



Board of Directors Meeting

Monday, July 25, 2022 @ 11:45 a.m.

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

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

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU

BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS
OCTOBER 2021-SEPTEMBER 2022

Place	Last	First	10/23/2021	11/16/2021	12/13/2021	1/24/2022	2/28/2022	3/28/2022	4/25/2022	5/23/2022	6/27/2022	7/25/2022	8/22/2022	9/26/2022
1	Cooperstein	Karen	P	P	P	P	P	P	P	#	P			
2	Basoco	Michael	N/A	P	P	P	P	A	P	P	P			
3	Gibson	Colvin	N/A	P	P	P	P	P	P	P	P			
4	Stewart, Jr	Richard	P	P	P	P	P	P	P	P	P			
5	Bourgeois	Robert	P	P	P	P	P	P	P	P	P			
6	Arafat	Yasir	N/A	N/A	P	P	P	*	P	*	*			
7	Reed	Sam	N/A	P	P	P	P	P	P	P	P			
8	Mahoney	William	P	P	P	P	P	P	P	P	P			
9	Gears	Herbert	P	#	#	P	#	P	P	P	P			
10	DeBaudry	Tommy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	*	*			
11	Kang	Julia	P	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	*	P	P			
	Nicks	John	N/A	P	P	P	P	P	P	P	P			
	Bowman	Beth	P	P	P	P	P	*	P	P	*			
	Burke	Dallas	*	*	P	P	*	P	*	P	*			
	Fenley-Garcia	Stephanie	*	#	#	*	P	#	*	*	#			
	Hawkins	Todd	*	P	*	P	P	P	P	P	*			
	Hillman	Chris	*	*	P	P	P	P	P	P	*			
	Hoskins	Nydia	*	P	P	P	*	P	P	P	P			
	Limon	Kim	*	P	P	P	P	P	P	A	P			
	O'Briant	Kelly	N/A	N/A	#	P	#	P	P	P	#			
	Perot	Hammond	*	P	P	P	P	P	P	P	*			
	Philipp	Joe	#	P	P	P	P	#	P	P	#			
	Randall	Michael	#	#	#	P	*	P	*	*	P			
	Taylor	Mayor Pro Tem K	P	P	P	*	P	P	*	P	*			
Liaison	Venegas	Clare	#	#	#	#	#	#	#	#	#			

- P = Present**
- * = Absent - Company Business**
- # = Absent - Other**
- β = Represented**
- ∞ = Budget Retreat**

C = MEETING CANCELLED
n/a = NOT A MEMBER AT THIS TIME

Lindsey	Richard	P	P
Lear	Clementine	P	P

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, July 25, 2022, at 11:45 a.m.
Irving Convention Center – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for June 27, 2022
3. Accepting the ICVB Financial Reports – June 2022
4. Review of the Hotel Occupancy Tax Collections – April and May 2022
5. Accepting the Irving Convention Center Financial Report – June 2022

Board Reports

6. Introduction and Welcome of Irving Police Chief Derick Miller
7. COVID-19/American Rescue Plan Act Update
8. Board Chair Report
 - a. Next Board Meeting – August 22, 2022, Irving Convention Center
9. Board Committee Reports
 - a. Board and Business Development – Richard Stewart, Jr.
 - Next Meeting – September 9, 9:00 a.m.
 - b. Community Engagement – Karen Cooperstein
 - Recap of July 12 Meeting
 - Next Meeting – October 11, 9:00 a.m. –note new meeting time
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 9, 11:30 a.m.
10. City Reports
 - a. Council Liaison – Mayor Pro Tem Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

AGENDA - Continued

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

- 12. Convention Center Management Report – Tom Meehan**

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

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary’s Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Exhibit Hall B
June 27, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Karen Cooperstein, Tommy DeBeaudry, Herbert Gears, Colvin Gibson, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, John Nicks, Michael Randall, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, and Senior Assistant City Attorney Christina Weber – 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; Guests: Vice President of Governmental Affairs and Communications Erica Mulder, representing Beth Bowman – Irving Las Colinas Chamber of Commerce

Board Chair David Cole called the meeting to order at 11:50 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from May 23, 2022
- Accept the ICVB Financial Reports for May 2022
- Accept the ICC Financial Reports for May 2022

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member Karen Cooperstein and a second from Board member Richard Stewart, Jr., the motion was unanimously approved.

INDIVIDUAL CONSIDERATION

OVERVIEW OF MARKETING PLAN AND OPERATING BUDGET

Gast reported the FY2022-23 Marketing Plan and Operating Budget was presented in detail with good discussion at the Executive Committee meeting on Friday. She noted that a printed copy of the complete document was distributed as a handout and is available on the Board portal.

Budget & Plan Development Priorities include:

- Minimize programming use of Hotel Occupancy Tax funds to rebuild reserves.
- Utilize ARPA funding for programming and Convention Center operations and capital needs.
- Keep building pipelines and awareness, focusing on Needs Analysis priorities and short-term market successes.
- Utilize all data resources available to further refine targets and messages.
- The five-year path to financial stability includes rebuilding all ICVB funds and building the pipeline for the future.

Gast reviewed ICVB Specific Data:

- Citywide HOT collection history.
- ICVB Reserve Fund and Net Operating Expenditure history.

- COVID impact to date on bookings.
- ARPA lost revenue estimates.
- Hotel Needs/Analysis outlook.
- Operating budget assumptions and proposed budget.
- ICC budget forecast and capital improvement plan
- Each ICVB Department and ICC priorities and initiatives were reviewed

Cole called for a motion to approve the FY2022-23 Marketing Plan and Operating Budget. On a motion from Board member Bill Mahoney and a second from Board member Herb Gears, the motion was unanimously approved.

IRVING CONVENTION CENTER CAPITAL IMPROVEMENT PLAN

Cole asked for a motion to approve the Irving Convention Center Capital Improvement Plan. On a motion from Board member Julia Kang, and a second from Cooperstein, the motion was unanimously approved.

DESTINATIONS INTERNATIONAL CODE OF ETHICS

Cole called for a motion to approve the Destinations International Code of Ethics. Board member Colvin Gibson proposed a motion to accept, and with a second from Gears, the motion was unanimously approved.

ICVB BOARD FY2022-26 STRATEGIC PLAN UPDATE

Gast reviewed the four priorities over the next five years and updates:

- Maximize organizational sustainability and growth
- Increase community outreach and collaboration
- Advocate for destination-enhancing development
- Enhance the visitor experience

With no further discussion, on a motion from Board member Sam Reed, and a second from Stewart, the ICVB Board FY2022-26 Strategic Plan update was unanimously approved.

PROPOSED CHANGES TO THE RESERVE FUND POLICY

A copy of the proposed changes to the Reserve Fund Policy was distributed and reviewed; the changes include increasing the Computer Replacement Fund minimal balance to \$500,000, and language to accommodate future years' ARPA funding if allocated to be held in reserves

With no further discussion, on a motion from Kang, and a second from Gears, the proposed changes to the Reserve Fund Policy were unanimously approved as presented.

PROPOSED CHANGES TO THE BUSINESS DEVELOPMENT INCENTIVE PROGRAM (BIZDIP)

Gast reported changes to the program were to pay BizDip payments directly to the client rather than the hotel when a hotel is delinquent per the City ordinance in its Hotel Occupancy Tax remittance.

Cole asked for a motion to approve the proposed changes to the Business Development Incentive Program. On a motion from Mahoney and a second from Gears, the motion was unanimously approved.

BOARD REPORTS

American Rescue Plan Act Update:

Gast reported at this time there is not an update on the American Rescue Plan Act. Gast will keep the Board informed of any updates.

CHAIR REPORT

- Cole reported the next Board meeting will be held on July 25 at the Irving Convention Center.
- The Las Colinas Bowl-a-thon is scheduled for September 14 from 6:00-9:00 p.m. at Pinstack Las Colinas. The ICVB has registered for two teams. Anyone interested in participating as a bowler or spectator was asked to email ICVB Office Manager Carol Boyer.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Richard Stewart, Jr. reported:

- Stewart gave a recap of the June 10 Committee meeting, noting discussion topics were Strategic Plan Committee items and next steps, and the Committee continues to review Board criteria and job descriptions.
- The next Committee meeting is scheduled for Friday, September 9 at 9:00 a.m. He encouraged all Board members to attend and participate.

Community Engagement Committee

Committee Chair Karen Cooperstein reported:

- The next meeting is scheduled for July 12 and noted the meetings have been moved to 9:00 a.m. going forward.

Destination Development Committee

- The next Committee meeting is scheduled for August 9 at 11:30 a.m.

CITY REPORTS

Mayor Rick Stopfer reported:

- Three Council members were sworn in at the recent Council meeting:
 - Councilman John Bloch – District 1
 - Councilman Brad LaMorgese – District 2
 - Mayor Pro Tem Kyle Taylor – District 7
- The five-year budget plan update was reviewed at Work Session. Moving as fast as possible for bond sale, road, and drainage improvements.
- Taking input on June 28 for Keeler Park improvements. The park is a 4-acre development and serves as a neighborhood park. The improvements are intended to provide more recreational opportunities for the local community.
- Ribbon cutting ceremony at Jaycee Park on June 21 to welcome home “Hippo Fantasia”, a bronze sculpture of three hippos, as part of a \$53 million flood plain project.
- The Irving 360 Civic Academy starts again in July and applicants are being accepted.
- 2022 Juneteenth Festival and Walk of Remembrance at Bear Creek Heritage Park drew a crowd despite the hot weather.

- Through federal Community Development Block Grant funds, the City is offering to repair or replace central air-conditioning units to qualifying low-and moderate-income resident homeowners.
- There are a number of job fairs being held across the City.
- Stopfer thanked the Irving-Las Colinas Chamber of Commerce team and Assistant City Manager Philip Sanders for their challenging work on the recruitment of new businesses coming to Irving and expansion projects.
- Ritter, a specially trained Irving Police dog, was invited to Uvalde to help the witnesses and others impacted by the tragic school shooting. He will give assistance and support to the children in the community.
- ARPA money has been received with a \$27 million final tranche.
- Fourth of July celebration with parade, watermelon give-away and live music at Heritage Park and fireworks at Levy Plaza.
- The Great Flag Caper founded by Nell Anne Hunt will distribute over 40,000 American flags with 300 volunteers over the Independence Day holiday weekend.
- DART news:
 - DART Board looking at changes for a complete management turnover at all levels.
 - Working on Silver and TRE line repair. Received federal funds for improvements not included in original plan and a percentage will return to the City. Irving is anticipating \$25,000-26,000 returned to the City for road improvements along the line.

Assistant City Manager Philip Sanders reported:

- The City is developing a citywide bicycle plan and community feedback is an integral part of the plan. Opportunities to comment will be available through public meetings and the project is expected to take 12 months to complete.
- Beginning June 20, crews will be removing sidewalks and other pavement areas around City Hall for a landscaping project and retrofitting repairs. Many areas may be closed or fenced off in the coming weeks.
- Also reported on his excitement for new businesses coming to Irving.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

- Gast reported ICVB staff representatives attended an introductory meeting with Brookfield and the new Music Factory General Manager and discussed taking the Toyota Music Factory to the next level.
- Shoutout to Senior Director of Marketing Communications Monty White and Accounting and Budget Director Marianne Lauda for the continued patience and professionalism in creating the Marketing Plan and Operating Budget.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services team is slightly behind pace but feels strong to make goal.
- Corporate business travel has not returned to pre-pandemic levels.

- The Sales team attended a site tour of the new Element hotel.
 - The property is slated for early-July opening and is located close to the DART station.
 - It is built vertically and has gorgeous views from the top floor with a modern concept.
 - Lovely property and fully staffed.
 - Bar with beer/wine available.
 - Breakfast is included in rate.
 - Tours can be arranged.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Echoed comments and congratulated White on the outstanding job for the Operating Budget and Marketing Plan document.
- The complete Marketing and Communications report will be placed on the Board portal.
- May was a strong month and summer is typically strong for analytics.
- Website traffic reports 94,000 website sessions, the highest to date.
- The Visit Irving blog is doing well with 11,000 page views.
- Uniquely Irving blog series is extremely popular and was supported with ARPA funds.
- There were 9,000 site visits, an increase of 14,000.
- Social media added 1,900 additional followers.
- Digital marketing Staycations produced 8,600 referrals, totaling \$45 million in Potential Economic Value.
- The Hidden Gem campaign generated 320,000 impressions.
- The four micro campaigns in May generated 7,300 hotel referrals.
- OTA Campaign with Expedia has generated 11,500 room nights since January.
- ICVB sponsored the Cooling Tent at the Lone Star BBQ Festival and Pfaff thanked the staff volunteers who worked it

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- STR for Irving in May reports Occupancy of 71.2%, compared to last year at 15.3%.
- Average Daily Rate was \$118.46, an increase of 28.5%.
- Irving YTD reports RevPAR of \$111.97, up 37.2% over last year.
- The AirDNA Report for May shows 535 available listings in Irving, which was a 16.8% increase in listings over last year's figure of 458.
- Average Daily Rate for May was \$195.15, a decrease of 7.54% over last year.
- Occupancy was 64.9%, a decrease of 1.33% compared to last year.
- Hotel comparable set reports Average Daily Rate for May of \$114.97, an increase of 12.99% from last year, with Occupancy 9.48% over last year at 71.4%.
- The Administration and Finance team:
 - Continually updating and revising the Board portal.
 - The administrative staff has been taking shifts covering the front desk phones.
 - ICVB received new monitors and is completing the required cyber security updates.
 - Rose thanked Lauda for her continual patience and thoroughness in working on the budget while completing all other duties.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Financially, May was a good month with 22 events. Many of the events were multi-day events.
- There were 17,000 guests in May and 110,000 for the year.
- Booked 881 guest rooms for the month and 17,488 year-to-date.
- Received 12 surveys with an average score of 93.3% and 95.5% for the year. The ICC is immensely proud of these scores and happy to see the increase in returned surveys.
- Booking pace is good with 10 new agreements and 146 for the year, compared to 76 last year.
- Financials are very solid and the types of events this year are different from events in the past. Events are generating revenue in rental, while concessions and parking continue to be sold. Catering is down due to the types of events being held.
- Forecasting for next year will be a challenge with all the uncertainty remaining in the market.
- Building projects include:
 - LED lights in the Exhibit Hall is complete and is a fabulous upgrade with several new features.
 - New chairs for the ballrooms and meeting rooms.
 - Security camera upgrades and some new locations.
- Re-staffing is still slow.

In response to a question from Mahoney, Meehan replied the cost savings from the LED light upgrades is considerable. The previous fixtures used to have two globes with six bulbs in each, totaling 12 bulbs per fixture. The cost for bulbs was expensive and they were dull the older they got. There is an automatic savings on bulbs and labor with the new LED lights.

INDUSTRY PARTNERS

Toyota Music Factory

Cole introduced Live Nation General Manager Tommy DeBeaudry to the Board. DeBeaudry thanked Gast, Cole for their assistance in easing into the process of becoming an ICVB Board member. He also thanked Meehan for the help in accommodations of overflow parking for TMF events.

General Manager Tommy DeBeaudry reported:

- The last 12 months since the shutdown has been challenging. Live Nation has done a massive reorganization and is constantly updating COVID policies to be in compliance.
- It has been a challenge to get the infrastructure up to speed after being closed for several months during the pandemic.
- Staffing is the number one challenge and not 100% fully staffed yet, and they are hiring.
- The new TMF owners are committed and heavily invested in improving the venue.
- The events calendar is robust – last week of July through August there were 24 promoted events.
- The long-term corporate initiative focus is on the under-served South Asian market and there are three targeted events with more to come.
- The show calendar is on The Pavilion at Toyota Music Factory website.
- Compared to 2019, last year was full with 115 promoted shows, and 155 private events.
- On target for 2022 to be record-setting for amphitheater shows and pacing ahead of budget this year.

Hotel Industry Updates

Board member Kim Limon reported:

- The Hampton Inn Irving/Las Colinas for May was at 75.2% Occupancy.
- Average Daily Rate of \$113.24.
- RevPAR at \$85.25, showing index growth of 132.3%.
- The Hilton Garden Inn Las Colinas property lobby is reopened and beautiful.
- Pool is not in operation at the moment.

Board member Nydia Hoskins reported for the Omni Las Colinas:

- May was at 62% in Occupancy.
- The pool has been busy.
- Short-term business is rampant.
- Catering is full and busy. She expressed her appreciation for the ICVB team and the social media pushes.
- The Omni Las Colinas will have a DJ and party on July 2 prior to the City events on July 4.
- Excited about the rest of the summer and the hotel is set up well for the third and fourth quarters of this calendar year.
- Renovations of the guest rooms have been approved and will keep the Board updated.

Restaurant Industry Updates

Cole reported:

- There are several restaurants closing and/or leaving Irving, but there are investments in new restaurants, and most are doing well.
- Opened or coming soon: Hudson House, The Reserve, and Wing Stop at Northgate and MacArthur, and a Brazilian restaurant going in where Champps was previously.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- Envoy Air invited 100 flight attendants to apply as prospective employees and hired all 100. It was encouraging but must adjust to hiring and surviving in this environment. They almost doubled pilot salaries and are now competitive in the market.
- Economic team reporting nine recruiting/retention wins, two are Fortune 500 companies and North American Headquarters.
- Builders FirstSource Global Headquarters is relocating to Irving from Dallas
- Caterpillar announced it will move their global headquarters to Irving.
- The Chamber's International Economic Development team attended the Texas-Panama Transportation Trade Mission in Panama City. The team joined with port authority leaders as well as Texas Economic Development Corporation to explore opportunities to expand during this multi-day event.
- Hosted a successful small business resource fair with 100 vendors.
- June 28 Five Star Mixer at Glory House Bistro.
- Ribbon cutting at Fluid Life at 4:00 p.m. on July 12.
- The Chamber website lists all Chamber and Community events.

Las Colinas Association

Board member Julia Kang reported:

- Hosted Summer Snow Down at Water Street on June 21, featuring Kona Ice Truck and served 350 snowcones to attendees. There were guests from surrounding cities that had heard about the event on Facebook.
- The Lone Star BBQ Festival on June 18 at Levy Plaza was a major event, with a good crowd. The ICVB Cooling Tent was a hit and the place to be. She thanked those who attended and volunteered.
- LCA will sponsor the concert stage at the City's July Fourth Celebration at Levy Event Plaza. The event will include food, fireworks, and plenty of fun.
- The Las Colinas Bowl-a-thon event will be held Wednesday, September 14 from 6:00-9:00 p.m. at Pinstack Las Colinas, benefiting Irving Family Advocacy Center.

TIF

Board member Michael Randall reported:

The TIF Board met on June 20 and discussed:

- Hotel Indigo improvements development:
 - The Board approved funds for public improvements last November for the causeway along the canal. These were required improvements for the City. They requested one tree removal be an optional item and are working with the City to get the permit to remove the tree.
 - There were \$585,000 in public improvement dollars for the property and an additional \$145,000 will go before Council for a shade/waterfall element. If not approved, the \$145,000 will be removed from the total.

Cole reminded the Board the Irving Marathon events begin again in October and registration is already open for the 5k walk/run. He gave a shout out for the Lone Star BBQ Festival and noted Irving native Alex Aguilar who played on the concert stage is dropping a new song which mentions Irving and Cole encouraged everyone to support local talent.

With no further discussion, the meeting was adjourned at 1:36 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
June 2022



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JUNE 2022

Assets

Cash and equivalents 5,158,236.82
Investments 3,030,400.00

Total Assets

8,188,636.82

Liabilities

Accounts payables 9,312.17
Unearned revenue 7,847,044.81
Due to other funds 352.11

Total Liabilities

7,856,709.09

Fund Balance (Budgetary basis)

Reserve for encumbrances 873,145.58
Unreserved (541,217.85)

Total Fund Balance

331,927.73

Total Liabilities and Fund Balance

8,188,636.82



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
JUNE 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	875,567.62	4,196,017.48	5,397,466.00	77.7%	0.00	1,201,448.52
	PENALTY AND INTEREST	16,103.60	24,041.52	0.00	100.0%	0.00	(24,041.52)
	PRIOR YEAR	10,766.20	133,645.55	0.00	100.0%	0.00	(133,645.55)
	SHORT-TERM RENTALS	4,128.13	28,283.63	0.00	100.0%	0.00	(28,283.63)
	TOTAL HOTEL/MOTEL TAX	906,565.55	4,381,988.18	5,397,466.00	81.2%	0.00	1,015,477.82
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		1,630.01	2,955.12	3,000.00	98.5%	0.00	44.88
M5 - MISCELLANEOUS							
		3,346.00	15,032.78	30,000.00	50.1%	0.00	14,967.22
TOTAL REVENUE		911,541.56	4,399,976.08	12,828,811.00	34.3%	0.00	8,428,834.92
EXPENDITURES							
N1 - SALARIES							
		190,831.72	1,644,857.80	2,612,041.00	63.0%	0.00	967,183.20
N2 - BENEFITS							
		40,329.69	379,366.21	593,381.99	63.9%	0.00	214,015.78
N4 - SUPPLIES							
		10,096.31	68,795.97	129,988.00	52.9%	22,978.00	38,214.03
O1 - UTILITIES (COMMUNICATIONS)							
		1,666.61	12,321.75	26,100.00	47.2%	0.00	13,778.25
O3 - OUTSIDE SERVICES							
	FREIGHT	155.68	773.74	3,000.00	25.8%	0.00	2,226.26
	MARKETING AND SALES RESOURCES	4,293.16	45,234.12	59,380.00	76.2%	0.00	14,145.88
	MEDIA ADVERTISING	23,796.16	369,543.20	582,399.80	63.5%	206,736.34	6,120.26
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	662.16	663.52
	PROFESSIONAL SERVICES	37,731.64	1,423,617.78	3,141,401.00	45.3%	509,664.80	1,208,118.42
	PROPERTY MANAGEMENT SERVICES	348,750.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	TOTAL OUTSIDE SERVICES	414,726.64	2,887,243.16	5,183,830.80	55.7%	717,063.30	1,579,524.34
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	11,973.13	150,538.91	502,500.00	30.0%	22,945.00	329,016.09
	MILEAGE REIMBURSEMENT	50.54	183.06	2,500.00	7.3%	0.00	2,316.94
	MEMBERSHIP AND DUES	2,066.00	35,302.90	53,000.00	66.6%	0.00	17,697.10
	TOTAL TRAVEL - TRAINING - DUES	14,089.67	186,024.87	558,000.00	33.3%	22,945.00	349,030.13
O5 - CLAIMS AND INSURANCE							
		0.00	103,533.75	138,045.00	75.0%	0.00	34,511.25
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	36,262.62	175,279.53	215,898.00	81.2%	0.00	40,618.47
	BUSINESS DEV INCENTIVE PROG	21,904.00	145,587.13	500,000.00	29.1%	0.00	354,412.87
	CONVENTION SERVICES MATERIALS	0.00	45,534.13	92,803.83	49.1%	1,813.50	45,456.20
	EVENT SPONSORSHIPS	1,000.00	76,727.50	148,800.00	51.6%	26,000.00	46,072.50
	ICVB VOLUNTEER PROGRAM	0.00	540.00	5,000.00	10.8%	0.00	4,460.00
	LOCAL PROGRAMS-PROMOTIONS	21,168.31	145,478.08	610,500.00	23.8%	20,000.00	445,021.92
	TOTAL MISCELLANEOUS EXPENSES	80,334.93	589,146.37	1,573,001.83	37.5%	47,813.50	936,041.96
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	111,353.00	0.0%	0.00	111,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	363,000.00	363,000.00	363,000.00	0.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	0.00	23,139.00	0.0%	0.00	23,139.00
	TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
	TOTAL TRANSFERS OUT	363,000.00	363,000.00	976,445.00	0.0%	0.00	613,445.00
TOTAL EXPENDITURES		1,115,075.57	6,234,289.88	11,902,186.62	52.4%	810,799.80	4,857,096.94

Beginning Fund Balance	2,166,241.53
Revenues	4,399,976.08
Expenditures	(6,234,289.88)
Ending Fund Balance	<u>331,927.73</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.



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

Assets

Cash and equivalents 1,513,081.99
Investments 1,603,000.00

Total Assets 3,116,081.99

Liabilities

Unearned revenue 2,959,732.65

Total Liabilities 2,959,732.65

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 156,349.34

Total Fund Balance 156,349.34

Total Liabilities and Fund Balance 3,116,081.99



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
 MONTHLY FINANCIAL REPORT
 JUNE 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME		847.90	1,724.42	500.00	344.9%	0.00	(1,224.42)
M5 - MISCELLANEOUS		21,924.37	1,197,319.33	1,264,000.00	94.7%	0.00	66,680.67
M6 - TRANSFER FROM ICVB GENERAL		363,000.00	363,000.00	363,000.00	100.0%	0.00	0.00
TOTAL REVENUE		385,772.27	1,562,043.75	4,506,167.00	34.7%	0.00	2,944,123.25

EXPENDITURES							
N4 - SUPPLIES		11,512.22	171,710.02	334,794.00	51.3%	0.00	163,083.98
N7 - STRUCTURE MAINTENANCE		32,131.59	299,432.55	364,000.00	82.3%	0.00	64,567.45
O3 - OUTSIDE SERVICES		0.00	148,227.54	362,000.00	40.9%	0.00	213,772.46
O4 - TRAVEL / TRAIN / DUES		0.00	26,059.33	35,000.00	74.5%	0.00	8,940.67
P1 - CAPITAL EXPENDITURES		100,917.00	1,437,092.43	2,046,873.00	70.2%	0.00	609,780.57
TOTAL EXPENDITURES		144,560.81	2,082,521.87	3,142,667.00	66.3%	0.00	1,060,145.13

Beginning Fund Balance	676,827.46
Revenues	1,562,043.75
Expenditures	(2,082,521.87)
Ending Fund Balance	<u>156,349.34</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

