

2021 ANNUAL REPORT

IRVING - LAS COLINAS CHAMBER OF COMMERCE



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CHAMBER OF COMMERCE





THIS FISCAL YEAR, WITH A FOURTH WAVE OF THE 19-MONTH PANDEMIC CONTINUING TO DRIVE UNCERTAINTY AND DELAY A RETURN TO PRE-PANDEMIC BUSINESS ACTIVITY, HAS REQUIRED RESILIENCY. THE GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE ADAPTED AND DELIVERED RESULTS PROVING OUR ABILITY TO OVERCOME ADVERSITY BY SUCCESSFULLY INNOVATING TO MEET THE NEEDS OF OUR BUSINESSES, ITS WORKFORCE AND OUR COMMUNITY. YOUR CHAMBER BUILT VALUE-BASED OPPORTUNITIES IN A VIRTUAL ENVIRONMENT. THROUGH MORE THAN 50 SIGNATURE PROGRAMS AND EVENTS, 1,500 PHONE CALLS, VIRTUAL MEETINGS WITH OUR MEMBER-INVESTORS, AND MORE THAN A THOUSAND IN-PERSON SOCIALLY DISTANCED VISITS TO OUR SMALL BUSINESSES, OUR TEAM HAS SUCCESSFULLY DELIVERED ON THE CHAMBER'S 5-YEAR STRATEGIC PLAN – **POWERING PROGRESS**.

UNDER THESE STRATEGIC PRIORITIES YOUR CHAMBER IS COMMITTED TO:

Rebuilding the workforce for a continuous pipeline of talent, and championing diversity, equity and inclusion to ensure we attract and retain our region's top asset –our **PEOPLE**.

Promoting our **PLACE** as the Headquarters of Headquarters in Texas by growing Irving-Las Colinas' economic base and competing globally.

Being the trusted advisor for the business community and to **POSITION** Irving-Las Colinas as a premier business address by amplifying our story.

Creating an environment where partners and investors are committed to making an **IMPACT**, community progress, growth and success for Irving-Las Colinas businesses.

THE ONGOING PANDEMIC AND SHIFTS IN THE WORKFORCE ENVIRONMENT CONTINUE TO CAUSE BUSINESS CHALLENGES IN THE DELIVERY OF GOODS AND SERVICES. **YOUR CHAMBER IS FOCUSED ON HELPING IRVING-LAS COLINAS EMPLOYERS AND EMPLOYEES ADAPT TO THESE NEW REALITIES AND TO REBUILD OUR WORKFORCE BY CREATING A CONTINUOUS PIPELINE OF TALENT.**

Your Chamber has been a leader and partner with The Graduate! Network in building a North Texas coalition of participants for the innovative training and education program Bridging the Talent Gap (BTGT). We are collaborating with local educators, training academies and employers to identify specific skill shortages in the local workforce, and to create education, training curriculum, and the certification programs that people need to get good paying jobs. This regional coalition is now comprised of nearly a dozen organizations including chambers, higher education institutions and

economic development agencies.

Your Chamber also continues to make it a priority to elevate the importance of diversity, equity and inclusion (DEI) in the workplace and throughout Irving-Las Colinas. This year we launched the DEI Fellowship program with the goal of ensuring individuals of diverse backgrounds are better positioned for volunteer and business leadership opportunities. These future leaders, identified through an application process, are placed on the Chamber's Board of Directors for a one-year term. Fellows attend Board and committee

meetings, Signature Programs and are connected to Community Partner organizations. Upon completion of the program, these highly sought-after fellows are recruited for future leadership opportunities throughout the community including City Boards and Commissions.

We also provide a platform for DEI conversations and best practices through our Changemakers Series. These virtual programs include business and civic leaders sharing tools and resources to develop an inclusive environment in our schools, workplace, and community.





The Irving Economic Development Partnership (IEDP),* led and managed by the Greater Irving-Las Colinas Chamber of Commerce (Chamber), had a solid year of growth, with 32 corporate recruitment and retention / expansion “wins”. A remarkable thirteen of these “wins” were corporate headquarters, reinforcing Irving/Las Colinas’

reputation as the Headquarters of Headquarters in Texas.

