

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Executive Committee
Friday, June 24, 2022, at 9:00 AM
Irving Convention Center – First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda
2. Approving Executive Committee Minutes – May 23, 2022
3. Accepting the ICVB Financial Reports – May 2022
4. Review of ICVB Cash Flow Report
5. Reviewing the Hotel Occupancy Tax Collections – April 2022
6. Accepting the Irving Convention Center Financial Report – May 2022
7. Overview of Budget and Marketing Plan – Fiscal Year 2022-23
8. City of Irving Delinquent Hotel Tax Collections Process Discussion
9. Proposed Changes to Reserve Fund Policy
10. Proposed Changes to Business Development Incentive Program (BizDIP)

11. Review of Board Meeting Agenda – June 27, 2022

12. Chairman / Executive Director Reports

13. City Council Updates

14. Next Committee Meeting – Monday, July 25, 2022

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

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.

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER – JUNIOR BALLROOM
Monday, May 23, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Greg Malcolm, and Richard Stewart, Jr. – Committee Members; Michael Basoco, Herb Gears, Colvin Gibson, Nydia Hoskins, Julia Kang, William Mahoney, Joe Philipp, and Sam Reed – Board Members; Tom Meehan – ASM/ICC; Maura Gast, Carol Boyer, Marianne Lauda, Brice Petty, and Susan Rose – ICVB; Mayor Pro Tem Kyle Taylor – City Council.

Board Chair David Cole called the meeting to order at 11:05 a.m. and inquired if there were any citizens that would like to comment on any subject on the agenda. There were none.

Cole asked for a motion to accept the Executive Committee meeting minutes of April 22, 2022. On a motion from Board member Julia Kang and a second from Board member Greg Malcolm, the motion was unanimously approved.

ICVB FINANCIAL REPORTS

Director of Accounting Marianne Lauda reported for March 2022:

- General Fund:
 - Ending Fund Balance of \$334,436.76.
 - Six months into the budget and 38.9% expended, which is a good sign.
 - Staff is traveling more.
- ICC Reserve/CIP Fund:
 - Ending Fund Balance is -\$57,356.93.
 - Will be transferring funds from General Fund into this fund in May.
 - Expenditures included payments made from Hotel Tax and ARPA funds. A breakdown of expenditures by type is in the Check Register.
- Check Register:
 - It was noted 97% of checks were ARPA fund related programs and promotions and 3% were from Hotel Occupancy Tax.
 - Checks to SMG for building maintenance, Westin garage rental, catering, and network services.
 - Regular payments to media advertising, Business Incentive Development (BizDIP) payments and staff reimbursements.
- Cash Flow Report for Fiscal Year-End September 2021:
 - Currently, preparing next year's budget and hope to get final ARPA funding confirmed from the City before finalizing the budget.
 - The ending balance shows an estimated \$5,959,693.
 - Gast added Hotel Occupancy Tax is used to cover salaries and ICVB Reserve fund transfers and ARPA funds are for programs.

- Thermometer Chart
 - Goal: have all Reserve funds full and stabilized by 2026 but will be dependent on subsequent ARPA funds. The goal is attainable if the best use of resources available to us.
 - Repayment of FY21 Loan: Goal: \$500,000 – Current: \$500,000.
 - General Fund: Goal \$2,000,000 – Current: \$334,437. Lauda confident goal can be reached.
 - Catastrophic Reserve: Goal: \$5,000,000 – Current: \$710. Lauda confident 2026 goal can be reached assuming future ARPA funds are received and the reallocation of the excess \$1.6 million at that time.
 - Computer Fund – Goal: \$500,000 – Current: \$207. Computers for staff have been replaced and not anticipating adding funds for another year.
 - ICC Reserve/CIP Fund: Goal: \$3,000,000 – Current -\$57,357 and FY22 Year End Goal of \$1,000,000.

Cole asked for a motion to accept the ICVB financial reports for April 2022. On a motion from Board Vice Chair Bob Bourgeois, and a second from Kang, the motion was unanimously passed.

HOTEL OCCUPANCY TAX COLLECTIONS

Lauda reviewed the Hotel Occupancy Tax Collections report for March 2022.

Luxury & Full Service

- The Doubletree by Hilton DFW Airport North and the Sheraton DFW Airport Hotel have not paid October through March.
- Total collections for March 2022 were \$303,150.93, currently the best month this fiscal year.

All Suite / Extended Stay

- All properties have paid to date.
- Total collections for March 2022 are \$144,100.10, up from February.

Budget Service

- All properties paid in March 2022.
- Total collections were \$55,61.95, up slightly from previous month.

Limited Service

- Three hotels have not paid in March.
- Total collections are \$135,377.85, up from \$130,016.89 in February.
- Short-Term Rentals - Collections represent forty locations for the month, collecting \$4,323.03.

Summary

- March 2022 Grand Total Collections are \$642,566.86, which is above budget by 33%.

March Comparison 2021 and 2022

- There is significant recovery in all categories.
- There is a short-term rental decrease.
- Overall, a 57.78% increase from 2021.

ACTION ITEM: At next Committee meeting, staff to confirm the penalty and interest policy and any update.

ICC FINANCIALS

General Manager Tom Meehan reported on the April 2022 financial reports:

- There were nine events budgeted and the actual was twenty-two.
- Year-to-date showing \$458,517 better than budget for the year with eighty-five budgeted events and the actual reported 118.
- The Income Statement shows actuals close to the budgeted numbers in every category.
- Rental Income was on target.
- Catering was up for the month.
- Other Operating Income was up slightly.
- Expenses and Salaries are still down, and staffing is slowly returning to full capacity.
- Total Indirect Expenses was \$92,141 under budget.
- Forecast for end of year total to return to ICVB will fluctuate each month. Meehan noted the Forecast was stripped down through September and only shows signed contracts with Rental and minimum F&B income. Adjusted Expenses to reflect more events than were originally planned. Monthly the forecast number will continue to rise. Meehan is confident in surpassing the Operating Subsidy number. It is a different approach for a different type of year. He noted concert parking revenue has been unstable and extremely hard to forecast.

Cole asked for a motion to accept the ICC reports for April 2022. On a motion from Malcolm and a second from Kang, the motion was unanimously passed.

PROPOSED CHANGES TO THE BUSINESS DEVELOPMENT INCENTIVE PROGRAM (BIZDIP)

Gast reported staff is responding to questions from the City Attorney Office on proposed changes to the program. The changes noted were to pay BizDip payments directly to the client rather than the hotel when a hotel is delinquent in its Hotel Occupancy Tax remittance. The item will come through the Executive Committee agenda prior to going to the full board meeting. Once adopted, formal communication about the policy change will be communicated to all Irving hotels.

ACTION ITEM: Add this item to the June 27, 2022, ICVB Board of Directors meeting for action.

In reviewing the May 23, 2022, Board Agenda, Gast noted there are several CVB Convention Services Associates receiving their service awards and will be guests at the Board meeting.

CHAIR REPORT:

- Williams Square Plaza project is completed and the renovations are fantastic.

EXECUTIVE DIRECTOR:

- Gast reported all City Departments were scheduled to have short Future in Focus presentations at the city's budget retreat. The meeting ran long and the CVB will be on the docket for the next Council Work Session meeting for its presentation. Gast will keep the Board posted on the date of the retreat and presentation. The presentation will be focused on looking five years down the road at needs and changes. ARPA funding will be the main focus, keeping in mind that while Hotel Occupancy Tax collections are better than projected, business travel is not back yet, and corporate meetings have suffered. There is still a long way to go and COVID is still a threat, along with a possible recession. ARPA funds are still needed to fund programming and salaries for the CVB.

Irving CVB Executive Committee

May 23, 2022

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CITY COUNCIL UPDATE

Mayor Pro Tem Kyle Taylor added that he will work to continue to remind people how important the ARPA funds are to the CVB. He was concerned about the thoroughness of each department's reports, as they were only given six slides to review a five-year plan.

Cole reminded the Committee the next meeting is scheduled for Friday, June 24. With no further discussion, the meeting was adjourned at 11:28 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is fluid and cursive, with the first name "Maura" being the most prominent.

Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
May 2022



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
MAY 2022

Assets

Cash and equivalents	5,353,853.30
Investments	3,030,400.00
Receivables	3,346.00

Total Assets	<u>8,387,599.30</u>
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Liabilities

Accounts payables	1,746.75
Unearned revenue	7,850,390.81
Total Liabilities	<u>7,852,137.56</u>

Fund Balance (Budgetary basis)

Reserve for encumbrances	848,188.58
Unreserved	(312,726.84)

