



**Board of Directors Meeting**

**Monday, June 26, 2023 @ 11:45 a.m.**

**Irving Convention Center  
Third Floor – Junior Ballroom C-D**

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

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(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU

BOARD OF DIRECTORS

MEETINGS/SPECIAL MEETINGS

OCTOBER 2022-SEPTEMBER 2023

Place	Last	First	10/21/2022	11/11/2022	12/19/2022	1/24/2023	2/27/2023	3/27/2023	5/01/2023	5/22/2023	6/26/2023	7/24/2023	8/28/2023	9/02/2023
1	Cooperstein	Karen	P	P	*	P	P	P	P	*				
2	Basoco	Michael	*	P	P	#	P	P	P	P				
3	Gibson	Colvin	#	P	P	P	P	P	P	P				
4	Stewart, Jr	Richard	P	P	P	P	P	P	P	P				
5	Bourgeois	Robert	P	P	P	P	P	P	P	P				
6	Arafat	Yasir	#	#	#	P	P	P	P	P				
7	Reed	Sam	*	P	P	P	P	P	P	P				
8	Mahoney	William	P	P	P	P	P	P	*	P				
9	Gears	Herbert	P	#	P	P	#	P	P	P				
10	Hoskins	Nydia	*	P	#	P	*	P	#	P				
11	Kang	Julia	P	P	P	P	P	P	P	P				
12	Malcolm	Greg	P	P	P	P	P	P	P	P				
13	Cole	David	P	P	P	*	*	P	P	P				
	Bowman	Beth	P	P	P	P	P	P	P	P				
	Burke	Dallas	*	*	#	P	*	*	#	#				
	DeBeaudry	Tommy	#	#	#	#	*	P	P	*				
	Fenley-Garcia	Stephanie	*	#	P	P	P	P	P	P				
	Hawkins	Todd	*	P	P	P	P	P	P	*				
	Hillman	Chris	*	*	P	#	P	P	P	P				
	Limon	Kim	*	P	P	*	P	P	*	P				
	O'Briant	Kelly	#	#	P	P	P	P	P	#				
	Perelman	Janie	N/A	P	#	P	*	P	*	P				
	Perot	Hammond	*	P	P	P	P	P	*	P				
	Philipp	Joe	P	P	P	P	P	P	P	P				
	TIF	TBD												
Liaison	Taylor	Councilman Kyle	P	P	P	P	*	*	*	P				
	Venegas	Clare	#	#	#	#	#	#	#	#				

- P = Present**
- \* = Business**
- # = Other**
- p = Represented**

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, June 26, 2023 at 11:45 AM**  
**Irving Convention Center, Third Floor Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for May 22, 2023
3. Accepting the ICVB Financial Reports – May 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – May 2023

**Individual Consideration**

6. Approving the ICVB Budget and Marketing Plan – Fiscal Year 2023-24
7. Approving the Convention Center Capital Improvement Plan
8. Accepting the Destinations International Code of Ethics
9. Accepting the ICVB Board FY2022-26 Strategic Plan Annual Update

**Board Reports**

10. Board Chair Report
  - Next Board Meeting – July 24, Irving Convention Center, Grand Ballroom
11. Board Committee Reports
  - Board and Business Development – Herb Gears
    - June 9 Meeting Recap
    - Next Meeting – September 8
  - Community Engagement – Colvin Gibson
    - Next Meeting – July 11
  - Destination Development – Greg Malcolm
    - Next Meeting – August 8

## AGENDA - Continued

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12. City Reports
  - Council Liaison – Councilman Kyle Taylor
  - Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - Visitor Development Updates
    - Other City Updates
  
13. Bureau Monthly Management Reports
  - Executive Director – Maura Gast
  - Sales and Services – Lori Fojtasek
  - Marketing and Communications – Diana Pfaff
  - Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
14. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
15. Industry Partner Reports
  - The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - Restaurant Industry Update – David Cole
  
16. Partner Organization & Stakeholder Reports
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Janie Perelman/Beth Bowman
  - c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – TBD
  - 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

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 26, 2023**

## **AGENDA ITEMS**



**MINUTES**  
**Irving Convention and Visitors Bureau**  
**Board of Directors**  
**Irving Convention Center – Junior Ballroom C-D**  
**May 22, 2023**

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Janie Perelman, Hammond Perot, Joe Philipp, Sam Reed – Board members; Finance Director Brad Duff, Assistant City Manager Philip Sanders, Senior Assistant City Attorney Christina Weber, Board Liaison Councilman Kyle Taylor, and Councilman Oscar Ward – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB. Kaye Ward – Guest.

Board Chair Bob Bourgeois called the meeting to order at 11:51 a.m. and inquired if there were any citizen comments; there were none.

**CONSENT AGENDA**

- Approve the ICVB Board meeting minutes from May 1, 2023
- Approve the ICVB Financial Reports from April 2023
- Review the Hotel Occupancy Tax Collections
- Accept the ICC Financial Reports from April 2023

Board Vice Chair Richard Stewart, Jr. asked for the Hotel Occupancy Tax Collection report to be pulled from the Consent Agenda and reviewed separately for individual consideration. Bourgeois called for a motion to approve the Consent Agenda, minus the Hotel Occupancy Tax Collections report. On a motion from Board member Stewart, and a second from Board member Herb Gears, the motion unanimously was approved.

**Hotel Occupancy Tax Collections**

Bourgeois noted that at the Executive Committee Meeting, discussion was held once again on the status of the delinquent hotel tax collections. After further review, it was noted in the April Executive Committee meeting minutes, Senior Assistant City Attorney Christina Weber stated that the City Attorney's Office would be asking the City Council for approval at its June 8 meeting to file litigation regarding these delinquencies. Stewart noted the HOT collections report is in the packet and most properties are complying. Weber gave an update status and reported that Finance has brought forward three property delinquencies for review and next steps by Legal. All informal methods have been exhausted and the Council will be briefed in a closed Executive Session on June 8. City Manager Chris Hillman added staff will aggressively and responsibly ensure delinquent taxes will be paid. Stewart added one final note that the hotels have collected the funds but have not paid the City and they are not authorized to hold onto funds.

With no further discussion, Stewart made a motion to accept the Hotel Occupancy Tax Collections report as presented in the packet. On a second from Gears, the motion unanimously was approved.

#### CHAIR REPORT

- Bourgeois welcomed Councilman Oscar Ward and Kaye Ward. On behalf of the ICVB Board and staff, a presentation of thanks for his many years of service to the City was presented. Bourgeois noted Ward's love of the City, how seriously he took his Council role and always did what he believed was right, protecting the City and making it better for residents and visitors. Executive Director Maura Gast added gratitude for the willingness and support of the hospitality industry, visitor and ICVB economy and always being the champion of the "three-legged stool" in Irving (Convention Center, Toyota Music Factory and Water Street). Board and staff members were invited to share their thoughts of gratitude on note cards given to Ward at the conclusion of the meeting. Bourgeois noted a debt of gratitude to Kaye Ward for sharing Ward over the years.
- Bourgeois reminded the Board the Las Colinas Association 50<sup>th</sup> Anniversary mobile experience is parked in the front of the Convention Center until 3:00 p.m. for self-guided tours and encouraged everyone to participate. He also commented on the remarkable success of the Las Colinas Tour of Homes event, with proceeds benefiting five charities. Well done and first-class event.
- The Volunteer Visitor Information kiosk is returning, and Board members are encouraged to sign-up to volunteer. Anyone interested can contact Office Manager Carol Boyer.
- High Spirited Citizen luncheon is slotted to take place in September or October this year and there are some nominees to recognize.
- Bourgeois commented on the social media posts in the packet and the phenomenal posts gathered from the Southern Travelers Explore event that ICVB hosted.
- The next Board meeting is scheduled for June 26 at the Irving Convention Center.

#### COMMITTEE REPORTS:

Board and Business Development  
Committee Chair Herb Gears:

- The next Committee meeting is scheduled for June 9 at 9:00 a.m.

Community Engagement Committee  
Committee Chair Colvin Gibson reported:

- The next Committee meeting is scheduled for July 11.
- Gibson asked that Board members continue to engage with High Spirited Citizen nominee suggestions. The nomination deadline for submissions is June 15 for the Committee and Board to take action in time to recognize them at the luncheon in the fall. The Committee may be looking to some of these potential new honorees to join the Committee's work later this year.

Destination Development Committee  
Committee Vice Chair Nydia Hoskins reported:

- Recap of the May 9 meeting – Parks and Recreation Director Joe Moses gave the Committee a presentation on updates from the Parks & Recreation Department, including golf courses, pools, and the status of the use of the City's athletic fields for events the ICVB could recruit to Irving.
- The next Committee meeting is scheduled for August 8.

## CITY REPORTS

### Councilman Oscar Ward:

- The Fish Fry was held on May 12 and was a remarkable success with over \$10,000 raised and 500 tickets sold.
- City run-off elections on June 10 include the School Board, and run-off elections for the City's District 5 and District 3. Early voting starts May 30.
- The City's Budget Retreat was last week, and discussion was focused on pools, solid waste, no tax increase and main emphasis on wages and salaries. The City is aggressively recruiting to become fully staffed with the right people.
- The Fusion Event last Saturday at Heritage Park was well attended. The City's census indicates Irving is the second most culturally diverse city in the United States.
- Irving Blvd. construction project is on schedule and is anticipated to be completed later this year.

### Councilman Kyle Taylor:

- A big focus for the City's Strategic Plan includes compensation and retiree health insurance. It is important to be able to recruit and retain employees and be competitive.
- A draft of the BYOB Ordinance was provided as a handout. The Ordinance is completely separate from the R-AB Ordinance that was recently revised. The proposed new Ordinance deals with venues that do not sell alcohol for on-site consumption, but instead allow customers to bring their own in.

### City Manager Chris Hillman reported:

- Thanked the Omni Las Colinas for hosting the City's Budget Retreat. It is a beautiful facility with great food and customer service.
- Reminder that small business owners can apply for the City's Grant Program. There are two opportunities; one offers up to \$15,000 in direct financial assistance, the other offers training and technical assistance. Anyone interested can visit [www.CityofIrving.org/SmallBizGrant](http://www.CityofIrving.org/SmallBizGrant) for more information.
- The 88<sup>th</sup> session of the Texas Legislature ends May 29. The City's Legislative Insider program focuses on keeping residents informed of potential impacts state legislation might have on local communities.

A discussion was held on small business grants. Assistant City Manager Philip Sanders explained there are two grants for businesses to recover from the impact of COVID. In response to a question, impacts from the construction on Irving Blvd. and the impact on the City's small businesses would need to prove a direct link to COVID recovery to receive the grant. Hillman noted the construction has impacted businesses big and small and the City focused on helping those businesses with employee appreciation sponsored lunches throughout November and December 2022, and other opportunities as well. In total, more than \$40,000 was provided by the City to recognize employees and in support of the Irving Blvd. businesses. Bourgeois asked for a definition of a "small business" for this program. Sanders stated there is criteria of 100 employees or less; he will forward a copy of the Small Business Recovery & Resiliency Program to Gast for distribution to the Board.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

#### Gast reported:

- The BYOB Ordinance and the R-AB Ordinance are two separate items and not related; the handout was provided in response to questions raised by the City's posting of news relative to a BYOB ordinance.
- Earlier this month, Gast provided the semi-annual update to City Council during National Travel and Tourism Week. A Proclamation for the week was presented from the Mayor's office that coincided with Small Business Week and National Economic Development Week.

### Sales and Services

#### Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services team is having an exceptional year. As of today, the team is currently at 134% of their year-to-date goal.
- Business leads are coming in strong and corporate business is headed in the right direction.
- In May, groups included Texas Cornhole, Neighborly and USA Arm Wrestling.
- Future events include Texas Nightmare, Redken with 2,500 attendees at Toyota Music Factory, and the Catholic youth Steubenville conference with 5,000 youth attending at the Convention Center.

### Marketing and Communications

#### Assistant Executive Director Marketing/Communications Diana Pfaff reported:

- April and May Marketing and Communications full reports are included in the packet.
- Several events happened in the Spring: Invited Celebrity Classic Golf Tournament, USA Multi-Sport Championship, SXSW in Austin, and the Southern Travelers Explore (STE) influencers conference. Pfaff congratulated Marketing Director Monty White and Communications Manager Lori Sirmen for the production of the STE event and noted a job well done.
- Blog traffic increased with 6,316 pageviews in March.
- Website traffic increased in April with 65,610 sessions to irvingtexas.com.
- Congratulations to the Las Colinas Association for the fabulous production of the Home Tour.
- Thanked Ward for representing the City and his years of service will make an impact to last a long time.

### Administration and Finance

#### Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for April shows:
  - There were 636 available listings, a 30.6% increase over last year's figure of 487.
  - The Average Daily Rate was \$219.02, an increase over last year of 5.79%.
  - Occupancy percentage was about 59.8%, with a decrease of 4.0% compared to last year.
  - For the hotel comparable subset, Average Daily Rate for April was \$114.53, a decrease of 2.29% from last year, with Occupancy at 62.9% a slight decrease 0.32%.
- The Administration and Finance team has been busy. The Volunteer Visitor Information kiosk is relaunching, and volunteers are needed. Shifts will be available in 2–4-hour increments. There have been some improvements to the program and with more volunteers, shifts can be more

flexible. If anyone has a friend or friend who may be interested in volunteering with you, please encourage them to contact Boyer for more information.

- A meeting with the ARPA Compliance Readiness Review team is scheduled for tomorrow. Information and records will be provided to them to be sure all requirements are met. The compliance readiness review is a citywide process.
- IT Manager Brice Petty held a training class for ICVB and ICC staff on the Surface HUB 2S electronic whiteboard.
- City Human Resources held an Employee Development Day on May 12 at the Convention Center. Rose commented and thanked Hillman for the event that was well done with classes on customer service, diversity in the workplace and retirement planning, to name a few. Some of the team volunteered at the event.
- Save the Date for July 25 at the Convention Center for The Salvation Army of Irving luncheon, combining Super Lunch and the Soup, Soap, and Hope Luncheons. Boyer is this year's Chair of the event, and more information will be provided at next month's Board meeting.

Gast noted the ICVB Budget Presentation is scheduled to be presented at the June Board meeting.

#### CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Total event attendance surpassed 40,000 visitors in April.
- Booked 3,339 future guestrooms this month and 15,048 for the year.
- Total Event Income is at an all-time high, as well as expenses. Through the first seven months of the year lost \$28,0000 compared to last year at the same time down \$700,000.
- The Convention Center is strong in events and congratulated the ICVB and ICC sales teams.
- For the next 13 months, only two weekends are available for events.
- The ASM Global management team will be here June 6-8 and Meehan will share with them how to successfully put a CVB and CC team together for success.
- May is recording 18 events, with 131,000 attendees, compared to 93,000 last year.
- Customer Service rating is 92.4% for the year.
- Coming events include Texas Nightmare, Akon, Steubenville, Texas Funeral Directors Annual Convention, Elevate IT Expo and DFW Minority Suppliers.
- Building Projects:
  - Converting outside lights to LED, will start on Level 1 and then go to Level 4.
  - Experimenting with different paint colors to replace the orange walls in some areas to refresh some of the spaces.
- Fully staffed at this point and filling additional staffing positions now.
- Continuing to plan for next year and the future.

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

- STR Report for April:
  - Occupancy in Irving for hotels was 73.5%, a decrease of .4%.
  - The average daily rate was \$127.59, up 7.5%.
  - Revenue per available room was up 7.1%
  - South Irving area Occupancy is 79.5%, Average Daily Rate of \$146.37 and RevPAR is at \$116.34.

Board member Nydia Hoskins:

- Omni Las Colinas ended April with Occupancy of 69%, Average Daily Rate of \$227.58 and RevPAR at \$157.02.
- Up in all categories and group business is strong with above average amount of leads.
- Cvent, a lead capturing software that converts into bookings, reported out of 30,000 hotels, the Omni Las Colinas came in #114. Proud of the sales team and their efforts. Thanked the ICVB team and Gast for their support.
- Renovations have started, the carpet in the ballroom has been replaced. Some meetings will be displaced during construction but is hopeful it will be completed as scheduled.
- The invitation-only Summer Kick-Off event is scheduled for Thursday, June 15 and an invitation and link to stay in the hotel for a discounted rate will be sent to Board members.

Board member Kim Limon:

- The Hampton Inn Las Colinas occupancy for April was 81.2%, up 18.6% over comparative set.
- The ADR ended at \$120.98, down 1.3%.
- RevPAR is \$98.26, up 17.2%.
- A successful year to date.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

##### Restaurant Industry

Board member David Cole reported:

- The Texas Restaurant Association Legislative Bills are moving in the right direction. The session ends at the end of May, and Cole will give a more detailed report next month.
- The Ginger Man restaurant at Water Street has moved within the site and an upscale Indian restaurant will move into their old spot.

Irving-Las Colinas Chamber of Commerce:

Chamber Chair Janie Perelman reported:

- Thanked Ward for his support, and noted he has always been kind and helpful and she is thankful for their friendship and how the business relationship has blossomed. The Chamber also thanks him for his support for Irving business, residents, and visitors.
- The Economic team continues to have success.
- Cacique Foods announced plans to shift its corporate headquarters to Irving from California.
- The Economic Development team attended Consultant Connect Chicago in May and met with 16 national site selection consultants to learn about industry trends and client needs, as well as tell the Irving-Las Colinas story.
- Irving's Unemployment Rate declined to 3.2% in April from 3.6% in March. Texas Unemployment Rate is 3.7% and National is 3.1%. This is the first time Irving's rate has exceeded the National rate since February 2022.
- Celebrated Small Business Week and visited 1,000 small businesses to say Thank You for choosing Irving for your business, creating jobs, and providing products and services. The week concluded with a celebration and small business resource fair at Toyota Music Factory.
- Future Leaders of Irving graduation ceremony for class of 2022-23 was held at University of Dallas. This program has graduated more than 300 students since its inception in 2011.



Las Colinas Association

Board member Hammond Perot reported:

- Echoed the sentiments to Ward, noting he was kind and considerate and a tremendous asset to the community.
- The 50<sup>th</sup> Anniversary Celebration Home Tour event was a great community event celebrating the community and embracing Ben Carpenter’s vision for Las Colinas. Residents and businesses have been incredibly supportive. There were more than 300 attendees, and the event was a fitting example of what others do not know what Irving has to offer. As a follow-up event, a commercial architecture event is being planned for later this year.
- Carpenter Cup Golf Tournament – wonderful event.
- October 20-21 is the Glow event on Mandalay Canal. LCA is bringing in artists to the event that fit the Glow concept.
- Senator Nathan Johnson and Senator Tan Parker passed a State Resolution of recognition to commemorate the 50<sup>th</sup> anniversary and extend best wishes for the future.

Cole commended the Convention Center and Chef Eduardo Alvarez on the presentation and exceptionally prepared lunch for the meeting.

Bourgeois adjourned the meeting at 12:36 p.m.

Respectfully submitted,

A handwritten signature in blue ink, which appears to read "Maura Allen Gast". Below the signature is a horizontal line of small, repeating decorative patterns.

Maura Allen Gast, FCDME  
Executive Director





ICVB  
FINANCIAL STATEMENTS

For Period Ending  
May 2023



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
MAY 2023

**Assets**

Cash and equivalents 5,603,923.51  
Investments 6,757,030.00

**Total Assets** 12,360,953.51

**Liabilities**

Accounts payables 36,675.78  
Unearned revenue 6,794,338.92  
Due to other funds 515.00

**Total Liabilities** 6,831,529.70

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 659,525.38  
Unreserved 4,869,898.43

**Total Fund Balance** 5,529,423.81

**Total Liabilities and Fund Balance** 12,360,953.51



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND

MONTHLY FINANCIAL REPORT

MAY 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	786,735.24	3,864,659.90	8,000,000.00	48.3%	0.00	4,135,340.10
	PENALTY AND INTEREST	1,225.84	18,404.86	0.00	100.0%	0.00	(18,404.86)
	PRIOR YEAR	0.00	275,097.32	0.00	100.0%	0.00	(275,097.32)
	SHORT-TERM RENTALS	11,623.26	45,178.16	0.00	100.0%	0.00	(45,178.16)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>799,584.34</b>	<b>4,203,340.24</b>	<b>8,000,000.00</b>	<b>52.5%</b>	<b>0.00</b>	<b>3,796,659.76</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	2,504,451.02	7,324,375.00	34.2%	0.00	4,819,923.98
<b>M4 - INVESTMENT INCOME</b>							
		23,679.19	121,069.70	6,000.00	2017.8%	0.00	(115,069.70)
<b>M5 - MISCELLANEOUS</b>							
		23,919.49	51,253.41	11,000.00	465.9%	0.00	(40,253.41)
<b>TOTAL REVENUE</b>		<b>847,183.02</b>	<b>6,880,114.37</b>	<b>15,341,375.00</b>	<b>44.8%</b>	<b>0.00</b>	<b>8,461,260.63</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		210,310.28	1,540,065.42	3,009,995.00	51.2%	0.00	1,469,929.58
<b>N2 - BENEFITS</b>							
		43,007.37	303,314.04	612,013.00	49.6%	0.00	308,698.96
<b>N4 - SUPPLIES</b>							
		5,476.03	27,444.40	79,530.00	34.5%	7,171.84	44,913.76
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		1,528.25	10,672.89	26,500.00	40.3%	0.00	15,827.11
<b>O3 - OUTSIDE SERVICES</b>							
	FREIGHT	288.69	1,356.31	3,000.00	45.2%	0.00	1,643.69
	MARKETING AND SALES RESOURCES	12,435.46	59,281.91	127,970.00	46.3%	0.00	68,688.09
	MEDIA ADVERTISING	35,914.16	286,349.15	605,040.84	47.3%	261,035.93	57,655.76
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	1,324.32	1.36
	PROFESSIONAL SERVICES	36,121.10	1,706,612.52	2,583,000.00	66.1%	358,743.29	517,644.19
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>84,759.41</b>	<b>2,752,924.21</b>	<b>4,716,660.84</b>	<b>58.4%</b>	<b>621,103.54</b>	<b>1,342,633.09</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	28,110.70	207,910.54	665,340.00	31.2%	8,000.00	449,429.46
	MILEAGE REIMBURSEMENT	316.82	1,163.39	3,500.00	33.2%	5.00	2,331.61
	MEMBERSHIP AND DUES	1,800.00	37,528.77	77,900.00	48.2%	0.00	40,371.23
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>30,227.52</b>	<b>246,602.70</b>	<b>746,740.00</b>	<b>33.0%</b>	<b>8,005.00</b>	<b>492,132.30</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		34,511.25	103,533.75	138,045.00	75.0%	0.00	34,511.25
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	31,983.37	168,133.58	320,000.00	52.5%	0.00	151,866.42
	BUSINESS DEV INCENTIVE PROG	68,618.00	257,063.00	500,000.00	51.4%	0.00	242,937.00
	CONVENTION SERVICES MATERIALS	27,559.25	62,646.93	110,000.00	57.0%	0.00	47,353.07
	EVENT SPONSORSHIPS	15,000.00	85,782.75	140,000.00	61.3%	0.00	54,217.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	15,819.94	254,789.07	530,100.00	48.1%	23,250.00	252,060.93
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>158,980.56</b>	<b>828,415.33</b>	<b>1,607,940.00</b>	<b>51.5%</b>	<b>23,250.00</b>	<b>756,274.67</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	160,720.00	0.0%	0.00	160,720.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB COMPUTER REPL	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>1,714,734.00</b>	<b>6,712,524.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>4,997,790.00</b>
<b>TOTAL EXPENDITURES</b>		<b>568,800.67</b>	<b>7,527,706.74</b>	<b>17,810,667.84</b>	<b>42.3%</b>	<b>659,530.38</b>	<b>9,623,430.72</b>

Beginning Fund Balance	6,177,016.18
Revenues	6,880,114.37
Expenditures	(7,527,706.74)
Ending Fund Balance	5,529,423.81

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



2204 - ICVB CONV CENTER RESERVE / CIP  
MONTHLY BALANCE SHEET  
MAY 2023

**Assets**

Cash and equivalents	3,637,220.79
Investments	2,103,000.00
Receivables	8,082,911.14

**Total Assets**

**13,823,131.93**

**Liabilities**

Unearned revenue	3,674,847.29
Deferred inflow	8,008,441.90
<b>Total Liabilities</b>	<b><u>11,683,289.19</u></b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,139,842.74
<b>Total Fund Balance</b>	<b><u>2,139,842.74</u></b>

**Total Liabilities and Fund Balance**

**13,823,131.93**



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
 MONTHLY FINANCIAL REPORT  
 MAY 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
M1	INTERGOVERNMENTAL						
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,170,997.17	2,880,000.00	40.7%	0.00	1,709,002.83
M4	INVESTMENT INCOME	8,294.02	45,326.45	5,000.00	906.5%	0.00	(40,326.45)
M5	MISCELLANEOUS	0.00	167,436.43	764,000.00	21.9%	0.00	596,563.57
M6	TRANSFER FROM ICVB GENERAL	0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
<b>TOTAL REVENUE</b>		<b>8,294.02</b>	<b>2,985,049.05</b>	<b>5,250,289.00</b>	<b>56.9%</b>	<b>0.00</b>	<b>2,265,239.95</b>
<b>EXPENDITURES</b>							
N4	FURNITURE/FIXTURES LESS THAN \$5000	0.00	212,529.00	21,000.00	1012.0%	0.00	(191,529.00)
N7	STRUCTURE MAINTENANCE	23,919.48	534,612.12	964,000.00	55.5%	0.00	429,387.88
O3	OUTSIDE SERVICES	0.00	17,558.00	0.00	100.0%	0.00	(17,558.00)
P1	CAPITAL EXPENDITURES	0.00	839,451.18	2,159,000.00	38.9%	0.00	1,319,548.82
<b>TOTAL EXPENDITURES</b>		<b>23,919.48</b>	<b>1,604,150.30</b>	<b>3,144,000.00</b>	<b>51.0%</b>	<b>0.00</b>	<b>1,539,849.70</b>

Beginning Fund Balance	758,943.99
Revenues	2,985,049.05
Expenditures	(1,604,150.30)
Ending Fund Balance	<u>2,139,842.74</u>

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



Irving Convention and Visitors Bureau

Check Register

May 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063118	5/2/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	APR 2023 - RECEIPTS	47,095.23		
					5,863.88	41,231.35
80063119	5/2/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	EF JOHNSON TECHNOLOGIES/APR 2023	816.00	816.00	
80063120	5/2/2023	BOYER JAUDES, CAROL MILEAGE REIMBURSEMENT	STE - SOUTHERN TRAVELERS EXPLORE 2023	34.06		34.06
80063121	5/2/2023	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC MEDIA ADVERTISING	ADVERTISING	500.00	500.00	
80063122	5/2/2023	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - APR 10 - 21, 2023	1,188.00	1,188.00	
80063123	5/2/2023	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	46.43		25.37
						7.80
						13.26
80063124	5/2/2023	FOJTASEK, LORI MILEAGE REIMBURSEMENT	STE - SOUTHERN TRAVELERS EXPLORE 2023	181.44		27.44
						75.00
						4.00
						75.00
80063125	5/2/2023	FOSTER, WENDY COMMUNICATIONS	FEB 2023 - CELL	201.55		75.00
						75.00
						19.85
						31.70
80063126	5/2/2023	GREENSPRING MEDIA LLC MEDIA ADVERTISING	ADVERTISING	6,795.00	5,878.00	
					917.00	
80063127	5/2/2023	GROVES, DONNA COMMUNICATIONS	MAR 2023 - CELL	65.00		65.00
80063128	5/2/2023	HOPKINS, CHERYL COMMUNICATIONS	MAR 2023 - CELL / MISC	123.24		75.00
						36.38
						11.86
80063129	5/2/2023	LEVINE, KATHY COMMUNICATIONS	MAR 2023 - CELL	65.44		65.44
80063130	5/2/2023	LIVE NATION MARKETING INC LOCAL PROGRAMS-PROMOTIONS	2023 MUSIC FACTORY SEASON BOX	65,600.00	11,600.00	
					27,000.00	
					27,000.00	
80063131	5/2/2023	LOPEZ, BRENDA COMMUNICATIONS	MAR 2023 - CELL	75.00		75.00
80063132	5/2/2023	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2023 INVENTORY STORAGE / MGMT- JAN/FEB/MAR	36,240.22	834.40	
					12,790.82	
					22,615.00	
80063133	5/2/2023	MANSELL, LORI TRAVEL AND TRAINING	DFWAE A-DAY APRIL 2023	221.67		43.64
						10.00
						75.00
						75.00
						75.00
						(56.97)



Irving Convention and Visitors Bureau

Check Register

May 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063134	5/2/2023	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING	ADVERTISING	5,500.00	5,500.00	
80063135	5/2/2023	NATIONAL ASSOCIATION OF DENTAL PLANS BUSINESS DEV INCENTIVE PROG	NADP LEADERSHIP MEETING/JAN 2023	840.00	840.00	
80063136	5/2/2023	PETTY, BRICE COMMUNICATIONS	MAR 2023 - CELL	66.15		66.15
80063137	5/2/2023	PIM HIGHLAND TRS CORPORTATION BUSINESS DEV INCENTIVE PROG	TAMKO NATIONAL SALES MEETING/FEB 2023	2,527.00	1,116.00	
		BUSINESS DEV INCENTIVE PROG	VOLKSWAGEN Q1 GRASSROOTS-DALLAS/MAR 2023		546.00	
		BUSINESS DEV INCENTIVE PROG	FLYING EAGLES/JAN 2023		865.00	
80063138	5/2/2023	ROBERTS, DEBBIE COMMUNICATIONS	MAR 2023 - CELL	75.00		75.00
80063139	5/2/2023	SMG OFFICE FURN AND FIXT LESS 5000	NEW LEVEL 3 CHAIRS	241,797.29	161,509.80	
		OFFICE MACHINERY	WINDOW WASHING SYSTEM		9,547.29	
		OTHER SUPPLIES	ENTRY MATS		24,655.20	
		MEDIA ADVERTISING	SUPPLIER AND VENUE SOLUTIONS		17,558.00	
		OFFICE MACHINERY	KITCHEN EXHAUST FAN		21,952.00	
		OFFICE MACHINERY LESS 5000	KITCHEN EQUIPMENT		6,575.00	
80063140	5/2/2023	TEXAS MONTHLY LLC MEDIA ADVERTISING	ADVERTISING	1,000.00	1,000.00	
80063141	5/2/2023	TUNGETT, MATT COMMUNICATIONS	MAR 2023 - CELL	70.00		70.00
80063142	5/2/2023	TURNER, ASHLEY DANIELLE PROFESSIONAL SERVICES	BLOG POSTS – APRIL 2023	100.00	100.00	
80063143	5/16/2023	ALBERT TALLEY BUSINESS DEV INCENTIVE PROG	TEXAS STEEL GUITAR ASSOCIATION/MAR 2023	3,420.00	3,420.00	
80063144	5/16/2023	AMERICAN CONCRETE PIPE ASSOCIATION BUSINESS DEV INCENTIVE PROG	REGIONAL ENGINEERS-STAFF QUARTERLY MTG/APR 2023	256.00	256.00	
80063145	5/16/2023	ARIAS, PAOLA PROFESSIONAL SERVICES	BLOG POSTS - APR & MAY 2023	200.00	200.00	
80063146	5/16/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	ARTHUR MURRAY SPRING DANCE COMPETITION/APR 2023	1,635.00	755.00	
		BUSINESS DEV INCENTIVE PROG	ACADEMY OF PREFERRED FINANCIAL ADVISORS/APR 2023		880.00	
80063147	5/16/2023	C. TRACY BUTLER BUSINESS DEV INCENTIVE PROG	DALLAS DANCE FESTIVAL/NOV 2022	2,615.00	2,615.00	
80063148	5/16/2023	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - APR 24 - MAY 05, 2023	1,080.00	1,080.00	
80063149	5/16/2023	DALLAS CONVENTION & VISITORS BUREAU TRAVEL AND TRAINING	SPONSOR DESTINATIONS INTERNATIONAL CONVENTION	5,000.00	5,000.00	
80063150	5/16/2023	GAST, MAURA MILEAGE REIMBURSEMENT	FEB 2023 - MILEAGE	260.04		96.29
		MILEAGE REIMBURSEMENT	MAR 2023 - MILEAGE			163.75
80063151	5/16/2023	GLOBALLEE, INC. BUSINESS DEV INCENTIVE PROG	GLOBALLEE EMPOWER/MAR 2023	995.00	995.00	
80063152	5/16/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	2,821.50	321.50	
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
80063153	5/16/2023	IPROMOTEU.COM, INC. MARKETING RESOURCES	INVITED CLASSIC - SUNSCREEN LOTION	6,429.67	629.67	
		MARKETING RESOURCES	TABLECLOTHS FOR SALES TEAM		1,440.00	
		MARKETING RESOURCES	INVITED CLASSIC - RECHARGEABLE MASSAGE GUN		2,290.00	
		MARKETING RESOURCES	INVITED CLASSIC-KNEADO HANDHELD MASSAGE GUN		2,070.00	



Irving Convention and Visitors Bureau

Check Register

May 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063154	5/16/2023	<b>IRVING - LAS COLINAS ROTARY CLUB</b>		80.00		
		MEMBERSHIPS, CERTS, & LICENSES	APRIL 2023			40.00
		MEMBERSHIPS, CERTS, & LICENSES	MARCH 2023			40.00
80063155	5/16/2023	<b>MEETING PROFESSIONALS INTERNATIONAL</b>		3,000.00		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063156	5/16/2023	<b>MEGA CLINICS LLC</b>		2,180.00		
		BUSINESS DEV INCENTIVE PROG	FRANK GLAZIER FOOTBALL CLINIC/FEB 2023		2,180.00	
80063157	5/16/2023	<b>PIM HIGHLAND TRS CORPORTATION</b>		6,192.00		
		BUSINESS DEV INCENTIVE PROG	VALLEN BUSINESS MEETING/MAR 2023		2,770.00	
		BUSINESS DEV INCENTIVE PROG	HEART OF TEXAS H.O.T. LINE DANCE/MAY 2023		3,010.00	
		BUSINESS DEV INCENTIVE PROG	UNION HOME MORTGAGE/APR 2023		412.00	
80063158	5/16/2023	<b>SAGACITY MEDIA INC</b>		7,500.00		
		MEDIA ADVERTISING	ADVERTISING		7,500.00	
80063159	5/16/2023	<b>SOUTHWEST DRYCLEANERS ASSOCIATION</b>		2,064.00		
		BUSINESS DEV INCENTIVE PROG	CLEANERS SHOWCASE/APR 2023		2,064.00	
80063160	5/16/2023	<b>SPORTS CLUB LC OWNER LLC</b>		1,100.00		
		MEMBERSHIPS, CERTS, & LICENSES	MAY 2023			1,100.00
80063161	5/16/2023	<b>STAMATS COMMUNICATIONS, INC.</b>		2,000.00		
		MEDIA ADVERTISING	ADVERTISING		2,000.00	
80063162	5/16/2023	<b>TEXAS CENTER FOR THE JUDICIARY, INC</b>		1,612.00		
		BUSINESS DEV INCENTIVE PROG	REGIONAL A/APR 2023		1,612.00	
80063163	5/16/2023	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b>		869.25		
		MEDIA ADVERTISING	ADVERTISING - TEXAS EVENTS CALENDAR		869.25	
80063164	5/16/2023	<b>THE BIG 12 CONFERENCE, INC</b>		1,455.00		
		BUSINESS DEV INCENTIVE PROG	CFO WEST FOOTBALL OFFICIALS MEETING/FEB 2023		1,455.00	
80063165	5/16/2023	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>		3,540.00		
		BUSINESS DEV INCENTIVE PROG	KANSAS CITY ROYALS VS TX RANGERS/APR 2023		1,200.00	
		BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TX RANGERS/APR 2023		1,230.00	
		BUSINESS DEV INCENTIVE PROG	ARIZONA DIAMONDBACKS VS TX RANGERS/MAY 2023		1,110.00	
80063166	5/16/2023	<b>TUCKER &amp; ASSOCIATES, LLC</b>		4,068.02		
		PROFESSIONAL SERVICES	MONTHLY RETAINER-MAY 2023/REIMBURSABLES-APR 2023		4,068.02	
80063167	5/16/2023	<b>WFAA-TV INC</b>		5,544.41		
		MEDIA ADVERTISING	ADVERTISING		5,544.41	
80063168	5/23/2023	<b>BH DFW PROPERTY LP</b>		4,540.00		
		BUSINESS DEV INCENTIVE PROG	BIG 12/NCAA REFEREE CONFERENCE/MAY 2023		950.00	
		BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/APR 2023		1,938.00	
		BUSINESS DEV INCENTIVE PROG	MV TRANSPORTATION MEETING/APR 2023		1,652.00	
80063169	5/23/2023	<b>BOWMAN AXIS MANAGEMENT, LLC</b>		1,395.00		
		BUSINESS DEV INCENTIVE PROG	WEST COAST DANCE EXPLOSION/MAR 2023		1,395.00	
80063170	5/23/2023	<b>CELLCO PARTNERSHIP</b>		1,429.35		
		OFFICE MACHINERY LESS 5000	APRIL 2023		899.99	
		COMMUNICATIONS	APRIL 2023			180.56
		COMMUNICATIONS	APRIL 2023			217.34
		COMMUNICATIONS	APRIL 2023			131.46
80063171	5/23/2023	<b>CONFERENCEIDIRECT LLC</b>		3,000.00		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063172	5/23/2023	<b>EVENTIS PALM SPRINGS, LLC</b>		2,310.00		
		TRAVEL AND TRAINING	FEA TRADESHOW BOOTH/MAY 31-JUNE 1, 2023			2,310.00
80063173	5/23/2023	<b>FEDERAL EXPRESS CORPORATION</b>		250.52		
		FREIGHT	SHIPPING			17.99
		FREIGHT	SHIPPING			232.53
80063174	5/23/2023	<b>IRVING MARATHON GROUP LLC</b>		15,000.00		
		EVENT SPONSORSHIPS	2023 IRVING MARATHON SPONSORSHIP		15,000.00	





