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**IRVING CONVENTION AND VISITORS BUREAU**

**Board of Directors Meeting**

**Monday, December 14, 2020 @ 11:45 a.m.**

**Via Zoom**

**500 W. Las Colinas Blvd.**

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**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, December 14, 2020 at 11:45 AM**  
**Zoom Video Conference**

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

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Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on December 14, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/81090340008> - Meeting ID: 810 9034 0008. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 810 9034 0008.

1. Citizen Comments on Items Listed on the Agenda
2. Swearing in of Board members
3. Approving ICVB Board Minutes for November 16, 2020

**Board Reports**

4. COVID-19 Update
5. Board Chair Report
  - a. Welcome New/Incoming Board Members
  - b. Board Committee Sign Up Form
  - c. Schedule of Upcoming Meetings and Activities
  - d. Next Board Meeting – January 25, 2021
6. Board Committee Reports
  - a. Board & Business Development – Bob Bourgeois
    - December 4 Meeting Recap
  - b. Community Engagement – Clem Lear
    - Next Meeting – TBD
  - c. Destination Development – Greg Malcolm
    - Next Meeting – TBD

## AGENDA - Continued

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7. City Reports
  - a. Council Liaison – Councilman John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Toyota Music Factory
    - Other City Updates
  
8. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
9. Convention Center Management Report – Tom Meehan/Matt Tungett
  
10. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Mike Rilley
  - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Nydia Hoskins
  - c. Restaurant Industry Update – David Cole
  
11. Partner Organization & Stakeholder Reports
  - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - b. DCURD and Irving Flood Control Districts – Dallas Burke
  - c. Chamber of Commerce – Sam Reed/Beth Bowman
  - d. Irving Arts and Culture – Todd Hawkins/Kim Andres
  - e. The Las Colinas Association – Hammond Perot
  - f. TIF – Michael Randall
  - g. University of Dallas – Jason Wu Trujillo/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, NOVEMBER 16, 2020**

## **AGENDA ITEMS**



**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS**  
**ZOOM VIDEO MEETING**  
**November 16, 2020**

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Kim Andres, Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Dirk Burghartz, Dallas Burke, David Cole, Debbi Haacke, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Ron Mathai, Hammond Perot, Joe Philipp, Michael Randall, Sam Reed and Mike Rilley – Board members; Deputy Mayor Pro Tem Kyle Taylor, Councilman Oscar Ward, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Brice Petty, Diana Pfaff, Susan Rose and Monty White - ICVB; Guests – Laura Edwards, Crowe LLP, and Richard Stewart Jr.

Board Chair Rick Lindsey called the meeting to order at 11:47 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. He inquired if there were any citizen comments; there were none.

**ELECTION OF OFFICERS**

- a. Chair
- b. Vice Chair

Chair Lindsey called for nominations to the ICVB Board of Directors for Chair of the 2020-21 Board. Board member Debbi Haacke nominated Board member Karen Cooperstein as Chair. With a second from Board member Clem Lear, Cooperstein was unanimously approved as Chair of the ICVB Board.

Board member Bob Bourgeois nominated Board member David Cole for the ICVB Board of Directors Vice Chair of the 2020-21 Board. With a second from Board member Jo-Ann Bresowar, Cole was unanimously approved for Vice Chair of the ICVB Board.

**CONSENT AGENDA**

- Approving ICVB Board Minutes for September 28 and October 23, 2020
- Accepting the Irving Convention Center Financial Report for September 2020

Lindsey asked for a motion to approve the Consent Agenda items as presented. Cooperstein made a motion to approve and Bourgeois gave a second. With no opposition, the motion passed unanimously.

**INDIVIDUAL CONSIDERATION**

- Accepting the Irving Convention Center Audit Report for FY 2019-20 – Laura Edwards, Crowe

Executive Director Maura Gast introduced Audit Senior Manager Laura Edwards from Crowe LLP. Edwards presented the audit results to the Board Executive Committee and shared an overview of the audit to the Board.

The report is performed for fiscal year 2019-2020 and compared to 2018-2019. The Auditor Opinion from Crowe states the financial statements are presented fairly and in accordance with the contract.

**Review of the Balance Sheet:**

- This was an unusual year and expenses were managed well. Edwards applauded Gast, General Manager Tom Meehan, and ICC finance staff with their communication and results.
- Assets due from the City of Irving/ICVB – a slight shortfall of \$42,000.
- Accounts Receivable – \$176,000 versus last year \$717,000, a decrease due to the matter of current events.
- Advance deposits decreased this year, but normal cancellation policies have been revised to accommodate events rescheduling due to COVID-19.

**Statement of Revenue and Expenses Review:**

- Most numbers have decreased.
- A slight uptick in the Other category due to the parking agreement with the Irving Convention Center Westin Hotel.
- Operating expenses have gone down due to furloughed employee salary and wages decreases.
- Showing a net loss of \$1.9 million.

A Cash Flow Review shows nothing unexpected.

Financial Activity shows money contributed by City of Irving/ICVB and capital remitted by Irving from prior year.

**Edwards reviewed the Notes on Review of Financial Statement:**

- The management agreement has been extended for another 15 years and was approved by City Council on November 12.
- Doubtful accounts were determined good and collectable.
- A COVID-19 statement has been added for advance deposits regarding 100% refunding of deposit.

**Edwards then reviewed the required communication letter from Crowe:**

- Corrected misstatements:
- There is \$42,641 due from the City on Balance Sheet. This adjustment is made every year at the end of the audit.
- The amount due to SMG included in accounts payable and accrued expenses by September 30, 2020 and 2019 was \$18,518 and \$0, respectively.
- An adjustment was made for \$53,370 for a check that was reported on the bank reconciliation that had not been mailed until subsequent to year-end.

**Uncorrected misstatements:**

A receivable was not recorded for a pursued balance regarding a cancelled event and currently pending legal action. The entry records the amount to accounts receivable and fully reserves it as the balance does not appear to be fully collectable. The income net effect is zero. No difficulties were encountered during the audit. No disagreements with management were reported.

In reviewing the management letter, Edwards noted as a best practice, management should establish a formal process to identify potential related-party relationships and transactions. She also recommended management properly date checks in the month that the checks are processed so the cash reconciliation is accurate. These were classified as a low-level deficiency but added in writing as a precaution. ICVB staff has committed to put into place a policy to identify any customers or vendors with a related-party relationship. Edwards closed the presentation with thanks to the ICC Finance Team, General Manager Tom Meehan, and Gast for their partnership in the audit process. She noted ICC management has a good handle on expenses and future revenue projections.

In response to a question from Deputy Mayor Pro Tem Kyle Taylor, Edwards replied audit deficiencies are communicated throughout the year and discussed if any item is flagged during the year for new recommendations.

Lindsey thanked Edwards for the information and consistent audit over the years. Board member Debbi Cooperstein gave a motion to accept the ICC Audit Report as presented and a second from Bresowar. The motion was unanimously approved.

**BOARD REPORTS****Chairman and Management Reports:****Gast gave a COVID-19 Update:**

- Pandemic is hovering in the Response and Recovery Phases.
- ICVB and ICC continue to see impact.
- November/December are typically slow months and that will be magnified further this year.
- COVID-19 relief legislation is stalled.
- Vaccine news is good news from a traveler perspective.
- Hotel Occupancy assumptions were revised mid-August and will be revised again in November.
- Both September and October months have Occupancy impact from hurricane evacuees.
- ICC will continue to manage expenditures and maintain the facility for "return to normal."
- Updates to the Board will continue as a series of national proposed recovery initiatives are put into place.
- ICVB and ICC Sales teams continue to work to build the pipeline.
- Staycation and Safe Meetings marketing and advertising campaigns are both doing well.
- ICVB and ICC website traffic was a record high in October and continues to drive the website activity.
- Visit Irving website traffic is up compared to counterparts in the United States and globally.
- Things will change, but how remains to be seen.

Lindsey noted the Executive Director salary reinstatement letter in the packet. He welcomed the new Board members: Rose Cannaday, Stephanie Fenley Garcia, William Mahoney, Roy Santoscoy and Richard Stewart Jr. He acknowledged the retiring Board members and thanked them for their willingness to serve, their leadership and shared knowledge with the Board. Lindsey reported the next Board meeting is scheduled for December 14.

#### BOARD REPORTS

##### Board and Business Development Committee

Committee Chair Haacke reported the next meeting is scheduled for Friday, December 4 and 9:00 a.m. via Zoom and invited all Board members to attend.

##### Community Engagement Committee

Committee Chair Bourgeois reported:

- There are no City of Irving holiday festivities or parade this year due to the pandemic.
- The last Committee meeting was held via Zoom on October 13.
  - Topics discussed at the meeting included Annual Spirit of Irving award nominations, virtual Irving Hospitality and Industry Annual Meeting, National Tourism week in May, ideas for National Plan Your Vacation Day on January 26, 2021.
  - The Committee recommended Richard Stewart Jr. for the High Spirited Citizen award that the Board approved at its October 23 Board meeting. Staff is working with the City Secretary Office and Stewart to schedule the presentation at an upcoming City Council meeting.
- The next Committee meeting is TBD.

##### Destination Development Committee

Committee Chair Greg Malcolm reported the next Committee meeting date is TBD. Topics from the November 10 Committee meeting included an update on the Irving Golf Club, City R-AB Ordinance discussion, Irving COVID-19 impact, and hotel development.

#### CITY OF IRVING REPORTS

Councilman Oscar Ward:

- Congratulated the new ICVB Board members on their appointment.
- He noted the city is working on obtaining a consultant for short-term rental hotel tax collections.
- The Irving School District May 2020 elections were postponed until November 3 due to COVID-19. There may be a possibility that local elections will be annually in November.
- City is doing a staff wage/benefit survey.
- Council continues with challenges due to meeting during the pandemic.

Deputy Mayor Pro Tem Kyle Taylor:

- Congratulated the Marketing and Communications team on the website records and noted the site is very engaging and well done in driving visits to Irving.
- Parks and Recreation Department held a very successful Halloween drive-through event. The department is also working on ways to drive people to Irving and hotel stay traffic.
- R-AB Report will be an interesting topic moving forward in the redevelopment of Irving Blvd.

City Manager Chris Hillman:

- Neighborly Brands recently announced it has selected Irving as its second headquarters. The other is in Waco. The company franchises brands such as Molly Maid, Mr. Handyman, and others.
- Vistra Energy recently announced it will consolidate several locations in a five-story, nearly 406,000-square-foot building at 1925 W. John Carpenter Freeway.
- SmartAsset has named Irving one of the top 30 cities for first-time homebuyers.
- CompTIA Tech Town Index ranked North Texas #2 in the nation for Tech opportunities, up from #7 during the prior year, representing a tremendous uptick during coronavirus.
- The Levy Event Plaza is primed for its grand unveiling this week. The Plaza is a \$2.8 million project along Lake Carolyn. It will host the city's community events, such as Fourth of July Fireworks and Laughs by the Lake.
- Parkland Hospital has opened a COVID-19 testing site in Irving. The site is a walk-up testing location at Parkland's Irving Health Center, 1800 N. Britain Road. The testing site will be open 7:30 a.m. to 4 p.m., Monday through Friday, or until testing limits reach capacity. Results will be returned within 48 to 72 hours. Testing is open to anyone who is over the age of 5 and lives within the boundaries of the City of Irving or Dallas County.
- Most City facilities are open on a limited basis and masks are required to enter.
- The Irving downtown revitalization project includes current plans recommending reducing three vehicle lanes to two lanes along Irving Boulevard from Sowers Road to Strickland Plaza. The remaining right-of-way would be used for parallel parking, wider sidewalks, a bike lane, and streetscape amenities. While construction is underway, the city will make additional improvements to the water, sewer, and stormwater infrastructure along the road. This renovation project is one of many investments the City is making in the area.
- The DART station at Verizon's Hidden Ridge campus is under construction.
- The Signature Bridge, spanning State Highway 114, is expected to be completed before year end.
- Fire Station 4 is slated for completion this year.
- Georgia Farrow Rec Center construction continues, as does downtown Heritage Park.
- Blue Christmas is an Irving Police and Fire Event. Irving first responders raise money for food and toys that they then distribute to members of the community who need help during the Christmas holiday. There is also a Wing Eating Challenge for Irving First responders with all donations benefitting our families as well as other food and toy drives.

MANAGEMENT AND STAFF REPORTS:

Gast acknowledged Lindsey and thanked him for the continued support as Chair throughout the year. His leadership, counsel, support and accessibility were appreciated. She noted staff appreciated the kindnesses shown to them in a challenging year. She noted ICVB and ICC staff continue to do great work and with passion.

Assistant Executive Director Sales/Services Lori Fojtasek reported:

- In reference to the report in the packet, she noted the strongest market is Sports and the Corporate market is the weakest during the pandemic.
- Most travel for Sales staff to tradeshow and activities has cancelled, but virtual events are on the rise and staff is attending as possible. Most offering free registration.

- Sales pipeline for the current year is extremely low.
- Good news is 2022 is on the same pace prior to COVID.
- COVID-19 YTD Impact shows Cancelled Room Nights – 86,720 and Lost Business – 57,137. Rescheduling is low.
- There is an increase in socially distanced site inspections now taking place and hotels are encouraged.
- Business reviews are seeing an increase.
- Safe Meetings Campaign triggered an increase in traffic for RFPs.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Safe Meetings Campaign had 1.9 million impressions, 16,000 sessions and produced 55 total leads.
- Staycation Campaign had 2.7 million impressions, 43,000 session and 15,507 hotel referrals.
- Switching social media focus from Fall to Holiday.
- Both websites recorded the highest total website traffic numbers to date and a 32% increase over October 2019.
- Advertising engagement remained high in October with 27,092 clicks and over two million advertising impressions. The leisure market had the largest amount of engagement with 18,511 clicks.
- Pfaff commended Director of Marketing Monty White on leading the campaigns and the huge successes.
- The Visit Irving Blog continues to have success. Added a “Rock the City with Live Music in Irving” blog on Thursdays with live music that is increasing around town.
- Because of blog traffic there were over 1.5 million impressions on the Visit Irving Facebook page.
- She encouraged everyone to read the articles attached in the packet for the Marketing and Communications report.

Assistant Executive Director Administration and Finance Susan Rose reported:

- AirDNA Report:
  - The report shows 412 available listings in September. A slight increase.
  - Average Daily Rate is \$177.19, down 20% from last year.
  - Occupancy is 54.7%, an 18% decrease from last year.
  - Hotel Comparison subset reports Average Daily Rate of \$96.42 and Occupancy at 55.4%.
- The Administration/Finance team is working on agenda items to City Council, updating and organizing the Board portal as recommended by the Board and Business Development Committee, Staff portal updates and new HR / Payroll software training.
- Welcome to Brice Petty as the new IT Manager for the ICVB. He will be a great asset to our team.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The first six months of this fiscal year were on a record-setting pace, which laid down a good foundation for the year.
- Changes made to forecast/budget for the year. Half of staff furloughed, renegotiations of third-party contracts for the building, moved \$500,000 out of Capital into Operations, and reduced expenses.
- ZestFest is considering rescheduling to March/April or late May 2021 from January.

- ICC will continue to work on balancing revenues and expenses.
- Engineering continues to work on the lighting project of converting to LED lights. The project was paid in last year's Capital. It will make the Grand Ballroom look brand new and he is excited to see the results.

Director of Sales Matt Tungett reported:

- There has been some success with booking of Sports events in the coming months and auto research groups.
- ICC Sales is working with Marketing team on a promotion for "Double Your Space" through the end of the fiscal year. It centers around social distancing with large space for events.

#### LIVE NATION / TOYOTA MUSIC FACTORY

Mike Riley reported:

- Echoed the ICC Management report and daily changes that continue in pandemic.
- Hope to be on scale for live shows by summer 2021.
- Also working on inside/outside reduced capacity shows.
- The Entertainment Industry as a whole is working on several things for live shows.
- Live Nation has volunteered to be a Beta testing point for live shows through Ticketmaster.
- Specific strategies are being worked on for safety in live events.

#### HOTEL PARTNERS

Board Member Greg Malcolm reported:

- STR September Report for the City of Irving
  - Weekends are now the strong point of business at 48.7% and Weekday at 42.4%, down 37.3%.
  - Average Daily Rate \$78.37, down 29.2%.
  - RevPAR is reported \$34.52, down from 55.6%.
- Comparison Set is reporting
  - Occupancy at 45.1%, down 46% for month.
  - Average Daily Rate \$83.03, down 35%.
  - RevPAR \$39.25, down 65% but up \$5.00 in RevPAR from the previous month.
- November at the Hilton Garden Inn DFW South is running 50%, best month since March.

Board member Dirk Burghartz – Four Seasons Resort and Club Dallas at Las Colinas:

- Four Seasons was fortunate in October to host the Major League Baseball bubble during COVID that included all teams and their families.
- November was a different story – slow.
- Reminder that comparison to pace and the past is not applicable and it is important to look for little nuggets of success.
- Last week had 40% Occupancy with five groups; one group had 150 attendees with social distancing in the Ballroom.
- There is some traction in the meeting world.
- Focusing on making sure to position in the market with a lot of space and give safe indoor/outdoor options for social distancing.
- Four Seasons property is well positioned for virtual and hybrid events and educating meeting planners on their options.

- Bookings for meetings and events in next year will be rough. 2022 pace is up significantly.
- Sports Club is doing well with very little attrition after the summer months.
- Four Seasons Resorts President was interviewed and gave an honest and realistic assessment of the future and it holds true for most markets – the Domestic Mountain and Beaches markets are doing well.

Board member Kim Limon – Hampton Inn Irving/Las Colinas reported:

- October Occupancy index was 109.7% and weekend business was helpful in achieving that number.
- Average Daily Rate index was 118.2%.
- RevPAR index was 129.7 and flat.
- Property 2020-21 budget is finalized. Budget may be done quarterly next year.

Board member Nydia Hoskins – Omni Las Colinas Hotel

- Recently held a 254-room night/150-person event. “Small but mighty” is key.
- November had 24 groups, 36 groups in December and an active social month.
- October Average Daily Rate was \$154.00, exceeding forecast.
- Banquet and Catering is carrying the load.
- Staying close to loyal business travelers and relationships.
- Rolling with 79 active associates (most are on-call) and moving furloughed employees into lay off status.
- Quarter 1 in new fiscal year looks good and January 2021 as well.
- Staying optimistic and celebrating the wins.

#### RESTAURANT INDUSTRY

Board member David Cole reported:

- The National Restaurant Association has released information that over 100,000 restaurants have closed since beginning of pandemic and speculates another 40% will close.
- There have been many closures in Irving and several in office building properties.
- Closures: Bombay Fusion Restaurant at MacArthur Blvd., and Hwy 635; Golden Corral on Beltline Road; Hanaki Japanese on Rochelle and Mi Casita on Sixth Street.
- Cole added his agreement in the recent discussion at the Destination Development Committee meeting regarding staying on top of any City development R-AB discussions. Toyota Music Factory and Water Street show a success in the R-AB change and he noted he feels it would be beneficial citywide.
- The Texas Restaurant Association Board meeting was held in October in San Antonio with social distance guidelines.

#### DCURD

General Manager Dallas Burke reported:

- Work continues at the Urban Center pump station. Each of the two generator sets with soundproof enclosures are in place. Screening wall construction continues along with pump station electrical construction. This is a \$10 million TIF funded project that is a major safety improvement for the Urban Center ensuring power to operate the pump station at full capacity in the event of a power outage.

- DCURD major waterway improvements are completed with a new culvert installation in Quail Creek. A new section of lake wall is currently being installed on Lake Carolyn replacing a 215 linear foot section of the wall that was deteriorating rapidly. The project is a \$300,000 major infrastructure project and is on track to complete by Christmas 2020.
- Dredging and waterway maintenance projects continue in Valley Ranch for IFCD III. Grapevine Creek is being dredged and repairs to the drainage flume into the Elm Fork are wrapping up.
- IFCD I -The major pump station rehabilitation continues and ONCOR installed the new transformer last week allowing crews to continue interior pump station construction. This is a \$400,000 major infrastructure upgrade to the IFCD I Flood Control System.
- Waterway Debris Removal- The numbers for the fiscal year have been submitted to the City of Irving for inclusion with the City Report to the TCEQ.
- During the October 1, 2019 – Sept 30, 2020 timeframe, DCURD removed 52.47 Tons of Waterway Debris from the more than 60 Flood Control Waterways in DCURD and on behalf of IFCD I and IFCD III.
- DCURD has more than \$3 million of waterway projects planned for this fiscal year with several underway already. The City of Irving TIF is a major contributor of this funding which progresses many critical infrastructure projects for flood control and waterway maintenance.

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board of Directors Chair Sam Reed reported:

- Chamber new fiscal year started October 1 and the Economic Development team already has one win with Neighborly Brand, creating 160 jobs and generating \$3 million in capital investment, 35,000 commercial office space.
- Chamber staff is working remotely and reporting economic development remains high with 110 project wins last fiscal year, 20% of which were Corporate Headquarters.
- Unemployment for September increased 1.1% to 8%, but well below the 13.5% reported in May. The State of Texas reports 8.3% unemployment and National numbers declined to 7.9%.
- Reed thanked everyone who joined the Chamber's virtual annual meeting presented by Flowserve. Insights were outstanding and there was a consistent message. He recognized Board member Lear and congratulated her on the Mustang Legacy Award, along with Community Service award winner Christina Winters and Chamber employee of the year Janiece Carter.
- November 19 will be the second annual small service blitz for the community. The goal is to touch each small business in the community and say thank you. Teams of two will work together and anyone interested can join a Zoom conference call today at 4:00 p.m. for instructions and an overview of the event.
- The Changemaker series is on December 16 discussing mental health.
- The next Dallas County Judge Clay Jenkins COVID update zoom call is scheduled for November 25.

Chamber President Beth Bowman reported:

Bowman thanked Lindsey for his leadership and partnership this last year and noted she is excited to work with Chamber Board Chair Reed with the Chamber partnership with the ICVB.

Lindsey congratulated Bowman on her recognition in *Texas CEO Magazine* for exceptional leadership in 2020. She was recognized for her commitment to the economic growth of the North Texas region.

## IRVING ARTS AND CULTURE

Executive Director Todd Hawkins reported:

- Irving Archives and Museum received the 2020 Obelisk Award from the North Texas Business Council for the Arts. The award will be presented at noon on November 17 and instructions will be sent on how to register.
- The Irving Archives and Museum is now open Wednesday through Friday from 10:00 a.m. to 4:00 p.m. Reservations can be made for self-selected visitor groups in two-hour or four-hour time frames: 1-10 visitors and 10-25 visitors.
- Irving Arts Center galleries are open Tuesdays through Saturdays from 12:00 to 5:00 p.m. The galleries are free admission, but reservations are required.
- Online galleries can be viewed at [www.iaconlineart.com/360tours](http://www.iaconlineart.com/360tours).
- The 28<sup>th</sup> Annual Holiday Tree Decorating Competition on display December 5- 31.
- Stories with Santa & Friends is open from December 5, 12 and 19 virtually.

Irving Arts Board Chair Kim Andres reported:

- The Arts Board elections for Chair, Vice Chair and Secretary will take place at today's Arts Board meeting.
- She noted it is great to have some performances in the building again.
- The Arts Center produced a film on social distancing for any performance, showing extremely safe guidelines and governance for museums and Arts Center.
- The Arts Board is expanding the role of the public through committees and restructuring of their bylaws.

Councilman Taylor asked Andres to communicate to the public the update reasons and the importance of updating bylaws.

## LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot reported:

- Holiday lighting will take place on Friday, November 20, and flowers at the Las Colinas flower clock will be changing.
- Cocoa with Santa will be hosted at the Jack Singley Academy on December 5 with drive-through gourmet hot chocolate provided by Kitchen 101 from 10:00 a.m. to noon and 2:00 to 4:00 p.m. There will be DIY cookie kits, photos with Santa and in lieu of an admission charge, asking for unwrapped toy donations to Irving Cares. Anyone wanting to attend can register online.
- Enhanced Urban Center patrol will be rolled out on December 8 with two shifts of two patrol officers.
- Working on the budget and focusing on next year and the year after with impact from COVID.
- Monitoring new legislation for next session.

In response to a question from Cooperstein, Hammond responded the dog park is nearly completion and is hopeful will open at the end of 2020 or early 2021. A grand opening will be planned in early Spring 2021.

## TIF

Michael Randall reported the TIF has not met since the last ICVB Board meeting but is scheduled to meet on November 17. Randall will give an update at next Board meeting.

Lindsey congratulated Lear and Bowman on their well-deserved award recognitions. He said it has been an honor and privilege to serve as Chair for the ICVB Board. The year has been amazing, and he sees the passion and loving attitude from each Board member and staff. He was grateful to have two past Board Chairs to work with and appreciated their patience. He thanked Board Vice Chair Cooperstein, ICC General Manager Meehan and team for their performance in this difficult year. He is confident the ICC team can meet the demands of our customers and clients during the pandemic. He thanked Gast and added he learned a lot from her and noted her performance and commitment is extraordinary to the organization and the industry. Lindsey encouraged all to continue with cathedral thinking.

Lindsey adjourned the meeting at 1:58 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME  
Executive Director

# FDA VACCINE FACTS

[www.FDA.gov/COVID19vaccines](http://www.FDA.gov/COVID19vaccines)  
#FDAVaccineFacts

<sup>1</sup> Part of FDA's evaluation of an EUA request for a COVID-19 vaccine includes evaluation of the chemistry, manufacturing, and controls information for the vaccine. Sufficient data should be submitted to ensure the quality and consistency of the vaccine product. FDA will use all available tools and information, including records reviews, site visits, and previous compliance history, to assess compliance with current good manufacturing practices.

<sup>2</sup> FDA has made clear in its October 2020 guidance entitled Emergency Use Authorization for Vaccines to Prevent COVID-19, that, for a COVID-19 vaccine for which there is adequate manufacturing information to ensure its quality and consistency, issuance of an EUA would require a determination by FDA that the vaccine's benefits outweigh its risks based on data from at least one well-designed Phase 3 clinical trial that demonstrates the vaccine's safety and efficacy in a clear and compelling manner.

## The Path for a COVID-19 Vaccine from Research to Emergency Use Authorization

A vaccine manufacturer conducts laboratory research to develop a vaccine candidate.

The manufacturer compiles the results of laboratory research and testing in animals and information about the manufacturing technology and the quality of the vaccine and must submit an Investigational New Drug (IND) application to FDA before beginning human clinical trials. Such a clinical trial in humans is not permitted to proceed without the prior written authorization from FDA.

Clinical trials are conducted to generate data on safety and effectiveness of the vaccine.

A Data Safety Monitoring Board evaluates data from the Phase 3 clinical trial and advises the vaccine manufacturer regarding whether criteria for the pre-specified clinical endpoint, as discussed and agreed to in advance with FDA, has been met for their COVID-19 vaccine.

Company reviews data to determine whether the company's scientists and technical experts believe that the vaccine meets FDA's outlined expectations for safety and effectiveness.

Taking into consideration input from FDA, a company decides whether and when to submit a request for Emergency Use Authorization (EUA) to FDA.

Once submitted, career scientists and physicians in the FDA's Center for Biologics Evaluation and Research (CBER) will evaluate an EUA request taking into account the totality of scientific evidence about the vaccine that is available to FDA.<sup>1</sup>

FDA convenes a public meeting of its Vaccines and Related Biological Products Advisory Committee (VRBPAC) to discuss the data from the clinical trials.

Following the advisory committee meeting, CBER's career professional staff will consider the input of the advisory committee members and continue their evaluation to determine whether the available safety, effectiveness, and manufacturing data support authorization for use of the particular COVID-19 vaccine in the U.S.

If FDA determines that the criteria for an EUA are met, including that the known and potential benefits outweigh the known and potential risks of the vaccine and that the manufacturing information is adequate to ensure its quality and consistency, FDA may authorize the vaccine for emergency use.<sup>2</sup>

FDA informs the company that its EUA has been authorized.

## Financing

# Lenders say industry could see ‘butterfly’ recovery

16 NOVEMBER 2020 10:04 AM

Debt and equity lenders are hopeful to see a recovery in business travel with the news of an effective vaccine, with one lender stating the recovery could be “butterfly”-shaped and another stating what is happening to hotel companies “is not an American tragedy.”



By [Danielle Hess](#)

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REPORT FROM THE U.S.—The news of Pfizer’s creation of a [90%-effective COVID-19 vaccine](#) led to slight moves in the financial sector last week and pushed the industry closer to a return in business travel.

