



**Board of Directors Meeting**

**Monday, July 24, 2023 @ 11:45 a.m.**

**Irving Convention Center  
Fourth Floor – Grand Ballroom 1-2**

**500 W. Las Colinas Blvd.  
Irving, Texas 75039**

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(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU**

**BOARD OF DIRECTORS  
MEETINGS/SPECIAL MEETINGS  
OCTOBER 2022-SEPTEMBER 2023**

Place	Last	First	10/21/2022	11/11/2022	12/19/2022	1/24/2023	2/27/2023	3/27/2023	5/01/2023	5/22/2023	6/26/2023	7/24/2023	8/28/2023	9/02/2023
1	Cooperstein	Karen	P	P	*	P	P	P	P	*	*			
2	Basoco	Michael	*	P	P	#	P	P	P	P	P			
3	Gibson	Colvin	#	P	P	P	P	P	P	P	P			
4	Stewart, Jr	Richard	P	P	P	P	P	P	P	P	P			
5	Bourgeois	Robert	P	P	P	P	P	P	P	P	*			
6	Arafat	Yasir	#	#	#	P	P	P	P	P	P			
7	Reed	Sam	*	P	P	P	P	P	P	P	P			
8	Mahoney	William	P	P	P	P	P	P	*	P	P			
9	Gears	Herbert	P	#	P	P	#	P	P	P	P			
10	Hoskins	Nydia	*	P	#	P	*	P	#	P	*			
11	Kang	Julia	P	P	P	P	P	P	P	P	P			
12	Malcolm	Greg	P	P	P	P	P	P	P	P	#			
13	Cole	David	P	P	P	*	*	P	P	P	P			
	Bowman	Beth	P	P	P	P	P	P	P	P	P			
	Burke	Dallas	*	*	#	P	*	*	#	#	#			
	DeBeaudry	Tommy	#	#	#	#	*	P	P	*	P			
	Fenley-Garcia	Stephanie	*	#	P	P	P	P	P	P	P			
	Hawkins	Todd	*	P	P	P	P	P	P	*	P			
	Hillman	Chris	*	*	P	#	P	P	P	P	P			
	Limon	Kim	*	P	P	*	P	P	*	P	P			
	O'Briant	Kelly	#	#	P	P	P	P	P	#	#			
	Perelman	Janie	N/A	P	#	P	*	P	*	P	P			
	Perot	Hammond	*	P	P	P	P	P	*	P	P			
	Philipp	Joe	P	P	P	P	P	P	P	P	#			
	TIF	TBD												
Liaison	Taylor	Councilman Kyle	P	P	P	P	*	*	*	P	*			
	Venegas	Clare	#	#	#	#	#	#	#	#	#			

- P = Present**
- \* = Business**
- # = Other**
- β = Represented**

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, July 24, 2022, at 11:45 AM**  
**Irving Convention Center, Grand Ballroom 1-2**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving City Council may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for June 26, 2023
3. Accepting the ICVB Financial Reports –June 2022
4. Review of the Hotel Occupancy Tax Collections

**Presentations**

5. Irving Hotel Outlook Presentation – Tourism Economics Quarterly Update

**Individual Consideration**

6. Approval of Budget Adjustment Transfer of \$500,000 in ARPA Funds from General Fund to ICC Capital Improvement Project Fund
7. Approval of Name Change for Computer Replacement Fund to Technology Fund
8. Approving High Spirited Citizen Nominations from the Community Engagement Committee
  - a. Mary Bongfeldt
  - b. Kamal Hassan
  - c. Clem Lear
  - d. Richard L. Lindsey
  - e. Fran Mathers
  - f. LaNita Norman Johnson
  - g. Judy Pierson
  - h. Walter O. Theiss
  - i. Chris Wallace
  - j. Oscar and Kaye Ward
  - k. Gary Westerman
  - l. Linda Wood

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## AGENDA - Continued

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### Board Reports

9. Board Chair Report
  - a. Service Award Recognitions:
    - CVB Convention Services Associate Annette Haas-Rios – 25 years
  - b. Next Board Meeting – August 26, Irving Convention Center, Exhibit Hall B
  
10. Board Committee Reports
  - a. Board and Business Development – Herb Gears
    - Next Meeting – September 8, 9:00 a.m.
  - b. Community Engagement – Colvin Gibson
    - Recap of July 11 Committee Meeting
    - Next Meeting – October 10, 9:00 a.m.
  - c. Destination Development – Greg Malcolm
    - Next Meeting – August 8, 11:30 a.m.
  
11. City Reports
  - a. Council Liaison – Councilman Kyle Taylor
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquency Hotel Occupancy Tax Collection Updates
    - Visitor Development Updates
    - Other City Updates
  
12. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
13. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
14. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - c. Restaurant Industry Update – David Cole

**AGENDA - Continued**

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- 15. Partner Organization & Stakeholder Reports**
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce –Janie Perelman/Beth Bowman
  - c. Irving Arts and Culture – Kelly O’Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – TBD
  - f. University of Dallas – Clare Venegas

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and will remain so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary’s Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body’s consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary’s Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 24, 2023**

## **AGENDA ITEMS**

## MINUTES

### Irving Convention & Visitors Bureau Board of Directors

Monday, June 26, 2023 at 11:45 AM

Irving Convention Center – Junior Ballroom C-D

500 W. Las Colinas Blvd.

Irving, Texas 75061

Attendance: Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Janie Perelman, Hammond Perot, Sam Reed – Board Members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, and Diana Pfaff– ICVB.

Board Vice Chair Richard Stewart, Jr., called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

#### CONSENT AGENDA

- Approve ICVB Board Meeting Minutes for May 22, 2023
- Accept the ICVB Financial Reports – May 2023
- Review the Hotel Occupancy Tax Collections
- Accept the ICC Financial Reports – May 2023

Stewart noted the minutes include the recognition of former Councilman Oscar Ward and his wife, Kaye, and a separate motion approval of the Hotel Occupancy Tax Collections with input from the City Attorney's office on delinquency lawsuits. Stewart called for a motion to approve the Consent Agenda. On a motion from Board member Sam Reed, and a second from Board member Colvin Gibson, the motion was unanimously approved.

#### INDIVIDUAL CONSIDERATION

- ICVB Budget and Marketing Plan – Fiscal Year 2023-24
- Convention Center Capital Improvement Plan
- Destinations International Code of Ethics
- ICVB Board FY2022-26 Strategic Plan Annual Update

Gast Noted the Destinations International Code of Ethics and the Strategic Plan Annual Update are required for the ICVB Accreditation. There was a good in-depth discussion reviewing the budget at the Executive Committee meeting on Friday, June 23.

Gast gave an overview of the that included:

- Industry Outlook
- Key Priorities
- Five-Year Path to Financial Stability
- Needs Analysis Survey Results
- Organization & Departmental Overviews

- Convention Center Capital Improvement Plan
- Financial Position Summary
- Destinations International Code of Ethics
- FY2022-26 Recovery Strategic Plan Annual Update

Key points:

- Industry Business Travel is not back fully yet, and threats of a recession will continue to impact that, along with inflation issues.
- Texas Room Rate is growing slowly.
- Occupancy Quarterly Comparisons – Leisure travel has been a stronger component in the last few years than ever before.
- ICVB Key Priorities
  - Restore financial stability.
  - Solicit meetings and groups to convene in Irving.
  - Build optimal awareness of Irving among travelers, decision-makers, and influencers.
  - Influence appropriate product development.
  - Provide leadership that unites the hospitality industry with the community.
  - Secure resources that will allow the ICVB to achieve its vision, mission, objectives, and goals.
- Five-Year Path to Financial Stability
  - Pay back City Loan.
  - Rebuild all fund balances.
  - Establish Tourism Public Improvement District (TPID).
  - Protect the hotel tax allocation when current Irving legislation sunsets in 2026.

Irving Convention Center Capital Improvement Plan:

- Key Goals
  - Protect guests and employees.
  - Maintain & increase customer satisfaction.
  - Extend the life of mechanical systems.
  - Enhance appeal, and thus revenues.
- Project Priorities
  - Health & safety requirements.
  - Mechanical systems.
  - ROI/Revenue enhancement.
  - Customer, environmental and aesthetic benefits.
- Respond nimbly to emergencies.
- Achieve and sustain a minimum balance of \$3 million in this fund.

In summary:

- The financial position goal for each fund:
  - General Fund – current minimum goal \$2,000,000; projected fund balance \$3,359,159.
  - Reserve Fund (Catastrophic) – minimum goal \$5,000,000; projected fund balance \$5,529,471.
  - Computer Replacement – current minimum goal \$500,000; projected fund balance \$502,707.
  - Convention Center Reserve/Capital Projects Fund – minimum goal \$3,000,000; projected fund balance \$2,560,900.

Stewart reported Board Chair Bob Bourgeois sent his congratulations and thanks to Gast and staff for the preparation of the plan.

Stewart called for a motion to approve the ICVB Budget and Marketing Plan for fiscal year 2023-24. On a motion from Board member Sam Reed, and a second from Board member Herb Gears, the motion was unanimously approved as presented.

Stewart called for a motion to approve the Convention Center Capital Improvement Plan. On a motion from Board member Colvin Gibson, and a second from Gears, the motion was unanimously approved as presented.

Gast noted the Destinations International Code of Ethics is included in the meeting packet. Stewart called for a motion to accept the DI Code of Ethics. On a motion from Board member Julia Kang, and a second from Gibson, the motion was unanimously approved as presented.

Stewart called for a motion to accept the ICVB Board FY2022-26 Strategic Plan Annual Update. On a motion from Kang and a second from Board member Bill Mahoney, the motion was unanimously approved as presented.

#### CHAIR REPORT

Stewart noted the next Board meeting is scheduled for July 24 in the Grand Ballroom of the Convention Center. Updates may include more information on the 88<sup>th</sup> Texas Legislative Session and how to proceed with respect on items that could affect the industry.

#### COMMITTEE REPORTS:

##### Board and Business Development

Committee Chair Herb Gears reported the Committee met on June 10 and topics of discussion included:

- Presentation on the legislative session and what it means to the ICVB and City of Irving.
  - House Bill 2127 “Death Star Bill” ties the hands of local officials in regulating development in the community. It is essential for the State to recognize the importance of local government.
  - The Texas Hotel and Lodging Association reported that all Bills they offered the Legislature have passed.
- Also discussed collaboration with City Council members, meeting with new Council members and inviting them to attend Board meetings and/or Committee meetings.
- Gears complimented the ICVB and ICC staff on their accomplishments, dedication, and passion.
- There will be two open ICVB Board positions and the Committee will be discussing recommendations of prospective Board members with interest in serving on the Board.
- The next Committee meeting is scheduled for September 8 at the Irving Convention Center.

##### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The next Committee meeting is scheduled for July 11. Committee members and staff are active in advancing the Strategic Plan objectives to present the High Spirited Citizen recognition luncheon, now scheduled for Tuesday, September 5 at the ICC. The Committee is currently screening as many as 10 additional nominees for approval this summer. The goal is to recognize 13-15 honorees at the luncheon.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is scheduled for May 9 at 11:30 a.m.

CITY REPORTS

Mayor Rick Stopfer:

- DART:
  - The City is working with DART management to ensure a good return on the \$100 million spending, with \$24 million back to the City to use for the downtown Irving area and potentially a DART light rail station at the Texas Stadium site.
  - The DART Board is hiring a consultant to determine the equity each City receives and the development of the Board.
  - Thanked Gast and team for their diligent work on the FY2023-24 budget and ARPA fund utilization with responsible spending.
- There are two new City Council members. They will be welcomed next month after the remodeling of main Council Chambers for new audio-visual equipment.
- The City is busy with the budget season. Still maintaining a AAA Bond rating. Expenses and salaries will increase by moving all employees to the 80% salary standard.
- Waiting to see the effect of the property tax reduction from the legislative session.
- Road construction is on target. Downtown Irving construction will be completed by November 2023. The challenges will continue but moving forward as planned.
- Hiring nine additional members to the waste collection staff. Recycling and brush pick up will be once per week.
- Spending \$100 million on pools and recreation facilities.
- Volunteers are lacking at the animal shelter and the shelter is closing one day a week for staff to clean and maintain the facility.
- The Toyota Music Factory and Brookfield management are good partners with the City. They are spending \$8-10 million to bring up the venue to a higher standard with upgrades.
- Zoning processes and definition changes are being updated to manage Irving moving forward.
- It is a challenging time for Irving non-profit agencies. There are two food services that run weekly. The Salvation Army serves over 200 families per week, and there are women and children's programs. The City is partnering with Dallas County for a \$1.5-2 million upgrade to the Brighter Tomorrow's facility to bring additional assistance. There are fundraisers that are providing for the homeless.
- The Irving Schools Foundation provides food to students during the summer. Parks is providing care facilities with food distribution as well.
- He commended Gast and Executive Director of Irving Arts and Culture Todd Hawkins for a fabulous job representing the City in quality and stellar fiscal responsibility with ARPA fund spending and recording.

City Manager Chris Hillman reported:

- Expressed his appreciation for Mayor Stopfer's understanding of issues and engagement.
- Later this month will be fully staffed with lifeguards. This is an extraordinary accomplishment. Salaries are starting at \$16.05/hour.

- Working through the aquatic process with incredibly old neighborhood pools and plans to move forward. Staff proposed a bold and aggressive plan that Council has approved for investing \$92 million into aquatic and recreation facilities. Building a new indoor aquatic center that will be open year-round and completed in 2.5 years. Also, replacing Lee pool with a similar outdoor and seasonal facility. The City purchased nine acres in North Irving for a \$60 million full-fledged aquatic and senior citizen facility. Anticipating opening in 2.5-3 years. A detailed plan will be presented to City Council and will be presented with no tax increase.
- The Sparks and Stripes event at Levy Plaza on July 4 returns this year with the original fireworks vendor and will have seven barges on Lake Carolyn.
- The City staff salary plan will cost \$15 million per year.
- Shout out to City crews and solid waste employees working in the heat. The City is providing them with what they need for safety. It is essential to move forward with new options as the current system is not sustainable. City Council has authorized a consultant to investigate automation of the solid waste program and Council will make a policy decision.

In response to a question from Board member Stephanie Fenley-Garcia, Hillman discussed the options of a new City Hall facility or renovation of the current building. Investments will need to be made to address the issues. Various locations for a new building are being considered and other options as well. Budget dollars are being set aside to pay for design and engineering fees. The goal is to not increase property taxes. No decisions have been made.

#### BUREAU MANAGEMENT AND STAFF REPORTS

##### Bureau Management

Executive Director Maura Gast reported:

- The City has filed three lawsuits against the delinquent Hotel properties for Hotel Property Tax collections.
- Congratulated the Irving Archives and Museum and Irving Black Arts Council for receiving the Excellence in History award from the American Association of State and Local History and Destinations International Hall of Fame for the creators of The Green Book, Victor H. and Alma Green.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team is currently reporting 130% of their goal year-to-date.
- Recently hosted Redken with 2,500 attendees, Steubenville with 5,000, Texas Frightmare with 8,000 and Akon with 15,000.
- Shout out to the ICC for the Frightmare event. The event producer commented it was by far the best event he had hosted.
- The Nigerian American Convention is coming soon and utilizing several hotel properties.
- Embassy Suites located off Highway 114 is scheduled to open in July with 168 rooms.
- The Sales team toured the Violet Room at Toyota Music Factory, which is scheduled to be open by end of 2023.

Gast commented that the Steubenville group event went on until late yesterday afternoon and the ICC staff had the building cleaned up and rooms turned over efficiently and fast.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Social media added 1,294 followers and likes in May, bringing total influence to 150,545.
- Advertising engagement was the highest it has been in the last eight months. Priceline was the top performer for website visits in May, followed by MPI and Meetings Today.
- Congratulations to Fojtasek and Sales team for being mentioned in the Top 50 Meeting Destinations in North America from Cvent.
- The Sports Club at The Resort at Las Colinas has been rebranded as The Nelson Golf and Sports Club and Mrs. Byron Nelson will donate memorabilia for the club.
- Thanked the Mayor for mentioning the animal shelter and the need for volunteers. The staff is working hard, and a new Director for the DFW Humane Society is starting tomorrow.

#### Administration and Finance

Gast reported for Assistant Executive Director Finance and Administration Susan Rose:

- The AirDNA reports for May shows:
  - There were 604 available listings, which is about a 12.9% increase in listing over last year's figure of 535.
  - The Average Daily Rate was \$213.80, which was an increase of 9.65% over last year.
  - Occupancy percentage of 61.5%, which was a decrease of 5.32% compared to last year.

#### CONVENTION CENTER MANAGEMENT

Assistant General Manager Jeremy Pierce reported:

- There were 27 events in May with 31,000 attendees, which is double the previous year.
- Year-to-date 612,831 visitors, a significant increase from the previous year at 110,115.
- Revenue is up, but expenses are also up for the year.
- Building projects include:
  - The outside LED lighting is being installed and will hopefully generate social media posts.
  - The LED lighting on the inside columns and elevators will begin soon.
  - Painting and updating projects throughout the building are continuing.

#### INDUSTRY PARTNERS

##### LIVE NATION UPDATES

Live Nation General Manager Tommy DeBeaudry:

- There have been 87 concerts promoted for 2023 year-to-date and 97 events for total in 2022. Events are on pace to exceed 2022.
- Year-to-date there are 37 amphitheater shows, and there were 44 in 2022.
- The busy months will be August through October 2023.
- The heat is a big concern for July and August amphitheater shows. Implementing a wrist band program so people will not have to stand in line in the heat for general admission events. Security will be onsite if anyone decides to stay and wait. Water and bathrooms will be accessible and two Emergency Medical Technicians will be protocol for the events.

#### HOTEL INDUSTRY UPDATES

Board member Kim Limon:

Hampton Inn Irving/Las Colinas

- Report for May:
  - Occupancy reporting 73.90%.
  - The Average Daily Rate was \$122.78, over the competitive set of \$107.10.
  - Revenue per available room was \$90.75.
- The weekend rate is lower than last year.
- June is looking slow.

#### RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- Attended the National Restaurant Association meeting in Washington D.C. It was his 15<sup>th</sup> time attending the Public Affairs Conference. The Association is emphasizing recruiting younger people.
- The top three Legislative Bills following are:
  - Essential Workers for Economic Advancement Act: creating employment pathways for difficult-to-fill positions. It creates a way for workers to come to the U.S. on market-driven, non-immigrant, three-year visas and is intended for small businesses in industries with comparatively low sales per employee. The food service industry is the nation's second largest private sector employer, with more than 15 million people.
  - Credit Card Competition Act of 2023: card swipe fees would save restaurant operators billions of dollars every year and allow business owners to choose the networks to process their payments.
  - Tip Credit: An employer pays each employee the federal minimum wage. The amount paid to an employee may not be reduced by a tip credit against the minimum wage. This does not allow an employer to keep any portion of a tipped employee's tips and goes into effect September 1, 2023.
- Texas restaurant facts in 2022: \$95.1 billion in sales, 1.4 million employees, 11% of the employment in the State.
- Cole had a chance to meet with several Texas leaders at the Conference.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

- Of the 55 Headquarter companies in the State of Texas, Irving is home to ten.
- Thanked the Irving Economic Development partnership to bring Korber, a German-based global supply chain firm to Irving. They have added an American headquarters in Irving. Mayor Stopfer attended the Open House.
- Remodeling firm Westshore Homes opened new corporate headquarters, and Texas AirSystems leased space for its regional office in Las Colinas with more than 100,000 sq. feet of office space.
- The Chamber team is on the road backfilling the pipeline with over 100 projects.
- The unemployment rate increased to 3.6%, compared to 3.2% in April and 4.1% Texas and national at 3.4% for May.

- The Five Star Mixer at the Westin Irving Convention Center Hotel poolside was a great success. It was good to see the Wells Fargo campus under construction from the rooftop pool.

Mayor Stopfer added there has been a tremendous run with restaurant openings in Irving and more involvement with businesses. The Wells Fargo project was 3.5 years in the making and 4 years on Christus Health project. It is a job well done to the Chamber team and he recognized the staff for their commitment and partnerships with the City, the Chamber and the ICVB.

#### Irving Arts and Culture

##### Irving Arts Center:

Board member Todd Hawkins reported:

- Thanked Gast for the recognition and induction for the Greens into the Destinations International Hall of Fame.
- The Irving Arts Board unanimously passed the FY2023-24 proposed budget at the June Board meeting.
- Hawkins recently attended a performance at Below 54 in New York City and was invited to Ann Hampton Callaway, who wrote and sang the theme song to “The Nanny.” From that visit, Hawkins announced Callaway will be in concert in the Dupree theater on January 5, singing 70’s inspired originals. The concert is the second installment of the new Storyteller Series.
- The series will also feature Canadian singer-songwriter Royal Wood and Oklahoma-born, Brooklyn resident Gabriel Royal, who started his career performing in the NYC subway, perfecting his unique sound, and amazing stories.
- Irving Arts Center Carpenter Hall productions:
  - *The Barricade Boys* on Friday, October 6.
  - *Mariachi Herencia de Mexico: A Mariachi Christmas* on Friday, December 15.
  - *The Beat Goes On: Featuring Lisa McClowry as Cher* on Friday, January 19.
  - *Jazz at Lincoln Center presents Sing and Swing* on Friday, February 9.
  - The Japanese Drum and Dance Ensemble *DRUM TAO* on Thursday, February 29
  - *Rumors: A Fleetwood Mac Tribute* on Thursday, March 28.
- With the *Green Book Exhibition* award, this is the second year in a row that Irving Archives and Museum has been nationally recognized for their amazing work.
- May 27 – August 20 at Irving Archives and Museum is the Smithsonian traveling exhibition, *Delores Huerta: Revolution in the Fields*. The exhibition is in both English and Spanish.
- Jaime Arredondo, a graduate of Irving High School, has done a beautiful illustration of the *Popol Vuh*. The show is being planned as a touring exhibition originating in Irving. The exhibition will open on September 2<sup>nd</sup> and run through February 3, 2024.

#### Las Colinas Association

Board member Hammond Perot reported:

- Architectural control submissions are reporting a ten-year high in numbers and 10% increase during the assessment season.
- A payment portal was rolled out prior to the assessment season.
- A Special Board meeting in early October will cover land use changes.
- Rollout out Mandalay Mile kiosks for the 50<sup>th</sup> Anniversary celebration around Lake Carolyn and on the promenade. A link to historical facts along the path will be included.

Stewart noted there is useful information in the attachments that are included in the Board packet and encouraged everyone to read them each month. With no further discussion, Stewart adjourned the meeting at 1:45 p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Maura Allen Gast".

Maura Allen Gast, FCDME  
Executive Director



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
June 2023



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
JUNE 2023

**Assets**

Cash and equivalents 5,493,365.86  
Investments 6,757,030.00

**Total Assets** 12,250,395.86

**Liabilities**

Accounts payables 550.71  
Unearned revenue 5,466,722.31

**Total Liabilities** 5,467,273.02

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 605,716.42  
Unreserved 6,177,406.42

**Total Fund Balance** 6,783,122.84

**Total Liabilities and Fund Balance** 12,250,395.86



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND

MONTHLY FINANCIAL REPORT

JUNE 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	817,490.60	4,682,150.50	8,000,000.00	58.5%	0.00	3,317,849.50
	PENALTY AND INTEREST	8,901.58	27,306.44	0.00	100.0%	0.00	(27,306.44)
	PRIOR YEAR	38,015.52	313,112.84	0.00	100.0%	0.00	(313,112.84)
	SHORT-TERM RENTALS	7,531.02	52,709.18	0.00	100.0%	0.00	(52,709.18)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>871,938.72</b>	<b>5,075,278.96</b>	<b>8,000,000.00</b>	<b>63.4%</b>	<b>0.00</b>	<b>2,924,721.04</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	1,327,616.61	3,832,067.63	7,324,375.00	52.3%	0.00	3,492,307.37
<b>M4 - INVESTMENT INCOME</b>							
		27,136.46	148,206.16	6,000.00	2470.1%	0.00	(142,206.16)
<b>M5 - MISCELLANEOUS</b>							
		0.00	51,253.41	11,000.00	465.9%	0.00	(40,253.41)
<b>TOTAL REVENUE</b>		<b>2,226,691.79</b>	<b>9,106,806.16</b>	<b>15,341,375.00</b>	<b>59.4%</b>	<b>0.00</b>	<b>6,234,568.84</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		293,102.59	1,833,168.01	3,009,995.00	60.9%	0.00	1,176,826.99
<b>N2 - BENEFITS</b>							
		53,102.59	356,416.63	612,013.00	58.2%	0.00	255,596.37
<b>N4 - SUPPLIES</b>							
		7,834.50	35,278.90	79,530.00	44.4%		44,251.10
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		550.73	11,223.62	26,500.00	42.4%	0.00	15,276.38
<b>O3 - OUTSIDE SERVICES</b>							
	FREIGHT	192.03	1,548.34	3,300.00	46.9%	0.00	1,751.66
	MARKETING AND SALES RESOURCES	1,564.38	60,846.29	107,970.00	56.4%	0.00	47,123.71
	MEDIA ADVERTISING	79,648.10	365,997.25	605,040.84	60.5%	231,287.83	7,755.76
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	1,324.32	1.36
	PROFESSIONAL SERVICES	13,526.57	1,720,139.09	2,602,700.00	66.1%	349,854.27	532,706.64
	PROPERTY MANAGEMENT SERVICES	348,750.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>443,681.08</b>	<b>3,196,605.29</b>	<b>4,716,660.84</b>	<b>67.8%</b>	<b>582,466.42</b>	<b>937,589.13</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	12,374.27	220,284.81	665,340.00	33.1%	0.00	445,055.19
	MILEAGE REIMBURSEMENT	0.00	1,163.39	3,500.00	33.2%	0.00	2,336.61
	MEMBERSHIP AND DUES	1,810.00	39,338.77	77,900.00	50.5%	0.00	38,561.23
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>14,184.27</b>	<b>260,786.97</b>	<b>746,740.00</b>	<b>34.9%</b>	<b>0.00</b>	<b>485,953.03</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	103,533.75	138,045.00	75.0%	0.00	34,511.25
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	34,877.54	203,011.12	320,000.00	63.4%	0.00	116,988.88
	BUSINESS DEV INCENTIVE PROG	83,298.80	340,361.80	448,000.00	76.0%	0.00	107,638.20
	CONVENTION SERVICES MATERIALS	26.45	62,673.38	110,000.00	57.0%	0.00	47,326.62
	EVENT SPONSORSHIPS	0.00	85,782.75	214,679.00	40.0%	0.00	128,896.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	42,334.21	297,123.28	530,100.00	56.1%	23,250.00	209,726.72
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>160,537.00</b>	<b>988,952.33</b>	<b>1,630,619.00</b>	<b>60.6%</b>	<b>23,250.00</b>	<b>618,416.67</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	138,041.00	0.0%	0.00	138,041.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB COMPUTER REPL	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>1,714,734.00</b>	<b>6,712,524.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>4,997,790.00</b>
<b>TOTAL EXPENDITURES</b>		<b>972,992.76</b>	<b>8,500,699.50</b>	<b>17,810,667.84</b>	<b>47.7%</b>	<b>605,716.42</b>	<b>8,704,251.92</b>

Beginning Fund Balance	6,177,016.18
Revenues	9,106,806.16
Expenditures	(8,500,699.50)
Ending Fund Balance	6,783,122.84

NOTE: EXPENDITURES INCLUDE PAYMENTS MADE FROM HOTEL TAX AND ARPA FUNDS.  
PLEASE REFER TO THE MONTHLY CHECK REGISTER FOR A BREAKDOWN EXPENDITURES BY TYPE.



