

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Tuesday, February 11, 2020 at 11:30 AM
Irving Convention Center, First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Update on Irving Hotel Development Ordinance
3. Religious Conference Management Association (RCMA) Recap
4. Smith Travel Research Reports
5. R-AB Ordinance
6. Update on AT&T Byron Nelson Championship
7. Approval of November 5, 2019 Minutes
8. Committee Chair's Report
9. Next Meeting May 5, 2020

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 remained so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary's Office

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.

DATE: December 27, 2019
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR And AirBNB Data Reports

STR

Irving's hotel occupancy rate for November remained higher than Texas and US figures at 66.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 2.4% *, while Texas figures were up 0.5% and the US figures were slightly up at 0.3% for the month. Demand for the current period is up 2.4% and YTD is up 2.6% over last year, while STR data reflects a 2.4% decrease for the current period and a 1.5% decrease in YTD occupancy compared to 2018.

For average daily rate, Irving was \$109.63, up 1.3% in November compared to last year, leaving Irving's YTD average daily rate at \$111.09, up 1.9% over last year. Both current month and YTD ADR figures were higher than Texas' numbers.

*As previously noted, do not be misled by a decrease in occupancy, as new inventory has come online which then causes a lower occupancy figure. When the inventory level is static, then the Occupancy figure is a good performance indicator. However, when there are increases or decreases in inventory, then "Demand" must be looked at as well. Demand is the actual amount of room nights sold during the period being reviewed.

AirBNB

For the month of November, there were 420 available listings in Irving which is a 27.7% increase in listings over last year's figure of 329. The average daily rate for November is \$216.44, which is up 21.3% over last year, with an occupancy percentage of 64.6%, which is a 15.2% increase compared to last year. For the hotel comparable subset, the average daily rate for November is \$101.69, up 18.5% from last year, with occupancy at 63.7%, down 14.4% from last year.

NOTE: Commencing in January 2019, the AirDNA rate and occupancy figures include HomeAway data, in addition to AirBNB data. Therefore, prior year data reflected on the graphs will not correlate with the prior year data from previously published graphs. Prior year data sets have been updated to include HomeAway data as well.

All STR & AirBNB graphs are accessible via the board web portal and can be found at www.irvingtexas.com/board.

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: November 2019

	Current Month - November 2019 vs November 2018												Year to Date - November 2019 vs November 2018											
	Occ %		ADR		RevPAR		Change from November 2018						Occ %		ADR		RevPAR		Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	61.8	61.6	125.55	124.32	77.62	76.63	0.3	1.0	1.3	3.4	2.1	2.4	67.2	67.3	131.53	130.40	88.42	87.71	-0.1	0.9	0.8	2.8	2.0	1.9
Texas	61.9	61.7	102.28	102.84	63.35	63.42	0.5	-0.5	-0.1	2.9	3.0	3.4	66.0	65.8	105.13	106.23	69.37	69.92	0.3	-1.0	-0.8	2.2	3.0	3.3
Atlanta, GA	65.7	67.2	107.84	108.57	70.82	73.00	-2.3	-0.7	-3.0	0.1	3.2	0.8	70.5	71.1	115.64	110.88	81.56	78.84	-0.8	4.3	3.4	5.8	2.3	1.4
Arlington, TX	67.1	67.4	101.38	98.21	68.07	66.17	-0.3	3.2	2.9	10.0	7.0	6.6	70.5	69.8	96.04	94.23	67.75	65.78	1.0	1.9	3.0	6.2	3.1	4.2
Charlotte, NC-SC	65.3	66.9	107.51	109.04	70.17	72.95	-2.4	-1.4	-3.8	0.4	4.3	1.8	69.7	71.0	111.78	110.66	77.96	78.62	-1.8	1.0	-0.8	2.7	3.6	1.7
Fort Worth, TX+	67.9	67.4	103.34	105.39	70.14	70.99	0.8	-1.9	-1.2	0.2	1.4	2.2	70.0	72.3	107.29	106.77	75.06	77.15	-3.2	0.5	-2.7	0.2	3.0	-0.3
Frisco, TX+	62.4	65.5	133.07	142.31	83.03	93.20	-4.7	-6.5	-10.9	5.4	18.3	12.7	67.4	69.3	141.35	142.84	95.27	99.05	-2.8	-1.0	-3.8	5.7	9.9	6.8
Grapevine, TX+	72.0	70.1	181.70	180.09	130.89	126.25	2.8	0.9	3.7	3.7	0.0	2.8	77.5	75.9	183.52	182.50	142.16	138.48	2.1	0.6	2.7	5.6	2.9	5.0
Irving, TX+	66.1	67.7	109.63	108.19	72.49	73.29	-2.4	1.3	-1.1	3.5	4.7	2.2	72.5	73.6	111.09	109.05	80.57	80.26	-1.5	1.9	0.4	5.2	4.8	3.3
Nashville, TN	70.0	69.8	149.31	147.86	104.48	103.23	0.2	1.0	1.2	8.3	7.0	7.3	75.1	74.5	151.97	148.45	114.08	110.60	0.8	2.4	3.2	10.9	7.5	8.3
Phoenix, AZ	72.5	71.4	133.96	130.26	97.12	92.99	1.6	2.8	4.4	7.5	2.9	4.5	71.4	70.5	134.74	131.27	96.15	92.49	1.3	2.6	4.0	4.9	0.9	2.2
San Jose, CA+	71.3	72.5	190.94	195.83	136.18	141.97	-1.6	-2.5	-4.1	3.5	7.9	6.1	76.4	80.4	201.63	199.08	154.14	160.10	-4.9	1.3	-3.7	-1.6	2.2	-2.9

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	61.8	125.55	77.62	67.2	131.53	88.42	US	0.3	1.0	1.3	-0.1	0.9	0.8
Texas	61.9	102.28	63.35	66.0	105.13	69.37	Texas	0.5	-0.5	-0.1	0.3	-1.0	-0.8
Irving	66.1	109.63	72.49	72.5	111.09	80.57	Irving	-2.4	1.3	-1.1	-1.5	1.9	0.4
Best USA	Phoenix	SanJose	SanJose	Grpvine	SanJose	SanJose	Best USA	Grpvine	Arlngtn	Phoenix	Grpvine	Atlanta	Phoenix
	72.5	190.94	136.18	77.5	201.63	154.14		2.8	3.2	4.4	2.1	4.3	4.0
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Grpvine	Arlngtn	Arlngtn
	72.0	181.70	130.89	77.5	183.52	142.16		2.8	3.2	3.7	2.1	1.9	3.0
Worst USA	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst USA	Frisco	Frisco	Frisco	SanJose	Frisco	Frisco
	62.4	101.38	68.07	67.4	96.04	67.75		-4.7	-6.5	-10.9	-4.9	-1.0	-3.8
Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Frisco	Frisco	Frisco	Ft Worth	Frisco	Frisco
	62.4	101.38	68.07	67.4	96.04	67.75		-4.7	-6.5	-10.9	-3.2	-1.0	-3.8
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: November 2019

	Current Month - November 2019 vs November 2018												Year to Date - November 2019 vs November 2018											
	Occ %		ADR		RevPAR		Percent Change from November 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	66.1	67.7	109.63	108.19	72.49	73.29	-2.4	1.3	-1.1	3.5	4.7	2.2	72.5	73.6	111.09	109.05	80.57	80.26	-1.5	1.9	0.4	5.2	4.8	3.3
Luxury/Full Service Irving+	64.1	64.8	150.50	149.84	96.51	97.07	-1.0	0.4	-0.6	7.1	7.7	6.6	71.2	72.4	150.42	149.01	107.16	107.86	-1.6	1.0	-0.6	9.0	9.7	7.9
All Suite/Extended Stay Irving+	70.0	71.9	92.95	92.68	65.09	66.59	-2.5	0.3	-2.3	0.9	3.3	0.6	75.6	76.1	95.45	94.65	72.13	72.04	-0.7	0.8	0.1	2.6	2.5	1.8
Limited Service Irving+	68.1	67.3	105.06	110.88	71.56	74.59	1.3	-5.3	-4.1	-4.1	0.0	1.3	73.1	74.1	110.81	111.75	81.00	82.81	-1.4	-0.8	-2.2	-0.6	1.7	0.3
Budget Irving+	63.0	67.6	57.99	56.49	36.54	38.16	-6.7	2.7	-4.2	-4.5	-0.3	-7.0	70.4	71.8	57.71	56.78	40.65	40.78	-1.9	1.6	-0.3	-0.3	-0.0	-1.9
Las Colinas+	65.7	66.4	126.40	121.18	83.01	80.47	-1.1	4.3	3.2	10.5	7.1	5.9	72.1	74.2	127.72	124.04	92.12	92.07	-2.8	3.0	0.1	10.1	10.0	6.9
DFW North+	67.2	73.0	104.29	105.48	70.12	76.98	-7.9	-1.1	-8.9	-3.5	6.0	-2.4	75.3	77.8	106.35	105.73	80.10	82.22	-3.1	0.6	-2.6	-0.3	2.4	-0.9
DFW South+	65.5	63.8	91.07	92.87	59.62	59.23	2.7	-1.9	0.7	0.5	-0.1	2.5	69.9	68.1	91.69	91.32	64.11	62.21	2.6	0.4	3.1	3.7	0.7	3.3
Full Service Las Colinas+	60.2	55.9	182.65	183.34	110.01	102.47	7.8	-0.4	7.4	27.0	18.3	27.5	67.1	68.9	180.65	183.10	121.17	126.09	-2.6	-1.3	-3.9	19.2	24.1	20.9
Limited Service Las Colinas+	69.8	73.1	89.83	90.94	62.68	66.47	-4.5	-1.2	-5.7	-5.8	-0.1	-4.6	75.8	77.4	93.42	92.55	70.84	71.67	-2.1	0.9	-1.2	0.4	1.5	-0.6
Full Service DFW North+	66.5	72.6	135.95	139.81	90.38	101.50	-8.4	-2.8	-11.0	-11.0	0.0	-8.4	74.9	77.8	137.42	136.95	102.92	106.61	-3.8	0.3	-3.5	-3.5	0.0	-3.8
Limited Service DFW North+	68.1	73.2	84.05	82.60	57.20	60.49	-7.1	1.8	-5.4	-0.8	4.9	-2.5	76.0	77.7	85.98	84.64	65.31	65.77	-2.2	1.6	-0.7	1.4	2.1	-0.2
Full Service DFW South+																								
Limited Service DFW South+	64.0	61.5	81.72	81.50	52.29	50.12	4.0	0.3	4.3	4.2	-0.2	3.9	68.0	67.3	81.61	81.66	55.50	54.93	1.1	-0.1	1.0	2.0	0.9	2.1
ICC Comp Set No Boutiques+																								

