

**IRVING CONVENTION AND VISITORS BUREAU  
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING  
IRVING CONVENTION CENTER – GRAND BALLROOM 6  
AND VIDEO CONFERENCE  
TUESDAY, MAY 4, 2021**

Those in attendance were Greg Malcolm – Committee Chair, David Cole – Board Vice Chair, Karen Cooperstein – Board Chair, Julia Kang, Clem Lear, Bill Mahoney, and Joe Philipp - Committee Members; Bob Bourgeois and Sam Reed – Board Members; Mayor Pro Tem Kyle Taylor – Council Liaison; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, Brice Petty, Diana Pfaff and Susan Rose – ICVB Staff; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC; Guests – Destination Analysts Founder and Managing Director Dave Bratton via Zoom, DART Community Affairs Representative Carlos Huerta and DART Project Manager Hans-Michael Ruthe.

Committee Chair Greg Malcolm called the meeting to order at 11:32 a.m. There were no citizen comments. He thanked everyone for joining the meeting.

#### IRVING 2019 HOTEL VISITOR RESEARCH & ECONOMIC IMPACT STUDIES – DESTINATION ANALYSTS

Destination Analysts Dave Bratton presented the results from visitor research and economic impact studies for Irving.

- A complete copy of the presentation will be provided upon request.

Three surveys are issued each year to gauge the annual estimate of economic impact to Irving: Hotel Guest Survey, National Regional Traveler Survey and Meeting Planner Survey.

- In 2019, Irving had 4 million visitors, spending an estimated \$3 billion with majority of spend from hotel guests, a significant shift from 2012 when spending was \$1.4 billion.
- Group meetings spending in 2019 was \$806 million, 88.7% by the attendees themselves.
- Job supported by the dollars spent is 25,000, an increase from 2012 of 12,547.
- Tax revenues reported \$64.7 million in 2019, up from \$42.5 million in 2012.
- For every resident, \$12,566 spent by visitors equates to \$776 savings per resident in taxes generated by the tourism industry.

Executive Director Maura Gast added the perception of Irving as a place to extend a visit has changed over time as well. Bratton added that Irving has created a destination that is exciting. Gast added that this week all metric studies have been positive, and people are more likely to travel than in the previous months, but the industry is not out of the woods yet. Things have taken a turn and changed in the last three months due to vaccine distribution.

The Committee thanked Bratton for the very informative presentation.

#### DART BUS NETWORK RE-DESIGN BRIEFING

DART Community Affairs Representative Carlos Huerta reported:

- Public hearings for the DART bus network re-design are scheduled for June 8.
- This is a result of the process that started in 2019 and 10 of the 15 proposed routes have been completed.

- Irving Hidden Ridge Station and parking lot opened on April 12. It is beautiful station with historical elements included and is a representation of Carpenter Ranch and the beginning of the Las Colinas area. Final landscaping will be finishing soon.
- The Silver Line is under construction at Cypress Waters area and opening in 2023.
- Silver Line from southeast Plano to DFW Terminal B is set to open summer of 2023.
- New DART President and CEO Nadine Lee begins her term on July 12, 2021.

DART Project Manager Hans-Michael Ruthe reviewed the proposed new bus network:

- The new bus network re-design will be the largest in history. Travel demand and patterns have changed over the last few decades.
- A proposed network map was included in the handout packet.
- The route is designed to be used in the GoLink app, similar to an Uber operation.
- Estimated implementation date is January 2022.
- There will be less routes than currently available, but more weekend and mid-day routes will be added.
- Mid-day frequency is driving the proposed system.
- By changing the service offering in downtown Irving, the waiting time should not exceed 20 minutes.
- The Irving service proposed is similar in connections as today, but frequency of routes is going up – adding 10 extra trips mid-day and Sunday service.
- There is no cost for using the GoLink app. DART fares can be used toward GoLink service.
- It was noted there is no route in the Urban Center.
- Weekend service changes were reviewed, as well as service frequency changes.
- The goal of re-design is to provide bus service to support the light rail service.

In response to a question from Assistant Executive Director Lori Fojtasek, Huerta replied in 2019, DFW Airport North boardings at Terminal A show 2,000 riders a day. Based on research, 80-90% of those people work at DFW Airport.

**ACTION ITEM:** The DART Bus Network Redesign and Service Changes presentation will be posted on the ICVB Board portal.

#### UPDATE – IRVING GROUP COVID IMPACT & GROUP PIPELINE

Fojtasek reported:

- Irving hotel COVID impacts show 78,000 room nights lost in group business and 97,000 have canceled due to COVID.
- Room Nights Lost revenue impact is almost \$24 million in Revenue Lost and \$30 million in Revenue Lost in Cancellations.
- Occupancy is improving.
- March for Sales/Marketing was good for staycations and spring break. Group and Transient business are trickling up.
- Room Night Leads for 2021-22 reports an increase to 89,547 but Definite Leads have decreased from 50,613 in 2020-21 to 31,922 in 2021-22. Groups are booking in the year/for the year and Irving is typically a short-term market.

- ICVB sales are slightly behind pace for incoming leads.

ICC Director of Sales Matt Tungett reported:

- Cancellations have leveled off, but the presale booking is a 12 month window and cancellations do not have a chance to rebook in the year.
- Corporate market leads for FY2021-22 are coming in.
- The Corporate and Association markets are slow in returning to pre-COVID.
- FY2021-22 Prospects continue to tick up every month for Corporate business and early next year there are large contracts out for signature.
- Total impact for Cancellations is \$3 million in Lost Revenue, but that does not include parking or F&B overages.
- ICC is struggling to hit budget and the focus is on cutting costs for the year.

#### IRVING RESTAURANT UPDATE

There is a link with a list of Restaurant closings in the packet.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from February 9, 2021. Mahoney made a motion to approve, with a second from Board member Julia Kang. The February 9, 2021, Committee minutes were approved unanimously.

#### COMMITTEE CHAIR REPORT

Malcolm asked for a recap of the ICVB and ICC Sales Strategic Plan meeting. Fojtasek reported it was an excellent meeting with discussions on the history of marketing, a review of researched markets that are booking and how to focus on those and strategies to compete with other markets. It was a half-day meeting but very productive. Brainstorming and cost-cutting considerations revealed creative ideas. The teams discussed putting results into action and prospecting different options with client outreach.

Malcom reported his hotels have seen an increase in Occupancy for March and April, along with Average Daily Rate increases. May is continuing to see forward movement. Average Daily Rate is increasing slightly higher than projected. He noted it is important to regain rate.

The next Committee meeting is scheduled for August 10 at the Irving Convention Center. Future topics include Hotel Ordinance Proposed Changes and Survey Responses, Hotel Development Updates and R-AB Ordinance. Board member Clem Lear noted House Bill 1024 that allows beer, wine, and mixed drinks to be included in pickup orders was approved the Texas House and Senate.

Malcolm adjourned the meeting at 12:24 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director