2204 - ICVB CONV CENTER RESERVE / CIP  
MONTHLY BALANCE SHEET  
JUNE 2023

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**Assets**

Cash and equivalents	3,656,459.16
Investments	2,103,000.00
Receivables	8,082,911.14

**Total Assets**

**13,842,370.30**

**Liabilities**

Unearned revenue	3,433,050.00
Deferred inflow	8,008,441.90
<b>Total Liabilities</b>	<b><u>11,441,491.90</u></b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,400,878.40
<b>Total Fund Balance</b>	<b><u>2,400,878.40</u></b>

**Total Liabilities and Fund Balance**

**13,842,370.30**



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
 MONTHLY FINANCIAL REPORT  
 JUNE 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	241,797.29	1,412,794.46	2,880,000.00	49.1%	0.00	1,467,205.54
M4 - INVESTMENT INCOME		8,936.80	54,263.25	5,000.00	1085.3%	0.00	(49,263.25)
M5 - MISCELLANEOUS		36,469.49	203,905.92	764,000.00	26.7%	0.00	560,094.08
M6 - TRANSFER FROM ICVB GENERAL		0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
<b>TOTAL REVENUE</b>		<b>287,203.58</b>	<b>3,272,252.63</b>	<b>5,250,289.00</b>	<b>62.3%</b>	<b>0.00</b>	<b>1,978,036.37</b>
<b>EXPENDITURES</b>							
N4 - FURNITURE/FIXTURES LESS THAN \$5000		0.00	212,529.00	21,000.00	1012.0%	0.00	(191,529.00)
N7 - STRUCTURE MAINTENANCE		26,167.92	560,780.04	964,000.00	58.2%	0.00	403,219.96
O3 - OUTSIDE SERVICES		0.00	17,558.00	0.00	100.0%	0.00	(17,558.00)
P1 - CAPITAL EXPENDITURES		0.00	839,451.18	2,159,000.00	38.9%	0.00	1,319,548.82
<b>TOTAL EXPENDITURES</b>		<b>26,167.92</b>	<b>1,630,318.22</b>	<b>3,144,000.00</b>	<b>51.9%</b>	<b>0.00</b>	<b>1,513,681.78</b>

Beginning Fund Balance	758,943.99
Revenues	3,272,252.63
Expenditures	(1,630,318.22)
Ending Fund Balance	<u>2,400,878.40</u>

**NOTE:**  
 EXPENDITURES INCLUDE PAYMENTS MADE FROM HOTEL TAX AND ARPA FUNDS.  
 PLEASE REFER TO THE MONTHLY CHECK REGISTER FOR A BREAKDOWN EXPENDITURES BY TYPE.



Irving Convention and Visitors Bureau

Check Register

June 2023

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT
80063187	6/6/2023	<b>AJR MEDIA GROUP</b>		495.00		
		MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM			495.00
80063188	6/6/2023	<b>AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC</b>		54,022.79		
		ACCOUNTS PAYABLE	MAY 2023 RECEIPTS			54,022.79
80063189	6/6/2023	<b>ARIAS, PAOLA</b>		400.00		
		PROFESSIONAL SERVICES	BLOG POSTS - MAY 2023			400.00
80063190	6/6/2023	<b>FEDERAL EXPRESS CORPORATION</b>		38.17		
		FREIGHT	SHIPPING		4.90	
		FREIGHT	SHIPPING		33.27	
80063191	6/6/2023	<b>FOSTER, WENDY</b>		134.06		
		COMMUNICATIONS	APR 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	APR 2023 - CELL / MILEAGE			19.06
		LOCAL PROGRAMS-PROMOTIONS	STE - SOUTHERN TRAVELERS EXPLORE 2023			40.00
80063192	6/6/2023	<b>HOPKINS, CHERYL</b>		80.33		
		TRAVEL AND TRAINING	CONFERENCE DIRECT APM - MAR 2023			80.33
80063193	6/6/2023	<b>LAUDA, MARIANNE</b>		428.54		
		COMMUNICATIONS	MAR 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	MAR 2023 - CELL / MILEAGE			31.96
		COMMUNICATIONS	APR 2023 - CELL			75.00
		TRAVEL AND TRAINING	GFOAT SPRING CONF 2023			246.58
80063194	6/6/2023	<b>LEVINE, KATHY</b>		65.44		
		COMMUNICATIONS	APR 2023 - CELL			65.44
80063195	6/6/2023	<b>LOPEZ, BRENDA</b>		75.00		
		COMMUNICATIONS	APR 2023 - CELL			75.00
80063196	6/6/2023	<b>MANSELL, LORI</b>		80.00		
		COMMUNICATIONS	APR 2023 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS	APR 2023 - CELL / MISC			5.00
80063197	6/6/2023	<b>MANSOUR, KAYLA</b>		265.84		
		TRAVEL AND TRAINING	SIMPLEVIEW SUMMIT 2023			17.78
		COMMUNICATIONS	MAR 2023 - CELL			75.00
		COMMUNICATIONS	FEB 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	FEB 2023 - CELL / MILEAGE			4.06
		COMMUNICATIONS	JAN 2023 - CELL / MILEAGE / MISC			75.00
		MILEAGE REIMBURSEMENT	JAN 2023 - CELL / MILEAGE / MISC			1.70
		MARKETING RESOURCES	JAN 2023 - CELL / MILEAGE / MISC			17.30
80063198	6/6/2023	<b>MANUSAMA, DEBORA CHRISTY</b>		3,885.00		
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST		3,885.00	
80063199	6/6/2023	<b>NATIONAL OVARIAN CANCER COALITION</b>		1,710.00		
		BUSINESS DEV INCENTIVE PROG	NOCC MEETING/MAY 2023		1,710.00	
80063200	6/6/2023	<b>PETTY, BRICE</b>		66.15		
		COMMUNICATIONS	APR 2023 - CELL			66.15
80063201	6/6/2023	<b>ROBERTS, DEBBIE</b>		75.00		
		COMMUNICATIONS	APR 2023 - CELL			75.00
80063202	6/6/2023	<b>ROSE, SUSAN</b>		75.00		
		COMMUNICATIONS	APR 2023 - CELL			75.00
80063203	6/6/2023	<b>SIRMEN, LORI</b>		75.00		
		COMMUNICATIONS	MAR 2023 - CELL			75.00
80063204	6/6/2023	<b>SMG</b>		1,425.00		
		BUSINESS DEV INCENTIVE PROG	TEXSOM INTERNATIONAL WINE AWARDS/MAY 2023		1,425.00	



Irving Convention and Visitors Bureau

Check Register

June 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063205	6/6/2023	TEXAS CENTER FOR THE JUDICIARY, INC BUSINESS DEV INCENTIVE PROG	REGIONAL B MEETING/MAY 2023	2,140.00	2,140.00	
80063206	6/6/2023	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER & REIMBURSABLES	4,068.02	4,068.02	
80063207	6/6/2023	TUNGETT, MATT TRAVEL AND TRAINING	CONFERENCE DIRECT APM - MAR 2023	70.00		70.00
80063208	6/13/2023	ALPHA ETA RHO INTERNATIONAL AVIATION FRATERNITY BUSINESS DEV INCENTIVE PROG	ALPHA ETA RHO NATIONAL CONFERENCE/APR 2023	1,100.00	1,100.00	
80063209	6/13/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/MAY 2023 NORTH TEXAS RPG-CON/JUNE 2023	5,671.00	2,346.00 3,325.00	
80063210	6/13/2023	CELLCO PARTNERSHIP COMMUNICATIONS COMMUNICATIONS COMMUNICATIONS	MAY 2023 MAY 2023 MAY 2023	484.58		162.47 190.65 131.46
80063211	6/13/2023	GREENSPRING MEDIA LLC MEDIA ADVERTISING	ADVERTISING	1,660.00	1,660.00	
80063212	6/13/2023	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	CARNEGIE LEARNING/MAY 2023	1,668.00	1,668.00	
80063213	6/13/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	321.50	321.50	
80063214	6/13/2023	IPROMOTEU.COM, INC. SALES RESOURCES	REFILLABLE JOURNAL BOOKS	2,999.40	2,999.40	
80063215	6/13/2023	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	MAY 2023	40.00		40.00
80063216	6/13/2023	IRVING HERITAGE SOCIETY MEMBERSHIPS, CERTS, & LICENSES	JUNE 1, 2023 - MAY 31, 2024	250.00		250.00
80063217	6/13/2023	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST	165.00	165.00	
80063218	6/13/2023	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG	IFA US CHAMPIONSHIP ARMWRESTLING/MAY 2023	95.00	95.00	
80063219	6/13/2023	SMG PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,750.00	348,750.00	
80063220	6/13/2023	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	JUNE 2023	1,100.00		1,100.00
80063221	6/13/2023	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING MEDIA ADVERTISING	ADVERTISING ADVERTISING	16,600.00	13,300.00 3,300.00	
80063222	6/13/2023	STAPLES INC OFFICE SUPPLIES OFFICE SUPPLIES	OFFICE SUPPLIES OFFICE SUPPLIES	201.03		86.49 114.54
80063223	6/13/2023	TEXAS CORNHOLE LEAGUE, LLC BUSINESS DEV INCENTIVE PROG BUSINESS DEV INCENTIVE PROG	TX CORNHOLE LEAGUE/MAY 2023 TX CORNHOLE LEAGUE OVERFLOW/MAY 2023	4,275.00	1,825.00 2,450.00	
80063224	6/13/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG BUSINESS DEV INCENTIVE PROG BUSINESS DEV INCENTIVE PROG	ATLANTA BRAVES VS TX RANGERS/MAY 2023 COLORADO ROCKIES VS TX RANGERS/MAY 2023 SEATTLE MARINERS VS TX RANGERS/JUNE 2023	3,185.00	1,065.00 1,095.00 1,025.00	



Irving Convention and Visitors Bureau

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June 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063225	6/13/2023	<b>USA TRIATHLON OF COLORADO</b>		<b>10,545.00</b>		
		BUSINESS DEV INCENTIVE PROG	USAT MULTISPORT STAFF ROOMS/APR 2023		1,350.00	
		BUSINESS DEV INCENTIVE PROG	USAT MULTISPORT ATHLETE AUDIT ROOMS/APR 2023		8,905.00	
		BUSINESS DEV INCENTIVE PROG	USAT BOARD OF DIRECTORS MEETING/APR 2023		290.00	
80063226	6/20/2023	<b>DELL MARKETING LP</b>		<b>7,171.84</b>		
		OFFICE MACHINERY LESS 5000	DELL - LAPTOPS		7,171.84	
80063227	6/20/2023	<b>DRAKE ALEXANDER SCOTT</b>		<b>2,200.00</b>		
		PROFESSIONAL SERVICES	IT SUPPORT		2,200.00	
80063228	6/20/2023	<b>MEETING PROFESSIONALS INTERNATIONAL</b>		<b>14,000.00</b>		
		MEDIA ADVERTISING	ADVERTISING		14,000.00	
80063229	6/20/2023	<b>MURRAY, STEPHEN E</b>		<b>2,840.00</b>		
		BUSINESS DEV INCENTIVE PROG	TEXAS STATE FOOSBALL/MAY 2023		2,840.00	
80063230	6/20/2023	<b>NORTHSTAR TRAVEL MEDIA, LLC</b>		<b>2,500.00</b>		
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
80063231	6/20/2023	<b>PRICELINE.COM INTERNATIONAL LIMITED</b>		<b>33,027.19</b>		
		MEDIA ADVERTISING	ADVERTISING		8,307.09	
		MEDIA ADVERTISING	ADVERTISING		1,027.38	
		MEDIA ADVERTISING	ADVERTISING		22,653.02	
		MEDIA ADVERTISING	ADVERTISING		1,039.70	
80063232	6/20/2023	<b>SOUTHWEST BENEFITS ASSOCIATION</b>		<b>1,004.00</b>		
		BUSINESS DEV INCENTIVE PROG	SWBA CONFERENCE/WESTIN ROOMS/MAY 2023		836.00	
		BUSINESS DEV INCENTIVE PROG	SWBA CONFERENCE/TEXICAN ROOMS/MAY 2023		168.00	
80063233	6/20/2023	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>		<b>1,060.00</b>		
		BUSINESS DEV INCENTIVE PROG	ST. LOUIS CARDINALS VS TX RANGERS/JUNE 2023		1,060.00	
80063234	6/20/2023	<b>WFAA-TV INC</b>		<b>5,544.41</b>		
		MEDIA ADVERTISING	ADVERTISING		5,544.41	
80063235	6/27/2023	<b>CONFERENCE DIRECT LLC</b>		<b>3,000.00</b>		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063236	6/27/2023	<b>CUTTS, SUSAN</b>		<b>936.00</b>		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAY 22 - JUN 16, 2023		936.00	
80063237	6/27/2023	<b>DALLAS CHESS CLUB</b>		<b>475.00</b>		
		BUSINESS DEV INCENTIVE PROG	DALLAS CHESS CLUB/MAY 2023		475.00	
80063238	6/27/2023	<b>EVENTIS PALM SPRINGS, LLC</b>		<b>577.50</b>		
		TRAVEL AND TRAINING	FEA TRADESHOW BOOTH/MAY 31-JUNE 1, 2023			577.50
80063239	6/27/2023	<b>FEDERAL EXPRESS CORPORATION</b>		<b>171.12</b>		
		FREIGHT	SHIPPING			87.31
		FREIGHT	SHIPPING			83.81
80063240	6/27/2023	<b>HARRIS COUNTY-HOUSTON SPORTS AUTHORITY</b>		<b>823.61</b>		
		TRAVEL AND TRAINING	2023 SPORTS ETA SYMPOSIUM RECEPTION			823.61
80063241	6/27/2023	<b>IMAGO MEDIA, INC.</b>		<b>2,500.00</b>		
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
80063242	6/27/2023	<b>NATIONAL INTERSTATE INSURANCE COMPANY</b>		<b>1,940.00</b>		
		BUSINESS DEV INCENTIVE PROG	RISK MGMT SAFETY WORKSHOP/APR 2023		1,652.00	
		BUSINESS DEV INCENTIVE PROG	RISK MGMT SAFETY WORKSHOP OVERFLOW/MAY		288.00	
80063243	6/27/2023	<b>SMG</b>		<b>26,167.92</b>		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAY 2023 CPI INCREASE		1,124.22	
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JUN 2023		25,043.70	



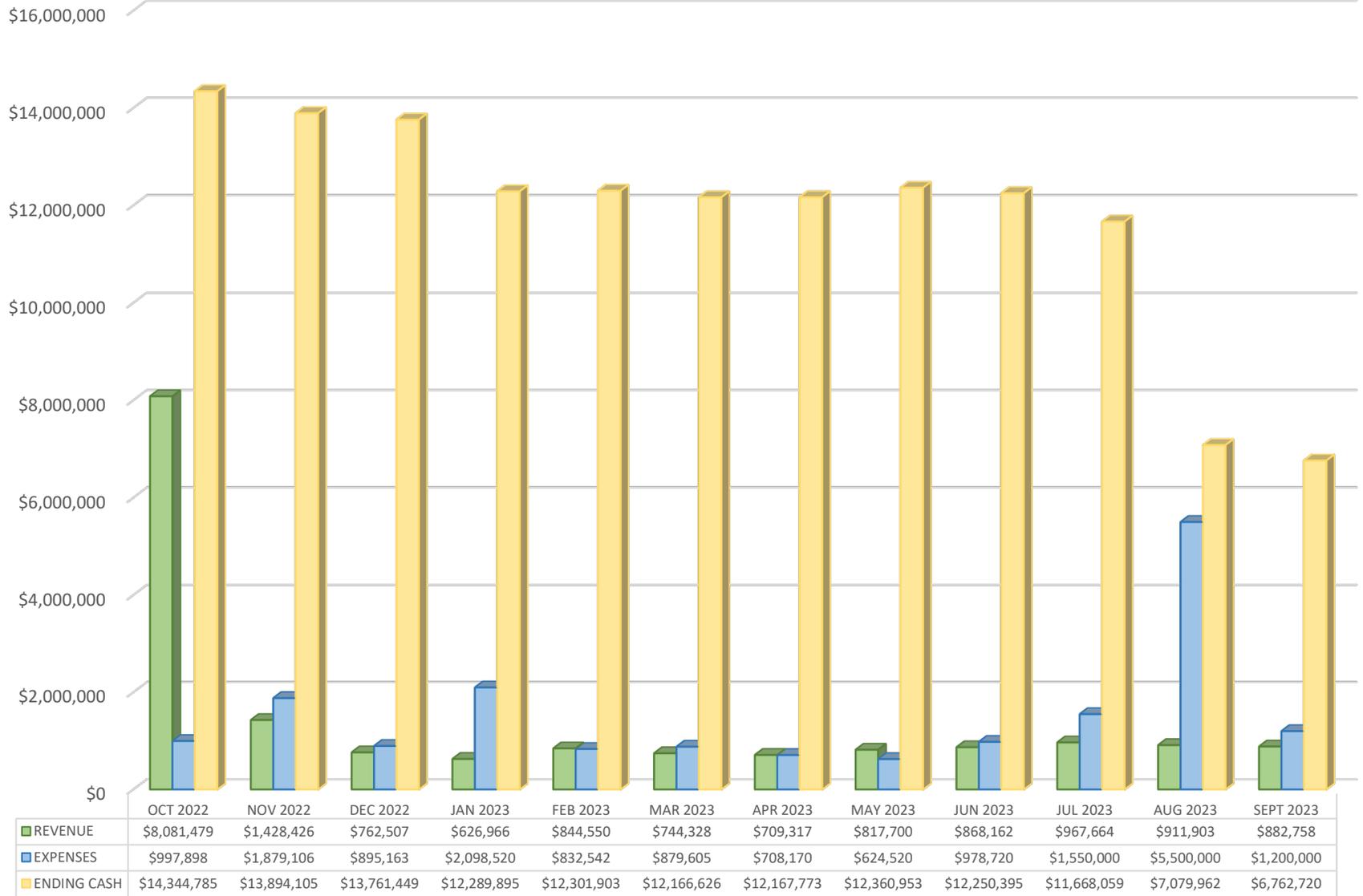
Irving Convention and Visitors Bureau

Check Register

June 2023

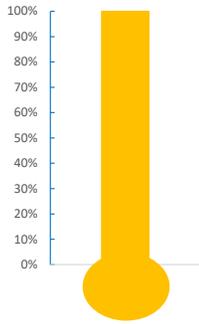
Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063244	6/27/2023	SMG		6,419.23		
			LOCAL PROGRAMS-PROMOTIONS		CATERING	
		LOCAL PROGRAMS-PROMOTIONS	CATERING			4,062.24
80063245	6/27/2023	SOUTHERN STAR LAS COLINAS, LP		9,435.00		
			BUSINESS DEV INCENTIVE PROG		REDKEN SYMPOSIUM ON TOUR/JUNE 2023	
		BUSINESS DEV INCENTIVE PROG	REDKEN SYMPOSIUM ON TOUR OVERFLOW/JUNE			280.00
80063246	6/27/2023	TEXAS FRIGHTMARE WEEKEND, LLC		6,275.00		
			BUSINESS DEV INCENTIVE PROG		TEXAS FRIGHTMARE/MAY 2023	
80063247	6/27/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,235.00		
			BUSINESS DEV INCENTIVE PROG		TORONTO BLUE JAYS VS TX RANGERS/JUNE 2023	
Total Number of Invoices			93	598,087.67	535,674.69	62,412.98
Total Number of Checks			61		89.6%	10.4%

Irving Convention and Visitors Bureau  
 FY23 Cash Flow  
 June 2023



■ REVENUE   
 ■ EXPENSES   
 ■ ENDING CASH

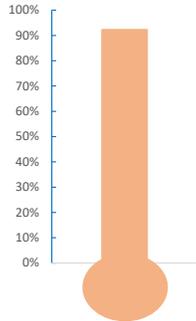
**REPAYMENT OF FY21 LOAN FROM CITY**



**GOAL: \$500,000**  
**ACHIEVED: \$500,000**

**FY22 YEAR END GOAL**  
**N/A**

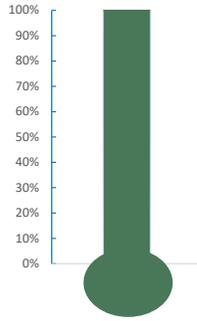
**COMBINED FUNDS**



**GOAL: \$10,500,000**  
**CURRENT: \$9,699,866**

**FY23 YEAR END GOAL**  
**\$10,500,000**

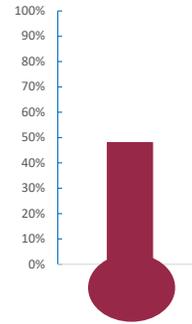
**GENERAL FUND**



**GOAL: \$2,000,000**  
**CURRENT: \$6,783,123**

**FY23 YEAR END GOAL**  
**\$2,000,000**

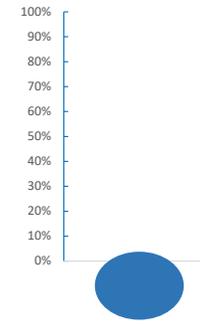
**CATASTROPHIC RESERVE**



**GOAL: \$5,000,000**  
**CURRENT: \$515,658**

**FY23 YEAR END GOAL**  
**\$5,000,000**

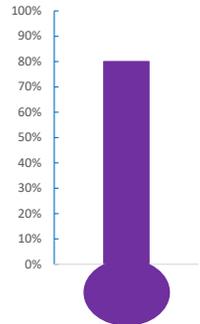
**COMPUTER FUND**



**GOAL: \$500,000**  
**CURRENT: \$207**

**FY23 YEAR END GOAL**  
**\$500,000**

**ICC RESERVE/CIP FUND**



**GOAL: \$3,000,000**  
**CURRENT: \$2,400,878**

**FY23 YEAR END GOAL**  
**\$3,000,000**



ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending: May 2023

**IRVING CONVENTION AND VISITORS BUREAU  
HOTEL OCCUPANCY TAX  
2022 - 2023**

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>	<b>MAR 2023</b>	<b>APR 2023</b>	<b>MAY 2023</b>
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59	6,242.62	11,830.90	4,483.95	20,579.53	10,272.10
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33	44,992.73	49,067.81	50,706.69	53,404.75	56,364.53
3	DFW Airport Hotel & Conference Center	closed							
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04	51,671.11	32,909.98	62,264.82	42,622.69	42,847.27
5	<b>Doubletree by Hilton DFW Airport North</b>	<b>0.00</b>							
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92	24,295.92	28,013.61	30,272.32	28,942.30	27,019.58
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35	11,694.28	13,987.70	16,319.02	14,250.43	13,978.12
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45	11,723.60	12,909.55	15,559.09	15,882.15	14,846.43
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85	6,505.81	9,993.77	10,591.63	10,642.69	9,758.65
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40	16,453.01	16,551.55	18,994.13	18,463.67	19,690.38
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91	39,801.67	44,849.34	51,350.21	57,858.87	53,714.30
12	<b>Sheraton DFW Airport Hotel</b>	<b>12,748.02</b>	<b>23,683.83</b>	<b>17,557.24</b>	<b>14,608.15</b>	<b>24,310.89</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
13	Texican Court	17,319.93	11,488.90	9,838.56	13,536.44	13,978.10	16,159.30	16,596.83	17,850.35
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73	51,087.55	52,540.50	78,610.20	88,738.31	70,250.55
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63	41,337.45	37,642.72	29,707.81	43,328.06	32,309.66
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>423,860.20</b>	<b>303,096.22</b>	<b>260,713.00</b>	<b>333,950.34</b>	<b>348,586.42</b>	<b>385,019.17</b>	<b>411,310.28</b>	<b>368,901.92</b>
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89	43,731.47	44,877.47	53,010.95	40,409.62	51,928.08

Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023
1	Candlewood Suites DFW Airport North	closed	5,228.88						
2	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49	5,691.85	6,305.89	7,214.05	6,639.22	6,104.36
3	Comfort Suites Las Colinas	1,329.04	1,173.45	1,123.74	1,135.23	1,718.15	1,685.63	1,681.41	1,405.44
4	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00	2,571.59	3,340.98	4,558.42	4,083.50	4,038.02
5	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26	11,712.77	13,766.39	15,934.49	14,953.60	16,028.66
6	Element DFW Airport North	10,646.42	8,011.76	6,269.73	8,458.02	9,558.45	11,300.44	10,873.99	10,758.81
7	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59	1,084.51	1,171.73	1,454.23	1,527.06	1,311.30
8	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41	2,139.74	1,858.79	2,632.47	2,253.02	1,855.36
9	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65	1,176.12	1,169.81	1,870.67	2,102.31	1,566.23
10	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38	562.96	1,188.97	1,590.97	1,731.70	890.82
11	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02	1,724.53	2,007.92	2,351.11	1,912.54	1,623.29
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75	11,160.07	12,162.36	14,605.46	14,929.72	14,844.95
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28	0.00	9,082.43	10,910.95	10,543.17	10,105.88
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40	5,438.50	8,321.52	8,217.45	9,027.39	8,761.34
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41	1,966.57	1,815.68	1,648.01	1,647.01	1,416.80
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11	7,754.31	6,281.36	5,402.04	5,077.53	5,586.30
17	Homewood Suites by Hilton Las Colinas	7,958.06	6,642.15	8,917.65	9,540.71	11,090.89	10,844.51	11,494.57	10,254.07
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58	12,031.23	10,294.03	12,337.74	11,202.19	12,783.26
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53	5,070.80	6,468.82	7,667.85	7,331.42	7,566.30
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79	7,705.11	9,067.17	10,316.97	11,017.50	8,851.38
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58	4,122.03	2,015.32	4,223.81	5,490.63	6,276.26
22	Sonesta ES Suites Dallas Las Colinas	5,680.90	3,187.01	2,709.65	3,783.77	3,460.75	5,608.03	4,604.99	3,865.76
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04	1,586.83	2,045.91	3,294.82	3,138.60	3,351.06
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96	6,046.98	7,903.74	8,844.65	7,812.71	6,495.13
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45	4,295.17	4,240.86	5,820.02	5,244.32	5,378.70
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83	6,876.90	7,830.10	9,410.46	8,115.40	7,773.37
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24	6,900.85	7,436.01	8,938.96	8,669.61	8,536.85
28	Woodspring Suites Signature	1,709.73	1,823.30	1,401.69	1,714.27	811.26	1,222.25	1,502.50	2,007.35
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>166,206.69</b>	<b>131,629.96</b>	<b>126,420.21</b>	<b>132,251.42</b>	<b>152,415.29</b>	<b>179,906.46</b>	<b>174,607.61</b>	<b>174,665.93</b>

BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023
1	Arya Inn & Suites	986.51	963.32	1,184.61	974.24	852.56	1,105.56	977.41	755.88
2	Best Western Irving Inn & Suites DFW South	closed							
3	Budget Inn & Suites	32.20	49.77	38.02	31.26	36.50	40.86	55.50	47.20
4	Budget Suites of America Las Colinas	428.31	1,249.18	1,202.56	0.00	1,135.95	0.00	801.36	210.51
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12	2,794.44	2,657.00	3,431.71	3,748.22	5,117.36
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07	1,352.38	1,260.97	1,310.70	1,213.86	1,321.49
7	Days Inn	6,733.27	4,896.16	5,181.97	5,720.33	4,616.41	6,554.08	6,374.96	5,913.07
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89	3,414.97	3,317.33	4,148.32	4,037.88	3,951.46
9	Delux Inn	705.02	752.10	779.97	725.35	594.20	819.49	759.38	733.38
10	Delux Suites Motel	67.78	112.14	0.00	48.45	118.96	107.68	75.10	86.44
11	Gateway Inn	617.71	422.20	469.77	381.47	408.06	542.27	507.56	469.51
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23	1,212.96	1,640.11	1,923.71	1,592.24	1,402.63
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38	1,654.36	1,520.87	1,752.35	1,797.55	1,787.46
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31	2,675.47	2,677.19	3,452.35	3,162.55	3,334.76
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15	3,528.81	3,809.97	4,674.12	4,406.31	3,875.87
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26	833.80	835.45	1,094.69	1,141.95	1,136.51
17	OYO Hotel DFW Airport South	2,342.12	2.00	2,640.83	2,666.67	2,593.77	3,392.54	2,364.83	2,279.69
<b>18</b>	<b>OYO Hotel DFW Airport North</b>	<b>312.11</b>	<b>360.23</b>	<b>334.09</b>	<b>398.79</b>	<b>347.83</b>	<b>376.68</b>	<b>204.48</b>	<b>0.00</b>
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65	3,480.64	3,384.74	3,293.73	4,247.67	3,436.31	3,369.89
20	Red Roof Inn Dallas DFW Airport North	4,944.57	3,735.46	4,004.84	3,516.22	3,364.92	4,550.40	4,376.65	4,262.60
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46	2,492.40	2,019.27	2,738.85	2,806.65	2,753.35
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35	2,541.31	2,620.93	3,041.34	2,789.15	2,341.18
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22	2,848.22	2,256.29	2,813.26	2,967.24	2,915.10
<b>TOTAL BUDGET SERVICE</b>		<b>51,056.64</b>	<b>39,635.36</b>	<b>44,457.74</b>	<b>43,196.64</b>	<b>41,978.27</b>	<b>52,118.63</b>	<b>49,597.14</b>	<b>48,065.34</b>

