



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**

| | | | 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 |
|---------|---------------|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Place | Last | First | | | | | | | | | | | | |
| 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 inquiries.

- 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 – *Nunsense* 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 |

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 |

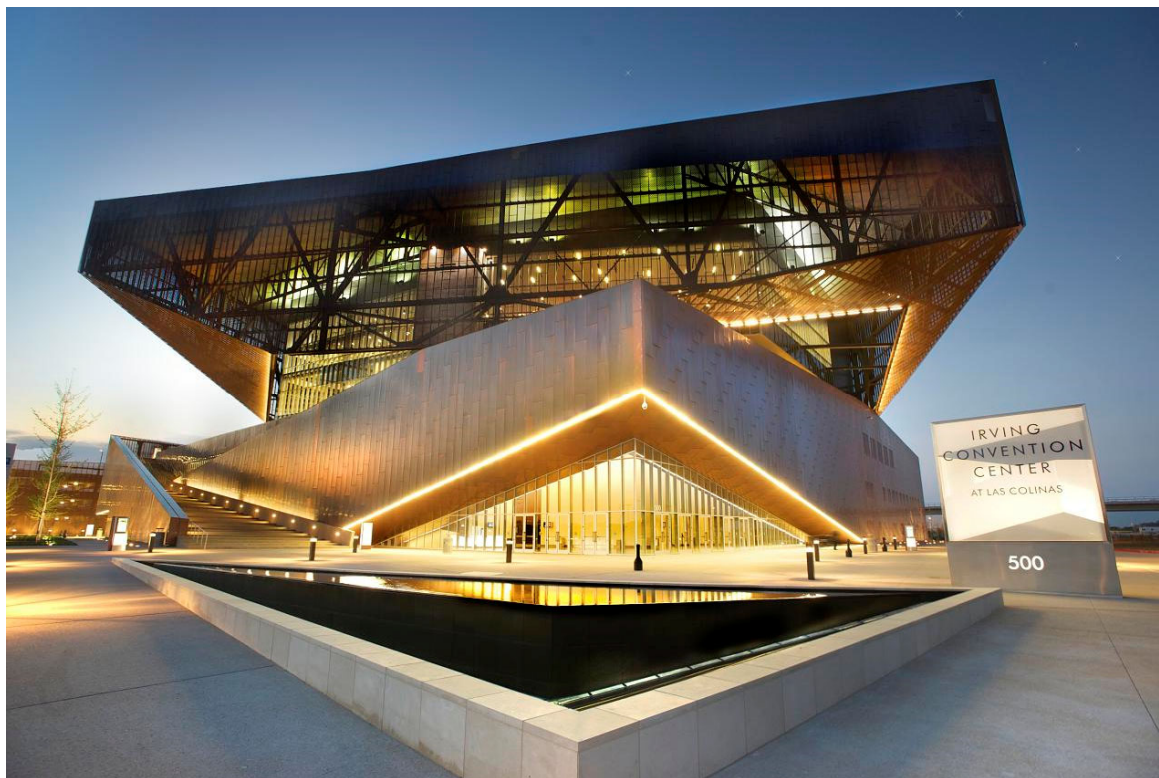
| BUDGET SERVICE | | OCT 2020 | NOV 2020 | DEC 2020 | Q1: OCT-DEC | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 | JUN 2021 | JUL 2021 | AUG 2021 | SEPT 2021 | TOTAL |
|----------------------|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| 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 | 2,502.90 | 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 |



Date Distributed: December 6, 2021

Monthly Financial Summary

For Period Ending October 31, 2021

| | 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 |
| | <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
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 |
| | <hr/> |

| | | |
|----------------------|--|---------|
| Total Current Assets | | 979,423 |
|----------------------|--|---------|

| | | |
|---------------------|-----------|----------------------------|
| Total Assets | \$ | <hr/> 979,423 <hr/> |
|---------------------|-----------|----------------------------|

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 |
| | <hr/> |

| | | |
|---------------------------|--|-----------|
| Total Current Liabilities | | 1,161,988 |
|---------------------------|--|-----------|

Long-Term Liabilities

| | |
|----------------------|-------|
| Long Term Liabilites | 0 |
| | <hr/> |

| | | |
|-----------------------------|--|---------|
| Total Long-Term Liabilities | | <hr/> 0 |
|-----------------------------|--|---------|

| | | |
|-------------------|--|-----------|
| Total Liabilities | | 1,161,988 |
|-------------------|--|-----------|

Equity

| | |
|--------------------|--------------|
| Net Funds Received | 14,954,139 |
| Retained Earnings | (14,954,139) |
| Net Income (Loss) | (182,565) |
| | <hr/> |

| | | |
|--------------|--|-----------------|
| Total Equity | | <hr/> (182,565) |
|--------------|--|-----------------|

| | | |
|---------------------------------------|-----------|----------------------------|
| Total Liabilities & Equity | \$ | <hr/> 979,423 <hr/> |
|---------------------------------------|-----------|----------------------------|




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) | (182,565) | (221,900) | 39,335 | (182,565) | (221,900) | 39,335 | (316,462) |

| October 2021 | | | | | | |
|---|--|--|---|---|---|--|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 26 JP 000 AM 000 | 27 Innotech Dallas Techstrong Group Definite ICVB Board of Directors ICVB Definite NTC move GB Jr JP 000 | | | | 1 Deaf Nation Expo No Barriers Group, Inc. Deaf Nation Definite | 2 Quinceanera Fashion ... Ana's Pro Gowns Definite |
| 3 Quinceanera Fashion ... Ana's Pro Gowns Definite | | 5 Dallas Cybersecurity Conference 2021 Data Connectors Definite Irving 360 Civic Academy City of Irving Definite TW 000 | 6 TW 000 | 7 TW 000 | 8 TW 000 | 9 |
| 10 | 11 Columbus Day | 12 | 13 | 14 DREAM Fund DREAM Fund Definite | 15 Ultimate Women's Expo The Ultimate Women's Expo Definite | 16 Mathew Wedding Mathew Wedding Definite Irving Arts Center Meeting City of Irving Definite |
| 17 Ultimate Women's Expo The Ultimate Women's Expo Definite | 18 Meeting in 3rd Floor Boardroom - ... | 19 AAHOA 2021 Regional ... AAHOA Asian American Hotel Owners... Definite | 20 Neora Power Training 2021 Neora Definite | 21 D&L Meeting Irving Convention Center Definite - Internal DL Meeting | 22 Year-End Review ICVB Definite | 23 Texas Bridal and Wedding HSCS Holdings 7 LLC (American C... Definite |

| October 2021 | | | | | | |
|--|--------|---|---|--|--|--|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 24 Neora Power Training ... Ne ora De finite Texas Bridal and Weddi... H SCS H oldings 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 Inte rnational Acade my of Sle ep/Dental De finite | 29 | 30 |
| | | | | |  MC 000 |  MC 000 |
| 31 Hallowee n International Academ... Inte rnational Acade my of Sle ep/D... De finite  MC 000 | 1 | 2 AATC Maintenance Mania Apartme nt Association of Tarrant C... De finite | 3 Jim Millerman Insurance Convention IIAD 2021 Inde pe nde nt Insurance Age nts of Dallas De finite | 4 MDA Uncork a Cure Mus cular Dystrophy Association - U SA National He adquarte rs De finite | 5 Great American Franchise Expo Gre at Ame rican Franchise Expo De finite GRACE Grape vine Relief & Community Exchange (GRACE) De finite | 6 Sneaker Exit The Sne ake r Exit De finite |

IRVING LODGING OUTLOOK

Aran Ryan

Director, Lodging Analytics

Tourism Economics

aran.ryan@tourismeconomics.com

December 2021

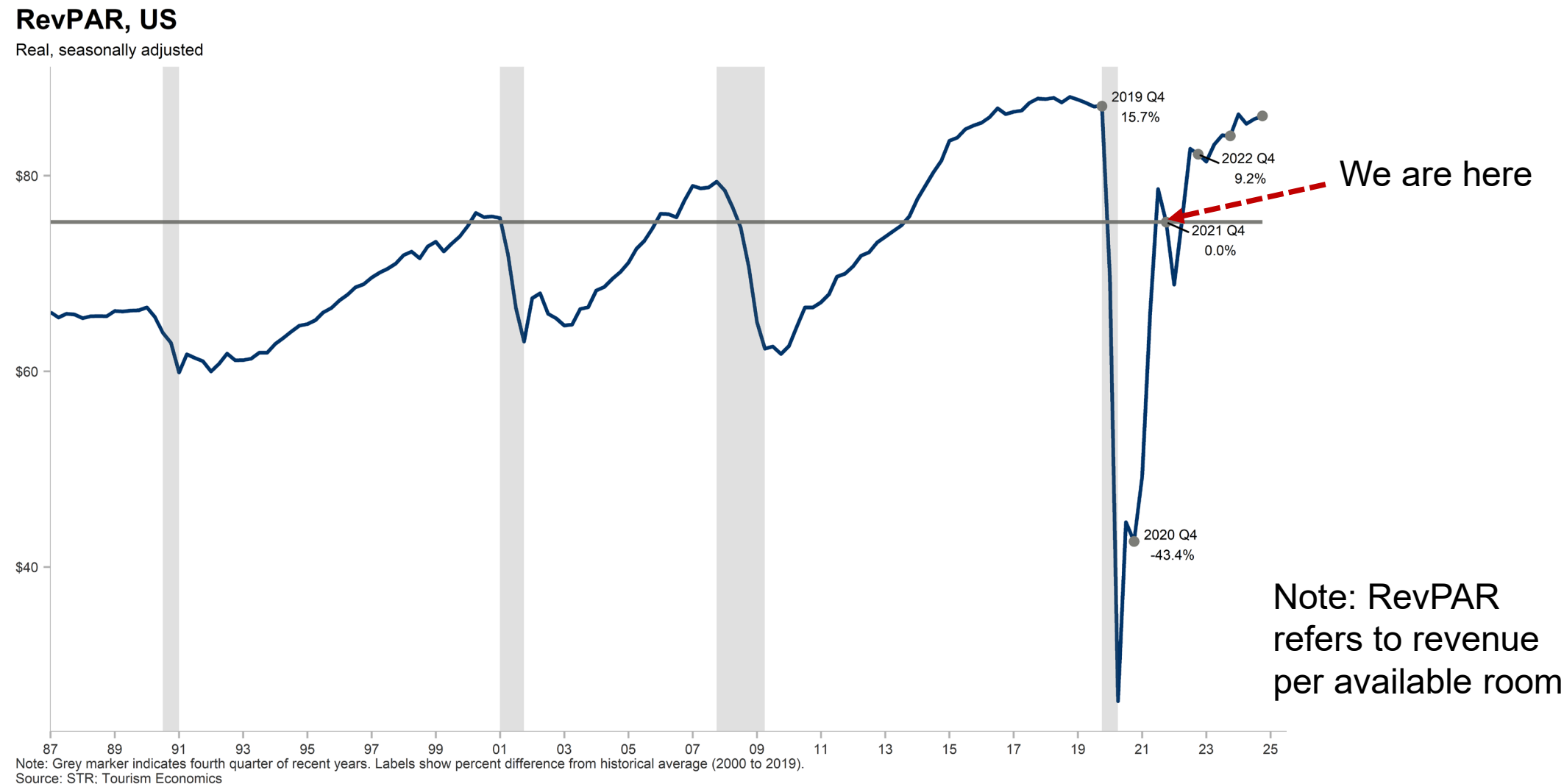
Outline

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



US CONTEXT

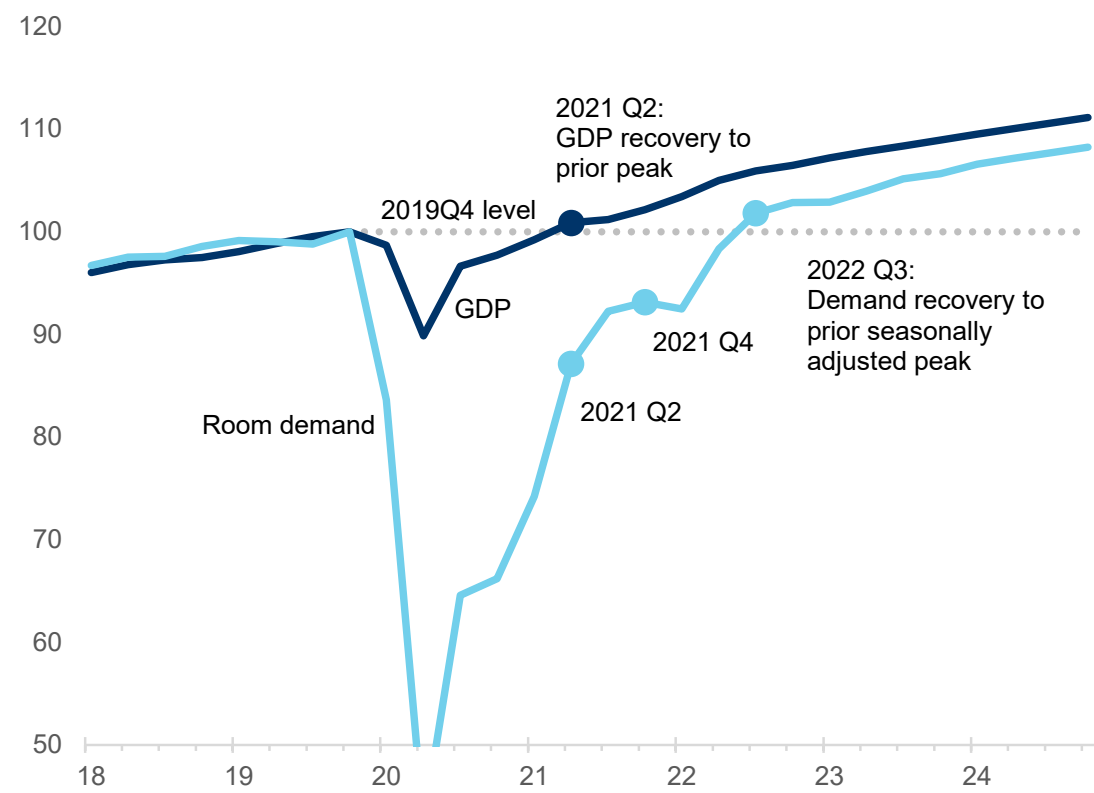
Pandemic impact on travel was rapid and severe



