

**AMENDED
AGENDA**
Irving Convention and Visitors Bureau Board of Directors
Monday, February 22, 2021 at 11:45 AM
Zoom Video Conference

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on February 22, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/85093579538> - Meeting ID: 850 9357 9538. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 850 9357 9538.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for January 25, 2021
3. Accepting the Irving Convention Center Financial Reports:
 - a. November 2020
 - b. December 2020
 - c. January 2021
4. Accepting the ICVB Financial Report for January 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

Individual Consideration

7. * Approval of Community Engagement Committee Recommendations for High Spirited Citizen Nominations:
 - a. Fatema Biviji
 - b. Mark McKee
 - c. Elouise McMillian
 - d. Wanda Zamorana
8. * Approving Board & Business Development Committee Recommendations for Bylaws Amendments

AGENDA - Continued

Board Reports

9. COVID-19 Update

10. Board Chair Report

- a. Reminder: Board Member Conflict of Interest Form
- b. Schedule of Upcoming Meetings and Activities
- c. Next Board Meeting – March 22, 2021

11. Board Committee Reports

- a. Board & Business Development – Bob Bourgeois
 - New Board Member Orientation Recap
 - Next Meeting – March 12
- b. Community Engagement – Clem Lear
 - Recap of February 3 Committee Meeting
 - Next Meeting – April 6
- c. Destination Development – Greg Malcolm
 - Recap of February 9 Committee Meeting
 - Next Meeting – May 4

12. City Reports

- a. Council Liaison – Deputy Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

13. Bureau Monthly Management Reports

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

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

15. Industry Partner Reports

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

AGENDA - Continued

- 16. Partner Organization & Stakeholder Reports**
- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - b. DCURD and Irving Flood Control Districts – Dallas Burke
 - c. Chamber of Commerce – Sam Reed/Beth Bowman
 - d. Irving Arts and Culture – Todd Hawkins/Kim Andres
 - e. The Las Colinas Association – Hammond Perot
 - f. TIF – Michael Randall
 - g. 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
MEETINGS/SPECIAL MEETINGS – DRAFT
OCTOBER 2020 – SEPTEMBER 2021**

NAME	OCT 23	NOV 16	DEC 14	JAN 25	FEB 22	MAR 22	APR 26	MAY 24	JUN 28	JULY 19	AUG 23	SEPT 27
KAREN COOPERSTEIN	X	X	X	X								
DAVID COLE	X	X	X	X								
KIM ANDRES	#	X	X	X								
BOB BOURGEOIS	X	X	X	X								
BETH BOWMAN	X	X	X	X								
DIRK BURGHARTZ	+	X	+	+								
DALLAS BURKE	+	X	+	X								
ROSE CANNADAY	=	=	X	#								
STEPHANIE FENLEY- GARCIA	=	X	X	X								
HERB GEARS	#	#	X	X								
TODD HAWKINS	+	X	X	X								
CHRIS HILLMAN	+	X	X	X								
NYDIA HOSKINS	+	X	X	#								
JULIA KANG	X	X	X	X								
CLEM LEAR	X	X	X	X								
KIM LIMON	+	X	X	X								
RICK LINDSEY	X	X	X	X								
GREG MALCOLM	X	X	X	X								
WILLIAM MALONEY	=X	=X	X	X								
HAMMOND PEROT	+	X	X	X								
JOE PHILIPP	X	X	X	X								
MICHAEL RANDALL	+	X	X	+								
SAM REED	=	=X	X	X								
MIKE RILLEY	+	X	+	X								
ROY SANTOSCOY	=	=	#	X								
RICHARD STEWART	=	=	X	X								
‡DEPUTY MAYOR PRO TEM KYLE TAYLOR	X	X	X	X								
CLARE VENEGAS	=	=	X	X								
BOB BETTIS	X	X	=	=								
JO-ANN BRESOWAR	#	X	=	=								
DEBBI HAACKE	X	X	=	=								
RON MATHAI	+	X	=	=								

RED * - MEETING CANCELED
X - PRESENT
+ - ABSENT-COMPANY BUSINESS
- ABSENT-OTHER

= - NOT MEMBER AT TIME
p - REPRESENTED
∞ - BUDGET RETREAT

‡ - COUNCIL LIAISON

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 22, 2021**

AGENDA ITEMS



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
January 25, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Dallas Burke, Stephanie Fenley-Garcia, Herbert Gears, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Clem Lear, Kim Limon, Rick Lindsey, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Mike Rilley, Sam Reed, Roy Santoscoy, Richard Stewart, and Clare Venegas – Board members; Deputy Mayor Pro Tem and Council Liaison Kyle Taylor and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and Senior City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB. Guest – City of Irving Economic Development Project Administrator Jennifer Ramirez.

Board Chair Karen Cooperstein called the meeting to order at 11:45 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. She inquired if there were any citizen comments; there were none.

Cooperstein extended a welcome to everyone attending and asked for a moment of silence in remembrance and reflection for ICVB Sales Manager Kelly Roche and Irving prominent member and supporter Clint Howard. She asked the Board to keep the ICVB staff in their thoughts and prayers during this time for the passing of a beloved staff member.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from December 14, 2020
- Accept the ICC Financials for October 2020
- Accept the ICVB Financials for September, October, November, and December 2020
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Bob Bourgeois and a second from Board member Clem Lear, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

- Acknowledging Proposed Terms for Operating Loan from the City of Irving.

Executive Director Maura Gast asked for the Board's acknowledgement of the proposed terms for the Operating Loan from the City of Irving and noted the document is included in the packet. The item is scheduled to go before City Council on February 11. The loan will assist with ICVB cash flow and becomes an interfund transfer from the City with repayment included in the ICVB budget. The loan would need to be repaid to the City by September 2022.

On a motion from Board member Bill Mahoney and a second from Board member Roy Santoscoy, the Board's acknowledgement of proposed terms for an Operating Loan from the City of Irving was unanimously approved as presented.

- Approving Further Detailed Investigation and Potential Application for Payroll Protection Program Loan through the CARES Act.

Gast reported ICVB staff is working with the City Attorney's Office and City Bond Council on investigation and potential application for the Payroll Protection Program Loan through the CARES Act. She noted the hurdle in applying is there is no mechanism in Texas state law to allow government agencies to apply for a loan for operational purposes. The motion for the Board's approval to have staff continue researching and reviewing opportunities through Federal relief programs and grants.

Cooperstein asked for a motion to approve moving forward with further detailed investigation and potential application for a Payroll Protection Program Loan through the CARES Act. On a motion from Board member Herb Gears and a second from Lear, the motion was unanimously approved as presented.

BOARD REPORTS

Gast gave a brief COVID-19 Update noting currently hotel Occupancy is sitting in the mid to upper 30% range, and weekends are holding stronger than weekdays.

Chair Report:

- Cooperstein welcomed all new Board members in attendance.
- Congratulations to the Irving-Las Colinas Chamber of Commerce for a wonderful job on the State of the City virtual event. The event showcased all the positive in Irving during a difficult year.
- Board Committees and assigned members are listed in the packet with meeting dates. Anyone still interested in signing up for a Committee should let ICVB Office Manager Carol Boyer, Gast or Cooperstein know in the next few weeks.
- Board meeting and activities schedule is included in the packet and on the Board portal.
- The Community Engagement Committee meeting is being rescheduled for February 3.
- Board Orientation meeting will be scheduled in the next few weeks. All Board members are invited to attend.
- Conflict of Interest Form will be sent to Board members in an email for completion and return to Boyer or Gast for filing.
- Irving Hospitality Industry Annual Meeting is being reviewed and alternative logistics are being considered. It may be possible to combine the meeting with the National Travel and Tourism week in May.

Board and Business Development Committee:

Committee Chair Bob Bourgeois reported the Committee has been revising the Board Bylaws. He gave a brief overview of the changes and edits. The document is included in the packet. He expressed his thanks to Assistant Executive Director Finance/Administration Susan Rose, Marketing Director Monty White, and Boyer for their work on the revised and reorganization of the Board portal. The portal offers ease of use for specific and important information. The Committee will also be working on the Board Strategic Plan update. The next Committee meeting is scheduled for March 12.

Community Engagement Committee:

Committee Chair Clem Lear reported the next Committee meeting is scheduled for February 3 and all Board members are welcomed.

Destination Development Committee:

Committee Chair Greg Malcolm reported all Board members are welcome to attend the next Committee meeting on February 9.

CITY REPORTS

City Manager Chris Hillman extended his deepest condolences to Kelly Roche's family and friends, including his fellow colleagues from the ICVB. Roche was well known in the City, as well as across the hospitality industry and he will be greatly missed.

Hillman reported:

- On January 11, the City approved to receive approximately \$74 million from the U.S. Department of Treasury to provide residents Emergency Rental Assistance. The program will provide aid for rent, utilities, and other housing expenses, directly or indirectly related to COVID-19.
- An interactive map for vaccine provider availability and locations across Texas is available on the City's website and shared on social media. Individuals will need to call the vaccine provider for hours, availability and eligibility before visiting.
- Governor Abbott announced individuals can receive vaccines at any county facility, regardless of residency in that county or not. Abbott also announced a therapeutic infusion center is available in Irving for COVID-19 outpatient care to provide antibody treatment for patients. Individuals must meet certain criteria and have a referral from a hospital or doctor.
- Dallas County opened a vaccination clinic at Fair Park by appointment only to administer vaccines to individuals in Phase 1A and 1B.
- Irving was recognized by the Environmental Protection Agency (EPA) for its commitment to use 100% renewable energy by 2023.
- Hillman gave a shout out to everyone who participated in the Martin Luther King Day Celebration on January 17. It was a virtual event, and the video is posted on ICTN's YouTube page and Parks and Recreation Facebook page.

Deputy Mayor Pro Tem Kyle Taylor reported:

City Council will revisit the Bond election and proposal. It is an important issue as it affects the quality of life for Irving's citizens and visitors.

Councilman Mark Zeske thanked Cooperstein and the Board for the opportunity to support the ICVB and the Convention Center.

STAFF REPORTS

Assistant Executive Director Sales/Services Lori Fojtasek reported:

- Fojtasek thanked everyone for their thoughts, prayers, and messages regarding the passing of Roche.
- The Sales team has developed a plan for temporary coverage of Roche's accounts and bookings.
- The pandemic is still having a major effect on hotel room cancellations, with over 87,000 rooms nights cancelled.
- There are 60,000 room night leads in motion that are now lost due to the pandemic.

- Some groups have rebooked, cancelled, or moved into 2022 dates.
- Sales staff is focused on the immediate goal to get business in Irving as soon as possible, focusing on short-term business.

Assistant Executive Director Marketing/Communication Diana Pfaff reported:

- Pfaff echoed the thanks to the Board for reaching out in memory of Roche. Several industry publications have reached out to do stories on his legacy and spirit.
- December was a slow month for analytics.
- The CARES Act Campaign continues to do well.
- The team is focused on the leisure market now and will start transitioning to industry advertising later in the second or third quarters.
- StaffMeals Holiday Edition did receive local news coverage on December 21.
- High Spirited Citizen nominations are received through the VisitIrving website. A note has been added to the site that recognitions are on standby due to the pandemic and new nominations may go into 2022 for recognitions.

Marketing Director Monty White reported:

- The first round of CARES Staycations and Meetings Campaigns ran from September 1 through December 31.
- Staycations Campaign generated 59,000 website sessions to the landing page and nearly 22,000 referrals to our hotels, resulting in approximately \$4.5 million in potential economic value. The top markets for the campaign were DFW, Houston, San Antonio, and Austin.
- Safe Meetings Campaign generated 19,000 website sessions to the landing page, generating 77 sales leads. A combination of website forms, RFP submissions, emails, and phone calls.
- Second round of the CARES Act campaigns began this month and will continue through the Spring 2021. There are five planned campaigns; the first two are a continuation of the Staycations and Safe Meetings campaigns, an Online Travel Agency Campaign through Expedia and Priceline, and two campaigns will be targeted micro-campaigns – one promoting local businesses through social media and the other built around live music in Irving.

Assistant Executive Director Finance/Administration Susan Rose reported:

- Irving's AirDNA Data Report for November 2020 shows 463 available listings, which is a 10.2% increase over last year's figure of 420.
- Average Daily Rate is \$171.86, which is down 20.59% over last year.
- Occupancy is 48.2%, down 23.37% compared to last year.
- The hotel comparable subset reports and Average Daily Rate of \$86.45, down 14.98% from last year and Occupancy at 47.2%, down 28.85%.
- December's data is not available at the time of this meeting.
- The Administration Team is working on the Board portal updates and reorganization, as well as the Munis HR software conversion with the City.
- Rose is working on the LodgingRev project with City Finance.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The ICC October 2020 financial report is included in the packet.
- The month-to-month financials will look a lot different than in the past as the budget was done in the summer with several unknown factors and budgeted conservatively for the first six months of the fiscal year.
- Several events have been moved to the second six months of the calendar year and with hopes they will stay in “Definite” status. There is quite a bit of movement in events. Every major event lost will create a big hole in the monthly financials and show ups and downs as the year progresses.
- The goal is to balance out by the end of the year through expense cuts – nine employees have been laid off and two have accepted other positions elsewhere and will not be replaced. Quite a few employees are still furloughed and no specific date in sight for returning.
- ICC Sales and Finance staff worked the concession stand at the gymnastic event over the weekend to reduce staffing expenses.
- Of the \$721,000 in expenses on report, \$425,000 is payroll, utilities and miscellaneous.
- There are several events booked the second six months of the year.
- Staff is working on pipeline events and moving some events around the calendar to make them work.
- The Grand Ballroom lighting project is 99% complete and looks amazing.
- Other building projects include the head exchange on the boiler, chiller, and a lighting project on the back loading dock.
- Texas Prime Meet gymnastic event over the weekend went well with safety protocols in place, everyone wore masks, temperatures were checked and socially distanced seating.
- Meehan reviewed the CARES Act Funding Reconciliation report for ICC projects.

Director of Sales Matt Tungett reported:

- Cancellations and postponements are being worked on and flexibility is key.
- Sales team is making phone calls to upcoming events and covering precautions the ICC has taken to make their group successful and in place for their peace of mind.
- Working with the Southern Baptist group next month to cut their dollars to match the 50% Occupancy protocol and make it work.

INDUSTRY PARTNERS

Live Nation and Toyota Music Factory – Mike Rilley reported:

- Rilley’s staff is looking at calendars and changing events on a daily/weekly basis.
- Private business is still hosting events.
- Corporate business keeps dwindling and moving.
- Some religious and educational events have been recently hosted.
- Live Nation is working on entertainment concepts in a reduced capacity. Struggle with artists calendars and stringing dates together.
- Company Strategic Plan meeting was held before the holidays and hoping to be at scale sometime this summer but could be August instead of June for live entertainment.

- Quarter four of this year holds the most confidence and Quarter three has some opportunity, but uncertain.
- Working on rolling things out, but most important factor is the vaccinations, wearing masks and socially distancing.

HOTEL INDUSTRY

Board member Greg Malcolm reported on the December STR Report:

- Irving's Occupancy is reporting at 36.6%, down 36.3%. Year-to-date ended at 41.6%, down 41.6% to last year.
- Average Daily Rate is \$68.89, down 33.4% to last year. Year-to-date \$86.60, down 21.6% from last year.
- RevPAR is \$25.19, down 57.7%. Ended year \$36.03, down 54.2%.
- January starting out in South Irving is running Occupancy at 42.6%, which is slightly up. Average Daily Rate is \$85.36, and RevPAR is \$36.33.
- Hilton Garden Inn DFW South has had an uptick in the last three weeks with positive growth. Last week reported 60 rooms and the current week is 70 rooms occupied.
- The hotel airport shuttle is back in service.

Board member Kim Limon reported:

- The Hampton Inn – Irving/Las Colinas reports a December Occupancy Index of 72.8 and an Average Daily Rate index of \$108.6 with RevPAR at 79%
- YTD finished RevPAR index at \$109.3 – and very proud of that result for the year.
- January is looking better and hoping to finish over budget this month.

RESTAURANT INDUSTRY

Board Vice Chair David Cole reported:

- Irving's monthly restaurant closings include Taco Diner and The Original Pancake House. Both closings are a significant loss.
- Thai Bangkok Orchid by the Target on Hwy 183 and the Empress of China restaurants are both doing better with take-out and delivery business and may never reopen their dining rooms.
- The Texas Restaurant Association Board meeting will be held in Austin, Texas on February 20. It is the second in-person board meeting.
- Discussion was held on the "Raise the Wage Act" and the challenge for the restaurant industry.

DCURD

Board member Dallas Burke reported:

- Currently under the most aggressive waterway maintenance program in history with projects in Cottonwood, Hackberry, Qual and Beaver Creeks. Projects in Lake Carolyn and Southfork Hackberry Creek near Hwy 161 to begin soon.
- Storm water pump station on Lake Carolyn is undergoing a very large upgrade to prevent Urban Center flooding.
- Emergency backup generators are being added to the station so pumping can continue in the event of a power outage.
- Projects in excess of \$4 million are underway.

- IFCD I is near completion of an electrical upgrade at one of the two pump stations. The upgrade will make the system much more reliable and is the first upgrade of the facility since it was constructed in 1975.
- IFCD III pump station upgrades are underway. These upgrades will increase the capacity of the station to release more storm water into Elm Fork.
- The Tilting Weir Project adds the release capacity equaling two storm water pumps.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- Economic Development: five project wins, one retention/expansion project and \$76 million in capital investment, just over 430 new job opportunities and occupancy of 413,000 commercial space.
- The team has 72 projects in the pipeline of which 20% are headquarters.
- Unemployment dropped to 6.3% in December, below Texas at 7.2% and National rate of 6.7%.
- Chamber expressed appreciation and support to Cooperstein and the ICVB Board for the recognition of the Annual State of the City event, and the ICC for use of the building for portion of the recording.
- January 12 is the kick-off of the 87th session of Texas Legislature with key initiatives of COVID challenges, ensuring better healthcare, law enforcement support and safeguarding freedom for all Texans.
- Upcoming Events: Virtual Mixer on January 26, Coffee Break on February 3, and Business Industry Call with Judge Clay Jenkins on February 3.

Cooperstein encouraged everyone to subscribe to the Chamber Weekly Legislative Update and expressed her appreciation of Chamber Vice President of Governmental Affairs & Communications Erica Mulder for her knowledge and presence in Austin, Texas.

IRVING ARTS AND CULTURE:

Board member Todd Hawkins reported:

- Expressed condolences for loss of ICVB Sales Manager Roche and noted his name has been placed on the “Faces of COVID” exhibit. There has been an incredible outpouring of participation in the yellow heart memorial wall and is a catalyst for community healing.
- This is the last week of “*Apron Strings: Ties to the Past*” event. There is a 360-degree tour online or group reservations are being taken to visit in person.
- ICVB Board will be invited to view the permanent exhibit – *The Irving Story, nationally travelling exhibit – Away from Home: American Indian Boarding School Stories* and visit the Spark!Lab. Hawkins will coordinate a firm date with Gast for Board visit.
- Irving Arts Center is celebrating Black History Month with an exhibit presented by the *Irving Black Arts Council – Artistry & Inspiration* in the Main Gallery. An artist reception will be held on February 6 from 2:00 – 6:00 p.m. and reservations are required.
- The Focus Gallery will hold a Natalie Lambert painting exhibition from February 6 – March 27.
- The Courtyard Gallery will host *City of Hope: Resurrection City & The 1968 Poor People’s Campaign*. A collection of posters toured by The Smithsonian Institution Traveling Exhibit Service. The exhibit commemorates Dr. Martin Luther King Jr’s daring vision to end poverty in the United States.

- February performances include: Entertainment Series of Irving presents *Dionne*, New Philharmonic of Irving presents *Sundays at the Symphony* on February 14, honoring first responders.
- Second Sunday Funday moves to a “to-go” format with take-home craft projects offered for curbside parking lot pick up. While supplies last, on Sunday, January 10 art kits inspired by Dr. Martin Luther King, Jr’s legacy and vision will be available for pick up. Irving Arts Center has partnered with All Things Made New, supplying them with all left over to go kits for families in need.
- Going through planning stage for a two-year work plan and five-year forecast. The ICVB Board will be asked for input as stakeholders.

Pfaff added the ICVB holiday tree at the Irving Arts Center did receive the most Facebook “Likes”. It was one of the last projects Roche worked on, which makes the win extra special for the team. She thanked everyone for their votes.

LAS COLINAS ASSOCIATION

Board member Julia Kang reported:

- LCA Board meeting was held on January 23 via Zoom video conference.
- A new Board Chair will be elected in March.

UNIVERSITY OF DALLAS

Board member Clare Venegas reported she is look forward to staying involved in the Board activities and getting to know everyone.

Final discussion was held on the Hotel Tax Collection report. Chief Financial Officer Jeff Litchfield stated the collections have been converted from quarterly to monthly and all hotel properties have been notified. Certified letters were sent to late paying properties for notification.

It was asked and noted that nothing has been finalized for where the Irving COVID hub would be located.

With no further discussion, Cooperstein adjourned the meeting at 1:21 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
January 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JANUARY 2021

Assets

Cash and equivalents 181,217.64
Investments 744,400.00

Total Assets 925,617.64

Liabilities

Accounts payables 25,653.70
Due to other funds 60.00

Total Liabilities 25,713.70

Fund Balance (Budgetary basis)

Reserve for encumbrances 1,185,921.79
Unreserved (286,017.85)

Total Fund Balance 899,903.94

Total Liabilities and Fund Balance 925,617.64



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
JANUARY 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3	HOTEL/MOTEL TAX	165,335.27	387,028.07	6,490,005.00	6.0%	0.00	6,102,976.93
M4	INVESTMENT INCOME	101.33	348.85	4,995.00	7.0%	0.00	4,646.15
M5	MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
TOTAL REVENUE		165,436.60	387,376.92	6,500,000.00	6.0%	0.00	6,112,623.08
EXPENDITURES							
N1	SALARIES	186,472.47	723,458.42	2,494,775.00	29.0%	0.00	1,771,316.58
N2	BENEFITS	55,415.20	201,291.00	670,352.00	30.0%	0.00	469,061.00
N4	SUPPLIES	7,210.96	15,948.70	29,455.00	54.1%	12,075.00	1,431.30
O1	UTILITIES (COMMUNICATIONS)	1,979.45	4,771.32	26,400.00	18.1%	0.00	21,628.68
O3 - OUTSIDE SERVICES							
	SALES AND MARKETING RESOURCES	1,808.73	8,207.27	15,560.00	52.7%	0.00	7,352.73
	MEDIA ADVERTISING	54,351.12	34,565.38	332,000.00	10.4%	195,576.98	101,857.64
	PROFESSIONAL SERVICES	51,401.45	214,949.90	1,473,877.00	14.6%	976,283.33	282,643.77
	PROPERTY MANAGEMENT SERVICES	0.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	OTHER	1,022.49	1,109.19	7,026.00	15.8%	1,986.48	3,930.33
	TOTAL OUTSIDE SERVICES	108,583.79	606,831.74	3,223,463.00	18.8%	1,173,846.79	1,442,784.47
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	2,463.59	2,200.00	270,000.00	0.8%	0.00	267,800.00
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,497.48	18,000.98	54,200.00	33.2%	0.00	36,199.02
	TOTAL TRAVEL - TRAINING - DUES	3,961.07	20,241.86	328,200.00	6.2%	0.00	307,958.14
O5	CLAIMS AND INSURANCE	0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	6,613.41	15,481.12	259,600.00	6.0%	0.00	244,118.88
	BUSINESS DEV INCENTIVE PROG	2,758.00	8,132.00	540,000.00	1.5%	0.00	531,868.00
	LOCAL PROGRAMS-PROMOTIONS	359.63	498.72	145,900.00	0.3%	0.00	145,401.28
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	9,731.04	71,831.84	1,089,850.00	6.6%	0.00	1,018,018.16
P5 - TRANSFERS OUT							
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		373,353.98	1,678,886.13	8,100,540.00	20.7%	1,185,921.79	5,235,732.08

Beginning Fund Balance	2,191,413.15
Revenues	387,376.92
Expenditures	(1,678,886.13)
Ending Fund Balance	<u>899,903.94</u>



Irving Convention and Visitors Bureau

Check Register

January 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061491	1/14/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			8,464.97
		ACCOUNTS PAYABLE	DEC 2020 - RECEIPTS	8,464.97	
80061492	1/14/2021	FEDERAL EXPRESS CORPORATION			80.36
		FREIGHT	SHIPPING	67.68	
		FREIGHT	SHIPPING	12.68	
80061493	1/14/2021	FOJTASEK, LORI			69.64
		COMMUNICATIONS	DEC 2020 - CELL	34.82	
		COMMUNICATIONS	NOV 2020 - CELL	34.82	
80061494	1/14/2021	HOPKINS, CHERYL			88.85
		COMMUNICATIONS	NOV 2020 - CELL / MISC	65.00	
		TRAVEL AND TRAINING	NOV 2020 - CELL / MISC	23.85	
80061495	1/14/2021	IMAGO MEDIA, INC.			586.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	586.00	
80061496	1/14/2021	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	DECEMBER 2020	40.00	
80061497	1/14/2021	IRVING CONVENTION CENTER AT LAS COLINAS			7,794.26
		PROFESSIONAL SERVICES	NETWORK SERVICES	3,897.13	
		PROFESSIONAL SERVICES	NETWORK SERVICES	3,897.13	
80061498	1/14/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - DEC 2020	20,625.00	
80061499	1/14/2021	LEVINE, KATHY			130.00
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
		COMMUNICATIONS	DEC 2020 - CELL	65.00	
80061500	1/14/2021	LEWIS MARKETING PARTNERS, LLC			11,450.70
		MEDIA ADVERTISING	NEGOTIATE & CONTRACT 2021 CARES ACT MEDIA BUY	11,450.70	
80061501	1/14/2021	MALONEY STRATEGIC COMMUNICATION INC			3,938.01
		PROFESSIONAL SERVICES	2020 IRVING ARTS CENTER HOLIDAY EVENT	1,760.89	
		PROFESSIONAL SERVICES	2020 BUSINESS CARDS & NOTE PAD REPRINT - B. PETTY	1,972.12	
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - JANUARY	205.00	
80061502	1/14/2021	MANSELL, LORI			65.00
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061503	1/14/2021	MEETING PROFESSIONALS INTERNATIONAL			4,080.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	4,080.00	
80061504	1/14/2021	NAYLOR, LLC			3,750.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	1,250.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
80061505	1/14/2021	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			825.12
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	825.12	



Irving Convention and Visitors Bureau

Check Register

January 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061506	1/14/2021	ROBERTS, DEBBIE COMMUNICATIONS	DEC 2020 - CELL	65.00	65.00
80061507	1/14/2021	ROSE, SUSAN COMMUNICATIONS	DEC 2020 - CELL	65.00	65.00
80061508	1/14/2021	SHERATON DFW AIRPORT HOTEL BUSINESS DEV INCENTIVE PROG	THE PRE-TRIB RESEARCH CENTER / DEC 2020	680.00	680.00
80061509	1/14/2021	STALLINGS, APRIL COMMUNICATIONS	CELL PHONE - DECEMBER 2020	53.33	53.33
80061510	1/14/2021	TERRI SAVELLE FOY MINISTRIES INC BUSINESS DEV INCENTIVE PROG	ICING WOMEN'S EVENT / SEPT 2020	560.00	560.00
80061511	1/14/2021	TRIPADVISOR, LLC MEDIA ADVERTISING	ADVERTISING	365.27	365.27
80061512	1/14/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - JAN 2021	4,000.00	4,000.00
80061513	1/14/2021	WHITE, MONTY COMMUNICATIONS	NOV 2020 - CELL	48.00	48.00
80061514	1/21/2021	FOUR SEASONS RESORT & CLUB DALLAS MEMBERSHIP AND DUES	JANUARY 2021	812.48	812.48
80061515	1/21/2021	THE FULCRUM GROUP INC. PROFESSIONAL SERVICES	MICROSOFT OFFICE 365 E1 LICENSE - ANNUAL	96.00	96.00
80061516	1/28/2021	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES MEDIA ADVERTISING	CARES ACT - ADVERTISING	5,572.90	5,572.90
80061517	1/28/2021	DIPIETRO, KATHERINE COMMUNICATIONS	DEC 2020 - CELL	40.61	40.61
80061518	1/28/2021	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	94.51	117.01
			FREIGHT	22.50	
80061519	1/28/2021	FOSTER, WENDY OFFICE SUPPLIES	DEC 2020 - MISC	69.99	69.99
80061520	1/28/2021	HAMPTON INN - LAS COLINAS BUSINESS DEV INCENTIVE PROG	CCM WORLD INVITE / 200X85 / JAN 2021	750.00	750.00
80061521	1/28/2021	HILTON GARDEN INN LAS COLINAS BUSINESS DEV INCENTIVE PROG	CCM WORLD INVITE / 200X85 / JAN 2021	768.00	768.00
80061522	1/28/2021	IMAGO MEDIA, INC. MEDIA ADVERTISING	CARES ACT - ADVERTISING	586.00	586.00
80061523	1/28/2021	LEWIS MARKETING PARTNERS, LLC PROFESSIONAL SERVICES	NEGOTIATE & CONTRACT 2021 MEDIA BUY	35,000.00	35,000.00
80061524	1/28/2021	LOPEZ, BRENDA COMMUNICATIONS	DEC 2020 - CELL	65.00	65.00



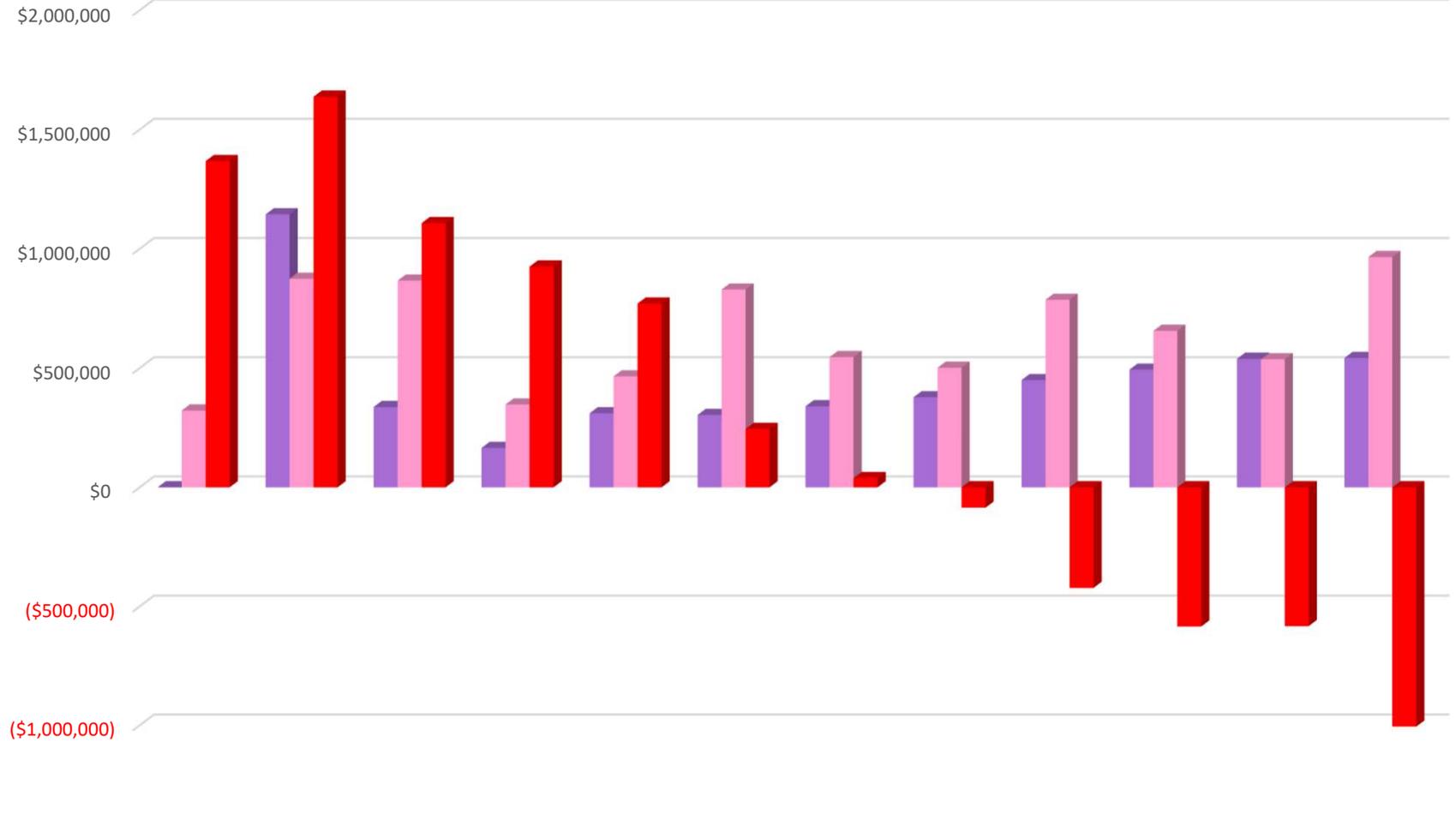
Irving Convention and Visitors Bureau

Check Register

January 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061525	1/28/2021	MANSELL, LORI COMMUNICATIONS	DEC 2020 - CELL	65.00	65.00
80061526	1/28/2021	NAYLOR, LLC MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,300.00	2,300.00
80061527	1/28/2021	SOTO, MONICA COMMUNICATIONS	CELL PHONE - JANUARY 2021	25.00	25.00
80061528	1/28/2021	STR, INC SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 1ST QTR	4,025.00	4,025.00
80061529	1/28/2021	TEXAS DEPARTMENT OF TRANSPORTATION MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS.COM	660.25	660.25
80061530	1/28/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	JAN 2021 - REIMBURSABLES	74.23	74.23
80061531	1/28/2021	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS	DECEMBER 2020	176.63	563.22
		COMMUNICATIONS	DECEMBER 2020	103.32	
		COMMUNICATIONS	DECEMBER 2020	283.27	
80061532	1/28/2021	YDRINK LLC SUBSCRIPTIONS-PUBLICATIONS	YDRINK ANNUAL SUBSCRIPTION	349.00	349.00
		Total Number of Invoices	53	119,764.20	
		Total Number of Checks	42		119,764.20