Michael Bluhm, managing director and global head of lodging at Morgan Stanley, said during “The money machine” session of the [42nd Annual NYU International Hospitality Industry Investment Conference webinar series](#), that “aside from just incredible timing and the releases of vaccine, what you saw (last week) was a pretty interesting unwind trade of what was really happening over the past couple of months with the hedge funds, where it was very, very heavy to lean in on the COVID beneficiaries.”

Over the past couple of months, dedicated investors have started to “trickle back” into some of these hedge funds, “and what you saw on (9 November) was really an unwind of that trade,” he said.

On the debt side, the vaccine announcement did not lead to meaningful improvement in bond pricing, Bluhm said.

While there's still not a clear view of the path to recovery, the vaccine news did give investors hope that "we're one massive step toward the recovery," which led to a meaningful shift in bond pricing and preferred pricing, he said.

There's also a CMBS deal on the market in the budget extended-stay sector right now, he said.

"As one of the first moves to start opening up this mortgage market, I think it's pretty meaningful," he said.

### **There's hope for the business traveler**

As a lender in the hotel industry, Dilip Petigara, COO at Access Point Financial, said the vaccine news is "helpful, particularly for the business traveler to come back."

"I was looking at some slides from (STR), and the Wednesday-to-Saturday differential still exists and Wednesday being down relative to Saturday, which shows the leisure travel is still there, but the business travel hasn't fully come back yet," he said.

Rolling out the vaccine and the widescale distribution of it is going to help get the business traveler back on the road, he said.

(STR is the parent company of Hotel News Now.)

### **State of the public markets**

Sean Dell'Orto, EVP, CFO and treasurer at Park Hotels & Resorts, said the public companies are "looking for money everywhere when you're burning cash every month."

Park has 60 hotels that mostly fall in the full-service and upper-upscale segments in urban markets that see a lot of leisure travel, but the real estate investment trust does have big hotels in New York, Chicago, San Francisco and Hawaii, "which all are very troubled, challenged markets," he said.

Given the scale of the company and the size of Park, Dell'Orto said the company has been fortunate to receive help from the bond markets, and "with the Fed coming through on the high-yield side, we were able to tap that market to help address some liquidity that could help get us out a couple more years of a runway as well as push out maturity."

[MORE: Park actively looking to sell as downturn lingers](#)

### **Butterfly recovery**

There's money out there, but it's money that is sitting out there waiting, said Mit Shah, CEO of Noble Investment Group.

"I think that this is the interesting part of our business," he said. "We know there is a pathway forward. I tend to believe it's not a hockey stick or a Nike swoosh but more of a butterfly that will kind of meander around and eventually get there, but it might go sideways for a while."

Figuring out what the use of the money is going to look like is the big question ahead, Shah said.

"I think we looked at the public markets, and all those immediately, you were able to buy at a 40% discount when this pandemic hit ... Friday (6 November) we went from a 15% to 30% discount to what research consensus NABs (that were lower than actual NABs). ... Then on Monday (9 November), you closed the day and it was basically on top of NABs and now it's traded off," he said.

The ultimate question to answer is what is going to be the trade that's going to happen, Shah added.

### **'This is not an American tragedy'**

There's approximately \$262 billion of equity capital "out there looking for a home," but "everybody has a cost of capital," said Tyler Morse, chairman and CEO at MCR Hotels.

There's a huge bid-ask spread right now where buyers want a 30% discount and the sellers only want to do a 10% discount, and "nobody's going to capitulate until they have to ... you're going to hold on with your fingernails until the end," he said. "It's a question of will there be an end? Can you limp through this thing by taking on rescue financing, preferred equity at 12%? Does that get you the hope note, or do you just throw back the keys?"

Morse added that no one is throwing back the keys right now, and he doesn't think that's likely to happen.

For companies like MCR and Noble Investment Group that have mostly select-service and extended-stay properties, there's less competition right now, Morse said. There's a lot less competition because the local and regional players are out, he said.

"It's all the vultures and the sharks that want to give you preferred equity and rescue capital at 12%," he said. "Should you take it? I don't know."

Morse said all the hotels struggling right now will come back in a few years, but they might have different owners.

"This is not an American tragedy. This is not a disaster," he said. "It's equity capital. It's called risk capital. And sometimes you lose it, and you live to fight another day with somebody else's money."

BREAKING | 14,245 views | Nov 9, 2020, 01:37pm EST

# Goldman Sachs Predicts A V-Shaped Recovery And A \$1 Trillion Stimulus Package Before Biden Inauguration



**Sarah Hansen** Forbes Staff

Markets

*I cover breaking news.*

**TOPLINE** Analysts from Goldman Sachs are predicting that economic growth will rebound more strongly than expected in the second quarter of 2021, despite projected GDP losses in the fourth and first quarters caused by a resurgence of the virus in the United States and Europe.



U.S. President-elect Joe Biden speaks to the media after receiving a briefing from the transition ... [+]

GETTY IMAGES

**KEY FACTS**

- “Just as the global economy rebounded quickly (albeit partially) from the lockdowns in the spring, we expect the current weakness to give way to much stronger growth when the European lockdowns end and a vaccine becomes available,” the analysts wrote.
- Goldman is now predicting a global GDP loss of 3.9% in 2020—driven by a major contraction in the European economy in the fourth quarter— and a bump of 6% in 2021.
- That indicates a v-shaped recovery, under which the economy bounces back to its baseline levels (or better) after a crisis with minimal hiccups along the way.
- It’s an optimistic model because it assumes that the downturn did not cause any significant lasting damage.
- The analysts said that while concerns over economic scarring will likely reemerge in the coming months, there’s “surprisingly good” evidence that the long-term effects of the coronavirus crisis will be limited.

#### CRUCIAL QUOTE

“We view the coronavirus recession as much more V-shaped than previous postwar cycles, which were mostly driven by financial shocks to asset markets and income,” Goldman chief economist Jan Hatzius and his team wrote. “As the population builds immunity to the virus in the spring and summer [after a vaccine is approved and distribution has begun],” they continued, “we expect economic activity to rebound sharply in depressed sectors such as travel, accommodation, and food services.”

#### TANGENT

Goldman's analysts also noted that even though President-elect Biden will likely need to contend with a Republican Senate (pending the results of two runoff elections in Georgia), they are still expecting lawmakers to enact a \$1 trillion stimulus package, potentially even before Biden's inauguration in January. They expect that stimulus package, which would be significantly smaller than what top Democrats have until recently been discussing with the White House, to have a "small" positive impact on U.S. growth in 2021.

#### KEY BACKGROUND

Global stocks soared on Monday after pharma giant Pfizer announced that its vaccine candidate could be **90% effective** at preventing transmission of the coronavirus. The Dow soared **1,700 points** on Monday morning on Pfizer's drug update and Biden's successful presidential bid over the weekend.

#### FURTHER READING

[Stocks Surge Worldwide To New All-Time Highs After Pfizer Says Covid-19 Vaccine Candidate 90% Effective \(Forbes\)](#)

[Pfizer Says Covid-19 Vaccine Is 90% Effective, Although Trials Are Ongoing \(Forbes\)](#)

[U-Shape? V-Shape? Recovery Shapes Explained And What They Mean For America's Economy \(Forbes\)](#)

[Don't Bank On A Big Economic Stimulus From Congress' Lame Duck Session \(Forbes\)](#)

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U.S. TRAVEL FORECAST	TRAVEL FORECAST						
	2018	2019	2020	2021	2022	2023	2024
<b>Total Travel Spending in the U.S. (\$ Billions)</b>	<b>1,088</b>	<b>1,127</b>	<b>617</b>	<b>847</b>	<b>966</b>	<b>1,043</b>	<b>1,100</b>
U.S. Residents	931	972	582	785	871	924	968
Business	282	291	131	244	248	258	266
Leisure	649	681	450	541	624	666	702
International Visitors <sup>1</sup>	157	155	36	62	95	118	132
<b>Total International Visitors to the U.S. (Millions)</b>	<b>79.7</b>	<b>79.3</b>	<b>19.0</b>	<b>33.0</b>	<b>52.5</b>	<b>67.4</b>	<b>76.3</b>
Canada	21.5	20.7	4.8	9.1	14.6	18.4	21.3
Mexico	18.4	18.1	7.1	10.6	14.7	18.2	18.9
Overseas	39.9	40.4	7.2	13.2	23.1	30.8	36.1
Global Long-Haul Travel (Millions)	342.3	357.0	99.3	169.2	253.8	314.9	357.6
<b>U.S. Share of global long-haul travel (%)<sup>2</sup></b>	<b>11.7</b>	<b>11.3</b>	<b>7.2</b>	<b>7.8</b>	<b>9.1</b>	<b>9.8</b>	<b>10.1</b>
<b>Total U.S. Domestic Person-Trips<sup>3</sup> (Millions)</b>	<b>2,278</b>	<b>2,318</b>	<b>1,600</b>	<b>1,905</b>	<b>2,272</b>	<b>2,376</b>	<b>2,455</b>
Business	459	464	185	229	395	433	457
Leisure	1,819	1,854	1,415	1,676	1,876	1,942	1,998
GDP, Nominal (\$ Billions)	20,612	21,433	20,948	22,158	23,257	24,247	25,225
Unemployment Rate (%)	3.9	3.7	8.3	6.7	5.5	4.6	4.2
Consumer Price Index (CPI) <sup>4</sup>	251	256	259	263	268	273	278
<b>Travel Price Index (TPI)<sup>4</sup></b>	<b>287</b>	<b>292</b>	<b>265</b>	<b>273</b>	<b>282</b>	<b>290</b>	<b>306</b>

U.S. TRAVEL FORECAST (GROWTH)	TRAVEL FORECAST						
	2018	2019	2020	2021	2022	2023	2024
<b>Total Travel Spending in the U.S.</b>	<b>4.9%</b>	<b>3.5%</b>	<b>-45.2%</b>	<b>37.3%</b>	<b>14.0%</b>	<b>7.9%</b>	<b>5.5%</b>
U.S. Residents	5.5%	4.4%	-40.2%	35.0%	11.0%	6.1%	4.7%
Business	2.6%	3.1%	-55.0%	86.0%	1.6%	4.2%	3.0%
Leisure	6.9%	5.0%	-33.9%	20.2%	15.2%	6.8%	5.4%
International Visitors <sup>1</sup>	1.1%	-1.8%	-77.0%	75.0%	52.0%	25.0%	11.5%
<b>Total International Visitors to the U.S.</b>	<b>3.3%</b>	<b>-0.6%</b>	<b>-76.0%</b>	<b>73.2%</b>	<b>59.2%</b>	<b>28.5%</b>	<b>13.2%</b>
Canada	4.8%	-3.5%	-77.0%	91.6%	60.3%	25.9%	15.9%
Mexico	3.4%	-1.3%	-61.0%	50.1%	38.6%	23.4%	3.9%
Overseas	2.5%	1.3%	-82.2%	83.7%	75.0%	33.4%	17.0%
Global Long-Haul Travel	7.1%	4.3%	-72.2%	70.3%	50.0%	24.1%	13.5%
<b>Total U.S. Domestic Person-Trips<sup>3</sup></b>	<b>1.7%</b>	<b>1.8%</b>	<b>-31.0%</b>	<b>19.0%</b>	<b>19.3%</b>	<b>4.6%</b>	<b>3.4%</b>
Business	1.2%	1.1%	-60.2%	23.8%	72.7%	9.6%	5.6%
Leisure	1.8%	1.9%	-23.7%	18.4%	12.0%	3.5%	2.9%
Auto	1.4%	1.5%	-25.9%	19.4%	16.6%	3.3%	2.0%
Air	4.9%	4.3%	-62.3%	15.7%	63.1%	25.4%	17.2%
Real GDP (chained 2015 dollars)	3.0%	2.2%	-3.5%	3.7%	2.8%	2.3%	2.1%
Consumer Price Index (CPI)	2.4%	1.8%	1.2%	1.6%	1.8%	2.0%	2.0%
<b>Travel Price Index (TPI)</b>	<b>2.5%</b>	<b>1.9%</b>	<b>-9.2%</b>	<b>3.0%</b>	<b>3.4%</b>	<b>2.7%</b>	<b>5.7%</b>

1. Excludes international traveler spending on medical, educational and cross-border/seasonal work-related activities or international passenger fares on U.S. airlines

2. Reflects the share of overseas visitations to the U.S. (ie: visitations from all countries except Canada and Mexico) to global long-haul (inter-continental) travel

3. Each "person-trip" reflects one trip per person that is at least 50 miles away from home (one way) or any distance that includes at least one night away from home in paid accommodation

4. 1982-84=100

# Should We Be Holding In-Person Meetings?

Planners debate whether holding face-to-face events that demonstrate health and safety protocols is reckless – or the next step in getting back to business.



by [Loren G. Edelstein](#)

November 17, 2020

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## What You Need to Plan for Recovery

Northstar understands the importance of meetings safely and smartly. Check out our [free Recovery Resource Center](#) which provides "how to" tools to help planners produce successful events amid the pandemic.

Alan Kleinfeld, CMP, envisions a future in which the number 2020 will be synonymous with disaster. When the mood is glum, the question, "How was your day?" will be answered with "Ugh, it was a real 2020."

Nevertheless, [Kleinfeld](#) has been forging ahead with business. As director of [Arrive Conference Solutions](#), he's moved some meetings to digital and has been holding hybrid and face-to-face events since March – all with proper protocols in place and without incident. "In-person events can be planned safely," Kleinfeld insists. "I've done it. I know."

That is the prevailing sentiment among meeting professionals: According to preliminary results, two-thirds of the 650 planners who responded to Northstar's latest Pulse Survey, which has been tracking planner sentiment since March, believe in-person

## Most Popular



[Virtual Events: 24 Sponsorship Ideas](#)

events can or should be taking place. Rising Covid-19 cases notwithstanding, 16 percent think we "absolutely" should be meeting face-to-face, while more than half think that we should meet "if all restrictions and protocols are followed and enforced."

But 1 in 4 planners are opposed to meetings industry organizations or related businesses holding in-person meetings. More than 50 respondents chose to add comments explaining their perspectives on the issue. (Results will be published [here](#) on Thursday, Nov. 19.)

Whether or not we should be meeting in person has become the subject of debate among meeting professionals as well as the general public. "There's a negative stigma that if you do an event, maybe you're not being a good global citizen," says [Rick Lambert](#), president of the incentive house Destinations, Inc. "We need to overcome that by showing how you can still do an event now and do it very safely."

Kleinfeld says there's no reason we shouldn't meet in person, as long as "the three Ws" are followed — wear your mask, wash your hands and watch your distance. "I've seen the industry debates on some of the listservs and whatnot. There are people saying outright, 'There's no way you can have an on-site event because you can't guarantee our safety.' But can you guarantee your safety, really?" he asks. "You can stay home 24/7/365, and unless you're growing your own vegetables and chopping your own chicken and having nothing come in from the outside, there's no way to guarantee your safety."

## All Eyes on the Meetings Industry

Should we or should we not meet? Now that the presidential election is finally over, that's the question generating the most heat on our professional social media channels. That is a particular conundrum for meetings industry associations. We all desperately want our business to recover. Shouldn't we pave the way, enacting best practices as a model for participants to replicate at their own events?

That was the hope of many industry groups, but hope has waned as the virus has raged on. In spring and summer, most of these organizations cancelled face-to-face events and pulled together scaled-down digital programs. Several rescheduled for fall, expecting that the pandemic would be under control by then. But those groups had a tough call to make as Covid-19 intensified its spread across the country.

Among those hopeful organizations was the [International Association of Exhibitions and Events](#), which [decided last week to cancel](#) the in-person component of its annual [Expo! Expo! Annual Meeting & Exhibition](#). Organizers had expected as many as 500 participants to attend the Dec. 8-10 event in Louisville, Ky., with a wider audience online.

"It was a really, really difficult decision," says [Cathy Breden](#), CMP, CAE, CEM, executive vice president and COO of IAEE. "It became apparent that this was not going to get any better, and the best decision for members and our exhibitors was to not hold the line on meeting in person."



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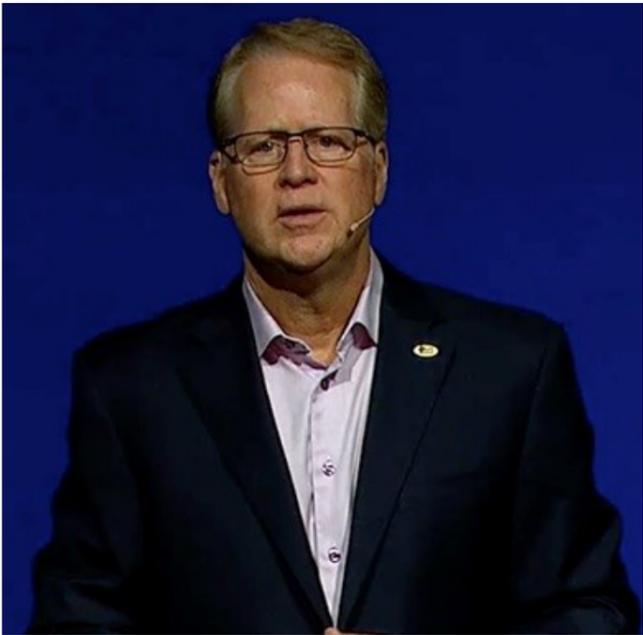


Cathy Breden, IAEE and CEIR

IAEE was particularly resistant to going virtual "in the early days" of the pandemic, says Breden. "We're all about face-to-face," and as the voice of the exhibitions industry, it was crushing to realize, "Oh my gosh, we can't do this. We've got to — and I hate the word — pivot. We have to shift our mindset now and look at how it's going to help, rather than hurt, the live event industry. Still, it is not ideal."

## Holding the Line

Of the major industry associations, [Meeting Professionals International](#) was the standout, holding fast to the promise that its annual [World Education Congress](#), after being moved from June 6-9 to Nov. 3-6, would bring the industry together again to "Reunite for Recovery." The host destination — Grapevine, Texas — was deemed a red zone for Covid-19 risk at the time, but the show [went forward as a hybrid event](#), drawing 600 participants in person and another 1,000 online.



Paul Van Deventer, president and CEO, MPI

"WEC Reunite for Recovery is not just a tagline," [Paul Van Deventer](#), MPI president and CEO, told the media during the event. "To me, it is about fulfilling the mission of what we do when we meet: We change the world. Business events are critical to innovation. They're critical to the economy, and they're critical to economic recovery...We've been committed to hosting WEC if we could do so safely. And that is the intent this week: To demonstrate how a live event can be done in a new normal, a conference with safety and wellness at the forefront of everything that we do."

Cancelling would have sent the wrong message to the industry and the public, believes Van Deventer. The right message is that we can — and should — meet face to face. "As Spider Man said, 'With great power comes great responsibility,'" he said at the event. "We have a great responsibility in hosting this and hosting it well, because the industry is looking to us."

## Taking the Heat

MPI's decision was met with both glowing praise and harsh criticism from the planner community. "I believe the decision to hold an in-person event of that scope is both reckless and indulgent," says Elizabeth Zielinski, CMM, a special education advocate, meeting planner and consultant. "The hospitality industry does need business right now, no doubt. But it can't help itself in the short term only to harm itself in the long term. Case in point: Connect."

The case she references was a hosted-buyer conference with 600 participants hosted by media and events company Connect Meetings in Orlando on Oct. 19-21. Backlash flooded social media when an attendee posted photos of unmasked minglers at a cocktail reception. A week after the meeting, participants received an email to inform them that four attendees had tested positive shortly after the event wrapped up. (When contacted by Northstar, Connect president Chris Collinson said he preferred not to comment on the meeting.)

IAEE's Breden is quick to note that she does not judge any other organization for deciding to hold their meetings as planned. In fact, she spent a day at MPI's WEC, where she found smart precautions that were "very well thought out." But she saw that it was more difficult to maintain safe practices at dinners and receptions. "People let their guard down and take their masks off because they're eating or they're drinking," says Breden, which poses a risk of transmission – not to mention the risk to a brand's reputation. "Nobody wants to be that event that becomes a superspreader," she says.

## Drinks Up, Masks Down

Of particular concern to Zielinski was MPI's Rendezvous party, which would be "indoors, crowded, filled with food and drink – which means mask removal," she says. "When you add loud music and dancing, you have people who are either breathing heavily or shouting to be heard over the music. If the planners of this event don't see the risk, they are bad at their jobs. If they do see the risk and left the event design unchanged anyway, that's appalling."

While Zielinski chose not to attend MPI, many who did participate report that the organization did an admirable job of adhering to safety protocols. Among them is [Carolyn Creek-McCallister](#), senior national sales manager for Visit Park City, who has taken about nine trips since March. "I have done three weeks back-to-back of industry events," she recounts. "I went to Connect in Florida, I went to Destination West, and MPI's WEC."

Of Connect, which hosted a reported 600 people in Orlando, she explained that buyers and suppliers sat at opposite ends of 8-foot tables for their individual meetings. At that distance, it was difficult to hear one another: "People were asking if it was OK to move closer." But good connections were made, she said, and with follow-up calls she would get more information about planners' needs and intentions.

A week later, during Northstar's [Destination West in Arizona](#), held at the [Wigwam Resort](#), Creek-McCallister and a few other participants received an email from Connect notifying them that four Connect meeting participants had tested positive for Covid-19. The news was not met with alarm. "Who knows if they got it at Connect?" says Creek-McCallister, adding: "Four out of 600 is not a bad average."

The Arizona meeting was significantly smaller, with 58 participants including staff and speakers. "The Wigwam did a fabulous job," says Creek McCallister. "Everybody felt really safe." Planners [Christy Froehlich, CMP](#), and [Britt Schwendinger, DES](#), intentionally omitted cocktail receptions that could lead to close mingling without masks, as well as off-site outings that would require group transportation.

"Receptions are the riskiest," says Froehlich. "We had to strike a balance between control and networking." Rather than a kickoff cocktail party, a plated dinner was served outside, with assigned seating at distanced round tables. "We wanted to set the precedent that this meeting was going to be different," she adds.

## People Are the Problem

"Right now, people are the weakest link in all of this activity," according to global security expert [Bruce McIndoe](#), founder of [WorldAware](#) and [McIndoe Risk Advisory](#). Based on his own observations at recent conferences, he says, "95 or 98 percent of the time people are doing the right thing. But as the night wears on and the drinks are flowing and people want to do karaoke, they drop their guard. It's that little bit of weakness that suddenly puts people at risk. It's up to the destination and the planner and the people who are actually running the program to create an environment that encourages safe behavior."



Bruce McIndoe, WorldAware and McIndoe Risk Advisory

Even with every known safety measure in place, maintaining physical distance at all times is difficult for most people in a group setting. During MPI's event, participants were seated at round tables for general sessions, with only four seats per table, says Creek-McCallister. "The seats were supposed to be evenly spaced, but people couldn't hear each other, so they scooched forward."

That's human nature, she added, and it did not upset her. "People who haven't seen each other in months are so needing the connection, they bring their guard down — and maybe too much. It's just that people forget sometimes when they see their friends. I admit I've hugged a few people, with my mask on, facing away. We're a very huggy industry."

"Everybody is on a different comfort level," Creek-McCallister acknowledges. "I've always been comfortable. I have friends who wouldn't even go out to eat because they're so afraid. You can't let fear consume you." At industry events, she says, "Everybody is being extremely mindful because they have to show they can make it happen."

## Keep Moving Forward

Meetings industry associations are also thinking long-term, with multiple collaborative efforts to provide support for immediate relief as well as long-term growth. To that end, they've collaborated to provide effective messaging about the vital importance of meetings and travel, and to lobby for federal funding to support those struggling businesses, including CVBs.

Among those efforts is [Go Live Together](#), supported by IAEE and [CEIR, the Center for Exhibition Research](#) (of which IAEE's Cathy Breden is CEO). The campaign's mission notes: "While our immediate concern is to mitigate the spread and impact of COVID-19 by offering our industry's considerable expertise to aid the recovery — supporting everything from building ventilators and PPE, to setting up temporary medical and testing facilities — we recognize the need to mobilize our resources now to ensure local, state and federal legislators support policies that will accelerate recovery for the events industry workers and businesses, when the time is right to consider such legislation."

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### Need Help Deciding?

Events Industry Council has updated its [Meeting and Event Design Accepted Practices Guide](#) to address the challenges presented by Covid-19. The resource offers a "decision grid," providing suggested actions based on the risk level in the destination. At times of high virus transmission rates, virtual meetings and events are "strongly recommended." The EIC guide links to other trusted resources, too, including a detailed [risk-assessment tool](#) from the World Health Organization.

To help navigate the process of meeting in a pandemic, the [Events Industry Council](#) formed an [APEX Covid-19 Business Recovery Task Force](#) that has been diligently working to provide consistent guidance on how to meet responsibly.

Meanwhile, the [Meetings Mean Business](#) coalition, supported by the [U.S. Travel Association](#), is doggedly lobbying for federal aid — and hopeful that the Biden administration will bring positive changes, not only in terms of support, but also infrastructure improvement and jobs.

One point of universal agreement: "We need to get back to travel," says McIndoe. "We need to get back to business long before a global vaccine is going to tamp this thing down." Although he tends to err on the side of caution when advising global corporations on risk, McIndoe thinks

we can do it now. "We have the tools today to manage this at a level that is likely to be better than the protection we'll get from the first vaccines."

"Whether it's responsible to meet depends upon the relative view of the majority of your members," adds [David Blansfield](#), executive vice president of Northstar Meetings Group. "If your members or your customers want to meet, you should meet — if all agree on the protocols. The proviso is if you plan to come, you agree to be safe."

# NEWS

## GBTA Poll Finds Half of Business Travel Buyers Think Their Employees Willing to Travel

**By Grant Broadhurst**

A vaccine could give a majority of companies the confidence to let their employees go to in-person meetings in 2021, suggests a Global Business Travel Association poll.

The GBTA received 822 responses from polled members around the world in mid-November and released a report of the results on November 19. The poll found with highly effective vaccines showing promise, more GBTA travel buyer and procurement professionals believe their companies will let employees go to in-person meetings next year.

Only 10 percent of travel buyers and procurement professionals said it is unlikely their companies will allow such travel, and 55 percent said their companies are either likely or very likely to allow such travel.

Dave Hilfman, Interim Executive Director of GBTA, said: "The news of a vaccine has been well received among our members with an uplift in activity as the industry collaborates to find a safe and responsible return to travel. Ad hoc government restrictions continue to be the main deterrent and GBTA continues to advocate for a unified approach across the world."

Half of travel buyers and procurement professionals said they think their employees are either "willing" or "very willing" to do business travel right now, according to a recent Global Business Travel Association (GBTA) poll. Others said they weren't sure or that their employees were "neither willing nor unwilling." Only 22 percent said they think their employees are not willing to travel for business in the current environment.

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*The California Restaurant Association is just one of many restaurant groups suing state, city, and county authorities after they enacted dining bans as COVID-19 worsens.*

## NEWS

# California joins cities and states battling dining restrictions in court. But are the lawsuits having an impact?

*The California Restaurant Association is joining operators in Michigan, Philadelphia and Oregon in suing local authorities to reopen dining rooms*

Joanna Fantozzi | Nov 25, 2020

The California Restaurant Association, or CRA, this week joined a growing number of restaurant industry groups in cities and states across the country attempting legal action to overturn COVID-related dining restrictions.

After Los Angeles County officials on Sunday announced a ban on outdoor dining that would last at least three weeks — leaving restaurants with no option but takeout, drive-thru and delivery because indoor dining has been prohibited since March — the restaurant association sued and sought an injunction. On Tuesday, a Los Angeles Superior Court judge struck down the injunction, but said the association could move forward with the lawsuit against the county.

**Related: Michigan, Washington state, Iowa, California and Philadelphia add increased COVID dine-in restrictions as U.S. slowly moves toward second broad lockdown**

Similar lawsuits have been filed in cities like Philadelphia and St. Louis, as well as states such as Michigan and Oregon in recent weeks — each in different ways attempting to get COVID-19-era dining bans overturned.

Attorneys representing the CRA said Tuesday that “the county of Los Angeles’ own data shows that restaurants are not the leading cause of the recent increase in transmissions,” and that they will be back in court next week to argue that county officials need to provide scientific evidence to back their decision to prohibit outdoor dining.

