



Board of Directors Meeting

Monday, December 13, 2021 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom A-D**

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

(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS
OCTOBER 2021-SEPTEMBER 2022**

Place	Last	First	10/23/2021	11/16/2021	12/13/2021	1/24/2021	2/28/2021	3/28/2021	4/25/2021	5/23/2021	6/27/2021	7/25/2021	8/22/2021	9/26/2021
1	Cooperstein	Karen	P	P										
2	Basoco	Michael	N/A	P										
3	Gibson	Colvin	N/A	P										
4	Stewart, Jr	Richard	P	P										
5	Bourgeois	Robert	P	P										
6	Arafat	Yasir	N/A	N/A										
7	Reed	Sam	N/A	P										
8	Mahoney	William	P	P										
9	Gears	Herbert	P	#										
10	VACANT													
11	Kang	Julia	P	P										
12	Malcolm	Greg	P	P										
13	Cole	David	P	P										
	Nicks	John	N/A	P										
	Bowman	Beth	P	P										
	Burke	Dallas	*	*										
	Fenley-Garcia	Stephanie	*	#										
	Hawkins	Todd	*	P										
	Hillman	Chris	*	*										
	Hoskins	Nydia	*	P										
	Limon	Kim	*	P										
	O'Briant	Kelly	N/A	N/A										
	Perot	Hammond	*	P										
	Philipp	Joe	#	P										
	Randall	Michael	#	#										
Liaison	Taylor	Mayor Pro Tem K	P	P										
	Venegas	Clare	#	#										

P = Present

*** = Absent - Company Business**

= Absent - Other

β = Represented

∞ = Budget Retreat

C = MEETING CANCELLED

n/a = NOT A MEMBER AT THIS TIME

Lindsey	Richard	P	P
Lear	Clementine	P	P

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, December 13, 2021, at 11:45 AM
Irving Convention Center, Third Floor Junior Ball Room C-D
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
2. Swearing in of New & Re-appointed Board Members

Consent Agenda

3. Approving ICVB Board Meeting Minutes for November 15, 2021
4. Accepting the ICVB Financial Reports for September and October 2021
5. Reviewing the Hotel Occupancy Tax Collections
6. Review of ICVB Cash Flow Report
7. Accepting the Irving Convention Center Financial Report for October 2021

Presentation

8. Tourism Economics Irving Hotel Outlook Recap

Board Reports

9. COVID-19/American Rescue Plan Act Update
10. Board Chair Report
 - a. Strategic Plan – Board Committee Assignments
 - b. Call for Board Committee members
 - c. Schedule of Upcoming Meetings and Activities
 - d. Next Board Meeting – January 24, 2022

AGENDA - Continued

11. Board Committee Reports

- a. Board and Business Development – Richard Stewart, Jr.
 - Next Meeting – January 7, 2022 – 9 a.m.
- b. Community Engagement – Karen Cooperstein
 - TENTATIVE Next Meeting – January 18, 11:30 a.m.
- c. Destination Development – Greg Malcolm
 - TENTATIVE Next Meeting – February 8, 11:30 a.m.

12. City Reports

- a. Update on Pension Obligation Bonds for TMRS and SBP – Financial Services Director Bret Starr
- b. Council Liaison – Mayor Pro Tem Kyle Taylor
- c. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- d. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

13. 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

14. Convention Center Management Report – Tom Meehan/Matt Tungett

15. Industry Partner Reports

- a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- b. Restaurant Industry Update – David Cole

AGENDA - Continued

16. 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.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 13, 2021**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Junior Ballroom C-D
November 15, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair, Bob Bourgeois, Beth Bowman, Herb Gears, Todd Hawkins, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Rick Lindsey, Greg Malcolm, William Mahoney, John Nicks, Hammond Perot, Joe Philipp, and Richard Stewart, Jr. – Board members; Mayor Pro Tem and Council Liaison Kyle Taylor, Deputy Mayor Pro Tem Al Zapanta, and Councilman Oscar Ward – City of Irving Elected Officials; Assistant City Manager Philip Sanders, Financial Services Director Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB; Guests – Michael Basoco, Colvin Gibson and Sam Reed – Newly Appointed Board Members; Audit Partner Laura Edwards and Audit Manager Mario Castro – Crowe, LLC.

Board Chair Karen Cooperstein called the meeting to order at 11:49 a.m. and inquired if there were any citizen comments; there were none.

Board member introductions were held for new Board member appointees Colvin Gibson, Michael Basoco, and Sam Reed who were attending the meeting. Cooperstein noted new Board member Yasir Arafat had previous commitments for today's meeting.

Cooperstein reported the ICVB Board Nominating Taskforce met and is recommending David Cole for Board Chair and Bob Bourgeois for Board Vice Chair. On a motion from Board member Clem Lear and a second from Board member Richard Stewart, Jr., the slate of Board Chair David Cole and Board Vice Chair Bob Bourgeois was unanimously approved.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from September 27 and October 22, 2021
- Review of Hotel Occupancy Tax Collections
- Accept the Irving Convention Center September 2021 Financial Reports

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Julia Kang and a second from Board member Herb Gears, the Consent Agenda unanimously was approved.

INDIVIDUAL CONSIDERATION

Accepting the Irving Convention Center Audit Report for FY 2020-21

Executive Director Maura Gast reported the ICVB Executive Committee met on Friday, November 12 and reviewed the ICC audit with good discussion. Gast introduced Crowe LLC Audit Partner Laura Edwards and Audit Manager Mario Castro. Edwards gave a review of the ICC Financial Statements report for September 30, 2020, and 2021.

- The audit is conducted under the current contract financial reporting provisions of the Management Agreement between SMG/ASM and the City of Irving, dated November 12, 2020.
- There were no collection issues found in the Balance Statement.
- The Statement of Revenue and Expenses shows expenses are down.
- Several individual events are under advanced deposit liabilities that have not set new event dates yet.
- Statement of Changes in Equity (Deficit) closes out to zero.
- Allowance of Doubtful Accounts is determined by management based on ICC's historical losses, specific customer circumstances and general economic conditions. There is no allowance for doubtful accounts as of September 30.
- It is noted under Risk and Uncertainties that COVID-19 can change future results that may differ from management's estimates and assumptions.
- A slight change in Related Party transactions includes "any organization" run by the City.

With no questions or further discussion on the Financial Statements, Edwards then reviewed the Audit Responsibility Letter.

- Overview of planned scope and timing of the audit is disclosed, as well as significant accounting policies.
- A test was run for allowance of doubtful accounts and bad debt expense.
- There were no errors found for Corrected Misstatements.
- There were no issues to report with management providing the documentation requested for other findings. It was again noted that the audit is performed in accordance with the contract between SMG/ASM and the City of Irving.

Audit Manager Mario Castro reviewed the Findings and Control Letter.

- Items organization/management can do to improve internal controls:
 - One Significant Deficiency found – Segregation of Duties. This is not unusual for small accounting departments, as well as the challenges of COVID-19. It was suggested to develop a process for electronic document approvals in a timely manner to ensure completeness and accuracy. It was also recommended to assess user roles and segregate the roles into the system to functions that pertain to their duties. It was noted that management is in the process of implementing a new automated electronic approval system.
 - Recommendation for management to compile a list of known Related Party (City of Irving) events and transactions for completeness of related party disclosure in the annual financial statements. Gast noted that the Board receives a financial breakdown of ICVB events at the monthly Executive Committee meeting. She will work with ICC to create a report that captures all the city's events in the facility each month. Gast clarified with the Crowe team's acknowledgement that the only "related party" concerns were strictly about designating in the financial reports the events that belong to the City of Irving as the facility owner.
 - A correction in the accounts receivable aging report was noted and has been corrected.

In response to a question from Mayor Pro Tem Kyle Taylor, Edwards replied there was not a walk-through of the audit for opportunities to correct any deficiencies before reporting.

Gast clarified Related Parties is singularly referring to the City of Irving. She reminded the Board that all financial reports, are presented, and reviewed at the monthly Executive Committee meetings.

Cooperstein asked for a motion to approve the Irving Convention Center audit report for FY 2020-21. On a motion from Board member William Mahoney and a second from Board member Gears, the motion was unanimously approved.

INDIVIDUAL CONSIDERATION (Continued)

Approving the ICVB Five-Year FY2021-26 Strategic Plan

Gast reported the ICVB Board met in September for a strategic planning retreat and out of that meeting developed the presented plan. The plan was distributed prior to the meeting in an email to Board members for review and posted on the Board portal.

- The Board Vision Statement was updated.
- Current organization mission was affirmed.
- The Board Mission Statement was updated.
- Four Goals were identified:
 - Maximize Organizational Sustainability & Growth
 - Increase Community Outreach & Collaboration
 - Advocate for Destination Enhancing Development
 - Enhance the Visitor Experience
- Each goal has a list of identified Objectives.
- The Board Chair and Vice Chair will assign each Board Committee Chair and Vice Chair and each Committee will work on their respective goals/objectives through the Strategic Process.

Cooperstein asked for a motion to approve the ICVB Five-Year FY2021-26 Strategic Plan. On a motion from Board member Rick Lindsey and a second from Board member Bob Bourgeois, the motion was unanimously approved.

BOARD REPORTS

COVID-19 AND AMERICAN RESCUE PLAN ACT UPDATE

- Gast reported cancellations due to COVID-19 and the Delta variant have leveled off. November and December are typically soft months for hotel revenue, and staff will continue to review and update the Board. Staff has begun coding and expending ARPA funds and will working close with the City on documenting those funds for reporting purposes once the City provides the necessary templates or reporting formats.

CHAIR REPORT

- Cooperstein welcomed the new Board members and encouraged all Board members to be actively engaged in Committees and attend the monthly Executive Committee meetings.
- She expressed her appreciation to Lear and Lindsey at the conclusion of their terms for the remarkable guiding force, mentorship and friendship and hopes they will continue to be involved in Irving.
- The next Board meeting will be held on Monday, December 13 at the ICC.

Lear and Lindsey gave parting remarks, and both expressed their appreciation to the Board and the ICVB staff for the service they do in the community to support Irving as a destination.

Board Development Committee

Committee Chair Bob Bourgeois reported:

- The Committee last met on September 10 and discussed the upcoming Legislative Session and the Strategic Planning retreat plans.
- He thanked the Board for their approval of the ICVB FY2021-26 Strategic Plan, as well as their attendance and participation in the retreat.
- The next Committee meeting is scheduled for December 3.

Community Engagement Committee

Committee Chair Clem Lear reported:

- The Committee met on October 12 and discussed the High Spirited Citizen program, scheduling with City Council meetings, and community engagement.
- The High Spirited Citizens will have a float in the upcoming City Holiday parade on December 4. All Board members are invited to participate.
- The next Committee meeting date is to be determined once Committee assignments have been confirmed.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee met on November 9. Presentations were provided on the Williams Square Plaza project and Heritage Park update.
- Thanked all for their support of the R-AB Ordinance change recommendations.
- The next Committee meeting date is to be determined once Committee assignments have been confirmed.

CITY REPORTS

Mayor Pro Tem and Council Liaison Kyle Taylor reported:

- Thanked the Board for their support of the R-AB Ordinance change recommendations. The recommendations were presented to the City Planning and Zoning Commission and staff was asked to continue to move forward with the changes.
- City Council continues to discuss short-term rentals and Hotel Occupancy Tax collections.
- Taylor thanked everyone involved in the Irving Eerie Halloween event and noted that over 4,000 people attended.

Councilman Oscar Ward reported:

- Irving Eerie Halloween was an outstanding event, as well as the Day of the Dead event that was held on the Mandalay Canal. He commented the R-AB Ordinance will hopefully help to liven up that area that is under-used.
- The Veterans Day event at Memorial Park was well attended and a beautiful event.
- City Council is working on redistricting based on the new Census data.
- The Irving Arts Museum Grand Opening event and community ice cream social was very successful, and the Irving Symphony concert was well attended. It is great to see so many in the community attending.
- Recently there was a Sudan nation peaceful protest at Irving Mall. It was heartwarming to see citizens involved in what is happening in their nation of origin.

- Shout out to Lindsey and the Irving-Las Colinas Rotary Club for the recent Boy Scout flag ceremony and the placement of 1,800 flags.

Assistant City Manager Philip Sanders reported:

- A new tenant in the Toyota Music Factory has signed an agreement for 50,000 square feet of office space and will be opening in 2022.
- Unemployment is trending down, even though hiring difficulties are occurring. The City has open positions, and some include hiring incentives.
- City leadership changes: Assistant City Manager James Childress is departing Irving and taking a position as City Manager for Flower Mound, Texas. Planning and Development Director Steve Reed and Police Chief Jeff Spivey are retiring.
- Fifteen Irving 360 program graduates were recognized at the last City Council meeting. The next program will begin in Spring of 2022.
- November 15 is the official start of the Irving Boulevard reconstruction project. Information is available in a monthly newsletter on the City's website as well as monthly stakeholder meetings.
- Eerie Irving Park was a wonderful event, and he thanked all those who volunteered.
- December 4 is the holiday tree lighting and Christmas parade.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast reported:

- The R-AB Ordinance will be presented at the January 3 Planning and Zoning Committee meeting, City Council will take action at the January 13 Council meeting. A copy of the Resolution is in the meeting packet. Letters of support and in-person attendance at Council meetings is appreciated.
- Gast congratulated Executive Director Arts and Culture Todd Hawkins on the Irving Archives & Museum grand opening events.
- Thanked Lear and Lindsey for their leadership, flexibility, mentorship, and friendship. Both are former Board Chairs and great influencers in Irving and will continue to stay in touch.
- Gast thanked Cooperstein for her guidance during this most difficult year and her unwavering presence and support was above and beyond.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Welcomed new Board members and thanked Lear, Lindsey and Cooperstein for their support.
- As of today, the Sales team is reporting at 140% of the year-to-date goal, but only one month into the new fiscal year.
- The Sales team has started traveling again but noticing tradeshow recovery is slow. The attendance/clients are few and the quality of shows is down.
- There were 80 leads created in October, compared to 69 last October and 2019 had 185 leads.

Assistant Executive Director Marketing and Communication Diana Pfaff reported:

- Welcomed new Board members and expressed appreciation to Lear, Lindsey and Cooperstein for their mentorship and friendships.
- The MarCom report is a year-end summary, and the full report is included in the packet. Pfaff noted the results are due to CARES Act funding.
- Website traffic reports 760,000 sessions and 640,000 total users, with 1.1 million pageviews on both websites.
- There was a 30% increase in sales leads and inquires.

- Digital Campaign ads due to CARES Act funding show outstanding results.
 - The Leisure market generated 294,642 site visits.
 - The Meetings market generated 45,232 site visits.
 - Promoted Content Campaign generated 29,000 blog visits.
 - The Visit Irving blog had 119,000 page views from 147 blog posts in the year.
 - The OTA (Online Travel Agency) campaign, which ran in partnership with Expedia and Priceline, generated a total of 11,932 hotel bookings, resulting in \$2.2 million in direct hotel revenue.
- Pfaff complimented Director of Marketing Monty White for his leadership of these projects, which performed well with 26,000 impressions and 338 site visits.
- Social media added 15,000 followers, resulting in 122,932 total influences. Additionally, the Visit Irving Instagram account recently passed the 10,000 follower threshold, which will unlock additional features.
- There will be a horse-drawn carriage for High Spirited Citizens at the City's December 4 holiday parade and all Board members are invited to participate. Invitations will be sent out this week.
- The MarCom October/November reports will be included in the December Board meeting packet.
- Year-end earned media total is \$335 million impressions, which is equivalent of \$5.8 million in Public Relations value.
- The ICVB sponsored a section at the Eerie Irving Park event. Visitor Services Coordinator April Stallings and Marketing Coordinator Carol Stoddard represented the ICVB as a mummy and explorer.

Assistant Executive Assistant Administration and Finance Susan Rose reported:

- Looking forward to working with the new Board members. Thanked Cooperstein for her support and mentorship as Board Chair, and echoed appreciation to Lear and Lindsey for their service on the Board.
- September 2021 AirDNA Report
 - There were 412 available listings in Irving, which was a 1.7% increase over last year's figure of 405. Average Daily Rate was \$269.08, with an Occupancy percentage of 60.8%, which was an increase of 11.08% compared to last year.
 - Hotel comparable subset reports for September \$109.53 Average Daily Rate, which is an increase of 13.61% from last year. Occupancy was 63.2%, an increase of 14.09% from last year.
 - October 13 – November 6 Occupancy was 68.9%, with Saturday being the highest Occupancy rate of 90%.
- Administration and Finance Team
 - The Administration/Finance team is working on the Tourism Economics Irving lodging forecast.
 - Holiday Committee is planning a fun week of holiday activities for ICVB and ICC staff.
 - Teams are participating in giving back with the Irving Salvation Army Angel Tree distribution and Red Kettle Campaign.
 - Continuing to update the ICVB Board portal.
 - In IT initiatives, all data has been moved into the cloud, which is a very large accomplishment.

Cooperstein thanked both the ICVB and ICC staff for the heavy lifting over the past year with pandemic challenges. She gave her thanks and appreciation to ICC General Manager Tom Meehan and the ICC team for their diligence in cutting expenses and working at events to cover the staffing deficit.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- It takes a village to continue to make strides during this difficult time, and Board members are a part of the family and support system.
- Last fiscal year is in the past, but September Catering did more than all of last year.
- Moving forward into this fiscal year and working back to 2019 figures.
- The next challenge will be staffing, supply shortages and rising food costs.
- Working on several projects in the building – changing lighting in the Exhibit Hall to LED lights, and new monument signs have been designed and submitted for approval.

Director of Sales Matt Tungett reported:

- Thanked Lear, Lindsey and Cooperstein for their support and welcomed the new Board members to the family.
- Delta variant cancellations gave a slow start to the first quarter, reporting \$200,000 in F&B and Rental Income.
- \$100,000 in contracts were adjusted to keep events on the books.
- Future bookings are picking up for the last half of Quarter 2 and Quarter 3.
- Public Shows - Express Cheer event is in the building this weekend. USA Judo is scheduled for next weekend and showing the highest registration for their past events. Preserve Halloween event also scheduled for next weekend.
- December has Battle of Texas body building. A Dallas Fan Festival ComicCon event is scheduled and has contracted again for next October.
- First-ever New Year's Eve event at the ICC with Irving Cares.

INDUSTRY PARTNERS

Hotel Partners

Board member Greg Malcolm reported:

- The STR report for September shows Occupancy of 59.6% for the City, with weekends dominating at 69.1% and weekdays at 56.1%. Average Daily rate is \$103.46 and RevPAR of \$61.66.
- South Irving reports Occupancy of 68.4% and Average Daily Rate of \$124.89.

Board member Kim Limon reported:

- The Hampton Inn Las Colinas preliminary October reports 63.2%% Occupancy, Average Daily Rate of \$92.21 and RevPAR of \$58.26.
- Hotel continuing to be #2 in the competitive set.
- Limon reported she has been at the property for 21 years and in the Irving area for almost 28 years.

Restaurant Industry

Board Vice Chair David Cole reported:

- More and more restaurants in Irving are closing due to staffing issues.
- The Restaurant/Hospitality industry is facing the hardest time for labor and supply shortage in history; however, the business is steady. Cole reminded everyone to be patient when visiting restaurants and hotels.
- Menu items will disappear, and service will be slow, but important to be tolerant.
- He encouraged everyone to keep shopping, traveling, and visiting restaurants and hotels.

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- As newly elected Chamber Chair, Nicks reported he enjoys the Board and staff reports, and noted the importance of continuing to support the industries involved.
- Nicks congratulated the new Board members and thanked Cooperstein for her leadership and service on the Chamber Board.
- The Chamber Economic team is reporting 32 wins, 15 retention/expansions, and \$307 million in capital investment, 5,300 jobs and 2.7 million square feet of commercial space.
- FY2020-21 reports 180 project queries, 21% of properties were corporate headquarters.
- Texas unemployment for September 2021 reports 4.2%, down from 4.8% in August. This is the lowest unemployment rate since before the pandemic in March 2020. Irving's unemployment rate is 4.1% for September, which is lower than the State at 5.6% and the National rate of 5.2%.
- Chamber Annual meeting was sponsored by Flowserve and was well attended. Chamber Annual Award recipients are:
 - 2021 Diversity, Equity, and Inclusion Champion – Irving Police Chief Jeff Spivey
 - 2021 Healthcare Hero – Steve Love, Dallas-Fort Worth Hospital Council
 - 2021 Corporate Stewardship Award – Baylor Scott and White Medical Center – Irving, and Medical City Las Colinas
 - 2021 Employee of the Year – Portia Washington
- The Irving-Las Colinas Chamber and the Irving Hispanic Chamber will hold a joint ribbon-cutting ceremony in celebration of Erickson Dental on November 18.
- 2022 State of the City Signature Program will be in-person on Tuesday, January 25, 11:30 a.m. at the Irving Convention Center. Tickets are on sale and sponsorships are available.

Chamber President Beth Bowman commented she attended the Express Cheer Competition recently held at the Irving Convention Center and was proud of the comments from other attendees. Concession lines were full, people were patient, and it was nice to see vibrancy back in the community. Toyota Music Factory restaurants were full, and she witnessed supply and labor loss first-hand while visiting. She encouraged everyone to be patient and kind. She congratulated the ICC team and thanked them for amplifying the Irving-Las Colinas story and reputation as first-class.

Arts and Culture

Executive Director Todd Hawkins reported:

- Irving Archives & Museum Grand Opening Weekend was successful and a big win. Hawkins thanked the ICVB Board, ICVB staff and ICC team for their support. It was the first-time for alcohol sales at an Arts and Culture event, and the ICC was there to serve.

- Several local restaurants were represented at the Museum grand opening celebration and donated food. Desserts were made and distributed by Nimitz High School students.
- Arts Board meeting is scheduled for today and will hope to pass a Resolution in support of the R-AB Ordinance recommended updates.
- IAM:
 - *Two Minutes to Midnight*
 - *Spirited Prohibition in America* through January 7
- Arts Center:
 - *Our Voice – Red, White and Blues Holiday with Soul*
 - *The Blues & Other Colors Exhibition* through February 26, 2022, in Carpenter Hall Lobby Gallery.
 - *Shadows of the 60's Holiday Tribute to Motown* on December 3 in Carpenter Hall.
- Main Stage – *Nonsense* through November 20.
- Las Colinas Symphony – *The Nutcracker*, November 27-28.
- Holiday decorations will begin installation after Thanksgiving.
- New Arts Board Chair will be introduced to the ICVB Board at the December Board meeting.

Las Colinas Association

Board member Hammond Perot reported:

- Thanked Lear, Lindsey and Cooperstein for their support and guidance and looks forward to seeing them around the community.
- LCA Director of Security Penny Hayter is retiring at the end of 2021. A new Director of Security is in training.
- LCA annual year-end Board meeting is scheduled for tomorrow and will be reviewing the budget for the next fiscal year and focusing on not only recovering from the pandemic but the effects of the 2020 winter freeze. Also proposing a 7% reduction in assessment rate for members.
- Staffing struggles continue with the loss of the Director of Security and one other employee resignation.
- LCA Paws Colinas 5K-9 event in October had over 300 runners and eager pups.
- LCA Holiday in the Plaza Marketplace on December 4 from 10:30 am – 3:00 p.m. will have a Ferris wheel, live music, ice skating, photos with Santa, hot chocolate, and cookies.
- Perot thanked the Chamber and City teams for supporting development which has shown an increase in 18% in projects for architectural control, with 20% of that in real estate trading.
- Looking forward to a great year in 2022.

Cooperstein added her experience with Black Girls Golf event recently and their enthusiasm for their experience in Irving. The event was held at the Four Seasons Dallas Resort and Club and received a proclamation from Mayor Stopfer. Cooperstein noted it is a testament to the hotel teams, ICVB Marketing and City staff in selling the Irving story as the destination place to be.

Councilman Al Zapanta added his thanks to the Las Colinas Association team and everyone who supported and attended the *Day of the Dead* event on the canal. People were happy to be out and about. It showcased the area and canal with class.

Board member Richard Stewart, Jr. stated it is an appropriate way to end the meeting with a statement on behalf of the ICVB Board for Cooperstein's extra leadership during a pandemic year and her ability to maintain a steady course in moving forward. He expressed appreciation for her leadership.

Meeting was adjourned at 1:48 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2020 - 2021**

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021	TOTAL
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17	3,281.09	3,182.89	4,080.73	3,972.97	3,682.83	4,078.37	4,018.21	34,753.60
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44	14,276.17	16,024.69	21,158.45	24,994.65	23,290.55	24,272.03	30,535.34	193,931.40
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85	2,265.65	2,533.76	2,637.63	2,973.79	3,238.58	2,798.05	2,527.59	22,149.60
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13	20,804.58	20,757.66	22,145.56	34,793.48	26,968.95	27,486.06	30,106.13	256,277.18
5	Doubletree by Hilton DFW Airport North	8,502.99	5,270.97	3,443.01		3,954.32	5,562.86	10,256.80	5,363.20	0.00	0.00	0.00	0.00	0.00	42,354.15
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39	19,798.65	18,469.63	20,216.22	19,920.21	23,855.75	20,044.74	15,355.30	194,181.71
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41	30,537.18	41,673.53	54,965.96	58,583.61	61,518.27	58,411.48	88,593.08	541,966.19
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13	9,662.75	8,888.23	11,018.06	10,813.01	11,952.38	10,916.20	8,254.07	93,217.88
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92	6,736.69	6,847.20	7,765.17	8,388.75	9,764.93	8,273.65	7,833.70	71,978.91
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42	4,361.44	4,381.55	4,608.90	6,817.67	6,983.44	4,811.14	6,100.71	49,676.51
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29	6,344.98	7,379.70	9,585.98	10,266.06	11,534.12	10,634.46	11,464.15	86,163.31
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00	13,474.53	15,343.37	20,951.82	26,109.27	25,951.62	23,739.40	26,165.31	191,811.60
13	Sheraton DFW Airport Hotel	8,977.78	2,901.17	4,786.51		4,453.17	9,699.95	11,060.55	11,609.92	10,531.13	12,394.83	0.00	0.00	0.00	76,415.01
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10	6,359.93	8,434.49	9,556.93	9,420.46	11,418.60	10,016.93	9,739.21	87,484.50
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91	closed	4,771.06	13,324.09	21,184.58	23,144.19	19,042.00	22,505.32	131,227.24
TOTAL LUXURY & FULL SERVICE		166,094.61	87,926.49	84,478.85	0.00	90,109.19	115,890.97	159,220.99	175,660.88	212,546.63	250,633.34	243,304.21	224,524.51	263,198.12	2,073,588.79

16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96	12,876.23	15,645.56	22,004.80	23,427.56	27,944.66	25,142.59	32,634.87	202,312.57
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021	TOTAL
1 Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35	3,876.05	3,761.47	4,535.05	5,162.82	4,895.92	3,994.23	3,104.83	40,653.57
2 Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50	4,222.31	3,572.39	4,421.67	4,692.16	5,315.78	4,483.09	4,175.82	45,690.01
3 Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55	1,121.76	1,130.25	1,446.28	1,466.09	1,458.50	918.09	0.00	10,097.48
4 Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37	2,716.29	2,404.13	3,013.77	3,075.43	3,826.78	3,581.52	2,906.66	29,570.56
5 Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57	5,801.45	5,913.96	7,247.58	6,615.83	7,241.65	7,137.99	6,803.48	59,793.45
6 Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88	1,210.78	2,573.46	2,055.22	2,045.96	2,791.68	2,990.84	1,644.87	2,042.10	20,945.80
7 Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21	1,417.07	2,117.65	2,082.30	1,305.07	1,173.96	1,442.21	1,128.82	17,206.43
8 Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61	1,873.02	476.49	1,684.25	1,200.33	2,179.65	1,489.14	1,609.26	14,375.76
9 Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58	1,523.49	1,184.62	1,382.00	956.75	1,234.45	980.16	1,051.93	11,036.93
10 Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09	799.51	1,144.27	1,160.91	1,595.58	1,313.33	1,547.03	2,089.58	1,607.92	13,537.26
11 Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78	closed	closed	closed	closed	closed	closed	closed	8,933.25
12 Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		2,534.84	2,788.32	4,263.50	3,585.59	3,433.84	6,330.65	8,163.13	7,430.37	7,489.41	52,144.30
13 Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99	5,224.59	4,566.35	5,822.30	6,039.04	8,439.87	6,972.32	5,852.75	53,163.98
14 Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19	4,540.48	4,955.85	5,923.26	6,256.16	7,333.69	5,313.96	5,786.67	51,277.99
15 Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16	2,358.83	2,613.48	2,241.40	1,954.08	1,999.58	2,031.82	1,845.57	24,236.80
16 Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56	4,572.52	5,182.86	4,952.10	5,292.56	6,332.15	5,077.70	5,245.35	52,618.90
17 Homewood Suites by Hilton Las Colinas	7,589.78	5,007.87	4,161.41		3,125.15	1,856.56	6,009.83	5,883.55	0.00	0.00	0.00	0.00	0.00	33,634.15
18 Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93	4,261.58	8,704.21	8,834.04	7,512.67	8,480.99	0.00	9,860.96	7,484.45	67,340.53
19 Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74	3,355.22	840.68	2,009.52	2,152.15	1,057.32	2,717.41	1,896.91	23,689.92
20 Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24	3,306.36	2,836.03	3,946.05	3,216.74	4,739.46	4,403.34	3,532.53	39,348.97
21 Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32	5,782.88	6,184.03	5,838.77	5,854.13	6,079.87	6,229.85	6,682.11	62,408.08
22 Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76	3,344.46	3,288.26	2,578.65	3,212.70	3,087.64	2,882.63	2,982.46	30,804.55
23 Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02	1,631.97	1,859.41	2,162.57	2,005.13	1,884.62	1,636.95	1,677.50	16,643.11
24 Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60	3,492.56	3,069.48	4,964.01	5,674.38	5,839.57	4,450.61	2,937.65	38,407.51
25 Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31	4,815.96	4,096.52	4,538.94	4,072.22	4,091.86	3,282.66	4,375.00	42,503.97
26 TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14	5,370.92	6,108.64	6,811.29	6,641.35	6,948.16	5,322.93	55,182.35
27 TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99	3,641.45	2,644.10	2,480.53	2,990.26	3,214.10	2,960.50	3,186.66	29,017.56
28 Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37	1,707.38	1,594.56	1,884.50	2,481.09	2,069.18	1,995.33	19,902.04
TOTAL ALL SUITE / EXTENDED STAY	60,524.07	45,170.04	50,769.07	7,907.62	51,750.69	62,752.62	99,623.50	91,295.62	95,562.25	100,806.47	103,249.86	102,029.30	92,724.10	964,165.21

BUDGET SERVICE	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021	TOTAL
1 Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59	1,019.29	800.06	979.13	1,208.19	1,314.95	1,076.45	853.92	10,378.59
2 Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65	4,199.56	4,577.10	4,714.17	4,770.92	4,258.69	3,393.34	40,910.79
3 Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06	90.35	91.03	91.20	87.58	89.68	57.00	92.06	882.81
4 Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21	1,882.54	686.15	538.51	492.89	1,527.11	0.00	9,431.10
5 Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04	2,614.67	3,908.18	3,872.59	4,081.13	3,054.09	3,099.89	30,942.01
6 Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00	901.06	1,257.48	1,297.00	1,150.84	1,284.44	1,352.53	1,312.00	12,189.71
7 Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61	3,499.06	3,951.24	3,527.40	4,042.29	3,922.91	3,989.12	39,770.25
8 Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66	3,435.65	4,667.35	4,711.66	5,001.71	4,636.36	3,855.04	41,806.78
9 Delux Inn	622.90	538.10	452.94		356.90	553.88	747.11	757.91	858.68	822.55	799.50	846.67	723.53	8,080.67
10 Delux Suites Motel	160.29	123.98	52.58		65.98	54.77	69.85	69.05	85.39	103.46	116.14	102.51	80.00	1,084.00
11 Gateway Inn	509.18	371.64	375.09		317.12	377.71	566.92	648.57	605.34	673.74	637.06	563.07	440.04	6,085.48
12 Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22	1,648.98	1,588.89	1,794.62	1,746.13	2,043.86	1,675.96	19,049.55
13 Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69	1,594.88	1,950.45	1,860.91	2,187.55	2,142.88	1,657.23	19,495.03
14 Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02	2,999.98	3,235.04	3,029.43	3,546.57	3,431.35	3,311.62	32,158.52
15 Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70	2,418.61	3,067.39	3,321.96	3,320.15	2,870.63	2,478.08	29,023.17
16 Motel 6 Irving Loop 12	909.07	793.11	727.35		728.41	747.09	1,018.09	1,051.05	1,106.15	1,004.57	1,102.89	1,056.10	902.15	11,146.03
17 OYO Hotel DFW Airport South	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87	2,651.06	2,317.74	2,261.31	2,640.20	2,523.37	2,523.37	27,372.94
18 OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97	234.44	0.00	0.00	0.00	824.68	0.00	327.31	1,511.40
19 Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92	2,075.04	1,955.04	2,621.85	2,962.62	2,761.21	2,848.03	2,108.78	21,183.17
20 Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59	4,773.12	5,101.02	4,951.60	4,884.07	4,647.51	4,727.95	53,344.17
21 Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36	2,965.81	3,030.99	3,621.36	3,716.17	3,358.98	2,812.78	33,770.69
22 Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81	2,384.91	2,702.30	2,778.36	2,873.29	2,797.76	2,270.93	24,078.31
23 Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18	1,968.81	2,682.09	2,892.65	3,100.69	2,890.30	2,680.84	23,778.12
TOTAL BUDGET SERVICE	27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,851.76	45,667.83	51,110.67	51,890.08	55,334.31	52,008.16	45,315.94	497,473.29

