



Board of Directors Meeting

Monday, September 27, 2021 @ 11:45 a.m.

Irving Convention Center

Third Floor - Junior Ballroom C-D

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

(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS – DRAFT
OCTOBER 2020 – SEPTEMBER 2021**

NAME	OCT 23	NOV 16	DEC 14	JAN 25	FEB 22	MAR 22	APR 26	MAY 24	JUN 28	JULY 19	AUG 23	SEPT 27
KAREN COOPERSTEIN	X	X	X	X	X	X	X	X	X	X	X	
DAVID COLE	X	X	X	X	+	X	X	X	X	+	X	
KIM ANDRES	#	X	X	X	X	X	X	X	#	X	#	
BOB BOURGEOIS	X	X	X	X	X	X	X	X	#	X	X	
BETH BOWMAN	X	X	X	X	X	X	X	X	X	X	X	
DALLAS BURKE	+	X	+	X	+	X	+	+	X	X	#	
ROSE CANNADAY	=	=	X	#	#	#	X	X	#	X	#	
STEPHANIE FENLEY- GARCIA	=	X	X	X	X	X	X	X	X	X	#	
HERB GEARS	#	#	X	X	X	#	X	X	X	X	X	
TODD HAWKINS	+	X	X	X	X	X	X	X	X	#	X	
CHRIS HILLMAN	+	X	X	X	X	X	+	X	X	X	X	
NYDIA HOSKINS	+	X	X	#	X	X	X	X	+	X	X	
JULIA KANG	X	X	X	X	X	X	X	X	X	X	X	
CLEM LEAR	X	X	X	X	X	X	X	#	X	X	X	
KIM LIMON	+	X	X	X	+	X	+	X	+	X	+	
RICK LINDSEY	X	X	X	X	X	X	X	X	X	#	X	
GREG MALCOLM	X	X	X	X	+	+	X	X	+	X	X	
WILLIAM MALONEY	=X	=X	X	X	X	X	X	X	X	#	+	
HAMMOND PEROT	+	X	X	X	X	X	X	X	X	X	+	
JOE PHILIPP	X	X	X	X	X	X	X	X	X	#	X	
MICHAEL RANDALL	+	X	X	+	X	+	X	+	+	#	#	
SAM REED	=	=X	X	X	X	X	X	X	X	X	X	
ROY SANTOSCOY	=	=	#	X	#	X	#	#	X	#	#	
RICHARD STEWART	=	=	X	X	X	X	X	X	X	#	X	
‡DEPUTY MAYOR PRO TEM KYLE TAYLOR	X	X	X	X	X	X	X	X	X	X	+	
CLARE VENEGAS	=	=	X	X	X	+	#	X	X	#	#	
BOB BETTIS	X	X	=	=	=	=	=	=	=	=	=	
JO-ANN BRESOWAR	#	X	=	=	=	=	=	=	=	=	=	
DIRK BURGHARTZ	+	X	+	+	+	=	=	=	=	=	=	
DEBBI HAACKE	X	X	=	=	=	=	=	=	=	=	=	
RON MATHAI	+	X	=	=	=	=	=	=	=	=	=	
MIKE RILLEY	+	X	+	X	X	X	X	=	=	=	=	

RED * - MEETING CANCELED
X - PRESENT
+ - ABSENT-COMPANY BUSINESS
- ABSENT-OTHER

= - NOT MEMBER AT TIME
p - REPRESENTED
∞ - BUDGET RETREAT

‡ - COUNCIL LIAISON

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, September 27, 2021, at 11:45 AM
Irving Convention Center – Third Floor Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for August 23, 2021
3. Accepting the ICVB August 2021 Financial Reports
4. Review of Hotel Occupancy Tax Report
5. Review of ICVB Cash Flow Report
6. Accepting the ICC August 2021 Financial Reports

Individual Consideration

7. Approving Resolution for Changes to the City's R-AB Ordinance as recommended by the Destination Development Committee

Board Reports

8. COVID-19/American Rescue Plan Act Update
9. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - b. Recap of Strategic Plan Retreat
 - c. Next Board Meeting – ICVB Executive Director Performance Evaluation, Friday, October 22, 2021
10. Board Committee Reports
 - a. Board and Business Development – Bob Bourgeois
 - Meeting Recap - September 10
 - Next Meeting – December 3
 - b. Community Engagement – Clem Lear
 - Next Meeting – October 12
 - c. Destination Development – Greg Malcolm
 - Special Meeting Recap – September 9
 - Next Meeting November 9

AGENDA - Continued

11. City Reports

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

12. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Finance and Administration – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

13. Convention Center Management Report – Tom Meehan/Matt Tungett

14. Industry Partner Reports

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

15. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Dallas Burke
- c. Chamber of Commerce – Sam Reed/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. The Las Colinas Association – Hammond Perot
- f. TIF – Michael Randall
- g. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Omni Las Colinas – Mandalay Ballroom
August 23, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair, Beth Bowman, Bob Bourgeois, Herb Gears, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Rick Lindsey, Greg Malcolm, Joe Philipp, Sam Reed and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer – City of Irving Elected Officials; Assistant City Manager Philip Sanders and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB.

Board Chair Karen Cooperstein called the meeting to order at 11:52 a.m. and inquired if there were any citizen comments; there were none. Cooperstein thanked the Omni Las Colinas staff for their hospitality for the meeting accommodations.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from July 19, 2021.
- Accept the ICVB July 2021 Financial Reports
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report
- Accept the Irving Convention Center June and July 2021 Financial Reports

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Rick Lindsey and a second from Board member Herb Gears, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

- Approval of Budget Adjustment of ARPA Funding, Contingent on Irving City Council Approval
- Approval of the Revised Budget and Marketing Plan – Fiscal Year 2021-22

Executive Director Maura Gast gave an overview of the revised FY2021-22 budget and marketing plan. She noted that City Council has not yet taken action on the American Rescue Plan Act funding but are supportive of the recommended revisions. The recommendations for the budget are especially conservative due to the Delta variant of COVID-19. A copy of the revised budget and marketing plan was distributed as a handout.

Cooperstein asked for a motion to approve the Budget Adjustment of ARPA Funding, Contingent on Irving City Council Approval and Revised Budget and Marketing Plan for Fiscal Year 2021-22. On a motion from Gears and a second from Board member Bob Bourgeois, the motion was unanimously approved.

BOARD REPORTS

Chair Report:

- A Board member Leadership Form was distributed as a handout. The form is intended to streamline and simplify the process for nominations to Board Chair, Vice Chair and Committee Chair and Vice Chair positions. To gauge interest in serving in these leadership positions, Board members were invited to complete the form and return to Cooperstein. A taskforce will be formed to review and present to the Board and Business Development Committee for nomination recommendations to bring to the full Board for approval.
- The deadline for applying to City Boards and Commissions is September 23. Applications are online at the City's website. The ICVB Board will have two positions open.
- The Strategic Plan Retreat is scheduled for September 23-24. This is an important process, typically with three-year goals set. Due to the pandemic and the necessity of returning to financial stability within five years, the Strategic Plan will be composed of a five-year plan.

Board and Business Development Committee

Committee Chair Bourgeois reported:

- The next meeting is scheduled for September 10.

Community Engagement Committee

Committee Chair Clem Lear reported:

- The next Committee meeting is scheduled for October 12.
- There is a volunteer opportunity on September 25 for Keep Irving Beautiful.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- August 10 meeting recap
 - The Committee discussed the current City R-AB Ordinance. The discussion centered around making changes or adjustments to make it easy for businesses and restaurants to operate in Irving. Another special meeting to further the discussion and form a recommendation with adjustments to the Ordinance will be scheduled shortly. Members of the City Planning and Zoning staff were in attendance.

CITY REPORTS

Mayor Stopfer reported:

- The City's budget retreat discussions included being prepared for where the City is going with CARES Act and ARPA funds to maximize dollars to operate efficiently. Discussion was also held on the pension bonds and Council voted to approve the opportunity to utilize and replenish the pension bond program to take advantage of low interest rates.
- Council is receptive to continue working with the ICVB and Arts and Culture for funding.
- Anticipate issuing over \$100 million in new bonds.
- Drainage and bond proposal - \$600 million passed for streets and roads clean up. Another \$80-100 million is anticipated to be needed in the next few years for improvements.
- Council also discussed tax collections.
- Economic development in the City continues with ribbon cuttings and ground breakings. Over 50% of sales tax is in business-to-business category.
- Continue to work on water/sewer replacements and overlays.

- The Diamond Interchange is now 25% complete and on schedule with the reconstruction of the plaza.
- Continue to develop the Downtown area, including Water Tower set in the original site in Heritage Park.
- Events and restaurants and continuing to open in the Toyota Music Factory.
- Looking forward to the R-AB discussion and the Board's recommendation.

DART Update:

- Nadine Lee has been appointed the new President and CEO for DART. She is a dynamic person with a great outlook. Hillman, Stopfer and Lee are meeting to review TRE items, including murals under the bridge area, or reconstructing the bridge. Also discussing if Federal CARES Act dollars could be divided back into the communities for ADA accessibility, etc.

City Manager Chris Hillman:

- The City's FY2021-22 budget discussion is underway.
- City is working on restructuring debt to 3-3.5%, anticipating 2.5-3%. The next step for Council will be to approve final contracts for three pension entities.
- Hillman expressed his appreciation for Gast and Executive Director of Arts and Culture Todd Hawkins for their input on the budget. City staff has a great financial policy and direction from the Finance team to make things happen and focus on entities that are really taking on the impact of the pandemic, i.e., Hotel Occupancy Tax, affordable housing, etc.
- The Heritage Park redevelopment should be completed by end of 2021.
- Irving Boulevard construction will begin in October. The project aims to reenergize the downtown area with pedestrian enhancements and parking, water, and wastewater improvements.
- There will be an investment of over \$100 million worth of investment into South Irving and the Heritage District.
- Laughs by the Lake returns on August 27. It is a free event at Levy Event Plaza with food trucks on site.
- A time lapse video of the Williams Square redevelopment was shown. The project is on scheduling and anticipated opening is March 2022.

Gast thanked Hillman, Stopfer and City Council for their leadership and support.

STAFF REPORTS

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Irving has been awarded the ClubCorp Classic PGA Tournament of Champions. It will be held at the Las Colinas Country Club in April 2022. It is an annual Celebrity/Pro Am event with a \$1.5 million purse and will benefit the Salesmanship Club. ClubCorp headquarters will be coming to Williams Square as well, per the tournament organizers.
- Sales is also working with the Professional Triathlon Association that is looking for a home for a Pro/Am event with five events over a six-day period in October 2022. They have been impressed with the growth in Las Colinas.
- The sales team hit the annual goal of 100%, but still experiencing some cancellations.
- The complete Sales and Services report is included in the packet.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The Marketing and Communications Report is included in the packet.
- For the fifth month in a row, the website set a record with 90,134 total sessions. The ICC website shows significant improvement and is near its pre-pandemic average of 12,000 sessions per month.
- Blog traffic increased to over 12,000 page views.
- Advertising engagement increased to another all-time high, with 38,311 site visits.
- Social media increased with 118,186 total influences.
- CARES Act Campaign Phase 2 continues:
 - Staycations campaign generated 17,029 hotel referrals and 13.5 million impressions.
 - Meetings Campaign will continue through mid-September at a reduced pace. Year-to-date, it has generated 4.2 million impressions, 17,634 website sessions and 169 meetings inquiries.
 - Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined 20,717 blog visits and 101,921 post engagements.
- There are several media articles attached in the packet, highlighting *Sports Illustrated* article for MLB Home Run Derby and showcasing Po Melvin's benefit for Irving Cares. Also, an article in the *Dallas Morning News* for the Lucky Leaf show.

Assistant Executive Director Susan Rose reported:

- STR and AirDNA Data:
 - For June 2021 data report is included in the packet.
 - For July, the AirDNA report shows there were 456 available listings, a 33% increase over last year. Occupancy was 66.9%. Average Daily Rate was \$243.57 an increase of 27%.
 - Hotel Comp Subset reports an Average Daily Rate of \$105.77, a slight decrease. Occupancy of 63.5%, up 4%.
- Administration/Finance Department:
 - Progressing with Destinations International accreditation submittal. The process is a full replication every eight years. Rose gave a shout out to Fojtasek, Pfaff, and Director of Accounting Marianne Lauda for their assistance.
 - Three members of the team attended Records Management training for compliance updates.
 - The team continues meeting on Zoom to observe safety protocols.
 - The final submission of the budget is completed. Rose thanked Lauda for her diligence in tracking ARPA funds and reporting.

Gast also gave a shout out to Lauda for all her hard work in the past few months on the budget.

IRVING CONVENTION CENTER

Gast reported for General Manager Tom Meehan:

- The building will be closed on August 30-31 for the torque testing that takes place every five years; it will be especially important this year with the systems stressing the building endured during the winter storm. Staff will be working remotely as the building will be operating on emergency power only those two days.

INDUSTRY PARTNER REPORTS

Board member Nydia Hoskins reported:

- Tour of the new Omni Las Colinas renovations will be available to Board members after the meeting.
- July was busy, but Group base business is still missing.
- Liberty Tax group held meeting at the ICC and the Omni was their base hotel over the weekend.
- Catering continues to be the bread and butter of business.
- Weddings are booked every weekend through the Fall.
- COVID Delta variant is affecting business travel and loyal customers.
- Transient business is at 50-60% on weekends.
- July finished at 42% Occupancy.
- Labor Day pool party was a fun event to close the summer.
- Lakehouse pool one-day resort pass will be continued until further notice.

Board member Greg Malcolm reported:

- STR report for Irving in July 2021 reports Occupancy at 65.44%, weekends are dominating.
- Weekday Occupancy is 61.2%, Average Daily Rate is \$98.86, and RevPAR is \$64.61.
- The Hilton Garden Inn DFW South is reporting Occupancy at 69.9%, Average Daily Rate of \$123.33 and RevPAR at \$86.17, making it one of the stronger markets in the City.

RESTAURANT UPDATE

Board Vice Chair David Cole reported:

- Legislative update:
 - Texas Restaurant Association (TRA) has Kelsey Erickson Streufert VP of Government Affairs and Advocacy as a lobbyist for legislative affairs. She is a great advocate for the industry.
 - The TRA followed six important bills in the regular legislative session.
 - In the special session, the TRA is following employment law, employee leave and benefits and scheduling items.
 - Senate Bill 14 for specific employee benefits, i.e., sick leave passed through the Senate and is now waiting in the House for approval.
 - The Raise the Wage Act is also being reviewed and under fire. The Act would raise the minimum wage and eliminate the tip credit for tipped employees. Cole stated it would be detrimental to the restaurant industry.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- The Chamber Economic team for 2021 is reporting 17 wins, 11 recruitments, 6 retention/expansions, and over \$300 million in capital investment, which equates to 3,000 job opportunities and 1.6 million square feet of commercial space.
- Texas unemployment declined from 6.0% to 5.4%, and the national rate decreased to 5.4%, moving toward a record low.
- The 87th legislative session will convene if there is a quorum, and there are 17 items to review, including voter reform.
- Other items include the Texas redistricting process for congressional seats.
- Federal legislative items include President Joseph Biden's \$4.5 trillion infrastructure plan.

- Upcoming Chamber events include:
 - August 24: COVID 19 Conversation with DFW Hospital Council President and CEO Steve Love.
 - August 24: Chamber virtual Five-Star Mixer hosted by the Omni Las Colinas.
 - August 26: virtual State of Dallas County with Dallas County Judge Clay Jenkins.
- The final deadline for applications to join Leadership Irving is tomorrow, August 24, at close of business.

IRVING ARTS AND CULTURE

Arts and Culture Executive Director Todd Hawkins reported:

- Hawkins thanked the City for their support and Gast and the ICVB team for continuing to be partners.
- Winners of the *Sonatina and Sonata International Youth Piano Competition*, presented by Fryderyk Chopin Society of Texas will hold three performances, beginning today.
- “*Bad Seed*” presented by Main Stage will run September 10-25.
- Pleased to present “*Bob Nunn Retrospective*”, September 11 – November 14. Nunn is a revered professor at North Lake College for more than 30 years.
- Viewing for “*Two Minutes to Midnight and the Architecture of Armageddon*” begins on September 1, hosted by the Irving Archives and Museum. The exhibit allows viewers to come face-to-face with present nuclear realities while also offering a look into the collective psyche of the American people during the Cold War.
- *ICTN at 40* opens September 7 – History of Irving Community TV Network special exhibit in celebration of the 40th anniversary. The display includes old photos, equipment, video reel of ICTN through the years and interactive display.
- Irving Archives and Museum will host a temporary exhibit on Prohibition in conjunction with the IAM grand opening ticketed event on November 12, “Rum Runners and Rug Cutters.” Also, on November 13 there will be a free community, all day ice cream social at the Museum

Cooperstein adjourned the meeting at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
August 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
AUGUST 2021

Assets

Cash and equivalents	6,894.31
Investments	324,400.00
Receivables	400.77

Total Assets 331,695.08

Liabilities

Accounts payables	25,255.24
Unearned revenue	400.77
Due to other funds	187.45

Total Liabilities 25,843.46

Fund Balance (Budgetary basis)

Reserve for encumbrances	615,732.56
Unreserved	(309,880.94)

Total Fund Balance 305,851.62

Total Liabilities and Fund Balance 331,695.08



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
AUGUST 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	550,843.82	3,023,143.40	6,490,005.00	46.6%	0.00	3,466,861.60
	M4 - INVESTMENT INCOME	5.48	462.38	4,995.00	9.3%	0.00	4,532.62
	M5 - MISCELLANEOUS	0.00	51,458.00	5,000.00	1029.2%	0.00	(46,458.00)
	M6 - TRANSFER FROM CITY OF IRVING	0.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
	TOTAL REVENUE	550,849.30	3,575,063.78	7,500,000.00	47.7%	0.00	3,924,936.22
EXPENDITURES							
	N1 - SALARIES	171,934.35	2,020,843.83	2,491,575.00	81.1%	0.00	470,731.17
	N2 - BENEFITS	49,354.53	569,552.94	673,552.00	84.6%	0.00	103,999.06
	N4 - SUPPLIES	3,909.98	28,410.88	39,455.00	72.0%	4,025.00	7,019.12
	O1 - UTILITIES (COMMUNICATIONS)	2,298.52	15,494.95	26,400.00	58.7%	0.00	10,905.05
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	977.98	15,585.99	16,060.00	97.0%	0.00	474.01
	MEDIA ADVERTISING	35,195.65	276,168.75	350,000.00	78.9%	69,134.60	4,696.65
	PROFESSIONAL SERVICES	29,753.52	679,542.15	1,463,377.00	46.4%	534,994.70	248,840.15
	PROPERTY MANAGEMENT SERVICES	348,250.00	1,395,000.00	1,395,000.00	100.0%	0.00	0.00
	OTHER	21.79	2,559.46	7,026.00	36.4%	662.16	3,804.38
	TOTAL OUTSIDE SERVICES	414,198.94	2,368,856.35	3,231,463.00	73.3%	604,791.46	257,815.19
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	7,031.44	8,958.93	252,000.00	3.6%	0.00	243,041.07
	MILEAGE REIMBURSEMENT	83.66	124.54	4,000.00	3.1%	0.00	3,875.46
	MEMBERSHIP AND DUES	1,102.00	39,351.98	54,900.00	71.7%	0.00	15,548.02
	TOTAL TRAVEL - TRAINING - DUES	8,217.10	48,435.45	310,900.00	15.6%	0.00	262,464.55
	O5 - CLAIMS AND INSURANCE	0.00	138,045.00	138,045.00	100.0%	0.00	0.00
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	22,033.75	120,925.73	259,600.00	46.6%	0.00	138,674.27
	BUSINESS DEV INCENTIVE PROG	4,545.31	76,948.54	540,000.00	14.2%	0.00	463,051.46
	LOCAL PROGRAMS-PROMOTIONS	8,372.61	19,210.18	145,200.00	13.2%	3,917.10	122,072.72
	OTHER	6,120.01	53,901.46	144,350.00	37.3%	2,999.00	87,449.54
	TOTAL MISCELLANEOUS EXPENSES	41,071.68	270,985.91	1,089,150.00	24.9%	6,916.10	811,247.99
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL EXPENDITURES	690,985.10	5,460,625.31	8,100,540.00	67.4%	615,732.56	2,024,182.13

Beginning Fund Balance	2,191,413.15
Revenues	3,575,063.78
Expenditures	(5,460,625.31)
Ending Fund Balance	<u>305,851.62</u>



Irving Convention and Visitors Bureau

Check Register

August 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061781	8/5/2021	AJR MEDIA GROUP			495.00
		MEDIA ADVERTISING	ADVERTISING	495.00	
80061782	8/5/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			15,082.67
		ACCOUNTS PAYABLE	JUL 2021 - RECEIPTS	15,082.67	
80061783	8/5/2021	BILBIA, CHELSEA			200.00
		PROFESSIONAL SERVICES	JUNE BLOGS	200.00	
80061784	8/5/2021	CONNECT			5,000.00
		MEDIA ADVERTISING	ADVERTISING	5,000.00	
80061785	8/5/2021	DIPIETRO, KATHERINE			248.55
		COMMUNICATIONS	MAY 2021 - CELL	75.00	
		COMMUNICATIONS	JUN 2021 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	JUN 2021 - CELL / MISC	12.10	
		BUSINESS DEV INCENTIVE PROG	JUN 2021 - CELL / MISC	86.45	
80061786	8/5/2021	FEDERAL EXPRESS CORPORATION			21.40
		FREIGHT	SHIPPING	9.81	
		FREIGHT	SHIPPING	11.59	
80061787	8/5/2021	FOSTER, WENDY			150.00
		COMMUNICATIONS	MAY 2021 - CELL	75.00	
		COMMUNICATIONS	JUN 2021 - CELL	75.00	
80061788	8/5/2021	FOUR SEASONS RESORT & CLUB DALLAS			4,080.00
		BUSINESS DEV INCENTIVE PROG	THE GREYSTONE EVEN/JUNE 2021	940.00	
		BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TX RANGERS/JULY 2021	668.00	
		BUSINESS DEV INCENTIVE PROG	ARIZONA DIAMONDBACKS VS TX RANGERS/JULY 2021	724.00	
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TX RANGERS/JULY 2021	808.00	
		BUSINESS DEV INCENTIVE PROG	TEXSOM/COURT OF MASTER SOMMELIER THEORY/JULY 2021	940.00	
80061789	8/5/2021	FRIENDS OF THE IRVING PUBLIC LIBRARY SYSTEM			50.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - JOE WILLEMS	50.00	
80061790	8/5/2021	HOPKINS, CHERYL			138.86
		COMMUNICATIONS	MAY 2021 - CELL	75.00	
		COMMUNICATIONS	JUN 2021 - CELL / MISC	75.00	
		BUSINESS DEV INCENTIVE PROG	JUN 2021 - CELL / MISC	(11.14)	
80061791	8/5/2021	IMAGO MEDIA, INC.			595.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	595.00	
80061792	8/5/2021	IRVING CONVENTION CENTER AT LAS COLINAS			11,270.29
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,636.77	
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,633.52	
80061793	8/5/2021	IRVING CONVENTION CENTER AT LAS COLINAS			21,924.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - AUG 2021	21,924.37	



Irving Convention and Visitors Bureau

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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061794	8/5/2021	IRVING CONVENTION CENTER AT LAS COLINAS			348,250.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,250.00	
80061795	8/5/2021	LATIN AMERICAN MOTORCYCLE ASSOCIATION USA INC			5,450.00
		BUSINESS DEV INCENTIVE PROG	LAMA USA NATIONAL RALLY/JULY 2021	5,450.00	
80061796	8/5/2021	LAUDA, MARIANNE			150.00
		COMMUNICATIONS	JUN 2021 - CELL	75.00	
		COMMUNICATIONS	MAY 2021 - CELL	75.00	
80061797	8/5/2021	LEVINE, KATHY			196.32
		COMMUNICATIONS	JUN 2021 - CELL	65.44	
		COMMUNICATIONS	APR 2021 - CELL	65.44	
		COMMUNICATIONS	MAY 2021 - CELL	65.44	
80061798	8/5/2021	LOPEZ, BRENDA			75.00
		COMMUNICATIONS	JUN 2021 - CELL	75.00	
80061799	8/5/2021	MALONEY STRATEGIC COMMUNICATION INC			14,860.00
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - JULY	205.00	
		PROFESSIONAL SERVICES	2020/2021 ICVB ADVERTISING MANAGEMENT Q4	14,655.00	
80061800	8/5/2021	MANSELL, LORI			90.00
		COMMUNICATIONS	JUN 2021 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	JUN 2021 - CELL / MISC	15.00	
80061801	8/5/2021	MANSOUR, KAYLA			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061802	8/5/2021	MEETING PROFESSIONALS INTERNATIONAL			2,500.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
80061803	8/5/2021	MEETINGS TODAY			1,000.00
		MEDIA ADVERTISING	ADVERTISING	1,000.00	
80061804	8/5/2021	NORTHSTAR TRAVEL MEDIA, LLC			4,725.00
		MEDIA ADVERTISING	ADVERTISING	4,725.00	
80061806	8/5/2021	PETTY, BRICE			71.66
		COMMUNICATIONS	JUN 2021 - CELL	71.66	
80061807	8/5/2021	PROVIDENT GROUP - IRVING PROPERTIES, LLC			355.00
		BUSINESS DEV INCENTIVE PROG	A360INC SOLUTIONS SUMMIT/JULY 2021	355.00	
80061808	8/5/2021	ROBERTS, DEBBIE			150.00
		COMMUNICATIONS	MAY 2021 - CELL	75.00	
		COMMUNICATIONS	JUN 2021 - CELL	75.00	
80061809	8/5/2021	SHERATON DFW AIRPORT HOTEL			2,570.00
		BUSINESS DEV INCENTIVE PROG	THE FALCON CAR CLUB OF AMERICA/2021 NATIONAL MEET	2,570.00	
80061810	8/5/2021	SOTO, MONICA			25.00
		COMMUNICATIONS	CELL PHONE - JULY 2021	25.00	



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061811	8/5/2021	STALLINGS, APRIL COMMUNICATIONS	CELL PHONE - JULY 2021	61.33	61.33
80061812	8/5/2021	STODDARD, CAROL COMMUNICATIONS	JUN 2021 - CELL / MILEAGE	64.08	97.12
		MILEAGE REIMBURSEMENT	JUN 2021 - CELL / MILEAGE	33.04	
80061813	8/5/2021	TEXAS HOUSE OF REPRESENTATIVES CONVENTION SERVICES MATERIALS	(8) TEXAS FLAG/CERTIFICATE	125.04	125.04
80061814	8/5/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	JUL 2021 - REIMBURSABLES	74.23	74.23
80061815	8/5/2021	WFAA-TV INC MEDIA ADVERTISING	ADVERTISING	5,563.25	5,563.25
80061816	8/5/2021	WHITE, MONTY COMMUNICATIONS	JUN 2021 - CELL	75.00	75.00
80061817	8/19/2021	BILBIA, CHELSEA PROFESSIONAL SERVICES	BLOG POSTS - JULY 2021	200.00	200.00
80061818	8/19/2021	CASHMAN CONSULTANTS LLC BUSINESS DEV INCENTIVE PROG	PHARMA SALES & TRAINING MEETING/JULY 2021	1,895.00	1,895.00
80061819	8/19/2021	FOUR SEASONS RESORT & CLUB DALLAS MEMBERSHIPS, CERTS, & LICENSES	AUGUST 2021	882.00	882.00
80061820	8/19/2021	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	JULY 2021	40.00	61.00
		LOCAL PROGRAMS-PROMOTIONS	JULY 2021	21.00	
80061821	8/19/2021	IRVING CONVENTION CENTER AT LAS COLINAS PROFESSIONAL SERVICES	NETWORK SERVICES	5,631.24	5,631.24
80061822	8/19/2021	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - AUGUST	205.00	3,450.09
		PROFESSIONAL SERVICES	2021 ICVB Q4 BUSINESS CARDS/NAME BADGES	3,245.09	
80061823	8/19/2021	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	2,500.00
80061824	8/19/2021	PCMA SERVICES MEDIA ADVERTISING	CARES ACT - ADVERTISING	6,830.00	6,830.00
80061825	8/19/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - AUG 2021	4,000.00	4,000.00
80061826	8/19/2021	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS	JULY 2021	159.56	329.15
		COMMUNICATIONS	JULY 2021	76.26	
		COMMUNICATIONS	JULY 2021	93.33	



