



**AUGUST 26, 2024**

**IRVING CONVENTION CENTER  
500 W. LAS COLINAS BLVD.  
IRVING, TEXAS 75039  
EXHIBIT HALL B**

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

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

**P = Present**  
**\* = Business**  
**# = Other**  
**þ = Represented**

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

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JULY 29, 2024  
ARTICLES: TABLE OF CONTENTS**

Article: CoStar - Most Top 25 Hotel Markets Show Improvement in Group Demand

Article: Fort Worth Star Telegram - Fort Worth Tries to Limit New Hotels Near Schools

Article: Why is My City in a Hotel Bed with the NRA?

Article: Fort Worth Report - Texas Bets \$2.7 million that Michelin Guide Will Provide Tourism Boost in 5 Cities

Article: Robbreport.com - Express Yourself For, Like, Way Less

Email - Sands Casino Begins Pulling Together North Texas City Leaders in Gambling Push

Email - Frisco Works to Bring Broadway-level Shows to Proposed Art Facility

Article: Dallas Morning News - Dallas Wants to be a 'Sports City'. Economists Caution Using Public Funds To Get There

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, August 26, 2024 at 11:45 AM**  
**Irving Convention Center, First Floor, Exhibit Hall B**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

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**1. Citizen Comments on Items Listed on the Agenda**

**Consent Agenda**

- 2.** Approving ICVB Board Meeting Minutes for July 29, 2024
- 3.** Accepting the ICVB Financial Reports for July 2024
- 4.** Reviewing the Hotel Occupancy Tax Collections
- 5.** Accepting the Irving Convention Center Financial Reports for July 2024

**Individual Consideration**

- 6.** Approving High Spirited Citizen Recommendation from Community Engagement Committee
  - a. Reverend Robert D. Robinson

**Board Reports**

- 7.** Board Chair Report
  - a. Board Member Self-Evaluation Form
  - b. Next Meeting September 23, 2024
- 8.** Board Committee Reports
  - a. Board and Business Development – Sam Reed
    - Next Meeting – September 13
  - b. Community Engagement – Colvin Gibson
    - Recap of August 12 Committee Special Meeting
    - Next Meeting – October 8
  - c. Destination Development – Greg Malcolm
    - Recap of August 13 Committee Meeting
    - Next Meeting – November 5



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## AGENDA - Continued

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9. 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
10. 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
11. Convention Center Management Report – Tom Meehan/Jeremy Pierce
12. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm/Kim Limon
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
13. 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

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

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

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

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



# AGENDA ITEMS

**IRVING**  
CONVENTION &  
VISITORS BUREAU

## **MINUTES**

### **Irving Convention & Visitors Bureau Board of Directors**

**Monday, July 29, 2024 at 11:45 AM**

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

**500 W. Las Colinas Blvd.**

**Irving, Texas 75039**

Attendance: Richard Stewart – Board Chair; Herb Gears – Board Vice Chair, Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Colvin Gibson, Todd Hawkins, Cambria Jones, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, and Sam Reed – Board Members; Mayor Rick Stopfer, Councilman Mark Cronenwett, Councilman Kyle Taylor, and Senior Assistant City Attorney Christina Weber – City of Irving; Sales Manager Cassie Molinari, Assistant General Manager Jeremy Pierce, Sales Manager Kimara Spence, and Director of Sales Casey Villasenor – ICC Staff; Maura Gast, Breahn Fisher, Lori Fojtasek, Marianne Lauda, Brenda Lopez, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB. Toyota Music Factory General Manager Eric Albert, and Irving Arts Board Vice-Chair Deborah Fleck – Guest.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none.

### **CONSENT AGENDA**

- Approving ICVB Board Meeting Minutes for June 24, 2024
- Accepting the ICVB Financial Reports for June 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for May and June 2024

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

### **PRESENTATION**

Toyota Music Factory Updates – General Manager Eric Albert gave an update on the TMF planned renovations and a handout of the presentation was distributed:

- Leasing Updates:
  - Mama Tried is tentative to open mid-August and going through construction.
  - Chino Mojito will be above the Mama Tried space with a mid-October opening date.
  - Shoals BBQ is a concept with Hospitality Alliance and will take most of the C1 building and have submitted plans for a smokehouse behind the building. Tentative open for October, in the previous Mama Tried space.
  - Pistil Cocktail Lounge has gone through demo and is working on the building, scheduled to open mid/end of October.
  - Jaxon Texas Kitchen will open mid-October and will be a key piece to activating the Plaza.
  - The Table is scheduled to open in September, located in the previous Nosh & Bottle space.
  - Drizzle Cheesecake is a big operator at the State Fair of Texas and Six Flags. Tentative opening in August, in previous Freshii space.



- The Rayleigh Underground is redeveloping their activation schedule to be aligned with the Plaza opening, currently focusing on special events.
  - Alamo Drafthouse will be reopening August 23. Alamo Corporate will be bringing success from Austin and re-implementing at the TMF location.
- Future Tenant Spaces:
  - In talks with a future restaurant group for the space next to Gloria's, hopeful to have lease negotiations done in the next 30 days.
  - In current negotiations with an entertainment group for the former Blaze space.
- Stumpy's Hatchet House has closed.
- Tentative Plaza opening on track for end of November 2024. The property will be 98% occupied by the end of the year.
- Parking garage design, sitewide wayfinding and directories have been finalized and working on approvals and permitting.
- Mural designs have been going up and will continue through the end of September.
- Working with the Irving Arts department on the new "Artist Alley."
- Customer traffic report shows that there has not been a drop in traffic throughout the plaza construction closures.

Albert added that all event parking has been moved to the Urban Towers garage to allow more access for tenants during concerts, event traffic is not allowed at the TMF garage. Focusing to ensuring that tenants use parking validation to secure the garage parking for tenant spaces. Moving event parking has opened approximately 800 parking spots for tenant spaces.

Stewart asked about valet parking. Albert added they are implementing a central valet parking available Monday – Sunday, comparable to what is offered at Water Street. Currently working with tenants that will do a validation program. Valet parking is offered on event nights. New wayfinding signs will help address parking concerns.

Councilman Mark Cronenwett asked how the garage validation works when parking in the TMF garage. Albert explained that you do not pay when you enter the garage. When you tap your credit card it opens a session, a picture is taken of your license plate and will change you once you leave, unless validated.

Discussion was held on information security for the TMF parking garage. Albert added that he can share the third-party information security policy information with the Board. Stewart thanked Albert for the TMF update.



INDIVIDUAL CONSIDERATION:

APPROVING HIGH SPIRITED CITIZEN NOMINATIONS FROM THE COMMUNITY ENGAGEMENT COMMITTEE

- a. Dixie Morton Caraway
- b. Karen Cooperstein
- c. Chuck Cooperstein
- d. Michael Crotty
- e. Juan Carlos Gonzalez
- f. Nancy Payne
- g. Saeed Purcell
- h. Delia Watley

Committee Chair Colvin Gibson presented the High Spirited Citizen nominations recommended from the Community Engagement Committee. Their bio's and persons nominating them were included in the Board portal.

Gibson made a motion to approve the High Spirited Citizen nominations, and with a second from Board Member Yasir Arafat, the motion was unanimously approved.

BOARD CHAIR REPORT

- Stewart deferred to the VP of Marketing and Communications Diana Pfaff and ICC Director of Sales Casey Villasenor for the new employee introductions.
  - Pfaff introduced Marketing and Communications Specialist Breahn Fisher. This is a new position to the Marketing team, she will be overseeing digital content, enhancement, and maintenance of the ICVB website, manage digital platforms and will be the dedicated team member for the ICVB Sales team. Fisher expressed her excitement in working in destination marketing and is thrilled to be part of the team.
  - Villasenor introduced ICC Sales Manager Cassie Molinari who was previously a Programming Manager for Downtown Detroit for 1 1/2 years. Molinari will be handling the markets starting with A-G for the convention center. Molinari added she recently moved to Texas from Detroit and is excited to sell the Convention Center.
  - Villasenor introduced ICC Sales Manager Kimara Spence. She was previously a Sales Coordinator with the Sheraton Dallas for 5 years. Spence will be handling the markets starting with Q-Z for the convention center. Spence expressed her excitement to be working with the ICC Sales team.
- Stewart added the Interest in Board Leadership Position handout has been included and asked for voting board members to fill out and return by August 15, 2024, to be shared with the Nominating Task Force.
- Stewart congratulated Board member Cambria Jones on her promotion to Chief Marketing and Experience Office.
- The next Board meeting is August 26.

## COMMITTEE REPORTS

### Board and Business Development

Committee Chair Sam Reed reported:

- The next Committee meeting is September 13 at 9:00 a.m. in the Irving Convention Center-First Floor Conference Room.

### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The Committee met on July 9 focusing primarily on the High Spirited citizen nominees.
- Briefly assess support for three other initiatives: December Holiday Parade, Irving Schools Foundation ICVB Hospitality High School Scholarship Breakfast with the Stars, and the Heritage Society Fish Fry and Cake Auction.
- The next meeting is October 8, with a possible special meeting in August.

### Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next meeting is August 13 and will be an off-site at the Arlington Convention Center, Loews Hotel.

## CITY REPORTS

Councilman Kyle Taylor reported:

- There was a meeting on Friday regarding the proposed development near The Ritz-Carlton. There is much interest to see what is presented and what they are proposing to Council.
- Poker/Card houses have been wanting to establish in the City. There have been concerns and questions that Council has asked the City Attorney's Office on the best way to include in our community.
- Budget process begins in August. Future in Focus presentations will be presented in the City Council meetings. Departments will focus on plans for the next five years.
- There is a focus on payroll and labor for the next five years, and making sure the City is set up in case there is a recession or a downturn in the market.
- Board and Commissions appointment process will be starting at the end of August and goes through October.

Councilman Mark Cronenwett reported:

- There have been many improvements and investments seen from the Ritz-Carlton taking over the Four Season, and it leads directly to the condominiums in the area. This is something positive for the community. There was an opportunity at the meeting held on Friday for the homeowners to address the developer for more information.
- Looking forward to hearing the ICVB and Irving Arts department budget presentations this week. It is impressive see all the improvements in the City.

Mayor Rick Stopfer reported:

- The City if currently in a place where one of the challenges it is facing is there is less than 4,000 acres to be developed and is looking at redevelopment.

- Office property evaluation went from 78% of our tax base to about 68% this year. Have seen about 10% reduction in volume. This is concerning because the whole hospitality industry then operates on events and travel. The driving goal is the office market and need to continue to see how we can pull that back together.
- There is a focus on housing affordability in the City. One of the challenges with developing the Southern sector was that it did not meet many of the income guidelines for businesses in the downtown area. The City has spent upward of \$50 million dollars in improving roads, enhancing parks and redevelopment. Currently starting on Phase 3 of the single-family homes and will be opening an affordable apartment complex. Working diligently with the builders in the southern section to make sure they include affordability.
- Continue to strive for our employees to be paid accordingly and have raised the majority to the 80% percentile. This started first with Police, Fire and Emergency Services, but the goal was to be available for all departments. This was a \$22 million dollar expense.
- City Manager Chris Hillman has informed the departments that there might not be any of their Future in Focus five-year plans used this year, the funds will be mostly used on salary increases.
- The Fire department will be calling on a vote for the association to have a stronger presence as they move forward. It will be under discussion next week to determine how the City will move forward.
- The City received a AAA Bond rating and sold \$880 million of bonds. The City was able to get water rates down to the lowest they have been. Bonds were sold to assist with the development of the outdoor recreation center, two indoor swimming facilities, a senior facility, an outdoor facility, and staffing. Next year will only be looking at \$30-40 million in the bond market, which will be street, water, and sewer.
- There are two components that have kept the City in the forefront, one being what the ICVB has been able to do with their dollars and what the City has been able to do with the TIF, which built the ICC, the Westin hotel, entertainment venue, Water Street and rebuild the Mustang Museum.
- DART Update:
  - The City passed a resolution wanting 25% of the DART dollars back. The City is contributing \$808 million. Every person in the City should have access to transit.
  - DART does not have a cap on their revenue. In 2011 there was 71 million people that rode DART, and 41 million in 2021. There has been a decrease in riders, but the City is paying more money.
  - It needs to be looked at from a different perspective. The City is not looking to get rid of DART, but riders deserve quality in transit.

Stewart thanked Stopfer for sharing such valuable information with the Board.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

Executive Director Maura Gast reported:

- Currently in the City Budget process and scheduled to present the ICVB Future in Focus on Thursday with the Irving Arts department. Staff, City management, Mayor and Council will focus on the big things in the next 3-5 years that will impact staffing and programing levels.

- There will be changes to the budget, our TMRS cost will be going down but cost for insurance will be increasing.
- City Manager Chris Hillman is proposing a 1.5% cost of living adjustment for City salaries in his budget request to the Council. Once the Council adopts the budget, ICVB will fund any changes through the fund balance, which is in good shape.
- Local dining establishment Michelin guide standards will be coming to Texas. The State of Texas along with our counterparts in Austin, Houston and San Antonio put together a funding partnership. It is too early to understand how the partnership will guide the dotted lines between the different cities. Gast will make sure to keep everyone aware as more information becomes available.
- Gast thanked the Executive Committee for the extra time at the July 26 meeting to review the Simpleview and Maloney Strategic Communications presentations. They are the ICVB's two key partners and biggest ticket items on the budget. Present at the meeting were key leaders from both organizations along with our staff leadership who explained the relationships in great detail.
- Currently at about \$1.5 million owed to the City in Hotel Occupancy Tax from the two delinquent hotels and \$213,000 is newly delinquent.
- Gast thanked Senior Director of Marketing Communications Monty White for the update to the Board meeting packet cover pages and dividers.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team has been busy and is currently fully staffed. Slightly behind pace, but the summer months are usually slower and will be working on finishing strong for the year.
- Director of Sales Matt Tungett has been working with the company that recently purchased Drive Nation. The Pickler Universe will be opening a pickleball facilities and will include 23 courts and a restaurant lounge. It will be opening in Spring 2025.
- The Invited Celebrity Classic will not be returning and is no longer hosting the tournament.
- Highlighted a few of the larger groups in July:
  - International Municipal Signal Association, USA Badminton, North Texas Sewing and Quilting, Automatik Car Launch at The Ritz-Carlton, and a large wedding, which was the biggest event this month.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Slower month for business travel, but strong for leisure travel.
- Website traffic was the largest in the last rolling 12 months with an 43% increase from June 2023 with 150,000 website sessions, driven by 132,000 users who triggered 1.2 million events.
- The biggest of those page views came from the newly launched DFW Entertainment Hub campaign through Simpleview. It highlights Irving as a gateway to exploring DFW, primarily in the entertainment options in the City but also what can be explored in the DFW area while staying in Irving.
- The Online Travel Agency campaign, partnered with Expedia this month and yielded nearly 100,000 hotel bookings and translated into 18,500 room nights, \$2.6 million in direct Irving hotel revenue in June.



- Social media marked the second largest increase this year, the social media outreach is now 176,000 followers.
- White will be presenting a version of the presentation given at the Executive Committee meeting at Rotary on Thursday.
- Pfaff and White attended Destinations International conference. Pfaff congratulated Jones on her promotion and added that Jones was also a speaker at the conference, held two sessions on Navigating the Workforce Development and Tourism.

#### Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- STR Data for Irving in June 2024:
  - Occupancy was 69.5%, Average Daily Rate of \$129.35 and RevPar of \$89.94.
  - Comp markets for Texas were 67% increase of about 1%, United States was 69.6%.
  - Slide also shows Arlington and other cities that the City benchmarks against.
  - Short term rental data shows Occupancy of 60%, Average Daily Rate of \$233.32, increase of 8%. Revenue per available room of \$140.03, increase of 4%.
  - Short term rental data for hotel comparable shows Occupancy of 58.4%, Average Daily Rate \$122.00, increase of 6%, RevPar of \$71.31, increase of 2%.
- Rose thanked Accounting and Budget Director Marianne Lauda and team for all their work and continued assistance with the new Certify expense report software.
- The team is gearing up for year end on September 30 and next fiscal year.
- Office Manager Carol Boyer is currently out of the office. Rose thanked Sales and Services Coordinator Brenda Lopez for assisting while she is out.

#### CONVENTION CENTER MANAGEMENT

Director of Sales Casey Villasenor reported:

- In June there were 17 events and 21,410 attendees. Year to date there have been 141 events and 207,107 attendees. Last year there were 166 events with 197,848 attendees.
- Focusing on booking longer and bigger programs this year, which is better business for the convention center.
- Received five surveys in June with a score 92% based on the Irving Overall Experience for the Irving Convention Center. Have received 26 YTD, with a score of 91.5%.
- Upcoming events:
  - Irving ISD, Battle Up Productions, City of Irving Transportation Summit, Cocina Sabrosa tradeshow and TexSom conference.

#### INDUSTRY PARTNERS

The Pavilion at Toyota Music Factory/Live Nation Report

Gast reported on behalf of Board member Tommy DeBeaudry:

- There were 96 confirmed promoted events on a budget of 91 events. Several more have been confirmed but have not been announced. Likely to finish the year with over 100 promoted events.
- Five rentals/private events that have booked for the year with more pending likely.

There are 21 special events on the calendar this year with some events covering several days each, including the Mike Tyson/Jake Paul fight weigh in and activities related to that. The fight will not be in Irving, but the City will still receive benefit from it. H

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- The STR report for June shows Occupancy was 69.5%, down 4.2% from previous year.
- The Average Daily Rate of \$129.35, up 5.2% from previous year.
- RevPar at \$89.94, up .8% from previous year.
- The Tru by Hilton is the 120-room project being built in front of the Hilton Garden Inn DFW South. It is scheduled to open in June 2025. Currently working on two stories, but it will be a six-story building and construction is ahead of pace.

Board member Kim Limon:

Reporting for Hampton Inn Irving/Las Colinas for June:

- Occupancy reporting 74.7%, up 2.4% from previous year.
- The Average Daily Rate was \$115.38, down 6.3% from previous year.
- RevPar \$86.15, down 2.9% from previous year.
- Learning that all the comp-set cannot be done on Demand 360, but also need to use the STR Report.

#### RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- In regard to the Michelin guide, later this year they will debut in the five partnering cities, Dallas, Fort Worth, Austin, San Antonio and Houston and it will branch out from there.
- Bruncheon Las Colinas opened in Waterstreet and offers breakfast and lunch options.
- Rocking Crab is open on Irving Main Street, in the former Big State location.
- Haraz Coffee House has opened in North Valley Ranch.
- Bigdash Irving offers ice cream and pastries and has opened at the 7300 block of MacArthur Blvd.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber President Beth Bowman reported:

- Unemployment rate for Irving in June is 3.9%. Increased slightly but still above the state rate of 4.5% and under the national unemployment rate of 4.3%.
- Irving's unemployment rate has stayed below 4% since March 2022.
- The City was invited to join Governor Abbott for the Texas Asia Business Mission. Irving was in Taiwan, South Korea and Japan having business meetings focusing on the opportunities in foreign direct investment in Texas, specifically in Irving, Texas. Bowman thanked the Mayor and Council for their support in the international companies that are running global operations out of Irving and support to amplify the Irving, Texas story on a global stage.
- DFW was ranked #1 among 20 U.S. metros for small business employment growth in June, this includes Irving. DFW recorded the best score in the country on small business jobs index,

release by Paychex Inc. Our DFW region scored 102.62, which showcases the robust hiring that is taking place amongst the small business industry.

Irving Arts and Culture Executive Director Todd Hawkins reported:

- The Irving Arts Center is currently under construction. The HVAC system has been removed and a new roof and HVAC system will be installed.
- The basement is being remodeled and lighting on both stages is being retrofit to LED lighting.
- Much of the cost for the remodel is being covered by City Bond money. Hawkins thanked the City and Irving residents for the center's new roof. American Rescue Plan Act (ARPA) funds are being used for the lighting and basement renovations and savings is being used for the new HVAC system.
- Reopening in September with residence organizations rolling out the season.
- Presenting Future in Focus alongside the ICVB on Thursday. Items on the strategic plan include initiatives that pull closer to the ICVB. Created two new committees: Destination Development Committee and Community Development Committee. They will line with the work the ICVB is doing and hoping to work closely to focus on driving tourism. Will also be talking about the relocation of the Hotel Occupancy Tax. \$1.6 million can be retained by the Arts department because of a legislative bracket that will expire in September 2026. Requesting some of the funds to assist in closing some of the fundraising gaps in the museum.
- There has been an increase in museum visitors. Last June there was 152 visitors and 952 visitors this year. This is directly associated to June programing.
  - *La Frontera* exhibit, a partner exhibition with Latino Cultural Arts Program.
  - *Badge of Pride* exhibit, a partnership with the Badge of Pride organization in Dallas.
- Irving Archives and Museum is being nominated for a 2025 National Medal of Honor for museums and libraries work in the community.

#### LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- A new security service contract will be taking place on July 21 at 10:30 p.m. They will handle alarm monitoring, dispatch operations, and 24/7 patrol vehicles. They have been working on ongoing training. This will also include Urban Center bike patrol operations.
- Reviewing the landscaping services contracts as well, presently three providers. No indication of change in that regard other than to maintain and keep activity at top of the line.
- Currently working on improvements in the Mandalay Canal lighting system installed last year and solving future issues.
- The Las Colinas Association Bowl-a-thon is on September 4<sup>th</sup> at Pinstack, benefiting Irving Cares.
- Starting budgeting process in August for next year.

Stewart highlighted the useful information in the Board Packet. Office Manager Carol Boyer has added a page after the agenda that lists all the attachments with links to make it easier to navigate.

With no further discussion, Stewart adjourned the meeting at 1:11 p.m.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Maura Allen Gast". The signature is written in a cursive style and is positioned above a horizontal line.

Maura Allen Gast, FCDME  
Executive Director





# **IRVING** CONVENTION & VISITORS BUREAU

## **FINANCIAL STATEMENTS**

**For Period Ending  
July 2024**



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
JULY 2024

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**Assets**

Cash and equivalents	744,474.21
Investments	6,606,130.00
Receivables	2,588.00

**Total Assets**

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**7,353,192.21**

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**Liabilities**

Accounts payables	2,469.78
Unearned revenue	2,369,726.51
Due to other funds	353.00

**Total Liabilities**

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**2,372,549.29**

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**Fund Balance (Budgetary basis)**

Reserve for encumbrances	458,448.90
Unreserved	4,522,194.02

**Total Fund Balance**

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**4,980,642.92**

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**Total Liabilities and Fund Balance**

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**7,353,192.21**

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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	822,524.87	6,002,470.12	10,089,968.00	59.5%	0.00	4,087,497.88
	PENALTY AND INTEREST	1,775.83	22,252.67	0.00	100.0%	0.00	(22,252.67)
	PRIOR YEAR	5,224.93	106,349.71	0.00	100.0%	0.00	(106,349.71)
	SHORT-TERM RENTALS	24,174.63	183,485.81	0.00	100.0%	0.00	(183,485.81)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>853,700.26</b>	<b>6,314,558.31</b>	<b>10,089,968.00</b>	<b>62.6%</b>	<b>0.00</b>	<b>3,775,409.69</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,350,671.47	2,298,790.00	58.8%	0.00	948,118.53
<b>M4 - INVESTMENT INCOME</b>							
		29,737.79	199,500.68	120,000.00	166.3%	0.00	(79,500.68)
<b>M5 - MISCELLANEOUS</b>							
		0.00	13,498.00	20,000.00	67.5%	0.00	6,502.00
<b>TOTAL REVENUE</b>		<b>883,438.05</b>	<b>7,878,228.46</b>	<b>12,528,758.00</b>	<b>62.9%</b>	<b>0.00</b>	<b>4,650,529.54</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		222,361.22	2,169,877.13	3,189,235.00	68.0%	0.00	1,019,357.87
<b>N2 - BENEFITS</b>							
		45,515.75	438,432.24	594,135.00	73.8%	0.00	155,702.76
<b>N4 - SUPPLIES</b>							
		10,194.92	35,773.32	73,110.00	48.9%	0.00	37,336.68
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		3,819.38	17,390.56	27,500.00	63.2%	0.00	10,109.44
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	15,600.11	88,794.35	175,530.00	50.6%	0.00	86,735.65
	FREIGHT	50.21	2,691.77	4,700.00	57.3%	0.00	2,008.23
	MARKETING AND SALES RESOURCES	7,927.90	38,819.26	74,500.00	52.1%	0.00	35,680.74
	MEDIA ADVERTISING	60,644.87	451,104.96	632,567.83	71.3%	175,453.83	6,009.04
	POSTAGE EQUIPMENT RENTAL	0.00	1,986.48	2,650.00	75.0%	662.16	1.36
	PROFESSIONAL SERVICES	176,363.13	1,701,746.40	2,581,150.00	65.9%	272,787.91	606,615.69
	PROPERTY MANAGEMENT SERVICES	0.00	1,046,753.00	1,395,000.00	75.0%	0.00	348,247.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>260,586.22</b>	<b>3,331,896.22</b>	<b>4,866,097.83</b>	<b>68.5%</b>	<b>448,903.90</b>	<b>1,085,297.71</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	18,183.15	320,687.24	577,000.00	55.6%	0.00	256,312.76
	MILEAGE REIMBURSEMENT	38.94	1,068.71	3,600.00	29.7%	0.00	2,531.29
	MEMBERSHIP AND DUES	9,523.00	49,205.90	78,990.00	62.3%	0.00	29,784.10
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>27,745.09</b>	<b>370,961.85</b>	<b>659,590.00</b>	<b>56.2%</b>	<b>0.00</b>	<b>288,628.15</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		75,925.00	151,850.00	151,850.00	100.0%	0.00	0.00
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	34,148.01	252,582.30	403,600.00	62.6%	0.00	151,017.70
	BUSINESS DEV INCENTIVE PROG	54,218.00	377,406.66	450,000.00	83.9%	0.00	72,593.34
	CONVENTION SERVICES MATERIALS	3,372.10	43,063.08	98,350.00	43.8%	7,945.00	47,341.92
	EVENT SPONSORSHIPS	0.00	121,167.75	167,500.00	72.3%	0.00	46,332.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	10,128.24	295,578.49	440,610.00	67.1%	1,600.00	143,431.51
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>101,866.35</b>	<b>1,089,798.28</b>	<b>1,565,060.00</b>	<b>69.6%</b>	<b>9,545.00</b>	<b>465,716.72</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	45,000.00	0.0%	0.00	45,000.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
	TRSF TO POB RISK MITIGATION FUND	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	3,550.00	3,550.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>116,995.00</b>	<b>2,536,216.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>2,419,221.00</b>
<b>TOTAL EXPENDITURES</b>		<b>748,013.93</b>	<b>7,722,974.60</b>	<b>13,707,793.83</b>	<b>56.3%</b>	<b>458,448.90</b>	<b>5,526,370.33</b>

Beginning Fund Balance	4,825,389.06
Revenues	7,878,228.46
Expenditures	(7,722,974.60)
Ending Fund Balance	4,980,642.92

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



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

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**Assets**

Cash and equivalents	1,737,510.82
Investments	2,103,000.00
Receivables	8,008,030.34

<b>Total Assets</b>	<b><u>11,848,541.16</u></b>
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**Liabilities**

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

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,120,999.83

<b>Total Fund Balance</b>	<b><u>2,120,999.83</u></b>
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<b>Total Liabilities and Fund Balance</b>	<b><u>11,848,541.16</u></b>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
MONTHLY FINANCIAL REPORT  
JULY 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	(405.76)	90,137.00	-0.5%	0.00	90,542.76
<b>M4 - INVESTMENT INCOME</b>							
		9,181.75	84,250.63	60,000.00	140.4%	0.00	(24,250.63)
<b>M5 - MISCELLANEOUS</b>							
		28,800.27	254,193.66	333,858.00	76.1%	0.00	79,664.34
<b>M6 - TRANSFER FROM ICVB GENERAL</b>							
		0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
<b>TOTAL REVENUE</b>							
		<b>37,982.02</b>	<b>338,038.53</b>	<b>2,403,216.00</b>	<b>14.1%</b>	<b>0.00</b>	<b>2,065,177.47</b>
<b>EXPENDITURES</b>							
<b>N4 - SUPPLIES</b>							
		(202.29)	63,406.17	63,609.00	99.7%	0.00	202.83
<b>N7 - STRUCTURE MAINTENANCE</b>							
		173,163.52	709,465.46	1,050,425.00	67.5%	0.00	340,959.54
<b>O3 - OUTSIDE SERVICES</b>							
		37,162.28	65,560.33	28,399.00	100.0%	0.00	(37,161.33)
<b>P1 - CAPITAL EXPENDITURES</b>							
		17,239.00	48,287.99	348,229.00	13.9%	0.00	299,941.01
<b>TOTAL EXPENDITURES</b>							
		<b>227,362.51</b>	<b>886,719.95</b>	<b>1,490,662.00</b>	<b>59.5%</b>	<b>0.00</b>	<b>603,942.05</b>

Beginning Fund Balance	2,669,681.25
Revenues	338,038.53
Expenditures	(886,719.95)
Ending Fund Balance	2,120,999.83

NOTE:

EXPENDITURES INCLUDE PAYMENTS MADE FROM HOTEL TAX AND ARPA FUNDS.

PLEASE REFER TO THE MONTHLY CHECK REGISTER FOR A BREAKDOWN EXPENDITURES BY TYPE.