**Related: Los Angeles, New York City, Pennsylvania, Delaware restrict restaurant dining ahead of Thanksgiving**

According to the Los Angeles County contact tracing data, out of 219 businesses confirmed to be connected with three or more cases of COVID-19, only 6% has been linked back to restaurants, bars, and cafes.

“We’re saying that they have to produce evidence to justify such a drastic measure that is going to bankrupt many small business owners and cast many people out of a

job before the holiday season begins,” said Jot Condie, the CRA's president and CEO. “We don’t believe the county has proven this measure will be effective in addressing the current spike in Los Angeles and we’re asking the court to put the brakes on this outdoor dining ban until they can justify this extreme approach.”

But as the CRA moves forward with their litigation, similar cases around the country are already being denied in court.

On Tuesday in Oregon, for example, a federal judge struck down a request filed on Nov. 20 by a group of restaurants that claimed their industry is being unfairly targeted in comparison to other industries with the passage of the COVID-19 outdoor and indoor dining “freeze” that went into effect on Nov. 18 and is expected to last through Dec. 2. That move was a response a rise in COVID positivity rates , which climbed to 6.4% in Oregon.

“The court recognizes the heavy burdens that restaurant owners are facing [...] but those burdens are outweighed by the benefits to all Oregonians,” U.S. District Judge Karin Immergut said in her ruling on Tuesday.

In St. Louis County, a lawsuit filed by 40 restaurants with the Missouri Restaurant Association charges the state with using “unfettered power upon them to regulate private conduct in whatever manner they deem necessary without any procedural, substantive or temporal constraints on their authority” in limiting dining to drive-thru, takeout and delivery-only starting Nov. 17. A request for a temporary restraining order was struck down by a county judge on Friday. The judge upheld the county’s emergency restrictions, but allowed restaurant operator lawsuit to move forward.

Similarly, in Michigan, a U.S. District Court judge denied the request from the Michigan Restaurant and Lodging Association for a temporary restraining order on the COVID-19 restrictions on restaurants there after Gov. Gretchen Whitmer passed a three-week-minimum ban on indoor dining starting Nov. 18.

The MRLA argued that other similarly service-oriented businesses like gyms and liquor stores still remained open, while restaurants are forced to rely on takeout and delivery-only again. Judge Paul Mahoney ruled, according to Fox 2 News Detroit , that the plaintiff did not give enough evidence in their case and that the “state is within its legal rights to issue the order.” A court hearing is scheduled for Nov. 30.

Other lawsuits against cities, states and local municipalities are still awaiting judgment. In Philadelphia, several restaurant owners, represented by Philadelphia Restaurant Owners Against Lockdown, LLC, filed a lawsuit against the city on Nov. 19 after Philadelphia’s Department of Public Health announced a ban on indoor dining, among other restrictions, as part of the city’s Safer at Home policies that went into effect on Nov. 20 and will remain into effect through the New Year.

“In an arbitrary and capricious manner, the defendant, Mayor Kenney and the City of Philadelphia, have deprived the plaintiff of the economic benefits and use of property while permitting similar businesses to operate and compete against these plaintiffs’ business,” the complaint, which is still under review, reads.

In response to the ongoing litigation, Philadelphia Mayor Jim Kenney argued the “prohibition on indoor dining” is “crucial” to the city’s response to combatting the spike in COVID-19 numbers.

In Illinois, the state Supreme Court has combined 10 individual lawsuits from restaurants and advocacy groups, bringing a total of 19 lawsuits against the state’s COVID-19 restrictions on indoor dining. All of the lawsuits question Illinois Gov. J.B. Pritzker’s authority to “issue multiple, successive disaster proclamations under the Illinois Emergency Management Agency Act,” according to the Quad City Times . The cases are expected to go into oral arguments on Dec. 21 in Sangamon County Court before Judge Raylene Grischow.

But despite the influx of cases brought forward by restaurant operators against their local authorities (as well as multiple denials from judges) in recent weeks, the CRA's Condie said their case is different because they are going after the lack of scientific

evidence connecting restaurants to COVID-19 superspreader events, rather than questioning the county's authority to place restrictions on dining.

“Many of the lawsuits already out there are basing their argument on challenging the authority of state and local governments to do what they're doing [...] and judges seem to be reluctant to rule against the authority of public authorities trying to control the pandemic,” Condie said. “But we're saying if they have come into new evidence that suggests dining outdoors is a danger then we need to know that so we as an industry can help with mitigating measures. Singling us out as an industry when they're trying to contain the virus is not right.”

Contact Joanna Fantozzi at [joanna.fantozzi@informa.com](mailto:joanna.fantozzi@informa.com)

Follow her on Twitter: [@JoannaFantozzi](https://twitter.com/JoannaFantozzi)

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November 17, 2020

The Honorable Greg Fischer  
President  
United States Conference of Mayors  
1620 I Street, NW  
Washington, DC 20006

Dear Mayor Fischer:

On behalf of America's restaurant industry, thank you for the work you and your colleagues are doing to protect the health of our communities as our nation endures this pandemic. Since the beginning of this crisis, the National Restaurant Association and our state restaurant association partners have worked with you and health departments across the country to ensure the safety of guests and employees in restaurants. As the scientific research behind COVID-19 continues to develop, our food safety team has collaborated with regulatory authorities across the country to establish industry best practices rooted in science. To date, we have not found any systemic outbreaks of COVID-19 from the hundreds of thousands of restaurants around the country that operate within the Association's guidance and follow local public health and safety regulations.

For decades, restaurants have created safe dining experiences for their guests. Guided by the FDA Food Code, establishments focus on practices in both the kitchen and dining areas that are designed to protect guests. From the outset of the pandemic, restaurants built upon existing practices by adding new and enhanced protocols. Employee health checks, hand hygiene, and surface cleaning and sanitizing were already in place. Our Association's COVID-19 Safe Operating Guidance enhanced these practices to require face coverings for staff, request face coverings for guests, add more frequent hand sanitizing, provide guests with hand sanitizers, and increase frequency of cleaning and sanitizing high-touch surfaces. Restaurants also updated floorplans to ensure social distancing of at least six feet between guests while in a restaurant.

The recent surge of COVID-19 cases has prompted state and local officials to make difficult decisions about how to reduce transmission in the community. We continue to support aggressive steps to protect the nation's public health. But there is an unfounded impression that restaurants are part of the problem, and we are suffering as a result of inconsistent, restrictive mandates. Tens of thousands of additional restaurant bankruptcies—and millions of lost jobs—are now more likely, while the science remains inconclusive on whether any health benefits will accrue. While scientists know far more about the viral exposure risks from homes, workplaces, and commercial establishments over the past eight months, the response from many officials harkens back to the blunt-force approach taken in March. Data tying systemic community

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outbreaks of COVID-19 to restaurants has yet to emerge, but we are too commonly labelled as “super-spreaders,” and have become a convenient scapegoat for reflexive shutdowns.

As mayors determine whether socially facing businesses like restaurants should be closed or scaled back, we urge you to take the following suggestions into consideration:

- Regulations and decisions regarding restaurant operations should be based on facts and contact-tracing data, not hypothetical simulations of transmission.
- When restrictive regulations are imposed, such as capacity restrictions or shutdowns, it should be clear what health metrics must be achieved to return to the previous level.
- Restaurant operations should be treated the same as other retail establishments. Shutting down indoor dining should be considered a last option.
- If a shutdown is mandated, restaurants should be recognized as essential businesses and remain open for off-premise sales (e.g., takeout, delivery, and drive-through), as well as outdoor dining.
- Restaurants should receive as much advance notice as possible of changing regulations.

The coming weeks will challenge leaders in every state along with a restaurant industry that is struggling to remain afloat. The National Restaurant Association stands ready to work with you and your teams on policies and regulations that will enable our industry to safely serve our communities for the duration of the pandemic. To that end, we look forward to working together in the coming weeks and months.

Respectfully yours,

A handwritten signature in cursive script that reads "Tom Bené".

Tom Bené  
President & CEO

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, NOVEMBER 16, 2020**

## **BOARD REPORTS**

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



## DRAFT - 2021 ICVB Board & Committee Meetings

January 12	Community Engagement Committee, 11:30 a.m., ICC - <b>Location TBD</b>
January 22	Executive Committee, 9 a.m., <b>Location: TBD</b>
January 25	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location: TBD</b>
<b>DATE TBD</b>	<b>New Board Member Orientation</b>
<b>DATE TBD</b>	<b>Irving Hospitality Industry Annual Meeting, Digital</b>
February 9	Destination Development, 11:30 a.m., TBD
February 19	Executive Committee, 9 a.m., <b>Location: TBD</b>
February 22	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD</b>
March 12	Board & Business Development; 9 a.m., <b>Location TBD</b>
March 19	Executive Committee, 9 a.m., <b>Location TBD</b>
March 22	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD</b>
April 6	Community Engagement, 11:30 a.m., <b>Location TBD</b>
April 23	Executive Committee, 9 a.m., ICC; Executive Director Semi-Annual Update
April 26	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD</b>
May 4	Destination Development, 11:30 a.m., <b>Location TBD</b>
May 6	<i>TENTATIVE – Semi-Annual City Council Update; National Travel &amp; Tourism Week proclamation</i>
May 21	Executive Committee, 9 a.m., <b>Location TBD</b>
May 24	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD</b>
June 11	Board & Business Development; 9 a.m., ICC
June 25	Executive Committee, 9 a.m., ICC
June 28	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD</b> <b>(TENTATIVE: Budget Presentation)</b>
<b>DATE TBD</b>	<b>Strategic Planning Retreat</b>
July 13	Community Engagement, 11:30 a.m., ICC
**July 16	Executive Committee, 9 a.m., ICC
**July 19	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
August 10	Destination Development, 11:30 a.m., ICC
August 18	<i>City Council Budget Retreat</i>
August 20	Executive Committee, 9 a.m., ICC
August 23	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
September 10	Board & Business Development; 9 a.m., ICC
September 24	Executive Committee, 9 a.m. ICC
September 27	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
October 12	Community Engagement, 11:30 a.m., ICC
October 22	<b>SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC</b>
November 9	Destination Development, 11:30 a.m., ICC
*November 12	Executive Committee, 9 a.m. ICC
*November 15	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
December 3	Board & Business Development; 9 a.m., ICC
December 9	<i>TENTATIVE – Semi-Annual City Council Update</i>
*December 10	Executive Committee, 9 a.m. ICC
*December 13	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>

*\*Early meetings due to holidays. \*\* Early meetings due to Destinations International Annual Convention.*

# Power of Travel Platform Summary

The following represents a summary of U.S. Travel's policy priorities over the next 4-5 years (2021-2025). A full platform document with additional detail will be shared by the end of the year.

## A ROADMAP TO RESTORE AND REBUILD THE U.S. TRAVEL INDUSTRY

After a decade of unprecedented growth and prosperity, 2020 was the year the travel industry as we knew it ceased to exist.

International borders closed, flights were grounded, and the industry was plunged into chaos as the coronavirus spread across the world. In mere weeks, U.S. travel industry unemployment soared to 51%, imperiling workers and small businesses in every pocket of America. While the pandemic raged on without substantial federal relief, travel spending continued to fall, totaling losses of more than \$440 billion for the U.S. economy.

We face enormous challenges as we look toward recovery over the next few years, but recent successes point to the industry's enduring potential for growth. In 2019, travel-supported jobs topped out at 15.8 million and travel spending generated a total \$2.6 trillion in economic output. Travel was America's second largest industry export, contributing a trade surplus of \$59 billion to the U.S. economy.

While the current environment is extraordinarily difficult, we know the travel industry must adjust to this moment. The pandemic should not be viewed as a setback, but as an opportunity to rebuild a stronger travel ecosystem that adheres to the highest health and security standards. We must work together to ensure that travel is viewed by public officials as an essential industry and continue to advocate for representation at the highest levels of government. We must consider all of the possibilities before us to improve infrastructure, modernize travel technology, enhance the air travel experience and prepare to compete with other countries for a resurgence in travel demand.

We have seen a world without travel: we know how harmful it is to the economy, to working Americans and to the very fabric of our society. It is simply not enough to return to the travel industry of years past—we are striving to move beyond this crisis, to challenge ourselves to revive this industry to be stronger than ever before.

Together, the collective travel industry and our elected officials can work together to bring travel back to prosperity and achieve our goal of welcoming 116 million annual international visitors by 2028.

The following policy priorities serve as a roadmap toward restoring and rebuilding the U.S. travel industry.

## ECONOMIC RELIEF AND RECOVERY

The pandemic's effect on global travel has cost the U.S. economy billions in lost spending, imperiled the livelihoods of millions of American workers and jeopardized travel businesses of all sizes. Until widespread travel is able to resume without quarantine and business is able to be conducted without service-capacity restrictions, travel-dependent businesses will continue to need economic assistance to maintain operations. The federal government should activate the following relief and recovery strategy to sustain and rebuild the travel industry and the larger U.S. economy:

100

- A** Provide long-term economic relief until recovery is possible.
- B** Stimulate the restoration of travel, meetings and events.
- C** Safely reopen international travel through risk-based COVID-19 testing protocols and remove international travel bans
- D** Promote health and safety measures that enable a predictable, nationwide framework for domestic travel.
- E** Enact immediate, temporary and limited liability protections for businesses that make a good-faith effort to reopen responsibly amid the pandemic.

**A-E Included as First 100 Days Recommendations**

# Power of Travel Platform Summary

## GLOBAL COMPETITIVENESS

The pandemic has inflicted immense harm on our industry and our economy, and we must be ready to meet a resurgence in international travel demand once global travel can resume. To better prepare the U.S. to welcome back visitors from around the world—and to compete for international tourism dollars—travel should be viewed by policymakers as an export on par with other U.S. industries. The federal government should implement the following policy priorities to establish travel industry leadership within the federal government, elevate travel exports in trade negotiations and help the industry meet its goal of welcoming 116 million annual international visitors by 2028:

**100** **A** Create a new Assistant Secretary for Travel and Tourism position within the U.S. Department of Commerce to work across agencies to develop a coherent, government-wide plan to boost travel exports.

**B** Prioritize and elevate travel exports in U.S. trade agreements, such as those being negotiated with the United Kingdom, the European Union, Japan, China and others.

**C** Support the continued success of Brand USA, the United States' destination marketing organization.

## FUTURE OF MOBILITY AND INFRASTRUCTURE

By prioritizing investment in infrastructure now, the U.S. can prepare to emerge from the pandemic with stronger, more connected systems than ever before. Importantly, increased investment in infrastructure is crucial to reconnecting rural, remote destinations and small businesses to both domestic and international visitors. The federal government can enact the following infrastructure priorities to improve our existing systems, facilitate recovery efforts and work toward a future where America's travel infrastructure is once again the envy of the world:

**100** **A** Prioritize investments to improve existing infrastructure systems.

**B** Support tax incentives for electric vehicle charging stations and energy efficient commercial buildings.

**C** Make structural changes and modernize existing systems to improve the long-term viability of National Park Service sites.

## REIMAGINING AIR TRAVEL

Times of crisis often shape and influence policy, as well as expose weaknesses and deficiencies in existing processes. As the U.S. air travel industry shifts to meet the demands of providing a safe travel experience during the pandemic and beyond, the need for better, more innovative technology across the entire air travel ecosystem is more pertinent than ever. The federal government can advance the following priorities to enhance and strengthen the air travel experience:

**A** Advance the implementation of biometric technology, which has the potential to revolutionize the travel industry.

**B** The federal government must set and communicate clear standards for biometric technology, privacy and security.

**C** Delay REAL ID enforcement until implementation will not reverse or slow the industry's recovery; the additional time should be used to improve and modernize the REAL ID Act.

# Power of Travel Platform Summary

## TRAVEL AND SECURITY FACILITATION

Some of the best, most innovative security programs are also the ones that make travel more accessible and efficient. As we look ahead to the next few years, a more streamlined approach to travel facilitation will be vital to handling a resurgence in travel demand. The federal government should examine its existing travel facilitation systems and activate a plan to package program enrollment and ensure more low-risk travelers are able to easily join these programs:

- A** Streamline enrollment in Trusted Traveler Programs—TSA Precheck, Global Entry, Sentri and Nexus—into one program for greater efficiency.
- B** Facilitate Global Entry, Preclearance and VWP expansion by streamlining overlapping standards for security, intelligence sharing and passport issuance.
- C** Enhance existing travel facilitation programs to improve the traveler experience and remain competitive with other countries.

# Updated: What a Biden Presidency Will Mean for Travel and Meetings

Controlling the virus and improving infrastructure are top priorities; Georgia's Senate race could determine how much change to expect.



by [Loren G. Edelstein](#)

November 11, 2020

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*Updated Nov. 11, 2020.* The Biden administration is poised to enact policies that would benefit the beleaguered travel and meetings industry, beginning with a federal response to Covid-19. President Trump's failure to concede the election will have no bearing on the transition, the President-elect told several media outlets yesterday.



Tori Emerson Barnes, executive vice president of public affairs and policy for the U.S. Travel Association

If campaign promises come to fruition, positive changes should bring relief to the hospitality industry, according to [Tori Emerson Barnes](#), executive vice president of public affairs and policy for the [U.S. Travel Association](#). "I think the President-elect's plan to put first and foremost the health and safety needs of the country is paramount to reopening the economy," Barnes told Northstar in an exclusive interview on Nov. 10. "We

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are hopeful that standardized protocols and processes can be established in the context of a new administration."

Matters important to our industry aren't confined to one party or the other, she noted. Both Trump and Biden support policies that would be good for the travel industry. Each party also favors different actions that could pose challenges. One fact is a common denominator: Travel supports jobs and the economy.

"Travel was such a vital economic driver prepandemic. We were one in 10 jobs," said Barnes. "And, quite frankly, the travel industry exists in all 435 districts represented in Congress and is important to all 50 states and the territories. Our industry is very bipartisan. We've got folks who will work together because they want to advance good policies."

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## An Open Letter From the Marriott CEO

[In addressing President-Elect Joe Biden](#), Marriott International president and CEO Arne Sorenson discusses the importance of unity, as well as how to tackle the pandemic and rebuild the economy.

## Keep an eye on the senate

The runoff for senate seats in Georgia's special election is particularly important, said Barnes, as it will determine which party has control of the Senate. "If the Republicans maintain the majority in the Senate, that will bring Biden more to the middle; it would require working together across the aisle. That could prevent some things from happening that otherwise could be difficult for our industry," she said.

For example, we would be less likely to see Green New Deal provisions that could negatively impact air travel or otherwise limit transportation options. "While some of those initiatives could be challenging," Barnes added, "there are things we can do to help advance sustainability, which we care a lot about. But maybe they're not so drastic that they would negatively impact our business in the midst of the pandemic scenario. I think if the Senate is Republican-controlled, we'll see folks coming together, because compromise will be necessary to be able to enact power."

## What to expect

Following are further insights from Barnes and other sources on how the incoming administration will impact travel and meetings.

- **Experts will lead the nation's coronavirus response.**

The President-elect's Coronavirus Task Force has been on the job for months, readying strategies for a federal approach to the Covid-19 crisis. The diverse group of experts is chaired by former Surgeon General [Vivek Murthy](#); former Food and Drug Administration commissioner [David Kessler](#); and [Dr. Marcella Nunez-Smith](#), associate professor of medicine and epidemiology at the Yale School of Medicine. Among others are [Dr.](#)



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[Luciana Borio](#), a senior fellow for global health at the Council on Foreign Relations; and [Dr. Zeke Emanuel](#), one of the architects of the Affordable Care Act and a former health adviser to President Barack Obama.

Already working for several months, the task force has been holding briefings with Biden up to four times per week, according to global security expert [Bruce McIndoe](#), founder of [WorldAware](#) and [McIndoe Risk Advisory](#), who keeps clients apprised of developments that relate to business risk.

- **Covid-19 testing will be widespread, consistent and free.**

The [Biden Plan to Combat Coronavirus \(Covid-19\) and Prepare for Future Global Health Threats](#) calls for making testing widely available — a need U.S. Travel has been stressing in its lobbying efforts. "We've called for a federalized approach to testing and the absolute need to have rapid, reliable testing available throughout the whole country," said Barnes. "The inconsistency from state to state creates confusion for travelers." This is a priority for the Biden administration.

- **Quarantines and group-size limits could be eased.**

An added benefit of more testing, noted Barnes, would be the ability to opt out of long quarantines and other important constructs that hinder travel. For example: "We've got gathering limitations in certain states that don't necessarily make sense, when you could hold a meeting in a healthy and safe way with masks, proper sanitation and social distancing."

In a convention hotel or hotel ballroom, for example, a group of 200 could maintain ample physical distance for an in-person meeting, but state and local regulations might not allow for gatherings of that size.

- **Sustainable infrastructure improvements will create jobs and facilitate travel.**

Biden's "[Build Back Better](#)" plan is a national effort aimed at creating the jobs needed to build a modern, sustainable infrastructure now and into the future. "We have the opportunity to build a more resilient, sustainable economy — one that will put the United States on an irreversible path to achieve net-zero emissions, economywide, by no later than 2050," the plan promises. The goal is to make the movement of goods and people faster, cheaper, cleaner and manufactured in America, while preserving and growing the union workforce.

"On infrastructure, there's a real opportunity to do something big and significant that can contemplate more than just moving freight, but really moving people," said Barnes. "How do we invest more in our airports? How do we put money into rail? How do we build an electric vehicle infrastructure throughout the country? What kind of infrastructure will we need for some of these newer technologies in hotels and cities?"

We think that under a Biden presidency we'll see a more focused effort early in his term to move forward with robust projects on infrastructure, which can also help bring back jobs."

- **Public transit investments will benefit cities.**

A tenant of the Build Back Better plan is to provide every American city with 100,000 or more residents with high-quality, zero-emissions public transportation options. This will entail creating light-rail networks, improving existing transit and bus lines, and installing infrastructure for pedestrians and bicyclists.

The President-elect also envisions a "railroad revolution" that will create the "cleanest, safest and fastest rail system in the world" for both passengers and freight. His administration will work with Amtrak and private freight rail companies to further electrify the rail system, reducing diesel fuel emissions.

- **We might see an individual tax credit for travel.**

"A bipartisan bill was already introduced in the Senate, and we're looking at introducing a continued bill in the House, that would establish an individual travel tax credit, a tax credit for attendees of meetings and events, and other tax incentives," said Barnes. "We look at this as a jobs-recovery bill, which would help to stimulate the demand across the travel ecosystem."

While the industry would love to see this happen even before Biden takes office, Barnes doesn't expect immediate action. "I don't actually know where the Biden administration would stand on it," she said. "There is support from Democrats in the Senate, including positive conversations we've had with Senate leadership. I think that's something, based on Biden's history, that he would be supportive of."

Just this week, hospitality and travel industry leaders called on U.S. government officials to support such tax incentives during a [virtual panel](#) discussion held as part of the 42nd annual [NYU International Hospitality Industry Investment Conference](#).



Roger Dow, president and CEO of the U.S. Travel Association

"We've proposed a tax credit for travel, and we want to show people that it's additive, because when people travel, they spend money and they create jobs," said [Roger Dow](#), president and CEO of U.S. Travel. "We think it's one of the easiest ways to get travel moving again."

- **Better international relations will encourage inbound travel.**

Biden's history of positive working relationships with other governments could bolster inbound international travel. "His global experience and expertise will be an opportunity for us," said Barnes.

• **We'll need to keep lobbying for aid.**

While it's not among the campaign's promises, U.S. Travel is hopeful that the new administration will provide more aid to travel and hospitality companies.

"We obviously need not only a more robust relief package, but a stimulus package as well. Some folks called the CARES Act a stimulus package, but I would call it a relief package — and not enough relief has been given for the industry, and specifically for meetings and events," said Barnes.

Insufficient aid has been a disappointment across the industry. "I thought, given the fact that the Trump family owns hotels, that there would be a little bit more bailout for hospitality than there was," mused [Brian Stevens](#), CEO of [ConferenceDirect](#). "In my opinion, the Biden Administration couldn't do any less, because the Trump Administration didn't do any more."

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<a href="#">Meetings &amp; Conventions China</a>	<a href="#">SportsTravel</a>	<a href="#">Corporate Travel</a>	<a href="#">See all Northstar Brands</a>
<a href="#">Successful Meetings</a>		<a href="#">Hotel Investment</a>	

# Uncork Growth

## It's time to reform Texas' liquor laws

Texas alcoholic beverage law bubbles with odd rules. At a time when consumers can buy guns and groceries at the same store and order prescription drugs online, it seems quaint that we have to head to the neighborhood liquor store for a bottle of booze or plan the Sunday shopping to arrive at the checkout after noon if we want to buy alcohol.

Restricted shopping is not a concept 21st century Americans often encounter. So as Walmart asks the Supreme Court to review a Texas law banning publicly traded companies from selling liquor, we find ourselves rooting for the big guy.

The regulatory structure of the Texas alcoholic beverage industry is largely a good thing. By strictly separating manufacturers, distributors and sellers, Texas protects the public while creating a market that flourishes with entrepreneurship.

But within that structure are regulations that should be narrowly changed to promote greater economic growth during the pandemic and beyond. For example, allowing Walmart and other publicly traded companies to acquire licenses to open liquor stores.

If the Supreme Court declines later this month to review the case, the Texas Legislature should revisit the law. Allowing more stores to sell liquor doesn't violate the fundamental elegance of Texas' three-tier regulatory system. It may upset package stores that are threatened by competition, though we expect many package store owners offer variety and expertise that Walmart cannot match.

And variety is at the heart of our support for the Texas regulatory system. The system was conceived after Prohibition as a way to prevent any company or group (say mobsters) from controlling the industry. What the system has produced is a great variety of Texas wines, beers and liquors sold at stores and bars where people can often find many different products on sale or on tap.

A growing number of Texas entrepreneurs are trying their hands at manufacturing alcohol and many are succeeding wildly. Texas wineries, once the butt of jokes, now produce wines that win international awards, and wineries have built a tourism industry in the Hill Country second in size in the U.S. only to Napa Valley.

To see the breadth of beer brewing in Texas, simply take a spin through the Central Market beer section. And more recently, dozens of distillers have emerged, inspired by the success of Tito's Handmade Vodka, and are producing award-winning spirits that are uniquely Texan.

This is real economic growth in terms of both manufacturing and tourism that must be preserved.

And here we ask the Legislature to review another long-standing regulation that can be a stumbling block for growth. Liquor cannot be sold in Texas on Sundays, but wine and beer may be sold on Sunday afternoons. If the law treated liquor the same as beer and wine, those distilleries across the state that open their doors to tourists would be able to sell their product on Sundays, just as the winery tours can do.

Big Soda ensures that most restaurants only sell one line of soft drinks, typically Coke or Pepsi, but, thanks to the Texas regulatory regime, there is no Big Alcohol to restrict the brands diners can enjoy. Many bar and restaurant entrepreneurs build their businesses on that very variety, offering tasting menus and knowledgeable bartenders and sommeliers. And we are pleased that Gov. Greg Abbott temporarily allowed restaurants to sell cocktails-to-go during the pandemic, keeping many bartenders employed.

Such simple, targeted regulatory changes could lift the entire industry.

*These editorials were written by the editorial board and serve as the voice and opinion of The Dallas Morning News.*



## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST November 2020

Note: **Gray highlighted** areas represent a new entry or updated/changed information from the previous report. **Permit Pending:** plans are being reviewed; **Permit Approved:** plans are approved, but the applicant has not paid all fees and picked up the permit; **Permit Issued:** plan review is complete and applicant has paid all fees and picked up the permit; **Permit Planned:** developmental project with estimated application date. **Verification** is the date that the viability of the project was confirmed.