<b>LIMITED SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>	<b>MAR 2023</b>	<b>APR 2023</b>	<b>MAY 2023</b>
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73	11,786.16	12,105.49	14,523.03	15,190.50	13,580.07
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65	4,455.03	4,569.31	5,423.53	5,580.89	6,015.97
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12	14,081.02	14,774.51	17,276.72	17,295.10	16,936.12
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44	9,983.26	10,960.53	12,551.03	12,529.70	10,910.89
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02	9,829.02	10,026.53	9,554.70	8,260.27	7,528.19
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79	8,184.39	7,408.89	8,940.51	9,734.17	8,889.71
7	Fairfield Inn & Suites Dallas Las Colinas	5,112.01	4,265.17	5,009.19	5,212.07	6,153.03	1,880.76	6,729.03	935.43
<b>8</b>	<b>Fairfield Inn Dallas DFW Airport North Irving</b>	<b>9,119.91</b>	<b>6,707.04</b>	<b>6,687.27</b>	<b>7,099.70</b>	<b>9,156.46</b>	<b>10,293.32</b>	<b>10,530.12</b>	<b>0.00</b>
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57	8,110.47	10,162.68	10,860.53	11,381.86	10,858.58
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13	8,717.45	9,950.21	11,688.00	10,586.66	10,854.80
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52	8,017.30	9,167.26	9,432.30	9,533.64	9,604.55
12	Hyatt Place Dallas Las Colinas	9,963.88	6,859.53	7,645.93	6,649.91	8,169.50	8,910.33	10,067.71	6,509.14
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18	7,890.53	8,421.57	9,127.40	8,937.71	8,979.65
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81	4,756.18	5,615.97	7,721.90	6,822.73	7,298.50
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19	3,417.96	4,510.70	5,218.15	5,043.26	5,194.82
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00	5,694.86	5,744.62	6,763.35	6,790.65	6,972.80
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23	9,779.09	9,670.84	12,159.05	12,955.94	10,407.22
18	Wingate Inn by Wyndham Dallas Las Colinas	5,261.64	3,974.10	3,762.31	4,064.51	4,101.67	4,067.68	6,243.58	5,867.80
19	Wingate Inn by Wyndham DFW Airport North	593.01	8,339.21	4,481.91	4,973.93	4,792.33	4,819.78	5,019.16	5,039.60
<b>TOTAL LIMITED SERVICE</b>		<b>170,957.74</b>	<b>135,105.76</b>	<b>126,775.99</b>	<b>142,702.84</b>	<b>155,462.10</b>	<b>171,212.07</b>	<b>179,232.68</b>	<b>152,383.84</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>6,647.19</b>	<b>6,898.21</b>	<b>8,518.57</b>	<b>5,101.41</b>	<b>6,389.53</b>	<b>11,623.26</b>	<b>7,531.02</b>	<b>28,520.78</b>
Number of locations		50	67	67	61	62	69	68	81

SUMMARY	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023
ACTUAL GRAND TOTAL	818,728.46	616,365.51	566,885.51	657,202.65	704,831.61	799,879.59	822,278.73	772,537.81
BUDGET	970,330.00	750,524.00	648,509.00	808,022.00	799,629.00	966,681.00	943,638.00	967,664.00
DIFFERENCE	(151,601.54) -15.6%	(134,158.49) -17.9%	(81,623.49) -12.6%	(150,819.35) -18.7%	(94,797.39) -11.9%	(166,801.41) -17.3%	(121,359.27) -12.9%	(195,126.19) -20.2%
<b>CUMULATIVE YEAR TO DATE</b>								
ACTUAL	818,728.46	1,435,093.97	2,001,979.48	2,659,182.13	3,364,013.74	4,163,893.33	4,986,172.06	5,758,709.87
BUDGET	970,330.00	1,720,854.00	2,369,363.00	3,177,385.00	3,977,014.00	4,943,695.00	5,887,333.00	6,854,997.00
DIFFERENCE	(151,601.54) -15.6%	(285,760.03) -16.6%	(367,383.52) -15.5%	(518,202.87) -16.3%	(613,000.26) -15.4%	(779,801.67) -15.8%	(901,160.94) -15.3%	(1,096,287.13) -16.0%
COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55	495,418.38	576,535.14	717,735.15	797,264.90	749,618.37

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 24, 2023**

## **BOARD REPORTS**

**BOARD CHAIR,  
BOARD COMMITTEES,  
CITY OF IRVING**



### City Holiday/No Trash Collection

In observance of Independence Day, there will be no residential trash, curbside recycling or brush collection on Tuesday, July 4. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Arts Center
- Irving public libraries
- North Lake Natatorium
- Recreation centers

All offices and services will resume normal business hours Wednesday, July 5. Visit [CityofIrving.org](http://CityofIrving.org) for more information. ■



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The final phases of Campion Trail have been announced and the project are slated for completion in 2025.

RESIDENTIAL CUSTOMER

PAID  
IRVING, TX  
PERMIT NO. 8893

# IRVING CITY Spectrum

JULY 2023 / VOL 30 / NO 07

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## Bold Vision for Irving Aquatics & Community Center

Irving Elevates Bold Plans for Lee, Lively and Senter Park Pools & Re-imagined Mustang Recreation and Aquatic Center



The future of aquatics in Irving looks bright! City leadership has a plan to make significant improvements to several aquatic and recreational facilities, as well as build Irving's first multi-generational mixed-use recreation and aquatics community center that will have something for everyone. Elevating recreation and aquatic opportunities for Irving residents enhances a sense of community and provides high-caliber amenities for future generations.

City Council authorized a funding strategy that will not impact the tax rate. All projects are anticipated to be complete in 2025 and 2026. The city has earmarked \$92 million for the projects while still fully funding existing capital improvement projects, such as park enhancements, road reconstruction, drainage improvements and water/wastewater upgrades. The \$92 million is primarily comprised of voter-approved recreation and senior center bond funds and non-bond capital improvement program allocations.

**Lively Pointe Youth Center**

**Demolish Pool in July & Engage Teens for Future Amenity Ideas**

The inground pool at Lively was built in 1959 and has long passed its useful life. The pool will be demolished in July and the city will engage Irving teens to develop a proposal for what amenities could replace the pool. The Irving Youth Action Council will help drive this initiative and provide City Council with input on what teenagers would enjoy and use.

**Lee Park Recreation Center**

**Demolish & Replace Pool Opening Spring/Summer 2025**

Lee's inground pool was built in 1964 and will be replaced with a new seasonal pool and children's aquatic features. Residents will have the opportunity to provide input on what features should be included in the project. The existing pool will be demolished, and construction is anticipated to be completed in spring/summer 2025. Additional background on the pools at Lively and Lee is available at [CityofIrving.org/Pools](http://CityofIrving.org/Pools).

**Senter Park Recreation Center**

**Rebuild New Pool & Enclose for Natatorium Opening Spring/Summer 2026**

The existing outdoor pool facility will be redeveloped and converted into an indoor, year-round aquatic center. Residents will have the opportunity to provide input on what features should be included in the project. Construction is anticipated to be completed in spring/summer 2026.

**Mustang Park Recreation Center**

**Build New Multi-Generational Facility & Aquatics Center Opening Fall 2026**

Mustang Park Recreation Center will become a new, multi-generational community, recreation and aquatic center – the city's first facility of its kind. Residents will have the opportunity to provide input on what features and amenities to include in the project. Construction is anticipated to be completed in fall 2026.

As these projects move forward over the next few years, residents are encouraged to sign up for regular email updates at [CityofIrving.org/Newsletters](http://CityofIrving.org/Newsletters) and to follow the city on social media @TheCityofIrving. More information will be forthcoming over the next several months. ■

**Stay Engaged**

[CityofIrving.org/PlayIrving](http://CityofIrving.org/PlayIrving)

Email Comments and Questions [PlayIrving@CityofIrving.org](mailto:PlayIrving@CityofIrving.org)

Follow on Social @TheCityofIrving

Sign Up for E-News (select 'Play Irving') [CityofIrving.org/Newsletters](http://CityofIrving.org/Newsletters)



### CELEBRATE JULY 4TH WITH IRVING PARADE, FIREWORKS DISPLAY

Irving is ready to celebrate Independence Day beginning with the annual Sparks & Stripes Fourth of July Parade in the Heritage District on Tuesday, July 4 at 9 a.m., with the sounds of marching bands, floats and all things red, white and blue!

Immediately following the parade, attend the annual Watermelon Social at Heritage Park. Cool off with a refreshing slice of watermelon and stay for the sounds of the Jade Flores Band.

The Sparks & Stripes celebration continues from 6 to 10 p.m. at the Levy Event Plaza, 501 E. Las Colinas Blvd., along Lake Carolyn. The evening's entertainment will include live music starting at 6:30 p.m. followed by Downtown Fever Band at 8 p.m. on the Las Colinas Stage. Fireworks and drone show will light up the sky at 9:15 p.m. over Lake Carolyn. There will be food vendors on-site, as well as activities. Admission and activities are free.

Visit [IrvingEvents.org](http://IrvingEvents.org) or scan the QR code for more information. ■



### SEEKING RESIDENT INPUT ON BUDGET

Planning for the city's Fiscal Year 2023-24 (FY24) budget is underway. The City of Irving Budget Team is looking for resident suggestions, feedback and opinions on what should be considered for the FY24 budget.

To learn more about the city's budget, visit [CityofIrving.org/Budget](http://CityofIrving.org/Budget) and check out the "FY23 Budget Executive Summary" tab for an overview of the current budget. Adoption of the budget is scheduled for Sept. 14 and the fiscal year runs from Oct. 1, 2023 to Sept. 30, 2024.

**Ask the Budget Fiscal Friends (BFFs)**  
Contact the Budget Team and let them know what the city should focus on for the upcoming annual budget or ask a question about any aspect of the FY24 budget by emailing [AskTheBFFs@CityofIrving.org](mailto:AskTheBFFs@CityofIrving.org). ■

## Irving Elects Two New City Council Members

Irving residents elected Abdul Khabeer to single-member district, Place 3 and Mark Cronenwett to single-member district, Place 5 during the runoff election held June 10. Irving operates under a council-manager form of government where council sets city policy and the city manager is responsible for organizational operations. Residents elect a mayor and eight council members to serve the city. All council members are elected for three-year terms. Elected officials are under a mixed system of single-member districts and at-large seats.

Council meetings are held at least once a month on Thursdays, beginning at 7 p.m. Meeting dates are posted online at [CityofIrving.org/Agendas](http://CityofIrving.org/Agendas). For more information, call the City Secretary's Office at (972) 721-2493. All of the City Council meetings can be viewed live on Irving Community Television Network's cable Channel 95 – Spectrum, Channel 31 – Frontier Communications and at [ICTN.tv](http://ICTN.tv). ■

### Irving City Council

- Mayor – Rick Stopfer (at-large)
- Place 1 – John Bloch
- Place 2 – Brad M. LaMorgese (at-large)
- Place 3 – Abdul Khabeer
- Place 4 – Phil Riddle
- Place 5 – Mark Cronenwett
- Place 6 – Al Zapanta
- Place 7 – Kyle Taylor
- Place 8 – Dennis Webb (at-large)



## Go Green with Blue Bags: Recycling Made Easy

Recycling in Irving is simple: Take accepted household items, place them in a blue bag, tie it up and place it at the curb for collection. The City of Irving Solid Waste Services Department collects blue bagged recyclables once per week, during regular residential collection. Crews will take cardboard boxes, too. Residents simply need to flatten boxes and place them under a blue bag.

Watch the video on Youtube "#TossLikeaBoss: Recycling Dos and Don'ts."



Visit [CityofIrving.org/Recycling](http://CityofIrving.org/Recycling) for a full list of accepted and not accepted items.

**Save the Date!** Household Document Shredding and Electronics Recycling event, Aug. 4 from 10 a.m. to 2 p.m. at the Briery Municipal Compound, 128 N. Briery Road. Two-medium-box limit for document shredding. ■



Most household items are recyclable, including rinsed glass bottles and jars, cereal boxes or similar paperboard boxes, newspapers, and rinsed plastic containers such as milk or laundry detergent bottles. Items not accepted include soiled or contaminated food boxes/containers, bottles that contained hazardous materials such as motor oil, Styrofoam and grocery/produce bags.



## Fire Hydrant Flushing

Irving Water Utilities crews are flushing hydrants around the city. As temperatures rise, water quality can be impacted, so hydrants are flushed to ensure that the city has fresh, high-quality water.

Flushing water from the distribution system is similar to restaurants and grocery stores disposing of food that is past the expiration date.

For more information on what the Irving Water Utilities Department, call (972) 721-2281 or visit [CityofIrving.org/Water-Utilities](http://CityofIrving.org/Water-Utilities). ■



Standup Comedian Arvin Mitchell Headlines TGIF Comedy Nights July 28



For Aspiring Artists Age 13-16, Teen Scene Camp will be Offered the Week of July 17

## Comedy, Camps and Christmas in July at Irving Arts Center

### UPCOMING PERFORMANCES

#### Through July 9 | Irving Berlin's White Christmas

Presented by Gateway Performing Arts \$18-\$32

Celebrate "Christmas in July" with "White Christmas: The Musical," based on the beloved film with music and lyrics by Irving Berlin. The classic story follows veterans Bob Wallace and Phil Davis, who have a successful song-and-dance act after World War II. With romance in mind, the two follow a duo of beautiful singing sisters, Betty and Judy Haynes, en route to their Christmas show at a Vermont lodge, which just happens to be owned by Bob and Phil's former army commander, General Henry Waverly. Unbeknownst to Waverly, the inn is struggling to survive. Together with the inn's staff and Waverly's former troops, Bob, Phil, Betty and Judy decide to put on a big show to draw in business.

#### July 14-29 | The Underpants

Presented by MainStage 7:30 p.m. | \$22-\$29

Legendary comedian and writer Steve Martin pens this riotously funny, witty and absurd farce. Newly married Louise is bored with her demanding and uptight bureaucrat husband. One day, at the royal parade, she jumps up on a bench to see the king go by, and oops — wardrobe malfunction! Her bloomers fall down around her ankles. Her husband is frantic that her faux pas will cost him his job and reputation. Suddenly, the room they have been trying to rent out has plenty of takers, and it just might have something to do with ... the underpants!

#### July 28 | TGIF Comedy Nights: Arvin Mitchell

Presented by Irving Arts Center 7:30 p.m. | \$27.50-\$32.50

A new standup comedy series debuts this summer: TGIF Comedy Nights. Thank goodness it is Friday. And thank goodness it is funny! This second comedy night features headliner Arvin Mitchell with support from Aaron Aryanpur. With an array of impressions, stories, gestures and faces, Arvin's memorable performances are sure to please. As the former cohost of BET's Club Comic View, Arvin has been featured on Kevin Hart's "One Mic Stand," Tony Rock's "The Funny Spot," as well as entertaining troops abroad. Nominated as one of NBC's Stand Up for Diversity top comics, Arvin continues to tour colleges, clubs, cruise ships and churches. Aaron Aryanpur will open the show. Named "Funniest Comic in Texas" in 2012, Aaron made his national TV debut on FOX's Laughs and was a semifinalist in both Comedy Central's Up Next Talent Search and NBC's Stand Up for Diversity. His 2016 album "In Spite Of" reached No. 1 on the Billboard Comedy Albums Top 10 list.

### YOUTH AND FAMILY PROGRAMS

#### July 6 | JumpstART Stories & Art: Red, White & Blue!

10 a.m. | Free | Ages 2 and up  
Happy Birthday, USA! Celebrate Independence Day with art projects and patriotic stories.

#### July 9 | Second Sunday Funday: Print It! + Teen Open Studio

1 to 4 p.m. | Free | All Ages  
Learn basic printmaking techniques and create multiple designs and images on cloth and paper. Fun for all ages!

#### July 10-14 | Intro to Art Mini Camp: A Week at the Beach

10 a.m. to noon | \$75 for the week | Ages 4-5  
Let's head to the beach! Mini campers will go in search of all the different shapes, colors and textures of the creatures that live on the beach and in the ocean. Draw, paint and create all the things discovered from cute baby sea turtles hiding in the sand to sea creatures that actually glow in the dark! Campers will make beach bags to hold all of the discoveries of the week.

#### July 17-21 | Teen Scene Camp: Summer Studio Intensive

\$75 for the week for each class | Ages 13-16

- **Class A: Drawing Lab**  
Monday to Friday | 10 a.m. to noon  
Pencil in art this summer for a week of drawing experiments and exercises! Focus on process, materials and looking closely as a way to sharpen observational skills.
- **Class B: Material Worlds**  
Monday to Friday | 1 to 3 p.m.  
Mix it up! Let's see what materializes while squishing clay, blob painting, creating prints and more. Join the experiment with new mediums and approaches each day.

#### July 23 | Bonus Sunday Funday!

2 to 4 p.m. | Free | All Ages  
A bonus Sunday family funday will be held July 23 to coincide with the annual Art Connection Members Show and "KidsArts" exhibitions. Fun for all ages!

No matter where your journey begins, Irving Arts Center's stages and galleries are conveniently nestled in the heart of Dallas and Ft. Worth.



For more information about all activities planned, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

## PORTAL MAKES APPLYING FOR HOUSING ASSISTANCE EASIER FOR RESIDENTS

The City of Irving's Housing and Redevelopment Division launched a new portal making it easier for residents to apply for Down Payment Assistance, Home Rehabilitation and Rental or Homelessness Assistance.

Hosted by Neighborly, the platform allows residents to complete applications and submit all required documentation 24/7 from any device with internet access. Additionally, residents can check the status of their application, view loan details, and if necessary, submit annual documents.

Housing and Redevelopment staff are available to answer questions or for in-person meetings by calling (972) 721-4800.



Visit [CityofIrving.org/HousingApplications](http://CityofIrving.org/HousingApplications) to register an account and sign into the portal to apply for housing assistance programs. ■

## IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed. Guided tours are offered the first Saturday and second Sunday of every month at 2 p.m.

### Texas Sculpture Group Membership Show Through July 8 | Main & Focus Galleries

Works by members of the Texas Sculpture Group will be on display in the Main and Focus galleries. Founded in 2010, the Texas Sculpture Group promotes Texas-based contemporary sculpture and supports the work of sculptors in the state through exhibitions, publications, educational outreach and programs.

### Evolution: Paintings by Jo Temming Through July 29 | Carpenter Lobby Gallery

Jo Temming is an Asian American artist who creates contemporary minimalist art ranging from small, single-panel pieces to large-scale multipanel works. Her artistic objective is to eliminate the extraneous and reduce her art to the simplest form, whether with composition, color or form. Jo believes that the connection between artist and viewer should be collaborative; she designs her creations so they can be displayed and viewed in multiple ways.



Detail view of 24 in x 72 in mixed media on canvas by Jo Temming

### Creating for Change Through July 30 | Courtyard Gallery

This exhibit features art created by Irving Arts Center Teen Ambassadors and volunteers.

### Windows: Works by Mark Goad Through Aug. 26 | Dupree Lobby Gallery

Mark Goad is an Irving native (an Irving High School and University of Dallas grad) who, after many years in Austin, has returned to North Texas. Finding inspiration in the landscape of his native Texas, Goad creates unique works of art through a most unique process — essentially painting with fiber pulp. Mark's method is unique because his application of liquified paper pulp becomes the handmade paper and the "painted" image together. The fiber literally becomes the medium and the canvas. Solidified in their final form, the pieces are delicate, yet able to hold a weight of detail.

### 23rd Annual Art Connection Members Show July 22-Aug. 26 | Main & Focus Galleries

Reception and Awards July 23 from 2 to 4 p.m. Works by members of the Irving Art Center's Art Connection program will be on display in both the Main and Focus Galleries. Awards will be given in three categories: Youth, Non-Professional and Professional. An overall "Best of Show" prize also will be awarded.



### 'Where Irving Grows' Event Features Farmer's Market, Crafts & More

Irving is observing Park and Recreation Month by hosting an event that celebrates bringing people together, providing essential services and fostering growth of the community.

Attend 'Where Irving Grows' Saturday, July 22 from 9 a.m. to noon at Heritage Park, 217 S. Main St. The event will include crafts, activities, prizes and games. Be sure to grab a bite while browsing through the farmer's market and vendors on-site.

For more information, call (972) 721-2501 or visit [IrvingEvents.org](http://IrvingEvents.org).



## Parks and Recreation Activities

### Cimarron Park Recreation Center

201 Red River Trail | (972) 910-0702

- **Mondays and Fridays | Pickleball**  
11 a.m. to 1 p.m. | Ages 18 and older | Free  
Open play available to all players.
- **July 17-20 | Art Studio for Teens**  
9:30 to 11:30 a.m. | Ages 11-15 | \$10  
Budding artists will work on different projects involving different mediums.
- **July 28 | Winstar Casino**  
8 a.m. to 5 p.m. | Ages 50 and older | \$20  
Take a fun trip to Winstar Casino. Fee is transportation only. Participants are responsible for their own spending money.

### Georgia Farrow Recreation Center

530 W. Davis Drive | (972) 721-2519

- **July 22 | Family Luau**  
3 to 5 p.m. | All ages | \$5  
Hang Ten, Dude! Wear Hawaiian attire and limbo down for an island-inspired evening of dancing, games and more. RSVP required by July 17.



### Heritage Senior Center

200 S. Jefferson St. | (972) 721-2496

- **July 6 | Classic Thursday**  
2 to 3:30 p.m. | Ages 50 and older | Free  
Relive iconic movies on the big screen! Light refreshments will be served, while supplies last.

### Mustang Park Recreation Center

2223 Kinwest Parkway | (972) 556-1334

- **Tuesdays and Thursdays | Golden Age Social**  
11 a.m. to 1 p.m. | Ages 50 and older | Free  
Enjoy a fun atmosphere with games and lots of laughter. Field trips are first-come, first-served.

### Northwest Park Recreation Center

2800 Cheyenne St. | (972) 721-2529

- **July 21 | Preschool Triathlon**  
10 a.m. to 1 p.m. | Ages 3-5 | \$5 per participant  
Children will ride around the trail, dash through the splash pad and travel through the sand volleyball court. All children must be accompanied by an adult. Refreshments will be served, while supplies last.

### Senter Recreation Center

901 S. Senter Road | (972) 721-2641

- **July 3 | Stars and Stripes Ice Cream Social**  
1 to 2:30 p.m. | All ages | Free  
Escape the heat with ice cream and lawn games.

## IRVING INDOOR AQUATIC ACTIVITIES

Visit [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) to register online for any aquatic activities.

**July 13 | Mermaids and Pirates Movie Series: Pirates of the Caribbean**  
7 to 10 p.m. | All ages | Pool Admission | Cimarron Family Aquatic Center  
Bring the whole family out for an evening of swimming and movie fun!

**July 24-28 | Junior Guard Camp**  
9 a.m. to 5 p.m. | Ages 11-14 | Free | North Lake Natatorium  
This course will teach water safety by introducing participants to the duties and responsibilities of a lifeguard. Provides a foundation of knowledge and skills in preparation for the American Red Cross Lifeguarding course. Participants must demonstrate the following before registering: 25 yards front crawl, 25 yards breaststroke and water competency sequence.

## Irving Summer Swim Passes Now Available

The City of Irving has two indoor pools, one outdoor pool and two aquatic centers open for summer fun for all ages. Irving resident season passes are available at a prorated price for the remainder of the summer. The passes are \$120 for a Family Pass (two adults, four kids), \$48 for an Adult Pass and \$32 for a Youth Pass (ages 4-17). Season passes for 2023 can be purchased at any pool or aquatic center during open hours and are valid through Sept. 4.

Proof of residency is required with a City of Irving utility bill and a driver's license with matching address. Students can use any Irving school ID as a proof of residency for youth passes. Lost or stolen passes may be remade at the Irving Parks and Recreation office for \$10. For information on swim facilities or aquatic programs, call (972) 721-2501 or visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).



## Summer Reading Challenge & Library Programs

### SUMMER READING CHALLENGE

The summer of sleuthing continues for all ages through July as part of the Irving Public Library Summer Reading Challenge: Only Mysteries in the Library. Register for the challenge and track titles on a printed log or online at [IrvingLibrary.ReadSquared.com](http://IrvingLibrary.ReadSquared.com). Logs must be turned in and prizes picked up by Aug. 14, while supplies last.

Kids' events begin at 2:30 p.m. unless otherwise noted:

**South Irving Library**, 601 Schulze Drive

- **July 6 | Detect a Tale with Imma Sleuth**
- **July 13 | KidsNotes with the Las Colinas Symphony Orchestra**
- **July 20 | Detective Camp**
- **July 27 | Craftastic Juniorpalooza: "I Spy" Bottles**

**Valley Ranch Library**, 401 Cimarron Trail

- **July 5 | Color Me Calm**
- **July 12 | David Chicken Live in Concert**
- **July 19 | Wildlife on the Move**
- **July 26 | Movie Sing-along**

**West Irving Library**, 4444 W. Rochelle Road

- **July 11 | Detect a Tale with Imma Sleuth**
- **July 18 | Mystery Treasure Hunt from 10 a.m. to 6 p.m.**
- **July 25 | Library Mini Golf**



More for all ages:

- **July 10 | Mystery Ingredient Kitchen Series**  
2 p.m. | West Irving Library | Teens, Grades 8-12  
Experience the thrills of cooking from a professional chef. Registration is required, call (972) 721-2691.



- **July 22 | Craftastic Mystery Notebook**  
4 p.m. | Valley Ranch Library | Adults  
Bring a notebook and craft a custom paper sleeve to create a one-of-a-kind undercover journal.

For a full list of upcoming Summer Reading Challenge program details and activities, visit [CityofIrving.org/SRC](http://CityofIrving.org/SRC).

### JULY SCHEDULE & PROGRAMS

Each library location offers free programs and activities for all ages. Visit the online calendar at [CityofIrving.org/Library](http://CityofIrving.org/Library) for more information. In addition, online library resources are always available on the website.

Call (972) 721-2440 for information about MiY Zone Makerspace program registration requirements. This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-249990-OLS-21). (2021)

- **July 8 | Chautauqua Presents the Irving Symphonic Band**  
2 p.m. | South Irving Library | Adults  
Enjoy a patriotic music performance in honor of the Fourth of July.
- **July 13 | DIY Geek Chic Micro Art Gallery**  
2 p.m. | Valley Ranch Library | Teens  
Create tiny art for a miniature gallery on display in July.
- **July 15 | MiY Zone Introduction to Sewing (Bilingual)**  
10:30 a.m. | South Irving Library | Adults  
Learn how to sew in this class for beginners.
- **July 21 | Friday Night Library: Snow in July**  
7 p.m. | South Irving Library | All Ages  
Summer night fun will feature ice cream, crafts, games and more.

## SUMMER BARBECUE SEASON IS HERE

Sun's out, grills out! It is officially summer barbecue season, and no one wants illness to show up and ruin the fun. The City of Irving health inspectors encourage residents to follow these summer food safety tips:

- Wash hands, especially after handling raw meat.
- Use separate tongs and plates for both raw and cooked foods.
- A food thermometer will help ensure foods are cooked to the right temperature. Food-safe thermometers are easy to find in local stores.
- Keep side dishes cold. Lettuce, cold potato salad and coleslaw should stay in the fridge until it is time to eat.
- Raw meat should stay cold until ready to cook.

These simple barbecue tips can help make sure your family cookout is successful and safe. For more information, call the City of Irving Inspections Department at (972) 721-2371.



LET'S TALK IRVING AND WATER CONSERVATION!



Irving provides some of the highest-quality, safest drinking water in Texas to more than 261,350 residents while maintaining rates that are among the lowest in Dallas' member cities. However, Irving, like much of North Texas, is no stranger to drought and water scarcity.

Water is essential to daily life and it is always important that residents conserve water and prevent water waste regardless of supply availability in Irving. During the summer months when temperatures soar, households often use up to four times the amount of water consumed during cooler months. This is influenced by lawn irrigation, which is the highest domestic use of water. To provide support and guidance to reduce water use, which also decreases residential water bills, Irving has implemented multiple conservation aides.



Residents can subscribe to [Watermyyard.org](http://Watermyyard.org) for weekly information on how much and how often to irrigate.



Irving offers an irrigation checkup to all homeowners. A licensed irrigator can review irrigation system operation and provide suggestions.



Time-of-day restrictions guides residential irrigation toward the most efficient and effective part of the day.

- Watering allowed up to twice-per-week.
- No irrigation on Monday, Thursday or Friday.
- No watering on any day between 10 a.m. and 6 p.m. from April through Oct. 31.