Total Fund Balance	<u>535,461.74</u>
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Total Liabilities and Fund Balance	<u>8,387,599.30</u>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
MAY 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	684,193.74	3,320,449.86	5,397,466.00	61.5%	0.00	2,077,016.14
	PENALTY AND INTEREST	6,664.41	7,937.92	0.00	100.0%	0.00	(7,937.92)
	PRIOR YEAR	0.00	122,879.35	0.00	100.0%	0.00	(122,879.35)
	SHORT-TERM RENTALS	4,323.04	24,155.50	0.00	100.0%	0.00	(24,155.50)
	TOTAL HOTEL/MOTEL TAX	695,181.19	3,475,422.63	5,397,466.00	64.4%	0.00	1,922,043.37
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		778.56	1,325.11	3,000.00	44.2%	0.00	1,674.89
M5 - MISCELLANEOUS							
		0.00	11,686.78	30,000.00	39.0%	0.00	18,313.22
TOTAL REVENUE		695,959.75	3,488,434.52	12,828,811.00	27.2%	0.00	9,340,376.48
EXPENDITURES							
N1 - SALARIES							
		196,464.24	1,454,026.08	2,617,580.00	55.5%	0.00	1,163,553.92
N2 - BENEFITS							
		36,435.10	339,036.52	587,842.99	57.7%	0.00	248,806.47
N4 - SUPPLIES							
		1,233.38	58,699.66	124,988.00	47.0%	12,328.00	53,960.34
O1 - UTILITIES (COMMUNICATIONS)							
		2,099.12	10,655.14	26,100.00	40.8%	0.00	15,444.86
O3 - OUTSIDE SERVICES							
	FREIGHT	308.65	618.06	3,000.00	20.6%	0.00	2,381.94
	MARKETING AND SALES RESOURCES	20,433.03	40,940.96	46,380.00	88.3%	0.00	5,439.04
	MEDIA ADVERTISING	42,720.91	345,747.04	582,399.80	59.4%	230,532.50	6,120.26
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	662.16	663.52
	PROFESSIONAL SERVICES	21,918.67	1,385,886.14	3,170,901.00	43.7%	533,907.42	1,251,107.44
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	TOTAL OUTSIDE SERVICES	85,381.26	2,472,516.52	5,200,330.80	47.5%	765,102.08	1,962,712.20
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	42,612.80	138,565.78	511,000.00	27.1%	22,945.00	349,489.22
	MILEAGE REIMBURSEMENT	78.04	132.52	2,500.00	5.3%	0.00	2,367.48
	MEMBERSHIP AND DUES	2,601.00	33,236.90	53,000.00	62.7%	0.00	19,763.10
	TOTAL TRAVEL - TRAINING - DUES	45,291.84	171,935.20	566,500.00	30.4%	22,945.00	371,619.80
O5 - CLAIMS AND INSURANCE							
		69,022.50	103,533.75	138,045.00	75.0%	0.00	34,511.25
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	27,807.25	139,016.91	215,898.00	64.4%	0.00	76,881.09
	BUSINESS DEV INCENTIVE PROG	23,076.00	123,683.13	500,000.00	24.7%	0.00	376,316.87
	CONVENTION SERVICES MATERIALS	308.75	45,534.13	92,803.83	49.1%	1,813.50	45,456.20
	EVENT SPONSORSHIPS	0.00	75,727.50	138,800.00	54.6%	26,000.00	37,072.50
	ICVB VOLUNTEER PROGRAM	0.00	540.00	5,000.00	10.8%	0.00	4,460.00
	LOCAL PROGRAMS-PROMOTIONS	7,815.33	124,309.77	600,500.00	20.7%	20,000.00	456,190.23
	TOTAL MISCELLANEOUS EXPENSES	59,007.33	508,811.44	1,553,001.83	32.8%	47,813.50	996,376.89
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	111,353.00	0.0%	0.00	111,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	0.0%	0.00	363,000.00
	TRSF TO POB RISK MITIGATION	0.00	0.00	23,139.00	0.0%	0.00	23,139.00
	TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
	TOTAL TRANSFERS OUT	0.00	0.00	976,445.00	0.0%	0.00	976,445.00
TOTAL EXPENDITURES		494,934.77	5,119,214.31	11,902,186.62	43.0%	848,188.58	5,934,783.73

Beginning Fund Balance	2,166,241.53
Revenues	3,488,434.52
Expenditures	(5,119,214.31)
Ending Fund Balance	535,461.74

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



2204 - ICVB CONV CENTER RESERVE / CIP
MONTHLY BALANCE SHEET
MAY 2022

Assets

Cash and equivalents	1,248,846.09
Investments	1,603,000.00

Total Assets	<u>2,851,846.09</u>
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Liabilities

Unearned revenue	2,959,732.65
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Total Liabilities	<u>2,959,732.65</u>
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Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
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Unreserved	(107,886.56)
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Total Fund Balance	<u>(107,886.56)</u>
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Total Liabilities and Fund Balance	<u>2,851,846.09</u>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
MAY 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME		400.87	876.52	500.00	175.3%	0.00	(376.52)
M5 - MISCELLANEOUS		21,924.37	1,175,394.96	1,264,000.00	93.0%	0.00	88,605.04
M6 - TRANSFER FROM ICVB GENERAL		0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE		22,325.24	1,176,271.48	4,506,167.00	26.1%	0.00	3,329,895.52
EXPENDITURES							
N4 - SUPPLIES		0.00	183,222.24	434,794.00	42.1%	0.00	251,571.76
N7 - STRUCTURE MAINTENANCE		37,924.37	267,300.96	264,000.00	101.3%	0.00	(3,300.96)
O3 - OUTSIDE SERVICES		2,951.50	148,227.54	362,000.00	40.9%	0.00	213,772.46
O4 - TRAVEL / TRAIN / DUES		14,150.00	26,059.33	35,000.00	74.5%	0.00	8,940.67
P1 - CAPITAL EXPENDITURES		17,829.00	1,336,175.43	2,046,873.00	65.3%	0.00	710,697.57
TOTAL EXPENDITURES		72,854.87	1,960,985.50	3,142,667.00	62.4%	0.00	1,181,681.50

Beginning Fund Balance	676,827.46
Revenues	1,176,271.48
Expenditures	(1,960,985.50)
Ending Fund Balance	(107,886.56)

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



Irving Convention and Visitors Bureau
Check Register
May 2022

Check #	Check Date	Line Item Description	Check Amount	
			ARPA	HOT Tax
80062340	5/5/2022	AJR MEDIA GROUP MEDIA ADVERTISING ADVERTISING - TOURTEXAS.COM 495.00	495.00	
80062341	5/5/2022	AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA MEDIA ADVERTISING ADVERTISING 5,500.00	5,500.00	
80062342	5/5/2022	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG HEART OF TEXAS H.O.T. LINE DANCE EVENT/APRIL 2022 2,915.00	2,915.00	
80062343	5/5/2022	EX DALLAS LP BUSINESS DEV INCENTIVE PROG COLORADO ROCKIES VS TEXAS RANGERS/APRIL 2022 730.00	730.00	
80062344	5/5/2022	IMAGO MEDIA, INC. MEDIA ADVERTISING ADVERTISING 321.50	321.50	
80062345	5/5/2022	NORTHSTAR TRAVEL MEDIA, LLC MEDIA ADVERTISING ADVERTISING 6,000.00	6,000.00	
80062346	5/5/2022	ROSE, SUSAN COMMUNICATIONS MAR 2022 - CELL 43.58		43.58
80062347	5/5/2022	DFW H38 OWNER LLC BUSINESS DEV INCENTIVE PROG ALL ELITE WRESTLING DALLAS/APRIL 2022 1,265.00	1,265.00	
80062348	5/5/2022	SMG OFFICE MACHINERY APC BATTERY BACKUP / PRINT SERVER SOFTWARE 17,829.00 PROFESSIONAL SERVICES APC BATTERY BACKUP / PRINT SERVER SOFTWARE 2,951.50	20,780.50	
80062349	5/5/2022	SOTO, MONICA COMMUNICATIONS CELL PHONE - MARCH 2022 25.00 COMMUNICATIONS CELL PHONE - APRIL 2022 25.00		50.00
80062350	5/12/2022	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE APR 2022 - RECEIPTS 57,514.79	56,055.44	1,459.35
80062351	5/12/2022	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC MEDIA ADVERTISING ADVERTISING 425.00	425.00	
80062352	5/12/2022	CSC HOLDINGS, LLC BUSINESS DEV INCENTIVE PROG DFW CHURCH/APRIL 2022 835.00	835.00	
80062353	5/12/2022	CUTTS, SUSAN PROFESSIONAL SERVICES DATA ENTRY SERVICES - APR 25 - MAY 06, 2022 675.00	675.00	
80062354	5/12/2022	PIM HIGHLAND TRS CORPORTATION BUSINESS DEV INCENTIVE PROG RESOURCE MANAGEMENT GLOBAL SYMPOSIUM/APR 1,268.00	1,268.00	
80062355	5/12/2022	FEDERAL EXPRESS CORPORATION FREIGHT SHIPPING 7.19 FREIGHT SHIPPING 38.51 FREIGHT SHIPPING 14.73 FREIGHT SHIPPING 9.96		70.39
80062356	5/12/2022	FIRED UP BRANDS, INC PROFESSIONAL SERVICES ICVB STAFF TRAINING 3,333.33	3,333.33	
80062357	5/12/2022	EX DALLAS LP BUSINESS DEV INCENTIVE PROG TEXSOM/THE COURT OF MASTER SOMMELIERS/MAR 1,860.00 BUSINESS DEV INCENTIVE PROG SURGICAL INFECTION SOCIETY CONFERENCE/APR 2022 1,724.00 BUSINESS DEV INCENTIVE PROG ATLANTA BRAVES VS TEXAS RANGERS/MAY 2022 1,135.00 BUSINESS DEV INCENTIVE PROG HOUSTON ASTROS BASEBALL CLUB/APRIL 2022 1,460.00	6,179.00	
80062358	5/12/2022	EX DALLAS LP MEMBERSHIPS, CERTS, & LICENSES MAY 2022 926.00		926.00
80062359	5/12/2022	GUARANTEED EXPRESS, INC. FREIGHT LOCAL DELIVERY SERVICE 123.61		123.61