FY 2021 Year-End Economic Development ROI. In another showing of value and results, the IEDP generated an ROI of 104.6% on the Irving taxpayers’ investment of \$2,172,305. When combined with the \$319,770 investment in International Affairs/Sister Cities’ (IASC)

funding, the ROI is 91.1%. Total tax collected from these wins by the City of Irving in FY 2021: \$2,272,231, which equals an annual tax savings of \$27.53 per Irving household (82,537). A direct job was created for every \$409 in public funding from the City of Irving. **Every \$1 the City of Irving invested in the IEDP and IASC supported or generated:**

\$19,845

↓

ECONOMIC OUTPUT

\$3,047

↓

IN WORKER EARNINGS

\$7.39

↓

ADDITIONAL CITY TAX REVENUE

* The Irving Economic Development Partnership is a public/private strategic collaboration of the Greater Irving-Las Colinas Chamber of Commerce, City of Irving, Irving Convention & Visitors Bureau, Las Colinas Association and private business-industry investors. The Partnership exists to fuel business growth, promote new capital investment, create high-quality jobs and improve Irving-Las Colinas’ quality of life.

FY2021 RECRUITMENT “WINS”

COMPANY	SQUARE FEET	INVESTMENT
Coast Southwest	105,660 (new construction)	\$10,000,000
Indigo Hotel	230,000 (new construction)	\$15,000,000
Neighborly ^{1,2}	34,000	\$3,500,000
Pieces Technology, Inc. ¹	11,500	\$650,000
State Bank of Texas ¹	52,000 (new construction)	\$19,000,000
Sprouts Farmers Market ¹	23,488	\$3,000,000
Hickory Pointe LLC/Specialized Petroleum Services	120,000	\$1,000,000
Catepillar	84,000	\$5,000,000
Fuzzy’s Corporation ¹	8,000	\$254,300
Coury Hospitality ¹	2,061	\$120,000
Denny’s Corporation	31,450	\$1,000,000
Fluid Life ⁴	13,000	\$1,000,000
Andamiro USA ⁴	25,000	\$855,000
Total Office Solutions ¹	329,358	\$1,000,000
Wurtec	15,000	\$500,000
Pitney Bowes	200,000	\$24,000,000
Club Corp ¹	31,200	\$125,000
Total “Wins”	1,315,717	\$86,004,300

¹ Corporate Headquarters, ² Local Incentives, ³ State Incentives, ⁴ International Company

FY2021 RETENTION/EXPANSION “WINS”

COMPANY	SQUARE FEET	INVESTMENT
Plastronics ¹	37,500	\$2,000,000
University of Texas Medical Center Las Colinas	11,700	\$1,500,000
CHRISTUS Health ^{1,2}	400,000 (new construction)	\$190,000,000
Jam + Toast	2,273	\$65,000
OMEGA Environmental Technologies ^{1,2}	200,000	\$18,000,000
Mitsui Bussan Logistics ⁴	4,672	\$526,000
Bioworld ¹	123,844	\$1,500,000
Cottonwood Financial ¹	40,000	\$700,000
Crane Worldwide Logistics	325,000	\$474,000
WebTPA ¹	49,462	\$3,000,000
Big State Fountain	3,000	\$100,000
The Boeing Company	0	\$750,000
Louis Vuitton ⁴	160,000	\$843,500
Siemens ⁴	18,436	\$850,000
La Cima Club	21,000	\$418,000
Total “Wins”	1,396,887	\$220,726,500

¹ Corporate Headquarters, ² Local Incentives, ³ State Incentives, ⁴ International Company

YOUR CHAMBER'S EFFORTS TO GROW OUR INTERNATIONAL FOOTPRINT TOOK A UNIQUE STRATEGY THIS FISCAL YEAR. WITH ONGOING RESTRICTIONS TO INTERNATIONAL TRAVEL, OUR INTERNATIONAL AFFAIRS AND SISTERS CITIES (IASC) TEAM LEVERAGED AND EXPANDED OUR EXISTING RELATIONSHIPS WITH IRVING-LAS COLINAS' 160 FOREIGN-BASED COMPANIES WHILE ALSO FOCUSING ON SHARING THE BENEFITS AND ACCOLADES OF OUR COMMUNITY ON A GLOBAL STAGE.

