



Board of Directors Meeting

Monday, May 20, 2024 @ 11:45 a.m.

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

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

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU
 BOARD OF DIRECTORS
 MEETINGS/SPECIAL MEETINGS
 OCTOBER 2023-SEPTEMBER 2024

Place	Last	First	10/20/2023	11/13/2023	12/18/2023	1/22/2024	2/26/2024	3/25/2024	4/22/2024	5/20/2024	6/24/2024	7/29/2024	8/26/2024	10/5/2024
1	Jones	Cambria	n/a	n/a	P	P	P	P	P					
2	Basoco	Michael	P	P	P	P	P	P	*					
3	Gibson	Colvin	P	P	P	P	P	P	P					
4	Stewart, Jr	Richard	#	P	P	P	P	P	P					
5	Booker	Stephanie	n/a	n/a	P	P	#	#	P					
6	Arafat	Yasir	P	P	#	P	P	#	P					
7	Reed	Sam	P	P	P	P	P	P	P					
8	Mahoney	William	P	P	P	P	P	*	P					
9	Gears	Herbert	P	P	P	P	P	#	P					
10	Hoskins	Nydia	*	*	P	P	*	P	*					
11	Kang	Julia	P	P	#	P	P	P	P					
12	Malcolm	Greg	P	P	P	P	P	P	P					
13	Cole	David	P	P	P	*	P	P	P					
	Bowman	Beth	P	P	P	P	P	*	P					
	Burke	Dallas	#	#	*	P	*	*	P					
	DeBeaudry	Tommy	*	P	*	P	P	*	P					
	Fenley-Garcia	Stephanie	P	P	P	P	P	*	P					
	Hawkins	Todd	*	*	P	P	P	P	P					
	Hillman	Chris	*	*	P	P	P	*	P					
	Limon	Kim	*	*	P	P	*	P	P					
	O'Briant	Kelly	#	P	#	P	#	#	P					
	Perot	Hammond	*	P	P	P	P	*	P					
	Philipp	Joe	P	P	P	P	P	P	*					
	Rogers	Dick	N/A	N/A	#	P	P	P	P					
	Taylor	Councilman Kyle	*	P	P	*	P	*	*					
Liaison	Watson	Brad	N/A	*	P	*	P		P					
	Venegas	Clare	#	#	#	#	#	#						

P = Present
*** = Business**
= Other
β = Represented

C = Cancelled
 n/a = Not a member
 at this time

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, May 20, 2024 at 11:45 AM
Irving Convention Center, Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for April 22, 2024
3. Accepting the ICVB Financial Reports for April 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for March 2024

Board Reports

6. Board Chair Report
 - a. Next Meeting June 24, 2024 at Omni Las Colinas Hotel
7. Board Committee Reports
 - a. Board and Business Development – Sam Reed
 - Next Meeting – June 14
 - b. Community Engagement – Colvin Gibson
 - Recap of April 16 Meeting
 - Next Meeting – July 9
 - c. Destination Development – Greg Malcolm
 - Recap of May 14 Committee Meeting
 - Next Meeting – August 13

AGENDA - Continued

8. City Reports
 - a. Council Liaison – Councilman Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - c. City Manager – Chris Hillman
 - Delinquent Hotel Occupancy Tax Collection Updates
 - Visitor Development Updates
 - Other City Updates

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

10. Convention Center Management Report – Tom Meehan/Jeremy Pierce

11. Industry Partner Reports
 - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
 - c. Industry-At-Large Report – Stephanie Fenley-Garcia
 - d. Restaurant Industry Update – David Cole

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary’s Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024
ARTICLES: TABLE OF CONTENTS**

Article: Fort Worth Will Vote on Tax Increase for Visitors, Extra Revenue to Fund Convention Center Expansion

Article: Shopping, Food and Drink Remain Hot as JLL Names New Retail Leader for Dallas-Fort Worth

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024**

AGENDA ITEMS

MINUTES

Irving Convention & Visitors Bureau Board of Directors

Monday, April 22, 2024

Irving Arts Center

3333 N. MacArthur Blvd. – Suite 200

Irving, Texas 75062

Attendance: Richard Stewart, Jr. – Board Chair; Board Vice Chair Herb Gears, Yasir Arafat, Stephanie Booker, Beth Bowman, David Cole, Tommy DeBeaudry, Dallas Burke, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Cambria Jones, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Hammond Perot, Sam Reed, Dick Rogers, Brad Watson – Board Members; Councilman Abdul Khabeer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, AND Senior Assistant City Attorney Christina Weber – City of Irving; Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none. Stewart expressed his appreciation to Executive Director Arts and Culture Todd Hawkins for hosting the meeting at the Arts Center.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for March 25, 2024
- Accepting ICVB Financial Reports to March 2024
- Reviewing the Hotel Occupancy Tax Collections

Stewart referred to the Hotel Industry Reports in the March 24 minutes and noted a question had been asked regarding the phrasing in the minutes and asked that staff research the item and make any changes needed as a result.

Stewart asked for a motion to approve the Consent Agenda as presented, noting the pending correction to the minutes. With a motion from Board member Julia Kang, and a second from Board member Colvin Gibson, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

Approving the High Spirited Citizen Recommendations from the Community Engagement Committee.

- Lazaro Alvarez
- Gerald Farris
- Leo Hull
- Lee Mosty
- Robert Reichelt
- Mark Zeske

Committee Chair Colvin Gibson presented the slate of High Spirited Citizen nominees that have been reviewed and recommended for approval. Gibson made a motion to approve, with a second from Board member William Mahoney, the motion unanimously was approved.

BOARD CHAIR REPORT

- Stewart congratulated the ICVB and the City for the successful Total Eclipse events at Levy Plaza and Heritage Park. He noted the events put Irving on the map with highlighted media coverage.
- Next Board meeting is scheduled for May 20 at the Irving Convention Center.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Sam Reed reported:

- Next Committee meeting is scheduled for June 14 at 9:00 a.m.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The High Spirited Citizen program is on track with 6-8 additional nominees, plus the six nominees that were approved today. Fall dates for the award luncheon are being considered and the Board will be notified when a date is confirmed.
- Elizabeth Phillips from MacArthur High School has been selected to receive the ICVB Irving Schools Foundation scholarship. Phillips and her parents will attend the May 1 Breakfast with the Stars event at the Convention Center.
- The Committee has activated plans to raise the ICVB profile in the community at the May 10 Heritage Society Annual Fish Fry and Cake Auction. The ICVB use the opportunity to promote the High Spirited Citizens program as well as build general awareness.
- Gibson gave his praises for the Eclipse in the Park events which modeled community engagement.
- The next Committee meeting is July 9.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is May 14 at 11:30 a.m. at the Rayleigh Underground in Toyota Music Factory.

CITY REPORT

Councilman Abdul Khabeer reported:

- This is Khabeer's first attendance at an ICVB Board meeting.
- He shared the one thing he hears more frequently as a Councilman at City meetings and functions is how to make sure Irving is going to be a destination point to visitors. He is encouraged by the Destination Development Committee and would like to attend those meetings.
- Also, would like to show how South Irving should benefit from the overall development of Irving.

City Manager Chris Hillman reported:

- Excellent job from the City's entire team on the Eclipse events.
- The Resident Survey is available, and he asked the Board to take the survey and encourage neighbors as well. The survey results will be shared with the City Council to help identify priorities and to better understand what citizens expect from the City. The survey closes at midnight on May 1. A large sample size of data is needed to be the most effective.
- Early voting starts today and there are important decisions on the ballot.

- Play Irving projects are moving forward with new recreation centers – Lee Park specifically, along with Senter and Mustang Parks.
- The City is holding a Job Fair on May 14 at Senter Park with emphasis on applications for the Irving Police Department.
- “Music on Main” concert series every Friday in April has been successful.
- *Fusion 2024* – will be Saturday, May 18 at Heritage Park and is a celebration of many cultures.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Added her thanks to staff, City and Las Colinas Association for the tremendous work and partnership on the Total Eclipse event at Levy Plaza. It was a first-class event.
- The same day as the Total Eclipse event, the ICC team was host to 3,000 students for the Texas Association of Student Councils.
- Data will be available in future meetings to share from the Total Eclipse events in the City and information on people staying in Irving visiting from outside the area.
- The Invited Celebrity Golf Class at Las Colinas Country Club last weekend showcased Irving CVB with great delivery from the ICVB team at the Kid’s Autograph area.
- National Travel and Tourism Week proclamation at City Council will be presented on May 2 at 1:00 p.m. during the Work Session. Gast encouraged Board members to attend.
- Focusing on Texas State Senate Interim Charges on Hotel Occupancy Tax uses. The Texas Hotel and Lodging Association will lead the way to protect those uses in Texas.
- Gast shared a Thank You note from a Colorado family who attended the Total Eclipse in the Park event. Gast noted comments shared through the website gave feedback from visitors who praised the event for safety, activation areas, food trucks and organization.

Assistant Executive Director Sales and Services Lori Fojtasek:

- Fojtasek reported a person from Portland attended the Invited Tournament and told her they had attended the Total Eclipse event as well.
- The Flower Crown tent at the Eclipse was overly crowded, and people were incredibly happy to have things to do that were complementary. She congratulated the Marketing team for their efforts.
- Events:
 - Hosted Tri Delta Conference – 830 rooms
 - Acts29 had 2,000 people. This is a religious organization that helps to fund church builds.
 - Texas Frightmare is coming in May, the same weekend as the Irving Marathon’s Fiesta de Mayo.
 - Also in May, Informa Tech Network with 3,000 attendees
 - And U90C Management Group with 9,000 attendees (soccer tournament) in the Dallas area. Irving received 2,900 rooms.
 - Steubenville /Life Teen event is returning in June with 5,000 attendees.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The ICTN “Total Eclipse in the Park” event video at Levy Plaza was shown.

- The Total Eclipse campaign generated 2,013,224 impressions and 30,00 website visits and there were 10,000 registrants for the event. The Irving Police Department reported 6,000 people right at totality. It was a steady flow of 2,500-3,000 people during the day. Press clippings from the event are included in the Board packet.
- Pfaff expressed her thanks to Fojtasek and the many volunteers.
- In partnership with the City, she thanked the City Communication Director April Reiling for her assistance, ICC General Manager Tom Meehan, and Executive Chef Eduardo Alvarez for the moon pie feature.
- Preliminary numbers for the event show hotel room nights for Sunday, April 7 Occupancy City-wide of 84.1%, a 75% increase over last year's reported 47.8% Occupancy. Monday, April 8 shows 90.8% Occupancy, a 24% increase over last year's reported 73% Occupancy.
- The ICVB team hosted the media center and Kid's Autograph Zone at the Invited Celebrity Classic golf tournament. Celebrities were gracious and it was a worthwhile investment. Pfaff thanked Las Colinas Association and Board member Julias Kang for their assistance.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- STR Data was received just today, therefore a full report will be included in next month's Board packet and will include a total recap of the Eclipse event.
- We will begin using the Everbridge text notification system to communicate any updates or changes regarding Board meeting location, date or time change with parking and/or construction information as needed.
- Rose encouraged the Board to utilize the Board portal for information, agenda, and packets.
- The Administration/Finance team is testing a new expense software system which will roll out this month.
- The budget process has begun, and staff will be working on budgets for FY2024-25.
- The ICVB team will be in a Fired Up! Training class Tuesday, April 30. It is a team building and culture forum to build on our current successes.

CONVENTION CENTER MANAGEMENT

Assistant General Manager Jeremy Pierce reported:

- The Convention Center has been extremely busy the last few months.
- Pierce congratulated the team for the Total Eclipse event and gave a shout-out to Chef Alvarez for the moon pie. It was quite an adventure to transport the "world's largest edible moon pie" from the Convention Center kitchen to Levy Plaza.
- The main post for the Hwy 114 monument sign has been installed. Weather permitting it should be completed by the Board meeting in May. It has been more than a year in the making.
- The ICC team will be in Fired Up! Training on Monday, April 29.

INDUSTRY PARTNERS

The Pavilion at Toyota Music Factory/Live Nation

General Manager Tommy DeBeaudry reported:

- The first two amphitheater shows of the season both sold out.
- The Sessanta: Primus, Puscifer, A Perfect Circle event on April 12 set records in merchandise sales and food and beverage, averaging \$50 per person in merchandise and 7,300 tickets sold.
- Blue October concert was a success in spite of the weather.

- The Pavilion is one of 16 venues with a goal of 70% or more landfill waste and will soon end single-use plastics. This is a big issue with Live Nation corporate. Events last weekend averaged 73%.
- Budgeted for 91 shows this year and confirmed 77, with seven pending shows.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- STR Reporting for Irving in March 2024:
 - Not the best month because of an early Easter and spring breaks. Occupancy was 74.3%, down 5.7% from previous year.
 - Average Daily Rate was \$127.08.
 - RevPAR was up \$89.48, down from last year.
 - Malcolm's seven hotels in the Metroplex area sold out Sunday and Monday over the Eclipse weekend. Average rate was \$200, which is fantastic for a small hotel.
 - South Irving by Hilton 120-room property has begun construction and should open third or fourth quarter of 2025.

Board member Kim Limon reported:

- Hampton Inn Las Colinas in March showed Occupancy 81.4%.
- Average Daily Rate of \$121.14, down slightly over last year.
- RevPAR at \$98.62, up 3% from last year.
- Eclipse weekend sold out on Monday night with a \$183.33 rate.

RESTAURANT INDUSTRY UPDATE

Board member David Cole reported:

- Attended the National Restaurant Association's Public Affairs Conference in Washington D.C. The Texas delegation is the largest with 50 members.
 - Visited 35 legislative offices on Capitol Hill.
 - Key issues are credit card swipe fees and tip credit.
- iFratelli pizza - Monday, April 8 for the Eclipse event was the busiest day ever. The Las Colinas location is the busiest daytime location for all iFratelli locations.
- Donated pizzas for the Invited Celebrity Class military outpost for currently serving and retired military. It was an honor to see what the retired military are doing today. It was a beautiful day and a great crowd.

INDUSTRY AT LARGE

Board member Stephanie Fenley Garcia reported:

- Thanked the Arts Center for hosting the meeting.
- Encouraged everyone to vote.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD and Irving Flood Control District Dallas Burke reported:

- It was an active weekend for flood control efforts. Pumping began on Saturday as 3.5 inches of rain fell. Pumping operations were shut down on Sunday morning and resumed on Monday.
- Southfork Hackberry Creek dredging continues. Hauling away 60,000 cubic yards of trash and preparing to dredge another 60,000 this summer.

- IFCD I – Levee inspection by U.S. Army Corps Thursday, April 25. Levee repair is underway near Proctor Rd.
- IFCD III – Capital project is out for bid: Tilting Weir Project and Outfall Rehabilitation. Pump station discharge pipe rehabilitation set to begin in June.

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair Brad Watson reported:

- Unemployment rate for Irving in March is 3.7%, Texas reports 4.1% and National rate is 3.9%.
- April is Volunteer Appreciation Month – there will be ice cream floats available at the former ExxonMobil site. It is an incredible campus and volunteers are a big part of the Chamber.
- Celebrating Small Businesses – The Economic Development team is hosting the 6th Annual Small Business Blitz.
- Hosting a Small Business event on May 9 from 4:00 – 6:30 p.m. at the Rayleigh Underground to announce the “Best in Irving” winners. Registration on the Chamber website for the event.
- The Chamber’s semi-annual presentation to City Council will report 28 wins for the first half of the fiscal year, 2,400 job opportunities and \$70 million in capital, as well as 8 retention/expansion wins.
- Edged Energy announced a new state-of-the-art data center in South Irving, equipped with water-less cooling and ultra-efficient energy systems.
- Data centers are the next important thing and will increase the demand for energy.

Irving Arts and Culture Executive Director Todd Hawkins reported:

- Hawkins welcomed the group and noted the Main Gallery is in transition for the Irving ISD High School portfolio show.
- The Arts Center will be closed June, July, and August to the public, but will be open for elections should a runoff be necessary. Scheduled repairs and upgrades include a room renovation, replacement of HVAC rooftop units upgrading/replacing theatrical lighting in both theaters to LED lighting, and new furniture.
- Everyone is invited on October 21 for the Season Premiere, tours, and grand reopening.
- Arts Board is working on new bylaws, much like the ICVB structure, with two new Committees: Destination Development and Community Development Committees.
- This Friday and Saturday working on a 3–5-year Strategic Plan. Will bring 40 community members together for three sessions and will work on the calendar and budget.
- The Total Eclipse was a good example of what happens when resources are pooled together for success.
- Hawkins is speaking at “The Art of Business” event at Moody Performance Hall.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- LCA was happy to be a part of the Total Eclipse event with the City and ICVB.
- PawsColinas 5K9 event was canceled due to weather. There were 450 registered participants with dogs and 150 showed up that day and waited until cancellation was announced. Perot thanked the Irving Police Department for their partnership and support.
- Manday Canal Light Club event is scheduled for May 15-16. This is an al fresco event; bites and libations will be available for purchase from Venetian Terrace and live music.
- Hosting the Carpenter Cup Golf Tournament at Hackberry Creek Golf Club on May 7.
- Thanked the Chamber for their partnership in economic development.

- Reminded the Board that Wednesday, April 24 is Administrative Professionals Day.

TIF

Chair Dick Rogers reported:

- TIF is holding steady and reviewing financials.

Gast added the 10th Annual North Texas Teen Book Festival will be at the ICC this weekend. There will be teens and traffic in the area.

With no further discussion, Stewart adjourned the meeting at 12:50 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending
April 2024



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
APRIL 2024

Assets

Cash and equivalents	1,284,190.70
Investments	5,701,130.00
Receivables	6,263.89

Total Assets

6,991,584.59

Liabilities

Accounts payables	89,109.04
Unearned revenue	2,369,726.51
Due to other funds	208.80

Total Liabilities

2,459,044.35

Fund Balance (Budgetary basis)

Reserve for encumbrances	847,553.14
Unreserved	3,684,987.10

Total Fund Balance

4,532,540.24

Total Liabilities and Fund Balance

6,991,584.59



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
APRIL 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	729,542.38	3,447,713.83	10,089,968.00	34.2%	0.00	6,642,254.17
	PENALTY AND INTEREST	589.44	13,021.15	0.00	0.0%	0.00	(13,021.15)
	PRIOR YEAR	2,586.16	67,356.47	0.00	0.0%	0.00	(67,356.47)
	SHORT-TERM RENTALS	21,233.80	108,249.94	0.00	0.0%	0.00	(108,249.94)
	TOTAL HOTEL/MOTEL TAX	753,951.78	3,636,341.39	10,089,968.00	36.0%	0.00	6,453,626.61
	M1 - INTERGOVERNMENTAL		1,350,671.47				
	RECEIPTS FROM FEDERAL GOVMT (ARPA)		1,350,671.47	2,298,790.00	58.8%	0.00	948,118.53
	M4 - INVESTMENT INCOME	23,772.69	122,144.36	120,000.00	101.8%	0.00	(2,144.36)
	M5 - MISCELLANEOUS	0.00	13,498.00	20,000.00	67.5%	0.00	6,502.00
TOTAL REVENUE		2,128,395.94	5,122,655.22	12,528,758.00	40.9%	0.00	7,406,102.78
EXPENDITURES							
	N1 - SALARIES	212,270.38	1,413,316.63	3,189,235.00	44.3%	0.00	1,775,918.37
	N2 - BENEFITS	44,704.28	289,289.89	594,135.00	48.7%	0.00	304,845.11
	N4 - SUPPLIES	2,955.73	20,476.01	73,110.00	28.0%		52,633.99
	O1 - UTILITIES (COMMUNICATIONS)	2,955.73	12,303.32	27,500.00	44.7%	0.00	15,196.68
	O3 - OUTSIDE SERVICES						
	CLOUD BASED SOFTWARE FEES	1,694.58	27,010.85	175,530.00	15.4%	0.00	148,519.15
	FREIGHT	246.52	2,375.58	3,700.00	64.2%	0.00	1,324.42
	MARKETING AND SALES RESOURCES	5,718.81	29,432.24	64,500.00	45.6%	0.00	35,067.76
	MEDIA ADVERTISING	61,220.38	291,967.79	632,567.83	46.2%	279,191.00	61,409.04
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	1,324.42	1.26
	PROFESSIONAL SERVICES	151,529.84	1,395,923.19	2,566,150.00	54.4%	533,160.92	637,065.89
	PROPERTY MANAGEMENT SERVICES	0.00	698,003.00	1,395,000.00	50.0%	0.00	696,997.00
	TOTAL OUTSIDE SERVICES	220,410.13	2,446,036.97	4,840,097.83	50.5%	813,676.34	1,580,384.52
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	77,813.22	249,864.60	633,000.00			
	MILEAGE REIMBURSEMENT	117.57	876.07	3,600.00	24.3%	0.00	2,723.93
	MEMBERSHIP AND DUES	1,785.00	35,752.90	78,990.00	45.3%	0.00	43,237.10
	TOTAL TRAVEL - TRAINING - DUES	79,715.79	286,493.57	715,590.00	40.0%	0.00	45,961.03
	O5 - CLAIMS AND INSURANCE	0.00	75,925.00	151,850.00	50.0%	0.00	75,925.00
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	30,158.07	145,453.64	403,600.00	36.0%	0.00	258,146.36
	BUSINESS DEV INCENTIVE PROG	35,385.00	262,419.66	450,000.00	58.3%	0.00	187,580.34
	CONVENTION SERVICES MATERIALS	33,966.00	36,446.50	98,350.00	37.1%	7,945.00	53,958.50
	EVENT SPONSORSHIPS	8,250.00	121,167.75	137,500.00	88.1%	0.00	16,332.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	44,901.11	189,180.10	440,610.00	42.9%	25,931.90	225,498.00
	TOTAL MISCELLANEOUS EXPENSES	152,660.18	754,667.65	1,535,060.00	49.2%	33,876.90	746,515.45
	P1 - CAPITAL EXPENDITURES	0.00	0.00	45,000.00	0.0%	0.00	45,000.00
	P5 - TRANSFERS OUT						
	TRSF TO ICVB RESERVE FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
	TRSF TO POB RISK MITIGATION FUND	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	3,550.00	3,550.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	0.00	116,995.00	2,536,216.00	0.0%	0.00	2,419,221.00
TOTAL EXPENDITURES		715,672.22	5,415,504.04	13,707,793.83	39.5%	847,553.24	7,061,601.15

Beginning Fund Balance	4,825,389.06
Revenues	5,122,655.22
Expenditures	(5,415,504.04)
Ending Fund Balance	4,532,540.24

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



2204 - ICVB CONV CENTER RESERVE / CIP
MONTHLY BALANCE SHEET
APRIL 2024

Assets

Cash and equivalents	1,960,286.62
Investments	2,103,000.00
Receivables	8,008,030.34

Total Assets

12,071,316.96

Liabilities

Accounts payables	66,060.73
Unearned revenue	1,866,720.43
Deferred inflow	7,860,820.90

Total Liabilities

9,793,602.06

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	2,277,714.90

Total Fund Balance

2,277,714.90

Total Liabilities and Fund Balance

12,071,316.96



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
APRIL 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	(405.76)	(405.76)	90,137.00	-0.5%	0.00	90,542.76
M4 - INVESTMENT INCOME							
		9,495.04	56,388.19	60,000.00	94.0%	0.00	3,611.81
M5 - MISCELLANEOUS							
		25,043.71	175,305.97	333,858.00	52.5%	0.00	158,552.03
M6 - TRANSFER FROM ICVB GENERAL							
		0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
TOTAL REVENUE		34,132.99	231,288.40	2,403,216.00	9.6%	0.00	2,171,927.60
EXPENDITURES							
N4 - SUPPLIES							
		34,921.60	63,608.46	63,609.00	-100.0%	0.00	0.54
N7 - STRUCTURE MAINTENANCE							
		76,040.14	505,474.75	1,050,525.00	48.1%	0.00	545,050.25
O3 - OUTSIDE SERVICES							
		0.00	28,398.05	28,299.00	100.0%	0.00	(99.05)
P1 - CAPITAL EXPENDITURES							
		0.00	25,773.49	348,229.00	7.4%	0.00	322,455.51
TOTAL EXPENDITURES		110,961.74	623,254.75	1,490,662.00	41.8%	0.00	867,407.25

Beginning Fund Balance	2,669,681.25
Revenues	231,288.40
Expenditures	(623,254.75)
Ending Fund Balance	<u>2,277,714.90</u>