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Entire Place	64.6	55.1	216.44	159.28	139.81	87.74	15.2	21.3	39.7	115.4	51.7	100.8	63.5	61.5	200.18	146.61	127.20	90.17	3.2	21.0	25.0	106.7	89.1	109.2
Hotel Comparable	63.7	74.7	101.69	88.20	64.78	65.85	-14.4	18.5	1.5	77.5	74.9	49.7	63.9	65.7	88.93	89.02	56.82	58.51	-4.6	0.9	-3.7	32.4	37.6	31.2

Available Listings	2019	2018	% Chg
Entire Place	228	147	55.1
Private Room	166	153	8.5
Shared Room	26	29	(10.3)
Total Available Listings	420	329	27.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	88	77	12960	11396
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3708	3601
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	16	2451	1594
Las Colinas+	31	30	5258	4922
DFW North+	27	27	4167	4167
DFW South+	30	20	3535	2307
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	2999	2663
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	22	22	2467	2467
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2018			2019			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	66.4	247,296	247,296	66.5	254,496	254,496	2.9%	2.9%	0.5%	0.5%
February	74.4	250,037	497,333	70.4	243,421	497,917	-2.6%	0.1%	-5.1%	-2.3%
March	76.5	284,818	782,151	77.0	303,898	801,815	6.7%	2.5%	0.9%	-1.0%
April	77.4	281,441	1,063,592	74.2	283,519	1,085,334	0.7%	2.0%	-3.5%	-1.7%
May	74.5	279,748	1,343,340	73.9	291,548	1,376,882	4.2%	2.5%	-0.5%	-1.4%
June	79.4	288,650	1,631,990	78.6	300,278	1,677,160	4.0%	2.8%	-0.3%	-1.2%
July	75.0	285,044	1,917,034	73.0	288,175	1,965,335	1.1%	2.5%	-2.1%	-1.4%
August	70.0	266,054	2,183,088	69.5	273,955	2,239,290	3.0%	2.6%	-0.3%	-1.3%
September	74.4	273,701	2,456,789	70.5	268,938	2,508,228	-1.7%	2.1%	-5.1%	-1.7%
October	78.2	297,171	2,753,960	79.0	317,464	2,825,692	6.8%	2.6%	1.7%	-1.3%
November	67.4	250,958	3,004,918	66.1	257,066	3,082,758	2.4%	2.6%	-2.4%	-1.5%
December	59.3	226,764	3,231,682							

Irving, Texas & United States Comparison

November 2019

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	112.87	2.2%	112.87	2.2%	66.5%	0.5%	66.5%	0.5%	75.07	2.8%	75.07	2.8%
FEBRUARY	114.81	2.3%	113.84	2.2%	70.4%	-5.1%	68.4%	-2.3%	80.87	-3.0%	77.82	-0.2%
MAR	111.53	2.9%	112.84	2.3%	77.0%	0.9%	71.4%	-1.0%	85.88	3.8%	80.57	1.3%
APRIL	113.37	1.0%	112.52	1.5%	74.2%	-3.5%	72.1%	-1.7%	84.16	-2.5%	81.15	-0.1%
MAY	111.53	2.5%	112.27	1.7%	73.9%	-0.5%	72.5%	-1.4%	82.39	2.0%	81.37	0.3%
JUNE	111.43	2.9%	112.08	1.9%	78.6%	-0.3%	73.5%	-1.2%	87.62	2.5%	82.39	0.6%
JULY	106.93	3.4%	111.33	2.1%	73.0%	-2.1%	73.4%	-1.4%	78.10	1.3%	81.73	0.7%
AUGUST	105.28	0.7%	110.58	1.9%	69.1%	-0.3%	72.8%	-1.3%	72.76	0.4%	80.55	0.6%
SEPTEMBER	111.01	2.5%	110.68	2.1%	70.3%	-5.1%	72.6%	-1.7%	78.09	-2.7%	80.38	0.3%
OCTOBER	116.05	1.2%	111.21	1.9%	79.1%	1.7%	73.2%	-1.3%	91.76	3.0%	81.44	0.6%
NOVEMBER	109.63	1.3%	111.09	1.9%	66.1%	-2.4%	72.5%	-1.5%	72.49	-1.1%	80.57	0.4%
DECEMBER												
12 mo. rolling averages: ADR 110.49 2.2% Occupancy 71.6% -1.1% RevPAR 79.05 1.1%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.12	-0.1%	102.12	-0.1%	57.4%	-2.7%	57.4%	-2.7%	58.63	-2.8%	58.63	-2.8%
FEBRUARY	106.31	-0.2%	104.26	-0.1%	65.1%	-1.8%	61.1%	-2.3%	69.22	-2.0%	63.66	-2.4%
MAR	111.45	-1.1%	106.97	-0.5%	71.2%	-0.9%	64.6%	-1.8%	79.36	-2.0%	69.06	-2.3%
APRIL	108.15	-2.7%	107.28	-1.1%	68.8%	0.8%	65.6%	-1.1%	74.35	-2.0%	70.36	-2.2%
MAY	106.70	-0.3%	107.16	-0.9%	66.8%	0.7%	65.8%	-0.8%	71.26	0.4%	70.54	-1.7%
JUNE	104.36	-1.1%	106.64	-0.9%	70.0%	-0.6%	66.5%	-0.8%	73.06	-1.7%	70.93	-1.7%
JULY	102.29	0.0%	105.99	-0.8%	69.5%	2.4%	67.0%	-0.3%	71.09	2.4%	70.96	-1.1%
AUGUST	99.25	-1.0%	105.19	-0.8%	64.9%	1.5%	66.7%	-0.1%	64.38	0.4%	70.15	-0.9%
SEPTEMBER	103.79	-1.3%	105.04	-0.9%	63.0%	1.6%	66.3%	0.1%	65.35	0.3%	69.61	-0.8%
OCTOBER	108.52	-2.7%	105.40	-1.1%	67.6%	1.8%	66.4%	0.3%	73.36	-0.9%	69.99	-0.8%
NOVEMBER	102.28	-0.5%	105.13	-1.0%	61.9%	0.5%	66.0%	0.3%	63.35	-0.1%	69.37	-0.8%
DECEMBER												