To learn more information on water conservation programs offered by the City of Irving and how to save on water bills, visit [CityofIrving.org/Water-Utilities](http://CityofIrving.org/Water-Utilities).

CAMPION TRAIL ETIQUETTE REMINDER

While using Irving's Champion Trail, please follow these trail etiquette guidelines:

**Pedestrians**

- Walkers always have the right-of-way.
- Exercise caution always. Go slow.
- Keep to the right; pass on the left. Announce "Passing on left" to other trail patrons.
- No more than two persons side-by-side.
- Step off the trail to stop.
- Always listen for approaching traffic.
- When dark, remember to wear reflective clothing and lights.
- Keep pets on a short leash.
- Walk pets on the outside of the trail.
- Remove pet waste.

**Cyclists**

- Give audible warning when passing pedestrians or other bicyclists.
- Ride at a safe speed.
- Slow down in congested conditions, reduced visibility and other hazardous conditions.
- Yield to pedestrians.

For more information on the trail system, visit [CityofIrving.org/Campion](http://CityofIrving.org/Campion) or call (972) 721-2501.



Irving Solid Waste Services Moves Forward with Assessment

Irving City Council has given the green light for staff to issue a Request for Proposal to conduct a professional municipal solid waste collection study and rate analysis. The consultant will assess various options for Irving's Solid Waste Services (SWS) collections model and provide data, analysis and recommendations for what might best fit the future needs of the community. The report will take approximately nine months to complete.



The selected firm will perform an operational assessment on the **current and alternative collection methods** for trash, recycling, brush/bulky, special waste and leaves/grass clippings to include associated rate analysis and forecasting.

Alternative collection methods to be examined include:

- Once per week vs. twice per week of hybrid collections — residents choose bags or carts (trash and recycling), and collections are performed with rear-load trucks equipped with tipplers.
- Once per week vs. twice per week of fully automated collections (trash and recycling).
- Twice per week manual bag collections of trash (including leaves/grass clippings and special waste).

The study will also include a transition plan for alternative collection methods, an analysis of the impact on landfill life and the impact on recycling participation.

More information will be shared as the assessment moves forward. Visit [CityofIrving.org/SWS](http://CityofIrving.org/SWS) for more information about Irving solid waste collections.



Deter Critters with a Simple Tip

Animals will avoid trash at the curb with a common household item: ammonia. Prior to taking trash and recycling to the curb, place a paper towel soaked with ammonia inside the bag to help deter animals. Ammonia is an effective method for repelling rats, raccoons, opossums and other small animals with its pungent smell.



Campion Trail Moves into Final Stages of Completion



In 2025, Campion Trail will be complete. The trail system is part of the regional DFW Discovery Trail, which runs 66 miles through five cities in North Texas: Fort Worth, Arlington, Grand Prairie, Dallas and Irving.

which runs along Frazier Dam between Irving and Dallas, will include 1.6 miles of trail, two bridges, three low-water crossings and one boardwalk. Phase 2 will include 2.8 miles of trail, three bridges and four boardwalks.

Phase 1A is budgeted for \$1.5 million, Phase 1B for about \$2.75 million and Phase 2 for about \$6.5 million.

Construction of Irving's Campion Trail began in 1996, and since then, 15.5 miles of the trail have been installed. Now, the final three phases of the project are slated for completion in 2024 and 2025.

Construction is expected to begin in July for Phase 1A. Phases 1B and 2 will begin in 2024.

The final components of the project include Phase 1A, which is about 0.9 miles of trail, one bridge and boardwalk, and three low-water crossings. Phase 1B,

For more information on the trail system, visit [CityofIrving.org/Campion](http://CityofIrving.org/Campion).

Visit [CityofIrving.org/IrvingInvests](http://CityofIrving.org/IrvingInvests) for more information on the city's ongoing infrastructure initiatives.



Keeler Park Improvements Underway

The City of Irving has begun construction on the Keeler Park Improvement Project, which will transform one of the oldest parks in the area. Among the anticipated improvements are a quarter-mile trail, pickleball courts, expanded parking and energy-efficient lighting throughout the park. The \$1.2 million project also includes expanding the existing playground, which will feature swings, exercise equipment and covered picnic tables.

of energy-efficient lighting, will create a more enjoyable and sustainable space.

Irving residents have expressed excitement about the Keeler Park improvements. The inclusion of lighted pickleball courts and other recreational opportunities has garnered a positive response from the community. The project's green approach to enhancing the park's amenities, such as expanded parking and the installation

Recognizing Keeler Park's historical value to the city, the improvement project aims to preserve the existing pavilion while adding modern amenities. The expansion of the playground area will further enhance the park's appeal to families and outdoor enthusiasts.

Completion is expected in early 2024, weather permitting. The investment will transform Keeler Park into a premier recreational destination for Irving residents and visitors.





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST July 2023

Legend	
<b>Permit Pending</b>	Plans are being reviewed
<b>Permit Approved</b>	Plans are approved, but the applicant has not paid all fees and picked up the permit
<b>Permit Issued</b>	Plan review is complete, and the applicant has paid all fees and picked up the permit
<b>Permit Planned</b>	Development project with an estimated application date
<b>Verification</b>	The date that the viability of the project was confirmed
<b>C-FB</b>	Carrollton-Farmers Branch ISD

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr. - N/A	2,110 SF	\$633,000	Permit Approved	3/3/2020	B2002-0378	C-FB	Jul-23
2	Woodwind Apts. (3 Buildings)	3811-3831 Pleasant Run Rd.	Apts. - 66 units	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	2022-10-7423	Irving	Dec-22
3	Rosewood Las Colinas	4955 Fuller Dr.	Apts. - 370 units	655,292 SF	\$68,000,000	Permit Approved	1/11/2023	2023-01-151	Irving	Jun-23
4	Villa Valencia Fourplex	311 Rolston Rd.	Apts. - 4 units	3,270 SF	\$400,000	Permit Approved	1/12/2023	2022-12-9654	Irving	May-23
5	Brownstones Bldg. 10	101 Decker Dr.	Apts - 2 units	6,637 SF	\$597,000	Permit Issued	1/23/2023	2023-01-628/632	Irving	May-23
6	Savannah Apts.	360 O' Connor Ridge Blvd.	Apts. - 8 units	37,758 SF	\$4,800,000	Permit Pending	4/28/2023	2023-04-3452	Irving	May-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	2 Office Buildings	1307 N. Belt Line Rd.	Office	2,400 SF /4,000 SF	\$1,400,000	Permit Issued	8/3/2021	2022-09-6622	Irving	May-23
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	2022-12-8995	C-FB	Jan-23
3	Wells Fargo Parking Garage	451 Promenade Pkwy.	Parking Garage	1,257,208 SF	\$53,100,000	Permit Issued	12/13/2022	2022-12-9333	Irving	Jun-23
4	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
5	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
6	Liberty Demolition Addn.	6000 Valley View Ln.	Office	7132 SF	\$1,500,000	Permit Issued	3/2/2023	2023-02-1475	C-FB	Jun-23
7	Shell Bldg.	200 W. John Carpenter Fwy.	Office	15,276 SF	\$2,200,000	Permit Pending	4/21/2023	2023-04-3025	Irving	May-23
8	Shell Bldg.	230 W. John Carpenter Fwy.	Office	10,888 SF	\$1,600,000	Permit Pending	4/21/2023	2023-04-3026	Irving	May-23
9	Shell Bldg.	210 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3027	Irving	May-23
10	Shell Bldg.	220 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3028	Irving	May-23
11	Shell Bldg.	240 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3029	Irving	May-23
12	Shell Bldg.	260 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3030	Irving	May-23
13	Shell Bldg.	250 W. John Carpenter Fwy.	Office	7,751 SF	\$1,100,000	Permit Pending	4/21/2023	2023-04-3031	Irving	May-23

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION

1	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Issued	12/29/2021	B2112-0276	Irving	Apr-23
2	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	2022-05-2764	Irving	Jun-22
3	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	2022-06-3813	Irving	Dec-22
4	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Issued	7/29/2022	2022-06-3932	C-FB/Irving	Jun-23
5	OTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
6	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Issued	12/5/2022	2022-11-8849	Irving	Jul-23
7	Classic Leasing	2101 Gateway Dr.	Warehouse	16,219 SF	\$7,400,000	Permit Issued	12/27/2022	2022-12-9608	C-FB	Apr-23
8	Shell Bldg.	4651 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	2023-02-848	Irving	Feb-23
9	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Pending	4/10/2023	2023-03-2326	Irving	May-23
10	Tire Wholesale Addn.	3321 W. Pioneer Dr.	Tire Shop	5,795 SF	\$330,000	Permit Pending	5/16/2023	2023-05-3920	Irving	Jun-23

### RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	2022-08-5750	C-FB/Irving	Sep-22
2	Dallas Indian Motorcycles	2865 W. Airport Fwy.	Retail	15,533 SF	\$2,500,000	Permit Issued	8/25/2022	2022-08-6132	Irving	Apr-23
3	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23
4	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Pending	5/15/2023	2023-05-3939	Irving	Jun-23
5	Pioneer Laundromat	4401 W. Pioneer Dr.	Laundromat	6,207 SF	\$350,000	Permit Pending	6/22/2023	2023-06-5442	Irving	Jul-23

### HOTEL

#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Approved	6/10/2020	B2006-0183	Coppell	Jul-23
2	Staybridge Suites	TBD N. S. H. 161	Hotel - 126 Units	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	2022-04-1575	Irving	May-22
3	Hampton Inn + Suites	4500 Plaza Dr.	Hotel 130 Units	77,763 SF	\$9,000,000	Permit Pending	6/15/2023	2023-06-5194	Coppell	Jul-23

### RESTAURANT

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Fogo De Chao	3080 Ranch Trail	Restaurant	9,705 SF	\$2,000,000	Permit Issued	12/20/2022	2022-12-9541	Coppell	Apr-23
2	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	2023-01-744	Coppell	Feb-23
3	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

### INSTITUTIONAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Iglesia Evangelica	1306 N. Union Bower	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	B2202-0087	Irving	Mar-22
2	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/School	24,414 SF	\$12,500,000	Permit Issued	10/5/2022	2022-10-7383	Irving	Jun-23
3	COI VVMC Warehouse	333 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Approved	3/22/2023	2023-03-2183	Grand Prairie	Jul-23
4	COI Landfill Maintenance Bldg.	106 E. Hunter Ferrell	Maint. Building	4,985 SF	\$1,000,000	Permit Pending	6/1/2023	2023-06-4675	Irving	Jul-23
5	Barkaat UL Quran Masjid	2380 W. Northgate Dr.	Religious Fac.	13,488 SF	\$2,576,208	Permit Pending	6/22/2023	2023-05-4539	Irving	Jul-23

### NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES

DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
Jun-23	15	\$4,800,718	11	\$3,959,588	4	\$841,130	0	\$0

Note: This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 24, 2023**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**

## ICVB Memorandum

Date: July 12, 2023  
To: Maura Gast, FCDME, Executive Director  
From: Lori Fojtasek, Vice President, Sales & Services  
RE: Sales & Services Department Board Report for June 2023

### Convention Sales Activities

Leads Generated	June	YTD
Irving CVB – Hotel Leads	142	1308
Irving Convention Center Leads	27	243

### June

Room Nights Generated	Monthly Goal	June 2023 Actuals	June 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	June Convention Center	Convention Center YTD
Definite Room Nights	9012	12442	12495	108143	105885	71354	5288	26280
Lost Room Nights		51710	46976		335476	315953	19809	165732

### Travel & Activity

June	Organization	Event	Location
5-9	Irving Convention & Visitors Bureau	Sales Calls/Client Luncheon	Austin
12-14	Lamont	AXS	Tempe
22-24	Meeting Professionals International	Texas Hill Country 40 <sup>th</sup> Celebration	Austin

## Customer Services Activity June Servicing & Inventory

Groups Serviced	
June	14
YTD	264

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/ Letter
Name Badge/Lanyard Services	6	2162 Badges/ 1475 Lanyards
Pens	6	2075
Bags	7	1525
Promotional Materials	14	300 Restaurant Maps/3350 TMF maps/ 700 Water Street
Staffing Services	3	68 Event Hours

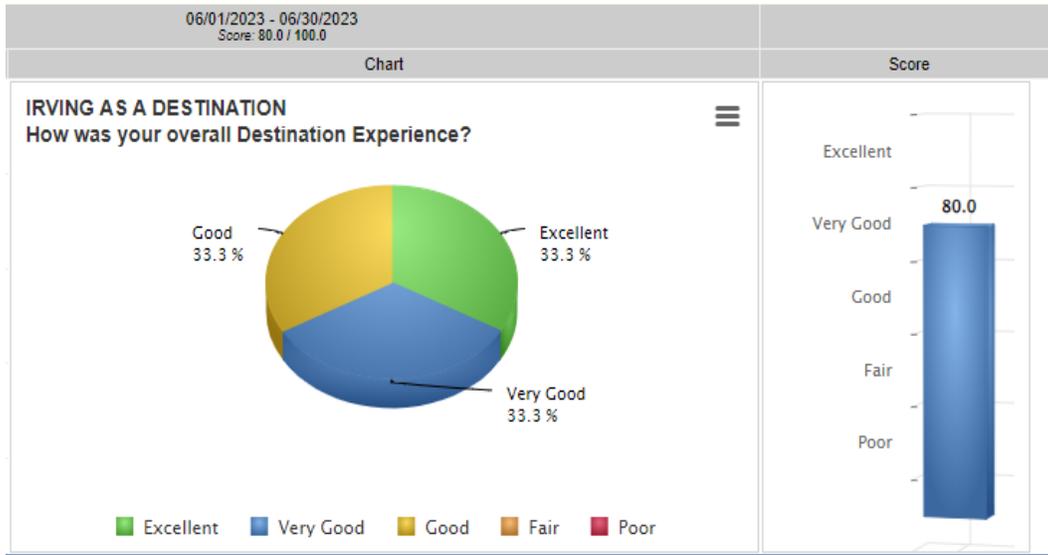
**Event Location:**                      **Hotels: 5**                      **Irving Convention Center: 8**                      **Other: 2**

### Proclamations/Welcomes/Flags:

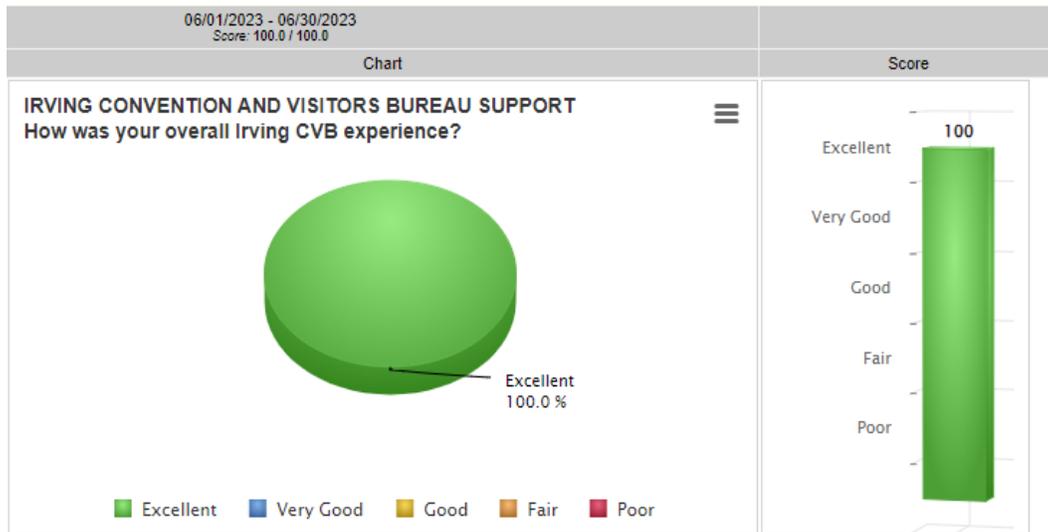
- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer
- Mayor/Elected Official Welcome - North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Pro-Tem Al Zapanta
- Mayor/Elected Official Welcome/Ribbon Cutting - Great American Franchise EXPO, March 25, 2023, Deputy Mayor Pro Tem, Phil Riddle
- Mayor/Elected Official Welcome/Ribbon Cutting - DFW Minority Supplier Showcase, April 20, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Ribbon Cutting – North Texas Business Alliance, May 1, 2023
- Mayor/Elected Official Welcome - Camouflage to Corporate, May 4, 2023, Mayor Stopfer- Pending

# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience?



## 2. How was your overall Convention and Visitors Bureau Experience?



## Definite Bookings July 2023 – September 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United States Military Entrance Processing Command	MEPS July 2023	7/1/2023	7/31/2023	27	594
CONCACAF	Concacaf Gold Cup 2023 - Arlington Stadium	7/3/2023	7/9/2023	30	258
Mbaise USA	Mbaise USA - Dallas 2023	7/5/2023	7/9/2023	1000	1240
Handbell Musicians of America	Handbell Musicians of America National Seminar 2023	7/7/2023	7/16/2023	400	1328
McKesson Corporation	ID#16205 MRE Annual Offsite - July 2023	7/9/2023	7/14/2023	90	189
JLM Creative Events	Applique Getaway 2023	7/12/2023	7/17/2023	800	330
Cleveland Guardians	Cleveland Guardians vs Texas Rangers	7/13/2023	7/16/2023	230	234
Family Reunion	Stewart Taylor Reunion	7/13/2023	7/17/2023	75	120
The Church Network	2023 The Church Network Annual meeting	7/15/2023	7/23/2023	800	1828
Texas Center for the Judiciary	2023 Court Professionals Conference	7/16/2023	7/18/2023	450	1350
Tampa Bay Rays	Tampa Bay Rays vs Texas Rangers	7/16/2023	7/19/2023	240	240
Shermco	Shermco Meeting	7/16/2023	7/21/2023	30	68
McKesson Corporation	Board, Committee & Stockholders Meeting July 2023	7/17/2023	7/21/2023	20	38
Los Angeles Dodgers	Los Angeles Dodgers vs Texas Rangers	7/19/2023	7/23/2023	340	340
Big 12 Conference	CFO West Summer Clinic 2023	7/20/2023	7/23/2023	300	352
USA Water Polo	USA Water Polo Junior Olympics Sessions III Dallas	7/23/2023	7/31/2023	500	260
Convergint	SLEducation July 2023	7/23/2023	7/26/2023	125	248
American College of Emergency Physicians	ACEP 2023 Corporate Council Meeting	7/24/2023	7/25/2023	150	244
Conference USA	C-USA Football Officials Clinic	7/26/2023	7/28/2023	150	211
Awakening Africa Magazine	Awakening Africa	7/27/2023	7/31/2023	700	150
Umuada Igbo Organization	Umuada Igbo Summer 2023 Meeting	7/28/2023	7/29/2023	400	400
Chicago White Sox	Chicago White Sox vs Texas Rangers	7/31/2023	8/3/2023	200	240
Texas Clown Association	2023 Annual Conference	8/2/2023	8/5/2023	60	95

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Alovea	Vision 2023	8/2/2023	8/6/2023	700	505
Student Veterans of America	2023 SVA Regional Summit- Dallas	8/2/2023	8/5/2023	300	156
Vizient, Inc.	Vizient, Inc. 2023 OK/AR CEO Executive Network	8/3/2023	8/3/2023	35	22
Miami Marlins	Miami Marlins vs Texas Rangers	8/3/2023	8/6/2023	250	290
Texas Floodplain Management Association	TFMA Board of Directors' Retreat	8/4/2023	8/4/2023	18	17
Insurance Designers of America	IDA-KOP 2023	8/6/2023	8/9/2023	70	160
Cepheid	Cepheid/Sales Training and FAS Meeting Combo	8/6/2023	8/9/2023	15	59
McKesson Corporation	Leadership Academy 2023 Session Two	8/7/2023	8/10/2023	24	78
Texas Cornhole League	Texas Cornhole League Ryder Cup 2023	8/9/2023	8/13/2023	1000	760
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo 2023 Contracted blocks	8/11/2023	8/20/2023	4000	267
Axogen	Axogen Mid-Year Sales Meeting Jun23	8/17/2023	8/19/2023	200	394
Milwaukee Brewers	Milwaukee Brewers vs Texas Rangers	8/17/2023	8/20/2023	240	240
Texas Total Rewards Conference	Texas Total Rewards 2023 Annual Conference	8/20/2023	8/21/2023	200	200
TexSom	2023 TEXSOM Conference - Texican Court Room Block	8/23/2023	8/30/2023	500	309
TexSom	2023 TEXSOM Conference - Westin ICC Room Block	8/24/2023	8/30/2023	500	333
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2023	8/25/2023	9/3/2023	200	420
Family Reunion	Pierce Family Reunion 2023	8/31/2023	9/3/2023	150	70
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/1/2023	9/2/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/1/2023	9/2/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/1/2023	9/3/2023	20	20
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	9/1/2023	9/3/2023	20	20

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
National Rifle Association of America NRA	NRA Board of Directors Meeting - Fall 2023	9/4/2023	9/10/2023	200	478
XTreme Hip Hop with Phil	XTreme Hip Hop with Phil	9/6/2023	9/9/2023	500	775
Oakland Athletics	Oakland A's vs Texas Rangers	9/6/2023	9/10/2023	200	256
Heart of Texas Body Building	Heart of Texas Body Building Competition 2023	9/8/2023	9/10/2023	300	70
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/8/2023	9/9/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/8/2023	9/9/2023	10	24
P-Con	P-Con 2023	9/13/2023	9/18/2023	500	442
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/15/2023	9/16/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/15/2023	9/17/2023	20	20
New York Jets Football Club	New York Jet vs Dallas Cowboys	9/16/2023	9/17/2023	220	220
Boston Red Sox	Boston Red Sox vs Texas Rangers	9/17/2023	9/20/2023	240	240
Brinker International	Brinker 2023 Supplier Partner Conference	9/18/2023	9/22/2023	325	352
McKesson Corporation	ID#16401 Ontada Innovation & Technology - User Conference; Sept 18-22	9/19/2023	9/20/2023	100	200
Health Management Associates	HMA State of Reform - rooms only near Irving Convention Center- Sept 19-21	9/19/2023	9/22/2023	200	40
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	9/20/2023	9/24/2023	240	240
Texas Podiatric Medical Association	2023 TPMA Southwest Foot and Ankle Conference	9/21/2023	9/23/2023	400	293
American Stewards of Liberty	American Stewards of Liberty & Land	9/21/2023	9/23/2023	400	325
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/22/2023	9/23/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/22/2023	9/23/2023	10	24
University of Arkansas Athletics	University of Arkansas Football Team Travel	9/28/2023	9/30/2023	150	145

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Collegiate Sports Travel	University of North Carolina Football Team Travel	9/28/2023	9/29/2023	140	113
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/29/2023	9/30/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/29/2023	10/1/2023	20	20
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	9/29/2023	10/1/2023	20	20
McKesson Corporation	ID#16699 Pharmacy Manager Meeting	9/29/2023	9/30/2023	100	60
New England Patriots	New England Patriots vs Dallas Cowboys	9/30/2023	10/1/2023	200	200

\*\*Highlighted items above are Target Industries for Irving



# Marketing Communications

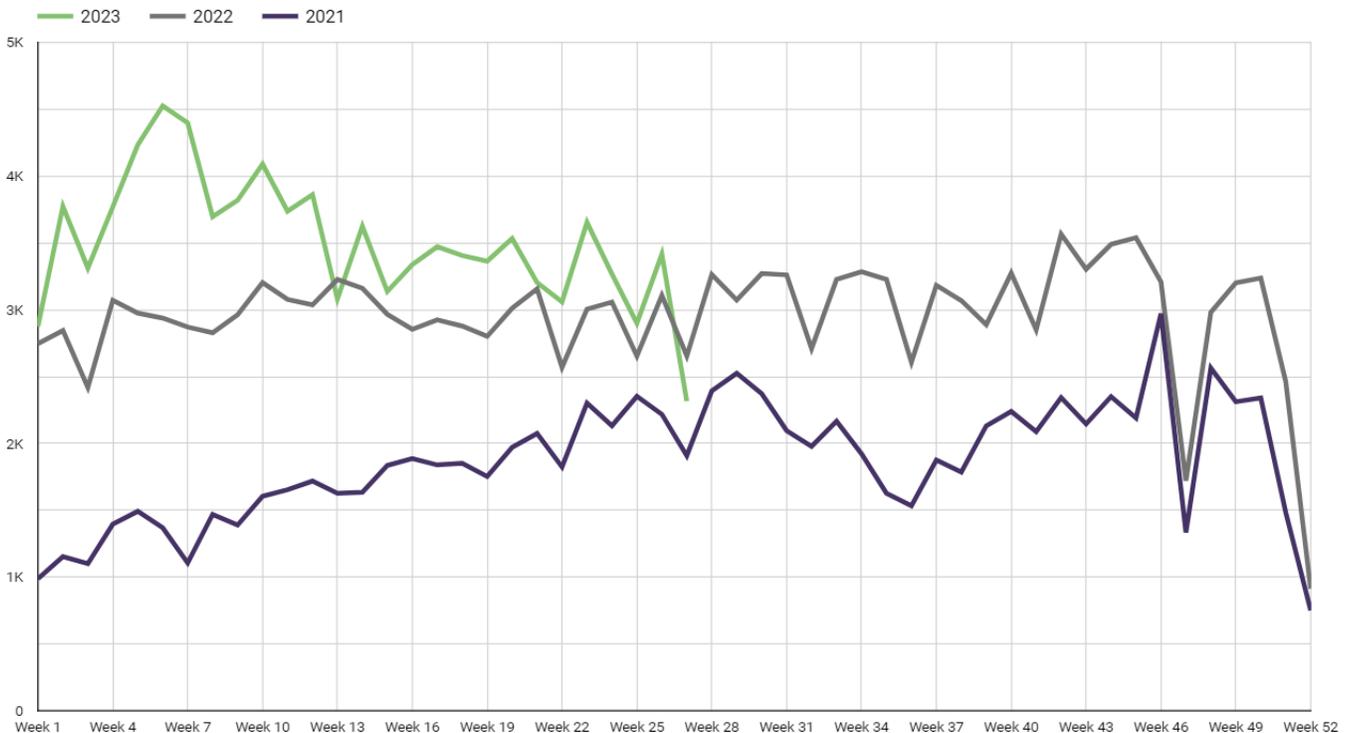
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** July 17, 2023  
**Re:** June 2023 Board Report

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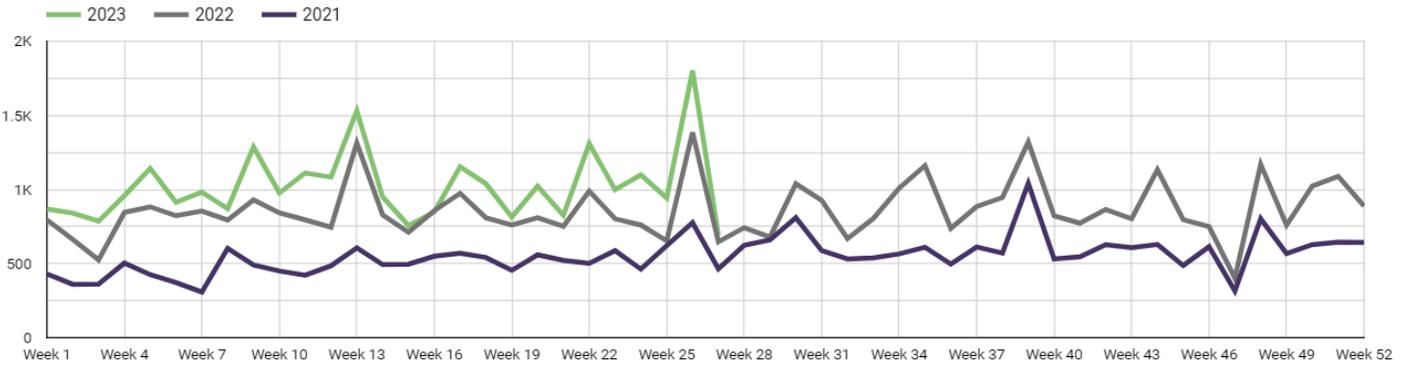
## Meeting-Sales Leads & Inquiries

The number of leads and inquiries declined in June, with 157 total prospects. This included 84 Cvent submissions, 37 website submissions, six calls, and 30 email requests.

