



**Board of Directors Meeting**

**Monday, June 24, 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	P				
4	Stewart, Jr	Richard	#	P	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	P				
8	Mahoney	William	P	P	P	P	P	*	P	P				
9	Gears	Herbert	P	P	P	P	P	#	P	P				
10	Hoskins	Nydia	*	*	P	P	*	P	*	P				
11	Kang	Julia	P	P	#	P	P	P	P	P				
12	Malcolm	Greg	P	P	P	P	P	P	P	P				
13	Cole	David	P	P	P	*	P	P	P	*				
	Bowman	Beth	P	P	P	P	P	*	P	P				
	Burke	Dallas	#	#	*	P	*	*	P	P				
	DeBeaudry	Tommy	*	P	*	P	P	*	P	*				
	Fenley-Garcia	Stephanie	P	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	P				
	Philipp	Joe	P	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	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, June 24, 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 May 20, 2024
3. Accepting the ICVB Financial Reports for May 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for April 2024

**Individual Consideration**

6. Overview of Budget and Marketing Plan for FY 2024-25
7. Approving the ICC Capital Improvement Plan
8. Accepting the Strategic Plan Annual Update
9. Accepting the Destinations International Code of Ethics

**Board Reports**

10. Board Chair Report
  - a. Marketing Manager Kayla Mansour – 10 year Service Award
  - b. New Employee Introductions
    - Marketing and Communications Specialist Breahn Fisher
    - ICVB Sales Manager Breanna Gallagher
  - c. Next Meeting July 29, 2024
11. Board Committee Reports
  - a. Board and Business Development – Sam Reed
    - Recap of June 14 Committee Meeting
    - Next Meeting – September 13
  - b. Community Engagement – Colvin Gibson
    - High Spirited Citizen Luncheon – October 25
    - Next Meeting – July 9
  - c. Destination Development – Greg Malcolm
    - Next Meeting – August 13

---

## AGENDA - Continued

---

- 12. 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
  
- 13. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
- 14. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
- 15. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm/Kim Limon
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
  
- 16. 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, JUNE 24, 2024  
ARTICLES: TABLE OF CONTENTS**

Article: José Andrés reminds operators of their crucial community role at Restaurant Show  
Keynote

Article: Senate Committee on Natural Resources and Economic Development

Article: CoStar News - Signs of More Office Demand Raise Optimism for Recovery

Article: Wall Street Journal - He Thinks Your Next Vacation Should Be in Detroit. Yes, He's  
Serious. - WSJ

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

## **AGENDA ITEMS**

**MINUTES**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, May 20, 2024**  
**Irving Convention Center**  
**500 W. Las Colinas Blvd. – Junior Ballroom C-D**  
**Irving, Texas 75039**

Attendance: Richard Stewart, Jr. – Board Chair; Board Vice Chair Herb Gears, Beth Bowman, Dallas Burke, Stephanie Fenley-Garcia, Colvin Gibson, Nydia Hoskins, Julia Kang, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Sam Reed, Brad Watson – Board Members; Mayor Rick Stopfer, Assistant City Manager Orlando Sanchez, Finance Director Brad Duff, and Senior Assistant City Attorney Christina Weber, Councilman Al Zapanta – City of Irving; Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, 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.

#### CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for April 22, 2024
- Accepting ICVB Financial Reports to April 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for March 2024

Stewart asked for a motion to approve the Consent Agenda as presented, with a motion from Board member William Mahoney, and a second from Board Vice Chair Herb Gears, the motion passed unanimously.

#### BOARD CHAIR REPORT

- Stewart made note the June Board meeting will include the FY2024-25 budget presentation.

#### 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:

- Gibson thanked Board members and ICVB staff who assisted with the Heritage Society Fish Fry and Cake Auction on May 10.
- Appreciates all who have submitted a High Spirited Citizen nominations. Pending nominations are being evaluated. The HSC Luncheon is scheduled for October 25, 2024, at the Irving Convention Center.
- The next Committee meeting is July 9.

#### Destination Development Committee

Committee Chair Greg Malcolm reported:

- Malcolm gave a recap of the May 14 Committee meeting at Rayleigh Underground in Toyota Music Factory. The Committee received a presentation from General Manager Johnalee Estrada and a tour of the facility.
- The next Committee meeting is August 13.

#### CITY REPORT

Councilman Al Zapanta reported:

- City Council spent time last week going over the FY2024-25 budget and reviewing items to put forward for the final budget presentation.

Mayor Rick Stopfer reported:

- City Council budget meeting includes reviewing an increased homestead exemption for people over 65, working with legislature property tax issues, raising the homestead exemption to 30-40% and recommending a 3% property tax cap v. 5%. Will review budget with each department.
- Traveling to Austin to meet with Texas legislators in the next few weeks.
- Bond sales of \$30 million for the year include moving forward with new Fire Station 8 and new equipment. There is an increase in pricing and long wait time for fire equipment. Once the contract has been issued, the funds are required to be in reserve to cover the contract.
- The City Hall Complex Bond Proposal did not pass in the recent election. Now looking at improvements for current City Hall.
- There have been several economic development wins and expansions in the area.
- Congratulated the ICC and ICVB teams on the recent Texas Nightmare event at the Convention Center. It was orchestrated with efficiency and was a spectacular event.
- Recent ribbon cuttings included one for Hyosung Americas, a leader in ARM hardware and software services. The new warehouse and storage facility are 66% larger than their prior facilities.
- The City is moving forward with the Parks and Recreation improvements for pickleball courts, a new senior center, and an aquatic facility. This is the product of a great relationship with the Chamber, ICVB, Arts Center, Parks and Recreation Department, and City management.

Assistant City Manager Orlando Sanchez reported:

- Congratulated Councilman Al Zapanta and Councilman Dennis Webb for their re-election to Council. There is a run-off election on June 15 for Council Place 4.
- Mustang Park and Senter Park projects will be completed in 2026 with close to \$100 million in renovations.
- Construction work has begun at Toyota Music Factory and scheduled for completion Fall 2024.
- Grand Opening of the Central Fire Station is scheduled for July 2024.
- Small Business Program Grant applications are available on the City's website.
- The City is hiring for several seasonal jobs.
- Irving Interchange Ribbon Cutting is scheduled for May 8. The interchange will help with traffic flow.
- Commuters are encouraged to report potholes to the hotline at 972-721-7303. The hotline is available 24-hours a day.
- City Hall will be closed for Memorial Day on Monday, May 27 and there will be no trash pick-up this day.

- Sparks & Stripes Fourth of July parade will begin on July 4 at 9:00 a.m. in the Heritage District; fireworks will be held on July 3 at Levy Event Plaza.
- The 2024 Infrastructure Summit is scheduled for August 8-9 at the Irving Convention Center.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

Executive Director Maura Gast reported:

- New Board Orientation is scheduled for Friday, May 31 with breakfast available at 7:30 a.m. and meeting start at 8:00 a.m. The meeting is open to anyone, and a back-of-house ICC tour will be available.
- Gast echoed Gibson's comments on the Heritage Society Fish Fry and Cake Auction. It is the first time the ICVB has had a presence at the event, and it is a good outreach of the Community Engagement Committee. She thanked staff for all their efforts to make the afternoon event successful. High Spirited Citizen brochures were available and distributed for nomination support.
- Last week, ICVB hosted a ribbon cutting at the Convention Center for the DFW Minority Supplier Development Council with the Mayor in attendance. This event was the first contract signed for the building; this building was also the City's first to achieve MWBE participation goals.
- ICVB is also in the budget process for FY2024-25. The Marketing Plan and Operating Budget will be presented at the June 24 Board meeting.
- The High Spirited Luncheon and the Infrastructure Summit are both scheduled at the Convention Center.
- After the Destination Development Committee, several questions regarding the parking policy at the Toyota Music Factory were raised. Gast gave a brief presentation of the policy and noted changes may be made once construction has been completed. Brookfield Management is trying to push concert traffic to the Urban Towers garage. There will be a walkway from the Wells Fargo campus to the Bar Louie entrance area. It has been a rainy start to the construction but expecting to be completed by October 1.
- Texas Nightmare event was at the Convention Center over the weekend and is always a successful event.

Director of Sales Matt Tungett reported:

- April has been slow in terms of bookings, but May has picked up.
- April was busy for staff travel and events. Connect Marketplace Spring Showcase was the biggest event with two sales staff attending. There was a good turnout and several appointments scheduled.
- Conference Direct Annual Partner Meeting is in May at Loews Arlington Hotel and Conference Center. It is a good show and have booked business from that event in the past.
- Matt attended Sports ETA, a sports convention in Portland; he met several people familiar with the location and asking about sports field access.
- Clients were invited to the Total Eclipse in the Park event and to the Invited Celebrity Golf Classic, where Sales hosted a hospitality area on the 18<sup>th</sup> green.
- New Sales Manager will be invited to the June Board meeting for an introduction.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- There are record-breaking analytics due to the Total Eclipse in the Park and Celebrity Golf Classic programs.
- Website sessions increased 64% year-over-year with 107,438 total sessions and 95,328 active users.
- April had over 11,713 blog pageviews.
- Staycations Campaign generated 9,257 hotel referrals and a 42.5% conversion rate.
- Event Micro-Campaigns generated 5,281 website visits.
- The Business Impact report tracks social media impressions and a map showing hotel, restaurant, transportation, etc. is included in the packet. There were 75,440 impressions, 9,794 partner listing views and 4,302 partner listing referrals.
- Hosted the media center and sponsored Autograph Zone at the Invited Celebrity Golf Classic tournament.

#### Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- Hotel Performance and Short-Term Rental Data for March reports Occupancy if 70.3%, down 5.7% over last year. Average Daily Rate was \$127.28, an increase of 3.4% .
- Revenue Per Available Room was down at \$89.48.
- Symphony software produces graphs for easy reading and are included in the packet:
  - Last Six Months Performance – Occupancy 66.7%, ADR \$127.00, and RevPAR \$102.00, down 2.2%.
- Short Term Rental Air DNA and VRBO Data for March reports:
  - There were 503 available listings in Irving, 59.8% Occupancy, up 11.2% from last year. ADR was \$223.38, an increase of 9.2% over last year.
  - Comparable Subset reported Occupancy of 55.7%, up 3.1% from last year. ADR of \$113.76, a slight increase of 0.7%.
- The Administration/Finance team rolled out a new expense software system and working on the FY2024-25 budget.
- Continue to work on the Board portal for up-to-date agendas, packets; encourage Board members to check the portal for the wealth of information stored there.

#### CONVENTION CENTER MANAGEMENT

Assistant General Manager Jeremy Pierce reported:

- The Convention Center has been extremely busy the last few months.
- The building hosted 18 events with 16,000 attendees.
- ICC staff attended Fired Up! training, and everyone enjoyed the day and learned a lot about each other.
- Hired two sales managers.
- The ICC Finance team is working hard training on a new software.
- Texas Nightmare event was an amazing weekend. This was their second year here. The ICC team had some fun customizing the building with themed decorations. This event still has room to grow. Overshot their projected attendance of 6,000 all weekend.

Gast added the ICC team did a phenomenal job in decorating the Café and Concessions, and the client loved it. The event was at the Sheraton in 2006, outgrew there and added overflow at the Westin DFW



Airport, then to the Hyatt Grapevine. The Westin Convention Center Hotel was a major decision point in coming to the Convention Center. The Irving Marathon Fiesta de Mayo event was on Saturday on Las Colinas Blvd. and the area was remarkably busy. We are working to get Texas Frightmare back for two more years, hopefully on Memorial Day weekend.

#### INDUSTRY PARTNERS

No report from The Pavilion at Toyota Music Factory/Live Nation. Stewart commented the parking at Toyota Music Factory and The Pavilion will be challenging over the summer due to construction.

#### Hotel Industry Updates

Board member Greg Malcolm reported:

- STR Reporting for Irving in April 2024:
  - Occupancy was 73.6% for the City.
  - Average Daily Rate was \$135.68, up slightly.
  - RevPAR was up \$99.87, up 6.1% from last year.
  - South Irving reports Occupancy of 75.2%, Average Daily Rate of \$140.94, RevPAR \$106.04
  - As a whole the industry is down 4.6% in Occupancy, but Average Daily Rate is up 5.4%.

Board member Nydia Hoskins reported:

- Omni Las Colinas in April showed total Occupancy of 68.5%.
- Average Daily Rate of \$235.67 and RevPAR at \$156.89.
- Total Revenue per Occupied Room had an increase, just under \$400.00.
- Banquets and Catering are strong.
- The renovation is progressing and knocking down the first wall, contractor has set up an office, and the first round of completed rooms will be available mid-July, including the Presidential and Governor's suites.

#### Restaurant Industry Update

No report this month.

#### Industry-At-Large Report

Board member Stephanie Fenley Garcia reported:

- The Center for Exhibition Industry Research (CEIR) announced last week that B-2-B exhibitions industry continues to rebound, with further improvement in the first quarter of 2024.
- Continued improvement in metrics, and an especially strong rebound of exhibition attendance.
- CEIR has an index of overall exhibition showing performance up 4.3% over a year ago, and only 7.7 points down against pre-pandemic 2019. Seeing an improvement in the industry.
- Thanked the ICVB for their sponsorship and Board presence of the Heritage Society Fish Fry and Cake Auction. The updated table decorations and parking lot shuttle service were a hit, and the weather was beautiful.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD and Irving Flood Control District Dallas Burke reported:

- Flood control efforts for the three flood districts. Rainfall totals since January 1, 2024:
  - DFW Airport – 20.44 inches. The sixth wettest all-time rainfall in that period.
  - DCURD- Las Colinas – 24 inches. The third wettest.
  - IFCD I – 27 inches.
  - IFCD III Valley Ranch – 24 inches.
  - Expecting 1-3 inches of rain this Wednesday through Friday.
- Crews have been working several hours of overtime on the weekends for flood control duty.
- Heavy flow in the Elm Fork area from the upstream lakes will keep the river near flood level for at least a few more weeks. The lakes have been holding water to avoid flooding communities downstream.
- Yard clippings are clogging the storm drains. The City and DCURD are having to remove all that material. On average removing more than 50 tons of debris from DCURD waterways alone.

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair Brad Watson reported:

- Unemployment rate for Irving in April was 3.2%, Texas reports 4% and National rate is 3.5%. Irving has remained below 4% since 2022.
- The Economic Development team hosted the 6<sup>th</sup> Annual Small Business Blitz, visited 1,000 businesses and ended with a celebration at Rayleigh Underground for “Best in Irving” awards, resource fair and networking event.
- PowerHouse Data Centers campus will be set in the old Neiman Marcus warehouse facility. Construction will begin early 2025.
- The 2<sup>nd</sup> Annual Mexican Heritage Cultural event at Levy Plaza on June 8 will provide a sensory and cultural experience. Tickets can be purchased in advance at [www.expotequilamezcal.com](http://www.expotequilamezcal.com)

Irving Arts and Culture

No report this month.

Las Colinas Association

Board member Hammond Perot reported:

- Hosted the Carpenter Cup Golf Tournament at Hackberry Creek Golf Club on May 7 between three country clubs, and the Hackberry Creek team came in first place.
- Hosted the second Mandalay Light Club event with 300-400 people in attendance. Venetian Terrace Restaurant was overflowing with guests. Everyone was pleased with the event. The next Light Club will be June 5-6.
- Rolling out a new payment portal on the LCA webpage.
- Landscaping projects are being challenged by weather and rain.
- The security services contracts, which is for alarm and dispatch services, are up for renewal at the end of July.
- Changing out the Flower Clock decorations for Memorial Day.

TIF  
No report this month.

With no further discussion, Stewart adjourned the meeting at 12:41 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
May 2024



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
MAY 2024

**Assets**

Cash and equivalents	1,446,062.45
Investments	5,701,130.00
Receivables	6,263.89

**Total Assets**

**7,153,456.34**

**Liabilities**

Accounts payables	17,406.25
Unearned revenue	2,369,726.51
Due to other funds	2,026.60

**Total Liabilities**

**2,389,159.36**

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	732,793.04
Unreserved	4,031,503.94

**Total Fund Balance**

**4,764,296.98**

**Total Liabilities and Fund Balance**

**7,153,456.34**



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	845,754.69	4,293,468.52	10,089,968.00	42.6%	0.00	5,796,499.48
	PENALTY AND INTEREST	1,798.86	14,820.01	0.00	100.0%	0.00	(14,820.01)
	PRIOR YEAR	7,726.38	75,082.85	0.00	100.0%	0.00	(75,082.85)
	SHORT-TERM RENTALS	26,272.79	134,522.73	0.00	100.0%	0.00	(134,522.73)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>881,552.72</b>	<b>4,517,894.11</b>	<b>10,089,968.00</b>	<b>44.8%</b>	<b>0.00</b>	<b>5,572,073.89</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,350,671.47	2,298,790.00	58.8%	0.00	948,118.53
<b>M4 - INVESTMENT INCOME</b>							
		24,889.71	147,034.07	120,000.00	122.5%	0.00	(27,034.07)
<b>M5 - MISCELLANEOUS</b>							
		0.00	13,498.00	20,000.00	67.5%	0.00	6,502.00
<b>TOTAL REVENUE</b>		<b>906,442.43</b>	<b>6,029,097.65</b>	<b>12,528,758.00</b>	<b>48.1%</b>	<b>0.00</b>	<b>6,499,660.35</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		313,330.58	1,726,647.21	3,189,235.00	54.1%	0.00	1,462,587.79
<b>N2 - BENEFITS</b>							
		57,665.56	346,955.45	594,135.00	58.4%	0.00	247,179.55
<b>N4 - SUPPLIES</b>							
		1,043.02	21,519.03	73,110.00	29.4%	0.00	51,590.97
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		596.44	12,899.76	27,500.00	46.9%	0.00	14,600.24
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	4,432.88	31,443.73	175,530.00	17.9%	0.00	144,086.27
	FREIGHT	186.19	2,561.77	4,700.00	54.5%	0.00	2,138.23
	MARKETING AND SALES RESOURCES	150.49	29,582.73	74,500.00	39.7%	0.00	44,917.27
	MEDIA ADVERTISING	27,316.95	319,284.74	632,567.83	50.5%	251,874.05	61,409.04
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	1,324.32	1.36
	PROFESSIONAL SERVICES	116,764.50	1,512,687.69	2,581,150.00	58.6%	443,849.67	624,612.64
	PROPERTY MANAGEMENT SERVICES	0.00	698,003.00	1,395,000.00	50.0%	0.00	696,997.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>148,851.01</b>	<b>2,594,887.98</b>	<b>4,866,097.83</b>	<b>53.3%</b>	<b>697,048.04</b>	<b>1,574,161.81</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	32,024.04	281,888.64	577,000.00	48.9%	0.00	295,111.36
	MILEAGE REIMBURSEMENT	0.00	876.07	3,600.00	24.3%	0.00	2,723.93
	MEMBERSHIP AND DUES	1,880.00	37,632.90	78,990.00	47.6%	0.00	41,357.10
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>33,904.04</b>	<b>320,397.61</b>	<b>659,590.00</b>	<b>48.6%</b>	<b>0.00</b>	<b>339,192.39</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	75,925.00	151,850.00	50.0%	0.00	75,925.00
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	35,262.10	180,715.74	403,600.00	44.8%	0.00	222,884.26
	BUSINESS DEV INCENTIVE PROG	22,419.00	284,838.66	450,000.00	63.3%	0.00	165,161.34
	CONVENTION SERVICES MATERIALS	1,986.60	38,433.10	98,350.00	39.1%	7,945.00	51,971.90
	EVENT SPONSORSHIPS	0.00	121,167.75	167,500.00	72.3%	0.00	46,332.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	59,627.34	248,807.44	440,610.00	56.5%	27,800.00	164,002.56
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>119,295.04</b>	<b>873,962.69</b>	<b>1,565,060.00</b>	<b>55.8%</b>	<b>35,745.00</b>	<b>655,352.31</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	45,000.00	0.0%	0.00	45,000.00
<b>P5 - TRANSFERS OUT</b>							
	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
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>116,995.00</b>	<b>2,536,216.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>2,419,221.00</b>
<b>TOTAL EXPENDITURES</b>		<b>674,685.69</b>	<b>6,090,189.73</b>	<b>13,707,793.83</b>	<b>44.4%</b>	<b>732,793.04</b>	<b>6,884,811.06</b>

Beginning Fund Balance	4,825,389.06
Revenues	6,029,097.65
Expenditures	(6,090,189.73)
<b>Ending Fund Balance</b>	<b>4,764,296.98</b>

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



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

**Assets**

Cash and equivalents	1,928,455.17
Investments	2,103,000.00
Receivables	8,008,030.34

**Total Assets**

**12,039,485.51**

**Liabilities**

Unearned revenue	1,866,720.43
Deferred inflow	7,860,820.90
<b>Total Liabilities</b>	<b><u>9,727,541.33</u></b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,311,944.18
<b>Total Fund Balance</b>	<b><u>2,311,944.18</u></b>

**Total Liabilities and Fund Balance**

**12,039,485.51**



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	(405.76)	90,137.00	-0.5%	0.00	90,542.76
	<b>M4 - INVESTMENT INCOME</b>	9,185.57	65,573.76	60,000.00	109.3%	0.00	(5,573.76)
	<b>M5 - MISCELLANEOUS</b>	25,043.71	200,349.68	333,858.00	60.0%	0.00	133,508.32
	<b>M6 - TRANSFER FROM ICVB GENERAL</b>	0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
<b>TOTAL REVENUE</b>		<b>34,229.28</b>	<b>265,517.68</b>	<b>2,403,216.00</b>	<b>11.0%</b>	<b>0.00</b>	<b>2,137,698.32</b>
<b>EXPENDITURES</b>							
	<b>N4 - SUPPLIES</b>	0.00	63,608.46	63,609.00	-100.0%	0.00	0.54
	<b>N7 - STRUCTURE MAINTENANCE</b>	0.00	505,474.75	1,050,425.00	48.1%	0.00	544,950.25
	<b>O3 - OUTSIDE SERVICES</b>	0.00	28,398.05	28,399.00	100.0%	0.00	0.95
	<b>P1 - CAPITAL EXPENDITURES</b>	0.00	25,773.49	348,229.00	7.4%	0.00	322,455.51
<b>TOTAL EXPENDITURES</b>		<b>0.00</b>	<b>623,254.75</b>	<b>1,490,662.00</b>	<b>41.8%</b>	<b>0.00</b>	<b>867,407.25</b>

Beginning Fund Balance	2,669,681.25
Revenues	265,517.68
Expenditures	(623,254.75)
Ending Fund Balance	<u>2,311,944.18</u>

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





Irving Convention and Visitors Bureau

Check Register

May 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063923	5/2/2024	<b>ALBERT TALLEY</b> BUSINESS DEV INCENTIVE PROG	TEXAS STEEL GUITAR ASSOCIATION/MAR 2024	3,560.00		3,560.00
80063924	5/2/2024	<b>AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC</b> ACCOUNTS PAYABLE	APR 2024 - RECEIPTS	73,479.71		73,479.71
80063925	5/2/2024	<b>ASHFORD TRS CORPORATION</b> BUSINESS DEV INCENTIVE PROG	TSPE STATE MATHCOUNTS COMPETITION/MAR 2024	5,455.00		690.00
		BUSINESS DEV INCENTIVE PROG	GALDERMA NEW HIRE TRAINING/APR 2024			1,770.00
		BUSINESS DEV INCENTIVE PROG	HEART OF TEXAS LINE DANCE/APR 2024			2,995.00
80063926	5/2/2024	<b>BH DFW PROPERTY LP</b> BUSINESS DEV INCENTIVE PROG	DLAT SOUTHWEST CONFERENCE/APR 2024	2,120.00		2,120.00
80063927	5/2/2024	<b>BOYER JAUDES, CAROL</b> COMMUNICATIONS	FEB 2024 - CELL	150.00		75.00
		COMMUNICATIONS	MAR 2024 - CELL			75.00
80063928	5/2/2024	<b>DEBBIE SARDONE</b> BUSINESS DEV INCENTIVE PROG	CBF RETREAT/APR 2024	4,345.00		4,345.00
80063929	5/2/2024	<b>ECHO COVE ENTERPRISES, LLC</b> CONVENTION SERVICES MATERIALS	VISIT IRVING LANYARDS	21,925.00		21,925.00
80063930	5/2/2024	<b>ESPINOZA, ANABEL</b> COMMUNICATIONS	FEB 2024 - CELL / MILEAGE	164.67		75.00
		MILEAGE REIMBURSEMENT	FEB 2024 - CELL / MILEAGE			6.56
		COMMUNICATIONS	MAR 2024 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	MAR 2024 - CELL / MILEAGE			8.11
80063931	5/2/2024	<b>FEDERAL EXPRESS CORPORATION</b> FREIGHT	SHIPPING	246.52		6.97
		FREIGHT	SHIPPING			86.79
		FREIGHT	SHIPPING			40.14
		FREIGHT	TOTAL ECLIPSE IN THE PARK - SHIPPING			112.62
80063932	5/2/2024	<b>FEDERAL EXPRESS CORPORATION</b> FREIGHT	SHIPPING	439.89		82.00
		FREIGHT	SHIPPING			357.89
80063933	5/2/2024	<b>FLOWSERVE CORPORATION</b> BUSINESS DEV INCENTIVE PROG	PB FLOWSERVE HR MEETING/MAR 2024	200.00		200.00
80063934	5/2/2024	<b>FOJTASEK, LORI</b> MILEAGE REIMBURSEMENT	MAR 2024 - MILEAGE / MISC	162.42		14.67
		LOCAL PROGRAMS-PROMOTIONS	MAR 2024 - MILEAGE / MISC			10.00
		COMMUNICATIONS	FEB 2024 - CELL / MILEAGE / MISC			75.00
		MILEAGE REIMBURSEMENT	FEB 2024 - CELL / MILEAGE / MISC			57.75
		LOCAL PROGRAMS-PROMOTIONS	FEB 2024 - CELL / MILEAGE / MISC			5.00
80063935	5/2/2024	<b>FOSTER, WENDY</b> COMMUNICATIONS	FEB 2024 - CELL / MILEAGE / MISC	110.12		75.00
		MILEAGE REIMBURSEMENT	FEB 2024 - CELL / MILEAGE / MISC			25.12
		CONVENTION SERVICES MATERIALS	FEB 2024 - CELL / MILEAGE / MISC			10.00
80063936	5/2/2024	<b>GROVES, DONNA</b> COMMUNICATIONS	FEB 2024 - CELL	130.00		65.00
		COMMUNICATIONS	MAR 2024 - CELL			65.00
80063937	5/2/2024	<b>HCD DALLAS CORPORATION</b> BUSINESS DEV INCENTIVE PROG	SMU DEDMAN SCHOOL OF LAW/MAR 2024	5,885.00		1,770.00
		BUSINESS DEV INCENTIVE PROG	SOBER SIS RETREAT/APR 2024			2,295.00
		BUSINESS DEV INCENTIVE PROG	NAFA TECHNICAL SEMINAR/APR 2024			1,820.00