Irving Convention and Visitors Bureau
Check Register
May 2022

Check #	Check Date	Line Item Description	Check Amount	
			ARPA	HOT Tax
80062360	5/12/2022	IPROMOTEU.COM, INC.	16,029.68	
		MARKETING RESOURCES CLUBCORP SWAG - GOLF TEES POLYBAG COMBO PACK	556.45	
		MARKETING RESOURCES CLUBCORP SWAG - LOGO IMPRINTED GOLF BALLS	2,809.52	
		MARKETING RESOURCES CLUBCORP SWAG - OCTOPOWER SILVER	1,448.83	
		MARKETING RESOURCES CLUBCORP SWAG - STYLUS, WRITING, USB PEN	1,337.36	
		MARKETING RESOURCES CLUBCORP SWAG - MULTI CHARGING CABLES	847.83	
		MARKETING RESOURCES CLUBCORP SWAG - MINI ME BLUETOOTH SPEAKER	1,849.83	
		MARKETING RESOURCES CLUBCORP SWAG - SUNSCREEN	818.20	
		MARKETING RESOURCES CLUBCORP SWAG - M-CLIP	549.83	
		MARKETING RESOURCES CLUBCORP SWAG - 60" USB EXTENDER CORD	614.30	
		MARKETING RESOURCES CLUBCORP SWAG - PHONE SCREEN CLEANER	721.62	
		MARKETING RESOURCES CLUBCORP SWAG - CABLEKEEPER	876.94	
		MARKETING RESOURCES CLUBCORP SWAG - FOLIO TECH ORGANIZER	2,657.10	
		MARKETING RESOURCES CLUBCORP SWAG - 16 GB USB	941.87	
80062361	5/12/2022	IRVING - LAS COLINAS ROTARY CLUB		40.00
		MEMBERSHIPS, CERTS, & LICENSES APRIL 2022	40.00	
80062362	5/12/2022	TECHNICAL SALES & SERVICES, INC.	13,769.09	
		CONVENTION SERVICES MATERIALS TSS-373 NAME BADGE HOLDERS	13,769.09	
80062363	5/12/2022	MALONEY STRATEGIC COMMUNICATION INC	9,962.70	
		PROFESSIONAL SERVICES 2022 ICVB USA TRIATHLON SELFIE CUBE	9,962.70	
80062364	5/12/2022	MANUSAMA, DEBORA CHRISTY	1,030.50	
		PROFESSIONAL SERVICES DIGITAL CONTENT SPECIALIST	1,030.50	
80062365	5/12/2022	MEETING PROFESSIONALS INTERNATIONAL	5,875.00	
		MEDIA ADVERTISING ADVERTISING	5,875.00	
80062366	5/12/2022	HCD DALLAS CORPORATION	1,080.00	
		BUSINESS DEV INCENTIVE PROG SENPA CONFERENCE/APRIL 2022	1,080.00	
80062367	5/12/2022	HCD DALLAS CORPORATION	4,260.00	
		BUSINESS DEV INCENTIVE PROG ASSOCIATION OF EARLY LEARNING LEADERS/APR 2022	4,260.00	
80062368	5/12/2022	TEXAS DEPARTMENT OF TRANSPORTATION	869.25	
		MEDIA ADVERTISING ADVERTISING - TEXAS EVENTS CALENDAR	869.25	
80062369	5/12/2022	TUCKER & ASSOCIATES, LLC	4,000.00	
		PROFESSIONAL SERVICES MONTHLY RETAINER - MAY 2022	4,000.00	
80062370	5/12/2022	WFAA-TV INC	5,499.99	
		MEDIA ADVERTISING ADVERTISING	5,499.99	
80062371	5/19/2022	BOYER JAUDES, CAROL		50.38
		LOCAL PROGRAMS-PROMOTIONS MAR 2022 - MISC	50.38	
80062372	5/19/2022	CELLCO PARTNERSHIP		329.02
		COMMUNICATIONS APRIL 2022	159.43	
		COMMUNICATIONS APRIL 2022	93.33	
		COMMUNICATIONS APRIL 2022	76.26	
80062373	5/19/2022	DIPIETRO, KATHERINE	50.00	150.00
		COMMUNICATIONS MAR 2022 - CELL	75.00	
		TRAVEL AND TRAINING SALES CALLS MAR 2022	20.00	
		TRAVEL AND TRAINING RCMA 2022	30.00	
		COMMUNICATIONS FEB 2022 - CELL	75.00	
80062374	5/19/2022	FEDERAL EXPRESS CORPORATION		114.65
		FREIGHT SHIPPING	67.75	
		FREIGHT SHIPPING	46.90	
80062375	5/19/2022	GAST, MAURA	25.00	
		TRAVEL AND TRAINING CDME BOARD - SPRING CLASSES 2022	25.00	
80062376	5/19/2022	GREENSPRING MEDIA LLC	3,500.00	
		MEDIA ADVERTISING ADVERTISING	3,500.00	



Irving Convention and Visitors Bureau
Check Register
May 2022

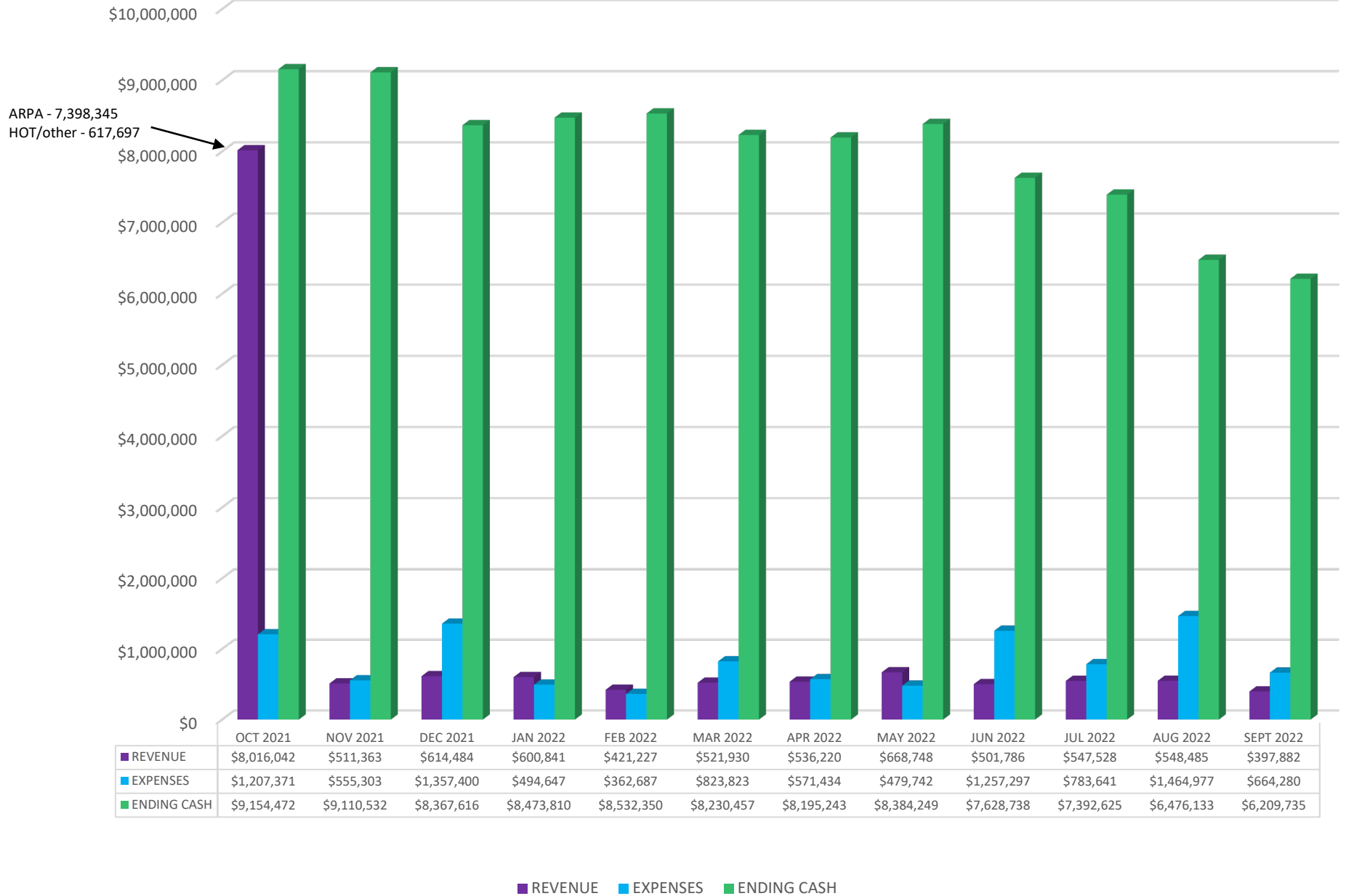
Check #	Check Date	Line Item Description	Check Amount	
			ARPA	HOT Tax
80062377	5/19/2022	HOPKINS, CHERYL COMMUNICATIONS MAR 2022 - CELL	75.00	75.00
80062378	5/19/2022	LAUDA, MARIANNE COMMUNICATIONS MAR 2022 - CELL	75.00	150.00
		COMMUNICATIONS APR 2022 - CELL	75.00	
80062379	5/19/2022	LEVINE, KATHY COMMUNICATIONS APR 2022 - CELL	65.44	65.44
80062380	5/19/2022	LOPEZ, BRENDA COMMUNICATIONS APR 2022 - CELL	75.00	75.00
80062381	5/19/2022	MANSELL, LORI COMMUNICATIONS MAR 2022 - CELL	75.00	75.00
80062382	5/19/2022	PLEASANT TRAVEL HOLDING COMPANY, LLC BUSINESS DEV INCENTIVE PROG PLEASANT HOLIDAYS/APR 2022	303.00	303.00
80062383	5/19/2022	ROBERTS, DEBBIE COMMUNICATIONS FEB 2022 - CELL	75.00	75.00
80062384	5/19/2022	ROSE, SUSAN COMMUNICATIONS APR 2022 - CELL	43.58	43.58
80062385	5/19/2022	DFW H38 OWNER LLC BUSINESS DEV INCENTIVE PROG TABLE TOP GAMERS/MAY 2022	1,526.00	1,526.00
80062386	5/19/2022	SMG BUILDINGS MAINT WESTIN GARAGE RENTAL - MAY 2022	21,924.37	21,924.37
80062387	5/19/2022	SMG TRAVEL AND TRAINING CONFERENCE REGISTRATIONS	14,150.00	14,150.00
80062388	5/19/2022	STODDARD, CAROL COMMUNICATIONS FEB 2022 - CELL	75.00	186.97
		COMMUNICATIONS MAR 2022 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT MAR 2022 - CELL / MILEAGE	36.97	
80062389	5/19/2022	WHITE, MONTY COMMUNICATIONS JAN 2022 - CELL	75.00	225.00
		COMMUNICATIONS FEB 2022 - CELL	75.00	
		COMMUNICATIONS MAR 2022 - CELL	75.00	
80062390	5/26/2022	NORTEX HOTEL OPERATING COMPANY, LLC BUSINESS DEV INCENTIVE PROG SPIRIT NETWORK/FEB 2022	65.00	65.00
80062391	5/26/2022	DIPIETRO, KATHERINE COMMUNICATIONS APR 2022 - CELL	75.00	75.00
80062392	5/26/2022	FOJTASEK, LORI COMMUNICATIONS APR 2022 - CELL / MISC / MILEAGE	75.00	121.07
		LOCAL PROGRAMS-PROMOTIONS APR 2022 - CELL / MISC / MILEAGE	5.00	
		MILEAGE REIMBURSEMENT APR 2022 - CELL / MISC / MILEAGE	41.07	
80062393	5/26/2022	FOSTER, WENDY COMMUNICATIONS APR 2022 - CELL	75.00	75.00
80062394	5/26/2022	EX DALLAS LP BUSINESS DEV INCENTIVE PROG BOSTON RED SOX VS TEXAS RANGERS	1,565.00	2,650.00
		BUSINESS DEV INCENTIVE PROG KANSAS CITY ROYALS VS TEXAS RANGERS	1,085.00	
80062395	5/26/2022	INNOVATIVE PACKAGING GROUP INC. SALES RESOURCES VISIT IRVING CUSTOM WHITE TISSUE	711.58	1,423.15
		MARKETING RESOURCES VISIT IRVING CUSTOM WHITE TISSUE	711.57	
80062396	5/26/2022	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES 2022 ICVB STORAGE FEE - JAN/FEB	410.00	410.00
80062397	5/26/2022	MANSELL, LORI COMMUNICATIONS APR 2022 - CELL	75.00	75.00
		TRAVEL AND TRAINING TSAE OPEN - APR 2022	5.00	