June 2022

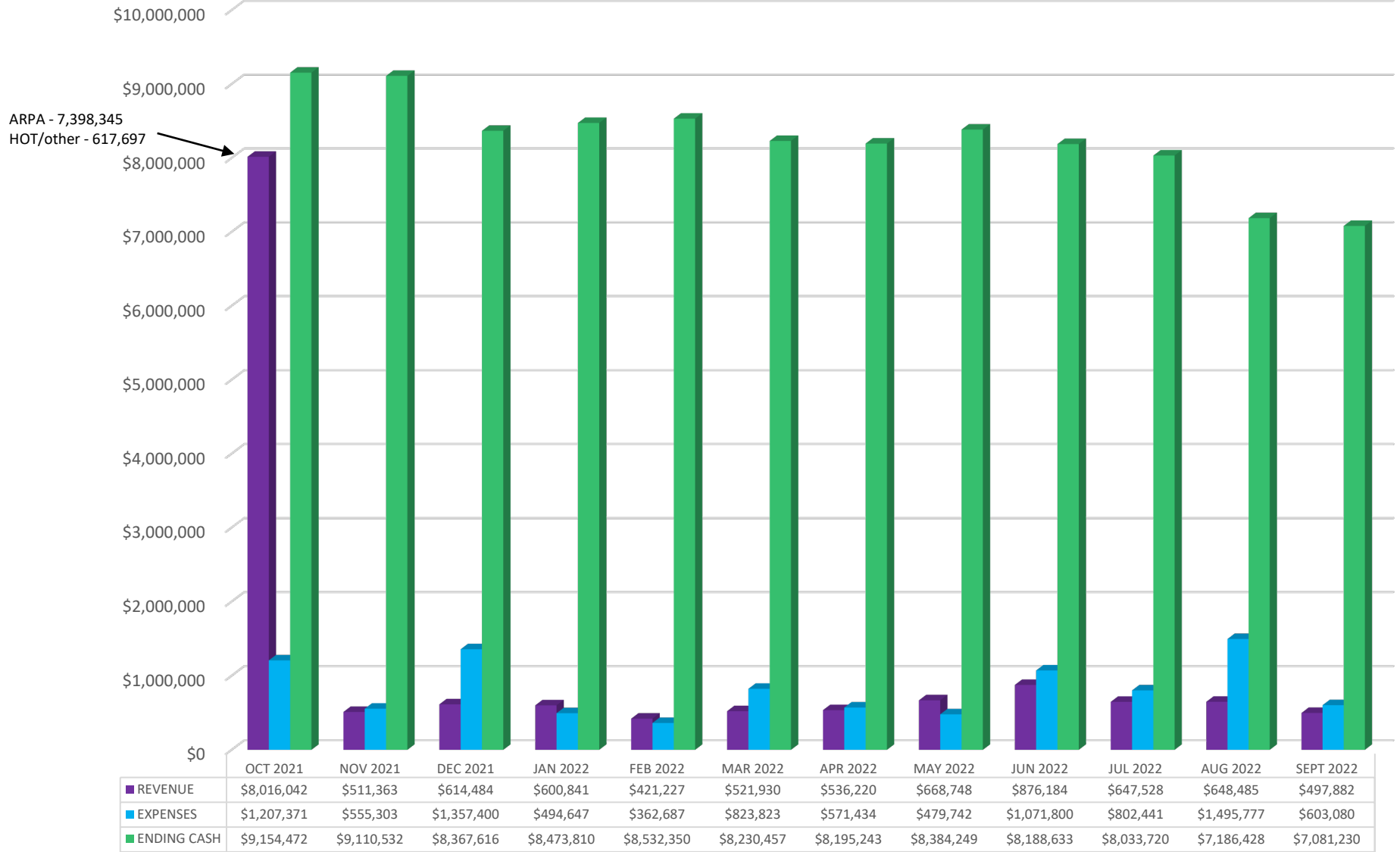
Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT Tax
80062407	6/9/2022	AJR MEDIA GROUP MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM	495.00	495.00	
80062408	6/9/2022	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	MAY 2022 - RECEIPTS	36,083.10	30,517.17	5,565.93
80062409	6/9/2022	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	BIG 12/NCAA NATIONAL REFEREE CONFERENCE/MAY	955.00	955.00	
80062410	6/9/2022	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAY 09 - 20, 2022	750.00	750.00	
80062411	6/9/2022	PIM HIGHLAND TRS CORPORTATION BUSINESS DEV INCENTIVE PROG	INSURANCE DESIGNERS OF AMERICA/IPS/MAY 2022	655.00	655.00	
80062412	6/9/2022	DALLAS WHEELCHAIR TENNIS CLUB BUSINESS DEV INCENTIVE PROG	TEXAS OPEN WHEELCHAIR TENNIS TOURNAMENT/MAY	230.00	230.00	
80062413	6/9/2022	FORT WORTH CONVENTION & VISITORS BUREAU TRAVEL AND TRAINING	HELMSBRISCOE ABC 2022/TX CVB CABANA CLIENT	878.91	878.91	
80062414	6/9/2022	IPROMOTEU.COM, INC. MARKETING RESOURCES	CLUBCORP SWAG - ADDITIONAL 16 GB USB'S	551.00	551.00	
80062415	6/9/2022	NATIONAL ASSOC. OF SPORTS COMMISSIONS EVENT SPONSORSHIPS	SYMPOSIUM CLOSING PARTY SPONSORSHIP/MAY 5,	1,000.00	1,000.00	
80062416	6/9/2022	SMG BUILDINGS	PRIMARY HEAT EXCHANGES IN BOILERS 2 & 3	107,134.00	100,917.00	
			BUILDINGS MAINT CHILLER #3 EVAPORATOR CHARGING VALVE		6,217.00	
80062417	6/9/2022	SMG BUSINESS DEV INCENTIVE PROG	TEXSOM INTERNATIONAL WINE AWARDS/MAY 2022	1,425.00	1,425.00	
80062418	6/9/2022	SMG PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,750.00	348,750.00	
80062419	6/16/2022	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	NORTH TEXAS RPG-CON/JUNE 2022	2,565.00	2,565.00	
80062420	6/16/2022	CELLCO PARTNERSHIP COMMUNICATIONS	MAY 2022	4,394.57		308.36
			OFFICE MACHINERY LESS 5000 MAY 2022		1,451.05	
			COMMUNICATIONS MAY 2022			76.26
			OFFICE MACHINERY LESS 5000 MAY 2022		1,266.61	
			COMMUNICATIONS MAY 2022			55.20
			OFFICE MACHINERY LESS 5000 MAY 2022		1,237.09	
80062421	6/16/2022	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAY 23 - JUN 03, 2022	906.25	906.25	
80062422	6/16/2022	EX DALLAS LP MEMBERSHIPS, CERTS, & LICENSES	JUNE 2022	926.00		926.00
80062423	6/16/2022	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	79.44	51.93	
			FREIGHT SHIPPING		17.45	
			FREIGHT SHIPPING		10.06	
80062424	6/16/2022	FIRED UP BRANDS, INC PROFESSIONAL SERVICES	ICVB STAFF TRAINING	3,333.33	3,333.33	
80062425	6/16/2022	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	321.50	321.50	
80062426	6/16/2022	LAUDA, MARIANNE COMMUNICATIONS	MAY 2022 - CELL	75.00		75.00
80062427	6/16/2022	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2022 ICVB USA TRIATHLON EVENT	13,508.65	5,859.00	
			PROFESSIONAL SERVICES 2022 ICVB THIRD QUARTER REPRINTS		7,649.65	
80062428	6/16/2022	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST	1,011.60	1,011.60	
80062429	6/16/2022	MEETING PROFESSIONALS INTERNATIONAL		14,875.00		

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount ARPA	HOT Tax
		MEDIA ADVERTISING	ADVERTISING		14,875.00	
80062430	6/16/2022	PETTY, BRICE		198.45		
		COMMUNICATIONS	MAR 2022 - CELL			66.15
		COMMUNICATIONS	APR 2022 - CELL			66.15
		COMMUNICATIONS	MAY 2022 - CELL			66.15
80062431	6/16/2022	SMG		4,706.35		
		TRAVEL AND TRAINING	DFWAE SPONSORSHIP		1,674.00	
		PROFESSIONAL SERVICES	NETWORK SERVICES		700.75	
		LOCAL PROGRAMS-PROMOTIONS	CATERING			1,630.85
		PROFESSIONAL SERVICES	NETWORK SERVICES		700.75	
80062432	6/16/2022	SMITH TRAVEL RESEARCH INC.		4,400.00		
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 3RD QTR		4,400.00	
80062433	6/16/2022	STAPLES		276.31		
		OFFICE SUPPLIES	OFFICE SUPPLIES			276.31
80062434	6/16/2022	THE LIBERTARIAN PARTY OF TEXAS		1,020.00		
		BUSINESS DEV INCENTIVE PROG	STATE CONVENTION/APRIL 2022			1,020.00
80062435	6/16/2022	TUCKER & ASSOCIATES, LLC		4,074.23		
		PROFESSIONAL SERVICES	MAY 2022 - REIMBURSABLES			74.23
		PROFESSIONAL SERVICES	MONTHLY RETAINER - JUN 2022			4,000.00
80062436	6/16/2022	WFAA-TV INC		5,499.99		
		MEDIA ADVERTISING	ADVERTISING			5,499.99
80062437	6/23/2022	CONFERENCE DIRECT LLC		3,000.00		
		MEDIA ADVERTISING	ADVERTISING			3,000.00
80062438	6/23/2022	CUTTS, SUSAN		843.75		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JUN 06 - 17, 2022			843.75
80062439	6/23/2022	DFW H38 OWNER LLC		1,340.00		
		BUSINESS DEV INCENTIVE PROG	NATIONAL LAWN & GARDEN SHOW/JUNE 2022			1,340.00
80062440	6/23/2022	DIPIETRO, KATHERINE		105.00		
		TRAVEL AND TRAINING	CMCA CONFERENCE 2022		30.00	
		COMMUNICATIONS	MAY 2022 - CELL			75.00
80062441	6/23/2022	DLC HOTEL OWNER LLC		8,329.00		
		BUSINESS DEV INCENTIVE PROG	TAMPA BAY RAYS VS TEXAS RANGERS		1,430.00	
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TEXAS RANGERS/JUNE 2022		925.00	
		BUSINESS DEV INCENTIVE PROG	TRUSTMARK PRODUCER CONFERENCE/MAY 2022		2,615.00	
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TEXAS RANGERS/JUNE 2022		975.00	
		BUSINESS DEV INCENTIVE PROG	THE PETROLEUM ALLIANCE OF OKLAHOMA/JUNE 2022		2,384.00	
80062442	6/23/2022	FOJTASEK, LORI		83.54		
		COMMUNICATIONS	MAY 2022 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	MAY 2022 - CELL / MILEAGE			8.54
80062443	6/23/2022	HOPKINS, CHERYL		150.00		
		COMMUNICATIONS	MAY 2022 - CELL			75.00
		COMMUNICATIONS	APR 2022 - CELL			75.00
80062444	6/23/2022	IRVING - LAS COLINAS ROTARY CLUB		40.00		
		MEMBERSHIPS, CERTS, & LICENSES	MAY 2022			40.00
80062445	6/23/2022	LEVINE, KATHY		65.44		
		COMMUNICATIONS	MAY 2022 - CELL			65.44
80062446	6/23/2022	LOPEZ, BRENDA		75.00		
		COMMUNICATIONS	MAY 2022 - CELL			75.00
80062447	6/23/2022	MALONEY STRATEGIC COMMUNICATION INC		8,965.60		
		PROFESSIONAL SERVICES	2022 ICVB CLUBCORP GOLF CLASSIC EVENT		8,965.60	
80062448	6/23/2022	MANSELL, LORI		75.00		
		COMMUNICATIONS	MAY 2022 - CELL			75.00
80062449	6/23/2022	MANSOUR, KAYLA		192.00		
		COMMUNICATIONS	APR 2022 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	APR 2022 - CELL / MILEAGE			42.00
		COMMUNICATIONS	MAR 2022 - CELL			75.00
80062450	6/23/2022	NAYLOR, LLC		99.67		
		MEDIA ADVERTISING	ADVERTISING		99.67	
80062451	6/23/2022	ROBERTS, DEBBIE		181.89		

Begin Date 6/1/2022 End Date 6/30/2022

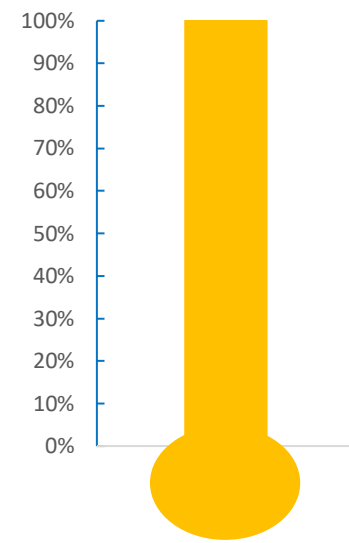
Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount		
					ARPA	HOT Tax	
80062449	6/23/2022	MANSOUR, KAYLA		192.00			
			COMMUNICATIONS		APR 2022 - CELL / MILEAGE	75.00	
			MILEAGE REIMBURSEMENT		APR 2022 - CELL / MILEAGE	42.00	
		COMMUNICATIONS	MAR 2022 - CELL			75.00	
80062450	6/23/2022	NAYLOR, LLC		99.67			
			MEDIA ADVERTISING		ADVERTISING	99.67	
80062451	6/23/2022	ROBERTS, DEBBIE		181.89			
			TRAVEL AND TRAINING		SPORTS ETA TRADESHOW 2022	106.89	
			COMMUNICATIONS		MAY 2022 - CELL	75.00	
80062452	6/23/2022	SMG		25,914.59			
			BUILDINGS MAINT		WESTIN GARAGE RENTAL - MAY 2022 - CPI INCREASE	1,995.11	
			BUILDINGS MAINT		WESTIN GARAGE RENTAL - JUN 2022	23,919.48	
80062453	6/23/2022	TUCKER & ASSOCIATES, LLC		148.46			
			PROFESSIONAL SERVICES		APR 2022 - REIMBURSABLES	74.23	
			PROFESSIONAL SERVICES		JUN 2022 - REIMBURSABLES	74.23	
		Total Number of Invoices	76	TOTAL	610,687.62	559,051.72	51,635.90
		Total Number of Checks	47			91.5%	8.5%

Irving Convention and Visitors Bureau FY22 Cash Flow June 2022



■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH

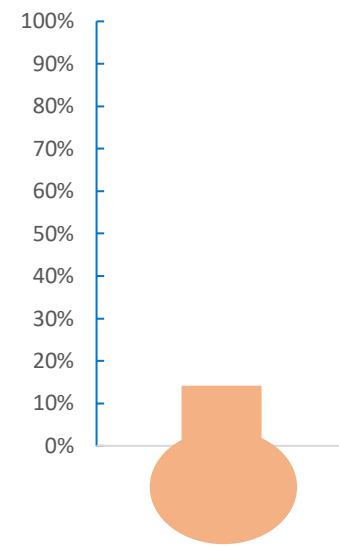
REPAYMENT OF FY21 LOAN FROM CITY



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

FY22 YEAR END GOAL
N/A

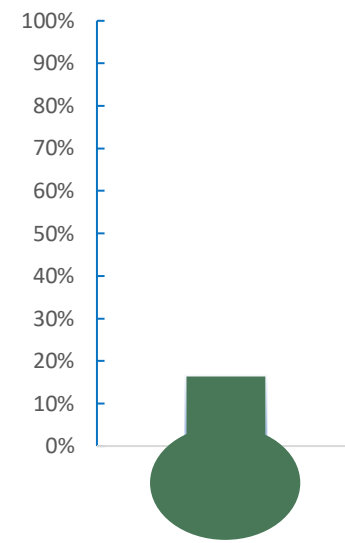
COMBINED FUNDS



GOAL: \$10,500,000
CURRENT: \$489,194

FY22 YEAR END GOAL
\$3,500,000

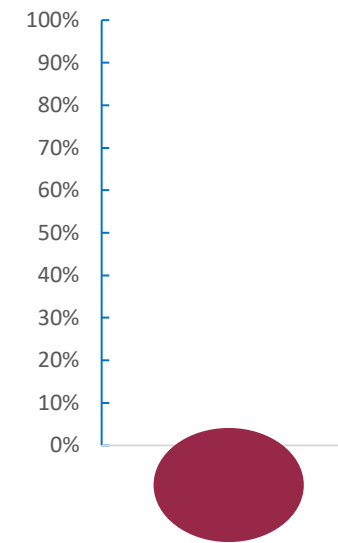
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$331,928

FY22 YEAR END GOAL
\$2,000,000

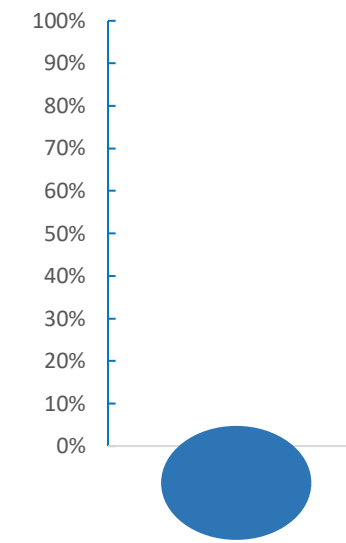
CATASTROPHIC RESERVE



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

FY22 YEAR END GOAL
\$500,000

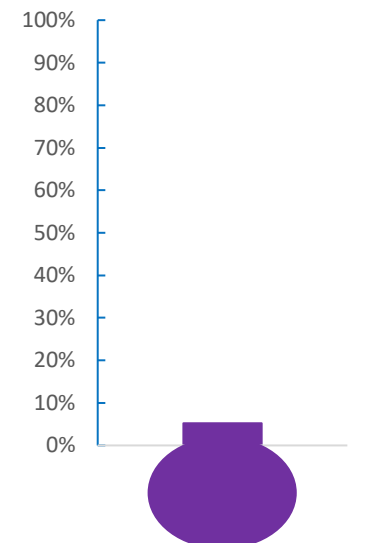
COMPUTER FUND



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

FY22 YEAR END GOAL
N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$156,349

FY22 YEAR END GOAL
\$1,000,000



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:
April and May 2022

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2021 - 2022**

LUXURY & FULL SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022
1	Atrium Hotel and Suites DFW Airport	3,783.84	4,528.42	4,045.56	634.90	3,521.48	7,151.92	3,766.53	3,714.00
2	Dallas Marriott Hotel Las Colinas	37,970.09	33,483.93	24,467.35	22,307.01	29,716.95	43,897.66	49,996.86	43,898.34
3	DFW Airport Hotel & Conference Center	2,628.37	2,490.29	1,924.10	414.75	29.71	130.68	7.83	1.11
4	DFW Airport Marriott	40,597.86	44,001.44	24,067.21	40,491.61	35,076.69	43,231.22	39,970.05	41,690.81
5	Doubletree by Hilton DFW Airport North	11,756.14	8,068.01	0.00	0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	23,760.06	22,304.84	19,367.30	17,870.25	20,520.11	27,134.33	28,253.05	26,197.44
7	Four Seasons Resort & Club	82,177.41	80,697.71	62,241.41	45,428.15	46,937.23	75,634.02	93,751.14	95,780.47
8	Hilton Garden Inn DFW Airport South	10,967.90	10,423.32	7,286.49	7,976.63	10,628.56	11,568.59	12,263.91	12,721.68
9	Hilton Garden Inn Las Colinas	10,627.57	9,520.04	7,534.88	7,252.60	9,901.03	12,187.92	14,046.72	14,626.29
10	Holiday Inn Irving Las Colinas	7,069.28	5,548.92	5,579.88	5,880.13	6,027.03	8,606.09	9,259.25	8,490.10
11	NYLO Las Colinas Tapestry Collection by Hilton	13,102.22	11,870.42	10,551.36	9,080.76	13,767.92	17,126.46	18,008.24	18,700.53
12	Omni Las Colinas Hotel	32,743.44	28,486.90	20,256.44	21,630.77	24,340.89	33,923.52	51,777.91	47,460.51
13	Sheraton DFW Airport Hotel	22,148.78	19,798.46	13,727.91	13,122.31	10,193.20	12,245.92	0.00	0.00
14	Texican Court	10,626.37	10,238.59	9,334.91	9,358.05	10,929.60	12,073.91	14,576.32	13,496.48
15	Westin DFW Airport	40,206.91	35,351.72	3,075.04	18,305.41	39,040.68	14,391.45	38,983.86	30,944.56
TOTAL LUXURY & FULL SERVICE		350,166.24	326,813.01	213,459.84	219,753.33	260,631.08	319,303.69	374,661.67	357,722.32
16	Westin Irving Convention Center Las Colinas	36,557.50	37,876.68	25,412.52	27,656.24	37,531.47	40,770.42	41,656.06	43,736.63

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 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022
1	Comfort Inn DFW Airport North	4,642.86	3,309.17	3,780.49	3,794.95	4,719.92	5,920.86	6,232.10	5,727.38
2	Comfort Suites DFW Airport North	5,488.66	4,961.09	4,613.53	4,623.58	5,156.04	5,613.25	5,649.29	6,002.48
3	Comfort Suites Las Colinas	1,207.02	1,001.82	936.22	831.92	911.41	1,603.04	1,441.61	1,388.21
4	Country Inn & Suites by Carlson DFW Airport South	3,521.75	3,282.54	2,924.99	2,693.79	3,297.69	4,048.33	4,463.25	4,647.85
5	Element DFW Airport North	8,065.41	7,212.62	5,896.07	6,217.73	6,986.49	10,150.90	9,976.08	9,760.18
6	Extended Stay America Dallas DFW Airport North	2,337.12	1,394.21	1,320.19	2,452.66	1,777.72	1,358.44	1,536.45	1,743.33
7	Extended Stay America Dallas Las Colinas	1,858.48	1,476.93	1,472.61	1,132.03	1,622.11	1,769.65	1,861.26	2,995.70
8	Extended Stay Deluxe Green Park	1,237.03	1,109.52	1,706.64	1,882.33	1,964.33	2,464.92	1,373.19	2,124.89
9	Extended Stay Deluxe Las Colinas	1,189.45	944.16	653.92	1,290.77	562.14	1,632.04	1,503.46	1,364.18
10	Hawthorne Suites Irving DFW Airport South	2,318.89	1,608.81	1,119.44	1,322.57	1,975.37	1,859.81	1,937.80	2,109.62
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	8,560.70	7,620.69	7,237.90	7,532.27	9,310.69	9,379.83	11,929.72	11,434.20
13	Holiday Inn Express Hotel & Suites DFW Airport South	8,115.66	7,085.52	6,911.36	5,646.19	7,782.53	10,829.59	12,100.84	10,964.18
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	6,643.96	5,913.14	4,722.48	5,347.92	5,927.17	7,328.05	8,193.90	7,098.62
15	Home Towne Studios Dallas Irving	2,154.29	1,795.08	1,689.38	2,003.47	2,434.12	3,028.39	2,858.73	3,015.74
16	Homewood Suites by Hilton DFW Airport North	5,470.96	5,395.49	4,856.84	5,023.29	5,949.35	6,804.74	6,956.15	7,332.90
17	Homewood Suites by Hilton Las Colinas	9,559.37	8,304.84	7,968.12	8,480.67	8,097.22	10,692.47	10,482.49	10,613.39
18	Hyatt House Dallas Las Colinas	0.00	18,145.60	18,080.46	17,272.74	15,738.82	20,923.45	11,180.30	11,097.83
19	Oakwood Waterwalk Dallas Las Colinas	1,984.60	1,855.77	2,350.07	2,785.10	1,826.03	3,801.47	3,763.62	3,515.37
20	Residence Inn Dallas DFW Airport North Irving	4,867.76	4,676.38	3,897.89	4,066.10	4,657.35	6,254.38	5,382.91	6,145.19
21	Residence Inn Dallas Las Colinas	5,802.06	5,722.54	6,093.38	5,713.68	5,728.11	6,394.50	8,141.19	6,988.93
22	Sonesta ES Suites Dallas Las Colinas	3,044.44	2,832.77	1,939.41	1,960.49	2,854.54	3,251.66	5,187.22	4,832.78
23	Sonesta Simply Suites Dallas Las Colinas	1,393.66	1,796.70	1,341.21	1,481.41	1,852.85	2,279.43	2,381.62	2,535.28
24	Springhill Suites Dallas DFW Airport East Las Colinas	4,876.33	4,763.28	4,562.12	4,263.30	4,255.58	5,342.00	6,498.95	6,481.08
25	Staybridge Suites DFW Airport North	3,120.31	3,201.63	2,504.37	1,908.88	3,376.41	4,688.40	4,438.55	3,987.51
26	TownePlace Suites Dallas DFW Airport North Irving	7,718.96	6,249.28	2,668.04	5,188.10	5,740.73	8,248.83	9,042.34	8,016.49
27	TownePlace Suites Dallas Las Colinas	4,539.84	4,987.08	3,395.01	3,564.56	5,560.30	6,695.85	7,468.07	7,071.00
28	Woodspring Suites Signature	2,349.47	1,162.23	1,192.49	1,831.95	2,063.81	2,198.17	1,823.01	2,377.52
TOTAL ALL SUITE / EXTENDED STAY		112,069.04	117,808.89	105,834.63	110,312.45	122,128.83	154,562.45	153,804.10	151,371.83

BUDGET SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022
1	Arya Inn & Suites	879.39	888.61	905.60	894.95	893.23	1,037.52	1,052.12	1,259.02
2	Best Western Irving Inn & Suites DFW South	3,431.08	3,713.85	3,820.29	2,920.69	2,920.70	3,691.34	2,514.45	1,539.24
3	Budget Inn & Suites	67.69	64.05	68.02	93.05	54.29	75.52	61.70	89.24
4	Budget Suites of America Las Colinas	586.81	1,373.32	1,215.12	353.94	0.00	1,462.58	308.01	905.94
5	Clarion Inn & Suites	3,955.98	3,367.31	3,268.36	2,763.90	3,966.17	2,697.04	4,232.96	4,629.94
6	Crossroads Hotel & Suites	1,412.00	1,128.59	1,584.58	1,579.87	1,408.55	1,489.47	1,619.55	1,543.15
7	Days Inn	4,913.29	4,450.75	4,299.64	4,989.05	5,276.73	6,180.19	6,472.79	6,464.73
8	Days Inn DFW Airport North	4,038.04	3,616.35	3,732.00	3,313.53	3,558.86	4,383.17	4,482.99	9,444.36
9	Delux Inn	812.48	796.11	713.63	687.36	567.92	980.90	1,039.04	990.27
10	Delux Suites Motel	63.46	62.08	68.40	76.00	86.66	107.93	90.70	93.40
11	Gateway Inn	626.89	618.08	531.10	532.47	495.30	619.22	635.55	659.49
12	Magnuson Extended Stay & Suites Airport Hotel	1,804.86	1,677.43	1,163.84	1,549.53	1,805.92	2,284.49	2,580.26	2,140.57
13	Motel 6 Dallas DFW South	1,721.00	1,672.73	1,680.21	1,558.79	1,595.17	1,648.86	1,825.37	1,932.21
14	Motel 6 Dallas Irving	3,527.81	3,148.09	2,880.32	2,995.02	2,824.98	3,271.14	3,571.56	4,000.19
15	Motel 6 DFW North	3,162.99	2,557.99	2,256.37	2,283.62	3,162.75	3,865.77	3,619.98	2,697.77
16	Motel 6 Irving Loop 12	1,056.56	993.72	929.88	841.71	718.27	1,027.55	1,079.33	1,182.56
17	OYO Hotel DFW Airport South	2,123.70	1,864.07	1,679.80	2,035.61	2,278.36	2,501.06	1,995.97	2,268.39
18	OYO Hotel DFW Airport North	348.26	0.00	558.36	251.13	678.41	690.71	357.54	308.74
19	Quality Inn & Suites DFW Airport South	2,760.11	2,611.23	2,183.67	1,937.51	2,891.73	3,179.09	3,564.09	4,259.06
20	Red Roof Inn Dallas DFW Airport North	5,648.37	4,819.00	4,412.49	4,391.15	4,232.22	5,195.84	5,117.58	5,458.30
21	Studio 6 / Motel 6 DFW Airport East	2,976.50	2,680.54	2,872.95	2,367.05	2,494.27	3,151.94	2,863.27	2,962.28
22	Super 8 Hotel DFW South	2,981.53	2,347.31	2,381.92	2,705.73	2,674.90	3,268.41	2,960.05	3,244.05
23	Super 8 Motel DFW North	2,893.74	2,790.12	2,738.58	2,640.84	2,625.27	3,030.94	2,977.35	3,143.00
TOTAL BUDGET SERVICE		51,792.54	47,241.33	45,945.13	43,762.50	47,210.66	55,840.68	55,022.21	61,215.90

LIMITED SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2021	APR 2022	MAY 2022
1	aLoft Las Colinas	9,963.33	9,010.54	7,762.02	8,115.09	9,369.19	12,066.05	13,883.03	12,405.37
2	Best Western Plus DFW Airport Suites North	4,582.23	4,054.27	3,477.43	3,444.02	4,454.45	5,314.51	5,698.31	5,471.88
3	Courtyard Dallas DFW Airport North Irving	13,203.24	12,661.84	10,210.14	10,399.35	12,885.67	16,671.27	16,050.58	16,542.38
4	Courtyard Dallas DFW Airport South Irving	12,273.74	10,168.05	7,959.26	6,584.26	7,719.90	8,942.21	11,114.17	10,014.56
5	Courtyard Dallas Las Colinas	7,753.24	7,210.28	5,366.04	4,358.72	7,321.51	10,345.84	11,330.84	10,903.88
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	7,950.62	7,232.38	6,818.02	7,404.65	7,994.04	8,932.21	8,662.70	8,629.60
7	Fairfield Inn & Suites Dallas Las Colinas	3,972.25	3,847.11	3,656.16	3,041.89	3,534.58	5,345.62	5,055.95	543.91
8	Fairfield Inn Dallas DFW Airport North Irving	6,026.25	6,927.03	6,498.87	6,573.18	7,702.62	9,686.16	9,781.68	9,138.57
9	Hampton Inn Dallas Irving Las Colinas	6,961.53	6,651.29	5,594.17	5,697.70	6,707.49	8,629.07	9,799.09	10,122.78
10	Home2 Suites by Hilton DFW Airport North	8,814.52	7,626.08	6,272.30	6,428.71	7,125.52	9,069.09	8,233.62	9,675.57
11	Home2 Suites by Hilton DFW Airport South Irving	7,458.99	7,253.49	6,041.81	8,164.25	8,780.34	9,771.86	9,367.55	8,795.22
12	Hyatt Place Dallas Las Colinas	8,272.42	6,694.98	6,003.59	5,886.38	7,206.03	6,414.78	8,742.45	8,533.41
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	8,532.36	9,274.42	1,696.48	7,247.16	8,343.70	8,612.00	10,123.85	9,939.97
15	La Quinta Inn & Suites DFW Airport South	6,177.91	5,317.02	4,875.56	5,478.81	5,656.81	7,023.50	6,539.24	7,223.70
16	La Quinta Inn Hotel & Suites Las Colinas	4,027.91	4,342.81	1,967.45	3,228.70	4,032.31	4,741.03	5,748.35	5,000.58
17	Quality Inn & Suites DFW Airport	5,650.45	5,134.51	5,148.08	4,999.60	5,438.59	6,501.07	6,007.87	5,227.51
18	Residence Inn Dallas DFW Airport South Irving	9,455.50	9,282.06	7,089.43	5,441.52	8,486.24	8,261.74	9,567.16	9,231.88
19	Wingate Inn by Wyndham Dallas Las Colinas	4,139.93	3,224.25	3,131.11	3,760.30	3,370.93	3,710.14	5,260.19	5,990.07
20	Wingate Inn by Wyndham DFW Airport North	3,940.92	3,105.10	3,189.95	2,565.88	3,886.97	4,685.34	4,688.42	4,466.38
TOTAL LIMITED SERVICE		139,157.34	129,017.51	102,757.87	108,820.17	130,016.89	154,723.49	165,655.05	157,857.22

