



Board of Directors Meeting

Monday, November 13, 2023 @ 11:45 a.m.

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

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

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU

**BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS
OCTOBER 2022-SEPTEMBER 2023**

Place	Last	First	10/21/2022	11/11/2022	12/19/2022	1/24/2023	2/27/2023	3/27/2023	5/01/2023	5/22/2023	6/26/2023	7/24/2023	8/28/2023	9/02/2023
1	Cooperstein	Karen	P	P	*	P	P	P	P	*	*	P	P	P
2	Basoco	Michael	*	P	P	#	P	P	P	P	P	P	P	P
3	Gibson	Colvin	#	P	P	P	P	P	P	P	P	P	P	P
4	Stewart, Jr	Richard	P	P	P	P	P	P	P	P	P	P	P	P
5	Bourgeois	Robert	P	P	P	P	P	P	P	P	*	P	P	P
6	Arafat	Yasir	#	#	#	P	P	P	P	P	P	P	P	P
7	Reed	Sam	*	P	P	P	P	P	P	P	P	P	P	P
8	Mahoney	William	P	P	P	P	P	P	*	P	P	P	P	P
9	Gears	Herbert	P	#	P	P	#	P	P	P	P	P	P	P
10	Hoskins	Nydia	*	P	#	P	*	P	#	P	*	*	P	*
11	Kang	Julia	P	P	P	P	P	P	P	P	P	P	P	P
12	Malcolm	Greg	P	P	P	P	P	P	P	P	#	P	P	P
13	Cole	David	P	P	P	*	*	P	P	P	P	P	P	P
	Bowman	Beth	P	P	P	P	P	P	P	P	P	P	P	P
	Burke	Dallas	*	*	#	P	*	*	#	#	#	P	*	*
	DeBeaudry	Tommy	#	#	#	#	*	P	P	*	P	P	P	*
	Fenley-Garcia	Stephanie	*	#	P	P	P	P	P	P	P	P	#	P
	Hawkins	Todd	*	P	P	P	P	P	P	*	P	P	#	P
	Hillman	Chris	*	*	P	#	P	P	P	P	P	P	P	*
	Limon	Kim	*	P	P	*	P	P	*	P	P	P	#	P
	O'Briant	Kelly	#	#	P	P	P	P	P	#	#	P	P	P
	Perelman	Janie	N/A	P	#	P	*	P	*	P	P	P	#	#
	Perot	Hammond	*	P	P	P	P	P	*	P	P	P	P	P
	Philipp	Joe	P	P	P	P	P	P	P	P	#	P	P	P
	TIF	TBD												
Liaison	Taylor	Councilman Kyle	P	P	P	P	*	*	*	P	*	P	P	*
	Venegas	Clare	#	#	#	#	#	#	#	#	#	#	#	#

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

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, November 13, 2023 at 11:45 AM
Irving Convention Center – Third Floor, Jr. 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
2. Election of Officers:
 - a. Board & Business Development Committee Recommendations based on Nominating Task Force Committee:
 - Nomination for Chair – Richard Stewart, Jr.
 - Nomination for Vice Chair – Herbert Gears
 - b. Call for Nominations from the Floor
 - c. Vote

Consent Agenda

3. Approving ICVB Board Meeting Minutes for September 25 and October 20, 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Report for September 2023

Individual Consideration

6. Accepting the Irving Convention Center Audit Report for FY 2022-23 – BVWD, LLP
7. Approving the Budget Adjustment Transfer Achieved from the Irving Convention Center FY2022-23 Operational Savings to the Convention Center Reserve/Capital Fund
8. Approving the Budget Adjustment for Cost-of-Living Adjustment (COLA)
9. Approving the Establishment of a Grant Fund and Transferring All Available and Eligible Receipts, including ARPA Receipts, from the City of Irving to That Fund.

AGENDA - Continued

Board Reports

10. Board Chair Report

- a. Service Award Recognition:
 - CVB Convention Services Associate Helena Walsh – 10 years
- b. Next Board Meeting – December 18, 2023

11. Board Committee Reports

- a. Board and Business Development – Herb Gears
 - Next Meeting – December 8
- b. Community Engagement – Colvin Gibson
 - Next Meeting – TBD
- c. Destination Development – Greg Malcolm
 - Recap of November 7 Meeting – EpicCentral, Grand Prairie, Texas
 - Next Meeting – TBD

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, Nydia Hoskins
- c. Restaurant Industry Update – David Cole

AGENDA - Continued

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, NOVEMBER 13, 2023**

AGENDA ITEMS

MINUTES

**Irving Convention & Visitors Bureau Board of Directors
Monday, September 25, 2023 at 11:45 AM
Irving Convention Center – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039**

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Karen Cooperstein, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Hammond Perot, Joe Philipp, and Sam Reed – Board Members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Senior Assistant City Attorney Christina Weber, Chief Financial Officer Bret Starr, and Councilman Mark Cronenwett – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB.

Board Chair Bob Bourgeois called the meeting to order at 11:47 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for August 28, 2023
- Accepting the ICVB Financial Reports – August 2023
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the ICC Financial Reports – July and August 2023

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

CHAIR REPORT

- Bourgeois noted the memorandum in the packet from the Board Nominating Taskforce. The taskforce met on August 28 and considered all individuals eligible to serve as Chair and Vice Chair of the Board. The unanimous recommendation for the 2023-24 term is Richard Stewart, Jr. for Chair and Herb Gears as Vice Chair. The full Board will vote and accept any further nominations at the November Board meeting.
- The next Board meeting will be a Special Meeting on Friday, October 20 at the Irving Convention Center in the first-floor conference room at 9:00 a.m. for the Executive Director Annual Performance Evaluation.
- Mayor Rick Stopfer was awarded “Elected Official of the Year” at the 52nd Annual Members meeting of the North Texas Commission. It is an outstanding accomplishment, especially considering there were 13 counties and 150 cities represented amongst the NTC’s members.
- The Irving Cares annual gala was a fabulous event at the Irving Convention Center. Bourgeois congratulated Councilman Kyle Taylor on the success of the event.
- The Irving Marathon Series Oktoberfest 5k run/walk is scheduled for Saturday, September 30 and all are invited to walk with the ICVB team.
- Bourgeois referenced the *National Office Market* article in the packet from “Commercial Edge” and spoke about how it sets the Dallas area apart from the nation. In conjunction with that article,

the Las Colinas Association Architectural Tour also sent the message of growth in the corporate market in the Urban Center. It was a well-prepared, excellent tour.

- There is also a letter from the Texas Restaurant Association - Greater Dallas Chapter requesting the reappointment of Board member David Cole.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Herb Gears reported:

- Recap of September 8 Committee meeting:
 - Discussion was held on the Board self-evaluation form. The self-evaluation process is needed for accreditation purposes and Gears asked for Board members to participate. It does not need to be submitted to anyone.
 - Committee Strategic Plan items were discussed, including establishing relationships with City Council and City staff. Ways to facilitate effective communication were discussed.
 - Discussed Board appointments and reappointments.
 - Plans are in place for an event in November to bring former Board members together, to update them on the organization and to re-connect.
- The next Committee meeting is scheduled for December 8 at the Convention Center in the office boardroom.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- A video of the High Spirited Citizens Luncheon from ICTN was played.
- Gibson commended the ICVB staff, Mayor Stopfer, and ICC staff for an excellent execution of the event. He shared one note from an honoree that he received in appreciation of the event and recognition.
- The next Committee meeting is scheduled for October 17.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is scheduled for November 7 and will be a tour of EpicCentral in Grand Prairie. Details will be announced closer to the meeting date.

Bourgeois suggested a tour of The Rayleigh Underground space at Toyota Music Factory.

CITY REPORTS

Councilman Mark Cronenwett:

- The City has completed their budget season, approved the proposed budget, and maintained the tax rate.
- Also approved buying land near DFW Airport and Rochelle for sports fields that can be used for tournaments to bring visitors to Irving. Local teams would use the fields during the week. An adjoining parcel of land may be available in the future to purchase and could be used for more tournaments.

Mayor Rick Stopfer reported:

- In follow up to Cronenwett's report, Stopfer added the City has entered negotiations with DFW Airport and the FAA. It will be a 24–36-month process for land acquisition.

- The Hispanic Chamber celebrated their 25th anniversary and their celebration event was a tremendous success.
- Glory House Bistro hosted the Irving-Las Colinas Chamber of Commerce monthly event and showed off their successes and future plans. Several other small business owners were there sharing thoughts and expressed their appreciation for the improvements in the area.
- Dragon Boat Race is scheduled for this weekend.
- The City will continue to have events that bring the community together, i.e., Canine Companions, Frost Bank Opening and Mahatma Gandhi Birthday Celebration.
- City Council is in the process of Board appointment interviews.
- The City is expanding services, rebuilding and refurbishing pools, recreation centers, etc.
- Funded equipment and manpower in this year's budget for the downtown Fire Station and closed on a portion of the DART property for re-locating Fire Station #8.
- The LCA architectural tour was an opportunity to see corporate citizens and the challenges they face with the trend of workers coming back to the office with amenities. The Chamber team is working hard to make it all happen. It is a particularly challenging time for businesses and there are more corporate businesses in the Urban Center than in Dallas. We need to make sure our businesses and buildings are attracting clients. Remodeling old buildings, making amenities more available and updating the area will be a focus.
- Continuing to work with Brookfield and Live Nation to expand and grow the Toyota Music Factory area in partnership with Williams Square and Levy Plaza. It is important to invest in open spaces in the area.
- The warehouse district is developing with 8,500 small businesses with less than 25 employees. Retention of these businesses is not easy and again the Chamber team is vital in establishing those relationships.
- The DART budget is not approved to date. A partnership with cities to see growth and development around the rail stations for safety, cleanliness and timely services needs to be a focus. Hopefully, changes are coming.

Assistant City Manager Philip Sanders reported:

- Sanders gave a presentation on Brookfield's proposed changes for the Toyota Music Factory. The presentation was given to City Council about property enhancements by Brookfield Management.
- Next steps include refining the concepts presented into an exhibit included in the amended lease and site plan adoption. There is an aggressive timeline for completion.

Gears asked if a covered retractable shade option would be considered for the plaza area. Sanders stated it was mentioned but did not feel the option was an appropriate solution to what they are trying to achieve. The plan is to have more open space and provide several shade structures in the plaza.

Board member Yasir Arafat asked if a history of the City could be incorporated in wall murals. Sanders noted management is wanting to engage local artists and a theme of an urban gathering with an entertainment/musical aspect.

Senior City Attorney Christina Weber reported:

- Hotel Occupancy Tax Collections
 - Outside counsel has met with a Judge and a final trial date for delinquent HOT collection hotel properties is set for December but may be moved.
 - Some delinquent payments have been received.

Chief Financial Officer Bret Starr reported:

- The delinquent amount is now \$804,806 and was \$1.2 million in June. The properties have been paying down their delinquent balances, which is a good start.

Stewart asked if the City is requesting a Restraining Order. Weber replied, in lieu of full payment of the balance, the City may request a Cease of Operation. The two properties have the same management company. Board member Bill Mahoney asked if a Cease of Operations were applied, would other Irving properties be able to absorb the load? Gast stated if it gets to that point, it is likely that the properties will figure out how to pay their delinquent fees. It was noted that the delinquent amounts, plus penalties, interest, and attorney fees all would be due.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- The Dallas area hosted the International Economic Development Conference. Irving-Las Colinas Chamber President Beth Bowman co-hosted a Committee and did a phenomenal job. It was one of the highest attended conferences in their history. Cooperstein helped to bring together major sports minds for a panel discussion. Gast was part of a session on placemaking and talked about the Irving story. Congratulations to everyone who assisted on a great conference.
- A luncheon will be held on November 14 at the Irving Convention Center for current and former Board members. The event will gather members to catch up on what is happening in Irving and the CVB and hopefully will recruit more volunteers for the Visitor Information program.
- The Meet the Bureau luncheon was a success and a presentation to local hoteliers on Tourism Economics data was given.
- Gast met with the Irving 360 Academy attendees at the Irving Convention Center for a presentation and tour as part of their Economic Development session.
- Continuing to have discussions with Parks and Recreation Director Joe Moses on possible uses for new fields and a potential business model that would allow resident use of fields Monday through Thursday, with non-local tournaments Friday through Sunday to drive hotel activity. Talking with several consulting firms who work in this space to identify any gaps in the DFW marketplace and any underserved market to generate revenue and sustain itself while providing additional benefit to residents.
- A recent hotel report shows 90,000 hotels are in some form of development across the Metroplex. Most are small and may not come to fruition. It is important to understand the future impact of hotel development. Gast has been meeting with her peers around the metroplex to discuss a possible hotel development study for the region that might help encourage “smart growth” across the area as it comes to hotel development.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Meet the Bureau luncheon had 97 attendees; Tourism Economics shared a State of the Industry both nationally and locally, which was well received. The data is particularly important to the hotel Directors of Sales at this time of year as they are planning their 2024 budgets and forecasts.
- The Sales team is finishing the fiscal year with 143,000 room nights.
- The team traveled to Minneapolis for Connect Marketplace, which is three shows in one, and traveled to Texas Association of CVBs event in College Station.
- Upcoming events: Latin Food Show, VidSummit for video influencers, and Texas Federation of Republican Women.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Website traffic increased over 92,434 sessions for the Irvingtexas.com website; more than half of those users stayed on the site longer than 10 seconds, had a conversion event, or viewed multiple pages on the site.
- Blog traffic increased in August with 7,065 pageviews.
- Added 1,949 additional followers on social media in August.
- Staycations Campaign generated 6,285 hotel referrals.
- Micro-Campaigns generated 1,363 hotel referrals.
- Promoted Convention Campaign generated 8,388 post engagements and 1,041 blog visits.
- Pfaff and Marketing Director Monty White traveled to ESTO– U.S. Travel Association and learned most people are spending on experiences and travel and learned more about Artificial Intelligence.
- Assisting the Brookfield Management team with a Moo and Brew event in October. The event has been a success in their North Carolina Music Factory property.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for August show:
 - There were 622 available listings, which is an 11.5% increase in listing over last year's figure of 558.
 - The Average Daily Rate was \$219.54, which was an increase of 0.63% over last year.
 - Occupancy percentage of 52.3%, which was a decrease of 6.53% compared to last year.
 - Hotel comparable subset reports an Average Daily Rate for August of \$117.83, a decrease of 0.03% from last year, occupancy at 53.2% with a decrease of 8.47 from last year.
- Finalizing Year-End procedures and getting ready for the new fiscal year. Rose expressed her appreciation to the Accounting team for their efforts over the last few weeks.
- The Volunteer Visitor Information kiosk was open during FiberFest and the Heart of Texas Body Building shows. Thank you to all Board members who volunteered. There will be more opportunities to volunteer in the coming months.
- Office Manager Carol Boyer will attend the Volunteer Fair at the Arts Center on September 30 to recruit more volunteers for the Visitor Information program. Bourgeois encouraged Board members to sign up to volunteer for possible upcoming events: Fan Days, USA Judo, Preserve Halloween, and another body building event.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- A video of the new LED lights on the outside of the Convention Center was shown.
- Meehan shared it is important to keep on top of building repairs, maintenance, and trends to provide for customers. We want to be different than the building's first decade with looks and the amenities provided.
- The pre-function area will be changed to LED lights on the third floor. The first and fourth floor lighting projects are completed.
- New office carpet has been installed and most of the painting project, from orange to navy walls, is complete.
- Want to create an experience for customers to include new artwork and use local artists.
- The new monument sign on Hwy 114 has been approved by City Council and will start construction soon.
- Closing out the fiscal year and starting the audit process.
- Events are booked fast, and this can present a challenge for staff. There were 196 events through August with 219,000 attendees. Last year at this time, there were 184 events and 171,000 attendees.
- The ICC Sales team is on the verge of making its room night goal. There are 35,000 room nights booked.
- The YTD Customer Survey is 91.4%, with comments on outstanding building and quality of customer service.
- Upcoming large events:
 - Ultimate Women's Expo
 - Fan Days

INDUSTRY PARTNERS

LIVE NATION UPDATES

Gast reported for Live Nation General Manager Tommy DeBeaudry:

- Currently 88 confirmed promoted shows for 2023, compared to 96 total from 2022. Have a few more pending that may confirm for this year.
- Just confirmed *Queens of the Stone Age* on December 10.
- *Hozier* on October 10 is sold out.
- *Wizkid* in November has been canceled.
- Back-to-back Matt Rife comedy shows are both sold out.
- Ancillary budgets (upsell revenue) have eclipsed 2022 with one quarter to go and close to surpassing budget for 2023.
- Special event revenue has surpassed the 2023 budget. Lots of private events in December, as usual.
- The last Amphitheater (Outdoor show) for the season is currently scheduled for November 4.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

- The STR report for August shows strong Occupancy for the City at 63.9%, down 2.8% compared to last year.
- The Average Daily Rate of \$113.41, down 6%, RevPAR is \$72.42, down 3.4% from last year.
- Hotels on the south side continue to dominate the City in Occupancy levels. Occupancy is 67.9%, Average Daily Rate of \$134.72 and RevPAR of \$91.49.

Board member Kim Limon:

- Hampton Inn Las Colinas Occupancy is 63.9%, down 5.2%.
- The Average Daily Rate of \$112.67, up 4.9% from last year at this time.
- Getting ready for budget season
- The new Asset Manager is visiting the property this week.

RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- Randy DeWitt from *Front Burner Society* hosted a Town Hall meeting with the Texas Restaurant Association at The Ranch in Irving. Executive Director and CEO Emily Knight attended, with the theme of 70 wins in 70 days. The TRA worked in a collaborative way to deliver a historic 25+ offensive wins and 45+ defensive wins during the 2023 Texas Legislative session.
- Working closely on a national Credit Card Fee Bill. Credit card fees are the third largest expense in restaurants. It should be voted on by the end of the year.
- Locally:
 - Visited Japan House, which is a locally owned restaurant with all-you-can-eat menu or order off the menu. It is a small plates menu with a good concept. He encouraged everyone to visit and support them.
 - The DFW 2023 Italian Festival is on October 7-8. There are several things planned and it will be an exciting event. The event will be on the Mandalay Canal and is an inaugural event.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

- The team is wrapping up the fiscal year. She congratulated the Chamber team, CVB and LCA teams, City Manager and staff, and City Council for their assistance in amplifying the story of Irving and our competitive edge.
- Exciting to hear about the investments and improvements coming to the Toyota Music Factory and the Irving Convention Center. The fight and flight to quality is real in business.
- The economic team since October 2022 has 32 wins, representing \$163.8 million in capital investments, and 7,000 new jobs to Irving with 1.5 million square feet of commercial space.
- The team has over 120 retention visits and is hoping they all expand and stay in Irving. There were 23 projects and 2,300 jobs retained. Those represent \$62.3 million in capital investment into Irving.
- The International Economic Development Conference had 1,500 attendees with feedback that it was the best conference attended with on-point content. The location of the hotel in Dallas was

very removed from the conference and substantiated that everyone wants things at their fingertips.

- Commended Las Colinas Association on the architectural tour. The return-to-office statistics show only 52% of companies have returned. This is a concern for our restaurants, grocers, and small businesses during the week.
- Congressman Jake Ellzey will be featured in Coffee with Your Congressman event on September 25th. It is important to have a relationship with Congressional Representatives to reassure that the government remains open. More lines have been drawn in Austin, Texas politics and navigating within parties makes things nearly impossible. Mayor Stopfer is a champion in supporting resources and economic development in Austin.
- Pipeline: Since October 1, 2022, there have been 372 projects, representing 200,000 jobs and \$7.2 billion in capital investment and 1.8 of potential square feet of commercial space coming to Irving. It is vital to keep remembering to reinvest in what we have today, prepare for what could happen tomorrow and Bowman is looking forward to being part of those conversations.

Irving Arts and Culture

Irving Arts Center:

Arts Board Chair Kelly O'Briant reported:

- Congratulated Gibson, the Irving Black Arts Council and Irving Archives and Museum for receiving an award of excellence from the American Association of State and Local History for their collaboration on The Local Green Book project.
- Gibson gave a brief history of the project, and a video was shown.
- Currently on display at the Irving Arts Center:
 - *Vaquero: Genesis of the Texas Cowboy* – photographs by Bill Wittliff in the Dupree Lobby.
 - *Over, Beyond, Between: Landscape and the Transcendent* – paintings by Down Waters Baker in the Focus Gallery.
 - Works by Benjamin Muñoz in the Carpenter Lobby Gallery through October 28.
 - *Making Space / Holding Time*: an exhibition featuring women artists currently working in Texas and/or have deep Texas roots - Main Gallery.
- *Barricade Boys*: Stars from the West End cast of *Les Misérables* will be presented on Friday, October 6 at 7:30 p.m.
- Kick-off of *Storyteller Sessions Series* on Thursday, October 19th with singer-songwriter Royal Wood.
- Irving Archives and Museums:
 - *Popolo Vuh* Illustrations by Jamie Arredondo.
 - *Ballet Folklorico/Fashion of Ballet Folklorico*: Expressing Mexican Culture through Dance. On opening weekend, an artist talk was attended by representatives from the Mexican and Guatemalan Consulates of Dallas.

Las Colinas Association

Las Colinas President Hammond Perot reported:

- Perot thanked everyone in support of the recent architectural tour; it was a sold-out event with superb speakers and supporters.
- Mandalay Mile walking tour launched with ten locations on Lake Carolyn and the Canal. There are QR codes along the way with the history of the area.

- The Glow Canal Celebration event will be October 20-21 with waterside performances, art installations, experiential dining, live music and theatrics, gondola rides, and fireworks. VIP invitations will be sent out to Board members and City officials.
- In coordination with the U.S. Mexico Chamber of Commerce, the Day of the Dead event is scheduled once again for November 1 from 5-9 p.m. on Mandalay Canal.

With no further discussion, Bourgeois adjourned the meeting at 1:40 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director

DRAFT MINUTES

JOINT MEETING BETWEEN IRVING CONVENTION AND VISITORS BUREAU AND IRVING CITY COUNCIL

Irving Convention Center – First Floor Conference Room

October 20, 2023

Attendance: Bob Bourgeois, Chair; Yasir Arafat, Michael Basoco, Beth Bowman*, David Cole, Stephanie Fenley-Garcia*, Herb Gears, Colvin Gibson, Julia Kang, Greg Malcolm, William Mahoney, Joe Philipp*, Sam Reed – ICVB Board of Directors; Maura Gast – ICVB Staff. (*Indicates Non-Voting members.)

Board Chair Bob Bourgeois called the meeting to order at 9:01 a.m. and inquired if there were any citizen comments; there were none.

Executive Director Maura Gast provided an Update and Implementation Plan for the Compensation Study recently conducted for the Convention and Visitors Bureau to parallel the process the City is currently undergoing. A 2% Cost-of-Living Adjustment is being provided for all city employees effective January 2024, and the City will move all personnel to the 80th percentile in order to lead the marketplace for recruitment and retention. The ICVB recommends following the same path; while it budgeted sufficiently for the implementation of the new pay study, the City's decision regarding the COLA as not taken until after the CVB Board had already adopted the Budget. Staff will bring forward a budget adjustment at the November Board meeting in order to implement the COLA as well; this is expected to cost approximately \$75,000, with funding to come from the ICVB General Fund – Fund Balance. There was a motion by William Mahoney, with a second by Herbert Gears to approve the Compensation Study Implementation. There being no further discussion, the item was approved unanimously.

Bourgeois provided an overview of the annual performance evaluation of the Executive Director, and reminded the group of the narrative report Gast had provided in advance of the meeting. At the February 2023 Executive Committee meeting, the Board indicated their desire to re-implement the annual performance incentive at year-end if funding would be available, after it being deferred the prior three years, and unanimously approved performance criteria for that purpose. At the Chair's recent request, Gast indicated that after discussions with Bureau Accounting & Budget Manager Marianne Lauda, that should the Board wish to add a performance incentive to this year's evaluation, there were sufficient funds available in the year-end unexpended budget to accommodate this.

PERSONNEL – EXECUTIVE DIRECTOR

Executive Director Maura Gast called the meeting into Executive Session pursuant to Section 551.074 of the Texas Local Government Code at approximately 9:13 a.m. The meeting reconvened from Executive Session at 10:39 a.m.

On a motion by Mahoney and seconded by Sam Reed, the Board unanimously approved a 3.5% Merit Increase for Gast. On a motion by Reed and seconded by Yasir Arafat, the Board unanimously approved a Performance Criteria ration of 98, or 34.3%.

Gast then provided a brief presentation on succession planning for the organization as the final element of her evaluation report. It was requested that a 90-120 day onboarding process be added to the framework for a new executive director, whenever that time occurs.

There being no further discussion, the meeting was adjourned at 10:47 a.m.

Respectfully submitted,

Maura Allen Gast, FCDME

Executive Director



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
August 2023

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2022 - 2023**

LUXURY & FULL SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59	6,242.62	11,830.90	4,483.95	20,579.53	15,408.15	13,052.26	13,980.89	13,136.27
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33	44,992.73	49,067.81	50,706.69	53,404.75	56,364.53	51,002.50	39,364.50	40,271.45
3	DFW Airport Hotel & Conference Center	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04	51,671.11	32,909.98	62,264.82	42,622.69	42,847.27	49,585.81	48,538.81	42,359.53
5	Doubletree by Hilton DFW Airport North	18,435.17	15,321.61	13,228.99	14,267.17	465.64	0.00	0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92	24,295.92	28,013.61	30,272.32	28,942.30	27,019.58	26,624.08	23,894.27	17,834.74
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35	11,694.28	13,987.70	16,319.02	14,250.43	13,978.12	14,425.86	11,127.30	12,746.92
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45	11,723.60	12,909.55	15,559.09	15,882.15	14,846.43	14,505.56	11,781.93	14,036.87
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85	6,505.81	9,993.77	10,591.63	10,642.69	9,758.65	9,401.98	6,935.61	5,888.83
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40	16,453.01	16,551.55	18,994.13	18,463.67	19,690.38	19,066.67	16,721.26	17,685.92
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91	39,801.67	44,849.34	51,350.21	57,858.87	53,714.30	49,614.32	40,320.09	41,843.07
12	Sheraton DFW Airport Hotel	12,748.02	23,683.83	17,557.24	14,608.15	29,162.74	30,189.63	9,448.35	0.00	0.00	0.00	0.00
13	Texican Court	17,319.93	11,488.90	9,838.56	13,536.44	13,978.10	16,159.30	16,596.83	17,850.35	18,416.71	13,699.30	13,978.15
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73	51,087.55	52,540.50	78,610.20	88,738.31	70,250.55	57,395.44	47,583.55	35,580.14
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63	41,337.45	37,642.72	29,707.81	43,328.06	32,309.66	20,843.10	39,685.72	38,652.66
TOTAL LUXURY & FULL SERVICE		442,295.37	318,417.83	273,941.99	348,217.51	353,903.91	415,208.80	420,758.63	374,037.97	343,934.29	313,633.23	294,014.55
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89	43,731.47	44,877.47	53,010.95	40,409.62	51,928.08	56,567.34	39,000.42	48,019.76

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

ALL SUITE / EXTENDED STAY		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
1	Candlewood Suites DFW Airport North	closed	closed	closed	closed	closed	closed	closed	5,228.88	7,085.38	6,042.75	6,328.59
2	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49	5,691.85	6,305.89	7,214.05	6,639.22	6,104.36	6,283.59	6,069.11	5,527.79
3	Comfort Suites Las Colinas	1,329.04	1,173.45	1,123.74	1,135.23	1,718.15	1,685.63	1,681.41	1,405.44	1,565.99	1,691.26	1,364.43
4	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00	2,571.59	3,340.98	4,558.42	4,083.50	4,038.02	4,591.53	4,145.25	3,226.49
5	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26	11,712.77	13,766.39	15,934.49	14,953.60	16,028.66	14,912.42	14,466.54	14,512.30
6	Element DFW Airport North	10,646.42	8,011.76	6,269.73	8,458.02	9,558.45	11,300.44	10,873.99	10,758.81	11,217.54	10,252.59	9,580.26
7	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59	1,084.51	1,171.73	1,454.23	1,527.06	1,311.30	1,217.62	1,097.55	1,010.67
8	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41	2,139.74	1,858.79	2,632.47	2,253.02	1,855.36	2,109.98	1,528.80	0.00
9	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65	1,176.12	1,169.81	1,870.67	2,102.31	1,566.23	2,087.70	1,370.36	1,763.78
10	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38	562.96	1,188.97	1,590.97	1,731.70	890.82	1,552.62	295.06	698.19
11	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02	1,724.53	2,007.92	2,351.11	1,912.54	1,623.29	1,950.48	2,092.60	2,225.60
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75	11,160.07	12,162.36	14,605.46	14,929.72	14,844.95	15,204.09	12,347.24	11,539.56
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28	6,808.05	9,082.43	10,910.95	10,543.17	10,105.88	10,201.47	10,524.26	9,332.44
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40	5,438.50	8,321.52	8,217.45	9,027.39	8,761.34	9,517.58	6,702.53	6,386.83
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41	1,966.57	1,815.68	1,648.01	1,647.01	1,416.80	2,329.70	1,980.54	2,294.48
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11	7,754.31	6,281.36	5,402.04	5,077.53	5,586.30	8,804.66	6,826.40	6,675.69
17	Homewood Suites by Hilton Las Colinas	7,958.06	6,642.15	8,917.65	9,540.71	11,090.89	10,844.51	11,494.57	10,254.07	10,758.47	8,697.96	8,289.80
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58	12,031.23	10,294.03	12,337.74	11,202.19	12,783.26	13,580.66	11,072.11	8,632.68
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53	5,070.80	6,468.82	7,667.85	7,331.42	7,566.30	6,344.78	3,437.50	4,164.62
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79	7,705.11	9,067.17	10,316.97	11,017.50	8,851.38	9,065.87	7,852.09	7,016.97
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58	4,122.03	2,015.32	4,223.81	5,490.63	6,276.26	4,379.27	5,039.48	7,231.43
22	Sonesta ES Suites Dallas Las Colinas	5,680.90	3,187.01	2,709.65	3,783.77	3,460.75	5,608.03	4,604.99	3,865.76	2,566.15	4,274.76	3,938.88
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04	1,586.83	2,045.91	3,294.82	3,138.60	3,351.06	3,816.96	2,987.06	2,519.29
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96	6,046.98	7,903.74	8,844.65	7,812.71	6,495.13	6,986.04	6,527.13	5,589.64
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45	4,295.17	4,240.86	5,820.02	5,244.32	5,378.70	5,663.97	4,366.67	5,676.58
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83	6,876.90	7,830.10	9,410.46	8,115.40	7,773.37	7,144.97	7,527.00	5,974.99
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24	6,900.85	7,436.01	8,938.96	8,669.61	8,536.85	8,649.36	8,025.00	7,424.53
28	Woodspring Suites Signature	1,709.73	1,823.30	1,401.69	1,714.27	811.26	1,222.25	1,502.50	2,251.37	2,221.56	2,336.98	1,991.85
TOTAL ALL SUITE / EXTENDED STAY		166,206.69	131,629.96	126,420.21	139,059.47	152,415.29	179,906.46	174,607.61	174,909.95	181,810.41	159,576.58	150,918.36

BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
1	Arya Inn & Suites	986.51	963.32	1,184.61	974.24	852.56	1,105.56	977.41	755.88	692.95	905.76	791.34
2	Red Roof Inn & Suites Irving DFW South	3,545.37	1,437.28	1,565.14	1,325.79	1,365.96	3,032.23	2,419.02	2,276.75	2,430.85	3,299.42	0.00
3	Budget Inn & Suites	32.20	49.77	38.02	31.26	36.50	40.86	55.50	47.20	50.27	58.05	35.94
4	Budget Suites of America Las Colinas	428.31	1,249.18	1,202.56	0.00	1,135.95	0.00	801.36	210.51	924.78	1,215.49	157.44
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12	2,794.44	2,657.00	3,431.71	3,748.22	5,117.36	764.11	1,573.14	1,924.21
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07	1,352.38	1,260.97	1,310.70	1,213.86	1,321.49	1,343.36	1,283.13	1,283.13
7	Days Inn	6,733.27	4,896.16	5,181.97	5,720.33	4,616.41	6,554.08	6,374.96	5,913.07	6,518.09	6,436.85	6,114.56
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89	3,414.97	3,317.33	4,148.32	4,037.88	3,951.46	3,761.26	2,917.99	2,913.07
9	Delux Inn	705.02	752.10	779.97	725.35	594.20	819.49	759.38	733.38	775.19	760.25	979.46
10	Delux Suites Motel	67.78	112.14	0.00	48.45	118.96	107.68	75.10	86.44	114.49	0.00	0.00
11	Gateway Inn	617.71	422.20	469.77	381.47	408.06	542.27	507.56	469.51	451.44	455.40	343.14
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23	1,212.96	1,640.11	1,923.71	1,592.24	1,402.63	1,479.53	1,340.58	995.76
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38	1,654.36	1,520.87	1,752.35	1,797.55	1,787.46	1,785.41	1,832.45	1,677.63
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31	2,675.47	2,677.19	3,452.35	3,162.55	3,334.76	3,138.23	3,428.27	3,165.77
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15	3,528.81	3,809.97	4,674.12	4,406.31	3,875.87	3,873.89	3,877.01	3,589.05
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26	833.80	835.45	1,094.69	1,141.95	1,136.51	940.71	1,091.63	930.76
17	OYO Hotel DFW Airport South	2,342.12	2,216.68	2,640.83	2,666.67	2,593.77	3,392.54	2,364.83	2,279.69	2,711.39	2,994.94	3,098.71
18	OYO Hotel DFW Airport North	312.11	360.23	334.09	398.79	347.83	376.68	204.48	0.00	0.00	0.00	0.00
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65	3,480.64	3,384.74	3,293.73	4,247.67	3,436.31	3,369.89	4,091.75	4,213.60	3,741.41
20	Red Roof Inn Dallas DFW Airport North	4,944.57	3,735.46	4,004.84	3,516.22	3,364.92	4,550.40	4,376.65	4,262.60	4,362.62	3,935.12	3,779.01
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46	2,492.40	2,019.27	2,738.85	2,806.65	2,753.35	2,556.08	2,955.46	2,705.96
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35	2,541.31	2,620.93	3,041.34	2,789.15	2,341.18	2,462.84	2,797.19	2,499.04
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22	2,848.22	2,256.29	2,813.26	2,967.24	2,915.10	340.84	2,735.53	2,301.68
TOTAL BUDGET SERVICE		54,602.01	43,287.32	46,022.88	44,522.43	43,344.23	55,150.86	52,016.16	50,342.09	45,570.08	50,107.26	43,027.07

LIMITED SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73	11,786.16	12,105.49	14,523.03	15,190.50	13,580.07	13,883.98	11,313.59	13,232.16
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65	4,455.03	4,569.31	5,423.53	5,580.89	6,015.97	6,258.77	5,594.31	4,297.48
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12	14,081.02	14,774.51	17,276.72	17,295.10	16,936.12	16,919.76	15,006.64	13,836.89
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44	9,983.26	10,960.53	12,551.03	12,529.70	10,910.89	11,362.30	8,531.68	9,245.60
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02	9,829.02	10,026.53	9,554.70	8,260.27	7,528.19	7,416.72	7,286.52	7,984.56
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79	8,184.39	7,408.89	8,940.51	9,734.17	8,889.71	9,680.20	9,228.73	8,589.53
7	Fairfield Inn & Suites Dallas Las Colinas	5,112.01	4,265.17	5,009.19	5,212.07	6,153.03	1,880.76	6,729.03	935.43	977.86	1,314.58	532.32
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04	6,687.27	7,099.70	9,156.46	10,293.32	10,530.12	9,746.93	10,025.08	8,477.27	0.00
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57	8,110.47	10,162.68	10,860.53	11,381.86	10,858.58	10,365.43	9,089.88	8,518.86
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13	8,717.45	9,950.21	11,688.00	10,586.66	10,854.80	6,362.93	7,831.67	9,281.94
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52	8,017.30	9,167.26	9,432.30	9,533.64	9,604.55	9,729.84	9,451.44	9,316.96
12	Hyatt Place Dallas Las Colinas	9,963.88	6,859.53	7,645.93	6,649.91	8,169.50	8,910.33	10,067.71	8,567.02	9,293.45	7,710.24	6,827.78
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18	7,890.53	8,421.57	9,127.40	8,937.71	8,979.65	8,543.73	7,355.69	5,959.87
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81	4,756.18	5,615.97	7,721.90	6,822.73	7,298.50	6,765.21	7,053.02	7,763.27
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19	3,417.96	4,510.70	5,218.15	5,043.26	5,194.82	5,057.06	4,804.01	3,868.37
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00	5,694.86	5,744.62	6,763.35	6,790.65	6,972.80	6,685.81	5,459.08	5,000.91
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23	9,779.09	9,670.84	12,159.05	12,955.94	10,407.22	9,239.27	7,477.08	9,159.89
18	Wingate Inn by Wyndham Dallas Las Colinas	5,261.64	3,974.10	3,762.31	4,064.51	4,101.67	4,067.68	6,243.58	5,867.80	5,274.10	5,123.57	4,288.32
19	Wingate Inn by Wyndham DFW Airport North	593.01	8,339.21	4,481.91	4,973.93	4,792.33	4,819.78	5,019.16	5,039.60	4,659.84	4,535.89	4,592.83
TOTAL LIMITED SERVICE		170,957.74	135,105.76	126,775.99	142,702.84	155,462.10	171,212.07	179,232.68	164,188.65	158,501.34	142,644.89	132,297.54

TOTAL SHORT TERM RENTALS		6,647.19	6,898.21	8,518.57	5,101.41	6,389.53	11,623.26	7,531.02	28,520.78	23,942.95	24,430.76	21,205.60
Number of locations		50	67	67	61	62	69	68	81	52	44	26

SUMMARY	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
ACTUAL GRAND TOTAL	840,709.00	635,339.08	581,679.64	679,603.66	711,515.06	833,101.45	834,146.10	791,999.44	753,759.07	690,392.72	641,463.12
BUDGET	970,330.00	750,524.00	648,509.00	808,022.00	799,629.00	966,681.00	943,638.00	967,664.00	1,011,903.00	882,758.00	847,739.00
DIFFERENCE	(129,621.00) -13.4%	(115,184.92) -15.3%	(66,829.36) -10.3%	(128,418.34) -15.9%	(88,113.94) -11.0%	(133,579.55) -13.8%	(109,491.90) -11.6%	(175,664.56) -18.2%	(258,143.93) -25.5%	(192,365.28) -21.8%	(206,275.88) -24.3%
CUMULATIVE YEAR TO DATE											
ACTUAL	840,709.00	1,476,048.08	2,057,727.72	2,737,331.38	3,448,846.44	4,281,947.89	5,116,093.99	5,908,093.43	6,661,852.50	7,352,245.22	7,993,708.34
BUDGET	970,330.00	1,720,854.00	2,369,363.00	3,177,385.00	3,977,014.00	4,943,695.00	5,887,333.00	6,854,997.00	7,866,900.00	8,749,658.00	9,597,397.00
DIFFERENCE	(129,621.00) -13.4%	(244,805.92) -14.2%	(311,635.28) -13.2%	(440,053.62) -13.8%	(528,167.56) -13.3%	(661,747.11) -13.4%	(771,239.01) -13.1%	(946,903.57) -13.8%	(1,205,047.50) -15.3%	(1,397,412.78) -16.0%	(1,603,688.66) -16.7%
COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55	495,418.38	576,535.14	717,735.15	797,264.90	763,288.96	758,096.47	666,506.01	665,021.04



Date Distributed: November 3, 2023

Monthly Financial Summary

For Period Ending September 30, 2023

IRVING CONVENTION CENTER
Monthly Financial Reports

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	105,118	166,803	207,450	159,850	164,600	135,600	125,550	191,960	1,827,237
Service Income	97,643	36,566	60,657	30,308	91,188	90,151	83,534	165,980	69,051	36,242	45,005	109,832	916,156
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(149,746)	(169,087)	(177,730)	(272,008)	(185,612)	(103,271)	(140,434)	(191,564)	(1,812,259)
Total Direct Event Income	186,879	66,080	73,775	45,939	46,560	87,867	113,254	53,822	48,039	68,571	30,121	110,228	931,134
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	11,302	21,215	37,932	61,329	64,100	11,098	1,565	4,789	299,837
F & B Catering	479,931	212,032	171,372	503,470	326,612	231,759	371,875	418,811	432,438	97,306	168,201	477,626	3,891,434
Parking: Self Parking	67,551	66,091	23,139	17,165	37,445	43,653	64,903	65,005	41,388	13,009	33,597	33,472	506,420
Electrical Services	24,735	9,440	4,775	9,187	2,095	40,985	34,005	14,534	23,360	14,055	11,210	27,030	215,411
Audio Visual	(0)	126	(0)	0	242	4,375	(0)	(62)	(0)	(0)	403	-	5,083
Internet Services	6,600	989	(81)	2,096	350	3,855	5,862	4,786	60	3,225	3,033	(121)	30,654
Total Ancillary Income	612,521	314,465	210,572	547,567	378,046	345,842	514,577	564,403	561,346	138,693	218,009	542,795	4,948,839
Total Event Income	799,400	380,545	284,347	593,506	424,606	433,709	627,831	618,225	609,385	207,264	248,130	653,023	5,879,972
Other Operating Income	147,411	59,034	49,953	67,036	107,531	91,719	113,767	143,083	108,308	90,919	109,766	148,707	1,237,233
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	532,137	875,428	741,598	761,308	1,066,443	298,183	357,896	1,149,980	8,512,205
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	220,078	247,772	203,201	227,907	245,616	222,472	260,989	250,604	2,781,646
Benefits	48,225	41,890	59,147	85,751	67,651	65,041	63,871	60,824	66,159	64,793	28,136	66,400	717,890
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(5,184)	(7,086)	(9,818)	(22,131)	(42,221)	(29,255)	(51,847)	(54,046)	(255,912)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	282,545	305,727	257,254	266,601	269,554	258,010	237,278	262,958	3,243,624
Contracted Services	66,364	71,689	66,309	61,840	56,324	61,740	64,432	62,137	75,072	88,036	75,293	71,021	820,255
General and Administrative	90,724	33,624	45,149	47,309	41,376	35,257	26,731	50,046	92,036	79,597	84,203	159,766	785,819
Operations	53,493	59,493	36,500	39,441	30,088	46,103	41,743	50,535	83,224	54,471	64,356	46,965	606,411
Repair & Maintenance	38,235	47,240	36,651	37,170	29,098	50,752	42,391	24,815	83,322	76,405	48,636	64,197	578,910
Supplies	7,781	24,812	8,213	15,153	9,563	6,919	25,777	41,541	27,196	19,031	18,259	67,188	271,432
Insurance	4,130	4,593	37,406	7,420	5,296	3,890	4,986	4,320	(42)	10,993	9,471	20,378	112,841
Utilities	57,878	51,745	48,563	52,093	45,874	46,955	44,414	48,559	50,060	55,530	53,266	62,396	617,333
Other	788	1,658	32,592	500	1,718	72	79	233	178	451	1,579	550	40,396
ASM Global Management Fees	58,909	42,122	36,068	62,701	52,227	42,766	56,835	63,415	64,231	32,229	41,130	63,326	615,963
Total Operating Expenses	634,812	604,122	630,347	620,769	554,109	600,181	564,642	612,201	744,831	674,753	633,471	818,745	7,692,984
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(21,972)	275,247	176,956	149,107	321,612	(376,570)	(275,575)	331,235	819,221