Irving Convention and Visitors Bureau
 FY21 Cash Flow
 January 2021



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
■ REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,562	\$303,571	\$339,884	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
■ EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$465,428	\$829,353	\$546,202	\$501,606	\$786,498	\$656,190	\$537,099	\$965,614
■ ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$770,749	\$244,967	\$38,649	(\$85,308)	(\$422,066)	(\$584,640)	(\$582,679)	(\$1,005,570)

■ REVENUE ■ EXPENSES ■ ENDING CASH



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: January 18, 2021

Monthly Financial Summary

For Period Ending November 30, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	34,400	59,700	107,580	124,900	186,600	105,750	161,000	216,700	128,275	1,237,836		
Service Income	1,163	2,200	1,500	3,350	10,000	15,500	14,500	18,000	13,000	15,250	12,500	7,500	114,463		
Service Expenses	(912)	(1,820)	(3,000)	(3,000)	(3,000)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(34,232)		
Total Direct Event Income	6,951	59,261	45,850	34,750	66,700	120,080	135,900	201,600	115,250	173,250	225,700	132,775	1,318,067		
Ancillary Income															
F & B Concessions	-	-	-	7,000	2,100	11,000	10,000	29,500	15,500	8,000	40,000	8,059	131,159		
F & B Catering	-	7,705	21,280	25,000	126,700	46,560	138,360	301,320	311,750	141,920	153,196	375,630	1,649,421		
Parking: Self Parking	1,432	342	-	11,460	22,390	10,700	20,400	34,920	31,100	34,150	56,600	30,500	253,994		
Electrical Services	-	950	-	7,660	2,600	4,500	10,700	25,000	5,000	5,000	14,000	14,500	89,910		
Audio Visual	-	-	-	-	-	-	-	-	-	-	-	-	-		
Internet Services	-	400	-	700	-	-	500	-	-	-	-	-	1,600		
Total Ancillary Income	1,432	9,397	21,280	51,820	153,790	72,760	179,960	390,740	363,350	189,070	263,796	428,689	2,126,084		
Total Event Income	8,383	68,658	67,130	86,570	220,490	192,840	315,860	592,340	478,600	362,320	489,496	561,464	3,444,151		
Other Operating Income	26,152	21,440	21,375	21,375	21,375	21,375	21,625	46,625	46,625	46,625	46,625	46,615	387,832		
Adjusted Gross Income	34,535	90,098	88,505	107,945	241,865	214,215	337,485	638,965	525,225	408,945	536,121	608,079	3,831,983	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	146,687	170,156	170,156	170,156	170,156	170,156	170,156	170,192	170,156	170,092	1,965,418		
Benefits	60,444	60,261	62,322	62,322	61,446	61,446	61,446	61,446	61,446	61,446	61,446	98,661	774,128		
Less: Event Labor Allocations	-	(1,755)	-	-	-	-	-	-	-	-	-	-	(1,755)		
Net Employee Wages and Benefits	201,124	205,181	209,009	232,478	231,602	231,602	231,602	231,602	231,602	231,638	231,602	268,753	2,737,791		
Contracted Services	41,352	37,428	45,522	45,522	45,522	45,522	55,052	55,052	55,052	55,052	55,052	55,051	591,175		
General and Administrative	18,120	35,920	14,595	15,775	22,025	21,225	18,890	25,815	25,610	50,336	30,206	71,499	350,016		
Operations	15,945	10,583	14,133	14,133	14,133	15,433	35,083	35,083	35,083	35,083	35,083	35,083	294,857		
Repair & Maintenance	16,541	22,755	25,740	24,480	24,480	24,480	23,514	23,514	23,514	35,514	23,514	23,514	291,556		
Supplies	5,665	8,613	11,583	11,283	11,283	3,300	13,033	13,033	13,033	13,033	13,033	13,335	130,528		
Insurance	6,036	6,036	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	87,512		
Utilities	37,290	36,007	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	506,627		
Other	(4,826)	(6,777)	-	-	-	-	-	-	-	-	-	-	(11,603)		
SMG Management Fees	13,750	14,632	15,486	15,500	22,537	19,552	23,232	34,509	38,798	24,342	27,800	40,432	290,570		
Total Operating Expenses	350,997	370,377	386,944	410,047	422,458	411,990	451,282	469,484	473,868	495,874	467,166	558,544	5,269,030		
Net Income (Loss) From Operations	(316,462)	(280,279)	(298,439)	(302,102)	(180,593)	(197,775)	(113,797)	169,481	51,358	(86,929)	68,955	49,535	(1,437,047)	(42,047)	

ASM - Irving Convention Center
 Financial Statements Monthly Highlights
 For the Month Ending November 30, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	630	405	225	0
Events	2	2	0	0
Event Days	12	10	2	0
Direct Event Income	59,261	58,881	380	0
Ancillary Income	9,397	13,782	(4,385)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	68,658	72,663	(4,005)	0
Other Operating Income	21,440	21,375	65	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	90,098	94,038	(3,940)	0
Indirect Expenses	(370,377)	(378,418)	8,041	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	(280,279)	(284,380)	4,101	0
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Two Months Ending November 30, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	988	763	225	0
Events	4	4	0	0
Event Days	15	13	2	0
Direct Event Income	66,212	63,009	3,203	0
Ancillary Income	10,829	13,782	(2,953)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	77,041	76,791	250	0
Other Operating Income	47,592	42,750	4,842	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	124,633	119,541	5,092	0
Indirect Expenses	(721,378)	(723,457)	2,079	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	(596,745)	(603,916)	7,171	0
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ASM - Irving Convention Center
Balance Sheet
November 30, 2020

ASSETS

Current Assets

Cash	\$	622,247
Accounts Receivable		48,753
Prepaid Assets		12,739
Inventory		55,197

Total Current Assets 738,936

Total Assets \$ **738,936**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	221,253
Accrued Expenses		374,611
Deferred Income		0
Advance Ticket Sales/Deposits		739,816
Other Current Liabilities		0

Total Current Liabilities 1,335,680

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,335,680

Equity

Net Funds Received		13,140,427
Retained Earnings		(13,140,426)
Net Income (Loss)		(596,745)

Total Equity (596,744)

Total Liabilities & Equity \$ **738,936**

ASM - Irving Convention Center
Income Statement
For the Two Months Ending November 30, 2020

	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	58,881	58,881	0	65,581	65,581	0	0
Service Revenue	2,200	3,000	(800)	3,363	4,163	(800)	0
Service Expenses	(1,820)	(3,000)	1,180	(2,732)	(6,735)	4,003	0
Total Direct Event In	59,261	58,881	380	66,212	63,009	3,203	0
Ancillary Income							
F & B Concessions	0	0	0	0	0	0	0
F & B Catering	7,705	12,432	(4,727)	7,705	12,432	(4,727)	0
Parking	342	0	342	1,774	0	1,774	0
Electrical Services	950	950	0	950	950	0	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	400	400	0	400	400	0	0
Total Ancillary Inco	9,397	13,782	(4,385)	10,829	13,782	(2,953)	0
Total Event Income	68,658	72,663	(4,005)	77,041	76,791	250	0
OTHER OPERATING INCOME							
Other Income	21,440	21,375	65	47,592	42,750	4,842	0
Total Other Operatin	21,440	21,375	65	47,592	42,750	4,842	0
Adjusted Gross Inco	90,098	94,038	(3,940)	124,633	119,541	5,092	0
INDIRECT EXPENSES							
Salaries & Wages	146,675	146,687	12	287,355	286,686	(669)	0
Payroll Taxes & Ben	60,261	62,322	2,061	120,706	122,768	2,062	0
Labor Allocations to	(1,755)	0	1,755	(1,755)	0	1,755	0
Net Salaries and Ben	205,181	209,009	3,828	406,306	409,454	3,148	0
Contracted Services	37,428	42,043	4,615	78,780	83,759	4,979	0
General and Adminis	35,920	15,700	(20,220)	54,040	33,389	(20,651)	0
Operating	10,583	14,133	3,550	26,529	24,542	(1,987)	0
Repairs & Maintenan	22,755	20,741	(2,014)	39,298	31,941	(7,357)	0
Operational Supplies	8,613	11,283	2,670	14,277	17,566	3,289	0
Insurance	6,036	7,544	1,508	12,072	13,580	1,508	0
Utilities	36,006	43,333	7,327	73,297	80,844	7,547	0
Other	(6,777)	0	6,777	(11,603)	0	11,603	0
ASM Management F	14,632	14,632	0	28,382	28,382	0	0
Total Indirect Expens	370,377	378,418	8,041	721,378	723,457	2,079	0

ASM - Irving Convention Center
Income Statement
For the Two Months Ending November 30, 2020

	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><u>(280,279)</u></u>	<u><u>(284,380)</u></u>	<u><u>4,101</u></u>	<u><u>(596,745)</u></u>	<u><u>(603,916)</u></u>	<u><u>7,171</u></u>	<u><u>0</u></u>

November 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 End of daylight saving time	2	3	4	5 Home Staging & Redesign Association Home Staging & Redesign Association Definite	6	7
8 Home Staging & Redesig... Home Staging & Redesign Assoc... Definite	9	10	11 Veteran's Day 7th Sense Research 7th Sense LLC Definite	12	13	14
15 7th Sense Research 7th Sense LLC Definite	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27	28
29	30	1	2	3	4 Battle of Texas Battle Up Productions (Battle of Texas) Definite	5 Texas Scorecard Empower Texans Definite



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: February 1, 2021

Monthly Financial Summary

For Period Ending December 31, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	24,400	59,700	50,750	124,900	186,600	105,750	131,000	216,700	128,275	1,141,006		
Service Income	1,163	2,200	13,388	350	10,000	14,000	14,500	18,000	13,000	14,250	12,500	7,500	120,851		
Service Expenses	(912)	(1,820)	(9,969)	(3,000)	(3,000)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(41,201)		
Total Direct Event Income	6,951	59,261	50,769	21,750	66,700	61,750	135,900	201,600	115,250	142,250	225,700	132,775	1,220,656		
Ancillary Income															
F & B Concessions	-	-	5,195	2,500	2,100	11,000	10,000	29,500	15,500	8,000	40,000	8,059	131,854		
F & B Catering	-	7,705	24,452	10,000	126,700	46,560	138,360	298,320	272,375	141,920	153,196	375,630	1,595,218		
Parking: Self Parking	1,432	342	6,851	11,460	22,390	10,700	20,400	34,920	31,100	34,150	56,600	30,500	260,845		
Electrical Services	-	950	300	1,560	2,600	4,500	10,700	25,000	5,000	5,000	14,000	14,500	84,110		
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)		
Internet Services	-	400	(840)	-	-	-	500	-	-	-	-	-	60		
Total Ancillary Income	1,432	9,397	35,958	25,520	153,790	72,760	179,960	387,740	323,975	189,070	263,796	428,689	2,072,087		
Total Event Income	8,383	68,658	86,727	47,270	220,490	134,510	315,860	589,340	439,225	331,320	489,496	561,464	3,292,743		
Other Operating Income	26,152	21,440	17,278	21,375	21,375	21,375	21,625	46,625	46,625	46,625	46,625	46,625	383,745		
Adjusted Gross Income	34,535	90,098	104,005	68,645	241,865	155,885	337,485	635,965	485,850	377,945	536,121	608,089	3,676,488	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	157,405	156,934	156,934	156,934	170,156	170,156	170,156	170,192	170,156	170,092	1,936,469		
Benefits	60,444	60,261	61,935	62,322	61,446	61,446	61,446	61,446	61,446	61,446	61,446	98,661	773,742		
Less: Event Labor Allocations	-	(1,755)	(1,880)	-	-	-	-	-	-	-	-	-	(3,635)		
Net Employee Wages and Benefits	201,124	205,181	217,460	219,256	218,380	218,380	231,602	231,602	231,602	231,638	231,602	268,753	2,706,576		
Contracted Services	41,352	37,428	38,674	45,522	45,522	45,522	55,052	55,052	55,052	55,052	55,052	55,051	584,328		
General and Administrative	18,120	35,920	36,120	15,775	22,025	21,225	18,890	25,815	25,610	50,336	30,206	71,994	372,036		
Operations	15,945	10,583	11,742	14,133	14,133	15,433	35,083	35,083	35,083	35,083	35,083	35,083	292,467		
Repair & Maintenance	16,541	22,755	32,712	24,480	24,480	24,480	23,514	23,514	23,514	35,514	23,514	23,514	298,529		
Supplies	5,665	8,613	9,190	11,283	11,283	3,300	13,033	13,033	13,033	13,033	13,033	13,335	128,134		
Insurance	6,036	6,036	7,091	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	87,059		
Utilities	37,290	36,007	40,379	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	503,673		
Other	(4,826)	(6,777)	(4,256)	-	-	-	-	-	-	-	-	-	(15,858)		
SMG Management Fees	13,750	14,632	17,831	15,500	22,537	19,552	23,232	34,509	38,798	24,342	27,800	40,432	292,915		
Total Operating Expenses	350,997	370,377	406,943	396,825	409,236	398,768	451,282	469,484	473,868	495,874	467,166	559,039	5,249,858		
Net Income (Loss) From Operations	(316,462)	(280,279)	(302,938)	(328,180)	(167,371)	(242,883)	(113,797)	166,481	11,983	(117,929)	68,955	49,050	(1,573,371)	(178,371)	

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending December 31, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	3,695	1,500	2,195	0
Events	6	5	1	0
Event Days	13	13	0	0
Direct Event Income	50,769	47,100	3,669	0
Ancillary Income	35,958	21,280	14,678	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	86,727	68,380	18,347	0
Other Operating Income	17,278	21,375	(4,097)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	104,005	89,755	14,250	0
Indirect Expenses	(406,943)	(386,944)	(19,999)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(302,938)</u>	<u>(297,189)</u>	<u>(5,749)</u>	<u>0</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Three Months Ending December 31, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	4,683	2,263	2,420	0
Events	10	9	1	0
Event Days	28	26	2	0
Direct Event Income	116,981	110,109	6,872	0
Ancillary Income	46,788	35,062	11,726	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	163,769	145,171	18,598	0
Other Operating Income	64,870	64,125	745	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	228,639	209,296	19,343	0
Indirect Expenses	(1,128,321)	(1,110,401)	(17,920)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	(899,682)	(901,105)	1,423	0
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ASM - Irving Convention Center
Balance Sheet
December 31, 2020

ASSETS

Current Assets

Cash	\$	395,054
Accounts Receivable		62,931
Prepaid Assets		7,398
Inventory		52,192

Total Current Assets 517,575

Total Assets \$ **517,575**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	273,654
Accrued Expenses		49,901
Deferred Income		0
Advance Ticket Sales/Deposits		703,060
Other Current Liabilities		0

Total Current Liabilities 1,026,615

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,026,615

Equity

Net Funds Received		13,531,068
Retained Earnings		(13,140,426)
Net Income (Loss)		(899,682)

Total Equity (509,040)

Total Liabilities & Equity \$ **517,575**

ASM - Irving Convention Center
Income Statement
For the Three Months Ending December 31, 2020

	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	47,350	48,600	(1,250)	112,931	114,181	(1,250)	0
Service Revenue	13,388	1,500	11,888	16,751	5,663	11,088	0
Service Expenses	(9,969)	(3,000)	(6,969)	(12,701)	(9,735)	(2,966)	0
Total Direct Event In	50,769	47,100	3,669	116,981	110,109	6,872	0
Ancillary Income							
F & B Concessions	5,195	0	5,195	5,195	0	5,195	0
F & B Catering	24,452	21,280	3,172	32,158	33,712	(1,554)	0
Parking	6,851	0	6,851	8,625	0	8,625	0
Electrical Services	300	0	300	1,250	950	300	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	(840)	0	(840)	(440)	400	(840)	0
Total Ancillary Inco	35,958	21,280	14,678	46,788	35,062	11,726	0
Total Event Income	86,727	68,380	18,347	163,769	145,171	18,598	0
OTHER OPERATING INCOME							
Other Income	17,278	21,375	(4,097)	64,870	64,125	745	0
Total Other Operatin	17,278	21,375	(4,097)	64,870	64,125	745	0
Adjusted Gross Inco	104,005	89,755	14,250	228,639	209,296	19,343	0
INDIRECT EXPENSES							
Salaries & Wages	157,405	146,687	(10,718)	444,762	433,373	(11,389)	0
Payroll Taxes & Ben	61,935	62,322	387	182,639	185,089	2,450	0
Labor Allocations to	(1,880)	0	1,880	(3,635)	0	3,635	0
Net Salaries and Ben	217,460	209,009	(8,451)	623,766	618,462	(5,304)	0
Contracted Services	38,674	45,521	6,847	117,455	129,280	11,825	0
General and Adminis	36,120	14,595	(21,525)	90,159	47,984	(42,175)	0
Operating	11,742	14,133	2,391	38,271	38,675	404	0
Repairs & Maintenanc	32,712	25,740	(6,972)	72,008	57,681	(14,327)	0
Operational Supplies	9,190	11,583	2,393	23,469	29,150	5,681	0
Insurance	7,091	7,544	453	19,163	21,124	1,961	0
Utilities	40,379	43,333	2,954	113,676	124,177	10,501	0
Other	(4,256)	0	4,256	(15,859)	0	15,859	0
ASM Management F	17,831	15,486	(2,345)	46,213	43,868	(2,345)	0
Total Indirect Expens	406,943	386,944	(19,999)	1,128,321	1,110,401	(17,920)	0

ASM - Irving Convention Center
Income Statement
For the Three Months Ending December 31, 2020

	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><u>(302,938)</u></u>	<u><u>(297,189)</u></u>	<u><u>(5,749)</u></u>	<u><u>(899,682)</u></u>	<u><u>(901,105)</u></u>	<u><u>1,423</u></u>	<u><u>0</u></u>

December 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4 Battle of Texas Battle Up Productions (Battle of Texas) Definite	5 Texas Scorecard Empower Texans Definite
6 University of Dallas Grad... University of Dallas Definite	7	8 Escalent Auto Research Escalent Definite	9	10	11	12
13 Escalent Auto Research Escalent Definite	14	15	16	17	18 Spirit Championships Spirit Network Definite	19
20 NTASGU Winter Compet... Express Cheer Definite	21	22	23	24	25 Christmas Day	26
27	28	29	30	31	1 New Year's Day	2



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: February 12, 2021

Monthly Financial Summary

For Period Ending January 31, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	24,400	82,050	64,875	75,000	112,550	5,750	54,000	74,400	57,775	663,731		
Service Income	1,163	2,200	13,388	1,450	3,750	2,000	2,750	2,500	13,000	9,500	13,500	8,250	73,451		
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(3,000)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(41,195)		
Total Direct Event Income	6,951	59,261	50,769	22,856	82,800	63,875	74,250	112,050	15,250	60,500	84,400	63,025	695,987		
Ancillary Income															
F & B Concessions	-	-	5,195	4,919	2,100	-	2,500	5,000	1,500	8,000	10,000	5,000	44,214		
F & B Catering	-	7,705	24,452	11,352	26,950	14,820	3,000	43,320	71,895	86,520	92,796	199,830	582,640		
Parking: Self Parking	1,432	342	6,851	13,268	3,690	-	7,600	4,920	9,100	5,000	5,000	25,500	82,704		
Electrical Services	-	950	300	1,560	-	-	2,500	1,500	1,500	1,500	1,500	14,500	25,810		
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)		
Internet Services	-	400	(840)	-	-	-	500	-	-	-	-	-	60		
Total Ancillary Income	1,432	9,397	35,958	31,099	32,740	14,820	16,100	54,740	83,995	101,020	109,296	244,830	735,427		
Total Event Income	8,383	68,658	86,727	53,955	115,540	78,695	90,350	166,790	99,245	161,520	193,696	307,855	1,431,413		
Other Operating Income	26,152	21,440	17,278	22,428	21,375	21,375	21,625	36,625	36,625	36,625	36,625	36,625	334,798		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	34,535	90,098	452,005	76,382	136,915	450,070	111,975	203,415	484,620	198,145	230,321	692,730	3,161,211	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	157,405	111,514	150,092	150,092	163,314	163,314	163,314	163,314	163,314	163,304	1,836,331		
Benefits	60,444	60,261	61,935	64,201	61,446	61,446	61,446	61,446	61,446	61,446	61,446	92,609	769,569		
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	-	-	-	-	-	-	-	-	(4,595)		
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	211,538	211,538	224,760	224,760	224,760	224,760	224,760	255,913	2,601,306		
Contracted Services	41,352	37,428	38,674	40,001	44,155	44,155	53,685	53,685	53,685	53,685	53,685	53,685	567,875		
General and Administrative	18,120	35,920	36,120	23,698	16,395	18,875	17,290	21,365	24,010	45,786	24,606	70,669	352,853		
Operations	15,945	10,583	11,742	11,977	14,133	15,433	23,083	23,083	27,083	23,083	23,083	23,083	222,311		
Repair & Maintenance	16,541	22,755	32,712	21,623	24,480	24,480	23,514	23,514	23,514	23,514	23,514	35,514	295,672		
Supplies	5,665	8,613	9,190	8,917	11,283	3,300	13,033	13,033	13,333	13,033	13,033	13,335	125,767		
Insurance	6,036	6,036	7,091	6,036	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	85,551		
Utilities	37,290	36,007	40,379	37,169	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	497,509		
Other	(4,826)	(6,777)	(4,256)	2,070	-	-	-	-	-	-	-	-	(13,788)		
SMG Management Fees	13,750	14,632	17,831	14,866	15,950	14,959	13,750	17,284	19,615	20,812	21,320	30,072	214,840		
Total Operating Expenses	350,997	370,377	406,943	341,112	388,810	383,616	419,991	427,600	436,876	455,549	434,877	533,147	4,949,898		
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(251,895)	66,454	(308,016)	(224,185)	47,744	(257,404)	(204,556)	159,583	(1,788,687)	(393,687)	

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	3,525	4,000	(475)	0
Events	2	2	0	0
Event Days	5	6	(1)	0
Direct Event Income	22,856	34,750	(11,894)	0
Ancillary Income	31,099	51,820	(20,721)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	53,955	86,570	(32,615)	0
Other Operating Income	22,428	21,375	1,053	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	76,383	107,945	(31,562)	0
Indirect Expenses	(341,112)	(410,047)	68,935	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(264,729)</u>	<u>(302,102)</u>	<u>37,373</u>	<u>0</u>

ASM - Irving Convention Center
 Financial Statements Year to Date Highlights
 For the Four Months Ending January 31, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	8,208	6,263	1,945	0
Events	12	11	1	0
Event Days	33	32	1	0
Direct Event Income	139,837	144,859	(5,022)	0
Ancillary Income	77,887	86,882	(8,995)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	217,724	231,741	(14,017)	0
Other Operating Income	87,298	85,500	1,798	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	305,022	317,241	(12,219)	0
Indirect Expenses	(1,469,437)	(1,520,447)	51,010	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(1,164,415)</u>	<u>(1,203,206)</u>	<u>38,791</u>	<u>0</u>

ASM - Irving Convention Center
Balance Sheet
January 31, 2021

ASSETS

Current Assets

Cash	\$	417,289
Accounts Receivable		101,605
Prepaid Assets		6,949
Inventory		50,880

Total Current Assets 576,723

Total Assets \$ **576,723**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	263,800
Accrued Expenses		356,068
Deferred Income		0
Advance Ticket Sales/Deposits		730,628
Other Current Liabilities		0

Total Current Liabilities 1,350,496

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,350,496

Equity

Net Funds Received		13,531,068
Retained Earnings		(13,140,426)
Net Income (Loss)		(1,164,415)

Total Equity (773,773)

Total Liabilities & Equity \$ **576,723**

ASM - Irving Convention Center
Income Statement
For the Four Months Ending January 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	24,400	34,400	(10,000)	137,331	148,581	(11,250)	0
Service Revenue	1,450	3,350	(1,900)	18,201	9,013	9,188	0
Service Expenses	(2,994)	(3,000)	6	(15,695)	(12,735)	(2,960)	0
Total Direct Event In	22,856	34,750	(11,894)	139,837	144,859	(5,022)	0
Ancillary Income							
F & B Concessions	4,919	7,000	(2,081)	10,114	7,000	3,114	0
F & B Catering	11,352	25,000	(13,648)	43,510	58,712	(15,202)	0
Parking	13,268	11,460	1,808	21,893	11,460	10,433	0
Electrical Services	1,560	7,660	(6,100)	2,810	8,610	(5,800)	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	0	700	(700)	(440)	1,100	(1,540)	0
Total Ancillary Inco	31,099	51,820	(20,721)	77,887	86,882	(8,995)	0
Total Event Income	53,955	86,570	(32,615)	217,724	231,741	(14,017)	0
OTHER OPERATING INCOME							
Other Income	22,428	21,375	1,053	87,298	85,500	1,798	0
Total Other Operatin	22,428	21,375	1,053	87,298	85,500	1,798	0
Adjusted Gross Inco	76,383	107,945	(31,562)	305,022	317,241	(12,219)	0
INDIRECT EXPENSES							
Salaries & Wages	111,514	170,156	58,642	556,275	603,529	47,254	0
Payroll Taxes & Ben	64,201	62,322	(1,879)	246,844	247,411	567	0
Labor Allocations to	(960)	0	960	(4,595)	0	4,595	0
Net Salaries and Ben	174,755	232,478	57,723	798,524	850,940	52,416	0
Contracted Services	40,001	45,521	5,520	157,455	174,801	17,346	0
General and Adminis	23,698	15,775	(7,923)	113,857	63,759	(50,098)	0
Operating	11,977	14,133	2,156	50,247	52,808	2,561	0
Repairs & Maintenan	21,623	24,480	2,857	93,634	82,160	(11,474)	0
Operational Supplies	8,917	11,283	2,366	32,386	40,433	8,047	0
Insurance	6,036	7,544	1,508	25,199	28,668	3,469	0
Utilities	37,169	43,333	6,164	150,845	167,510	16,665	0
Other	2,070	0	(2,070)	(13,789)	0	13,789	0
ASM Management F	14,866	15,500	634	61,079	59,368	(1,711)	0
Total Indirect Expens	341,112	410,047	68,935	1,469,437	1,520,447	51,010	0

ASM - Irving Convention Center
Income Statement
For the Four Months Ending January 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(264,729)</u>	<u>(302,102)</u>	<u>37,373</u>	<u>(1,164,415)</u>	<u>(1,203,206)</u>	<u>38,791</u>	<u>0</u>

January 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 New Year's Day	2
3	4	5	6	7	8	9 Las Colinas Bridal Show Bridal Shows Inc. Definite
10 Las Colinas Bridal Show Bridal Shows Inc. Definite	11	12	13	14	15	16
17	18 Martin Luther King Jr. Day	19	20	21 Texas Prime Meet Texas Dreams Gymnastics Definite	22	23
24 Texas Prime Meet Texas Dreams Gymnastics Definite	25	26	27	28	29	30
31	1	2	3	4 7th Sense Auto Research 7th Sense LLC Definite	5	6 Irving Police Departmen... City of Irving Police Department Definite

Nominee Biography (The person you are nominating)

Name: Fatema Biviji
Address: 2107 Wilesta Drive, Irving, TX 75061

Primary Phone: (214) 208-9488

Email Address: fatema.m.biviji@gmail.com

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

I am proud to nominate Fatema Biviji for the High Spirited Citizen Award of Irving, Texas. She has coordinated and influenced neighbors and small businesses to become active and engaging with the Irving Downtown Holiday Celebration. She worked alongside a former High-Spirited Citizen Award Winner, Sharon Barbosa-Crain, in this effort. A public social media page of 177 members continue to discuss and plan for ongoing activities. The webpage includes posts of artwork, upcoming holiday celebrations, and other ideas/suggestions. She has also worked on fundraisers, numerous community events, business mixers, and educational outreach opportunities.

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Last October 2020, needing to get out of the house during the pandemic, Fatema started a group of nature lovers of Irving neighbors and volunteers to cultivate an area I call, "Butterfly Garden", which is a specific piece of area of Champion Trail in Irving. She has launched a social media page called Pollinator People of Irving. It only has 41 members, but the devoted group is out there almost every other Sunday for a couple of hours each session; seeding, weeding, and watering the distinctive plants and flowers. They work diligently while socially distanced. This is ultimately maintained by the Irving Parks Department.

Please list nominee's honors and awards:

She is a board member (all nonpaid) of the Irving League of Women Voters, the Irving Parks Board, and constant contributor to the Irving-Carrollton NAACP organization. As the WebMaster Coordinator for the ILWV, she has determined the website for all of us to use as paid members. From her research, it became highly recommended for us to use immediately. As a Parks Board member, she was a crucial part of the grand opening for the Levy Event Plaza on Lake Carolyn. And most recently, she has helped collect toys for Blue Christmas and guided vehicles for the drive-thru of MLK Luncheon Celebration. She is dedicated to community public works and looking to invest time with Tree City USA.

Additional Information about the nominee:

She is a critical thinker, dedicated lady leader, and compassionate about volunteerism in Irving. Fatema is an outstanding candidate for the High-Spirited Citizen of Irving Award. Thank you for allowing me to nominate Fatema. * Annette

No. of years nominee has resided in Irving: 8

Nominated by (Your information)

Name: Annette French
Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

Nominee Biography (The person you are nominating)

Name: Mark McKee

Address: 4948 Courtside Drive, Irving, TX 75038

Primary Phone:

Email Address: emmckee3@gmail.com

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

So I am proud to nominate Mark McKee for the High Spirited Citizen Award. He is a magnificent family man, father, husband, and nature lover. As a neighbor, he selflessly initiated and organized our neighborhood's family fun potluck picnic @ Dorris Park for the Broadmoor Hills hood. He is about fun, food, and family. He loves animals and constantly supporting the Animal Care Campus on Valley View Road. Providing extra dog food/toys for them. He started the "Taste Of Irving" Facebook page, as a social media community connection. So many restaurant patrons from all over Irving share feedback of their experiences, including pictures of their plates and happy appetites satisfied. Many, many residents and guests have commented on several foods and the FB group has gained 5.2k = 5200 fan members!

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Speaking of FOOD, he singlehandedly provided his family's first (and only) stimulus check to generate Operation #projectgiftback. See Dallas Morning News article about this extravaganza, May 6, 2020. This was a critical and crucial at the start of the pandemic when many restaurant servers had reduced hours. He certainly pushed for all to order take-out or/and purchase gift cards, anything to support restaurants from closing. This act was tremendous! He has chaired other fundraisers, and works in other capacities outside his normal job! He is truly an outstanding High Spirited Citizen!

Please list nominee's honors and awards: Not sure. Please contact him directly.

