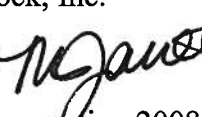


TO: Board of Directors
Market Lubbock, Inc.

FROM: Marcy Jarrett 

SUBJECT: Texas FFA Convention 2008

DATE: July 25, 2008

In response to your request, I respectfully submit the following report on the Texas FFA Convention.

Overview:

Texas FFA brought over 10,084 visitors to Lubbock that resulted in an estimated economic impact of four million dollars (\$4,000,000.). The length of the convention was five (5) days and four (4) nights.

Issue I:

The Texas FFA is a growing organization. Total attendance was 1,860 more delegates this year than in 2005, a 22.6% increase. This puts Lubbock hotels at capacity, therefore, requiring some dorm rooms at Texas Tech University for the overflow. After five (5) hotels declined to honor their booking commitments (list attached), students and teachers were relocated to Tech dorm rooms. The feedback we received was that a lot of students liked being on campus but the teachers did not.

One strategy being developed to accommodate the 2011 Convention is to work closer with Texas Tech University to create an atmosphere that students would choose campus housing over hotels. This would certainly expose Texas Tech University to more prospective students and allow Lubbock to handle future growth of Texas FFA. Texas Tech University could showcase Raider Red, Cheerleaders, and the Masked Rider while the students were staying in the dorms. This strategy would have to be promoted as a benefit to students as opposed to overflow.

Issue II:

How did Visit Lubbock deal with the immediate problems of finding more rooms? Thanks to Texas Tech University, they handled the surprise overflow with very little difficulty. The total number of displaced rooms was approximately 600, or 7% of total contracted room nights. Most complaints again were from teachers.

The Holiday Inn Hotel and Towers (HIHT) booked the Xcel Lineman's Rodeo for the same dates as Texas FFA, after the Texas FFA contracts were signed. Visit Lubbock staff on July 8th, contacted the Reservations Manager at the HIHT for an immediate meeting. The results were that the Director of Sales negotiated with Xcel to move their rooms to Plainview and/or Amarillo at the expense of the Holiday Inn. This cost the Holiday Inn approximately \$7,000. Visit Lubbock offered to pay \$2,500 toward Xcel's banquet costs because of the inconvenience. HIHT Director of Sales has promised to work with Visit Lubbock to ensure that this will not happen in the future.

Also, in early July the Days Inn South notified Visit Lubbock that the renovation would cause the hotel to not be open for the Texas FFA. The Days Inn staff was successful in placing their guests in other local hotels.

The three properties managed by Theraldson Development; Courtyard by Marriott, Fairfield Inn, and Towne Place Suites by Marriott, have been contacted by the Visit Lubbock staff, Lubbock Hotel and Motel Association and the Texas Hotel and Lodging Association and have agreed to reimburse Visit Lubbock for the cost of accommodating the displaced guests and to pay the commission listed in the contract for all Texas FFA rooms in those hotels. This amount of money is approximately fifteen thousand dollars (\$15,000). On July 24th, the company agreed to reimburse Visit Lubbock for that amount. The management company also offered to send a representative to the Vocational Agriculture Teachers Association of Texas meeting in Corpus Christi on July 31, 2008 to present an apology to that organization at a lunch, hosted and paid for by Visit Lubbock. A majority of those registered for the Corpus Christi convention were in Lubbock for the Texas FFA Convention.

Issue III:

Where do we go from here?

The Overton Hotel will open in 2009 providing additional rooms. Other hotels will come on line before 2011. One of the unknown factors for the 2011 Texas FFA Convention is how fast will Texas FFA grow in the next three years, compared to our hotel, motel room growth for that same period.

Can a stronger contract be agreed upon between the Texas FFA and the Lubbock hotels? Can we position Texas Tech University to be a place of choice to stay for students leaving ample hotel rooms for teachers, sponsors, and event administrators?

We plan to sit down with the Texas FFA management and board, in the next several months, and discuss how we can bring the event in 2011 back to Lubbock and eliminate the problems with the hotels so that all visitors have a great time and leave happy.