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



Irving Convention and Visitors Bureau

Check Register

April 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT Tax
80063865	4/2/2024	AJR MEDIA GROUP MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM	495.00		495.00
80063866	4/2/2024	AMERICAN AIRLINES RECREATION COMMITTEE BUSINESS DEV INCENTIVE PROG	DFW NEW YEARS EVE PARTY/DEC 2024	730.00		730.00
80063867	4/2/2024	BLOOM EMBRO INC. SALES RESOURCES	NIKE DRI FIT GOLF SHIRTS WITH VISIT IRVING LOGO	572.41		572.41
80063868	4/2/2024	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 11 - 22, 2024	1,071.00		1,071.00
80063869	4/2/2024	GREENSPRING MEDIA LLC MEDIA ADVERTISING	ADVERTISING	4,500.00		4,500.00
80063870	4/2/2024	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	2,500.00		2,500.00
80063871	4/2/2024	IPROMOTEU.COM, INC. MARKETING RESOURCES	TOTAL ECLIPSE IN THE PARK/SOLAR GLASSES	2,986.99		2,986.99
80063872	4/2/2024	LEON RUTH GROUP PROFESSIONAL SERVICES	TOTAL ECLIPSE IN THE PARK/SKETCH ARTIST	2,695.50		2,695.50
80063873	4/2/2024	LEVINE, KATHY COMMUNICATIONS	FEB 2024 - CELL	65.44		65.44
80063874	4/2/2024	LOPEZ, BRENDA COMMUNICATIONS	FEB 2024 - CELL	75.00		75.00
80063875	4/2/2024	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2024 ICVB TOTAL ECLIPSE IN THE PARK - PHASE II	39,992.90	17,300.00	
		PROFESSIONAL SERVICES	2024 ICVB TOTAL ECLIPSE IN THE PARK - PHASE III		22,692.90	
80063876	4/2/2024	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	VIDEO PRODUCTION - 5-DAY VIDEO SHOOT OF AREA HOTELS	21,500.00		21,500.00
80063877	4/2/2024	PANADE II, LTD BUSINESS DEV INCENTIVE PROG	RISE ADAPTIVE SPORTS/MAR 2024	590.00		590.00
80063878	4/2/2024	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	662.16		662.16
80063879	4/2/2024	SUPERIOR PERFORMERS LLC BUSINESS DEV INCENTIVE PROG	INSURANCE MEETING NETWORK/JAN 2024	3,255.00		3,255.00
80063880	4/2/2024	TEXAS DEPARTMENT OF TRANSPORTATION MEDIA ADVERTISING	MEDIA ADVERTISING - TEXAS HIGHWAYS	760.00		760.00
80063881	4/2/2024	TEXAS VETERINARY MEDICAL ASSOCIATION BUSINESS DEV INCENTIVE PROG	TVMA ANNUAL CONFERENCE/MAR 2024	3,305.00		3,200.00
		BUSINESS DEV INCENTIVE PROG	TVMA ANNUAL CONFERENCE (TEXICAN)/MAR 2024			105.00
80063882	4/2/2024	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER / REIMBURSABLES - APR 2024	4,068.02		4,068.02
80063883	4/2/2024	WILLIAM ANTONISSE LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/BAND - BALANCE DUE	3,250.00		3,250.00
80063884	4/5/2024	AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA MEDIA ADVERTISING	ADVERTISING	6,200.00		6,200.00
80063885	4/5/2024	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	TEXAS HOE-DOWN DANCE EVENT/MAR 2024	1,590.00		1,590.00
80063886	4/5/2024	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	RACKSPACE SALES KICKOFF OVERFLOW/FEB 2024	1,588.00		744.00
		BUSINESS DEV INCENTIVE PROG	EIMA ANNUAL MEETING/MAR 2024			844.00
80063887	4/5/2024	LILLIAN ERICKSON LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/BUBBLE WAGON	1,125.00		1,125.00



Irving Convention and Visitors Bureau

Check Register

April 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT Tax
80063888	4/5/2024	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2024 ICVB TOTAL ECLIPSE IN THE PARK - PHASE IV	10,204.66	10,204.66	
80063889	4/5/2024	SOUTHERN STAR LAS COLINAS, LP BUSINESS DEV INCENTIVE PROG	ZWEIG GROUP ELEVATEHER/MAR 2024	677.00		345.00
		BUSINESS DEV INCENTIVE PROG	TIGA ANNUAL CONFERENCE/MAR 2023			332.00
80063890	4/5/2024	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING	ADVERTISING	3,300.00		3,300.00
80063891	4/5/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	HACR LATINA EMPOW(H)ER SUMMIT/MAR 2024	3,158.00		2,068.00
		BUSINESS DEV INCENTIVE PROG	CONSERO US2404TMI/MAR 2024			1,090.00
80063892	4/5/2024	VOLUNTEERS OF AMERICA BUSINESS DEV INCENTIVE PROG	KEYMAKERS MEETING/FEB 2024	448.00		404.00
		BUSINESS DEV INCENTIVE PROG	KEYMAKERS MEETING OVERFLOW/FEB 2024			44.00
80063893	4/5/2024	WOMACK HOLDCO, LLC BUSINESS DEV INCENTIVE PROG	WOMACK MACHINE SUPPLY SALES MEETING/FEB 2024	1,176.00		1,176.00
80063894	4/9/2024	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	MAR 2024 - RECEIPTS	94,419.06		94,419.06
80063895	4/9/2024	MELTWATER NEWS US INC PROFESSIONAL SERVICES	MEDIA MONITORING & REPORTS 4/1/24-3/31/25	10,480.00		10,480.00
80063896	4/16/2024	CISION US INC PROFESSIONAL SERVICES	TOTAL ECLIPSE IN THE PARK/MEDIA PR	1,285.00		1,285.00
80063897	4/16/2024	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 25 - APR 05, 2024	1,053.00		1,053.00
80063898	4/16/2024	DALLAS LITE AND BARRICADE INC LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/RENTALS	952.11		952.11
80063899	4/16/2024	GREENSPRING MEDIA LLC MEDIA ADVERTISING	ADVERTISING	771.00		771.00
80063900	4/16/2024	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	321.50		321.50
80063901	4/16/2024	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	MARCH 2024	40.00		40.00
80063902	4/16/2024	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - MAR 1 - 31, 2024	2,310.00		2,310.00
80063903	4/16/2024	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	18,200.00		3,200.00
		TRAVEL AND TRAINING	2024 MPI WEC HOSTED BUYER SPONSORSHIP			15,000.00
80063904	4/16/2024	NORTHSTAR TRAVEL MEDIA, LLC MEDIA ADVERTISING	ADVERTISING	6,500.00		6,500.00
80063905	4/16/2024	SIMPLEVIEW WORLDWIDE, INC. PROFESSIONAL SERVICES	3RD QUARTER	68,481.52	7,764.70	
		PROFESSIONAL SERVICES	3RD QUARTER		60,716.82	
80063906	4/16/2024	SMG BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2024	32,095.24		25,043.70
		LOCAL PROGRAMS-PROMOTIONS	CATERING			5,551.54
		TRAVEL AND TRAINING	TEAMS CONFERENCE REGISTRATION - MATT TUNGETT			1,500.00
80063907	4/16/2024	TARSUS CONNECT, LLC MEDIA ADVERTISING	ADVERTISING	10,000.00		10,000.00
80063908	4/16/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	ALM CONFERENCE/MAR 2024	2,705.00		2,705.00



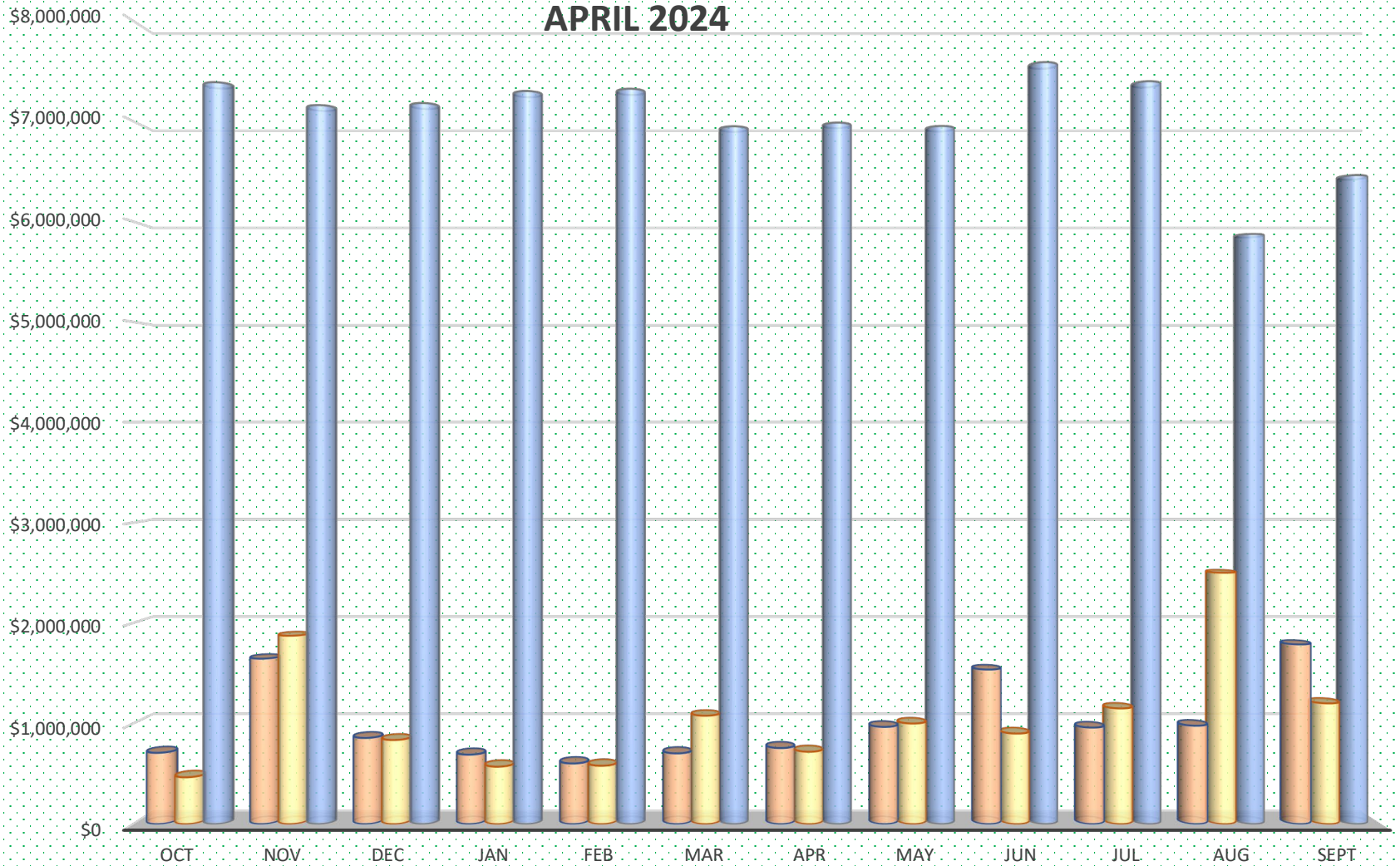
Irving Convention and Visitors Bureau

Check Register

April 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT Tax
80063909	4/16/2024	WILLIAM ANTONISSE LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/SOUND SYSTEM	1,675.00		1,675.00
80063910	4/23/2024	AMERICAN BASEBALL COACHES ASSOCIATION BUSINESS DEV INCENTIVE PROG	ABCA CONVENTION OVERFLOW ROOMS/JAN 2024	895.00		895.00
80063911	4/23/2024	GOODGAME, STEPHEN A PROFESSIONAL SERVICES	TOTAL ECLIPSE IN THE PARK/PHOTOGRAPHY	750.00		750.00
80063912	4/23/2024	IPROMOTEU.COM, INC. MARKETING RESOURCES	INVITED CLASSIC/GOLF BALLS	5,493.26		2,494.01
		MARKETING RESOURCES	TOTAL ECLIPSE IN THE PARK/TSHIRTS			2,999.25
80063913	4/23/2024	LEWIS MARKETING PARTNERS, LLC PROFESSIONAL SERVICES	NEGOTIATE & CONTRACT 2024 MEDIA BUY	57,000.00		57,000.00
80063914	4/23/2024	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2024 INVENTORY STORAGE/MGMT- JAN/FEB/MAR	840.80	840.80	
80063915	4/23/2024	MARQUEE EVENT GROUP, INC LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/STAGE-TRUSS	2,990.12		2,990.12
80063916	4/23/2024	PPG ENTERPRISES, INC. CONVENTION SERVICES MATERIALS	NAME BADGE HOLDERS	12,031.00		12,031.00
80063917	4/23/2024	SMG BUILDINGS MAINT	PARKING GARAGE CAMERA REPLACEMENT	19,857.31		8,407.06
		BUILDINGS MAINT	IT EQUIPMENT			11,450.25
80063918	4/23/2024	TARSUS CONNECT, LLC MEDIA ADVERTISING	ADVERTISING	11,505.00		11,505.00
80063919	4/23/2024	TEXAS MONTHLY LLC MEDIA ADVERTISING	ADVERTISING	10,980.00		2,500.00
		MEDIA ADVERTISING	ADVERTISING			8,480.00
80063920	4/23/2024	TLC EVENT RENTALS & PRODUCTIONS, INC LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/RENTALS	4,324.96		3,724.96
		LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK/LABOR FEE			600.00
80063921	4/23/2024	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	CUSTOM LODGING FORECAST DATA - MARCH 2024	6,000.00		6,000.00
80063922	4/23/2024	TRIPADVISOR, LLC MEDIA ADVERTISING	ADVERTISING	242.88		242.88
		Total Number of Invoices	72	506,739.84	119,519.88	387,219.96
		Total Number of Checks	58		23.6%	76.4%

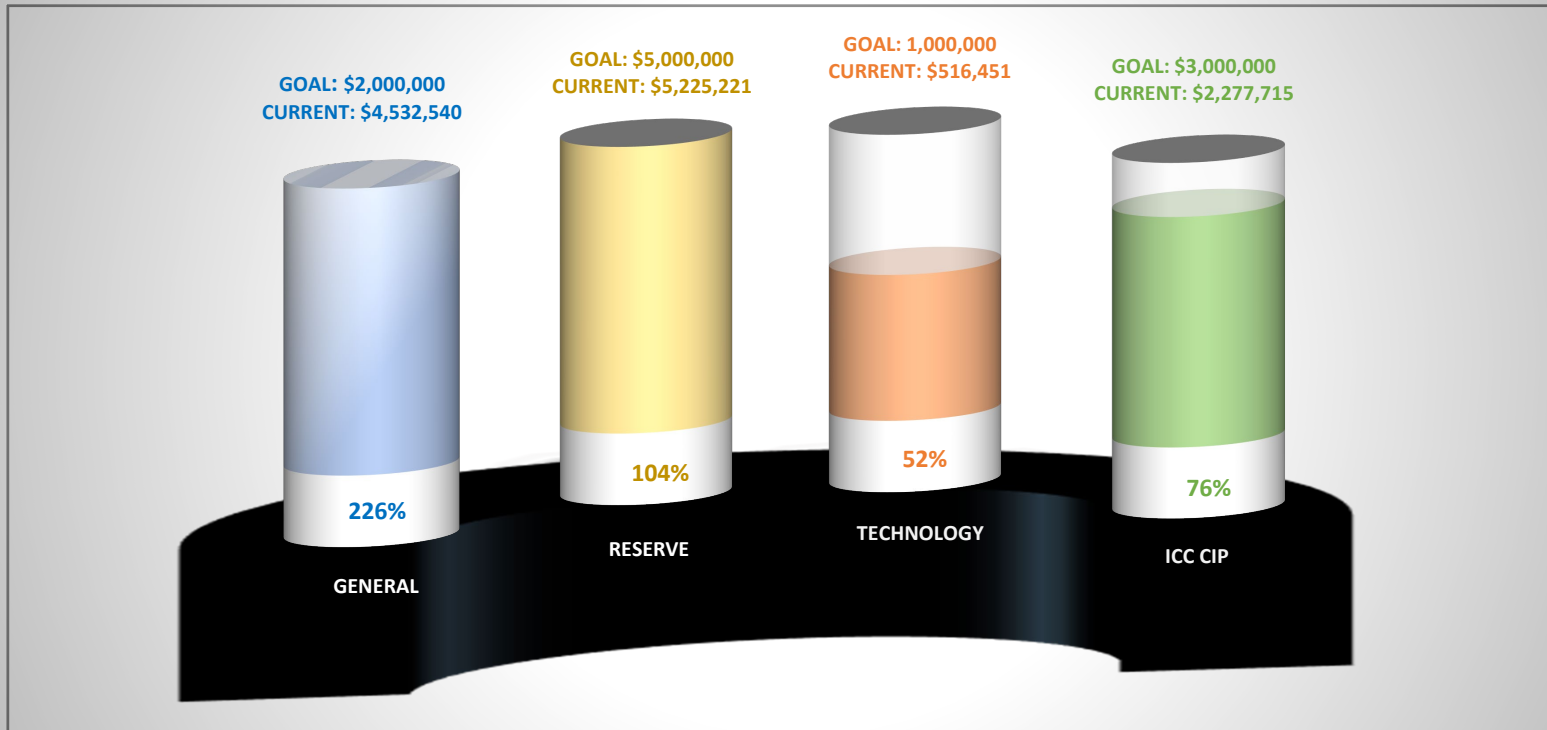
Irving Convention and Visitors Bureau FY24 Cash Flow APRIL 2024



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$708,541	\$1,644,623	\$856,435	\$690,373	\$602,765	\$703,059	\$756,238	\$966,503	\$1,536,361	\$959,589	\$977,976	\$1,786,298
EXPENSES	\$465,372	\$1,872,395	\$835,916	\$570,831	\$580,004	\$1,077,493	\$719,332	\$1,000,000	\$900,000	\$1,150,000	\$2,500,000	\$1,200,000
ENDING CASH	\$7,387,796	\$7,160,024	\$7,180,543	\$7,300,085	\$7,322,846	\$6,948,412	\$6,985,318	\$6,951,821	\$7,588,182	\$7,397,771	\$5,875,747	\$6,462,045



FUND BALANCES APRIL 2024





ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
February 2024

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2023 - 2024**

LUXURY & FULL SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
1	Atrium Hotel and Suites DFW Airport	14,869.42	14,305.10	11,347.26	19,151.44	15,414.01
2	Dallas Marriott Hotel Las Colinas	64,649.51	50,400.58	38,624.53	50,056.38	59,345.37
3	DFW Airport Marriott	46,689.76	30,654.42	31,237.75	52,960.52	53,801.07
4	<i>Doubletree by Hilton DFW Airport North</i>	0.00	0.00	0.00	0.00	0.00
5	Embassy Suites DFW Airport South	30,654.69	27,063.61	22,944.15	23,240.12	23,506.78
6	Embassy Suites by Hilton Dallas Las Colinas	0.00	0.00	0.00	1,229.73	13,082.90
7	Hilton Garden Inn DFW Airport South	17,166.41	13,217.25	11,125.02	12,988.26	11,860.70
8	Hilton Garden Inn Las Colinas	17,416.62	15,171.21	11,455.48	14,633.97	15,838.29
9	Holiday Inn Irving Las Colinas	12,213.80	7,257.80	7,018.51	8,213.43	8,963.82
10	NYLO Las Colinas Tapestry Collection	22,632.98	16,049.37	12,778.34	17,970.18	16,923.33
11	Omni Las Colinas Hotel	64,128.09	53,537.47	33,722.72	49,441.68	49,109.24
12	<i>Sheraton DFW Airport Hotel</i>	0.00	0.00	0.00	0.00	0.00
13	Texican Court	20,342.95	14,425.37	11,523.70	14,937.60	15,167.66
14	The Ritz-Carlton Dallas, Las Colinas	84,092.96	47,416.32	37,568.48	37,137.78	45,422.87
15	Westin DFW Airport	24,903.26	37,904.38	26,850.93	42,846.94	54,361.74
16	Wyndham DFW Airport Hotel	3.11	2.85	1,375.77	3,933.68	3,449.46
TOTAL LUXURY & FULL SERVICE		419,763.56	327,405.73	257,572.64	348,741.71	386,247.24

16	Westin Irving Convention Center Las Colinas	61,354.33	47,685.92	35,717.68	50,725.59	55,046.71
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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 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
1	Candlewood Suites DFW Airport North	6,709.76	6,353.47	5,814.22	5,886.05	5,171.97
2	Comfort Suites DFW Airport North	6,379.11	5,175.08	5,143.93	5,219.40	4,729.39
3	Comfort Suites Las Colinas	1,459.78	1,409.89	1,328.14	1,069.65	799.20
4	Country Inn & Suites by Carlson DFW Airport South	4,276.63	3,382.41	3,242.22	2,792.54	143.10
5	Element Dallas Las Colinas	17,921.03	13,989.73	12,596.90	14,251.09	14,336.56
6	Element DFW Airport North	10,915.30	8,361.34	6,679.62	9,036.70	8,936.64
7	Extended Stay America Dallas DFW Airport North	1,546.03	447.65	1,487.23	1,446.09	1,342.11
8	Extended Stay America Dallas Las Colinas	1,884.59	1,391.84	1,198.46	637.25	1,012.79
9	Extended Stay Deluxe Green Park	2,196.69	1,125.88	1,765.20	1,005.45	1,012.01
10	Extended Stay Deluxe Las Colinas	1,533.36	1,123.17	1,154.28	1,064.96	476.84
11	Hawthorne Suites Irving DFW Airport South	2,310.62	2,084.23	2,263.43	1,451.11	1,025.97
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,419.09	11,982.45	11,693.47	12,774.18	11,452.10
13	Holiday Inn Express Hotel & Suites DFW Airport South	9,579.29	8,284.60	8,246.87	9,079.73	7,948.48
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,460.58	7,158.68	6,523.82	6,324.12	8,388.64
15	Home Towne Studios Dallas Irving	2,195.82	2,842.68	1,927.78	1,813.19	2,082.52
16	Homewood Suites by Hilton DFW Airport North	7,911.03	6,610.68	4,885.03	5,279.82	6,535.16
17	Homewood Suites by Hilton Las Colinas	11,923.42	8,212.33	8,177.66	9,847.38	8,704.25
18	Hyatt House Dallas Las Colinas	11,523.03	9,764.42	8,628.07	7,088.56	5,999.35
19	Residence Inn Dallas DFW Airport North Irving	7,451.85	5,824.01	3,847.71	6,508.17	6,512.30
20	Residence Inn Dallas Las Colinas	9,504.56	7,471.72	6,808.96	8,435.24	7,404.76
21	Soka Suites Dallas Las Colinas	8,193.27	5,635.31	7,983.45	7,702.34	6,886.39
22	Sonesta ES Suites Dallas Las Colinas	4,112.99	4,488.53	4,223.27	4,781.83	4,003.10
23	Sonesta Simply Suites Dallas Las Colinas	3,161.59	2,578.53	2,154.15	2,216.73	2,746.82
24	Springhill Suites Dallas DFW Airport East Las Colinas	6,843.88	6,807.99	6,306.16	7,574.71	8,258.02
25	Staybridge Suites DFW Airport North	6,294.68	4,610.07	4,788.10	5,079.48	5,368.16
26	TownePlace Suites Dallas DFW Airport North Irving	9,921.30	7,156.45	5,307.43	7,584.97	8,328.93
27	<i>TownePlace Suites Dallas Las Colinas</i>	9,570.93	7,687.28	6,439.33	7,279.45	0.00
28	Woodspring Suites Signature	2,347.95	1,380.35	1,832.30	1,719.76	810.96
TOTAL ALL SUITE / EXTENDED STAY		191,548.16	153,340.77	142,447.19	154,949.95	140,416.52

BUDGET SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
1	<i>Arya Inn & Suites</i>	898.50	1,015.64	845.27	878.39	0.00
2	Budget Inn & Suites	41.48	38.87	33.16	16.01	30.85
3	Budget Suites of America Las Colinas	622.54	174.98	897.26	0.00	540.18
4	Clarion Inn & Suites	2,080.31	2,055.40	1,968.83	1,786.96	1,676.19
5	Crossroads Hotel & Suites	1,136.56	967.61	1,028.91	1,172.90	1,227.57
6	Days Inn	5,039.57	4,319.24	4,619.71	4,816.05	4,692.49
7	Days Inn DFW Airport North	3,605.10	2,401.20	1,998.82	2,134.65	1,889.83
8	Delux Inn	934.32	928.36	774.04	736.47	668.52
9	Delux Suites Motel	15.61	35.90	67.41	121.63	163.81
10	Gateway Inn	283.29	382.73	268.04	213.01	232.47
11	Magnuson Extended Stay & Suites Airport Hotel	862.89	625.13	604.44	664.15	621.70
12	Motel 6 Dallas DFW South	1,742.57	1,534.44	1,637.56	1,629.14	1,454.67
13	Motel 6 Dallas Irving	2,932.01	2,782.59	2,778.98	2,725.41	2,654.71
14	Motel 6 DFW North	4,487.78	3,788.14	3,898.01	4,225.53	3,391.68
15	Motel 6/Budget Inn Irving Loop 12	825.53	845.02	812.61	763.31	70.69
16	OYO Hotel DFW Airport North	474.31	448.10	363.68	446.04	488.99
17	OYO Hotel DFW Airport South	3,282.49	2,940.75	3,031.58	2,272.76	2,246.21
18	Quality Inn & Suites DFW Airport South	3,758.37	3,281.45	3,797.62	3,288.67	2,193.10
19	Red Roof Inn & Suites Irving DFW South	3,179.63	2,363.39	3,039.72	2,967.65	2,615.27
20	Red Roof Inn Dallas DFW Airport North	4,317.65	3,582.26	3,640.49	4,212.99	3,540.41
21	Studio 6 / Motel 6 DFW Airport East	2,563.55	2,390.72	2,575.33	2,733.16	2,042.75
22	Super 8 Hotel DFW South	2,370.31	1,903.72	2,515.67	2,454.78	1,787.63
23	Super 8 Motel DFW North	2,511.85	2,264.86	2,237.35	2,216.78	1,930.52
TOTAL BUDGET SERVICE		47,966.22	41,070.50	43,434.49	42,476.44	36,160.24