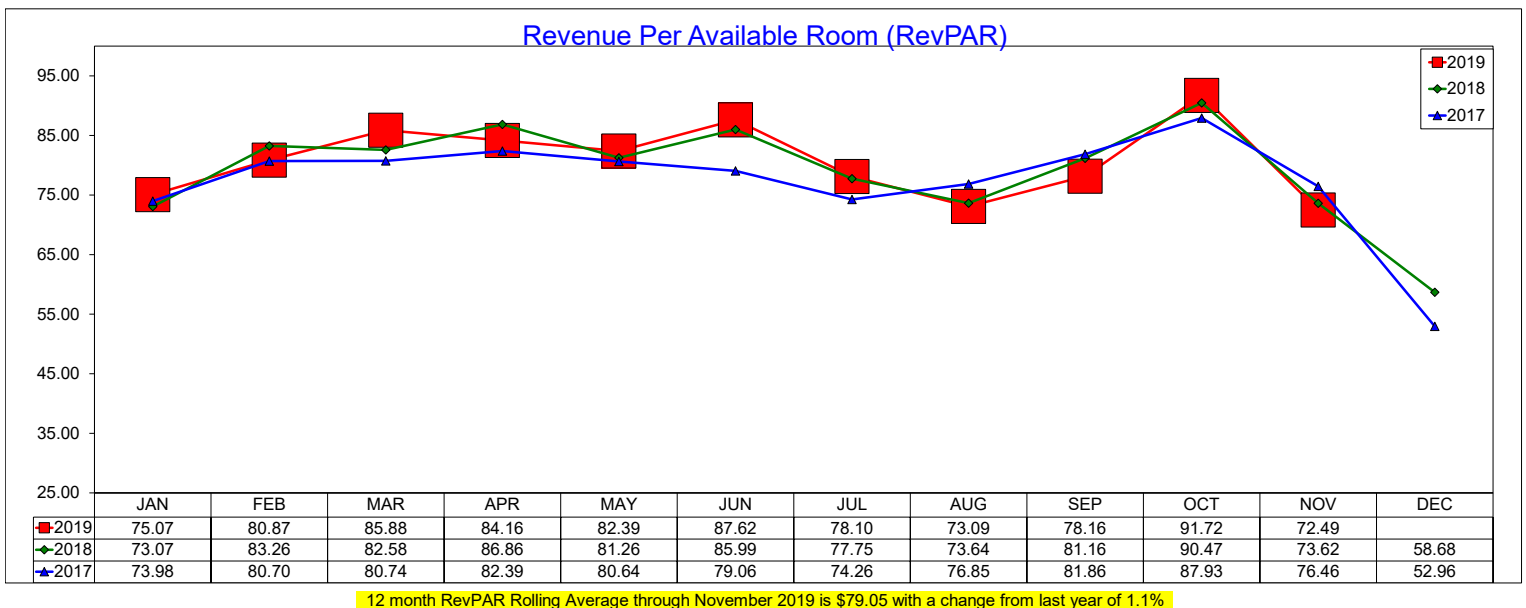
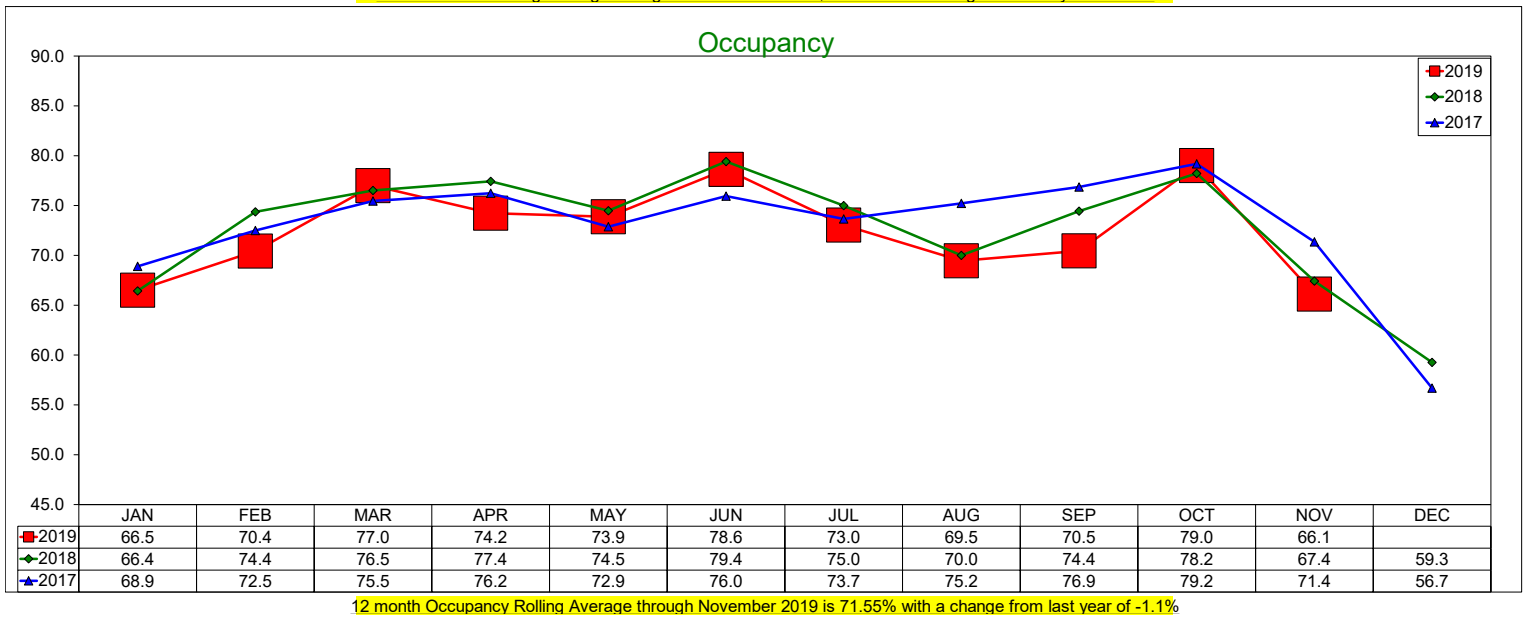
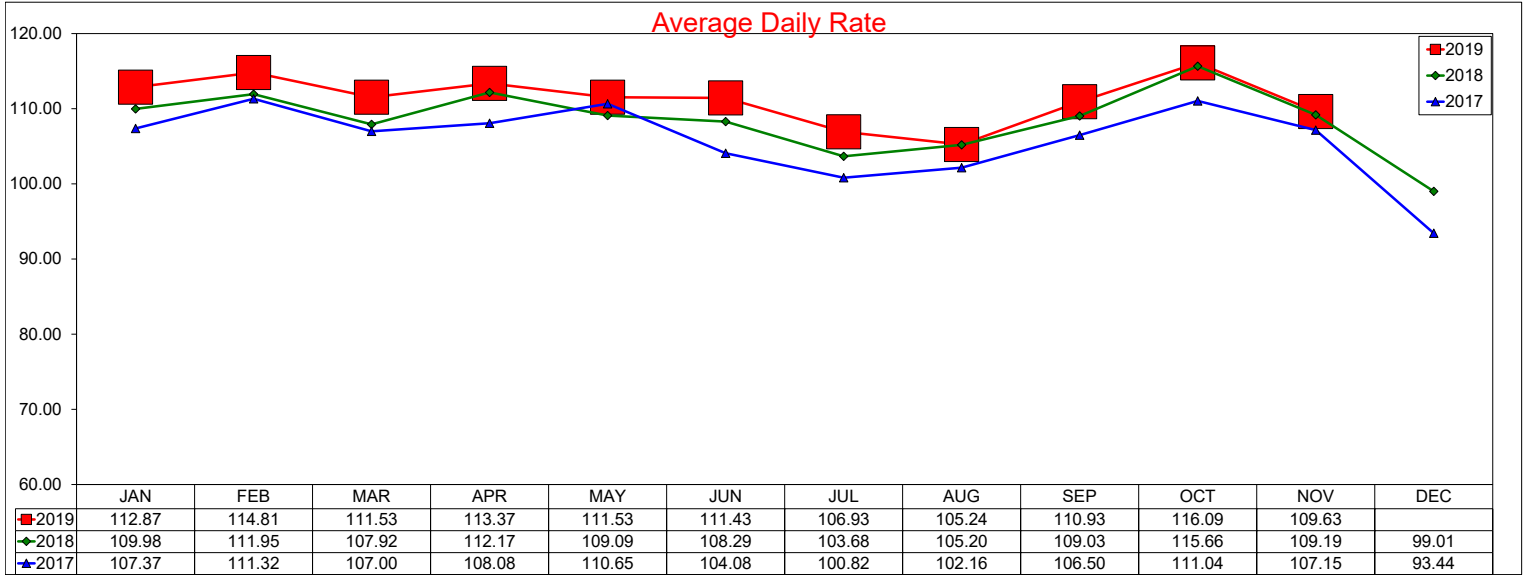
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	124.39	0.8%	124.39	0.8%	54.8%	0.7%	54.8%	0.7%	68.13	1.5%	68.13	1.5%
FEBRUARY	128.94	1.9%	126.72	1.4%	62.2%	0.7%	58.3%	0.7%	80.15	2.6%	73.82	2.0%
MAR	132.66	0.6%	129.02	1.1%	68.4%	0.0%	61.8%	0.4%	90.78	0.6%	79.68	1.5%
APRIL	131.85	0.9%	129.82	1.0%	68.0%	0.3%	63.3%	0.3%	89.67	1.2%	82.18	1.4%
MAY	132.43	1.6%	130.42	1.2%	68.7%	0.9%	64.4%	0.4%	91.01	2.5%	84.02	1.6%
JUNE	134.52	0.9%	131.20	1.1%	73.5%	-1.3%	65.9%	0.1%	98.85	-0.4%	86.51	1.2%
JULY	135.04	0.7%	131.85	1.1%	73.8%	0.4%	67.1%	0.1%	99.62	1.1%	88.45	1.2%
AUGUST	132.47	0.9%	131.95	1.1%	71.4%	0.0%	67.6%	0.1%	94.55	0.9%	89.24	1.2%
SEPTEMBER	131.93	0.6%	131.92	1.0%	67.4%	-0.9%	67.6%	0.0%	88.91	-0.3%	89.18	1.0%
OCTOBER	133.34	-0.5%	132.07	0.9%	69.3%	-0.8%	67.8%	-0.1%	92.35	-1.2%	89.50	0.8%
NOVEMBER	125.55	1.0%	131.53	0.9%	61.8%	0.3%	67.2%	-0.1%	77.62	1.3%	88.42	0.8%
DECEMBER												

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

SOURCE: STR, INC. REPUBLICATION 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

November 2019



Monthly & YTD AirBNB Data

November 2019

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	148.03	3.7%	148.03	3.7%	48.5%	-24.2%	48.5%	-24.2%	71.81	-21.4%	71.81	-21.4%
FEBRUARY	145.41	-2.0%	146.75	1.0%	53.9%	-4.9%	51.0%	-15.5%	78.39	-6.8%	74.85	-14.7%
MAR	202.06	33.8%	170.55	15.4%	66.0%	-1.9%	56.5%	-10.5%	133.44	31.3%	96.43	3.3%
APRIL	181.03	23.0%	173.63	17.6%	61.1%	-9.1%	57.8%	-10.1%	110.58	11.8%	100.37	5.7%
MAY	195.54	9.8%	179.05	16.1%	61.6%	12.3%	58.7%	-5.3%	120.45	23.3%	105.10	9.9%
JUNE	199.59	10.4%	183.08	14.5%	73.7%	-2.3%	61.1%	-5.1%	147.04	7.9%	111.94	8.6%
JULY	214.55	20.0%	188.45	15.2%	71.5%	2.6%	62.7%	-4.1%	153.40	23.1%	118.13	10.5%
AUGUST	212.86	40.7%	192.35	19.0%	61.5%	0.0%	62.5%	-3.5%	130.87	40.8%	120.20	14.9%
SEPTEMBER	219.47	28.2%	196.28	20.4%	67.5%	18.9%	63.2%	-0.5%	148.20	52.4%	124.00	19.9%
OCTOBER	208.91	24.2%	197.99	20.9%	64.9%	15.6%	63.4%	1.7%	135.54	43.6%	125.53	23.0%
NOVEMBER	216.44	21.3%	200.18	21.0%	64.6%	15.2%	63.5%	3.2%	139.81	39.7%	127.20	25.0%
DECEMBER												

Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	83.69	-6.1%	83.69	-6.1%	60.7%	-4.8%	60.7%	-4.8%	50.81	-10.6%	50.81	-10.6%
FEBRUARY	82.08	-6.9%	82.79	-6.6%	70.8%	26.5%	66.0%	10.0%	58.14	17.8%	54.62	2.7%
MAR	89.48	11.0%	85.22	0.0%	71.7%	3.4%	67.9%	6.7%	64.13	14.9%	57.90	6.8%
APRIL	83.64	1.2%	84.80	0.4%	58.2%	-17.0%	65.0%	-0.6%	48.67	-16.1%	55.12	-0.2%
MAY	87.24	-2.8%	85.30	-0.2%	56.3%	7.8%	63.0%	0.9%	49.16	4.8%	53.74	0.7%
JUNE	84.92	-6.4%	85.23	-1.5%	67.1%	-6.5%	63.7%	-0.7%	57.02	-12.5%	54.30	-2.1%
JULY	81.69	-5.1%	84.76	-1.9%	68.4%	-0.5%	64.3%	-0.9%	55.86	-5.6%	54.49	-2.8%
AUGUST	90.44	5.6%	85.52	-0.9%	56.0%	-18.6%	63.0%	-3.7%	50.61	-14.0%	53.91	-4.6%
SEPTEMBER	93.55	-1.5%	86.35	-1.3%	66.5%	-1.1%	63.4%	-3.5%	62.20	-2.5%	54.73	-4.8%
OCTOBER	94.83	0.9%	87.29	-1.2%	68.5%	-2.0%	63.9%	-3.5%	64.95	-1.0%	55.79	-4.7%
NOVEMBER	101.69	18.5%	88.93	0.9%	63.7%	-14.4%	63.9%	-4.6%	64.78	1.5%	56.82	-3.7%
DECEMBER												