Exhibit A

The following hotels did not fulfill their contract obligations for the Texas FFA 2008 Convention, as provided in the attached correspondence from Tom Maynard, Executive Director, Texas FFA:

- A. Properties managed by Theraldson Development
 - 1. Courtyard by Marriott
 - 2. Fairfield Inn
 - 3. TownePlace Suites by Marriott

- B. Other Properties
 - 4. Rodeway Inn (formerly Inn of the South Plains)
 - 5. Villa Town (formerly Econolodge)



Texas FFA Association

2007-2008 STUDENT OFFICERS

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Troy, Area VIII

FIRST VICE PRESIDENT

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Idalou, Area I

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Randa Braune

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Brady Moore

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Hissa Nolan

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Tyler Handrick

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Kristen Stewart

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Grant Bitner

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2007-2008

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Tom Maynard

PROGRAM DIRECTOR-TEA

AGRICULTURAL EDUCATION

Ronald Whitson

July 24, 2008

The Honorable Tom Martin

Mayor, City of Lubbock

1625 13th Street

Lubbock, TX 79401

Dear Mr. Martin:

I received a request to provide some insight into the contentious lodging matter that arose in conjunction with the 80th Texas FFA Convention held July 14-18 in Lubbock. Thank you for the opportunity to do so.

I have included with this correspondence a copy of the hotel confirmation agreements with the establishments in question: Fairfield Inn, Courtyard, Townplace Suites, Rodeway Inn (formerly Inn of the South Plains) and Villa Town (formerly Econolodge). It is my understanding that due to housing difficulties we experienced with the 77th convention in Lubbock in 2005, the Lubbock Convention and Visitors Bureau launched a proactive strategy in early 2006 to capture as much of the available lodging as early as possible for the 2008 event. It is my understanding that Lisa Ellison and Belynda Godfrey, as agents of the bureau at that time, visited each of the properties and executed these agreements. The attached agreements include a 10% commission through which we pay a contract meeting planner and complimentary rooms earned by picking up a contractually prescribed number of rooms in a given property. These commissions and comps are considered standard in the meeting industry.

At this time, I have not yet been privy to all details concerning the communication which took place between the time these agreements were executed and the convention. Our meeting planner, Laura Traylor, has extensive notes from phone conversations made by her staff in summer, 2007. At this time all agreements were reviewed with respective hotel general managers or sales managers. The housing was handed off to the housing bureau in December, 2007.

It is my understanding that the housing bureau maintained contact with all properties throughout the spring, communication which should be substantiated by e-mail and telephone records. Many of our schools who booked rooms through the housing block held confirmation numbers for the hotels in question as late as Friday, July 11. On Saturday, July 12, I received a call from one of our teachers who was informed earlier that morning that his rooms and all FFA rooms in Lubbock Marriott properties would

The Honorable Tom Martin
July 24, 2008
Page 2

be dropped within the hour. This occurred after teachers had left schools for the weekend. Many would have arrived in Lubbock with confirmation numbers for lodging, only to be turned away, had it not been for the efforts of the CVB over that weekend to contact all effected groups.

It is my understanding that each of these properties signed an agreement to block a specified number of rooms, and the CVB submitted to each of these establishments this number of reservations. It would seem that these hoteliers would be obligated to uphold the terms of the agreement. Some anecdotal evidence may provide some insight for us. A survey of the parking lots revealed that FFA groups were staying at these hotels, but at rates \$10-20.00 higher than the contracted rates and minus the commission. In addition to undermining our ability to maintain a housing block in the future, these breaches of our agreements also threaten the fiscal solvency of the convention since we lose commissions and must pay cash for lodging for presenters, staff members and contractors normally housed in complimentary rooms under the terms of our agreements.

In all of this the Lubbock CVB worked tirelessly with many frustrated teachers to provide last-minute solutions. Many teachers have expressed their unreserved gratitude for the CVB's unrelenting efforts on their behalf. There is not another CVB with which we work that works harder for our event and for our people than does the Lubbock CVB. I would hope that they receive your highest commendation for their efforts.