Irving Convention and Visitors Bureau

Check Register

May 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063938	5/2/2024	HOPKINS, CHERYL		265.00		
		COMMUNICATIONS	FEB 2024 - CELL			75.00
		COMMUNICATIONS	JAN 2024 - CELL			75.00
		COMMUNICATIONS	MAR 2024 -CELL			75.00
		LOCAL PROGRAMS-PROMOTIONS	SMART MEETINGS 2024			40.00
80063939	5/2/2024	IRVING MARATHON GROUP LLC		8,000.00		
		EVENT SPONSORSHIPS	2024 IRVING MARATHON SPONSORSHIP-PYMT 2			8,000.00
80063940	5/2/2024	LAUDA, MARIANNE		155.36		
		COMMUNICATIONS	MAR 2024 - CELL			75.00
		COMMUNICATIONS	FEB 2024 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	FEB 2024 - CELL / MILEAGE			5.36
80063941	5/2/2024	LEVINE, KATHY		65.44		
		COMMUNICATIONS	MAR 2024 - CELL			65.44
80063942	5/2/2024	LOPEZ, BRENDA		75.00		
		COMMUNICATIONS	MAR 2024 - CELL			75.00
80063943	5/2/2024	MANSELL, LORI		301.92		
		COMMUNICATIONS	JAN 2024 - CELL			45.72
		TRAVEL AND TRAINING	TSAE WOMEN'S SUMMIT			5.00
		COMMUNICATIONS	FEB 2024 - CELL			45.60
		COMMUNICATIONS	MAR 2024 - CELL			45.60
		TRAVEL AND TRAINING	SOUTHWEST SHOWCASE			160.00
80063944	5/2/2024	MANSOUR, KAYLA		75.00		
		COMMUNICATIONS	FEB 2024 - CELL			75.00
80063945	5/2/2024	MEETING PROFESSIONALS INTERNATIONAL		3,200.00		
		MEDIA ADVERTISING	ADVERTISING			3,200.00
80063946	5/2/2024	NORTHSTAR TRAVEL MEDIA, LLC		6,000.00		
		MEDIA ADVERTISING	ADVERTISING			6,000.00
80063947	5/2/2024	PETTY, BRICE		66.15		
		COMMUNICATIONS	FEB 2024 - CELL			66.15
80063948	5/2/2024	PF AFF, DIANA		75.00		
		COMMUNICATIONS	MAR 2024 - CELL			75.00
80063949	5/2/2024	PROVIDENT RESOURCES GROUP, INC		1,100.00		
		BUSINESS DEV INCENTIVE PROG	TAHU ANNUAL CONFERENCE/APR 2024			1,100.00
80063950	5/2/2024	ROSE, SUSAN		75.00		
		COMMUNICATIONS	MAR 2024 - CELL			75.00
80063951	5/2/2024	SERVICE FIRST JANITORIAL, LLC		1,146.30		
		LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK - HOUSEKEEPING AT LEVY PLAZA			1,146.30
80063952	5/2/2024	SIRMEN, LORI		58.19		
		COMMUNICATIONS	DEC 2023 - CELL			75.00
		COMMUNICATIONS	JAN 2024 - CELL			75.00
		COMMUNICATIONS	MAR 2024 - CELL / MISC			75.00
		CLOUD BASED SOFTWARE SUB FEES	MAR 2024 - CELL / MISC			(90.79)
		COMMUNICATIONS	FEB 2024 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS	FEB 2024 - CELL / MISC			(151.02)
80063953	5/2/2024	SMG		27,843.70		
		BUSINESS DEV INCENTIVE PROG	TEDA SPRING ANNUAL STATE CONF/MAR 2024			1,415.00
		BUSINESS DEV INCENTIVE PROG	TEDA SPRING ANNUAL STATE CONF/MAR 2024			1,385.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAY 2024			25,043.70
80063954	5/2/2024	SMG		41,017.03		
		BUILDINGS MAINT	BCU BLOWER ASSEMBLY & MOTOR			6,095.43
		OFFICE FURN AND FIXT LESS 5000	FURNITURE/GLASS WALL - SMG ADMIN EXECUTIVE OFFICE			18,109.79
		OFFICE FURN AND FIXT LESS 5000	MUSTANG LOUNGE WALLS AND CHAIRS			16,811.81



Irving Convention and Visitors Bureau

Check Register

May 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063955	5/2/2024	<b>SOUTHERN BAPTISTS OF TEXAS CONVENTION</b> BUSINESS DEV INCENTIVE PROG	SBTC EVANGELISM/FEB 2024	1,935.00		1,935.00
80063956	5/2/2024	<b>SPORTS CLUB LC OWNER LLC</b> MEMBERSHIPS, CERTS, & LICENSES	APRIL 2024	1,200.00		1,200.00
80063957	5/2/2024	<b>STAMATS COMMUNICATIONS, INC.</b> MEDIA ADVERTISING	ADVERTISING	8,500.00		3,000.00
		MEDIA ADVERTISING	ADVERTISING			5,500.00
80063958	5/2/2024	<b>STAPLES INC</b> OFFICE SUPPLIES	OFFICE SUPPLIES	174.62		174.62
80063959	5/2/2024	<b>TEXAS STATE ASSOCIATION OF FIRE AND</b> BUSINESS DEV INCENTIVE PROG	SAFE-D CONFERENCE/FEB 2024	1,585.00		1,585.00
80063960	5/2/2024	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b> BUSINESS DEV INCENTIVE PROG	CONSERO OPERATIONS FORUM/MAR 2024	2,800.00		1,580.00
		BUSINESS DEV INCENTIVE PROG	CONSERO LITIGATION FORUM/APR 2024			1,220.00
80063961	5/2/2024	<b>TUCKER &amp; ASSOCIATES, LLC</b> PROFESSIONAL SERVICES	MAY 2024 - MONTHLY RETAINER / REIMBURSABLES	4,068.02		4,068.02
80063962	5/2/2024	<b>TUNGETT, MATT</b> COMMUNICATIONS	FEB 2024 - CELL / MISC	400.00		70.00
		LOCAL PROGRAMS-PROMOTIONS	FEB 2024 - CELL / MISC			10.00
		COMMUNICATIONS	MAR 2024 - CELL / MISC			70.00
		EVENT SPONSORSHIPS	MAR 2024 - CELL / MISC			250.00
80063963	5/2/2024	<b>WHITE, MONTY</b> COMMUNICATIONS	FEB 2024 - CELL	94.42		75.00
		COMMUNICATIONS	MAR 2024 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS	MAR 2024 - CELL / MISC			(55.58)
80063964	5/14/2024	<b>BH DFW PROPERTY LP</b> BUSINESS DEV INCENTIVE PROG	IGNITE-24 & KENWOOD DEALER ROADSHOW/APR 2024	1,364.00		1,364.00
80063965	5/14/2024	<b>CVENT INC</b> TRAVEL AND TRAINING	REGISTRATION - CVENT CONNECT TRADE SHOW	10,499.00		10,499.00
80063966	5/14/2024	<b>DELTA DELTA DELTA FRATERNITY</b> BUSINESS DEV INCENTIVE PROG	TRI DELTA ANNUAL CONFERENCE/APR 2024	4,385.00		4,385.00
80063967	5/14/2024	<b>FEDERAL EXPRESS CORPORATION</b> FREIGHT	SHIPPING	162.94		162.94
80063968	5/14/2024	<b>GREENSPRING MEDIA LLC</b> MEDIA ADVERTISING	ADVERTISING	1,946.00		1,946.00
80063969	5/14/2024	<b>IMAGO MEDIA, INC.</b> MEDIA ADVERTISING	ADVERTISING	321.50		321.50
80063970	5/14/2024	<b>LEWIS MARKETING PARTNERS, LLC</b> PROFESSIONAL SERVICES	TOTAL ECLIPSE IN THE PARK - MEDIA OUTREACH	1,950.00		1,950.00
80063971	5/14/2024	<b>MALONEY STRATEGIC COMMUNICATION INC</b> PROFESSIONAL SERVICES	2024 ICVB TOTAL ECLIPSE IN THE PARK - FINAL INVOICE	86,247.00		16,400.00
		PROFESSIONAL SERVICES	2023/2024 ICVB ADVERTISING MANAGEMENT Q3			26,550.00
		PROFESSIONAL SERVICES	2024 ICC INTERIOR UPDATE			27,620.00
		PROFESSIONAL SERVICES	2024 INVITED CELEBRITY CLASSIC EVENT			8,920.00
		PROFESSIONAL SERVICES	2024 ICVB #11 ENVELOPE REPRINT			6,757.00
80063972	5/14/2024	<b>MANUSAMA, DEBORA CHRISTY</b> PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - APR 7-30, 2024	2,561.00		2,561.00
80063973	5/14/2024	<b>PANADE II, LTD</b> BUSINESS DEV INCENTIVE PROG	LUANSHYA BOYS GOLF TOURNAMENT/MAY 2024	1,205.00		1,205.00
80063974	5/14/2024	<b>SPAETH COMMUNICATIONS INC</b> TRAVEL AND TRAINING	CRISIS COMMUNICATIONS AND MEDIA TRAINING	5,000.00		5,000.00



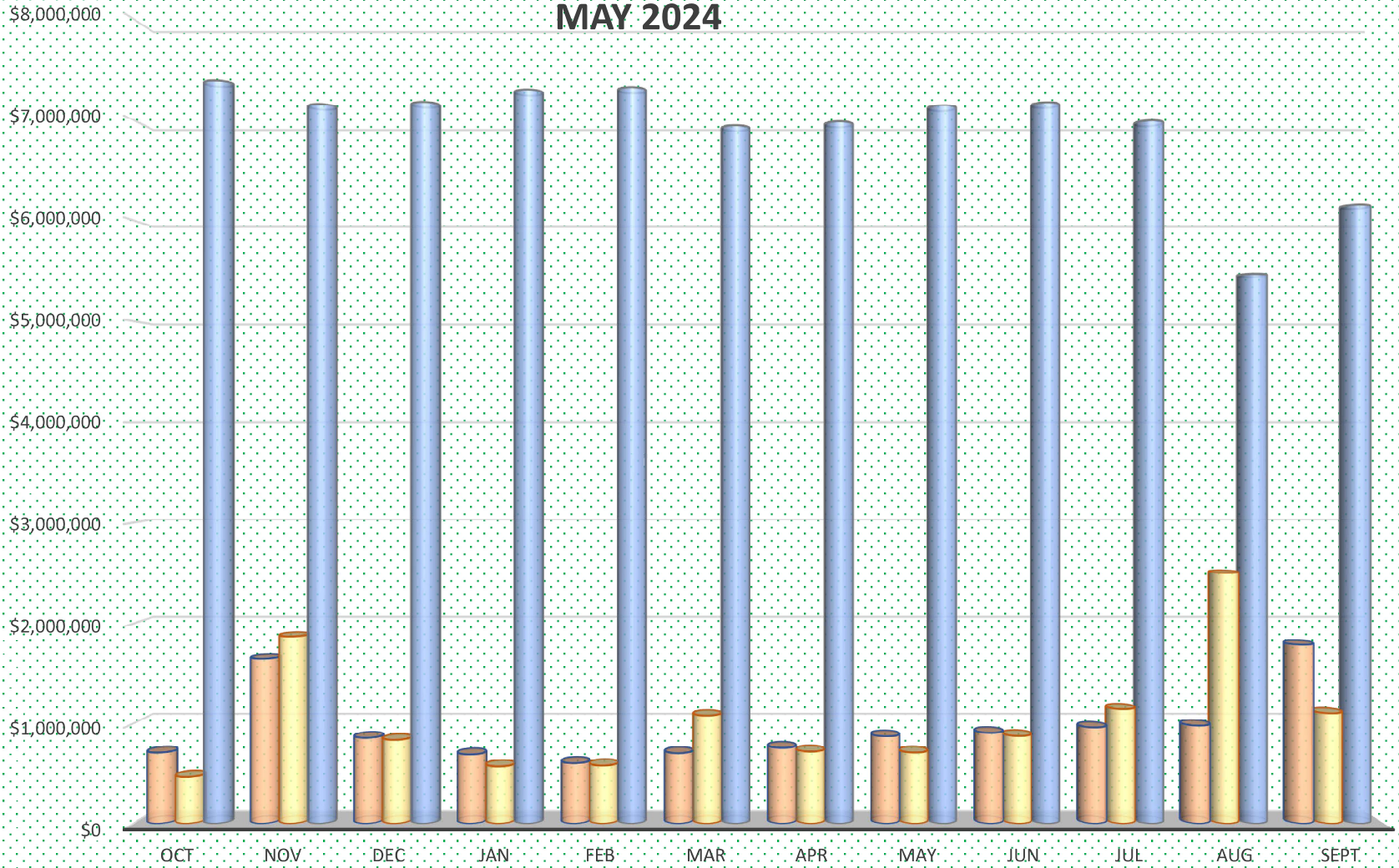
Irving Convention and Visitors Bureau

Check Register

May 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063975	5/14/2024	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	MAY 2024	1,200.00		1,200.00
80063976	5/14/2024	TEXAS DEPARTMENT OF TRANSPORTATION MEDIA ADVERTISING	ADVERTISING - TEXAS EVENTS CALENDAR	999.40		999.40
80063977	5/14/2024	TEXAS MONTHLY LLC MEDIA ADVERTISING	ADVERTISING	5,010.00		5,010.00
80063978	5/14/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	MORGAN STANLEY/POWER OF THE WEST/APR 2024	1,664.00		1,664.00
80063979	5/14/2024	TIN STAR ENTERTAINMENT, LTD LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK - FORTUNE TELLERS	4,200.00		4,200.00
80063980	5/14/2024	UNITED RENTALS INC. LOCAL PROGRAMS-PROMOTIONS	TOTAL ECLIPSE IN THE PARK - PORTABLE RESTROOM RENTAL	5,545.00		5,545.00
80063981	5/21/2024	AHIP TX ESD ENTERPRISES LLC BUSINESS DEV INCENTIVE PROG	TEXAS BOYZ ENTERTAINMENT/MAY 2024	980.00		980.00
80063982	5/21/2024	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS BUSINESS DEV INCENTIVE PROG	EMF SRS ROOMS/APR 2024	140.00		140.00
80063983	5/21/2024	CONFERENCE DIRECT LLC MEDIA ADVERTISING	ADVERTISING	3,250.00		3,250.00
80063984	5/21/2024	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - APR 22-MAY 03, 2024	1,179.00		1,179.00
80063985	5/21/2024	ELECTRIC POWER RESEARCH INSTITUTE, INC. BUSINESS DEV INCENTIVE PROG	M&TS ALL HANDS MEETING/APR 2024	480.00		480.00
80063986	5/21/2024	ELIZABETH PATE PROFESSIONAL SERVICES	AMBUCS FISHING TOURNEY PHOTOGRAPHY	300.00		300.00
80063987	5/21/2024	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	MIDWEST VETERINARY SUPPLY NSM/APR 2024	2,656.00		2,656.00
80063988	5/21/2024	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	APRIL 2024	40.00		40.00
80063989	5/21/2024	PRICELINE.COM INTERNATIONAL LIMITED MEDIA ADVERTISING	ADVERTISING	12,709.20		10,048.54
						2,660.66
80063990	5/21/2024	SER-JOBS FOR PROGRESS NATIONAL, INC BUSINESS DEV INCENTIVE PROG	60TH ANNIVERSARY ANNUAL CONFERENCE/APR 2024	304.00		304.00
80063991	5/21/2024	TEXAS DEPARTMENT OF TRANSPORTATION MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS	3,080.85		3,080.85
80063992	5/21/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	INGAA FOUNDATION MEETING/APR 2024	2,840.00		2,840.00
80063993	5/28/2024	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	INTUITIVE SURGICAL LEADERSHIP PROG/MAY 2024	4,224.00		4,224.00
80063994	5/28/2024	ELLIE BELLY LLC PROFESSIONAL SERVICES	PHOTOGRAPHY - HEADSHOTS (DEPOSIT)	8,000.00		4,000.00
			PROFESSIONAL SERVICES			4,000.00
80063995	5/28/2024	INTERNATIONAL PROTECTIVE SECURITY BOARD BUSINESS DEV INCENTIVE PROG	CLOSE PROTECTION CONFERENCE/DEC 2023	1,072.00		1,072.00
		Total Number of Invoices	123	404,164.37	86,247.00	317,917.37
		Total Number of Checks	73		21%	79%

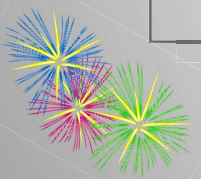
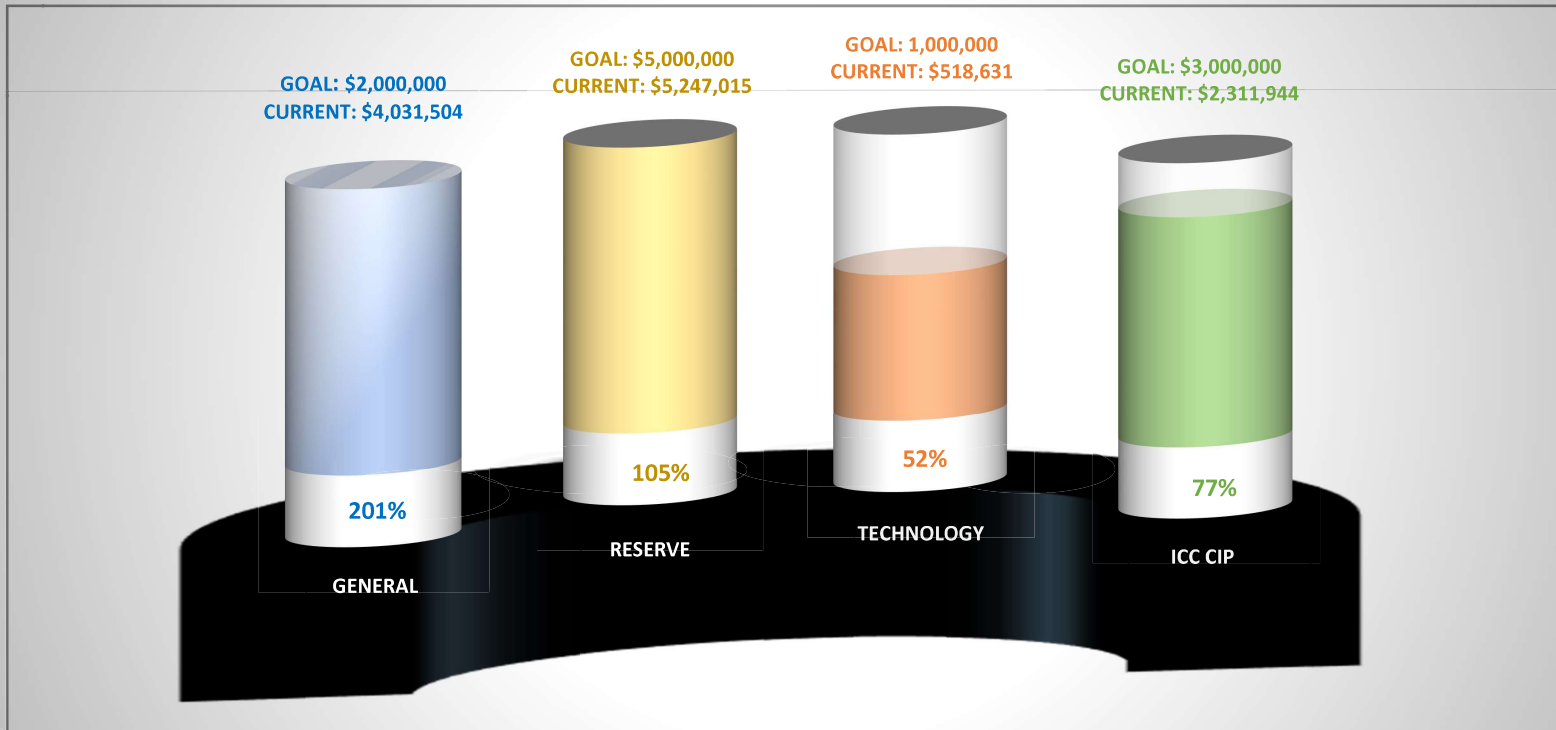
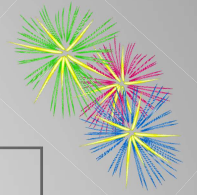
# Irving Convention and Visitors Bureau FY24 Cash Flow MAY 2024



	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	\$871,180	\$905,245	\$959,589	\$977,976	\$1,786,298
EXPENSES	\$465,372	\$1,872,395	\$835,916	\$570,831	\$580,004	\$1,077,493	\$719,332	\$709,309	\$875,000	\$1,142,000	\$2,500,000	\$1,100,000
ENDING CASH	\$7,387,796	\$7,160,024	\$7,180,543	\$7,300,085	\$7,322,846	\$6,948,412	\$6,985,318	\$7,147,189	\$7,177,434	\$6,995,023	\$5,472,999	\$6,159,297



## FUND BALANCES MAY 2024





ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
March 2024

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

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>	<b>JAN 2024</b>	<b>FEB 2024</b>	<b>MAR 2024</b>
1	Atrium Hotel and Suites DFW Airport	14,869.42	14,305.10	11,347.26	19,151.44	15,414.01	18,186.42
2	Dallas Marriott Hotel Las Colinas	64,649.51	50,400.58	38,624.53	50,056.38	59,345.37	52,881.65
3	DFW Airport Marriott	46,689.76	30,654.42	31,237.75	52,960.52	53,801.07	60,640.25
4	<b><i>Doubletree by Hilton DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
5	Embassy Suites DFW Airport South	30,654.69	27,063.61	22,944.15	23,240.12	23,506.78	29,568.79
6	Embassy Suites by Hilton Dallas Las Colinas	N/A	N/A	N/A	1,229.73	13,082.90	19,178.16
7	Hilton Garden Inn DFW Airport South	17,166.41	13,217.25	11,125.02	12,988.26	11,860.70	14,501.54
8	Hilton Garden Inn Las Colinas	17,416.62	15,171.21	11,455.48	14,633.97	15,838.29	16,598.67
9	Holiday Inn Irving Las Colinas	12,213.80	7,257.80	7,018.51	8,213.43	8,963.82	10,102.26
10	NYLO Las Colinas Tapestry Collection	22,632.98	16,049.37	12,778.34	17,970.18	16,923.33	17,509.07
11	Omni Las Colinas Hotel	64,128.09	53,537.47	33,722.72	49,441.68	49,109.24	48,752.45
12	<b><i>Sheraton DFW Airport Hotel</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
13	Texican Court	20,342.95	14,425.37	11,523.70	14,937.60	15,167.66	16,714.10
14	The Ritz-Carlton Dallas, Las Colinas	84,092.96	47,416.32	37,568.48	37,137.78	45,422.87	76,827.98
15	Westin DFW Airport	24,903.26	37,904.38	26,850.93	42,846.94	54,361.74	38,051.34
16	Wyndham DFW Airport Hotel	3.11	2.85	1,375.77	3,933.68	3,449.46	8,478.47
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>419,763.56</b>	<b>327,405.73</b>	<b>257,572.64</b>	<b>348,741.71</b>	<b>386,247.24</b>	<b>427,991.15</b>
16	Westin Irving Convention Center Las Colinas	61,354.33	47,685.92	35,717.68	50,725.59	55,046.71	50,230.20

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.



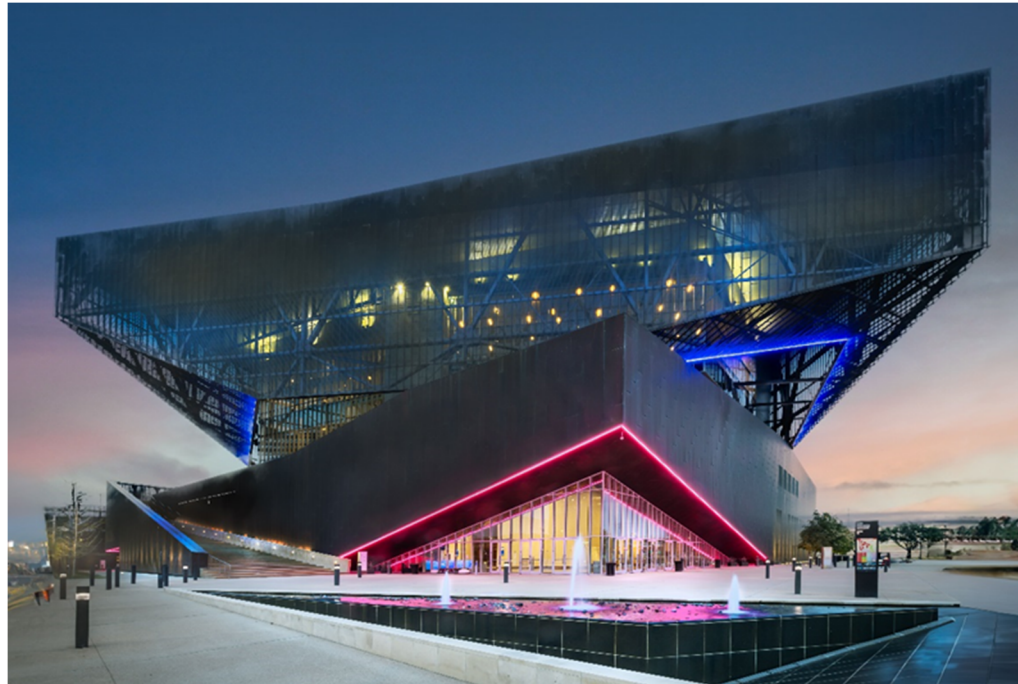
<b>ALL SUITE / EXTENDED STAY</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>	<b>JAN 2024</b>	<b>FEB 2024</b>	<b>MAR 2024</b>
1	Candlewood Suites DFW Airport North	6,709.76	6,353.47	5,814.22	5,886.05	5,171.97	6,348.85
2	Comfort Suites DFW Airport North	6,379.11	5,175.08	5,143.93	5,219.40	4,729.39	6,173.74
3	Comfort Suites Las Colinas	1,459.78	1,409.89	1,328.14	1,069.65	799.20	1,358.42
4	Country Inn & Suites by Carlson DFW Airport South	4,276.63	3,382.41	3,242.22	2,792.54	3,009.03	4,586.23
5	Element Dallas Las Colinas	17,921.03	13,989.73	12,596.90	14,251.09	14,336.56	16,082.70
6	Element DFW Airport North	10,915.30	8,361.34	6,679.62	9,036.70	8,936.64	10,898.86
7	Extended Stay America Dallas DFW Airport North	1,546.03	447.65	1,487.23	1,446.09	1,342.11	1,772.29
8	Extended Stay America Dallas Las Colinas	1,884.59	1,391.84	1,198.46	637.25	1,015.35	1,645.72
9	Extended Stay Deluxe Green Park	2,196.69	1,125.88	1,765.20	1,005.45	1,012.01	618.42
10	Extended Stay Deluxe Las Colinas	1,533.36	1,123.17	1,154.28	1,064.96	476.84	1,198.27
11	Hawthorne Suites Irving DFW Airport South	2,310.62	2,084.23	2,263.43	1,451.11	1,025.97	1,756.04
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,419.09	11,982.45	11,693.47	12,774.18	11,452.10	14,969.25
13	Holiday Inn Express Hotel & Suites DFW Airport South	9,579.29	8,284.60	8,246.87	9,079.73	7,948.48	8,526.95
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,460.58	7,158.68	6,523.82	6,324.12	8,388.64	8,731.87
15	Home Towne Studios Dallas Irving	2,195.82	2,842.68	1,927.78	1,813.19	2,082.52	2,207.65
16	Homewood Suites by Hilton DFW Airport North	7,911.03	6,610.68	4,885.03	5,279.82	6,535.16	8,442.08
17	Homewood Suites by Hilton Las Colinas	11,923.42	8,212.33	8,177.66	9,847.38	8,704.25	10,938.66
18	Hyatt House Dallas Las Colinas	11,523.03	9,764.42	8,628.07	7,088.56	5,999.35	11,303.11
19	Residence Inn Dallas DFW Airport North Irving	7,451.85	5,824.01	3,847.71	6,508.17	6,512.30	7,184.13
20	Residence Inn Dallas Las Colinas	9,504.56	7,471.72	6,808.96	8,435.24	7,404.76	8,476.31
21	Soka Suites Dallas Las Colinas	8,193.27	5,635.31	7,983.45	7,702.34	6,886.39	7,919.94
22	Sonesta ES Suites Dallas Las Colinas	4,112.99	4,488.53	4,223.27	4,781.83	4,003.10	5,307.66
23	Sonesta Simply Suites Dallas Las Colinas	3,161.59	2,578.53	2,154.15	2,216.73	2,746.82	3,143.00
24	Springhill Suites Dallas DFW Airport East Las Colinas	6,843.88	6,807.99	6,306.16	7,574.71	8,258.02	10,340.95
25	Staybridge Suites DFW Airport North	6,294.68	4,610.07	4,788.10	5,079.48	5,395.31	6,731.46
26	TownePlace Suites Dallas DFW Airport North Irving	9,921.30	7,156.45	5,307.43	7,584.97	8,328.93	9,316.41
27	TownePlace Suites Dallas Las Colinas	9,570.93	7,687.28	6,439.33	7,279.45	7,759.71	8,841.54
28	Woodspring Suites Signature	2,347.95	1,380.35	1,832.30	1,719.76	810.96	1,945.76
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>191,548.16</b>	<b>153,340.77</b>	<b>142,447.19</b>	<b>154,949.95</b>	<b>151,071.87</b>	<b>186,766.27</b>