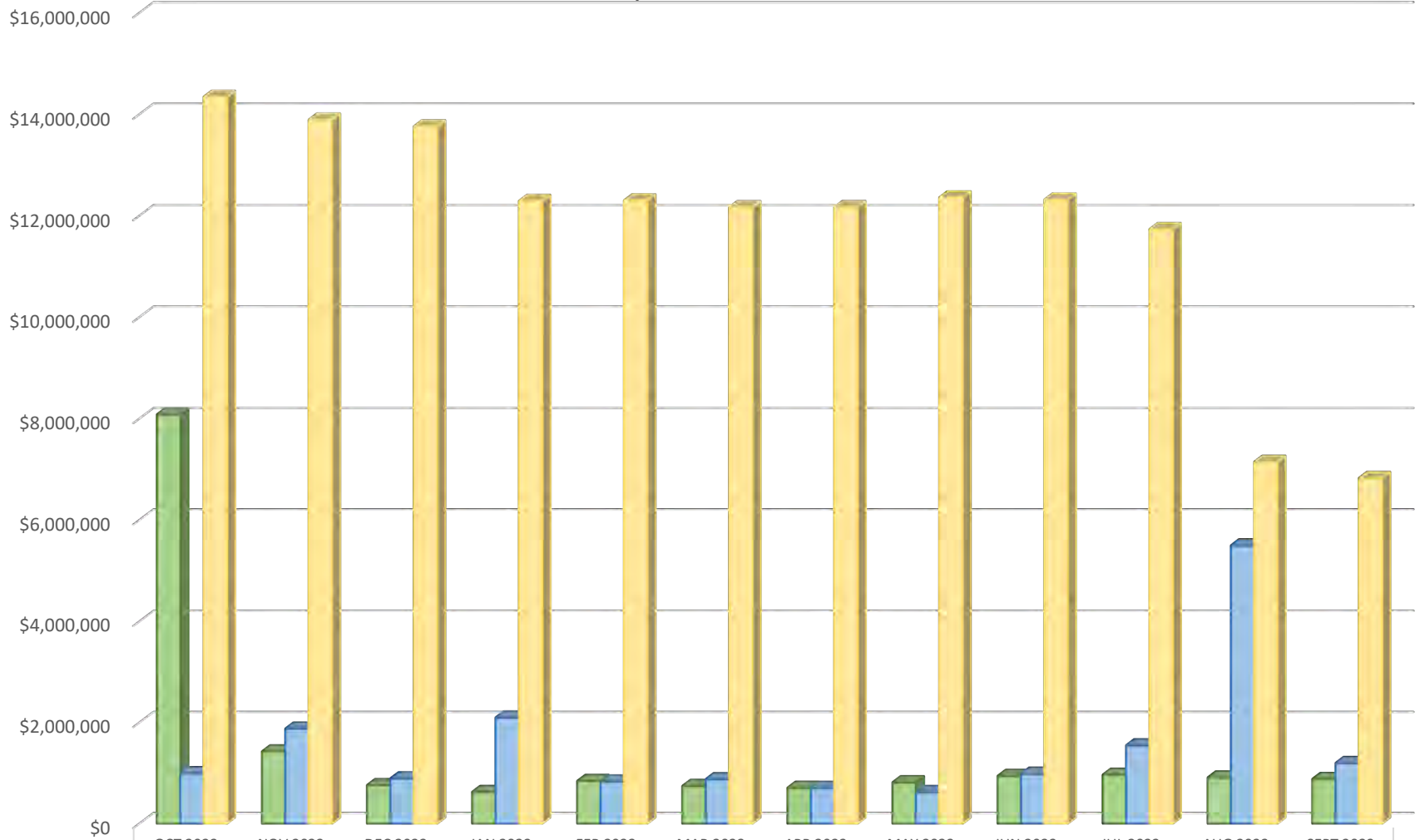
Irving Convention and Visitors Bureau

Check Register

May 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT
80063175	5/23/2023	<b>MALONEY STRATEGIC COMMUNICATION INC</b>		<b>10,155.74</b>		
		PROFESSIONAL SERVICES	ICVB TRIPADVISOR ADVERTISING MAR 2023		592.17	
		PROFESSIONAL SERVICES	2023 GOLF/TRIATHLON EVENT - PHASE II		4,902.10	
		PROFESSIONAL SERVICES	ICVB 2ND/3RD QUARTER COLLATERAL REPRINTS		4,661.47	
80063176	5/23/2023	<b>PIM HIGHLAND TRS CORPORTATION</b>		<b>3,460.00</b>		
		BUSINESS DEV INCENTIVE PROG	BUFFALO SOLDIERS MOTORCYCLE CLUB/MAY 2023		1,944.00	
		BUSINESS DEV INCENTIVE PROG	PMAE ADMISSIONS DALLAS/APR 2023		416.00	
		BUSINESS DEV INCENTIVE PROG	RTM MANAGEMENT GLOBAL SYMPOSIUM/APR 2023		1,100.00	
80063177	5/23/2023	<b>SMG</b>		<b>16,500.00</b>		
		PROFESSIONAL SERVICES	FIRED UP CULTURE INV 2304-09		15,000.00	
		TRAVEL AND TRAINING	REGISTRATION FOR ICVB SALES PERSON - TEAMS CONF		1,500.00	
80063178	5/23/2023	<b>SMG</b>		<b>23,919.48</b>		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAY 2023			23,919.48
80063179	5/23/2023	<b>STAPLES INC</b>		<b>224.89</b>		
		OFFICE SUPPLIES	OFFICE SUPPLIES			60.34
		OFFICE SUPPLIES	OFFICE SUPPLIES			107.54
		OFFICE SUPPLIES	OFFICE SUPPLIES			57.01
80063180	5/23/2023	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b>		<b>2,679.00</b>		
		MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS		2,679.00	
80063181	5/30/2023	<b>CUTTS, SUSAN</b>		<b>1,296.00</b>		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAY 08 - 19, 2023		1,296.00	
80063182	5/30/2023	<b>FLOWSERVE US INC</b>		<b>610.00</b>		
		BUSINESS DEV INCENTIVE PROG	MECHANICAL SEAL FUNDAMENTALS/DEC 2022		100.00	
		BUSINESS DEV INCENTIVE PROG	CENTRIFUGAL PUMP FUNDAMENTALS/DEC 2022		160.00	
		BUSINESS DEV INCENTIVE PROG	ROOT CAUSE ANALYSIS/NOV 2022		120.00	
		BUSINESS DEV INCENTIVE PROG	CENTRIFUGAL PUMP FUNDAMENTALS/OCT 2022		40.00	
		BUSINESS DEV INCENTIVE PROG	PUMP AND MECHANICAL SEAL PRINCIPLES/OCT 2022		20.00	
		BUSINESS DEV INCENTIVE PROG	MECHANICAL SEAL FUNDAMENTALS/OCT 2022		60.00	
		BUSINESS DEV INCENTIVE PROG	TRAIN THE TRAINER/NOV 2022		10.00	
		BUSINESS DEV INCENTIVE PROG	PUMP & MECHANICAL SEAL PRINCIPLES/DEC 2022		100.00	
80063183	5/30/2023	<b>NORTHSTAR TRAVEL MEDIA, LLC</b>		<b>7,500.00</b>		
		MEDIA ADVERTISING	ADVERTISING		6,000.00	
		MEDIA ADVERTISING	ADVERTISING		1,500.00	
80063184	5/30/2023	<b>PPG ENTERPRISES, INC.</b>		<b>26,600.00</b>		
		CONVENTION SERVICES MATERIALS	ISLANDER SOFTY GEL CLASSIC PEN W/STYLUS		26,600.00	
80063185	5/30/2023	<b>TEXAS MONTHLY LLC</b>		<b>3,500.00</b>		
		MEDIA ADVERTISING	ADVERTISING		3,500.00	
80063186	5/30/2023	<b>USA GYMNASTICS</b>		<b>835.00</b>		
		BUSINESS DEV INCENTIVE PROG	T&T ELITE CHALLENGE/MAY 2023		835.00	
		<b>Total Number of Invoices</b>	<b>128</b>		<b>531,214.97</b>	<b>71,130.62</b>
		<b>Total Number of Checks</b>	<b>69</b>		<b>88.19%</b>	<b>11.81%</b>

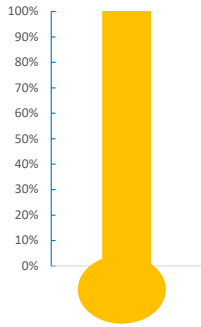
Irving Convention and Visitors Bureau  
 FY23 Cash Flow  
 May 2023



	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEPT 2023
REVENUE	\$8,081,479	\$1,428,426	\$762,507	\$626,966	\$844,550	\$744,328	\$709,317	\$817,700	\$943,538	\$967,664	\$911,903	\$882,758
EXPENSES	\$997,898	\$1,879,106	\$895,163	\$2,098,520	\$832,542	\$879,605	\$708,170	\$624,520	\$987,500	\$1,550,000	\$5,500,000	\$1,200,000
ENDING CASH	\$14,344,785	\$13,894,105	\$13,761,449	\$12,289,895	\$12,301,903	\$12,166,626	\$12,167,773	\$12,360,953	\$12,316,991	\$11,734,655	\$7,146,558	\$6,829,316

■ REVENUE   
 ■ EXPENSES   
 ■ ENDING CASH

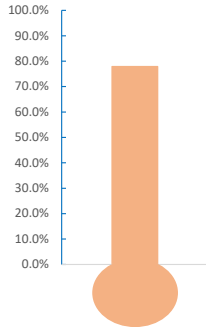
**REPAYMENT OF FY21 LOAN FROM CITY**



**GOAL: \$500,000**  
**ACHIEVED: \$500,000**  
**PERCENT: 100%**

**FY22 YEAR END GOAL**  
**N/A**

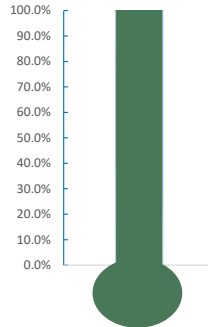
**COMBINED FUNDS**



**GOAL: \$10,500,000**  
**CURRENT: \$8,182,989**  
**PERCENT: 77.9%**

**FY23 YEAR END GOAL**  
**\$10,500,000**

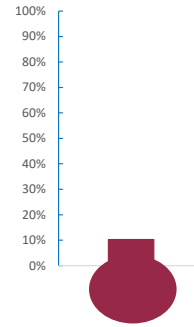
**GENERAL FUND**



**GOAL: \$2,000,000**  
**CURRENT: \$5,529,424**  
**PERCENT: 276.5%**

**FY23 YEAR END GOAL**  
**\$2,000,000**

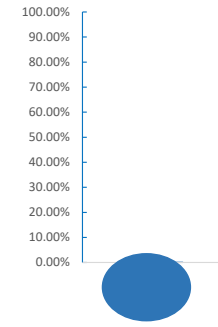
**CATASTROPHIC RESERVE**



**GOAL: \$5,000,000**  
**CURRENT: \$513,515**  
**PERCENT: 10.3%**

**FY23 YEAR END GOAL**  
**\$5,000,000**

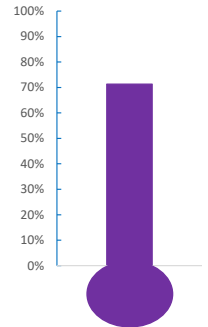
**COMPUTER FUND**



**GOAL: \$500,000**  
**CURRENT: \$207**  
**PERCENT: 0.04%**

**FY23 YEAR END GOAL**  
**\$500,000**

**ICC RESERVE/CIP FUND**



**GOAL: \$3,000,000**  
**CURRENT: \$2,139,843**  
**PERCENT: 71.3%**

**FY23 YEAR END GOAL**  
**\$3,000,000**



ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
April 2023

**IRVING CONVENTION AND VISITORS BUREAU  
HOTEL OCCUPANCY TAX  
2022 - 2023**

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>	<b>MAR 2023</b>	<b>APR 2023</b>
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59	6,242.62	11,830.90	4,483.95	20,579.53
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33	44,992.73	49,067.81	50,706.69	53,404.75
3	DFW Airport Hotel & Conference Center	closed	closed	closed	closed	closed	closed	closed
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04	51,671.11	32,909.98	62,264.82	42,622.69
5	<b>Doubletree by Hilton DFW Airport North</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92	24,295.92	28,013.61	30,272.32	28,942.30
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35	11,694.28	13,987.70	16,319.02	14,250.43
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45	11,723.60	12,909.55	15,559.09	15,882.15
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85	6,505.81	9,993.77	10,591.63	10,642.69
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40	16,453.01	16,551.55	18,994.13	18,463.67
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91	39,801.67	44,849.34	51,350.21	57,858.87
12	<b>Sheraton DFW Airport Hotel</b>	<b>3,269.70</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
13	Texican Court	17,319.93	11,488.90	9,838.56	13,536.44	13,978.10	16,159.30	16,596.83
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73	51,087.55	52,540.50	78,610.20	88,738.31
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63	41,337.45	37,642.72	29,707.81	43,328.06
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>414,381.88</b>	<b>279,412.39</b>	<b>243,155.76</b>	<b>319,342.19</b>	<b>324,275.53</b>	<b>385,019.17</b>	<b>411,310.28</b>
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89	43,731.47	44,877.47	53,010.95	40,409.62

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 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023
1	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49	5,691.85	6,305.89	7,214.05	6,639.22
<b>2</b>	<b>Comfort Suites Las Colinas</b>	<b>1,329.04</b>	<b>1,173.45</b>	<b>1,123.74</b>	<b>1,135.23</b>	<b>1,718.15</b>	<b>1,685.63</b>	<b>0.00</b>
3	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00	2,571.59	3,340.98	4,558.42	4,083.50
4	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26	11,712.77	13,766.39	15,934.49	14,953.60
5	Element DFW Airport North	10,646.42	8,011.76	6,269.73	8,458.02	9,558.45	11,300.44	10,873.99
6	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59	1,084.51	1,171.73	1,454.23	1,527.06
7	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41	2,139.74	1,858.79	2,632.47	2,253.02
8	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65	1,176.12	1,169.81	1,870.67	2,102.31
9	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38	562.96	1,188.97	1,590.97	1,731.70
10	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02	1,724.53	2,007.92	2,351.11	1,912.54
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75	11,160.07	12,162.36	14,605.46	14,929.72
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28	0.00	9,082.43	10,910.95	10,543.17
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40	5,438.50	8,321.52	8,217.45	9,027.39
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41	1,966.57	1,815.68	1,648.01	1,647.01
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11	7,754.31	6,281.36	5,402.04	5,077.53
<b>17</b>	<b>Homewood Suites by Hilton Las Colinas</b>	<b>7,958.06</b>	<b>6,642.15</b>	<b>8,917.65</b>	<b>9,540.71</b>	<b>4,347.62</b>	<b>0.00</b>	<b>0.00</b>
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58	12,031.23	10,294.03	12,337.74	11,202.19
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53	5,070.80	6,468.82	7,667.85	7,331.42
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79	7,705.11	9,067.17	10,316.97	11,017.50
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58	4,122.03	2,015.32	4,223.81	5,490.63
22	Sonesta ES Suites Dallas Las Colinas	5,680.90	3,187.01	2,709.65	3,783.77	3,460.75	5,608.03	4,604.99
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04	1,586.83	2,045.91	3,294.82	3,138.60
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96	6,046.98	7,903.74	8,844.65	7,812.71
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45	4,295.17	4,240.86	5,820.02	5,244.32
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83	6,876.90	7,830.10	9,410.46	8,115.40
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24	6,900.85	7,436.01	8,938.96	8,669.61
28	Woodspring Suites Signature	1,709.73	1,823.30	1,401.69	1,714.27	811.26	1,222.25	1,502.50
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>166,206.69</b>	<b>131,629.96</b>	<b>126,420.21</b>	<b>132,251.42</b>	<b>145,672.02</b>	<b>169,061.95</b>	<b>161,431.63</b>

BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023
1	Arya Inn & Suites	986.51	963.32	1,184.61	974.24	852.56	1,105.56	977.41
2	Best Western Irving Inn & Suites DFW South	closed	closed	closed	closed	closed	closed	closed
3	Budget Inn & Suites	32.20	49.77	38.02	31.26	36.50	40.86	55.50
<b>4</b>	<b><i>Budget Suites of America Las Colinas</i></b>	<b>428.31</b>	<b>1,249.18</b>	<b>1,202.56</b>	<b>0.00</b>	<b>1,135.95</b>	<b>0.00</b>	<b>0.00</b>
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12	2,794.44	2,657.00	3,431.71	3,748.22
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07	1,352.38	1,260.97	1,310.70	1,213.86
7	Days Inn	6,733.27	4,896.16	5,181.97	5,720.33	4,616.41	6,554.08	6,374.96
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89	3,414.97	3,317.33	4,148.32	4,037.88
9	Delux Inn	705.02	752.10	779.97	725.35	594.20	819.49	759.38
10	Delux Suites Motel	67.78	112.14	0.00	48.45	118.96	107.68	75.10
11	Gateway Inn	617.71	422.20	469.77	381.47	408.06	542.27	507.56
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23	1,212.96	1,640.11	1,923.71	1,592.24
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38	1,654.36	1,520.87	1,752.35	1,797.55
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31	2,675.47	2,677.19	3,452.35	3,162.55
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15	3,528.81	3,809.97	4,674.12	4,406.31
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26	833.80	835.45	1,094.69	1,141.95
17	OYO Hotel DFW Airport South	2,342.12	2.00	2,640.83	2,666.67	2,593.77	3,392.54	2,364.83
<b>18</b>	<b><i>OYO Hotel DFW Airport North</i></b>	<b>312.11</b>	<b>360.23</b>	<b>334.09</b>	<b>398.79</b>	<b>347.83</b>	<b>376.68</b>	<b>0.00</b>
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65	3,480.64	3,384.74	3,293.73	4,247.67	3,436.31
20	Red Roof Inn Dallas DFW Airport North	4,944.57	3,735.46	4,004.84	3,516.22	3,364.92	4,550.40	4,376.65
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46	2,492.40	2,019.27	2,738.85	2,806.65
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35	2,541.31	2,620.93	3,041.34	2,789.15
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22	2,848.22	2,256.29	2,813.26	2,967.24
<b>TOTAL BUDGET SERVICE</b>		<b>51,056.64</b>	<b>39,635.36</b>	<b>44,457.74</b>	<b>43,196.64</b>	<b>41,978.27</b>	<b>52,118.63</b>	<b>48,591.30</b>

<b>LIMITED SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>	<b>MAR 2023</b>	<b>APR 2023</b>
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73	11,786.16	12,105.49	14,523.03	15,190.50
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65	4,455.03	4,569.31	5,423.53	5,580.89
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12	14,081.02	14,774.51	17,276.72	17,295.10
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44	9,983.26	10,960.53	12,551.03	12,529.70
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02	9,829.02	10,026.53	9,554.70	8,260.27
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79	8,184.39	7,408.89	8,940.51	9,734.17
7	Fairfield Inn & Suites Dallas Las Colinas	5,112.01	4,265.17	5,009.19	5,212.07	6,153.03	1,880.76	6,729.03
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04	6,687.27	7,099.70	9,156.46	10,293.32	10,530.12
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57	8,110.47	10,162.68	10,860.53	11,381.86
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13	8,717.45	9,950.21	11,688.00	10,586.66
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52	8,017.30	9,167.26	9,432.30	9,533.64
12	Hyatt Place Dallas Las Colinas	9,963.88	6,859.53	7,645.93	6,649.91	8,169.50	8,910.33	1,882.10
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18	7,890.53	8,421.57	9,127.40	8,937.71
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81	4,756.18	5,615.97	7,721.90	6,822.73
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19	3,417.96	4,510.70	5,218.15	5,043.26
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00	5,694.86	5,744.62	6,763.35	6,790.65
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23	9,779.09	9,670.84	12,159.05	12,955.94
18	Wingate Inn by Wyndham Dallas Las Colinas	5,261.64	3,974.10	3,762.31	4,064.51	4,101.67	4,067.68	6,243.58
19	Wingate Inn by Wyndham DFW Airport North	593.01	8,339.21	4,481.91	4,973.93	4,792.33	4,819.78	5,019.16
<b>TOTAL LIMITED SERVICE</b>		<b>170,957.74</b>	<b>135,105.76</b>	<b>126,775.99</b>	<b>142,702.84</b>	<b>155,462.10</b>	<b>171,212.07</b>	<b>171,047.07</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>6,647.19</b>	<b>6,898.21</b>	<b>8,518.57</b>	<b>5,101.41</b>	<b>6,389.53</b>	<b>11,623.26</b>	<b>7,531.02</b>
Number of locations		50	67	67	61	62	69	68



SUMMARY	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023
ACTUAL GRAND TOTAL	809,250.14	592,681.68	549,328.27	642,594.50	673,777.45	789,035.08	799,911.30
BUDGET	970,330.00	750,524.00	648,509.00	808,022.00	799,629.00	966,681.00	943,638.00
DIFFERENCE	(161,079.86) -16.6%	(157,842.32) -21.0%	(99,180.73) -15.3%	(165,427.50) -20.5%	(125,851.55) -15.7%	(177,645.92) -18.4%	(143,726.70) -15.2%
<b>CUMULATIVE YEAR TO DATE</b>							
ACTUAL	809,250.14	1,401,931.82	1,951,260.09	2,593,854.59	3,267,632.04	4,056,667.12	4,856,578.42
BUDGET	970,330.00	1,720,854.00	2,369,363.00	3,177,385.00	3,977,014.00	4,943,695.00	5,887,333.00
DIFFERENCE	(161,079.86)	(318,922.18)	(418,102.91)	(583,530.41)	(709,381.96)	(887,027.88)	(1,030,754.58)
COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55	495,418.38	576,535.14	717,735.15	797,264.90



Date Distributed: June 16, 2023

# Monthly Financial Summary

For Period Ending May 31, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	105,118	166,803	207,450	159,850	186,050	154,750	148,750	167,660	1,866,737
Service Income	97,643	36,566	60,657	30,308	91,188	90,151	83,534	165,980	46,000	46,000	44,850	53,850	846,726
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(149,746)	(169,087)	(177,730)	(272,008)	(85,000)	(85,000)	(85,000)	(85,000)	(1,531,378)
Total Direct Event Income	186,879	66,080	73,775	45,939	46,560	87,867	113,254	53,822	147,050	115,750	108,600	136,510	1,182,085
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	11,302	21,215	37,932	61,329	31,520	750	3,750	750	255,054
F & B Catering	479,931	212,032	171,372	503,470	326,612	231,759	371,875	418,811	388,552	85,880	148,960	373,540	3,712,795
Parking: Self Parking	67,551	66,091	23,139	17,165	37,445	43,653	64,903	65,005	30,914	9,840	10,660	8,200	444,567
Electrical Services	24,735	9,440	4,775	9,187	2,095	40,985	34,005	14,534	5,500	5,500	7,000	10,500	168,256
Audio Visual	(0)	126	(0)	0	242	4,375	(0)	(62)	-	-	-	-	4,681
Internet Services	6,600	989	(81)	2,096	350	3,855	5,862	4,786	1,250	1,250	1,250	1,250	29,458
Total Ancillary Income	612,521	314,465	210,572	547,567	378,046	345,842	514,577	564,403	457,736	103,220	171,620	394,240	4,614,810
Total Event Income	799,400	380,545	284,347	593,506	424,606	433,709	627,831	618,225	604,786	218,970	280,220	530,750	5,796,896
Other Operating Income	147,411	59,034	49,953	67,036	107,531	91,719	113,767	143,083	76,586	76,586	76,586	76,938	1,086,229
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	532,137	875,428	741,598	761,308	1,030,122	295,556	356,806	955,938	8,278,125
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	220,078	247,772	203,201	227,907	254,074	266,004	259,907	271,226	2,853,175
Benefits	48,225	41,890	59,147	85,751	67,651	65,041	63,871	60,824	69,482	69,482	69,482	72,677	773,525
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(5,184)	(7,086)	(9,818)	(22,131)	(15,000)	(15,000)	(15,000)	(15,000)	(138,543)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	282,545	305,727	257,254	266,601	308,556	320,486	314,389	328,903	3,488,157
Contracted Services	66,364	71,689	66,309	61,840	56,324	61,740	64,432	62,137	73,248	73,248	73,248	88,556	819,134
General and Administrative	90,724	33,624	45,149	47,309	41,376	35,257	26,731	50,046	52,268	63,939	66,605	138,415	691,442
Operations	53,493	59,493	36,500	39,441	30,088	46,103	41,743	50,535	69,446	69,446	69,446	74,152	639,885
Repair & Maintenance	38,235	47,240	36,651	37,170	29,098	50,752	42,391	24,815	70,558	70,558	70,558	92,501	610,526
Supplies	7,781	24,812	8,213	15,153	9,563	6,919	25,777	41,541	36,618	37,368	36,618	91,467	341,829
Insurance	4,130	4,593	37,406	7,420	5,296	3,890	4,986	4,320	5,417	5,417	5,417	5,417	93,709
Utilities	57,878	51,745	48,563	52,093	45,874	46,955	44,414	48,559	53,916	53,916	53,916	60,118	617,947
Other	788	1,658	32,592	500	1,718	72	79	233	1,508	1,483	1,483	8,742	50,855
ASM Global Management Fees	58,909	42,122	36,068	62,701	52,227	42,766	56,835	63,415	53,447	26,664	32,110	50,431	577,699
Total Operating Expenses	634,812	604,122	630,347	620,769	554,109	600,181	564,642	612,201	724,982	722,525	723,790	938,702	7,931,182
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(21,972)	275,247	176,956	149,107	305,140	(426,969)	(366,984)	17,236	346,943

ASM - Irving Convention Center  
Financial Statements Monthly Highlights  
For the Month Ending May 31, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	31,078	18,815	12,263	17,016
Events	27	13	14	22
Event Days	45	32	13	34
Direct Event Income	53,822	164,350	(110,528)	119,369
Ancillary Income	564,403	295,867	268,536	318,065
Total Event Income	618,225	460,217	158,008	437,434
Other Operating Income	143,083	76,586	66,497	89,546
Adjusted Gross Income	761,308	536,803	224,505	526,980
Indirect Expenses	(612,201)	(565,429)	(46,772)	(575,028)
Net Income (Loss) From Operations	149,107	(28,626)	177,733	(48,048)

ASM - Irving Convention Center  
Financial Statements Year to Date Highlights  
For the Eight Months Ending May 31, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	162,831	125,324	37,507	110,115
Events	149	117	32	140
Event Days	267	251	16	232
Direct Event Income	674,181	879,693	(205,512)	703,162
Ancillary Income	3,487,988	2,423,225	1,064,763	1,956,389
Total Event Income	4,162,169	3,302,918	859,251	2,659,551
Other Operating Income	779,540	588,768	190,772	484,428
Adjusted Gross Income	4,941,709	3,891,686	1,050,023	3,143,979
Indirect Expenses	(4,821,194)	(4,611,322)	(209,872)	(3,894,273)
Net Income (Loss) From Operations	120,515	(719,636)	840,151	(750,294)

ASM - Irving Convention Center  
Balance Sheet  
May 31, 2023

**ASSETS**

**Current Assets**

Cash	\$	2,068,477	
Accounts Receivable		1,467,892	
Prepaid Assets		35,460	
Inventory		95,953	
Total Current Assets			3,667,782

<b>Total Assets</b>			<b>\$ 3,667,782</b>
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	1,149,696	
Accrued Expenses		218,272	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,481,300	
Other Current Liabilities		0	
Total Current Liabilities			2,849,268

**Long-Term Liabilities**

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			2,849,268
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**Equity**

Net Funds Received		16,445,850	
Retained Earnings		(15,747,850)	
Net Income (Loss)		120,514	
Total Equity			818,514

<b>Total Liabilities &amp; Equity</b>			<b>\$ 3,667,782</b>
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ASM - Irving Convention Center  
Income Statement  
For the Eight Months Ending May 31, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	159,850	206,000	(46,150)	1,209,528	1,233,354	(23,826)	871,311
Service Revenue	165,980	43,350	122,630	656,024	399,353	256,671	337,505
Service Expenses	(272,008)	(85,000)	(187,008)	(1,191,371)	(753,014)	(438,357)	(505,654)
Total Direct Event In	53,822	164,350	(110,528)	674,181	879,693	(205,512)	703,162
Ancillary Income							
F & B Concessions	61,329	750	60,579	218,275	127,454	90,821	168,407
F & B Catering	418,811	268,425	150,386	2,715,868	1,977,687	738,181	1,427,702
Parking	65,005	19,942	45,063	384,951	219,499	165,452	278,725
Electrical Services	14,534	5,500	9,034	139,756	83,235	56,521	72,092
Audio Visual	(62)	0	(62)	4,681	0	4,681	(320)
Internet Services	4,786	1,250	3,536	24,457	15,350	9,107	9,783
Total Ancillary Inco	564,403	295,867	268,536	3,487,988	2,423,225	1,064,763	1,956,389
Total Event Income	618,225	460,217	158,008	4,162,169	3,302,918	859,251	2,659,551
<b>OTHER OPERATING INCOME</b>							
Other Income	143,083	76,586	66,497	779,540	588,768	190,772	484,428
Total Other Operatin	143,083	76,586	66,497	779,540	588,768	190,772	484,428
Adjusted Gross Inco	761,308	536,803	224,505	4,941,709	3,891,686	1,050,023	3,143,979
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	227,906	256,029	28,123	1,801,967	2,000,604	198,637	1,444,441
Payroll Taxes & Ben	60,825	64,496	3,671	492,398	501,938	9,540	341,198
Labor Allocations to	(22,131)	(45,000)	(22,869)	(78,543)	(262,576)	(184,033)	(39,964)
Net Salaries and Ben	266,600	275,525	8,925	2,215,822	2,239,966	24,144	1,745,675
Contracted Services	62,137	67,415	5,278	510,835	542,067	31,232	509,450
General and Adminis	50,046	31,053	(18,993)	370,217	317,486	(52,731)	238,084
Operating	50,535	34,796	(15,739)	357,398	303,409	(53,989)	221,415
Repairs & Maintenan	24,815	44,808	19,993	306,354	342,834	36,480	353,595
Operational Supplies	41,541	17,610	(23,931)	139,761	126,590	(13,171)	103,363
Insurance	4,320	5,417	1,097	72,041	42,049	(29,992)	45,349
Utilities	48,559	45,000	(3,559)	396,082	372,878	(23,204)	364,535
Other	233	1,483	1,250	37,638	12,037	(25,601)	45,489
ASM Management F	63,415	42,322	(21,093)	415,046	312,006	(103,040)	267,318
Total Indirect Expens	612,201	565,429	(46,772)	4,821,194	4,611,322	(209,872)	3,894,273

ASM - Irving Convention Center  
Income Statement  
For the Eight Months Ending May 31, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	149,107	(28,626)	177,733	120,515	(719,636)	840,151	(750,294)



May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
<b>ID Life</b> De finite				<b>Texas Cornhole Signature Series #4</b> De finite		
<b>2023 TEXSOM International Wine Awards</b> De finite				<b>FMI - Camouflage to C...</b> De finite		
<b>Southwest Drycleaner...</b> De finite	<b>Mastery Partners Business Transition Summit</b> De finite			<b>DFW Minority Supplier ...</b> De finite - Internal		
	<b>NTBA</b> De finite					
			<b>DynaTen Meeting</b> De finite			
📄 KIM 000	📄 Mastery Partners - Non-Compete 📄 Josette 000	📄 Mastery Partners - Non-Compete 📄 Josette 000				
7	8	9	10	11	12	13
<b>Texas Cornhole Signat ...</b> De finite	<b>DFW Airport</b> De finite		<b>Trampoline &amp; Tumbling 2023 Elite Challenge</b> De finite			
		<b>ICVB Destination Deve...</b> De finite	<b>Weaver CPE Day</b> De finite	<b>Brown &amp; Brown</b> De finite	<b>The City of Irving's In ...</b> De finite	<b>Sam Houston Prom</b> De finite
			<b>U.S. Department of Tr...</b> De finite	<b>IISD - Salute to Service</b> De finite	<b>DFWHC Board Meeting</b> De finite	
			<b>Cori - IISD Hospitality ...</b> De finite - Internal			
	📄 Network Maintenance 📄 Plumbing Maintenance		📄 David 000	📄 David 000	📄 David 000	📄 David 000
14	15	16	17	18	19	20
<b>Trampoline &amp; Tumbli...</b> De finite	<b>Neighborhood Meeting</b> De finite			<b>SouthWest Benefits Association Conference</b> De finite		
				<b>Hall of Fame Dance Competition</b> De finite		
📄 Mother's Day 📄 David 000	📄 David 000	📄 David 000	📄 David 000	📄 David 000	<b>Hiring Event May 2023</b> De finite	<b>Arlington Prom</b> De finite
					📄 David 000 📄 Edmundo 000	📄 David 000 📄 Edmundo 000

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22	23	24	25	26	27
<b>Hall of Fame Dance Co ...</b> De finite				<b>Texas Frightmare Weekend</b> De finite		
<b>2023 Regional B</b> De finite						
	<b>ICVB Board of Directo ...</b> De finite	<b>DFW Minority Supplier Showcase</b> De finite				
			<b>Destination Forum</b> De finite			
📄 David 000 📄 Edmundo 000	📄 Las Colinas Mobile Experience (1... 📄 Edmundo 000	📄 Edmundo 000	📄 Luke 000 📄 Edmundo 000	📄 Luke 000 📄 Edmundo 000	📄 KIM 000 📄 Luke 000 📄 Edmundo 000	📄 KIM 000 📄 Luke 000
28	29 Memorial Day	30	31	1	2	3
<b>Texas Frightmare Wee...</b> De finite		<b>IES 2023 Quality Summit</b> De finite		<b>A-Kon 2023</b> De finite		
📄 KIM 000 📄 Luke 000	📄 Luke 000					

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 26, 2023**

## **BOARD REPORTS**

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





# MEMO

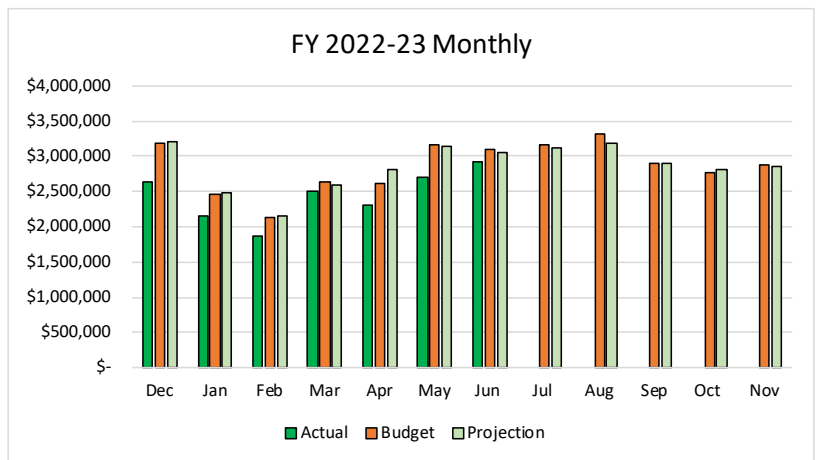
To: Chris Hillman, City Manager  
 From: Bret W. Starr, Chief Financial Officer  
 Date: June 16, 2023  
 Subject: Hotel Occupancy Tax Collections Report – June 2023

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for June 2023 (for April sales) were \$2,912,679, \$178,514 or 5.8% below the projected budget of \$3,056,088. This is the seventh month of collections for FY 2022-23. The FY 2022-23 budget projection was based on revenue and occupancy forecasts by Tourism Economics as of May 2022. The FY 2022-23 projection has been updated based on March 2023 forecasts. Collections for the month include \$231,886 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$19,351 or 0.66% of the total. HOT collections are below the budget for the year by \$2,236,218 but are above prior year to date collections by \$2,224,481.