Additional Information about the nominee: He lives in Irving and due to the pandemic, works from home, so definitely working & living in Irving. Thank you for allowing me to nominate. Annette*

No. of years nominee has resided in Irving: 8

Nominated by (Your information)

First Name: Annette

Last Name: French

Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

High Spirited Citizen Nomination

Name:	Elouise McMillian
Address/Zip:	2501 Patrick Street, Irving, TX 75060
Primary Phone:	(972) 995-5605
Email:	
Please list nominee's civic affiliations in Irving, and if past or present:	Keep Irving Beautiful Volunteer Ben Washington Baptist Church DFW International Airport Ambassador Lamar Brown Neighborhood Association Irving Citizens Fire Academy Irving Citizens Police Academy Great Days of Service Chi Eta Phi Professional Sorority
Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:	<ul style="list-style-type: none"> • Keep Irving Beautiful – Elouise started volunteering with KIB at cleanups as part of the litter collection teams, and has been the registration table team leader for KIB's two biggest annual cleanups - the Don't Mess with Texas Trash-Off" in the spring and the Trash Bash in the fall – for many years. Her leadership and organizational skills are invaluable in ensuring that the hundreds of volunteers are checked in and given instructions to make sure the events run smoothly. She also volunteers each year at the KIB awards banquet to welcome and sign in the guests • Keep Texas Beautiful "50 Years of KTB" – featured story contributor 2017 • Lamar Brown Neighborhood Association Director
Honors and awards:	<ul style="list-style-type: none"> • Keep Irving Beautiful – Dr. George Susat Senior Citizen Award – 2011 • Keep Texas Beautiful – State Volunteer of the Month and OP Schnabel Senior Citizen Award, Honorable Mention – 2017 • Keep America Beautiful – National Volunteer Spotlight – 2017 •DFW International Airport Ambassador - Ambassador of the Month (3 times) • Lambda Eta Chapter of Chi Eta Phi Sorority - Distinguished Volunteer Award
Additional Info:	We can't imagine a better welcome to Texas for an airline passenger than to have Elouise McMillian be the first person they meet at the airport as their friendly ambassador Her positive attitude and kind spirit are contagious, and you can tell that she just loves giving of herself to help others. She was interviewed by ICTN several years ago for their story on the Trash-Off, and what she said sums up her outlook on life and giving back to the community. "If you come with a giving heart - a servant's heart - you'll love volunteering. It's a wonderful thing. It's great."
No of yrs an Irvingite	27

Nominated by (Your information)

Name:	Rick Hose	Privacy Policy
I have read and agree to the privacy policy.:	Yes	

Nominee Biography (The person you are nominating)

First Name: Wanda Zamorano

Address: 531 Ranch Trail #157, Irving, TX 75063

Primary Phone:

Email Address: zamoranw@prodigy.net

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:

I am so proud to nominate Wanda Zamorano for the High Spirited Award of Irving. She is definite pillar in the Irving community helping several women social organizations, and being a voice for marginalized youth and young adults, and dedicates most of her time to the homeless. If anyone, anywhere, has a question about homeless in Irving, the majority of the responses which include several Irving nonprofits or churches, but the name that stands out is WANDA. For years, she has dedicated time to serve dinners every Thursday at Good Shepherd Lutheran Church, on 2620 W. Grauwylar Rd., Irving 75061, 5:00 PM and assist founders of Many Helping Hands.

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:

Unfortunately due to the pandemic the in-person dinners are no longer allowed, however every Thursday @ 1pm, Wanda has a select group of ladies meet at her home in order to make sleeping bags with plastic bags, and mats, tote bags, face masks, and toboggans for men, women, children, and for all sizes. These items are then delivered to (2) two local homeless centers and two (2) women shelters. She invites and welcomes anyone, young or older, to volunteer along her side. She is patient and a good listener. She sees where there is a need and tries her best to fill that void.

Please list nominee's honors and awards:

She has hosted interns at her house for the summer, allowing full use of her house and vehicle. She has contributed to fundraisers and outreach events for human trafficking victims. She also has worked on several school board initiatives and notifies board members when she doesn't understand something.

Additional Information about the nominee:

Email: As a retired educator, she makes it her business to do good where ever she can. She loves the arts, including music, and frequently sends out electronic notification links to global music festivals or educational workshops online. Being such an involved volunteer, she hardly misses a Zoom meeting since she is at home. She is another excellent candidate for the High Spirited Citizen Award of Irving. Thank you for for this nomination for Wanda. *
Annette

No. of years nominee has resided in Irving: 15

Nominated by (Your information)

First Name: Annette

Last Name: French

Email: french.annette@gmail.com

Physical Zip: 75038

Primary Phone: (214) 676-4883

Privacy Policy

I have read and agree to the privacy policy: Yes

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
BYLAWS**

ARTICLE I. PURPOSE

The Irving Convention and Visitors Bureau (hereafter “the Bureau”) and its Board (hereinafter “the Board”) were established by Ordinance No. 2414 on November 9, 1972. (Chapter 16B of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.) The Ordinance establishes that the Bureau shall function as a separate entity from the City of Irving, but it shall remain responsible only to the Irving City Council (hereafter “the City Council”) and shall have the following duties:

- (a) To make recommendations to the City Council concerning the acquisition, construction, lease or purchase of convention center facilities including but not limited to civic center convention buildings, auditoriums, coliseums and parking areas or facilities for the parking or storage of motor vehicles or other conveyances located at or in the immediate vicinity of the convention center facilities.
- (b) Provide or locate facilities, personnel and materials for the registration of convention delegates or registrants.
- (c) Advertise for general promotional and tourist advertising of the City and its vicinity and conducting solicitations and operating programs to attract conventions and visitors.
- (d) Employ a Director whose duties shall be the promotion of Irving as a convention and tourist attraction.

The Board further has designated its purpose by the adoption of a mission statement. As the Board may act in the future to amend this mission, the Bylaws will be considered updated immediately upon the action of the Board to adopt a new mission.

The mission of the Organization shall be to enhance Irving’s economy and quality of life by marketing and advocating for the development of Irving as a premier destination.

ARTICLE II. RULES GOVERNING BOARDS AND COMMISSIONS

The Board operates within the guidelines set out within the City Charter and the City of Irving Code of Civil and Criminal Ordinances. (Details are provided in the ICVB Board Orientation Manual.)

Per the City Charter, Article IX – GENERAL PROVISIONS, Sec. 10 – independent boards:

The City Council may by ordinance provide that the management and operation of the Bureau shall be conducted independently of the office of city manager and the general management of the city. Such ordinance may provide that the Board shall have the exclusive right to appoint, remove and supervise the Executive Director of the Bureau and may give the Executive Director the exclusive authority to hire, discharge and supervise the employees of the Bureau.

The Board of the Bureau shall recommend to the City Council the Bureau's annual budget and the manner and use of the expenditures and allocation of Bureau revenues and funds. Final approval of the Bureau budget and the expenditure of Bureau funds, as well as the classification and salary structure of Bureau employees, shall be recommended by the Board and shall be the sole responsibility and prerogative of the City Council.

By approval of the Bureau's annual budget, its expenditures and allocation of Bureau revenues and funds, administrative services required by other city departments in support of the approved budget are authorized.

ARTICLE III. ORGANIZATION AND MEMBERSHIP

Section 1

The governance of the Bureau shall be vested in the Board as provided in these Bylaws. The Board shall set policy for, and oversee the Bureau's operations on behalf of the Irving City Council. The Board shall have the authority to adopt and enforce such policies, procedures and regulations as deemed appropriate to the Bureau, the visitor industry and the City of Irving. Members of the Board shall serve without compensation.

Membership shall consist of the following: a twenty-seven (27) member Board of Directors: thirteen (13) voting members, and fourteen (14) non-voting members, three (3) of whom are ex officio members. All members of the Board are appointed by the Irving City Council. Only the City Council has the authority to remove members of the Board.

Nine (9) voting members shall not be employed by, nor own an interest in, the hospitality or tourism industry; one (1) voting member shall be the current chair of the Greater Irving-Las Colinas Hotel Association; one (1) voting member shall be representative of the Irving hotel/motel industry; one (1) voting member shall be representative of the hospitality industry at-large (although not restricted to the hotel/motel industry); and one (1) voting member shall be representative of the restaurant industry.

Two (2) non-voting members shall be representatives of the hospitality industry, based upon the recommendation of the Board and the Greater Irving-Las Colinas Hotel Association; ~~one-two (2)~~ one (1) non-voting members shall be representative of the hospitality industry at-large; one (1) non-voting member shall be representative of The Las Colinas

Association; one (1) non-voting member shall be representative of the University of Dallas; one (1) non-voting member shall be the current chair of Irving Tax Increment Reinvestment Zone No. 1 Board; one (1) non-voting member shall be the current chair of Dallas County Utility and Reclamation District Board or a designee of the chair; ~~one (1) non-voting member shall be representative of the Salesmanship Club of Dallas AT&T Byron Nelson Championship~~; one (1) non-voting member shall be a past Board member, based upon the recommendation of the Board; one (1) non-voting member shall be the Executive Director of the Irving Arts and Culture Department; and one (1) non-voting member shall be the Chair of the Irving Arts and Culture Board.

The three (3) ex officio, non-voting members shall be the chief executive officer of the Greater Irving-Las Colinas Chamber of Commerce, the chair of the board of the Greater Irving-Las Colinas Chamber of Commerce and the city manager or designee of the city manager.

One (1) of the voting members of the Board shall be elected by the Board as Chair and one (1) of the voting members shall be elected by the Board as Vice Chair. (Chapter 16B-1 of The Code of Civil and Criminal Ordinances of the City Of Irving, Texas, as amended by Ordinance 7217, February 19, 1998; as amended by Ordinance 8602, January 26, 2006; as amended by Ordinance 2011-9299, November 17, 2011; and as amended by Ordinance 2013-9421, January 10, 2013.)

The nine (9) voting members who shall not be employed by, nor own an interest in the hospitality or tourism industry must be residents of the City of Irving, eligible to vote in city elections. There is no residency requirement for the representative of the hotel/motel industry, representative of the hospitality industry at-large, representative of the restaurant industry, and the chair of the Greater Irving-Las Colinas Hotel Association.

All voting members of the Board shall serve for a period of two (2) years, unless sooner removed, with the exception of the voting member that is the chair of the Greater Irving-Las Colinas Hotel Association, whose term shall be defined by the term of service as its chair. Voting members of the Irving Convention and Visitors Bureau Board shall serve no more than three (3) full consecutive terms. When a member is appointed to complete a partial term, that partial term shall not count in computing the three (3) full consecutive terms. Non-voting and/or ex officio members may not be limited to three (3) consecutive terms, except that the one (1) non-voting member who is a past Board member should serve no more than one (1) full term; the Board may recommend to the City Council that the one (1) non-voting member who is a past Board member may serve a second full consecutive term.

The thirteen (13) voting members shall occupy a place on the Board, such places being numbered 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, and 13. The terms of office for places 1, 3, 5, 7, 9, 11, and 13 shall expire on odd-numbered years and the terms of office for places 2, 4, 6, 8, and 10 shall expire on even-numbered years; the term of office for place 12 is tied to the term of service as chair. The voting member representing the hotel/motel industry shall occupy place number 10, the voting member representing the hospitality industry at-large shall occupy place number 11; the voting member that is the chair of the Greater Irving-Las Colinas Hotel Association shall occupy place number 12; and the voting member representing the restaurant industry shall occupy place number 13.

(Section 16B-2 (c) (2) of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.)

The terms of office for all non-voting members of the Board will be defined by their terms of service as chairs of their respective entities or as designated by their respective entities.

In addition, the Board requests that the Mayor designate a member of the City Council to serve as City Council liaison to the Board, whose service is requested to ensure the Council's priorities are aligned with the Board's and to ensure the industry's priorities and concerns are conveyed to the Council. It is requested that the Council liaison be an active participant in the Board's regular meetings, including that of its Executive Committee.

Section 2

It shall be the duty of each member of the Board to take an active part in the deliberations of the Board and to act in whatever capacity he/she may be called.

It also shall be the duty of each Voting Member of the Board to actively participate in at least one committee of the Board each year.

Section 3

If a Board member is absent from three (3) consecutive regularly scheduled meetings within a twelve-month period without providing notice to the staff liaison, the Board member shall immediately forfeit the Board position. Enforcement of these attendance provisions are at the discretion of the City Council. Attendance rolls will be provided to the Office of the City Secretary annually or as otherwise requested. (Chapter 38, Sec. 38-5 Attendance of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.)

Section 4

In the spirit of serving all of the City of Irving, a Board member may not concurrently serve on the Board of a related organization that creates a conflict of interest and should avoid any conflict of interest. Board members shall act in good faith, with undivided loyalty to the Bureau and with the high degree of diligence, care and skill which reasonably prudent persons would exercise in the conduct of their own affairs. Members of the Board may not take advantage of their positions, nor the knowledge gained there from, for private gain or other personal advantage, either for themselves, their families or anyone else with whom they have a direct or indirect personal or financial interest, to the detriment of the Bureau.

Board members must reveal conflicts of interest and apparent conflicts of interest which may exist through the disclosure of interests and activities, such as: the ownership, direct or indirect, of a financial or other interest in organizations supplying goods or services to the Bureau, or in the organizations which provide services competitive with the Bureau; the receipt or acceptance of benefits from any organization doing, or seeking to do, business with the Bureau or with a competitor of the Bureau; or participation in or taking advantage of any business opportunity or activity in which the Bureau has an interest or which may be competitive with the Bureau.

In addition to the background information required by the City of Irving's Application for Boards, Commissions and Committees, to assure compliance with applicable State law and City ordinances, Board Members are required to submit a Conflict of Interest Disclosure Statement annually (or within 30 days of appointment to the ICVB Board) to the Chair. The Bureau will retain file copies of all statements, which are documents of public record. It is understood that Conflicts of Interest on individual issues or items may arise throughout the year that may not otherwise be assumed at the time the statement is signed. As these conflicts arise, Board members are required to provide a revised Conflict of Interest Disclosure Statement that will replace the document on file.

The Executive Committee will review the statements upon submission. Should there be a determination there is a conflict noted that may cause detriment to the organization, the Executive Committee will meet with the Board member in question, review the noted conflict and determine an appropriate course of action. If requested by the Chair, or if the Board member in question does not agree there is a conflict and the Executive Committee disagrees, the Executive Committee will request in writing an opinion from the City Attorney, with notification to the City Council liaison and the Mayor.

If any member of the Board perceives another member has a conflict of interest, the Chair must be notified in writing of the perceived conflict. The Executive Committee will meet with the Board member in question to review the issue that has been raised. If requested by the Chair, or if the Board member in question does not agree there is a conflict and the Executive Committee disagrees, the Executive Committee will request in writing an opinion from the City Attorney, with notification to the City Council liaison and the Mayor.

Section 5

The Board will adhere to all City of Irving policies and procedures relating to Boards and Commissions. The Board may adopt policies and procedures specifically for the Bureau, and may adopt addendums or exceptions to existing City of Irving policies specifically for the Bureau. The Board will provide documentation of any new policies, procedures and addendums to the City Council liaison. Any policies considered by the Board that are in direct conflict with City policies may require the review of the Office of the City Attorney and/or the authorization of the City Council before they may be adopted.

Section 6

The Board shall have a long-range strategic plan, which is reviewed annually and is updated at least every three years.

Section 7

The Board shall not discuss, engage in, facilitate or condone activities that restrain competition in violation of state or federal laws or otherwise.

Section 8

Under no circumstances is any member to take action or make any statement purporting to commit the Board unless given authority by a vote of the Board.

Section 9

Only the Board may take action on the Board's behalf.

ARTICLE IV. MEETINGS

Section 1

Regular Meetings: The Board shall meet monthly in regular session on dates approved by the Board and published annually. A monthly Board meeting may be omitted if authorized by the Chair.

Section 2

Special Meetings: Special meetings of the Board may be called by the Chair, or by any three (3) voting Board members, and upon written request to the Executive Director. The call for a special meeting shall specify the day and the hour of such special meeting, shall list the subject or subjects to be considered and a Public Notice shall be posted at least 72 hours before the meeting is scheduled to begin. The agenda for any special meeting shall include a designation of the person(s) who called such meeting. In accordance with state law, the notice to the public of an emergency meeting must be posted at least two hours before the meeting is scheduled to begin. An emergency meeting exists only if immediate action is required of a governmental body because of an “imminent threat to public health and safety” or a “reasonably unforeseeable situation” and/or state law.

A Special Meeting will be called at least once annually to review the performance of the Executive Director.

Section 3

Quorum: Seven (7) of thirteen (13) voting members shall constitute a quorum.

Section 4

Conducting Meetings: All meetings of the Board and its committees or task forces are conducted in accordance with the Texas Open Meetings Act in its most current version and all meetings will be posted in accordance with applicable law.

Section 5

It is the responsibility of the Executive Director to see that posting of all meetings (regular, special and committee) is: correct in content; posted timely (in accordance with Texas Open Meetings Act); and distributed to all concerned.

Section 6

Meeting agendas are prepared by the Executive Director and upon request, will be submitted to the Chair of the Board for review prior to posting. The Chair may place items on the agenda or request that items be removed from the agenda, provided that the request is made to the Executive Director in writing five (5) working days prior to the meeting. Three (3) voting members of the Board may place an item(s) on the agenda, provided that request is made to the Executive Director in writing five (5) working days prior to the meeting. If three voting members of the Board place an item on the agenda, it may not be removed by the Chair.

Copies of agendas shall be delivered to the City Secretary’s office for posting.

Section 7

Minutes of all open meetings are taken and filed appropriately.

Section 8

Meetings are governed by Robert's Rules of Order (latest edition) in all applicable cases.

Section 9

All meetings of the Board and its committees are "open" meetings unless closed. Closed meetings (executive sessions) are those that are allowed by state statute to be closed and may include matters dealing with personnel, leases, land purchases, economic development and litigation. All Board members may attend closed meetings (executive sessions); however, pursuant to the Open Meetings Act and Attorney General opinions, the Chair may exclude one or more members from a closed meeting.

Section 10.

Meetings will follow open meeting procedure and all applicable state and local laws, to include: call to order; roll call (may be conducted non-verbally by staff); determination of quorum (may be conducted non-verbally by staff); recognition of guests; minutes approval; acceptance of financial reports; individual action items, including a consent agenda if published; staff reports; committee reports; announcements; and adjournment.

At the Chair's discretion, the meeting's agenda may be adjusted to accommodate other priorities. Special Presentations may be scheduled at the Chair's discretion and the meeting agenda amended to accommodate these presentations.

Section 11

Guests wishing to express a position on an agenda item shall be allowed to speak per the requirements of the Texas Open Meetings Act and in accordance with the City of Irving Citizen Comments Process.

Section 12

Following input from guest(s) on any agenda item, the discussion will be closed to the audience and the Board will proceed with its discussion and action.

Section 13

Voting shall be by hand vote, voice vote or by written ballot by all voting members in attendance; individual votes will be recorded in the minutes.

Section 14

In the case of extraordinary or exigent events that may occur between meetings, when action to protect the interests of the organization is required and cannot wait until the next regularly scheduled meeting, a special meeting may be called with the appropriate notifications, and actions taken as posted, provided a quorum of all voting Board members is present for any actions.

Section 14

Action: Under no circumstances is any member to take action nor make any statement purporting to commit the Board unless given authority by a vote of the Board.

ARTICLE V. CODE OF CONDUCT

Each Board member has obligation to give his/her input into any subject being discussed by the Board. Each Board member's input should be solicited and considered. Each Board member should be made to feel his/her contribution is important.

The City of Irving Code of Ethics as adopted by Resolution No. 2014-278 is applicable to all Board members. (Details are provided in the ICVB Board Orientation Manual.)

ARTICLE VI. ELECTIONS, OFFICERS AND DUTIES

Section 1

The ICVB Board at its November meeting following the annual appointment of new members and re-appointments by the City Council shall elect from its members a Chair and Vice Chair as Officers for one-year terms and until their successors are elected. A slate will be created by the Board & Business Development Committee, and nominations may also be taken from the floor. Elections are conducted by the current seated board. All voting Board members are eligible to serve as officers. Board elections may be held by hand vote, voice vote or by written ballot by all voting members in attendance; individual votes will be recorded in the minutes.

The November meeting is the last meeting for any outgoing Board members; newly appointed board members assume their duties at the following meeting.

The Chair shall, when present, preside at all meetings of the Board. The Chair shall generally provide oversight for issues requiring authorization beyond the Executive Director's for the governance of the Convention and Visitors Bureau, including the signing of special resolutions and other such documents requiring the Chair's signature and such other duties as may from time to time be prescribed by resolution of the Board or that are otherwise incidental to this office, including all documents that also may be forwarded to the appropriate City of Irving department.

The Chair is the Chair of the Executive Committee, and also shall serve as an ex officio member of all other committees and shall make all required appointments of standing and special committees.

The Vice Chair shall, in the absence of the Chair, preside over meetings of the Board and its Executive Committee and otherwise exercise all the powers and duties of the Chair. The Vice Chair is the Vice Chair of the Executive Committee, and shall serve as an ex officio member of all other committees.

At least once annually, the Chair shall call a Special Meeting of the Board to establish goals and objectives for the Executive Director and the Bureau, to determine performance criteria and to review the performance of the Executive Director, and to make any determinations regarding incentive performance, as well as any opportunities for improvement. The Chair will encourage input from all Board Members in this meeting. Any direction, input or action approved by the Board as a result of this meeting will be

communicated to the Executive Director either privately by the Chair or with the Board as a whole, at the Chair's discretion.

No action by any officer shall be binding upon nor constitute an expression of the policy of the Bureau or Board until it has been approved by the Board.

Section 2

Board Officers shall hold offices for one (1) year and until their successors are elected. A person may hold the same office for a maximum of two consecutive years.

Section 3

In the event that a vacancy occurs in the office of Chair, the Vice Chair shall assume the duties of Chair. An election shall be held to fill the position of Vice Chair at the next regularly scheduled meeting, unless the situation warrants a special meeting be called.

Section 4

In the event that a vacancy occurs in the office of Vice Chair, the Chair may appoint a Board member temporarily to assume the duties of that office until the next regular Board meeting, at which time an election shall be held to fill the existing vacancy.

Section 5

In the event that a vacancy occurs in the offices of the Chair and Vice Chair at the same time, a special meeting may be called of the Board of Directors. If the vacancies are considered permanent, the Board shall elect from its members a Chair and Vice Chair. If the vacancies are temporary and are not expected to exceed three (3) months, the Board shall elect from its members an Acting Chair and an Acting Vice Chair.

Section 6

In the event of the absence of the Chair and Vice Chair from a meeting of the Board of Directors or the Executive Committee, the Chair of the Board Development Committee shall serve as Chair for the meeting. In the event of the absence of the Board Development Committee Chair, as well as the Board Chair and Vice Chair, the Destination Development Committee Chair shall serve as Chair for the meeting.

Section 7

No member of the Board of Directors has the ability to appoint or remove a person from the Board of Directors, nor does the Board as a body; this authority lies only with the City Council.

Section 8

The Board shall employ an Executive Director who shall be the chief executive officer of the Bureau, and in that capacity, serve as a non-voting member of the Board and all its committees. The Executive Director shall be responsible for the preparation and preservation of all records detailing the administrative affairs of the Bureau and the Board. The Executive Director may delegate Board committee and reporting responsibilities to other employees of the Bureau.

ARTICLE VII. COMMITTEES AND DUTIES

Section 1

Standing committees are appointed by order of the Chair, as are the Chairs and Vice Chairs of these. All members of the board may serve as voting members of the standing committees; however, committee membership shall not necessarily be restricted to members of the Board. However, the Chair of said standing committees shall be a member of the Board and shall be appointed by the Board Chair. Committee chairs and member appointments should be made by the Chair at the first meeting following each annual meeting of members at which the officers are elected (typically the December meeting), and their appointments are in effect for the following calendar year. The standing committee Chairs and Vice Chairs are appointed by the Chair and ~~therefore~~ may serve multiple years as Chair or Vice Chair at the respective Board Chair's discretion.

The Board Chair shall have the authority to appoint task forces, liaisons or special committees at will; any such appointment shall report directly to the Chair and shall terminate at the end of the Chair's term. Appointees to these task forces, liaisons or special committees shall not necessarily be restricted to members of the Board.

The Board Chair shall ensure that an orientation shall be conducted for new Board members within the first three months of appointment that would include the responsibilities and accountability of the entire Board, including its oversight of the Executive Director. This orientation should be coordinated through the Board & Business Development Committee or may be conducted separately at the Chair's discretion; all board members are welcome to attend. At the invitation of the Board Chair, newly elected members of the City Council should be encouraged to attend an orientation; all current City Council members are welcome to attend.

No action by any committee shall be binding upon nor constitute an expression of the policy of the Bureau or its Board until it has been approved by the Board.

All committee reports and recommendations shall be submitted to the full Board, but they shall be deemed only advisory in nature until after they have been reviewed and confirmed by the full Board, and any actions requested taken by the full Board. If any committee deems a matter sufficiently urgent to require action before the next meeting of the full Board, it shall convey its recommendation to the Executive Committee.

Section 2

The committees meet at their discretion and shall consider such matters as are referred to them by the Board Chair or requested by the Executive Director, shall keep records of their activities and recommendations, and shall report to the Board at such intervals as required by the Board. Standing committee chairs may appoint subcommittees, liaisons, task forces or work groups to assist the committee in its responsibilities provided, however, that the leader of any such subcommittee, task force or work group or a liaison is a member of the standing committee and will report back to the standing committee.

All committee members are eligible to vote within the committee's deliberations.

Section 3

The Board shall have the following standing committees: Executive, Board & Business Development, Community Engagement, and Destination Development.

Section 4

The Executive Committee will include a minimum of seven (7) voting members and consists of the Chair and Vice Chair of the Board and the chair of each standing committee; must also include one Voting Hotelier as well as one other hotel or the industry representative at-large and the restaurant industry representative, if not otherwise represented as committee chairs. If the Immediate Past Chair remains a voting member of the Board, the Immediate Past Chair is also designated a member of the Executive Committee. The City Council liaison is also a ~~non-voting~~ member of the Executive Committee.

The Executive Committee shall have the authority to make recommendations to the Board as a whole to negotiate, hire, determine compensation, discipline, and dismiss the Executive Director.

If there is a temporary vacancy in the position of the Executive Director, the Executive Committee will make a recommendation to the full Board for an Interim Executive Director. If the vacancy is considered permanent, the Executive Committee will make a recommendation to the full Board for an Acting Executive Director and will determine the procedure and priorities for identifying and hiring a successor.

The Executive Committee shall review and study budget requests, income, and expenditures and recommend a comprehensive budget; review and study required audits and report on same; study and review the management of all funds held by the Bureau and the Irving Convention Center and submit reports and recommendations regarding same; review the insurance programs of the Bureau and submit reports and recommendations regarding same; and generally become familiar with any and all other matters relative to the fiscal affairs of the Bureau and submit such reports and recommendations as it deems necessary and appropriate. The Executive Committee may also provide review for any other issues that may require budgetary adjustments during the course of a fiscal year.

The Executive Committee may independently, or at the request of the Executive Director, obtain and consider independent compensation studies for any or all Bureau positions for changes in the salary structure in order for the Bureau to remain competitive in recruiting and retention initiatives.

Section 5

The Board & Business Development Committee is responsible for enhancing board development and effectiveness. Its primary goal is to Increase the ICVB's Competitiveness in the Marketplace. This committee is responsible for the Board's Bylaws, Legislative Affairs, Governance and Charter issues, Slate of Officers, Board Member Orientation, Strategic Planning, Tourism Public Improvement District (TPID) formulation, Accreditation and other projects as determined by the Board Chair or as requested by the Executive Director.

Section 6

The Community Engagement Committee is responsible for increasing awareness, appreciation and support for the Irving hospitality industry and the Convention and Visitors Bureau. Its primary goal is to Enhance the Community's Awareness and Appreciation of Irving as a Visitor Destination. This committee is responsible for the High Spirited Citizens recognition program, the Spirit of Irving Awards, the Hospitality Industry Annual Meeting, and other projects as determined by the Board Chair or as requested by the Executive Director.

Section 7

The Destination Development Committee is responsible for all Destination Development initiatives, including but not limited to: signage, hotel development, visitor amenities, zoning, ordinances, attractions development, meeting facilities, transportation issues, and other projects as determined by the Board Chair, or as requested by the Executive Director. Its primary goal is to Advocate for Destination-Defining Development and to Endeavor to Enhance the Visitor Experience.

ARTICLE VIII. COMMUNICATIONS

Matters coming from the public and from civic organizations, in order to be sure of consideration at the stated meeting of the Board, must be in writing and received by the Executive Director at the offices of Bureau at least five (5) working days prior to the Board meeting.

ARTICLE IX. EXECUTIVE DIRECTOR

Section 1

The Executive Director shall provide direct and daily leadership and administration of the Bureau in its mission to generate economic growth for the City of Irving by: marketing and promoting Irving as a competitive meeting, event, corporate and leisure destination; oversight and direction of the operation and administration of the Irving Convention Center at Las Colinas as its contract administrator; and developing and expanding the hospitality industry and its products.

The Executive Director reports directly to the Board and is accountable to the Board on all aspects of the performance of duties and responsibilities of the organization, the total budget of the organization, and the performance of both the Bureau and the Convention Center.

The Executive Director is responsible for implementing the long-range strategic plans of the Board and City Council, while simultaneously supporting the short-term requirements and needs of the hospitality industry in Irving.

Section 2

The Executive Director or his/her staff designee shall serve as a non-voting member of all of the Board's committees, standing or special, as well as of any task forces established. The Executive Director may delegate Board committee and reporting responsibilities to other employees of the Bureau.

Section 3

The Executive Director shall provide the Board an annual self-evaluation based on the goals and objectives established by the Board.

Section 4

With the concurrence of the Board, the Executive Committee shall have the authority to negotiate, hire, determine compensation, discipline, and dismiss the Executive Director.

The Board shall notify and involve the Office of the City Attorney in any disciplinary actions against the Executive Director.

Section 5

In the event of the temporary inability of the Executive Director to carry out his or her duties, an Acting Executive Director shall be appointed by the Executive Committee.

Section 6

At the direction of the Board Chair ~~or~~ and the Board & Business Development Committee, the Executive Director shall facilitate an orientation for new board appointees.

Section 7

The Executive Director shall hire all employees of the Bureau, set all employee job responsibilities and provide recommendations for compensation. The Executive Director may request the Board to consider independent compensation studies for any or all Bureau positions for changes in the salary structure in order for the Bureau to remain competitive in recruiting and retention initiatives.

ARTICLE X. FISCAL AFFAIRS

Section 1

The Executive Director shall submit a proposed annual budget to the Board on the forms and on a schedule to coincide with the City of Irving budget process. The Bureau's fiscal year coincides with the City of Irving fiscal year, and shall begin on October 1 and end on the following September 30. The Bureau's annual budget shall be approved by the Board no later than June 30 each year, and submitted to the Irving City Council for its review and authorization.

The budget submittal will also include a Marketing Plan (Program of Work) for the Bureau and Performance Goals.

The budget submittal will also include the budget for the Irving Convention Center at Las Colinas, including a detailed, long-range Capital Improvement Program budget.

Section 2

The Executive Director shall provide the Board with Financial Reports for the Bureau and the Irving Convention Center at Las Colinas on a monthly basis, in the formats required by the Government Accounting Standards Board (GASB) and the City of Irving.

Section 3

The Bureau shall be subject to audit by the City of Irving/its designee upon reasonable notice to the Bureau. The Bureau shall cause to be conducted an annual audit of the Irving Convention Center at Las Colinas, which results shall be reported to the Board for review, any necessary action and acceptance.

Section 4

Expenditures of hotel occupancy tax collections by the Bureau must be made in accordance with Texas Tax Code Chapter 351. Municipal Hotel Occupancy Taxes, Subchapter B. Use and Allocation of Revenue, Sec. 351.101. Use of Tax Revenue.

Section 5

The Bureau may accept any contribution, gift, bequest or device for any purpose consistent with its objectives and mission. The Bureau shall document receipt of all gifts and in-kind contributions, and shall compile a report of same as requested by the Board.

Section 6

All fiscal affairs of the Bureau shall be controlled and administered in accordance with the City of Irving financial policies, and any supplemental policies established by the Board.

ARTICLE XI. INDEMNIFICATION

The City of Irving Officer and Liability Plan (Chapter 27A, Article V, Irving Code of Ordinances) provides coverage for members of the Board for acts during the discharge of the member's official duties within the course and scope of the office.

ARTICLE XII. AMENDMENTS

The bylaws listed here, with the exception of those established by Ordinance No. 2414 dated November 9, 1972; Ordinance No. 8602, dated January 26, 2006; Ordinance No. 8913, dated February 7, 2008; Ordinance No. ORD-2011-9299 dated November 17, 2011; Ordinance No. ORD-2012-9320 dated February 23, 2012, and Ordinance No. ORD-2013-9421 dated January 20, 2013), may be amended at any regular or special meeting of the Board by two-thirds vote of members (provided notification in writing of the proposed amendment(s) shall have been made to all members at least fifteen working days prior to a regular or called meeting at which such action is proposed to be taken).