BUDGET SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024
1	Arya Inn & Suites	898.50	1,015.64	845.27	878.39	824.91	148.40
2	Budget Inn & Suites	41.48	38.87	33.16	16.01	30.85	15.86
<b>3</b>	<b><i>Budget Suites of America Las Colinas</i></b>	<b>622.54</b>	<b>174.98</b>	<b>897.26</b>	<b>0.00</b>	<b>540.18</b>	<b>1,006.54</b>
<b>4</b>	<b><i>Clarion Inn &amp; Suites</i></b>	<b>2,080.31</b>	<b>2,055.40</b>	<b>1,968.83</b>	<b>1,786.96</b>	<b>1,676.19</b>	<b>0.00</b>
5	Crossroads Hotel & Suites	1,136.56	967.61	1,028.91	1,172.90	1,227.57	1,447.93
6	Days Inn	5,039.57	4,319.24	4,619.71	4,816.05	4,692.49	5,826.61
7	Days Inn DFW Airport North	3,605.10	2,401.20	1,998.82	2,134.65	1,889.83	3,189.47
8	Delux Inn	934.32	928.36	774.04	736.47	668.52	774.60
9	Delux Suites Motel	15.61	35.90	67.41	121.63	163.81	201.87
10	Gateway Inn	283.29	382.73	268.04	213.01	232.47	309.42
11	Magnuson Extended Stay & Suites Airport Hotel	862.89	625.13	604.44	664.15	621.70	847.76
12	Motel 6 Dallas DFW South	1,742.57	1,534.44	1,637.56	1,629.14	1,454.67	1,682.66
13	Motel 6 Dallas Irving	2,932.01	2,782.59	2,778.98	2,725.41	2,654.71	3,235.70
14	Motel 6 DFW North	4,487.78	3,788.14	3,898.01	4,225.53	3,391.68	4,585.35
<b>15</b>	<b><i>Motel 6/Budget Inn Irving Loop 12</i></b>	<b>825.53</b>	<b>845.02</b>	<b>812.61</b>	<b>763.31</b>	<b>768.87</b>	<b>0.00</b>
16	OYO Hotel DFW Airport North	474.31	448.10	363.68	446.04	488.99	550.44
17	OYO Hotel DFW Airport South	3,282.49	2,940.75	3,031.58	2,272.76	2,260.41	2,331.31
18	Quality Inn & Suites DFW Airport South	3,758.37	3,281.45	3,797.62	3,288.67	2,214.55	3,109.68
19	Red Roof Inn & Suites Irving DFW South	3,179.63	2,363.39	3,039.72	2,967.65	2,615.27	3,921.23
20	Red Roof Inn Dallas DFW Airport North	4,317.65	3,582.26	3,640.49	4,212.99	3,540.41	4,133.46
21	Studio 6 / Motel 6 DFW Airport East	2,563.55	2,390.72	2,575.33	2,733.16	2,042.75	2,567.21
22	Super 8 Hotel DFW South	2,370.31	1,903.72	2,515.67	2,454.78	1,787.63	2,355.83
23	Super 8 Motel DFW North	2,511.85	2,264.86	2,237.35	2,216.78	1,930.52	2,731.23
<b>TOTAL BUDGET SERVICE</b>		<b>47,966.22</b>	<b>41,070.50</b>	<b>43,434.49</b>	<b>42,476.44</b>	<b>37,718.98</b>	<b>44,972.56</b>

<b>LIMITED SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>	<b>JAN 2024</b>	<b>FEB 2024</b>	<b>MAR 2024</b>
1	aLoft Las Colinas	14,924.22	11,907.75	9,357.47	11,789.12	13,117.89	13,257.84
2	Best Western Plus DFW Airport Suites North	5,539.73	4,298.70	3,667.05	4,088.94	3,962.93	5,149.84
3	Courtyard Dallas DFW Airport North Irving	16,616.43	13,375.45	10,711.34	15,228.38	14,134.25	15,622.65
4	Courtyard Dallas DFW Airport South Irving	11,863.33	8,530.46	7,488.38	9,922.34	9,065.95	10,618.66
5	Courtyard Dallas Las Colinas	13,341.38	9,434.91	7,057.71	11,291.79	12,782.75	12,146.92
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,317.22	7,622.20	7,236.72	9,667.56	8,322.49	10,699.20
7	Fairfield Inn & Suites Dallas Las Colinas	1,515.50	348.65	595.81	971.85	749.55	4,009.81
8	Fairfield Inn Dallas DFW Airport North Irving	10,736.86	7,907.51	6,416.22	8,657.27	8,380.20	9,973.65
9	Hampton Inn Dallas Irving Las Colinas	12,106.31	9,434.47	8,101.79	9,589.49	10,057.58	11,714.97
10	Home2 Suites by Hilton DFW Airport North	11,119.48	8,989.19	6,773.67	9,691.43	9,465.85	11,074.18
11	Home2 Suites by Hilton DFW Airport South Irving	10,656.75	8,871.21	7,693.49	8,296.18	8,704.85	9,612.63
12	Hyatt Place Dallas Las Colinas	10,382.04	7,444.64	7,573.60	7,798.07	8,447.36	9,616.40
13	La Quinta Inn & Suites DFW Airport North	6,939.56	3,422.96	2,293.63	2,054.97	3,730.07	8,058.39
14	La Quinta Inn & Suites DFW Airport South	9,913.74	7,568.70	5,947.77	7,709.05	6,986.82	6,138.42
15	La Quinta Inn Hotel & Suites Las Colinas	5,699.99	4,529.29	4,673.58	4,134.27	4,639.26	5,250.74
16	Quality Inn & Suites DFW Airport	6,252.72	5,358.53	5,537.90	6,015.34	4,894.44	6,589.04
17	Residence Inn Dallas DFW Airport South Irving	12,639.44	8,633.72	7,672.09	10,282.50	7,502.15	11,180.75
18	Wingate Inn by Wyndham Dallas Las Colinas	5,234.94	3,978.39	2,642.90	2,522.66	2,464.84	4,253.46
19	Wingate Inn by Wyndham DFW Airport North	5,048.26	4,477.61	4,114.52	4,704.12	4,467.20	5,111.02
<b>TOTAL LIMITED SERVICE</b>		<b>179,847.90</b>	<b>136,134.34</b>	<b>115,555.64</b>	<b>144,415.33</b>	<b>141,876.43</b>	<b>170,078.57</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>24,448.10</b>	<b>22,411.77</b>	<b>17,968.66</b>	<b>22,187.60</b>	<b>21,233.80</b>	<b>26,272.79</b>
Number of locations		28	34	25	27	23	33

SUMMARY	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024
ACTUAL GRAND TOTAL	863,573.94	680,363.11	576,978.62	712,771.03	738,148.32	856,081.34
BUDGET	801,730.00	649,100.00	558,854.00	760,219.00	861,938.00	966,503.00
DIFFERENCE	61,843.94 7.7%	31,263.11 4.8%	18,124.62 3.2%	(47,447.97) -6.2%	(123,789.68) -14.4%	(110,421.66) -11.4%
<b>CUMULATIVE YEAR TO DATE</b>						
ACTUAL	863,573.94	1,543,937.05	2,120,915.67	2,833,686.70	3,571,835.02	4,427,916.36
BUDGET	801,730.00	1,450,830.00	2,009,684.00	2,769,903.00	3,631,841.00	4,598,344.00
DIFFERENCE	61,843.94 7.7%	93,107.05 6.4%	111,231.67 5.5%	63,783.70 2.3%	(60,005.98) -1.7%	(170,427.64) -3.7%
COLLECTED PRIOR YEAR	840,709.00	635,339.08	581,679.64	679,603.66	733,012.08	841,867.12



Date Distributed: June 17, 2024

# Monthly Financial Summary

For Period Ending May 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	250,820	205,875	115,000	162,500	210,500	199,000	2,033,933		
Service Income	204,624	53,686	39,231	97,704	191,746	85,145	166,883	194,485	15,600	11,600	15,400	19,000	1,095,105		
Service Expenses	(306,191)	(149,542)	(101,844)	(169,548)	(268,625)	(150,319)	(259,637)	(268,997)	(129,200)	(106,450)	(127,611)	(127,250)	(2,165,215)		
Total Direct Event Income	73,383	(16,887)	5,712	73,556	115,845	164,696	158,066	131,363	1,400	67,650	98,289	90,750	963,822		
Ancillary Income															
F & B Concessions	31,705	5,828	4,624	19,977	39,501	1,482	20,604	49,190	7,000	4,000	8,500	6,000	198,412		
F & B Catering	603,360	411,399	141,229	470,176	582,198	128,399	515,013	481,472	392,160	259,920	174,800	340,860	4,500,987		
Parking: Self Parking	85,628	28,196	27,010	26,018	85,185	41,472	58,779	59,869	21,320	9,430	16,400	4,920	464,227		
Electrical Services	54,092	8,030	5,315	5,833	25,430	58,905	22,950	17,315	19,950	8,000	2,050	21,000	248,870		
Audio Visual	7,745	(7,746)	0	1	(1)	-	(1,308)	(0)	-	-	-	-	(1,309)		
Internet Services	9,253	4,399	4,350	1,442	3,766	6,211	2,359	13,880	250	1,350	150	1,600	49,011		
Total Ancillary Income	791,783	450,106	182,528	523,447	736,079	236,470	618,397	621,726	440,680	282,700	201,900	374,380	5,460,197		
Total Event Income	865,166	433,219	188,240	597,003	851,924	401,166	776,463	753,090	442,080	350,350	300,189	465,130	6,424,020		
Other Operating Income	201,505	180,315	57,155	73,920	135,803	93,524	141,690	141,220	104,628	104,628	104,628	104,624	1,443,640		
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	918,153	894,309	895,458	454,978	404,817	918,004	9,262,660	7,117,205	
Operating Expenses															
Employee Salaries and Wages	280,814	266,613	253,076	302,746	241,855	266,507	281,543	289,678	311,001	310,082	310,082	384,720	3,498,717		
Benefits	67,010	65,376	70,824	66,393	65,127	56,186	60,769	71,004	77,968	77,968	77,968	77,068	833,664		
Less: Event Labor Allocations	(62,070)	(47,615)	(32,575)	(41,583)	(60,092)	(52,480)	(68,307)	(66,668)	(56,500)	(56,500)	(56,500)	(56,500)	(657,390)		
Net Employee Wages and Benefits	285,754	284,374	291,325	327,556	246,890	270,213	274,005	294,014	332,469	331,550	331,550	405,288	3,674,992		
Contracted Services	70,219	67,926	70,816	70,007	69,296	66,935	71,548	70,575	79,312	79,312	79,312	79,312	874,569		
General and Administrative	61,033	36,631	67,542	61,206	55,266	36,679	37,600	78,987	55,717	48,921	60,444	260,465	860,489		
Operations	52,582	55,247	30,042	57,992	40,016	43,659	57,928	40,668	63,670	63,045	63,045	65,241	633,135		
Repair & Maintenance	46,564	51,162	45,595	53,365	57,107	67,008	56,190	78,042	73,583	102,668	72,083	73,587	776,954		
Supplies	12,352	15,770	6,406	12,047	15,928	23,087	17,655	18,412	20,033	19,833	19,833	42,763	224,120		
Insurance	9,729	103,115	9,729	10,329	9,729	12,585	9,729	9,729	9,729	14,326	9,729	115,000	323,458		
Utilities	54,518	52,608	49,438	53,151	50,864	46,785	48,142	60,922	47,302	47,302	47,302	48,929	607,263		
Other	307	747	577	149	322	293	70	1,254	625	1,425	625	4,532	10,927		
ASM Global Management Fees	80,766	66,332	36,435	67,634	77,001	39,718	70,545	71,242	54,775	44,865	32,977	50,490	692,784		
Total Operating Expenses	673,824	733,912	607,905	713,436	622,419	606,962	643,413	723,845	737,215	753,248	716,901	1,145,608	8,678,691		
Net Income (Loss) From Operations	392,847	(120,378)	(14,510)	(42,513)	365,309	237,728	274,740	170,464	158,242	(298,270)	(312,084)	(227,604)	583,969	1,978,969	

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

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	32,754	12,663	20,091	31,078
Events	24	12	12	27
Event Days	44	33	11	45
Direct Event Income	131,363	133,000	(1,637)	53,822
Ancillary Income	621,726	337,260	284,466	564,403
Total Event Income	<u>753,089</u>	<u>470,260</u>	<u>282,829</u>	<u>618,225</u>
Other Operating Income	<u>141,220</u>	<u>107,167</u>	<u>34,053</u>	<u>143,083</u>
Adjusted Gross Income	894,309	577,427	316,882	761,308
Indirect Expenses	<u>(723,845)</u>	<u>(679,466)</u>	<u>(44,379)</u>	<u>(612,201)</u>
Net Income (Loss) From Operations	<u><u>170,464</u></u>	<u><u>(102,039)</u></u>	<u><u>272,503</u></u>	<u><u>149,107</u></u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	185,697	123,222	62,475	162,831
Events	124	99	25	149
Event Days	285	259	26	267
Direct Event Income	705,727	936,446	(230,719)	674,181
Ancillary Income	4,160,537	3,387,440	773,097	3,487,988
Total Event Income	4,866,264	4,323,886	542,378	4,162,169
Other Operating Income	1,025,130	857,336	167,794	779,540
Adjusted Gross Income	5,891,394	5,181,222	710,172	4,941,709
Indirect Expenses	(5,325,707)	(5,620,517)	294,810	(4,821,194)
Net Income (Loss) From Operations	565,687	(439,295)	1,004,982	120,515



ASM - Irving Convention Center  
Balance Sheet  
May 31, 2024

**ASSETS**

**Current Assets**

Cash	\$	2,794,779	
Accounts Receivable		1,181,469	
Prepaid Assets		171,515	
Inventory		101,621	
Total Current Assets			4,249,384

**Total Assets** \$ 4,249,384

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	833,170	
Accrued Expenses		21,711	
Deferred Income		0	
Advance Ticket Sales/Deposits		2,130,814	
Other Current Liabilities		0	
Total Current Liabilities			2,985,695

**Long-Term Liabilities**

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities 2,985,695

**Equity**

Net Funds Received		17,021,632	
Retained Earnings		(16,323,632)	
Net Income (Loss)		565,689	
Total Equity			1,263,689

**Total Liabilities & Equity** \$ 4,249,384

ASM - Irving Convention Center  
Income Statement  
For the Eight Months Ending May 31, 2024

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	205,875	190,000	15,875	1,346,933	1,385,697	(38,764)	1,209,528
Service Revenue	194,485	15,500	178,985	1,033,502	122,900	910,602	656,024
Service Expenses	(268,997)	(72,500)	(196,497)	(1,674,708)	(572,151)	(1,102,557)	(1,191,371)
Total Direct Event In	131,363	133,000	(1,637)	705,727	936,446	(230,719)	674,181
Ancillary Income							
F & B Concessions	49,190	32,250	16,940	172,915	152,084	20,831	218,275
F & B Catering	481,472	261,440	220,032	3,333,247	2,823,843	509,404	2,715,868
Parking	59,869	33,770	26,099	412,155	252,218	159,937	384,951
Electrical Services	17,315	5,600	11,715	197,870	70,545	127,325	139,756
Audio Visual	0	0	0	(1,308)	0	(1,308)	4,681
Internet Services	13,880	4,200	9,680	45,658	27,950	17,708	24,457
Total Ancillary Inco	621,726	337,260	284,466	4,160,537	3,387,440	773,097	3,487,988
Total Event Income	753,089	470,260	282,829	4,866,264	4,323,886	542,378	4,162,169
<b>OTHER OPERATING INCOME</b>							
Other Income	141,220	107,167	34,053	1,025,130	857,336	167,794	779,540
Total Other Operatin	141,220	107,167	34,053	1,025,130	857,336	167,794	779,540
Adjusted Gross Inco	894,309	577,427	316,882	5,891,394	5,181,222	710,172	4,941,709
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	289,678	276,053	(13,625)	2,182,831	2,190,339	7,508	1,801,967
Payroll Taxes & Ben	71,004	105,029	34,025	522,686	840,232	317,546	492,398
Labor Allocations to	(66,668)	(29,333)	37,335	(431,389)	(234,664)	196,725	(78,543)
Net Salaries and Ben	294,014	351,749	57,735	2,274,128	2,795,907	521,779	2,215,822
Contracted Services	70,575	73,192	2,617	557,321	585,536	28,215	510,835
General and Adminis	78,987	40,031	(38,956)	434,944	373,754	(61,190)	370,217
Operating	40,668	49,379	8,711	378,128	396,282	18,154	357,398
Repairs & Maintenan	78,042	48,324	(29,718)	455,030	453,168	(1,862)	306,354
Operational Supplies	18,412	15,916	(2,496)	121,656	118,578	(3,078)	139,761
Insurance	9,729	9,729	0	174,674	78,874	(95,800)	72,041
Utilities	60,922	43,885	(17,037)	416,429	391,070	(25,359)	396,082
Other	1,254	625	(629)	3,721	5,000	1,279	37,638
ASM Management F	71,242	46,636	(24,606)	509,676	422,348	(87,328)	415,046
Total Indirect Expens	723,845	679,466	(44,379)	5,325,707	5,620,517	294,810	4,821,194

ASM - Irving Convention Center  
Income Statement  
For the Eight Months Ending May 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)	170,464	(102,039)	272,503	565,687	(439,295)	1,004,982	120,515

April 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
<b>Embassy City Church S...</b> De finite	<b>SER Jobs for Progress 2024 60th Anniversary Annual Conference</b> De finite				<b>TASC Annual Conference</b> De finite	
	<b>Direct Selling News</b> De finite					
7	8	9	10	11	12	13
<b>TASC Annual Conference</b> De finite						
		<b>Inno tech Dallas</b> De finite				
				<b>Tri Delta Collegiate Leadership Conference</b> De finite		
14	15	16	17	18	19	20
<b>Tri Delta Collegiate Le...</b> De finite	<b>Acts29 North American Conference</b> De finite			<b>HCA North Texas Meeti...</b> De finite		
	<b>NTBA</b> De finite			<b>Synergy Dance Competition</b> De finite		
			<b>7x24 Exchange Lone S...</b> De finite		<b>A4 LE</b> De finite	<b>AXXESS AGILE Confere...</b> De finite
21	22	23	24	25	26	27
<b>AXXESS AGILE Conference 2024</b> De finite				<b>North Texas Teen Book Festival</b> De finite		
<b>Synergy Dance Co mpe...</b> De finite	<b>NCTASPA Job Fair</b> De finite					
28	29	30	1	2	3	4
<b>Sneaker Exit</b> De finite		<b>Breakfast with the Stars</b> De finite		<b>Hall of Fame Dance Competition 2024</b> De finite		
		<b>IES 2024 Quality Summit</b> De finite		<b>Dallas Regional Cham...</b> De finite	<b>Richardson High School Prom</b> De finite	
			<b>DFW Airport Concessio ...</b> De finite			<b>Arlington High School ...</b> De finite

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

## **BOARD REPORTS**

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



# MEMO

To: Philip Sanders, Assistant City Manager  
From: Jennifer Ramirez, Senior Economic Development Coordinator  
Date: June 14, 2024  
Subject: Entertainment Center Update

This memo provides a summary of activity for the ongoing plaza and tenant improvements at the Entertainment Center. The contractor is working on the weekend to make up for rain days.

## Week of June 10 – June 14

- Received Mechanical, Electrical, Plumbing Finals and Building Partial Final for Mama Tried (C1-100)
- Punch list work at Mama Tried (C1-100)
- Canopy installation at Jaxon (C1-110)
- Rough grading at plaza
- Site electrical work continues
- Helical pile prework – test piles encountered concrete debris at 21 feet

## Week of June 17 – June 21 (Look ahead)

- Framing for storefront at Shoals (C1-120)
- Canopy installation at Jaxon (C1-110) and Reservoir (C2-100)
- Site electrical work continues
- Helical pile prework and installation



Canopy installation at Jaxon (C1-110)





Helical Pile test





Communication line trenching





Tying site electrical





page **3**

Voters can cast their ballots for the Irving City Council single-member district place 4 runoff election on June 15. Información en español en la página 3 y 4. Thông tin bằng tiếng Việt ở trang 3 và 4.



page **4**

The 'Let's Play Irving: Elevating Aquatics and Recreation' projects continue with construction at Lee Park Pool and a Senter Park Pool public input meeting in June.



page **6**

The Water Utilities and Capital Improvement Program Departments have projects planned through 2025 for Irving's water and wastewater infrastructure.

RESIDENTIAL  
CUSTOMER

PRINTED  
IN THE  
U.S.A.  
PAID  
IRVING, TX  
PERMIT NO. 883

# IRVING CITY Spectrum

JUNE 2024 / VOL 31 / NO 06

CityofIrving.org

## Sparks & STRIPES

IRVING TEXAS

### TWO-DAY EVENT

**WEDNESDAY,  
JULY 3**

*Fireworks & Drones*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**7 TO 10 P.M.** LEVY EVENT PLAZA  
501 E. LAS COLINAS BLVD.

**LAS COLINAS STAGE PERFORMANCES**

- ★ 7:10 P.M. BRAD THOMPSON & THE UNDULATING BAND
- ★ 8:15 P.M. ANDY TIMMONS

**SHOW BEGINS @ 9:25 P.M.**

★ **FOOD & DRINK VENDORS** ★

\$10 PARKING @ NEARBY PARKING GARAGES ★ LAWN SEATING ★ BRING BLANKETS & CHAIRS

**THURSDAY,  
JULY 4**

*Parade & Live Music*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**9 A.M.** HERITAGE DISTRICT

★ LIVE MUSIC UNTIL 1 P.M. @ HERITAGE PARK, 217 S. MAIN ST. ★  
FOOD TRUCKS ★ CARNIVAL RIDES & GAMES ★ PIE EATING CONTEST

**IRVINGEVENTS.ORG**

### PARADE APPLICATIONS DUE BY JUNE 18

Irving's annual Sparks & Stripes Fourth of July Parade will be in the Heritage District on Thursday, July 4 at 9 a.m., with the sounds of marching bands, floats and all things red-white-and-blue! Following the parade, enjoy live music at Heritage Park located at 217 S. Main St.

Applications are due no later than Tuesday, June 18 at 5 p.m. Participants are required to attend a mandatory parade meeting on Wednesday, June 26 at 6 p.m., at Irving City Hall, 825 W. Irving Blvd., in the Council Chambers. Entries should be decorated with a patriotic theme. Entries can opt to be judged in one of the following categories: Most Creative, Most Patriotic and the Grand Marshal Award.

**SCAN ME**

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

### SEEKING RESIDENT INPUT ON BUDGET

Planning for the city's Fiscal Year 2024-25 (FY25) budget is underway. The City of Irving Budget Team is looking for resident suggestions, feedback and opinions on what should be considered for the FY25 budget, which begins Oct. 1, 2024.

**Public Input Sessions**  
City Hall | 825 W. Irving Blvd.  
**June 13 | 7 p.m.**  
**June 27 | 7 p.m.**

Adoption of the budget is scheduled for Thursday, Sept. 12 and the city's budget year runs from Oct. 1, 2024 to Sept. 30, 2025.

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

Contact the Budget Team and let them know what the city should focus on for the upcoming annual budget or ask a question about any aspect of the FY25 budget by emailing [AskTheBFFs@CityofIrving.org](mailto:AskTheBFFs@CityofIrving.org).

To learn more about the city's budget, visit [CityofIrving.org/Budget](http://CityofIrving.org/Budget) and click on the "FY24 Budget Executive Summary" tab for an overview of the current fiscal year budget. ■

**SCAN ME**

## Juneteenth Celebration is June 14 & 15

**IRVING HERITAGE DISTRICT**

Celebrate Juneteenth at Irving's two-day event on Friday, June 14 and Saturday, June 15 at Heritage Park located at 217 S. Main St. Bring a lawn chair and blanket.

**June 14 | 6:30 to 8:30 p.m.**  
Enjoy Jazz in the park.

**Heritage Park  
217 S. Main St.**

**June 15 | 3:30 to 8 p.m.**  
Enjoy live music, family fun and local vendors. Free food courtesy of Aspen Creek is available while supplies last.

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

FY25 Budget and Strategic Planning Meeting



## 24-Hour Hotline Helps Streets Division Respond Quickly to Potholes

The City of Irving Traffic and Transportation Streets Division maintains more than 1,440 roadway lane-miles. That is equivalent to maintaining a two-lane road from Irving to Nashville, Tennessee. The region's unpredictable weather and high traffic volume make potholes all too common on city streets. Currently, the Streets Division repairs 7,000 to 10,000 potholes annually.

To help reduce the number of potholes, residents and commuters are encouraged to report them to the city through the Pothole Hotline. When calling in a pothole, callers must provide a specific address or location, so the pothole crew can address the issue quickly.

The Pothole Hotline is available 24-hours a day at (972) 721-7303. Callers will hear a recording requesting the pothole location and the date and time of the



call. Messages are checked throughout the day and communicated to repair crews.

For more information on the Pothole Hotline, visit [CityofIrving.org/Streets](http://CityofIrving.org/Streets). ■

## Apply for the Irving 360° Civic Academy



Apply for the Irving 360° Civic Academy and get a "behind-the-scenes" look at how city government works. Residents and those who work in Irving are eligible to apply.

Designed to increase community engagement, the Irving 360° Civic Academy free program takes participants through an 11-week series of interactive in-person evening sessions, offering insight into how city departments work through presentations from department directors and interactive facility tours.



For more information or to apply visit [CityofIrving.org/Irving360](http://CityofIrving.org/Irving360) or email Gabriela Garza, [ggarza@cityofirving.org](mailto:ggarza@cityofirving.org). Applications can be submitted from June 24-July 19. ■



## Summer at Irving Archives & Museum

### FROM THE DIRECTOR'S DESK

This summer, the **Irving Archives and Museum (IAM)** is stepping in for the Arts Section while the Irving Arts Center undergoes upgrades. At IAM, we preserve the collective memory of the Irving community.

- The **IAM** features nationally award winning exhibitions about the history of Irving, temporary exhibitions and Texas's only Smithsonian Spark!Lab where children can be creative and inventive. Join IAM this summer for a museum adventure of discovery and connection!
- The **Jackie Townsell Bear Creek Heritage Center** celebrates the rich tapestry of African American history that has enriched our community for generations. Beginning in 2019, the Department of Arts and Culture began a multiphase restoration project. The final phase of the project is currently underway and includes the redesign of the exhibitions in the Masonic Lodge and the J.O. Davis House, which explore the history of African Americans and the Bear Creek Community.
- The **Ruth Paine House Museum** offers insight into the events surrounding President John F. Kennedy's assassination. Through the lens of one courageous resident, visitors can gain insight into the human side of this tragedy, fostering empathy and understanding.
- The **Mustangs of Las Colinas Museum and Visitors Center** pays homage to the iconic sculpture that has become synonymous with Irving. This magnificent work of art by internationally renowned Robert Glen symbolizes the community's resilience and spirit.

Jenn Landry  
Director of Museums

### SPECIAL EXHIBITIONS

#### Thrift Style | Through Aug. 16

This exhibition offers a nostalgic journey into American resourcefulness during the Great Depression and World War II. With manufacturers introducing patterned sacks in the 1920s and '30s and the government rationing fabric during WWII, feed sacks became a symbol of both thrift and patriotism. This exhibition celebrates the "upcycling" of these bags which mutually benefited 20th century consumers and businesses. With 41 works from patterns to garments, it serves as an example of past ingenuity that can inform today's efforts towards sustainability.