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

GDP and room demand

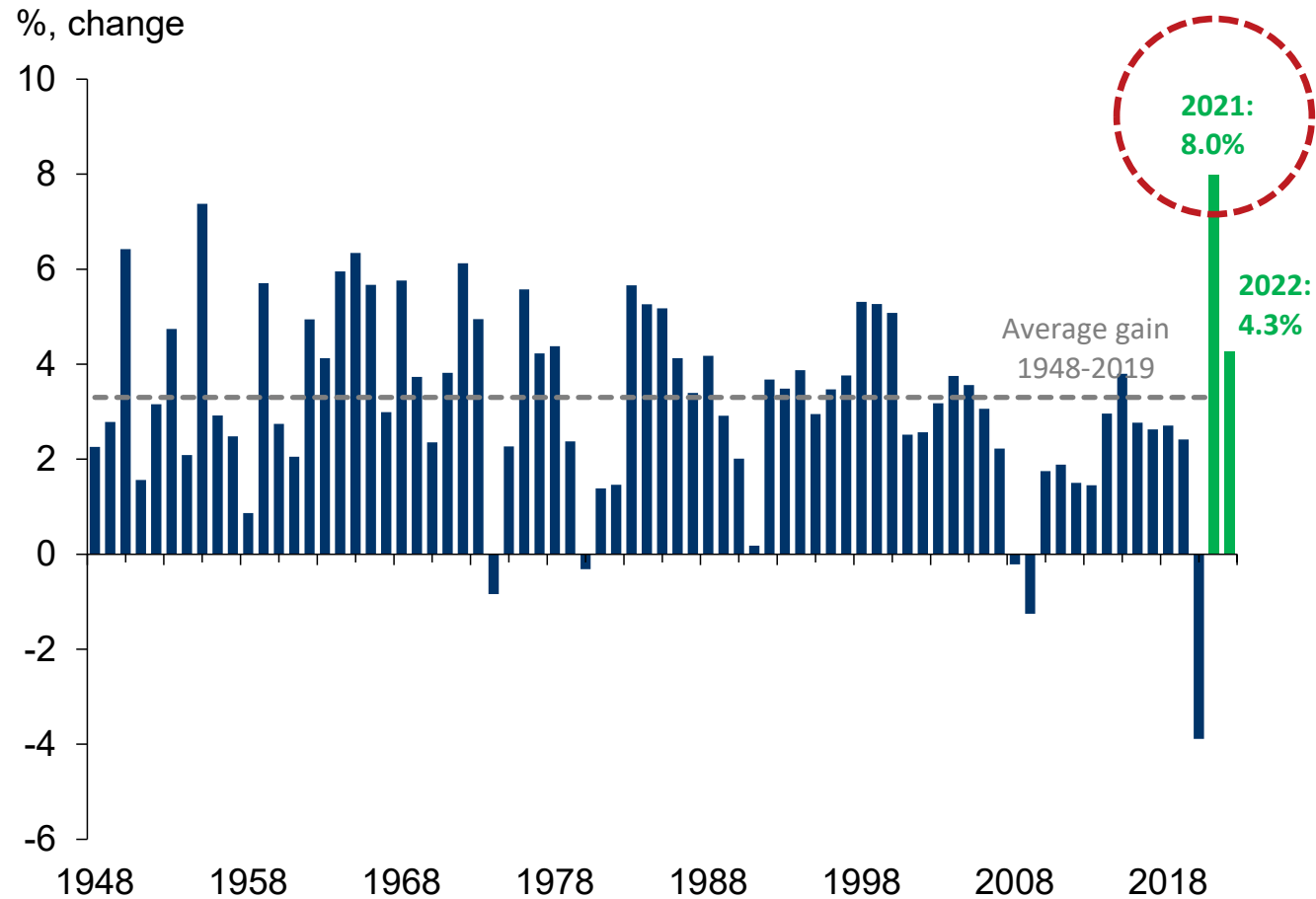
Index (2019 Q4 = 100)



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

Surge in consumer spending underway

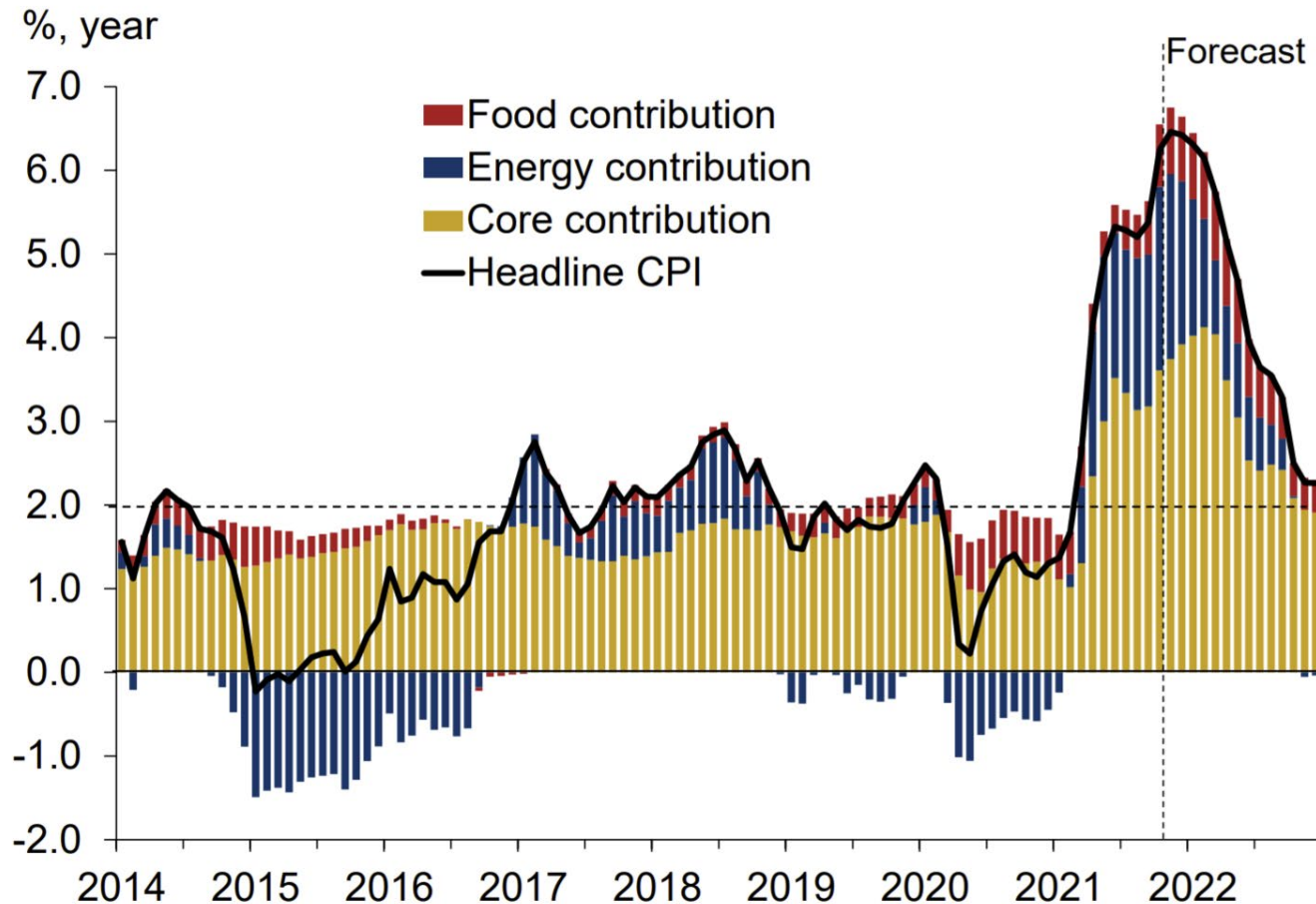
Strongest consumer spending growth since WWII



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:

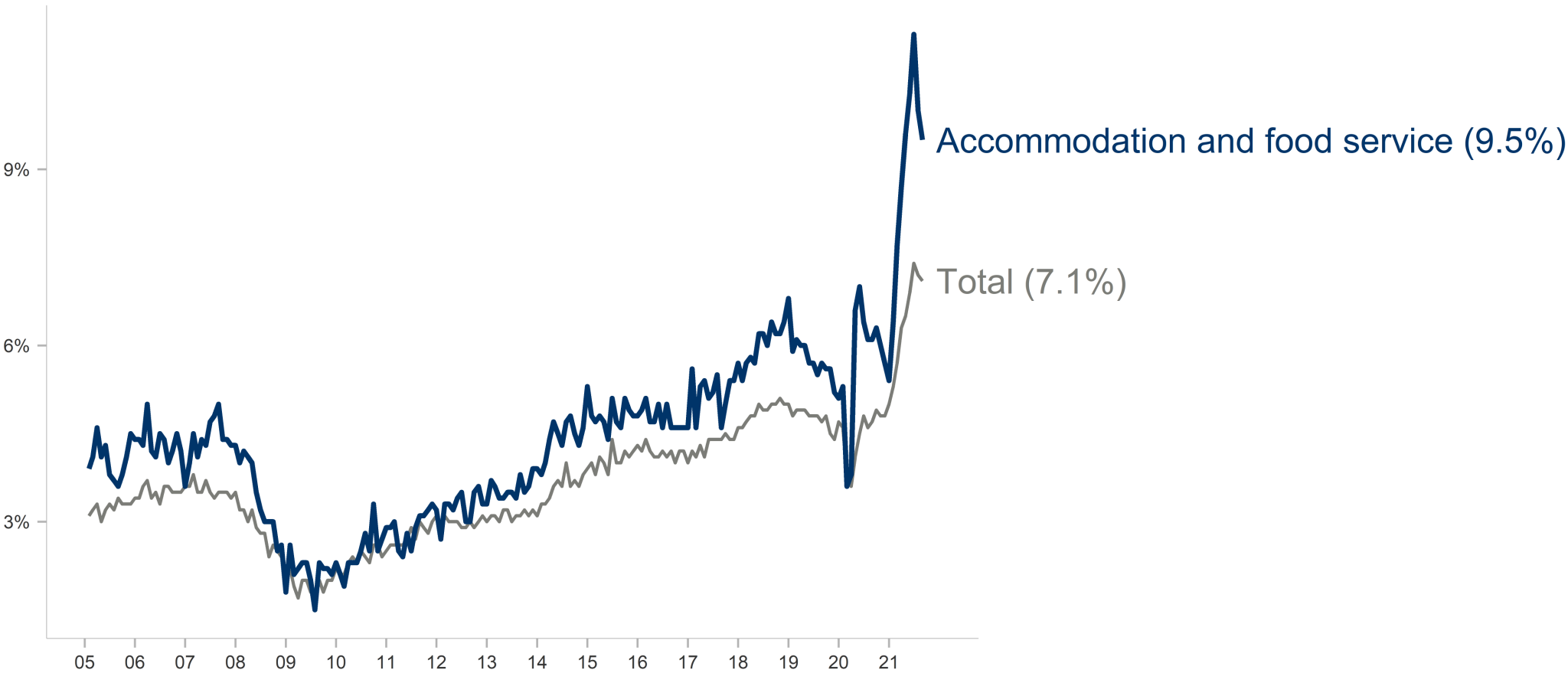
Inflation likely to be “sticky but not oppressive”