ICVB Bylaws
Page 16 of 16

Approved – 4/24/98
Revised – 7/28/99
Approved – 9/27/99
Revised – 5/1/06
Approved – 6/12/06
Revised – 9/13/06 & 10/18/06
Approved 11/20/06
Revised June 08
Approved 7/21/08
Revised August 2013
Approved: ICVB Board of Directors 9/23/13; Irving City Council 10/17/13
Revised July 2016
Approved: ICVB Board of Directors 7/25/16
Approved: ICVB Board of Directors, September 2017
Revised January 2020
Approved: ICVB Board of Directors; 1/27/20
[Revised January 2021](#)

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 22, 2021**

BOARD REPORTS

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



IRVING CARES ACT RECOVERY CAMPAIGNS

WS Item #5
2/11/21



1

Background and Overview

- The Irving CVB was allocated \$130,000 in CARES Act funding to create a “Safely Reopening Integrated Marketing Campaign” to combat the economic impact of COVID
 - This campaign data is for the first portion of the \$550,000 total CARES Act funding ICVB received for safe reopening campaigns
- The Irving CVB partnered with Simpleview Inc., to promote this message and support Irving hotels and the Irving Convention Center through a digital marketing campaign
- The campaign objectives were to drive immediate leisure visitation to increase hotel occupancy (and HOT taxes) as well as generate long-term meetings leads for future conferences and conventions.



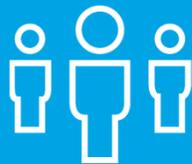
2

Irving CARES Campaign(s)

Goal	Stimulate Irving's Tourism Recovery	
Audiences	 Meeting Planners	 Leisure Travelers
Objectives	<ul style="list-style-type: none"> • Awareness • Meeting Sales Leads 	<ul style="list-style-type: none"> • Hotel Referrals
General Messaging	<ul style="list-style-type: none"> • Safely reopening • Health and Safety protocols 	
Secondary Messaging	<ul style="list-style-type: none"> • Attrition-Free programs 	<ul style="list-style-type: none"> • Staycations • Hotel Deals



3



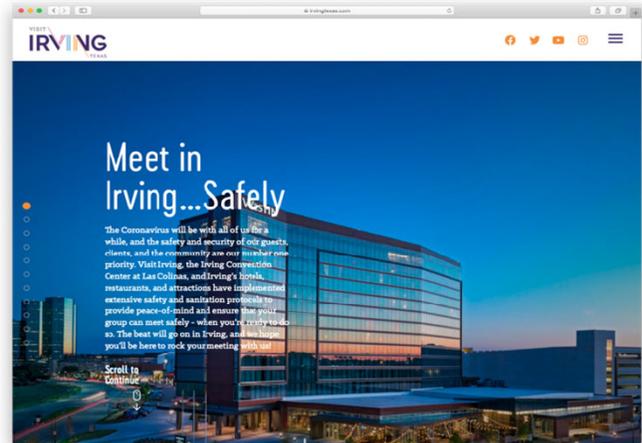
Safe Meetings Campaign



4

Meetings Campaign Objectives

- Convey the safety protocols Irving has adopted to make meetings and conventions safe and mitigate meeting planner concerns
- Generate awareness of Irving as a meetings destination and remain top of mind with meeting planners
- Highlight Irving's meetings and destination attributes
- The campaign goal is to increase sales leads for future meetings and conventions



5

Meetings Ad Samples

The collage includes several advertising samples:

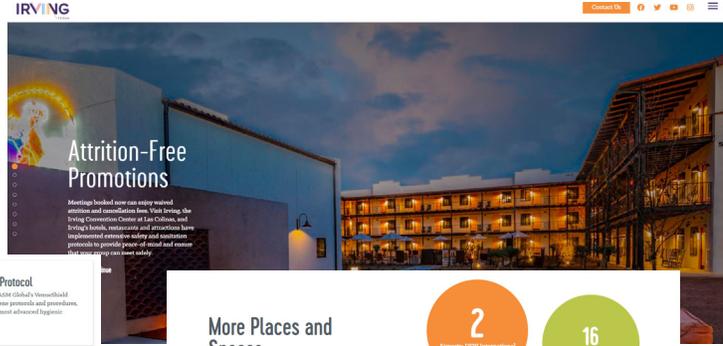
- A Facebook post from 'Visit Irving, TX' with the headline 'Meet in Irving... Safely' and images of a modern building and a convention center.
- A banner with the text 'MEET SAFELY IN IRVING THE PERFECT LOCATION' and a background image of a modern building at night.
- A text-based ad with the headline 'Safe is the New Sexy, Book Confidently & Attrition-Free' and a 'Learn more' button.
- A detailed ad with the headline 'Irving Area Conference Centers | Find Info on Meeting Planning' and a description of safety protocols and amenities.



6

Safe Meetings Campaign Results

Ad Impressions	2,071,531
Website Sessions	19,741
Meeting-Sales Leads	77



IRVING CONVENTION CENTER AT LAS COLINAS Safety and Sanitation Protocols

The Irving Convention Center is committed to ensuring safety and sanitation protocols at our facility exceed regulatory requirements and our already rigorous standards. These protocols are in alignment with public health authorities, medical, and industry experts. In response to COVID-19, the Irving Convention Center has taken the following safety, sanitation and sanitation protocols.

Our team is ready to answer any questions you have and assist you with your next meeting!

Start a quote!

VenueShield Protocol
Implementation of state-of-the-art VenueShield environmental hygiene protocols and procedures, which provides the most advanced hygienic safeguards.

GBAC STAR Facility Certification
The Irving Convention Center is working to become a certified facility. This requires an established and implemented comprehensive assessment and appropriate substance disease prevention protocols.

Employee Protocols
Will be required to wear face masks, receive COVID-19 safety and sanitation training, socially distance, limit in-person interactions, frequently wash hands, temperature checks, sanitize the facility and have weekly health questionnaires.

More Places and Spaces

A convention facility surrounded by live music, dining, and fun gives meeting planners more great options for onsite and offsite events and attendees more options for nearby networking. Everyone knows there's nothing that bonds a team quite like happy hour drinks or a nightcap, and when the area boasts a vibrant nightlife, the possibilities for fun are endless.

How can we assist you?



7



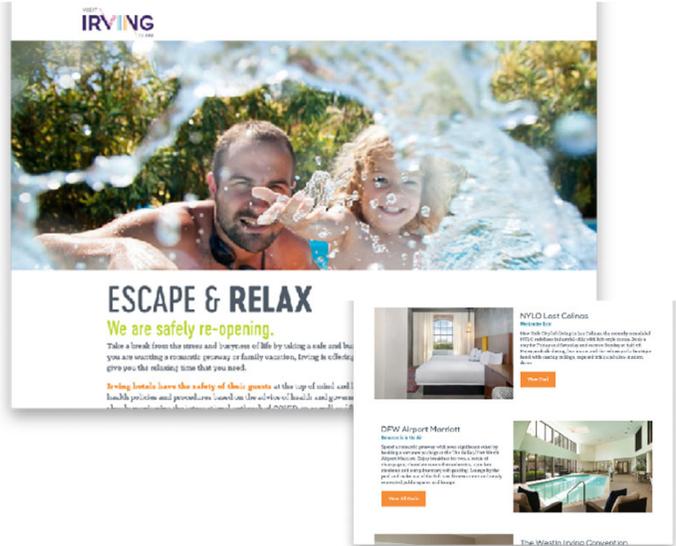
Staycations Campaign



8

Staycation Campaign Strategy

- Market Irving's hotels as a safe way to getaway for a short vacation
- Advertised in drive markets across Texas including DFW, Houston, Austin, and San Antonio, as well neighboring states including Oklahoma and Louisiana
- Highlighted Irving hotel deals and specials
- Primarily targeted families and couples
- Frequently updated creative to reflect the changing seasons



9

Staycation Ad Examples



10

Staycation Campaign Results



Impressions	4,042,130
Sessions	61,619
Hotel Referrals	23,294
Potential Economic Value (PEV)	\$4,219,829



You Deserve Some Credit
Omni Las Colinas Hotel
 Enjoy 550 hotel credits to try out our new dining restaurant, upscale market and coffee bar or outdoor waterfront lounge. Go ahead – you deserve it.

[View All Deals](#)

Romantic Date Night Package
Tejano Court Hotel
 Escape from your everyday life and enjoy a romantic getaway at the retro-inspired Tejano Court. Take advantage of our romantic package which includes overnight accommodations for two, one appetizer and two complimentary drink vouchers for Two Mules Cantina.

[View All Deals](#)

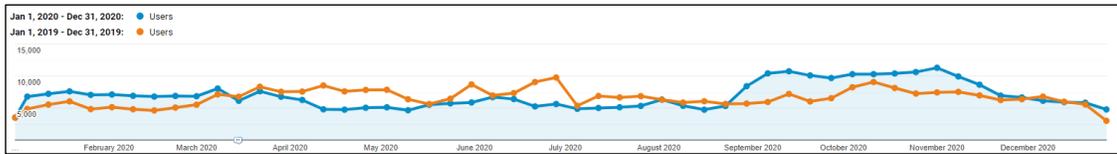


Potential Economic Value (PEV) = The economic potential generated for Irving across restaurants, hotels, attractions, and other tourism related activities. PEV is calculated by qualified partner referrals and 2019 Economic estimates provided by Destination Analysts.

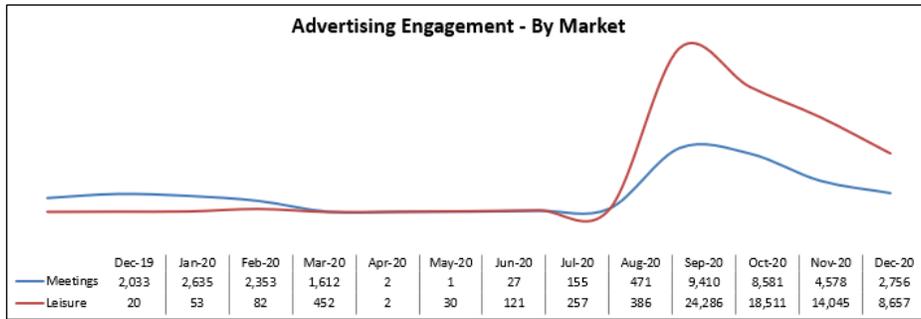


Staycation Campaign Results

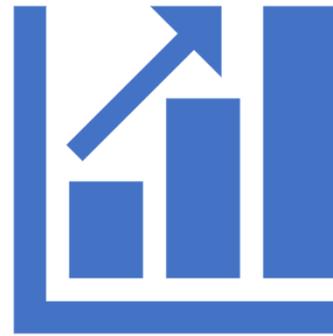
Year-Over-Year Website Traffic



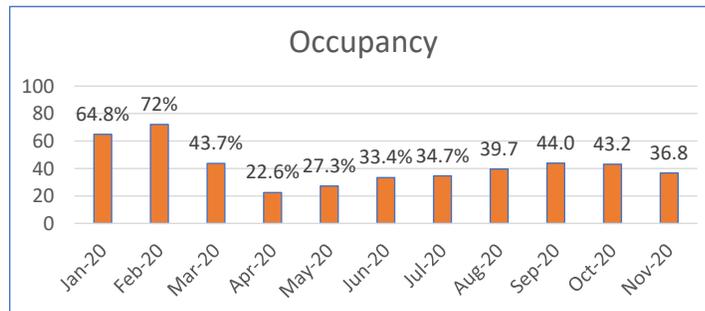
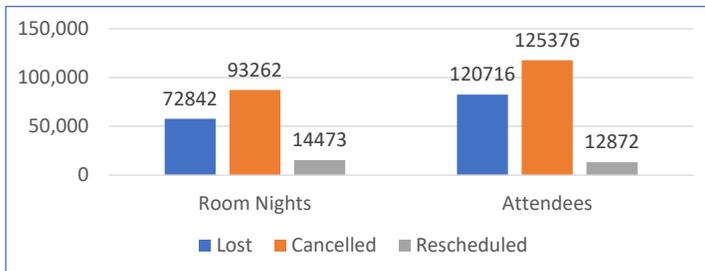
Advertising Engagement - By Market



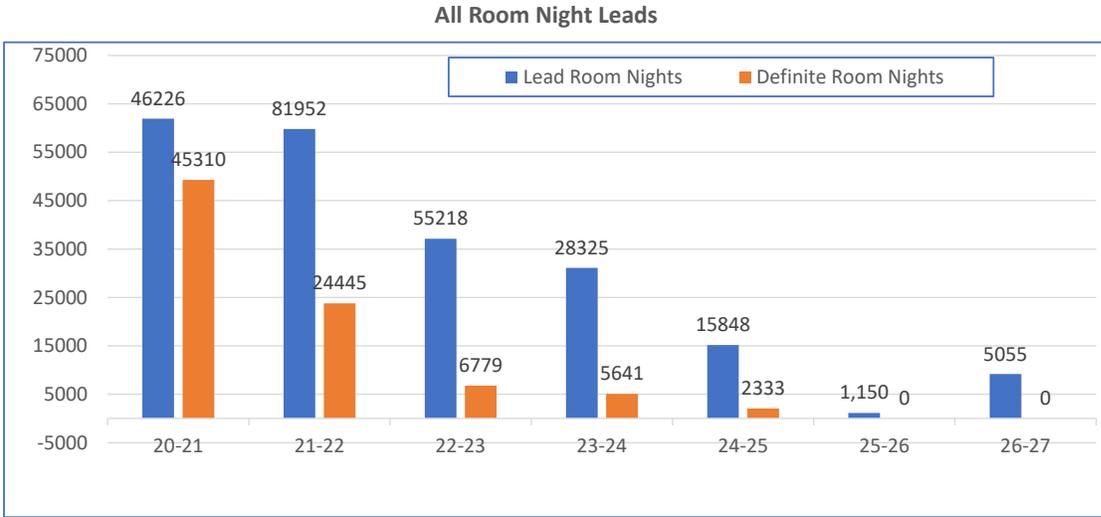
Building the Pipeline – Sales Outlook



Irving Hotel COVID Impacts – ICVB Bookings

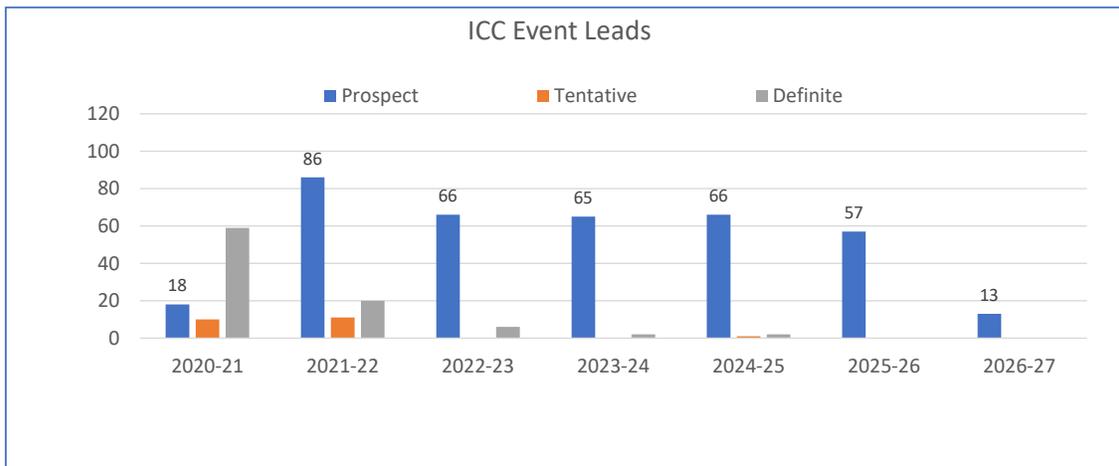


Keeping the Irving Pipeline Full



15

Keeping the Irving Pipeline Full



16

Proposed National Recovery Initiatives

- **Extend and enhance the PPP** to provide a third draw for businesses that continue to face difficulties due to COVID-19
- **Provide grants for hard-hit sectors within the travel industry**
- **Provide \$2.25 billion in Economic Development Administration grants** to promote safe and healthy travel practices
- **Provide \$17 billion in additional relief for commercial airports and airport concessionaires**
- **Enhance and extend payroll tax relief**
- **Provide tax incentives** to support the restoration of travel jobs
- **Help travel businesses cover the cost of COVID-19 prevention efforts**



17

Questions?



18

February 3, 2021

Honorable Members of the Texas Delegation:

As Texas combats the third and largest surge of the COVID-19 pandemic, we once again write to request that Congress provide direct and flexible fiscal assistance to local governments of all sizes. Texas cities need help to continue to address the pandemic and its economic and social impacts and to weather budget shortfalls that we face through no fault of our own.

The budget calamity looming over local governments is real and requires extraordinary measures. As the numbers recently released by Comptroller Hegar illustrate, Texas is not immune from this pain. He reports that December 2020 general fund tax revenues were 9.26% below December 2019's figures. Please note that these numbers do not include delayed property tax revenue losses, the primary source of local government revenue in Texas. Property taxes are always a lagging economic indicator, and we therefore fear that it will be some time before our revenues rebound from the pandemic. All Texas cities are grappling with this devastating reduction in revenue as a result of an unprecedented pandemic. In addition, we are facing this fiscal crisis at the same time we continue to address major public health and public safety challenges and are incurring significant costs to ramp up vaccination efforts and other pandemic prevention and response activities. Cities have been, and will continue to be, the first responders to our pandemic – assistance cannot come at a more necessary time.

Texas cities are major employers that provide core local government services to tens of millions of Texans. However, we are all mandated to balance our budgets and cannot weather a budget deficit for long. Absent direct and flexible assistance, we fear that we will be forced to cut our workforce and reduce services, exacerbating the economic and public health crises created by this pandemic. Indeed, the Bureau of Labor Statistics reports that local governments have already cut 1 million jobs since the pandemic began, including 56,000 in Texas. Furthermore, without direct and flexible fiscal assistance, those unemployment numbers will only get worse, leading to a drag on economic recovery and hurting efforts to safely reopen our economy.

There is broad support for direct and flexible fiscal assistance to local governments. Federal Reserve Board Chairman Jerome Powell and Secretary of the Treasury Janet Yellen have endorsed it in testimony to Congress and in other public remarks, arguing that local government budget cuts threaten to stymie economic recovery and hurt core government services later this year, and potentially years following. Closer to home, Dallas Federal Reserve Bank President Robert Kaplan has repeatedly voiced strong support for fiscal assistance to local governments. In

addition, the U.S. Chamber of Commerce and many other national organizations have called for fiscal assistance to state and local governments.

Texas metropolitan areas account for 93.1% of the Texas economy. Vibrant metropolitan areas with strong, fiscally stable local governments will be key to defeating the pandemic and managing the reopening of the Texas economy. Simply put, it will be impossible to have fiscally stable local governments without flexible fiscal assistance directly allocated from the federal government.

Thank you again for your efforts during this unprecedented time and for your attention to our request. We are confident that, working together, our nation can overcome this crisis.

Sincerely,



Sylvester Turner, Mayor
City of Houston



Ron Nirenberg, Mayor
City of San Antonio



Eric Johnson, Mayor
City of Dallas



Steve Adler, Mayor
City of Austin



Jeff Williams, Mayor
City of Arlington



Oscar Leeser, Mayor
City of El Paso



Harry LaRosiliere, Mayor
City of Plano



Paulette M. Guajardo, Mayor
City of Corpus Christi



Mayor Ron Jensen
City of Grand Prairie



Pete Saenz, Mayor
City of Laredo



Dan Pope, Mayor
City of Lubbock



Rick Stopfer, Mayor
City of Irving



Ginger Nelson, Mayor
City of Amarillo



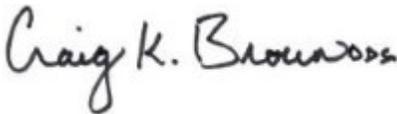
Paul Johnson, Mayor
City of Jonestown



Jeff Wagner, Mayor
City of Pasadena



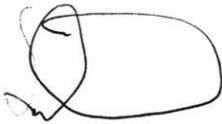
James E. Darling, Mayor
City of McAllen



Craig K. Brown, Mayor
City of Galveston



Karen Hunt, Mayor
City of Coppell



Joe Zimmerman, Mayor
City of Sugar Land



Josh Schroder, Mayor
City of Georgetown



Paul Voelker, Mayor
City of Richardson



Stephen L. Santellana, Mayor
City of Wichita Falls


Bill Blackburn, Mayor

Bill Blackburn, Mayor
City of Kerrville



Brenda Gunter, Mayor
City of San Angelo



Geary Smith, Mayor
City of Mexia



Sara Post Meyer, Mayor
City of Cuero

Dr. Ianthia Fisher, Mayor
City of Crockett

Sergio Coronado, Mayor
City of Hidalgo

Antonio Araujo, Mayor
City of San Elizario

Todd Wright, Mayor
City of Petronila

Al Turnage, Mayor
City of Hooks

Cissy Gonzalez-Dippel

Cissy Gonzalez-Dippel, Mayor
City of Floresville

Mike Hendricks

Mike Hendricks, Mayor
City of Luling

Spencer H. Smith, Mayor
City of Harker Heights

Clyde C. Hairston, Mayor
City of Lancaster

Connie Schroeder, Mayor
City of Bastrop

Olan Kelley

Olan Kelley, Mayor
City of Highland Haven

Terrill Bartlett, Mayor
City of Canadian

Tammy Dana-Bashian, Mayor
City of Rowlett

Tobe Shields, Mayor
City of Spearman

Lee Urbanovsky, Mayor
City of Buda

Willie Leal, Jr.

Willie Leal, Jr., Mayor
City of Poteet

Ricky Swick

Ricky Swick, Mayor
City of Bremond

Ron Humphrey, Mayor
City of New Boston

Cathy Skurow, Mayor
City of Portland

George Galbreath, Mayor
City of Thorndale

Caroline Wadzeck, Mayor
City of Dayton

Arthur L. Miner, Mayor
City of Watauga

Sean Skipworth, Mayor
City of Dickinson

Leroy Hughes, Mayor
City of San Augustine

David Hoover, City Manager
City of Colorado City

Roger Shugart, Mayor
City of Brazoria

Gilbert Gomez, Mayor
City of Robstown

David Hillock, Mayor
Town of Little Elm

Sam R. Fugate, Mayor
City of Kingsville

Juan Jose Zamora, Mayor
City of Port Isabel

Tom Daly, Mayor
City of Selma

Doyle Robinson, Mayor
City of Panhandle

Barbra Pinner, Mayor
City of Levelland

Ricardo Guerra, Mayor
City of San Benito

Jane Hughson, Mayor
City of San Marcos

Tim Handren, Mayor
City of Boerne



William M. "Bill" Hastings, Mayor
City of Katy



Pam Gosline, Mayor
City of Vernon



Robert Williams, Mayor
City of Jourdanton



Ambrosio Hernandez, Mayor
City of Pharr

Olan Kelley

Olan Kelley, Mayor
City of Highland Haven



Manuel Baeza, Mayor
City of Marfa



Tom Hesse, Mayor
City of Brownfield



Vicki Sanson, Mayor
City of Lavon



Mary Parr, Mayor
City of Eagle Lake



C.R. Evans, Jr., Mayor
City of Overton



Michael Barnhart, Mayor
City of Lake Dallas

Sincerely,



Patrick Payton, Mayor
City of Midland



Mark McFadden, Mayor
City of Olton



Mark L. Stanfill, DVM, Mayor
City of Red Oak



Jim Olk, Mayor
City of Lucas

Joe Carlyle

Joe Carlyle, Mayor
City of Troup



Sheila Petta, Mayor
City of Wilmer



Rick Carmona, Mayor
City of Terrell



Henry Wilson, Mayor
City of Hurst



Cathy Bennett, Mayor
City of Ivanhoe



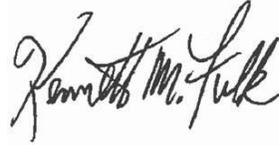
Larry Vernon, Mayor
City of Eastland



William L. Parten, Mayor
City of Madisonville



Mike Foreman, Mayor
City of Friendswood



Kenneth M. Fulk, Mayor
City of Allen



PLANNING & INSPECTIONS DEPARTMENT CONS
February 2021

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Issued	5/3/2020	Irving	Feb-21
4	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20
5	Reflections At Valley Ranch	8801 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
6	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
7	Reflections At Valley Ranch	8821 RodeoDr.	Apts	15,422 SF	\$1,005,000	Permit Pending	11/23/2020	Irving	Dec-20

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	00 W. John Carpenter Fw	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Lindemoor Demolition	2010 S. Nursery Rd.	Ofc.	20,269 SF	\$3,800,000	Permit Issued	8/19/2020	Irving	Feb-21
4	Irving Reg. Dialysis Ctr. Addn.	2535 W. Airport Fwy	Medical Office	1,930 SF	\$450,000	Permit Issued	9/25/2020	Irving	Jan-21
5	Parking Garage	225 W. John Carpenter Fw	Parking Garage	349,514 SF	\$10,500,000	Permit Issued	10/22/2020	Irving	Jan-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	MRB Contractors	1615 W. Irving Blvd.	Office/Warehouse	20,998 SF	\$2,000,000	Permit Approved	8/12/2020	Irving	Feb-21
3	Coast Southwest	5225 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20
4	Shell Bldg.	2201 Chemsearch	Office/Warehouse	327,146 SF	\$10,700,000	Permit Pending	9/3/2020	Irving	Oct-20
5	Dr. Pepper Equipment Bldg	2304 Century Center	Industrial	488 SF	\$1,992,000	Permit Approved	9/17/2020	Irving	Oct-20
6	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
7	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
8	Elite Trailer Svc	2764 E. Grauwlyer	Warehouse	3,550 SF	\$200,000	Permit Pending	12/17/2020	Irving	Jan-21
9	Auto Repair	3703 Jackson	Auto Repair	4,254 SF	\$1,200,000	Permit Pending	1/8/2021	Irving	Feb-21

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Aug-20
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

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	950 S. Belt Line Rd.	Restaurant	5,230 SF	\$2,000,000	Permit Pending	7/8/2020	Irving	Aug-20
2	Starbucks	4080 W. Airport Fwy	Restaurant	931 SF	\$450,000	Permit Issued	11/4/2020	Irving	Feb-21
3	Starbucks	313 W. Irving Blvd.	Restaurant	1,905 SF	\$750,000	Permit Approved	11/20/2020	Irving	Feb-21
4	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Pending	12/17/2020	Irving	Jan-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Feb-21	29	\$10,753,707	29	\$10,753,707	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

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 22, 2021

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

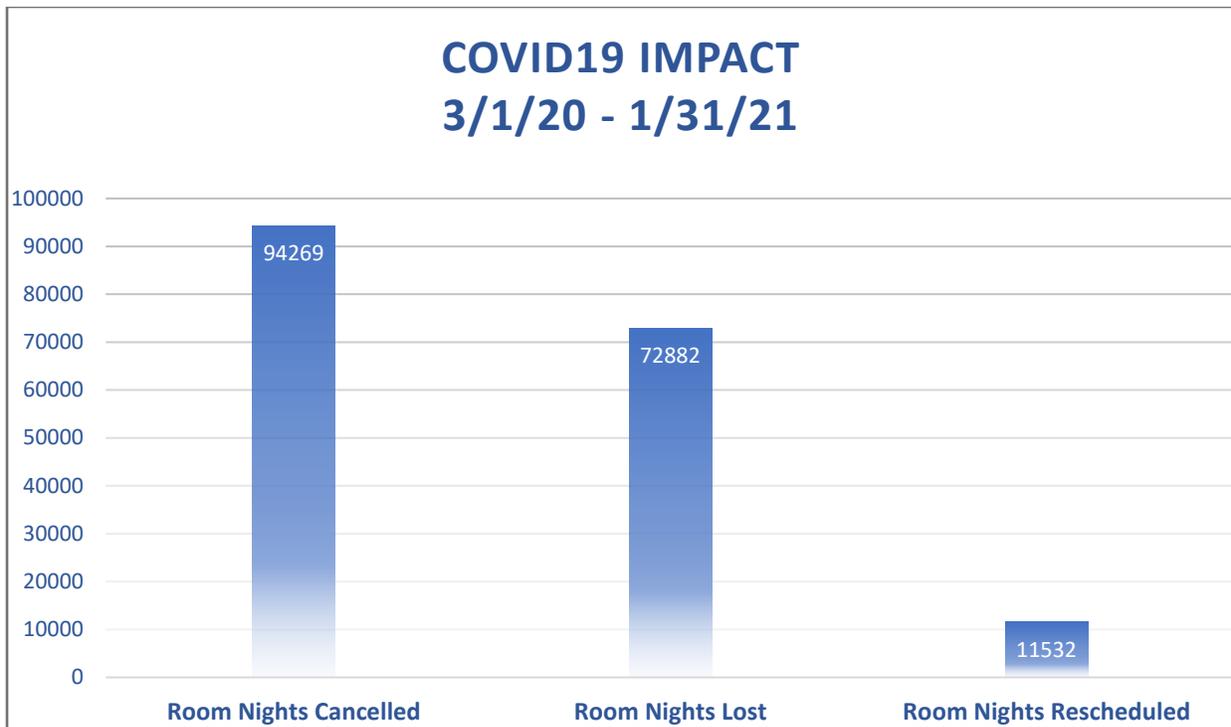
Date: February 10, 2021
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for January 2021

Convention Sales Activities

Leads Generated	January	YTD
Irving CVB – Hotel Leads	83	237
Irving Convention Center Leads	20	59

January

Room Nights Generated	Monthly Goal	January 2021 Actuals	January 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	January Convention Center	Convention Center YTD
Definite Room Nights	6493	5057	9625	77916	31218	55770	1575	5128
Lost Room Nights		16895	33201		59195	198294	5054	35746



Customer Services Activity January Servicing & Inventory

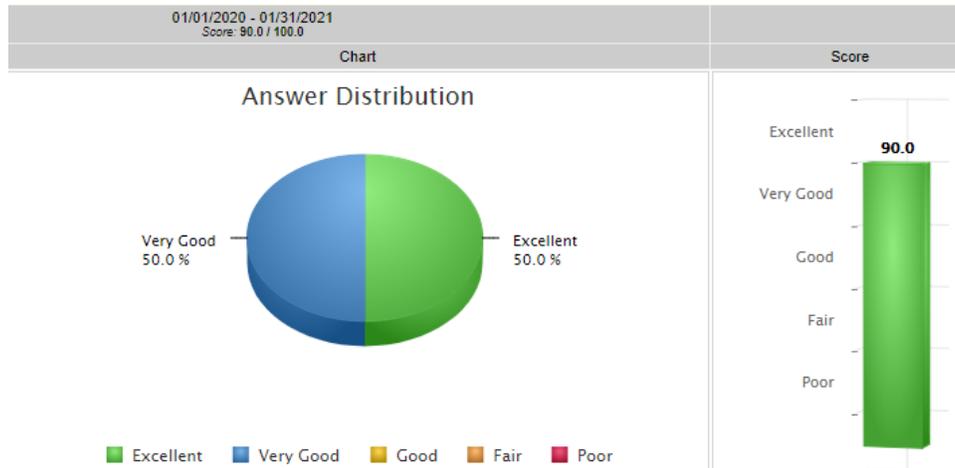
Groups Serviced	
January	1
YTD	6

Service Type	January # of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	0	1529 Badges/ Lanyards
Pens	1	75
Bags	1	75
Promotional Materials	1	100 Restaurant Maps/TMF maps/ 0 Surveyors, Welcome Sign
Staffing Services	0	0 Event Hours

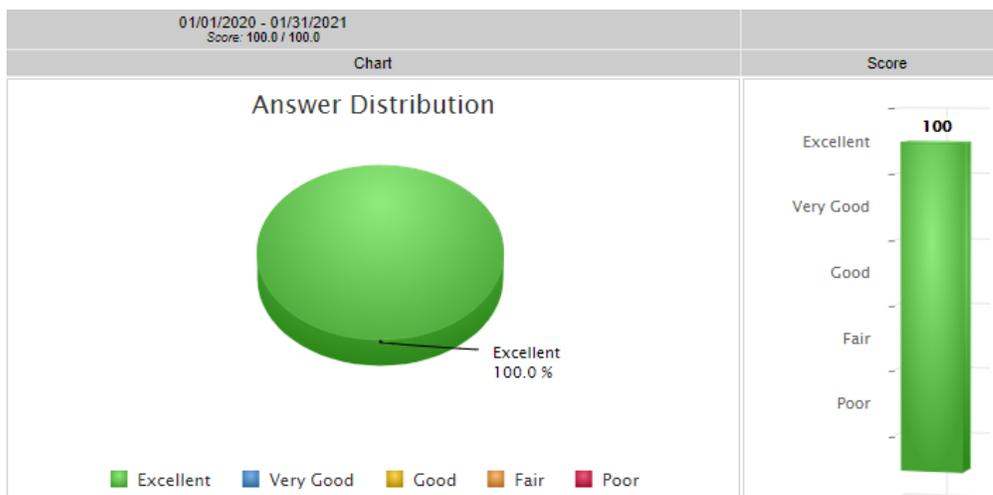
Event Location: Hotels: 1 Irving Convention Center: 0 Other: 0