**FY2022-23 HOT Cash Flow Projections vs Actuals**

Updated on 6/15/2023

Month	FY 2022-23 Budget	FY 2022-23 Actual	FY 2022-23 Projection	Percent Difference
Dec	3,178,632	2,630,939	3,202,428	-17.2%
Jan	2,458,585	2,148,949	2,476,012	-12.6%
Feb	2,124,402	1,863,961	2,158,946	-12.3%
Mar	2,646,939	2,499,851	2,592,532	-5.6%
Apr	2,619,443	2,300,871	2,821,062	-12.2%
May	3,166,676	2,692,403	3,151,275	-15.0%
Jun	3,091,193	2,912,679	3,056,088	-5.8%
Jul	3,169,897	-	3,129,441	0.0%
Aug	3,314,816	-	3,187,506	0.0%
Sep	2,891,760	-	2,897,994	0.0%
Oct	2,777,043	-	2,804,972	0.0%
Nov	2,883,980	-	2,860,927	0.0%
	<u>34,323,365</u>	<u>17,049,652</u>	<u>34,339,183</u>	<u>-12.2%</u>



ICVB has engaged Tourism Economics, an Oxford Economics company, to prepare a custom forecast of key indicators for the City of Irving. The analysis relies on historical data developed in Tourism Economics' prior research on the Dallas tourism economy, Smith Travel Research hotel data, economic forecasts prepared by Oxford Economics, and

assumptions on the future path of tourism sector recovery. They will be preparing quarterly and annual estimates key lodging measures (supply, demand, room revenue, occupancy, ADR, RevPAR) over the next several years.

Their latest report was presented to the ICVB Board in March 2023 and included hotel data collected through February 2023. This report projected revenues slightly below the September 2022 report, and the May 2022 report, which was used to develop the FY 2022-23 budget. This data is shown in the projection column in the table above. The next update is scheduled for Summer 2023.

Key assumptions from the report include:

- US economy experiences a mild recession in the second half of 2023.
- This recession is assumed to slow, but not upend, the travel recovery.
- Corporate travel normalizes progressively through 2023; while it is expected to exceed 2019, it remains below the economic trend.
- Leisure travel continues to be boosted by favorable factors.
- Group demand improves steadily but remains below 2019 levels.

Key data points from the report include:

- Hotel performance in Irving continues to recover.
  - STR hotel room revenue in the fiscal year ending September 2023 is expected to be 6.8% above the fiscal year ending September 2019.
  - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2024 will recover to 12.0% above the fiscal year ending September 2019.
- The economy is headed toward a recession in Q3, originally expected in Q2.
- Job growth remains solid; however, consumers are feeling uneasy.
- Inflation has reduced household disposable income.
  - The average household is spending an additional \$400 per month to buy the same goods and services as last year.

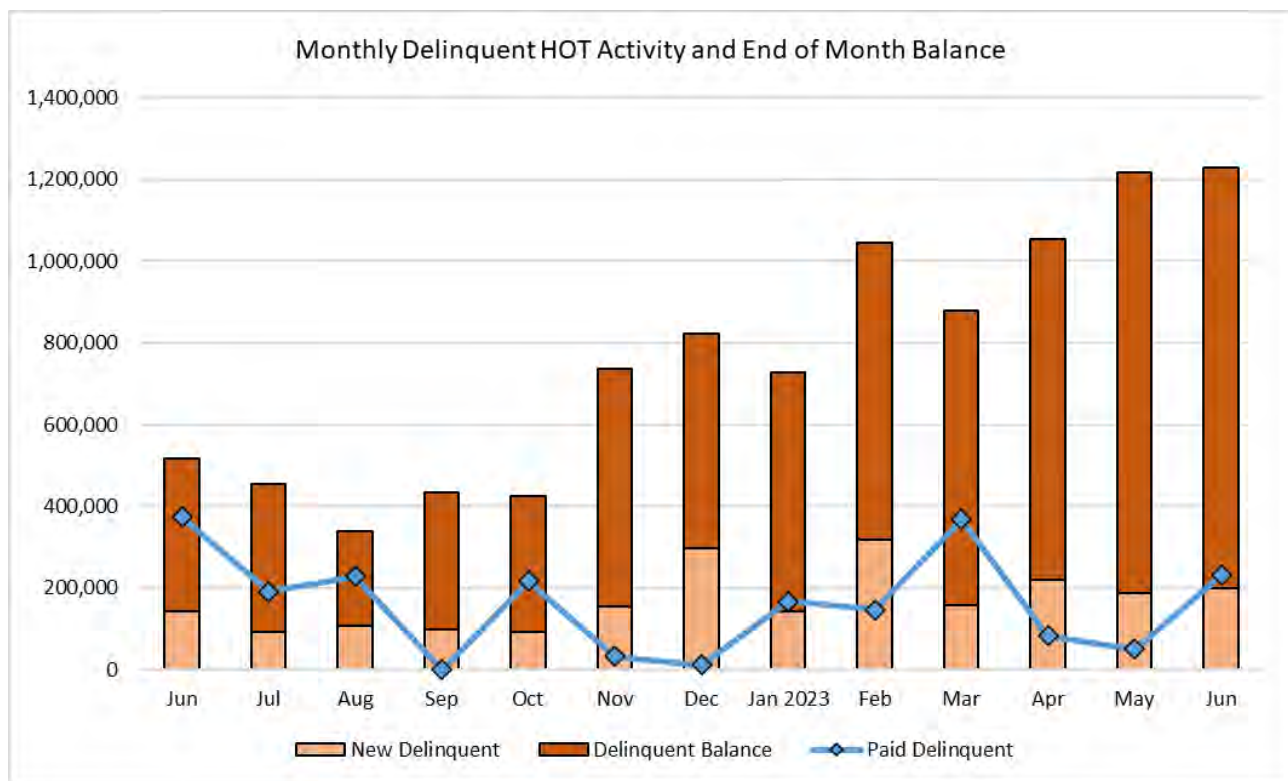
Recovery has been accompanied by inflation.

- It may take until beyond 2024 for RevPAR to recover to its historical average.
- Business travel (both transient and meetings) is expected to exceed 2019; however, room demand is still below the economic trend and continuing to rebuild.
- Travel is uniquely positioned for this downturn; households are in a fiscally strong position and there remains some pent-up demand for travel.

Based on past history through recessions and other cycles, the Irving market will remain vulnerable, due to its dependence on business travel. Staff will remain highly conservative in its projections as signs of a real recession continue.

For June 2023 the outstanding delinquent collections balance, including penalty and interest, was \$1,229,652 of which \$201,016 is newly delinquent for the month with the remainder outstanding from prior months. Three

properties have significant outstanding balances due from prior months. On June 8, Council authorized the city’s tax collection contractor, Linebarger, to file suit for the recovery of unpaid taxes, penalties, interest, and legal fees associated with collection efforts. An additional property has taxes for slightly more than two months outstanding and two properties have a one-month delinquency for June 2023. The chart below shows total delinquent amounts for May 2023, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$34.3 million for FY 2022-23 represents the total 9 percent city HOT. Of the city’s 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the Entertainment Venue in the Convention Center complex.

The remaining 5 percentage points are allocated to the operations of the Irving Convention and Visitors Bureau (ICVB), Irving Arts Center (IAC), and Museums, as well as to preservation and redevelopment efforts and debt service for the Convention Center. Revenue is distributed to each area as follows: 57.0 percent to the ICVB, 35.5 percent to the IAC, 4.0 percent to debt service, 2.5 percent to Museums, and 1.0 percent to historic preservation. State law further limits how much HOT revenues can be spent on the arts, so the IAC distribution may be reduced marginally to comply with required maximums, with any excess funds dedicated to debt service.





page 3

Voters can cast their ballots for Irving City Council single-member districts Place 3 and 5 runoff election on June 10. Información en español en la página 3. Thông tin bằng tiếng Việt ở trang 3.



page 4

Irving Parks and Recreation summer aquatic season has begun. Check out the summer fun hours for aquatic centers, pools and spray parks.



page 6

Seventeen Irving roadways are scheduled for improvement in year six of the Road to the Future Summer Overlay Project, which begins in June.

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# IRVING CITY Spectrum

JUNE 2023 / VOL 30 / NO 06

CityofIrving.org

## Sparks & STRIPES IRVING TEXAS

Tuesday, July 4

**PARADE 9 A.M.** HERITAGE DISTRICT

PARADE ROUTE AVAILABLE ONLINE WATERMELON & LIVE MUSIC UNTIL 11 A.M. @ HERITAGE PARK, 217 S. MAIN ST.

**Live Music & FIREWORKS 6 TO 10 P.M.** LEVY EVENT PLAZA 501 E. LAS COLINAS BLVD.

FREE ADMISSION FOOD & DRINK VENDORS FAMILY FUN & RIDES KID AREA

LAS COLINAS STAGE PERFORMANCES 6:30 P.M. LIVE MUSIC BEGINS 8 P.M. DOWNTOWN FEVER

9:15 P.M. Fireworks & Drone Show

FREE PARKING & SHUTTLE WILLIAMS SQUARE PLAZA @ 5205 N. O'CONNOR BLVD. \$10 PARKING @ NEARBY PARKING GARAGES

LAWN SEATING BRING BLANKETS AND CHAIRS

IrvingEvents.org



### PARADE APPLICATIONS DUE BY JUNE 19

Irving's annual Sparks & Stripes Fourth of July Parade will be back in the Heritage District on Tuesday, July 4 at 9 a.m., with the sounds of marching bands, floats and all things red-white-and-blue!

Immediately following the parade, attend the annual Watermelon Social at Heritage Park. Cool off with a refreshing slice of watermelon and stay for the sounds of the Jade Flores Band.

Applications are due no later than Monday, June 19 at 5 p.m. Participants are required to attend the mandatory parade meeting on Wednesday, June 28 at 6 p.m., at Irving City Hall at 825 W. Irving Blvd. in the Council Chambers. Entries should be decorated with a patriotic theme in mind. Entries can opt to be judged in one of the following categories: Most Creative, Most Patriotic and the Grand Marshal Award.



Visit [IrvingEvents.org](http://IrvingEvents.org) for more information and to complete the online parade application. ■

## Juneteenth Celebration is June 17



Come celebrate Juneteenth at Irving's Juneteenth Jam Fest on Saturday, June 17. Enjoy a local live band, food, entertainment, local vendors and a classic cars show. Do not miss a day of fun and entertainment!

#### June 17 | 3 to 8 p.m.

- 3 to 4 p.m.** | King Square Park, 200 Gilbert Road  
Enjoy teen performances from Irving's Got Talent winners.
- 4 to 8 p.m.** | Bear Creek Heritage Park, 3925 Jackson St.  
Enjoy live music, African storyteller, classic car show and a variety of vendors. In-N-Out Burger will provide a limited number of free meals. Remember to bring lawn chairs, tents and sunscreen.

For more information, visit [IrvingEvents.org](http://IrvingEvents.org) or call (972) 721-2519. ■

## Stay Connected and Ready to Play

The Irving Parks and Recreation Department's Summer Activities Brochure is out now! It provides information on how to schedule, sign up and register for the upcoming camps, classes, programs and activities available through August. The guide includes schedules by age groups and information for all Irving recreation centers. Pick up the Summer 2023 Brochure at any recreation center or view online at [CityofIrving.org/RecSchedules](http://CityofIrving.org/RecSchedules).

Search Facebook for [@IrvingParksandRec](https://www.facebook.com/IrvingParksandRec) and "Like" the page to stay up-to-date with what is going on in Irving Parks and Recreation — events, programs, schedules and more. Visit [CityofIrving.org/Parks](http://CityofIrving.org/Parks) for more information. ■



## SEEKING RESIDENT INPUT ON BUDGET

Planning for the city's Fiscal Year 2023-24 (FY24) budget is underway. The City of Irving Budget Team is looking for resident suggestions, feedback and opinions on what should be considered for the FY24 budget, which begins Oct. 1, 2023.

#### Public Input Sessions

- City Hall, 825 W. Irving Blvd.
- June 8 | 7 p.m.**
- June 29 | 7 p.m.**

To learn more about the city's budget, visit [CityofIrving.org/Budget](http://CityofIrving.org/Budget) and check out the "FY23 Budget Executive Summary" tab for an overview of the current fiscal year budget.



Adoption of the budget is scheduled for Thursday, Sept. 14 and the city's budget year runs from Oct. 1, 2023 to Sept. 30, 2024.

#### Ask the Budget Fiscal Friends (BFFs)

Contact the Budget Team and let them know what the city should focus on for the upcoming annual budget or ask a question about any aspect of the FY24 budget by emailing [AskTheBFFs@CityofIrving.org](mailto:AskTheBFFs@CityofIrving.org). ■





## Irving Police Department Tests Live 911 Program

Time is of the essence when residents call for help during an emergency. With this in mind, the Irving Police and Information Technology departments are in the final stages of testing the Live 911 system, a software program that uses technology to connect officers in the field with real-time emergency calls from dispatch.

Irving Police Department began beta testing the program in the summer of 2022. The program is an optional tool for officers to use and provides first responders nearly immediate connection to emergency calls.

When residents call 911 for help, a dispatcher works to acquire helpful information for responding officers, as well as document the incoming call. Through the Live 911 program, within seconds of a person dialing 911, officers hear the conversation on their computer between the caller and dispatch. Additionally, officers can set the software to triangulate calls within a one- to three-mile radius around their vehicle or hear incoming calls from across the city.

The Live 911 program provides officers with added situational awareness while responding to a call. With the new technology, the officer can hear the emotion and conversation from the caller, providing more insights to appropriately address the situation.

The department says the technology helps mentally prepare officers for what they are about to encounter.



Additionally, officers can respond to the situation quicker. Rather than answering a call from across town, officers can hear a call nearby and immediately respond to the situation. This not only aids in the department's overall response time, but it puts residents at ease to see an officer respond more quickly to their emergency call.

Beta testing of the program will run through the summer of 2023.

For more news and updates on the Irving Police Department, visit [CityofIrving.org/Police](http://CityofIrving.org/Police). ■

## NOW HIRING LIFEGUARDS AGES 15 AND OLDER

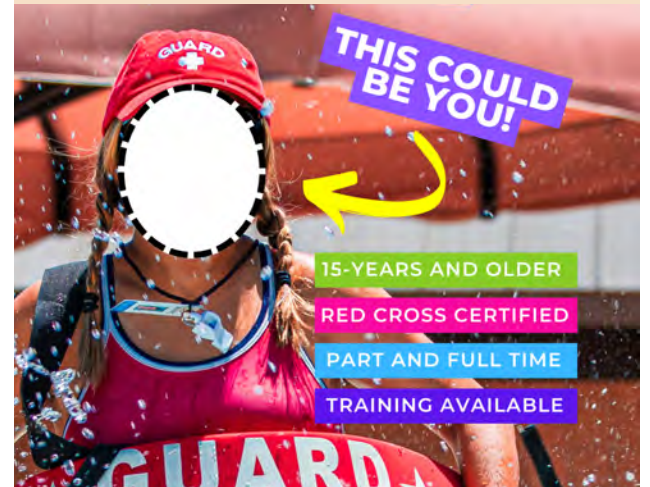
Need flexible hours or a job close to home while gaining skills for the future? Lifeguards are in the business of safety and prevention, making them ideal candidates for medical or first responder college programs.

Irving offers all classes needed to become a lifeguard.

The City of Irving Parks and Recreation Department hires Red Cross-certified lifeguards, ages 15 and older, for part- and full-time summer and year-round employment at its aquatic facilities.



For more information and to apply, visit [CityofIrving.org/Jobs](http://CityofIrving.org/Jobs). ■



A new Standup Comedy Series kicks off at Irving Arts Center June 23 with comedian Kristin Key.



Aspiring actors and actresses ages 7-14 can enroll for Theatre Camp the week of June 26.

## Summer Camps & Standup Comedy Standout at Irving Arts Center

### UPCOMING PERFORMANCES

#### June 3 | The Author's Café

Presented by Irving Black Arts Council  
7:30 p.m. | \$15-\$20

An evening celebrating black authors, writers, bloggers, poets, bookstore owners and literary friends from the Dallas-Fort Worth community. Featured authors will share their unique journey during this grown-up affair, hosted by Spoken Word artist Markel Jackson.

#### June 8-9 | Disney Aladdin Jr.

Presented by Irving Youth Theatre  
7 p.m. | \$17.50

Youth from the Irving community come together with Entertainment Series of Irving's new educational outreach initiative, Irving Youth Theatre. For their first production, they bring "a whole new world" to Irving Arts Center's Dupree Theater. Discover the truth of the lamp: "it's not what is outside, but what is inside that counts" in Disney Aladdin Jr.

#### June 23 | TGIF Comedy Nights: Kristin Key

Presented by Irving Arts Center  
7:30 p.m. | \$27.50-\$32.50

Irving Arts Center is pleased to introduce a new standup comedy series coming this summer: TGIF Comedy Nights. The first of these comedy nights features headliner Kristin Key with support from CJ Starr. Kristin Key grew up a minister's daughter in a small town in West Texas. Known for her original comedy songs and rapid-fire style of stand-up, Kristin has performed on NBC's "Last Comic Standing" and "Bring the Funny." Key has recorded five full-length stand-up comedy albums and one studio music comedy album. She currently hosts the "Kristin Knows Blank" podcast. Additional credits include appearances on "Comics Unleashed," "VH-1's 100 Greatest Series" and "The Bob and Tom Show."

Opener CJ Starr was raised all over the Midwest, but his comedy was born in Texas. A mid-40s man trying to win Stepdad of the Year as he tries to figure out what he wants to do when he grows up, Starr has worked as a writer for Apple TV and as an actor for the web series "Giggle-Lows." He's performed his stand-up on "Fox Laughs" multiple times. He can be seen on Hulu and heard on his podcast, "Dad Bodies of Comedy."

#### June 30-July 9 | Irving Berlin's White Christmas

Presented by Gateway Performing Arts  
\$18-\$32

Celebrate Christmas in July with a musical based on the beloved film with music and lyrics by Irving Berlin.

### YOUTH AND FAMILY PROGRAMS

#### June 1 | JumpstART Stories & Art: Summer Splash!

10 a.m. | Free

It is summer! Time to chill out with stories and art that are all about summer fun at the beach and by the pool.

#### June 11 | Second Sunday Funday: Mixed Media Mash Up + Teen Open Studio

1 to 4 p.m. | Free | All ages

Discover the creative possibilities of making mixed media artwork and collage with a variety of materials.



#### June 12-16 | Intro to Art Mini Camp: Color Safari

10 a.m. to noon | \$75 for the week | Ages 4-5

Mini campers embark on a week-long adventure. Each day has a color focus and a safari in search of all the creatures that have the same color, starting with YELLOW! Wear something yellow the first day, and let the journey begin! Campers will keep a colorful Safari Journal all week to document discoveries. Be ready to paint, draw and create through the whole color wheel!

#### June 19-23 | Intro to Theatre Mini Camp: Who's Who in the Zoo?

10 a.m. to noon | \$75 for the week | Ages 4-5

Create a zoo with all sorts of animals from peacocks to kangaroos, complete with habitats and plants! Create a play about the zoo with costumes and props the students make. The week-long mini camp will conclude with a showcase for families and friends.

#### June 26-30 | Theatre Camp: Who's Who in the Zoo?

10 a.m. to 4 p.m. | \$225 for the week | Ages 7-14

Final Performance: Friday, June 30 at 6 p.m.  
This camp provides activities for 60 children divided by age into four acting companies. Professional theatre artists will lead students through a unique experience that encourages ensemble building, self-esteem and problem solving. Students will learn and develop skills in acting, singing, adaptation and much more! Students stage a final performance that includes plays, songs and dances created from stories written by the campers, as well as some of Child's Play's favorite repertory pieces.

For more information about all activities planned, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

## IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed. Guided tours are offered the first Saturday and second Sunday of every month at 2 p.m.

### Texas Sculpture Group Membership Show

#### Through July 8 | Main & Focus Galleries

Works by members of the Texas Sculpture Group will be on display in both the Main and Focus galleries. Founded in 2010, the Texas Sculpture Group promotes Texas-based contemporary sculpture and supports the work of sculptors in Texas through exhibitions, publications, educational outreach and programs.

### Creating for Change

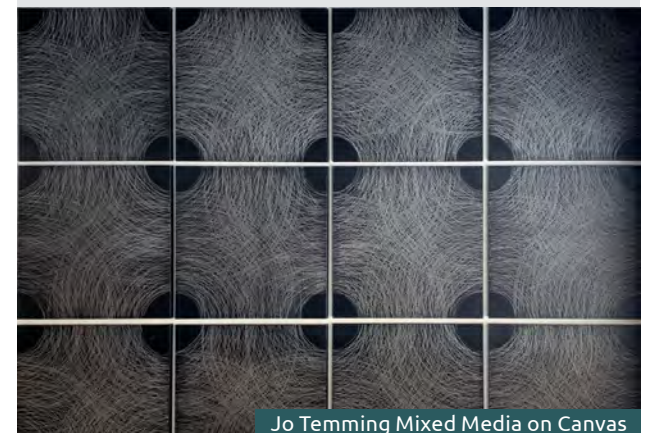
#### Through July 15 | Courtyard Gallery

This exhibit features art created by Irving Arts Center Teen Ambassadors and volunteers.

### Evolution: Paintings by Jo Temming

#### Through July 29 | Carpenter Lobby Gallery

Jo Temming is an Asian American artist who creates contemporary minimalist art ranging from small single-panel pieces to large-scale multipanel works. Her artistic objective is to eliminate the extraneous and reduce her art to the simplest form, whether with composition, color or form. Jo believes that the connection between artist and viewer should be collaborative, so she frequently designs her creations so they can be displayed and viewed in multiple ways.



Jo Temming Mixed Media on Canvas

### Windows: Works by Mark Goad

#### Through Aug. 26 | Dupree Lobby Gallery

Mark Goad is an Irving native (an Irving High School and University of Dallas grad) who, after many years in Austin, has returned to North Texas. Finding inspiration in the landscape of his native Texas, as well as a myriad of other subjects, Goad creates unique works of art through a most unique process — essentially painting with fiber pulp. Mark's method is unique because his application of liquified paper pulp becomes the handmade paper and the "painted" image together. The fiber literally becomes the medium and the canvas. Solidified in their final form, the pieces are delicate, yet able to hold a weight of detail. Depicting the natural beauty of his home state and occasionally the characters who comprise it, Goad is a true Texas original, conjuring scenes and a slice of life in The Lone Star State.



# May 6 City Council Election Results, Runoff Election for Single-Member Districts Place 3 and Place 5

On May 6, Irving residents re-elected Mayor Rick Stopfer who ran unopposed. Registered voters will head back to the polls for a runoff election for single-member districts Place 3 and Place 5 on June 10. The runoff election is required since none of the candidates that ran in district Place 3 or Place 5 garnered a majority of votes as required by the City Charter.

## Single-Member District Place 3 Candidates



Mark Zeske



Abdul Khabeer

## Single-Member District Place 5 Candidates



Heather A. Stroup



Mark Cronenwett

## Early Voting Dates & Times

- May 30-June 2 | Tuesday-Friday | 8 a.m. to 5 p.m.
- June 3 | Saturday | 7 a.m. to 7 p.m.
- June 4 | Sunday | 10 a.m. to 4 p.m.
- June 5-6 | Monday and Tuesday | 7 a.m. to 7 p.m.

## Early Voting Locations

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, Art Lab 1  
3333 N. MacArthur Blvd., Irving, Texas 75060

## Election Day Voting Locations

- June 10 | Saturday | 7 a.m. to 7 p.m.

## Countywide Vote Centers within District 3 in Irving

- West Irving Library, Meeting Room  
4444 W. Rochelle Road, Irving, Texas 75062
- J.O. Davis Elementary School, Classroom 108 & 109  
310 Davis Dr., Irving, Texas 75061
- Thomas Haley Elementary School, Small Gym  
3601 Cheyenne St., Irving, Texas 75062
- W.T. Hanes Elementary School, Small Gym  
2730 Cheyenne St., Irving, Texas 75062

## Election Day Voting Locations Continued

### Countywide Vote Centers within District 5 in Irving

- Irving Fire Station #8, Front Bay  
650 Las Colinas Blvd. E., Irving, Texas 75039
- MacArthur High School, Spectator Gym Foyer  
3700 N. MacArthur Blvd., Irving, Texas 75062
- North Lake Campus-Dallas College, Room 105  
5001 N. MacArthur Blvd., Irving, Texas 75038

### Additional Vote Centers in Irving on Election Day

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, Art Lab 1  
3333 N. MacArthur Blvd., Irving, Texas 75060
- Valley Ranch Branch Library, Meeting Room  
401 Cimarron Trail, Irving, Texas 75063

Residents of Dallas County may vote at any Dallas County Vote Center location during Early Voting and on Election Day. A district map, candidate information and other details are available at [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

For more information, contact the City Secretary's Office at (972) 721-2493. ■

# Resultados de las Elecciones del Concejo Municipal del 6 de mayo, Elección de desempate para los Distritos uninominales Lugar 3 y Lugar 5

El 6 de mayo, los residentes de Irving reeligieron al Alcalde Rick Stopfer, quien se postuló sin oposición. Los votantes inscritos/registrados volverán a las urnas para una elección de segunda vuelta o desempate para los distritos uninominales, Lugar 3 y Lugar 5 el 10 de junio. La elección de segunda vuelta es obligatoria ya que ninguno de los candidatos que se presentaron en el distrito para los Lugares 3 y 5, obtuvo la mayoría de los votos necesarios como lo establece la carta de Estatutos de la Ciudad.

## Candidatos para el Lugar 3 del Distrito Uninominal



Mark Zeske



Abdul Khabeer

## Candidatos para el Lugar 5 del Distrito Uninominal



Heather A. Stroup



Mark Cronenwett

## Horario de Votación Anticipada

- 30 de Mayo - 2 de Junio | Martes -Viernes | 8 a.m. to 5 p.m.
- 3 de Junio | Sábado | 7 a.m. to 7 p.m.
- 4 de Junio | Domingo | 10 a.m. to 4 p.m.
- 5-6 de Junio | Lunes y Martes | 7 a.m. to 7 p.m.

## Ubicaciones para la Votación Anticipada

- Municipalidad de Irving, Vestíbulo Principal  
825 W. Irving Blvd., Irving, Texas 75060
- Centro de Artes de Irving, Cuarto de Arte #1  
3333 N. MacArthur Blvd., Irving, Texas 75060

## Ubicaciones para el Día de Las Elecciones

- 10 de Junio | Sábado | 7 a.m. to 7 p.m.

## Centros de Votación en todo el Condado Dentro del Distrito 3 en la Ciudad de Irving

- Biblioteca West Irving, Cuarto de Juntas  
4444 W. Rochelle Road, Irving, Texas 75062
- Escuela Primaria, J.O. Davis, Cuartos # 108 & 109  
310 Davis Dr., Irving, Texas 75061
- Escuela Primaria, Thomas Haley, gimnasio pequeño  
3601 Cheyenne St., Irving, Texas 75062
- Escuela Primaria, W.T. Hanes, gimnasio pequeño  
2730 Cheyenne St., Irving, Texas 75062

## Ubicaciones para el Día de Las Elecciones Continua Centros de Votación en todo el Condado Dentro del Distrito 5 en la Ciudad de Irving

- Estación de Bomberos de Irving #8, Portón principal  
650 Las Colinas Blvd. E., Irving, Texas 75039
- Escuela Preparatoria, MacArthur, Vestíbulo del gimnasio para espectadores  
3700 N. MacArthur Blvd., Irving, Texas 75062
- Colegio Comunitario North Lake -Campo-Dallas, Cuarto #105, 5001 N. MacArthur Blvd., Irving, Texas 75038

## Centros de Votación adicionales en Irving para el Día de Las Elecciones

- Municipalidad de Irving, Vestíbulo Principal  
825 W. Irving Blvd., Irving, Texas 75060
- Centro de Artes de Irving, Cuarto de Arte #1  
3333 N. MacArthur Blvd., Irving, Texas 75060
- Biblioteca Valley Ranch, Cuarto de Juntas  
401 Cimarron Trail, Irving, Texas 75063

Los residentes del Condado de Dallas pueden votar en cualquier Centro de Votación localizado en el Condado de Dallas durante la Votación Anticipada y en el Día de las Elecciones. Un mapa del distrito, información del candidato y otros detalles están disponibles en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Para más información, comuníquese a la oficina de la Secretaria Municipal al (972) 721-2493. ■

# Ngày 6 Tháng 5 – Kết Quả Của Bầu Cử, Tái Cử Cho Khu Tranh Cử Của Một Nghị Viên Vị Trí Số 3 và Vị Trí Số 5

Ngày 6 Tháng 5, Các Cư Dân của Thành Phố Irving đã tái cử cho Thị Trưởng Rick Stopfer là người tranh cử không có đối thủ. Các Cử Tri sẽ quay lại các địa điểm bỏ phiếu để tái bầu cử cho khu vực một thành viên Vị Trí Số 3 và Vị Trí Số 5 trong ngày 10 tháng 6. Cuộc tái bầu cử bắt buộc phải diễn ra do không có ứng cử viên nào tranh cử cho Khu Vực Vị Trí 3 hoặc 5 thu được đa số phiếu bầu theo yêu cầu của Điều Lệ Thành Phố.

## Ứng Cử Viên cho Khu Vực Cần Một Nghị Viên Vị Trí 3



Mark Zeske



Abdul Khabeer

## Ứng Cử Viên cho Khu Vực Cần Một Nghị Viên Vị Trí 5



Heather A. Stroup



Mark Cronenwett

## Ngày và Giờ cho Bầu Cử Sớm

- Ngày 30 tháng 5 đến ngày 2 tháng 6 | Thứ Ba đến Thứ Sáu | 8 giờ sáng đến 5 giờ chiều
- Ngày 3 tháng 6 | Thứ Bảy | 7 giờ sáng đến 7 giờ tối
- Ngày 4 tháng 6 | Chủ Nhật | 10 giờ sáng đến 4 giờ chiều
- Ngày 5-6 tháng 6 | Thứ Hai và Thứ Ba | 7 giờ sáng đến 7 giờ tối

## Các Địa Điểm Bỏ Phiếu Sớm

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, Art Lab 1  
3333 N. MacArthur Blvd., Irving, Texas 75060

## Các Địa Điểm Bỏ Phiếu Cho Ngày Bầu Cử

- Ngày 10 Tháng 6 | Thứ Bảy | 7 giờ sáng đến 7 giờ tối

## Các Địa Điểm Bỏ Phiếu Toàn Quận trong Khu Vực 3 tại Thành Phố Irving

- West Irving Library, Meeting Room  
4444 W. Rochelle Road, Irving, Texas 75062
- J.O. Davis Elementary School, Classroom 108 & 109  
310 Davis Dr., Irving, Texas 75061
- Thomas Haley Elementary School, Small Gym  
3601 Cheyenne St., Irving, Texas 75062
- W.T. Hanes Elementary School, Small Gym  
2730 Cheyenne St., Irving, Texas 75062

## Các Địa Điểm Bỏ Phiếu Cho Ngày Bầu Cử (tiếp theo)

### Các Địa Điểm Bỏ Phiếu Toàn Quận trong Khu Vực 5 tại Thành Phố Irving

- Irving Fire Station #8, Front Bay  
650 Las Colinas Blvd. E., Irving, Texas 75039
- MacArthur High School, Spectator Gym Foyer  
3700 N. MacArthur Blvd., Irving, Texas 75062
- North Lake Campus-Dallas College, Room 105  
5001 N. MacArthur Blvd., Irving, Texas 75038

### Các Địa Điểm Bỏ Phiếu khác cho Toàn Quận tại Thành Phố Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, Art Lab 1  
3333 N. MacArthur Blvd., Irving, Texas 75060
- Valley Ranch Branch Library, Meeting Room  
401 Cimarron Trail, Irving, Texas 75063

Các cư dân của Quận Dallas có thể bỏ phiếu tại bất kỳ Địa Điểm Bỏ Phiếu nào của Quận Dallas trong thời gian Bỏ Phiếu Sớm và Ngày Bầu Cử. Bản đồ của Quận, thông tin của các ứng cử viên và các chi tiết khác sẽ được đăng tại [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

Nếu quý vị muốn biết thêm chi tiết, xin liên lạc Văn Phòng của Bí Thư Thành Phố (972) 721-2493. ■



## Up to \$15,000 Available for Irving Small Business Owners



Irving small businesses can receive up to \$15,000 and other resources through the city's Small Business Recovery and Resiliency Program.

There are two potential grant opportunities. The Recovery Grant provides financial assistance in the form of a one-time grant of up to \$15,000. The Resiliency Grant provides professional business support in the form of training and technical assistance. Applicants can apply for both grants, if eligible, with one application.

Eligible businesses must have fewer than 100 employees, and for the Recovery Grant must have been in operation before January 1, 2020. There is no minimum business age requirement for the Resiliency Grant. More information about eligibility requirements and the application process can be found at [CityofIrving.org/SmallBizGrant](http://CityofIrving.org/SmallBizGrant). ■

## Mosquito Home Prevention Tips

Mosquitoes are most active from April through October; however, Irving's Mosquito Control Program works year-round to prevent the spread of diseases they can carry. Residents can help prevent mosquitoes by following a few easy tips.

- Fix leaky outdoor faucets and sprinklers to prevent stagnant water.
- Avoid over-watering yards.
- Rinse and refill birdbaths, pet water dishes and flowerpots.

For an outdoor container that is not easily drained, residents can pick up a free mosquito dunk that can be placed in the container with standing water. Mosquito dunks are available at City Hall, 825 W. Irving Blvd. One per household.



Additionally, residents should continue to follow the Four D's — avoid activities at Dusk/Dawn, Dress in long sleeves, use insect repellents with DEET and Drain standing water. Visit [IrvingFightsTheBite.org](http://IrvingFightsTheBite.org) for more information. ■

## Don't Forget the Baby Summer Heat Reminder



Each year in the U.S., children die from heat-related deaths after being trapped inside motor vehicles. The temperature inside a vehicle can rise 20 degrees in as little as 10 minutes, and 50 degrees in an hour — even when outside air temperatures are in the 70s.

### Safety Tips from the Irving Fire Department:

- Never leave children in a parked car, even with the windows cracked.
- Put something needed for work, such as a cellphone or employee badge, in the back seat as a reminder to check the back seat.
- When leaving, check to be sure everyone is out of the car. Do not overlook children who may have fallen asleep.
- Call 911 to report a child unattended in a vehicle.

For more information, call (972) 721-2514. ■

## DOLORES HUERTA: REVOLUTION IN THE FIELDS EXHIBITION

The story of Dolores Huerta and her skills as a contract negotiator, publicist, organizer, strategist, teacher and mother will be shared in the Smithsonian Institution Traveling Exhibition Service's new bilingual (Spanish and English) exhibition, "Dolores Huerta: Revolution in the Fields/Revolución en los Campos." The exhibition will be on view through Aug. 20 at Irving Archives & Museum, 801 W. Irving Blvd.