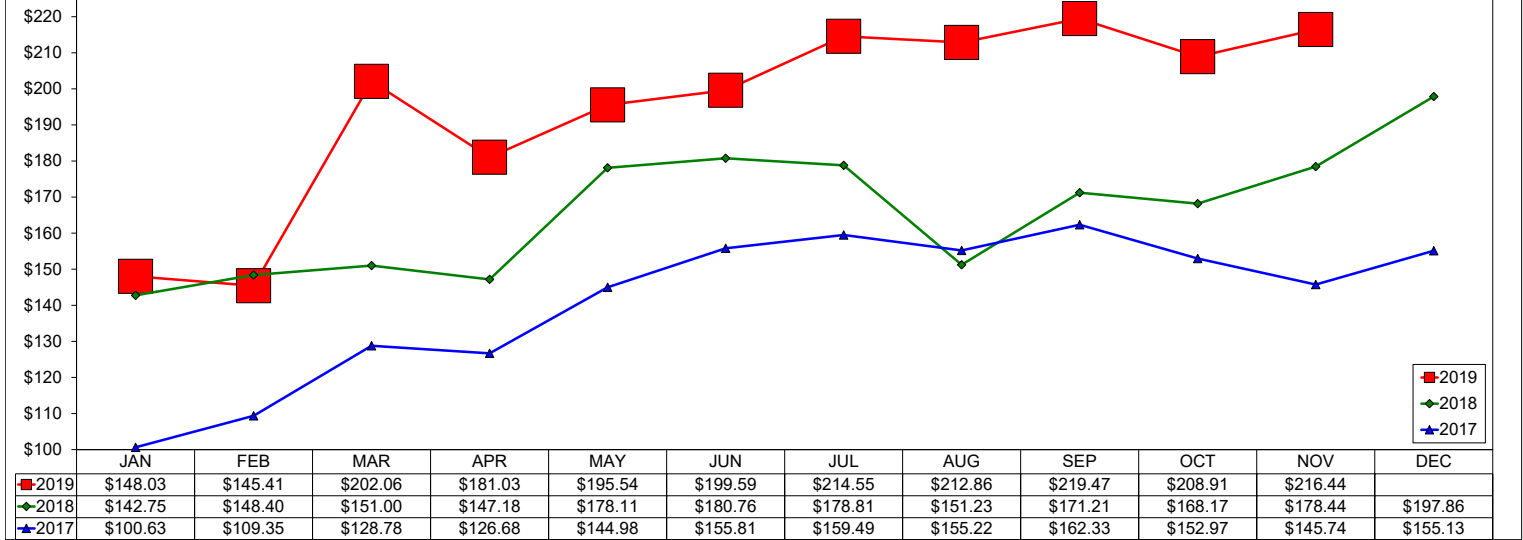
Note: The "Change %" column refers to the change from the prior year's figure.

AirBNB - Entire Place

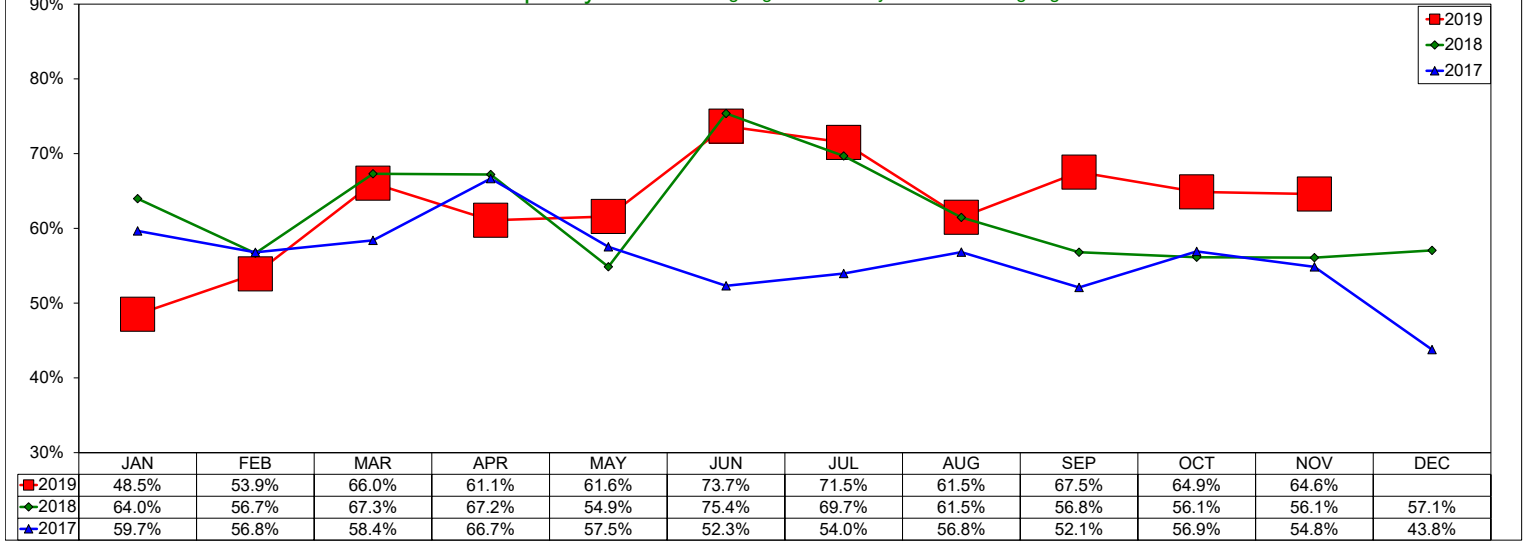
November 2019

Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms

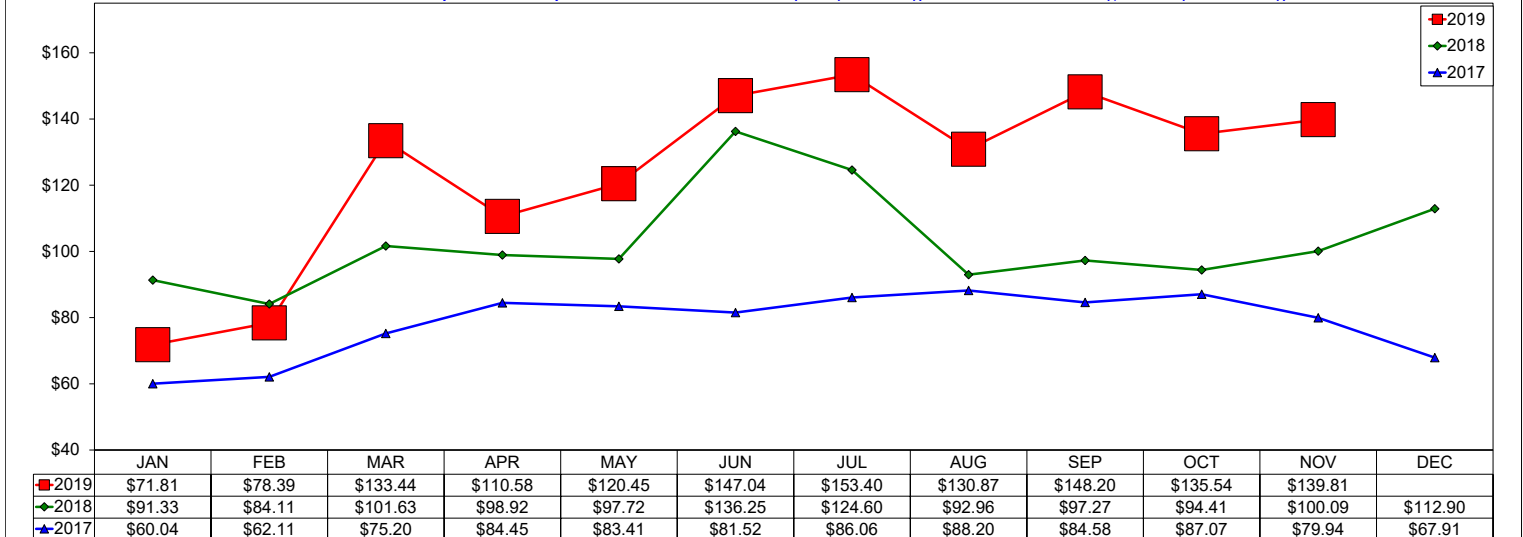
Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"