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

Employers face challenges re-staffing

Job openings

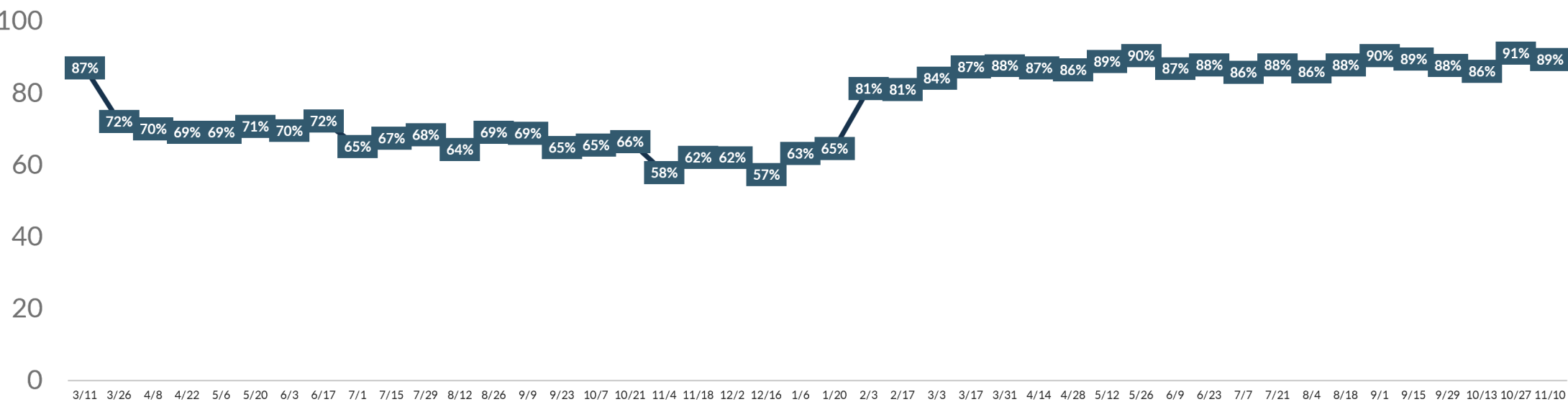
Openings rate, US



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

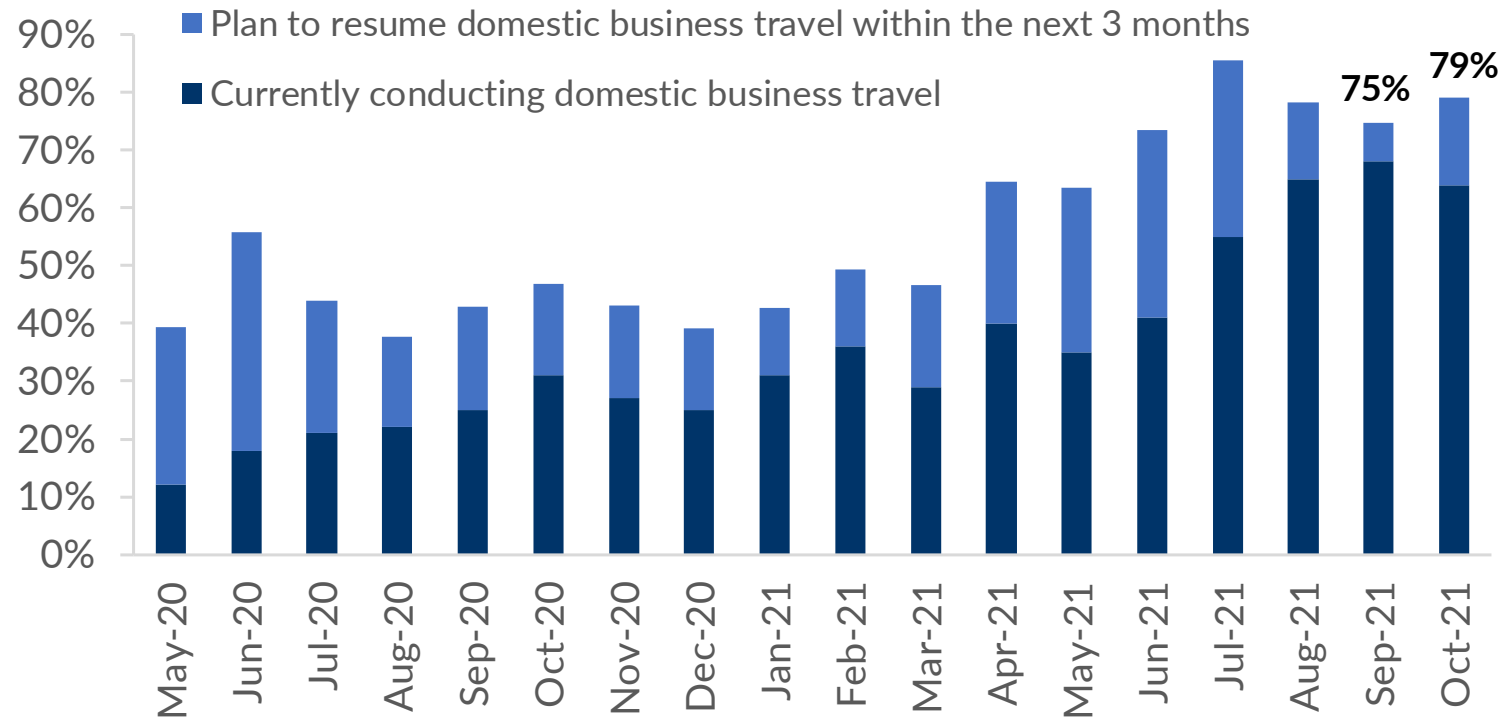


Travel Sentiment Study Wave 50

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.

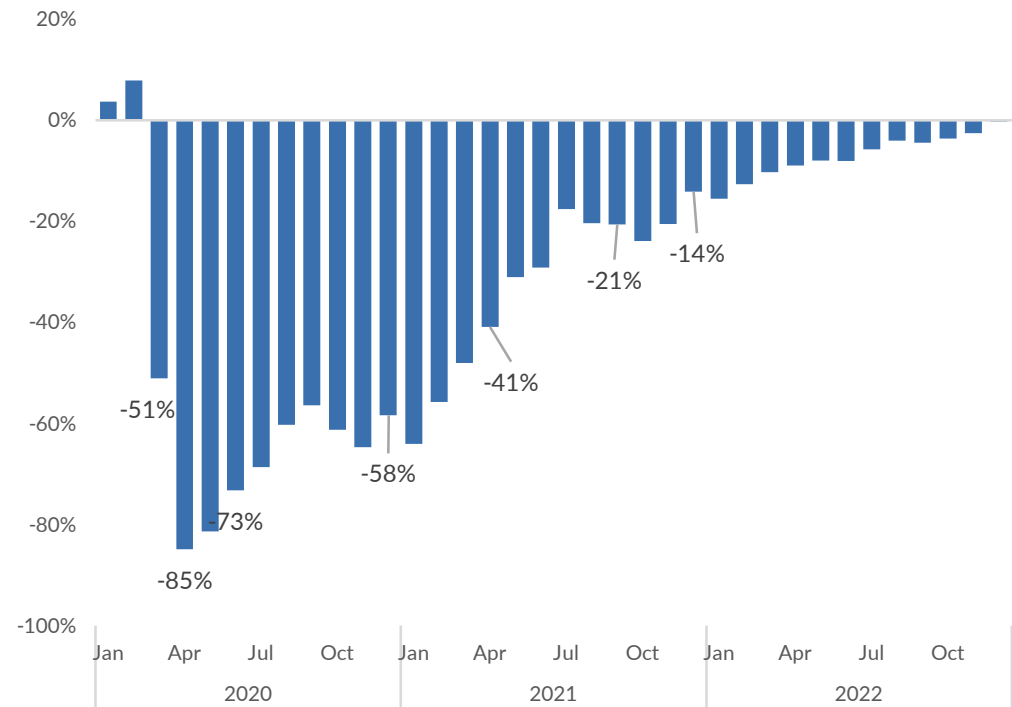
Approach

- 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

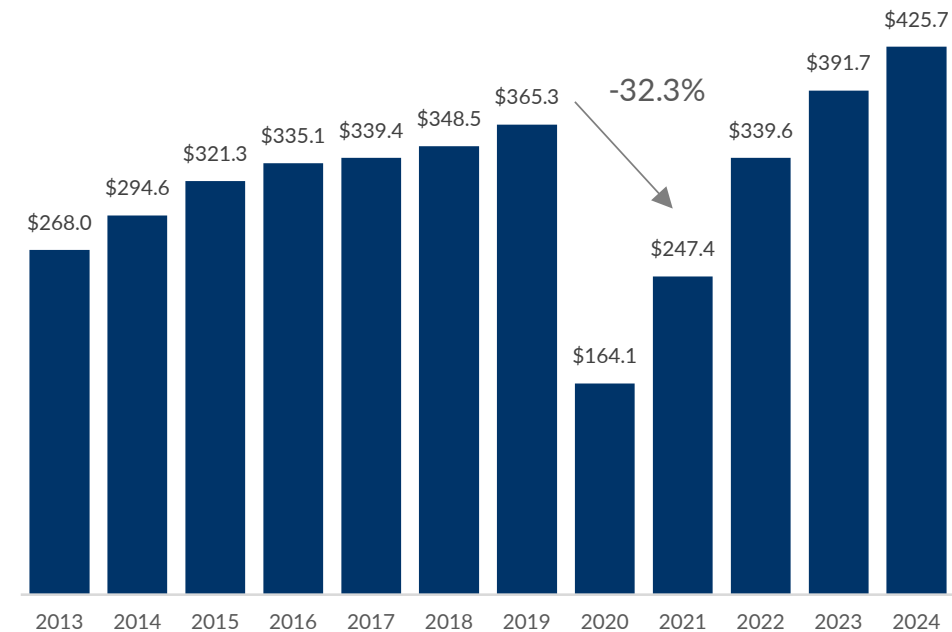
Irving, difference relative to same month in 2019



Source: STR, Tourism Economics

Room revenue

Irving, in millions

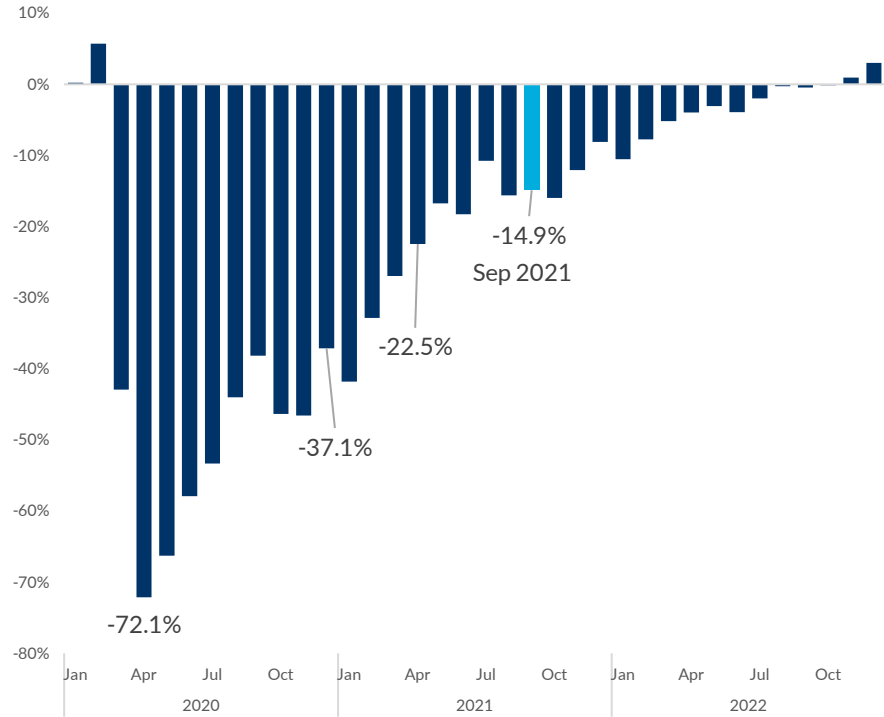


Source: STR, Tourism Economics

Demand still more negatively impacted than ADR

Demand impact

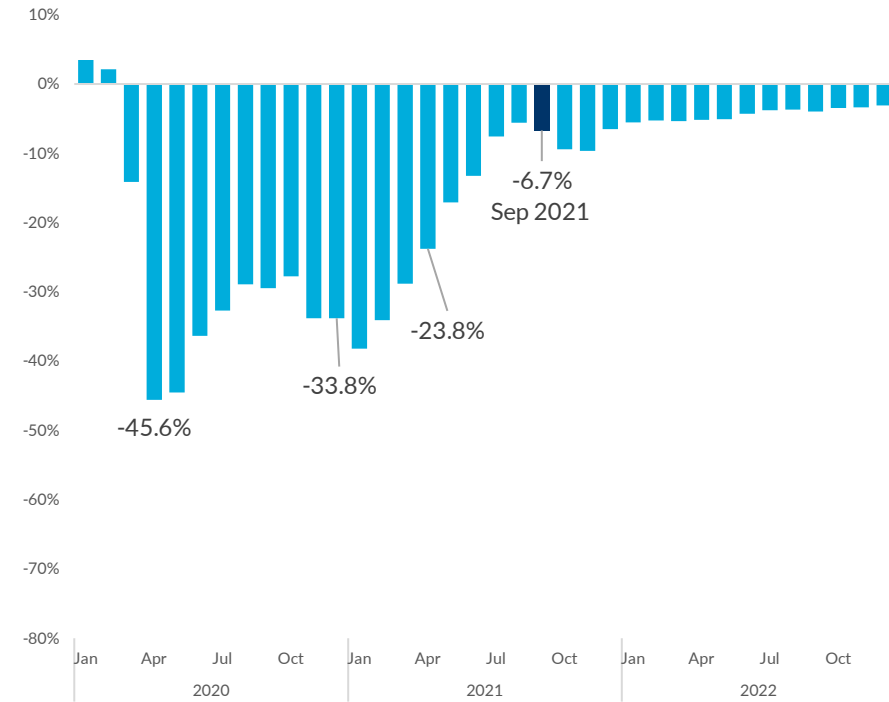
Irving, difference relative to same month in 2019



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 |

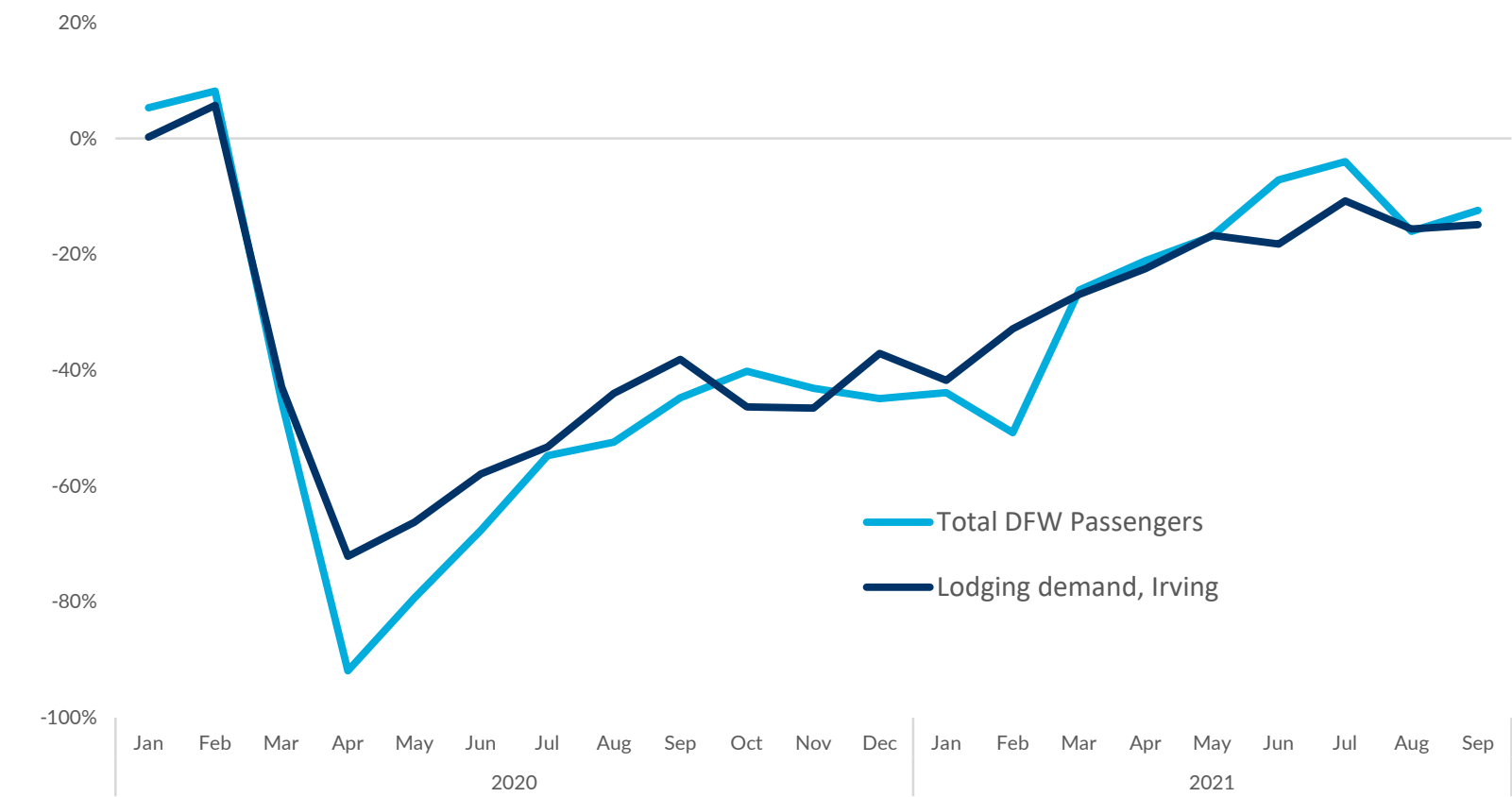
Relative to 2019

| | | | |
|-----------|--------|--------|-------|
| 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