"Dolores Huerta" will feature reproductions of historic and personal photographs, and graphic elements, as well as a free, mobile tour smartphone app featuring interviews with Huerta and a short bilingual documentary video.

The exhibition will detail Huerta's life from her early influences — such as her mother Alicia and mentor Fred Ross, who led to her groundbreaking time as the female voice in the traditionally male-dominated farm workers' movement — through the United Farm Workers' grape boycotts and landmark agreements with the grape-growing conglomerates. The exhibition will also feature many of the people who worked with Huerta on the farm workers' movement, including fellow organizers Larry Itliong, César Chávez and artistic contributors like Xavier Viramontes and El Teatro Campesino.

Before the movement, the California grape laborers faced open discrimination, below-poverty wages and dangerously unsafe working and living conditions. Huerta and her colleagues sacrificed their own well-being to challenge the system and galvanize solidarity for a better life for them. Yet Huerta's name and impact often are overlooked, including the misattribution of her coined phrase, "Yes, we can! / ¡Sí, se puede!" to other historical figures. When most women were still expected to play primarily domestic roles, Huerta introduced new models of womanhood as an energetic picket captain, persuasive lobbyist and unyielding negotiator.

"Dolores Huerta: Revolution in the Fields/Revolución en los Campos" is organized by the Smithsonian Institution Traveling Exhibition Service in collaboration with the Smithsonian's National Portrait Gallery. This exhibition received federal support from the Latino Initiatives Pool, administered by the Smithsonian Latino Center.

Plan a visit to explore all the exhibits, Spark! Lab and gift shop. The Irving Archives and Museum, located at 801 W. Irving Blvd., is open Wednesday through Saturday 10 a.m. to 4 p.m. and Sunday from noon to 4 p.m.

Visit [IrvingArchivesandMuseum.com](http://IrvingArchivesandMuseum.com) for additional information including ticket prices and current exhibits. ■

# Irving Summer Fun

Summer Hours Begin June 3

### Aquatic Centers

**Cimarron Family Aquatic Center** | 199 Red River Trail  
Thursday, Friday & Saturday | 2 to 8 p.m.  
Closed Monday, Tuesday, Wednesday & Sunday

**West Irving Aquatic Center** | 3701 Conflans Road  
Friday, Saturday & Sunday | 2 to 8 p.m.  
Closed Monday, Tuesday, Wednesday & Thursday

### Indoor/Outdoor Pools

**Heritage Aquatic Center (Indoor)** | 200 S. Jefferson St.  
Monday, Tuesday & Wednesday | 7 a.m. to Noon & 5 to 9 p.m.  
Closed Thursday, Friday, Saturday & Sunday

**North Lake Natatorium (Indoor)** | 5001 N. MacArthur Blvd.  
Monday, Tuesday & Wednesday | 7 a.m. to Noon & 5 to 9 p.m.  
Closed Thursday, Friday, Saturday & Sunday

**Senter Park Pool (Outdoor)** | 901 S. Senter Road  
Monday, Tuesday & Wednesday | 2 to 8 p.m.  
Closed Thursday, Friday, Saturday & Sunday

### Spray Parks

**Northwest Spray Park** | 2800 Cheyenne St.  
**Southwest Spray Park** | 2800 Shady Grove Road  
Monday through Friday | 11 a.m. to 8 p.m.

CityofIrving.org/Aquatics

SCAN ME

PLEASE JOIN US!

We are a BLUE STAR MUSEUM

presented by NATIONAL ENDOWMENT FOR THE ARTS and BLUE STAR FAMILIES

arts.gov/bluestarmuseums

MAY 20 - SEPTEMBER 4, 2023

#BLUESTARMUSEUMS

As a member of the Blue Star Museums network, Irving Archives & Museum will offer FREE admission to active-duty military personnel and their families starting on Armed Forces Day through Labor Day.



# Parks and Recreation Activities



## Cimarron Park Recreation Center

201 Red River Trail | (972) 910-0702

- **June 26-29 | Intro to Drones**  
9:30 to 11:30 a.m. | Ages 11-15 | \$10  
Participants will learn and practice various flying skills. Drills will include both indoor and outdoor techniques.
- **Summer Teen Field Trip Series**  
Ages 10-15 | \$15 per trip
  - **June 9 | Hydrous Wake Park**
  - **July 14 | Andretti Go-Karting**
  - **Aug. 4 | Nerfie's Experience**
 Explore new activities, make friends and take learning to a whole new level.

## Heritage Senior Center

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

- **June 13 | Championship Chili**  
1 to 2 p.m. | Ages 50 and older | \$5  
Discover the world of competition chili and find out what it is all about. Hear stories, see pictures and taste chili. RSVP by June 6.

## Mustang Park Recreation Center

2223 Kinwest Parkway | (972) 556-1334

- **Mondays and Wednesdays | Youth Archery**  
11 a.m. to 1 p.m. | Ages 8-12 | Free  
Learn the fundamentals of archery. Whether a beginner or an expert, all are welcome. Snacks and drinks will be provided.
- **Saturdays | Basketball Hoops and Drills**  
10 to 11 a.m. | Ages 8-12 | Free  
Come out and review the fundamentals of basketball with shooting, passing and dribbling.

## Northwest Park Recreation Center

2800 Cheyenne St. | (972) 721-2529

- **June 30 | Red, White & Blue Celebration**  
10 a.m. to 2 p.m. | Grades K-5 | \$5  
Celebrate Independence Day early with games, crafts and refreshments. RSVP by June 21.



## Senter Recreation Center

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

- **June 13-15 | Josh Howard Basketball Camp**  
10 a.m. to 2 p.m. | Grades 6-10 | Free  
Join the Josh Howard Basketball Camp to learn skills, drills and play a game.



## IRVING INDOOR AQUATIC ACTIVITIES

Irving Aquatics has a variety of activities available year-round. Check out a few of the highlighted activities below and for more information, visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).



Visit [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) to register online for any aquatic activities.

**June 5-28 | Night Steppers Water Aerobics**  
Monday & Wednesday | 6:30 to 7:15 p.m. | 18+ | \$2  
Heritage Aquatic Center  
Join this upbeat evening class to increase strength, endurance and flexibility.

**June 10 | AquaStars**  
noon to 2 p.m. | Under 18 | Cimarron Family Aquatic Center  
Every second Saturday AquaStars provides special needs children with an opportunity to experience the excitement of water play. The program is designed for children with special needs, ages 18 and under. Participants must be accompanied by an adult or guardian.

**June 22 | Mermaids and Pirates Movie Series: Hook**  
7 to 10 p.m. | All ages | Pool Admission | Cimarron Family Aquatic Center  
Bring the whole family out for an evening of swimming and movie fun!

**June 26-30 | Junior Guard Camp**  
9 a.m. to 5 p.m. | 11-14 | Free | North Lake Natatorium  
This course will teach water safety by introducing participants to the duties and responsibilities of a lifeguard. Provides a foundation of knowledge and skills in preparation for the American Red Cross Lifeguarding course. Participants must demonstrate the following before registering: 25 yards front crawl, 25 yards breaststroke and water competency sequence.

**ANIMAL CONNECTION EXPERIENCE AT FRITZ PARK**  
312 E. Vilbig St.

**OPEN JUNE 3 THRU JULY 30**  
[CityofIrving.org/FritzPark](http://CityofIrving.org/FritzPark)

# Summer Reading Challenge & Library Programs



## SUMMER READING CHALLENGE

June and July are booked with the Irving Public Library Summer Reading Challenge: Only Mysteries in the Library. All ages may earn prizes just by reading. Register in person at a library location or online at [IrvingLibrary.ReadSquared.com](http://IrvingLibrary.ReadSquared.com). For a full list of all the upcoming activities, see [CityofIrving.org/SRC](http://CityofIrving.org/SRC).

- **June 6 | Author Julie Murphy** at South Irving Library
  - **2 p.m. | Creepy Barn Crafts** | Teens
  - **7 p.m. | "Camp Sylvania" Book Launch** | All ages  
At 2 p.m., teens are invited to an afternoon of making crafts with author Julie Murphy. At 7 p.m., all ages are welcome to celebrate the launch of her latest book, "Camp Sylvania," with an audience Q&A, book sales and signing to follow.
- **June 12 | Mystery Ingredient Kitchen Series**  
2 p.m. | West Irving Library | Grades 8-12  
Experience the thrills of cooking with a professional chef. Registration is required by contacting West Irving Library at (972) 721-2691.
- **June 13 & 19 | James Wand Magic Show**
  - **June 13 | 2:30 p.m.** | West Irving Library | Kids
  - **June 19 | 2:30 p.m.** | South Irving Library | Kids  
Magician James Wand mesmerizes and mystifies at these special summer shows.
- **June 16 & 28 | KidsNotes**
  - **June 16 | 11 a.m.** | West Irving Library | Kids
  - **June 28 | 2:30 p.m.** | Valley Ranch Library | Kids  
Explore musical mysteries with the Las Colinas Symphony Orchestra.

## JUNE SCHEDULE & PROGRAMS

Each library location offers free programs and activities for all ages and interests. Visit the online calendar at [CityofIrving.org/Library](http://CityofIrving.org/Library) for more information. In addition, the online library is always open by visiting the website and social media.

Contact (972) 721-2440 for information about MiY Zone Makerspace program registration requirements. This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-249990-OLS-21). (2021)

- **June 1-30 | MiY Zone: Sew a Corner Bookmark**  
MiY Zone hours | South Irving Library | Adults  
Pick up a kit containing all the materials needed to create an edgy bookmark.
- **June 1-July 31 | MiY Zone: HIVE Project**  
MiY Zone hours | Valley Ranch Library | Adults  
Personalize a precut hexagon to decorate the Valley Ranch Library MiY Zone.
- **June 10 | Chautauqua Presents Window to the Wild**  
1 p.m. | South Irving Library | All ages  
Watch this indoor free-flight bird program.
- **June 16 | Friday Night Library: Let's Go Camping**  
7 p.m. | South Irving Library | All ages  
Enjoy crafts, s'mores, games and a bear hunt.
- **June 22 | Think Green ... Be Green: DFW Urban Wildlife**  
6 p.m. | Valley Ranch Library | Adults  
Appreciate local wildlife in this program presented by the City of Irving Think Green ... Be Green team.
- **June 30 | MiY Kids Edible Education: Pancakes**  
2:30 p.m. | West Irving Library | Ages 9 and older  
Make a pancake recipe from scratch and show off plating skills by presenting this culinary work of art to family and friends. Registration is required by contacting West Irving Library.



## FRIENDS OF IRVING PUBLIC LIBRARY ANNUAL BOOK SALE

Solve the mystery of what to do this summer by stocking up on books, movies, music and more during the annual sale at 3000 Rock Island Road. Friends memberships are available at the door.

- **June 9 | 3 to 7 p.m.** | Members-only preview
- **June 10 | 10 a.m. to 4 p.m.** | Open to the public
- **June 11 | 1 to 4 p.m.** | Open to the public

For more information, see the Friends website at [FriendsOfIrvingLibrary.com](http://FriendsOfIrvingLibrary.com). ■





## IRVING'S 2022 WATER QUALITY REPORT AVAILABLE ONLINE

In accordance with Congress' 1996 amendment to the Safe Drinking Water Act, all water utilities, including the City of Irving Water Utilities Department, must provide an annual report on drinking water quality. Each year, the Texas Commission on Environmental Quality and the City of Dallas provide water quality data that is compiled into a report and made available to Irving water customers by July 1.



Data gathered from ongoing testing confirms Irving's tap water is safe to drink and meets or exceeds all standards set by the U.S. Environmental Protection Agency.

To learn more about the sources of the city's water supply, as well as detailed information on the substances contained therein, review the City of Irving's 2022 Water Quality Report at [CityofIrving.org/Water-Report](http://CityofIrving.org/Water-Report).



## HOME CHEMICAL COLLECTION RECYCLING EVENT JUNE 24

Solid Waste Services will offer a household hazardous waste collection recycling event for Irving residents on Saturday, June 24 from 9 a.m. to 1 p.m. at 128 N. Briery Road.

Items accepted include:

- Aerosol sprays
- Automotive fluids and oil filters
- Batteries of all kinds
- Chemical products for home use
- Computers and cellphones
- Craft and hobby supplies
- Fluorescent light tubes
- Household cleaners and polishes
- Lawn and garden chemicals
- Paint and home repair products
- Pool chemicals

Residents must register online to request a voucher to participate in the event through Solid Waste Services by calling (972) 721-8059. Visit [CityofIrving.org/Solid-Waste-Services](http://CityofIrving.org/Solid-Waste-Services) for more information.



## Irving's Summer Overlay Project Begins in June



Year six of the Road to the Future Summer Overlay Project will begin in June with improvements scheduled on 17 roadways across the city. The City of Irving Traffic and Transportation Department's Streets Division will begin work on roadways that range from major corridors to residential streets.

### The following streets are included in the 2023 Summer Overlay Project:

- Bolden Road, from Oakdale Road to Nursery Road
- Shorthorn Drive, from East Campus Drive to Gateway Drive
- William Dehaes Drive, from Northgate Drive to Walnut Hill Lane
- Belt Line Road, from Walnut Hill Lane to Story Road
- East Cortez Court
- West Cortez Court
- Pennington Street, from Harvard Street to Witton Street
- Wingren Parkway, from Northgate Drive to the north end
- San Carlos Court, from Rochelle Road to the end
- San Mateo Court, from Northgate Drive to the end
- La Paz Court

- Valley Ranch Parkway, from MacArthur Boulevard to Ranchview Parkway
- Williamsburg Road, from Jamestown Drive to Herring Avenue
- MacArthur Boulevard, from Byron Nelson Way to State Highway 114
- Kinwest Parkway, from Mustang Pass Parkway to MacArthur Boulevard
- Byron Nelson Way, from Leland Boulevard to MacArthur Boulevard
- San Jose Street, from Coronado Street to Northgate Drive

Crews will mill and overlay the roads, removing existing asphalt down to a street's base. Then an asphalt crew will follow behind, laying and paving new asphalt. The process can be completed in a few weeks, weather permitting.

Drivers are reminded to drive slowly, stay alert and look out for crews, pedestrians and other drivers. Do not text and drive, and be patient when driving in work zones.

Visit [CityofIrving.org/Road2Future](http://CityofIrving.org/Road2Future) for a full list of street projects.

## Fentanyl Warning: One Pill Can Kill

The Irving Police Department has issued a stern warning to residents, especially teens: stay away from fentanyl. Prescribed to treat chronic pain, fentanyl is a synthetic opioid similar to morphine but about 100 times more potent. In fact, an amount no larger than the tip of a pencil can be lethal. Just one pill can kill!



In 2022, Irving had six fentanyl overdoses involving a person under the age of 18. Irving officers also report a rise in fentanyl-related cases and arrests. Parents are strongly encouraged to speak to their children about the dangers of fentanyl. The drug is often mixed with other illicit drugs and stamped into pills to look like prescription medication. Often, overdose victims are unaware they are taking the drug. The Irving Police Department has partnered with area school districts to meet with students as young as fourth grade to discuss the dangers of drug use, especially fentanyl.

To read more about fentanyl, including emoji codes the Drug Enforcement Administration says drug traffickers use on social media, visit [CityofIrving.org/Police](http://CityofIrving.org/Police).



## Irving Police: Celebrate July 4 Responsibly

Irving Police reminds residents that fireworks and celebratory gun fire are dangerous and illegal in the City of Irving. Report violations to the nonemergency number at (972) 273-1010. Follow [@IrvingPolice](https://twitter.com/IrvingPolice) on social media for more safety tips.



## Supplies for Success Drive Starts June 12

The City of Irving, Irving Fire Department, Irving Schools Foundation and several other organizations are teaming up for the annual "Supplies for Success Drive," running June 12 through July 21. For the past 17 years, the drive has collected and distributed school supplies to Irving Independent School District students from low-income families.

Visit [CityofIrving.org/Supplies](http://CityofIrving.org/Supplies) for a full list of school supplies. Organizers say backpacks are the most requested item, but students need an array of supplies from folders to colored pencils.

Donations can be dropped off at any Irving fire station. Visit [CityofIrving.org/Fire](http://CityofIrving.org/Fire) to find a station.

### New supplies needed include:

- Washable Markers (eight-count)
- Crayons (24 count)
- Small Scissors
- Backpacks (no wheels)
- Pencil Boxes
- Notebook Paper
- Composition Books
- Headphones
- Glue Sticks



Financial donations are also accepted. Checks can be made payable to Irving Schools Foundation and mailed to the foundation at P.O. Box 152637, Irving, TX 75015. Donations also can be made online at [IrvingSchoolsFoundation.org/Donation](http://IrvingSchoolsFoundation.org/Donation).

Families in need of supplies should contact their school directly. For more information about Supplies for Success, call (972) 721-4909.





**Inmotion**  
THE OFFICIAL NEWSLETTER OF  
DALLAS AREA RAPID TRANSIT

DART  
FOR  
TEXT BUS  
BY STOP ID:  
DART  
32368  
TO 41411  
OR SCAN:



# MAKING DART MORE ACCESSIBLE

PROGRESS REPORT FY 2022



# GOPASS® INTEGRATES MORE TRANSIT AGENCIES, NEW FEATURES



DART released the GoPass mobile ticketing and trip planning app in 2013. Since then, the app has reached over 1.9 million downloads and 15 million pass sales.

While most transactions and usage are from DART riders, the agency has integrated seven other public transit agencies into the app. DART's original partners are Trinity Metro and the Denton County Transportation Authority. Transit riders can also plan trips and buy passes for Corpus Christi Regional Transportation Authority, Citibus Lubbock, Collin County Transit, STAR Transit, and Tulsa Transit. Charlotte Area Transit System and Minnesota Valley Transit Authority license white-label versions of the GoPass app, which means the app uses the GoPass platform, but the transit agency branded the app under another name.

Improvements to the GoPass app include new features that make trip planning easier and the ability to opt into Uber service within a GoLink zone.

In 2022, DART added the ability to scan the QR codes on the new bus stop signs to link directly into the GoPass app and locate the next bus at that stop. The app has direct links to DART and Trinity Metro's ELERTS See Say incident reporting systems in the Transit Security section.

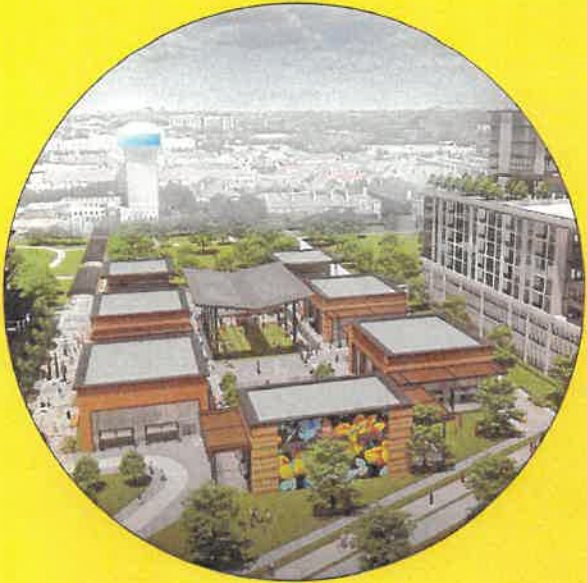
GoPass' improved trip-planning tool provides real-time vehicle locations and the ability to book on-demand microtransit trips on DART GoLink, DCTA GoZone, and Trinity Metro ZipZone.

In January, DART integrated Uber services into the GoPass app as part of the GoLink service, an industry-first development. Once riders opt into the Uber option, they can schedule Uber trips within a GoLink zone without needing an Uber account, Uber payment credentials, or even the Uber app. The deep integration of Uber will reduce wait times for GoLink service and reduce the overall operating cost of GoLink to DART.

The agency is now working on improvements to trip planning and rider alert notifications.

ICVB (Visit Irving)  
well represented!

## ADDISON NAMES DEVELOPERS FOR SILVER LINE STATION SITE



DART has partnered with the Town of Addison through an innovative ground lease structure that allows for the inclusion of DART's Addison Station property in Addison's transit-oriented development project.

The Town of Addison selected AMLI Residential and Stream Realty Partners as the master developers to build a signature 18-acre transit-oriented development on city-owned land adjacent to the future Addison Station on DART's Silver Line.

Addison Circle Park, which abuts the development, will serve as the green space anchoring the high-density lifestyle center.

Phase one of the project will include Class A office space, two luxury multifamily buildings with first-floor retail space, and a large parking structure. The plans also feature a 45,000-square foot entertainment complex.

Phase one of the development is slated to be completed prior to the opening of the Silver Line, which DART now expects to open in late 2025 to mid-2026.

## WELLS FARGO TO ANCHOR FUTURE IRVING-LAS COLINAS NORTHSHORE DISTRICT

Wells Fargo broke ground in April 2023 on its multi-tower regional corporate office campus in the Las Colinas area of Irving. The 22-acre site is located at the corner of West Las Colinas Boulevard and Promenade Parkway, across from the Toyota Music Factory, the Westin Hotel, and the Irving Convention Center.

The project will include two 10-story office towers. Wells Fargo will bring about 3,000 employees, currently working in offices across DFW, together at the new campus.

Wells Fargo's agreement with the city of Irving state that they will occupy the new buildings by December 2025, but the financial services company expects to open the campus sooner.

Wells Fargo's regional offices will anchor an adjacent mixed-use development called the Northshore District, so named because the land is on the north shore of Lake Carolyn. Mirasol Capital, the Dallas-based investment firm that sold the land to Wells Fargo, is planning the complementary project that will include retail, restaurants, green space, and high-end apartments.

Both developments will be in easy walking distance of DART's Irving Convention Center Station and bus service along West Las Colinas Boulevard.





Texas Governor Greg Abbott, Irving Mayor Rick Stopfer, and city and corporate leaders officially broke ground on the new 22-acre Wells Fargo campus near Las Colinas Boulevard and Promenade Parkway, close to the Irving Convention Center, Toyota Music Factory, and DART's Irving Convention Center Station.





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST June 2023

Legend	
<b>Permit Pending</b>	Plans are being reviewed
<b>Permit Approved</b>	Plans are approved, but the applicant has not paid all fees and picked up the permit
<b>Permit Issued</b>	Plan review is complete, and the applicant has paid all fees and picked up the permit
<b>Permit Planned</b>	Development project with an estimated application date
<b>Verification</b>	The date that the viability of the project was confirmed
<b>C-FB</b>	Carrollton-Farmers Branch ISD

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr - N/A	2,110 SF	\$633,000	Permit Pending	3/3/2020	B2002-0378	C-FB	Mar-20
2	Woodwind Apts. (3 Bldgs)	3811-3831 Pleasant Run Rd.	Apts - 66 units	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	2022-10-7423	Irving	Dec-22
3	Rosewood Las Colinas	4955 Fuller Dr.	Apts - 370 units	655,292 SF	\$68,000,000	Permit Approved	1/11/2023	2023-01-151	Irving	Jun-23
4	Villa Valencia 4plex	311 Rolston Rd.	Apts - 4 units	3,270 SF	\$400,000	Permit Approved	1/12/2023	2022-12-9654	Irving	May-23
5	Brownstones Bldg. 10	101 Decker Dr.	Apts - 2 units	6,637 SF	\$597,000	Permit Issued	1/23/2023	2023-01-628/632	Irving	May-23
6	Savannah Apts	360 O' Connor Ridge Blvd.	Apts - 8 units	37,758 SF	\$4,800,000	Permit Pending	4/28/2023	2023-04-3452	Irving	May-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	2 Office Bldgs	1307 N. Belt Line Rd.	Office	2,400 SF /4,000 SF	\$1,400,000	Permit Issued	8/3/2021	2022-09-6622	Irving	May-23
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	2022-12-8995	C-FB	Jan-23
3	Wells Fargo Office	401 W Las Colinas Blvd.	Office	858,204 SF	\$239,000,000	Permit Issued	12/13/2022	2022-12-9331	Irving	Mar-23
4	Wells Fargo Parking Garage	451 Promenade Pkwy.	Parking Garage	1,257,208 SF	\$53,100,000	Permit Issued	12/13/2022	2022-12-9333	Irving	Jun-23
5	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
6	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
7	Liberty Demolition Addn.	6000 Valley View Ln.	Office	7132 SF	\$1,500,000	Permit Issued	3/2/2023	2023-02-1475	C-FB	Jun-23
8	Shell Bldg.	200 W. John Carpenter Fwy.	Office	15,276 SF	\$2,200,000	Permit Pending	4/21/2023	2023-04-3025	Irving	May-23
9	Shell Bldg.	230 W. John Carpenter Fwy.	Office	10,888 SF	\$1,600,000	Permit Pending	4/21/2023	2023-04-3026	Irving	May-23
10	Shell Bldg.	210 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3027	Irving	May-23
11	Shell Bldg.	220 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3028	Irving	May-23
12	Shell Bldg.	240 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3029	Irving	May-23
13	Shell Bldg.	260 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3030	Irving	May-23
14	Shell Bldg.	250 W. John Carpenter Fwy.	Office	7,751 SF	\$1,100,000	Permit Pending	4/21/2023	2023-04-3031	Irving	May-23

### WAREHOUSING/INDUSTRIAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	B2108-0346	Irving	Sep-21
2	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Issued	12/29/2021	B2112-0276	Irving	Apr-23
3	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	2022-05-2764	Irving	Jun-22
4	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	2022-06-3813	Irving	Dec-22
5	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Issued	7/29/2022	2022-06-3932	C-FB/Irving	Jun-23
6	OTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
7	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Pending	12/5/2022	2022-11-8849	Irving	Jan-23
8	Classic Leasing	2101 Gateway Dr.	Warehouse	16,219 SF	\$7,400,000	Permit Issued	12/27/2022	2022-12-9608	C-FB	Apr-23
9	Shell Bldg.	4651 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	2023-02-848	Irving	Feb-23
10	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Pending	4/10/2023	2023-03-2326	Irving	May-23
11	Tire Wholesale Addn.	3321 W. Pioneer Dr.	Tire Shop	5,795 SF	\$330,000	Permit Pending	5/16/2023	2023-05-3920	Irving	Jun-23

#### RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	2022-08-5750	C-FB/Irving	Sep-22
2	Dallas Indian Motorcycles	2865 W. Airport Fwy.	Retail	15,533 SF	\$2,500,000	Permit Issued	8/25/2022	2022-08-6132	Irving	Apr-23
3	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23
4	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Pending	5/15/2023	2023-05-3939	Irving	Jun-23

#### HOTEL

#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	B2006-0183	Coppell	Jul-20
2	Staybridge Suites	TBD N. S. H. 161	Hotel - 126 Units	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	2022-04-1575	Irving	May-22

#### RESTAURANT

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Fogo De Chao	3080 Ranch Trail	Restaurant	9,705 SF	\$2,000,000	Permit Issued	12/20/2022	2022-12-9541	Coppell	Apr-23
2	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	2023-01-744	Coppell	Feb-23
3	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

#### INSTITUTIONAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Iglesia Evangelica	1306 N. Union Bower	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	B2202-0087	Irving	Mar-22
2	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/School	24,414 SF	\$12,500,000	Permit Issued	10/5/2022	2022-10-7383	Irving	Jun-23
3	COI Fire Station	135 S. Jefferson St.	Fire Station	10,200 SF	\$7,500,000	Permit Issued	12/27/2022	2022-12-9646	Irving	Mar-23
4	COI VVMC Warehouse	333 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Pending	3/22/2023	2023-03-2183	Grand Prairie	Apr-23

#### NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES

DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
May-23	5	\$2,440,238	5	\$2,440,238	0	\$0	0	\$0

Note: This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 26, 2023**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**



# ICVB Memorandum



Date: June 12, 2023  
To: Maura Gast, FCDME, Executive Director  
From: Lori Fojtasek, Vice President, Sales & Services  
RE: Sales & Services Department Board Report for May 2023

## Convention Sales Activities

Leads Generated	May	YTD
Irving CVB – Hotel Leads	134	1167
Irving Convention Center Leads	21	216

## May

Room Nights Generated	Monthly Goal	May 2023 Actuals	May 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	May Convention Center	Convention Center YTD
Definite Room Nights	9012	14258	7153	108143	93443	47644	1075	20992
Lost Room Nights		24898			283766	268977	10569	145923

## Travel & Activity

May	Organization	Event	Location
3-7	HelmsBriscoe	Annual Business Conference	Denver
8-11	Sports ETA	Tradeshow	Kansas City
22-24	Christian Meetings & Conventions Association	Annual Conference	Lake Conroe
30-6/1	Fraternity Executives Association	Annual Convention	Desert Springs

## Customer Services Activity May Servicing & Inventory

Groups Serviced	
May	14
YTD	250

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	1 Mayoral/Council Appearance/ Letter
Name Badge/Lanyard Services	6	3017 Badges/ 2025 Lanyards
Pens	6	1945
Bags	3	1100
Promotional Materials	12	400 Restaurant Maps/3025 TMF maps/ 1100 Water Street
Staffing Services	4	72 Event Hours

**Event Location:**                      **Hotels: 5**              **Irving Convention Center: 9**              **Other: 0**

### Proclamations/Welcomes/Flags:

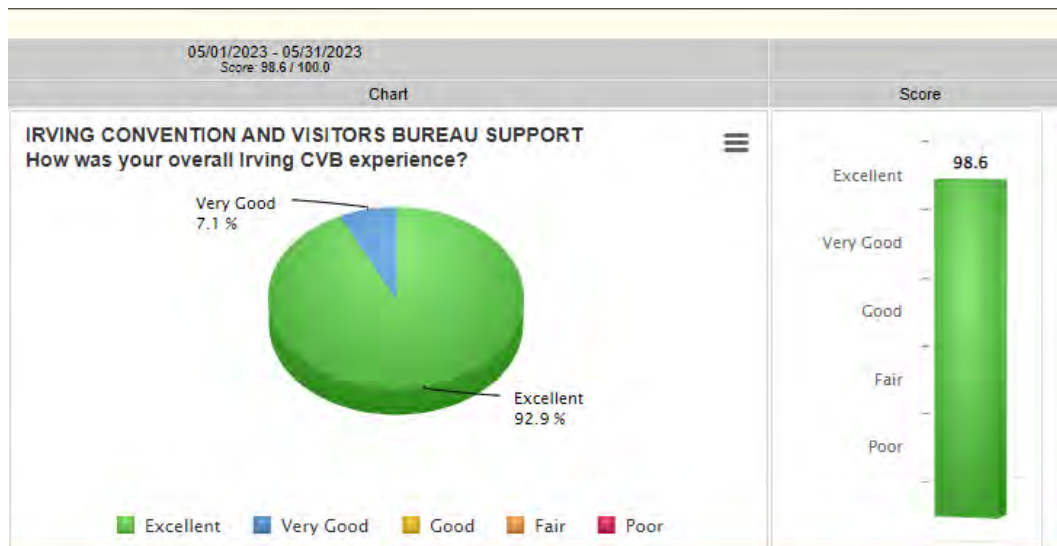
- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer
- Mayor/Elected Official Welcome - North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Pro-Tem Al Zapanta
- Mayor/Elected Official Welcome/Ribbon Cutting - Great American Franchise EXPO, March 25, 2023, Deputy Mayor Pro Tem, Phil Riddle
- Mayor/Elected Official Welcome/Ribbon Cutting - DFW Minority Supplier Showcase, April 20, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Ribbon Cutting – North Texas Business Alliance, May 1, 2023
- Mayor/Elected Official Welcome - Camouflage to Corporate, May 4, 2023, Mayor Stopfer- Pending

# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience?