LIMITED SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
1	aLoft Las Colinas	14,924.22	11,907.75	9,357.47	11,789.12	13,117.89
2	Best Western Plus DFW Airport Suites North	5,539.73	4,298.70	3,667.05	4,088.94	3,962.93
3	Courtyard Dallas DFW Airport North Irving	16,616.43	13,375.45	10,711.34	15,228.38	14,134.25
4	Courtyard Dallas DFW Airport South Irving	11,863.33	8,530.46	7,488.38	9,922.34	9,065.95
5	Courtyard Dallas Las Colinas	13,341.38	9,434.91	7,057.71	11,291.79	12,782.75
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,317.22	7,622.20	7,236.72	9,667.56	8,322.49
7	Fairfield Inn & Suites Dallas Las Colinas	1,515.50	348.65	595.81	971.85	749.55
8	Fairfield Inn Dallas DFW Airport North Irving	10,736.86	7,907.51	6,416.22	8,657.27	8,380.20
9	Hampton Inn Dallas Irving Las Colinas	12,106.31	9,434.47	8,101.79	9,589.49	10,057.58
10	Home2 Suites by Hilton DFW Airport North	11,119.48	8,989.19	6,773.67	9,691.43	9,465.85
11	Home2 Suites by Hilton DFW Airport South Irving	10,656.75	8,871.21	7,693.49	8,296.18	8,704.85
12	Hyatt Place Dallas Las Colinas	10,382.04	7,444.64	7,573.60	7,798.07	8,447.36
13	La Quinta Inn & Suites DFW Airport North	6,939.56	3,422.96	2,293.63	2,054.97	0.00
14	La Quinta Inn & Suites DFW Airport South	9,913.74	7,568.70	5,947.77	7,709.05	6,984.82
15	La Quinta Inn Hotel & Suites Las Colinas	5,699.99	4,529.29	4,673.58	4,134.27	4,639.26
16	Quality Inn & Suites DFW Airport	6,252.72	5,358.53	5,537.90	6,015.34	4,894.44
17	Residence Inn Dallas DFW Airport South Irving	12,639.44	8,633.72	7,672.09	10,282.50	7,502.15
18	Wingate Inn by Wyndham Dallas Las Colinas	5,234.94	3,978.39	2,642.90	2,522.66	2,464.84
19	Wingate Inn by Wyndham DFW Airport North	5,048.26	4,477.61	4,114.52	4,704.12	4,467.20
TOTAL LIMITED SERVICE		179,847.90	136,134.34	115,555.64	144,415.33	138,144.36

TOTAL SHORT TERM RENTALS		24,448.10	22,411.77	17,968.66	22,187.60	21,233.80
Number of locations		28	34	25	27	23

SUMMARY	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
ACTUAL GRAND TOTAL	863,573.94	680,363.11	576,978.62	712,771.03	722,202.16
BUDGET	801,730.00	649,100.00	558,854.00	760,219.00	861,938.00
DIFFERENCE	61,843.94 7.7%	31,263.11 4.8%	18,124.62 3.2%	(47,447.97) -6.2%	(139,735.84) -16.2%
CUMULATIVE YEAR TO DATE					
ACTUAL	863,573.94	1,543,937.05	2,120,915.67	2,833,686.70	3,555,888.86
BUDGET	801,730.00	1,450,830.00	2,009,684.00	2,769,903.00	3,631,841.00
DIFFERENCE	61,843.94 7.7%	93,107.05 6.4%	111,231.67 5.5%	63,783.70 2.3%	(75,952.14) -2.1%
COLLECTED PRIOR YEAR	840,709.00	635,339.08	581,679.64	679,603.66	733,012.08



Date Distributed: April 19, 2024

Monthly Financial Summary

For Period Ending March 31, 2024

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	174,950	78,969	68,325	145,400	192,724	229,870	253,127	204,075	114,250	162,500	182,500	190,000	1,996,690
Service Income	204,624	53,686	39,231	97,704	191,746	85,145	24,500	23,750	15,600	12,100	12,500	18,000	778,587
Service Expenses	(306,191)	(149,542)	(101,844)	(169,548)	(268,625)	(150,319)	(93,751)	(106,750)	(75,300)	(52,400)	(57,311)	(72,300)	(1,603,882)
Total Direct Event Income	73,383	(16,887)	5,712	73,556	115,845	164,696	183,876	121,075	54,550	122,200	137,689	135,700	1,171,395
Ancillary Income													
F & B Concessions	31,705	5,828	4,624	19,977	39,501	1,482	21,750	32,250	7,000	4,000	8,500	6,000	182,618
F & B Catering	603,360	411,399	141,229	470,176	582,198	128,399	412,414	383,070	392,160	274,360	123,120	340,860	4,262,746
Parking: Self Parking	85,628	28,196	27,010	26,018	85,185	41,472	37,310	33,770	21,320	9,430	16,400	4,920	416,659
Electrical Services	54,092	8,030	5,315	5,833	25,430	58,905	7,295	5,600	19,950	8,000	2,050	21,000	221,500
Audio Visual	7,745	(7,746)	0	1	(1)	-	-	-	-	-	-	-	(1)
Internet Services	9,253	4,399	4,350	1,442	3,766	6,211	2,050	4,200	250	1,350	150	1,600	39,021
Total Ancillary Income	791,783	450,106	182,528	523,447	736,079	236,470	480,819	458,890	440,680	297,140	150,220	374,380	5,122,542
Total Event Income	865,166	433,219	188,240	597,003	851,924	401,166	664,695	579,965	495,230	419,340	287,909	510,080	6,293,937
Other Operating Income	201,505	180,315	57,155	73,920	135,803	93,524	104,628	104,628	104,628	104,628	104,628	104,624	1,369,986
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	1,066,671	613,534	593,395	670,923	987,728	844,690	769,323	684,593	948,608	523,968	392,537	962,954	9,058,923
Operating Expenses													
Employee Salaries and Wages	280,814	266,613	253,076	302,746	241,855	266,507	286,601	286,601	287,520	286,601	286,601	368,439	3,413,973
Benefits	67,010	65,376	70,824	66,393	65,127	56,186	77,868	77,868	77,868	77,868	77,868	76,968	857,227
Less: Event Labor Allocations	(62,070)	(47,615)	(32,575)	(41,583)	(60,092)	(52,480)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(472,413)
Net Employee Wages and Benefits	285,754	284,374	291,325	327,556	246,890	270,213	335,136	335,136	336,055	335,136	335,136	416,074	3,798,787
Contracted Services	70,219	67,926	70,816	70,007	69,296	66,935	76,312	76,312	76,312	76,312	76,312	76,312	873,070
General and Administrative	61,033	36,631	67,542	61,206	55,266	36,679	62,113	63,303	49,934	39,518	52,346	256,783	842,353
Operations	52,582	55,247	30,042	57,992	40,016	43,659	61,379	61,379	62,004	65,879	61,379	63,601	655,159
Repair & Maintenance	46,564	51,162	45,595	53,365	57,107	67,008	80,849	67,856	69,356	101,441	67,856	69,360	777,519
Supplies	12,352	15,770	6,406	12,047	15,928	23,087	16,083	17,583	17,283	17,083	17,083	39,196	209,902
Insurance	9,729	103,115	9,729	10,329	9,729	12,585	10,032	9,729	9,729	14,326	9,729	100,000	308,761
Utilities	54,518	52,608	49,438	53,151	50,864	46,785	47,302	47,302	47,302	47,302	47,302	58,464	602,338
Other	307	747	577	149	322	293	625	625	625	1,425	625	4,225	10,546
ASM Global Management Fees	80,766	66,332	36,435	67,634	77,001	39,718	57,902	56,559	54,775	44,865	32,977	50,490	665,458
Total Operating Expenses	673,824	733,912	607,905	713,436	622,419	606,962	747,733	735,784	723,375	743,287	700,745	1,134,505	8,743,894
Net Income (Loss) From Operations	392,847	(120,378)	(14,510)	(42,513)	365,309	237,728	21,589	(51,191)	225,233	(219,320)	(308,209)	(171,552)	315,029

7,117,025

1,710,029

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending March 31, 2024

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	16,690	12,430	4,260	20,416
Events	18	10	8	19
Event Days	42	31	11	31
Direct Event Income	164,696	142,370	22,326	87,867
Ancillary Income	236,470	194,130	42,340	345,842
Total Event Income	401,166	336,500	64,666	433,709
Other Operating Income	93,524	107,167	(13,643)	91,719
Adjusted Gross Income	494,690	443,667	51,023	525,428
Indirect Expenses	(606,962)	(673,333)	66,371	(600,181)
Net Income (Loss) From Operations	(112,272)	(229,666)	117,394	(74,753)

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Six Months Ending March 31, 2024

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	112,719	91,284	21,435	91,423
Events	85	74	11	104
Event Days	201	191	10	181
Direct Event Income	416,297	629,470	(213,173)	507,110
Ancillary Income	2,920,419	2,510,842	409,577	2,409,008
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	3,336,716	3,140,312	196,404	2,916,118
Other Operating Income	742,220	643,002	99,218	522,692
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	4,078,936	3,783,314	295,622	3,438,810
Indirect Expenses	(3,958,450)	(4,204,609)	246,159	(3,644,359)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>120,486</u>	<u>(421,295)</u>	<u>541,781</u>	<u>(205,549)</u>

ASM - Irving Convention Center
Balance Sheet
March 31, 2024

ASSETS

Current Assets

Cash	\$	3,028,458	
Accounts Receivable		827,507	
Prepaid Assets		116,786	
Inventory		84,390	
		<hr/>	
Total Current Assets			4,057,141

Total Assets **\$ 4,057,141**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	741,232	
Accrued Expenses		142,717	
Deferred Income		0	
Advance Ticket Sales/Deposits		2,354,705	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			3,238,654

Long-Term Liabilities

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

Total Liabilities 3,238,654

Equity

Net Funds Received		17,021,632	
Retained Earnings		(16,323,632)	
Net Income (Loss)		120,487	
		<hr/>	
Total Equity			818,487

Total Liabilities & Equity **\$ 4,057,141**

ASM - Irving Convention Center
Income Statement
For the Six Months Ending March 31, 2024

	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	229,870	202,620	27,250	890,238	954,570	(64,332)	842,228
Service Revenue	85,145	17,250	67,895	672,135	88,650	583,485	406,512
Service Expenses	(150,319)	(77,500)	(72,819)	(1,146,076)	(413,750)	(732,326)	(741,630)
Total Direct Event In	164,696	142,370	22,326	416,297	629,470	(213,173)	507,110
Ancillary Income							
F & B Concessions	1,482	12,250	(10,768)	103,120	98,084	5,036	119,016
F & B Catering	128,399	129,200	(801)	2,336,765	2,152,270	184,495	1,925,178
Parking	41,472	23,780	17,692	293,509	181,138	112,371	255,045
Electrical Services	58,905	26,950	31,955	157,605	57,650	99,955	91,217
Audio Visual	0	0	0	1	0	1	4,742
Internet Services	6,212	1,950	4,262	29,419	21,700	7,719	13,810
Total Ancillary Inco	236,470	194,130	42,340	2,920,419	2,510,842	409,577	2,409,008
Total Event Income	401,166	336,500	64,666	3,336,716	3,140,312	196,404	2,916,118
OTHER OPERATING INCOME							
Other Income	93,524	107,167	(13,643)	742,220	643,002	99,218	522,692
Total Other Operatin	93,524	107,167	(13,643)	742,220	643,002	99,218	522,692
Adjusted Gross Inco	494,690	443,667	51,023	4,078,936	3,783,314	295,622	3,438,810
INDIRECT EXPENSES							
Salaries & Wages	266,507	280,553	14,046	1,611,610	1,638,233	26,623	1,370,858
Payroll Taxes & Ben	56,186	105,029	48,843	390,914	630,174	239,260	367,704
Labor Allocations to	(52,480)	(29,333)	23,147	(296,414)	(175,998)	120,416	(46,595)
Net Salaries and Ben	270,213	356,249	86,036	1,706,110	2,092,409	386,299	1,691,967
Contracted Services	66,935	73,192	6,257	415,197	439,152	23,955	384,266
General and Adminis	36,679	34,146	(2,533)	318,354	267,791	(50,563)	293,451
Operating	43,659	50,004	6,345	279,534	297,524	17,990	265,118
Repairs & Maintenan	67,008	49,824	(17,184)	320,800	335,328	14,528	239,148
Operational Supplies	23,087	15,166	(7,921)	85,592	88,246	2,654	72,442
Insurance	12,585	9,729	(2,856)	155,216	59,113	(96,103)	62,735
Utilities	46,785	50,550	3,765	307,363	303,300	(4,063)	303,111
Other	293	625	332	2,396	3,750	1,354	37,326
ASM Management F	39,718	33,848	(5,870)	367,888	317,996	(49,892)	294,795
Total Indirect Expens	606,962	673,333	66,371	3,958,450	4,204,609	246,159	3,644,359

ASM - Irving Convention Center
Income Statement
For the Six Months Ending March 31, 2024

	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>(112,272)</u>	<u>(229,666)</u>	<u>117,394</u>	<u>120,486</u>	<u>(421,295)</u>	<u>541,781</u>	<u>(205,549)</u>

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	1	2
Southern Baptists of Texas Evangelism Conference De finite			2024 TVMA Annual Conference De finite			
			ALG Vacations De finite		Great American Franchise Expo De finite	
			IBAT Tour de Texas De finite			
3	4	5	6	7	8	9
Great American Franch... De finite	The CMG Graphics Pro Expo De finite					
2024 TVMA Annual Con... De finite	IISD - State of the District De finite			City of Irving Boards &... De finite	Irving Police Departm... De finite	
10	11	12	13	14	15	16
	Connected America De finite				Lindsey Wilson Colleg e Residence Class De finite	
	Design 2 Part Tradeshow De finite					
17	18	19	20	21	22	23
			TEDA Annual State Conference De finite			
			Scrapbook Expo 2024 De finite			
24	25	26	27	28	29	30
Davis Research De finite						Embassy City Church S... De finite
	ICVB Board of Directo... De finite	City of Irving De finite		Misook Photoshoot De finite		
	Irving -Las Colinas Hot... De finite		Future Leaders of Irvin... De finite			

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Embassy City Church S... De finite 31	SER Jobs for Progress 2024 60th Anniversary Annual Conference De finite 1 2 3 4				TASC Annual Conference De finite 5 6	
	Direct Selling News De finite					

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024**

BOARD REPORTS

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



MEMO

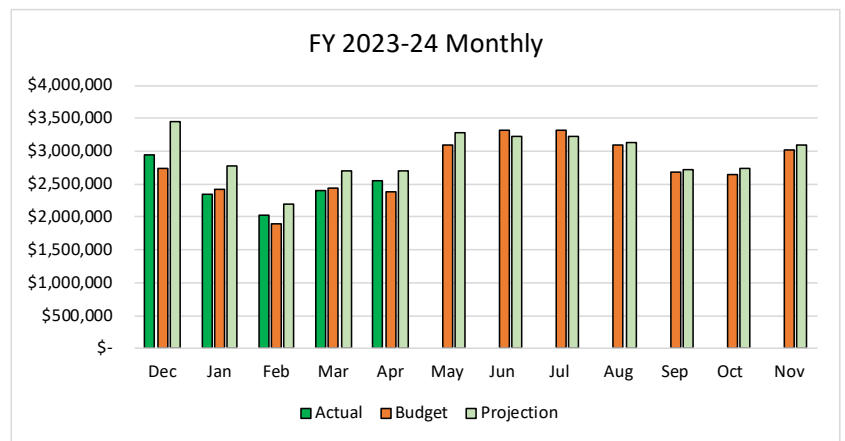
To: Chris Hillman, City Manager
 From: Bret W. Starr, Chief Financial Officer
 Date: April 26, 2024
 Subject: Hotel Occupancy Tax Collections Report – April 2024

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for April 2024 (for February sales) were \$2,554,732, \$166,740 or 7.0% above the projected budget of \$2,387,992. This is the fifth month of collections for FY 2023-24. The FY 2023-24 budget projection was held constant from the prior year with monthly projections and allocations based on collection patterns for the prior two years and revenue and occupancy forecasts by Tourism Economics as of July 2023. Collections for the month include \$100,262 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$67,054 or 2.62% of the total. HOT collections are above prior year to date collections by \$829,762 or 8.92%.

FY2023-24 HOT Cash Flow Projections vs Actuals

Updated on 4/19/2024

Month	FY 2023-24 Budget	FY 2023-24 Actual	FY 2023-24 Projection	Percent Difference
Dec	2,732,911	2,945,599	3,440,478	7.8%
Jan	2,421,711	2,350,197	2,765,699	-3.0%
Feb	1,902,384	2,028,755	2,202,779	6.6%
Mar	2,447,005	2,395,047	2,693,255	-2.1%
Apr	2,387,992	2,554,732	2,697,599	7.0%
May	3,100,340	-	3,285,494	0.0%
Jun	3,320,055	-	3,220,371	0.0%
Jul	3,311,442	-	3,217,633	0.0%
Aug	3,088,302	-	3,123,190	0.0%
Sep	2,683,347	-	2,722,241	0.0%
Oct	2,638,029	-	2,744,470	0.0%
Nov	3,019,447	-	3,083,991	0.0%
	<u>33,052,964</u>	<u>12,274,331</u>	<u>35,197,200</u>	<u>-59.1%</u>



ICVB has engaged Tourism Economics, an Oxford Economics company, to prepare a custom forecast of key indicators for the City of Irving. The analysis relies on historical data developed in Tourism Economics' prior research on the Dallas tourism economy, Smith Travel Research hotel data, economic forecasts prepared by Oxford Economics, and assumptions on the future path of tourism sector recovery. They will be preparing semi-annual estimates of key lodging measures (supply, demand, room revenue, occupancy, ADR, RevPAR) over the next several years.

Their latest report was presented to the ICVB Board in March 2024 and included hotel data collected through January 2024. This report projected an increase in revenues for FY 2023-24 from the July 2023 projections. The budget is being held at the same amount as the FY 2022-23 budget. The next update is scheduled to be presented to the ICVB Board in summer 2024.

Key assumptions from the report include:

- US economy is experiencing a slowdown this year.
- Slower consumer spending plays a role for 2024 travel.
- Corporate travel and group demand continue growth but at a slower rate during the slowdown.
- Leisure travel holds levels through most of 2024 with growth resuming after the slowdown.
- International continues to recover growth in 2024 and 2025.

Key data points from the report include:

- Hotel performance in Irving continues to recover.
 - STR hotel room revenue in the fiscal year ending September 2024 is expected to be 8.4% above the fiscal year ending September 2019.
 - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2025 will recover to 14.8% above the fiscal year ending September 2019. Room revenue is expected to be 8.5% above 2019 levels in 2024.
 - It may take until beyond 2026 for Revenue Per Available Room (RevPAR) to recover to its historical average due to the increased costs of labor and goods.
- Consumer spending and the normalization of room demand will both play a role.
 - Recent national trends have shown large urban centers are growing year-over-year demand while all other market types are flat or declining.

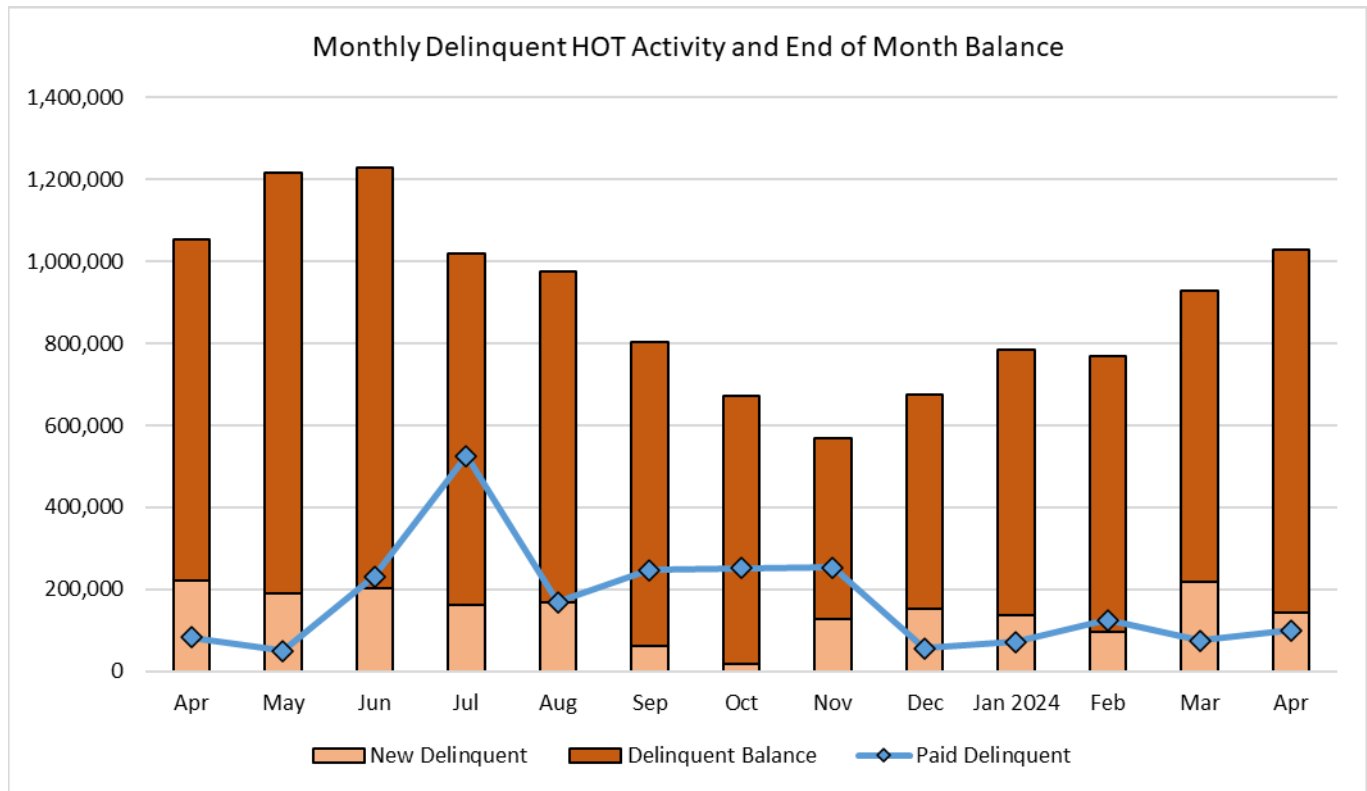
Recovery has been accompanied by inflation.

- It may take until beyond 2026 for RevPAR to recover to its historical average.
- Bookings for groups (defined as 10 or more rooms) is moving toward 2019 levels.
- Room demand will continue to normalize in 2024; international and group demand have room to continue growth.

Based on past history through recessions and other cycles, the Irving market will remain vulnerable, due to its dependence on business travel. Staff will remain highly conservative in its projections as projections for recession, no matter how mild, continue.

For April 2024 the outstanding delinquent collections balance, including penalty and interest, was \$1,027,539 of which \$142,799 is newly delinquent for the month with the remainder outstanding from prior months. Two properties have had significant outstanding balances due from prior months. On June 8, 2023 Council authorized the city's tax collection contractor, Linebarger, to file suit for the recovery of unpaid taxes, penalties, interest, and legal

fees associated with collection efforts. In the second half of 2023, the two delinquent properties have made small weekly payments to reduce the amount outstanding, which has been offset by increased new unpaid taxes for the last five months. The chart below shows total delinquent amounts for April 2024, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$33.05 million for FY 2023-24 represents the total 9 percent city HOT assessed. Of the city's 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the Entertainment Venue in the Convention Center complex.

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



City Holiday/No Trash Collection

In observance of Memorial Day, there will be no residential trash, curbside recycling or brush collection Monday, May 27. In addition, the following facilities will be closed:

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

All offices and services will resume normal business hours Tuesday, May 28. Visit CityofIrving.org for more information. ■



page 4

Irving's Municipal Drainage Utility Division to complete dredging desilting projects this summer.

RESIDENTIAL CUSTOMER

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IRVING CITY Spectrum

MAY 2024 / VOL 31 / NO 05

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The City of Irving Job Fair May Have the Perfect Job for You

A number of positions across several departments and experience levels are available, including Animal Services, Engineering, Parks and Recreation, Police, Solid Waste Services, Water Utilities and more!

Tuesday, May 14 | 9 a.m. to 1 p.m.

Senter Park Recreation Center | 901 S. Senter Road

Departments may hold on-site interviews, so bring multiple copies of your résumé. View current positions available and apply at CityofIrving.org/Jobs.

\$3,000 Incentive for New Full-Time Employees

To help recruit the best and brightest, the City of Irving is paying \$3,000 to all new full-time employees hired by July 31.

Eligible new hires will receive:

- \$1,000 after the first 30 days
- \$1,000 after the first six months
- \$1,000 after the first year



Incentive payments are made as long as there are no attendance or disciplinary issues. For more information, visit CityofIrving.org/HR. ■



IRVING MUNICIPAL ELECTIONS MAY 4: GENERAL AND SPECIAL ELECTION

Irving City Council called the city's general municipal election for City Council Districts 4, 6 and 8, as well as a special bond election for a City Hall Complex on May 4.

Residents of Dallas County may vote at any Dallas County Voting Polling location on Election Day. Visit DallasCountyVotes.org for entire list. A district map, candidate information and Election Day voting locations are at CityofIrving.org/Elections. For more information, call the City Secretary's Office at (972) 721-2493. ■

ELECCIONES MUNICIPALES DE IRVING 4 DE MAYO: ELECCIONES GENERALES Y ESPECIALES

El Concejo Municipal de Irving convocó las elecciones municipales generales de la ciudad para los Distritos 4, 6 y 8 del Concejo Municipal, así como una elección especial de bonos para un Complejo de Ayuntamiento el 4 de mayo.