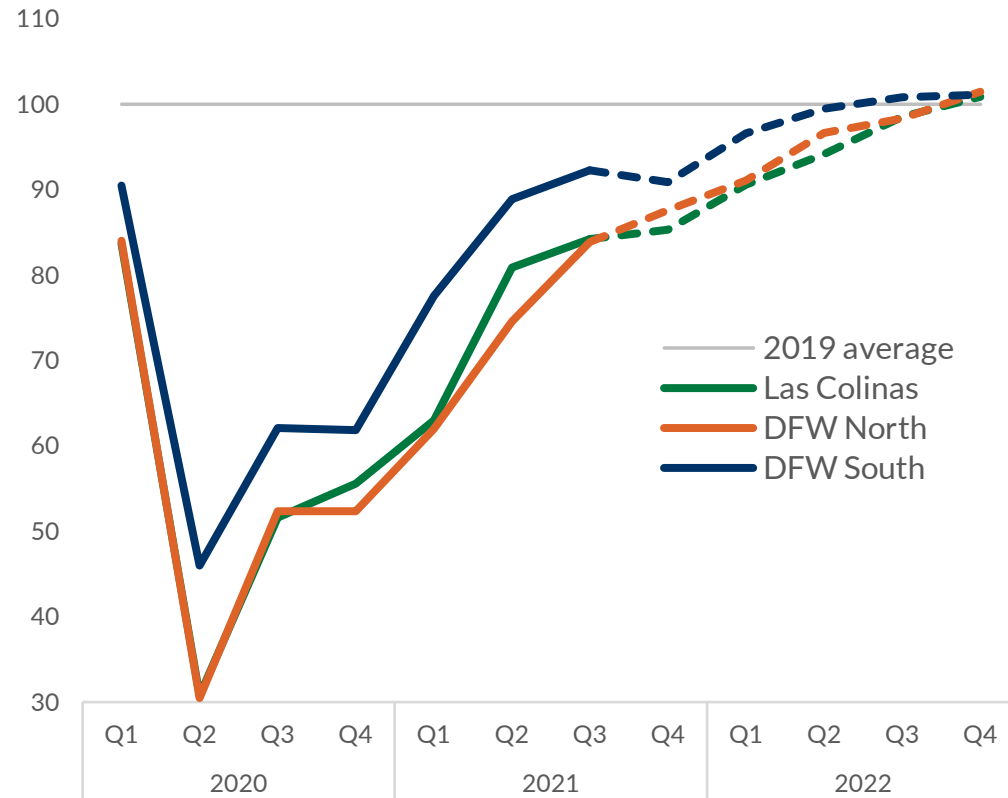


Source: STR; Dallas Fort Worth International Airport; Tourism Economics

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

Demand

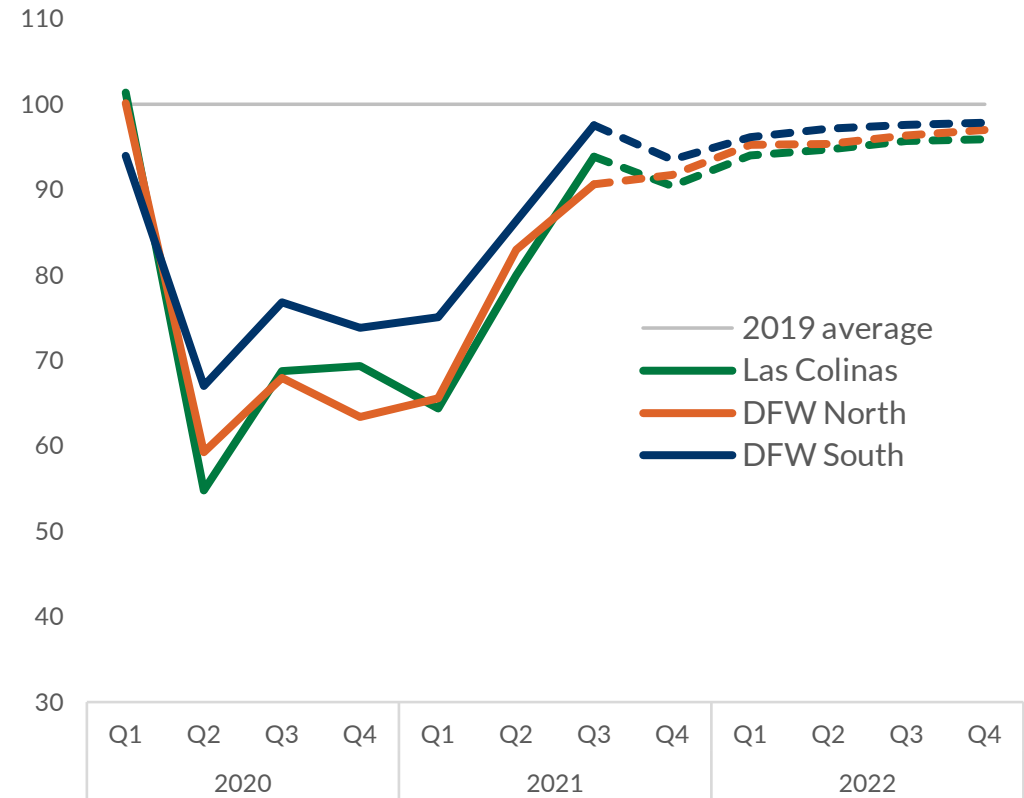
Index (2019=100)



Source: STR, Tourism Economics

ADR

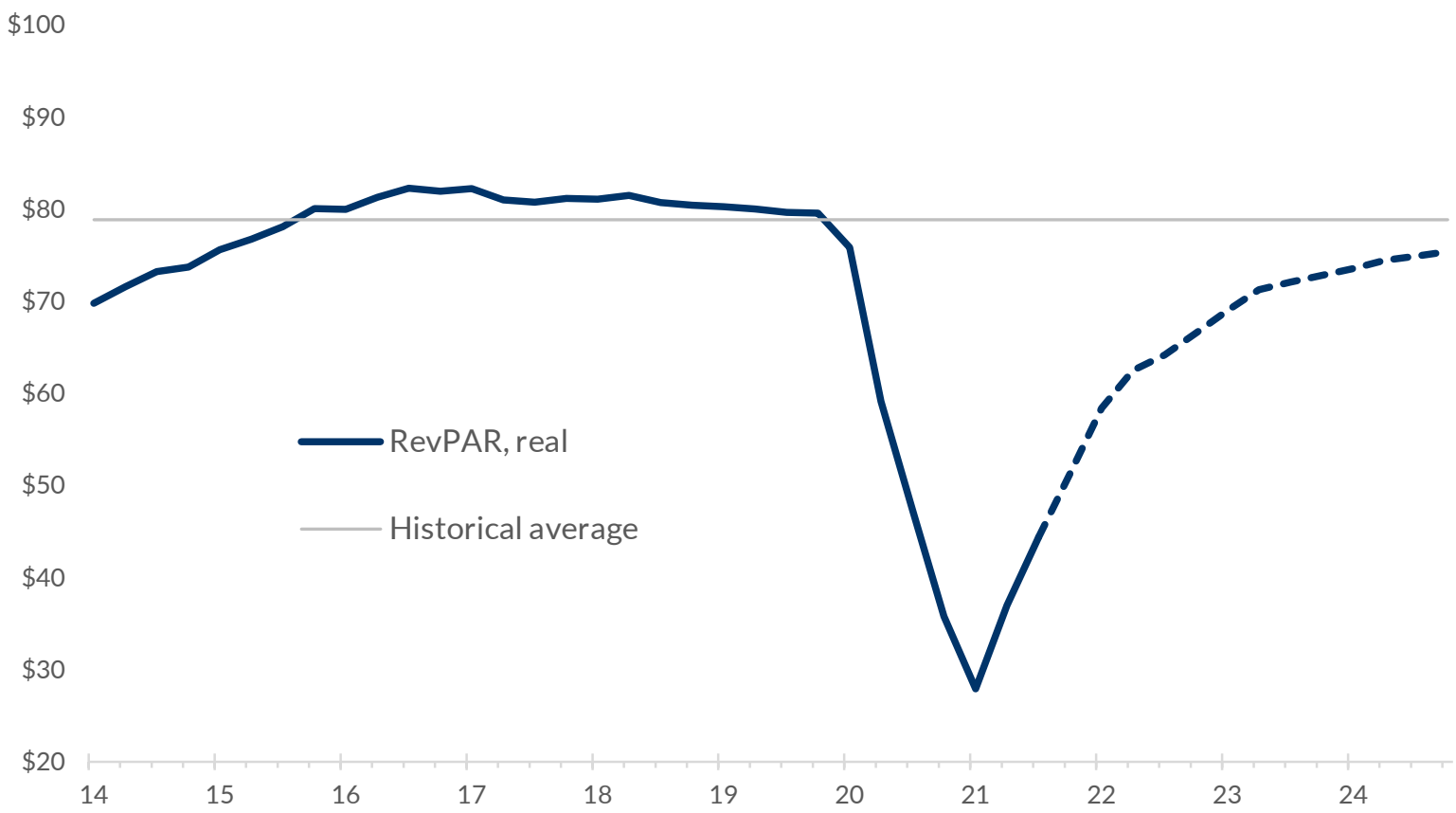
Index (2019=100)



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

| | | Room revenue, Irving (STR) |
|--------------------------------------|--------|----------------------------|
| | | Current forecast |
| Month | | |
| | 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*

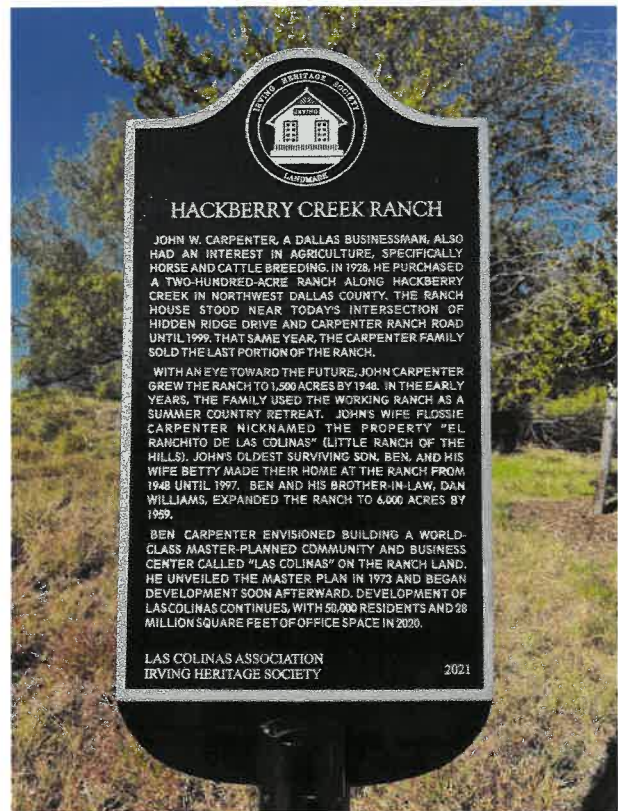
*Wednesday, December 15, 2021, at 2:30 pm
777 Hidden Ridge Drive at Carpenter Ranch Road*

*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
- Heritage Aquatic Center
- Irving Archives and Museum
- Irving Arts Center
- Irving public libraries
- 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.

RESIDENTIAL
CUSTOMER

PRINTED
BY
U.S. POSTAGE
PAID
IRVING, TX
PERMIT NO. 883

IRVING CITY Spectrum

DECEMBER 2021 / VOL 28 / NO 12

[f](https://www.facebook.com/cityofirving) [i](https://www.instagram.com/cityofirving) [y](https://www.youtube.com/c/cityofirving) [t](https://www.tiktok.com/@cityofirving) 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. ■





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. ■



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.

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.