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	The Luxe At Las Colinas	5000 N. S.H. 161	Apts	149,076 SF	\$12,000,000	Permit Issued	3/6/2020	Irving	Oct-20
4	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Approved	5/3/2020	Irving	Oct-20
5	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20
6	Reflections At Valley Ranch	8801 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
7	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
8	Reflections At Valley Ranch	8821 RodeoDr.	Apts	15,422 SF	\$1,005,000	Permit Pending	11/23/2020	Irving	Dec-20

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	00 W. John Carpenter Fw	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Lindemoor Demolition	2010 S. Nursery Rd.	Ofc.	20,269 SF	\$3,800,000	Permit Pending	8/19/2020	Irving	Sep-20
4	Irving Reg. Dialysis Ctr. Addn.	2535 W. Airport Fwy	Medical Office	1,930 SF	\$450,000	Permit Pending	9/25/2020	Irving	Oct-20
5	Parking Garage	925 W. John Carpenter Fw	Parking Garage	349,514 SF	\$10,500,000	Permit Approved	10/22/2020	Irving	Dec-20

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	DCURD	788 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Issued	8/29/2019	Irving	Sep-20
2	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
3	MRB Contractors	1615 W. Irving Blvd.	Office/Warehouse	20,998 SF	\$2,000,000	Permit Pending	8/12/2020	Irving	Sep-20
4	Coast Southwest	5215 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20
5	Shell Bldg.	2201 Chemsearch	Office/Warehouse	327,146 SF	\$10,700,000	Permit Pending	9/3/2020	Irving	Oct-20
6	Dr. Pepper Equipment Bldg	2304 Century Center	Industrial	488 SF	\$1,992,000	Permit Approved	9/17/2020	Irving	Oct-20
7	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
8	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Cancelled	10/29/2019	Irving	Sep-20
2	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20
3	Shell Bldg.	3575 W. Story Rd.	Retail	9,856 SF	\$1,400,000	Permit Issued	8/13/2020	Irving	Oct-20

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Aug-20
2	Fairfield Inn & Suites/ Marriott	4800 W. John W. Carpenter Fwy.	Hotel	59,700 SF	\$8,000,000	Permit Issued	1/23/2020	Coppell	Apr-20
3	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
4	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	3420 W. Shady Grove	Restaurant	5,230 SF	\$2,000,000	Permit Pending	7/8/2020	Irving	Aug-20
2	Starbucks	4080 W. Airport Fwy	Restaurant	931 SF	\$450,000	Permit Pending	11/4/2020	Irving	Nov-20
3	Starbucks	313 W. Irving Blvd.	Restaurant	1,905 SF	\$750,000	Permit Pending	11/20/2020	Irving	Dec-20

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Cancelled	4/5/2018	Irving	Sep-20
2	COI Heritage Park Outdoor Stage	175 W. Third	Govt	3,211 SF	\$1,500,000	Permit Issued	4/8/2020	Irving	Jul-20

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Nov-20	68	\$18,722,954	42	\$13,527,954	26	\$5,195,000	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.  
C-FB = Carrollton-Farmers Branch

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, NOVEMBER 16, 2020**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**



## ICVB Memorandum

Date: November 5, 2020  
To: Maura Gast, FCDME, Executive Director  
From: Lori Fojtasek, Vice President, Sales & Services  
RE: Sales & Services Department Board Report for November 2020

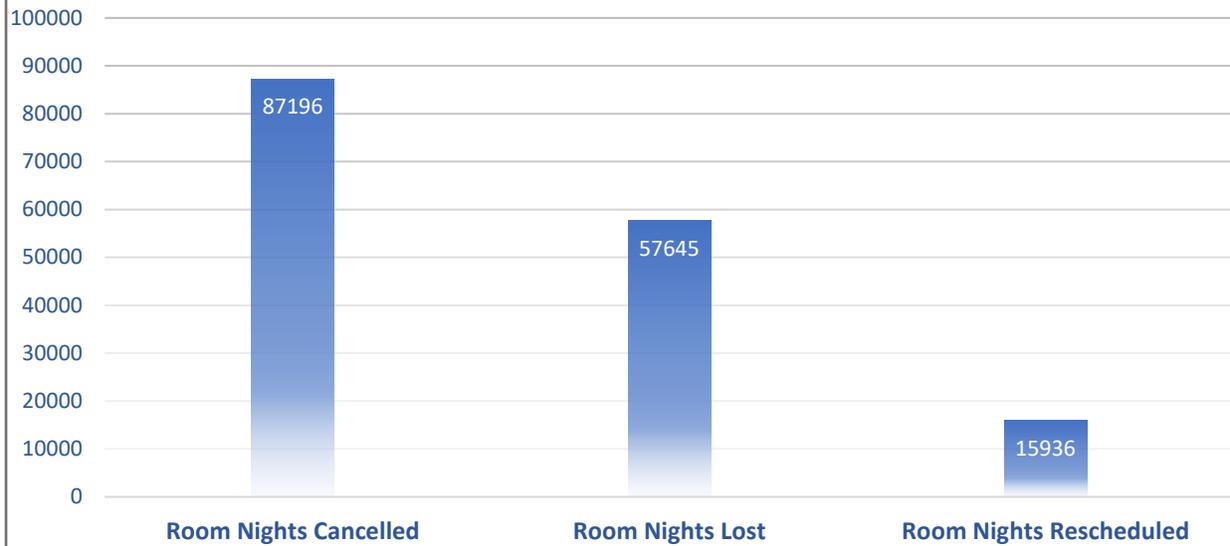
### Convention Sales Activities

Leads Generated	November	YTD
Irving CVB – Hotel Leads	43	112
Irving Convention Center Leads	10	26

### November

Room Nights Generated	Monthly Goal	November 2020 Actuals	November 2019 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	November Convention Center	Convention Center YTD
Definite Room Nights	6493	2513	8704	77916	23973	20292	620	3543
Lost Room Nights		909	64110		23972	124658	350	17623

## COVID19 IMPACT YEAR TO DATE



## Customer Services Activity

### November Servicing & Inventory

Groups Serviced	
November	2
YTD	5

Service Type	November # of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	1	100 Badges/ Lanyards
Pens	1	225
Bags	1	175
Promotional Materials	2	200 Restaurant Maps/TMF maps/ Surveyors, Welcome Sign
Staffing Services	0	0 Event Hours

Event Location:      Hotels: 1      Irving Convention Center: 0      Other: 1

## Definite Bookings December 2020 - June 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
NPC Battle of Texas Body Building Events	NPC Battle of Texas Body Building National Qualifier 2020	12/2/2020	12/5/2020	500	99
Empower Texans	Empower Texans Room Block 2020	12/4/2020	12/6/2020	450	80
American Athletic Conference	American Athletic Conference Championships 2020	12/4/2020	12/5/2020	115	93
The Association for the Improvement of Minorities	2020 Annual Holiday Awards Dinner	12/5/2020	12/5/2020	50	10
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center 2020	12/6/2020	12/9/2020	300	300
Allergan USA, Inc.	Specialty   Corporate Healthcare Managers Meeting POA   Dec 2020	12/9/2020	12/10/2020	10	20
Philadelphia Eagles Football Club	Philadelphia Eagles Team Travel	12/26/2020	12/27/2020	50	169
Archer Travel Services	Sarafina Thomas Ministries, Inc	1/7/2021	1/10/2021	350	180
Flying Eagles	Flying Eagles Reunion	1/8/2021	1/10/2021	150	237
Institute for Portfolio Alternatives (IPA)	IPA Policy & Government Affairs   Board Strategic Planning Session 2021	1/10/2021	1/13/2021	45	105
Pathways Core Training Inc.	Pathways Monthly January 2021	1/15/2021	1/31/2021	100	242
Southwest Society of Periodontists	Southwest Society of Periodontists 2021 Winter Meeting	1/21/2021	1/23/2021	150	240
Art of Movement (Dance)	Art of Movement 2021	1/22/2021	1/23/2021	300	250
Spicy Foods Productions, LLC	ZestFEST Staff & Vendor Rooms	1/22/2021	2/1/2021	125	180
Marcus Evans	Healthcare CMO/CNO/CIO Fall Summit	1/23/2021	1/27/2021	240	595
PLH Group	Annual Management Meeting	1/25/2021	1/28/2021	125	250
Dallas Stars Elite Hockey Club	3rd Annual 2021 Dallas Stars Elite Invitational	1/28/2021	1/30/2021	300	435

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
IMEG Corporation	IMEG Corp Annual Meeting	2/1/2021	2/3/2021	60	120
Lantz Medical	Lantz Medical National Sales Meeting	2/2/2021	2/5/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	2/2/2021	2/5/2021	80	247
ELAM Ministries	Founders Weekend	2/3/2021	2/7/2021	100	260
Diamond Tours	Diamond Tours 2021	2/7/2021	4/16/2021	50	162
Gaelco Darts USA	Gaelco Darts USA Tournament 2021	2/10/2021	2/14/2021	200	305
Pathways Core Training Inc.	Pathways Monthly February 2021	2/12/2021	2/27/2021	100	242
Women's Basketball Hall of Fame	Ladies Ball Regional Championship 2021	2/12/2021	2/15/2021	2000	980
Boy Scouts of America	National Executive Board & Committees Meeting 02/2021	2/14/2021	2/16/2021	75	153
Big 12 Conference	CFO West Football Officiating Clinic 2021	2/18/2021	2/20/2021	400	316
US Youth Soccer Association	US Youth Soccer U15-U17 Girls National Showcase Dallas TX_Feb2021.	2/18/2021	2/20/2021	700	597
Southern Baptists of Texas Convention	Evangelism Conference	2/19/2021	2/24/2021	3500	615
INSURICA	2021 INSURICA Summit	2/21/2021	2/23/2021	200	205
HCA Healthcare	HCA 2021 ASD Medical Directors Conference	2/23/2021	2/28/2021	175	392
UNT Dallas Foundation	Compa Feb2021	2/25/2021	2/28/2021	250	75
McTeggart Irish Dancers of North Texas	Texas State Championships, and Cowtown Feis	2/26/2021	2/27/2021	600	520
American Legal and Financial Network	2021 ALFN Bankruptcy Intersect	3/3/2021	3/4/2021	100	70
Prospanica - The Association of Hispanic Professionals	2020 Prospanica Leadership Summit	3/4/2021	3/5/2021	150	110
TexSom	TEXSOM 2021 International Wine Awards	3/6/2021	3/10/2021	200	390

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
NBM Incorporated	The NBM Show - March 2021	3/7/2021	3/15/2021	4000	506
a360inc	2020 a360inc Solutions Summit	3/8/2021	3/11/2021	120	204
Texas Steel Guitar Association	Annual Meeting for 2021	3/10/2021	3/14/2021	400	845
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2021	3/10/2021	3/12/2021	60	90
Dance with Me USA	Dance with Me Texas - March	3/10/2021	3/14/2021	100	175
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	3/11/2021	3/14/2021	150	225
Texas Steel Guitar Association	Annual Meeting for 2021 - Overflow Rooms	3/11/2021	3/14/2021	400	100
Pathways Core Training Inc.	Pathways Monthly March 2021	3/12/2021	3/27/2021	100	242
Aselia Con	Aselia Con 2021	3/17/2021	3/21/2021	800	156
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/18/2021	3/21/2021	350	354
ALM First Financial Advisors, LLC	2021 ALM First Financial Institute	3/21/2021	3/24/2021	150	441
Scrapbooking Expo	Scrapbooking Expo	3/24/2021	3/27/2021	3000	1075
Confluent Health	Confluent Health PTVille2/ Key Leader	3/25/2021	3/27/2021	115	124
BNSF Railway Company	BNSF 2021 Railway Agricultural Summit	4/4/2021	4/7/2021	109	193
Design-Build Institute of America - Southwest	DBIA-SW Annual Conference	4/7/2021	4/8/2021	150	140
Pathways Core Training Inc.	Pathways Monthly April 2021	4/9/2021	4/24/2021	100	242
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	4/10/2021	4/14/2021	85	287
American Recovery Association	2021 NARS and Annual Meeting	4/11/2021	4/17/2021	300	838
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	4/12/2021	4/15/2021	120	322
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	4/14/2021	4/19/2021	300	337

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Assemblies of God/Marriage	Marriage Encounters	4/16/2021	4/18/2021	80	80
Texas Association of Student Councils	TASC - 2021 High School Annual Conference	4/16/2021	4/21/2021	5200	2675
Central Region Users Group	Central Region Users Group (CRUG)	4/19/2021	4/22/2021	120	252
Lean Construction Institute	LCI National Practice Team F2F Meeting	4/20/2021	4/21/2021	40	35
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 Staff Rooms	4/21/2021	4/25/2021	500	63
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 ATTENDEE	4/21/2021	4/25/2021	500	20
Big 12 Conference	National Referee Conference 2021	4/22/2021	4/24/2021	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2021	4/22/2021	4/25/2021	200	300
American Association of Veterinary State Board	2020 AAVSB RACE Committee Spring Meeting	4/23/2021	4/25/2021	18	32
Dallas/Fort Worth Association of Executives	2021 DFVAE Association Day	4/25/2021	4/26/2021	300	30
The Unified Group	Unified Group Financial Forum 2020	4/28/2021	4/30/2021	20	90
Andromeda Consultants	Tabletop Gamers	4/28/2021	5/2/2021	350	229
Windsor National Associates	Windsor National Associates	4/29/2021	5/2/2021	158	158
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2021 - Overflow Room Block at Texican Court	5/2/2021	5/4/2021	400	30
CSL Plasma Inc	CSL Plasma Meeting	5/3/2021	5/7/2021	90	360
Texas Court Appointed Special Advocates	The Forum 2020	5/5/2021	5/7/2021	120	100
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core Training Inc.	Pathways Monthly May 2021	5/7/2021	5/22/2021	100	242
American Horse Publications	American Horse Publication 2021	5/17/2021	5/22/2021	110	301
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Tech Conferences	Share Point Fest	5/23/2021	5/28/2021	400	420
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
SENPA	SENPA 2021 Conference	6/3/2021	6/6/2021	160	350
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242
Texas Trial Lawyers Association	2021 TTLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
Learning Forward Texas	Learning Forward	6/12/2021	6/17/2021	1000	860
United In Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Retraimer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
Steubenville	Steubenville / Life Teen Host and Overflow hotels	6/23/2021	6/27/2021	5000	2885

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



# Marketing Communications

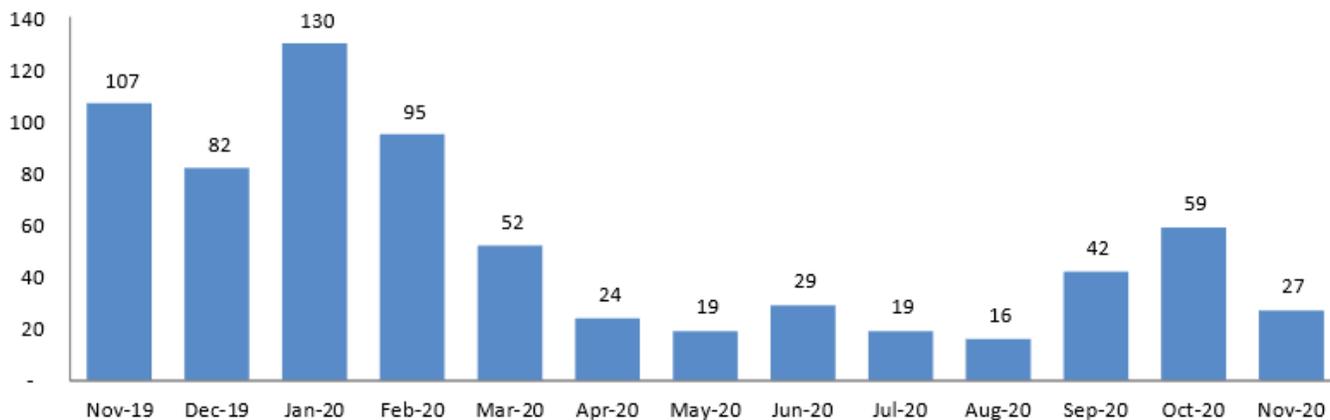
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** November 11, 2020  
**Re:** Year End | October 2020 Board Report

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## Meetings Leads

November saw a decrease in meetings leads from the previous month with **27 total leads**. Out of the total leads, seven were sourced through Cvent, seven were from click-to-call ads, and 13 came through the websites.

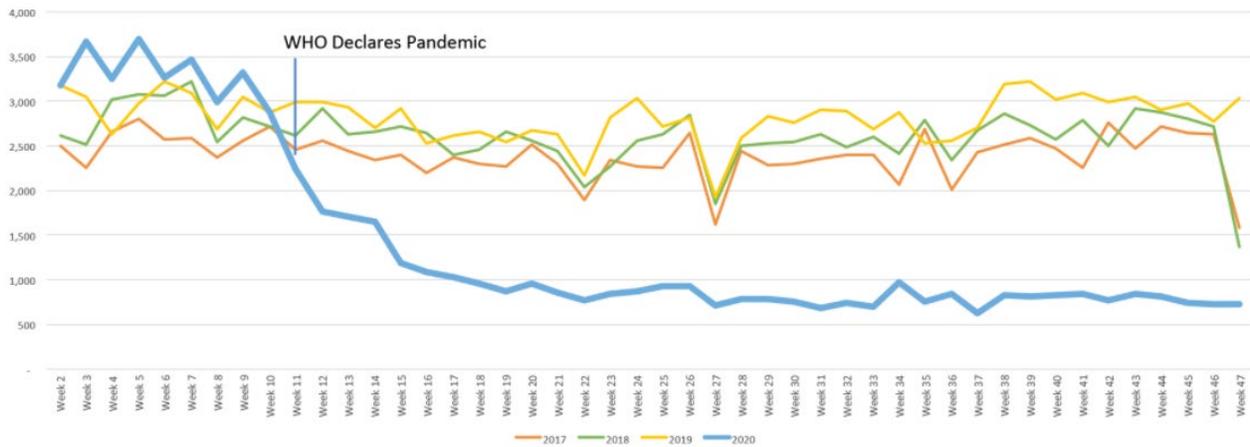
Leads and RFPs



Insights provided by Simpleview show that as of November 22<sup>nd</sup>, data from their sample set of 200 U.S. DMOs are reporting **21.3 million fewer** room nights on the books vs. the same time last year. The pandemic’s impact on meetings sales continues to depress lead volume below previous years substantially.

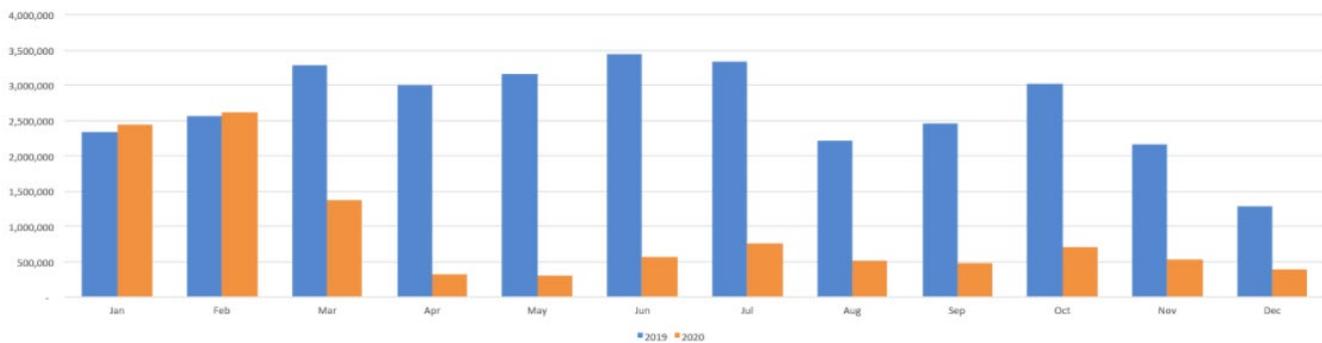
## Lead Volume vs. Previous Three Years

Aggregated Data of 200 U.S. DMOs



## Room Nights on the Books vs. the Same Time Last Year

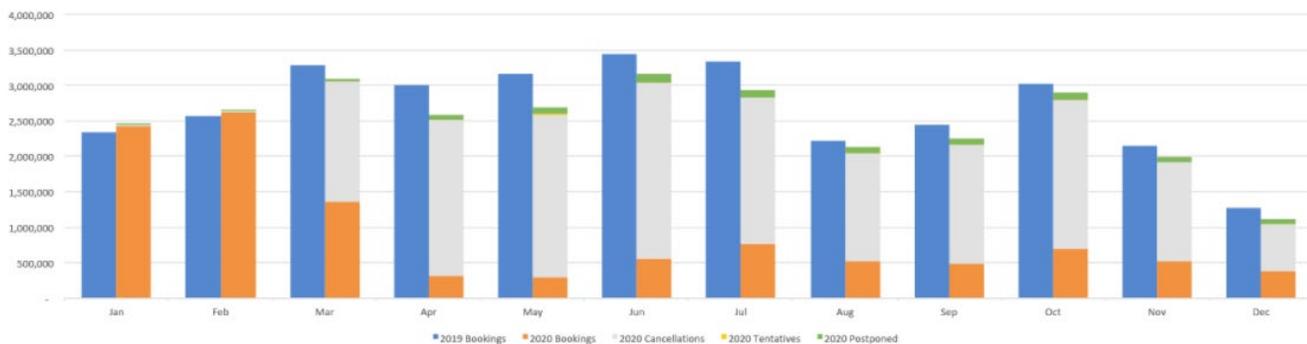
Aggregated Data of 200 U.S. DMOs



Simpleview's sample set also shows that most lost business continues to be canceled (shown in gray) and not postponed (in green), and bookings that do remain are indicated in orange. Bookings are increasing for May 2021 and August through December 2021 and postponements increased for 2021-2024.

## Canceled, Postponed, and Remaining Business

Aggregated Data of 200 U.S. DMOs



## CARES Staycations and Meetings Campaigns

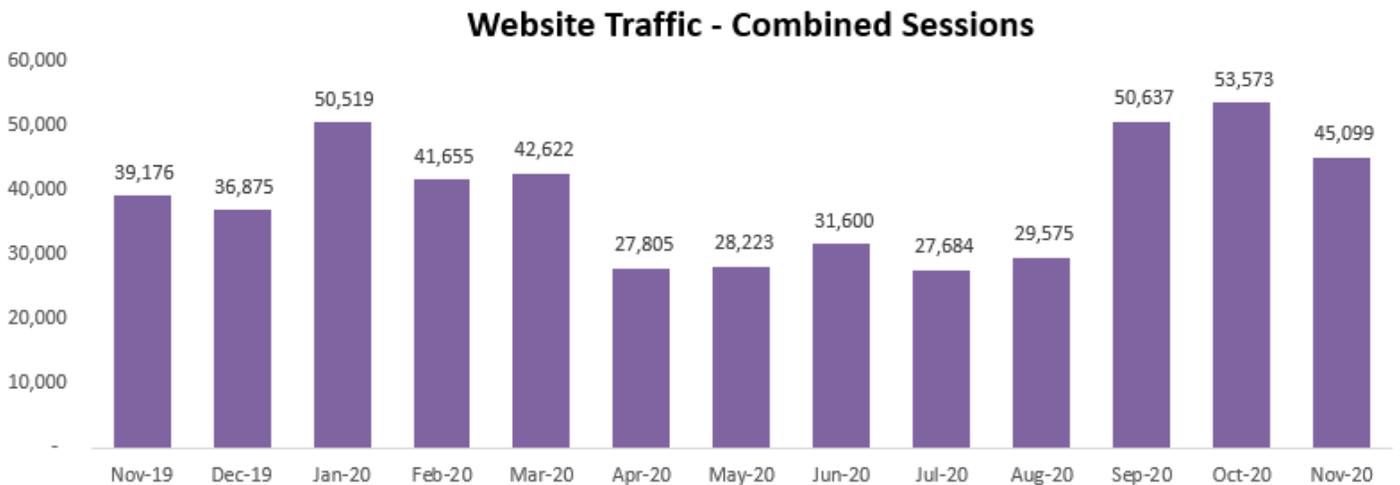
The Staycations campaign continues to perform well. From September 1 – December 2, 2020, the campaign has produced **52,013 sessions** and **18,913 hotel referrals** with a **potential economic value of \$3,989,616**. The conversion rate for the campaign remains high at an average of 36.36%. Facebook advertising is performing the best with a conversion rate of 42.2% and has generated 33,232 sessions and 14,201 hotel referrals, while paid search generated an additional 18,781 sessions and 4,712 hotel referrals.

The Meetings Campaign generated **17,057 sessions**. 2,120 sessions came from paid search ads, while Facebook produced 9,124 sessions, and LinkedIn advertising produced 1,047 sessions. There was a hiccup in tracking sales leads generated from the meetings campaign that may result in underreporting of leads; however, the campaign has generated at least 57 leads to date.

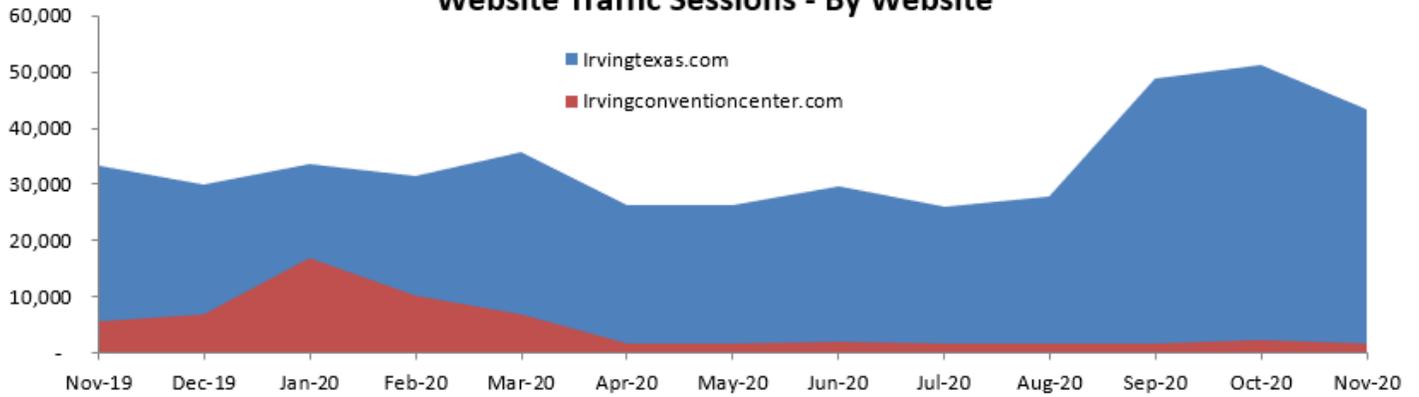
## Website Traffic

Website traffic declined slightly in November but remained higher than average, with **45,099 total sessions** and **39,080 total users** to both websites. The Visit Irving website traffic remained high with **43,235 sessions** and **37,499 users**, which is 29% over the same time last year.

The Irving Convention Center website had **1,864 sessions** and **1,581 users**. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting regular events and large public shows.



### Website Traffic Sessions - By Website

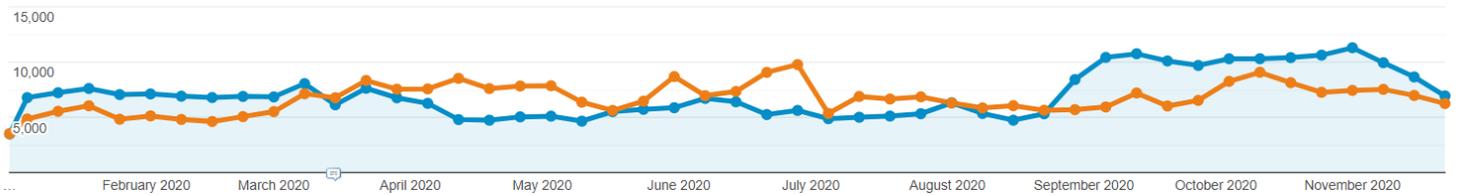


Website traffic to the Visit Irving website continues to perform better both year-over-year and month-over-month. Year-to-date, the Visit Irving website users increased by 5.74%, new users increased by 6.70%, and session increased by 2.19%.