Lubbock is a great city that continually sets the standard for other convention cities. It is a city that welcomes and embraces Texas FFA. However, there are some challenges in our relationship. In order for Lubbock to be considered for large city-wide events such as the Texas FFA Convention, everyone must be civic-minded and work together to keep these events coming to the South Plains. When rooming is as scarce as it is in your city, it only takes a few mavericks to undermine the housing block and create a public relations nightmare for us and the city. Like many organizations that have a housing block, we have some who opt to circumvent housing bureau and book rooms outside of the block. This is an industry-wide issue. However, we must work to ensure that local vendors honor the covenants they have made so that those who reserved contracted rooms in good faith through the housing bureau have rooms when they arrive. It is very difficult for schools to make last-minute hotel changes, especially in summer months when administrative and business staff members are often out of their offices.

Admittedly, we are also challenged by our own prosperity. The largest two conventions in the Texas FFA's 80-year history have occurred in the last two years. Our recorded attendance in Lubbock 2005 was about 8,200; in 2008 we eclipsed the 10,000 mark for only the second time in our history. When Lubbock submitted a bid in 2000 for the 2005, 2008 and 2011 conventions, it was predicated on 1995 figures which were indicated a convention with attendance of about 6,000-7,000. Frankly our growth has outstripped Lubbock's capacity to build more lodging.

The Honorable Tom Martin
July 24, 2008
Page 3

Where do we go from here? Our board of directors will re-visit our 2011 commitment to the City of Lubbock in October. At that time, we will examine the capacity of the city to host a convention that has now grown to more than 10,000. There is no question concerning the city's commitment to our organization and to this event. It is simply a matter of numbers. Admittedly we have some in our ranks who have vowed to never return to a Lubbock-hosted FFA convention and have already exerted pressure on our board members to rescind our Lubbock commitments. Under the circumstances, these sentiments are understandable. However, it is my intent to take a careful, thoughtful approach to the matter. Given the pioneering, can-do attitude of Lubbock people, I am inclined to believe that we can solve this puzzle and create a winning situation for our members and for a great city situated in the middle of one of the state's remarkable agricultural regions.

Mr. Martin, thank you for your participation in our convention and thank you for your continued partnership as we move forward.

Sincerely,



Tom Maynard
Executive Director

Copies: The Honorable Patti Jones, Chairman 80th Texas FFA Convention Host Committee
 Dan Taylor, Vice Chairman, Texas FFA Foundation
 Marcy Jarrett, Executive Director, Visit Lubbock
 Barney McClure, Chairman, Texas FFA Board of Directors
 Kenneth Carr, Vice Chairman, Texas FFA Board of Directors
 Aaron Alejandro, Executive Director, Texas FFA Foundation

JAN: 4. 2006 11:05AM

LBB CVB

Shelly NO. 2202

7471419

HOTEL CONFIRMATION AGREEMENT

This agreement is between Courtyard Hotel and the Texas FFA Association for the 2008 Texas FFA State Convention to be held in Lubbock, Texas at the United Spirit Arena on July 14 - 18, 2008. The following rooms are being held for delegates beginning Monday, July 14, 2008 until check out on Friday, July 18, 2008:

<u>10</u>	Double/Double	<u>Queen/Queen</u>
<u>10</u>	King rooms with Sofa Sleeper	
_____	King rooms	
_____	Suites or Other :	_____
_____	Number of Rollway beds on property	

The rate of \$ 109.99 for 1 - 4 people for 2008 includes a 10% commission to the meeting planner and the reservation housing fee with the CVB. The hotel will not quote a rate for this week lower than the Texas FFA group rate until after the cut-off date of June 23, 2008.

The hotel will provide one complimentary room per 0 rooms occupied cumulatively for Speakers and VIPs. A rooming list from the meeting planner will be provided. COMP ROOMS FOR VIPS will have priority over all FFA other sleeping rooms.

Housing will be handled through the Lubbock CVB Housing Bureau's service. Your hotel will receive a rooming list with your reservations. If hotel reservations for FFA delegates are taken over the phone outside the block, the hotel still must pay 10% Commission for the FFA Delegates. Hotel information is received from delegates at Convention Registration. Room payments will be made by the individuals or schools. The cut off date for reservations will be June 23, 2008.