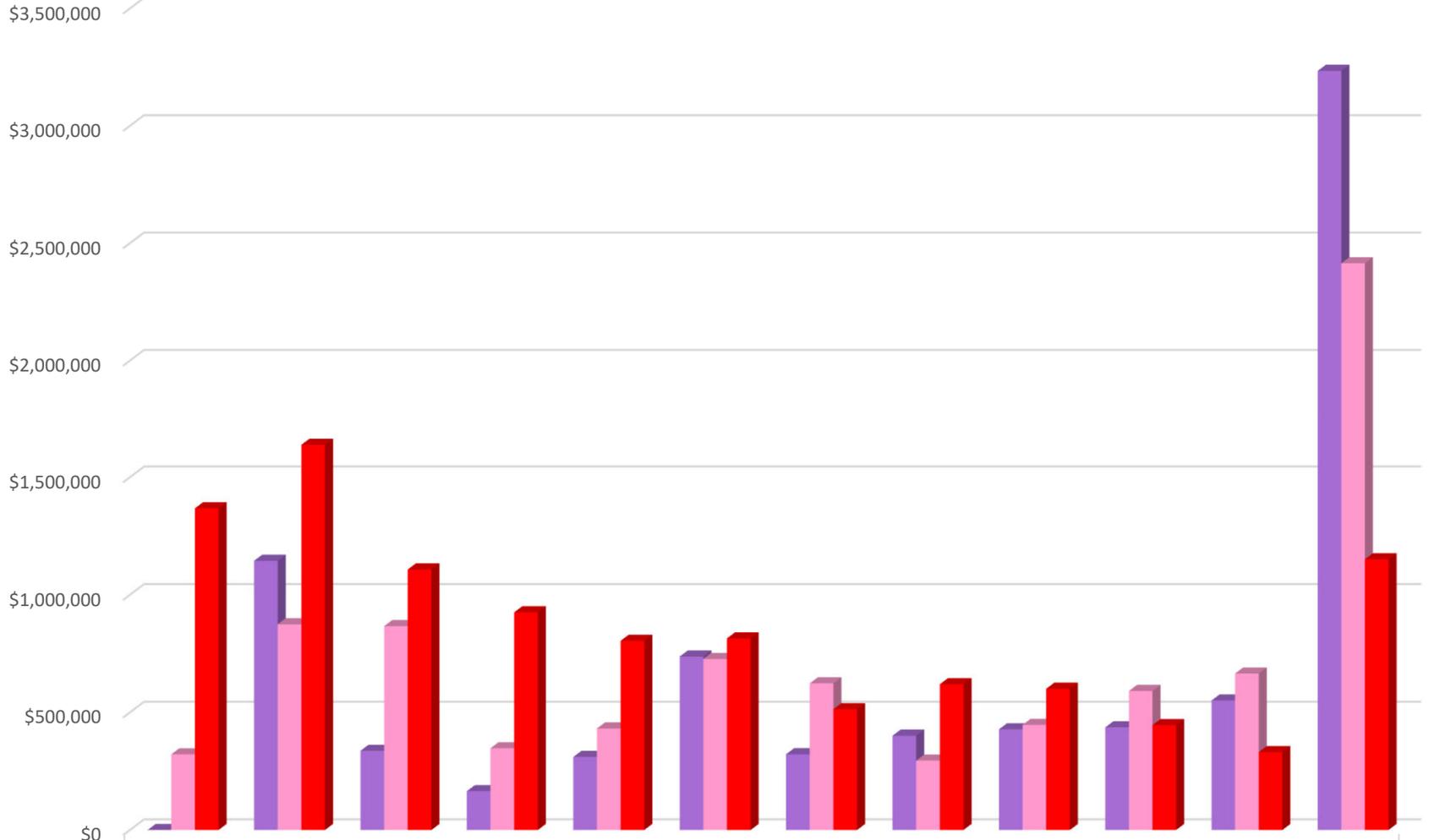
Irving Convention and Visitors Bureau

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August 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061827	8/19/2021	WFAA-TV INC MEDIA ADVERTISING	ADVERTISING	5,562.40	5,562.40
		Total Number of Invoices	69	477,135.97	
		Total Number of Checks	46		477,135.97

Irving Convention and Visitors Bureau
 FY21 Cash Flow
 August 2021



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,871	\$322,317	\$401,187	\$428,145	\$436,691	\$550,849	\$3,234,162
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$623,641	\$295,060	\$447,171	\$591,440	\$665,542	\$2,414,280
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$814,959	\$513,635	\$619,762	\$600,736	\$445,987	\$331,294	\$1,151,176

■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:
July 2021

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

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17	3,281.09	3,182.89	4,080.73	3,972.97	3,682.83
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44	14,276.17	16,024.69	21,158.45	24,994.65	23,290.55
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85	2,265.65	2,533.76	2,637.63	2,973.79	3,238.58
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13	20,804.58	20,757.66	22,145.56	34,793.48	26,968.95
5	Doubletree by Hilton DFW Airport North	7,090.14	4,387.02	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39	19,798.65	18,469.63	20,216.22	19,920.21	23,855.75
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41	30,537.18	41,673.53	54,965.96	58,583.61	61,518.27
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13	9,662.75	8,888.23	11,018.06	10,813.01	11,952.38
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92	6,736.69	6,847.20	7,765.17	8,388.75	9,764.93
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42	4,361.44	4,381.55	4,608.90	6,817.67	6,983.44
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29	6,344.98	7,379.70	9,585.98	10,266.06	11,534.12
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00	13,474.53	15,343.37	20,951.82	26,109.27	25,951.62
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10	6,359.93	8,434.49	9,556.93	9,420.46	11,418.60
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91	closed	4,771.06	13,324.09	21,184.58	23,144.19
TOTAL LUXURY & FULL SERVICE		155,703.98	84,141.37	76,249.33	0.00	81,701.70	100,628.16	137,903.64	158,687.76	202,015.50	238,238.51	243,304.21
16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96	12,876.23	15,645.56	22,004.80	23,427.56	27,944.66

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

ALL SUITE / EXTENDED STAY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021
1 Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35	3,876.05	3,761.47	4,535.05	5,162.82	4,895.92
2 Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50	4,222.31	3,572.39	4,421.67	4,692.16	5,315.78
3 Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55	1,121.76	1,130.25	1,446.28	1,466.09	1,458.50
4 Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37	2,716.29	2,404.13	3,013.77	3,075.43	3,826.78
5 Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57	5,801.45	5,913.96	7,247.58	6,615.83	7,241.65
6 Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88	1,210.78	2,573.46	2,055.22	2,045.96	2,791.68	2,990.84
7 Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21	1,417.07	2,117.65	2,082.30	1,305.07	1,173.96
8 Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61	1,873.02	476.49	1,684.25	1,200.33	2,179.65
9 Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58	1,523.49	1,184.62	1,382.00	956.75	1,234.45
10 Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09	799.51	1,144.27	1,160.91	1,595.58	1,313.33	1,547.03
11 Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78	closed	closed	closed	closed	closed
12 Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		2,534.84	2,788.32	4,263.50	3,585.59	3,433.84	6,330.65	8,163.13
13 Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99	5,224.59	4,566.35	5,822.30	6,039.04	8,439.87
14 Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19	4,540.48	4,955.85	5,923.26	6,256.16	7,333.69
15 Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16	2,358.83	2,613.48	2,241.40	1,954.08	1,999.58
16 Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56	4,572.52	5,182.86	4,952.10	5,292.56	6,332.15
17 Homewood Suites by Hilton Las Colinas	7,589.78	5,007.87	4,161.41		3,125.15	1,856.56	6,009.83	5,883.55	0.00	0.00	0.00
18 Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93	4,261.58	4,333.32	0.00	0.00	8,480.99	0.00
19 Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74	3,355.22	840.68	2,009.52	2,152.15	1,057.32
20 Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24	3,306.36	2,836.03	3,946.05	3,216.74	4,739.46
21 Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32	5,782.88	6,184.03	5,838.77	5,854.13	6,079.87
22 Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76	3,344.46	3,288.26	2,578.65	3,212.70	3,087.64
23 Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02	1,631.97	1,859.41	2,162.57	2,005.13	1,884.62
24 Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60	3,492.56	3,069.48	4,964.01	5,674.38	5,839.57
25 Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31	4,815.96	4,096.52	4,538.94	4,072.22	4,091.86
26 TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14	5,370.92	6,108.64	6,811.29	6,641.35
27 TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99	3,641.45	2,644.10	2,480.53	2,990.26	3,214.10
28 Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37	1,707.38	1,594.56	1,884.50	2,481.09
TOTAL ALL SUITE / EXTENDED STAY	60,524.07	45,170.04	50,769.07	7,907.62	51,750.69	62,752.62	95,252.61	82,461.58	88,049.58	100,806.47	103,249.86

BUDGET SERVICE	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021
1 Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59	1,019.29	800.06	979.13	1,208.19	1,314.95
2 Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65	4,199.56	4,577.10	4,714.17	4,770.92
3 Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06	90.35	91.03	91.20	87.58	89.68
4 Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21	1,882.54	686.15	538.51	492.89
5 Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04	2,614.67	3,908.18	3,872.59	4,081.13
6 Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00	901.06	1,257.48	1,297.00	1,150.84	1,284.44
7 Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61	3,499.06	3,951.24	3,527.40	4,042.29
8 Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66	3,435.65	4,667.35	4,711.66	5,001.71
9 Delux Inn	622.90	538.10	452.94		356.90	553.88	747.11	757.91	858.68	822.55	799.50
10 Delux Suites Motel	160.29	123.98	52.58		65.98	54.77	69.85	69.05	85.39	103.46	116.14
11 Gateway Inn	509.18	371.64	375.09		317.12	377.71	566.92	648.57	605.34	673.74	637.06
12 Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22	1,648.98	1,588.89	1,794.62	1,746.13
13 Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69	1,594.88	1,950.45	1,860.91	2,187.55
14 Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02	2,999.98	3,235.04	3,029.43	3,546.57
15 Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70	2,418.61	3,067.39	3,321.96	3,320.15
16 Motel 6 Irving Loop 12	909.07	793.11	727.35		728.41	747.09	1,018.09	1,051.05	1,106.15	1,004.57	0.00
17 OYO Hotel DFW Airport South	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87	2,651.06	2,317.74	2,261.31	2,640.20
18 OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97	234.44	0.00	0.00	0.00	824.68
19 Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92	2,075.04	1,955.04	2,621.85	2,962.62	2,761.21
20 Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59	4,773.12	5,101.02	4,951.60	4,884.07
21 Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36	2,965.81	3,030.99	3,621.36	3,716.17
22 Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81	2,384.91	2,702.30	2,778.36	2,873.29
23 Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18	1,968.81	2,682.09	2,892.65	3,100.69
TOTAL BUDGET SERVICE	27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,851.76	45,667.83	51,110.67	51,890.08	54,231.42

LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021
1	aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46	4,924.33	5,126.42	6,529.87	8,012.61	7,700.90
2	Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23	4,257.74	4,085.94	4,606.22	4,742.29	5,209.98
3	Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18	9,047.74	8,571.88	10,311.39	12,613.70	12,662.50
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01	5,994.13	5,878.73	7,685.74	10,936.27	13,819.69
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69	5,256.76	4,253.01	5,628.11	7,642.90	6,778.04
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70	5,740.05	5,364.62	6,673.83	7,101.31	7,975.48
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00	0.00	4,734.32	0.00	0.00	12,352.29	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed	closed	closed	closed	closed	closed	closed
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80	4,598.54	5,488.30	6,667.29	6,533.37	7,856.67
10	Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28	6,656.50	6,539.69	7,539.93	7,522.32	8,288.43
11	Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34	7,434.46	5,820.67	6,636.03	6,733.95	6,147.58
12	Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00	0.00	8,988.66	4,028.31	5,349.06	6,340.99	6,901.51
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12	2,569.18	6,148.82	6,093.14	2,782.26	8,494.00
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02	6,599.31	4,653.07	6,820.34	7,955.29	7,427.22
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40	3,749.00	3,748.38	4,512.34	4,761.80	5,588.76
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87	3,534.24	3,687.20	4,639.69	5,478.11	6,212.49
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00	7,251.67	5,529.36	4,599.72	6,573.27	8,084.77
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		2,111.72	2,702.89	3,248.48	3,534.43	3,308.42	4,240.70	0.00
20	Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38	2,076.00	3,243.73	0.00	3,810.71	4,239.12	4,337.10
TOTAL LIMITED SERVICE		46,681.33	38,614.44	43,847.52	4,365.73	47,515.65	60,310.99	97,828.84	82,458.83	101,411.83	126,562.55	123,485.12

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,725.74	4,405.96	5,269.96	5,569.13	5,271.45
Number of locations		9	6	53		40	45	45	46	47	50	32



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: September 17, 2021

Monthly Financial Summary

For Period Ending August 31, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	6,700	58,881	47,350	24,400	82,050	66,975	63,100	134,200	58,963	70,400	98,799	89,025	800,843
Service Income	1,163	2,200	13,388	1,450	32,912	8,880	13,069	25,633	34,488	18,544	11,401	9,750	172,876
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(4,861)	(6,525)	(18,745)	(43,884)	(32,116)	(35,833)	(3,000)	(185,632)
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	70,994	69,644	141,088	49,567	56,828	74,367	95,775	788,087
Ancillary Income													
F & B Concessions	-	-	5,195	4,919	4,287	13,112	11,320	15,286	21,421	7,872	22,275	3,500	109,188
F & B Catering	-	7,705	24,452	11,352	42,966	27,207	1,870	49,057	128,035	67,156	110,360	250,790	720,950
Parking: Self Parking	1,432	342	6,851	13,268	6,600	22,264	30,275	24,485	11,715	13,178	30,931	16,000	177,341
Electrical Services	-	950	300	1,560	750	4,173	4,430	20,980	(755)	9,590	2,890	14,500	59,368
Audio Visual	-	-	(0)	-	-	-	-	1,007	-	20	-	-	1,027
Internet Services	-	400	(840)	-	405	255	755	(1,625)	-	1,255	2,205	-	2,810
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	67,011	48,650	109,190	160,416	99,071	168,661	284,790	1,070,685
Total Event Income	8,383	68,658	86,727	53,955	144,997	138,005	118,294	250,278	209,983	155,899	243,028	380,565	1,858,772
Other Operating Income	26,152	21,440	17,278	22,428	41,150	29,661	27,675	34,031	46,119	35,862	44,264	36,375	382,436
ICVB Operating Subsidy			348,000			350,000		174,375	174,375		348,250		1,395,000
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	517,666	145,969	284,309	430,477	191,761	635,542	416,940	3,461,830
Operating Expenses													
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	151,976	146,611	150,091	152,754	146,470	96,844	156,662	1,688,171
Benefits	60,444	60,261	61,935	64,201	58,347	53,863	57,515	52,239	51,214	54,701	47,059	141,664	763,443
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	(2,060)	(535)	(2,467)	(6,560)	(5,530)	(5,437)	-	(28,895)
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	203,779	203,591	199,863	197,408	195,641	138,466	298,326	2,422,720
Contracted Services	41,352	37,428	38,674	40,001	37,974	29,978	27,867	28,926	29,067	44,624	53,161	53,685	462,737
General and Administrative	18,120	35,920	36,120	23,698	14,053	10,284	33,990	13,618	12,557	18,081	84,804	69,799	371,044
Operations	15,945	10,583	11,742	11,977	12,440	10,812	11,457	15,146	19,366	17,120	16,563	18,833	171,985
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	23,496	29,472	10,626	17,399	21,608	17,148	23,514	261,207
Supplies	5,665	8,613	9,190	8,917	8,924	336	699	5,139	1,212	6,428	6,718	10,500	72,340
Insurance	6,036	6,036	7,091	6,036	6,036	6,332	6,036	6,036	5,195	6,745	5,195	7,544	74,318
Utilities	37,290	36,007	40,379	37,169	38,234	36,481	37,435	37,786	43,436	47,538	44,011	43,333	479,099
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	1,954	951	-	13	19	1,119	-	(7,944)
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	16,350	14,749	18,472	28,104	21,010	24,109	34,248	235,590
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	339,802	366,247	335,612	353,757	378,813	391,294	559,781	4,543,095
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	177,864	(220,278)	(51,303)	76,720	(187,053)	244,248	(142,841)	(1,081,265)

3,866,967

(2,476,265)

ASM - Irving Convention Center
 Financial Statements Monthly Highlights
 For the Month Ending August 31, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	10,147	5,030	5,117	0
Events	14	6	8	0
Event Days	22	27	(5)	0
Direct Event Income	74,367	225,700	(151,333)	0
Ancillary Income	168,661	263,796	(95,135)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	243,028	489,496	(246,468)	0
Other Operating Income	44,264	46,625	(2,361)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	287,292	536,121	(248,829)	0
Indirect Expenses	(391,294)	(467,166)	75,872	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(104,002)</u>	<u>68,955</u>	<u>(172,957)</u>	<u>0</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Eleven Months Ending August 31, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	84,641	62,223	22,418	0
Events	83	64	19	0
Event Days	193	185	8	0
Direct Event Income	692,314	1,192,539	(500,225)	0
Ancillary Income	785,899	1,739,109	(953,210)	0
Total Event Income	<u>1,478,213</u>	<u>2,931,648</u>	<u>(1,453,435)</u>	<u>0</u>
Other Operating Income	346,060	336,375	9,685	0
Adjusted Gross Income	1,824,273	3,268,023	(1,443,750)	0
Indirect Expenses	<u>(3,983,307)</u>	<u>(4,712,568)</u>	<u>729,261</u>	<u>0</u>
Net Income (Loss) From Operations	<u><u>(2,159,034)</u></u>	<u><u>(1,444,545)</u></u>	<u><u>(714,489)</u></u>	<u><u>0</u></u>

ASM - Irving Convention Center
Balance Sheet
August 31, 2021

ASSETS

Current Assets

Cash	\$	527,072	
Accounts Receivable		196,856	
Prepaid Assets		3,779	
Inventory		61,042	
Total Current Assets			788,749

Total Assets			\$ 788,749
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	382,758	
Accrued Expenses		234,986	
Deferred Income		0	
Advance Ticket Sales/Deposits		935,038	
Other Current Liabilities		0	
Total Current Liabilities			1,552,782

Long-Term Liabilities

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			1,552,782
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Equity

Net Funds Received		14,535,427	
Retained Earnings		(13,140,426)	
Net Income (Loss)		(2,159,034)	
Total Equity			(764,033)

Total Liabilities & Equity			\$ 788,749
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ASM - Irving Convention Center
Income Statement
For the Eleven Months Ending August 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	98,799	216,700	(117,901)	711,818	1,120,011	(408,193)	0
Service Revenue	11,401	12,500	(1,099)	163,127	107,763	55,364	0
Service Expenses	(35,833)	(3,500)	(32,333)	(182,631)	(35,235)	(147,396)	0
Total Direct Event In	74,367	225,700	(151,333)	692,314	1,192,539	(500,225)	0
Ancillary Income							
F & B Concessions	22,275	40,000	(17,725)	105,687	123,100	(17,413)	0
F & B Catering	110,360	153,196	(42,836)	470,164	1,317,279	(847,115)	0
Parking	30,931	56,600	(25,669)	161,343	221,720	(60,377)	0
Electrical Services	2,890	14,000	(11,110)	44,868	75,410	(30,542)	0
Audio Visual	0	0	0	1,027	0	1,027	0
Internet Services	2,205	0	2,205	2,810	1,600	1,210	0
Total Ancillary Inco	168,661	263,796	(95,135)	785,899	1,739,109	(953,210)	0
Total Event Income	243,028	489,496	(246,468)	1,478,213	2,931,648	(1,453,435)	0
OTHER OPERATING INCOME							
Other Income	44,264	46,625	(2,361)	346,060	336,375	9,685	0
Total Other Operatin	44,264	46,625	(2,361)	346,060	336,375	9,685	0
Adjusted Gross Inco	287,292	536,121	(248,829)	1,824,273	3,268,023	(1,443,750)	0
INDIRECT EXPENSES							
Salaries & Wages	96,844	170,156	73,312	1,531,508	1,794,657	263,149	0
Payroll Taxes & Ben	47,059	61,446	14,387	621,776	677,530	55,754	0
Labor Allocations to	(5,437)	0	5,437	(28,895)	0	28,895	0
Net Salaries and Ben	138,466	231,602	93,136	2,124,389	2,472,187	347,798	0
Contracted Services	53,161	55,051	1,890	409,050	541,103	132,053	0
General and Adminis	84,804	30,206	(54,598)	301,244	257,866	(43,378)	0
Operating	16,563	35,083	18,520	153,153	257,789	104,636	0
Repairs & Maintenan	17,148	23,514	6,366	237,694	260,687	22,993	0
Operational Supplies	6,718	13,033	6,315	61,841	120,481	58,640	0
Insurance	5,195	7,544	2,349	66,774	81,476	14,702	0
Utilities	44,011	43,333	(678)	435,767	470,841	35,074	0
Other	1,119	0	(1,119)	(7,947)	0	7,947	0
ASM Management F	24,109	27,800	3,691	201,342	250,138	48,796	0
Total Indirect Expens	391,294	467,166	75,872	3,983,307	4,712,568	729,261	0

ASM - Irving Convention Center
 Income Statement
 For the Eleven Months Ending August 31, 2021

	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>(104,002)</u>	<u>68,955</u>	<u>(172,957)</u>	<u>(2,159,034)</u>	<u>(1,444,545)</u>	<u>(714,489)</u>	<u>0</u>

August 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
				Guadalupe Radio Network Guadalupe Radio Network Definite	Universal Technical Insti... Universal Technical Institute Definite	IEC Graduation Independent Electrical Contrac... Definite
			Corporate Meeting ASM Global Tentative 1 - Internal			
				JP 000	JP 000	JP 000
8	9	10	11	12	13	14
	AATC - AAGD Business Exchange Apartment Association of Tarrant County Definite			Texas Pro Bodybuilding Championships Battle Up Productions (Battle of Texas) Definite		
				Irving ISD Parking Irving Independent School District Definite		
				North Texas Commissio... North Texas Commission Definite		
JP 000	JP 000	Airwall Repair- Grand Ballroom	Airwall Repair- Grand Ballroom			
15	16	17	18	19	20	21
Original Sewing & Quilt Expo/North Texas Quilt Festival Hoffman Media Definite						
			Triathlon Presentation ICVB Tentative 1 - Internal		ICVB Executive Committ... Irving Convention Center Definite	
DFW Church					AM 000	
22	23	24	25	26	27	28
Liberty Tax Liberty Tax Definite					SWE Fury Southwest Wrestling Entertainment, LLC Definite	
						Dobson Wedding Annive... Christine Dobson Definite

August 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
DFW Church DFW Church Definite 29	See Tom Irving Convention Center Tentative 2 - Internal 30	31	Lifestyles Unlimited Lifestyles Unlimited Definite 1	Texas Funeral Directors ... Texas Funeral Directors Associa... Definite 2	3	4

**BOARD OF DIRECTORS RESOLUTION
SUPPORTING AMENDMENTS TO CITY ZONING ORDINANCE**

WHEREAS, neighborhood and community integrity throughout the City of Irving remains a high priority; and

WHEREAS, in order for Irving to remain competitive with other North Texas communities and maximize discretionary spending by visitors, businesses and their employees, and residents, we must continue to offer quality restaurants, attractions, entertainment, hotels and off-site venues; and

WHEREAS, the hospitality industry, especially its food and beverage providers, continues to be especially hard hit with the lingering effects of the pandemic, as well as by crippling rising operating costs and decreasing operating margins; and

WHEREAS, the heart of hospitality lives and beats in small business operators and entrepreneurs like those representing Irving's restaurants and venues; and

WHEREAS, Irving's current process for a full-service restaurant to get and maintain its Certificate of Occupancy, or even to make simple changes to seating plans (e.g., adding capacity) is onerous, expensive, cumbersome and creates unnecessary hardships on operators and owners; and

WHEREAS, non-restaurant venues, attractions and festival sites have significant barriers to pursuing revenue opportunities in the current ordinance.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE IRVING CONVENTION AND VISITORS BUREAU:

SECTION I: That the City of Irving continue to protect neighborhood integrity and control land uses through zoning tools and resolve issues through Code Enforcement, Inspections and Police as the situation may require.

SECTION II: That the City of Irving grow and enhance its restaurant community, especially in targeted redevelopment areas such as the Heritage District, by greatly simplifying the zoning process to make it consistent, efficient and affordable for all restaurants to get a Certificate of Occupancy and to be competitive.

SECTION III: That the City of Irving eliminate barriers for festival sites and special event venues to increase revenue opportunities.

SECTION IV: That the City of Irving ensure compliance reporting and enforcement through the resources of the Texas Alcoholic Beverage Commission.

Adopted this 27th day of September, 2021, by the Board of Directors of the Irving Convention and Visitors Bureau.

Karen Berlin Cooperstein, Board Chair

David A. Cole, Board Vice Chair

ICVB Board of Directors Destination Development Committee Special Meeting September 9, 2021

Committee Goal:
Create Destination-Defining Development

1

1

Agenda

- 1.Citizen Comments on Items Listed on the Agenda
- 2.R-AB Discussion and Recommendations
- 3.Next Meeting – November 9, 2021

2

2

R-AB Ordinance Discussion & Recommendations

- Recap of Process & Requirements
- Recommendations

3

3

What exactly is R-AB?

- Requires approval through the zoning process, unique to Irving
 - Restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption
 - Is MUCH more than a ratio for food:alcohol sales
 - Most restaurant operators/owners don't understand the Irving process up front and only realize after they've signed a lease what it will take AND that it is not predictable nor consistent.
 - Requires very detailed site and floor plans that can only be modified through the same process.
- Originally passed in 1981
 - Required food sales of at least 60% (60:40), reported on a quarterly basis
- Amended in 2013 to 50:50 citywide, except 30:70/F:B in Urban Business Overlay District (Water Street and Music Factory)
- A process that - at its easiest – takes about 3 months, and several thousand dollars.

4

4

What is the R-AB Zoning Process?

- To open a restaurant with alcohol sales, or to add alcohol sales to an existing restaurant, or to expand or renovate your space if you have alcohol sales, you must FIRST:
 - Submit a zoning change application and its non-refundable minimum \$750 application fee (varies depending on restaurant site acreage)
 - Provide a detailed site plan of the entire property (\$)
 - Provide a detailed floor plan (\$)
 - Provide exterior elevations (\$)
 - Provide a professional survey (metes and bounds)/legal description (\$)
 - Provide menus for food and beverage offerings
 - Provide a description of the restaurant and its activities/offerings, and an estimation of your food:beverage ratio
- A “ghost kitchen” with alcohol sales is not required to have R-AB zoning because nothing is consumed on property.

5

5

What is the R-AB Zoning Process?, continued

- After those INITIAL submittals:
 - City staff site plan review to determine if any revisions will be required
 - City staff conducts an assessment to assure not less than 300’ from a school, church or public hospital
 - Applicant provides necessary revisions until plan can be approved
 - Applicant then gets a zoning sign from the City, and puts the sign in front of property
 - City places the required by state law advertising and sends out public notices to all required to.
 - By state law, the ad must be published at least 15 days prior to the City Council meeting where the case will be heard.
 - By state law, the public notice must go out 10 days prior to the Planning & Zoning hearing.
 - Two public hearings must be held
 - 1 – Planning & Zoning
 - 2 – City Council
- Once/if Zoning is approved, then the applicant begins the TABC process, including city distance verification.
- Once Zoning is approved and TABC has verified distance, then permits can be issued.

6

6

Irving R-AB Reporting Requirements

- Once a restaurant zoned for the sale of alcoholic beverages is operating, the City Secretary's Office sends out an official notice and copies of the form required for semi-annual reporting of gross food and beverage sales.
- Semi-annually, City Finance department sends out reminders that reports are due.
 - These reports are shared with the Council semi-annually via the Read File.
 - If any restaurant is out of compliance, the City typically asks that the restaurateur submit a "viable business plan" for becoming compliant by the next reporting date. This plan is reviewed by the City Finance department.
 - If by the end of the next reporting period, the restaurant remains out of compliance, the staff is REQUIRED to place an item on the Council's agenda recommending revocation of the Certificate of Occupancy. A companion item is also carried on a Planning & Zoning Commission agenda prior to the Council meeting.
 - The purpose is to ensure they don't re-open in the same location with a new CO.
- The Council may provide additional time to gain compliance or revoke the CO or amend the ordinance.

7

7

Irving R-AB Reporting Requirements, continued

- The required ratios citywide in Irving currently are 50-50
EXCEPT:
 - Special Regulation Area – gross sales of alcohol may be 70% or less
 - Public Entertainment Facility (PEF)*:
 - Located in the urban business overlay district
 - Comprise a single, undivided tract of at least 15 acres
 - Contain a PEF as defined by TABC
 - Zoned for R-AB
 - May report its receipts in aggregate
 - The distance requirements don't apply when the property is subject to an "urban business overlay district," a "transit mall overlay district," or property zoned "transit-oriented development district."

**PEF: "means an arena, stadium, ...track, amphitheater, auditorium, theater, civic center, convention center or similar facility that is primarily designed and used for live artistic, theatrical, cultural, educational, charitable, musical, sporting...or entertainment events...also includes a facility that is part of an approved venue project..."*

8

8

Irving R-AB Restrictions

- If a non-R-AB/non-restaurant tenant comes into a previously R-AB zoned space, can't operate until there is a zoning change...which requires the entire zoning process to start all over...
- If a non-R-AB restaurant and doesn't change its zoning, the restaurant STILL has to submit the semi-monthly food:alcohol sales reports even if the alcohol sales amount is \$0.
- If hotels with R-AB have a floor plan change, they have to re-submit an Administrative Amendment to their zoning – 2-4 week process.
- If outdoor seating was not part of any original plan/footprint, EVERYTHING STARTS OVER.
- When the serving footprint changes, EVERYTHING STARTS OVER.
- When capacity increases, EVERYTHING STARTS OVER.

9

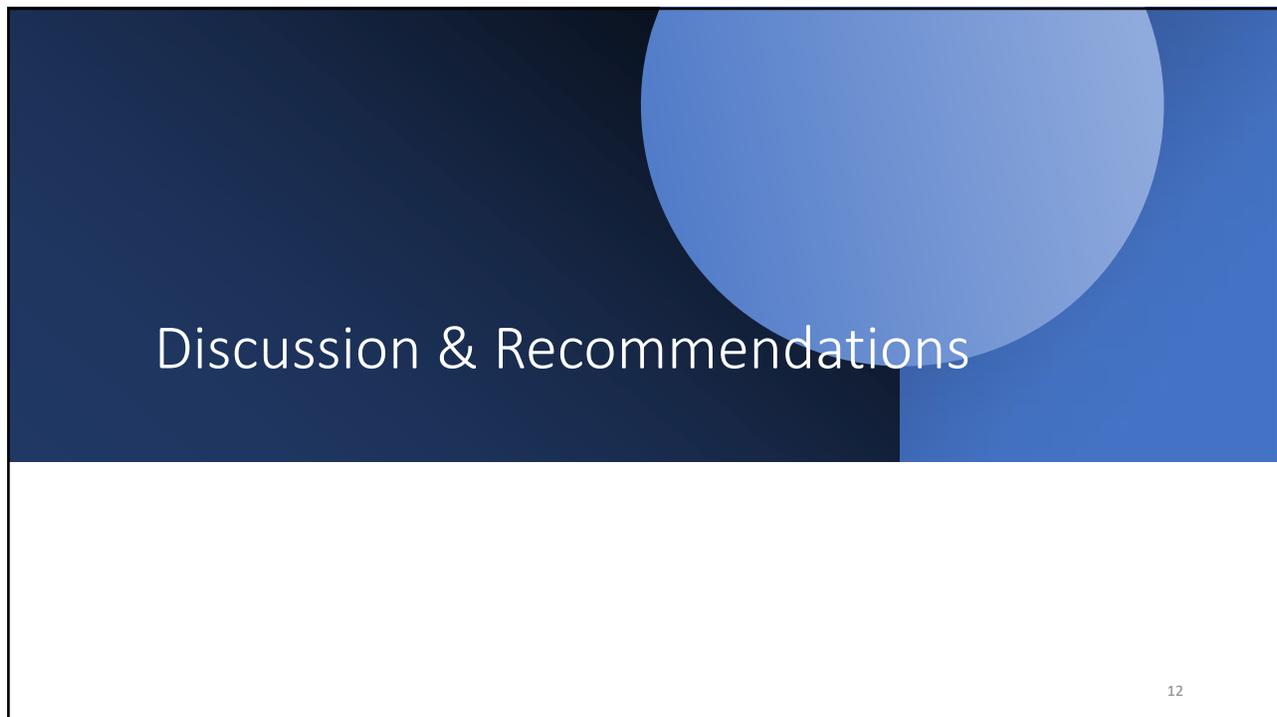
9

What do we want to accomplish by recommending changes to the R-AB?