#### Nature's Blueprints: Biomimicry in Art and Design | Sept. 4-Jan. 5, 2025



The exhibition brings together art and design with environmental science using artifacts, artworks and photography, as well as interactive learning stations. Discover how biomimicry, drawing inspiration from 3.8 billion years of evolution, influences everything from clothing to skyscrapers. From Gaudi to modern advancements, see how biomimicry enhances materials and systems, leading to innovations like faster travel and safer infrastructure.

### EVENTS

#### Unleash Your Inner Inventor at Spark!Lab!

Explore a world of creativity and innovation with hands-on activities like building and testing flying machines in the Wind Tunnel, experimenting with Snap Circuits and designing intricate Marble Runs. Ignite your imagination, develop essential skills and invent the future at Spark!Lab!

#### Second Saturdays at IAM | June 8 | 10 a.m. to 4 p.m.

Free admission and activities for everyone every second Saturday at IAM. Design your own costume by unleashing your creativity to design a one-of-a-kind costume using recyclable fabrics. Dive into the world of sustainable fashion inspired by the Thrift Style exhibit, which celebrates the art of feed sack clothing.

#### 80s Party and Fashion Event | June 8 | 6 p.m.



Tickets \$19.87 | VIP Packages Available  
Dust off those leg warmers and tease up that hair! Get ready to pump up the jam in TOTALLY '80s style! In celebration of the exhibition Thrift Style at IAM is hosting an all-out '80s bash. Come on down to "Funkytown" dressed in your '80s best!



**IRVING ARCHIVES AND MUSEUM**  
Jack D. Huffman Community Building  
801 W. Irving Blvd. | Irving, TX 75060  
(972) 721-3700

**Hours:**  
Wednesday through Saturday | 10 a.m. to 4 p.m.  
Sunday | noon to 4 p.m.

**Tickets:** Adults \$7, Children ages 4-12 \$5

[IrvingArchivesandMuseum.com](http://IrvingArchivesandMuseum.com)

### FREQUENTLY CALLED NUMBERS

Keep this list of frequently called numbers handy for future reference.

Residents can access a list of services online at [CityofIrving.org/City-Services](http://CityofIrving.org/City-Services). The webpage includes frequently asked questions, court services, pets available for adoption, housing assistance, events, reporting a code violation, online forms, facility rentals, employment opportunities and online payment options.

Animal Services .....	(972) 721-2256
Arts Box Office .....	(972) 252-2787
Arts Center .....	(972) 252-7558
City Secretary .....	(972) 721-2493
Code Enforcement .....	(972) 721-4829
Family Advocacy Center .....	(972) 721-6555
Fire (nonemergency) .....	(972) 721-2308
Housing Programs .....	(972) 721-4800
Irving City Hall .....	(972) 721-2600
Job Line .....	(972) 721-3773
Library .....	(972) 721-2606
Litter Hotline .....	(972) 721-5487
Mosquito Hotline .....	(972) 721-3755
Municipal Court .....	(972) 721-2451
Parks & Recreation .....	(972) 721-2501
Permits and Inspections .....	(972) 721-2371
Police (nonemergency) .....	(972) 273-1010
Pothole Hotline .....	(972) 721-7303
Streets .....	(972) 721-2201
Traffic and Lights .....	(972) 721-2646
Trash and Recycling .....	(972) 721-8059
Utility Billing .....	(972) 721-2411
Water Utilities .....	(972) 721-2281

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

### FROM THE ARCHIVES

#### A Century Ago: 1905 School Building

This two-story, two-room school building called the Lively School was built in 1905 as part of the Dallas County Common School District. In 1909, when the Irving ISD was established, this became the district's first school building. It was located where today's Heritage Senior Center is at the corner of Second and Jefferson streets.



Wooden School building

#### A Decade Ago: Conan O'Brien Visits Irving Museum

Conan O'Brien was in Dallas to film his show at the Majestic Theater for a week back in 2014. While they were driving around Dallas, Conan saw a highway sign for Irving. He said he remembered reading an Associated Press story about the opening of the Ruth Paine House Museum in the Los Angeles paper. The sign triggered his memory of the story and as they drove, his assistant called Irving City Hall who put the call through to Kevin Kendro in the Archives. His assistant said he would like to stop by the museum. Right away, Shirley Smith, retired city employee, and Kevin Kendro went to meet him at the Ruth Paine House Museum.

As Kevin was introducing himself to the staff, the door of a large SUV opened, and Conan O'Brien emerged. Kevin asked him if he was a JFK assassination researcher, and he said that he liked studying American history in general.



Conan O'Brien Visits Archives



# May 4 City Council Election Results, Runoff Election for Single-Member District Place 4

On May 4, Irving residents re-elected Council Member Al Zapanta to single-member district Place 6 and Council Member Dennis Webb to at-large district Place 8. A runoff election is required since none of the candidates that ran in single-member district Place 4 garnered a majority of votes as required by the City Charter.

## Single-Member District Place 4 Candidates

Susan Motley  
Luis Canosa



Susan Motley



Luis Canosa

## Early Voting Dates & Times

- June 3-7 | Monday-Friday | 8 a.m. to 5 p.m.
- June 8 | Saturday | 7 a.m. to 7 p.m.
- June 9 | Sunday | noon to 6 p.m.
- June 10-11 | Monday and Tuesday | 7 a.m. to 7 p.m.

## Early Voting Locations in Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060

## Election Day Voting Date & Time

- June 15 | Saturday | 7 a.m. to 7 p.m.

## Election Day Countywide Vote Centers within District 4 in Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Lamar Middle School, Auxiliary Gym  
219 Crandall Road, Irving, Texas 75060
- Nimitz High School, Auditorium Foyer  
100 W. Oakdale Road, Irving, Texas 75060
- Otis Brown Elementary School, Small Gym  
2501 W. Tenth St., Irving, Texas 75060
- Sally B. Elliot Elementary School, Small Gym  
1900 S. Story Road, Irving, Texas 75060

Irving residents may vote at any Dallas County Voting Polling location during Early Voting and on Election Day. Visit [DallasCountyVotes.org](http://DallasCountyVotes.org) for entire list.

A district map, candidate information and Election Day voting locations are at [CityofIrving.org/Elections](http://CityofIrving.org/Elections). For more information, call the City Secretary's Office at (972) 721-2493. ■



## WHY BUILDING PERMITS ARE A HOMEOWNER'S SMART INVESTMENT

Undertaking home improvement projects is an exciting yet challenging endeavor for homeowners. Whether it's a kitchen renovation, new deck or bathroom remodel, some homeowners may be tempted to skip the process of acquiring building permits to save time and money. However, this short-term gain can often lead to long-term financial consequences.

- Ensures Compliance with Building Codes**  
 Building codes exist for a reason — to ensure a home's safety and structural integrity. Constructing without proper permits may result in noncompliance with these codes, potentially leading to costly repairs or reconstruction down the line.
- Avoids Legal Complications**  
 Unauthorized construction can lead to legal troubles, fines and even forced demolition in extreme cases. Municipalities often conduct inspections to verify that construction adheres to safety and zoning regulations.
- Protects Home Value**  
 Homes with unpermitted additions or renovations often face challenges when it comes time to sell. Prospective buyers may be wary of purchasing a property with potential legal and safety issues, leading to a decreased property value.
- Insurance Coverage**  
 In the event of damage or loss, insurance companies may deny claims related to unpermitted work. Having proper building permits in place ensures that the improvements are documented and compliant with safety standards.
- Professional Contractor Accountability**  
 Even though contractors typically prioritize obtaining permits to ensure compliance with local regulations, there are instances where contractors may suggest bypassing this process or recommend that homeowners take on the responsibility of securing permits themselves. However, it is imperative for homeowners to assert their right to accountability, as the contractor's professional responsibility extends beyond the completion of the project. By entrusting professionals with the task of obtaining permits, homeowners position themselves to benefit from enhanced accountability and quality assurance.

While obtaining building permits may seem like a bureaucratic hassle at first, the long-term financial benefits far outweigh the initial inconveniences. Homeowners can enjoy the peace of mind that their investment is built on a solid foundation by ensuring compliance with building codes, avoiding legal complications, protecting home value, securing insurance coverage, and benefiting from professional accountability.

Visit [CityofIrving.org/Inspections](http://CityofIrving.org/Inspections) for more information about permits, or call (972) 721-2371. ■



# Resultados de las Elecciones del Concejo Municipal del 4 de mayo, segunda vuelta para el puesto 4 del Distrito Uninominal

El 4 de mayo, los residentes de Irving reeligieron al concejal Al Zapanta para el puesto 6 del distrito uninominal y al Concejal Dennis Webb para el puesto 8 del distrito general. La segunda vuelta es necesaria ya que ninguno de los candidatos que se postuló para el Puesto 4 del distrito uninominal, obtuvo la mayoría de votos según lo exigen los Estatutos de la Ciudad.

## Candidatos para el Lugar 4 del Distrito Uninominal

Susan Motley  
Luis Canosa

## Horario de Votación Anticipada

- 3-7 de Junio | Martes -Viernes | 8 a.m. to 5 p.m.
- 8 de Junio | Sábado | 7 a.m. to 7 p.m.
- 9 de Junio | Domingo | noon to 6 p.m.
- 10-11 de Junio | Lunes y Martes | 7 a.m. to 7 p.m.

## Ubicaciones para la Votación Anticipada de Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060

## Ubicaciones para el Día de Las Elecciones

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

## Centros de Votación en todo el Condado Dentro del Distrito 4 en la Ciudad de Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060

- Lamar Middle School, Auxiliary Gym  
219 Crandall Road, Irving, Texas 75060
- Nimitz High School, Auditorium Foyer  
100 W. Oakdale Road, Irving, Texas 75060
- Otis Brown Elementary School, Small Gym  
2501 W. Tenth St., Irving, Texas 75060
- Sally B. Elliot Elementary School, Small Gym  
1900 S. Story Road, Irving, Texas 75060

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](http://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](http://CityofIrving.org/Elections). Para obtener más información, comuníquese con la oficina de la Secretaria Municipal al (972) 721-2493. ■

# Kết quả của Cuộc Bầu Cử Hội Đồng Thành Phố trong ngày 4 tháng Năm, Cuộc Tái Cử cho Khu Vực một thành viên Vị Trí số 4

Ngày 4 Tháng 5, các cư dân Irving đã tái đắc cử Nghị Viên Hội Đồng Al Zapanta vào khu vực một thành viên Vị Trí số 6 và Nghị Viên Hội Đồng Dennis Webb vào khu tổng thể Vị trí số 8. Cuộc Tái Cử là bắt buộc vì không có ứng cử viên nào tranh cử ở khu vực một thành viên Vị Trí số 4 đã giành được đa số phiếu bầu theo yêu cầu trong các Điều Lệ của Thành Phố.

## Ứng Cử Viên cho Khu Vực Cần Một Nghị Viên Vị Trí số 4

Susan Motley  
Luis Canosa

## Ngày và Giờ cho Bầu Cử Sớm

- 3-7 tháng 6 | Thứ Ba đến Thứ Sáu | 8 giờ sáng đến 5 giờ chiều
- Ngày 8 tháng 6 | Thứ Bảy | 7 giờ sáng đến 7 giờ tối
- Ngày 9 tháng 6 | Chủ Nhật | 10 giờ sáng đến 4 giờ chiều
- Ngày 10-11 tháng 6 | Thứ Hai và Thứ Ba | 7 giờ sáng đến 7 giờ tối

## Địa điểm bỏ phiếu sớm ở Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060

## Các Địa Điểm Bỏ Phiếu Toàn Quận trong Khu Vực 4 tại Thành Phố Irving

- Irving City Hall, Main Lobby  
825 W. Irving Blvd., Irving, Texas 75060
- Lamar Middle School, Auxiliary Gym  
219 Crandall Road, Irving, Texas 75060
- Nimitz High School, Auditorium Foyer  
100 W. Oakdale Road, Irving, Texas 75060
- Otis Brown Elementary School, Small Gym  
2501 W. Tenth St., Irving, Texas 75060
- Sally B. Elliot Elementary School, Small Gym  
1900 S. Story Road, Irving, Texas 75060

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](http://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](http://CityofIrving.org/Elections). Để biết thêm thông tin, xin hãy gọi cho Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■

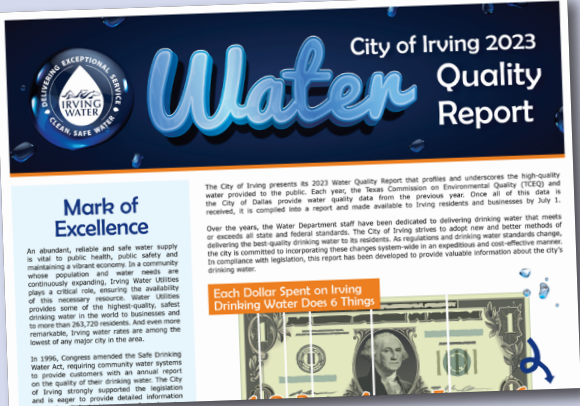




## IRVING'S 2023 WATER QUALITY REPORT AVAILABLE ONLINE



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



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

To learn more about the sources of the city's water supply, as well as detailed information on the substances contained therein, review the City of Irving's 2023 Water Quality Report at [CityofIrving.org/Water-Report](http://CityofIrving.org/Water-Report).



## EPA ANNOUNCES NEW WATER TREATMENT, REPORTING STANDARDS

In April, the Biden-Harris administration issued the first Environmental Protection Agency (EPA) standards setting new drinking water limits on chemicals called PFAS, or per- and polyfluoroalkyl substances. Over the next three years, public water systems across the nation must test, monitor and report levels of PFAS in drinking water. If levels exceed the federal standards, systems must implement solutions to reduce PFAS in drinking water within five years.

Also known as "forever chemicals" due to not breaking down in the environment, their presence occurs in numerous products used in households every day. PFAS chemicals do not naturally occur in drinking water but are shed upon contact with water and do not degrade. Consequently, PFAS enters water systems through contact with nonstick and water repellent items such as cookware and clothing, necessitating ongoing efforts to remove the chemicals from products.

PFAS levels are measured in parts per trillion, which is equal to one drop in 20 Olympic-sized pools. Despite their widespread existence in the environment, recent measurements in Irving demonstrate only trace amounts of PFAS.



Irving's drinking water is treated by Dallas Water Utilities (DWU), and Irving's Water Utilities staff works closely with DWU to ensure compliance with regulatory standards. There is federal funding available to help implement the testing and treatment; However, the new requirements will result in higher costs for advanced treatment methods which will likely increase municipal water rates.

Although cities have until 2027 to gather data, Irving has completed PFAS testing and will continue to work with DWU to ensure drinking water meets mandated levels by 2029. Residents can access comprehensive drinking water data and information in the annual Water Quality Report at [CityofIrving.org/Water-Report](http://CityofIrving.org/Water-Report). For questions, contact Water Utilities at (972) 721-2281.



## Lee Park Swimming Pool Construction Begins June 3

Heavy equipment will arrive at Lee Park on June 3 to begin construction of the Lee Park Swimming Pool!

New features include:

- Beach-style entry
- Slide
- Lap lanes
- Kids' play area
- Shaded areas
- And much more

At the May 2 City Council Meeting, a \$5.7 million contract was approved to demolish the 60-year-old existing pool and construct a new, state-of-the-art pool and other amenities. The pool is scheduled to open summer 2025.

During separate meetings in March and April, Council also approved contracts naming Steele and Freeman as the Construction Manager at Risk for the indoor swimming pool project at Senter Park, and the new



Aerial View Rendering

Multi-Generational Community Recreation and Aquatics Center at Mustang Park.

Visit [CityofIrving.org/PlayIrving](http://CityofIrving.org/PlayIrving) to learn more about the Let's Play Irving; Elevating Aquatics and Recreation projects. ■

[CityofIrving.org/PlayIrving](http://CityofIrving.org/PlayIrving)



## Attention Irving Residents

**Public Meeting for Senter Park Pool**  
 Tuesday, June 18 | 6 p.m.  
 Senter Park Recreation Center | 901 S. Senter Road

The existing outdoor pool facility will be redeveloped and converted into an indoor, year-round aquatic center. Construction is anticipated to be completed in spring/summer 2026.

## Irving Moves Forward on New Fire Station No. 8

The City of Irving recently completed the design plans for the new Fire Station 8, which will relocate from 650 E. Las Colinas Blvd. to the former DART Transit Station at 5601 Riverside Drive.

The current fire station was built in 1984 and sits on 1.1 acres adjacent to the DART Orange Line. The location does not offer space to house all of the station's equipment, including Fire Boat 8.

Since the fire station was established in the Las Colinas Urban Center, the area has surged with residential and business activity. The Irving Fire Department (IFD) has seen call volumes increase by 50% in the area over the past several years. With the rise of apartments, the Toyota Music Factory and the soon to be completed Wells Fargo campus along Lake Carolyn, IFD's Fire Station No. 8 is moving to a larger site and better location to provide exceptional services and response times that residents depend on.

The new site will sit on 2.8 acres and provide enough space for the station to house its current equipment along with any modifications or advancements in fire safety technology.

Construction on the new fire station will break ground in late summer. For more information on the Irving Fire Department, visit [CityofIrving.org/Fire](http://CityofIrving.org/Fire). ■



Concept Rendering

## City Council Approves 2024 Water Management Plan

In 1999, the City of Irving created a Drought Contingency Plan and a Water Conservation Plan. Since then, the Texas Commission on Environmental Quality required that both plans be reviewed and updated every five years.

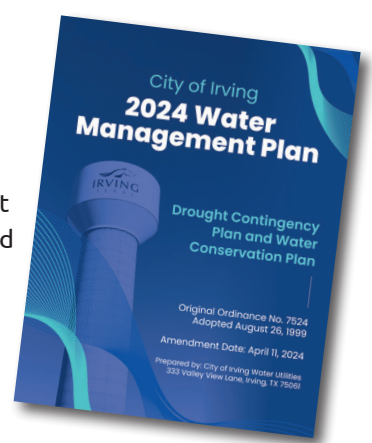
The Drought Plan is designed to be reactive, ensuring that Irving is prepared to respond to emergency or climate conditions outside of the city's control. The Water Conservation Plan is proactive, detailing elements that, when administered by city staff and followed by residents on an ongoing basis, will help to extend the city's water supply.

In the 25 years since the city passed the first ordinance for these plans, one key result is that, despite steady and significant increases in population, daily water use has

remained below the highest water demands experienced from 2000 through 2008.

The city's Water Conservation program has been influential in educating residents about conservation techniques and reinforcing water-saving behaviors across the community. Combined with availability of water-conserving plumbing fixtures and water-saving appliances, the program has been successful in reducing the number of gallons used per person, per day.

To view the city's updated Water Management Plan, visit [CityofIrving.org/WMP](http://CityofIrving.org/WMP). ■



## Time-of-Day Water Restrictions In Effect During Warm Weather Months

In 2023, Irving residents used 13 billion gallons of water, according to Irving Water Utilities. On average, one Irving resident uses about 84 gallons of water per day. It is critically important for residents to conserve water in any way they can, especially during the warmer, drier months.

To promote good water use habits and preserve Irving's water supply, the city enforces time-of-day irrigation restrictions. These limits make it a violation of city ordinance to water between 10 a.m. and 6 p.m. from April 1 through Oct. 31. In addition to time-of-day limitations, the city's irrigation ordinance allows watering twice per week for residential customers.

### Irrigation Guidelines

The Water Conservation Plan allows watering up to twice-per-week.

Sunday	Tuesday	Wednesday	Saturday
Odd address	Even address	Odd address	Even address

- ▶ Odd-numbered addresses end in 1, 3, 5, 7 or 9 and even-numbered addresses end in 0, 2, 4, 6 or 8.
- ▶ No watering on any day between 10 a.m. and 6 p.m. from April 1 through Oct. 31.
- ▶ No irrigation on Monday, Thursday or Friday.

To reduce water waste, check the irrigation system for leaks and malfunctions at least once each month, attach positive shutoff nozzles when hoses are used for hand watering and register at [WaterMyYard.org](http://WaterMyYard.org) for a weekly message about how much to irrigate. For more information and tips for conserving water, visit [CityofIrving.org/SaveWater](http://CityofIrving.org/SaveWater). ■





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

**OPEN JUNE 1 THRU JULY 28**  
CityofIrving.org/FritzPark

## Irving Summer Aquatic Activities

### Aquatics Facilities Schedule

**Cimarron Family Aquatic Center (CFAC)** | 199 Red River Trail

- Tuesday through Friday | 2 to 8 p.m.
- Saturday and Sunday | 1 to 7 p.m.
- Monday | Closed

**Heritage Aquatic Center (HAC)** | 200 S. Jefferson St.

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

**North Lake Natatorium (NLN)** | 5001 N. MacArthur Blvd.

- Monday through Thursday | 6 a.m. to noon, 5 to 9 p.m.
- Friday, Saturday & Sunday | Closed

**Senter Park Swimming Pool** | 901 S. Senter Road

- Monday through Friday | 2 to 8 p.m.
- Saturday & Sunday | Closed

**West Irving Aquatic Center (WIAC)** | 3701 Conflans Road

- Tuesday and Thursday | 6 to 10 a.m., 2 to 8 p.m.
- Wednesday and Friday | 2 to 8 p.m.
- Saturday and Sunday | 1 to 7 p.m.
- Monday | Closed



**June 1-29 | Guard Ready | Saturdays**

10 a.m. to noon | Ages 14 and older | Free | WIAC  
Work with an instructor to improve swimming skills and pass the pretests. All participants are eligible to attend an Irving Lifeguard Certification training once pretests are passed.

**June 11-13 | 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.

Blended learning combines online learning with in-person skills sessions where you will practice skills and demonstrate competency. Plan to complete all eLearning modules at least two days prior to the first in-person skills session. Must provide proof of completed eLearning content. Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications. Visit [CityofIrving.org/Lifeguard](http://CityofIrving.org/Lifeguard) for more information.

**June 15 | AquaStars**

11 a.m. to 1 p.m. | Ages 18 and older | Free | CFAC  
The AquaStars program is custom designed for children with special needs. Participants must be accompanied by an adult or guardian. AquaStars provides special needs children with an opportunity to experience the excitement of water play.

**June 20 | Aqua Movie Series: Aquaman (PG-13)**

8 to 10 p.m. | All ages | Pool Admission | WIAC  
Bring the whole family out for an evening of swimming and movie fun!

**June 25-28 | Junior Lifeguard Camp**

9 a.m. to 5 p.m. | Ages 11-14 | \$125 | NLN  
This course will teach water safety and introduce participants to the duties and responsibilities of a lifeguard. It is a Foundation of knowledge, attitudes and skills in preparation for the American Red Cross Lifeguarding course. Participants must demonstrate the following skills before registering: 25 yards front crawl, 25 yards breaststroke and water competency sequence.

**June 30 | Play Tri Irving Kids Triathlon**

7:30 p.m. | Ages 6-15 | Recreational \$50; Competitive \$60 | NLN  
Can you complete a 100-yard swim, 2-mile bike ride and a 0.5-mile run? Sign up for the competitive category for experienced athletes or the recreational category for beginners.

For the most up-to-date information, spray park locations and hours, visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).



## Library Summer Glow-Up, MiY Zone Makerspace

Each library location is getting a summer makeover! Check for ongoing announcements at [CityofIrving.org/Library](http://CityofIrving.org/Library).

### Summer Tech Series: The Batiste Project

Students get hands-on experience with various technologies this summer with The Batiste Project. Space is limited, and registration is required by visiting South Irving Library or by calling (972) 721-2606. For more information, visit [CityofIrving.org/Library](http://CityofIrving.org/Library).

- **June 22 & 29, July 13 & 20** | Middle School Students  
2 p.m. | South Irving Library | Grades 6-8
- **June 19 & 26, July 10 & 17** | High School Students  
2 p.m. | South Irving Library | Grades 9-12

### Programs

Each library location offers free activities for all ages and interests. In addition, the online library is always open at [CityofIrving.org/Library](http://CityofIrving.org/Library) and updates are available on social media. Contact (972) 721-2440 for information about MiY Zone Makerspace age and other requirements.

**June 8 | Chautauqua: Window to the Wild**

1 p.m. | South Irving Library | All ages  
Watch birds in free flight at this educational program.

**June 8 | Crochet Club**

2 p.m. | Valley Ranch Library | Teens | All skill levels  
Beginners have an opportunity to learn the basics and pick up tips and tricks from more experienced crocheters.



**June 11 | MiY Zone: Marinades and Seasonings**

6 p.m. | West Irving Library | Adults  
In time for summer grilling season, learn how to add flavor at this MiY Zone class.

**June 14 | Friday Night Library: Space Escape**

7 p.m. | South Irving Library | All ages  
The countdown has started to an evening of games and crafts that are out of this world.

## PARKS AND RECREATION CENTER ACTIVITIES

Irving Parks and Recreation offers activities for all ages year-round. Register for the activities below and others in person at a local recreation center or online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec).

### Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **June 22 | Family Field Day**  
10 a.m. to 1 p.m. | All ages | Free  
Participate in outdoor activities fit for every member of the family! Registration is required by June 7.

### Heritage Senior Center

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

- **June 14 | Father's Day Recognition**  
9 to 10 a.m. | Ages 50 and older | Free  
Celebrate Father's Day by enjoying fun games and winning exciting prizes. Honor dads in style and make lasting memories together. Refreshments will be provided while supplies last. Registration is required by June 10.
- **June 18 | Paint and Sip**  
5 to 8 p.m. | Ages 50 and older | \$8  
Come unwind at this Paint and Sip event featuring light finger foods and non-alcoholic beverages. Registration is required by June 10.



● **June 27 | Choctaw Casino Outing**

7 a.m. to 6 p.m. | Ages 50 and older | \$20 members; \$25 nonmembers  
Join this fun trip to the Choctaw Casino. The cost is for transportation only. Participants are responsible for all spending money while at the casino. Trip departs and returns to Heritage Senior Center. Registration is required by June 21.

### Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2519

- **June 28 | Red, White and Blue Party**  
10 a.m. to 2 p.m. | Ages 5-11 | \$5  
Celebrate Independence Day with games, relays and refreshments. Don't forget to wear red, white and blue. Children under 10 years must be accompanied by an adult/guardian. Registration is required by June 19.

## LIBRARY SEASON OF ADVENTURE

Book a summer of traveling the world and join the 2024 "Adventure Begins at the Library" Summer Reading Challenge June 1 through July 31. Embark on this journey by reading and listening to books, earning prizes and attending live performances, craft programs and more at every library location. All ages are invited to participate: babies, children, teens and adults.

Start the quest by visiting ReadSquared to register, then track progress online and explore other features including book reviews, reading recommendations and games. Beginning June 1, printed logs are available at all Irving Public Library locations. For more information, visit [CityofIrving.org/SRC](http://CityofIrving.org/SRC). ■





CITY SNAPSHOTS

From entertainment and history to outdoor activities and educational programs — Irving's got it all! Take a peek at community engagement throughout the city at [Facebook.com/TheCityofIrving](https://www.facebook.com/TheCityofIrving) or [Instagram/TheCityofIrving](https://www.instagram.com/TheCityofIrving). ■



The 2024 Total Eclipse at the Park was a mesmerizing spectacle for all to behold! Huge thanks to everyone who joined the Irving events held at Heritage Park and Levy Event Plaza.



Irving's first outdoor pickleball courts at the newly renovated Keeler Park, 500 S. Rogers Road, are open! For more information visit [CityofIrving.org/Parks](https://www.cityofirving.org/Parks).



City leaders celebrated the completion of the Irving Interchange Project with a ribbon-cutting ceremony. To sign up for road construction updates, visit [CityofIrving.org/Join](https://www.cityofirving.org/Join).



Fusion packed Heritage Park! Visitors celebrated Irving's diversity with food, dancing and a lot of fun! For a schedule of special events, visit [IrvingEvents.org](https://www.IrvingEvents.org).



Adopt a pet from Irving Animal Services. To see a list of available pets, stop by the Irving Animal Care Campus, 4140 Valley View Lane or visit [CityofIrving.org/AdoptAPet](https://www.cityofirving.org/AdoptAPet).



The Music on Main concert series returns to Heritage Park in the fall with live music and food trucks. For more information on upcoming events, visit [IrvingEvents.org](https://www.IrvingEvents.org).