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



## Definite Bookings June - August 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United States Military Entrance Processing Command	MEPS June 2023	6/1/2023	6/30/2023	27	567
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	6/1/2023	6/4/2023	180	180
McKesson Corporation	FY24 Accelerate High Potential Program - Module 1 - Grow Yourself (Launch)	6/4/2023	6/8/2023	32	85
St. Louis Cardinals	St Louis Cardinals vs Texas Rangers	6/4/2023	6/7/2023	240	240
Nalu Medical	Nalu Meeting	6/4/2023	6/8/2023	15	75
Gainwell Technologies	GWT ELT DDI Deep Dive Prep - June 2023	6/4/2023	6/9/2023	25	36
McKesson Corporation	ID#15735 Regulatory Affairs Team Meeting June 2023	6/5/2023	6/8/2023	105	233
Vizient, Inc.	Vizient, Inc. 2023 Burch Team Meeting	6/5/2023	6/7/2023	90	230
New Western Acquisitions	New Western June Meeting	6/5/2023	6/6/2023	130	40
The Petroleum Alliance of Oklahoma	OIPA Annual Meeting 2023	6/6/2023	6/10/2023	300	688
Wolf & White Limited	Redken Symposium on Tour	6/7/2023	6/13/2023	2500	1806
Texas Funeral Directors Association	TFDA 2023 Annual Convention and Expo	6/11/2023	6/14/2023	300	720
McKesson Corporation	ID#16029 2023 June APP Onboarding Course	6/11/2023	6/15/2023	40	200
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers	6/15/2023	6/18/2023	240	240
McKesson Corporation	ID#16640 Ontada Scientific Team Meeting	6/19/2023	6/21/2023	75	107
PAMM Expo, LLC	Model & Talent Expo 2023	6/20/2023	6/25/2023	800	1546
Steubenville	Steubenville / Life Teen	6/21/2023	6/25/2023	5000	3050
Vizient, Inc.	Vizient, Inc. 2023 P2P Midyear All Hands Meeting	6/21/2023	6/22/2023	140	30
Texas Hearing Aid Association	THAA 2023 Annual Conference	6/22/2023	6/24/2023	200	280
Delta Kappa Gamma Society International	DKG Leadership Retreat July 2023	6/22/2023	6/25/2023	200	385

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Detroit Tigers Baseball Club	Detroit Tigers vs Texas Rangers	6/25/2023	6/29/2023	312	312
McKesson Corporation	PSaS Legal Team Meeting	6/26/2023	6/28/2023	70	149
TruckSpy	Linehaul Summit	6/28/2023	6/30/2023	1000	702
Prestressed Concrete Manufacturers Association	Prestressed Concrete Manufacturers Association - June 2023 Meeting	6/28/2023	7/1/2023	80	146
Family Reunion	McAfee Family Reunion	6/30/2023	7/2/2023	100	60
United States Military Entrance Processing Command,	MEPS July 2023	7/1/2023	7/31/2023	27	594
Mbaise USA	Mbaise USA - Dallas 2023	7/5/2023	7/9/2023	1000	1240
Handbell Musicians of America	Handbell Musicians of America National Seminar 2023	7/7/2023	7/16/2023	400	1328
JLM Creative Events	Applique Getaway 2023	7/12/2023	7/17/2023	800	330
Cleveland Guardians	Cleveland Guardians vs Texas Rangers	7/13/2023	7/16/2023	230	234
Family Reunion	Stewart Taylor Reunion	7/13/2023	7/17/2023	75	120
The Church Network	2023 The Church Network Annual meeting	7/15/2023	7/23/2023	800	1828
Texas Center for the Judiciary	2023 Court Professionals Conference	7/16/2023	7/18/2023	450	1350
Tampa Bay Rays	Tampa Bay Rays vs Texas Rangers	7/16/2023	7/19/2023	240	240
Los Angeles Dodgers	Los Angeles Dodgers vs Texas Rangers	7/19/2023	7/23/2023	340	340
Big 12 Conference	CFO West Summer Clinic 2023	7/20/2023	7/23/2023	300	352
USA Water Polo	USA Water Polo Junior Olympics Sessions III Dallas	7/23/2023	7/31/2023	500	260
Convergint	SLEducation July 2023	7/23/2023	7/26/2023	125	248
American College of Emergency Physicians	ACEP 2023 Corporate Council Meeting	7/24/2023	7/25/2023	150	244
Conference USA	C-USA Football Officials Clinic	7/26/2023	7/28/2023	150	211
Awakening Africa Magazine	Awakening Africa	7/27/2023	7/31/2023	700	150
Umuada Igbo Organization	Umuada Igbo Summer 2023 Meeting	7/28/2023	7/29/2023	400	400
Chicago White Sox	Chicago White Sox vs Texas Rangers	7/31/2023	8/3/2023	200	240



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Clown Association	2023 Annual Conference	8/2/2023	8/5/2023	60	95
Alovea	Vision 2023	8/2/2023	8/6/2023	700	505
Vizient, Inc.	Vizient, Inc. 2023 OK/AR CEO Executive Network	8/3/2023	8/3/2023	35	22
Miami Marlins	Miami Marlins vs Texas Rangers	8/3/2023	8/6/2023	250	290
Insurance Designers of America	IDA-KOP 2023	8/6/2023	8/9/2023	70	160
Texas Cornhole League	Texas Cornhole League Ryder Cup 2023	8/9/2023	8/13/2023	1000	760
Axogen	Axogen Mid-Year Sales Meeting Jun23	8/17/2023	8/19/2023	200	394
Milwaukee Brewers	Milwaukee Brewers vs Texas Rangers	8/17/2023	8/20/2023	240	240
Texas Total Rewards Conference	Texas Total Rewards 2023 Annual Conference	8/20/2023	8/21/2023	200	200
TexSom	2023 TEXSOM Conference - Texican Court Room Block	8/23/2023	8/30/2023	500	309
TexSom	2023 TEXSOM Conference - Westin ICC Room Block	8/24/2023	8/30/2023	500	333
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2023	8/25/2023	9/3/2023	200	420

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



# Marketing Communications

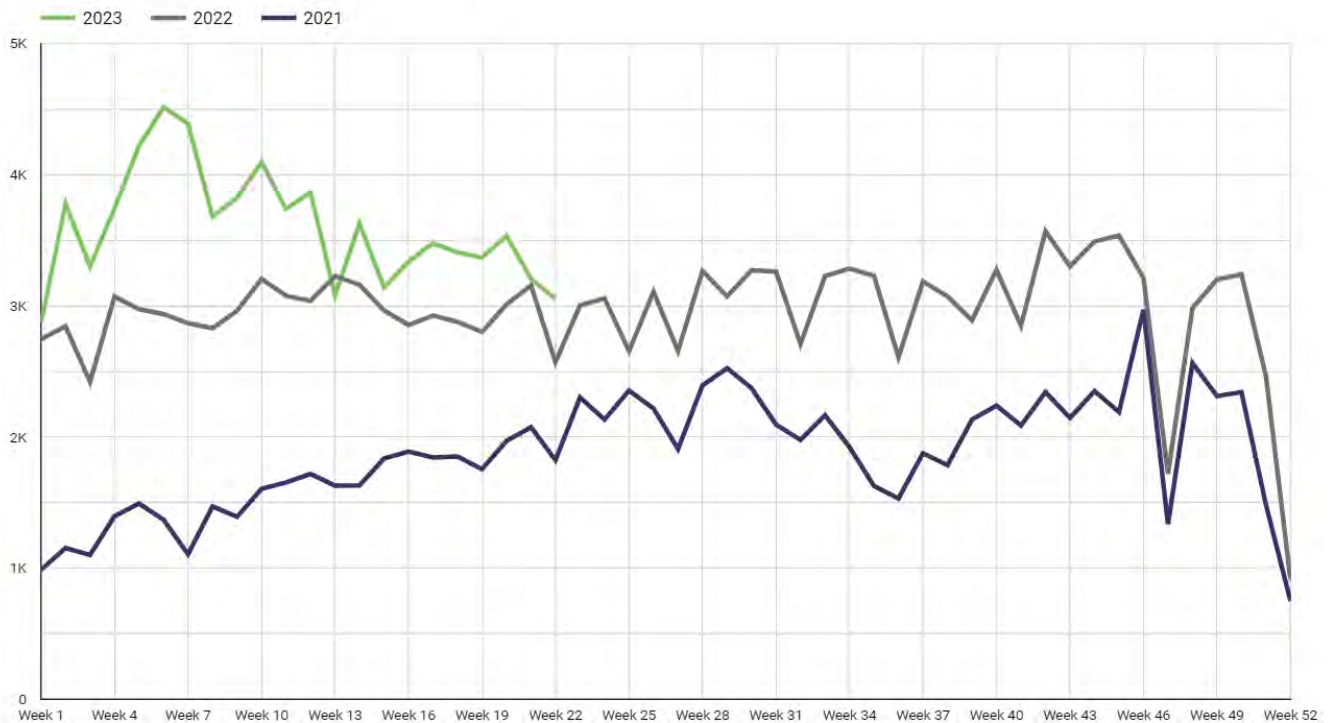
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** June 15, 2023  
**Re:** May 2023 Board Report

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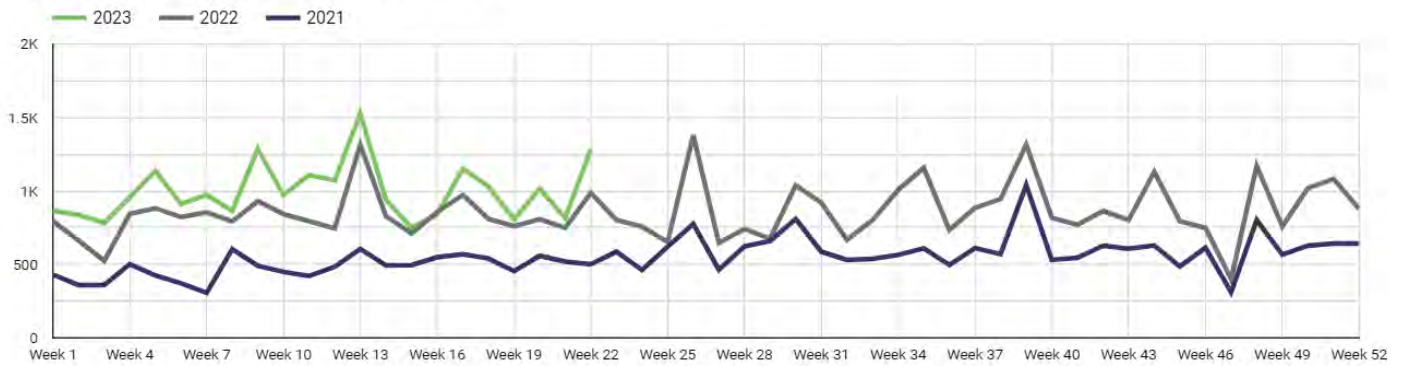
## Meeting-Sales Leads & Inquiries

The number of leads and inquiries declined in May, with 174 total prospects. This included 109 Cvent submissions, 37 website submissions, one call, and 27 email requests.

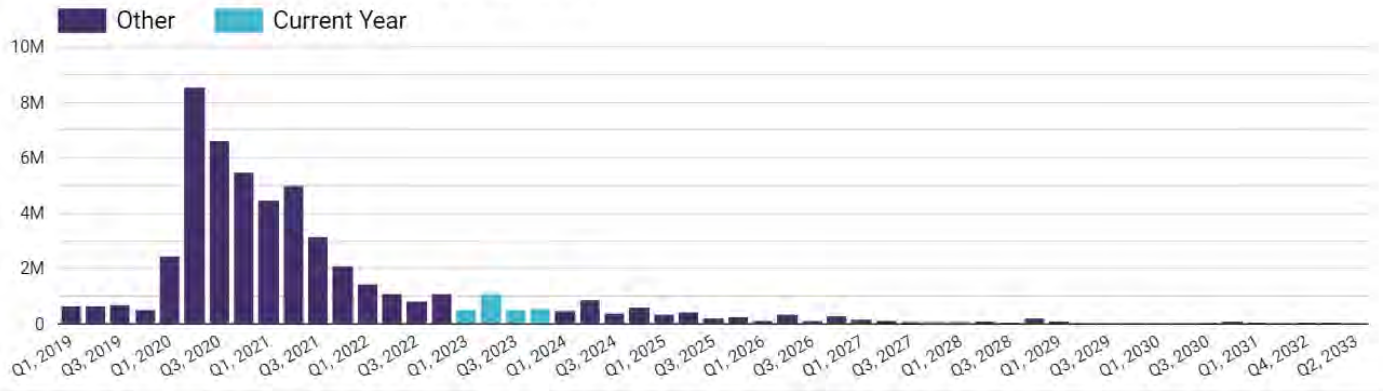
Aggregated Weekly Lead Volume of 200+ DMOs



### Aggregated Weekly Definite Volume of 200+ DMOs



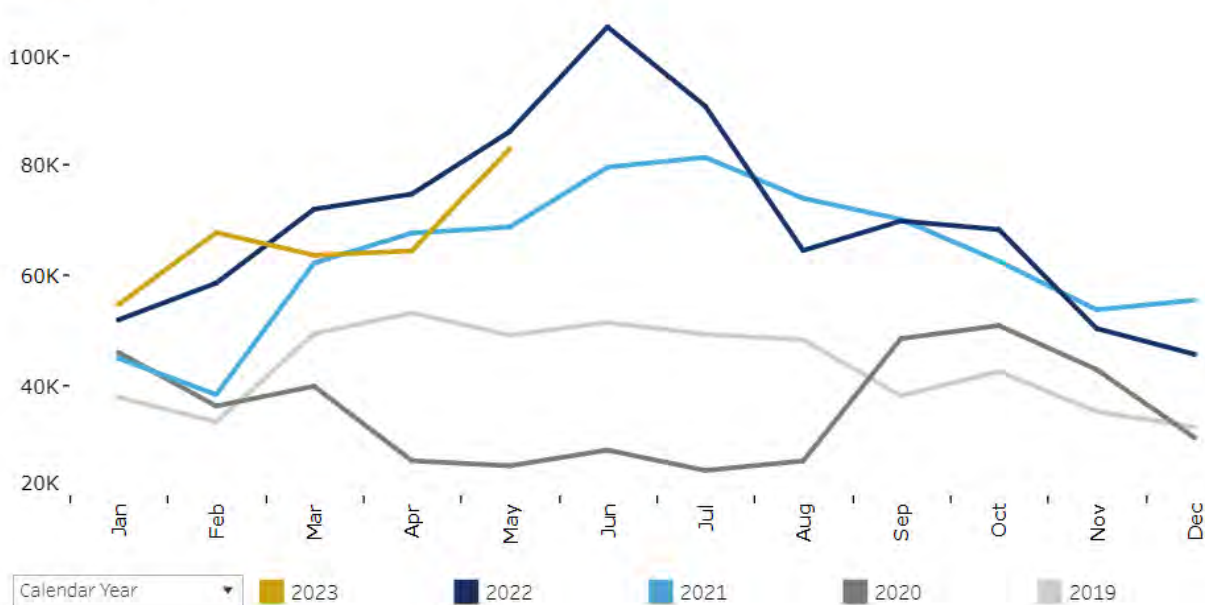
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



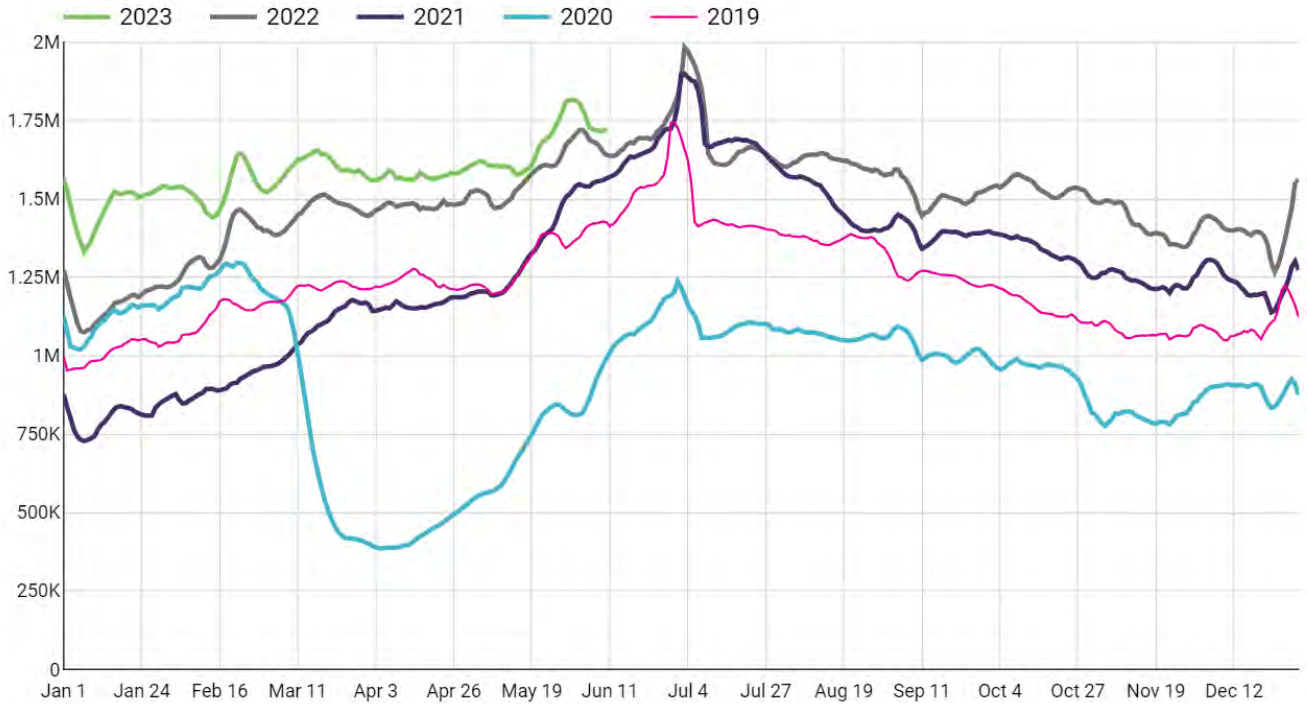
## Website Traffic

Website traffic increased in May, with 83,711 sessions to the Irvingtexas.com website. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023 and continues to outperform the previous four years.

### Sessions



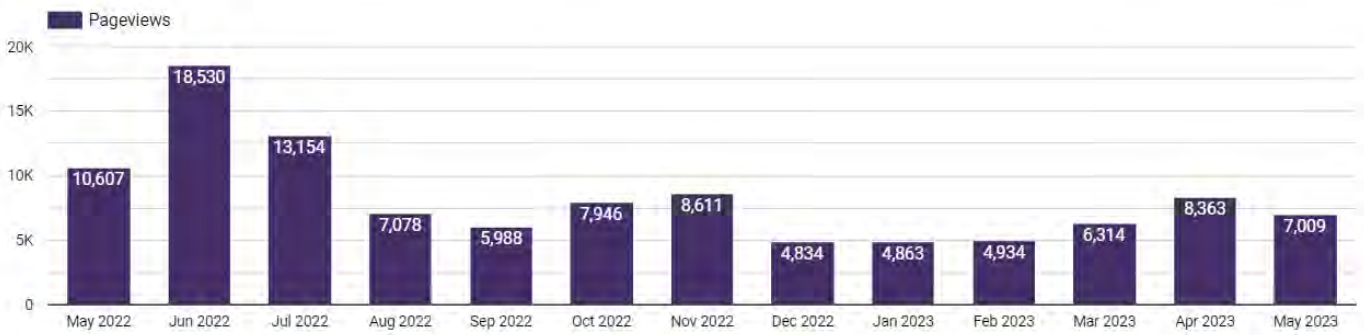
### Aggregated YOY Overall DMO Website Traffic



### Blog Traffic

Blog traffic decreased slightly in May, with 7,009 pageviews. The top posts were “Two Steppin’ in Irving,” with 1,073 pageviews, “Five Ways to Have Fun at Lake Carolyn,” with 772 pageviews, and “Top Cinco de Mayo Dining Options,” with 540 pageviews.

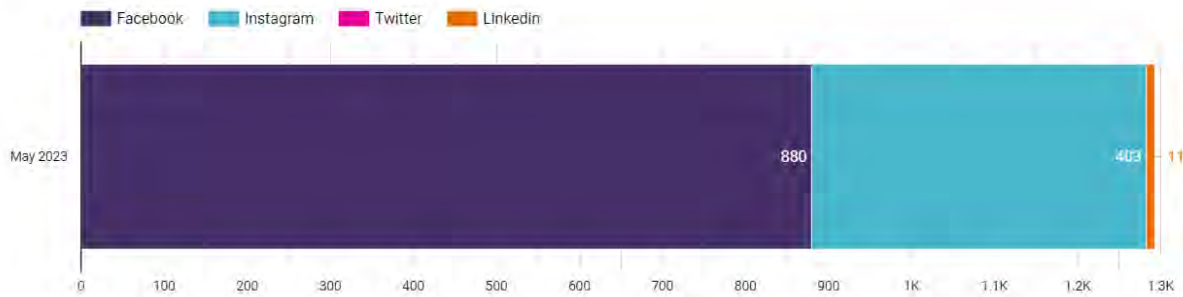
### Blog Pageviews



## Social Media

1,294 additional followers and likes were added in May, bringing the total influence to 150,545. Facebook had the most significant growth at 880 new likes, followed by Instagram with 403 and LinkedIn.

Additional Social Media Followers



## Advertising

Priceline was the top performer for website visits in May, followed by MPI and Meetings Today. Paid search had 16,417 site visits.

By Site (DCM)

Site (DCM)	Impressions	Clicks
Priceline.com	587,208	396
MPI (Multiview)	100,168	374
Meetings Today	0	186
Northstar Meetings Group	28,034	69
greenspring.com	111,137	41
Tegna	139,608	34
conferencedirect.com	0	19
RCMA - Meetings	0	7

Advertising Engagement - Clicks



## Staycations Campaign

In May, the Staycations campaign generated 7,943 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 94,313 hotel referrals, representing over \$32 million in Potential Economic Value.

## Micro-Campaigns

To date, the micro-campaigns have generated 25,941 hotel referrals, representing over \$7.8 million in Potential Economic Value.

## Promoted Content Campaign:

In May, the Promoted Content Campaign, highlighting local businesses through the ICVB blog and social media, generated 75,372 post engagements and 1,320 blog visits.

## Earned Media






IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	349,444,293		546,593,209
ADVERTISING EQUIVALENCY <sup>+</sup>	\$760,301	\$1,060,148	\$2,227,091		\$4,047,540
PUBLIC RELATIONS VALUE <sup>**</sup>	\$2,280,903	\$3,180,444	\$6,681,273		\$12,142,620

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

<sup>+</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

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

## Attachments

-  CVENT Top 50 Meeting Destinations in North America
-  May Social Media Overview
-  May Blog Performance Overview
-  May Visit Irving Social Stats
-  May Irving Convention Center Social Stats



CVENT'S TOP LISTS

# Top 50 Meeting Destinations in North America

USA

## Search Result



# 1

**Orlando, FL**

Region: USA

Select Destination



# 2

**Nashville, TN**

Region: USA

Select Destination



# 3

**San Diego, CA**

Region: USA

Select Destination

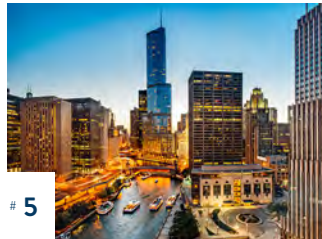


# 4

**Las Vegas, NV**

Region: USA

Select Destination



# 5

**Chicago, IL**

Region: USA

Select Destination

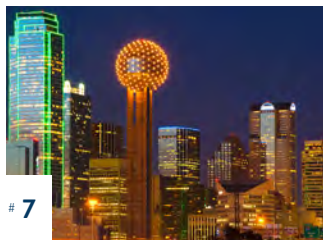


# 6

**Atlanta, GA**

Region: USA

Select Destination

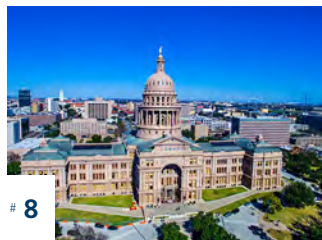


# 7

**Dallas, TX**

Region: USA

Select Destination



# 8

**Austin, TX**

Region: USA

Select Destination



# 9

**Phoenix, AZ**

Region: USA

Select Destination





# 10

### Denver, CO

Region: USA

Select Destination



# 11

### Washington DC, DC

Region: USA

Select Destination



# 12

### Miami, FL

Region: USA

Select Destination



# 13

### New York, NY

Region: USA

Select Destination



# 14

### Scottsdale, AZ

Region: USA

Select Destination



# 15

### San Antonio, TX

Region: USA

Select Destination



# 16

### Houston, TX

Region: USA

Select Destination



# 17

### New Orleans, LA

Region: USA

Select Destination



# 18

### Boston, MA

Region: USA

Select Destination



# 19

### Fort Lauderdale, FL

Region: USA

Select Destination



# 20

### San Francisco, CA

Region: USA

Select Destination



# 21

### Grapevine, TX

Region: USA

Select Destination





# 22

### Kissimmee, FL

Region: USA

Select Destination



# 23

### Los Angeles, CA

Region: USA

Select Destination



# 24

### Tampa, FL

Region: USA

Select Destination



# 25

### Aurora, CO

Region: USA

Select Destination



# 26

### Charlotte, NC

Region: USA

Select Destination



# 27

### Seattle, WA

Region: USA

Select Destination

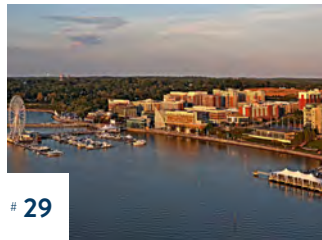


# 28

### Philadelphia, PA

Region: USA

Select Destination



# 29

### National Harbor, MD

Region: USA

Select Destination



# 30

### Anaheim, CA

Region: USA

Select Destination



# 31

### Salt Lake City, UT

Region: USA

Select Destination



# 32

### Fort Worth, TX

Region: USA

Select Destination



# 33

### Indianapolis, IN

Region: USA

Select Destination



# 34

### Coronado, CA

Region: USA

Select Destination



# 35

### Irving, TX

Region: USA

Select Destination



# 36

### Minneapolis, MN

Region: USA

Select Destination



# 37

### St. Louis, MO

Region: USA

Select Destination



# 38

### Louisville, KY

Region: USA

Select Destination



# 39

### Baltimore, MD

Region: USA

Select Destination



# 40

### Kansas City, MO

Region: USA

Select Destination

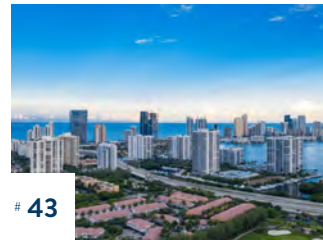


# 42

### Colorado Springs, CO

Region: USA

Select Destination



# 43

### Aventura, FL

Region: USA

Select Destination



# 44

### Carlsbad, CA

Region: USA

Select Destination



# 45

### Rosemont, IL

Region: USA

Select Destination



# 46

### Frisco, TX

Region: USA

Select Destination



# 47

### Boca Raton, FL

Region: USA

Select Destination



# 48

### Arlington, DC

Region: USA

Select Destination



# 49

### Savannah, GA

Region: USA

Select Destination



# 50

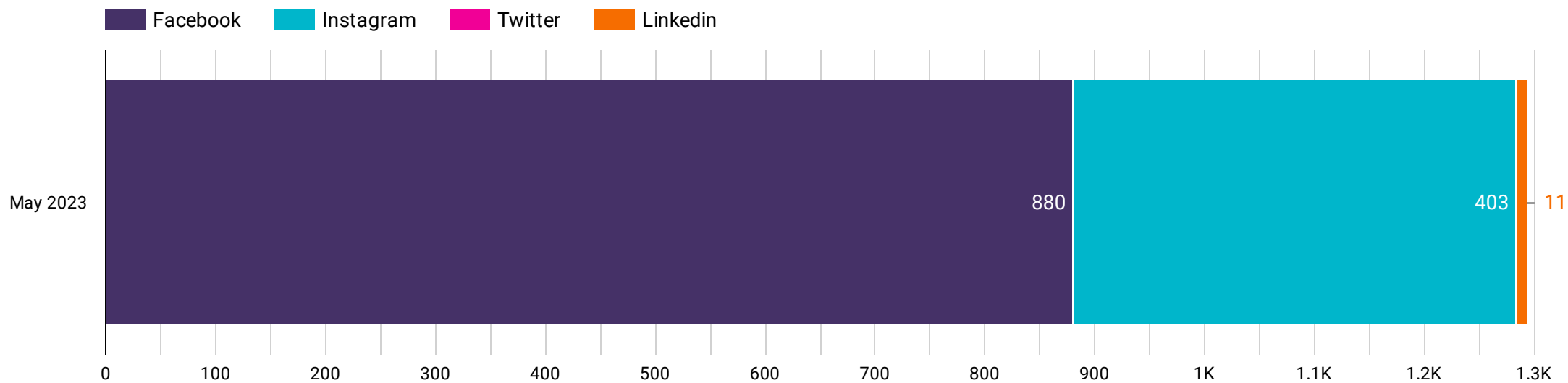
### Naples, FL

Region: USA

Select Destination



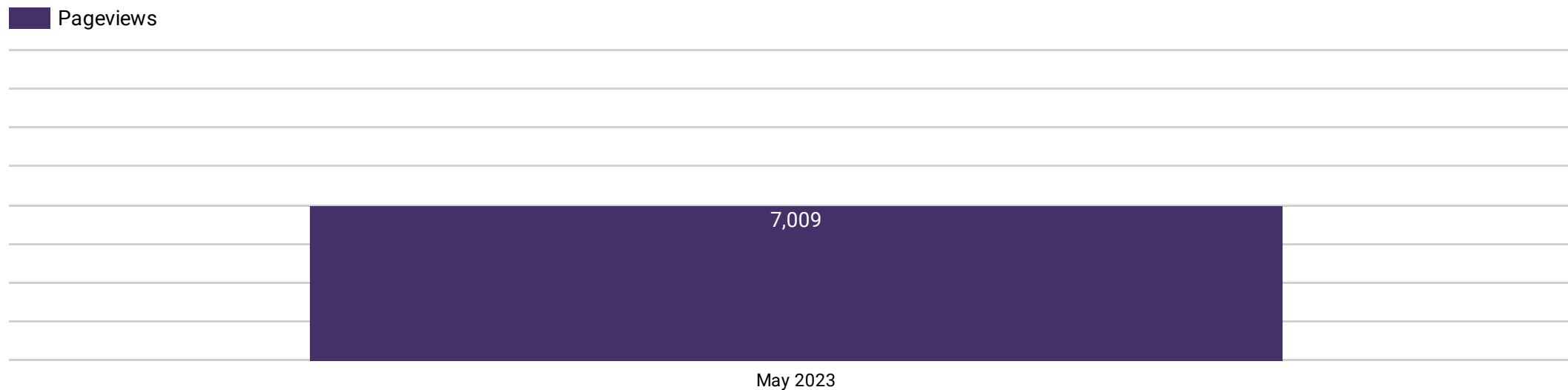
## Additional Social Media Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	102,323	17,245	5,822	984	126,374
CC	18,455	2,778	2,447	491	24,171
<b>Grand Total</b>	<b>120,778</b>	<b>20,023</b>	<b>8,269</b>	<b>1,475</b>	<b>150,545</b>

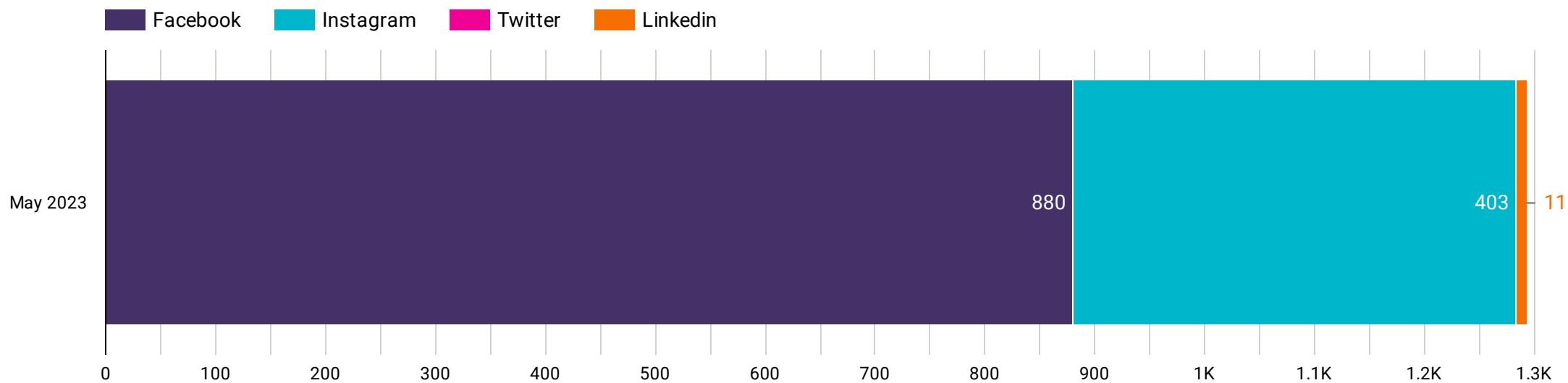
## Blog Pageviews



## Blog Traffic Performance

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/two-steppin-in-irving/	1,040	921	00:06:09	41.22%
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	759	671	00:06:42	33.74%
3.	/blog/stories/post/top-cinco-de-mayo-dining-options-in-irving/	532	469	00:05:03	39.26%
4.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	314	279	00:07:02	38.49%
5.	/blog/	222	193	00:02:02	46.55%
6.	/blog/stories/post/top-5-picnic-spots-in-irving-and-las-colinas/	182	163	00:05:39	23.39%
7.	/blog/stories/post/where-to-get-pampered-in-irving/	178	158	00:01:34	28.95%
8.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	175	162	00:17:43	25.15%
9.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	174	151	00:05:49	28.67%
10.	/blog/stories/post/four-fun-ways-to-play-on-the-water-in-irving/	118	98	00:03:40	34.48%

## Additional Social Media Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	102,323	17,245	5,822	984	126,374
CC	18,455	2,778	2,447	491	24,171
<b>Grand Total</b>	<b>120,778</b>	<b>20,023</b>	<b>8,269</b>	<b>1,475</b>	<b>150,545</b>



# Social Media Overview

Organization: CC (1) ▾

May 1, 2023 - May 31, 2023 ▾

## Total All Platforms

Total Followers  
**24,171**



Total Impressions  
**905,330**  
↑ 345,027

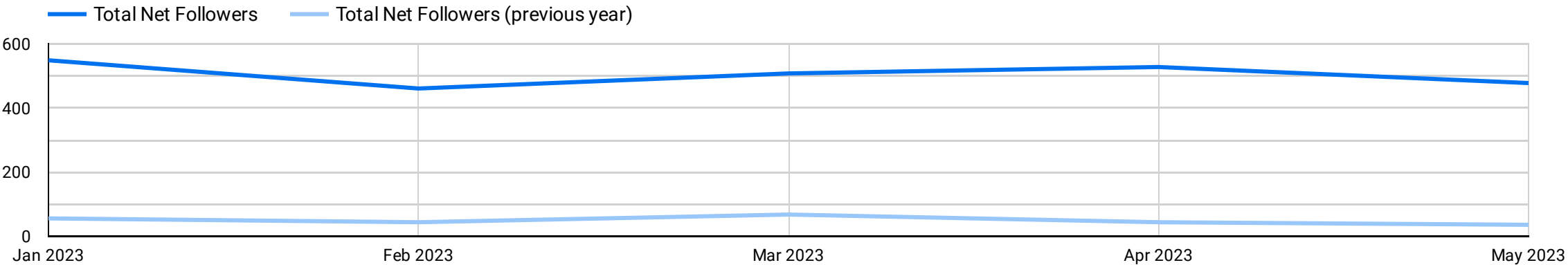


Total Engagements  
**70,706**  
↑ 45,581



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	18,455		2,778		2,447		491	
<b>Impressions</b>	819,895	131,546 ↑	85,305	15,601 ↑	0	-111 ↓	130	-434 ↓
<b>Engagements</b>	63,927	15,880 ↑	6,742	2,583 ↑	0	-5 ↓	37	-74 ↓
<b>Net Followers</b>	426	-39 ↓	49	-3 ↓	-3	-5 ↓	3	-8 ↓





**DATE:** June 19, 2023  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** STR and AirDNA Data Reports – May Data

### **STR**

Irving's hotel occupancy rate for May was 71.1 % which is higher than the US. When comparing the current month's occupancy numbers to last year, Irving's occupancy was slightly up at 0.1%, while Texas figures remained the same and the US figures decreased 0.2% for the month. Demand for the current period increased 1.4%, and YTD increased 5.7% over last year, while STR data reflects a 0.1% increase for the current period and a 5.2% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$127.15, up 7.1% in May compared to last year, leaving Irving's YTD average daily rate at \$123.80, up 10.5% over last year.

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

### **AirDNA**

For the month of May, there were 604 available listings in Irving which was a 12.9% increase in listings over last year's figure of 535. The average daily rate for May was \$213.80, which was an increase of 9.56% over last year, with an occupancy percentage of 61.5%, which was a decrease of 5.32% compared to last year.

For the hotel comparable subset, the average daily rate for May was \$116.02, an increase of 0.91% from last year, with occupancy at 65.4%, a decrease of 8.36% from last year.

All STR & AirDNA graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).



# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: May 2023

	Current Month - May 2023 vs May 2022												Year to Date - May 2023 vs May 2022											
	Occ %		ADR		RevPAR		Percent Change from May 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	64.8	65.0	156.25	150.46	101.31	97.73	-0.2	3.8	3.7	3.9	0.2	0.1	61.5	59.7	153.51	143.18	94.40	85.52	3.0	7.2	10.4	10.7	0.3	3.2
Texas	63.7	63.7	119.79	117.20	76.34	74.66	0.0	2.2	2.3	3.2	0.9	0.9	63.7	61.5	119.94	111.68	76.40	68.63	3.7	7.4	11.3	12.2	0.8	4.5
Atlanta, GA	66.7	68.5	128.74	121.04	85.91	82.89	-2.5	6.4	3.6	4.7	1.0	-1.5	66.4	63.7	127.36	113.96	84.56	72.61	4.2	11.8	16.5	17.8	1.2	5.4
Arlington, TX	67.0	69.9	105.03	101.39	70.34	70.84	-4.1	3.6	-0.7	1.0	1.7	-2.5	68.6	66.7	107.26	101.13	73.53	67.46	2.8	6.1	9.0	10.9	1.7	4.6
Charlotte, NC	69.2	65.4	130.16	120.55	90.10	78.90	5.8	8.0	14.2	12.8	-1.2	4.5	65.5	60.9	124.57	113.47	81.56	69.11	7.5	9.8	18.0	17.0	-0.8	6.6
Fort Worth, TX+	70.4	68.5	137.70	125.36	97.00	85.82	2.9	9.8	13.0	13.7	0.6	3.5	69.4	66.4	133.42	120.63	92.66	80.12	4.6	10.6	15.6	15.8	0.2	4.7
Frisco, TX+	66.3	66.3	173.73	142.52	115.22	94.55	-0.0	21.9	21.9	38.0	13.2	13.2	66.5	60.0	160.14	140.88	106.45	84.59	10.7	13.7	25.9	29.5	2.9	13.9
Grapevine, TX+	73.1	74.7	202.16	189.43	147.71	141.42	-2.1	6.7	4.4	4.4	0.0	-2.1	75.4	68.9	201.73	190.78	152.03	131.46	9.4	5.7	15.6	15.6	0.0	9.4
Irving, TX+	71.1	71.0	127.15	118.70	90.36	84.23	0.1	7.1	7.3	9.1	1.7	1.8	70.4	67.0	123.80	112.04	87.20	75.01	5.2	10.5	16.3	17.7	1.3	6.5
Nashville, TN	72.7	74.2	198.07	180.23	143.96	133.75	-2.1	9.9	7.6	11.6	3.7	1.5	68.8	65.6	178.83	163.66	123.06	107.31	4.9	9.3	14.7	18.8	3.6	8.7
Phoenix, AZ	67.6	69.2	155.81	152.52	105.28	105.48	-2.3	2.2	-0.2	0.1	0.3	-2.0	74.8	73.0	211.56	187.19	158.18	136.68	2.4	13.0	15.7	15.6	-0.1	2.3
San Jose, CA+	65.1	63.6	161.57	161.41	105.25	102.64	2.4	0.1	2.5	4.9	2.3	4.8	60.9	57.2	157.54	137.61	96.01	78.71	6.5	14.5	22.0	32.8	8.9	16.0

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	Nshville	Nshville	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.