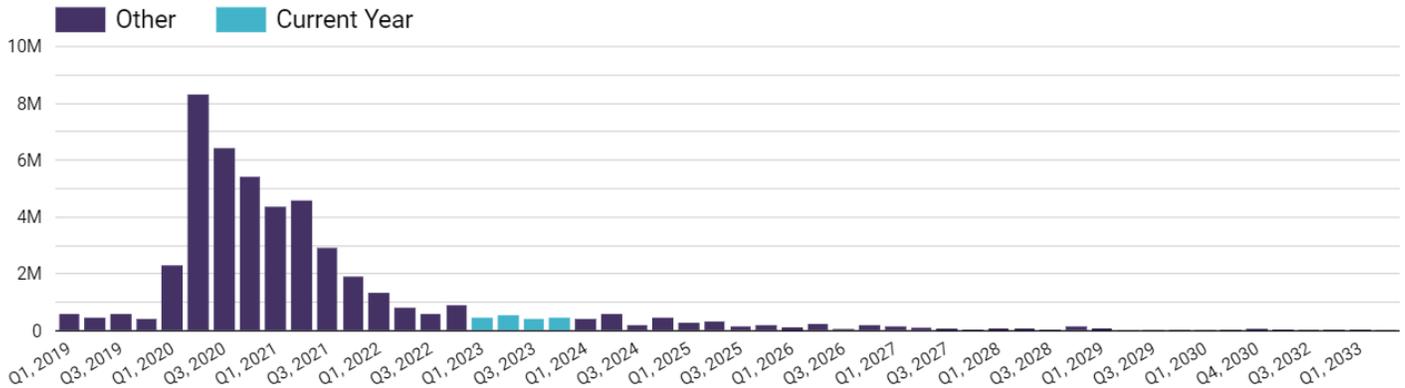
Aggregated Weekly Lead Volume of 200+ DMOs



### Aggregated Weekly Definite Volume of 200+ DMOs



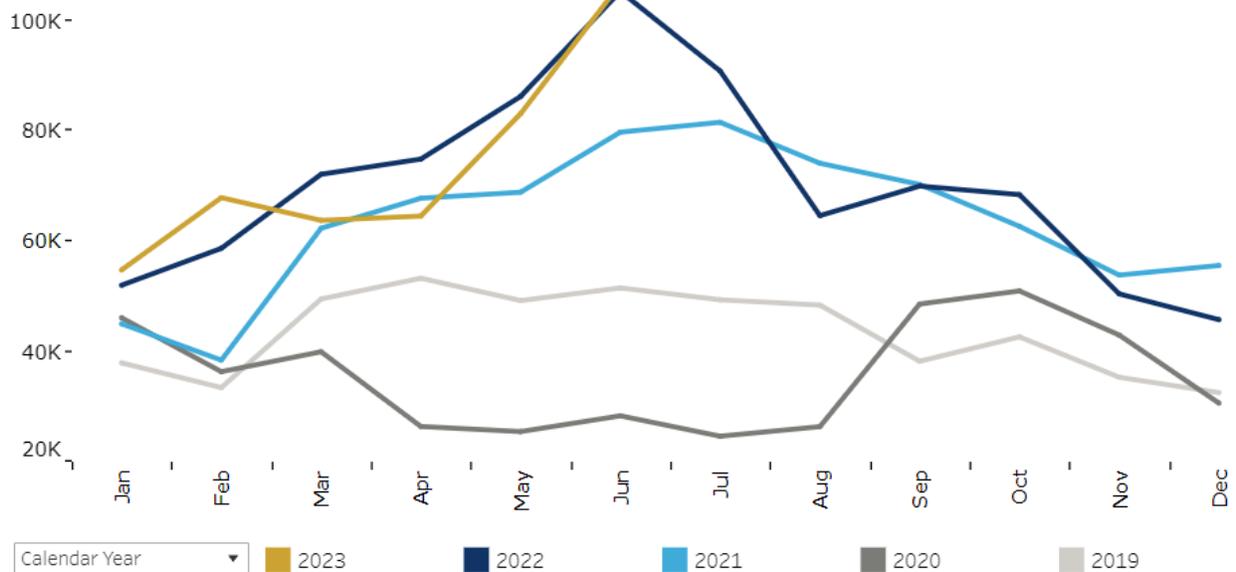
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



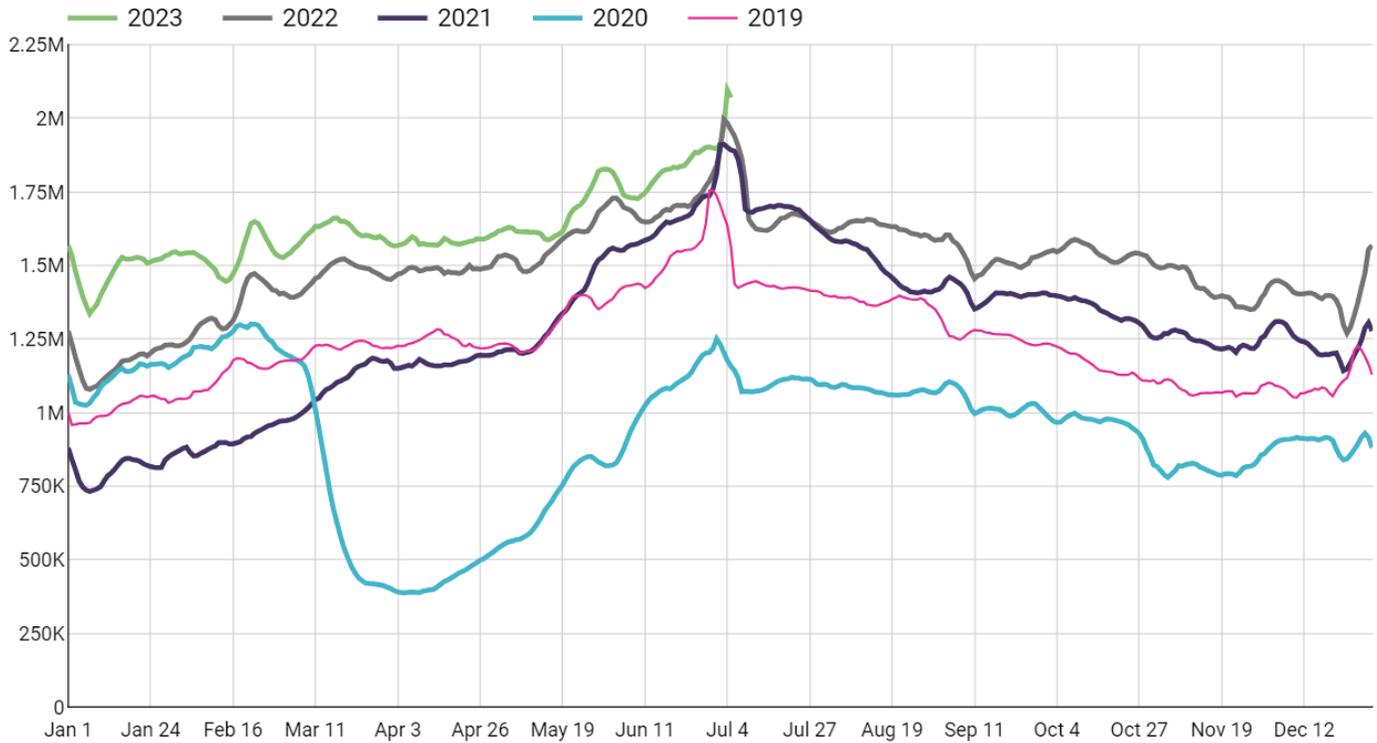
## Website Traffic

Website traffic increased in June, with 105,019 sessions to the Irvingtexas.com website. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023, outperforming the previous four years.

### Sessions



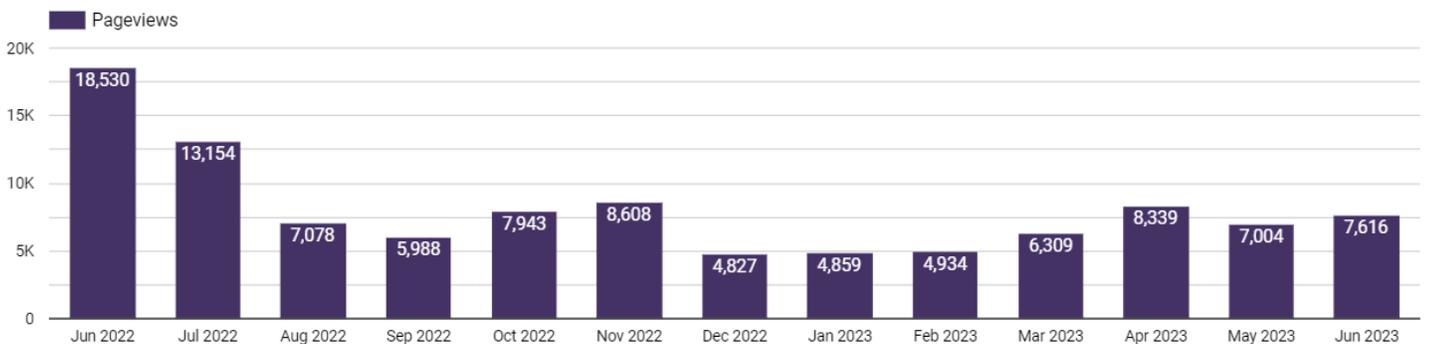
### Aggregated YOY Overall DMO Website Traffic



### Blog Traffic

Blog traffic increased slightly in June, with 7,616 pageviews. The top posts were “Uniquely Irving Eateries, Momo Spot,” with 814 pageviews, “Five Ways to Have Fun at Lake Carolyn,” with 773 pageviews, and “Top Places to Lock Lips In Irving,” with 689 pageviews.

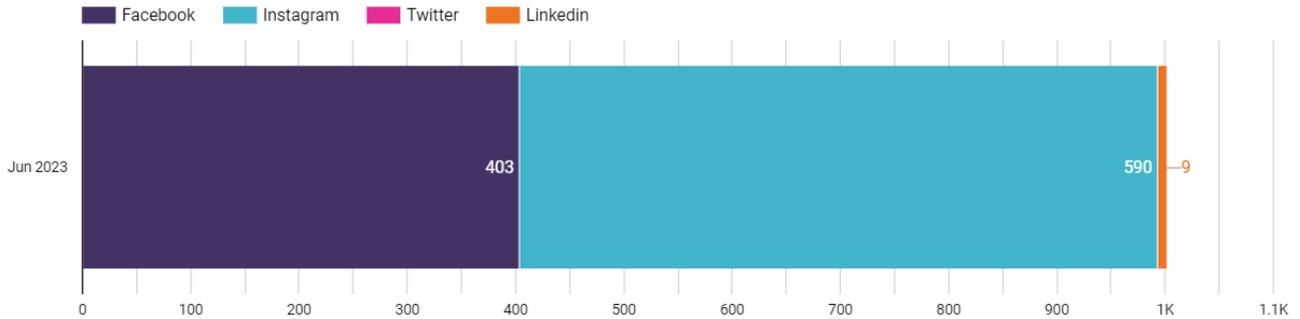
### Blog Pageviews



# Social Media

1,002 additional followers and likes were added in June. Facebook had the most significant growth at 880 new likes, followed by Instagram with 403 and LinkedIn.

Additional Social Media Followers



# Advertising

TripAdvisor was the top performer for website visits in June, followed by Houstonia and Priceline. Paid search increased with 20,676 site visits.

By Site (DCM)

Site (DCM)	Impressions	Clicks
Trip Advisor	771,312	971
houstoniamag.com	0	757
Priceline.com	560,737	433
MPI (Multiview)	100,243	323
Meetings Today	0	181
greenspring.com	112,315	144
Northstar Meetings Group	6,824	102
Tegna	140,857	21

Advertising Engagement - Clicks



## Staycations Campaign

In June, the Staycations campaign generated 10,943 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 90,778 hotel referrals, representing over \$29 million in Potential Economic Value.

## Micro-Campaigns

To date, the micro-campaigns have generated 28,317 hotel referrals, representing over \$8.8 million in Potential Economic Value.

## Promoted Content Campaign:

In June, the Promoted Content Campaign, highlighting local businesses through the ICVB blog and social media, generated 6,637 post engagements and 1,350 blog visits.

## Earned Media

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	368,846,335		565,995,251
ADVERTISING EQUIVALENCY <sup>+</sup>	\$760,301	\$1,060,148	\$3,119,303		\$4,939,752
PUBLIC RELATIONS VALUE <sup>**</sup>	\$2,280,903	\$3,180,444	\$9,357,909		\$14,819,256

\*The number of media impressions is based upon the readership or audience numbers for each media outlet, as supported by the published circulation or audience numbers.

<sup>+</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

<sup>\*\*</sup>From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

## Attachments

-  ["Why Irving, Texas Made Me Cry," msn.com, April 27, 2023 \(From #STE ... GREAT READ!\)](#)
-  ["Cool, Indoor Fun on June 10: Sneakers Take Over the Irving Convention Center," nttx-news.com, June 5, 2023](#)
-  ["Go See DFW | Guide Picks," Dallas Morning news, June 9, 2023](#)
-  ["Urban Fun in the Grasslands," meetingsmags.com, June 28, 2023](#)
-  [June Social Media Overview](#)
-  [June Blog Performance Overview](#)
-  [June E-Newsletter Performance](#)
-  [June Visit Irving Social Stats](#)
-  [June Irving Convention Center Social Stats](#)

msn.com  
Online County  
New York, NY  
Circulation: 3,489,540  
Frequency: Daily  
April 27, 2023

<https://www.msn.com/en-us/health/wellness/read-why-irving-texas-made-me-cry/ar-AA19c0ok?fbclid=IwAR0E...>

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## Read Why Irving Texas Made Me Cry

Story by The Traveling Cheesehead • Apr 27

In recent years, it has become increasingly evident that the United States has become divided into two distinct political factions, commonly referred to as red states and blue states. This division has been fueled by a wide range of factors, including political polarization, cultural differences, and economic disparities. However, one of the key drivers of this division has been the role of the media.





When Irving Texas Made Me Cry article cover image with the Los Colinas horses on it  
© Provided by The Traveling Cheesehead

The media, including cable news networks, social media platforms, and online news sources, have played a significant role in creating and perpetuating the red state/blue state divide. News outlets have become increasingly partisan in their coverage, with many catering specifically to one side of the political spectrum or the other. This has resulted in a situation where individuals on both sides of the political aisle are receiving vastly different information, leading to differing beliefs and opinions.

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The media has also played a role in creating a sense of tribalism and group identity within each political faction. By highlighting and amplifying stories that support a particular political narrative, the media has helped to create a sense of shared values and beliefs within each group.

This has further reinforced the idea that individuals on one side of the political spectrum are fundamentally different from those on the other side. Whichever side you sit on, it is the ONLY side that is correct, factual, and true.

->When did Americans become so different from each other, and yet so indifferent at the same time?

What happened to the purple? The blend of both – the conversation over ideas and the actual listening to people on the other side of the spectrum. We are built with a series of checks and balances – that should help us blend the best of both together – to be stronger and more cohesive, not perpetuating a great divide.



Click on the picture to check it out  
© Provided by The Traveling Cheesehead

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## I Mixed It Up

So, this gal from a blue state up north went to a red state down south: Irving Texas to be exact. It was for the [Southern Travelers Explore conference](#) that my Friend Melody and her daughter Taylor put on... a perfect event for influencers and destinations that like an intimate setting to meet each other before the dance of potential partnerships.

If you aren't familiar with conferences that you travel to – a host city usually pulls together an event or two to excite the visitors into talking about their town and potentially visiting it again.

I have been to many – MANY conferences over the years but few have even come close to rolling out the red carpet to highlight a few gems of their community in Irving Texas style.

It is more than being handed a local beer when you check in for your room stay at the [Texican Court](#). The shots of tequila sent over to your entire table when the bartender finds out it is your 55<sup>th</sup> birthday (hush – I didn't tell you that...) or even the cute bag with an adorable sarape-style robe on your bed that you see as soon as you open the door to your room.

So. Much. More.

Oh – it is almost difficult to say where to start, but I am going to talk about the people... and how they made me feel.

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## Bar Louie



Let's start with the server at Bar Louie by the Toyota Music Factory. We were there as a group for an early lunch and I was shooting a little background footage for the TV segment I was working on. I chatted with a manager – who then got the general manager.

We shot a small segment for my show and then they pulled out the kitchen manager, who happened to be the executive chef for the entire chain and in the kitchen working on their soon-to-be-released menu.

We chatted a bit and then he brought out a few of the new dishes to get my opinion... And let me film him too. FYI: their cheese curds coming out will pass Wisconsin standards y'all.



### Video unavailable

This video is no longer available because the YouTube account associated with this video has been terminated.



HA!

BUUUUUT – try the smokey onion ranch dressing that comes with them – they are the hero of that plate and I talked to him about how they needed to bottle it and create a product line as souvenirs. (It was that fantastic!)

I left with his card in my back pocket and a promise to reach out if I'm ever in his area.

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## Event Night

Our hotel was more like a vintage (yet very upscale) Wisconsin motel – we could look down into the courtyard and see what was being set up for the kickoff event that night with the good folks at Visit Irving. I could see Monte himself, removing his blazer, rolling up his sleeves, and climbing under things on the ground to check cords, etc.

I saw a mountain of cowboy (cow-folk?) hats being stacked on long tables and organized as I went back into my room – wondering what the heck they were planning. A mass line-dancing photo op? An Instagram wall with borrowed hats to make us look authentic (as much my glow-in-the-dark freckled white skin could look) Texans?

I had no clue... but a few hours later was in the middle of embellishing my very own Stetson that would be branded by me and one of my parting gifts for home.





traveling cheesehead wearing a custom made stetson  
© Provided by The Traveling Cheesehead

I know, I totally rock the hat, LOL!

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## Meet the Mayor's Wife

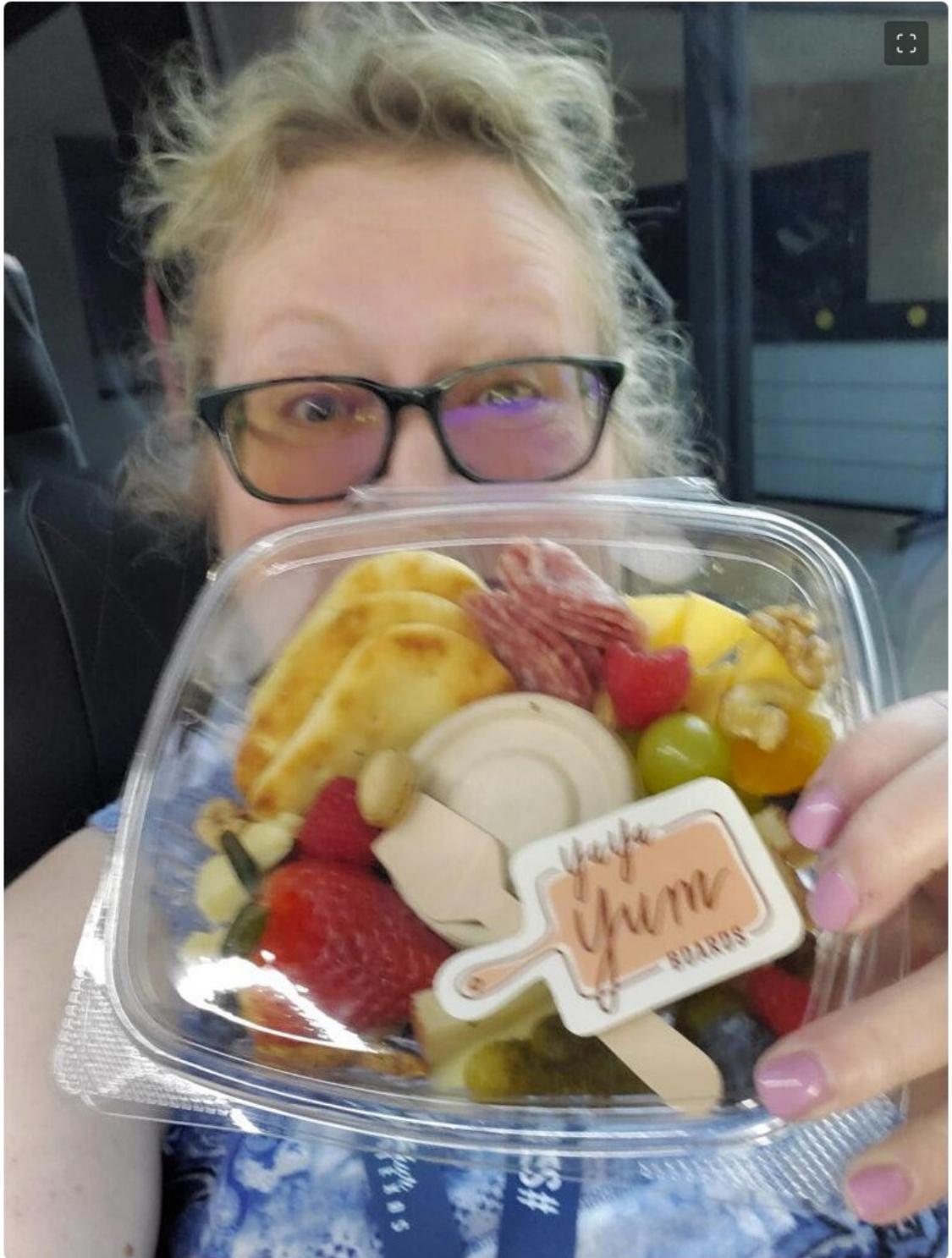
I love asking people questions, striking up conversations, and more when I travel. I had a fresh Agave Margarita and stepped to a table to chat with a few women. They were a hoot – and I would learn later that I would have my picture on the Mayor's page – I was talking to his wife.

They were a delight to talk to and when you add in the live armadillo races, pictures with a longhorn steer, line dancing lessons, and smores over a bonfire? That was an evening that will go down in my memories as one of the top experiences I have ever been given.

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## My Massage

We often get mini experiences to try, and Irving gave us an almost impossible-to-choose-from selection of five...but I put my hat in for the spa treatment at the [Las Colinas Resort and Spa](#). They spoiled us with charcuterie boxes on the luxurious shuttle over and then the fun began.



Read Why Irving Texas Made Me Cry  
© Provided by The Traveling Cheesehead

Our party was split into shifts, and I was a lucky one who got a massage in the first round.

Here is what you need to know – I get migraines: bad ones. For forty years now I have had multiple neurologists, scans, and “pain specialists”, and tried every non-narcotic med on the market – most of which I am allergic to.

My amazing massage therapist told me about something in my neck that no one ever had: I have a muscle a tad shorter on one side than the other...and will now be trying “micro-needling” to break up some scar tissue. She showed me a stretch to try and what to do with my thumb when I feel a migraine coming on.

So much better than the morphine I must take that puts me out for 12-18 hours. It gives me hope that I can soon be pain-free going forward.



Read Why Irving Texas Made Me Cry  
© Provided by The Traveling Cheesehead

Then they took us to the patio for samplings of an amazing array of appetizers and desserts...I think everything is bigger and better in Texas because they eat so well!

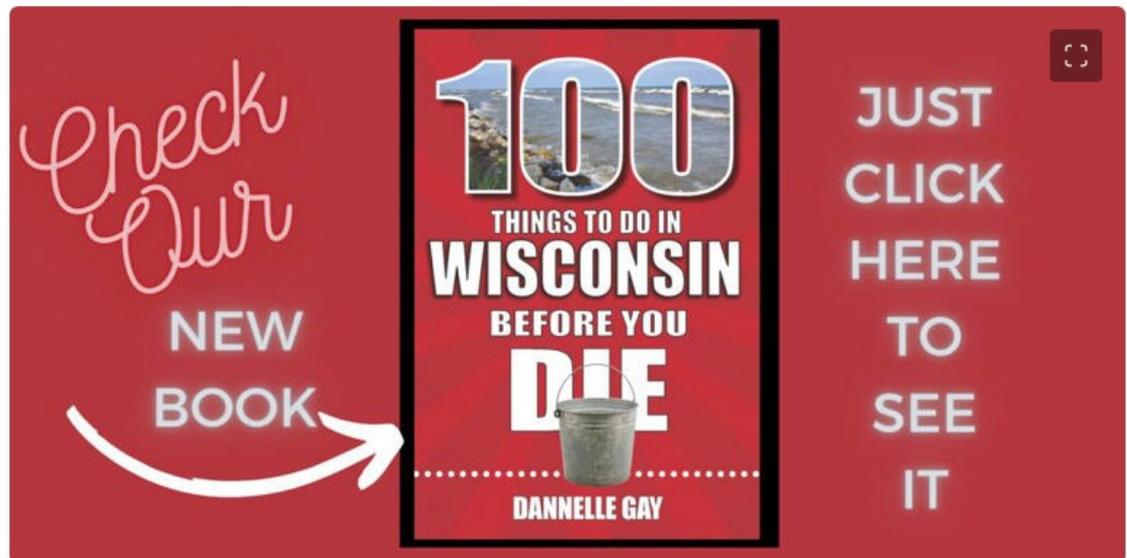
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## The Gondola Ride

My friend Veronica of [Hip Grandma Life](#) and I saw that they had Lake Carolyn and gondola rides before we went and joked about sharing one along with a bottle of cheap wine – and singing on live stream until we raised enough money to quit singing. *(I tried out for my church choir a few years back and the music director suggested I look into playing hand bells.)*

Imagine my surprise when we were treated to a gondola ride (no singing) and an informational tour of the area. It passes by the Love Lock Bridge. Our guide was full of knowledge and shared everything from the fact there are no signs everywhere to why no fishing was allowed.

They made care to help people in and out of the boat safely – some of our party was a little mobility challenged and they were well taken care of.



100-things-reusable-block  
© Provided by The Traveling Cheesehead

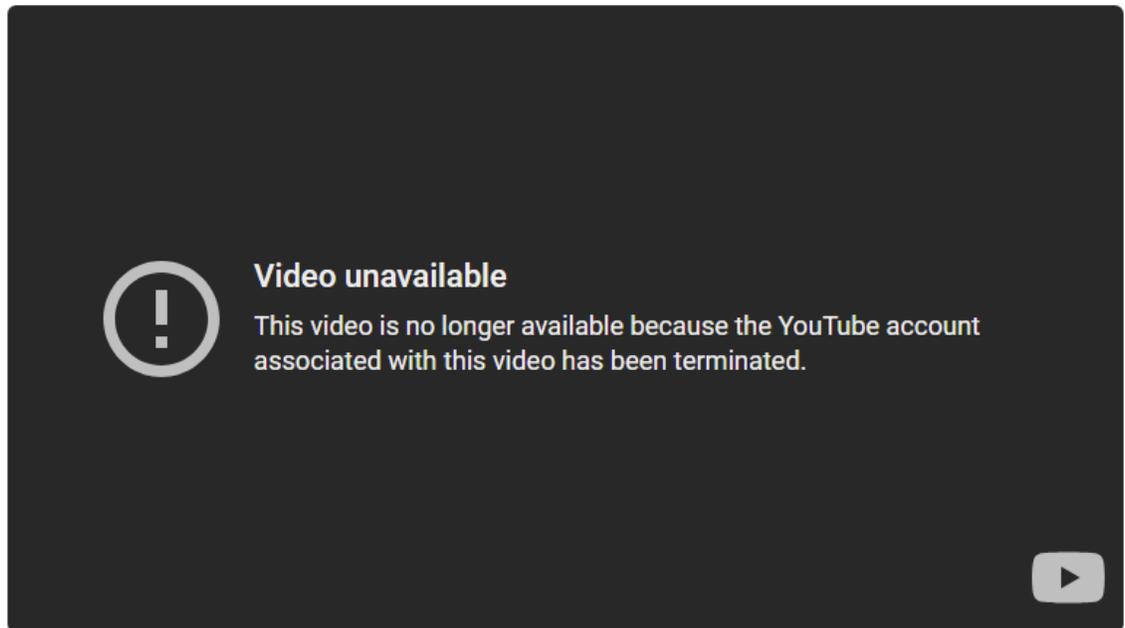
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## The Lock

When we finished the gondola tour – we were told that there was another surprise. This just slayed me – there was SO much thought and work behind this. I literally cried big old ugly tears.

A few months ago, we were asked the name of someone we love, for a form about this trip. The amazing Lori Sirmen of [Visit Irving](#) dug up who that person was to us, and found something memorable. In my case, it was my husband. I said Andy, and she dug up our wedding date.

I was able to add my lock – with our names and anniversary date to their love lock bridge.



This year is our 30<sup>th</sup> anniversary – I have been with my husband for more years of my life than without him.