TOTAL SHORT TERM RENTALS		4,166.11	4,483.18	4,107.53	3,040.47	3,000.41	4,323.03	4,128.13	4,589.86
Number of locations		52	56	54	40	38	40	40	35

SUMMARY	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022
GRAND TOTAL	657,351.27	625,363.92	472,105.00	485,688.92	562,987.87	688,753.34	753,271.16	732,757.13
BUDGET	455,404.00	400,078.00	336,177.00	415,184.00	433,768.00	438,957.00	501,786.00	547,528.00
DIFFERENCE	201,947.27 44.3%	225,285.92 56.3%	135,928.00 40.4%	70,504.92 17.0%	129,219.87 29.8%	249,796.34 56.9%	251,485.16 50.1%	185,229.13 33.8%
CUMULATIVE YEAR TO DATE								
ACTUAL	657,351.27	1,282,715.19	1,754,820.19	2,240,509.11	2,803,496.98	3,492,250.32	4,245,521.48	4,978,278.61
BUDGET	455,404.00	855,482.00	1,191,659.00	1,606,843.00	2,040,611.00	2,479,568.00	2,981,354.00	3,528,882.00
DIFFERENCE	201,947.27	427,233.19	563,161.19	633,666.11	762,885.98	1,012,682.32	1,264,167.48	1,449,396.61



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: July 15, 2022

Monthly Financial Summary

For Period Ending June 30, 2022

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

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	97,552	38,325	127,975	82,275	143,319	141,320	156,425	168,150	78,500	184,575	138,025	1,440,561
Service Income	38,043	41,347	22,029	29,134	30,944	75,707	33,636	66,668	49,040	23,000	26,600	26,100	462,246
Service Expenses	(55,054)	(59,933)	(27,912)	(47,174)	(46,087)	(94,789)	(70,999)	(103,724)	(115,238)	(50,000)	(50,000)	(50,000)	(770,910)
Total Direct Event Income	67,109	78,967	32,442	109,935	67,132	124,237	103,957	119,369	101,952	51,500	161,175	114,125	1,131,897
Ancillary Income													
F & B Concessions	16,413	39,965	11,425	33,076	14,921	17,438	30,507	4,666	41,749	1,500	5,000	10,000	226,659
F & B Catering	111,491	199,961	146,540	130,994	143,660	233,529	197,441	264,090	391,719	139,080	165,300	318,212	2,442,016
Parking: Self Parking	37,393	55,938	17,618	30,735	32,981	31,574	33,834	38,650	41,484	16,605	18,392	18,245	373,449
Electrical Services	10,160	4,790	2,600	4,125	5,955	35,612	1,105	7,745	5,510	6,250	7,750	6,250	97,852
Audio Visual	-	162	(0)	(0)	(1,181)	(900)	0	1,600	-	-	-	-	(320)
Internet Services	1,445	(140)	105	(820)	350	630	6,900	1,314	(387)	-	-	-	9,397
Total Ancillary Income	176,902	300,676	178,288	198,110	196,686	317,883	269,787	318,065	480,075	163,435	196,442	352,707	3,149,053
Total Event Income	244,011	379,642	210,730	308,045	263,818	442,120	373,744	437,434	582,027	214,935	357,617	466,832	4,280,956
Other Operating Income	59,701	46,198	47,409	39,897	48,876	70,848	81,952	89,546	83,094	46,424	46,424	46,424	706,794
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	425,841	606,139	347,942	312,694	862,968	455,696	526,980	1,013,871	261,359	404,041	861,506	6,382,749
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	174,735	177,058	172,087	184,697	195,520	188,876	187,291	196,320	196,320	258,636	2,283,009
Benefits	48,886	47,313	48,014	54,607	51,576	59,290	(28,541)	60,049	58,811	61,164	61,164	61,164	583,497
Less: Event Labor Allocations	(5,711)	(6,778)	(3,582)	(3,504)	(5,279)	(3,660)	(5,356)	(6,093)	(8,119)	(7,500)	(7,500)	(7,500)	(70,583)
Net Employee Wages and Benefits	213,491	221,688	219,167	228,161	218,384	240,327	161,623	242,832	237,983	249,984	249,984	312,300	2,795,923
Contracted Services	62,204	56,194	89,302	57,582	62,085	59,711	61,491	60,886	60,652	65,038	65,038	65,038	765,222
General and Administrative	42,538	94,338	(38,562)	40,894	19,098	19,179	13,614	46,984	21,681	41,251	40,266	134,836	476,117
Operations	29,106	25,867	20,351	21,016	27,250	27,165	33,900	36,765	54,390	24,527	24,527	24,594	349,457
Repair & Maintenance	46,573	41,920	38,218	39,912	55,278	40,846	30,583	60,265	54,853	32,042	32,042	41,042	513,574
Supplies	10,689	7,687	7,347	12,977	8,055	17,697	10,968	27,944	15,454	9,041	9,041	10,739	147,639
Insurance	4,761	5,305	5,561	5,994	5,195	4,876	8,230	5,427	-	8,230	8,230	8,230	70,039
Utilities	49,414	40,756	43,366	44,237	43,028	49,006	42,854	51,873	58,203	43,333	43,333	75,960	585,361
Other	516	41,144	1,309	353	49	174	224	1,719	-	42	42	42	45,615
SMG Management Fees	26,985	35,662	28,761	31,555	30,322	36,668	37,031	40,334	53,507	27,996	30,235	43,209	422,265
Total Operating Expenses	486,277	570,560	414,820	482,681	468,744	495,649	400,518	575,028	556,723	501,484	502,738	715,990	6,171,213
Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(48,048)	457,148	(240,125)	(98,697)	145,516	211,536
Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(48,048)	457,148	(240,125)	(98,697)	145,516	211,536

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending June 30, 2022

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	41,736	7,900	33,836	31,191
Events	15	5	10	13
Event Days	28	16	12	26
Direct Event Income	101,952	121,625	(19,673)	49,567
Ancillary Income	480,075	349,035	131,040	160,416
Total Event Income	582,027	470,660	111,367	209,983
Other Operating Income	83,094	66,421	16,673	46,119
Adjusted Gross Income	665,121	537,081	128,040	256,102
Indirect Expenses	(556,723)	(503,048)	(53,675)	(353,759)
Net Income (Loss) From Operations	108,398	34,033	74,365	(97,657)

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Nine Months Ending June 30, 2022

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	151,851	95,815	56,036	66,124
Events	155	96	59	57
Event Days	260	200	60	151
Direct Event Income	805,117	832,380	(27,263)	561,119
Ancillary Income	2,436,460	1,781,339	655,121	518,169
Total Event Income	3,241,577	2,613,719	627,858	1,079,288
Other Operating Income	567,523	597,789	(30,266)	265,934
Adjusted Gross Income	3,809,100	3,211,508	597,592	1,345,222
Indirect Expenses	(4,450,996)	(4,434,398)	(16,598)	(3,213,208)
Net Income (Loss) From Operations	(641,896)	(1,222,890)	580,994	(1,867,986)

ASM - Irving Convention Center
Balance Sheet
June 30, 2022

ASSETS

Current Assets

Cash	\$	1,404,923	
Accounts Receivable		903,821	
Prepaid Assets		14,213	
Inventory		61,566	
		<hr/>	
Total Current Assets			2,384,523

Total Assets **\$ 2,384,523**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	886,672	
Accrued Expenses		171,703	
Deferred Income		0	
Advance Ticket Sales/Deposits		921,294	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			1,979,669

Long-Term Liabilities

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

Total Liabilities 1,979,669

Equity

Net Funds Received		16,000,889	
Retained Earnings		(14,954,139)	
Net Income (Loss)		(641,896)	
		<hr/>	
Total Equity			404,854

Total Liabilities & Equity **\$ 2,384,523**

ASM - Irving Convention Center
Income Statement
For the Nine Months Ending June 30, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	168,150	129,375	38,775	1,039,461	878,261	161,200	542,619
Service Revenue	49,040	22,000	27,040	386,545	221,869	164,676	133,182
Service Expenses	(115,238)	(29,750)	(85,488)	(620,889)	(267,750)	(353,139)	(114,682)
Total Direct Event In	101,952	121,625	(19,673)	805,117	832,380	(27,263)	561,119
Ancillary Income							
F & B Concessions	41,749	25,000	16,749	210,155	100,310	109,845	75,538
F & B Catering	391,719	300,360	91,359	1,819,415	1,450,617	368,798	292,652
Parking	41,484	17,425	24,059	320,212	161,991	158,221	117,234
Electrical Services	5,510	6,250	(740)	77,602	68,421	9,181	32,388
Audio Visual	0	0	0	(320)	0	(320)	1,007
Internet Services	(387)	0	(387)	9,396	0	9,396	(650)
Total Ancillary Inco	480,075	349,035	131,040	2,436,460	1,781,339	655,121	518,169
Total Event Income	582,027	470,660	111,367	3,241,577	2,613,719	627,858	1,079,288
OTHER OPERATING INCOME							
Other Income	83,094	66,421	16,673	567,523	597,789	(30,266)	265,934
Total Other Operatin	83,094	66,421	16,673	567,523	597,789	(30,266)	265,934
Adjusted Gross Inco	665,121	537,081	128,040	3,809,100	3,211,508	597,592	1,345,222
INDIRECT EXPENSES							
Salaries & Wages	187,291	210,155	22,864	1,631,732	1,891,395	259,663	1,288,195
Payroll Taxes & Ben	58,811	62,769	3,958	400,012	564,921	164,909	520,021
Labor Allocations to	(8,119)	(26,524)	(18,405)	(48,084)	(238,716)	(190,632)	(17,928)
Net Salaries and Ben	237,983	246,400	8,417	1,983,660	2,217,600	233,940	1,790,288
Contracted Services	60,652	51,732	(8,920)	570,103	465,588	(104,515)	311,267
General and Adminis	21,681	45,576	23,895	259,760	430,608	170,848	198,360
Operating	54,390	24,527	(29,863)	275,806	220,743	(55,063)	119,468
Repairs & Maintenan	54,853	32,042	(22,811)	408,448	288,378	(120,070)	198,938
Operational Supplies	15,454	9,041	(6,413)	118,819	82,119	(36,700)	48,696
Insurance	0	7,083	7,083	45,349	63,747	18,398	54,834
Utilities	58,203	43,333	(14,870)	422,737	389,997	(32,740)	344,218
Other	0	42	42	45,489	378	(45,111)	(9,084)
ASM Management F	53,507	43,272	(10,235)	320,825	275,240	(45,585)	156,223
Total Indirect Expens	556,723	503,048	(53,675)	4,450,996	4,434,398	(16,598)	3,213,208

ASM - Irving Convention Center
Income Statement
For the Nine Months Ending June 30, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>108,398</u>	<u>34,033</u>	<u>74,365</u>	<u>(641,896)</u>	<u>(1,222,890)</u>	<u>580,994</u>	<u>(1,867,986)</u>

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

BOARD REPORTS

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



MEMO

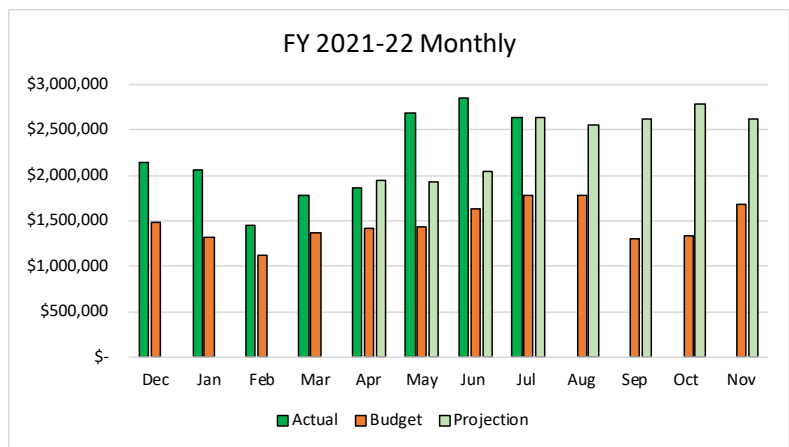
To: Chris Hillman, City Manager
 From: Bret W. Starr, Chief Financial Officer
 Date: July 15, 2022
 Subject: Hotel Occupancy Tax Collections Report – July 2022

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for July 2022 (for May sales) were \$2,644,203, \$862,123 or 48.4% above the projected budget of \$1,782,080. This is the eighth month of collections for FY 2021-22. The FY 2021-22 budget projection was developed jointly by Financial Services and the Irving Convention and Visitors Bureau (ICVB) based on revenue and occupancy estimates as of July 10, 2021. Collections for the month include \$192,090 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$14,494 or 0.55% of the total. As of this month, HOT collections to date have approximately equaled the budget for the year with four months of collections remaining.

FY2021-22 HOT Cash Flow Projections vs Actuals

Updated on 7/15/2022

Month	FY 2021-22 Budget	FY 2021-22 Actual	FY 2021-22 Projection	Percent Difference
Dec	1,491,161	2,136,694	-	43.3%
Jan	1,316,448	2,053,244	-	56.0%
Feb	1,114,656	1,458,819	-	30.9%
Mar	1,364,153	1,786,827	-	31.0%
Apr	1,422,839	1,865,287	1,940,551	31.1%
May	1,439,223	2,680,097	1,935,077	86.2%
Jun	1,637,633	2,844,203	2,049,713	73.7%
Jul	1,782,080	2,644,203	2,631,394	48.4%
Aug	1,785,101	-	2,557,308	
Sep	1,309,515	-	2,619,537	
Oct	1,332,896	-	2,779,900	
Nov	1,685,447	-	2,618,453	
	17,681,151	17,469,374	28,044,572	



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, parent company of Tourism 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 second report was presented to the ICVB Board in April and included hotel data collected through February 2022. The next update is scheduled for September 2022.

Key assumptions from the report include:

- Impacts of Omicron surge assumed to be concentrated in Q1.
- In 2022, Covid-19 recedes as a major cause of death, but outbreaks continue.
- US economic recovery continues to be supported by strong consumer spending.
- Corporate travel normalizes progressively through 2022.
- Leisure travel continues to be boosted by favorable factors.
- Group demand improves steadily but remains below 2019 levels.

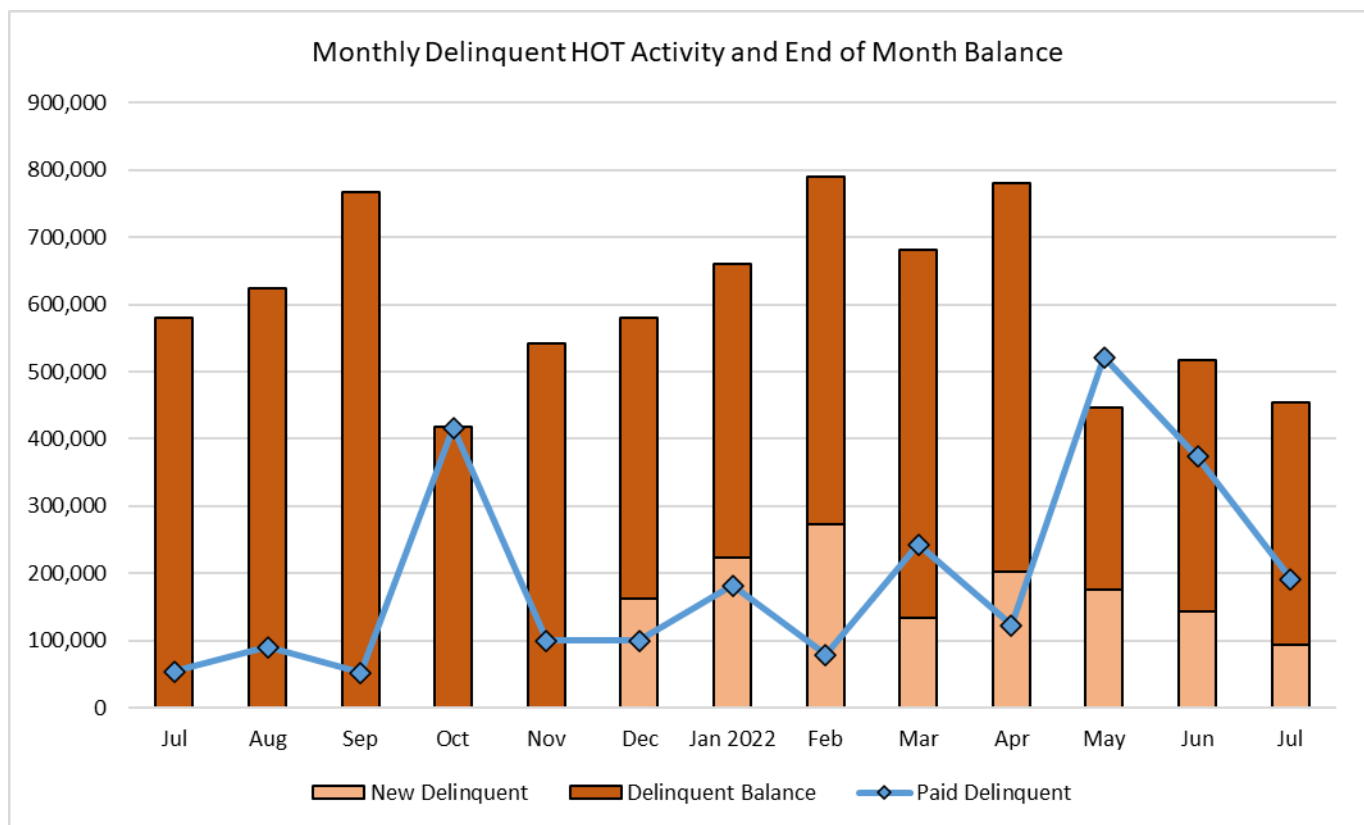
Key data points from the report include:

- Hotel room demand is below pre-pandemic levels but is recovering quickly.
 - STR hotel room revenue in the fiscal year ending September 2022 is expected to be 10.4% below the fiscal year ending September 2019.
 - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2023 will recover to 5.7% above the fiscal year ending September 2019.
- 90% of people have plans to travel in the next six months.
- The timing of the recovery remains uncertain.
 - Recent national trends have shown strong gains in hotel pricing, which is critical as operating costs have continued to climb and revenue numbers are not keeping pace yet with inflation.
- Revenue Per Available Room (RevPAR) in Irving is not expected to reach 2019 levels until 2024 or later.
- Business travel (both transient and meetings) remains slower to return; however, 8 in 10 companies do plan to resume travel soon.
- The Accommodations and Food Service sectors continue to face significant re-staffing challenges and increasing operating costs resulting in profit margins being squeezed further. Wage growth is at 17.4% compared to total private sector hourly wages at 12.6%. One in 10 industry positions still remain unfilled.

Based on past history through recessions and other cycles, the Irving market will remain vulnerable, due to its dependence on business travel, which has not yet returned to pre-COVID levels. Staff will remain highly conservative in its projections as signs of a real recession continue.

For July 2022 the outstanding delinquent collections balance, including penalty and interest, was \$454,512. Of this amount, \$93,445 is newly delinquent for the month with the remainder outstanding from prior months. Two

properties have significant outstanding balances due from prior months. One property made a payment of \$93,934 in July to reduce the amount of delinquent taxes owed. The other property is sending payments in the amount of \$85,447, which have not been received at this time. The city continues to work with the property owners to bring collections current. The chart below shows total delinquent amounts for July 2022, 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 \$17.68 million for FY 2021-22 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.



MEMO

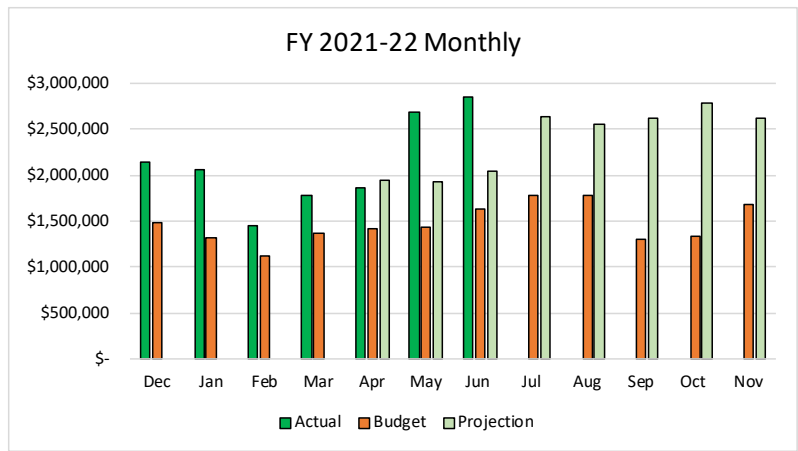
To: Chris Hillman, City Manager
 From: Bret W. Starr, Chief Financial Officer
 Date: June 24, 2022
 Subject: Hotel Occupancy Tax Collections Report – June 2022

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for June 2022 (for April sales) were \$2,844,203, \$1,637,633 or 73.7% above the projected budget of \$1,206,570. This is the seventh month of collections for FY 2021-22. The FY 2021-22 budget projection was developed jointly by Financial Services and the Irving Convention and Visitors Bureau (ICVB) based on revenue and occupancy estimates as of July 10, 2021. Collections for the month include \$373,933.37 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$13,036 or 0.46% of the total.

FY2021-22 HOT Cash Flow Projections vs Actuals

Updated on 6/15/2022

Month	FY 2021-22 Budget	FY 2021-22 Actual	FY 2021-22 Projection	Percent Difference
Dec	1,491,161	2,136,694	-	43.3%
Jan	1,316,448	2,053,244	-	56.0%
Feb	1,114,656	1,458,819	-	30.9%
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Sep	1,309,515	-	2,619,537	
Oct	1,332,896	-	2,779,900	
Nov	1,685,447	-	2,618,453	
	17,681,151	14,825,171	28,031,763	



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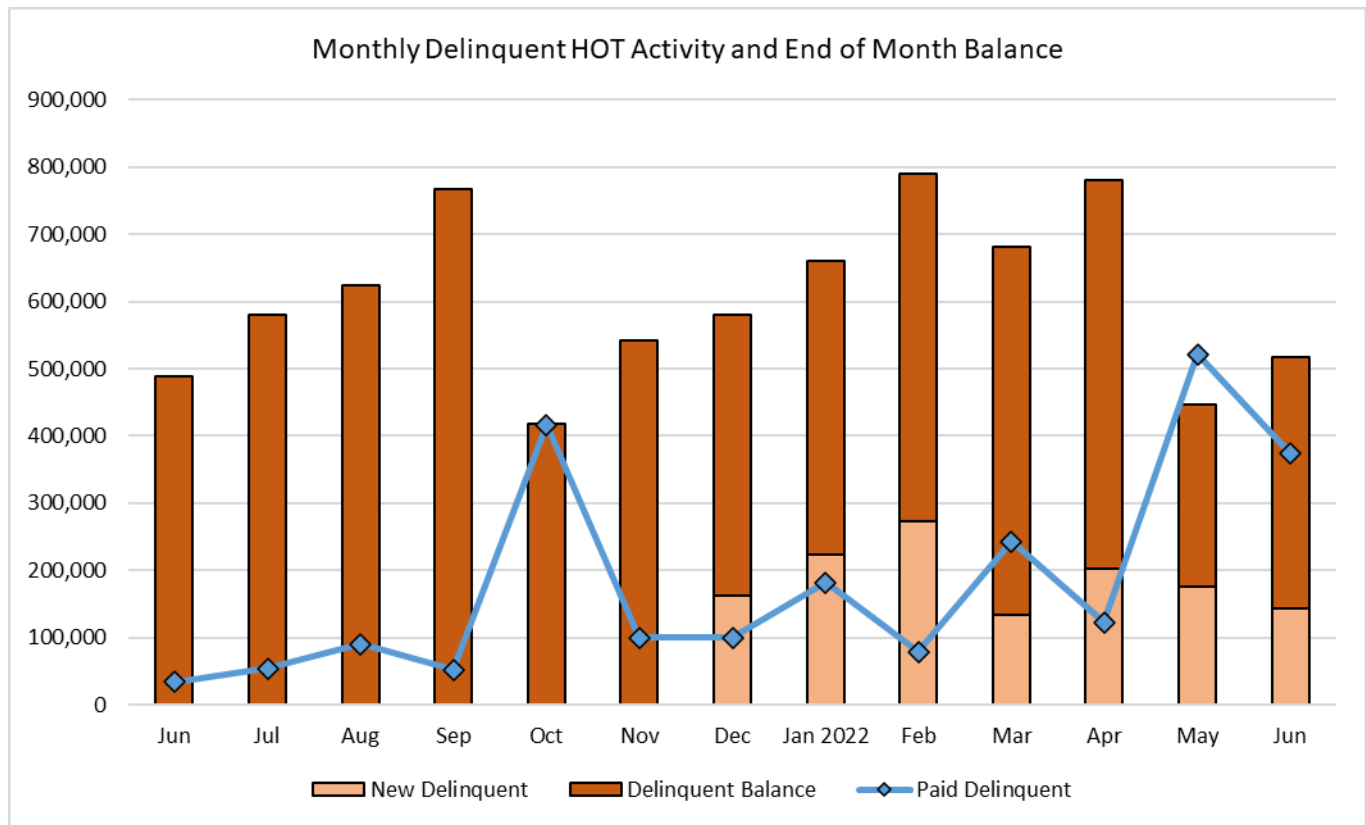
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Based on past history through recessions and other cycles, the Irving market will remain vulnerable, due to its dependence on business travel, which has not yet returned to pre-COVID levels. Staff will remain highly conservative in its projections as signs of a real recession continue.

For June 2022 the outstanding delinquent collections balance, including penalty and interest, was \$516,806.34. Of this amount, \$144,402.32 is newly delinquent for the month with the remainder outstanding from prior months. Two properties have significant outstanding balances due from prior months. These properties made payments of \$93,432 in June to reduce the amount of delinquent taxes owed. The city continues to work with the property owners to bring collections current. The chart below shows total delinquent amounts for June 2022, 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.



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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.



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

July 2022

Note: **Gray highlighted** areas represent a new entry or updated/changed information from the previous report. **Permit Pending:** plans are being reviewed; **Permit Approved:** plans are approved, but the applicant has not paid all fees and picked up the permit; **Permit Issued:** plan review is complete and applicant has paid all fees and picked up the permit; **Permit Planned:** developmental project with estimated application date. **Verification** is the date that the viability of the project was confirmed.