Water Utilities and CIP projects currently under construction.



Water Utilities Plans Projects through 2025



The Water Utilities and Capital Improvement Program Departments are taking proactive steps to replace aging water and wastewater infrastructure in order to reduce disruptions to service and to increase capacity as the city grows.

reached the end of its useful life, such as older cast iron and fiber cement water pipes. Risk assessments, as part of the project prioritization process, ensure that funds are used on the lines most in need of replacement. The city anticipates moving forward with \$25.5 million in projects currently under design in Fiscal Year 2024-25.

In 2020, the city completed its most recent update to the Water Master Plan, and the ongoing updates to the Wastewater Master Plan will be finalized in 2025. The primary deliverable of these plans is a prioritized Capital Improvement Plan that identifies system improvements needed due to growth and redevelopment.

Reinvestment in the water and wastewater systems also includes replacement of aging infrastructure that has



For more on the city's Water Utilities' projects, visit [CityofIrving.org/Water-Utilities](https://www.cityofirving.org/Water-Utilities). ■

Empowering Hope: Irving's First Camp HOPE America Initiative

The Irving Family Advocacy Center (IFAC) serves children and families in the Irving community who have experienced a violent crime. The IFAC provides services including crisis intervention, safety planning, advocacy, support groups and ongoing therapy. In 2024, the IFAC, in partnership with the Irving Police Athletic League (IPAL), decided to host the first Camp HOPE America (CHA) in Irving for children impacted by domestic violence and child abuse.



The staff and volunteers from IFAC and IPAL will take 25 children ages 8-11 to an overnight week-long camp. By engaging in traditional camping activities, children learn the skills they need to overcome challenges and work towards their future dreams. After camp, the youths will participate in a year-round mentorship program to engage with programs throughout the Irving community.

The anticipated outcomes include improvements in self-regulation, esteem and efficacy, consistent child and parental engagement; improved school performance; increased interest in college and vocational programs; and improved emotional health and well-being. The IFAC wants youths to find healthy ways to cope with trauma, and mitigate long-term negative impacts.

Individuals who are interested in volunteering, sponsoring a camper or purchasing items on the Amazon wishlist can visit [IrvingFAC.com/Camp-Hope/](https://www.IrvingFAC.com/Camp-Hope/). ■

Supplies for Success Drive Starts June 3

The City of Irving, Irving Fire Department and Irving Schools Foundation are teaming up for the annual "Supplies for Success Drive," running June 3 through July 12. For the past 18 years, the drive has collected and distributed school supplies to Irving Independent School District students from low-income families.

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

New supplies needed include:

- Washable Markers (eight-count)
- Crayons (24 count)
- Small Scissors
- Backpacks (no wheels)
- Pencil Boxes
- Notebook Paper



Donations can be dropped off at any Irving fire station. To find a station, visit [CityofIrving.org/Fire](https://www.cityofirving.org/Fire).

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

Fight the Summer Sizzle: Top Tips to Stay Cool and Safe

June 20 marks the official start of summer! Irving inevitably experiences high temperatures — with that in mind here are a few safety tips to remember:

- **Drink plenty of water** throughout the day to stay hydrated.
- **Use sunscreen** with a high SPF to protect skin.
- **Avoid prolonged outdoor activities** during the hottest parts of the day (usually between 10 a.m. and 4 p.m.) and seek shade when possible.
- **Be aware of severe weather** such as thunderstorms, flash floods, heat advisories and air quality alerts.
- **Supervise swimmers** and use life jackets/vests or floaties.
- **Prevent bug bites** using insect repellents containing DEET.
- **Never leave children or pets in a parked vehicle.** Temperatures inside a vehicle can rise very quickly.



During a car seat safety event, the Irving Police Department demonstrated how quickly a vehicle can heat up.

For more information, visit [CityofIrving.org/Emergency-Management](https://www.cityofirving.org/Emergency-Management). ■





**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**

# ICVB Memorandum

Date: June 14, 2024  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Vice President, Sales & Services  
 RE: Sales & Services Department Board Report for May 2024

## Convention Sales Activities

Leads Generated	May	YTD
Irving CVB – Hotel Leads	127	1041
Irving Convention Center Leads	19	225

### May

Room Nights Generated	Monthly Goal	May 2024 Actuals	May 2023 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	May Convention Center	Convention Center YTD
Definite Room Nights	11944	12852	14258	143318	75197	93443	4500	21519
Lost Room Nights		102026	24898		428688	283766	67420	236734

## Travel & Activity

May	Organization	Event	Location
14-16	HelmsBriscoe	Annual Business Conference	Las Vegas, NV
20-23	Meeting Professionals International	World Education Conference	Louisville, KY



# Customer Services Activity

## May Servicing & Inventory

Groups Served	
May	7 groups
YTD	90 groups

Event Location:      Hotels: 3      Irving Convention Center: 4      Other: 0

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter
Name Badge/Lanyard Services	4	2264 Badges/ 1315 Lanyards
Pens	4	1370
Bags	0	0
Promotional Materials	4	200 Restaurant/ 900 TMF-Water Street/ 200 Travelers Guides
Staffing Services	2	51 hours

### Proclamations/Welcomes/Flags:

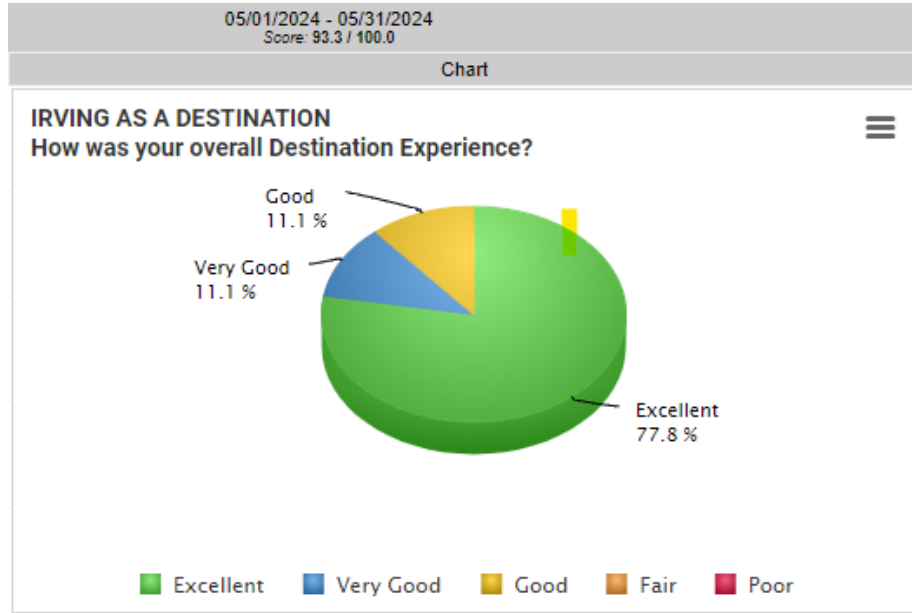
#### Past

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

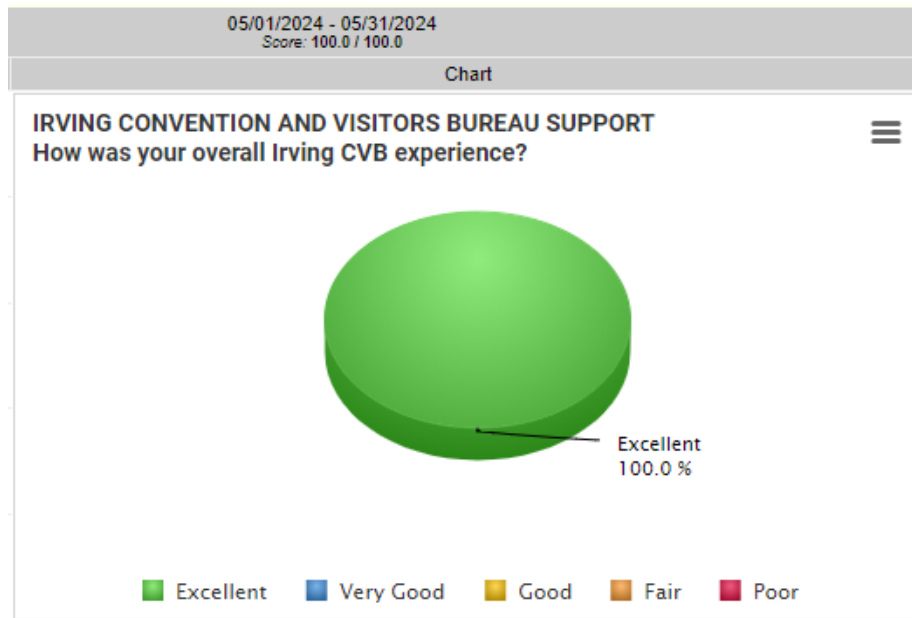


# Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



## Definite Bookings June 2024 – August 2024

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Gruma Corporation	Gruma June 2024	6/2/2024	6/8/2024	33	167
Rentokil	2024 Board of Directors Meeting	6/3/2024	6/5/2024	20	71
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
Karius	Karius - 2024 Dallas	6/7/2024	6/8/2024	16	32
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
ECO: A Covenant Order of Evangelical Presbyterians	ECO- Flourish Institute of Theology Faculty	6/9/2024	6/13/2024	22	70
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
Greystone Interests, LLC	The Greystone Communities	6/15/2024	6/21/2024	150	270
Court of Master Sommeliers	Court of Master Sommeliers, Americas Advanced Sommelier Course	6/15/2024	6/19/2024	150	453
Wound Care Education Institute	WCC Class - Irving TX	6/16/2024	6/19/2024	30	40

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
CONMEBOL	Copa America Team Block	6/19/2024	6/24/2024	50	220
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
Werfen	Werfen Meeting June2024	6/24/2024	6/26/2024	110	300
Vizient, Inc.	Vizient, Inc. 2024 OSM Team Meeting RBO	6/24/2024	6/25/2024	12	28
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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
Guardant Health	Guardant Health - 2024 Launch Dallas	7/15/2024	7/17/2024	85	276
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
RELX	2024 Finance Leadership Team Offsite	7/23/2024	7/26/2024	21	66
Vizient, Inc.	Vizient, Inc. 2024 Matt Yarbrough All Team Meeting	7/24/2024	7/25/2024	35	70
Society of Government Meeting Professionals	SGMP North Texas Chapter Awareness Meeting	7/25/2024	7/25/2024	30	0
America's National Teenager Scholarship	America's National Teenager Scholarship	7/25/2024	7/28/2024	250	224
McKesson Corporation	#16616-Board, Committee & Shareholders Meeting July 2024	7/27/2024	7/31/2024	20	85
Michaels Stores, Inc.	Michaels FLM - Fall 2024	7/28/2024	8/1/2024	250	795
American Council of Engineering Companies of Texas	2024 Leadership Academy - DFW Area	8/1/2024	8/2/2024	35	32
eWomenNetwork	EWomenNetwork - ICON 2024	8/4/2024	8/10/2024	400	939
StopAfib.org	Get In Rhythm. Stay In Rhythm. Atrial Fibrillation Patient Conference 2024	8/5/2024	8/11/2024	170	291
Vizient, Inc.	Vizient, Inc. 2024 CEO Networks OK-AR	8/7/2024	8/8/2024	26	25
Wedding Account	Chodavadia Wedding	8/8/2024	8/11/2024	275	115



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	2024 TEXSOM Conference - Westin ICC - Vendor Room Block	8/19/2024	8/27/2024	500	322
TexSom	2024 TEXSOM Conference - Texican Court Room Block	8/19/2024	8/28/2024	500	409
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2024	8/21/2024	9/3/2024	200	447
Wedding Account	Binita and Miraj Patel Wedding	8/26/2024	9/1/2024	1000	558

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





# Marketing Communications

**To:** Maura Gast, Executive Director

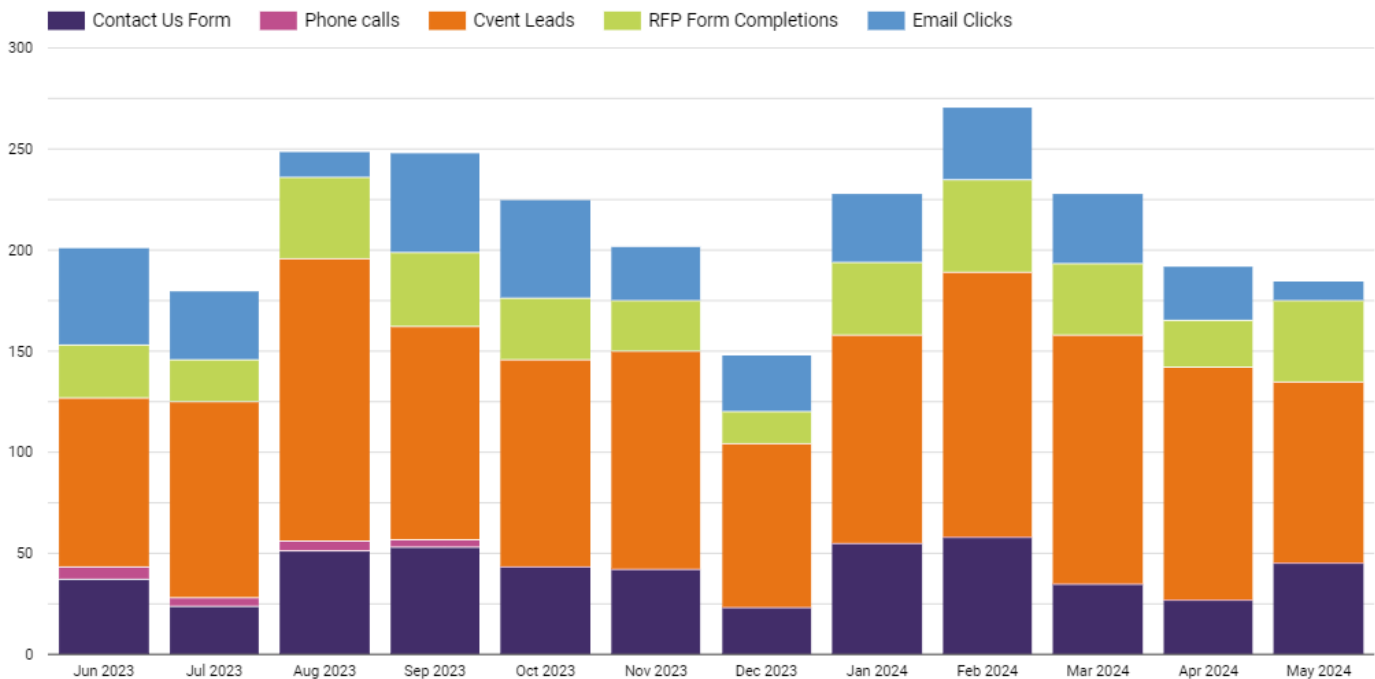
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing

**Date:** June 12, 2024

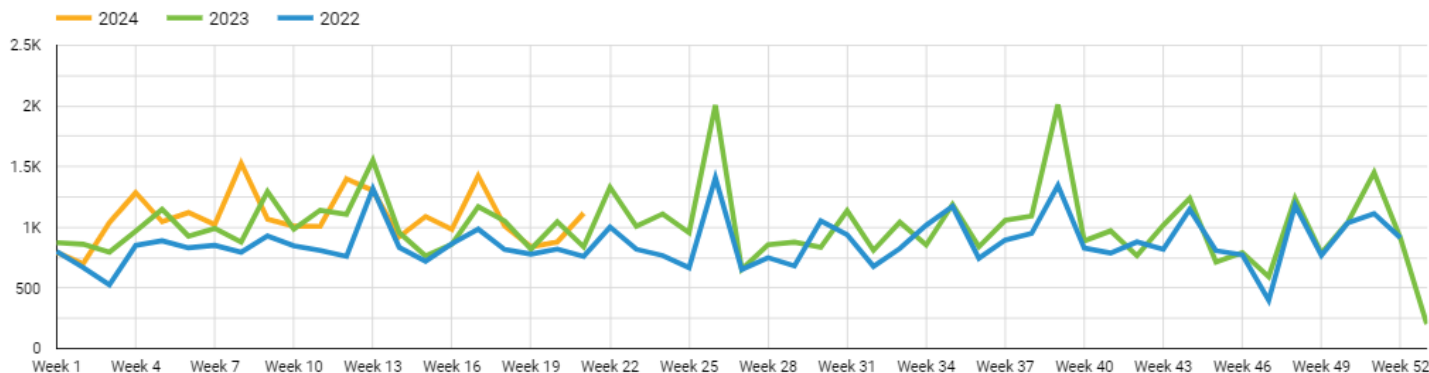
**Re:** May Board Report

## Marketing Prospects

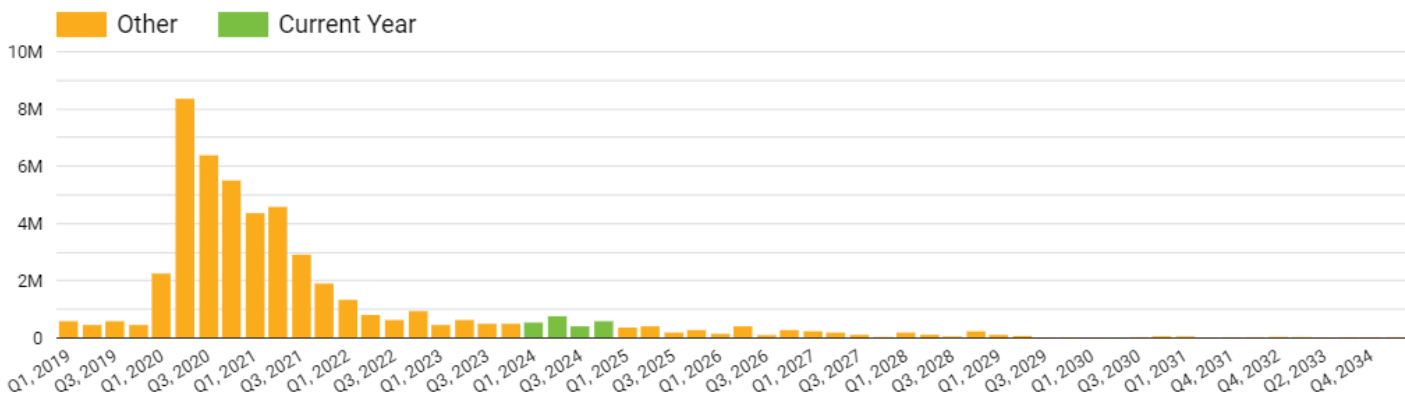
There were **185 prospects** in May. Of those, 90 came from Cvent, and 95 came from the website.



### Aggregated Weekly Definite Volume of 200+ DMOs



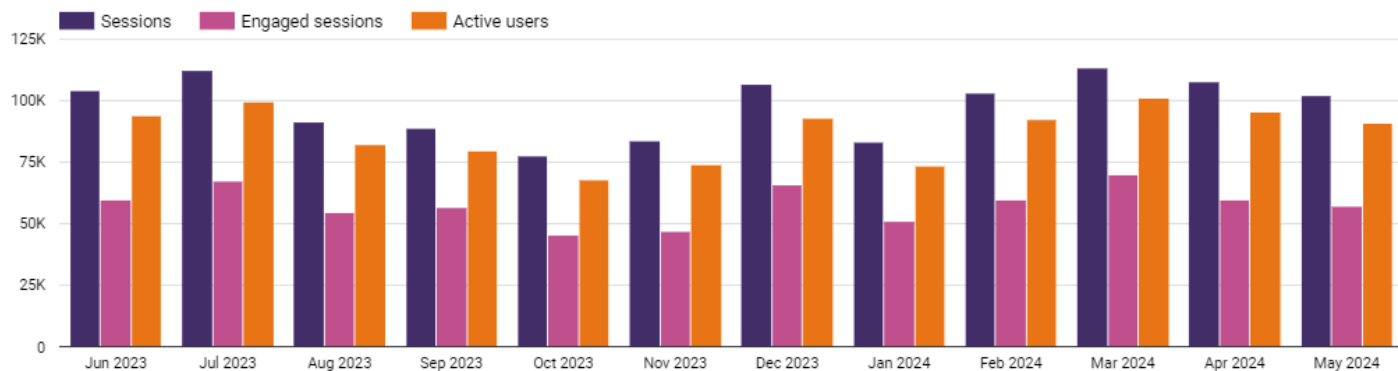
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



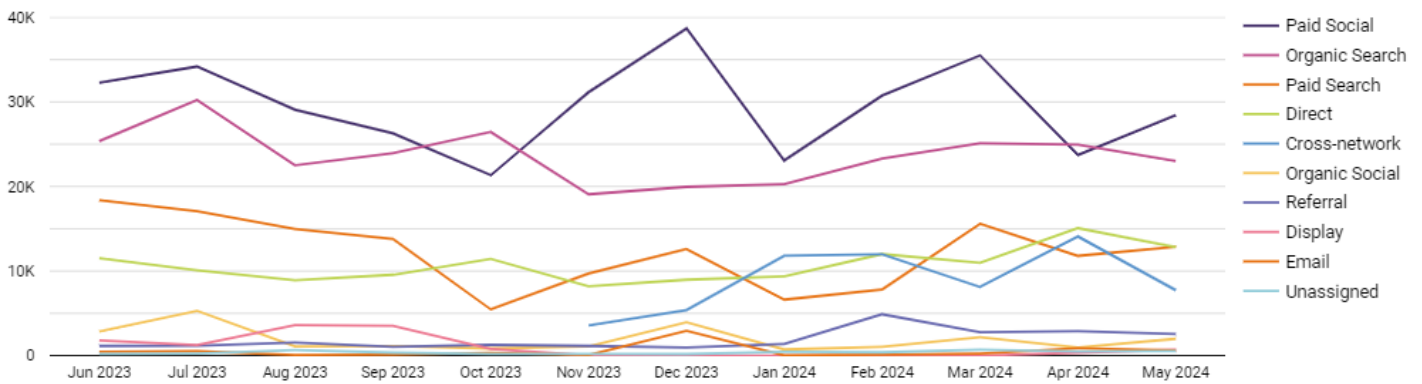
## Website Traffic and Engagement

In May, sessions increased by 22% year over year, reaching **102,133 total sessions**. This included **57,332 engaged sessions** from **91,021 active users** who triggered **947,910 events**.

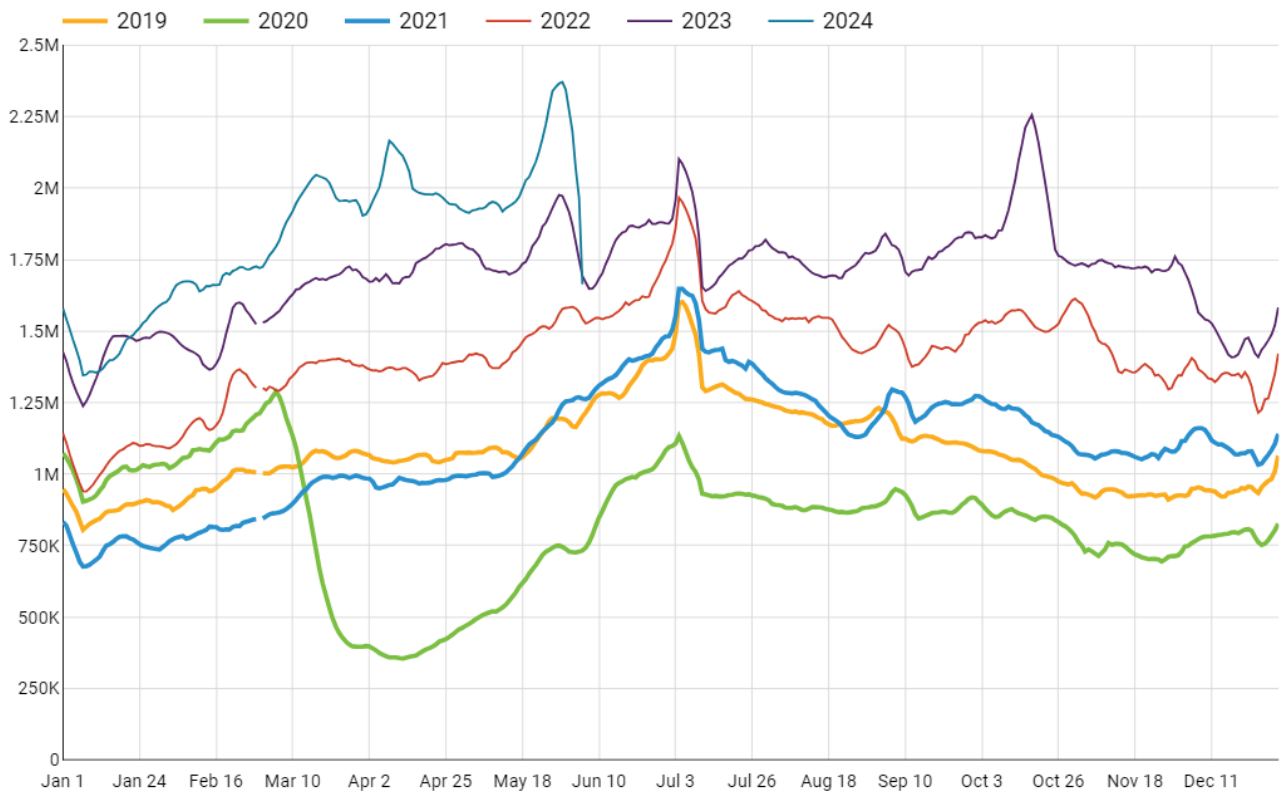
### Sessions / Engaged Sessions / Active Users



## Users by Channel



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

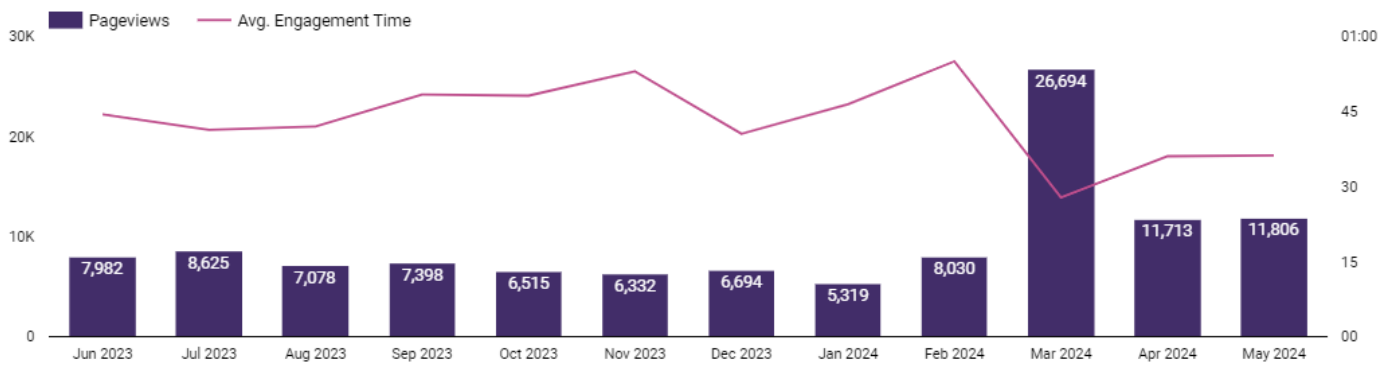


## Blog Traffic

In May, there were **11,806 blog pageviews**. The top five posts were:

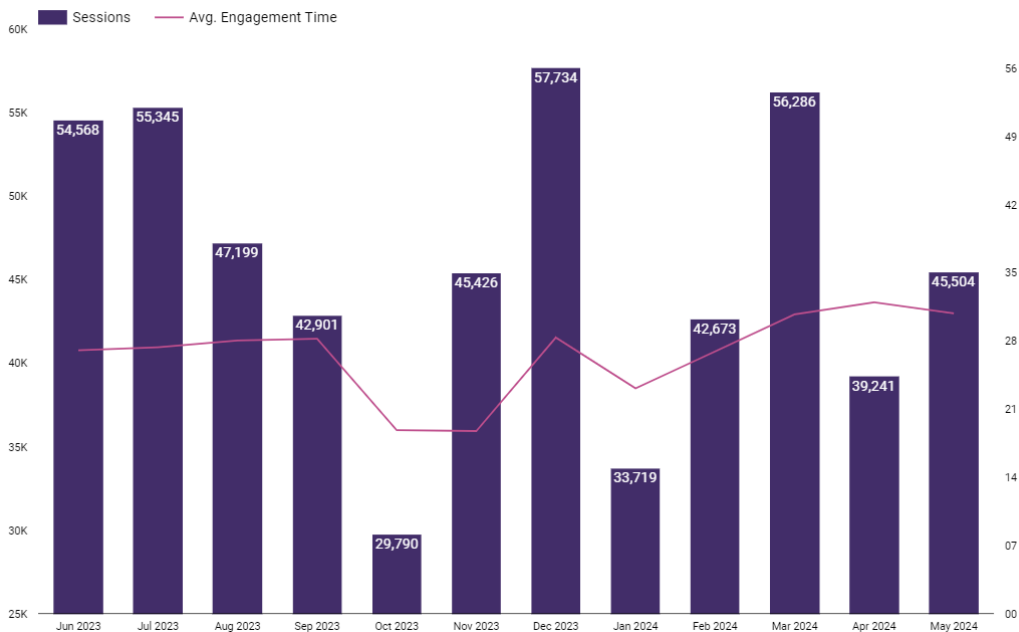
1. Where to Take Your Mom for Mother’s Day – 3,112 pageviews
2. Five Ways to Have Fun at Lake Carolyn – 1,305 pageviews
3. A Guide to Water Street in Irving – 670 pageviews
4. Celebrate Memorial Day with a Staycation Adventure in Irving, Texas – 498 pageviews
5. Five Brunch Spots in Irving You Need to Try this Sunday – 338 pageviews

## Blog Pageviews



## Paid Search (SEM)

Paid search had **45,504 sessions** in May.



