

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Executive Committee**  
**Friday, July 16, 2021, at 9:00 AM**  
**Irving Convention Center – First Floor Conference**  
**500 W. Las Colinas Blvd., Irving, Texas 75039**

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NOTE: A possible quorum of the Irving Convention and Visitors Bureau (ICVB) Board of Directors may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda
2. Accepting the ICVB June 2021 & Third Quarter Financial Reports
3. Review of Hotel Occupancy Tax Collections
4. Review of ICVB Cash Flow Report
5. American Rescue Plan Act Update
6. Chairman / Executive Director Reports
  - a. COVID-19 Update
  - b. Approving June 25, 2021, Minutes
  - c. Review of July 19, 2021, Board Meeting Agenda
7. City Council Updates
8. Next meeting – Friday, August 20, 2021

**CERTIFICATION**

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

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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

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

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

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



ICVB  
FINANCIAL STATEMENTS

For Period Ending:  
June 2021



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
JUNE 2021

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**Assets**

Cash and equivalents	61,336.63
Investments	539,400.00

<b>Total Assets</b>	<b>600,736.63</b>
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**Liabilities**

Accounts payables	249.74
Due to other funds	310.00

<b>Total Liabilities</b>	<b>559.74</b>
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**Fund Balance (Budgetary basis)**

Reserve for encumbrances	833,353.72
Unreserved	(233,176.83)

<b>Total Fund Balance</b>	<b>600,176.89</b>
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<b>Total Liabilities and Fund Balance</b>	<b>600,736.63</b>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND  
MONTHLY FINANCIAL REPORT  
JUNE 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
L3 -	HOTEL/MOTEL TAX	376,683.17	2,035,613.03	6,490,005.00	31.4%	0.00	4,454,391.97
M4 -	INVESTMENT INCOME	3.87	452.72	4,995.00	9.1%	0.00	4,542.28
M5 -	MISCELLANEOUS	51,458.00	51,458.00	5,000.00	1029.2%	0.00	(46,458.00)
M6 -	TRANSFER FROM CITY OF IRVING	0.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
<b>TOTAL REVENUE</b>		<b>428,145.04</b>	<b>2,587,523.75</b>	<b>7,500,000.00</b>	<b>34.5%</b>	<b>0.00</b>	<b>4,912,476.25</b>
<b>EXPENDITURES</b>							
N1 -	SALARIES	170,631.04	1,584,305.62	2,491,575.00	63.6%	0.00	907,269.38
N2 -	BENEFITS	49,105.00	448,983.98	673,552.00	66.7%	0.00	224,568.02
N4 -	SUPPLIES	5,561.13	21,940.21	39,455.00	55.6%	4,025.00	13,489.79
O1 -	UTILITIES (COMMUNICATIONS)	1,182.47	11,943.24	26,400.00	45.2%	0.00	14,456.76
O3 -	OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	1,034.35	12,645.95	15,560.00	81.3%	0.00	2,914.05
	MEDIA ADVERTISING	8,649.25	222,627.50	350,000.00	63.6%	119,175.83	8,196.67
	PROFESSIONAL SERVICES	15,392.41	530,171.36	1,463,877.00	36.2%	708,828.57	224,877.07
	PROPERTY MANAGEMENT SERVICES	174,375.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	OTHER	0.00	1,854.11	7,026.00	26.4%	1,324.32	3,847.57
	<b>TOTAL OUTSIDE SERVICES</b>	<b>199,451.01</b>	<b>1,814,048.92</b>	<b>3,231,463.00</b>	<b>56.1%</b>	<b>829,328.72</b>	<b>588,085.36</b>
O4 -	TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	13.00	1,708.49	252,000.00	0.7%	0.00	250,291.51
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,512.00	27,912.98	54,900.00	50.8%	0.00	26,987.02
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>1,525.00</b>	<b>29,662.35</b>	<b>310,900.00</b>	<b>9.5%</b>	<b>0.00</b>	<b>281,237.65</b>
O5 -	CLAIMS AND INSURANCE	0.00	103,533.75	138,045.00	75.0%	0.00	34,511.25
O7 -	MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	15,067.33	81,424.52	259,600.00	31.4%	0.00	178,175.48
	BUSINESS DEV INCENTIVE PROG	2,599.00	28,129.23	540,000.00	5.2%	0.00	511,870.77
	LOCAL PROGRAMS-PROMOTIONS	2,581.45	7,068.19	145,200.00	4.9%	0.00	138,131.81
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>20,247.78</b>	<b>164,341.94</b>	<b>1,089,150.00</b>	<b>15.1%</b>	<b>0.00</b>	<b>924,808.06</b>
P5 -	TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>0.00</b>	<b>100,000.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>100,000.00</b>
<b>TOTAL EXPENDITURES</b>		<b>447,703.43</b>	<b>4,178,760.01</b>	<b>8,100,540.00</b>	<b>51.6%</b>	<b>833,353.72</b>	<b>3,088,426.27</b>