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
3	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Issued	7/30/2021	Irving	May-22
4	Savannah Apts	320 O'Connor Ridge Blvd.	Apts	49,220 SF	\$6,000,000	Permit Issued	1/12/2022	Irving	Jun-22
5	4-Plex	818-824 Bluebird Dr.	Apts	5,436 SF	\$640,000	Permit Pending	2/7/2022	Irving	Mar-22
6	Peregrine Apts	6001 Love Dr.	Apts	652,850 SF	\$78,000,000	Permit Pending	2/28/2022	C-FB	Mar-22
7	The Heights @ MacArthur	400 S. MacArthur Blvd	Apts	109,769 SF	\$13,550,000	Permit Pending	4/20/2022	Irving	May-22
8	ARG Mustang Apts Parking Garage	601 E. Las Colinas	Apts	591,557 SF	\$60,000,000	Permit Pending	5/17/2022	Irving	Jun-22
9	Alta Riverside Apts Parking Garage	100 W. I. H. 635	Apts	460,654 SF	\$52,500,000	Permit Pending	5/31/2022	C-FB	Jun-22

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
3	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
4	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21
5	Biolife Plasma	4033 W. Airport Fwy.	Med. Office	10,610 SF	\$7,253,541	Permit Issued	2/9/2022	Irving	May-22

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
2	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
3	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Approved	4/7/2021	C-FB	May-22
4	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
5	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
6	Auto Repair Shop	3551 N. Country Club Rd.	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
7	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Issued	8/17/2021	Irving	May-22
8	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
9	Shell Bldg.	505 N. Wildwood	Warehouse	167,950 SF	\$9,121,000	Permit Issued	11/9/2021	Irving	May-22
10	Rush Truck Centers Addition	525 N. Loop 12	Warehouse	6,230 SF	\$1,000,000	Permit Issued	11/12/2021	Irving	Jun-22

11	Shell Bldg.	4501 Regent Blvd.	Warehouse	141,275 SF	\$9,300,000	Permit Issued	12/13/2021	Irving	May-22
12	Shell Bldg.	4401 Regent Blvd.	Warehouse	186,900 SF	\$11,000,000	Permit Issued	12/13/2021	Irving	May-22

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
13	Pinpoint Merchandising	1451 Greenway Dr.	Office/Warehouse	39,702 SF	\$4,200,000	Permit Issued	12/17/2021	Irving	Jun-22
14	Shell Bldg.	4651 W. John Carpenter Fwy.	Warehouse	155,050 SF	\$11,200,000	Permit Pending	12/29/2021	Irving	Jan-22
15	Shell Bldg.	4528 W. Royal Ln.	Warehouse	46,261 SF	\$3,700,000	Permit Issued	12/29/2021	Irving	Jul-22
16	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22
17	Shell Bldg.	4536 W. Royal Ln.	Warehouse	152,120 SF	\$10,700,000	Permit Issued	12/29/2021	Irving	Jul-22
18	McCormick	3235 International Pl.	Industrial	2,947 SF	\$7,000,000	Permit Issued	2/14/2022	Irving	May-22
19	Warehouse Addition	5425 FAA Blvd.	Warehouse	163,150 SF	\$11,676,000	Permit Pending	3/11/2022	Grand Prairie	Apr-22
20	SafStor	3451 N. Country Club	Self Storage	102,075 SF	\$8,715,680	Permit Pending	3/14/2022	Irving	Apr-22
21	Regio Flooring Addition	2215 River Hill	Warehouse	3,310 SF	\$155,570	Permit Pending	3/24/2022	Irving	Apr-22
22	Shell Bldg	2450 Valley View Ln.	Warehouse	120,900 SF	\$11,071,029	Permit Pending	4/5/2022	Irving	May-22
23	Shell Bldg	3244 N. Skyway Circle	Warehouse	84,406 SF	\$15,000,000	Permit Pending	4/19/2022	Irving	May-22
24	New Car Wash Bay	3119 N. S.H. 161	Industrial	5,619 SF	\$980,000	Permit Issued	4/27/2022	Irving	Jul-22
25	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	Irving	Jun-22
26	Rush Trucks Addn	515 N. Loop 12	Warehouse	1,500 SF	\$120,000	Permit Pending	6/14/2022	Irving	Jul-22
27	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 F	\$1,400,000	Permit Pending	6/14/2022	Irving	Jul-22

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Issued	3/10/2021	C-FB	May-22
3	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21
4	Shell Bldg.	525 W. Airport Fwy.	Retail	4,772 SF	\$500,000	Permit Pending	11/4/2021	Irving	Dec-21
6	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Issued	12/9/2021	Irving	Jun-22
7	Shell Bldg.	4500 N. MacArthur Blvd.	Retail	14,100 SF	\$1,500,000	Permit Pending	3/7/2022	C-FB/Irving	Mar-22
8	Shell Bldg.	4510 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
9	Shell Bldg.	4520 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
10	Shell Bldg.	4530 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
11	Shell Bldg.	4540 N. MacArthur	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
12	Lifetime Fitness	N. S.H. 161	Gym	105,813 SF	\$35,000,000	Permit Pending	3/30/2022	C-FB/Irving	Apr-22
13	Green Acres Addn.	2800 Ranch Trail	Botanical Nursery	20,888 SF	\$3,800,000	Permit Issued	4/4/2022	Coppell	Jul-22
14	Shell Bldg.	2800 Glenwick	Retail	3,600 SF	\$250,000	Permit Pending	5/6/2022	Coppell	Jun-22
15	Green Acres Addn. Greenhouses	2800 Ranch Trail	Botanical Nursery	16,336 SF	\$2,500,000	Permit Issued	5/24/2022	Coppell	Jul-22

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Approved	11/8/2019	Coppell	Jul-21
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20
4	Indigo Hotel	455 E John Carpenter	Hotel	97,385 SF	\$18,000,000	Permit Issued	5/17/2021	Irving	Jun-22
5	Hampton Inn & Suites	701 W. Airport Fwy.	Hotel	61,840 SF	\$6,600,000	Permit Issued	6/22/2021	Irving	May-22
6	Staybridge Suites	2350 Valley View	Hotel	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	Irving	May-22

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg	2203 W. Irving Blvd.	Restaurant	10,922 SF	\$1,500,000	Permit Pending	10/25/2021	Irving	Apr-22

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Issued	3/1/2021	Irving	May-22
2	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Issued	5/28/2021	Irving	Jul-21
3	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Issued	8/31/2021	Irving	Jun-22
4	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21
5	Ebenezer Full Gospel Assembly	1927 Rosebud Dr.	Church	8,454 SF	\$1,000,000	Permit Pending	12/22/2021	Irving	Jan-22

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
6	Iglesia Evangelica	1306 N. Union Bower Rd.	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	Irving	Mar-22
7	Lien Hoa Buddhist Monastery	2020 Rose St.	Church	900 SF	\$250,000	Permit Issued	2/11/2022	Irving	May-22

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
	Jun-22	7	\$2,778,621	7	\$2,778,621	0	\$0	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.
C-FB = Carrollton-Farmers Branch



City Holiday/No Trash Collection

In observance of Independence Day, there will be no residential trash, curbside recycling or brush collection on Monday, July 4. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Arts Center
- Irving public libraries
- North Lake Natatorium
- Recreation centers

All offices and services will resume normal business hours Tuesday, July 5. Visit CityofIrving.org for more information. ■



page 4

The Water Utilities Department expands large meter testing program. This innovative technology assists in monitoring water flow and equipment.

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JULY 2022 / VOL 29 / NO 07

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Sparks & STRIPES

IRVING ★ TEXAS

Monday, July 4



Irving Sparks & Stripes Event Wows

Unique water show and spectacular fireworks display over Lake Carolyn sets new bar for Irving's July 4 celebration.

Independence Day Parade | Downtown Irving | 9 a.m.
Irving's annual Independence Day Parade is back this year and includes a longstanding tradition — the Watermelon Reception! Set up along the parade route in downtown Irving to enjoy a patriotic display from the community, then head over to Heritage Park for some complimentary watermelon and live music from 10 to 11 a.m.



Parade



Josh Gilbert at 10 a.m.



Watermelon Reception

Live Music & Fireworks | Levy Event Plaza | 6 p.m.
The evening celebration kicks off at Levy Event Plaza with a variety of food, drinks, rides and a kid's area. Ashmore takes the stage at 6:30 p.m., followed by Downtown Fever at 8 p.m. The event culminates with a Lake Carolyn water show featuring iconic Irving imagery and the most spectacular fireworks display in city history.

Bring blankets and chairs (no coolers or alcohol), and find a good spot near the lake to enjoy the show!



Ashmore at 6:30 p.m.



Downtown Fever at 8 p.m.



Furry Friends are Discouraged at the Fireworks Show
Keep pets at home to avoid being frightened by the fireworks.

IRVING ON STAGE AT HERITAGE

MARCH - SEPTEMBER

FRIDAYS AT 6:30 P.M.

FREE ADMISSION
HERITAGE PARK • 217 S. MAIN ST.

Irving On Stage is a free series featuring live music, movies, comedy and more!

Dine in the Irving Heritage District or purchase dinner from food trucks.

BRING BLANKETS & LAWN CHAIRS

JULY 8

Movie Night • 6:30 p.m.
Raya and the Last Dragon (2021)

Walt Disney Animation Studios' "Raya and the Last Dragon" travels to the fantasy world of Kumandra

IrvingEvents.org

IRVING TEXAS HERITAGE DISTRICT

KEEPING THE 'IMAGINE IRVING' PLAN ON TRACK

Originally adopted in 2017, the Imagine Irving Comprehensive Plan outlines the city's vision of creating a strong, vibrant community ready for decades to come. Five years into the plan, city leaders are re-examining the original recommendations and will suggest minor amendments to better reflect changes that have taken place since its adoption.

With current estimates predicting Irving's population to grow to more than 300,000 by 2040, city leaders will review the plan with an eye toward a sustainable future. The draft document will be discussed at an upcoming City Council Work Session and a public engagement process will follow.

To view the Imagine Irving Comprehensive Plan, visit CityofIrving.org/Comp-Plan. For questions regarding the five-year plan update, email Comprehensive Plan Manager Kevin L. Kass at kkass@cityofirving.org. ■



Visit IrvingEvents.org for parking, maps, schedules and livestream details.

July is Smart Irrigation Month

As the summer heats up, residents are encouraged to visit WaterMyYard.org to receive timely and specific weekly information about how much irrigation is needed to supplement precipitation for a healthy landscape.

The City of Irving's ongoing water conservation plan calls for year-round efficient irrigation measures.

- Use of free-flowing hoses is prohibited; hoses must have a positive shutoff nozzle and be under the control of a person when in use.
- No irrigation on Monday, Thursday and Friday.
- Private property leaks must be repaired in a timely manner.
- No irrigation is allowed between 10 a.m. and 6 p.m. any day from April 1-Oct. 31.



- Register online or call (972) 721-2281 for a free irrigation system checkup by a licensed irrigator.

All residents and businesses are limited to irrigating only twice-per-week, according to address:

- Even numbered addresses (those ending in 0, 2, 4, 6 or 8) may water on Tuesday and Saturday.
- Odd numbered addresses (those ending in 1, 3, 5, 7 or 9) may water on Wednesday and Sunday.

Drought restrictions/irrigation guidelines are available at CityofIrving.org/WaterUtilities, as well as tips on ways to conserve water and instructions

for requesting an irrigation variance for newly installed plantings. All water conservation elements and irrigation ordinance limits will be enforced. For more information, visit CityofIrving.org/WaterUtilities. ■

Revitalizing Irving Heritage District with Enhancement Incentive Programs

The City of Irving has a vision for the Heritage District to become a destination for visitors seeking unique restaurants, retail options, art and culture. To enhance the area, property and business owners can apply for the city's Enhancement Incentive Programs.

The city has three programs: Corridor Enhancement, Downtown Façade and Downtown Sign Enhancement. These programs are designed to improve, restore or renovate existing buildings and establishments. If approved, applicants are eligible to receive from \$5,000 to \$25,000 in reimbursements or up to 50% of the total cost, depending on the program and project.

Applicants can be owners or current tenants of existing buildings that front on Irving Boulevard or Second Street from Sowers Road on the west to Strickland Plaza on the east, including all connecting streets that run



between these two roadways. Applicants for the Corridor Enhancement Program must be located within TIF #2 (Irving Blvd TIF) The building must be occupied by an existing business, or the owner must be seeking to attract a new business if the structure is currently vacant. Zoning regulations and other eligibility requirements will apply.

Visit CityofIrving.org/Incentives for more information or to apply. ■



Irving Arts Center offers two theatre camps for ages 7-14



A new exhibition opens this month highlighting the history of Dallas' WRR, the first licensed radio station in Texas.

July at Irving Arts Center

UPCOMING PERFORMANCES

July 1-10 | "Beauty and the Beast"

Presented by Gateway Performing Arts
\$17.50-\$31.50

The classic Disney musical tells the story of Belle, a young woman in a provincial town, and the Beast who is really a young prince trapped under the spell of an enchantress. If the Beast does not learn his lesson in time, he and his household will be trapped for all eternity. But if he can learn to love and be loved, the curse will end, and he will be transformed.

July 15-30 | "Women on the Verge of a Nervous Breakdown"

Presented by MainStage
\$25-\$32

Both touching and hilarious, this story is about women and the men who pursue them. This zany musical whisks the audience off to sexy 1980's Madrid, and to the unravelling world of Pepa, full of colorful characters. There is Pepa's lover, the lover's nutty ex-wife, their son and his fiancée, a ditzy friend and that friend's suspicious boyfriend, plus a lawyer and a talkative taxi driver. All this comedic chaos is set to an irresistible Spanish beat.

Aug. 6 | Irving Arts Center's 3rd Annual Volunteer Fair

2 to 4 p.m. | Free

Join a fun and informative afternoon showcasing the many opportunities for volunteers, both at Irving Arts Center and at other Irving-area nonprofits.

YOUTH AND FAMILY PROGRAMS

July 7 | JumpstART Stories & Art: Happy Birthday, USA!

10 a.m. | Free

Happy Fourth of July! Celebrate Independence Day with art projects and stories.

July 10 | Second Sunday Funday: Sculpt It

1 to 4 p.m. (come and go) | Free

Enjoy an amazing exploration of the third dimension, and make art with clay and other media.

July 11-15 | Mini-Camp: Intro to Art "Travels Around the World"

Monday-Friday | 10 a.m. to noon | Ages 4-5 | \$65 (art supplies included)

Mini-campers embark on a worldwide travel adventure, learning about each basic element of art with a new place every day. Create with a variety of materials inspired by the places seen. Each destination is captured in a passport to be taken home at the end of the journey.

July 18-22 | Teen Scene Camp: Exploring Cultural & Natural Treasures of the World

Monday-Friday | Ages 6-12 | \$65 (art supplies included)

- **Class A: Paper Trails: Printmaking Around the World & Handmade Travel Journals** (10 a.m. to noon)
- **Class B: 1000+ Greatest Places on Earth: An Exploration of UNESCO's World Heritage Sites** (1 to 3 p.m.)

July 24 | Bonus Summer Funday!

2 to 4 p.m. (come and go) | Free

As a bonus funday, come make some art, browse the galleries and enjoy the reception for the Art Connection Member's Show.

July 25-29 | Theatre Camp 1 – Let's Get this Show on the Road

Monday-Friday | 10 a.m. to 4 p.m. | Ages 7-14 | \$225

Students create, write, produce and perform an original production guided by the pros from Chicago's award-winning Child's Play Touring Theatre.

Aug. 1-5 | Theatre Camp 2 – Around the World in 80 (or less) Plays

Monday-Friday | 10 a.m. to 4 p.m. | Ages 7-14 | \$225

Students create, write, produce and perform an original production guided by the pros from Chicago's award-winning Child's Play Touring Theatre.

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

APPLY FOR THE IRVING 360° CIVIC ACADEMY

Get an up-close look at city government operations! For those who live or work in Irving, the city invites participants to sign up today for the Irving 360° Civic Academy scheduled to kick off this fall.

The 11-week series of interactive in-person evening sessions offers selected participants behind-the-scenes insight into how city departments work with interactive facility tours included. Irving 360° Civic Academy is a great networking opportunity for those who want to become more involved with the Irving community. Upon completion of the program, participants take part in a special recognition ceremony with city leadership and city council.

Designed to increase community engagement, the City of Irving offers this program at no cost to participants. Interested in learning more or want to apply? Visit CityofIrving.org or email Aimee Kaslik, akaslik@cityofirving.org. Applications will open July 1-22. Alumni of 360° may go on to apply for Irving 360° 2.0 or the Irving Ambassador Program. ■



IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed.

CONTINUING EXHIBITIONS

The Year of the Tiger: Annual Exhibition of Paintings and Flowers

Through July 9 | Main Gallery

A colorful exhibition of paintings and flowers is presented by The Association of Oriental Arts, with guest artists from the Dallas Chapter of Sogetsu School and the Dallas and Fort Worth chapters of Ikebana International.

Selections from the Irving Arts Center's Permanent Collection

Through July 30 | Carpenter Lobby Gallery

An exhibition featuring 10 artists from the permanent collection. Selections include the bronze sculpture "Loaded To Go" by African wildlife artist Robert Glen (known for his iconic Mustangs of Las Colinas); 14 of J.J. L'Heureux's photographs from her "Faces from the South Ocean and Shackleton's Hut" series; Día de los Muertos-inspired serigraphs by Mexican artist Antonio Ehrenzweig; and the donated painting, Hybrid: Floral Four (2011) by artist Bob Nunn.

Parturen/Time Stands Still: Photographs by Michael Matthews & Michael Kruscha

Through Aug. 27 | Dupree Lobby Gallery

Berlin-based artists Michael Kruscha and Michael Matthews come from different backgrounds, work in different media, and have very different artistic experiences and perspectives. Yet they have forged a deep personal and artistic friendship. Kruscha depicts remote places in which the notion of public transportation seems almost ironic, and the quirky designs of these structures call into question the basic notion of "shelter." The Canadian composer Michael Matthews creates fully abstract, microcosmic images based on found textures and colors.

NEW EXHIBITIONS

WRR Radio Centennial Celebration

July 2-Aug. 27 | Courtyard Gallery

Curated in partnership with Dallas Municipal Archives, this collection highlights the central position of WRR in the Dallas and North Texas community — from its origins in public safety as fire and police dispatch, to its many decades of music programming as an AM station, to its stature today as a premier classical music station that can be heard from a 100-mile radius. The display features a collection of historical images from the past 10 decades, plus rare photos of the many local and international luminaries who have served as advocates for the station.

22nd Annual Art Connection Members Show

July 23-Aug. 27 | Main Gallery and Focus Gallery

A mixed media exhibition of works submitted by Irving Arts Center's Art Connection members. **July 24 | 2 to 4 p.m. | Reception and Bonus Family Funday**



Parks and Recreation Summer Fun

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **July 25-29 | Art Studio for Teens**
9:30 to 11:30 a.m. | Ages 12-17 | \$15
Artists will complete projects using different mediums and take a trip to the Irving Arts Center.
- **July 29 | Back to School Teen Celebration**
7 to 10 p.m. | Ages 13-17 | Free
Enjoy food, music and games. Students can pick up school supplies while they last.
- **July 30 | Let's Kid Fit**
9 a.m. to 2 p.m. | All ages | Free
Irving Parks and Recreation, along with Strong Fitness, wants to know who has what it takes to be the next ninja warrior. There will be other activities on site including inflatables, balloon artists and face painters. Lunch will be provided.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

- **July 16 | Wet and Wild Family Event**
11 a.m. to 1 p.m. | All ages | Free
All ages are welcome to come celebrate a day of fun, water, food and entertainment.

Heritage Senior Center

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

- **July 7 | Medicare Education Class**
5:30 to 6:30 p.m. | Ages 50 and older | Free
Learn more about Medicare from a benefit advisor and better understand options as you become eligible for Medicare benefits. Register by July 5.
- **July 15 | Dallas World Aquarium Day Trip**
9 a.m. to 2:30 p.m. | Ages 50 and older | Free
Enjoy a day at the world-famous Dallas World Aquarium. Transportation is provided at no cost. Participant is responsible for meals and admission along with spending money. Register by July 6.
- **July 20 | Lunch Bunch at Aw Shucks (Dallas)**
11 a.m. to 2 p.m. | Ages 50 and older | Free

A way to make new friends, reconnect with old friends and dine-out. Transportation is provided at no cost. Participant is responsible for all expenses while on trip including meals. Register by July 18.

- **July 28 | Choctaw Casino Trip**
7 a.m. to 6 p.m. | Ages 50 and older | Free
A trip to the Choctaw Casino. Transportation is provided at no cost. Participant is responsible for all spending money while on trip including meals. Space is limited. Register by July 22.
- **Aug. 8-12 | Golden Sneaker Games**
9 to 11 a.m. | Ages 50 and older | Free
Join the first athletic event for seniors. Competitions will include badminton, putt-putt, corn hole, pickleball, walking and 50-meter swim. The weeklong competition will end with a closing ceremony and celebration. Register by Aug. 4.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Fridays | Parents Night Out**
6 to 8 p.m. | Grades K-5 | \$10
Sign the kids up to stay late at the recreation center for games, craft projects and more. Dinner is included.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Mondays | Senior Sports and Breakfast**
9:30 to 11 a.m. | 50 and older | IPAR Card
Enjoy a fun fitness morning with a heart healthy breakfast that includes access to the weight room and gymnasium for free play basketball and pickleball.
- **Tuesdays | Walking and Running Club**
10 to 11 a.m. | Ages 18 and older | IPAR Card
Enjoy a morning that includes access to the weight room and a walk and run outside on the trail.

Visit CityofIrving.org/IrvingRec to register in person or online. Call the recreation center for more information.

PARKING VIOLATIONS

The City of Irving has two different departments that enforce parking ordinances depending on the type of violation. Learn which department to call based on the circumstances.

Code Enforcement

Examples of parking code violations on **private property** and enforced by the Code Enforcement Department are:

- Boats or trailers on grass in front yard
- Illegal oversized or commercial vehicles
- Junk motor vehicles
- Six or more vehicles at a residential property
- Vehicles parked on grass in front yard

To report vehicles parked on **private property**, call (972) 721-4929.



Report to Code Enforcement

Police

Examples of parking code violations in the **street** and enforced by the Irving Police Department are:

- 1.5 ton or greater commercial vehicles
- Boats or trailers
- Junk/abandoned motor vehicles
- Vehicles blocking sidewalk
- Vehicles parked facing the wrong way

To report vehicles parked in the **street**, call (972) 273-1010. ■



Report to Police

CIMARRON FAMILY

AQUATIC CENTER

NOW OPEN

FRIDAY & SATURDAY

1 to 7 p.m.

CITYOIRVING.ORG/PARKS

Reading Challenge, Summer Meals & MiY Zones



Summer Reading Challenge: Oceans of Possibilities

The 2022 Irving Summer Reading Challenge, "Oceans of Possibilities," is open to all ages: babies, children, teens and adults. Spend the summer reading, connecting with the community and earning prizes through July 31. Register, track reading, write book reviews and play games by visiting IrvingLibrary.READSqured.com. All library locations also offer printed logs. The last day to redeem prizes is Aug. 14, or while supplies last.

Through Aug. 12 | Summer Meals

Kids and teens ages 1-18 will be provided with free nutritious meals during the Summer Reading Challenge. No registration is required. Meals will be distributed in the parking lots of the South Irving and West Irving Library locations. Youth must be present to receive a meal, are required to eat on-site, and have the opportunity to participate in scheduled enrichment activities. Meals will not be provided on July 4 or July 29.

Summer Meals Schedule:

- **Monday-Friday** | 11:15 to 11:40 a.m.
South Irving Library, South Lot, 601 Schulze Drive
- **Monday-Friday** | 11:50 a.m. to 12:15 p.m.
West Irving Library, 4444 W. Rochelle Road

This program is possible with the involvement of CitySquare and AmeriCorps volunteers. Meals are regulated by the Texas Department of Agriculture and the USDA. Visit SummerFood.org for more information.

MiY Zone | Adults

Make custom T-shirts, tote bags, popsicle holders, shadowbox frames and 3D printed art in the MiY Zones at South Irving and Valley Ranch libraries this July. Visit CityofIrving.org/3800 for the class schedule. For additional information and program registration requirements, contact the library at (972) 721-2440.



JULY LIBRARY FREE PROGRAM SCHEDULE

Each library offers free programs and activities for all ages and interests. For more details, visit CityofIrving.org/Calendar.

July 6 | DIY Geek Chic: Viva la Frida

2 p.m. | South Irving Library and Valley Ranch Library | Grades 6-12
Celebrate legendary artist Frida Kahlo's birthday with colorful crafts.

July 9 | Irving Chautauqua: Opera on Tap

2 p.m. | South Irving Library | All ages
Sing along with a high-spirited celebration of seafaring tunes.

July 11 | Ramblin' Rita's Texas

Tales | 2:30 p.m. | South Irving Library | Grades K-5
Howdy, partner! Join cowgirl storyteller Ramblin' Rita for some terrific Texas Tales with audience participation.



July 22 | Friday Night Library: Have a Ball

7 p.m. | South Irving Library | Grades K-5
Have a bouncing good time with book-themed putt-putt golf, giant inflatable bowling and croquet. Crafts include designing a stress ball and painting with marbles.

July 25 | Book Lovers Happy Hour Book Club

6 p.m. | South Irving Library | Adults
This discussion features adventure on the high seas with tales of ocean exploration, island escapes, pirate battles and more.

July 26 | Juggler & Acrobat David Slick

2:30 p.m. | West Irving Library | All ages
Be amazed with wild tricks and juggling by Guinness World record holder David Slick.

July 27 | Creature Teacher

2:30 p.m. | Valley Ranch Library | All ages
Meet Captain Emily and the amazing live animals she has encountered on her adventures.

DUMPSTERS: KEEP 'EM CLEAN

The city's dumpster ordinance helps ensure dumpsters are properly maintained and well kept.

The top three dumpster violations are:

- **Overflow:** Trash and debris can scatter or attract wildlife when dumpsters are overflowing or when items are left on the ground.
- **Unsecured dumpsters:** Doors and lids should always be closed.
- **Enclosure maintenance:** Enclosures must be maintained to ensure containers are not visible from rights of way.

Violators of the city's dumpster ordinance could face a fine. Leaving trash or other materials in the dumpster of a private business is illegal.

Visit CityofIrving.org/Code-Enforcement for more information. ■



TIP-A-COP RETURNS TO RAISE FUNDS FOR SPECIAL OLYMPICS

Residents are encouraged to mark their calendar for dinner plans on July 28 to help Irving Police and show community support for the Special Olympics athletes.

The Irving Police Department (IPD) will assist the wait staff at Texas Roadhouse, 2525 W. Interstate Highway 635 on Thursday, July 28 from 5 to 9 p.m. to help support Special Olympics of Texas. IPD will also be selling T-shirts and coins that day.

IPD will be volunteering at the restaurant to ensure that customers have hot bread, as well as full glasses of water and tea, and their tips will go to Special Olympics.

Additionally, on the night of the event, customers will have the opportunity to view and learn more about various police vehicles, such as the SWAT vehicle.

This is the fourth year IPD has participated in Texas Roadhouse's statewide fundraising event for the Special Olympics of Texas. Each year, Texas Roadhouse restaurants across Texas allow law enforcement departments to come work for the tips. The annual Tip-A-Cop event has helped raise thousands of dollars toward the Law Enforcement Torch Run that directly benefits Special Olympics athletes.

For more details, follow @IrvingPD on Facebook, Twitter and Instagram. ■



Water Utilities Expands Large Water Meter Testing Program



The Irving Water Utilities Department oversees more than 50,000 meters, which measure the volume of water delivered to residential and commercial customers throughout the city.

With such a large water infrastructure network, the department is consistently seeking innovative technology to enhance delivery, improve billing accuracy and keep costs down for its customers.

In April 2020, the Water Utilities Department launched a pilot program to evaluate the performance of 50 of its 680 large water meters. Large meters are used at commercial properties, such as businesses, hotels, schools, apartments, manufacturing facilities and hospitals. A large meter is 4-inches in diameter or larger to accommodate the need for higher water usage. Residential meters are smaller in diameter because less water is consumed by individual households than larger commercial properties.

During the initial phase, the department found that the program provided additional information that traditional testing could not provide. While large meters constitute only 1% of the city's total system, they account for 30% of water revenue. Any inaccuracies in these large meters can have substantial impact on water and revenue loss. Since its initial launch, the program has expanded and now covers 150 large meters throughout the city.

Crews installed assessment equipment on the large water meters, including sensors that detect the amount of water flowing through the meter and how much flow is detected on the water meter register. They can compare that data with how the water meter was intended by the manufacturer to perform. Overall, this technology can detect whether the water meter is functioning properly.

Water Utilities prioritizes the efficacy of its infrastructure — understanding which of its critical components need replacement and indicating where the department should focus its efforts.

This program helps the department focus on the meters that are having the most critical problems. Knowing this, crews can respond quickly to address issues, from replacing parts on a water meter to assessing where the next water meter replacement is most needed. By repairing and replacing these meters, the department is able to reduce the city's water loss and help keep water rates down for all customers.

The technology also assists crews, who monitor system usage remotely, by providing guidance on problematic parts. Crews can then plan for repairs with the knowledge and tools necessary to fix the issue even before opening the water meter vault.

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



July is National Park and Recreation Month

The Irving Parks and Recreation Department invites residents to explore all the city has to offer from aquatic opportunities to the trail system.

Animal Connection Experience at Fritz Park

Bring the family through July 30 for pony rides, exotic animal displays, petting zoo animals, a duck pond and children's activity area. For more information, visit CityofIrving.org/FritzPark.

Aquatic Facilities and Spray Parks

To cool off this summer, visit the two family aquatic centers, two indoor pools, one outdoor pool and two spray parks in Irving. For hours of operation, fees and locations, visit CityofIrving.org/Aquatics.