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## Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: May 2023

	Current Month - May 2023 vs May 2022											
	Occ %		ADR		RevPAR		Percent Change from May 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	71.1	71.0	127.15	118.70	90.36	84.23	0.1	7.1	7.3	9.1	1.7	1.8
Luxury/Full Service Irving+	72.4	70.0	174.55	165.45	126.39	115.88	3.4	5.5	9.1	9.0	-0.1	3.3
All Suite/Extended Stay Irving+	74.8	73.3	103.06	94.74	77.07	69.44	2.0	8.8	11.0	17.9	6.2	8.4
Limited Service Irving+	71.8	76.6	118.41	107.95	85.00	82.68	-6.3	9.7	2.8	2.8	0.0	-6.3
Budget Irving+	61.5	65.0	68.91	67.11	42.39	43.59	-5.3	2.7	-2.8	-2.7	0.0	-5.3
Las Colinas+	69.4	68.5	150.30	140.62	104.26	96.34	1.2	6.9	8.2	12.7	4.2	5.5
DFW North+	77.6	76.1	118.64	111.22	92.06	84.61	2.0	6.7	8.8	8.7	-0.1	1.9
DFW South+	66.5	68.9	100.59	95.34	66.85	65.73	-3.6	5.5	1.7	1.7	0.0	-3.6
Full Service Las Colinas+	67.2	65.6	225.36	211.22	151.50	138.64	2.4	6.7	9.3	9.1	-0.2	2.2
Limited Service Las Colinas+	70.9	70.7	100.53	91.29	71.24	64.53	0.3	10.1	10.4	18.6	7.4	7.7
Full Service DFW North+	82.0	76.4	146.18	141.26	119.82	107.90	7.3	3.5	11.0	11.0	0.0	7.3
Limited Service DFW North+	74.8	75.9	99.12	91.70	74.11	69.58	-1.5	8.1	6.5	6.3	-0.2	-1.7
Full Service DFW South+												
Limited Service DFW South+	65.1	68.4	92.52	87.94	60.24	60.13	-4.8	5.2	0.2	0.2	0.0	-4.7

	Year to Date - May 2023 vs May 2022											
	Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	70.4	67.0	123.80	112.04	87.20	75.01	5.2	10.5	16.3	17.7	1.3	6.5
Luxury/Full Service Irving+	71.1	64.5	169.58	154.84	120.54	99.85	10.2	9.5	20.7	20.7	-0.0	10.2
All Suite/Extended Stay Irving+	73.6	70.2	100.66	91.63	74.05	64.36	4.7	9.8	15.1	20.4	4.6	9.6
Limited Service Irving+	73.9	72.4	115.30	103.57	85.16	75.01	2.0	11.3	13.5	13.5	0.0	2.0
Budget Irving+	61.4	62.5	67.94	64.81	41.72	40.50	-1.7	4.8	3.0	3.0	0.0	-1.7
Las Colinas+	68.8	63.6	142.11	129.97	97.76	82.66	8.2	9.3	18.3	23.3	4.2	12.7
DFW North+	76.4	73.1	118.95	106.34	90.93	77.72	4.6	11.9	17.0	15.1	-1.6	2.9
DFW South+	66.5	65.2	100.37	92.98	66.71	60.59	2.0	7.9	10.1	10.1	0.0	2.0
Full Service Las Colinas+	65.0	57.9	213.11	197.13	138.51	114.13	12.3	8.1	21.4	21.3	-0.1	12.2
Limited Service Las Colinas+	71.4	67.9	96.92	86.89	69.25	58.98	5.3	11.6	17.4	26.1	7.4	13.1
Full Service DFW North+	80.2	72.1	149.13	135.16	119.64	97.48	11.2	10.3	22.7	22.7	0.0	11.2
Limited Service DFW North+	73.9	73.7	97.26	88.15	71.91	64.98	0.3	10.3	10.7	7.8	-2.6	-2.3
Full Service DFW South+												
Limited Service DFW South+	64.6	64.2	92.19	86.32	59.55	55.39	0.7	6.8	7.5	7.6	0.0	0.7

AirBNB Data	Percent Change from Prior Year											
	Occ %		ADR		RevPAR		Percent Change from Prior Year					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	61.5	64.9	213.80	195.15	131.41	126.69	-5.32	9.56	3.73	4.3	13.6	8.7
Hotel Comparable	65.4	71.37	116.02	114.97	75.88	82.05	-8.36	0.91	-7.53	-30.3	-24.6	-30.9

	Percent Change from Prior Year YTD											
	Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	55.2	58.91	214.02	210.11	118.04	123.77	-6.37	1.86	-4.63	17.0	31.7	22.2
Hotel Comparable	57.8	63.51	111.24	111.44	64.24	70.78	-9.07	-0.18	-9.23	-4.0	5.8	-3.8

Available Listings	2023	2022	% Chg
Entire Place	369	358	3.1
Private Room	165	129	27.9
Shared Room	70	48	45.8
Total Available Listings	604	535	12.9

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12909	11481
Luxury/Full Service Irving+	16	14	4844	4244
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5481	5145
DFW North+	25	25	3904	3904
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2255	2255
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1533	1533
Limited Service DFW North+	21	21	2371	2371
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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## Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			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	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001	74.1	295,894	799,475	4.6%	9.8%	5.0%	9.4%
April	74.5	286,896	1,014,897	73.5	285,997	1,085,472	-0.3%	7.0%	-0.4%	6.7%
May	71.2	280,494	1,295,391	71.1	284,376	1,369,848	1.4%	5.7%	0.1%	5.2%
June	74.3	283,046	1,578,437							
July	66.3	265,307	1,843,744							
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

# Irving, Texas & United States Comparison

## May 2023

Irving	A.D.R.				OCCUPANCY				RevPAR												
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg									
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%									
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%									
MAR	121.23	8.8%	120.46	12.7%	74.1%	5.0%	68.8%	9.4%	89.89	14.3%	82.90	23.3%									
APRIL	127.59	7.5%	122.84	11.5%	73.5%	-0.4%	70.0%	6.7%	93.82	7.1%	86.00	18.9%									
MAY	127.15	7.1%	123.80	10.5%	71.1%	0.1%	70.4%	5.2%	90.36	7.3%	87.20	16.3%									
JUNE																					
JULY																					
AUGUST																					
SEPTEMBER																					
OCTOBER																					
NOVEMBER																					
DECEMBER																					
12 mo. rolling averages:													ADR	119.43	12.9%	Occupancy	68.7%	7.5%	RevPAR	82.06	21.4%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR	126.44	7.0%	118.45	10.2%	69.0%	2.5%	63.0%	6.4%	87.29	9.6%	74.62	17.2%
APRIL	123.88	5.5%	119.95	8.9%	65.9%	0.0%	63.7%	4.6%	81.62	5.5%	76.43	13.9%
MAY	119.79	2.2%	119.94	7.4%	63.7%	0.0%	63.7%	3.7%	76.34	2.3%	76.40	11.3%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

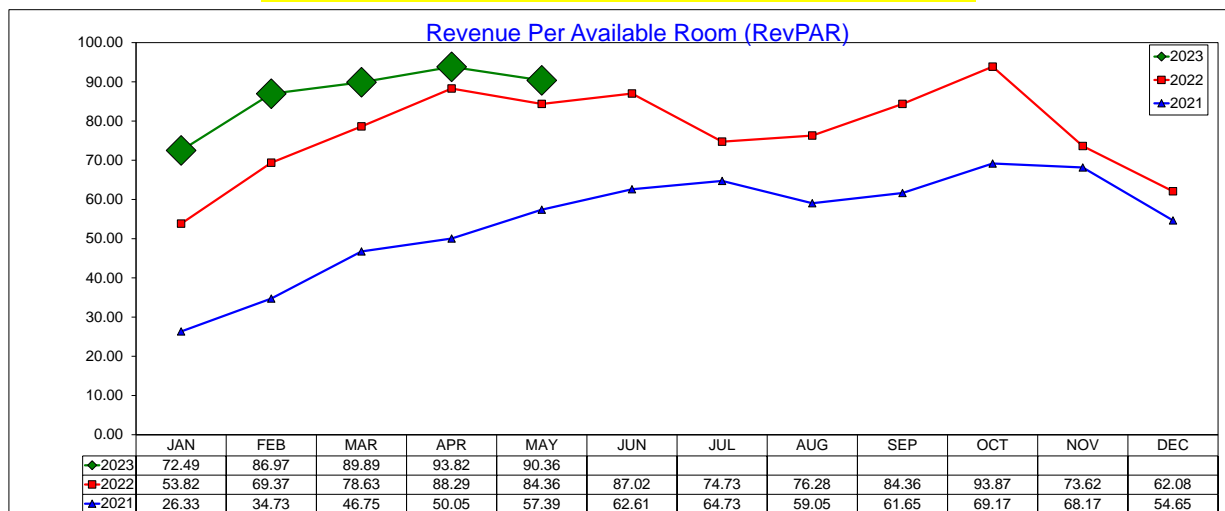
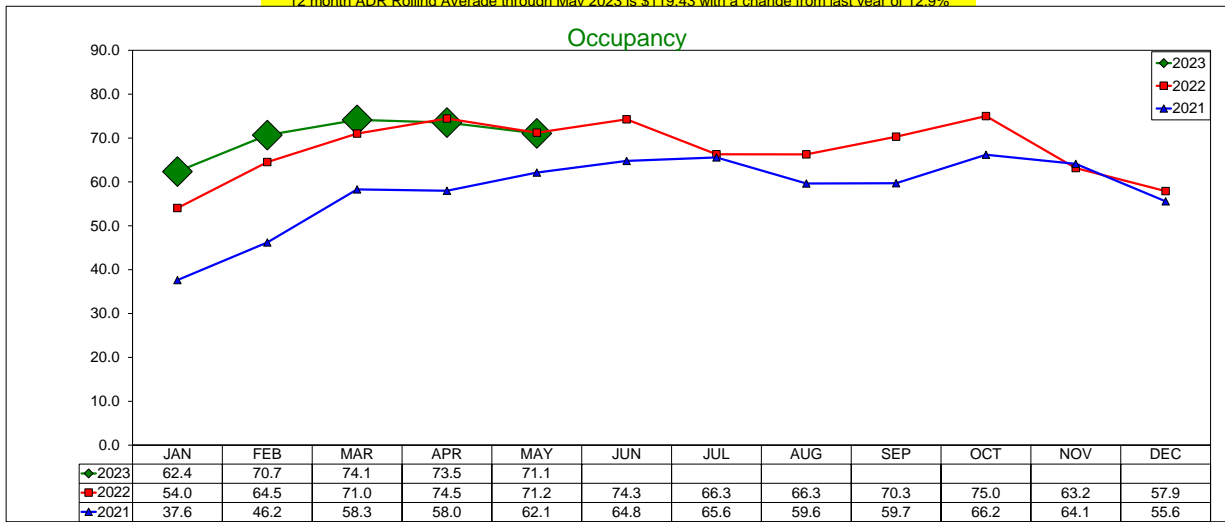
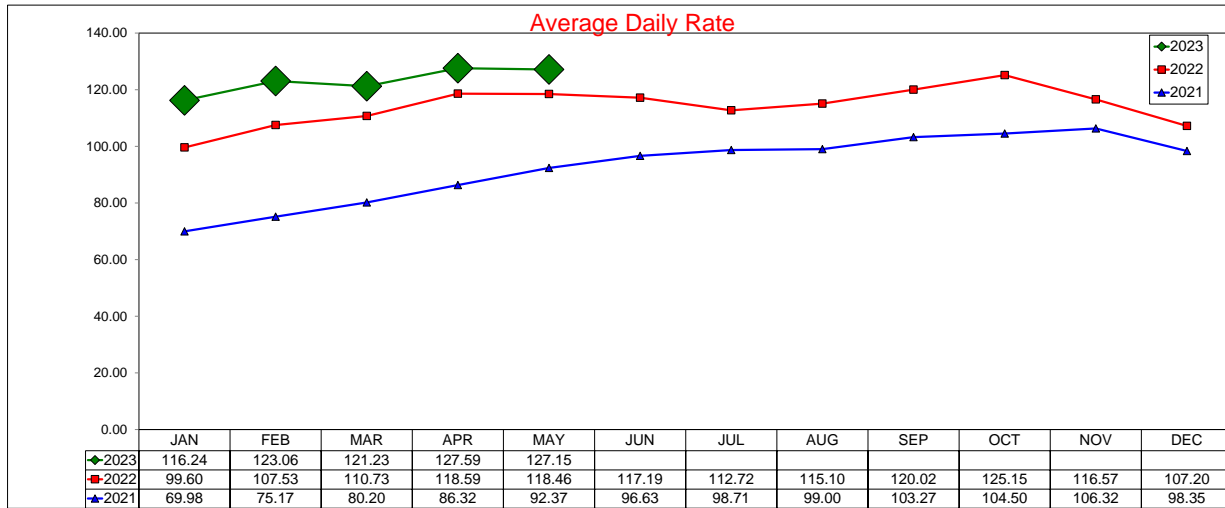
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	65.3%	2.4%	59.3%	5.9%	103.35	10.4%	89.69	16.7%
APRIL	155.77	3.4%	152.68	8.3%	64.4%	-1.4%	60.6%	3.9%	100.39	1.9%	92.59	12.5%
MAY	156.25	3.8%	153.51	7.2%	64.8%	-0.2%	61.5%	3.0%	101.31	3.7%	94.40	10.4%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

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

# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

## May 2023



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 May 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR	221.25	0.1%	211.76	-3.8%	57.0%	-4.6%	50.9%	-6.8%	126.18	-4.5%	107.85	-10.3%
APRIL	219.02	5.8%	214.09	-0.9%	59.8%	-4.0%	53.5%	-5.9%	131.02	1.6%	114.50	-6.7%
MAY	213.80	9.6%	214.02	1.9%	61.5%	-5.3%	55.2%	-6.4%	131.41	3.7%	118.04	-4.6%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

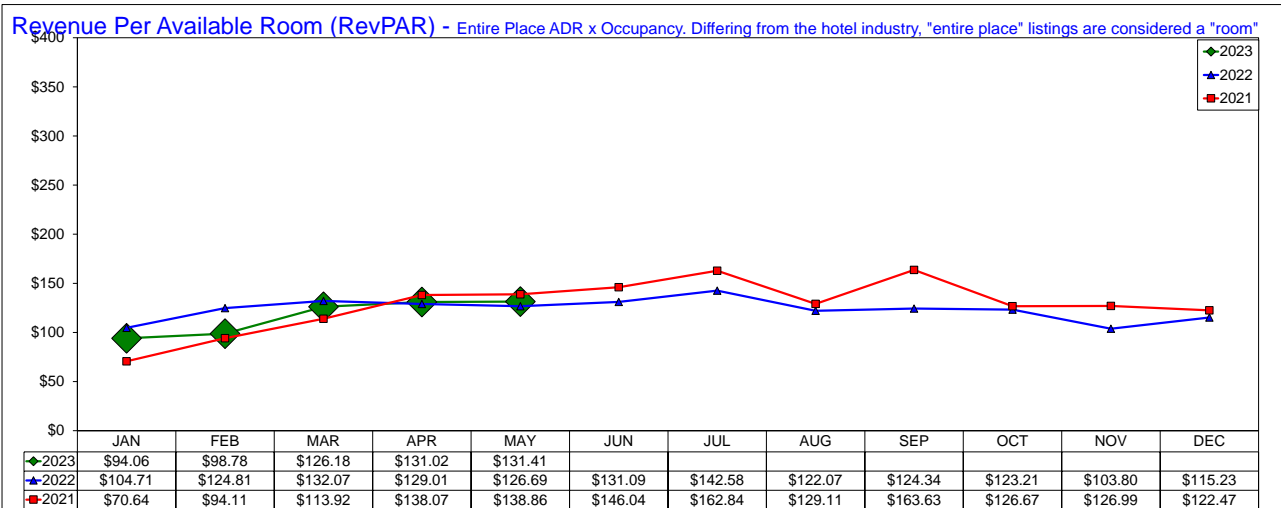
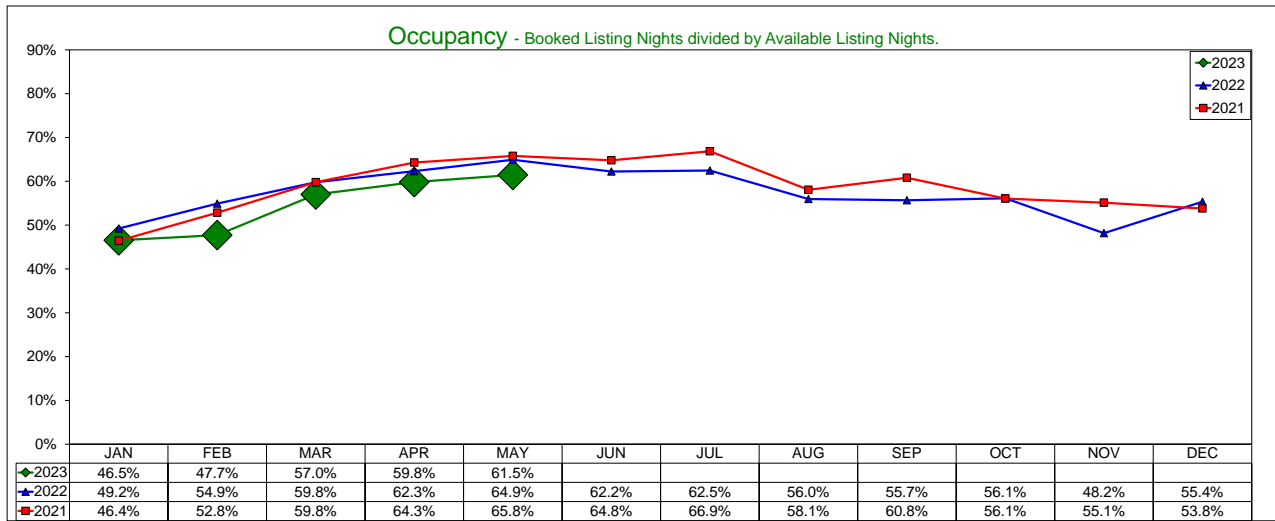
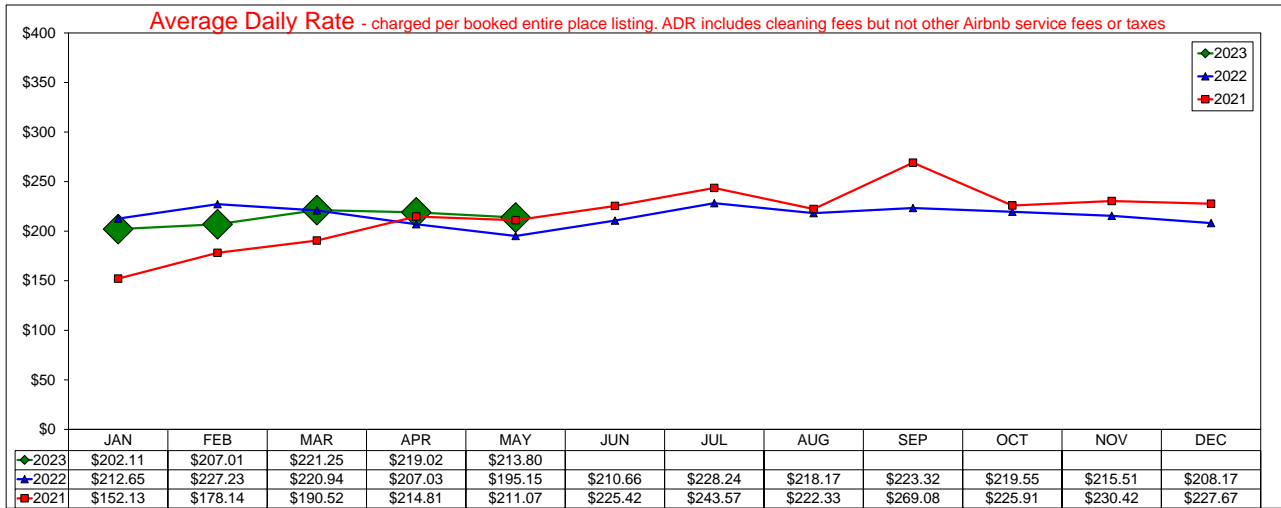
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-0.2%	107.16	-1.2%	56.0%	-8.7%	52.5%	-10.8%	62.78	-9.0%	56.24	-11.9%
APRIL	114.53	2.3%	109.76	0.1%	62.9%	-0.3%	55.7%	-7.5%	72.02	2.0%	61.17	-7.5%
MAY	116.02	0.9%	111.24	-0.2%	65.4%	-8.4%	57.8%	-9.1%	75.88	-7.5%	64.24	-9.2%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

# AirDNA - Entire Place

## May 2023

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

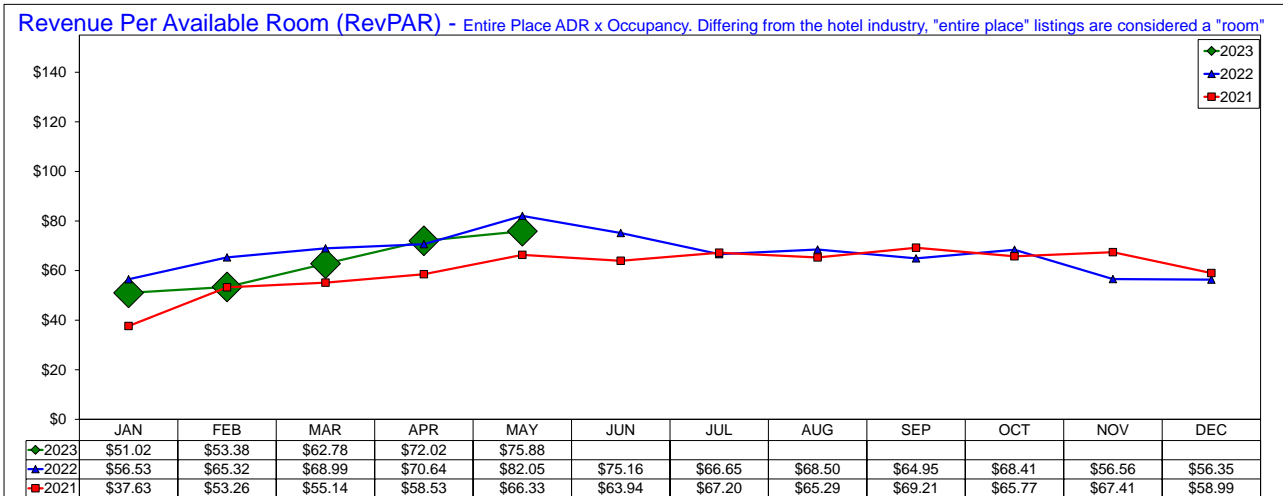
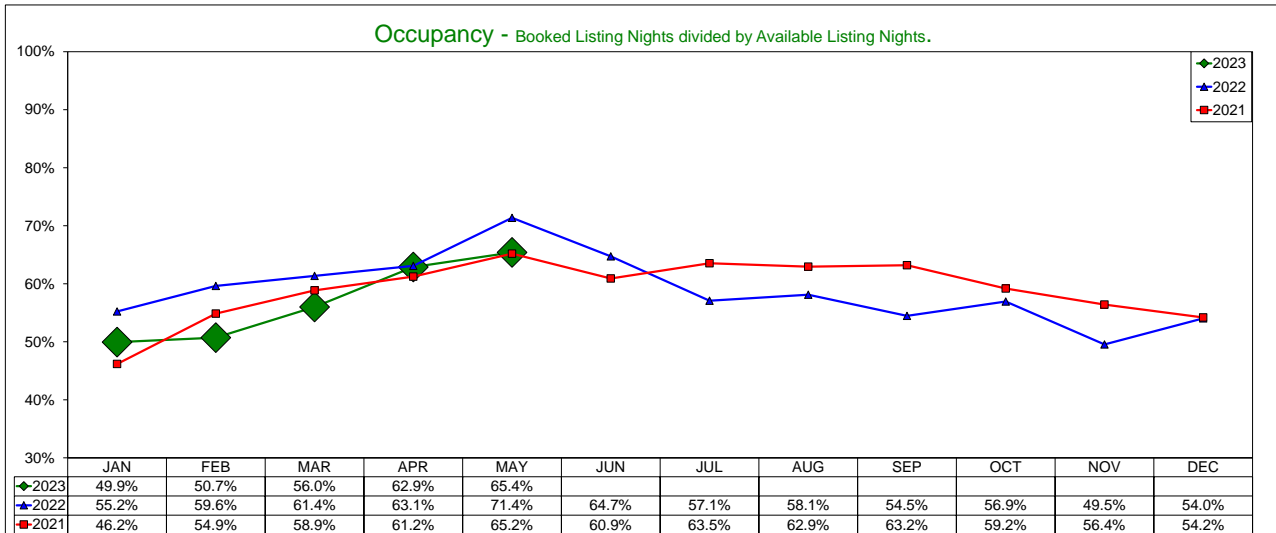
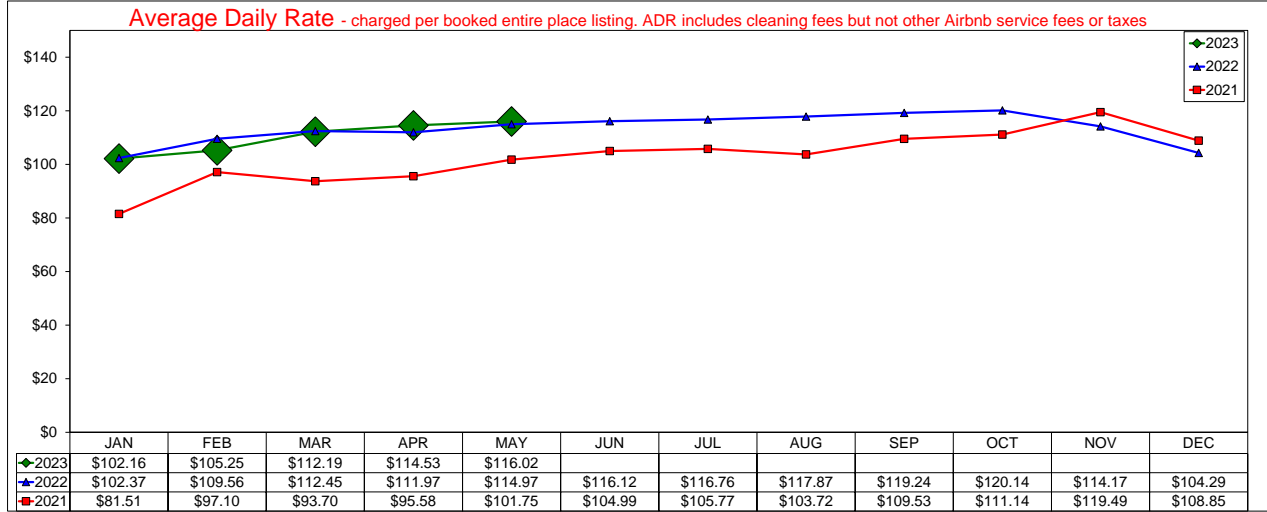




# AirDNA - Hotel Comparable Subset

## May 2023

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



**2023 - 2022 - 2021 COMPARISON**  
**Occupancy/ADR/RevPAR**

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February	70.70	64.50	46.20	\$123.06	\$107.53	\$75.17	\$86.97	\$69.37	\$34.73
March	74.10	71.00	58.30	\$121.23	\$110.73	\$80.20	\$89.89	\$78.63	\$46.75
April	73.50	74.50	58.00	\$127.59	\$118.59	\$86.32	\$93.82	\$88.29	\$50.05
May	71.10	71.20	62.10	\$127.15	\$118.46	\$92.37	\$90.36	\$84.36	\$57.39
June		74.30	65.60		\$117.19	\$98.71		\$87.02	\$64.73
July		66.30	65.60		\$112.72	\$98.71		\$74.73	\$64.73
August		66.30	59.60		\$115.10	\$99.00		\$76.28	\$59.05
September		70.30	59.60		\$120.02	\$103.46		\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

# Hotel types

Hotel classifications are driven primarily by building structure and, secondarily, by service level. Chain management has provided STR with hotel type classifications for a significant number of locations. Hotel types include:

- **All-Inclusive:** Property with rooms sold only as a complete package, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.)
- **All-Suite:** Property with guestroom inventory that exclusively consists of rooms offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.
- **B&B/Inn:** Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.
- **Boutique:** Property that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services. Select Boutique chains in the STR database include the Autograph Collection (Marriott International), Dream Hotel (Wyndham Worldwide Corporation), Exclusive Hotels, Joie De Vivre, Kimpton Hotels, Melia Boutique (Group Sol Melia), Rosewood and W Hotel (Starwood Hotels & Resorts Worldwide).
- **Condo:** Individually and wholly-owned condominium units. Inventory is included in a rental pool operated and serviced by a management company.
- **Conference Center:** Property with a major focus on conference facilities. This type of establishment must adhere to the guidelines of the International Association of Conference Centers (IACC).
- **Convention Center:** Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet) and not part of the Conference Center Group (CCG).
- **Destination Resort:** Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.
- **Extended Stay:** Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights. STR currently classifies Extended Stay properties in the U.S. only.
- **Full Service Hotel:** Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- **Gaming/Casino:** Property with a major focus on casino operations.
- **Golf:** Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.
- **Hotel/Motel:** Standard hotel or motel operation.
- **Limited Service:** Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.
- **Lifestyle Brand:** Group of hotels operating under the same brand that is adapted to reflect current trends. Select lifestyle brand hotels include AC Hotels by Marriott International, Aloft by Starwood Hotels & Resorts Worldwide, Radisson Red by Carlson and W Hotels by Starwood Hotels & Resorts Worldwide. See Boutique, Soft Brand.
- **New Build:** Property built from the ground up, not a conversion or building that was not previously a hotel.
- **Ski:** Property with onsite access to ski slopes.
- **Soft Brand:** Collection of properties that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation. Select soft brand hotels include Ascend Hotel Collection by Choice Hotels International, Autograph Collection by Marriott International and The Luxury Collection by Starwood Hotels & Resorts Worldwide. See Boutique, Lifestyle Brand.
- **Spa:** Property with an onsite spa facility and full-time staff offering spa treatments.
- **Timeshare:** Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.
- **Waterpark:** An indoor or outdoor waterpark resort with a lodging establishment containing an aquatic facility (minimum of 10,000 square feet of waterpark space) and inclusive of amenities (slides, tubes and a variety of water play features).

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 26, 2023**

# **CONVENTION CENTER MANAGEMENT REPORTS**





**IRVING**  
**CONVENTION CENTER**  
**AT LAS COLINAS**  
 AN ASM GLOBAL MANAGED FACILITY

June 16, 2023

TO: Maura Gast, Executive Director ICVB  
 FROM: Verenis Pedraza, ASM Global Director of Finance  
 Casey Villaseñor, ASM Global Director of Sales  
 SUBJECT: **Monthly Financial & Sales Report – May 2023**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	53,822	164,350	119,369	674,181	879,693	703,162
Ancillary Income	564,403	295,867	318,065	3,487,988	2,423,225	1,956,389
Total Event Income	618,225	460,217	437,434	4,162,169	3,302,918	2,659,551
Other Income	143,083	76,586	89,546	779,540	588,768	484,428
Adjusted Gross Income	761,308	536,803	526,980	4,941,709	3,891,686	3,143,979
Indirect Expenses	(612,201)	(565,429)	(575,028)	(4,821,194)	(4,611,322)	(3,894,273)
Net Income (Loss)	149,107	(28,626)	(48,048)	120,515	(719,636)	(750,294)

- Total direct event income consisted of rental and service revenue from the twenty-seven revenue-producing events we had for the month.
- Total event income was under budget due to the increase in security and cleaning services needed due to the large quantity of events the ICC held.
- Other operating income includes May's Westin garage rent, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$46,772 because of computer maintenance and software and operating supplies.
- Despite being over budget in indirect expenses, overall, the ICC came in under budget by \$177,733.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	795,574	442,015	474,685	4,776,325	3,176,942	2,507,895
Net Income/(Loss)	418,811	272,177	264,090	2,715,868	1,981,439	1,427,702
Net Income/(Loss) %	52.64%	61.58%	55.63%	56.86%	62.37%	56.93%



## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>27</b>	<b>149</b>	<b>31,078</b>	<b>162,831</b>
Current Year	Current Year	Current Year	Current Year
<b>22</b>	<b>140</b>	<b>17,016</b>	<b>110,115</b>
Prior Year	Prior Year	Prior Year	Prior Year
<b>FUTURE GUESTROOMS BOOKED</b>		<b>SURVEY RESULTS</b>	
This month	To date	Returned	Score
<b>1,075</b>	<b>20,992</b>	<b>6</b>	<b>93.3%</b>
Current Year	Current Year	This Month	Current Month
<b>881</b>	<b>17,488</b>	<b>27</b>	<b>92.6%</b>
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>20</b>	<b>127</b>
Current Year	Current Year
<b>10</b>	<b>146</b>
Prior Year	Prior Year

## **Target Industry Bookings**

Chick-Fil-A – September 2023

Hilti Annual Meeting – January 2024

International Municipal Signal Association Conference – July 2024

Naylor Digital Summit – December 2023

## **June and July at a Glance**

- May 31-June 5 A-KON Annual Anime Convention
- June 6 New Western Meeting
- June 6-8 Elevate IT Expo & Meeting
- June 7-8 Independent Insurance Agents of Dallas All Industry Day
- June 9-11 Express Cheer Camp
- June 9-11 Lambda Phi Epsilon International Fraternity Event
- June 10 Texas USA Gymnastics Annual Awards
- June 10 Sneaker Exit
- June 11-14 Texas Funeral Directors Annual Convention & Expo
- June 14-18 Synergy Dance Competition
- June 15-16 Association of Fundraising Professionals
- June 19-22 Learning Forward Texas
- June 21-25 Steubenville Lone Star 2023
- June 26-28 Pri-Med Access 2023
- June 28-30 Linehaul Summit
- July 1 UDCATE Annual Expo
- July 1 IMEP Church Conference
- July 6-10 Swim Spa Blowout Expo
- July 7-9 Kidz Con
- July 11-16 Handbell National Seminar
- July 15 Dated Faded Worn Event
- July 16-22 Church Network Annual Meeting
- July 22 Dallas Black Expo
- July 23-27 Building Officials Association of Texas BPI
- July 24-25 Super Lunch 2023
- July 27-29 Awakening Africa Expo

cc: Tom Meehan, General Manager, ASM Global



June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 <b>Texas Frightmare Wee...</b> <small>De finite</small>  KIM 000 Luke 000	29 Memorial Day  Luke 000	30 <b>IES 2023 Quality Summit</b> <small>De finite</small>	31 <b>A-Ko n 2023</b> <small>De finite</small>	1	2	3
4 <b>A-Ko n 2023</b> <small>De finite</small>	5	6 <b>New Western Meeting</b> <small>De finite</small> <b>ASM Regional VPs Mee...</b> <small>De finite - Internal</small> <b>Elevate IT</b> <small>De finite</small> <b>Super Lunch Tasting</b> <small>De finite - Internal</small>	7 <b>All Industry Day 2023 IIAD</b> <small>De finite</small>	8	9 <b>Express Cheer Camp</b> <small>De finite</small> <b>Lambda Phi Epsilon International Fraternity Netw...</b> <small>De finite</small>	10 <b>Sneaker Exit</b> <small>De finite</small> <b>Texas USAG Annual Aw...</b> <small>De finite</small>
11 <b>Texas Funeral Directors TFDA 2023 Annual Convention &amp; Expo</b> <small>De finite</small> <b>Express Cheer Camp</b> <small>De finite</small> <b>Lambda Phi Epsilon Int...</b> <small>De finite</small>	12	13	14 <b>Synergy Dance Competition</b> <small>De finite</small>  Tony 000 David 000	15 <b>AFP 2023 DFW Philanthropy in Action</b> <small>De finite</small>  Tony 000	16 Tony 000 Rachel - 000 Corey G. 000	17
18 <b>Synergy Dance Co mpe...</b> <small>De finite</small>  Father's Day	19 June tenth <b>Learning Forward Texas 2023</b> <small>De finite</small>  Angela - 000 Tina 000	20 Angela - 000 Tina 000	21 Angela - 000 Tina 000	22 <b>Steubenville Lone Star 2023</b> <small>De finite</small>  Angela - 000 Jose tte - Jury Duty Tina 000	23 Angela - 000 Tina 000	24

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
<b>Steubenville Lone Star...</b> <small>De finite</small>	<b>Pri-Med Access 2023</b> <small>De finite</small>					<b>IMEP Conference</b> <small>De finite</small>
	<b>ICVB Board of Directo...</b> <small>De finite</small>		<b>Linehaul Summit, LLC</b> <small>De finite</small>			<b>UDCATE Annual Expo 2...</b> <small>De finite</small>
					Josette 000 Luke 000 Corey G. 000	Josette 000 Luke 000