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.
 - **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. ■



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](#). ■

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

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 | 0 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. | PROJECT STATUS | APPLICATION | SCHOOL | 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](#)





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





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

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 -



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 |

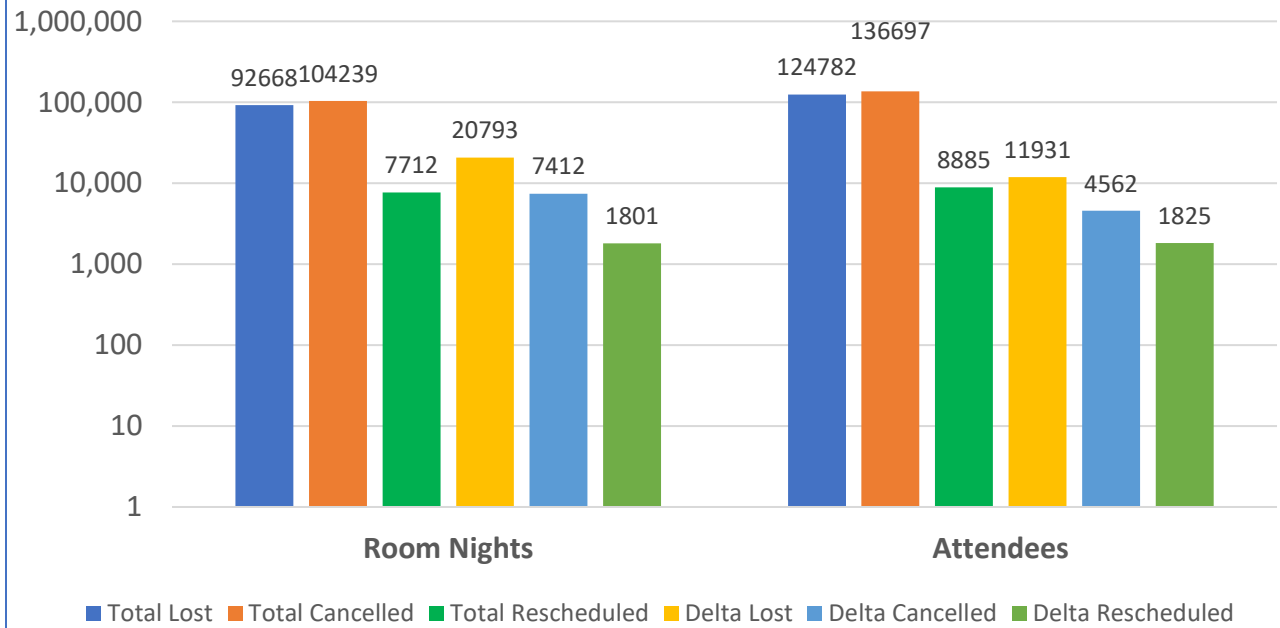
November

| 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 |

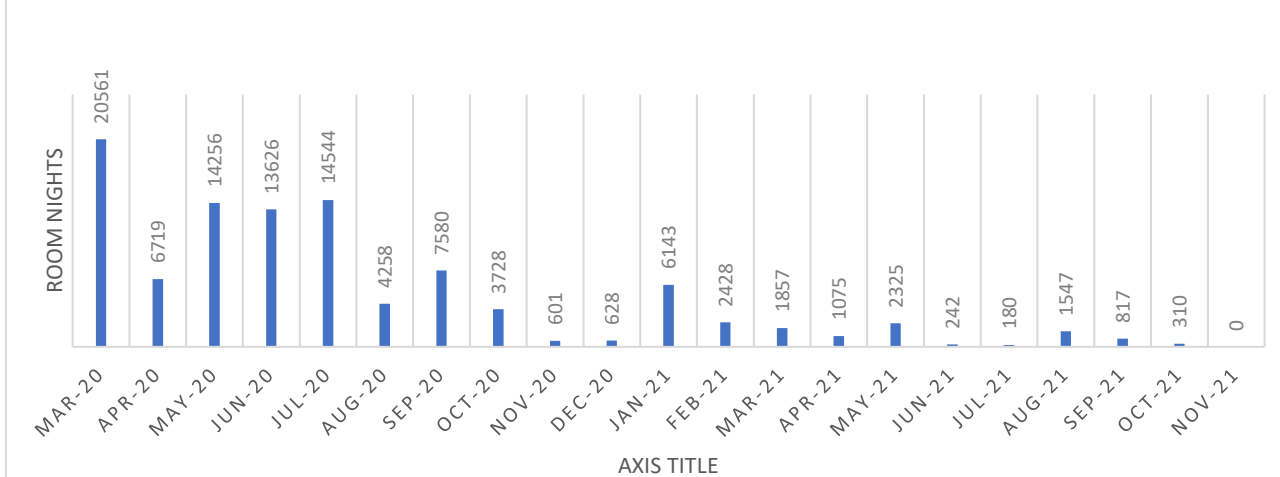
Travel & Activity

| 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:

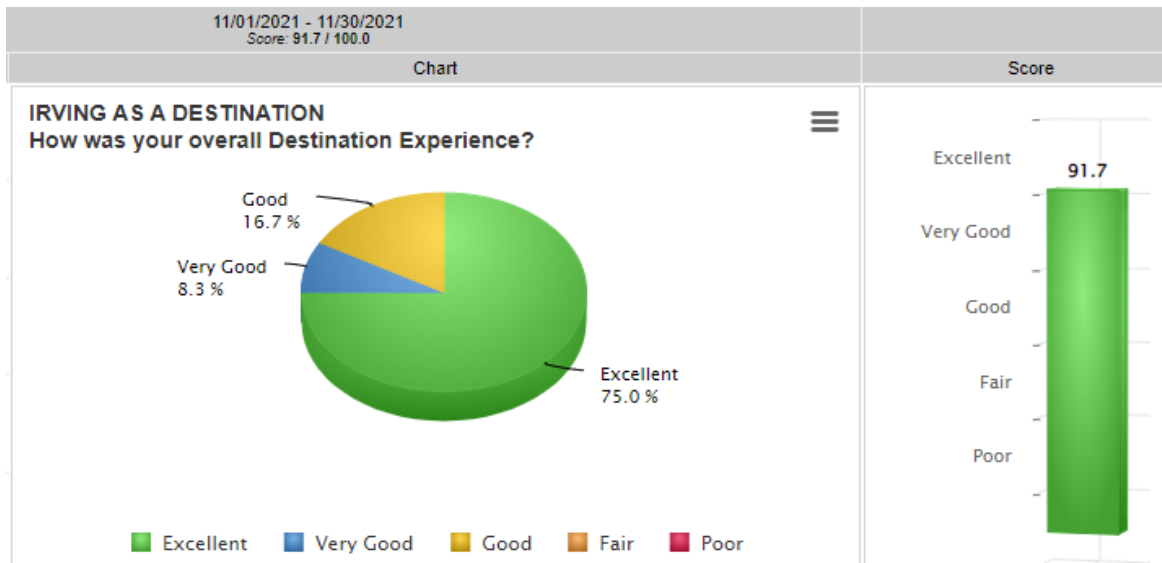
- Welcome/ Proclamation/Flag(s) - 100th Bomb Group Foundation, November 29, 2021 - Councilman Zapanta
- Welcome/Proclamation - Black Girls Golf Summit, November 4, 2021 - Mayor Stopfer
- Welcome/Proclamation - Weekend of Honor, November 13, 2021 - Councilman Taylor

Pending

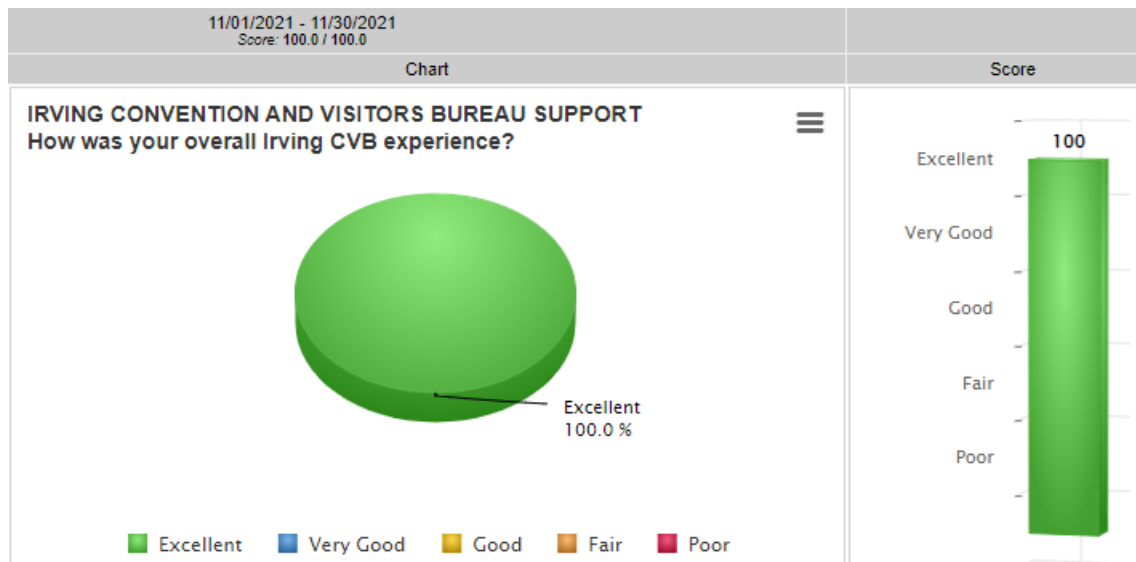
- Welcome/Proclamation/Flag - 173rd Airborne Brigade, May 2022 - TBD Mayor/Elected Official
- Welcome/Flag – Cadillac and LaSalle Club, March 2022, TBD Mayor/Elected Official

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

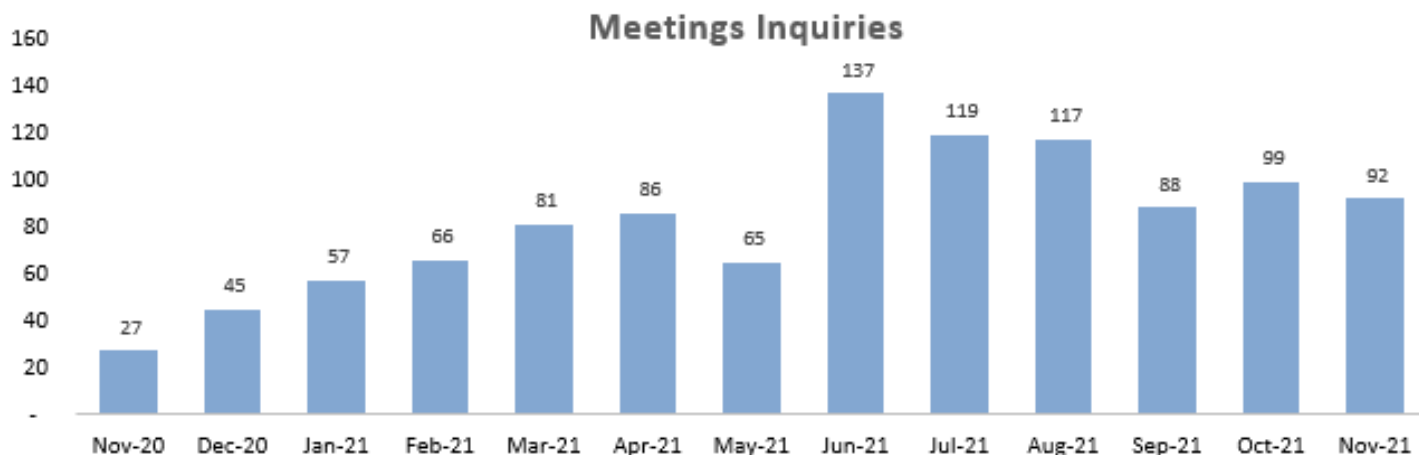
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

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.

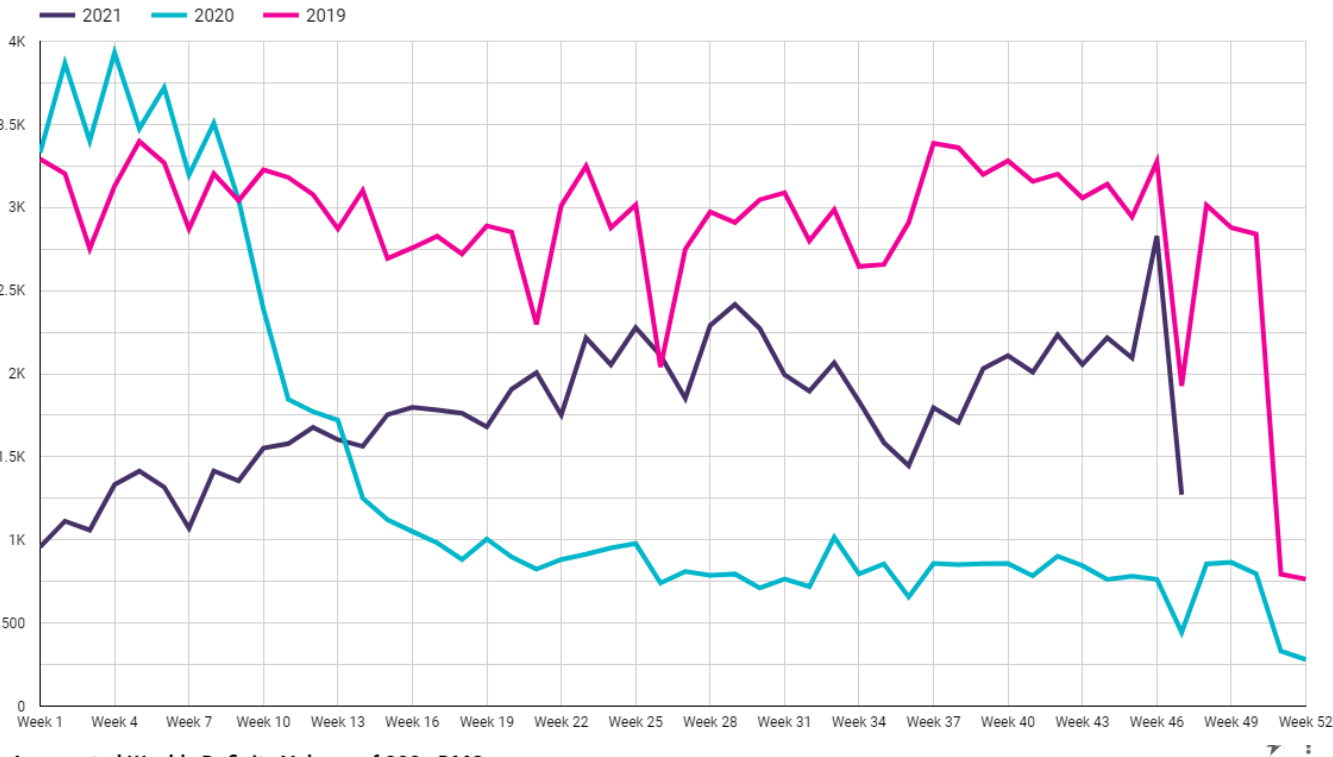


The aggregated weekly lead volume of over 200 U.S. DMOs, provided by Simpleview, continues to show that both lead volume and definites continue to remain between 2019 and 2020 levels.