Beginning Fund Balance	2,191,413.15
Revenues	2,587,523.75
Expenditures	(4,178,760.01)
Ending Fund Balance	600,176.89



2202 - ICVB RESERVE  
MONTHLY BALANCE SHEET  
JUNE 2021

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**Assets**

Cash and equivalents 710.78

**Total Assets** 710.78

**Liabilities**

**Total Liabilities** 0.00

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 0.00

Unreserved 710.78

**Total Fund Balance** 710.78

**Total Liabilities and Fund Balance** 710.78



2203 - ICVB COMPUTER REPLACEMENT  
MONTHLY BALANCE SHEET  
JUNE 2021

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**Assets**

Cash and equivalents 207.54

**Total Assets** 207.54

**Liabilities**

**Total Liabilities** 0.00

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 0.00

Unreserved 207.54

**Total Fund Balance** 207.54

**Total Liabilities and Fund Balance** 207.54



2204 - ICVB CONVENTION CENTER  
MONTHLY BALANCE SHEET  
JUNE 2021

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**Assets**

Cash and equivalents	25,240.70
Investments	603,000.00

<b>Total Assets</b>	<b>628,240.70</b>
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**Liabilities**

<b>Total Liabilities</b>	<b>0.00</b>
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**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	628,240.70

<b>Total Fund Balance</b>	<b>628,240.70</b>
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<b>Total Liabilities and Fund Balance</b>	<b>628,240.70</b>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND  
MONTHLY FINANCIAL REPORT  
JUNE 2021

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
	M4 - INVESTMENT INCOME	22.28	99.01	2,000.00	5.0%	0.00	1,900.99
	M5 - MISCELLANEOUS	61,875.00	860,625.00	925,000.00	93.0%	0.00	64,375.00
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
<b>TOTAL REVENUE</b>		<b>61,897.28</b>	<b>860,724.01</b>	<b>1,027,000.00</b>	<b>83.8%</b>	<b>0.00</b>	<b>166,275.99</b>
<b>EXPENDITURES</b>							
	N7 - STRUCTURE MAINTENANCE	151,764.74	294,124.74	1,025,000.00	28.7%	0.00	730,875.26
<b>TOTAL EXPENDITURES</b>		<b>151,764.74</b>	<b>294,124.74</b>	<b>1,025,000.00</b>	<b>28.7%</b>	<b>0.00</b>	<b>730,875.26</b>

Beginning Fund Balance	61,641.43
Revenues	860,724.01
Expenditures	(294,124.74)
Ending Fund Balance	628,240.70