July 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 <b>Steubenville Lone Star...</b> De finite	26 <b>Pri-Med Access 2023</b> De finite <b>ICVB Board of Directo...</b> De finite	27	28 <b>Linehaul Summit, LLC</b> De finite	29	30 Josette 000 Luke 000 Corey G. 000	1 <b>IMEP Conference</b> De finite <b>UDCATE Annual Expo 2...</b> De finite Josette 000 Luke 000
2 Josette 000 Luke 000	3 Luke 000 Cori B. 000	4 Independence Day Holiday Cori B. 000	5 Luke 000 Fire System Inspection Cori B. 000	6 <b>Swim Spa Blowout Expo</b> De finite Luke 000 Fire System Inspection Cori B. 000	7 <b>Kidz Con</b> De finite Cori B. 000	8 Cori B. 000
9 <b>Kidz Con</b> De finite <b>Swim Spa Blowout Expo</b> De finite Cori B. 000	10 Cori B. 000 Verenis 000	11 <b>Handbell National Seminar</b> De finite Cori B. 000 Verenis 000	12 Cori B. 000 Verenis 000	13 Cori B. 000 Verenis 000	14 Cori B. 000 Verenis 000	15 <b>Dated Faded Worn Event</b> De finite Luke 000
16 <b>The Church Network Annual Meeting</b> De finite <b>Handbell National Se...</b> De finite Luke 000	17 Luke 000 Verenis 000	18 Luke 000 Verenis 000	19 Luke 000 Verenis 000	20 Luke 000 Verenis 000	21 Luke 000 Verenis 000	22 <b>Dallas Black Expo</b> De finite Luke 000

July 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
<b>Building Professional Institute</b> De finite						
	<b>ICVB Board of Directo...</b> De finite			<b>Awakening Africa Expo</b> De finite		
	<b>Super Lunch 2023</b> De finite					
📄 Josette 000	📄 Josette 000 📄 Bess 000	📄 Josette 000 📄 Bess 000	📄 Josette 000 📄 Bess 000	📄 KIM 000 📄 Josette 000 📄 Bess 000	📄 KIM 000 📄 Josette 000 📄 Bess 000	📄 KIM 000 📄 Josette 000
30	31	1	2	3	4	5
	<b>Building Wide Scanning</b> De finite - Blackout					
📄 KIM 000 📄 Josette 000 📄 Tony 000	📄 KIM 000 📄 Josette 000 📄 Tony 000 📄 All-Seate d Room Scanning	📄 Tony 000 📄 All-Seate d Room Scanning 📄 KIM 000	📄 Tony 000 📄 All-Seate d Room Scanning	📄 Tony 000	📄 Tony 000	📄 Tony 000



August 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 KIM 000 Jose tte 000 Tony 000	31 <b>Building Wide Scanning</b> De finite - Blackout KIM 000 Jose tte 000 Tony 000 All-Se ate d Room Scanning	1 Tony 000 All-Se ate d Room Scanning KIM 000	2 Tony 000 All-Se ate d Room Scanning	3 Tony 000	4 Tony 000	5 Tony 000
6 <b>Sneaker Exit</b> De finite Tony 000	7 <b>Job Fair</b> De finite Tony 000 Kayla 000	8 <b>ICVB Destination Deve...</b> De finite <b>U.S. Secret Service</b> Tentative 1 Tony 000 Kayla 000	9 <b>Irving ISD Training</b> Tentative 1 Tony 000 Kayla 000	10 Tony 000 Kayla 000	11 Tony 000 Kayla 000	12 Tony 000 Kayla 000
13 <b>Texas Cornhole Leagu...</b> De finite	14	15	16	17	18	19
<b>Original Sewing &amp; Quilt Expo/North Texas Quilt Festival</b> De finite						
20 Tony 000	21 Rache l 000	22 Rache l 000	23 <b>ServiceNow Tasting</b> De finite - Internal <b>ServiceNow Meeting</b> Tentative 1	24	25 <b>Association of Certifi...</b> De finite	
20 <b>Texas Total Rewards Conference 2023</b> De finite <b>DFW Church Worship S...</b> Pros pe ct	21	22	23 <b>TEXSOM Conference</b> De finite <b>DynaTen Meeting</b> Tentative 1	24 <b>ABAT</b> De finite	25	26 TEXSOM - JR (non-cope te)
27 <b>TEXSOM Conference</b> De finite <b>ABAT</b> De finite	28 <b>ICVB Board of Directo...</b> De finite	29	30	31 <b>BANT</b> De finite	1	2

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
<b>TEXSOM Conference</b> De finite			<b>BANT</b> De finite			
<b>ABAT</b> De finite	<b>ICVB Board of Directo...</b> De finite					
3	4 Labor Day	5	6	7	8	9
<b>BANT</b> De finite		<b>High Spirited Citizens ...</b> Tentative 1		<b>Fotona Ultra Performance Lasers</b> De finite		
				<b>Swim Spa Blow out</b> De finite		
					<b>Heart of Texas Body Building</b> De finite	
10	11	12	13	14	15	16
<b>Swim Spa Blow out</b> De finite			<b>Fiber Fest</b> De finite			
<b>Fotona Ultra Perform...</b> De finite	<b>PPAS Expo</b> De finite			<b>DFW RIMS Annual Conf ...</b> De finite	<b>The Great Harvest - Irv...</b> De finite	
<b>The Sneaker Travelers</b> Tentative 1						
17	18	19	20	21	22	23
<b>Fiber Fest</b> De finite		<b>CCST 2023 Annual Conference</b> De finite				
			<b>2023 TPMA Southwest Foot and Ankle Conference</b> De finite			
			<b>2023 North Texas State of Reform Health Policy C...</b> De finite			

September 2023							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
24	25	26	27	28	29	30	
<b>Chick-Fil-A</b> De finite	<b>Cocina Sabrosa 2023</b> De finite						<b>CAFE - Open</b> De finite - Blackout
<b>Quince Expo</b> De finite	<b>ICVB Board of Directo...</b> De finite	<b>QuikT rip</b> De finite			<b>Biontx Event</b> De finite		
				<b>MDA Uncork a Cure Gala</b> De finite			
					<b>Ultimate Women's Expo</b> De finite		
						<b>Special Education and ...</b> De finite	
					<b>Tiger Sun Martial Arts- Blackbelt Testing</b> Tentative 1		

**IRVING CONVENTION AND VISITORS BUREAU  
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**INDUSTRY REPORTS /  
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# Hilton's New Extended-Stay Brand Will Target Guests Booking At Least 20 Nights

Lower-Midscale 'Project H3' Will Offer Apartment-Style Suites



Hilton has launched its new lower-midscale extended-stay brand, known as Project H3, that will offer apartment-style rooms to long-stay travelers. (Hilton)

By [Bryan Wroten](#)  
Hotel News Now

May 23, 2023 | 9:04 AM

Hilton has officially launched a lower-midscale, extended-stay brand that will target guests looking to stay for at least 20 nights.

The new brand, currently known as Project H3, will offer apartment-style accommodations to meet the needs of the growing \$300 billion workforce travel market, according to a company [news release](#). Long-stay travelers, such as traveling nurses, military personnel and people moving for work, prioritize quality time and comfort, according to Hilton's research. They will book a stay averaging 20 nights or longer, and they want a place that allows them to maintain their routines.

Hilton President and CEO Chris Nassetta [teased the new brand](#) during the company's first-quarter earnings call, saying the brand could deliver "astronomical margins" on an efficient per unit build cost and would address unmet workforce housing needs.

"We're talking about an average length of stay of probably 20 to 30 days on average, versus most of the core extended-stay brands with five to 10 days, in that range," he said. "It's a different demand base, different types of locations, which is why we love it because we're not already serving it. It's not competitive with Home2 and certainly not competitive with Homewood."

Project H3 hotels will feature warm wood tones and a modern farmhouse-inspired palette with light industrial touches, according to the release. The outdoor patios will have grills, a communal fire pit and comfortable seating. The lobby, known as the Hive, is a nontraditional space that will provide easy access to all amenities. It will allow sight lines from the front desk to the fitness center, laundry room and retail market.

The suites will have an adaptable layout with four distinct areas for guests to rest, work, cook and refresh. There will be ample storage space with efficient closet design and movable multipurpose furniture. The fully equipped kitchen will have a full-sized refrigerator, dishwasher, two-burner stovetop and more.

"Many long-stay guests never stopped traveling during the pandemic, especially within the lower-midscale, extended-stay segment, and we designed a product in direct response to this growing need," said Matt Schuyler, chief brand officer at Hilton, in the release. "Project H3 will disrupt the category and allow Hilton to better provide reliable and friendly service for those who are in it for the long stay."

Owner-input helped Hilton design the brand to meet the needs of both developers and long-stay travelers. The brand prototype dedicates most of its space to the revenue-generating guestrooms, which reduces the overhead costs for owners.

"Hotel owners have played an integral role in the development of Project H3, and they will continue to guide us as we build this brand from the ground up," said Kevin Jacobs, chief financial officer and president of global development at Hilton, in the release. "Project H3 has incredible growth potential, tapping into the rapidly expanding and underserved workforce travel market."

Hilton has engaged in more than 100 active development conversations so far, Jacobs said. Several owners have expressed interest in multiple locations.

Several other major hotel brands have announced and launched their own new extended-stay brands over the years. Most recently, Hyatt Hotels Corp. [announced its Hyatt Studios brand](#), and Marriott [teased its own new extended-stay brand announcement](#) during its first-quarter earnings call.

*[Read more news on Hotel News Now.](#)*

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*Z Ocean Hotel in Miami is the first hotel for the Classico, A Sonesta Collection brand.*

## BRANDS, OPENINGS / PIPELINE

by Adam Perkowsky June 5, 2023

# Sonesta launches two new soft brands

Sonesta International Hotel Corporation has introduced two soft brands, [Classico](#), A Sonesta Collection and [MOD](#), A Sonesta Collection.

These two new brands offer independent hotel owners the opportunity to affiliate with Sonesta's network while retaining their own hotel names, identities, designs and established styles, according to the company. All Classico and MOD hotels will be included on Sonesta's website and have access to its distribution channels and services.

Marketed by Sonesta's Luxury and Lifestyle Lodging development team, Classico is positioned in the upper-upscale segment, and each property will have a distinct identity and offer signature local cuisine, high-touch service and refined interiors. The first Sonesta Classico brand property is the 40-room Z Ocean Hotel in Miami's South Beach neighborhood, which opened on May 1.

MOD hotels, positioned within Sonesta's upscale portfolio, will feature eclectic interior designs and amenities, such as curated food and beverage options. The first MOD property will launch as Hotel 11 in Calgary, Alberta, Canada.

"Sonesta is proud to unveil Classico and MOD, extending our suite of offerings with distinct brands that we believe will appeal to both franchisees and consumers," said Elizabeth Harlow, Sonesta's chief brand officer. "Classico's upper-upscale identity is a unique alternative to The Royal and The James brands. MOD's modern upscale brand allows owners and developers to maintain the qualities that make their hotels unique."

Brian Quinn, chief development officer, Sonesta, said, "As we have strengthened Sonesta's franchising capabilities over the past two years, we recognized the opportunity for additional growth through soft branding. The launch of Classico and MOD continue Sonesta's growth trajectory and we anticipate great success with continued expansion in the upper-upscale and upscale segments."

## First Sonesta Essential hotel opens

Sonesta has also opened the first Sonesta Essential-branded hotel, the 86-room Sonesta Essential Vacaville in Vacaville, CA.

Sonesta Essential, which [launched in January](#), features elevated bedding as part of the brand's unique sleep program, high-speed complimentary WiFi, complimentary hot breakfast, premium all-day coffee and a fitness center.

"Having launched the Sonesta Essential brand earlier this year, we are excited to open our first Essential property in the heart of California's Wine Country near Napa Valley," said Keith Pierce, Sonesta's EVP/president, franchise & development. "This hotel opening

demonstrates continued progress in franchising and development as we add and refine brands within our portfolio to satisfy the needs of both customers and owners.”

Abraham Gottlieb, owner, Sonesta Essential Vacaville, said, “As a world-renowned tourist destination, California Wine Country is the perfect place for a Sonesta Essential property. With travelers in the area often on the go, Sonesta Essential provides all the necessities for a convenient, comfortable hotel stay while allowing guests the option to spend more of their time and money on their experiences and creating lasting memories outside of the hotel.”

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Posted in [Brands, Openings / Pipeline](#) | Tagged [Abraham Gottlieb](#), [Brian Quinn](#), [Classico A Sonesta Collection](#), [Elizabeth Harlow](#), [Hotel 11](#), [Keith Pierce](#), [MOD A Sonesta Collection](#), [Sonesta Essential Vacaville](#), [Sonesta International Hotels Corporation](#), [Z Ocean Hotel](#)

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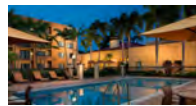
### Sonesta launches Sonesta Essential brand

New venture into upper-midscale, select-service segment



### Sonesta’s Simply Suites and Select brands celebrate first anniversary

Sonesta Simply Suites and Sonesta Select, introduced and managed by Sonesta International Hotels Corporation, are each...



### Sonesta’s Simply Suites and Select brands celebrate first anniversary

Sonesta Simply Suites and Sonesta Select, introduced and managed by Sonesta International Hotels Corporation, are each...



### Sonesta debuts domestic launch of Sonesta Franchising

Sonesta International Hotels Corporation (Sonesta) has revealed the official launch of Sonesta Franchising, its expanded global...



# Bill awaiting governor's signature would provide \$222 million for Alamodome, Convention Center upgrades

State Sen. Jose Menendez's bill would allow the city to use state hotel taxes to improve the Alamodome and the Henry B. Gonzalez Convention Center.

Author: Troy Kless  
Published: 8:26 PM CDT May 30, 2023  
Updated: 8:28 PM CDT May 30, 2023



SAN ANTONIO — A bill in the Texas Legislature could provide a major boost to the Alamodome and the Henry B. Gonzalez Convention Center.

SB 2220, authored by Jose Menendez, seeks to provide more than \$222 million in hotel tax revenue to the city for upgrades to attract big events.

According to the bill's fiscal notes, San Antonio would receive the authority to get hotel tax revenue for up to 30 years to expand, improve and renovate the two facilities.

"Convention business is big business for the state of Texas," Mark Anderson, President and CEO of Visit San Antonio said.

The convention center boasts 514,000 square feet with 72 meeting rooms, but the city says it has lost events due to insufficient meeting rooms and exhibit hall space. An analysis from city



hall estimates San Antonio has lost more than \$525 million in spend and more than 311,000 potential visitors.

“If San Antonio were to expand our convention center by 200,000 sq ft, there are 94 groups that we’ve uncovered over the past 72 hours that we can prospect and potentially book,” Anderson said during testimony before a Senate Committee last month that’s nearly \$1 billion in economic impact .

“They will sometimes choose Las Vegas or Orlando, or other large cities, Chicago, because they have more meeting space,” State Sen. Menendez told KENS 5.

Coming off the IPW Convention last week—the city wants to keep the momentum going. The Alamodome—which recently hosted the XFL Championship, and hosts other events such as the Valero Alamo Bowl, concerts, soccer and boxing—is hosting the NCAA Men’s Final Four in 2025 and the Women’s Final Four in 2029.

The bill’s fiscal note says the city would have authority to receive hotel-associated revenue, including state sales tax, hotel tax and mixed beverage sales tax revenue from hotels within a public financing zone.

According to city documents, “a substantial renovation” is needed for San Antonio to compete with other big cities to host events in the future. The city says it has invested in the facility, but it is a 30-year-old building. It’s not clear what exactly those renovations could be.

San Antonio will host the NCAA Men’s Final Four in 2025 and the Women’s Final Four in 2029.

The bill is waiting for Governor Greg Abbott’s signature before becoming law. KENS 5 has reached out to the governor’s office for comment.

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### San Antonio Mexican restaurant becomes so popular, they've expanded to 15 locations | Neighborhood Eats

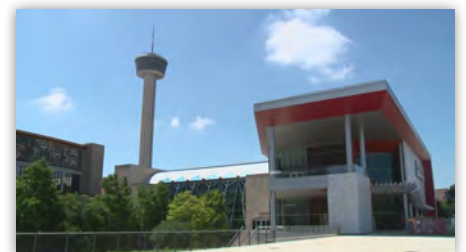
This South Texas Mexican restaurant has a full menu of plate options and good deals for the entire family.

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OPINION

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## An uprising? Mayor's hotel-tax task force suggests overdue changes | Commentary



Willie J. Allen Jr./Orlando Sentinel

Orange County Tourist Development Tax Task Force Co-Chair Jane Healy and Mayor Jerry Demings talk during the first time meeting at the County Administration Building in Orlando, Fla., Wednesday, March 22, 2023.

By [SCOTT MAXWELL](#) | [smaxwell@orlandosentinel.com](mailto:smaxwell@orlandosentinel.com) | Orlando Sentinel

PUBLISHED: May 31, 2023 at 5:07 p.m. | UPDATED: June 1, 2023 at 3:35 a.m.

It's been interesting to watch members of Orange County's new task force on hotel taxes.

You can sense something may be afoot. Something unprecedented. Something that could provide a long-needed jolt to this tourist town's status quo.



These volunteer members know this low-wage community has desperate needs — including better roads, a functional transit system, clean water and affordable housing. Yet they've been asked to pour billions into sporting venues, museums, even another expansion of the county's already massive convention center.

Top Videos - Snag \$39 Flights to Miami, Las Vegas, and More With This Spirit Airlines Flash Sale — But Yo... 



It just doesn't seem to make sense to some of them. Nor should it. Instead of addressing serious needs, they're being asked to consider luxuries.

It's like knowing your body needs proteins and vitamins to live — and being handed a menu full of 20 different desserts.

Well, thankfully, a number of members aren't buying it. They're pushing back. And there may be a way for them to succeed.

Last week, after the Orange County Regional History Center requested tens of millions of dollars for a potential expansion, task force member Eric Gray felt compelled to speak up.

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Jacob Langston / Orlando Sentinel

Eric Gray, executive director of the Christian Service Center, is a member of Orange County's new task force on hotel taxes who believes this community has needs beyond new sporting venues or an expanded convention center.

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Gray, the director of the Christian Service Center in downtown Orlando, said he was a big fan of the history center. Heck, he used to work there. But he said he had trouble thinking about dumping billions of dollars into sports stadiums and museums when this community is struggling so mightily on so many basic fronts.

And he said it makes sense for tourists, who often strain our local infrastructure, to help pay for that. "They flush toilets, take showers, use emergency rooms, use our roads and buses," Gray said. "Sometimes they even commit crimes," he continued, arguing that local leaders have "both moral and economic reasons" to consider using hotel taxes to pay for those costs.

That may sound like heresy to the hotel execs who have long pulled the strings in this town. But it's common sense to most central Floridians — and to residents in other tourist towns.

In Las Vegas, for instance, city leaders decided long ago that it was lunacy to continue spending every hotel tax dollar on convention center expansions and glitzy marketing campaigns when the citizens who lived year-round in Vegas were dealing with clogged roads, overcrowded schools and a generally sub-par quality of life. Today, Vegas spends hotel taxes on everything from rail and roads to park land and schools.

And you don't have to leave Florida to find other examples. Counties right here in Florida, from the Panhandle to the keys, have also pushed to change state law to allow them to spend hotel taxes on things like roads, environmental projects and public safety.

That is what people here want. While the issue hasn't been polled in a while, every survey I've ever seen shows local residents believe hotel taxes should be used on services this community truly needs.

A Sentinel poll conducted in 2001 found more than 70% of residents wanted to amend state laws to allow

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I think task force members today know this. Member Stephen Facella, who owns a pizza restaurant, asked what kind of sense it makes to market this region to tourists but not spend money on the roads and transit they need to use once they get here. “So we can get them to Orange County but not to the actual events?” he asked.

Jane Healy, the co-chair of the task force and a former managing editor of the Orlando Sentinel, seemed receptive to Gray’s suggestion that members discuss expanding the allowable uses, saying: “I know there’s a lot of interest here in that.” Amen.

But here’s the catch: If members believe the county should seek legislation changing the way hotel taxes can be spent, they should make any spending recommendations contingent upon the county first trying to change those laws next session.

So sure, go ahead and vet all the requests from the baseball dreamers and convention planners. But recommend no major spending takes place until after the next legislative session is over — when we know what *all* our options are and whether we can order some entrees instead of just desserts.

Some tourism forces seem to be hoping that this group of well-meaning volunteers will do their dirty work — that task force members will just give up pushing for needed spending and agree to the status quo. That way they can say: *See? We told you everyone wants to expand the convention center and Camping World Stadium once again. Even the local charitable leaders and small-business owners agree.*

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Willie J. Allen Jr./Orlando Sentinel

Florida Blue market president Tony Jenkins is co-chair of Orange County's new task force on hotel taxes.

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I don't sense this group will be pushed around that easily. And good for them.

Some are also wisely suggesting the county look for creative ways to spend money on local needs under the existing statutes. That's a good idea as well.

Even if we directed just a third of the annual hotel-tax revenues to local needs, that would be more than \$100 million annually – enough to transform this region's bus system, make SunRail more user friendly or massively expand workforce housing.

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FOR IMMEDIATE RELEASE

June 16, 2023

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## **Irving Archives and Museum in Collaboration with the Irving Black Arts Council Wins Prestigious 2023 AASLH Award of Excellence for Their Exhibition and Programming for “A Local Green Book”**

Nashville, TN – The American Association for State and Local History (AASLH) congratulates Irving Archives and Museum (IAM) and the Irving Black Arts Council (IBAC) for receiving an Award of Excellence for “A Local Green Book.” The Award of Excellence is part of the AASLH Leadership in History Awards, the most prestigious recognition for achievement in the preservation of state and local history.

The award-winning project developed by Irving Archives and Museum in collaboration with the Irving Black Arts Council produced a comprehensive suite of programming in conjunction with the Smithsonian Institution Traveling Exhibition Service’s *The Local Negro Motorist Green Book* exhibition that provided insights and understandings into the challenges and hardships the Black community encountered in travel, education, entertainment, and services during the Jim Crow era. Through Scholar’s Talks, film screenings, panel discussions and a locally curated exhibition, the exhibition and programming of IAM and IBAC’s project reached a broad audience. Of particular note was a panel discussion of eyewitnesses to history headlined by Dr. Opal Lee and Judge L Clifford Davis. The exhibition and programming ran from October 16, 2022 – January 8, 2023.

This year, AASLH is proud to confer fifty-one national awards honoring people, projects, and exhibits. The winners represent the best in the field and provide leadership for the future of state and local history.

The AASLH awards program was initiated in 1945 to establish and encourage standards of excellence in the collection, preservation, and interpretation of state and local history throughout the United States. The AASLH Leadership in History Awards not only honor significant achievement in the field of state and local history, but also bring public recognition of the opportunities for small and large organizations, institutions, and programs to make contributions in this arena. For more information about the Leadership in History Awards, contact AASLH at 615-320-3203, or go to [www.aaslh.org](http://www.aaslh.org).

#### About Irving Archives and Museum

The Irving Archives and Museum (IAM) excites visitors with its permanent exhibition on the history of Irving, temporary exhibitions, and a Smithsonian Spark!Lab where adults and children alike create, collaborate, explore, test, experiment, and invent. Also housed at IAM is the city's archives, allowing the discovery of Irving's history through access to documents, photographs, maps, films, and more.

#### About Irving Black Arts Council

The Irving Black Arts Council's (IBAC) mission is to "showcase African American art and artists, enrich our community, and inspire audiences by providing quality art programming. IBAC is an organization that promotes and encourages cultural enrichment and activities for individuals and families. The types of activities includes: Art Shows, Musical Concerts, Poetry Readings, Theatrical Productions, Literary Scholarship Contests, Lectures, Seminars and Youth Programs."

#### About AASLH

The American Association for State and Local History (AASLH), a national nonprofit association, provides leadership and resources to help the history community thrive and make the past more meaningful for all people. AASLH serves the tens of thousands of history organizations, professionals, and volunteers around the country who help people of all ages develop critical thinking skills and understand how learning history helps society make progress toward justice. Through research, advocacy, and our field-leading professional development program, AASLH advances public history practice and connects history practitioners to critical issues in the field and to one another. For more information about AASLH visit [www.aaslh.org](http://www.aaslh.org).

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FEATURED

# 9/11 Threatened Urban Office Buildings. But They Came Back. Here's How They Will Again.

To Rebound After the Pandemic, Both Office Buildings and Their Locations Must Change



One World Trade Center (center) stands in New York. (CoStar)

By [Margarita Foster](#)

LoopNet

June 14, 2023 | 8:52 A.M.

This is **not the first time that a death sentence has been issued for the office sector.** Just after the September 11, 2001, terror attacks, adjectives associated with the next generation of office structures included progressive collapse, bollards and secure perimeters. Premiums were placed on buildings deemed safe and secure, meaning that standalone suburban structures with parking all around them were sought after, while urban offices fell out of favor.

**By 2010, as the events of September 11 faded, transit-oriented, mixed-use and walkability emerged as characteristics that made office buildings more valuable.**



Another decade later, when the pandemic began in 2020, sought-after office buildings had evolved to include activated lobbies, shared coworking spaces, and numerous amenities both inside and within walking distance from the building. The pendulum had swung back completely, with buildings in urban or urban-like, mixed-use settings generating demand and premium pricing.

Today, roughly three years after the start of the global pandemic, questions about the future of office as a concept, as well as a place, are swirling, just as they did after 9/11. To help understand how commercial real estate professionals are sorting through the complex and costly issues surrounding the reinvention of the office sector, LoopNet spoke with four specialists who shared a variety of assessments and outlooks on how to move forward, make offices work today and avoid obsolescence.

## Office is the Last Piece, Not the First

Steve Martin is the managing principal at SDM Partners, a developer, investor and operator in the southeastern United States. Martin told LoopNet that “nobody knows what demand is,” for office assets.

“Twenty to 25% of the office buildings in this country are obsolete, either locationally or physically, if not both. And they’re either going to be torn down or they’re going to be repurposed.”

Martin has done both. In early 2023, he tore down a 110,000-square-foot office building to make way for 80 for-rent townhouses. “Right next to it, I had a 10-story, 295,000-square-foot office building that we rezoned to turn into 216 apartment units.”

For real estate developers, an uncertain entitlement process can add significant costs to a project, making it financially untenable. So, if communities want to improve their tax rolls by converting underperforming office assets, “municipalities have to get on board with this repurposing,” Martin said.

“Buildings that I would have bought five or 10 years ago, I won’t buy [today]. Just being a nice building with a bunch of parking in the suburbs is not good enough. It’s all about being where people want to be. It needs to be cool, and it needs to be walkable,” Martin said. He acknowledged that “cool is somewhat subjective,” but added that “with enough money, you can do it.”

He noted that decades ago, in the suburbs, office buildings anchored locations and employees commuted to those places, and over time, eateries, hotels, retail and housing got built around them.

“It’s the exact opposite now; the office comes last. They’re taking it and bolting it on to these activity centers where people [already] want to be, [making office] the last piece, not the first piece,” Martin

said, so investors need to be on the lookout for these types of locations or they need to be prepared to create places and not just offices.

## Safety and Security Concerns Changed After 9/11...

Dale Dekker, an architect and developer based in Albuquerque, New Mexico, recalls working with clients just after September 11. The U.S. General Services Administration, which among other things, oversees real estate for the Federal Government, began to emphasize “guidelines that impacted federal facility design and security requirements,” Dekker said.

These guidelines were revised after the bombings of the World Trade Center in 1993 and the Alfred P. Murrah Federal Building in Oklahoma City in 1995. They **included** complex and extensive design, engineering and construction specifications to mitigate blast vulnerabilities and progressive collapse of structures.

They were not embedded in the local building codes, Dekker said, but certain owners with public sector tenants at the state, county or city level, “were concerned about these requirements.”

For the most part, private sector clients, unless they had public sector tenants in their building, probably just viewed it as good enough to be able to secure the perimeter of a building. But no additional structural requirements or redundant systems to mitigate catastrophic failure became commonplace, Dekker noted.

However, because of these safety requirements, there was tremendous concern among owners for several years following the 9/11 terror attacks, that their downtown buildings would not get leased because they were **difficult to secure, especially those with underground parking.**

Eventually, as memories faded and the private sector pushed back against the realities of paying for “hardened” buildings capable of mitigating collapse from explosives, even the Federal Government modified some of its requirements and generated **guidelines** that married security with amenities and building accessibility.

## ...But Urban Offices Still Came Back

“I went through 9/11,” said Stephen Silverstein, a principal and managing director at Avison Young for U.S. studio projects and construction management. “I was down in the World Financial Center ... and in the Towers when the bomb went off in **1993.**”

“It was a big part of my life, and I watched the shifts,” Silverstein said. Today, he said that in many major cities, he still sees bollards and security guards, “but I also see how people have forgotten [what happened] 23 years ago,” adding that he is conscious of how cars are pulling into buildings “and not being checked like they used to be.”

“People get comfortable and they forget; that works to our disadvantage, but also to our advantage,” Silverstein said. The market comes back because “people repopulate and feel more comfortable.”

He added that as the office sector works through the current transition, “where firms are upgrading and requiring different kinds of space, we cannot forget the things that were important to us 20 years ago and [we need to] bake them into what we do moving forward.”

## Converting to Meet Net Zero Is Expensive

What's interesting today, Dekker said “is this transition and change of national agendas to drive carbon neutral and net zero buildings,” and that the [Inflation Reduction Act](#) has put in place a variety of incentives relative to transferable tax credits and other inducements.

“Figuring out how to deploy smart building systems and sensors into existing buildings to make them more efficient,” is the challenge, Dekker said, adding that not all existing buildings can be adapted cost-effectively, so some will need to be repurposed for other uses or demolished.

A 1980s office building for example, even with tax incentives, will likely not pencil out if the goal is to make it an energy-efficient modern office building, he said. Floor-to-ceiling heights in those vintages can't accommodate the HVAC and air filtration components found in modern buildings, and large floor plates don't lend themselves to what are now expected features like natural light and fresh air.

To make carbon-neutral and net zero buildings financially feasible, Dekker said premium rents will be required from tenants. Based on a net zero office building he is currently assessing in Albuquerque, that rent needs to be about 15% above market at this point in time. However, Dekker added that “there are users who have [ESG](#) corporate mandates that are willing to look at the additional cost in order to achieve net zero.”

Apart from amenities, greater energy, water, carbon and waste efficiency will be the focus of future office buildings “and I think that's going to be the [opportunity and the challenge](#),” Dekker said because the capital expenditure required “to bring old buildings up to any kind of carbon neutrality relative to energy efficiency ... is going to be pretty expensive.”

## Office to Residential Conversions

A recent [assessment](#) by Avison Young found that about 9,000 office buildings in North America lend themselves well to residential conversions, a practice that many are contemplating to address the oversupply of older buildings. Sheila Botting, principal and president of professional services for the Americas at Avison Young, told LoopNet that some of the criteria used to identify viable candidates for conversions include location, the shape of the floorplate and cost.

Botting said the overarching question about location is: will a neighborhood have the necessary amenities, transportation infrastructure, retail and safety to make the area work as a residential community?

Concerning the floorplate, “typically, rectangular buildings are much easier to build out than square buildings,” Botting said, and a 15,000-square-foot floorplate provides a good distance from the core of the building to the window, so people don’t have to “live in 10-foot-wide tubes with a window at the end.”

Determining the costs required to gut the building and install plumbing, kitchens, washrooms, life safety systems, storage, etc. is critical and “that feeds into the business case for viability,” Botting said. She added that ultimately, it is a question of the building economics working, relative to the market it is in.

If the numbers don’t work, Botting said some municipalities are offering relief to investors by providing tax incentives to close that gap. She cited Calgary, Alberta as a municipality that is actively doing this for about a dozen office building conversions currently underway. “That’s what we [Avison Young] spend a lot of our time looking at today, the gap between economic rent and market rate.

## Building Features that Endure

Concerning evergreen characteristics of office buildings that stand the test of time, Silverstein indicated that a building lobby can play a critical role in determining if an office building is a good candidate for an upgrade or conversion. The size of the lobby, the natural light coming in, and the positioning of the lobby when one walks through the doors are foundational. “The thing that we’re focusing on with our clients is the experience, and it starts when they walk into the building,” whether the use is office, residential, or something else.

Preserving historic structures and [enhancing historical elements](#) also adds to the timelessness of a building, Botting said.

Operable windows are also a desirable feature, Silverstein added. In cities like New York, many of the older buildings were “built with operable windows and people are seeing the value.”

Some new buildings are being built with operable windows equipped with safety features, Silverstein said, adding “that is something people want for wellness purposes. They want fresh air, the ability to go outside and have the outside come into the space.”

## Rethink the Downtown

“I would say that this too shall pass in terms of the dip in the [office] cycle,” Botting said, noting that the average tenant signs a 10-year lease, and as leases expire in the current cycle, some tenants may contract or reduce their footprints, but most “still need a place to go every day.”

“People want to be connected. So, the question is not whether or not the office is alive and well, the question is: ‘What is the role and the definition of the workplace?’ And that’s really what companies are solving toward, developing their own definition” of community and place, she said.

Botting further posited, “Is there a call to action to rethink some of our downtowns and how we might provide great communities and ecosystems for people to live, work, play and learn in? Absolutely.” She concluded that each city and the people in it need to “reimagine what that downtown community can look like, and then get busy on developing and advancing a strategic plan to make it viable again.”

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## COSTAR ECONOMY

# Recession Predictions Are All Over the Map

A Widely Anticipated Downturn Remains Held at Bay



By [Christine Cooper](#) and [Rafael De Anda](#)  
CoStar Analytics

June 14, 2023 | 10:38 AM

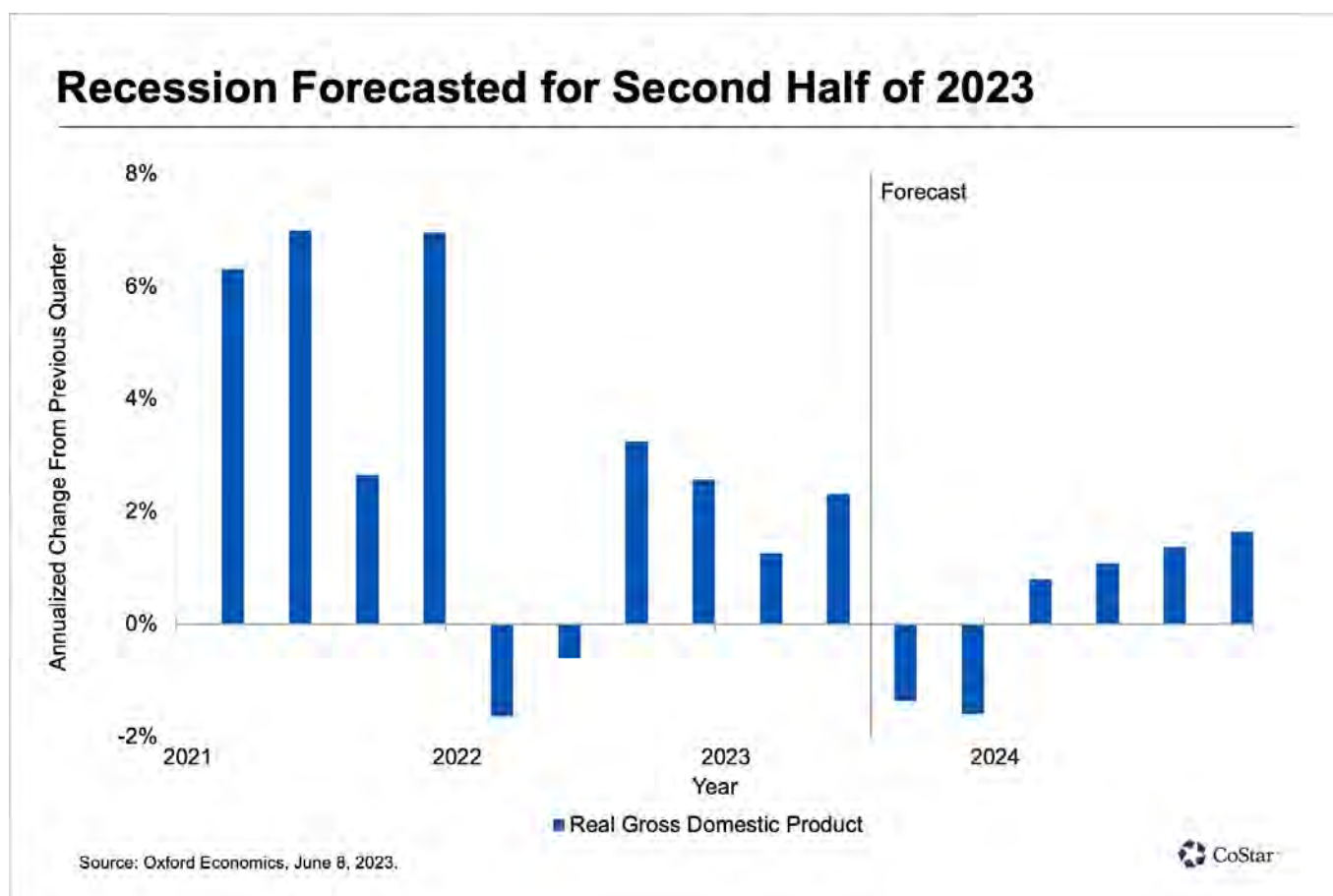
The economy continues to defy expectations. Despite an overall slowdown in activity since the middle of last year, firms today are continuing to hire at a healthy clip, consumers are spending at comfortable levels, and inflation is moderating from its peak reached last June.