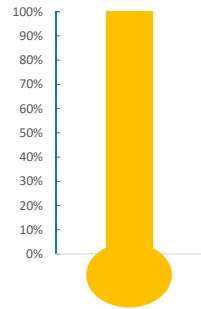
Irving Convention and Visitors Bureau
Check Register
May 2022

Check #	Check Date	Line Item Description	Check Amount	
			ARPA	HOT Tax
80062398	5/26/2022	NAYLOR, LLC	398.65	
		MEDIA ADVERTISING ADVERTISING	99.66	
		MEDIA ADVERTISING ADVERTISING	99.67	
		MEDIA ADVERTISING ADVERTISING	99.66	
		MEDIA ADVERTISING ADVERTISING	99.66	
80062399	5/26/2022	NORTHSTAR TRAVEL MEDIA, LLC	1,650.00	
		MEDIA ADVERTISING ADVERTISING	1,650.00	
80062400	5/26/2022	PRICELINE.COM INTERNATIONAL LIMITED	9,012.52	
		MEDIA ADVERTISING ADVERTISING	9,012.52	
80062401	5/26/2022	ROBERTS, DEBBIE		150.00
		COMMUNICATIONS MAR 2022 - CELL	75.00	
		COMMUNICATIONS APR 2022 - CELL	75.00	
80062402	5/26/2022	SMG	16,000.00	
		BUILDINGS MAINT PARKING GARAGE STAIRWAY PAINTING	16,000.00	
80062403	5/26/2022	STALLINGS, APRIL		67.50
		COMMUNICATIONS CELL PHONE - MAY 2022	67.50	
80062404	5/26/2022	STAPLES		272.52
		OFFICE SUPPLIES OFFICE SUPPLIES	84.44	
		OFFICE SUPPLIES OFFICE SUPPLIES	188.08	
80062405	5/26/2022	TEXAS DEPARTMENT OF TRANSPORTATION	2,679.00	
		MEDIA ADVERTISING ADVERTISING - TEXAS HIGHWAYS	2,679.00	
80062406	5/26/2022	TUNGETT, MATT		75.00
		COMMUNICATIONS APR 2022 - CELL	75.00	
		Total Number of Invoices	108	
		Total Number of Checks	67	
			250,164.73	
			223,001.30	27,163.43
			89.1%	10.9%

Irving Convention and Visitors Bureau FY22 Cash Flow May 2022



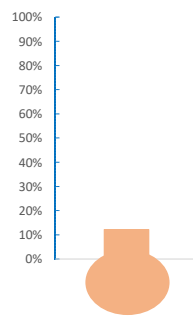
**REPAYMENT OF FY21 LOAN
FROM CITY**



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

FY22 YEAR END GOAL
N/A

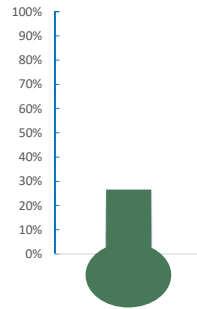
COMBINED FUNDS



GOAL: \$10,500,000
CURRENT: \$428,493

FY22 YEAR END GOAL
\$3,500,000

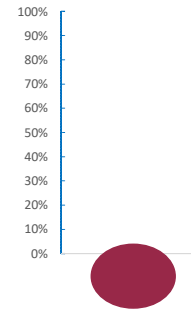
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$535,462

FY22 YEAR END GOAL
\$2,000,000

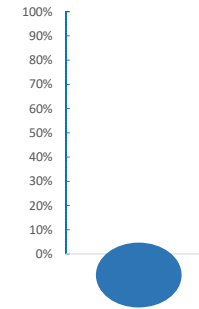
CATASTROPHIC RESERVE



GOAL: \$5,000,000
CURRENT: \$710

FY22 YEAR END GOAL
\$500,000

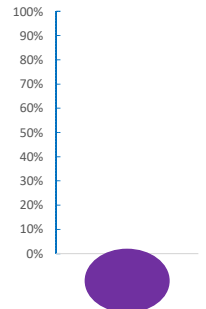
COMPUTER FUND



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

FY22 YEAR END GOAL
N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: <\$107,886>

FY22 YEAR END GOAL
\$1,000,000



Date Distributed: June 17, 2022

Monthly Financial Summary

For Period Ending May 31, 2022

IRVING CONVENTION CENTER
Monthly Financial Reports
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Period Ending
May 31, 2022

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	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	97,552	38,325	127,975	82,275	143,319	141,320	156,425	213,375	116,000	182,575	110,525	1,493,786
Service Income	38,043	41,347	22,029	29,134	30,944	75,707	33,636	66,668	23,000	22,000	26,600	26,100	435,206
Service Expenses	(55,054)	(59,933)	(27,912)	(47,174)	(46,087)	(94,789)	(70,999)	(103,724)	(50,000)	(50,000)	(50,000)	(50,000)	(705,672)
Total Direct Event Income	67,109	78,967	32,442	109,935	67,132	124,237	103,957	119,369	186,375	88,000	159,175	86,625	1,223,319
Ancillary Income													
F & B Concessions	16,413	39,965	11,425	33,076	14,921	17,438	30,507	4,666	25,000	1,500	5,000	10,000	209,910
F & B Catering	111,491	199,961	146,540	130,994	143,660	233,529	197,441	264,090	249,502	140,372	165,300	362,292	2,345,172
Parking: Self Parking	37,393	55,938	17,618	30,735	32,981	31,574	33,834	38,650	17,917	16,605	18,392	19,065	350,702
Electrical Services	10,160	4,790	2,600	4,125	5,955	35,612	1,105	7,745	6,250	6,250	7,750	6,250	98,592
Audio Visual	-	162	(0)	(0)	(1,181)	(900)	0	1,600	-	-	-	-	(320)
Internet Services	1,445	(140)	105	(820)	350	630	6,900	1,314	-	-	-	-	9,783
Total Ancillary Income	176,902	300,676	178,288	198,110	196,686	317,883	269,787	318,065	298,669	164,727	196,442	397,607	3,013,840
Total Event Income	244,011	379,642	210,730	308,045	263,818	442,120	373,744	437,434	485,044	252,727	355,617	484,232	4,237,165
Other Operating Income	59,701	46,198	47,409	39,897	48,876	70,848	81,952	89,546	46,424	46,424	46,424	46,424	670,124
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	425,841	606,139	347,942	312,694	862,968	455,696	526,980	880,219	299,151	402,041	878,906	6,302,289
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	174,735	177,058	172,087	184,697	195,520	188,876	196,320	196,320	196,320	252,300	2,285,701
Benefits	48,886	47,313	48,014	54,607	51,576	59,290	(28,541)	60,049	61,164	61,164	61,164	61,164	585,850
Less: Event Labor Allocations	(5,711)	(6,778)	(3,582)	(3,504)	(5,279)	(3,660)	(5,356)	(6,093)	(7,500)	(7,500)	(7,500)	(7,500)	(69,963)
Net Employee Wages and Benefits	213,491	221,688	219,167	228,161	218,384	240,327	161,623	242,832	249,984	249,984	249,984	305,964	2,801,588
Contracted Services	62,204	56,194	89,302	57,582	62,085	59,711	61,491	60,886	65,038	65,038	65,038	65,038	769,609
General and Administrative	42,538	94,338	(38,562)	40,894	19,098	19,179	13,614	46,984	40,576	41,251	40,266	127,493	487,669
Operations	29,106	25,867	20,351	21,016	27,250	27,165	33,900	36,765	24,527	24,527	24,527	24,674	319,675
Repair & Maintenance	46,573	41,920	38,218	39,912	55,278	40,846	30,583	60,265	32,042	32,042	32,042	40,042	489,763
Supplies	10,689	7,687	7,347	12,977	8,055	17,697	10,968	27,944	9,041	9,041	9,041	8,779	139,267
Insurance	4,761	5,305	5,561	5,994	5,195	4,876	8,230	5,427	8,230	8,230	8,230	8,230	78,269
Utilities	49,414	40,756	43,366	44,237	43,028	49,006	42,854	51,873	43,333	43,333	43,333	81,767	576,298
Other	516	41,144	1,309	353	49	174	224	1,719	42	42	42	42	45,657
SMG Management Fees	26,985	35,662	28,761	31,555	30,322	36,668	37,031	40,334	39,128	27,851	30,235	46,805	411,337
Total Operating Expenses	486,277	570,560	414,820	482,681	468,744	495,649	400,518	575,028	511,941	501,339	502,738	708,834	6,119,132
Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(48,048)	368,278	(202,188)	(100,697)	170,072	183,157
Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(48,048)	368,278	(202,188)	(100,697)	170,072	183,157

