



TXLEC TRIBUNE

BI-WEEKLY UPDATE

A Message from the Chair

Greetings Friends,

I could not be prouder of all that we have accomplished in the 90 days since we launched the Texas chapter of the Live Events Coalition (TXLEC). We are all dealing with massive challenges caused by the pandemic, the damage and devastation done to our industry, and the election year; however, we have many things to be proud of!

In July, TXLEC put on the first Empty Event in the nation on the Omni Dallas Hotel event lawn. A month later, we held a second Empty Event in Austin at the Long Center. We have grown our membership to nearly 500 members. We developed a partnership with Together Again Expo to assist them with bringing back large events safely in Texas through the expo scheduled for January 15th. Although the expo was rescheduled from the original date in October, our efforts contributed to the conversation between the City of Dallas and the Kay Bailey Hutchison Convention Center to get the Convention Center re-opened in October to host large events.

TXLEC, representing our industry, has participated in countless conversations with legislators to raise awareness and provide advocacy. We've also participated in numerous advocacy opportunities through letter writing and social media campaigns as well as provided integral support to the September Red Alert Restart that lit up approximately 2000 buildings across the country in red, on one night of awareness building. And we've used our voice to spread the word about the needs of our industry, including a recent interview on NBC linked [here](#).

Our fight is not over yet! Join us as we continue to seek additional federal assistance and create awareness for the Live Events Industry.

We are stronger together!

Laurie Sprouse, CITE, CMP, DMCP
Texas Live Events Coalition Chair
Co-Owner and President of Ultimate Ventures & Ultimate Kits



The Return of Events: Recent & Upcoming Large Events in Texas

MPI WEC “Reunite for Recovery” will be held on November 3 – 6, 2020 in Grapevine, Texas

The event, previously scheduled for June 2020, has been revitalized for the new future of events and will be presented both live in-person and live digitally (no canned or pre-recorded content). The learnings are focused on what you need now, in an environment tailored to the future of how attendees will engage. Read more on their website about how they plan to hold the event safely, creating a worry-free in-person experience. Whether you would like to attend in person, or virtually, there is still time to [register!](#)

MPI WEC is still in need of volunteers to make the experience special and make Texas shine! Their most critical need is for airport greeters to receive the guests with a warm Texas Welcome immediately upon their arrival. Volunteer sign-ups can be accessed by following this [link](#). Select the day you are available to volunteer and you will be directed to the opportunities for that day. Each page also includes a “Volunteer Resource Information” attachment explaining the shift in more detail and providing answers to Frequently Asked Questions.

Dallas’ Convention Center hosted Mecum Auto Auction, the First Event Since the Pandemic Hit

The Mecum Auto Auction, drawing vintage collectors from around the nation, was held at the Kay Bailey Hutchison Convention Center Dallas two weekends ago, beginning Thursday and wrapping up Saturday. The event attracted an estimated 2,000 in-person attendees, with many staying in surrounding hotels and patronizing nearby restaurants. It was the first in-person event of its size in more than half a year. To learn more about the event, check out this [article](#).

The Women of Joy Fall Conference held in September, San Antonio’s first large conference since March

The Women of Joy Fall Conference was held at the Henry B. Gonzalez Convention Center. Approximately 1,400 attendees gathered in what was the first significant conference in San Antonio since March. The Conference was a celebration of hope for the present and future, and it represented a chance for the Convention Center to show off some of the industry’s most advanced safety protocols.

To share news regarding other large events happening safely, please email them to laurie@txlec.org.

FROM THE TXLEC LEADERSHIP TEAM



INTRODUCING, HYACINTH BELCHER, VICE CHAIR OF TXLEC

What is a COVID Compliance Officer?

And the most important question is, do you have one for your next event?

With COVID-19 numbers high again, and with businesses and events at least somewhat continuing, we should all do our part to help events stay safe.

In fact, it should be a priority for us to continue!

A COVID Compliance Officer has studied and understands how bugs transmit from people to people, what the signs are for COVID-19, how to screen people in a professional and confidential manner and where germs are most likely to be found within an event space. The Officer helps with protocol for the event including contact tracing, check-ins, and most importantly screening/temperature checks upon arrival for all vendors/artists/key clients within an event. Those of us prepared to help in this space have PPE supplies, signage, and screening supplies for each event. We can determine where hand sanitizer stations need to be placed, remind people to wash hands, wear masks, and help keep high touch areas cleaned often. We can offer you or your client bulk PPP including masks, sanitizer, and cleaning supplies (if needed).

No matter any political side we find ourselves on, this is what we need to focus on to help keep the Live Events Industry OPEN for business!

If you are interested in helping to reduce the possibility and mitigate the effect of this virus, hiring a COVID Compliance Officer is the first step. Many times, we get distracted by the myriad of event details and only do about half of what should be done to counter COVID-19. Therefore, having a professional who has no other duty but to focus on COVID-19 is the most responsible action we can do to help ourselves, our clients, and community.

Pricing can range from \$350 to \$750 per day for these officers, depending on hours, number of guests, scope of event, etc., but can and should be looked at as a necessary expense. For more information please feel free to contact me!

Hyacinth Belcher
Vice-Chair, Texas Live Event Coalition
hyacinth@texaslec.org



COVID RELIEF NOW Coalition

Recently the Live Events Coalition joined on with [COVID RELIEF NOW Coalition](#) (led by US Travel). It is critical that we continue to add pressure and push our agenda to Congress. If you have not participated in the letter and social media campaigns yet, please take a few minutes to demand change that is crucial to the survival of Live Events Businesses.

[Participate in the Live Events Coalition Letter Campaign to Congress](#)

Take More Action

**HELP SAVE THE TEXAS
LIVE EVENTS INDUSTRY**

IN TEXAS, THE LIVE
EVENTS INDUSTRY
INCLUDES OVER **30,000**
SMALL BUSINESSES
AND OVER **1 MILLION**
EMPLOYEES.

Letter Writing
Campaigns

COVID Recovery
Resources

Social Media
Campaigns

JOIN TXLEC

*TX LEC Membership is free through June 2021

The infographic features a red background. On the left is a dark blue silhouette of the state of Texas. Inside the Texas map, white text states: "IN TEXAS, THE LIVE EVENTS INDUSTRY INCLUDES OVER 30,000 SMALL BUSINESSES AND OVER 1 MILLION EMPLOYEES." To the right of the map, the main title "HELP SAVE THE TEXAS LIVE EVENTS INDUSTRY" is written in large, white, serif capital letters. Below the title are three columns of text: "Letter Writing Campaigns", "COVID Recovery Resources", and "Social Media Campaigns", all in white sans-serif font. At the bottom center, a gold-colored rectangular box with a textured background contains the text "JOIN TXLEC" in white serif capital letters. Below this box, a white asterisked note reads "*TX LEC Membership is free through June 2021".