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending September 30, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	16,960	7,960	9,000	17,105
Events	25	5	20	29
Event Days	42	13	29	48
Direct Event Income	110,228	58,000	52,228	87,828
Ancillary Income	542,795	268,840	273,955	596,765
Total Event Income	653,023	326,840	326,183	684,593
Other Operating Income	148,707	100,508	48,199	93,751
Adjusted Gross Income	801,730	427,348	374,382	778,344
Indirect Expenses	(818,745)	(655,818)	(162,927)	(770,882)
Net Income (Loss) From Operations	(17,015)	(228,470)	211,455	7,462

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Twelve Months Ending September 30, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	235,969	152,554	83,415	189,024
Events	220	142	78	213
Event Days	409	339	70	374
Direct Event Income	931,147	1,214,543	(283,396)	1,101,716
Ancillary Income	4,948,830	3,461,341	1,487,489	3,656,870
Total Event Income	5,879,977	4,675,884	1,204,093	4,758,586
Other Operating Income	1,237,241	919,034	318,207	836,332
Adjusted Gross Income	7,117,218	5,594,918	1,522,300	5,594,918
Indirect Expenses	(7,692,998)	(6,989,918)	(703,080)	(6,388,628)
Net Income (Loss) From Operations	(575,780)	(1,395,000)	819,220	(793,710)

ASM - Irving Convention Center
Balance Sheet
September 30, 2023

ASSETS

Current Assets

Cash	\$	2,668,225	
Accounts Receivable		1,342,280	
Prepaid Assets		20,845	
Inventory		98,309	
Total Current Assets			4,129,659

Total Assets			\$ 4,129,659
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	1,870,741	
Accrued Expenses		231,910	
Deferred Income		0	
Advance Ticket Sales/Deposits		2,027,008	
Other Current Liabilities		0	
Total Current Liabilities			4,129,659

Long-Term Liabilities

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			4,129,659
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Equity

Net Funds Received		16,323,632	
Retained Earnings		(15,747,850)	
Net Income (Loss)		(575,782)	
Total Equity			0

Total Liabilities & Equity			\$ 4,129,659
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ASM - Irving Convention Center
Income Statement
For the Twelve Months Ending September 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	191,960	101,250	90,710	1,827,238	1,741,954	85,284	1,448,011
Service Revenue	109,832	41,750	68,082	916,153	565,603	350,550	506,231
Service Expenses	(191,564)	(85,000)	(106,564)	(1,812,244)	(1,093,014)	(719,230)	(852,526)
Total Direct Event In	110,228	58,000	52,228	931,147	1,214,543	(283,396)	1,101,716
Ancillary Income							
F & B Concessions	4,789	750	4,039	299,829	164,223	135,606	223,572
F & B Catering	477,626	248,140	229,486	3,891,438	2,885,920	1,005,518	2,908,565
Parking	33,472	8,200	25,272	506,417	279,113	227,304	394,204
Electrical Services	27,030	10,500	16,530	215,411	111,735	103,676	113,623
Audio Visual	0	0	0	5,082	0	5,082	(320)
Internet Services	(122)	1,250	(1,372)	30,653	20,350	10,303	17,226
Total Ancillary Inco	542,795	268,840	273,955	4,948,830	3,461,341	1,487,489	3,656,870
Total Event Income	653,023	326,840	326,183	5,879,977	4,675,884	1,204,093	4,758,586
OTHER OPERATING INCOME							
Other Income	148,707	100,508	48,199	1,237,241	919,034	318,207	836,332
Total Other Operatin	148,707	100,508	48,199	1,237,241	919,034	318,207	836,332
Adjusted Gross Inco	801,730	427,348	374,382	7,117,218	5,594,918	1,522,300	5,594,918
INDIRECT EXPENSES							
Salaries & Wages	250,604	283,291	32,687	2,781,646	3,051,982	270,336	2,229,873
Payroll Taxes & Ben	66,400	68,300	1,900	717,883	763,726	45,843	574,984
Labor Allocations to	(54,046)	(45,000)	9,046	(255,913)	(442,576)	(186,663)	(62,729)
Net Salaries and Ben	262,958	306,591	43,633	3,243,616	3,373,132	129,516	2,742,128
Contracted Services	71,021	64,794	(6,227)	820,256	809,105	(11,151)	778,005
General and Adminis	159,766	74,128	(85,638)	785,832	520,760	(265,072)	523,672
Operating	46,965	26,767	(20,198)	606,413	434,564	(171,849)	434,675
Repairs & Maintenan	64,197	66,442	2,245	578,912	543,700	(35,212)	525,175
Operational Supplies	67,188	36,284	(30,904)	271,436	216,454	(54,982)	240,094
Insurance	20,378	6,700	(13,678)	112,842	65,000	(47,842)	63,884
Utilities	62,396	32,122	(30,274)	617,333	540,000	(77,333)	574,658
Other	550	2,089	1,539	40,395	18,600	(21,795)	47,252
ASM Management F	63,326	39,901	(23,425)	615,963	468,603	(147,360)	459,085
Total Indirect Expens	818,745	655,818	(162,927)	7,692,998	6,989,918	(703,080)	6,388,628

ASM - Irving Convention Center
Income Statement
For the Twelve Months Ending September 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	(17,015)	(228,470)	211,455	(575,780)	(1,395,000)	819,220	(793,710)

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
			Edmundo BANT Meeting <small>De finite - Blackout</small>	BANT <small>De finite</small>		
TEXSOM Conference <small>De finite</small>						
ABAT <small>De finite</small>	ICVB Board of Directo... <small>De finite</small>		PartyFest			
3	4 Labor Day	5	6	7	8	9
BANT <small>De finite</small>		High Spirited Citizens ... <small>De finite</small>	Fotona Ultra Performance Lasers <small>De finite</small>			
			Fotona Meeting <small>De finite</small>			
			GRACE Tasting <small>De finite - Internal</small>	Swim Spa Blow out <small>De finite</small>		
		Level 1, 2, & 4 - See Casey			Heart of Texas Body Building <small>De finite</small>	
10	11	12	13	14	15	16
Fotona Ultra Perform... <small>De finite</small>			Hiring Event Septemb... <small>De finite</small>			
Swim Spa Blow out <small>De finite</small>			Fiber Fest <small>De finite</small>			
The Sneaker Travelers <small>De finite</small>	PPAS Expo <small>De finite</small>	Irving 360 Civic Academy <small>De finite</small>		DFWRIMS Annual Conf ... <small>De finite</small>	Mahalo from Irving Ca... <small>De finite</small>	
	Level 3 - See Casey					
17	18	19	20	21	22	23
Fiber Fest <small>De finite</small>		CCST 2023 Annual Conference <small>De finite</small>				
		Meet the Bureau <small>De finite</small>	2023 TPMA Southwest Foot and Ankle Conference <small>De finite</small>			
	Level 1, 2, & 4 - See Casey	The Navigators Demo 9/19	2023 North Texas State of Reform Health Policy C... <small>De finite</small>			

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29	30
Chick-Fil-A <small>De finite</small>	Cocina Sabrosa 2023 <small>De finite</small>					
Quince Expo <small>De finite</small>	ICVB Board of Directo... <small>De finite</small>	QuikT rip <small>De finite</small>				CAFE - Open <small>De finite - Blackout</small>
				Biontx Event <small>De finite</small>		
				MDA Uncork a Cure Gala <small>De finite</small>		
					Ultimate Women's Expo <small>De finite</small>	Special Education and ... <small>De finite</small>
				 Off-The-Wall		

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 13, 2023**

BOARD REPORTS

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



MEMO

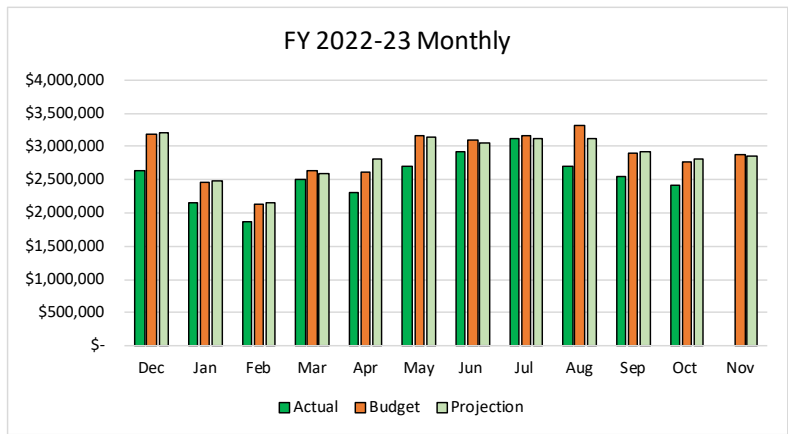
To: Chris Hillman, City Manager
 From: Bret W. Starr, Chief Financial Officer
 Date: November 3, 2023
 Subject: Hotel Occupancy Tax Collections Report – October 2023

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for October 2023 (for August sales) were \$2,428,325, \$348,718 or 12.6% below the projected budget of \$2,777,043. This is the eleventh month of collections for FY 2022-23. The FY 2022-23 budget projection was based on revenue and occupancy forecasts by Tourism Economics as of May 2022. The FY 2022-23 projection has been updated for the remainder of the year based on July 2023 forecasts. Collections for the month include \$251,957 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$66,018 or 2.72% of the total. HOT collections are below the budget for the year by \$3,589,222 but are above prior year to date collections by \$3,437,442.

FY2022-23 HOT Cash Flow Projections vs Actuals

Updated on 10/16/2023

Month	FY 2022-23 Budget	FY 2022-23 Actual	FY 2022-23 Projection	Percent Difference
Dec	3,178,632	2,630,939	3,202,428	-17.2%
Jan	2,458,585	2,148,949	2,476,012	-12.6%
Feb	2,124,402	1,863,961	2,158,946	-12.3%
Mar	2,646,939	2,499,851	2,592,532	-5.6%
Apr	2,619,443	2,300,871	2,821,062	-12.2%
May	3,166,676	2,692,403	3,151,275	-15.0%
Jun	3,091,193	2,912,679	3,056,088	-5.8%
Jul	3,169,897	3,124,909	3,129,441	-1.4%
Aug	3,314,816	2,708,344	3,114,602	-18.3%
Sep	2,891,760	2,538,935	2,923,053	-12.2%
Oct	2,777,043	2,428,325	2,815,862	-12.6%
Nov	2,883,980		2,860,725	0.0%
	<u>34,323,365</u>	<u>27,850,164</u>	<u>34,302,025</u>	<u>-11.4%</u>



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

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

Key assumptions from the report include:

- US economy experiences a mild recession with a soft landing in early 2024.
- This recession is assumed to slow, but not upend, the travel recovery.
- Corporate travel continues growth but a slower rate during the recession.
- Leisure travel is starting to see a decline as inflation concerns increase and are greatly affecting travel pricing thus directly hitting traveler wallets at the same time as all other costs are increasing for them personally.
- Group demand is still below the economic trend.

Key data points from the report include:

- Hotel performance in Irving continues to recover.
 - STR hotel room revenue in the fiscal year ending September 2023 is expected to be 8.0% above the fiscal year ending September 2019.
 - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2024 will recover to 12.8% above the fiscal year ending September 2019.
 - Room revenue is expected to be 6.9% above 2019 levels in 2023.
 - Revenue Per Available Room (RevPAR) is still considerably below the economic trend due to the increased costs of labor and goods.
- Job growth remains solid; however, consumers continue to feel uneasy.
 - Inflation has eroded income gains, undermining potential for consumer spending growth.
- Banks have tightened lending, which will slow activity over time.

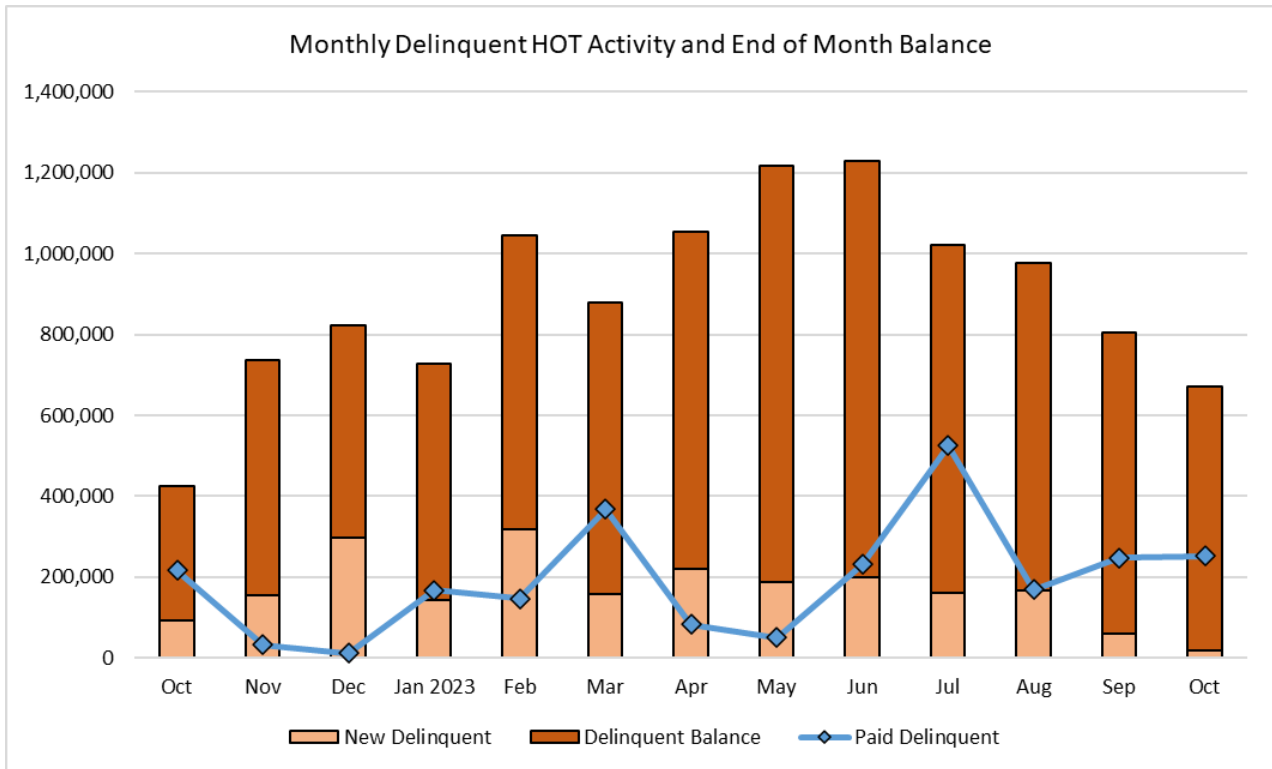
Recovery has been accompanied by inflation.

- It may take until beyond 2025 for RevPAR to recover to its historical average.
- Business travel (both transient and meetings) is expected to exceed 2019; however, room demand is still below the economic trend and continuing to rebuild. This key customer category will likely not see its performance back to or above the economic trend until the workforce has a more defined and steady return to the office.

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

For October 2023 the outstanding delinquent collections balance, including penalty and interest, was \$670,946 of which \$18,652 is newly delinquent for the month with the remainder outstanding from prior months. Two properties

have had significant outstanding balances due from prior months. On June 8, Council authorized the city’s tax collection contractor, Linebarger, to file suit for the recovery of unpaid taxes, penalties, interest, and legal fees associated with collection efforts. In the past three months, the two delinquent properties have made small monthly payments to reduce the amount outstanding, one for nine weeks in a row, and the other for seven of the nine weeks. The chart below shows total delinquent amounts for October 2023, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$34.3 million for FY 2022-23 represents the total 9 percent city HOT. Of the city’s 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the Entertainment Venue in the Convention Center complex.

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



City Holiday/No Trash Collection

In observance of Thanksgiving, there will be no residential trash, curbside recycling or brush/bulky collection on Thursday, Nov. 23. Collection will shift to the next day. In addition, the following facilities will be closed Nov. 23-24:

- City Hall
- Hunter Ferrell Landfill
- Irving Archives and Museum
- Irving public libraries
- Recreation centers
- Heritage Aquatic Center
- Irving Animal Care Campus
- Irving Arts Center
- North Lake Natatorium

All city offices will resume normal business hours on Monday, Nov. 27. Visit CityofIrving.org for more information. ■



page **3&4**

Trash collection goes back to twice-per-week starting Dec. 4. Guidelines and updated map available in English and Spanish.

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IRVING CITY Spectrum

NOVEMBER 2023 / VOL 30 / NO 11





CityofIrving.org



The Irving Holidays at Heritage event series will kick off the season with the festive annual Holiday Parade and Tree Lighting ceremony to light up the streets of the Irving Heritage District.

DEC. 2, 8, 9, 15 & 16

HERITAGE PARK
217 S. MAIN ST.





CityofIrving.org/HolidaysAtHeritage | (972) 721-2501

IRVING POLICE AND FIRE BLUE CHRISTMAS

Irving Police and Fire continue the tradition of giving back to the community this holiday season through Irving Blue Christmas benefiting the children of Irving.

Nov. 11 | 14th Annual Pancake Breakfast
9 to 11 a.m. | Plymouth Park Baptist Church, 1714 N. Story Road
Santa will be at the Irving Police and Fire Blue Christmas Toy and Food Drive during the annual pancake breakfast. The event will feature raffles and a silent auction.

Nov. 18 | Food and Toy Drive
2 to 6 p.m. | Walmart, 4100 W. Airport Fwy.
Toy donations include new, unwrapped toys for both boys and girls, from newborn to 17 years old. Nonperishable food items include canned vegetables, peanut butter and boxed cereals.

The deadline to apply for assistance is Nov. 10. Those in need of Blue Christmas assistance can pick up applications at Irving Independent School District schools. Toy donations (new and unwrapped) can be made at any Irving Fire Station. The deadline for all donations is Dec. 5.

Residents can stay updated by following Blue Christmas on social media platforms. Search [Irving Police and Fire Blue Christmas](#) on Facebook, [@irvingbluechristmas](#) on Instagram, and [@BlueChristmas1](#) on Twitter. For more information, email irvingbluechristmas@gmail.com or visit IrvingBlueChristmas.org. ■



LET'S PLAY Irving ELEVATING AQUATICS & RECREATION Lee Park Swimming Pool Public Input, Design Contract

More than two dozen Irving residents attended the Oct. 19 Lee Park Pool Public Input Meeting to share their thoughts on a conceptual design for the future Lee Park Pool. The new pool will feature a beach-style entry, lap lanes, interactive features, a play zone and shaded seating. Demolition of the 60-year-old existing pool and construction of the new pool is anticipated to begin in summer 2024.

Check out the QR code for ICTN Coverage of the Meeting



SCAN for ICTN VIDEO



During the Sept. 14 City Council meeting, the Council voted unanimously to approve The Fain Group, Inc. as the Construction Manager at Risk (CMAR), as well as a design services contract with Dunaway Associates Inc.

The design contract includes the design of a new family-oriented neighborhood pool at Lee Park. The CMAR is a project delivery method in which a construction manager is hired to oversee a project through completion. Using

the CMAR method helps shorten the overall project time to construct the new Lee Park Swimming Pool, as well as streamline the process to provide the highest overall project quality for the most economical cost to the city.

Stay updated on Lee Park Pool and the other exciting projects at CityofIrving.org/PlayIrving. ■



Irving Legislative Insider Pulls Back Curtain on State Legislation Impacting the Community

Protecting Irving Resident Interests from State Attacks on Local Authority



Over the years, the Texas Legislature has increased efforts to diminish local control by limiting the city's ability to make decisions in the best interest of the community. The city-state relationship has changed drastically with state-level preemptive legislation and decisions that negatively impact municipalities. Irving's ability to govern and provide essential municipal and community services has been hindered by state legislation that takes a one-size-fits-all approach.

Since 2015, about 25 percent of all bills filed affected cities. For the most recent 88th Legislative Session, that number was more than 2,000 bills.

Hostility toward local governments came into full view in 2019, after legislators attempted to pass a bill that would keep cities and counties from advocating for themselves in the legislature. The sitting Speaker of the House Dennis Bonnen was recorded in a meeting with State Representative Dustin Burrows saying they "hate" cities and counties and promising the next session would be even worse than the last.

Resident awareness and involvement are key to protecting and maintaining the safety, finances and quality of life of each individual who lives in Irving. Irving Legislative Insider is a public awareness campaign to educate residents about the negative impacts some state legislation has on communities across Texas.

Visit CityofIrving.org/Legislative-Insider for more information and to subscribe to email updates. ■



CHANGE YOUR CLOCKS, CHANGE YOUR BATTERIES

Don't forget to set clocks back one hour for the ending of daylight saving time Sunday, Nov. 5.

As part of the Irving Fire Department's Change Your Clock, Change Your Battery campaign, residents should also replace smoke alarm batteries when changing clocks this month. All smoke alarms should be replaced every 10 years. ■





Hospital District South Neighborhood Association hosts its 23rd Annual Block Party.



Nichols Park Neighborhood Association participated in the Great Flag Caper.

Neighborhoods Receive Grants for Programs

The City of Irving has awarded 30 neighborhood and homeowner associations with \$50,000 in funding for organization projects through the Neighborhood Grant Program.

Administered by the Communications Department, the grant funds are used to provide seed money to assist organized neighborhoods with their projects. The matching grants allow associations to leverage the organization's existing capital and/or the time and talents of their members with grant funds received from the city in an effort to improve their communities. The money can be used for beautification efforts, communication initiatives and neighborhood events.

Associations receiving funding through the Fiscal Year 2023-24 Neighborhood Grant Program are: Barton

Estates, Beacon Hill, Cardinal Village, Enclave at Windsor Ridge, Espanita, Graff Farms, Grand Treviso, Hidden Oaks, Historic Hospital District, Hospital District South, Hunter Valley, Irving Hospital District, Lakeside Landing, LaVillita Townhomes, MacArthur Commons, Mandalay Place, Nichols Park, Northwest Place, Parkside, Sherwood Forest, Stone Hill, The Club Townhomes, Turtle Lake Estates, University Hills, University Park, Valencia Estates, Valley Vistas, Villas at the Studios, Villas of Cottonwood Creek and Waterside.

For more information or details on registering a neighborhood association with the city, contact the Communications Department at (972) 721-7600 or visit CityofIrving.org/Neighborhood-Services. ■



EPA RULE PROGRESS MOVES FORWARD

In 2021, the City of Irving's Water Utilities Department, to comply with the Environmental Protection Agency's (EPA) Lead and Copper Rule Revisions, rolled out a plan to examine approximately 50,000 public and private water service lines to ensure Irving's drinking water is lead-free. The team has completed 60% of the inspections and has found no lead in the distribution system.

Additionally, staff continues reviewing service line records and so far, has not found lead content in Irving. Water Utilities hopes to examine every water line by October 2024, at which time, residents can review the findings through an online database.

The EPA updated the Lead and Copper Rule requiring water providers to review construction records or examine water service lines to ensure no lead service lines exist in distribution systems. More updates to the rule are expected next year.

For more information, visit CityofIrving.org/Water-Utilities. ■



Dirty Rotten Scoundrels, presented by MainStage, debuts Nov. 3 with performances through Nov. 18.



On Nov. 20, Ruth Paine in conversation at Irving Arts Center.

Concerts, Conversations and Con Artists Take Starring Roles at Irving Arts Center

Symphonies and concerts, an evening of conversation with Ruth Paine and a play about two dirty, rotten swindlers highlight this month's arts offerings.

UPCOMING NOVEMBER PERFORMANCES

Nov. 3-18 | Dirty Rotten Scoundrels

Presented by MainStage

Times Vary | \$27-\$34

Two con men ... One heiress ... The opportunity of a lifetime ... Lawrence Jameson makes his lavish living by talking rich ladies out of their money while Freddy Benson more humbly swindles women by fabricating stories about his grandmother's failing health. But the French Riviera isn't big enough for both of them. The two agree on a winner-take-all wager: the first person to successfully steal \$50,000 from the young heiress, Christine Colgate, will get to stay in town, while the loser has to leave. Based on the 1988 film of the same name, this hysterical battle of cons will have you in stitches!

Nov. 4 | Harsh Gujral Stand-Up Comedy

Presented by OHO Productions

7 p.m. | \$35-\$75

OHO Productions presents stand-up comedian Harsh Gujral with support from Jo Bolta and Wahi Hota.

Nov. 8 | Minor Masterpieces

Presented by Lone Star Youth Orchestra

7 p.m. | \$7.50-\$14.50

The Lone Star Youth Orchestra opens its 25th season.

Nov. 11 | An American Salute

Presented by Irving Symphony Orchestra

7:30 p.m. | \$38-\$49

A Veterans Day concert featuring Russ Hewitt (guitar) and Eduardo Rojas (piano). The program honors our American heroes for their service with musical selections by Rodgers, Kirkland, Gershwin and Gould.

Nov. 17 | The Tejas Brothers

Presented by Entertainment Series of Irving

7:30 p.m. | \$32.50

The Tejas Brothers are an original Tex-Mex Honky Tonk band from Fort Worth. Founded in 2006, the band has been recognized as one of the best live acts in Texas. The group blends Americana, Country, Rock, Blues and Tex-Mex, producing a one-of-a-kind sound that makes them a true Texas original.

Nov. 18 | London is Calling Season Concert #2

Presented by Las Colinas Symphony Orchestra

7:30 p.m. | \$17-\$50

The Las Colinas Symphony Orchestra's second concert will feature a special guest violinist.

Nov. 20 | An Evening of Conversation: Ruth Paine and Thomas Mallon

Presented by The Department of Arts & Culture

7 p.m. | \$37.50-\$62.50

Connected to the difficult days of November 1963, Ruth Paine will talk with author Thomas Mallon about her life before and after the assassination of President John F. Kennedy, as well as her relationship with Lee Harvey and Marina Oswald. Ticket proceeds support the preservation of Irving's Ruth Paine House Museum.

Nov. 24-26 | The Nutcracker

Presented by Momentum Dance Company

7 p.m. | Nov. 24 and 25 | \$38-\$49

2 p.m. | Nov. 26 | \$20.50-\$27.50

Momentum Dance Company presents its annual performances of The Nutcracker.

PROGRAMS AND CLASSES

Nov. 2 | JumpstART Stories & Art: Giving Thanks!

10 a.m. | Free

It's all about gratitude. Celebrate this season with stories and arts and crafts inspired by family and friendship.

Painting & Drawing Workshops with Tuncay Topcu

In collaboration with the Contemporary Islamic Art Forum, Irving Arts Center will host painting and drawing workshops led by renowned Turkish artist Tuncay Topcu whose exhibition "Close to Me, Far from Me" is on view in the Carpenter Gallery beginning Nov 4.

● Nov. 5 | Youth Workshop | Ages 8-15

1 to 3 p.m. | \$25, all supplies included

● Nov. 5 | Adult Workshop | Ages 16+

3:30 to 5:30 p.m. | \$35, all supplies included

Nov. 12 | Second Sunday Funday: Sculpt It! + Teen Open Studio

1 to 4 p.m. | Free | All ages

Enjoy an awesome exploration of the third dimension by making a sculptural creation with clay, cardboard and other materials. Drop-in for this free and fun event.

For more information, visit IrvingArtsCenter.com.



IRVING ARTS CENTER IN THE GALLERIES

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

Marking Space/Holding Time

Through Nov. 11 | Main Gallery

An exhibition featuring women artists who work in Texas and/or have deep Texas roots. Artists include Anne Allen, Jill Bedgood, Daniela Maria Ferreira Cabeza-Vanegas, Lilian Garcia-Roig, Mayuko Ono Gray, Annette Lawrence, Mihee Nahm, Philana Oliphant, Kim Cadmus Owens, Sherry Owens, Beverly Penn, Tanya Synar and Ellen Frances Tuchman.

Over, Beyond, Between: Landscape and the Transcendent (Paintings by Dawn Waters Baker)

Through Nov. 25 | Focus Gallery

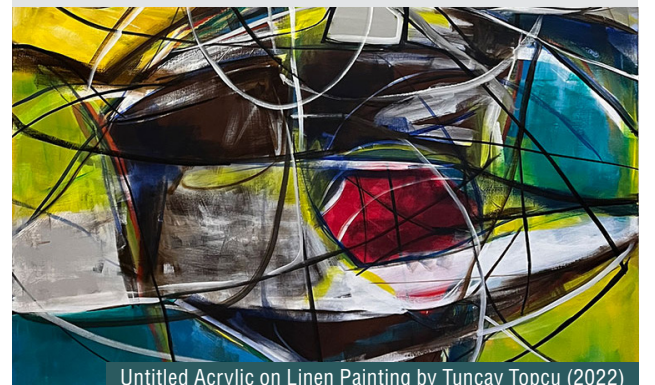
Dawn Waters Baker was born and raised in the Philippines, moving to Dallas at 19 to attend Dallas Baptist University. Through her art, Baker captures the emotional and spiritual landscape, translating our shared human story through the metaphor of nature. Baker's art conveys not what is literally there, but rather what is felt through water, earth, atmosphere and sky.

Close to Me, Far from Me: Paintings by Tuncay Topcu

Nov. 4-Feb. 24 | Carpenter Lobby Gallery

Opening Reception: Nov. 4 | 2 to 4 p.m.

This exhibition, presented in collaboration with the Contemporary Islamic Art Forum features the work of Tuncay Topcu. Topcu is an important representative of the Abstract Expressionist approach in contemporary Turkish painting, whose works can be found in prestigious institutions and private collections around the world. His abstract paintings are notable for their expressive paint strokes, as well as organic and amorphous areas which are defined by the presence of a bold black line.



Untitled Acrylic on Linen Painting by Tuncay Topcu (2022)

Matthew Cordell's Neighborhood

Nov. 11-Feb. 4 | Dupree Lobby Gallery

The exhibition features the works of author and illustrator Matthew Cordell and is organized by the National Center for Children's Illustrated Literature in Abilene, Texas. Cordell, the winner of the 2018 Caldecott Medal, has illustrated many works of poetry, children's books and other novels. He has also released writings of his own, including "Hello, Neighbor! The Kind and Caring World of Mister Rogers" an authorized picture book biography of Mister Rogers. Cordell's artistic style combines realistic and cartoon-like techniques in his illustrations.

SOLID WASTE COLLECTION GUIDELINES & MAP

Twice-Per-Week Trash Pick Up Begins Dec. 4

Irving City Council Amends Solid Waste Ordinance to Standardize Collection Guidelines

Trash collection will go back to twice-per-week pick up, and recycling, brush and bulky items will continue to be collected once-per-week, starting on Dec. 4. Please note the Thanksgiving holiday collection schedule reminder for residents who currently have pickup on Thursdays.

At the Oct. 12 meeting, City Council approved several amendments to Chapter 33 – Refuse, Garbage and Weeds, which is the ordinance governing solid waste collection guidelines in Irving. Those changes are outlined in the guidelines below and help standardize solid waste collection practices in Irving. The ordinance amendments go into effect on Dec. 4, along with the revised guidelines and map.

Thanksgiving Holiday Schedule

In observance of the Thanksgiving holiday, there will be no residential trash, recycling or brush/bulky waste collection on Thursday, Nov. 23. Collection will shift to the next day.

NOVEMBER 2023						
S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

COLLECTION GUIDELINES

TIME & PLACE

- Place waste at curb **by 7 a.m.** on collection day and/or **after 6 p.m.** the night before
- Place waste in area **free of obstructions** (overhead lines, mailboxes, parked vehicles, etc.)
- Separate waste piles by **2-3 feet** of unobstructed space
- Store waste exceeding the weekly limit **away from public view** until next collection day
- Place waste at **address listed** on residential utility account

SIZE & WEIGHT

- Bags cannot weigh more than **50 pounds**
- Use **13-to 30-gallon** size bags
- Bags must be **tied/closed**
- Roll-off container rental available for large amounts of brush, bulky and construction & demolition items

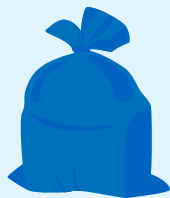


TRASH
8-bag limit per collection day



RECYCLING Unlimited Volume

- Use translucent **blue recycling bags** (Available for purchase at City Hall & Irving Recreation Centers)



CARDBOARD BOXES

- Place **inside** trash bag or blue recycling bag
- Flatten and place under** blue bag for recycling
- Large boxes (appliances, furniture, etc.) do not have to be flattened but must be empty



BRUSH DEBRIS Unlimited Volume

- Unlimited bagged leaves and grass clippings
- Trim brush to **4 feet in length** and **max weight 50 pounds**
- Stumps/logs **no larger than 2 feet** in diameter
- Stack neatly at the curb with cut end toward the street



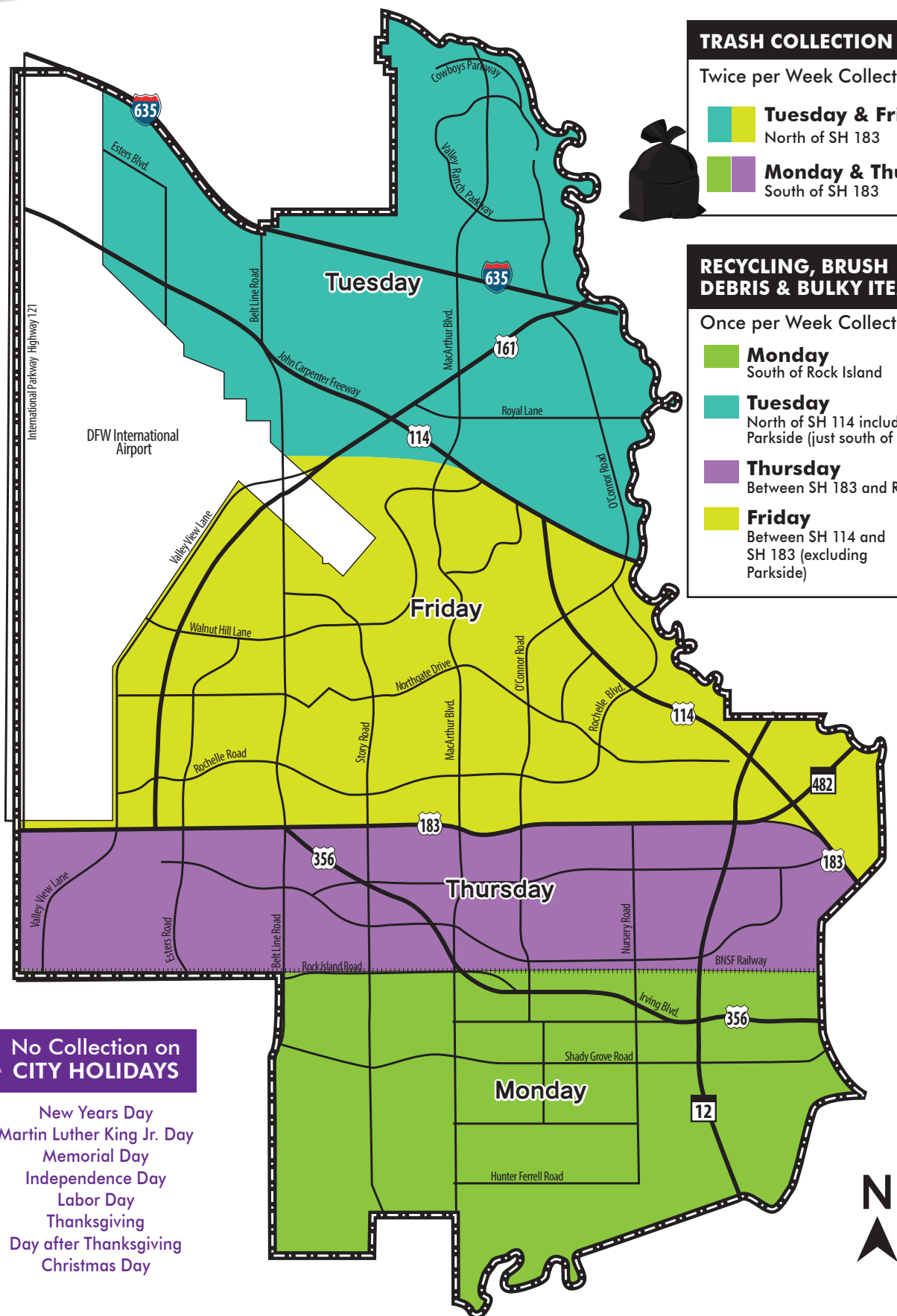
BULKY ITEMS Limit 4 per Week

- Includes easily movable household items, such as a sofa, chair, table, mattress, etc.
- Toilets are collected provided they are not part of a larger pile of construction and demolition debris



SOLID WASTE COLLECTION MAP

Solid waste will not be collected on city holidays. If a trash collection day falls on a city holiday, then trash will only be collected once that week. If the holiday is a recycling, brush debris or bulky item collection day, those items will be collected the following week.



TRASH COLLECTION

Twice per Week Collection

- Tuesday & Friday** North of SH 183
- Monday & Thursday** South of SH 183

RECYCLING, BRUSH DEBRIS & BULKY ITEMS

Once per Week Collection

- Monday** South of Rock Island
- Tuesday** North of SH 114 including Parkside (just south of SH 114)
- Thursday** Between SH 183 and Rock Island
- Friday** Between SH 114 and SH 183 (excluding Parkside)

No Collection on CITY HOLIDAYS

- New Years Day
- Martin Luther King Jr. Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving
- Day after Thanksgiving
- Christmas Day

ITEMS **NOT** COLLECTED

Waste Produced by a Contractor, Landscaper, Tree Trimmer, Etc.



- Must be removed by the service provider

Tires

- Up to 5 passenger tires per calendar year can be brought to the landfill for free but will not be collected at the curb

Construction & Demolition Debris

- Roll-off containers are available for rental, or construction and demolition items can be brought to the landfill but will not be collected at the curb
- Examples include tub, sink, countertop, flooring, cabinetry, doors, windows, light fixtures, sheetrock, insulation, roofing, fencing, concrete, asphalt, rock, dirt, bricks, sand, A/C systems, pool materials/parts and other construction materials

HUNTER FERRELL LANDFILL

110 E. Hunter Ferrell Road
Monday–Saturday | 7 a.m. to 5:30 p.m.

FREE DAILY DROP OFF

Residents must provide identification (i.e. drivers license) and an Irving utility bill with a matching address.

- Household trash less than 150 pounds
- Unlimited recycling
- Unlimited clean brush
- Unlimited loose leaves and grass clippings
- Unlimited clean dirt, sand, bricks, gravel, etc.

CONSTRUCTION & DEMOLITION DEBRIS

Drop Off will be Charged the Standard Landfill Fee

- Tipping fee is \$48 per ton and \$12 for every 500 pounds (quarter-ton)



GUÍA Y MAPA MAPA DE RECOLECCIÓN DE SERVICIOS

La recogida de basura dos veces por semana comienza el 4 de diciembre

El Ayuntamiento de Irving enmienda la ordenanza sobre residuos sólidos para estandarizar las pautas de recolección

La recolección de basura volverá a ser dos veces por semana, y el reciclaje, la maleza y los artículos voluminosos continuarán recogiéndose una vez por semana, a partir del 4 de diciembre. Tenga en cuenta el recordatorio del calendario de recolección del Día de Acción de Gracias para los residentes que actualmente tienen recolección los jueves.

En la reunión del 12 de octubre, el Concejo Municipal aprobó varias enmiendas al Capítulo 33 – Desperdicios, basura y malezas, que es la ordenanza que rige las pautas de recolección de desechos sólidos en Irving. Esos cambios se describen en las pautas a continuación y ayudan a estandarizar las prácticas de recolección de desechos sólidos en Irving. Las enmiendas a la ordenanza entrarán en vigor el 4 de diciembre, junto con las pautas y el mapa revisados.

Horario del feriado por "Día de Acción de Gracias"

En observancia del feriado de Acción de Gracias, el jueves 23 de noviembre no habrá recolección residencial de basura, o recolección de reciclaje, maleza/objetos pesados. La recolección se pasará para el día siguiente.

NOVIEMBRE 2023						
S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

GUÍA DE RECOLECCIÓN



HORA Y LUGAR

- Colocar la basura al borde de la acera **antes de las 7 a.m.** el día de la recolección de la basura y/o la noche anterior, **después de las 6 p.m.**

- Colocar la basura en un área **libre de obstrucción** (líneas eléctricas, buzones, vehículos estacionados, etc.).
- Separar los montículos de basura con espacios **2-3 pies**, sin obstáculos.
- Guardar la basura que exceda el límite semanal **fuera de la vista del público** hasta el próximo día de la recolección de basura.
- Colocar la basura en la **dirección registrada** en la cuenta de utilidades.