- Protect neighborhood and community integrity throughout the city
 - Continue to control land uses through Zoning tools
 - Continue to manage complaints through Code Enforcement, Inspections and Police as the situation requires
- Enhance and grow our restaurant community and its offerings to our visitors, residents and companies, especially in targeted redevelopment areas such as the Heritage District
 - Clean up the zoning process to make it consistent for all restaurants
 - Make the process efficient and affordable for restaurants to get a Certificate of Occupancy like any other business does and to operate
 - Level the playing fields
 - For all restaurants serving alcoholic beverages throughout the city
 - For Irving to compete with neighboring cities to accommodate more contemporary concepts
 - Eliminate barriers to opening a restaurant that sells alcohol
 - Allow flexibility for restaurants to adapt as market changes require it
 - Make it easy/free to “undo” existing R-AB zoning requirements
- Eliminate barriers for non-restaurant venues to accommodate special event revenue opportunities
 - Clean up the process so that venues like the Irving Archives & Museum can easily welcome a wide range of special events
- Involve the local restaurant industry as the process evolves
- Ensure compliance reporting and enforcement by TABC

11

11



Discussion & Recommendations

12

12



Next Steps

- 1**
Bring committee's recommendation as a resolution to full board for action at its Sept. 27 meeting
- 2**
Forward resolution to City Council & City Staff for their discussion and action

13

13



ICVB Board of Directors
Destination Development Committee
Quarterly Meeting
August 10, 2021

Committee Goal:
Create Destination-Defining Development

1

1



R-AB Ordinance
Discussion & Recommendations

2

2

“It’s Complicated.”

3

What exactly is R-AB?

- Requires approval through the zoning process, unique to Irving
 - Restaurant with attendant accessory use of the sale of alcoholic beverages for on-premises consumption
 - Is MUCH more than a ratio for food:alcohol sales
 - Most restaurant operators/owners don’t understand the Irving process up front and only realize after they’ve signed a lease what it will take AND that it is not predictable nor consistent.
 - Requires very detailed site and floor plans that can only be modified through the same process.
- Originally passed in 1981
 - Required food sales of at least 60% (60:40), reported on a quarterly basis
- Amended in 2013 to 50:50 citywide, except 30:70/F:B in Urban Business Overlay District (Water Street and Music Factory)
- A process that - at its easiest – takes about 3 months, and several thousand dollars.

4

4

What does it take to open a beer/wine/liquor store in Irving?

- State law requires liquor stores to be treated as any retail use.
 - Retail zoning in Irving
 - Liquor stores actually can be zoned in more places than restaurants in Irving.
 - If land is already zoned for retail uses, get a permit from the City of Irving.
 - If land is not already zoned for retail uses, go through the zoning process to get the land use changed, and then get a permit.
- Still has to be more than 300' from a school, church or public hospital.
- Texas Alcoholic Beverage Commission (TABC) is responsible for licensing and compliance.
- Growler refills at a retail store do not require R-AB zoning.
 - R-AB zoning is NOT required for this use because there is no on-premise consumption.

5

What is the R-AB Zoning Process?

- To open a restaurant with alcohol sales, or to add alcohol sales to an existing restaurant, or to expand or renovate your space if you have alcohol sales, you must **FIRST**:
 - Submit a zoning change application and its non-refundable minimum \$750 application fee (varies depending on restaurant site acreage)
 - Provide a detailed site plan of the entire property (\$)
 - Provide a detailed floor plan (\$)
 - Provide exterior elevations (\$)
 - Provide a professional survey (metes and bounds)/legal description (\$)
 - Provide menus for food and beverage offerings
 - Provide a description of the restaurant and its activities/offerings, and an estimation of your food:beverage ratio
- A “ghost kitchen” with alcohol sales is not required to have R-AB zoning because nothing is consumed on property.

6

What is the R-AB Zoning Process?, continued

- After those INITIAL submittals:
 - City staff site plan review to determine if any revisions will be required
 - City staff conducts an assessment to assure not less than 300' from a school, church or public hospital
 - Applicant provides necessary revisions until plan can be approved
 - Applicant then gets a zoning sign from the City, and puts the sign in front of property
 - City places the required by state law advertising and sends out public notices to all required to.
 - By state law, the ad must be published at least 15 days prior to the City Council meeting where the case will be heard.
 - By state law, the public notice must go out 10 days prior to the Planning & Zoning hearing.
 - Two public hearings must be held
 - 1 – Planning & Zoning
 - 2 – City Council
- Once/if Zoning is approved, then the applicant begins the TABC process, including city distance verification.
- Once Zoning is approved and TABC has verified distance, then permits can be issued.

7

7

Irving R-AB Reporting Requirements

- Once a restaurant zoned for the sale of alcoholic beverages is operating, the City Secretary's Office sends out an official notice and copies of the form required for semi-annual reporting of gross food and beverage sales.
- Semi-annually, City Finance department sends out reminders that reports are due.
 - These reports are shared with the Council semi-annually via the Read File.
 - If any restaurant is out of compliance, the City typically asks that the restaurateur submit a "viable business plan" for becoming compliant by the next reporting date. This plan is reviewed by the City Finance department.
 - If by the end of the next reporting period, the restaurant remains out of compliance, the staff is REQUIRED to place an item on the Council's agenda recommending revocation of the Certificate of Occupancy. A companion item is also carried on a Planning & Zoning Commission agenda prior to the Council meeting.
 - The purpose is to ensure they don't re-open in the same location with a new CO.
- The Council may provide additional time to gain compliance or revoke the CO or amend the ordinance.

8

8

Irving R-AB Reporting Requirements, continued

- The required ratios citywide in Irving currently are 50-50
EXCEPT:
 - Special Regulation Area – gross sales of alcohol may be 70% or less
 - Public Entertainment Facility (PEF)*:
 - Located in the urban business overlay district
 - Comprise a single, undivided tract of at least 15 acres
 - Contain a PEF as defined by TABC
 - Zoned for R-AB
 - May report its receipts in aggregate
- The distance requirements don't apply when the property is subject to an "urban business overlay district," a "transit mall overlay district," or property zoned "transit-oriented development district."

**PEF: "means an arena, stadium, ...track, amphitheater, auditorium, theater, civic center, convention center or similar facility that is primarily designed and used for live artistic, theatrical, cultural, educational, charitable, musical, sporting...or entertainment events...also includes a facility that is part of an approved venue project..."*

9

Irving R-AB Restrictions

- If a non-R-AB/non-restaurant tenant comes into a previously R-AB zoned space, can't operate until there is a zoning change...which requires the entire zoning process to start all over...
- If a non-R-AB restaurant and doesn't change its zoning, the restaurant STILL has to submit the semi-monthly food:alcohol sales reports even if the alcohol sales amount is \$0.
- If hotels with R-AB have a floor plan change, they have to re-submit an Administrative Amendment to their zoning – 2-4 week process.
- If outdoor seating was not part of any original plan/footprint, EVERYTHING STARTS OVER.
- When the serving footprint changes, EVERYTHING STARTS OVER.
- When capacity increases, EVERYTHING STARTS OVER.

10

10

What role does TABC play?

- Regulates all phases of the alcoholic beverage industry in Texas, including sales, taxation, importation, manufacturing, transporting and advertising
- Licensing for the actual sales of alcohol
 - Major changes coming as of Sept 1 with new state laws and no new licenses are currently being issued
 - Currently 75 license types, including:
 - Brewpub license
 - Caterer's permit
 - Food and beverage certificate
 - Minibar permit
 - Mixed beverage permit
 - Private club permits
 - Retailer/reseller permits
 - Temporary permits
 - Going down to 37 types as of Sept. 1
- Compliance reporting
- Seller-server certification

11

11

What do we want to accomplish by considering changes to the R-AB?

- Level playing field for restaurant owners/developers throughout the City
 - Mitigate the barriers to entry that we can to make it easier to get up and running and successful – and for Irving to be competitive and supportive with restaurant development
 - Provide certainty and consistency to applicants
- Allow flexibility for these businesses to be able to adapt as market changes require it
 - Just to add outdoor seating to respond to COVID required R-AB changes, therefore zoning process starting over, therefore lost time/opportunity
- Time=Money – we know this for mega projects like a corporate headquarters, how do we make sure it's applied for small businesses, too?
- Enhance and grow our restaurant community and its offerings to our visitors, residents and companies, especially in targeted redevelopment areas such as the Heritage District
- Continue to control land uses through Zoning tools, thus continuing to protect neighborhood and community Integrity.

12

12

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

BOARD REPORTS

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

. PGA TOUR Champions announces ClubCorp Classic

Event will include PGA TOUR Champions members and celebrities at Las Colinas Country Club in 2022

○ August 24, 2021



• A look at Las Colinas Country Club in Irving, Texas. (Courtesy of ClubCorp)

IRVING, Texas – PGA TOUR Champions and ClubCorp officials today announced the debut of an exciting new tournament joining the biggest names in golf with the biggest names in sports and entertainment at the **ClubCorp Classic** at Las Colinas Country Club in Irving, Texas, from April 22-24, 2022. The four-year agreement in place through 2025 will showcase the very best on the PGA TOUR Champions alongside celebrities, as well as a truly unique amateur competition that will bring ClubCorp members inside the ropes to compete in the action.

The ClubCorp Classic will feature 78 PGA TOUR Champions professionals and 50 sports and entertainment stars. The PGA TOUR Champions professionals will play 54 holes of stroke play for a purse of \$2 million, along with the celebrities in a separate \$500,000 competition utilizing a modified Stableford scoring format. The celebrities confirmed to compete include World Golf Hall

of Fame member and 72-time LPGA winner Annika Sörenstam, 11-time MLB All-Star Pitcher Roger Clemens, Pro Football Hall of Fame wide receiver and Heisman Trophy winner Tim Brown, MLB Network Analyst and 12-year MLB standout Kevin Millar.

“We are excited to partner with ClubCorp to bring PGA TOUR Champions golf to the Dallas area at Las Colinas Country Club,” said PGA TOUR Champions President Miller Brady. “I am confident our players will enjoy a tremendous week of competition in Irving, while providing local golf fans with a unique, incredible experience, and we look forward to making a positive impact in the greater Dallas community for years to come.”

A group of amateur ClubCorp members will compete in a qualifying system that includes regional and national events to earn a spot alongside the stars during the official tournament rounds to play in their own modified stableford, low gross and low net format. The celebrities, amateurs and the professionals will be paired together all three days of competition, and those days will be broadcast on Golf Channel.

“This event will be ClubLife personified with some of the biggest names in sports and entertainment playing alongside PGA TOUR Champions players, as well as a high-end, vibrant and fun experience for our fans outside the ropes. Additionally, our members have a one-of-a-kind chance to qualify and earn a spot in the ClubCorp Classic,” said ClubCorp CEO David Pillsbury. “Las Colinas Country Club is the perfect venue for this event given the total transformation of the facility and love for golf and entertainment in the greater Dallas community. With the team we have assembled to bring this tournament to life, there is no doubt in my mind that this will quickly become one of the premier events in the area and ultimately will have a tremendous impact with charities like the Momentous Institute, First Tee Greater Dallas, and First Tee Fort Worth.”

As the largest owner and operator of private clubs, ClubCorp embraces its roles as a dynamic lifestyle company that brings people together through extraordinary experiences, impeccable service and opportunities to build meaningful relationships. The recent transformation and re-imagination of Las Colinas Country Club as an overall golf and lifestyle venue is a shining example of the work and effort being made across the entire ClubCorp brand and portfolio to bring ClubLife to its members and communities.

The ClubCorp Classic will be operated by Mike Flaskey Entertainment. Flaskey, the founder and tournament executive director, is the former President and CEO of Diamond Resorts International and has extensive experience conceiving and overseeing top-tier golf events with both the LPGA Tour and PGA TOUR Champions, plus All-Stars and Hall of Famers from NFL, MLB, NBA and NHL teams.

Las Colinas Country Club, which was classically designed in 1963 by Joe Finger, was named among the top 100 courses in Texas by the *Dallas Morning News* and selected as one of 2019 Best Country Clubs by *Avid Golfer*. The 18-hole course recently underwent a multi-million-dollar renovation and now features Trinity Zoysia fairways, Tif Tuf Bermuda rough and G12 Bermuda Greens. A brand-new practice facility that covers more than 10 acres was designed by Golf Hall-of-Famer, Lanny Wadkins.



City Holiday/No Trash Collection

In observance of the Labor Day holiday, there will be no residential trash, curbside recycling or brush/bulky collection Monday, Sept. 6. In addition, the following facilities will be closed:

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

All offices and services will resume normal business hours on Tuesday, Sept 7. For more information, visit CityofIrving.org.



page 4

The Oak Meadows Park renovation and enhancement plans include benches, an entryway sign, picnic tables and walking trail features.

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Proposed Solid Waste Services Rate Increase Public Hearings

Leadership Takes Next Step to Address Landfill Life Expectancy and Operational Needs

Based on recommendations from the long-term strategic plan for the landfill and the solid waste cost of service analysis studies presented at the Aug. 18 City Council Budget Retreat, two public hearings are scheduled for Sept. 2 and 16 to seek public input on a second proposed rate increase to Irving's solid waste services. The proposed increases will help fund needed capital improvement projects to maximize the city's Hunter Ferrell Landfill life expectancy and continue addressing solid waste services operational needs.

The proposed increases provide funding for capital improvements, equipment purchases, and operational needs. If approved, the proposed rate increases would begin October 1, 2021. Irving residents would see an additional 16% increase on the monthly solid waste rate.

Rate Class	Current Rate	Proposed Rate	Proposed Increase
Residential	\$25.42	\$29.50	\$4.08
Senior	\$20.34	\$23.60	\$3.26
Roll-Off Pull Rates	\$123.50-\$292.50 (based on cubic yards)	\$200-\$375.00	\$76.50-\$82.50
Landfill Gate Rate	\$40.00 (based on tonnage)	\$48.00	\$8.00

Two public hearings are scheduled for Sept. 2 and 16 at 7 p.m. at Irving City Hall, 825 W. Irving Blvd. Visit CityofIrving.org/Agendas for more information.

For questions, visit CityofIrving.org/Solid-Waste-Services or call (972) 721-8059.

Landfill Closing on Sundays Effective Oct. 3

Beginning Oct. 3, the Hunter Ferrell Landfill located at 110 E. Hunter Ferrell Road, will be open 6-days per week, 7 a.m. to 5:30 p.m. Monday through Saturday. The landfill will be closed on Sundays and on city-designated holidays.

Closing the landfill on Sundays provides for operational efficiencies, reduces tonnage going into the landfill and discourages illegal dumping on Hunter Ferrell Road. For more information, call (972) 721-8059.



Looking Back on 40 Years of Coverage

Irving Community Television Network Celebrates a Milestone

On Oct. 12, Irving Community Television Network (ICTN) celebrates 40 years as a cablecast provider for Irving residents, and over the past four decades, ICTN has evolved into Irving's premiere television and video news source for the community. Covering topics such as city news and community programs to high school sports and arts and culture opportunities in Irving, ICTN has been Irving's news source for many years.

The City of Irving is celebrating ICTN's 40th anniversary with several activities in October, including a proclamation and mixer at the Oct. 14 City Council meeting, an ICTN display at the Irving Archives and Museum and the ICTN 40 for 40 activity where community members are encouraged to walk, bike or run 40 miles to celebrate 40 years over the course of 40 days. ICTN also

plans to roll out a redesigned logo and new show graphics to celebrate the milestone.

Join in the celebration by sharing your favorite ICTN memories and stories using [#ICTN40](https://twitter.com/ICTN40) on social media. Keep a lookout on the website and social media for new promos and segments as ICTN continues the celebration throughout the month of October!

Visit CityofIrving.org/ICTN or ICTN.tv for more information.

ICTN Survey

Take a short survey to provide input on ICTN programming and content by visiting CityofIrving.org/ICTN40.



SCAN ME

NEW ANIMAL SERVICES ORDINANCE NOW IN EFFECT

Irving City Council recently updated the Animal Services ordinance to further protect public health and safety, as well as align city ordinance with federal and state laws. Irving Animal Services (IAS) answers residents' frequently asked ordinance questions below.

I live in a multifamily unit. Do I need to provide a proper shelter for pets on my balcony or fenced yard?

All pet owners are required to provide adequate shelter and care to protect the animals from direct sunlight, as well as weather conditions such as rain, wind, heat and cold. IAS discourages leaving pets outside on a balcony or fenced yard for an extended period of time.

Can I tie a rope or chain on my dog or animal to tether it in my yard or on my balcony?

No. Tethering any animal is prohibited unless the owner is present and near enough to exercise control over the animal at all times.

Can I drive my pet around in my truck bed?

All animals must be safely enclosed in a kennel or secured with a device to prevent them from falling, jumping, leaving or being thrown from the vehicle. Additionally, pets cannot be left in a parked vehicle without adequate air flow and protection from the heat and cold.

Do I need to leash my dog while walking in my neighborhood or on a trail?

Yes. All pets must be leashed and in the control of the owner at all times, unless at a designated dog park or in an enclosed yard that prevents the pet from escaping.

Do I need to pick up my pet's waste on public property?

Yes. Individuals are required to pick up their pet's waste on private and public property, including parks, trails, sidewalks and greenspaces.

What is the difference between an Aggressive and a Dangerous dog?

The ordinance defines an Aggressive Dog as a dog that, while at large, displays unprovoked aggressive behavior, endangering the safety of a person or domestic animal.

The ordinance defines a Dangerous Dog as a dog that, in a place other than an enclosure, commits an unprovoked attack on a person, causing bodily harm, or commits unprovoked acts that cause a person to believe the animal will attack and cause bodily harm to that person. No dog will be declared dangerous or aggressive if the complaint filed is based solely on the dog's breed, size or physical appearance.

I already paid for my pet's registration with the city, do I need to immediately microchip my pet?

No. Residents who have a current pet registration as of July 22, 2021, will not be required to microchip their pet until that registration has expired. Learn more at CityofIrving.org/Microchip.

Call (972) 721-2256 or visit CityofIrving.org/Animal-Ordinances for more information.



CITY OF IRVING FISCAL YEAR 2021-22 BUDGET INPUT OPPORTUNITIES

ONLINE EMAIL askthebffs@cityofirving.org

Comments may be made to City Council online on any aspect of the budget, including programs, projects, rates, services and fees by emailing "Ask the Budget Fiscal Friends."

PUBLIC HEARINGS Sept. 2 & Sept. 9 | 7 p.m.

Public hearings will be held on Sept. 2 and Sept. 9 at Irving City Hall for the proposed budget and tax rate. Adoption of the budget is scheduled for Sept. 16, and the city's budget year runs from Oct. 1 to Sept. 30. Call the City Secretary's Office at (972) 721-2493 to confirm public hearing dates.

LEARN MORE AT CityofIrving.org/Budget

PUMP UP THE VOLUME, EVENTS ARE BACK AT TOYOTA MUSIC FACTORY

From poses to punches and a whole lot of dancing, the Texas Lottery® Plaza at Toyota Music Factory event calendar is jam-packed morning, noon and night.

Start with fitness: Maintain a summer physique year-round with Pound Fit, Poses on the Plaza, Yoga Six, Camp Gladiator and Commit to HIIT high-intensity interval training. Class days and times vary and require reservations.

Add in beats to get the toes tapping: At night the plaza comes alive with music from every genre — rock and soul to country and dance. And it goes without saying, the 18 restaurants surrounding the plaza will satisfy every palette.

Toyota Music Factory is the perfect destination for any and all occasions: happy hour with friends, date night or just an excuse to get up and get out!

For more information on events and restaurants visit, ToyotaMusicFactory.com. ■

Save the Date – Illuminate Irving: A Night of Remembrance and Hope, Oct. 19

October is Domestic Violence Awareness month, and the City of Irving will honor victims, survivors and their families during this year's Illuminate Irving event.

The event will be held Tuesday, Oct. 19 from 6:30 to 7:30 p.m. at Millennium Park, 201 Sowers Road. Free parking will be available at South Irving Library, 601 Schulze Drive.

Domestic violence is a crime that affects all demographics regardless of socioeconomic level, education, race, national origin, age, gender or sexual orientation.

Anyone who wishes to float a lantern in honor of a victim or survivor of domestic violence is encouraged to participate.



For more information, call (972) 721-6563 or visit CityofIrving.org/Illuminate. ■



IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advanced reservation needed. Guided tours offered first Saturday of each month at 12:30 p.m.; advance reservation required. To make a reservation, visit IrvingArtsCenter.com.

CONTINUING EXHIBITIONS

Robert Batson: New Works (2019-2021)
Through Sept. 25 | Courtyard Gallery

Robert Batson is an artist and retired architect with a degree in architecture from Texas Tech University and a master's degree in art from the University of Dallas.

Susan Kindley & Hugh Adams: Recent Work
Through Sept. 25 | Dupree Lobby

An exhibition featuring the art of Susan Kindley and Hugh Adams is on display. Both artists share a passion for photography, inviting viewers into their worlds of discovery with unique perspective.

Sol Hill: Signal from Noise

Through Oct. 30 | Carpenter Lobby

California artist Sol Hill creates photographic images that explore how the literal can reveal unacknowledged realities. Hill explores expanding the visual repertoire of the medium of digital imaging and the intersection of art, science and spirit.

NEW EXHIBITIONS

Bob Nunn: A Retrospective

Sept. 11-Nov. 13 | Main Gallery

Bob Nunn is something of a local legend, both in the world of art and art education. Now retired from teaching, Nunn's tenure as a professor at North Lake College lasted more than 30 years. Known for creating imaginative scenes through painting and drawing — which appear at once familiar and then not — Nunn delights in this playful deception.

Yikwon Peter Kim: Inevitable Progression III

Sept. 11-Nov. 13 | Focus Gallery

Yikwon Kim has been invited to participate in a number of high-profile projects including a group art exhibition of "New York 9" in Shanghai, China, and "STOP, UNRAVEL, ABSORB" in New York City. Kim was also invited to produce a public art performance project as a curator and executive producer of "Art is me, art is you," a series for the Dumbo Art Festival in Brooklyn, New York. The artist produced and installed three new art projects in the Mercedes-Benz Finance Service Building in Fort Worth, Texas.



Career Retrospective Exhibit for Bob Nunn, pictured here in his Deep Ellum studio, opens Sept. 11



Saxophonist Vandell Andrew will perform during An Evening with Horns, Sept. 25

September Sizzles at Irving Arts Center



UPCOMING PERFORMANCES

Sept. 10-25 | Bad Seed

Presented by MainStage Irving-Las Colinas | \$21-\$28
MainStage presents this classic psychological thriller set in a small southern town in the 1950's. Christine Penmark seems to have it all: a lovely home, a loving husband and the most perfect daughter in the world. But since childhood, Christine has suffered from a terrible, recurring nightmare. She becomes alarmed when one of her daughter's classmates drowns mysteriously at a picnic. As the details from the tragic event start to come to light, Christine questions whether her daughter is as innocent as she seems.

Complete Show Schedule

Sept 10-11; 17-18; 23-25 | 7:30 p.m.

Sept. 12 and 19 | 2:30 p.m.

Sept. 25 | An Evening with Horns

Presented by Solo & Hill | 7 p.m. | \$40-\$45

An Evening with Horns features renowned saxophonists Vandell Andrew, J White and Tony Exum, Jr. Hailing from New Orleans, the "Birthplace of Jazz", Andrew has two commercially released albums, seven Billboard Top 25 singles and a 2014 Soul Train Award Nomination

for "Best Contemporary Jazz Performance." Rounding out the bill are rising stars White, fresh off his first ever billboard-charting single, and Exum, Jr, who's single "My Name's Tony" has received national airplay on the Smooth Jazz Network's Top 100.

YOUTH AND FAMILY PROGRAMS

JumpstART and Second Sunday Funday Programs to Return In-Person in September

Starting in September, JumpstART: Stories & Art will return to a regular in-person program offered the first Thursday of the month at 10 a.m. Second Sunday Funday will also return as an in-person program, offered the second Sunday of each month from 1 to 4 p.m. (drop-in). Save the dates for next month!

Sept. 2 | JumpstART: Stories & Art

10 a.m. (in-person) | Theme: Jump into Fall

Sept. 12 | Second Sunday Funday

1 to 4 p.m. (in-person, drop-in) | Theme: Paint it!

Homeschooler Happenings Returns In-Person

Irving Arts Center's quarterly Home-School program returns to meet in-person in September. Taking inspiration from the current exhibition, "Robert N. Batson: New Works," attendees will meet the artist himself. Batson will provide a demonstration and talk about how he creates art. Then attendees will create their own masterpieces in Batson's style of mixed media, torn paper collage. Plan for a fun day of art-making with paint, papers, pencils and pastels! Make a reservation in advance at IrvingArtsCenter.com.

Sept. 29 | Homeschooler Happening

10 a.m. | \$5 registration fee (includes supplies)

Session Theme: Rock, Paper, Scissors: Fun with Collage!

Library Activities, Story Times and MiY Zone

Hispanic Heritage Kit for Kids and Adults

Sept. 15 | 10 a.m. | South Irving, Valley Ranch and West Irving library locations | Grades K-5
Kick-off Hispanic Heritage Month with Irving Public Library goodies. Beginning Wednesday, Sept. 15, stop by an Irving library location to pick up a Fiesta in a Box kit full of festive crafts, treats and more surprises. Children kits are for K-5 only, due to small parts. While supplies last.



Saturday Chalk and Bubbles

Sept. 25 | 11 a.m. | Valley Ranch Library

Oct. 2 | 2 p.m. | West Irving Library

Enjoy some outdoor fun in the sun. Children of all ages can enjoy blowing bubbles and drawing sidewalk chalk art at the library, or take the fun home. Available while supplies last.

Story Times

In-person story times have returned to the South Irving, West Irving and Valley Ranch library locations.

South Irving Library, 601 Schulze Drive

- **Tuesdays** | 10:30 a.m. | Family Story Time | all ages
The first Family Story Time of each month is presented in English and Spanish.
- **Wednesdays** | 10:30 a.m. | 1, 2 Me and You | ages 1-2
- **Thursdays** | 10:30 a.m. | Baby Bookworms | birth to 15 months

Valley Ranch Library, 401 Cimarron Trail

- **Mondays** | 10:30 a.m. | Baby Bookworms | birth to 15 months
- **Tuesdays** | 7 p.m. | Family Story Time | all ages
- **Wednesdays** | 10:30 a.m. | Toddler Story Time | 2-4 years
- **Thursdays** | 10:30 a.m. | Preschool Story Time | 3-5 years

West Irving Library, 4444 W. Rochelle Road

- **Tuesdays** | 10:30 a.m. | Toddler Story Time | 2-4 years
- **Wednesdays** | 10:30 a.m. | Baby Bookworms | 4-18 months
- **Thursdays** | 7 p.m. | Family Story Time | all ages
- **Fridays** | 11 a.m. | Family Story Time | all ages

Call (972) 721-4612 for more information.

MiY Zone Schedule

The South Irving and Valley Ranch libraries have unveiled their schedule of MiY Zone programs and classes for the fall. Enjoy learning how to use the Cricut, 3D Polyprinter, Brother sewing machines and Epilog laser etcher. Class sizes are limited. LEARN class requirements include a valid Irving Library card, signed MiY Zone waiver and attendance at MiY Zone orientation. Classes at Valley Ranch Library require registration, with signup starting one week before the class date. Orientations take place at the start of every hour during regular MiY Zone hours and 30 minutes prior to each introductory class.

CREATE programs and DIY Geek Chic programs both require registration. Visit CityofIrving.org/3923 for upcoming classes and online registration links.

South Irving Library

- **Sept. 4** | 10:30 a.m. | Learn: Cricut | Adults
- **Sept. 11** | 2 p.m. | DIY Geek Chic Sew a Book Sleeve Program* | Grades 9-12 and Adults
- **Sept. 18** | 10:30 a.m. | Learn: 3D Printing | Adults

Valley Ranch Library

- **Sept. 4** | 10:30 a.m. | Learn: 3D Printing* | Adults
- **Sept. 11** | 10:30 a.m. | Learn: Laser Etcher* | Adults
- **Sept. 18** | 2 p.m. | DIY Geek Chic Sew a Book Sleeve Program* | Grades 9-12 and Adults

West Irving Library

- **Sept. 25** | 2 p.m. | DIY Geek Chic Sew a Book Sleeve Program* | Grades 9-12 and Adults
- *Registration required

This project is made possible by a grant from the Institute of Museum and Library Services (Grant #LS- 246193-OLS-20) to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act. (2021)

LIBRARY CARD SIGN-UP MONTH

September is Library Card Sign-Up Month and to celebrate Irving's diverse community, the library has unveiled a brand-new card design. Irving's libraries offer a treasure trove of books in a variety of formats for readers and services for the community to excel academically, explore new careers and learn a language, craft or hobby for free. Sign up for a new card or replace an old, worn out card with the new artwork featuring languages from around the globe, or another favorite design, for free at any Irving Library location.

Additionally, Friday, Sept. 24 from 7 to 9 p.m. celebrate Library Card Sign-Up Month with cultural performances, a puppet show and light refreshments at the first Friday Night Library at West Irving Library. Take home a new or replacement library card with a special design to honor Irving's diverse community at this after-hours event for all ages. ■



PARKS AND RECREATION AFTER-SCHOOL PROGRAM

Register now at one of Irving's recreation centers. Students in elementary school can participate in a variety of activities including homework time, gym games and crafts in a safe, supervised setting. An afternoon snack is provided daily.

The program is offered on school days between the hours of 3:15 to 6 p.m. at Cimarron, Georgia Farrow, Lee, Mustang, Northwest and Senter park recreation centers. The cost of each six-week session is \$180. Weekly payment plans are also available. Check the nearest recreation center for a list of participating schools or to register in person.