## Irving Convention and Visitors Bureau

## Check Register

July 2024

Check #	Check Date	Vendor Name		Line Item Description	Check Amount	Invoice Amount	
		Object Description				ARPA	HOT TAX
80064045	7/2/2024	BH DFW PROPERTY LP			4,190.00		
		BUSINESS DEV INCENTIVE PROG	NORTH TEXAS RPG-CON/JUNE 2024				4,190.00
80064046	7/2/2024	ECO: A COVENANT ORDER OF EVANGELICAL PRESBYTERIANS			495.00		
		BUSINESS DEV INCENTIVE PROG	ECO PRESBYTERY LEADER GATHERING/MAY 2024				495.00
80064047	7/2/2024	ELLIE BELLY LLC			1,201.35		
		PROFESSIONAL SERVICES	PHOTOGRAPHER - REIMBURSEMENT FOR EXPENSES				1,201.35
80064048	7/2/2024	HCD DALLAS CORPORATION			1,425.00		
		BUSINESS DEV INCENTIVE PROG	CONMEBOL COPA AMERICA TEAM/JUNE 2024				1,425.00
80064049	7/2/2024	IRVING HERITAGE SOCIETY			50.00		
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - FRAN BONILLA				50.00
80064050	7/2/2024	PANADE II, LTD			1,200.00		
		BUSINESS DEV INCENTIVE PROG	SATISH WEDDING/JUNE 2024				1,200.00
80064051	7/2/2024	SOTO, MONICA			80.63		
		COMMUNICATIONS	MAR 2024 - CELL				25.00
		COMMUNICATIONS	APR 2024 - CELL / MILEAGE				25.00
		MILEAGE REIMBURSEMENT	APR 2024 - CELL / MILEAGE				5.63
		COMMUNICATIONS	MAY 2024 - CELL				25.00
80064052	7/9/2024	ACTS 29 NETWORK			2,406.00		
		BUSINESS DEV INCENTIVE PROG	ACTS29 NORTH AMERICAN CONFERENCE/APR 2024				2,406.00
80064053	7/9/2024	AJR MEDIA GROUP			495.00		
		MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM				495.00
80064054	7/9/2024	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			66,247.29		
		ACCOUNTS PAYABLE	JUN 2024 RECEIPTS				66,247.29
80064055	7/9/2024	ASHFORD TRS CORPORATION			8,390.00		
		BUSINESS DEV INCENTIVE PROG	WERFEN MEETING/JUNE 2024				1,395.00
		BUSINESS DEV INCENTIVE PROG	THE TEXAS TAKEOVER/JUNE 2024				6,995.00
80064056	7/9/2024	BH DFW PROPERTY LP			745.00		
		BUSINESS DEV INCENTIVE PROG	DT MOB/JUNE 2024				745.00
80064057	7/9/2024	CUTTS, SUSAN			1,233.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JUN 17 - 28, 2024				1,233.00
80064058	7/9/2024	ESPINOZA, ANABEL			75.00		
		COMMUNICATIONS	APR 2024 - CELL				75.00
80064059	7/9/2024	FEDERAL EXPRESS CORPORATION			79.79		
		FREIGHT	SHIPPING				15.58
		FREIGHT	SHIPPING				64.21
80064060	7/9/2024	FOJTASEK, LORI			316.53		
		COMMUNICATIONS	JAN 2024 - CELL / MILEAGE / MISC				75.00
		MILEAGE REIMBURSEMENT	JAN 2024 - CELL / MILEAGE / MISC				3.35
		LOCAL PROGRAMS-PROMOTIONS	JAN 2024 - CELL / MILEAGE / MISC				5.00
		COMMUNICATIONS	MAY 2024 - CELL / MILEAGE				225.00
		MILEAGE REIMBURSEMENT	MAY 2024 - CELL / MILEAGE				8.18
80064061	7/9/2024	FOSTER, WENDY			185.79		
		COMMUNICATIONS	MAR 2024 - CELL / MILEAGE				75.00
		MILEAGE REIMBURSEMENT	MAR 2024 - CELL / MILEAGE				26.07
		COMMUNICATIONS	MAY 2024 - CELL / MILEAGE				75.00
		MILEAGE REIMBURSEMENT	MAY 2024 - CELL / MILEAGE				9.72



Irving Convention and Visitors Bureau  
Check Register  
July 2024

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80064062	7/9/2024	GREENSPRING MEDIA LLC		746.00		
		MEDIA ADVERTISING	ADVERTISING			746.00
80064063	7/9/2024	GROVES, DONNA		65.00		
		COMMUNICATIONS	MAY 2024 - CELL			65.00
80064064	7/9/2024	HCD DALLAS CORPORATION		812.00		
		BUSINESS DEV INCENTIVE PROG	SOCIETY OF ST. VINCENT DE PAUL MTG/JUNE 2024			812.00
80064065	7/9/2024	HOPKINS, CHERYL		150.00		
		COMMUNICATIONS	MAY 2024 - CELL			75.00
		COMMUNICATIONS	APR 2024 - CELL			75.00
80064066	7/9/2024	IMAGO MEDIA, INC.		2,821.50		
		MEDIA ADVERTISING	ADVERTISING			2,500.00
		MEDIA ADVERTISING	ADVERTISING			321.50
80064067	7/9/2024	LOPEZ, BRENDA		75.00		
		COMMUNICATIONS	APR 2024 - CELL			75.00
80064068	7/9/2024	MANSELL, LORI		91.16		
		COMMUNICATIONS	APR 2024 - CELL			45.58
		COMMUNICATIONS	MAY 2024 - CELL			45.58
80064069	7/9/2024	MANSOUR, KAYLA		116.99		
		COMMUNICATIONS	MAR 2024 - CELL / MISC			75.00
		CLOUD BASED SOFTWARE SUB FEES	MAR 2024 - CELL / MISC			29.99
		TRAVEL AND TRAINING	SXSW 2024			12.00
80064070	7/9/2024	NATIONS CHANGER GROUP PUBLIC BENEFIT CORPORATION		955.00		
		BUSINESS DEV INCENTIVE PROG	IMPACT/JUNE 2024			955.00
80064071	7/9/2024	NORTHSTAR TRAVEL MEDIA, LLC		6,000.00		
		MEDIA ADVERTISING	ADVERTISING			6,000.00
80064072	7/9/2024	PROVIDENT RESOURCES GROUP, INC		2,020.00		
		BUSINESS DEV INCENTIVE PROG	TRUCKSPY LINEHAUL SUMMIT/JUNE 2024			2,020.00
80064073	7/9/2024	REYNALDO RODRIGUEZ		6,000.00		
		BUSINESS DEV INCENTIVE PROG	PAMM MODEL & TALENT EXPO/JUNE 2024			6,000.00
80064074	7/9/2024	ROSE, SUSAN		75.00		
		COMMUNICATIONS	APR 2024 - CELL			75.00
80064075	7/9/2024	SIMPLEVIEW WORLDWIDE, INC.		62,481.44		
		PROFESSIONAL SERVICES	4TH QTR - LICENSING / SUPPORT/ CONSULTING FEE		7,680.90	
		PROFESSIONAL SERVICES	4th QTR - LICENSING / SUPPORT/ CONSULTING FEE		54,800.54	
80064076	7/9/2024	SIRMEN, LORI		75.00		
		COMMUNICATIONS	MAY 2024 - CELL			75.00
80064077	7/9/2024	SMG		27,548.08		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAY 2024 CPI INCREASE			1,252.19
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JUN 2024			26,295.89
80064078	7/9/2024	SPORTS CLUB LC OWNER LLC		1,200.00		
		MEMBERSHIPS, CERTS, & LICENSES	JULY 2024			1,200.00
80064079	7/9/2024	STAMATS COMMUNICATIONS, INC.		3,000.00		
		MEDIA ADVERTISING	ADVERTISING			3,000.00
80064080	7/9/2024	STEPHEN E MURRAY		1,490.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS STATE FOOSBALL/MAY 2024			1,490.00



Irving Convention and Visitors Bureau  
Check Register  
July 2024

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80064081	7/9/2024	TEXAS FRIGHTMARE WEEKEND, LLC		14,015.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS FRIGHTMARE OVERFLOW/MAY 2024			6,210.00
		BUSINESS DEV INCENTIVE PROG	TEXAS FRIGHTMARE/MAY 2024			7,805.00
80064082	7/9/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,252.00		
		BUSINESS DEV INCENTIVE PROG	GREYSTONE INTERESTS/JUNE 2024			1,252.00
80064083	7/9/2024	TUCKER & ASSOCIATES, LLC		4,068.02		
		PROFESSIONAL SERVICES	JUL 2024 - MONTHLY RETAINER / REIMBURSABLES			4,068.02
80064084	7/9/2024	TUNGETT, MATT		106.27		
		COMMUNICATIONS	APR 2024 - CELL / MISC			70.00
		LOCAL PROGRAMS-PROMOTIONS	APR 2024 - CELL / MISC			36.27
80064085	7/9/2024	WHITE, MONTY		75.00		
		COMMUNICATIONS	MAY 2024 - CELL			75.00
80064086	7/9/2024	YOUNG LIFE		124.00		
		BUSINESS DEV INCENTIVE PROG	SYMPOSIUM/MAY 2024			124.00
80064087	7/16/2024	HIDDEN VALLEY PROMOTIONS, LLC		500.00		
		LOCAL PROGRAMS-PROMOTIONS	DEPOSIT-IRVING CHRISTMAS PARADE HORSE DRAWN WAGON			500.00
80064088	7/16/2024	IRVING - LAS COLINAS ROTARY CLUB		40.00		
		MEMBERSHIPS, CERTS, & LICENSES	JUNE 2024			40.00
80064089	7/16/2024	SMG		26,295.89		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JUL 2024			26,295.89
80064090	7/16/2024	STAMATS COMMUNICATIONS, INC.		4,000.00		
		TRAVEL AND TRAINING	TRADESHOW / EXHIBITOR - AUG 2024			4,000.00
80064091	7/23/2024	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS		220.00		
		BUSINESS DEV INCENTIVE PROG	COMMITTEE MEETING/JUNE 2024			220.00
80064092	7/23/2024	ASHFORD TRS CORPORATION		1,750.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS STATE YOUTH CONFERENCE/JULY 2024			1,750.00
80064093	7/23/2024	AUTO BODY ASSOCIATION OF TEXAS		1,375.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS AUTO BODY TRADE SHOW/JULY 2024			640.00
		BUSINESS DEV INCENTIVE PROG	TEXAS AUTO BODY TRADE SHOW/JULY 2024			735.00
80064094	7/23/2024	CUTTS, SUSAN		783.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JUL 01 - 12, 2024			783.00
80064095	7/23/2024	ECHO COVE ENTERPRISES, LLC		2,999.50		
		CONVENTION SERVICES MATERIALS	RECYCLABLE IMPRINTED PLASTIC BAGS			2,999.50
80064096	7/23/2024	FEDERAL EXPRESS CORPORATION		50.21		
		FREIGHT	SHIPPING			7.32
		FREIGHT	SHIPPING			42.89
80064097	7/23/2024	IMAGO MEDIA, INC.		595.00		
		MEDIA ADVERTISING	ADVERTISING			595.00
80064098	7/23/2024	MADDEN PREPRINT MEDIA LLC		62,501.71		
		PROFESSIONAL SERVICES	ADVERTISING		62,501.71	
80064099	7/23/2024	MALONEY STRATEGIC COMMUNICATION INC		27,630.80		
		PROFESSIONAL SERVICES	2024 INVENTORY STORAGE / MGMT- APR/MAY/JUN		840.80	
		PROFESSIONAL SERVICES	2023/2024 ICVB ADVERTISING MANAGEMENT Q4		26,790.00	
80064100	7/23/2024	MANUSAMA, DEBORA CHRISTY		2,576.42		
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - JUN 1 - 30, 2024			2,576.42



## Irving Convention and Visitors Bureau

## Check Register

July 2024

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80064101	7/23/2024	PRICELINE.COM INTERNATIONAL LIMITED		12,128.13		
		MEDIA ADVERTISING	ADVERTISING			9,390.78
		MEDIA ADVERTISING	ADVERTISING			2,737.35
80064102	7/23/2024	SMG		11,457.61		
		LOCAL PROGRAMS-PROMOTIONS	CATERING			1,636.80
		LOCAL PROGRAMS-PROMOTIONS	CATERING			4,310.74
		PROFESSIONAL SERVICES	EQUIPMENT RENTAL - ICC PHOTOSHOOT			2,144.29
		PROFESSIONAL SERVICES	LABOR/EQUIPMENT RENTAL - ICC PHOTOSHOOT			2,506.64
		PROFESSIONAL SERVICES	FIRED UP! STAFF TRAINING - EXPENSE REIMB			859.14
80064103	7/23/2024	SMG		170,119.80		
		MOTOR VEHICLES	ELECTRIC FLAT CART			17,239.00
		OTHER SUPPLIES	TRIMARK CREDIT (BANQUET WARES)			(202.29)
		BUILDINGS MAINT	COLUMN WRAP LIGHTING			114,141.74
		BUILDINGS MAINT	REPAIR FREEZE BREAK - PARKING GARAGE			6,430.00
		LANDSCAPE MAINTENANCE	LANDSCAPING ISLAND & TRANSFORMER YARD			32,511.35
80064104	7/23/2024	TARSUS CONNECT, LLC		11,000.00		
		MEDIA ADVERTISING	ADVERTISING			11,000.00
80064105	7/23/2024	TEXAS ASSOCIATION OF COUNTY OFFICIALS		1,672.00		
		BUSINESS DEV INCENTIVE PROG	CONF OF THE COUNTY INVESTMENT ACADEMY			1,672.00
80064106	7/23/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,265.00		
		BUSINESS DEV INCENTIVE PROG	KANSAS CITY ROYALS VS TEXAS RANGERS/JUNE 2024			1,265.00
80064107	7/23/2024	THIRTEEN TATTOO LLC		195.00		
		BUSINESS DEV INCENTIVE PROG	TATTOO FEST/JUNE 2024			195.00
80064108	7/23/2024	TRIPADVISOR HOLDINGS, LLC		23,859.24		
		MEDIA ADVERTISING	ADVERTISING			23,859.24
80064109	7/30/2024	ASHFORD TRS CORPORATION		4,065.00		
		BUSINESS DEV INCENTIVE PROG	MUFON SYMPOSIUM/JULY 2024			2,935.00
		BUSINESS DEV INCENTIVE PROG	PAT BROWN FAMILY REUNION/JULY 2024			1,130.00
80064110	7/30/2024	BH DFW PROPERTY LP		2,815.00		
		BUSINESS DEV INCENTIVE PROG	JLM CREATIVE EVENTS APPLIQUE GETAWAY/JUNE 2024			975.00
		BUSINESS DEV INCENTIVE PROG	C-USA FOOTBALL CLINIC/JULY 2024			1,840.00
80064111	7/30/2024	DONALD R. HOYTE		6,500.00		
		PROFESSIONAL SERVICES	PREPARATION OF ECONOMIC IMPACT/2023 INVITED			2,500.00
		PROFESSIONAL SERVICES	PREPARATION OF ECONOMIC IMPACT/2023 A-KON			2,500.00
		PROFESSIONAL SERVICES	PREPARATION OF ECONOMIC IMPACT/2023 USA			1,500.00
80064112	7/30/2024	ECO: A COVENANT ORDER OF EVANGELICAL PRESBYTERIANS		129.00		
		BUSINESS DEV INCENTIVE PROG	ECO-FLOURISH INSTITUTE OF THEOLOGY/JUNE 2024			129.00
80064113	7/30/2024	FOJTASEK, LORI		75.00		
		COMMUNICATIONS	JUN 2024 - CELL			75.00
80064114	7/30/2024	FOSTER, WENDY		82.91		
		COMMUNICATIONS	APR 2024 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	APR 2024 - CELL / MILEAGE			7.91
80064115	7/30/2024	GROVES, DONNA		65.00		
		COMMUNICATIONS	JUN 2024 - CELL			65.00



Irving Convention and Visitors Bureau  
Check Register  
July 2024

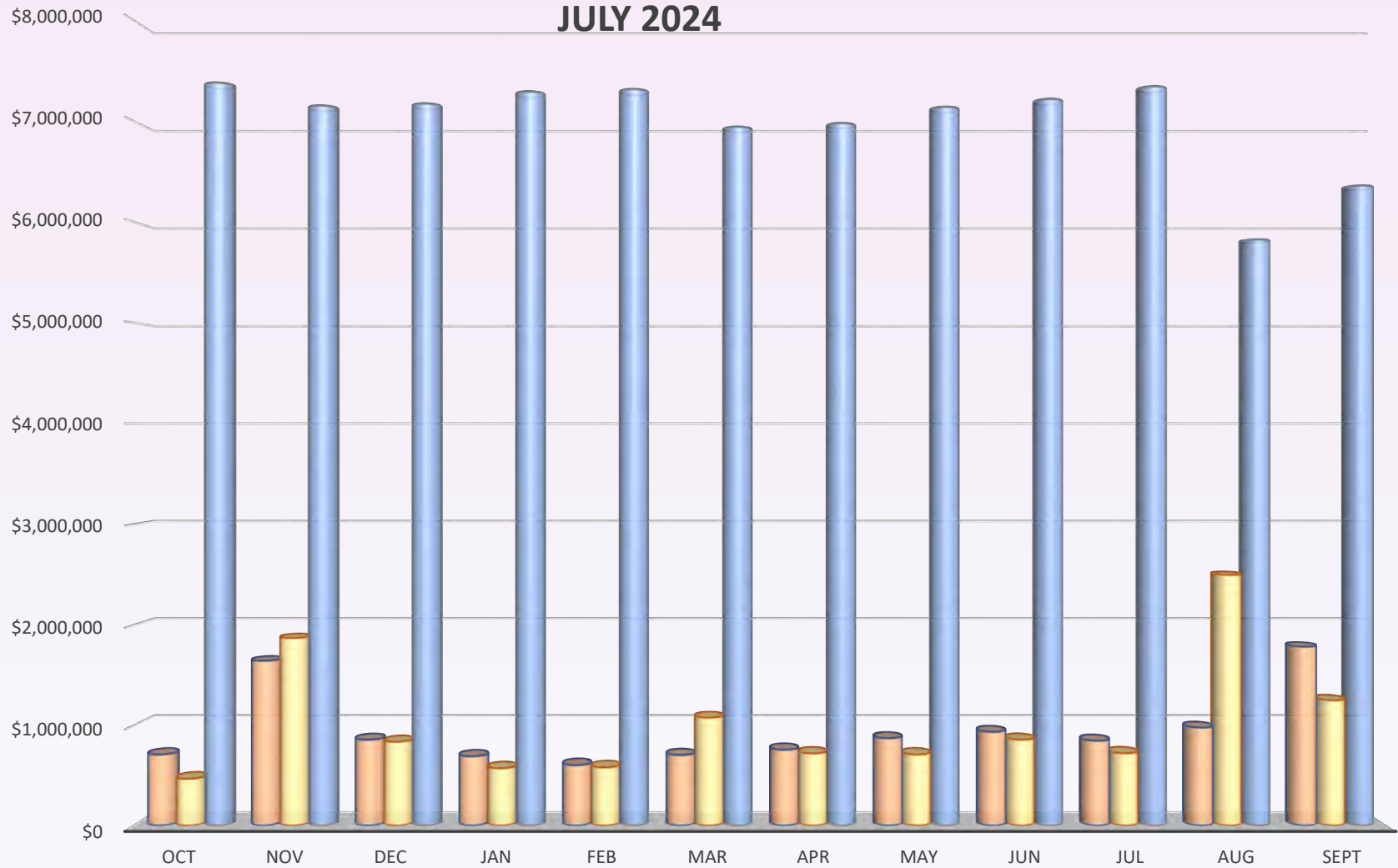
Check #	Check Date	Vendor Name	Line Item Description	Check	Invoice Amount	
		Object Description		Amount	ARPA	HOT TAX
80064116	7/30/2024	LEVINE, KATHY		196.32		
		COMMUNICATIONS	JUN 2024 - CELL			65.44
		COMMUNICATIONS	APR 2024 - CELL			65.44
		COMMUNICATIONS	MAY 2024 - CELL			65.44
80064117	7/30/2024	LOPEZ, BRENDA		75.00		
		COMMUNICATIONS	JUN - CELL			75.00
80064118	7/30/2024	MANSELL, LORI		45.58		
		COMMUNICATIONS	JUN 2024 - CELL			45.58
80064119	7/30/2024	SIX DEGREES, INC.		2,820.00		
		CLOUD BASED SOFTWARE SUB FEES	EMAIL SECURITY PRODUCT RENEWAL 8/24 - 8/25			2,820.00
80064120	7/30/2024	THE MICHAELS COMPANIES, INC.		388.00		
		BUSINESS DEV INCENTIVE PROG	CONTINUED LEADERSHIP DEVELOPMENT/JUNE 2024			388.00
80064121	7/30/2024	TUNGETT, MATT		154.75		
		COMMUNICATIONS	JUN 2024 - CELL			69.75
		COMMUNICATIONS	MAY 2024 - CELL / MISC			70.00
		LOCAL PROGRAMS-PROMOTIONS	MAY 2024 - CELL / MISC			15.00
		Total Number of Invoices	120	604,603.71	152,613.95	451,989.76
		Total Number of Checks	77		25%	75%



# Irving Convention and Visitors Bureau

## FY24 Cash Flow

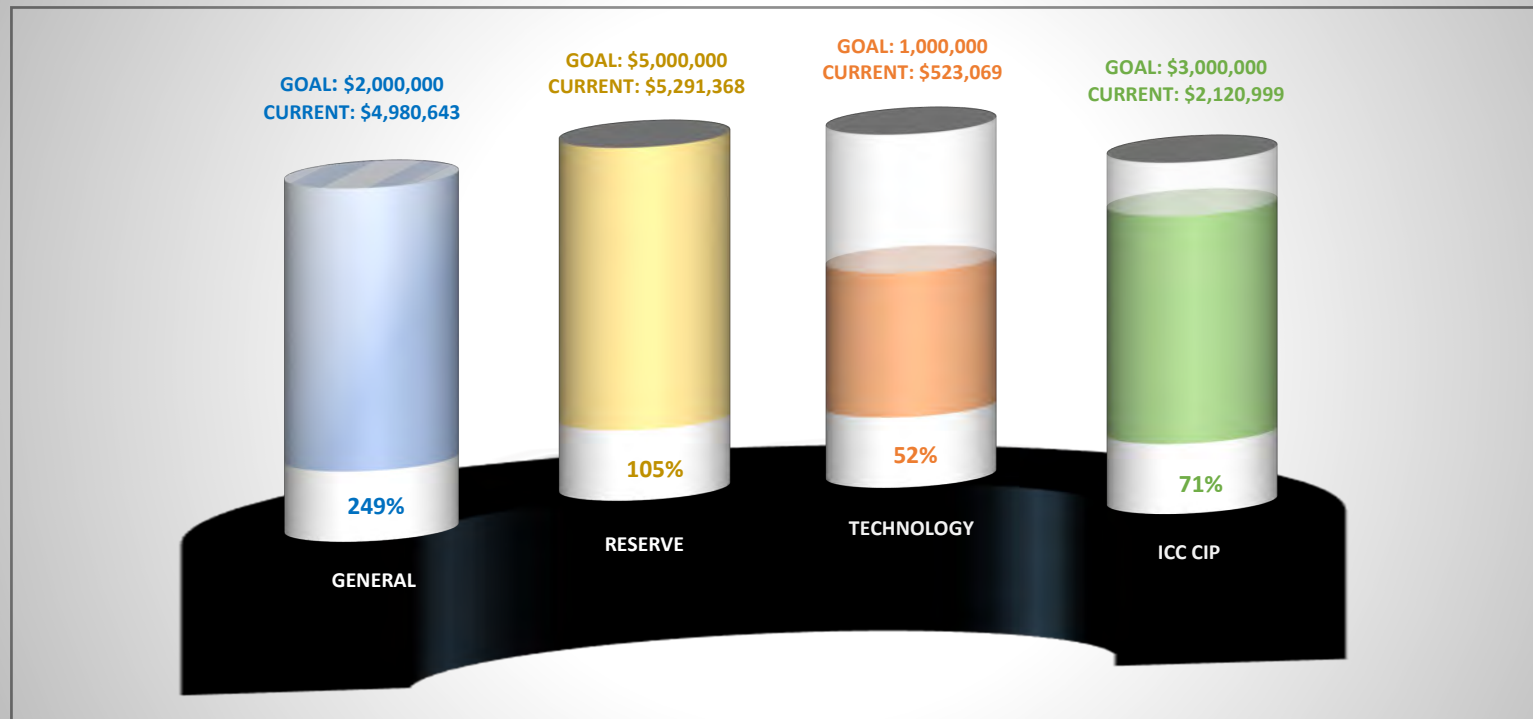
### JULY 2024



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$708,541	\$1,644,623	\$856,435	\$690,373	\$602,765	\$703,059	\$756,238	\$871,180	\$935,451	\$846,293	\$977,976	\$1,786,298
EXPENSES	\$465,372	\$1,872,395	\$835,916	\$570,831	\$580,004	\$1,077,493	\$719,332	\$709,309	\$857,146	\$721,183	\$2,500,000	\$1,250,000
ENDING CASH	\$7,387,796	\$7,160,024	\$7,180,543	\$7,300,085	\$7,322,846	\$6,948,412	\$6,985,318	\$7,147,189	\$7,225,494	\$7,350,604	\$5,828,580	\$6,364,878



## FUND BALANCES JULY 2024





# IRVING CONVENTION & VISITORS BUREAU

HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
May 2024

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

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>	<b>JAN 2024</b>	<b>FEB 2024</b>	<b>MAR 2024</b>	<b>APR 2024</b>	<b>MAY 2024</b>
1	Atrium Hotel and Suites DFW Airport	14,869.42	14,305.10	11,347.26	19,151.44	15,414.01	18,186.42	16,875.07	17,409.05
2	Dallas Marriott Hotel Las Colinas	64,649.51	50,400.58	38,624.53	50,056.38	59,345.37	52,881.65	67,710.40	53,010.05
3	DFW Airport Marriott	46,689.76	30,654.42	31,237.75	52,960.52	53,801.07	60,640.25	47,502.12	45,453.39
4	<b>Doubletree by Hilton DFW Airport North</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
5	Embassy Suites DFW Airport South	30,654.69	27,063.61	22,944.15	23,240.12	23,506.78	29,568.79	28,990.94	2,631.87
6	Embassy Suites by Hilton Dallas Las Colinas	N/A	N/A	N/A	1,229.73	13,082.90	19,178.16	18,882.98	18,716.99
7	Hilton Garden Inn DFW Airport South	17,166.41	13,217.25	11,125.02	12,988.26	11,860.70	14,501.54	15,310.31	14,808.25
8	Hilton Garden Inn Las Colinas	17,416.62	15,171.21	11,455.48	14,633.97	15,838.29	16,598.67	19,117.94	16,844.35
9	Holiday Inn Irving Las Colinas	12,213.80	7,257.80	7,018.51	8,213.43	8,963.82	10,102.26	12,174.55	8,523.69
10	NYLO Las Colinas Tapestry Collection	22,632.98	16,049.37	12,778.34	17,970.18	16,923.33	17,509.07	21,295.35	20,975.76
11	Omni Las Colinas Hotel	64,128.09	53,537.47	33,722.72	49,441.68	49,109.24	48,752.45	58,532.84	49,332.08
12	<b>Sheraton DFW Airport Hotel</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
13	Texican Court	20,342.95	14,425.37	11,523.70	14,937.60	15,167.66	16,714.10	18,330.26	17,174.74
14	The Ritz-Carlton Dallas, Las Colinas	84,092.96	47,416.32	37,568.48	37,137.78	45,422.87	76,827.98	84,427.67	90,037.71
15	Westin DFW Airport	24,903.26	37,904.38	26,850.93	42,846.94	54,361.74	38,051.34	61,197.51	37,042.03
16	Wyndham DFW Airport Hotel	3.11	2.85	1,375.77	3,933.68	3,449.46	8,478.47	11,108.25	9,972.08
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>419,763.56</b>	<b>327,405.73</b>	<b>257,572.64</b>	<b>348,741.71</b>	<b>386,247.24</b>	<b>427,991.15</b>	<b>481,456.19</b>	<b>401,932.04</b>
16	Westin Irving Convention Center Las Colinas	61,354.33	47,685.92	35,717.68	50,725.59	55,046.71	50,230.20	63,200.48	54,442.65

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

ALL SUITE / EXTENDED STAY		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
1	<b>Candlewood Suites DFW Airport North</b>	<b>6,709.76</b>	<b>6,353.47</b>	<b>5,814.22</b>	<b>5,886.05</b>	<b>5,171.97</b>	<b>6,348.85</b>	<b>0.00</b>	<b>0.00</b>
2	Comfort Suites DFW Airport North	6,379.11	5,175.08	5,143.93	5,219.40	4,729.39	6,173.74	6,763.43	6,534.78
3	Comfort Suites Las Colinas	1,459.78	1,409.89	1,328.14	1,069.65	799.20	1,358.42	1,618.18	1,267.06
4	<b>Country Inn &amp; Suites by Carlson DFW Airport South</b>	<b>4,276.63</b>	<b>3,382.41</b>	<b>3,242.22</b>	<b>2,792.54</b>	<b>3,009.03</b>	<b>4,586.23</b>	<b>0.00</b>	<b>0.00</b>
5	Element Dallas Las Colinas	17,921.03	13,989.73	12,596.90	14,251.09	14,336.56	16,082.70	17,830.78	16,609.80
6	Element DFW Airport North	10,915.30	8,361.34	6,679.62	9,036.70	8,936.64	10,898.86	11,125.88	11,214.60
7	Extended Stay America Dallas DFW Airport North	1,546.03	447.65	1,487.23	1,446.09	1,342.11	1,772.29	1,403.95	1,178.64
8	Extended Stay America Dallas Las Colinas	1,884.59	1,391.84	1,198.46	637.25	1,015.35	1,648.28	1,396.99	2,070.58
9	Extended Stay Deluxe Green Park	2,196.69	1,125.88	1,765.20	1,005.45	1,012.01	618.42	1,214.86	944.52
10	Extended Stay Deluxe Las Colinas	1,533.36	1,123.17	1,154.28	1,064.96	476.84	1,198.27	1,383.51	1,521.58
11	Hawthorne Suites Irving DFW Airport South	2,310.62	2,084.23	2,263.43	1,451.11	1,025.97	1,756.04	2,235.26	2,178.92
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,419.09	11,982.45	11,693.47	12,774.18	11,452.10	14,969.25	15,405.37	15,068.93
13	Holiday Inn Express Hotel & Suites DFW Airport South	9,579.29	8,284.60	8,246.87	9,079.73	7,948.48	8,526.95	10,461.21	10,848.27
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,460.58	7,158.68	6,523.82	6,324.12	8,388.64	8,731.87	9,385.57	9,807.76
15	Home Towne Studios Dallas Irving	2,195.82	2,842.68	1,927.78	1,813.19	2,082.52	2,207.65	2,264.36	1,980.27
16	Homewood Suites by Hilton DFW Airport North	7,911.03	6,610.68	4,885.03	5,279.82	6,535.16	8,442.08	9,032.37	7,821.53
17	Homewood Suites by Hilton Las Colinas	11,923.42	8,212.33	8,177.66	9,847.38	8,704.25	10,938.66	11,501.05	10,355.83
18	Hyatt House Dallas Las Colinas	11,523.03	9,764.42	8,628.07	7,088.56	5,999.35	11,303.11	6,173.88	12,407.62
19	Residence Inn Dallas DFW Airport North Irving	7,451.85	5,824.01	3,847.71	6,508.17	6,512.30	7,184.13	8,919.68	7,144.62
20	Residence Inn Dallas Las Colinas	9,504.56	7,471.72	6,808.96	8,435.24	7,404.76	8,476.31	10,885.55	9,710.84
21	Soka Suites Dallas Las Colinas	8,193.27	5,635.31	7,983.45	7,702.34	6,886.39	7,919.94	9,099.08	8,792.60
22	Sonesta ES Suites Dallas Las Colinas	4,112.99	4,488.53	4,223.27	4,781.83	4,003.10	5,307.66	4,238.07	3,976.86
23	Sonesta Simply Suites Dallas Las Colinas	3,161.59	2,578.53	2,154.15	2,216.73	2,746.82	3,143.00	3,057.98	2,921.10
24	Springhill Suites Dallas DFW Airport East Las Colinas	6,843.88	6,807.99	6,306.16	7,574.71	8,258.02	10,340.95	10,450.10	9,283.70
25	Staybridge Suites DFW Airport North	6,294.68	4,610.07	4,788.10	5,079.48	5,395.31	6,758.61	7,510.81	6,715.92
26	TownePlace Suites Dallas DFW Airport North Irving	9,921.30	7,156.45	5,307.43	7,584.97	8,328.93	9,316.41	10,273.39	10,003.66
27	TownePlace Suites Dallas Las Colinas	9,570.93	7,687.28	6,439.33	7,279.45	7,759.71	8,841.54	9,545.62	8,820.89
28	Woodspring Suites Signature	2,347.95	1,380.35	1,832.30	1,719.76	810.96	1,945.76	1,624.78	1,722.31
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>191,548.16</b>	<b>153,340.77</b>	<b>142,447.19</b>	<b>154,949.95</b>	<b>151,071.87</b>	<b>186,795.98</b>	<b>184,801.71</b>	<b>180,903.19</b>