LIMITED SERVICE	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021	TOTAL
1 aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46	4,924.33	5,126.42	6,529.87	8,012.61	7,700.90	7,758.20	8,455.75	59,798.81
2 Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23	4,257.74	4,085.94	4,606.22	4,742.29	5,209.98	4,164.00	3,565.53	41,325.59
3 Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18	9,047.74	8,571.88	10,311.39	12,613.70	12,662.50	11,655.30	10,067.58	95,840.96
4 Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01	5,994.13	5,878.73	7,685.74	10,936.27	13,819.69	12,823.05	9,030.40	80,132.05
5 Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69	5,256.76	4,253.01	5,628.11	7,642.90	6,778.04	6,360.48	5,354.19	54,893.11
6 Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70	5,740.05	5,364.62	6,673.83	7,101.31	7,975.48	6,071.24	6,428.30	64,148.54
7 Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00	0.00	4,734.32	0.00	0.00	12,352.29	4,886.64	3,664.03	2,964.81	29,246.76
8 Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed	closed	closed	closed	closed	closed	closed	closed	closed	2,502.90
9 Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80	4,598.54	5,488.30	6,667.29	6,533.37	7,856.67	6,748.39	6,024.23	55,589.04
10 Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28	6,656.50	6,539.69	7,539.93	7,522.32	8,288.43	6,998.86	6,405.87	69,636.47
11 Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34	7,434.46	5,820.67	6,636.03	6,733.95	6,147.58	6,153.69	0.00	62,195.29
12 Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00	0.00	8,988.66	4,028.31	5,349.06	6,340.99	6,901.51	6,939.97	7,222.38	51,007.29
13 Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
14 La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12	2,569.18	6,148.82	6,093.14	2,782.26	8,494.00	7,971.41	4,133.16	56,964.21
15 La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02	6,599.31	4,653.07	6,820.34	7,955.29	7,427.22	6,769.19	7,089.80	62,241.76
16 La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40	3,749.00	3,748.38	4,512.34	4,761.80	5,588.76	3,523.52	3,313.10	38,315.98
17 Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87	3,534.24	3,687.20	4,639.69	5,478.11	6,212.49	5,615.68	0.00	39,306.75
18 Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00	7,251.67	5,529.36	4,599.72	6,573.27	8,084.77	7,096.55	6,914.01	66,270.63
19 Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		2,111.72	2,702.89	3,248.48	3,534.43	3,308.42	4,240.70	4,053.10	3,849.64	3,365.08	36,825.65
20 Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38	2,076.00	3,243.73	0.00	3,810.71	4,239.12	4,337.10	3,747.55	3,099.06	29,627.68
TOTAL LIMITED SERVICE	46,681.33	38,614.44	43,847.52	4,365.73	47,515.65	60,310.99	97,828.84	82,458.83	101,411.83	126,562.55	132,424.86	117,910.75	95,936.15	995,869.47
TOTAL SHORT TERM RENTALS	1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,725.74	4,405.96	5,310.78	5,674.61	6,000.55	3,683.89	3,671.80	46,735.98
Number of locations	9	6	53		40	45	45	46	48	51	41	45	38	

SUMMARY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021	TOTAL
GRAND TOTAL	302,467.05	195,742.34	205,315.94	26,674.28	221,272.99	276,794.47	407,250.83	399,489.12	465,942.16	535,567.05	540,313.79	500,156.61	500,846.11	4,577,832.74
			231,990.22											
BUDGET (per Aug 26 projections)	202,959.00	234,853.00	268,196.00		303,571.00	339,884.00	377,649.00	449,739.00	493,616.00	539,060.00	542,723.00	587,708.00	634,144.00	4,974,102.00
DIFFERENCE	99,508.05	(39,110.66)	(36,205.78)		(82,298.01)	(63,089.53)	29,601.83	(50,249.88)	(27,673.84)	(3,492.95)	(2,409.21)	(87,551.39)	(133,297.89)	(396,269.26)
	49.0%	-16.7%	-13.5%		-27.1%	-18.6%	7.8%	-11.2%	-5.6%	-0.6%	-0.4%	-14.9%	-21.0%	-8.0%
YEAR TO DATE														
ACTUAL	302,467.05	498,209.39	730,199.61		951,472.60	1,228,267.07	1,635,517.90	2,035,007.02	2,500,949.18	3,036,516.23	3,576,830.02	4,076,986.63	4,577,832.74	4,577,832.74
BUDGET	202,959.00	437,812.00	706,008.00		1,009,579.00	1,349,463.00	1,727,112.00	2,176,851.00	2,670,467.00	3,209,527.00	3,752,250.00	4,339,958.00	4,974,102.00	4,974,102.00
DIFFERENCE	99,508.05	60,397.39	24,191.61		(58,106.40)	(121,195.93)	(91,594.10)	(141,843.98)	(169,517.82)	(173,010.77)	(175,419.98)	(262,971.37)	(396,269.26)	(396,269.26)
														-8.0%

FY21	4,577,832.74
FY20	5,019,890.39
FY19	8,615,698.83
FY18	8,393,445.19



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: December 6, 2021

Monthly Financial Summary

For Period Ending October 31, 2021

SMG - IRVING CONVENTION CENTER
OCTOBER 1, 2021 TO SEPTEMBER 30, 2022
Board Lead Income Statement - Monthly FY 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	84,147	32,900	74,075	81,975	153,119	134,000	111,050	129,375	116,000	130,200	73,975	1,204,936
Service Income	38,043	26,700	24,750	23,419	26,000	27,000	22,500	24,250	22,000	22,000	22,500	23,500	302,662
Service Expenses	(55,054)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(382,304)
Total Direct Event Income	67,109	81,097	27,900	67,744	78,225	150,369	126,750	105,550	121,625	108,250	122,950	67,725	1,125,294
Ancillary Income													
F & B Concessions	16,413	8,370	5,580	30,000	750	8,500	7,500	5,000	25,000	1,500	5,000	10,000	123,613
F & B Catering	111,491	155,724	100,700	112,480	194,780	101,460	200,260	199,880	300,360	184,680	156,940	394,972	2,213,727
Parking: Self Parking	37,393	21,115	17,835	20,705	15,744	16,810	17,835	12,997	17,425	16,605	16,277	19,065	229,806
Electrical Services	10,160	6,250	6,250	6,250	6,250	18,421	6,250	6,250	6,250	6,250	6,250	6,250	91,081
Audio Visual	-	-	-	-	-	-	-	-	-	-	-	-	-
Internet Services	1,445	-	-	-	-	-	-	-	-	-	-	-	1,445
Total Ancillary Income	176,902	191,459	130,365	169,435	217,524	145,191	231,845	224,127	349,035	209,035	184,467	430,287	2,659,672
Total Event Income	244,011	272,556	158,265	237,179	295,749	295,560	358,595	329,677	470,660	317,285	307,417	498,012	3,784,966
Other Operating Income	59,701	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,300	790,211
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	338,977	572,686	303,600	362,170	711,981	425,016	396,098	885,831	383,706	373,838	912,562	5,970,177
Operating Expenses													
Employee Salaries and Wages	170,316	198,498	198,498	198,498	198,498	198,498	198,498	198,498	198,498	198,498	198,498	213,454	2,368,750
Benefits	48,886	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	110,457	770,983
Less: Event Labor Allocations	(5,711)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(45,791)	(316,742)
Net Employee Wages and Benefits	213,491	233,138	233,138	233,138	233,138	233,138	233,138	233,138	233,138	233,138	233,138	278,120	2,822,990
Contracted Services	62,204	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	66,187	782,381
General and Administrative	42,538	56,926	40,126	41,376	44,851	40,341	41,021	40,001	40,576	41,251	40,266	120,482	589,755
Operations	29,106	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	29,724	304,100
Repair & Maintenance	46,573	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	38,174	405,167
Supplies	10,689	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	11,261	112,360
Insurance	4,761	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	82,674
Utilities	49,414	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	47,616	530,360
Other	516	42	42	42	42	42	42	42	42	42	42	80	1,016
SMG Management Fees	26,985	29,629	26,856	28,426	32,229	25,377	32,438	33,056	43,272	31,466	29,553	46,443	385,730
Total Operating Expenses	486,277	501,160	481,587	484,407	491,685	480,323	488,064	487,662	498,453	487,322	484,424	645,170	6,016,533
Net Income (Loss) From Operations	(182,565)	(162,183)	91,099	(180,807)	(129,515)	231,658	(63,048)	(91,564)	387,378	(103,616)	(110,586)	267,392	(46,356)
Net Income After Other Income (Expenses)	(182,565)	(162,183)	91,099	(180,807)	(129,515)	231,658	(63,048)	(91,564)	387,378	(103,616)	(110,586)	267,392	(46,356)

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending October 31, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	8,016	10,495	(2,479)	358
Events	14	14	0	2
Event Days	25	26	(1)	3
Direct Event Income	67,109	73,120	(6,011)	6,951
Ancillary Income	176,902	122,357	54,545	1,432
Total Event Income	244,011	195,477	48,534	8,383
Other Operating Income	59,701	66,421	(6,720)	26,152
Adjusted Gross Income	303,712	261,898	41,814	34,535
Indirect Expenses	(486,277)	(483,798)	(2,479)	(350,997)
Net Income (Loss) From Operations	(182,565)	(221,900)	39,335	(316,462)

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the One Month Ending October 31, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	8,016	10,495	(2,479)	358
Events	14	14	0	2
Event Days	25	26	(1)	3
Direct Event Income	67,109	73,120	(6,011)	6,951
Ancillary Income	176,902	122,357	54,545	1,432
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	244,011	195,477	48,534	8,383
Other Operating Income	59,701	66,421	(6,720)	26,152
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	303,712	261,898	41,814	34,535
Indirect Expenses	(486,277)	(483,798)	(2,479)	(350,997)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(182,565)</u>	<u>(221,900)</u>	<u>39,335</u>	<u>(316,462)</u>

ASM - Irving Convention Center
Balance Sheet
October 31, 2021

ASSETS

Current Assets

Cash	\$	691,818
Accounts Receivable		227,532
Prepaid Assets		2,769
Inventory		57,304

Total Current Assets 979,423

Total Assets \$ **979,423**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	93,888
Accrued Expenses		244,615
Deferred Income		0
Advance Ticket Sales/Deposits		823,485
Other Current Liabilities		0

Total Current Liabilities 1,161,988

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,161,988

Equity

Net Funds Received		14,954,139
Retained Earnings		(14,954,139)
Net Income (Loss)		(182,565)

Total Equity (182,565)

Total Liabilities & Equity \$ **979,423**

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2021

	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	84,120	77,620	6,500	84,120	77,620	6,500	6,700
Service Revenue	38,043	25,250	12,793	38,043	25,250	12,793	1,163
Service Expenses	(55,054)	(29,750)	(25,304)	(55,054)	(29,750)	(25,304)	(912)
Total Direct Event In	67,109	73,120	(6,011)	67,109	73,120	(6,011)	6,951
Ancillary Income							
F & B Concessions	16,413	9,610	6,803	16,413	9,610	6,803	0
F & B Catering	111,491	84,972	26,519	111,491	84,972	26,519	0
Parking	37,393	21,525	15,868	37,393	21,525	15,868	1,432
Electrical Services	10,160	6,250	3,910	10,160	6,250	3,910	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	1,445	0	1,445	1,445	0	1,445	0
Total Ancillary Inco	176,902	122,357	54,545	176,902	122,357	54,545	1,432
Total Event Income	244,011	195,477	48,534	244,011	195,477	48,534	8,383
OTHER OPERATING INCOME							
Other Income	59,701	66,421	(6,720)	59,701	66,421	(6,720)	26,152
Total Other Operatin	59,701	66,421	(6,720)	59,701	66,421	(6,720)	26,152
Adjusted Gross Inco	303,712	261,898	41,814	303,712	261,898	41,814	34,535
INDIRECT EXPENSES							
Salaries & Wages	170,316	210,155	39,839	170,316	210,155	39,839	140,680
Payroll Taxes & Ben	48,886	62,769	13,883	48,886	62,769	13,883	60,444
Labor Allocations to	(5,711)	(26,524)	(20,813)	(5,711)	(26,524)	(20,813)	0
Net Salaries and Ben	213,491	246,400	32,909	213,491	246,400	32,909	201,124
Contracted Services	62,204	51,732	(10,472)	62,204	51,732	(10,472)	41,352
General and Adminis	42,538	45,391	2,853	42,538	45,391	2,853	18,120
Operating	29,106	24,527	(4,579)	29,106	24,527	(4,579)	15,945
Repairs & Maintenan	46,573	32,042	(14,531)	46,573	32,042	(14,531)	16,541
Operational Supplies	10,689	9,291	(1,398)	10,689	9,291	(1,398)	5,665
Insurance	4,761	7,083	2,322	4,761	7,083	2,322	6,036
Utilities	49,414	43,333	(6,081)	49,414	43,333	(6,081)	37,290
Other	516	42	(474)	516	42	(474)	(4,826)
ASM Management F	26,985	23,957	(3,028)	26,985	23,957	(3,028)	13,750
Total Indirect Expens	486,277	483,798	(2,479)	486,277	483,798	(2,479)	350,997

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2021

	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>(182,565)</u>	<u>(221,900)</u>	<u>39,335</u>	<u>(182,565)</u>	<u>(221,900)</u>	<u>39,335</u>	<u>(316,462)</u>

October 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 JP 000 AM 000	27 Inno tech Dallas T e chs trong Group De finite ICVB Board of Directo... ICVB De finite NTC move GB Jr JP 000	28	29	30	1 Deaf Nation Expo No Barrie rs Group, Inc. De afN ation De finite	2 Quinceanera Fashion ... Ana's Pro Gowns De finite
3 Quinceanera Fashion ... Ana's Pro Gowns De finite	4	5 Dallas Cybersecurity Conference 2021 Data Conne ctors De finite Irving 360 Civic Academy City of Irving De finite TW 000	6 TW 000	7 TW 000	8 TW 000	9
10	11 Columbus Day	12	13	14 DREAM Fund DREAM Fund De finite	15 Ultimate Women's Expo The U ltimate Wome n's Expo De finite	16 Mathew Wedding Mathe w We dding De finite Irving Arts Center Mee... City of Irving De finite
17 Ultimate Women's Expo The U ltimate Wome n's Expo De finite	18 Meeting in 3rd Floor Boardroom - ...	19 AAHOA 2021 Regional ... AAH OA Asian Ame rican Hote l Own... De finite	20 Neora Power Training 2021 Ne ora De finite	21 D&L Meeting Ir ving Conve ntion Ce nte r De finite - Inte mal DL Me e ting	22 Year-End Review ICVB De finite	23 Texas Bridal and Weddi... H SCS Holdings 7 LLC (Ame rican C... De finite

October 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 Neora Power Training ... Ne ora De finite Texas Bridal and Weddi... HSCS Holdings 7 LLC (Ame rican C... De finite Blackout Irving Convention Ce nter Tentative 1 - Blackout	25	26 Medical City Healthcar... Me dical City He alth De finite	27	28 International Academy of Sleep/Dental I nte rnational Acade my of Sle e p/Dental De finite	29 MC 000	30 MC 000
31 Hallowe e n International Academ... I nte rnational Acade my of Sle e p/D... De finite MC 000	1	2 AATC Maintenance Mania Apartme nt As sociation of Tarrant C... De finite	3 Jim Millerman Insurance Convention IIAD 2021 I nde pe nde nt Insurance Age nts of Dallas De finite	4 MDA Uncork a Cure Mus cular Dystrophy Association - U SA N ational He adquarte rs De finite	5 Great American Franchise Expo Gre at Ame rican Franchis e Expo De finite GRACE Grape vine Re lief & Community Exchange (GRACE) De finite	6 Sneaker Exit The Sneake r Exit De finite

IRVING LODGING OUTLOOK

Aran Ryan

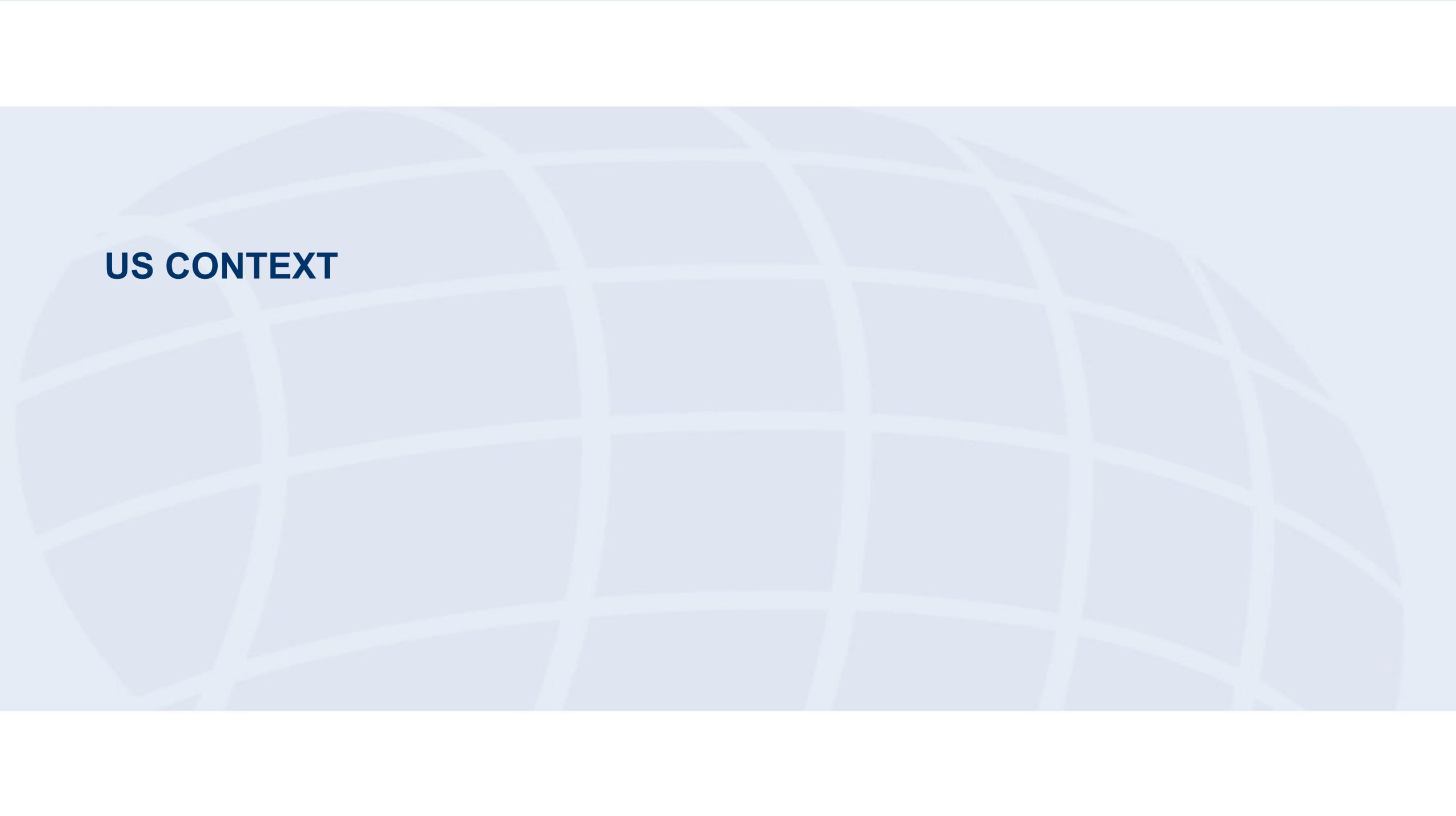
Director, Lodging Analytics

Tourism Economics

aran.ryan@tourismeconomics.com

Outline

- **Background on Tourism Economics**
- **US context**
- **Irving lodging forecast**

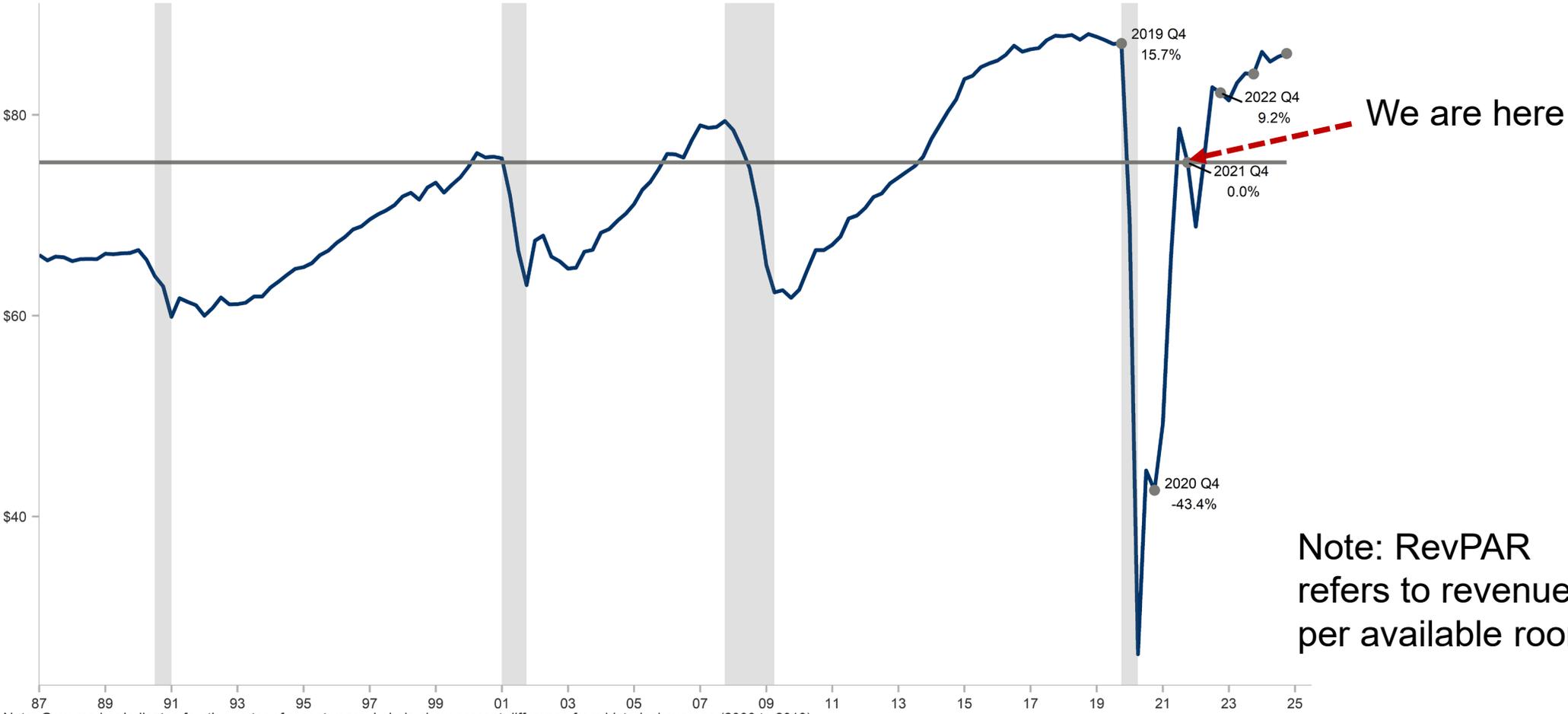


US CONTEXT

Pandemic impact on travel was rapid and severe

RevPAR, US

Real, seasonally adjusted



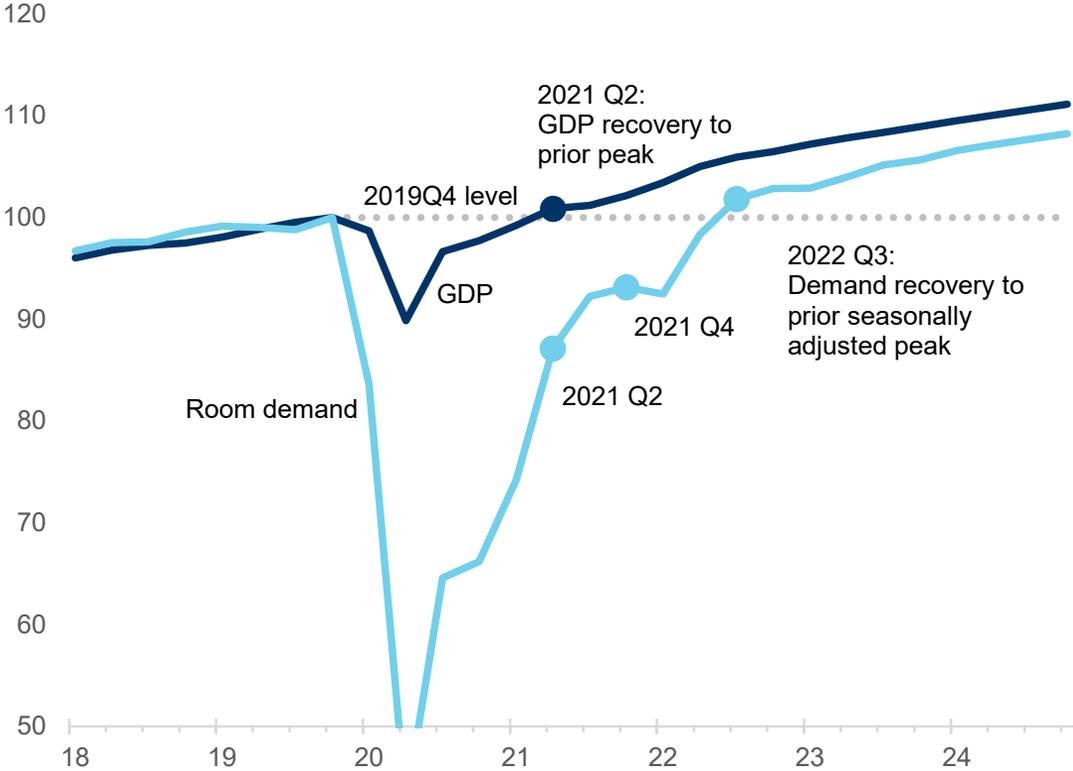
Note: RevPAR refers to revenue per available room

Note: Grey marker indicates fourth quarter of recent years. Labels show percent difference from historical average (2000 to 2019). Source: STR; Tourism Economics

US hotel room demand is still below pre-pandemic levels, even as GDP has recovered

GDP and room demand

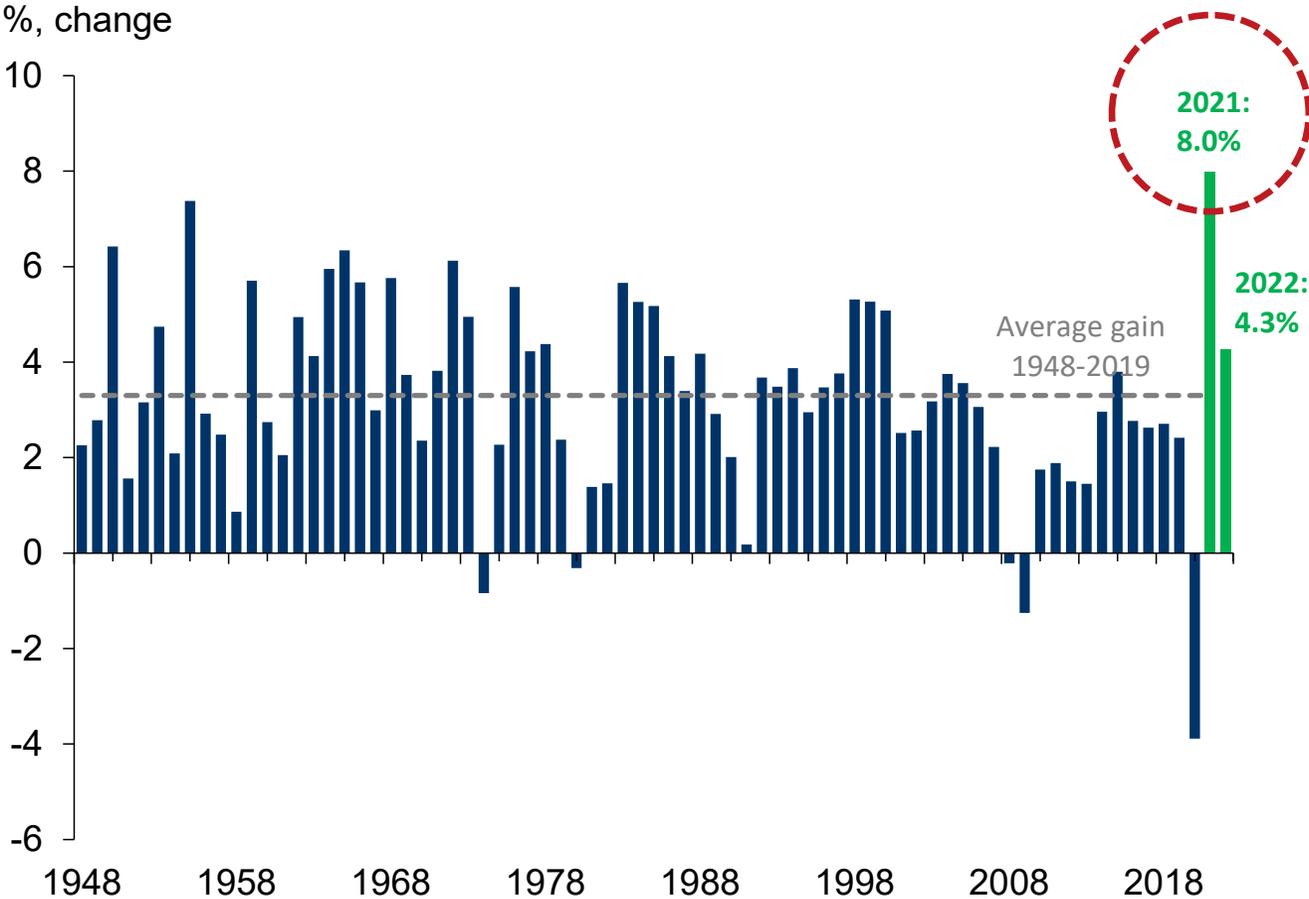
Index (2019 Q4 = 100)