### Visit Irving Overall YOY Website Traffic

January 1 – November 30, 2020

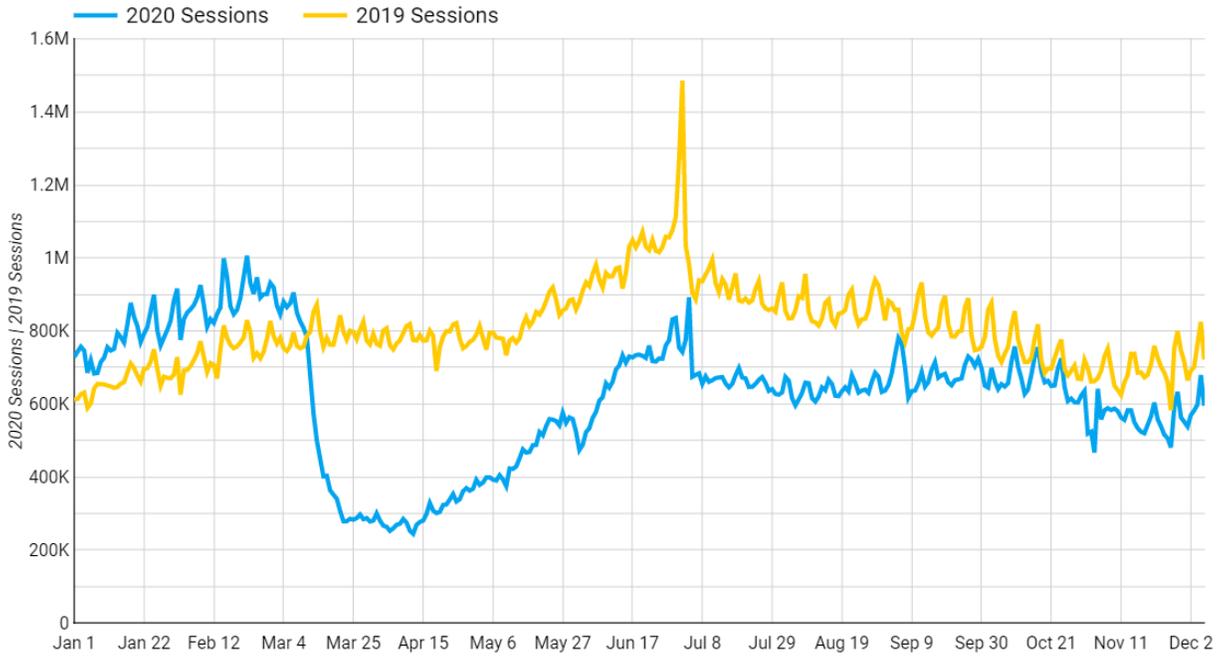
Jan 1, 2020 - Nov 28, 2020: Users  
 Jan 1, 2019 - Nov 30, 2019: Users



The Visit Irving website also continues to perform well relative to the industry. Aggregated data provided by Simpleview shows that the industry has experienced a YTD decline of -22.41%, and our region has experienced a YTD decline of -21.38%.

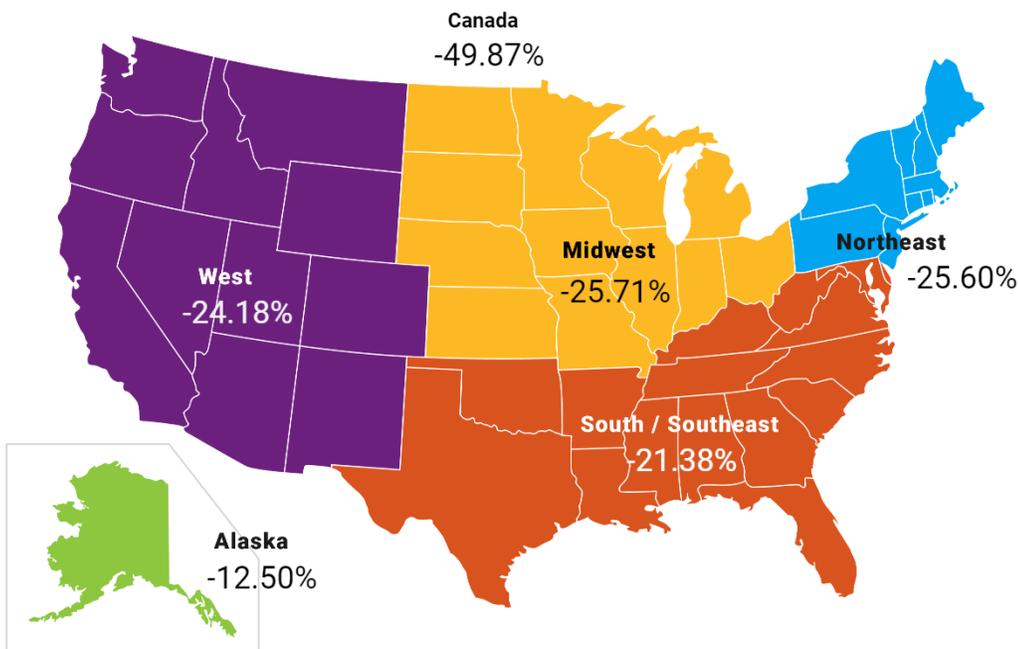
## Aggregated YOY Overall DMO Website Traffic

January 1 – December 7, 2020, provided by Simpleview Inc.



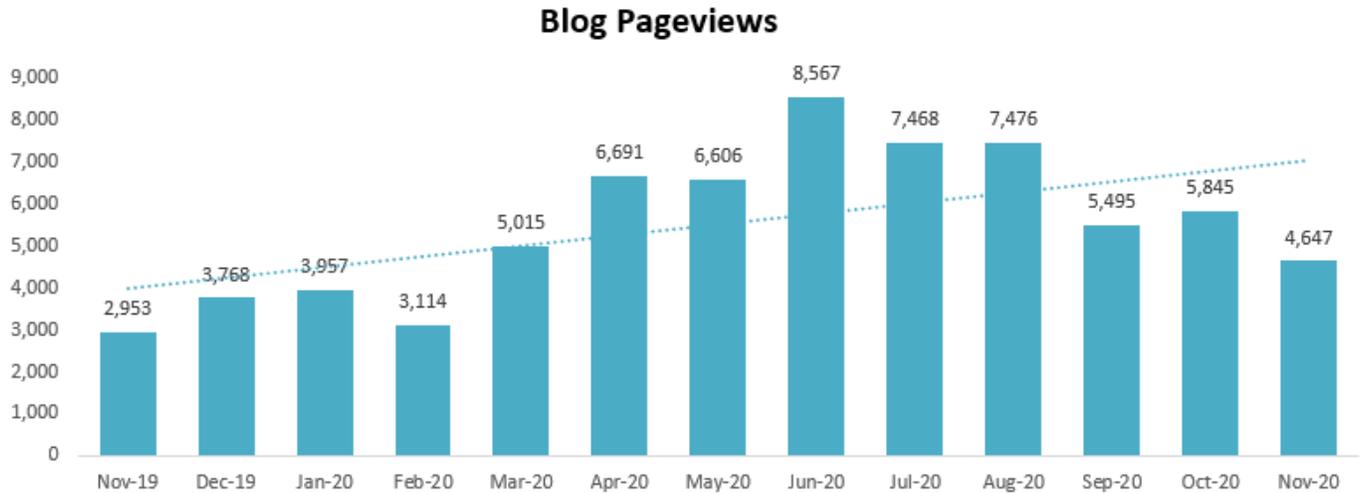
## Aggregated YOY Overall DMO Website Traffic By Region

January 1 – December 7, 2020, provided by Simpleview Inc.



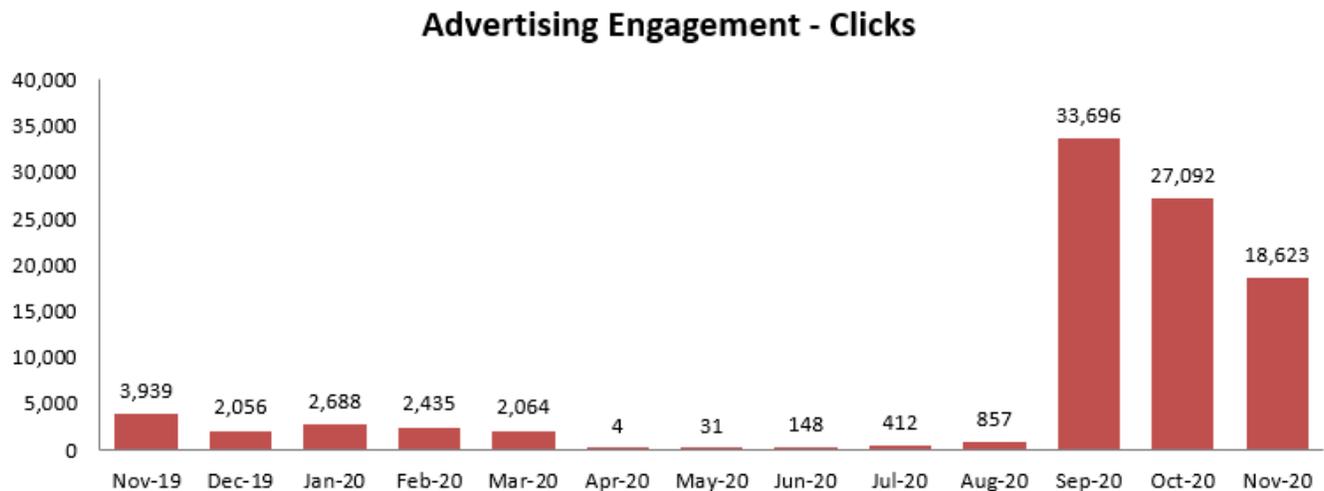
## Blog Traffic

Blog pageviews decreased slightly in November with **4,647** pageviews but still performed significantly better than November 2019 with a YOY increase of 57.37%. The average time on page was six minutes and three seconds, and the bounce rate was 46.95%. The top posts in November were “Thanksgiving Meals and Pies in Irving,” with 962 pageviews, “We Tried the Three Day Juice Cleanse at Freshii, Here’s What Happened,” with 430 pageviews, and “Ho Ho Holiday Happenings in Irving,” with 261 pageviews.



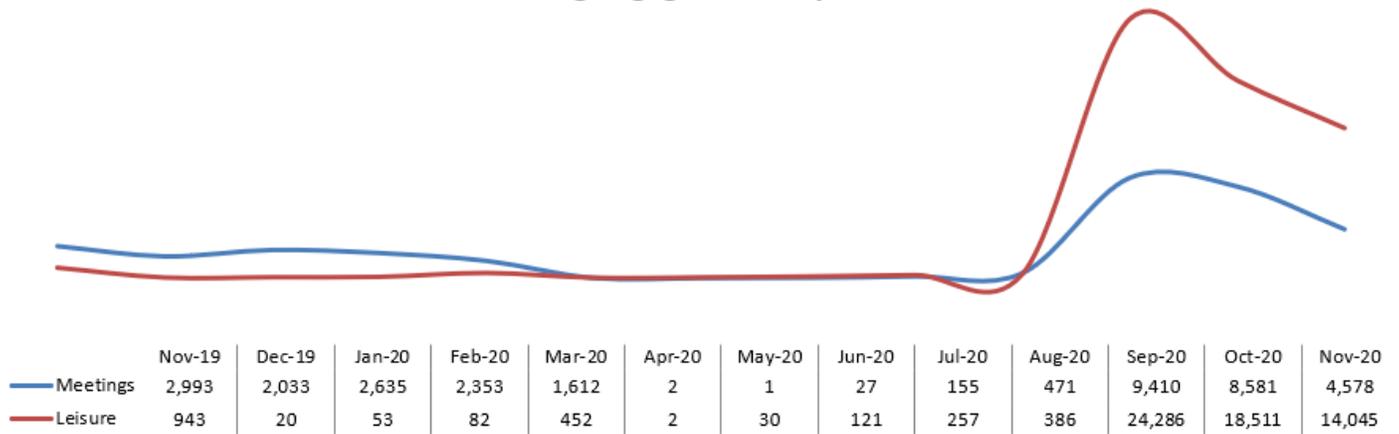
## Advertising

Advertising engagement declined from the previous month with **18,623 clicks** and 1.2 million advertising impressions. Connect, Tegna Media, and MPI were among the top-performing advertising partners in November.



The leisure market saw the largest amount of engagement with **14,045 clicks**. Advertisements on Facebook, paid search, and Tegna, were the top performers in this market. The meetings market also performed well with **4,578 clicks**, and the top meetings advertising partners were Connect and MPI.

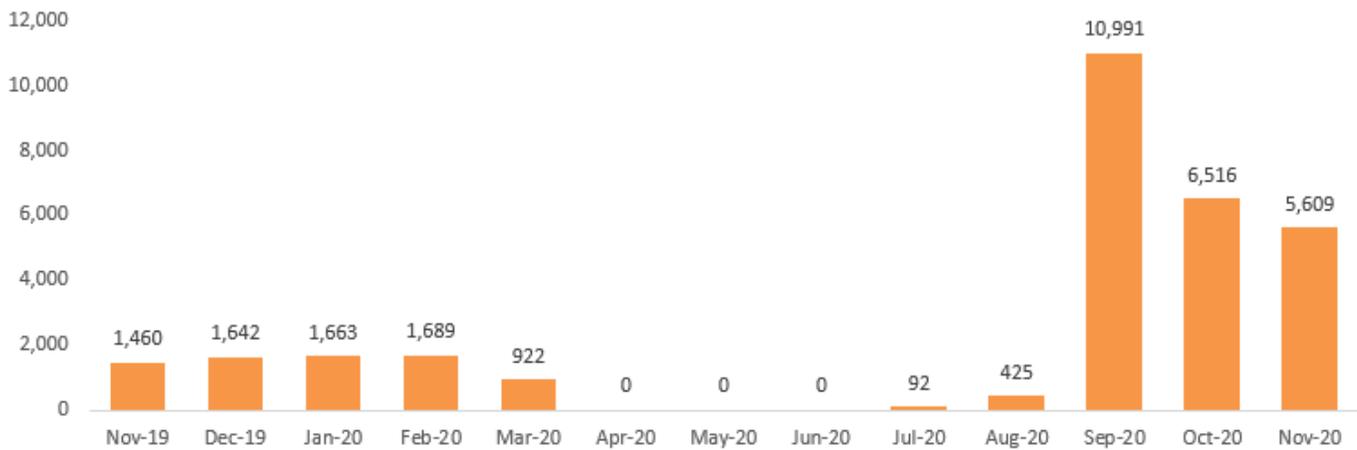
## Advertising Engagement - By Market



## Paid Search

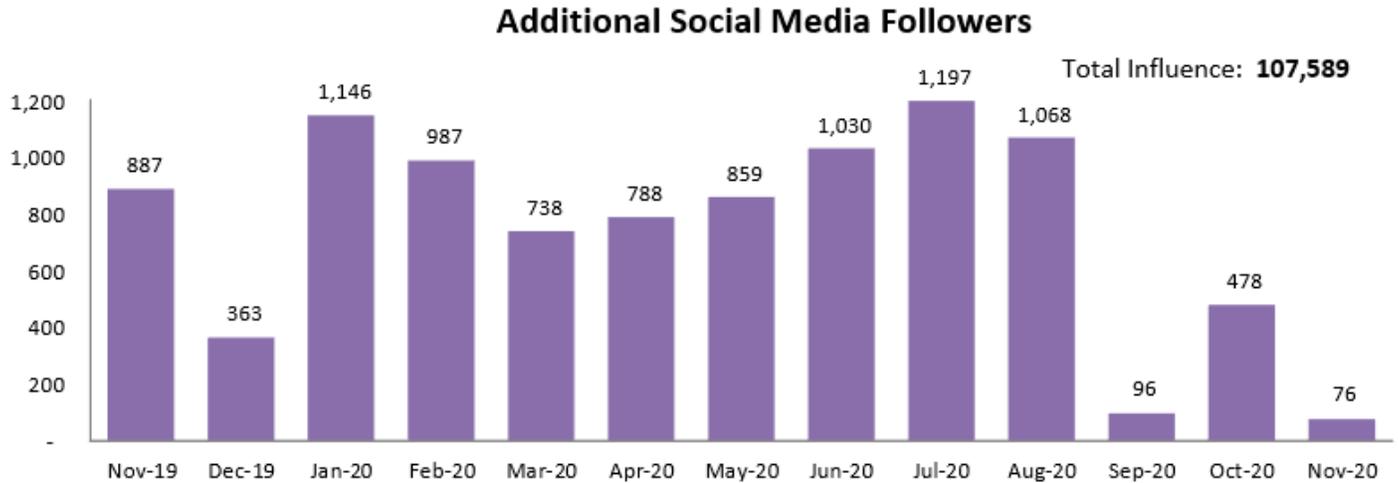
In November, paid search was used entirely for the CARES Act Meetings and Staycations campaigns and accounted for **5,609 clicks** and 65,975 impressions. Of that, 4,666 clicks were for the Staycations campaign, and 943 were for the Meetings campaign.

## Paid Search Site Visits



## Social Media

The number of new social media followers in November increased by **76 new followers** for a **total influence of 107,589**. The Visit Irving Facebook page performed the best, with 54 new likes.



<b>IRVING CVB/ IRVING CC Social</b>	<b>Facebook Likes</b>	<b>Facebook Check-Ins</b>	<b>Twitter Followers</b>	<b>Instagram Followers</b>	<b>LinkedIn</b>
<b>Visit Irving Texas</b>	<b>74,696</b>		<b>5,785</b>	<b>7,050</b>	<b>718</b>
<i>Impressions</i>	153,559		22,600	14,958	
<i>Profile Visits</i>	101,602		229		
<b>Convention Center</b>	<b>13,135</b>	<b>209,277</b>	<b>2,535</b>	<b>2,074</b>	<b>371</b>
<i>Impressions</i>	n/a		666	n/a	
<i>Profile Visits/Users</i>	n/a		16		
<b>Impacting Irving</b>	<b>1,225</b>				

**Hashtags** #VisitIrving  
#IrvingRocks

**Irving Convention and Visitors Bureau** username on Facebook, Twitter, Instagram - @VisitIrvingTx  
**Irving Convention Center** username on Facebook, Twitter, Instagram - @IrvingTxCC

## 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*	260,360,630				260,360,630
ADVERTISING EQUIVALENCY <sup>+</sup>	\$2,408,338				\$2,408,338
PUBLIC RELATIONS VALUE <sup>++</sup>	\$7,225,014				\$7,225,014

\*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

 [“MPI Goes Live to Model Best Meeting Practices at Scale,” by JT Long, \*Smart Meetings\*, Nov 11, 2020](#)

 [“Unique Charm and a Variety of Venues Keep this Destination a Planner Favorite,” by Jeff Heilman, \*Association Conventions & Facilities\*, Nov 30, 2020](#)

 [Visit Irving Social Stats](#)

 [Irving Convention Center Social Stats](#)

## MPI Goes Live to Model Best Meeting Practices at Scale

November 11, 2020 – JT Long, Smart Meetings



How do you gather 650 meeting professionals in one place and simultaneously stream the action to more than 1,100 people watching at home? Paul Van Deventer, president and CEO of Meeting Professionals International answered by doing just that—very carefully. From the opening reception on Main Street in Grapevine, Texas, to the general sessions at Gaylord Texan, the emphasis for the “reunite for recovery” event was on demonstrating how protocols could be followed while still learning and networking.

Attendees filled out daily health checks that were managed by InHouse Physicians and had their temperature checked before they could enter the events. Masks were required unless actively eating or drinking and the 72-inch rounds were set with four people per table. “The world is watching; we have to do this right,” Van Deventer said.

“Our role is to model practices for safely and affectively hosting live business events,” he stressed in his remarks from stage during the opening session. To that end, the streaming portion of the hybrid event was done completely live with nothing prerecorded. The virtual audience was included in comments read from the stage and some were brought onto the big screen monitor to answer questions for the live audience. The two groups had parallel journeys.

The simulcast included a keynote that from a remote speaker, Shabnam Mogharabi, who co-founded the inspirational web site SoulPancake and shared a Joy Toolkit. For those who didn’t get a chance to play along at home, the main tools are expressing gratitude; connecting with vulnerability; living for a

cause, not applause; and starting today. “Being intentional about bringing joy into your life is an act of rebellion. It allows you to deal with life’s circumstance, no matter what they are,” she said.

## The Road to Recovery



A panel discussion looked ahead to how the industry will get back on its feet after the crippling blow of being shut down much of 2020. Amy Calvert, CEO of Events Industry Council, which is gathering best practices through APEX COVID-19 Business Recovery Taskforce, explained that the crisis is an opportunity to reflect on what was taken for granted pre-COVID. “We have a moment as an industry to think about why we do what we do and reconnect with our purpose,” she said.

Nan Marchand, managing director of the Meetings Mean Business Coalition, called for presenting a unified voice, particularly to elected officials who can help with the recovery. “The economy can’t grow without this industry. We will come back stronger because we have learned,” she said.

At the same time, Jason Dunn, chair of the National Coalition of Black Meeting Professionals, called on meeting professionals to take this opportunity to collaborate and “add more chairs to the Thanksgiving table.” He explained that empathy will help to balance the human and business sides of the industry. “We will get through with passion and perseverance,” he said.

Van Deventer was optimistic that the industry would be appreciated more now that companies had to operate without the marketing, sales and collaborating power of in-person events. “They know they need it and we have to bring it back for them,” he said. “We need a new experience for a new normal because when we meet, we change the world.”

## Open for Business



Cities from across the country shared updates about how they have continued to draw crowds during the pandemic and plans for even more group business in the coming years. Many of the presentations included their GBAC STAR certifications and videos of their sanitation foggers. They also shared practical advice they have learned from the sporting events and regional corporate meetings that have started to return. Being a drive-in destination was seen as a draw. Similarly, having the ability to manage traffic flow to serve up programming (and meals) in waves with plenty of room to spread out was the key in many instances. Access to outdoor spaces helped, too.

Maura Gast, executive director of Irving Convention and Visitors Bureau, reported that a half dozen meetings have been held at Irving Convention Center at Las Colinas since the pandemic was announced. New equipment, including Clorox sanitizers, touchless access points and temperature screening stations, is now in place to welcome more visitors safely. To aid compliance, the venue is offering double the space groups normally would book at no extra charge through June of 2021.

Susie Townsend, vice president of visitor experience at Visit Indy, mourned the fact that no one is kissing bricks at Indianapolis Motor Speedway today as they did when MPI was in that city in 2018, but they are meeting. A total of 21 live events brought 50,000 attendees for medical and corporate meetings and sporting events. The community has come together to support each other and beef up pandemic responses by installing touchless entry throughout Indiana Convention Center and upgrade the building's air filtration system. And in a bid to draw hybrid meetings, prices were cut on WiFi access and AV services and equipment rental. Looking forward, a 143,000-square-foot expansion is planned to begin in 2022 in parallel with the building of a new, 800-room Hilton Signia hotel, which will be connected by skywalk and completed in 2025.

Brad Dean, CEO of Discover Puerto Rico, explained that after the hurricanes and earthquake that devastated the island over the last three years, the destination has a Ph.D. in resilience. And the experience made them stronger. The U.S. territory has invested in power, internet and meetings infrastructure over that time. For hybrid meetings, a production studio can be set up in any of the meeting rooms in Puerto Rico Convention Center. And a new five-acre El Distrito San Juan entertainment venue is opening next door.



Keith Talbert, director of sales with Visit Oklahoma City, Oklahoma, reported that the up and coming destination hosted 83 events and 414,519 attendees between May and August and has no set limits on occupancy. With a new convention center and a 605-room Omni Oklahoma City opening at the beginning of 2021, the city will be on a lot more meeting planner radars.

Todd Bertka, director of Waco Convention Center & Visitors Bureau, shared a glimpse of what awaits groups in the heart of Texas when they return to the city. Five hotels are currently under construction totaling 607 guest rooms. Another 5 projects with 950 rooms, including an AC Hotel by Marriott, have been announced.

Waco natives Chip and Joanna Gaines from the television show Fixer Upper have opened Magnolia Market at the Silos and are in the process of opening a hotel. And a burgeoning craft beer scene has taken root.

Waco Convention Center's 144,000 sq. ft. Are open at 50 percent capacity and incentives are being offered for bringing groups to the area.

Tammy Routh, senior vice president of global sales with Marriott International, said a lot of meetings are still happening. The company is documenting cleanliness standards, F&B solutions and suggestions for managing traffic flow at large events on Marriott Bonvoy Events so planners can learn from each other. "Everyone has a role and every meeting is different," she said. "That is why we are getting creative."

VIDEO: <https://www.smartmeetings.com/news/129795/mpi-goes-live?jwsourc=cl>

####

## Unique Charm And A Variety Of Venues Keep This Destination A Planner Favorite

*November 30, 2020 – Association Conventions & Facilities*



Everything, as the cliché goes, is bigger in Texas. But while “big” might capture one element of a successful conference or incentive program, there’s another route to success that can get overlooked during the selection process: Location.

And, as the state slowly reopens from a strict COVID-19 shutdown, that’s what could lead many meeting planners back to Texas. With four major airports serving all four corners of the U.S., there is perhaps no other state with solid convention facilities that are as convenient to the East Coast, West Coast and everywhere in between.

Such accessibility was key for Tracy Tomson, CAE, executive director and CEO of the Restaurant Facility Management Association (RFMA), in planning an event last year. “We’re a national association, so Texas is a great central meeting location for our members, who come from across the country,” Tomson says. “We are also a restaurant association, and Texas is one of the top three states where restaurant brands have their headquarters.”

Stefanie Brown, vice president, Education and Conferences for the American Wind Energy Association, cites another reason Texas fits into the agenda for association meetings: The size and population of Texas guarantees a number of attendees will be coming from within the state. “For our particular industry, Texas ranks at the top in terms of installed wind energy projects, so we have a large number of members working in the state,” Brown says. And for some association meeting planners, there is simply a local connection or history that makes the state’s convention cities a good fit.

## El Paso

Such was the case for an event that gathered together all Minor League Baseball (MiLB) teams for education, collaboration and community engagement. The event was originally known as the El Paso Promotional Seminar, based on a 1976 meeting in the city to discuss challenges individual teams were facing. As the event moved locations around the country and grew in prominence, last year, it was formally rebranded as the Minor League Baseball Innovators Summit. “With the renaming and rebranding of the event, it only made sense to go back to El Paso and pay homage to the city where it all started,” says Stefanie Loncarich, director, Special Events for Minor League Baseball.

Brooke Underwood, TDM, the assistant general manager of Destination El Paso, says her organization has successfully positioned the city as the cure for destination burnout. “Many times planners will tell me that they’ve ‘done Texas’ because they visited Dallas or San Antonio,” Underwood says. “But El Paso is quite the unique destination, and offers excursions and experiences — not just boxed commercial attractions.”

Over the last five years, El Paso has seen major emphasis and investment in the downtown core and, in the past two years, the city’s convention hotel inventory has doubled. “With more options and brands represented, our hotel rates are quite competitive, making El Paso an affordable option that won’t sacrifice comfort,” Underwood adds.

Loncarich says MiLB originally contracted with the Hotel Paso del Norte, Autograph Collection, to host the majority of the group for the gathering last year. Located across the street from the El Paso Convention and Performing Art Center, the Paso del Norte, a historic property dating to 1912, has been undergoing a \$70 million renovation that will firmly establish it as the lead convention hotel for the city. Originally set to debut last year, construction has been delayed several times, but the hotel reopened in October. “The Paso del Norte is going to be a game-changer for us,” Underwood says.

With hundreds of attendees, MiLB needed more than one hotel, and chose two conveniently located across the street from each other, and five minutes away from the convention center on foot. While the Courtyard by Marriott El Paso Downtown/Convention Center offers scant meeting facilities, the DoubleTree by Hilton Hotel El Paso Downtown has a 3,551-sf ballroom, along with several breakout rooms. “If you have a handful of small meetings that you are looking to host, the Doubletree will work for you,” Loncarich says. “There are a number of meeting spaces that have views of downtown, and the Doubletree was extremely convenient for what we were looking for, for our Board and Committee meetings.”

Loncarich says MiLB used the local convention center for a majority of the meetings. “The space had been renovated and looked great,” she adds. “It had a large exhibit hall to host our Innovators Summit Trade Show, as well as many meeting spaces to host various breakout sessions. Everything was close in proximity, so it made it easy for attendees to move to and from sessions.”

For the MiLB Mixer, the group used the Arts Festival Plaza and Sky Garden. “This is a social event that we like to venture out to showcase an off-site venue,” Loncarich says. “The Arts Festival Plaza was a great location for us because it was walking distance from the convention center and the hotels. We featured a local cover band, Fungi Mungle, and the event was 70s-themed to pay tribute to the original El Paso

Seminar. The space was great to feature the band along the back feature wall and was the perfect space for what we were looking for.”



*The Omni Dallas Hotel, which has 142,000 sf of indoor, and outdoor, meeting and event space, was in the perfect location and was the perfect venue for the Society of American Military Engineers’ fall event, held last year.*

## **Houston**

Brown, of the American Wind Energy Association, says Houston’s dominance in traditional energy sources made the city a natural for her conference. “Our conference theme was WIND+, and we focused on how wind energy can work well with other clean energy industries such as solar and storage, as well as traditional sources like oil and gas, which are a big presence within Houston,” Brown explains. But access also played a part in choosing the city. “Houston’s central location in the country, two airports with a good amount of airlift and a redeveloped downtown in recent years were all positives of meeting here,” she adds. “The Discovery Green area surrounding the convention center, bookended by two large hotels, made for a nice environment for our attendees. There has also been a lot of development on the restaurant and nightlife front since our last show in Houston over 10 years ago.”