BUDGET SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
1	Arya Inn & Suites	898.50	1,015.64	845.27	878.39	824.91	977.79	1,062.23	177.41
2	Budget Inn & Suites	41.48	38.87	33.16	16.01	30.85	15.86	34.47	20.78
<b>3</b>	<b><i>Budget Suites of America Las Colinas</i></b>	<b>622.54</b>	<b>174.98</b>	<b>897.26</b>	<b>0.00</b>	<b>540.18</b>	<b>1,006.54</b>	<b>0.00</b>	<b>233.85</b>
4	Clarion Inn & Suites	2,080.31	2,055.40	1,968.83	1,786.96	1,676.19	2,887.94	2,903.54	2,681.14
5	Crossroads Hotel & Suites	1,136.56	967.61	1,028.91	1,172.90	1,227.57	1,447.93	963.95	131.79
6	Days Inn	5,039.57	4,319.24	4,619.71	4,816.05	4,692.49	5,826.61	5,478.27	5,928.25
7	Days Inn DFW Airport North	3,605.10	2,401.20	1,998.82	2,134.65	1,889.83	3,189.47	3,420.65	4,269.12
8	Delux Inn	934.32	928.36	774.04	736.47	668.52	774.60	819.49	872.06
9	Delux Suites Motel	15.61	35.90	67.41	121.63	163.81	201.87	145.08	151.94
10	Gateway Inn	283.29	382.73	268.04	213.01	232.47	309.42	314.27	312.22
11	Magnuson Extended Stay & Suites Airport Hotel	862.89	625.13	604.44	664.15	621.70	847.76	893.81	1,088.69
12	Motel 6 Dallas DFW South	1,742.57	1,534.44	1,637.56	1,629.14	1,454.67	1,682.66	1,822.77	2,033.41
13	Motel 6 Dallas Irving	2,932.01	2,782.59	2,778.98	2,725.41	2,654.71	3,235.70	3,198.41	3,373.49
14	Motel 6 DFW North	4,487.78	3,788.14	3,898.01	4,225.53	3,391.68	4,585.35	4,705.11	4,809.84
<b>15</b>	<b><i>Motel 6/Budget Inn Irving Loop 12</i></b>	<b>825.53</b>	<b>845.02</b>	<b>812.61</b>	<b>763.31</b>	<b>768.87</b>	<b>895.25</b>	<b>1,043.05</b>	<b>0.00</b>
16	OYO Hotel DFW Airport North	474.31	448.10	363.68	446.04	488.99	550.44	548.73	1,138.08
17	OYO Hotel DFW Airport South	3,282.49	2,940.75	3,031.58	2,272.76	2,260.41	2,345.51	2,338.07	2,353.37
18	Quality Inn & Suites DFW Airport South	3,758.37	3,281.45	3,797.62	3,288.67	2,214.55	3,131.13	3,580.11	3,160.56
19	Red Roof Inn & Suites Irving DFW South	3,179.63	2,363.39	3,039.72	2,967.65	2,615.27	3,921.23	3,990.63	3,290.38
20	Red Roof Inn Dallas DFW Airport North	4,317.65	3,582.26	3,640.49	4,212.99	3,540.41	4,133.46	4,236.65	4,501.95
21	Studio 6 / Motel 6 DFW Airport East	2,563.55	2,390.72	2,575.33	2,733.16	2,042.75	2,567.21	2,564.39	2,954.56
22	Super 8 Hotel DFW South	2,370.31	1,903.72	2,515.67	2,454.78	1,787.63	2,355.83	2,757.70	2,677.17
23	Super 8 Motel DFW North	2,511.85	2,264.86	2,237.35	2,216.78	1,930.52	2,731.23	2,928.71	2,983.67
<b>TOTAL BUDGET SERVICE</b>		<b>47,966.22</b>	<b>41,070.50</b>	<b>43,434.49</b>	<b>42,476.44</b>	<b>37,718.98</b>	<b>49,620.79</b>	<b>49,750.09</b>	<b>49,143.73</b>

LIMITED SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
1	aLoft Las Colinas	14,924.22	11,907.75	9,357.47	11,789.12	13,117.89	13,257.84	16,412.89	14,211.25
2	<b>Best Western Plus DFW Airport Suites North</b>	<b>5,539.73</b>	<b>4,298.70</b>	<b>3,667.05</b>	<b>4,088.94</b>	<b>3,962.93</b>	<b>5,149.84</b>	<b>5,812.91</b>	<b>0.00</b>
3	Courtyard Dallas DFW Airport North Irving	16,616.43	13,375.45	10,711.34	15,228.38	14,134.25	15,622.65	17,051.87	15,473.59
4	Courtyard Dallas DFW Airport South Irving	11,863.33	8,530.46	7,488.38	9,922.34	9,065.95	10,618.66	11,923.36	11,481.69
5	Courtyard Dallas Las Colinas	13,341.38	9,434.91	7,057.71	11,291.79	12,782.75	12,146.92	14,893.44	12,368.09
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,317.22	7,622.20	7,236.72	9,667.56	8,322.49	10,699.20	9,067.23	10,384.58
7	Fairfield Inn & Suites Dallas Las Colinas	1,515.50	348.65	595.81	971.85	749.55	4,009.81	344.85	1,244.01
8	Fairfield Inn Dallas DFW Airport North Irving	10,736.86	7,907.51	6,416.22	8,657.27	8,380.20	9,973.65	10,888.62	9,944.71
9	Hampton Inn Dallas Irving Las Colinas	12,106.31	9,434.47	8,101.79	9,589.49	10,057.58	11,714.97	13,056.81	10,838.38
10	Home2 Suites by Hilton DFW Airport North	11,119.48	8,989.19	6,773.67	9,691.43	9,465.85	11,074.18	12,095.70	10,939.81
11	Home2 Suites by Hilton DFW Airport South Irving	10,656.75	8,871.21	7,693.49	8,296.18	8,704.85	9,612.63	10,430.68	9,640.84
12	Hyatt Place Dallas Las Colinas	10,382.04	7,444.64	7,573.60	7,798.07	8,447.36	9,616.40	10,379.05	10,140.05
13	La Quinta Inn & Suites DFW Airport North	6,939.56	3,422.96	2,293.63	2,054.97	3,730.07	8,058.39	9,521.41	9,291.82
14	La Quinta Inn & Suites DFW Airport South	9,913.74	7,568.70	5,947.77	7,709.05	6,986.82	9,210.62	10,415.23	10,356.15
15	La Quinta Inn Hotel & Suites Las Colinas	5,699.99	4,529.29	4,673.58	4,134.27	4,639.26	5,250.74	5,751.00	5,853.70
16	Quality Inn & Suites DFW Airport	6,252.72	5,358.53	5,537.90	6,015.34	4,894.44	6,589.04	7,340.60	7,404.71
17	Residence Inn Dallas DFW Airport South Irving	12,639.44	8,633.72	7,672.09	10,282.50	7,502.15	11,180.75	9,818.76	12,292.49
18	Wingate Inn by Wyndham Dallas Las Colinas	5,234.94	3,978.39	2,642.90	2,522.66	1,232.42	4,253.46	5,050.23	4,671.97
19	<b>Wingate Inn by Wyndham DFW Airport North</b>	<b>5,048.26</b>	<b>4,477.61</b>	<b>4,114.52</b>	<b>4,704.12</b>	<b>4,467.20</b>	<b>5,111.02</b>	<b>5,155.82</b>	<b>0.00</b>
<b>TOTAL LIMITED SERVICE</b>		<b>179,847.90</b>	<b>136,134.34</b>	<b>115,555.64</b>	<b>144,415.33</b>	<b>140,644.01</b>	<b>173,150.77</b>	<b>185,410.46</b>	<b>166,537.84</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>24,448.10</b>	<b>22,411.77</b>	<b>17,968.66</b>	<b>22,187.60</b>	<b>21,233.80</b>	<b>26,272.79</b>	<b>24,788.45</b>	<b>24,174.63</b>
Number of locations		28	34	25	27	23	33	33	31

SUMMARY	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
ACTUAL GRAND TOTAL	863,573.94	680,363.11	576,978.62	712,771.03	736,915.90	863,831.48	926,206.90	822,691.43
BUDGET	801,730.00	649,100.00	558,854.00	760,219.00	861,938.00	966,503.00	936,361.00	959,589.00
DIFFERENCE	61,843.94	31,263.11	18,124.62	(47,447.97)	(125,022.10)	(102,671.52)	(10,154.10)	(136,897.57)
	7.7%	4.8%	3.2%	-6.2%	-14.5%	-10.6%	-1.1%	-14.3%
CUMULATIVE YEAR TO DATE								
ACTUAL	863,573.94	1,543,937.05	2,120,915.67	2,833,686.70	3,570,602.60	4,434,434.08	5,360,640.98	6,183,332.41
BUDGET	801,730.00	1,450,830.00	2,009,684.00	2,769,903.00	3,631,841.00	4,598,344.00	5,534,705.00	6,494,294.00
DIFFERENCE	61,843.94	93,107.05	111,231.67	63,783.70	(61,238.40)	(163,909.92)	(174,064.02)	(310,961.59)
	7.7%	6.4%	5.5%	2.3%	-1.7%	-3.6%	-3.1%	-4.8%
COLLECTED PRIOR YEAR	840,709.00	635,339.08	581,679.64	679,603.66	733,012.08	841,867.12	852,951.57	824,970.07



Date Distributed: August 16, 2024

# Monthly Financial Summary

For Period Ending July 31, 2024

	October	November	December	January	February	March	April	May	June	July	August	September	Total	
Event Income														
Direct Event Income														
Rental Income	174,950	78,969	68,325	145,400	192,724	229,870	250,820	205,875	137,256	171,400	264,750	209,250	2,129,589	
Service Income	204,624	53,686	39,231	97,704	191,746	85,145	166,883	194,485	85,842	58,015	17,900	19,000	1,214,262	
Service Expenses	(306,191)	(149,542)	(101,844)	(169,548)	(268,625)	(150,319)	(259,637)	(268,997)	(194,102)	(162,207)	(135,011)	(127,250)	(2,293,275)	
Total Direct Event Income	73,383	(16,887)	5,712	73,556	115,845	164,696	158,066	131,363	28,996	67,208	147,639	101,000	1,050,576	
Ancillary Income														
F & B Concessions	31,705	5,828	4,624	19,977	39,501	1,482	20,604	49,190	13,674	9,457	8,500	6,000	210,542	
F & B Catering	603,360	411,399	141,229	470,176	582,198	128,399	515,013	481,472	517,664	203,396	212,800	340,860	4,607,968	
Parking: Self Parking	85,628	28,196	27,010	26,018	85,185	41,472	58,779	59,869	28,755	38,586	16,400	4,920	500,818	
Electrical Services	54,092	8,030	5,315	5,833	25,430	58,905	22,950	17,315	15,224	22,725	2,050	21,000	258,869	
Audio Visual	7,745	(7,746)	0	1	(1)	-	(1,308)	(0)	1,684	390	-	-	765	
Internet Services	9,253	4,399	4,350	1,442	3,766	6,211	2,359	13,880	2,584	4,301	150	1,600	54,296	
Total Ancillary Income	791,783	450,106	182,528	523,447	736,079	236,470	618,397	621,726	579,585	278,855	239,900	374,380	5,633,257	
Total Event Income	865,166	433,219	188,240	597,003	851,924	401,166	776,463	753,090	608,581	346,063	387,539	475,380	6,683,833	
Other Operating Income	201,505	180,315	57,155	73,920	135,803	93,524	141,690	141,220	140,670	65,555	107,132	107,128	1,445,619	
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000	
Adjusted Gross Income	1,066,671	613,534	593,395	670,923	987,728	844,690	918,153	894,309	1,098,001	411,618	494,671	930,758	9,524,452	7,117,205
Operating Expenses														
Employee Salaries and Wages	280,814	266,613	253,076	302,746	241,855	266,507	281,543	289,678	260,659	300,451	305,793	380,431	3,430,167	
Benefits	67,010	65,376	70,824	66,393	65,127	56,186	60,769	71,004	61,623	66,324	76,538	76,538	803,715	
Less: Event Labor Allocations	(62,070)	(47,615)	(32,575)	(41,583)	(60,092)	(52,480)	(68,307)	(66,668)	(65,064)	(54,969)	(66,500)	(66,500)	(684,423)	
Net Employee Wages and Benefits	285,754	284,374	291,325	327,556	246,890	270,213	274,005	294,014	257,218	311,806	315,831	390,469	3,549,459	
Contracted Services	70,219	67,926	70,816	70,007	69,296	66,935	71,548	70,575	72,856	74,382	81,645	81,645	867,849	
General and Administrative	61,033	36,631	67,542	61,206	55,266	36,679	37,600	78,987	74,519	69,352	60,444	269,544	908,800	
Operations	52,582	55,247	30,042	57,992	40,016	43,659	57,928	40,668	27,323	46,752	63,045	65,168	580,422	
Repair & Maintenance	46,564	51,162	45,595	53,365	57,107	67,008	56,190	78,042	66,014	65,841	82,083	83,587	752,558	
Supplies	12,352	15,770	6,406	12,047	15,928	23,087	17,655	18,412	10,933	17,281	19,833	41,615	211,320	
Insurance	9,729	103,115	9,729	10,329	9,729	12,585	9,729	9,729	9,729	21,751	19,511	132,000	357,665	
Utilities	54,518	52,608	49,438	53,151	50,864	46,785	48,142	60,922	69,026	71,502	58,002	58,002	672,960	
Other	307	747	577	149	322	293	70	1,254	5,128	707	625	1,279	11,459	
ASM Global Management Fees	80,766	66,332	36,435	67,634	77,001	39,718	70,545	71,242	66,264	51,055	37,193	50,490	714,679	
Total Operating Expenses	673,824	733,912	607,905	713,436	622,419	606,962	643,413	723,845	659,010	730,428	738,213	1,173,800	8,627,171	
Net Income (Loss) From Operations	392,847	(120,378)	(14,510)	(42,513)	365,309	237,728	274,740	170,464	438,991	(318,811)	(243,542)	(243,042)	897,282	2,292,282



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

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	13,697	5,474	8,223	9,805
Events	13	5	8	12
Event Days	36	19	17	28
Direct Event Income	67,208	120,200	(52,992)	68,571
Ancillary Income	278,855	258,640	20,215	138,693
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	346,063	378,840	(32,777)	207,264
Other Operating Income	65,555	107,167	(41,612)	90,919
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	411,618	486,007	(74,389)	298,183
Indirect Expenses	(729,764)	(724,683)	(5,081)	(674,753)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(318,146)</u>	<u>(238,676)</u>	<u>(79,470)</u>	<u>(376,570)</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	220,804	135,396	85,408	207,653
Events	154	112	42	178
Event Days	353	307	46	330
Direct Event Income	801,935	1,133,096	(331,161)	790,795
Ancillary Income	5,018,971	4,022,320	996,651	4,188,028
Total Event Income	5,820,906	5,155,416	665,490	4,978,823
Other Operating Income	1,231,354	1,071,670	159,684	978,766
Adjusted Gross Income	7,052,260	6,227,086	825,174	5,957,589
Indirect Expenses	(6,714,478)	(7,040,624)	326,146	(6,240,782)
Net Income (Loss) From Operations	337,782	(813,538)	1,151,320	(283,193)

ASM - Irving Convention Center  
Balance Sheet  
July 31, 2024

**ASSETS**

**Current Assets**

Cash	\$	2,610,598
Accounts Receivable		1,268,884
Prepaid Assets		151,095
Inventory		77,827

Total Current Assets 4,108,404

**Total Assets** \$ **4,108,404**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	684,808
Accrued Expenses		255,998
Deferred Income		0
Advance Ticket Sales/Deposits		1,783,063
Other Current Liabilities		0

Total Current Liabilities 2,723,869

**Long-Term Liabilities**

Long Term Liabilites		0
----------------------	--	---

Total Long-Term Liabilities 0

Total Liabilities 2,723,869

**Equity**

Net Funds Received	17,370,382
Retained Earnings	(16,323,632)
Net Income (Loss)	337,785

Total Equity 1,384,535

**Total Liabilities & Equity** \$ **4,108,404**

ASM - Irving Convention Center  
Income Statement  
For the Ten Months Ending July 31, 2024

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	171,400	140,000	31,400	1,655,589	1,637,697	17,892	1,509,728
Service Revenue	58,015	8,000	50,015	1,177,358	141,000	1,036,358	761,318
Service Expenses	(162,207)	(27,800)	(134,407)	(2,031,012)	(645,601)	(1,385,411)	(1,480,251)
Total Direct Event In	67,208	120,200	(52,992)	801,935	1,133,096	(331,161)	790,795
Ancillary Income							
F & B Concessions	9,457	4,000	5,457	196,041	166,834	29,207	293,478
F & B Catering	203,396	236,360	(32,964)	4,054,305	3,382,443	671,862	3,245,610
Parking	38,586	9,430	29,156	479,496	284,198	195,298	439,347
Electrical Services	22,725	7,500	15,225	235,819	98,495	137,324	177,171
Audio Visual	390	0	390	766	0	766	4,681
Internet Services	4,301	1,350	2,951	52,544	29,550	22,994	27,741
Total Ancillary Inco	278,855	258,640	20,215	5,018,971	4,022,320	996,651	4,188,028
Total Event Income	346,063	378,840	(32,777)	5,820,906	5,155,416	665,490	4,978,823
<b>OTHER OPERATING INCOME</b>							
Other Income	65,555	107,167	(41,612)	1,231,354	1,071,670	159,684	978,766
Total Other Operatin	65,555	107,167	(41,612)	1,231,354	1,071,670	159,684	978,766
Adjusted Gross Inco	411,618	486,007	(74,389)	7,052,260	6,227,086	825,174	5,957,589
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	300,451	276,053	(24,398)	2,743,944	2,746,945	3,001	2,270,053
Payroll Taxes & Ben	66,324	105,029	38,705	650,635	1,050,290	399,655	623,351
Labor Allocations to	(54,969)	(29,333)	25,636	(551,422)	(293,330)	258,092	(150,020)
Net Salaries and Ben	311,806	351,749	39,943	2,843,157	3,503,905	660,748	2,743,384
Contracted Services	74,382	73,192	(1,190)	704,558	731,920	27,362	673,943
General and Adminis	69,352	38,938	(30,414)	578,809	458,796	(120,013)	541,859
Operating	46,752	53,879	7,127	452,206	500,165	47,959	495,092
Repairs & Maintenan	65,841	90,108	24,267	586,884	593,100	6,216	466,080
Operational Supplies	17,281	15,416	(1,865)	149,870	150,360	490	185,988
Insurance	21,751	14,326	(7,425)	206,154	102,929	(103,225)	82,992
Utilities	70,837	43,885	(26,952)	556,290	478,840	(77,450)	501,672
Other	707	1,425	718	9,555	7,050	(2,505)	38,266
ASM Management F	51,055	41,765	(9,290)	626,995	513,559	(113,436)	511,506
Total Indirect Expens	729,764	724,683	(5,081)	6,714,478	7,040,624	326,146	6,240,782

ASM - Irving Convention Center  
Income Statement  
For the Ten Months Ending July 31, 2024

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(318,146)</u>	<u>(238,676)</u>	<u>(79,470)</u>	<u>337,782</u>	<u>(813,538)</u>	<u>1,151,320</u>	<u>(283,193)</u>



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

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD  
NOMINEE BIOGRAPHY**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** Irving **State:** TX **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)

**Please list nominee's honors and awards as a volunteer:**

•

•

•

•

•

**Additional information:**

•

•

•

•

Number of years nominee has resided in Irving: \_\_\_\_\_

Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Return to: Irving Convention and Visitors Bureau  
c/o Diana Pfaff  
500 W. Las Colinas Blvd.  
Irving, TX 75039  
dpfaff@irvingtexas.com

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

Pastor Rob has a distinguished history of civic engagement in Irving, Texas, spanning both past and present commitments. His multifaceted affiliations encompass leadership as the Pastor of New Beginning Worship Center, active involvement in Parent-Teacher Organizations (PTO/PTA) within the Irving Independent School District, dedicated participation in school board meetings, extensive volunteerism across numerous events, steadfast support for extracurricular activities, and unwavering advocacy on behalf of children within the Irving community. Pastor Rob serves as an esteemed member of The Irving/Carrollton NAACP (National Association for the Advancement of Colored People), where he passionately advocates for the rights of African Americans and champions social justice and equality for all. Within the local context, Pastor Rob stands as an influential figure among the Black Pastors in Irving, Texas, and its surrounding areas. He plays a pivotal role in fostering cooperation, collaboration, and mutual support among fellow religious leaders and their congregations, contributing significantly to the cohesive fabric of the community. In addition to his endeavors within the faith community, Pastor Rob also holds the distinguished position of Director at Men of Integrity in Arlington, Texas. This faith-based nonprofit organization is dedicated to enriching the spiritual lives of men of all ages, instilling and strengthening their faith in God. His leadership role involves facilitating monthly meetings, orchestrating impactful events, providing invaluable mentorship and guidance, and nurturing a profound sense of community among the organization's participants. Pastor Rob's multifaceted contributions to these various civic and religious initiatives exemplify his dedication to fostering positive change and spiritual growth within his community.

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

Present major accomplishments - Pastor Rob takes pride in spiritual counseling for individuals in homeless shelters. His commitment to addressing food insecurity, by supporting Food Pantries and organizing food distribution for those facing hunger and assisting those in need. Community Outreach for Daycare Facilities - focused on the well-being of daycare facilities staff and children. His dedication to local hospitals is unwavering. Pastor Rob provides emotional and spiritual support to patients and their families within local hospitals and has been a cornerstone for commitment in Irving and Arlington, Texas.

**Additional Information about the nominee:**

Pastor Rob stands out as a dedicated Pastor who remains committed to shepherding and ensuring that every member of his church feels a sense of value, appreciation, and support. Through regular and ongoing engagements, he maintains constant contact with his congregation. His devotion and care for his flock exemplify the qualities of a shepherd after God's own heart.

**From:** [Maura Gast](#)  
**To:** [Colvin Gibson](#); [Colvin Gibson](#); [Richard Stewart \(rgstewartjr@sbcglobal.net\)](#)  
**Subject:** FW: High Spirited Citizen nominee information  
**Date:** Monday, August 5, 2024 10:49:00 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

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Good morning – Google led me down a couple of paths regarding Rev. Robinson, one of which led me to Tony Grimes and the Irving-Carrollton NAACP. See the conversation below with Tony, as well as Tony's verification of an Irving address for the Rev.

Please let me know if you want me to go ahead and pursue an August special meeting, or if you want to push this off until next year's candidates.

*"Life begets life. Energy creates energy. It is by spending oneself that one becomes rich."*  
**Sarah Bernhardt**

**POWERED BY TOURISM - IRVING'S DESTINATION MARKETING DELIVERS:**

**Cash-in-Hand Economic Development | Delivered Immediately By Visitor Spending**

4.3 million visitors annually in Irving | \$3.45 billion in annual visitor spending in Irving | 23,239 Irving jobs

**Maura Allen Gast,**  
**FCDME**

Executive Director  
972.401.7706 d  
500 W Las Colinas Blvd  
Irving, TX 75039  
[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)  
[#VisitIrving](#) | [#IrvingRocks](#)



---

**From:** TONY GRIMES <tonygrimes@prodigy.net>  
**Sent:** Thursday, August 1, 2024 7:06 PM  
**To:** Maura Gast <mgast@irvingtexas.com>  
**Subject:** Re: High Spirited Citizen nominee information

Pastor Robs address.  
3808 Greenhills Court East IRVING, TX. 75038

He has always supported our scholarship programs financially and by mentoring students. But he always shows up and volunteers for any of the NAACP community events.

Sent from my iPhone

On Aug 1, 2024, at 6:45 PM, Maura Gast <[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)> wrote:

But of course!! What I've got to tie down is whether or not he lives in Irving and then, what if his service outside the church, was in Irving? Thank you.

Get [Outlook for iOS](#)

---

**From:** TONY GRIMES <[tonygrimes@prodigy.net](mailto:tonygrimes@prodigy.net)>

**Sent:** Thursday, August 1, 2024 5:51:30 PM

**To:** Maura Gast <[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)>

**Subject:** Re: High Spirited Citizen nominee information

You don't often get email from [tonygrimes@prodigy.net](mailto:tonygrimes@prodigy.net). [Learn why this is important](#)

Hi Maura. I highly recommend Pastor Rob. He's a great guy. Can I send you some more information on Monday?

Sent from my iPhone

On Aug 1, 2024, at 4:08 PM, Maura Gast <[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)> wrote:

Hi there – hoping this summer heat is treating you well and that you are staying as cool and out of the humidity as much as possible!

I am wondering if you can help me with something – we've gotten a nomination for a High Spirited Citizen\* that we're trying to verify both residency and volunteer work history in Irving but having a hard time finding current information. (This is the same award you were recognized with back in 2019.)

Googling led me to the annual Irving NAACP Awards and it appears this person was recognized at that event, but back in 2017. It is Rev. Rob Robinson, and it looks as though at some point his church was here in Irving, but they've been in Arlington now for several years. His was not a familiar name to anyone on the Board's committee that was reviewing theses.

Can you shed any additional light on his service background beyond his work as a pastor, as well any information as to his residency in Irving?

**POWERED BY TOURISM - IRVING’S DESTINATION MARKETING  
DELIVERS:**

**Cash-in-Hand Economic Development | Delivered Immediately By  
Visitor Spending**

4.3 million visitors annually in Irving | \$3.45 billion in annual visitor  
spending in Irving | 23,239 Irving jobs

<image010.png>

**Maura Allen Gast, FCDME**

Executive Director  
972.401.7706 d  
500 W Las Colinas Blvd  
Irving, TX 75039  
[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)  
[#VisitIrving](#) | [#IrvingRocks](#)

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## *J.R. Sheppard Clergy of the Year Award*

**Pastor Robert D. Robertson**  
New Beginning Worship Center



*Pastor Robert D. Robinson*, a native of Lebanon, Tennessee, and the youngest of six siblings, is a dedicated and compassionate servant of God's people. His profound love for the Lord and his unwavering commitment to his Christian faith have laid the foundation for a life of spiritual leadership and service.

Pastor Rob firmly believes in the transformative power of faith and is passionate about ensuring that everyone has the opportunity to accept Jesus Christ as their Lord and Savior. He understands the immense sacrifices and dedication required to fulfill his role as a Pastor. This includes spending countless hours in prayer, engaging in fasting, waging spiritual battles, immersing himself in the study of the Bible, and setting a compelling example for those under his care.

In November 2005, Pastor Rob received a divine vision from God—a vision to spread the Gospel, reach out to the lost, and provide a sacred place of worship. This vision became a tangible reality on January 7th, 2006, with the establishment of New Beginning Worship Center (NBWC) in Irving, TX. This pivotal moment allowed Pastor Rob to channel his energy into pastoring, fostering community bonds, and collaborating with various organizations in the Dallas-Fort Worth area. Notably, he has been actively involved with the Irving Independent School District, the Irving NAACP, the Black Pastors Association. In the heart of NBWC, Pastor Rob finds the sacred space to shepherd God's people and contribute to the betterment of his community.

Under Pastor Rob's exceptional leadership, NBWC has witnessed the licensing and ordination of numerous ministers, deacons, and deaconesses. He has been honored with numerous leadership awards and certificates of appreciation. Yet, amid all his achievements, Pastor Rob remains steadfast in his commitment to integrity and unwavering respect for his family, congregation, and fellow ministers. For Pastor Rob, NBWC is not just a place of worship—it's a sanctuary "Where Every day is a New Beginning with God!"