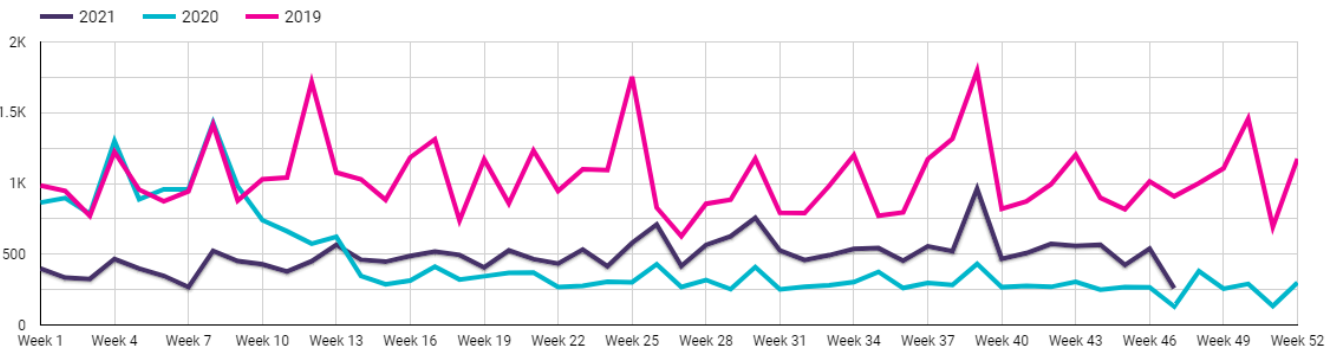
Aggregated DMO Weekly Lead Volume

Provided by Simpleview Inc.

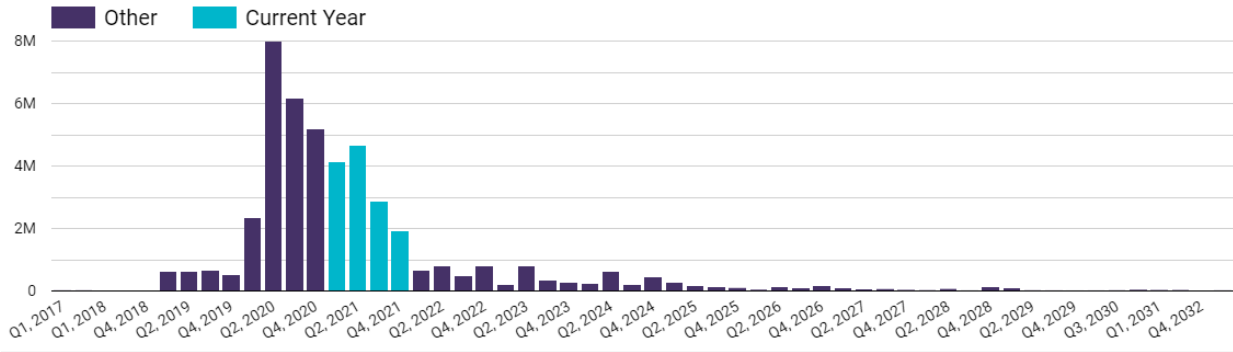
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs

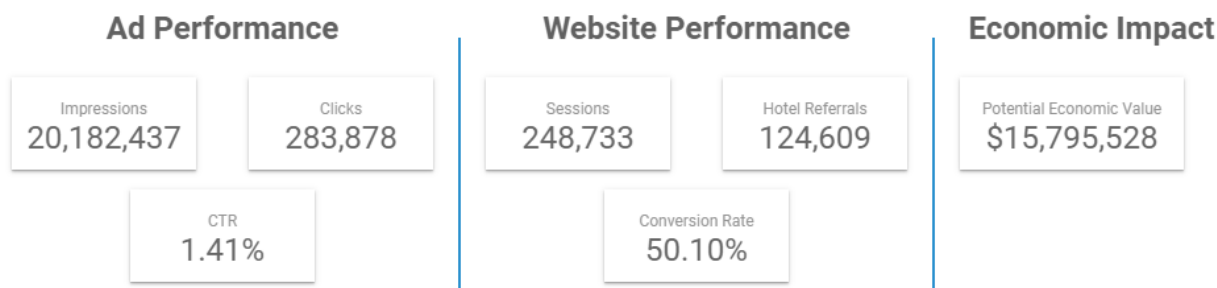


CARES Act Campaigns:

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% |

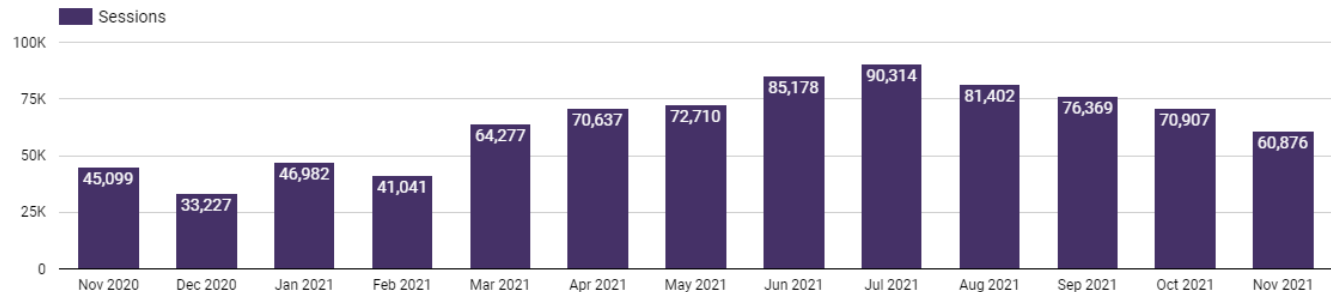
YTD Top Posts – Engagement

| 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% |

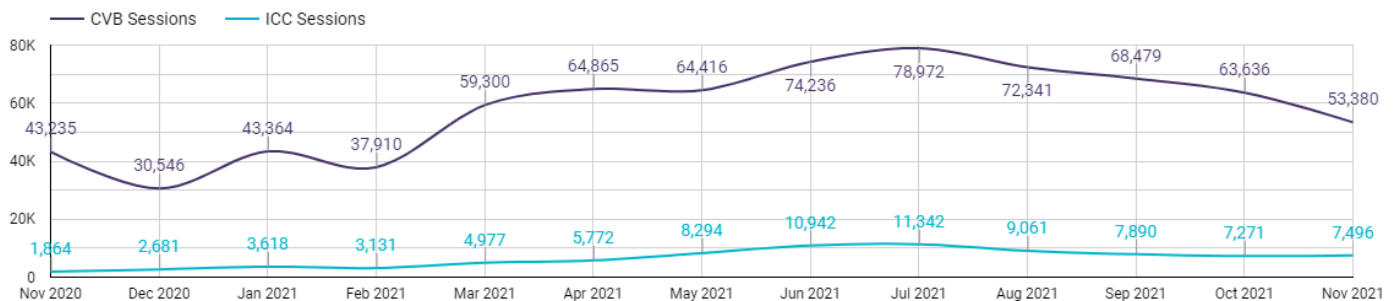
Website Traffic

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

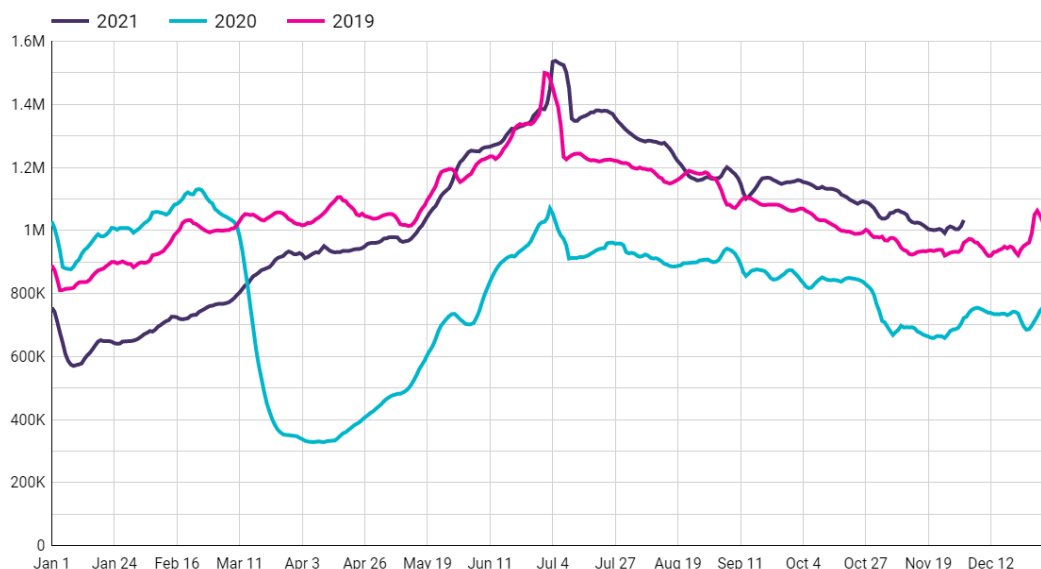


Website Traffic - Sessions by Market



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.

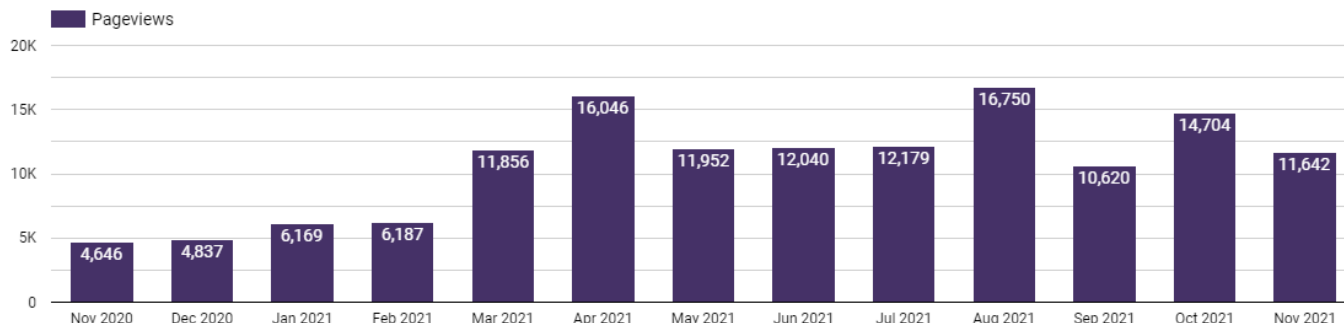
Aggregated YOY Overall DMO Website Traffic



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.

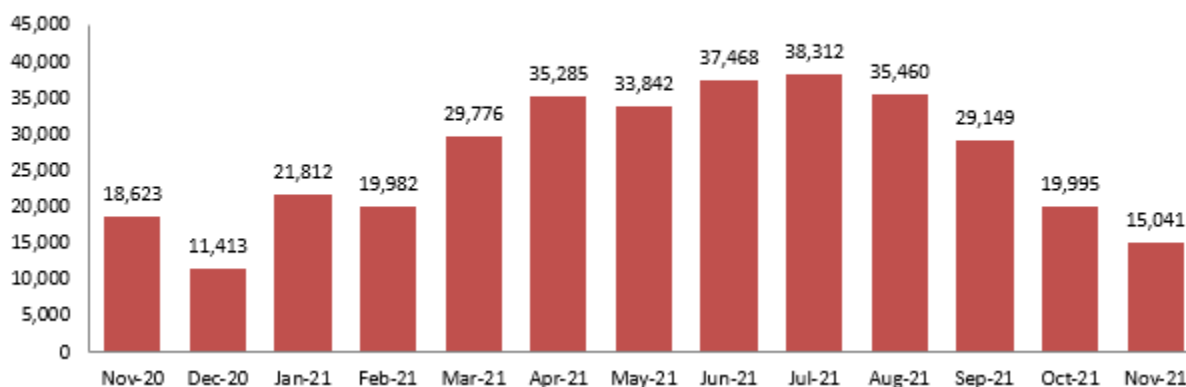
Blog Pageviews



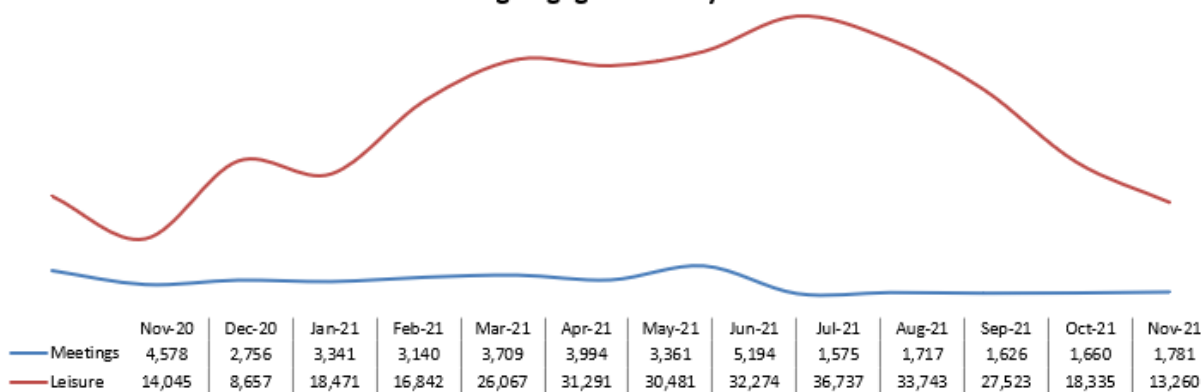
Advertising

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.