TAMAÑO Y PESO

- Las bolsas no pueden pesar más de **50 libras**
- Utilice bolsas de **13-a 30-galones** de tamaño
- Las bolsas deben estar **amarradas/cerradas**
- Estar en contenedores con ruedas de alquiler para cantidades grandes de arbustos, objetos de construcción y desperdicios de demolición



BASURA
Límite de 8-bolsas por día de recolección

RECICLAJE

Cantidad ilimitada

- Utilice las bolsas **azules para reciclaje** transparentes (Disponibles para la compra en la alcaldía y en los Centros de Recreación de Irving)



CAJAS DE CARTÓN

- Coloque **dentro** de bolsas de basura o bolsas de reciclaje azul
- Aplane y colóquelas **debajo** de la bolsa de reciclaje azul
- Las cajas grandes (accesorios del hogar, muebles, etc.) no tienen que estar aplanadas, pero deben estar vacías



DESECHOS DE ARBUSTOS

Cantidad ilimitada

- Cantidad ilimitada de bolsas de hojas y desperdicios de césped
- Podaduras de arbustos a un **máximo de 50 libras y 4 pies de largo**
- Palos/troncos de madera **no más grandes de 2 pies** de diámetro
- Colocar en montículos ordenados al borde de la acera con las puntas cortadas hacia la calle



La medida a lo largo debe ser no máxima de 4 pies y un peso máximo de 50 libras

OBJETOS GRANDES

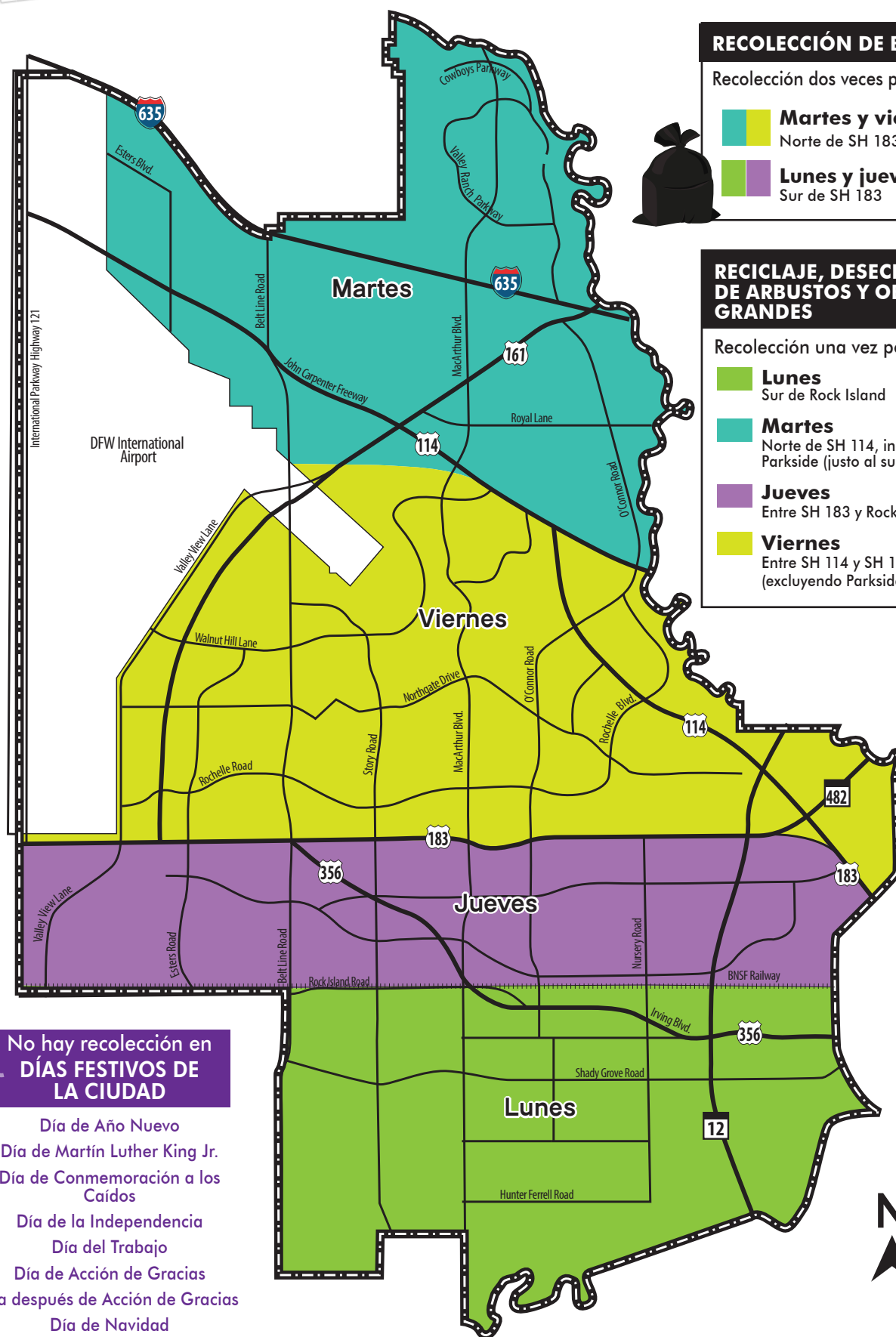
Límite de 4 por semana

- Incluya objetos caseros fáciles de mover, como un sofá, silla, mesa, colchón, etc.
- Los inodoros son recogidos siempre y cuando no sean parte de un montículo grande de desechos de construcción y demolición



MAPA DE RECOLECCIÓN DE SERVICIOS SÓLIDOS

No se recogerán residuos sólidos los días festivos de la ciudad. Si el día de recolección de basura cae en un feriado de la ciudad, entonces la basura solo será recolectada una vez esa semana. Si el día festivo es un día de recolección de reciclaje, desechos de malezas o artículos voluminosos, esos artículos serán recolectados la semana siguiente.



RECOLECCIÓN DE BASURA

Recolección dos veces por semana

- Martes y viernes**
Norte de SH 183
- Lunes y jueves**
Sur de SH 183

RECICLAJE, DESECHOS DE ARBUSTOS Y OBJETOS GRANDES

Recolección una vez por semana

- Lunes**
Sur de Rock Island
- Martes**
Norte de SH 114, incluyendo Parkside (justo al sur de SH 114)
- Jueves**
Entre SH 183 y Rock Island
- Viernes**
Entre SH 114 y SH 183 (excluyendo Parkside)

No hay recolección en DÍAS FESTIVOS DE LA CIUDAD

- Día de Año Nuevo
- Día de Martín Luther King Jr.
- Día de Conmemoración a los Caídos
- Día de la Independencia
- Día del Trabajo
- Día de Acción de Gracias
- Día después de Acción de Gracias
- Día de Navidad

OBJETOS QUE NO SE RECOGEN

Los desperdicios producidos por un contratista, paisajista, podadores de árboles, etc.



- Deben ser recogidos por el proveedor de servicios

Llantas

- Puede llevar al vertedero gratis hasta 5 llantas de pasajero por año calendario, pero no se recogerán en la acera

Escombros de construcción y demolición

- Los contenedores rodantes están disponibles para alquiler, o los artículos de construcción y demolición se pueden llevar al vertedero, pero no se recogerán en la acera
- Algunos ejemplos incluyen bañera, lavamanos, mostrador, pisos, gabinetes, puertas, ventanas, paneles de yeso, insolación, material de techos, material de cercas, concreto, ladrillos, arena, sistema de aires acondicionados, partes de albercas y otros materiales de construcción

HUNTER FERRELL LANDFILL

110 E. Hunter Ferrell Road
Lunes-sábado | 7 a.m. a 5:30 p.m.

ENTREGAS GRATIS A DIARIO

Los residentes deben mostrar identificación (i.e.: licencia de conducir) y una factura de servicios de utilidades de Irving con la misma dirección.

- Basura casera menos de 150 libras
- Cantidad ilimitada de reciclaje
- Cantidad ilimitada de arbustos limpios
- Cantidad ilimitada de hojas sueltas y desperdicios de grama
- Cantidad ilimitada de tierra limpia, arena, ladrillo, grava, etc.

CESCOBROS DE CONSTRUCCIÓN Y DEMOLICIÓN

Se cobrará la tarifa estándar del vertedero por cada entrega

- La tarifa es \$48 por tonelada y \$12 por cada 500 libras (cuarto de tonelada)



Parks and Recreation Activities

After School Program

New Reduced Rate and Extended Time

Effective Nov. 6, the After School Program will be a weekly fee of \$25. The program will also be extended to 6:30 p.m. Contact a neighborhood recreation for additional information or to enroll.

Nov. 11 | Veterans Day Dedication Video

8 a.m. to 8 p.m. | All Ages | Free
Heritage Park, 217 S. Main St.

In remembrance of military veterans, Irving residents can submit photos to be a part of a video tribute that will play on the stage video wall. Submit photos by Nov. 7. For more information, call (972) 721-2501.

Nov. 20-22 | Thanksgiving Camp

7 a.m. to 6 p.m. | Grades K-5 | \$60
Register today for a Thanksgiving Camp at an Irving recreation center. Elementary students will play games and make arts and crafts in a supervised environment. Snacks will be provided daily. Register in person at a neighborhood recreation center. Space is limited.



Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

● Nov. 17 | Teen Homeschool Field Trip: Movie Matinee

9 a.m. | Ages 11-16 years | \$5

Meet new friends while enjoying a movie, popcorn and drinks. Refreshments included in price.

● Nov. 18 | Young Men's Leadership Conference

Noon to 3 p.m. | Ages 11-17 years | Free

Young men are invited to a day of empowerment, games and life lessons.

Georgia Farrow Recreation Center

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

● Nov. 18 | Turkey Basket Giveaway

11 a.m. to 2 p.m. | All ages | Free
S&F Athlete and Head to Toe Fitness are helping to give families a meal to bake together this holiday season. Baskets are limited. RSVP required by Nov. 3.

Heritage Senior Center

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

● Nov. 3 & 4 | Heritage Craft Fair

Friday, Nov. 3 | 8 a.m. to 5 p.m. and Saturday, Nov. 4 | 9 a.m. to 1 p.m. | Ages 18 years and older | Free
Stop by to shop for unique handmade gifts and more!

● Nov. 17 | Heritage Senior Center Birthday Party

10 a.m. to 1 p.m. | Ages 50 years and older | Free
To celebrate 20 years in the community, the Heritage Senior Center is throwing a casino-themed birthday party for all members. RSVP required by Nov. 10.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

● Nov. 29 | Preschool Snow Fest

9:30 to 11 a.m. | Ages 3-6 years | \$5
Calling all preschoolers who love snow and sweets! Join the fun by creating winter crafts and enjoying tasty treats.

● Nov. 29 | Homeschool Winter Social

11:30 a.m. to 1:30 p.m. | Grades 1-8 | \$5
Homeschoolers can dance and interact with other home-schoolers from the region. The event includes snacks, music, door prizes and pictures by a photographer.

IRVING AQUATIC ACTIVITIES AND LIFEGUARD TRAINING

Indoor Pool Open Swim Hours

Heritage Aquatic Center (HAC)

200 S. Jefferson St., (972) 721-7310

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

North Lake Natatorium (NLN)

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

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

Canned Food Drive

● Nov. 10 | All Ages | Free | HAC

Bring canned goods and receive free admission to the movie feature, "Ratatouille." In addition, donations will be accepted at both indoor aquatic facilities for the month of November.



Lifeguard Training

● Nov. 17-19 | Ages 15+ | \$125 | NLN

Nov. 17 | 5 to 9 p.m., Oct. 18-19 | 8 a.m. to 6 p.m.
Become a certified lifeguard. Irving Parks and Recreation hires Red Cross-certified lifeguards, for positions at aquatic facilities. Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications. Participants must complete a swim test one week prior to class start or must have instructor approval. Register in person at the North Lake Natatorium, 5001 N. MacArthur Blvd. For more information, call (469) 446-0201 or (469) 435-1626.

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

Lively Pointe Reopens for Teens in November

The excitement is building for the reopening of Lively Pointe Youth Center, 909 N. O'Connor Road. The \$800,000 renovation project is nearly complete, and the center is scheduled to fully reopen late November.

New Amenities

A new teaching kitchen will make its debut. The area includes cameras to demonstrate cooking techniques. Commercial-grade appliances and an expanded pantry finish the new space for future master chefs. The expansion of the kitchen means staff can serve a bigger audience and large groups.

A sound studio is designed to give Irving teens a place to create recorded works, such as music and podcasts, in

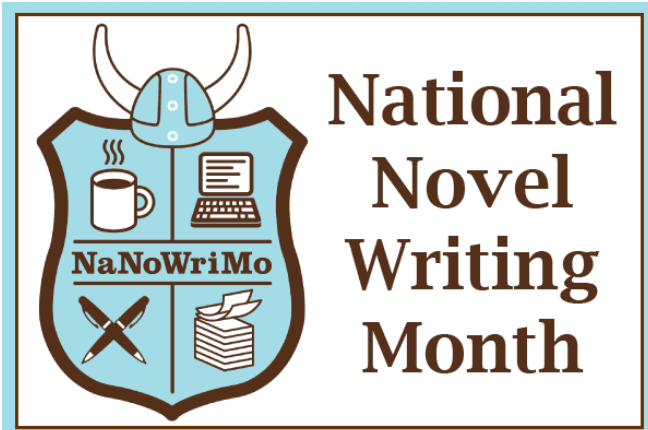


Kitchen & Seating Area

a professional soundproof studio. The studio installation was funded through a federal grant.

Currently, the facility's front section and gymnasium are open to guests. Visit CityofIrving.org/Parks for updates on Lively Pointe's reopening. ■

Library Novel Writing, Picture Books, MiY Zone



NaNoWriMo

During November's annual National Novel Writing Month (NaNoWriMo), dedicated wordsmiths set out to write a certain number of words each day to complete a 50,000-word novel. Throughout the month, South Irving Library at 601 Schulze Dr. will host meetups at 6:30 p.m. on Thursdays (with the exception of Nov. 23) for participants to write and to share inspiration. Discussing work is encouraged, but not required.

- Nov. 2 | Kickoff | Adults
- Nov. 9 and 16 | Irving Writers Salon | Adults
- Nov. 30 | Wrap-Up Party | Adults

For more information, visit NaNoWriMo.org.

National Picture Book Month

Since 2011, libraries have celebrated National Picture Book Month every November. The picture books at Irving Public Library are now assigned to a variety of color labels to specify the area of interest. Looking for titles about airplanes? Go green. Browsing for books about creative activities, including art and sports? Think dark pink. Visit a library location to find out more.

Changes to Kanopy Service

As of Nov. 1, Irving Public Library's Kanopy service changed to an electronic ticket system. Kanopy is a digital video streaming platform featuring more than 30,000 movies, documentaries, indie titles and foreign films. Users are now allocated 14 tickets per patron per month.

Access to most individual titles requires a specific number of tickets, based on content type and running time, which will provide patrons with more control over their content choices. Visit CityofIrving.org/3141/Kanopy-Movies for additional details, including information about the length of viewing windows.

3D Printing Fees

MiY Zone users are now charged \$0.15 per gram for the filament used in their 3D print jobs. This fee was approved by the Irving City Council in September as part of the city's updated fee schedule.

NOVEMBER SCHEDULE AND PROGRAMS

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

- Nov. 11 | Chautauqua: Irving Youth Theater
2 p.m. | South Irving Library | All ages
This interactive program features skits, games, music and dance.
- Nov. 18 | MiY Zone Edible Education: Friendsgiving
2 p.m. | West Irving Library | Teens ages 13-18
Level up on kitchen skills in time for the holidays. Space is limited, and registration is required by visiting or calling the library at (972) 721-2691.
- Nov. 18 | Dino-vember: Tea Rex
2:30 p.m. | South Irving Library | Kids
Have a colossally tea-rific time with snacks, games, crafts and more.
- Nov. 21 | MiY Kids: Coding and Coloring
2:30 p.m. | West Irving Library | Kids
Robots introduce the basics of coding to children ages preschool through elementary grades.
- Nov. 25 | Book It! Elephant and Piggie
2:30 p.m. | Valley Ranch Library | Kids
Children enjoy activities featuring popular literature.

DISABILITY POSTER CONTEST

The Irving Advisory Committee on Disabilities has recognized 10 students for their artwork as part of National Disability Awareness Month. There were 184 entries. Students were presented the awards during the Oct. 12 City Council meeting.

First Place Winners

Amal Samman-Tahher
Ibrahim Syed
Hana Fathima
Anaya Govan
Athziri Ruvalcaba

Honorable Mention

Alejandro Ortiz
Jason Erumewva
Genesis Baires Cedillos
Nicole Lomeli
Kaylee Vilanova

The annual poster contest provides fourth grade elementary school students with an opportunity to showcase artistic talents as they express how persons with disabilities can use their abilities to be part of the community. Entries were judged on originality and the content of how it relates to persons with disabilities. Visit CityofIrving.org/Posters to view the poster images. ■



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). ■



During the month of October, The Animal Connection Experience at Fritz Park had fall fun for all ages including a hay maze, pig races, pony rides and a pumpkin patch.



The Irving Public Library's annual Fiesta celebrated the start of Hispanic Heritage Month and included performances, crafts and more. For activities and programs, visit [CityofIrving.org/Library](https://www.cityofirving.org/Library).



Participants personalized lanterns to remember the victims and survivors of domestic violence on Oct. 17 at Illuminate Irving. Visit [CityofIrving.org/Illuminate](https://www.cityofirving.org/Illuminate) for more information.



All of the carnival games, rides, photo ops, face painting and other not-so-scary attractions were a hit at Eerie Irving on Oct. 21 hosted by the Irving Parks and Recreation Department.



Santa's mailbox will be in the front lobby at Irving City Hall, 825 W. Irving Blvd., for children to send letters to Santa Claus Nov. 20 to Dec. 8 from 8 a.m. to 5 p.m., Monday through Friday.



Holidays at Heritage kicks off with a nighttime parade. This year's theme is "Tales of the Holidays." Parade entries are due by Sunday, Nov. 26 at 5 p.m. Apply today at [IrvingEvents.org](https://www.IrvingEvents.org).



Keeping Storm Drains in Good Shape

Municipal Drainage Utility Safeguards Longevity of City's Capital Improvement Projects



The City of Irving invests millions of dollars in the infrastructure that helps ensure that residents have an exceptional quality of life. Whether it's roads, water towers or drainage channels, the city plans projects using strategic methods to ensure

the longevity of capital improvement investments throughout Irving.

MDU repairs broken or separated pipes under Irving's streets, as well as storm inlets. The team prioritizes these projects from lowest to most immediate repair needs.

Preserving Community Investments

Currently, the MDU division is working on Fritz Park. During phases 2 and 3, crews will remove concrete debris from the area and replace it with a stabilizing embankment.

One of those methods is the use of drainage channel maintenance and litter abatement, part of the Municipal Drainage Utility (MDU) division of the Capital Improvement Program. As the city completes major drainage channel and community projects, such as Upper and Lower Delaware Creek and Jaycee Park, it is important that crews maintain the infrastructure to ensure proper flow of stormwater and runoff.

Proactive Approach

The MDU division is responsible for maintaining and repairing concrete-lined channels and storm inlets. The team provides de-siltation service of ponds and drainage channels, as well as storm pipe inspections, replacement and repairs.

To keep channels and retention ponds functioning properly, MDU dredges sand, dirt and debris that collect because of heavy rainfall and water runoff from highways and thoroughfares throughout the city. By keeping these waterways clear of trash, such as litter or shopping carts, it furthers the life cycle and integrity of the drainage channels and ensures that water continues to drain efficiently without flooding or ponding.

By the Numbers

The City of Irving manages more than **90 miles of drainage channels**. The CIP Department oversees and maintains the following infrastructure:

- More than **27 miles** of concrete-lined channels
- **51 miles** of drainage maintained by the city
- **39 miles** of drainage maintained by flood control districts
- 38 concrete channels totaling **27.3 miles**
- More than **355 miles** of storm pipes
- 34 siltation ponds

In addition to the traditional methods of debris removal and channel repair, MDU also incorporates new, sustainable ideas and methods into its drainage efforts. The division established its first grow zone in Running Bear Park. The process uses native plants and flowers that use their long root systems to naturally assist with erosion and drainage control. As rainwater flows through the area carrying trash, the grow zones collect the debris and filter pollution and contaminants before it seeps into the groundwater.

The city has grow zones at Cottonwood Creek Park and Veterans Memorial Park. These projects help revitalize parks and further the city's beautification efforts.

MDU projects are part of the

Drainage Solutions for a Better Tomorrow campaign, which promotes the city's continuous investment and improvement of drainage channels throughout Irving.

Visit [CityofIrving.org/IrvingInvests](https://www.cityofirving.org/IrvingInvests) for more information on the city's ongoing infrastructure initiative. ■



Deep frying your turkey this holiday?

Drop off used cooking oil in a sealed container at the secured collection bin located at Valley View Municipal Complex, 333 Valley View Lane from Nov. 13 through Jan. 12, Monday through Sunday from 7 a.m. to 7 p.m.

Find more collection sites and learn more at [DefendYourDrainsNorthTexas.com](https://www.DefendYourDrainsNorthTexas.com).



Bring Holiday Cheer to an Irving Shelter Animal

Ready to spread some holiday cheer? The Irving Animal Care Campus' (IACC) annual Comfort and Joy Drive is accepting donations from Nov. 28 through Jan. 2. Every Irving Animal Services (IAS) pet's wish list includes:

- Large blankets
- Toys
- Treats
- Canned food

How to Participate

Donors are encouraged to pick up a "gift tag" from the shelter's decorated tree in the lobby of the IACC at 4140 Valley View Lane. Tags are also available online to print at home at [CityofIrving.org/Comfort-and-Joy-Drive](https://www.CityofIrving.org/Comfort-and-Joy-Drive). Participants will then include a gift tag when dropping off their donations at the shelter. Items will be accepted Tuesdays, Wednesdays and Fridays from 11 a.m. to 6 p.m. and Saturdays from 10 a.m. to 5 p.m.

Shopping on Amazon?

Residents can also select items on the IAS Amazon wish list to donate to the shelter. Items purchased from the wish list will be delivered directly to IACC. To view the wish list, visit [CityofIrving.org/Amazon](https://www.CityofIrving.org/Amazon).



Bring Home a Lovable Gift

IACC is hosting its Home for the Holidays adoption event from 1 to 6 p.m. Dec. 12-16. During that week, all pets 1 year and older are free to adopt, and adoption prices for all puppies and kittens are reduced to \$50.



For more information, call (972) 721-2256 or visit [CityofIrving.org/Animal-Services](https://www.CityofIrving.org/Animal-Services). ■



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST November 2023

Legend	
Permit Pending	Plans are being reviewed
Permit Approved	Plans are approved, but the applicant has not paid all fees and picked up the permit
Permit Issued	Plan review is complete, and the applicant has paid all fees and picked up the permit
Permit Planned	Development project with an estimated application date
Verification	The date that the viability of the project was confirmed
C-FB	Carrollton-Farmers Branch ISD

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr. - N/A	2,110 SF	\$633,000	Permit Issued	3/3/2020	B2002-0378	C-FB	Aug-23
2	Woodwind Apts. (3 Buildings)	3811-3831 Pleasant Run Rd.	Apts. - 66 units	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	2022-10-7423	Irving	Dec-22
3	Rosewood Las Colinas	4955 Fuller Dr.	Apts. - 370 units	655,292 SF	\$68,000,000	Permit Approved	1/11/2023	2023-01-151	Irving	Jun-23
4	Villa Valencia Fourplex	311 Rolston Rd.	Apts. - 4 units	3,270 SF	\$400,000	Permit Approved	1/12/2023	2022-12-9654	Irving	May-23
5	Savannah Apts.	360 O' Connor Ridge Blvd.	Apts. - 8 units	37,758 SF	\$4,800,000	Permit Issued	4/28/2023	2023-04-3452	Irving	Sep-23
6	Fourplex	818 Bluebird Dr.	Apts. - 4 units	3,186 SF	\$600,000	Permit Pending	9/14/2023	2023-09-7742	Irving	Oct-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Issued	12/2/2022	2022-12-8995	C-FB	Sep-23
2	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
3	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
4	Shell Bldg.	200 W. John Carpenter Fwy.	Office	15,276 SF	\$2,200,000	Permit Issued	4/21/2023	2023-04-3025	Irving	Sep-23
5	Shell Bldg.	230 W. John Carpenter Fwy.	Office	10,888 SF	\$1,600,000	Permit Issued	4/21/2023	2023-04-3026	Irving	Sep-23
6	Shell Bldg.	210 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Issued	4/21/2023	2023-04-3027	Irving	Sep-23
7	Shell Bldg.	220 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Issued	4/21/2023	2023-04-3028	Irving	Sep-23
8	Shell Bldg.	240 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Issued	4/21/2023	2023-04-3029	Irving	Sep-23
9	Shell Bldg.	260 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Issued	4/21/2023	2023-04-3030	Irving	Sep-23
10	Shell Bldg.	250 W. John Carpenter Fwy.	Office	7,751 SF	\$1,100,000	Permit Issued	4/21/2023	2023-04-3031	Irving	Sep-23
11	Shell Bldg.	660 Walnut Ridge Dr.	Office	4,862 SF	\$608,000	Permit Pending	9/22/2023	2023-09-8416	C-FB	Oct-23

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	2022-05-2764	Irving	Jun-22
2	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	2022-06-3813	Irving	Dec-22
3	QTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
4	Shell Bldg.	4651 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Issued	2/2/2023	2023-02-848	Irving	Sep-23
5	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Pending	4/10/2023	2023-03-2326	Irving	May-23
6	Tire Wholesale Addn.	3321 W. Pioneer Dr.	Tire Shop	5,795 SF	\$330,000	Permit Issued	5/16/2023	2023-05-3920	Irving	Oct-23
7	Market Place Self Storage	2488 Market Place Blvd.	Self Storage	17,100 SF	\$1,500,000	Permit Pending	8/2/2023	2023-07-6679	Coppell	Sep-23
8	McCormey Sheet Metal Dallas	7640 Esters Blvd.	Warehouse	26,450 SF	\$5,100,000	Permit Pending	8/11/2023	2023-08-7044	Coppell	Sep-23
9	QTS Substation	6400 Longhorn Dr.	Utility Substation	656 SF	\$1,500,000	Permit Pending	9/1/2023	2023-08-7651	C-FB	Oct-23
10	Shell Bldg.	2371 N. SH 161	Warehouse	27,277 SF	\$3,000,000	Permit Pending	9/7/2023	2023-09-7733	Irving	Oct-23
11	HOLT CAT Wash Rack Bldg.	2000 E. Airport Fwy.	Industrial	5,466 SF	\$1,200,000	Permit Pending	9/8/2023	2023-09-7883	Irving	Oct-23
12	HOLT CAT Yard House Bldg.	2000 E. Airport Fwy.	Industrial	2,462 SF	\$800,000	Permit Pending	9/8/2023	2023-09-7886	Irving	Oct-23
13	Shell Bldg.	4951 Valley Ridge Dr.	Warehouse	28,125 SF	\$4,000,000	Permit Pending	10/5/2023	2023-10-8674	Irving	Nov-23

RETAIL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	2022-08-5750	C-FB/Irving	Sep-22
2	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23
3	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Pending	5/15/2023	2023-05-3939	Irving	Jun-23
4	Pioneer Laundromat	4401 W. Pioneer Dr.	Laundromat	6,207 SF	\$350,000	Permit Pending	6/22/2023	2023-06-5442	Irving	Jul-23
5	Shell Bldg.	3523 World Cup Way	Retail	3,000 SF	\$280,000	Permit Pending	7/7/2023	2023-07-5942	Irving	Aug-23

HOTEL										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Approved	6/10/2020	B2006-0183	Coppell	Jul-23
2	Staybridge Suites	TBD N. S. H. 161	Hotel - 126 Units	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	2022-04-1575	Irving	May-22
3	Hampton Inn + Suites	4500 Plaza Dr.	Hotel 130 Units	77,763 SF	\$9,000,000	Permit Pending	6/15/2023	2023-06-5194	Coppell	Jul-23

RESTAURANT										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Issued	1/30/2023	2023-01-744	Coppell	Nov-23
2	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

INSTITUTIONAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Iglesia Evangelica	1306 N. Union Bower Rd.	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	B2202-0087	Irving	Mar-22
2	COI VVMC Warehouse	367 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Issued	3/22/2023	2023-03-2183	Grand Prairie	Nov-23
3	COI Landfill Maintenance Bldg.	106 E. Hunter Ferrell Rd.	Maint. Building	4,985 SF	\$1,000,000	Permit Approved	6/1/2023	2023-06-4675	Irving	Nov-23
4	Barkaat UL Quran Masjid	2380 W. Northgate Dr.	Religious Fac.	13,488 SF	\$2,576,208	Permit Pending	6/22/2023	2023-05-4539	Irving	Jul-23
5	Yeti Plaza	3529 World Cup Way	Event Center	15,500 SF	\$2,511,000	Permit Pending	7/5/2023	2023-06-5823	Irving	Aug-23
6	VR Islamic Center Addition	351 Ranchview Dr.	Church	50,407 SF	\$8,000,000	Permit Pending	9/7/2023	2023-09-7851	C-FB	Oct-23

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES										
DATE			TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
Oct-23			28	\$9,853,576	8	\$3,853,576	20	\$6,000,000	0	\$0

Note: This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 13, 2023**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum

Date: November 3, 2023
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for September and October 2023

Convention Sales Activities

Leads Generated	September	YTD
Irving CVB – Hotel Leads	128	1698
Irving Convention Center Leads	17	307

Leads Generated	October	YTD
Irving CVB – Hotel Leads	122	122
Irving Convention Center Leads	30	30

September

Room Nights Generated	Monthly Goal	September 2023 Actuals	September 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	September Convention Center	Convention Center YTD
Definite Room Nights	9012	17088	8170	130396	147326	106022	4611	39575
Lost Room Nights		36578	31699		465296	396515	19797	246812

October

Room Nights Generated	Monthly Goal	October 2023 Actuals	October 2022 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	October Convention Center	Convention Center YTD
Definite Room Nights	(Est) 12523	9549	15461	(Est) 150273	9549	15461	1376	1376
Lost Room Nights		53701	44990		53701	44990	28006	28006

Booking Windows

Lead Window

Time Between Created Date and Event Start Date

Year Lead Created
2023

Average
9.9 mo.

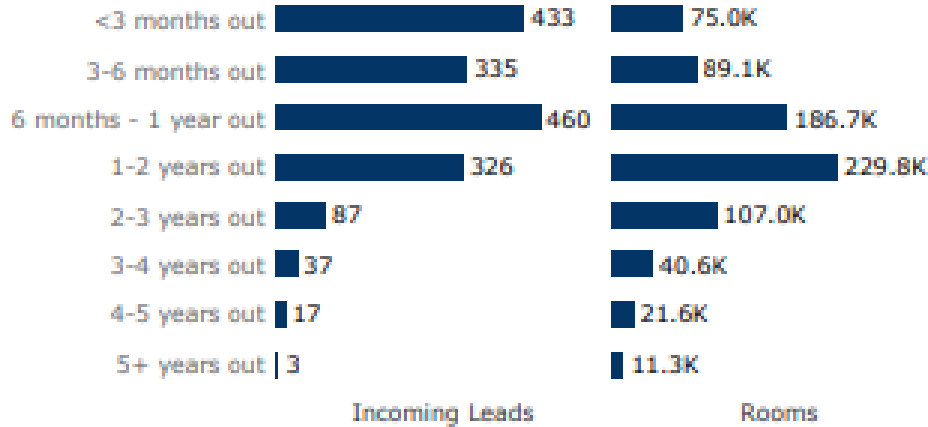
Leads Arriving in 2023

Median
7.0 mo.

Leads Arriving in 2023

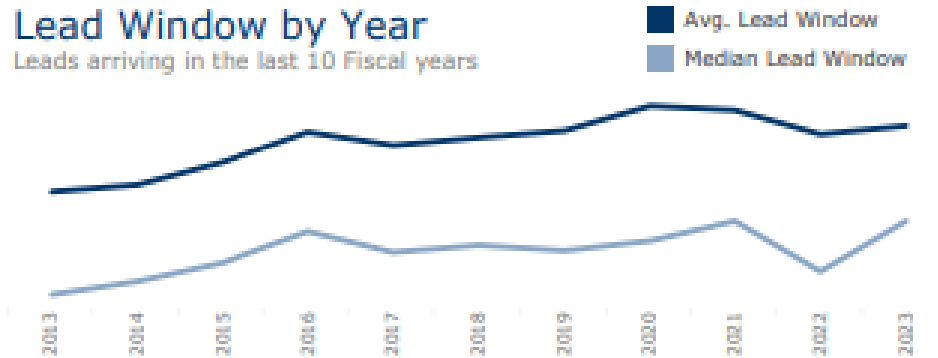
Lead Windows

Leads Arriving Fiscal Year 2023



Lead Window by Year

Leads arriving in the last 10 Fiscal years



Booking Windows Continued

Conversion Window

Time Between Created Date and Definite or Lost Date

Year of Conversion Date
2024

Current Status
All

Average
4.4 mo.

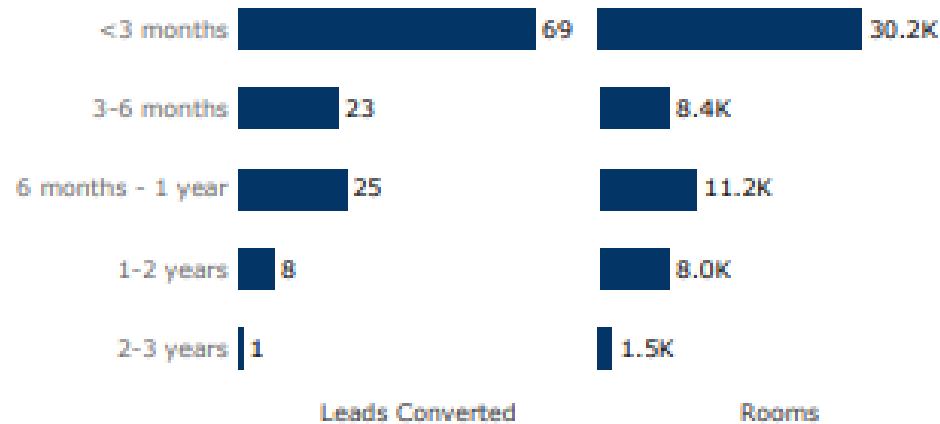
Leads Converted in 2024

Median
2.6 mo.

Leads Converted in 2024

Conversion Windows

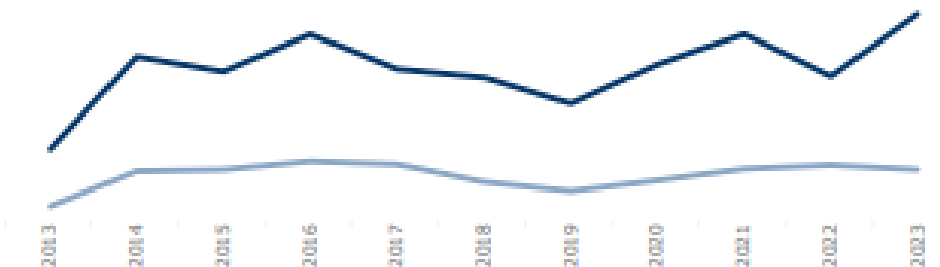
All Leads Converted Fiscal Year 2024



Conversion Window by Year

Leads converted in the last 10 Fiscal years

■ Avg. Conversion Window
■ Median Conversion Window



Booking Windows Continued

Booking Window

Time Between Definite Date and Event Start Date

Year of Definite Date
2024

Current Status
All

Average
2.0 mo.

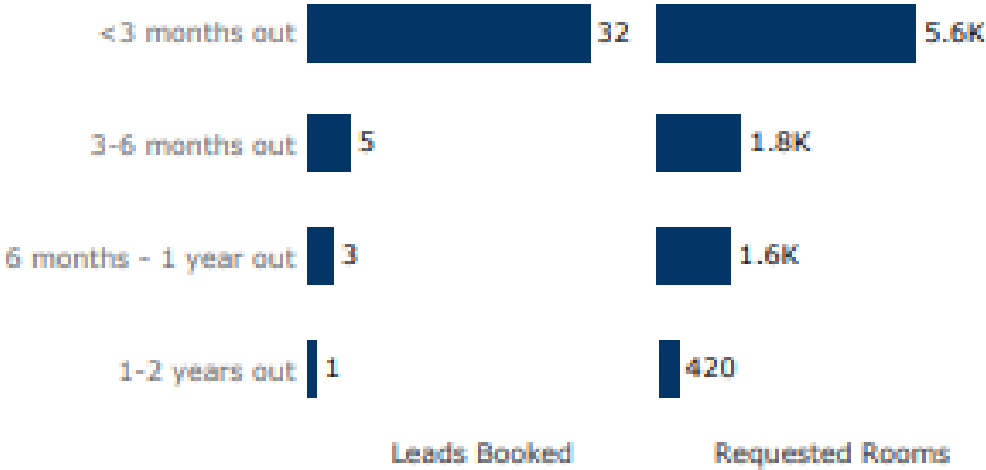
Leads Booked in 2024

Median
3.4 wk.