Enrollment is limited. Online registration is available at CityofIrving.org/IrvingRec. ■



Parks and Recreation Activities

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

● **Preschool Soccer League**

10 a.m. to noon | Ages 3-5 | Tuesdays | \$10
Registration is open for the fall league. Participants will be introduced to the basics of soccer and compete against teams from other recreation centers. Contact the nearest recreation center for details and to join a league.



Heritage Senior Center

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

● **Sept. 16 | Photography Workshop**

10 to 11 a.m. | Ages 50 and older | \$3
Grab a camera or smartphone and learn tips on how to compose creative photographs with an artistic edge. Register by Sept. 10.

● **Sept. 17 | Learn a Skill**

5 to 8 p.m. | Free
The Heritage Senior and Lively Pointe Youth centers are teaming up to provide local teens the opportunity to learn about popular activities, such as woodcarving, ceramics, ballroom dancing, knitting, gardening and more. Youth can earn community service hours. Register by Sept. 10.

● **Sept. 23 | Karaoke Night**

6 to 7 p.m. | Ages 50 and older | Free
Bring a friend and your singing voice for a fun night of karaoke. From classics to current pop hits, pick a favorite tune and sing along. Register by Sept. 17.

● **Sept. 30 | Choctaw Casino Trip**

7:30 a.m. to 6 p.m. | Ages 50 and older | \$20 for Members; \$25 for Nonmembers
Participants will depart at 7:30 a.m. and return at approximately 6 p.m. Register by Sept. 28.

Lively Pointe Youth Center

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

● **Sept. 11 | Nerf Night**

6 to 9 p.m. | Grades 6-8 | Free
Youth will play capture the flag, blaster tag and

target practice. Free food and refreshments available. Bring a Nerf blaster or use one provided. IPAR ID card or school ID required for entry.

● **Sept. 13 and 27 | Irving Youth Action Council (IYAC)**

6 to 8 p.m. | Grades 8-12 | Free
Teens can make a difference in the community by joining the IYAC. Members assist with the development of teen-specific programs and events, as well as participate in a variety of community service projects and leadership initiatives. Interested teens are encouraged to attend one of the meetings for free food and information on the council.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

● **Sept. 24 | Family Night Open House**

5:30 to 8 p.m. | Free
An evening to welcome families back for a grand reopening to kick-off another year of classes and programs. Enjoy carnival games, music, food trucks and more. Registration is not required.



● **Preschool T-ball League**

10 a.m. to noon | Thursdays | Ages 3-6 | \$10
Children will learn the basic skills and drills needed to play T-ball. Players will play against other recreation center teams. League runs from Sept. 7 through Oct. 30. Registration is required.

● **RARE FunFit**

12:05 to 1 p.m. | Monday-Friday | Ages 2-5
Learn the basics of fitness, health and nutrition with fun gym activities. Call (972) 567-1771 for details.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

● **Sept. 18 | Candy Lane Live**

10 a.m. to 2 p.m. | All Ages | \$2
Step into the world of Candy Lane and win prizes along the way. Admission includes a box lunch. Register by Sept 9. All children 8 and younger must be accompanied by a parent or guardian.

DISABILITY POSTER CONTEST FOR STUDENTS

Irving fourth graders are invited to enter the Irving Disability Advisory Committee's annual poster contest. Participants are asked to express how a person with disabilities can use his or her abilities to be part of the community.

Winners will have an opportunity for their art to be showcased inside Irving City Hall, Baylor Scott & White – Irving Medical Center and Irving ISD facilities. Each winner will receive a certificate of recognition at the Oct. 16 City Council meeting at 7 p.m.

Students in public, private or home schools are invited to participate. The deadline for entries is Sept. 13 at 5 p.m. Artwork must be created in watercolor, pencil, pastels or crayon on 8-by-11 inch card stock.

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



CITY OF IRVING HONORS NATIONAL HISPANIC HERITAGE MONTH

The City of Irving invites residents to celebrate Hispanic culture in Irving and nationwide during National Hispanic Heritage Month from Sept. 15 to Oct. 15.

National Hispanic Heritage Month honors Hispanic and Latin Americans' achievements, as well as the culture and history of all Latin American countries. Throughout the month, residents can participate in a variety of activities, bilingual story times and a cultural symposium available online.

Starting Wednesday, Sept. 15, Irving Public Library (IPL) will have Fiesta kits for kids and adults, while supplies last. Kits will include fiesta trinkets, crafts and treats. Information on how to receive a kit is available in Library Briefs on page 3. In addition, Irving Arts Center (IAC) will include bilingual stories in its JumpstART program. The program is a collaboration between IAC and IPL.

The city's Diversity and Inclusion Committee will host two Hispanic Heritage cultural symposium sessions for employees and residents on Zoom. The virtual symposium will discuss food, language, history, science and technology. Keep an eye on the city's website later this month for details on this event.

Visit CityofIrving.org for more Hispanic Heritage Month celebrations or follow @TheCityofIrving on Facebook, Twitter, Instagram and Nextdoor. ■



Artist Rendering

City Begins Enhancement Plans for Oak Meadows Park



As the cicadas chirp against a backdrop of rustling post oak canopies swaying in the warm summer breeze, time seems to all but stop in the park that rests in the Graff Farms neighborhood. Located south of Shady Grove, between Belt Line and Story roads, Oak Meadows Park, 2900 Condor Drive, offers residents and visitors 5-acres of lush trees and rolling hills that stretch as far as the eye can see.

The residents who live around Oak Meadows provided input on what they would like to see at the park during two public meetings with the city's Capital Improvement Program and Parks and Recreation Departments. The project was one of the highest rated in the city's 2019 Parks and Recreation Master Plan. Though it has not yet been approved by the City Council, the \$650,000 to \$700,000 in renovations are to be funded in part from parks bond funds.

Renovation and enhancement plans include a stone monument sign at the entryway, along with two stone benches and a raised 4-foot-high overlook that provides

a scenic spot for nature reflection, park views and selfies. The concrete pad at the entryway, which houses two picnic tables, will be repurposed into a seating area and park overlook. The park also will have an 8-foot-wide, quarter of a mile walking trail that extends throughout the space and a multistation exercise trail.

With the nearby splashpad, playgrounds and athletic fields at Southwest Park, residents stressed the need for a play area with a smaller footprint at Oak Meadows. With this in mind, the city is planning for a small playground with climbing boulders and colorful animal sculptures for children.

Preserving the natural beauty of the park was key, so the city will add four picnic tables strategically placed under large trees throughout the park rather than installing a pavilion or an artificial shade structure. Other planned features include enhanced lighting, perimeter irrigation lines and water fountains for people and pets. The city is anticipating construction to begin fall 2022.

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

20 YEAR REMEMBRANCE OF 9/11

Patriot Day falls on Sept. 11 each year in memory of the people who lost their lives in the 9/11 attacks against the United States. In observance of the 20th anniversary, residents are asked to display flags in and outside homes and observe a moment of silence at 8:46 a.m. (Eastern Daylight Time), which is the time the first plane struck the north tower of the World Trade Center on September 11, 2001. Almost 3,000 people died as a result of the 9/11 terrorist attack, including hundreds of military personnel, police and fire first responders.

Join the Irving Fire and Police Departments to commemorate the 20th anniversary of Sept. 11 at 8:20 a.m. at Irving Veterans Park, 644 Rock Island Road. ■



NATIONAL NIGHT OUT

Neighborhoods are encouraged to strengthen police-community relationships and join in giving neighborhood crime a "going away" party by organizing National Night Out events.

On Tuesday, Oct. 5, neighborhoods throughout Irving will leave their porch lights on to observe National Night Out. The Irving Police Department is now accepting requests for an officer or a representative from the department to visit neighborhood block parties.

Registration is free. For more information, visit CityofIrving.org/National-Night-Out. ■



National Preparedness Month: Be Prepared

September is National Preparedness Month, and the City of Irving encourages residents to prepare for hazards such as severe thunderstorms, tornadoes, snow, ice, extreme heat and flooding. Below are some helpful emergency preparedness tips.

Emergency Supply Kit

An emergency supply kit should include items for a variety of emergency scenarios. It should be placed in an easy access location to "grab and go." The kit should include items that might be needed if away from the house for up to three days.

Recommended items for an Emergency Supply Kit include:

- Water, one gallon per person per day for drinking and sanitation.
- Supply of nonperishable foods and can opener.
- Battery-powered or hand-cranked radio, a NOAA Weather Radio with tone alert and extra batteries.
- A first aid kit and whistle to signal for help.
- Dust mask to help filter contaminated air.
- Moist towelettes, garbage bags and plastic ties for personal sanitation.
- Cellphone with chargers, inverter or solar charger.
- Cash in the event ATMs are not available or the incident prevents the use of credit/debit cards.
- Copy of important documents such as passports, immunization records and Social Security cards.
- Critical items for family members, such as pet supplies, medications and baby items.

Prepare a Plan

Preparing a plan ahead of time will be extremely important during an emergency. It should include household member information, places where household members often spend the majority of their time, information on household pets, designated place where household members will meet and emergency numbers. Prepare a plan at KnowWhat2Do.com/Make-a-Plan.

Flooding

Flooding can happen anywhere in the United States and is the nation's most common hazard. Just 6 inches of fast-moving water holds enough force to knock over an



adult, and 2 feet will carry away most vehicles.

- **Flood Watch:** A possibility of flooding.
- **Flood Warning:** Flooding is occurring or will soon.
- **Flash Flood Warning:** Flash flooding is occurring or will soon occur.

Tornado

Tornadoes are nature's most violent storm and can occur in many sizes. They can be up to one mile wide and travel for long distances. A **tornado watch** means that the formation of one is possible. A **tornado warning** means that one has been seen by storm spotters or detected by radar, and residents should seek shelter immediately.

Winter Weather

Freezing rain, snow and ice, even though they can be fun to play in, can cause car accidents and hypothermia. Power lines can be knocked down for an extended period of time as well. Winter weather safety tips include:

- Ensure heating source is working properly and is well ventilated.
- Winterize household pipes and keep faucets dripping when the temperature falls below freezing.
- Winterize vehicles and prepare emergency kit to keep in vehicle (blanket, warm clothing, water, etc.).
- Wear several layers of lightweight warm clothing instead of one heavy layer.
- Ensure outer garments are water-repellent.
- Ensure pets have plenty of food, water and shelter.

Visit CityofIrving.org/Emergency-Management or call (972) 721-2100 for more information on emergency preparedness and hazards that can happen in Irving. ■

Trash Bash Looking for Volunteers

Keep Irving Beautiful (KIB) invites the public to participate in the 30th Annual Trash Bash Saturday, Sept. 25 from 9 a.m. to noon at T.W. Richardson Grove Park, 333 E. Interstate Highway 635. KIB is enlisting the support of individuals, groups and business organizations. All ages are welcome to participate and lunch will be provided after the cleanup. Volunteers 17 and younger must be accompanied by parent or guardian.

Event organizers are asking for prospective participants to register by Friday, Sept. 17. For more information or to register, call (972) 721-2175 or visit KeepIrvingBeautiful.org. ■





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

September 2021

Note: **Gray highlighted** areas represent a new entry or updated/changed information from the previous report. **Permit Pending:** plans are being reviewed; **Permit Approved:** plans are approved, but the applicant has not paid all fees and picked up the permit; **Permit Issued:** plan review is complete and applicant has paid all fees and picked up the permit; **Permit Planned:** developmental project with estimated application date. **Verification** is the date that the viability of the project was confirmed.

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
3	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
4	Lakeview Preserve Apts.	2300-2330 S. MacArthur Blvd.	Apts	90,444 SF	\$10,900,000	Permit Issued	3/1/2021	Irving	Aug-21
5	Savannah Apts, Bldg 2	310 O'Connor Ridge	Apts	49,387 SF	\$6,000,000	Permit Issued	5/4/2021	Irving	Sep-21
6	International @ Valley Ranch	9921 W. Valley Ranch Pkwy.	Apts	270,329 SF	\$25,000,000	Permit Pending	6/23/2021	C-FB	Jul-21
7	Heritage Square Apts Parking Garage	(TBD) W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Pending	7/30/2021	Irving	Aug-21

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	5100 W. John Carpenter Fwy.	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Shell building	660 Walnut Ridge Dr.	Office	15,660 SF	\$1,200,000	Permit Issued	3/23/2021	C-FB	Sep-21
4	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
5	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
6	Christus Ofc & parking garage	5101 N O'Connor Blvd	Office	456,556 SF ofc 609,908 SF garage	\$108,000,000	Permit Issued	5/6/2021	Irving	Aug-21
7	4-story ofc building	111 W. John Carpenter Fwy.	Office	52,478 SF	\$19,000,000	Permit Pending	7/7/2021	Irving	Aug-21
8	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Sep-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
3	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
4	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Pending	4/7/2021	C-FB	Jun-21
5	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
6	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
7	Auto Repair Shop	3551 N. Country Club Rd.	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
8	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Pending	8/17/2021	Irving	Sep-21
9	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Pending	3/10/2021	C-FB	Jun-21
3	Shell Bldg	3300 W. Royal Lane	Retail	12,020 SF	\$1,200,000	Permit Pending	5/25/2021	Irving	Jun-21
4	Multi-tenant Bldg. Addition	8080 Walton Blvd.	Retail	5,500 SF	\$750,000	Permit Pending	7/9/2021	C-FB	Aug-21

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Approved	11/8/2019	Coppell	Jul-21
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20
4	Indigo Hotel	455 E John Carpenter	Hotel	97,385 SF	\$18,000,000	Permit Pending	5/17/2021	Irving	Jun-21
5	Sandman Hotel	1311 Meridian Dr.	Hotel	106,853 SF	\$18,000,000	Permit Pending	6/2/2021	C-FB	Jul-21
6	Hampton Inn & Suites	701 W. Airport Fwy.	Hotel	61,840 SF	\$6,600,000	Permit Pending	6/22/2021	Irving	Jul-21

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Issued	12/17/2020	Irving	Sep-21
2	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Pending	3/15/2021	Irving	Jun-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21
2	Great Hearts	3550 World Cup Way	School	61,000 SF	\$11,500,000	Permit Issued	5/4/2021	Irving	Sep-21
3	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21
4	Cistercian School Maintenance Bldg	3790 Cistercian Rd.	School Addn	5,538 SF	\$494,000	Permit Pending	6/11/2021	Irving	Jul-21
5	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Sep-21

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Aug-21	17	\$5,159,369	15	\$4,609,369	2	\$550,000	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.
C-FB = Carrollton-Farmers Branch

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum

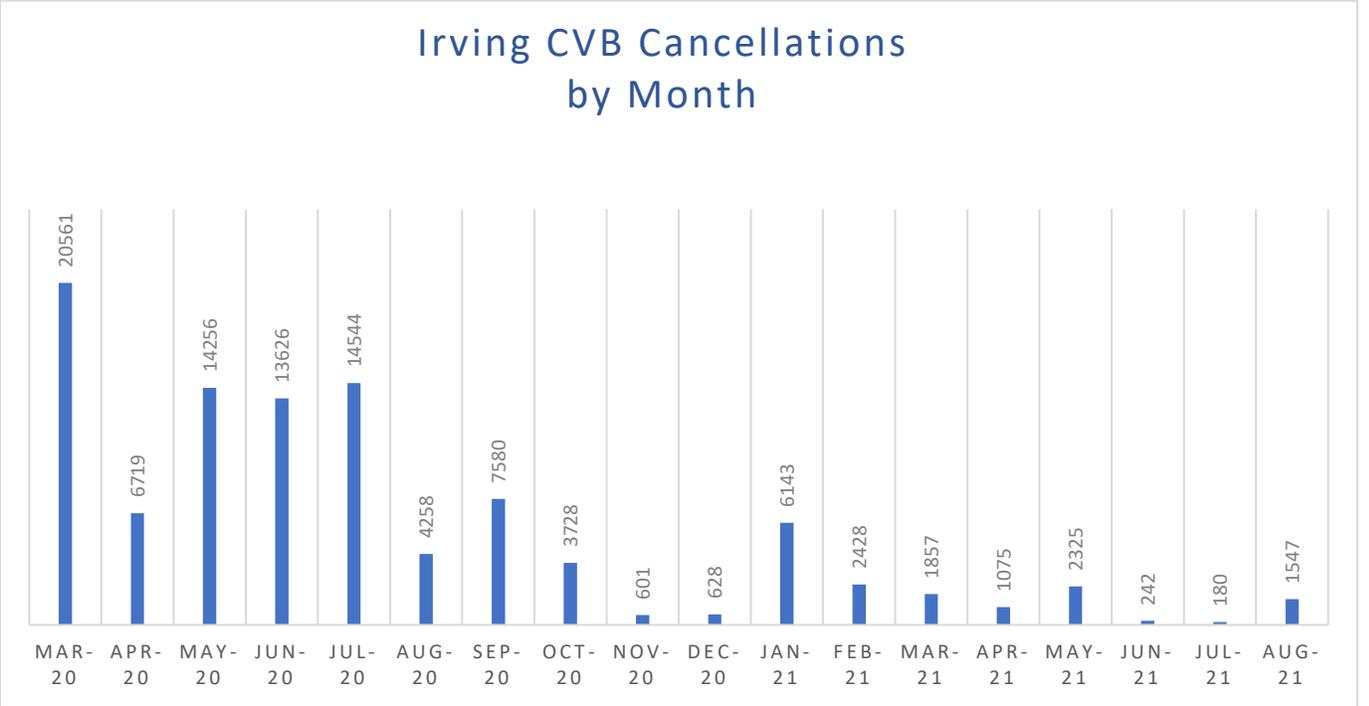
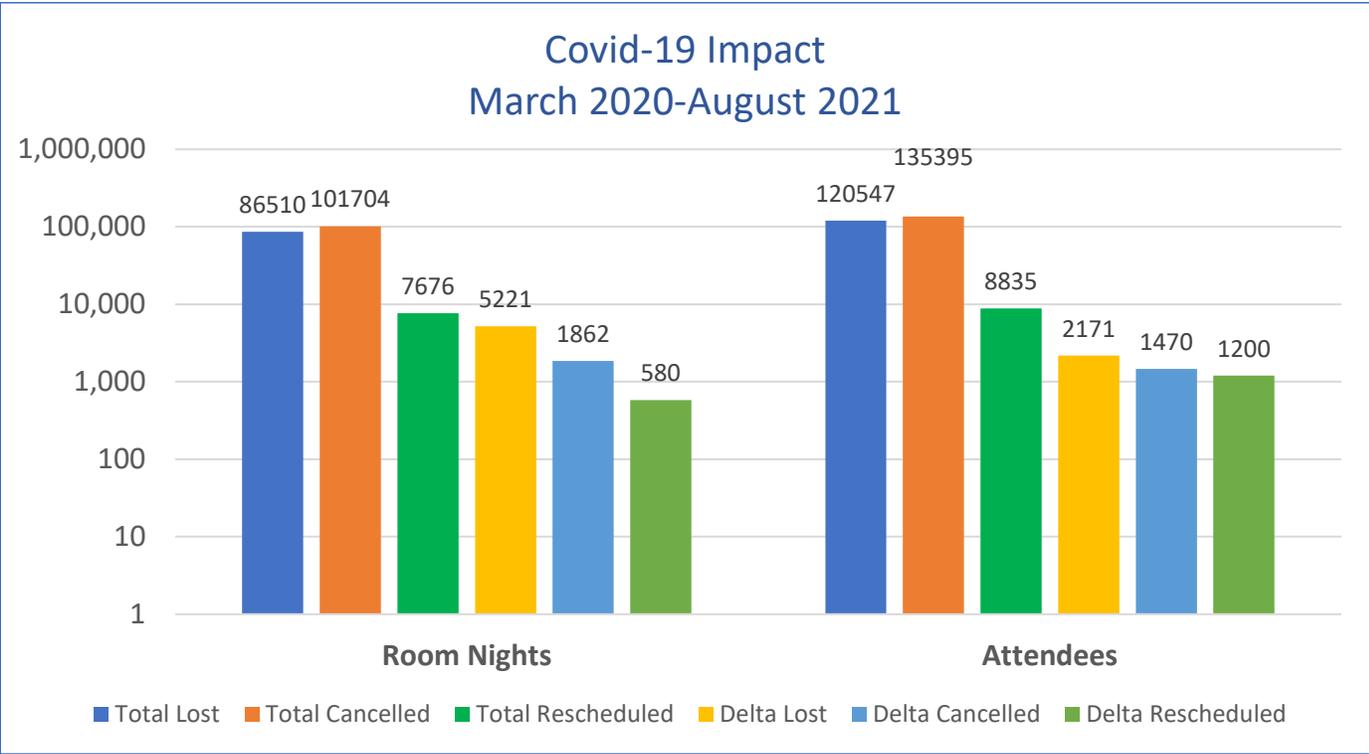
Date: September 16, 2021
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for August 2021

Convention Sales Activities

Leads Generated	August	YTD
Irving CVB – Hotel Leads	96	827
Irving Convention Center Leads	39	256

August

Room Nights Generated	Monthly Goal	August 2021 Actuals	August 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	August Convention Center	Convention Center YTD
Definite Room Nights	6493	11266	3692	77916	80377	129300	4586	19836
Lost Room Nights		33806	12863		247911	431047	15018	118149



Customer Services Activity

August Servicing & Inventory

Groups Serviced	
August	8
YTD	52

Service Type	Groups Serviced	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	4	900 Badges/ 900 Lanyards
Pens	6	1670 Pens
Bags	1	400 Bags
Promotional Materials	5	420 Restaurant Maps/6520 TMF maps 0 Welcome Sign
Staffing Services	4	0 Event Hours
Covid Resources	0	COVID19 Awareness Signage (printed in house)

Event Location: **Hotels: 3** **Irving Convention Center: 5** **Other: 0**

Proclamations/Welcomes/Flags:

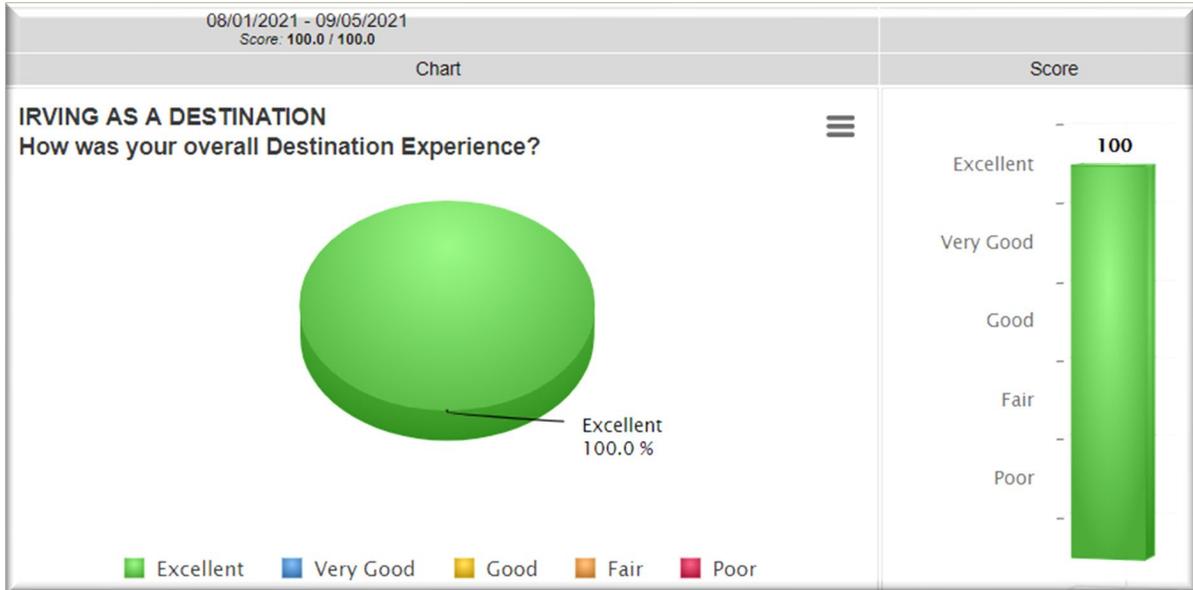
- 2021 FBI NA-State - June 15, Welcome/Flag Councilman Zapanta
- Texas Industrial Vocational Association - July 19, 2021, Welcome Back – Mayor Stopfer

Pending Proclamations/Welcomes/Flags:

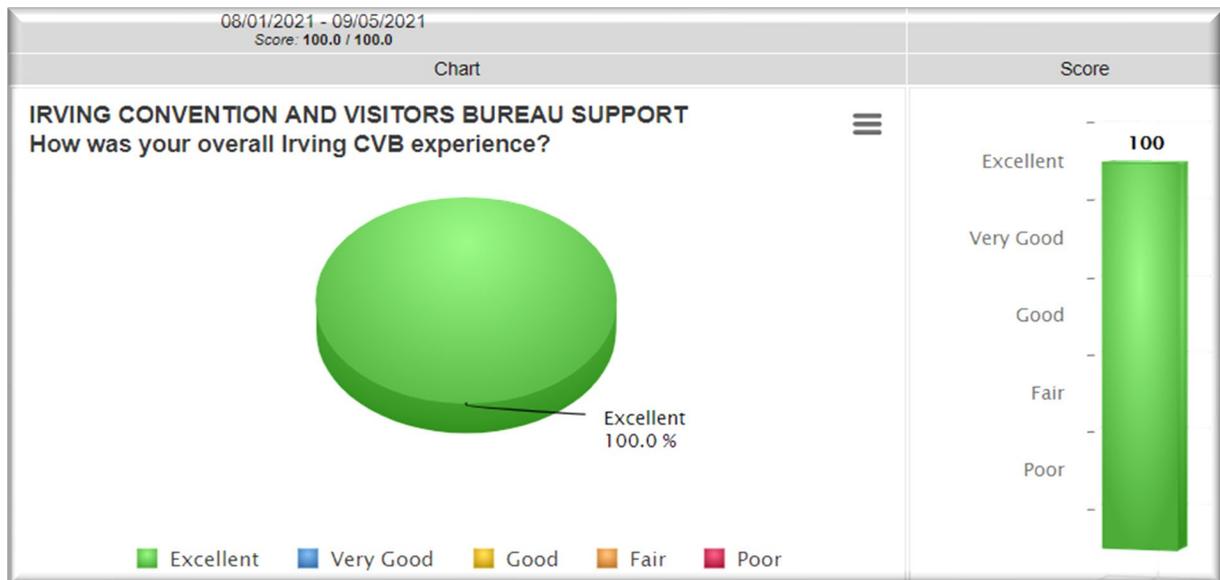
- North Texas Business Alliance Co-Op – September 2021, Welcome Back/Ribbon Cutting – Mayor Stopfer
- 100th Bomb Foundation (5 WWII Vets) - October 29, 2021, Welcome/ Proclamation/Flag(s) – Mayor Stopfer and Councilman Zapanta
- Black Girls Golf Summit – November 4, 2021, Mayor Stopfer
- 173rd Airborne Brigade - May 2022, Welcome/Proclamation/Flag(s) - TBD

Customer Service Satisfaction Survey Results

How was your overall destination experience? August 100%



How was your overall Convention and Visitors Bureau Experience? 100%



**Definite Bookings
September 2021 – November 2021**

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Lifestyles Unlimited, INC.	Lifestyles Unlimited-Rooms Only	9/1/2021	9/6/2021	400	1400
Abbott	24779 West PSN Bi-District Meeting Sept 1-2	9/1/2021	9/1/2021	24	24
Dallas Chess Club	Dallas Chess Club	9/2/2021	9/6/2021	75	70
Professional Fraternity Association	2021 PFA Annual Conference	9/8/2021	9/12/2021	100	255
National Procedures Institute	NPI Conference 2020	9/8/2021	9/12/2021	65	236
Dallas Security Traders Association	2021 DSTA Annual Convention	9/8/2021	9/11/2021	100	186
McKesson Corporation	#14237 Surgery Advisory Council Executive Committee Strategy Session - Sept 2021	9/8/2021	9/9/2021	12	22
FBI--Confidential Government Client	Training-Confidential	9/9/2021	9/24/2021	75	273
Plunder Design	Plunder Palooza 2021	9/9/2021	9/12/2021	600	820
Got Ya Covered, LLC	Texas A&M Hockey Team Travel	9/9/2021	9/12/2021	10	27
International Biometric Association	2021 International Biometric Association (IBA)	9/10/2021	9/15/2021	200	356
FBI--Confidential Government Client	Confidential Training	9/11/2021	9/24/2021	75	493
Adapt2 Solutions	ACCELERATE 2021	9/12/2021	9/16/2021	50	125
American College of Emergency Physicians	ACEP Corporate Council Meeting	9/12/2021	9/13/2021	150	163
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	9/12/2021	9/16/2021	100	280
American Horse Publications	AHP Equine Media Conference 2021	9/13/2021	9/18/2021	110	301
American Horse Publications	AHP Equine Media Conference 2021	9/13/2021	9/18/2021	110	301

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Property Management Inc	PMI Annual Summit 2021	9/13/2021	9/19/2021	200	582
Flowserve Corporation	Pump and Mechanical Seal	9/13/2021	9/17/2021	10	40
Masters Dermatological Association	MDA 2020	9/15/2021	9/21/2021	50	235
Productive Dentist Academy	Productive Dentist Academy September	9/15/2021	9/19/2021	150	225
FenCon	2021 FenCon	9/16/2021	9/20/2021	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/16/2021	9/19/2021	200	160
Chicago White Sox	Chicago White Sox vs TX Rangers 2021	9/16/2021	9/18/2021	67	201
Auto Body Association of Texas	2021 Texas Auto Body Trade Show	9/16/2021	9/18/2021	750	200
Heart of Texas Body Building	Heart of Texas Body Building Competition	9/17/2021	9/19/2021	300	624
Lion Street	Lion Street Indaba 2021	9/18/2021	9/21/2021	285	645
Pri-Med	Pri-Med	9/19/2021	9/24/2021	500	73
Flowserve Corporation	Pump System Analysis-September 2021	9/20/2021	9/24/2021	40	40
Brinker International	Brinker 2021 Supplier Partner Conference	9/21/2021	9/24/2021	325	360
McKesson Corporation	#14138 Tier Three Physician Leadership Academy Cohort 2020-2022	9/21/2021	9/23/2021	10	30
Texas Podiatric Medical Association	2021 TPMA Southwest Foot and Ankle Conference	9/22/2021	9/25/2021	600	315
The Southwestern Invitational	The Southwestern Invitational 2021 - 30 year Anniversary	9/23/2021	9/26/2021	298	298
KarenZupko & Associates, Inc.	2021 Dallas Coding Workshop	9/23/2021	9/27/2021	180	320
Assurant, Inc.	Project Phoenix	9/26/2021	10/1/2021	170	525