Irving Golf Club

Irving Golf Club offers a par 71 public course with multiple teeing areas to test golfers of all skill levels. To book a tee time and for more details, visit IrvingGolfClub.org.

Parks and Playgrounds

Enjoy more than 90 parks offered throughout the city. Visit CityofIrving.org/Facilities for locations and the vast variety of amenities.

Recreation Centers and Programs

Visit one of the eight neighborhood recreation centers to learn more about the programs, camps and activities for all ages. To find more information, locations or to become a member, visit CityofIrving.org/Parks.

Trail Systems

Explore the 32 miles of trails connecting routes throughout the city accommodating both bicycle and foot traffic. For more information on Irving's trail system, visit CityofIrving.org/Trails. ■

ADA Celebrates Anniversary, City Seeks Input on Accessibility

The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990 by President George H.W. Bush. Honoring the Act's requirements for public accommodation for and prohibiting discrimination against persons with special needs, the City of Irving is committed to creating, promoting and maintaining an accessible community and workforce.

Currently, the city is finalizing an accessibility self-evaluation of its facilities and services, but work continues

ADA32 1990 - 2022
Americans with Disabilities Act
Celebrate the ADA! July 26, 2022

to address immediate issues including sidewalk repairs and curb ramp installations.

Residents and community members who live, work and play in Irving provide valuable insights into accessibility and inclusion. Send your input to the city using the 'Accommodation Request' button located at CityofIrving.org/Accessibility. ■

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: July 14, 2022
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for June 2022

Convention Sales Activities

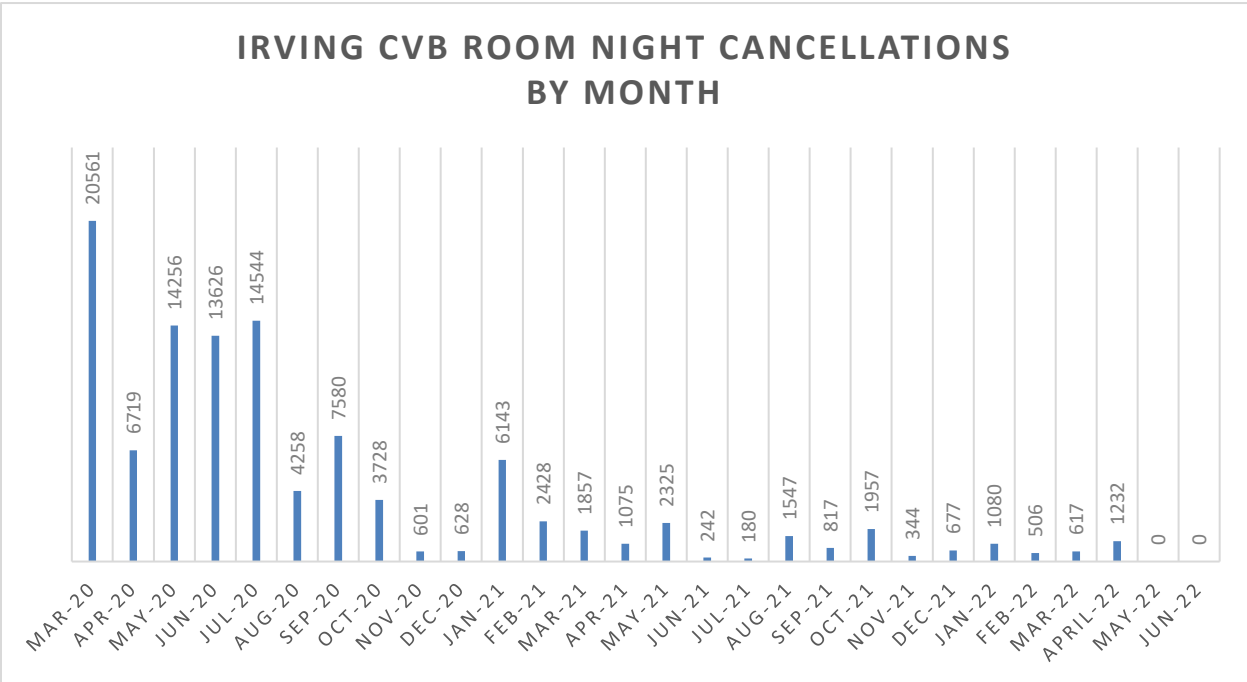
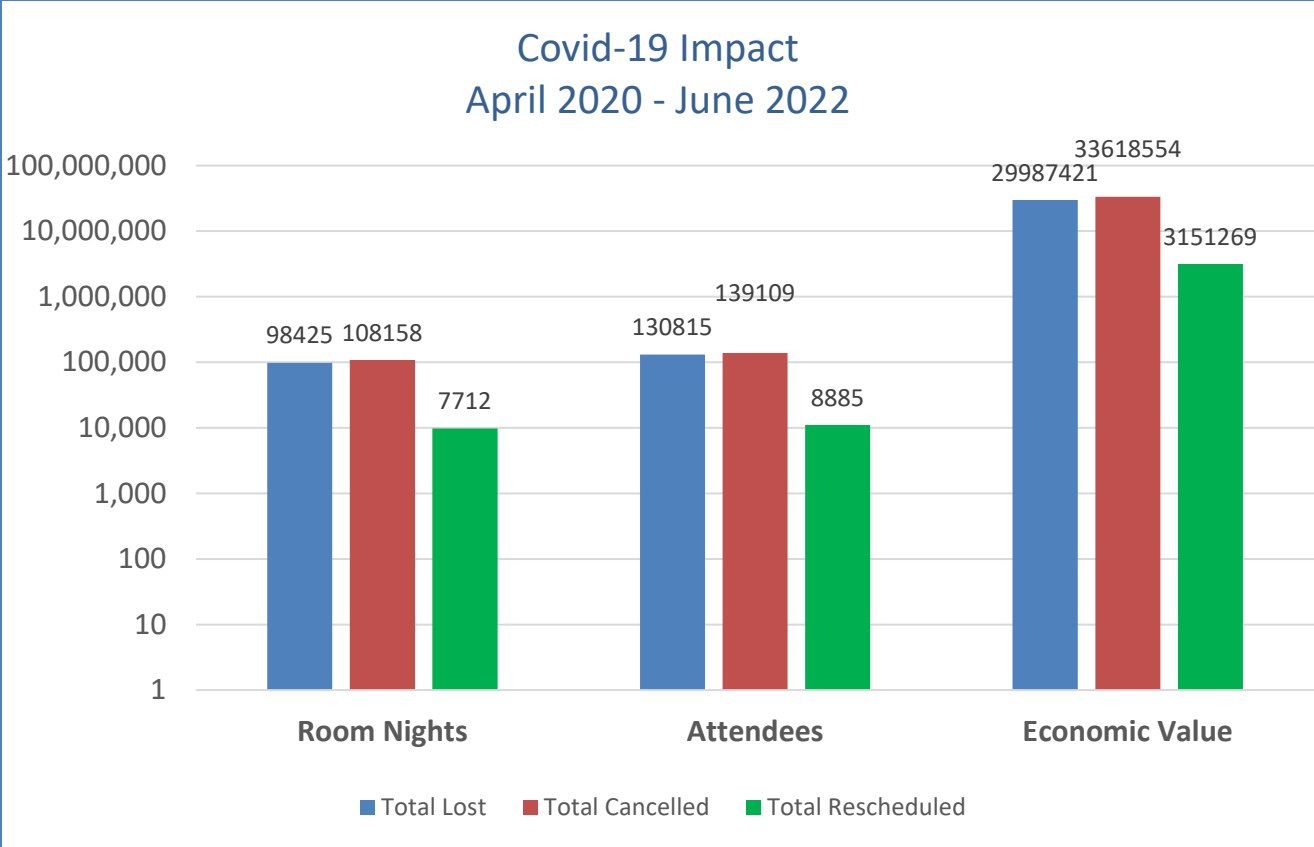
Leads Generated	June	YTD
Irving CVB – Hotel Leads	127	911
Irving Convention Center Leads	40	346

June

Room Nights Generated	Monthly Goal	June 2022 Actuals	June 2021 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	June Convention Center	Convention Center YTD
Definite Room Nights	7842	12495	4429	94098	71354	62303	3438	20926
Lost Room Nights		46976	19243		315953	193727	29840	174254

Travel & Activity

June	Organization	Event	Location
1-3	Fraternity Executives Association	Tradeshow	Norfolk, VA
6-9	Religious Conference Management Association	Board Meeting	Chattanooga, TN
13-17	Irving Convention & Visitors Bureau	Sales Calls	Austin, TX
20-23	Meeting Professionals International	World Education Conference	San Francisco, CA
24-26	State Firefighters' & Fire Marshals' Association of Texas	Bid Presentation	Beaumont, TX



Customer Services Activity June 2022

Groups Served	
June	10
YTD	99

Proclamations/Welcomes/Flags:

- Welcome/Proclamation/Flag(s) – 100th Bomb Group Foundation, November 29, 2021 – Councilman Zapanta
- Welcome/Proclamation – Black Girls Golf Summit, November 4, 2021 – Mayor Stopfer
- Welcome/Proclamation – Weekend of Honor, November 13, 2021 – Councilman Taylor
- Mayor/Official Welcome/Proclamation/Flag - Texas Association of Student Councils, April 11, 2022 - Mayor Stopfer
- Mayor Welcome/Ribbon Cutting – DFW Minority Supplier, May 3, 2022 – Mayor Stopfer
- Welcome/Proclamation/Flag(s) – 173rd Airborne Brigade, May 2022, TBD
- Mayor/Elected Official Welcome – SE Colorectal Cancer, June 17, Mayor Pro Tem Kyle Taylor

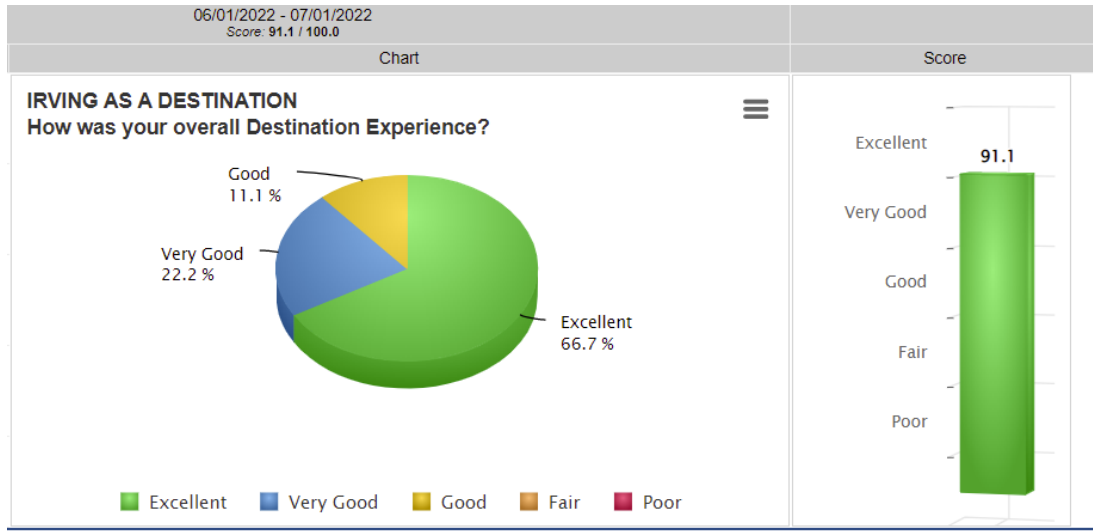
June Servicing & Inventory:

Service Type	10 Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag
Name Badge/Lanyard Services	4	1414 Badges/ 1524 Lanyards
Pens	7	2520
Bags	3	870
Promotional Materials	6	750 Restaurant/1350 TMF maps
Staffing Services	5	45 hours total

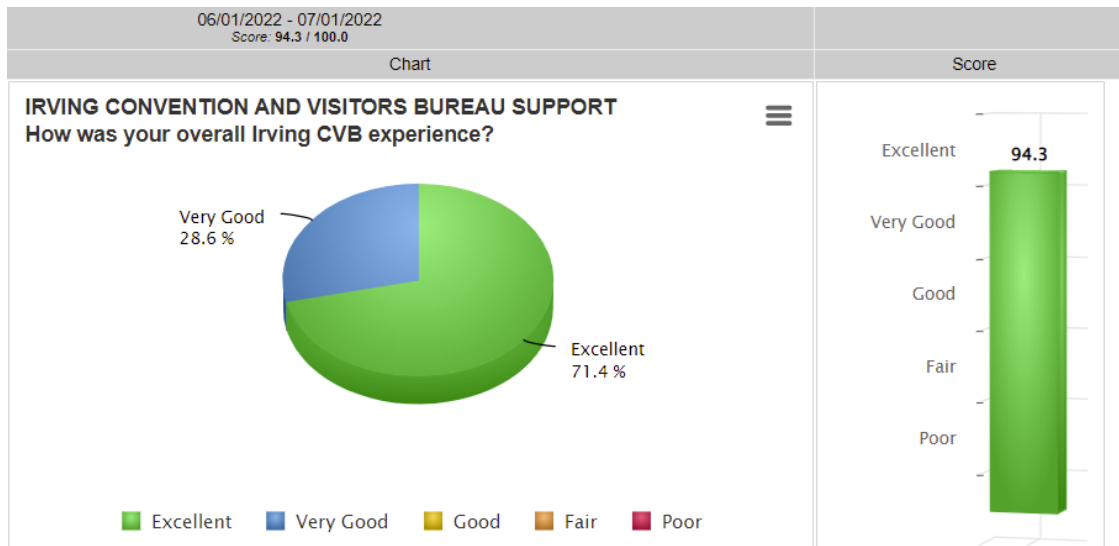
Event Location: Hotels: 6 Irving Convention Center: 4 Other: 0

June 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 2022 – November 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
USA Rice Federation	2022 USA Rice Federation Annual Business Meeting	7/5/2022	7/9/2022	155	450
RISE Adaptive Sports	Rise Adaptive Sports - Rooms Only	7/8/2022	7/10/2022	50	30
Building Professional Institute	2022 Building Professional Institute	7/9/2022	7/14/2022	700	82
American Peanut Research and Education Society	2022 APRES - American Peanut Research & Education Society	7/10/2022	7/14/2022	150	450
Oakland Athletics	Oakland A's vs Texas Rangers	7/10/2022	7/13/2022	90	180
ADT Security Services, Inc.	ADT Quarterly Meeting	7/11/2022	7/15/2022	100	400
Debbie Sardone Consulting	Pro Field Trip Summer 2022	7/12/2022	7/14/2022	40	38
JLM Creative Events	Applique Getaway 2022	7/13/2022	7/18/2022	450	315
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	7/13/2022	7/17/2022	60	240
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2022	7/17/2022	7/19/2022	100	105
American College of Emergency Physicians	ACEP Corporate Council Meeting	7/18/2022	7/19/2022	230	244
McKesson Corporation	#14855-Board, Committee & Stockholders Meeting July 2022	7/18/2022	7/23/2022	20	96
McKesson Corporation	ID#15333 Employee Care Workshop - July 2022	7/18/2022	7/20/2022	13	33
Big 12 Conference	CFO West Summer Clinic 2022	7/20/2022	7/24/2022	200	372
TruckSpy	Linehaul Summit	7/20/2022	7/23/2022	600	305
TexSom	The Court of Master Sommeliers - July 2022	7/23/2022	7/25/2022	100	145
Solution Tree	2022 Team Institute	7/25/2022	7/29/2022	525	435
Apostolic Affiliation Inc.	Apostolic Affiliation 2022	7/28/2022	7/30/2022	300	135
Baltimore Orioles	Baltimore Orioles vs Texas Rangers	7/31/2022	8/3/2022	70	210
Chicago White Sox	Chicago White Sox vs Texas Rangers 2022	8/3/2022	8/7/2022	67	268
Tech Conferences	Share Point Fest	8/7/2022	8/12/2022	400	420
Insurance Designers of America	IDA-KOP 2022	8/7/2022	8/10/2022	70	160
Herzog	Herzog August 2022	8/8/2022	8/11/2022	115	400
Snap On, Incorporated	Snap On 2022 Franchise Conference Overflow from Grapevine	8/9/2022	8/15/2022	1800	370

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	8/10/2022	8/14/2022	60	240
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 2nd Session	8/11/2022	8/13/2022	15	21
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo	8/12/2022	8/21/2022	4000	1581
Boston Scientific US	Vertiflex Fellows 201	8/12/2022	8/14/2022	32	32
Oakland Athletics	Oakland A's vs Texas Rangers	8/14/2022	8/18/2022	90	268
Vizient, Inc.	Vizient, Inc. 2022 August Meeting	8/16/2022	8/17/2022	24	36
McKesson Corporation	ID#15318 Oncology Leadership Roundtable (LRT) Meeting	8/16/2022	8/16/2022	45	55
Caterpillar	Energy & Transportation	8/19/2022	8/26/2022	45	188
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/21/2022	8/23/2022	350	60
American College of Emergency Physicians	ACEP EM Group Academy - August 2022	8/22/2022	8/24/2022	60	123
United States Department of Veterans Affairs	Department of Veterans Affairs	8/22/2022	8/26/2022	100	270
TexSom	2022 TEXSOM Conference - Staff Block (Rooming List)	8/24/2022	9/1/2022	500	354
TexSom	2022 TEXSOM Conference - Vendor Block (Individual Call-In/Online Reservations)	8/25/2022	8/31/2022	500	352
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Services Conference 2022	8/26/2022	9/4/2022	200	420
Kingdom Global Ministries	KGM World Connect 2022	8/27/2022	9/3/2022	350	335
Houston Astros Baseball Club	Houston Astros vs Texas Rangers	8/29/2022	8/31/2022	70	160
Dallas Chess Club	Dallas Chess Club	9/1/2022	9/6/2022	75	135
Texas Society of Association Executives	TSAE 2022 New Ideas Annual Conference	9/9/2022	9/13/2022	450	980
Caterpillar	Resources Industries	9/9/2022	9/16/2022	45	188
Lion Street	Lion Street Indaba 2022	9/10/2022	9/14/2022	285	675
Microsoft Corporation	Microsoft FY23 Aspire Onboarding (NA) GWNLWQPWQXW	9/10/2022	9/16/2022	95	303
National Council for State Authorization Reciprocity Agreements	NCSARA State Meeting	9/11/2022	9/14/2022	115	256
Black Box Intelligence	2022 Global Best Practices Conference	9/13/2022	9/17/2022	275	355
Texas Podiatric Medical Association	2022 TPMA Southwest Foot and Ankle Conference	9/14/2022	9/17/2022	400	291

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
FenCon	2022 FenCon	9/15/2022	9/18/2022	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/15/2022	9/18/2022	200	160
Strategic Franchising	Strategic Franchising 2022	9/17/2022	9/22/2022	375	710
DFW Fiber Fest	DFW Fiber Fest	9/18/2022	9/25/2022	3000	1120
Diamond Tours	Diamond Tours	9/18/2022	9/23/2022	50	54
American College of Osteopathic Obstetricians & Gynecologists	ACOOG - 2022 Fall Conference	9/21/2022	9/24/2022	425	685
The Southwestern Invitational	The Southwestern Invitational 2022	9/22/2022	9/25/2022	400	298
Parker University	2022 Seminar	9/26/2022	10/1/2022	60	170
University of Dallas	University of Dallas	9/29/2022	10/2/2022	250	120
Washington Commanders	Washington Commanders vs Dallas Cowboys	10/1/2022	10/2/2022	160	160
Texas Association of Life and Health Insurers	2022 TALHI Round Up	10/2/2022	10/4/2022	90	120
McKesson Corporation	FY23 Ignite Cohort #2 Kick Off Meeting	10/3/2022	10/6/2022	14	68
McKesson Corporation	ID#15220 Sr HR Leader Meeting - Las Colinas	10/3/2022	10/4/2022	75	35
Lone Star Leather Crafters Guild	International Federation of Leather Guilds Show	10/4/2022	10/8/2022	150	250
Tribute to Valor Foundation	Tribute to Valor Foundation Gala	10/5/2022	10/9/2022	350	145
McKesson Corporation	ID#15300 Macro Helix Fall 2022 CAB Meeting	10/5/2022	10/6/2022	20	40
Southwest Collectors Association	2022 Annual Regional Conference	10/8/2022	10/12/2022	120	135
ServiceNow	5678 ServiceNow NowSummit 2020 DC	10/9/2022	10/12/2022	90	229
Insurance Designers of America	IDA Annual Fall Conference-2022	10/9/2022	10/14/2022	212	212
Catholic Bar Association	Catholic Bar Association	10/12/2022	10/16/2022	125	156
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 3rd Session	10/13/2022	10/15/2022	15	21
Assemblies of God/Marriage	Marriage Encounters	10/14/2022	10/16/2022	80	80
Boy Scouts of America	National Executive Board & Committees Meeting 10/2022	10/16/2022	10/18/2022	75	153
Council of Petroleum Accountants Societies	COPAS - Council of Petroleum Accountants Societies - 2022 Fall National Meeting	10/16/2022	10/22/2022	250	450
McKesson Corporation	Board Planning Meeting October 2022	10/22/2022	10/27/2022	20	119
Brotherhood of Men	Brotherhood of Men	10/25/2022	10/30/2022	400	170

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Career Colleges and Schools of Texas	Career Colleges and Schools of Texas	10/25/2022	10/26/2022	350	90
Texas Physical Therapy Association	TPTA 2022 Annual Conference	10/26/2022	10/29/2022	650	341
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/28/2022	10/29/2022	200	200
State Bar of Texas	29th Annual Texas Minority Counsel Program	11/1/2022	11/4/2022	150	305
FamilyLife	Weekend to Remember	11/2/2022	11/7/2022	500	570
Texas Association of Vocational Nurse Educator	Texas Association of Vocational Nurse Educator	11/2/2022	11/4/2022	300	475
Collegiate Sports Travel	US Airforce Academy vs Army Football Game 2022	11/3/2022	11/4/2022	150	286
Dallas Dance Festival	Dallas Dance Festival 2022	11/3/2022	11/6/2022	200	479
Texas Trial Lawyers Association	2022 TTLA Annual Meeting and CLE Seminar	11/8/2022	11/11/2022	290	219
McKesson Corporation	ID#14889 2022 November APP Onboarding Course	11/13/2022	11/18/2022	50	240
PAMM Expo, LLC	Model & Talent EXPO Nov2022	11/15/2022	11/19/2022	400	1200
American Legal and Financial Network	November 2022 ALFN Intersect Servicing + Bankruptcy	11/15/2022	11/17/2022	100	86
USA Judo	2022 USA Judo President's Cup	11/16/2022	11/20/2022	500	280
Diamond Tours	Diamond Tours	11/27/2022	12/2/2022	50	54

**Highlighted items above are Target Industries for Irving

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

**CONVENTION CENTER
MANAGEMENT REPORTS**



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

July 15, 2022

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 – June 2022**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	101,952	121,625	49,567	805,117	832,380	561,119
Ancillary Income	480,075	349,035	160,416	2,436,460	1,781,339	518,169
Total Event Income	582,027	470,660	209,983	3,241,577	2,613,719	1,079,288
Other Income	83,094	66,421	46,119	567,523	597,789	265,934
Adjusted Gross Income	665,121	537,081	256,102	3,809,100	3,211,508	1,345,222
Indirect Expenses	(556,723)	(503,048)	(353,759)	(4,450,996)	(4,434,398)	(3,213,208)
Net Income (Loss)	108,398	34,033	(97,657)	(641,896)	(1,222,890)	(1,867,986)

- Total direct event income consisted of rental and service revenue from the fifteen revenue-producing events we had for the month: Texas USAG Annual Awards Banquet, Mujer Expo 2022, A-Kon 2022, Steubenville Lone Star 2022, AFP 2022 DFW Philanthropy in Action, Learning Forward Texas 2022, Pri-Med Access 2022, Future Com, New Western Meeting, Texas Cornhole League Series, TASBO Summer Conference, and three ICVB Meetings including the Board of Directors Meeting.
- Other operating income includes June's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Despite being over budget in indirect expenses, overall, the ICC beat budget by \$74,365.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	659,251	490,440	253,887	3,167,144	2,367,455	510,902
Net Income/(Loss)	391,719	316,560	128,035	1,819,415	1,493,337	292,652
Net Income/(Loss) %	59.42%	64.55%	50.43%	57.45%	63.08%	57.28%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
15	155	41,736	151,851
Current Year	Current Year	Current Year	Current Year
13	57	31,191	66,124
Prior Year	Prior Year	Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
3,438	20,926	7	91.4%
Current Year	Current Year	This Month	Current Month
1,155	7,799	25	94.4%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
15	161
Current Year	Current Year
14	90
Prior Year	Prior Year

Target Industry Bookings

Southwest Benefits Association – May 2023

July and August at a Glance

- July 10-14 Building Professional Institute
- July 17-20 Texas Trial Lawyers Association
- July 19 Dallas Building Owners & Managers Association
- July 21-22 Linehaul Summit, LLC
- July 26-29 Solution Tree
- July 29 Urban Management Assistants of North Texas
- August 1-5 Irving ISD
- August 7-12 SPFest Technology Conference
- August 8-9 Apartment Association of Tarrant County
- August 11-14 Texas Pro Bodybuilding Championship
- August 14-20 Original Sewing & Quilting Expo
- August 17-18 City of Irving Infrastructure & Economic Development
- August 21-23 Texas Society of CPA's Summit
- August 24-31 TEXSOM Conference
- August 25-28 Auto Body Association of Texas

cc: Tom Meehan, General Manager, ASM Global



Marketing Communications

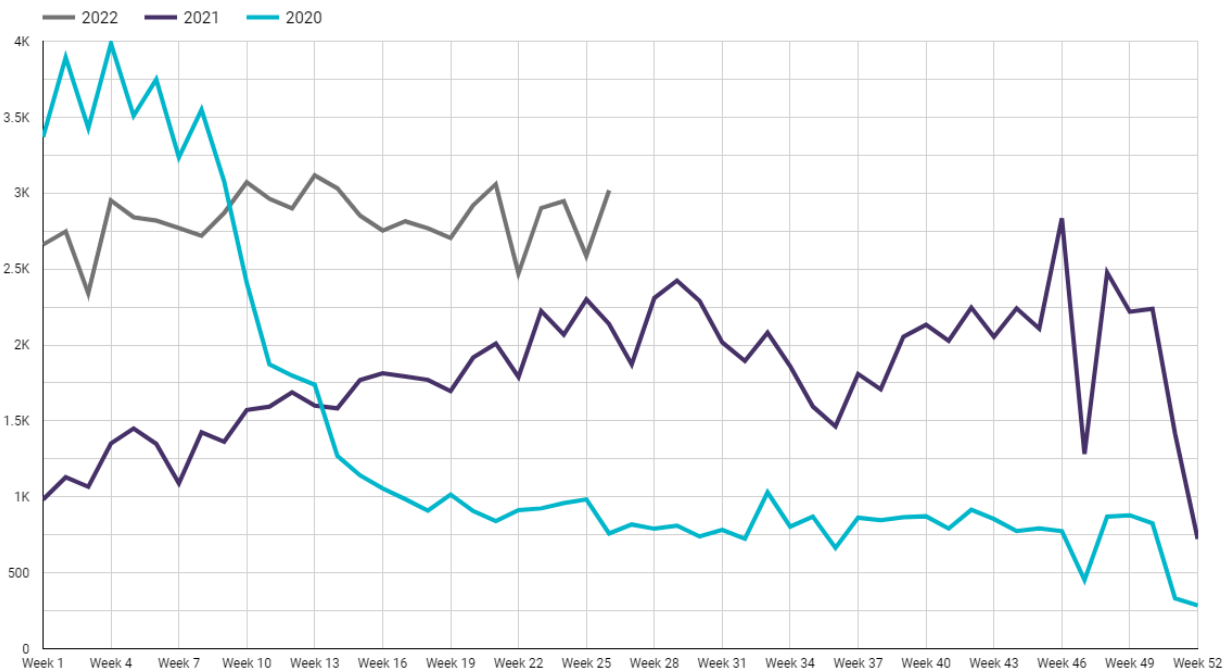
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: July 21, 2022
Re: June 2022 Board Report

Meeting-Sales Leads & Inquiries

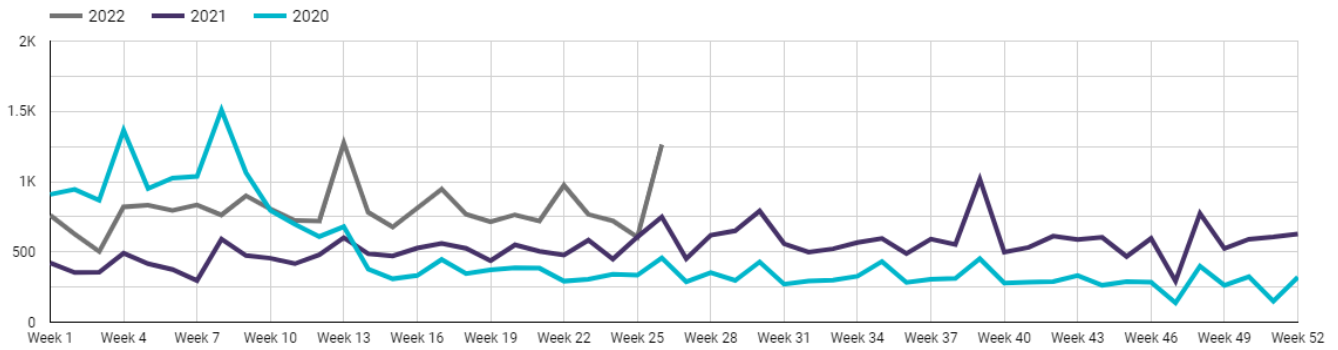
There were 156 total prospects in June, which includes 40 RFP form submissions, 9 phone calls, 18 contact form submissions, 16 email requests, and 73 Cvent submissions.