Leads Booked in 2024

Booking Windows

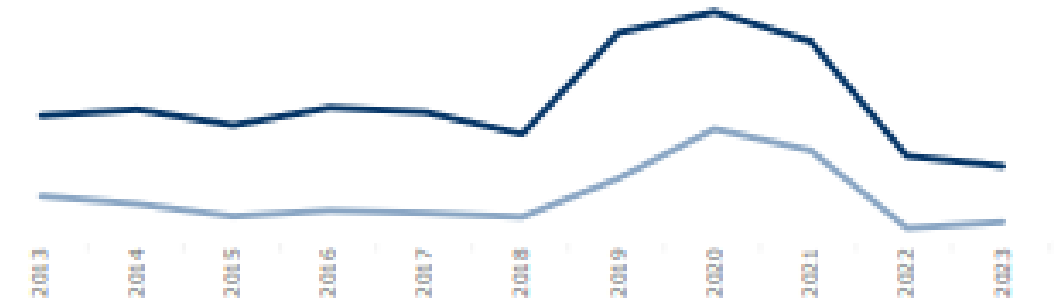
Leads booked Fiscal Year 2024



Booking Window by Year

Leads booked in the last 10 Fiscal years

■ Avg. Booking Window
■ Median Booking Window



Travel & Activity

September/October	Organization	Event	Location
Sept 7-10	Professional Fraternity Association	Annual Meeting	Albuquerque, NM
Sept 23-26	Texas Society of Association Executives	New Ideas Conference	Fort Worth, TX
Sept 27-29	Small Market Meetings	Conference	Cedar Rapids, IA
Oct 2-6	Northstar Travel Group	TEAMS Conference and Expo	West Palm Beach, FL
Oct 14	Irving Convention & Visitors Bureau	Sting Concert and Client Event	Irving, TX
Oct 22-25	Connect Meetings	Connect Texas	The Woodlands, TX

Customer Services Activity

September/October Servicing & Inventory

Groups Serviced	
September	13
YTD	305
October	13
YTD	13

Service Type	September	Total Inventory Utilized
	# of Groups Served	
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	6	1226Badges/1680 Lanyards
Pens	9	1425
Bags	3	380
Promotional Materials	7	830 Restaurant Maps/730 TMF maps
Staffing Services	4	59 Hours

Event Location:

Hotels: 6

Irving Convention Center: 7

Other: 0

	October	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	6	1431 Badges/ 1631 Lanyards
Pens	11	1846
Bags	6	1245
Promotional Materials	11	1245 Restaurant Maps/1020 TMF maps
Staffing Services	4	108 Event Hours

Event Location: **Hotels: 9** **Irving Convention Center: 4** **Other: 0**

Proclamations/Welcomes/Flags:

- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer
- Mayor/Elected Official Welcome - North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Pro-Tem Al Zapanta
- Mayor/Elected Official Welcome/Ribbon Cutting - Great American Franchise EXPO, March 25, 2023, Deputy Mayor Pro Tem, Phil Riddle
- Mayor/Elected Official Welcome/Ribbon Cutting - DFW Minority Supplier Showcase, April 20, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Ribbon Cutting – North Texas Business Alliance, May 1, 2023
- Mayor/Elected Official Welcome - Camouflage to Corporate, May 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome – Awakening Africa Magazine, July 29, 2023, Mayor Stopfer

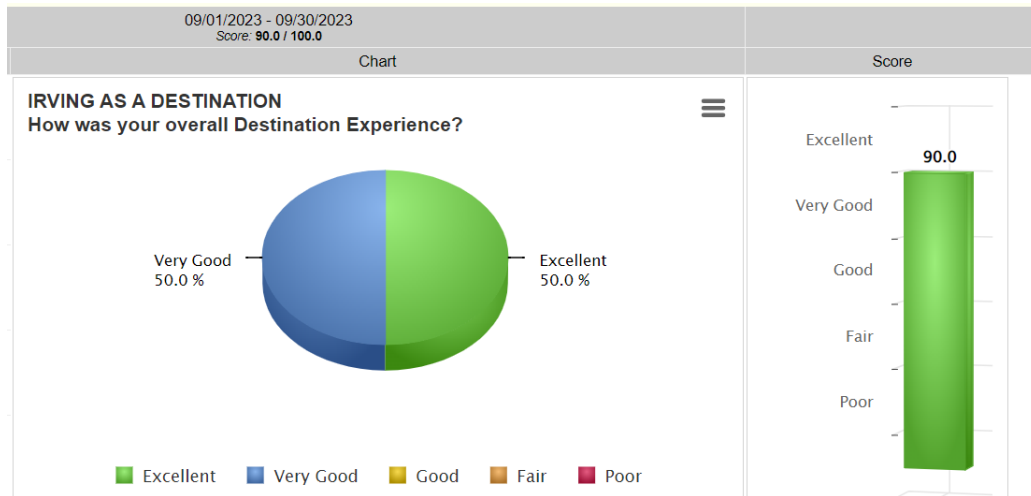
Pending:

- Mayor/Proclamation- Marine Corps League/State Conference, Oct. 6, 2023, Mayor Stopfer

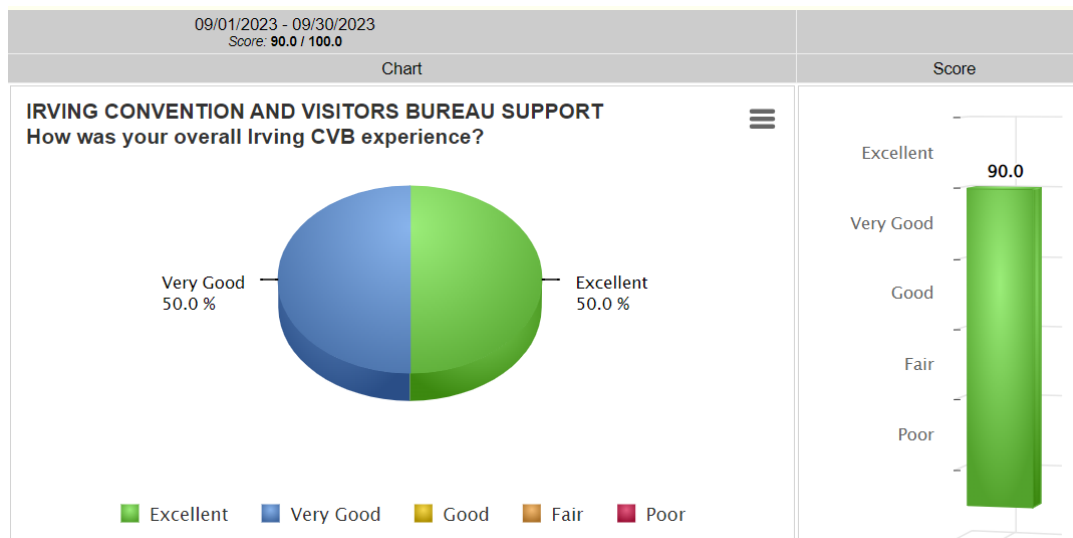
Customer Service Satisfaction Survey Results

Customer Survey Results – September

1. How was your overall destination experience?

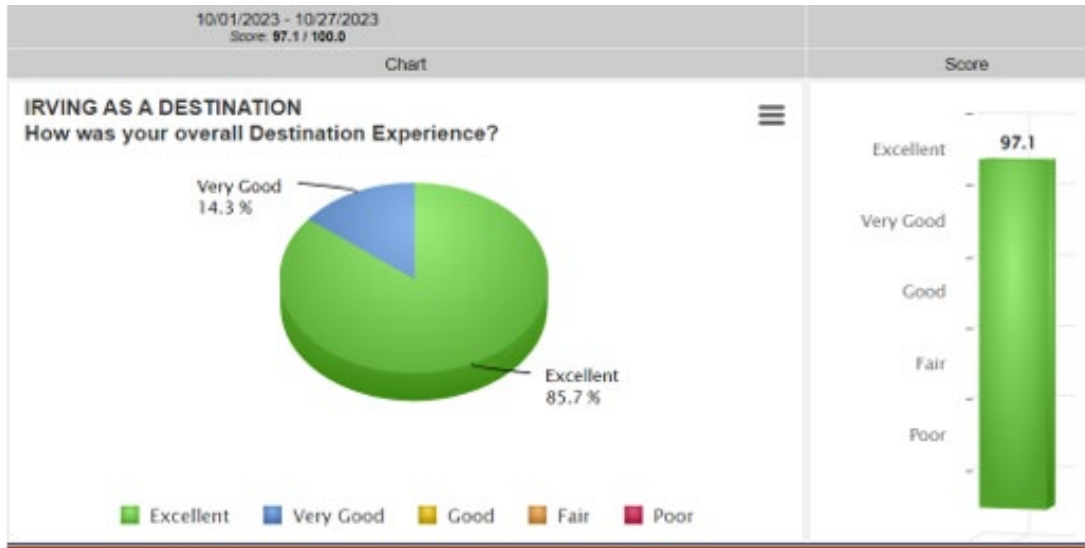


2. How was your overall Convention and Visitors Bureau Experience?

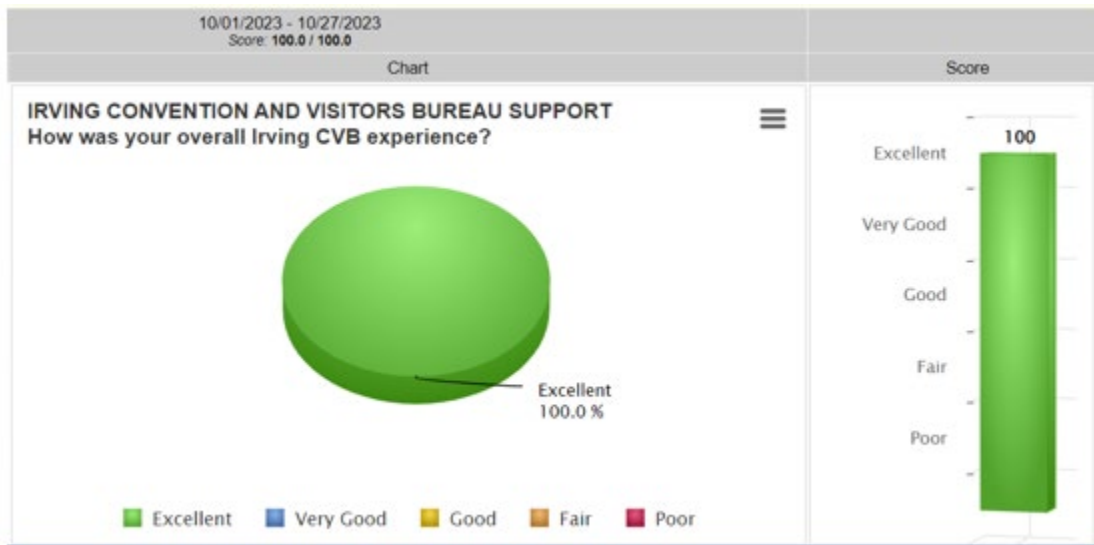


Customer Survey Results - October

1. How was your overall destination experience?



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



Definite Bookings
November 2023 – January 2024

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
FamilyLife	Weekend to Remember	11/1/2023	11/5/2023	500	571
United States Military Entrance Processing Command	MEPS November 2023	11/1/2023	11/30/2023	27	1041
American College of Veterinary Dermatologists	2023 ACVD Testing Meeting	11/1/2023	11/4/2023	26	54
HealthMark	HealthMark CRAFT-Con	11/1/2023	11/2/2023	40	30
Dallas Dance Festival	Dallas Dance Festival 2023	11/2/2023	11/5/2023	200	479
Wedding Receptions	Pranav / Patel Wedding	11/2/2023	11/4/2023	100	126
Wedding Reception	Pranav Patel Wedding	11/2/2023	11/4/2023	150	126
Sun Pharmaceutical Industries, Inc.	Sun Pharma Derm Biologics	11/2/2023	11/4/2023	14	42
The Navigators	The Navigators 2023 National Staff Conference	11/3/2023	11/14/2023	2000	4106
Credit Union National Association	2023 CUNA BSA/AML Certification Conference	11/3/2023	11/9/2023	250	1036
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	11/3/2023	11/4/2023	10	24
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	11/3/2023	11/5/2023	20	20
McKesson Corporation	ID#15555 Senior Leaders Meeting - November 2023	11/5/2023	11/9/2023	120	340
Boston Scientific	Apollo Integration Sales Training	11/5/2023	11/8/2023	50	100
93rd Bomb Group Reunion	93rd Bomb Group Reunion 2023	11/8/2023	11/12/2023	80	175
Synerlink	Synerlink EOY Meeting	11/8/2023	11/11/2023	125	223
New York Giants Football Club	New York Giants vs Cowboys	11/8/2023	11/12/2023	180	237

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	11/9/2023	11/11/2023	20	20
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	11/10/2023	11/11/2023	10	24
Vizient, Inc.	Vizient, Inc. 2023 Supplier Diversity Council RBO	11/13/2023	11/14/2023	27	36
Reckitt	Reckitt Allergy Training: November 13-17, 2023	11/13/2023	11/16/2023	25	100
PAMM Expo, LLC	Model & Talent EXPO - NOV 2023	11/14/2023	11/19/2023	400	914
USA Judo	USA Judo President's Cup 2023	11/15/2023	11/19/2023	300	277
American Country Dance Association	ACDA American Country Dance Association 2023	11/16/2023	11/19/2023	300	333
Vizient, Inc.	Vizient, Inc. 2023 P2P All Hands Meeting	11/16/2023	11/17/2023	130	44
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	11/17/2023	11/18/2023	10	24
US Naval Athletic Association	Navy Football Team Travel 2023	11/23/2023	11/25/2023	100	122
Washington Commanders	Washington Commanders vs Dallas Cowboys	11/23/2023	11/23/2023	200	160
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	11/24/2023	11/25/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	11/24/2023	11/26/2023	20	20
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	11/24/2023	11/26/2023	20	20
Seattle Seahawks Football Club	Seattle Seahawks vs Dallas Cowboys	11/26/2023	11/30/2023	200	390
McKesson Corporation	ID#16751 The McKesson Experience- Las Colinas November 2023	11/28/2023	11/29/2023	120	240
Texas Cornhole League	Texas Cornhole League Signature Series #2	11/30/2023	12/3/2023	1000	504

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
DFW Church of Christ	DFW Church Climb Conference	11/30/2023	12/4/2023	450	325
International Association of Fire Chiefs	IAFC Technology Conference 2023 - - Contracted Hotels	12/3/2023	12/7/2023	300	438
The Pre-Trib Research Center Calvary University	Pre-Trib Research Center 2023	12/3/2023	12/5/2023	270	288
Bluerock Capital Markets LLC	Bluerock Capital Market Year End Event	12/4/2023	12/6/2023	60	120
National Physique Committee (NPC)	NPC Nationals 2023	12/5/2023	12/10/2023	500	1081
McKesson Corporation	Pharmacy and Payer Team Meeting	12/5/2023	12/7/2023	30	72
Greg Dawson & Associates	Greg Dawson Annual Meeting	12/10/2023	12/14/2023	55	54
Blue Grey Events	Blue Grey Events December2023	12/15/2023	12/19/2023	150	375
Flat Iron Corporation	Holiday Party	12/16/2023	12/17/2023	150	175
Gainwell Technologies	GWT ELT Offsite - December 2023	12/18/2023	12/20/2023	23	54
Cotton Bowl Athletic Association	Cotton Bowl Football Association 2023 - 2024	12/23/2023	12/29/2023	500	784
American Airlines	DFW Recreational Committee New Years Eve Party	12/31/2023	1/1/2024	150	110
National Rifle Association of America	NRA Board of Directors Meeting - Winter 2024	1/1/2024	1/7/2024	200	478
Hilti North America	Hilti Annual Sales Meeting 2024	1/3/2024	1/12/2024	700	2401
Blue Grey Events	Blue Grey Bowl January 2024	1/5/2024	1/8/2024	150	260
Flying Eagles	Flying Eagles 2024	1/10/2024	1/13/2024	300	244
Challenge Youth Planning	Challenge Youth 2024	1/12/2024	1/14/2024	650	367
Zeta Tau Alpha Fraternity	Zeta Tau Alpha Fraternity Officer Leadership Academies Jan2024	1/18/2024	1/21/2024	350	389
Delta Zeta Sorority	Delta Zeta Presidents Academy 2024	1/18/2024	1/20/2024	300	383
Grand Slam Club - Ovis	Grand Slam Club - Ovis Annual Convention	1/22/2024	1/29/2024	1000	1535

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Cadillac and LaSalle Club	2024 CLC WBOD	1/22/2024	1/28/2024	65	215
Southwest Society of Periodontists	Southwest Society of Periodontists 2024 Winter Meeting	1/25/2024	1/27/2024	150	240

**Highlighted items above are Target Industries for Irving



Marketing Communications

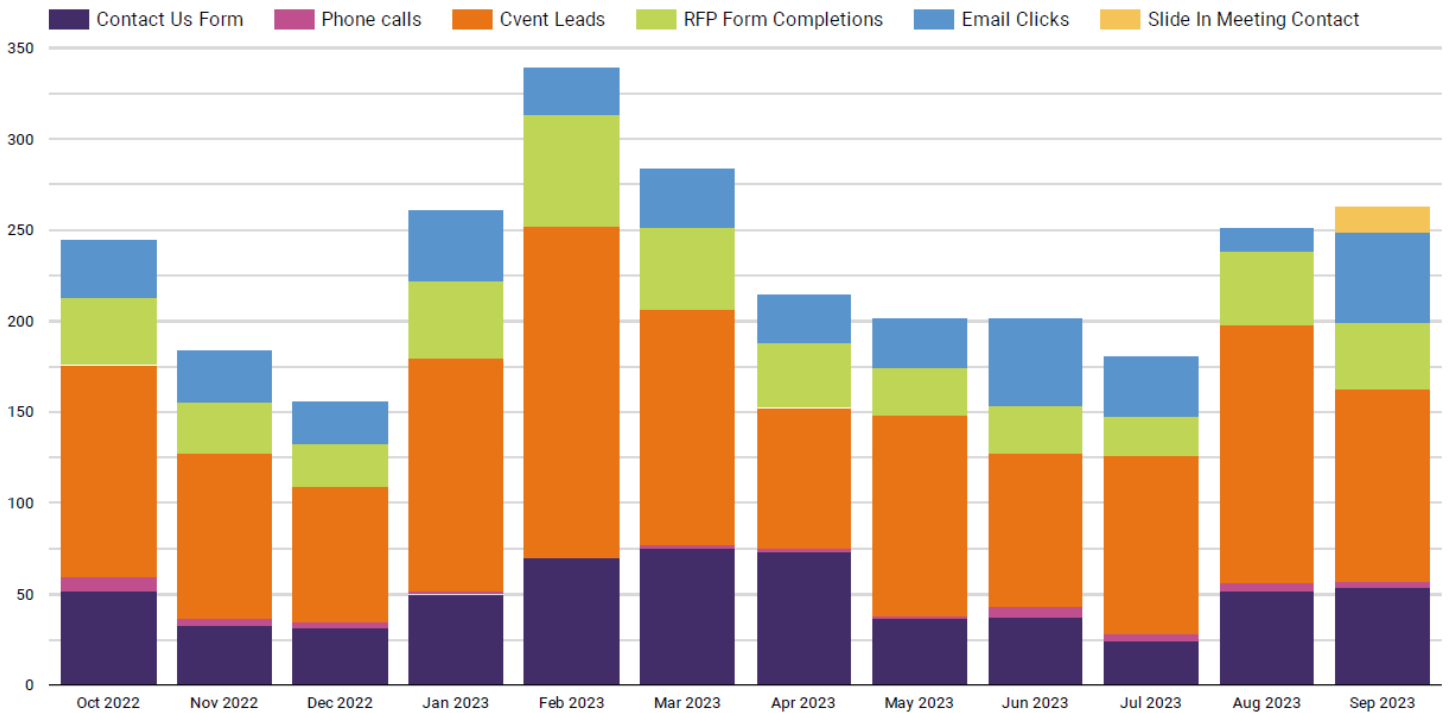
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: November 6, 2023
Re: Year-End/October 2023 Board Report

Marketing Prospects

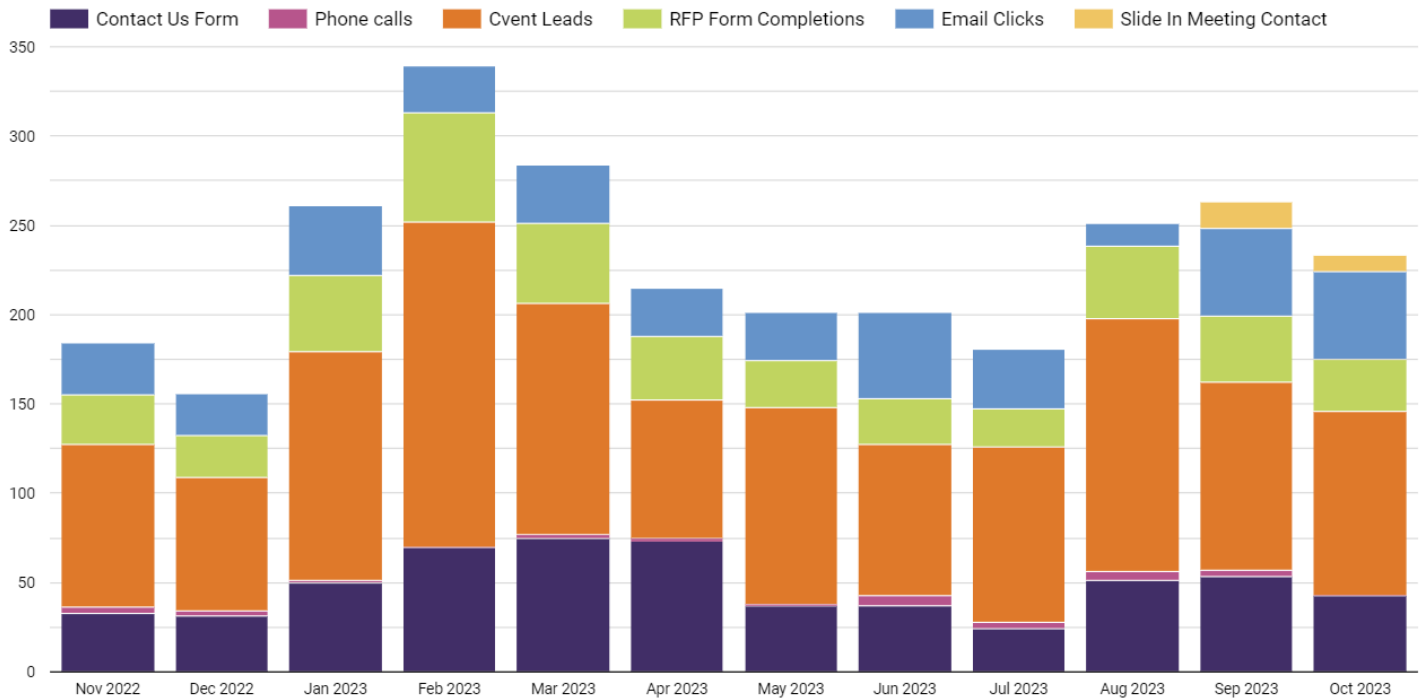
In FY 2022-23, there were **2,781 total prospects**, which is a 61% increase over the previous fiscal year.

TOTAL Fiscal YTD (Oct 1st, 2022 to Sept 30, 2023)

Contact Us	Phone calls	Cvent Leads	RFP Form Completions	Email Clicks	Slide-In
585	39	1,338	423	381	15

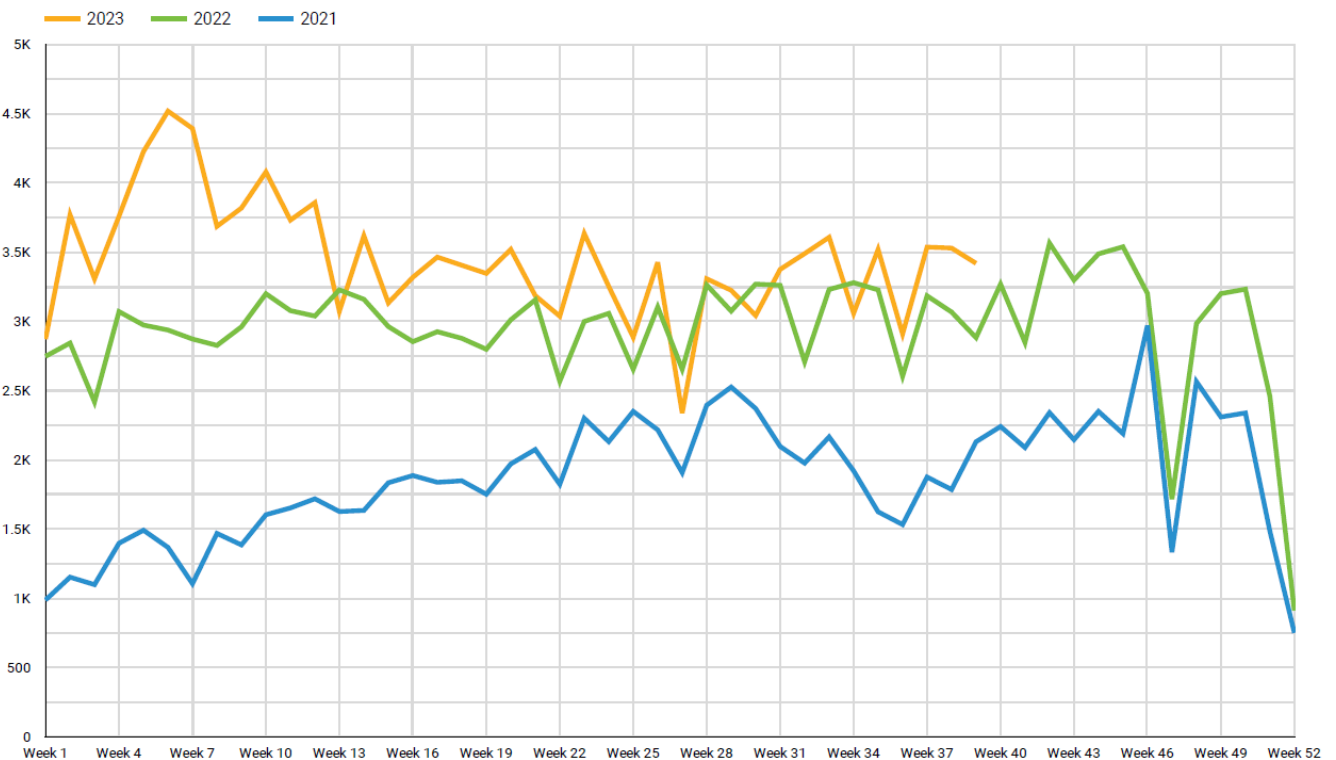


There were 234 prospects in October, which is a 26% year-over-year increase.

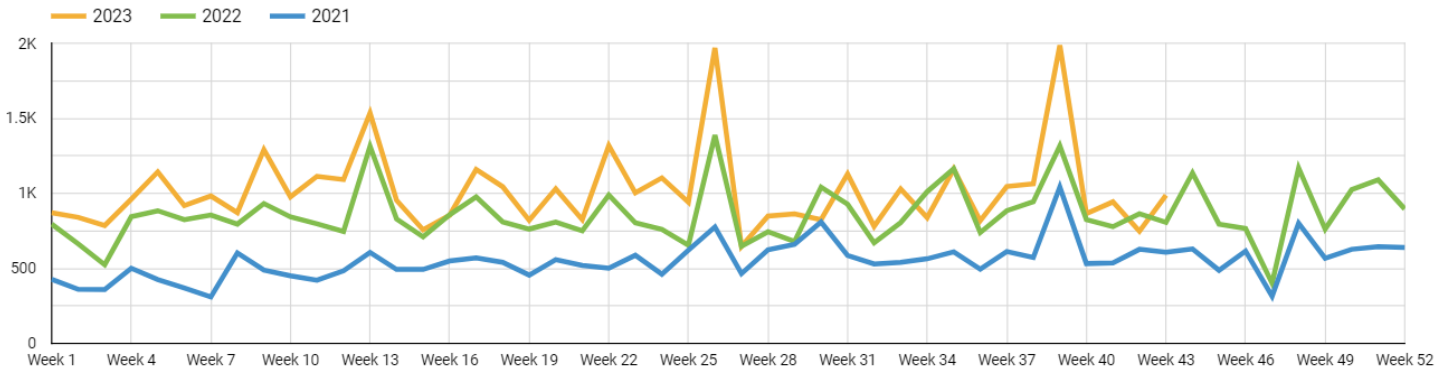


The aggregated weekly lead volume and definites of over 200 U.S. DMOs show that lead and definite volume are above the previous two years while aggregated quarterly cancellations continue to decrease.

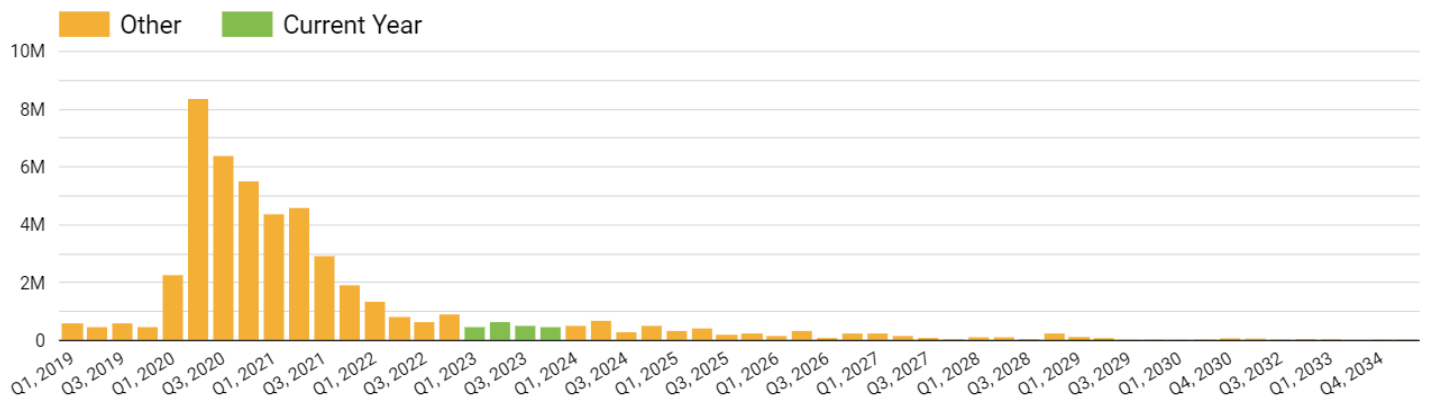
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs

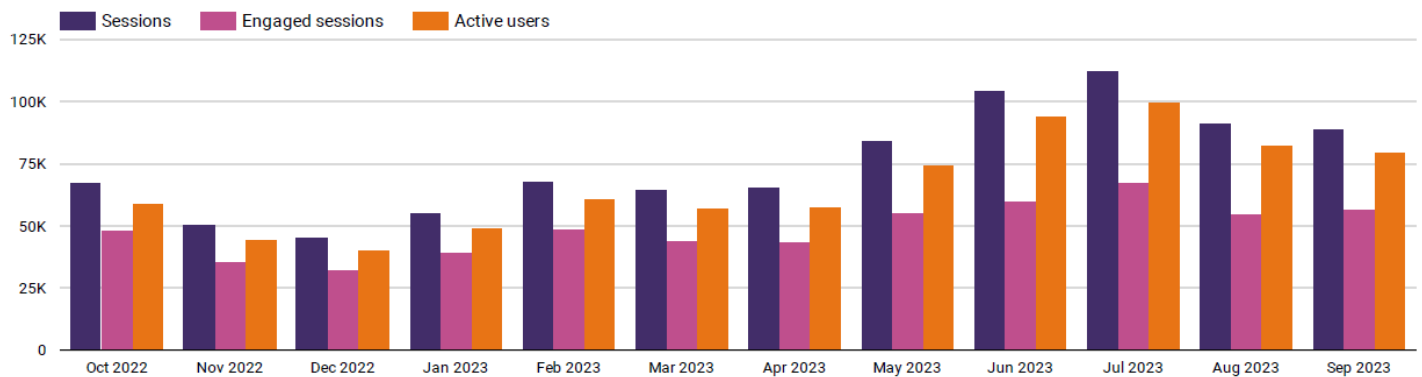


Website Traffic and Engagement

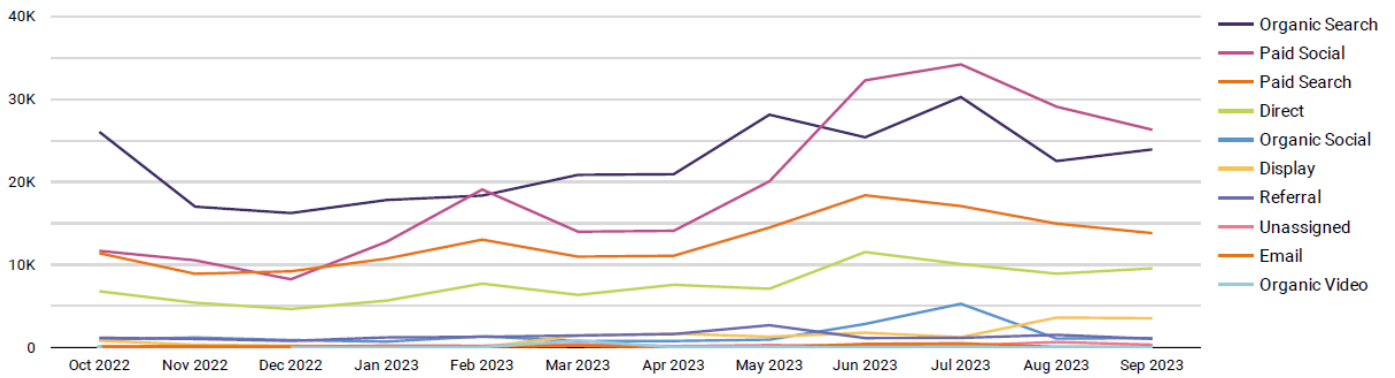
There were **880,875 total sessions** and **587,728 engaged sessions** from **751,795 users** in FY 2022-23. Those users triggered **7,606,424 events** and had an **engagement rate of 67%**.

Fiscal Year 2022-23 Website Performance

Sessions / Engaged Sessions / Active Users



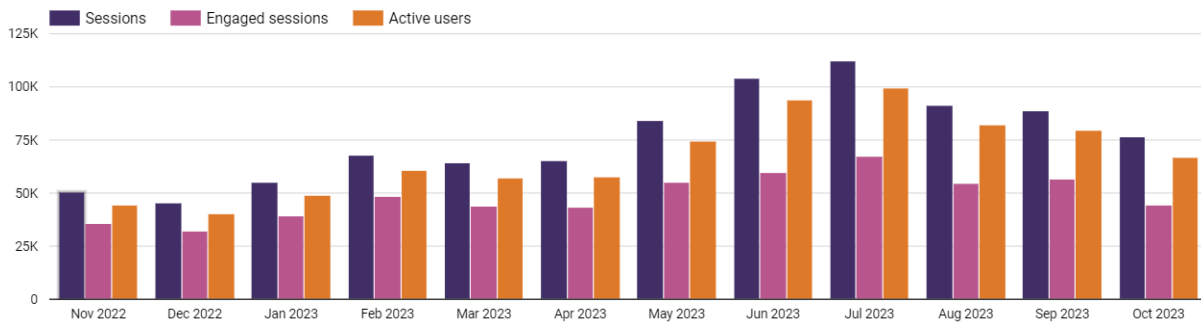
Users by Channel



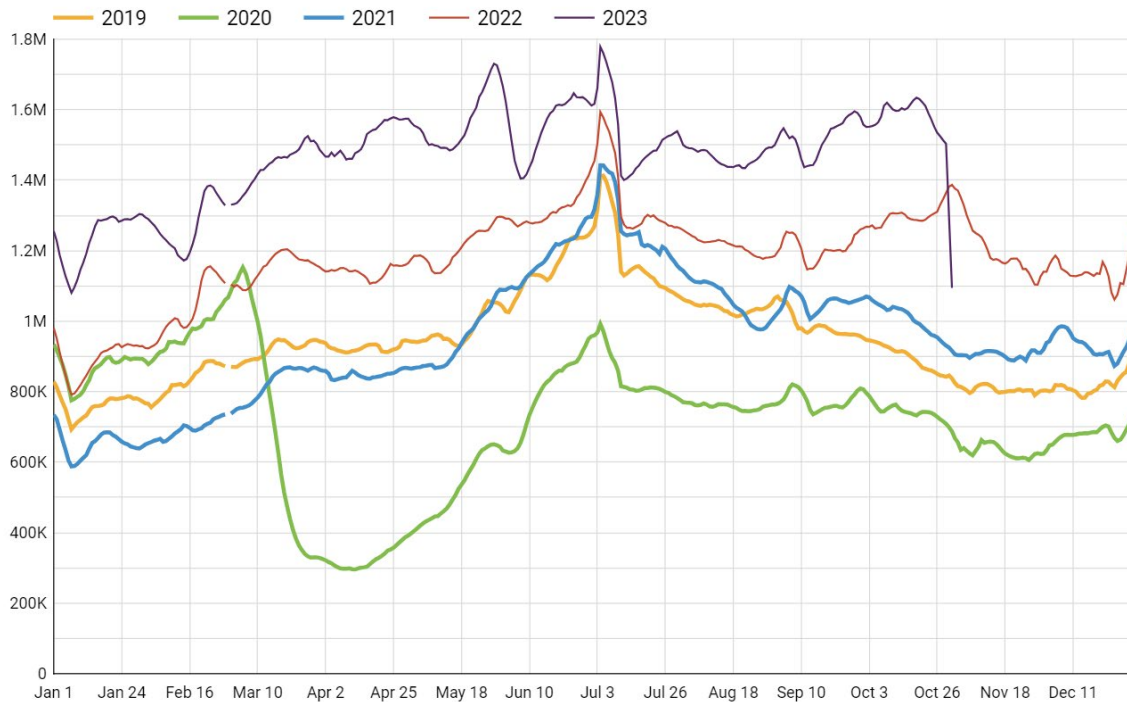
October also saw a slight increase of 2% in year-over-year traffic, with **77,489 sessions** from **64,589 users**. Of those, **46,069** were engaged sessions.

October 2023 Website Performance

Sessions / Engaged Sessions / Active Users



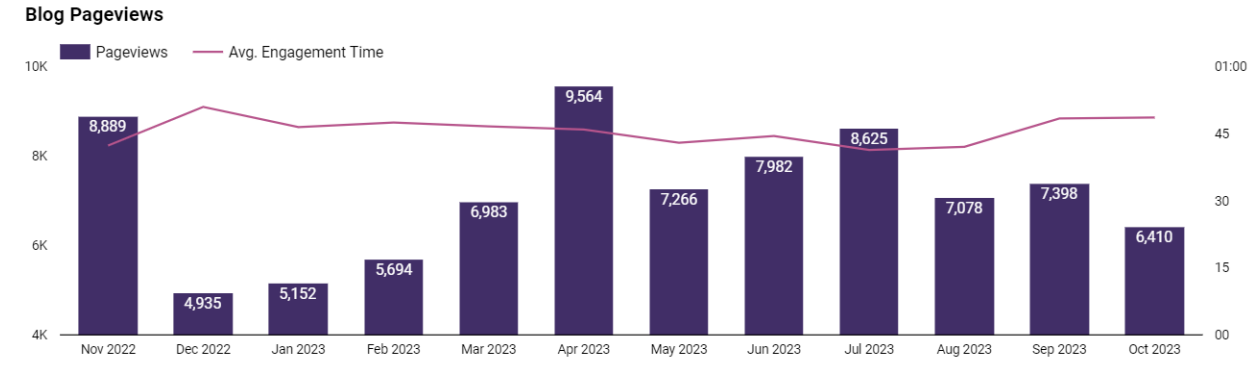
Aggregated data from Simpleview shows that overall website sessions exceed the previous four years.



Blog Traffic

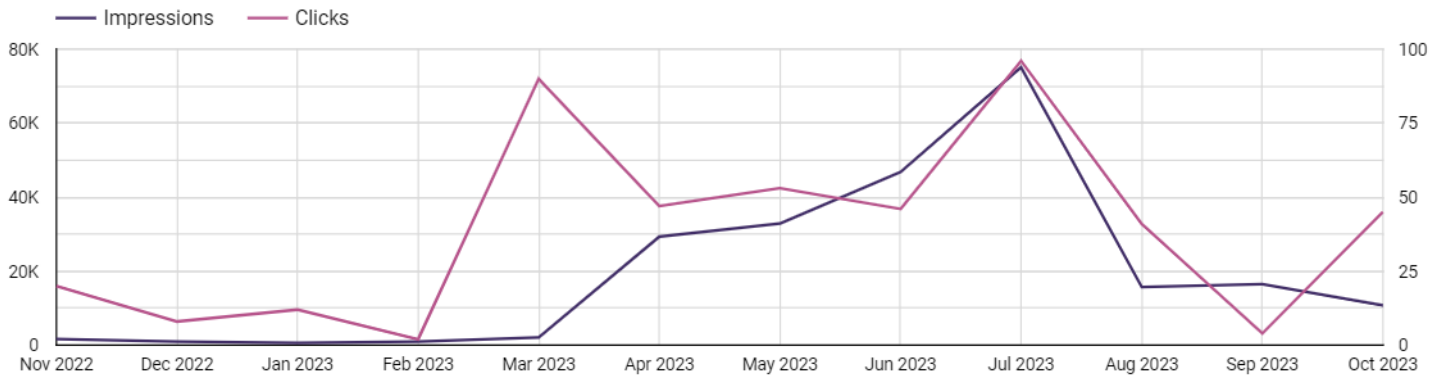
There were **85,994 pageviews** in FY 2022-23. The top five posts were:

1. Five Way to Have Fun at Lake Carolyn – 7,961 pageviews
2. Irving, Texas Bluebonnets Guide – 6,115 pageviews
3. Five Brunch Spots in Irving You Need to Try This Sunday – 2,776 pageviews
4. Top 10 Quirky Must Do Things in Irving – 2,441 pageviews
5. 7 Days a Week a Happy Hour Run Down in Irving – 2,106 pageviews



Advertising

In FY 2022-23, advertising, paid search, and digital marketing campaigns increased over the previous year and generated a combined **43,227,438 impressions**.

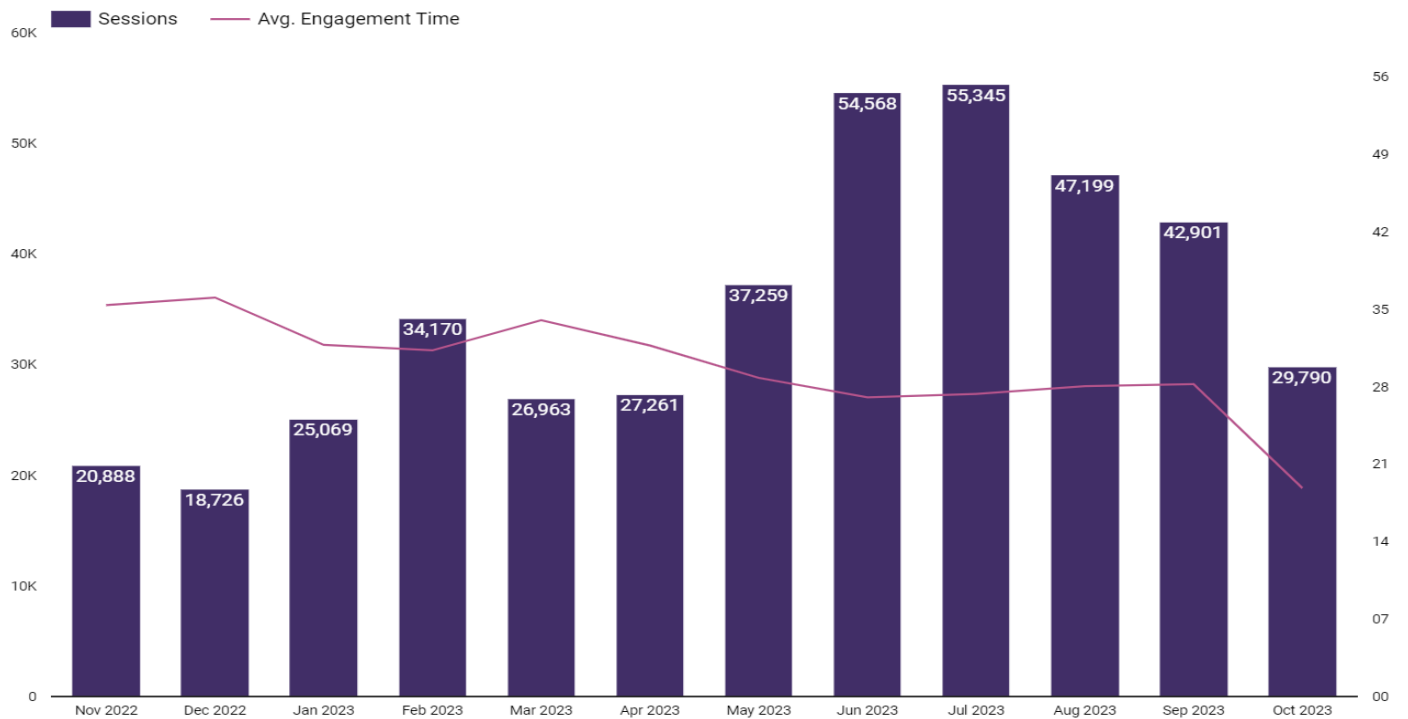


By Placement

Placement	Site (DCM)	Impressions	Clicks
Meetings Today Web Display Remarketing	Meetings Today	43,497	3,179
TripAdvisor Boost	Trip Advisor	1,499,652	2,619
MPI Programmatic	MPI (Multiview)	601,566	2,300
Priceline Targeted Ads	Priceline.com	2,394,151	1,614
Houstonia Targeted eBlast	houstoniamag.com	0	1,452
TSAE Programmatic	tsae.org	10,333	562
Meetings Today Facebook Retargeting	Meetings Today	0	542
Houstonia Facebook/Instagram Ads	houstoniamag.com	0	374
Tegna OTT Leisure Video	Tegna	840,770	198
Greenspring Custom eBlast	greenspring.com	0	192
Meetings Today Lead Nurturing Email	Meetings Today	0	181
Grand total		6,090,497	13,965

Paid Search (SEM)

Paid search generated **29,790 sessions** in October and **420,139 sessions** in FY 2022-23.

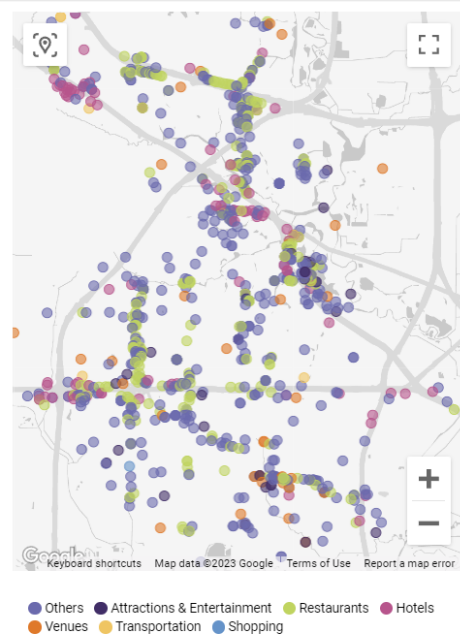


Business Impact

The business impact report tracks social media impressions, how many times a partner listing has been viewed, the number of referrals to their websites, sales leads generated and definites. In FY 2022-23, Irving businesses received 353,947,673 social media impressions, 3,832,901 partner listing views, and 578,210 partner listing referrals.