Our team prioritized retention visits and hosted virtual import/export training seminars including a two-part program on Business Expansion into Mexico.

IASC supported the launch of the first Olympic Day in Irving. The joint effort with the U.S.-Mexico Cultural & Educational Foundation attracted more than 2,000 participants in 19 sporting, cultural and educational events,

bringing recognition to Japan and our Irving-based Japanese companies.

The IASC team also hosted President Laurentino Cortizo-Cohen of Panama and members of his administration for unprecedented discussions with local business leaders to promote foreign trade and business development between the U.S. and Panama.

Additionally, we continue to provide protocol services and serve as a liaison to Irving's six Sister Cities. Our team is working to establish relationships that may lead to other Sister Cities, including in Asia, Panama and other countries. The Sister Cities program has been critical as we work to develop relationships virtually to aid our business community's expansion into other global markets.



Irving Day Olympic Day's mission was to cultivate fitness, well-being, culture and education. Events included an Olympic Day Run (One Mile Family Fun Walk & Run, 5K and 10K distances), sports tournaments, exhibitions, music and educational seminars.



The Chamber team and volunteers visited over 1,000 Small Businesses during this year's Small Business Blitz.



We thanked hundreds of Irving-Las Colinas healthcare heroes during National Nurses and Hospital Week.

SUPPORTING OUR SMALL BUSINESSES CONTINUED TO BE A CHAMBER PRIORITY. WE HOSTED VARIOUS VIRTUAL PROGRAMS, BUSINESS DEVELOPMENT NETWORKING, ONE-ON-ONE PERSONAL OUTREACH, AND FORUMS ON FEDERAL FINANCIAL SUPPORT. WE CONVENED MEETINGS WITH VARIOUS RESOURCE EXPERTS AND HELPED CONNECT SMALL BUSINESSES TO PROCUREMENT OPPORTUNITIES WITH LARGE ENTERPRISE COMPANIES.

For a second year, we conducted the Small Business Blitz. This program is an opportunity to meet directly with local businesses and to support and serve as a resource for their success. More than sixty volunteers including Irving Mayor and City Council members, community stakeholders, the Chamber and Partnership teams contacted and delivered 1,000 Small Business Resource boxes as a thank you for doing business and having

their business in Irving-Las Colinas. Additionally, these visits were used to ascertain any issues or requests the team could help with, particularly related to the COVID-19 pandemic. The Blitz continues to be highly successful based on feedback from both small businesses and the volunteers who participated. The program has been recognized nationally by our industry peers as a model of an innovative and impactful initiative.

We continue to serve as a resource for entrepreneurs and startup businesses through our partnership with the Service Corps of Retired Executives (SCORE). This national non-profit program, part of the U.S. Small Business Administration, hosted more than 384 meetings both in-person, socially distant and virtually over the course of this fiscal year. SCORE professionals offer counsel in the creation, growth and success of small businesses.

BUSINESSES MUST OPERATE WITHOUT UNNECESSARY GOVERNMENT REGULATION TO GROW AND SUCCEED. YOUR IRVING-LAS COLINAS CHAMBER OF COMMERCE SERVES AS THE VOICE OF BUSINESS FOR BUSINESS-INDUSTRY BY ADVOCATING FOR EFFECTIVE POLICYMAKING.

THIS YEAR, **YOUR CHAMBER ACHIEVED AN 85% SUCCESS RATE FOR OUR LEGISLATIVE AGENDA DURING THE 87TH TEXAS LEGISLATIVE SESSION.** PRIORITIES INCLUDED ECONOMIC DEVELOPMENT, EDUCATION FUNDING, WORKFORCE INITIATIVES, HEALTHCARE ACCESS, TRANSPORTATION AND WATER POLICY.