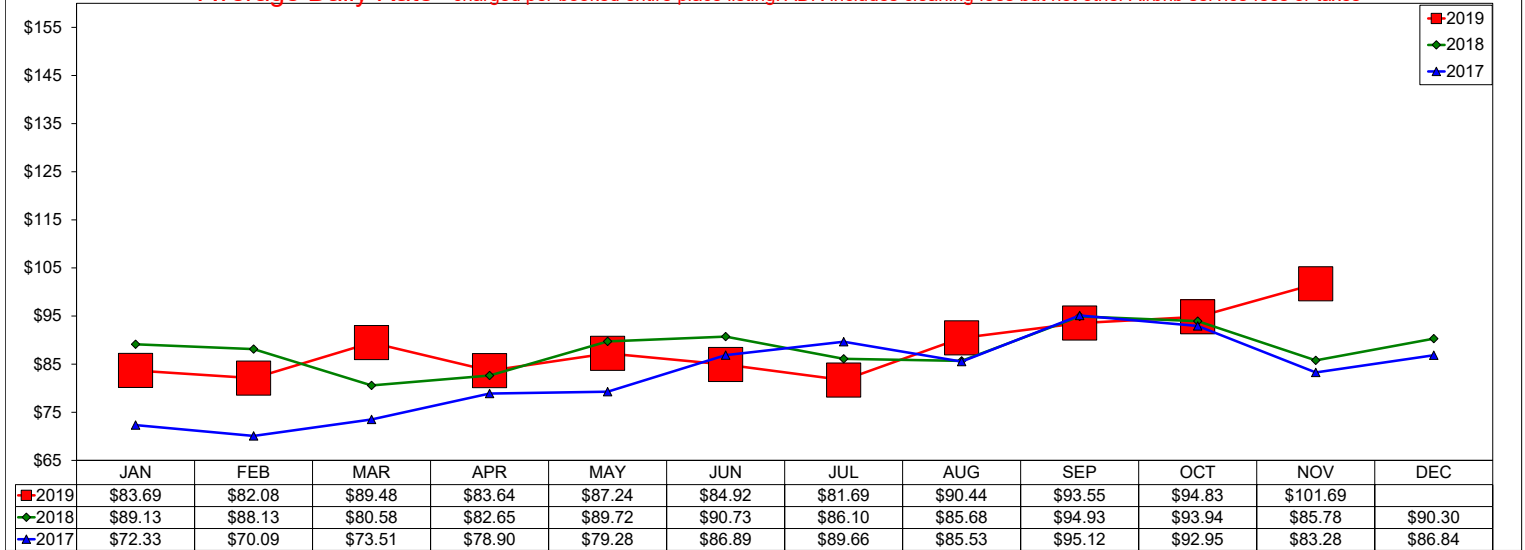


AirBNB - Hotel Comparable Subset

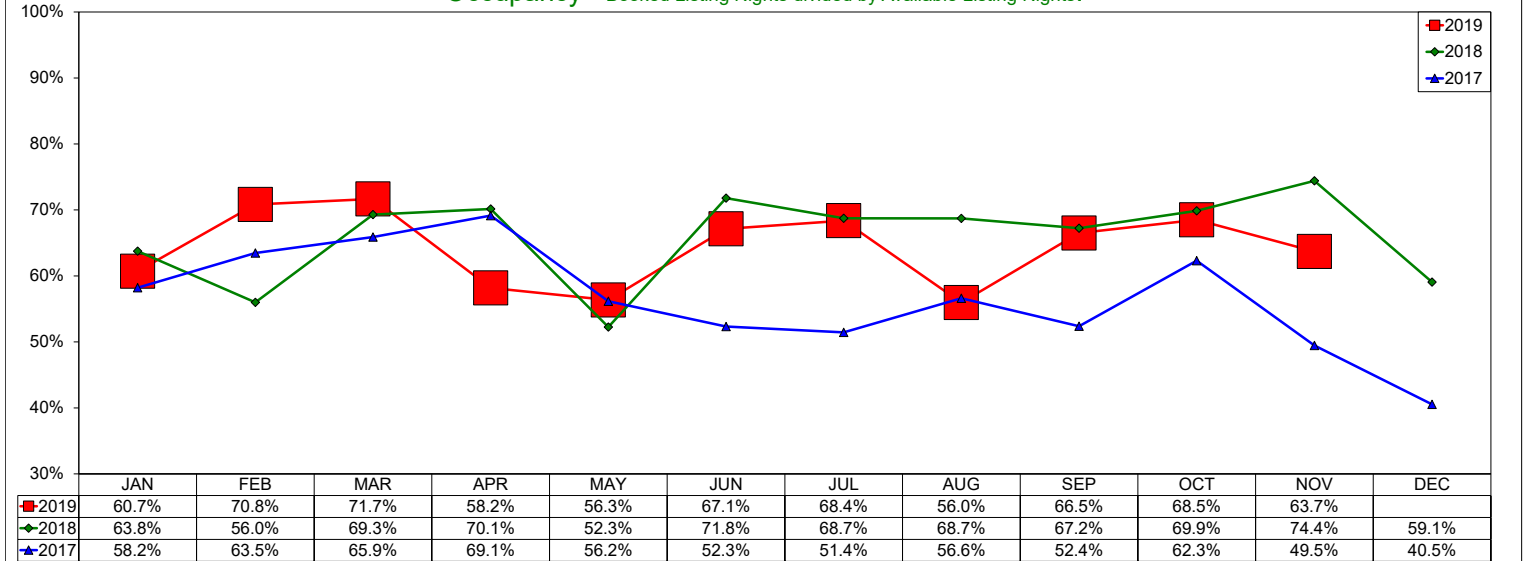
November 2019

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

Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"



Sec. 52-49. - Sale, serving or storage of alcoholic beverages.

- (a) Notwithstanding any other provision of this ordinance, the storage, possession, sale, serving, or consumption of any alcoholic beverages, when permitted by the laws of the State of Texas, shall be regulated and governed by the following use regulations and requirements:
- (1) For the purpose of this ordinance the following words and phrases shall have the meanings ascribed to them as follows:
- a. *Alcoholic beverage* means alcohol or any beverage containing more than one-half of one percent of alcohol by volume, which is capable of use for beverage purposes, either alone or when diluted.
 - b. *Restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption*. The zoning designation for this use shall be S-P-1 (R-AB). The terms "restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption" and zoning designation "S-P-1 (R-AB)" shall mean a restaurant or eating establishment zoned S-P-1 (R-AB) whose gross sales in Irving from food on an annual basis represents at least fifty (50) percent of its total sales of food and alcoholic beverages. This defined restaurant use shall be an authorized and permitted use as a principal use or as an accessory use, upon approval of S-P-1 (R-AB) zoning designation for all properties zoned under this section. Drive-in restaurants are specifically excluded from the definitions of a restaurant with attendant accessory use of the sale of alcoholic beverages.
 - c. *Commence construction* shall mean the setting of building foundation piers and beams.
 - d. *Drive-in restaurant* shall mean a public eating place which has facilities for serving food and beverages to customers in their motor vehicles on the premises.
 - e. *Food* shall mean nutriment for human consumption in solid form and beverages which have no alcohol content but the meaning of food shall not include any beverages having any alcoholic content, alcoholic beverage mixes, or other ingredients used for the preparation of alcoholic beverages.
 - f. *Mixed beverage* means one or more servings of a beverage composed in whole or part of an alcoholic beverage in a sealed or unsealed container of any legal size for consumption on the premises where served or sold by the holder of a mixed beverage permit.
 - g. The term *person* shall include association, trustee, receiver, organization, corporations, firms, partnerships, and natural persons.
 - h. For this section 52-49 of Ordinance No. 1144, *hotel* means the premises of an establishment:
 1. Where in consideration of payment, travelers are furnished food and lodging; and
 2. In which are located at least ten (10) adequately furnished, completely separate rooms with adequate facilities so comfortably disposed that persons usually apply for and receive overnight accommodations in the establishment, either in the course of usual and regular travel or as a residence; and
 3. Which operates a regular dining room constantly frequented by customers each day.
 - i. *Residential purposes* shall mean land actually being used to provide single- or multi-family homes for natural persons.
 - j. *Private school* means a private school, including a parochial school, that:
 1. Offers a course of instruction for students in one (1) or more grades from kindergarten through grade 12; and

2. Has more than one hundred (100) students enrolled and attending courses at a single location.
 - k. *Eating establishment* shall include, but not be limited to, a restaurant, cafeteria, convention center, hotel, entertainment center or a Public Entertainment Facility as defined in Section 108.73, Texas Alcoholic Beverage Code, wherein alcoholic beverages are sold by a single mixed beverage permit holder and the total sales of alcoholic beverages on the premises holding the S-P-1 (R-AB) designation do not exceed 50 percent of the total sales of food and mixed beverages on the permitted premises.
 - l. *Special regulation area* shall mean land located in the urban business overlay district.
 - m. *Mixed beverage permit* means a mixed beverage permit as defined by Chapter 28 of the Texas Alcoholic Beverage Code and includes derivative permits, such as a wine and beer retailer's permit, that allow on-premise sale of alcoholic beverages based on provisions of the Texas Alcoholic Beverage Code relative to areas in which voters approved the legal sale of beer and wine for off-premise consumption only and the legal sale of mixed beverages.
- (2) a. The storage, possession, sale, serving, or consumption of any alcoholic beverages to be sold or served by the holder of a mixed beverage permit or the holder of a private club permit issued by the State of Texas, in bottles or any other container direct to the customer or person for consumption on the premises of the holder of a mixed beverage permit or in a private club, shall be permitted only in a restaurant as defined in (1)b. above in a S-P-1 site plan district under section 52-32a of this ordinance after the applicant has made a written request for a change in zoning under said section 52-32a of this ordinance to permit such use but the city council shall not zone any drive-in restaurant for the storage, possession, sale, serving, or consuming of any alcoholic beverage.
- b. The site plan to be submitted pursuant to said section 52-32a shall satisfy all of the requirements of section 52-32a and the following additional requirements:
1. Interior design plan including general location of all waiting areas, restaurant seating areas reflecting the approximate number of seats, kitchen, storage, serving, and other activity areas within the restaurant.
 2. The specifically delineated area to be zoned for restaurant S-P-1 (R-AB) and all areas necessary to provide adequate and necessary ingress-egress and parking. Only within the area specifically delineated (R-AB) may alcoholic beverages be sold for consumption on premises. Provided, however, the holder of a mixed beverage permit operating an accessory use within a hotel that includes the zoning designation of S-P-1 (R-AB) may deliver mixed beverages, including wine and beer, to individual rooms of the hotel pursuant to section 28.01(b) of the Alcoholic Beverage Code of the State of Texas.
 3. An artist's rendering, photographs, elevation drawings or sketches, or other illustrations for the proposed restaurant which show proposed exterior features.
 4. Narrative description of the planned activities in the restaurant which includes projected breakdown of revenues between food sales and sales of alcoholic beverages and any use of the restaurant premises for dancing, gaming devices, and/or electronic amusement games.
- (3) The person operating a restaurant with a zoning designation of S-P-1 (R-AB) shall on a semi-annual basis, no later than on the tenth day of the month following each six (6) month period, file with the city secretary an affidavit on an officially approved form provided by the city secretary that reflects gross sales for the preceding six (6) months and gross sales for the preceding twelve-month period, or since the restaurant began its operation, whichever is shorter, breaking down the sales between the sale of

food and the sale of alcoholic beverages. For purposes of breaking down the sales between food and alcoholic beverages, sales taxes, alcoholic beverage taxes and any other applicable taxes or fees shall not be included in the calculations. The person operating a restaurant with a zoning designation of S-P-1 (R-AB) shall on a semi-annual basis file with the city secretary a copy of the filings supplied to the State of Texas for sales tax and mixed beverage (alcoholic beverages) tax purposes. The city reserves the right to request persons operating a restaurant with a zoning district designation of S-P-1 (R-AB) to submit an annual audit of the gross sales broken down between food sales and mixed beverages sales at the person's expense. All filings including all sales and beverage tax filings shall remain confidential. The person operating a restaurant with a zoning designation of S-P-1 (R-AB) shall permit the city treasurer to view the books, records, and receipts relative to sale of food and alcoholic beverages at any time after four (4) hours' notice. The city attorney, city manager, city council, city treasurer, mayor or city secretary may examine said records. Said records may be introduced in court for the purpose of showing the person operating a restaurant with a zoning designation of S-P-1 (R-AB) is in violation of this ordinance.