Partner Category	Social Impressions	Listing View	Partner Listing Referrals	Leads	Definite	Total Partners
1. Hotels	298,464,376	3,248,206	507,820	1,504	551	100
2. Attractions & Ent...	50,353,725	551,999	59,373	295	77	38
3. Restaurants	3,738,374	25,046	9,478	1	0	302
4. Venues	990,142	4,446	811	0	0	36
5. Others	326,892	0	97	1	0	499
6. Transportation	0	102	10	0	0	6
7. Shopping	0	817	178	0	0	2
Grand total	353,873,509	3,830,616	577,767	1,558	552	980

Partner Name	Partner Category	Social Impressions	Listing View	Partner Listing Referrals	Leads	Definite	Total
1. Omni Las Colinas Hotel	Hotels	159,741,360	486,495	67,545	777	78	160,29...
2. Irving Convention Center at Las Colinas	Attractions & Entertainment	48,569,256	506,637	46,494	292	77	49,122,...
3. The Las Colinas Resort Dallas	Hotels	38,719,256	476,576	48,336	378	46	39,244,...
4. Dallas Marriott Hotel-Las Colinas	Hotels	31,935,584	540,080	80,496	627	61	32,556,...
5. aLoft - Las Colinas	Hotels	22,640,842	66,126	12,978	176	30	22,720,...
Grand total		353,873,509	3,830,616	577,767	1,558	552	358,28...



Staycations/Leisure Campaign

In FY 2022-23, the Staycations Campaign generated **79,263 hotel referrals** and **177,555 website sessions**, which is a 44% conversion rate.

Event Micro-Campaigns:

Twenty-one local event campaigns, 25 live music campaigns and one Summer Hotel Deals Campaign ran in FY 2022-23. Combined, the campaigns resulted in **33,115 hotel referrals** and **93,527 website sessions**, which is a 35% conversion rate and a 273% increase in hotel referrals over the previous year.

Promoted Content Campaign:

The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated **10,522 blog visits** and **267,002 post engagements** on social media, which is an engagement rate of 21%.

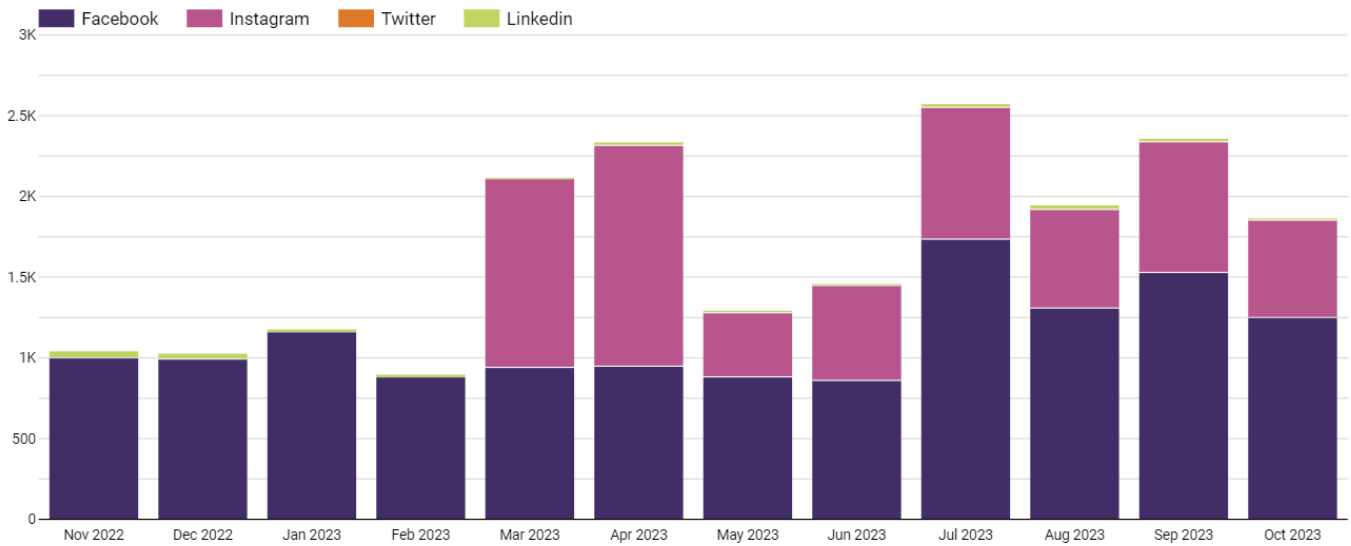
Social Media

FY 2022-23 saw the addition of **18,938 new social media followers**, which brought total influence to 157,929 followers. October also saw an increase with the addition of 1,895 new followers.

Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	105,942	18,966	5,771	1,027	131,706
CC	20,287	2,988	2,414	534	26,223
Grand Total	126,229	21,954	8,185	1,561	157,929

Social Media Followers



Earned Media for FY 2022-2023

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	368,846,335	62,672,892	628,668,143
ADVERTISING EQUIVALENCY*	\$760,301	\$1,060,148	\$3,119,303	\$535,672	\$5,475,424
PUBLIC RELATIONS VALUE**	\$2,280,903	\$3,180,444	\$9,357,909	\$1,607,016	\$16,426,272

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

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

**From a measurement prospective, public relations value is traditionally estimated at three times (3x) the ad rate since it comes in the form of editorial coverage.

Attachments

- ✚ “A long-delayed theater will soon open inside a popular Texas entertainment hub,” *Building Design + Construction*, Oct 30, 2023
- ✚ *Meetings Today Texas Supplement*, Sept 23, 2023
 - “State of the Industry: Texas CVB leaders share meetings outlook”
 - “The Beat of Texas: Six storied music venues for special events”
 - “Tried & True: Texas hotels and resorts that stand the test of time”
- ✚ “The Awakening Trade and Conference 2023,” *Good Morning Texas*, July 25, 2023
- ✚ 22-23 Year End Social Media Overview
- ✚ 22-23 Year End Blog Performance Overview
- ✚ 22-23 Year End E-Newsletter Performance
- ✚ 22-23 Year End Visit Irving Social Stats
- ✚ 22-23 Year End Irving Convention Center Social Stats
- ✚ Sept Social Media Overview
- ✚ Sept Blog Performance Overview
- ✚ Sept E-Newsletter Performance
- ✚ Sept Visit Irving Social Stats
- ✚ Sept Irving Convention Center Social Stats

A long-delayed theater will soon open inside a popular Texas entertainment hub

Rayleigh Underground's design mixes the latest technology with the sense of being in an excavated space.

BY JOHN CAULFIELD, SENIOR EDITOR | OCTOBER 30, 2023



Rayleigh Underground will provide a more intimate space for performers and speakers within Toyota Music Factory. Rendering: Emblem Interior Design

Late next month, the **Toyota Music Factory**, a large entertainment hub in Irving, Texas, with 20 restaurant and entertainment concepts, will have a soft opening for **Rayleigh Underground**, a 38,000-sf theater with a capacity of 850 and complemented by an overhead 6,000-person concert venue operated by Live Nation.

Named after **Lord Rayleigh**, a Nobel Prize-winning scientist who first identified acoustics and lightwave scattering, Rayleigh Underground features an 18x50-ft stage with a 36x18-ft Absen 2.9 pitch video wall on the center stage. The venue will also have multiple interactive LED screens throughout, five bars, two VIP bars, three private dining areas, a merchandise room and an A/V lighting room.

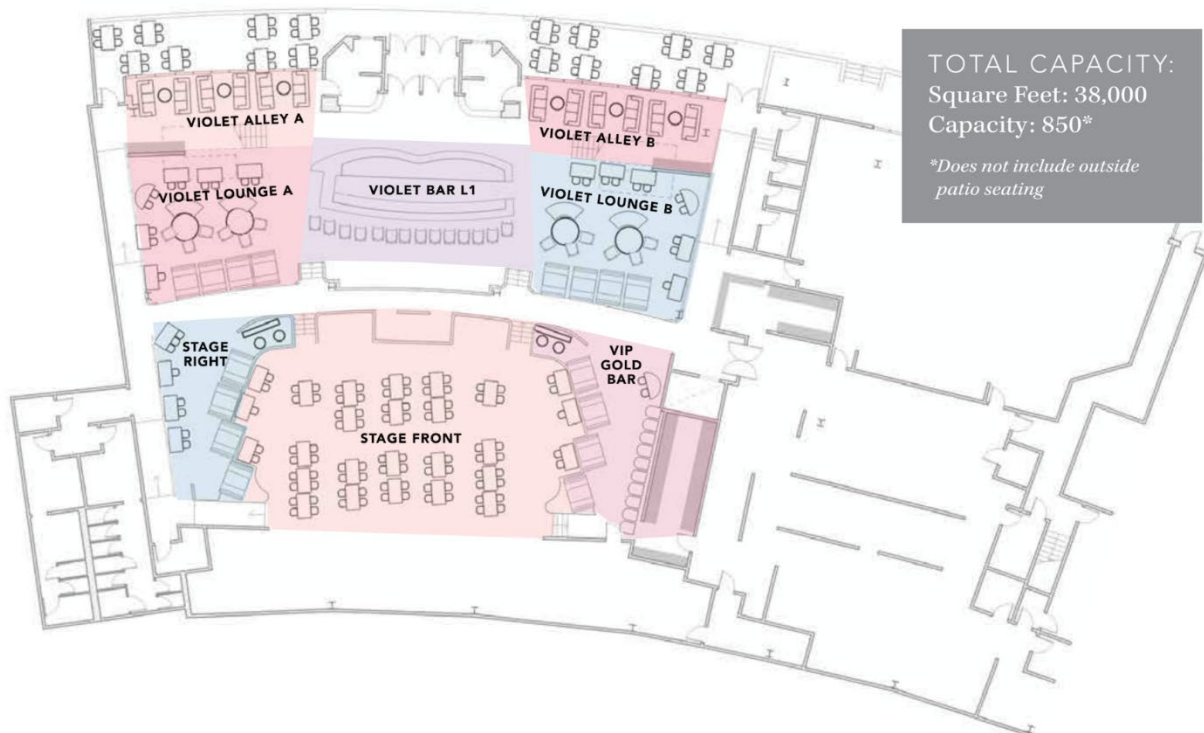
According to Chris Michero, co-founder and design principal with Dallas-based **Emblem Interior Design**, this project's interior designer, Rayleigh Underground was created to provide a more intimate space for performers, artists, comedians, and guest speakers, along with a "submissive" Pacific Rim-flavored dining experience for guests.

Venue's design tells stories

This project has been in the works for several years. The Toyota Music Factory opened in late 2017. A year later, following a resolution of a financial dispute between the city and developer, the [Dallas News reported](#) that the hub would add five restaurants and bars, including one called Rayleigh Underground and Violet Room that included a large stage.

Michero explains that Rayleigh Underground's completion was impeded by several factors.

The project's original designer "created a lot of issues [with] regard to mechanical, HVAC, space planning, etc.," he says in an email to BD+C. "There was no real design narrative." When Emblem was hired to replace that designer, it did a full redesign that touched every finish and material. Emblem created "storied spaces that give the guests a sense of place and a history to the interiors, which makes each experience more memorable." Michero adds that the size of Rayleigh Underground and the multiple areas within it "tie back to our design narrative."



Rayleigh Underground will feature several bar and dining spaces near its interior stage.

One of those “narratives” fuses innovative technology with the raw aesthetic of an excavated underground amphitheater. StoneCoat’s limestone plaster cladding creates interior and exterior surfaces that project the look and feel of authentic rock, stone, and stucco.

“We wanted to create a unique and memorable guest experience,” said Ken Forsythe, CEO of Restaurant Expert Management, Rayleigh Underground’s client, in a prepared statement.

Other members of Rayleigh Underground’s building team include PGP Construction (GC), Herb Goodman (CM and owner’s rep), Mark Hopper (architect), Brookfield Properties Development (the Toyota Music Factory landlord), GME (electrical), EPS (plumbing), Kosel (HVAC and controls), Hatfield (acoustical drywall assemblies), Carpentry Associates (millwork and metalwork for the bars), AllPro (A/V), Highland (fire suppression), Mitec (fire and property protection), Stonehill Industries (painting), Sigma Signs (signage), and CMC Network Solutions (data and low voltage).

Rayleigh Underground is scheduled to open officially in December.

Periodical supplement to Meetings Today

meetings TODAY[®] TEXAS

09.23

*Hitting
the Right
Notes*

STATE *of* the INDUSTRY

Texas CVB leaders share meetings outlook

BY JEFF HEILMAN

The Texas economic hot streak continued in Q1 2023 with the Lone Star State outpacing the entire U.S. for the fourth quarter in a row to start the year.

Key industry drivers include aerospace, aviation and defense; biotechnology and life sciences; energy; IT; and petroleum refining and chemical products.

“Made in Texas” is a global brand powered by the state’s advanced manufacturing sector and decade-long run as the nation’s top high-tech exporting state. Corporate services are huge. Texas leads the nation in Fortune 500 headquarters with 55 total in 2023.

Greater Houston (25 companies) and the DFW Metroplex (24) lead the way, with Austin (three), San Antonio (two) and Mid-

land (one) making up the balance.

Supporting one in 11 Texas jobs, travel and tourism have a major seat at the table. In 2022, visitor spending of \$91.7 billion produced \$187.5 billion in total economic impact, the majority, nearly \$40 billion, coming from hotels and F&B. While the analysis did not include meetings and events, it’s a sure bet that the group market is a major contributor.

From convention bookings and room nights to investment in new venues and attractions, Texas destinations are putting up their own big numbers, with positive sentiment well in line with the data.

Craig Davis, President and CEO, Visit Dallas

My first day in the office was January 6, 2020, right before the Covid shutdown. Three years later, I am thrilled to report that Dallas is back and bigger than ever. Groups are picking up at higher levels, some ex-



CRAIG DAVIS



SHUTTERSTOCK

ceeding 2019 attendance, especially trade-shows. Demand for larger conventions and groups continues to increase, especially with our highly anticipated new \$4 billion state-of-the-art convention center on the horizon, which will make Dallas the ideal destination for any group.

At the close of 2022, according to Lodging Econometrics, we were again the top U.S. market for hotel projects in the pipeline, with a record 176 projects and 20,790 rooms. Dallas also has the most hotels in the early planning stage, standing at 85 projects and 9,644 rooms.

Group customers and leisure travelers who come to Dallas want to come back, which is easier and more convenient than ever with our two world-class airports, Dallas/Fort Worth International Airport (DFW) and Dallas Love Field, offering the highest airlift of any city in the world. Once here, Dallas has more than 20 vibrant neighborhoods to explore, from the historic charm of Deep Ellum to the eclectic and bohemian Bishop Arts District.

The future looks bright. The DFW Metroplex is projected to be the third largest metropolitan area in the country within the decade and boast the sixth largest economy in the world. I'm also excited about our upcoming unified destination brand, which we plan to launch next year and will help us tell Dallas' story even better.



BRENT DERAAD

Brent DeRaad, President & CEO, Arlington CVB

Our bookings have grown significantly in my 18 months with the Arlington CVB so far as our expanding hotel, convention and entertainment product makes Arlington a more compelling and viable choice for meetings and events. In the past year alone, Arlington was named as the site for the 2024 Major League Baseball All-Star Game, FIFA World Cup matches in 2026 and the 2030 NCAA Men's Basketball Final Four.

Shortly after I started in December 2021, we began partnering with Loews Hotels to pre-sell the 888-room Loews Arlington Hotel and Convention Center, which opens in February 2024.

Adding to the Dallas Cowboys' AT&T Stadium and the Texas Rangers' Globe Life Field, the hotel forms part of the \$4 billion investment in our primary entertainment area, The District, along with a new convention center offering 266,000 square feet of indoor/outdoor space, the National Medal of Honor Museum, fine dining

and more.

Considering that Arlington's largest hotels are 300 rooms currently, the new hotel opens Arlington up to an entirely new customer base and the opportunity to bring in new business while retaining the many groups that built our destination. It's exciting to now sell Arlington to citywide

groups with 2,000 delegates based on our current and future hotels and meeting space.

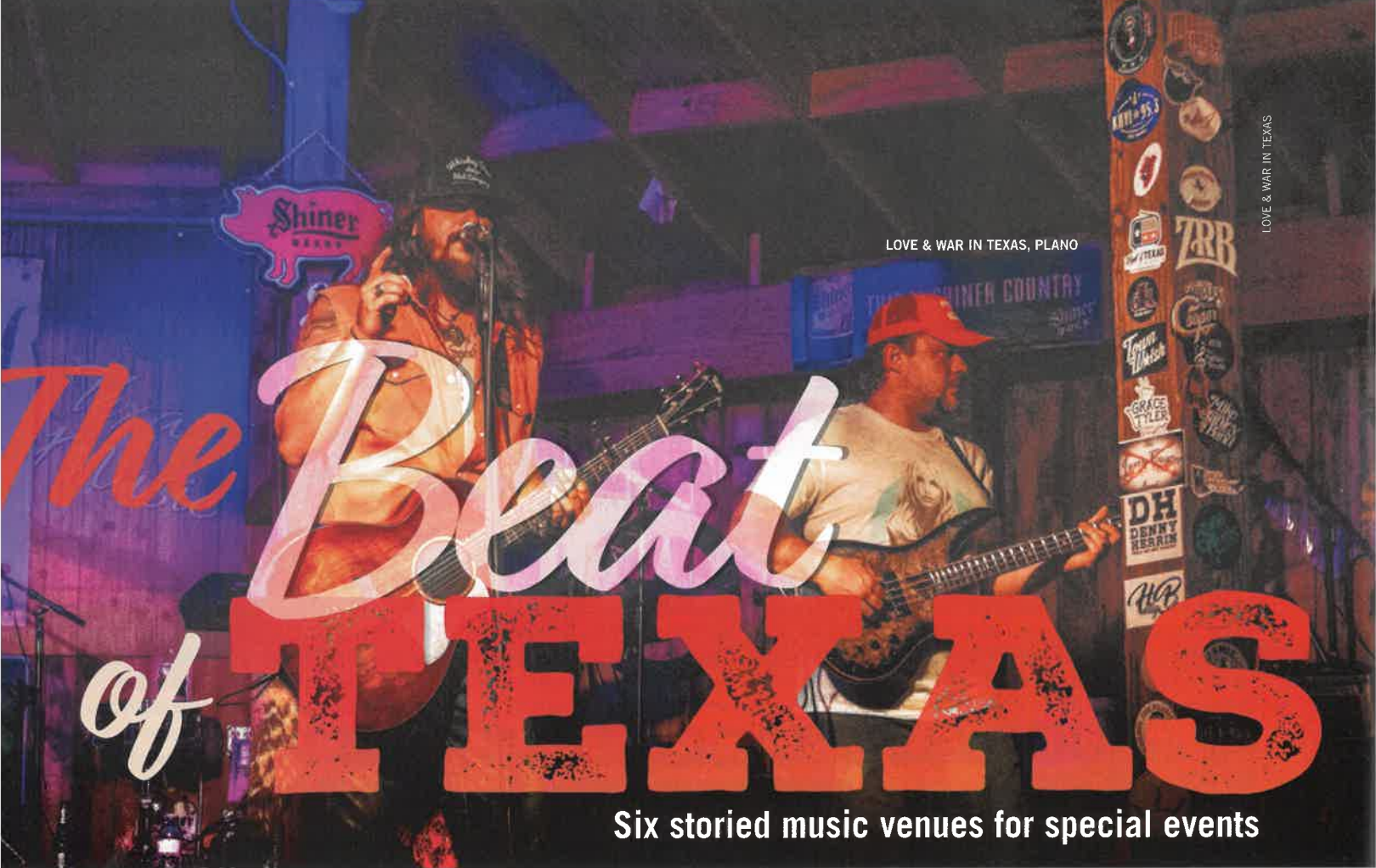
Maura Gast, Executive Director, Visit Irving Texas

In my 32 years here, "location, location, location" has been the core of our sales efforts, focused primarily on our location adjacent to DFW International Airport and Love Field, and the rest of the Metroplex. While location is still central to our message, we are no longer a hub and spoke locale that paid to transport groups to neighboring destination for offsites. From the 2011 opening of the game-changing Irving Convention Center at Las Colinas to today, we have intentionally morphed and matured into a distinctive and dynamic group destination with our own product set and stories to tell.

Location is always part of our messaging as we still have to educate people on our place within the DFW area. Once they experience Irving, the hard sell goes away and repeat bookings follow.



MAURA GAST



LOVE & WAR IN TEXAS, PLANO

LOVE & WAR IN TEXAS

The Beat of TEXAS

Six storied music venues for special events

BY JEFF HEILMAN

This March, Frisco became the 42nd Texas city designated as a “Music Friendly Texas Certified Community” under the Texas Music Office’s pioneering music business-related economic development program. Two months later, the 58th Academy of Country Music Awards show came to town.

Co-hosted by country legends Dolly Parton and Garth Brooks and streamed worldwide, the two-hour spectacle was held at the Ford Center, the 12,000-seat multipurpose indoor stadium at The Star, the Dallas Cowboys’ world headquarters.

Keith Urban opened the show with “Texas Time” while newly inducted Rock and Roll Hall of Famer Parton closed the night with “World on Fire” from her upcoming debut rock album Rockstar.

Generating more than \$26 billion in economic activity statewide, the Texas music industry, described by Gov. Greg Abbott as a “key to the Texas brand and to our local economies,” is also red hot.

Ranked eighth in the nation by Pollstar for 2022 concert ticket sales, the Dallas-Fort

Worth market is especially sizzling, fueled by venues including American Airlines Arena in Dallas, the world’s sixth highest grossing arena last year.

Smaller Texas venues also hold their own, including these six group-capable halls with stories and impact far above their size.

The Longhorn Ballroom, Dallas
Built for Bob “King of Western Swing” Wills and his Texas Playboys by a millionaire friend, Bob Wills’ Ranch House opened in 1950 in South Dallas with a massive stage and dance floor—and a 45-foot bar inlaid with silver dollars.

Briefly owned by Lee Harvey Oswald assassin Jack Ruby, the barn-shaped venue,

which sits on six acres in the emerging Cedars/Southside entertainment district one mile from the Kay Bailey Hutchison Convention Center, was renamed The Longhorn Ballroom in 1967.

Stars from Ray Charles to the Red Hot Chili Peppers have played here. In 1978, The Sex Pistols stormed the stage on their ill-fated debut U.S. tour, famously sharing the marquee with the following night’s act, country legend Merle Haggard. One week later, the British punk icons called it quits.

Closed since 2019, the Longhorn reopened this March under new owner Edwin Cabaniss, whose other revival successes include the Kessler Theater in Dallas and



ANDREW SHERMAN

OPENING NIGHT, LONGHORN BALLROOM, DALLAS

Heights Theater in Houston. Ushering in the venue's latest era was Western swing legend Ray Benson and his band Asleep at the Wheel, which first played the venue in 1974.

Versatile rentals include the 2,000-capacity Ballroom, with space for up to 5,000 people when combined with the outdoor Courtyard and Backyard. Museum-style displays of original art and memorabilia, such as



LONGHORN BALLROOM, DALLAS

original costumes and guitars of stars such as Loretta Lynn and Tammy Wynette, add to the allure. Forthcoming developments include a restaurant and amphitheater-style outdoor concert venue.



STABLE HALL

STABLE HALL RENDERING, SAN ANTONIO

Stable Hall, San Antonio

San Antonio's Pearl Brewery (1883-2001) was once the largest brewery in Texas. Today, the reimagined Pearl District is a dynamic mixed-use neighborhood incorporating award-winning restaurants, shops, residences, a farmers' market and public programming.

Reborn historic Pearl buildings include the former brewhouse, now captivating

group-capable Hotel Emma, the only AAA Four Diamond property in Texas. The 1904 administration building houses acclaimed chef Steve McHugh's charcuterie-driven Cured restaurant. The historic Mueller House lives on as 2023 James Beard "Emerging Chef" nominee Jennifer Dobbertin's Asian-American fusion restaurant Best Quality Daughter.

Built in 1894 for the brewery's draft horses, the graceful Pearl Stable is being

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transformed into a live music venue. Featuring a 1,000-seat “jewel box” stage that “conjures the multilayered feel of an intimate early-1900s theater with the bones and soul of a classic Texas dance hall,” Stable Hall is slated to debut in fall 2023 as an event-capable showcase for local, regional and national music.

Stable Hall will be available for select private event rentals, including full buy-outs, plus group and corporate ticket buys for shows. Additionally, when an event prospect includes a compelling music component on an available date, the Stable Hall event team will engage to produce a memorable program.



Broken Spoke, Austin

Austin lives up to its billing as the “Live Music Capital of the World” with some 250 live music venues. The tunes start upon arrival at Austin-Bergstrom International Airport, where musicians perform at passenger gates including Gate 19’s Asleep at the Wheel stage.

Hot tickets in town include ACL Live at The Moody Theater, taping home of long-running TV show *Austin City Limits*; the rocking new \$375 million, 15,000-plus seat Moody Center; Stubb’s Bar-B-Q; and 1957 legend The Continental Club.

In 1972, Willie Nelson, now 90, relocated from Nashville to Austin and revolutionized the city’s music scene. Earlier, in 1967, he played at the Broken Spoke for the first time, one of Austin’s and Texas’ most storied dance halls. Opened in 1964, this barn-style honkytonk has hosted countless other country stars.

Dedicating the venue as a Texas State Historical Marker in April 2023, Texas First



GARTH BROOKS AND DOLLY PARTON AT 58TH ACADEMY OF COUNTRY MUSIC AWARDS, FRISCO

Lady Cecilia Abbott stated that, “Places like the Broken Spoke are crucial touchpoints with our Texas culture, connecting us with our heritage and with each other.”

Those links include hosting and catering corporate gatherings for clients including Google and Visit Austin, and special events such as a movie wrap party for Quentin Tarantino. Groups can also book private Texas Two-Step dance lessons.

White Oak Music Hall, Houston

Greater Houston’s sprawl extends to its vast live music landscape, with group options in every direction. 713 Music Hall is a new 5,000-capacity venue at the POST Houston mixed-use complex. Texas stars including Lyle Lovett and Lucinda Williams launched their careers at 1970 folk and acoustic music shrine Anderson Fair. The Hobby Center and Wortham Center are multi-venue performing arts showcases for diverse live programming. The Cynthia Woods Mitchell

Pavilion in The Woodlands, ranked second in the world for 2022 ticket sales, and Grand 1894 Opera House in Galveston are Texas institutions.

After opening in 2016 near downtown, White Oak Music Hall fast became a go-to destination for live music. Versatile rentals on the five-acre complex include the 1,000-capacity bi-level Music Hall and 200-person Stage at White Oak Music Hall. Outdoor stages with skyline views include the 800-capacity Lawn and 100-capacity Roof Deck. The event-capable Raven Tower is a six-story architectural quirk from the 1970s with an outdoor patio and bar. Buy-outs for 3,000-plus people are available.

Toyota Music Factory, Irving

From 1971 to 2010, Texas Stadium, the iconic former home of the Dallas Cowboys, was the extent of the fun in Irving. Incorporating pioneering planned community Las Colinas, the city, advantageously located



ROOF DECK, WHITE OAK MUSIC HALL, HOUSTON



TOYOTA MUSIC FACTORY CONCERT, IRVING

VISIT IRVING TEXAS

between Dallas and Fort Worth and close to DFW International and Dallas Love Field airports, was deep in corporate headquarters and hotel rooms but more about business than play.

“For decades, we had to rely on offerings in our neighboring communities for group offsite events, often providing rebates to cover the cost of transportation,” said Irving CVB Executive Director Maura Gast. That was then. Irving today marches to a pulsing new beat as a live music and entertainment destination following the 2017 opening of the Toyota Music Factory. Within walking distance of the Irving Convention Center and Westin Irving Convention Center, the venue stages headliner shows at the open-air Pavilion with three

flexible indoor-outdoor seating sets for up to 8,000 people.

The 17-acre complex also includes 20-plus restaurants and bars, an outdoor performance plaza and Alamo Drafthouse movie house.

Distinct new dining and outdoor event spaces include Water Street; reimagined Williams Square Plaza, home of the famed Mustangs of Las Colinas sculpture; and the Levy Event Plaza on Lake Carolyn in the heart of Las Colinas.


Love & War in Texas, Plano

Fast-evolving Plano may look corporate-centric, but to the surprise of even locals, the city has a distinct musical heartbeat with 30-plus live performance venues.

Popular stages include the versatile Box Garden outdoor entertainment venue at the multi-faceted Legacy Food Hall complex; 321-seat, proscenium-style Courtyard Theater in the Downtown Plano Arts District; and picturesque 1,500-seat Red Tail Amphitheater at Oak Point Park.

Seemingly airlifted from Hill Country, Love & War in Texas, which opened in 1999 as a tribute to Lone Star life and culture, is authentic Texas defined.

Founder Tye Phelps is a seventh-generation Texan from Laredo whose father worked for Texas Tourism. Their roaming statewide travels inspired and informed every aspect of this local institution, which combines a restaurant, music venue and shaded outdoor patio.

The menu takes guests on a sizzling culinary tour of Texas, from brisket street tacos and Caddo Lake catfish to wild boar quesadillas and Texas chicken fried steak. Exceptional, too, is the live music and the venue’s support for musicians. In the way of Grammy-winning country superstar Miranda Lambert, who got her start here as a 15-year-old, aspiring singer-songwriters share the historic stage with national acts. 



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Tried & True

OMNI LA MANSION DEL RIO
EXTERIOR, SAN ANTONIO

Texas hotels and resorts that stand the test of time

BY JEFF HEILMAN

The Texas hospitality landscape keeps expanding with new, planned, renovated and converted hotels and resorts.

The latest United States Construction Pipeline Trend Report from Lodging Econometrics, for Q1 2023, shows Dallas leading the nation in hotel construction pipelines, projects in early planning and scheduled starts in the next 12 months.

Renovations and brand conversions have been running hot for multiple consecutive quarters, too. Houston is currently second in the nation with 38 combined projects totaling 3,969 rooms.

Amid these increasing options for Texas groups, established operators maintain their appeal. Here are five familiar guardians of Texas' high hospitality standards.

Omni La Mansión del Rio, San Antonio

Concierge-led tours of this AAA Four Diamond hacienda-style landmark reveal an origin story and legacy as captivating as San Antonio itself. Arriving in 1852, just 16 years after the fall of the Alamo, four brothers of international Roman Catholic congregation the Society of Mary, or Marists, built a school on a site by the San

Antonio River not far from the Alamo.

Opened in 1853, St. Mary's Institute was expanded over time, including the 1934 addition of a law school. In 1966, former St. Mary's law student Patrick Kennedy purchased the property. Two years later, after adding a six-story extension overlooking the river and giving the building's exterior a Spanish Colonial Revival-style makeover, he opened La Posada Motor Hotel in time for HemisFair '68, the event that introduced San Antonio to the world.

Acquired and renamed by Omni Hotels in 2006, this transporting 338-room time capsule conveys a captivating sense of place throughout. Groups have 18,000-plus square feet of flexible space in 16 naturally lit rooms and four ballrooms with modern amenities and technologies following a multimillion-dollar update in 2020. Distinctive venues include the 500-capacity Iberian Ballroom.

Dining experiences include the year-old

Four Brothers restaurant, blending Southern and South Texas cuisine with Latin and French influences, and speakeasy-inspired El Colegio Bar in the former law school space.

Located across the River Walk, 99-room companion Omni property Mokara Hotel & Spa features the AAA Four Diamond Ostra seafood restaurant, Forbes Four-Star spa treatments and versatile spaces including a scenic rooftop terrace.

Hyatt Regency Hill Country Resort and Spa

In May 2023, Hyatt Regency increased its Texas footprint to 13 full-service properties with the openings of Hyatt Regency Baytown-Houston and Hyatt Regency Conroe. That same month, Hyatt Regency Hill Country Resort and Spa, just 20 minutes west of downtown San Antonio, marked its 30th anniversary with the completion of a \$50 million guest room and meeting space renovation.



OMNI HOTELS



HYATT REGENCY HILL COUNTRY RESORT AND SPA

HYATT

Set on the former 300-acre Rogers-Wiseman family ranch from 1887, the AAA Four Diamond property, offering more than 100,000 square feet of flexible and customizable indoor and outdoor space, has history and authentic down-home Hill Country charm on its side.

The makeover of all 500 rooms and suites pays homage to the past with an upscale, ranch-inspired aesthetic and unique heritage-themed artwork and photos of the ranch and San Antonio. Meeting venues including the Hill Country Ballroom, Fredericksburg Ballroom and all indoor breakout rooms were updated with new carpeting, wall coverings, light fixtures and sound systems.

World-class amenities include the luxurious Windflower Spa and championship golf at the 27-hole Hill Country Golf Club. Six dining concepts include the signature Antlers Lodge restaurant, serving locally sourced cuisine. Plus, the property features four pools, a five-acre water park and a country-style lazy river.

JW Marriott San Antonio Hill Country Resort & Spa

San Antonio groups can also spread their wings at this luxurious 1,002-room haven set on 600 acres of rolling oak-covered hills some 20-plus miles north of downtown.

That includes taking care of business on a Texas-size scale, with 267,893 square feet of total event space encompassing 40 event rooms and 52 breakout rooms. At 40,500 square feet, the 6,300-capacity Grand Oaks Ballroom is the largest group space.

Featuring an indoor fireplace and Hill Country views, the standalone Sunday House sets an inspiring stage for board meetings, executive retreats and receptions.

Top-tier amenities include the 18 Oaks steakhouse restaurant and bar, luxurious Lantana Spa and breathtaking infinity pool. At the onsite nine-acre River Bluff Water Park, the multi-use River Bend Pavilion offers 5,000 square feet of indoor space along with a 4,200-square-foot covered deck and 18,000-square-foot event lawn.

Located 20 miles north of the resort in Spring Branch, Knibbe (ka-NIB-bee) Ranch is a partner venue for quintessential Texas events. Founded in 1852 by German immigrants, this fifth-generation working cattle ranch hosts memorable group gatherings in an all-weather facility with a live performance stage. Experiences include photo-ops with tame Texas Longhorns.

The Las Colinas Resort Dallas, Irving

Opened in 1986, Four Seasons Resort Dallas at Las Colinas was Irving's longtime luxurious calling card for groups. Set on 400 acres, the 431-room landmark was also famed for its TPC Las Colinas golf course, home of the PGA Tour's annual AT&T Byron Nelson from 1983 to 2017.

The property is switching to Marriott International's Ritz-Carlton brand under a new joint venture-led management agreement already in effect with interim renaming of the property as Las Colinas Resort Dallas. Following a \$55 million property-wide makeover now underway, the resort will be reintroduced as The Ritz-Carlton Dallas, Las Colinas.

Targeting completion in 2024, capital improvements include all guest rooms and villas, and the renovation of 84,000 square feet of group space. Other updates include new food and beverage concepts, a Ritz-Carlton Club Lounge, activation of the outdoor pool area and refresh of the 14,000-square-foot spa. The property is open throughout the renovation.



THE RITZ-CARLTON DALLAS, LAS COLINAS OUTDOOR POOL RENDERING

MARRIOTT INTL.

Grand Galvez, Galveston

Opened in 1911 and celebrated as the "Queen of the Gulf," Hotel Galvez has been renamed Grand Galvez following a multimillion-dollar renovation. Makeover highlights include all 220 guest rooms and renewal of the original Peacock Alley, the grand walkway from the lobby to the spa and ballroom not seen for 70-plus years.

The most dramatic new element is the



GRAND GALVEZ, GALVESTON

GRAND GALVEZ AND SEAWALL HOSPITALITY

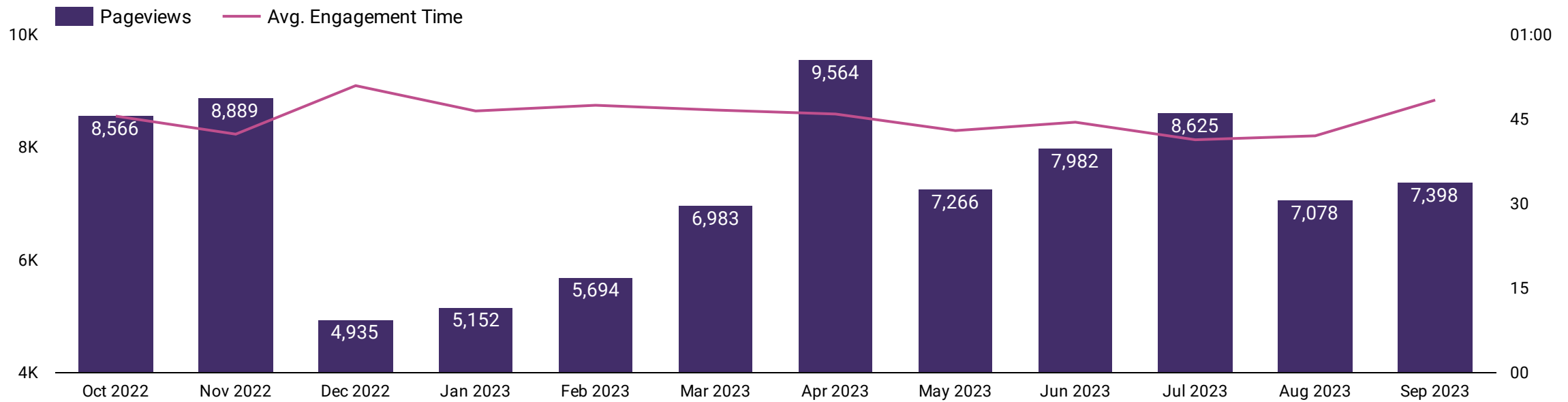
lobby mosaic. Designed by Grand Galvez owner Mark Wyant and his interior designer wife, Lorenda Wyant, this 43-foot by 7-foot Murano glass mosaic pays magnificent homage to the hotel's famed moniker.

Fabricated by a family of artisans in a town north of Venice, Italy, the mosaic features a pink and red oleander garland, accented with classic native Texas Gulf shells, that surrounds a gold "Queen of the Gulf" banner. Assembled onsite, the mosaic comprises tens of thousands of Murano glass tiles in nearly 200 colors.

Now part of the Marriott Autograph Collection, the AAA Four Diamond beachfront landmark offers a collection of grand event spaces. Sold together, the former Terrace nightclub and open-air Veranda form 5,000 square feet of ballroom space for 300-person seated dinners. Featuring the hotel's original lobby bar, the 5,000-square-foot Music Hall overlooks 300-capacity Centennial Green, a dramatic outdoor space with Gulf views. Other plein-air venues include the Oleander Garden and palm-tree framed Center Lawn.