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending May 31, 2022

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	17,016	3,400	13,616	9,620
Events	22	6	16	15
Event Days	34	13	21	41
Direct Event Income	119,369	105,550	13,819	141,088
Ancillary Income	318,065	224,127	93,938	109,190
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	437,434	329,677	107,757	250,278
Other Operating Income	89,546	66,421	23,125	34,031
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	526,980	396,098	130,882	284,309
Indirect Expenses	(575,028)	(492,257)	(82,771)	(335,610)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(48,048)</u>	<u>(96,159)</u>	<u>48,111</u>	<u>(51,301)</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Eight Months Ending May 31, 2022

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	110,115	87,915	22,200	34,933
Events	140	91	49	44
Event Days	232	184	48	125
Direct Event Income	703,162	710,755	(7,593)	511,551
Ancillary Income	1,956,389	1,432,304	524,085	357,749
Total Event Income	2,659,551	2,143,059	516,492	869,300
Other Operating Income	484,428	531,368	(46,940)	219,815
Adjusted Gross Income	3,143,979	2,674,427	469,552	1,089,115
Indirect Expenses	(3,894,273)	(3,931,350)	37,077	(2,859,448)
Net Income (Loss) From Operations	(750,294)	(1,256,923)	506,629	(1,770,333)

ASM - Irving Convention Center
Balance Sheet
May 31, 2022

ASSETS

Current Assets

Cash	\$ 1,244,049
Accounts Receivable	593,997
Prepaid Assets	13,945
Inventory	58,282
	<hr/>

Total Current Assets		1,910,273
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Total Assets	\$	1,910,273
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 691,885
Accrued Expenses	206,985
Deferred Income	0
Advance Ticket Sales/Deposits	1,063,697
Other Current Liabilities	0
	<hr/>

Total Current Liabilities		1,962,567
---------------------------	--	-----------

Long-Term Liabilities

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities		0
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Total Liabilities		1,962,567
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Equity

Net Funds Received	15,652,139
Retained Earnings	(14,954,139)
Net Income (Loss)	(750,294)
	<hr/>

Total Equity		(52,294)
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Total Liabilities & Equity	\$	1,910,273
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ASM - Irving Convention Center
Income Statement
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	156,425	111,050	45,375	871,311	748,886	122,425	483,656
Service Revenue	66,668	24,250	42,418	337,505	199,869	137,636	98,694
Service Expenses	(103,724)	(29,750)	(73,974)	(505,654)	(238,000)	(267,654)	(70,799)
Total Direct Event In	119,369	105,550	13,819	703,162	710,755	(7,593)	511,551
Ancillary Income							
F & B Concessions	4,666	5,000	(334)	168,407	75,310	93,097	54,117
F & B Catering	264,090	199,880	64,210	1,427,702	1,150,257	277,445	164,612
Parking	38,650	12,997	25,653	278,725	144,566	134,159	105,520
Electrical Services	7,745	6,250	1,495	72,092	62,171	9,921	33,143
Audio Visual	1,600	0	1,600	(320)	0	(320)	1,007
Internet Services	1,314	0	1,314	9,783	0	9,783	(650)
Total Ancillary Inco	318,065	224,127	93,938	1,956,389	1,432,304	524,085	357,749
Total Event Income	437,434	329,677	107,757	2,659,551	2,143,059	516,492	869,300
OTHER OPERATING INCOME							
Other Income	89,546	66,421	23,125	484,428	531,368	(46,940)	219,815
Total Other Operatin	89,546	66,421	23,125	484,428	531,368	(46,940)	219,815
Adjusted Gross Inco	526,980	396,098	130,882	3,143,979	2,674,427	469,552	1,089,115
INDIRECT EXPENSES							
Salaries & Wages	188,876	210,155	21,279	1,444,441	1,681,240	236,799	1,135,441
Payroll Taxes & Ben	60,049	62,769	2,720	341,198	502,152	160,954	468,806
Labor Allocations to	(6,093)	(26,524)	(20,431)	(39,964)	(212,192)	(172,228)	(11,368)
Net Salaries and Ben	242,832	246,400	3,568	1,745,675	1,971,200	225,525	1,592,879
Contracted Services	60,886	51,732	(9,154)	509,450	413,856	(95,594)	282,199
General and Adminis	46,984	45,001	(1,983)	238,084	385,032	146,948	185,802
Operating	36,765	24,527	(12,238)	221,415	196,216	(25,199)	100,102
Repairs & Maintenan	60,264	32,042	(28,222)	353,595	256,336	(97,259)	181,539
Operational Supplies	27,944	9,041	(18,903)	103,363	73,078	(30,285)	47,484
Insurance	5,427	7,083	1,656	45,349	56,664	11,315	49,639
Utilities	51,873	43,333	(8,540)	364,535	346,664	(17,871)	300,782
Other	1,719	42	(1,677)	45,489	336	(45,153)	(9,097)
ASM Management F	40,334	33,056	(7,278)	267,318	231,968	(35,350)	128,119
Total Indirect Expens	575,028	492,257	(82,771)	3,894,273	3,931,350	37,077	2,859,448

ASM - Irving Convention Center
Income Statement
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(48,048)</u>	<u>(96,159)</u>	<u>48,111</u>	<u>(750,294)</u>	<u>(1,256,923)</u>	<u>506,629</u>	<u>(1,770,333)</u>

IRVING CONVENTION CENTER/SMG
Year Over Year Income Comparison
For the Eight Months Ending May 31, 2022

	Current Month Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	156,425	134,200	32,000	120,075	135,950	79,385
F & B Concessions	4,666	15,286	0	23,322	27,014	8,688
F & B Catering	264,090	49,057	0	367,302	270,728	265,405
Total Event Income	437,434	250,278	32,000	710,992	404,911	364,845
Total Indirect Expenses	575,028	335,612	344,412	556,556	485,994	468,663

	Year to Date Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	871,311	483,656	627,664	902,072	857,036	649,706
F & B Concessions	168,407	54,117	100,811	153,474	163,266	102,365
F & B Catering	1,427,702	164,612	2,377,440	2,388,644	2,449,893	2,151,404
Total Event Income	2,659,551	869,300	3,110,693	3,608,723	3,492,078	2,955,186
Total Indirect Expenses	3,894,273	2,859,449	4,237,829	4,313,427	4,395,344	3,884,710

ASM - Irving Convention Center
Monthly Event Income Statement: Assemblies
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	4,722	0	4,938	0
Events	2	0	4	0
Event Days	2	0	4	0
Direct Event Income				
Rental Income	22,600	0	24,625	0
Service Revenue	1,408	0	1,633	0
Service Expenses	(13,234)	0	(15,401)	0
Total Direct Event Income	10,774	0	10,857	0
Ancillary Income				
F & B Concessions	0	0	0	0
F & B Catering	1,756	0	2,761	0
Parking	8,967	0	8,967	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	0	0
Audio Visual	1,600	0	1,600	0
Internet Services	0	0	0	0
Total Ancillary Income	12,323	0	13,328	0
Total Event Income	23,097	0	24,185	0

ASM - Irving Convention Center
Monthly Event Income Statement: Banquets
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	2,669	1,950	11,977	10,735
Events	5	3	29	24
Event Days	6	5	36	34
Direct Event Income				
Rental Income	7,500	0	47,370	8,650
Service Revenue	2,630	500	17,417	3,000
Service Expenses	(15,283)	0	(61,419)	0
Total Direct Event Income	(5,153)	500	3,368	11,650
Ancillary Income				
F & B Concessions	0	0	913	0
F & B Catering	76,756	50,920	445,910	358,098
Parking	(127)	0	(389)	6,970
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	240	0	2,510	0
Audio Visual	0	0	(1)	0
Internet Services	0	0	0	0
Total Ancillary Income	76,869	50,920	448,943	365,068
Total Event Income	71,716	51,420	452,311	376,718

ASM - Irving Convention Center
Monthly Event Income Statement: Consumer / Public Shows
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	3,300	0	21,850	27,470
Events	3	0	20	16
Event Days	4	0	35	34
Direct Event Income				
Rental Income	25,800	0	200,569	167,769
Service Revenue	17,827	0	85,691	10,625
Service Expenses	(13,336)	0	(93,676)	0
Total Direct Event Income	30,291	0	192,584	178,394
Ancillary Income				
F & B Concessions	1,225	0	32,305	12,010
F & B Catering	655	0	16,176	9,120
Parking	8,873	0	69,300	21,525
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	1,410	0	12,565	0
Audio Visual	0	0	0	0
Internet Services	(695)	0	(595)	0
Total Ancillary Income	11,468	0	129,751	42,655
Total Event Income	41,759	0	322,335	221,049