The conference last year drew 7,000 attendees, with a majority of the events held at the George R. Brown Convention Center. Brown explains, “The center has undergone renovations in recent years, and the new lobby area and adjoining restaurants were all positive improvements. Large, uniquely shaped columns in the exhibit hall were interesting to work around, but there was plenty of exhibit space for us to accomplish all that we needed in the hall. Overall, the convention center and its internal partners were easy to work with on the show.”

The opening reception was held at Discovery Green, and Brown notes that the location of the venue was convenient to allow attendees to pick up their badges at the center, and then walk across to the reception without the need for satellite registration or bus shuttling. “It was a bit of a gamble being outside in late spring in Houston,” Brown adds. “But with the addition of a tent for shade, we had a great experience and the attendees enjoyed starting the show outside.”

American Wind Energy Association maintains a robust event sustainability program, with a goal to exceed the average diversion rate at convention centers by 10%, among other goals. But Brown says the association found more effort was needed in Houston than in other cities, due to venue and local policies and programs. “For example, the city of Houston doesn’t recycle glass, which was a challenge when you have receptions and other catered functions that produce glass waste,” Brown explains. “Due to these hurdles, we, unfortunately, did not accomplish all of our sustainability goals, which was disappointing, although we appreciate the involvement of venue staff throughout the process.” But, otherwise, Brown says there were no unexpected challenges, and she found the planning process with the convention center and 14 hotels to be fairly smooth and easy. “Be sure to work closely with your Visit Houston contacts,” she adds. “They are very knowledgeable and can advise you on venues, suppliers and other local resources. Plus, they are a friendly group that takes great care of their clients.”

## **Austin**

Tomson says for a large percentage of members, the RFMA Annual Conference is the only event they attend all year. As such, the association looks for host cities that will be fun and interesting, and that will drive attendance. For last year’s conference, Austin rose to the top of the list, a setting that helped draw 1,700 attendees. “They love to travel to cities that have great dining and entertainment options, and Austin certainly met that criteria,” Tomson adds. “And, while we are a Texas-based association and Austin feels familiar to us, it’s one of those hot U.S. cities that people hear so much about but may never have had the opportunity to visit.”

RFMA also brands the annual conference around the host city, so they look for cities that have a unique personality on which to capitalize. “We played off of the themes of music, graffiti art and Texas to add personality to our marketing, which was a great deal of fun to work with,” Tomson says. The headquarters hotel for the conference was the Fairmont Austin, a hotel that features nearly 140,000 sf of total meeting space. The hotel rocketed to No. 4 on Cvent’s list of the top meeting hotels in the country last year. RFMA was able to secure a large room block at the Fairmont, which was paired with smaller blocks at four overflow properties within walking distance.

Tomson says service was outstanding — from the convention services team who worked with show management, to the hotel staff who took care of attendees. “Everyone was treated like a valued guest and we received extremely positive feedback about the Fairmont from our post-conference surveys,” adds Tomson, who notes that the hotel had to accommodate the group during unusually chilly and wet weather conditions. “We planned to host our opening party on the pool deck, in combination with the ballrooms on that same level. We had to move the whole evening, but the Fairmont responded quickly to re-create the event inside.”

RFMA also utilized the Austin Convention Center, which offers 881,400 sf of meeting space and is easily accessed using the canopy walk that connects to the Fairmont. “We require a large exhibit space to accommodate our 400 exhibitors,” Tomson says, and the center offered five contiguous, column-free exhibit halls spreading 247,052 sf. “It’s a great space with lots of natural light, excellent catering that is not standard convention center fare, and there is free Wi-Fi throughout, which is rare.”

Tomson says the greatest challenge she sees is a need for more meeting space at the Austin Convention Center, and more off-site venues catering to groups of more than 1,000 attendees. “You need to book as

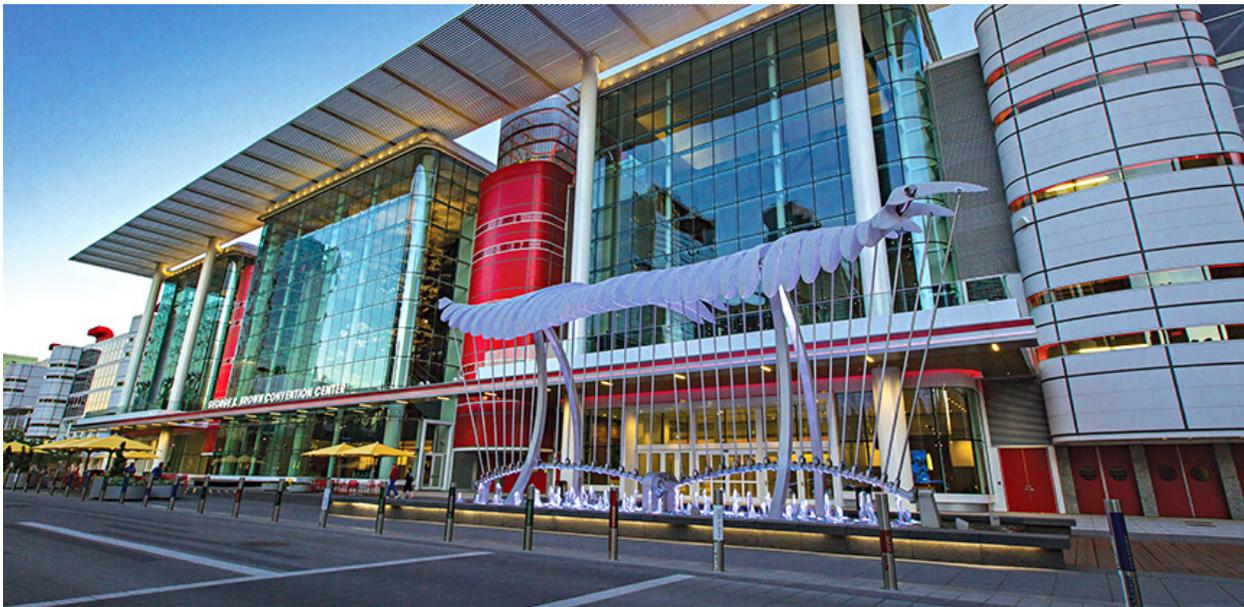
far out as possible,” she explains. “It took us many years to find open dates within our window, due to the high demand of this destination. The great news is that the meeting space issue will be addressed if the convention center expansion is approved. I hope with the proposed expansion, the other venues will follow.” Tomson concludes, “Our attendees loved their experience in Austin, and for us as meeting planners, we had a town with a great vibe and personality to work with, and it was very budget friendly.” The Austin City Council in September voted to approve the expansion of the Austin Convention Center.

## **Dallas**

For the Society of American Military Engineers (SAME), location again played a large part in selecting Dallas for the association’s fall event last year, which drew 3,700 attendees. “Dallas is centrally located, it has great airlift, and we have a large number of members in Texas,” says Ann McLeod, CEM, CAE, and director of Meetings, Membership and Business Development. “It’s convenient for both East and West Coast travel, and there are lots of hotel options.” The military engineers used the Omni Dallas Hotel as its headquarters property, and McLeod calls out the hotel for its “amazing” customer service. “They were super easy to work with, very accommodating; always there to support,” McLeod says. “The hotel couldn’t be more convenient to the convention center. The skybridge connecting the hotel leads to the exhibit hall level of the center, which is what you want. I’d go back in a heartbeat for an event that was all in-house — I wouldn’t even bother to go out with an RFP.”

Although the Omni Dallas has 142,000 sf of indoor and outdoor meeting and event space, the society’s meeting was primarily based at the Kay Bailey Hutchison Convention Center, which offers 1 million sf of exhibit space, three ballrooms, 88 meeting rooms, a 1,750-seat theater and a 9,816-seat arena. “There’s lots of flexibility with the space, and their exhibit halls are large, giving us room to grow if needed,” notes McLeod, citing pros and cons. “We assigned meeting space, so groups of like-sessions were all located together, which worked out really well for attendees.” McLeod points out that “the convention center does not do floor plans, but they require one for every single room,” adding, “So, if you want to add another table, you have to do a new floor plan. My understanding is this comes from the fire marshal, and they are very strict about it. I’ve never had this at another center.”

McLeod continues, “Actually everyone was very, very receptive to our feedback and have asked us to meet with them to discuss things more in-depth. I see this as a sign that they are aware of the challenges and want to fix them. I appreciate their genuine desire to listen to everything we had to say and continue to ask what they can do to be better.” In addition to the Omni Dallas, McLeod found working with the city a positive experience. “They are very easy to work with and really care about your event being a success,” she concludes.



*The 1.8 million-sf George R. Brown Convention Center in Houston has five skybridges, which connect it to the adjacent Hilton Americas-Houston and Marriott Marquis Houston hotels, and the Avenida Houston convention campus.*

## **San Antonio**

“Texas is always a great destination for our meetings,” says Chris Cherkis, CMP, director, Meetings Experience for the National Business Aviation Association (NBAA). “And San Antonio offers a fantastic complete package. Its central location is accessible to so many with non-stop or direct flights. Plus, the diverse cultural and entertainment attractions make it an exciting destination for our members to enjoy.”

For a Schedulers and Dispatchers Conference held last winter, the NBAA brought 2,900 members to San Antonio. The experience was favorable enough that the association is returning in 2022. “People love the scenic River Walk, and the vast selection of cuisine and entertainment,” Cherkis continues. “The Pearl District is also very popular, and being just a short ride from downtown, it was enjoyed by many of our attendees.” Cherkis adds that the city’s range of hotel brands allows brand-loyal attendees to stay in their preferred hotel. NBAA used a total of nine hotels for core and overflow bookings. “This broad selection also allows for a variety of price points and accommodation, from value to luxury.”

For the conference, the group utilized the Henry B. González Convention Center, which features 514,000 sf of contiguous space, plus the 54,000-sf Stars at Night Ballroom, the largest ballroom in Texas. “The center had recently opened their new expanded addition,” Cherkis says. “Our meeting took place in the original side of the venue, and we were pleased with a space that allowed our attendees to easily navigate between the trade show floor, central registration and our education sessions.”

Cherkis says pricing was reasonable for catering, the staff attentive, and the menus allowed for incorporation of traditional Texas food. Cherkis adds: “One challenge at the convention center was access — navigating to the ‘correct’ main entrance. We needed to consider the first-time attendee, who would likely navigate to the main address, which is at the new side of the building. The convention center’s helpful staff and strategic signage helped direct our attendees to our contracted space.”

One memorable off-site event was held at Sunset Station, recently renamed The Espee, located within walking distance or a short ride from the convention center. The historic, Southern Pacific Railroad depot terminal has been pristinely restored to honor its architectural legacy, which showcases intricate, handcrafted ceilings, exposed wood trusses, brick walls and hardwood floors. “NBAA has worked with Sunset Station on previous occasions and has always had success,” Cherkis says. “The staff is fantastic to work with — creative, flexible and accommodating, and the unique spaces lend to creating a variety of themed environments.”

One of the nine hotels the NBAA used for its members was San Antonio Marriott Rivercenter, one of the city’s largest hotels, with more than 68,000 sf of meeting space. When the NBAA comes back to San Antonio in 2022, the group will enjoy a river-to-rooftop remodel that captures more of the city’s artistic character. Indigenous architectural elements, such as white limestone and local art glassmakers, lend an upscale feel while still being traditional, and all rooms have been redesigned.

## Fort Worth

Another Texas city that is seeing expansions and renovations is Fort Worth. New hotels from Aloft, Courtyard Marriott, Hampton Inn, Springhill Suites and Fairfield Inn debuted last year, plus the Sinclair Hotel. The Marriott-Intel partnership designed an all internet-based system to power every light fixture, charging station and more. A new AC Hotel Fort Worth Downtown recently opened, and a \$175 million renovation of the Fort Worth Stockyards is taking shape. The Stockyard project will include the Hotel Drover, one more signature for the Marriott Autograph Collection portfolio, which will feature 15,000 sf of meeting space.

Dickie’s Arena, a new \$450 million multipurpose and sports venue, opened last year and will host NCAA tournaments beginning in 2022. The 14,000-seat venue will also host the annual Fort Worth Stock Show and Rodeo, concerts, sporting events and more. Also now open is Tex Rail, a 27-mile, \$1 billion commuter rail project linking downtown Fort Worth with DFW International Airport.

Last fall, the Westin Dallas Fort Worth Airport hotel also completed a nearly \$5 million refresh of its 506 guest rooms, and added a new, 2,955-sf Westin Club and other improvements to the hotel’s public spaces. The hotel features 34,701 sf of event space, including 30 meeting rooms and the 10,541-sf Trinity Ballroom.

## Irving

Nearby, Irving’s identity is gradually evolving from that of a Dallas/Fort Worth suburb into a true destination. It’s located within a 15-minute drive of the DFW Airport, and Irving’s dining, entertainment, attractions and major hotel brands are first-tier. Last year, the Dallas Marriott Las Colinas completed a multimillion-dollar renovation of guest rooms, many of them overlooking scenic Lake Carolyn. Noted for its proximity to the area’s convention center and the new Live Nation Toyota Music Factory, the Marriott offers 27,000 sf of indoor-outdoor meeting spaces. | AC&F |

####

# SOCIAL MEDIA FACTS

**NOV**  
**2020**



## FOLLOWERS



**74,696**  
+54



**5,785**  
-14



**7,050**  
+30



**87,531**  
+70

## FACEBOOK



**153,559**

Impressions



**101,602**

Users

## TWITTER



**22,600**

Impressions



**229**

Profile Visits

## INSTAGRAM



**14,958**

Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.

# SOCIAL MEDIA FACTS

**NOV**  
**2020**



IRVING  
CONVENTION CENTER  
AT LAS COLINAS

## FOLLOWERS



13,135  
0



2,535  
-9



2,074  
+3



17,744  
-6

## FACEBOOK



0

Impressions



0

Users



0

Check-Ins

## TWITTER



666

Impressions



16

Profile Visits

## INSTAGRAM



0

Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.

**DATE:** November 18, 2020  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** STR and AirBNB Data Reports

### **STR**

Irving's hotel occupancy rate for October was lower than the US and Texas at 43.2%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 45.3%, while Texas figures decreased 28.3% and the US figures were down 30.1% for the month. Demand for the current period is down 46.3%, and YTD is down 42.4% over last year, while STR data reflects a 45.3% decrease for the current period and a 41.6% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$83.41 down 28% in October compared to last year, leaving Irving's YTD average daily rate at \$89.41, down 19.6% over last year.

This year's Occupancy trends may be misleading as earlier in the year they were complicated by new inventory that had come online, and then were adjusted in one month increments by STR as hotels temporarily closed. As most hotels have now begun to reopen, that will continue to skew Occupancy data. Additionally, there are hotels that were closed for renovations/rebuilds (not influenced by COVID) that will continue to impact Occupancy data. While Occupancy rate remains important, for the next 12-18 months, it will be important to understand the data and its influences and limitations.

### **AirBNB**

For the month of October, there were 414 available listings in Irving which is a .7% decrease in listings over last year's figure of 417. The average daily rate for October is \$191.68, which is down 8.25% over last year, with an occupancy percentage of 49.4%, which is a 23.93% decrease compared to last year. For the hotel comparable subset, the average daily rate for October is \$94.86, a decrease of .03% from last year, with occupancy at 47.7%, an decrease of 30.35% 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](http://www.irvingtexas.com/board).

# Tab 4 - Multi-Segment

Irving TX CVB  
 For the month of: October 2020

	Current Month - October 2020 vs October 2019												Year to Date - October 2020 vs October 2019											
	Occ %		ADR		RevPAR		Percent Change from October 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	48.3	69.1	97.61	133.36	47.13	92.13	-30.1	-26.8	-48.8	-50.0	-2.2	-31.6	45.2	67.7	105.26	132.07	47.56	89.39	-33.2	-20.3	-46.8	-48.9	-3.9	-35.9
Texas	48.2	67.3	81.27	108.35	39.21	72.93	-28.3	-25.0	-46.2	-45.4	1.5	-27.3	46.4	66.3	84.80	105.30	39.31	69.76	-30.0	-19.5	-43.7	-43.4	0.4	-29.7
Atlanta, GA	51.4	71.2	81.65	115.66	41.96	82.37	-27.8	-29.4	-49.1	-47.9	2.2	-26.2	48.2	70.9	88.51	116.40	42.65	82.53	-32.0	-24.0	-48.3	-48.5	-0.4	-32.3
Arlington, TX	60.5	70.6	87.25	107.66	52.81	76.03	-14.3	-19.0	-30.5	-29.6	1.4	-13.1	52.8	70.8	76.96	95.62	40.61	67.66	-25.4	-19.5	-40.0	-38.0	3.3	-23.0
Charlotte, NC-SC	45.0	70.9	81.42	113.14	36.68	80.23	-36.5	-28.0	-54.3	-51.7	5.6	-32.9	44.5	70.0	88.14	112.16	39.19	78.54	-36.5	-21.4	-50.1	-48.9	2.3	-35.0
Fort Worth, TX+	49.8	73.0	79.47	109.34	39.60	79.80	-31.7	-27.3	-50.4	-47.9	5.0	-28.3	47.3	70.1	86.60	107.58	40.97	75.44	-32.5	-19.5	-45.7	-44.7	1.7	-31.4
Frisco, TX+	30.9	69.0	96.00	140.65	29.62	97.04	-55.3	-31.7	-69.5	-64.0	17.9	-47.3	35.8	67.9	115.29	142.08	41.28	96.52	-47.3	-18.9	-57.2	-53.6	8.5	-42.8
Grapevine, TX+	35.1	77.5	152.08	174.48	53.34	135.16	-54.7	-12.8	-60.5	-59.5	2.7	-53.5	38.2	78.0	171.09	183.49	65.40	143.12	-51.0	-6.8	-54.3	-59.0	-10.2	-56.0
Irving, TX+	43.2	78.9	83.41	115.84	36.01	91.37	-45.3	-28.0	-60.6	-61.3	-1.8	-46.2	42.7	73.0	89.41	111.22	38.17	81.24	-41.6	-19.6	-53.0	-53.7	-1.4	-42.4
Nashville, TN	44.1	81.9	98.08	167.90	43.22	137.51	-46.2	-41.6	-68.6	-66.0	8.2	-41.8	41.9	75.5	107.36	152.42	45.01	115.10	-44.5	-29.6	-60.9	-59.5	3.6	-42.5
Phoenix, AZ	51.9	71.5	101.05	131.29	52.42	93.86	-27.4	-23.0	-44.2	-44.2	-0.1	-27.5	50.3	71.2	119.49	134.33	60.15	95.68	-29.3	-11.0	-37.1	-38.9	-2.9	-31.4
San Jose, CA+	38.3	78.9	102.48	201.70	39.21	159.17	-51.5	-49.2	-75.4	-75.3	0.4	-51.3	39.7	77.0	139.24	202.61	55.27	156.06	-48.5	-31.3	-64.6	-64.1	1.4	-47.7

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	OCC	ADR	RvPAR	
US	48.3	97.61	47.13	45.2	105.26	47.56	US	-30.1	-26.8	-48.8	-33.2	-20.3	-46.8			
Texas	48.2	81.27	39.21	46.4	84.80	39.31	Texas	-28.3	-25.0	-46.2	-30.0	-19.5	-43.7			
Irving	43.2	83.41	36.01	42.7	89.41	38.17	Irving	-45.3	-28.0	-60.6	-41.6	-19.6	-53.0			
Best USA	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Phoenix			
	60.5	152.08	53.34	52.8	171.09	65.40		-14.3	-12.8	-30.5	-25.4	-6.8	-37.1			
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Arlngtn			
	60.5	152.08	53.34	52.8	171.09	65.40		-14.3	-12.8	-30.5	-25.4	-6.8	-40.0			
Worst USA	Frisco	Ft Worth	Frisco	Frisco	Arlngtn	Irving	Worst USA	Frisco	SanJose	SanJose	Grpvine	SanJose	SanJose			
	30.9	79.47	29.62	35.8	76.96	38.17		-55.3	-49.2	-75.4	-51.0	-31.3	-64.6			
Worst Texas	Frisco	Ft Worth	Frisco	Frisco	Arlngtn	Irving	Worst Texas	Frisco	Frisco	Frisco	Grpvine	Irving	Frisco			
	30.9	79.47	29.62	35.8	76.96	38.17		-55.3	-31.7	-69.5	-51.0	-19.6	-57.2			

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: October 2020

	Current Month - October 2020 vs October 2019											Year to Date - October 2020 vs October 2019												
	Occ %		ADR		RevPAR		Percent Change from October 2019					Occ %		ADR		RevPAR		Percent Change from YTD 2019						
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	43.2	78.9	83.41	115.84	36.01	91.37	-45.3	-28.0	-60.6	-61.3	-1.8	-46.2	42.7	73.0	89.41	111.22	38.17	81.24	-41.6	-19.6	-53.0	-53.7	-1.4	-42.4
Luxury/Full Service Irving+	33.4	78.7	135.19	158.00	45.18	124.28	-57.5	-14.4	-63.6	-63.6	0.0	-57.5	33.6	71.9	134.97	150.48	45.36	108.18	-53.3	-10.3	-58.1	-59.3	-3.0	-54.6
All Suite/Extended Stay Irving+	53.7	82.0	64.84	98.28	34.85	80.58	-34.5	-34.0	-56.8	-56.8	0.0	-34.5	50.3	76.0	75.77	95.62	38.15	72.65	-33.7	-20.8	-47.5	-46.3	2.3	-32.2
Limited Service Irving+	43.6	80.7	70.87	111.88	30.89	90.26	-46.0	-36.7	-65.8	-70.0	-12.3	-52.6	41.8	73.4	88.97	111.35	37.23	81.71	-43.0	-20.1	-54.4	-59.1	-10.2	-48.8
Budget Irving+	46.6	73.6	49.47	58.34	23.03	42.93	-36.7	-15.2	-46.3	-46.6	-0.5	-37.1	49.2	71.0	51.12	57.56	25.18	40.88	-30.7	-11.2	-38.4	-38.8	-0.6	-31.1
Las Colinas+	44.2	80.8	104.49	134.28	46.21	108.47	-45.3	-22.2	-57.4	-58.4	-2.2	-46.5	41.3	72.7	103.86	127.83	42.92	92.89	-43.1	-18.7	-53.8	-55.8	-4.3	-45.6
DFW North+	41.3	79.6	69.56	110.83	28.73	88.18	-48.1	-37.2	-67.4	-68.2	-2.5	-49.4	41.6	76.1	86.24	106.49	35.90	81.07	-45.3	-19.0	-55.7	-55.0	1.5	-44.5
DFW South+	43.8	75.2	67.40	92.60	29.51	69.66	-41.8	-27.2	-57.6	-57.8	-0.3	-42.0	45.8	70.1	74.36	91.74	34.09	64.33	-34.6	-18.9	-47.0	-47.2	-0.3	-34.8
Full Service Las Colinas+	31.2	78.3	199.99	188.46	62.35	147.64	-60.2	6.1	-57.8	-57.8	0.0	-60.2	28.0	67.8	183.68	180.47	51.44	122.31	-58.7	1.8	-57.9	-60.7	-6.5	-61.4
Limited Service Las Colinas+	54.4	82.6	61.65	95.63	33.56	79.00	-34.1	-35.5	-57.5	-59.2	-3.9	-36.7	50.7	76.2	72.93	93.68	36.95	71.42	-33.5	-22.2	-48.3	-49.7	-2.7	-35.3
Full Service DFW North+	29.0	79.6	97.73	141.99	28.36	113.08	-63.6	-31.2	-74.9	-74.9	0.0	-63.6	32.9	75.7	124.18	137.47	40.81	104.11	-56.6	-9.7	-60.8	-60.8	0.0	-56.6
Limited Service DFW North+	49.6	79.9	58.50	90.47	29.03	72.24	-37.9	-35.3	-59.8	-61.5	-4.2	-40.5	47.6	76.7	68.54	86.12	32.66	66.07	-37.9	-20.4	-50.6	-51.0	-0.9	-38.5
Full Service DFW South+																								
Limited Service DFW South+	43.3	74.1	64.01	81.70	27.74	60.55	-41.5	-21.7	-54.2	-54.4	-0.4	-41.8	46.0	68.2	68.35	81.49	31.41	55.56	-32.6	-16.1	-43.5	-43.7	-0.4	-32.9

## AirBNB Data

	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold
Entire Place	49.4	64.9	191.68	208.91	94.61	135.54	-23.93	-8.25	-30.20	-28.3	-19.0	-34.5	60.6	63.40	178.37	197.99	108.05	125.53	-4.45	-9.91	-13.92	35.9	35.4	29.1
Hotel Comparable	47.7	68.50	94.86	94.83	45.25	64.95	-30.35	0.03	-30.33	2.1	46.5	2.1	61.7	63.91	101.93	87.29	62.93	55.79	-3.40	16.77	12.79	124.5	99.0	92.3

Available Listings	2020	2019	% Chg
Entire Place	249	231	7.8
Private Room	127	168	(24.4)
Shared Room	38	18	111.1
Total Available Listings	414	417	(0.7)

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12733	11305
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	12	12	1567	1567
Budget Irving+	24	17	2438	1717
Las Colinas+	30	29	5144	4808
DFW North+	26	26	4065	4065
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	22	21	2885	2549
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
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

	2019			2020			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Current	Month Demand	Year To Date Demand	Current	Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
	Occ %			Occ %						
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160	33.4	127,470	997,383	-57.5%	-40.5%	-57.4%	-39.5%
July	73.0	288,175	1,965,335	34.3	135,465	1,132,848	-53.0%	-42.4%	-52.8%	-41.4%
August	69.5	273,955	2,239,290	39.7	156,844	1,289,692	-42.7%	-42.4%	-42.4%	-41.5%
September	70.5	268,938	2,508,228	44.0	168,128	1,457,820	-37.5%	-41.9%	-37.2%	-41.1%
October	79.0	317,464	2,825,692	43.2	170,392	1,628,212	-46.3%	-42.4%	-45.3%	-41.6%
November	66.1	257,066	3,082,758							
December	57.4	230,578	3,313,336							

# Irving, Texas & United States Comparison

## October 2020

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR	95.92	-13.6%	111.26	-1.0%	43.7%	-43.1%	59.8%	-16.1%	41.94	-50.8%	66.52	-16.9%
APRIL	62.74	-44.7%	106.19	-5.7%	22.6%	-69.5%	51.1%	-28.9%	14.17	-83.1%	54.30	-33.0%
MAY	63.06	-43.4%	101.16	-10.0%	27.1%	-63.2%	46.5%	-35.6%	17.11	-79.2%	47.08	-42.0%
JUNE	71.23	-36.1%	97.19	-13.4%	33.4%	-57.4%	44.4%	-39.5%	23.77	-72.8%	43.13	-47.6%
JULY	71.64	-32.9%	94.10	-15.5%	34.3%	-52.8%	42.9%	-41.4%	24.59	-68.3%	40.34	-50.5%
AUGUST	74.62	-28.9%	91.73	-17.1%	39.7%	-42.4%	42.5%	-41.5%	29.65	-59.1%	38.96	-51.5%
SEPTEMBER	78.29	-29.3%	90.15	-18.5%	44.0%	-37.2%	42.6%	-41.1%	34.46	-55.6%	38.44	-52.0%
OCTOBER	83.41	-28.0%	89.41	-19.6%	43.2%	-45.3%	42.7%	-41.6%	36.01	-60.6%	38.17	-53.0%
NOVEMBER												
DECEMBER												
12 mo. rolling averages:		ADR	106.24	-5.7%	Occupancy		51.2%	-28.9%	RevPAR		54.34	-32.9%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%
MAR	89.23	-19.9%	99.73	-6.7%	44.1%	-37.9%	55.3%	-14.2%	39.34	-50.3%	55.14	-19.9%
APRIL	63.38	-41.3%	94.81	-11.5%	27.7%	-59.7%	48.7%	-25.6%	17.53	-76.3%	46.22	-34.2%
MAY	68.96	-35.3%	90.88	-15.1%	36.2%	-45.7%	46.2%	-29.7%	24.93	-64.9%	41.98	-40.3%
JUNE	76.88	-26.3%	88.66	-16.8%	43.7%	-37.4%	45.8%	-31.1%	33.60	-53.8%	40.57	-42.7%
JULY	76.45	-25.3%	86.92	-18.0%	44.0%	-36.6%	45.5%	-31.9%	33.63	-52.6%	39.55	-44.1%
AUGUST	79.07	-20.2%	85.87	-18.3%	48.3%	-25.2%	45.9%	-31.1%	38.21	-40.4%	39.39	-43.7%
SEPTEMBER	80.41	-22.4%	85.22	-18.8%	48.3%	-22.9%	46.1%	-30.2%	38.88	-40.2%	39.32	-43.3%
OCTOBER	81.27	-25.0%	84.80	-19.5%	48.2%	-28.3%	46.4%	-30.0%	39.21	-46.2%	39.31	-43.7%
NOVEMBER												
DECEMBER												

USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%
MAR	110.66	-16.5%	123.76	-4.0%	39.4%	-42.3%	51.8%	-15.9%	43.54	-51.9%	64.14	-19.3%
APRIL	73.23	-44.4%	117.75	-9.2%	24.5%	-63.9%	45.7%	-27.7%	17.93	-79.9%	53.84	-34.3%
MAY	79.57	-39.9%	112.27	-13.8%	33.1%	-51.7%	43.3%	-32.7%	26.35	-71.0%	48.61	-42.0%
JUNE	92.15	-31.5%	109.04	-16.8%	42.2%	-42.5%	43.1%	-34.5%	38.88	-60.6%	47.02	-45.5%
JULY	101.76	-24.8%	107.91	-18.1%	47.0%	-36.1%	43.7%	-34.7%	47.84	-52.0%	47.17	-46.6%
AUGUST	102.46	-22.8%	107.17	-18.8%	48.6%	-31.7%	44.4%	-34.3%	49.83	-47.3%	47.54	-46.6%
SEPTEMBER	99.12	-24.9%	106.22	-19.5%	48.3%	-28.2%	44.8%	-33.6%	47.87	-46.1%	47.59	-46.6%
OCTOBER	97.61	-26.8%	105.26	-20.3%	48.3%	-30.1%	45.2%	-33.2%	47.13	-48.8%	47.56	-46.8%
NOVEMBER												
DECEMBER												

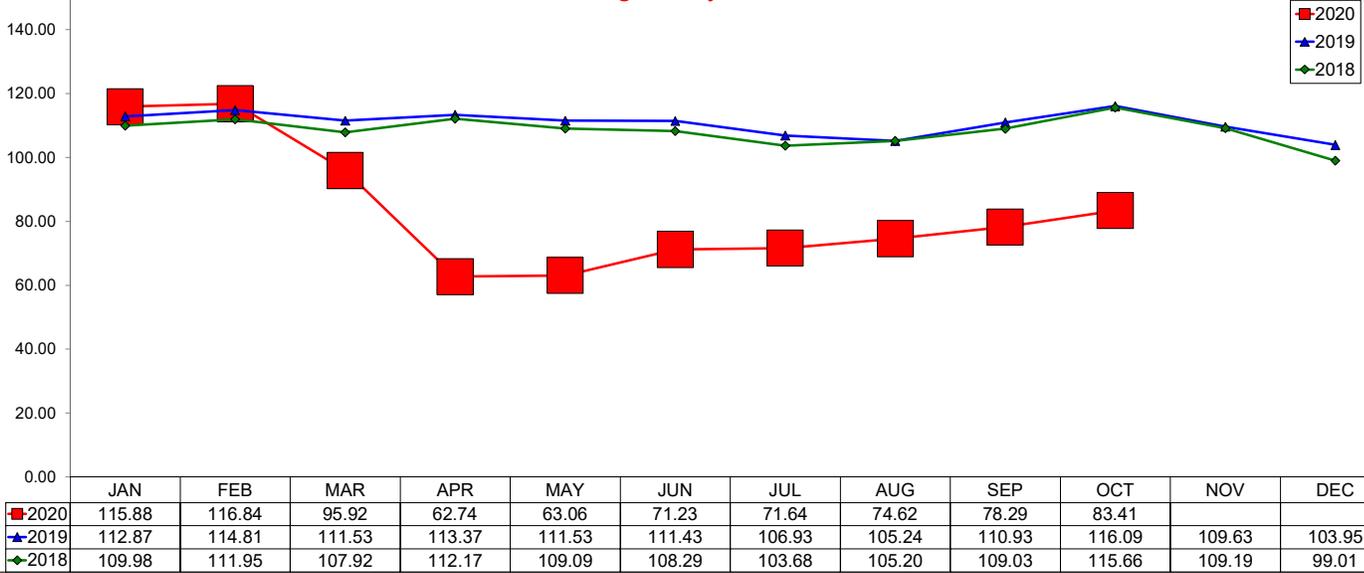
Note: The "Change %" column refers to the change from the prior year's figure.

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

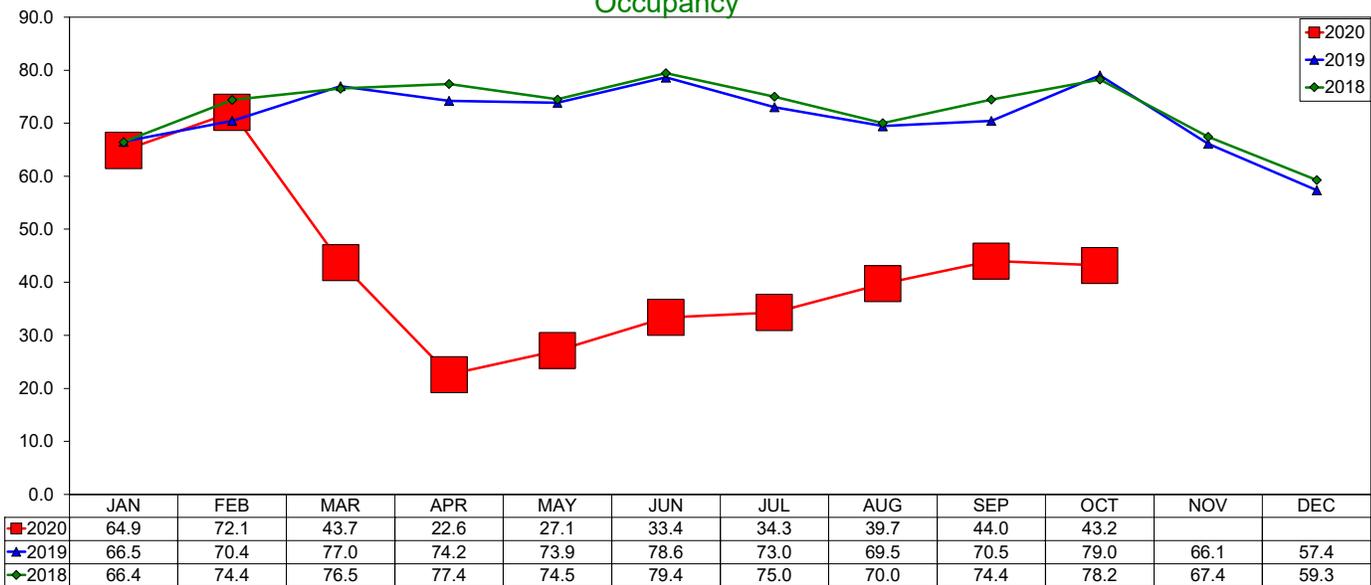
October 2020

### Average Daily Rate



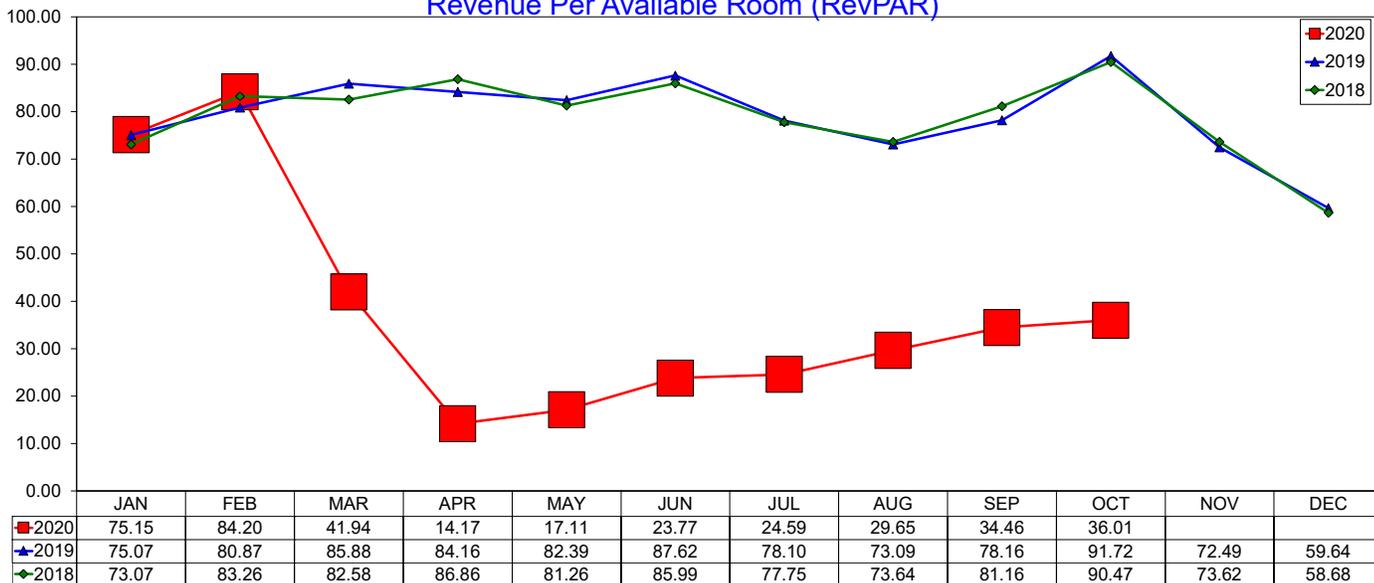
12 month ADR Rolling Average through October 2020 is \$106.24 with a change from last year of -5.7%

### Occupancy



12 month Occupancy Rolling Average through October 2020 is 51.15% with a change from last year of -28.9%

### Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through October 2020 is \$54.34 with a change from last year of -32.9%

# Monthly & YTD AirBNB Data

## October 2020

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL	182.68	0.9%	174.65	0.6%	59.7%	-2.3%	62.4%	8.0%	109.01	-1.4%	109.01	8.6%
MAY	168.99	-13.6%	173.51	-3.1%	66.8%	8.5%	63.3%	7.8%	112.93	-6.2%	109.76	4.4%
JUNE	170.01	-14.8%	172.92	-5.6%	62.4%	-15.3%	63.1%	3.2%	106.11	-27.8%	109.13	-2.5%
JULY	193.10	-10.0%	176.21	-6.5%	61.9%	-13.4%	62.9%	0.4%	119.57	-22.1%	110.87	-6.2%
AUGUST	187.08	-12.1%	177.38	-7.8%	58.1%	-5.5%	62.4%	-0.2%	108.65	-17.0%	110.61	-8.0%
SEPTEMBER	177.19	-19.3%	177.37	-9.6%	54.7%	-18.9%	61.6%	-2.4%	97.01	-34.5%	109.32	-11.8%
OCTOBER	191.68	-8.2%	178.37	-9.9%	49.4%	-23.9%	60.6%	-4.5%	94.61	-30.2%	108.05	-13.9%
NOVEMBER												
DECEMBER												

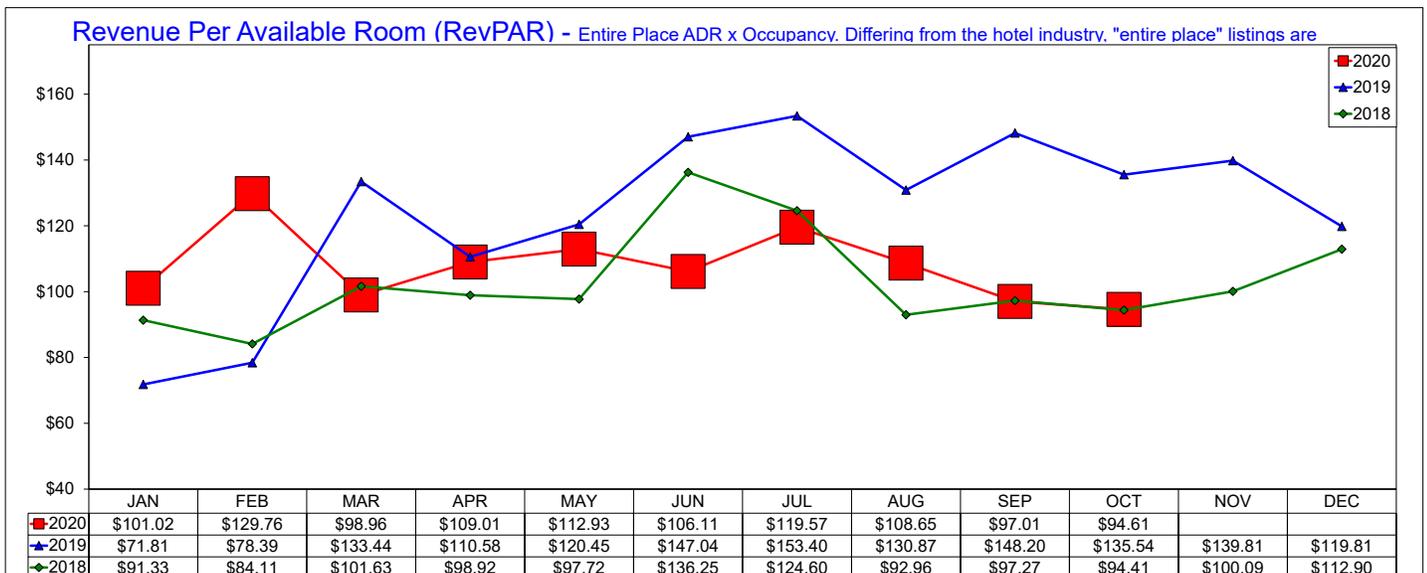
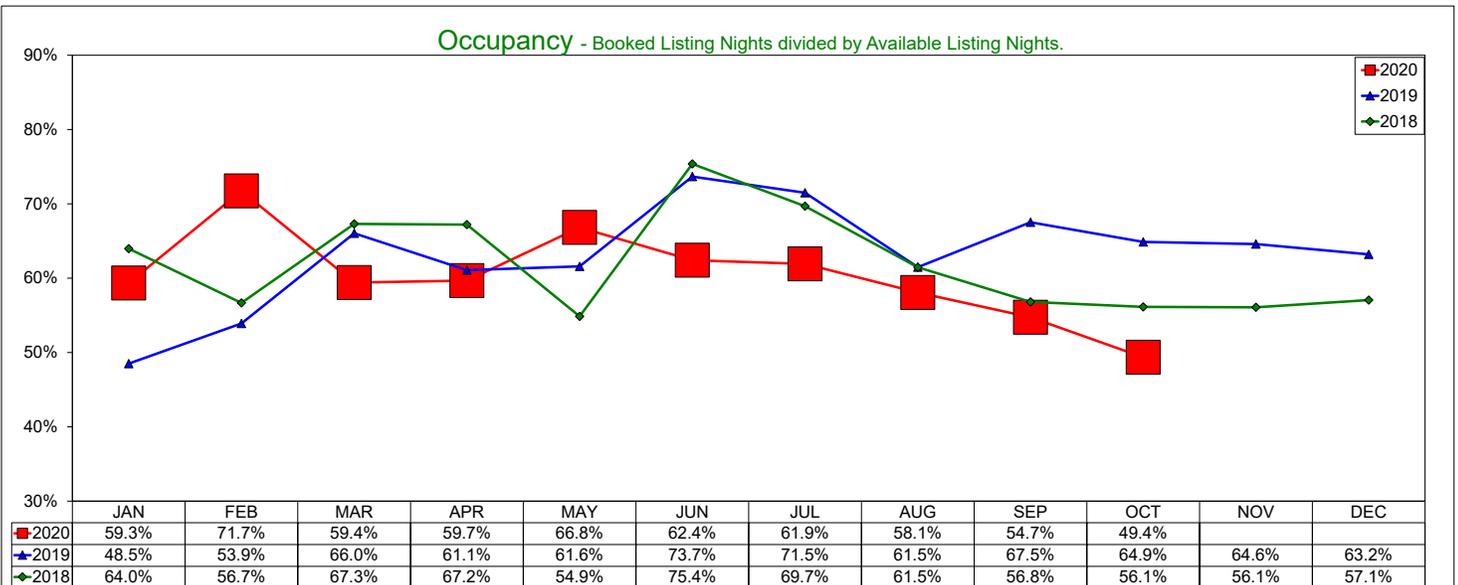
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL	106.52	27.4%	104.91	23.7%	61.0%	4.8%	64.1%	-1.4%	64.95	33.4%	67.25	22.0%
MAY	102.22	17.2%	104.27	22.2%	72.2%	28.2%	65.9%	4.6%	73.85	50.2%	68.68	27.8%
JUNE	96.71	13.9%	102.81	20.6%	62.3%	-7.2%	65.2%	2.3%	60.26	5.7%	66.98	23.4%
JULY	105.99	29.7%	103.33	21.9%	60.8%	-11.1%	64.4%	0.2%	64.44	15.4%	66.55	22.1%
AUGUST	99.20	9.7%	102.91	20.3%	57.9%	3.4%	63.7%	1.0%	57.42	13.5%	65.52	21.5%
SEPTEMBER	96.42	3.1%	102.37	18.6%	55.4%	-16.7%	62.9%	-0.8%	53.40	-14.2%	64.39	17.6%
OCTOBER	94.86	0.0%	101.93	16.8%	47.7%	-30.4%	61.7%	-3.4%	45.25	-30.3%	62.93	12.8%
NOVEMBER												
DECEMBER												

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

# AirBNB - Entire Place

## October 2020

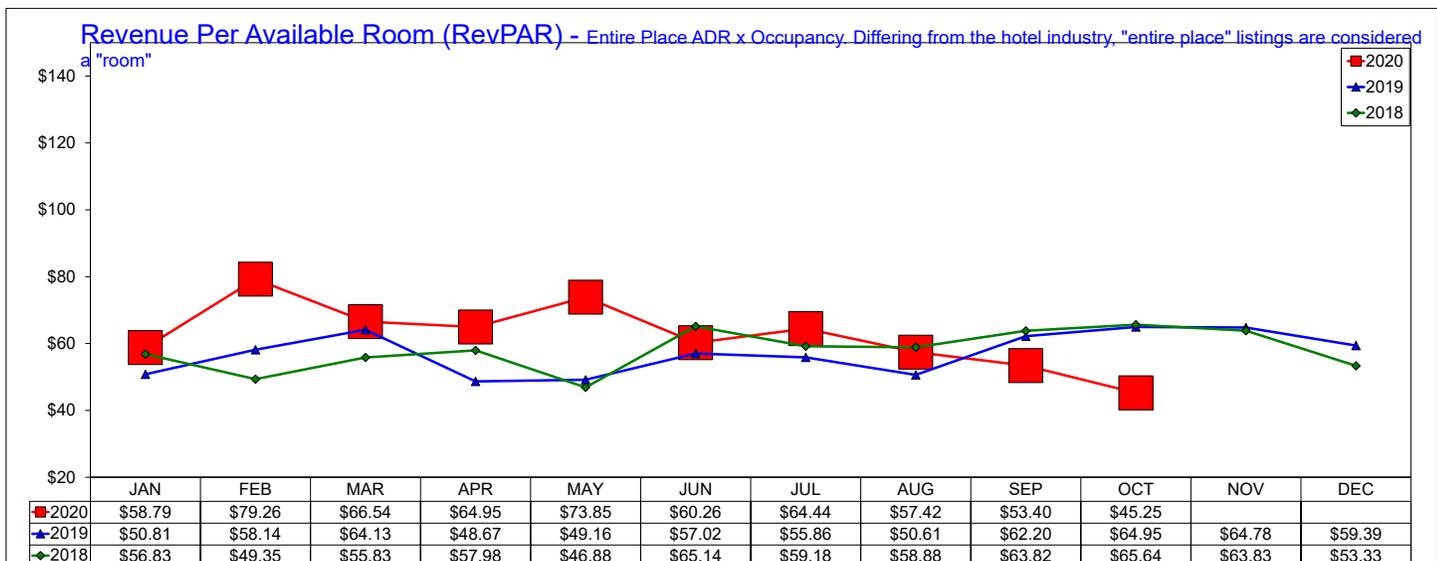
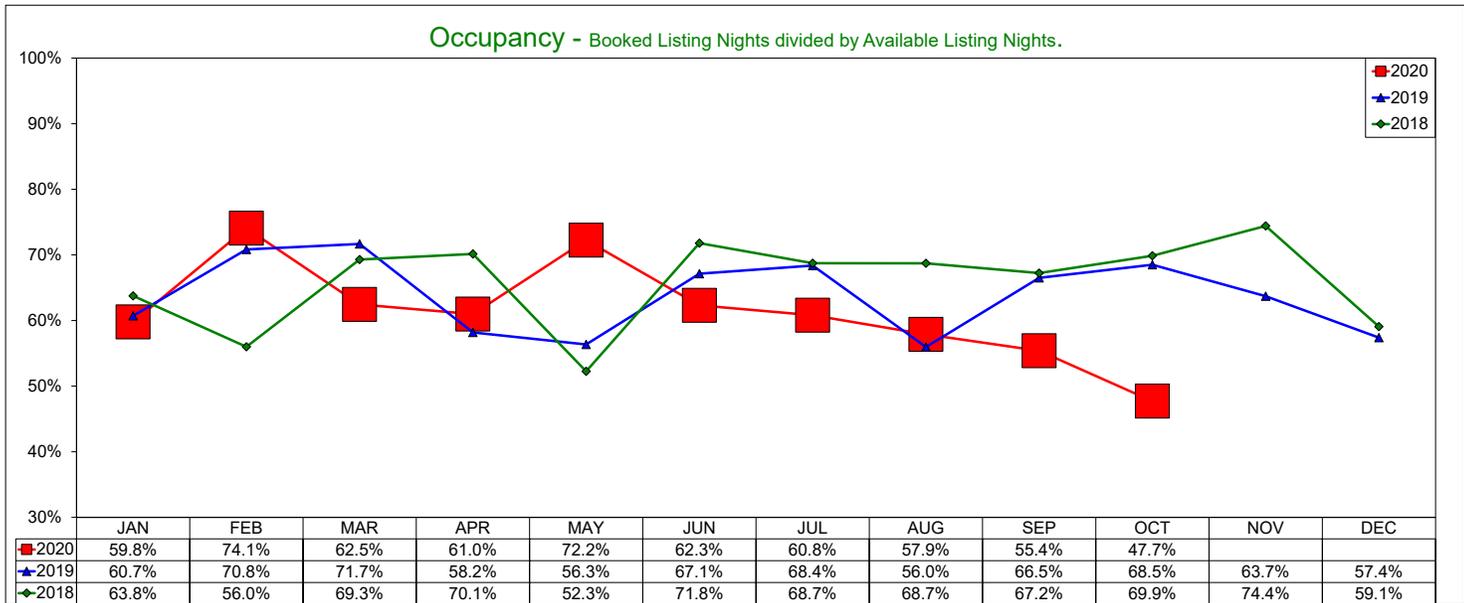
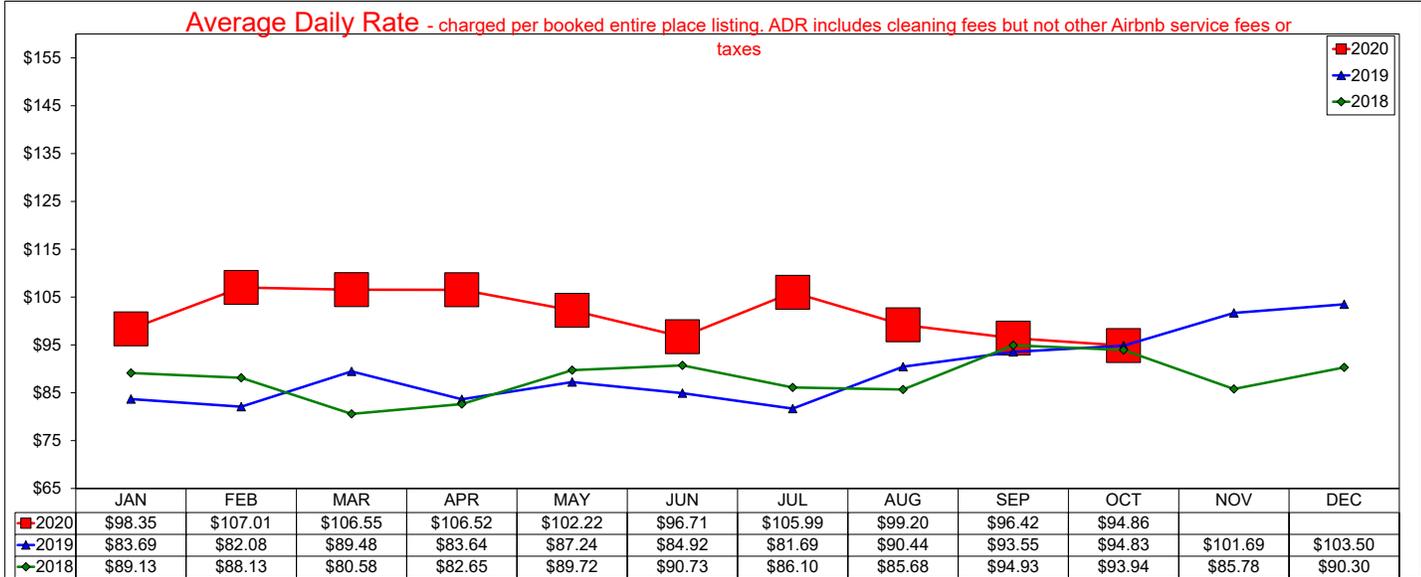
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



# AirBNB - Hotel Comparable Subset

## October 2020

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



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, NOVEMBER 16, 2020**

# **CONVENTION CENTER MANAGEMENT REPORTS**



December 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4 <b>Battle of Texas</b> Battle of Texas Definite	5 <b>Texas Scorecard</b> Empower Texans Definite
					Board & Business Development	
6 <b>University of Dallas Grad...</b> University of Dallas Definite	7	8 <b>Escalent Auto Research</b> Escalent Definite	9	10	11 ICVB Executive Committee Me...	12
13 <b>Escalent Auto Research</b> Escalent Definite	14	15	16	17	18 <b>Spirit Championships</b> Spirit Network Definite	19
20	21	22	23	24	25 Christmas Day	26
27	28	29	30	31	1 New Year's Day	2

January 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 New Year's Day	2
3	4	5	6	7	8	9 <b>Las Colinas Bridal Show</b> Bridal Shows Inc. Definite
10 <b>Las Colinas Bridal Show</b> Bridal Shows Inc. Definite	11	12	13 <b>Ashcroft Capital</b> Ashcroft Capital Tentative 1	14	15 TY Out	16 TY Out
17 TY Out	18 Martin Luther King Jr. Day	19	20	21 <b>Texas Prime Meet</b> Texas Dreams Gymnastics Definite <b>Ashcroft Capital</b> Ashcroft Capital Tentative 1	22 <b>Battle of Texas</b> Battle of Texas Prospect	23
24 <b>Texas Prime Meet</b> Texas Dreams Gymnastics Definite	25	26	27	28 <b>7th Sense Research</b> 7th Sense LLC Tentative 1	29	30
31 <b>7th Sense Research</b> 7th Sense LLC Tentative 1	1	2	3	4 <b>7th Sense Auto Research (Project 2)</b> 7th Sense LLC Tentative 1	5	6

February 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
<b>7th Sense Research</b> 7th Sense LLC Tentative 1				<b>7th Sense Auto Research (Project 2)</b> 7th Sense LLC Tentative 1		
7	8	9	10	11	12	13
	<b>7th Sense Auto Research (Project 2)</b> 7th Sense LLC Tentative 2					
Super Bowl LV 2021					<b>The Great American Franchise Expo</b> Great American Franchise Expo Tentative 1	
14 St. Valentine's Day	15 President's Day	16	17	18	19	20
<b>The Great American Franchise Expo</b> Great American Franchise Expo Tentative 1	<b>7th Sense Auto Research (Project 2)</b> 7th Sense LLC Tentative 3					
<b>7th Sense Auto Research (Project 2)</b> 7th Sense LLC Tentative 2	<b>IES 2021 Quality Summit</b> Integrative Emergency Services Tentative 2				<b>Crown Cheer &amp; Dance</b> Crown Cheer & Dance Championships Tentative 2	
21	22	23	24	25	26	27
<b>Southern Baptists of Texas Evangelism Conference</b> Southern Baptists of Texas Convention Definite					<b>Legacy Dance Championship</b> Legacy Dance Championship Definite	
					<b>IPD Annual Awards Banquet</b> City of Irving Police Department Tentative 3	
28	1	2	3	4	5	6
<b>Legacy Dance Championship</b> Legacy Dance Championship Definite		<b>IES 2021 Quality Summit</b> Integrative Emergency Services Tentative 2				<b>Mathew Wedding</b> Mathew Wedding Tentative 1
			<b>AATC Maintenance Mania</b> Apartment Association of Tarrant County Tentative 1			

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, NOVEMBER 16, 2020**

**INDUSTRY REPORTS /  
BOARD PARTNERS**



**From:** [Lewis McLain](#)  
**To:** [IRVING](#)  
**Subject:** DART Board of Directors Hires David Leininger as Interim President/Executive Director  
**Date:** Saturday, November 21, 2020 10:45:48 AM

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Media Relations Contact:  
Gordon Shattles

November 20, 2020

## DART Board of Directors Hires David Leininger as Interim President/Executive Director

At a special called meeting on November 20, the Dallas Area Rapid Transit (DART) Board of Directors selected David Leininger to serve as DART's Interim President/Executive Director. This appointment follows Gary Thomas' recent decision to retire from DART after almost 20 years of leadership at the agency. Leininger will join the agency as the Deputy Executive Director on November 30, 2020 and assume the role of Interim President/Executive Director on February 1, 2021.