Named the Founders Bar and featuring portraits of the hotel's original five founders along with historical photographs and mementos, the new lobby bar serves specialty drinks such as the "Ghost Bride" after Audra, the spirit that reportedly still haunts the hotel. [m](#)

Blog Pageviews



Blog List

	Page path	Pageviews
1.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	7,961
2.	/blog/stories/post/irving-texas-bluebonnets-guide/	6,115
3.	/blog/	3,721
4.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	2,776
5.	/blog/stories/post/top-10-quirky-must-do-things-in-irving/	2,441
6.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	2,106
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10.	/blog/stories/post/spooktacular-halloween-fun-in-irving/	1,884

Email Lists (YTD)

Sep 1, 2023 - Sep 30, 2023

	Date ▾	Type	Email Title	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1.	Sep 2023	Leisure	Leisure Newsletter- September 2023	4,073	3,985	97.84%	1,468	36.84%	64	1.61%	4.36%	88
2.	Aug 2023	Leisure	Leisure Newsletter - August 2023	4,074	3,987	97.86%	1,463	36.69%	46	1.15%	3.14%	88
3.	Aug 2023	Others	High Spirited Citizens 2023	64	59	92.19%	45	76.27%	4	6.78%	8.89%	5
4.	Jun 2023	Meetings	Meet in Irving	1	1	100%	1	100%	1	100%	100%	0
5.	Jun 2023	Leisure	Leisure Newsletter - June 2023 V3	4,219	4,053	96.07%	1,145	28.25%	51	1.26%	4.45%	166
6.	Jun 2023	Leisure	Leisure Newsletter - July 2023	4,095	4,016	98.07%	1,361	33.89%	71	1.77%	5.22%	79
7.	Apr 2023	Others	2023 Hotel Needs Analysis Survey Last...	109	109	100%	34	31.19%	3	2.75%	8.82%	0
8.	Apr 2023	Others	2023 Hotel Analysis Survey Reminder	111	111	100%	40	36.04%	4	3.6%	10%	0
9.	Apr 2023	Others	2023 Needs Analysis Survey	118	118	100%	46	38.98%	8	6.78%	17.39%	0
10.	Mar 2023	Leisure	Leisure Newsletter - March 2023	3,529	3,432	97.25%	1,220	35.55%	52	1.52%	4.26%	97
11.	Mar 2023	Apps	Irving Rocks - Hangover Kit QR Code	94	90	95.74%	80	88.89%	2	2.22%	2.5%	4
12.	Mar 2023	Apps	Irving Rocks - Hangover Kit Mailing E...	34	32	94.12%	20	62.5%	11	34.38%	55%	2
13.	Mar 2023	Others	[Test] QR Code	1	1	100%	1	100%	0	0%	0%	0
14.	Feb 2023	Leisure	Leisure Newsletter - February 2023	3,503	3,393	96.86%	1,233	36.34%	73	2.15%	5.92%	110
15.	Jan 2023	Leisure	Leisure Newsletter - Jan 2023	3,420	3,357	98.16%	1,171	34.88%	104	3.1%	8.88%	63
Grand total				27,445	26,744	97.45%	9,328	34.88%	494	1.85%	5.3%	702

Social Media Overview

Organization: CVB (1) ▾

Oct 1, 2022 - Sep 30, 2023 ▾

Total All Platforms

Total Followers

131,706

Facebook Instagram Twitter LinkedIn



Total Impressions

34,129,112

↓ -7,085,527

Facebook Instagram Twitter LinkedIn



Total Engagements

1,290,237

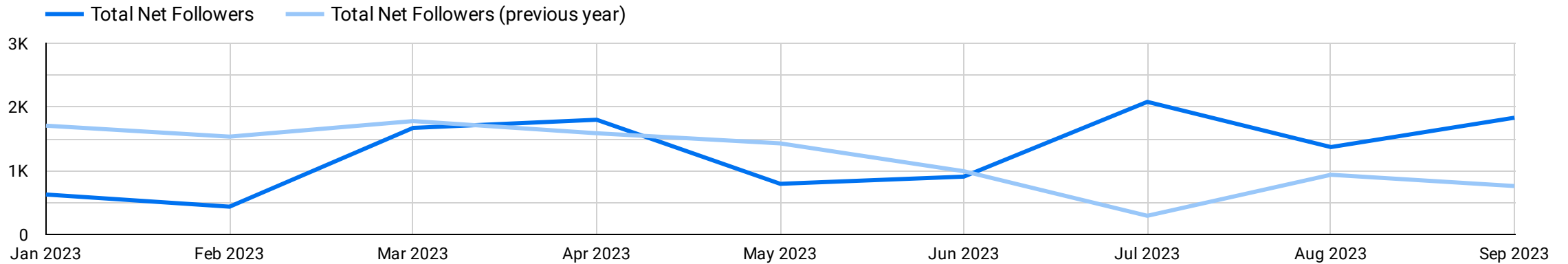
↑ 85,124

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	105,942		18,966		5,771		1,027	-
Impressions	22,959,990	-8,301,011 ↓	11,149,038	1,253,397 ↑	11,603	-40,338 ↓	8,481	2,425 ↑
Engagements	421,366	-108,202 ↓	867,449	193,972 ↑	577	-892 ↓	581	158 ↑
Net Followers	7,801	-4,435 ↓	5,309	2,957 ↑	-15	-46 ↓	158	66 ↑



Social Media Overview

Organization: CC (1) ▾

Oct 1, 2022 - Sep 30, 2023 ▾

Total All Platforms

Total Followers

26,223

Facebook Instagram Twitter LinkedIn



Total Impressions

10,388,155

↑ 2,569,212

Facebook Instagram Twitter LinkedIn



Total Engagements

660,213

↑ 143,436

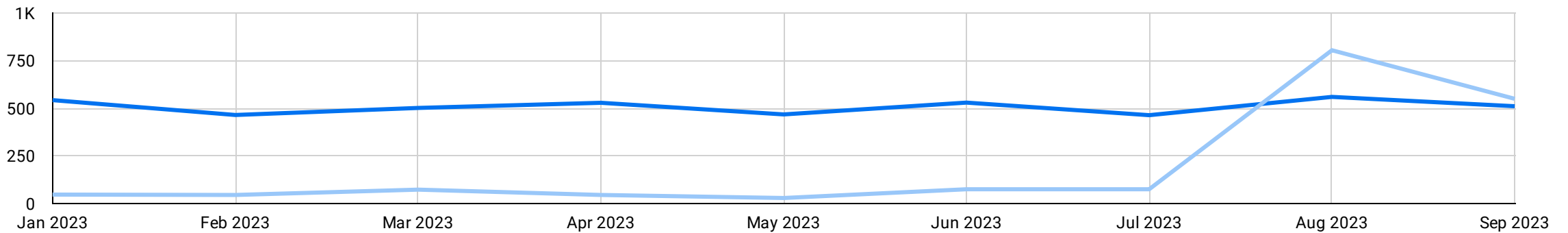
Facebook Instagram Twitter LinkedIn Engagement



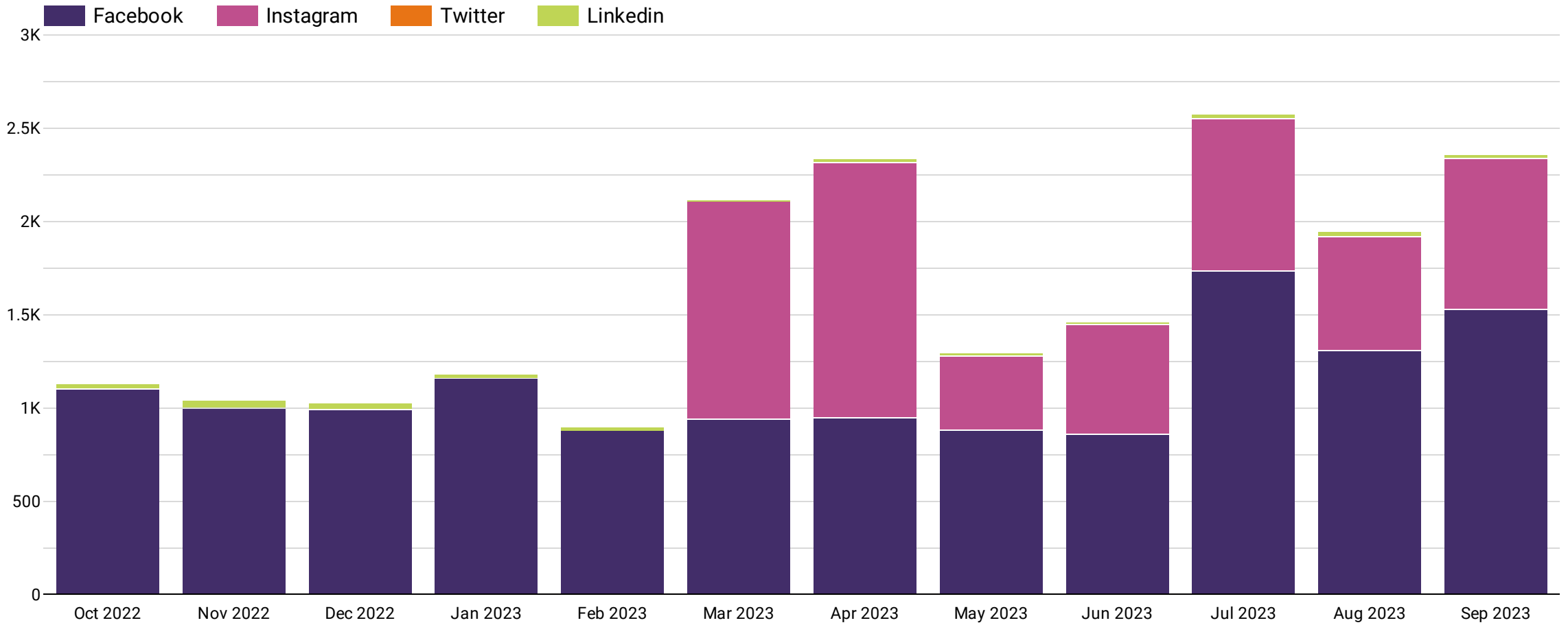
By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	20,287		2,988		2,414		534	-
Impressions	9,416,115	1,798,089 ↑	967,392	770,459 ↑	1,979	-1,576 ↓	2,669	2,240 ↑
Engagements	585,584	97,128 ↑	74,163	45,990 ↑	86	-11 ↓	380	329 ↑
Net Followers	5,542	3,950 ↑	455	311 ↑	-51	-50 ↓	106	58 ↑

— Total Net Followers — Total Net Followers (previous year)



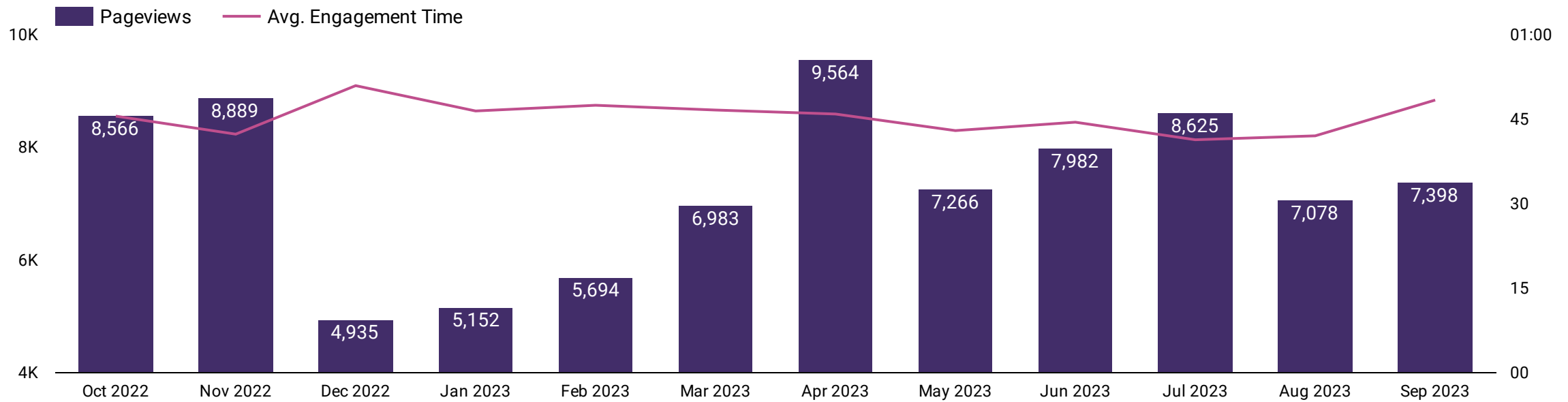
Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	105,942	18,966	5,771	1,027	131,706
CC	20,287	2,988	2,414	534	26,223
Grand Total	126,229	21,954	8,185	1,561	157,929

Blog Pageviews



Blog List

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1.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	1,573
2.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	492
3.	/blog/	376
4.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	311
5.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	300
6.	/blog/stories/post/where-to-get-pampered-in-irving/	254
7.	/blog/stories/post/best-places-to-dine-with-a-view-in-irving/	217
8.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	163
9.	/blog/stories/post/say-cheese-its-national-queso-day/	161
10.	/blog/stories/post/texas-stadium-looking-back-at-a-legend/	131

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12.	Mar 2023	Apps	Irving Rocks - Hangover Kit Mailing E...	34	32	94.12%	20	62.5%	11	34.38%	55%	2
13.	Mar 2023	Others	[Test] QR Code	1	1	100%	1	100%	0	0%	0%	0
14.	Feb 2023	Leisure	Leisure Newsletter - February 2023	3,503	3,393	96.86%	1,233	36.34%	73	2.15%	5.92%	110
15.	Jan 2023	Leisure	Leisure Newsletter - Jan 2023	3,420	3,357	98.16%	1,171	34.88%	104	3.1%	8.88%	63

Grand total **27,445** **26,744** **97.45%** **9,328** **34.88%** **494** **1.85%** **5.3%** **702**

Social Media Overview

Organization: CVB (1) ▾

Sep 1, 2023 - Sep 30, 2023 ▾

Total All Platforms

Total Followers

131,706

Facebook Instagram Twitter LinkedIn



Total Impressions

3,244,145

↓ -239,801

Facebook Instagram Twitter LinkedIn



Total Engagements

121,565

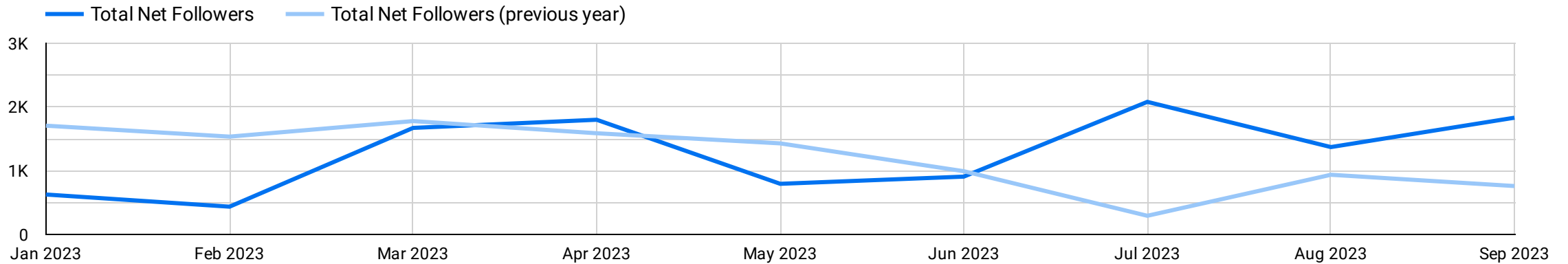
↑ 12,967

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	105,942		18,966		5,771		1,027	-
Impressions	2,400,935	201,297 ↑	842,163	-20,837 ↓	641	586 ↑	406	-563 ↓
Engagements	41,520	-607 ↓	79,984	2,098 ↑	36	32 ↑	25	-54 ↓
Net Followers	1,084	255 ↑	752	208 ↑	-6	2 ↑	6	-4 ↓



Social Media Overview

Organization: CC (1) ▾

Sep 1, 2023 - Sep 30, 2023 ▾

Total All Platforms

Total Followers

26,223

Facebook Instagram Twitter LinkedIn



Total Impressions

793,959

↓ -136,821

Facebook Instagram Twitter LinkedIn



Total Engagements

56,266

↓ -3,993

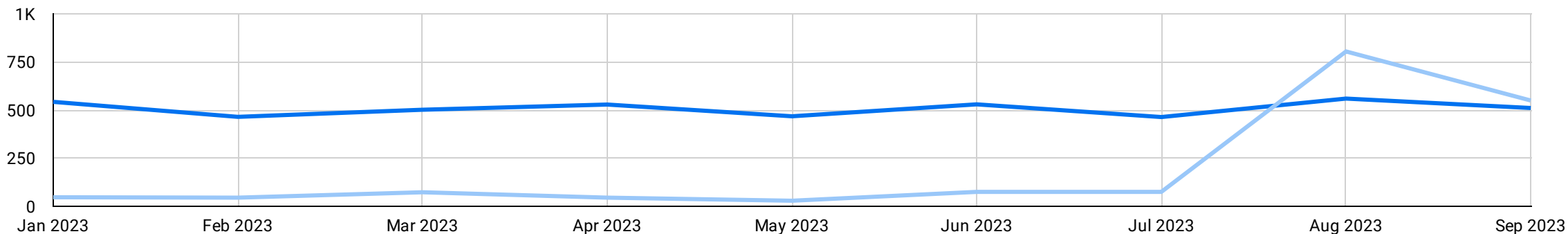
Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	20,287		2,988		2,414		534	-
Impressions	683,087	181,956 ↑	110,395	-5,347 ↓	117	116 ↑	360	-406 ↓
Engagements	48,107	14,442 ↑	8,114	-26 ↓	4	4 ↑	57	-61 ↓
Net Followers	444	-37 ↓	60	-3 ↓	-4	1 ↑	12	-10 ↓

Total Net Followers Total Net Followers (previous year)





DATE: October 20, 2023
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – September Data

STR

Irving's hotel occupancy rate for September was 70.2%. When comparing the current month's occupancy numbers to last year, Irving's occupancy slightly increased 0.7%, while Texas figures also increased slightly 0.2% and the US figures decreased 0.5% for the month. Demand for the current period increased 1.4% and YTD increased 3.0% over last year, while STR data reflects a 0.7% increase for the current period and a 2.4% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$122.54, up 0.7% in September compared to last year, leaving Irving's YTD average daily rate at \$121.50, up 6.7% over last year.

As you review the current data, please remember that at this time last year, confidence in traveling had not yet completely returned. While the data may reflect an uptick from last year's lowest times, it should definitely not be mistaken for a complete recovery.

AirDNA

For the month of September, there were 665 available listings in Irving which was a 16.7% increase in listings over last year's figure of 570. The average daily rate for September was \$222.30, which was a decrease of 0.46 over last year, with an occupancy percentage of 55.9%, which was an increase of 0.48% compared to last year.

For the hotel comparable subset, the average daily rate for September was \$120.52, an increase of 1.08% from last year, with occupancy at 60.6%, an increase of 11.19% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: September 2023

	Current Month - September 2023 vs September 2022												Year to Date - September 2023 vs September 2022											
	Occ %		ADR		RevPAR		Percent Change from September 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	66.2	66.6	160.18	154.82	106.07	103.04	-0.5	3.5	2.9	3.3	0.3	-0.2	64.3	63.5	155.77	148.77	100.16	94.42	1.3	4.7	6.1	6.4	0.3	1.6
Texas	61.9	61.8	119.22	115.58	73.83	71.41	0.2	3.2	3.4	4.4	1.0	1.2	63.4	62.2	117.99	112.54	74.82	70.03	1.9	4.8	6.8	7.7	0.8	2.7
Atlanta, GA	64.9	67.0	124.55	124.98	80.81	83.76	-3.2	-0.3	-3.5	-2.5	1.0	-2.2	66.3	65.6	126.33	118.09	83.77	77.47	1.1	7.0	8.1	9.3	1.1	2.2
Arlington, TX	69.3	66.5	132.84	125.50	92.09	83.51	4.2	5.8	10.3	12.2	1.7	6.0	69.0	68.0	111.74	105.71	77.09	71.84	1.5	5.7	7.3	9.2	1.7	3.3
Charlotte, NC	65.8	66.3	125.19	129.81	82.33	86.06	-0.8	-3.6	-4.3	-4.1	0.2	-0.6	66.0	63.9	123.97	118.32	81.78	75.62	3.2	4.8	8.1	7.4	-0.7	2.5
Fort Worth, TX+	67.5	66.0	142.89	126.27	96.51	83.33	2.3	13.2	15.8	17.3	1.3	3.7	67.4	66.2	130.37	119.26	87.90	78.97	1.8	9.3	11.3	11.5	0.2	2.0
Frisco, TX+	64.6	68.2	172.21	141.89	111.25	96.72	-5.2	21.4	15.0	30.2	13.2	7.3	65.1	62.8	161.40	141.58	105.07	88.92	3.7	14.0	18.2	27.0	7.5	11.4
Grapevine, TX+	74.8	67.1	198.97	185.56	148.92	124.46	11.6	7.2	19.7	19.7	0.0	11.6	75.7	71.5	203.74	197.44	154.28	141.27	5.8	3.2	9.2	9.2	0.0	5.8
Irving, TX+	70.2	69.7	122.54	119.59	86.00	83.31	0.7	2.5	3.2	4.0	0.7	1.5	69.4	67.7	121.50	113.83	84.27	77.10	2.4	6.7	9.3	10.4	1.0	3.4
Nashville, TN	73.4	74.2	187.14	179.06	137.32	132.91	-1.1	4.5	3.3	4.6	1.3	0.1	70.2	68.5	179.60	168.01	126.04	115.13	2.4	6.9	9.5	12.3	2.6	5.1
Phoenix, AZ	64.8	66.3	142.31	139.15	92.21	92.20	-2.2	2.3	0.0	1.0	1.0	-1.2	68.7	67.7	176.63	160.84	121.32	108.87	1.5	9.8	11.4	11.6	0.1	1.6
San Jose, CA+	70.9	65.9	168.04	162.71	119.19	107.15	7.7	3.3	11.2	11.9	0.6	8.3	63.5	62.3	158.78	151.25	100.88	94.17	2.1	5.0	7.1	12.6	5.1	7.3

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	69.6	143.30	99.71	56.2	117.11	65.77	US	47.7	40.2	107.0	28.6	8.6	39.6
Texas	65.7	105.97	69.67	59.2	92.24	54.60	Texas	49.7	38.6	107.5	30.3	6.3	38.4
Irving	65.6	98.71	64.73	56.2	87.07	48.95	Irving	91.6	37.5	163.4	31.3	-7.6	21.3
Best USA	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Grpvine	Nshvle	Nshvle	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	69.0	227.7	43.4	13.8	42.5
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	51.9	189.4	43.4	13.8	42.5
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3

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

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: September 2023

	Current Month - September 2023 vs September 2022												Year to Date - September 2023 vs September 2022											
	Occ %		ADR		RevPAR		Percent Change from September 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	70.2	69.7	122.54	119.59	86.00	83.31	0.7	2.5	3.2	4.0	0.7	1.5	69.4	67.7	121.50	113.83	84.27	77.10	2.4	6.7	9.3	10.4	1.0	3.4
Luxury/Full Service Irving+	69.7	70.8	167.21	166.40	116.56	117.76	-1.5	0.5	-1.0	-1.1	-0.1	-1.6	68.2	65.3	166.27	157.49	113.42	102.87	4.4	5.6	10.3	10.2	-0.1	4.4
All Suite/Extended Stay Irving+	73.8	70.1	102.47	95.62	75.64	66.99	5.4	7.2	12.9	15.9	2.7	8.2	74.2	70.0	100.27	93.59	74.43	65.48	6.1	7.1	13.7	17.9	3.8	10.1
Limited Service Irving+	69.8	73.5	117.23	106.58	81.84	78.34	-5.0	10.0	4.5	4.5	0.0	-5.0	71.9	73.4	114.96	104.88	82.65	76.93	-2.0	9.6	7.4	7.4	0.0	-2.0
Budget Irving+	65.5	63.4	66.94	66.75	43.84	42.35	3.2	0.3	3.5	3.6	0.0	3.3	61.9	64.4	67.76	65.82	41.96	42.42	-3.9	2.9	-1.1	-1.0	0.0	-3.9
Las Colinas+	69.1	67.2	141.03	141.27	97.48	94.90	2.9	-0.2	2.7	2.6	-0.1	2.8	68.0	64.5	138.51	132.21	94.16	85.25	5.4	4.8	10.4	13.5	2.7	8.3
DFW North+	74.6	74.8	115.87	112.15	86.45	83.83	-0.2	3.3	3.1	5.7	2.5	2.3	74.1	73.4	117.29	108.30	86.88	79.47	1.0	8.3	9.3	8.9	-0.4	0.6
DFW South+	66.9	68.0	101.09	95.11	67.63	64.72	-1.7	6.3	4.5	4.5	0.0	-1.7	66.3	66.4	99.54	93.54	66.00	62.15	-0.2	6.4	6.2	6.2	0.0	-0.2
Full Service Las Colinas+	67.2	68.1	204.23	210.42	137.30	143.35	-1.3	-2.9	-4.2	-4.4	-0.2	-1.5	63.6	60.4	205.74	198.51	130.86	119.86	5.3	3.6	9.2	9.0	-0.1	5.2
Limited Service Las Colinas+	70.4	66.5	98.84	91.64	69.62	60.95	5.9	7.9	14.2	14.2	0.0	5.9	71.0	67.5	96.39	88.65	68.48	59.84	5.3	8.7	14.4	19.9	4.8	10.3
Full Service DFW North+	73.7	77.4	148.55	141.47	109.46	109.44	-4.7	5.0	0.0	0.0	0.0	-4.7	74.5	71.3	148.46	137.92	110.55	98.34	4.4	7.6	12.4	12.4	0.0	4.4
Limited Service DFW North+	75.2	73.0	95.17	91.21	71.58	66.58	3.0	4.3	7.5	12.1	4.2	7.4	73.8	74.7	96.69	89.90	71.37	67.18	-1.2	7.5	6.2	5.6	-0.6	-1.8
Full Service DFW South+																								
Limited Service DFW South+	65.9	68.6	92.92	87.93	61.23	60.28	-3.9	5.7	1.6	1.6	0.0	-3.8	65.2	66.1	91.90	86.91	59.88	57.47	-1.5	5.7	4.2	4.2	0.0	-1.4

AirBNB Data	Occ %				ADR				RevPAR				Percent Change from Prior Year				Occ %				ADR				RevPAR				Percent Change from Prior Year YTD			
	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	55.9	55.7	222.30	223.32	124.37	124.34	0.48	-0.46	0.02	5.8	15.0	9.7	56.5	59.01	218.06	214.95	123.22	126.84	-4.24	1.45	-2.85	5.1	18.7	11.1								
Hotel Comparable	60.6	54.47	120.52	119.24	73.00	64.95	11.19	1.08	12.39	2.7	-8.6	1.6	59.1	61.27	113.15	114.19	66.84	69.97	-3.59	-0.92	-4.47	-14.9	-10.9	-14.1								

Available Listings	2023	2022	% Chg
Entire Place	359	356	0.8
Private Room	209	149	40.3
Shared Room	97	65	49.2
Total Available Listings	665	570	16.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12907	11479
Luxury/Full Service Irving+	16	14	4844	4244
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1792	1792
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5479	5143
DFW North+	25	25	3904	3904
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2255	2255
Limited Service Las Colinas+	24	23	3224	2888
Full Service DFW North+	4	4	1533	1533
Limited Service DFW North+	21	21	2371	2371
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001	74.1	295,894	799,475	4.6%	9.8%	5.0%	9.4%
April	74.5	286,896	1,014,897	73.5	285,997	1,085,472	-0.3%	7.0%	-0.4%	6.7%
May	71.2	280,494	1,295,391	71.1	284,376	1,369,848	1.4%	5.7%	0.1%	5.2%
June	74.3	283,046	1,578,437	72.8	281,951	1,651,799	-0.4%	4.6%	-1.5%	3.9%
July	66.3	265,307	1,843,744	66.2	264,729	1,916,528	-0.2%	3.9%	0.6%	3.4%
August	66.3	261,179	2,104,923	63.9	255,500	2,172,028	-2.2%	3.2%	-2.8%	2.6%
September	70.3	268,063	2,372,986	70.2	271,725	2,443,753	1.4%	3.0%	0.7%	2.4%
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

Irving, Texas & United States Comparison

September 2023

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%
MAR	121.23	8.8%	120.46	12.7%	74.1%	5.0%	68.8%	9.4%	89.89	14.3%	82.90	23.3%
APRIL	127.59	7.5%	122.84	11.5%	73.5%	-0.4%	70.0%	6.7%	93.82	7.1%	86.00	18.9%
MAY	127.15	7.1%	123.80	10.5%	71.1%	0.1%	70.4%	5.2%	90.36	7.3%	87.20	16.3%
JUNE	122.74	4.3%	123.67	9.4%	72.8%	-1.5%	70.8%	3.9%	89.37	2.8%	87.56	13.7%
JULY	114.15	1.6%	122.39	8.4%	66.2%	0.6%	70.1%	3.4%	75.52	2.2%	85.78	12.1%
AUGUST	113.41	-0.6%	121.37	7.3%	63.9%	-2.8%	69.3%	2.6%	72.42	-3.4%	84.05	10.1%
SEPTEMBER	122.54	2.5%	121.50	6.7%	70.2%	0.7%	69.4%	2.4%	86.00	3.2%	84.27	9.3%
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:		ADR	119.91	8.9%	Occupancy	68.4%	4.8%	RevPAR	81.99	14.1%		

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR	126.44	7.0%	118.45	10.2%	69.0%	2.5%	63.0%	6.4%	87.29	9.6%	74.62	17.2%
APRIL	123.88	5.5%	119.95	8.9%	65.9%	0.0%	63.7%	4.6%	81.62	5.5%	76.43	13.9%
MAY	119.79	2.2%	119.94	7.4%	63.7%	0.0%	63.7%	3.7%	76.34	2.3%	76.40	11.3%
JUNE	117.86	1.0%	119.60	6.3%	66.4%	0.3%	64.1%	3.0%	78.28	1.3%	76.72	9.5%
JULY	114.71	0.9%	118.92	5.5%	64.1%	-0.6%	64.1%	2.5%	73.57	0.3%	76.28	8.1%
AUGUST	110.19	1.8%	117.83	5.1%	59.9%	-0.6%	63.6%	2.1%	66.01	1.2%	74.93	7.3%
SEPTEMBER	119.22	3.2%	117.99	4.8%	61.9%	0.2%	63.4%	1.9%	73.83	3.4%	74.82	6.8%
OCTOBER												
NOVEMBER												
DECEMBER												

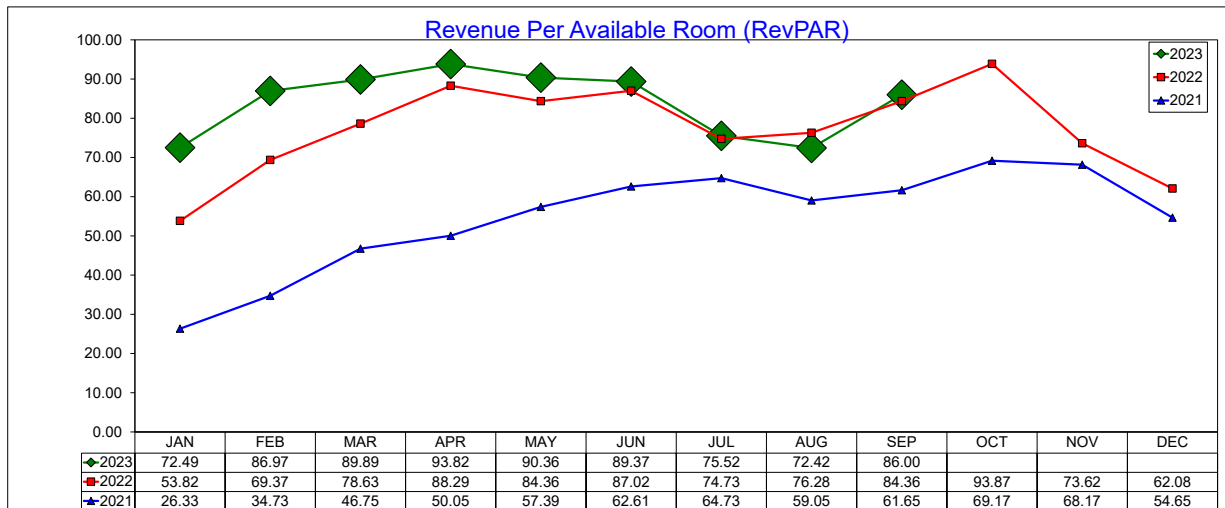
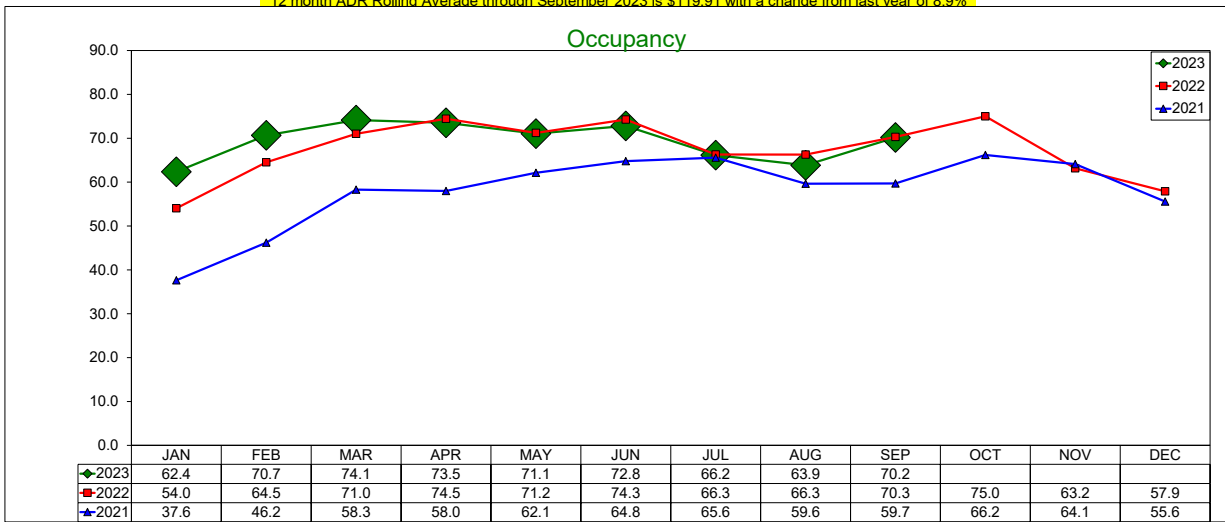
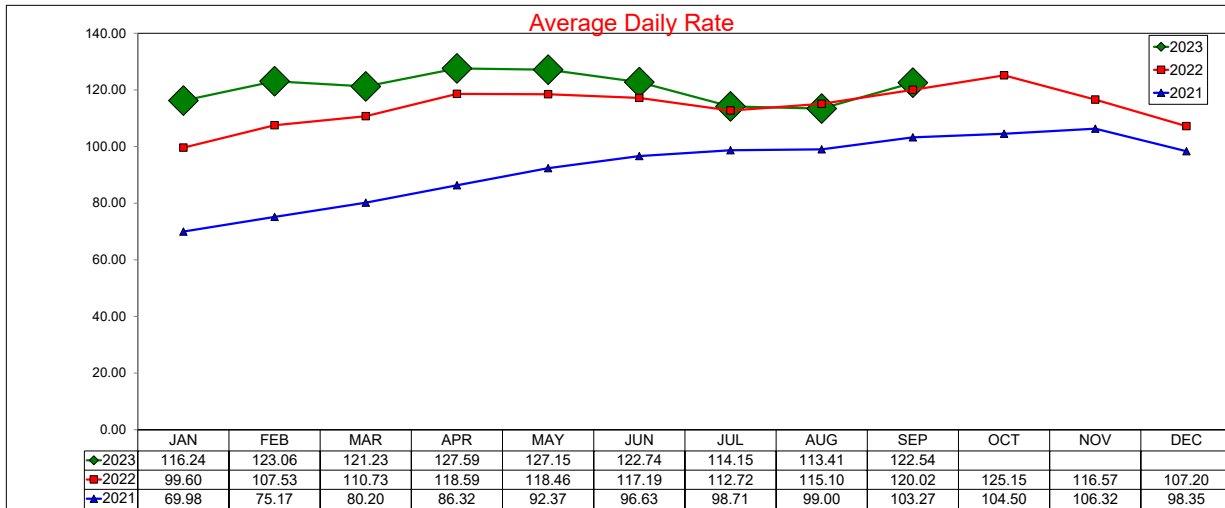
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	65.3%	2.4%	59.3%	5.9%	103.35	10.4%	89.69	16.7%
APRIL	155.77	3.4%	152.68	8.3%	64.4%	-1.4%	60.6%	3.9%	100.39	1.9%	92.59	12.5%
MAY	156.25	3.8%	153.51	7.2%	64.8%	-0.2%	61.5%	3.0%	101.31	3.7%	94.40	10.4%
JUNE	158.40	2.3%	154.45	6.2%	69.7%	-0.4%	62.9%	2.3%	110.33	1.9%	97.08	8.7%
JULY	160.31	1.3%	155.41	5.3%	69.1%	-0.5%	63.8%	1.9%	110.80	0.8%	99.13	7.3%
AUGUST	153.60	1.8%	155.19	4.9%	66.0%	-0.3%	64.1%	1.6%	101.35	1.5%	99.43	6.5%
SEPTEMBER	160.18	3.5%	155.77	4.7%	66.2%	-0.5%	64.3%	1.3%	106.07	2.9%	100.16	6.1%
OCTOBER												
NOVEMBER												
DECEMBER												

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

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

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

September 2023



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

Monthly & YTD AirDNA Data September 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR	221.25	0.1%	211.76	-3.8%	57.0%	-4.6%	50.9%	-6.8%	126.18	-4.5%	107.85	-10.3%
APRIL	219.02	5.8%	214.09	-0.9%	59.8%	-4.0%	53.5%	-5.9%	131.02	1.6%	114.50	-6.7%
MAY	213.80	9.6%	214.02	1.9%	61.5%	-5.3%	55.2%	-6.4%	131.41	3.7%	118.04	-4.6%
JUNE	225.10	6.9%	215.85	2.7%	64.8%	4.2%	56.5%	-5.1%	145.92	11.3%	122.05	-2.5%
JULY	225.59	-1.2%	217.23	1.9%	61.2%	-2.1%	57.2%	-4.8%	138.01	-3.2%	124.17	-3.0%
AUGUST	219.54	0.6%	217.48	1.7%	52.3%	-6.5%	56.6%	-4.9%	114.72	-6.0%	123.07	-3.2%
SEPTEMBER	222.30	-0.5%	218.06	1.4%	55.9%	0.5%	56.5%	-4.2%	124.37	0.0%	123.22	-2.9%
OCTOBER												
NOVEMBER												
DECEMBER												

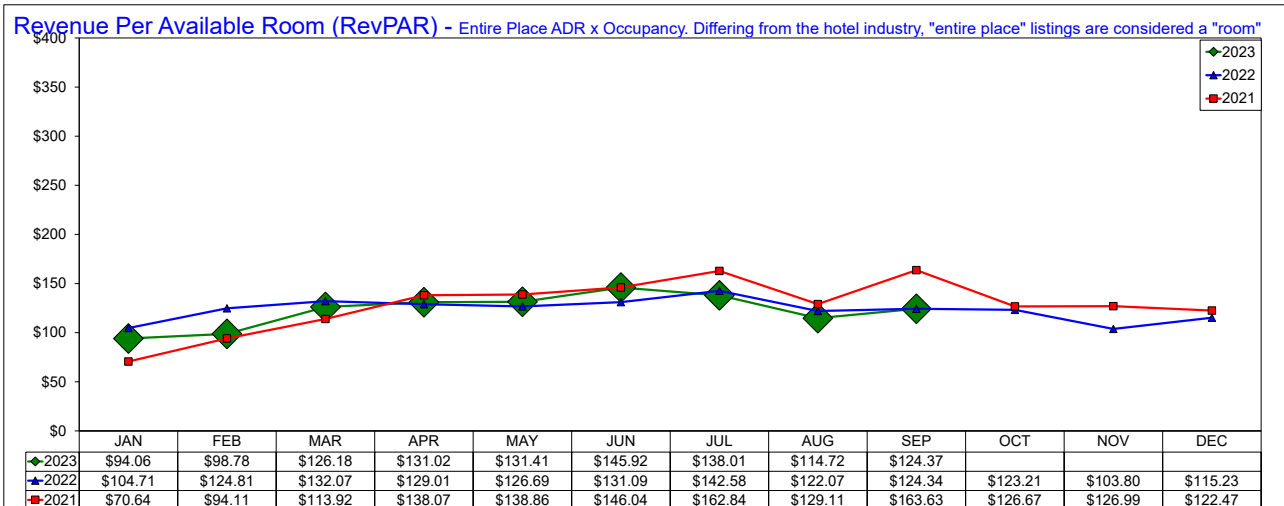
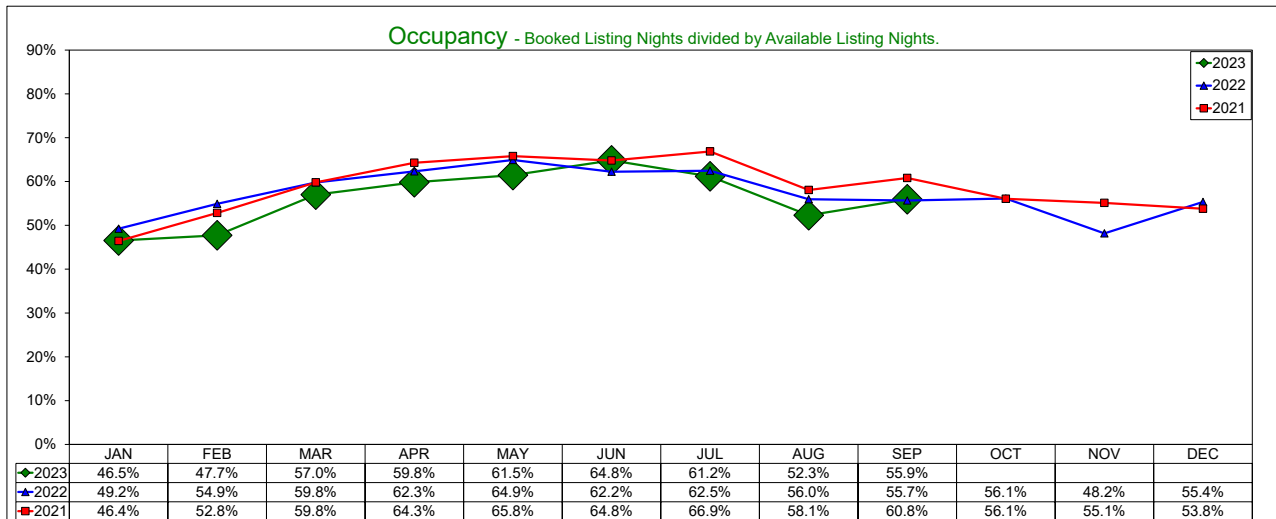
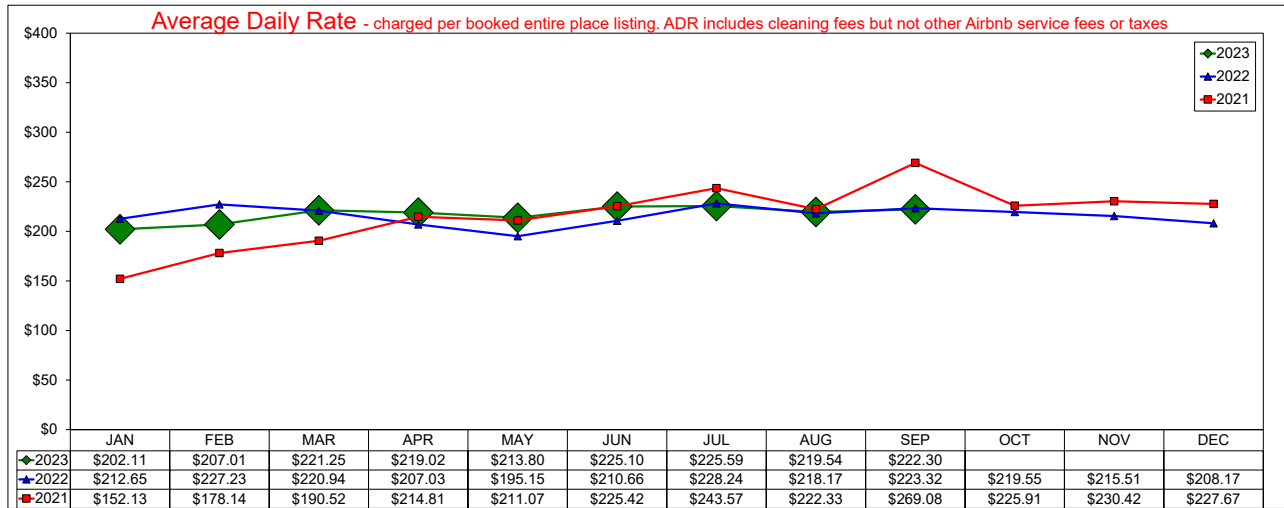
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-0.2%	107.16	-1.2%	56.0%	-8.7%	52.5%	-10.8%	62.78	-9.0%	56.24	-11.9%
APRIL	114.53	2.3%	109.76	0.1%	62.9%	-0.3%	55.7%	-7.5%	72.02	2.0%	61.17	-7.5%
MAY	116.02	0.9%	111.24	-0.2%	65.4%	-8.4%	57.8%	-9.1%	75.88	-7.5%	64.24	-9.2%
JUNE	114.22	-1.6%	111.68	-0.7%	66.8%	3.2%	58.9%	-7.6%	76.31	1.5%	65.81	-8.2%
JULY	110.57	-5.3%	111.55	-1.4%	64.5%	13.0%	59.6%	-5.0%	71.31	7.0%	66.44	-6.3%
AUGUST	117.83	0.0%	112.15	-1.3%	53.2%	-8.5%	58.9%	-5.2%	62.66	-8.5%	66.03	-6.5%
SEPTEMBER	120.52	1.1%	113.15	-0.9%	60.6%	11.2%	59.1%	-3.6%	73.00	12.4%	66.84	-4.5%
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