## Digital/Leisure Campaigns

### Staycations Campaign:

In May, the Staycations Campaign generated **8,300 hotel referrals**. This campaign utilized multiple platforms, including Google via Performance Max, resulting in a 35% conversion rate.














### Event Micro-Campaigns:

The Event and Micro-Campaign, which leveraged existing demand from the Irving Convention Center and local events, generated **8,313 website visits**.

### Evergreen Promotions:

The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated **21,574 impressions** and **3,214 website visits**.

## Moon Pie coverage continues into May in “Stories of the Strange” segment on WTMJ-AM in Milwaukee

-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 12 May  
WTMJ-AM (Radio), May 12, 2024 10:46PM  
...with prostate cancer, Pro football Hall of Fame running back OJ Simpson is dead at the age of 76 Yes and I'm greg manta can never a bad time for a Margarita stories of the Stranger city of [Irving](#) a low working on serving out the world's largest...  
●  272.7K
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 12 May  
WTMJ-AM (Radio), May 12, 2024 02:30AM  
...of Fame running back OJ Simpson is dead at the age of 70, said X and I'm greg manta can never a bad time for a Margarita Stories of the Stranger city of [Irving](#) a lot working on serving out the world's largest [edible moon pie](#) it weighs...  
●
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 11 May  
WTMJ-AM (Radio), May 11, 2024 09:35PM  
...with prostate cancer, Pro football Hall of Fame running back OJ Simpson is dead at the age of 76 Yes and I'm greg massacre never a bad time for a Margarita stories of the strain city of [Irving](#) a lot working on serving out the world's large...  
●  272.7K
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 7 May  
WTMJ-AM (Radio), May 7, 2024 11:42PM  
...prostate cancer, Pro football Hall of Fame running back OJ Simpson is dead at the age of 70, said Yes and I'm greg manta can never a bad time for a Margarita stories of the Stranger city of [Irving](#) a lot working on serving out the world's largest...  
●  162K
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 6 May  
WTMJ-AM (Radio), May 6, 2024 11:17PM  
I'm greg man tick never a bad time for a Margarita stories of the Stranger city of [Irving](#) a lot working on serving out the world's largest [edible moon pie](#) it weighs 180 pounds and measures 5 feet in diameter on our list of words.  
●  162K
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 4 May  
WTMJ-AM (Radio), May 4, 2024 05:19PM  
...breaking news on Wisconsin's Midday news after a long battle with prostate cancer, Pro football Hall of Fame running back OJ Simpson is dead at the age of 76 Yes and I'm greg maps. It's never a bad time for a Margarita stories of the...  
●  272.7K
-  WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 3 May  
WTMJ-AM (Radio), May 3, 2024 10:10AM  
The city of [Irving](#) a low working on serving out the world's largest [edible moon pie](#) it weighs 180 pounds and measures 5 feet in diameter lists of words. I get that one like a 3 Greg Wisconsin's Midday news on 6 20 WTMJ Ai can we just be...  
●  162K

**WTMJ** WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 3 May  
WTMJ-AM (Radio), May 3, 2024 01:00AM  
Hall of Fame running back OJ Simpson is dead at the age of 76 Yes and I'm greg massacre never a bad time for a Margarita stories of the Stranger city of [Irving](#) a lot working on serving out the world's largest... I get that one like a 3 Greg...



**WTMJ** WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 1 May  
WTMJ-AM (Radio), May 1, 2024 08:00PM  
...of the Stranger city of [Irving](#) a lot working on serving out the world's largest [edible moon pie](#) it weighs 180 pounds and measures 5 feet in diameter on our list of words. It's never a bad time for a Margarita stories of the Stranger city of [Irving](#) ...  
162K

**WTMJ** WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 1 May  
WTMJ-AM (Radio), May 1, 2024 05:00AM  
Hall of Fame running back OJ Simpson is dead at the age of 76 X and I'm greg man tick never a bad time for a Margarita stories of the Stranger city of [Irving](#) a low working on serving out the world's largest... I get that one like a 3 Greg...



**WTMJ** WTMJ-AM (Radio) - Milwaukee, Wisconsin - DMA 37 1 May  
WTMJ-AM (Radio), May 1, 2024 02:00AM  
I'm greg massacre never a bad time for a Margarita stories of the Stranger city of [Irving](#) a low working on serving out the world's largest [edible moon pie](#) it weighs 180 pounds and measures 5 feet in diameter our list of words. I get that one like...





## Coverage of Tattoo Festival at Irving Convention Center

- 
-  KXAS-DAL (NBC) - Dallas, Texas - DMA 5 2 Jun  
**NBC 5 Saturday at 5:30am, June 2, 2024 05:55AM**  
It's the last day of the Texas Size Tattoo Festival at the [Irving Convention Center](#). People can go from 11 this morning until 7:00 tonight at. Tickets are about \$27 for a one day pass. If you did not buy that three day pass for the whole weekend after getting some ink, you...  
●  34.8K USD \$533



---

  -  KXAS-DAL (NBC) - Dallas, Texas - DMA 5 1 Jun  
**Today, June 1, 2024 08:09AM**  
The Texas sized tattoo Festival is set to take place at the [Irving Convention Center](#), starting today at noon and runs through Sunday, June 2nd. Tickets are 2750 for a one day pass or you can get a three day pass for 59 bucks. After getting some ink, he can head on ov...  
●  71.7K USD \$698



---

  -  KRLD-AM (Radio) - Dallas, Texas - DMA 5 1 Jun  
**KRLD-AM (Radio), June 1, 2024 07:40AM**  
Day, Saturday and Sunday with tickets starting at 35 dollars in enthusiasts, this one's for you, the Dallas tattoo festival taking over the [Irving Convention Center](#) on Friday, Saturday and Sunday featuring top tattoo artists from around the globe, live tattooing sessions and...  
●  268.3K



---

  -  KXAS-DAL (NBC) - Dallas, Texas - DMA 5 1 Jun  
**NBC 5 Saturday at 5:30am, June 1, 2024 05:40AM**  
And if you're looking to get your ink in sync ahead to the Dallas Tattoo Festival this weekend, the Texas sized tattoo Festival is set to take place at the [Irving Convention Center](#). Starting today at noon and runs through Sunday, June 2nd.  
●  16.6K USD \$302



---

  -  The Dallas Morning News 31 May  
**GO SEE DFW | GUIDE PICKS**  
...at the [Irving Convention Center](#). \$27.50 for a single-day pass, \$59 for a three-day pass. [dallastattoofestival.com](#). DALLASITES101  
ROSE WINE WALK More than a dozen bars along Bishop Avenue in Oak Cliff are taking part in this 21-and-up event, which will feature...  
●  78.6K USD \$4,876



---

  -  KRLD-AM (Radio) - Dallas, Texas - DMA 5 30 May  
**KRLD-AM (Radio), May 30, 2024 06:49PM**  
...merchandise Friday, Saturday and Sunday, with tickets starting at 35 dollar in enthusiasts this one's for you the Dallas tattoo festival taking over the [Irving Convention Center](#) on Friday, Saturday and Sunday, featuring top tattoo artists from around the globe, live...  
●  181.3K



---

  -  KRLD-AM (Radio) - Dallas, Texas - DMA 5 30 May  
**KRLD-AM (Radio), May 30, 2024 05:51PM**  
This one's for you the Dallas tattoo festival taking over the [Irving Convention Center](#) on Friday Saturday and. Sunday featuring top tattoo artists from around the globe, live tattooing sessions and plenty of contests and competitions. It's a must visit for anyone interested in...  
●  181.3K



---

  -  KRLD-AM (Radio) - Dallas, Texas - DMA 5 30 May  
**KRLD-AM (Radio), May 30, 2024 12:40PM**  
This one's for you, the Dallas tattoo festival taking over the [Irving Convention Center](#) on Friday, Saturday and Sunday, featuring top tattoo artists from around the globe, live tattooing sessions and plenty of contests and competitions. It's a must visit for anyone interested in...  
●  189.8K

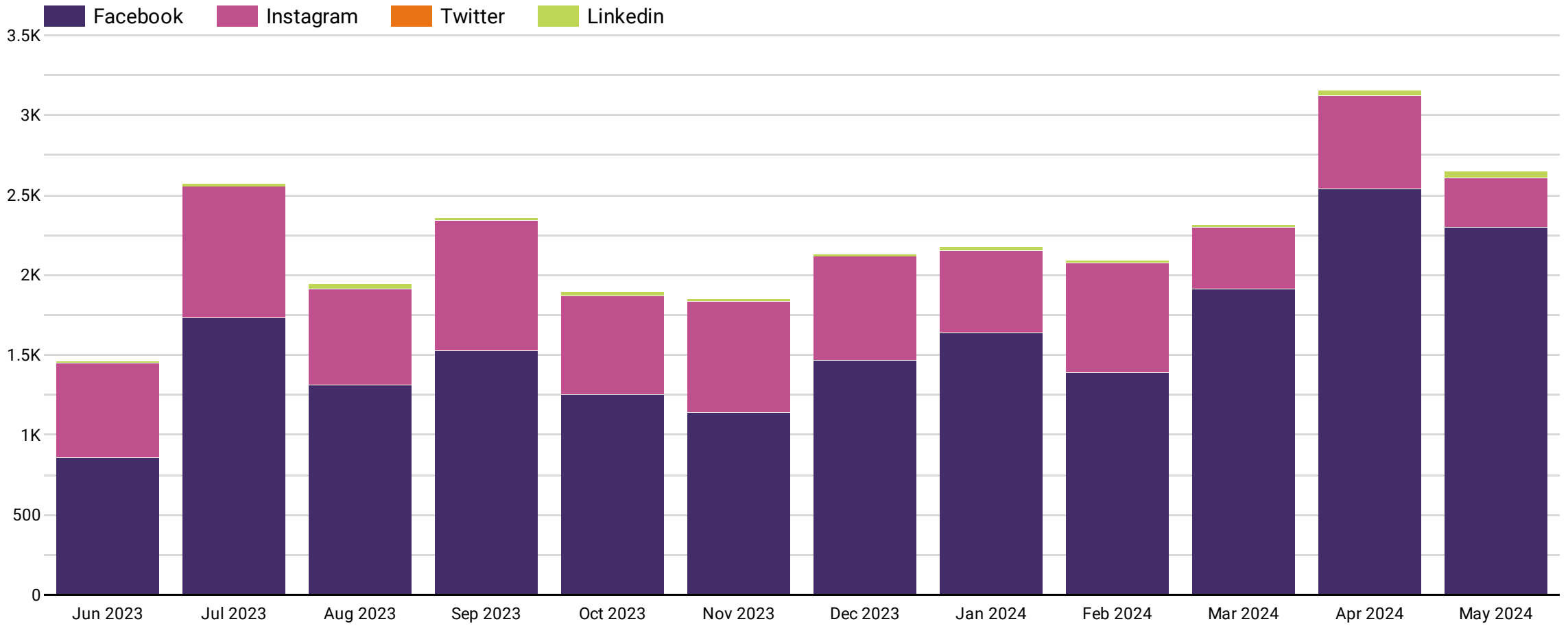
---

  -  KRLD-AM (Radio) - Dallas, Texas - DMA 5 30 May  
**KRLD-AM (Radio), May 30, 2024 07:50AM**  
This one's for you the Dallas tattoo festival taking over the [Irving Convention Center](#) on Friday, Saturday and Sunday, featuring top tattoo artists from around the globe, live tattooing sessions and plenty of contests and competitions. It's a must visit for anyone interested in...  
●  157.2K

---

  -  North Texas e-News 27 May  
**Huge tattoo festival and show in Irving May 31 – June 2**  
Texas-Sized Tattoo Festival to Take Place at the [Irving Convention Center](#) May 31 – June 2 Irving, Texas – The [Irving Convention Center](#) is hosting the Dallas Tattoo Festival – a celebratory showcase of the best tattoo artists from around the globe, live music and an arsen...  
●  16.4K

## Social Media Net Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	116,268	21,396	5,765	1,106	144,535
CC	23,093	3,251	2,419	587	29,350
<b>Grand Total</b>	<b>139,361</b>	<b>24,647</b>	<b>8,184</b>	<b>1,693</b>	<b>173,885</b>



## DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore the DFW area recently launched. In May, the campaign generated **3,440 website visits**.

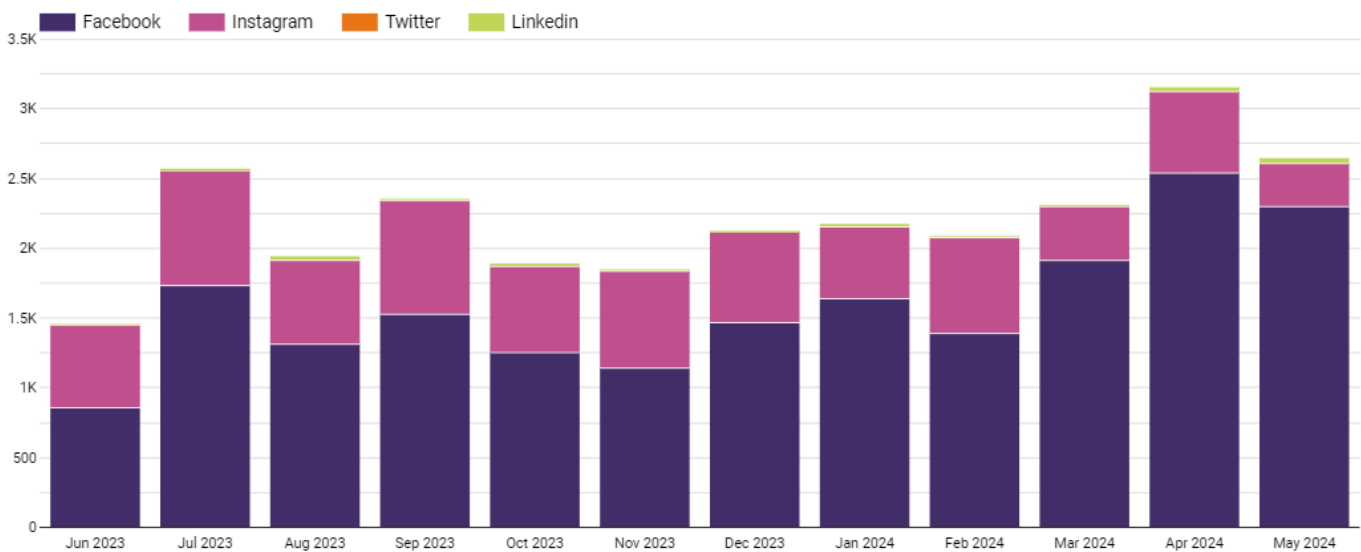
## OTA Advertising:

The OTA campaign, in partnership with Expedia, has produced **5,436 hotel bookings** for **10,786 room nights** and generated **\$1.5 million in direct hotel revenue**.

## Social Media

May saw the addition of **2,653 new social media followers**, the largest increase this year, bringing the total influence to **173,878 followers**.

Social Media Net Followers



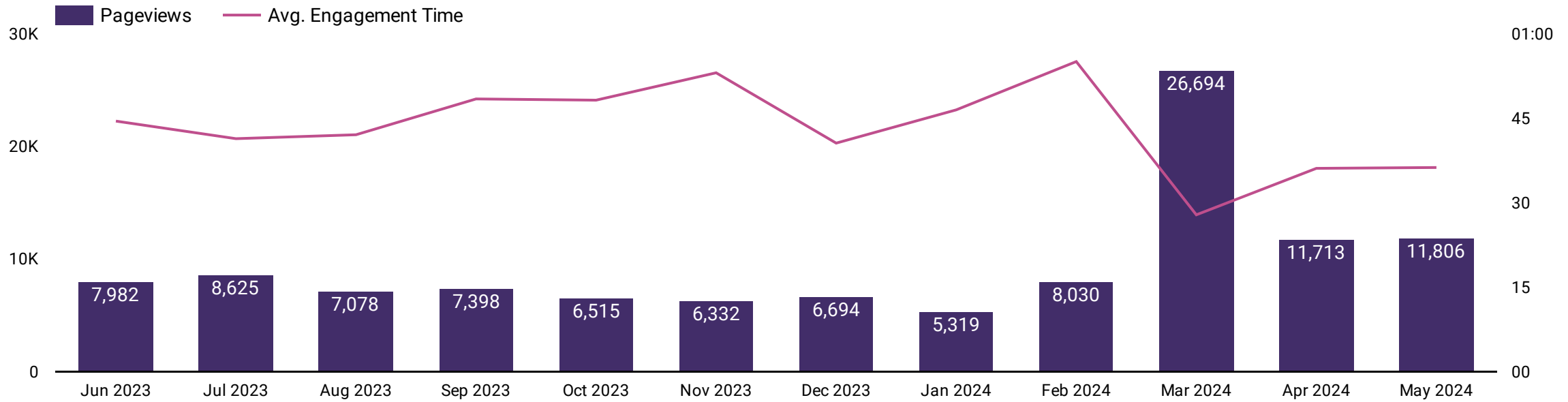
Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	116,261	21,396	5,765	1,106	144,528
CC	23,093	3,251	2,419	587	29,350
Grand Total	139,354	24,647	8,184	1,693	173,878

## Attachments

- 📄 "Stories of the Strange," WTMJ-AM Milwaukee (Moon Pie Coverage into May)
- 📄 Milwaukee Coverage of the Tattoo Festival, May 31 at the Irving Convention Center
- 📄 May Social Media Overview
- 📄 May Blog Performance Overview
- 📄 May Visit Irving Social Stats
- 📄 May Irving Convention Center Social Stats

## Blog Pageviews



## Blog List

	Page path	Pageviews ▾
1.	/blog/stories/post/where-to-take-your-mom-for-mothers-day/	3,112
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	1,305
3.	/blog/	670
4.	/blog/stories/post/a-guide-to-water-street-in-irving/	585
5.	/blog/stories/post/celebrate-memorial-day-with-a-staycation-adventure-in-irving-texas/	498
6.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	338
7.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	267
8.	/blog/stories/post/top-cinco-de-mayo-dining-options-in-irving/	233
9.	/blog/stories/post/irving-texas-bluebonnets-guide/	212
10.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	201

# Social Media Overview

Organization: CVB (1) ▾

May 1, 2024 - May 31, 2024 ▾

## Total All Platforms

Total Followers

144,535

Facebook Instagram Twitter LinkedIn



Total Impressions

2,711,764

↓ -140,679 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

230,168

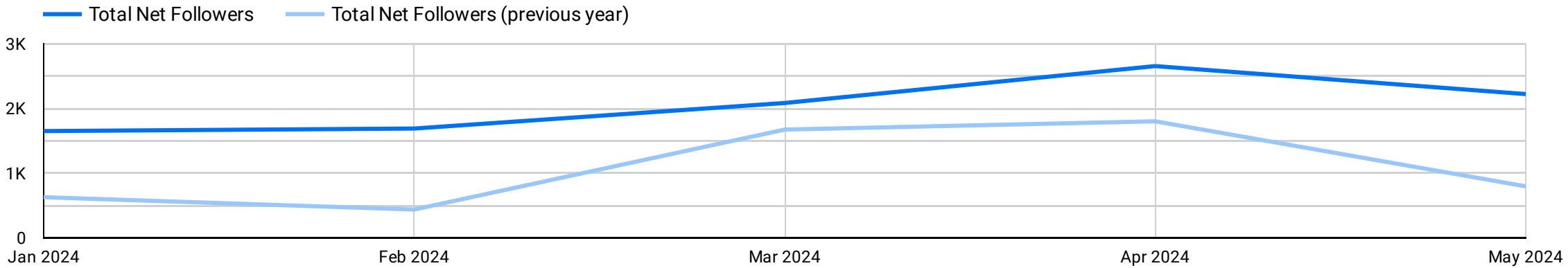
↑ 104,857 from previous year

Facebook Instagram Twitter LinkedIn Engagement



## By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	LinkedIn	YoY Δ
<b>Followers</b>	116,268		21,396		5,765		1,106	
<b>Impressions</b>	1,995,353	65,317 ↑	713,127	-208,717 ↓	654	652 ↑	2,630	2,069 ↑
<b>Engagements</b>	78,896	37,531 ↑	151,078	67,168 ↑	15	12 ↑	179	146 ↑
<b>Net Followers</b>	1,926	1,472 ↑	276	-78 ↓	-4	14 ↑	27	19 ↑



# Social Media Overview

Organization: CC (1) ▾

May 1, 2024 - May 31, 2024 ▾

## Total All Platforms

Total Followers

29,350

Facebook Instagram Twitter LinkedIn



Total Impressions

731,828

↓ -173,534 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

50,044

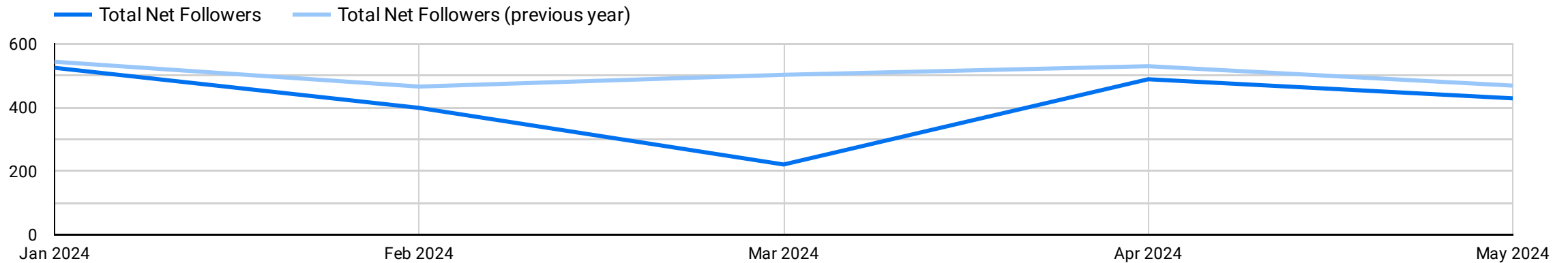
↓ -20,678 from previous year

Facebook Instagram Twitter LinkedIn Engagement



## By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	LinkedIn	YoY Δ
<b>Followers</b>	23,093		3,251		2,419		587	
<b>Impressions</b>	581,844	-238,051 ↓	146,789	61,453 ↑	416	415 ↑	2,779	2,649 ↑
<b>Engagements</b>	34,344	-29,583 ↓	15,262	8,504 ↑	9	9 ↑	429	392 ↑
<b>Net Followers</b>	376	-50 ↓	30	-19 ↓	5	14 ↑	18	15 ↑





**DATE:** June 6, 2024  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** Hotel Performance and Short Term Rental Data – April Data

### **Hotel Performance**

Irving's hotel occupancy rate for April was 73.6%, the same as last year. The Average Daily Rate (ADR) was \$135.68 an increase of 6.0% from last year and Revenue Per Available Room (RevPAR) was \$99.87 and increase of 6.1% from last year.

The hotel occupancy for Texas was 67.1%, an increase of 2.0% and the hotel occupancy for the US was 65.2%, an increase of 1.2%.

### **Short Term Rental**

For the month of April, there were 694 available listings in Irving. The occupancy rate was 50.7%, down 6.4% from last year and the ADR was \$238.09, an increase of 19.32% over last year.