There are troubled sectors, to be sure, including residential and commercial real estate, but so far, the most anticipated recession in history has been held at bay. Given recent data releases, many forecasters are revising their outlook and fewer are even calling for a recession at all.

Still, several have held their ground, insisting a recession is inevitable, if not this year then next.

Among the remaining recession callers, Oxford Economics, CoStar's global macroeconomic data provider, is expecting the economy to dip into a mild recession in the second half of 2023, per its latest forecast published on June 8, a call it has stood by since March.

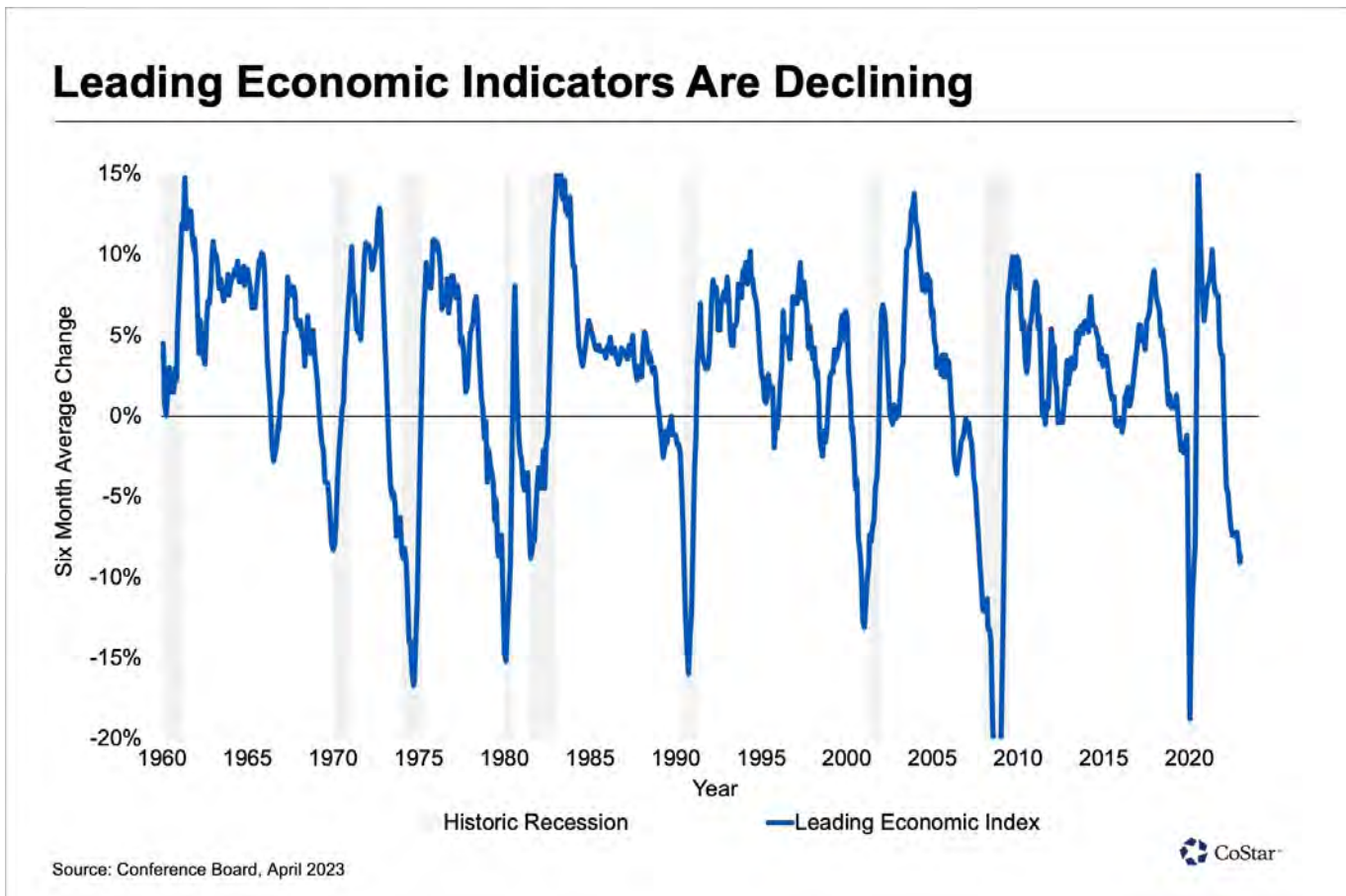
In the firm's estimation, elevated inflation and tightening lending conditions brought about by the Federal Reserve's rate increases will lead to a continuing pullback in consumer spending and business investment, inevitably triggering a downturn. The recession in this scenario will last only two quarters, with a peak-through-trough contraction in the order of about 1%, far milder than the 10% pandemic contraction in 2020 and the 4.3% contraction during the Great Financial Crisis.



This recession call is somewhat more pessimistic than [Blue Chip consensus estimates](#), which are calculated as an average of forecasts provided by about 50 financial, corporate and academic forecasters. The consensus estimates show a peak-through-trough decline of about 0.1% — don't blink or you might miss it.

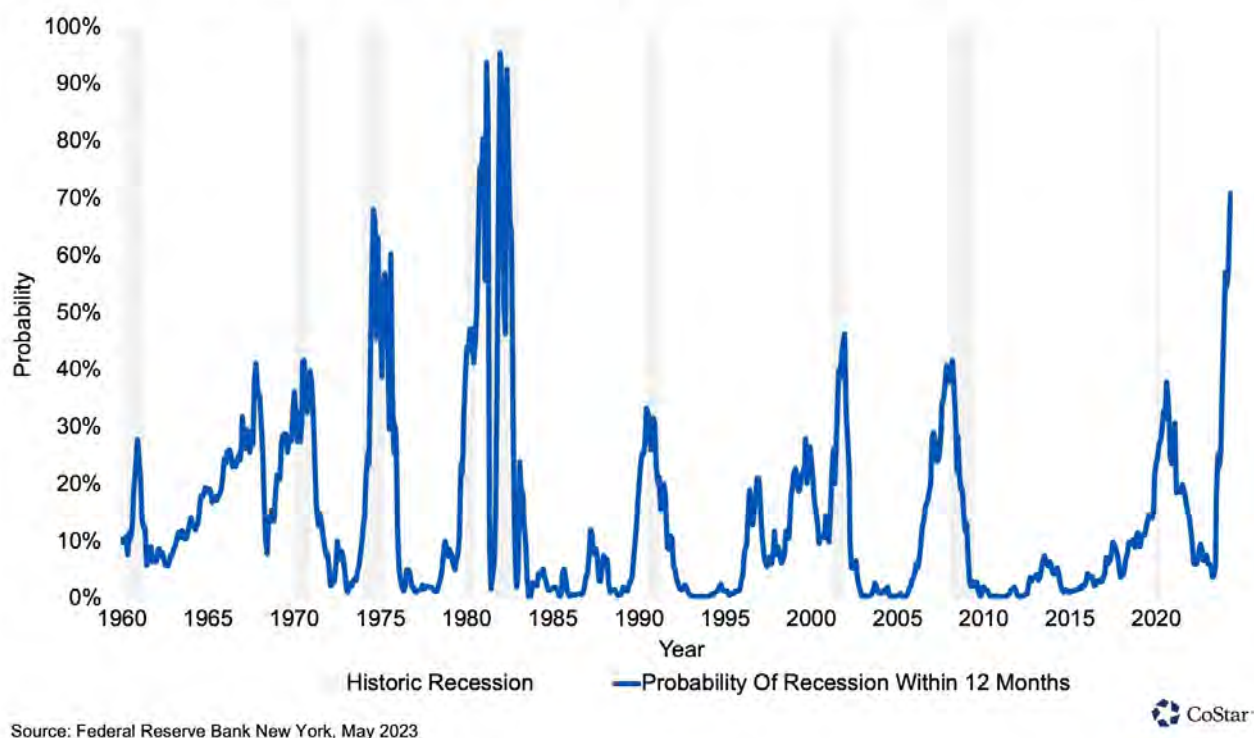
While forecasts vary widely among private providers, there are other indicators using public data that presage recessions with surprising accuracy. For example, the [Conference Board's Leading Economic Index \(LEI\)](#), a compilation of 10 economic data components across labor and housing markets, financial conditions and business activity, has a remarkable track record in signaling a coming recession.

The index, which was last published on May 18, has been in decline for 13 consecutive months. The Conference Board points to the index's six-month average change as the best recessionary indicator. This has fallen below its historical threshold for recessionary conditions for 10 consecutive months, suggesting the economy to fall into recession in coming months.



Another strong predictor of recessions is a model based on the spread between the 10-year Treasury and the three-month bill produced by the [Federal Reserve Bank of New York](#). This model puts the probability of the U.S. economy falling into recession within the next 12 months at about 70%. The spread was -171 basis points on May 31, when the model was last updated, driven partly by uncertainty in debt ceiling negotiations which increased risk in short-term bills. Since then, yields on 10-year notes have edged higher supported by a strong labor market report, but not enough to move the needle on the probability.

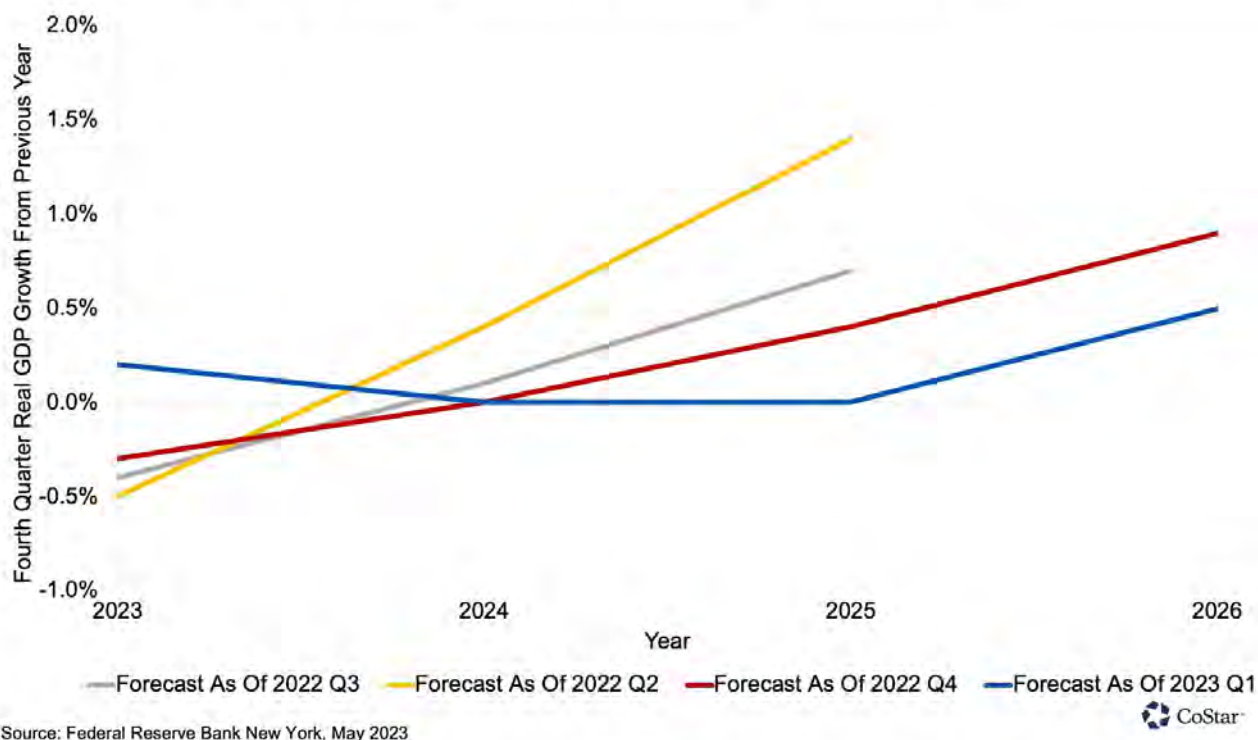
## Inverted Yield Curve Suggest a Recession Is Coming



Meanwhile, Goldman Sachs recently moved its probability of a recession occurring within the next 12 months lower, from 35% to 25% based on a loosening of labor market conditions, recovery of disposable income and deceleration of inflation.

A separate model produced by the New York Fed paints a different picture, where real gross domestic product ekes out a minor gain in the fourth quarter of 2023 but growth stalls in 2024 and 2025. Prior iterations of the quarterly Dynamic Stochastic General Equilibrium (DSGE) model were more pessimistic in the immediate short run but more optimistic in future years, showing a contraction this year followed by a moderate recovery. Each iteration has been downgraded given continued positive data readings on the labor market and consumer spending, however, and this last revision suggests the economy might avoid a recession but will suffer a fairly long period of stagnation. (While the DSGE model is not an official forecast of the New York Fed, it is frequently used for policy analysis.)

## New York Fed Model Shows Slower Growth Ahead



## What We're Watching ...

Part of the problem forecasting a recession is the interplay between the Federal Reserve's efforts to rein in inflation and the causes of inflation, which can be tough to tackle and may not easily respond to the Fed's intervention.

May's inflation data looked promising, with the headline consumer price index rising 4% in May from a year earlier, its 12th consecutive month of deceleration. But core inflation, coming in at 5.3% higher than a year ago and 0.4% over the month, is a bit more worrisome.

A large part of that is shelter costs. With housing price gains and rental rates moderating and even turning negative in many markets, especially those that saw the fastest price gains over the pandemic, we should see core consumer price index slowing in coming months. But the wait seems interminable, and if the trend doesn't move lower appreciably soon, the Fed is likely to push rates higher again, raising the risk the economy falls into recession.

*CoStar Economy is produced weekly by Christine Cooper, managing director and chief U.S. economist, and Rafael De Anda, associate director of CoStar Market Analytics in Los Angeles.*



# Retail Industry Remains Optimistic, With Low Vacancies and Rising Rents, Despite Troubled Economy

But Storm Clouds Ahead Prompt Concerns About Different Results in This Year's Second Half



The retail industry is not in a recession and probably won't be in one in the near-term, according to a top retail property management executive at JLL. (Michael Hirsch/CoStar)

By [Linda Moss](#) and [Katie Burke](#)  
CoStar News

May 23, 2023 | 8:28 P.M.

[Blackstone Group](#), touted as the world's largest real estate investor, remains bullish on retail property despite an uncertain economic outlook for the last half of the year.

Stephanie McGowan, a managing director at the private-equity firm, was asked if her company was delving into buying data center and industrial properties, real estate categories that have been performing well. The company is involved in those arenas, but retail is still a darling for Blackstone, according to McGowan.

"There's certainly a lot of great growth in data centers and industrial," she said this week at the 2023 ICSC conference in Las Vegas. "We're seeing that and we're playing into that theme. But we have

definitely a conviction, enthusiasm, for retail. I think for us it blends a great certainty of cash flow, which we've seen has been super resilient through lots of cycles, through COVID, through online e-commerce ... it's proved resilient. And we've kind of woken up to that."

There's been a lot of headline-grabbing bad news about the retail industry in the past few months. The list of companies seeking Chapter 11 protection, and in some cases planning to liquidate, in 2023 keeps growing, with new members including Union, New Jersey-based [Bed Bath & Beyond](#) and Dallas-based [Tuesday Morning](#). And a few more filings could be coming, some retail professionals said.

Interest rates are high and bank failures have put a squeeze on lending. Consumers are tapping into their savings, and struggling to afford necessities such as groceries, a category where prices have soared with the spike in inflation. And the economy could take a turn for the worse, moving into a recession, according to some economists.

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But despite all those headwinds, officials at companies like Blackstone — as well as brick-and-mortar retailers and mall and shopping center landlords and operators — said they are optimistic about the industry this year, albeit some cautiously so. Because of the overbuild in prior years, developers have pulled back and there has been very little new retail space coming onto the market. So inventory is tight for that space, which is helping to drive up rents, according to several brokers and landlords.

## More Store Closings

Recently vacated space, such as former Bed Bath & Beyond sites, is being leased by a throng of fast-growing chains, like the dollar stores, off-price retailers such as [TJX Cos.](#), and digitally native brands that now deem it necessary to have brick-and-mortar locations, brokers said. On a macroeconomic level, U.S. unemployment remains low, inflation is tamping down, and consumer confidence and spending remain steady — all a boon to the retail industry, according to some brokers.



Recently vacated retail space is being leased by fast-growing sellers including TJX Cos., which owns T.J. Maxx, according to real estate brokers. (CoStar)

The positive data is all there to support an upbeat take on retail, according to Kristin Mueller, president of JLL's retail property management business.

Leasing velocity is beating last year, which was a record year, vacancies are down, space supply is constrained, consumers are still spending so sales are up, and while the capital markets are constrained deals are still getting done, Mueller said. Money is available, but it's just more expensive and it's "a little trickier" to borrow, she said.

"Special servicers and bond holders don't want all this real estate back, so they're extending [loans], they're working with borrowers. ... In retail, we are not in a recession," Mueller said. "I'm afraid we're going to talk ourselves into a recession. But the fundamentals don't indicate a recession."

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The number of U.S. store closings slated this year has risen dramatically compared with 2022, driven by the high-profile bankruptcies. As of May 19 this year, U.S. retailers have announced 4,051 store

openings, far outpacing closings so far, which stand at 2,619, according to the latest data from Coresight Research.

But the number of stores being shuttered has soared compared with 2022. Year to date, major retailers have announced 6.7% more openings and 74.7% more closings compared to the same time last year, Coresight said. For the same period last year, there were 3,798 openings and only 1,499 closings, according to Coresight.

And UBS Group recently released some gloomy predictions about store closings, with an analysis that as many as 50,000 stores across the United States will close before 2027.

But a number of retail real estate brokers and other experts said they don't view such closings as a bellwether of any impending disaster for the industry, but rather the age-old winnowing out of weak and troubled companies. For decades retailers have failed and liquidated, and the pandemic led to an astounding number of Chapter 11 filings as well as a record number of store closings.

The industry evolved in reaction to COVID, according to landlords and brokers. Those that pivoted, by bolstering their online capabilities, for example, survived and are stronger for it, according to some brokers. Some struggling retailers managed to hang on, but their judgment day has finally arrived, brokers said.

"The retail sector will continue to reinvent itself with the poor products-and-services operators falling flat and the new shiny object that consumers think they need will be the fad," said Derek Anthony, senior vice president and managing director of brokerage for developer Woodmont Co.

## Retail Apocalypse Myth

Ami Ziff, managing director of national retail at Time Equities, which has 138 retail properties, is among those who is "cautiously optimistic" about the industry.

"This is my 16th year here at Time Equities, and in the 16 years I've been around here, we're operating in a retail market that has the best fundamentals I've seen in the last 16 years, just basic supply and demand," Ziff said. "There's strong demand for retail space from nationals, regionals and local tenants, and there's not a lot of new construction for the last five or 10 years because there were so many store closings, and there was a lot of press about retail in the U.S. being overstored per capita. So you've got not a lot of new deliveries, new construction, a lot of demand, and a defined restricted supply of space, so what's that translated to in our portfolio is meaningful, significant growth, high occupancies and an ability to recycle space as it becomes available."



Ethan Chernofsky, senior vice president of marketing at analytics firm Placer.ai, said some people buy into the myth of what he called the "retail apocalypse narrative" because of Chapter 11 filings, high inflation and the stock market's woes.

"We see it rearing its ugly head with what happened with Bed Bath & Beyond," Chernofsky said. "A retailer did not evolve the way it needed to so everything is collapsing. Garbage."



CBL Properties CEO Stephen Lebovitz said his company is having a better-than-expected year. The real estate investment trust's holdings include Cross Creek Mall in Fayetteville, North Carolina. (CoStar)

Chattanooga, Tennessee-based [CBL Properties](#), a mall landlord and real estate investment trust, has racked up a good year so far at most of its properties, according to CEO Stephen Lebovitz.

"We expected some moderation this year in sales, which we've seen," he told CoStar News at the conference. "But it's honestly been better than we expected for the first part of the year. Traffic has continued to stay above sales from last year, which is still above 2019 levels. And even the bankruptcies we've seen have been benign. Bed Bath & Beyond is the biggest, but there's strong demand for their locations. ... We've seen this coming for awhile, it's not a surprise, so we've been able to prepare."



But CBL, which emerged from Chapter 11 in November 2021 after the height of the pandemic, has had several properties that have since [gone into special servicing](#).

## Warnings Issued

"We have a couple of malls that we basically have given back to the lender and those are in receivership. ... We felt that the debt balance was so high that we couldn't see down the road it making sense for us" to keep those malls, Lebovitz said. "They were going to require investment, so we just didn't want to continue."

The REIT refinanced or extended the loans on many of its other properties, striking a \$300 million such deal last year at favorable interest rates, according to Lebovitz.

Even though the retail industry has performed well so far this year, there are headwinds ahead, according to some landlords and brokers. Inflation will continue to strain household incomes, making the second half of the year tough and challenging, according to Diane Wehrle, marketing and Insights Director at MRI Springboard, which studies customer behavior. She said she expects Americans to roll back spending until the holidays.

And there are other experts who foresee the same thing.

"Retailers have held up pretty well, but the economy is definitely slowing down," said Neil Saunders, managing director of GlobalData. "Sales, volume growth are both weakening. It's not a serious recession, but there's definitely a slowdown materializing and will probably get a lot worse."

## Challenges for Middle-Income Stores

Retailers are taking a variety of measures that will help them to face such an economic scenario, like cutting costs, automating certain functions in their supply chains, reducing inventory, and being more conservative about buying looking more carefully into profitability at individual stores, according to Saunders.

Barrie Scardina, executive managing director and head of retail services at [Cushman & Wakefield](#), said she is "conservatively optimistic" in her outlook for retail.

"We continue to see vacancy hovering nationally below 6%," Scardina said. "We continue to see rents holding strong nationally. We're going to see more stores open than close. But we are definitely going

to go through a time where the consumer pulls back. We are. Credit-card debt is rising and interest rates are rising and we're going to see people make decisions."

The retailers who will get squeezed in that kind of economic environment are chains that have catered to middle-income shoppers, like Macy's or Kohl's, according to Saunders and others. Discounters will enjoy a boost in business as consumers hunt for bargains, and higher-income shoppers will continue to buy at luxury chains, keeping that retail sector secure.

"The middle-of-the-road brands will suffer," Anthony said. "For those that are living paycheck to paycheck, they will swim in the deep-discount stores to save costs. Hence these retailers will see great increases, and the Top 5% consumer-income earners don't change their habits and will continue to support their tier one brands like Warby Parker, Lululemon, etc. The finer things in life will be even better for them."

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# Why Retailers Are Abandoning Traditional Malls

Tenants' Renewed Focus on Profitable Locations Fuels Exodus From Aging, Indoor Properties



Indoor retail properties such as the Hilltop Mall in Richmond, California, are now being repurposed into alternative uses as demand for traditional shopping center space wanes. (CoStar)

By [Katie Burke](#) and [Linda Moss](#)  
CoStar News

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The American mall is undergoing a transformation, but retail property professionals are still assessing what exactly it's turning into.

Industry analysts agree, after thousands of stores have closed, that the "if you build it, they will come" strategy woven throughout the retail industry's history has officially expired. Tenants and customers alike are abandoning the days of shopping in traditional, big-box anchored spaces.

Prominent retailers such as Gap, Bath & Body Works, Foot Locker and even Macy's are offloading their locations in aging, indoor properties across the country as the vestige of the 1990s and early 2000s has lost its grip on American culture. As the iconic multilevel escalators, food courts and sprawling surface

parking lots have emptied, companies long considered indoor-mall stalwarts are shedding their old stores and replacing them with locations with fast access and some element that's worth the trip rather than ordering online.

"Retailers are trying to close out all of the locations that no longer work," Neil Saunders, an analyst at GlobalData Retail, told CoStar News. "Profits are under a great deal of pressure, so companies are looking carefully at the performance of their portfolio across all outlets and property types, and the weakest performers and those with the weakest prospects are ones in traditional malls."

In referencing traditional malls, retail executives and stakeholders are talking about the enclosed properties in lower-tier cities and suburbs that were anchored by now-defunct brands such as Sears, Lord & Taylor or Mervyn's. The shopping centers were backdrops in movies such as "Clueless" or "Fast Times at Ridgemont High," and customers were fine with wandering around to window shop and sip on an Orange Julius.

To be clear, the mall isn't dead. But the split between successful and soon-to-be-obsolete retail properties has widened in recent years because of a confluence of factors such as department store closings, a shift toward experiential retail, the pandemic, and tenants' demand for storefronts in accessible, well-located areas.

The longtime formula of sandwiching a collection of tenants between two or more big-box anchors has been thrown out the window. Customers are demanding more of a destination worthy of a trip that goes beyond simply placing an order online. Retailers are hunting for spots that are easily accessible in order to accommodate convenient in-store pickups and build more brand awareness.

## 'Downward Spiral'

"They're not performing as they once did, and retailers are pulling out since they don't want to be in those closed-off locations," Saunders said. "When you look at those types of malls, the ones companies are pulling out of are the malls that are just horrible locations. They were built in the 70s and 80s, haven't been refreshed or refurbished, and they're closed-off places without much natural light. Nobody wants to go to them now since there are other, much better places to shop. That downward spiral has meant retailers are taking a stricter view about where they want to place their bets."

The challenges facing traditional malls began to mount years before the pandemic. They've been tracked by the industry's biggest trade groups, the National Retail Federation and ICSC, which is having its annual conference this week in Las Vegas.



Department stores were closing locations at an unprecedented pace, and as foot traffic dwindled, smaller retailers followed closely behind. There are roughly 700 malls in America today, according to data from analyst Coresight Research, down from about 2,500 in the mid 1980s and a figure expected to shrink further. Some forecasts have estimated there will be as few as 250 malls before the end of this decade.

As the economy places more pressure on retailers to scrutinize expenses and optimize their real estate portfolios, they have increasingly closed or relocated underperforming mall locations, a trend that has accelerated as companies emerge from the depths of the pandemic.

"Retailers that were traditionally mall based are pulling out of those traditional malls and moving to suburban, open-air and possibly even grocery-anchored properties," Brandon Isner, CBRE's head of retail research for the Americas, told CoStar News. "For occupiers now, whatever site builds your brand in the best way and in the best direction is the best site, and we've seen so many retailers shift or shrink their spatial requirements to be flexible if it's space in the right place. There's a lot more nuance to it now, so that 'if you build it, they will come' mentality is something I just don't believe in anymore."



Nordstrom executives have said it no longer considers the company a true mall brand, and its off-price Nordstrom Rack locations are more profitable because they aren't based in an enclosed retail property. (Getty Images)



Increased competition for space in desirable locations has even started to crimp retail leasing across the country, according to CoStar analysis, pushing volume levels to the lowest point since the height of the pandemic in mid-2020. The amount of available space in high-demand properties such as midsize shopping centers, top-tier malls or lifestyle centers has fallen to record lows. On the other end of the spectrum, however, interest in lower-tier, traditional malls continues to wane, and landlords are struggling to boost their occupancy figures.

As many as 50,000 retail stores across the United States are estimated to close before 2027, according to analysis from UBS, many of which are located in substandard malls that have long fallen out of favor.

The pandemic exacerbated the vacancy challenges traditional malls faced when customers concerned about their health and safety avoided the enclosed spaces and instead turned to open-air properties.

"We are definitely seeing brands move out of enclosed malls," Barrie Scardina, the executive managing director and head of retail services for Cushman & Wakefield, told CoStar News. "There's been a shift to shopping outside and feeling more like you're in a community. That trend started with the feeling of safety from COVID."

That transition has only gained momentum as some of the industry's largest brands have committed to retooling their retail footprints to prioritize off-mall locations.

"As retail continues to evolve, our flexible model supports a continued shift from what was predominantly a mall-based business toward a more diversified model that includes digital and off-price," CEO Erik Nordstrom has told analysts about the company's shifting real estate strategy.

## Trading Spaces

Nordstrom isn't the only high-profile retailer eschewing their once-dominant mall presence in favor of alternative locations.

As companies weed out underperforming locations and look for spots that will boost their market share, mall stalwarts such as Gap, Bath & Body Works, Foot Locker, Macy's, Williams-Sonoma and Kohl's have joined other brands including Lululemon and Warby Parker in choosing outposts in suburban lifestyle centers and higher-quality retail properties.



Retailers such as Bath & Body Works are cutting ties with mall-based locations and are instead shifting their real estate footprints to prioritize stores in lifestyle centers including the The Suites at Marketwalk in Las Vegas. (CoStar)

"You have companies with thousands of stores looking for different ways to gain market share and attract traffic," said Brian Katz, the CEO of boutique retail real estate brokerage Katz & Associates. "They're finding that the traffic department stores once generated has kind of gone to an almost minimal amount in some mall environments. I don't think they'll abandon malls completely, but they'll selectively [choose locations] in different markets where they think they can successfully gain market share by being outside of a mall."

Executives at Bath & Body Works, the longtime staple of American mall culture, told analysts last week they would increasingly shift the bulk of its real estate portfolio to include more off-mall locations, a strategy they say will be crucial for the company's growth and future profitability. The soap and fragrance chain's footprint is roughly split between stores in traditional mall properties and those located elsewhere, but Bath & Body Works Chief Financial Officer Wendy Arlin said the retailer's off-mall outposts will ultimately make up more than two-thirds of its portfolio.

"Approximately 99% of our store fleet is profitable, and our stores continue to significantly outperform pre-pandemic levels, led by strength in our non-mall locations," Arlin said. She added that the retailer will continue investing in "increasing its off-mall penetration," and opened more than 15 new stores —

all of which are located outside of traditional mall properties — for the quarter ending March 30. Even so, Bath & Body Works permanently closed eight stores, which Arlin said were "principally in malls."

Foot Locker, which had long operated the bulk of its real estate portfolio in mall-based locations — is pursuing its "lace up" strategy aimed at boosting profits by closing underperforming stores across American malls. Throughout the quarter ending March 30, the company shut 35 floundering outposts and boosted its share of off-mall square footage to 35%, up from about 30% at the same time last year.

The company is on track to close as many as 400 mall-based stores before the end of 2026.

Even for retailers uninterested in relocating or opening new locations, mall properties are among the first outposts to hit the chopping block.

For Gap — the parent company for iconic brands including its namesake label, Banana Republic, Athleta and Old Navy — its mall-based outposts were the first to be offloaded as part of a restructuring plan it kicked off in late 2020. The strategy will ultimately result in upwards of 350 closings before the end of this year between its Gap and Banana Republic brands, about 80% of which will be based in traditional malls.

## New Type of Demand

There are plenty of reasons for retailers to ditch their locations in malls, Matthew Harding, the CEO of New Jersey-based retail real estate manager Levin Management, told CoStar News of tenants' moves to reach more customers. Some are leaving as a result of closures among department-store anchors, while others are adapting to pandemic-related trends in which shoppers prefer to be in a more community setting outdoors.

What's more, customers are looking for an experience, something GlobalData Retail's Saunders said traditional malls are failing to provide.

"The number of things shoppers are looking for is an engaging experience, and the places that deliver that experience do well, while those older malls don't work anymore," he said.

So what is working?

"The outdoor malls and mixed-use developments are doing well because they're often a lot newer and more modern and successfully blend in a mix of things that are interesting to customers," the analyst added. "They typically have been able to attract more niche brands and retailers with more food

service, integrated leisure and sitting areas, and give people plenty of reasons to go there. Retailers want to be in those locations."

Another factor in retailers' emerging real estate strategies is an emphasis on storefronts that can also accommodate their e-commerce operations. Services such as buy online, pick up in store exploded throughout the pandemic, turning some retail outposts into an almost warehouse-like space that saved companies on shipping costs and industrial real estate.

Williams-Sonoma, which now bills itself as a "digital-first, but not digital-only" retailer, has closed or relocated dozens of mall-based locations over the past two years. It has redirected the capital to invest in its e-commerce platform, and CEO Laura Alber told investors earlier this year that the transition to better-performing locations has made it possible to expand some of its online shopping services and reposition its brick-and-mortar locations to act more as design centers and fulfillment hubs.

"There are some companies with large e-commerce businesses but no stores, and then some who have enormous stores, but they really don't invest much in e-commerce," Alber told analysts on the retailer's latest earnings call. "And we know that the multichannel shopper shops more, and it's the experience they're looking for. We're expanding what we do in these stores and using them differently, and that's a big advantage for us."

## Malls' Next Chapter

With fewer retailers interested in leasing space at traditional malls, landlords and developers are also considering a different approach: repositioning them.

More retail property owners across the country such as Brookfield and Kimco Realty are rethinking their use of space by incorporating other uses such as apartments, coworking spaces, hotels, entertainment venues or even warehouses in a bid to transition aging mall properties into higher and better uses.



Kimco Realty, which owns the Westlake Shopping Center in the greater San Francisco area, is looking to add 400 apartment units to the retail site in order to boost foot traffic and increase the property's appeal among retailers. (CoStar)

By building upon the idea of creating a live-work-play environment, landlords are overhauling otherwise obsolete malls into mixed-use destinations that not only attract a steady stream of foot traffic from residents and office workers, but boost the property's appeal for retailers targeting space in the newly created ecosystem.

"Reimagined mixed-use districts can be great for retailers," CBRE's Isner said. "These types of efforts usually have good results in drawing new tenants to the site and getting fresh churn there. Especially if the properties are in great locations that are already built out and don't have much available space."

It's a significant investment for property owners, though, and the process of transitioning to alternative uses can often be riddled with bureaucracy, pushback from local residents or can simply be too expensive to pencil. What's more, if there are still a few retailers operating at the mall, any landlord would have to wait out their leases before making any substantial moves. Even then, however, the challenges aren't stopping many from pursuing plans for traditional mall properties that would otherwise be sitting vacant.

In the San Francisco suburb of Daly City, California, real estate investment trust Kimco is looking to add 400 high-end apartments to its [Westlake Shopping Center](#), which opened in the 1950s. Across the



bay in Richmond, California, industrial powerhouse Prologis dropped nearly \$120 million to acquire the long-struggling [Hilltop Mall](#) and is pursuing plans to transform the site into a mixed-use hub.

The top two floors of the [Arcade Providence](#) in Rhode Island, one of the oldest enclosed malls in the United States, were recently converted into micro-lofts that quickly sold out after hitting the market in 2021. The former White Plains Mall in New York, built in the 1970s, was demolished late last year and is now a construction site for a nearly 900-unit apartment complex spearheaded by real estate developer The Cappelli Organization.

Even with all the changes rippling across the national retail real estate market, companies are proving themselves to be committed to brick-and-mortar space. Previously digital-only brands such as Warby Parker, Everlane, Untuckit, Rothys and others are investing in physical locations that support the brand image they are aiming to project.

"People are still going out and spending, and there are still lots of retailers looking at the market with optimism and seeing enormous expansion opportunities," Saunders said. "Sure there have been some failures, but those failures are because the companies or locations weren't good fits and didn't deliver what consumers now want. It's right that they pack their bags and be on their way, since that's how the market should work. It all creates a much better environment for shoppers and the whole retail sector than had existed before."

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