Rarely am I at a loss for words. Those that know me well can attest to that fact – ha!

Being touched emotionally on a deep level refers to a profound experience that resonates within us and evokes a strong emotional response. It is a feeling that penetrates beyond the surface level of our consciousness and taps into the deepest parts of our being.

This type of emotional touch can be triggered by a range of experiences, such as hearing a moving piece of music, witnessing an act of kindness, or feeling a deep connection with someone.

When we are touched emotionally on a deep level, we may feel a sense of awe, wonder, or even a mix of joy and sadness. This experience can leave a lasting impact on us and change the way we view ourselves, others, and the world around us. It is a reminder of our capacity for empathy, compassion, and the power of human connection.

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## Final Thoughts

Yup, that was only the tip of the experiences I experienced in Irving on my short visit.

Travel is important for more reasons than I can list, but it is the perfect way to connect with others. We aren't Red People. We aren't Blue People. We are just people – and Americans at that.

By seeing where other people live, what they eat, sampling their music, and simply talking to them, we get to understand each other a lot better. I challenge you to go somewhere new – experience their local culture and simply talk to people. You might be surprised – and, if you are lucky enough, they will make you cry.



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## Cool indoor fun on June 10: sneakers take over the Irving Convention Center

[ntxe-news.com/artman/publish/article\\_133643.shtml](https://ntxe-news.com/artman/publish/article_133643.shtml)

Irving, Texas -- For true "sneakerheads", the hunt for the next great pair is akin to an Olympic sport. And on Saturday, June 10, from 12:00 noon until 6:00 p.m., thousands of these die-hards will be bringing their "A" games to the Irving Convention Center for The Sneaker Exit.

The Irving Convention Center is located at 500 W. Las Colinas Blvd. in Irving, TX 75039.

The Sneaker Exit is a national sneaker convention and trade show where enthusiasts can buy, sell and trade the most sought-after sneakers and other lifestyle goods.



Sneaker Exit is the only tech-enabled sneaker trade show in the world thanks to its app that enables users to quickly search vendor inventory for that coveted pair, record transactions both in and out of the show, use reseller tools, and take courses to learn more about the community and industry.

### TICKETS:

Available online at [TheSneakerExit.com](https://TheSneakerExit.com) or at the door using cash, card or Apple Pay.

General admission for ages 11 and up: \$25

- VIP (including early entry, skip-the-line priority entry all day and custom Sneaker Exit waist to shoulder bag (\$30 value): \$50
- Kids 10 and under free with paid adult.

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 Dallas County  
 Dallas, TX  
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## GO SEE DFW | GUIDE PICKS

### FAN EXPO DALLAS

Anakin Skywalker, Ahsoka, Daredevil, Kingpin, Robocop, Steve from *Blue's Clues*, Ginny Weasley, Machete, and Eddie Munson and Chrissy from *Stranger Things* are just a few of the characters who will draw big crowds for panels and photo and autograph sessions at this weekend's Fan Expo Dallas. There will also be cast members from *Clerks* (including Kevin Smith and Jason Mewes), *National Lampoon*, *The Office* and *Cobra Kai*; comic creators such as Marc Silvestri and Stanley Artgerm Lau; voice actors such as Jodi Benson (Ariel from Disney's animated *Little Mermaid*); and cosplayers. But there's plenty to do for those who opt not to pay big bucks to meet big stars. The huge expo hall will include movie-prop quality photo ops, shopping booths offering comic books and memorabilia, aisles and aisles of original works by independent artists, and great people-watching, with many fans wearing elaborate costumes.

■ June 9 from 4 to 9 p.m., June 10 from 10 a.m. to 7 p.m., June 11 from 10 a.m. to 5 p.m. at the Kay Bailey Hutchison Convention Center, 650 S. Griffin St., Dallas. Single-day passes: \$33-\$63 for adults, \$23-\$43 for teens 13-17, \$12 for children 6-12, free for ages 5 and under (12 and under must be accompanied by an adult at all times). Family and multiday passes available. Parking is \$15. fanexpodallas.com.

### PALOOZA IN THE PARK

**FREE** This family-friendly festival in Fair Park takes place at the Leonhardt Lagoon and Museum Green, a lawn space near the African American Museum. There will be live music by DJ K-Sprinkles, Maya Piata and Ceci Ceci, a car show with the Dallas Lowriders car club, inflatable water slides, face painting, art-making stations, caricature artists and games. There will also be swan boat rides on the lagoon and a food court with items for sale such as Italian ice and custard, tacos, elotes, aguas frescas, hot dogs and more.

■ June 10 from 11 a.m. to 3 p.m. at Leonhardt Lagoon in Fair Park, 1121 First Ave., Dallas. Free admission and free parking at Gate 5 (at the Grand Avenue and Robert B. Cullum Boulevard intersection). fairparkdallas.com/events/detail/palooza-in-the-park.

### ARLINGTON PRIDE CELEBRATION

**FREE** Gates open at 5 p.m. for an outdoor celebration with street vendors and performers, including local artists and *RuPaul's Drag Race* queens Symone, Angeria Paris Van Micheals and Dallas' own Kennedy Davenport. Leashed pets



2022 File Photo

Fan Expo Dallas will be crawling with cosplayers June 9-11. Activities include autograph sessions and movie-quality photo ops.



2019 File Photo/Staff

With the Texas Star Ferris wheel as a backdrop, swan boats will ply the waters of Fair Park's Leonhardt Lagoon during Palooza in the Park on June 10.

are welcomed.

■ June 10 from 6 to 11 p.m. at Levitt Pavilion, 100 W. Abram St., Arlington. Free with reservation. arlingtonpride.org/general-information.

### THE SNEAKER EXIT

Need a new set of kicks? Or searching for

a rare pair? At this convention, expect thousands of new, vintage and limited-edition sneakers, plus clothing and accessories. Sneakerheads can buy, sell and trade footwear, including some priced at more than \$3,000.

■ June 10 from noon to 6 p.m. at the Irving

Convention Center, 500 W. Las Colinas Blvd., Irving. \$25, \$50 for VIP, free for children 10 and younger when accompanied by a paid adult. Paid parking available. thesneakerexit.com.

### KITE FLYING FESTIVAL

**FREE** Have fun flying kites and learn about the history and science of them at this outdoor event at Cypress Waters. Hosted by Vibha Dallas, a nonprofit dedicated to supporting underprivileged children, this 17th annual celebration includes kite-building workshops and cool ready-made designs for purchase. There will also be face painting and henna art, bounce houses, talent and fashion shows, a marketplace and live entertainment for the whole family.

■ June 11 from 3 to 8 p.m. at the Sound at Cypress Waters, 3111 Olympus Blvd., Coppell. Free admission and parking. facebook.com/vibhadallas/events.

### PRIDE IN BLOOM

The Dallas Arboretum celebrates Pride Month during a weekend featuring LGBTQ+ artisans, entertainers, chef demonstrations and local vendors. Guests can browse in the market, hear live entertainment by local groups including



Dallas Arboretum and Botanical Garden

**Browse paintings and other art** during Pride in Bloom at the Dallas Arboretum. The June 10-11 event also includes demonstrations by chefs, music and local vendors.

the Turtle Creek Chorus and see Gary Lee Price's "Great Contributors" bronze statues in the garden. The Pecan Grove will be decked out with dozens of colorful ribbon chandeliers for picnickers to enjoy. Mural artist Brooke Chaney, aka MOM, will lead an interactive mural experience. A Pride floral selfie station will be set up for photos. Admission to the Rory Meyers Children's Adventure Garden is free during Pride in Bloom weekend, and there will be hands-on STEM activities for the family.

■ June 10-11 from 9 a.m. to 5 p.m. at the Dallas Arboretum, 8525 Garland Road, Dallas. Advance timed tickets are required for entry. \$16 for adults, \$14 for ages 65 and older, \$10 for ages 2-12, free for ages 1 and younger. Parking is \$15, \$11 if purchased online. [dallasarboretum.org](http://dallasarboretum.org).

## VITRUVIAN NIGHTS LIVE: BIDI BIDI BANDA

**FREE** Cumbia the night away as the live concert series in Vitruvian Park kicks off June 15 with Bidi Bidi Banda, the popular Selenattribution band. The free concerts at the park's amphitheater are scheduled every other Thursday through Aug. 10 with music, food trucks, games and free parking. Take lawn chairs, picnic blankets, leashed pets, food and drinks (no glass containers).

■ June 15, June 29, July 13, July 27 and Aug. 10 from 7 to 9:30 p.m. at Vitruvian Park, 3966 Vitruvian Way, Addison. Free admission. [visitaddison.com](http://visitaddison.com).

## DENTON DRIVE LIVE: CRAWFISH BOIL

**FREE** These lively evenings include family games, a dance floor in front of the stage and popular food trucks selling bites and drinks, including beer and wine. June 10 is Cajun night with Chubby Carrier and the Bayou Swamp Band as well as Jean-Pierre and the

Zydeco Angels. Visit the website to prepurchase all-you-can-eat crawfish. In July, tributes to Bryan Adams and John Mellencamp will rock the stage. Take lawn chairs, picnic blankets and coolers (no alcohol brought in). Parking is free.

■ June 10 and July 15 from 6 to 10 p.m. at the Grove at Mustang Station, 12700 Denton Drive, Farmers Branch. Free admission. [dentondrivelive.com](http://dentondrivelive.com).

## FRIDAY ON THE GREEN

**FREE** There are three dates left for this series in Fort Worth's Near Southside neighborhood. Enjoy four regional bands at each event, an artisan market, tasty food and drinks including beer and wine for sale, and fun activities for the kids. The June 9 lineup includes Holy Moly, Son of Stan, Celestial L'amour and Mike Graham. Take lawn chairs, picnic blankets and pets. No outside food or drinks allowed. There is free public parking in the garage at 1201 Alston Ave.

■ June 9, Sept. 8 and Oct. 13 from 5 to 10 p.m. at Magnolia Green, 102 Lipscomb St., Fort Worth. Free admission. [nearsouthsidefw.org](http://nearsouthsidefw.org).

## DALE WATSON AND DUSTY MOATS

**FREE** The Texas country singer-songwriters are this weekend's featured concert at Levitt Pavilion in Arlington. Pack a picnic or buy concessions on-site. Lawn chairs, picnic blankets and leashed dogs are welcome. Alcoholic beverages are allowed; no glass containers. Free parking will be available at nearby lots. Upcoming concerts include genres such as Americana, country, rock, Tejano and more.

■ June 9 at 7:30 p.m. at Levitt Pavilion, 100 W. Abram St., Arlington. Free admission. [levittpavilionarlington.org](http://levittpavilionarlington.org).

*Compiled by Norma Cavazos and Shannon Sutlief*

## Urban Fun in the Grasslands

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 [meetingsmags.com/texas/tx\\_places/tx\\_destinations/urban-fun-in-the-grasslands](https://meetingsmags.com/texas/tx_places/tx_destinations/urban-fun-in-the-grasslands)

June 28, 2023

### TX PlacesTX Destinations

Find championship sports teams, scenic views, and Western charm in the sprawling cities of the Prairies and Lakes region

**By Amy Durham**

June 28, 2023

Between the dusty plains of the West Texas Panhandle and the lush forests of the Piney Woods in East Texas, a 45,000-square-mile region stretches from north to south from the Oklahoma border down to Cuero, just east of San Antonio. Drive through the countryside in this transitional area of the state and you'll find woodlands of oak, pecan, and cottonwood trees dotted among the miles and miles of grassland prairie.

The Dallas-Fort Worth metroplex is the most well-known urban center in the area, but small cities and towns scattered throughout the region are full of character. The Prairies and Lakes region is so large, it would be hard to see it all at once, so *Texas Meetings + Events* rounded up some of the highlights for your group.

### **On the Prairie**

If you want an Instagrammable moment in the Lone Star State, the Fort Worth Stockyards is the place to visit. Fort Worth is located along the former Chisolm Trail, a major route in late 19th-century cattle drives, and a current favorite for events. "Attendees can experience traditional Texas culture," says Amy Brown, senior vice president of sales and services at Visit Fort Worth. "Watch the brave bull riders at the world's only year-round rodeo. Admire the world's only twice-daily cattle drive, the Fort Worth Herd. Or dance the night away at Billy Bob's Texas, the world's largest honky-tonk."



Line-dancing lessons at Billy Bob's Texas in Fort Worth || Courtesy of Visit Fort Worth

South of Fort Worth, visit Cleburne's Chisholm Trail Outdoor Museum and spend time at the Big Bear Native American Museum that commemorates the stories of Native Americans in North America from their arrival over 13,000 years ago to the present. Stop and smell the wildflowers along the streets of historic downtown Waxahachie, the Crape Myrtle Capital of Texas, lined with hundreds of blooming pink crape myrtles in late spring. Drive 20 minutes to Ennis, the official Bluebonnet City of Texas, and hike miles of trails lined with fields of the purple- and blue-colored flowers.

At the southern end of the region, Texas A&M University sits in College Station, where the vibe is energetic with live music every weekend and restaurants that cater to comfort food and the beer crowd. Finally, cool down with a stop at the Blue Bell ice creamery in Brenham, where you can sample all the just-like-homemade flavors—and a few you can't get anywhere else.

### **Near the Water**

The Prairies and Lakes name gives it away—there are a lot of lakes in the region. Even in the Dallas-Fort Worth metroplex, water features are a big part of city planning—like in Las Colinas, a neighborhood in Irving. "Las Colinas features 56 lakes and Venetian-like canals;

tree-lined, cobblestone walkways; and old-world charm,” says Lori Sirman, communications manager at the Irving Convention and Visitors Bureau.



The Irving Convention Center || Courtesy of Visit Irving

In central Texas, Waco straddles the Brazos River with a suspension bridge built during the heyday of the Chisolm Trail. Baylor University fills the small city with youthful energy, and Chip and Joanna Gaines’ Magnolia Market at the Silos has made Waco a sought-out destination for shopping and home renovation fans. South on Interstate 35, Salado is an artsy, diverse town, home to one of Texas’ oldest hotels, the Stagecoach Inn. The spring-fed creek that runs through the area is a favorite swimming hole in the summer. Artists at work in their galleries line the historic district streets, earning the village a Cultural District Designation by the Texas Commission on the Arts.

Area lakes and state parks offer a variety of outdoor activities. Lake Fork near Mineola and Lake Ray Roberts near Sanger both attract fishing enthusiasts. Cedar Hill State Park is bordered by Joe Pool Lake, Cedar Mountain Nature Preserve, and Dogwood Canyon Audubon Center, creating a haven for wildlife and a refuge for busy visitors in need of some downtime. At Dinosaur Valley State Park in Glen Rose, you can literally step into the

footprints of dinosaurs that were left in the Paluxy riverbed over 100 million years ago. The tracks are best seen in summer when part of the river will be dry, and kayaking and camping are available year-round.

## **At the Arena**

The Prairies and Lakes region is a top choice for sports fans. With multiple professional teams, Dallas was ranked first in the 2023 list of top U.S. cities good for sports business by Sports Business Journal. The NFL's Dallas Cowboys practice in Frisco at a 91,000-square-foot facility, The Star. Both Major League Soccer's FC Dallas and the NHL's Dallas Stars have their practice headquarters in Frisco, too. The Dallas Mavericks play NBA games at The American Airlines Center in downtown Dallas to sold-out crowds.



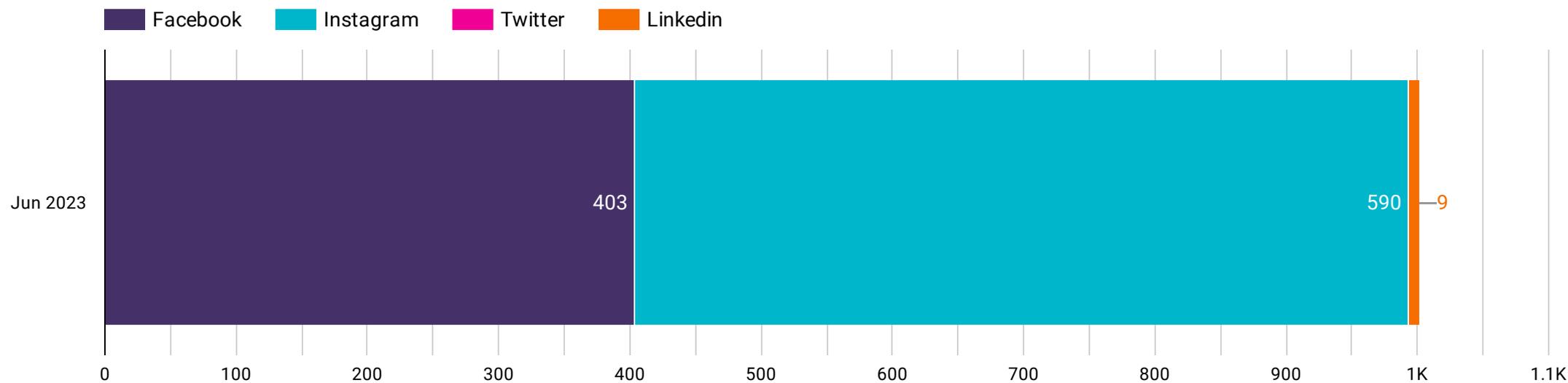
Dallas is the ninth-largest city in the country and the third-largest in Texas. || Courtesy of Visit Dallas

If you're in Arlington, watch MLB's Texas Rangers play ball at Globe Life Field, or get tickets to see the Dallas Wings WNBA team shoot hoops at College Park Center. For something a little different, the Texas Motor Speedway is home to NASCAR races—you can even drive a race car for up to 40 laps.

With all this action, so much natural beauty, and the lure of Western culture, the Prairies and Lakes region is sure to provide visitors a true Texas adventure they won't soon forget.

Summer 2023

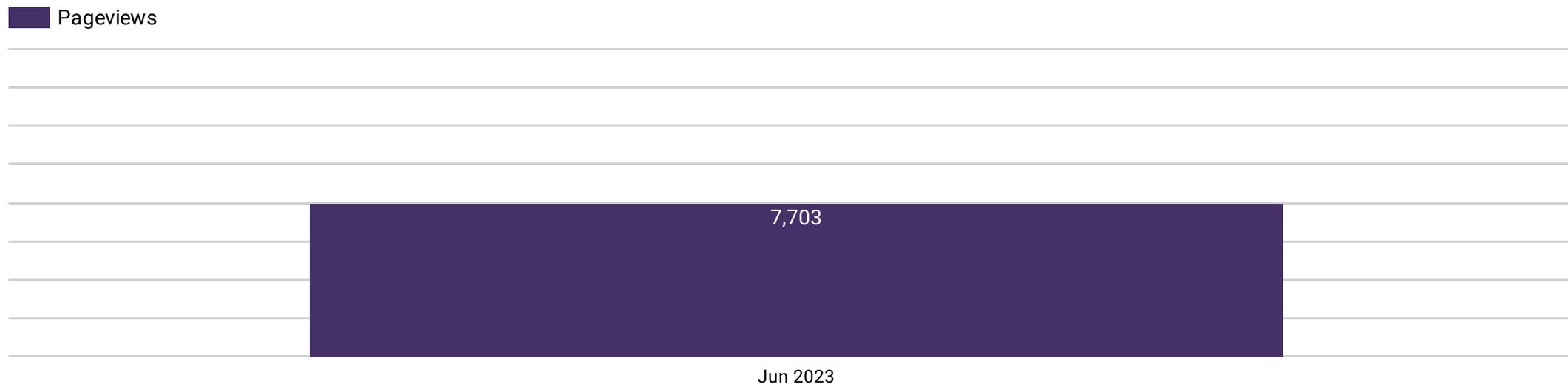
## Additional Social Media Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	102,527	17,516	null	null	120,043
CC	18,672	2,865	null	null	21,537
<b>Grand Total</b>	<b>121,199</b>	<b>20,381</b>	<b>0</b>	<b>0</b>	<b>141,580</b>

## Blog Pageviews



## Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/uniquely-irving-eateries-momo-spot/	779	689	00:06:32	57.04%
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	764	675	00:06:21	34.17%
3.	/blog/stories/post/top-places-to-lock-lips-in-irving/	666	592	00:07:38	35.04%
4.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	343	314	00:07:06	33.83%
5.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	310	281	00:21:31	34.64%
6.	/blog/	279	234	00:01:14	35.8%
7.	/blog/stories/post/where-to-cool-off-this-summer-at-irving-facilities/	244	230	00:11:06	43.86%
8.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	232	209	00:06:16	25.74%
9.	/blog/stories/post/best-places-to-dine-with-a-view-in-irving/	168	151	00:04:07	16.88%
10.	/blog/stories/post/four-fun-ways-to-play-on-the-water-in-irving/	164	140	00:04:09	24.04%

# Email Performance Overview

Campaign Type: L... (1) ▾

Jun 1, 2023 - Jun 30, 2023 ▾

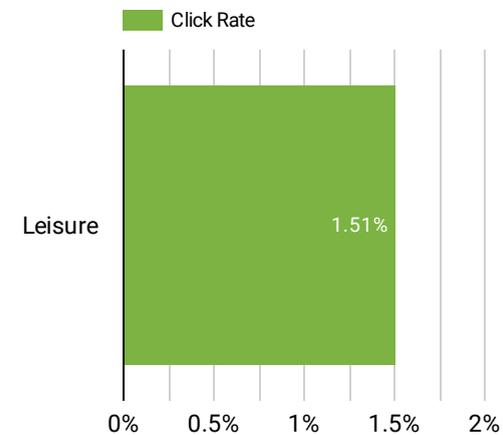
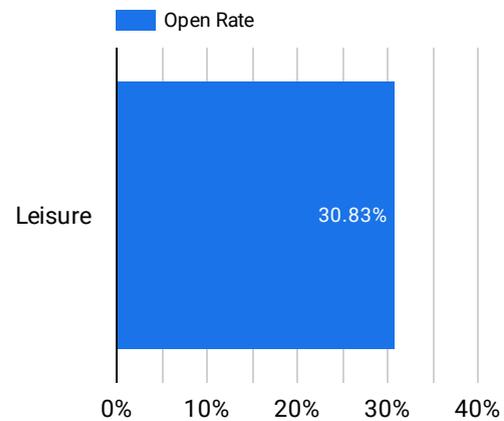
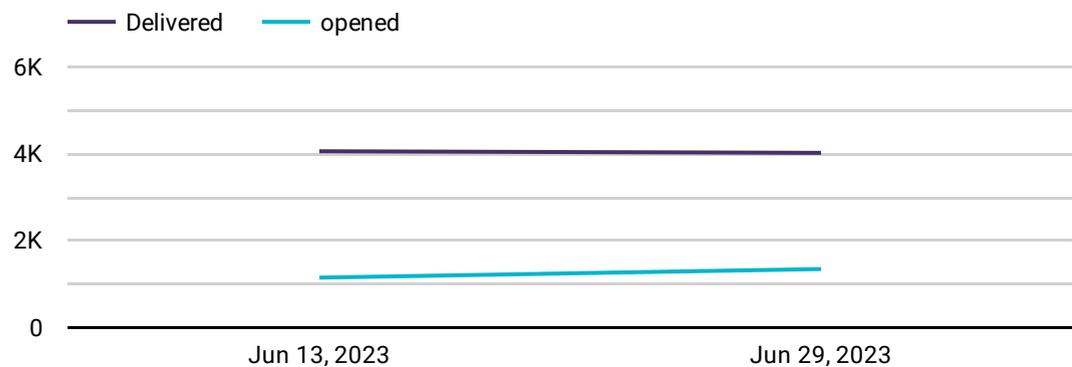
## Newsletter Performance

Delivery Rate  
**97.05%**

Open Rate  
**30.83%**

Click Rate  
**1.51%**

CTOR  
**4.90%**



## Email List

Date ▾	Campaign Type	Email Title	Sender Email	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1... Jun 2023	Leisure	Leisure Newsletter - J...	info@irvingtexas.co...	4,219	4,053	96.07%	1,145	28.25%	51	1.26%	4.45%	166
2... Jun 2023	Leisure	Leisure Newsletter - J...	info@irvingtexas.co...	4,095	4,016	98.07%	1,343	33.44%	71	1.77%	5.29%	79
<b>Grand total</b>				<b>8,314</b>	<b>8,069</b>	<b>97.05%</b>	<b>2,488</b>	<b>30.83%</b>	<b>122</b>	<b>1.51%</b>	<b>4.9%</b>	<b>245</b>

# Social Media Overview

Organization: CVB (1) ▾

Jun 1, 2023 - Jun 30, 2023 ▾

## Total All Platforms

Total Followers

120,043

Facebook Instagram Twitter LinkedIn



Total Impressions

1,797,086

↓ -2,711,197

Facebook Instagram Twitter LinkedIn



Total Engagements

91,794

↓ -43,795

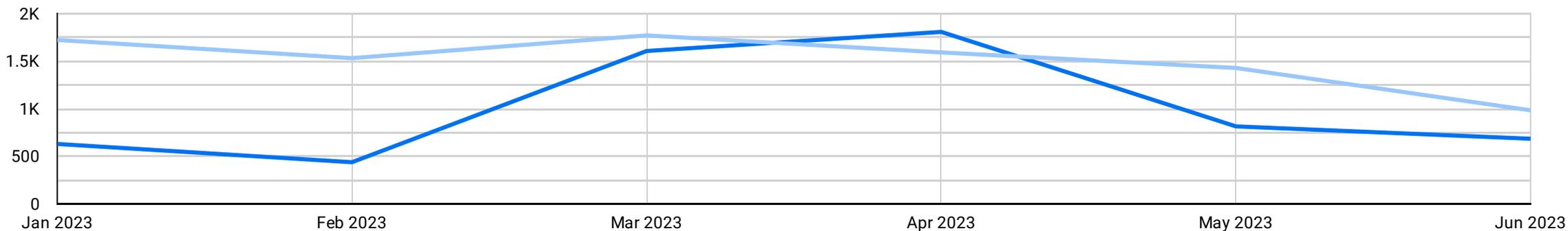
Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	102,527		17,516		0		0	
<b>Impressions</b>	905,722	-1,024,314 ↓	890,954	-30,936 ↓	17	15 ↑	393	-168 ↓
<b>Engagements</b>	16,978	-24,387 ↓	74,796	-9,532 ↓	2	-1 ↓	18	-15 ↓
<b>Net Followers</b>	199	-255 ↓	481	127 ↑	-	-	6	-2 ↓

— Total Net Followers — Total Net Followers (previous year)



# Social Media Overview

Organization: CC (1) ▾

Jun 1, 2023 - Jun 30, 2023 ▾

## Total All Platforms

Total Followers  
**21,537**



Total Impressions  
**538,323**  
↓ -303,980

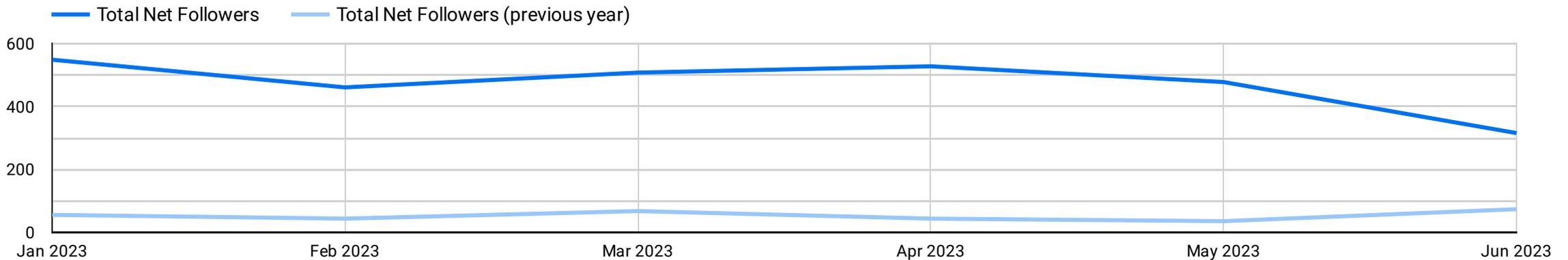


Total Engagements  
**46,943**  
↓ -16,093



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	18,672		2,865		0		0	
<b>Impressions</b>	434,149	-385,746 ↓	104,113	18,805 ↑	11	10 ↑	50	-80 ↓
<b>Engagements</b>	38,180	-25,747 ↓	8,761	2,019 ↑	2	2 ↑	0	-37 ↓
<b>Net Followers</b>	204	-222 ↓	109	60 ↑	-	-	3	0





**DATE:** July 19, 2023  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** STR and AirDNA Data Reports – June Data

**STR**

Irving's hotel occupancy rate for June was 72.8% which is higher than the US. When comparing the current month's occupancy numbers to last year, Irving's occupancy slightly decreased 1.5%, while Texas figures increased 0.3% and the US figures decreased 0.4% for the month. Demand for the current period decreased 0.4% and YTD increased 4.6% over last year, while STR data reflects a 1.5% decrease for the current period and a 3.9% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$122.74, up 4.3% in June compared to last year, leaving Irving's YTD average daily rate at \$123.67, up 9.4% over last year.