# Irving Convention and Visitors Bureau

## Check Register

June 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061718	6/10/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			6,594.78
		ACCOUNTS PAYABLE	MAY 2021 - RECEIPTS	6,594.78	
80061719	6/10/2021	DIPIETRO, KATHERINE			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061720	6/10/2021	FEDERAL EXPRESS CORPORATION			13.92
		FREIGHT	SHIPPING	13.92	
80061721	6/10/2021	FOJTASEK, LORI			150.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061722	6/10/2021	FOSTER, WENDY			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061723	6/10/2021	FOUR SEASONS RESORT & CLUB DALLAS			724.00
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TEXAS RANGERS/MAY 2021	724.00	
80061724	6/10/2021	HOPKINS, CHERYL			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061725	6/10/2021	HOYTE, DONALD R			5,145.80
		PROFESSIONAL SERVICES	PREPARATION OF ECONOMIC IMPACT OF 2020 RCMA EMERGE	5,145.80	
80061726	6/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			174,375.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY - 2 OF 2 PAYMENTS	174,375.00	
80061727	6/10/2021	LOPEZ, BRENDA			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061728	6/10/2021	MANSELL, LORI			106.00
		COMMUNICATIONS	APR 2021 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	APR 2021 - CELL / MISC	18.00	
		TRAVEL AND TRAINING	TFRW PRESENTATION - GEORGETOWN, TX	13.00	
80061729	6/10/2021	RESIDENCE INN DFW AIRPORT SOUTH/IRVING			75.00
		BUSINESS DEV INCENTIVE PROG	SPORT-TRAVEL/MADE SPRING CIRCUIT DALLAS/APR 2021	75.00	
80061730	6/10/2021	ROBERTS, DEBBIE			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061731	6/10/2021	ROSE, SUSAN			43.76
		COMMUNICATIONS	MAY 2021 - CELL	43.76	
80061732	6/10/2021	STR, INC			4,025.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 3RD QTR	4,025.00	
80061733	6/24/2021	BH DFW PROPERTY LP			1,800.00
		BUSINESS DEV INCENTIVE PROG	NORTH TEXAS RPG-CON	1,800.00	
80061734	6/24/2021	BILBIA, CHELSEA			250.00
		PROFESSIONAL SERVICES	BLOG POSTS - MAY 2021	250.00	



# Irving Convention and Visitors Bureau

## Check Register

June 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061735	6/24/2021	FOUR SEASONS RESORT & CLUB DALLAS			882.00
		MEMBERSHIPS, CERTS, & LICENSES	JUNE 2021	882.00	
80061736	6/24/2021	IMAGO MEDIA, INC.			586.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	586.00	
80061737	6/24/2021	IRVING - LAS COLINAS ROTARY CLUB			82.00
		MEMBERSHIPS, CERTS, & LICENSES	MAY 2021	40.00	
		LOCAL PROGRAMS-PROMOTIONS	MAY 2021	42.00	
80061738	6/24/2021	IRVING CONVENTION CENTER AT LAS COLINAS			4,207.73
		PROFESSIONAL SERVICES	NETWORK SERVICES	4,207.73	
80061739	6/24/2021	IRVING CONVENTION CENTER AT LAS COLINAS			26,602.56
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	26,602.56	
80061740	6/24/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JUN 2021	20,625.00	
80061741	6/24/2021	MALONEY STRATEGIC COMMUNICATION INC			205.00
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - JUNE	205.00	
80061742	6/24/2021	MEETING PROFESSIONALS INTERNATIONAL			2,500.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
80061743	6/24/2021	PLIEGO, ROSELLE			350.00
		PROFESSIONAL SERVICES	BLOG POSTS - MAY 2021	350.00	
80061744	6/24/2021	ROWE, KRISTINA			300.00
		PROFESSIONAL SERVICES	BLOG POSTS - APR - JUN 2021	300.00	
80061745	6/24/2021	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - JUN 2021	4,000.00	
80061746	6/24/2021	WFAA-TV INC			5,563.25
		MEDIA ADVERTISING	ADVERTISING	5,563.25	
		Total Number of Invoices	33	259,581.80	
		Total Number of Checks	29		259,581.80



ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:  
May 2021

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

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2020</b>	<b>NOV 2020</b>	<b>DEC 2020</b>	<b>Q1: OCT-DEC</b>	<b>JAN 2021</b>	<b>FEB 2021</b>	<b>MAR 2021</b>	<b>APR 2021</b>	<b>MAY 2021</b>
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17	3,281.09	3,182.89	4,080.73
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44	14,276.17	16,024.69	21,158.45
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85	2,265.65	2,533.76	0.00
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13	20,804.58	20,757.66	22,145.56
5	Doubletree by Hilton DFW Airport North	7,090.14	4,387.02	0.00		0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39	19,798.65	18,469.63	20,216.22
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41	30,537.18	41,673.53	54,965.96
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13	9,662.75	8,888.23	11,018.06
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92	6,736.69	6,847.20	7,765.17
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42	4,361.44	4,381.55	4,608.90
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29	6,344.98	7,379.70	9,585.98
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00	13,474.53	15,343.37	20,951.82
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10	6,359.93	8,434.49	9,556.93
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91	closed	4,771.06	13,324.09
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>155,703.98</b>	<b>84,141.37</b>	<b>76,249.33</b>	<b>0.00</b>	<b>81,701.70</b>	<b>100,628.16</b>	<b>137,903.64</b>	<b>158,687.76</b>	<b>199,377.87</b>
16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96	12,876.23	15,645.56	22,004.80

Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35	3,876.05	3,761.47	4,535.05
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50	4,222.31	3,572.39	4,421.67
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55	1,121.76	1,130.25	1,446.28
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37	2,716.29	2,404.13	3,013.77
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57	5,801.45	5,913.96	7,247.58
6	Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88	1,210.78	2,573.46	2,055.22	2,045.96
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21	1,417.07	2,117.65	2,082.30
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61	1,873.02	476.49	1,684.25
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58	1,523.49	1,184.62	1,382.00
10	Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09	799.51	1,144.27	1,160.91	1,595.58
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		2,534.84	2,788.32	4,263.50	3,585.59	3,433.84
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99	5,224.59	4,566.35	5,822.30
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19	4,540.48	4,955.85	5,923.26
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16	2,358.83	2,613.48	2,241.40
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56	4,572.52	5,182.86	4,952.10
17	Homewood Suites by Hilton Las Colinas	7,589.78	5,007.87	4,161.41		0.00	1,856.56	6,009.83	5,883.55	0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93	4,261.58	4,333.32	0.00	0.00
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74	3,355.22	840.68	2,009.52
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24	3,306.36	2,836.03	3,946.05
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32	5,782.88	6,184.03	0.00
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76	3,344.46	3,288.26	2,578.65
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02	1,631.97	1,859.41	2,162.57
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60	3,492.56	3,069.48	4,964.01
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31	4,815.96	4,096.52	4,538.94
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14	5,370.92	6,108.64
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99	3,641.45	2,644.10	2,480.53
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37	1,707.38	1,594.56
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	45,170.04	50,769.07	7,907.62	48,625.54	62,752.62	95,252.61	82,461.58	82,210.81

BUDGET SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021
1	Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59	1,019.29	800.06	0.00
2	Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65	4,199.56	4,577.10
3	Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06	90.35	91.03	91.20
4	Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21	1,882.54	686.15
5	Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04	2,614.67	3,908.18
6	Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00	901.06	1,257.48	1,297.00
7	Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61	3,499.06	3,951.24
8	Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66	3,435.65	4,667.35
9	Delux Inn	622.90	538.10	452.94		356.90	553.88	747.11	757.91	858.68
10	Delux Suites Motel	160.29	123.98	52.58		65.98	54.77	69.85	69.05	85.39
11	Gateway Inn	509.18	371.64	375.09		317.12	377.71	566.92	648.57	605.34
12	Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22	1,648.98	1,588.89
13	Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69	1,594.88	1,950.45
14	Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02	2,999.98	3,235.04
15	Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70	2,418.61	3,067.39
16	Motel 6 Irving Loop 12	909.07	793.11	727.35		728.41	747.09	1,018.09	1,051.05	1,106.15
17	OYO Hotel DFW Airport South	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87	2,651.06	2,317.74
18	OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97	234.44	0.00	0.00
19	Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92	2,075.04	1,955.04	2,621.85
20	Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59	4,773.12	5,101.02
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36	2,965.81	3,030.99
22	Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81	2,384.91	2,702.30
23	Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18	1,968.81	2,682.09
TOTAL BUDGET SERVICE		27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,851.76	45,667.83	50,131.54