Note: Real GDP, seasonally adjusted.
Source: BEA; STR; Oxford Economics

Surge in consumer spending underway

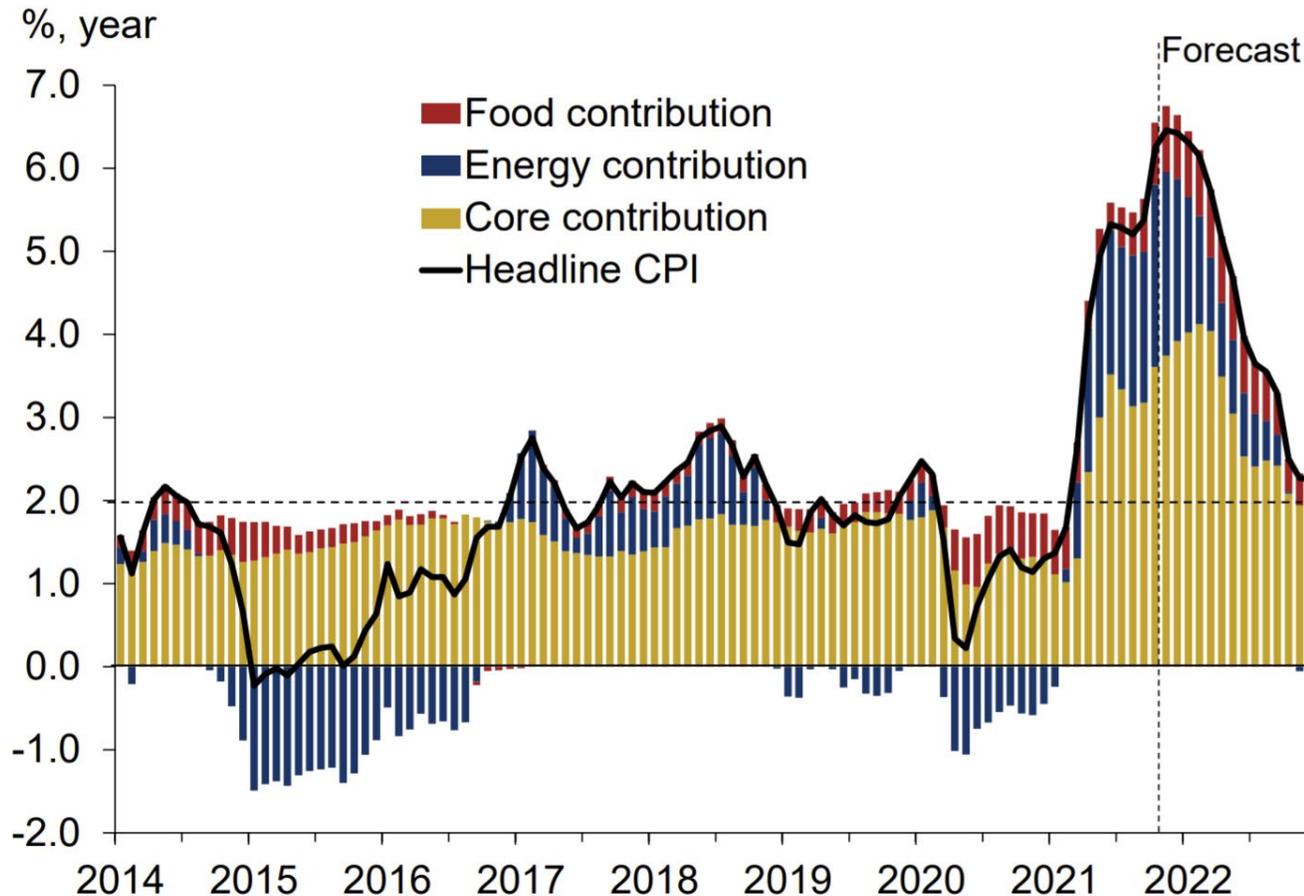
Strongest consumer spending growth since WWII



Source : Oxford Economics/Haver Analytics

Inflation uncomfortable for another 6 months

US: CPI inflation



Source: Oxford Economics

In the debate between transitory and runaway inflation, the truth lies somewhere in the middle:

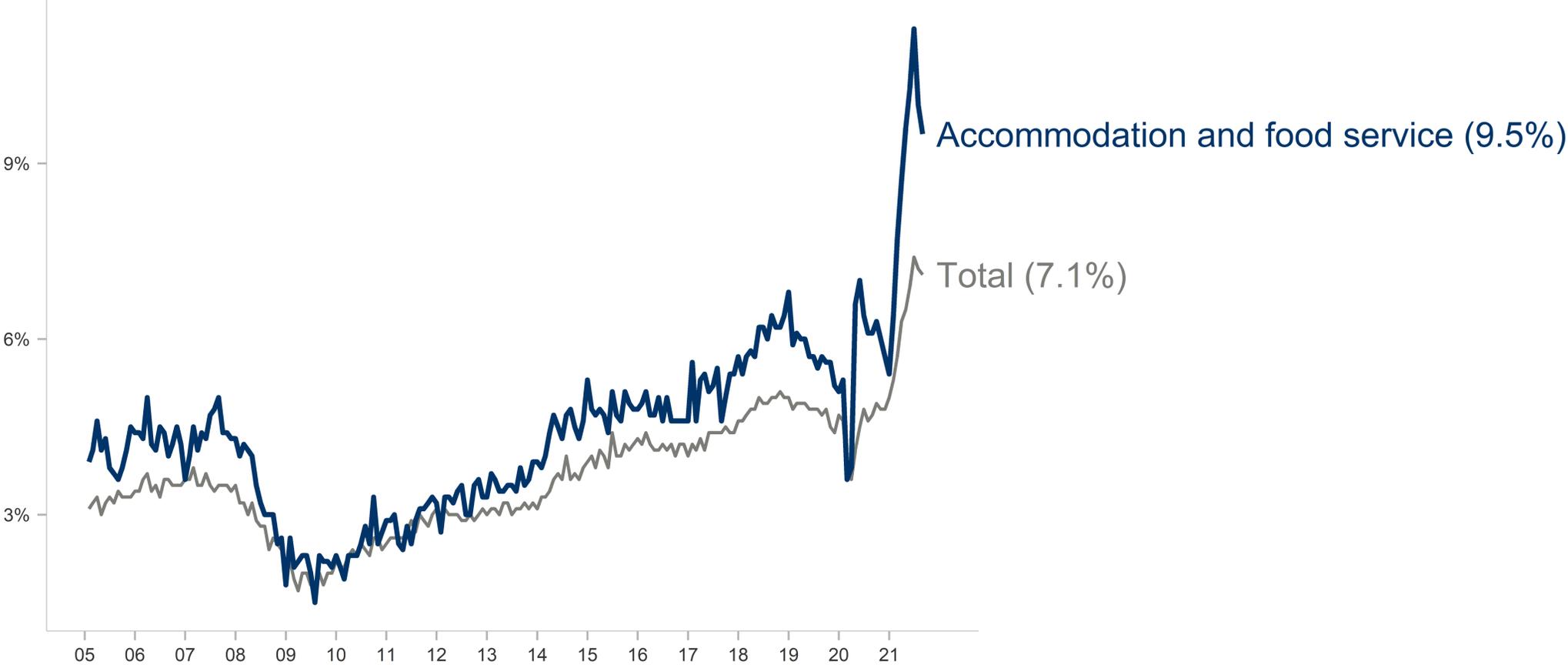
Inflation likely to be “sticky but not oppressive”

Supply-driven inflation will remain high before moderating gradually in 2022.

Employers face challenges re-staffing

Job openings

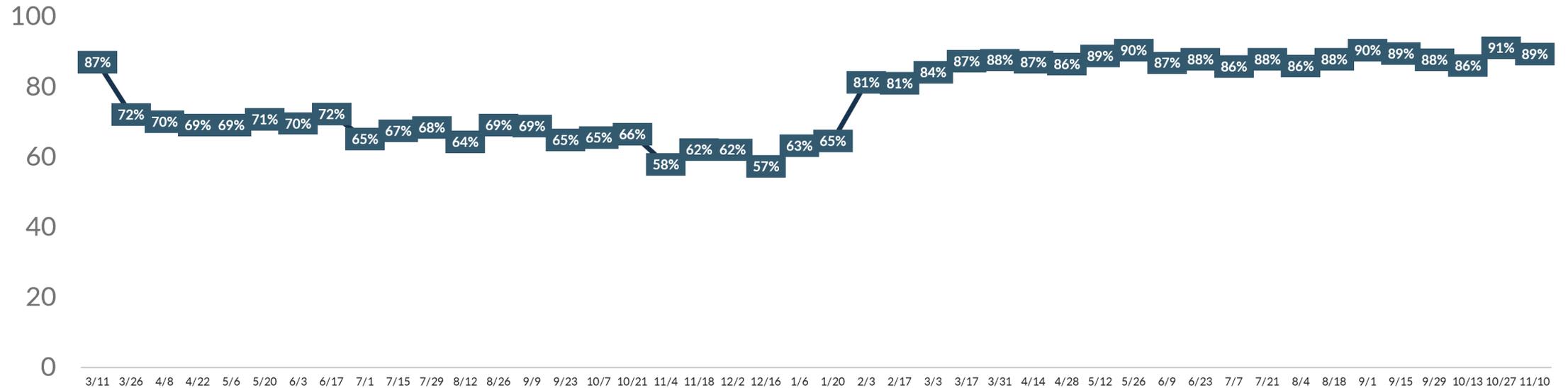
Openings rate, US



Note: The job openings rate is the job openings level as a percent of total employment plus job openings level. Data through September 2021. Seasonally adjusted. Source: Bureau of Labor Statistics

Intentions to travel remain high at around 9-in-10

Travelers with Travel Plans in the Next Six Months Comparison

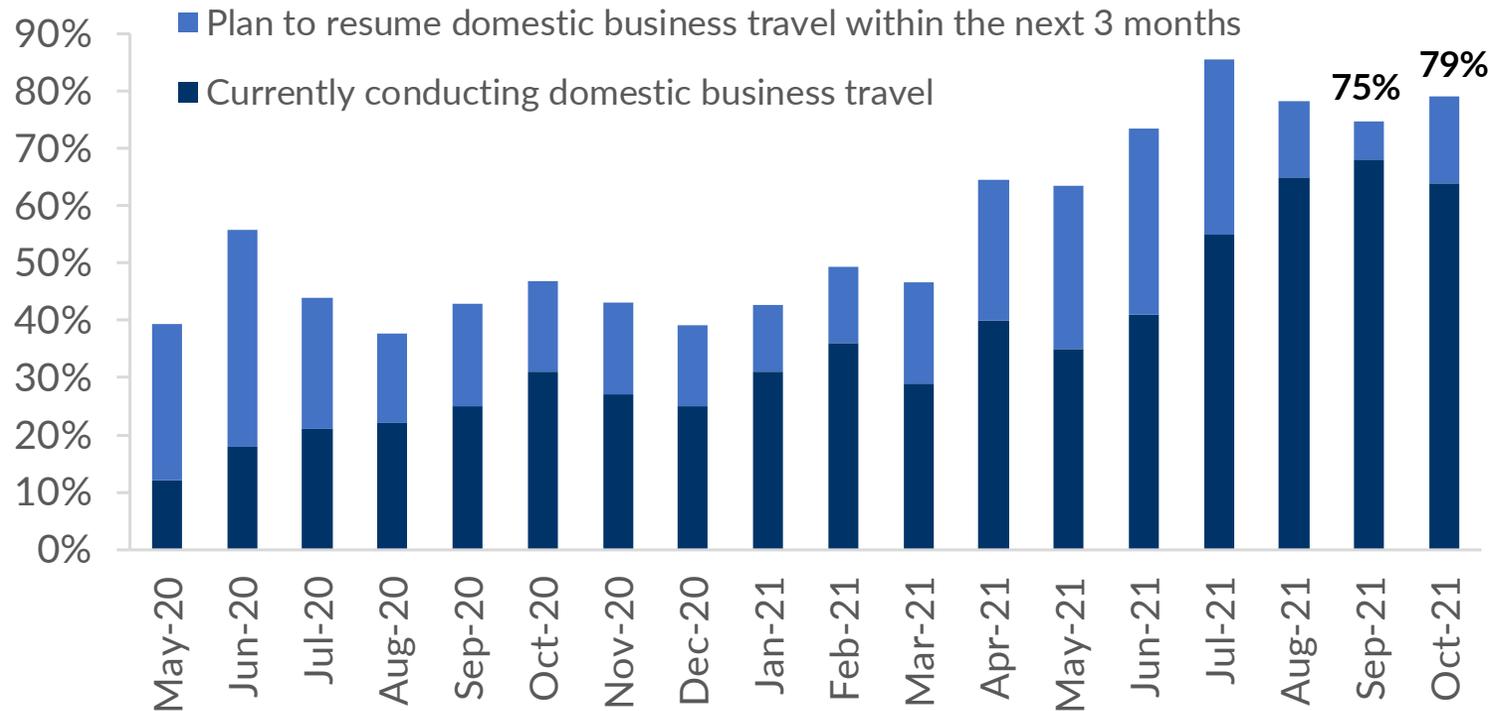


Travel Sentiment Study Wave 50

8-in-10 US companies planning to be traveling soon

Domestic business travel outlook

% of US companies



Source: GBTA



IRVING LODGING FORECAST

Assumptions

- Public health conditions nationally stabilize as we proceed through 2021 Q4, and hospitalizations remain moderate in most areas.
- In 2022, Covid-19 recedes as a major cause of death, but outbreaks continue.
 - Post-forecast: Omicron impact is uncertain, but vaccines likely remain highly effective at reducing risks
- US economic recovery continues to be supported by strong consumer spending.
- Corporate travel normalizes progressively through 2022.
- Leisure travel continues to be boosted by favorable factors.
- Group demand improves steadily but remains below 2019 levels.

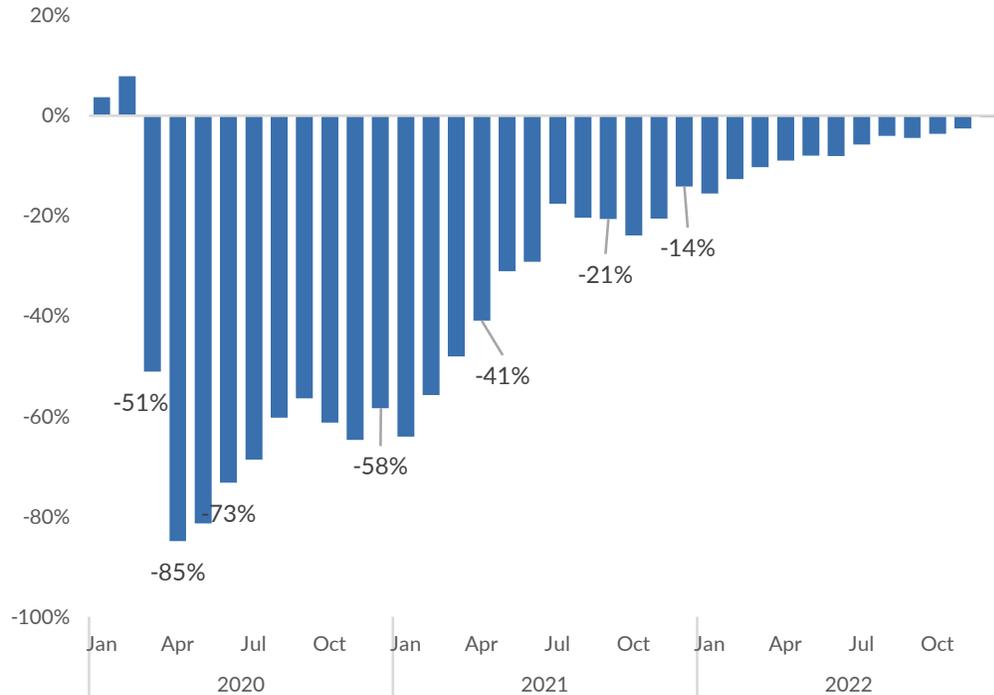
Approach

- Lodging forecast is based on analysis of:
 - Historical performance (STR data)
 - Estimated travel recovery timeline and pricing gains
 - Assumptions on new property openings
- Model is based on monthly STR hotel data:
 - Segmented demand (transient, group, contract)
 - Sub-markets (Las Colinas, DFW North, DFW South)
- Annual and quarterly results through 2024.

Room revenue is expected to be 32.3% below 2019 levels in 2021, and 7.0% below in 2022.

Room revenue impact

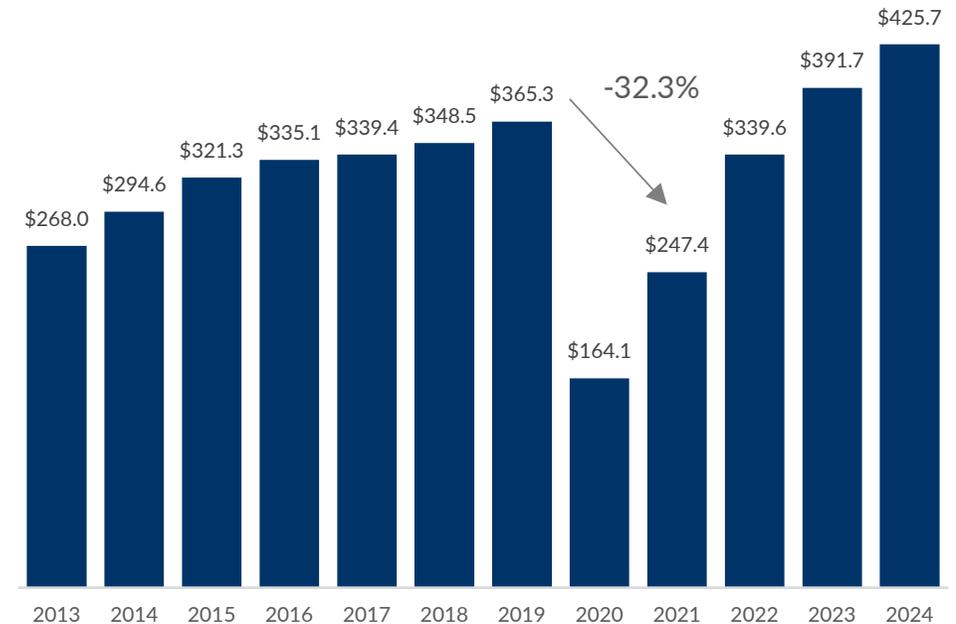
Irving, difference relative to same month in 2019



Source: STR, Tourism Economics

Room revenue

Irving, in millions

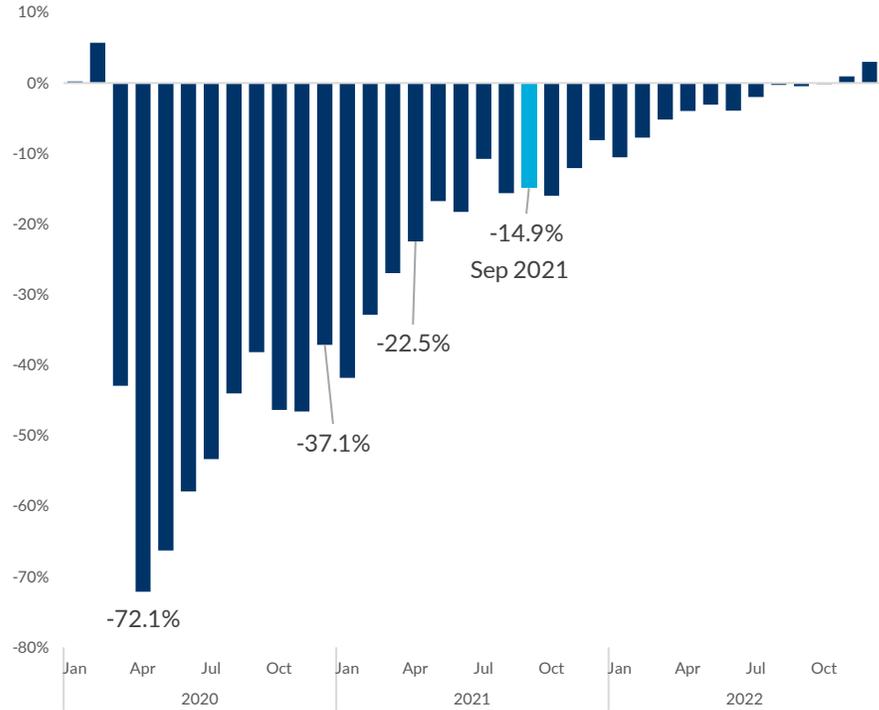


Source: STR, Tourism Economics

Demand still more negatively impacted than ADR

Demand impact

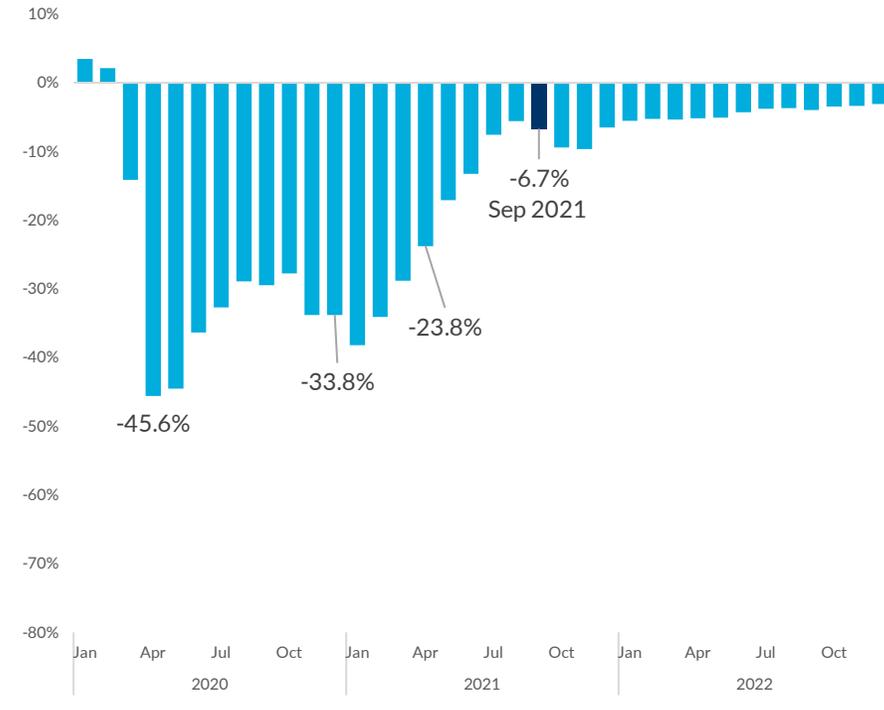
Irving, difference relative to same month in 2019



Source: STR, Tourism Economics

ADR impact

Irving, difference relative to same month in 2019



Source: STR, Tourism Economics

Forecast summary

Irving Lodging Forecast (November 2021)

	2019	2020	2021	2022
Occupancy	71.2%	41.5%	57.4%	67.0%
ADR	\$110	\$87	\$93	\$106
RevPAR	\$79	\$36	\$53	\$71

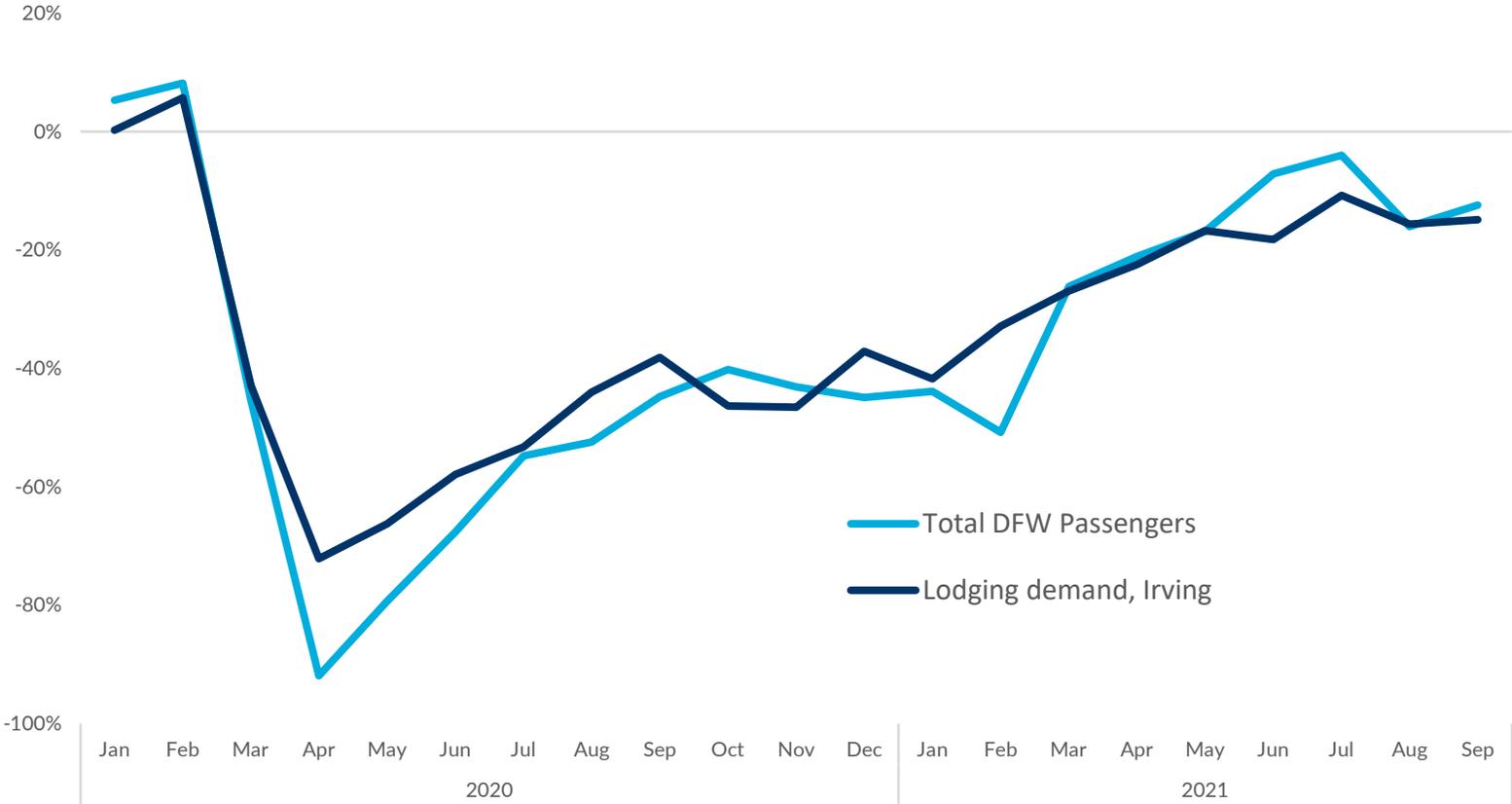
Relative to 2019

Occupancy	-41.6%	-19.4%	-5.8%
ADR	-21.6%	-15.8%	-4.4%
RevPAR	-54.2%	-32.1%	-9.9%

Lodging demand in Irving has tracked closely with DFW Airport passenger volumes.

DFW airport passenger volume and lodging demand

Difference relative to same month in 2019

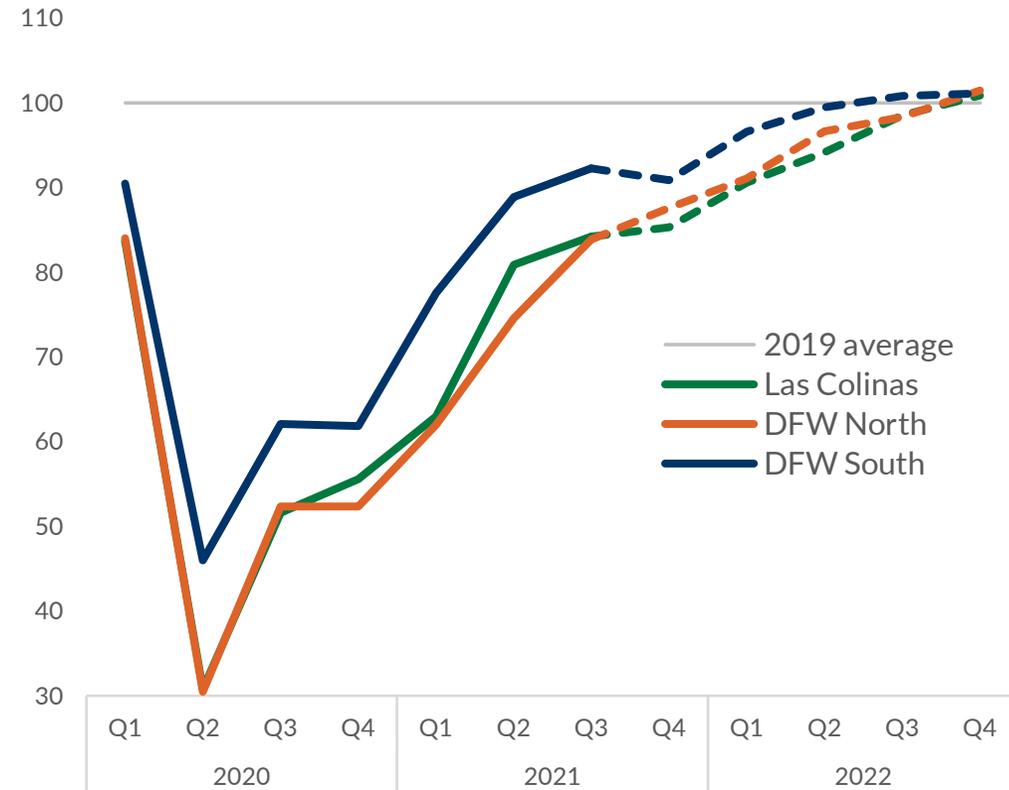


Source: STR; Dallas Fort Worth International Airport; Tourism Economics

DFW South sub-market has been less impacted during the pandemic

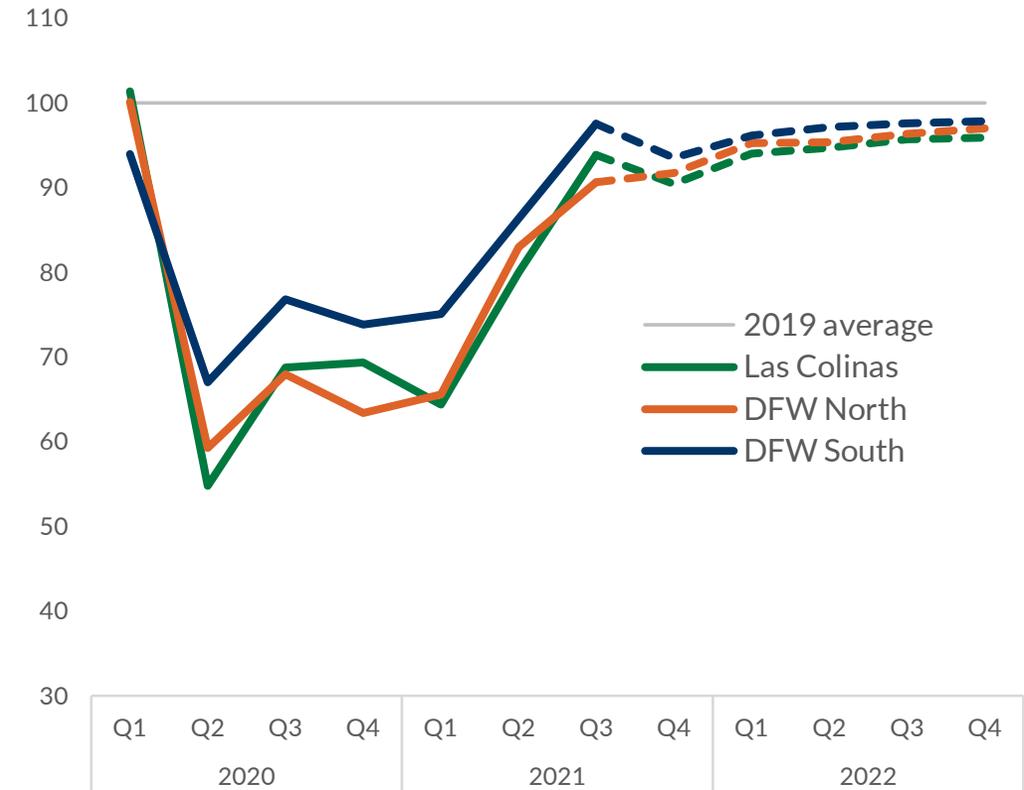
Demand

Index (2019=100)



ADR

Index (2019=100)

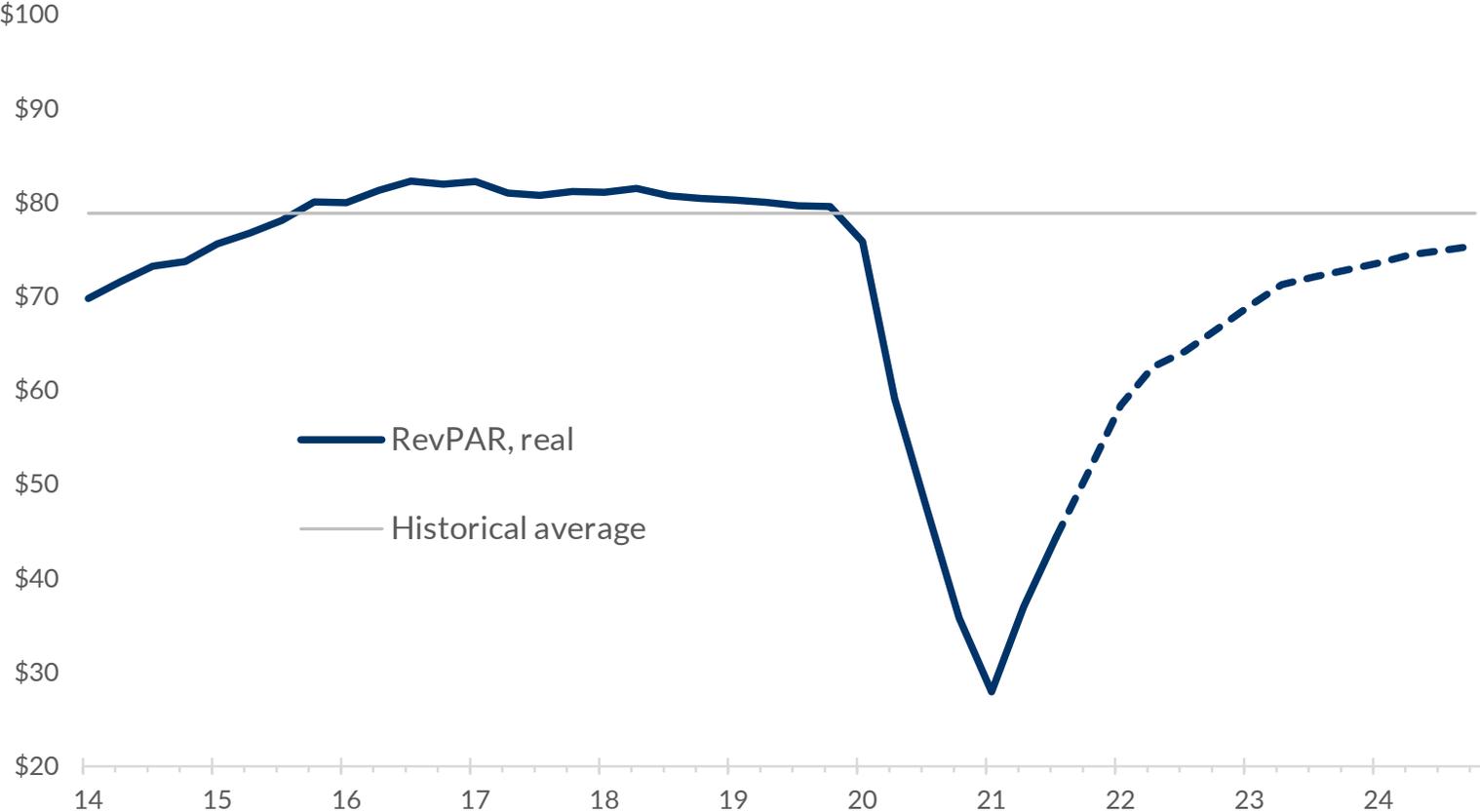


Source: STR, Tourism Economics

It may take until beyond 2024 for RevPAR to recover to its historical average

Real RevPAR: Irving

In 2020 dollars, trailing twelve-month average, dashed lines indicate forecast



Note: Historical average based on 2014 to 2019. Forecast through 2024 Q4.
Source: STR, Tourism Economics

Recap

- **Hotel performance in Irving is partway through a strong recovery, but it will take time to recover to pre-pandemic levels.**
 - STR hotel room revenue in the fiscal year ending Sep-2021 was **41.5%** below the fiscal year ending Sep-2019.
 - The current forecast anticipates STR hotel room revenue in the fiscal year ending Sep-2022 will recover to **10.2%** below the fiscal year ending Sep-2019.
- **The timing of the recovery remains uncertain.**
 - We'll learn more as we proceed through the remainder of 2021 and the first two quarters of 2022.