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Southwest Drycleaners Association	Cleaners Showcase for 2021	9/27/2021	10/3/2021	400	737
BNSF Railway Company	BNSF 2021 Industrial Products Summit	9/27/2021	9/29/2021	115	145
Flowserve Corporation	CRT Engineered Overhung Pump	9/27/2021	9/30/2021	20	30
Parker College of Chiropractic	Parker Seminar	9/28/2021	10/2/2021	100	120
BNSF Railway Company	BNSF 2021 Coal Conference	9/29/2021	10/1/2021	50	175
Vizient, Inc.	Apexus Joint Councils Meeting	9/29/2021	9/30/2021	40	80
Globallee, Inc.	DISCOVER Globallee	9/30/2021	10/3/2021	800	400
Cleveland Indians	Cleveland Indians vs TX Rangers 2021	9/30/2021	10/2/2021	80	240
Women's Basketball Hall of Fame	The Ladies Ball SW Regional Qualifier 2021	10/1/2021	10/3/2021	2000	460
Enterprise Holdings	Fall Officers Meeting-Moved from 2020 to 2021	10/2/2021	10/6/2021	220	750
The Unified Group	Unified Group Financial Forum 2020	10/2/2021	10/7/2021	20	90
American Recovery Association	2021 NARS and Annual Meeting	10/3/2021	10/10/2021	300	838
American Recovery Association	2021 NARS and Annual Meeting	10/3/2021	10/10/2021	300	838
Assurant, Inc.	Project Phoenix	10/3/2021	10/8/2021	170	625
Flowserve Corporation	Centrifugal Pump Fundamentals-October 4-8, 2021	10/4/2021	10/8/2021	20	40
East African Chamber of Commerce	East African Chamber of Commerce - 2021 Meeting	10/5/2021	10/10/2021	200	104
Tribute to Valor Foundation	Tribute to Valor Foundation Gala	10/7/2021	10/10/2021	350	145
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/8/2021	10/9/2021	200	200

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Insurance Designers of America	IDA Annual Fall Conference 2021-rescheduled from 2020 to 2021	10/9/2021	10/15/2021	89	214
Boy Scouts of America	National Executive Board & Committees Meeting	10/10/2021	10/12/2021	75	153
Porsche Cars North America	Porsche Parts and Service Conference	10/10/2021	10/15/2021	655	655
Assurant, Inc.	Project Phoenix	10/10/2021	10/15/2021	170	850
Flowserve Corporation	Pump and Mechanical Seal Principles-October 2021	10/11/2021	10/15/2021	10	40
Flowserve Corporation	CRT Engineered Overhung Pump Repair	10/11/2021	10/14/2021	20	30
Airline Dispatchers Federation	2021 Safety Summit	10/11/2021	10/12/2021	100	60
Flowserve Corporation	BP Cherry Point	10/11/2021	10/15/2021	10	40
Boy Scouts of America	National Service Territories Meeting	10/12/2021	10/14/2021	200	107
Monster Vision Productions	13th Annual Dallas Bachata Festival	10/13/2021	10/17/2021	250	405
Society of Professors in Christian Education	SPCE AYME 2021 Academic Conferences	10/13/2021	10/17/2021	150	365
Mommy Dentists In Business	Meeting	10/13/2021	10/18/2021	190	216
Restaurant Facility Management Association	RFMA 2021 Regional Meeting	10/13/2021	10/14/2021	15	30
Subin Mathew Wedding Guest Rooms	Wedding Guest Room Block	10/15/2021	10/16/2021	400	40
Council of Petroleum Accountants Societies	2021 Fall National Meeting	10/17/2021	10/23/2021	250	450
Assurant, Inc.	Project Phoenix	10/17/2021	10/22/2021	170	850
Neora, LLC	Power Training 2021-Rooms Only	10/20/2021	10/24/2021	600	610

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Texas A&M University	Texas A & M Master Naturalists 22nd Annual Meeting	10/21/2021	10/23/2021	600	600
Windsor National Associates	Windsor National Associates	10/21/2021	10/24/2021	158	158
Confluent Health	PTVille2/ Key Leader	10/21/2021	10/23/2021	115	124
Liberty University Athletics	Liberty University Football Team Travel	10/22/2021	10/23/2021	140	206
Assurant, Inc.	Project Phoenix	10/24/2021	10/29/2021	170	850
National Brokerage Agencies, Inc.	National Brokerage Agencies Fall Conference	10/25/2021	10/29/2021	85	255
100th Bomb Group Foundation	100th Bomb Group Reunion	10/25/2021	10/31/2021	350	495
International Academy of Sleep/Dental	International Academy of Sleep/Dental - 2021 Annual Conference	10/27/2021	10/30/2021	200	304
Brotherhood of Men	Brotherhood of Men	10/28/2021	10/30/2021	400	170
Assurant, Inc.	Project Phoenix	10/31/2021	11/5/2021	170	850
Freedom Founders	Workshop - November 2021	11/1/2021	11/7/2021	150	140
FamilyLife	Weekend to Remember	11/3/2021	11/8/2021	500	570
Independent Insurance Agents of Dallas	IIAD Jim Millerman Insurance Convention 2021	11/3/2021	11/4/2021	500	10
Dallas Dance Festival	Dallas Dance Festival 2021	11/4/2021	11/7/2021	200	455
American College of Veterinary Dermatologists	2021 ACVD Testing	11/4/2021	11/6/2021	26	56
Brownell Motivation/Incentive Travel	Brownell Academy 2021	11/9/2021	11/13/2021	260	740
Foresters Financial	Foresters COM Central US Regional Meeting Dallas November 2021	11/10/2021	11/14/2021	120	219
Home Staging and Redesign Association	2021 Home Staging Summit	11/10/2021	11/13/2021	400	210

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
TexSom	Conference - Staff Guest Room Block (Rooming List)	11/10/2021	11/17/2021	500	518
173rd Airborne Brigade	173rd Airborne Brigade	11/11/2021	11/15/2021	300	600
TexSom	Vendor Room Block (Individual Call-In/Online Reservations)	11/11/2021	11/16/2021	500	534
RBC Capital Markets	RBC Capital Markets - Senior Leadership	11/14/2021	11/20/2021	300	1122
PAMM Expo, LLC	Model & Talent EXPO	11/16/2021	11/20/2021	400	1200
American Legal and Financial Network	2021 ALFN Foreclosure Intersect	11/16/2021	11/18/2021	100	80
USA Judo	2021 USA Judo President's Cup	11/17/2021	11/21/2021	500	280
American Country Dance Association	ACDA American Country Dance Association 2021	11/18/2021	11/22/2021	300	230
Vistage Worldwide, Inc.	Vistage Executive Summit	11/28/2021	11/30/2021	550	45
DFW Business Group on Health	2021 DFW Business Group on Health - Texican Court Room Block	12/1/2021	12/1/2021	400	10
DFW Church	Small Church Leaders Conference	12/1/2021	12/4/2021	250	195
UWorld, LLC	Town Hall 2021	12/2/2021	12/4/2021	200	165
Southwest Society of Cosmetic Chemists	Southwest Society of Cosmetic Chemists	12/3/2021	12/3/2021	500	40
Texas Scorecard	Texas Scorecard 2021	12/3/2021	12/4/2021	450	45
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center	12/5/2021	12/8/2021	300	350
TechMedia, LLC	TechMedia	12/6/2021	12/9/2021	1000	95
Irving Hispanic Chamber of Commerce	Irving Hispanic Chamber of Commerce - 2021 Annual Gala	12/11/2021	12/12/2021	300	30

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
Flowserve Corporation	Centrifugal Pump Fundamentals-December 2021	12/13/2021	12/16/2021	10	40
Transplace, Incorporated	Leadership and Sales Meeting	1/3/2022	1/7/2022	125	385
Flying Eagles	Flying Eagles Reunion	1/6/2022	1/9/2022	150	237
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff	1/8/2022	1/13/2022	250	712
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff-OVERFLOW ROOMS	1/10/2022	1/13/2022	400	420
Serra International	Serra International	1/12/2022	1/16/2022	250	375
Challenge Youth Planning	Challenge Youth Conference	1/13/2022	1/16/2022	500	367
Texas Society of CPA's	TSCPA 2022 Mid-Year Board Meeting	1/19/2022	1/21/2022	235	411
LRP Conferences, LLC	DA Leadership Institute National Superintendents Academy	1/19/2022	1/23/2022	50	98
Spireon	NSM January 2022	1/19/2022	1/22/2022	160	360
Cadillac and LaSalle Club	2022 CLC WBOD	1/25/2022	1/29/2022	55	215
Sigma Kappa Sorority	Sigma Kappa Sorority	1/27/2022	1/30/2022	150	191
Southwest Society of Periodontists	Southwest Society of Periodontists 2022 Winter Meeting	1/27/2022	1/29/2022	150	240
Trustmark Insurance Company	2022 Trustmark Producer Conference	1/27/2022	2/2/2022	250	717
Black Box Intelligence	2022 Global Best Practices Conference	1/30/2022	2/2/2022	275	355
Tech Conferences	Share Point Fest	1/30/2022	2/4/2022	400	420
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2022	2/3/2022	2/5/2022	200	434
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/4/2022	2/11/2022	200	450

CUSTOMER	MEETING	ARRIVAL	DEPARTURE	ATTENDEES	REQUESTED ROOMS
John Deere Company World Headquarters	CEO Summit 2022	2/6/2022	2/11/2022	300	594
McKesson Corporation	APP Onboarding - February 2022	2/6/2022	2/10/2022	50	200
Council of Graduate Departments of Psychology	2022 COGDOP Annual Conference	2/9/2022	2/13/2022	120	275
American Association of Veterinary State Board	2022 AAVSB RACE Committee Spring Meeting	2/11/2022	2/13/2022	18	32
DFW Church	DFW Church Marriage	2/11/2022	2/13/2022	300	225
Boy Scouts of America	National Executive Board & Committees Meeting 02/2022	2/13/2022	2/15/2022	75	153
State Bar of Texas	State Bar of Texas - Intellectual Property 2022	2/15/2022	2/18/2022	80	95
ED311	International Conference NEDRP	2/17/2022	2/19/2022	800	160
HelmsBriscoe	Harmonycon 2022	2/17/2022	2/19/2022	600	298
HCA Healthcare	HCA 2022 ASD Medical Directors Conference	2/22/2022	3/1/2022	175	392
Texas Radiological Society	TRS Annual Meeting 2022	2/22/2022	2/27/2022	300	400
Vizient, Inc.	Vizient, Inc. 2022 Channel Partners AKO	2/23/2022	2/24/2022	50	75
Infinity Events Group	TRBMA Chapter Meeting 2022	2/24/2022	2/25/2022	75	53
Southern Baptists of Texas Convention	Evangelism	2/25/2022	3/2/2022	3500	615

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

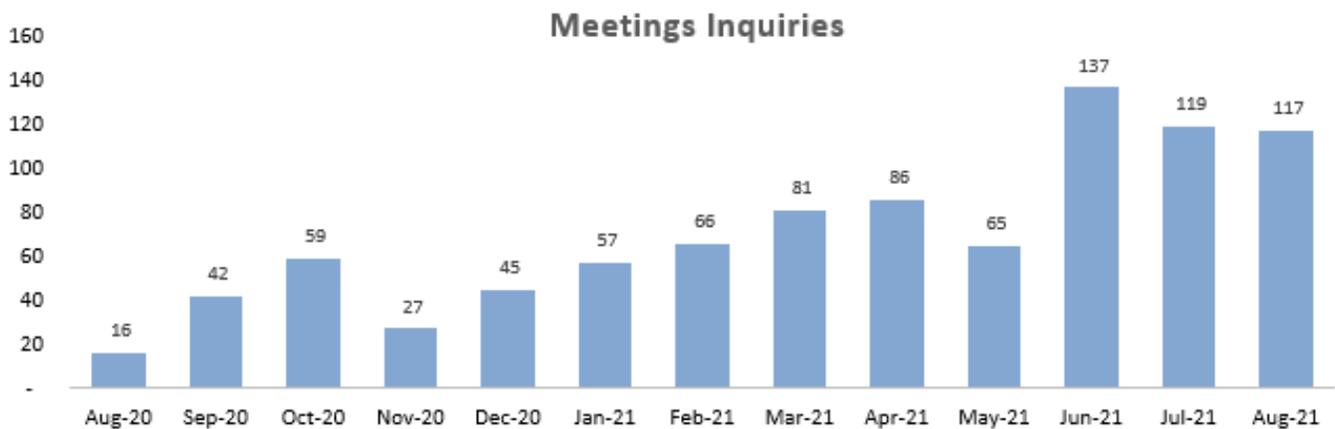
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: September 20, 2021

Re: August 2021 Board Report

Meeting-Sales Leads & Inquiries

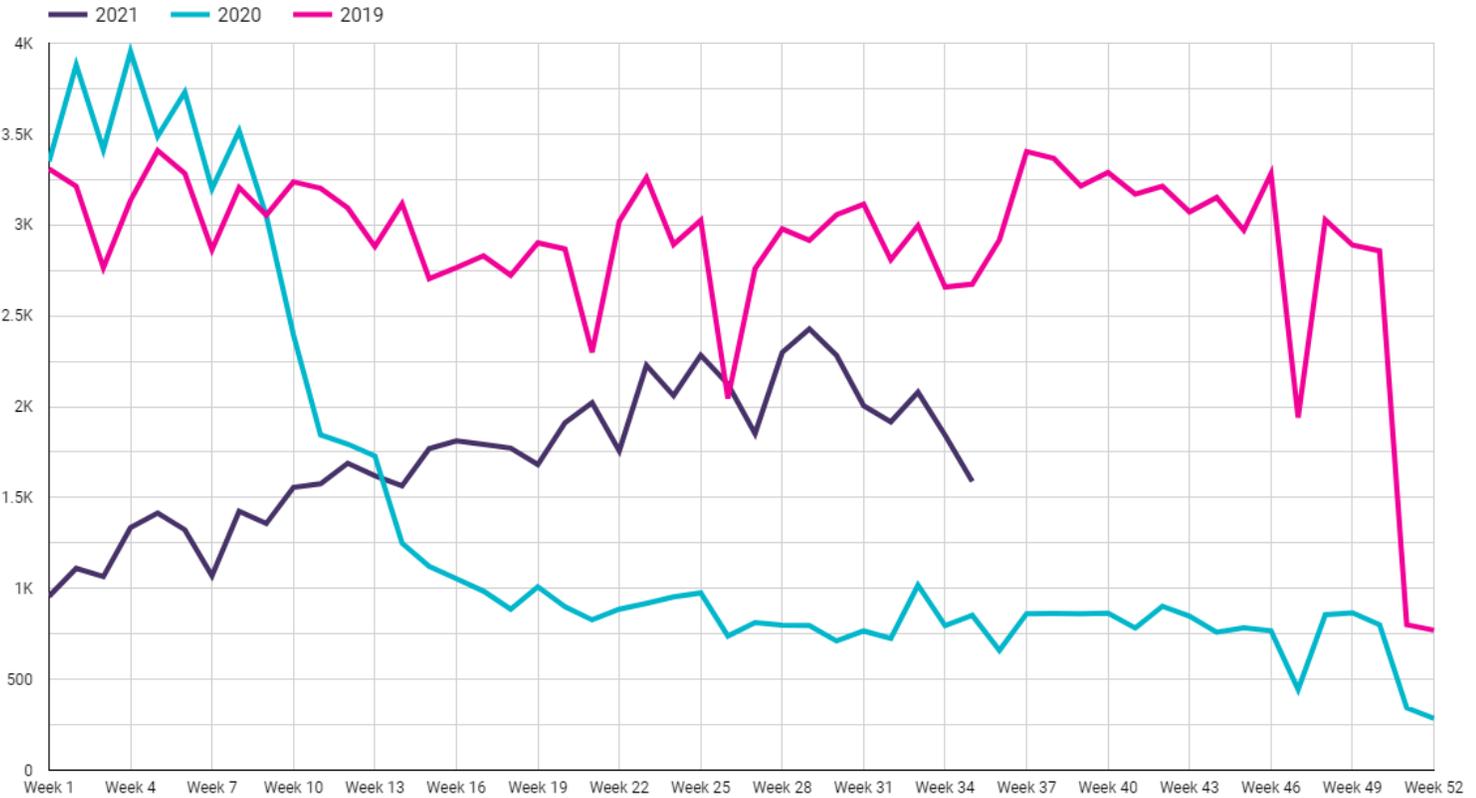
Meeting-sales leads and inquiries decreased slightly in August but remained high with **117 total leads and inquiries**. Of those, 62 were sourced through Cvent, 24 were from click-to-call ads, and 31 came through the websites.



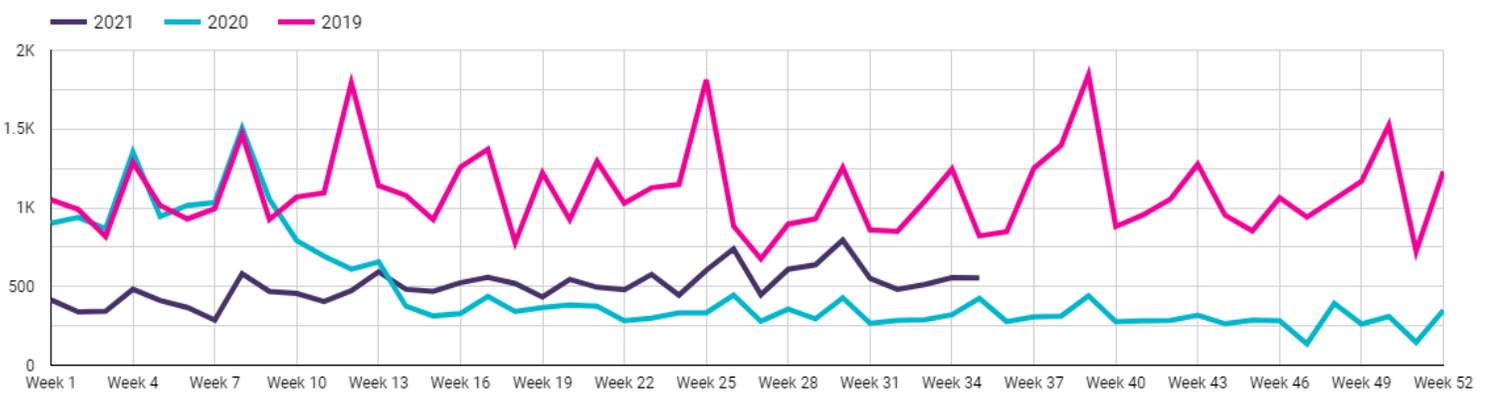
The aggregated weekly lead volume of over 200 U.S. DMOs, provided by Simpleview, declined in August from the previous month and remained between 2019 and 2020 levels. The aggregated weekly definite volume also remains between 2019 and 2020 levels.

Aggregated DMO Weekly Lead Volume *Provided by Simpleview Inc.*

Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs

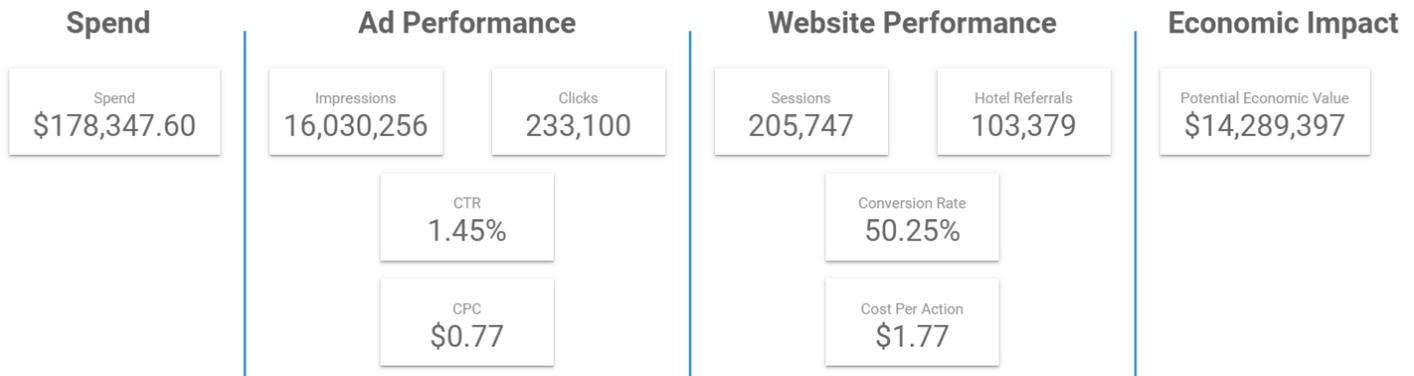


CARES Act Campaigns: Phase 2

Staycations Campaign:

In August, the Staycations campaign generated 14,533 hotel referrals with a potential economic value of \$2,270,982. Year-to-date, the Staycations Campaign has generated **16 million impressions, 205,747 website sessions** and **103,379 hotel referrals**. Those hotel referrals represent over **\$14.2 million in Potential Economic Value**.

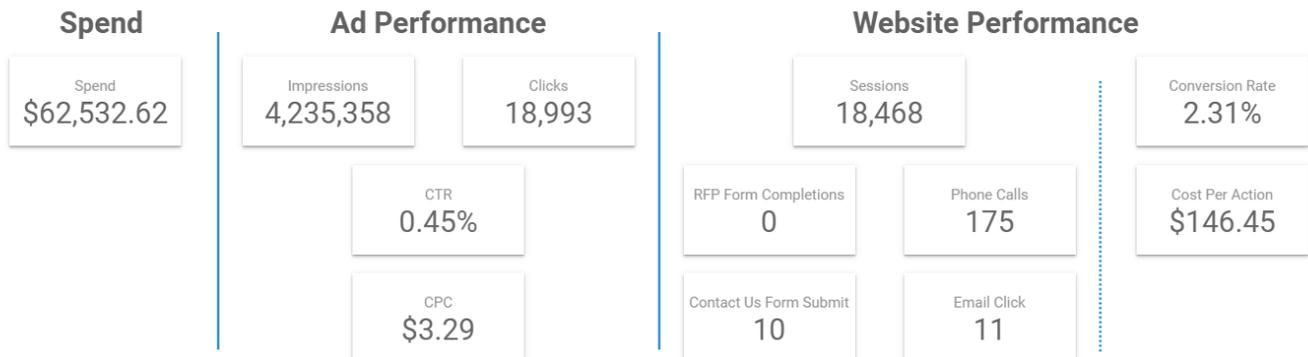
Staycation Campaign Performance



Meetings Campaign:

The Meetings Campaign continues at a reduced pace. Year-to-date, the Meetings Campaign has generated **4.2 million impressions, 18,468 website sessions** and **196 meeting-sales inquiries** primarily through click-to-call Google ads.

Meetings Campaign Performance



Promoted Content Campaign:

YTD, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **27,164 blog visits** and **136,889 post engagements** on social media.

YTD Top Posts – Traffic

Post Name	Clicks	Impressions	Post Engagements	Engagement Rate	CTR
New Irving Eateries - FB	1,235	43,092	1,330	3.09%	2.87%
Summer Bucket List - FB	1,033	34,851	1,146	3.29%	2.96%
Lake Carolyn	866	44,338	1,010	2.28%	1.95%
Catfish Roundup - FB	759	23,578	917	3.89%	3.22%

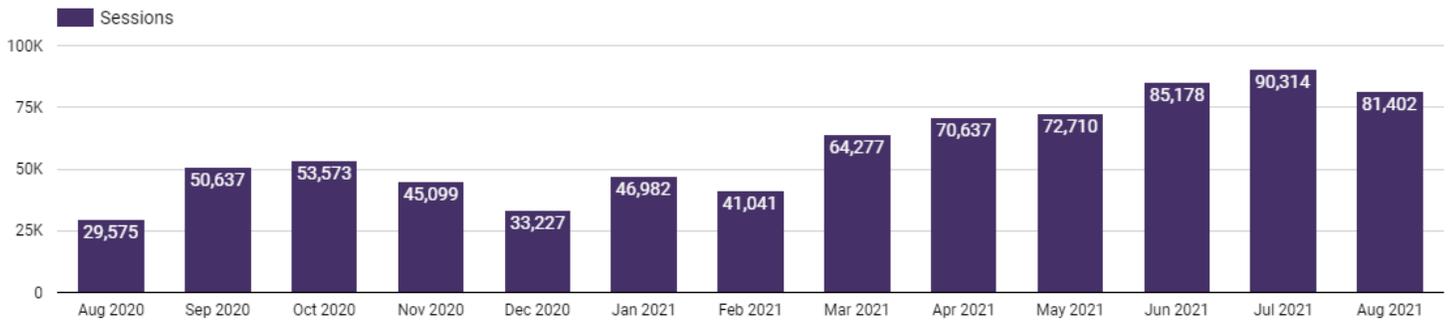
YTD Top Posts – Engagement

Post Name	Clicks	Impressions	Post Engagements ▾	Engagement Rate	CTR
Scrumbscious - FB	1,443	82,496	11,656	14.13%	1.75%
Venetian Terrace	1,760	64,825	10,152	15.66%	2.72%
Taqueria El Arquito - FB	363	77,659	6,791	8.74%	0.47%
The Italian Cafe	563	69,644	5,211	7.48%	0.81%

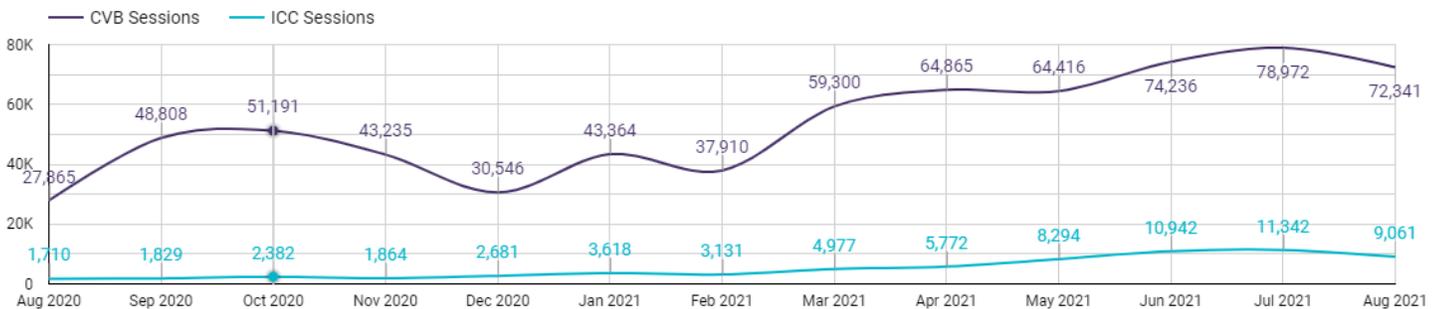
Website Traffic

Website traffic declined slightly with **81,402 total sessions** and **68,642 total users** to both websites. Despite the dip in traffic, August was the third-highest in combined traffic of any month to date. Traffic to the Visit Irving website had **72,341 sessions** and **61,210 users**, while traffic to the Irving Convention Center website had **9,061 sessions** and **7,432 users**.

Website Traffic - Combined Sessions



Website Traffic - Combined Sessions

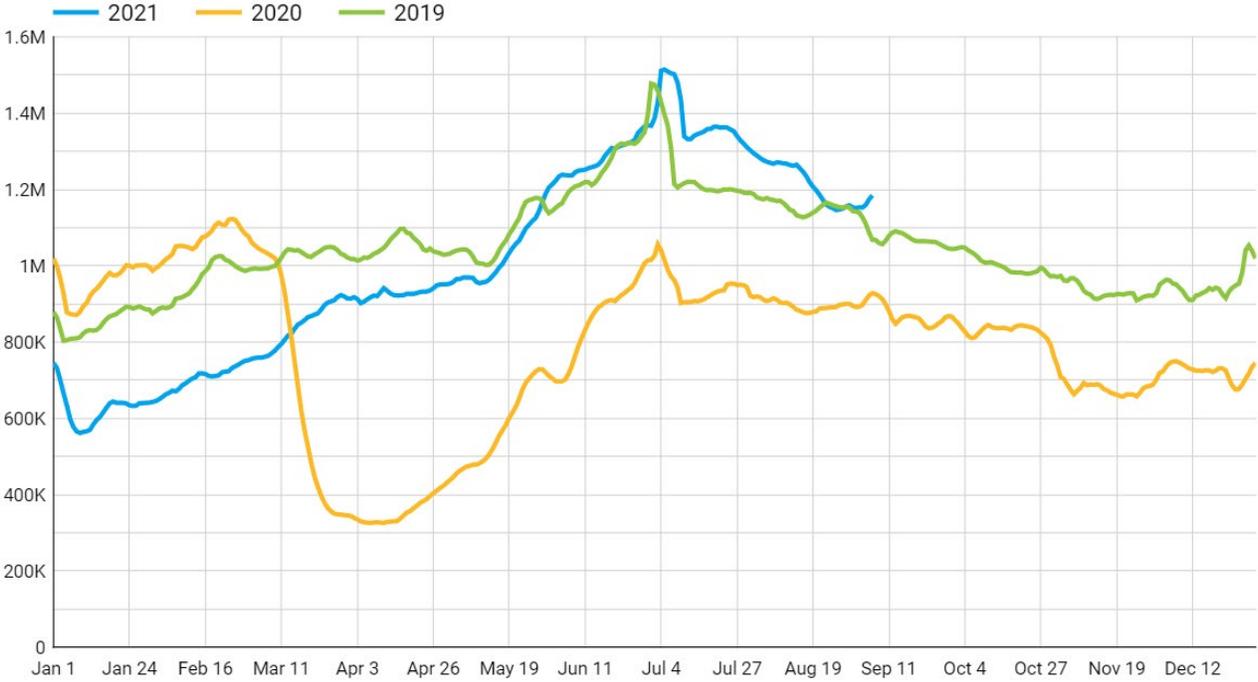


Aggregated data provided by Simpleview continues to show website sessions exceeding 2019 levels as they continue to remain at their highest levels in history. In addition, organic search sessions, sessions from search engine results that are not related to any advertising, are outpacing overall website traffic and are also at their highest levels in history.

Aggregated YOY Overall DMO Website Traffic

Provided by Simpleview Inc.