Los residentes del Condado de Dallas pueden votar en cualquier centro de votación localizado en el condado de Dallas durante la votación anticipada y en el día de las elecciones regulares. Visite DallasCountyVotes.org para obtener la lista completa. Un mapa del distrito, información de los candidatos y otros detalles se encuentran listados en la página web en CityofIrving.org/Elections. Para obtener más información, comuníquese con la oficina de la Secretaria Municipal al (972) 721-2493. ■

Cuộc Bầu Cử Thành Phố Irving Ngày 4 Tháng 5: Cuộc Tổng Tuyển Cử Và Bầu Cử Đặc Biệt

Các Nghị Viên Hội Đồng Thành Phố Irving đã kêu gọi cuộc tổng tuyển cử thành phố cho các khu vực 4, 6, và 8 của Hội Đồng Thành Phố, cũng như cuộc bầu cử trái phiếu đặt biệt cho Khu Tổng Hợp Tòa Thị Chính vào Ngày 4 Tháng Năm.

Cư dân của Quận Dallas có thể bỏ phiếu tại bất kỳ địa điểm bỏ phiếu nào của Quận Dallas trong thời gian Bỏ Phiếu Sớm và Ngày Bầu Cử. Xin hãy truy cập DallasCountyVotes.org để xem toàn bộ danh sách. Bản đồ các khu vực, thông tin ứng cử viên và các địa điểm bỏ phiếu trong Ngày Bầu Cử có sẵn tại CityofIrving.org/Elections. Để biết thêm thông tin, xin hãy gọi cho Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■

CityofIrving.org/Elections
CityofIrving.org/CityHall



Irving's Annual Report Available Online

The City of Irving Fiscal Year 2022-23 edition of the Popular Annual Financial Report (PAFR) is available online and in print at Irving City Hall, 825 W. Irving Blvd. The Annual Report presents the city's financial position, accomplishments and activities in an easy-to-read format. This edition highlights the city's operations and work throughout the year, as well as future projects, strategic plans and goals.

The PAFR can be accessed online at CityofIrving.org/PAFR. ■



Food Establishment Legislation Would Have Restricted City's Noise Control Ordinances

In 2023, the Texas Legislature considered House Bill (HB) 1247 and its identical counterpart Senate Bill (SB) 577 as an effort to streamline restaurant regulations in Texas. When introduced, both bills included language that would restrict Irving's ability to control noise, including music, from outside patios at restaurants and bars located near residential areas.

HB 1247 and SB 577 proposed that cities could not require noise levels lower than 75 decibels as well as allowed new businesses to be within 100 feet from single-family zoning (neighborhoods). Music from outside patios at restaurants and bars could be played until 10 p.m. Sunday through Thursday, and 11 p.m. on Friday and Saturday.

Irving currently has a 500-foot distance requirement from single-family zoning for restaurants.

However, the state's pre-emption of local noise ordinances was removed from the final bill, which passed both chambers with changes to restaurant inspections and elimination of some fees the city had been charging.



It was signed into law by the governor last May and went into effect Sept. 1. The City of Irving will continue to monitor legislation and regulations for changes that affect how the city governs.

Visit Irving Legislative Insider at CityofIrving.org/Legislative-Insider for more information or to sign up for email updates. ■



Stay Connected and Ready to Play

The Irving Parks and Recreation Department's Summer Activities Brochure is out now! The guide provides information on how to schedule, sign up and register for upcoming camps, classes, programs and activities available through August. The guide includes schedules by age groups and information for all Irving recreation centers. Pick up the Summer 2024 brochure at any recreation center or view online at CityofIrving.org/RecSchedules.

Search Facebook for @IrvingParksandRec and "Like" the page to stay up-to-date with what is going on in Irving Parks and Recreation — events, programs, schedules and more. Visit CityofIrving.org/Parks for more information. ■



MainStage presents On Golden Pond May 3-18



On May 11, Pianist Stephen Beus will perform with the Las Colinas Symphony Orchestra



Stand-up comedian Shaun Johnson is bringing his act to Irving May 17

Irving Arts Center's Memorable May

May 2 | JumpstART Stories & Art: Moms are Amazing!
10 a.m. | Free
Mother's Day is right around the corner. Moms are the inspiration for this month's stories and art activities.

May 3-18 | On Golden Pond
Presented by MainStage
Times Vary | \$26.50-\$33.50

The love story of Ethel and Norman Thayer, who are returning to their summer home on Golden Pond for the 48th year. He is a retired professor and Ethel, 10 years younger, delights in all the small things that have enriched and continue to enrich their long life together. They are visited by their divorced, middle-aged daughter and her dentist fiancé, who then go off to Europe, leaving his teenage son behind for the summer. The boy quickly becomes the "grandchild" the elderly couple have longed for, and as Norman revels in taking his ward fishing and thrusting good books at him, he also learns some lessons about modern teenage awareness — and slang — in return.

May 11 | Stephen Beus, Piano
Presented by Las Colinas Symphony Orchestra (LCSO)
7:30 p.m. | \$17-\$50
The LCSO brings its London is Calling 2023-24 season to a close with a concert featuring pianist Stephen Beus.

May 12 | Second Sunday Funday: Masterpieces with Mom + Teen Open Studio
1 to 4 p.m. | Free
May 12 is Mother's Day! Bring your mom, aunt, grandma or other significant person to celebrate this special day by making some amazing art together! Drop-in anytime for this free, fun-for-all-ages event.

May 12 | Enchanted!
Presented by New Philharmonic Orchestra of Irving
3:30 p.m. | \$10-\$20
Join the New Philharmonic Orchestra of Irving and selected Irving student musicians performing music as imagined by Rossini, Mussorgsky, Bizet and more.

May 15 | LSYO: 25 Years (and Counting)
Presented by Lone Star Youth Orchestra (LSYO)
7 p.m. | \$7.50-\$14.50
The LSYO will conclude its 25th Anniversary Silver Season with a program featuring Bizet's "Carmen, Suite

No. 1," Borodin's "In the Steppes of Central Asia," and Delibes' "Le roi s'amuse." As an added treat, the winners of the annual Concerto Competition will each be playing their pieces with the LSYO Orchestra.

May 17 | Use Your Karate: Shaun Johnson
Presented by The Johnson Files
7 p.m. | \$35.50-\$45.50

Viral comedian Shaun Johnson is bringing the laughs with his first ever Stand-Up Comedy Tour. Shaun is known for his hilariously relatable style of comedy, and with more than 100 sold out shows to his credit, he's taking it to the next level, in Irving for one night only!

May 18 | 12th Annual Recital
Presented by Apex Dance & Performing Arts
1:30 p.m. | \$25
This is not your average studio recital. An amazing show put on by the students with guest performances by professional company dancers and instructors.

June 1 | Celebrating Black Music Month
Presented by Irving Black Arts Council
7 p.m. | \$30
Celebrate Black Music Month with a concert featuring DFW jazz great Matha Burks, along with a cast of superb local musicians.

June 2-Sept. 1 | Irving Arts Center Facility Closure
Irving Arts Center (IAC) will be closed to the general public this summer in order to make much-needed facility upgrades. All programs at IAC (including summer camp) will be paused during this time, and the box office will not be open for in-person sales. Only the administrative offices will remain open during these months.

Scheduled repairs and upgrades include the roof replacement, dressing/green room renovation, theatrical lighting replacement/upgrade and replacement of HVAC rooftop units. These upgrades along with additional repairs scheduled during the summer time frame will better serve the community, while reducing the operational costs.

For more information, visit IrvingArtsCenter.com.



Memorial Day Weekend
Aquatics Schedule | May 25 - 27

Aquatic Centers
Saturday & Sunday
May 25-26 • 1 to 7 p.m.
Monday, May 27 • Noon to 6 p.m.

Cimarron Family Aquatic Center
199 Red River Trail
West Irving Aquatic Center
3701 Conflans Road

Spray Parks
Open 7-Days a Week
May 25-Sept. 2 • 11 a.m. to 8 p.m.

Northwest Spray Park
2800 Cheyenne Street
Southwest Spray Park
2800 Shady Grove Road

Senter Park Pool
Closed until June 3

Facilities will close on May 28 & reopen June 1 when regular summer hours begin.

CityofIrving.org/Aquatics



IRVING ARTS CENTER IN THE GALLERIES

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

Behold the People: R. C. Hickman's Photographs of Black Dallas, 1949-1961
Through June 1 | Carpenter Lobby Gallery
R. C. Hickman was a Dallas photographer whose thousands of images produced from 1949 to 1961 document aspects of life in an African American community in Texas. His photographs depict a community largely invisible to white Americans — thoroughly a part of mainstream America by virtue of accomplishment and lifestyle but excluded from it because of race.

Pathways and Influences: Paintings by Jon Fontenot
Through June 1 | Dupree Lobby Gallery
This exhibit features the work of local artist Jon Fontenot. His latest work focuses on landscapes and fields of color. Working from photographs which help to capture color, texture and mood, Fontenot accepts the challenge of capturing and transforming an experience.



Colored waiting room (1952) from the R. C. Hickman Photographic Archive

'Let's Play Irving' Update: Lee Park Pool Groundbreaking Coming Soon



Get ready to 'Play, Irving!' The official design of the new Lee Park Swimming Pool will be unveiled by the end of May, with construction slated to begin later this summer. The facility remains on track to open in summer 2025.



To learn more about the 'Let's Play Irving': Elevating Aquatics and Recreation projects and to subscribe to the newsletter, visit CityofIrving.org/PlayIrving.

A conceptual design released late last year showed plans for a slide, play zone for younger swimmers, a beach style entry, lap lanes, shaded seating and more. Design elements were chosen based on resident feedback gathered from an online survey and public meeting.

Stay tuned for updates about the new indoor swimming pool at Senter Park and the Mustang Park Multi-Generational Facility & Aquatics Center. Keep an eye out for resident input opportunities later this summer.

IRVING INDOOR AQUATIC ACTIVITIES

Indoor Pool Open Swim Hours

Heritage Aquatic Center (HAC)
200 S. Jefferson St., (972) 721-7310

- Monday & Wednesday | 7 a.m. to noon, 5 to 9 p.m.
- Tuesday & Thursday | 11 a.m. to 2 p.m., 5 to 9 p.m.
- Friday | 7 a.m. to noon
- Saturday & Sunday | 1 to 5 p.m.

North Lake Natatorium (NLN)

5001 N. MacArthur Blvd., (972) 756-0860

- Monday, Wednesday & Friday | 6 to 7 a.m., 5 to 9 p.m.
- Tuesday & Thursday | 6 to 7 a.m., 11:30 a.m. to 2 p.m., 5 to 9 p.m.
- Saturday | noon to 4 p.m.

For the most up-to-date information, visit CityofIrving.org/Aquatics.

May 17-19 | Blended Lifeguard Certification Training

Ages 15 and older | \$125 | NLN
Become a certified lifeguard. Irving Parks and Recreation hires Red Cross-certified lifeguards for part- and full-time summer and year-round positions. Visit CityofIrving.org/Lifeguard for more information.

Blended learning combines online learning with in-person skills sessions where you will practice skills and demonstrate competency. Complete all eLearning modules two days prior to the first in-person skills session; must provide proof. Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications.

Course Prerequisites:

- Must be 15 on or before the final scheduled session of the Lifeguarding course.
- Jump into the water and totally submerge, resurface, then swim 150 yards using the front crawl, breaststroke or a combination of both.
- Tread water for two minutes, no hands.
- Swim 50 yards using the front crawl, breaststroke or a combination of both.
- Starting in the water, swim 20 yards.

May 6, 8, 13, 15 | Irving Sharks Summer Tryouts

Ages 7-17 | Free | NLN
Swimmers must be able to demonstrate a basic understanding of the four competitive strokes. Fine technique and endurance will be improved throughout the season. Required to be able to swim 25 yards freestyle, 25 yards backstroke, 25 yards breaststroke and 25 yards butterfly. Swimmers who have completed the Learn-to-Swim Youth Swim Level 6 or Teen Swim Level 3 programs may try out.



Register in person or online at CityofIrving.org/IrvingRec.

Parks and Recreation Activities

June 3-Aug. 9 | Let's Play Irving Summer Camp

One great camp – six convenient locations!

7 a.m. to 6 p.m. | \$100 per child, per week

Children in grades K-5 are invited to have the best summer ever with games, crafts and many more fun activities. Each week, campers will have the opportunity to go on a variety of adventures. Camp will be 10 week long sessions beginning June 3, Monday through Friday. Breakfast and lunch will be provided. Residents must present a valid IPAR card at the time of registration, along with payment in full or a nonrefundable \$10 deposit to secure a space. Registration is available on a first-come, first-served basis.



- May 10 | ICAN Resource Fair**
8:30 a.m. to noon | Ages 50 and older | Free
This event showcases an array of resources and vendors dedicated to meeting the needs of seniors. Raffles and refreshments while supplies last.
- May 16 | Older American's Month Celebration**
9 to 11 a.m. | Ages 50 and older | Free
Cruise into the parking lot to see some cool cars and hear some great music. Vendors will be on-site with information regarding transportation, housing services, health and wellness, senior scams, long-term care, financial services and more. Refreshments will be provided while supplies last.

Lively Pointe Youth Center

909 N. O'Connor Road, (972) 721-8090

- May 10 | Mother's Day Build Your Own Bouquet**
5 to 7 p.m. | Ages 12-17 | Free
Pick from an array of flowers to gift to your mother or mother figure for a bouquet to make her heart blossom.
- May 20 | Monday Night Pop-Ups: STEM Projects**
5 to 7 p.m. | Ages 12-17 | Free
Creativity is the key to understanding science, technology, engineering and math. Teens will create a project and be encouraged to think outside the box. Registration is required.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- May 4 | Pickleball Palooza**
9:30 a.m. to 4:30 p.m. | Ages 18 and older | Free
Calling all pickleball enthusiasts! Stop by this come-and-go fun event for players of all levels. All players must bring their own paddles and balls.

Senter Park Recreation Center

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

- May 10 | Mother's Day Luncheon**
11 a.m. to 1 p.m. | All ages | Free
An event filled with good company, games and laughter. Registration is required by May 8.

Register in person at a local recreation center or online at CityofIrving.org/IrvingRec.

Register in-person with an IPAR card at a neighborhood recreation center or at CityofIrving.org/IrvingRec.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- May 10 | Mother's Day Painting and Pasta**
6 to 8 p.m. | Ages 18 and older | \$5
Give mom the gift of quality time with a paintbrush in one hand and a plate full of pasta in the other. Registration is required by May 3.

Georgia Farrow Recreation Center

530 W. Davis Drive, (972) 721-2519

- May 10 | Donuts with Mom**
9 a.m. to noon | All ages | Free
Mothers and mother figures are invited to enjoy a sweet treat with their children.

Heritage Senior Center

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

- May 9 | Mother's Day Recognition**
9 to 10 a.m. | Ages 50 and older | Free
Celebrate Mother's Day with love and appreciation for moms with heartfelt recognition and refreshments, while supplies last.



Library Programs, Stories, MiY Zone and Fun

Each library location offers free activities for all ages and interests. In addition, the online library is always open by visiting CityofIrving.org/Library and social media. Contact (972) 721-2440 for information about MiY Zone Makerspace age and other requirements.

May 10 | Storywalk Friday

11 a.m. | South Irving Library | Kids
Make a craft and then listen to a story in the park.

May 11 | Book It: Curious George

2:30 p.m. | Valley Ranch Library | Kids
Celebrate this classic book character with crafts, games and prizes.

May 11 | Spring Fling Party with Bubble Foam

2:30 p.m. | West Irving Library | Kids
Spring is in the air at this bubble foam party.

May 18 | MiY Edible Education: Vegan BBQ Sliders

2 p.m. | West Irving Library | Teens ages 13-18
Level up on kitchen skills by learning new culinary tips and tricks. Space is limited, and registration is required at the reference desk beginning one week before the program.

May 20 | Book Lovers Happy Hour: Quoting Hamlet

6 p.m. | South Irving Library | Adults
This informal discussion group focuses on a general theme each time and meets in person on the fourth Monday of every other month, except for May, which meets a week early due to Memorial Day. This month readers are encouraged to share titles that revolve around bookstores, libraries or the history of words.

Summer Reading Challenge

June is approaching and this year's summer reading quest is "Adventure Begins at Your Library" with the Irving Public Library 2024 Summer Reading Challenge.

JOIN AN IRVING PUBLIC LIBRARY BOOK CLUB

Explore favorite reading genres, as well as broaden literary horizons by attending one or more of Irving Public Library's seven book clubs for adults. These clubs cover a wide range of interests and most meet once a month. Event times and dates are subject to change. Visit the calendar for details at CityofIrving.org/Library.

The library also offers a DIY approach to personal book club meetings with Book Gab to Go kits, which are available for a wide variety of titles. Each kit contains multiple copies of the chosen book, discussion questions and more. The club's designated contact must have a current full-access Irving Public Library card with no blocks, and complete a registration request online at CityofIrving.org/1113.



HOME CHEMICAL COLLECTION DAY JUNE 8

Request a voucher online and drop off unwanted household hazardous waste at the Home Chemical Collection event.

June 8 | 9 a.m. to 1 p.m.

Las Colinas Service Center | 5964 Riverside Drive

Items accepted include:

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

Vouchers for the household hazardous waste collection event are required and can be requested by visiting CityofIrving.org/HHC. Vouchers are limited.

Visit CityofIrving.org/Solid-Waste-Services for more information. ■



City of Irving Code Enforcement
Keep Grass and Weeds Less than 10" High
CityofIrving.org/AskCode

'HOT SPOT PROJECT' AIMS TO REDUCE CRIME AND BEAUTIFY IRVING

The City of Irving's Police and Code Enforcement Departments enlisted the help of the University of Texas at Arlington (UTA) to develop the Irving Crime Hot Spot Project, an evidence-based approach to reducing crime and disorder while simultaneously beautifying the city.

According to the Broken Windows Theory, minor disorder such as vandalism and graffiti can lead to an increase in crime. In addition, research suggests that focusing enforcement and prevention efforts at crime hot spots can reduce crime and disorder. Using this theory and the hot spots approach, staff identified 100 areas with higher concentrations of crime (i.e., hot spots) and divided those areas into two groups.

- 50 will receive elevated code enforcement (by way of more frequent patrols)
- 50 will receive standard service

At the end of this study, staff will compare violent and property crime data from 2023 to 2024 to see if crime was reduced. The results will help influence future collaboration between the Irving Police and Code Enforcement Departments, and UTA, and support resource allocation and code enforcement proactivity. ■



City's MDU Division to Complete Dredging, Desilting Projects This Summer



The Municipal Drainage Utility (MDU) Division of the Capital Improvement Program Department will once again, as part of the summer tradition, undertake projects involving the removal of sediment from the city's channels, ponds and waterways.

This practice is commonly referred to as dredging or desilting, and is optimally done during periods of little or no rain. The primary purpose of these operations is to restore flood storage capacity to waterways and ponds. Deepening and widening these areas typically has an auxiliary benefit to aquatic wildlife: their potential habitat depth increases, so does the opportunity for biodiversity, lower temperatures and higher dissolved oxygen content, along with other general water quality benefits.

There are two primary projects scheduled for this summer, one large pond project and one channel

project. The pond desilting project will take place at the southeast corner of Belt Line Road and State Highway 114 in the Commons at Parkside. Desilting operations will be focused on the most eastern of the two ponds, as it has nearly reached its capacity for capturing sediment.

The secondary project the MDU division aims to complete is the desilting of several concrete channels near Freeport Drive. This 1.69-mile channel section drains into Grapevine Creek and facilitates drainage from several streets, parking lots and businesses in the area.

A fair amount of sediment and debris has accumulated over the years and will be removed to reduce the chance of flooding in the area. This project will help improve the hydraulic function of the channel.

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



New, Enhanced Cricket Fields Bring More Play to Irving

Batsmen, bowlers, fielders and all-rounders will soon have more room to perfect their arm balls, biffs and googlies. Irving Parks and Recreation is constructing two new cricket fields at Sam Houston Trail Park, 101 E. Interstate 635, and Mountain Creek Preserve, 1005 E. Hunter Ferrell Road. In addition, irrigation will be installed on three more cricket fields to deliver top-notch grounds for local players.

Work Underway

Park operations staff began site preparation at Mountain Creek Preserve in February and grading at Sam Houston Trail Park in March. Pitch installation started in April, and irrigation for the fields is scheduled for this summer, weather permitting. Sod is anticipated to be laid this fall, and after it is established, fields will be opened to the public for play.

Three existing cricket grounds will be enhanced with irrigation: one at W.O. Harrington Park, 5350 Valley View Lane, and two at the Riverside Complex at Spring Trail Park, Riverside Drive at Royal Lane. In addition, multiple shade elements will be installed at the Riverside Complex.

Funding

After gathering resident input, the Parks and Recreation Department went to work to find the dollars to bring this vision to life. On Feb. 22, Irving City Council approved the use of \$217,414 in Federal American Rescue Plan Act (ARPA) funds for the irrigation installation. ARPA funding is pending for the concrete cricket pitches at the two new fields (\$26,500); the sod installation at the Sam Houston field site (\$38,880); and the shade elements for the Riverside Complex.



Parks coordinated with the city's Water Utilities Department to provide an irrigation meter at the W.O. Harrington field. Parks and Recreation purchased the materials for \$3,273, and Water Utilities will install the water line and meter — saving money for the city.

So, cricket fans and aficionados, stay tuned! Irving will have more space around town for the world's second most popular sport by the end of 2024. ■

New Show Spotlights Art, Entertainment and Culture in Irving



Looking for the latest on concerts, festivals and events in the city? How about great places to eat and interesting artists to follow? Plus, fun activities for the whole family?

You can find it all on Irving Spotlight, hosted by a familiar face to ICTN viewers, Susan Stephens. She and her team bring a fresh perspective to people, places and performances in Irving.

Tune in on Fridays at 6:30 p.m. on ICTN Now, Spectrum Channel 16 and Frontier Channel 30. View the latest program and past episodes on YouTube [@thecityofirving](https://www.youtube.com/@thecityofirving). ■



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum

Date: May 10, 2024
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for April 2024

Convention Sales Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	101	914
Irving Convention Center Leads	16	206

April

Room Nights Generated	Monthly Goal	April 2024 Actuals	April 2023 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	11944	3948	17251	143318	69865	81942	385	16578
Lost Room Nights		24980	38127		327637	260222	10595	169314

Travel & Activity

April	Organization	Event	Location
1-4	Collinson Publishing	Connect Spring Market – Association	Las Vegas, NV
1-4	Collinson Publishing	Connect Spring Market – Corporate	Las Vegas, NV
7-11	Conference Direct	Annual Partner’s Meeting	Arlington, TX
17-18	Texas Society of Association Executives	TSAE Open	Austin, TX
22-25	Sports ETA	Symposium	Portland, OR
24	Dallas Fort Worth Association Executives	A-Day	Friscio, TX



Customer Services Activity April Servicing & Inventory

Groups Served	
April	19 groups
YTD	83 groups

Event Location: **Hotels:** 9 **Irving Convention Center:** 10 **Other:** 0

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	3	Mayoral/Council Appearance/Letter
Name Badge/Lanyard Services	8	5488 Badges/ 10519 Lanyards
Pens	12	3946
Bags	9	2795
Promotional Materials	11	1250 Restaurant/ 2875 TMF/ 375 Water Street/ 1150 Travelers Guides
Staffing Services	8	115 hours

Proclamations/Welcomes/Flags:

Past

- Mayor/Proclamation - Marine Corps League/State Conference, Oct. 6, 2023, Mayor Stopfer
- Welcome Back/Ribbon Cutting - Great American Franchise Expo, March 2, 2024, Deputy Mayor Pro Tem Dennis Webb
- Mayor Welcome - SER Jobs for Progress, April 4, 2024, Mayor Stopfer
- Welcome - North Texas Business Alliance, April 15, 2024, Mayor Stopfer
- Welcome Back - North Texas Teen Book Festival, April 27, Councilman Phil Riddle

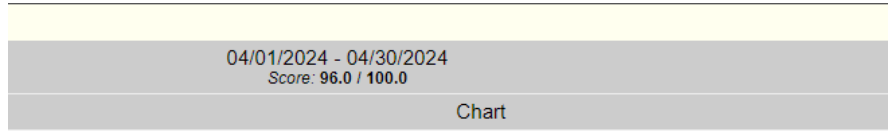
Upcoming

- Mayor Welcome/Ribbon Cutting - DFW Minority Supplier, May 15, 2024, Mayor Stopfer

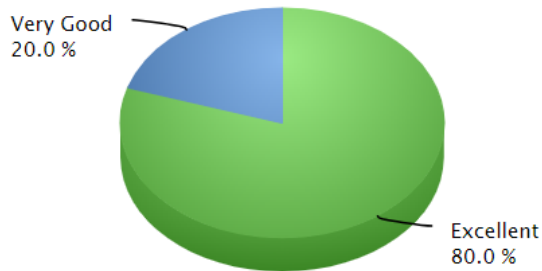


Customer Service Satisfaction Survey Results

1. How was your overall destination experience?

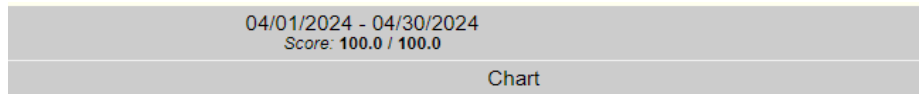


IRVING AS A DESTINATION How was your overall Destination Experience?