# Start a New Beginning with God: Everyday is a New Beginning Paperback – November 9, 2021

by [Pastor Robert D. Robinson](#) (Author)

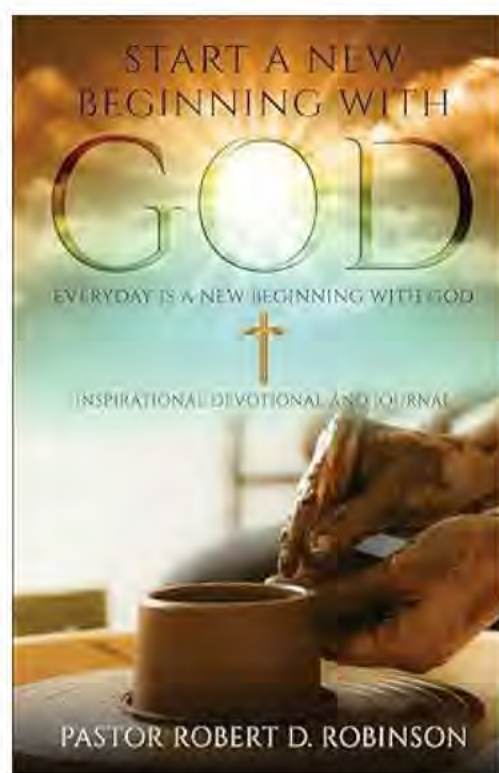
5.0 ★★★★★ 1 rating

[See all formats and editions](#)

Robert D. Robinson is the Author of "Start a New Beginning with God." and Founder of New Beginning Worship Center. He is a retired long-serving Dupont and American Airline employee. Pastor Rob is a man rich in culture, have an impeccable memory, and characteristics that are edifying to the Body of Christ. With roots in Nashville and Lebanon, Tennessee, he is well-rounded with friends, family, and socially in tuned to a world constantly evolving. He is married to a beautiful charismatic wife, Apryle D. Robinson for 28 years and they are blessed with 5 children, 9 grandchildren, and two great-grandsons. For more than 30 years, Pastor Rob has been involved in many social and spiritually empowering activities including community building and involvement within the Irving Independent School District, NAACP, The City of Irving, Texas, The City of Dallas, Texas, Black Pastors Association, and many other progressive organizations. Pastor Rob's compassion for God's people and his willingness to allow the Holy Spirit to lead and guide him laid the foundation for his Christian walk. It is his belief that everyone should have an opportunity to accept Jesus Christ as their Lord and Savior. He understands that being a pastor entails sacrifice, many hours in prayer, fasting, dealing in spiritual warfare, hours of study in the bible, and being an example to all those around him. Pastor Rob walks in this calling and is fulfilling these requirements. In November 2005, God elevated Pastor Rob to continue to spread the Gospel to reach those who were lost. That vision would allow others to have a place to worship and grow spiritually in Christ. This Kingdom Building vision was manifested on January 7th, 2006. New Beginning Worship Center was organized and established as an official non-profit organization. It is a place where Pastor Rob can serve the people of God, give back to his community, and make an impact to the lives of many. Under his leadership, he has licensed and ordained several Ministers, Deacons and Deaconess. Pastor Rob's bold workmanship has earned him numerous awards which shows his commitment to serving God and others diligently. He walks in integrity and have the utmost respect for his family, congregation, and fellow colleagues in the Ministry. He continues believe that New Beginning Worship Center is a place "Where Everyday is a New Beginning with God!"

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# BOARD REPORTS

BOARD CHAIR,  
BOARD COMMITTEES,  
CITY OF IRVING











# Student Disability Poster Contest

Irving fourth graders are invited to enter the Irving Disability Advisory Committee’s annual poster contest.

**Deadline for entries is Sept. 13 at 5 p.m.** Participants are asked to express how a person with disabilities can use his or her abilities to be a part of the community. Winners will have their art showcased inside City Hall, Baylor Scott & White – Irving and ISD facilities. Students will receive recognition at the Oct. 3 City Council meeting at 7 p.m.

Students in public, private or home schools can participate. Artwork must be created in watercolor, pencil, pastels or crayon on 8.5 x11 inch card stock.

Visit [CityofIrving.org/Posters](http://CityofIrving.org/Posters) to download the contest guidelines or call (972) 721-2501 for more information. ■



# Irving Summer Aquatic Activities

## Aquatics Facilities Schedule

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

- Tuesday through Friday | 2 to 8 p.m.
- Saturday & Sunday | 1 to 7 p.m.

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

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

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

- Monday through Thursday | 6 a.m. to noon, 5 to 9 p.m.
- North Lake Natatorium will be closed from Aug. 4-25 for annual maintenance.*

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

- Monday through Friday | 2 to 8 p.m.
- Closing for the season Aug. 9.*

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

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



## Aug. 3 | AquaStars

11 a.m. to 1 p.m. | Under 18 | Free | CFAC

This program is custom designed for children with special needs, ages 18 and younger. Participants must be accompanied by an adult or guardian. AquaStars provides special needs children with an opportunity to experience the excitement of water play.

## Aug. 6 to 9 | Beat the Heat Evening Swim

7 to 9 p.m. | All Ages | Pool Admission | CFAC

Enjoy the pool in the evening to beat the heat before the school year begins!

## Aug. 9 | Senter Park Swimming Pool End of an Era

5 to 8 p.m. | All Ages | Free | Senter Park Pool

Help send off the pool, which has served the community since 1954, to move forward with its Bold Vision for the Future as a new indoor natatorium opening in 2026.

## Aug. 22 | World of Water Movie Series – Aquaman 2: The Lost Kingdom

7 to 10 p.m. | All Ages | Pool Admission | CFAC

Bring the family out for swimming and movie fun.

## Mondays – Thursdays | Aqua Sunrise Aerobics

7 to 7:45 a.m. | Ages 18 and older | \$2 per class | NLN

This low-impact class is performed in shallow water and is designed to improve joint stability, coordination, heart health and strength.

## Mondays – Thursdays | Night Steppers Water Aerobics

6:30 to 7:15 p.m. | Ages 18 and older | \$2 per class | HAC

Join this upbeat evening class to increase strength, endurance and flexibility.

## Saturdays | Guard Ready

10 a.m. to noon | Ages 14 and older | Free | WIAC

Get lifeguard ready. Work with an instructor to improve swimming skills and pass the pretests. All participants are eligible to attend the Irving Lifeguard Certification once pretests are passed.

## Saturdays | Power H2O

Noon to 12:45 p.m. | Ages 18 and older | \$2 per class | WIAC

A medium- to high-intensity water fitness class designed to improve cardio-conditioning and endurance.

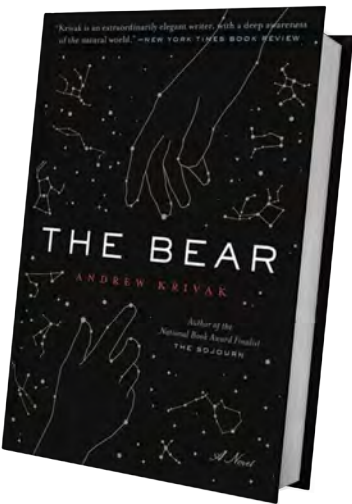
For the most up-to-date information, spray park locations and hours, visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).



# Summer Reading Challenge & Library Glow-Up

## NEA Big Read 2024

The National Endowment for the Arts has awarded Irving Public Library with a grant to host the NEA Big Read in 2024. Library patrons voted for “The Bear” by Andrew Krivak as the selected title. The monthlong series of events and shared reading experiences is planned for the fall, with programs and book discussions exploring the theme “Where We Live.”



Program partners include the Fort Worth Astronomical Society, Friends of the Irving Public Library, Irving Community Television Network, Irving Archives and Museum, Irving Arts Center, Irving Independent School District, Irving Parks and Recreation, Irving Police Athletic League, Keep Irving Beautiful, Texas Bluebonnets Arts and Crafts and the Writer’s Garret.

Stay updated via the library’s web calendar at [CityofIrving.org/Library](http://CityofIrving.org/Library) and social media (@IrvingLibrary on Instagram, X and Facebook). NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. For more information on the NEA Big Read, visit [CityofIrving.org/BigRead](http://CityofIrving.org/BigRead).

## Programming Break and Glow-Up Renovations

Irving Public Library’s programs will be on hiatus during the month of August, with a full slate of activities for all ages resuming in September. Some library locations may be temporarily closed or may follow an adjusted schedule due to Glow-Up building renovations.

Work crews have begun the multiple-month project of upgrades to the three Irving Public Library locations. Renovations already in the works include fresh paint and accessibility improvements to handicapped parking spaces. Beginning in September, Valley Ranch and West Irving libraries will alternate temporary closings for the installation of new flooring.

The renovation project, funded by the 2021 Municipal Bond election, will create a more inviting atmosphere for reading, studying and encouraging intellectual growth for all visitors.

The latest information on this project and on library closures may be found at [CityofIrving.org/Library](http://CityofIrving.org/Library) or by following along with @IrvingLibrary on Facebook, Instagram and X.

## Friends Members-Only Book Sale Aug. 7

On the first Wednesday of every month except for January, June and July, the Friends of the Irving Public Library warehouse opens its doors to members only. From 1 to 3 p.m. on Aug. 7, members may shop for bargains in books, movies and music for all ages. Proceeds benefit Irving Public Library. The warehouse is located at 3000 Rock Island Road, and memberships are available for purchase at the door. For more information, visit [FriendsOfIrvingLibrary.com](http://FriendsOfIrvingLibrary.com).



The online library is always open at [CityofIrving.org/Library](http://CityofIrving.org/Library). Check the website for updates about National Library Card Signup Month in September.

## PARKS AND RECREATION CENTER ACTIVITIES

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

### Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Aug. 24 | Indian Heritage Celebration**  
11 a.m. to 2 p.m. | All Ages | Free  
Celebrate Indian Heritage at Cimarron Park.

### Georgia Farrow Recreation Center

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

- **Aug. 10 | Backpack Giveaway**  
11 a.m. to 2 p.m. | Ages 5-12 | Free  
This event will help low-income families and provide essential school supply needs.



### Heritage Senior Center

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

- **Aug. 5 | Diabetes Prevention Program Kickoff**  
9 to 10 a.m. | Ages 50 and older | Free  
The program is an evidence-based program. There are 22 sessions that meet for an hour. The group will share challenges, share progress and help each other reach their goals. Registration required.
- **Aug. 16 | Movie with Ms. Mature**  
6 to 8 p.m. | Ages 50 and older | Free  
Join Ms. Mature Irving, Susan Young Newman, in raising funds for the Alzheimer's Association by attending a movie night. Refreshments and raffle prize entries available for purchase. All proceeds and donations will go to Alzheimer's Association. Donations accepted by cash or check. Register by Aug. 14.

### Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Fridays | Parents' Night Out**  
6:30 to 8:30 p.m. | Ages 6-11 | \$10  
While parents have a night out, children will enjoy games, arts and crafts projects and other activities. Meal is included. Registration deadline is the prior Thursday by 6 p.m.

### Lively Pointe Youth Center

909 N. O’Connor Rd., (972) 721-8090

- **Aug. 10 | Lively Saturday Teen Field Trip Series: Dallas Museum of Art**  
Noon to 4 p.m. | Ages 12-17 | Free  
Attend a teen field trip. Registration required.

### Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2519

- **Fridays | Parents' Night Out**  
6:30 to 8:30 p.m. | Ages 6 - 11 | \$10  
While parents have a night out, children will enjoy games, arts and crafts projects and other activities. Meal is included. Registration deadline is the prior Thursday by 6 p.m.
- **Aug. 30 | Back to School Pottery Painting**  
5:30 to 8:30 p.m. | Family | \$5 and up  
Paint pottery. Staff will fire pottery. Children ages 8 and younger must be accompanied by an adult. Registration required.

### Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Tuesdays | Xtreme Hip Hop**  
6:10 to 7:10 p.m. | Ages 18 and older | \$12  
Join this upbeat class! Steps will be provided.
- **Aug. 7 | Family Trip (Dallas Zoo)**  
9 a.m. to 3 p.m. | Ages 18 and older | \$5  
Join this fun adventure. All trips will be departing from Mustang Park Recreation Center. Registration is required.
- **Aug. 10 | Mustang Pickleball Tournament**  
9:30 a.m. to 4:30 p.m. | Ages 18 and older | \$5  
Pickleball players join this fun filled Saturday doubles tournament! All ages will be grouped together. Games will be played with general pickleball rules. Registration required.

### Senter Recreation Center

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

- **Aug. 17 | Neighborhood Garage Sale**  
8 to 9 a.m. (setup); 9 a.m. to 1 p.m. (event time) | Ages 18 and older | \$5 per parking spot  
Reserve a spot or attend the garage sale at the park. Registration deadline is Aug. 14.









# BUREAU MANAGEMENT AND STAFF REPORTS

# ICVB Memorandum

Date: August 7, 2024

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for July 2024

## Convention Sales Activities

Leads Generated	July	YTD
Irving CVB – Hotel Leads	112	1284
Irving Convention Center Leads	21	247

### July

Room Nights Generated	Monthly Goal	July 2024 Actuals	July 2023 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	July Convention Center	Convention Center YTD
Definite Room Nights	8987	10512	12834	107839	103049	11860	2822	31295
Lost Room Nights		48257	47495		552205	382831	22211	299953

## Travel & Activity

July	Organization	Event	Location
	No Travel		



# Customer Services Activity

## July Servicing & Inventory

Groups Served	
July	12 groups
YTD	118 groups

**Event Location:**      **Hotels:** 7      **Irving Convention Center:** 5      **Other:** 0

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter
Name Badge/Lanyard Services	8	3321 Badges/ 3606 Lanyards
Pens	10	4899
Bags	5	2600
Promotional Materials	4	900 Restaurant/ 1135 TMF/ 222 Water Street/ 1870 Travelers Guides
Staffing Services	6	926 hours (877 hours for USA Badminton) June 30 – July 9

### Proclamations/Welcomes/Flags:

#### Past

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

#### Upcoming

- Mayor/Proclamation – National Association of Latino Healthcare Executives, September 12, 2024, Mayor Stopfer

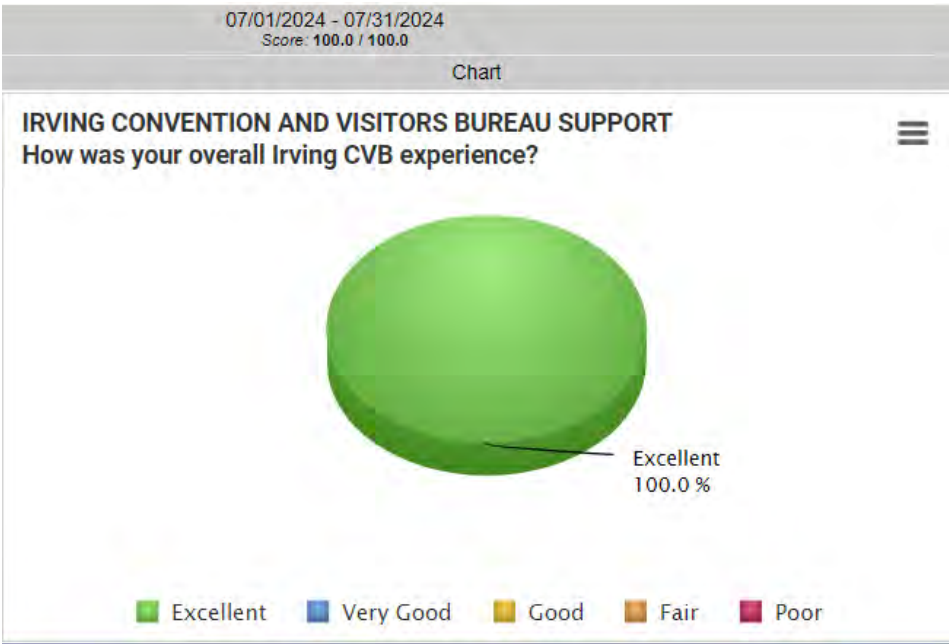


# Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



**Definite Bookings**  
**August 2024 – October 2024**

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Am. Council of Engineering Companies of Texas	2024 Leadership Academy - DFW Area	8/1/2024	8/2/2024	35	32
eWomenNetwork	eWomenNetwork - ICON 2024	8/4/2024	8/10/2024	400	939
automatik	automatik Car Launch 2024	8/4/2024	9/16/2024	500	4805
Plastics Pipe Institute	Rooms Only - August 2024	8/5/2024	8/6/2024	10	20
StopAfib.org	Get In Rhythm. Stay In Rhythm. Atrial Fibrillation Patient Conference 2024	8/6/2024	8/12/2024	170	291
American College of Emergency Physicians	ACEP Resident Teaching Fellowship August 2024	8/7/2024	8/10/2024	40	120
Vizient, Inc.	Vizient, Inc. 2024 CEO Networks OK-AR	8/7/2024	8/8/2024	26	25
Wedding Account	Chodavadia Wedding	8/8/2024	8/11/2024	275	115
Beyond, Inc.	Beyond, Inc. Partner Council 2024	8/10/2024	8/13/2024	675	244
Dairy Farmers of America, Inc.	Dairy Farmers of America - 2024 Environmental Health & Safety Conference	8/18/2024	8/22/2024	120	515
Cocina Sabrosa	National Tradeshow-Hispanic Grocery and Restaurant Industry	8/19/2024	8/23/2024	800	257
TexSom	2024 TexSom Conference - Westin ICC - Vendor Room Block	8/19/2024	8/27/2024	500	322
TexSom	2024 TexSom Conference - Texican Court Room Block	8/19/2024	8/28/2024	500	409
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2024	8/21/2024	9/3/2024	200	447





Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Dentist Entrepreneur Organization	DEO 2024	8/21/2024	8/24/2024	250	300
The CFO Accelerator	CFO Accelerator Workshop 2	8/25/2024	8/29/2024	30	101
Wedding Account	Binita and Miraj Patel Wedding	8/26/2024	9/1/2024	1000	558
VidSummit	2024 VidSummit	9/1/2024	9/6/2024	3000	1364
National Rifle Association of America NRA	NRA Board of Directors Meeting - Fall 2024	9/2/2024	9/8/2024	200	478
Vizient, Inc.	Vizient, Inc. 2024 AFAP Q3 All Hands Event	9/3/2024	9/5/2024	300	174
Brigham Young University Athletics	BYU Football at SMU	9/4/2024	9/6/2024	175	128
Vizient, Inc.	Vizient, Inc. 2024 AFAP Q3 All Hands Event	9/4/2024	9/6/2024	300	135
State Freedom Caucus	State Freedom Caucus Network Event	9/4/2024	9/8/2024	250	520
Mochi Verse Realms Enterprises	Dark Realms Con Rooms Only	9/4/2024	9/8/2024	800	200
American Athletic Conference	AAC Officials SFA @ UNT	9/6/2024	9/7/2024	10	20
Lion Street	Lion Street Indaba 2024	9/7/2024	9/10/2024	285	606
Consero	Corporate Learning and Development Forum-US2409CLD1	9/7/2024	9/10/2024	175	290
National Association of Railroad Trial Counsel	National Association of Railroad Trial Counsel - September 2024 Meeting	9/8/2024	9/13/2024	50	250
International Conference of Police Chaplains	2024 Region 7 Training TX 98880	9/8/2024	9/12/2024	100	160
ASSA ABLOY Opening Solutions - Americas Division	Data Center Event Sep2024	9/9/2024	9/11/2024	150	300
Roofing Contractors Association of Texas	RCAT 2024 Conference and Tradeshow	9/10/2024	9/14/2024	400	480





Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Institute of Healthcare Executives & Suppliers, LLC	IHES September 2024	9/10/2024	9/12/2024	100	210
National Association of Latino Healthcare Executives	NALHE 2024 Annual Summit	9/11/2024	9/13/2024	200	220
The Aquaponics Association	13th Annual Aquaponics Conference	9/12/2024	9/14/2024	300	300
National Weather Association	National Weather Association 2024 - Contracted Guest Room Blocks	9/13/2024	9/19/2024	400	965
Consero	Energy General Counsel Forum	9/17/2024	9/20/2024	125	280
American College of Emergency Physicians	ACEP CORD Board Strategic Rooms Sept 2024	9/17/2024	9/19/2024	18	54
American Athletic Conference	AAC Officials Wyoming @ UNT	9/20/2024	9/21/2024	10	20
Boston Scientific	93774 - Fellows Cadaver Lab & Workshop	9/20/2024	9/21/2024	40	45
American Heart Association	AHA Strategic Networks Annual Meeting 2024	9/21/2024	9/26/2024	300	751
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2024	9/22/2024	9/25/2024	75	146
The Jensen Project	2024 GrantTank Cohort	9/23/2024	9/27/2024	60	188
Southwest Society of Cosmetic Chemists	SWSCC Supplier's Day 2024	9/23/2024	9/25/2024	700	90
Texas Podiatric Medical Association	2024 TPMA Southwest Foot and Ankle Conference	9/25/2024	9/28/2024	600	412
American Society of Cataract and Refraction Surgery	ASCRS Business Summit	9/25/2024	9/29/2024	200	555
University of Arkansas Athletics	University of Arkansas Football Team Travel	9/26/2024	9/28/2024	152	152
CoHEsion	CoHEsion Summit 2024	9/27/2024	10/2/2024	400	1088

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Arthur Murray Dance Studio	Arthur Murray Fall Dance September 2024	9/27/2024	9/28/2024	200	200
American Athletic Conference	AAC Officials Tulsa @ UNT	9/27/2024	9/28/2024	10	20
Parker University	Parker Seminar Dallas	10/1/2024	10/6/2024	80	160
East African Business Network	East African Business Network 2024 19th Annual Conference	10/2/2024	10/6/2024	200	140
Knights of Columbus Texas State Council	Knights of Columbus Diocesan Deputy meeting	10/4/2024	10/5/2024	50	50
Texas Local Firefighters Retirement Act (TLFFRA) Education Foundation	TLFFRA 2024 Conference	10/5/2024	10/8/2024	150	451
Consero	Customer Experience & Contact enter Forum	10/5/2024	10/8/2024	150	340
Electric Power Research Institute	Research Advisory Committee October 2024	10/6/2024	10/9/2024	65	139
Brinker International	Chili's VPO Meeting Oct 2024	10/7/2024	10/10/2024	23	69
Fotona Lasers	Company Symposium 2024	10/8/2024	10/13/2024	300	811
McKesson Corporation	ID#17766 Generics 2024 - Alternate Start Dates	10/8/2024	10/10/2024	150	70
Vizient, Inc.	Vizient. 2024 SCSC RBO	10/8/2024	10/9/2024	26	52
CoreLogic, Inc.	CoreLogic Rm Block - TX	10/9/2024	10/11/2024	14	28
Universal Events, Inc.	Universal Events 2024	10/11/2024	10/13/2024	100	98
Consero	Chief Data Officer Forum-US2410CD01	10/12/2024	10/15/2024	125	280
Dallas Fan Festival Knect 365 US, Inc.	Fan Days 2024	10/12/2024	10/21/2024	5000	92
Caterpillar	Used Equipment Manager Meeting	10/13/2024	10/18/2024	300	750
UMB Bank	UMB Institutional Banking Leadership Retreat	10/15/2024	10/16/2024	22	44



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Global Cold Chain Alliance	2024 CEBA Pro Certificate Program	10/15/2024	10/17/2024	40	85
Monster Vision Productions	16th Annual Dallas Bachata Festival 2024	10/16/2024	10/20/2024	300	515
Dallas Security Traders Association	2024 DSTA Annual Convention	10/16/2024	10/19/2024	150	324
American College of Cardiology	TCACC 2024 Annual Meeting	10/17/2024	10/19/2024	60	121
Assemblies of God/Marriage	Marriage Encounters Oct2024	10/18/2024	10/20/2024	80	80
Plastics Pipe Institute	Plastics Pipe Institute - Biannual 2024	10/19/2024	10/24/2024	225	522
Consero	CHRO Forum - US2410CHR1	10/19/2024	10/22/2024	140	310
Texas Association of Local Housing Finance Agencies	TALHFA 2024 Annual Conference	10/20/2024	10/23/2024	200	300
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat Intensive OCTOBER 2024	10/22/2024	10/27/2024	30	119
Texas Physical Therapy Association	TPTA 2024 Annual Conference	10/23/2024	10/26/2024	650	341
Brotherhood of Men	Brotherhood of Men 2024	10/24/2024	10/26/2024	400	166
American Athletic Conference	AAC Officials Tulane @ UNT	10/25/2024	10/26/2024	10	20
Boston Scientific	93775 - Fellows Cadaver Lab & Workshop	10/25/2024	10/26/2024	40	45
Consero	Healthcare General Counsel Forum	10/26/2024	10/29/2024	140	315
Solution Tree	Culture Keepers	10/26/2024	10/29/2024	500	385
McKesson Corporation	#16617-Board Planning Meeting Oct 2024	10/26/2024	10/30/2024	20	89

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





# Marketing Communications

**To:** Maura Gast, Executive Director

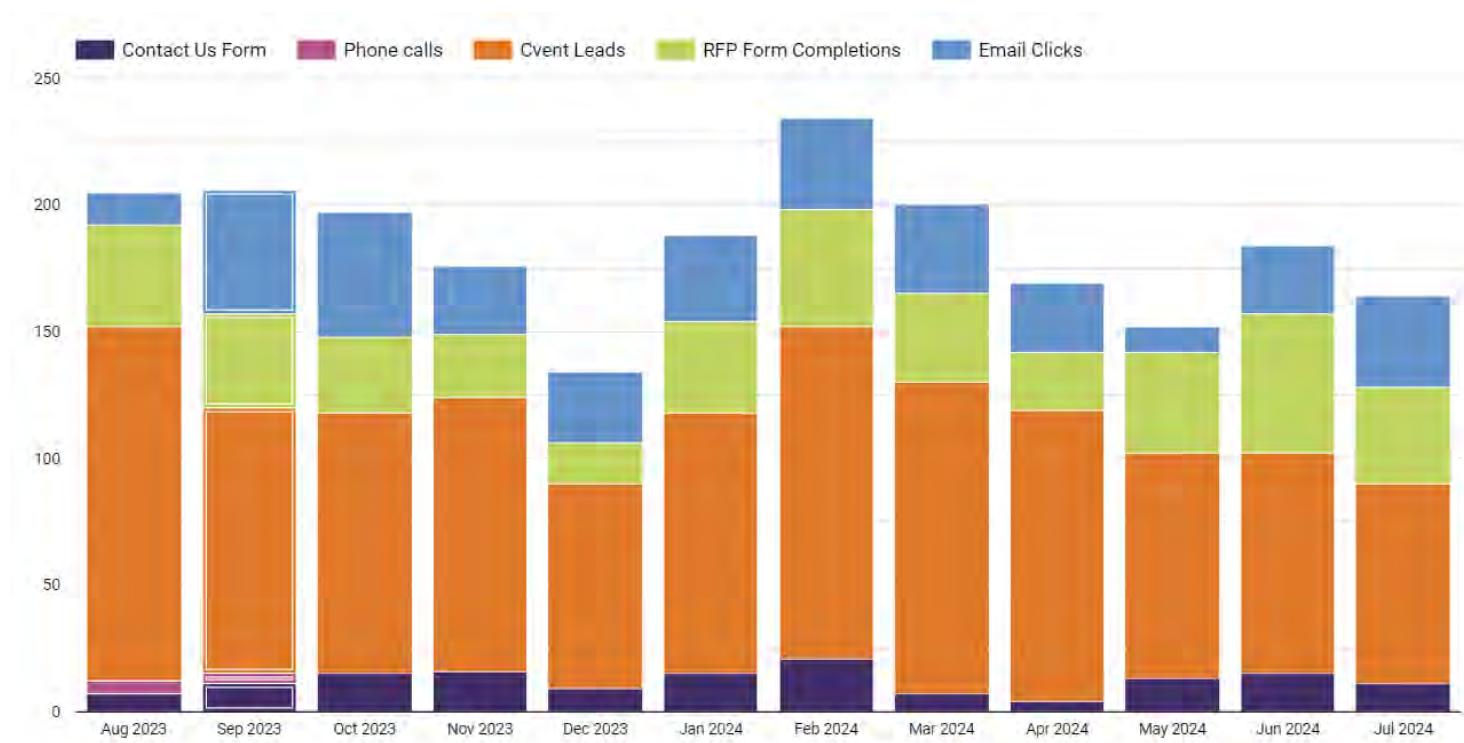
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing

**Date:** August 19, 2024

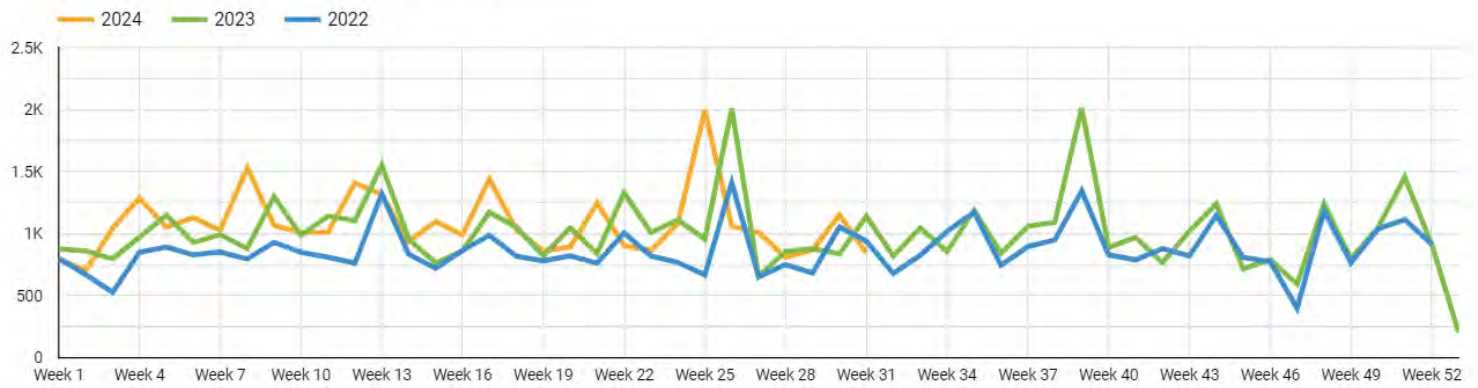
**Re:** July Board Report

## Marketing Prospects

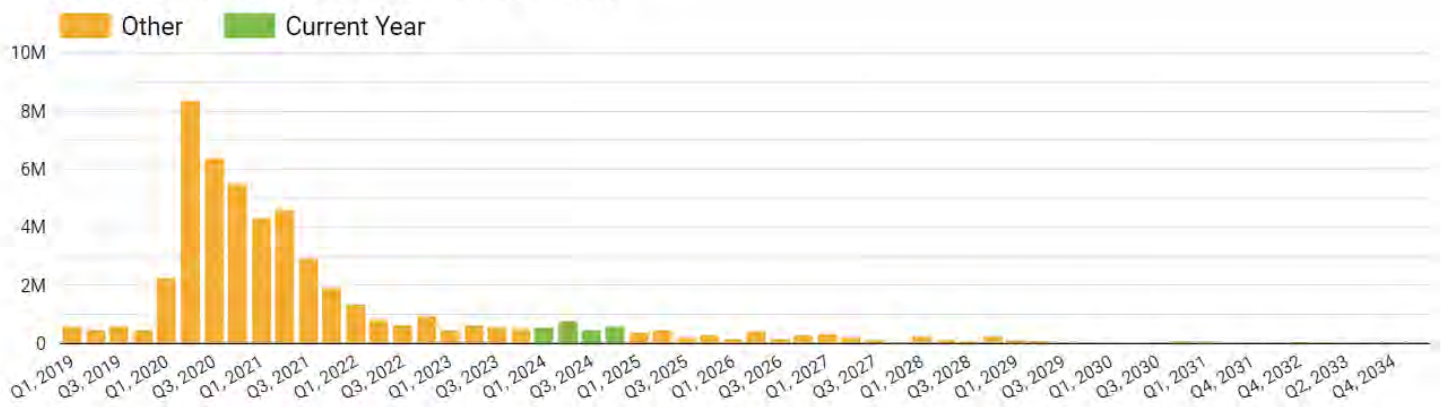
There were **164 marketing prospects** in July. Of those, 79 came from Cvent, and 85 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs

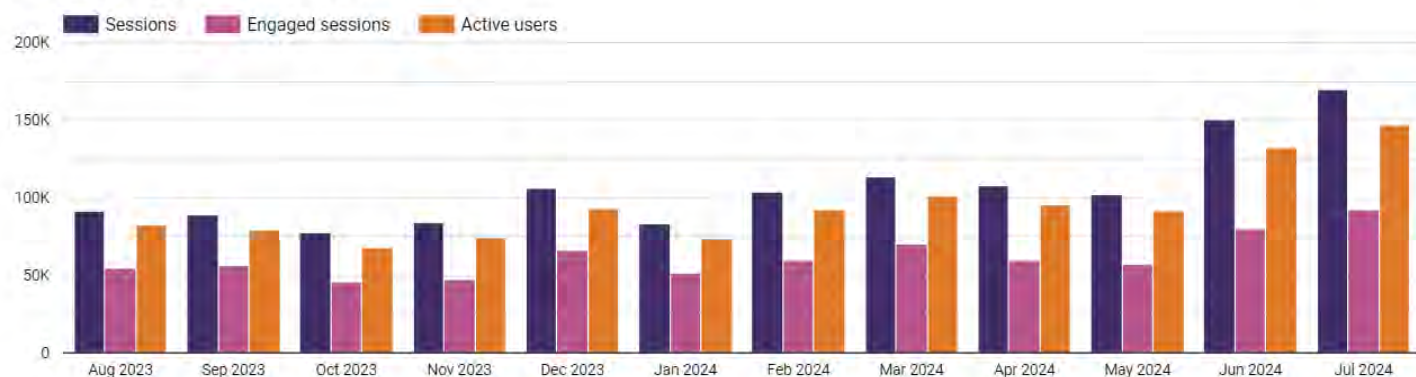


## Website Traffic and Engagement

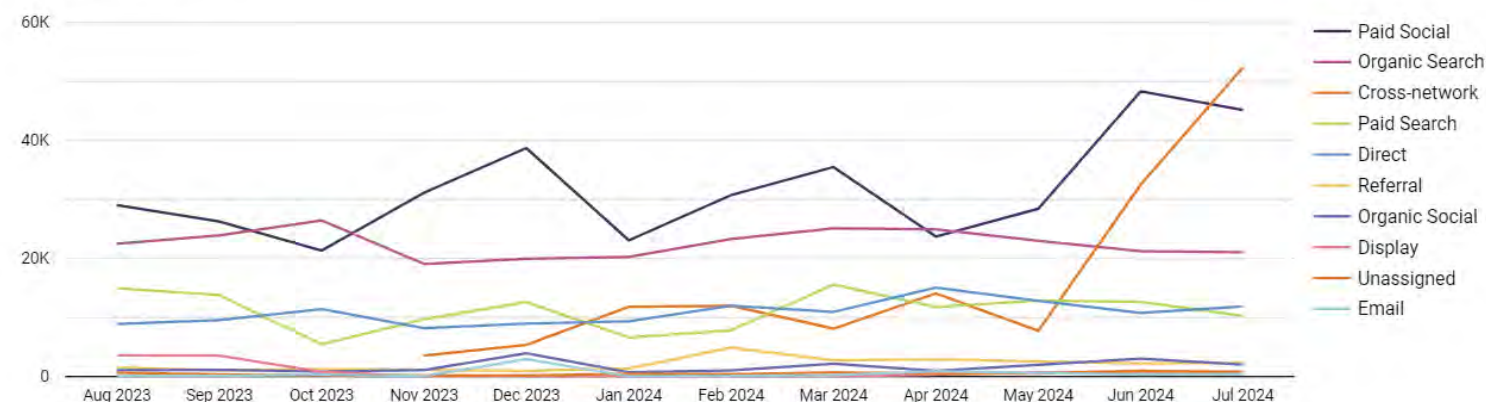
July had the highest number of sessions to date, with **173,144 total sessions**. This included **91,703 engaged sessions** from **138,730 active users**, who triggered **1,356,500 events**.



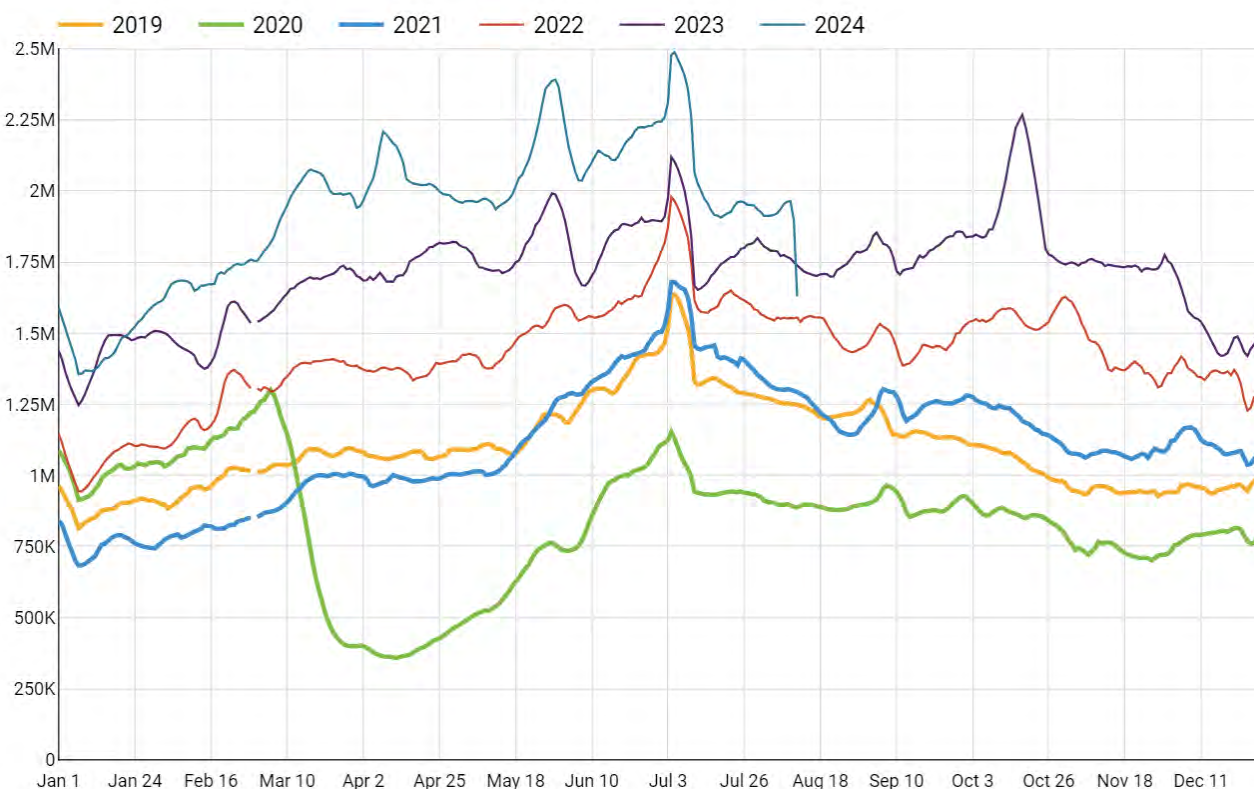
## Sessions / Engaged Sessions / Active Users



## Users by Channel



## Aggregated Website Sessions of 200+ DMOs

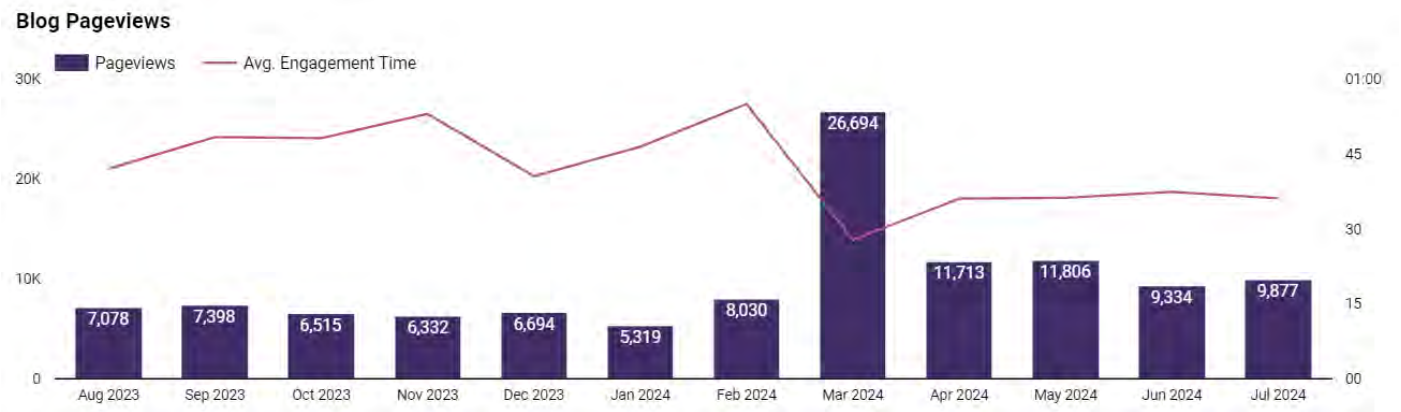




# Blog Traffic

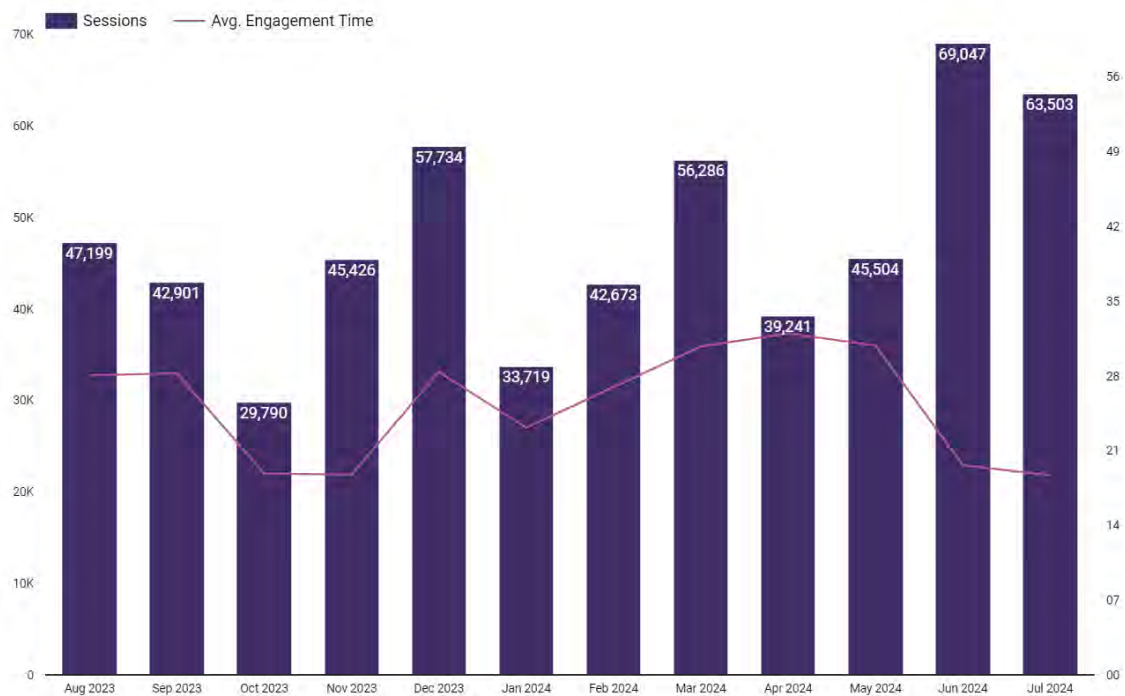
In July, there were **9,877 blog pageviews**. The top five posts were:

- 1. Discover the Animal Connection Experience at Fritz Park – 1,804 pageviews
- 2. Five Ways to Have Fun at Lake Carolyn – 1,217 pageviews
- 3. Discover Your Perfect Daycation in Irving Texas with ResortPass – 1,012 pageviews
- 4. Snow Cones of Irving – 269 pageviews
- 5. Seven Days a Week Happy Hour Run Down in Irving – 260 pageviews



# Paid Search (SEM)

Paid search had **63,503 sessions** in July.



# Leisure Campaigns

## Staycations Campaign:

The Staycations Campaign generated **26,101 hotel referrals**, the highest number to date and a 172% year-over-year increase. This campaign was recently optimized for mobile users and utilizes Google Performance Max, which results in higher conversions and a lower cost per action.

## DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **91,379 clicks** in July, a 35% increase over last month. The campaign has also been promoted on Spotify and has reached 140,663 since it was launched.

## Event-Based Micro-Campaigns and Evergreen Campaigns:

The Micro-Campaigns, which leverage existing demand from local events, generated **11,820 clicks** in July. The Evergreen Campaigns, which are similar to the Micro-Campaigns but are continuously running, generated **3,215 clicks**.

## Social Media Blog Promotion:

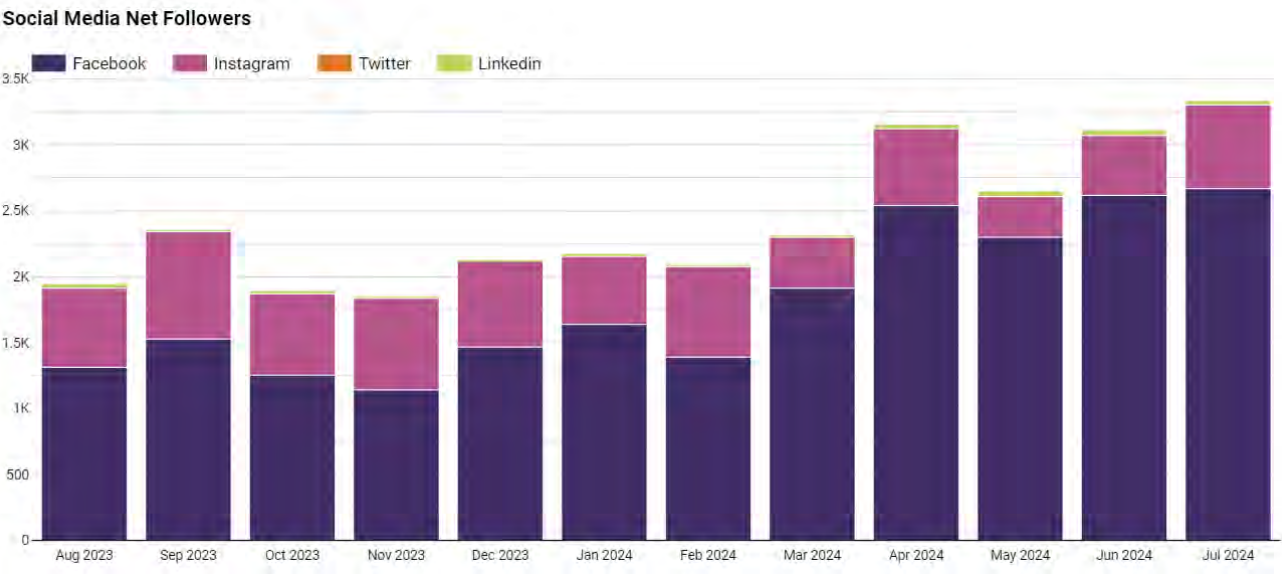
These promotions highlight local businesses through the ICVB blog and social media. In July, this generated **128,591 impressions** and **2,673 clicks**.

## OTA Advertising:

To date, the OTA campaign, in partnership with Expedia, has produced **18,582 room nights** and generated **\$2.6 million in direct hotel revenue**. The OTA campaign, in partnership with Priceline, has produced **\$354,334 in direct hotel revenue**.

# Social Media







July saw the addition of **3,338 new social media followers**, the largest increase this year. This brought the total influence to 179,593 followers.



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	120,412	21,912	5,767	1,151	149,242
CC	23,968	3,334	2,434	615	30,351
Grand Total	144,380	25,246	8,201	1,766	179,593

## Attachments

-  5 Las Colinas Restaurants Perfect for Irving, Texas, Group Dining," by Tyler Davidson, meetingstoday.com, July 29, 2024
-  The Ritz-Carlton Dallas is Reborn in Luxury, by Art Stricklin, localprofile.com, July 30, 2024
-  August Social Media Overview
-  August Blog Performance Overview
-  August Visit Irving Social Stats
-  August Irving Convention Center Social Stats

# 5 Las Colinas Restaurants Perfect for Irving, Texas, Group Gatherings

[meetingstoday.com/articles/144661/5-las-colinas-restaurants-irving-groups](https://meetingstoday.com/articles/144661/5-las-colinas-restaurants-irving-groups)

July 29, 2024

Tyler Davidson



*The Rayleigh Underground. Credit: The Rayleigh Underground.*

Formerly known mainly as a Dallas-Fort Worth Metroplex favorite of Fortune 500 headquarters, Irving, Texas, has opened a new chapter as a bleisure travel magnet and multifaceted meetings destination loaded with entertainment and activity options as well as group-friendly dining venues perfect for special events or more low-key affairs.

Irving's Las Colinas was the first-of-its-kind planned business/residential community in the center of an urban area when it opened some 50 years ago, making the city known as "the headquarters of headquarters." But Irving has loosened its collar in recent years, adding the massive Toyota Music Factory entertainment venue, much to the delight of meetings groups who now see no need to seek fun off-session activities elsewhere.

**[Related: [Fun Irving, Texas, Live Music Venues Entice Meetings Attendees](#)]**

Following are five Las Colinas restaurants/entertainment venues that excel in allowing attendees to let down their hair, kick up their heels and have a good time after the day's business is done.



*The Rayleigh Underground. Credit: The Rayleigh Underground.*

## The Rayleigh Underground

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Perhaps the most exciting new entrant on the Irving entertainment scene, The Rayleigh Underground offers 38,000 square feet of space perfect for private event clients seeking that Las Vegas dinner theater vibe in North Texas. Highlights of the Underground—its name derived from its location under the lawn of The Pavilion at Toyota Music Factory's amphitheater—include a 36-foot video wall towering over an 18-by-50-foot stage, with interactive LED screens positioned in key points to amp up the atmosphere.

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

## The Ranch at Las Colinas

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The Ranch offers a comfortable setting with a Texan flare for cocktail hours and business dinners fueled by a wood stone oven. The main meeting rooms at The Ranch come equipped with multiple flat-screen TVs and state-of-the-art AV with HDMI connections for presentations. Event venues include:

- The Eldorado room, which has an 80-person capacity, boasts doors that open up to a patio that can be pressed into service, weather permitting.
- The Porch is an enclosed area that seats up to 100 and features a fireplace and indoor/outdoor bar. Primed for special events, The Porch also offers a private entrance.
- The Fire Pit is a cozy enclave for up to 40 that is frequently used for craft cocktail receptions before dinners and boasts large California doors that open onto a wraparound gazebo.
- Chef's Corner, set off from the main dining room, offers a private bar and an open-kitchen experience for up to 34.





*El Dorado Room, The Ranch at Las Colinas. Credit: The Ranch at Las Colinas.*

## Hugo's Invitados

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Plating up organic contemporary Mexican-influence cuisine, this stylish Las Colinas restaurant is a favorite for small groups, with a Tasting Table for parties up to 10 and a Communal Table that can accommodate 14. Larger gatherings (up to 70) congregate in The Cedar Room, which is equipped with an 80-inch 4k TV and a full bar. Have an even bigger group? Its sister venue, The LightBox at Las Colinas, can host up to 225 for dinners and 500-plus for receptions, with all catering handled by Hugo's staff.

**[Related: [Industry Leader Maura Gast, Chief of Visit Irving, Talks Trends and Local Haps](#)]**



*Main dining room, Copper & Vine. Credit: Copper & Vine.*

## Copper & Vine

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Styled after a Manhattan bistro and serving Italian-, French- and Mediterranean-influenced fare, Las Colinas' award-winning Copper & Vine earned accolades as 2024 restaurant of the year in the Best of Irving competition. Its private dining room can accommodate up to 24 and the main dining area can be cordoned off to serve groups from 20 to 50. A full venue buyout can seat up to 70.

## Whiskey Cake

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Billed as “your neighborhood joint for craft cocktails and farm-fresh comfort food,” this farm-to-table concept is known for mesquite wood-grilled entrees and its rustic, laid-back atmosphere. One of 10 locations in Texas, Florida and Oklahoma, the Las Colinas location offers five private event venues:

- **The Pen**, a fully enclosed private dining room that can accommodate up to 40 guests seated and 50 standing, and which includes AV capabilities.
- **Patio**, a covered area with a fireplace that allows for year-round use for up to 80 seated or 90 standing.
- **Fireside**, a separate part of the Patio that offers mixed seating for 50, or 60 standing.
- **Rooster Wing**, another portion of the Patio that is a good fit for smaller groups of 30 sitting and 40 standing.
- **Mix & Mingle**, an open indoor space that features community tables for up to 24 seated or 30 standing





*Interior patio space, Whiskey Cake. Credit: Whiskey Cake.*

**Read next: [Irving Packs a Lot of Texas Into One Compact Package](#)**

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This article was produced in partnership with **[Visit Irving Texas](#)**.

### **About the author**

Tyler Davidson | Editor, Vice President & Chief Content Director

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



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# The Ritz-Carlton Dallas, Las Colinas Is Reborn In Luxury

[lp localprofile.com/news/the-ritz-carlton-dallas-las-colinas-is-reborn-in-luxury-9287711](https://localprofile.com/news/the-ritz-carlton-dallas-las-colinas-is-reborn-in-luxury-9287711)

After 35 years as a Four Seasons, the resort is under new ownership

- 







In the classic English novel *Return of the Native*, a nobleman returns to his former kingdom to reembrace its forgotten glory. Much like that, the former Four Seasons resort in Irving known informally as Las Colinas has returned as the Ritz Carlton, restoring the luxury outpost.

After 35 years as a Four Seasons resort under a variety of owners, and hosting the PGA Tour's Byron Nelson Championship for almost that long, it officially switched corporate flags in early 2024 to Ritz Carlton Dallas, Las Colinas. That led to a month's long multi-dollar renovation to the rooms and lobby with restaurant and new pool areas.

While you can change the name and rooms, you can never change the memories of one of North Texas' luxury leaders for decades. Over the years, everyone from Tiger Woods to Princess Sarah Ferguson to the Sultan of Burai and a variety of NFL owners have all stayed here.

Its pool became legendary for the best watery parties including the time golfer Sergio Garcia bought a round for the entire pool inhabitants after his Byron Nelson win.

So, the goal for the new Ritz-Carlton Dallas, Las Colinas (there is a Ritz Carlton in downtown Dallas), is not to change much, but to refine what is there and add additional luxury touches.

One of the first steps is to add cabanas to the resort pool for guests to enjoy on the edge of the large pool and even offer outdoor massages. The signature bridge over the waters is still there plus a new grill and bar is being installed for a new generation of pool parties Ritz Carlton style.

The villas which line the pool along with the 18<sup>th</sup> hole green has been renovated as well for the best views, the largest rooms and the most luxury.

The rooms within the main tower are updated as well, but only the most discerning eye could tell of any major changes.

The two golf courses, the more member-played Cottonwood Valley and the championship TPC-Las Colinas, now known as the Nelson Golf & Sports Club as a tribute to the former tournament namesake, has always been a focus of the resort.

The courses are still in excellent shape, especially the TPC-Las Colinas which one hosted the best players in the world and now have hundreds of rounds open for member and hotel guests.

The original Jay Morrish design with a later renovation assist by D.A. Webring forces the golfer to use a variety of shots to have success. There is water on at least half of the holes there, more elevation change that you would expect for North Texas, and with only two par 5s on the par 70 layout, really puts a premium on driving accuracy.

Two final two holes, the par 3 17<sup>th</sup> hole and the par 4 18<sup>th</sup> bring maximum drama to the end of the round. The 17<sup>th</sup> features an elevated tee box with a tee shot directly on top of a large rock-strew lake to a large green. There is plenty of watery risk reward here with a chance to be a hero or zero or even bounce your tee shot off the rocks as more than one golfer did during the Nelson tournament.

The 18<sup>th</sup> is long par 4 with water all the way down the left side and trees along the right. A straight tee shot allows you an approach to an large uphill green encircled by bunkers.

One large and very positive change is coming to the practice area is the addition of an enclosed practice area with video playback capabilities. It's part of the Chris Como Golf School named for the one-time Tiger Woods coach who taught at nearby Gleneagles Country Club and Dallas National before moving to Florida.

"We will have a chance to teach players in climate-controlled conditions with instant sensor and video feedback," said Jack Daneshmand, who is overseeing the school with occasional appearances from Como. "It was something we lacked in the past and will really help us."

A third improvement will come from feeding golfers and hotel guests' souls. The brand-new Knife Italian will serve the flagship dining experience at the resort with locally sourced food, celebrity chefs and creative dishes.

The Outlaw Tap Room is a more casual indoor/outdoor place for drinks and burgers with TVs, pool and shuffleboard tables and music memorabilia lining the walls.

Of course the lobby bar, where decades of Texas business deals have taken place, is still in place to meet with the large flowers vase as the familiar centerpiece.

The North Texas luxury native has certainly returned as the new Ritz Carlton Dallas, Las Colinas. Lord Byron Nelson's massive bronze statue still stands guard near the first tee at the TPC course ready to welcome a new generation of visitors and members.

Enjoy the rebirth of a familiar North Texas luxury legend.