ECONOMIC DEVELOPMENT

Maintain current level of funding for the Texas Enterprise Fund.

Result: *\$100 million funded in the budget.*

Enhance and extend Chapter 313 of the Texas Economic Development Act.

Result: *Legislation did not pass. The program expires at the end of 2021.*

Oppose discriminatory legislation, support social equity and inclusion.

Result: *Several bills were defeated. House Bill 3979 passed banning the teaching of critical race theory.*

EDUCATION & WORKFORCE

Protect and fully fund the comprehensive school finance bill (HB 3).

Result: *House Bill 1525 passed and funded in the budget.*

Increase funding for Skills Development Program.

Result: *\$54.8 million allocated in the budget.*

Support legislation to improve broadband access for all Texans.

Result: *House Bill 5 passed to increase broadband access and affordability.*

HEALTHCARE

Support access to healthcare for all, increased coverage for under and uninsured.

Result: *Several bills filed but none passed.*

Support increased access and tools to population health management, behavioral health.

Result: *House Bill 4 passed increasing access to telehealth.*



The Chamber hosted Dallas County Judge Clay Jenkins for the 2021 State of Dallas County presented by AT&T.



The Chamber team, along with our member-investors, welcomed the incredible educators and administrators of Irving ISD at the 2021 Virtual Back-to-School Program presented by Michaels.

HIGHER EDUCATION

Improve postsecondary educational attainment through 60X30TX Plan.

Result: Senate Bill 1102 and House Bill 3767 passed establishing Upskilling and Workforce initiatives.

Fund Texas Equalization Grant Programs.

Result: \$178.6 million for Tuition Equalization Grants program, \$866 million for TEXAS Grants program and \$7.5 million for Texas Educational Opportunity Grant in the budget.

TRANSPORTATION

Support local transportation funding options.

Result: Senate Bill 1308 passed evaluating motor vehicle technology impacts.

Protect and fully-fund Proposition 1 and Proposition 7.

Result: House Bill 2219 passed continuing funding stream, revitalizing dormant mobility fund.

Support the Texas High Speed Rail.

Result: Several harmful bills were filed. None passed.

WATER

Support the implementation of Texas State Water Plan.

Result: Senate Bill 669 passed making statewide water usage data available to the public.

Protect eminent domain authority for water providers.

Result: House Bill 2730 passed protecting eminent domain authority while making the process more transparent.

The Chamber's Political Action Committee, the Committee to Inform Voters on Business Issues (CIVBI PAC), continues to utilize VoteForIrving.com, a non-partisan, non-endorsing source of voter information. The site connects voters with candidates running in local and state elections with the goal to increase voter awareness and turnout in races that directly impact our community.

Your Chamber with its 5-Star team of professionals is committed to organizational excellence, supporting our member-investors and community progress. We continued to stay connected to our 2,000 member-investors with technology, virtual platforms and phone calls. These efforts resulted in an 86% retention rate, 1% above the national average among our Chamber peers. Furthermore, our market penetration is 22.5%, which puts us 5.5% above the recommended average.

Despite COVID-19 restrictions, your Chamber continued to provide educational and informational content to support our businesses. We hosted more than 4,000 attendees over the course of the year at more than 50 Signature Programs and virtual events.

Our 5-star leaders stayed connected to our peers across the country, completing nearly 250 hours of professional development training. These opportunities allow us to benchmark and seek out best practices to continue to grow and enhance your Chamber's efforts.

FY 2020-2021 WAS AN EXTREMELY PRODUCTIVE YEAR. WE LOOK FORWARD TO A SUCCESSFUL 2022 AS WE CONTINUE *POWERING PROGRESS* FOR OUR BUSINESS INDUSTRY AND THEIR EMPLOYEES, OUR WORKFORCE AND COMMUNITY.