Forecast summary: Fiscal year

Month	Room revenue, Irving (STR)	
		Current forecast
Oct-20		\$14,106,399
Nov-20		9,837,683
Dec-20		9,851,431
Jan-21		10,284,927
Feb-21		12,323,073
Mar-21		17,504,225
Apr-21		18,935,375
May-21		22,375,927
Jun-21		23,649,124
Jul-21		25,253,337
Aug-21		23,076,358
Sep-21		23,806,710
Total		\$211,004,569
Difference from year ending Sep-2019		-41.5%
Oct-21		\$27,711,080
Nov-21		22,111,042
Dec-21		20,329,734
Jan-22		24,160,067
Feb-22		24,331,919
Mar-22		30,211,221
Apr-22		29,174,460
May-22		29,830,016
Jun-22		30,667,321
Jul-22		28,870,347
Aug-22		27,819,895
Sep-22		28,652,998
Total		\$323,870,100
Difference from year ending Sep-2019		-10.2%



THANK YOU!

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 13, 2021**

BOARD REPORTS

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

Please join the
Irving Heritage Society and Las Colinas Association
for the

*Hackberry Creek Ranch
Historical Marker Unveiling*

*Wednesday, December 15, 2021, at 2:30 pm
777 Hidden Ridge Drive at Carpenter Ranch Road*

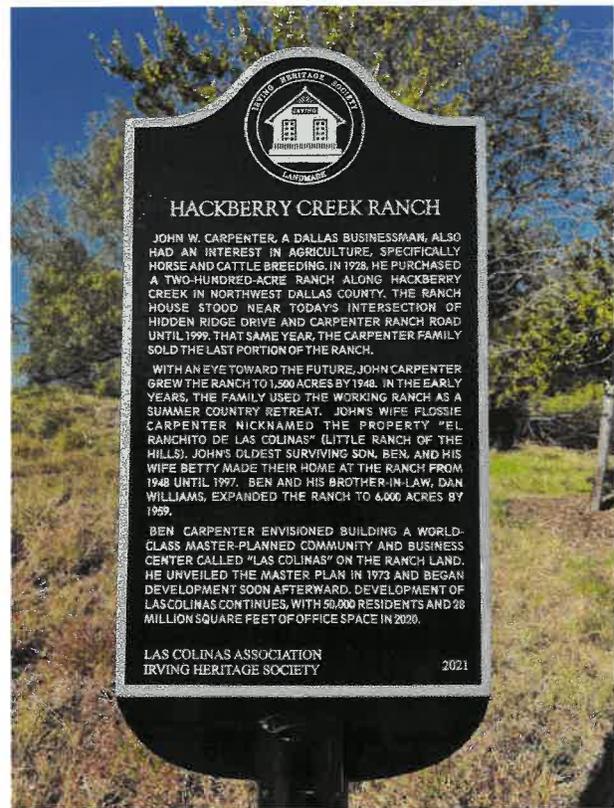
RSVP

972-252-3838

irvingheritagesociety@yahoo.com

*This project is a partnership of the Irving Heritage Society
and the Las Colinas Association, with assistance from the
City of Irving and Pioneer Natural Resources.*

Photo courtesy of Las Colinas Association.



Hackberry Creek Ranch Historical Marker Unveiling

DRAFT
2022 ICVB Board & Committee Meetings

January 7	Board & Business Development Committee, 9 a.m., ICC – First Floor Conference Room
January 11	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
January 21	Executive Committee, 9 a.m., ICC - First Floor Conference Room
January 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
<i>January 25</i>	<i>State of the City</i>
DATE TBD	New Board Member Orientation
February 8	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>February 22</i>	<i>Tentative - City's Boards & Commissions Dinner</i>
February 25	Executive Committee, 9 a.m., ICC - First Floor Conference Room
February 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
March 11	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
March 25	Executive Committee, 9 a.m., ICC - First Floor Conference Room
March 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC - Junior Ballroom C-D
April 5	Community Engagement Committee, 11:30 a.m., ICC – First Floor Conference Room
April 22	Executive Committee, 9 a.m., ICC - First Floor Conference Room
April 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
May 5	Tentative – Semi-Annual City Council Update; National Travel & Tourism Week proclamation
May 10	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>May 18/19</i>	<i>City Council Budget and Strategic Planning Retreat</i>
May 20	Executive Committee, 9 a.m., ICC - First Floor Conference Room
May 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
June 10	Board & Business Development Committee; 9 a.m., ICC - First Floor Conference Room
June 24	Executive Committee, 9 a.m., ICC - First Floor Conference Room
June 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD (Tentative Budget Presentation)
July 12	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
**July 25	Executive Committee, 10 a.m., ICC - First Floor Conference Room
**July 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
August 9	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>August 19</i>	<i>City Council Budget Retreat</i>
***August 22	Executive Committee, 9 a.m., ICC - First Floor Conference Room
***August 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom A-B
September 9	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
September 23	Executive Committee, 9 a.m. ICC - First Floor Conference Room
September 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Grand Ballroom 1-2
October 11	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
October 21	SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC – First Floor Conference Room
November 8	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
*November 11	Executive Committee, 9 a.m. ICC - First Floor Conference Room
*November 14	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
December 9	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
<i>December 8</i>	<i>Semi-Annual City Council Update</i>
*December 16	Executive Committee, 9 a.m. ICC - First Floor Conference Room
*December 19	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D

*Early meetings due to holidays. ** Same date as meeting due to Destinations International Annual Convention.
 *** Same date as meeting due to Council Budget Retreat.

For Emails and Packets 2022 ICVB Board Committee Assignments

The Board Chair and Vice Chair are members of all committees. Committee meetings are open to all members of the board and to the public; committee chairs may solicit committee participation by non-board members. Committees are not required to have a chair and a vice chair.

Executive Committee

Standing Monthly Meeting: Friday prior to each full board meeting, 9 a.m., unless otherwise noted

ICC – First Floor Conference Room, unless otherwise notified

Chair – David Cole
Vice Chair – Bob Bourgeois
Committee Members:
Staff Liaisons: Maura Gast, Susan Rose and Marianne Lauda
Committee Support & Communications: Carol Boyer

Board & Business Development Committee

Standing Quarterly Meetings: Jan. 7, Mar. 11, June 10, Sept. 9, Dec. 9; all meetings at 9 a.m.

ICC – First Floor Conference Room, unless otherwise notified.

Chair – Richard Stewart Jr.
Vice Chair – Herbert Gears
Committee Members:
Staff Liaisons: Maura Gast and Susan Rose
Committee Support & Communications: Carol Boyer

Community Engagement Committee

Standing Quarterly Meeting: Jan. 11, Apr. 5, July 12, Oct. 11; all meetings at 11:30 a.m.

ICC – First Floor Conference Room, unless otherwise notified

Chair – Karen Cooperstein
Vice Chair - Julia Kang
Committee Members:
Staff Liaisons: Maura Gast and Diana Pfaff
Committee Support & Communications: Carol Boyer and Carol Stoddard

Destination Development Committee

Standing Quarterly Meeting: Feb. 8, May 10 Aug. 9, Nov. 8; all meetings at 11:30 a.m.

ICC First Floor Conference Room, unless otherwise notified

Chair – Greg Malcom
Vice Chair – Nydia Hoskins
Committee Members:
Staff Liaisons: Maura Gast, Lori Fojtasek, Tom Meehan
Committee Support & Communications: Carol Boyer and Brenda Lopez



City Holiday/No Trash Collection

There will be no residential trash, curbside recycling or brush collection Dec. 23–24 and Dec. 31. In addition, the following facilities will be closed:

- City Hall
- Irving Archives and Museum
- Irving public libraries
- Heritage Aquatic Center
- Irving Arts Center
- Recreation centers

Irving Animal Care Campus and Hunter Ferrell Landfill will be closed Dec. 24–25 and Jan. 1. Recreation centers, Irving Arts Center and libraries also will be closed Dec. 25 and Jan. 1. All offices and services will resume normal business hours Dec. 27 and Jan. 3. Visit CityofIrving.org for more information. ■



page 4

Delaware Creek drainage improvement four-phase project nears completion. See the project's overview and what projects are planned in the future.

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IRVING CITY Spectrum

DECEMBER 2021 / VOL 28 / NO 12

CityofIrving.org

HERITAGE PARK ~ 217 S. MAIN ST. DEC. 4-18

Dec. 4
6 P.M.
PARADE AND TREE LIGHTING

The "Rudolph, Light the Way!" parade begins at 6 p.m. followed by live music, food vendors, an ice carver, stilt walkers, caricature artists, crafts, Santa photos and the iconic tree lighting.

Dec. 10 & 17
6:30 P.M.
MOVIE NIGHTS

Dec. 10: ELF (2003) **and**
Dec. 17: DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS (2000)

Enjoy a holiday movie with family and friends! Lawn chairs, blankets, drinks and snacks welcome. Food vendors will also be available.

Dec. 11
11 A.M. TO 4 P.M.
BRUNCH-MAS

Join Mr. and Mrs. Claus for an afternoon brunch in the park. Come hungry and enjoy delicious brunch options from food vendors. Santa will be available for photos after brunch.

Dec. 18
5:30 TO 8 P.M.
CAROL-OKE

Gather the family around a microphone and sing your holiday favorites on stage for a holly jolly night of karaoke fun!

WALK THE CENTENNIAL PARK LIGHT DISPLAY
The free display at 444 W. Second St. is open to the public from dusk to 10 p.m. Dec. 4-26.

Photo Stations
••• throughout Heritage Park •••
AVAILABLE ALL DECEMBER!

Visit CityofIrving.org/HolidaysAtHeritage or call (972) 721-2501 for more details.

CENTENNIAL PARK HOLIDAY LIGHTS

This year's display is open to the public Dec. 4-26 from dusk to 10 p.m., weather permitting. The free light display affords a leisurely stroll through one of the jewels of Irving's Heritage District, Centennial Park at 444 W. Second St.

The park is decorated with 60,000 lights on the fences, trees and bridge. Walkways are lighted on each side to keep pathways visible for visitors after dark. City staff will wear uniforms day and night so that visitors can ask questions about the display. Portable restrooms are available. Biking is prohibited through the display.

For more information, contact the Parks and Recreation Department at (972) 721-2501. ■



ANNUAL CHRISTMAS TREE ROUNDUP

Residents have an opportunity to properly dispose of fresh-cut Christmas trees for recycling during Irving's annual Christmas Tree Roundup.

Fresh-cut Christmas trees will be collected as part of Irving's regular weekly brush/bulky waste pickup Dec. 27 to Jan 14.

Residents can also bring Christmas trees to any of the following drop-off locations at the designated area during the collection dates:

- Cottonwood Creek Park, 4051 N. Story Road
- Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road (Hours: 7 a.m. to 5:30 p.m. Monday-Saturday; closed Dec. 24-25 and Jan. 1)
- Las Colinas Service Center, 5964 Riverside Drive (southern section of the parking lot)
- Southwest Park, 2800 W. Shady Grove Road

Whether placing trees at the curb or dropping off, residents must remove all decorations, such as tree stands, lights, tinsel, nails and ornaments. Plastic bags covering the tree should be removed. All fresh-cut Christmas trees collected as part of this program will be mulched and made available for a nominal fee at Hunter Ferrell Landfill.

For more information about the Christmas Tree Roundup or other city recycling programs, visit CityofIrving.org/Solid-Waste-Services or call (972) 721-8059. ■

Drop Off a Letter to Santa at Irving City Hall

The North Pole elves have dropped off Santa's mailbox at Irving City Hall, 825 W. Irving Blvd., for children to send their holiday letters to Santa Claus.

Families can drop off letters through Dec. 10 from 8 a.m. to 5 p.m., Monday through Friday in the mailbox located in City Hall's front lobby.

Letters should include a name and return address. Children will receive a response letter before Christmas. This program does not include a gift giveaway.

For more information, call Santa's helpers in Irving's Parks and Recreation Department at (972) 721-2501. ■



2022 STATE OF THE CITY

Presented by:

Tuesday, January 25, 2022 | 11:30 AM - 1:00 PM

For sponsorship opportunities, please contact Portia Washington at pwashington@irvingchamber.com.

Irving 360° Academy Welcomes New Graduates

Thirteen Irving residents graduated from the Irving 360° Civic Academy in November. The Irving 360° Civic Academy, organized by the City of Irving's Office of Innovation and Performance, brings together residents representing various parts of the city, age groups and cultural demographics to give them a behind-the-scenes look at the city's daily operations and encourage civic engagement.

For 11 weeks, the class met with representatives from various city departments to discuss topics such as government structure, city elections, boards and commissions, public safety, budget and finance, economic development, tourism, transportation and environmental initiatives.

"Every service the City of Irving provides has a direct impact on the quality of life of our residents. It's important that everyone has a basic understanding of how the city functions," said City Manager Chris Hillman. "I am extremely proud of the academy and the positive effect it has on encouraging civic engagement, advocacy and community stewardship."

Alumni have continued to work with the city by serving on boards or commissions or volunteering in other capacities.

"The 360 academy is designed for residents to understand the inner workings of the city and peak their interests to



get further involved in the community," said Mayor Rick Stopfer.

The city has hosted the academy four times. Residents who are interested must apply for the academy and are selected through a blind scoring process that also uses census data to ensure the class represents Irving's cultural diversity. The city plans to host the next Irving 360° Academy in the fall of 2022. Parks and Recreation also hosts an Irving 360° Youth Academy, which is anticipated to kick off in spring 2022. Check the city website and social media for updates. Residents can follow the city on Facebook, Twitter and Instagram – @TheCityofIrving.

Visit CityofIrving.org/Irving360 for more information on the Irving 360° Academy and the Irving 360° Youth Academy. ■

ELECTRONIC RESIDENT NEWSLETTERS

Electronic newsletters are an Irving resident's source for the latest Irving news and announcements delivered to your inbox. Subscribers receive updated news and information concerning construction projects, special event details, trash collection, holiday closure reminders and much more.

Simply enter in your information and select one of email lists below:

- Beyond the Stacks – Irving Public Library's Newsletter
- City Spectrum Digital – City of Irving's Weekly Newsletter
- Irving Boulevard Project Updates
- Irving Legislative Insider
- Neighborhood News – Neighborhood Association Weekly Newsletter

Subscriber privacy is protected; email addresses will never be sold to a third-party vendor. In addition, subscribers can easily unsubscribe at any time.

Visit CityofIrving.org/Newsletters to sign up. ■

IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advanced reservation needed. Guided tours offered first Saturday of each month at 12:30 p.m.; advance reservation required. To make a reservation, visit IrvingArtsCenter.com.

EXHIBITIONS

Yikwon Peter Kim: Inevitable Progression III Extended through Jan. 8 | Focus Gallery

Yikwon Kim has been invited to participate in high-profile projects including a group art exhibition of "New York 9" in Shanghai, China, and "STOP, UNRAVEL, ABSORB" in New York City. Kim produced a public art performance project as a curator and executive producer of "art is me, art is you," a series for the Dumbo Art Festival in New York.

Our Voice: Celebrating the Coretta Scott King Illustrator Awards

Through Feb. 26 | Dupree Lobby Gallery
Organized by the National Center for Children's Illustrated Literature in Abilene, Texas, this touring exhibition represents the largest and most comprehensive presentation of Coretta Scott King illustrator awards ever assembled.

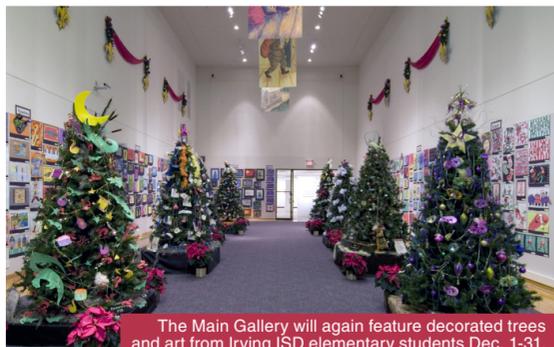
NEW EXHIBITIONS

29th Annual Holiday Exhibition and Tree Decorating Competition

Through Dec. 31 | Main Gallery
A holiday tradition now in its 29th year returns as the galleries are transformed into a wonderland of spectacularly decorated Christmas trees and student artwork. Finding inspiration in this year's theme, "Red, White & The Blues: Holidays with Soul," various community groups and schools will put their decorated trees on display. See the trees in person Tuesday through Saturday from noon to 5 p.m. For virtual viewing and voting, follow @IrvingArts on Facebook.

The Blues (and other colors): Works/Paintings by Ernie Benton and Sontonya Necheal

Through Feb. 26 | Carpenter Hall Performance Lobby
Inspired by his passion for music, Ernie Benton's paintings depict the sounds, flavor and vibrations of life. Benton's work revolves around the interplay of shape and color. Sontonya Necheal is a self-taught mixed media, abstract artist that dances with various textures in her unique canvas pieces. Her work comes from a place of brokenness, abuse and hardships, but finding strength in her faith, she triumphs ... creating art that is rich in color and vibrance, with layered textures of emotion.



The Main Gallery will again feature decorated trees and art from Irving ISD elementary students Dec. 1-31.



Santa Saturdays are back at the Irving Arts Center Dec. 4, 11 and 18.

Red, White & The Blues: Irving Arts Center Celebrates Holidays with Soul

UPCOMING PERFORMANCES

Dec. 1-3 | Have Yourself a Broadway Little Christmas
Presented by MainStage | 7:30 p.m. | \$30
Ho! Ho! Ho! Irving's own Amy Stevenson and Craig Boleman bring an all-star cast of local musical talents.

Dec. 3 | Shadows of the '60s Holiday Tribute to Motown
Presented by Irving Arts Center | 7:30 p.m. | \$27.50-\$42.50

A special tribute to the tremendous legacy of Motown's Super Groups, "The Supreme Girls of Motown," a salute to the legendary female stars such as The Supremes, Marvelettes, Gladys Knight & The Pips, Martha Reeves and a host of male stars, including Smokie Robinson, Stevie Wonder, The Four Tops, Jr. Walker & The Allstars and more. Add in the holiday favorites such as "Santa Claus Is Coming to Town," "Rudolph the Red-Nosed Reindeer" and more performed in the style of Motown, creating an unbelievable night of celebration.

Dec. 4-5 | The Nutcracker
Presented by Ballet Ensemble of Texas | \$30-\$35
Four performances: Saturday, Dec. 4 (2:30 and 7:30 p.m.); Sunday, Dec. 5 (2:30 and 6:30 p.m.)

Dec. 11 | Handel's Messiah
Presented by Irving Symphony Orchestra | 7:30 p.m. | \$39-\$50
Guest conductor Allen Hightower will conduct orchestra, choir and soloists in this beloved Christmas tradition.

Dec. 11 | The Nutcracker
Presented by Colleyville Ballet | 2 and 7 p.m. | \$35-\$48

Dec. 12 | The Nutcracker in Ballet and Jazz
Presented by New Philharmonic Orchestra of Irving | 3:30 p.m. | \$20
Featuring the University of Texas at Arlington's Jazz Orchestra and ballet from Momentum Dance Company.

Dec. 18 | The Nutcracker
Presented by Artistry Ballet Company | 2 and 4 p.m. | \$20

Dec. 18 | Dorothy Gal, Soprano
Presented by Las Colinas Symphony Orchestra | 7 p.m. | \$17.50-\$47.50
This annual Christmas concert includes the ever-popular holiday sing-along.

YOUTH AND FAMILY PROGRAMS

Dec. 2 | JumpstART Stories & Art: Winter Animals
10 a.m. | Free
Brrr! Join the cool crafts, wintertime stories and tales about some favorite winter animals.

Dec. 4, 11 and 18 | Santa Saturdays
2 to 4 p.m. | Free
Make holiday cards and crafts, and visit with Santa.

Dec. 12 | Second Sunday Funday: The Art of the Holidays
1 to 4 p.m. | Free
Find your inner artist and celebrate the season with creative arts and crafts activities for the whole family!

For more information about all activities planned, visit IrvingArtsCenter.com.



Painting by Ernie Benton

Parks and Recreation Activities

Winter Break Camp

Irving recreation centers will offer two sessions of camp for children in grades K-5 over the winter break. Activities include arts and crafts, games, sports and more. Campers should bring a sack lunch each day. Morning and afternoon snacks will be provided. Camp hours are 7 a.m. to 6 p.m. daily. Register in person at a neighborhood recreation center or online at CityofIrving.org/IrvingRec. A valid IPAR ID card is required to register.

Session Dates and Pricing:

- Session I: Dec. 20-22 | \$60
- Session II: Dec. 27-30 | \$80



Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Dec. 13-23 | Gingerbread House Pick Up**
9 a.m. to 8:30 p.m. | Ages 6-13 | \$6 per kit
Families are invited to pick up a gingerbread house kit to decorate at home for the holidays. Register online at CityofIrving.org/IrvingRec.
- **Tuesdays and Thursdays | Volley Elite**
6:30 to 8:30 p.m. | Ages 8-17 | \$25 mo.
Bump! Set! Spike! Developing the skill level of youth and teens to an elite level of competition. Register online at CityofIrving.org/IrvingRec.

Georgia Farrow Recreation Center

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

- **Dec. 9 | Candy Land Creation**
11 a.m. to noon | Ages 3-5 | Free
'Tis the season to be jolly! Children can create their own version of Candy Land. A fun craft for kids and parents to create sweet memories they can enjoy and eat. Gingerbread kits are limited; register by Dec. 3.

Heritage Senior Center

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

- **Dec. 7 | Christmas Dance**
7 to 9:15 p.m. | Ages 18 and older | \$5
Dance into the holidays with live music by the DFW MusicMakers. Guests will enjoy a variety of Christmas tunes and dance favorites.
- **Dec. 17 | Heritage Senior Center Christmas Party**
10 to 11:30 a.m. | Open to senior members and guests | \$3, plus charge for lunch
Put on holiday attire and join the festivities. Activities will include a Christmas sweater contest,

entertainment, games and door prizes, followed by lunch. Registration is required by 5 p.m. Dec. 7.

- **Dec. 22 | A Visit with Santa**
10 a.m. to noon | Ages 50 and older | Free
Have a photo taken with Santa and receive a treat. Registration is required by Dec. 15.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Dec. 10 | Holiday Card Workshop**
5:30 to 8:30 p.m. | All Ages | \$2
Learn to create a card for any occasion. Light refreshments will be served. Register by Dec. 1. Children 6 and younger must be accompanied by an adult.
- **Dec. 16 | Create Sweet Treats**
3 to 6 p.m. | Grades K-5 | \$2
Make holiday treats for friends and family. Light refreshments will be served. Register by Dec. 8.

Lively Pointe Youth Center

909 N. O'Connor Road, (972) 721-8090

- **Dec. 17 | Teen Holiday Celebration**
1 to 3 p.m. | Grades 6-12 | Free
Teens can celebrate the beginning of winter break with tasty treats, hot cocoa, music and fun! Play holiday games and win a prize from one of Santa's elves.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Dec. 6-17 | 12 Days of Pixmas**
9 a.m. to 9 p.m. | All Ages | Free
Get in the holiday spirit with a fun, virtual Facebook contest celebrating the 12 Days of Pixmas. Submit photos based on a daily theme such as "favorite holiday mug" or "ugly holiday sweater." Email photos to aramirez@cityofirving.org. At the end of the contest, three individuals will be selected for prizes.
- **Dec. 10 | Santa's Workshop Express**
6:30 to 9 p.m. | All Ages | Free
Come take a train ride on Santa's express to his workshop. Children will receive small gifts at stops along the way. Be sure not to miss Mrs. Claus' hot chocolate and sweet treats.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Dec. 16 | Create Sweet Treats**
3 to 6 p.m. | Grades K-5 | \$2
Make holiday treats for friends and family. Light refreshments will be served. Register by Dec. 8.

Senter Park Recreation Center

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

- **Dec. 10 | Edible Holiday Tree**
10 to 11:30 a.m. | Ages 3-6 | \$2
Celebrate the holidays by decorating a festive, edible Christmas tree. Space is limited. Register by Dec. 6.

PARKS AND RECREATION WINTERIZATION SCHEDULE

To protect assets and infrastructure, the Parks and Recreation Department performs winterization seasonally.

Outdoor restrooms, pool equipment, drinking fountains and other exposed plumbing fixtures are isolated (turned off) and drained to prevent freeze damage. Because of this process, these amenities remain unavailable to patrons throughout the winter months.

Under normal operating conditions, these amenities will be winterized between Dec. 1 and April 1 annually. Adjustments may be made as a result of unseasonable weather trends.

For more information, call (972) 721-2501. ■



RESIDENTS REMINDED OF THEFT PREVENTION

With the holiday shopping season in full swing, residents are reminded to not leave valuables in their vehicles, especially in plain sight and always lock the doors.

Auto burglary cases can be very difficult to solve as there is usually very little physical evidence left behind. To reduce the risk of vehicle burglaries during the holiday season, the Irving Police Department is raising awareness of ways to deter criminal activity.

Thieves know that valuables are often hidden in the console and under seats. The best way to avoid being a victim is to remove all valuables when exiting the vehicle.

Visit CityofIrving.org/836 for more crime prevention tips. ■



Library Activities, Storytimes and MiY Zone

Dec. 11 | KidsNotes at West Irving Library

2 p.m. | West Irving Library | Ages Pre-K and K

The Las Colinas Symphony Orchestra presents an opportunity for children to learn about music. This is an interactive presentation for children to hear, see, touch and explore different aspects of the orchestra and classical music. Activities include story time, a musical performance and an "instrument petting zoo."

Winterfest

Holiday magic awaits at the annual Winterfest! All ages can join the merriment with book club discussions, music, crafts and more. Take a peek at a few festivities planned:

- **Dec. 6 | Winterfest: Flutasia Flute Choir**
7 p.m. | Valley Ranch Library | All Ages
Get into the spirit of the season with a holiday musical performance by the Flutasia Flute Choir.
- **Dec. 14 | Winterfest: Craftastic! Sock Snowmen**
6:30 p.m. | South Irving Library | Adults
Create a cozy new winter friend at this craft session.
- **Dec. 16 | Winterfest: Book Garlands for Teens**
5 p.m. | Valley Ranch Library | Ages 13 and older
At this come-and-go event, upcycle retired books to create chains of decorative holiday garland and enjoy a winter-themed movie.
- **Dec. 17 | Winterfest: Craftastic! Holiday Ornaments**
2 p.m. | West Irving Library | Adults
Create a wide variety of whimsical ornaments, just in time to finish decorating for the holidays.
- **Dec. 21 | Winterfest: Holiday Crafts**
2 p.m. | West Irving Library | Grades Pre-K to 8
Create winter-themed crafts to celebrate a variety of holiday traditions.
- **Dec. 22 | Winterfest: Build It with Legos**
2:30 p.m. | West Irving Library | Grades Pre-K to 8
Children and tweens will enjoy building creative designs with small and large LEGOs, bristle blocks, connection straws and more.
- **Dec. 22 | Winterfest: Jingle and Jolly's Magic Show**
7 p.m. | Valley Ranch Library | Grades Pre-K to 5
Jingle the Elf and Jolly the Snowman share magic from Santa's Workshop.



- **Dec. 30 | Winterfest: Anime Club for Teens**
5 p.m. | Valley Ranch Library | Ages 13 and older
Fans of anime, manga and drawing can join the last Thursday of every month to meet other teens for lively discussions, crafts, games and an overall celebration of Japanese culture. Registration not required.

MiY Zone Schedule

The MiY Zone programs and classes teach attendees how to use the Cricut machine, 3D PolyPrinter, Brother sewing machines and Epilog laser etcher. Classes and programs at Valley Ranch Library and West Irving Library require registration. Visit CityofIrving.org/MiY for upcoming classes and online registration links. Class sizes are limited. See a few available below.

South Irving Library, 601 Schulze Drive

- **Dec. 4 | 10:30 a.m. | Learn: 3D Printing Basics | Adults**
- **Dec. 18 | 10:30 a.m. | Create: Holiday Ornament | Adults**

Valley Ranch Library, 401 Cimarron Trail

- **Dec. 4 | 10:30 a.m. | Learn: Laser Etcher Basics | Adults**
- **Dec. 9 | 5 p.m. | DIY Geek Chic: 3D Ornaments | Grades 6-12**

West Irving Library, 4444 W. Rochelle Road

- **Dec. 18 | 2 p.m. | DIY Geek Chic: Ugly Your Sweater Ornament | Grades 6-12**

WINTER WEATHER PREPAREDNESS

As the cold season approaches, prepare for the possibility of winter weather that can cause vehicle accidents and hypothermia. The weight of snow and ice could potentially knock down power lines causing electrical outages for an extended period of time. The following tips can assist residents in preparing for inclement weather and staying safe.

Winter Weather Safety Tips:

- Wear several layers of water-repellent loose-fitting, lightweight, warm clothing instead of one heavy layer.
- Ensure heating sources are working correctly and are well ventilated. It is essential to have equipment serviced regularly.
- Avoid driving on overpasses and bridges. These often freeze more quickly than roads.
- Winterize vehicles. Flush the cooling system, replace the coolant, the wiper blades, etc.
- Prepare a "Go Kit" (blanket, gloves, etc.) for the vehicle in the event of being stranded.
- Insulate outside faucets and pipes; keep inside faucets dripping when the temperature falls below freezing.
- Ensure animals have plenty of food, water and shelter for extreme weather conditions.
- Check on the elderly and children as they can be extra vulnerable to cold weather.