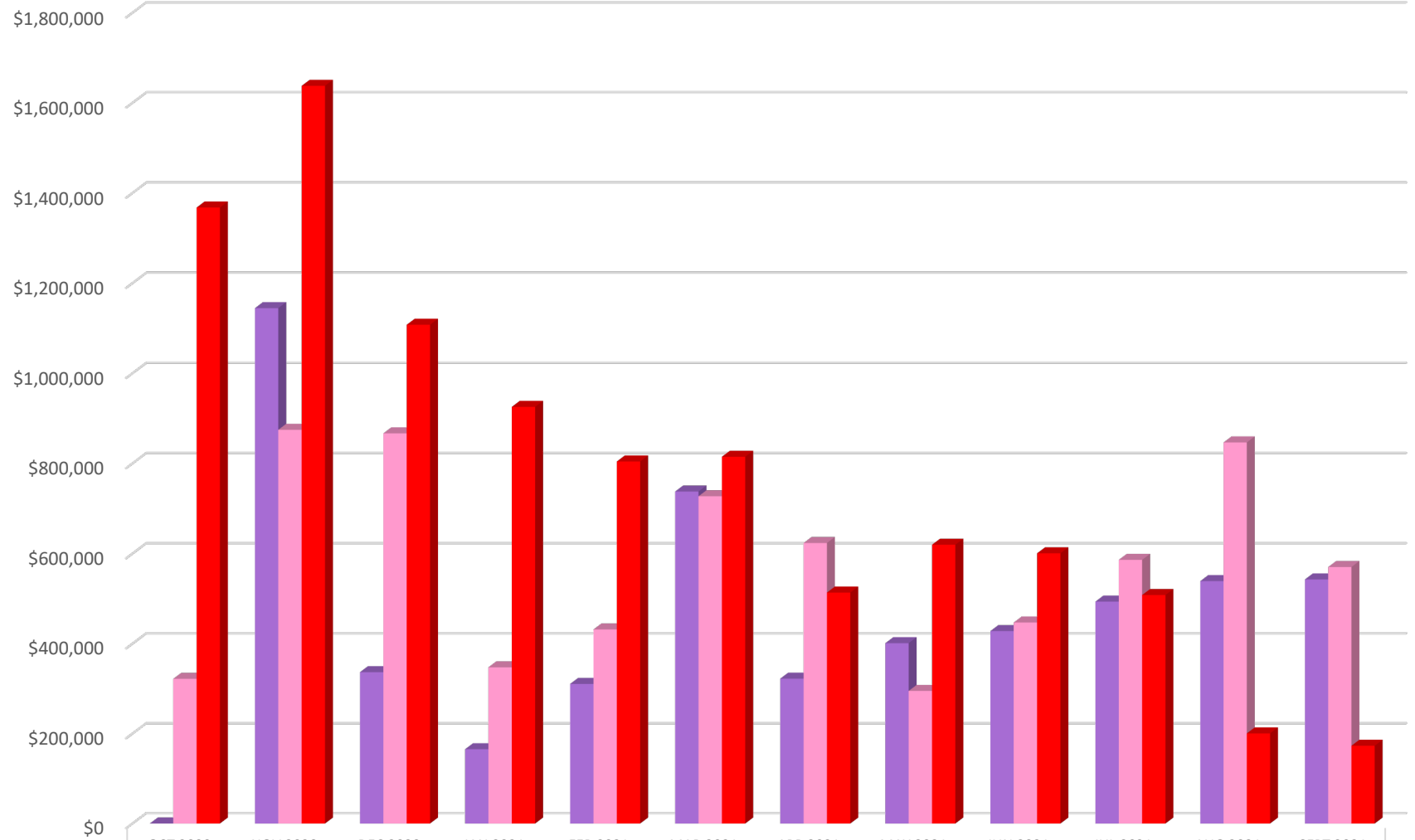
LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021
1	aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46	4,924.33	5,126.42	6,529.87
2	Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23	4,257.74	4,085.94	4,606.22
3	Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18	9,047.74	8,571.88	10,311.39
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01	5,994.13	5,878.73	7,685.74
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69	5,256.76	4,253.01	0.00
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70	5,740.05	5,364.62	6,673.83
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00	0.00	4,734.32	0.00	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed	closed	closed	closed	closed
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80	4,598.54	5,488.30	6,667.29
10	Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28	6,656.50	6,539.69	7,539.93
11	Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34	7,434.46	5,820.67	6,636.03
12	Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00	0.00	8,988.66	4,028.31	5,349.06
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12	2,569.18	6,148.82	0.00
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02	6,599.31	4,653.07	0.00
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40	3,749.00	3,748.38	4,512.34
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87	3,534.24	3,687.20	4,639.69
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00	7,251.67	5,529.36	4,599.72
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		2,111.72	2,702.89	3,248.48	3,534.43	3,308.42
20	Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38	2,076.00	3,243.73	0.00	3,810.71
TOTAL LIMITED SERVICE		46,681.33	38,614.44	43,847.52	4,365.73	47,515.65	60,310.99	97,828.84	82,458.83	82,870.24