- (4) a. All persons applying for a zoning designation of S-P-1 (R-AB) pursuant to section 52-49 of this ordinance shall sign an application that includes all material required to be submitted by this ordinance, that acknowledges receipt of a copy of section 52-49, as amended, of Ordinance No. 1144, and includes an agreement to abide by all provisions of the city's zoning ordinance and all other applicable city ordinances.
 - b. Failure to submit all plans, data and information required to accompany a zoning application by section 52-49 of Ordinance No. 1144, within three (3) months of filing of the case shall result in a presumption that the case has been withdrawn and the city staff may close the file and process same no further.
- (5) A certificate of occupancy shall be issued by the city's building inspection department at such time as an applicant complies initially with section 52-49, all zoning ordinances, and all other applicable city ordinances.
- (6) A certificate of occupancy issued hereunder is valid only as to the recipient. No certificate of occupancy issued hereunder may be assigned or transferred. No person shall operate a restaurant zoned S-P-1 (R-AB) without a valid certificate of occupancy. Upon a change in ownership of the subject restaurant the new owner or person operating such a restaurant shall within ten (10) days of the change in ownership apply for a new certificate of occupancy using the same application form as required for a new zoning change, except that the application shall reflect that the property is currently zoned S-P-1 (R-AB).
- (7) The city council, after due notice and hearing, may cancel a certificate of occupancy of any party operating a restaurant zoned S-P-1 (R-AB) under section 52-49 for failure to comply with any of the terms of this ordinance and all other applicable ordinances, after receipt of written notice of noncompliance and failure to rectify any such deficiencies within thirty (30) days of receipt of such written notice. In addition to canceling the certificate of occupancy, the city attorney may inform the Texas Alcoholic Beverage Commission that the location no longer is in compliance with the City of Irving ordinances as previously certified to by the city secretary and request that the Texas Alcoholic Beverage Commission take whatever action is available under the Texas Alcoholic Beverage Code.
- (8) No S-P-1 (R-AB) site plan district for on-premises sale, serving, and consumption of alcoholic beverages either on the premises of the holder of a mixed beverage permit or on the premises of the holder of a private club permit shall be granted by the city council within three hundred (300) feet of any church, public school, or public hospital. The measurement of the distance between the place of business where alcoholic beverages are to be sold and the church or public hospital shall be along the property lines of

the street fronts and from front door to front door and in a direct line across intersections. The measurement of the distance between the place of business where alcoholic beverages are to be sold and the public or private school shall be:

- a. In a direct line from the property line of the public or private school to the property line of the place of business, and in a direct line across intersections; or
 - b. If the permit or license holder is located on or above the fifth story of a multistory building, in a direct line from the property line of the public or private school to the property line of the place of business, in a direct line across intersections, and vertically up the building at the property line to the base of the floor on which the permit or license holder is located.
- (9) No S-P-1 (R-AB) site plan district for on-premises sale, serving, and consumption of alcoholic beverages either on the premises of the holder of a mixed beverage permit or on the premises of the holder of a private club permit shall be granted by the city council within three hundred (300) feet of any property zoned or classified R-40, R-15, R-10, R-7.5, R-6, R-3.5, R-2.5, R-MF, R-MF-1, R-MF-2, R-MF-3, R-TH, R-MH, R-ZL, R-PH, and R-XF under Ordinance No. 1144 and any property zoned or classified A, B, C and D under Ordinance No. 209 and any property actually used for residential purposes authorized in Ordinance No. 1144 and Ordinance No. 209 irrespective of its zoning category. The measurements of the distance shall be along the property lines of the street fronts and from front door to front door and in a direct line across intersections.
- (10) The sale of alcoholic beverages within three hundred (300) feet of a church, public or private school, or public hospital is hereby prohibited. The measurement of the distance between the place of business where alcoholic beverages are sold and the church or public hospital shall be along the property lines of the street fronts and from front door to front door and in a direct line across intersections. The measurement of the distance between the place of business where alcoholic beverages are sold and the public or private school shall be:
 - a. In a direct line from the property line of the public or private school to the property line of the place of business, and in a direct line across intersections; or
 - b. If the permit or license holder is located on or above the fifth story of a multistory building, in a direct line from the property line of the public or private school to the property line of the place of business, in a direct line across intersections, and vertically up the building at the property line to the base of the floor on which the permit or license holder is located.
- (11) All persons applying for and receiving approval of S-P-1 (R-AB) zoning under this ordinance shall commence construction as evidenced by receipt of a building permit for the restaurant in accordance with the approved site plan within twelve (12) months of the zoning being approved. The city reserves the right and the applicant shall acknowledge the right of the city to rezone subject property in the event construction is not commenced within the stated twelve-month period.
- (12) A nonrefundable filing fee of five hundred dollars (\$500.00) shall accompany each application for S-P-1 (R-AB) zoning under section 52-49.
- (13) The regulations contained in section 52-49 (a)(9) shall not apply when the proposed application for a S-P-1 (R-AB) site plan district is located on property subject to an "urban business overlay district," a "transit mall overlay district," or property zoned "transit oriented development district"; provided said proposed S-P-1 (R-AB) site plan district meets the three hundred (300) foot distance requirement from any property zoned or classified R-40, R-15, R-10, R-7.5, R-6, R-3.5, R-2.5, R-TH, R-MH, R-ZL, R-PH, or R-XF under Ordinance No. 1144. The regulations contained in subsection 52-49 (a)(9), however, shall apply when the

proposed application for a S-P-1 (R-AB) site plan district is located on property within an area subject to an "urban business overlay district," a "transit mall overlay district," or property zoned "transit oriented development district"; and is also located within three hundred (300) feet of a property zoned R-MF, R-MF-1, R-MF-2, or R-MF-3 which is located on property outside of an area subject to an "urban business overlay district," a "transit mall overlay district," or property zoned "transit oriented development district."

- (14) The city council may grant a variance to the regulations contained in subsection 52-49(a)(8), subsection 52-49(a)(9), and subsection 52-49(a)(10) if it determines that enforcement of the regulation in a particular instance is not in the best interest of the public, constitutes a waste or inefficient use of land or other resources, creates an undue hardship on an applicant, does not serve its intended purpose, is not effective or necessary, or for any other reason the city council determines is in the best interest of the community after consideration of the health, safety, and welfare of the public and the equities of the situation. Applications for zoning changes under subsection 52-49(a)(14) will be processed the same as any other zoning change except that notice of the public hearing before the planning and zoning commission to consider the zoning change shall be mailed to all property owners within five hundred (500) feet of the property upon which the zoning change is being requested, according to the latest approved city tax roll.
- (15) In a restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption which is located in a special regulation area and zoned S-P-1 (R-AB), the gross sales in Irving from alcoholic beverages on an annual basis may be 70 percent or less of its total sales of food and alcoholic beverages.
- (16) Premises which include restaurants with attendant accessory uses of the sale of alcoholic beverages for on-premises consumption which meet all of the following:
 - a. Are located in the urban business overlay district,
 - b. Comprise a single, undivided tract of at least fifteen acres,
 - c. Contain a public entertainment facility ("PEF"), as defined by Section 108.73, Texas Alcoholic Beverage Code, and
 - d. Are zoned S-P-1 (R-AB)

shall be PEF premises. On a PEF premises, the combined gross sales in Irving from alcoholic beverages for the entire PEF premises on an annual basis may be 70 percent or less of the combined total sales of food and alcoholic beverages for the entire PEF premises. For the purposes of subsection 52-49(a)(3), an owner or operator of a PEF premises shall report a combined total of all food and alcoholic beverage sales for all of the establishments contained within the PEF premises and a breakdown for each establishment within the PEF premises, whether or not there are more than one mixed beverage or private club permit holders. The owner or operator of a proposed PEF premises applying for S-P-1 (R-AB) zoning to allow restaurants with attendant accessory uses of alcoholic beverages for on-premises consumption shall comply with all the requirements of subsection 52-49(a)(2)b, except for subsection 52-49(a)(2)b.1 and shall comply with all applicable requirements of section 52-32a.

(Ord. No. 2712, §§ 9—11, 10-31-74; Ord. No. 3768, § 2, 11-19-81; Ord. No. 6801, § 1, 5-23-96; Ord. No. 2008-9009, §§ 1—4, 10-16-08; Ord. No. 2009-9133, § 1, 10-22-09; Ord. No. 2013-9426, § 1, 1-24-13; Ord. No. 2013-9496, §§ 2, 3, 8-8-13; Ord. No. 2014-9539, § 1, 1-9-14)

State Law reference— Definitions, V.T.C.A. Alcoholic Beverage Code, § 1.04.



SECTION

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MORE FROM HOMEPAGE

Doomed from the start: The Byron Nelson's short run at Trinity Forest wasn't a failure, but it was always a bad idea

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Texas is the only state to turn its back on refugees, and we should be ashamed

SPORTS > GOLF

Doomed from the start: The Byron Nelson's short run at Trinity Forest wasn't a failure, but it was always a bad idea

The 2020 Nelson will be the final one held on the south Dallas course.





After two years of weather setbacks, disappointing attendance and declining financial results, the PGA Tour has decided that the 2020 AT&T Byron Nelson in May will be the last one held at Trinity Forest Golf Club.



By [Tim Cowlshaw](#)

8:37 PM on Jan 11, 2020

My first impression of the Trinity Forest links golf course when it hosted the Byron Nelson in 2018: “This course is amazing looking. Reminds me of Shinnecock Hills. Looks nothing like Dallas. This is going to be *fabulous*.”

My next impression roughly 10 minutes later: “There’s no shade within a mile of where I’m standing. Fans are going to *melt*.”

And they did, those that came. A late May golf date on a treeless course — well, thousands of trees surround the layout but they don’t factor into the tournament or provide any degree of comfort — was always a bad idea. We have learned that it’s over, that **the 2020 Nelson will be the final one held on the south Dallas course.**

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Eventually, the tournament will move to PGA Frisco but it may need to make a stopover back at the Four Seasons TPC for 2021, which is sort of like telling your ex-wife: “Hey, things didn’t work out with my new partner, but I need to come home and crash before moving on to my next one, is that OK?”

Regardless, this somewhat noble experiment need not be viewed as a total failure. As someone who’s old enough to remember walking Preston Trail as a kid to see Arnie and Jack play, even covering a Nelson there when Tom Watson won in 1979, I understand that these events can hop around. No shortage of great golf courses in the Dallas area. The stay in Las Colinas was a lengthy one, probably overdone given that it never will be a great golf course for fans to walk.

Not that thousands of fans at the Nelson were ever interested in walking anywhere but the Pavilion anyway.