Visit CityofIrving.org/Emergency-Management for more information about winter weather or disaster preparedness. Find additional resources at Ready.gov and KnoWhat2Do.com. ■

MAKE THE HOLIDAYS HAPPY FOR AN IRVING SHELTER ANIMAL

Spread holiday cheer to an animal at the Irving Animal Care Campus (IACC). The annual Comfort and Joy Drive is accepting donations through Jan. 4. Items on every Irving Animal Services (IAS) pet's wish list include:

- Large blankets
- Toys
- Treats
- Canned food

Donors are encouraged to pick up a "gift tag" from the shelter's decorated tree in the lobby of the IACC at 4140 Valley View Lane. Tags are also available online to print at home by visiting CityofIrving.org/Comfort-and-Joy-Drive.

Participants will then include a gift tag when dropping off their donations at the shelter. Items will be accepted from 1 to 6 p.m. Tuesday through Saturday, except Thursday. The last day of the donation drive is Jan. 4.

Shopping on Amazon?

Residents can also select items on IAS' Amazon Wishlist to donate to the shelter. Items purchased from the wishlist will be delivered directly to the IACC. To view the wishlist, visit IAS' Comfort and Joy Drive webpage.

Bring Home a Lovable Gift

IACC is hosting its Home for the Holidays adoption event Dec. 14-18 from 1 to 6 p.m. During that week, adoptions of all pets 1 year and older are free.

For more information, call (972) 721-2256 or visit CityofIrving.org/Animal-Services. ■



TIPS TO REDUCE WASTE DURING THE HOLIDAYS

Trying to be environmentally friendly during the holiday season can be challenging! Below are some tips and tricks to reduce the amount of waste as well as repurpose items this holiday season!

Holiday Shopping and Gifts

- Leave reusable bags in the back of the car to be available when shopping.
- When making small purchases, opt out of taking the bag.
- Purchase gifts with minimal packaging.
- Give activity gifts like tickets to a concert or sporting event.
- Purchase rechargeable batteries for toys, tools and other devices when possible.

Holiday Parties

- Use cloth napkins, reusable silverware, glass drinking cups and ceramic coffee mugs.
- Rent party decorations.
- Reuse yogurt and sandwich meat containers for leftovers.
- Send leftovers home with friends and family.

Gift Wrap

- Use recycled gift-wrapping paper, brown paper bags, newspaper, festive holiday fabric, towels or bandanas.
- Use luggage tags as gift tags.
- Save bows and ribbons to reuse.

Lights and Trees

- Use a timer for Christmas lights to reduce energy consumption.
- Buy a potted Christmas tree at nurseries that can be planted after the holiday season.

For more tips, visit the Think Green ... Be Green website at CityofIrving.org/BeGreen. ■



Delaware Creek Drainage Channel Project Nears Completion



Five years into the Delaware Creek Drainage Improvement Project, the City of Irving is nearing completion of the four-phase project and looking ahead to the West Irving Creek Drainage Channel.

The city began construction on the Delaware Creek Basin drainage channel in 2016 with the goal of containing a 100-year flood and protecting more than 350 structures. Phases one through three of the \$52.8 million project are now finished, with construction on the fourth phase at 85% completion.

The Upper Delaware Drainage Channel, which runs from Cripple Creek Drive to Jaycee Park, is the largest portion of the project and includes water and wastewater improvements, as well as reconstruction of pedestrian and vehicular bridges.

While the project is still underway, the access road to enter the Jaycee Park Center for the Arts at 1975 Puritan Drive is now open to the public. The pond at Jaycee Park is currently drained and crews have completed the work to expand its stormwater retention capacity. New concrete blocks around the walls of the pond have been installed to match the aesthetics of the drainage channel's new design.

While the park and playground area are open to the public, the pond will remain empty as crews continue to remove and repour the downstream drainage channel flooring.

Phase four also includes the construction of six new bridges, including Cripple Creek Drive, Sunnybrook Drive, Green Oaks Drive, Oak Meadows Drive, William Brewster Street and Puritan Drive. The city replaced the former pedestrian bridge at Jaycee Park with an

updated bridge compliant with the Americans with Disabilities Act (ADA).

Throughout all phases of the project, fencing has been installed along the length of the drainage channel to discourage access for the safety of Irving residents and visitors. Additionally, water and wastewater mains have been realigned and upgraded throughout the project to increase capacity.

The project, which includes Embassy Channel and Middle Delaware Creek, Brockbank Channel, Lower Delaware Creek and Upper Delaware Creek, is slated for full completion in May 2022.

As the project begins to wind down, the city is now working on a West Irving Creek Channel Drainage Analysis and Study Update as part of the Drainage Solutions for a Better Tomorrow initiative. The goal of the master plan and study is similar to that of Delaware Creek: improve the channel to contain a 100-year flood and protect about 250 structures from damage. The West Irving Creek Channel, which was constructed in the 1960s, drains and runs over three miles in south Irving.

The study was presented during the city's Transportation and Natural Resources Committee meeting on Oct. 14. During the meeting, the committee discussed the immediate need to move forward with the short-term drainage solution in improving the Wyche Park detention pond in early 2022. This project will bring some relief to residents until the long-term West Irving Creek Phase 1 project — which will improve the channel through the Barton Estates and Sherwood Forest neighborhoods — is underway in spring 2023.

Visit CityofIrving.org/IrvingInvests for more information on the city's ongoing infrastructure initiative. ■

Designing a 911 for First Responders

Irving approves cutting-edge Public Safety Wellness Unit for Fire, Police personnel

When Dr. Mildred Betancourt approached the Irving City Council about establishing an official Public Safety Wellness Unit specifically designed for the Fire and Police departments, her mission was clear.

"[When] I call 911, I am expecting someone to get there right away because I'm in trouble, or I'm in danger or someone that I know of is in danger," said Betancourt. "I don't see why our first responders, when they call for help, they get the run around with 'Well, we can see you in three weeks,' or 'Well, I'm not taking any new clients right now. Let me see if we can get someone to see you.'"

The City of Irving approved the new Wellness Unit program — a joint effort of the Fire and Police departments — in the Fiscal Year 2021-22 budget. Betancourt, who formerly served as the Clinical Director for the Family Advocacy Center, will oversee the program along with two other clinicians, and will serve as the Public Safety Wellness Unit's Senior Manager. The additional team support will ensure that a clinician is always available for each department.

Grassroots Initiative

In 2016, the Irving Police Department launched the Peer Support Program. Betancourt, who was supervising fellow clinicians and interns at the time, had an open-door policy with her team. She extended that concept to first responders with the hope of serving as a resource for someone to talk to. It was then that an officer knocked on the door and asked if she had five minutes to talk. From there, demand for the program spread by word-of-mouth among officers.

The program gained momentum, as well as attention from fire personnel. In 2019, after years of offering mental health assistance to the department, Fire was officially incorporated into the program.

Proactive Trailblazer

The Wellness Unit will visit all 12 Irving fire stations and attend every police briefing to provide first responders



with the step-by-step information they need on how to access the program. This strategic move will expedite emergency personnel's requests for mental health services, as well as provide direct access to clinicians.

The 24/7 program embeds clinicians into first responders' culture — training them on police and fire's professional work environment and job duties.

The unit currently provides eight-hour inoculation training for new recruits — educating officers and firefighters on issues from post-traumatic stress disorder (PTSD) to suicide prevention and self-care. Moving forward, the program will offer training in biofeedback to help first responders learn their biological responses to anxiety, depression, PTSD and sleep issues.

Removing the Stigma

Since the Peer Support Program began, it has helped save the lives of Irving officers and firefighters. Moving forward, Betancourt said she hopes to remove the stigma associated with addressing and seeking mental health support.

"We want to humanize our first responders — they bleed just like everyone else," she said. "We want to be able to provide them with a safe space to feel and have permission to bleed without feeling guilty or ashamed because they're human, and they carry the heaviest of burdens." ■



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

December 2021

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	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
3	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Issued	11/17/2020	Irving	Nov-21
4	Savannah Apts, Bldg 2	310 O'Connor Ridge	Apts	49,387 SF	\$6,000,000	Permit Issued	5/4/2021	Irving	Sep-21
5	International @ Valley Ranch	9921 W. Valley Ranch Pkwy.	Apts	270,329 SF	\$25,000,000	Permit Issued	6/23/2021	C-FB	Nov-21
6	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Pending	7/30/2021	Irving	Oct-21

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	5100 W. John Carpenter Fwy.	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Shell building	660 Walnut Ridge Dr.	Office	15,660 SF	\$1,200,000	Permit Issued	3/23/2021	C-FB	Sep-21
4	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
5	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
6	4-story ofc building	111 W. John Carpenter Fwy.	Office	52,478 SF	\$19,000,000	Permit Issued	7/7/2021	Irving	Oct-21
7	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21
8	Shell building	7300 Riverside	Office	26,200 SF	\$2,000,000	Permit Pending	11/11/2021	C-FB	Dec-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
3	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
4	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Pending	4/7/2021	C-FB	Jun-21
5	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
6	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
7	Auto Repair Shop	3551 N. Country Club Rd.	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
8	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Pending	8/17/2021	Irving	Sep-21
9	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
10	Addition to warehouse	219 N. Loop 12	Office/Warehouse	4,093 SF	\$150,000	Permit Issued	9/16/2021	Irving	Nov-21
11	Keurig Dr. Pepper Addn.	2304 Century Center	Industrial	3,749 SF	\$3,000,000	Permit Issued	10/18/2021	Irving	Nov-21
12	Shell Bldg.	505 N. Wildwood	Warehouse	167,950 SF	\$9,121,000	Permit Pending	11/9/2021	Irving	Dec-21
13	Rush Truck Centers Addition	515 N. Loop 12	Warehouse	6,230 SF	\$1,000,000	Permit Pending	11/12/2021	Irving	Dec-21

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Pending	3/10/2021	C-FB	Jun-21
3	Shell Bldg	3300 W. Royal Lane	Retail	12,020 SF	\$1,200,000	Permit Issued	5/25/2021	Irving	Nov-21
4	Multi-tenant Bldg. Addition	8080 Walton Blvd.	Retail	5,500 SF	\$750,000	Permit Pending	7/9/2021	C-FB	Aug-21
5	Shell Bldg	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21
6	Shell Bldg	525 W. Airport Fwy.	Retail	4,772 SF	\$500,000	Permit Pending	11/4/2021	Irving	Dec-21

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 Approved	11/8/2019	Coppell	Jul-21
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20
4	Indigo Hotel	455 E John Carpenter	Hotel	97,385 SF	\$18,000,000	Permit Pending	5/17/2021	Irving	Jun-21
5	Sandman Hotel	1311 Meridian Dr.	Hotel	106,853 SF	\$18,000,000	Permit Issued	6/2/2021	C-FB	Nov-21
6	Hampton Inn & Suites	701 W. Airport Fwy.	Hotel	61,840 SF	\$6,600,000	Permit Pending	6/22/2021	Irving	Jul-21

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Issued	12/17/2020	Irving	Sep-21
2	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Pending	3/15/2021	Irving	Jun-21
3	Chick-Fil-A	2525 N. Belt Line Rd.	Restaurant	4,818 SF	\$1,200,000	Permit Pending	10/25/2021	Irving	Nov-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21
2	Great Hearts	3550 World Cup Way	School	61,000 SF	\$11,500,000	Permit Issued	5/4/2021	Irving	Sep-21
3	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21
4	Cistercian School Maintenance Bldg	3790 Cistercian Rd.	School Addn	5,538 SF	\$494,000	Permit Issued	6/11/2021	Irving	Oct-21
5	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Oct-21
6	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Nov-21	23	\$5,624,618	8	\$2,644,618	15	\$2,980,000	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, DECEMBER 13, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



5825 Delmonico Drive
Colorado Springs, CO 80919-2401
719. 597. 9090
usatriathlon.org

USA TRIATHLON NEWS FOR IMMEDIATE RELEASE

MONDAY, NOV. 15, 2021

CONTACT: STEPHEN MEYERS (stephen.meyers@usatriathlon.org, 719-884-5616)

INAUGURAL 2022 USA TRIATHLON MULTISPORT NATIONAL CHAMPIONSHIPS FESTIVAL TO BE HELD IN IRVING, TEXAS

The new multisport event will be held April 28-May 1, 2022, and will include six National Championship events, including the new Age Group Mixed Relay National Championships and Super Sprint Triathlon Time Trial National Championships.

COLORADO SPRINGS, Colo. — USA Triathlon, in partnership with the City of Irving, Texas, today announced that Irving will host the inaugural [2022 USA Triathlon Multisport National Championships Festival](#), scheduled for April 28-May 1, 2022. The new Multisport National Championships Festival encompasses six of USA Triathlon's National Championship events, bringing to Irving the nation's best run-bike-run, swim-run, swim-bike and swim-bike-run athletes as they compete for national titles during the four-day event. Showcasing the sport's offering of multiple race formats, the Multisport National Championships Festival will also debut the new Age Group Mixed Relay National Championships and Super Sprint Triathlon Time Trial National Championships.

The 2022 USA Triathlon Multisport National Championships Festival will include the following National Championship events:

- Draft-legal Triathlon National Championships
- Duathlon (run-bike-run) National Championships (standard and draft-legal sprint distances)
- Aquathlon (swim-run) National Championships
- Aquabike (swim-bike) National Championships (standard distance)
- Super Sprint Triathlon Time Trial National Championships
- Age Group Mixed Relay National Championships

"This brand-new Multisport National Championships Festival has been a long time in the making and we are thrilled to head to Irving, Texas, a terrific host city with a long history of supporting triathlons, for the debut edition," said Rocky Harris, USA Triathlon CEO. "We've long wanted to bring together several of our multisport national championship events as one, multi-day event where triathletes, duathletes and aquabike and aquathlon athletes can all come together to race at a fabulous venue. For the age group athlete looking to compete in multiple disciplines and qualify for Team USA, no longer will they have to travel to multiple events throughout the year – they can come to Multisport National Championships Festival and race several events over race weekend. These four days in Irving are really going to be a celebration of multisport racing."

"We are excited to welcome the USA Triathlon Multisport National Championships Festival home to Irving for 2022," said Irving Mayor Rick Stopfer. "Our long and strong history with triathlons, and our award-winning reputation for hospitality will assure your competitors, their families and fans and your sponsors are in for a spectacular event, hosted in one of the most diverse communities in the country. We look forward to welcoming the world home to Irving."

The host community for National Championships play a vital role, particularly in a multi-day, multi-discipline event, and the Multisport National Championships Festival logo pays homage to the city of Irving with a nod to the [Mustangs of Las](#)



Member, U.S. Olympic Committee



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usatriathlon.org

[Colinas](#), the beautiful sculpture of nine bronze mustangs galloping across a granite prairie stream in the Las Colinas Urban Center, location for the event.

In addition to the Championship events, the Multisport National Championships Festival will also include a non-championship Olympic-distance triathlon and an open-water swim competition. None of the races, including the National Championship events, require qualification. Registration, powered by TicketSocket is currently open at multisportfestival.com.

Athletes are encouraged to participate in multiple disciplines as we all come together to celebrate the unique opportunities multisport affords and will receive a 5% discount when they register for three events and a 10% discount when they register for four events.

All races will be held at Levy Event Plaza, which opened in 2020 along Lake Carolyn as a dedicated outdoor hub for Irving community events. Athletes will swim in Lake Carolyn and the bike and run courses will take athletes on rolling hills through the main thoroughfares of Irving, including Las Colinas Boulevard, Lake Carolyn Parkway and Royal Lane.

The race venue at Levy Event Plaza is a convenient 10-minute drive from Dallas/Fort Worth International Airport and is within the bustling Las Colinas area with beautiful lake-side trails and a plethora of dining, hotel and entertainment options, including the [Toyota Music Factory](#).

“Irving has been honored to host a wide range of amateur and professional sports over the years, including serving as the host site for the 2000 Olympic Triathlon Trials ahead of triathlon’s Olympic debut,” said Irving City Manager Chris Hillman. “The USA Triathlon Multisport National Championships Festival will allow us to welcome competitors, sponsors and fans from all over to Irving, and showcase our award-winning service and hospitality.”

In addition to racing for age group national championships, athletes will also have the opportunity to qualify to represent age group Team USA at 2023 World Triathlon Age Group World Championships. For more information about Team USA, comprised of the nation’s top amateur multisport athletes who represent the U.S. at World Triathlon Age Group World Championship events, visit usatriathlon.org/teamusa.

The four days of racing kick off on Thursday, April 28 with the debut of the Super Sprint Triathlon Time Trial National Championships (250m swim, 5k bike, 1.2k run) and the open water swim competition (750m).

Friday’s races include the Draft-Legal Sprint Triathlon National Championships (750m swim, 20k bike, 5k run). Draft-legal racing, where athletes ride in packs on the bike, is the format of racing contested on the World Triathlon and Olympic stage and is gaining popularity at the age-group level. Also on Friday, swim-run athletes will compete in the Aquathlon National Championships (1,000m swim, 5k run).

The Duathlon National Championships begin on Saturday, as run-bike-run athletes take on the Standard Duathlon (10k run, 40k bike, 5k run). The debut of the Mixed Relay Triathlon National Championships will also take place Saturday, as teams of four (two women, two men) compete, with each team member completing a 250m swim, 5k bike, 1.2k triathlon. The Mixed Relay made its Olympic debut at this summer’s Olympic Games Tokyo, as the U.S. earned silver in the fast, exciting, spectator-friendly event.

Sunday’s Duathlon National Championships include the Draft-Legal Sprint Duathlon (5k run, 20k bike, 3.3k run). Also that day is the Aquabike National Championships (1500m swim, 40k bike) for swim-bike athletes, and the non-championship Olympic-distance triathlon (1500m swim, 40k bike, 10k run).

To learn more about the 2022 USA Triathlon Multisport National Championships Festival, visit multisportfestival.com.



Member, U.S. Olympic Committee



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About USA Triathlon

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon, paratriathlon, and indoor and virtual multisport events in the United States. Founded in 1982, USA Triathlon sanctions more than 4,000 events and connects with more than 400,000 members each year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors — as well as the USA Triathlon Foundation — USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon Championships, Pan American Games and the Olympic and Paralympic Games. USA Triathlon is a proud member of World Triathlon and the United States Olympic & Paralympic Committee (USOPC).

- usatriathlon.org -



Member, U.S. Olympic Committee

ICVB Memorandum

Date: December 2, 2021
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for November 2021

Convention Sales Activities

Leads Generated	November	YTD
Irving CVB – Hotel Leads	73	156
Irving Convention Center Leads	33	70

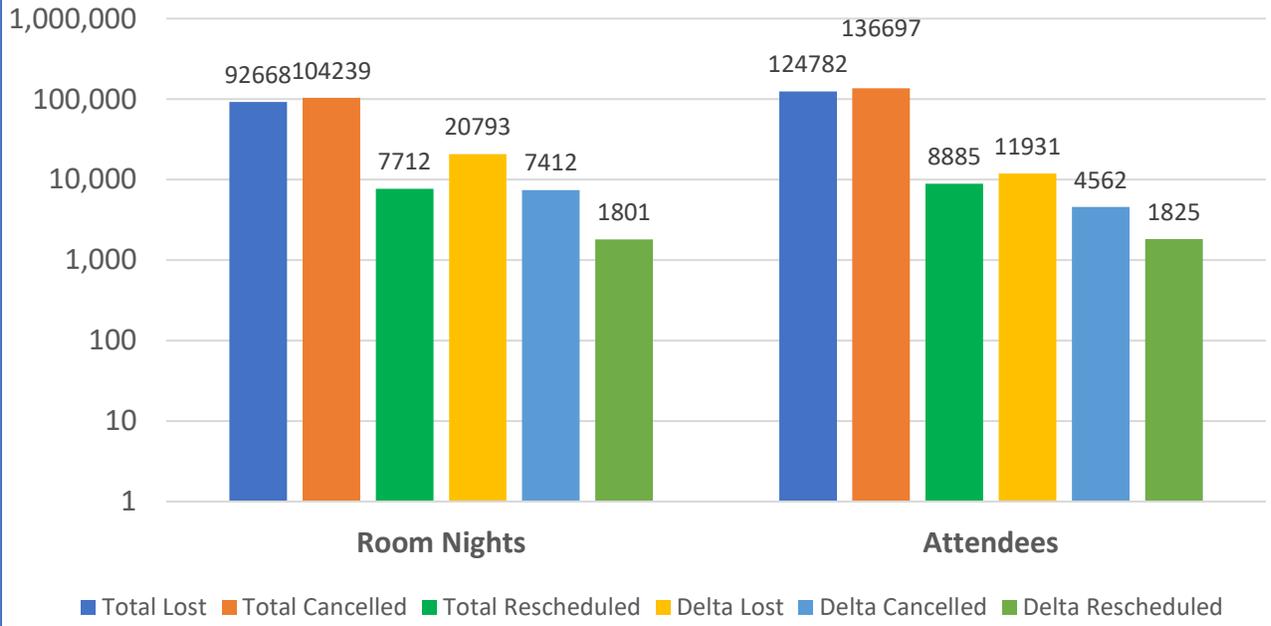
November

Room Nights Generated	Monthly Goal	November 2021 Actuals	November 2020 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	November Convention Center	Convention Center YTD
Definite Room Nights	7842	3704	2513	94098	14701	23973	311	5916
Lost Room Nights		37824	1002		70431	23972	25113	49898

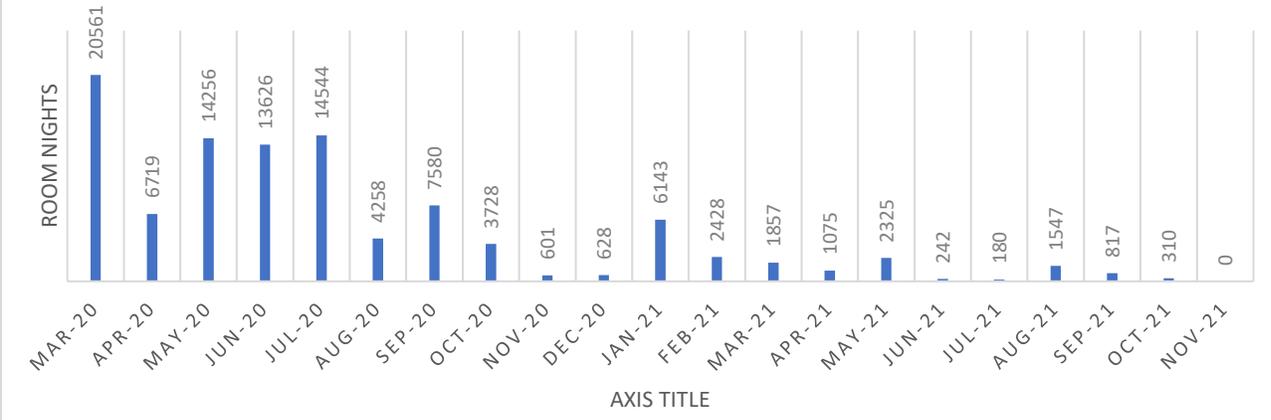
Travel & Activity

November	Organization	Event	Location
	No Travel		

Covid-19 Impact March 2020-November 2021



Irving CVB Covid Cancellations by Month



Customer Services Activity November Servicing & Inventory

Groups Served	
November	13
YTD	29

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	8	1400 Badges/ 1492 Lanyards
Pens	9	1450
Bags	4	450
Promotional Materials	10	900 Restaurant Maps/1500 TMF maps
Staffing Services	3	32 Event Hours (12 hours - internal staff)

Event Location: **Hotels: 10** **Irving Convention Center: 2** **Other: 3**

Proclamations/Welcomes/Flags:

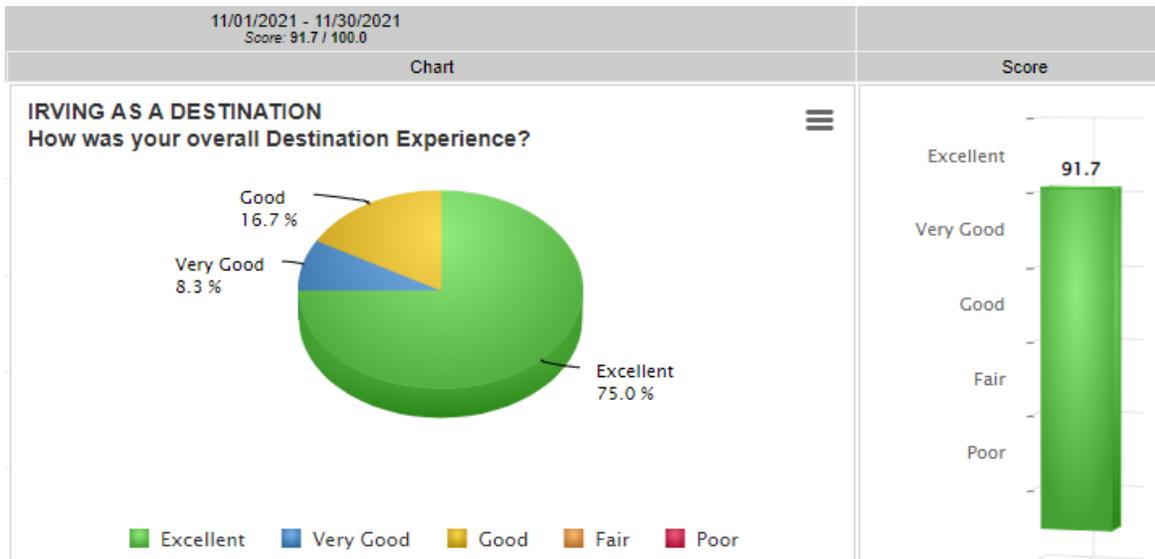
- Welcome/ Proclamation/Flag(s) - 100th Bomb Group Foundation, November 29, 2021 - Councilman Zapanta
- Welcome/Proclamation - Black Girls Golf Summit, November 4, 2021 - Mayor Stopfer
- Welcome/Proclamation - Weekend of Honor, November 13, 2021 - Councilman Taylor

Pending

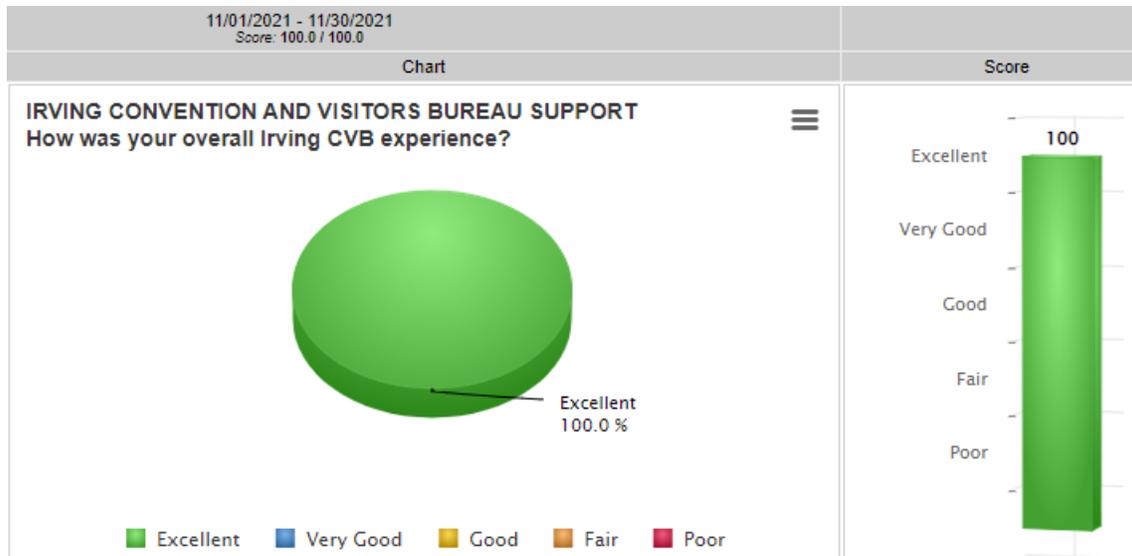
- Welcome/Proclamation/Flag - 173rd Airborne Brigade, May 2022 - TBD Mayor/Elected Official
- Welcome/Flag – Cadillac and LaSalle Club, March 2022, TBD Mayor/Elected Official

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings
December 2021 – April 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
DFW Business Group on Health	2021 DFW Business Group on Health - Texican Court Room Block	12/1/2021	12/1/2021	400	10
DFW Church	Small Church Leaders Conference	12/1/2021	12/4/2021	250	195
DFW Church	Small Church Leaders Conference	12/1/2021	12/4/2021	250	195
UWorld, LLC	Town Hall 2021	12/2/2021	12/4/2021	200	165
Southwest Society of Cosmetic Chemists	Southwest Society of Cosmetic Chemists	12/3/2021	12/3/2021	500	40
Texas Scorecard	Texas Scorecard 2021	12/3/2021	12/4/2021	450	45
Red Zone Games Inc.	Red Zone Game December 2021	12/3/2021	12/5/2021	100	205
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center	12/5/2021	12/8/2021	300	350
TechMedia, LLC	TechMedia	12/6/2021	12/9/2021	1000	33
Red Zone Games Inc.	Red Zone Game December 2021	12/10/2021	12/12/2021	100	205
Irving Hispanic Chamber of Commerce	Irving Hispanic Chamber of Commerce - 2021 Annual Gala	12/11/2021	12/12/2021	300	30
Flowserve Corporation	Centrifugal Pump Fundamentals- December 2021	12/13/2021	12/16/2021	10	40
Blue-Grey Events	Blue-Grey All American Bowl 2021	12/17/2021	12/21/2021	100	365
Washington Football Team	Washington Football Team Travel	12/25/2021	12/26/2021	200	163
Transplace, Incorporated	Leadership and Sales Meeting	1/3/2022	1/7/2022	125	385
Flying Eagles	Flying Eagles Reunion	1/6/2022	1/9/2022	150	237
Blue-Grey Events	Blue Grey Events All American Team Jan2022	1/7/2022	1/11/2022	110	365

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff	1/8/2022	1/13/2022	250	712
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff-OVERFLOW ROOMS	1/10/2022	1/13/2022	400	420
Serra International	Serra International	1/12/2022	1/16/2022	250	375
North Texas Olympic Weightlifting	North Texas Olympic Weightlifting State Tournament 2022	1/13/2022	1/16/2022	500	150
Challenge Youth Planning	Challenge Youth Conference	1/13/2022	1/16/2022	500	367
Texas Society of CPA's	TSCPA 2022 Mid-Year Board Meeting	1/19/2022	1/21/2022	235	411
The Navigators	The Navigators - Think Tank	1/19/2022	1/22/2022	10	28
LRP Conferences, LLC	DA Leadership Institute National Superintendents Academy	1/19/2022	1/23/2022	50	98
Spireon	NSM January 2022	1/19/2022	1/22/2022	160	360
Cadillac and LaSalle Club	2022 CLC WBOD	1/25/2022	1/29/2022	55	215
Sigma Kappa Sorority	Sigma Kappa Sorority	1/27/2022	1/30/2022	150	191
Southwest Society of Periodontists	Southwest Society of Periodontists 2022 Winter Meeting	1/27/2022	1/29/2022	150	240
Trustmark Insurance Company	2022 Trustmark Producer Conference	1/28/2022	2/3/2022	250	717
Black Box Intelligence	2022 Global Best Practices Conference	1/30/2022	2/2/2022	275	355
Tech Conferences	Share Point Fest	1/30/2022	2/4/2022	400	420
IMEG Corporation	IMEG Corp Annual Meeting 2022	1/31/2022	2/1/2022	60	160
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2022	2/3/2022	2/5/2022	200	434