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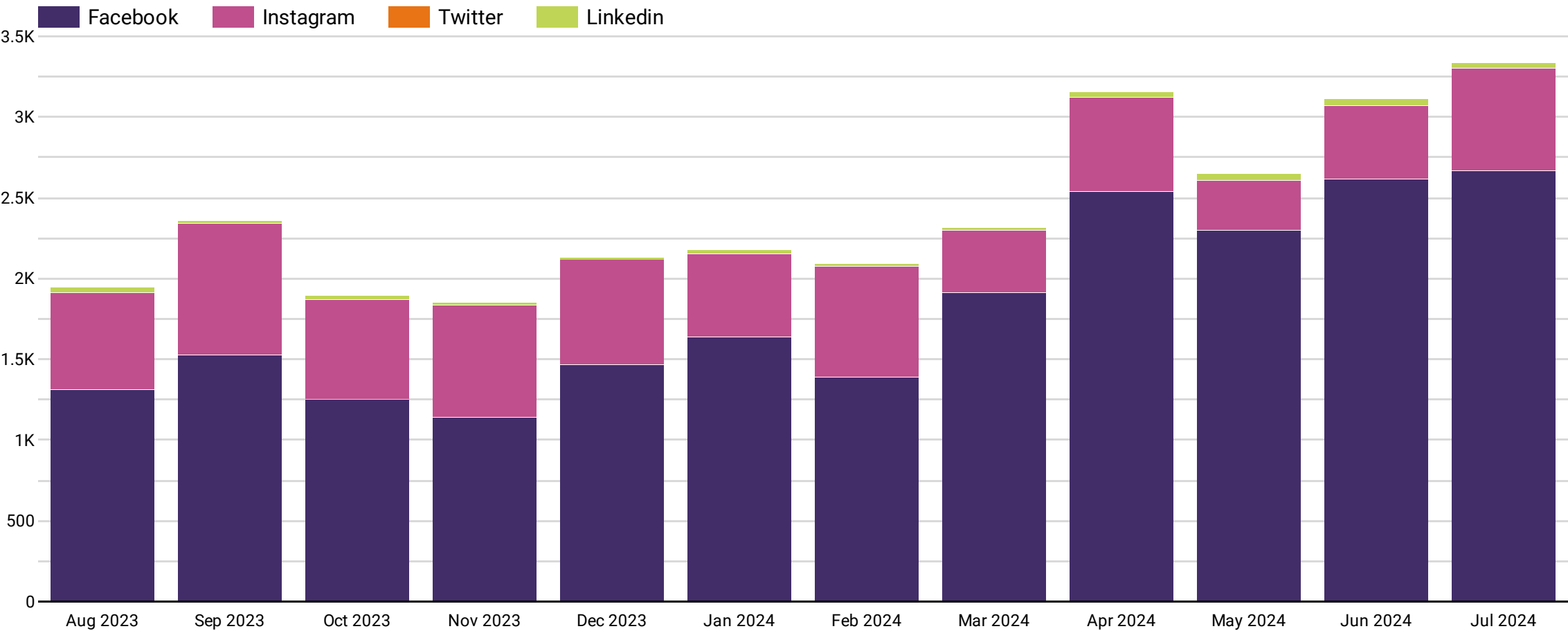
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  - [Have a story/tip?](#)
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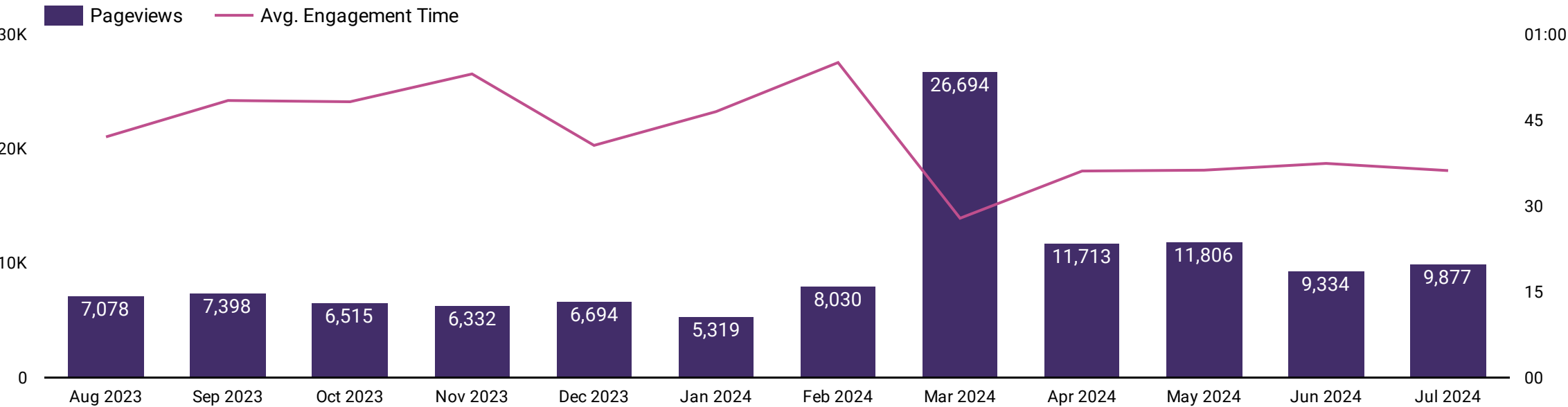
Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	120,412	21,912	5,767	1,151	149,242
CC	23,968	3,334	2,434	615	30,351
Grand Total	144,380	25,246	8,201	1,766	179,593

Blog Pageviews



Blog List

	Page path	Pageviews
1.	/blog/stories/post/discover-the-animal-connection-experience-at-fritz-park/	1,804
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	1,217
3.	/blog/stories/post/discover-your-perfect-daycation-in-irving-texas-with-resortpass/	1,012
4.	/blog/	472
5.	/blog/stories/post/snow-cones-of-irving/	269
6.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	260
7.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	216
8.	/blog/stories/post/date-night-out-in-the-lc/	202
9.	/blog/stories/post/sample-irvings-diverse-dining-options/	201
10.	/blog/stories/post/top-places-to-lock-lips-in-irving/	199



# Social Media Overview

Organization: CVB (1)

Jul 1, 2024 - Jul 31, 2024

## Total All Platforms

Total Followers

149,242

Facebook Instagram Twitter LinkedIn



Total Impressions

3,820,626

347,617 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

237,173

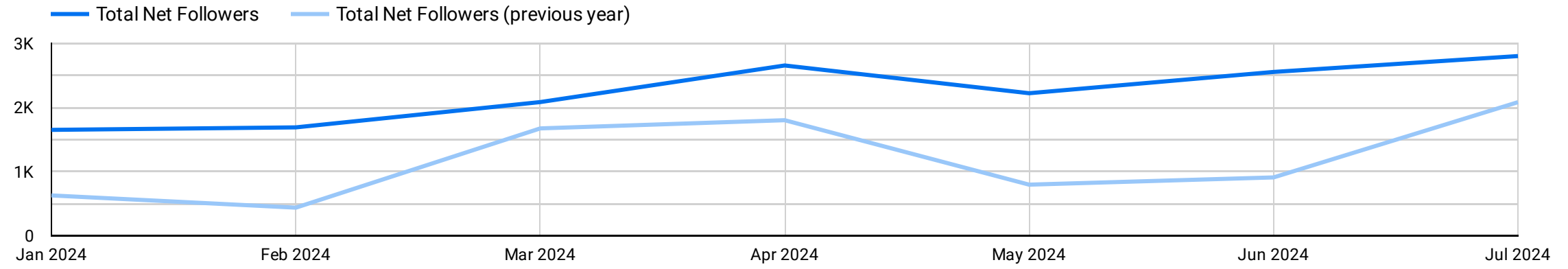
116,789 from previous year

Facebook Instagram Twitter LinkedIn Engagement



## By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	120,412		21,912		5,767		1,151	
Impressions	3,073,775	499,367 ↑	744,477	-153,336 ↓	1,206	1,198 ↑	1,168	388 ↑
Engagements	100,131	55,406 ↑	136,899	61,341 ↑	48	22 ↑	95	20 ↑
Net Followers	2,200	874 ↑	580	-176 ↓	3	15 ↑	22	7 ↑

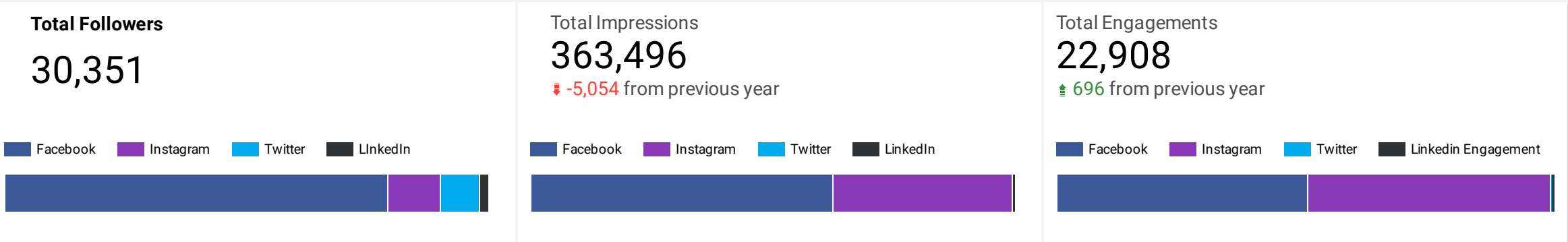


# Social Media Overview

Organization: CC (1)

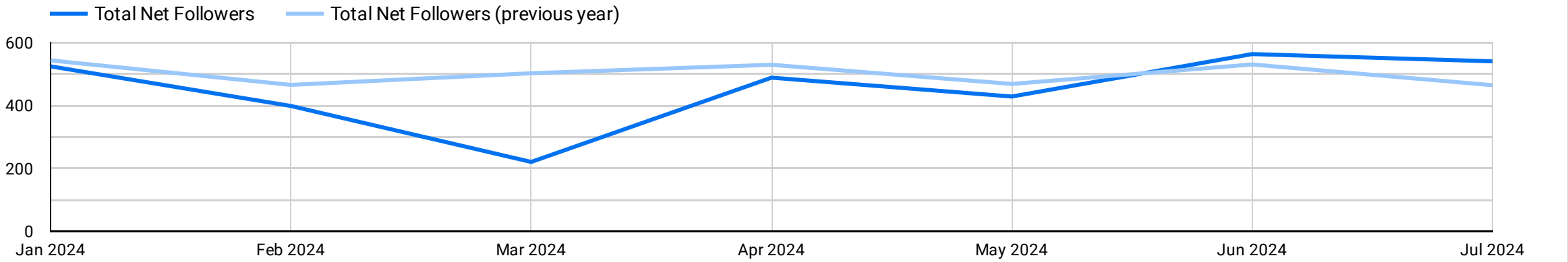
Jul 1, 2024 - Jul 31, 2024

## Total All Platforms



## By Platform compared to year over year change

	Facebook	YoYΔ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	23,968		3,334		2,434		615	-
Impressions	226,938	-40,587 ↓	134,845	34,015 ↑	229	229 ↑	1,484	1,289 ↑
Engagements	11,555	-2,484 ↓	11,194	3,025 ↑	4	3 ↑	155	152 ↑
Net Followers	464	54 ↑	62	-1 ↓	5	18 ↑	10	5 ↑





**DATE:** August 22, 2024  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** Hotel Performance and Short Term Rental Data – July Data

### **Hotel Performance**

Irving's hotel occupancy rate for July was 64.1%, a decrease of 2.2% from last year. The Average Daily Rate (ADR) was \$121.65 an increase of 6.3% from last year and Revenue Per Available Room (RevPAR) was \$78.00 and increase of 3.9% from last year.

The hotel occupancy for Texas was 65.4%, an increase of 1.9% from the previous year and the hotel occupancy for the US was 68.8%, which was a decrease of 0.5% from the previous year.

### **Short Term Rental**

For the month of July, there were 545 available listings in Irving. The occupancy rate was 57.7%, up 2.1% from last year and the ADR was \$175.74, an increase of 11.8% over last year.

For the hotel comparable subset, the occupancy rate was 53.7%, a decrease of 7.7% from last year and the ADR was \$122.61, an increase of 9.6% from last year.

# Hotel Performance Summary

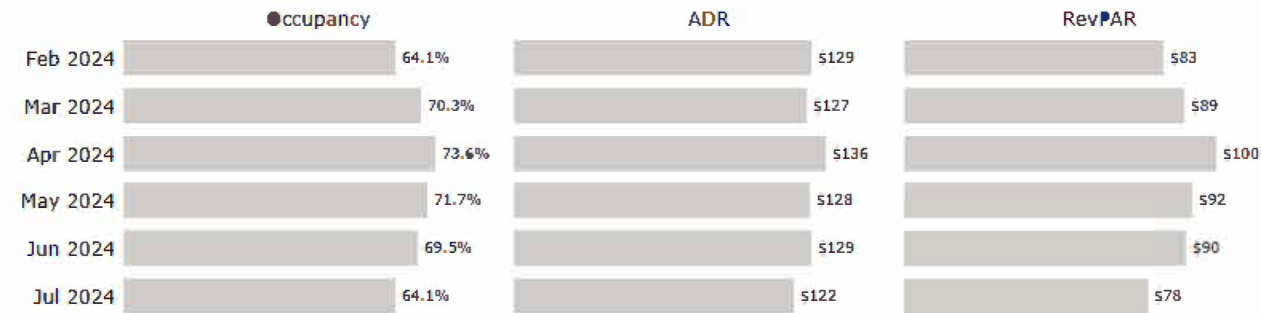
Irving, TX | July 2024



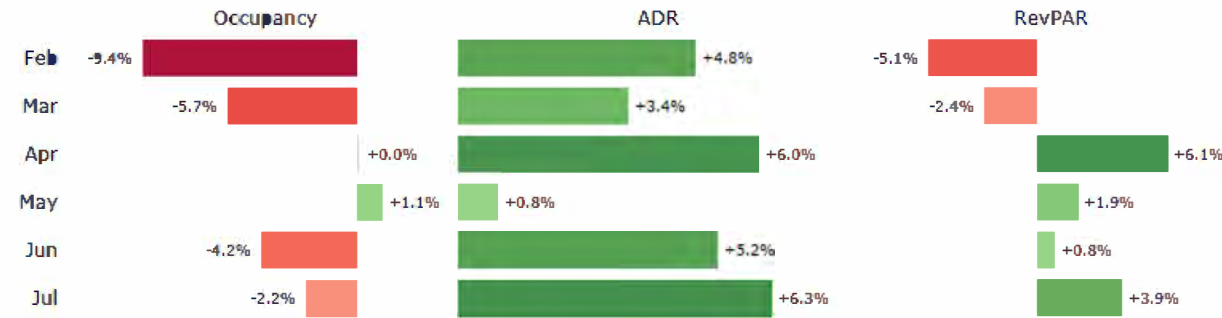
Month: July 2024  
Location: Irving, TX  
Compare to: Previous Year  
Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	64.1%	\$121.65	\$78.00	398.7K	255.7K	\$31.1M
Change vs. Previous Year	▼ -2.2%	▲ 6.3%	▲ 3.9%	▼ -0.8%	▼ -3.0%	▲ 3.1%
YTD Calendar Year	67.7%	\$128.14	\$86.74	2.7M	1.8M	\$235.7M
YTD Change vs. Previous Year	▼ -3.3%	▲ 4.7%	▲ 1.2%	▼ -0.5%	▼ -3.8%	▲ 0.7%

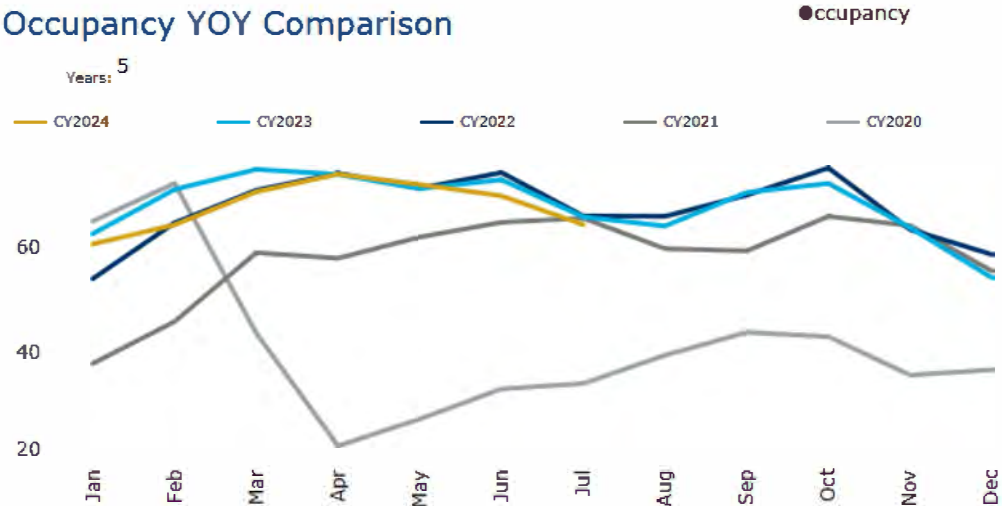
## Last Six Months Performance



## Last Six Months Performance vs. Previous Year



## Occupancy YOY Comparison



## Occupancy Long Term Trend

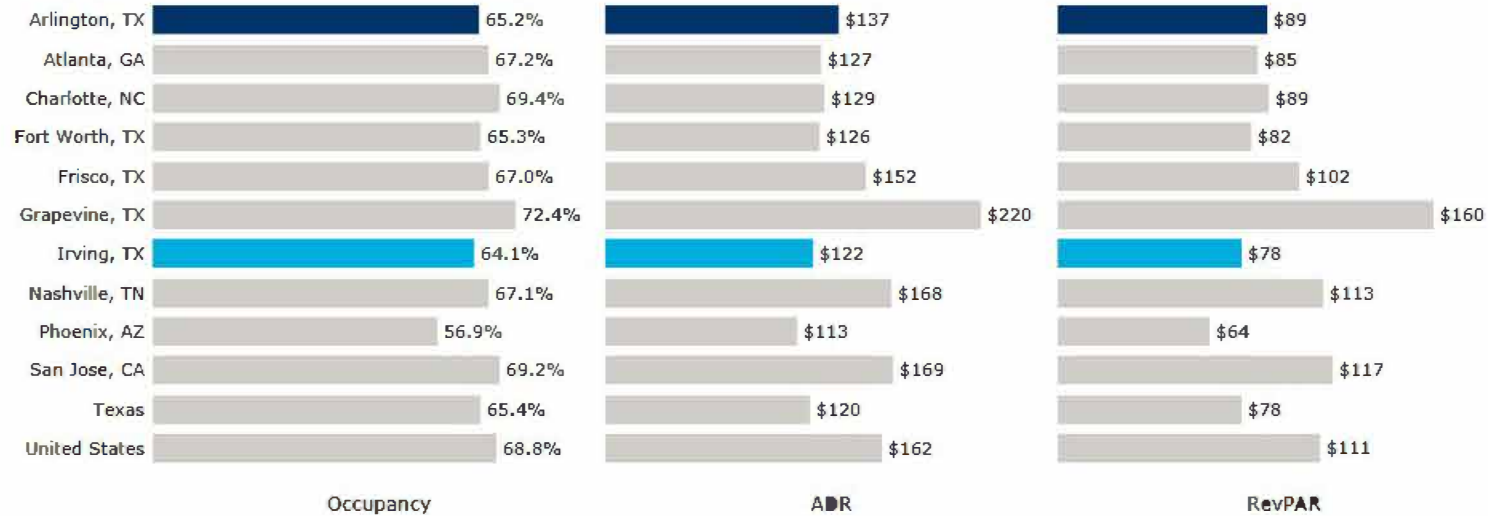


# Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

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

## July 2024, Comp. Markets Hotel KPIs



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

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	65.2%	▼ -8.0%	\$137	▲ 19.8%	\$89	▲ 10.2%	259.4K	▲ 14.4%	169.1K	▲ 5.3%	\$23.1M	▲ 26.1%
Atlanta, GA	67.2%	▼ -2.0%	\$127	▲ 0.0%	\$85	▼ -2.1%	3.5M	▲ 1.2%	2.4M	▼ -0.9%	\$297.9M	▼ -0.9%
Charlotte, NC	69.4%	▲ 1.7%	\$129	▲ 2.9%	\$89	▲ 4.6%	1.3M	▼ -0.5%	917.7K	▲ 1.2%	\$118.1M	▲ 4.1%
Fort Worth, TX	65.3%	▲ 2.6%	\$126	▲ 8.0%	\$82	▲ 10.9%	529.3K	▲ 1.9%	345.9K	▲ 4.5%	\$43.4M	▲ 12.9%
Frisco, TX	67.0%	▲ 3.5%	\$152	▼ -4.2%	\$102	▼ -0.8%	132.8K	▲ 0.0%	89.0K	▲ 3.5%	\$13.6M	▼ -0.8%
Grapevine, TX	72.4%	▼ -8.1%	\$220	▼ -0.3%	\$160	▼ -8.4%	148.4K	▲ 0.1%	107.5K	▼ -8.1%	\$23.7M	▼ -8.3%
Irving, TX	64.1%	▼ -2.2%	\$122	▲ 6.3%	\$78	▲ 3.9%	398.7K	▼ -0.8%	255.7K	▼ -3.0%	\$31.1M	▲ 3.1%
Nashville, TN	67.1%	▼ -7.2%	\$168	▼ -7.1%	\$113	▼ -13.8%	1.8M	▲ 1.6%	1.2M	▼ -5.7%	\$205.7M	▼ -12.4%
Phoenix, AZ	56.9%	▼ -3.6%	\$113	▼ -1.6%	\$64	▼ -5.1%	2.2M	▲ 1.6%	1.2M	▼ -2.1%	\$140.9M	▼ -3.7%
San Jose, CA	69.2%	▲ 8.9%	\$169	▲ 9.4%	\$117	▲ 19.1%	312.2K	▼ -3.3%	216.1K	▲ 5.3%	\$36.4M	▲ 15.2%
Texas	65.4%	▲ 1.9%	\$120	▲ 4.1%	\$78	▲ 6.1%	16.4M	▲ 0.9%	10.7M	▲ 2.8%	\$1.3B	▲ 7.0%
United States	68.8%	▼ -0.5%	\$162	▲ 0.5%	\$111	▲ 0.0%	175.6M	▲ 0.5%	120.7M	▲ 0.0%	\$19.5B	▲ 0.5%

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

Source: STR

Measure  
Occupancy

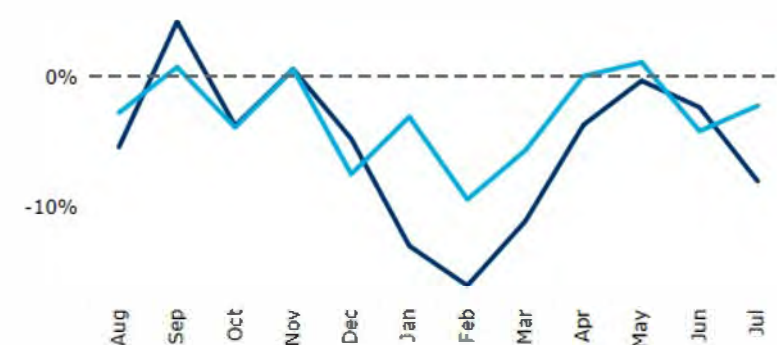
Primary Location  
Irving, TX

Comp. Location  
Arlington, TX

## Occupancy Comparison



## Occupancy vs. Same Month in Previous Year Last 12 Months



Short Term Rental Summary

Irving, July 2024



Month  
July 2024

Location  
Irving

Property Type  
All Properties

Compare to  
Previous Year

Year Type  
Calendar Year

	Occupancy 57.7%	ADR \$175.74	Revpar \$101.49	Supply 12.5K	Demand 7.2K	Revenue \$1.3M
YOY Change	▲ +2.1%	▲ +11.8%	▲ +14.1%	▲ +7.9%	▲ +10.2%	▲ +23.1%
Calendar Year-to-Date	52.9%	\$160.71	\$85.04	84.2K	44.6K	\$7.2M
YOY Change YTD	▼ -1.9%	▲ +11.8%	▲ +9.6%	▲ +3.7%	▲ +1.7%	▲ +13.6%

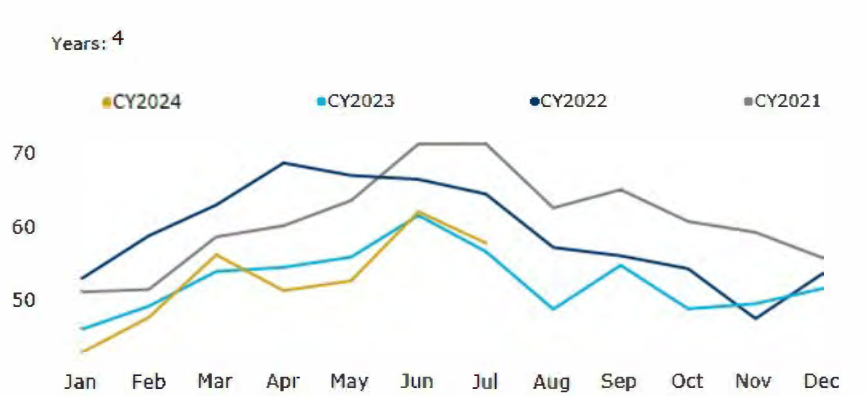
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Feb 24	47.7%	-3.1%	\$147	11.0%	\$70	7.6%	10.3K	5.2%	4.9K	1.9%	\$722.8K	13.1%
Mar 24	56.1%	4.2%	\$167	12.8%	\$94	17.6%	11.5K	-4.8%	6.5K	-0.8%	\$1.1M	12.0%
Apr 24	51.3%	-5.8%	\$170	15.6%	\$87	8.8%	13.3K	6.6%	6.8K	0.4%	\$1.2M	16.1%
May 24	52.6%	-5.8%	\$155	8.9%	\$82	2.6%	12.8K	4.2%	6.8K	-1.8%	\$1.1M	6.9%
Jun 24	62.0%	0.8%	\$159	5.7%	\$98	6.5%	11.5K	4.7%	7.1K	5.5%	\$1.1M	11.5%
Jul 24	57.7%	2.1%	\$176	11.8%	\$101	14.1%	12.5K	7.9%	7.2K	10.2%	\$1.3M	23.1%

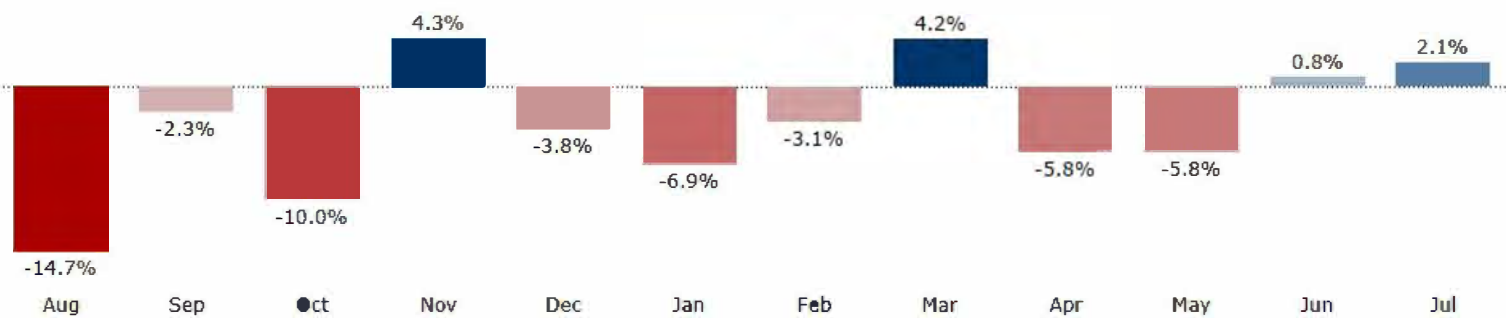
Occupancy YOY Comparison

Irving



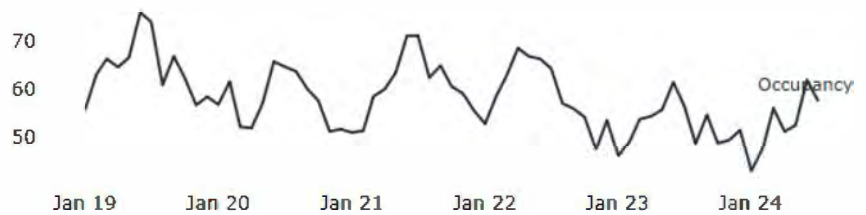
Occupancy vs. Previous Year

Irving



Occupancy

Irving





# Short Term Rental Summary

Irving, July 2024



Month  
July 2024

Location  
Irving

Property Type  
Hotel Comparable

Compare to  
Previous Year

Year Type  
Calendar Year

	Occupancy 53.7%	ADR \$122.61	Revpar \$65.86	Supply 2.7K	Demand 1.5K	Revenue \$178.3K
YOY Change	▼ -7.7%	▲ +9.6%	▲ +1.2%	▲ +13.5%	▲ +4.7%	▲ +14.8%
Calendar Year-to-Date	51.5%	\$119.60	\$61.63	18.6K	9.6K	\$1.1M
YOY Change YTD	▼ -6.6%	▲ +8.2%	▲ +1.1%	▼ -1.7%	▼ -8.2%	▼ -0.7%

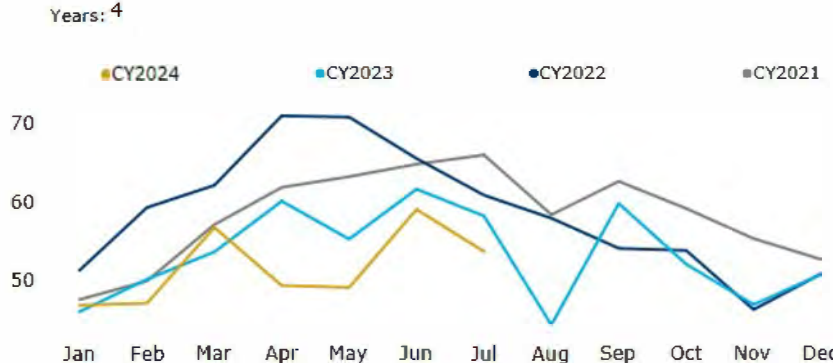
## Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Feb 24	47.2%	-6.0%	\$120	14.1%	\$56	7.2%	2.3K	4.1%	1.1K	-2.1%	\$131.3K	11.6%
Mar 24	56.8%	5.8%	\$119	4.5%	\$67	10.6%	2.5K	-15.9%	1.4K	-11.0%	\$165.5K	-7.0%
Apr 24	49.4%	-17.8%	\$122	8.1%	\$60	-11.1%	2.8K	-14.1%	1.4K	-29.4%	\$169.1K	-23.7%
May 24	49.2%	-11.1%	\$114	2.8%	\$56	-8.6%	3.1K	1.1%	1.5K	-10.1%	\$175.2K	-7.7%
Jun 24	59.0%	-4.2%	\$122	7.4%	\$72	2.9%	2.4K	-1.3%	1.4K	-5.4%	\$169.1K	1.6%
Jul 24	53.7%	-7.7%	\$123	9.6%	\$66	1.2%	2.7K	13.5%	1.5K	4.7%	\$178.3K	14.8%

## Occupancy YOY Comparison

Irving



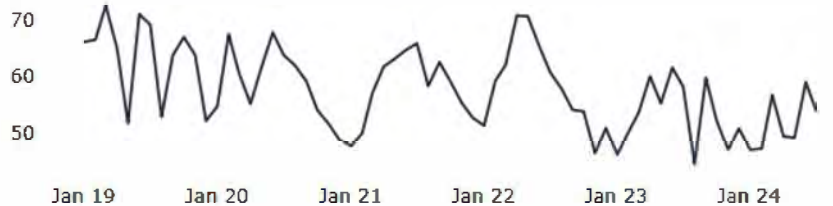
## Occupancy vs. Previous Year

Irving



## Occupancy

Irving



Source: AirDNA





# CONVENTION CENTER MANAGEMENT REPORTS

**IRVING**  
CONVENTION &  
VISITORS BUREAU



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

August 20, 2024

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	67,208	120,200	68,571	801,935	1,133,096	790,795
Ancillary Income	278,855	258,640	138,693	5,018,971	4,022,320	4,188,028
Total Event Income	346,063	378,840	207,264	5,820,906	5,155,416	4,978,823
Other Income	65,555	107,167	90,919	1,231,354	1,071,670	978,766
Adjusted Gross Income	411,618	486,007	298,183	7,052,260	6,227,086	5,957,589
Indirect Expenses	(730,429)	(724,683)	(674,753)	(6,715,142)	(7,040,624)	(6,240,782)
Net Income (Loss)	(318,811)	(238,676)	(376,570)	337,118	(813,538)	(283,193)

- We had thirteen revenue-producing events for the month.
- Total event income came in under budget by \$32,777, due to additional service expenses incurred during the month.
- Other operating income includes July's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were slightly over budget by \$5,081.
- Despite not meeting budget for July, the ICC is in a very favorable position YTD.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	523,725	385,640	234,522	7,604,019	5,521,012	5,845,914
Net Income/(Loss)	203,396	236,360	97,306	4,054,305	3,382,443	3,245,610
Net Income/(Loss) %	38.84%	61.29%	41.49%	53.32%	61.26%	55.52%

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
13	154	13,697	220,804
Current Year	Current Year	Current Year	Current Year
12	178	9,805	207,653
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,822	31,295	5	100%
Current Year	Current Year	This Month	Current Month
3,991	30,235	31	92.9%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
14	131
Current Year	Current Year
7	152
Prior Year	Prior Year