ASM - Irving Convention Center
Monthly Event Income Statement: Conventions
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	585	500	7,035	15,750
Events	1	1	5	4
Event Days	1	3	12	12
Direct Event Income				
Rental Income	7,100	16,350	29,600	44,450
Service Revenue	1,512	750	53,858	2,250
Service Expenses	(3,313)	0	(64,018)	0
Total Direct Event Income	5,299	17,100	19,440	46,700
Ancillary Income				
F & B Concessions	0	3,000	6,997	12,060
F & B Catering	25,367	0	119,535	78,660
Parking	0	0	17,458	8,200
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	5,040	0
Audio Visual	0	0	0	0
Internet Services	0	0	450	0
Total Ancillary Income	25,367	3,000	149,480	98,920
Total Event Income	30,666	20,100	168,920	145,620

ASM - Irving Convention Center
Monthly Event Income Statement: Meetings
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	2,458	250	27,937	19,565
Events	7	1	55	31
Event Days	12	2	93	55
Direct Event Income				
Rental Income	54,925	20,700	334,995	212,745
Service Revenue	12,867	0	71,696	2,700
Service Expenses	(22,750)	0	(135,202)	0
Total Direct Event Income	<u>45,042</u>	<u>20,700</u>	<u>271,489</u>	<u>215,445</u>
Ancillary Income				
F & B Concessions	0	0	15,653	4,620
F & B Catering	89,449	70,680	679,443	510,579
Parking	8,268	3,772	34,786	15,211
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	5,255	0	26,657	5,000
Audio Visual	0	0	(1,181)	0
Internet Services	2,149	0	2,037	0
Total Ancillary Income	<u>105,121</u>	<u>74,452</u>	<u>757,395</u>	<u>535,410</u>
Total Event Income	<u>150,163</u>	<u>95,152</u>	<u>1,028,884</u>	<u>750,855</u>

ASM - Irving Convention Center
Monthly Event Income Statement: Sporting Event
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	2,100	700	32,650	10,100
Events	1	1	10	10
Event Days	3	3	26	36
Direct Event Income				
Rental Income	21,500	21,000	174,402	163,522
Service Revenue	12,824	1,000	71,887	3,294
Service Expenses	(11,125)	0	(88,176)	0
Total Direct Event Income	23,199	22,000	158,113	166,816
Ancillary Income				
F & B Concessions	3,376	0	108,605	44,120
F & B Catering	0	0	79,514	8,360
Parking	9,059	820	134,401	21,320
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	550	0	4,980	0
Audio Visual	0	0	162	0
Internet Services	(140)	0	5,621	0
Total Ancillary Income	12,845	820	333,283	73,800
Total Event Income	36,044	22,820	491,396	240,616

ASM - Irving Convention Center
Monthly Event Income Statement: Trade Shows
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	1,142	0	3,342	4,200
Events	2	0	4	2
Event Days	5	0	13	9
Direct Event Income				
Rental Income	17,000	0	59,750	70,750
Service Revenue	17,600	0	34,673	2,000
Service Expenses	(24,508)	0	(46,118)	0
Total Direct Event Income	10,092	0	48,305	72,750
Ancillary Income				
F & B Concessions	65	0	3,934	500
F & B Catering	69,762	0	81,088	17,480
Parking	3,610	0	14,202	2,460
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	290	0	20,340	10,000
Audio Visual	0	0	(900)	0
Internet Services	0	0	2,270	0
Total Ancillary Income	73,727	0	120,934	30,440
Total Event Income	83,819	0	169,239	103,190

ASM - Irving Convention Center
Monthly Event Income Statement: ICVB
For the Eight Months Ending May 31, 2022

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Attendance	40	0	386	95
Events	1	0	13	4
Event Days	1	0	13	4
Direct Event Income				
Rental Income	0	0	0	0
Service Revenue	0	0	0	0
Service Expenses	(175)	0	(910)	0
Total Direct Event Income	(175)	0	(910)	0
Ancillary Income				
F & B Concessions	0	0	0	0
F & B Catering	1,059	0	5,340	0
Parking	0	0	0	0
Parking: Valet	0	0	0	0
Booth Cleaning	0	0	0	0
Electrical Services	0	0	0	0
Audio Visual	0	0	0	0
Internet Services	0	0	0	0
Total Ancillary Income	1,059	0	5,340	0
Total Event Income	884	0	4,430	0

From: [Andrew Sherwood](#)
To: [Marianne Lauda](#)
Subject: RE: HOT Tax P&I Info
Date: Monday, June 13, 2022 9:51:47 AM
Attachments: [Irving, TX Code of Ordinances - HOT.pdf](#)

Good Morning Marianne, I've included responses below related to this request. In relation to this matter I am working on a read file memo on the issue of delinquency and will be providing a copy to the ICVB board once complete after review by the CFO and legal.

Thank you,
Andrew

From: Marianne Lauda <mlauda@irvingtexas.com>
Sent: Wednesday, June 8, 2022 2:44 PM
To: Andrew Sherwood <asherwood@cityofirving.org>
Subject: [External] HOT Tax P&I Info

USE CAUTION when clicking links & opening attachments!

Hi Andrew - -

At our last board meeting, one of our board members asked for information relating to hotel tax. He requested:

--What is the city's P&I policy as it relates to delinquent hotel tax? The city's P&I policy for hotel occupancy tax is in the city Code of Ordinances associated with HOT (attached). 16A-6 outlines assessment of penalty and interest and 16A-7, 16A-8 and 16A-10 go into city policies on enforcement mechanisms.

--How much P&I have Sheraton and Doubletree each paid since they were delinquent starting in spring of 2021? As a result of their delinquency and in accordance with city policy, these figures follow and are as of June 2, 2022:

Doubletree: Penalty: \$31,744.38
Interest: \$11,521.26

Sheraton: Penalty: \$98,459.86
Interest: \$31,552.80

Would you be able to provide me with this information by Wednesday June 15?

Thanks
Marianne

ARTICLE I. - STANDARD HOTEL OCCUPANCY TAX

Sec. 16A-1. - Definitions.

In this article, the following words, terms, and phrases are, except where the context clearly indicates a different meaning, defined as follows:

Chief financial officer shall mean the chief financial officer of the City of Irving or his/her designated representative.

Consideration shall mean the cost of the room in such hotel used for sleeping, and shall not include the cost of any food served or personal services rendered to the occupant of such room not related to the cleaning and readying of such room for occupancy.

Hotel shall mean any building or buildings in which the public may, for a consideration, obtain sleeping accommodations. The term shall include hotels, motels, tourist homes, houses, or courts, lodging houses, inns, rooming houses or other buildings where rooms are furnished for a consideration, but "hotel" shall not be defined so as to include hospitals, sanitariums, or nursing homes.

Monthly collection/reporting period shall mean the regular calendar months of the year. The last day of each month marks the end of the Monthly Collection/Reporting Period.

Municipal fiscal quarter shall mean a calendar quarter of the year; the first quarter is October, November, and December; the second quarter is January, February, and March; the third quarter is April, May, and June; and the fourth quarter is July, August, and September.

Occupancy shall mean the use or possession, or the right to the use or possession, of any room in a hotel if the room is one (1) ordinarily used for sleeping and if the occupant's use, possession, or right to use or possession extends for a period of less than thirty (30) days.

Occupant shall mean anyone who for a consideration uses, possesses, or has a right to use or possess any room in a hotel if the room is one ordinarily used for sleeping.

Permanent resident shall mean any occupant who has or shall have the right to occupy any room or rooms or sleeping space or facility in a hotel for at least thirty (30) consecutive days during the current calendar year or preceding year, so long as there is no interruption in payment for the period.

(Ord. No. 8930, § 1, 3-13-08; Ord. No. 2020-10347, § 1, 6-25-20; Ord. No. 2020-10366, § 1, 8-20-20)

Sec. 16A-2. - Levy of tax; rate; exceptions.

- (a) There is hereby levied a tax upon the cost of occupancy of any room or space furnished by any hotel where the cost of occupancy is at the rate of two dollars (\$2.00) or more per day, such tax to be equal to seven (7) percent of the consideration paid by the occupant of such room, space or facility to such hotel, exclusive of other taxes imposed by other government a hotel does not include the cost of food served by the hotel or the cost of personal services performed by the hotel agencies. The price of a room inl for the person except those services related to the cleaning and readying of the room for possession.

- (b) Exceptions to the subsection (a) tax are as follows:

- (1) No tax shall be imposed hereunder upon a permanent resident.
- (2) This chapter does not impose a tax on the United States, this state, or an agency, institution, board, or commission of this state other than an institution of higher education.
- (3) This chapter does not impose a tax on an officer or employee of a governmental entity described in subsection (2) above when traveling on or otherwise engaged in the course of official duties for the governmental entity.
- (4) No tax shall be imposed hereunder for diplomatic personnel who present a tax exemption card issued by the United States Department of State.
- (5) No tax shall be imposed hereunder for federal or state military personnel traveling on official military business. This exemption does not cover military staff on leave or between stations.

(Ord. No. 8930, § 1, 3-13-08)

State Law reference— Hotel occupancy tax authorized, V.T.C.A., Tax Code § 351.002; rate of tax, V.T.C.A., Tax Code § 351.003; tax exemptions, V.T.C.A., Tax Code § 351.006.

Sec. 16A-3. - Collection.