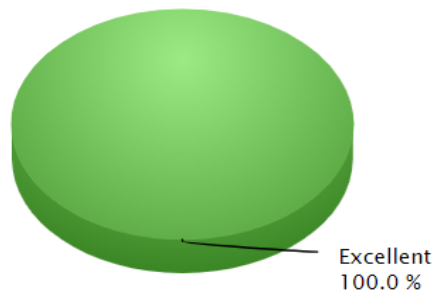


■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

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



IRVING CONVENTION AND VISITORS BUREAU SUPPORT How was your overall Irving CVB experience?



■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

Definite Bookings May 2024 – July 2024

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Luanshya Boys Reunion	Luanshya Boys Golf Tournament	5/2/2024	5/4/2024	75	225
Texas Boyz Entertainment	All Black and Bling Stepper Ball 2024	5/2/2024	5/5/2024	400	360
Oilfield Water Connection	Oilfield Water Connection Room Block	5/5/2024	5/8/2024	125	165
Society for Information Management	2024 SIM Spring Combo Event	5/12/2024	5/14/2024	150	230
Texas Nightmare Weekend LLC	Texas Nightmare	5/15/2024	5/20/2024	8000	2250
HealthMark	HealthMark Group May 2024	5/15/2024	5/16/2024	10	20
Ashish and Chandni Wedding Weekend	Ashish and Chandni Wedding Weekend	5/16/2024	5/19/2024	1000	380
Universal Events, Inc.	Universal Events May2024	5/16/2024	5/18/2024	150	103
McKesson Corporation	#16615-Board & Committee Meeting May 2024	5/18/2024	5/22/2024	20	85
Informa	Informa Tech - Network Next	5/18/2024	5/24/2024	3270	385
American College of Emergency Physicians	ACEP - May 20-21, 2024,	5/20/2024	5/21/2024	21	42
Vizient, Inc.	Vizient, Inc. 2024 Pharmacy Team Meeting	5/20/2024	5/23/2024	450	550
Young Life	Young Life	5/22/2024	5/23/2024	60	30
The Petroleum Alliance of Oklahoma	The Petroleum Alliance of Oklahoma 2024 Annual Meeting	6/4/2024	6/8/2024	300	600
North Texas RPG-Con	North Texas RPG-Con July 2024	6/4/2024	6/10/2024	350	679
Wedding Reception	Satish Wedding	6/5/2024	6/8/2024	150	200
NCM Associates	NCM03297 7900 NCMI SAT - Dallas- June 2024	6/5/2024	6/7/2024	15	28
Texas Association of Counties	2024 Conference of the County Investment Academy	6/9/2024	6/11/2024	225	420
Texas Center for the Judiciary	2024 Court Professionals Conference	6/9/2024	6/11/2024	450	1350
U90C Management Group (soccer)	U90C Premier SuperCopa June 2024	6/10/2024	6/17/2024	9000	2504
National Fastener Distributors Association	NAFDA 2024 Dallas Annual & ESPS All-Suite Hotels	6/11/2024	6/14/2024	120	265
Urban Travel and Entertainment	The Texas Takeover	6/13/2024	6/16/2024	500	1450
DT MOB	DT MOB	6/14/2024	6/16/2024	300	200

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Greystone Interests, LLC	The Greystone Communities	6/15/2024	6/21/2024	150	270
Wound Care Education Institute	WCC Class - Irving TX	6/16/2024	6/19/2024	30	40
McKesson Corporation	ID#17025 2024 June APP Onboarding Course	6/16/2024	6/20/2024	40	175
PAMM Expo, LLC	Model & Talent Expo 2024	6/18/2024	6/22/2024	800	1127
Society of St. Vincent de Paul	SVdP South Central Regional Meeting 2024	6/18/2024	6/22/2024	200	450
Steubenville	Steubenville / Life Teen	6/19/2024	6/23/2024	5000	2654
Texas State Alcoholics Anonymous Association	Texas State Convention 2024	6/20/2024	6/22/2024	500	390
JLM Creative Events	Applique Getaway 2024	6/24/2024	7/2/2024	800	330
American College of Emergency Physicians	ACEP - BOD Rooms June 2024	6/25/2024	6/27/2024	20	41
USA Badminton	2024 Yonex Junior National Championships	6/26/2024	7/9/2024	500	894
Quest Trust Company	Quest Trust Room Block 1	6/27/2024	6/29/2024	250	120
Quest Trust Company	Quest Trust Room Block 2	6/27/2024	6/29/2024	250	120
Assemblies of God/Marriage	Marriage Encounters Jun2024	6/28/2024	6/30/2024	80	80
The Irish Dance Teachers Association of North America	002PK0 2024 Irish Dance Teachers North American Irish Dancing Championship (NAIDC) OVERFLOW	6/28/2024	7/6/2024	3200	3279
Texas State Youth Conference	Texas State Youth Conference	7/4/2024	7/6/2024	300	210
USA Rice Federation	2024 USA Rice July Business Meetings	7/8/2024	7/10/2024	120	323
MUFON Mutual UFO Network Inc.	MUFON Symposium 2024	7/9/2024	7/15/2024	700	775
Auto Body Association of Texas	2024 Texas Auto Body Trade Show - Texican Court Room Block	7/10/2024	7/13/2024	750	228
Auto Body Association of Texas	2024 Texas Auto Body Trade Show - Westin ICC Room Block	7/10/2024	7/13/2024	750	134
International Municipal Signal Association	IMSA Forum & Expo 2024 - Contracted Guest Room Blocks	7/11/2024	7/19/2024	700	1540
American College of Emergency Physicians	ACEP 2024 Corporate Council Meeting	7/15/2024	7/16/2024	150	164
Family Reunion	Pat Brown Family Reunion	7/19/2024	7/21/2024	400	200
Missionary Families of Christ	Missionary Families of Christ	7/23/2024	8/1/2024	600	860
Apostolic Affiliation Inc.	Apostolic Affiliation 2024	7/23/2024	7/28/2024	300	150

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Society of Government Meeting Professionals	SGMP North Texas Chapter Awareness Meeting	7/25/2024	7/25/2024	30	0
McKesson Corporation	#16616-Board, Committee & Shareholders Meeting July 2024	7/27/2024	7/31/2024	20	85

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

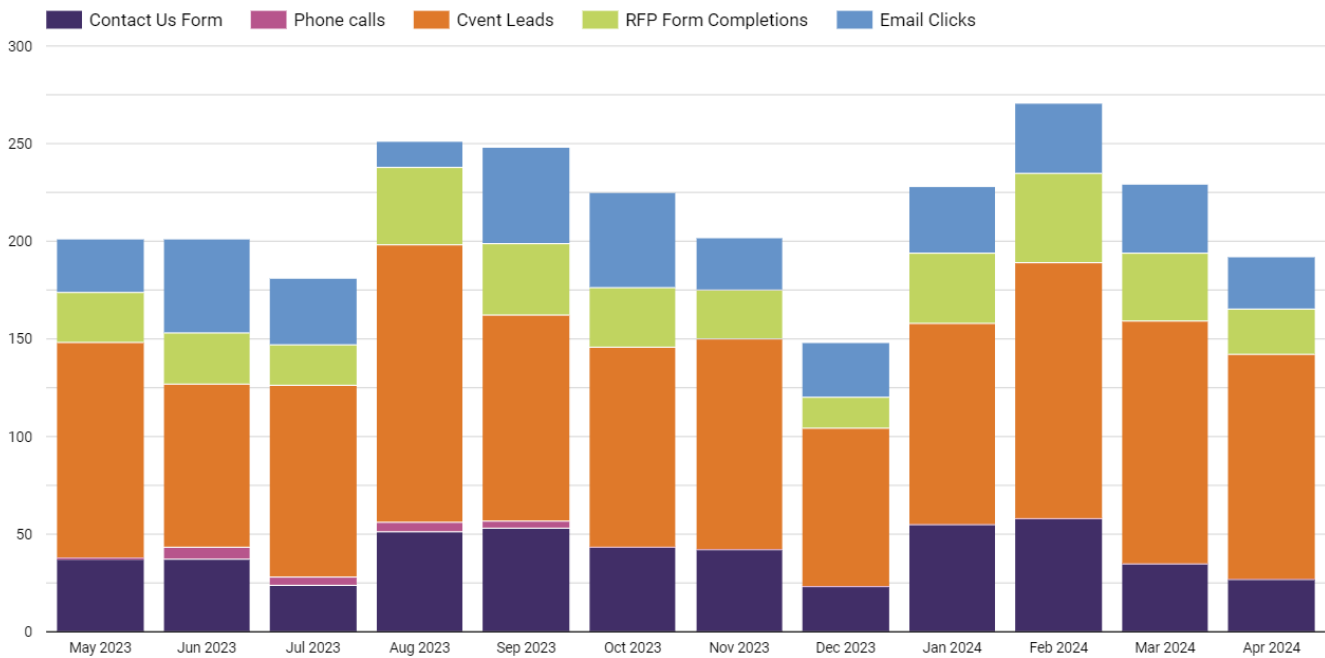
From: Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing

Date: May 13, 2024

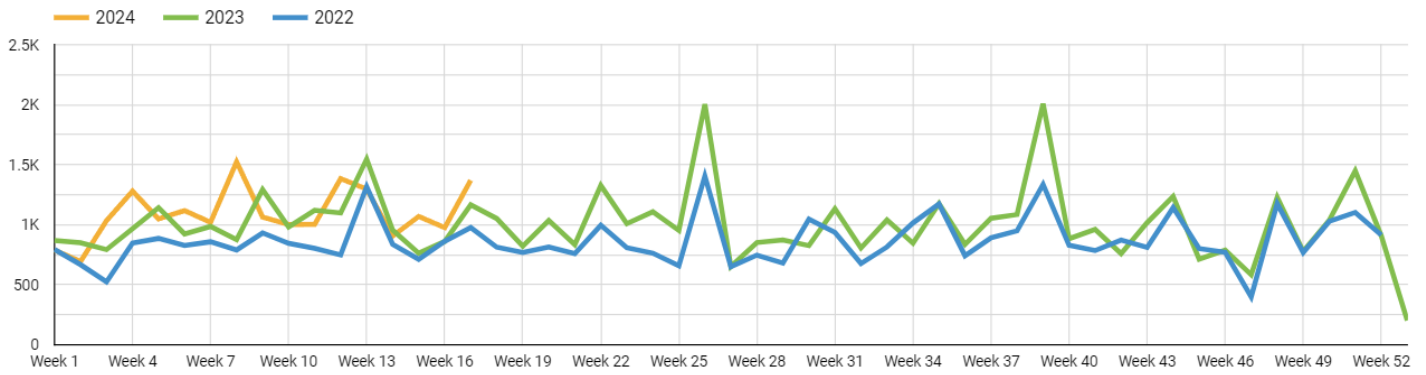
Re: April Board Report

Marketing Prospects

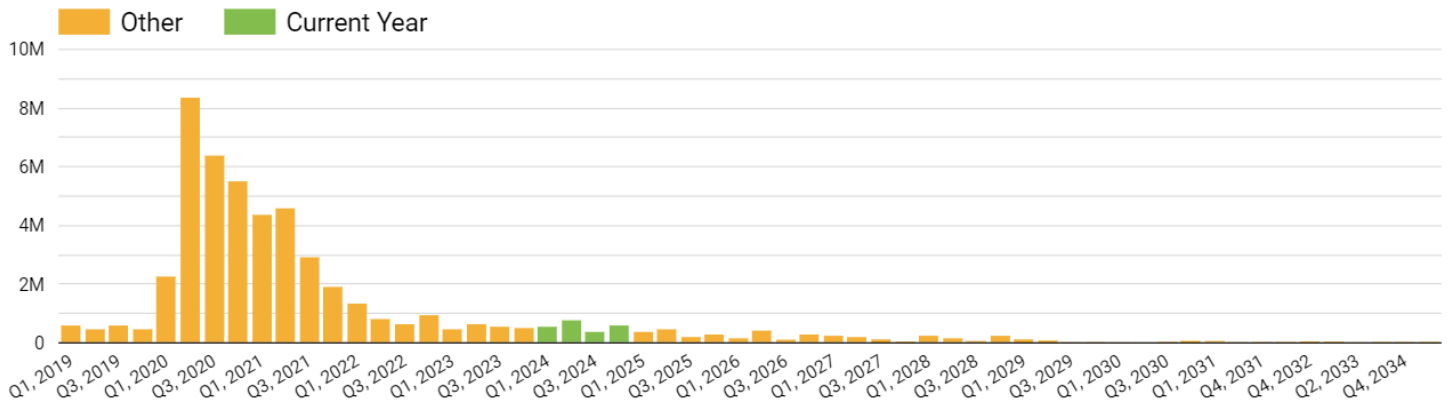
There were **192 prospects** in April. Of those, 115 came from Cvent, and 77 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs



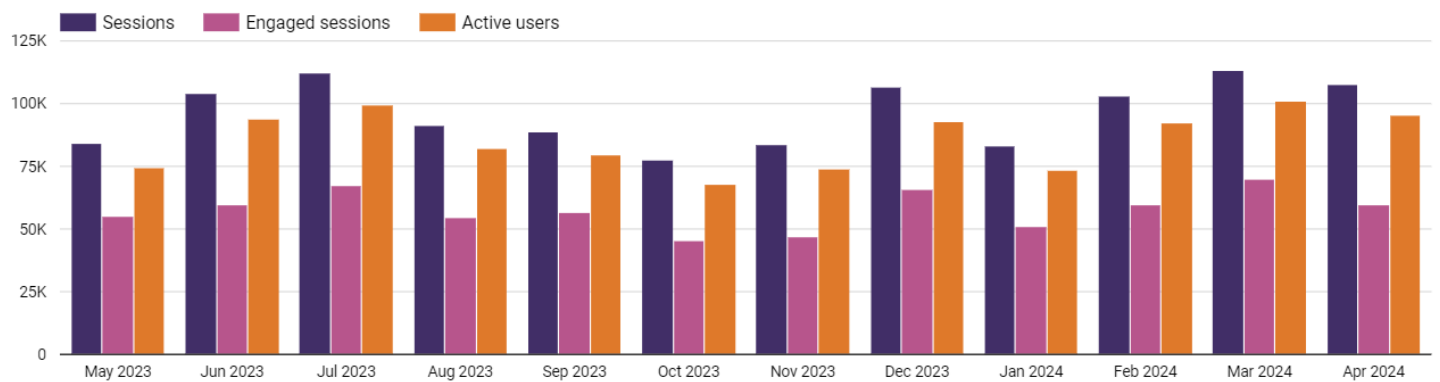
Aggregated Quarterly Cancellation Volume of 200+ DMOs



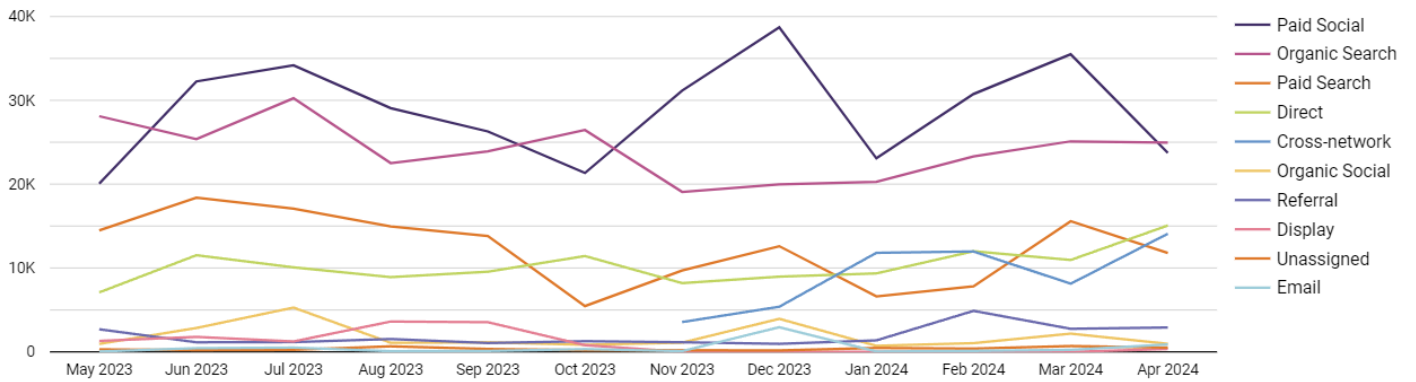
Website Traffic and Engagement

In April, sessions increased by 64% year over year, reaching **107,438 total sessions**. This included **59,468 engaged sessions** from **95,328 active users** who triggered **915,293 events**.

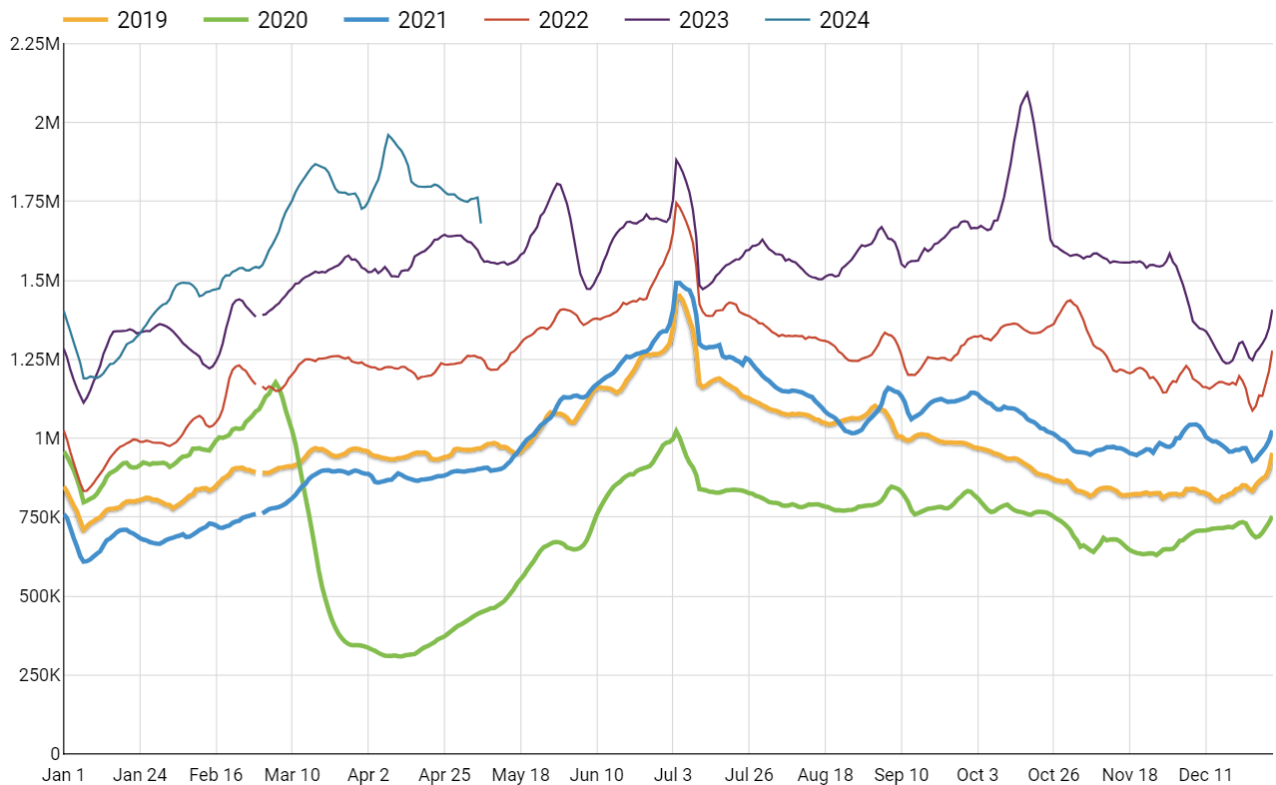
Sessions / Engaged Sessions / Active Users



Users by Channel



Aggregated data from Simpleview shows that overall website sessions continue to exceed previous years.

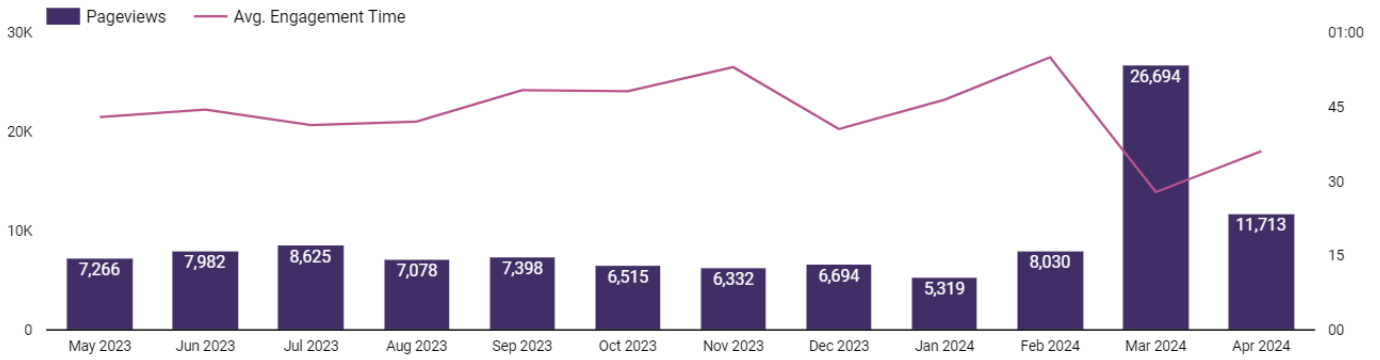


Blog Traffic

In April, there were **11,713 blog pageviews**. The top five posts were:

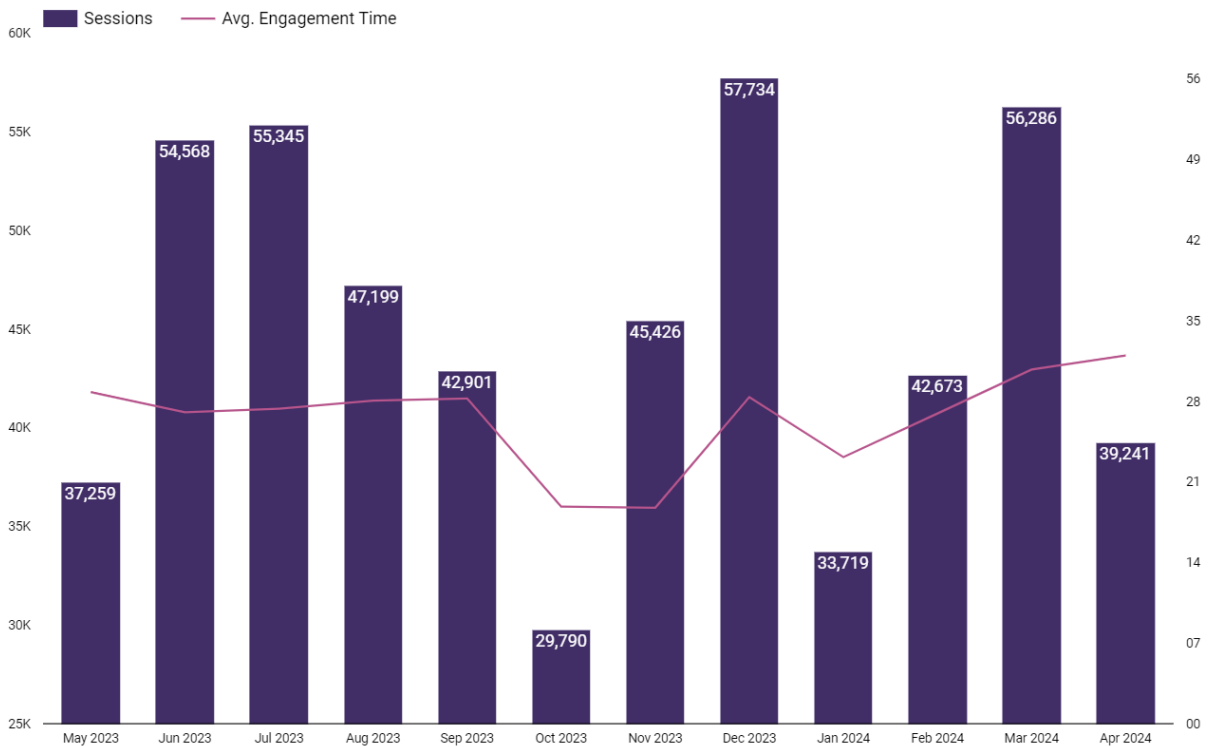
1. Swing Into Fun Invited Celebrity Classic – 1,941 pageviews
2. Irving Texas Bluebonnets Guide – 1,616 pageviews
3. Five Ways to Have Fun at Lake Carolyn – 1,268 pageviews
4. 48 Totality Awesome Hours in Irving – 1,223 pageviews
5. A Guide to the DFW International Airport Restaurants – 305 pageviews

Blog Pageviews



Paid Search (SEM)

Paid search had **39,241 sessions** in April.



Digital/Leisure Campaigns

Staycations Campaign:

In April, the Staycations Campaign generated **9,257 hotel referrals**. This campaign utilized multiple platforms, including Google via Performance Max, resulting in a 42.5% conversion rate.