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings

February 2021 - July 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
IMEG Corporation	IMEG Corp Annual Meeting	2/1/2021	2/3/2021	60	120
Herzog	Herzog Sales Meeting	2/1/2021	2/4/2021	115	400
US Army	CSTX Main Planning Workshop	2/1/2021	2/5/2021	100	200
Diamond Tours	Diamond Tours 2021	2/7/2021	4/16/2021	50	162
Fellowship Church	Fellowship Church C3 Global Conference 2021	2/13/2021	2/21/2021	2000	145
US Youth Soccer Association	US Youth Soccer U15-U17 Girls National Showcase Dallas TX_Feb2021.	2/18/2021	2/20/2021	700	597
Southern Baptists of Texas Convention	Evangelism Conference	2/19/2021	2/24/2021	3500	615
INSURICA	2021 INSURICA Summit	2/21/2021	2/23/2021	200	205
HCA Healthcare	HCA 2021 ASD Medical Directors Conference	2/23/2021	2/28/2021	175	392
Shattuck-St. Mary's School	Shattuck St Mary's Hockey Block Feb 2021	2/25/2021	2/27/2021	40	60
Belle Tire Girls Hockey	Belle Tire Girls Hockey Room Block Feb2021	2/25/2021	2/27/2021	40	120
McTeggart Irish Dancers of North Texas	Texas State Championships, and Cowtown Feis	2/26/2021	2/27/2021	600	520
TexSom	TEXSOM 2021 International Wine Awards	3/6/2021	3/10/2021	200	390
NBM Incorporated	The NBM Show - March 2021	3/7/2021	3/15/2021	4000	506
a360inc	2020 a360inc Solutions Summit	3/8/2021	3/11/2021	120	204
Texas Steel Guitar Association	Annual Meeting for 2021	3/10/2021	3/14/2021	400	845
Dance With Me USA	Dance With Me Texas - March	3/10/2021	3/14/2021	100	175
Texas Steel Guitar Association	Annual Meeting for 2021 - Overflow Rooms	3/11/2021	3/14/2021	400	100
Aselia Con	Aselia Con 2021	3/17/2021	3/21/2021	800	156
ALM First Financial Advisors, LLC	2021 ALM First Financial Institute	3/21/2021	3/24/2021	150	441
Scrapbooking Expo	Scrapbooking Expo	3/24/2021	3/27/2021	3000	1075
Confluent Health	Confluent Health PTVille2/ Key Leader	3/25/2021	3/27/2021	115	124

Institute for Portfolio Alternatives (IPA)	IPA Policy & Government Affairs Board Strategic Planning Session 2021	3/28/2021	3/31/2021	45	105
BNSF Railway Company	BNSF 2021 Railway Agricultural Summit	4/4/2021	4/7/2021	109	193
Design-Build Institute of America - Southwest	DBIA-SW Annual Conference	4/7/2021	4/8/2021	150	140
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	4/10/2021	4/14/2021	85	287
American Recovery Association	2021 NARS and Annual Meeting	4/11/2021	4/17/2021	300	838
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	4/12/2021	4/15/2021	120	322
Central Region Users Group	Central Region Users Group (CRUG)	4/19/2021	4/22/2021	120	252
Lean Construction Institute	LCI National Practice Team F2F Meeting	4/20/2021	4/21/2021	40	35
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 Staff Rooms	4/21/2021	4/25/2021	500	63
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 ATTENDEE	4/21/2021	4/25/2021	500	20
Big 12 Conference	National Referee Conference 2021	4/22/2021	4/24/2021	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2021	4/22/2021	4/25/2021	200	300
The Unified Group	Unified Group Financial Forum 2020	4/28/2021	4/30/2021	20	90
Andromeda Consultants	Tabletop Gamers	4/28/2021	5/2/2021	350	229
Windsor National Associates	Windsor National Associates	4/29/2021	5/2/2021	158	158
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	5/2/2021	5/8/2021	100	280
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2021 - Over-flow Room Block at Texican Court	5/2/2021	5/4/2021	400	30
CSL Plasma Inc	CSL Plasma Meeting	5/3/2021	5/7/2021	90	360
Texas Court Appointed Special Advocates	The Forum 2020	5/5/2021	5/7/2021	120	100
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765

Texas Economic Development Connections	The Texas ED Connection Launch Event	5/6/2021	5/6/2021	100	50
American Horse Publications	American Horse Publication 2021	5/17/2021	5/22/2021	110	301
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Tech Conferences	Share Point Fest	5/23/2021	5/28/2021	400	420
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
SENPA	SENPA 2021 Conference	6/3/2021	6/6/2021	160	350
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242
Texas Trial Lawyers Association	2021 TTLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
United In Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Lantz Medical	Lantz Medical National Sales Meeting	6/15/2021	6/19/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	6/15/2021	6/19/2021	80	247
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Retrainer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
Steubenville	Steubenville / Life Teen Host and Overflow hotels	6/23/2021	6/27/2021	5000	2885
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220
The Falcon Car Club of America	The Falcon Car Club of America	7/6/2021	7/10/2021	350	640
Texas Center for the Judiciary	Magistrate Training A	7/7/2021	7/8/2021	50	100
Pathways Core Training Inc.	Pathways Monthly July 2021	7/9/2021	7/24/2021	100	242
Building Professional Institute	2021 Building Professional Institute	7/10/2021	7/15/2021	700	114
John Deere Company World Headquarters	CEO Summit-2021	7/11/2021	7/16/2021	255	615

American Peanut Research and Education Society	2021 APRES - American Peanut Research & Education Society	7/11/2021	7/15/2021	150	450
Big 12 Conference	Joint Officials Conference 2021	7/15/2021	7/18/2021	400	470
First Fitness	First Fitness July 2021	7/15/2021	7/18/2021	300	249
Novelty Salt & Pepper Shakers Club	Novelty Salt and Pepper Shakers Club 36th Annual Convention	7/16/2021	7/25/2021	200	510
Texas Industrial Vocational Association	TIVA Summer Conference	7/17/2021	7/23/2021	800	1695
TexSom	Court of Master Sommelier Theory Exam 2021	7/17/2021	7/19/2021	100	160
JLM Creative Events	Applique Getaway 2020	7/18/2021	7/26/2021	450	403
Region 10	Region 10 Conference	7/21/2021	7/23/2021	500	600
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	7/25/2021	7/28/2021	70	60
Texas Municipal Police Association	2021 TMPA Annual Conference	7/29/2021	8/1/2021	350	1150

**Highlighted items above are Target Industries for Irving



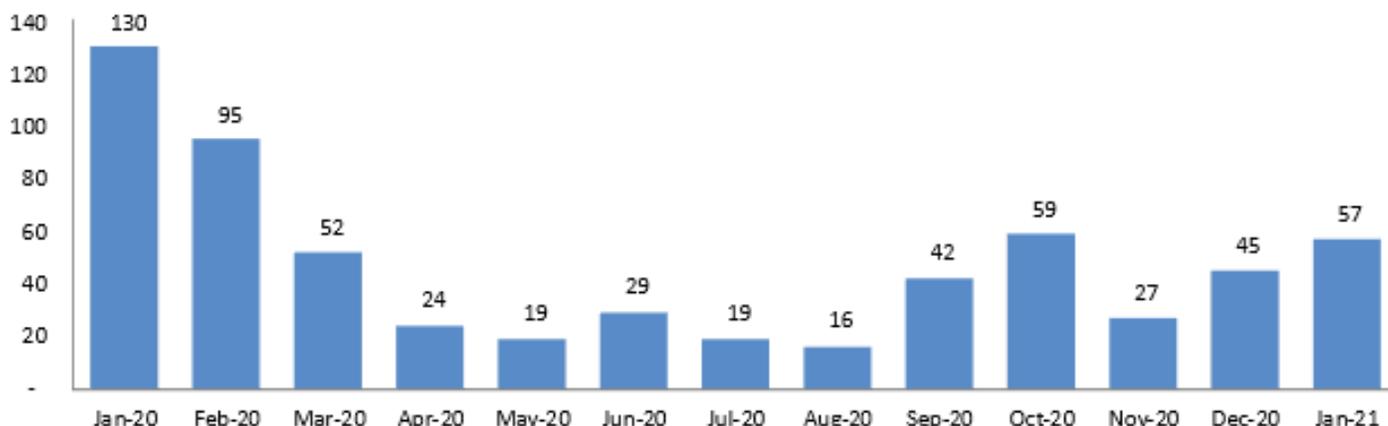
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: February 12, 2021
Re: January 2021 Board Report

Meetings Leads

January saw another increase in meetings leads from the previous month with **57 total leads**, which was the second-highest month in total leads since February of 2020. Of those leads, 21 were sourced through Cvent, 15 were from click-to-call ads, and 21 came through the websites.

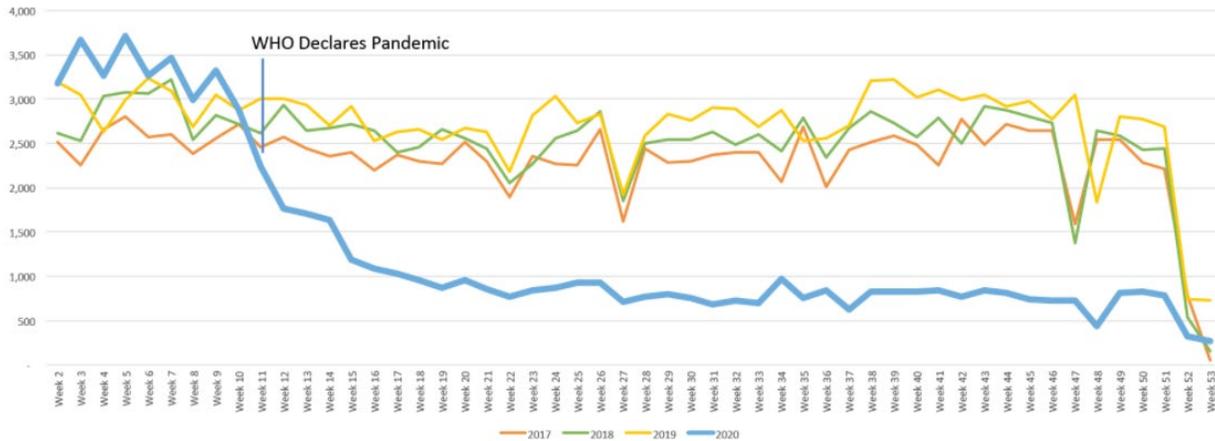
Leads and RFPs



The pandemic’s impact on meetings continues to depress lead volume below previous years; however, there are signs of improvement. While weekly lead volume in 2021 is not indicated in the graph on the following page, in the last two weeks of January, lead volume has hovered near 1,100, which brings it up to levels not seen since April 2020.

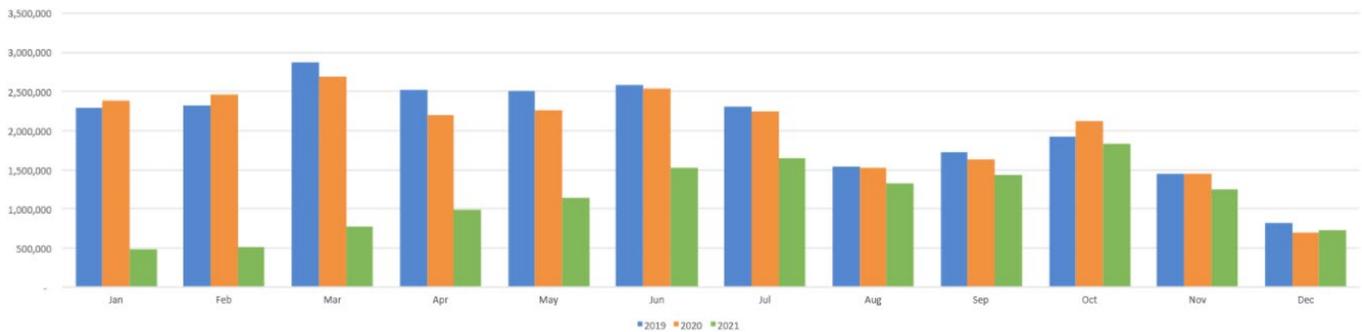
Lead Volume 2017-2020

Aggregated Data of 200+ U.S. DMOs (excludes 2021 lead volume)



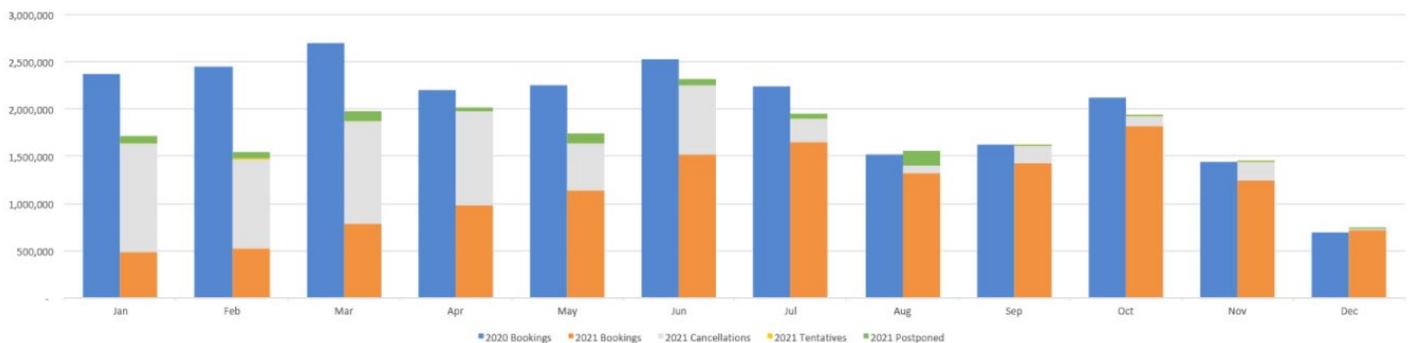
Insights provided by Simpleview show that as of February 1, 2021, data from their sample set of more than 200 U.S. DMOs are reporting **10.6 million fewer** room nights on the books vs. 2020 and **11.2 million fewer** room nights on the books vs. 2019. In the graph below, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

**As of February 1, 2021:
Room Nights on the Books February 2021 vs. February 2019 & 2020**
Aggregated Data of 200+ U.S. DMOs



The graph below indicates that booking totals remain down overall but increase later this year while cancellations are decreasing. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

**As of February 1, 2021:
2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements**
Aggregated Data of 200+ U.S. DMOs



CARES Staycations and Meetings Campaigns

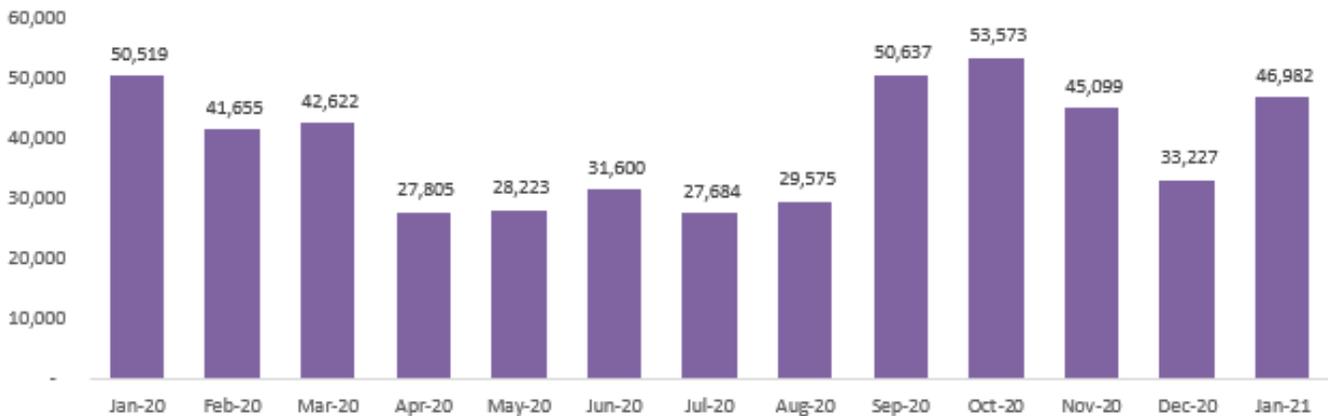
The second phase of the Staycations and Meetings campaigns began January 1st and is already showing a strong performance. The Meetings campaign had **305,467 impressions**, producing **2,136 website sessions**, generating **21 meetings-sales leads**.

In January, the Staycations campaign generated **1.3 million impressions**, which produced **17,564 website sessions** and **7,620 hotel referrals** with a **potential economic value of \$1,4254,119**. Facebook advertising for this campaign had the highest conversion rate at 48%, while paid search ads also performed well with a 35% conversion rate. Staycation advertising on Instagram is new for January and those advertisements also performed well with a nearly 42% conversion rate.

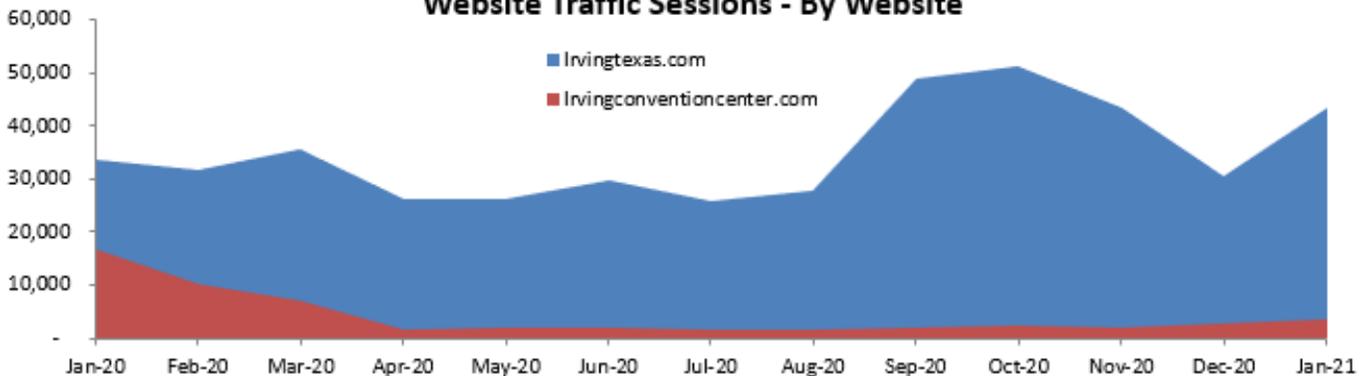
Website Traffic

Website traffic increased in January with **46,982 total sessions** and **41,038 total users** to both websites, which is the third-highest number of website visitations in the past twelve months. Traffic to the Visit Irving website increased with **43,364 sessions** and **38,094 users**. Traffic to the Irving Convention Center website also increased in January with **3,618 sessions** and **2,944 users**. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting more frequent events and large public shows.

Website Traffic - Combined Sessions

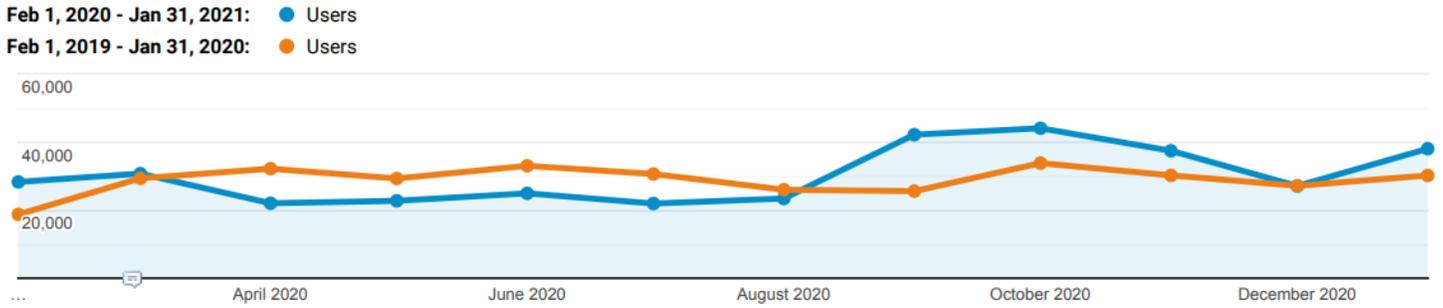


Website Traffic Sessions - By Website



Visit Irving Overall YOY Website Traffic

February 2019 – January 2020 (orange) vs. February 2020 – January 2021 (blue)

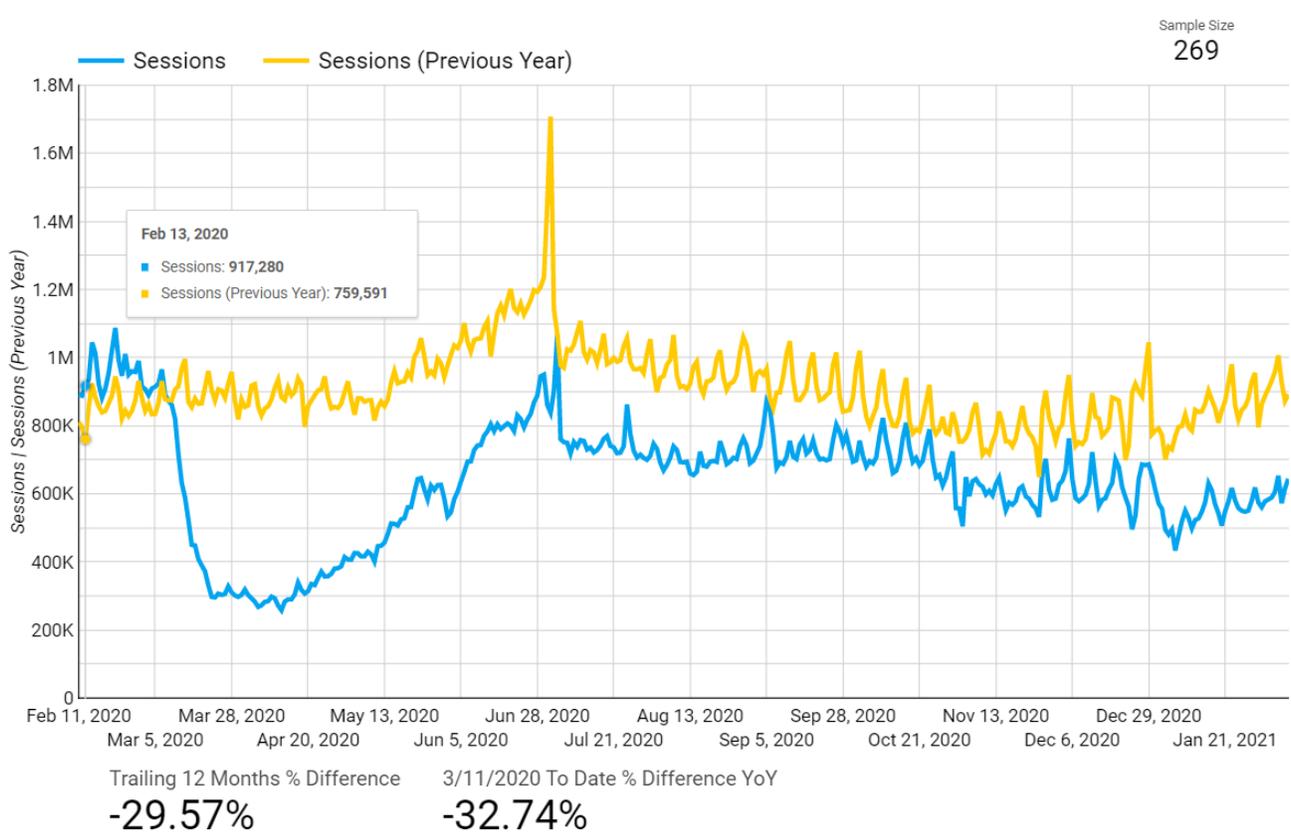


On Irvingtexas.com, year-over-year **sessions increased by 2.87%**, with **410,814 total sessions**. Users increased by 3.31%, new users increased by 5.48%, and session duration (time on site) increased by 13.69%.

The Visit Irving website also continues to perform well relative to the industry. Aggregated data provided by Simpleview shows that the industry has experienced a YOY decline in sessions of -29.57%, and our region has experienced a YOY decline of -28.5%.

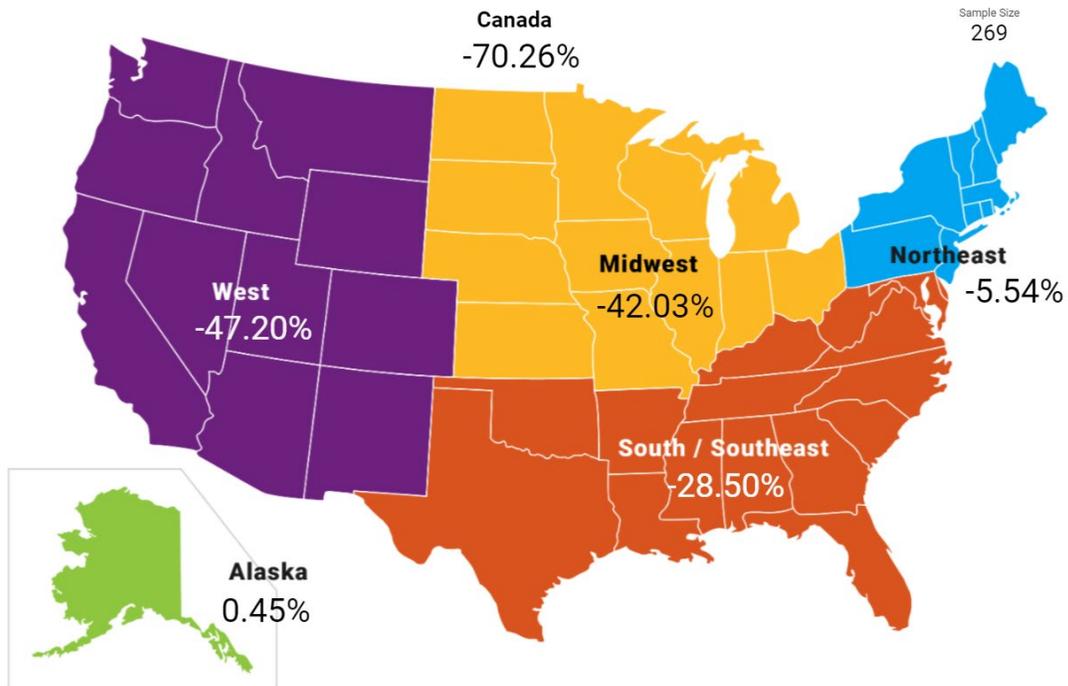
Aggregated YOY Overall DMO Website Traffic

February 11, 2020 – February 10, 2021, provided by Simpleview Inc.



Aggregated YOY Overall DMO Website Traffic By Region

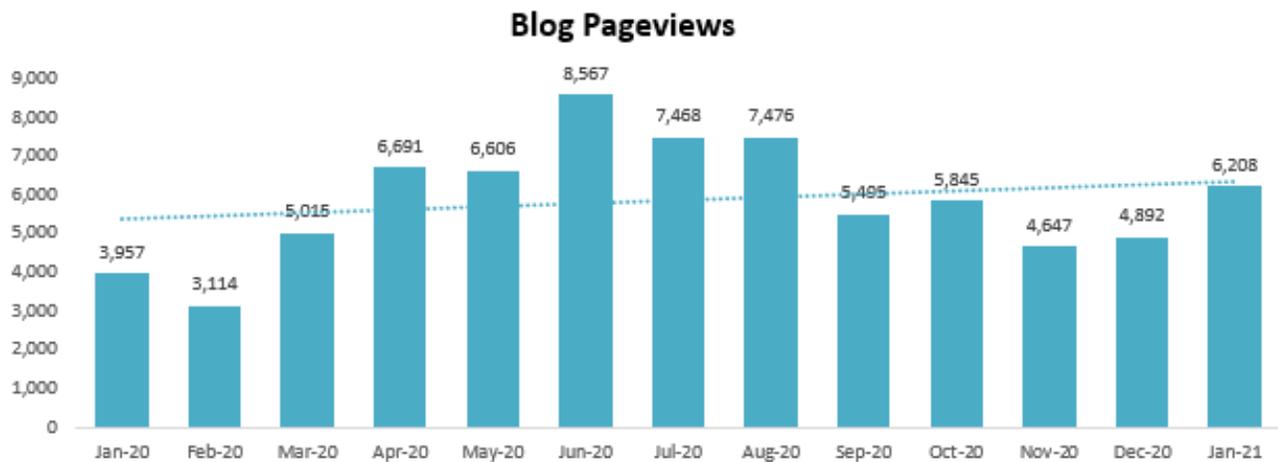
February 11, 2020 – February 10, 2021, provided by Simpleview Inc.



Blog Traffic

Blog pageviews increased in January, with **6,208 pageviews**, which was the highest number of pageviews since August 2020 and is a 57% increase over January 2020.

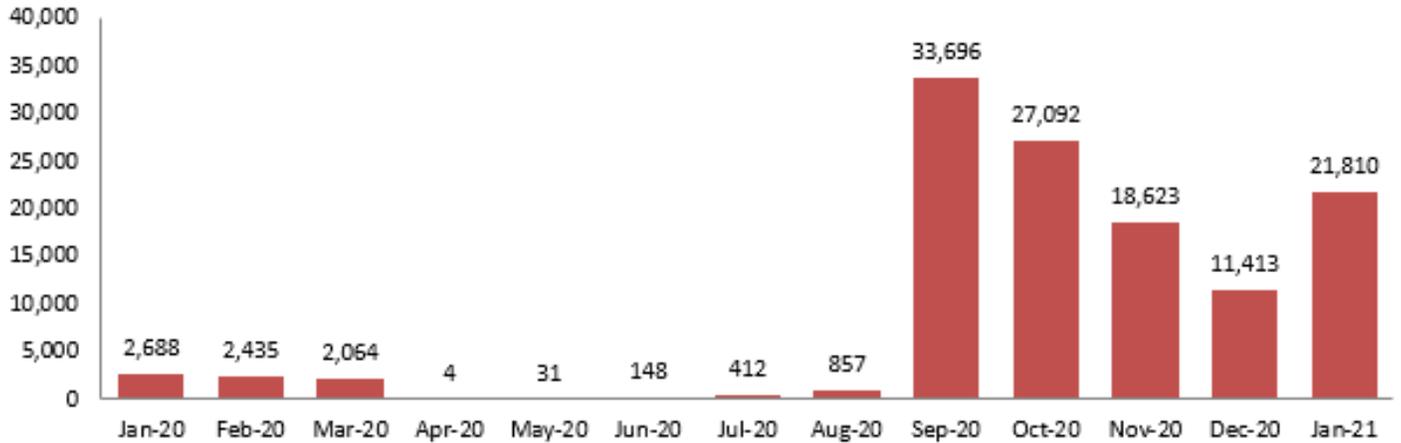
The top posts in January were “We Tried the Three Day Juice Cleanse at Freshii, Here’s What Happened,” with 854 pageviews, “Top 5 Places to Stuff Your Face with Donuts in Irving,” with 549 pageviews, and “Southern Cuisine with a Side of Texas Hospitality,” with 352 pageviews.



Advertising

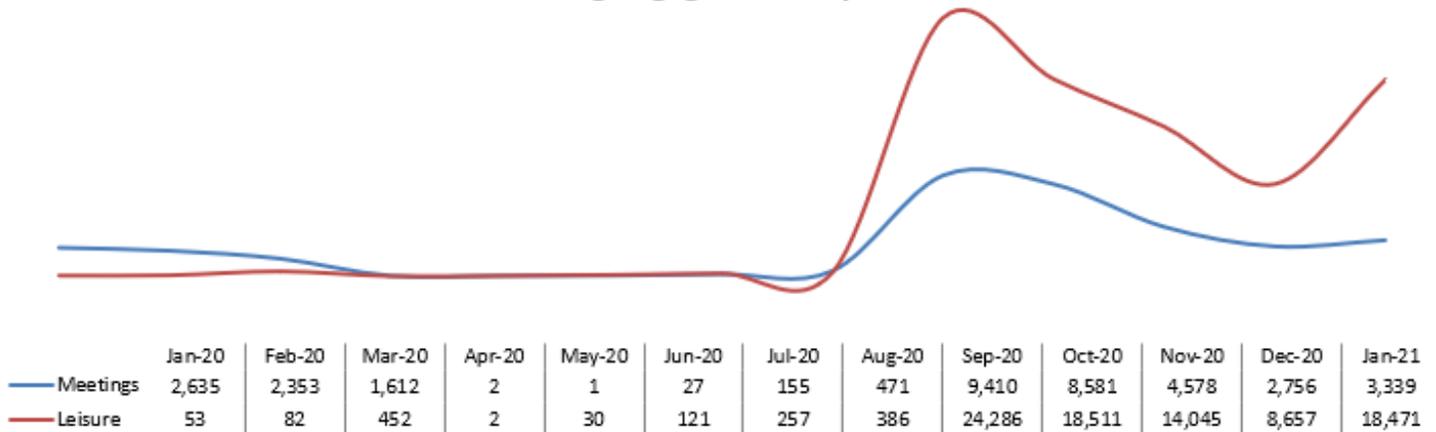
Advertising engagement increased in January with **21,810 site visits** and 1,694,790 advertising impressions. This is the third-highest month for advertising engagement in the past twelve months.