As you review the current data, please remember that this time last year, confidence in traveling had not yet completely returned. While the data may reflect an uptick from last year's lowest times, it should definitely not be mistaken for a complete recovery.

**AirDNA**

For the month of June, there were 600 available listings in Irving which was an 8.5% increase in listings over last year's figure of 553. The average daily rate for June was \$225.10, which was an increase of 6.85% over last year, with an occupancy percentage of 64.8%, which was an increase of 4.17% compared to last year.

For the hotel comparable subset, the average daily rate for June was \$114.22, a decrease of 1.63% from last year, with occupancy at 66.8%, an increase of 3.21% from last year.

All STR & AirDNA graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).

# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: June 2023

	Current Month - June 2023 vs June 2022													Year to Date - June 2023 vs June 2022										
	Occ %		ADR		RevPAR		Percent Change from June 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.7	69.9	158.40	154.81	110.33	108.23	-0.4	2.3	1.9	2.2	0.3	-0.1	62.9	61.4	154.45	145.40	97.08	89.33	2.3	6.2	8.7	9.0	0.3	2.6
Texas	66.4	66.2	117.86	116.70	78.28	77.31	0.3	1.0	1.3	2.2	0.9	1.2	64.1	62.2	119.60	112.56	76.72	70.07	3.0	6.3	9.5	10.4	0.8	3.9
Atlanta, GA	67.9	70.2	128.16	124.02	87.03	87.01	-3.2	3.3	0.0	1.4	1.4	-1.8	66.7	64.8	127.50	115.76	85.00	75.02	2.9	10.1	13.3	14.7	1.2	4.1
Arlington, TX	72.1	72.8	108.84	106.59	78.51	77.54	-0.8	2.1	1.2	3.0	1.7	0.9	69.2	67.7	107.43	102.10	74.36	69.13	2.2	5.2	7.6	9.4	1.7	4.0
Charlotte, NC	67.6	69.6	123.24	121.82	83.34	84.78	-2.8	1.2	-1.7	-2.5	-0.8	-3.6	65.8	62.3	124.24	114.96	81.77	71.65	5.6	8.1	14.1	13.2	-0.8	4.7
Fort Worth, TX+	67.4	68.4	126.63	116.14	85.36	79.50	-1.5	9.0	7.4	7.2	-0.2	-1.7	69.1	66.8	132.24	119.86	91.39	80.02	3.5	10.3	14.2	14.3	0.1	3.6
Frisco, TX+	67.3	75.4	167.33	151.37	112.57	114.07	-10.7	10.5	-1.3	11.7	13.2	1.1	66.6	62.6	161.45	142.97	107.55	89.48	6.4	12.9	20.2	25.7	4.6	11.3
Grapevine, TX+	82.3	81.4	211.63	212.54	174.22	172.97	1.2	-0.4	0.7	0.8	0.0	1.2	76.5	71.0	203.50	194.92	155.71	138.34	7.8	4.4	12.6	12.6	0.0	7.8
Irving, TX+	72.8	73.9	122.74	117.64	89.37	86.96	-1.5	4.3	2.8	4.5	1.7	0.2	70.8	68.1	123.67	113.04	87.56	77.00	3.9	9.4	13.7	15.2	1.3	5.3
Nashville, TN	75.2	76.3	187.25	181.90	140.84	138.77	-1.4	2.9	1.5	3.8	2.3	0.8	69.9	67.4	180.33	167.14	126.00	112.61	3.7	7.9	11.9	15.7	3.4	7.2
Phoenix, AZ	62.7	62.1	125.15	122.96	78.45	76.32	1.0	1.8	2.8	3.1	0.3	1.3	72.7	71.2	199.27	177.94	144.88	126.70	2.1	12.0	14.4	14.3	-0.0	2.1
San Jose, CA+	66.0	71.9	161.21	169.89	106.47	122.08	-8.1	-5.1	-12.8	-10.8	2.3	-6.0	61.8	59.8	158.19	144.39	97.74	86.28	3.4	9.6	13.3	22.0	7.7	11.4

Competitive Set Comparison												
	Actual Figures						Percent of Change from Last Year					
	Current Month			Year-To-Date			Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	69.6	143.30	99.71	56.2	117.11	65.77	47.7	40.2	107.0	28.6	8.6	39.6
Texas	65.7	105.97	69.67	59.2	92.24	54.60	49.7	38.6	107.5	30.3	6.3	38.4
Irving	65.6	98.71	64.73	56.2	87.07	48.95	91.6	37.5	163.4	31.3	-7.6	21.3
Best USA	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Grpvine	Nshville	Nshville	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20	145.5	69.0	227.7	43.4	13.8	42.5
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20	145.5	51.9	189.4	43.4	13.8	42.5
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose
	54.5	98.71	63.05	43.6	87.07	46.34	40.9	11.7	79.6	10.6	-31.8	-24.6
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving
	60.8	98.71	64.73	52.3	87.07	48.95	44.1	17.9	118.9	25.2	-7.6	21.3

Note: "Best" and "Worst" notations above refer to destinations within this competitive set only

A blank row indicates insufficient data.

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## Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: June 2023

	Current Month - June 2023 vs June 2022											Year to Date - June 2023 vs June 2022												
	Occ %		ADR		RevPAR		Percent Change from June 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	72.8	73.9	122.74	117.64	89.37	86.96	-1.5	4.3	2.8	4.5	1.7	0.2	70.8	68.1	123.67	113.04	87.56	77.00	3.9	9.4	13.7	15.2	1.3	5.3
Luxury/Full Service Irving+	71.6	71.5	165.31	160.61	118.37	114.83	0.2	2.9	3.1	3.0	-0.1	0.1	71.2	65.6	168.87	155.88	120.18	102.33	8.4	8.3	17.4	17.4	-0.0	8.4
All Suite/Extended Stay Irving+	79.2	76.1	102.79	97.98	81.42	74.59	4.0	4.9	9.1	16.0	6.2	10.5	74.5	71.2	101.04	92.76	75.29	66.05	4.6	8.9	14.0	19.5	4.9	9.7
Limited Service Irving+	73.0	80.1	119.43	109.76	87.20	87.87	-8.8	8.8	-0.8	-0.8	0.0	-8.8	73.7	73.8	116.06	104.69	85.58	77.21	-0.0	10.9	10.8	10.8	0.0	-0.0
Budget Irving+	64.8	70.3	69.36	68.31	44.97	48.00	-7.7	1.5	-6.3	-6.3	0.0	-7.7	61.8	63.8	68.27	65.45	42.18	41.75	-3.1	4.3	1.0	1.1	0.0	-3.1
Las Colinas+	71.6	71.5	139.63	137.60	99.91	98.34	0.1	1.5	1.6	5.8	4.2	4.3	69.3	64.9	141.69	131.36	98.15	85.28	6.7	7.9	15.1	19.9	4.2	11.2
DFW North+	76.9	78.7	119.07	111.36	91.56	87.63	-2.3	6.9	4.5	4.4	-0.1	-2.4	76.5	74.0	118.97	107.22	91.04	79.36	3.4	11.0	14.7	13.2	-1.3	2.0
DFW South+	70.3	72.3	100.44	95.76	70.57	69.22	-2.8	4.9	1.9	2.0	0.0	-2.8	66.9	66.3	100.54	93.49	67.29	62.02	0.9	7.5	8.5	8.5	0.0	0.9
Full Service Las Colinas+	68.7	68.4	202.07	200.21	138.87	136.87	0.5	0.9	1.5	1.3	-0.2	0.3	65.6	59.6	211.20	197.71	138.57	117.90	10.0	6.8	17.5	17.4	-0.1	9.9
Limited Service Las Colinas+	73.5	73.8	98.82	93.95	72.67	69.34	-0.4	5.2	4.8	12.6	7.4	7.0	71.8	68.9	97.24	88.14	69.85	60.73	4.2	10.3	15.0	23.6	7.4	12.0
Full Service DFW North+	75.2	74.6	147.50	140.10	110.98	104.54	0.8	5.3	6.2	6.2	0.0	0.8	79.4	72.5	148.88	136.00	118.20	98.65	9.5	9.5	19.8	19.8	0.0	9.5
Limited Service DFW North+	78.0	81.3	101.33	94.34	79.01	76.71	-4.1	7.4	3.0	2.8	-0.2	-4.3	74.6	75.0	97.98	89.26	73.11	66.92	-0.5	9.8	9.3	6.8	-2.2	-2.7
Full Service DFW South+																								
Limited Service DFW South+	69.3	71.7	92.71	88.56	64.26	63.49	-3.3	4.7	1.2	1.2	0.0	-3.3	65.1	65.4	92.49	86.73	60.25	56.73	-0.4	6.6	6.2	6.2	0.0	-0.4

AirBNB Data	Percent Change from Prior Year											Percent Change from Prior Year YTD												
	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	64.8	62.2	225.10	210.66	145.92	131.09	4.17	6.85	11.31	-8.6	-6.5	-2.5	56.5	59.58	215.85	210.23	122.05	125.24	-5.08	2.67	-2.55	11.6	24.2	17.1
Hotel Comparable	66.8	64.73	114.22	116.12	76.31	75.16	3.21	-1.63	1.53	-41.3	-42.2	-40.4	58.9	63.77	111.68	112.46	65.81	71.72	-7.59	-0.69	-8.23	-12.4	-4.6	-11.8

Available Listings	2023	2022	% Chg
Entire Place	329	363	(9.4)
Private Room	178	136	30.9
Shared Room	93	54	72.2
Total Available Listings	600	553	8.5

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12907	11479
Luxury/Full Service Irving+	16	14	4844	4244
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1792	1792
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5479	5143
DFW North+	25	25	3904	3904
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2255	2255
Limited Service Las Colinas+	24	23	3224	2888
Full Service DFW North+	4	4	1533	1533
Limited Service DFW North+	21	21	2371	2371
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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## Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001	74.1	295,894	799,475	4.6%	9.8%	5.0%	9.4%
April	74.5	286,896	1,014,897	73.5	285,997	1,085,472	-0.3%	7.0%	-0.4%	6.7%
May	71.2	280,494	1,295,391	71.1	284,376	1,369,848	1.4%	5.7%	0.1%	5.2%
June	74.3	283,046	1,578,437	72.8	281,951	1,651,799	-0.4%	4.6%	-1.5%	3.9%
July	66.3	265,307	1,843,744							
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

# Irving, Texas & United States Comparison

## June 2023

Irving	A.D.R.				OCCUPANCY				RevPAR												
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg									
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%									
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%									
MAR	121.23	8.8%	120.46	12.7%	74.1%	5.0%	68.8%	9.4%	89.89	14.3%	82.90	23.3%									
APRIL	127.59	7.5%	122.84	11.5%	73.5%	-0.4%	70.0%	6.7%	93.82	7.1%	86.00	18.9%									
MAY	127.15	7.1%	123.80	10.5%	71.1%	0.1%	70.4%	5.2%	90.36	7.3%	87.20	16.3%									
JUNE	122.74	4.3%	123.67	9.4%	72.8%	-1.5%	70.8%	3.9%	89.37	2.8%	87.56	13.7%									
JULY																					
AUGUST																					
SEPTEMBER																					
OCTOBER																					
NOVEMBER																					
DECEMBER																					
12 mo. rolling averages:													ADR	119.91	11.4%	Occupancy	68.6%	6.0%	RevPAR	82.26	18.1%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR	126.44	7.0%	118.45	10.2%	69.0%	2.5%	63.0%	6.4%	87.29	9.6%	74.62	17.2%
APRIL	123.88	5.5%	119.95	8.9%	65.9%	0.0%	63.7%	4.6%	81.62	5.5%	76.43	13.9%
MAY	119.79	2.2%	119.94	7.4%	63.7%	0.0%	63.7%	3.7%	76.34	2.3%	76.40	11.3%
JUNE	117.86	1.0%	119.60	6.3%	66.4%	0.3%	64.1%	3.0%	78.28	1.3%	76.72	9.5%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

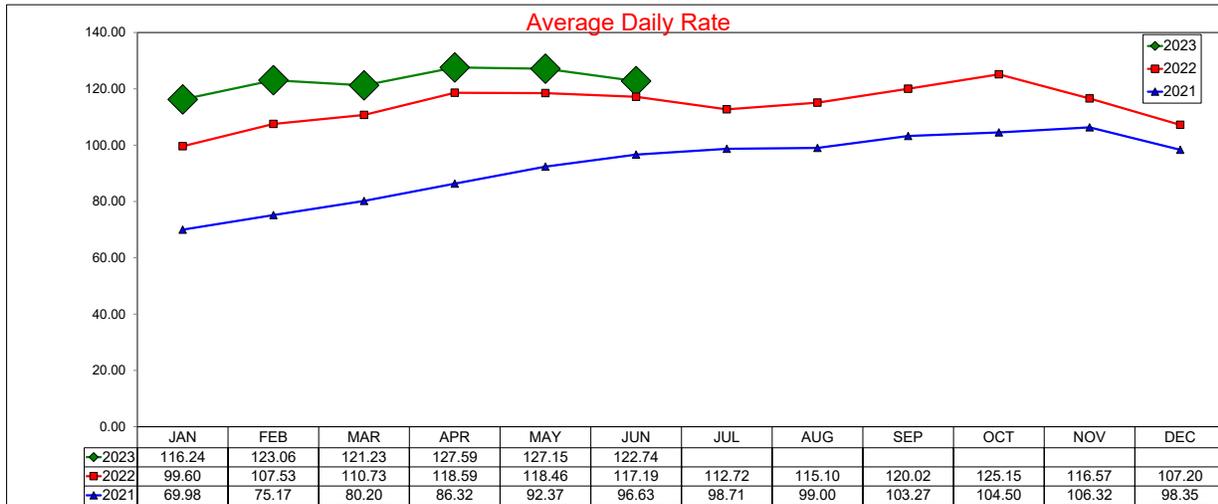
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	65.3%	2.4%	59.3%	5.9%	103.35	10.4%	89.69	16.7%
APRIL	155.77	3.4%	152.68	8.3%	64.4%	-1.4%	60.6%	3.9%	100.39	1.9%	92.59	12.5%
MAY	156.25	3.8%	153.51	7.2%	64.8%	-0.2%	61.5%	3.0%	101.31	3.7%	94.40	10.4%
JUNE	158.40	2.3%	154.45	6.2%	69.7%	-0.4%	62.9%	2.3%	110.33	1.9%	97.08	8.7%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

Note: The "Change %" column refers to the change from the prior year's figure.

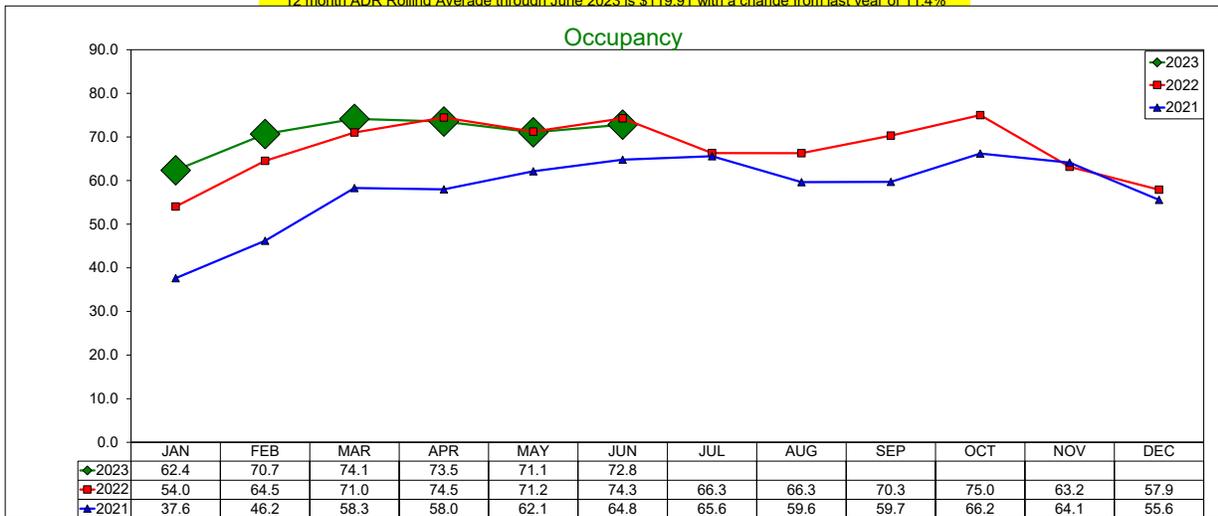
SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

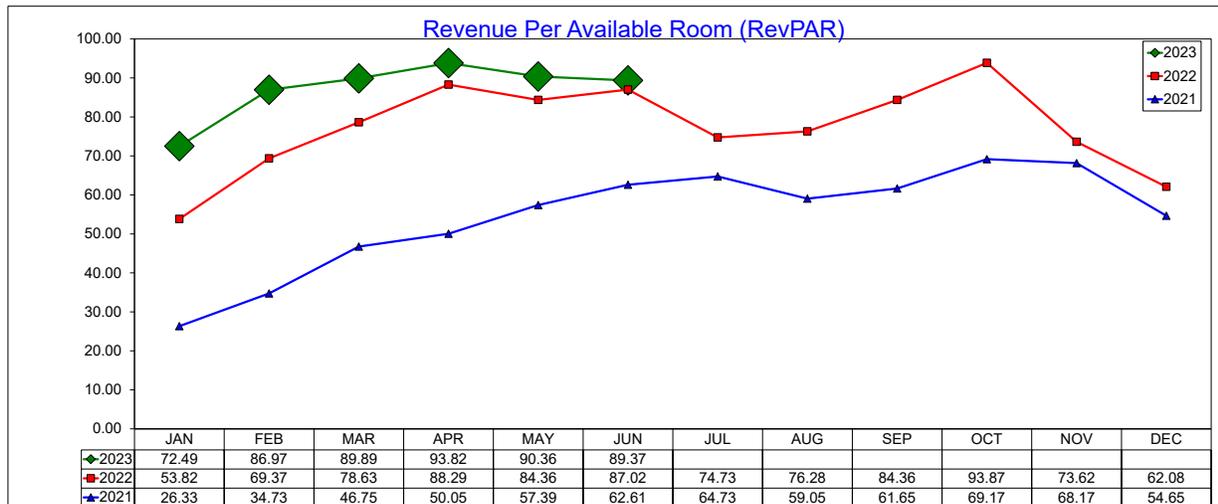
June 2023



12 month ADR Rolling Average through June 2023 is \$119.91 with a change from last year of 11.4%



12 month Occupancy Rolling Average through June 2023 is 68.6% with a change from last year of 6.0%



12 month RevPAR Rolling Average through June 2023 is \$82.26 with a change from last year of 18.1%

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

## Monthly & YTD AirDNA Data June 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR	221.25	0.1%	211.76	-3.8%	57.0%	-4.6%	50.9%	-6.8%	126.18	-4.5%	107.85	-10.3%
APRIL	219.02	5.8%	214.09	-0.9%	59.8%	-4.0%	53.5%	-5.9%	131.02	1.6%	114.50	-6.7%
MAY	213.80	9.6%	214.02	1.9%	61.5%	-5.3%	55.2%	-6.4%	131.41	3.7%	118.04	-4.6%
JUNE	225.10	6.9%	215.85	2.7%	64.8%	4.2%	56.5%	-5.1%	145.92	11.3%	122.05	-2.5%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

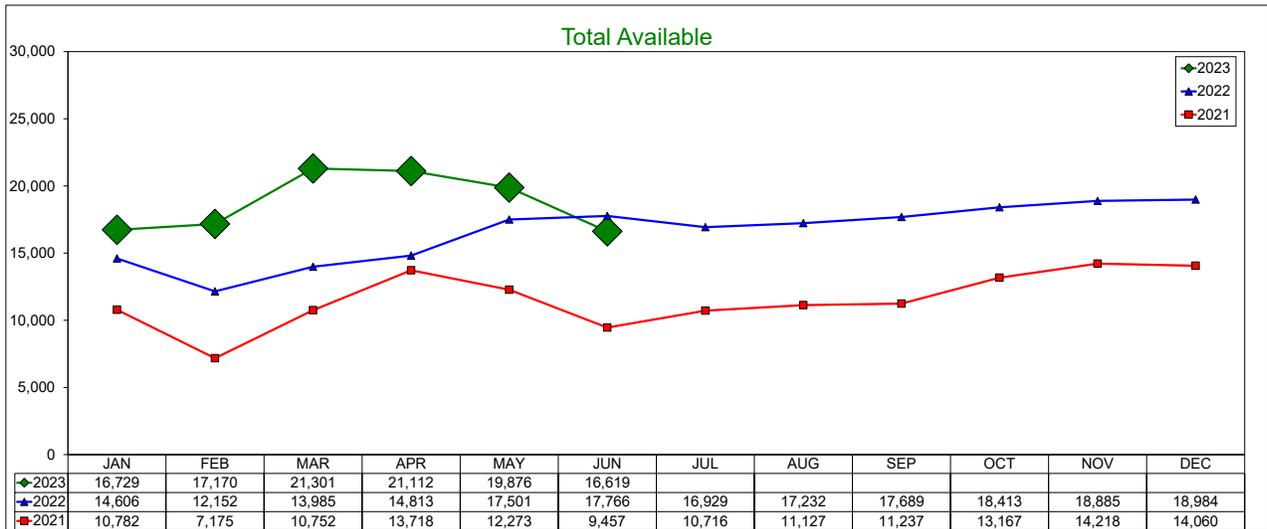
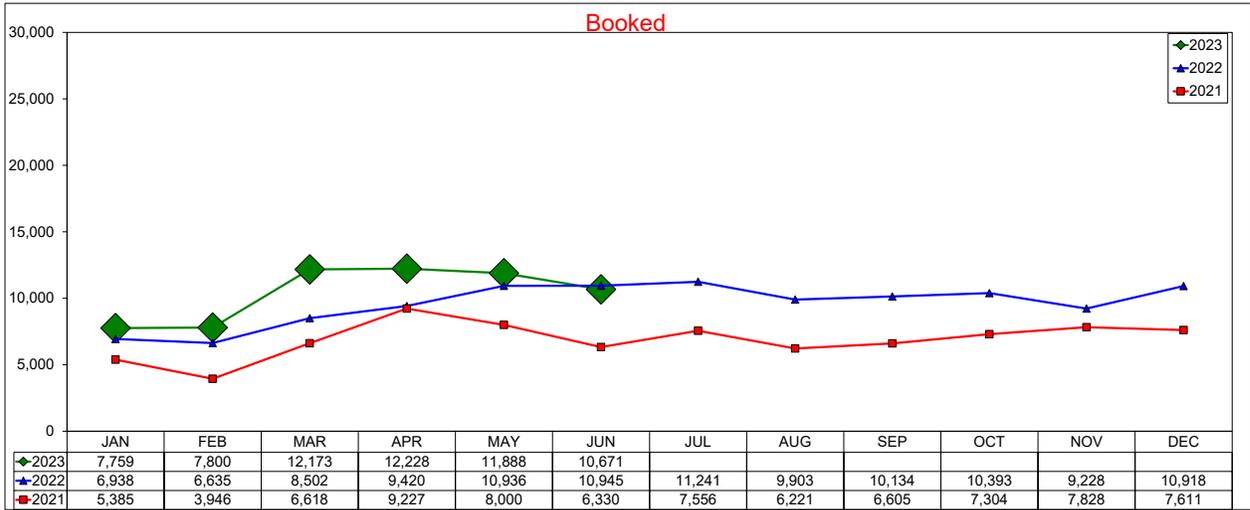
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-0.2%	107.16	-1.2%	56.0%	-8.7%	52.5%	-10.8%	62.78	-9.0%	56.24	-11.9%
APRIL	114.53	2.3%	109.76	0.1%	62.9%	-0.3%	55.7%	-7.5%	72.02	2.0%	61.17	-7.5%
MAY	116.02	0.9%	111.24	-0.2%	65.4%	-8.4%	57.8%	-9.1%	75.88	-7.5%	64.24	-9.2%
JUNE	114.22	-1.6%	111.68	-0.7%	66.8%	3.2%	58.9%	-7.6%	76.31	1.5%	65.81	-8.2%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

Note: The "Change %" column refers to the change from the prior year's figure.