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,706.90	4,379.39	4,559.31
Number of locations		9	6	53		40	45	44	44	38

[illegible]



Irving Convention and Visitors Bureau  
FY21 Cash Flow  
June 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	\$310,625	\$737,871	\$322,317	\$401,187	\$428,145	\$493,616	\$539,060	\$542,723
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$623,641	\$295,060	\$447,171	\$586,193	\$846,665	\$570,251
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$814,959	\$513,635	\$619,762	\$600,736	\$508,159	\$200,554	\$173,026

REVENUE EXPENSES ENDING CASH

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS – EXECUTIVE COMMITTEE MEETING**  
**IRVING CONVENTION CENTER – FIRST FLOOR BOARD ROOM**  
**Friday, June 25, 2021**

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Clem Lear and Rick Lindsey – Committee Members; Stephanie Fenley Garcia, Richard Stewart, and William Mahoney – Board Members; Tom Meehan and Matt Tungett – ASM/ICC; Maura Gast, Carol Boyer, Marianne Lauda, Brice Petty, and Susan Rose – ICVB; Mayor Pro Tem Kyle Taylor – Council Liaison and Councilman Mark Zeske.

Board Chair Karen Cooperstein called the meeting to order at 9:00 a.m. and inquired if there were any citizens that would like to comment on any subject on the agenda. There were none.

**ICVB FINANCIAL REPORTS:**

Director of Accounting and Budget Marianne Lauda reported on ICVB May 2021 financials:

- **General Fund:**
  - Ending balance in fund is \$619,762.10.
  - Not a lot of significant activity this month.
  - Revenue for Hotel Occupancy Tax collections was \$401,181.42, and year-to-date is \$1,658,929.86.
  - Nothing out of the ordinary for Expenses.
  - Total YTD Revenue is \$2,159,378.71 and Expenses are \$3,731,055.68.
- **Check Register:**
  - Business Development Incentive Program business is picking up, but payments are lower than anticipated as attendance for the programs is less than originally assumed.
  - Payments to the Irving Convention Center for Network Services and Westin Garage Rental were noted.
  - Check for \$41,464.00 to the ICC for Capital Improvement Project.
  - All other payments were for standard items.
  - Next month's financial report will include the ICC General Fund and ICC Reserve/Capital Improvement Project Fund reports.

**Hotel Occupancy Tax Collections Review for April 2021:**

- **Luxury & Full Service:**
  - Through April 2021, two hotels have not paid, the DoubleTree by Hilton DFW Airport North and Sheraton DFW Airport Hotel. Per the City, the DoubleTree has been on a payment plan, but nothing received to date.
  - Collected \$158,687.76, which is more than the last six to eight months.
  - Westin Irving Convention Center Las Colinas is tracked on this report and shows a significant amount more in collections than the previous months.

- All Suite/Extended Stay:
  - One hotel – Hyatt House Dallas Las Colinas - has not paid.
  - Two hotels with previously delinquent payments now have paid for February and March and are highlighted on the report.
  - Collection totals \$82,461.58 for April 2021.
- Budget Service:
  - OYO Hotel DFW Airport North is only delinquent property.
  - Collection totals \$45,650.73.
- Limited Service:
  - Several hotels have not paid: Hyatt Place Dallas Las Colinas, Fairfield Inn & Suites Dallas Las Colinas, Jefferson Street Bed & Breakfast, Wingate Inn by Wyndham Dallas Las Colinas, and Wingate Inn by Wyndham DFW Airport North.
  - Collection totals \$74,896.09, down significantly from March.
- Short-term Rental:
  - There are 37 properties and \$4,136.82 collected in April.
  - These properties have been holding steady the past few months.
- Summary:
  - Received a total of \$365,832.98 for April 2021, still below budget.
  - Budget projection was \$449,739.00, down 18.7%.
  - YTD -\$259,802.59 or -11.9% from budget.