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BY

The Trinity Forest run will be incredibly short but it can be defined by its three stages:

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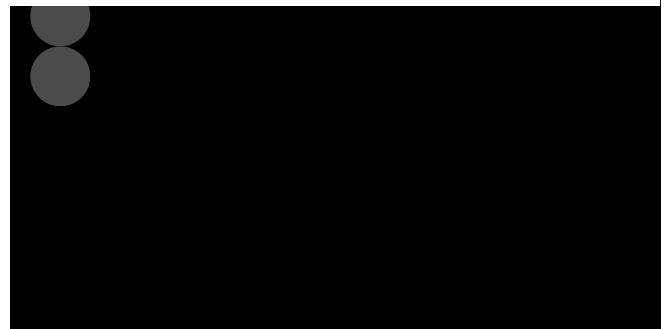
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Come see this new Nelson course.

Come see Tony Romo.

Come see this Nelson course for the final time.

Last year's Nelson reportedly generated about half the \$6 million that the 2017 event held in Las Colinas produced. That was reason enough for the PGA Tour to pull the plug.

But if this tournament is going to draw the date immediately before the PGA Championship, it will never produce the fields that Byron Nelson's presence drew for the TPC course. Factor that in along with tough access, inadequate parking, an unfamiliar location and a course with no history and the Trinity Forest experiment was doomed from the beginning.

Some pros liked the easy-birdie course — rookie Aaron Wise shattered the Nelson scoring record with a 23-under-par finish in 2018 — but others felt like Matt Kuchar. He missed the cut in what was clearly going to be his only trip to Trinity Forest, saying, “I’m mostly disappointed in myself that I let my dislike of the golf course affect my performance.”

One more trip around the links course and then the Nelson will find a new home. Maybe a couple more at least in the next two years.

PGA to abandon Trinity Forest

Disappointing attendance, weather, revenue mean new home for Byron Nelson in 2021



Bad weather forced spectators and shuttles to share muddy cart paths at the 2019 Byron Nelson tourney. (File Photo/Staff)

By CHERYL HALL

Business Columnist

cherylhall@dallasnews.com

After two years of weather setbacks, disappointing attendance and declining financial results, the PGA Tour has decided that the 2020 AT&T Byron Nelson in May will be the last one held at Trinity Forest Golf Club.

The Tour's decision to pull the plug on Trinity Forest, which is just south of downtown Dallas, will end an innovative initiative by the Florida-based professional golfers'

touring organization, the Salesmanship Club of Dallas and the private golf club to use the Tour's annual event as a magnet for economic development in the city's southern sector.

Officials of the Salesmanship Club and Trinity Forest gave exclusive interviews to *The Dallas Morning News*, and the formal announcement will be made Sunday morning.

Trinity Forest was built in 2014 over a toxic landfill. The 18-hole, 72-par course was designed by Bill Coore and Ben Crenshaw of Coore & Crenshaw Inc. as an environmentally sensitive, rugged and natural, links-style championship course.

The city of Dallas owns the land, and the Trinity Golf Club leases it. The Salesmanship Club, through its charitable golf organization, hosts the event wherever and whenever the Tour decides to play it.

Dallas is not a party in the agreements with the Tour but was briefed about the change late last week. The meeting was described by Salesmanship officials as amicable.

Dallas Mayor Eric Johnson said: "We are disappointed to hear the AT&T Byron Nelson will no longer be held at the Trinity Forest Golf Course after this year, but the tournament's departure opens up other potential opportunities to offer more recreational activities to our city's residents and visitors at this southern Dallas asset. We look forward to discussing the course's future with our partners there."

AT&T, which took over the tournament's title sponsorship in 2015, used its clout to get the Tour to move the event to Dallas' southern sector in 2018, leaving the TPC Four Seasons Resort Dallas at Las Colinas, where it had been held for 35 years.

The Tour hasn't decided where the 2021 Nelson will be, but a likely contender is the TPC Four Seasons. PGA Frisco — two championship courses being built by the PGA of America (a separate entity from the Tour), Omni Stillwater Woods and the city of Frisco — won't be finished for three years.

The Tour is exploring other options around North Texas, said Tyler Dennis, chief of operations at PGA Tour. "As the necessary footprint to grow the event continues to expand, collectively, we will be evaluating other facilities in the Dallas area for 2021 to ensure a premium fan experience and allow the Salesmanship Club to continue to do great things through its support of the Momentous Institute."

Protecting Momentous

Everyone seems to agree that the move is necessary because the substantial loss of revenue has hurt the Salesmanship Club's Momentous Institute, the sole beneficiary of the tournament's net proceeds.

Founded by the club in 1920, the widely lauded nonprofit provides innovative education and therapeutic services for 5,500 children and family members each year. That's more than 100,000 served since its inception.

The Nelson has raised more than \$163 million for Momentous in the last 51 years, making it the most successful charity event on the PGA Tour.

But tournament expenses went up and ticket and sponsorship revenue declined sharply after the move to Trinity Forest. Net contributions to Momentous peaked at more than \$6 million at the Nelson's final Four Seasons event. The 2019 Nelson netted less than half that amount, the club said.

That meant budget cutbacks at Momentous for this academic year.

And that's not acceptable to anyone.

"We all thought this was going to be something that would actually increase revenues," said Mike McKinley, chairman of Salesmanship Charitable Golf of Dallas Inc., which oversees the upcoming 2020 tournament that begins May 4. "The fact that it's gone in a different direction has disappointed everybody involved and is the primary concern.

"The Salesmanship Club's only focus is the Momentous Institute. Our ability to change the odds for kids in the Dallas area and transform the lives of kids and families — most of whom that we serve live in southern Dallas — is more meaningful to us than anything else. That drives everything that we do."

Jonas Woods, co-founder of Trinity Forest, echoed those sentiments: "Most important to all of us is the amazing work of Momentous. We understand the need for this change. We must pivot to continue supporting the services needed by these children and families in our southern sector."

Jessica Trudeau, executive director of Momentous, said she's had to cut expenses while maintaining programs for some of Dallas' most underserved.

"I'm so grateful that the Salesmanship Club and the PGA Tour are thinking about the long-term sustainability and viability of Momentous Institute," she said. "My understanding is that our welfare was a significant factor in forming this decision."

Byron would approve

The legendary Byron Nelson was an integral part of the tournament from the time it was created until he died in 2006.

In 1945, Nelson went on an incredible winning streak that will likely stand forever: 18 victories, including 11 straight. The Byron Nelson Championship was the first PGA Tour event to be named for a professional golfer.

"Byron once said that helping people was the best thing that happened to him in golf — better than winning the Masters or the U.S. Open or even 11 in a row," said his widow, Peggy Nelson Jaros. "He dearly loved the game of golf, but he loved the work of Momentous Institute even more. I know he'd support any decision made for the sake of the children and families this amazing charity serves."

McKinley said the club still supports Trinity Forest.

"We absolutely believe that it remains a great, noble cause. And while the Tour has determined that, for its long-term purposes, the tournament should be played elsewhere, we've got other programs in place there. We're going to host other events there that aren't directly related to the AT&T Byron Nelson.

"This isn't the end of the story on Trinity Forest."

Trinity Forest is the home of the SMU Mustangs men's and women's college golf teams. It is also the host location for the Bush Institute Warrior Open, the American Junior Golf Association's Under Armour/Jordan Spieth Championship and a half dozen charity tournaments.

First Tee of Greater Dallas, the Tour's outreach youth program, has its facility next to Trinity Forest's practice complex.

AT&T's sponsorship runs through 2021. If the communications giant is upset about uprooting the tournament, it isn't saying so publicly.

"We were proud to answer the call and step up to help the community five years ago by becoming the sponsor of the Byron Nelson tournament because it benefits thousands of local kids and family members," an AT&T spokesman said Friday. "Our commitment to the community and the tournament continues today."

Heat and mud, oh my

So what went wrong?

Severe weather for starters: a record heat wave on a shadeless course in 2018 and unrelenting, miserably cold rain in year two.

The course didn't flood, but the area immediately surrounding it did. This created an insurmountable logistical problem because vehicles used to move supplies and to shuttle spectators were forced to share the cart paths with 50,000 spectators who were trying to watch golf.

"Having all of that co-exist on cart paths is impossible," Woods said. "We realized last year that losing a very important artery of infrastructure because of weather creates a problem from a safety and an operations perspective. That's just one of several problematic things that the weather pointed out."

The road along the course boundary is in an environmental area protected by the U.S. Army Corps of Engineers, so it can't be raised high enough to keep it from being submerged.

The course is covered by a two-foot cap of clay to keep toxic materials from oozing out. That cap can't be penetrated, which meant that it was much more expensive to anchor temporary venues than it was at TPC Four Seasons.

Player holdouts

A Tour spokesman declined to say whether player resistance contributed to the decision.

But the Nelson at Trinity Forest took a beating in player and spectator social media posts for its lack of parking and shade.

Only four of the top 20 players in the world competed there in 2018 and just two last year. Both tournaments were won by first-time winners who haven't won again. The final Nelson at the TPC Four Seasons had nine of the world's top 20 players, including four of the top six.

One group the links-style Trinity Forest course did attract: talented international players, many of whom didn't play the event at TPC Four Seasons.

But despite a vow from Dallas resident and Trinity Forest member Jordan Spieth to do his best to recruit his friends to play in the event, the Trinity Forest-era Nelson tournaments struggled to attract high-profile American golfers.

One particularly hard knock came from fan-favorite Matt Kuchar, when he played in 2018. "If you don't have anything nice to say, don't say anything at all," Kuchar told The Golf Channel after his first round.

After his second round, Kuchar said, "I'm mostly disappointed with myself that I probably let my dislike of the golf course affect my performance. As a professional, if they put 18 holes in a field and tell you this is where the tournament is, you go figure out how to play it."

He did not return in 2019.

"We expected the fields to get better and they did not," Woods conceded. But he attributes that to other factors, not the course. "The vast majority of the players — like the 90-plus percentile — thought the golf course was fantastic. But the other inconveniences with the location, the infrastructure and amenities weren't ideal."

In its latest rankings, *Golf Digest* named Trinity Forest the sixth-best course in Texas.

Changing the date of the Nelson to the week before the PGA Championship meant that some players were resting, Woods said. "The fields before the PGA Championship are always weaker than the average field on tour."

Stemming the tide

McKinley said the club has learned to control costs but hasn't been able to offset the continuing drain in ticket and sponsorship revenue. So far, revenue is tracking lower than last year.

"We're trying things to turn that around," said the co-founding partner of law firm Shackelford Bowen McKinley & Norton LLP.

For many people, watching golf at the Nelson is secondary to people watching and socializing. Attendees were used to convenient parking and the ability to finish the day with an evening meal at a hip nearby restaurant in Las Colinas.

Google eating places near Trinity Forest, and you get a handful of small restaurants offering comfort food.