For the hotel comparable subset, the occupancy rate was 45.7%, a decrease of 20.1% from last year and the ADR was \$120.28, an increase of 5.1% 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

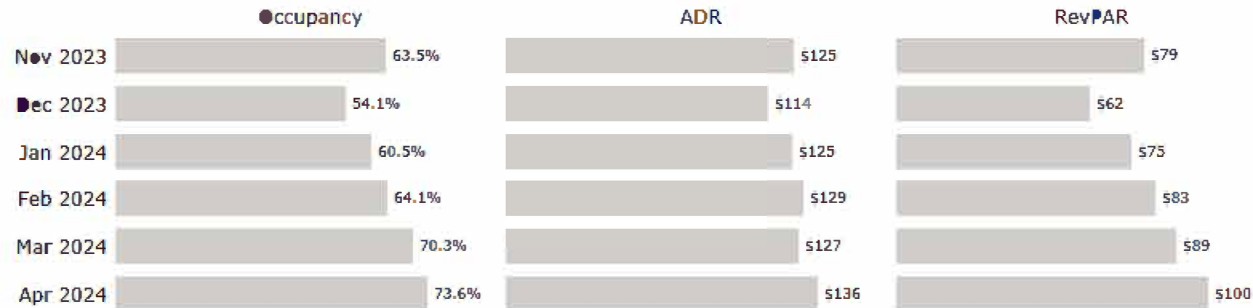
Irving, TX | April 2024



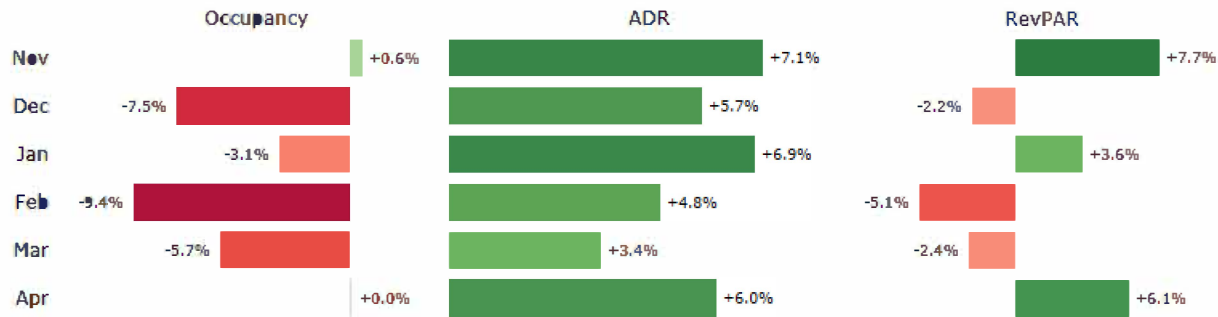
Month: April 2024 | Location: Irving, TX | Compare to: Previous Year | Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Current Month	73.6%	\$135.68	\$99.87	384.2K	282.8K	\$38.4M
Change vs. Previous Year	▲ 0.0%	▲ 6.0%	▲ 6.1%	▼ -0.8%	▼ -0.7%	▲ 5.2%
YTD Calendar Year	67.1%	\$129.38	\$86.86	1.5M	1.0M	\$133.5M
YTD Change vs. Previous Year	▼ -4.5%	▲ 5.2%	▲ 0.5%	▼ -0.2%	▼ -4.7%	▲ 0.3%

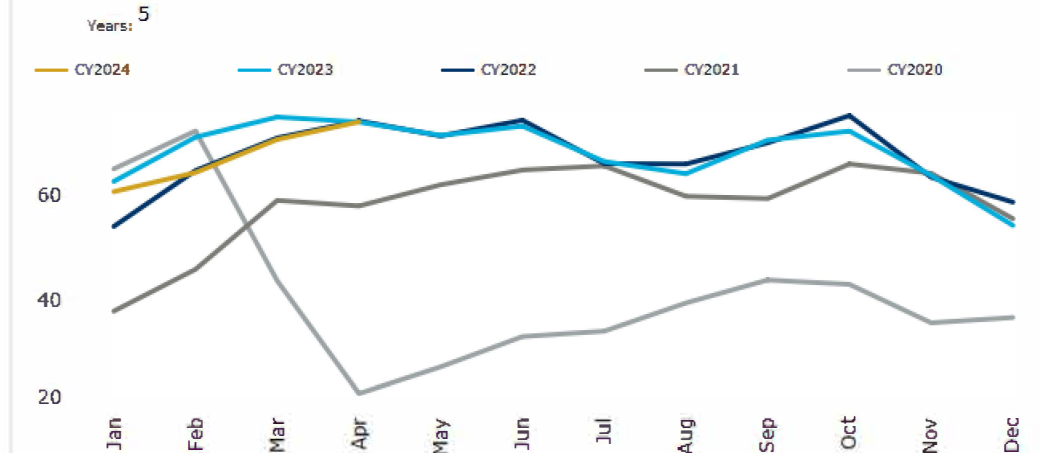
## Last Six Months Performance



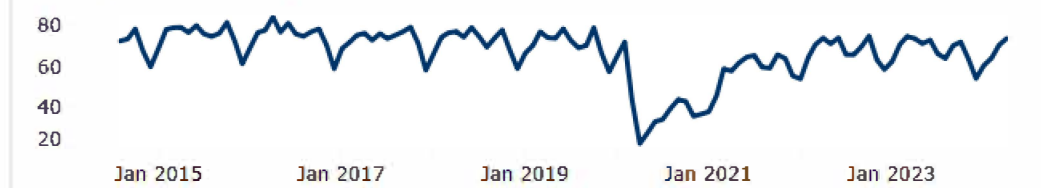
## Last Six Months Performance vs. Previous Year



## Occupancy YOY Comparison



## Occupancy Long Term Trend



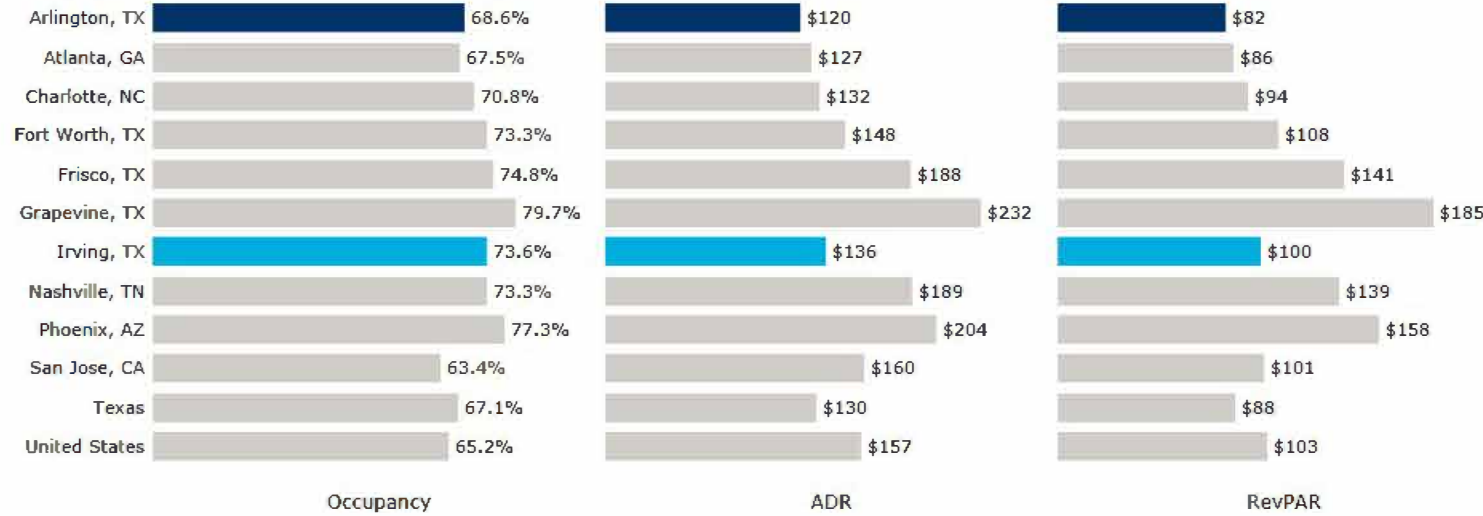
# Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets



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

## April 2024, Comp. Markets Hotel KPIs



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

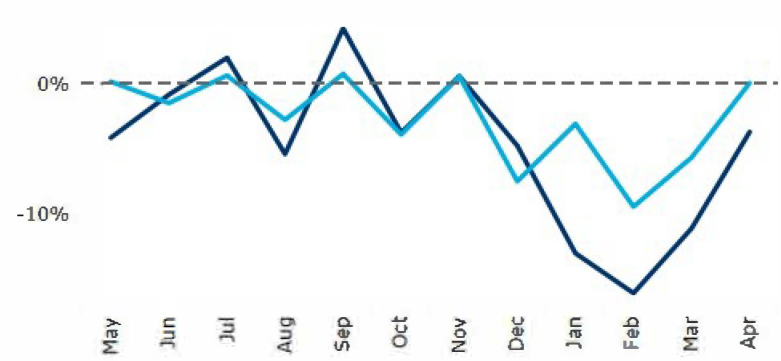
## Occupancy Comparison



## April 2024, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	68.6%	▼ -3.7%	\$120	▲ 1.8%	\$82	▼ -1.9%	245.9K	▲ 12.1%	168.7K	▲ 8.0%	\$20.2M	▲ 10.0%
Atlanta, GA	67.5%	▼ -1.7%	\$127	▼ -2.7%	\$86	▼ -4.4%	3.4M	▲ 1.5%	2.3M	▼ -0.3%	\$291.6M	▼ -3.0%
Charlotte, NC	70.8%	▲ 2.5%	\$132	▲ 3.7%	\$94	▲ 6.4%	1.3M	▼ -0.3%	907.1K	▲ 2.2%	\$120.0M	▲ 6.0%
Fort Worth, TX	73.3%	▲ 3.2%	\$148	▲ 10.7%	\$108	▲ 14.2%	510.5K	▲ 1.6%	374.3K	▲ 4.8%	\$55.3M	▲ 16.0%
Frisco, TX	74.8%	▲ 9.9%	\$188	▲ 19.9%	\$141	▲ 31.7%	128.6K	▲ 13.2%	96.2K	▲ 24.4%	\$18.1M	▲ 49.1%
Grapevine, TX	79.7%	▲ 4.9%	\$232	▲ 15.0%	\$185	▲ 20.6%	143.6K	▲ 0.1%	114.4K	▲ 5.0%	\$26.5M	▲ 20.7%
Irving, TX	73.6%	▲ 0.0%	\$136	▲ 6.0%	\$100	▲ 6.1%	384.2K	▼ -0.8%	282.8K	▼ -0.7%	\$38.4M	▲ 5.2%
Nashville, TN	73.3%	▼ -1.3%	\$189	▼ -2.1%	\$139	▼ -3.4%	1.8M	▲ 1.7%	1.3M	▲ 0.5%	\$244.0M	▼ -1.7%
Phoenix, AZ	77.3%	▲ 6.7%	\$204	▲ 9.6%	\$158	▲ 17.0%	2.1M	▲ 0.9%	1.6M	▲ 7.7%	\$336.0M	▲ 18.0%
San Jose, CA	63.4%	▲ 5.9%	\$160	▲ 4.4%	\$101	▲ 10.5%	301.2K	▼ -3.6%	190.9K	▲ 2.1%	\$30.6M	▲ 6.6%
Texas	67.1%	▲ 2.0%	\$130	▲ 5.0%	\$88	▲ 7.1%	15.9M	▲ 1.1%	10.7M	▲ 3.1%	\$1.4B	▲ 8.3%
United States	65.2%	▲ 1.2%	\$157	▲ 0.8%	\$103	▲ 2.0%	168.6M	▲ 0.6%	109.9M	▲ 1.8%	\$17.3B	▲ 2.6%

## 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, April 2024



Month	Location	Property Type	Compare to Previous Year	Year Type			
April 2024	Irving	Entire Place		Calendar Year			
		Occupancy 50.7%	ADR \$238.09	Revpar \$120.69	Supply 8.4K	Demand 4.3K	Revenue \$1.0M
	YOY Change	▼ -6.4%	▲ +19.3%	▲ +11.7%	▲ +4.4%	▼ -2.3%	▲ +16.6%
	Calendar Year-to-Date	49.2%	\$221.16	\$108.86	30.1K	14.8K	\$3.3M
	YOY Change YTD	▼ -0.3%	▲ +13.0%	▲ +12.7%	▲ +2.3%	▲ +2.0%	▲ +15.3%

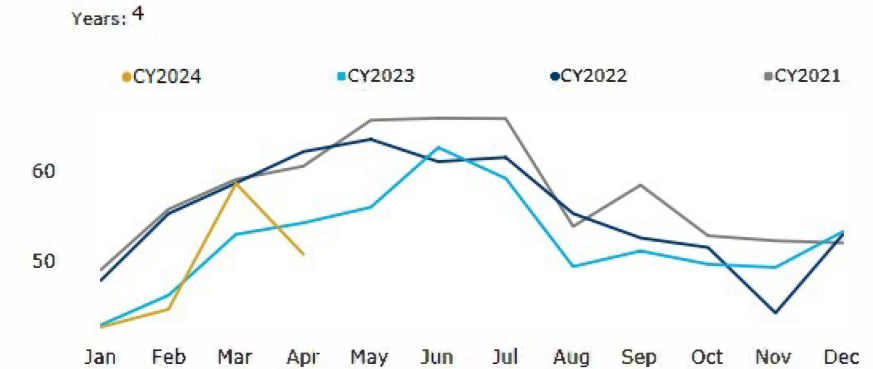
## Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Nov 23	49.2%	11.5%	\$209	2.2%	\$103	13.9%	8.2K	6.2%	4.0K	18.4%	\$839.0K	21.0%
Dec 23	53.2%	0.6%	\$195	-2.2%	\$104	-1.6%	9.2K	16.2%	4.9K	16.8%	\$958.6K	14.3%
Jan 24	42.6%	-0.5%	\$207	11.4%	\$88	10.8%	7.5K	5.9%	3.2K	5.3%	\$659.8K	17.3%
Feb 24	44.6%	-3.4%	\$211	10.9%	\$94	7.2%	6.8K	6.4%	3.0K	2.8%	\$638.4K	14.0%
Mar 24	58.6%	10.7%	\$222	9.5%	\$130	21.2%	7.4K	-6.4%	4.3K	3.6%	\$961.2K	13.5%
Apr 24	50.7%	-6.4%	\$238	19.3%	\$121	11.7%	8.4K	4.4%	4.3K	-2.3%	\$1.0M	16.6%

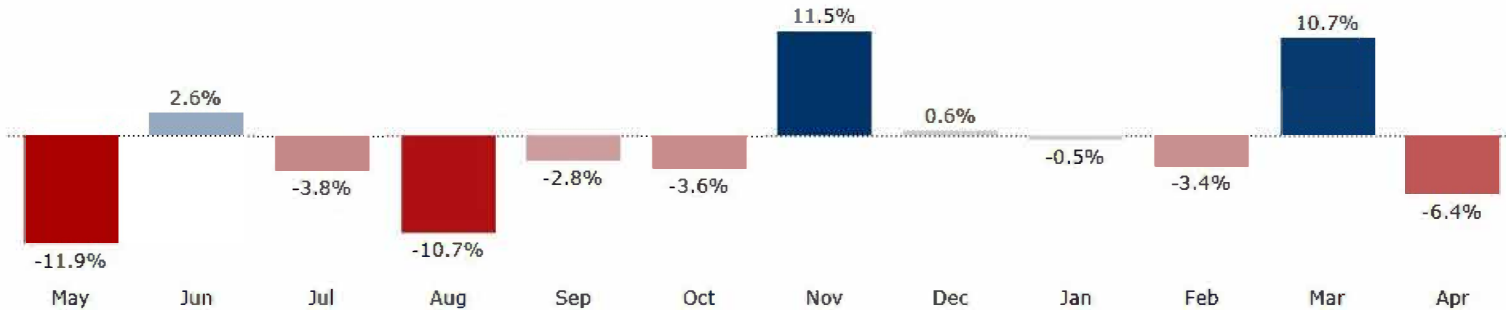
## Occupancy YOY Comparison

Irving



## Occupancy vs. Previous Year

Irving



## Occupancy

Irving





# Short Term Rental Summary

Irving, April 2024



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

Occupancy: 45.7% | ADR: \$120.28 | Revpar: \$54.94 | Supply: 0 | Demand: 0 | Revenue: \$0

YOY Change: Occupancy ▼ -20.1% | ADR ▲ +5.1% | Revpar ▼ -16.0%

Calendar Year-to-Date: Supply 0 | Demand 0 | Revenue \$0

YOY Change YTD

## Last Six Months

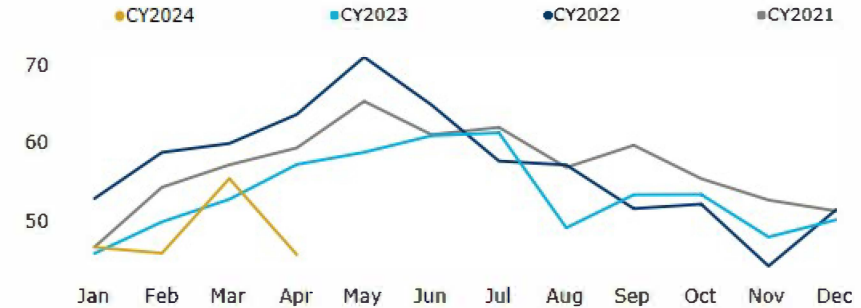
Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Nov 23	47.9%	8.4%	\$108	-6.0%	\$52	1.8%						
Dec 23	50.1%	-2.5%	\$98	-6.0%	\$49	-8.3%						
Jan 24	46.6%	1.7%	\$117	14.1%	\$55	16.0%						
Feb 24	45.9%	-8.0%	\$119	12.6%	\$55	3.6%						
Mar 24	55.4%	5.0%	\$116	1.7%	\$64	6.7%						
Apr 24	45.7%	-20.1%	\$120	5.1%	\$55	-16.0%						

## Occupancy YOY Comparison

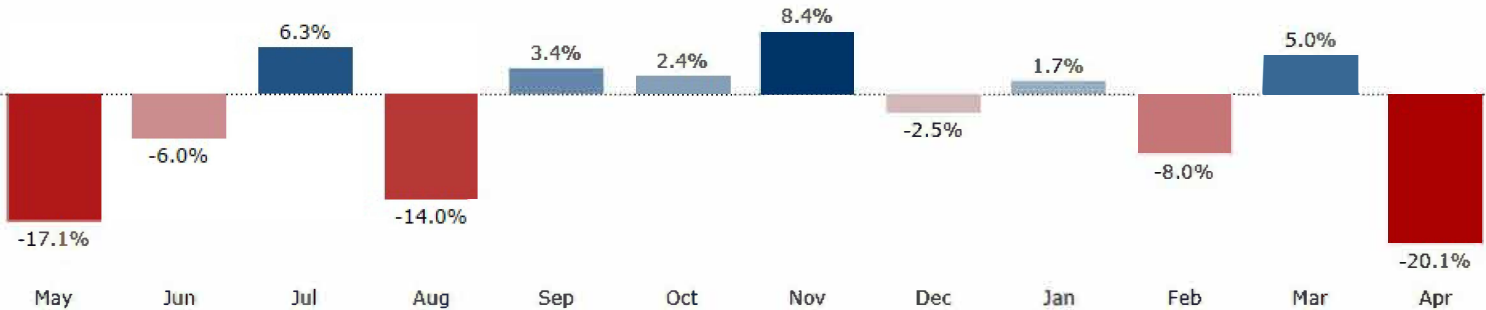
Irving

Years: 4



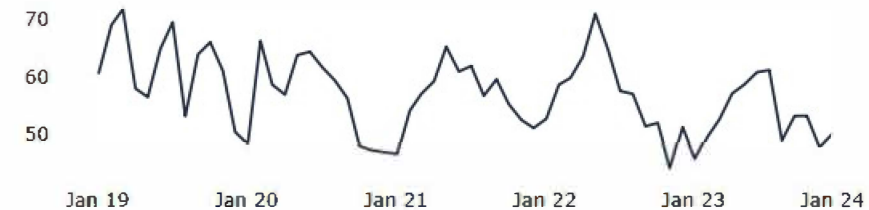
## Occupancy vs. Previous Year

Irving



## Occupancy

Irving



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

**CONVENTION CENTER  
MANAGEMENT REPORTS**



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

May 10, 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 – April 2024**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>158,066</b>	<b>173,976</b>	<b>113,254</b>	<b>574,365</b>	<b>803,446</b>	<b>620,364</b>
Ancillary Income	<b>618,397</b>	<b>539,338</b>	<b>514,577</b>	<b>3,538,818</b>	<b>3,050,180</b>	<b>2,923,583</b>
Total Event Income	<b>776,463</b>	<b>713,314</b>	<b>627,831</b>	<b>4,113,183</b>	<b>3,853,626</b>	<b>3,543,947</b>
Other Income	<b>141,690</b>	<b>107,167</b>	<b>113,767</b>	<b>883,910</b>	<b>750,169</b>	<b>636,457</b>
Adjusted Gross Income	<b>918,153</b>	<b>820,481</b>	<b>741,598</b>	<b>4,997,093</b>	<b>4,603,795</b>	<b>4,180,404</b>
Indirect Expenses	<b>(643,413)</b>	<b>(736,442)</b>	<b>(564,642)</b>	<b>(4,601,867)</b>	<b>(4,941,051)</b>	<b>(4,208,996)</b>
Net Income (Loss)	<b>274,740</b>	<b>84,039</b>	<b>176,956</b>	<b>395,226</b>	<b>(337,256)</b>	<b>(28,592)</b>

- We had fifteen revenue-producing events for the month.
- Total event income exceeded budget by \$63,149.
- Other operating income includes April's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were over budget by \$93,029.
- Overall, the ICC surpassed budget by \$190,701.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>911,991</b>	<b>669,166</b>	<b>687,430</b>	<b>5,320,680</b>	<b>4,183,052</b>	<b>3,980,750</b>
Net Income/(Loss)	<b>515,013</b>	<b>410,133</b>	<b>371,875</b>	<b>2,851,778</b>	<b>2,562,403</b>	<b>2,297,054</b>
Net Income/(Loss) %	<b>56.47%</b>	<b>61.29%</b>	<b>54.10%</b>	<b>53.60%</b>	<b>61.26%</b>	<b>57.70%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>18</b>	<b>85</b>	<b>16,690</b>	<b>112,719</b>
Current Year	Current Year	Current Year	Current Year
<b>19</b>	<b>104</b>	<b>20,416</b>	<b>91,423</b>
Prior Year	Prior Year	Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>385</b>	<b>16,578</b>	<b>2</b>	<b>100%</b>
Current Year	Current Year	This Month	Current Month
<b>3,339</b>	<b>15,048</b>	<b>19</b>	<b>92.6%</b>
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>14</b>	<b>89</b>
Current Year	Current Year
<b>23</b>	<b>107</b>
Prior Year	Prior Year

## **Target Industry Bookings**

TechConferences – November 2025

Digital Summit – December 2024

## **May and June at a Glance**

- 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 4<sup>th</sup> 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
- May 30-June 2 Tattoo Fest
- June 3-5 Elevate IT
- June 7-9 Paradise Spas Expo
- June 8 World Wide Dreambuilders
- June 10-12 Pri-Med Access
- June 12-14 Linehaul Summit
- June 15 Texas USA Gymnastics Annual Banquet
- June 17 Irving Hispanic Chamber of Commerce
- June 17-18 Texas Health Resources University Meeting
- June 19 QuikTrip Spring Meeting
- June 19-23 Steubenville Lone Star
- June 25-26 DFW Airport
- June 26-29 Quest Trust Annual Expo

cc: Tom Meehan, General Manager, ASM Global

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

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

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



August 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
<b>Original Sewing &amp; Quilt Expo /North Texas Quilt Festival</b> De finite						
<b>Missionary Families of ...</b> De finite		<b>ICVB Board of Directo...</b> De finite		<b>Irving ISD</b> Tentative 1		<b>Civil Service Exam 2024</b> Tentative 1
4	5	6	7	8	9	10
<b>Original Sewing &amp; Quilt Expo /North Texas Quilt Festival</b> De finite			<b>Texas Pro</b> De finite			
			<b>"Concert for Life" pro...</b> De finite	<b>City of Irving Transportation Summit</b> De finite		<b>Chodavadia Wedding</b> De finite
			<b>PSWU 1-day conference</b> De finite			
11	12	13	14	15	16	17
<b>Texas Pro</b> De finite		<b>ICVB Destination Deve...</b> De finite		<b>All Industry Day 2024 IIAD</b> De finite		
<b>Chodavadia Wedding</b> Tentative 2						
<b>Beyond, Inc.</b> Tentative 1						
18	19	20	21	22	23	24
<b>Cocina Sabrosa</b> De finite						
			<b>TEXSOM Conference</b> De finite			
					<b>Gamestop</b> Tentative 12	
25	26	27	28	29	30	31
<b>TEXSOM Conference</b> De finite				<b>Lindsey Wilson College Residence Class</b> De finite		
<b>Gamestop</b> Tentative 12		<b>ICVB Board of Directo...</b> De finite				

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

**INDUSTRY REPORTS /  
BOARD PARTNERS**

## RESTAURANT SHOW



*Jose Andres entertained and inspired crowds at The Restaurant Show keynote discussion.*

### OPERATIONS

## José Andrés reminds operators of their crucial community role at Restaurant Show keynote

*Andrés discussed making opportunities from mistakes, getting back to basics, and leaning into the global responsibility*

Joanna Fantozzi | May 21, 2024

Chef, restaurateur, and Nobel Peace Prize-nominated global humanitarian, José Andrés, was the keynote speaker at the 2024 National Restaurant Association Show in Chicago. Despite his many accolades throughout his career, both as a chef and in his frontline food relief work with World Central Kitchen, Andrés emphasized the importance of simplicity, humility, and community in every restaurant operator's lives and careers.

As an example of how chefs and restaurant owners need to roll with the punches and learn from their mistakes, Andrés told a story of how he was cooking a Spanish omelette live on TV, when he flipped the omelette high in the air, and it hit the camera equipment and was ruined.

**Related: 4 takeaways from the 2024 National Restaurant Association Show**

“When things don't go as planned, you can feel like you are a failure, or you can change the name of the recipe,” he said, adding that on TV he acted like he was showing the audience what to make out of a broken omelette. “It shows that, even in failure, you have to keep going.”

While it's true that you can't make an omelette without breaking a few eggs (especially if you flip a Spanish omelette on live television), one of the most crucial aspects to Andrés' success, at least on the culinary side, is to honor your heritage and not dumb down cuisine for the average American palate. Andrés' said he once asked his mentor about introducing Spanish cuisine to the American people and asked if he should change it for different tastes:

**Related: Sustainability technology is trending at the Restaurant Show**

“Do I Americanize it? No, I do Spanish cooking the way people in Spain would be proud of,” he said. “I ask myself, ‘would my grandmother be proud of this dish before serving it?’ Sometimes keeping things fresh is about getting back to the basics.”

Of course, Andrés is well-known for more than just his Spanish cuisine at iconic restaurants like Jaleo and The Bazaar in the Washington, D.C. area and beyond. As a keynote speaker, the chef and humanitarian spoke about the importance of operators embracing their role on the global stage, as facilitators of community, and arbiters of change.

“The word restaurant comes from the Latin word that means, ‘to restore’, so...how do we make sure our restaurants restore people?” Andrés said. “There are not many professions that unite so many parts of society...restaurants are beacons of hope.”

Andrés then encouraged the operators in the audience to look beyond themselves and their operations to use their platforms to make a difference in their communities. His famous non-profit organization, World Central Kitchen, for example, was founded out of D.C. Central Kitchen, which was created by a bartender as a solution for food waste at a local restaurant. What started out as a cost-saving measure and an opportunity to give back, then turned into a way to feed the homeless population of the nation’s capital, and give people within the industry a new purpose.

“This is the power of food,” Andrés said. “We can handle our businesses, but then we can do far more.”

Contact Joanna at [joanna.fantozzi@informa.com](mailto:joanna.fantozzi@informa.com)

**Source URL:**<https://www.nrn.com/operations/jos-andr-s-reminds-operators-their-crucial-community-role-restaurant-show-keynote>

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JUNE 24, 2024**

**ACKNOWLEDGEMENTS  
AND  
MISCELLANEOUS ARTICLES**



---

## SENATE COMMITTEE ON NATURAL RESOURCES AND ECONOMIC DEVELOPMENT

---

[Info](#) [News](#) [Video](#)

AUSTIN (6/13/2024, 10AM, E1.012)

COMMITTEE: Natural Resources & Economic Development

CHAIR: Senator Brian Birdwell

(10:02) The Senate Committee on Natural Resources and Economic Development was called to order. A quorum was not established, but hope to be established soon. The Chair introduced the members and his staff and explained that the committee will meet to hear invited and public testimony on the following interim charges:

**Preserving Texas History:** Review the historical site district designation and how such designations contribute to cultural preservation, tourism, and community identity. Report on what impact this historical designation would have on property values, site preservation, and educational opportunities within certain districts including, but not limited to, the San Jacinto Battlefield, the Alamo complex, Washington-on-the-Brazos, and Goliad.

**Overcoming Federal Incompetence:** Consider the impact to the Texas economy from federal interference including, but not limited to, restricting liquefied natural gas exports, supply chain limitations, a net-zero carbon agenda, and other air emission provisions. Report on what impact these federal interferences will have on the Texas economy and workforce, and make recommendations to minimize the damage to Texas.

**Protecting Local Taxpayers:** Examine current use and imposition of local option hotel occupancy taxes. Make recommendations to enhance accountability and increase transparency in the use of these funds.

(10:10) John Nau, Chair, Texas Historical Commission testified to provide a history of the Commission. They are charged with identifying and preserving historical sites in the state. Their core is historical preservation and economic development. Since Gov. Bush, they have revitalized many downtowns including Mr. Knows favorite, the downtown of Goliad. Their trails program is award winning as well. In San Jacinto, they found the site of the Mexico surrender and are working to preserve this area too.

(10:15) Chair Birdwell noted that with the arrival of Senator Alvarado, the Committee now has a quorum.

(10:15) Rodney Franklyn, Director of State Parks, Parks and Wildlife testified on the stewardship responsibilities they have and the services they offer to their visitors. Texas state parks consisted of 88 sites throughout the state with approximately 1,400 employees. They have 6 sites that are designated as historical sites: Fort Leaton, Fort Richardson, Goliad, Waco Tanks, LBJ, and Seminal Canyon. These sites are major attraction for residents and tourism, and add value to the state to the tune of \$891 million dollars in sales.

(10:21) Jeff Gordon, General Counsel, Texas General Land Office testified to provide an overview of the GLO's activities. Preserving the Alamo is one of the Commissioners top priorities. In 2011, the Texas Legislature transferred care of the Alamo to the GLO. In 2015, the legislature directed the GLO to coordinate planning and development with the City of San Antonio. Today, the Alamo Trust Inc., carries out the share goal of implementing the Alamo plan as the three pillars: Preserving the 300 year old church, recapturing the original mission site and battle field footprint, and building a world class Alamo Visitors Center.