A report form will be completed by each hotel during the convention with the number of rooms for Texas FFA delegates utilized each night. FFA reserves the right to audit the records if the number is inaccurate based on registration reports. If the report is not returned within 7 days of the convention, the hotel will be billed on the number of rooms tracked at the property from registration. If the hotel property is sold before the convention or before payment is made, the commission liability is a responsibility of the new owner.

After the hotel is billed, payment is expected within 30 days. After that time if payment is not received, a finance charge of the maximum allowed by law will commence from the invoice date. For payments not received by 120 days, the hotel property will be taken to court or arbitration in Travis County. The litigation expenses of both parties resulting from unreceived payments shall be the responsibility of the hotel property.

ACCEPTED BY:

Hotel: Lubbock Courtyard

Texas FFA: [Signature]

Signature: Shelly Hernandez

Date: 14 July 2006

Address: 4011 S. Loop 289

Date: 1-4-6

HOTEL CONFIRMATION AGREEMENT

This agreement is between Fairfield Inn Hotel and the Texas FFA Association for the 2008 Texas FFA State Convention to be held in Lubbock, Texas at the United Spirit Arena on July 14 - 18, 2008. The following rooms are being held for delegates beginning Monday, July 14, 2008 until check out on Friday, July 18, 2008:

<u>10</u>	Double / Doubles
<u>0</u>	King rooms with Sofa Sleeper
<u>0</u>	King rooms
<u>0</u>	Suites or Other :
<u>5</u>	Number of Rollway beds on property

The rate of \$84 for 1 - 4 people for 2008 includes a 10% commission to the meeting planner and the reservation housing fee with the CVB. The hotel will not quote a rate for this week lower than the Texas FFA group rate until after the cut-off date of June 23, 2008.

The hotel will provide one complimentary room per 0 rooms occupied cumulatively for Speakers and VIPs. A rooming list from the meeting planner will be provided. COMP ROOMS FOR VIPs will have priority over all FFA other sleeping rooms.

Housing will be handled through the Lubbock CVB Housing Bureau's service. Your hotel will receive a rooming list with your reservations. If hotel reservations for FFA delegates are taken over the phone outside the block, the hotel still must pay 10% Commission for the FFA Delegates. Hotel information is received from delegates at Convention Registration. Room payments will be made by the individuals or schools. The cut off date for reservations will be June 23, 2008.

A report form will be completed by each hotel during the convention with the number of rooms for Texas FFA delegates utilized each night. FFA reserves the right to audit the records if the number is inaccurate based on registration reports. If the report is not returned within 7 days of the convention, the hotel will be billed on the number of rooms tracked at the property from registration. If the hotel property is sold before the convention or before payment is made, the commission liability is a responsibility of the new owner.

After the hotel is billed, payment is expected within 30 days. After that time if payment is not received, a finance charge of the maximum allowed by law will commence from the invoice date. For payments not received by 120 days, the hotel property will be taken to court or arbitration in Travis County. The litigation expenses of both parties resulting from unreceived payments shall be the responsibility of the hotel property.

ACCEPTED BY:

Hotel: Lubbock FAIRFIELD

Signature: Adam Holland

Address: 4007 S. Loop 289

Date: JAN. 4, 2006

Texas FFA: [Signature]

Date: 17 MAR 2006

HOTEL CONFIRMATION AGREEMENT

This agreement is between Rodeway Inn ~~South~~ ~~Plains~~ Hotel and the Texas FFA Association for the 2008 Texas FFA State Convention to be held in Lubbock, Texas at the United Spirit Arena on July 14 - 18, 2008. The following rooms are being held for delegates beginning Monday, July 14, 2008 until check out on Friday, July 18, 2008:

9 Double / Doubles
 King rooms with Sofa Sleeper
16 King rooms
 Suites or Other : _____
1 Number of Rollway beds on property

The rate of \$ 59.99 for 1 - 4 people for 2008 includes a 10% commission to the meeting planner and the reservation housing fee with the CVB. The hotel will not quote a rate for this week lower than the Texas FFA group rate until after the cut-off date of June 23, 2008.