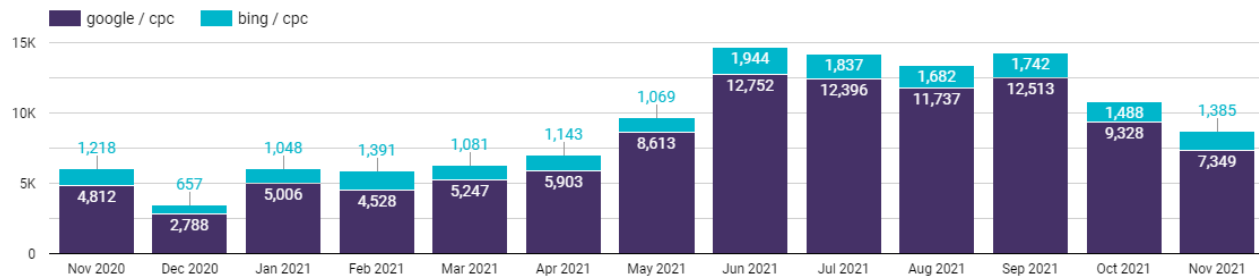
Advertising Engagement



Advertising Engagement - By Market



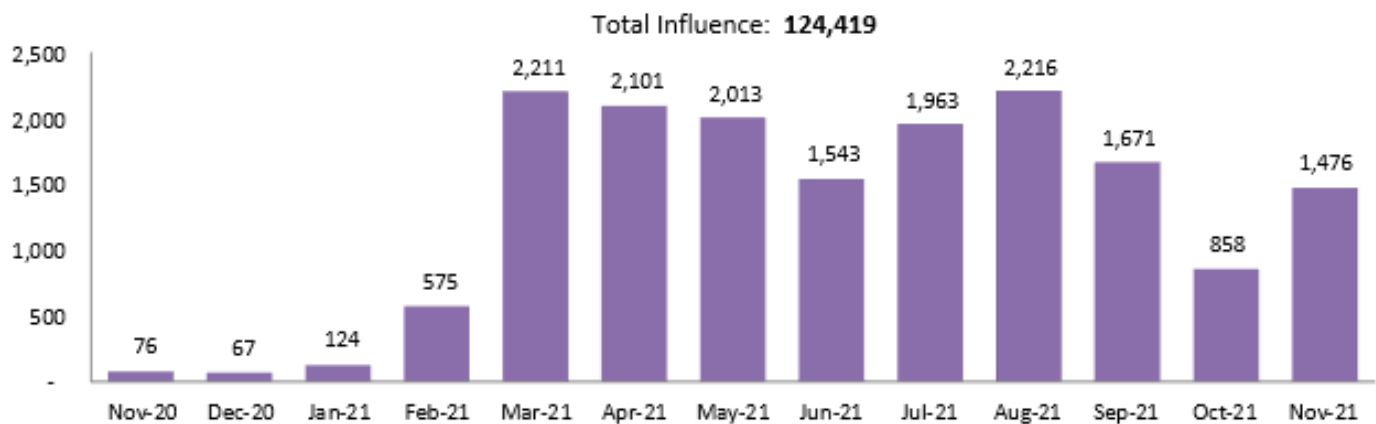
Advertising Engagement - Clicks



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." •

irvingweekly.com
Dallas County
Irving, TX
Circulation: 286
Frequency: Daily
September 27, 2021

<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.

thestoryexchange.org
New York County
New York, NY
Circulation: 707
Frequency: Daily
October 7, 2021

<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.”



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

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

nbcdfw.com
Tarrant County
Fort Worth, TX
Circulation: 25,757
Frequency: Daily
October 26, 2021

<https://www.nbcdfw.com/news/sports/blue-star/a-look-back-at-the-history-of-texas-stadium/2785549/>

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...



dallasnews.com
Dallas County
Dallas, TX
Circulation: 203,775
Frequency: Daily
October 20, 2021

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.

✉ sarahbahari@gmail.com

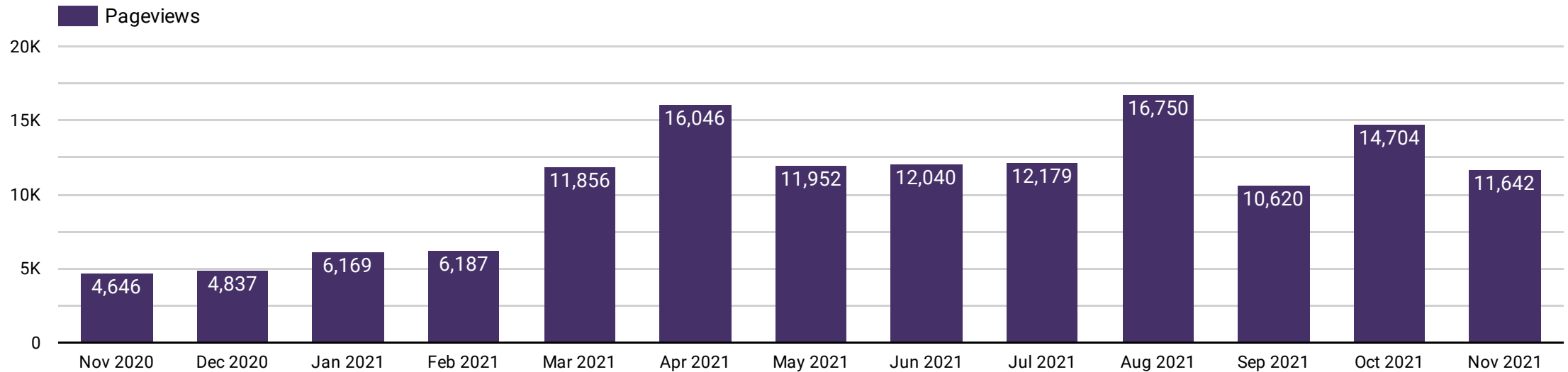
Real. *local.* Journalism.

Copyright © 2021 The Dallas Morning News. All rights reserved.

Blog Performance Overview

Nov 1, 2020 - Nov 30, 2021

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

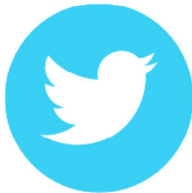


1,687,381 Impressions



1,480,114 Users

TWITTER



5,284 Impressions



501 Profile Visits

INSTAGRAM



468,106 Impressions



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



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



DATE: November 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 | US | 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 | Texas | 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 | Irving | 91.6 | 37.5 | 163.4 | 31.3 | -7.6 | 21.3 | |
| Best USA | Grpvine | Grpvine | Grpvine | Arlngtn | Grpvine | Grpvine | Best USA | 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 | Best Texas | 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 | Worst USA | 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 | Worst Texas | 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.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

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 | -3.8 |
| 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 | | | | | | | | | | | | |

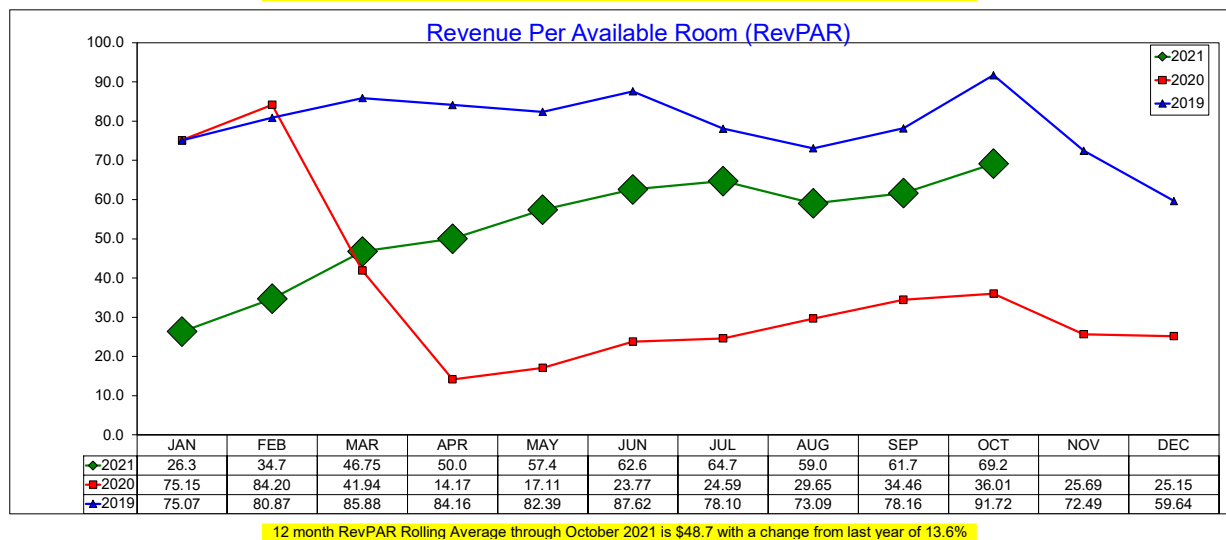
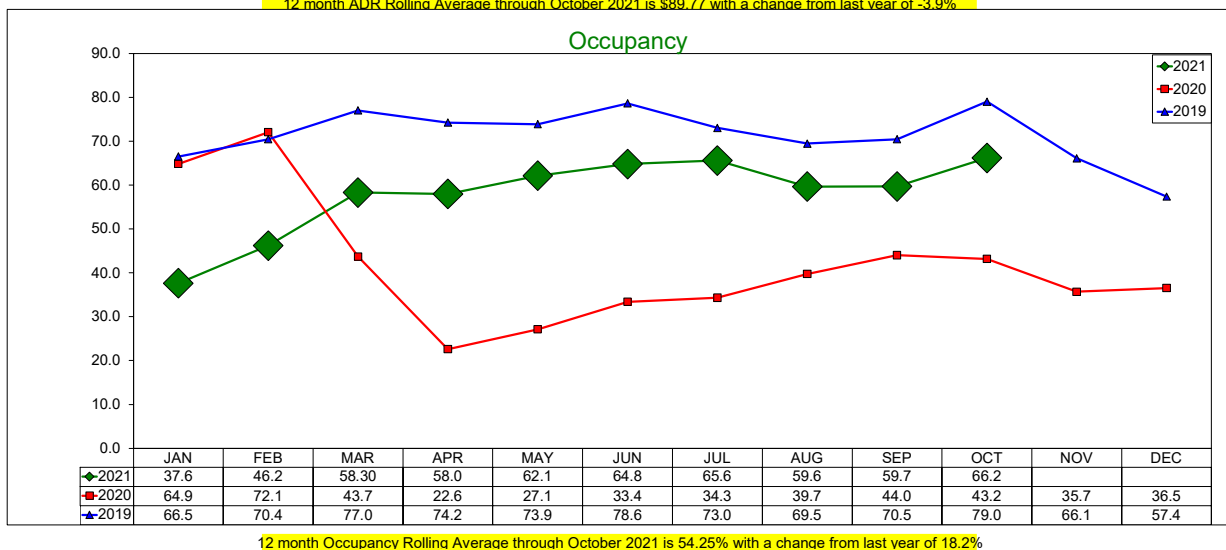
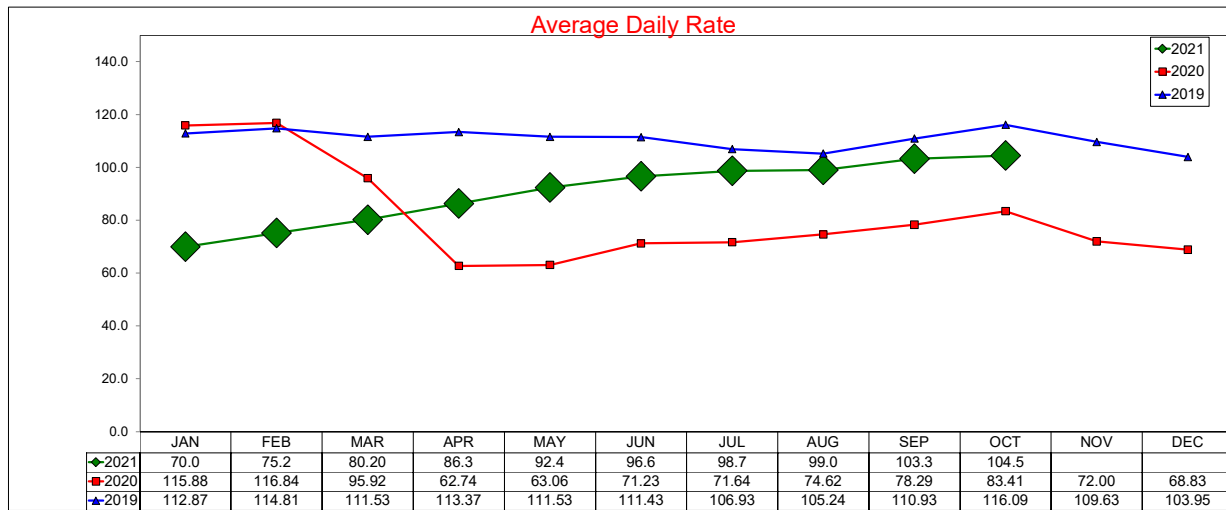
| USA | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|-----------|---------|--------|--------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 90.79 | -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. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