# AirDNA - Room Nights - Entire Place

## June 2023

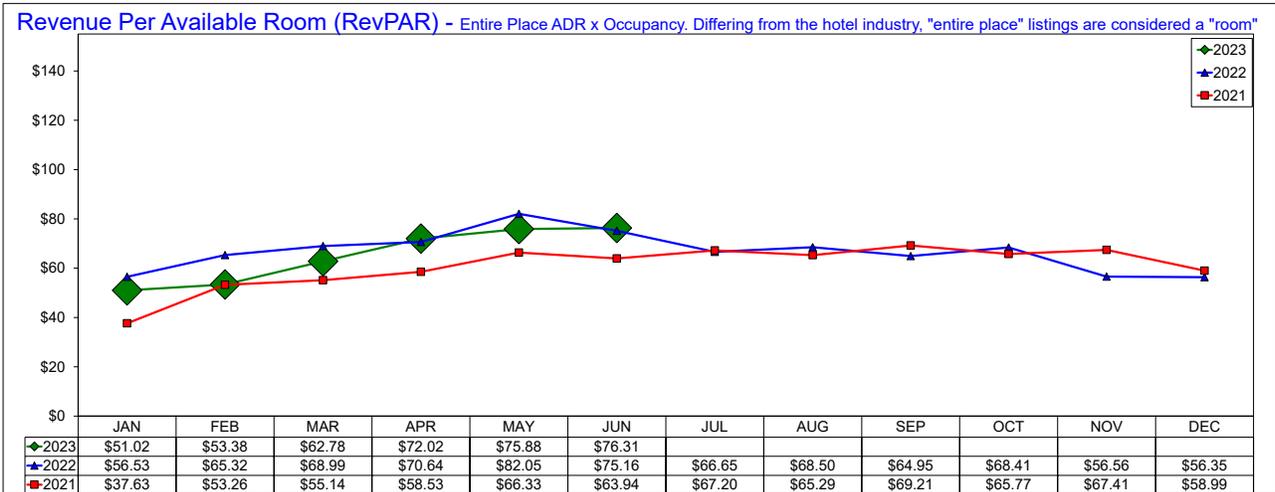
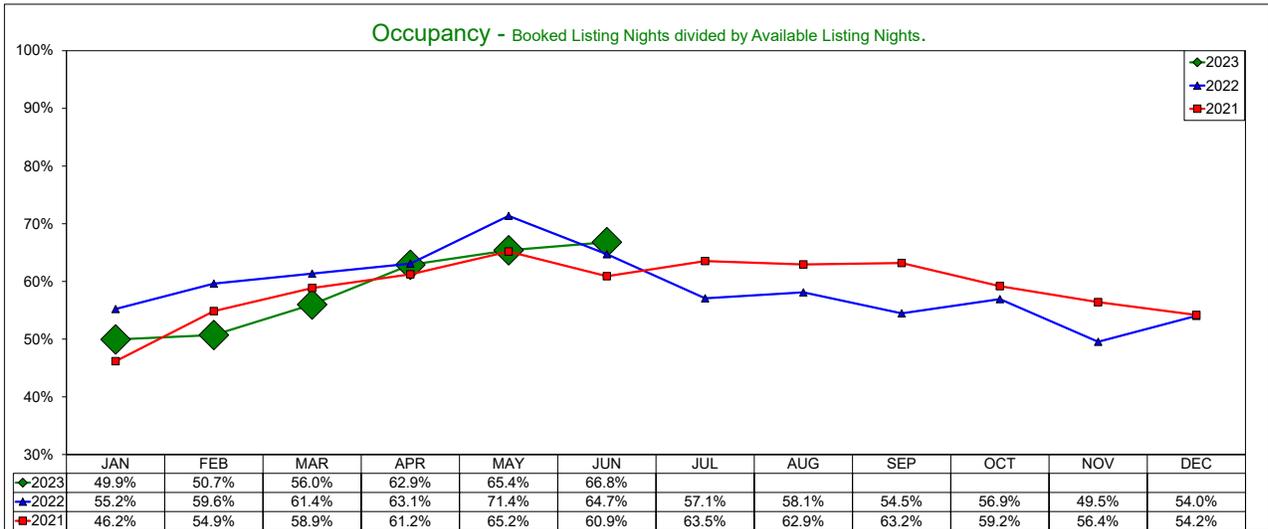
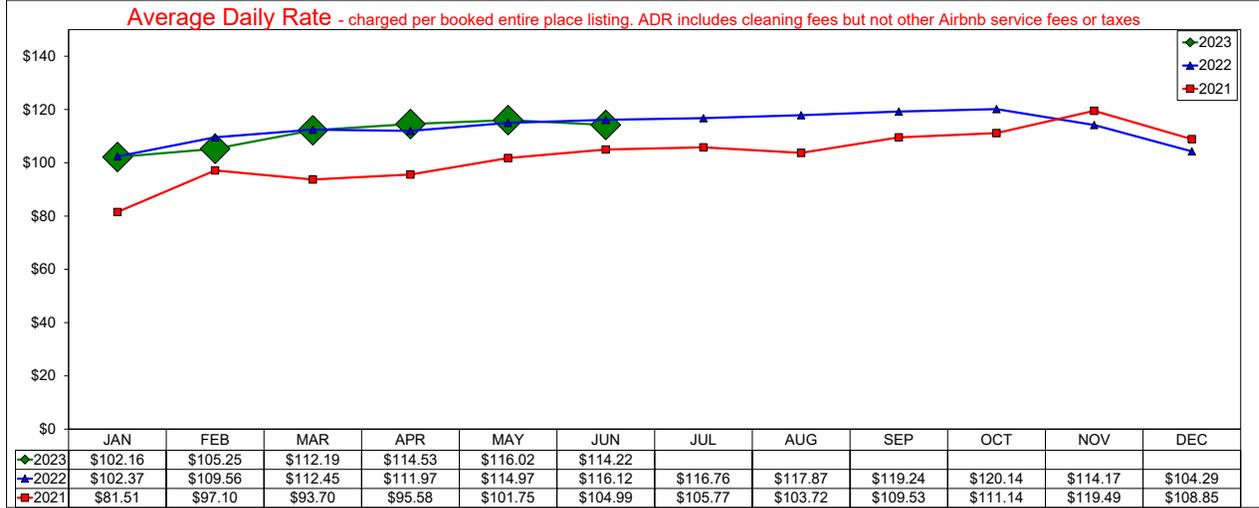
Listing Nights multiplied by the number of bedrooms in each listing



# AirDNA - Hotel Comparable Subset

## June 2023

Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels



**2023 - 2022 - 2021 COMPARISON**  
**Occupancy/ADR/RevPAR**

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February	70.70	64.50	46.20	\$123.06	\$107.53	\$75.17	\$86.97	\$69.37	\$34.73
March	74.10	71.00	58.30	\$121.23	\$110.73	\$80.20	\$89.89	\$78.63	\$46.75
April	73.50	74.50	58.00	\$127.59	\$118.59	\$86.32	\$93.82	\$88.29	\$50.05
May	71.10	71.20	62.10	\$127.15	\$118.46	\$92.37	\$90.36	\$84.36	\$57.39
June	72.80	74.30	65.60	\$122.74	\$117.19	\$98.71	\$89.37	\$87.02	\$64.73
July		66.30	65.60		\$112.72	\$98.71		\$74.73	\$64.73
August		66.30	59.60		\$115.10	\$99.00		\$76.28	\$59.05
September		70.30	59.60		\$120.02	\$103.46		\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 24, 2023**

**CONVENTION CENTER  
MANAGEMENT REPORTS**

July 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 <b>Steubenville Lone Star...</b> 23-06-470-556917 De finite	26 <b>Pri-Med Access 2023</b> 23-06-470-556624 De finite  <b>ICVB Board of Directo...</b> 1514-65-65-27745 De finite	27	28 <b>Linehaul Summit, LLC</b> 1514-65-65-25280 De finite	29	30	1 <b>IMEP Conference</b> 1514-65-65-28897 De finite  <b>UDCATE Annual Expo 2...</b> 1514-65-65-30079 De finite
2 <b>UDCATE Annual Expo 2...</b> 1514-65-65-30079 De finite	3	4 Independence Day	5	6 <b>Swim Spa Blowout Expo</b> 1514-65-65-25887 De finite	7 <b>Kidz Con</b> 1514-65-65-25088 De finite	8
9 <b>Kidz Con</b> 1514-65-65-25088 De finite  <b>Swim Spa Blowout Expo</b> 1514-65-65-25887 De finite	10	11 <b>Handbell National Seminar</b> 1514-65-65-20609 De finite	12	13	14	15 <b>Dated Faded Worn Event</b> 1514-65-65-28831 De finite
16 <b>The Church Network Annual Meeting</b> 1514-65-65-20575 De finite  <b>Handbell National Se...</b> 1514-65-65-20609 De finite	17	18	19	20	21	22 <b>Dallas Black Expo</b> 1514-65-65-29407 De finite
23 <b>Building Professional Institute</b> 1514-65-65-22435 De finite	24 <b>ICVB Board of Directo...</b> 1514-65-65-27681 De finite  <b>Super Lunch 2023</b> 1514-65-65-28575 De finite	25	26	27 <b>Awakening Africa Expo</b> 1514-65-65-27551 De finite	28	29

August 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6 <b>Sneaker Exit</b> 1514-65-65-28959 De finite	7 <b>Job Fair</b> 1514-65-65-31135 De finite	8 <b>ICVB Destination Deve...</b> 1514-65-65-27521 De finite <b>Irving ISD Parking</b> 1514-65-65-31968 Tentative 1 <b>U.S. Secret Service</b> 1514-65-65-30016 Tentative 1	9 <b>Irving ISD Training</b> 1514-65-65-30719 De finite	10 <b>Texas Cornhole League Ryder Cup</b> 1514-65-65-26303 De finite	11	12
13 <b>Texas Cornhole Leagu...</b> 1514-65-65-26303 De finite	14	15	16	17	18	19
<b>Original Sewing &amp; Quilt Expo/North Texas Quilt Festival</b> 1514-65-65-17698 De finite						
			<b>ServiceNow Meeting</b> 1514-65-65-31423 De finite		<b>Association of Certifi...</b> 1514-65-65-28159 De finite	<b>Thomas Wedding Rece...</b> 1514-65-65-32033 Tentative 1
20 <b>Texas Total Rewards Conference 2023</b> 1514-65-65-25248 De finite	21	22	23 <b>DynaTen Meeting</b> 1514-65-65-31167 De finite <b>TEXSOM Conference</b> 1514-65-65-24196 De finite	24 <b>ABAT</b> 1514-65-65-25504 De finite	25	26
27 <b>TEXSOM Conference</b> 1514-65-65-24196 De finite <b>ABAT</b> 1514-65-65-25504 De finite	28 <b>ICVB Board of Directo...</b> 1514-65-65-27746 De finite	29	30	31 <b>BANT</b> 1514-65-65-25122 De finite	1	2

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
<b>TEXSOM Conference</b> 1514-65-65-24196 De finite			<b>BANT</b> 1514-65-65-25122 De finite			
<b>ABAT</b> 1514-65-65-25504 De finite	<b>ICVB Board of Directo...</b> 1514-65-65-27746 De finite					
3	4 <i>Labor Day</i>	5	6	7	8	9
<b>BANT</b> 1514-65-65-25122 De finite		<b>High Spirited Citizens ...</b> 1514-65-65-31456 De finite		<b>Fotona Ultra Performance Lasers</b> 1514-65-65-26335 De finite		
				<b>Swim Spa Blowout</b> 1514-65-65-27647 De finite		
					<b>Heart of Texas Body Building</b> 1514-65-65-25919 De finite	
10	11	12	13	14	15	16
<b>Swim Spa Blowout</b> 1514-65-65-27647 De finite			<b>Fiber Fest</b> 1514-65-65-19655 De finite			
<b>Fotona Ultra Perform...</b> 1514-65-65-26335 De finite	<b>PPAS Expo</b> 1514-65-65-29664 De finite		<b>Hiring Event May 2023</b> 1514-65-65-32064 Tentative 1	<b>DFWRIMS Annual Conf ...</b> 1514-65-65-28095 De finite	<b>The Great Harvest - Irv...</b> 1514-65-65-25855 De finite	
<b>The Sneaker Travelers</b> 1514-65-65-31007 Tentative 1		<b>Irving 360 Civic Academy</b> 1514-65-65-32001 De finite				
17	18	19	20	21	22	23
<b>Fiber Fest</b> 1514-65-65-19655 De finite		<b>CCST 2023 Annual Conference</b> 1514-65-65-26656 De finite				
			<b>2023 TPMA Southwest Foot and Ankle Conference</b> 1514-65-65-13844 De finite			
			<b>2023 North Texas State of Reform Health Policy C...</b> 1514-65-65-23585 De finite			

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29	30
<b>Chick-Fil-A</b> 1514-65-65-30111 De finite	<b>Cocina Sabrosa 2023</b> 1514-65-65-24991 De finite					
<b>Quince Expo</b> 1514-65-65-28863 De finite	<b>ICVB Board of Directo...</b> 1514-65-65-27680 De finite	<b>QuikT rip</b> 23-09-470-547762 De finite				
				<b>Biontx Event</b> 1514-65-65-28832 De finite		
				<b>MDA Unco rk a Cure Gala</b> 1514-65-65-28191 De finite		
					<b>Ultimate Women's Expo</b> 23-09-470-548113 De finite	
						<b>Special Education and ...</b> 1514-65-65-26975 De finite

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 24, 2023**

**INDUSTRY REPORTS /  
BOARD PARTNERS**

# Office-to-Residential Conversions Could Require Leap of Faith — and Government Help

For Cities Facing a Housing Shortage, the Logic Is Sound, but Barriers Are Real



The Fisher Building at 343 S. Dearborn St. in Chicago spent the first century of its life as an office building before being converted to apartments in the early 2000s. (CoStar)

By [Jay Lybik](#) and [Phil Mobley](#)  
CoStar Analytics

June 21, 2023 | 3:19 P.M.

For many Americans, the cost of housing can feel exorbitant, especially in some major metropolitan areas. Though growth in home prices and residential rents has leveled off since a mid-pandemic run-up, there is still a shortage of housing — and especially affordable housing — to accommodate the generation of young adults who are now ready to form new households.

Coinciding with this lack of affordable housing is record-high office vacancy, the result of a pandemic-driven demand shock that has left some offices in a near-existential crisis. Facing the possibility of the large-scale functional obsolescence of office buildings, a number of owners, city leaders and real estate industry professionals have put forth the notion of converting under-utilized offices into apartments.

On its face, the idea has obvious merit. But digging deeper into the details of past successful conversions shows that the rigid requirements that make such adaptive reuse financially feasible are likely to limit the scale of future conversion activity.

Developers with experience in conversions emphasize three factors that stand out in making an office a viable candidate for conversion: location, floorplate size and cost. Beyond these, there are also political considerations that can affect the feasibility of conversions.

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#### RELATED CONTENT

[The Path for Converting Office to Residential Is Narrow >>](#)

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As is always the case with real estate, everything starts with location. The cost of converting office buildings for residential use will be explored in more detail below, but industry practitioners say that the cost of conversions averages about 20% more than ground-up development. Given this, the premium rents that go with a truly irreplaceable location are crucial for a financially successful conversion.

It is also worth noting that multifamily converters compete with hotel developers for ideal sites. Over the past five years, CoStar has tracked 20 major office-to-hotel conversions across major central business districts.

## Shape Considerations

A building's physical characteristics is the next consideration. At the most basic level, apartment buildings require a shorter distance from the center to the exterior walls than do offices. This is to accommodate access to windows and emergency egress, as well as to

maximize the possibility of using existing elevators, staircases, plumbing, HVAC and other building systems.

This physical feasibility can be approximated by the size and shape of the building's floorplate, or footprint. Historically, office buildings that have worked best for conversions are rectangular, with floorplates ranging from 8,000 to 12,000 square feet.

It should be noted, however, that buildings with larger overall floorplates can still be good candidates if they are shaped like a capital "H," "I" or "L."

Age comes into play as well. Older buildings tend to work better, in part because they typically have smaller footprints. A CoStar examination of 34 office-to-multifamily conversions across the nation showed an average age of 93 years old.

Contemporary conversions aren't that different. Of the almost 30 conversion projects currently underway, the average age is 65 years.

Once a building clears the physical hurdles necessary for conversion, it must then meet financial conditions that will allow it to perform as a multifamily property. This implies that its current performance as an office will be poor enough that the prospective acquisition cost basis will allow for the necessary renovations to be performed and still have a cost-competitive multifamily property.

## Hard Costs

A recent [study by the Urban Land Institute](#) evaluated about 20 recent office-to-multifamily conversions deemed successful by the principals involved. An analysis of these projects shows the typical hard costs of retrofitting a building range from \$250,000 to \$300,000 per unit.

With the current average market price of a multifamily property at just under \$250,000, it is apparent that meeting the financial feasibility test will not be easy for most office buildings.

Real-world examples illustrate the practical difficulty in achieving financial feasibility. At the National Apartment Association's recent Apartmentalize conference, a converted office building in downtown Wilmington, Delaware, penciled out only because the developer was able to acquire it for just \$7 per square foot. Another developer at the conference said his firm targets an acquisition cost no higher than \$35 per square foot, or approximately \$35,000 per unit.

Even with the current softness of the office market, public incentives would likely be necessary to get most potential office conversion projects off the ground. One way local governments could support conversions and increase the housing supply would be to deploy tax incentives to increase the financial feasibility of some projects.

City leaders in several U.S. cities have held discussions of such incentives, and outside of the U.S., [cities such as Calgary](#) have demonstrated success.

But these public initiatives can be politically fraught. The example of New York is instructive. After discussions of public incentives to support conversions, the city, so far, has merely instituted the [Manhattan Commercial Revitalization Program](#), which provides tax relief for certain office buildings that invest in upgrades — but still function as offices.

These on-the-ground physical, financial and political realities mean that the actual number of suitable candidates for office-to-residential conversion is likely much lower than [some optimistic projections](#) suggest.

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BREAKING

# DeSantis' Controversial Policies Spark Florida Convention Cancellations—As Tourism Shows Signs Of Slowing

Alison Durkee Forbes Staff

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Jul 10, 2023, 12:45pm EDT

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**TOPLINE** A growing number of conventions and conferences are refusing to hold events in Florida in response to the state's political climate, as Republican Gov. Ron DeSantis and state lawmakers' controversial policies involving LGBTQ rights and race have prompted a backlash that could hurt a key part of Florida's economy—adding to a broader slowdown in tourism sectors like theme parks.



The Orange County Convention Center in Orlando, Florida UNIVERSAL IMAGES GROUP VIA GETTY IMAGES

### KEY FACTS

- At least five groups have canceled planned events in Orange County, where Orlando is located, or announced plans to hold them elsewhere, the *Orlando Sentinel* [reports](#).
- *Game of Thrones* convention Con of Thrones [canceled](#) its event due to “the increasingly anti-humanitarian legislation and atmosphere in Florida,” for instance, while the National Society of Black Engineers moved its 2024 convention from Orlando to Atlanta, [saying](#) the state’s political climate “seeks to undermine what we stand for.”
- Tourism officials in Fort Lauderdale also report at least six organizations have pulled out of holding their events in Broward County, where the city is located, due to concerns about the state’s policies, local outlet 7News Miami [reports](#).
- Local officials projected to the *Wall Street Journal* the cancellations would cost the county’s economy more than \$20

million, taking into account lost revenue from hotel bookings, transportation, food and other travel costs.

- The Association of Collegiate Schools of Planning moved its conference from Miami to Chicago, [saying](#) it would pay a “steep penalty” for moving the event but members had expressed “significant concerns” about holding the event in Florida, particularly in light of the state’s controversial educational policies targeting diversity initiatives.

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- DeSantis’ office has not yet responded to a request for comment, but a spokesperson told the *Journal* the cancellations were “nothing more than a stunt” and pointed to the state’s record tourism [numbers](#) in the first quarter of 2023.

#### **TANGENT**

There are broader signs tourism in Florida is on the decline—specifically in the Orlando area—though other factors besides politics are likely at play. The Orange County Comptroller’s office [reported](#) collections from a tourist development tax in May were down 6.7% from May 2022, after April tax figures were [down](#) by 3.5% from April 2022. That marks the first time there have been two consecutive decreases since February 2021, and hotel occupancy in the Orlando area in May was down 2.5% from a year earlier. Analysts cited by the *Journal* also report crowds in Walt

Disney World over the July 4 holiday were the slowest they've been in nearly a decade, based on analysis of attraction wait times, a trend also hitting rival theme park Universal Orlando Resort. Those declines are at least partially because of families transitioning away from theme parks as pent-up demand following Covid-era closures has subsided, the *Journal* notes, and could also be a sign of visitors souring on widespread [price increases](#) at Disney's theme parks.

#### **BIG NUMBER**

\$7.75 billion. That's Florida's projected hotel revenue from business travel in 2022, [according](#) to the American Hotel and Lodging Association, part of \$255 billion in business travel spending recorded nationwide in 2022 by the U.S. Travel Association. Conventions and conferences make up a sizable portion of Florida's tourism economy, which [contributed](#) \$96.5 billion to the state's GDP in 2019 and employed 1.7 million people as of 2021, according to [Visit Florida](#). Analysts cited by the *Journal* note Orlando is one of the top three cities in the country in terms of convention attendance and hotel rooms booked for conventions, and Visit Lauderdale told the publication that group travel including conventions makes up one-quarter of Broward County's tourism business.

#### **CONTRA**

Not all regions of the state are being affected by a drop in conventions and conferences, with officials in Tampa [telling](#) the Florida Phoenix that no events have yet been canceled at the city's convention center for political reasons.

#### **WHAT TO WATCH FOR**

How the state's tourism figures will play out from here. In the near term, Visit Orlando told the *Orlando Sentinel* that hotel bookings suggest the city will have similar tourist levels to 2022 through the summer, and tax collection data from June is expected to be higher

due to an uptick in conventions. Any major hit to Florida's tourism industry as a result of conventions getting canceled is likely to be a longer-term trend, as many of the events pulling out of Florida were scheduled for next year and organizers often plan events years ahead of time. "In Greater Fort Lauderdale, we have seen record tourism numbers through the first quarter of this calendar year, but as I said, group business books years in advance," Visit Lauderdale CEO Stacy Ritter told 7News.

#### KEY BACKGROUND

DeSantis and the Florida legislature have enacted a variety of controversial laws that have drawn national controversy, including restrictions on school instruction and classroom library books, bans on gender-affirming care, immigration restrictions, a six-week abortion ban and restrictions on drag shows. The state also publicly railed against an AP African-American Studies course for teaching "woke" politics, drawing backlash. Florida's Parental Rights in Education law, known by critics as "Don't Say Gay," has led to a [protracted battle](#) between Disney and DeSantis after the company opposed the law, which is now playing out in court. The rash of policies has led to multiple civil rights groups issuing travel advisories against the state, including the [NAACP](#), LGBTQ rights group [Equality Florida](#) and the League of United Latin American Citizens, urging Americans not to travel to Florida due to its "hostile" policies. "Florida is openly hostile toward African Americans, people of color and LGBTQ+ individuals," the NAACP's travel advisory [states](#). "Before traveling to Florida, please understand that the state of Florida devalues and marginalizes the contributions of, and the challenges faced by African Americans and other communities of color."

#### FURTHER READING

[Orange County tourist tax tumbles again](#) (Orlando Sentinel)

At least 6 organizations opt against holding conventions in Broward; some cite concerns over Florida's 'political climate' (7News Miami)

National organization pulls conference out of Florida because of DeSantis' attacks on DEI (Tallahassee Democrat)

Some Conferences Steer Away From Florida, Citing State's Divisive Laws (Wall Street Journal)

Disney World Hasn't Felt This Empty in Years (Wall Street Journal)

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**Alison Durkee**

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# Remote Work Estimated To Wipe Out \$800 Billion in Office Value in These Nine Global Cities

Change in Workplace Behavior Threatens ‘Severe’ Impact, McKinsey Says



A change in work patterns could wipe out some \$800 billion in office value globally, according to McKinsey Global Institute. (Andria Cheng/CoStar)

By [Andria Cheng](#)

CoStar News

July 12, 2023 | 6:01 P.M.

Behavioral changes sparked and accelerated by the pandemic, especially when it comes to where and how people work, threaten to have a “severe and lasting impact” around the globe that is estimated to wipe out some \$800 billion in office value in nine cities by 2030.

The total value of office space in New York, San Francisco, Houston, London, Paris, Munich, Tokyo, Beijing and Shanghai is expected to decline 26% to that \$800 billion estimate when adjusted for inflation, from 2019 to 2030 in a so-called moderate scenario, according to an estimate by McKinsey Global Institute research arm of the consultancy McKinsey & Company.

In a severe scenario, the value slumps by an even bigger 42% during that time, McKinsey projected, adding the fallout on office values could grow if compounded by rising interest rates and financial institutions decide to more quickly reduce the prices of property they finance or own. McKinsey said its estimates are already more conservative than some other studies.

Even as the office utilization rates in the cities examined have improved since the start of the pandemic, office attendance is still at 30% below pre-pandemic norms on average with workers visiting offices about 3.5 days per week, McKinsey said. The decline comes after the pandemic, layoffs and economic uncertainty have led to the increased use of hybrid work patterns of employees working just some days in the office,

With hybrid work here to stay, the “ripple effects” are “substantial,” said McKinsey, which polled 13,000 full-time office workers in the United States, United Kingdom, Japan, China, Germany and France as part of the study.

McKinsey described the nine “superstar” cities as having a “disproportionate share” of the world’s urban growth in gross domestic product.

“Untethered from their offices, residents have left urban cores and shifted their shopping elsewhere,” according to the 88-page report, titled “Empty Spaces and Hybrid Places: The Pandemic’s Lasting Impact on Real Estate.”

# Some City Populations Fall

The study found that New York's urban core lost 5% of its population from mid-2020 to mid-2022, and San Francisco has lost 6 percent, while London's was down by 7% from mid-2020 to mid-2021. At the same time, urban vacancy rates have shot up with foot traffic near stores in metropolitan areas remaining 10% to 20% below prepandemic levels.

In the nine cities' urban cores, home prices also have increased more slowly than in the suburbs and other cities as a result of the sharp rise in the percentage of office and retail space that's vacant.

McKinsey said the study comes "during a time of exceptional macroeconomic uncertainty," where inflation and interest rates are high; fears of a recession are mounting; and stress in the financial system has been making headlines. All those variables may further affect real estate demand and value.

"What is certain is that urban real estate in superstar cities around the world faces substantial challenges," according to the study. "Those challenges could imperil the fiscal health of cities, many of which are already straining to address homelessness, transit needs, and other pressing issues."

The findings echo others that have pointed to the challenges facing the office sector in particular as well as retail, restaurants and other businesses that are dependent on downtown workers.

In New York, the largest U.S. commercial real estate market, Manhattan's office visitation rate, after having improved from the year-earlier level, has "stalled" in recent quarters, [according to a study published in May](#) by the Real Estate Board of New York. The industry lobbying group's other studies have found office-dependent retail corridors are hit harder than areas more dependent on residential neighborhoods.

## Other Estimates

In a separate study, titled “Work From Home and the Office Real Estate Apocalypse,” New York University and Columbia University researchers estimated a \$506.3 billion decline in the value of U.S. office stock between the end of 2019 and 2022, including \$69.6 billion for New York and \$32.7 billion for San Francisco.

“Office and retail space have been facing a reckoning as a result of the pandemic,” Aditya Sanghvi, a senior partner at McKinsey, said in the report. “In particular, lower-quality buildings in less attractive locations are no longer competitive and face obsolescence as people come to the office less and businesses consolidate space.”

With the woes facing the commercial property market led by the office sector, especially against the backdrop of higher interest rates that have seized market and lending activity, defaults on loans tied to office and some other properties are expected to increase.

Credit-ratings firm Fitch said Wednesday in a report that “commercial real estate office loan performance will continue to weaken as market pressures build.”

Fitch added that “we maintain a ‘deteriorating’ outlook on the U.S. office sector for 2023 given higher interest rates, a tighter lending environment and a secular decline in office demand.”

## Loan Delinquencies Seen Climbing

Office loan delinquencies in Fitch-rated U.S. commercial mortgage-backed securities transactions are set to double between 3.5% and 4% at the end of this year from 1.8% in May as more maturity defaults occur, Fitch said, adding office properties, especially “lower quality urban office” buildings, will continue to see “negative net operating income growth” this year.

Almost \$1.4 trillion of commercial mortgages are set to mature in 2023 and 2024, according to a Moody’s Analytics study published in May.

Only 30% of \$1.15 billion in fixed-rate office loans on the commercial mortgage-backed securities market that matured through April this year were paid off, the sister company to ratings firm Moody's Investors Service said. It added that over 60% of the remaining \$7.8 billion upcoming maturities in 2023 may have difficulty refinancing.

At the recent CRE Finance Council's mid-year annual conference in New York, lenders and investors [also agreed office](#) was one sector they were getting more cautious about when it comes to opening their wallets.

On the bright side, the challenges facing the office market in major cities present opportunities, according to McKinsey's study.

"Developing mixed-use neighborhoods, constructing more adaptable buildings, and designing multiuse office and retail space can help protect cities' vibrancy," McKinsey said.

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Javier Barrera, cook and former kitchen manager for Marriott City Center in Salt Lake City, received the Overall Spirit of Service Award at the 2023 Visit Salt Lake (VSL) SALT Awards. The event took place in June at the Janet Quinney Lawson Capitol Theatre. Left to right: Kaitlin Eskelson, President & CEO, VSL; Chris McCandless, Board Chair, VSL; Barrera; Chad Austin, Nicholas & Company; and Mary Crafts, Emcee and Legacy Board Member, VSL. Credit: Sean Buckley, Visit Salt Lake

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## Several Groups Cancel Events at Florida's Orange County Convention Center *Cite Political Reasons for Their Decisions*

**By Jonathan Trager**

Expressing opposition to laws recently enacted by Florida Gov. Ron DeSantis and the state legislature, a number of

groups have pulled the plug on scheduled gatherings at the Orange County Convention Center in Orlando.

The convention center confirmed to *USAE* that the National Society of Black Engineers has canceled its 50th Annual Convention for 2024; AnitaB.org, an organization of female and non-binary tech workers, has canceled its Grace Hopper Celebration in 2024; the American Education Research Association has canceled its Annual Meeting in 2025; and the Association of Perioperative Registered Nurses has canceled its Global Surgical Conference & Expo in 2027.

All of the groups point toward a social agenda being enacted under the state's Republican governor and presidential hopeful as the motive for relocating their events. The specific reasons vary among the groups but include laws targeting LGBTQ+ issues, DEI programs in schools, and abortion procedures after six weeks of pregnancy.

The National Society of Black Engineers' 50th conference would have brought up to 15,000 visitors to the Orange County Convention Center in 2024. Instead, it will be held in Atlanta.

The American Education

Research Association, which also typically draws up to 15,000 people to its conference, has opted to hold its 2025 meeting in Denver.

Another event called Con of Thrones, expected to attract several thousand *Game of Thrones* fans, will no longer be held at the Hyatt Regency Orlando in August. Organizers have cited the "increasingly anti-humanitarian legislation" in the state, according to the *Orlando Sentinel*.

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The cancellations come on the heels of travel warnings for the state recently issued by the NAACP, the League of United Latin American Citizens, and Equality Florida, a gay rights advocacy group.

DeSantis has criticized travel advisories from such advocacy groups as a political "stunt" and pointed to strong tourism numbers, the *Sentinel* reported. More than 74 million visitors came to the Orlando area in 2022, which is up 25% from the previous year and just shy of pre-pandemic levels.

*USAE* asked for comment from Mark Tester, Executive Director of the Orange County Convention Center, about the growing number of groups electing to hold their events elsewhere and received the following statement:

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“The Orange County Convention Center (OCCC) prioritizes the safety and comfortability of our employees, attendees, and surrounding Orange County communities. We appreciate our partnerships within the convention and tradeshow industry and look forward to the continued growth of business at The Center of Hospitality.”

*USAE* also reached out to Visit Florida, which hosts the Florida Governor’s Conference on Tourism, for comment about the spate of cancellations but didn’t receive a response by press deadline.

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