The hotel will provide one complimentary room per 0 rooms occupied cumulatively for Speakers and VIPs. A rooming list from the meeting planner will be provided. COMP ROOMS FOR VIPS will have priority over all FFA other sleeping rooms.

Housing will be handled through the Lubbock CVB Housing Bureau's service. Your hotel will receive a rooming list with your reservations. If hotel reservations for FFA delegates are taken over the phone outside the block, the hotel still must pay 10% Commission for the FFA Delegates. Hotel information is received from delegates at Convention Registration. Room payments will be made by the individuals or schools. The cut off date for reservations will be June 23, 2008.

A report form will be completed by each hotel during the convention with the number of rooms for Texas FFA delegates utilized each night. FFA reserves the right to audit the records if the number is inaccurate based on registration reports. If the report is not returned within 7 days of the convention, the hotel will be billed on the number of rooms tracked at the property from registration. If the hotel property is sold before the convention or before payment is made, the commission liability is a responsibility of the new owner.

After the hotel is billed, payment is expected within 30 days. After that time if payment is not received, a finance charge of the maximum allowed by law will commence from the invoice date. For payments not received by 120 days, the hotel property will be taken to court or arbitration in Travis County. The litigation expenses of both parties resulting from unreceived payments shall be the responsibility of the hotel property.

ACCEPTED BY:

Hotel: Rodeway Inn.

Texas FFA: [Signature]

Signature: [Signature]

Date: 14 Mar 2008

Address: 910 Ave Q

Date: 01/03/06

104

HOTEL CONFIRMATION AGREEMENT

This agreement is between TownPlace Suites Hotel and the Texas FFA Association for the 2008 Texas FFA State Convention to be held in Lubbock, Texas at the United Spirit Arena on July 14 - 18, 2008. The following rooms are being held for delegates beginning Monday, July 14, 2008 until check out on Friday, July 18, 2008:

<u>30</u>	Double / Doubles
<u>5</u>	King rooms with Sofa Sleeper
	King rooms
	Suites or Other: <u>2 Bedroom Suites (#13999)</u>
	Number of Rollway beds on property

The rate of \$ 99.99 for 1 - 4 people for 2008 includes a 10% commission to the meeting planner and the reservation housing fee with the CVB. The hotel will not quote a rate for this week lower than the Texas FFA group rate until after the cut-off date of June 23, 2008.

The hotel will provide one complimentary room per 25 rooms occupied cumulatively for Speakers and VIPs. A rooming list from the meeting planner will be provided. COMP ROOMS FOR VIPS will have priority over all FFA other sleeping rooms.

Housing will be handled through the Lubbock CVB Housing Bureau's service. Your hotel will receive a rooming list with your reservations. If hotel reservations for FFA delegates are taken over the phone outside the block, the hotel still must pay 10% Commission for the FFA Delegates. Hotel information is received from delegates at Convention Registration. Room payments will be made by the individuals or schools. The cut off date for reservations will be June 23, 2008.

A report form will be completed by each hotel during the convention with the number of rooms for Texas FFA delegates utilized each night. FFA reserves the right to audit the records if the number is inaccurate based on registration reports. If the report is not returned within 7 days of the convention, the hotel will be billed on the number of rooms tracked at the property from registration. If the hotel property is sold before the convention or before payment is made, the commission liability is a responsibility of the new owner.

After the hotel is billed, payment is expected within 30 days. After that time if payment is not received, a finance charge of the maximum allowed by law will commence from the invoice date. For payments not received by 120 days, the hotel property will be taken to court or arbitration in Travis County. The litigation expenses of both parties resulting from unreceived payments shall be the responsibility of the hotel property.