Thomas' retirement is effective at the end of January 2021. He will continue to provide support for the Interim President/Executive Director and the Board on a part-time basis as needed. Board Chairman Paul N. Wageman has established an Ad-hoc Search Committee to lead a comprehensive national search process to identify the President/Executive Director of DART.

"This is both a challenging and exciting time for the agency and the North Texas area," explained Leininger. "Gary has built a world-class team here at DART, whose dedication to both our residents and the agency's mission is evident across the service area. I look forward to working closely with the Board, our strong management team and our talented employees to ensure our customers continue to receive the superb service, safely and securely, that they have come to expect from DART."

Certainly not a stranger to the agency, Leininger served as Executive Vice President and Chief Financial Officer at DART until his departure in 2018. "David's experience with the agency and our service area cities, as well as his extensive public service background, makes him a great choice for this position," said Wageman. "During his tenure at DART, David achieved remarkable results and provided significant oversight to many of the agency's departments and initiatives. The Board is excited to work with him during this transition period."

Leininger originally joined DART as Senior Vice President, Chief Financial Officer in December 2008. In February of 2012, he was promoted to Executive Vice President and given the additional oversight of the Information Technology, Marketing & Communications, Procurement and Risk Management departments.

"I would like to thank DART's employees and management team for their tremendous effort and achievement which have brought us here," said Gary Thomas, DART president/executive director. "I have great faith in David's experience, knowledge and drive to ensure the agency's continued success serving the residents of North Texas."

Prior to joining DART, Leininger was associated with the City of Irving for five years, serving initially in the capacity of CFO and subsequently as Managing Director of Development Services and Economic Initiatives. His previous public sector experience includes positions as Budget Director and Director of the Office of Economic Development for the City of Dallas and Fiscal Services Administrator for the City of Garland.

Leininger spent nearly twenty-five years in the private sector in a variety of real estate development roles, including Senior Vice President and Managing Director of the Recreational Real Estate practice of Economics Research Associates, Chief Executive Officer of ClubCorp Realty, Chief Operating Officer of Triland International, Senior Vice President and Chief Operating Officer of Network Security, Founder and Chairman of MultiNet Communications Corporation, Founder and Chairman of Community Management Associates, and Vice President and General Manager of the Las Colinas Association which serves the 6,500 acres Las Colinas development in Irving, Texas.

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**From:** [Lewis McLain](#)  
**To:** [IRVING](#)  
**Subject:** [External] NC: Greenville City Council approves ordinance that incentivizes converting hotels and motels to affordable housing  
**Date:** Wednesday, November 11, 2020 5:51:29 AM

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## **Greenville City Council approves ordinance that incentivizes converting hotels and motels to affordable housing**

<https://www.wspa.com/news/greenville-city-council-approves-ordinance-that-incentivizes-converting-hotels-and-motels-to-affordable-housing/>

GREENVILLE, S.C. (WSPA)- Greenville City Council passed an ordinance Monday that incentivizes developers to convert hotels and motels to affordable housing.

In the ordinance, “affordable housing” is defined as housing for renters at or below 80 percent of the area median income, which is \$53,200 for a family of four. The ordinance would also require rent be less than 30 percent of those renters’ income.

[Data shows](#) a current demand for 15,000 affordable housing units in the Greenville area. City Council has added a new tool to get developers to help: allowing them to convert hotels and motels to residential living spaces— as long as they pledge to make at least a fifth of it affordable.

“That’s much easier or much more cost effective than building from the ground up,” said City Councilmember Dorothy Dowe. “It’s already there.”

Tina Belge with the Greenville Housing Fund said this is a win for renters and for owners of the hotels and motels struggling with vacancies because of Covid-19.

“While we can’t control those closures happening, what we can control is the solution for this vacancies that occurring in hotels and motels,” said Belge, who is the advocacy and community engagement manager for the Greenville Housing Fund.

The ordinance changes zoning rules, which allows for affordable housing in former hotels and motels to be built in major arteries in the city.

“It’s help connecting people to services, employment, education, the grocery store...going to the hospital,” she said.

The ordinance also allows hotels and motels to be converted if 30 percent of the units are converted to owner-occupied affordable housing for families at our below 100 percent of the area median income level.

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# Hotel Business



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Home » Industry » Research » U.S. Hotel Openings, and Construction Starts Largely on Pace Quarter-Over-Quarter 2020



## U.S. Hotel Openings, and Construction Starts Largely on Pace Quarter-Over-Quarter 2020

BY HOTEL BUSINESS ON NOVEMBER 10, 2020

RESEARCH

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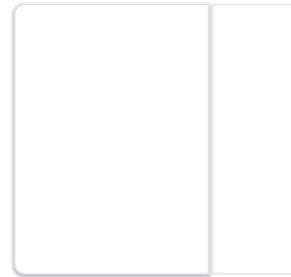
Learn More

NATIONAL REPORT—Lodging Econometrics (LE) has been actively tracking hotel opening and construction start timelines since the beginning of the COVID-19 pandemic in its live database of hotel and contact records. LE's new Development Timeline Changes feature, as part of its database, is essential for monitoring the status of projects and determining the updated timeline for project completions, especially now as some projects have been postponed or delayed. According to LE's latest report, the U.S. Construction Pipeline continues to move forward with nominal delays to opening and construction start timelines.

**Terminal Parking Sale**  
\$8.99/day Thanksgiving Parking Sale | Official DFW Airport

>

At the end of September 2020, LE reported a total of 5,288 projects in the construction pipeline in the U.S. There are 1,611 projects LE under construction, 2,185 are scheduled to start construction in the next 12 months, and another 1,492 are in the early planning stage. From Q2 '20 to Q3 '20, for projects that are currently under construction, 10% are actually scheduled to open sooner than their Q2 '20 estimated open date. Forty-five percent of projects under construction had no change to their opening date, 29% had their opening timeline extended by three months or less, 12% were pushed out three to six months, and 4% of projects under construction will open more than six months out from their Q2 '20 estimated opening date. The majority of the projects with opening delays up to six



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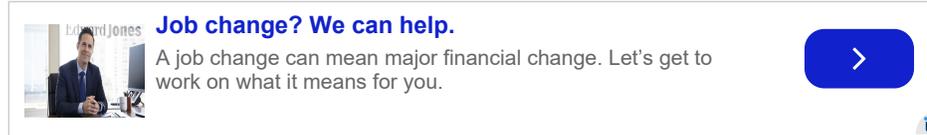
EDITOR'S NOTE



The Golden Rule

SEPTEMBER 21, 2020  
More Editorials

months are upscale and upper-midscale projects.



**Job change? We can help.**  
A job change can mean major financial change. Let's get to work on what it means for you.

Forty-five percent of projects under construction in the top 25 markets had no change to their opening date, and only 4% of projects within these 25 markets extended their opening date beyond six months from their Q2 '20 estimate.

Quarter-over-quarter, combined, projects scheduled to start construction in the next 12 months and those in early planning have also had nominal delays of only a few months to their construction start or opening dates. Fifty-five percent of projects in these two stages of the pipeline had no change to their construction start timelines. Most other projects that have construction start delays are delayed by six months or less. More than 58% had no change to their opening date since Q2 '20. A sign that developers are confident construction will continue on pace over the next year.

From Q2 '20 to Q3 '20, upscale and upper-midscale projects scheduled to start in the next 12 months, and those in the early planning stage, are largely delayed by three to six months, similar to projects under construction. In the top 25 markets, 57% of the projects scheduled to start in the next 12 months and in early planning had no delays to their construction start dates quarter-over-quarter. Twenty-three percent of projects had a shift in construction start timeline by up to six months, 8% percent were delayed by six to nine months, 9% percent were extended out past nine months, 2% of projects are scheduled to open sooner than their estimated Q2 '20 date and 1% of projects have become inactive.

For a demonstration of LE's database and its new development timeline changes feature or if you have any questions about the data contained in this Q3 '20 report, please contact us at **+1 603.841.8740 ext. 0025** or **info@lodgingeconometrics.com**.

—JP Ford, ISHC, SVP, Director of Global Business Development, Lodging Econometrics

—Bruce Ford, SVP, Director of Global Business Development, Lodging Econometrics

—Tom O'Gorman, Vice President of Sales, Lodging Econometrics

—April Bedell, Sales Account Executive, Lodging Econometrics

—Carlos Quinones, Account Manager, Lodging Econometrics



## U.S. Hotel Openings and Construction Starts Largely on Pace Quarter-Over-Quarter 2020

Pipeline by Project Stage • Quarter Over Quarter 2020

Projects

2,500

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**TRYP by Wyndham Debuts in New Zealand With Two Hotel Signings**

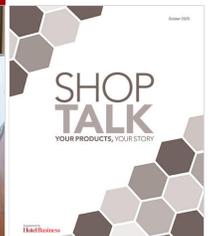
NOVEMBER 16, 2020



**Commonwealth Hotel Collection Appoints Porter**

NOVEMBER 16, 2020

CURRENT ISSUE



**October 15, 2020**      **October 2020 Shop Talk**

Editor-in-Chief Christina Trauthwein shares highlights of the October 15 issue of Hotel Business, including a cover story on hotels offering people the opportunity to work from their hotels, and a report on new technologies.

▶ Play video

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# Spirit

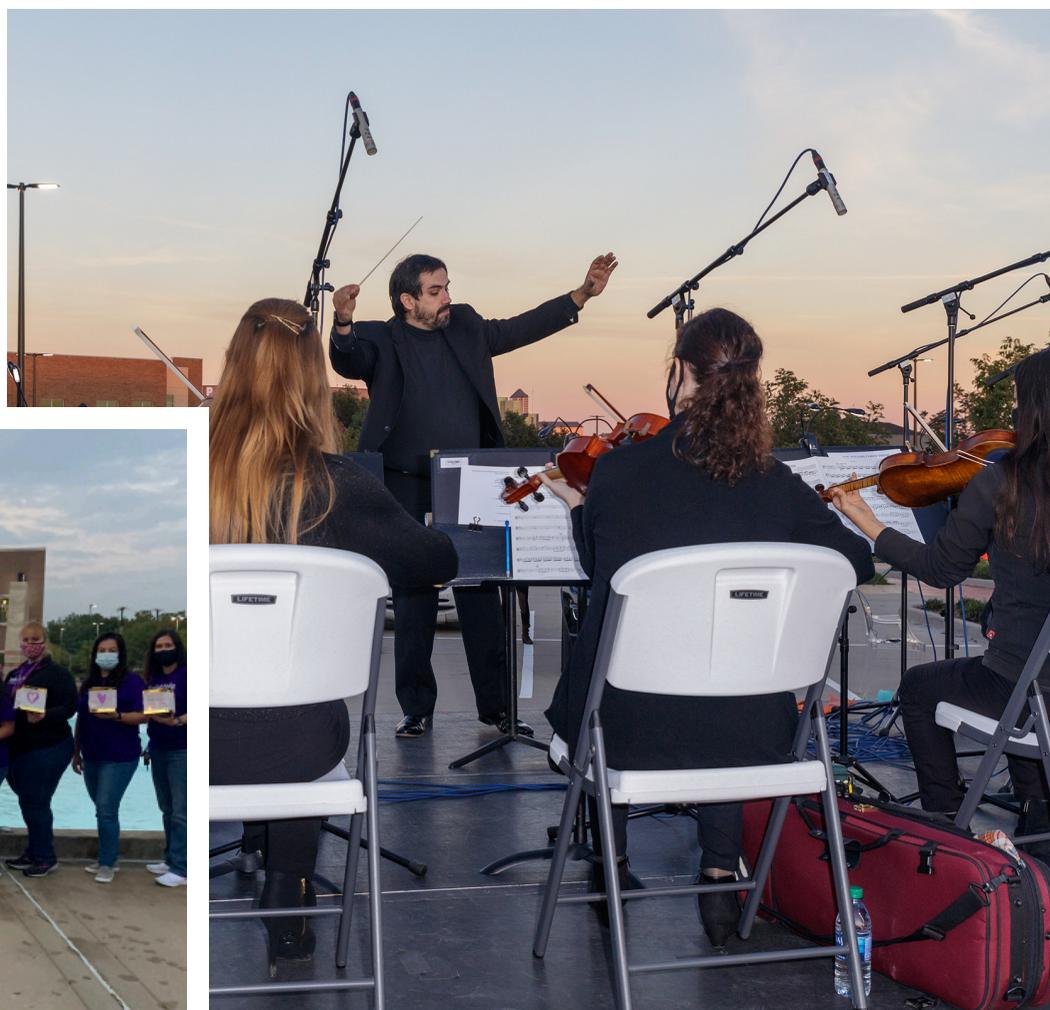
OF LAS COLINAS

NOV-DEC  
2020

News | Features | Events  
Published Bi-monthly



**LIGHTING THE WAY**  
SOCIALLY DISTANCED EVENTS, COMMUNITY MEMBERS  
GIVE BACK AND BUSINESSES PUSH FORWARD





# LCA EVENT PARTNERSHIPS



## Irving-Las Colinas Olympic Day Oktoberfest 5k partnership

The Irving Marathon Running Series held an in-person and virtual-Oktoberfest 5k on October 3rd. In partnership with the Irving-Las Colinas Olympic Day Committee, the Olympic Rings were on site for photo ops. The run benefited the Baylor Scott and White Irving Foundation. LCA is part of the Irving-Las Colinas Olympic Day Committee.



## Irving-Las Colinas Chamber 2020 Virtual Annual Meeting

The Irving-Las Colinas Chamber hosted their 2020 Virtual Annual Meeting presented by Flowserve on October 29th. The meeting featured a panel discussion with Curtis A. Morgan, President and CEO of Vistra Energy, and Lori J. Ryerkerk, Chairperson, CEO and President of Celanese Corporation. LCA was a Bronze Sponsor.



## National Night Out at University Hills, Alto Vista and the Vue

University Hills, Alto Vista and the Vue participated in a safe, socially distanced National Night Out. The neighborhoods decorated their yards, enjoyed a delicious meal and held contests to celebrate. Las Colinas security visited the neighborhoods along with the Irving Police. LCA donated 25 flashlights as a prize for the Vue's photo contest.

## Day of the Dead Festival at Toyota Music Factory

The United States - Mexico Cultural and Educational Foundation partnered with the Toyota Music Factory to host and celebrate a Day of the Dead Festival on October 31st. This was a free Mexican cultural event for the community. The festival honored the tradition of Mexico



and the celebration of life and mortality. Dia de los Muertos is a time for families to honor their loved ones lost. The event featured both virtual and in-person events to educate and entertain viewers on the rich tradition of Dia de los Muertos. LCA was a sponsor of this event with a \$1,000 donation.



# LAS COLINAS EVENTS

## Office al Fresco

The Las Colinas Association hosted Office al Fresco on October 8th on the Texas Lottery® Plaza at the Toyota Music Factory. Irving-Las Colinas residents enjoyed the opportunity to work from the beautiful plaza instead of their makeshift home office. Some stayed for a few hours and others stayed the whole day. With work perks like free snacks and Wi-Fi paired with comfortable seating, guests can't wait to Office al Fresco again.



## Night at the Drive-In: Symphony & Cinema

Night at the Drive-In was held on October 30th at Dallas College North Lake Campus. LCA members and friends enjoyed a screening of Disney's *Coco* with a performance from the Irving Symphony Orchestra before the movie. All proceeds from ticket sales went to the Irving Symphony Orchestra. Each vehicle received a bag with king-sized candy, popcorn, water, masks, hand sanitizer and kids' flash lights.



Photos Courtesy of: Goodgame Photography and WJN Photography



# IN THE COMMUNITY



## Illuminate Irving

This annual event, held by the Irving Family Advocacy Center and Irving Police, went virtual this year. Lantern kits were available for pick up to be decorated in remembrance of victims and survivors of domestic violence.

## Couple Donates to Baylor Scott and White Irving

To celebrate their 50th wedding anniversary, Las Colinas residents Chan and Surekha Patel donated \$2 million to the Baylor Scott & White Irving Foundation, the largest contribution in the foundation's history.



## Irving-Las Colinas voted 6th best place to live in Texas

In a study by Better Homes and Gardens Real Estate HomeCity, Irving was named among the top 25 places to live in the state. The study used data from the U.S. Census, the FBI and the Trust for Public Land.

## Irving Police complete One Mind Campaign certification

The Irving Police Department is the first police department in Texas to complete the One Mind Campaign. The pledge was taken to improve its response to those suffering from mental illness in the community.



## Dr. Mark Navarro helps families receive dental care

Orthodontist and Las Colinas resident, Dr. Mark Navarro is helping kids and families in both the United States and Mexico afford dental care. He frequently provides dental care to low-income families, especially to children born with a cleft palate.

## Resident created bots that saved millions for the military

Las Colinas resident, Debra Zarsk, was named one of The Women in Technology Awards Class of 2020 in the Dallas Business Journal. Zarsk is the Vice President of Enterprise Business Solutions for the Army Air Force Exchange Service.





# COMMUNITY SPOTLIGHT

## Clementine “Clem” Lear 2020 Mustang Legacy Award Recipient

Clem Lear has been a Las Colinas resident for 23 years. She retired in 2000 after a 34 year career with AT&T, the last 15 years as the Director of External Affairs.

She has been involved in the Irving Convention and Visitors Board, Irving-Las Colinas Chamber Board, Irving Schools Foundation Board, Baylor Scott & White Irving Foundation Board and Irving Symphony Board.

She most recently was awarded the Irving-Las Colinas Chamber of Commerce’s Mustang Legacy Award for her devotion to the community and volunteerism.

Her hobbies include fitness, reading, traveling, shopping and sports spectating. She says her true joy in life is cheering on her grandchildren at their sporting events and school activities. Her favorite people call her “Nana”.



Favorite Restaurant  
Via Real



Favorite Spot to Relax  
Las Colinas Country Club pool



Favorite Event  
4th of July Fireworks on Lake Carolyn



Photos Courtesy of: Clem Lear, Via Real, Las Colinas Country Club and Visit Irving

## Holiday Events Calendar



### Four Seasons Soundstage Holiday Season Concert Series

Every Friday and Saturday in November at 4 p.m.

Snuggle up around the fire pits and enjoy local musicians on the Agave Pool and Bar patio every weekend during the holiday season. These concerts are free and open to the public.



### Wonder at Toyota Music Factory

November 19th - December 24th  
10 a.m. - 10 p.m.

Take a private guided journey through the North Pole to meet Santa, his elves, Mrs. Claus and all of their winter friends. Each room will be decorated and each child will get a toy from Santa. Purchase tickets at [www.ExperienceWonder.org](http://www.ExperienceWonder.org)



### Texas Lottery® Plaza Tree Lighting powered by Direct Energy

November 28th at 6 p.m.

The Toyota Music Factory is hosting a Tree Lighting on the Texas Lottery Plaza. The event will have holiday shopping, live music, cookies, hot cocoa, photos with Santa, crafts for kids and a tree lighting celebration.



### Drive-Thru Cocoa with Santa

December 5th  
10 a.m. - 12 p.m. and 2 p.m. - 4 p.m.

The Las Colinas Association will be hosting a drive-thru event featuring photos with Santa and toy drive at Jack Singley Academy. Attendees will receive FREE gourmet hot cocoa, DIY cookie kits and a socially distant visit and photo with Santa. The toy drive will benefit Irving Cares.



# **BUSINESS NEWS**



## **Summit Las Colinas begins Renovations**

Gemini Rosemont, the owner of Summit Las Colinas, is renovating all the tenant common areas; adding a 2,500 square-foot tenant lounge, an indoor fire pit and multiple seating areas. The property is the new headquarters of the American Athletic Conference, one of the country's top collegiate athletic organizations, which recently moved its main offices to Las Colinas.



## **Aviation services firm signs office lease**

G2 Secure Staff has signed a 11,315 square-foot lease at Canal Centre. G2 Secure Staff provides a range of services like cabin cleaning and customer support to the aviation industry. Canal Centre is a 10-story class A office building located at 400 E. Las Colinas Blvd.



## **Vistra provides laptops to low income students**

Vistra partnered with Comp-U-Dopt, a non-profit organization that provides technology access and education to under-served youth, on their summer giving campaign. With Vistra's \$230,000 donation, Comp-U-Dopt was able to provide 2,000 refurbished laptops to families in need.



## **CHRISTUS Health eyes new headquarters**

CHRISTUS Health has received rezoning approval for a vacant 5.25-acre lot at the northwest corner of North O'Connor and West Las Colinas boulevards. They plan to build a 400,000 square foot build-to-suit headquarters. Plans also include a 10-story parking garage with one level of underground parking.



## **Neighborly brings headquarters to Las Colinas**

The new office, slated to open in April 2021, will occupy 34,000 square-feet of the KOA partners office building at 500 East John Carpenter Freeway. Neighborly plans to office five brands in the space: Mr. Handyman, Molly Maid, Dryer Vent Wizard, Window Genie and Real Property Management. They will also expand their IT and Digital Marketing teams at the location.



# LCA NEWS AND UPDATES

## Las Colinas Holiday Lights



The beloved Las Colinas herd is back and bigger than ever. The Las Colinas Association will flip the switch on **November 23rd** and the lights will shine until **January 14th**.

You can see the lights at these locations:

- » E.O. Perry Flower Clock
- » Island Greens at the intersection of O'Connor and Highway 114
- » Rochelle Park
- » Founder's Park
- » Intersection of Beltline and 161
- » Urban Center
- » Intersection of Northgate and Rochelle
- » Las Colinas Association headquarters



50  
Reindeer including Rudolph

250,000  
Individual Lights

60  
Days to install lights, garland and reindeer

FREE HOT COCOA AND DIY COOKIE KITS

Las Colinas ASSOCIATION PRESENTS

**DRIVE-THRU COCOA WITH SANTA**

JACK SINGLEY ACADEMY  
4601 NORTH MACARTHUR BLVD.

**Saturday, December 5th**

10 a.m. - 12p.m. | 2 p.m. - 4 p.m.

[WWW.LASCOLINAS.ORG/COCOA](http://WWW.LASCOLINAS.ORG/COCOA)

## History Enthusiast Wanted

In anticipation of Las Colinas' 50th anniversary in 2023, the Las Colinas Association is seeking someone to help with the digital archiving of historical documents. With decades of documents on-hand, this task requires a motivated, organized individual that can assist with this effort up to 20 hours a week. Please note that pandemic safety protocols are being practiced in the office. Please indicate interest by email: [tglass@lascalinas.org](mailto:tglass@lascalinas.org).



3838 Teleport Blvd.  
Irving, Texas 75039-4303



NOV-DEC  
2020



[liaisons@LasColinas.org](mailto:liaisons@LasColinas.org)  
972-541-2345



@LasColinasTex



[LasColinas.org](http://LasColinas.org)

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, NOVEMBER 16, 2020**

**ACKNOWLEDGEMENTS  
AND  
MISCELLANEOUS ARTICLES**



# Donnelly's Colonial

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## Clyde Noel DeLoach

( February 22, 1936 - November 29, 2020 )

Clyde Noel DeLoach, 84, resident of Irving, TX, for forty-one years, peacefully passed from the land of the dying to the land of the living on Sunday, November 28, 2020 at the Carrollton Regional Medical Center's Vitas Hospice Unit. The combination of Alzheimer's, pneumonia, and Covid 19 simply overwhelmed his body, and now he is healed and rejoicing in heaven in the presence of the Lord! Clyde chose to trust and follow Jesus Christ at the age of fourteen, so he lived his life secure in the love and promises of God.



Clyde is preceded in death by his parents, Bernard and Blanche DeLoach, and his sister, Janet DeLoach Kicker, and her husband, John E. Kicker. Left to cherish Clyde's memory is his wife of fifty-four years, Beca DeLoach; sons, Gordon Clyde DeLoach and his wife Kristin, and Collins Noel DeLoach and his wife Holly; grandchildren Julia Frandsen-DeLoach, Zachary DeLoach, and Casey DeLoach; brother Bernard Collins DeLoach, Jr. and his wife Annie Ruth; and, several cousins, nieces and nephews.

Clyde was born in 1936 to Bernard Collins DeLoach and Ada Blanche Moore DeLoach in Birmingham, AL. He attended Jones Valley High School, Auburn University, and graduated from the University of Alabama in 1958. He earned his MBA degree from the University of Dallas in 1983. Clyde served in the Army Reserves and was called up to active duty during the Berlin Crisis in 1961. Clyde met and married Beca Bruening in 1966 in Shreveport, LA. He worked for Westinghouse Corporation over twenty years in Shreveport, LA, St. Louis, MO, Columbus, OH, and Pittsburgh, PA. In 1978 he started working for Curtis Mathes Corporation in Athens, TX, and later owned and operated Curtis Mathes and Rent City stores in the DFW area.

In the Army, Clyde was part of an entertainment corps that traveled to Army bases to entertain the troops. When transferring to different cities with Westinghouse Corporation, Clyde served several churches as a bivocational Minister of Music. As a young man, Clyde was a member of Toastmasters International and held positions of leadership. When Clyde and Beca arrived in Irving in 1979, they joined a thriving community and began a lifetime of community service and involvement. Clyde was a member of the Las Colinas Rotary Club Clyde and became the Charter President of the Grand Prairie Metro Rotary Club. He served on the TIF board of the City of Irving. Other positions of leadership were Chairman of the Irving Las Colinas Chamber of Commerce, President of the Irving Schools Foundation, President of the Plymouth Park Merchant's

Association, President of Texas Association of Rental Agents, President of the Hospital District South Neighborhood Association, and Board member of the Great Flag Caper. Clyde and Beca received Irving's High-Spirited Citizens' Award in 1993.

His relationship to the Lord was very important throughout Clyde's life! He served as Minister of Music at Hilltop Drive Baptist Church from 1979 to 1989. He was a Deacon and choir member at MacArthur Boulevard Baptist Church where he also served on various committees. He had many precious friends in a men's prayer breakfast at Baylor SW Hospital every Friday morning. Clyde enjoyed singing with the Singing Men of Texas for many years.

Running was Clyde's favorite hobby! He ran races all over the country and considered his running buddies some of his best friends. Clyde helped to start the annual Las Colinas Rotary Club's Christmas Classic Race. He also helped to start the Grand Prairie Metro Rotary Club's annual Pumpkin Run at Lake Joe Pool. He held some running records in Texas and in DFW. He considered his 2 hour 37 minute finish at the 26.2 mile Boston Marathon in 1979 his personal best.

In lieu of flowers, donations may be made to Crisis Ministries of Irving, Global Missions at MacArthur Blvd. Baptist Church, Gideons International, and the Great Flag Caper.

Special thanks go to the staff of MacArthur Hills Senior Living where Clyde has lived the past year in Memory Care. Covid 19 lockdowns have caused isolation and loneliness in many long term care facilities. As a family we were unable to be close to Clyde for over seven months. Fortunately in his last days we were able to spend time with him. Pray for the many loved ones who are separated during this pandemic.

Arrangements are being handled by Donnelly's Colonial Funeral Home (<https://www.donnelyscolonial.com>).