September 2023

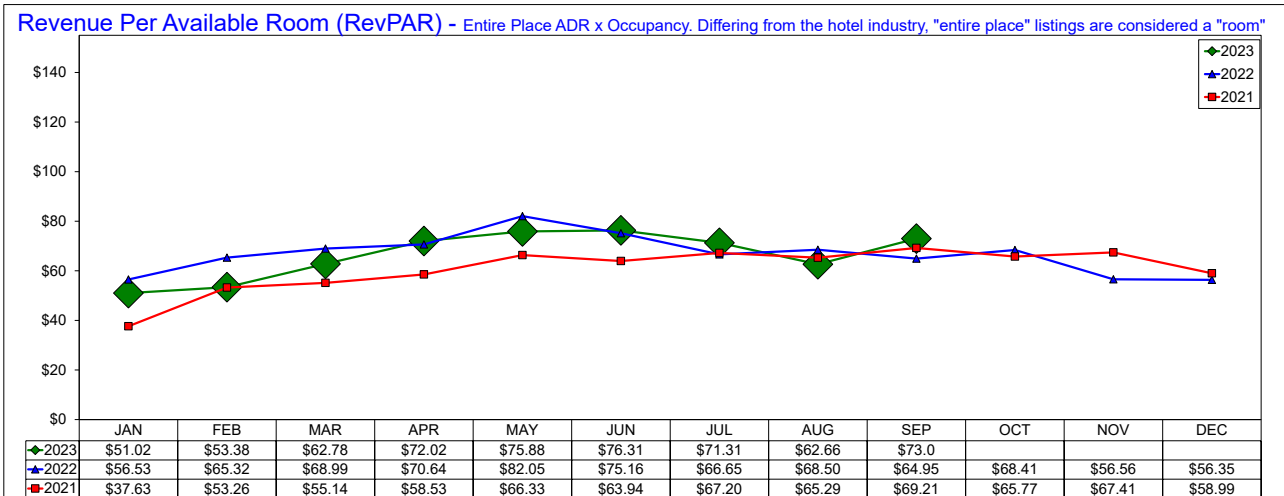
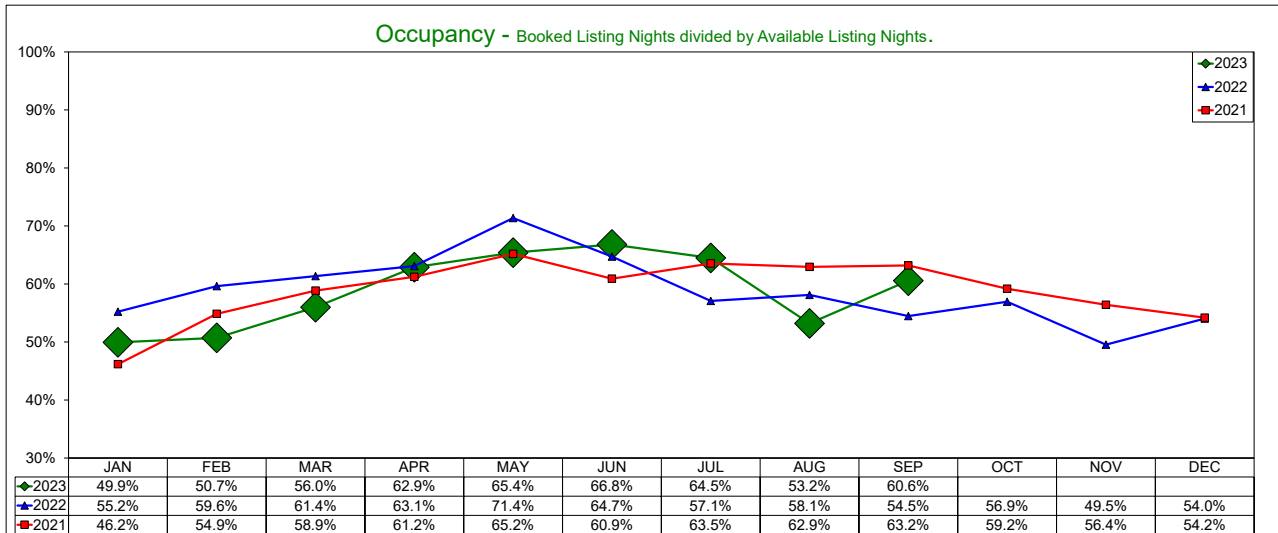
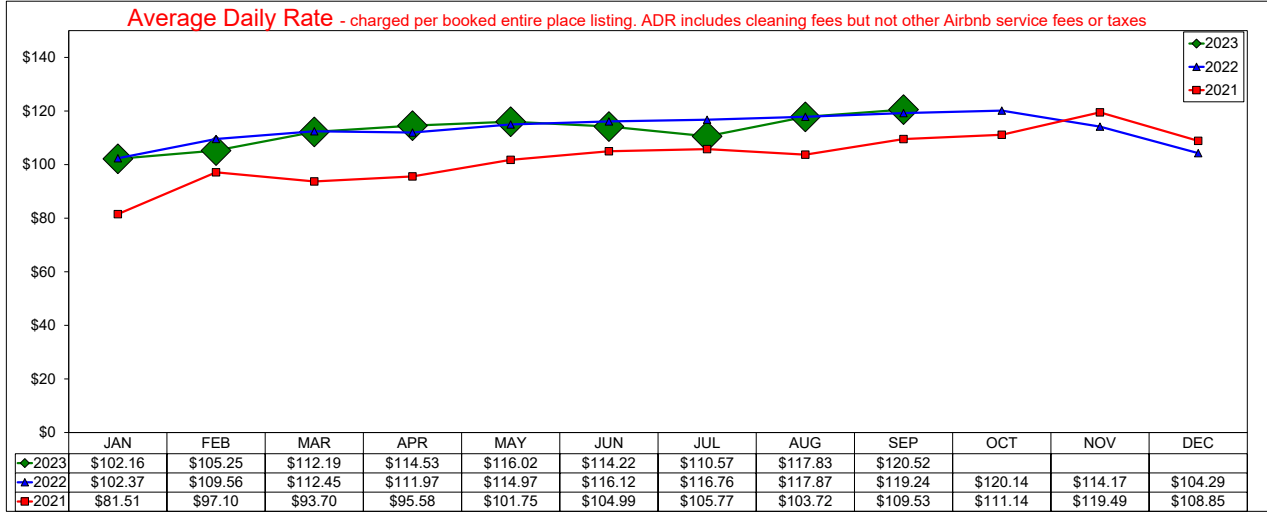
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

September 2023

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



2023 - 2022 - 2021 COMPARISON
Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February	70.70	64.50	46.20	\$123.06	\$107.53	\$75.17	\$86.97	\$69.37	\$34.73
March	74.10	71.00	58.30	\$121.23	\$110.73	\$80.20	\$89.89	\$78.63	\$46.75
April	73.50	74.50	58.00	\$127.59	\$118.59	\$86.32	\$93.82	\$88.29	\$50.05
May	71.10	71.20	62.10	\$127.15	\$118.46	\$92.37	\$90.36	\$84.36	\$57.39
June	72.80	74.30	65.60	\$122.74	\$117.19	\$98.71	\$89.37	\$87.02	\$64.73
July	66.20	66.30	65.60	\$114.15	\$112.72	\$98.71	\$75.52	\$74.73	\$64.73
August	63.90	66.30	59.60	\$113.41	\$115.10	\$99.00	\$72.42	\$76.28	\$59.05
September	70.20	70.30	59.60	\$122.54	\$120.02	\$103.46	\$86.00	\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 13, 2023**

**CONVENTION CENTER
MANAGEMENT REPORTS**

Sportico

The Business of Sport

HOME / BUSINESS / REAL ESTATE

LEGENDS ACQUIRING ASM GLOBAL, MANAGER OF HUNDREDS OF VENUES

BY BRENDAN COFFEY

November 7, 2023 11:30am



ASM Global serves 164 million customers annually through its management of sports and entertainment venues, including the Barclays Center in Brooklyn, N.Y.

ANTHONY BEHAR / SIPA USA

“ASM Global is a venue management business that also does content and event booking to activate content with the venues and ultimately help deliver experiences to the customers of the arena, theater, stadium or convention center,” Legends CEO Shervin Mirhashemi said on a phone call. “That capability, coupled with our premium, holistic suite of services that we have built at Legends, is not only going to help our clients but also help the fans themselves have more enhanced and enlightened experiences.”

The pending acquisition adds significant capabilities to the Legends portfolio. Legends, founded in 2008, has built itself from the joint concessions business for original co-owners, the Dallas Cowboys and New York Yankees, into a global services business. It offers premium **[hospitality\(https://www.sportico.com/t/hospitality/\)](https://www.sportico.com/t/hospitality/)**, venue planning, sponsorship valuation and naming rights consulting plus sales, ticketing, fundraising and ecommerce solutions, among other businesses.

Legends is now majority owned by private equity firm Sixth Street, with the team-owning Steinbrenner and Jones families holding 49% of the business. Recently, Legends has struck deals to

[revamp\(https://www.sportico.com/business/real-estate/2022/real-madrid-legends-sixth-street-deal-1234675630/\)](https://www.sportico.com/business/real-estate/2022/real-madrid-legends-sixth-street-deal-1234675630/)

Real Madrid’s stadium, invest in and manage some business lines for upstart hockey league

[3ICE\(https://www.sportico.com/leagues/hockey/2022/legends-takes-3ice-equity-1234692558/\)](https://www.sportico.com/leagues/hockey/2022/legends-takes-3ice-equity-1234692558/)

and secure a

[uniform\(https://www.sportico.com/business/sponsorship/2022/yankees-patch-hire-legends-jersey-patch-sponsor-search-1234682394/\)](https://www.sportico.com/business/sponsorship/2022/yankees-patch-hire-legends-jersey-patch-sponsor-search-1234682394/)

partner for the Yankees.

ASM Global manages more than 300 venues, a business that Legends largely hasn’t been involved in, including NRG Stadium in Houston, Ovo Arena Wembley in London

and Accor Stadium in Sydney. The portfolio also includes arenas, theaters, convention centers and equestrian centers.

ASM is being sold by co-owners AEG and Onex Group, a Toronto-based private equity firm. Terms of the deal aren't being disclosed, though finance industry publication *Private Equity Insights* reported in September that a consortium of lenders including Ares Management and KKR were seeking to provide Legends \$1.85 billion in financing for the acquisition.

While the deal came together in recent weeks, it won't be official until a regulatory review is concluded, likely pushing the close into the first quarter of 2024. Until then, ASM Global will continue to be run as an independent business. After the close, ASM Global will continue to service properties owned by AEG, the venue arm of billionaire LA Kings owner Philip Anschutz.

Including the Anschutz properties, ASM serves some 164 million customers annually through its management services across five continents. Moelis & Company and BofA Securities advised Legends on the deal, with Ropes & Gray as legal counsel. ASM worked with Goldman Sachs and Jeffries on the financial side with legal services from Latham & Watkins, Hogan Lovells and Arnold & Porter.

“If you look at the complementary capabilities, Legends is going to be able to support our clients down the road, from project conception and planning all the way to venue development,” Mirhashemi said. “We can then do the management content, event booking, revenue strategies and sales execution, and then merchandising and hospitality services. It really will be a well-rounded platform. Obviously there are some very formidable competitors in this collective space, but we really believe that we are going to be best in class.”

(This story has been updated in the first paragraph with news of Legends' press announcement.)



IRVING
CONVENTION CENTER
AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

November 3, 2023

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 – September 2023**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	110,228	58,000	87,828	931,147	1,214,543	1,101,716
Ancillary Income	542,795	268,840	596,765	4,948,830	3,461,341	3,656,870
Total Event Income	653,023	326,840	684,593	5,879,977	4,675,884	4,758,586
Other Income	148,707	100,508	93,751	1,237,241	919,034	836,332
Adjusted Gross Income	801,730	427,348	778,344	7,117,218	5,594,918	5,594,918
Indirect Expenses	(818,745)	(655,818)	(770,882)	(7,692,998)	(6,989,918)	(6,388,628)
Net Income (Loss)	(17,015)	(228,470)	7,462	(575,780)	(1,395,000)	(793,710)

- We had twenty-five revenue-producing events for the month.
- Total event income surpassed budget by \$326,183, thanks to rental and catering.
- Other operating income includes September's Westin garage rent, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$162,927. This number includes our yearly Christmas decoration, computer software and maintenance, and higher than anticipated credit card fees.
- Overall, the ICC beat budget by \$211,455.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	862,266	404,860	937,222	7,087,064	4,658,921	4,904,576
Net Income/(Loss)	477,626	269,140	551,567	3,891,438	2,948,147	2,908,565
Net Income/(Loss) %	55.39%	66.48%	58.85%	54.91%	63.28%	59.30%

ICC by the Numbers

EVENTS	
This month	To date
25	220
Current Year	Current Year
29	213
Prior Year	Prior Year

VISITORS	
This month	To date
16,960	235,969
Current Year	Current Year
17,105	189,024
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
4,611	38,040
Current Year	Current Year
1,351	38,571
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
3	86.7%
This Month	Current Month
38	91.1%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
19	186
Current Year	Current Year
18	213
Prior Year	Prior Year

Target Industry Bookings

DynaTen Meeting – February 2024

Terrapinn: Connected America – March 2024

October and November at a Glance

- October 2-5 VidSummit 2023
- October 6 Kubernetes Community Day Texas
- October 6-9 U. S. Pet Pro Classic 2023
- October 9-12 Direct Selling News
- October 10-14 Texas Federation of Republican Women 2023 Biennial Convention
- October 15-18 PepsiCo Fleet Event
- October 17-18 Texas Captive Insurance Association Event
- October 19-22 Fan Days 2023
- October 23-25 Service Now: World Forum
- October 26 American College of Healthcare Executives
- October 26-27 Technology Prayer Breakfast
- October 26-29 Signature EquipoVision Texas Regional Connection
- October 27 DFW Hospital Council Foundation Lunch
- October 27-29 She Is The Sign Women's Gathering
- October 27-29 Save-The-Date Expo
- November 1-3 Ford A/V
- November 2 US Bank New Leaders
- November 3-4 Mission Studios B-Side Soft Launch
- November 3-5 GRACE
- November 4-13 The Navigators Collegiate Staff Conference
- November 15 DynaTen Meeting
- November 15 DFW Real Producers Meeting
- November 15-19 USA Judo Dallas Invitational and National Presidents Cup
- November 16-19 Preserve Halloween Festival
- November 28-29 Informa Telecom & Media ISS Education Roadshow
- November 28-29 DFW Business Group on Health

cc: Tom Meehan, General Manager, ASM Global

November 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Save-The-Date Expo <small>De finite</small>			Ford AV <small>De finite</small>			
Texas Regional Conve... <small>De finite</small>				US Bank New Leaders <small>De finite</small>	GRACE <small>De finite</small>	
She Is The Sign Wome... <small>De finite</small>					B-Side Soft Launch <small>De finite</small>	
						The Navigators - Nati... <small>De finite</small>
5	6	7	8	9	10	11 Veterans Day
The Navigators - National Staff Gathering 2023 <small>De finite</small>						
GRACE <small>De finite</small>						
Bravo Spirit Events <small>De finite</small>						
12	13	14	15	16	17	18
The Navigators - National Staff Gathering 2023 <small>De finite</small>		Board Member Luncheon <small>De finite</small>	DynaTen Meeting <small>De finite</small>			
	ICVB Board of Directo... <small>De finite</small>		USA Judo Dallas Invitational and National Presidents Cup 2023 <small>De finite</small>			
			DFW Real Producers M... <small>De finite</small>	Preserve Halloween Festival <small>De finite</small>		
19	20	21	22	23 Thanksgiving	24	25
Preserve Hallo ween F... <small>De finite</small>						
USA Judo Dallas Invita... <small>De finite</small>						
26	27	28	29	30	1	2
Sneaker Exit <small>Tentative 1</small>		ISS Education Roadshow <small>De finite</small>		Texas Cornhole League Signature Series #2 <small>De finite</small>		
		DFW Business Group on Health <small>De finite</small>				

December 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 Sneaker Exit Tentative 1	27	28 ISS Education Roadshow De finite DFW Business Group on Health De finite	29	30 Texas Cornhole League Signature Series #2 De finite	1	2
3 Texas Cornhole League Signature Series #1 De finite	4 Fire Technology Conference De finite	5	6	7 Bodybuilding NPC Nationals De finite	8	9
10 Bodybuilding NPC Nationals De finite	11 Digital Summit De finite	12	13	14	15 FMSC De finite	16
17 FMSC De finite	18 ICVB Board of Directors De finite	19	20	21	22	23
24	25 Christmas Day	26	27	28	29	30
31 Vogel Alcove Day 1 Dallas De finite	1 New Year's Day	2	3 Hilti De finite	4	5	6

January 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 New Year's Day	2	3	4	5	6
Vogel Alcove Day 1 Dallas De finite			Hilti De finite			
7	8	9	10	11	12	13
Hilti De finite						Las Colinas Bridal Show De finite
14	15 Martin Luther King Jr. Day	16	17	18	19	20
Las Colinas Bridal Show De finite	DECA De finite			Texas Prime Meet De finite		
				New Grad Event Janua... De finite		
				Senegence Tentative 1		
21	22	23	24	25	26	27
Texas Prime Meet De finite			National Convention De finite			
	Norman International Inc Meeting Tentative 1				Lindsey Wilson College Residence Class De finite	
		2024 State of the City... Tentative 1				
28	29	30	31	1	2	3
National Convention De finite						
Delta Sigma Theta Br... De finite	Family First Life Conference De finite					
	CDME Strategic Planning Session De finite					

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 13, 2023**

**INDUSTRY REPORTS /
BOARD PARTNERS**



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

TRAVEL INDUSTRY MONITOR

Q3 2023

SUMMARY



OXFORD
ECONOMICS



1 Background to Survey



Travel Industry Monitor

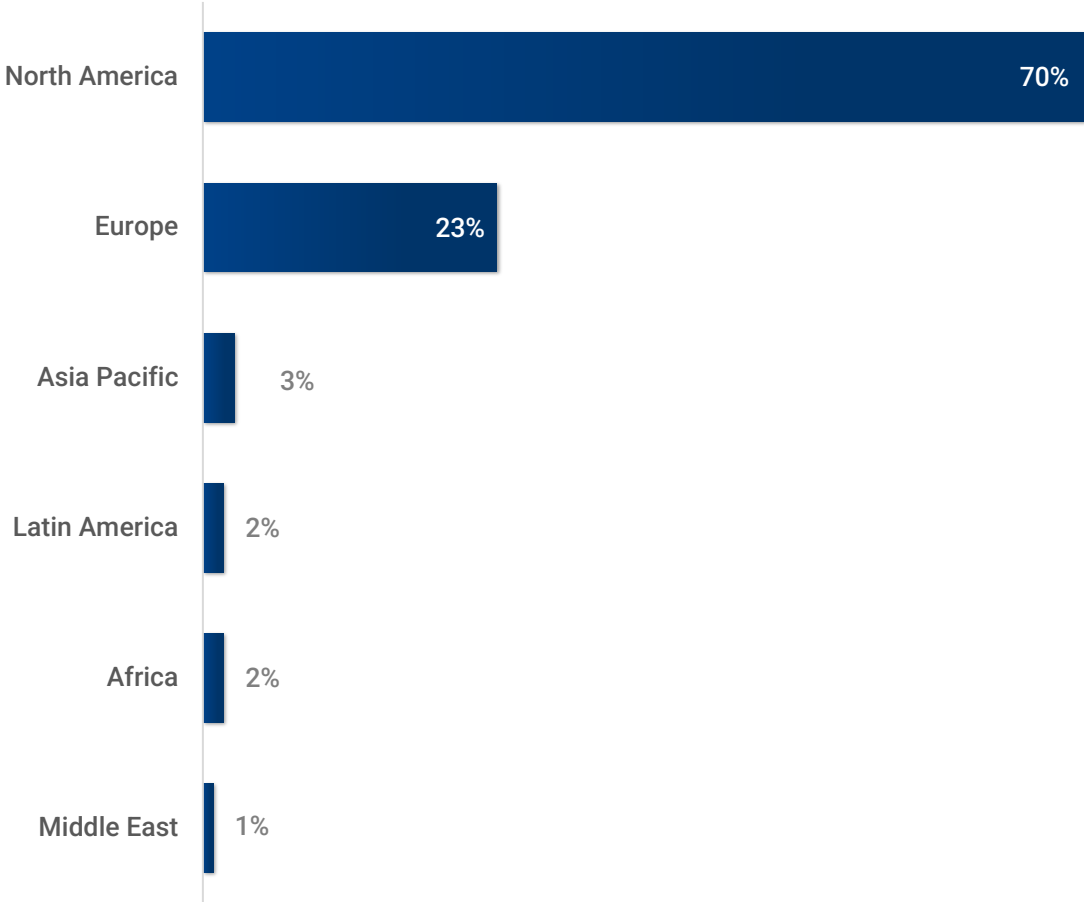
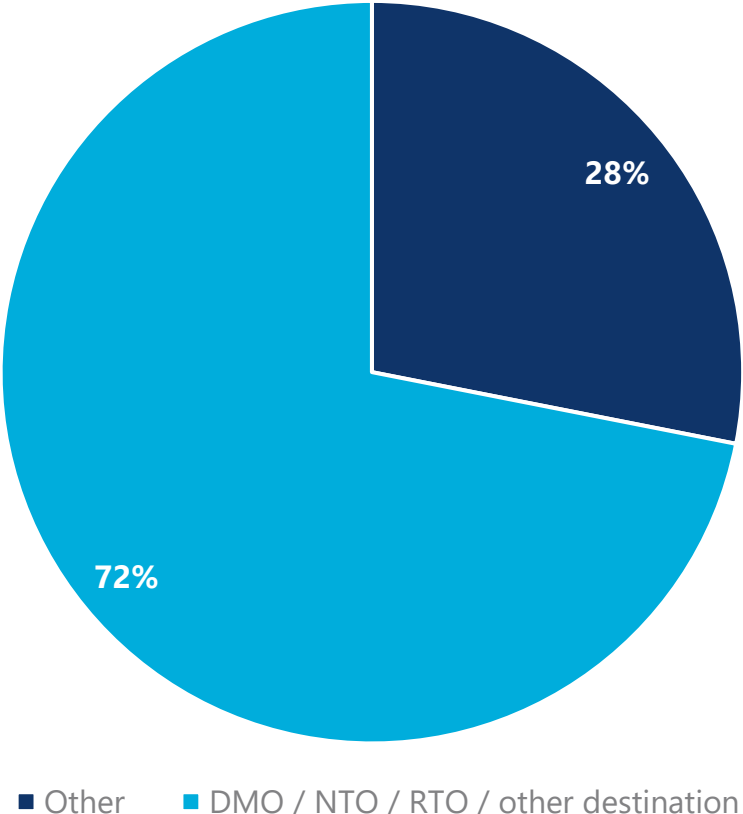
- In September 2023, Tourism Economics, an Oxford Economics company, launched their ***Travel Industry Monitor*** to:
 - Evaluate the health of tourism globally
 - Identify new opportunities and challenges impacting the industry.
- An online survey was distributed among industry professionals to gather opinions on the outlook for tourism in their country and region.
- This report presents a summary of the findings based on a sample of 120 online survey responses between 6th and 26th September 2023.



The background of the slide is a dark blue overlay on a photograph. The photograph shows a pair of hands working on a document. One hand holds a black pen, and the other holds a blue highlighter. The document has some faint text and a blue highlight. The overall scene is dimly lit, focusing on the hands and the writing process.

2 Profile of Respondents

North America destinations accounted for most responses



Q: Which of the following best describes your organisation's primary business? * | Which geographical region is the primary focus of your organisation?
* Other includes tourism professional/business services, accommodation providers, airlines, cruise operators, tourism industry vendors, other transportation. | n=120

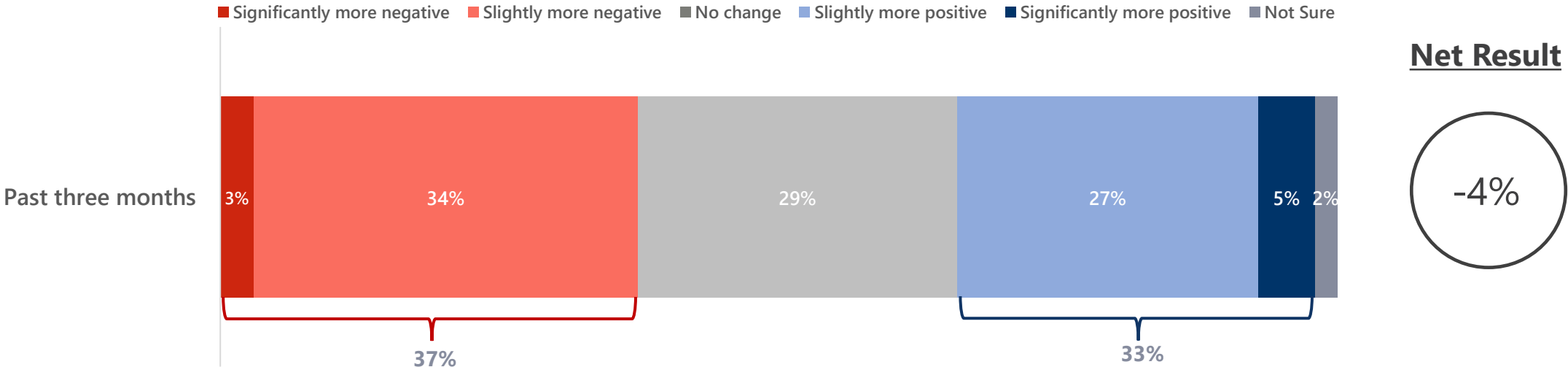
3 **Current Economic View**

The background of the slide is a dark blue color with a subtle pattern of faint, light blue line graphs and data points, suggesting an economic or financial theme.

Views on Global GDP Growth

Slightly more respondents have become more negative (rather than more positive) about the economy in the last 3 recent months. However, the overall sentiment was broadly unchanged which suggests a continuation of the current trajectory of the economy.

Views on Global GDP Growth: Last 3 Months



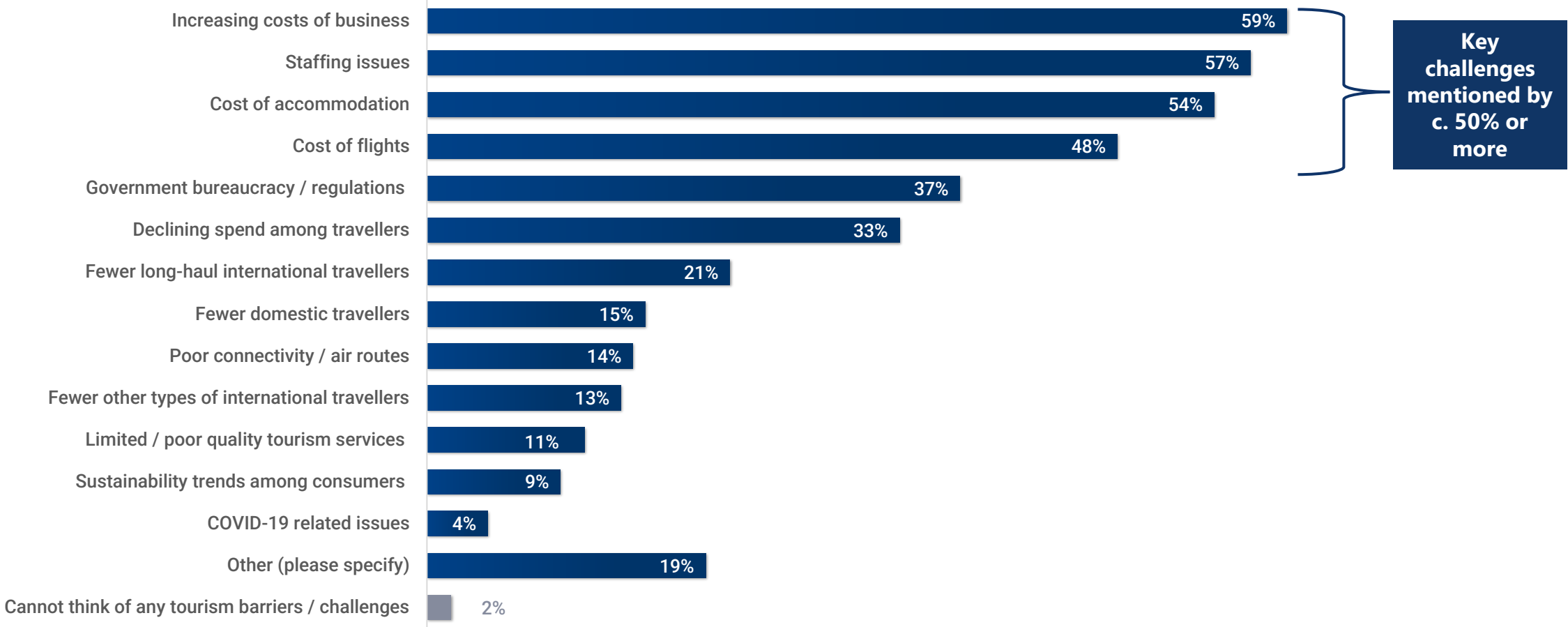
Q: Looking ahead to the next two years, have you become more positive or more negative about global GDP growth prospects over the past three months? | n=120
Net Result is the percentage difference/variance between 'Positive' and 'Negative' results

4 Tourism Risks & Opportunities



Tourism Risks

Cost related issues along with staffing were identified as key challenges for tourism growth.



Key challenges mentioned by c. 50% or more

Q: Which, if any, of the following are currently tourism barriers or challenges? (Top five barriers in your country) | n=120

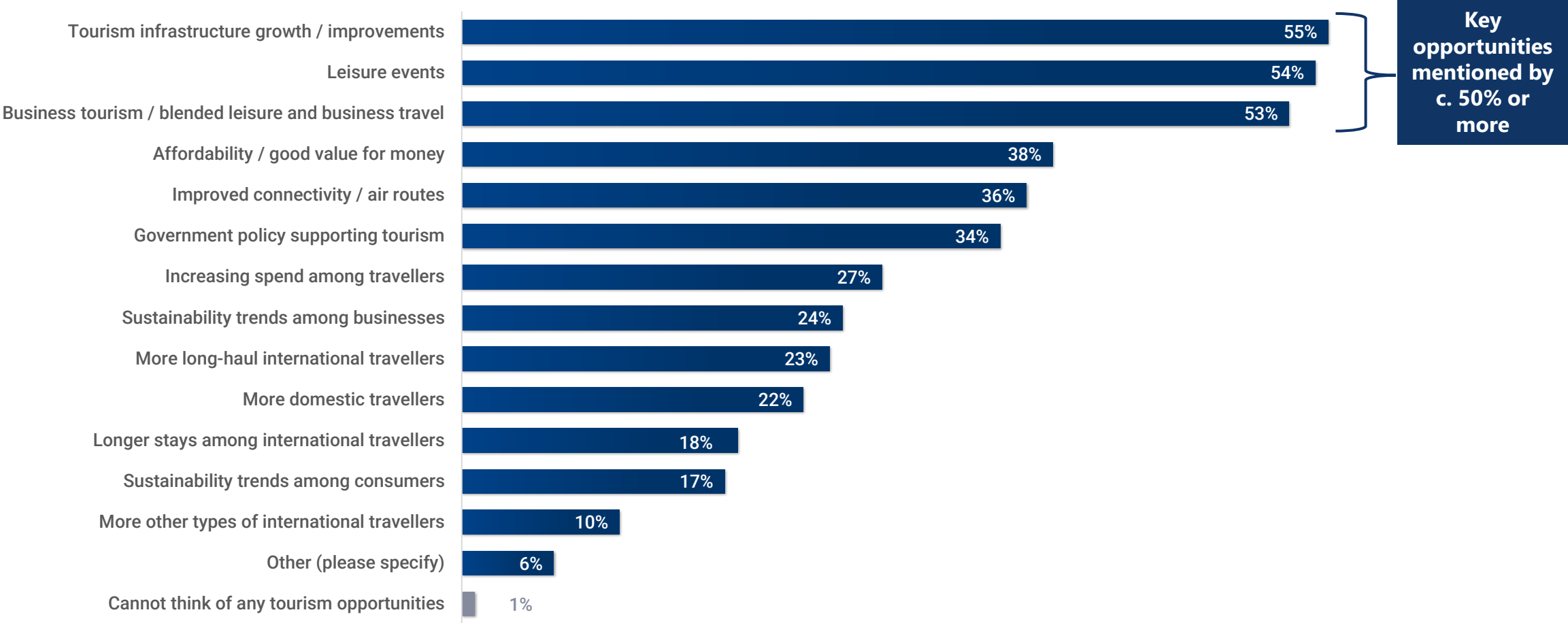
Tourism Risks: What respondents said

Increased running costs and prices for consumers, linked to inflationary pressures, were emphasised when respondents were asked to explain tourism challenges in their country.



Tourism Opportunities

Product investment, leisure events and business or bleisure opportunities were the main areas of strength going forward.



Q: Which, if any, of the following are opportunities for tourism growth over the next few years? (Top five opportunities in your country) | n=120

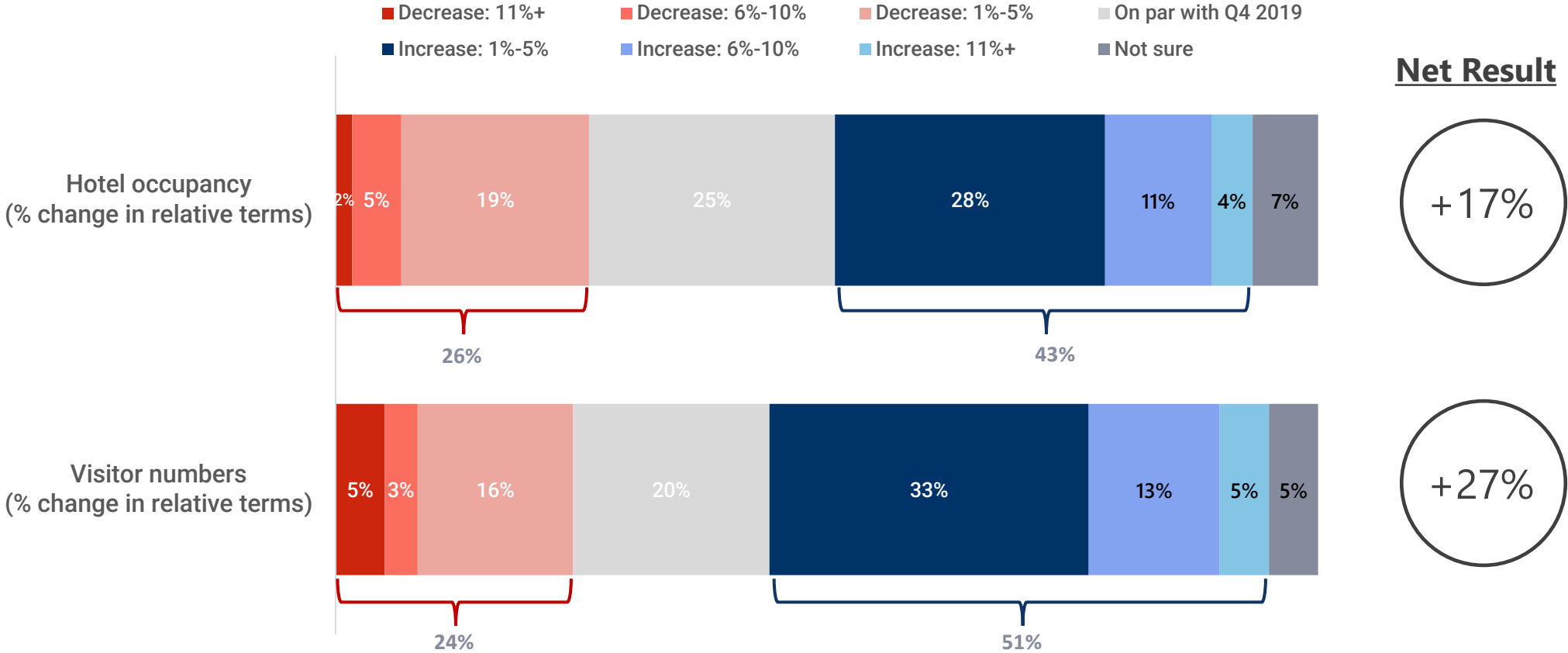
The background of the slide is a dark blue, semi-transparent aerial view of a city skyline. The buildings are rendered in a lighter shade of blue, creating a sense of depth and perspective. The overall aesthetic is modern and professional.

5 Next 3 Months Outlook

Country View

More expect Q4 2023 performance in their country to be better (rather than worse) compared with Q4 2019. Overall visitor number growth is expected to outperform hotel occupancy growth.

Outlook: Next 3 Months



Q: How do you expect overall visitor numbers and hotel occupancy next quarter (i.e., October to December 2023) to compare with October to December 2019 in your country? | n=120
 Net Result is the percentage difference/variance between 'Increase' and 'Decrease' results

An aerial view of a city skyline, rendered in a dark blue color scheme. The buildings are densely packed, and the perspective is from a high angle, looking down on the city. The overall tone is professional and modern.

6 Next 12 Months Outlook

Country View

Significantly more expect 2024 performance to be better (rather than worse) compared with 2019. This was a much more positive outlook compared with Q4 2023.

Outlook: Next 12 Months



Q: How do you expect overall visitor numbers and hotel occupancy in 2024 overall to compare with 2019 overall in your country? | n=120
 Net Result is the percentage difference/variance between 'Increase' and 'Decrease' results

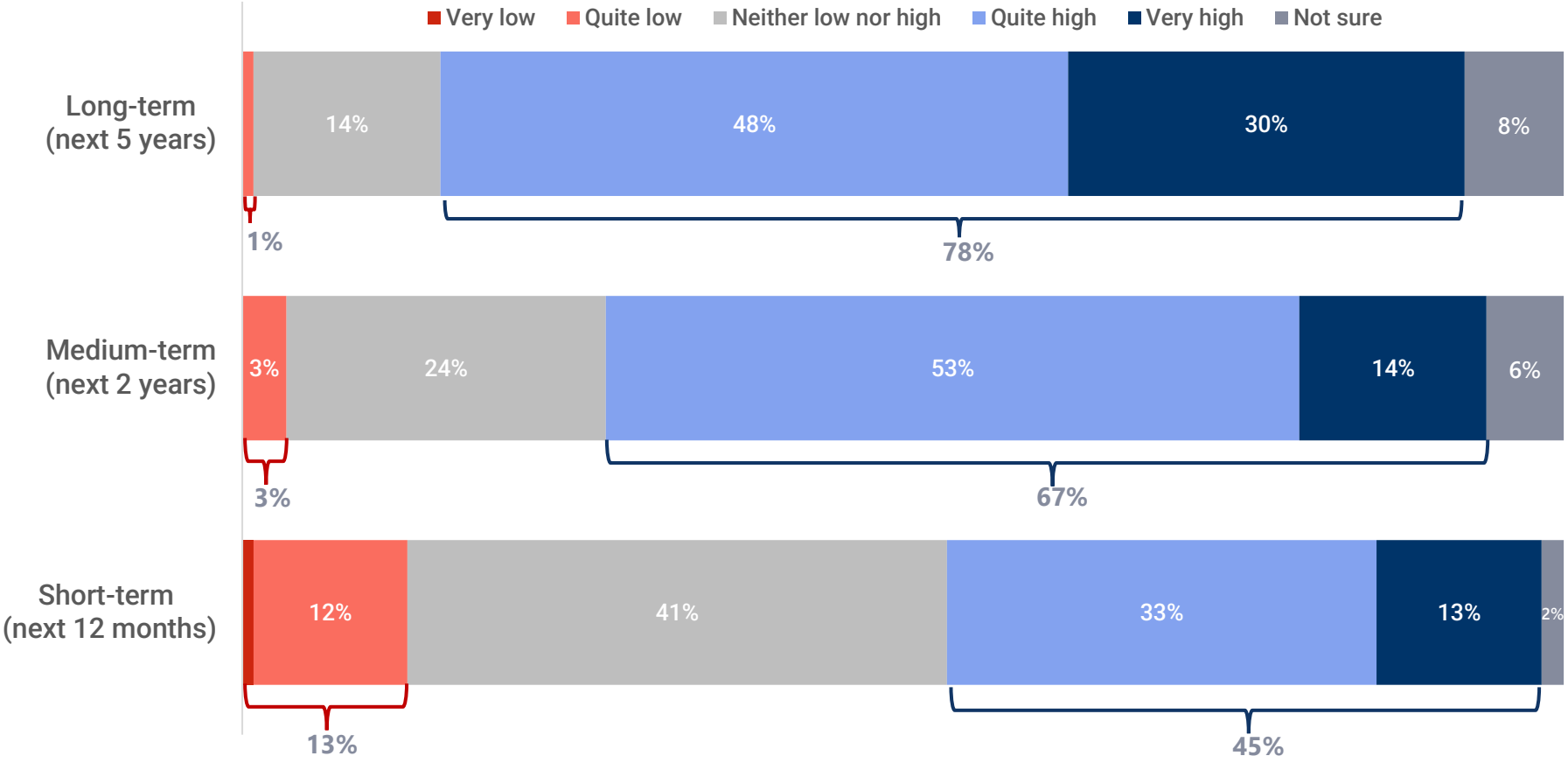
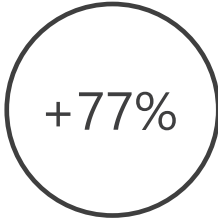
7 Long-Term Outlook



Tourism Growth Confidence

Most were confident about achieving growth in the future. There was greater confidence in medium- and long-term growth compared with short-term.