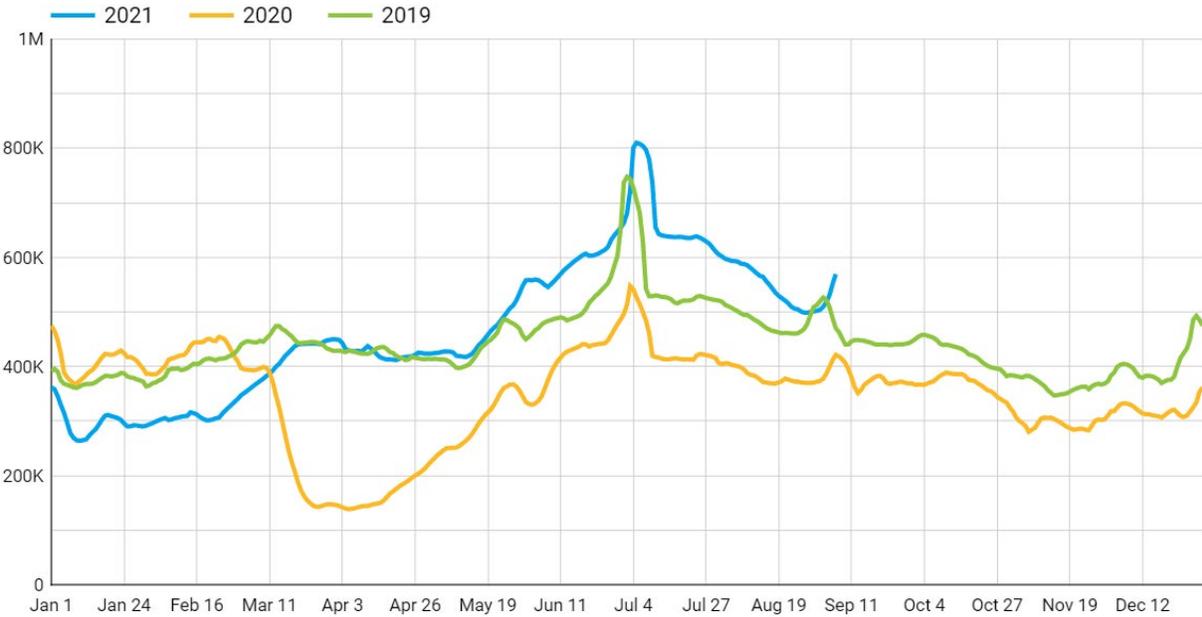
Sample Size
293



Aggregated YOY Overall DMO Organic Website Traffic

Provided by Simpleview Inc.

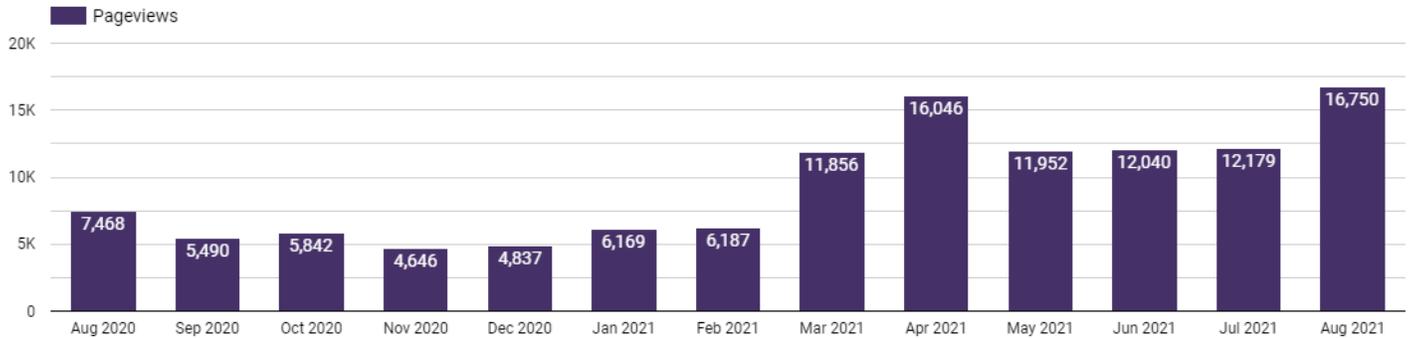
Sample Size
293



Blog Traffic

Blog pageviews increased to **16,750 pageviews** in August, the highest number of pageviews to date. The top posts were “New Irving Eateries You Should Know About,” with 3,484 pageviews, “The Complete Irving Texas Summer Bucket List,” with 2,156 pageviews, “Catfish Roundup in Irving Texas,” with 1,243 pageviews, and “Get Eggs-cited for these Breakfast Staples in Irving,” with 928 pageviews.

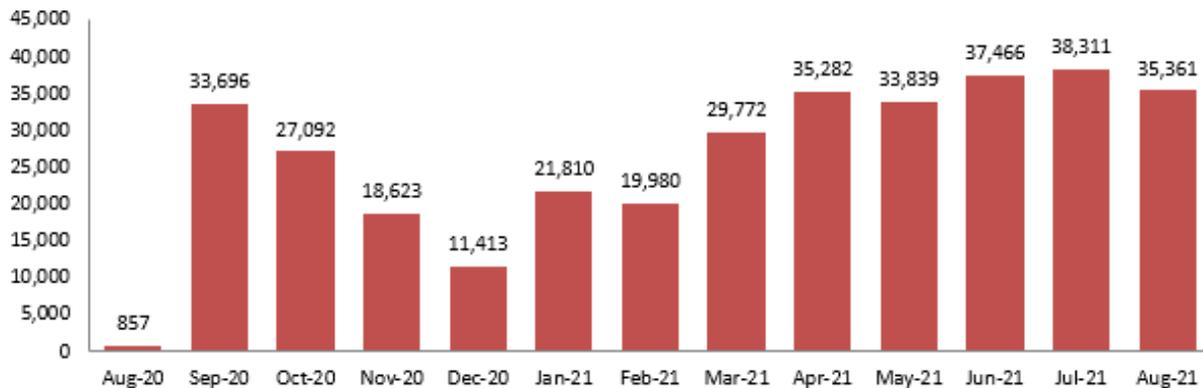
Blog Pageviews



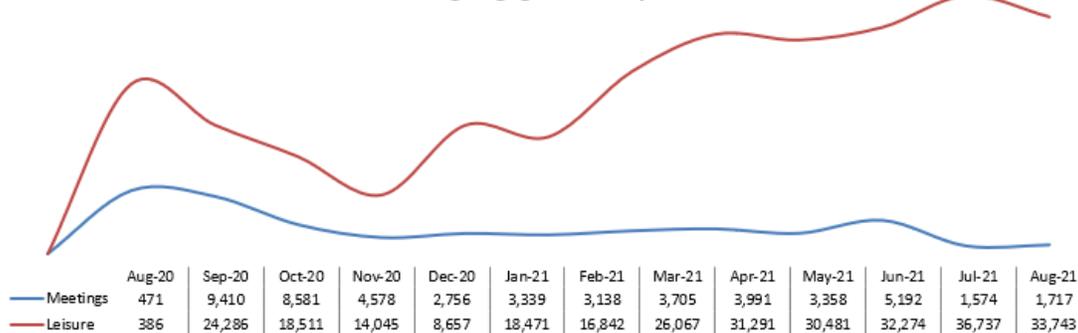
Advertising

Advertising engagement declined slightly but remained high with **35,361 site visits**. The leisure market had the largest engagement with **33,743 site visits** with advertisements on Facebook/Instagram and paid search performing the best in the leisure market. The meetings market had **1,717 site visits**, with paid search and MPI performing the best.

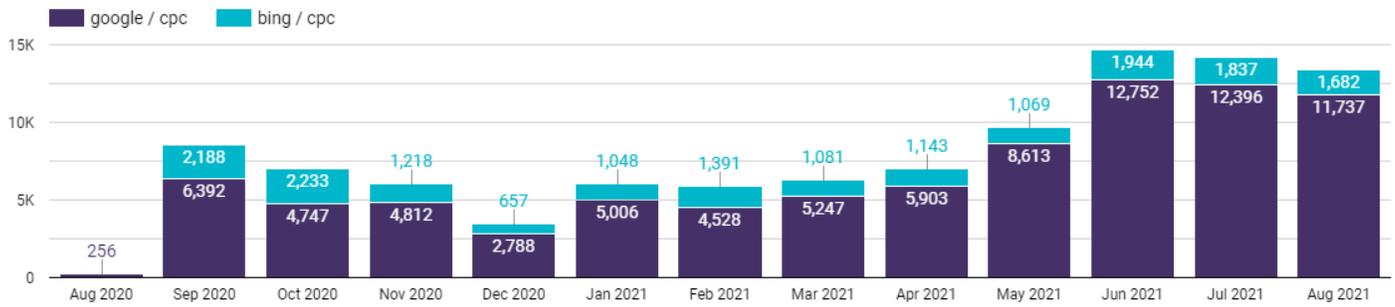
Advertising Engagement



Advertising Engagement - By Market



Paid Search Sessions

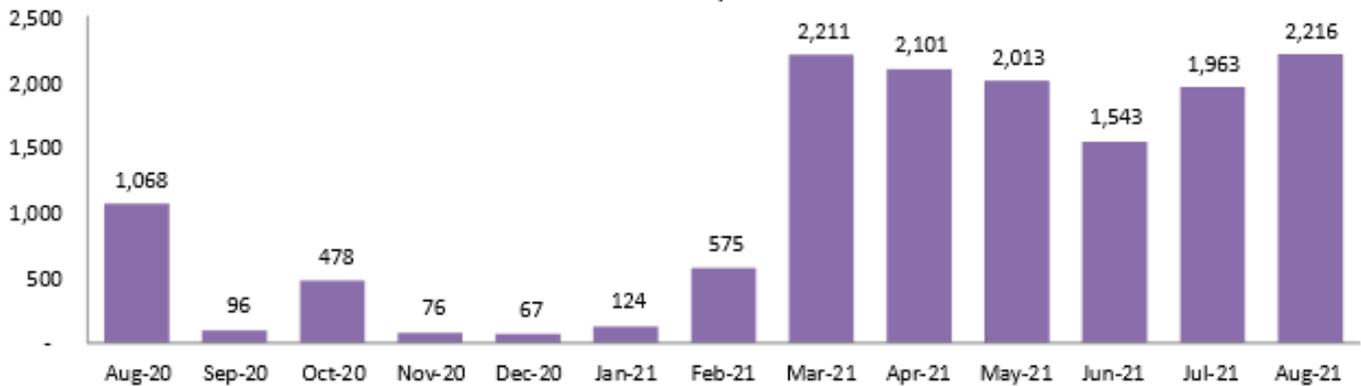


Social Media

The number of additional social media followers increased in August, with **2,216 new followers** and a **total influence of 120,402**. Again, the Visit Irving Facebook page performed the best, with 1,784 new likes.

Additional Social Media Followers

Total Influence: 120,402



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	84,972		5,731	9,485	774
<i>Impressions</i>	2,759,176		12,013	679,295	
<i>Profile Visits/Users</i>	2,364,392		808		
Convention Center	13,135	209,277	2,477	2,191	384
<i>Impressions</i>	n/a		288	1,308	
<i>Profile Visits/Users</i>	n/a		188		
Impacting Irving	1,253				

Hashtags #VisitIrving
#IrvingRocks

Irving Convention and Visitors Bureau username on Facebook, Twitter, Instagram - @VisitIrvingTx
Irving Convention Center username on Facebook, Twitter, Instagram - @IrvingTxCC

Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	173,116,440	95,262,916	67,150,963	618,880,735
ADVERTISING EQUIVALENCY ⁺	\$2,620,995	\$1,591,325	\$821,832	\$661,198	\$5,695,350
PUBLIC RELATIONS VALUE ⁺⁺	\$7,862,985	\$4,773,975	\$2,465,496	\$1,983,594	\$17,086,050

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

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

⁺⁺From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

-  "10 Better-Than-Europe Experiences you Can Have in the US," by Jill Schildhouse, *Fodor's Travel*, August 2021
-  "Want to take up sewing? Or revisit quilting? Irving expo this weekend at the Irving Convention Center will have you covered," by Sarah Bahari, *dallasnews.com*, August 19, 2021
-  "It's National Dog Day. Here are some pup-friendly patios in Irving to celebrate," by Sarah Bahari, *dallasnews.com*, August 26, 2021
-  Visit Irving Social Stats
-  Irving Convention Center Social Stats



DATE: September 20, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – August Data

STR

Irving's hotel occupancy rate for August was 59.6%, which is lower than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 50.9%, while Texas figures increased 23.8% and the US figures increased 29.7% for the month. Demand for the current period increased 50.4%, and YTD has increased 36.6% over last year, while STR data reflects a 50.9% increase for the current period and a 33.6% increase in YTD occupancy compared to 2020.

For the average daily rate, Irving was \$99.00, up 32.9% in August compared to last year, leaving Irving's YTD average daily rate at \$88.65, down 3.4% over last year.

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

AirBNB

For the month of August, there were 420 available listings in Irving which was a 2.4% increase in listings over last year's figure of 410. The average daily rate for August was \$222.33, which was an increase of 18.84% over last year, with an occupancy percentage of 58.1%, which remained flat compared to last year.

For the hotel comparable subset, the average daily rate for August was \$103.72, an increase of 4.55% from last year, with occupancy at 62.9%, an increase of 8.74% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: August 2021

	Current Month - August 2021 vs August 2020												Year to Date - August 2021 vs August 2020											
	Occ %		ADR		RevPAR		Percent Change from August 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	63.2	48.7	137.57	103.05	86.88	50.17	29.7	33.5	73.2	83.0	5.7	37.1	57.0	44.3	120.16	107.19	68.55	47.51	28.7	12.1	44.3	52.1	5.4	35.7
Texas	59.7	48.3	100.48	79.07	60.02	38.16	23.8	27.1	57.3	62.6	3.4	27.9	59.2	45.8	93.46	85.80	55.37	39.30	29.4	8.9	40.9	47.5	4.7	35.4
Atlanta, GA	60.2	47.6	104.56	79.63	62.98	37.90	26.5	31.3	66.1	72.4	3.8	31.3	59.7	47.5	96.24	90.33	57.48	42.94	25.6	6.5	33.8	41.3	5.6	32.6
Arlington, TX	62.3	52.6	97.91	69.45	60.98	36.55	18.4	41.0	66.9	66.8	-0.0	18.3	64.5	51.9	88.57	75.81	57.15	39.36	24.3	16.8	45.2	49.3	2.8	27.8
Charlotte, NC	57.8	42.4	100.62	79.68	58.18	33.82	36.2	26.3	72.0	84.2	7.1	45.9	53.9	44.6	91.34	90.11	49.25	40.22	20.8	1.4	22.5	33.4	8.9	31.6
Fort Worth, TX+	62.3	47.9	103.51	75.66	64.51	36.23	30.1	36.8	78.0	96.1	10.1	43.3	61.2	47.1	95.03	89.04	58.20	41.93	30.1	6.7	38.8	51.9	9.4	42.3
Frisco, TX+	49.1	37.5	118.26	97.78	58.05	36.70	30.8	21.0	58.2	83.5	16.0	51.7	51.9	36.6	115.62	120.21	59.97	44.01	41.7	-3.8	36.3	70.3	25.0	77.1
Grapevine, TX+	66.1	36.5	181.92	165.82	120.21	60.47	81.2	9.7	98.8	110.8	6.0	92.1	54.2	39.7	180.06	175.85	97.56	69.82	36.5	2.4	39.7	69.2	21.1	65.2
Irving, TX+	59.6	39.5	99.00	74.49	59.05	29.45	50.9	32.9	100.5	101.0	0.2	51.2	56.7	42.4	88.65	91.80	50.22	38.93	33.6	-3.4	29.0	31.2	1.7	35.9
Nashville, TN	65.0	37.2	148.54	88.38	96.58	32.88	74.8	68.1	193.7	209.6	5.4	84.2	56.4	42.1	124.90	110.01	70.43	46.29	34.0	13.5	52.1	66.3	9.3	46.5
Phoenix, AZ	57.5	44.1	104.52	81.39	60.10	35.87	30.5	28.4	67.6	79.8	7.3	40.0	61.0	51.0	120.76	124.19	73.68	63.30	19.7	-2.8	16.4	25.0	7.4	28.6
San Jose, CA+	57.9	42.4	119.99	105.70	69.53	44.81	36.7	13.5	55.2	53.4	-1.1	35.2	45.4	39.8	108.42	148.93	49.27	59.31	14.1	-27.2	-16.9	-17.6	-0.8	13.2

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

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

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: August 2021

	Current Month - August 2021 vs August 2020											Year to Date - August 2021 vs August 2020													
	Occ %		ADR		RevPAR		Percent Change from August 2020					Occ %		ADR		RevPAR		Percent Change from YTD 2020							
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Irving, TX+	59.6	39.5	99.00	74.49	59.05	29.45	50.9	32.9	100.5	101.0	0.2	51.2	56.7	42.4	88.65	91.80	50.22	38.93	33.6	-3.4	29.0	31.2	1.7	35.9	
Luxury/Full Service Irving+	50.1	27.7	138.82	108.69	69.52	30.06	81.1	27.7	131.3	131.7	0.2	81.4	45.3	33.5	126.46	137.99	57.31	46.19	35.4	-8.4	24.1	29.6	4.4	41.4	
All Suite/Extended Stay Irving+	66.5	51.0	84.88	65.21	56.42	33.25	30.4	30.2	69.7	65.3	-2.6	27.0	66.5	49.5	75.23	78.37	50.05	38.81	34.4	-4.0	29.0	27.0	-1.5	32.3	
Limited Service Irving+	65.3	39.2	93.76	70.87	61.22	27.80	66.4	32.3	120.2	136.8	7.5	79.0	62.1	41.3	83.14	93.82	51.59	38.71	50.4	-11.4	33.3	39.2	4.5	57.1	
Budget Irving+	63.7	46.0	62.01	51.40	39.49	23.66	38.3	20.6	66.9	66.8	-0.0	38.3	59.5	49.5	58.50	51.64	34.83	25.58	20.2	13.3	36.2	35.9	-0.2	19.9	
Las Colinas+	56.4	37.5	113.15	85.95	63.79	32.25	50.2	31.6	97.8	102.3	2.3	53.7	53.4	41.0	99.55	105.83	53.15	43.41	30.2	-5.9	22.4	31.2	7.2	39.5	
DFW North+	59.9	37.3	92.96	66.89	55.67	24.97	60.4	39.0	122.9	118.1	-2.2	56.9	57.8	41.3	84.01	89.77	48.57	37.05	40.1	-6.4	31.1	26.8	-3.2	35.5	
DFW South+	64.2	45.0	86.82	67.83	55.77	30.53	42.7	28.0	82.7	82.7	0.0	42.7	60.2	45.6	79.19	76.38	47.70	34.85	32.0	3.7	36.9	36.7	-0.1	31.9	
Full Service Las Colinas+	46.5	20.2	174.77	163.13	81.33	32.92	130.6	7.1	147.0	147.0	0.0	130.6	38.9	28.2	162.49	183.69	63.23	51.81	37.9	-11.5	22.0	38.2	13.2	56.2	
Limited Service Las Colinas+	63.8	51.1	79.33	62.08	50.59	31.72	24.8	27.8	59.5	66.0	4.1	29.9	64.3	49.8	70.89	75.65	45.57	37.66	29.1	-6.3	21.0	24.6	3.0	33.0	
Full Service DFW North+	46.6	24.8	120.85	92.29	56.35	22.87	88.2	30.9	146.4	147.7	0.5	89.1	42.4	32.5	113.15	130.30	47.92	42.37	30.2	-13.2	13.1	8.9	-3.7	25.4	
Limited Service DFW North+	68.0	45.5	79.59	57.83	54.09	26.32	49.3	37.6	105.5	97.1	-4.1	43.2	66.9	47.3	72.06	70.83	48.24	33.49	41.6	1.7	44.0	39.6	-3.1	37.2	
Full Service DFW South+																									
Limited Service DFW South+	64.8	43.8	80.54	65.70	52.22	28.75	48.2	22.6	81.6	81.6	0.0	48.2	58.9	46.0	73.34	69.86	43.21	32.11	28.2	5.0	34.6	34.3	-0.2	28.0	

AirBNB Data	Percent Change from Prior Year											Percent Change from Prior Year YTD												
	Occ %		ADR		RevPAR		Percent Change from Prior Year					Occ %		ADR		RevPAR		Percent Change from Prior Year YTD						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold
Entire Place	58.1	58.1	222.33	187.08	129.11	108.65	0.00	18.84	18.84	14.0	4.4	-1.6	60.0	62.36	207.58	177.38	124.62	110.61	-3.72	17.02	12.67	3.3	-9.2	-10.4
Hotel Comparable	62.9	57.88	103.72	99.20	65.29	57.42	8.74	4.55	13.69	-7.7	-18.9	-11.8	59.0	63.67	97.99	102.91	57.78	65.52	-7.39	-4.78	-11.82	-24.3	-14.1	-20.5

Available Listings	2021	2020	% Chg
Entire Place	268	216	24.1
Private Room	116	170	(31.8)
Shared Room	36	24	50.0
Total Available Listings	420	410	2.4

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12762	11334
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	31	3617	3510
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2437	1716
Las Colinas+	31	30	5262	4926
DFW North+	25	25	3976	3976
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	20	20	2268	2268
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385	58.3	232,397	548,517	33.3%	-20.8%	33.4%	-20.7%
April	22.6	79,279	771,664	58.0	223,663	772,180	182.1%	0.1%	157.4%	-1.9%
May	27.1	98,249	869,913	62.1	245,810	1,017,990	150.2%	17.0%	125.7%	12.9%
June	33.4	127,470	997,383	64.8	248,066	1,266,056	94.6%	26.9%	95.1%	23.2%
July	34.3	135,465	1,132,848	65.6	259,433	1,525,489	91.5%	34.7%	91.6%	31.3%
August	39.7	156,844	1,289,692	59.6	235,957	1,761,446	50.4%	36.6%	50.9%	33.6%
September	44.0	168,128	1,457,820							
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

August 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL	86.32	40.0%	78.45	-26.0%	58.0%	157.4%	50.2%	-1.9%	50.05	260.2%	39.36	-27.4%
MAY	92.37	49.4%	81.82	-19.0%	62.1%	125.7%	52.6%	12.9%	57.39	237.1%	43.07	-8.6%
JUNE	96.63	36.2%	84.73	-12.8%	64.8%	95.1%	54.6%	23.2%	62.61	165.7%	46.29	7.4%
JULY	98.71	37.5%	87.07	-7.6%	65.6%	91.6%	56.2%	31.3%	64.73	163.4%	48.95	21.3%
AUGUST	99.00	32.9%	88.65	-3.4%	59.6%	50.9%	56.7%	33.6%	59.05	100.5%	50.22	29.0%
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 85.55 -14.6% Occupancy 51.0% -0.4% RevPAR 43.63 -15.0%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL	90.98	43.9%	83.50	-11.8%	62.5%	127.6%	55.3%	13.7%	56.82	227.4%	46.14	0.3%
MAY	97.00	40.8%	86.83	-4.3%	62.0%	71.9%	56.6%	22.8%	60.09	142.0%	49.16	17.5%
JUNE	101.16	31.6%	89.55	1.2%	65.2%	49.3%	58.1%	27.1%	65.94	96.5%	52.00	28.5%
JULY	105.97	38.6%	92.24	6.3%	65.7%	49.7%	59.2%	30.3%	69.67	107.5%	54.60	38.4%
AUGUST	100.48	27.1%	93.46	8.9%	59.7%	23.8%	59.2%	29.4%	60.02	57.3%	55.37	40.9%
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

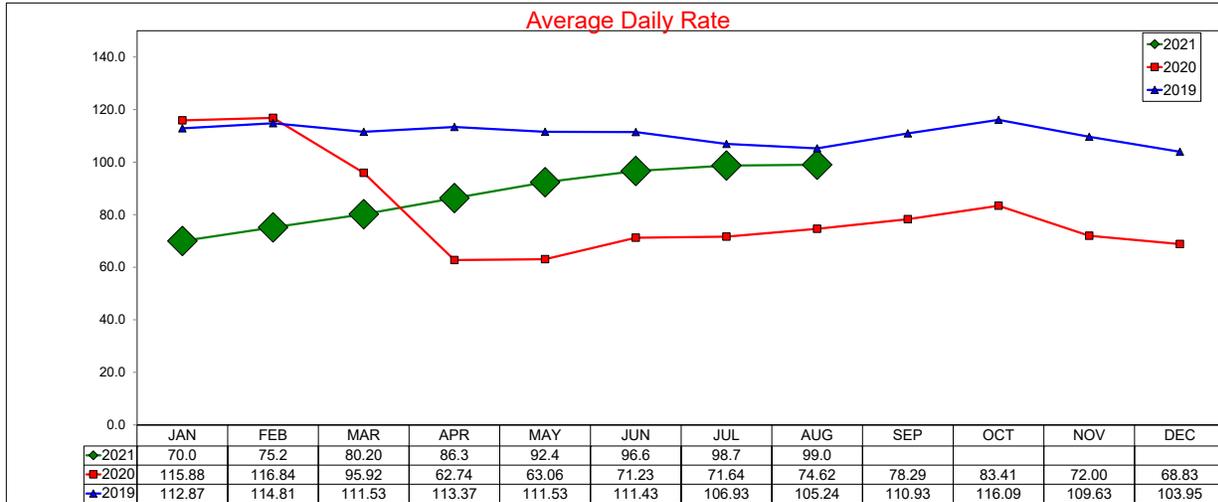
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL	110.34	51.1%	102.58	-12.8%	57.5%	136.1%	49.2%	7.8%	63.46	256.8%	50.45	-6.0%
MAY	117.69	48.4%	106.35	-5.1%	59.3%	78.6%	51.3%	18.6%	69.81	165.1%	54.56	12.6%
JUNE	129.00	39.7%	111.08	2.0%	66.1%	56.4%	53.8%	24.9%	85.31	118.4%	59.77	27.4%
JULY	143.30	40.2%	117.11	8.6%	69.6%	47.7%	56.2%	28.6%	99.71	107.0%	65.77	39.6%
AUGUST	137.57	33.5%	120.16	12.1%	63.2%	29.7%	57.0%	28.7%	86.88	73.2%	68.55	44.3%
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

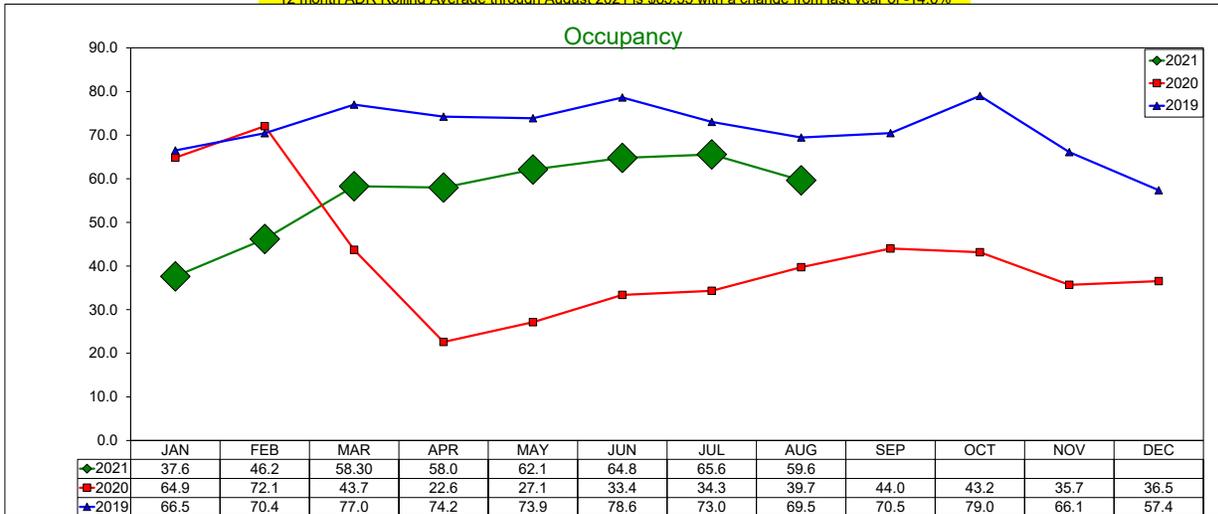
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

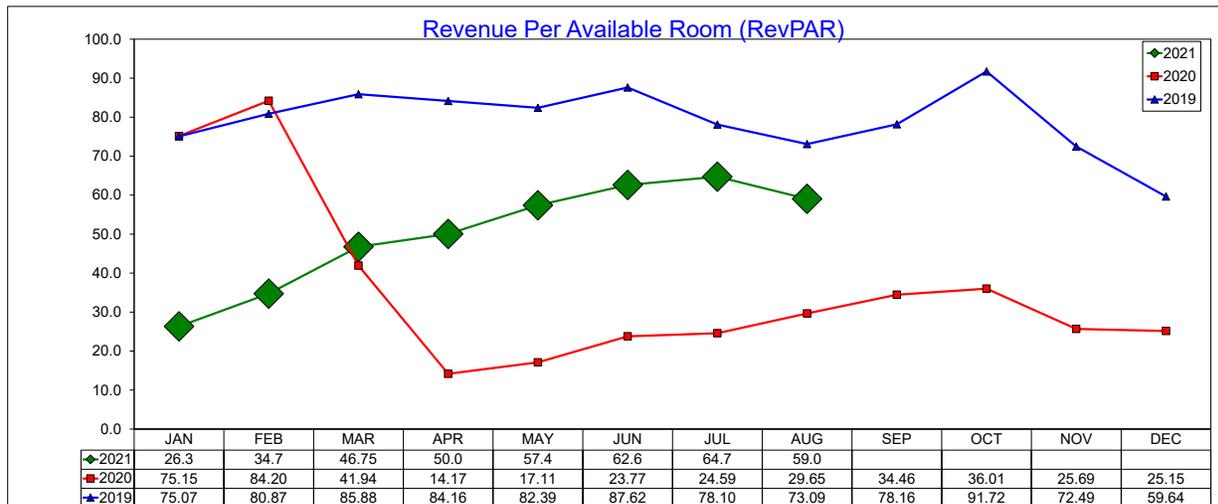
August 2021



12 month ADR Rolling Average through August 2021 is \$85.55 with a change from last year of -14.6%