The aggregated weekly lead volume of over 200 U.S. DMOs, shows the weekly lead volume in 2022 continues to remain higher than the same period in 2020 and 2021 but remains below pre-pandemic levels. While definites have increased in recent weeks, it's too early to determine how this trend will continue.

Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs

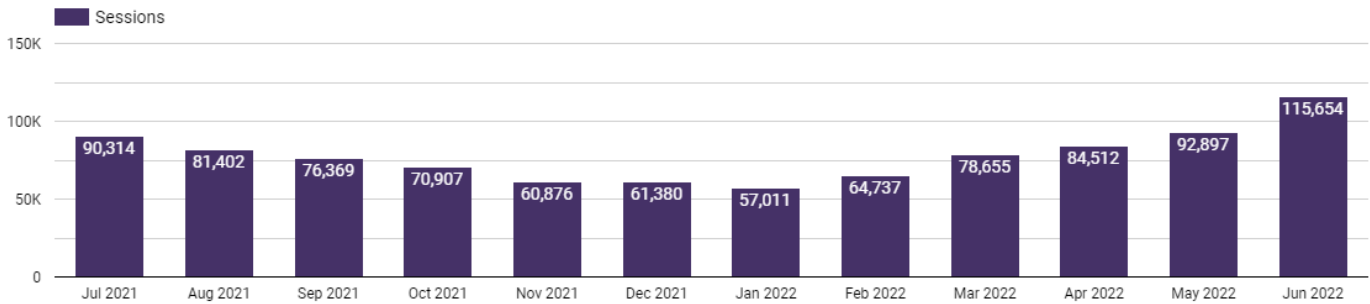


Website Traffic

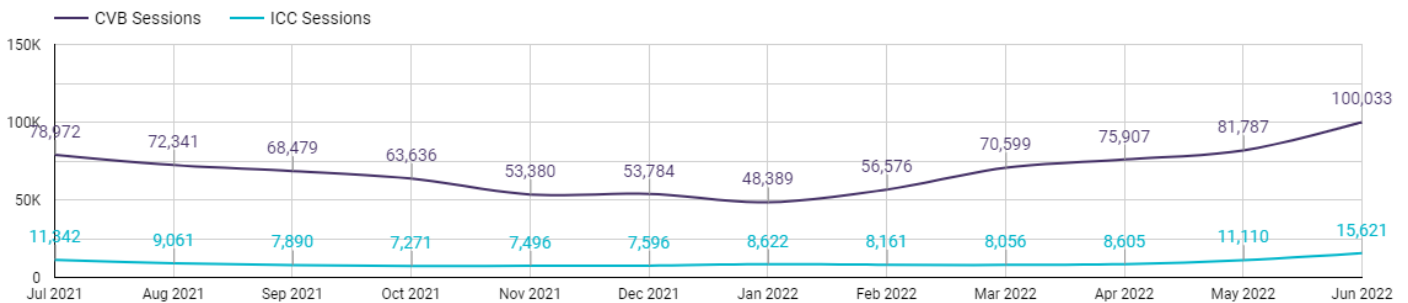
June website traffic broke another record with 115,654 total sessions to both websites. This is the first-time combined website traffic has exceeded 100,000 in a single month and the first time the Visit Irving website exceed 100,000 in a single month. The Visit Irving website had 100,003 sessions and the Irving Convention Center website had 15,621 sessions.

Aggregated data provided by Simpleview shows overall website sessions in June were higher than in the previous three years.

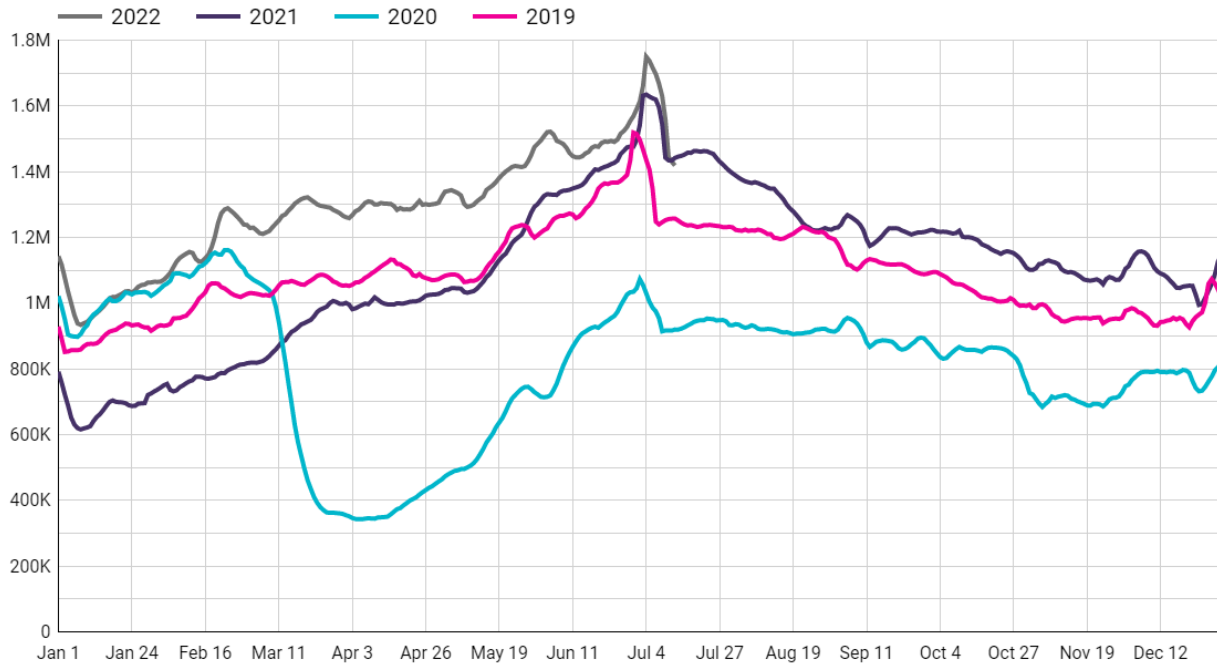
Website Traffic - Total Sessions



Website Traffic - Sessions by Market



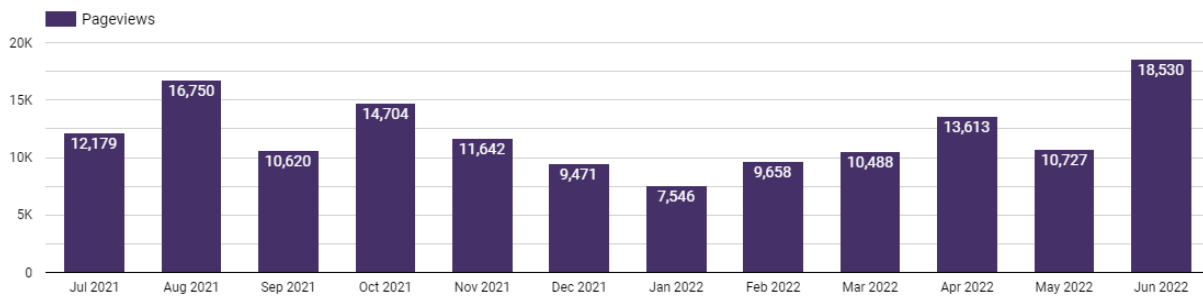
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic also broke a record in June with 18,530 pageviews, the highest number of pageviews to date. The top posts were “A Texas-Sized BBQ in our own Backyard,” with 5,875 pageviews, “June is Calling You Home to Irving,” with 1,742 pageviews, “Where to get Southern and Soul Food in Irving” with 1,388 pageviews, and “Snow Cones of Irving,” with 1,034 pageviews.

Blog Pageviews



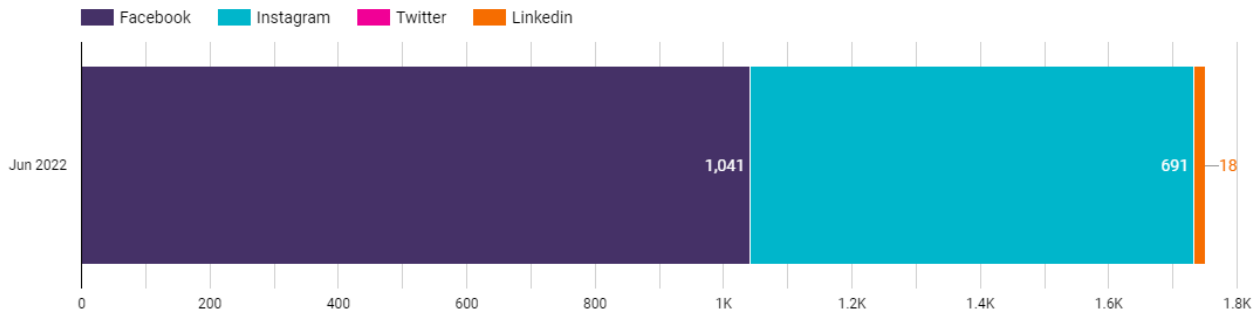
Blog Traffic Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
1. /blog/list/post/a-texas-sized-bbq-party-in-our-backyard/	5,875	5,446	00:12:42	13.36%
2. /blog/list/post/june-is-calling-you-home-to-irving/	1,742	1,502	00:05:31	14.33%
3. /blog/list/post/where-to-get-southern-and-soul-food-in-irving/	1,388	1,212	00:11:25	11.93%
4. /blog/list/post/snow-cones-of-irving/	1,034	860	00:07:16	11.92%
5. /blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	925	829	00:07:21	17.29%

Social Media

1,750 additional followers and likes were added in June bringing the total influence to 134,085. Facebook had the largest growth at 1,041 new likes, followed by Instagram with 691 and LinkedIn with 18 new followers.

Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	96,920	12,302	5,772	839	115,833
CC	13,044	2,329	2,464	415	18,252
Grand Total	109,964	14,631	8,236	1,254	134,085

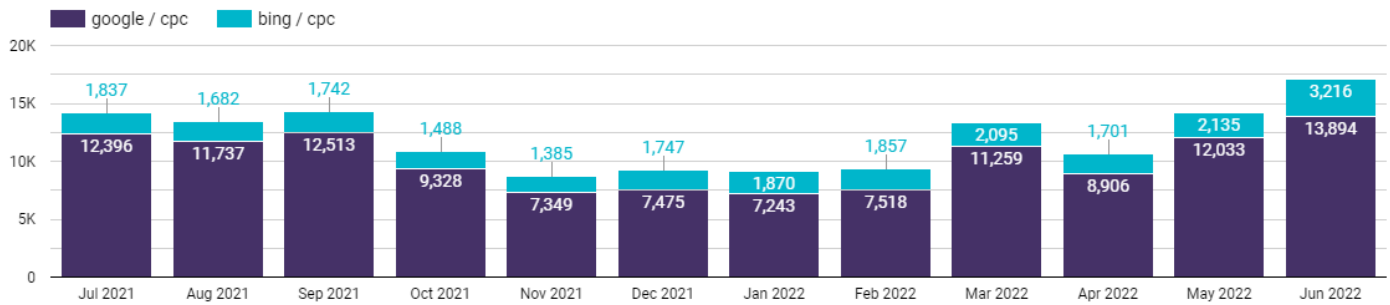
Advertising

TripAdvisor was the top performer for website visits in June, followed by MPI and Priceline. Paid search increased with 17,110 site visits.

By Placement

Placement	Impressions	Clicks
TripAdvisor Boost	592,051	2,114
Trip Advisor Targeted Ads	10,590	1,002
MPI Programmatic	42	391
Priceline Targeted Ads	650,093	386
Meetings Today Display Remarketing	57,381	205
TSAE Programmatic	2,733	115
MPI ROS Banner	0	59
Grand total	1,458,910	4,319

Advertising Engagement - Clicks



Digital Campaigns:

Staycations Campaign:

In June, the Staycations campaign generated 14,443 hotel referrals and the campaign’s conversion rate remains near 50%. In the last twelve months, the Staycations Campaign has generated 113,294 hotel referrals, which represent over \$31.5 million in Potential Economic Value.

Meetings Campaign:

This fiscal year, the Meetings Campaign generated 13,697 website sessions and 239 meetings-sales inquiries.

Promoted Content Campaign:

In June, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated 33,884 post engagements and 14,050 blog visits.

Micro-Campaigns:

To date, the micro-campaigns have generated 8,358 hotel referrals, which represent over \$3.3 million in Potential Economic Value.

OTA Campaign:

This year, the OTA campaign with Expedia has generated 6,255 hotel bookings, 31,297 room nights, and \$3,734,079 in direct hotel revenue.

Earned Media











IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	95,543,791	134,261,658	150,152,586	10,828,386	390,786,421
ADVERTISING EQUIVALENCY ⁺	\$849,007	\$1,838,429	\$1,595,547	\$143,994	\$4,426,977
PUBLIC RELATIONS VALUE ⁺⁺	\$2,547,021	\$5,515,287	\$4,786,641	\$431,982	\$13,280,931

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

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

⁺⁺From a measurement 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

-  ["USA Triathlon is coming to Irving this week. Here's how to volunteer or cheer for athletes," Sarah Bahari, Dallas Morning News, April 26, 2022](#)
-  ["Club Corp Classic makes golf exciting for everyone," Bubba Frank, Irving Rambler, April 30, 2022](#)
-  ["Staying Power: SMERF Groups fuel recovery as destinations work to meet their need," by Autumn Cafiero Giusti, Convention South, May 1, 2022](#)
-  ["Five Things to Love About Irving, Texas," by Melodi Pittman, Wherever I May Roam, June 14, 2022](#)
-  ["Lone Star BBQ and Music Festival in Irving will pair BBQ with appearance by iconic Disco band Le Freak," ntxe-news.com, June 17, 2022](#)
-  ["Lone State BBQ and Music Festival provides uniquely Texas event," by Stacey Doud, Rambler News, June 25, 2022](#)
-  [June Social Media Overview](#)
-  [June Blog Performance Overview](#)
-  [Visit Irving Social Stats](#)
-  [Irving Convention Center Social Stats](#)

dallasnews.com
Dallas County
Dallas, TX
Circulation: 203,775
Frequency: Daily
April 26, 2022

<https://www.dallasnews.com/sports/2022/04/26/usa-triathlon-is-coming-to-irving-this-week-heres-how-to-volunteer-or-cheer-for...>

SPORTS

USA Triathlon is coming to Irving this week. Here's how to volunteer or cheer for athletes

Cheer on racers at the finish line, celebrate at awards ceremonies or volunteer to support racers along the course.



Kearci Jobe Smith won her age group at the USA Triathlon age group sprint national championship in 2019 in Omaha, Nebraska. The USA Triathlon Multisport National Championships Festival is coming to Irving this week. (USA Triathlon)

By Sarah Bahari
9:48 AM on Apr 26, 2022

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More than 2,000 athletes will compete in the USA Triathlon Multisport National Championships Festival in Irving this week.

The inaugural festival will feature multiple races, including a run-bike-run, run-swim-run and swim-bike.

People can still sign up to volunteer. Volunteers are needed to distribute race packets, offer support along the courses and finish line and work at aid stations.

Sign up to [volunteer here](#). Opportunities are available Wednesday through Sunday.



If you would prefer to cheer on spectators, head anywhere along Las Colinas Boulevard, USA Triathlon spokesman Stephen Meyers said.

All races will begin and end at Levy Event Plaza, 501 E. Las Colinas Blvd., for people who want to cheer from the finish line.

Just plan to park somewhere nearby and walk because Las Colinas Boulevard and Lake Carolyn Parkway will be closed much of the weekend, Meyers said.

Check [here](#) for the race schedule.

The public is also invited to awards ceremonies each night. Ceremonies will feature live music, race highlights shown on a jumbo inflatable screen, lawn games and drinks from [Mamma Tried in Irving](#).

Here's the schedule:

- 5:30 p.m. Thursday at Levy Event Plaza, 501 E. Las Colinas Blvd.
- 6 p.m. Friday at Texas Lottery Plaza, 340 West Las Colinas Blvd.
- 6 p.m. Saturday at Texas Lottery Plaza, 340 West Las Colinas Blvd.
- 7 p.m. Sunday at Levy Event Plaza, 501 E. Las Colinas Blvd.

Related: [These 10 companies employ the most people in Irving](#)

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

[✉ sarahbahari@gmail.com](mailto:sarahbahari@gmail.com)

Convention South
Baldwin County
Gulf Shores, AL
Circulation: 18,000
Frequency: Monthly
May 1, 2022



Louisville, Ky., with its Bi Four Bridge, is a perennial favorite meeting destination for educational and religious groups from the SMERF sector.

STAYING POWER

SMERF groups fuel recovery as destinations work to meet their needs

By Autumn Cafiero Giusti

The mighty SMERF market is propping up the meetings and events industry at a time when business and corporate groups have been slow to return.

Consisting of social, military, education, religious, and fraternal groups, the SMERF market has consistently booked in-person meetings and events to fill the gaps left by large corporate groups since the start of the pandemic. The challenge destinations now face is finding the workforce to support these events as bookings continue to roll in.

“Corporate America has realized they can have events remotely, via Zoom or Teams, versus having to meet in person on a wider scale, whereas your religious and education markets love to meet in person,” says Katherine DiPietro, SMERF and travel industry sales manager for Visit Irving in Texas.

Boosting recovery

When meetings and events started returning to Lexington, Ky., in 2021, the first large group the city hosted came from the SMERF sector. It was the biennial convention of the Lutheran Women’s Missionary League (LWML), a citywide event that brought more than 2,700 attendees and gave the city an economic jolt.

That a religious group heralded the return of events to Lexington came as no surprise to Stephen Barnett, destination sales manager for VisitLex.

“We believe the SMERF market will be key to our city getting back to pre-pandemic tourism activities, thanks in large part to Lexington being an easy driving destination, an affordable city to host meetings, and a city that is now home to new and revitalized meeting facilities and hotels,” he says.

Lexington has long been a sought-after destination for groups from all SMERF segments. But Barnett says there’s been a significant uptick in religious and fraternal groups, specifically, who are booking Lexington not only for future years, but also to host events that were scheduled before the pandemic.

A major draw for these groups is the Central Bank Center in downtown Lexington. The venue opened a new exhibit hall in April 2021 as part of a \$300 million expansion and renovation. Last June’s LWML convention was the first event to take place in the new space. This spring, the entire project was completed, giving the convention center 200,000 square feet of flexible space.

“We’re also working with other religious groups this year and in future years that will be important for our city and believe Lexington’s

central location, affordability, and family-friendly activities have been a strong influence in booking these events,” Barnett says.

With Lexington known as the Horse Capital of the World, visiting groups often venture out to the Kentucky Horse Park and book tours of private horse farms in the region. In nearby Williamstown, the Ark Encounter features a 510-foot-long Noah’s Ark and is a popular attraction for religious groups.

“Guests are dazzled by these fun, family-friendly activities you can’t find anywhere else in the world,” Barnett says.

Leading the charge

The SMERF-driven recovery is playing out similarly in Memphis, Tenn., which saw a tourism bump in March when the city hosted Alpha Kappa Alpha (AKA) Sorority Inc.’s 90th South Eastern Regional Conference. Sessions took place at the newly renovated Rensselaer Convention Center, and attendees filled rooms in hotels across the city. The conference brought in nearly 5,800 attendees—about double the projections for the 2021 event, which was canceled because of COVID-19. The group’s last regional conference took place in Knoxville, Tenn., in 2019, and 2022 marked the fourth time since 2004 the event took place in Memphis.

Malvin Gipson, vice president of sales, sports, and convention services for Memphis Tourism, says the AKA regional conference and other recent events serve as an indicator of SMERF market growth in the year to come.

“The SMERF market has continued to thrive in our destination,” Gipson says.

What’s more, groups in this segment appear to be leading the charge of events making their way back to Memphis. “As the travel industry continues to recover from the pandemic, one trend we’ve noticed is social and smaller meetings for individuals traveling because of mutual or shared interest have been the first to come back,” Gipson says.

Although SMERF activity in Memphis isn’t limited to a single category, Gipson says the religious market has been the most active this past year in the city, which has a deep religious history. Memphis is home to the headquarters of the Church of God in Christ, where the renowned Pentecostal Bishop G.E. Patterson presided.

“Religion plays an important role in our cultural identity,” Gipson says. “So, it’s quite natural for Memphis to be an attractive destination for religious groups.”



Waterfront Park along the Ohio River in Louisville, Ky., continues to draw crowds.



The SMERF sector provided the first large group Lexington, Ky., hosted when meetings started returning in 2021. Venues such as the mixed-use City Center complex are a draw to the downtown area.

Among all SMERF categories, cultural experiences tend to be the most popular activities for groups visiting Memphis. Groups are drawn to attractions such as the National Civil Rights Museum, Beale Street, Elvis Presley’s Graceland mansion, the Stax Museum of American Soul Music, and driving tours of the area’s cultural landmarks.

Time crunch

In Jacksonville, Fla., SMERF bookings have varied, with some groups planning events further out than others, says Bob Doering, senior national accounts manager for Visit Jacksonville.

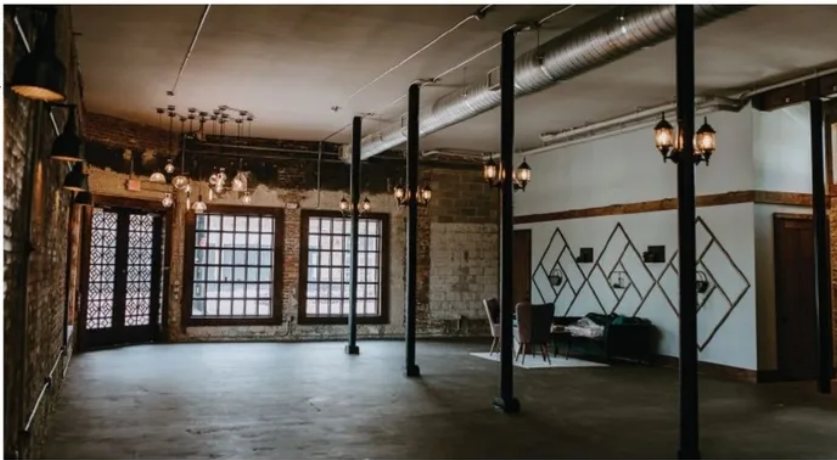
Religious groups, for example, are Jacksonville’s most popular SMERF

Courtesy Visit Irving



According to Visit Irving, the Texas town is seeing occupancy rates at local properties, such as Texican Court Hotel, nearly back to pre-pandemic levels.

Courtesy Visit Jacksonville



Visit Jacksonville has a positive outlook on the increase in SMERF market events in the Florida city, which offers numerous event venues, including Brick and Beam.

category, and those groups are scheduling events a year or more in advance.

“Social and military are the most active for immediate events—those booked in the year for that same year,” he says. “Faith-based is planning now and booking mostly in 2023 and beyond.”

With unknowns like future COVID variants, booking and planning times have been much shorter overall, and venues have been more flexible with attrition and cancellations, Doering says. At the same time, groups have expressed frustration over having to pay higher rates for hotels, which are full of leisure travelers and have been raising prices amid surging demand and workforce shortages.

Given all of those factors, Doering has maintained a “very positive” outlook on the SMERF market in Jacksonville as the pandemic continues to wane. “We’re seeing increased interest now versus the last two years and are expecting to carry it through next year,” he says.

Along with its reputation as a faith-friendly destination, Jacksonville appeals to military groups because of its status as a military town. The area is home to multiple bases and military complexes, including Naval Air Station Jacksonville, Naval Station Mayport, Naval Submarine Base Kings Bay, Camp Blanding Joint Training Center, and Blount Island

Command and Marine Corps Support Facility Blount Island.

Doering says SMERF groups appreciate Jacksonville’s accessibility; it sits at the intersection of Interstates 95 and 10 and offers nonstop flights from more than 30 locations. They also like that it’s an affordable beach town with plenty of options for outdoor activities and dining, Doering says.

Turning a corner

Although SMERF business has been known to power the industry through tough times, that wasn’t the case everywhere during the pandemic.

Louisville, Ky., is a perennial favorite meeting destination for educational and religious groups. But during 2020 and 2021, Louisville saw a decline in meetings for these and other SMERF categories, says Kate Burger, director of convention sales for Louisville Tourism.

“Educational meetings, which have made up a large part of our convention business historically, somewhat halted everywhere due to the unique impact that the pandemic had on students and those in the university community,” Burger says, adding many universities, colleges, and school districts instituted strict travel regulations or took a hit from drastic budget cuts. “These challenges correlated with the number of groups that cancelled and rebooked our destination during the peak of the pandemic.”

With SMERF business lacking, sports and trade-business commercial groups accounted for the most event activity in Louisville during the peak of the pandemic and last fall, Burger says.

Things seem to be turning a corner, though, and Louisville is seeing the religious and educational sectors returning this spring, summer, and fall, as well as into future calendar years. “More and more groups are resuming face-to-face meetings, have a clearer outlook on the future, and are sourcing RFPs in Louisville again,” Burger says.

Louisville’s largest convention center, the Kentucky Exposition Center near Louisville Muhammad Ali International Airport, features an attached arena and 1.2 million square feet of event space. Popular with SMERF groups is a smaller venue, the recently expanded Kentucky International Convention Center, located downtown and offering more than 200,000 square feet of exhibit space. Also downtown

are the Muhammad Ali Center and the KFC Yum! Center.

Within walking distance of downtown hotels, groups can access attractions such as the Louisville Slugger Museum & Factory, the Kentucky Derby Museum, and distilleries along the Urban Bourbon Trail.

Unlike other markets

Since the start of the pandemic, DiPietro of Visit Irving has observed a distinct shift in the industry that has had ripple effects for SMERF events. Longtime hotel employees have left, either because of a furlough or to pursue other opportunities. Many hotels remain short-staffed while also helping newer employees through the learning curve.

“Now we’re finding the hospitality industry is on an upswing, and our occupancy is almost back to pre-pandemic levels. But it’s hard to find good people,” DiPietro says. “It takes some time to gain that knowledge of the industry and get the training and experience.”

That’s created challenges for SMERF groups and their planners, particularly because many of these groups are smaller and require contract clauses that are different from their corporate counterparts.

“In the SMERF market, I’d say 99 percent of my clients are nonprofit. So, understanding the nonprofit market and where their budgets are is key,” DiPietro says, adding nonprofits don’t have the same financial resources as corporate groups, some of which can cancel an event without taking a major financial hit. “They can completely go under because they don’t have that endless checkbook.”

SMERF is unlike other markets, DiPietro says, and as the pandemic recovery continues, understanding the key differences between it and corporate groups is essential to attracting and serving SMERF groups. “Relationships are so important in these markets,” she says.

Unlike corporate America, where event planners often come and go, the planners and decision-makers for SMERF groups generally remain in those roles for years. “A lot of my clients are my really good friends,” she says. “When we go to a conference, it’s like a family reunion. I know about their families and their kids, and they know about mine.”

DiPietro points to the example of a religious group’s executive who spoke at a marketing conference about the importance of connections. “He said he would rather book an event with



Kevin Brewer/Courtesy Memphis Tourism

The SMERF market continues to thrive in Memphis, Tenn., where groups enjoy music-related attractions such as Elvis Presley’s Graceland mansion (left) and the colorful mural of B.B. King.



a person he has a relationship with instead of letting the choice of venue or destination drive his decision,” she says. “I thought that was interesting, because he felt more comfortable knowing that person would be there to assist him through the process of not only negotiating the event, but also planning it and executing it, making sure everything was successful when they were at the event.”