Net Result



Q: How confident are you that your country will achieve overall tourism growth in the following periods? | n=120
 Net Result is the percentage difference/variance between 'Low' and 'High' results

8 Conclusions

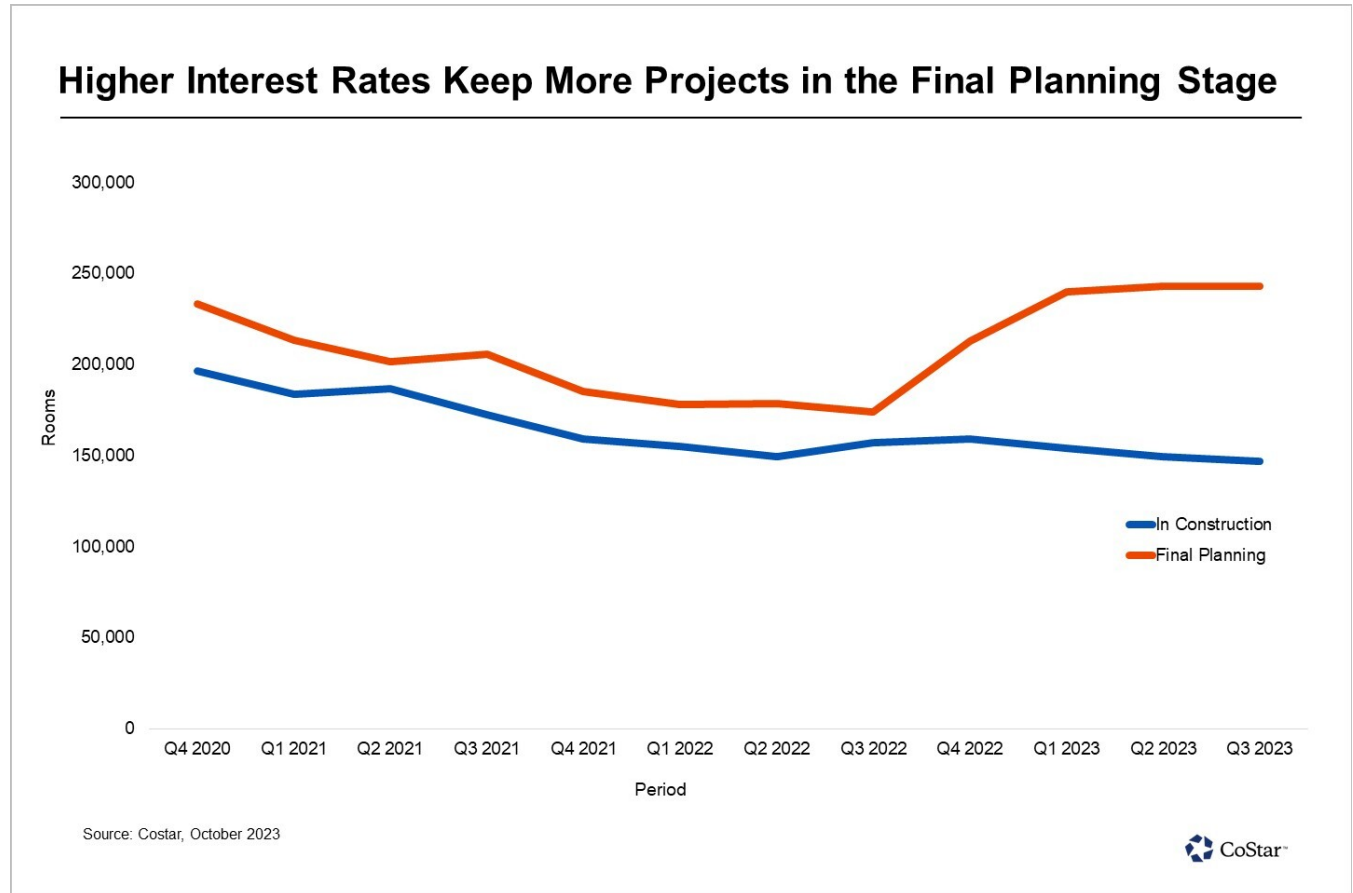


Travel Industry Monitor Q3 2023: Key Takeaways

- Sentiment supports our baseline view of modest global growth, and stagnation at best in developed markets.
- Greatest tourism challenges are increasing costs facing businesses and consumers along with staffing.
- Key opportunities stem from new tourism investments and initiatives and leisure events which can drive growth.
- Q4 2023 expected to be slightly better than Q4 2019. Outlook for 2024 compared to 2019 is more positive.
- High levels of confidence regarding tourism growth over the next two and five years.

National Hotel Construction Pipeline Shrinks as More Projects Held in Planning Stage

Developers Pause As 'Higher-for-Longer' Interest Rates Raise Financing Costs



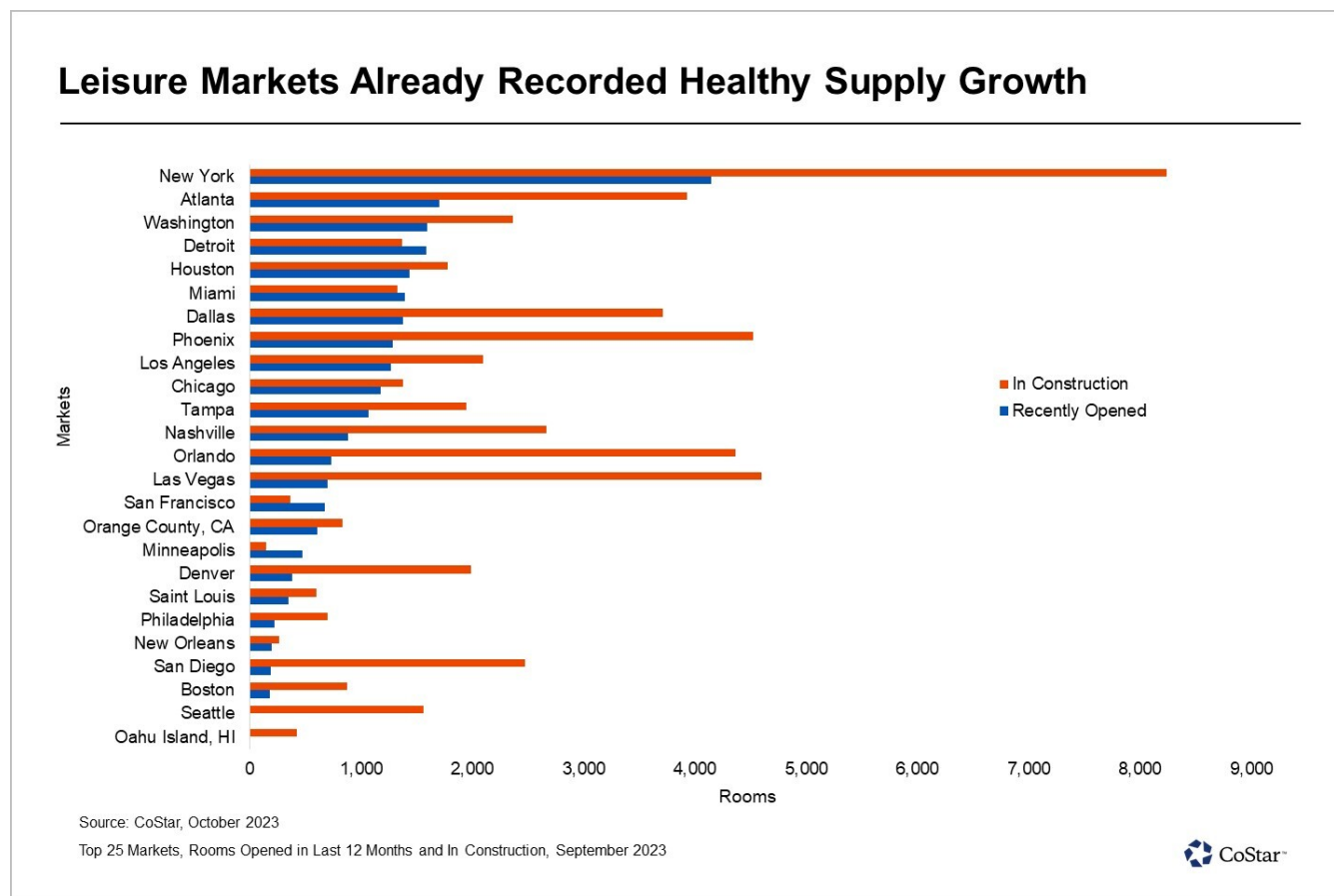
By [Jan Freitag](#)
CoStar Analytics

November 1, 2023 | 12:47 P.M.

The “higher-for-longer” interest rate environment is making construction loans more expensive and as a result, many more projects are held in the final planning stage of the U.S. hotel development pipeline. In September, the number of rooms in construction continued to decline and hit 146,000 rooms, down from its high point in early 2020 of around 220,000 rooms. At the same time, the number of rooms in the final planning stage grew by 40% year over year to 242,000 rooms.

The result will likely be that hotel supply growth in the U.S. continues to be muted. In September, year-over-year supply growth was 0.5%, which is well below the 30-year

average of around 2%. Even if interest rates decline in the coming quarters, the projects in the final planning stage will not all break ground at the same time but rather enter construction gradually. This likely will bode well for the outlook of existing operators as new competition, especially in smaller markets, will be less common.



Despite slowing construction overall, certain large markets face new supply pressures. Roughly one-third of all rooms currently being built are in the top 25 largest markets. Especially markets that have a strong leisure or group meeting appeal — such as New York, Phoenix, Tampa or Nashville — are getting a lot of developer attention. But also markets that traditionally were more attractive to more corporate transient travelers — such as Atlanta, Houston or Dallas — are gaining renewed investor interest. This is in addition to many rooms that were already added over the past 12 months, impacting the competitive landscape.

Looking ahead, even though the larger U.S. supply picture is not cause for concern, certain larger markets will have to contend with thousands of new rooms that will open over the next 18 to 36 months. Traditionally the hotels in the top 25 markets were able

to charge higher room rates compared to the rest of the country, so it will be interesting to see if this trend holds as new competition emerges.

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More than 21,000 new Dallas-area hotel rooms are expected to be built

Dallas has been the country's top hotel development market for more than a year.



The new Loews Arlington hotel and convention center with 888 rooms will open next year. (Eliás Valverde II / Staff Photographer)

By [Steve Brown](#)
11:28 AM on Oct 30, 2023



Dallas' hotel building boom shows no sign of a slowdown.

The Dallas area has topped the country for new hotels for more than a year.

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And in the third quarter, a new high point of 189 North Texas hotel projects were in the works, according to a quarterly report by research firm Lodging Econometrics. That's up from [176 projects in the development pipeline](#) at the end of 2022.

The Dallas area has hotels with an estimated 21,840 new rooms in the works, according to the construction analysts.



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Related: Rangers World Series to generate up to \$14 million in spending per game, boost for hotels

“Dallas also leads the top five markets with the greatest number of projects in the early planning stage at the end of the third quarter,” Lodging Econometrics says in its just-released report.

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After the Dallas area, the most new hotels in the construction pipeline are in Atlanta with 140 projects and Nashville with 122 projects.

About 80 Dallas-area hotels with 9,021 rooms are scheduled to start in the next 12 months.

Through the end of September, 345 hotels with 41,115 rooms opened nationwide. The greatest number of new rooms so far in 2023 are in New York and Atlanta.

Lodging Econometrics is also tracking renovations or conversions at 1,912 U.S. hotels.

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Uptown [Dallas' Ritz-Carlton](#) just completed a more than \$20 million renovation.

The hotel construction tracking report estimates that 527 new U.S. hotels with 65,905 rooms will open this year. The forecast is for new hotel openings to increase in 2024 and 2025.

Related: [Loews Hotels breaks ground on a massive \\$550 million hotel in Arlington](#)

Dallas-Fort Worth has seen several new hotels open already in 2023, including the [J.W. Marriott](#) in downtown Dallas and the [Omni PGA Frisco](#) Resort.

Two more luxury hotels are scheduled to open before the end of the year in Fort Worth: the 106-room [Bowie House](#) and a 200-room hotel in the \$250 million [Crescent Fort Worth](#) development.

An 888-room [Loews Hotel](#) and conference center will open next year in Arlington.



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Extended-Stay Brand WaterWalk Aims To Differentiate With ‘Unfurnished Hotel Room’

Granddaughter of Hotel Pioneer Jack DeBoer Leads Brand Expansion



WaterWalk, a hotel brand founded by industry pioneer Jack DeBoer, offers both traditional extended-stay rooms and unfurnished rooms. (WaterWalk)

By [Harvey Chipkin](#)

HNN contributor

October 23, 2023 | 8:15 AM

Mimi Oliver is in a position to continue her grandfather’s lifetime mission — innovating hospitality concepts in extended-stay and all-suite hotels. Her grandfather, Jack DeBoer, was a hospitality visionary, beginning with the opening of the first Residence Inn in 1976 in

Wichita. He went on to launch Summerfield Suites, Candlewood Suites and Value Place (later rebranded as WoodSpring Suites) and has long been considered an industry pioneer.

In 2014, DeBoer announced what he called an industry first: an unfurnished hotel room. He made it a core element of his newest brand — WaterWalk, a two-option lodging product that featured traditional furnished units (called “Live”) as well as unfurnished ones (called “Stay”), the latter targeted at long-stay guests who want to design and decorate their own spaces.



DeBoer died in 2021 at age 90 and has been replaced by Oliver who, after a career in finance, realized that passion for hospitality was a family trait and joined her grandfather's business in 2016. As CEO of WaterWalk, she is now expanding the brand rapidly with a Gen 2.0 version developed last year that adapts DeBoer's original model to make it more appealing to developers and customers.

In an interview with HNN, Oliver said the original prototype comprised two buildings — one for traditional furnished rooms and the other for the unfurnished units. Now properties have one L-shaped building — typically with 126 rooms on three acres, rather than the original five. The unfinished rooms are in the “leg” portion of the “L.” The company, she said, is looking to suburban markets and other areas — heavily but not exclusively in the Sunbelt and southeastern U.S., where there is substantial extended-stay demand.

The original design saw the unfurnished room building as a multi-family development. Now the entire property functions as a hotel with no need to sign leases, and all the multi-family legal processes have been eliminated to make the product much simpler to develop.

Typically, 60% of rooms are furnished and 40% unfurnished, but there is flexibility in that mix and it can be changed annually based on market demand and conditions. At the Atlanta property, for instance, stronger demand for extended-stay lodging meant starting with 70% furnished rooms.

Oliver calls the unfurnished rooms “extended stay on steroids” — providing apartment style living but with all the amenities and services of a hotel, including ease of booking. There are several options for installing furniture, which the company calls “BYOF” or bring your own furniture. WaterWalk partners with Cort furniture for furniture rentals; or customers can handle the process themselves.

There are multiple market guest segments that are interested in the unfurnished rooms, Oliver said. Many involve relocations or training, others are digital nomads, and there are many traveling nurses.



An example of an unfurnished room in the WaterWalk brand that encourages guests to fill and design the space to their liking. (WaterWalk)

“These are people in transition in their life who are looking for flexibility,” she said.

There is a minimum of 90 days stay for an unfurnished room and no minimum stay for the traditional room.

“It is Jack’s vision that we are executing,” said Oliver, referring to her grandfather. “He was ahead of the curve again when he saw the growing need for flexibility in the market.”

While other extended-stay hotels have evolved to focus on short-term stays with averages stays of three or four nights, WaterWalk is looking to much longer stays, she said. The unfurnished room stay averages 300 nights while for furnished rooms, it’s 100 nights.

WaterWalk owns 10 of the 14 existing properties with the others franchised. All are managed by Island Hospitality, a West Palm Beach company, though franchises are not mandated to work with them.

“We wanted to own a bunch in the beginning to show we believe in the concept,” Oliver said. “This is not a typical development, and we wanted to prove that it worked.”

In the future, she said, she would like to see 70-80% of the properties franchised.

There is no food and beverage or meeting space in the hotels, as the brand really focuses on a lean operating model. There are nine or 10 employees at a second-generation hotel.

However, there are upscale kitchens and a washer and dryer in every unit to make it feel “like a true residential living experience,” Oliver said.

The newer prototypes are elevated in finishes, design, higher quality furniture and fitness centers, and an upgraded lobby with a coffee bar and a library lending wall. The lobby — called the Living Room — has games and game areas, work stations and big glass windows. An outdoor living area called The Backyard has grills and cornhole sets, and the Atlanta property offers pickleball courts. There are pools in most locations.

A large percentage of the business comes from national corporate accounts, with the guest’s company paying the bills. Most of the corporate customers book furnished rooms, although there are some on the unfurnished side. There is a bit of leisure business in the hotel rooms based on seasonality, “but that is not our focus,” Oliver said.

The hotel is staffed 24/7, but the front-desk associate might be doing something elsewhere in the hotel and available when called. There is a director of sales at each location, looking for traditional “backyard” sales.

Newer properties have studio, one-bedroom and two-bedroom layouts. All buildings are new except one so far, but the company is actively looking for conversions.

On the furnished side, WaterWalk is competing with brands such as Homewood Suites by Hilton, Staybridge Suites, Hyatt House and Residence Inn and scores revenue per available room indexes similar to those flags, Oliver said. Because there are only 70 to 80 rooms on the furnished side, there tend to be higher occupancies and rates.



A view of the lobby, or The Living Room, at a WaterWalk property. (WaterWalk)

The goal, she said is to have 50 properties open in the next few years with a secondary goal to have more than one location in some markets for efficiency.

The WaterWalk brand name comes from a large development the family owns in downtown Wichita near the Arkansas River called WaterWalk. Since DeBoer was a practical businessman, he moved ahead with that brand because it was already in use.

As for Oliver, she said she didn't develop her passion for hotels and hospitality until after a career in finance and banking, although she was always fascinated by DeBoer, who she calls "a great storyteller." She did an internship at a WoodSpring Suites early on and also worked at the corporate office. But she went into banking after college and ended up working in commercial real estate. She worked on several large hotel deals and saw it was "a cool business."

DeBoer, she said, always wanted someone from the family involved in his enterprise and when she called him to say she was ready, he was eager for her to come on board. She moved from New York to Wichita, where that first Residence Inn opened almost 50 years ago.

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return to work efforts headed in the right direction

10/04/23 | THOUGHT LEADERSHIP



By Michael Alost, KDC Senior Vice President / Development

Building owners and business leaders would love to put the memories of 2020 and the subsequent COVID-19 pandemic fallout behind them. However, the trickle-down effects from business shutdowns and remote work continue to impact commercial real estate across the board. But at KDC, we are starting to see some positive news on the horizon.

Since July, office occupancy in 10 major U.S. metros surpassed 50 percent, rising 3.4 points to an average of 50.3 percent after the Labor Day holiday, according to a Kastle Systems report. Three Texas metros had the highest occupancy, with Houston leading the list with a 61.6 percent occupancy, up 1.9 percent from the previous week. Austin had a 59.3 percent occupancy, up 1.7 percent, and the Dallas metro saw a 2.8 percent increase to a 54.9 percent occupancy, according to a Commercial Property Executive article.

OFFICE OCCUPANCY ON THE RISE

The good news continues as 90% of companies plan to implement return-to-office policies by the end of 2024, according to a report from Resume Builder, which surveyed 1,000 company leaders. Nearly 30% say their company will threaten to fire employees who don't comply with in-office requirements. The renewed push to end remote work comes as more CEOs openly acknowledge their disappointment in work-from-home,

arguing that productivity, collaboration and employee engagement all suffer without the personal interface of an office environment.

At the beginning of COVID-19, tech companies were the first to embrace work from home, and some even said they would not require in-office work in the future. Now, however, most have changed their strategies. We see leading tech companies implementing return-to-office requirements, and as employment leaders, these tech companies are shaping trends for other information-based companies that will follow suit.

This is significant and indicative of where businesses - from mom-and-pop operations to Fortune 100 companies - will be moving. Another survey stated that more than one-half of all respondents require some or all of their employees to work in person, while 39% plan to do so by the end of 2024, according to a recent Bisnow article.

Among those companies planning to implement return-to-office mandates in 2024, the most popular schedule requires employees to come in three days per week, according to another Bisnow article. But many leading Wall Street employers – from Goldman Sachs to JPMorgan and Blackstone – are mandating a full office return.

This is a positive trend for commercial real estate and office development. However, there are still some concerns about how this will continue to impact office vacancies.

The pandemic brought into question the purpose of a physical workplace. Flex time and remote work, already present in many workplaces, have accelerated and will likely remain a feature of office employment. In the commercial real estate world, we find ourselves still in a sorting-out phase as employers seek a more balanced solution.

Given the importance of personal interaction in business, it would seem these occupancy concerns should have been resolved by now, but that hasn't been the case. The shortage of skilled workforce combined with the multiple episodes of COVID outbreaks have all contributed to a slow recovery of office occupancy.

What does this slower, measured return to the office mean for commercial real estate? Right now, it means lower occupancy for spaces as well as other pain points, including

the cost of employee turnover, as some employees feel less connected to the job and teammates when working remotely. More importantly, it means companies are struggling to sustain their culture, spirit of innovation and market momentum.

Face-to-face interactions are key to helping staff feel more connected, but more importantly, in-person engagement is fundamental to strong business innovation, which is the key to company success and growth. Without frequent in-person contact, employees lose out on institutional knowledge, not to mention the loss of company culture.

People thrive through collaboration with team members. In a Gensler 2023 Global Workplace Survey Comparison, findings highlight that people spend 40% of their time each week collaborating face-to-face (28% of the time) and virtually (14% of the time.)

The study also highlights the powerful interplay between how effective spaces and workplace experiences merge to encourage employees to work together in person to achieve these partnerships in the most impactful ways.

Employees in workplaces that leverage both these components are more engaged, more committed to their organization, more aware of workflows, and have better team relationships and a stronger sense of belonging, the study reports. It motivates the C-suite to take a deep dive into how to make the office relevant again.

At KDC, we use a shared culture to enhance innovation and creativity. We have a mix of workspaces consisting of creative group work, individual work, and spaces to reflect and restore, connect and recharge, which are all vital balanced workplace components.

ENGAGING EMPLOYEES

To grow and prosper, whether as a sole proprietor or a global corporation, every company must be consistently innovating. Plenty of post-COVID studies and research demonstrate how interpersonal engagement drives team members to generate unique and creative solutions. This creativity and innovation build competitive solutions so companies can better serve clients and grow their business.

At KDC, for instance, our business is very collaborative. Our transaction speed requires us to engage directly with one another. We conduct business in rapid succession, whether churning out details on the phone, or running across the hall to consult with a colleague. To keep pace with opportunity, we often walk down the hall to get an answer instead of waiting for an email or call. In-person, creative collaboration is the biggest benefit of being in the office for KDC.

Creativity can result from lunchroom small talk and water-cooler exchanges, as well as from structured work sessions. New ideas and solutions that advance a company's competitive role in the market are generated from interpersonal exchanges; that kind of organic discussion doesn't usually occur over a Zoom call.

Ultimately, we believe employees need to be physically engaged with one another, which in turn supports mentoring, training, career growth and maintaining company culture. The real estate business will always be about relationships, whether they be with your teammates or clients.

Highly amenitized office environments with more hospitality-type spaces along with workspace variety are in demand. Added services such as providing meals and recreation, among other offerings, enhance the office experience and help to improve the work-life balance.

KDC is a great believer in building facilities that cater to employees. Additionally, creating company policies that demonstrate the executives and ownership care for their team goes a long way in earning the loyalty that makes the office commute worthwhile. There are many ways to engage meaningfully with your team, from company retreats, volunteering events, or professional development opportunities during the workday, such as lunch-and-learns.

Return to work percentages continue to increase, with Texas and other Sunbelt states leading the nation. Strong business leaders are not waiting for employee sentiment to change; they are proactively making changes to both policy and physical facilities. Competitive companies are driven by innovation and are finding new and creative ways to make the office environment more relevant.

The pandemic was a wake-up call. The office wasn't always an effective tool. People were coming into the office because that was the expectation, not because employers were effectively creating collaboration or a shared culture. I think that is one reason people have resisted returning to the office. They don't want to go back to the status quo.

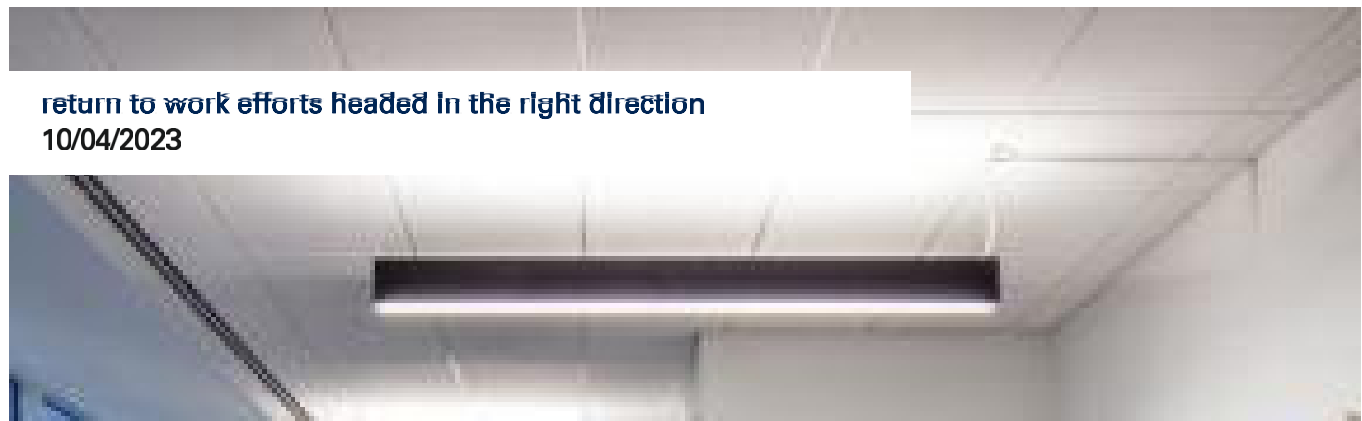
Coming out of this, the C-suite recognizes the workplace needs to be amenity-rich and almost have hospitality-based offerings and aesthetics. Tricks and gimmicks won't last. The table tennis and golf simulator trends lack appeal. Substantial value is created with a beneficial exchange between people. Managerial mandates nor policy will create a lasting impact.

The most effective company leadership succeeds by examining what has and has not worked for their business and team. We see teams thrive when people return to the office with a shared culture that fosters creativity in a quality environment. We are seeing positive progress in occupancy, but there is more to do when it comes to making the office environment a relevant tool for innovation. Leading companies are returning to work, but full occupancy will take time.



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Despite the prevailing economic uncertainty, **corporate tenants have demonstrated an increasing willingness to pay higher prices for premium accommodations in the office market.**

This phenomenon known as the "flight-to-quality" is taking the commercial real estate industry by storm. And the growing preference among tenants and investors for high-quality, modern, and well-equipped office spaces has rapidly devalued older or less desirable alternatives.

Because top talent will not put up with out-of-date offices especially after being given the freedom of workplace flexibility. And because

of this, vacancy rates for premium class buildings are overwhelmingly lower than their less impressive counterparts. Let's discuss.

“Flight-To-Quality” in a Post-Pandemic Office Market

As companies reevaluate their pre-pandemic working environments, **there is a new emphasis placed on bringing employees back to the office with premium features and upgraded spaces.**

Because with the omnipresent option of working from home, companies that do insist on the value of physical workspaces need to reorient the use of these spaces to become more appealing. Because in a talent war, [companies with stronger commercial real estate properties stand out.](#)

Everywhere, the push for better buildings has further devalued Class B properties, as a result there is a bigger delineation in the asset classes.

Class A, Class B, and Trophy Class Offices

The differences between Class A and B properties are significant; Class A offices are modern with premium amenities, on-site parking, more centrally located, etc. While **Class B buildings are often older**

structures with limited features or amenities. *Typically, Class B buildings are often yesterday's Class A buildings.*

Building class is only one consideration when it comes to finding the perfect office space. Learn the other factors that will find you the best office for the best price and terms in the free course.

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Businesses looking for better accommodations have been willing to pay higher leasing rates for the better facilities found in Class A offices.

Because **overwhelmingly businesses are opting for smaller footprints, and extra funds saved in square footage cuts can be devoted elsewhere.**

But even beyond Class A, the circumstances have also allowed for the rise of certain trophy class buildings. Like 1 Vanderbilt in Manhattan, where rents are rumored to start at \$300 psf, these buildings are typically characterized by their prime locations in prominent business districts, iconic architectural design, state-of-the-art facilities, advanced technology integration, and top-notch amenities.



1 Vanderbilt, Read: [The Manhattan Rent Crisis](#).

Trophy class buildings are often occupied by renowned corporations and serve as symbols of excellence and success in the commercial real estate industry. And interest in trophy class buildings is trumping other buildings across the country.

The Flight-To-Quality in Manhattan

The robust interest in premium properties is reflected in steadily climbing rates for asking rents. And of course, this is observable in the country's most expensive office market, Manhattan.

“Net effective rent for trophy space in Manhattan averaged approximately \$100 per square foot in the first quarter of

2022 and jumped to \$112 per square foot in the first quarter of 2023.”

-Propmodo

In fact, any recovery the post-pandemic [office market in Manhattan](#) has shown seems to be primarily driven by an ongoing shift towards high-quality properties.

The price for premium properties is steadily growing while outdated properties are rapidly losing interest and largely sitting vacant. In fact, an overwhelming majority of prospective tenants are not even considering signing a lease for on older/ Class B office and this reflected by touring statistics.



An overwhelming **81.6 percent of tours in New York City involved Trophy and Class A office space in February 2023**. This number reveals how quickly and persistently interest is climbing year-over year. In February of 2022, 76 percent of tours were for premium properties.

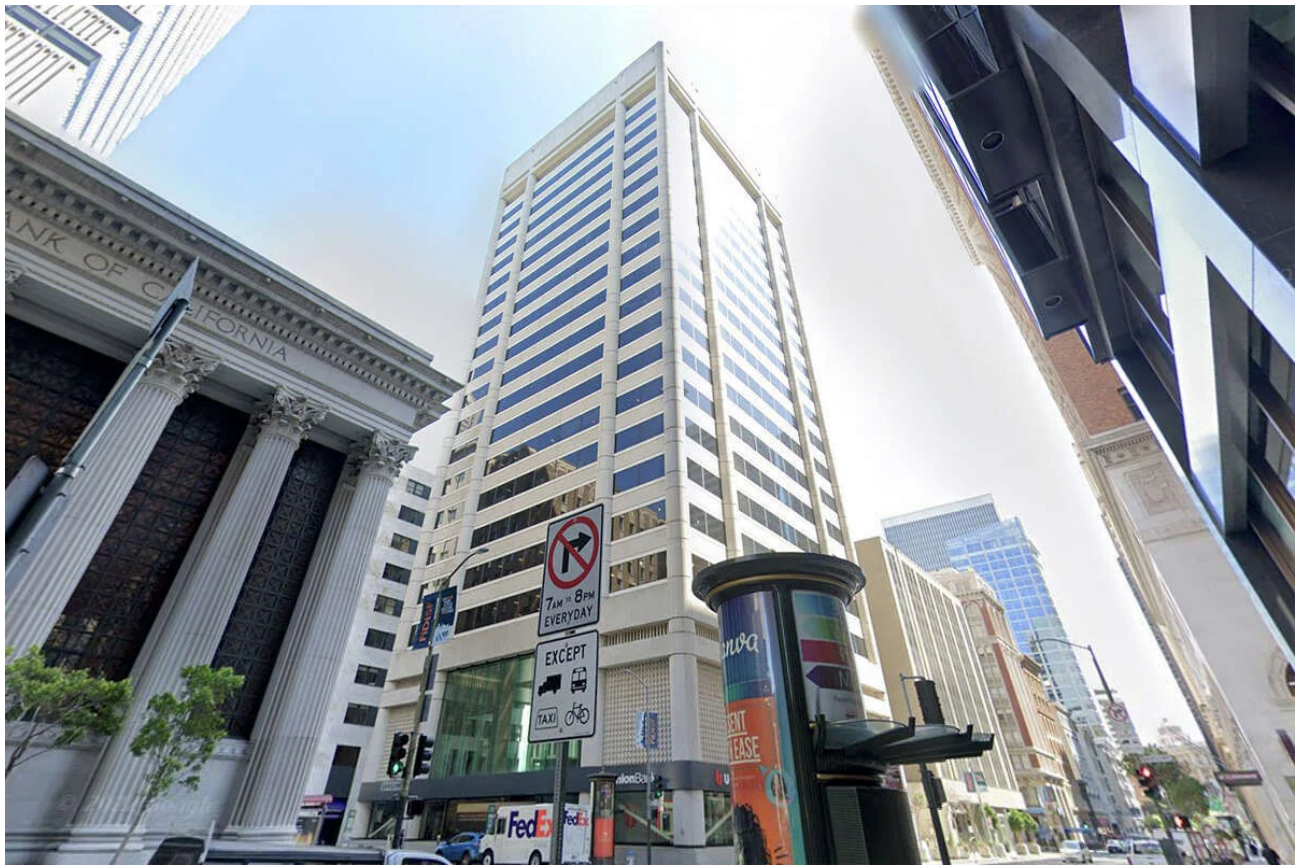
The Flight-To-Quality in San Francisco

It's no secret that a great majority of the San Francisco leasing market is dismal. But despite this, interest in (overly) premium properties continues.

With tech titans closing offices, subleasing, and relocating from the previous empire, the vacancy rate in the city climbed 10% throughout 2022. Now, **empty offices haunt the city, encompassing 27 million square feet**. This figure represents eight times what it was in 2019 when the vacancy rate lingered around 5%.

The tech industry was synonymous with Class A, impressive offices.

But with so many of them working from home, [a tidal wave of modern offices hit the market](#). What does this mean now? *Well, they're a dime a dozen.*



The wildly oversaturated market is driving down premium property valuations to a fraction of what they were prices at in the Silicon Valley Gold Rush. Now, **in order to really get attention from prospective tenants in San Francisco, lately, the buildings have had to be trophy Class.**

“The San Francisco office market is experiencing record-high vacancies, a soaring 29.4 percent in the first quarter of 2023, but the vacancy rate among trophy assets is roughly 10 percent lower than the overall average.”

-Propmodo

This dramatic shift is reflected in an even more rapid price growth of trophy properties as other classes stall. "The average asking rent for trophy and Class A office space in the first quarter of 2023 was \$122 and \$75 respectively," according to Propmodo.

Despite facing one of the highest vacancy rates in the nation, **the market continues to show strong demand for prestigious office properties.**

What Should Tenants Know About The Flight-To-Quality

Tenants should be aware that the flight-to-quality in office buildings presents unique opportunities.

By opting for high-quality spaces, tenants can benefit from enhanced amenities, improved infrastructure, better services, and a more prestigious business address.



Additionally, these buildings often attract a professional and established tenant community, fostering collaboration and networking possibilities. However, it's essential for tenants to carefully assess their needs, budget, and long-term goals to ensure that the advantages offered align with their specific requirements.

Because at the same time, **tenants should be aware of how the flight-to-quality implicates rent prices and demand in their area** (*and beyond*).

With such a national emphasis on premium properties, alternative properties have been severely devalued. For tenants who are willing to consider these as prospective options, **this dramatically increases their leverage in negotiation**. It increases the likelihood that they can take

advantage of dropping demand (even in Class A properties) and negotiate a more favorable deal.

This may include securing a generous [tenant improvement package](#) to update the building according to their needs. Because landlords, recognizing the value of such investments, may be open to working with tenants to enhance the property, as it can lead to stronger returns in the future.

Take Advantage of the Flight-To-Quality

The flight-to-quality represents a new era where companies are funneling their corporate funds into **quality over quantity** when it comes to office space. Rather than focusing on large amounts of space, businesses are now seeking high-quality office environments that offer premium amenities, modern infrastructure, and desirable locations. This shift reflects a recognition that the quality of the workspace has a significant impact on productivity, employee satisfaction, and overall business success.



Right now, **there's incredible leverage for tenants wanting to expand their footprints.** Since so many companies are slashing their space, this introduces a window of opportunity for those looking to retain their offices but still cut costs.

Commercial tenants should view the current downturn in property valuations and the upturn in vacant space as a valuable opportunity to secure real estate at significantly lower prices. In markets like [San Francisco](#), where a downturn is being experienced, **tenants have the potential to acquire Class A properties for a fraction of their previous cost.** Moreover, this presents an opportunity for future appreciation as the market eventually rebounds.

Taking advantage of the current situation, tenants can negotiate harder deals and secure more favorable lease terms, benefiting from concessions offered by landlords. Alternatively, they can explore the increasingly flexible leasing sector, allowing them to find a space that perfectly aligns with their square footage requirements. But only if you know what you're looking for. Learn how to find the best office space for the best price and terms on the market in the free course below.

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Real estate's flight to quality is bringing investors and occupiers closer

Converging needs are leading to more dialogue and transparency than ever before

March 03, 2023

Investors are wary about the economy. Companies are trying to attract people back to the office. Both camps are working toward their sustainability goals.

This all makes high-quality real estate – buildings that meet green specifications, or spaces that companies want to lease and where employees want to work – what everyone wants right now.

The convergence on quality is bringing about a major shift in the industry. The relationship between investors and occupiers has long been largely transactional, and at times even adversarial. But it's increasingly becoming one of cooperation and partnership.

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What's driving demand for quality real estate from an occupier standpoint?

Andy Poppink: Most real estate executives – three out of four, according to JLL research – believe the office is key to their future. They want their people back together, collaborating and innovating, so they're seeking flexible, amenity rich, quality workspaces. Remember, it's still a historically tight labor market, so the competition to attract and retain quality people remains extremely high.

Second, they want to meet ESG requirements due to both regulatory demand and the true demand of their clients, customers and people.

Finally, and more recently, they've become very concerned about the economic impact of the bottom line on their businesses, real estate and labor force.

Those three things are top of mind for occupiers now and for each of those, they need investor partners who are providing space, leases and terms that help them achieve those goals.

What about with investors? What's driving them to quality?

Beverley Kilbride: On the investor side, ESG is definitely the main driver. But there's been a shift from good intentions to creating a measurable ESG journey. That's because their tenants are now asking about the carbon footprint of the actual building and how that will translate into operational performance.

We're seeing this flight to quality globally and across all sectors, not just offices. But when it comes to office space, the implementation of hybrid work and projections from organizations about future space requirements means we're seeing occupiers asking for a reduction in the number of desks, coupled with an increase in collaborative space and a very high level of service.





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So are investors now having to up their game?

Beverley: Absolutely. There has been clear polarization in the market between Grade A stock and the rest. Subsequently, limited supply, and the desire to hit sustainability targets, creates opportunities that help LaSalle take on ambitious renovation projects.

For instance, new technology is coming through and innovation is vital if we're to deliver buildings with improved performance and occupier desirability.

However, we're at a stage in the market cycle where we haven't yet got clear market practice and consistency in accredited standards and valuations. We're also navigating cost challenges and unknowns around the supply chain, the price of materials and labor.

These are all factors that investors must take it into account. Even if inflation falls, it's unlikely that material costs will come down, so future supply pipeline will remain under pressure for some time to come. It means there'll be ongoing competition and we'll continue to see quality real estate fetching a premium.

How about leases? Is occupier demand for flexibility and quality having an impact there?

Andy: Occupiers are conflicted between their demands for shorter, more flexible leases that cater for dynamic workforces, and the availability of the spaces that meet their priorities. Quality space requires capital investment but then inherently, the shorter the lease, the more expensive it is for the occupier. It's about finding balance and working in partnership with investors. I don't think you could write a rule today that says leases will necessarily become shorter.

Beverley: I agree. We're now looking at closer partnerships and constant dialogue on how we adapt operations and investments to make sure both parties are achieving their objectives, so that's a real shift in the dynamic.

Andy: ESG and operations are a key driver in this relationship shift because most of a building's carbon impact occurs from ongoing operations, which is absolutely a shared activity. So we need to continue to work as partners throughout the duration of leases.

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Andy: Occupiers want to know what a building and property management service will deliver, and what the performance of a property might be. On the flip side, the owner is trying to understand what they need to do in order to meet occupier requirements. It will require greater communication early in the process, particularly due diligence in the collection of data to facilitate well-informed decisions. And then there's the metrics and ongoing data collection that's needed to support the ESG reporting requirements of both investors and occupiers.

Beverley: Without a doubt there's increasing transparency – we're no longer in the traditional landlord-and-tenant hierarchy. We're now sharing more information with occupiers on an ongoing basis, talking about so much more than lease terms and rent. Those dialogues and the levels of engagement are very different to previous cycles.

You can no longer buy real estate and be hands off. It doesn't work. You must be hands-on and in collaboration throughout. There's a common agenda, even if at times the hierarchy in terms of priorities is different.

Andy: If we step back and look at business thinking more broadly, this year's Davos theme was 'cooperation in a fragmented world'. That shows an increasing recognition of the criticality of partnerships. The ongoing resilience that we're witnessing in real estate markets all comes down to the ability of investors and occupiers to work towards common goals. So that ultimately, we get there together.

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Let's talk