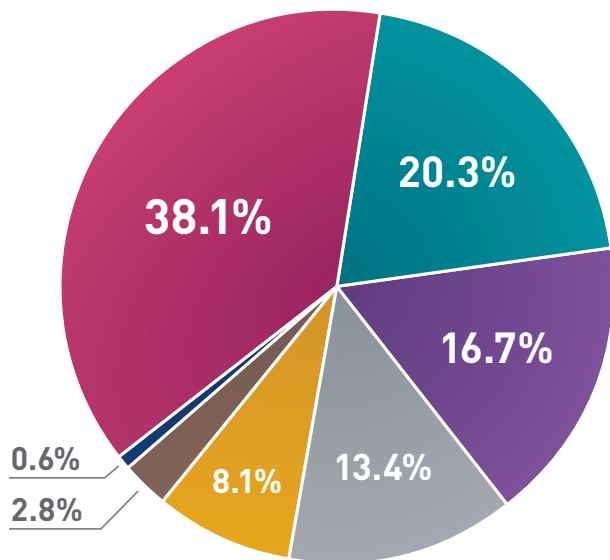


Irving-Las Colinas elected officials, residents, Heritage District small business owners and member-investors of the Greater Irving-Las Colinas and Irving Hispanic Chambers of Commerce celebrated the Grand Opening of the highly anticipated Starbucks in Irving's Heritage District.

YOUR INVESTMENT AT WORK

GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE

Attracting New Member-Investors
 Marketing/Communications
 Retaining Member-Investors
 Small Business Programming
 Legislative Advocacy
 Workforce Development
 Administration & Operations

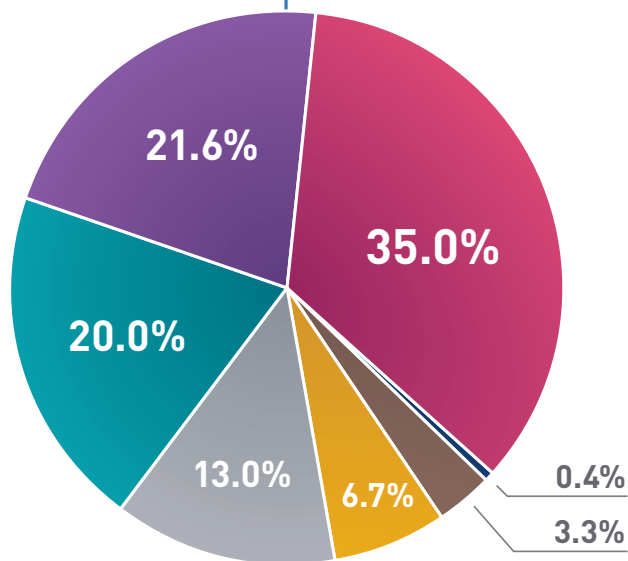


\$3,786,922

TOTAL BUDGET

IRVING ECONOMIC DEVELOPMENT PARTNERSHIP

Business Recruitment
 Marketing/Communications
 Business Retention/Expansion
 International Affairs & Sister Cities
 Small Business/Entrepreneurial Programming & Services
 Workforce Development
 Administration & Operations



AT YOUR 5-STAR GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE, OUR MEMBER-INVESTORS DRIVE OUR SUCCESS. MORE THAN 2,000 MEMBER-INVESTORS, REPRESENTING 220,000 EMPLOYEES, ARE COMMITTED TO CONTRIBUTING TO OUR VIBRANT ORGANIZATION AND COMMUNITY. TOGETHER, WE ARE *POWERING PROGRESS* THROUGH:

PEOPLE

Education & Workforce Growth

Rebuild the workforce,
create a pipeline of talent,
champion a culture of
inclusion

PLACE

Economic Development, International Affairs & Sister Cities, Small Business Services

Recruit, retain and expand
business industry in
Irving-Las Colinas

POSITION

Advocacy

Lead advocacy for pro-
business policy at all levels
of government

IMPACT

Leadership Excellence

Cultivate Five-Star leaders
and maintain operational
excellence