Advertising Engagement - Clicks



The leisure market saw the largest amount of engagement with **18,471 site visits**. Advertisements on Facebook, paid search, and TripAdvisor, were the top performers in the leisure market. The meetings market had **3,339 site visits**, with LinkedIn, paid search, and MPI performing the best.

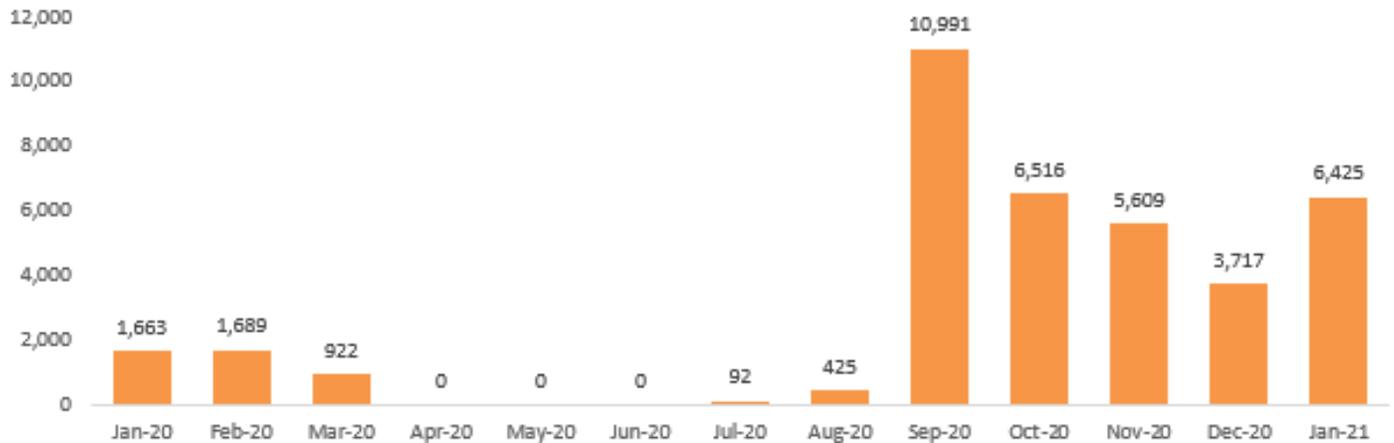
Advertising Engagement - By Market



Paid Search

In January, paid search continues to be used entirely for the CARES Act Meetings and Staycations campaigns and accounted for **6,425 clicks** and **62,973 impressions**. Of that, 5,375 site visits were for the Staycations campaign, and 1,050 were for the Meetings campaign.

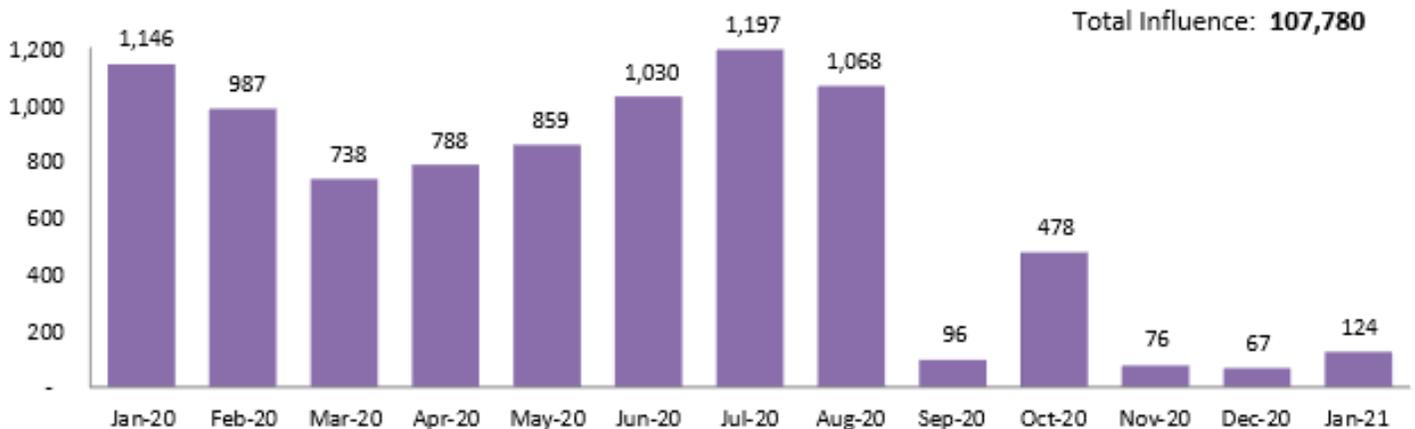
Paid Search Site Visits



Social Media

The number of new social media followers in January increased by **124 new followers** for a **total influence of 107,780**. The Visit Irving Facebook page performed the best, with 24 new likes.

Additional Social Media Followers



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	74,735		5,721	7,259	737
<i>Impressions</i>	1,422,156		7,880	18,829	
<i>Profile Visits</i>	1,230,043		697		
Convention Center	13,135	209,277	2,498	2,083	373
<i>Impressions</i>	n/a		563	498	
<i>Profile Visits/Users</i>	n/a		181		
Impacting Irving	1,239				

Hashtags #VisitIrving
#IrvingRocks

Irving Convention and Visitors Bureau username on Facebook, Twitter, Instagram - @VisitIrvingTx
Irving Convention Center username on Facebook, Twitter, Instagram - @IrvingTxCC

EARNED MEDIA

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1st Quarter	2nd Quarter	3rd Quarter**	4th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	77,144,237			360,494,653
ADVERTISING EQUIVALENCY⁺	\$2,620,995	\$713,584			\$3,334,579
PUBLIC RELATIONS VALUE⁺⁺	\$7,862,985	\$2,140,752			\$10,003,737

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

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

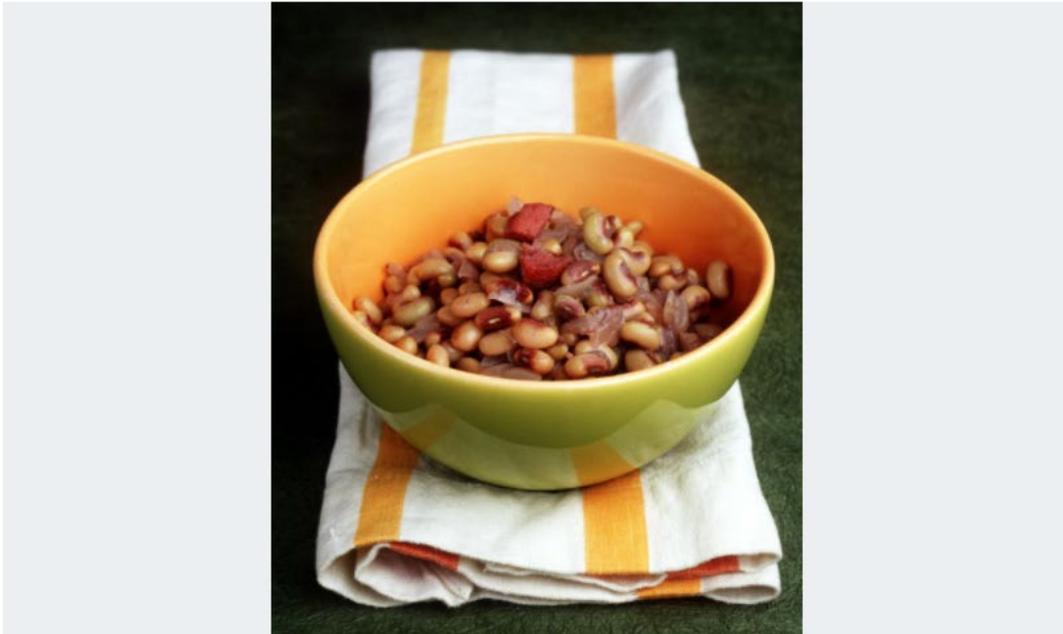
⁺⁺From a measurement perspective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

- 📌 “An Irving restaurant serves free black-eyed peas on New Year’s Day: We could all use some good luck,” by Sarah Bahari, *Dallas News*, Dec 31, 2020
- 📌 “Irving Restaurant Gives Away Black-Eyed Peas on New Year’s Day,” by Deborah Ferguson, *NBCDFW 5*, Dec 31, 2020 | Jan 1, 2021
- 📌 “Most Romantic Things to Do in Dallas: #1 Gondola Adventures” by Ilene Jacobs, *USA Today*, Feb 2021
- 📌 Visit Irving Social Stats | Irving Convention Center Social Stats

An Irving restaurant serves free black-eyed peas on New Year's Day: 'We could all use some good luck'

At Po Melvin's, owner Mel LeMane is hoping 2021 brings better times for the restaurant industry.



With New Year's Day approaching, a bowl of black-eyed peas beckons. In 2021, you can get some for free at Po Melvin's in Irving.

By Sarah Bahari
11:50 AM on Dec 28, 2020



The past year has been tough for longtime Irving restaurant **Po Melvin's**.

And owner Mel LeMane knows it has been tough for just about everyone.

So LeMane decided he would do his part to deliver some good luck in 2021. On New Year's Day, he will cook massive amounts of black-eyed peas and hand them out for free, drive-through style, at his restaurant at 4070 N. Belt Line Road.

"We are trying to survive a pandemic that just won't end," LeMane said. "I figured we could all use some good luck in 2021."

Eating black-eyed peas for luck on New Year's Day is a longtime Southern tradition. For LeMane, the peas launched his family into the restaurant business.

LeMane said his late father, also named Melvin, won best in show in the early 1980s at the State Fair of Texas' cooking competition with his black-eyed peas recipe. The elder LeMane continued to serve the dish at the fair for years until opening a stand-alone restaurant, Po Melvin's, in 1988.



The elder Melvin LeMane, pictured here at the State Fair of Texas, sold his black-eyed peas at the fair for years before opening his own restaurant in Irving. His son will serve free black-eyed peas at Po Melvin's in an effort to start 2021 off with some much-needed good luck. (Photo Courtesy of Melvin LeMane)

Po Melvin's still serves black-eyed peas, prepared simply with hickory-smoked bacon, green onions, beef bouillon, Worcestershire sauce, salt and pepper.

On Friday from 11 a.m. to 2 p.m., each car will receive a 24-ounce container of free black-eyed peas. Additional peas will be available to purchase, as will jalapeño cornbread, another Po Melvin's staple.

LeMane said he hopes the peas will bring the restaurant — and all of us — some good luck.

"We are trying to fight, fight, fight to stay alive, but this has been brutal for mom-and-pop restaurants," he said. "Let's hope things turn around soon for all of us."



RESTAURANT NEWS

Restaurant workers 'still need our support and help' as pandemic stretches on, nonprofit says

BY SARAH BAHARI ·

IRVING

Irving Restaurant Gives Away Black-Eyed Peas on New Year's Day

The Southern tradition of eating black-eyed peas on New Year's Day is thought to bring luck and prosperity

By Deborah Ferguson • Published December 31, 2020 • Updated on January 1, 2021 at 7:47 am



MEL LEMANE
PO MELVIN'S

WEATHER ALERT
6:26 38°

5

MPH I-35W SB FROM HWY 170 TO I-30: 68 MPH SAM RAYBURN TOLLWAY FROM I

A restaurant in Irving wants to bring in a heaping helping of good luck in 2021 by serving up free black-eyed peas on New Year's Day.

A restaurant in Irving wants to bring in a heaping helping of good luck in 2021 by serving up free black-eyed peas on New Year's Day.

"We came up with this idea, let's give away free black-eyed peas to everyone. that way, it's gotta help somebody, right?," said restaurateur Mel LeMane.

LeMane owns [Po' Melvin's](#) on North Beltline Road and still cooks the black-eyed pea recipe that earned his dad 'Best in Show' at the State Fair of Texas 30 years ago and put the family into the restaurant business.

"I think what makes them unique, it's the gravy that the black-eyed peas are actually cooked in is what makes it so good," LeMane explained.

Free Black-Eyed Peas

- 1** Po' Melvin's
 - 2** 4070 N. Belt Line Road, Irving, TX 75038
 - 3** Friday, Jan. 1 from 11 a.m. to 2 p.m.
-

Even though the restaurant is struggling in the pandemic, LeMane will give away those famous black-eyed peas in a contactless drive-thru on New Year's Day from 11 a.m. to 2 p.m. They'll give out four six-ounce servings per car until the peas are all gone.

"Hopefully, we're gonna change some luck this year and somebody's gonna be very prosperous maybe by eating these black-eyed peas," he chuckled.

LeMane hopes he's among the lucky.

Most Romantic Things to Do in Dallas

10 fun ideas for your next socially distanced date around Dallas

February 2021 – Ilene Jacobs, Dallas Local Expert – USA Today



Trying to plan a romantic outing amid the Covid-19 pandemic can be a challenge, especially when the usual fancy dinner and a movie route isn't always a safe option. Fortunately, there are a plethora of great low-risk activities to do around the city that are guaranteed to make any date a success.

Adventurous lovebirds should check out the zip-line obstacle course at Trinity Forest Adventure Park. While nature lovers might enjoy strolling through the magnificent gardens at the Dallas Arboretum.

Of course, what could be more romantic than a gondola ride through the Mandalay Canal in Irving with Gondola Adventures? Or if you're still set on going for dinner and a movie, consider packing a picnic and heading over to the Rooftop Cinema Club, where you can cozy up together while watching a film from the comforts of your car.

There's also everything from dessert tastings and Segway tours to virtual reality adventures. So whether you're celebrating Valentine's Day or just looking for ways to wow your lover, here are 10 terrific COVID-friendly things to do around Dallas most anytime of the year.

#1 – Gondola Adventures

There is nothing more romantic than a gondola ride through the canals of Venice. But if you can't swing a trip to Italy, the next best thing is to book a private gondola ride through the waterways of the Mandalay Canal and Lake Carolyn. Gondola Adventures offers plenty of options for making it a date to remember, ranging from one-hour classic tours to dessert, pizza, breakfast, and Italian dinner cruises. Plus, they offer a variety of ways to ramp up the love factor with specialty enhancements like scattered rose petals and special messages delivered in a decorative bottle. Prices start from \$155 for two people.

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2021**



FOLLOWERS



74,735
+24



5,721
-56



7,259
+148



87,5715
+116

FACEBOOK



1,422,156 Impressions



1,230,043 Users

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7,880 Impressions



697 Profile Visits

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SOCIAL MEDIA FACTS

JAN
2021



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,498
-27



2,081
+2



17,714
-25

FACEBOOK



0

Impressions



0

Users



0

Check-Ins

TWITTER



563

Impressions



181

Profile Visits

INSTAGRAM



498

Impressions



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DATE: January 22, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for December was lower than the US and Texas at 36.5%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 36.3%, while Texas figures decreased 23.9% and the US figures were down 32.3% for the month. Demand for the current period is down 36.9%, and YTD is down 42.3% over last year, while STR data reflects a 36.3% decrease for the current period and a 41.6% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$68.83 down 33.5% in December compared to last year, leaving Irving's YTD average daily rate at \$86.60, down 21.6% over last year.

This year's Occupancy trends may be misleading as earlier in the year they were complicated by new inventory that had come online, and then were adjusted in one month increments by STR as hotels temporarily closed. As most hotels have now begun to reopen, that will continue to skew Occupancy data. Additionally, there are hotels that were closed for renovations/rebuilds (not influenced by COVID) that will continue to impact Occupancy data. While Occupancy rate remains important, for the next 12-18 months, it will be important to understand the data and its influences and limitations.

AirBNB

For the month of December, there were 465 available listings in Irving which is a 5.2% increase in listings over last year's figure of 442. The average daily rate for December is \$178.42, which is down 5.87% over last year, with an occupancy percentage of 49.6%, which is a 21.56% decrease compared to last year. For the hotel comparable subset, the average daily rate for December is \$84.88, a decrease of 17.99% from last year, with occupancy at 45.8%, an decrease of 20.14% from last year.

NOTE: Commencing in January 2019, the AirDNA rate and occupancy figures include HomeAway data, in addition to AirBNB data. Therefore, prior year data reflected on the graphs will not correlate with the prior year data from previously published graphs. Prior year data sets have been updated to include HomeAway data as well.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: December 2020

	Current Month - December 2020 vs December 2019												Year to Date - December 2020 vs December 2019											
	Occ %		ADR		RevPAR		Percent Change from December 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	36.7	54.2	91.96	126.99	33.76	68.87	-32.3	-27.6	-51.0	-51.9	-1.8	-33.6	44.0	66.0	103.25	131.23	45.48	86.64	-33.3	-21.3	-47.5	-49.4	-3.6	-35.7
Texas	41.1	54.0	75.51	94.57	31.04	51.07	-23.9	-20.2	-39.2	-38.4	1.3	-22.9	45.6	64.8	83.39	104.28	38.00	67.57	-29.7	-20.0	-43.8	-43.4	0.6	-29.2
Atlanta, GA	45.3	57.9	76.21	101.01	34.49	58.49	-21.9	-24.6	-41.0	-40.1	1.7	-20.6	47.8	69.3	86.50	114.56	41.33	79.36	-31.0	-24.5	-47.9	-48.0	-0.1	-31.1
Arlington, TX	54.3	63.7	89.00	100.48	48.30	64.02	-14.8	-11.4	-24.6	-23.4	1.5	-13.5	52.5	69.8	77.94	96.43	40.90	67.31	-24.8	-19.2	-39.2	-37.4	3.0	-22.6
Charlotte, NC-SC	36.1	55.8	75.78	103.54	27.37	57.75	-35.2	-26.8	-52.6	-50.4	4.7	-32.2	43.3	68.4	86.40	111.18	37.43	75.99	-36.6	-22.3	-50.7	-49.4	2.8	-34.8
Fort Worth, TX+	49.5	56.8	85.72	95.02	42.41	53.95	-12.9	-9.8	-21.4	-18.9	3.2	-10.1	47.2	68.8	85.57	106.33	40.37	73.14	-31.4	-19.5	-44.8	-43.7	2.1	-30.0
Frisco, TX+	29.8	53.6	96.16	124.49	28.68	66.74	-44.4	-22.8	-57.0	-49.3	17.9	-34.4	34.8	66.1	112.03	140.03	38.98	92.62	-47.4	-20.0	-57.9	-53.6	10.2	-42.1
Grapevine, TX+	41.9	73.0	186.77	194.60	78.21	142.05	-42.6	-4.0	-44.9	-43.5	2.7	-41.1	38.0	77.1	171.96	184.25	65.28	142.02	-50.8	-6.7	-54.0	-57.7	-8.1	-54.7
Irving, TX+	36.5	57.4	68.83	103.48	25.15	59.39	-36.3	-33.5	-57.7	-58.0	-0.9	-36.9	41.6	71.1	86.60	110.49	35.99	78.60	-41.6	-21.6	-54.2	-54.8	-1.3	-42.3
Nashville, TN	34.3	57.4	91.31	129.59	31.33	74.43	-40.3	-29.5	-57.9	-55.2	6.4	-36.5	40.9	73.5	105.03	150.67	42.94	110.67	-44.3	-30.3	-61.2	-59.6	4.1	-42.0
Phoenix, AZ	44.9	63.2	97.14	115.93	43.60	73.29	-29.0	-16.2	-40.5	-41.3	-1.4	-30.0	49.8	70.5	116.34	132.64	57.97	93.57	-29.4	-12.3	-38.0	-39.7	-2.7	-31.2
San Jose, CA+	30.3	62.7	95.35	169.59	28.94	106.41	-51.6	-43.8	-72.8	-73.4	-2.1	-52.6	38.5	75.3	133.17	199.19	51.21	149.91	-48.9	-33.1	-65.8	-65.6	0.8	-48.5

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	36.7	91.96	33.76	44.0	103.25	45.48	US	-32.3	-27.6	-51.0	-33.3	-21.3	-47.5
Texas	41.1	75.51	31.04	45.6	83.39	38.00	Texas	-23.9	-20.2	-39.2	-29.7	-20.0	-43.8
Irving	36.5	68.83	25.15	41.6	86.60	35.99	Irving	-36.3	-33.5	-57.7	-41.6	-21.6	-54.2
Best USA	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Ft Worth	Grpvine	Ft Worth	Arlngtn	Grpvine	Phoenix
	54.3	186.77	78.21	52.5	171.96	65.28		-12.9	-4.0	-21.4	-24.8	-6.7	-38.0
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Ft Worth	Grpvine	Ft Worth	Arlngtn	Grpvine	Arlngtn
	54.3	186.77	78.21	52.5	171.96	65.28		-12.9	-4.0	-21.4	-24.8	-6.7	-39.2
Worst USA	Frisco	Irving	Irving	Frisco	Arlngtn	Irving	Worst USA	SanJose	SanJose	SanJose	Grpvine	SanJose	SanJose
	29.8	68.83	25.15	34.8	77.94	35.99		-51.6	-43.8	-72.8	-50.8	-33.1	-65.8
Worst Texas	Frisco	Irving	Irving	Frisco	Arlngtn	Irving	Worst Texas	Frisco	Irving	Irving	Grpvine	Irving	Frisco
	29.8	68.83	25.15	34.8	77.94	35.99		-44.4	-33.5	-57.7	-50.8	-21.6	-57.9

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+
 Irving TX CVB
 For the month of: December 2020

	Current Month - December 2020 vs December 2019												Year to Date - December 2020 vs December 2019											
	Occ %		ADR		RevPAR		Percent Change from December 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAF	Rev	Avail	Room Sold
Irving, TX+	36.5	57.4	68.83	103.48	25.15	59.39	-36.3	-33.5	-57.7	-58.0	-0.9	-36.9	41.6	71.1	86.60	110.49	35.99	78.60	-41.6	-21.6	-54.2	-54.8	-1.3	-42.3
Luxury/Full Service Irving+	24.9	54.5	98.93	141.99	24.64	77.34	-54.3	-30.3	-68.1	-68.1	0.0	-54.3	32.1	69.7	130.49	149.91	41.90	104.55	-54.0	-13.0	-59.9	-60.9	-2.5	-55.1
All Suite/Extended Stay Irving+	47.3	61.9	61.37	89.24	29.05	55.22	-23.5	-31.2	-47.4	-47.4	0.0	-23.5	49.8	74.3	73.61	94.93	36.62	70.49	-33.0	-22.5	-48.0	-47.1	1.9	-31.7
Limited Service Irving+	40.0	55.2	62.00	103.48	24.77	57.11	-27.6	-40.1	-56.6	-59.1	-5.7	-31.7	41.3	71.4	84.96	110.35	35.06	78.78	-42.2	-23.0	-55.5	-59.7	-9.4	-47.7
Budget Irving+	41.2	58.2	50.21	54.24	20.71	31.58	-29.2	-7.4	-34.4	-34.8	-0.5	-29.5	47.8	69.4	51.07	57.15	24.41	39.66	-31.1	-10.6	-38.5	-38.8	-0.6	-31.5
Las Colinas+	33.8	54.7	77.31	119.85	26.13	65.54	-38.2	-35.5	-60.1	-60.1	0.0	-38.2	40.1	70.5	100.05	127.18	40.10	89.71	-43.2	-21.3	-55.3	-56.9	-3.6	-45.2
DFW North+	36.4	60.9	63.08	97.63	22.95	59.50	-40.3	-35.4	-61.4	-62.4	-2.4	-41.8	40.6	74.0	83.07	105.68	33.69	78.24	-45.2	-21.4	-56.9	-56.6	0.8	-44.8
DFW South+	40.8	57.2	64.27	87.55	26.23	50.10	-28.7	-26.6	-47.6	-47.8	-0.3	-28.9	44.8	68.7	73.18	91.20	32.81	62.66	-34.7	-19.8	-47.6	-47.8	-0.3	-34.9
Full Service Las Colinas+	18.0	48.9	141.37	172.69	25.43	84.39	-63.2	-18.1	-69.9	-69.9	0.0	-63.2	26.3	65.5	178.51	180.14	46.98	117.97	-59.8	-0.9	-60.2	-62.3	-5.4	-62.0
Limited Service Las Colinas+	45.7	59.1	58.34	86.97	26.66	51.36	-22.6	-32.9	-48.1	-48.1	0.0	-22.6	49.9	74.2	70.66	92.92	35.22	68.99	-32.9	-24.0	-48.9	-50.1	-2.3	-34.4
Full Service DFW North+	24.4	57.5	85.11	128.28	20.74	73.70	-57.6	-33.7	-71.9	-71.9	0.0	-57.6	31.4	73.4	119.50	136.74	37.48	100.39	-57.3	-12.6	-62.7	-62.7	0.0	-57.3
Limited Service DFW North+	44.6	63.6	55.05	79.44	24.53	50.48	-29.9	-30.7	-51.4	-53.4	-4.1	-32.8	46.9	74.8	66.59	85.46	31.21	63.96	-37.4	-22.1	-51.2	-51.9	-1.5	-38.3
Full Service DFW South+																								
Limited Service DFW South+	40.9	55.2	61.38	77.18	25.13	42.61	-25.8	-20.5	-41.0	-41.3	-0.4	-26.2	44.9	66.8	67.64	80.94	30.38	54.09	-32.8	-16.4	-43.8	-44.1	-0.4	-33.1

AirBNB Data	Percent Change from Prior Year												Percent Change from Prior Year YTD											
	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	49.6	63.2	178.42	189.56	88.45	119.81	-21.56	-5.87	-26.17	-20.3	-9.0	-24.4	58.4	63.50	177.86	198.91	103.94	126.30	-7.97	-10.58	-17.71	23.5	28.0	18.5
Hotel Comparable	45.8	57.38	84.88	103.50	38.90	59.39	-20.14	-17.99	-34.50	-19.0	23.7	-1.2	58.9	63.02	99.56	90.70	58.67	57.16	-6.49	9.77	2.64	92.5	87.5	75.3

Available Listings	2020	2019	% Chg
Entire Place	301	248	21.4
Private Room	125	166	(24.7)
Shared Room	39	28	39.3
Total Available Listings	465	442	5.2

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12851	11423
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2438	1717
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4065	4065
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2019			2020			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160	33.4	127,470	997,383	-57.5%	-40.5%	-57.4%	-39.5%
July	73.0	288,175	1,965,335	34.3	135,465	1,132,848	-53.0%	-42.4%	-52.8%	-41.4%
August	69.5	273,955	2,239,290	39.7	156,844	1,289,692	-42.7%	-42.4%	-42.4%	-41.5%
September	70.5	268,938	2,508,228	44.0	168,128	1,457,820	-37.5%	-41.9%	-37.2%	-41.1%
October	79.0	317,464	2,825,692	43.2	170,392	1,628,212	-46.3%	-42.4%	-45.3%	-41.6%
November	66.1	257,066	3,082,758	35.7	137,553	1,765,765	-46.5%	-42.7%	-46.2%	-42.0%
December	57.4	230,578	3,313,336	36.5	145,563	1,911,328	-36.9%	-42.3%	-36.3%	-41.6%

Irving, Texas & United States Comparison

December 2020

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR	95.92	-13.6%	111.26	-1.0%	43.7%	-43.1%	59.8%	-16.1%	41.94	-50.8%	66.52	-16.9%
APRIL	62.74	-44.7%	106.19	-5.7%	22.6%	-69.5%	51.1%	-28.9%	14.17	-83.1%	54.30	-33.0%
MAY	63.06	-43.4%	101.16	-10.0%	27.1%	-63.2%	46.5%	-35.6%	17.11	-79.2%	47.08	-42.0%
JUNE	71.23	-36.1%	97.19	-13.4%	33.4%	-57.4%	44.4%	-39.5%	23.77	-72.8%	43.13	-47.6%
JULY	71.64	-32.9%	94.10	-15.5%	34.3%	-52.8%	42.9%	-41.4%	24.59	-68.3%	40.34	-50.5%
AUGUST	74.62	-28.9%	91.73	-17.1%	39.7%	-42.4%	42.5%	-41.5%	29.65	-59.1%	38.96	-51.5%
SEPTEMBER	78.29	-29.3%	90.15	-18.5%	44.0%	-37.2%	42.6%	-41.1%	34.46	-55.6%	38.44	-52.0%
OCTOBER	83.41	-28.0%	89.41	-19.6%	43.2%	-45.3%	42.7%	-41.6%	36.01	-60.6%	38.17	-53.0%
NOVEMBER	72.00	-33.9%	88.07	-20.7%	35.7%	-46.2%	42.0%	-42.0%	25.69	-64.4%	37.02	-54.0%
DECEMBER	68.83	-33.5%	86.60	-21.6%	36.5%	-36.3%	41.6%	-41.6%	25.15	-57.7%	35.99	-54.2%
12 mo. rolling averages:	ADR	85.55	-23.7%		Occupancy	33.8%	-55.1%		RevPAR	28.94	-65.8%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%
MAR	89.23	-19.9%	99.73	-6.7%	44.1%	-37.9%	55.3%	-14.2%	39.34	-50.3%	55.14	-19.9%
APRIL	63.38	-41.3%	94.81	-11.5%	27.7%	-59.7%	48.7%	-25.6%	17.53	-76.3%	46.22	-34.2%
MAY	68.96	-35.3%	90.88	-15.1%	36.2%	-45.7%	46.2%	-29.7%	24.93	-64.9%	41.98	-40.3%
JUNE	76.88	-26.3%	88.66	-16.8%	43.7%	-37.4%	45.8%	-31.1%	33.60	-53.8%	40.57	-42.7%
JULY	76.45	-25.3%	86.92	-18.0%	44.0%	-36.6%	45.5%	-31.9%	33.63	-52.6%	39.55	-44.1%
AUGUST	79.07	-20.2%	85.87	-18.3%	48.3%	-25.2%	45.9%	-31.1%	38.21	-40.4%	39.39	-43.7%
SEPTEMBER	80.41	-22.4%	85.22	-18.8%	48.3%	-22.9%	46.1%	-30.2%	38.88	-40.2%	39.32	-43.3%
OCTOBER	81.27	-25.0%	84.80	-19.5%	48.2%	-28.3%	46.4%	-30.0%	39.21	-46.2%	39.31	-43.7%
NOVEMBER	75.96	-25.7%	84.05	-20.0%	42.5%	-30.9%	46.0%	-30.1%	32.29	-48.7%	38.67	-44.1%
DECEMBER	75.51	-20.2%	83.39	-20.0%	41.1%	-23.9%	45.6%	-29.7%	31.04	-39.2%	38.00	-43.8%