ICVB Cash Flow Report:

- Lauda is confident the ending cash balance projection will be a positive number. Report currently is showing +\$107,315.
- Originally started out with a deficit of \$1.4 million.
- Controlling expenses and the loan of \$500,000 from the City, and CARES Act funds has made a big difference.

Cooperstein asked for a motion to accept the ICVB Financial Reports for May 2021. On a motion from Board member Clem Lear and a second from Board member Richard Stewart, the motion was approved unanimously.

IRVING CONVENTION CENTER FINANCIALS:

General Manager Tom Meehan reviewed the ICC May 2021 financial report:

- Monthly Highlights for May shows for the month, Net Income (Loss) from Operations is -\$51,303 compared to +\$169,481 projected.
- When the budget was originally made, several events were moved into the second half of the fiscal year, which now skews the numbers as many subsequently pushed out further.
- YTD Highlights report Net Income (Loss) from Operations is -\$1,770,334 compared to -\$1,477,930 projected.
- Income Statement for May 2021 shows Rental Income of \$134,200.
- Other Income shown is the Westin Irving Convention Center garage rental.
- Electrical Services expenses total \$20,980 for the month, due to the NBM Show in the Exhibit Hall.

- Year-Over-Year Comparison reports \$134,200 for current month in Rental Income, compared to \$32,000 in the prior year.
- Catering shows \$49,057 for May 2021, way down from previous months. Catering reports \$164,612 YTD, compared to \$2,377,440 the prior year.
- Most of the Catering numbers are coming from concessions sales, not banquets.
- Expenses are \$4,237,829 for the prior year, and currently \$2,859,449.
- Currently \$1,113,876 behind budget at this point in the year.
- The Forecast numbers include the Operating Subsidy, which skews the reality of the report.
- To only lose \$50,000 in May this year, shows an upward trend.

Executive Director Maura Gast pointed out that YTD F&B Catering compared to last year shows how strong the first six months of the fiscal year were, and the ICC was on a record-setting pace before the pandemic. The ICC has laid off half of their staff and five staff members are on furlough. Events now at the ICC are being staffed, set up and torn down by the remaining staff.

Meehan added June is looking good for events, July and August are slow and then it picks up heavily in September. The trend is slow, and it will take a year to 18 months to get back to the 2019 level of events. Next year will have more business and should have enough to cover the deficit. It almost feels like the building is just opening and starting all over again.

Cooperstein asked for a motion to accept the ICC Financial Reports for May 2021. On a motion from Board member Rick Lindsey and a second from Lear, the motion was approved unanimously.

Gast gave a 2021-22 Budget Overview to the Committee.

- A link to the FY2021-22 Marketing Plan and Budget will be posted on the Board portal.
- Hotel Tax Projections currently put the ICVB share at just under \$5 million.
- The American Rescue Plan Act (ARPA) should provide some relief (depending on timing and requirements) through December 2024. Without, there will be no programming funds available.
- Recommend using HOT funds to repay the loan and begin to re-establish reserve funds.
- Use ARPA funds for staffing, subsidy/operations, and programming whenever possible.

Discussion was held on the short-term loan from the City and the Comprehensive Annual Financial Report (CAFR). Mayor Pro Tem Kyle Taylor to pursue conversation with Chief Financial Officer Jeff Litchfield about the possible extension of the short-term loan. The ICVB FY2021-22 budget will be presented in two phases: Phase 1 – based on August 2020 HOT projections and dually presented with and without ARPA funds. Phase 2 – presented at the July or August Board meeting when ARPA funds are identified and availability is known, and with updated HOT projections and collections through May 2021. City management will review all ARPA requests and bring the items forward to City Council for approval in August. The ICVB will be asking for access to fiscal year funds now for authorized/approved uses in advance and will track them in whatever means the City prefers.