- (a) Every person owning, operating, managing, or controlling any hotel or any employee of a hotel who in the course of their duties collects money from patrons in exchange for room occupancy, shall collect the tax imposed in section 16A-2 hereof for the city.
- (b) As of January 1, 1974, and thereafter, said tax shall be a preferred lien, first and prior to any and all other existing liens, contractual or statutory, legal or equitable, and regardless of the time such liens originated, and this lien shall attach as of the date such tax is due and payable but before such lien shall become a lien on real estate, notice thereof shall be filed in the county deed records where the real estate is located on which the lien is desired and said lien shall not be valid or effective as against any mortgagee, holder of a deed of trust, purchaser, pledgee, or judgment creditor acquiring title, lien, or other right or interest before such notice has been so filed and recorded.

(Ord. No. 8930, § 1, 3-13-08)

State Law reference— Collection of hotel tax, V.T.C.A., Tax Code § 351.004.

Sec. 16A-4. - Registration reports; monthly reports to chief financial officer.

- (a) As a condition of operating a hotel in the city, the person who owns, operates, manages, or is in control of any hotel in the city, shall file a registration report with the chief financial officer. Said report shall be on a form provided by the finance department.
- (b) On the last day of the month following each monthly collection/reporting period, every person required to collect the tax imposed hereby shall file a report with the chief financial officer showing the consideration paid for all room occupancies in the preceding month, the amount of the tax collected on such occupancies, and any other information or on any form the chief financial officer may reasonably require. Such person shall pay the tax due on such occupancies at the time of filing the report. The report shall be in a form prescribed by the chief financial officer. The chief financial officer is hereby authorized and directed to do all

such things necessary or convenient to carry out the terms of this article. The chief financial officer shall have the authority to request and receive within a reasonable time documentation of information contained in the report to the city by the hotel. The hotel operator shall retain all such documentation for a period of four (4) years.

(Ord. No. 8930, § 1, 3-13-08; Ord. No. 2020-10366, § 2, 8-20-20)

Sec. 16A-5. - Rules and regulations for collection.

The chief financial officer shall have the power to make such rules and regulations as are necessary to effectively collect the tax levied herein.

(Ord. No. 8930, § 1, 3-13-08)

Sec. 16A-6. - Civil penalties for failure to collect or remit.

Any person who shall fail to file a report as required herein, or shall file a false report or shall fail to pay to the chief financial officer the tax as imposed herein when said report or payment is due, shall be liable, in addition to the amount of tax owed under this article, for interest on the principal amount due at the rate of nine (9) percent per annum, and if the amount of tax owed under this article has not been paid for at least one (1) complete municipal fiscal quarter after when the payment is due, a penalty equal to fifteen (15) percent of the tax amount owed, provided, however, that the penalty shall never be less than one dollar (\$1.00).

(Ord. No. 8930, § 1, 3-13-08; Ord. No. 2020-10347, § 2, 6-25-20)

Sec. 16A-7. - Additional civil penalties for failure to collect or remit.

The city is hereby authorized to take the following action against any person who is required to collect the tax imposed hereby and pay the collection over to the city and who has failed to file a report, or filed a false report, or failed to pay the tax when due or any person purchasing a hotel when the hotel owes occupancy taxes pursuant to section 16A-9:

- (1) Bring suit against the hotel for noncompliance; and/or
- (2) Bring suit against the hotel seeking any other remedies provided under law.

(Ord. No. 8930, § 1, 3-13-08)

Sec. 16A-8. - Additional authorization to bring suit.

The city attorney is hereby authorized to bring suit against any person required to collect the tax imposed hereby and required to pay the collection over to the city and who has failed to file a report, or filed a false report, or failed to pay the tax when due or any person purchasing a hotel when the hotel owes occupancy taxes, pursuant to section 16A-9. Such suit may seek to collect such tax not paid or to enjoin such person from operating a hotel in the city until the tax is paid or the report is filed or both, as applicable, and may seek any other remedies provided by law.

(Ord. No. 8930, § 1, 3-13-08)

Sec. 16A-9. - Collection procedures on purchase of hotel.

- (a) If a person who is liable for the payment of a tax under this article is the owner of a hotel and sells the hotel, the successor to the seller or the seller's assignee shall withhold an amount of the purchase price sufficient to pay the amount due until the seller provides a receipt by the chief financial officer showing that the amount has been paid or a certificate showing that no tax is due.
- (b) The purchaser of a hotel who fails to withhold an amount of the purchase price as required by this section is liable for the amount required to be withheld to the extent of the value of the purchase price.
- (c) The purchaser of a hotel may request that the chief financial officer provide a receipt under subsection (a) and issue a certificate stating that no tax is due or issue a statement of the amount required to be paid before a certificate may be issued. The chief financial officer shall issue the certificate or statement not later than the sixtieth day after the date that the chief financial officer receives the request.
- (d) If the chief financial officer fails to issue the certificate or statement within the period provided by subsection (c), the purchaser is released from the obligation to withhold the purchase price or pay the amount due.

(Ord. No. 8930, § 1, 3-13-08)

Sec. 16A-10. - Criminal penalties for failure to collect or remit.

If any person shall fail to file a report as required herein, or shall file a false report, or shall fail to pay to the chief financial officer the tax as imposed here when said report or payment is due, then such person shall be deemed guilty of a misdemeanor and shall, upon conviction, be punished by a fine not to exceed five hundred dollars (\$500.00), and each twenty-four (24) hours of any such violation shall constitute a separate offense.

(Ord. No. 8930, § 1, 3-13-08)

State Law reference— Penalty for ordinance violations, V.T.C.A., Local Government Code § 54.001.

Sec. 16A-11. - Administrative expenses.

The city shall retain a sufficient amount of the gross amount of the hotel occupancy tax collected to cover day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs so long as they are incurred in the promotion and servicing expenditures authorized under § 351.101(a) of the Texas Tax Code.

(Ord. No. 8930, § 1, 3-13-08)

Sec. 16A-12. - Disposition and use of revenue.

- (a) *Disposition by city council.* Two-sevenths ($\frac{2}{7}$) of the hotel occupancy tax as budgeted each year by the city council shall be administered by the city council and used for purposes authorized by § 351.101 of the Texas Tax Code, as amended.
- (b) *Disposition by convention and visitors bureau, arts center, and preservation and redevelopment board.* The revenue derived from five-sevenths ($\frac{5}{7}$) of the hotel occupancy tax as budgeted each year by the city council shall be administered by the Irving Convention and Visitors Bureau, the Irving Arts Center, and the Irving Preservation and Redevelopment Board and may only be used for the purposes authorized by statute (Texas Tax Code § 351.101, as amended).
 - (1) *Administration of revenue by convention and visitors bureau.* Fifty-seven (57) percent of the revenue

derived from this tax shall be administered by the Irving Convention and Visitors Bureau as approved by city council.

- (2) *Administration of revenue by arts center.* Thirty-five and one-half (35½) percent of the revenue derived from this tax shall be administered by the Irving Arts Center as approved by city council. Only fifteen (15) percent of the revenue derived from this tax shall be used for purposes set out in § 351.101(a)(4) of the Texas Tax Code. Twenty and one-half (20½) percent of the revenue derived from this tax administered by the Irving Arts Center shall be used for purposes other than § 351.101(a)(4) as allowed by state law.
 - (3) *Administration of revenue by preservation and redevelopment board.* One (1) percent of the revenue derived from this tax shall be administered by the Irving Preservation and Redevelopment Board as approved by city council.
 - (4) *Museum purposes.* Two and one-half (2½) percent of the revenue derived from this tax shall be dedicated for museum purposes and shall be administered as provided by city council.
 - (5) *Convention center and entertainment venue debt service.* Four (4) percent of the revenue derived from this tax shall be dedicated to the payment of debt service on any obligations issued by the city relating to the convention center and entertainment venue project or for maintenance, and operations requirements of the convention center and entertainment venue as approved by city council and authorized under Chapter 351, Texas Tax Code, as amended
- (c) Notwithstanding the allocation of hotel occupancy tax revenues herein, the city council may pledge all or a portion of its hotel occupancy tax revenues to the payment of bonds or other obligations (Texas Tax Code § 351.102, as amended).
 - (d) Notwithstanding the allocation of hotel occupancy tax in (b) herein, all hotel occupancy tax revenues generated from the Irving Convention Center Hotel shall be pledged to or otherwise used for the payment of bonds or other obligations by the city and shall not be allocated pursuant to section (b) of this section.

(Ord. No. 8930, § 1, 3-13-08; Ord. No. 2008-8998, § 1, 10-2-08; Ord. No. 2017-9901, § 1, 1-12-17)

Sec. 16A-13. - Reserved.

IRVING CONVENTION AND VISITORS BUREAU
GENERAL AND RESERVE FUND POLICY – Proposed Changes

The Irving Convention and Visitors Bureau (ICVB) maintains three reserve funds, in addition to an operating (General) fund.

GENERAL FUND OPERATING RESERVES

The ICVB's major source of revenue is the City of Irving hotel tax which is remitted to the ICVB on a quarterly basis. In order to sustain a sufficient cash flow, the ICVB maintains a fund balance of 90-120 days of operating expenditures. Funds above this level may be used to supplement the operating budget as needed, accommodate un-budgeted priorities approved by the Board that may arise during the fiscal year, or may be transferred to other funds as authorized.

NOTES: There is a goal of \$2 million for the Fund Balance.

ICVB RESERVE FUND

This Reserve Fund was originally established to build the Center for the Arts and Irving Convention & Visitors Bureau Office Complex (now known as the Irving Arts Center). After the office portion of the Arts Center was built, and prior to the incidents of 9-11, the fund was used primarily for budget adjustments and to fund additional opportunities that arose during the fiscal year. After 9-11, the ICVB adopted a long-term reserve fund strategy to maintain 6 months of operating funds in this account by FY 2008-09. This provides for business continuity for the ICVB in the event of another incident similar to 9-11, as well as to better protect the organization because of the volatility of this revenue stream. This fund's primary purpose is as a Catastrophic Reserve, to protect the ICVB from events beyond the control of the organization which substantially and negatively impact funding for operations.