Event Micro-Campaigns:

The Event and Micro-Campaign, which leveraged existing demand from the Irving Convention Center and local events, generated **5,281 website visits**.

Evergreen Promotions:

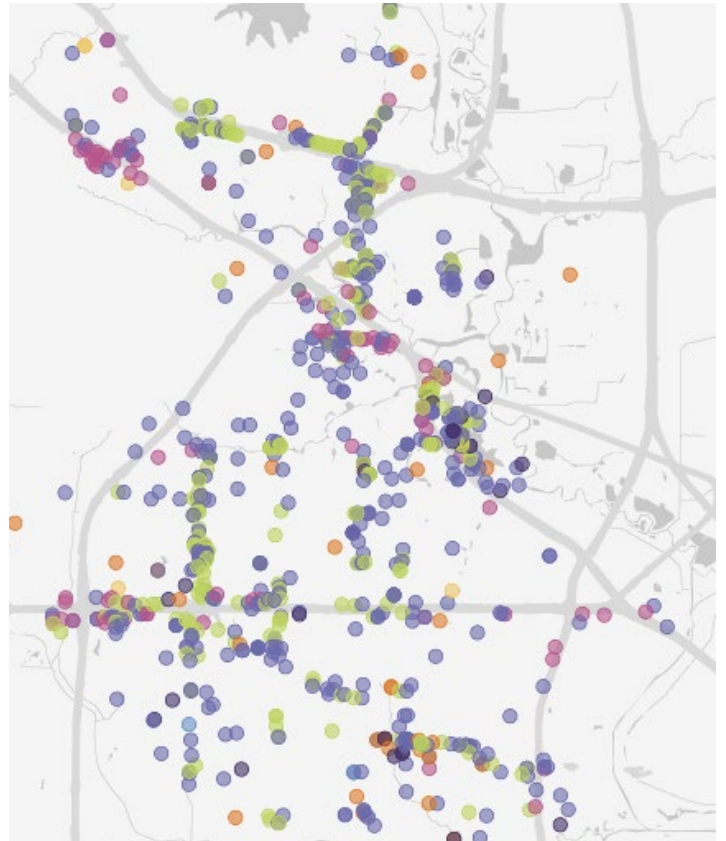
The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated **18,043 impressions** and **3,166 website visits**.

Business Impact

The business impact report tracks social media impressions, the number of times a partner listing has been viewed and the number of referrals to their websites. In April, Irving businesses received 75,440 impressions, 9,794 partner listing views, and 4,302 partner listing referrals.

Partner Category	Social Impressions	Listing View	Listing Referrals
Attractions & Enterta...	32,834	4,687	1,857
Others	22,578	0	16
Restaurants	9,495	3,213	1,784
Venues	7,754	755	205
Hotels	2,779	1,050	412
Transportation	0	15	3
Shopping	0	74	25
Grand total	75,440	9,794	4,302

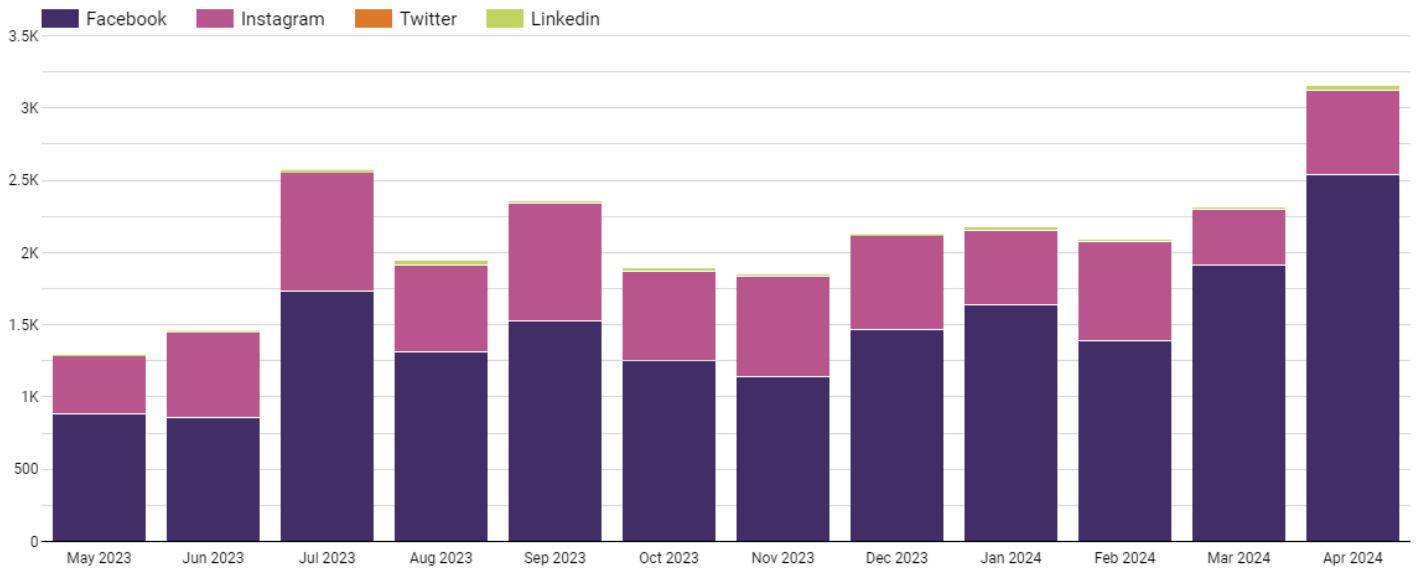
Partner Name	Partner Category	Social Impressions	Listing View
Irving Convention Center at Las Colinas	Attractions & Entertainment	26,689	173
Las Colinas Association	Others	7,057	0
City of Irving - Council	Others	6,705	0
City of Irving/TIF District	Others	6,705	0
Gondola Adventures, Inc.	Attractions & Entertainment	3,296	566
KNIFE ITALIAN - Ritz-Carlton Dallas, Las Colinas	Restaurants	3,636	44
Grand total		75,440	9,794



Social Media

April saw the addition of **3,161 new social media followers**, the largest increase this year, bringing the total influence to 171,457 followers.

Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	114,431	21,245	5,769	1,079	142,524
CC	22,745	3,205	2,414	569	28,933
Grand Total	137,176	24,450	8,183	1,648	171,457

Attachments

- 📌 "Redevelopment Coming to Toyota Music Factory," *meetings-conventions.com*, April 2024
- 📌 "Fun Irving, Texas, Music Venues Entice Meeting Attendees," Tyler Davidson, *Meetings Today*, April 2024
- 📌 "Leading Off," *D Magazine*, Tim Rogers, April 9, 2024
- 📌 "Watch the Total Solar Eclipse with NASA, No Matter Where You Are," *facilityexecutive.com*, April 5, 2024
- 📌 "Warby Parker, Delta, Krispy Crème, SunChips, Moon Pie Take Advantage of the Eclipse," *Marketing Daily*, April 7, 2024
- 📌 "Rocking Totality at the Solar Eclipse in Irving, Texas," Charlene Scott, *Road Runner Journeys*, April 15, 2024
- 📌 April Social Media Overview
- 📌 April Blog Performance Overview
- 📌 April Visit Irving Social Stats
- 📌 April Irving Convention Center Social Stats

Redevelopment Coming to Irving's Toyota Music Factory

meetings-conventions.com/News/Meeting-Venues/Redevelopment-Coming-to-Irving-Texas-Toyota-Music-Factory



The plaza at the Irving, Texas, Toyota Music Factory is being redeveloped.

The entertainment district in Irving, Texas, called the Toyota Music Factory, has gained the necessary city approvals to redevelop parts of the property, in particular the plaza and outdoor patios. The go-ahead was an easy option for the city, as the venues have continued to outperform expectations in terms of activity, ticket sales, tax revenue and more.

The news comes just after the debut of two new eateries in the district. Kitchen 101 serves an "uncomplicated" menu of salads, hearty bowls, meats off the wood-fired grill, "handhelds" (burgers and other sandwiches), and "lifestyle" foods such as paleo chicken and keto bowls. Also new is the fine-dining and entertainment space called the Rayleigh Underground. Featuring 38,000 square feet of space, the venue offers six bars, two exclusive VIP bars and three private dining rooms. At the center is a 1,100-seat theater with a stage, a 36-foot video wall on center stage and multiple interactive LED screens.

The redevelopment planned by property management firm Brookfield Asset Management includes an estimated \$6.3 million in improvements to the Toyota Music Factory's plaza and outdoor stage, new signage and architectural graphics, and enhancements to the storefronts of several tenant spaces. The plan also will allow Brookfield to seek reimbursement for up to \$25 million for the cost of improvements to key tenant lease spaces. The property investment will be funded by sales tax revenues generated by the Toyota Music Factory development.

“Irving’s Toyota Music Factory is about to usher in a new era of entertainment for North Texas,” said Mayor Rick Stopfer. “Already a resounding success with an award-winning amphitheater, world-class entertainment and international cuisine, the planned redevelopment of the plaza and outdoor areas will reinvigorate the entire space, bringing an even more spectacular and dynamic visitor experience.”

Fun Irving, Texas, Live Music Venues Entice Meetings Attendees

meetingstoday.com/articles/144474/fun-irving-texas-live-music-venues

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Today's News

Meet the Sand Sculptor Behind The Reach Key West and Casa Marina's Beachy Masterpieces

In 1999, Marianne van den Broek picked up a tool and started making figures in a block of sand. Now, 24 years later, she's a full-time professional sand sculptor and artist-in-residence for both The Reach Key West, Curio Collection by Hilton and Casa Marina, Curio Collection by Hilton in Key West, Florida.

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March 29, 2024

Tyler Davidson



The Pavilion at Toyota Music Factory. Credit: Visit Irving Texas.

While Irving, Texas, has long been a popular Dallas-Fort Worth Metroplex meetings and business travel destination, new entertainment options that primarily draw leisure visitors have provided a jolt to its non-transient traffic.

This transformation into a bleisure magnet is augmented by a new ultra-luxury Ritz-Carlton resort entering the market that even further raises the profile of a destination that has always enjoyed an impressive roster of Fortune 500 companies that live, work and play in its master planned Las Colinas neighborhood.



Maura Gast

“The city was well built for residents and businesses—from a functional standpoint, especially for corporate-related travel, it worked really well,” said Maura Gast, executive director for Visit Irving, Texas. “But where we always were challenged was on the ‘what’s there to do when we’re done for the day’ piece, and we have those pieces now. Our hotels have those pieces. Now the convention center has those pieces.”

Now, Irving is stealing the music spotlight from nearby Dallas and Fort Worth with superstars, world-renown headliners, local bands and talented regional artists taking to the stage in this Metroplex hot spot, with top-shelf venues such as the Toyota Music Factory and its Live Nation Pavilion topping the charts.

[Related: [How Irving, Texas, has Transformed Into a Bleisure Magnet](#)]

Headliner Irving Entertainment Venues

The Pavilion at Toyota Music Factory

Located in the Toyota Music Factory entertainment district, Live Nation's The Pavilion has a capacity for 4,000 inside and another 4,000 on the lawn, with giant airplane hangar roll-up doors that open to the lawn seating.

The venue offers a total of 100,000 square feet of private event areas and holds the distinction of being one of the few convertible concert venues in the U.S. that has the capacity to change from a climate-controlled indoor environment to an indoor/outdoor amphitheater with the push of a button.

The venue's VIP Toyota Lounge can accommodate 50 and features a sizable lobby space that planners can use for creative activations. The 40-acre site on which it's located also includes the Irving Convention Center and the Westin Irving Convention Center.



The Pavilion at Texas Music Factory set up for a leadership summit. Credit: Visit Irving Texas.

Toyota Music Factory

Located behind The Pavilion, the Toyota Music Factory boasts dozens of restaurants and bars, including what's described as the "ultimate honkytonk," Mama Tried. Now owned by Brookfield Asset Management, the district is set to welcome \$6 million in upgrades scheduled for an October completion.

A highlight of Toyota Music Factory is the Texas Lottery Plaza, an open-air stage surrounded by a variety of restaurant options, that will also be part of the renovation.



Lawn at Texas Lottery Plaza. Credit: Visit Irving Texas.

The Rayleigh Underground

This aptly named new two-story stunner in Toyota Music Factory is tucked under the lawn of The Pavilion's amphitheater and boasts an "underground dinner theater" vibe with indoor and outdoor dining and five bars. Like a Las Vegas dinner theater experience updated for the 21st century, the 38,000-square-foot Rayleigh Underground is an audiovisual extravaganza with an 18-by-50-foot stage boasting a 36-foot video wall and multiple interactive LED screens.



The Rayleigh Underground banquet set-up. Credit: The Rayleigh Underground.

Smaller Venues to Catch Rising Stars

To catch up-and-coming talent, groups can tap Irving venues such as the patio at **OUTLAW Taproom**, located in The Ritz-Carlton Dallas, Las Colinas; **Two Mules Cantina at Texican Court**, which serves Tex-Mex favorites steps from the convention center and has a beer garden; or the intimate stage at **The Ranch at Las Colinas**.

[Related: Irving Packs a Lot of Texas Into One Compact Package]

Meetings Hotel Options in Irving, Texas



Rendering of pool area, The Ritz-Carlton Dallas, Las Colinas. Credit: Marriott Intl.

Irving hotel happenings include **The Ritz-Carlton Dallas, Las Colinas**, which this year took over the former Four Seasons on 400 acres of prime Las Colinas land and offers 431 guest rooms and nearly 80,000 square feet of meeting and event space.

New-build 2023 hotel entrants include **Element Dallas Las Colinas**, with 157 guest rooms and 2,277 square feet of meeting space, and the **Embassy Suites by Hilton Irving Las Colinas**, with 168 guest rooms, four meeting rooms and 3,702 square feet of space. The Westin Irving Convention Center at Las Colinas headquarters hotel opened in 2019 with 350 guest rooms and 47,500 square feet of space.

Getting to Irving, Texas

Located in the heart of the Dallas-Fort Worth Metroplex, with easy access to both major international hub DFW International Airport (nine miles) and Dallas Love Field (8.5 miles), Irving is within a three-and-half-hour flight of every major metropolitan area in the U.S., Canada and Mexico.

Connect

Visit Irving Texas

*This article was produced in partnership with **Visit Irving Texas**.*



About the author

Tyler Davidson | Editor, Vice President & Chief Content Director

Tyler Davidson has covered the travel trade for nearly 30 years. In his current role with Meetings Today, Tyler leads the editorial team on its mission to provide the best meetings content in the industry.

Leading Off (4/9/24) - D Magazine

[D dmagazine.com/frontburner/2024/04/leading-off-4-9-24](https://dmagazine.com/frontburner/2024/04/leading-off-4-9-24)

April 9, 2024

[Skip to content](#)

[Local News](#)

Leading Off (4/9/24)

There will be no eclipse today.

By [Tim Rogers](#) | April 9, 2024|7:20 am

There Was an Eclipse. Nearly all of the *Morning News*' site is dedicated to [eclipse coverage](#), including a story about what you should know if you [burned your eyes](#). I hope you didn't burn your eyes. But you know which story the newspaper missed? The world's largest edible [Moon Pie](#) was consumed in Irving.

Rangers Lose to Astros. That's how little non-eclipse news was generated yesterday. I'm giving you a baseball score. [It was 10-5.](#)

Author



Tim Rogers

[View Profile](#)

Tim is the editor of *D Magazine*, where he has worked since 2001. He won a National Magazine Award in...

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Watch The Total Solar Eclipse With NASA, No Matter Where You Are

facilityexecutive.com/watch-total-solar-eclipse-with-nasa-no-matter-where-you-are

April 5, 2024

[Home](#) » [Topics](#) » [Environment](#) » Watch The Total Solar Eclipse With NASA, No Matter Where You Are

Here's how NASA's making it possible to watch Monday's total solar eclipse — safely — no matter where you are. (If you're in Irving, TX, you might also get a slice of the World's Largest Moon Pie.)

We're just a few days away from the event everyone's talking about: On Monday, April 8, most of North America will have the chance to see the Moon pass in front of the Sun during a solar eclipse. According to [NASA](#), it will be the last total solar eclipse visible from the contiguous United States until 2044.

To celebrate this once-in-a-lifetime happening, NASA is inviting the public to participate with [in-person events](#), opportunities to [do NASA science](#), and multiple ways to [watch online](#).



The April 8, 2024 solar eclipse will be visible in the entire contiguous United States, weather permitting. People along the path of totality stretching from Texas to Maine will have the chance to see a total solar eclipse; outside this path, a partial solar eclipse will be visible. (Click image to enlarge. Credits: NASA)

(See below for how to watch safely.)

Irving, Texas To Serve Up World's Largest Moon Pie During Solar Eclipse

Any good host knows that snacks make the party. In Texas, [Visit Irving](#) is taking that practice to the extreme: Partygoers at Levy Event Plaza attending the city's "[Total Eclipse in the Park](#)" on April 8 will not only experience four solid minutes of totality during the total solar eclipse, but also get a slice of the World's Largest Moon Pie.

The Moon Pie weighs 150-180 pounds, measures five feet in diameter by four inches thick, and contains 1,400 servings. It was crafted by Irving Convention Center at Las Colinas (ICC) Executive Chef Eduardo Alvarez, with guidance from ICC General Manager Tom Meehan.

"For a once-in-a-lifetime event, we wanted to do something out-of-the ordinary," said Meehan. "When I brought the idea to our chef, he shook his head and said 'Never in my career did I think I'd do something like this.'"

After five test runs, Chef Alvarez and his team are ready for the eclipse. The Moon Pie is made with 64 pounds of marshmallows, 128 eggs, 36 pounds of unsalted butter, 16 pounds of brown sugar, 60 pounds of all-purpose flour, and 45 pounds of marshmallow cream coated in 60 pounds of melted chocolate and 42 pounds of graham cracker crumbs.

Watching your waistline while watching the eclipse? Total calorie count for the Moon Pie is 365,042 calories, or 260 per serving.

◆



The World's Largest Moon Pie will be served during the Total Eclipse in the Park event at the Las Colinas Urban Center in Irving, Texas.



A crowd uses handheld solar viewers and solar eclipse glasses to safely view a solar eclipse.
(Credit: National Park Service)

Eye Safety During The Total Solar Eclipse

Except during the brief total phase of a total solar eclipse, when the Moon completely blocks the Sun's bright face, it is not safe to look directly at the Sun without specialized eye protection for solar viewing. Viewing any part of the bright Sun through a camera lens, binoculars, or a telescope without a special-purpose solar filter secured over the front of the optics will instantly cause severe eye injury.



This composite image of eleven pictures shows the progression of a total solar eclipse over Madras, Oregon, on Aug. 21, 2017. (Image: NASA/Aubrey Gemignani)

Facility Management

Warby Parker, Delta, Krispy Kreme, SunChips, Moon Pie Take Advantage Of Eclipse

 mediapost.com/publications/article/395051/warby-parker-delta-krispy-kreme-sunchips-moon.html

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MarketingDaily Top of the News

by Tanya Gazdik , April 7, 2024

The Great North American Solar Eclipse day is finally here for those near the “line of totality,” and brands are getting on board.

Warby Parker is expanding its activities announced last month by offering ISO-certified solar eclipse glasses to Delta Air Lines travelers visiting select Delta Sky Clubs in Austin, Dallas, Cincinnati, Indianapolis and Detroit.

The partnership between the brands includes a discount for non-solar glasses. Consumers can use the code WARBYLOVESSKYMILES for 10% off their next pair of eyeglasses or sunglasses.

Rare phenomena can be a marketing opportunity for brands, said Koen Pauwels, associate dean, research and distinguished professor of marketing at Northeastern University.

“Lots of people are interested in it, they may be searching for it online. For existing customers it can give another cool reminder about a brand,” Pauwels tells CNN Business. “If I already like Krispy Kreme or SunChips, it’s a fun reminder that, oh I like the product but haven’t eaten it in a while. Let me buy it.”

There is no shortage of brands offering deals tied to the planetary event. Some are reprising activations from the total solar eclipse in 2017 that affected a different swath of the country.

Back in 2017, Krispy Kreme used chocolate to cover its original glazed doughnut. This time, the brand will mark the event with a glazed doughnut again dipped in black chocolate icing -- but this time with silver sprinkles, piped with a buttercream made with Oreo pieces and featuring an Oreo cookie in the center.

SunChips is giving away special flavors of chips, but only for a very brief period.

“The brand, produced by Frito-Lay, is partnering with astronaut and researcher Kellie Gerardi to bring a unique flavor to fans: Solar Eclipse Limited-Edition Pineapple Habanero and Black Bean Spicy Gouda,” according to [Fox Business Network](#). “You will only have 4 minutes and 27 seconds (estimated duration of the solar eclipse's totality) to get your hands on the chips, according to the release. NASA reports the longest duration of totality to be 4 minutes, 28 seconds, the agency's website says.”

One Texas city is baking the “world’s largest moon pie” to celebrate the occasion.

“The public will get a chance to try a slice at Total Eclipse in the Park, a viewing event put on by Irving, a city over 200 miles north of Austin,” [according to the Austin American-Statesman](#). The event is set to eclipse “all the rest, giving visitors and residents alike the opportunity to not only experience four solid minutes of totality, but also get a slice of the World’s Largest Moon Pie.”

Moon Pie fans near the line of totality can purchase a solar eclipse survival kit online or at participating Dollar Tree and Walmart locations. The boxes include four chocolate, vanilla, or banana mini Moon Pies and two pairs of solar eclipse glasses.

The brand and Knoxville-based ad agency Tombras has created a "Sun Vs. Moon" commercial to promote the offering, [according to Knox News](#).

McDonald's Creates Franchisee-Funded Digital Marketing

Texas

Rockin Totality at the Solar Eclipse in Irving, TX

 charscott7708@gmail.com  April 15, 2024

I spent the 2024 eclipse in Irving, Texas, and yes, everything is bigger there. Nine thousand RSVPs were received for the event. While I don't think that quite many showed up, it was a remarkable way to share a seminal event.



Crescent moon on the pavement



Eclipse

Total Eclipse in the Park

Our group had been a bit dubious about the morning clouds, but the clouds parted. We arrived at Levy Event Plaza for the Total Eclipse in the Park and many others, and we were blessed to have an incredible view with about four minutes of totality. I won't forget it, and to have shared it with a small group of colleagues was even better. We enjoyed a bite of the World's Largest Edible Moonpie. The next eclipse in North America will not happen until August 2044 and will only be visible in Montana and the Dakotas.



Las Colinas Canals and Gondola Rides

There is no better way to spend a Sunday afternoon than a Gondola ride through the Las Colinas canals. It is a relaxing way to enjoy a beautiful day, and your gondolier may even sing you an aria.



The Mustangs of Las Colinas



Mustangs of Las Colinas

The Mustangs sculpture was the brainchild of businessman Ben Carpenter, who created Las Colinas. In 1976, he approached sculptor Robert Glen about creating a sculpture for the area. The site was dedicated in September 1985. There is a small museum about the Mustangs adjacent to the plaza where they are located. Sadly, Mr. Glen passed away in 2023 after a short illness.

Hotels

Westin at the Irving Convention Center

The hotel sits next to the Irving Convention Center, so it sees a lot of visitors. The staff is professional, and it is a first-class property. It's only twenty minutes from DFW airport. Room 1437 was my home for 24 hours. You can see a brief room tour [here](#). The on-site Mesa Mescal Restaurant makes dining easy. Your morning coffee can be had in the lobby coffee bar. The Westin is also near the Toyota Music Factory. The venue hosts many concerts during the year in an intimate setting.



Poolside Cabana



Making Flower crowns

Omni Las Colinas

Our host had booked a poolside cabana for our group to watch as the eclipse began. We shared some drinks and snacks as we took pictures and made sunflower crowns. We also had a tour of the newly renovated rooms. These will not be available until the fall of 2024, but I was impressed with the attention to detail in the room, not to mention the view of the city and canals.

Ritz Carlton

The Ritz, formerly the Four Seasons, debuted in January 2024 after a multi-million-dollar renovation. The pool and spa area are also under renovation. The hotel also features a championship golf course. We enjoyed drinks in the Juniper Bar before our dinner.



Juniper Bar

Food

Po Melvin's



Let me tell you about the culinary delight I discovered in Irving, Texas. Po Melvins, a place that serves down-home southern cooking, won my heart. Mel, our host, was down to earth and knew his customers as they sat down. This is customer service at its best. We started with their signature black-eyed peas, a true southern staple. The lightly breaded fried shrimp and catfish were a feast for the palate. All the dishes are cajun-inspired. The bread pudding is sinful and delicious. This is a place I can't wait to revisit when I'm in the area again.

Argentina Bakery



Although we'd filled up at Melvin's, we shared a quick ride to the Argentina Bakery. The pastry work here is awe-inspiring, and the cases were filled with delectable treats of all kinds. This is where you can get a magnificent cake for any occasion.

Knife Italian at the Ritz Carlton



Gnocchi



Bistecca A La Las Colinas



Tablesides steak carving

We were treated to a fine dining experience for nine in a private room with tableside steak service. Chef John Tesar's menu does not disappoint. We shared four appetizers, five entries, four salads, and four desserts. The most memorable dish for me was potato gnocchi with truffles. We left more than sated. It topped off a fun day exploring Las Colinas.