## **Target Industry Bookings**

Beyond, Inc. – August 2024

National Physique Committee National – December 2026 & 2027

Family First Life – January 2025

Scrapbook Expo – March 2025

## **August and September at a Glance**

- July 28-August 6      Original Sewing & Quilting Expo
- August 1-2          Irving ISD
- August 3            City of Irving Police Department Civil Service Exam
- August 6-7          Concert for Life Project
- August 7-11        Battle Up Productions Texas Pro
- August 8-9          City of Irving Transportation Summit
- August 10-11       Chodawadia Wedding
- August 14-15       Independent Insurance Agents of Dallas
- August 19-22       Cocina Sabrosa
- August 21-28       TEXSOM Conference
- August 30-31       Lindsey Wilson College Residence Class
- September 2-5      VidSummit
- September 6-8      Ultimate Women's Expo
- September 7        World Wide Dreambuilders
- September 9-10    Promotional Product Association Expo
- September 10-14   RCAT Conference & Tradeshow
- September 13-19   National Weather Association Conference
- September 14-15   Las Colinas Bridal Show
- September 16       Irving Fire Fighters Exam
- September 18-22   Fiber Fest
- September 19       DFW RIMS Annual Conference
- September 22-25   Direct Selling News
- September 22-25   Texas Trial Lawyers Association
- September 24-25   SW Society of Cosmetic Chemists
- September 25-28   Texas Podiatric Medical Association Conference

cc:      Tom Meehan, General Manager, ASM Global

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

September 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Labor Day VidSummit 2024 De finite	3	4	5	6 Ultimate Women's Expo De finite	7 Hashtag Health Make-... De finite World Wide Dreambuil... De finite
8 Ultimate Women's Expo De finite	9 PPAS Expo De finite	10 RCAT 2024 Conference & Tradeshow De finite	11	12	13 National Weather Association 2024 De finite	14 Las Colinas Bridal Show De finite
15 Las Colinas Bridal Show De finite National Weather Association 2024 De finite	16 Irving Fire Fighters Ex... De finite	17	18 Fiber Fest De finite	19 DFWRIMS Annual Conf ... De finite	20 The Great Harvest Tentative 1	21



September 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22 <div>Fiber Fest De finite</div>	23 <div>Direct Selling News De finite</div>	24 <div>T T L A Trial Advocacy College of Texas (TACT) 2024 De finite</div>	25 <div>ICVB Board of Directo... De finite</div>	26 <div>SWSCC - Supplier's Day 2024 De finite</div>	27 <div>TPMA Southwest Foot and Ankle 2024 Conference De finite</div>	28 <div>Co HEsion Summit 2024 De finite</div>
29 <div>Co HEsion Summit 2024 De finite</div>	30 <div>Lifestyles Unlimited De finite</div>	1	2	3	4	5

October 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
Co HEsion Summit 2024 De finite						
	Lifestyles Unlimited De finite					
6	7	8	9	10	11	12
ServiceNow: NowSummit 2024 Dallas De finite						
			Fotona Ultra Performance Lasers De finite			
				Swim Spa Blowout De finite		
						Texas ASCD 2024 Annu... De finite
13	14 Columbus Day	15	16	17	18	19
Texas ASCD 2024 Annual Meeting De finite			New Grad Event Tentative 1	Fan Days 2024 De finite		
Swim Spa Blowout De finite			Irving 360 Civic Academy De finite			
Fotona Ultra Perform... De finite						
20	21	22	23	24	25	26
Fan Days 2024 De finite	Tithely De finite					
			TPTA 2024 Annual Conference De finite			
				8th Grade Career Fair De finite	High Spirited Citizens ... De finite	

October 2024							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
27	28	29	30	31	1	2	
<div>Culture Keepers</div> <div>De finite</div>					<div>U.S. Pet Pro Classic 2024</div> <div>De finite</div>		
	<div>North Texas Facilities Expo</div> <div>De finite</div>				<div>Crees Ese Crear</div> <div>De finite</div>		
					<div>Paradise Spas November Expo</div> <div>De finite</div>		
					<div>Lindsey Wilson College Residence Class</div> <div>De finite</div>		



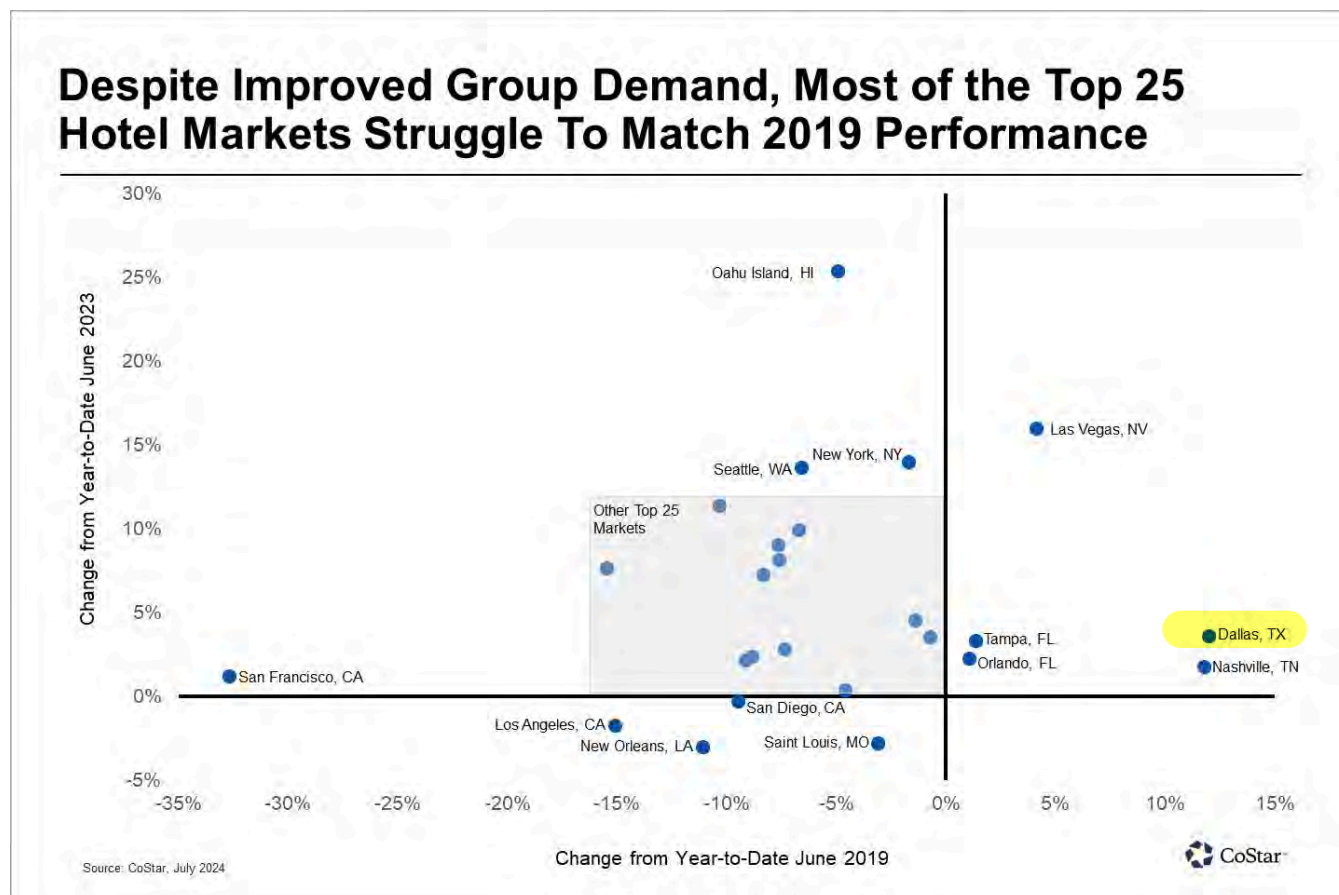
# INDUSTRY REPORTS/ BOARD PARTNERS

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## COSTAR INSIGHT

# Most Top 25 Hotel Markets Show Improvement in Group Demand

Only Five Markets Saw Demand Grow From 2019 and 2023 Levels



By **Jan Freitag**  
CoStar Analytics

August 2, 2024 | 12:05 P.M.

In the first six months of the year, 21 of the top 25 largest hotel markets recorded higher group demand from a year ago. But despite almost uniform demand increases as of late, most markets are still struggling to record a full return of group demand to pre-pandemic levels.

Three performance patterns emerge when comparing the group demand data for high-end hotels in the largest hotel markets. **Through June of this year, hotels in five markets**

not only sold more rooms than last year but also than in 2019. Four of these markets include Tampa and Orlando in Florida; Dallas, and Nashville, Tennessee, which also have a solid leisure guest base. The strong group demand suggests that these warm-weather locations are attractive to group meeting planners partially because they have plenty of food and entertainment options that convention attendees desire.

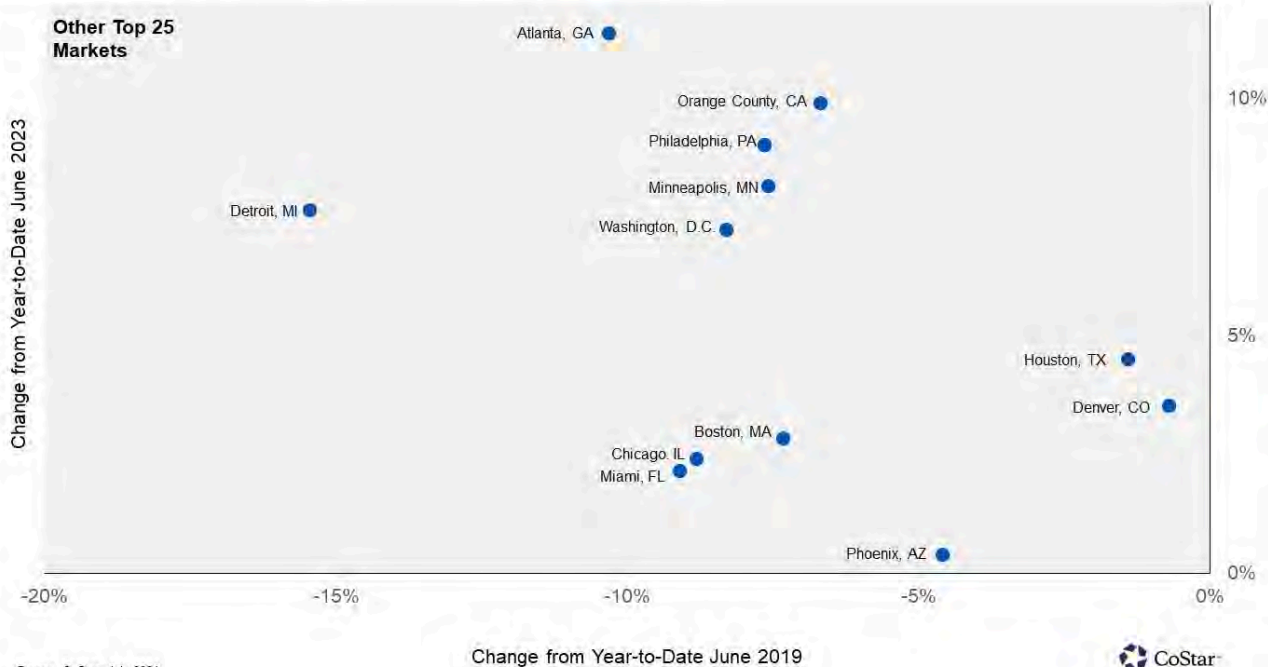
Las Vegas, the fifth market surpassing its 2019 group demand, stands out because demand grew 16% year over year and 4% compared to 2019. However, hosting the Superbowl in February and the related influx of high-priced group rooms likely skewed this data in a positive direction.

Sixteen of the top 25 markets are still struggling to attract the same amount of group rooms as in 2019, while at the same time recording healthy growth from a year ago. Oahu Island, Hawaii, stands out as group demand through June is 25% higher than a year ago. This likely speaks to the market's attractiveness and some displacement as other hotels in the state were closed. San Francisco hoteliers continue to struggle as the demand for group rooms is still over 30% below pre-pandemic levels. However, in a welcome reversal, the year-over-year data is finally positive, and demand grew by 1%.

Lastly, four markets recorded smaller group room levels than in 2019 and 2023. The year-over-year change can likely be explained by groups rotating out into other markets. But given that 21 of the top 25 markets were able to increase demand from last year, operators are probably hoping that the latter part of the year will see a reversal of the negative trend.



## Most of the Top 25 Hotel Markets Have Matched or Exceeded Their 2023 Performance



The top 25 markets struggling to achieve pre-pandemic results while growing group demand from last year show a wide variety of results and demand patterns. Phoenix is an outlier since it hosted the Superbowl in 2023, and hoteliers struggle to meaningfully increase group demand. Las Vegas will face a similar tough comparison in 2026.

Markets such as Houston and Denver have almost regained all the group rooms lost in the last four years by attracting groups and conventions that add to their corporate demand base.

Looking ahead, many hotel operators expect a strong meeting and convention season this fall. In its latest [corporate travel study](#), Deloitte pointed out that 51% of corporate meeting planners expect to increase their travel spending, and the majority of these are increasing their meeting attendance. This outlook bodes well for hotels in the top 25 markets, but it will take a sustained corporate group resurgence to make up the 1.4 million room group demand shortfall from 2019 levels.

# Fort Worth tries to limit new hotels near schools

FWS-T 8/7/2024

BY JAIME MOORE-CARRILLO  
jmoore-carrillo@star-telegram.com

Fort Worth leaders are advancing reforms to the city's development codes in hopes of restricting hotel construction near schools.

The tweaks, if approved by the City Council later this month, would require prospective hospitality projects built within 1,000 feet of any K-12 school to apply for a special zoning category before moving forward. The proposed changes come on the heels of tense discussions surrounding plans to build a motel across from an elementary school in far north Fort Worth.

The change, requested by council member Charlie Lauersdorf, would spare hotels in central business districts, high intensity mixed-use neighborhoods, and any sections of the city subject to "form-based codes" already allowing hotels (like the Stockyards and Near Southside).

Existing rules require hotel developers to secure special zoning permissions if their projects sit less than 1,000 feet from areas of single- or two-family residences. Restrictions on alcohol and tobacco sales near classrooms abound.

Efforts to throw up more land use barriers around schools surfaced in late February. Plans for a Studio 6, part of the Motel 6 chain, on the western edge of Basswood Elementary School mobilized opposition from hundreds of parents and nearby residents.

They feared the motel and other discount hospitality brands would cater to unsavory crowds, inviting crime, vagrancy and other activities incompatible with early childhood learning.

"We're here in support of these families right here that are



TOM JOHANNINGMEIER tjohanningmeier@star-telegram.com

Construction is underway on an extended stay motel next to Basswood Elementary in far north Fort Worth on Feb. 21.

FROM PAGE 1A

## HOTELS

impacted by this. We do not want a hotel next to Basswood Elementary," Keller Superintendent Tracy Johnson said during a town hall hosted by Lauersdorf Feb. 22. "This is an exceptional school

with exceptional families and exceptional kids and staff members. So we feel as passionate as you do about this."

By then, the motel's developers had already received the city's blessing

to begin construction. Lauersdorf, with unanimous support from his fellow council members, had approved a zoning change to move the project forward the previous October.

With few legal avenues to stall or sink the motel's construction, the Keller school board voted in late April to buy the property outright for an undetermined amount, with unspecified plans for the land's future.

Lauersdorf and his colleagues hope the proposed ordinance change will head off similar tangles with subsequent projects. The council member also proposed removing the property's industrial designation, opening the door to other, less intense uses.

The five existing hotels, motels and inns near schools will become "non-conforming" with city codes if the revision passes, but they won't have to cease operations.





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# Why is my city in a hotel bed with the NRA?

OPINION MARK WINGFIELD | JULY 30, 2024



Imagine what would happen if the ninth-largest city in America worked out a deal with Planned Parenthood to host a weeklong convention in city-owned facilities and gave them a \$927,000 discount.

Conservatives and anti-abortion churches would lose their ever-loving minds. There would be hell to pay. Someone would be fired. Politicians would fall over each other apologizing.

Something just like that did actually happen in the city where I live, which is, in fact, the ninth largest city in America. Except it wasn't Planned Parenthood that got this sweetheart deal from the City of Dallas; it was the National Rifle Association.

Yep, that's right. The NRA put on its annual convention in the Kay Bailey Hutchison Convention Center in downtown Dallas and paid — wait for it — only \$5,000 for the event space and services.

The total bill should have been \$931,990.





*Mark Wingfield*

How do we know this? Not because city officials wanted us to know but because some dogged reporters at our local public radio station filed a Freedom of Information Act request and got the contract — which city officials did not

want to come clean about and still don't want to talk about.

That resulted in a blockbuster story published and broadcast by **KERA** here in Dallas.

As a taxpaying citizen, this news concerned me. Actually, it made me quite angry. So I wrote an email to my city councilor, who is someone I know and respect. She assured me it probably wasn't as sinister as I thought but she would ask some questions and get back to me. Six weeks passed, and I got no further response.

So I wrote to her again and reminded her she had promised me some answers. Her response was that she would ask her staff what was going on.

More than a week passed, and once again I got no response. So last Thursday, I wrote to her a third time and said I thought this was now something I needed to write about for our national publication because it was obvious no one at City Hall was concerned about this issue that a whole lot of Dallas citizens are upset about. I also wrote to the media manager for the city council with a small set of questions.



## Politics, faith and mission: by Greg Garrett



— A BNG interview series on the 2024 election and the Church

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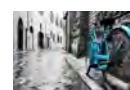
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## FEATURED



**Why is my city in a hotel bed with the NRA?**

OPINION



**Seeing in color**

OPINION



*Eric Johnson, mayor of Dallas, speaks during the second day of the 2024 Republican National Convention at the Fiserv Forum in Milwaukee, Wis., July 16,. (Photo by ANDREW CABALLERO-REYNOLDS/AFP via Getty Images)*

## Two additional events

In the intervening two weeks since my first email to my city councilor, two things happened that in my mind escalated this inquiry.

The first is that our mayor — who last year got reelected as a Democrat in a Democratic-majority city and only a few weeks later announced he had become a Republican — **gave a speech** at the Republican National Convention.

Mayor Eric Johnson was given a prime time slot at the RNC, right before the introduction of vice presidential candidate JD Vance. He used his 4 minutes to take personal credit — as a Republican, of course — for reducing crime in the city since he first was elected in 2019 as a Democrat. What arrogant pish-posh.

Other members of the City Council were not amused with the mayor — whom many of them now disdain as an opportunistic turncoat — taking

**“He used his 4 minutes to take personal credit — as a Republican, of course — for reducing crime in the city since he first was**



Tisby, Bass and Jones see attacks on Sonya Massey and Kamala Harris exemplifying what Black women face

NEWS



Oh, dear, what could the trouble be?

OPINION

## CURATED



Ohio school district's transgender anti-bullying policy upheld by appeals court



Rev. Barber's new book demystifies poverty: 'Black people are not the problem'



Mennonites march 135 miles to White House for Gaza cease-fire



There Is Almost No 'Liberalizing Religion' in the United States



sole credit for something that was accomplished as a collaborative effort.

**elected in  
2019 as a  
Democrat.”**

Here’s what I thought about the whole thing: Crime in Dallas and everywhere else would be greatly reduced if there weren’t so many guns on the street, if we didn’t have so many urban cowboys packing heat in their big-ass pickups they back into parking spaces at Target.



*Law enforcement stand watch near a memorial dedicated to the 19 children and two adults murdered on May 24, 2022, during the mass shooting at Robb Elementary School on May 24, 2023, in Uvalde, Texas. (Photo by Brandon Bell/Getty Images)*

The second thing that happened is that last week a former school police officer from Uvalde, Texas, was arraigned on charges of abandoning the children at Robb Elementary School he was responsible to protect from a crazed gunman in 2022.

The **Associated Press** put it plainly: “Adrian Gonzales was among the nearly 400 law enforcement personnel who responded to the scene but then waited more than 70 minutes to confront the shooter inside the school.”

As a result of that failure, 19 children and two teachers were murdered inside the Uvalde school.

At last Gonzales had the courage to show up for the arraignment. The only other official charged, Uvalde Schools

**“There were  
400 ‘good**

Police Chief Pete Arredondo, waived his arraignment and entered a not guilty plea without showing in person.

In case you've forgotten what happened in Uvalde, here's a recap from **another AP story**: "More than 370 federal, state and local officers converged on Robb Elementary, but they waited more than 70 minutes before confronting the shooter, even as the gunman could be heard firing an AR-15-style rifle. Terrified students inside the classroom called 911 as parents begged officers — some of whom could hear shots being fired while they stood in a hallway — to go in. A tactical team of officers eventually went into the classroom and killed the shooter."

**guys with guns' who uniformly failed to protect the children and teachers in their care."**

Consider this: There were 400 "good guys with guns" who uniformly failed to protect the children and teachers in their care.



*Republican presidential candidate Donald Trump is rushed offstage during a rally on July 13, 2024, in Butler, Pa. (Photo by Anna Moneymaker/Getty Images)*

## **Blood on the NRA's hands**

As guilty as they all are — why did not even one officer of the law storm that classroom and save the children? — the other guilty party is the NRA. It is because of the NRA's aggressive lobbying, brainwashing, lying and free-flowing money that neither the state of Texas nor the United States has a ban on assault weapons.

The NRA is the main perpetrator of the lie that these rapid-fire weapons — the same kind used in the attempted assassination of Donald Trump, by the way — are needed for sporting purposes. Pish-posh again.

There is no reason an average citizen needs access to these kind of assault weapons. They are made not for hunting but to kill people. Which is why they keep getting used over and over in every school shooting — to kill people.

So yes, the NRA is partly to blame for those 22 deaths in Uvalde. Just as they're partly to blame for the 413 school shootings in America since Columbine. School shootings would not be happening so frequently, and would not be so deadly, if the NRA did not oppose every common-sense gun control measure put forward anywhere.

Yes, the NRA has blood on its hands.

And that's the very group my city invested nearly a million dollars in supporting with tax money.

**“School shootings would not be happening so frequently, and would not be so deadly, if the NRA did not oppose every common-sense gun control measure put forward anywhere.”**



*Kay Bailey Hutchison Convention Center (Photo: Visit Dallas)*

## Misplaced priorities in Dallas

KERA reported that of the \$931,990 cost of the space rental at the convention center, the NRA first got a \$482,000 “discount” and then was given another \$445,000 subsidy.

In case you don’t have a calculator handy, that’s a total gift to the NRA of \$927,000.

Where is the outrage? Why has the City Council not at least said something about this? Why has no one been held accountable?

Well, part of the excuse is that the \$445,000 subsidy was paid by Visit Dallas, a nonprofit organization that has a contract with the City of Dallas to attract tourism to the city. Visit Dallas gets its money from hotel tax fees paid by hotel guests. That’s still public money, still tax funding, regardless of who’s paying it.

There actually are two intertwined organizations that make this happen — **Visit Dallas** and the **Dallas Tourism Improvement District** — which office in the same spot and share staff.

The DTID website explains: “Hotels levy a 2% assessment on sold hotel rooms at hotels within Dallas city limits that have 100 rooms or more. The hotel recovers the cost of that assessment by charging it to guests as a hotel room night charge. The funds are collected by the



city of Dallas and returned to the Tourism PID to be used to market and promote Dallas as a convention and tourism destination.”

Please note: “The funds are collected by the City of Dallas,” meaning as a public tax that ought to have public control. DTID in turn funds Visit Dallas, which says it is “an independent, not-for-profit sales and marketing organization contracted with the City of Dallas to promote Dallas as a premier business and leisure travel destination.”

Ultimately, the money flowing through the DTID to Visit Dallas — and in this case to the NRA — is tax money collected by the City of Dallas. It is public money.

The City Council has control over how tax monies are doled out. Neither of the tourism promotion agencies has the power to levy a tax. They exist at the will of elected city leaders who are turning a blind eye to how these tax funds are used.

STATE OF TEXAS COUNTY OF DALLAS		KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS		ADDENDUM NO. 10057-02.01	
<b>KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS USER AGREEMENT ADDENDUM</b>					
THIS IS ADDENDUM NO. 1 to that certain Agreement No. 10057-02, executed on 11/12/19 (“the Agreement”), by and between Global Spectrum, L.P., d/b/a Spectra Venue Management, the manager and operator of the Kay Bailey Hutchison Convention Center Dallas, hereinafter referred to as “KBHCCD”, and National Rifle Association of America (“User”). KBHCCD and User hereby agree to amend the Agreement as follows:					
USER NAME	National Rifle Association of America				
EVENT/SHOW NAME	NRA Annual Meeting (hereinafter the “Event”)				
TERM OF AGREEMENT	08:00 AM on May 10th, 2024 until 11:59 PM on May 21st, 2024				
SPACE RENTAL TOTAL	\$450,000.00				
PREMISES	BALLROOM A1-A4, BALLROOM C1-C4, BALLROOM D1-D4 / BLUFFVIEW MEETING ROOM C 100S, D 100S, D 200S EXHIBIT HALL A, HALL B, HALL C, HALL D, HALL E, HALL F, ARENA				
USER AGREEMENT DUE DATE		APRIL 26, 2023			
COMPLIANT CERTIFICATE OF INSURANCE DUE DATE		MARCH 26, 2024			
SPACE RENTAL VALUE		\$931,990.00			
KBHCCD SPACE RENTAL DISCOUNT		(\$481,990.00)			
SPACE RENTAL AMOUNT DUE		\$450,000.00			
SPACE RENTAL PAID BY USER ON OCTOBER 30, 2019, TO EXECUTE CONTRACT		(\$5,000.00)			
SPACE RENTAL BALANCE DUE FROM VISITDALLAS		\$445,000.00			
<b>EVENT CANCELLATION FEES</b>					
AMOUNT DUE IF EVENT/SHOW IS CANCELLED BY USER ON OR BEFORE MARCH 11, 2024		\$465,995.00			
AMOUNT DUE IF EVENT/SHOW IS CANCELLED BY USER ON OR AFTER MARCH 12, 2024		\$931,990.00			
<b>ADDENDUM TERMS</b>					
<ul style="list-style-type: none"> <li>Addendum 01 shows the addition of the following terms: <ul style="list-style-type: none"> <li>Rental of \$445,000 to be paid by Visit Dallas.</li> <li>The first sentence of Section III, Paragraph 1, is amended as follows: <ul style="list-style-type: none"> <li>As consideration hereof and as minimum payment for the right of use herein granted of the Premises, VISITDALLAS promises to pay KBHCCD the space rental total as specified in the Summary of Basic Terms in Section I, which shall be paid within ninety (90) days of the final day of the show/event.</li> </ul> </li> <li>Contact for Notices is changed to John Bailey, Director Shows &amp; Exhibits.</li> <li>User releases Exhibit Halls A, B, and C on Friday, May 10. Move-in for Exhibit Halls A, B, and C begins on Saturday, May 11, 2024.</li> </ul> </li> </ul>					

## Dallas faces budget crisis

At the same time all this is playing out, the City of Dallas now faces a **\$38 million budget shortfall** and city leaders are thinking up ways to

punish the poor to balance the budget. One of those ideas is to close all the city's public swimming pools.

As in most American cities, it is not the rich kids who use those public pools in the 100-degree heat. It is not the kids who have swimming pools in their backyards or the kids whose parents are members of the dozens of elite country clubs all over town.

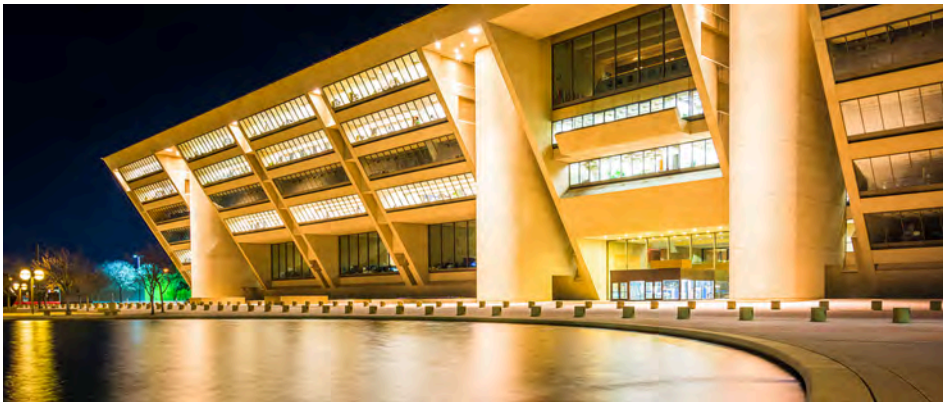
Public swimming pools have been called the “first line of defense for young people to stay out of trouble.”

There is a direct correlation between providing public recreational facilities, such as pools, and reducing gun violence and other crime.

If Mayor Johnson really wants to tout his record in reducing crime, he should have opposed spending nearly \$1 million to bring the NRA to town. If our City Council really wants to take credit for that shared accomplishment, they should apologize for letting this happen and take some steps to ensure it won't happen again.

But they have not. They are silent. They do not want to answer questions.

“City leaders are thinking up ways to punish the poor to balance the budget.”



*Dallas City Hall (123rf.com)*

## Response from City Hall

Naively, I thought someone at City Hall would be concerned about Dallas tax dollars funding the NRA. But apparently, I was wrong.

I finally did get a response from my city councilor, who sent me a paragraph of financial analysis from somewhere in City Hall that extremely contradicts what KERA reported and what the signed contracts they got hold of demonstrate.

So I thought perhaps KERA had been wrong. Maybe their story had been challenged. Maybe there had been a retraction. Nope and nope. No challenge. No retraction.

And it turns out the *Dallas Morning News* wrote an editorial critical of the city's secrecy around how public funds are spent for tourism in light of the NRA revelation. The title of that editorial: "Dallas' Deal with the NRA Belongs to the Public."

My city councilor, Kathy Stewart, offered this explanation to me July 26: "This decision was not something we voted on at a council meeting or a committee meeting. ... I encourage you to reach out to others, but Visit Dallas is ultimately who you will want to engage."

Apparently, Visit Dallas does not want to be engaged. My email inquiry to their communications person went unanswered. Not even a no comment. Just crickets.

Same for the official communications person at City Hall: Silence. Not so much as a "we received your email."

I doubt these communications professionals are so incompetent as to not know how to answer emails. Which leads me to the conclusion they just don't want to talk about city funding for the NRA.

But talk about it we must.

I'm struck by the admission that our City Council has not discussed this at all. That in itself is a form of tacit approval of the sweetheart deal.



*T-shirts are displayed in a booth during the National Rifle Association convention at the Kay Bailey Hutchison Convention Center on May 17, 2024, in Dallas. (Photo by Justin Sullivan/Getty Images)*

## We share some blame

Despite how horribly I believe our city leaders have handled this dubious partnership with the NRA, the rest of us bear some guilt too. We have not protested loudly enough. We have not demanded answers. We have not attended City Council meetings to speak truth to power.

Neither have our churches. Lord knows, most of us are too busy feeding the hungry, clothing the naked, binding up the brokenhearted and trying to keep books from being removed from school libraries to have time to run down to City Hall.

Yet this is an issue that matters. The NRA gets its way in city after city, state after state and in the halls of Congress because not enough people stand up to their bullying. Yes, they are bullies. They have bought off more elected officials than the tobacco industry.