12 month Occupancy Rolling Average through August 2021 is 51% with a change from last year of -0.4%



12 month RevPAR Rolling Average through August 2021 is \$43.63 with a change from last year of -15.0%

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Monthly & YTD AirDNA Data

August 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL	214.81	17.6%	188.30	7.8%	64.3%	7.7%	56.3%	-9.8%	138.07	26.7%	106.05	-2.7%
MAY	211.07	24.9%	193.72	11.6%	65.8%	-1.5%	58.3%	-7.8%	138.86	23.0%	112.97	2.9%
JUNE	225.42	32.6%	198.70	14.9%	64.8%	3.8%	59.2%	-6.1%	146.04	37.6%	117.72	7.9%
JULY	243.57	26.1%	205.63	16.7%	66.9%	8.0%	60.3%	-4.2%	162.84	36.2%	124.00	11.8%
AUGUST	222.33	18.8%	207.58	17.0%	58.1%	0.0%	60.0%	-3.7%	129.11	18.8%	124.62	12.7%
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

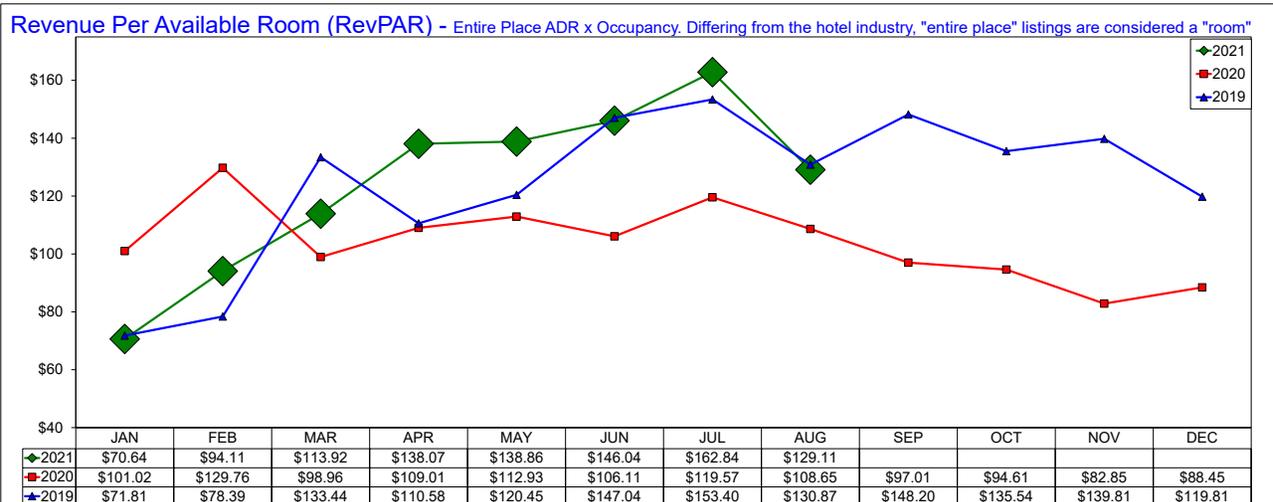
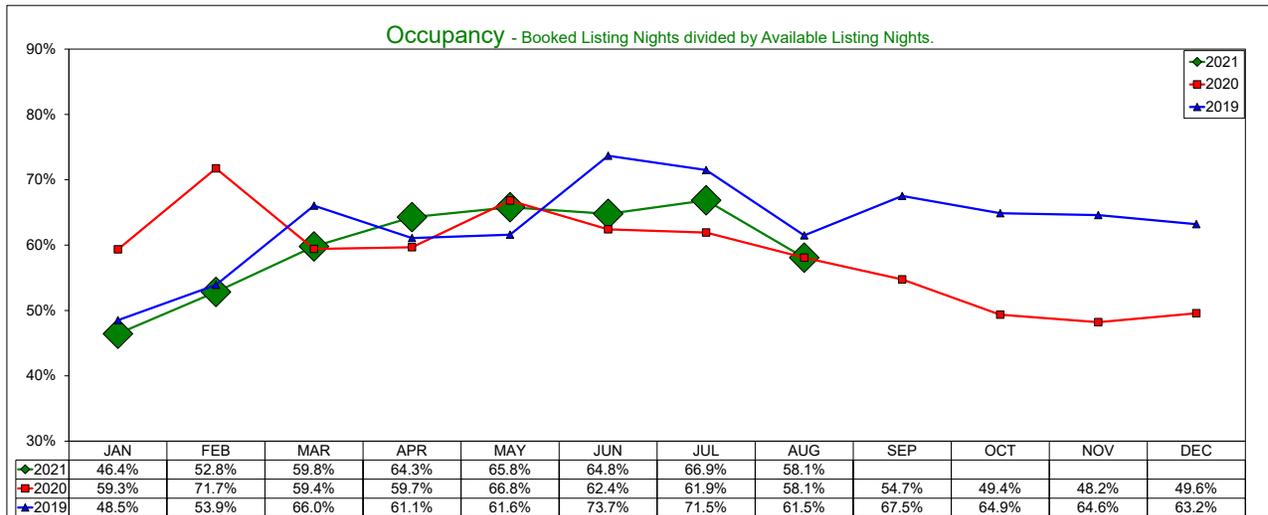
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL	95.58	-10.3%	92.05	-12.3%	61.2%	0.4%	55.3%	-13.8%	58.53	-9.9%	50.86	-24.4%
MAY	101.75	-0.5%	94.19	-9.7%	65.2%	-9.8%	57.2%	-13.2%	66.33	-10.2%	53.86	-21.6%
JUNE	104.99	8.6%	95.80	-6.8%	60.9%	-2.2%	57.7%	-11.4%	63.94	6.1%	55.28	-17.5%
JULY	105.77	-0.2%	97.26	-5.9%	63.5%	4.5%	58.5%	-9.2%	67.20	4.3%	56.89	-14.5%
AUGUST	103.72	4.6%	97.99	-4.8%	62.9%	8.7%	59.0%	-7.4%	65.29	13.7%	57.78	-11.8%
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

August 2021

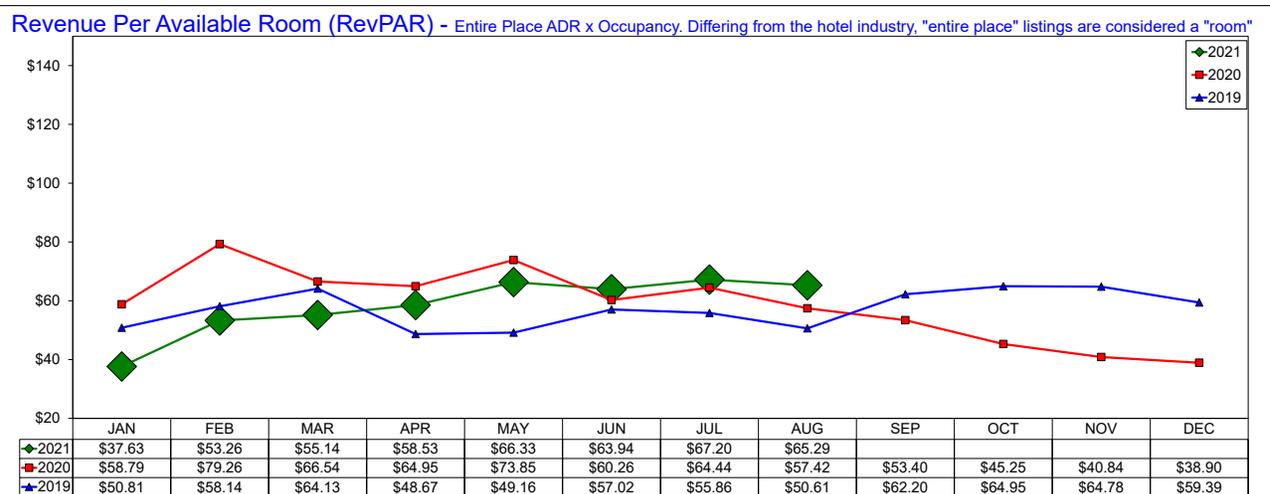
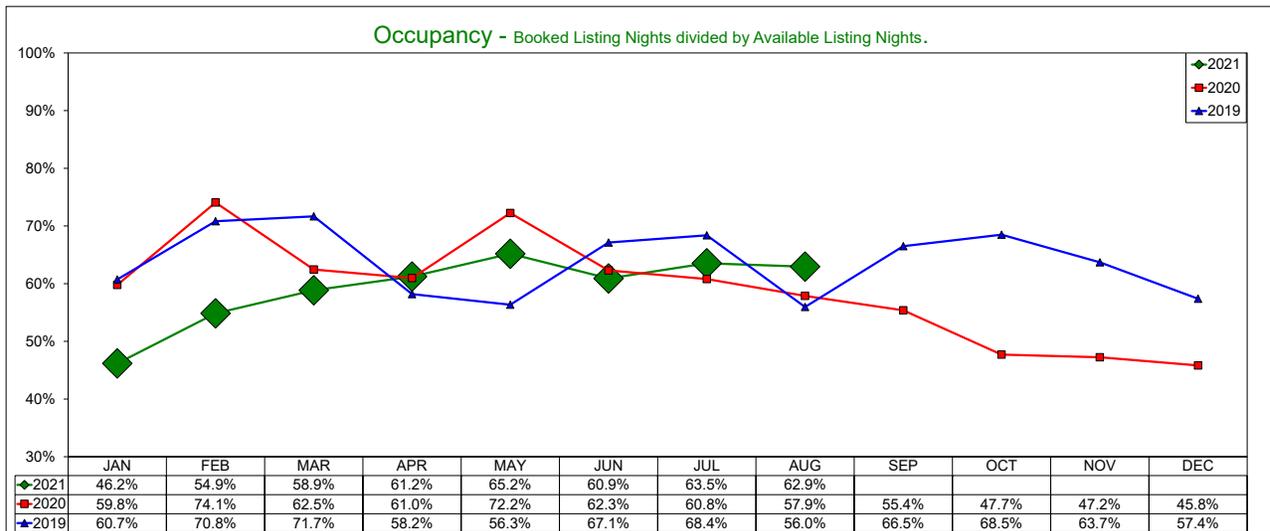
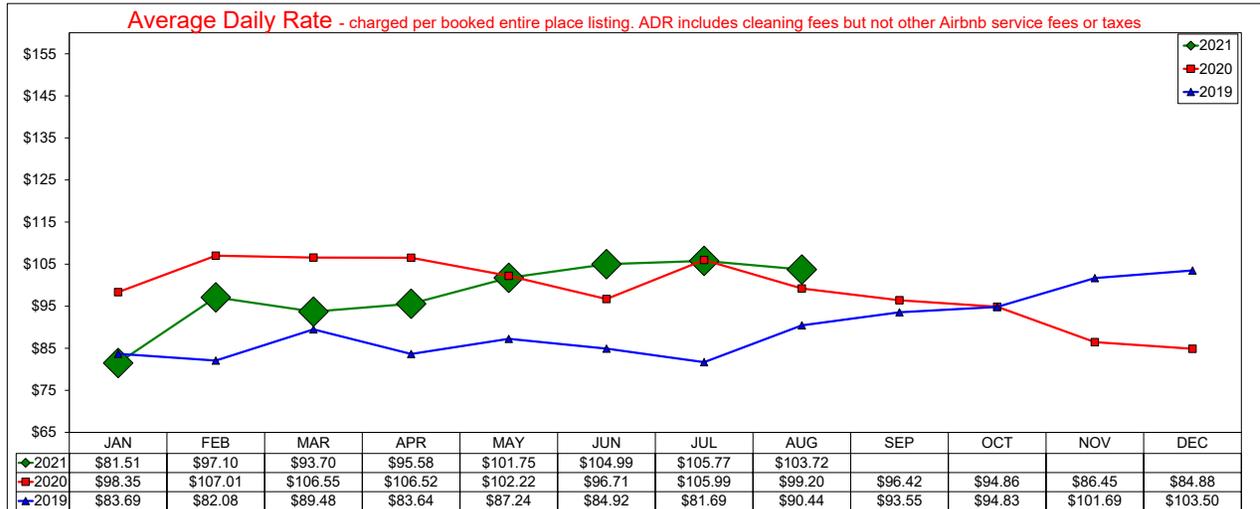
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

August 2021

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



2021 - 2020 - 2019 COMPARISON Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
January	37.62	64.85	66.51	69.98	115.88	112.87	26.33	75.15	75.07
February	46.20	72.06	70.43	75.17	116.84	114.81	34.73	84.20	80.87
March	58.30	43.72	77.00	80.20	95.92	111.53	46.75	41.94	85.88
April	58.00	22.59	74.23	86.32	62.74	113.37	50.05	14.17	84.16
May	62.10	27.10	73.87	92.37	63.06	111.53	57.39	17.11	82.39
June	65.60	33.37	78.63	98.71	71.23	111.43	64.73	23.77	87.62
July	65.60	34.32	73.04	98.71	71.64	106.93	64.73	24.59	78.10
August	59.60	39.74	68.79	99.00	74.62	105.30	59.05	29.65	72.44
September		44.01	70.15		78.29	110.85		34.46	77.76
October		43.17	79.07		83.41	116.05		36.01	91.76
November		35.68	66.12		72.00	109.63		25.69	72.49
December		36.54	57.38		68.83	103.95		25.15	59.64



DATE: August 20, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – July Data

STR

Irving's hotel occupancy rate for July was 65.6%, which is lower than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 91.6%, while Texas figures increased 49.7% and the US figures were up 47.7% for the month. Demand for the current period has increased 91.5%, and YTD has increased 34.7% over last year, while STR data reflects a 91.6% increase for the current period and a 31.3% increase in YTD occupancy compared to 2020.

For average daily rate, Irving was \$98.71 up 37.5% in July compared to last year, leaving Irving's YTD average daily rate at \$87.07, down 7.6% over last year.

As you review the current data, please remember that this time last year, we were seeing the onslaught of the pandemic and the nearly complete stoppage of travel. While the data may reflect an uptick from last year's lowest times, it should definitely not be mistaken for a complete recovery.

AirBNB

For the month of July, there were 456 available listings in Irving which is a 32.9% increase in listings over last year's figure of 343. The average daily rate for July is \$243.57, which is an increase of 26.13% over last year, with an occupancy percentage of 66.9%, which is a 7.97% increase compared to last year.

For the hotel comparable subset, the average daily rate for July is \$105.77, a decrease of .20% from last year, with occupancy at 63.5%, an increase of 4.49% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: July 2021

	Current Month - July 2021 vs July 2020												Year to Date - July 2021 vs July 2020											
	Occ %		ADR		RevPAR		Percent Change from July 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.6	47.1	143.30	102.23	99.71	48.17	47.7	40.2	107.0	121.0	6.8	57.7	56.2	43.7	117.11	107.84	65.77	47.11	28.6	8.6	39.6	47.1	5.4	35.5
Texas	65.7	43.9	105.97	76.47	69.67	33.57	49.7	38.6	107.5	116.4	4.3	56.2	59.2	45.4	92.24	86.80	54.60	39.44	30.3	6.3	38.4	45.2	4.9	36.7
Atlanta, GA	70.5	49.8	114.28	80.80	80.51	40.21	41.6	41.4	100.2	109.6	4.7	48.2	59.6	47.5	95.05	92.02	56.70	43.74	25.5	3.3	29.6	37.4	6.0	33.0
Arlington, TX	73.3	50.9	103.70	68.26	76.04	34.73	44.1	51.9	118.9	118.8	-0.0	44.0	64.9	51.9	87.22	76.63	56.63	39.74	25.2	13.8	42.5	47.1	3.3	29.3
Charlotte, NC	63.0	42.2	102.13	76.80	64.35	32.40	49.4	33.0	98.6	117.2	9.4	63.3	53.2	44.9	89.83	91.62	47.84	41.15	18.6	-1.9	16.3	27.0	9.3	29.5
Fort Worth, TX+	66.5	43.1	103.79	71.27	69.05	30.71	54.4	45.6	124.8	149.6	11.0	71.4	61.1	47.0	93.73	91.07	57.23	42.77	30.0	2.9	33.8	46.3	9.3	42.1
Frisco, TX+	60.8	29.8	128.00	96.09	77.88	28.62	104.3	33.2	172.1	215.7	16.0	137.0	52.3	36.5	115.25	123.92	60.25	45.19	43.4	-7.0	33.3	68.6	26.5	81.3
Grapevine, TX+	78.7	32.0	210.08	178.24	165.27	57.11	145.5	17.9	189.4	206.8	6.0	160.3	52.4	40.3	179.71	177.42	94.20	71.43	30.2	1.3	31.9	63.1	23.7	61.0
Irving, TX+	65.6	34.2	98.71	71.80	64.73	24.58	91.6	37.5	163.4	164.0	0.2	92.0	56.2	42.8	87.07	94.19	48.95	40.34	31.3	-7.6	21.3	23.7	1.9	33.8
Nashville, TN	73.5	37.9	151.80	89.80	111.54	34.04	93.9	69.0	227.7	248.4	6.3	106.1	55.2	42.9	120.56	112.67	66.61	48.33	28.8	7.0	37.8	51.5	9.9	41.5
Phoenix, AZ	61.0	43.3	108.82	80.56	66.37	34.88	40.9	35.1	90.3	108.5	9.5	54.3	61.7	52.1	122.64	129.12	75.62	67.32	18.3	-5.0	12.3	20.7	7.5	27.1
San Jose, CA+	54.5	33.9	115.60	103.47	63.05	35.10	60.8	11.7	79.6	79.5	-0.0	60.7	43.6	39.5	106.20	155.69	46.34	61.43	10.6	-31.8	-24.6	-25.2	-0.8	9.7

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

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

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: July 2021

	Current Month - July 2021 vs July 2020												Year to Date - July 2021 vs July 2020											
	Occ %		ADR		RevPAR		Percent Change from July 2020					Occ %		ADR		RevPAR		Percent Change from YTD 2020						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	65.6	34.2	98.71	71.80	64.73	24.58	91.6	37.5	163.4	164.0	0.2	92.0	56.2	42.8	87.07	94.19	48.95	40.34	31.3	-7.6	21.3	23.7	1.9	33.8
Luxury/Full Service Irving+	56.0	19.2	136.25	110.06	76.31	21.12	191.8	23.8	261.2	261.8	0.2	192.3	44.6	34.4	124.40	141.66	55.50	48.70	29.8	-12.2	14.0	19.8	5.1	36.4
All Suite/Extended Stay Irving+	72.8	47.6	84.15	64.93	61.28	30.90	53.0	29.6	98.3	93.2	-2.6	49.1	66.5	49.3	73.83	80.37	49.13	39.63	35.0	-8.1	24.0	22.2	-1.4	33.1
Limited Service Irving+	71.9	34.2	95.25	72.47	68.50	24.75	110.6	31.4	176.8	197.6	7.5	126.5	61.6	41.5	81.47	96.88	50.19	40.25	48.3	-15.9	24.7	29.7	4.0	54.3
Budget Irving+	68.6	44.2	63.19	49.59	43.32	21.92	55.1	27.4	97.6	97.6	-0.0	55.1	59.0	50.0	58.13	51.67	34.28	25.86	17.8	12.5	32.6	32.3	-0.2	17.6
Las Colinas+	63.2	33.2	111.28	82.14	70.31	27.24	90.5	35.5	158.1	164.0	2.3	94.9	53.0	41.6	97.43	108.60	51.59	45.13	27.4	-10.3	14.3	23.4	7.9	37.5
DFW North+	65.1	31.0	92.62	64.05	60.29	19.84	110.2	44.6	204.0	197.3	-2.2	105.6	57.5	41.8	82.65	92.75	47.53	38.81	37.4	-10.9	22.5	18.3	-3.4	32.7
DFW South+	69.7	39.5	88.11	66.15	61.40	26.16	76.2	33.2	134.7	134.7	0.0	76.2	59.7	45.7	78.09	77.61	46.60	35.48	30.5	0.6	31.3	31.2	-0.1	30.4
Full Service Las Colinas+	52.4	13.3	170.66	176.24	89.45	23.43	294.3	-3.2	281.8	281.8	0.0	294.3	37.8	29.6	160.29	186.05	60.58	55.00	27.9	-13.9	10.1	27.2	15.5	47.6
Limited Service Las Colinas+	71.3	48.7	78.43	62.03	55.91	30.22	46.3	26.4	85.0	92.6	4.1	52.3	64.4	49.6	69.66	77.67	44.83	38.52	29.8	-10.3	16.4	19.7	2.8	33.5
Full Service DFW North+	50.5	15.7	117.89	88.40	59.50	13.89	221.3	33.4	328.5	330.7	0.5	223.0	41.7	33.7	111.83	134.39	46.63	45.23	23.9	-16.8	3.1	-1.3	-4.3	18.6
Limited Service DFW North+	74.1	41.1	80.91	57.76	59.96	23.73	80.4	40.1	152.6	142.3	-4.1	73.0	66.8	47.5	70.97	72.65	47.41	34.54	40.5	-2.3	37.3	33.2	-3.0	36.4
Full Service DFW South+																								
Limited Service DFW South+	68.7	40.6	81.86	63.48	56.23	25.78	69.1	29.0	118.1	118.1	0.0	69.1	58.1	46.3	72.31	70.43	42.00	32.60	25.5	2.7	28.9	28.6	-0.2	25.3

AirBNB Data	Percent Change from Prior Year												Percent Change from Prior Year YTD											
	Occ %		ADR		RevPAR		Percent Change from Prior Year					Occ %		ADR		RevPAR		Percent Change from Prior Year YTD						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold
Entire Place	66.9	61.9	243.57	193.10	162.84	119.57	7.97	26.13	36.19	4.3	-22.1	-12.6	60.3	62.92	205.63	176.21	124.00	110.87	-4.15	16.69	11.85	2.0	-10.9	-11.4
Hotel Comparable	63.5	60.80	105.77	105.99	67.20	64.44	4.49	-0.20	4.28	-29.3	-32.2	-29.1	58.5	64.40	97.26	103.33	56.89	66.55	-9.18	-5.87	-14.52	-26.1	-13.5	-21.5

Available Listings	2021	2020	% Chg
Entire Place	298	176	69.3
Private Room	120	139	(13.7)
Shared Room	38	28	35.7
Total Available Listings	456	343	32.9

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12762	11334
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	31	3617	3510
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2437	1716
Las Colinas+	31	30	5262	4926
DFW North+	25	25	3976	3976
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	20	20	2268	2268
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385	58.3	232,397	548,517	33.3%	-20.8%	33.4%	-20.7%
April	22.6	79,279	771,664	58.0	223,663	772,180	182.1%	0.1%	157.4%	-1.9%
May	27.1	98,249	869,913	62.1	245,810	1,017,990	150.2%	17.0%	125.7%	12.9%
June	33.4	127,470	997,383	64.8	248,066	1,266,056	94.6%	26.9%	95.1%	23.2%
July	34.3	135,465	1,132,848	65.6	259,433	1,525,489	91.5%	34.7%	91.6%	31.3%
August	39.7	156,844	1,289,692							
September	44.0	168,128	1,457,820							
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

July 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL	86.32	40.0%	78.45	-26.0%	58.0%	157.4%	50.2%	-1.9%	50.05	260.2%	39.36	-27.4%
MAY	92.37	49.4%	81.82	-19.0%	62.1%	125.7%	52.6%	12.9%	57.39	237.1%	43.07	-8.6%
JUNE	96.63	36.2%	84.73	-12.8%	64.8%	95.1%	54.6%	23.2%	62.61	165.7%	46.29	7.4%
JULY	98.71	37.5%	87.07	-7.6%	65.6%	91.6%	56.2%	31.3%	64.73	163.4%	48.95	21.3%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:		ADR	83.43	-18.5%	Occupancy		49.3%	-8.2%	RevPAR		41.14	-25.2%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL	90.98	43.9%	83.50	-11.8%	62.5%	127.6%	55.3%	13.7%	56.82	227.4%	46.14	0.3%
MAY	97.00	40.8%	86.83	-4.3%	62.0%	71.9%	56.6%	22.8%	60.09	142.0%	49.16	17.5%
JUNE	101.16	31.6%	89.55	1.2%	65.2%	49.3%	58.1%	27.1%	65.94	96.5%	52.00	28.5%
JULY	105.97	38.6%	92.24	6.3%	65.7%	49.7%	59.2%	30.3%	69.67	107.5%	54.60	38.4%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL	110.34	51.1%	102.58	-12.8%	57.5%	136.1%	49.2%	7.8%	63.46	256.8%	50.45	-6.0%
MAY	117.69	48.4%	106.35	-5.1%	59.3%	78.6%	51.3%	18.6%	69.81	165.1%	54.56	12.6%
JUNE	129.00	39.7%	111.08	2.0%	66.1%	56.4%	53.8%	24.9%	85.31	118.4%	59.77	27.4%
JULY	143.30	40.2%	117.11	8.6%	69.6%	47.7%	56.2%	28.6%	99.71	107.0%	65.77	39.6%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

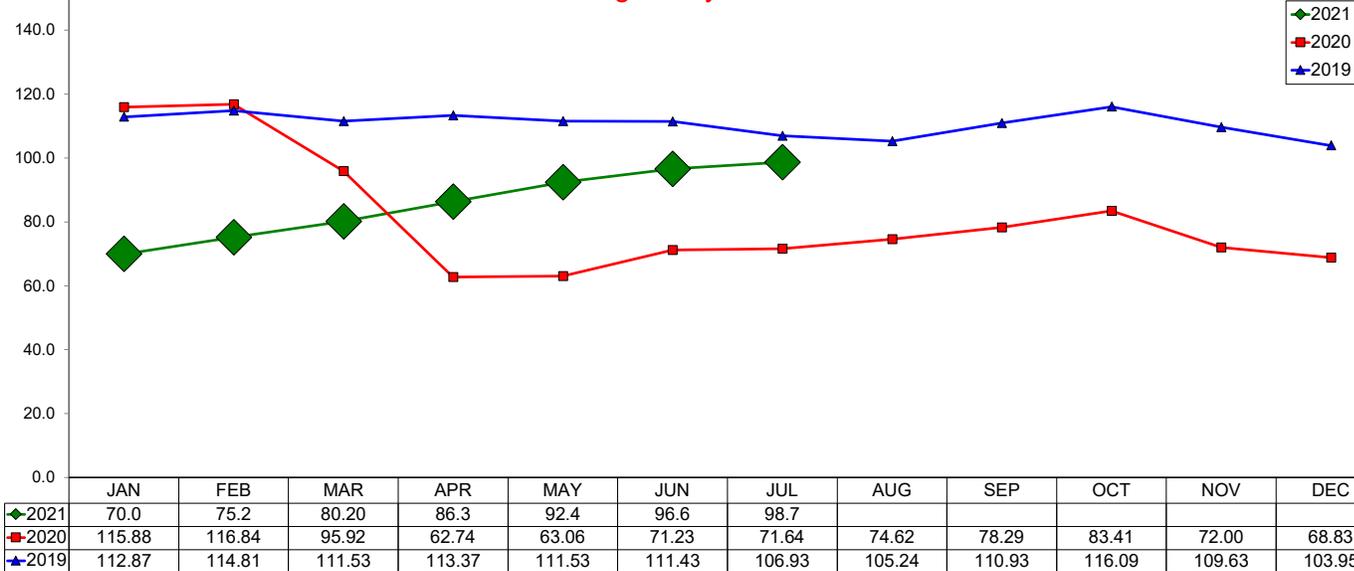
Note: The "Change %" column refers to the change from the prior year's figure.