Pax and Beneficia Coffee Shop



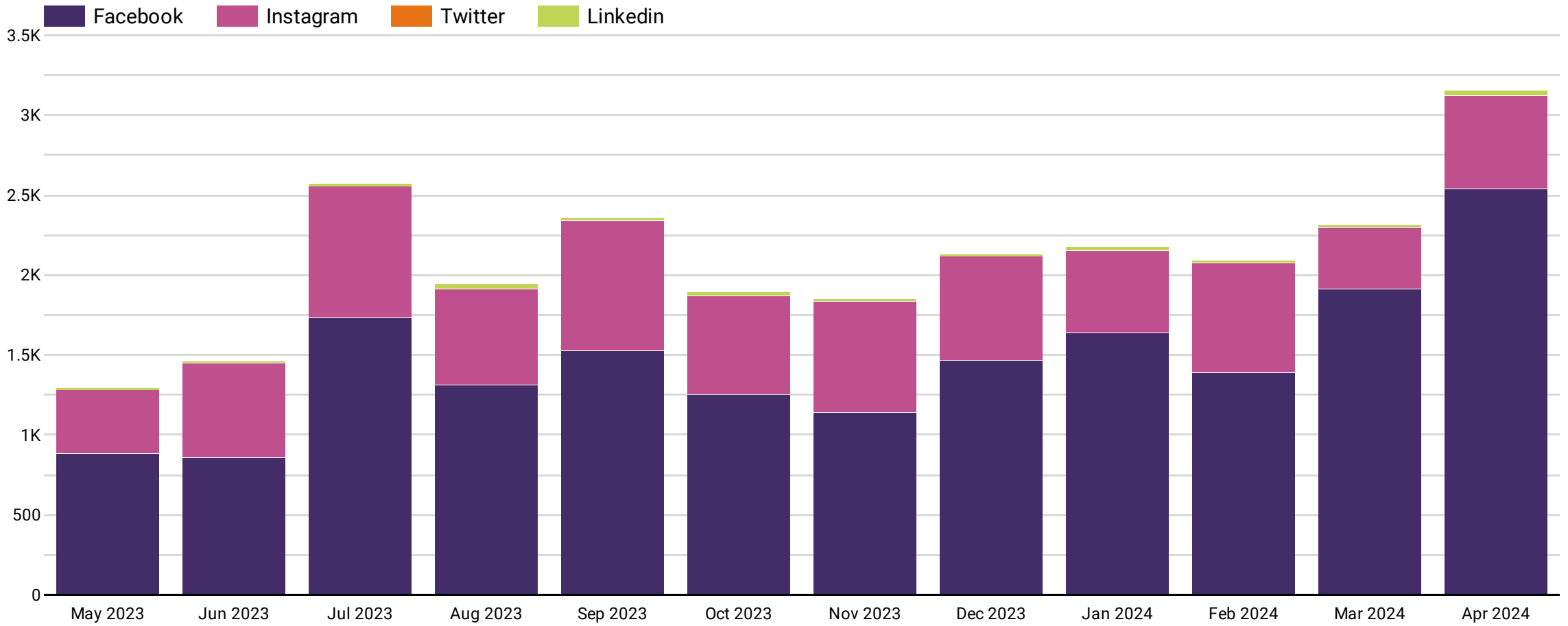
Turkish Coffee Service

We stopped here for a light snack and coffee on eclipse day. While I am not a coffee drinker, my colleagues said it was excellent and strong. It's only a brief walk from the Mustangs in Williams Square.

Final thoughts

This was my second trip to Irving in the last two years. I had the pleasure of attending the Southern Travelers Explore conference there in 2023. I was impressed with Irving, especially Las Colonias; it has only improved since then. There is plenty to keep you entertained, and with over [150 restaurants](#) in the area, you will not have trouble finding a place to eat. [Visit Irving](#). I offer my sincerest thanks for hosting the trip. I can only say Irving is one place I will return to and always recommend to travelers.

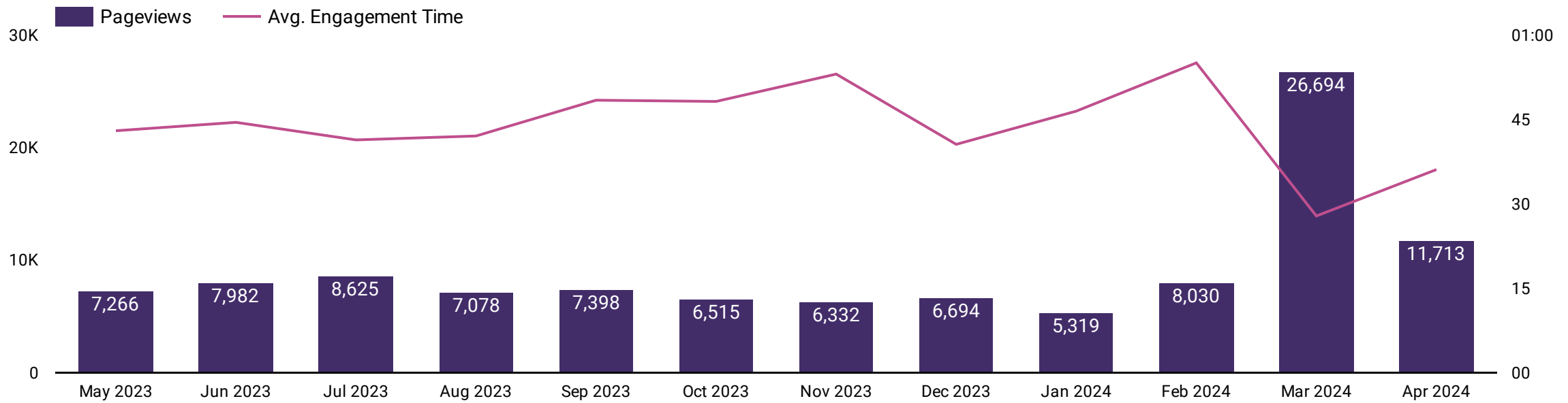
Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	114,432	21,245	5,769	1,079	142,525
CC	22,747	3,205	2,414	569	28,935
Grand Total	137,179	24,450	8,183	1,648	171,460

Blog Pageviews



Blog List

	Page path	Pageviews ▾
1.	/blog/stories/post/swing-into-fun-invited-celebrity-classic/	1,941
2.	/blog/stories/post/irving-texas-bluebonnets-guide/	1,616
3.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	1,268
4.	/blog/stories/post/48-totality-awesome-hours-in-irving/	1,223
5.	/blog/	432
6.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	305
7.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	296
8.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	292
9.	/blog/stories/post/top-5-picnic-spots-in-irving-and-las-colinas/	164
10.	/blog/stories/post/cheers-for-craft-beers-in-irving/	163

Social Media Overview

Organization: CVB (1) ▾

Apr 1, 2024 - Apr 30, 2024 ▾

Total All Platforms

Total Followers
142,525



Total Impressions
2,836,408
↑ 480,813

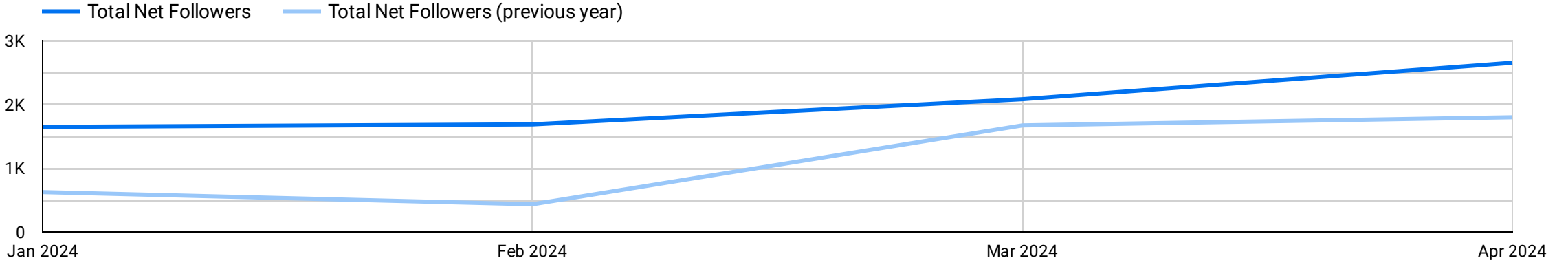


Total Engagements
233,037
↑ 153,651



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	114,432		21,245		5,769		1,079	-
Impressions	2,062,757	-517,463 ↓	767,835	-26,076 ↓	1,653	288 ↑	4,163	456 ↑
Engagements	79,791	-23,528 ↓	151,984	-14,241 ↓	77	-21 ↓	1,185	882 ↑
Net Followers	2,125	396 ↑	526	174 ↑	-9	-4 ↓	16	5 ↑



Social Media Overview

Organization: CC (1) ▾

Apr 1, 2024 - Apr 30, 2024 ▾

Total All Platforms

Total Followers
28,935



Total Impressions
652,921
↓ -105,762

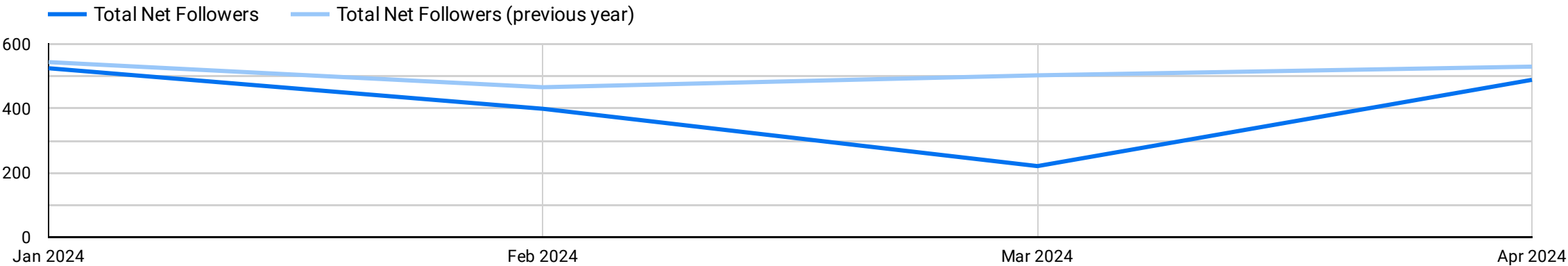


Total Engagements
42,371
↓ -9,692



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	22,747		3,205		2,414		569	
Impressions	517,377	256,369 ↑	132,920	521 ↑	1,173	956 ↑	1,451	554 ↑
Engagements	28,108	18,012 ↑	14,050	-851 ↓	23	14 ↑	190	132 ↑
Net Followers	417	230 ↑	58	28 ↑	-5	-4 ↓	19	14 ↑





DATE: April 25, 2024
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – March Data

Hotel Performance

Irving's hotel occupancy rate for March was 70.3%, down 5.7% over last year. The Average Daily Rate (ADR) was \$127.28 an increase of 3.4% from last year.

The hotel occupancy for Texas was 66.7%, a decrease of 3.4% and the hotel occupancy for the US was 63.7%, a decrease of 2.5%.

Short Term Rental

For the month of March, there were 503 available listings in Irving. The occupancy rate was 59.8%, up 11.2% from last year and the ADR was \$223.38, an increase of 9.2% over last year.

For the hotel comparable subset, the occupancy rate was 55.7%, an increase of 3.1% from last year and the ADR was \$113.76, a slight increase of 0.7% from last year.

There are zeros listed in the Supply/Demand/Revenue YOY Change YTD and it should be noted that this section of the report is still being modified with the vendor. It is expected that numbers will be included in future reports.

Hotel Performance Summary

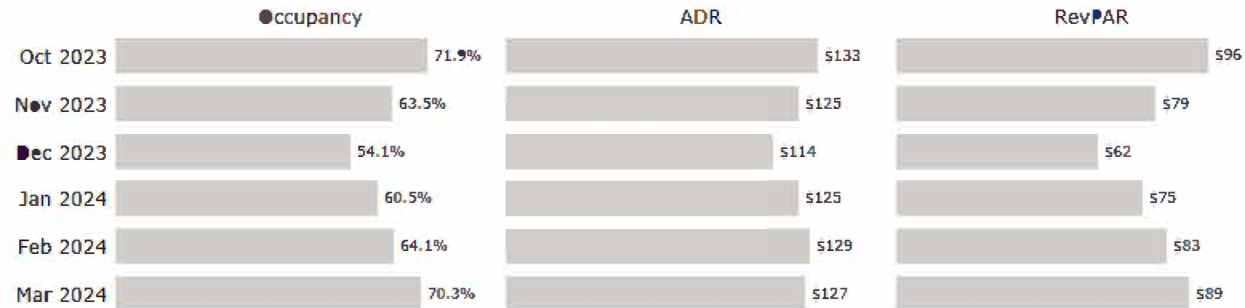
Irving, TX | March 2024



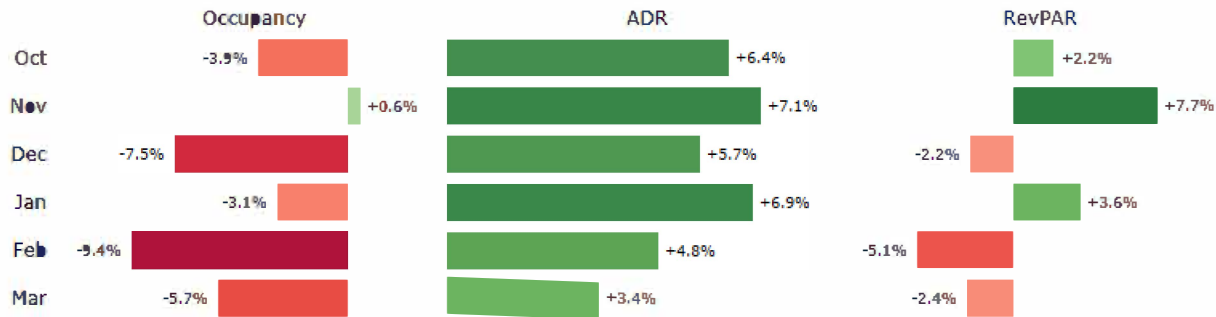
Month: March 2024 | Location: Irving, TX | Compare to: Previous Year | Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Current Month	70.3%	\$127.28	\$89.48	397.0K	279.1K	\$35.5M
Change vs. Previous Year	▼ -5.7%	▲ 3.4%	▼ -2.4%	▼ -0.1%	▼ -5.7%	▼ -2.5%
YTD Calendar Year	65.0%	\$127.01	\$82.53	1.2M	748.9K	\$95.1M
YTD Change vs. Previous Year	▼ -6.1%	▲ 4.8%	▼ -1.5%	▼ -0.1%	▼ -6.1%	▼ -1.6%

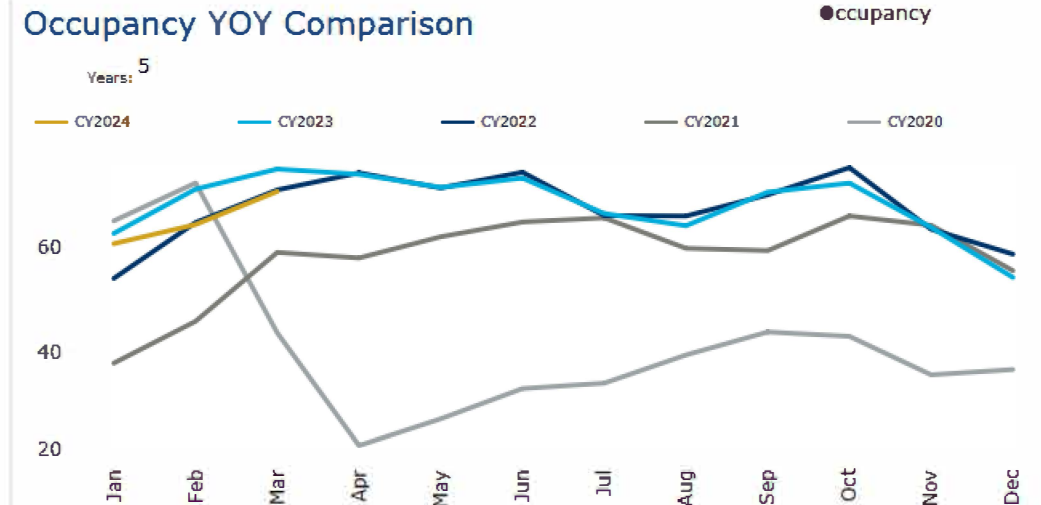
Last Six Months Performance



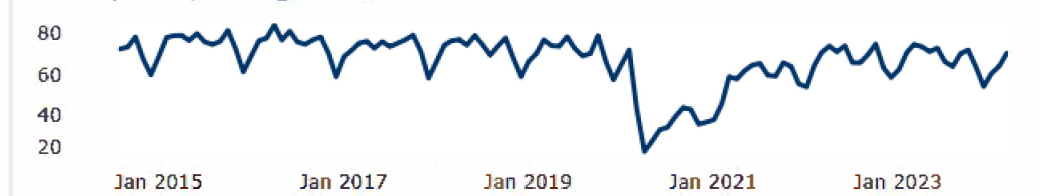
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend



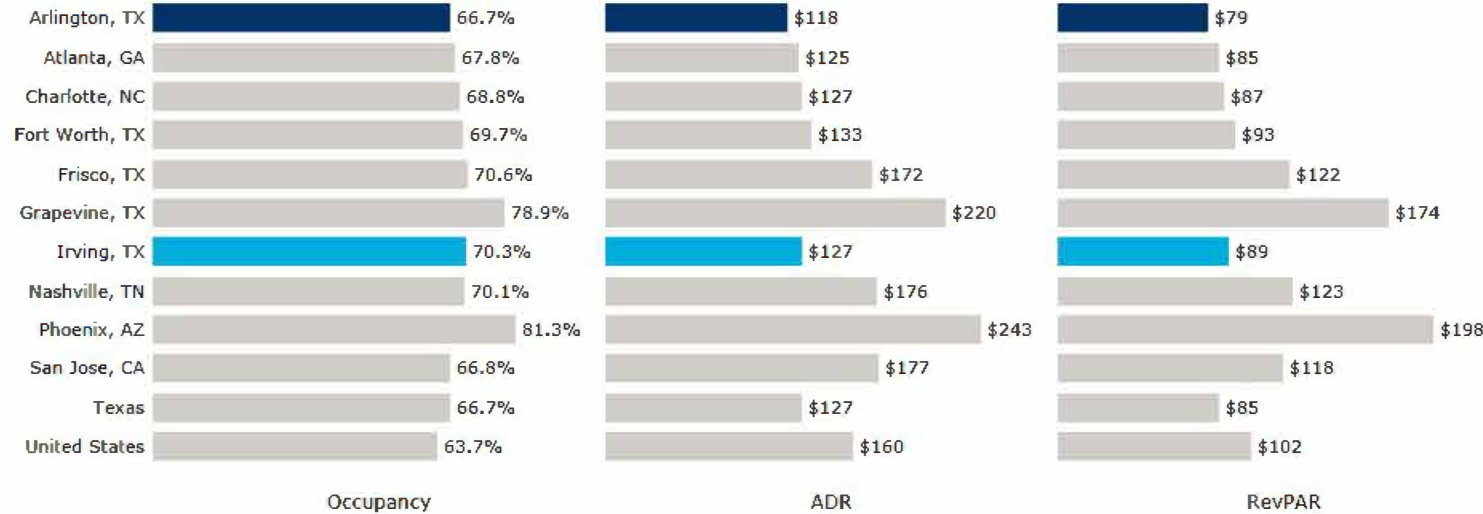
Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets



Month: March 2024 | Report Month: | Compare to Previous Year: | Markets: All | Supply Total: | Measures Summary:

March 2024, Comp. Markets Hotel KPIs



Measure: Occupancy
 Primary Location: Irving, TX
 Comp. Location: Arlington, TX

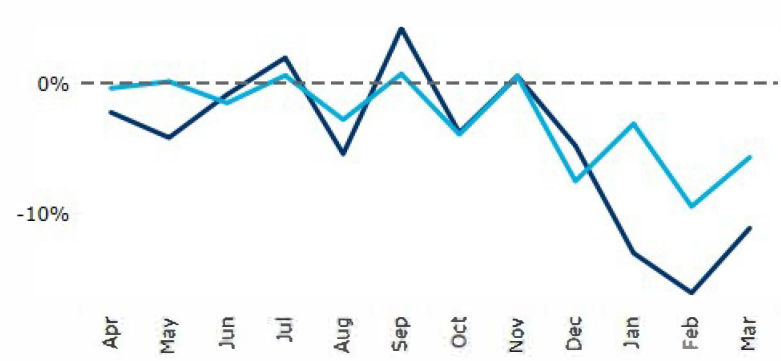
Occupancy Comparison



March 2024, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	66.7%	▼ -11.1%	\$118	▲ 3.4%	\$79	▼ -8.0%	254.1K	▲ 12.1%	169.6K	▼ -0.3%	\$20.0M	▲ 3.1%
Atlanta, GA	67.8%	▼ -2.3%	\$125	▼ -0.6%	\$85	▼ -2.9%	3.5M	▲ 2.0%	2.4M	▼ -0.4%	\$299.2M	▼ -0.9%
Charlotte, NC	68.8%	▼ -0.9%	\$127	▲ 1.7%	\$87	▲ 0.7%	1.3M	▼ -0.2%	911.8K	▼ -1.1%	\$115.4M	▲ 0.5%
Fort Worth, TX	69.7%	▼ -5.8%	\$133	▼ -0.2%	\$93	▼ -6.0%	527.4K	▲ 1.6%	367.5K	▼ -4.3%	\$49.0M	▼ -4.5%
Frisco, TX	70.6%	▼ -1.5%	\$172	▲ 10.1%	\$122	▲ 8.5%	132.8K	▲ 13.2%	93.8K	▲ 11.5%	\$16.2M	▲ 22.8%
Grapevine, TX	78.9%	▼ -4.1%	\$220	▲ 0.7%	\$174	▼ -3.4%	148.4K	▲ 0.1%	117.1K	▼ -4.0%	\$25.8M	▼ -3.4%
Irving, TX	70.3%	▼ -5.7%	\$127	▲ 3.4%	\$89	▼ -2.4%	397.0K	▼ -0.1%	279.1K	▼ -5.7%	\$35.5M	▼ -2.5%
Nashville, TN	70.1%	▼ -7.4%	\$176	▼ -4.3%	\$123	▼ -11.4%	1.8M	▲ 2.1%	1.3M	▼ -5.4%	\$223.6M	▼ -9.5%
Phoenix, AZ	81.3%	▼ -3.8%	\$243	▼ -0.9%	\$198	▼ -4.7%	2.2M	▲ 1.2%	1.8M	▼ -2.7%	\$434.4M	▼ -3.6%
San Jose, CA	66.8%	▲ 4.7%	\$177	▲ 11.1%	\$118	▲ 16.3%	317.3K	▼ -2.5%	211.9K	▲ 2.0%	\$37.5M	▲ 13.3%
Texas	66.7%	▼ -3.4%	\$127	▲ 0.1%	\$85	▼ -3.3%	16.4M	▲ 1.0%	11.0M	▼ -2.4%	\$1.4B	▼ -2.3%
United States	63.7%	▼ -2.5%	\$160	▲ 0.4%	\$102	▼ -2.2%	173.5M	▲ 0.6%	110.6M	▼ -1.9%	\$17.7B	▼ -1.5%

Occupancy vs. Same Month in Previous Year Last 12 Months



History for markets varies. Click on a market to check its history in the line charts

Source: STR

Short Term Rental Summary

Irving, March 2024



Month: March 2024 | Location: Irving | Property Type: Entire Place | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	59.8%	\$223.38	\$133.55	7.3K	4.4K	\$979.3K
YOY Change	▲ +11.2%	▲ +9.2%	▲ +21.5%	▼ -4.1%	▲ +6.6%	▲ +16.5%
Calendar Year-to-Date	49.6%	\$216.69	\$107.51	21.4K	10.6K	\$2.3M
YOY Change YTD	▲ +2.3%	▲ +10.6%	▲ +13.1%	▲ +3.0%	▲ +5.3%	▲ +16.5%

Last Six Months

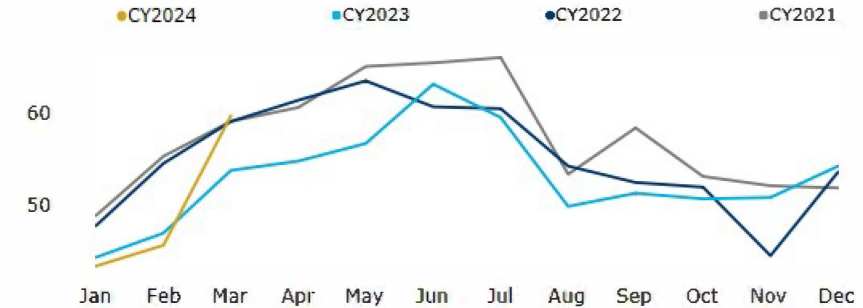
Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Oct 23	50.6%	-2.5%	\$211	-1.7%	\$107	-4.1%	8.5K	10.6%	4.3K	7.8%	\$912.4K	6.0%
Nov 23	50.8%	14.5%	\$210	1.6%	\$106	16.3%	8.0K	5.9%	4.1K	21.2%	\$854.9K	23.2%
Dec 23	54.2%	1.2%	\$198	-1.5%	\$107	-0.3%	9.0K	15.2%	4.9K	16.6%	\$965.0K	14.8%
Jan 24	43.2%	-2.2%	\$211	13.0%	\$91	10.5%	7.3K	7.2%	3.2K	4.8%	\$671.1K	18.4%
Feb 24	45.5%	-2.9%	\$213	10.1%	\$97	6.9%	6.7K	7.1%	3.0K	4.1%	\$646.4K	14.5%
Mar 24	59.8%	11.2%	\$223	9.2%	\$134	21.5%	7.3K	-4.1%	4.4K	6.6%	\$979.3K	16.5%