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 | | | | | | | | | | | | |

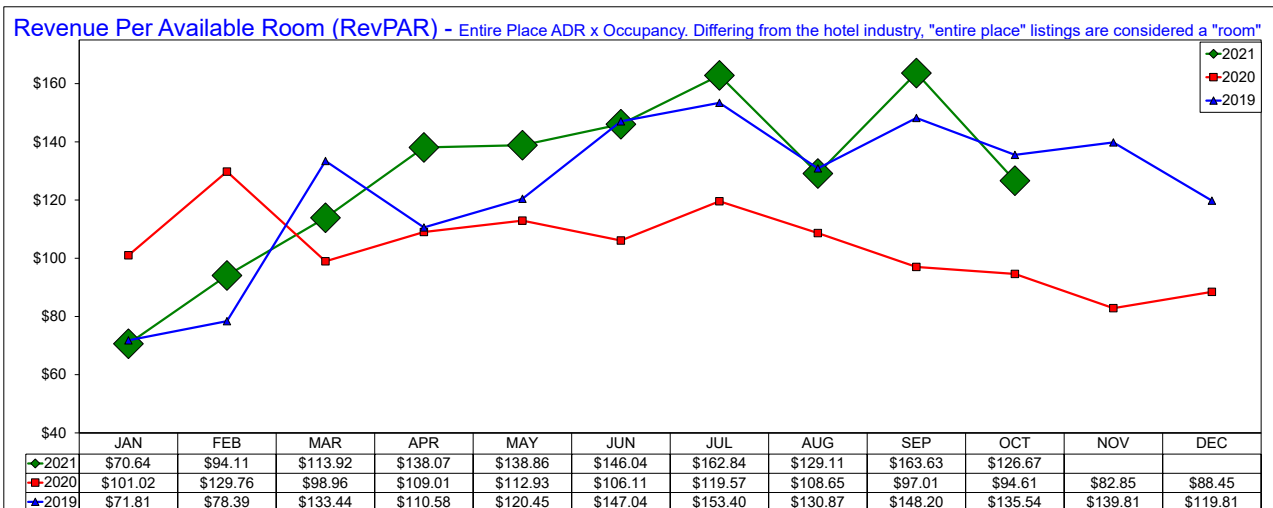
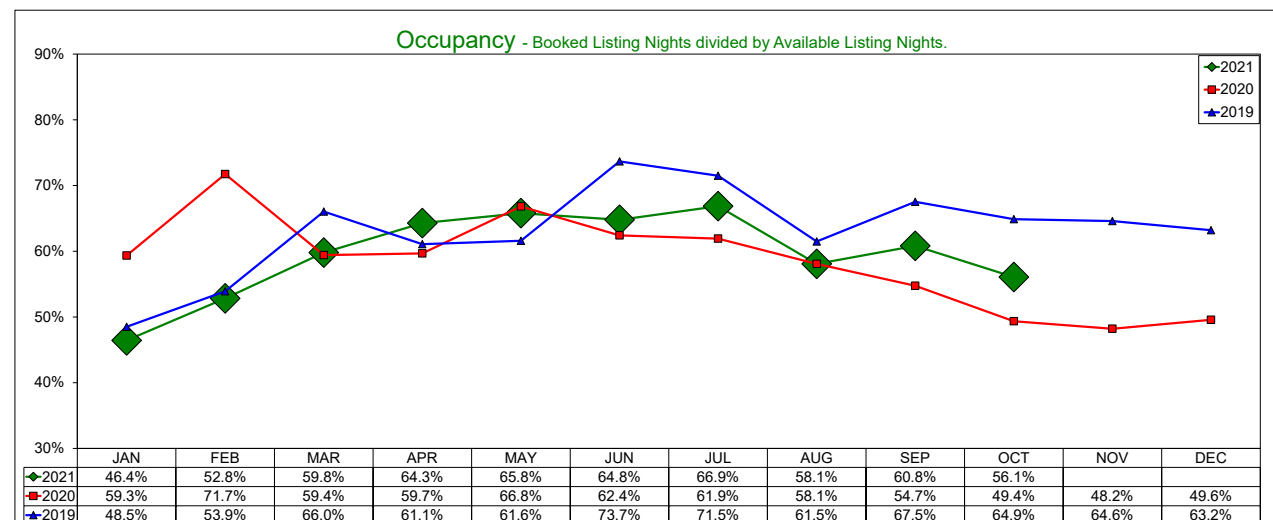
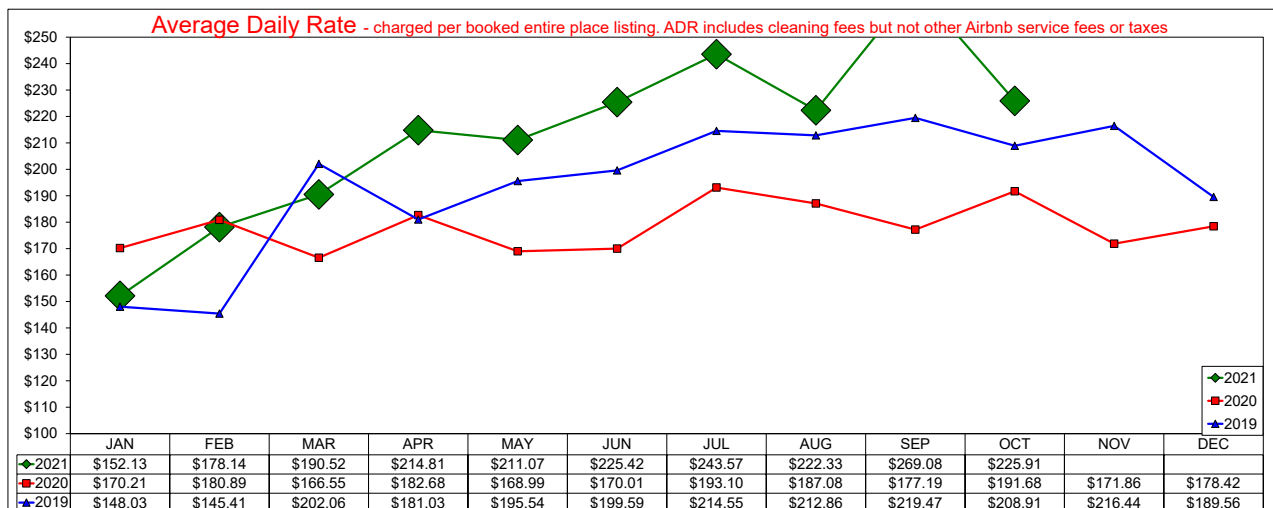
| Hotel Comparable | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|------------------|---------|--------|--------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| 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

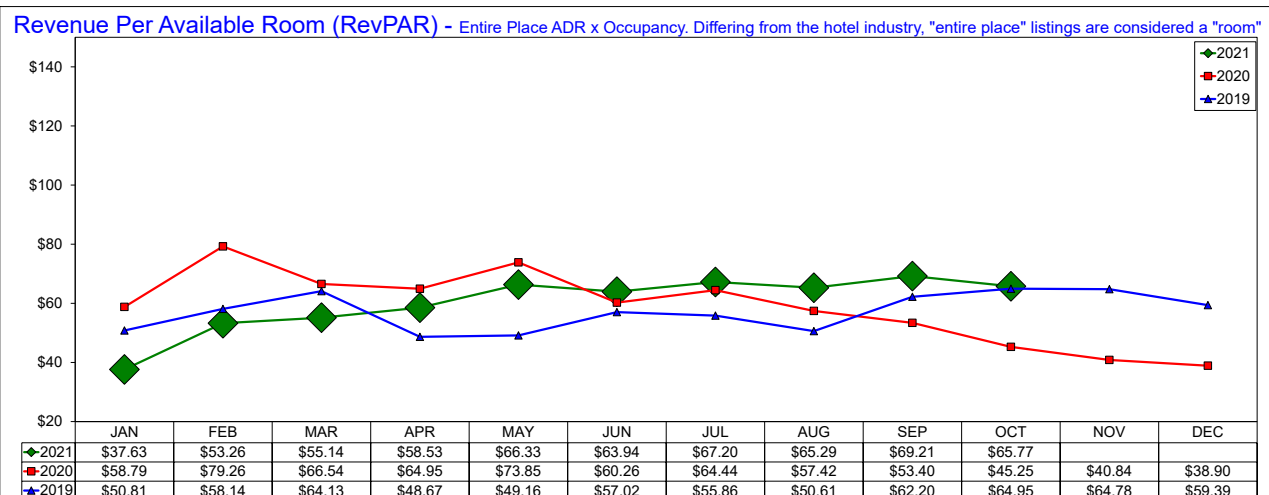
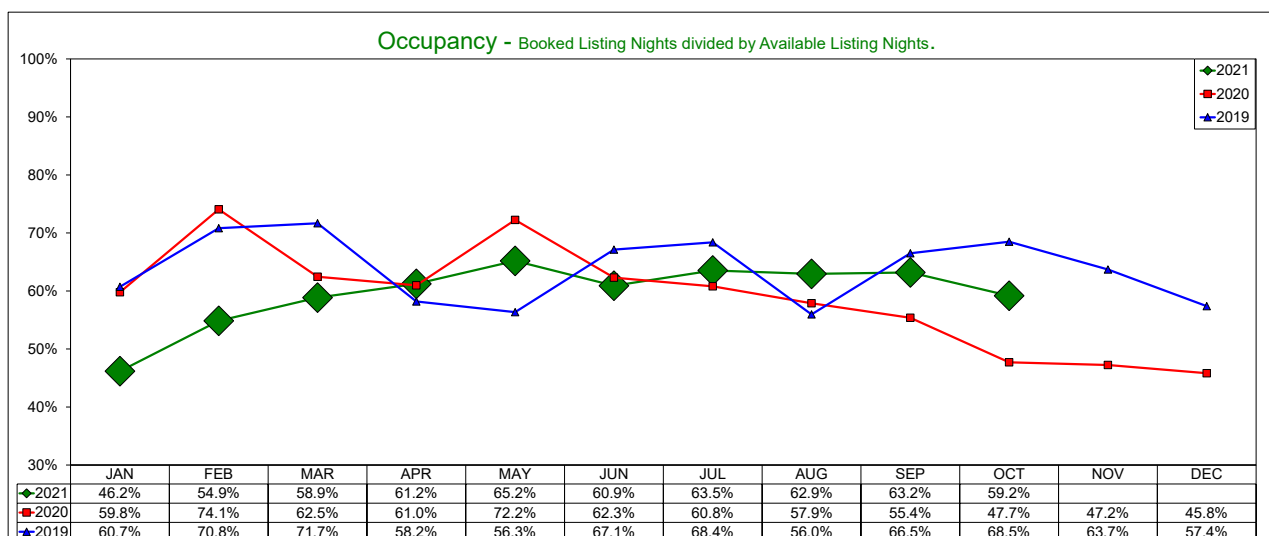
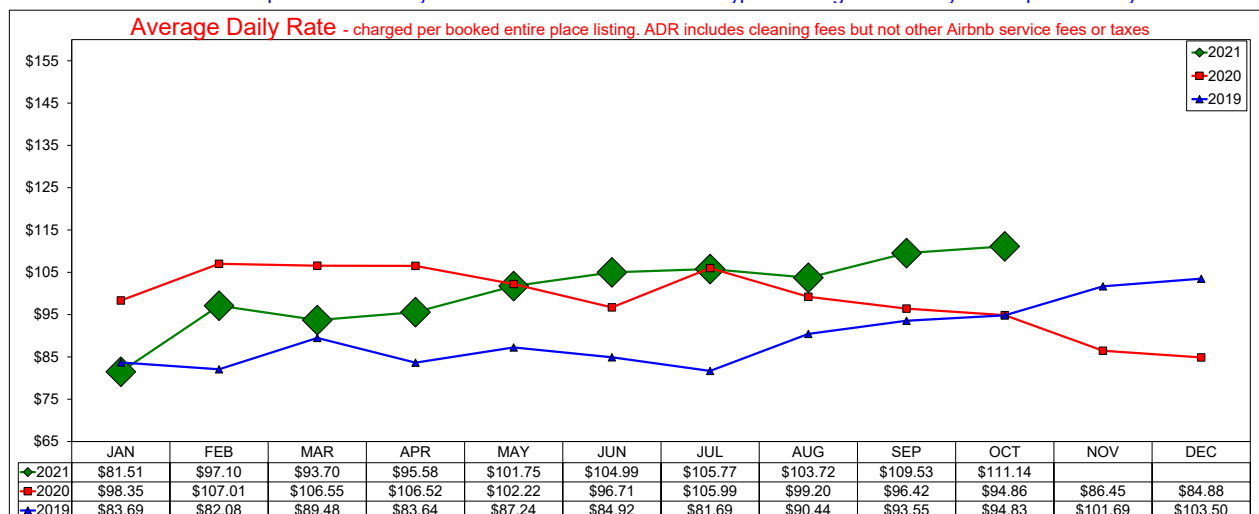
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



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 | | VISITORS | |
|--------------------------|--------------|----------------|---------------|
| This month | To date | This month | To date |
| 14 | 14 | 8,016 | 8,016 |
| Current Year | Current Year | Current Year | Current Year |
| 2 | 2 | 358 | 358 |
| Prior Year | Prior Year | Prior Year | Prior Year |
| FUTURE GUESTROOMS BOOKED | | SURVEY RESULTS | |
| This month | To date | Returned | Score |
| 4,146 | 4,146 | 1 | 100% |
| Current Year | Current Year | This Month | Current Month |
| 2,923 | 2,923 | 1 | 100% |
| Prior Year | Prior Year | 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 | |
| | | | | | Battle of Texas Battle Up Productions (Battle of Texas) Definite | |
| | Vistage Non-Compete | Vistage Non-Compete | | | | 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 | 1 |
| | | | | | 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 | |
| | | | | | HERNCO Sales Conference D&M Auto Leasing Definite | |
| | | | | Escalant | Escalant | Escalant |

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

| February 2022 | | | | | | |
|---|---|---|-------------|---|---|---|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 30 Texas Cornhole League Texas Cornhole League Definite | 31 | 1 | 2 | 3 | 4 | 5 |
| 365 EduCon presented by SPFest Tech Conferences LLC Definite | | | | | | |
| | | Financial Planning Ass... Financial Planning Association of DFW Definite | | | Spirit Network Spirit Network Definite | |
| Bell Dinner Bell Helicopter Tentative 1 | | | | | | |
| | | | | | | Herbalife Conference Herbalife Tentative 2 |
| | | | Bell Dinner | | | FOCUS Conf Fellowship of Catholic University ... Tentative 1 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Red Raider Roadshow Texas Tech University Definite | Comerica Ignite Conf Comerica Corporate Headquarters Definite | | | | Express Cheer Express Cheer Definite | |
| Spirit Network Spirit Network Definite | | ICVB Committee Meeti... ICVB Definite | | Irving Cares Love Your ... Irving Cares Definite | | |
| 13 | 14 St. Valentine's Day | 15 | 16 | 17 | 18 | 19 |
| Express Cheer Express Cheer Definite | Grocer's Supply Food Show The Grocer Supply Company, Inc. Definite | Medical City Healthcar... Medical City Health Tentative 1 | | | NEDRP Coterie Spark Definite | |
| SuperBowl | Vistage Executive Summit 2022 Vistage International, Inc. Definite | | | | | |
| | | | | EH will be open | EH will be open | EH will be open |

| 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 | | | | |
| Texas Radiological So... Texas Radiological Society Definite | | | | North Texas Teen Book Festival City of Irving Definite | | |

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

INDUSTRY REPORTS / BOARD PARTNERS

FOR THE EXCLUSIVE USE OF MGAST@IRVINGTEXAS.COM

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.



YUOAK

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 foreword 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.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
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 ICB 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