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Focus Fellowship of Catholic University Students	Annual Conference	2/3/2022	2/6/2022	900	650
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/4/2022	2/11/2022	200	450
John Deere Company World Headquarters	CEO Summit 2022	2/6/2022	2/11/2022	300	594
McKesson Corporation	#14187 APP Onboarding - February 2022	2/6/2022	2/10/2022	50	200
Council of Graduate Departments of Psychology	2022 COGDOP Annual Conference	2/9/2022	2/13/2022	120	275
American Association of Veterinary State Board	2022 AAVSB RACE Committee Spring Meeting	2/11/2022	2/13/2022	18	32
DFW Church	DFW Church Marriage	2/11/2022	2/13/2022	300	225
Boy Scouts of America	National Executive Board & Committees Meeting 02/2022	2/13/2022	2/15/2022	75	153
Diamond Tours	Diamond Tours	2/13/2022	2/18/2022	50	54
State Bar of Texas	State Bar of Texas - Intellectual Property 2022	2/15/2022	2/18/2022	80	95
ED311	International Conference NEDRP	2/17/2022	2/19/2022	800	160
HarmonyCon	HarmonyCon 2022	2/17/2022	2/19/2022	600	298
American Council for Construction Education	American Council for Construction Educators	2/21/2022	2/26/2022	450	605
HCA Healthcare	HCA 2022 ASD Medical Directors Conference	2/22/2022	3/1/2022	175	392
Texas Radiological Society	TRS Annual Meeting 2022	2/22/2022	2/27/2022	300	400
Vizient, Inc.	Vizient, Inc. 2022 Channel Partners AKO	2/23/2022	2/24/2022	50	75
Infinity Events Group	TRBMA Chapter Meeting 2022	2/24/2022	2/25/2022	75	53
Southern Baptists of Texas Convention	Evangelism	2/25/2022	3/2/2022	3500	615

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Hans Johnsen Company	Security Hardware Meeting	3/2/2022	3/7/2022	100	220
Southwest Commission on Religious Studies	Annual Conference	3/3/2022	3/6/2022	200	230
Lockheed Martin Corporation	Rooms Only	3/3/2022	3/5/2022	350	215
NBM Incorporated	The NBM Show 2022	3/6/2022	3/14/2022	200	384
American Legal and Financial Network	March 2022 ALFN Intersect Servicing + Bankruptcy	3/8/2022	3/10/2022	100	86
ELAM Ministries	Founders Weekend	3/9/2022	3/13/2022	100	260
Texas Steel Guitar Association	Annual Meeting for 2022	3/9/2022	3/13/2022	300	835
Prospanica - The Association of Hispanic Professionals	2022 Prospanica Leadership Summit	3/10/2022	3/12/2022	150	110
Bob Rogers Travel	Rich Hill High School	3/10/2022	3/12/2022	50	51
JPAR	JPAR-Rooms Only	3/10/2022	3/13/2022	350	130
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/17/2022	3/21/2022	350	354
Bob Rogers Travel	Cimmaron High School Band	3/17/2022	3/19/2022	50	36
ALM First Financial Advisors, LLC	2022 ALM First Financial Institute	3/20/2022	3/23/2022	150	441
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2022	3/23/2022	3/25/2022	60	90
Texas Association of College and University Auditors	TACUA Conference	3/27/2022	4/1/2022	100	290
SMU Dedman School of Law	SMU Dedman School of Law	3/28/2022	4/1/2022	500	595
TexSom	The Court of Master Sommeliers - March 2022	3/28/2022	4/1/2022	100	272
Texas Court Appointed Special Advocates	The Forum 2022	3/29/2022	4/1/2022	120	100
Dental Laboratory Association of Texas	DLAT Southwest Conference	3/31/2022	4/2/2022	250	188

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Populous Financial Group	2022 Leadership Meetings-April 4-8, 2021	4/4/2022	4/7/2022	70	180
Parkhill	University of Parkhill Annual	4/4/2022	4/9/2022	500	1200
American Airlines	2022 Service Anniversary	4/5/2022	4/7/2022	800	200
Debbie Sardone Consulting	CBF Retreat	4/5/2022	4/10/2022	330	692
Texas Association of Student Councils	TASC	4/6/2022	4/12/2022	5000	3640
Libertarian Party of Texas	2022 State Convention	4/8/2022	4/10/2022	400	160
Green Light Group Tours	Green Light Tours	4/9/2022	4/10/2022	55	50
Populous Financial Group	2022 Leadership Meetings-April 11-15, 2022	4/11/2022	4/15/2022	70	160
USA Gymnastics	T&T Elite Challenge 2022	4/20/2022	4/24/2022	1000	290
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2022	4/21/2022	4/24/2022	200	300
SENPA	SENPA 2022 Conference	4/21/2022	4/24/2022	160	350
Assemblies of God/Marriage	Marriage Encounters	4/22/2022	4/24/2022	80	80
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	4/24/2022	4/29/2022	150	257
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa 2022	4/24/2022	4/25/2022	100	100
Association for Early Learning Leaders	Association of Early Learning	4/25/2022	4/30/2022	400	770
Diamond Tours	Diamond Tours	4/25/2022	4/29/2022	50	54
Tabletop Gamers	Tabletop Gamers	4/27/2022	5/1/2022	350	229
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	4/28/2022	4/30/2022	250	120
Tour-Rific of Texas	Cy Falls School	4/29/2022	4/30/2022	75	52

**Highlighted items above are Target Industries for Irving

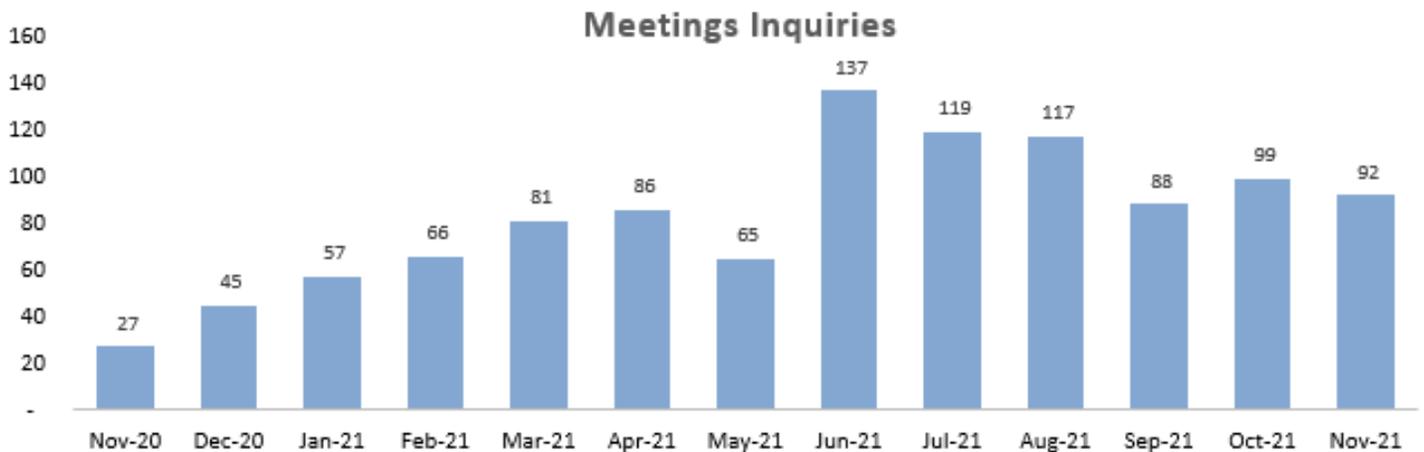


Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: December 7, 2021
Re: November 2021 Board Report

Meeting-Sales Leads & Inquiries

Meeting-sales leads and inquiries decreased slightly with **92 total leads and inquiries**. Of those, 41 were sourced through Cvent, 17 were from click-to-call ads, and 34 came through the websites.

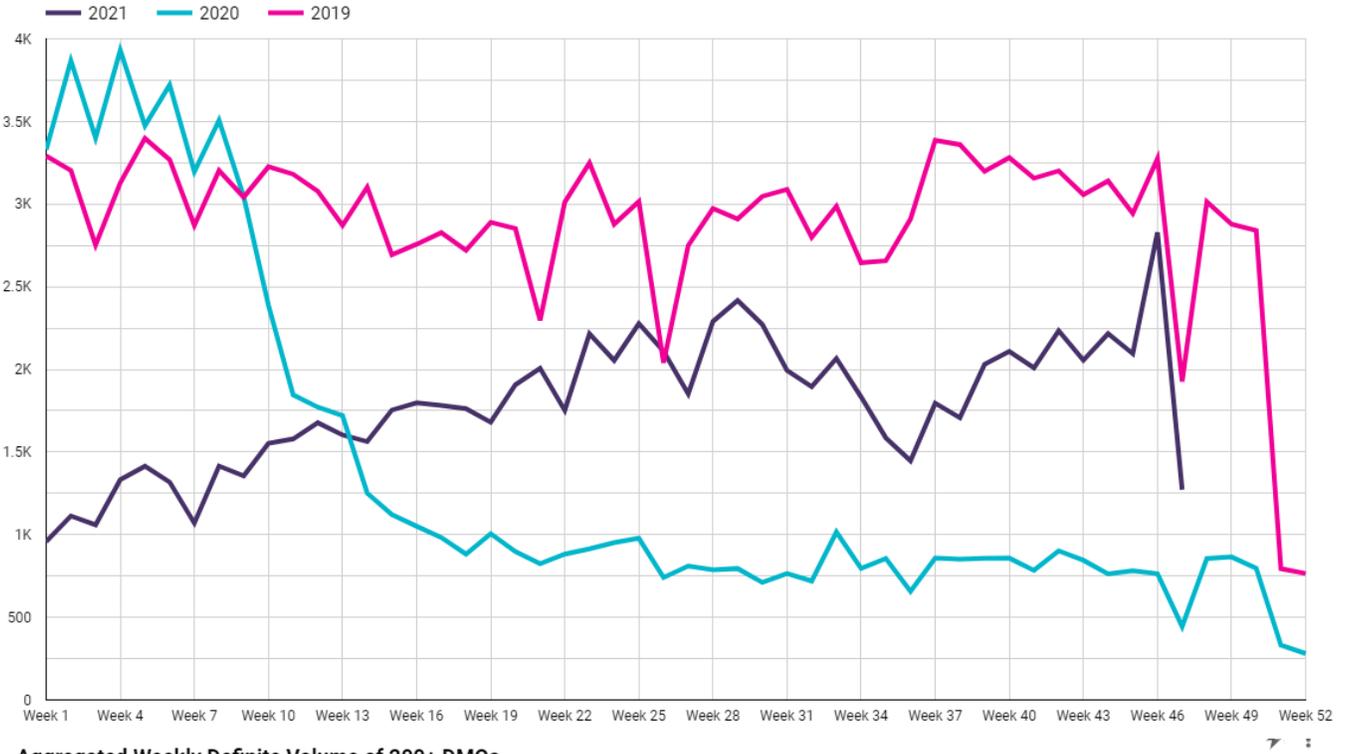


The aggregated weekly lead volume of over 200 U.S. DMOs, provided by Simpleview, continues to show that both lead volume and definites continue to remain between 2019 and 2020 levels.

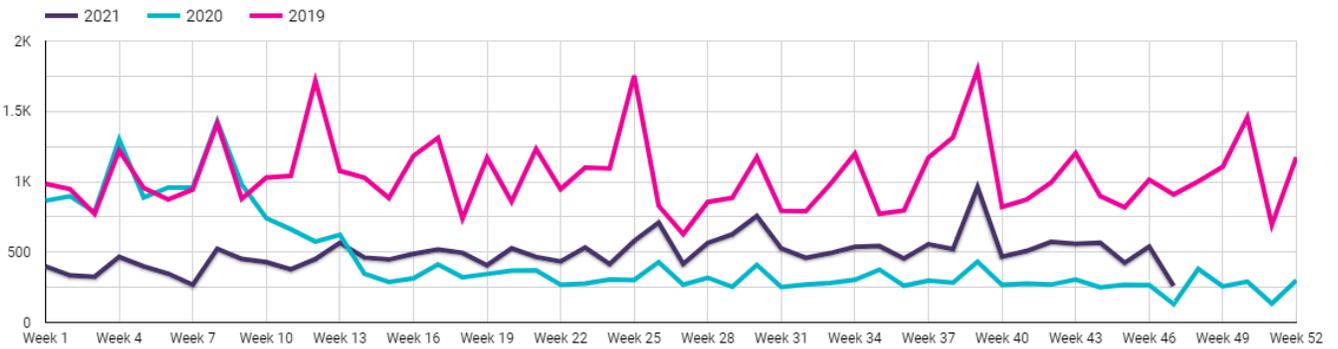
Aggregated DMO Weekly Lead Volume

Provided by Simpleview Inc.

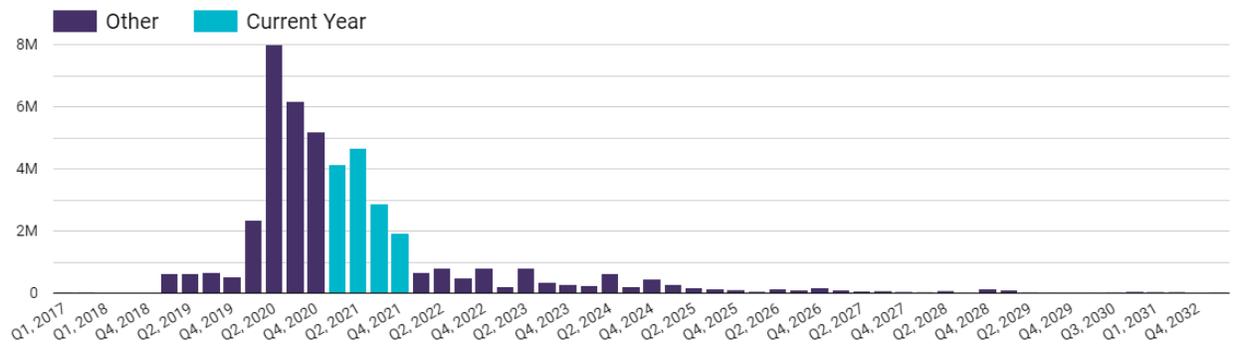
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs



CARES Act Campaigns:

Staycations Campaign:

In November, the Staycations campaign generated 5,532 hotel referrals. Year-to-date, the Staycations Campaign has generated **20.1 million impressions**, **248,733 website sessions** and **124,609 hotel referrals**. Those hotel referrals represent over **\$15.7 million in Potential Economic Value**.

YTD Staycations Campaign Performance



Promoted Content Campaign:

YTD, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **34,044 blog visits**.

YTD Top Posts – Traffic

Post Name	Clicks	Impressions	Post Engagements	Engagement Rate	CTR
New Irving Eateries - FB	1,235	43,092	1,330	3.09%	2.87%
Summer Bucket List - FB	1,033	34,851	1,146	3.29%	2.96%
Guide to Water Street - FB	1,016	53,405	1,213	2.27%	1.9%
Lake Carolyn	866	44,338	1,010	2.28%	1.95%
Catfish Roundup - FB	759	23,578	917	3.89%	3.22%
New Restaurants	743	36,114	783	2.17%	2.06%
Poolside Bars	704	39,974	845	2.11%	1.76%

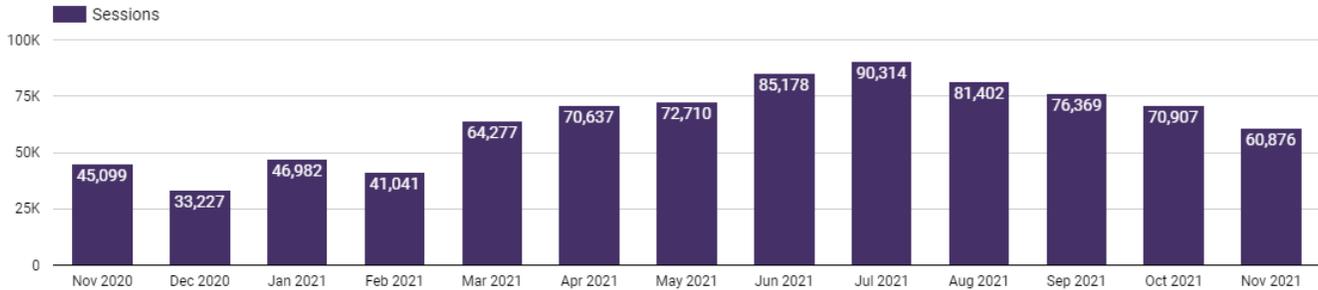
YTD Top Posts – Engagement

Post Name	Clicks	Impressions	Post Engagements	Engagement Rate	CTR
Irving Bakery - FB	143	55,206	25,972	47.05%	0.26%
Scrumbscious - FB	1,443	82,496	11,656	14.13%	1.75%
Venetian Terrace	1,760	64,825	10,152	15.66%	2.72%
Taqueria El Arquito - FB	363	77,659	6,791	8.74%	0.47%
The Italian Cafe	563	69,644	5,211	7.48%	0.81%
Ouzi Mediterranean Grill - FB	216	51,401	4,395	8.55%	0.42%
Mother's Day	543	62,458	4,090	6.55%	0.87%

Website Traffic

In November, website traffic declined with **60,876 total sessions** and **51,048 users** to both websites. Traffic to the Visit Irving website had **53,380 sessions** and **44,887 users**, while traffic to the Irving Convention Center website had **7,496 sessions** and **6,161 users**.

Website Traffic - Total Sessions

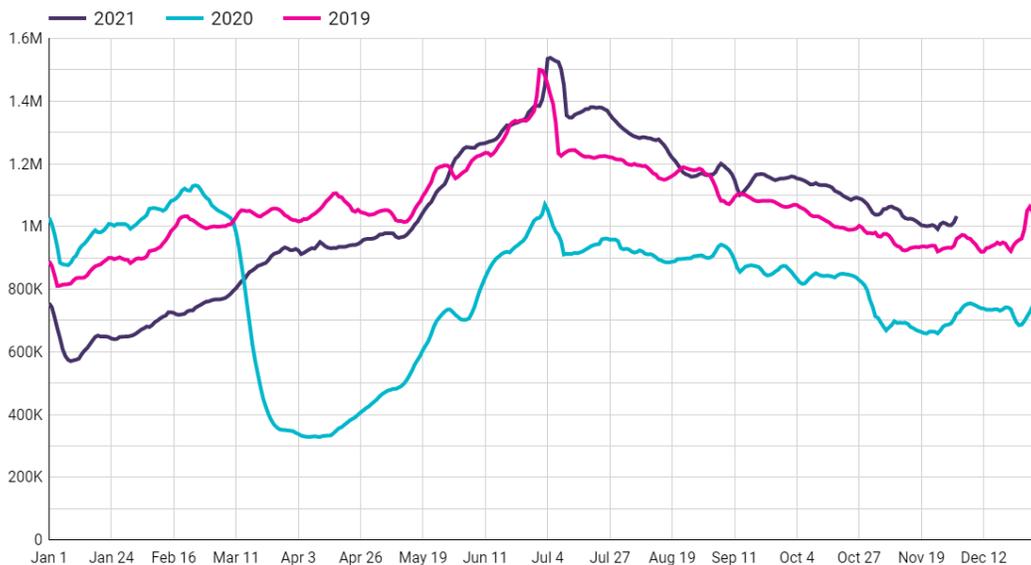


Website Traffic - Sessions by Market



Aggregated data provided by Simpleview continues to show overall website sessions exceeding 2019 levels as they continue to remain at their highest levels in history.

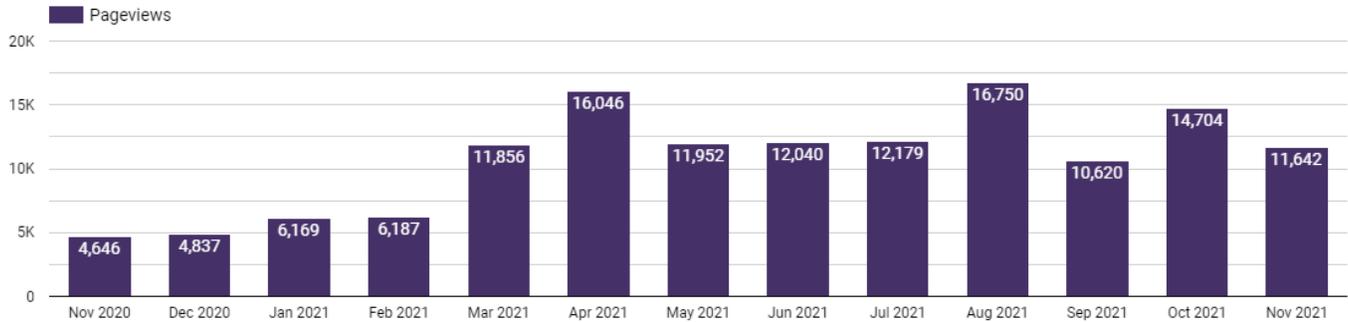
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

November had **11,642 pageviews**. The top posts were “Women-Owned Businesses in Irving to Support,” with 1,635 pageviews, “10 Holiday Must Do’s in Irving,” with 1,431 pageviews, and “Food Trucks in Irving” with 978 pageviews.

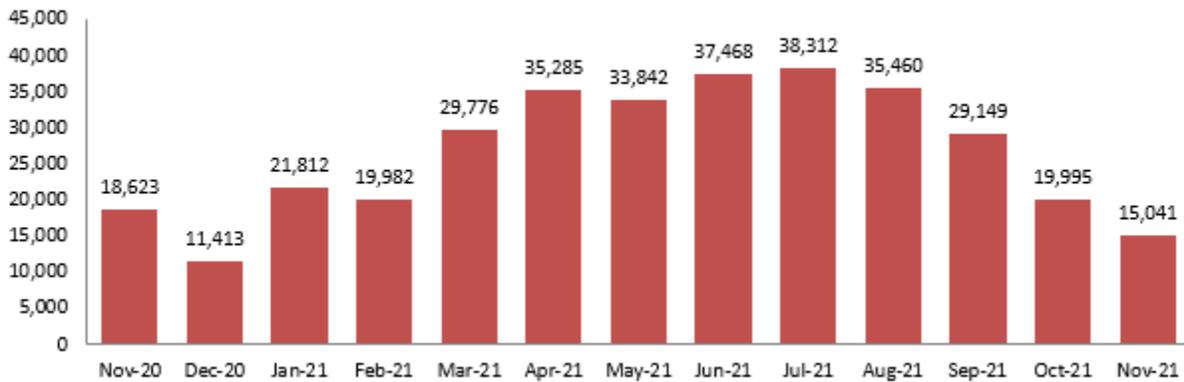
Blog Pageviews



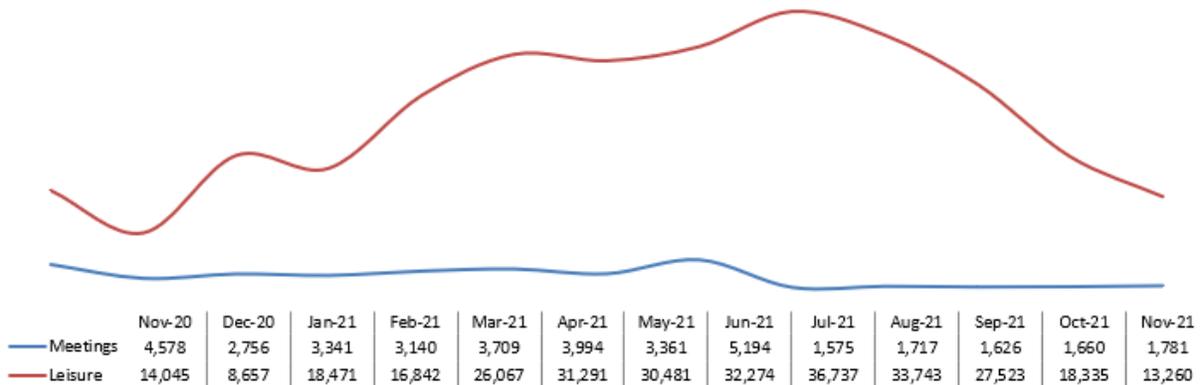
Advertising

Advertising engagement had **15,041 site visits** in November. The leisure market had the largest engagement with **13,260 site visits** and the meetings market had **1,781 site visits**, with paid search and MPI performing the best.

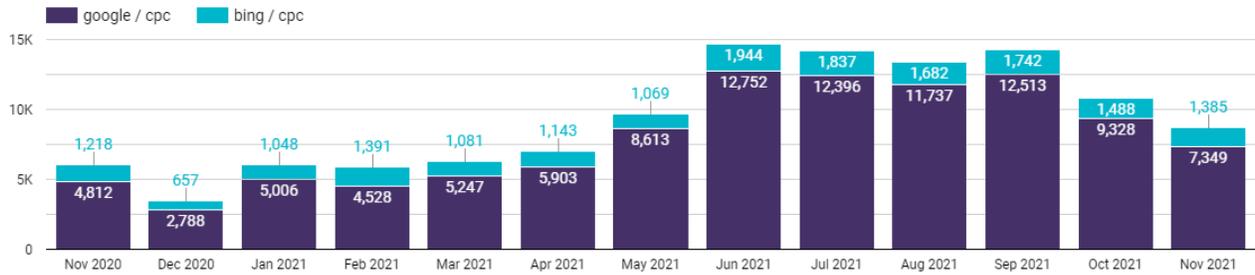
Advertising Engagement



Advertising Engagement - By Market



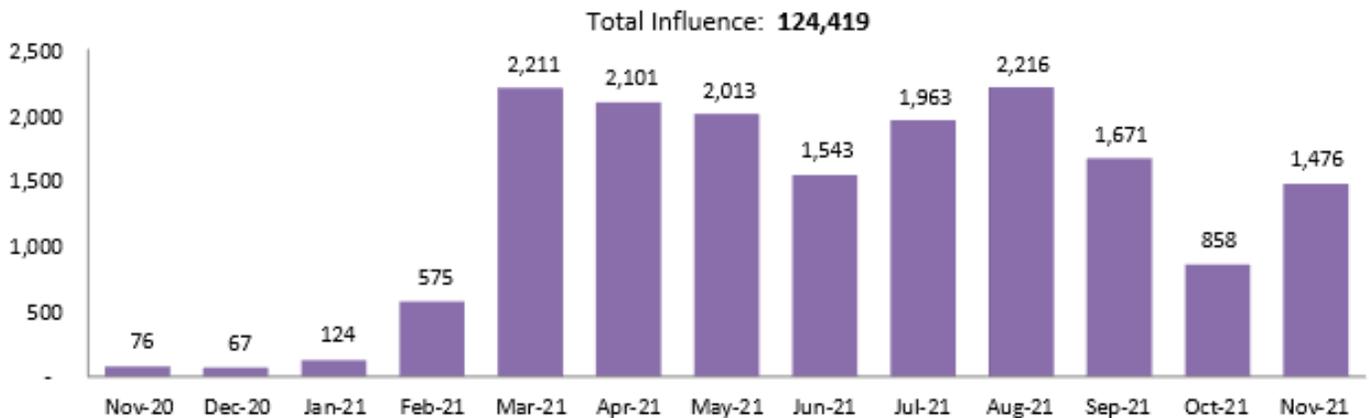
Advertising Engagement - Clicks



Social Media

1,476 new followers were added in November for a **total influence of 124,419**. Again, the Visit Irving Facebook page performed the best, with 1,247 new likes.

Additional Social Media Followers



Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	39,470,255				39,470,255
ADVERTISING EQUIVALENCY*	\$271,860				\$271,860
PUBLIC RELATIONS VALUE**	\$815,610				\$815,610

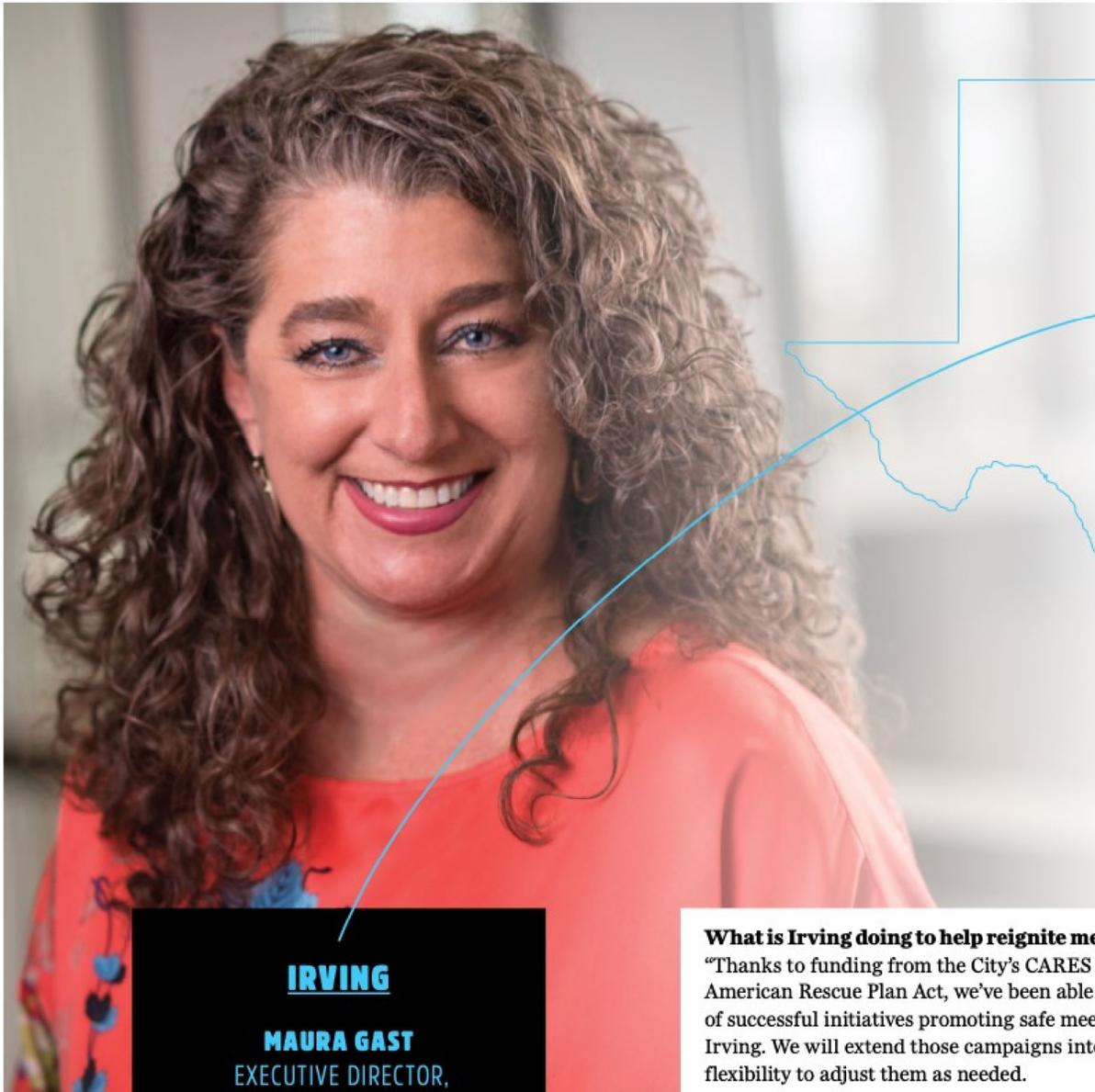
*The number of media impressions is based upon the readership or audience numbers for each media outlet, as supported by the published circulation or audience numbers.

*Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

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

Attachments

-  [“People: Maura Gast,” *Texas Meeting Planner Guide*, 2021-2022](#)
-  [“Construction of Hotel Indigo Begins in Irving-Las Colinas,” *Irving Weekly*, Sept 21, 2021](#)
-  [“Black Girls Golf Is Teeing Off Against the Patriarchy,” by Corinne Lestch, *thestoryexchange.org*, Oct 6, 2021](#)
-  [“Fifty years ago Sunday, one of the most iconic landmarks in the history of DFW opened,” by Richie Whitt, *si.com*, Oct 22, 2021](#)
-  [“Texas Stadium Opened 50 Years Ago,” *KDFW-DAL Fox 4*, Oct 23, 2021](#)
-  [“A look back at the history of Texas Stadium,” *NBC DFW*, Oct 26, 2021](#)
-  [“Texas Stadium opened 50 years ago. Let’s take a look back at the iconic home of the Dallas Cowboys,” by Sarah Bahari, *Dallas News*, Oct 20, 2021](#)
-  [Blog Performance Overview](#)
-  [Visit Irving Social Stats](#)
-  [Irving Convention Center Social Stats](#)



IRVING

MAURA GAST
EXECUTIVE DIRECTOR,
VISIT IRVING TEXAS

irvingtexas.com

What do meetings and events currently look like in Irving?

"It truly varies from group to group. Some of the changes our customers have made have been so well-received by attendees in terms of room sets and food and beverage options that they are going to stick with these in the future. It remains abundantly clear, however, that people are excited to be back around other people again, even if it is socially distanced and masked. There's no denying the energy of and power that comes from in-person human interaction."

Which outdoor venues have groups used to offer more physically distanced receptions?

"Irving Convention Center's third floor patio; Omni Las Colinas' renovated outdoor event spaces; Four Seasons Resort & Club's outdoor event spaces; and Texas Lottery Plaza at the Toyota Music Factory."