DiPietro is optimistic about the SMERF market and says the first few months of 2022

have been busy for Irving. And judging from meetings she’s had with SMERF planners and her industry counterparts in other cities, groups in this market are eager to reunite.

“We like to be together,” she says. “We want to meet in person. We don’t like Zoom or Teams. We want to be there. We want to give the person a hug. We want to say, ‘How are you doing?’ So, I think that’s different from other markets.” ■

Irving Rambler
Dallas County
Irving, TX
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ClubCorp Classic makes golf exciting for everyone

By Bubba Frank

Irving—Scott Parel and former tennis pro Mardy Fish were named champions at the PGA ClubCorp Classic, which proved to be a huge success in its inaugural year.

Held at Las Colinas Country Club, April 22-24, the event brought thousands of people to Irving while benefiting the Momentous Institute, the First Tee of Greater Dallas and the First Tee of Ft. Worth. Featuring a field composed of 78 Senior PGA

Tour pros, 44 celebrities and 10 amateurs, it was truly one-of-a-kind.

Group pairings were mixed, giving celebrities and amateurs the opportunity to experience what it feels like

**See GOLF
Page 2**



Adam Thielen and his caddy watch his ball roll toward the hole. *Photo by Bubba Frank.*

Continued from Page 1

to play on tour. The pro and amateur fields played with standard stroke scoring, while the celebrities played with a less common Stableford scoring. Under this scoring system, a double eagle is 10 pts, a hole in one (par 3)/eagle is 5 pts, a birdie is 3 pts, a par is 2 pts, a bogey is 1 pt, a 2+ bogeys is 0 pts. Points are accumulated over the course of 54 holes in 3 days.

Former Cowboys quarterback Tony Romo, held the lead after round one and kept his advantage over Fish until hole 18 on Sunday. When he hit his approach shot over the pond that adorns the right side of the fairway, the ball hit a slope and rolled back down into the water. This penalty forced a bogey for Romo, which in return allowed Fish to tie the score at 106 points and force a playoff.

It was back to the 18th tee-box for them. Unfortunately, Romo hit the same hill on his approach shot and was back in the water, opening the door for Fish to par the hole and go home with the win.

The pro side also ended in a playoff with Scott Parel, Gene Sauers, and Steven Alker caught in a three-way tie at -11. After Alker got hot down the stretch to come back and match the top score, it seemed he would ride the momentum with his competitors finishing long before

him.

Unfortunately for Alker, Parel would not have any of it. Parel was able to make par in the playoff and hold off Sauers and Alker, who both bogeyed the hole, to take home his fourth PGA Tour Champions trophy and a \$300,000 purse. In addition, the money earned is converted into Charles Schwab Cup points with every dollar worth two points during the Charles Schwab Cup playoffs.

Local Oscar Valdovinos, said he was there for the, "Celebrities. There are only a couple pro's I want to see."

This tournament is special, because it expands the fan base to include people who may not go to a regular PGA Tour event but will attend this one to see celebrities, which included local favorites Emmitt Smith, Pudge Rodriguez, DeMarcus Ware, Deron Williams and Kenny Rogers. In addition, hall of famers: Greg Maddux, John Smoltz, Brian Urlacher, Tim Brown and Sterling Sharpe played. Also in the field were ClubCorp CEO Mike Flaskey and comedian Anthony Anderson.

The amateur field was composed of 10 players who advanced from a field of 40 who won their regional competitions over the past year. Caddy Evan Hoyle said this was his first time working a PGA Tour event, as the caddy for amateur Larry Den-



Anthony Anderson (left) and spectators watch as Larry the Cable guy makes a difficult shot out of the rough. Photo by Bubba Frank.

brock.

"[I enjoyed] being inside the ropes, and as a caddy, watching how guys who have made a living on tour and their caddies communicate," Hoyle said. "Then being paired with Larry the Cable Guy yesterday [Saturday] was pretty special too. Everything you see on TV is what he is in private. It was phenomenal.

"My favorite moment was rolling in a birdie on number four yesterday."

Although it seemed rain was imminent on Sunday, it held off until after play completed. "Weather's nice right now," Valdovinos said. "I've enjoyed it so far."

Annika Sorenstam finished strong. She hit her approach on 18 less than 6-inches from the hole and was able to tap-in for birdie to end her round, finishing 3rd behind Fish and Romo.

She was there promoting the Annika Foundation. With more than 14 years in operation, the ex-pro's foundation now has seven global tournaments and 60 girls who played on

the LPGAs.

"It's become a place where a lot of college coaches come and recruit these young ladies getting scholarships from all over the world," Sorenstam said. "It's very inspiring."

"Putting a smile on people's faces, that's what it's all about," Omar Vazquez, a ClubCorp event manager, said.

Many of the people who came out to see the ClubCorp Classic were not even golf fans.

"[I am] not that into golf," Chelsea Carmody, a spectator, said.

Nevertheless, people who are not avid golfers were able to appreciate the nail-biter finish that took place Sunday with the pair of playoffs.

"It's got a lot of things going," Larry Cherry, a Las Colinas Country Club member for 35+ years, said. "They redesigned it a little bit, but really didn't change it that much. The big thing is it never plays the same way twice."

Although, he has never played 18 back to back.

5 Things To Love About Irving, Tx

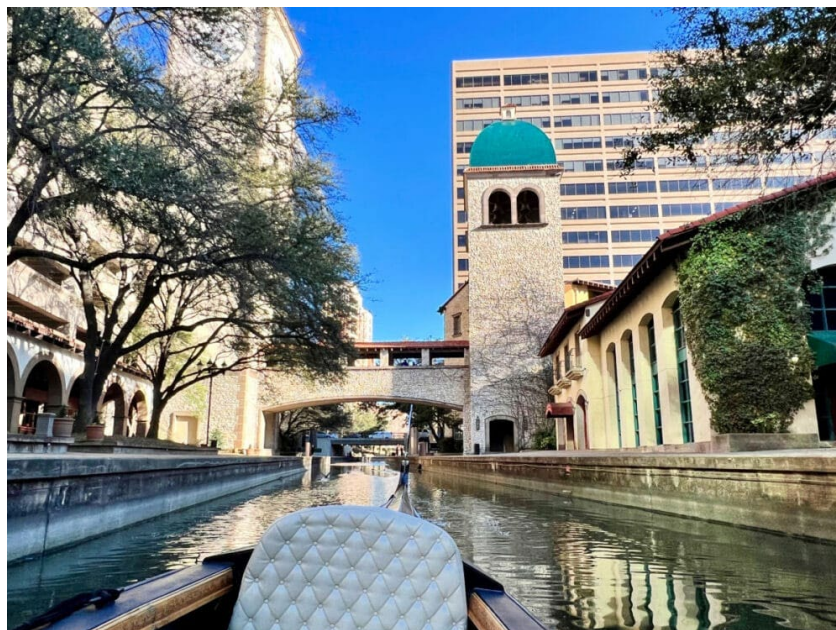
June 14, 2022 – Wherever I May Roam – Melody Pittman

Things to love about Irving, Texas, include a retro-stylish boutique hotel, the dynamic Toyota Music Factory, upscale eats, and more.



1. Take a Gondola Canal Cruise

Never in a million years would I have expected to take a gondola canal cruise outside of Venice, Italy, or the Venetian in Las Vegas. I mean, what are the chances? But here in beautiful Irving, you can do just that. Climb aboard an Instagram-worthy private gondola with friends, your entire family (children under 5 are free), or for a romantic interlude as you cruise through the Mandalay Canal and Lake Carolyn in Las Colinas. Expect waterfalls and an almost empty waterway for you to soak up the incredible scenery on this memorable attraction.



There are two styles of boats which operate year-round and can even hold a group of 12. Gondola Adventures offer a wide array of trips. There is an Italian dinner cruise option (with a singing gondolier), as well as lunch, casual pizza, delectable dessert, and exquisite dinner cruises.

Pro Tip: Blankets are provided in case you get chilly.



Perhaps pick up a gourmet charcuterie platter from Nosh and Bottle, the area experts, to enjoy on your gondola ride.

2. Indulge in the Food and Drink Scene

Irving, Texas, wowed me with their food scene. It wasn't nearly as fussy or expensive as Dallas, and best of all, it was scrumptious. Via Real Restaurant is where I love to indulge in Southwest and Mexican food, though the Pecan encrusted Sea Bass with cilantro mash and pineapple cream sauce is my favorite menu item. They also have a delightful Sunday brunch buffet with unlimited mimosas.

Hugo's Invitados was probably the coolest stop of my Irving, Texas, trip. Not only is it awesome for craft cocktails and appetizers (Prickly pear Texas red snapper ceviche is the bomb!), but you've got to see the eclectically dressed mannequins on display around the restaurant. What a clever concept!



Pacific Table at Las Colinas was excellent for seafood and Pacific Rim dishes. Still, here I ordered a pecan-veggie burger, which was one of the most delicious vegetarian options I've ever had. They have a darned tasty sounding brunch on Saturday and Sunday from 11 AM to 3 PM.

For breakfast, I recommend Law at the Four Seasons if you want to splurge and order with full table service. Law's Sunday brunch is one of the most fabulous I've witnessed in my whole life; prepare to be dazzled by the presentation and flavors. For a more casual breakfast, Kitchen 101 at the Toyota Music Factory property has amazing breakfast tacos—the Fresno salsa is to die for. If they are available, the Pimento Cheese Fritters, which will knock your socks off. I haven't eaten an appetizer this good, in part due to the bacon horseradish jam, in ages.



3. Explore the Toyota Music Factory

One of the country's coolest entertainment properties is right here in Las Colinas. Originally the Irving Music Factory, the now Toyota Music Factory version is an entertainment area with oodles of live music, an open-air pavilion, and restaurants. A handful of eateries include Blaze Brazilian Steak House, Reservoir, and Claudi B's Nashville Hot Chicken and Burgers. Mama Tried is one of the locals' favorites. They specialize in live music of all kinds, trivia, pool tables, and bar bites in a honky-tonk sports-bar setting.



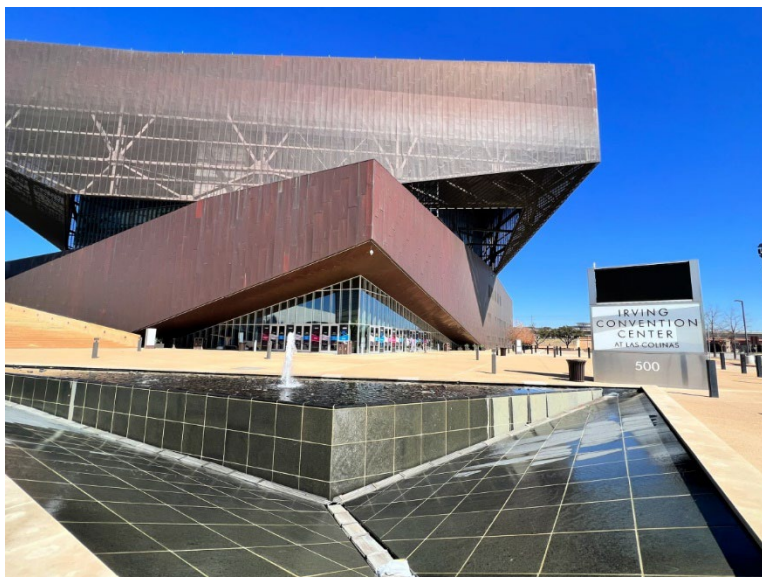
Oh, and there is also some shopping and an Alamo Drafthouse Cinema.

Within the three venues in one are a 2,500-person small-scale theater, a 4,000-seater indoor theater, and almost 10,000 capacity amphitheater, which add to the 250,000 total square feet of this mammoth property. Events are promoted by Live Nation Entertainment.

Upcoming concerts at the Toyota Music Factory include Third Eye Blind, Flashback Funk (Midnight Star, Dazz Band, Lakeside, and more), Big Time Rush, and English folk-singer songwriter David Gray. Check the website for the many free concert opportunities in Texas Lottery Plaza.

4. Learn about Las Colinas

If you googled “ultimate urban center”, you’d get a description summing up the Las Colinas section of Irving, Texas. This 12,000-acre high-end master planned community is a lovely mix of highrise buildings and family homes, lakes, canals, golf courses, and green spaces. Area parks are plentiful, and the Campion Trails greenbelt passes through. There were seven 2019 Fortune 500 companies in this small Texas community.



Something you can't miss in town are the nine galloping bronze Mustangs of Las Colinas sculptures in Williams Square. They are truly a testament to Texas heritage. The gorgeous piece by Robert Glen captures the free spirited animals and community entirely.

A fun fact I saw on their website is that there is 27.4 million sq-ft. of office space, 7.6 million sq-ft. for industry, and 2.9-million for retail space. I love numbers and this sizes Las Colinas up nicely.



5. Stay at the Texican Court

A hotel brand that has caught my attention (and I'm shouting from the rooftops about it) is Valencia Hotel Group. They are a locally-owned chain hotel with seven properties. The Texican Court is the incredible luxury boutique hotel property in Las Colinas. It has a picture-perfect check-in area, chic and stylish manicured grounds, and onsite bars and a restaurant.



Texican Court's deluxe rooms are comfortable and picturesque, with a fully-stocked Smeg refrigerator, cool robes, wardrobe, custom-made furniture, and a barn door separating the bathroom. I thought the linens and accent pieces couldn't have been cuter if they tried, and the Western-themed pictures and novelty items were perfectly fitting. They even have a small table and rocking chairs outside the rooms so you can enjoy the courtyard scenery.



For me, being pet-friendly is important and Texican Court can also check that mark. And can you even believe how fun and beautiful that pool is? I'm a fan of chaise loungers in the pool, adding optimal seating for working on my tan. Texican Court also offers complimentary WiFi, on-site parking, and are within walking distance to the Toyota Music Factory and many area attractions.



By night, enjoy the eye-catching fire pit and seating arrangements ranging from bean bags to wrought iron rockers.



I hope you will fall in love with these best things I found in Irving, Texas, as I did. Stay tuned for more as Taylor and I bring our #STE Southern Travelers Explore conference to Irving and the Texican Court in March 2023.

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Lone Star BBQ and Music Festival in Irving will pair BBQ with appearance by iconic Disco band Le Freak

ntxe-news.com/artman/publish/article_129075.shtml

Lone Star BBQ and Music Festival in Irving will pair BBQ with appearance by iconic Disco band Le Freak

Irving, Texas -- Cue the music, and the 'cue. There's a delicious and tuneful new event coming up on June 18 (the day before Father's Day) in Irving. The first ever Lone Star BBQ and Music Festival will pair BBQ from all over Texas with wall-to-wall live music including a special appearance by the iconic Disco band Le Freak.

Among the joints serving up ribs, brisket and more will be Smokey John's, which just beat out Pecan Lodge in the first round of the *Good Morning America* BBQ Competition. All in all, there are 30 BBQ joints to hit up and seven bands, all in one place – **Irving's Levy Event Plaza** overlooking Lake Carolyn.



Tickets began at \$35 for access to the concerts and food for sale from BBQ restaurants and food trucks. There are also special super VIP early access packages with unlimited BBQ sampling, access to a VIP bar with first drink free, and primo concert positioning

Everyone is encouraged to bring lawn chairs and blankets and settle in for a fun day.

For more info and to purchase tickets, your readers can check out this link:

<https://www.prekindle.com/event/12448-lone-star-bbq-and-music-festival-irving>

Irving Rambler

Dallas County

Irving, TX

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Frequency: Weekly

June 25, 2022

Lone Star BBQ and Music Festival provides uniquely Texas event

By Stacey Doud

Irving—The first annual Lone Star BBQ and Music Festival was presented in Irving's Levy Plaza on Saturday, June 18. The event featured more than 20 vendors, 30 BBQ food trucks, and plenty of music, including jams from Lone Star Skynyrd, Le Freak, Leo Hull and the Texas Blues Machine, The M-80's, Alex Aguilar, Faron Gilbert, and Texas Flood.

The day was sunny and hot, but many attendees brought fan hats, fans, and took advantage of several cooling stations scattered around the Plaza.

This festival was the brainchild of Murlin Graham, marketing manager for the Toyota Music Factory,

Jim Louder, owner of the restaurant Nosh and Bottle in Las Colinas, and Lazaro Alvarez, race director for the Irving Marathon Running Series.

"I had the idea for many years," Graham said. "I love Texas barbecue. I love traveling and going to these great barbecue joints across the state. I thought it would be a good idea to have a bunch of barbecue joints and have a really great party."

Graham grew up eating BBQ, as his grandmother worked at Wagon Wheel BBQ in Lufkin. He took his fond memories of that time and carried them into the Lone Star BBQ and Music Festival.

This festival did not feature a BBQ

cook-off or competition.

"We wanted to celebrate Texas BBQ with no pressure," Graham said.

Despite the heat, people came out in droves to eat some great BBQ and listen to the featured bands. Visit Irving provided iced towels, mini-fans, water, and cooling tents with cold mist to keep eventgoers comfortable and hydrated.

"I was sweating like crazy until I found a cooling [tent]," Maria Ramos said. "It's worth it though. We are having such a good time. Some of the BBQ places blew my mind, and the bands have been amazing."

"We have been going back and forth between our little spot [on the

lawn] and the cooling tents," Dave Alacosta said. "We're having a lot of fun, and I hope they do this again next year. Maybe they can do it earlier when it's not so hot."

Many vendors have unique stories about how they began selling BBQ.

"We [started out] cooking barbecue for all of the get togethers we went to," Donna Dean of Dean's Smokin BBQ said. "Everybody would wait for us to come with our ribs. They'd be like, 'Y'all need to do something [with the BBQ].' That's when we started messing with the name and getting branded.

"Then our son passed away in

BBQ

Continued from Page 1

2018, and so after that, we decided life is too short to be doing something we don't love to do. Neither one of us could face going back to our previous jobs, so we decided to do this full time.

"We started going to the Dallas Farmers' Market as customers, and we loved them. There was no barbecue out there. I was talking to someone, and I thought somebody was in line. I was about to move, but it turned out to be our investor. They interviewed us, and we filled out the application, got approved, and

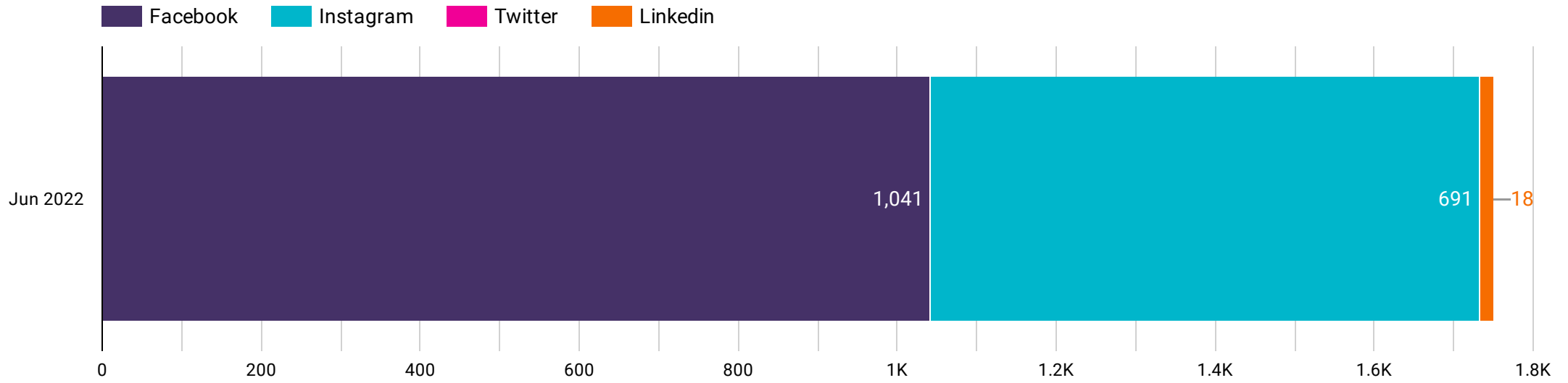
we've been there ever since. We are the first BBQ place to be out there. We've been out there for four years now."

"I have a store [in Ovilla, TX], so I've had this [food truck] for about a month and a half now," Nate, owner and operator of the Snow Place Like Home food truck, said. "I started this new adventure in life, and I have really been enjoying it. I get to meet new people, and I don't feel like I have to be doing what somebody else is trying to tell me to do. I don't feel like I'm stuck in like a page or some-

thing.

"I love to make people smile. To me, serving people is love. The world is full of a lot of bad things, but I'm glad I can make somebody smile and that's why I love serving people. I don't cut corners on anything. I've had a shop for about five and a half years now. [My mom] was there every day for 40 hours a week to help me. Anything she did was very important. She definitely taught me a lot about how to handle everything, which I am very grateful for."

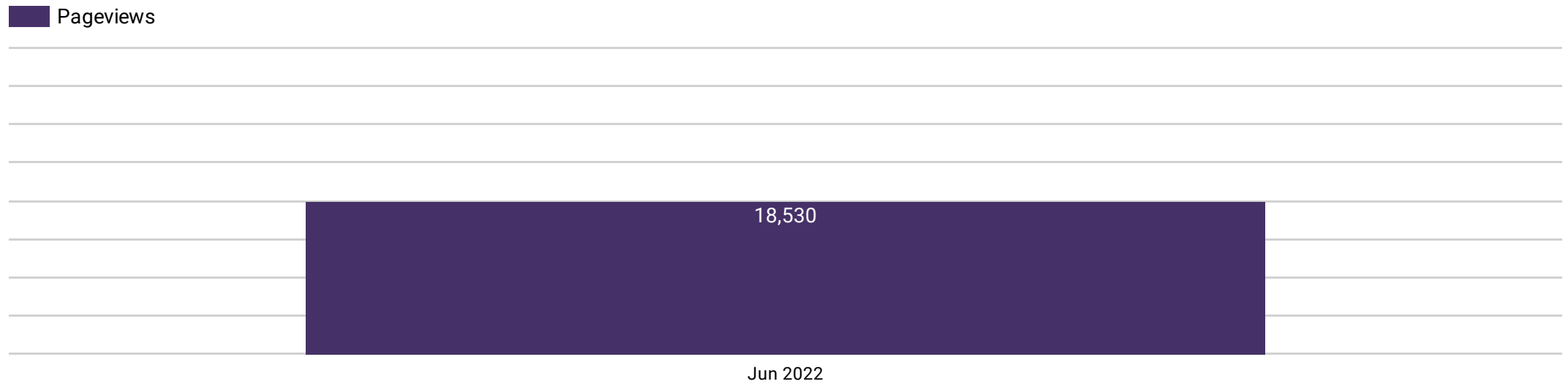
Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	96,920	12,302	5,772	839	115,833
CC	13,044	2,329	2,464	415	18,252
Grand Total	109,964	14,631	8,236	1,254	134,085

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/a-texas-sized-bbq-party-in-our-backyard/	5,875	5,446	00:12:42	13.36%
2.	/blog/list/post/june-is-calling-you-home-to-irving/	1,742	1,502	00:05:31	14.33%
3.	/blog/list/post/where-to-get-southern-and-soul-food-in-irving/	1,388	1,212	00:11:25	11.93%
4.	/blog/list/post/snow-cones-of-irving/	1,034	860	00:07:16	11.92%
5.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	925	829	00:07:21	17.29%
6.	/blog/list/post/get-4th-of-july-ready-in-irving/	648	551	00:05:43	15.98%
7.	/blog/home/	333	258	00:01:03	58.49%
8.	/blog/list/post/girlfriends-getaway-to-irving/	307	272	00:09:02	22.35%
9.	/blog/list/post/aloft-las-colinas/	263	235	00:11:05	22.08%
10.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	248	218	00:04:38	14.29%

Social Media Overview

Organization: CVB (1) ▾

Jun 1, 2022 - Jun 30, 2022 ▾

Total All Platforms

Total Followers

115,833

Facebook Instagram Twitter LinkedIn



Total Impressions

4,508,415

↑ 1,950,608

Facebook Instagram Twitter LinkedIn



Total Engagements

135,752

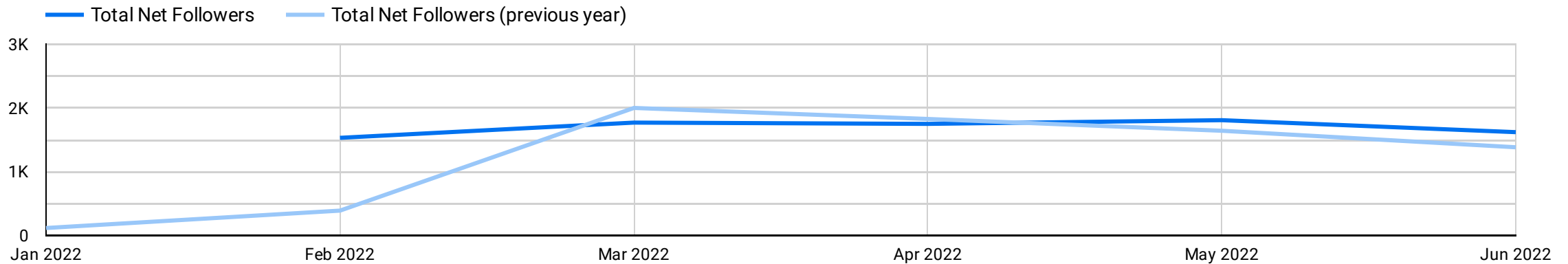
↑ 76,344

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	96,920		12,302		5,772		839	
Impressions	3,633,936	258,438 ↑	870,931	23,035 ↑	2,952	-2,264 ↓	596	345 ↑
Engagements	78,050	13,934 ↑	57,510	6,979 ↑	143	30 ↑	49	38 ↑
Net Followers	974	-447 ↓	637	257 ↑	11	8 ↑	11	2 ↑



Social Media Overview

Organization: CC (1) ▾

Jun 1, 2022 - Jun 30, 2022 ▾

Total All Platforms

Total Followers

18,252

Facebook Instagram Twitter LinkedIn



Total Impressions

842,303

↑ 842,047

Facebook Instagram Twitter LinkedIn



Total Engagements

63,036

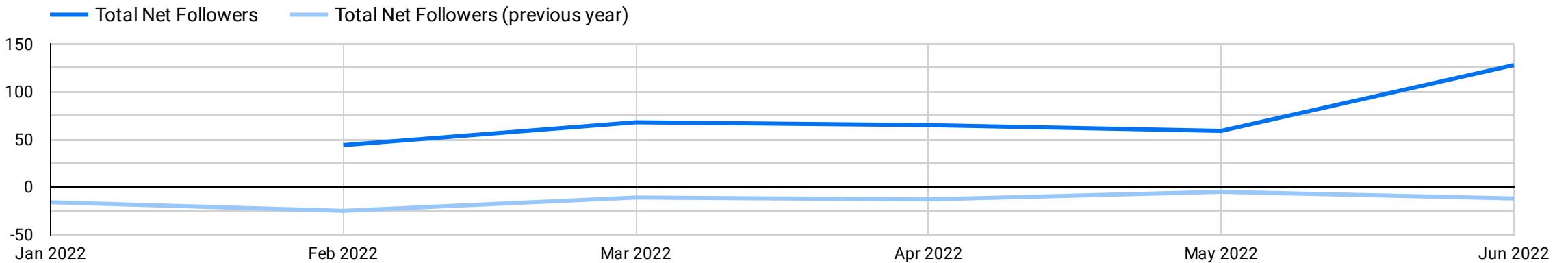
↑ 63,034

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	13,044		2,329		2,464		415	
Impressions	816,531	272,961 ↑	25,107	8,492 ↑	665	514 ↑	0	0
Engagements	59,825	37,164 ↑	3,178	696 ↑	33	33 ↑	0	0
Net Followers	67	33 ↑	54	31 ↑	2	8 ↑	7	5 ↑



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

**INDUSTRY REPORTS /
BOARD PARTNERS**



Lone Star Music and BBQ



Williams Square Plaza Ribbon Cutting

LAS COLINAS HEATS UP

WILLIAMS SQUARE PLAZA REOPENING, CHARITY BOWL-A-THON, INVESTMENT UPDATES AND MORE



The Reserve



Sparks & Stripes



LCA EVENT PARTNERSHIPS



University Hills Concert in the Park

University Hills Association of Homeowners hosted their annual Fourth of July Concert in the Park at Flag Pole Hill. The Irving Symphony Brass Ensemble performed patriotic melodies while neighbors mingled, enjoyed refreshments and entertained the kids with red, white and blue beach balls provided by the Las Colinas Association.