ACCEPTED BY:

Hotel: TownPlace Suites

Texas FFA: [Signature]

Signature: [Signature]

Date: 14 Jul 2006

Address: 5310 W Loop 289 Lubbock, TX 79424

Date: 1-4-06

Villa
Town

HOTEL CONFIRMATION AGREEMENT

This agreement is between Econolodge Hotel and the Texas FFA Association for the 2008 Texas FFA State Convention to be held in Lubbock, Texas at the United Spirit Arena on July 14 - 18, 2008. The following rooms are being held for delegates beginning Monday, July 14, 2008 until check out on Friday, July 18, 2008:

- 50 Double / Doubles *
- King rooms with Sofa Sleeper *
- King rooms
- Suites or Other : _____
- Number of Rollway beds on property _____

The rate of \$ 89.00 for 1 - 4 people for 2008 includes a 10% commission to the meeting planner and the reservation housing fee with the CVB. The hotel will not quote a rate for this week lower than the Texas FFA group rate until after the cut-off date of June 23, 2008.

* The hotel will provide one complimentary room per 25 rooms occupied cumulatively for Speakers and VIPs. A rooming list from the meeting planner will be provided. COMP ROOMS FOR VIPS will have priority over all FFA other sleeping rooms.

Housing will be handled through the Lubbock CVB Housing Bureau's service. Your hotel will receive a rooming list with your reservations. If hotel reservations for FFA delegates are taken over the phone outside the block, the hotel still must pay 10% Commission for the FFA Delegates. Hotel information is received from delegates at Convention Registration. Room payments will be made by the individuals or schools. The cut off date for reservations will be June 23, 2008.

A report form will be completed by each hotel during the convention with the number of rooms for Texas FFA delegates utilized each night. FFA reserves the right to audit the records if the number is inaccurate based on registration reports. If the report is not returned within 7 days of the convention, the hotel will be billed on the number of rooms tracked at the property from registration. If the hotel property is sold before the convention or before payment is made, the commission liability is a responsibility of the new owner.

After the hotel is billed, payment is expected within 30 days. After that time if payment is not received, a finance charge of the maximum allowed by law will commence from the invoice date. For payments not received by 120 days, the hotel property will be taken to court or arbitration in Travis County. The litigation expenses of both parties resulting from unreceived payments shall be the responsibility of the hotel property.

ACCEPTED BY:

Hotel: ECONOLODE

Texas FFA: [Signature]

Signature: [Signature]

Date: 14 Jul 2008

Address: 5401 SO. Q DR.

Date: 12/15/05

Marcy Jarrett

Subject: FW: Agreement to Settlement of Costs by Tharaldson Lodging

From: Scott Joslove [mailto:sjoslove@texaslodging.com]
Sent: Friday, July 25, 2008 11:53 AM
To: Marcy Jarrett
Subject: Agreement to Settlement of Costs by Tharaldson Lodging

Marcy:

I anticipate a formal letter I can forward from Tharaldson Lodging via email shortly, but I wanted to confirm the details of the agreement for your information prior to its arrival.

On behalf of the Fairfield Inn, Courtyard by Marriott, and the Town Place Suites, Tharaldson Lodging has agreed to cover the \$15,122.50 in costs outlined by Visit Lubbock for housing certain Texas FFA registrants who could not be accommodated at their three Lubbock hotels. Additionally, they will work with the Texas FFA and Visit Lubbock to ensure that all of the commissions are paid for any Texas FFA attendees who stayed at the three hotels but did not register through the room block. Finally, they want to offer Visit Lubbock 20 complimentary room night certificates that can be used at the noted three lodging properties as a gesture of apology. You may use these lodging certificates for hosting travel writers, provide them to Texas FFA or use them for any other purpose Visit Lubbock deems most beneficial.

Scott

In the Spirit of Hospitality,
Scott Joslove
President & CEO
Texas Hotel & Lodging Association
1701 West Avenue
Austin, TX 78701
Phone: 512/474-2996
Fax: 512/480-0773
Visit Our Website at www.texaslodging.com

Jana Johnston

From: Patti Jones [pjones@co.lubbock.tx.us]
Sent: Thursday, July 24, 2008 5:29 PM
To: t.martin@mail.ci.lubbock.tx.us; Gary C. Lawrence; l.deleon@mail.ci.lubbock.tx.us;
f.price@mail.ci.lubbock.tx.us; t.klein@mail.ci.lubbock.tx.us; p.beane@mail.ci.lubbock.tx.us;
j.leonard@mail.ci.lubbock.tx.us; j.gilbreath@mail.ci.lubbock.tx.us
Subject: Texas FFA Convention