(11:26) Laurie Houston, Assistant City Manager with the City of San Antonio testified on the work of her office to preserve these historic sites. Overseeing the Alamo plan is probably the most important thing she does at her office. They have over 300 years of history in San Antonio. They just did a complete restoration of their City Hall.

(11:46) Victor Reta, Historic Preservation Officer for the City of Socorro, Texas testified on the relevance of their new Rio Vista Farm. The "farm" highlight the over 4.6 million boarder crossers from 1951-1964 following

World War II. The site is comparable to Ellis Island and the Alamo, and is expected to bring in over \$3 million dollars in economic activity per year to the community.

(11:50) Robert Battle, Honorary Mayor of Old Manor testified on the history of James Manor who came west with Sam Houston. Unfortunately, his city is trying to erase our history. They want to put 99 townhomes on top of a black cemetery. They have a whole page on Manor on their website, however, it does not even talk about James Manor.

(11:59) Will Cunahan, Director for Data Analysis and Transparency at the Texas Comptroller's Office testified to provide a summary for more there most recent activity related to "hot taxes and their roll in collecting and reporting those "hot taxes." The 85th legislature passed SB1221 to require that cities report hot taxes collected. SB1655 added the requirement for counties, and then finally in last session, SB1420 expanded the "window" of those reporting requirements for both cities and counties. In addition, this legislation allowed that cities and counties could post on their website the amount of hot taxes and how they were spending it, but more recently, the legislation required that it be reported directly to the Comptroller's Office through an electronic form. Currently, there is no adverse activity going to happen to those cities or counties that do not report. Mr. Cunahan stated that he hesitates to say that we want to penalize an entity that does not report, however, if there is not a "stick" sometime that will not happen.

(12:05) Justin Briggie, General Counsel of the Texas Lodging Association testified to give a summary on the commitment to transparency in hospitality taxes. It is important to their industry that they have as much data as to how they are collecting and using hotel tax revenue. These taxes are unique in that they are collected locally, so it was important that the legislation required that there was more transparency in reporting. Unfortunately, still not every city or county is reporting; however, they are reaching out to each city and county to find out how come they did not.

(12:08) Amanda Garcia, Chief Public Affairs Officer, Texas Travel Alliance testified on their current and historic activity. In 2023, the travel industry generated \$5.4 billion dollars in revenues for the state or 7.3 percent of state revenues. They are working to improve transparency on the issue. The Texas statutes explicit describe what the occupancy taxes are to be used for - enhancing tourism, but they are concerned that some cities are using it for portions of city budgets that do not comply with the framework.

(12:11) Fiona Bond, CEO of Creative Waco, testified on the impact Creative Waco on the art scene. Creative Waco is a non-profit organization. The arts community has been very happy with the hotel occupancy taxes. It has been transformative for them. Three specific things Ms. Bond wanted to point out that that the transparent and strategic use of these "hot taxes" is an investment not expense. Second, it directly benefits the hospitality industry and brings money to the state, and third, the benefits are more than just economic. Additionally, for every dollar, they are able to use the money to leverage additional investment.

(12:54) Amanda Rone, Administrator for the City of Marfa testified to talk about how "hot taxes" have impacted their city. Marfa is home to about 1,700 people and bring it about \$700,000 dollars a years of in "hot" funds. While they have clearly benefitted from tourism, due to the record numbers of visitors there is a considerably toll on the infrastructure including their road and sewage system that cannot keep up. Right now they are using "hot funds" as they were originally intended; however, if they could use them to help road repairs and install a new sewage system there would be great benefits not only for the residents, but also for the tourist who will have a better experience.

(1:02) Randall Ham of Odessa testified on the impact that "hot taxes" has had on the community of Odessa. Thanks to the influx of hot taxes they have been able to invest in the arts, music and entertainment, but they would like to make Odessa not only attractive to tourists, but as a place where people would want to live. They would like to use the income from "hot taxes" in a more broad sense to make the entire city more attractive in general.

(1:13) James Loyd, Deputy Attorney General for Civil Litigation, Attorney General's Office testified on their activity to prevent excessive federal government overreach. Texas has a long history of pushing back against external federal intrusion, but the current threat from the Biden Administration is even more severe. AG Paxton has filed over 78 cases against the federal government - 31 of these cases were for environmental overreach.

(1:18) Wayne Christian, Commissioner, Texas Railroad Commission testified on the question at hand and how as Texans we sometimes take for granted the blessing of the oil and gas. There is a false narrative about climate change. Right now carbon dioxide is .0004 percent of the atmosphere, but only 3-6 percent of that is man-made. So what we are operating in is a "lower carbon" future but this is not settled science. Many scientists say that the popular narrative about carbon threatens the world economy.



(1:23) Mark Havens, Chief Clerk of the Texas General Land Office testified on how the federal government overreach can affect the economy of Texas. The GLO oversees over 13 million mineral acres. They are not a regulatory entity but rather a large land over. Since its inception in 1854, the GLO has deposited over 30 billion dollars into the permanent school fund. In a real sense, any federal action that affects their operations and exports will have a very real affect on revenues to the state.

(1:29) John Niermann, Chairman, Texas Environmental Quality Commission testified on the federal governments overreach into Texas' preservation of resources. We need to focus on true risks. The USEPA agenda is excessive, and they are over regulating and having a real effect on businesses and the economy.

(1:34) Kellie Keel, Executive Director of the Texas Environmental Quality Commission testified on the federal government overreach into Texas. USEPA recent standards have created mandates that significantly overlap but they limited time and resources to do this. In Texas, we see particulate matter from Mexico and the Sahara that have nothing to do with Texas industry. The new ozone mandates from the EPA have no significant benefits for air quality and unfairly placed them in a situation of possibly facing federal sanctions.

(2:14) Todd Staples, President of TAEP testified on behalf of their membership who produce over 90 percent of our oil and gas production. Asking questions and collecting data can be an important thing to do, but we also need to consider all the advantages that we receive from oil and gas here in this state. We believe that the DOE should immediately lift their ban on new permits because it is doing considerable damage.

(2:19) Car Ingim, President, Texas Alliance of Energy Producers testified on how the federal regulations could be adversely affecting their membership. We would never suggest that we should quit exporting for the benefit of domestic pricing - that is just economic folly.

(2:25) Ed Longeraker, Producers, Texas Independent Producers testified on the more impactful federal policies affecting their operations. The primary one being the emission standards and the waste emission charge with a limit on the amount of methane.

(2:30) Tony Bennett, President, Texas Association of Manufacturers testified on their activity within the state. Despite remarkable progress in reducing ozone and particulate matter, new regulation create unpredictable restraints on their industry. The collective impact of these regulations on supply chain can be profound and have a significant economic impact.

(3:01) Charlie Boon, Treasurer, San Patricio County testified on the environmental impact of some of the industries in his county. They do not have any air monitors in their county while they are sitting on top of polluting industries.

(3:04) Joanna Freeble, on behalf of herself representing "rural Texas" testified on what "Net O" and what it is doing to their rural community. We have 220 acres taken over with solar, but not one is looking into the environmental impact of solar.

(3:07) Hannah Martinez, Head of Advocacy, Enderam Ventures testified on supply chain issues. One of their major facilities is located in Dallas - they produce the plastic that is used for beverage containers. Its production is very dependent on the oil industry here in Texas. The federal government has been very slow to respond to their needs and their ability to recycle their products.

(3:11) Chris Mahan, Vice-President of Sustainability for fiberglass manufacturers testified on supply chain issues. They have manufacturing sites in 5 sites and look forward to the creation of their newest plant in McGregor, Texas. The current proposed federal regulations require them to import the materials they need when there is plenty of glass within the country.

(3:23) Jeffrey Towawa, Association Builders and Contractors of Texas testified on project labor agreements. Since President Biden's executive order has allowed more project labor agreements that have been shown to reduce competitiveness and increase taxes.

(3:26) Elizabeth Lieberman, Environmental Defense Fund testified on the benefits we will have from regulating methane and cutting methane pollution. The benefits will be significant for millions of Texans in terms of improving overall air pollution and reduce the affects for those that suffer from asthma.

(3:29) Larry Linensmith, Executive Director, Hill Country Institute testified on the environmental regulations that will have positive outcome for Texans. The world is decarbonizing and it is time that Texas does so. 136 countries have agreed to decarbonize as well as Apple, Exxon, and Walmart. If Texas ignores the request to decarbonize, they may find opposition to purchase their products in the future.

(3:36) Gabriella Perlakitsy, Vice-President of Policy at the Texas Association of Business testified on behalf of their members on the federal interference on their business. Texas is a leader in the world in LNG exports, and

the new federal regulations will be excessively burdensome and have significant economic impacts.

(3:39) Jennifer Hidia, Executive Director, Air Alliance of Houston testified on their work on clean air. One of the most impactful interventions in population health is to ensure that people can breath clean air. Houston may be the energy capital of the world, but also one of the most polluted. Houston had 53 high ozone levels in 2023 alone. According to real-estate trends, Houston ranks as the dirtiest city in the nation. The new EPA rules will benefit Houston considerably and protect human health.

(3:42) Ruth Nastarula, Amnesty International, testified to support the new federal air quality regulations

(3:45) Mohammad Nastrula, Amnesty International testified to support the new federal air quality regulations. Clean air is a human right.

(3:52) Jose Araino, Environmental Justice Organizer, Mi Familia de Houston testified on the benefits of the new federal regulations. Accountability should not be optional - the safety of hardworking Texans should be the priority.

(3:55) Chrystal Mole, Environmental Justice Coordinator, Airlines Houston testified on her own experience suffering from asthma. She left Texas for college and no longer needed her inhaler - in short, she found out that her breathing issues were largely from being in Houston.

(3:58) Craig Nazor, Sierra Club, testified providing a quote of a native American who said 'if this earth is ever destroyed it will be by people seeking their own self interest over thinking about others.'

(4:01) Alex Spike, Airlines Houston testified in support of air pollution control. Pollution does not just appear in our communities, it is a policy choice. We need the legislatures help to meet air pollution control expectations.

(4:04) Robert Townlinson, Amnesty International testified in support of the federal regulations. He resides about 20 miles west of Houston and the air so bad and the stench is so terrible.

(4:08) Ana Trevino, Houston Resident testified to provide some reflections on the wellbeing of Texas but when she says "Texas" she means the people of Texas and the quality of life of Texans. Today, everyone in her family have health problems due to living in Houston.

(4:12) Dillon Asamali, Student in Houston, Texas testified in support for environmental regulations. She urges the legislature to consider that Houston is one of the leading polluting cities in the nation. It is unfair not to consider how some communities in particular will be impacted more so.

(4:15) Jeremy Mazor, Senior Policy Advisor, Texas 20/36 testified on the potential for what Texas could achieve in terms of energy if it was not for the federal regulations.

(4:18) Ashok Sankoran, Amnesty International testified to take a different angle from the economic benefit or the environment benefit that we have heard today. The environment has gotten much worse and children are feeling the affects with being unable to focus in school. No one is talking about the environment and education.

(4:21) Leticia, Government Relations Director, Airlines Houston testified in support of air regulations. Harris County has not been in compliance for a long time. They not only have air problems but high lead contamination. Texas is becoming a dumping ground for toxic materials.

(4:24) Adrian Shelly, Public Citizen testified in support of the air regulation. In his hometown of Houston, they have never met the air pollution standard since he has been there. The environmental laws were passed under the leadership of President Nixon when this was not seen as a political issue but a "moral imperative."

(4:29) Becky Smith, Clean Water Action of Houston testified to support federal regulation particularly in the case of Coal. There are only two facilities in Texas that will be affected by the LNG "pause" so all the talk we have heard about it seems to her to be extremely excessive.

(4:32) Shane Johnson, Sierra Club Lone-Star Chapter testified on how the fossil fuel power plants are harming the health of every day Texans. The USEPA has had to step up because of the failed leadership from the Texas Legislature. Only with federal help can these communities be protected.

(4:37) The Senate Committee on Natural Resources and Economic Development was adjourned subject to the call of the chair.

# Signs of More Office Demand Raise Optimism for Recovery

Leasing Momentum, Added Deal Volume Point to Potential Start of Rebound, Stakeholders Say



Brandywine Realty Trust's portfolio of Philadelphia office space has seen higher demand thanks to tenants looking to move to higher-quality spaces. (CoStar)

By [Katie Burke](#)  
CoStar News

May 14, 2024 | 4:44 P.M.

[Brandywine Realty Trust](#) CEO Jerry Sweeney doesn't consider himself an optimist when it comes to the end of the [national office market's](#) "frustratingly slow" slog. But even the head of one of the largest U.S. real estate investment trusts sees early signs of what he said could be a turnaround — or at least a clearer picture of where the market may be headed.

A steady pickup in leasing, a burst of steeply discounted sales, and hints from large institutional investors have combined in recent months to provide an improved outlook that commercial real estate stakeholders such as Sweeney say they haven't had since the COVID-19 pandemic's outbreak more than four years ago. There's little debate the market faces unprecedented challenges, but some developers, investors and landlords are edging forward.

"There are a lot of stress factors impacting our business, so sure, from that standpoint it isn't as rosy as we'd like," Sweeney told CoStar News. "But now we figure out our relative positioning in all of it, what opportunities that presents and how we can be aggressive in taking advantage of them."

Across the United States, commercial property leasing has fallen nearly 15% from its annual average in the years leading up to the pandemic. Arrested sales volume that afflicted various office markets for the past several years is beginning to settle into what some real estate professionals say could be a post-pandemic reality. Companies such as [Kroger](#), [UPS](#), [Amazon](#) and [IBM](#) have formalized return-to-office policies and are now more willing to commit to longer-term lease deals.

Smaller investors, lured by record-low prices and the chance to acquire properties previously out of reach, have closed a flurry of deals since the start of 2024 to help reset valuation expectations. And, while interest rates remain elevated, real estate professionals say the shock from the string of increases ended last year has since worn off, making it easier to map out a strategy for the year ahead with a bit more certainty.

"We've seen the worst from a capital markets perspective, and while we might not be at the bottom just yet, we're close to it," said Kevin Shannon, Newmark's co-head of U.S. capital markets, told CoStar News. "Rates went up so fast that you didn't know how high was high or what your cost of capital was, and that's scary. People have a better understanding now, and while the impacts from the pandemic means the healing process will take longer, there are more signs of certainty and we can at least now see the bottom and rebuild from there."



Even Blackstone, the world's largest commercial property owner, called 2023 a cyclical bottom for commercial real estate and acknowledged the hard-hit sector may present some opportunities for the firm to dive back in after cutting its U.S. office exposure to just 1% of its global real estate portfolio.

The New York-based private equity giant is now [looking to buy](#) “super-high-quality” office buildings at depressed prices, Jonathan Gray, Blackstone's president and chief operating officer, said at New York University Schack Institute of Real Estate's recent annual REIT symposium.



Large office deals signed in pandemic-battered cities such as San Francisco have helped bolster the notion that the office market has bottomed out. (CoStar)

To be clear, investment volume across the national office market is still at a low not seen since the likes of the Great Recession or the dot-com bust. But in the challenging sales landscape, Phil Mobley, CoStar Group's national director of market analytics, said a silver lining is that this cycle's investment activity appears to at least be near bottom.

Sales volume has plummeted by more than 55% over the past year to \$35 billion, according to CoStar data, a nearly 15-year low. Yet, on a quarterly basis, sales activity held steady throughout 2023 and even ticked up in the early months of 2024 as significant discounts pushed an expanding group of investors to take advantage of more deals.

## Leasing Gains Traction

For Brandywine's Sweeney, uncharacteristic optimism has emerged as tenant demand for office space recovers from its pandemic-era hibernation.

The [Philadelphia-based real estate investment trust](#), overseer of a portfolio spanning more than 22 million square feet across Pennsylvania, Texas and the Washington, D.C.-area, reported tenant tour activity in the first few months of this year jumped nearly 50% compared to its previous quarterly average. More than half the deals the developer has signed at the start of the year are attributable to companies looking to "move up the quality curve," Sweeney said, trading spaces in older buildings for offices in newer ones.

Other developers and landlords, especially those with portfolios concentrated with properties on the higher end of the quality spectrum, are also reporting an uptick in tours and leases that, in some cases, echo activity seen before the pandemic. Boston Properties, one of the nation's largest office landlords, [reported its weighted average lease term had climbed](#) to more than 11.5 years in the first quarter, the highest since COVID-19 disrupted the office market in 2020.

In New York, a market Newmark's Shannon said is the furthest along in its recovery from the pandemic, about 250 tenants are looking to sign on for roughly 22 million square feet of office space, according to data from the brokerage Raise. About 45% of that demand is being driven by companies in the financial services or legal industries, while about 17% of that is fueled by those in technology.

[Vornado Realty Trust](#) and [SL Green Realty](#), Manhattan's largest office landlord, both said on first-quarter earnings calls they have started to see a pickup in interest from the tech

industry in New York after a quiet period.

And in Silicon Valley — an area dominated by tech giants that were quick to offload significant chunks of office space — more than 80 tenants are hunting for a total of more than 4.2 million square feet, according to Raise data. More than 3.1 million square feet of that is for space exceeding 100,000 square feet, signaling that a growing pool of tenants are once again willing to commit to large spaces after several years of dramatically shrinking their real estate portfolios.

---

#### RELATED CONTENT

[Under-Construction Pittsburgh Office Tower Scores Another Deal As Tenants Drive Demand for Newer Spaces >>](#)

---

The turnaround in leasing follows several years of companies trying to figure out where and how employees want to work — and how much space they actually need to accommodate those shifts.

That is now beginning to settle, Gensler co-chair Diane Hoskins told CoStar News, meaning companies are now more willing to invest in high-quality spaces to try to make their offices destinations worthy of a commute, not a daily obligation.

"There is more certainty and clarity about the value of workspaces," the architecture firm executive said. "We're heading toward an equilibrium where tenants are still looking for value but are also willing to invest in premier buildings that are helping to make it easier getting employees to want to come back to an office. A lot of dynamics have changed, and companies have far more confidence in decision-making now."

Some tenants are committing to office space for the long term, even if it is for less than what they previously occupied. Tenants collectively signed on for about 395 million square feet last year, according to CoStar data, about 13% below the annual average reported in the years leading up to the pandemic's 2020 outbreak. What's more, those deals are about 16% smaller on average than those signed between 2015 and 2019,



exacerbating the vacancy challenges and the available space across the country's largest office markets.



PRP Real Estate Investment recently acquired the two-building Market Square complex along Washington, D.C.'s Pennsylvania Avenue for \$323 million, or roughly the amount remaining on the former ownership's loan. (CoStar)

## Hunting for a Deal

After years of tabling some deals or sticking to the sidelines, a growing pool of private buyers, owner-users, local firms and smaller asset managers are scooping up properties at a fraction of their previously traded prices, helping to provide some clarity as to where valuations are ultimately expecting to settle.

Large institutional firms such as Blackstone, Clarion Partners and Brookfield are still selling properties at discounted prices and have yet to return to the market as buyers. However, Shannon said more are now talking about jumping back in compared to this time last year.



"Institutions typically come in after the market has clearly bottomed," he said. "They're more conservative than other buyer types, but last year almost none of them were looking at office and this year, they're discussing it. That's not to say they're buying yet, but there's progress in the fact that they're looking again."

A joint venture between New York Life Real Estate Investors and investment firm Bridgeton, for example, earlier this month closed a \$22 million deal to acquire [410 Townsend St.](#), a 78,000-square-foot office building in San Francisco's tech-concentrated SoMa area that has a long history of housing early-stage startups. The building last sold in 2019 when seller Clarion paid nearly \$86 million, and this deal underscores the growing eagerness among investors in getting in on the ground floor of cities' post-pandemic recoveries — and fear in missing out on a major deal.

"This is the start of the recovery for the San Francisco real estate market," Albert Pura, New York Life Real Estate Investors' senior director of transactions, said in a statement. The Townsend Street building offers the joint venture “the opportunity to acquire a best-in-class” building at a significant discount, a sentiment echoed among other buyers behind deals that have recently closed in top-tier markets such as San Francisco, Boston, Chicago, Los Angeles, New York and Washington, D.C.



The return of tech workers to cities such as New York and San Francisco is being interpreted as a sign of an imminent rebound in office leasing demand. (CoStar)

There is still plenty of uncertainty stemming from issues such as sticky inflation and ongoing job cuts, all of which could derail what some office stakeholders say they hope are early signs of a market rebound.

Cyrus Sanandaji, the co-president and CEO of real estate investment firm Presidio Bay Ventures, said any sense of optimism in the broader office market will also need to be broken down on a market-by-market level given each region's specific set of both challenge and opportunities.

"I wouldn't paint the entire U.S. office market with a broad stroke [since] there's so much nuance that will impact the recovery of each market," he said. "However, in general, the increasing pushback against remote work in most creative and apprentice-based industries is very promising."

The firm last year was [one of the first investors](#) to close an office deal since the early days of the pandemic, acquiring the building at [60 Spear St.](#) for about \$41 million, or less than one-third of the property's previously sold price tag.

Presidio Bay, continuing to focus on opportunistic deals downtown, is now in the early stages of putting together plans to invest another roughly \$4 million to overhaul the Spear Street property into an "office resort," building in hospitality minded amenities such as a rooftop bar and restaurant, sauna rooms, cold and warm-water plunges, saltwater floating pools, and spaces for both coworking and events.

The CEO said he's mindful of the challenges that still face the city and its record amount of available office space, but the chance to position the firm and its portfolio at the forefront of what he said is "a true urban renaissance" is worth the financial risk.

"In San Francisco specifically, we're seeing the entire ecosystem, from investors to entrepreneurs, embrace the return to office and recognize how much you gain" from being back in a physical space, he said. "This is what's driving so many to start searching for office space and signing new leases. We need a lot more of it, but when it turns back on, it'll ramp up very quickly and beyond what most people are anticipating."

---

Follow us on Social Media

Have feedback or questions? Email us at [news@costar.com](mailto:news@costar.com)

---

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com).

<https://www.wsj.com/lifestyle/travel/detroit-tourism-visitors-doom-loop-6270e417>

SCIENCE OF SUCCESS

# He Thinks Your Next Vacation Should Be in Detroit. Yes, He's Serious.

The doom loop is over. Now it's a boom loop. But after the city revived itself, can Detroit rebrand itself?



By **Ben Cohen** [Follow](#) | *Photographs by Sylvia Jarrus for The Wall Street Journal*

Updated April 26, 2024 9:38 pm ET

When the hip travel magazine *Afar* selected the most exciting places to visit this year, the list was packed with “awe-inspiring, joy-inducing” spots like Paris, Rome, Fiji, Bhutan, Detroit and Machu Picchu.

Wait.

*Detroit?*

Yes, only a decade after the biggest municipal bankruptcy in U.S. history, Detroit has something else to declare: We're a tourist destination.

This week, hundreds of thousands of fans invaded the city for the NFL draft, and they began to understand why the bustling downtown area has urban theorists comparing Detroit to Las Vegas and Miami. So much has changed about Detroit in recent years that even the Lions are good these days.

You don't have to be anywhere near the Motor City to be struck by its transformation. In fact, I recently walked past a bus stop in New York and noticed an advertisement with three words that I had never seen before: COME TO DETROIT.

To make sure I wasn't hallucinating, I reached out to Claude Molinari, the chief executive of the nonprofit Visit Detroit and one of the driving forces behind this marketing blitz.

WE HAVE UPDATED OUR TERMS OF USE

We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.





business and 58% for leisure, according to the organization. No matter why they come, Molinari is convinced they will want to come back. They might even decide to stay forever.

“If we can get ‘em here,” he says, “we’ll *get ‘em* here.”

But the only thing that might take longer than revitalizing a city is rebranding it.



Football fans swarmed downtown Detroit and took pictures in front of the Spirit of Detroit statue during the NFL draft.



NFL fans pose in front of ‘The Fist’ in downtown Detroit. The Motor City’s evangelists believe that once people come, they’ll want to come back.

Detroit is better known today by another brand: America’s most dangerous city. When Gallup measured the perception of safety in major cities in 2006 and 2023, Detroit ranked dead last in both surveys. Even more depressing was that public opinion didn’t budge by a single

WE HAVE UPDATED OUR TERMS OF USE We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.

since the 1960s, and crime rates have fallen significantly even though they remain stubbornly high. Still, three of four Americans believe Detroit is unsafe.

Molinari's job is making their perceptions catch up to his reality.

"I can't tell you how often people will come here and be like, 'I'm shocked!' " he says. "What did you expect? Did you think you would be dodging bullets or something?"

Visit Detroit is America's oldest visitors' bureau and has been in the business of selling the city for more than a century. But not since it was one of the wealthiest places in the world has someone in Molinari's position been able to sell what he feels when he walks around downtown on a perfect spring day: hope.

For too long, Detroit was caught in a "doom loop," which is not a description of Lions fandom but something even more dismal. A doom loop is what happens when a city spirals out of control.



A group of women impersonating Motown Records legends the Supremes in downtown Detroit.

"Tax revenue falls, services suffer, businesses close and disorder moves in. Residents leave, commuters and shoppers stay away and the cycle is self-reinforcing," as The Wall Street Journal explained.

But this week brought a fascinating article by my colleague Konrad Putzier about how Detroit liberated itself from the dreaded urban doom loop with billions of dollars in real-estate investments. These days, America's most beleaguered city is remaking itself as "America's most unlikely real-estate boomtown " as he wrote

WE HAVE UPDATED OUR TERMS OF USE We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.



Towers are rising. Shops are opening. Beautiful old buildings are being converted into apartments. The dilapidated train station is being redeveloped as an “epicenter of innovation.” Areas that were great places to get your car stolen have become Molinari’s favorite places to get brunch. And downtown neighborhoods that Detroit residents once avoided now have women coming from the suburbs for Botox.

“Nothing speaks about the progress as much as skyscrapers, cranes and plastic surgeons,” Molinari says.

Molinari wasn’t always an evangelist for a city that needs one. A native New Yorker, he moved to Detroit from Pittsburgh to help run the downtown convention center in 2011. When he told people where he lived, he became used to hearing them apologize. He figured he would stick around for a few years before fleeing somewhere else. “But I just fell in love with the city,” he says. “There’s a vibe here that’s very different from anywhere else.”



Detroit is hosting hundreds of thousands of fans during the three days of the NFL draft.

WE HAVE UPDATED OUR TERMS OF USE

We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.





Los Angeles resident Pablo Valencia eats at Buddy's Pizza in Detroit. Last year, the city hosted 17 million visitors. It wants 25 million by 2030.

It's why he didn't just stay in Detroit. He took a job in 2021 that made it his responsibility to bring other people to Detroit.

He started by winning over a powerful group of influencers: meeting planners. Visit Detroit very deliberately hosted events for the people who could bring future events to the city. Before they come, Detroit is typically somewhere around Mars on their list of viable destinations. By the time they leave, they're pitching Detroit to their clients, Molinari says.

Molinari believes that marquee events like Taylor Swift's concert tour and this week's NFL draft will open people's eyes to the Detroit that he sees every day.

It won't happen overnight, if it ever happens. His organization has studied why groups *don't* visit Detroit and found that not having enough hotel rooms is the primary reason they choose to go elsewhere. To compete for blockbuster concerts, sporting events and industry conferences, the city will have to double its 6,000 hotel rooms, Molinari says.

But the doom loop is over. Now he's betting on a boom loop: The more Detroit builds, the more people will come to Detroit.

Who needs Machu Picchu?

WE HAVE UPDATED OUR TERMS OF USE

We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.



Detroit like you've never seen it before: as a tourist destination.

Write to Ben Cohen at [ben.cohen@wsj.com](mailto:ben.cohen@wsj.com)

*Appeared in the April 27, 2024, print edition as 'Your Next Vacation Destination: Detroit'.*

WE HAVE UPDATED OUR TERMS OF USE We updated our [TERMS OF USE](#). By continuing, you are agreeing to be bound by these updated terms.