Lone Star Music and BBQ Festival

On Saturday, June 18th the inaugural Lone Star Music and BBQ festival took place at Levy Event Plaza. Attendees sampled mouthwatering classics from over 20 of the best BBQ joints in Texas. Live music performances by Le Freak, the M-80's and other local artists kept the celebration going throughout the day. LCA was a supporting sponsor of the festival.



Great Flag Caper

This past July, the Great Flag Caper, a beloved community tradition, celebrated its 30th Anniversary. Each year, over 300 Irving residents volunteer to plant and harvest 40,000 American flags throughout the city. LCA staff participated in the citywide initiative by placing 2,500 flags along Northgate and Rochelle the weekend before July 4th.

Williams Square Grand Reopening



On Friday, May 18th, Williams Square Plaza, home of the iconic Mustangs of Las Colinas, reopened after a major renovation. The Plaza now features landscaping and seating for guests to better utilize and enjoy the space. The Mustangs of Las Colinas were restored to their original patina under the guidance of the original sculptor, Robert Glen.

The Plaza is open from 7 a.m. to 11 p.m. daily.



LCA EVENT PARTNERSHIPS



@meghroddurr



Summer Snow Down

The Las Colinas Association treated the community to complimentary Kona Ice snow cones at Water Street during their Summer Snow Down event, Tuesday, June 21st. To celebrate the first official day of summer, guests enjoyed swag giveaways, music and a splash pad along with their refreshing treat. The giant oversized pair of sunglasses, on display in Water Street June 21st-27th, offered the perfect event backdrop and endless photo opportunities.



Sparks & Stripes: Live Music and Fireworks

The City of Irving hosted its annual Independence Day celebration on Monday, July 4th at Levy Event Plaza. The event featured over 25 food and drink vendors, live music performed on the Las Colinas Association-sponsored stage, a kids' fun area and ended with a water show on Lake Carolyn followed by a breathtaking fireworks display.



Photos courtesy of City of Irving



BUSINESS NEWS



Caterpillar Inc. relocates headquarters to Las Colinas

Fortune 500 company, Caterpillar Inc., is relocating its headquarters from a Chicago suburb to Las Colinas in the Towers at Williams Square. The company's global media and public affairs manager cited talent attraction as a key reason driving the move. Caterpillar manufactures construction and mining equipment, engines, generators and locomotives.



Las Colinas hotel sells to international investor

Partners Group and Trinity Fund Advisors have purchased the Four Seasons Resort and Club Dallas at Las Colinas. The new owners plan to renovate all 431 guest rooms and villas, restaurants and bars, meeting spaces and improve the outdoor pool area. The resort boasts 90,000 square feet of meeting and event space with a spa and pool.



TXOne Networks brings new office to Urban Towers

Global cybersecurity firm, TXOne Networks, is locating its U.S. headquarters in Las Colinas and will bring its new office to the Urban Towers. Founded in 2019 as a joint venture between Trend Micro and Moxa, TXOne Networks has offices in Taipei, Tokyo, and the Netherlands. TXOne Network's clients include manufacturers and critical infrastructure operators.



Toyota Music Factory transfers lease

New York investor, Brookfield Properties, has purchased the leasehold interest of the Toyota Music Factory. Brookfield is one of North America's biggest real estate developers and investors with more than 50 million square feet of projects under development. The City of Irving will retain ownership of the underlying property while Brookfield oversees operations.



Caris Life Sciences expands Las Colinas footprint

Caris Life Sciences is expanding their footprint by leasing 37,000 square feet of office space in the VariSpace Las Colinas office complex at Highway 114 and Walnut Hill Lane. Caris Life Sciences is an Irving-based molecular science and medical technology company.



COMMUNITY NEWS



Irving named 7th best dog park city

LawnStarter rounded up 2022's Best Dog Park Cities and Irving secured spot number seven on the list. LawnStarter compared 93 of the biggest U.S. cities based on dog park access, quality and climate.

Life Time coming to Las Colinas

Have you noticed the land grading happening at Highway 161 and Las Colinas Blvd? Life Time is bringing a 108,000-square-foot, two-story fitness resort to Las Colinas. More details will be announced soon. Follow @lascolinastex for the latest updates.



Las Colinas restaurant openings

Soon there will be two new Las Colinas dining spots to try. The Reserve opened its Las Colinas location at 5910 N. MacArthur Blvd on June 10th. Brasão Brazilian Steakhouse will open at 855 West John Carpenter Freeway on July 22nd. Both restaurants are located within Las Colinas Village.

USA Triathlon returns to Las Colinas

The USA Triathlon is returning to Levy Event Plaza September 17-18, where they will host the Professional Triathletes Organization (PTO) US Open 2022. Professional triathletes will compete for a \$1 million purse. Learn more at protriathletes.org.



Chief Derick Miller sworn in as Irving Police Chief

The City of Irving Police Department swore in their 11th Chief of Police, Derick Miller, on Tuesday, May 31st. A native of Benbrook, Miller joined the Carrollton Police Department in 1992 as a reserve officer and worked up the ranks to chief in 2017.

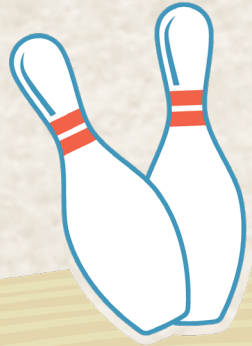
Medical City Las Colinas receives 'A' rating for the 15th year

Medical City Las Colinas received its 15th consecutive 'A' rating in the Leapfrog Groups' national hospital safety rankings. This national distinction recognizes the achievements of Medical City Las Colinas in protecting patients from harm and error.





4TH
ANNUAL



BOWL-A-THON

las colinas

WEDNESDAY

September 14, 2022 • 6-9 p.m.

PINSTACK LAS COLINAS

benefitting

Irving Family
Advocacy Center, Inc.

GET IN THE GAME

Register a team, stay & play or show your support as an event sponsor. No matter how you roll, your participation directly benefits the Irving Family Advocacy Center.

PRICING

Bowling Package - \$300
Stay & Play - \$25



Sponsored by

NEC

&

neighborly
your hub for home services™



LCA NEWS AND UPDATES

Upcoming LCA Events



Proper Pet-iquette

Ensure a pawstive experience for you, your pup and other Las Colinas pets and residents by following proper pet-iquette.

- Always pick up after your pooch and dispose of waste properly. There are pet waste disposal stations available throughout Las Colinas.
- Keep your dog on a leash at all times unless properly secured in a play pin.

Assessment reminder

Annual Assessments have been mailed to all property owners in Las Colinas and were due **July 1st**. They are considered late by **July 30th**. If you have not received your assessment, please e-mail membermoney@lascalinas.org.

LAS COLINAS THROWBACK



Las Colinas In-the-Water Boat Show

In May of 1986, the Marine Association of Dallas hosted its annual Las Colinas In-the-Water Boat show. Each day, 100 boats were displayed in the Mandalay Canal for viewing. From 40-foot cruisers to 27-foot sailboats, boats of all types lined the canal like a scene from Venice. Water skiing performances and windsurfing demonstrations were also held during the show.

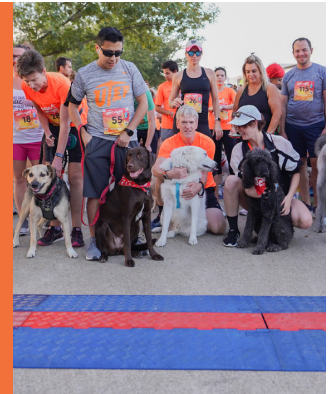


Las Colinas Bowl-A-Thon September 14th

The 4th Annual Las Colinas Bowl-A-Thon returns to Pinstack, with new ways to play and more chances to give. This year, LCA is proud to support the Irving Family Advocacy Center by donating 100% of event proceeds to the nonprofit. Register a team at www.lascalinas.org/bowl.

Paws Colinas 5K-9 October 22nd

Calling all two and four-legged race enthusiasts! Irving Marathon Running Series and LCA present the 2nd annual Paws Colinas 5K-9 at Paws Colinas dog park. Pups and pup parents are invited to team up for a 5K or 1-mile run/walk along Campion Trail. Register at irvingmarathon.com.



Las Colinas Day of the Dead Canalside Celebration November 1st

Join LCA and the U.S.-Mexico Chamber of Commerce on the Mandalay Canal to Celebrate Day of the Dead. This free event will offer refreshments, photo opps, kids activities and more. Follow LCA on social media, [@LasColinasTex](https://www.instagram.com/LasColinasTex), for updates.

Holiday in the Plaza December 3rd and 4th

The holiday marketplace returns to Levy Event Plaza for a weekend-long event. In addition to artisan gift shopping, enjoy a Ferris wheel, ice skating, kids crafts, live entertainment and more. Follow LCA on social media, [@LasColinasTex](https://www.instagram.com/LasColinasTex), for updates.





3838 Teleport Blvd.
Irving, Texas 75039-4303

Spirit OF LAS COLINAS

JULY-AUGUST
2022

Water Street splash pad



laisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 25, 2022**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

SENATE COMMERCE EXAMINES NATIONAL TRAVEL STRATEGY

EXECUTIVE SUMMARY

Today, the Senate Commerce Subcommittee on Tourism, Trade, and Export Promotion held a [hearing](#) to discuss issues facing the travel and tourism industry in the U.S., in addition to the [2022 National Travel and Tourism Strategy](#). The hearing featured two panels, with testimony from **Mr. Grant Harris**, of the U.S. Department of Commerce, as well as industry stakeholders. The discussion was largely bipartisan in substance as Senators sought to highlight their respective states' tourism and leisure economy. The panel also expressed concerns about the length of wait times for visa applications. Senators agreed on a bipartisan basis on the need to address this issue, arguing that it is preventing foreign travelers from visiting the U.S. and investing in local economies.

Additionally, Brand USA — a public-private partnership established under the Travel Promotion Act of 2009 aimed at promoting the U.S. tourism industry abroad — was of significant interest to both witnesses and lawmakers. Witnesses applauded the program for allowing smaller communities to market their tourist attractions abroad. However, senators on the subcommittee stated that additional reforms to tourism-related travel processing are needed.

OPENING STATEMENTS

Chair Jacky Rosen (D-NV) ([statement](#)) spoke about the impact the COVID-19 pandemic has had on the travel and tourism industry, urging support for the Omnibus Travel and Tourism Act ([S. 3375](#)). Additionally, the Chair explained that her legislation would ease certain security restrictions for foreign travelers, such as eliminating the need to undergo additional security screenings for connecting flights. She emphasized the importance of tourism and trade to the U.S. economy and applauded the sector's ongoing recovery from the impacts of the pandemic.

Ranking Member Rick Scott (R-FL) echoed the Chair's sentiment with respect to the importance of travel and tourism to the U.S. economy, arguing for the need to support the sector's pandemic recovery. Additionally, he offered a neutral view of the Omnibus Travel and Tourism Act.

WITNESS TESTIMONY

Mr. Grant Harris ([testimony](#)), of the Department of Commerce, noted that the strategy represents a "whole of government" effort and acknowledged his agency and others for their work in crafting the National Travel Strategy. He explained that the strategy is comprised of four primary pillars, including: (1) promoting the U.S. as an attractive travel destination; (2) facilitating to and within the

U.S.; (3) ensuring diverse, inclusive, and equitable access to travel; and (4) encouraging sustainable travel and tourism.

Mr. William Hornbuckle ([testimony](#)), of MGM Resorts International, discussed his role as the chair of the U.S. Travel and Tourism Advisory Board (TTAB). During this time, He applauded industry funding provided under the Bipartisan Infrastructure Law (BIL). Further, he advocated for investments to make travel more “seamless,” citing reforms such as digital identifications (IDs) and advanced processing equipment for the Transportation Security Administration (TSA) as well as Customs and Border Protection (CBP).

Mr. Brad Dean ([testimony](#)), of Discover Puerto Rico, applauded the collaboration involved in crafting the National Travel Strategy. Additionally, Mr. Dean argued in support of the Brand USA initiative and urged lawmakers to reauthorize funding for the program. In discussing travel infrastructure, Mr. Dean called on the Department of Transportation (DOT) to carefully target the distribution of funds from the BIL to areas of the tourism industry most in need as they proceed with implementation of the bill.

DISCUSSION AND QUESTIONS

Panel One

- On the topic of interagency collaboration to support the tourism industry, Chair Rosen inquired about how the Department of Commerce plans to coordinate with the State Department to promote tourism in the U.S. Mr. Harris echoed the need to promote collaboration between federal agencies as well as the private sector. Additionally, he pointed to issues such as labor visas as an area for inter-agency coordination.
- Chair Rosen asked how the National Travel Strategy will aid the Small Business Administration’s (SBA) implementation of the State Trade Expansion Program ([STEP](#)). Mr. Harris contended that STEP represents the federal government’s efforts to support small businesses in the tourism industry, pointing to the Program’s focus on helping small businesses develop international advertising strategies.
- Chair Rosen inquired about how her legislation — the Translate Act ([S. 3296](#)) — may aid the recovery of the tourism industry. Mr. Harris informed her that her legislation touches on a priority for the administration — increasing the presence of signage in other languages in airports and other travel hubs — and expressed his willingness to work with her on the issue.
- Chair Rosen asked how the Department plans to work with communities to encourage outdoor tourism attractions. Mr. Harris voiced his gratitude for the Economic Development Administration grants provided under the American Rescue Plan (ARP) as well as the Bipartisan Infrastructure Law (BIL).
- Ranking Member Scott pressed Mr. Harris on how the Department plans to ensure it meets the goals outlined in the National Travel Strategy as well as who they have coordinated with in crafting the plan. Mr. Harris informed him that they worked closely with the Travel and Tourism Advisory Board (TTAB) as well as industry stakeholders.

- Ranking Member Scott inquired about the amount of tax revenue the Department estimates will be generated as a result of the National Travel Strategy. However, Mr. Harris was unable to provide a specific number but underscored their focus on the job-creation aspect of the strategy.
- Citing reports of significant travel disruptions due to flight cancellations, Ranking Member Scott pressed Mr. Harris on the Department's plans to address the issue. Mr. Harris emphasized the importance of ensuring that the labor shortage does not manifest itself as a "bottleneck" to travel and tourism, noting that they are working with the industry to promote apprenticeship and job training programs.
- Ranking Member Scott inquired about efforts the Department is taking to ease COVID-19 travel restrictions for the cruise ship industry. Mr. Harris explained that they are working closely with Centers for Disease Control and Prevention (CDC) on this issue, noting that there is an "intent" to return to normal operations. Additionally, he pointed to plans from the Cruise Lines International Association that indicate they will have "most" of their ships in operation by the end of the summer.
- Ranking Member Scott asked Mr. Harris to opine on any barriers that may prevent a return to pre-pandemic levels of travel. Mr. Harris explained that issues with visa application processing, as well as workforce development, will be essential in these efforts.
- Voicing concerns over the potential impact of climate change on travel and tourism, **Sen. John Hickenlooper (D-CO)** prompted Mr. Harris to explain the importance of decarbonization in ensuring stability for the tourism industry. Mr. Harris echoed Sen. Hickenlooper's concerns and informed him that the Department's approach focuses on mitigating these risks.
- Sen. Hickenlooper inquired about how the Department's tourism strategy plans to address the needs of the outdoor recreation community. Mr. Harris underscored the Department's commitment to promoting equity in the strategy.
- On the topic of labor shortages, Chair Rosen argued for the need to ensure affordable access to child care and asked if the Department has the resources it requires to achieve the goals set out in the National Travel Strategy. While Mr. Harris was complimentary toward Congress for lawmaker support of Brand USA, the BIL, and ARP, he explained that a "whole of government" approach is required to ensure the goals outlined in the strategy are achieved.
- Arguing in support of adding Israel to the visa waiver program, Chair Rosen asked Mr. Harris to discuss the potential impact of such a move. Speaking broadly on the issue of visas, Mr. Harris reiterated that the State Department is collaborating with the Department of Homeland Security to examine the issue, adding his willingness to coordinate with them.
- Mr. Harris spoke to Department's focus on innovative strategies such a public-private partnerships to meet the objectives of the strategy.

Panel Two

- Chair Rosen prompted to witnesses to give their assessment of the National Travel Strategy Mr. Hornbuckle applauded the collaboration behind the effort as well as investments made in support of Brand USA and other programs. Additionally, he underscored the need to facilitate greater ease of travel into the U.S. Mr. Dean contended that it is crucial to build upon

the work of Brand USA and to address the issue of visa processing times, echoing bipartisan consensus from witnesses and senators on the subcommittee.

- Ranking Member Scott asked Mr. Dean to elaborate on the actions taken in support of Puerto Rico's recovery from the pandemic. Mr. Dean acknowledged the importance of other states in the development of their public-private partnership. Additionally, he attributed a portion of the recovery to relief funds provided by the federal government in the form of various grant programs.
- Ranking Member Scott questioned whether the influx of tourism in Puerto Rico has resulted in increased housing sales. Mr. Dean contended that demand for housing from visitors can compete with the housing needs of Puerto Rico's local population, highlighting the need to develop a robust affordable housing plan.
- **Sen. Dan Sullivan (R-AK)** proposed the notion of creating a tourism-dedicated Assistant Secretary at the Department. Both witnesses offered their support for the effort.
- **Sen. Amy Klobuchar (D-MN)** asked Mr. Dean to discuss the importance of Brand USA in "leveling the playing field" for various tourist destinations across the country. Mr. Dean explained that one of Brand USA's greatest benefits is allowing smaller and rural communities to promote their tourism attractions around the world.
- On the topic of visa processing, Sen. Klobuchar inquired about how Congress could play a role in addressing the issue. Mr. Hornbuckle explained the need to continue funding these programs while also promoting greater utilization of technology to help alleviate backlogs and cut down wait times.
- Ranking Member Scott inquired about what witnesses believed the three most impactful ways Congress could assist them with respect to the National Tourism Strategy. Mr. Hornbuckle voiced concern over the diminishing water levels in Lake Meade, emphasizing the importance of resource preservation. Mr. Dean pointed to visa processing times, the need for DOT to provide guidance to regional tourism alliances on how to access federal grant funds, workforce development, and urge the Federal Emergency Management Agency (FEMA) to accelerate efforts to rebuild Puerto Rico's infrastructure.
- Citing events such as international conferences and the National Football League (NFL) Draft, Chair Rosen asked what steps should be taken to attract additional events. Mr. Hornbuckle reiterated the need to address the visa issue as well as ensuring embassies and consulates are properly educating potential travelers on the visa application process. Mr. Dean offered the idea of group processing of visas as a mechanism that would "greatly benefit" the tourism industry.
- Chair Rosen asked Mr. Dean to explain the importance of ensuring broadband access to the tourism industry in Puerto Rico. Mr. Dean explained that, although the territory has faced significant devastation stemming from recent natural disasters, the inflow of recovery funds has allowed them to make meaningful investments in their broadband infrastructure. Mr. Hornbuckle echoed the importance of infrastructure more broadly as well as the need to properly identify projects for investment.

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From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2022/06/28/lafferty-irving-heritage-district-apartments.html>

Exclusive: \$52M mixed-use project headed to Irving Heritage District

Jun 28, 2022, 8:07am CDT

A deal that's been brewing since 2016 between an Arizona-based apartment developer and Irving city officials is slated to burgeon into a \$52 million mixed-use project in the Irving Heritage District.

The transit-oriented development in downtown Irving will be the first project in Texas for Phoenix-based Lafferty Companies, founder Michael Lafferty said in an interview with the *Dallas Business Journal*.

Construction is expected to begin in January 2023 on a \$40 million project next to DART's Trinity Rail Express station that will include a four-story, 194-unit apartment community plus mixed-use space at 200 N. Main Street.



COURTESY OF LAFFERTY COMPANIES

An end-to-end view of the Heritage Square Apartments by Lafferty Companies in the rendering on top, and a tighter view in the second. The project, designed by Demarest, is a 194-unit apartment development in downtown Irving.

The second phase of the project will be a three-story, \$12 million retail center totaling about 12,000 square feet on the ground floor, plus two stories of 18 loft-style apartments above, Lafferty said.

The retail is expected to include a sports bar, nail salon, pet clinic, Sicilian pizzeria, a Mediterranean kabob restaurant, a liquor store and a barber shop, Lafferty said.

“We’ll fill out the 12,000 square feet immediately,” he said. “The reason for the tenants that I have chosen is to provide services to the 194 apartments. You have 300-plus people moving into that apartment complex. If you want them to stay downtown, you need amenities.”

Known locally as the lumberyard because of the former Irving Lumber Company which operated for decades at the site, the property was acquired by the city in 2006. The city sold the parcel to the Lafferty Companies in April of this year, Lafferty said. A development agreement and an economic incentive agreement were part of the negotiations, he said.

The Heritage Square apartment project will create about 150 jobs during the construction phase and roughly 50 permanent jobs upon completion, Lafferty said.

More than 300 people will live in the Heritage Square Apartments upon completion, and the project will create the mixed-use element city officials envision for the downtown area, he said.

“They’re doing a great job with the revitalization of the downtown area,” Lafferty said. “It’s very well set up with restaurants and shops that can be improved over the years, and with my retail, it can really help. It’s true urban development. The city of Irving is landlocked, so they only have so much land left, which is dwindling. It’s been a real opportunity.”

More than \$109 million in public and private money has been invested in the Irving Heritage District since 2015, including expanded parks, a renovated recreation center, housing and commercial development. Irving Boulevard, which runs through the heart of the Heritage District, is under reconstruction with a \$22.2 million upgrade to re-energize the downtown area. The project includes roadway paving with parallel parking, drainage,

water and wastewater system upgrades and pedestrian and bicycle enhancements, aimed at creating a more walkable downtown district.

The collaboration between the developer and the city of Irving dates back to 2016 when Mike Lafferty spoke for an Urban Land Institute seminar about a \$33 million apartment project in downtown Phoenix.

After his talk, a couple of Irving officials approached Lafferty with the idea of building a similar project in their city.

“We have worked together cohesively since 2016 to make this happen,” Lafferty said in the interview with the *Dallas Business Journal*. “At the time, they were just finishing up a revision on the general plan for the Heritage District. I was working on the same kind of thing in Phoenix. We had a lot of commonalities.”

“I came down and looked at the land, and there were a lot of steps in between, but five years later, we got it done.”

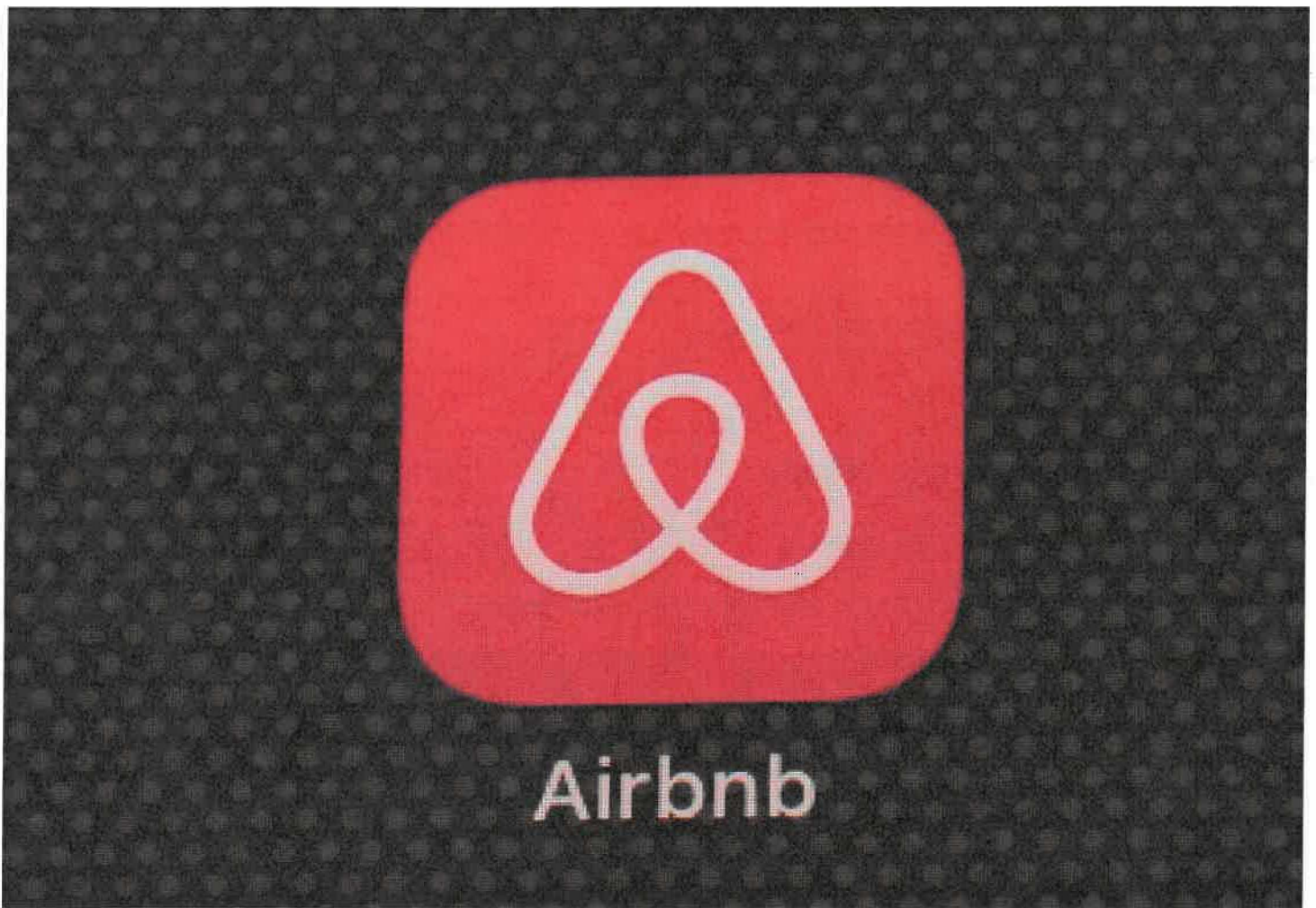
In Arizona, Lafferty Development has projects in Phoenix, Prescott, Casa Grande and Coolidge.

Bill Hethcock

Senior Reporter

Dallas Business Journal





AP Photo/Patrick Semansky, File

(The Center Square) – Airbnb made its temporary ban on parties at short-term rentals permanent.

In August 2020, the company announced a [global ban](#) on all parties and events at Airbnb listings. That included a cap on occupancy at 16.

"Some have chosen to take bar and club behavior to homes, sometimes rented through our platform," the company said at the time. "We think such conduct is incredibly irresponsible – we do not want that type of business, and anyone engaged in or allowing that behavior does not belong on our platform."

On Tuesday, the company said the temporary ban had worked and that it was officially codifying the ban as company policy.

"We believe there is a direct correlation between our implementation of the policy in August 2020 and a 44% year-over-year drop in the rate of party reports," the company said in a [statement](#). "The ban has been well received by our Host community and we've received positive feedback from community leaders and elected officials. As we build on this momentum, we believe the time is right to codify this policy."

While unauthorized parties have always been prohibited at Airbnb listings, repeated problems with party houses have forced the company to change its policies multiple times to deal with issues involving parties.

"Historically, we allowed Hosts to use their best judgment and authorize parties when appropriate for their home and neighborhood," the company said. "In late 2019, we tightened our measures to prohibit both 'open-invite' parties (i.e., those advertised on social media) as well as 'chronic party houses' that had developed into neighborhood nuisances."

As part of the new policy, Airbnb is getting rid of the 16-person cap for some listings.

"The temporary party ban policy announced in summer 2020 included a 16-person occupancy cap – which was prompted primarily by COVID-19 concerns around large gatherings prior to the introduction of vaccines," the company said. "As part of the updated policy, and based on feedback from a number of Hosts who have listings that can house above 16 people comfortably, we will remove this cap."

The party-ban policy comes with consequences for those who violate the rules. Consequences can include account suspension and removal from the platform. In 2021, more than 6,600 guests were suspended from Airbnb for attempting to violate the party ban, the company said.

The company also said it remains committed to enforcing the no party policy.

"Strong policies must be complemented by strong enforcement," the company said. "We've introduced a number of anti-party measures in recent years to enforce our policy and try, to the best of our ability, to stop both unauthorized parties and chronic party houses. These include anti-party reservation prevention, special holiday anti-party measures, a 24-hour safety line, our Neighborhood Support Line, and a partnership with Vrbo to share information on repeat 'party house' offenders in the U.S."

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