Occupancy YOY Comparison

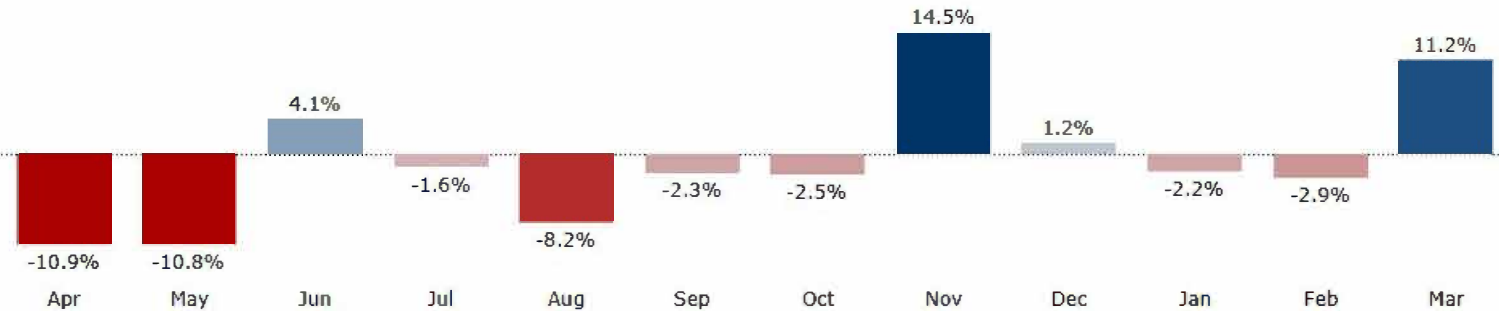
Irving

Years: 4



Occupancy vs. Previous Year

Irving



Occupancy

Irving



Short Term Rental Summary

Irving, March 2024



Month: March 2024 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

Occupancy: **55.7%** | ADR: **\$113.76** | Revpar: **\$63.40** | Supply: 0 | Demand: 0 | Revenue: \$0

YOY Change: ▲ +3.1% | ▲ +0.7% | ▲ +3.8%

Calendar Year-to-Date: 0 | 0 | \$0

YOY Change YTD

Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Oct 23	54.9%	4.4%	\$119	-1.0%	\$65	3.4%						
Nov 23	49.9%	11.2%	\$108	-6.7%	\$54	3.7%						
Dec 23	52.3%	-0.4%	\$99	-5.9%	\$52	-6.3%						
Jan 24	47.5%	-0.8%	\$119	15.0%	\$57	14.2%						
Feb 24	47.4%	-6.5%	\$119	10.6%	\$56	3.4%						
Mar 24	55.7%	3.1%	\$114	0.7%	\$63	3.8%						

Occupancy YOY Comparison

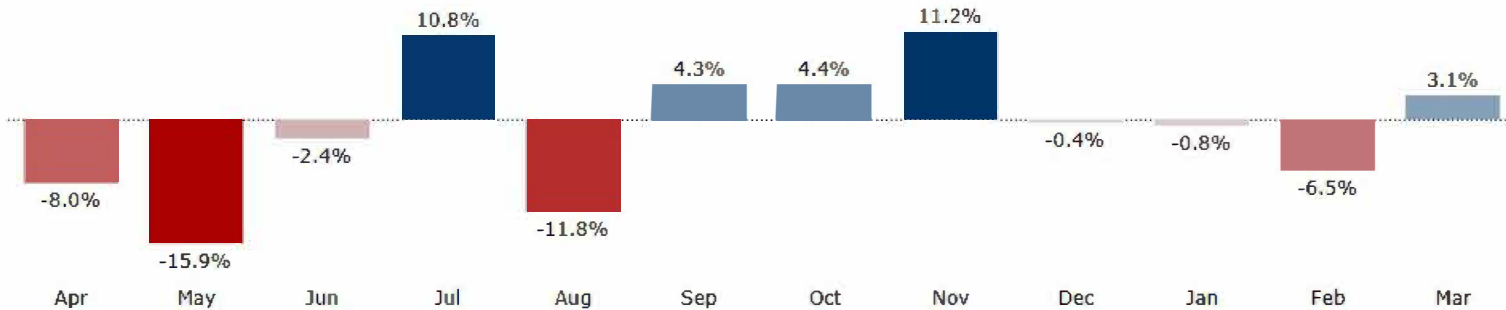
Irving

Years: 4



Occupancy vs. Previous Year

Irving



Occupancy

Irving



Source: AirDNA

Powered by SYMPHONY TOURISM ECONOMICS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024**

**CONVENTION CENTER
MANAGEMENT REPORTS**



IRVING
CONVENTION CENTER
AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

April 19, 2024

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Casey Villaseñor, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – March 2024**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	164,696	142,370	87,867	416,297	629,470	507,110
Ancillary Income	236,470	194,130	345,842	2,920,419	2,510,842	2,409,008
Total Event Income	401,166	336,500	433,709	3,336,716	3,140,312	2,916,118
Other Income	93,524	107,167	91,719	742,220	643,002	522,692
Adjusted Gross Income	494,690	443,667	525,428	4,078,936	3,783,314	3,438,810
Indirect Expenses	(606,962)	(673,333)	(600,181)	(3,958,450)	(4,204,609)	(3,644,359)
Net Income (Loss)	(112,272)	(229,666)	(74,753)	120,486	(421,295)	(205,549)

- We had eighteen revenue-producing events for the month.
- Total event income exceeded budget by \$64,666.
- Other operating income includes March's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were over budget by \$66,371.
- Overall, the ICC surpassed budget by \$117,394.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	311,355	210,800	420,226	4,408,688	3,513,886	3,293,320
Net Income/(Loss)	128,399	129,200	231,759	2,336,765	2,152,270	1,925,178
Net Income/(Loss) %	41.24%	61.29%	55.15%	53.00%	61.25%	58.46%

ICC by the Numbers

EVENTS	
This month	To date
18	85
Current Year	Current Year
19	104
Prior Year	Prior Year

VISITORS	
This month	To date
16,690	112,719
Current Year	Current Year
20,416	91,423
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
2,258	16,193
Current Year	Current Year
2,187	16,578
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
3	100%
This Month	Current Month
17	91.8%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
17	75
Current Year	Current Year
18	84
Prior Year	Prior Year

Target Industry Bookings

DFW Airport – June 2024

April and May at a Glance

- April 1-4 SER Jobs for Progress Annual Conference
- April 1-4 Direct Selling News
- April 5-9 TX Association of Student Councils
- April 9-11 North TX Association of Technology Professionals
- April 11-14 Tri Delta Collegiate Leadership Conference
- April 15-17 North TX Business Alliance
- April 15-17 Acts29 North American Conference
- April 17 7x24 Exchange Lone Star Chapter
- April 18 HCA Medical City Healthcare North TX Meeting
- April 18-21 Synergy Dance Competition
- April 20-24 AXXESS Agile Conference
- April 22 NCTASPA Job Fair
- April 25-27 North TX Teen Book Festival
- April 30-May 1 Integrative Emergency Services
- April 30-May 1 Irving School Foundation Breakfast with the Stars
- May 1 DFW Airport Concessions
- May 2 Dallas Regional Chamber
- May 2-5 Hall of Fame Dance Competition
- May 3 Richardson High School Prom
- May 4 Arlington High School Prom
- May 5-9 Building Officials Association of Texas
- May 6 IISD Salute to Service
- May 7-9 4th Annual Oilfield Water Markets Conference
- May 8-12 USA Gymnastics Trampoline & Tumbling Elite Challenge
- May 10 City of Irving's In-Service Day
- May 10-11 Lindsey Wilson College Residence Class
- May 11 Sam Houston High School Prom
- May 14-15 DFW Minority Supplier Showcase
- May 16-19 Texas Frightmare Weekend
- May 20-23 Informa Telecoms & Media Ltd.
- May 25 Universal Academy
- May 26 Farooqi Wedding
- May 29 DynaTen Meeting
- May 30 HCA Medical City Healthcare New Grad Event

cc: Tom Meehan, General Manager, ASM Global

May 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Sneaker Exit De finite	29	30 Breakfast with the Stars De finite IES 2024 Quality Summit De finite	1 DFW Airport Concessio ... De finite	2 Hall of Fame Dance Competition 2024 De finite Dallas Regional Cham... De finite	3 Richardson High School Prom De finite	4 Arlington High School ... De finite
5 Building Professional Institute De finite Hall of Fame Dance Co ... De finite	6 IISD - Salute to Service De finite	7 The 4th Annual Oilfield Water Markets Conference De finite	8 Trampoline & Tumbling 2024 Elite Challenge De finite	9	10 Lindsey Wilson College Residence Class De finite The City of Irving's In ... De finite	11 Sam Houston High Sch... De finite
12 Trampoline & Tumbli... De finite	13	14 DFW Minority Supplier Showcase De finite Irving City Council Budget Retreat De finite	15	16 Texas Frightmare Weekend De finite	17	18
19 Texas Frightmare Wee... De finite	20 LR Network X Americas De finite ICVB Board of Directo ... De finite	21	22	23	24	25 Universal Academy De finite
26 Farooqi Wedding De finite	27 Memorial Day	28	29 DynaTen Meeting De finite	30 New Grad Event De finite Tattoo Fest De finite	31	1

June 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 Farooqi Wedding De finite	27 Memorial Day	28	29 DynaTen Meeting De finite	30 New Grad Event De finite Tattoo Fest De finite	31	1
2 Tattoo Fest De finite	3 Elevate IT De finite	4	5	6	7 Paradise Spas June Expo De finite	8 World Wide Dreambuil... De finite
9 Paradise Spas June Expo De finite	10 Pri-Med Access 2024 De finite	11	12 Linehaul Summit, LLC De finite	13	14	15 Texas USAG Annual Aw... De finite
16	17 CB DFW State of Hispa... De finite Texas Health - THLE Meeting De finite	18	19 June tenth QuikTrip Spring Meeting De finite Steubenville Lone Star 2024 De finite	20	21	22
23 Steubenville Lone Star... De finite	24 ICVB Board of Directo ... De finite	25 DFW Airport De finite	26 Quest Trust 4th Annual Expo De finite	27	28	29
30 Badminton US Junior Open De finite	1	2	3	4 Independence Day	5	6

July 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4 Independence Day	5	6
Badminton US Junior Open De finite						
7	8	9	10	11	12	13
Badminton US Junior Open De finite			Texas Conference for Employers De finite			
				Construction Science ... De finite		
				ABAT De finite		
					Lindsey Wilson College Residence Class De finite	
					IMSA Forum & Expo 2024 De finite	
14	15	16	17	18	19	20
IMSA Forum & Expo 2024 De finite						
					Swim Spa Blow out De finite	
						Safety Banquet Tentative 1
21	22	23	24	25	26	27
Swim Spa Blow out De finite			BOMA Luncheon De finite		Missionary Families of Christ De finite	
	Together We Can 2024 - Canceled De finite			SGMP Awareness Meet... De finite		
28	29	30	31	1	2	3
Original Sewing & Quilt Expo/North Texas Quilt Festival De finite						
Missionary Families of ... De finite		ICVB Board of Directo... De finite				Civil Service Exam 2024 Tentative 1

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2024**

**ACKNOWLEDGEMENTS
AND
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YOUR KIND EXPRESSION OF SYMPATHY
IN OUR GREAT TIME OF SORROW.
THANK YOU FOR KEEPING US IN YOUR
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THE FAMILY
OF
Raymond McCarty

LOCAL GOVERNMENT

Fort Worth will vote on tax increase for visitors, extra revenue to fund convention center expansion

by Rachel Behrndt
April 17, 2024 2:30 pm



A rendering shows the refurbished Fort Worth Convention Center. (Courtesy image | City of Fort Worth)

Fort Worth voters will go to the polls in May to decide whether to impose a higher tax on visitors.

In January, City Council approved a resolution for putting the ballot measure in front of voters. The tax will primarily be used to fund the long-planned convention center expansion.

Voters supporting the measure will authorize the city of Fort Worth to increase the hotel occupancy tax rate to 17%. The extra money will mean that the city can put \$9.5 million annually toward paying off the debt for the convention center's expansion. It would also set the city up to pay for future tourism-related projects, including incentivizing a new hotel on Commerce Street and funding improvements to the Will Rogers Memorial Center.

A 2% rate increase will put the city at the upper limit of the Hotel Occupancy Tax allowed by state law, Mike Crum, director of Fort Worth's public events department, previously told council members. Houston and Austin both have 17% hotel occupancy tax rates, Dallas' rate is 15%.

The \$701 million convention center renovation is split into two phases. The first includes building new kitchens, loading docks and straightening Commerce Street. In the second part of the project, the convention center's familiar "flying saucer" section will be demolished, allowing the building to be expanded and modernized.

Funding for the first phase of construction is secured using a combination of \$52 million in federal pandemic-era stimulus money and \$43 million in debt, to be repaid through the city's culture and tourism fund.

Hotel occupancy tax is the tax visitors to the city pay when they book hotel rooms. That tax is the primary source of revenue to the cultural and tourism fund. The city will need to borrow more money to fund the rest of the expansion.

Several organizations support Proposition A. Bob Jameson, CEO of Visit Fort Worth, said after tourism dollars took a hit during the pandemic, the extra tax is necessary to keep the project moving beyond the first half of the work. Visit Fort Worth, which promotes the city's tourism industry, is financed through the culture and tourism fund.

"Conventions and conferences are a way of introducing the city to people in all sorts of different industries and businesses," Jameson said. "I think it's important not to let the opportunity slip through our fingers."

A group called Together Fort Worth was recently formed to support Proposition A. In a press release, the group says the tax increase and resulting convention center project will create jobs and contribute to Fort Worth's economy.

Attorney Brian Newby is chair of the organization, which is also supported by community leaders, including Pam Minick of the National Cowgirl Museum and Hall of Fame and former council member Sal Espino.

“With phase 2 Convention Center improvements, Fort Worth will be home to more conventions and meetings, which helps generate good local jobs and economic opportunities, without increasing our property taxes ... Fort Worth wins when visitors spend,” Newby said in the release.

How do cities take on debt?

Cities can take on different kinds of debt depending on its purpose, according to the Texas comptroller. Some require voter approval, such as bond debt. Other types of debt, such as certificates of obligation, allow the city to issue debt quickly without voter approval. Both types of debt allow cities to pay for capital projects over time.

Cities often use debt to fund major construction projects through bond elections — voters approved a \$560 million bond in May 2022. And the city paid for its portion of Dickies Arena’s cost through Special Tax Revenue Bonds — a type of debt voters approved in November 2014.

Visitors to the Fort Worth Convention Center said they enjoyed the location and amenities surrounding the convention center. Hundreds of people flocked to Fort Worth for the Texas Water Conference the week of April 8. Lindy Eppinger, who came from Phoenix, Arizona, to attend, said she liked the convention center facilities and noted attendance at the Fort Worth conference broke records.

Bradley Wilhelm, with Corix Utilities, said he likes the location of the convention center. It was his first time coming to the building for a conference, but he’s been there before for volleyball tournaments. The proximity to restaurants is just enough to make him work up an appetite.

Both Eppinger and Wilhelm said hotel occupancy taxes aren’t on their minds when deciding whether to go to a conference.

“If you gotta stay somewhere, you gotta stay somewhere.” Wilhelm said.

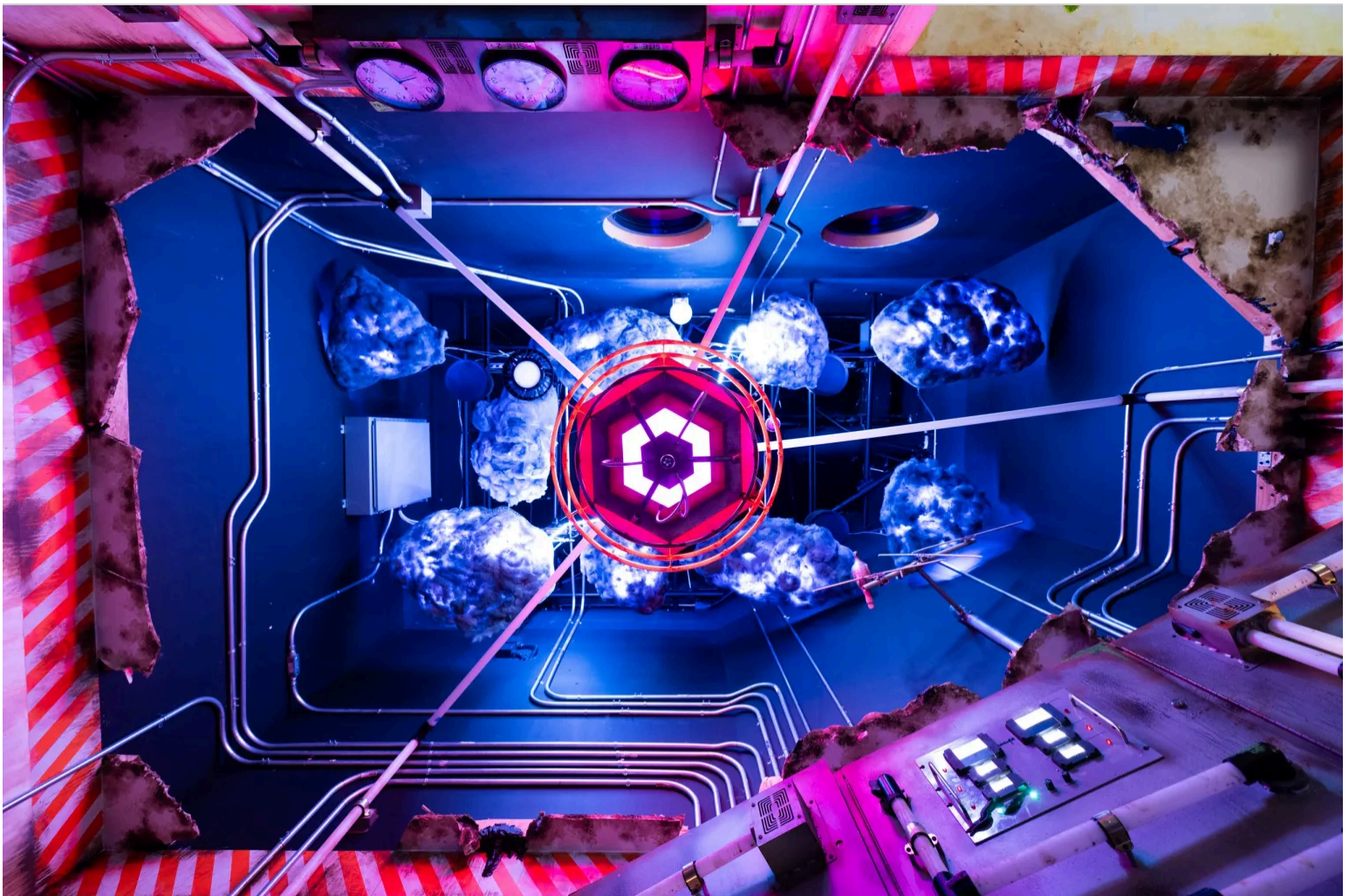
Early voting will begin April 22 and end April 30. Election Day is Saturday May 4, for more information about voting locations and to review a sample ballot, go [here](#).

Rachel Behrndt is a government accountability reporter for the Fort Worth Report. Contact her at rachel.behrndt@fortworthreport.org or via [X](#).

BUSINESS

Shopping, food and drink remain hot as JLL names new retail leader for Dallas-Fort Worth

by Bob Francis
April 22, 2024 4:13 pm



Meow Wolf Grapevine opened in 2023. (Courtesy photo | Meow Wolf)

As the retail market — particularly in Dallas-Fort Worth — continues to show strength, JLL has added a new leader in that space in North Texas.

Longtime retail services veteran Michael Wheat has joined the commercial real estate broker as managing director of its North Texas retail group. Prior to joining JLL, Wheat served as the managing director, overseeing leasing for the portfolio of the U.S. at Cypress Equities, where he managed leasing and asset management efforts for a portfolio of about 10.5 million square feet.

A recent JLL report on the retail market cited Sun Belt cities, in particular Dallas-Fort Worth, as leading the nation in retail growth. That is one big reason Wheat said he was eager to get involved in the market.

“Let’s face it, we all enjoy, and have enjoyed for many years, one of the best markets in the entire country,” he said. “We’ve got a nice long path ahead of us. It’s not slowing down.”

Wheat said entertainment, food and beverage, and experiential concepts seem the strongest at the moment. He said new concepts will continue to come to the area as the population increases and more companies move headquarters and divisions to the area. After several years of declines, Wheat is also seeing more brick-and-mortar retail concepts finding success.

“The one sort of positive item that came out of COVID is that people missed interacting,” he said. “I think a lot of what we’re seeing with these newer projects, whether it’s a mixed-use project, or just a new retail center is that food and beverage component, along with the right type entertainment or experiential component.”

That’s not to say new technologies won’t play a part in retail in the area. JLL notes that Walmart is expanding its drone deliveries in the Dallas-Fort Worth area to 75% of the region’s population by the end of the year.

Grocery-anchored centers remain the highest-demand part of the retail market. In 2023, more than 20% of total retail transaction volume was from grocery-anchored centers.

“It makes sense, in a growing population area like this, that grocery will remain strong,” Wheat said.

Wheat said some of the retail concepts he sees coming to the area are national, but that there are plenty of local, boutique-type retail offerings in the pipeline as well.

“These retailers both from a local and national standpoint are wanting to be at a certain destination,” he said. “They’re saying, ‘This is where I want to be.’ They want to be part of something. It’s exciting.”

While interest rates remain high, Wheat said the Dallas-Fort Worth area firms seem to make it work.

“In markets like this, people have figured out how to make the economics work,” he said. “At the end of the day, if the demand is here, and if you can pencil it out financially, then there’s going to continue to be opportunities.”

Home prices hold steady

March wasn’t exactly idle, but home prices stayed the course in March in Fort Worth, according to data from Texas Real Estate Research Center at Texas A&M University. The median home price in Fort Worth was \$329,995, a 0.3% increase from March 2023.

Inventory continued to climb as sellers who have been waiting for the right moment to list their homes started to make some moves. Fort Worth inventory in March was 2.7 months and Tarrant County was 2.6 months. Though the movement is in the right direction, the need for available homes continues.

“Now that mortgage rates have stabilized, the spring buyers and sellers have started to enter the market,” said Blake Barry, 2024 president of the Greater Fort Worth Association of Realtors and a Realtor at Williams Trew. “Having a financing plan in place and a Realtor you can trust will be essential to moving quickly when the right home hits the market.”

There were 944 homes sold in Fort Worth in March, 7.7% less than in March 2023.

Residential real estate buyers and sellers have been watching the market closely since the news from the National Association of Realtors regarding their proposed settlement agreement. As no changes are set to go into effect until July, buyers and sellers should expect business as usual in the short term, according to the Greater Fort Worth Association of Realtors.

“While modest sales growth might not stir excitement, it shows slow and steady progress from the lows of late last year,” said National Association of Realtors chief economist Lawrence Yun. “Ongoing job gains are clearly increasing demand along with more inventory.”

Real estate deals

Spire Realty Group selected corporate real estate advisory firm Citadel Partners to lead the leasing efforts of One City Place and Two City Place.

Citadel Partners market leader Cullen Donohue and market principal Andy Goldston will manage the leasing efforts for the Class A office project.

The 19-story, Class A twin towers have 531,468 square feet of office space.

City Place was originally built as the headquarters for Tandy Corp. and RadioShack. Between the two office towers, Tandy built an upscale retail shopping center with an indoor ice rink and a subway system to transport customers to and from their vehicles. One of the subway cars is housed in the building. Spire Realty purchased the project in 2011.

Windhaven Investments Inc. acquired a 9.98-acre infill parcel at 3300 FM 157 in Euless, Texas, near Dallas Fort Worth International Airport. Younger Partners executive managing director John St. Clair and associate Luke Nolan brokered the deal between the buyer and seller, ClubWise Finance. The sale price was not disclosed.

Zoned light industrial, the acreage fronts Euless' major north/south FM 157 route. The land's proximity to DFW Airport and access to Texas Highways 10 and 183 generated potential buyer interest but "Windhaven had the confidence in the tract to close it," St. Clair said.

The current buyer plans to hold the land for investment, potentially repositioning it for future sale or attracting developers.

Multifamily train design

Burleson has a long history with the railroad, so it makes sense that a new apartment complex reflects the city's past.

Merriman Anderson Architects has completed a multifamily project in Burleson called the Depot on Main which is two five-story apartment buildings totaling 275 units. The firm provided architecture, interior design and other services.

Merriman Anderson Architects used a modern industrial design style with black finishes, and materials such as wood, dark metal and steel along with brick featured throughout the space. Linear lights replicating train lights, a train depot station wall covering and other nods to the Old Town district of Burleson were also incorporated in the public areas through artwork and accessories.

Realty Capital Residential is the developer, and Muckleroy & Falls was the contractor for the project.

Do you have something for the Bob on Business column? Email Bob Francis at bob.francis@fortworthreport.org.