Gast presented the ARPA calculations from the U.S. Department of Treasury Interim Final Rule plan formula, showing ICVB lost revenues and ICC lost revenues for 2020 – 2024. She noted that every City department that has lost revenues is using the same formula for their calculations.

Hotel Needs Survey:

- Most hotels are projecting business transient back in 2022, but 2023-24 before back to 2019 Occupancy levels.
- Projecting Rate will be back in 2023, but 15% said not until 2024.
- Projecting RevPAR back in 2023, but 20% said not until 2024.
- SMERF and Sports groups were the ones noted showing the most positive signs of return.
- However, all market segments need help.
- The results of the survey show all support the needs for the funds requested, and clearly meet the legislative intent.

CHAIR REPORT

- Cooperstein congratulated Assistant Executive Director Administration/Finance Susan Rose on her 30 year anniversary with the City.
- Irving Olympic Day is June 26.
- September 23-24 is slated for the ICVB Board of Directors Strategic Planning meeting, contingent on receiving funding for a facilitator.
- The Las Colinas Association has extended an invitation to their VIP tent at the July 4 celebration at Levy Plaza.

Cooperstein asked for a motion to approve the ICVB Executive Committee minutes from May 21, 2021. On a motion from Stewart and a second from Lear, the motion was approved unanimously.

Cooperstein reviewed the June 28, 2021, agenda. The meeting will be in-person only at the Irving Convention Center in the Junior Ballroom. Gast will present the 2021-22 Budget Overview and the Hotel Needs Survey results will be included in the packet.

CITY COUNCIL UPDATES

Taylor reported:

- Council noted there is a lot of work to do in the upcoming months and the ICVB has good Council support to get back to normal.
- The final draft of the Housing Study is complete, and Council will be reviewing those results.
- DART made a presentation to Council and zone/route coverage is being reviewed.
- This Saturday is the first live and in-person concert at the Pavilion at Toyota Music Factory since the COVID pandemic began.
- Council is working on the City's budget.
- Paws Colinas Dog Park opened and is located at 1300 California Crossing Rd.

Councilman Mark Zeske reported:

- The Housing Study is fascinating. It looks at how to maintain economic viability, restoration, City programs and what the City can do for affordable housing and assistance. It is a holistic approach.
- The Irving DART representative grew up in Irving and has a long history and feel for what is needed and has local knowledge.

IRVING CONVENTION AND VISITORS BUREAU  
EXECUTIVE COMMITTEE MEETING  
JUNE 25, 2021  
Page 5 of 5

Cooperstein noted the next Executive Committee meeting is scheduled for July 16 and will be in-person only.

With no further discussion, Cooperstein adjourned the meeting at 9:56 a.m.

Respectfully submitted,

A handwritten signature in blue ink, reading "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME  
Executive Director

**AMENDED  
AGENDA**

**Irving Convention and Visitors Bureau Board of Directors  
Monday, July 19, 2021, at 11:45 AM  
Irving Convention Center, Third Floor Junior Ballroom C-D  
500 W. Las Colinas Blvd.  
Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Minutes for June 28, 2021
3. Accepting the ICVB June 2021 & Third Quarter Financial Reports
4. Review of Hotel Occupancy Tax Report
5. Review of ICVB Cash Flow Report

**Individual Consideration**

6. \*Approving Community Engagement Committee Recommendations for High Spirited Citizen Nomination – Jearlene Miller

**Board Reports**

7. COVID-19/American Rescue Plan Act Update
8. Board Chair Report
  - a. Schedule of Upcoming Meetings and Activities
  - b. Next Board Meeting – August 20, 2021
  - c. Board Strategic Planning Meeting – New dates pending
9. Board Committee Reports
  - a. Board and Business Development – Bob Bourgeois
    - Next Meeting – September 10
  - b. Community Engagement – Clem Lear
    - July 13 Meeting Recap
    - Next Meeting – October 12
  - c. Destination Development – Greg Malcolm
    - Next Meeting August 10

## **AGENDA - Continued**

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### **10. City Reports**

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

### **11. 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

### **12. Convention Center Management Report – Tom Meehan/Matt Tungett**

### **13. Industry Partner Reports**

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

### **14. 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

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

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

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

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