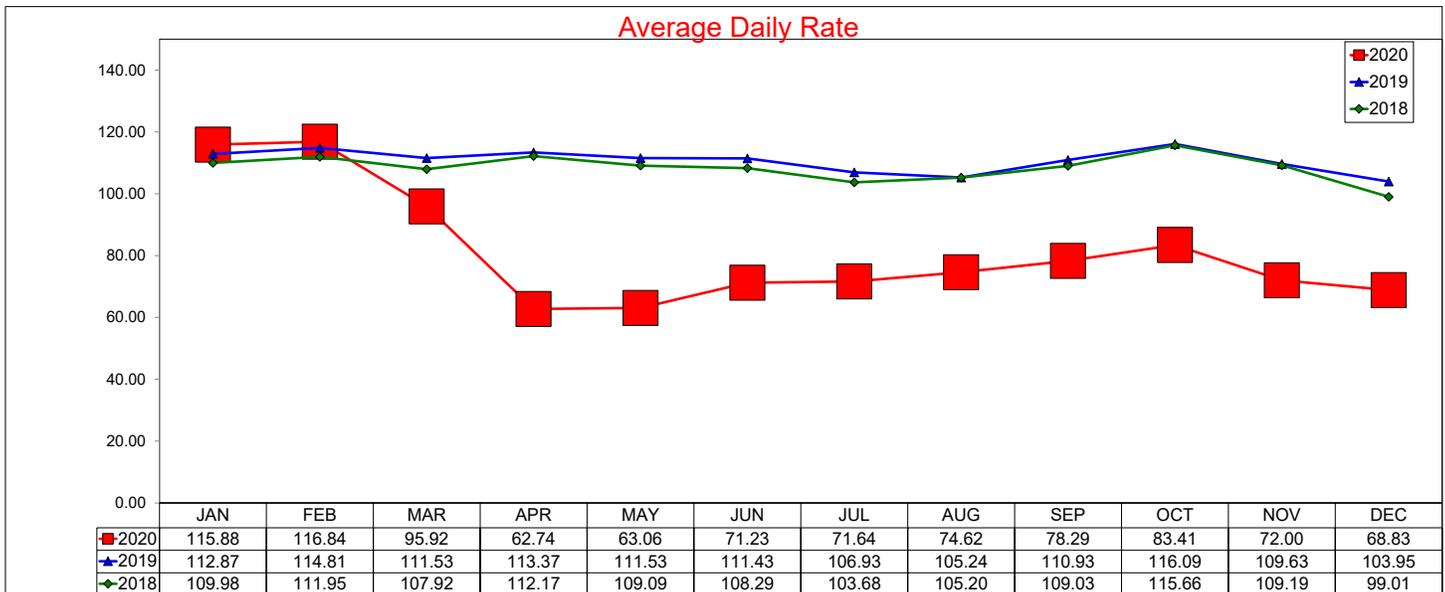
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%
MAR	110.66	-16.5%	123.76	-4.0%	39.4%	-42.3%	51.8%	-15.9%	43.54	-51.9%	64.14	-19.3%
APRIL	73.23	-44.4%	117.75	-9.2%	24.5%	-63.9%	45.7%	-27.7%	17.93	-79.9%	53.84	-34.3%
MAY	79.57	-39.9%	112.27	-13.8%	33.1%	-51.7%	43.3%	-32.7%	26.35	-71.0%	48.61	-42.0%
JUNE	92.15	-31.5%	109.04	-16.8%	42.2%	-42.5%	43.1%	-34.5%	38.88	-60.6%	47.02	-45.5%
JULY	101.76	-24.8%	107.91	-18.1%	47.0%	-36.1%	43.7%	-34.7%	47.84	-52.0%	47.17	-46.6%
AUGUST	102.46	-22.8%	107.17	-18.8%	48.6%	-31.7%	44.4%	-34.3%	49.83	-47.3%	47.54	-46.6%
SEPTEMBER	99.12	-24.9%	106.22	-19.5%	48.3%	-28.2%	44.8%	-33.6%	47.87	-46.1%	47.59	-46.6%
OCTOBER	97.61	-26.8%	105.26	-20.3%	48.3%	-30.1%	45.2%	-33.2%	47.13	-48.8%	47.56	-46.8%
NOVEMBER	90.92	-27.7%	104.10	-20.9%	40.3%	-34.5%	44.7%	-33.3%	36.67	-52.6%	46.57	-47.3%
DECEMBER	91.96	-27.6%	103.25	-21.3%	36.7%	-32.3%	44.0%	-33.3%	33.76	-51.0%	45.48	-47.5%

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

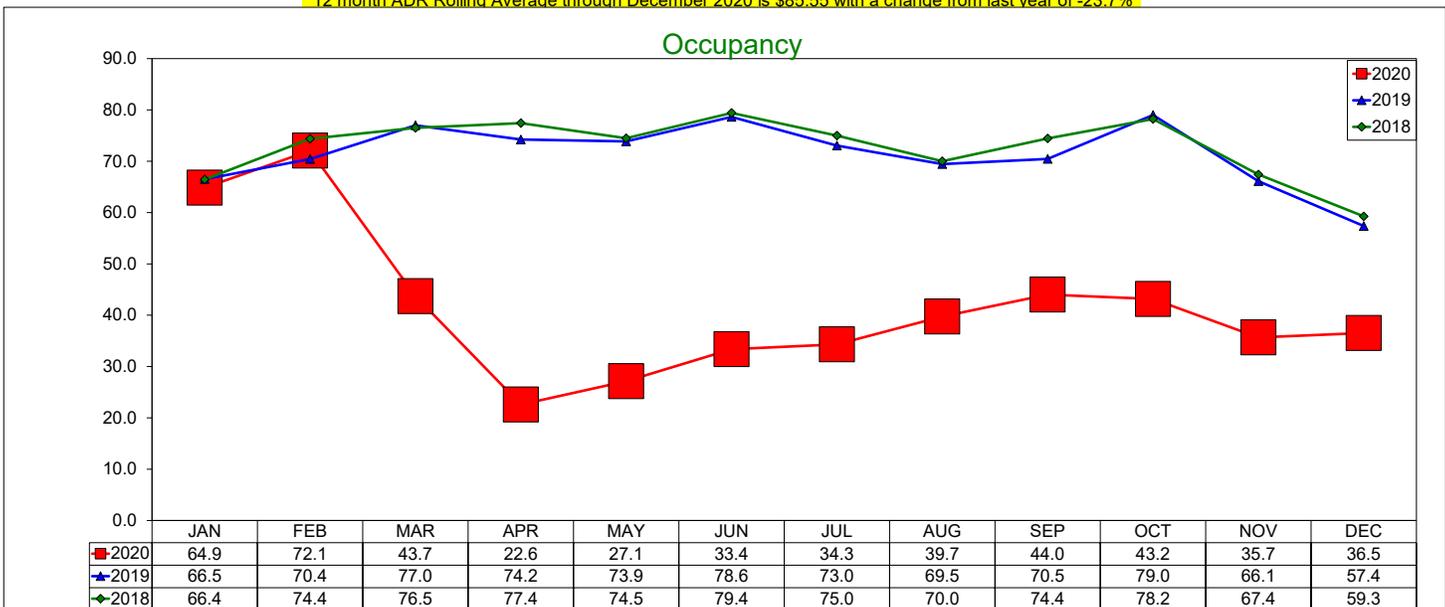
SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

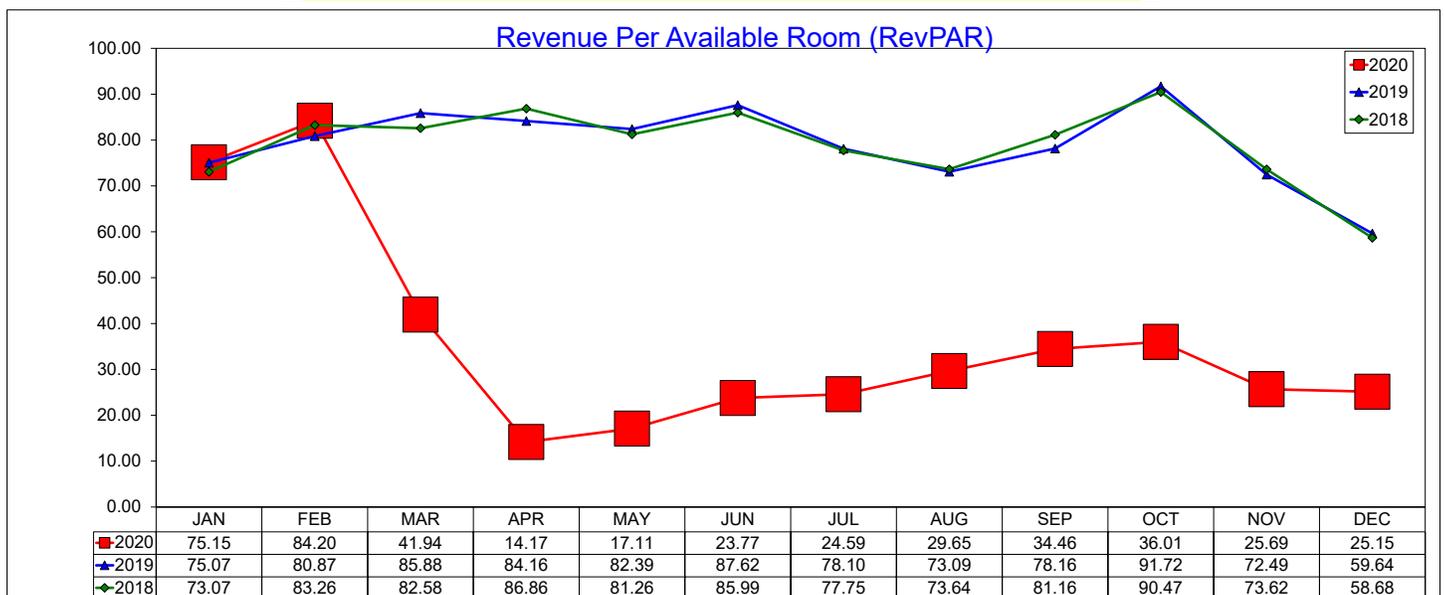
December 2020



12 month ADR Rolling Average through December 2020 is \$85.55 with a change from last year of -23.7%



12 month Occupancy Rolling Average through December 2020 is 33.83% with a change from last year of -55.1%



12 month RevPAR Rolling Average through December 2020 is \$28.94 with a change from last year of -65.8%

Monthly & YTD AirBNB Data

December 2020

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL	182.68	0.9%	174.65	0.6%	59.7%	-2.3%	62.4%	8.0%	109.01	-1.4%	109.01	8.6%
MAY	168.99	-13.6%	173.51	-3.1%	66.8%	8.5%	63.3%	7.8%	112.93	-6.2%	109.76	4.4%
JUNE	170.01	-14.8%	172.92	-5.6%	62.4%	-15.3%	63.1%	3.2%	106.11	-27.8%	109.13	-2.5%
JULY	193.10	-10.0%	176.21	-6.5%	61.9%	-13.4%	62.9%	0.4%	119.57	-22.1%	110.87	-6.2%
AUGUST	187.08	-12.1%	177.38	-7.8%	58.1%	-5.5%	62.4%	-0.2%	108.65	-17.0%	110.61	-8.0%
SEPTEMBER	177.19	-19.3%	177.37	-9.6%	54.7%	-18.9%	61.6%	-2.4%	97.01	-34.5%	109.32	-11.8%
OCTOBER	191.68	-8.2%	178.37	-9.9%	49.4%	-23.9%	60.6%	-4.5%	94.61	-30.2%	108.05	-13.9%
NOVEMBER	171.86	-20.6%	177.81	-11.2%	48.2%	-25.4%	59.3%	-6.7%	82.85	-40.7%	105.41	-17.1%
DECEMBER	178.42	-5.9%	177.86	-10.6%	49.6%	-21.6%	58.4%	-8.0%	88.45	-26.2%	103.94	-17.7%

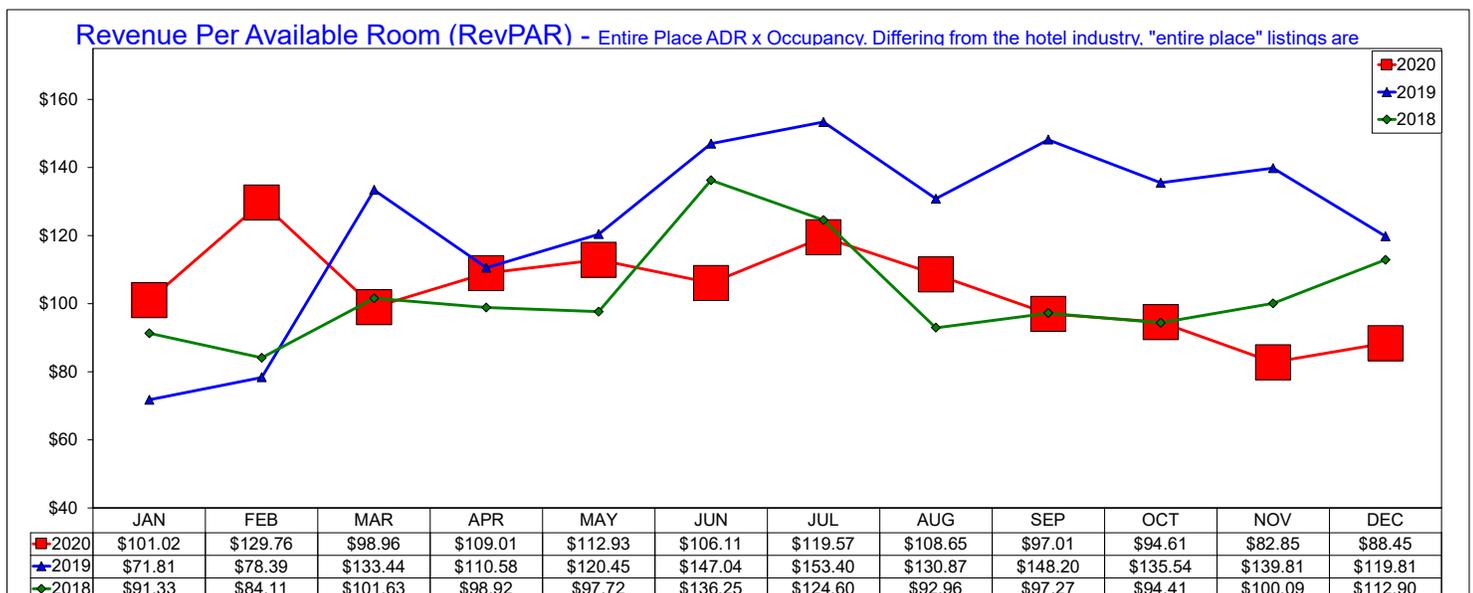
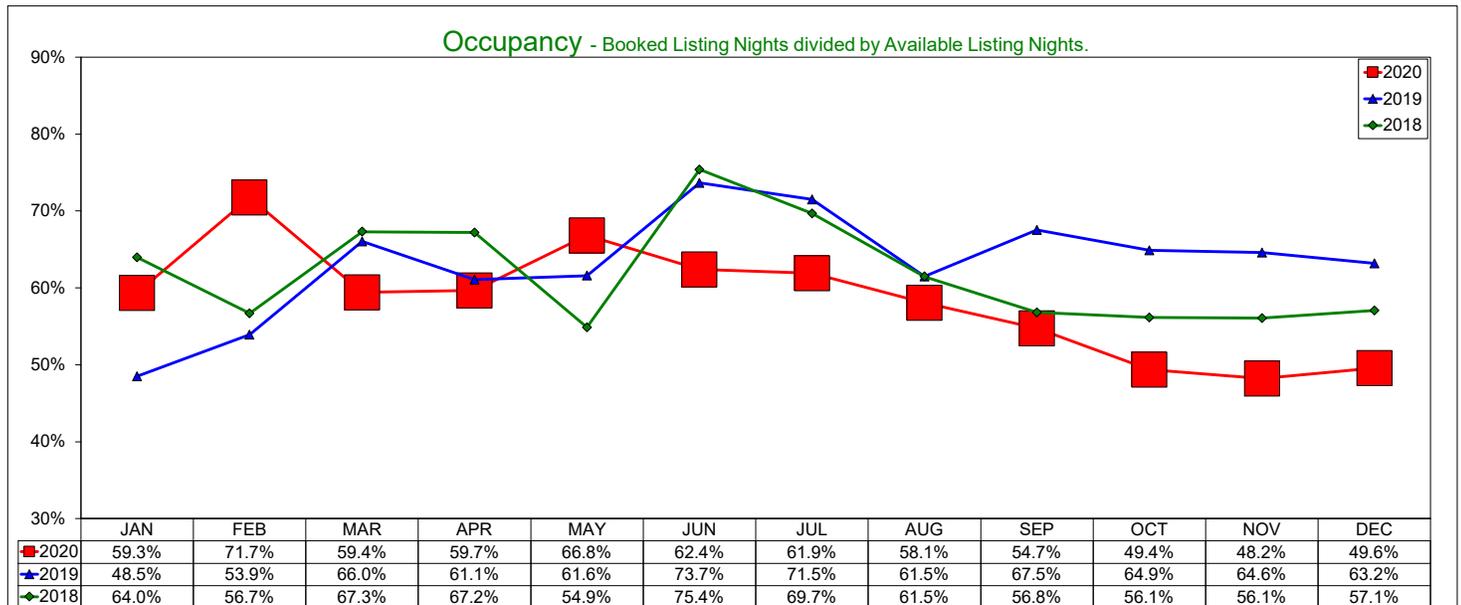
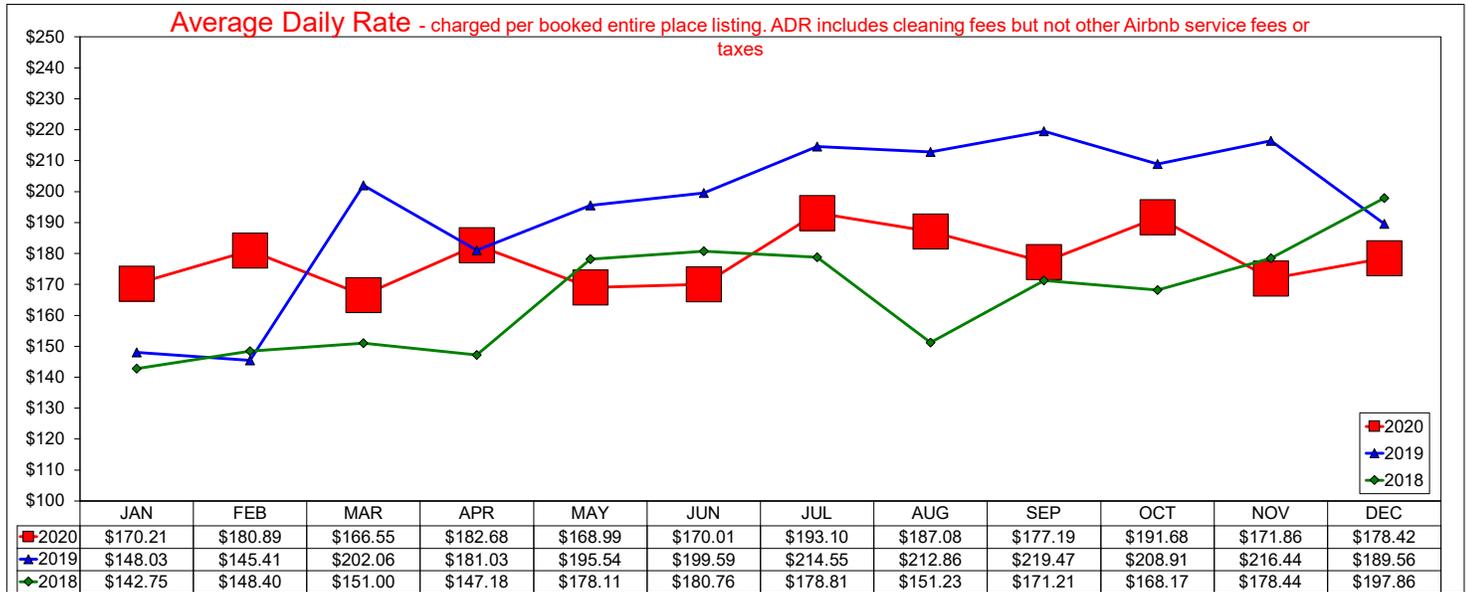
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL	106.52	27.4%	104.91	23.7%	61.0%	4.8%	64.1%	-1.4%	64.95	33.4%	67.25	22.0%
MAY	102.22	17.2%	104.27	22.2%	72.2%	28.2%	65.9%	4.6%	73.85	50.2%	68.68	27.8%
JUNE	96.71	13.9%	102.81	20.6%	62.3%	-7.2%	65.2%	2.3%	60.26	5.7%	66.98	23.4%
JULY	105.99	29.7%	103.33	21.9%	60.8%	-11.1%	64.4%	0.2%	64.44	15.4%	66.55	22.1%
AUGUST	99.20	9.7%	102.91	20.3%	57.9%	3.4%	63.7%	1.0%	57.42	13.5%	65.52	21.5%
SEPTEMBER	96.42	3.1%	102.37	18.6%	55.4%	-16.7%	62.9%	-0.8%	53.40	-14.2%	64.39	17.6%
OCTOBER	94.86	0.0%	101.93	16.8%	47.7%	-30.4%	61.7%	-3.4%	45.25	-30.3%	62.93	12.8%
NOVEMBER	86.45	-15.0%	100.63	13.2%	47.2%	-25.8%	60.2%	-5.8%	40.84	-37.0%	60.57	6.6%
DECEMBER	84.88	-18.0%	99.56	9.8%	45.8%	-20.1%	58.9%	-6.5%	38.90	-34.5%	58.67	2.6%

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

AirBNB - Entire Place

December 2020

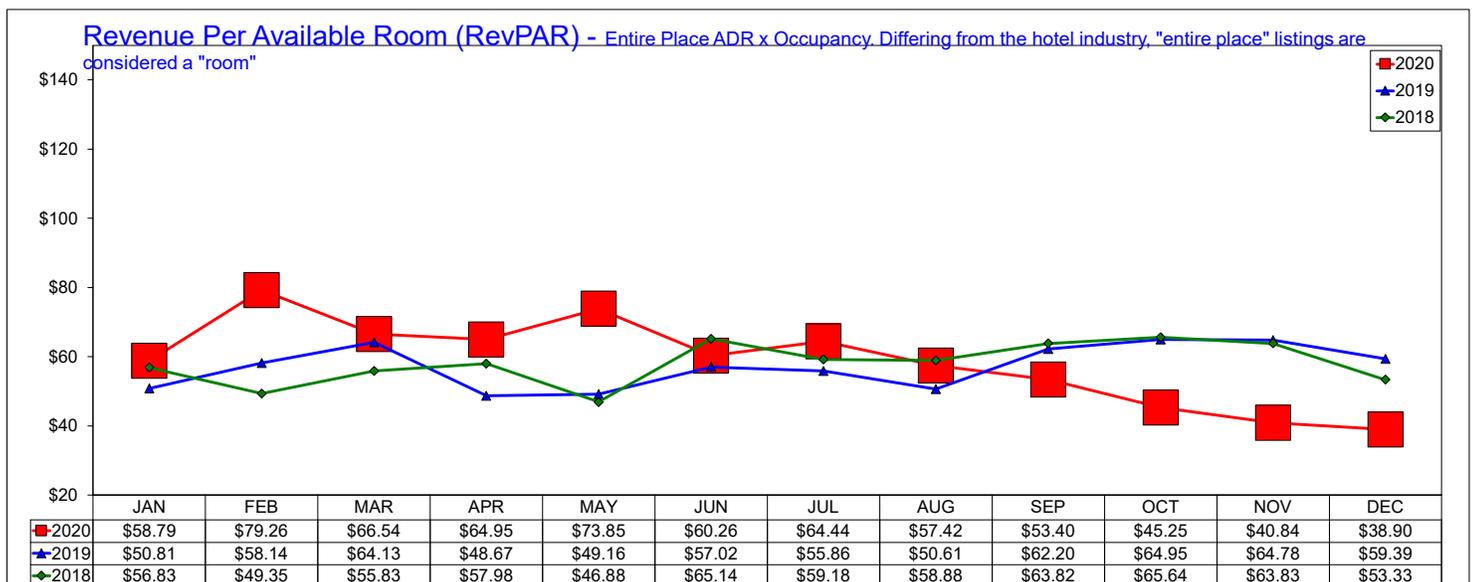
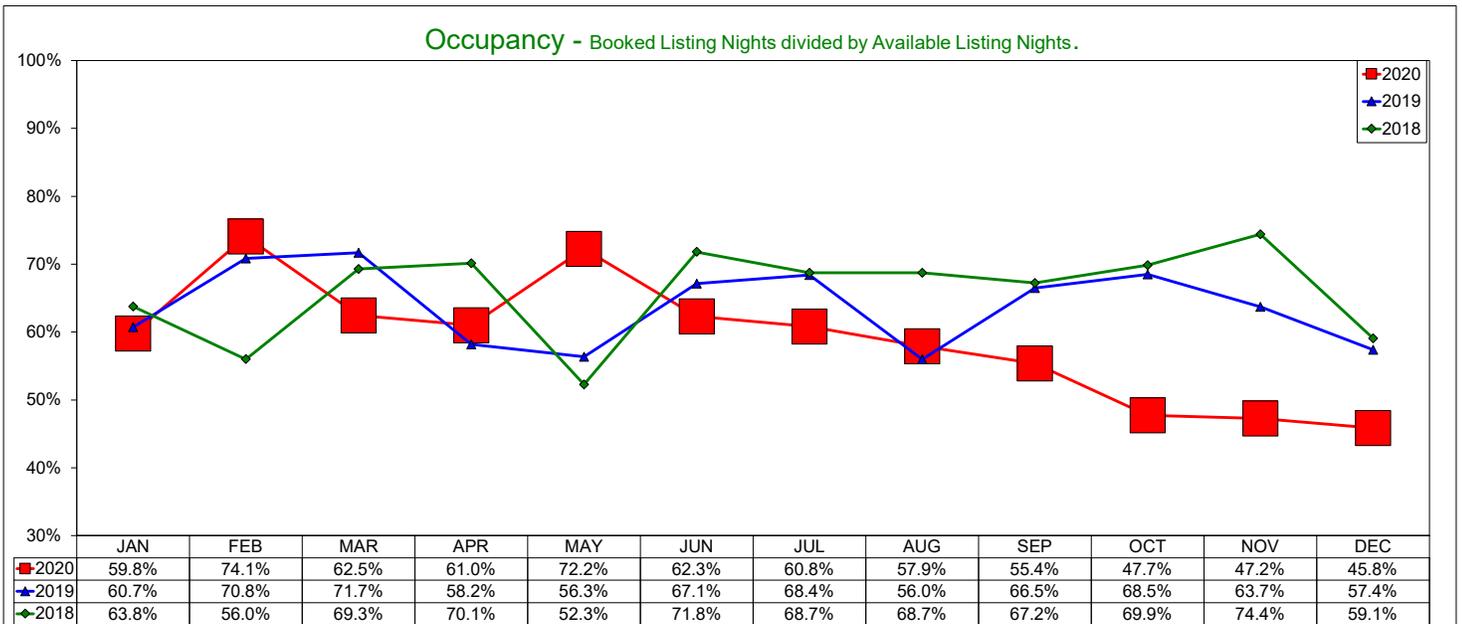
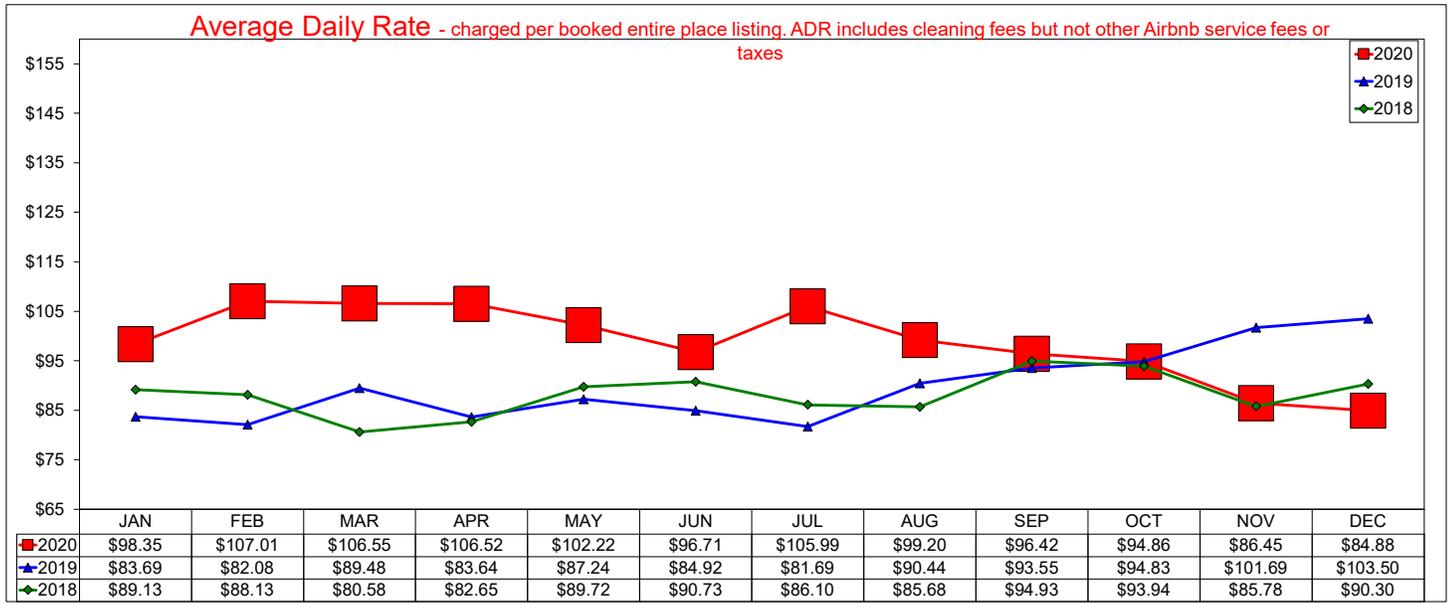
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

December 2020

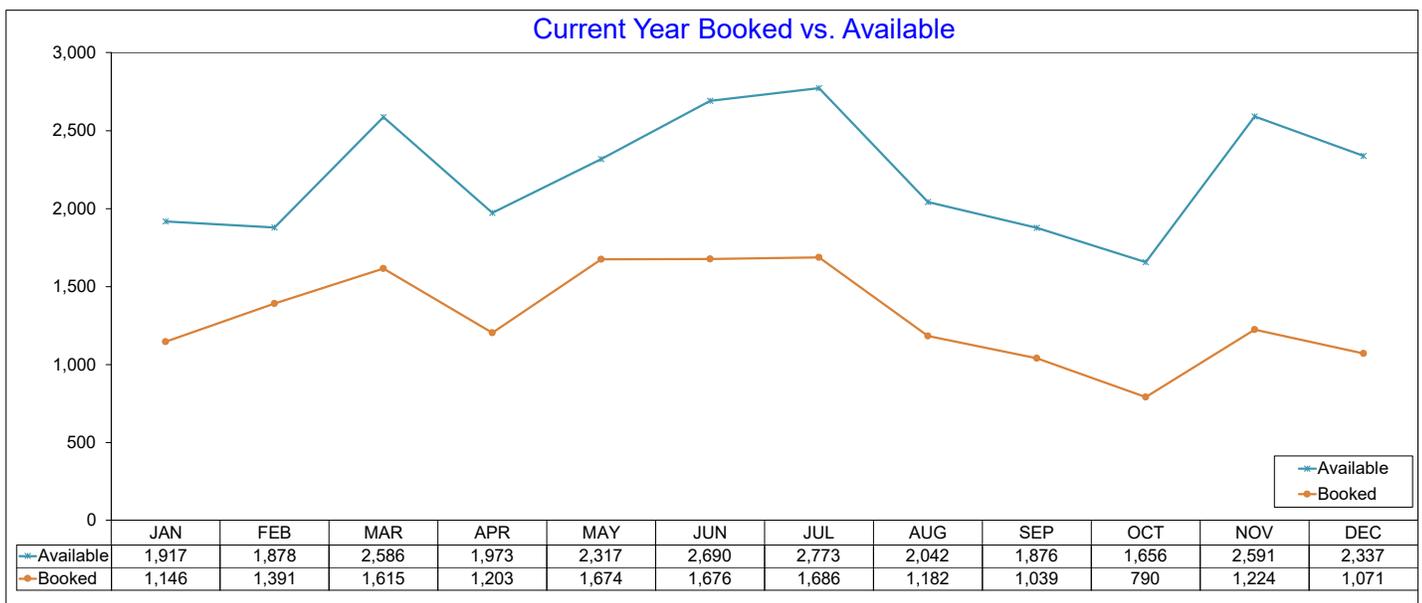
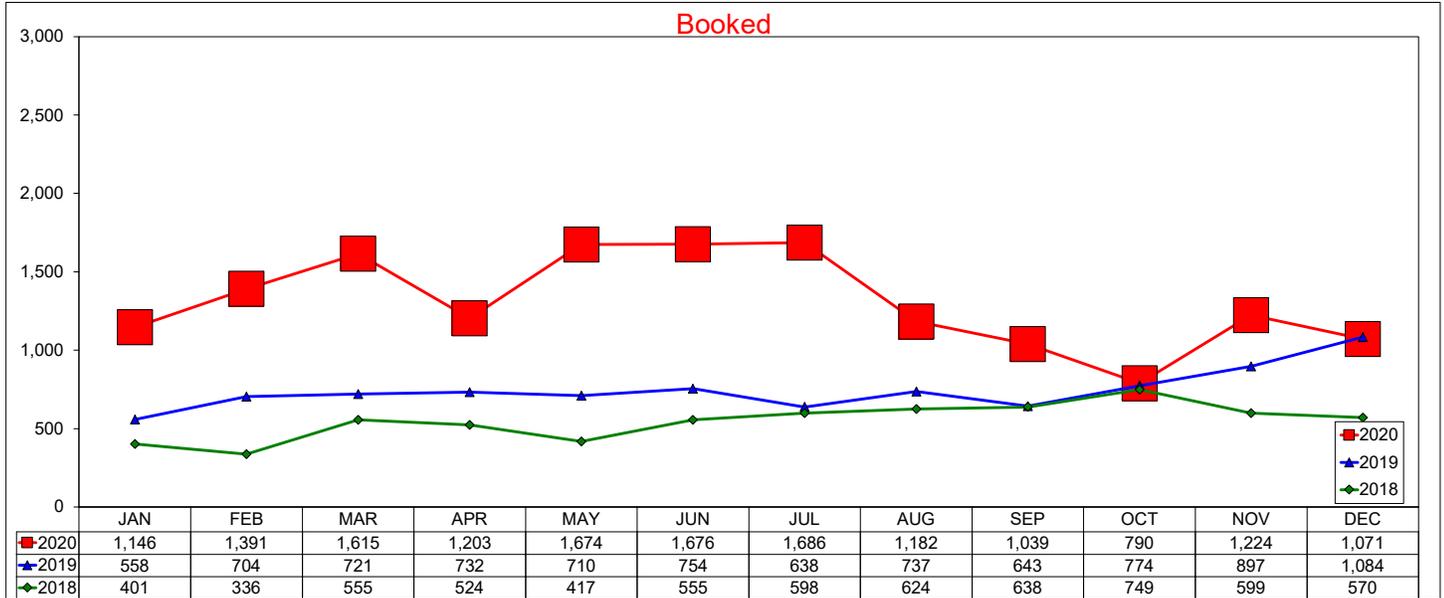
Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels



AirBNB - Room Nights - Hotel Comparable Subset

December 2020

Same as Listing Nights, due to the 1:1 relationship for hotel comparable rooms being 1-bedroom or studio



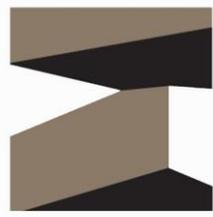
Irving, Texas Room Demand - Source: Smith Travel Research

	2019			2020			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Current	Year To Date		Current	Year To Date		Current	Year To Date	Current	Year To Date
	Occ %	Month Demand	Year To Date Demand	Occ %	Month Demand	Year To Date Demand	Month	Year To Date	Month	Year To Date
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160	33.4	127,470	997,383	-57.5%	-40.5%	-57.4%	-39.5%
July	73.0	288,175	1,965,335	34.3	135,465	1,132,848	-53.0%	-42.4%	-52.8%	-41.4%
August	69.5	273,955	2,239,290	39.7	156,844	1,289,692	-42.7%	-42.4%	-42.4%	-41.5%
September	70.5	268,938	2,508,228	44.0	168,128	1,457,820	-37.5%	-41.9%	-37.2%	-41.1%
October	79.0	317,464	2,825,692	43.2	170,392	1,628,212	-46.3%	-42.4%	-45.3%	-41.6%
November	66.1	257,066	3,082,758	35.7	137,553	1,765,765	-46.5%	-42.7%	-46.2%	-42.0%
December	57.4	230,578	3,313,336	36.5	145,563	1,911,328	-36.9%	-42.3%	-36.3%	-41.6%

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 22, 2021**

CONVENTION CENTER MANAGEMENT REPORTS





**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

February 12, 2021

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

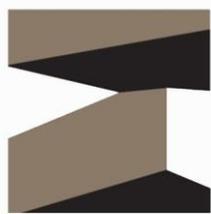
Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	22,856	34,750	23,119	139,837	144,859	227,826
Ancillary Income	31,099	51,820	836,069	77,887	86,882	1,962,122
Total Event Income	53,955	86,570	859,188	217,724	231,741	2,189,948
Other Income	22,428	21,375	97,002	87,298	85,500	243,193
Adjusted Gross Income	76,383	107,945	956,190	305,022	317,241	2,433,141
Indirect Expenses	(341,112)	(410,047)	(670,582)	(1,469,437)	(1,520,447)	(2,436,195)
Net Income (Loss)	(264,729)	(302,102)	285,608	(1,164,415)	(1,203,206)	(3,054)

- Total direct event income consisted of rental, and service revenue received from two events we had for the month: Las Colinas Bridal Show and Texas Prime Meet.
- Due to COVID-19, we had one group cancel that would have generated a minimum of \$34,000.
- Other operating income includes January's Westin garage rental, Enterprise's rent, and transient parking for the month.
- Indirect expenses were under budget by \$68,935.
- Overall, the ICC was under budget by \$37,373.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	16,177	25,000	1,135,022	74,666	77,369	2,602,591
Net Income/(Loss)	11,352	25,000	794,222	43,510	58,712	1,785,407
Net Income/(Loss) %	70.17%	100.00%	69.97%	58.27%	75.89%	68.60%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
2	12	3,525	8,208
Current Year	Current Year	Current Year	Current Year
25	89	19,772	64,725
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,575	5,118	3	93.3%
Current Year	Current Year	This Month	Current Month
2,431	17,166	3	93.3%
Prior Year	Prior Year	Year to Date	Year to Date



IRVING
CONVENTION CENTER
 AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

February 9, 2021

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Matt Tungett, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – December 2020**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	50,769	47,100	22,669	116,981	110,109	204,702
Ancillary Income	35,958	21,280	263,008	46,788	35,062	1,126,054
Total Event Income	86,727	68,380	285,677	163,769	145,171	1,330,756
Other Income	17,278	21,375	24,454	64,870	64,125	146,193
Adjusted Gross Income	104,005	89,755	310,131	228,639	209,296	1,476,949
Indirect Expenses	(406,943)	(386,944)	(527,119)	(1,128,321)	(1,110,401)	(1,765,609)
Net Income (Loss)	(302,938)	(297,189)	(216,988)	(899,682)	(901,105)	(288,660)

- Total direct event income consisted of rental and service revenue received from the six events we had for the month: University of Dallas Graduation, Empower Texans, Battle of Texas, Escalent Auto Research, Spirit Championships and Express Cheer. Ancillary income consisted of F&B concessions, catering, and parking income.
- Due to COVID-19, we had a total of five groups that either canceled or postponed. These events would have generated a ***minimum*** of \$187,000.
- Other operating income includes December's Westin garage rental, Enterprise's rent, transient parking for the month, and A/V commission received.
- Indirect expenses were over budget by \$19,999.
- Overall, the ICC was over budget by \$5,749.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	40,840	34,720	366,600	58,489	52,369	1,467,569
Net Income/(Loss)	24,452	21,280	235,426	32,158	33,712	991,186
Net Income/(Loss) %	59.87%	61.29%	64.22%	54.98%	64.37%	67.54%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
6	10	3,695	4,683
Current Year	Current Year	Current Year	Current Year
17	64	9,932	44,953
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
10	3,543	0	-
Current Year	Current Year	This Month	Current Month
7,239	14,735	0	-
Prior Year	Prior Year	Year to Date	Year to Date

February 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 7th Sense Auto Research 7th Sense LLC Definite	5	6 Irving Police Departmen... City of Irving Police Department Definite
7 7th Sense Auto Research 7th Sense LLC Definite	8	9	10	11	12	13
14 St. Valentine's Day	15 President's Day	16	17	18	19	20 Southern Baptists of Tex... Southern Baptists of Texas Con... Tentative 1
21 Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite	22	23	24	25	26 Legacy Dance Championship Legacy Dance Championship Definite	27 Irving Cares Board Retreat Irving Cares Definite
28 Legacy Dance Champion... Legacy Dance Championship Definite	1	2 7th Sense Research 7th Sense LLC Definite	3	4	5	6 NCL Annual Fashion Show National Charity League, Inc. S... Definite

March 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Legacy Dance Champion... Legacy Dance Championship Definite	1	2 7th Sense Research 7th Sense LLC Definite	3	4	5	6 NCL Annual Fashion Show National Charity League, Inc. S... Definite
7 7th Sense Research 7th Sense LLC Definite NCL Annual Fashion Show National Charity League, Inc. S... Definite	8	9	10	11	12	13
14 Start of daylight saving time	15	16	17	18	19	20
21	22	23	24 7x24 Exchange Lone Star... 7x24 Exchange Lone Star Chapter Definite	25	26 Spirit Network Spirit Network Definite	27
28 Spirit Network Spirit Network Definite	29	30	31 QuikTrip Manager's Meet... QuikTrip Definite	1	2	3

April 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Spirit Network Spirit Network Definite	29	30	31 QuikTrip Manager's Meet... QuikTrip Definite	1	2	3
4 Easter	5 NTBA North Texas Business Alliance Co-op. Definite	6	7	8	9	10 Quince Expo My 15 Expo Definite
11 Quince Expo My 15 Expo Definite	12	13 Innotech Dallas Prospera Events, LLC Definite	14	15	16	17
18	19	20	21	22 Hall of Fame Dance Competition Hall of Fame Dance Challenge Definite	23	24
25 Hall of Fame Dance Com... Hall of Fame Dance Challenge Definite	26	27	28	29	30 Nexstar National Talent Competition Nexstar Corporate Office Definite	1 Coppell High School Ba... Coppell High School Definite

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 22, 2021**

**INDUSTRY REPORTS /
BOARD PARTNERS**



TRAVEL: THE HARDEST-HIT U.S. INDUSTRY

The decline in travel due to COVID-19 has devastated our economy and torn at the very fabric of our society. **Of all jobs lost nationwide, 40% are in leisure and hospitality.*** Our economy suffered shocking economic impact—nearly \$500 billion in lost travel spending, resulting in \$64 billion in missed federal, state, and local tax revenue since the beginning of March.

Travel Spending (\$ billions)	2019	2020	\$ Change	% Change
Total	1,172.6	680.3	-492.3	-42%
Domestic	993.8	638.1	-355.7	-36%
International (incl. passenger fares)	178.8	42.2	-136.6	-76%
Leisure	824.8	577.1	-247.7	-30%
Business	347.8	103.2	-244.6	-70%
General Business	208.5	71.0	-137.5	-66%
Conferences/Conventions/Trades Shows	139.3	32.2	-107.1	-77%
Travel-generated Taxes (\$ billions)				
Total	177.1	113.1	-64.0	-36%
Federal	94.5	54.8	-39.7	-42%
State	49.7	35.1	-14.6	-29%
Local	33.0	23.3	-9.7	-29%

*The jobs loss number reflects the travel-dependent Leisure & Hospitality sector. Data related to Direct Travel Employment will be released shortly.

Updated February 1, 2021

POLICIES TO RESTORE THE TRAVEL ECONOMY

COVID-19 has devastated the travel industry more than any other sector of the economy. 40% of all jobs lost nationwide are attributable to declines in Leisure & Hospitality employment. Unemployment in the travel industry peaked at 51%—more than double the national unemployment rate at the height of the Great Depression.

Travel-dependent small businesses will continue to suffer until travel restrictions and warnings are lifted, COVID-19 vaccines are widely distributed, and travel to and within the U.S. can return to normal. While access to PPP expires on March 31, 2021, the pandemic and economic crisis will not.

RELIEF

EXTEND AND ENHANCE PPP

- **Extend the application deadline for PPP through December 31, 2021.**
 - Allow businesses to request a 3rd draw if they exhaust their 2nd draw and COVID-19 restrictions persist.
- **Direct SBA to establish procedures that allow quasigovernmental DMOs to properly allocate their employees, apart from other governmental employees that fall under the same employer identification number (EIN).**
- **Include property taxes as a covered expense eligible for loan forgiveness**

PROVIDE GRANTS FOR HARD-HIT SECTORS WITHIN THE TRAVEL INDUSTRY

- **Expand eligibility in the Shuttered Venue Operators Grant Program to include attractions, tour operators, and meeting and event organizers.**
- **Enact other targeted grant programs, including for hotels and destination marketing organizations.**

PROVIDE GRANTS TO PROMOTE SAFE AND HEALTHY TRAVEL PRACTICES

- **Provide at least \$2.5 billion in grants through the U.S. Economic Development Administration to state tourism offices and local destination marketing organizations to help them promote safe travel practices and support economic recovery efforts in local tourism markets.**
- **Waive any administrative hurdles that would prevent timely application and disbursement of the funds.**

POLICIES TO RESTORE THE TRAVEL ECONOMY

PROVIDE \$17 BILLION IN ADDITIONAL RELIEF FOR COMMERCIAL AIRPORTS AND AIRPORT CONCESSIONAIRES

- Provide an additional \$17 billion in grants for airports and airport concessionaires to prevent, prepare for, and respond to the COVID-19 public health emergency, which will cover revenue loss from a continued slump in passenger traffic.

ENHANCE & EXTEND PAYROLL TAX RELIEF

- Extend the Employee Retention Tax Credit (ERTC) through the end of 2021 and allow employers to retroactively claim the credit on their Q2 2020 Form 941.
- Help mid-size companies in hard-hit industries offset the cost of rehiring employees, either through an enhanced Work Opportunity Tax Credit (WOTC) or a wage subsidy tax credit.

RECOVERY

PROVIDE TAX INCENTIVES TO SUPPORT THE RESTORATION OF TRAVEL JOBS

- Enact tax incentives focused on restoring travel jobs, like those contained in the Hospitality and Commerce Jobs Recovery Act, including—
 - A refundable tax credit for individuals and families that travel this year, worth 50 percent of qualified travel expenses, up to a maximum of \$1,500 per household plus \$500 for each qualifying child.
 - A general business credit to help businesses and organizations conduct and attend safe conventions, business meetings and events.

HELP TRAVEL BUSINESSES COVER THE COST OF COVID-19 PREVENTION EFFORTS

- Provide a tax credit to help businesses of all sizes offset the cost of preventing the spread of COVID-19, including the cost of structural barriers and personal protective equipment.
- Ensure the credit covers the operational needs of businesses with independent contractors or employee management contracts, where the management company is the employer of record.



January 29, 2021

Mr. Jeffrey Zients
 COVID-19 Recovery Team Coordinator
 The White House
 1600 Pennsylvania Ave., NW
 Washington, D.C. 20500

Dear Mr. Zients:

Thank you for your work on the Executive Order *Promoting COVID-19 Safety in Domestic and International Travel*. As representatives of America’s aviation, travel and tourism industries, we share President Biden’s commitment to saving lives and allowing all Americans to travel and work safely. We believe the only way to achieve these goals is through data-driven, risk-based and feasible public health measures that reduce COVID-19 transmissions and allow travel and economic growth to safely resume. Our continuing partnership with relevant Federal agencies has played a critical role in developing and implementing policies that enhance the safety of flying. The aviation industry is committed to partnering with the COVID-19 response team, and we urge you to work together with us to continue these efforts and to continue providing industry an opportunity to participate meaningfully in discussions about transportation and travel restrictions.

To that end, we strongly support many aspects of the Executive Order, such as the Federal mask mandate for interstate travel and pre-departure testing for international arriving passengers. However, we are concerned by recent media reports that the Centers for Disease Control and Prevention (CDC) is considering a pre-departure testing requirement for domestic air travel. The industry remains committed to supporting risk-based, scientific approaches to contagion mitigation.

Since the beginning of this pandemic, the health and safety of workers and traveling public have been the aviation and travel industries’ top priority. In April, representatives across the entire travel ecosystem partnered with public health officials to develop uniform health and safety guidance to reduce the risk of COVID-19 transmission throughout the travel process.¹ This science-driven, layered approach aligns with CDC’s own guidance and includes recommendations on universal mask wearing, physical distancing, enhanced sanitization and

¹ <https://www.ustravel.org/toolkit/industry-guidance-promoting-health-and-safety-all-travelers>

more. U.S. airlines have implemented multiple layers of protection to prevent virus transmission onboard the aircraft, including strict face covering requirements, pre-flight health forms, enhanced disinfection protocols, hospital-grade filtration systems and air exchanges that remove viruses. Likewise, airports have augmented efforts to clean and sanitize their facilities, upgraded their air filtration systems, promoted physical distancing, provided facial coverings for those in need and expanded touchless technology options to reduce the likelihood of the virus being transmitted to travelers or workers in these facilities.

According to a growing body of rigorous scientific research, these health and safety protections have significantly reduced the risk of COVID-19 transmission onboard an aircraft. In November, a Harvard Aviation Public Health Initiative study found that air travel is as safe as — or substantially safer than — other routine activities, such as eating out and grocery shopping.² Similarly, US TRANSCOM³ conducted 300 tests over six months with mannequins to reproduce breathing and coughing to determine how particles moved within the cabin when a mask was on or off. The study concluded that when masks are worn, there is a 0.003 percent chance that particles exhaled by a passenger can enter the breathing space of passengers sitting next to them. Therefore, it's not surprising that data published by the International Air Transport Association (IATA) shows that, of the 1.2 billion airline passengers who traveled since the beginning of 2020, only 44 cases of in-flight COVID-19 transmission have been reported. And the vast majority of cases occurred before face covering were universally required.⁴

Given the strong scientific evidence that the risk of COVID-19 transmission onboard an aircraft is very low, we believe that a testing requirement for domestic air travel is unwarranted. Further, public health and economic data indicate that this policy would disproportionately prevent low-income travelers and rural Americans in small communities from travel. They may have less access to testing facilities, which could cause further job loss and economic harm to the most devastated sectors of the economy, who will need air service to take part in recovery. Therefore, the costs and consequences of a testing requirement for domestic air travel would far outweigh any potential benefits.

In fact, a pre-departure testing mandate for domestic air travel would divert testing and financial resources away from more pressing public health priorities. For example, based on January 2021 data, a testing requirement for domestic air travel would necessitate a 42 percent increase in daily testing capacity nationwide.⁵ Although testing production is expected to increase, there is no question that a mandate of this magnitude would syphon public health resources away from more vulnerable populations such as nursing homes, medical facilities and schools. Singling out air travel also would not effectively capture movement from state to state since travelers are likely to simply drive, take a bus or a train, all conveyances which do not have the measures in place that make air travel uniquely safe. Both the WHO and European CDC have noted that when community spread is as prevalent as it is now these types of restrictions and mandates simply aren't that effective. As a country we need to focus on the behaviors and activities that are driving transmissions and double down on mask wearing, social distancing and hand washing.

² See <https://npli.sph.harvard.edu/resources-2>.

³ See <https://www.ustranscom.mil/cmd/panewsreader.cfm?ID=C0EC1D60-CB57-C6ED-90DEDA305CE7459D&yr=2020>

⁴ See <https://www.iata.org/contentassets/a1a361594bb440b1b7cbb632355373d1/iata-cabin-safe.pdf>

⁵ Data compares TSA throughput for January 2021 and daily reported COVID-19 tests for January 2021: <https://www.tsa.gov/coronavirus/passenger-throughput> and <https://covidtracking.com/data/charts/us-daily-tests>

We look forward to continuing our partnership with COVID-19 response team and relevant Federal agencies to develop and implement risk-based, data-drive public health measures that enhance the safety of flying. We urge you to seek input from aviation and travel stakeholders before implementing any additional measures to ensure that implementation will be feasible and effective for defeating the health and economic consequences of the virus.

Again, thank you for your focus on protecting the United States from the health and economic damage inflicted by COVID-19. We look forward to continuing our work together to safely and responsibly restore domestic and international air travel.

*Air Line Pilots Association, International
Aerospace Industries Association
Airlines for America
Airline Passenger Experience Association
Airport Council International – North America
American Association of Airport Executives
American Hotel and Lodging Association
American Society of Travel Advisors
Asian American Hotel Owners Association
Association of Flight Attendants – CWA
Cargo Airlines Association
Global Business Travel Association
International Air Transport Association
International Flight Services Association
Latino Hotel Association
National Air Carrier Association
National Association of Black Hotel Owners, Operators & Developers
Radio Technical Commission for Aeronautics
Regional Air Cargo Carriers Association
Regional Airline Association
Travel Technology Association
Travelers United
U.S. Travel Association*

From: [Emily Williams Knight](#)
To: [Maura Gast](#)
Subject: TRA Unites Alcohol Industry Around Alcohol To Go
Date: Wednesday, February 3, 2021 10:43:49 AM

TRA Unites Alcohol Industry Around Alcohol To Go

We have good news on our efforts to make alcohol to-go a permanent option for Texas restaurants. Today, [this letter](#) was delivered to all of the Legislature in support of the alcohol to-go bills we drafted and got filed by Senator Hancock and Representative Geren. The amazing thing about this letter is it's signed by a coalition of alcohol stakeholders that often do not agree on legislation. As you know, we've been working throughout the pandemic to lead and build this coalition and ensure there's broad support for alcohol to-go. This strategy is already paying off, with support coming from alcohol manufacturers, distributors, and retailers, as well as our policymakers.

I'm proud of our efforts to unite the alcohol industry around alcohol to-go. We'll continue to work together to ensure this commonsense bill passes this session.

- Emily



February 5, 2021

Title First Last
Affiliation/ Company
Address
City, State Zip

Dear Co. Title Last Name:

We the undersigned wish to offer our support of HB 1024 by Representative Charlie Geren and SB 298 by Senator Kelly Hancock as filed during the 87th Regular Session of the Texas Legislature.

Throughout the pandemic, the Texas restaurant industry has suffered terribly. Initially closed, restaurants were given the opportunity to re-open, but with capacity limits and increased operating costs that continue to present day. Texas has lost close to 7,500 of its 50,000 restaurant units due to this pandemic, a volume that is likely to climb and further forestall Texas' economic recovery.

Working with a number of industry partners, as well as the Governor's office, Governor Abbott issued an Executive Order to allow the temporary service of cocktails-to-go with food orders from Texas restaurants. The members of our organizations worked hand-in-hand on the implementation of this Executive Order and in coordination with each other thereafter. We all depend on a healthy restaurant industry.

Cocktails-to-go has been working during the pandemic, and we believe it will continue to work with the passage of HB 1024 and SB 298 as filed. These identical bills consider the open container laws of Texas and establish protocols to preserve important public safety regulations and prevent drinking and driving.

Public safety and the prevention of drinking and driving are paramount to the undersigned and the businesses we represent. The three-tier system continues to provide important safety and consumer access protections, and the stakeholders of each tier – manufacturing, distribution, and retail – are proud to have worked together on cocktails-to-go, providing important relief to Texas restaurants.

For these reasons, we the undersigned support the passage of HB 1024 and SB 298 as filed.

Sincerely,

Emily Williams Knight
Texas Restaurant Association

Lance Lively
Texas Package Stores Association

Rick Donley
The Beer Alliance of Texas

Tom Spilman
Wholesale Beer Distributors of Texas

Ricky Knox
Wine and Spirits Wholesalers of Texas



Spirit

OF LAS COLINAS

JAN-FEB
2021

News | Features | Events
Published Bi-monthly



ONWARD TO 2021

THE YEAR ENDED WITH GRAND OPENINGS,
COMMUNITY CONTRIBUTIONS AND HOPE FOR A
HEALTHIER FUTURE





LCA EVENT PARTNERSHIPS



Deck the Hills holiday drive-thru in University Hills

The University Hills neighborhood held a socially distanced, drive-thru holiday event on November 29, 2020 to gear up for the holiday season. Santa waved and visited with cars while community members handed out holiday goodies. LCA donated lighted necklaces that were gifted to University Hills' youngest residents.



2021 State of the City presented by TXU Energy

The Irving-Las Colinas Chamber of Commerce will host the annual State of the City meeting virtually on January 14, 2021. The event will feature a conversation with Irving Mayor, Rick Stopfer, and Brad Watson with TXU Energy recapping the accomplishments of 2020 and highlighting future opportunities for 2021. LCA is a silver sponsor of the event.



Irving Economic Development Thanksgiving Business Blitz

On November 18, 2020, the Irving Economic Development Partnership visited over 1,000 small businesses in Irving-Las Colinas to offer their support and say thank you for choosing Irving-Las Colinas for their business. Each business was gifted with a box of resources and Irving-Las Colinas swag as a token of appreciation.



Flags Over Irving

You can lease a flag from The Irving-Las Colinas Rotary Club to be displayed on the major holidays of **Memorial Day, Flag Day, Independence Day, Labor Day and Veteran's Day.**

Lease your flag at FlagsOverIrving.com



DRIVE-THRU COCOA WITH SANTA

LCA helped spread cheer during a very wavy holiday season with hot cocoa, a toy drive for Irving Cares, socially distanced photos with Santa and DIY cookie kits.



The Las Colinas Association hosted Drive-Thru Cocoa with Santa on Saturday, December 5, 2020 transforming the parking lot of Jack Singley Academy into a holiday themed experience. The socially distanced drive-thru event was coordinated into four stops. The first stop featured gourmet hot cocoa with classic toppings from Kitchen 101. Stop two invited attendees to give back by donating to the Irving Cares Toy Drive. The toy drive received over 100 donations of new, unwrapped toys as well as monetary donations. Attendees were then able to drive-thru a custom snow globe replica to capture their complimentary photo with Santa at stop three. On the final stop, attendees were sent off with holiday cookie decorating kits to enjoy together as a family.



IN THE COMMUNITY



Levy Events Plaza ribbon cutting

The City of Irving presented the new Levy Events Plaza with a ribbon cutting on November 18, 2020. The six-acre piece of land was purchased by the city in June 2018 to create a dedicated location for the city's special events.

Dallas County launches vaccine registration

On January 2, 2021, the Dallas County health department launched a new registration website for medical workers and other at-risk individuals to take part in the early rounds of the COVID-19 vaccine distribution. For availability and registration updates, residents can visit dallascounty.org/covid-19/covid-19-vaccination.php.



Five Irving high schools join Verizon initiative

This program is part of Verizon's goal to help move the world forward through its Citizen Verizon plan. Verizon, in partnership with Digital Promise, provides free technology, free Internet access and experiential learning experiences to students.

Irving Police and Fire Blue Christmas

For over 40 years, the Irving Police Department and Irving Fire department have teamed up to collect toys for Irving kids in need. They were able to help over 350 families and over 1,000 Irving kids this holiday season.



Medical City Las Colinas receives 'A' rating

Medical City Las Colinas received an 'A' in the fall 2020 Leapfrog Hospital Safety Grade. This national distinction recognizes Medical City Healthcare's commitment to protecting patients from harm and providing safer healthcare.

Las Colinas apartment balcony goes big for Christmas

Las Colinas resident, Harley Gonzales, turned his Alesio apartment into the 'Miracle on West Fork' this past December. Gonzales, who lost his father on Christmas morning when he was 11 years old, helped spread holiday cheer by serving cocoa, blowing artificial snow and playing Christmas classics from his penthouse balcony.





COMMUNITY SPOTLIGHT

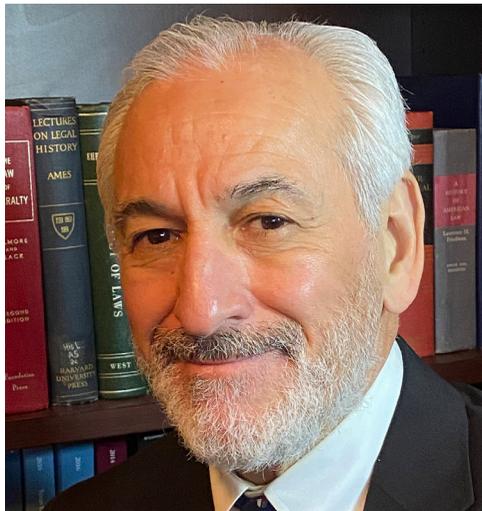
Member Spotlight: Robert Martinez

General Counsel to the Greater Irving-Las Colinas Chamber of Commerce

Former trial attorney for the U.S. Department of Justice, Robert Martinez, leads an active life of service alongside his wife, Jill and their dog, Sheldon. The three reside in the Las Colinas Urban Center where Robert enjoys the waterside amenities and ideal running environment perfect for marathon training.

Robert is an attorney with more than 30 years of experience and is currently a sole practitioner in Las Colinas. He has served on the boards of many Irving organizations, serving as board chair for the Irving-Las Colinas Chamber of Commerce, Irving Symphony Orchestra Association, Irving Schools Foundation, and the Irving Convention and Visitors Bureau. Robert represents Irving as a member of the Parkland Health and Hospital System where he sits as secretary and chairs its Governance Compliance and Ethics Committee.

His many awards and honors include the Irving-Las Colinas Chamber of Commerce Chairman's Award, Chamber Volunteer of the Year and Chamber Small Business of the Year; AIDS Outreach Center Leadership Award; Irving Schools Foundation Fellow; and Department of Justice Tax Division Outstanding Attorney. Robert and his wife have also been honored as High-Spirited Citizens.



Favorite Restaurant
Thirsty Lion



Favorite Spot to Relax
Texas Lottery Plaza



Favorite Event
Irving Marathon



Photos Courtesy of: Robert Martinez, Thirsty Lion and Texas Lottery Plaza

Events Calendar



Dinner for Justice benefiting DFW Rescue Me

The Ranch at Las Colinas
January 17 at 5 pm

The Ranch at Las Colinas is hosting their 3rd annual Dinner for Justice on January 17, 2021. The event features a buffet dinner and silent auction. All proceeds will go to DFW Rescue Me, a non profit dog rescue. Tickets are \$65 and can be purchased at www.theranchl.com.



Anna In the Tropics

Irving Arts Center
January 22 - February 6

See MainStage Irving-Las Colinas perform the Pulitzer Prize winning play, "Anna in the Tropics" at the Irving Arts Center. This poetic play is set in 1929 in a Floridian Cuban American cigar factory. To purchase tickets visit mainstageirving.com.



Irving Marathon Running Series: Love on the Run

In-Person or Virtual
February 13th at 7 am

The Irving Marathon Running Series is hosting their annual Valentine's Day run. You can choose to run 1-mile, 5K or 10K in-person or virtually. The run benefits the Baylor Scott & White Irving Foundation. Register at IrvingMarathon.com



An Evening of Jazz and Swing

Irving Arts Center
January 23rd at 7 pm

Rosana Eckert will accompany the Irving Symphony Orchestra and sing jazz and swing favorites at the Irving Arts Center. The talented Sergio Pamies Jazz trio joins the stage as well with renditions of decades past and a few modern favorites. For tickets visit IrvingArtsCenter.com.



BUSINESS NEWS



McKesson distributes COVID-19 Vaccine

Under the Food and Drug Administration's (FDA) Emergency Use Authorization, McKesson is distributing Moderna's COVID-19 vaccine. It will also distribute other future COVID-19 vaccines that are refrigerated (2-8°C) or frozen (-20°C). Irving-Las Colinas based McKesson is also preparing and distributing vaccine supply kits.



Celanese CEO named D Magazine CEO of the year

In 2019, Lori Ryerkerk, came out of retirement to be CEO of Fortune 500 company and \$6.3 billion materials conglomerate, Celanese Corporation. Since then she has become an integral part of the company's success and innovation. Ryerkerk is the first woman to be named D CEO Magazine's CEO of the year.



Hotel Indigo coming to Las Colinas

Type Six Design & Development announced the firm has received zoning approval from the City of Irving for a new six-story Hotel Indigo by IHG. The design features a 90-foot tall tower, 150 room hotel with canal views, and a 90-seat, full-service restaurant. The project is scheduled to start construction in the second quarter of 2021.



Las Colinas company hiring furloughed workers

The event streaming service, Falcon Events, has expanded to meet heightened demands due to the onset of virtual events becoming the new normal. Since March, Falcon Events has hired more than 80, previously furloughed, workers out of the entertainment, airlines, service and other industries.



Pieces Inc. signs Williams Square tower lease

Pieces Inc., a health care technology company, is moving from Dallas into a more than 11,000-square-foot space in Williams Square. The move more than doubles their office space. Pieces' service interprets patient information in real-time while supporting healthier outcomes, inside and outside of hospitals.



LCA NEWS AND UPDATES

LCA helps families for the holidays

Every year the Las Colinas Association staff and board of directors helps several families in need for the holiday season. In a non-pandemic year, LCA purchases gifts and needed items for the families. Gifts are wrapped and delivered by staff before Christmas. The pandemic didn't stop LCA from continuing the tradition this year. Instead of physical items, staff and board members contributed by purchasing gift cards for the families.

\$2,300 worth of gift cards were purchased to help four Irving families in need. Kinney Industries donated \$700 to help keep one of the families from having their electricity disconnected during the holidays.



Apartment communities receive top honors



Over the years, Las Colinas has welcomed a diverse mix of new development including many multi-family communities. The LCA Property Compliance department takes great pride in upholding the architectural guidelines of Las Colinas in an effort to sustain a renowned community of lasting value and presence.

Properties that are carefully maintained in addition to meeting or exceeding these standards have the opportunity to receive top honors from the Las Colinas Association's Platinum Properties program. The Property Compliance team performs year-round inspections of over 40 multi-family communities to determine their rank on the platinum grading scale. This past December, we were proud to present 14 communities with the highest ranking in LCA's Platinum Properties program. Congratulations to the latest recipients:

- » 801 LasCo
- » AmlI Champion Trail
- » AmlI Las Colinas
- » AmlI Riverside
- » Colonial Reserve at Las Colinas
- » Cortland Las Colinas
- » Crest at Las Colinas Station
- » Delante
- » Eastshore on Lake Carolyn
- » Gables Water Street
- » Lakeside Urban Center
- » Olympus at Las Colinas
- » The Blvd Las Colinas
- » Via Las Colinas

2021 Annual Meeting

The 2021 Las Colinas Annual Meeting of Members will be held on **March 23, 2021**. Keep an eye for your voting proxy being delivered to mailboxes the week of February 8, 2021.



3838 Teleport Blvd.
Irving, Texas 75039-4303

Spirit

OF LAS COLINAS

JAN-FEB
2021



liaisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org