So here in Dallas, I'm going to bang the drum loudly. If you live here, too, I hope you'll join me. Pester your City Council member with

**“The NRA gets its way in city after city, state after state and in the halls of Congress because not enough people stand up to their bullying.”**



questions about the immoral deal the NRA got. Seek to have public money used for better public purposes — like community swimming pools — than subsidizing violent groups like the NRA.

And if you live somewhere beyond our fair city, I hope you'll join the fight too. The NRA should become *persona non grata* in every city in America. They should not be able to book a convention center anywhere.

In fact, I'd suggest they hold their annual meeting in a closed school or church that was the site of a recent mass shooting. They ought to feel right at home there.

*Mark Wingfield serves as executive director and publisher of Baptist News Global. He is the author of [Honestly: Telling the Truth About the Bible and Ourselves](#) and [Why Churches Need to Talk About Sexuality](#). His brand-new book is [Troubling the Truth and Other Tales from the News](#).*

### **Related articles:**

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**OPINION: VIEWS EXPRESSED IN BAPTIST NEWS GLOBAL COLUMNS AND COMMENTARIES ARE SOLELY THOSE OF THE AUTHORS.**

**TAGS:** NRA KERA mass shootings Uvalde City of Dallas Dallas City Council Visit Dallas public funds



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**BUSINESS**

# Texas bets \$2.7 million that Michelin Guide will provide tourism boost to 5 cities

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by [Eric E. Garcia](#) and [Marcheta Fornoff](#)  
August 6, 2024 5:13 pm

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Pictured is the Pulpo con Chicharrón from Don Artemio. The dish consists of ajillo octopus, refried beans with bacon, chorizo and cheese, chicharron and avocado. (Courtesy photo | Don Artemio)

Fort Worth and four other major Texas cities are investing \$2.7 million in potential economic benefits expected to be created by the Michelin Guide, which recognizes restaurants across the globe for food quality.

The state's travel office paid \$450,000 annually for marketing and promotional efforts tied to the expansion, along with a \$90,000 per year contribution from the cities of Fort Worth, Dallas, Houston, San Antonio and Austin, tourism officials said. The three-year agreement — totaling \$270,000 per city — is intended to increase tourism in the state, but does not guarantee a set number of stars or other Michelin designations for each participating city.

“Texas is one of the top destinations for visitors from across the nation and the world, and with the Michelin Guide spotlighting the diverse and flavorful Texas culinary scene, we will continue to attract even more global travelers to the Lone Star State,” said Tim Fennell, director of the Travel Texas office.

The five cities will spend over three years a collective \$1.35 million, which will be matched by the state during that time.

**Michelin Guide**, launched by brothers André and Édouard Michelin in 1900, began awarding star ratings to restaurants in 1926. Fewer than 2,000 of the guide’s roughly 17,000 restaurants are located in the U.S. but that number could change after inspectors visit Fort Worth and other Texas cities.

Fort Worth officials said they are excited that some local restaurants could get global recognition from Michelin, which is arriving in Texas for the first time. The local funding for the Michelin Guide — \$90,000 annually paid through Visit Fort Worth, the city’s tourism arm — is almost the cost equivalent of leasing two prominent billboards in a major city for about a year at an average rate of \$3,500 per month, officials said.

“With 1 in every 3 tourism dollars being spent on food and beverage by Fort Worth visitors, the largest tourism-spend category grossing more than \$760 million last year, it was a no-brainer to join efforts in bringing Michelin to Texas,” Mayor Mattie Parker said.

The Michelin payment from Visit Fort Worth stems from its \$5.56 million marketing and public relations budget this fiscal year, which comprises about 31.5% of its \$17.6 million annual budget.

“Supporting our culinary scene is a priority in Visit Fort Worth’s strategic plan and an important part of bringing conventions, sports events, and leisure travelers to our city,” Jessica Hill, who doubles as Visit Fort Worth vice president of marketing and the city’s film commissioner, said.

Houston officials echoed the potential impact of Michelin, including Holly Clapham, chief marketing officer for Houston First, which spends about \$11 million annually on marketing efforts for the city of Houston. She said the Michelin brand name is a perfect partnership since the city has more than 11,000 diverse restaurants — one of the top reasons visitors are drawn to the city.

The organization’s \$90,000 commitment “will provide chefs with a huge opportunity as a whole,” she said, adding that the Michelin Guide will aid in helping restaurants recruit chefs from other cities.

Zane Harrington, director of communications for Visit Dallas, an independent not-for-profit sales and marketing organization that contracts with the city of Dallas, said that the city’s \$90,000 yearly contribution



would help elevate Dallas restaurants.



Chef Juan Ramón Cárdenas founded Don Artemio Mexican Heritage, 3268 W. 7th St. The restaurant was a 2023 James Beard Award finalist for Best New Restaurant. (Courtesy photo | Don Artemio Mexico Heritage)

## Michelin practices

This relatively new practice of public funding in the guide's long history has stirred criticism of fostering a **pay-for-play model** and encouraging conformity in the culinary world. Thousands of restaurants are recognized but relatively few can boast a one, two or three star rating despite guide expansion into new cities and countries.

Critics argue that the addition of new categories like the **Bib Gourmand** and **Green Star** in recent years dilute the power of the guide's brand by broadening the number of restaurants that can say they are "Michelin recognized."

Patricia Sharpe, a James Beard award-winning food writer and restaurant critic for Texas Monthly magazine, said the use of public funds will benefit Texas restaurants.

"Michelin validates us," Sharpe said. "Its arrival says, 'Texas is in the big leagues now, gastronomically speaking.' People are surprised that states and cities pay tourist dollars to get the French company to come rate their restaurants," Sharpe said by email. "But it's the same as giving tax breaks and financial incentives to lure automotive, high-tech and sports companies. Jobs and tourist dollars boost the economy. A rising tide raises all boats."

Other voices in the culinary world have raised concerns about Michelin's practices. Las Vegas food writer John Curtas said Michelin Guide is "now in the business of promoting restaurants, not objectively rating them."

"Far from being a scrupulous, trustworthy consumer guide, it has now been exposed as nothing but an instrument of advertising," he said in a **2019 column** about Michelin.

The notoriously opaque guide does not offer specifics on how its inspectors evaluate a destination but noted that the company is always evaluating new destinations.

"The Michelin Guide is unique because it evaluates only the cuisine itself," Michelin spokesperson Carly Griefff wrote in an email to the Fort Worth Report. "But it can also mention service quality and decor, and describe the experience you can get at a certain restaurant."

Trained anonymous inspectors will visit each restaurant multiple times and evaluate service. Establishments are judged on the same criteria: quality of the products, harmony of flavors, mastery of cooking techniques,

the voice and personality of the chef reflected in the cuisine, and consistency between multiple visits and the menu as a whole.

Restaurant designations will remain for a year, with the opportunity for the business to maintain that distinction or earn new stars based on subsequent reviews.

“There is no annual fee for any restaurant or hotel to be included in our selection, as our selection process is completely independent,” Grieff said.

## **Chefs anticipate benefits from Michelin consideration**

Many Fort Worth chefs have welcomed Michelin’s arrival. Bernard Tronche, founder of the French restaurant Saint-Emilion on West 7th Street, said the North Texas food scene is long overdue for this type of recognition.

But he’s not holding his breath for a Michelin star.

“I would be surprised,” Tronche said. “But I would be happily surprised.”

Le Margot executive chef Graham Elliot said he welcomed recent changes to the guide and its expansion into Texas and Mexico.

“The philosophy and what criteria you’re judged on is execution, quality of ingredients, creativity, consistency, and also what the chef’s vision is,” Elliot said. Everything else, “that’s where I feel you can kind of break the rules and say, you know, it’s going to be in an alley.”

Chef Juan Ramón Cárdenas, founder of Don Artemio Mexican Heritage in the Cultural District, was also heartened by the guide’s recent expansion into Texas.

“I think it will help the whole metroplex,” he said. “It will help us to strive to be better.”

Connie Bally, who runs the Fort Worth Foodies TX page on Facebook, said the use of \$270,000 in Fort Worth tax dollars for the Michelin Guide might be a good return on the investment when it comes to local tourism. However, she said, the three-year contribution from Fort Worth “wasn’t enough” to highlight the city’s talented chefs.

“It could be a potentially wonderful use of tax dollars, but it remains to be seen if the program will be run consistently,” said Bally, who has a background in finance.

The Michelin Guide, she said, could help put Fort Worth on the culinary map, given that other Texas cities tend to get more media attention about their restaurants.

“I look at this as an investment in our community,” she said.

Over at Paris 7th Restaurant Français, chef and joint owner Mark Hitri said he hopes that this global recognition will help keep talent in Fort Worth rather than leaving for larger cities.

“Fort Worth is growing, and tourism is here,” Hitri said.

*Eric E. Garcia is a senior business reporter at the Fort Worth Report. Contact him at [eric.garcia@fortworthreport.org](mailto:eric.garcia@fortworthreport.org).*

*Marcheta Fornoff covers arts and culture for the Fort Worth Report. Reach her at [marcheta.fornoff@fortworthreport.org](mailto:marcheta.fornoff@fortworthreport.org).*

*Disclosure: Mitch Whitten, chief operating officer of Visit Fort Worth, is on the board of directors at Fort Worth Report.*

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FOOD &amp; DRINK / DINING

JULY 30, 2024

## Houston Is Paying Michelin \$270,000 to Review Its Restaurants

Texas is getting its first Michelin Guide this year—an honor that has come at some cost.

By TORI LATHAM 



Marcus Brandt/picture alliance via Getty Images

Diners can spend a pretty penny at some Michelin-starred restaurants. But cities and states themselves put down a good deal of cash to get a Michelin Guide in the first place.

The French tire company recently announced that it's bringing its famous red book to Texas, and Houston's tourism department is shelling out \$270,000 to make that happen, Eater Houston reported on Monday. Houston First is paying \$90,000 a year over three years, even redirecting some of its budget from other priorities to help fund the Michelin Guide, Holly Clapham-Rosenow, the Houston organization's chief marketing officer, told Eater.

"Budgets have some fluidity if the right opportunities come about, and opportunities like Michelin, *Top Chef*, and James Beard—we're going to jump on them," she said.

The Texas Michelin Guide will also assess the culinary scene in Austin, Dallas, Fort Worth, and San Antonio, and Clapham-Rosenow said that Houston First worked closely with those other cities to bring the guide to the Lone Star State. However, it doesn't know how Michelin will use the hundreds of thousands of dollars it's giving to the company. (The CEO of Visit Dallas told a local ABC affiliate earlier this month

that each city included in the guide is paying \$90,000 a year, while the state's travel office is covering half of the total cost.)

Localities paying up for the Michelin Guide isn't unprecedented: Visit California spent a whopping \$600,000 to expand the guide to cover the entire Golden State in 2019. Visit Florida, meanwhile, coughed up \$150,000 to get the company into the Sunshine State. And Colorado's Michelin Guide was helped along by \$100,000 a year for three years from the state tourism board, along with \$70,000 to \$100,000 from local boards and resort companies.

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For its part, Michelin contends that it only expands to a new city or state when that location's restaurants are up to snuff. "Travel Texas is working with Michelin on marketing and promotional efforts only. The agreement enables collaborative work to promote the area's culinary offerings," a representative for the Michelin Guide told Eater in an email. "The Michelin Guide Texas project came to life thanks to the quality of the state's culinary scene. The whole credit of this exciting project is the

talent of Texas's restaurant teams who embody culinary innovation. Without them and their exceptional work, it would have been impossible for the Michelin Guide to have the ambition of proposing a first selection of Texas restaurants in 2024.”

A Texas Michelin Guide has been a topic of conversation for some time now, and chefs throughout the state told *Robb Report* last year both what benefits and what disadvantages it could bring to Texas's fine-dining world. Now, though, it's a sure bet that Michelin inspectors will be roaming the state's establishments. Let the three-star race begin.



## Tori Latham

Tori Latham is a digital staff writer at Robb Report. She was previously a copy editor at The Atlantic, and has written for publications including The Cut and The Hollywood Reporter. When not...

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# ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



From: [GRA](#)  
To: [Maura Gast](#)  
Subject: [External] Sands casino begins pulling together North Texas city leaders in gambling push  
Date: Tuesday, July 30, 2024 5:01:20 AM

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## Sands casino begins pulling together North Texas city leaders in gambling push

**The North Texas Commission is looking to bring together business and city leaders on how destination resorts and casino gambling will work if legalized.**

*People play the slot machines at Choctaw Landing on Wednesday, April 24, 2024, in Hochatown.*

*(Juan Figueroa / Staff Photographer)*

The Dallas Morning News

By [Irving Mejia-Hilario](#)

11:42 AM on Jul 29, 2024

Updated at 9:24 PM on Jul 29, 2024

[Las Vegas Sands](#), whose leadership owns the [Dallas Mavericks](#), is back in North Texas. The company is looking to garner the support of the region's business and city leaders for legalized gambling and destination resorts including casinos ahead of the [2025 legislative session](#).

The casino operator sent lobbyist Andy Abboud, senior vice president of government relations, to speak with leaders from Dallas, [Fort Worth](#), [Irving](#), [Arlington](#), [Farmers Branch](#) and Visit Dallas at a Tuesday meeting in Hurst assembled by the [North Texas Commission](#) and the [Texas Association of Business](#).

The North Texas Commission and Las Vegas Sands did not respond to interview requests from *The Dallas Morning News*. But the commission is looking to start a new exploratory committee by this fall to focus on how gambling could affect the region.

Some key figures at the meeting included Arlington mayor [Jim Ross](#), Irving mayor [Rick Stopfer](#) and Dallas city council member [Chad West](#). Farmers Branch mayor Terry Lynne was also in attendance, according to West.

Though West himself is not morally supportive of casinos and legalizing gambling, he thinks it's time for the region, and Dallas specifically, to begin preparing in case legislation passes in 2025 or beyond, he said.

"I'm personally not a gambler, and I don't really want to be. But I do think it's an industry that has an incredible economic impact opportunity," he said. "I unequivocally believe Texas will legalize gambling, and, because of that, I think we have a fiduciary duty as representatives to be prepared for that."

It's not just Dallas that's finding the need to prepare for gambling.

In Irving, 20 minutes west of Dallas, [Sands has already purchased 108 acres](#) across from the site of the Dallas Cowboys' former stadium. Tuesday's meeting was a good first step to bring leaders together for education on gambling, Irving mayor Stopfer said.

"We're one of the areas that, whenever anyone's looking to do business, whatever the new trend of the day is, we usually get involved at some level in the conversation. It's no different with gaming," he said. "Where I think we need to be instrumental is in helping the legislature with regulations at the state level. But that could be two or 20 years from now."

The North Texas Commission's chief operating officer, Patrick Brophey, said he wants to open the commission's application for its gambling committee to all of the region's big-time players, even those opposed to legalization.

"This is open to North Texas Commission members who we traditionally cater to, but well beyond that as well to get the full scope of our community including social services, public safety, nonprofits, arts and entertainment, mental health professionals and business and industry leaders," Brophey said, according to the [Dallas Business Journal](#). "We want parity across the region."

Still, Dallas has yet to look too deeply into how it could regulate gambling venues like destination resorts, West said.

"The bottom line is that it's probably not going to happen this legislative session," he said. "It's really just about education right now. We don't have to jump in to figure out the land use or the zoning just yet, but educating folks on what is destination

gambling is what we need to do.”

During its presentation to North Texas leaders, Sands said it predicts that, if Texas legalizes gambling, the state could add \$13 billion to its gross domestic product, 70,000 new permanent jobs and 185,000 construction jobs based off a [study](#) from George Zodrow, a professor of economics at Rice University.

The study also predicts that D-FW stands to gain a \$34.7 million increase in tax revenue. That number comes from adding up how operations could include a \$5.9 million gain in sales tax, \$28 million from property taxes and \$700,000 in nongambling taxes.

If a gambling amendment passes, the Sands' Abboud envisions that the casino operator could put two destination resorts in the Dallas-Fort Worth area and at least five in the state.

However, the goal would not be to flood the area with a barrage of new casinos. “It doesn’t need to be everywhere,” Abboud said. “It’s like NFL teams or MLB teams. ... It doesn’t need to be on every corner. If you diminish the market, you diminish the investment and you’re just diminishing the economic impact that it can have.”

The investment that Sands is putting into legalized gambling in the Lone Star State has been immense. Beyond Sands owners [Miriam Adelson and Patrick Dumont purchasing the Dallas Mavericks for \\$3.5 billion](#), Adelson is [pumping millions of dollars](#) into over 100 Texas lobbyists, according to data from the Texas Ethics Commission, with the hopes that they can turn the momentum in the gambling giant's favor.

Adelson has spent at least \$13 million this year in Texas for primary and runoff elections and is [backing pro-gambling coalitions like the Texas Destination Resort Alliance](#).

Despite gambling having the support of the majority of Texans, efforts to get any form of it legalized have [failed to cross the finish line in recent years](#). Legalizing it would take a constitutional amendment, which means it would also need voter approval.

Texas Lt. Gov. Dan Patrick has told *The News* that pro-gambling legislation lacks the support of Senate Republicans, and the Texas Republican Party platform, approved

earlier this year, says: “We oppose any expansion of gambling, including legalized casino gambling.”

“Based on what happened last session, I believe it’s generally understood that unless and until there is real movement and momentum in the Senate next session — meaning the Senate actually taking up and considering the issue — there is likely not going to be any meaningful action on it in the Texas House,” Rep. Jeff Leach, R-Allen, said in a text message to *The News* last month.

Still, West said it’s time for D-FW to prepare for how gambling could drastically reshape the region.

“I think what’s at issue here is the anticipation of what could come and will likely probably come at some point in the future,” he said. “With the financial implications of exactly how much tax revenue we’re losing every year to every state and Mexico, I think Austin will eventually come around. Dallas needs to be prepared for when that happens.”

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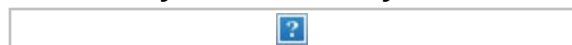
**From:** [GRA](#)  
**To:** [Maura Gast](#)  
**Subject:** [External] Frisco works to bring Broadway-level shows to proposed art facility  
**Date:** Wednesday, July 31, 2024 5:17:38 AM

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## Frisco works to bring Broadway-level shows to proposed art facility

**Initial cost estimates for the project are around \$300 million, according to Frisco Mayor Jeff Cheney.**



*File image of Frisco Mayor Jeff Cheney.  
(Lola Gomez)*

The Dallas Morning News

By [Hojun Choi](#)

7:00 AM on Jul 30, 2024

Frisco is getting closer to finding a partner to manage a proposed multimillion-dollar art facility.

Whether the city moves forward with the project, which is estimated to cost hundreds of millions of dollars, will be up to voters in a future election. Planning is still in its preliminary stages, Frisco Mayor Jeff Cheney said.

But an important part of those plans involves finding an organization to help operate the venue — something the mayor said he hopes will be achieved in the “coming months.”

“We feel like we have an alignment there. We hope to have announcements in the near future as far as having a very strong partner to help manage the facility and actually bring the Broadway-level shows that would complement what is really happening in this region,” he said.

Cheney said planning and construction will take years and the city still needs to find land for the center.

But finding a third-party operator for the venue would be a significant milestone for the



project, the mayor said.

“One of the things we’ve learned in having large venues and the city owning large venues: We don’t like to operate them. We like to find a partner to help us operate them,” Cheney said.

In addition to agreeing last month to change the building’s name from Frisco Performing Arts Center to the Frisco Center for the Arts, city officials discussed increasing the number of seats in its large hall from 2,500 to 2,800.

They changed the name to emphasize the venue will be more inclusive of different artworks, Cheney said. The increase in seats would better accommodate Broadway shows.

Plans for the venue no longer include a flex hall and an outdoor venue, giving the project a “more manageable budget range,” Cheney said.

The initial estimate for the project is around \$300 million. Cheney said city officials would next look into ways the city could raise the money, including private funding and donations.

The mayor said he thinks a new art center will attract businesses to the area and make Frisco a more “well-rounded” city.

“We hear from our residents every single day that, while they love the ‘Sports City’ brand and venues and opportunities that are here, there is a thirst to have more arts in our community,” Cheney said.

In addition to a 2,800-seat large hall, the center could feature a 300-seat community hall for smaller performances, according to a presentation at a June 25 workshop.

Karen White, chair of the Frisco Arts Foundation, said a new arts facility could create new opportunities for local artists.

“If you think about entertainment in general, a center for the arts could include a comedy show. It could include a ballet performance, as well as a Broadway play or musical,” White said.

The foundation supports local arts through scholarships and multiple grant programs, including the city’s arts tourism grants. She said the organization is willing to help the

city fund the arts center.

“We are ready to partner with the city — as it moves forward — as the nonprofit vehicle as we start raising private funds to make this project a success,” White said.

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NEWS

# Dallas wants to be a 'sports city.' Economists caution using public funds to get there

Municipal investments for sports facilities — whether through subsidies, incentives or bonds — rarely increase the type of spending that stimulates citywide economic growth, studies show.

By [Devyani Chhetri](#)

7:00 AM on Jun 26, 2024



An exterior view of the American Airlines Center before Game 4 of the NBA Finals in Dallas, June 14, 2024. (Tom Fox / Staff Photographer)



Dallas' leaders want to attract professional sports teams to downtown, and they recently signaled that they'll spend public money to court teams.

The formula sounds simple: attracting a growing sport such as women's basketball could score financial wins for Dallas. Afterall, new high-profile players such as [Caitlin Clark and Angel Reese](#) are selling out arenas as the [WNBA has record merchandise sales](#).

## Why This Story Matters

As Dallas officials embark on plans to woo professional sports teams to spur economic development in under-resourced parts of the city, residents need to understand the use of taxpayer dollars. Economists are mixed on the dividends sports financing can yield.

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However, opinions are mixed on whether public funds spent on sports facilities actually deliver on economic promises.

Municipal investing in professional sports over the past 30 years — whether through subsidies, tax incentives or bonds to build stadiums and arenas — rarely increases the type of spending that stimulates citywide economic growth, said a pair of economists who study such financing.



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“The economic development case for subsidizing sports stadiums remains tenuous, as many studies continue to find little-to-no economic impact, even in areas immediately surrounding stadiums,” according to a [2022 analysis in the Journal of Economic Surveys](#).

Economists from Kennesaw State University, University of Maryland, Baltimore, and West Virginia University pored over 130 studies produced over 30 years, and found “welfare improvements from hosting teams tend to fall well short of covering public outlays” despite arguments of quality-of-life benefits and civic pride that go with professional sports.

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It's been two months since [Dallas agreed to give the WNBA's Wings \\$19 million](#) to move from Arlington to downtown.

City officials touted the deal as a significant investment in women's sports. It's the first highly publicized local investment in a WNBA team, noted Nola Agha, who studies sports financing and women's sports.

The Wings' popularity is soaring. In April, the team [sold all season ticket memberships for the first time](#) in franchise history. It also saw a 1,200% increase in individual ticket sales revenue.

**Related:** [How did Dallas get WNBA's Wings to move downtown?](#)

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Swirling around the city's Wings announcement is ongoing speculation about whether the NBA's Dallas Mavericks will stay at the American Airlines Center, look for a new home downtown or settle elsewhere in the D-FW area.

Those discussions are happening in the wake of [the recent sale of the Mavericks](#) to the Adelson and Dumont families that run Las Vegas Sands Corp.

Some members of the Dallas City Council have said they would consider using taxpayer money to keep the Mavericks in Dallas depending on how the financing is structured.

Meanwhile, another sign that city officials are open to it is their recent approval of a \$592,000 subsidy to bring Dallas Trinity FC, a franchise in a new professional women's soccer league, to the Cotton Bowl.

## Sports as a tool of development

City leaders believe the Wings' new arena — which is part of an overall \$3 billion effort to revamp the Kay Bailey Hutchison Convention Center — will spark development.

“Right now, it's a big dead zone between Memorial Auditorium and (AT&T) Discovery District and Convention Center district,” said Dallas-based developer Ray Washburne, who envisions creating a hotel and entertainment district in the area.

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Jennifer Scripps, president and CEO of Downtown Dallas, Inc., said redevelopment of the Kay Bailey Hutchison Convention Center is one of the biggest projects in the long road to transform the area divided by Interstate 30, which opened the same year as the Memorial Auditorium. The new entertainment district will also force officials to think about transportation, she added.

“Can I walk if I work nearby? Can I drive? How easy is parking? Can I take public transit?”



Dallas Wings guard Arike Ogunbowale (24), right, raises her arms, as does forward Natasha Howard (6), as a timeout is called in the waning seconds of the Wings' 87-79 victory over the Chicago Sky. The Dallas Wings played their season home opener against the Chicago Sky at UT-Arlington's College Park Center in Arlington on May 15, 2024. (Steve Hamm/SpecialContributor) (Steve Hamm)

The demolition of the current convention center is expected to free up about 30 acres. That clears the way for new restaurants, retail, hotels, parks and housing. The city will retain ownership of the auditorium, which was built in 1957, and build a WNBA-approved court, scorers' table and digital displays.

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Ray Perryman, CEO of the Waco-based research firm, The Perryman Group, said the league's popularity could bring more people to downtown and bolster sales for entertainment businesses in the area.

Often times, public financing makes sense, even if there isn't "a direct payback that more than covers the initial cost," Perryman said.

More people are gravitating towards living downtown, and fewer people are working in office buildings. Maintaining a vibrant downtown is an important goal for every urban area, and adding amenities is one way to do it, he said.

"Efforts to move the Wings to a downtown venue should pay handsome dividends to Dallas for decades to come," Perryman said.

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City officials project recovering \$23.25 million in revenue over 15 years from parking, facility rental, food and beverage sales, ticket fees and in-arena advertising.

Agha, the economist, said the city appears measured in its approach at first glance.

"At least, in this case, it sounds like Dallas has done a good job of saying 'OK, what's our financial impact? What are our revenues and what can be used as expenses?'" Agha said.

However, Dallas' incentive for the Wings seems like a giveaway to Victor Matheson, an economist at the College of the Holy Cross who studies sports economics.

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“As a fan of women’s sports, it’s nice that (the city is) giving away taxpayer money to women’s sports; however, as an economist, it doesn’t make me happy at all,” he said.

Incentives subsidize sports franchises backed by developers, donors and corporate sponsors with deep pockets, Matheson noted.

“Having an arena allows you to attract these things that make a city more livable and to provide fun ways for local residents to spend their money locally, right?” Matheson said. “So here’s the question though: Given the fact that (American Airlines Center) is already there, does having the WNBA team in there do anything for local Dallas residents that they couldn’t before?”

Studies say sports teams don’t create new local spending dollars. Instead, consumers are using the money they would have spent in a theater or a restaurant elsewhere into buying game tickets and using the concession stand. Other research has shown that local spending would have occurred even if there was no sports team attached to the city.

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Public incentives aren’t new to Dallas, even beyond sports. City officials approved a grant and tax incentive worth \$4 million last year to build an H Mart supermarket in Koreatown and gave \$96.1 million to build a 20-acre district with a a 38-story office, residential and hotel tower south of City Hall.



**Related:** Arlington could generate more tax dollars without new Texas Rangers stadium, city numbers suggest

## Using public money to woo sports teams not a novel concept

The Mavericks and Dallas Stars hockey team found a new home after Dallas voters agreed in 1998 to a tax increase to help build the American Airlines Center.

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The city borrowed \$125 million to cover its share of building costs. Voters approved paying down the debt using 5% car rental taxes and 2% hotel taxes.

Dallas has since paid off the debt, paying it off faster than expected. The company operating the center now pays the city \$3.4 million in rent per year.

“We got a 1,000% return on that investment, and it’s still continuing to grow,” said Rosa Fleming, the city’s director of convention and event services. She pointed out that the area around the center was a brownfield due to years of industrial use. “It wasn’t actually developable, until we decided to invest and develop it.”

Dave Brown, general manager of the American Airlines Center, said the AAC books about 200 events annually with this year on track to breaking records, largely due to the Mavs’ and Stars’ playoff games. But the profitability of arenas should be looked at on a case-by-case basis.

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An exterior view of the American Airlines Center before Game 4 of the NBA Finals in Dallas, June 14, 2024. (Tom Fox / Staff Photographer)

Brown disagreed with the notion that arenas don't spur economic growth though he declined to share internal economic impact studies.

"It's indisputable that the AAC has had a massive economic impact," he said, adding that the arena contributes to around 10,000 jobs and has close to an average 2.5 million ticketed guests per year. "To say we don't enhance local economies is a ridiculous statement."

**Related:** With Mavericks contemplating a move, what is Stars' future at American Airlines Center?

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**Related:** With Mavericks contemplating a move, what is Stars' future at American Airlines Center?

In Texas, men's professional sports have enjoyed significant subsidies, often built upon emotional connections voters share with their favorite teams, experts say.

The [city of Arlington voters](#) agreed to pay [\\$500 million to build the Globe Life Field for the Texas Rangers](#) to replace an existing stadium that was less than 25 years old. The Cowboys got their \$1.2 billion stadium after [Arlington took on debt of \\$325 million for AT&T Stadium](#).

Arlington's Globe Life Field promises billions in widespread economic impact from business sales, jobs and wages between 2016 and 2054, according to an [HR&A analysis](#).

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[Previous reporting from \*The Dallas Morning News\*](#), however, showed [economists were skeptical of the billion dollar impact](#).

Economists looked at the city's tax revenue, the amount that goes directly in the city's fund, and saw Arlington wouldn't get enough returns to match what it invested.

HR&A's analysis estimated that Arlington's revenue from sales tax, hotel occupancy tax, car rental tax as well as rent paid to the city will result in \$134.4 million over 38 years. Some of it goes into paying down the debt for the stadium instead of adding more dollars the city's fund.

Susan Schrock, a spokesperson for the city of Arlington, said sales tax revenue is not the only indicator to consider when it comes to economic impact. Arlington has seen significant private investment and job creation in the area as well, she said.

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Texas Live!, two Loews Hotels, the new Arlington Convention Center, expansion of professional sporting events inside Choctaw Stadium and the One Rangers Way resort-style community are some of the economic drivers now in the area, she said.

"Arlington is now ranked No. 34 by Cvent as one of the top meeting destinations in North America because of these investments," Schrock said.

Now Dallas may chip away at Arlington's windfall by luring the Wings to move east. And, eventually, another city could step up its game to lure teams away from Dallas as franchises explore options, experts say.



[Devyani Chhetri](#), City Reporter. Before joining the Dallas Morning News, Devyani Chhetri covered South Carolina politics and presidential primaries at the Greenville News. She went to Boston University for graduate school.

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