



MAYOR
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THE AMERICAN DREAM CITY

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November 3, 2020

Ms. Barbara Stroup
Co-Founder & Managing Partner
Market Maker Events, Southwest Flooring Market
1223 Wynford Colony
Marietta, GA 30064

Dear Ms. Stroup:

On behalf of the City of Arlington and the Arlington Convention & Visitors Bureau, it is a pleasure to welcome back the Southwest Flooring Market to our great city! We are pleased that you selected Arlington again to host an event as important as this tradeshow.

The Arlington Convention & Visitors Bureau prioritizes our visitors' health and safety above all else. In an abundance of caution and to protect from the potential spread of COVID-19, our city leaders and departments are working to keep our visitors and citizens healthy and strong. The City's Public Health Authority and its Office of Emergency Management is communicating closely with Tarrant County Public Health, the Texas Department of State Health Services, the CDC, the Arlington medical community, and other partners to monitor and stay up-to-date on advice and guidelines. In addition, our Arlington hotel and restaurant communities are working hard to ensure a clean and healthy experience for you.

The Southwest Flooring Market, being the only flooring trade show in the Southwest, plays an important role in the economy and industry. We appreciate your commitment to the health & well-being of all attending by keeping full safety measures in mind, and your diligent efforts to bring a comfortable market experience critical for business growth. We are a clean, healthy, and vibrant city with a can-do attitude, and your goals and commitment reflect ours. We are proud of the work that you do and are thrilled that you continue to choose Arlington as your host!

We wish you great success during your meeting and are certain that you will witness first-hand the Texas-sized hospitality that we are famous for. We look forward to showcasing all that the Arlington and DFW Metroplex have to offer.

Thank you for your vote of confidence in selecting Arlington again. We appreciate our partnership with the Southwest Flooring Market and we look forward to welcoming you back in the future!

Sincerely,

W. Jeff Williams, P.E.
Mayor
City of Arlington

Ron Price
President
Arlington Convention & Visitors Bureau