What is Irving doing to help reignite meetings and events?

"Thanks to funding from the City's CARES Act receipts and now the American Rescue Plan Act, we've been able to put together a series of successful initiatives promoting safe meetings and travel here in Irving. We will extend those campaigns into this next year, and have the flexibility to adjust them as needed."

How has Irving come out stronger as a meetings destination?

"Our teams have always been lean and laser-focused, and that remains the case. Our location with easy, direct air access makes us even more appealing now. The fact that we were built for business and that small meetings have always been our thing has helped us remain true to who we are. The cleaning and safety protocols we've put in place will be easy and logical to maintain."

Looking into the future, where do you see the industry going in Irving?

"I do think groups will remain hyper-cautious for a while longer. I know the hotels and restaurants around us really need tenants to re-office soon. And we know that once the re-officing starts (and for most in our area, it appears they will be re-officing), the need to engage with clients and associates will start again as well. I think it's a year from now before that starts to feel whatever normal will feel like then. Live events will continue to evolve—we've been a living, breathing workshop for the past 18 months and counting for how to safely and successfully gather in person, and we'll continue to refine that as circumstances change." •

<http://www.irvingweekly.com/s/3655/Construction-Of-Hotel-Indigo-Begins-In-Irving-las-Colinas.php>

BUSINESS NEWS

Construction Of Hotel Indigo Begins In Irving-Las Colinas



By IrvingWeekly Staff | Published September 27, 2021



Construction is underway on a new, 150-room Hotel Indigo in Irving, Texas, scheduled to open in 2023. The property will offer 3,300 square feet of meeting space.

will consist of a ballroom and a boardroom.

"Irving's Las Colinas development was built on the principles of 'placemaking' and the addition of this Hotel Indigo, a brand distinct to its neighborhoods and communities, is a perfect addition to the Irving landscape," said Maura Gast, executive director of Visit Irving. "The evolution of our entertainment district has allowed Irving to provide the perfect complement for living, working, visiting and playing. With the Toyota Music Factory, Water Street and the Mandalay Canal just steps from this new Hotel Indigo, IHG Hotels & Resorts has secured a very attractive location for visitors to Irving."

Hotel Indigo is an upscale boutique brand with 128 hotels now open around the world and an additional 110 under development. Inspired by the colors, textures, history, buildings and people that make up each neighborhood, Hotel Indigo celebrates these elements to immerse each guest in a uniquely local experience.

<https://thestoryexchange.org/tiffany-fitzgerald-founder-black-girls-golf-teeing-off-against-patriarchy/>

Black Girls Golf Is Teeing Off Against the Patriarchy

Atlanta entrepreneur Tiffany Fitzgerald is making the golf course a little more inclusive.

October 7, 2021



By Corinne Lestch



Black Girls Golf has exposed the male-dominated sport to women of color. (Courtesy BGG)

What comes to mind when you think of the typical, traditional golf player?

If you answered “old white man,” Tiffany Fitzgerald wants to [change](#) that. She’s the founder of Black Girls Golf, a nearly 5,000-member organization that exposes young girls and professional women of color to the sport, often seen as a throwback to the “Mad Men” era of corporate wheeling and dealing in industries such as law, finance and advertising.

She founded the group in 2013, and the members, ranging from schoolteachers to surgeons, will convene for an executive retreat in Texas next month, billed as the first of its kind event — the largest gathering of women of color on the course.

Finding Her Footing

Fitzgerald never thought she’d be teaching other women of color about golf — the sport was the furthest thing from her mind as she tried to climb the corporate ladder during the early aughts. Working in marketing at a manufacturer in Iowa, “I had my head down, I was there early, I stayed late,” she said. “I was busy checking off all the boxes: go to college, get a good job, do all those things.”

[Related: [ESPN's First All-Women Baseball Broadcast Team Hopes to Inspire Young Women](#)]

<https://thestoryexchange.org/tiffany-fitzgerald-founder-black-girls-golf-teeing-off-against-patriarchy/>

She added, “No one told me to play golf, though.”



Tiffany Fitzgerald started Black Girls Golf in 2013, and it has grown to nearly 5,000 members. (Courtesy Fitzgerald)

As she watched her colleagues head off to the course, she felt left out of the boys' club. So she bought some clubs at Kmart and signed up for a golf lesson, and the next time her coworkers went out, she decided to join them.

“I invited myself and it was probably, even to this date, still one of the most embarrassing experiences of my life: not knowing what to do, where to stand, when I could talk, when I couldn't talk, swinging and missing,” she recalled.

But a senior-level male coworker in their foursome recognized Fitzgerald was uncomfortable and guided her as she teed off at each hole. “I recognized something shifting,” she said. “Some of the other guys began to help me and tell me about their first time playing.”

Fitzgerald took more lessons and discovered something else: she enjoyed playing. And she wanted to share that love of the sport with other women who looked like her, so she quit her day job and moved to Atlanta in 2012. “I decided to give Black Girls Golf a full effort,” she said.

She founded her organization a year later with her own funds. About two dozen women showed up to a course in Atlanta after Fitzgerald posted on Facebook, and she tried to give them a crash course in the sport. It didn't go very well, so Fitzgerald rounded everyone up to celebrate “just getting together around this common activity.”

“I just stuck with it. I knew that this was something that had to happen because Black women have certain perceptions about golf that it's boring, it's expensive, it's for old white men,” she said. “Golf isn't really a sport that meets people where they are. I felt like Black Girls Golf could be the bridge.”

[Related: Today, Mental Health Took Gold at the Olympics]

After that, there were even more challenges. “In the beginning, I was hosting networking events and golf clinics and no one was coming, or I'd have two or three people,” she said.

But she knew if she kept at it, she'd be able to change some minds.

Where They Are Now

<https://thestoryexchange.org/tiffany-fitzgerald-founder-black-girls-golf-teeing-off-against-patriarchy/>

Eight years later, the organization maintains an active Facebook page and hosts clinics in cities around the country as well as watch parties of professional games that double as mentorship and networking opportunities.

Fitzgerald also started a youth golf program at Clemson University in South Carolina, but it was disrupted by Covid.

“The goal really is to normalize seeing Black women in these spaces,” said Fitzgerald. “I want to be able to show up with as many Black women as I can on the golf course and people not be shocked and surprised.”

She has also seen a welcome influx of cash from companies that ramped up their efforts to support Black Lives Matter and small Black-owned businesses in the wake of the murder of George Floyd last May. But she made sure to thoroughly vet the places that wanted to help.

“Who was really, genuinely committed to helping me promote diversity, equity and inclusion in this industry? Who is working really hard to be on the right side of history?” she said she asked. She turned some companies down, but in the end she accepted financial support from the Professional Golfers’ Association of America, BMW and Adidas Golf.

[Related: [New Teenage Talent Takes Over Tennis at U.S. Open](#)]

As a “solopreneur” with a few paid interns, Fitzgerald hopes to soon expand to hire full-time staff. Currently, membership is free, but there’s a fee for events. Atlanta is currently one of the main hubs for Black Girls Golf, but one goal is to offer more clinics in other cities.

“I know that I’m at the tip of the iceberg for what I’m doing,” Fitzgerald said, “and there’s so many more women I could be introducing to the game.”



 0 SHARES

si.com
Hillsborough County
Tampa, FL
Circulation: 700,000
Frequency: Daily
October 22, 2021

'Spirit Day': Rangers LGBTQ+ Anti-Bullying Message an Embarrassment to MLB

 [si.com/mlb/rangers/news/spirit-day-texas-rangers-anti-bullying-lgbtq-embarrassment-mlb](https://www.si.com/mlb/rangers/news/spirit-day-texas-rangers-anti-bullying-lgbtq-embarrassment-mlb)

Richie Whitt

WHITT'S END: 10.22.21

Whether you're at the end of your coffee, your day, your week or even your rope, welcome to Whitt's End ...

***Texas Rangers lost 100 games this season. Make it 101.** Before they can gear up for the Hot Stove, they've jumped into hot water. The organization earned its most embarrassing L of 2021 Thursday when it blatantly went off-script from Major League Baseball's social media participation in #SpiritDay, an international campaign to bring awareness and hopefully stop bullying of teens in the LGBTQ+ community.

Oh, the Rangers sent out a tweet alright. But – unlike other teams – they conveniently left out the #LGBTQ+ hashtag. Also missing: The link to the GLAAD organization's "Spirt Day" website.

Cowboys have to be careful with Dak Prescott. Just ask Gallup, who pulled a calf against the Buccaneers and hasn't been able to practice for six weeks. Or Browns' running back Kareem Hunt, who suffered a similar injury to the Cowboys' quarterback last Sunday and was carted off the field and immediately pronounced out at least three weeks. Or McCarthy, who was coaching the Packers in 2015 when his quarterback (Aaron Rodgers) tore his calf but managed to limp his way to 316 yards and three touchdowns in a divisional playoff win against, yep, the Cowboys.

(In case you are wondering, there is no logical etymology for calling the muscles in the back of your lower leg a "calf.")

***Fifty years ago Sunday one of the most iconic landmarks in the history of DFW opened** – Texas Stadium. I was fortunate to attend the stadium's first game, a 44-21 Cowboys' win over the Patriots on Oct. 24, 1971. Though it was imploded in 2010 and is now just an unsightly patch of industrial pieces and parts, I still slow down at the intersection of Loop 12 and Highway 183 in Irving to breathe in the history.

Thanks to the Irving Archives and Museum, you don't have to cause an accident to relive the stadium via its "50 for 50" Texas Stadium moments.

Among the highlights: The stadium was built for \$35 million (AT&T Stadium for \$1.2 billion) ... Cowboys played there for 37 years, going 219-99 and winning all five of their Super Bowls ... It was also home to Billy Graham crusades, SMU football, soccer's Dallas Tornado, the 1973 Pro Bowl (O.J. Simpson was the MVP), lacrosse, wrestling, motocross and concert tours including Madonna, Michael Jackson and Farm Aid ... Featured in the opening to the hit series *Dallas*, the movie *Any Given Sunday* and the legendary Coke commercial where "Mean Joe Greene" tosses his jersey to a kid.

***Admittedly I'm a neophyte when it comes to NFTs.** It stands for non-fungible token. And here I am not even aware of fungible tokens. Where the investment rage of NFTs immediately loses me is the fact that, well, it's a scam. No tangible product. Convince me that buying an NFT is different than falling for one of those companies wanting you to pay money to name a star. You get a certificate maybe, but that means zilch. There is no recognized library of star names. There are merely multiple companies claiming so. Same with NFTs, whose owners just boast that their units of digital data have value. The common denominator between star-naming and NFTs? Gullible, lazy consumers. Lord knows the past couple of years have proven we're up to *here* with those. Same with cryptocurrency. Just ask the 13,000 local investors scammed out of \$24 million.

***Credit the Rangers. Or, blame them?** It was 2010 when they – first to do it was Nelson Cruz – began celebrating important hits or stolen bases via base-runners sending a "Claw" or "Antlers" hand gesture toward the dugout.

KDFW DAL FOX Fox 4 News at 9
 County
 Dallas, TX
 Circulation: 31,421
 Frequency: daily
 October 23, 2021

KDFW-DAL (FOX), 23 Oct 2021 00:30 - Fox 4 News at 9

KDFW-DAL (FOX) | Dallas, TX (DMA 5) | 23 Oct 2021 12:40 AM | United States

Previous Clip

Next Clip

00:32 KDFW-DAL (FOX) - Fox 4 News at 9 Saturday, October 23, 2021



Program Viewership

Audience Information

Saturday, October 23, 2021

Total Viewership
670,099

Local Market Viewership
Audience: 32,660 *Persons*
Ad Value: 795.60 *US dollars per 30 seconds*

National Viewership
Audience: 670,099 *Persons*
Ad Value: 23,734.91 *US dollars per 30 seconds*

Highlight Scroll

 stadium. the build price was \$35 million the cowboys current home at&t stadium well over a billion dollars if you want to take a look back at the texas stadium era. you can [visit the irving archives and museum](#), which includes a special texas stadium exhibit with the original lockers and stadium seats. welcome home troy again. how about that? that's fun. pro football hall of fame or three time super bowl champion troy aikman surprise students in his hometown of henrietta, oklahoma, the former cowboy star dropped in on this morning regular pep rally where he. announced details of an upcoming music festival he's putting on troy quinn's highway to henrietta will feature some of the country's mute country music's top acts headline by fellow oklahoman blake shelton. that will be amazingly venice scheduled for june. proceeds benefit the henrietta school district and community projects. eggman says the festival is his way of giving back to his hometown. we'll get dan's mike

 fixed up there in time to give his forecast and. the lightning bolts just got some new bling after winning the stanley cup championship coming up on fox four news. chase first banking. a debit card and app for kids, and tools for you to teachthem good money habits. set account alerts,savings goals, allowances and choresfrom your chase mobile app. all

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BLUE STAR

The center of the Dallas Cowboys universe.



COWBOYS · OCTOBER 26, 2021 3:40 AM

A Look Back at the History of Texas Stadium

Before AT&T Stadium, the Dallas Cowboys called Texas Stadium home. The North Texas landmark which opened Oct. 24, 1971, was...



Facebook Twitter Instagram NBCDFW 10:30 75°

Texas Stadium opened 50 years ago. Let's take a look back at the iconic home of the Dallas Cowboys

dallasnews.com/sports/cowboys/2021/10/20/texas-stadium-opened-50-years-ago-lets-take-a-look-back-at-the-iconic-home-of-the-dallas-cowboys

October 20, 2021

Famous movies. Big concerts. And memorable games. Texas Stadium in Irving had it all.



Texas Stadium and its adjacent parking lots are seen in this 1971 aerial photo. (Tom Dillard / Staff Photographer)

Texas Stadium would be turning 50 this weekend.

The home of the Dallas Cowboys — known for the distinctive hole in the roof — opened Oct. 24, 1971 with a 44-21 win against the New England Patriots.

The Irving stadium was demolished in 2010, but it's still remembered as a statewide icon.

Built for \$35 million dollars, it was the first stadium in the country in which fans paid for its construction by purchasing bonds, now known as personal seat licenses.

The Cowboys played at Texas Stadium for 37 years, amassing a 219-99 record, which included 16 post-season games.

But the stadium also provided a setting for major movies, television commercials, college and high school games and concerts.

Here are some fun facts about Texas Stadium:

Billy Graham's Crusade

Even before Texas Stadium opened, it was the site of "The Greater Southwest Billy Graham Crusade." The 10-day event began Sept. 17 and included performances by Johnny and June Cash and the Statler Brothers and on-stage appearances by former President Lyndon B. Johnson and his wife Lady Bird. More than 60,000 people attended Graham's crusade, and in his closing remarks, Graham called Texas Stadium "one of the great stadiums of the world."

A hole in the roof

Texas Stadium was perhaps best known for a gaping hole in the middle of the roof, a result of abandoned plans for a retractable roof. Dallas linebacker D.D. Lewis is said to have famously quipped that the stadium "has a hole in its roof, so God can watch His favorite team play."

"Hey kid, catch!"

A particularly memorable commercial for Coca-Cola, starring NFL Hall of Fame Joe Greene, was filmed here in 1979. The former Pittsburgh Steelers defensive tackle accepts a Coke from 8-year-old Tommy Okon then tosses his jersey to the kid. The famous ramp on which the ad was filmed was moved to the Dallas Cowboys' new stadium in Arlington.

A big win

In one of the most exciting games ever played at the stadium, quarterback Roger Staubach rallied the Cowboys from a 13-point deficit in the final two minutes of the 1979 game against rival Washington. In the last minute of the game, Staubach found wide receiver Tony Hill in the end zone for a game-winning touchdown to clinch the NFC East title with a 35-34 win.

A country music spectacle

While filming a concert at Texas Stadium for an NBC special that would air the following year, Garth Brooks unleashed simulated rings of fire, lightning and rain. He even flew by wires from the 200-foot high ceiling. In total, 26 cameras recorded the shows in 1993, which were attended by more than 200,000 screaming fans.

Any Given Sunday

Texas Stadium served as the backdrop for the hit film, *Any Given Sunday*, in 1999. Directed by Oliver Stone, the film's cast included Al Pacino, Cameron Diaz, Dennis Quaid, Jamie Foxx, James Woods, LL Cool J and Ann-Margret, and tells the story of a fictional professional football team called the Miami Sharks. The Sharks' team logo featured on the wall in the visitor's locker room was signed by the cast and director and later moved to the new stadium.

Dallas

Texas Stadium appeared on television screens worldwide during the opening credits of the landmark television series *Dallas*, which chronicled the lives of the fictional Ewing family from 1978 to 1991. As a result, Texas Stadium is arguably one of Texas' most recognized structures, according to the Irving Convention and Visitors Bureau.

Concerts

Texas Stadium was home to much more than football. Over the years, concerts included U2, Madonna, Billy Joel, Elton John, Eagles, Melissa Etheridge, George Strait, The Beach Boys, New Kids on the Block and Pink Floyd, among many others.

More sports

Texas Stadium might have been built for professional football, but numerous other teams have played there. It served as home to the Dallas Tornado soccer team from 1972-75 and 1980-81, and for the SMU Mustangs from 1979 to 1986. Other sports events included professional bull riding, wrestling championships, Big 12 college football championships and more than 700 high school football games.

To learn more

For those who want to learn more, [Irving's Archives and Museum](#) has a special Texas Stadium exhibit, complete with a multi-media stadium history featuring NFL game footage, archival photos, memorabilia and original lockers and stadium seats.

The museum is open 10 a.m. to 4 p.m. Wednesday through Saturday. Admission is \$7 for adults, \$5 for seniors and children 4-17.

Information was compiled with the help of the Irving Convention and Visitors Bureau.

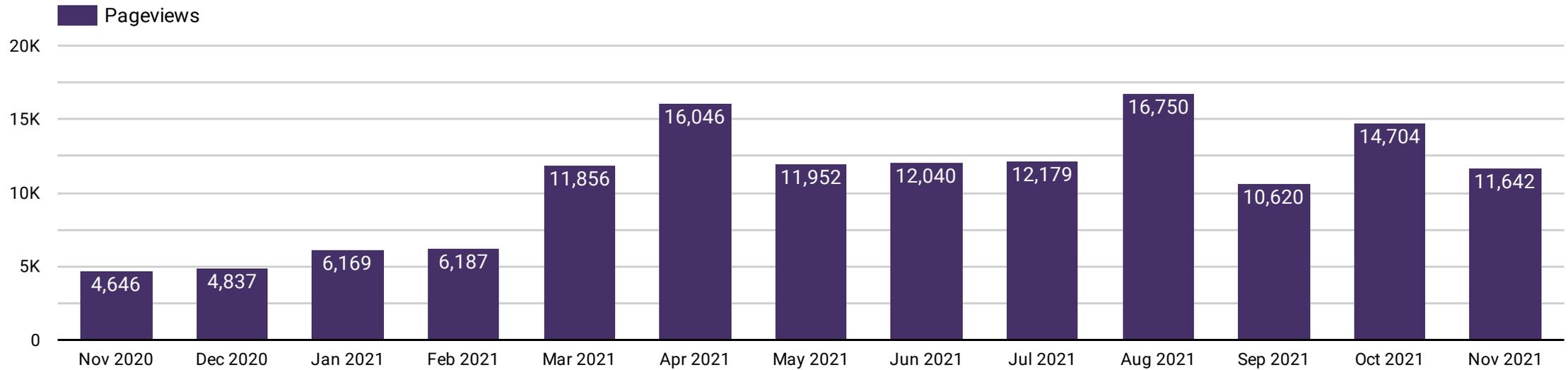
[Sarah Bahari](#), Special Contributor. Sarah Bahari is a freelance writer covering Arlington, Irving and Grand Prairie. She previously worked as a features writer for the Fort Worth Star-Telegram, where she covered a little of everything. Email her tips at sarahbahari@gmail.com.

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Blog Pageviews



Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	4,864	4,257	00:06:18	9.47%
2.	/blog/list/post/best-places-to-dine-with-a-view-in-irving/	3,947	3,443	00:07:42	11.22%
3.	/blog/list/post/new-irving-eateries-you-should-know-about/	3,896	3,482	00:12:49	7.69%
4.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	3,807	3,344	00:07:32	14.02%
5.	/blog/home/	3,783	2,621	00:01:04	26.8%
6.	/blog/list/post/dreamy-daycation-destination/	3,332	3,090	00:14:23	13.23%
7.	/blog/list/post/a-guide-to-water-street-in-irving/	2,584	2,313	00:06:37	13.62%
8.	/blog/list/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	2,503	2,187	00:07:32	9.1%
9.	/blog/list/post/the-complete-irving-texas-summer-bucket-list/	2,420	1,990	00:05:34	13.8%
10.	/blog/list/post/5-splurge-worthy-dining-destinations-in-irving/	2,415	2,185	00:11:09	4.58%

SOCIAL MEDIA FACTS

NOV
2021



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



12,832
-61



2,468
-2



2,213
+3



17,513
-60

FACEBOOK



390,249 Impressions



169,253 Users



620 Check-Ins

TWITTER



223 Impressions



63 Profile Visits

INSTAGRAM



1,981 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
2021



FOLLOWERS



88,424
+1,247



5,749
+12



10,223
+201



102,936
+1,460

FACEBOOK



1,687,381 Impressions



1,480,114 Users

TWITTER



5,284 Impressions



501 Profile Visits

INSTAGRAM



468,106 Impressions



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



DATE: November 23, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – October Data

STR

Irving's hotel occupancy rate for October was 66.2%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 53.8%, while Texas figures increased 30.1% and the US figures increased 29.8% for the month. Demand for the current period increased 56.1%, and YTD has increased 38.7% over last year, while STR data reflects a 53.8% increase for the current period and a 36.1% increase in YTD occupancy compared to 2020.

For the average daily rate, Irving was \$104.50, up 25% in October compared to last year, leaving Irving's YTD average daily rate at \$91.81, up 2.5% over last year.

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

AirDNA

For the month of October, there were 414 available listings in Irving which was a 0.7% decrease in listings over last year's figure of 417. The average daily rate for October was \$225.91, which was an increase of 17.86% over last year, with an occupancy percentage of 56.1%, which was an increase of 13.60% compared to last year.

For the hotel comparable subset, the average daily rate for October was \$111.14, an increase of 17.16% from last year, with occupancy at 59.2%, an increase of 24.04% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: October 2021

	Current Month - October 2021 vs October 2020												Year to Date - October 2021 vs October 2020											
	Occ %		ADR		RevPAR		Percent Change from October 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	62.9	48.4	134.78	97.72	84.75	47.33	29.8	37.9	79.1	87.3	4.6	35.8	58.1	45.2	123.24	105.32	71.61	47.56	28.7	17.0	50.6	58.5	5.3	35.5
Texas	63.0	48.4	109.72	81.08	69.09	39.25	30.1	35.3	76.0	80.8	2.7	33.6	59.7	46.3	96.04	84.72	57.37	39.25	28.9	13.4	46.2	52.4	4.3	34.5
Atlanta, GA	64.0	51.8	110.98	81.91	70.98	42.46	23.4	35.5	67.2	73.6	3.8	28.1	60.4	48.2	99.48	88.37	60.05	42.56	25.3	12.6	41.1	48.0	4.9	31.4
Arlington, TX	65.1	60.2	102.59	87.45	66.75	52.64	8.1	17.3	26.8	26.8	-0.0	8.0	64.5	52.8	91.32	76.98	58.92	40.61	22.3	18.6	45.1	48.3	2.2	25.0
Charlotte, NC	62.8	45.2	108.72	81.23	68.25	36.72	38.9	33.8	85.9	95.1	5.0	45.8	55.3	44.6	95.15	87.97	52.64	39.19	24.2	8.2	34.3	45.2	8.1	34.2
Fort Worth, TX+	65.5	49.7	116.03	79.59	76.05	39.59	31.8	45.8	92.1	107.5	8.0	42.3	61.9	47.5	98.62	86.67	61.03	41.17	30.3	13.8	48.2	61.9	9.2	42.3
Frisco, TX+	59.2	30.9	127.75	95.97	75.68	29.62	92.0	33.1	155.5	163.8	3.2	98.2	53.0	35.8	117.93	115.28	62.44	41.28	47.9	2.3	51.3	83.2	21.1	79.0
Grapevine, TX+	67.6	35.1	178.88	152.02	120.94	53.32	92.8	17.7	126.8	134.3	3.3	99.1	56.2	38.2	179.03	171.07	100.55	65.41	46.9	4.7	53.7	79.8	17.0	71.8
Irving, TX+	66.2	43.0	104.50	83.63	69.17	35.99	53.8	25.0	92.2	95.7	1.8	56.6	58.0	42.6	91.81	89.54	53.24	38.15	36.1	2.5	39.5	42.6	2.2	39.1
Nashville, TN	71.8	44.3	169.51	97.61	121.70	43.27	61.9	73.7	181.2	192.9	4.1	68.7	58.9	42.1	133.93	106.78	78.89	44.93	40.0	25.4	75.6	90.4	8.4	51.8
Phoenix, AZ	69.2	52.0	143.89	101.19	99.53	52.66	32.9	42.2	89.0	96.2	3.8	38.0	62.0	50.8	123.79	118.36	76.76	60.09	22.1	4.6	27.7	36.3	6.7	30.4
San Jose, CA+	57.7	38.5	122.05	102.78	70.42	39.62	49.7	18.8	77.7	67.9	-5.5	41.4	47.9	39.8	111.43	139.60	53.36	55.50	20.4	-20.2	-3.9	-5.6	-1.8	18.3

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

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: October 2021

	Current Month - October 2021 vs October 2020												Year to Date - October 2021 vs October 2020											
	Occ %		ADR		RevPAR		Percent Change from October 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	66.2	43.0	104.50	83.63	69.17	35.99	53.8	25.0	92.2	95.7	1.8	56.6	58.0	42.6	91.81	89.54	53.24	38.15	36.1	2.5	39.5	42.6	2.2	39.1
Luxury/Full Service Irving+	63.7	33.4	144.41	135.36	91.99	45.18	90.8	6.7	103.6	103.9	0.2	91.2	48.3	33.6	131.46	135.10	63.49	45.38	43.8	-2.7	39.9	44.9	3.5	48.9
All Suite/Extended Stay Irving+	67.6	53.7	86.79	64.86	58.66	34.85	25.8	33.8	68.4	68.4	0.0	25.8	66.3	50.4	76.98	75.72	51.01	38.19	31.4	1.7	33.6	34.0	0.3	31.8
Limited Service Irving+	70.8	43.5	95.57	70.94	67.71	30.89	62.7	34.7	119.2	151.0	14.5	86.3	62.8	41.7	85.37	88.99	53.63	37.07	50.8	-4.1	44.7	54.0	6.4	60.5
Budget Irving+	64.5	46.0	61.72	49.91	39.82	22.98	40.1	23.7	73.3	73.1	-0.1	40.0	60.2	48.9	58.79	51.31	35.41	25.10	23.1	14.6	41.1	40.8	-0.2	22.9
Las Colinas+	61.8	44.2	122.54	104.48	75.73	46.20	39.8	17.3	63.9	67.7	2.3	43.0	54.8	41.4	105.00	103.83	57.52	42.96	32.4	1.1	33.9	42.1	6.1	40.5
DFW North+	71.2	41.3	97.42	69.49	69.35	28.70	72.4	40.2	141.6	148.5	2.9	77.3	59.6	41.6	86.15	86.24	51.35	35.89	43.2	-0.1	43.1	42.2	-0.6	42.4
DFW South+	66.8	43.3	88.55	68.11	59.18	29.51	54.2	30.0	100.5	100.4	-0.0	54.2	60.9	45.5	80.44	74.74	49.01	34.01	33.9	7.6	44.1	44.0	-0.1	33.8
Full Service Las Colinas+	58.0	31.2	182.68	199.99	105.96	62.35	86.0	-8.7	69.9	69.9	0.0	86.0	42.7	28.0	168.84	183.69	72.15	51.45	52.6	-8.1	40.2	54.7	10.3	68.3
Limited Service Las Colinas+	64.7	54.4	81.95	61.64	52.99	33.55	18.8	32.9	57.9	64.4	4.1	23.7	63.8	50.8	72.86	72.83	46.51	36.99	25.7	0.0	25.7	29.8	3.2	29.7
Full Service DFW North+	69.4	29.0	124.20	97.73	86.19	28.36	139.1	27.1	203.9	205.5	0.5	140.4	46.3	32.9	116.01	124.18	53.66	40.81	40.8	-6.6	31.5	27.8	-2.9	36.8
Limited Service DFW North+	71.5	49.6	81.19	58.40	58.03	28.97	44.1	39.0	100.3	109.4	4.6	50.6	67.2	47.6	73.22	68.53	49.21	32.64	41.1	6.9	50.8	52.1	0.9	42.3
Full Service DFW South+																								
Limited Service DFW South+	66.6	42.8	81.35	64.86	54.19	27.75	55.7	25.4	95.3	95.2	-0.0	55.6	60.0	45.5	74.42	68.68	44.63	31.25	31.8	8.4	42.8	42.6	-0.1	31.6

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold
	Entire Place	56.1	49.4	225.91	191.68	126.67	94.61	13.60	17.86	33.89	83.2	36.2	43.9	59.6	60.58	215.99	178.37	128.81	108.05	-1.56	21.09	19.21	16.2	-3.1
Hotel Comparable	59.2	47.71	111.14	94.86	65.77	45.25	24.04	17.16	45.33	112.8	46.4	81.6	59.4	61.74	100.79	101.93	59.87	62.93	-3.78	-1.12	-4.85	-12.3	-7.8	-11.3

Available Listings	2021	2020	% 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+	88	78	12966	11538
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2436	1715
Las Colinas+	31	30	5262	4926
DFW North+	27	27	4181	4181
DFW South+	30	21	3523	2431
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	22	22	2473	2473
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2467	1975
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

Irving, Texas Room Demand
Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385	58.3	232,397	548,517	33.3%	-20.8%	33.4%	-20.7%
April	22.6	79,279	771,664	58.0	223,663	772,180	182.1%	0.1%	157.4%	-1.9%
May	27.1	98,249	869,913	62.1	245,810	1,017,990	150.2%	17.0%	125.7%	12.9%
June	33.4	127,470	997,383	64.8	248,066	1,266,056	94.6%	26.9%	95.1%	23.2%
July	34.3	135,465	1,132,848	65.6	259,433	1,525,489	91.5%	34.7%	91.6%	31.3%
August	39.7	156,844	1,289,692	59.6	235,957	1,761,446	50.4%	36.6%	50.9%	33.6%
September	44.0	168,128	1,457,820	59.7	230,535	1,991,981	37.1%	36.6%	36.1%	33.9%
October	43.2	170,392	1,628,212	66.2	266,062	2,258,043	56.1%	38.7%	53.8%	36.1%
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

October 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL	86.32	40.0%	78.45	-26.0%	58.0%	157.4%	50.2%	-1.9%	50.05	260.2%	39.36	-27.4%
MAY	92.37	49.4%	81.82	-19.0%	62.1%	125.7%	52.6%	12.9%	57.39	237.1%	43.07	-8.6%
JUNE	96.63	36.2%	84.73	-12.8%	64.8%	95.1%	54.6%	23.2%	62.61	165.7%	46.29	7.4%
JULY	98.71	37.5%	87.07	-7.6%	65.6%	91.6%	56.2%	31.3%	64.73	163.4%	48.95	21.3%
AUGUST	99.00	32.9%	88.65	-3.4%	59.6%	50.9%	56.7%	33.6%	59.05	100.5%	50.22	29.0%
SEPTEMBER	103.27	32.2%	90.31	0.1%	59.7%	36.1%	57.0%	33.9%	61.65	80.0%	51.48	34.1%
OCTOBER	104.50	25.0%	91.81	2.5%	66.2%	53.8%	58.0%	36.1%	69.17	92.2%	53.24	39.5%
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	89.77	-3.9%		Occupancy	54.2%	18.2%		RevPAR	48.70	13.6%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL	90.98	43.9%	83.50	-11.8%	62.5%	127.6%	55.3%	13.7%	56.82	227.4%	46.14	0.3%
MAY	97.00	40.8%	86.83	-4.3%	62.0%	71.9%	56.6%	22.8%	60.09	142.0%	49.16	17.5%
JUNE	101.16	31.6%	89.55	1.2%	65.2%	49.3%	58.1%	27.1%	65.94	96.5%	52.00	28.5%
JULY	105.97	38.6%	92.24	6.3%	65.7%	49.7%	59.2%	30.3%	69.67	107.5%	54.60	38.4%
AUGUST	100.48	27.1%	93.46	8.9%	59.7%	23.8%	59.2%	29.4%	60.02	57.3%	55.37	40.9%
SEPTEMBER	101.69	26.6%	94.39	10.8%	60.4%	25.1%	59.4%	28.8%	61.39	58.4%	56.04	42.8%
OCTOBER	109.72	35.3%	96.04	13.4%	63.0%	30.1%	59.7%	28.9%	69.09	76.0%	57.37	46.2%
NOVEMBER												
DECEMBER												