I just wanted to express my extreme gratitude concerning Marcy Jarrett and the staff with Visit Lubbock. I have been involved with them for the last year as we planned and prepared for the 80th Annual Texas FFA Convention in Lubbock. They all performed exceptionally and bent over backwards to make this convention a huge success. Yes, there were a few glitches with the hotel situation concerning the contracts between the hotels and the Texas FFA. But to Lubbock's credit as soon as Visit Lubbock was made aware they went into action to be sure those FFA Chapters that were involved received accommodations. I actually heard several students throughout the week commenting they were enjoying the dorms because it gave them a sense of what to expect when they go off to college. I can't tell you how well Lubbock was represented by the visit Lubbock staff at functions throughout the convention week. As with any event of this magnitude there are always a few glitches, but the Visit Lubbock staff is very versed in alleviating those situations as was demonstrated for this convention. I would put my "Host Committee Chairman" hat back on tomorrow to work with this exemplary group of individuals. We can all be proud of how well they represent "Lubbock, The Giant Side Of Texas".

Patti Jones, Chairman
2008 Host Committee Chairman
Texas FFA

Jana Johnston

From: Laura Traylor [ltraylor@austin.rr.com]
Sent: Thursday, July 24, 2008 5:14 PM
To: Marcy Jarrett; Amy Zientek
Subject: Thanks

Marcy and Amy,

I hope you have had a chance to recover from the exciting week of Texas FFA! I wanted to tell you both thanks again for all your help with this convention. Marcy, it was great to see you at Fun Night getting into the spirit of the event! I am so glad you were able to be a part of the convention in so many ways.

An event this big is challenging on so many levels. Every Housing Bureau I have worked with has told me this is an extremely difficult group to work housing because of the size and the number of changes in the sleeping rooms. I am very grateful for the way Amy worked until the very last minute to make sure every delegate that wanted to come had somewhere to go. Your staff never let go even after CVB's usually turn the event over to the hotels for changes. Amy was still working to find rooms for the delegates the weekend before we arrived. And she never lost her professionalism and composure even in frustrating situations.

Also, I want to say thanks for the on-site assistance provided by you and your staff. Not any other Bureau I work with in any city takes the time to sit and help with registration and man the City Information booth the entire week. It was great to have people with a real knowledge of the group to be my backup at convention.

I am very grateful for all the support you provided right up until the very end of convention. I even had help packing up! Thanks again.

Sincerely,
Laura Traylor
Convention Planner

PRESS RELEASE



FOR IMMEDIATE RELEASE

Media Contact: Rob Meyer: (806) 722-2726 or Scott Joslove at (512) 474-2996

Lubbock Hotel Association Assisting on Room Block Issue

LUBBOCK, TX (July 25, 2008) - The Lubbock Hotel and Motel Association is partnering with Visit Lubbock (Lubbock Convention and Visitors Bureau) to help ensure the resolution of any concerns regarding the handling of guest room reservations during the recent Texas FFA city-wide convention in Lubbock. In particular, about seven percent of the contracted Texas FFA room nights had to be accommodated at alternative housing in Lubbock due to an unprecedented increase in the demand for lodging from the FFA convention and a lower than anticipated supply of available hotel room inventory during the event. It is our understanding that a few area hotels had issues with their internal reservation system that resulted in the need to move some of the FFA guests to alternative accommodations. Visit Lubbock in partnership with the Lubbock Hotel and Motel Association and Texas Tech secured dorm rooms at the University to handle the room needs that could not be met by five of the area hotels. Visit Lubbock has also asked the Lubbock Hotel and Motel Association and its state counterpart, the Texas Hotel & Lodging Association (TH&LA) to help seek a resolution on the issue that will fully address the concerns of the FFA participants, Visit Lubbock, and the City. TH&LA has already met with both Visit Lubbock staff and representatives from the area hotels that were oversold to achieve a full resolution of the concerns and to develop a protocol to help ensure that such challenges do not occur again in the future.