This fund is funded by transfers from the General Fund.

NOTES: In FY 2010-11, the City of Irving reduced the ICVB Reserve Fund balance for \$2.136 million to \$20,000 to fund the November 2010 Irving Convention Center debt service payment. It is a priority for the Board of Directors to replenish this operating Reserve Fund as revenues allow. In 2019-20, the balance of the ICVB Reserve was transferred to the ICVB General Fund to supplement operations in the face of COVID. The new goal for this fund is \$5 million.

During the 2022-23 budget process, and pending direction from City staff, the budget proposal notes future years' funding requests from ARPA (FY 24 and FY 25) is being temporarily transferred into the ICVB Reserve Fund for holding purposes only, as there is no other appropriate account of funding string currently assigned within MUNIS to transfer these funds. Expenditures will only be authorized/allowed from these funds based on the requirements and limitations of ARPA. ARPA allocations for future years have not yet been determined; these funding transfers are based on the original ARPA requests submitted by the ICVB to the City in spring 2021.

ICVB COMPUTER REPLACEMENT FUND

Funding in this account is used to replace bureau computer hardware and systems, including large software packages (such as the CRM system), cyber-security requirements and other technology-related upgrades.

This fund is funded by transfers that are budgeted annually from the General Fund. Funding is calculated using a depreciation schedule based on the estimated life of each asset.

NOTES: This fund was used to supplement the Convention Center technology infrastructure at a level of \$200,000 in 2010, and has since been reimbursed. In 2019-20, the balance of the ICVB Reserve was transferred to the ICVB General Fund to supplement operations in the face of COVID. The goal for this fund is \$500,000.

ICVB CONVENTION CENTER CAPITAL PROJECTS FUND (formerly the ICVB BUILDING FUND)

The ICVB Building Fund was originally established in 1995 to build a proposed visitor center and new home for the ICVB on a site on Decker Drive purchased for that purpose by the CVB. In 2001-02, the Board determined that a higher priority would be to build a facility that would drive new demand, not simply serve existing visitors. The Decker Drive site was sold and the fund re-prioritized for the Convention Center. Funding in this account supplemented the pre-opening marketing budget and construction of the Convention Center. In the adoption of the 2011-12 budget, the Building Fund was re-prioritized and renamed as the Convention Center Capital Projects Fund. Its purpose is to now provide funding for repair and replacement projects and the capital improvement program for the Irving Convention Center. End-of-project savings from project bond funds were used to establish this fund.

Capital items with a “useful life” of one year or less should be considered an annual operating expense; anything over one year “useful life” should be expensed through the reserve fund.

This fund has historically been funded by transfers from the General or Reserve Funds. Any savings achieved annually in the operating subsidy should be transferred to this fund upon completion of the annual audit, unless otherwise directed by the Board.

NOTES: This fund should maintain a minimum rolling balance of \$3 million to accommodate planned capital improvement/repair and replacement priorities, as well as any unplanned but necessary expenditures. (PricewaterhouseCoopers study recommended a minimum contribution of 1% of construction costs be maintained for these purposes.) In 2019-20, the balance of the ICVB Reserve was transferred to the ICVB General Fund to supplement operations in the face of COVID.



BUSINESS DEVELOPMENT INCENTIVE (BizDIP) PROGRAM

Purpose of the Business Development Incentive Program

The Irving Convention and Visitors Bureau (ICVB) enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premier destination, generating visitor revenues for the community, which benefit Irving's bottom line and provide fundamental support for community amenities. The main goals of the ICVB are to provide a high level of customer satisfaction from meeting/event planners, hotel guests, and convention center guests; attain return or repeat business when possible; provide positive awareness and images of Irving outside of Irving; and increase spending in Irving restaurants, attractions, and other providers by visitors, which helps keep a diverse and wide list of options for visitors to enjoy.

The Business Development Incentive Program (BizDIP) of the Irving Convention and Visitors Bureau is designed primarily to assist Irving in securing and hosting meetings and events, thus generating positive economic impact for Irving residents. The BizDIP program also may provide resources for financial assistance or in-house services for organizations responsible for the management of Irving-based events. Transient business travel and airline crews are not eligible uses of BizDIP funds.

Qualifying Lead

A qualified lead must fit all of the following:

- Competing for hotel business with non-Irving properties
- A minimum of 50 total room nights
- Must be for a future date. Past meetings do not qualify.

Specific types of support that the Bureau can provide include:

Rebates/Incentives - The most common utilization of BizDIP is in the form of per-room-night rebates or incentives. These are often used by event organizers to cover transportation costs; they may also serve as commissions, reception funds, etc. The priority for this use is for new bookings. This may also be used to offset or underwrite space rental at the Irving Convention Center.

Bid Fees/Sponsorship - Some organizations require financial support simply for consideration in the bidding process. This support may take the form of bid fees, sponsor support (often via program advertising), site inspections, hosted board meetings and others. Often, the dollars required for these do not match up with a "per room night" formula. Each of these is evaluated on an individual basis, considering not only total room night commitments, but any incremental business associated with the bid, i.e., future business, media exposure, etc., and it is authorized only as budget allows. Amounts up to \$10,000 require Assistant Executive Director written approval. Amounts over \$10,000 require the Executive Director written approval and amounts \$50,000 and over require City Council approval.

Convention Assistance/In-House Services - Some organizations may require a significant servicing commitment to secure their business. BizDIP funds are used to support these services, which may include: marketing support via collateral, newsletters, email blasts, coupon program and promotional mailings; public relations support via press releases, and event photography; civic support, including proclamations and dignitary appearances; convention registration staffing; Irving-logoed specialty items, such as pens, lanyards, nametags, etc. in advance of the event to encourage attendance. Any costs incurred in providing these services are paid from the BizDIP account, and it is authorized only as budget allows.

Economic Development Efforts - In support of the city's efforts to retain and recruit corporations, BizDIP may be used to preserve potentially lost business (should a corporation leave Irving) and/or to capture new business (should a corporation expand in Irving or move operations into the city). Only the Bureau's Executive Director is authorized to initiate this particular BizDIP effort, and it is authorized only as budgets allow.

The following factors determine the level of support per BizDIP request:

- Assistance for hotel groups will not exceed \$3.00 per weekday (Monday-Thursday) room nights and will not exceed \$6.00 per weekend (Friday-Sunday) room night on a consumed basis. Any exceptions to these require prior written approval of the Executive Director.
- Assistance for economic development efforts will not exceed \$1.00 per room night for existing business, and \$3.00 per room night for new/incremental business, on a consumed basis. The maximum length of time these incentives will be offered is three years, with an annual review and payout, and is subject to budget authorizations.
- The amount of support will consider:
 - type of business: new, repeat, weekend, holiday, future meeting potential, etc.
 - degree of impact on all facets of Irving hospitality industry, including hotels, retail and restaurants.
 - degree of impact the meeting, event or corporate move may have on the City of Irving.
 - Other factors may be considered, at the discretion of the Executive Director.

Requests for support from the Business Development Incentive Program are available by submitting a BizDIP request to the Irving Convention and Visitors Bureau. Upon receipt the Bureau will review the request promptly so as not to delay the customer's decision-making process; the Bureau reserves the right to take the necessary time to evaluate each request thoroughly. All applications require authorization by the Executive Director or designee.

BizDIP funds may be payable directly to the contracting entity, the Convention Center or to the hotel. While all Irving hotels are eligible for BizDIP support, payments shall only be made to hotels that are current with the remittance of the local hotel occupancy tax at the time of the application submittal. If the applying hotel is not current with its local hotel occupancy tax remittance, then payment shall only be made directly to the client. Any submittals requiring City Council approval will require at least six weeks notice.

Regardless of which entity initiates a BizDIP application, any Irving Hotel competing for that piece of business will be eligible for the same BizDIP resource. The ICVB will not share a hotel generated lead with other hotels in a lead form.

Applicants will be notified of the decision by email. In the event a request is denied, or the level of support does not match the request, the applicant may request the ICVB Executive Director to review the staff determination.

Upon completion of the event, meeting or promotion, a completed Post Meeting Summary is required prior to the release of any BizDIP funds. No BizDIP funds will be given until post meeting summary documentation is verified at the discretion of staff. The summary will be used to evaluate the effectiveness of the Bureau's participation, as well as review future participation.

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, June 27, 2022, at 11:45 a.m.
Irving Convention Center – Exhibit Hall B
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for May 23, 2022**
- 3. Accepting the ICVB Financial Report – May 2022**
- 4. Accepting the Irving Convention Center Financial Report – May 2022**

Individual Consideration

- 5. Approving the ICVB Budget and Marketing Plan – Fiscal Year 2022-23**
- 6. Approving Irving Convention Center Capital Improvement Plan**
- 7. Accepting the Destinations International Code of Ethics**
- 8. Approving Proposed Changes to Reserve Fund Policy**
- 9. Review of Proposed Changes to the Business Development Incentive Program (BizDIP)**

Board Reports

- 10. American Rescue Plan Act Update**
- 11. Board Chair Report**
 - a. Next Board Meeting – July 25, 2022, Irving Convention Center
- 12. Board Committee Reports**
 - a. Board and Business Development – Richard Stewart, Jr.
 - Recap of June 10 Committee meeting
 - Next Meeting – September 9, 9:00 a.m.
 - b. Community Engagement – Karen Cooperstein
 - Next Meeting – July 12, 9:00 a.m. –note new meeting time
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 9, 11:30 a.m.

AGENDA - Continued

13. City Reports

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

14. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

15. Convention Center Management Report – Tom Meehan

16. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
- b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- c. Restaurant Industry Update – David Cole

17. Partner Organization & Stakeholder Reports

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – John Nicks/Beth Bowman
- c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Michael Randall
- f. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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.