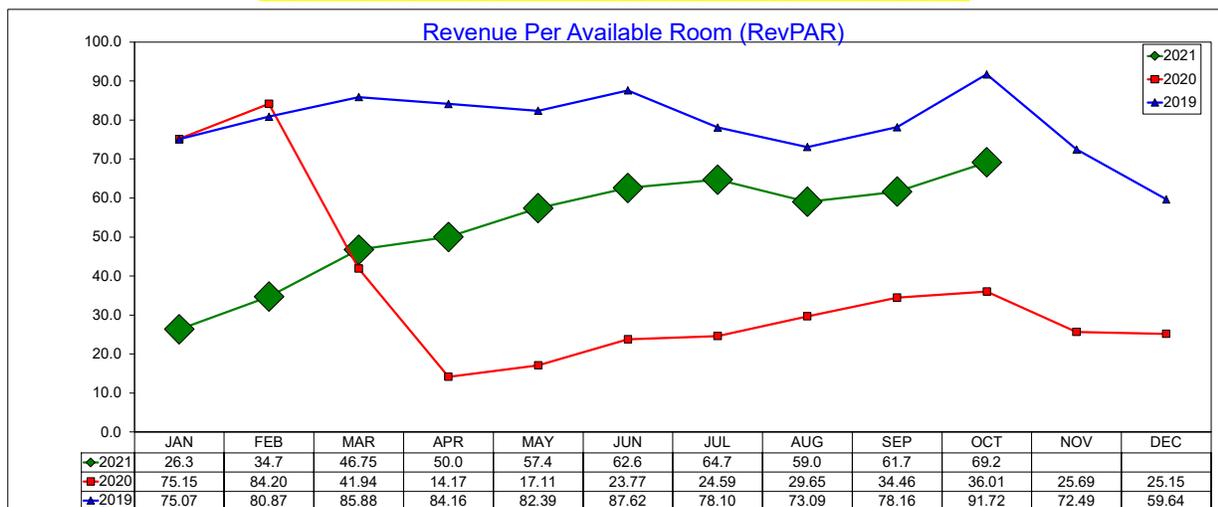
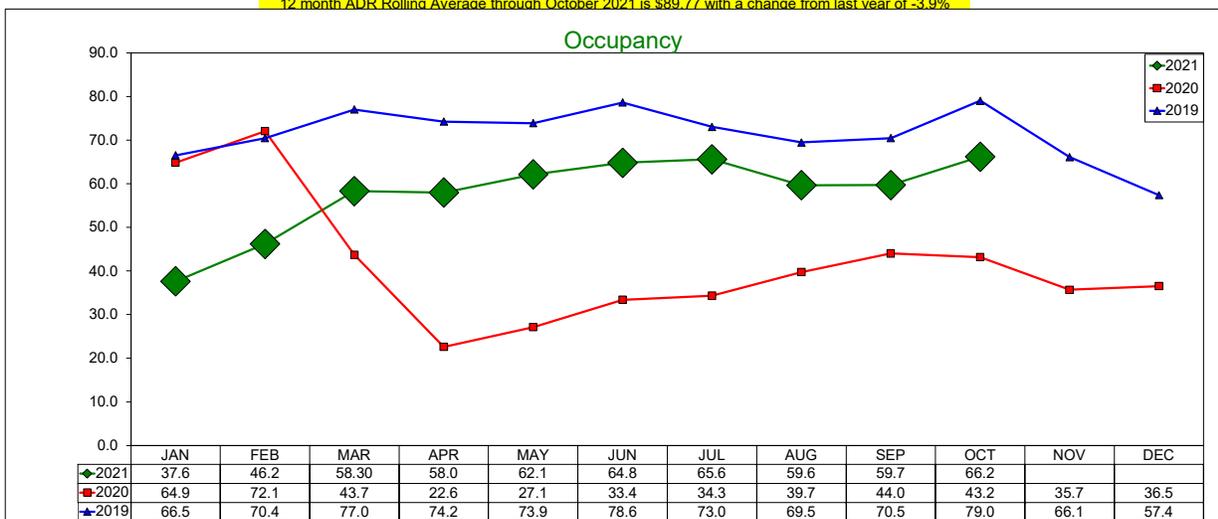
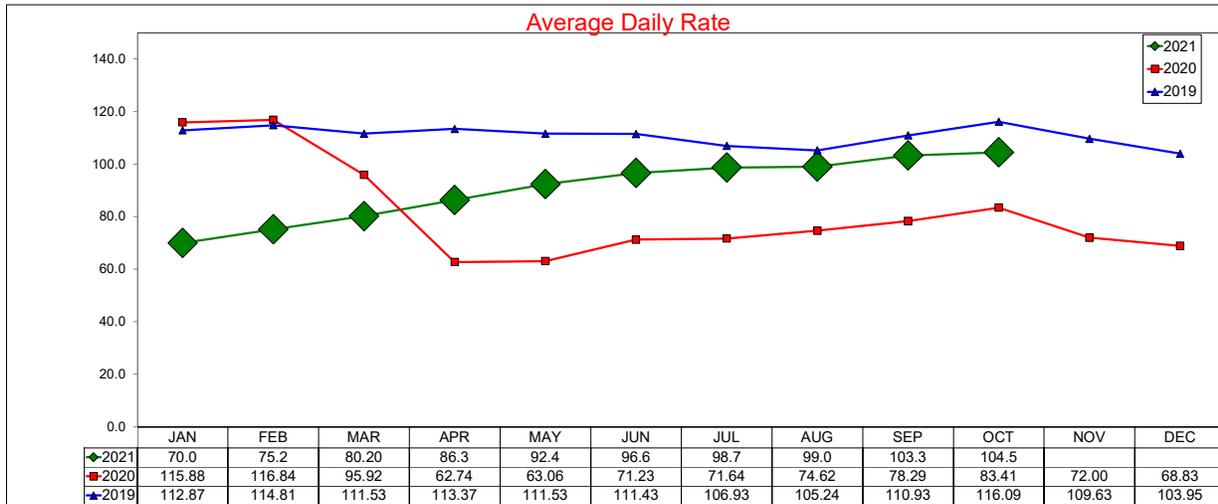
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL	110.34	51.1%	102.58	-12.8%	57.5%	136.1%	49.2%	7.8%	63.46	256.8%	50.45	-6.0%
MAY	117.69	48.4%	106.35	-5.1%	59.3%	78.6%	51.3%	18.6%	69.81	165.1%	54.56	12.6%
JUNE	129.00	39.7%	111.08	2.0%	66.1%	56.4%	53.8%	24.9%	85.31	118.4%	59.77	27.4%
JULY	143.30	40.2%	117.11	8.6%	69.6%	47.7%	56.2%	28.6%	99.71	107.0%	65.77	39.6%
AUGUST	137.57	33.5%	120.16	12.1%	63.2%	29.7%	57.0%	28.7%	86.88	73.2%	68.55	44.3%
SEPTEMBER	133.11	33.9%	121.74	14.6%	61.6%	27.6%	57.6%	28.6%	82.04	70.9%	70.08	47.3%
OCTOBER	134.78	37.9%	123.24	17.0%	62.9%	29.8%	58.1%	28.7%	84.75	79.1%	71.61	50.6%
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 2021



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

Monthly & YTD AirDNA Data October 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL	214.81	17.6%	188.30	7.8%	64.3%	7.7%	56.3%	-9.8%	138.07	26.7%	106.05	-2.7%
MAY	211.07	24.9%	193.72	11.6%	65.8%	-1.5%	58.3%	-7.8%	138.86	23.0%	112.97	2.9%
JUNE	225.42	32.6%	198.70	14.9%	64.8%	3.8%	59.2%	-6.1%	146.04	37.6%	117.72	7.9%
JULY	243.57	26.1%	205.63	16.7%	66.9%	8.0%	60.3%	-4.2%	162.84	36.2%	124.00	11.8%
AUGUST	222.33	18.8%	207.58	17.0%	58.1%	0.0%	60.0%	-3.7%	129.11	18.8%	124.62	12.7%
SEPTEMBER	269.08	51.9%	214.72	21.1%	60.8%	11.1%	60.1%	-2.4%	163.63	68.7%	129.10	18.1%
OCTOBER	225.91	17.9%	215.99	21.1%	56.1%	13.6%	59.6%	-1.6%	126.67	33.9%	128.81	19.2%
NOVEMBER												
DECEMBER												

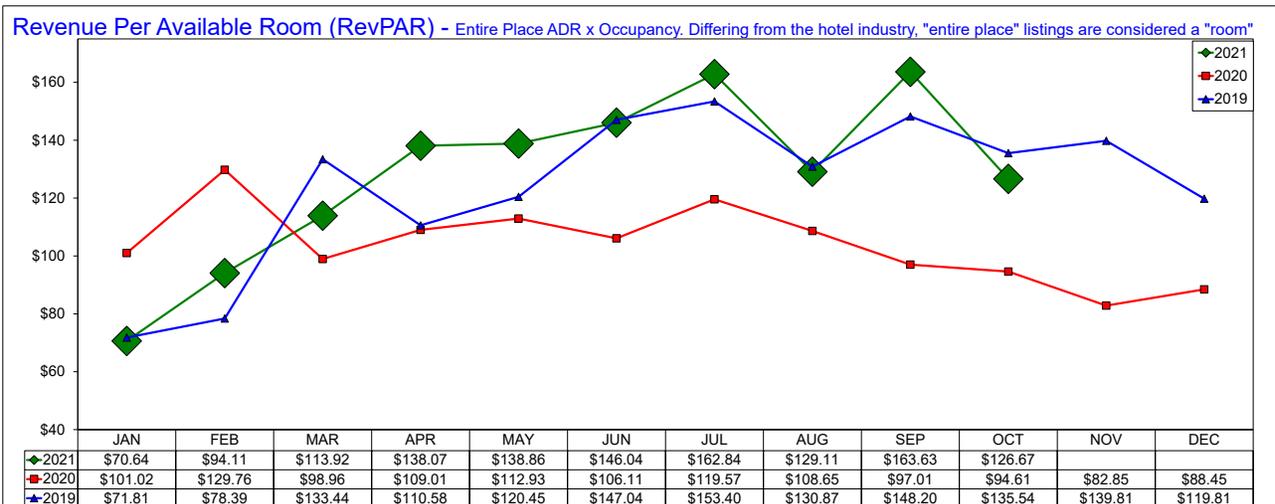
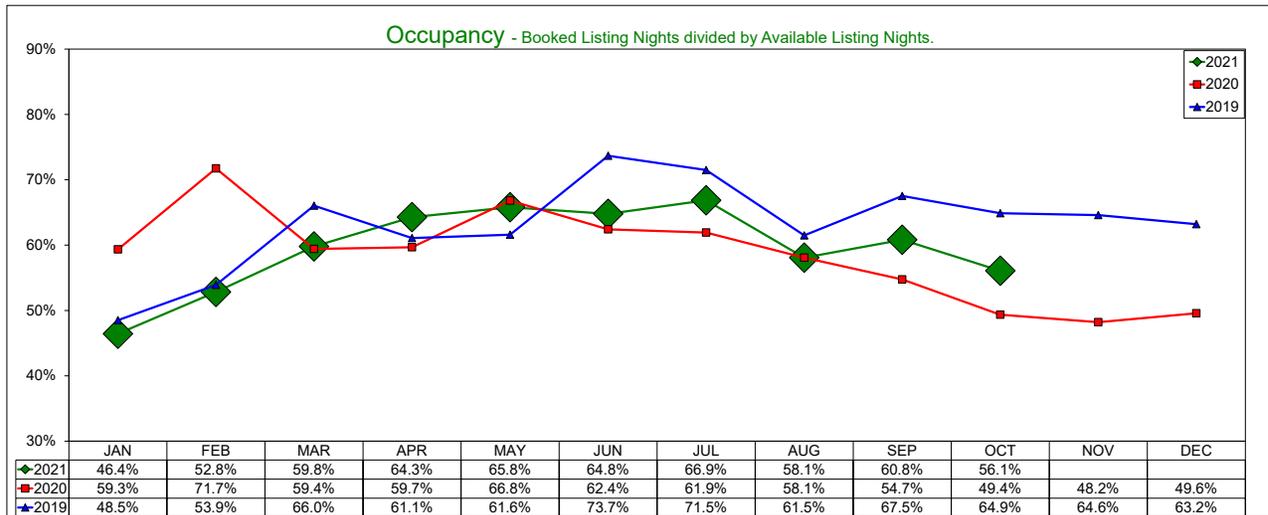
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL	95.58	-10.3%	92.05	-12.3%	61.2%	0.4%	55.3%	-13.8%	58.53	-9.9%	50.86	-24.4%
MAY	101.75	-0.5%	94.19	-9.7%	65.2%	-9.8%	57.2%	-13.2%	66.33	-10.2%	53.86	-21.6%
JUNE	104.99	8.6%	95.80	-6.8%	60.9%	-2.2%	57.7%	-11.4%	63.94	6.1%	55.28	-17.5%
JULY	105.77	-0.2%	97.26	-5.9%	63.5%	4.5%	58.5%	-9.2%	67.20	4.3%	56.89	-14.5%
AUGUST	103.72	4.6%	97.99	-4.8%	62.9%	8.7%	59.0%	-7.4%	65.29	13.7%	57.78	-11.8%
SEPTEMBER	109.53	13.6%	99.37	-2.9%	63.2%	14.1%	59.4%	-5.5%	69.21	29.6%	59.06	-8.3%
OCTOBER	111.14	17.2%	100.79	-1.1%	59.2%	24.0%	59.4%	-3.8%	65.77	45.3%	59.87	-4.9%
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

October 2021

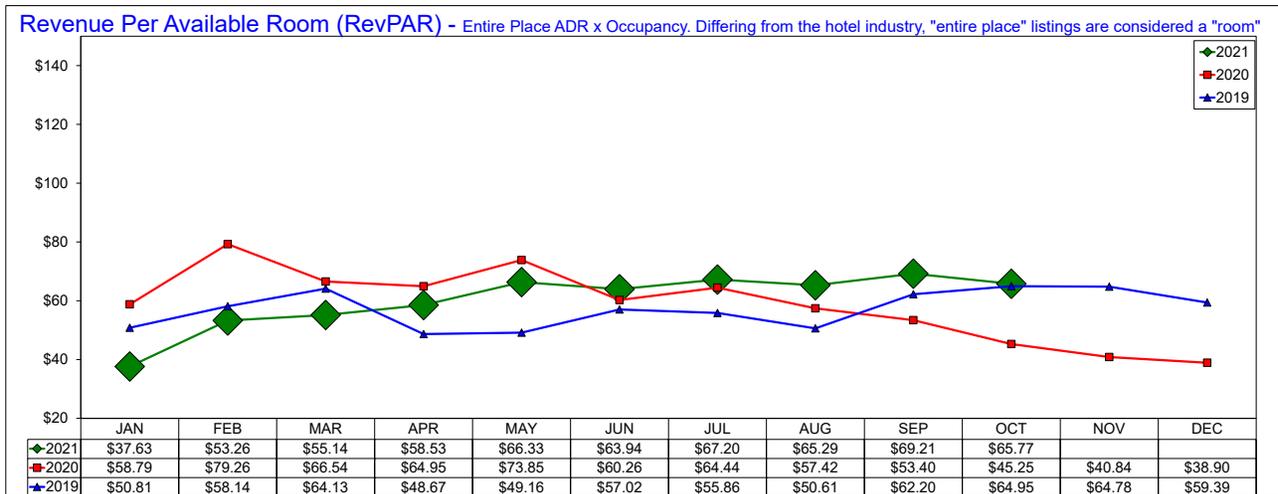
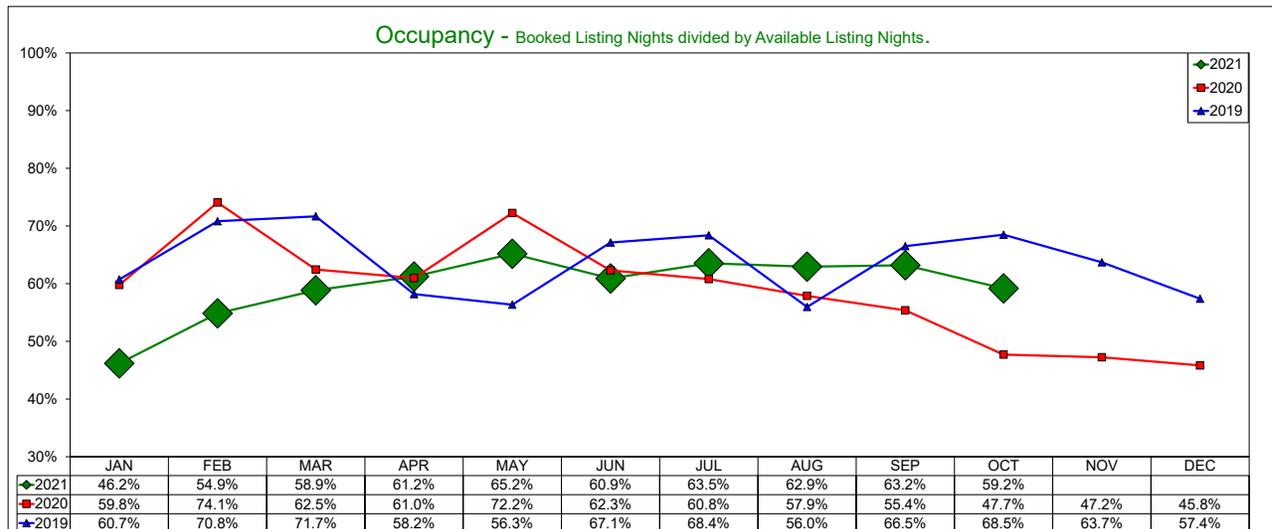
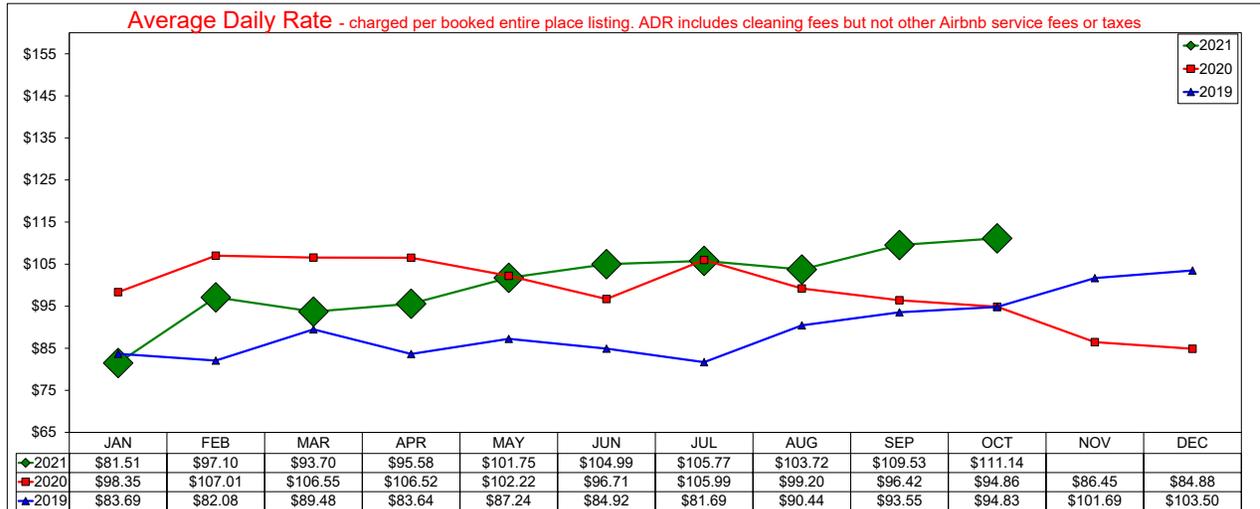
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

October 2021

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

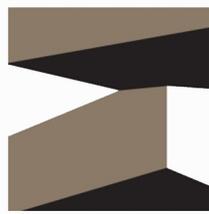


2021 - 2020 - 2019 COMPARISON Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
January	37.62	64.85	66.51	69.98	115.88	112.87	26.33	75.15	75.07
February	46.20	72.06	70.43	75.17	116.84	114.81	34.73	84.20	80.87
March	58.30	43.72	77.00	80.20	95.92	111.53	46.75	41.94	85.88
April	58.00	22.59	74.23	86.32	62.74	113.37	50.05	14.17	84.16
May	62.10	27.10	73.87	92.37	63.06	111.53	57.39	17.11	82.39
June	65.60	33.37	78.63	98.71	71.23	111.43	64.73	23.77	87.62
July	65.60	34.32	73.04	98.71	71.64	106.93	64.73	24.59	78.10
August	59.60	39.74	68.79	99.00	74.62	105.30	59.05	29.65	72.44
September	59.60	44.01	70.15	103.46	78.29	110.85	61.66	34.46	77.76
October	66.20	43.17	79.07	104.50	83.41	116.05	69.17	36.01	91.76
November		35.68	66.12		72.00	109.63		25.69	72.49
December		36.54	57.38		68.83	103.95		25.15	59.64

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 13, 2021**

**CONVENTION CENTER
MANAGEMENT REPORTS**



**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

December 6, 2021

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Matt Tungett, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – October 2021**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	67,109	73,120	6,951	67,109	73,120	6,951
Ancillary Income	176,902	122,357	1,432	176,902	122,357	1,432
Total Event Income	244,011	195,477	8,383	244,011	195,477	8,383
Other Income	59,701	66,421	26,152	59,701	66,421	26,152
Adjusted Gross Income	303,712	261,898	34,535	303,712	261,898	34,535
Indirect Expenses	(486,277)	(483,798)	(350,997)	(486,277)	(483,798)	(350,997)
Net Income (Loss)	(182,565)	(221,900)	(316,462)	(182,565)	(221,900)	(316,462)

- Total direct event income consisted of rental and service revenue from the fourteen revenue-producing events we had for the month: Mathew Wedding, Irving 360 Civic Academy, Deaf Nation Expo, Quinceanera Fashion Show, DREAM Fund, Texas Bridal and Wedding Expo, Ultimate Women’s Expo, International Academy of Sleep and Dental, Irving Arts Center, Medical City Health, Dallas Cybersecurity Conference, AAHOA, and Neora Power Training.
- Due to COVID-19, there were two groups whose business we either lost or who moved to FYE22. Their combined minimum revenue would have been \$102,184.
- Other operating income includes October’s Westin garage rental, Enterprise’s rent, transient parking revenue, & various commissions.
- Indirect expenses were slightly over budget by \$2,479.
- Overall, the ICC surpassed budget by \$39,335.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	198,463	138,639	0	198,463	138,639	0
Net Income/(Loss)	111,491	84,972	0	111,491	84,972	0
Net Income/(Loss) %	56.18%	61.29%	0.00%	56.18%	61.29%	0.00%

ICC by the Numbers

EVENTS	
This month	To date
14	14
Current Year	Current Year
2	2
Prior Year	Prior Year

VISITORS	
This month	To date
8,016	8,016
Current Year	Current Year
358	358
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
4,146	4,146
Current Year	Current Year
2,923	2,923
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
1	100%
This Month	Current Month
1	100%
Year to Date	Year to Date

December 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
	Vistage Executive Summit 2021 Vistage International, Inc. Definite		DFW Business Group on Health DFW Business Group on Health Definite		SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite	
	Vistage Non-Compete	Vistage Non-Compete			Battle of Texas Battle Up Productions (Battle of Texas) Definite	Texas Scorecard Empower Texans / Texas Scorecard Definite
5	6	7	8	9	10	11
SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite		TechMedia TechMedia Definite			UTI Graduation Universal Technical Institute Definite	TNP Holiday Party TNP, Inc. Definite
Sneaker Travelers Expo The Sneaker Travelers Definite	City of Irving Annual S... City of Irving Definite		USAT Site Meeting ICVB Tentative 1 - Internal	OTD Pinning Ceremony University of St. Augustine for H... Definite	ICVB Executive Commi... Irving Convention Center Definite	Dallas Fan Festival Informa Pop Culture Events Definite
				Regional Transportat... City of Irving Tentative 1		Irving Hispanic Chamb... Irving Hispanic Chamber of Comme... Definite
					AM - OOO	Educational Forum Inquiries Tentative 1
12	13	14	15	16	17	18
	ICVB Board of Directo... ICVB Definite		Accounting Meeting Irving Convention Center Tentative 1 - Internal			
	Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	
19	20	21	22	23	24	25 Christmas Day
Alpha Kappa Alpha Mee... Alpha Kappa Alpha Tentative 1						
						New Year's Day
26	27	28	29	30	31	
					Irving Cares New Years Eve Party Irving Cares Definite	

January 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 New Year's Day
					Irving Cares New Years Eve Party Irving Cares Definite	
2	3	4	5	6	7	8
		COI Disaster Training				ECi 2022 Sales Kickoff ... ECi Software Solutions Definite
					Las Colinas Bridal Show Bridal Shows Inc. Definite	
9	10	11	12	13	14	15
ECi 2022 Sales Kickoff Meeting ECi Software Solutions Definite						
Las Colinas Bridal Show Bridal Shows Inc. Definite				Texas Prime Meet Texas Dreams Gymnastics Definite		
					Chief Spivey's Retirement... City of Irving Police Department Tentative 1	
16	17 Martin Luther King Jr. Day	18	19	20	21	22
Texas Prime Meet Texas Dreams Gymnastics Definite		ICVB Committee Meeting ICVB Definite		AVC Convention My Hero Convention AVC Conventions Definite		
		DECA District 7 DECA Definite			SRC Meeting Storm Consultants, LLC Definite	
				Escalant	HERNCO Sales Conference D&M Auto Leasing Definite	
					Escalant	Escalant

January 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
AVC Convention My He... AVC Conventions Definite	ICVB Board of Directo... ICVB Definite	2022 State of the City... Greater Irving - Las Colinas Chamb... Definite		Texas Cornhole League Texas Cornhole League Definite		
Escalant	Escalant	Escalant	Escalant	United Way Metropolit... United Way Tentative 1		Bell Dinner Bell Helicopter Tentative 1
30	31	1	2	3	4	5
Texas Cornhole League Texas Cornhole League Definite						
365 EduCon presented by SPFest Tech Conference LLC Definite						
		Financial Planning Ass... Financial Planning Association of DFW Definite			Spirit Network Spirit Network Definite	
Bell Dinner Bell Helicopter Tentative 1						FOCUS Conf Fellowship of Catholic University ... Tentative 1
			Bell Dinner			Herbalife Conference Herbalife Tentative 2

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21 President's Day	22	23	24	25	26
Sneaker Exit The Sneaker Exit Definite	Las Colinas Women's A... ICVB Definite	Texas Radiological Society 109th Annual Meeting Texas Radiological Society Definite				
TEXO Foundation Student Competition TEXO Association Tentative 1				Texas Radiology Business Management Associatio... Infinity Events Group Definite		
		LIFE 2022 Living In Freedom Experience, LLC Tentative 1				
		See Matt Irving Convention Center Tentative 1 - Internal				
		Boards and Commissi... City of Irving Tentative 1				
	7th Sense - EH	7th Sense - EH	7th Sense - EH	7th Sense - EH	7th Sense - EH	7th Sense - EH
27	28	1	2	3	4	5
Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite		Camden Awards Lunch... Camden Definite		North Texas Teen Book Festival City of Irving Definite		
Texas Radiological So... Texas Radiological Society Definite						

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 13, 2021**

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From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2021/12/02/omicron-hotels-valuations-landlords-lenders-cuts.html>

Hotel values sink as landlords, lenders and downtowns brace for latest Covid strain

Dec 2, 2021, 8:48am CST

America's hotel industry, already in the throes of an unprecedented market correction, is entering a new phase of uncertainty — and potentially even deeper losses — as the latest Covid-19 variant threatens to further delay a rebound in the nation's travel and tourism sector.

The carnage to date was highlighted in a *Business Journals* analysis of loan and operating data for thousands of distressed U.S. hotel properties, many of which have suffered deep financial and valuation losses due to shutdowns, lost occupancy and cuts to business-travel budgets since the pandemic began. Should the fast-emerging Omicron variant prolong or even worsen the hotel sector's troubles — and if the past 18 months are any indication of what's to come — the negative implications for property owners, lenders and downtown business districts will likely run in the billions.



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Major cities where business travel is strongest have seen the deepest cuts in hotel valuations to date.

Of the 2,500 distressed hotel properties analyzed by *The Business Journals*, one in five had been reappraised since Covid-19's arrival in the United States in early 2020. Through November, some \$3.5 billion in appraised property value had been wiped off the books at those hotels due to losses and impeded operations from the pandemic. The updated appraisals collectively equated to a 22% loss in the market value for those properties versus what was recorded prior to Covid-19. The adjustments brought the average hotel value within that group to \$25 million, down from \$31.9 million prior to the pandemic.

The declines in valuations and operating metrics are a particular problem for hotel owners with big debts, as the ability to refinance or liquidate properties to pay down loans diminishes the longer the sector's downturn continues. Roughly \$63 billion in loan debt is secured by the distressed property portfolio in question, equal to around \$25 million per hotel analyzed.

The financial details were included in thousands of pages of disclosures to bond investors and managers of commercial mortgage-backed securities trusts. As part of its analysis, *The Business Journals* identified hotels as "distressed" if their CMBS debt was included on a loan-servicer watchlist, in special servicing, delinquent or in a stage of foreclosure. Most of the reappraisals included in *The Business Journals* analysis were commissioned by loan servicers concerned about a particular property's performance, although some were completed at the behest of landlords hoping to sell a hotel or refinance a loan set to mature.

The data represents a snapshot of hotel properties nationally but are indicative of the sector's widespread pain since the pandemic struck. According to the American Hotel & Lodging Association, a Washington-based trade group that represents roughly 56,000 hotel properties, about \$110 billion in anticipated revenue from business travel alone has vanished for its members since early 2020, with top destinations such as New York, San Francisco, Washington, D.C., and Orlando, Florida, each off 80% or more from

revenue booked in 2019. The group recently predicted that occupancy rates and revenue among its members will remain well below pre-pandemic levels through 2022, though that was before this week's Omicron developments.

Carter Wilson, a senior vice president of consulting at STR, a hotel research and analytics firm, said the lag in a business-travel rebound is significant for the hotel sector and is likely to continue so long as Omicron and other potential Covid-19 variants hinder a more robust return to the workplace. He said there are a lot of clear links to the decline in business travel and the recent trends in property reappraisals, adding that valuations can portend to where the sector is headed in general.

"That lack of travel is crucial to the forward looking projection of hotel valuations," Wilson said.

Major cities where business travel is strongest have seen the deepest cuts in hotel valuations to date, according to bond filings. Among the properties analyzed by *The Business Journals*, hotels in Chicago, New York and San Francisco accounted for a third of the \$3.5 billion in lost market value recorded in reappraisals. At the same time, hotels in those cities represented only 5% of the properties analyzed nationally.

Chicago's prospects in particular are troubling, given the recent hits delivered to its travel sector. Last month, American Airlines Inc., the largest carrier servicing O'Hare International Airport, announced plans to cut roughly 77,000 flights scheduled through February, including some 9,000 flights to and from O'Hare.

Large cities also are home to some of the most expensive, full-service hotels in the country — the property class hit hardest by the pandemic's drain on lodging, dining and hospitality-related amenities. Of the 28 full-service hotels valued at \$100 million or more prior to the pandemic, *The Business Journals* identified 22 properties that received reduced valuations through reappraisals since the pandemic. The average haircut among the group was \$44 million.

Also of note: Among the 500 properties identified to have receive value reappraisals since early 2020, 52 actually saw their appraised values increase over what was recorded pre-pandemic, the largest of which was a \$47 million increase at the Grand Beach Hotel in Miami Beach.

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MONDAY, DECEMBER 13, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

Nov. 30, 2021

Maura and Board,

I am so grateful for the gift to Baylor Scott and White Irving Foundation in appreciation of my ICVBS board service. It was a great honor to work with the amazing staff and board over the years.

Wishing all a happy new prosperous 2022!

Best regards,
Clem