So the club is paying more attention to on-course entertainment value.

The main pavilion last year was sponsored by the Katy Trail Ice House. "It was great. It was packed at all times," McKinley said. "This year, we're doing even more. It's like, 'OK, Dallas, we heard you. Here's what's coming next.'"

"While that might further impact the bottom line this year, the Salesmanship Club is determined that this 2020 tournament will be a grand finale for Trinity Forest. Those

people in Dallas who haven't had the great experience of seeing this awesome golf course need to come out and see the tournament."

And he's praying for sunshine — just not too much of it.

Staff writer Scott Bell contributed to this report.

Twitter: @CherylHall_DMN



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Much Maligned Trinity Forest GC is exiting as a PGA Tour site after only three years after the Tour made the sudden move

Hello & Goodbye. Why the PGA Tour had to pull the plug on Trinity Forest GC after only three tournaments

Published on January 13, 2020



Art Stricklin

President of Stricklin Free-Lance & Books

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By Art Stricklin

The PGA Tour is moving the AT&T Byron Nelson out of Trinity Forest Golf Club after the 2020 tournament in May, ending a star-crossed three-year run at the [Bill Coore-Ben Crenshaw](#) neo-links course south of downtown Dallas

“I’ve been counting the days that this would happen,” Ryan Palmer, a Texas-born PGA Tour winner who lives in the Dallas suburbs, told GOLF.com.

“I may get in trouble for saying this, but there was no energy, no excitement, and no crowds to watch. We went from the No. 1 Tour event in excitement and charity giving to wherever we are now. This had to happen.”

Many factors contributed to the club’s demise as a Tour site, including unpredictable weather, a lack of shade, infrastructure and off-course hospitality venues, and a dearth of A-list players. All of that hurt the sponsoring Salesmanship Club of Dallas’ ability to raise funds for its charity, the Momentous Institute, which provides education and therapy services for local children and is the sole beneficiary of the event’s net proceeds.



Messaging



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is not yet selected a new North Texas site for 2021, the early favorite is a return to the TPC-Four Seasons Resort, which successfully played host to the event for 35 years.

“We have never shut that door on the relationship,” said Maura Allen Gast, executive director of the Irving Convention and Visitors Bureau, which has been heavily involved in the event during its years in Irving.

“We have said from the beginning we want what is best for the kids at the Momentous Institute and if that is the case we are happy,” Gast said.

at the TPC-Four Seasons.

“Just move it back to the Four Seasons and leave it there,” he said. “To look at the crowds and the people there, I wish I had a picture of the people there in our last year compared to Trinity Forest.”

The PGA of America is building two championship golf courses with architects Gil Hanse and Beau Welling in Frisco, just north of Dallas, but they will not be ready until at least 2022.

The AT&T Byron Nelson's move comes only a short time after it moved to Trinity Forest, but was no surprise to those around the event.

While the Salesmanship Club has run the tournament since 1969, using the namesake of local golf legend Byron Nelson, the date and authority to hold an event is owned by the PGA Tour.

The Tour informed Salesmanship Club and Trinity Forest officials in the fall that it was considering a course change, but a final decision was not made until last week.

“You know this doesn’t happen quickly, but it was finalized very recently,” a longtime Salesmanship Club member told GOLF.com.

Also uncertain is the status of title sponsor AT&T, the prime driver behind the move to Trinity Forest, which is close to its Dallas headquarters.

AT&T is the largest sponsor in dollars on the PGA Tour with title sponsorships at the Byron Nelson and the AT&T Pebble Beach Pro-Am in February, plus a major TV sponsorship at the Masters in April.

The company used its considerable corporate leverage with the Tour to get the tournament moved away from the Four Seasons to Trinity Forest, a treeless design that opened in 2014 on City of Dallas land [that was a former toxic landfill](#).

At the time Dallas mayor Mike Rawlins touted the project as a unique public-private partnership, but the name Tour players never came out, and the fans didn’t, either. The Salesmanship Club reported charitable donations dropped by more than half from what the Four Seasons event generated, down to less than \$3 million a year.


Former PGA Tour winner Harrison Frazar, a Texas native who was heavily involved in Trinity Forest landing the Byron Nelson, said the fundraising struggles drove the final decision.

“It’s all about the kids and what is best for the event,” he said.

The 2018 tournament was won by then-rookie Aaron Wise, with only four of the top 20 players in the world competing. Only two of the top 20, [Dallas’ Jordan Spieth](#) and Brooks Koepka, competed in the 2019 event won by Sung Kang.

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President of Stricklin Free-Lance & Books
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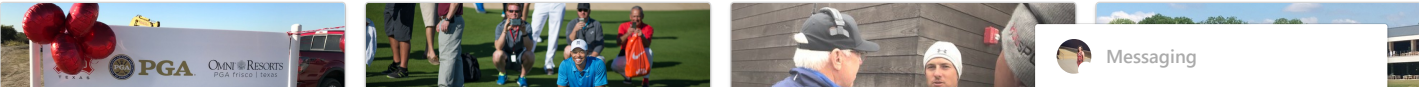
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The Pavilion at Trinity Forest just wasn't the same.

SPORTS & LEISURE

No, It's Not a Done Deal That the Byron Nelson Will Return to Irving

It's true, though, that the Salesmanship Club owns land near the course.

BY TIM ROGERS | PUBLISHED IN FRONTBURNER | JANUARY 14, 2020 | 12:38 PM

SMS

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With the PGA Tour abandoning Trinity Forest Golf Club after this year's Byron Nelson, folks have begun speculating where the tournament will be played next year and beyond. On Twitter, a certain anonymous account posted some curious property records that purportedly prove the Salesmanship



Club knew all along that the tournament would return to TPC Four Seasons. Not so fast.

Yes, the Salesmanship Club owned land on which the famed Pavilion used to be erected (this is probably a better picture to see what we're talking about). No, that continued ownership doesn't suggest that the Salesmanship Club suspected that Trinity Forest would fail as a tournament venue. Jon Drago, tournament director for the Byron Nelson, tells me that the Salesmanship Club bought the land a long time ago as an investment. When the tournament moved to the Four Seasons, in 1983, there weren't any houses abutting the course. As the land was developed, the Salesmanship Club brass thought it would be smart to buy some of it; they did that in 1995. The Pavilion back then was erected over the nearby tennis courts. It wasn't until later, after the course was redesigned, in 2008, that the Pavilion moved to the land owned by the Salesmanship Club. And they still own it because, in their estimation, it's still a good investment, not because they figured the tournament would return.

In any case, Drago says it is by no means a fait accompli that the Nelson will return to the Four Seasons in 2021. Only the PGA Tour can make that decision, and he hasn't yet heard anything from them. Drago says they have a number of options in North Texas from which to choose. Till they make that choice, let's keep the speculation flowing. Golf is fun. So is speculating about golf.

SPORTS & LEISURE

Tags: **BYRON NELSON** / **JON DRAGO**

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
IRVING CONVENTION CENTER
500 W. LAS COLINAS BLVD., IRVING, TEXAS 75039
TUESDAY, NOVEMBER 5, 2019**

Those in attendance were: Greg Malcolm – Committee Chair, Clem Lear – Board Chair, Bob Bourgeois, Julia Kang and Joe Marshall - Committee Members; Bob Bettis and Rick Lindsey – Board Members; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez and Susan Rose – Staff; Matt Tungett and Tom Meehan – SMG.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m.

The Committee reviewed the Hotel Development Ordinance for revisions and updating language. The current Ordinance was put into place in 2006. Executive Director Maura Gast reviewed the concerns that led to the 2006 Ordinance, which were: development was flush and nearby cities were revisiting their zoning and pushing more development into Irving; rate, neighborhood and property integrity; underperforming properties and property flag changes were resulting in non-branded properties and thus no expectations and no brand quality control. She reviewed the hotel room inventory history: 7,000 to 9,000 hotel room range from 1996-1999 and then a significant and steady jump to 11,000 rooms from 2001-2017. The Committee reviewed the current Ordinance requirements and hotel development status. It was noted that variances are being considered for most of the projects. Gast reviewed the state of the Irving hotel market, supply and demand and issues that are appearing in data reports. Trends in the market were discussed, including corporate travel demand, narrow development radius restrictions, reinventions of existing brands and niche interests. She reviewed the emergence of short-term rentals into business travel space and multi-brand hotel complexes.

In 2018, Committee recommendations were to not make any changes and to keep the bar high throughout the City, protect rate integrity and protect neighborhood and property integrity. The Committee discussed overlay districts and noted that each area is very different. Malcolm commented that Hwy 114/161 tie into the Urban Center core, while DFW Airport North and the Texas Stadium site are both separate areas. Hotel height controls the destiny of the hotel, and the Urban Center should have nothing less than a six-story building to keep the ambience of the area. Price points in different areas are also a consideration. Discussion was held on sleeping room inventory requirements, and it was noted that 200 sleeping rooms for a property may be outdated, as most are coming through in the 150-175 room range.

Committee Recommendations:

- Six-story properties.
- Possible minimum number of years commitment for brand/franchise agreements.
- Notification of flag change.
- 125 rooms if six story height stays.
- Meeting room space: reduce to 3500 square feet contiguous space required for Urban Center and Stadium site and waive the others to minimum of 500 square feet.
- Parking: Variances per code of up to 35% can be approved by staff with proof of independent parking study. If parking is shared, property deed is required.

- Amenities: minimum requirement for continental breakfast either provided or for sale; required pantry food items for purchase.
- Recreational Amenities: 1,000 square feet combined; leave minimum lobby and combined area for recreation.
- City-wide “need/demand” study with third party assessment could be pursued
- No variances allowed.

Gast to research the cost of a study and will update the Committee. Future recommendation of property enhancement program as a separate item for long term. It was suggested to consider a City match program.

Next Steps:

- Present as an action item on the November 18, 2019 ICVB Board meeting agenda.
- Board recommendations presented to the City Planning and Development Committee at the December meeting that includes surrounding neighborhoods.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from August 6, 2019. Board Chair Clem Lear made a motion to approve and a second from Board member Bob Bourgeois. With no further discussion, the motion was unanimously approved.

Future meeting subjects were discussed: a tour of the Irving Golf Club, Hidden Ridge development updates and tour of the Irving Arts Museum. Committee meeting dates for 2020 will be announced and communicated after Board Committee assignments have been made.

With no further discussion, Malcolm adjourned the meeting at 1:08 p.m.

Respectfully submitted,




Maura Allen Gast, FCDME
Executive Director