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

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

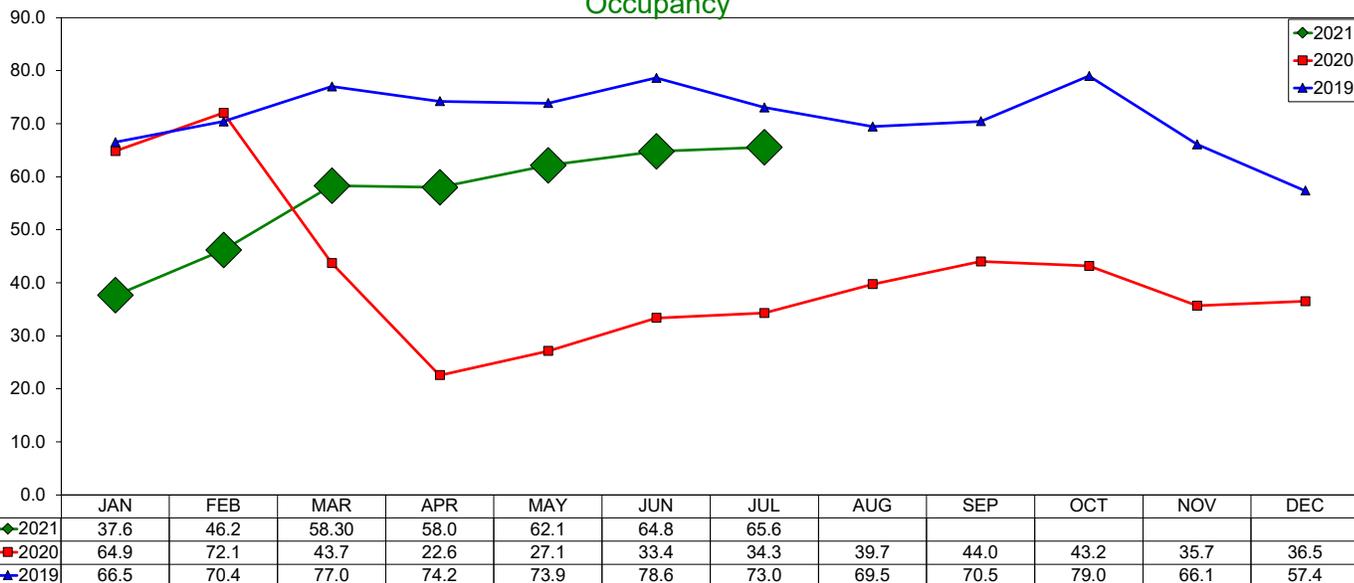
July 2021

Average Daily Rate



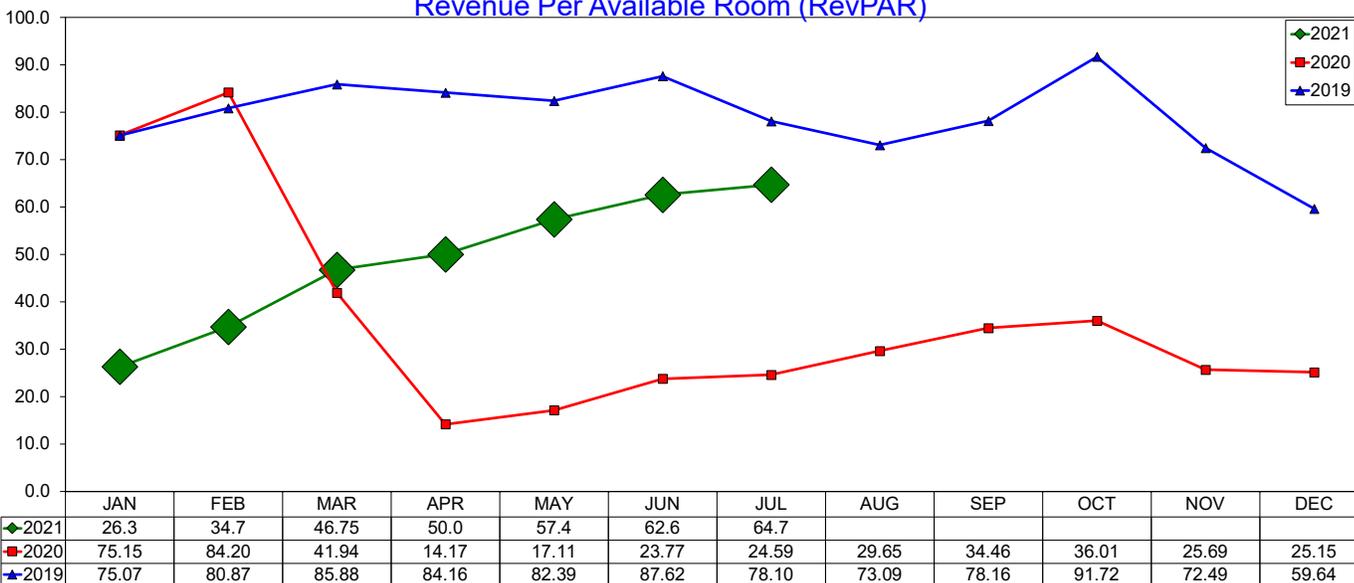
12 month ADR Rolling Average through July 2021 is \$83.43 with a change from last year of -18.5%

Occupancy



12 month Occupancy Rolling Average through July 2021 is 49.31% with a change from last year of -8.2%

Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through July 2021 is \$41.14 with a change from last year of -25.2%

Monthly & YTD AirDNA Data

July 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL	214.81	17.6%	188.30	7.8%	64.3%	7.7%	56.3%	-9.8%	138.07	26.7%	106.05	-2.7%
MAY	211.07	24.9%	193.72	11.6%	65.8%	-1.5%	58.3%	-7.8%	138.86	23.0%	112.97	2.9%
JUNE	225.42	32.6%	198.70	14.9%	64.8%	3.8%	59.2%	-6.1%	146.04	37.6%	117.72	7.9%
JULY	243.57	26.1%	205.63	16.7%	66.9%	8.0%	60.3%	-4.2%	162.84	36.2%	124.00	11.8%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

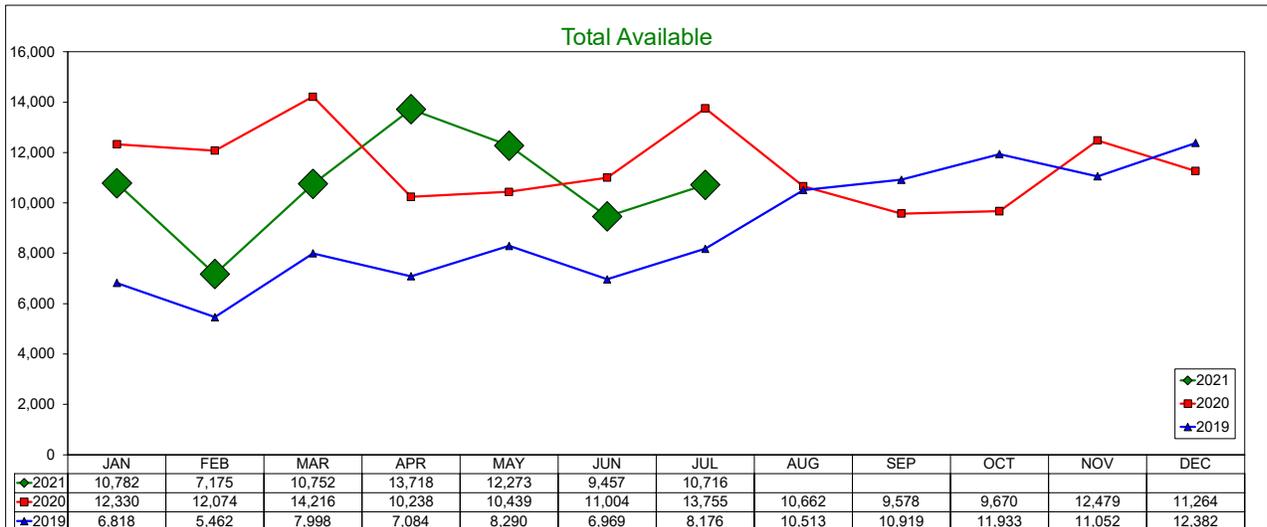
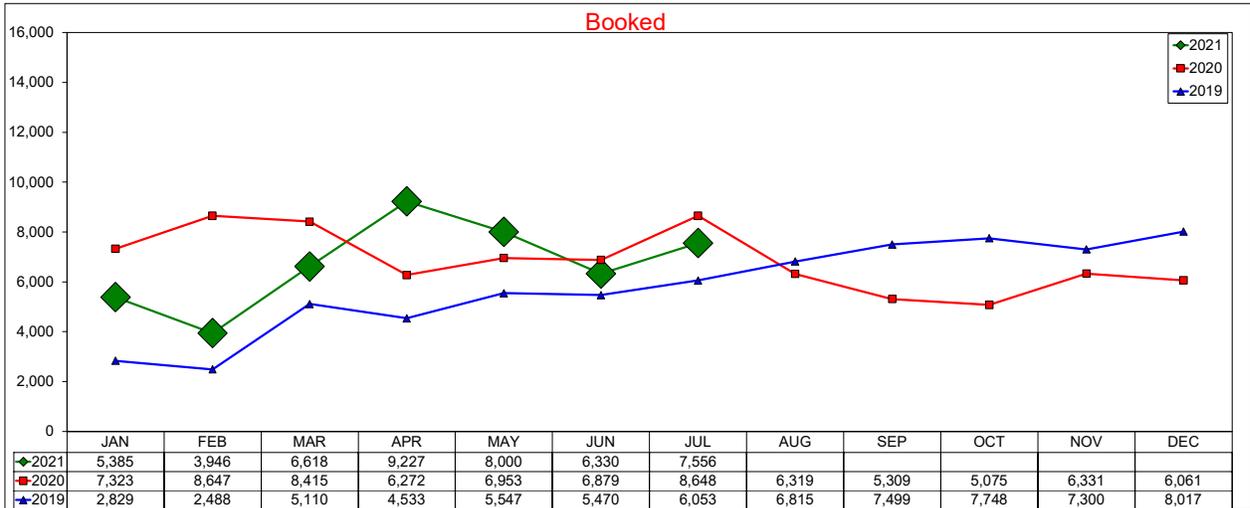
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL	95.58	-10.3%	92.05	-12.3%	61.2%	0.4%	55.3%	-13.8%	58.53	-9.9%	50.86	-24.4%
MAY	101.75	-0.5%	94.19	-9.7%	65.2%	-9.8%	57.2%	-13.2%	66.33	-10.2%	53.86	-21.6%
JUNE	104.99	8.6%	95.80	-6.8%	60.9%	-2.2%	57.7%	-11.4%	63.94	6.1%	55.28	-17.5%
JULY	105.77	-0.2%	97.26	-5.9%	63.5%	4.5%	58.5%	-9.2%	67.20	4.3%	56.89	-14.5%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Room Nights - Entire Place

July 2021

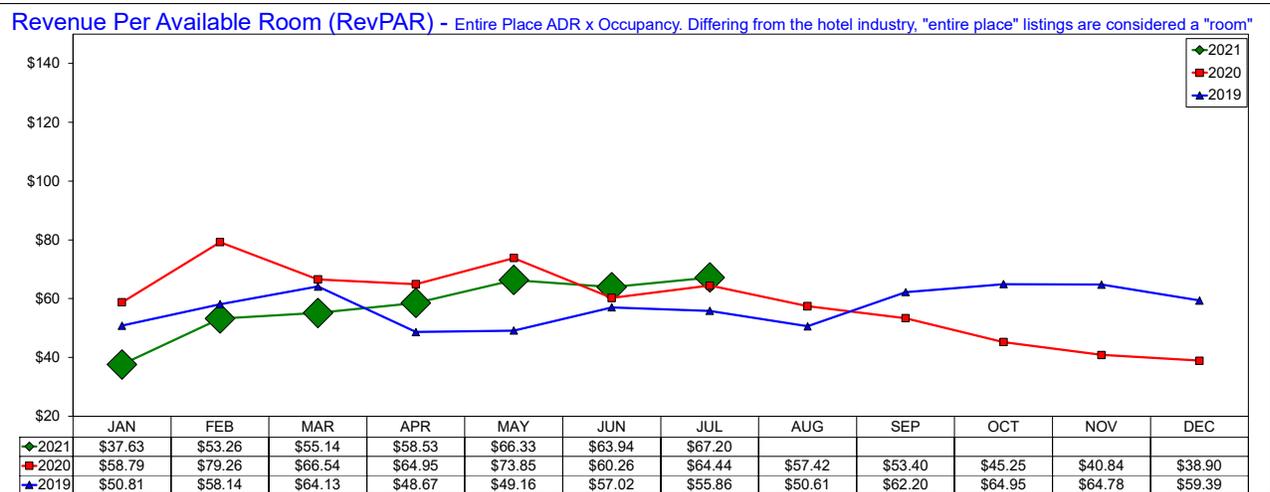
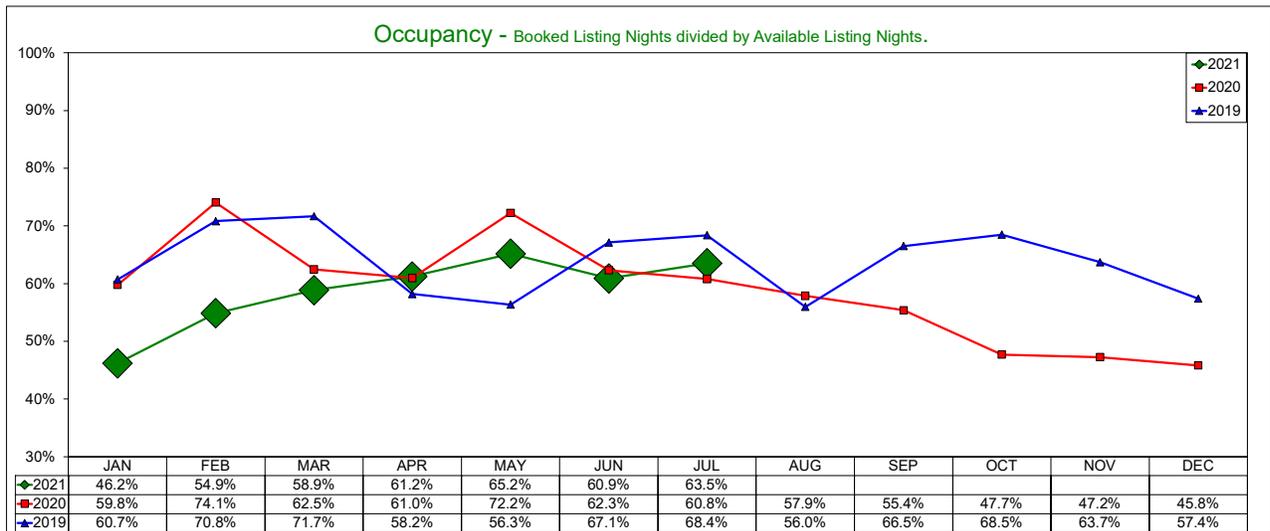
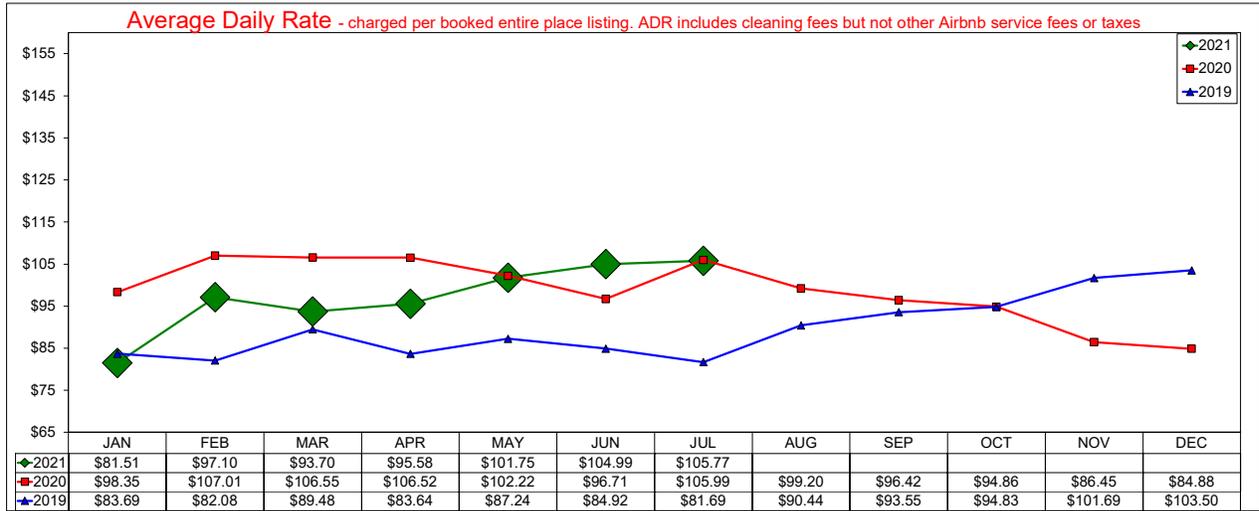
Listing Nights multiplied by the number of bedrooms in each listing



AirDNA - Hotel Comparable Subset

July 2021

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

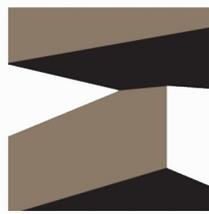


2021 - 2020 - 2019 COMPARISON Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
January	37.62	64.85	66.51	69.98	115.88	112.87	26.33	75.15	75.07
February	46.20	72.06	70.43	75.17	116.84	114.81	34.73	84.20	80.87
March	58.30	43.72	77.00	80.20	95.92	111.53	46.75	41.94	85.88
April	58.00	22.59	74.23	86.32	62.74	113.37	50.05	14.17	84.16
May	62.10	27.10	73.87	92.37	63.06	111.53	57.39	17.11	82.39
June	65.60	33.37	78.63	98.71	71.23	111.43	64.73	23.77	87.62
July	65.60	34.32	73.04	98.71	71.64	106.93	64.73	24.59	78.10
August		39.74	68.79		74.62	105.30		29.65	72.44
September		44.01	70.15		78.29	110.85		34.46	77.76
October		43.17	79.07		83.41	116.05		36.01	91.76
November		35.68	66.12		72.00	109.63		25.69	72.49
December		36.54	57.38		68.83	103.95		25.15	59.64

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

**CONVENTION CENTER
MANAGEMENT REPORTS**



IRVING CONVENTION CENTER AT LAS COLINAS

AN ASM GLOBAL MANAGED FACILITY

September 17, 2021

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Matt Tungett, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – August 2021**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	74,367	225,700	8,254	692,314	1,192,539	416,598
Ancillary Income	168,661	263,796	(4,374)	785,899	1,739,109	2,719,651
Total Event Income	243,028	489,496	3,880	1,478,213	2,931,648	3,136,249
Other Income	44,264	46,625	21,492	346,060	336,375	594,508
Adjusted Gross Income	287,292	536,121	25,372	1,824,273	3,268,023	3,730,757
Indirect Expenses	(391,294)	(467,166)	(355,700)	(3,983,307)	(4,712,568)	(5,295,040)
Net Income (Loss)	(104,002)	68,955	(330,328)	(2,159,034)	(1,444,545)	(1,564,283)

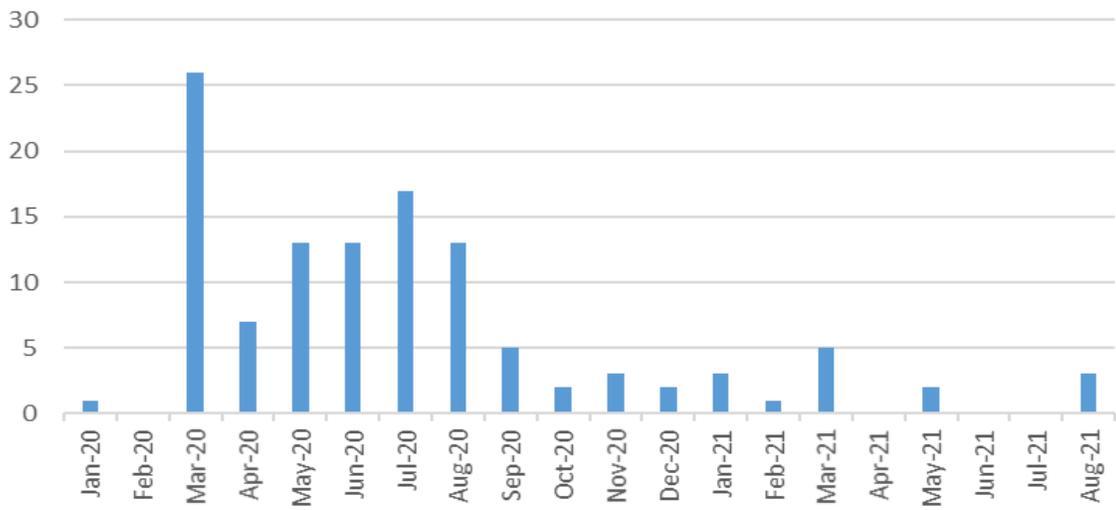
- Total direct event income consisted of rental and service revenue from the twelve revenue-producing events we had for the month: IEC Graduation, DFW Church, Dobson Wedding Anniversary, North Texas Commission, The Original Sewing and Quilt Expo, Texas Pro Bodybuilding, AATC-AAGD, Guadalupe Radio Network, Liberty Tax, UTI, SWE Fury, and IISD.
- Due to COVID-19, there were four groups whose business we either lost or who moved to FYE22. Their combined minimum revenue would have been \$275,480.
- Other operating income includes August's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$75,872.
- Overall, the ICC missed budget by \$172,957.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	178,357	231,004	76	823,887	1,788,432	3,580,354
Net Income/(Loss)	110,360	153,196	(429)	470,164	1,317,279	2,383,490
Net Income/(Loss) %	61.88%	66.32%	(564.47%)	57.07%	73.66%	66.57%

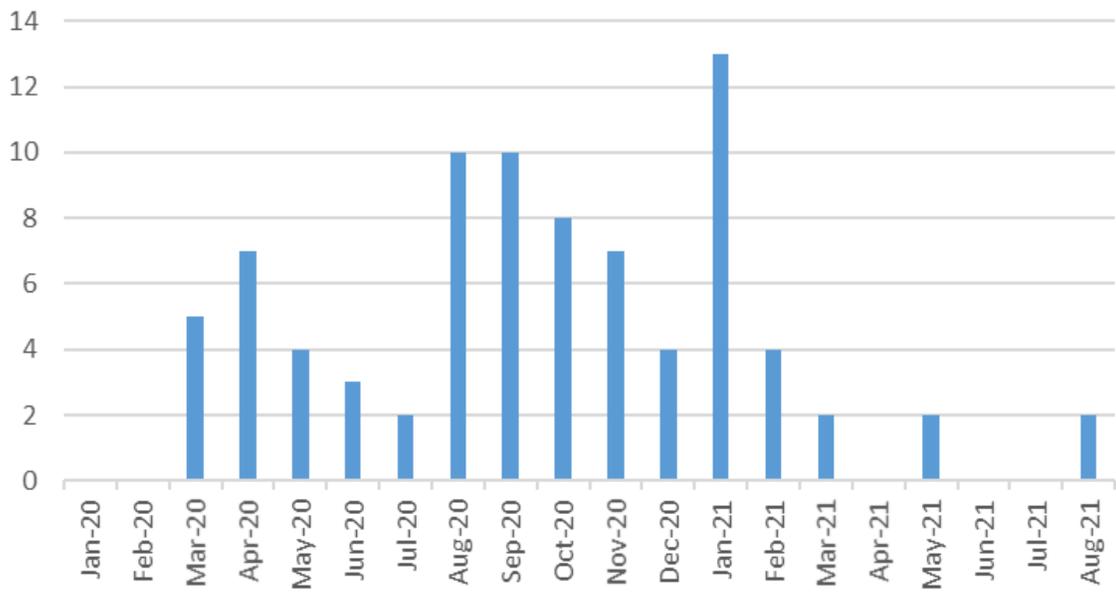
ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
14	83	10,147	84,641
Current Year	Current Year	Current Year	Current Year
3	136	540	106,659
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
4,586	19,836	0	-
Current Year	Current Year	This Month	Current Month
742	24,941	8	98.3%
Prior Year	Prior Year	Year to Date	Year to Date

Cancelled Events Due to COVID



Lost Business Due to COVID



September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
DFW Church DFW Church Definite	See Tom Irving Convention Center Tentative 2 - Internal		Lifestyles Unlimited Lifestyles Unlimited Definite			
SWE Fury Southwest Wrestling Entertain... Definite				Texas Funeral Directors ... Texas Funeral Directors Assoca... Definite		
5	6 Labor Day	7	8	9	10	11
	NTBA North Texas Business Alliance Co-op. Definite			Plunder Event Plunder Design, LLC Definite		
				Technology Prayer Breakfast Technology Prayer Breakfast Definite		
					Enterprise Staffing Services Federal Bureau of Investigation Definite	
					DFW Fraud Conference Association of Certified Fraud E... Definite	PFA 2021 Conference Rec... ICVB Definite
12	13	14	15	16	17	18
Enterprise Staffing Services Federal Bureau of Investigation Definite						
Plunder Event Plunder Design, LLC Definite	Irving Fire Fighters Exam City of Irving Fire Department Definite	Financial Planning Assoc... Financial Planning Association o... Definite	Future Com Future Com Definite			
				ABAT Auto Body Association of Texas (ABAT) Definite		
					Internal Meeting ICVB Definite - Internal	
					The Great Harvest Irving Cares Definite	
					Heart of Texas Body Building Heart of Texas Body Building Definite	

September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25
Enterprise Staffing Services Federal Bureau of Investigation Definite						
ABAT Auto Body Association of Texas (...) Definite		Pri-Med Access 2021 DBC Pri-Med, LLC Definite				
The Sneaker Exit The Sneaker Exit Definite		QuikTrip QuikTrip Definite				
			2021 TPMA Southwest Foot and Ankle Conference Texas Podiatric Medical Association Definite			
				ICVB Board Strategic Planning Retreat ICVB Definite		
				ICVB Executive Committ... Irving Convention Center Definite		
			AM 000	JP 000 AM 000	JP 000 AM 000	JP 000 AM 000
26	27	28	29	30	1	2
Innotech Dallas Prospera Events, LLC Definite						
ICVB Board of Directors ... ICVB Definite						
JP 000 AM 000		NTC move GB Jr JP 000				
					Deaf Nation Expo No Barriers Group, Inc. DeafNation Definite	
					Quinceanera Fashion Sh... Ana's Pro Gowns Definite	

October 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 JP OOO AM OOO	27 Innotech Dallas Prospera Events, LLC Definite ICVB Board of Directors ... ICVB Definite NTC move GB Jr JP OOO	28	29	30	1 Deaf Nation Expo No Barriers Group, Inc. DeafNation Definite	2 Quinceanera Fashion Sh... Ana's Pro Gowns Definite
3 Quinceanera Fashion Sh... Ana's Pro Gowns Definite	4	5 Irving 360 Civic Academy City of Irving Definite	6 Dallas Cybersecurity Conference 2021 Data Connectors Definite	7	8 Cook Childrens EH	9 Cook Childrens EH
10	11 Columbus Day	12	13	14 DREAM Fund DREAM Fund Definite	15 Ultimate Women's Expo The Ultimate Women's Expo Definite	16 Mathew Wedding Mathew Wedding Definite Irving Arts Center Meeting City of Irving Tentative 1
17 DFW Church DFW Church Definite Ultimate Women's Expo The Ultimate Women's Expo Definite	18	19 AAHOA 2021 Regional Co... AAHOA Asian American Hotel O... Definite	20 DFW Hospital Council Fo... DFW Hospital Council Foundation Definite Neora Power Training 2021 Neora Definite	21	22	23 Texas Bridal and Weddin... HSCS Holdings 7 LLC (American ... Definite MacArthur HS Homeco... MacArthur High School Tentative 1 D&L Meeting D&L Tentative 1

October 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 Neora Power Training 2021 Neora Definite Texas Bridal and Weddin... HSCS Holdings 7 LLC (American ... Definite Blackout Irving Convention Center Tentative 1 - Blackout	25	26	27	28 International Academy of Sleep/Dental International Academy of Sleep/Dental Definite Churchill Mortgage Dinner Churchill Mortgage Tentative 1	29 MC OOO	30 MC OOO
31 Halloween International Academy ... International Academy of Sleep... Definite MC OOO	1	AATC Maintenance Mania Apartment Association of Tarran... Definite	Jim Millerman Insurance Convention IIAD 2021 Independent Insurance Agents of Dallas Definite	4 MDA Uncork a Cure Muscular Dystrophy Association - USA National Headquarters Definite	5 GRACE Grapevine Relief & Community Exchange (GRACE) Definite Great American Franchise Expo Great American Franchise Expo Definite	6 Sneaker Exit The Sneaker Exit Definite

November 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 Halloween International Academy ... International Academy of Sleep... Definite MC 000	1	2 AATC Maintenance Mania Apartment Association of Tarran... Definite	3 Jim Millerman Insurance Convention IIAD 2021 Independent Insurance Agents of Dallas Definite	4 MDA Uncork a Cure Muscular Dystrophy Association - USA National Headquarters Definite	5 GRACE Grapevine Relief & Community Exchange (GRACE) Definite Great American Franchise Expo Great American Franchise Expo Definite	6 Sneaker Exit The Sneaker Exit Definite
7 End of daylight saving time Great American Franchis... Great American Franchise Expo Definite GRACE Grapevine Relief & Community ... Definite Greater DFW FCA Coache... Greater DFW Fellowship of Chri... Tentative 2	8	9	10 Go Irving! Irving Independent School District Definite	11 Veteran's Day North Texas Commissio... North Texas Commission Definite State Farm - JR	12 Express Cheer Express Cheer Definite ICVB Executive Committ... Irving Convention Center Definite Home Staging and Redesign Home Staging & Redesign Association Definite FPA Career Day & Chapte... Financial Planning Association o... Tentative 1	13
14 Express Cheer Express Cheer Definite Home Staging and Redes... Home Staging & Redesign Assoc... Definite	15 ICVB Board of Directors ... ICVB Tentative 1	16	17	18 USA Judo Dallas Invitational and National Presidents Cup 2021 USA Judo Definite Preserve Halloween Festival Halloween Preservation Society / Humble Enterprises Definite	19 TY Out	20 TY Out

November 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21 Preserve Halloween Fest... Halloween Preservation Society... Definite USA Judo Dallas Invitati... USA Judo Definite TY Out	22	23	24	25 Thanksgiving	26	27
28	29 Vistage Executive Summit 2021 Vistage International, Inc. Definite Vistage Non-Compete	30 Vistage Non-Compete	1 DFW Business Group on Health DFW Business Group on Health Definite	2	3 SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite Battle of Texas Battle Up Productions (Battle of Texas) Definite	4 Texas Scorecard Empower Texans / Texas Score... Definite

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

**INDUSTRY REPORTS /
BOARD PARTNERS**

- Data Sources & Partners
- Impact Summary
- Travel Indicators
- Int'l Arrivals to the U.S.
- Economic Conditions
- Employment
- Travel Sentiment
- Covid-19 Vaccination
- Predictive DMO Indicators
- Predictive Industry Indicators
- Economic Forecast
- Domestic Travel Forecast
- International Travel Forecast
- US Hotel Forecast**

Insights

Underpinned by stronger-than-expected demand during Q1, STR and Tourism Economics upgraded the latest U.S. hotel forecast (August 2021). Even with 2021 projections higher, full recovery of demand remains on the same timeline for 2023, while close-to-complete recovery of revenue per available room (RevPAR) is still projected for 2024 as a result of slower ADR growth.

Room demand in Q3 2021 is expected to be 8.8% below 2019 levels, representing a strong improvement relative to the 12% decline experienced in Q2.

Overall, 2021 room revenue is estimated to average 28.4% below 2019. In 2022, room revenue is forecast to increase to a level that is 12.5% below 2019.

According to the STR Market Recovery Monitor, in July, 90% of markets were classified as recovery or peak. Markets are classified as Depression if RevPAR (total room inventory) is less than 50% of 2019 level for the same month, Recession (between 50% and 80%), Recovery (80% and 100%), or Peak (above 100%).

U.S. Hotel Forecast Summary

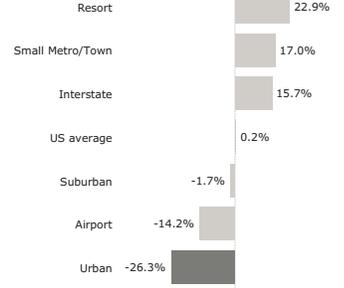
YOY % change, as of August 9, 2021 forecast

	2020	2021	2022
Supply	-3.9%	5.6%	2.9%
Supply (total room inventory)*	1.3%	1.5%	1.2%
Demand	-35.8%	33.4%	14.4%
ADR	-21.3%	12.0%	6.0%
RevPAR	-47.4%	41.5%	17.7%
RevPAR (total room inventory)*	-50.1%	47.3%	19.7%

* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.
Source: STR; Tourism Economics

U.S. Actual RevPAR Growth by Location

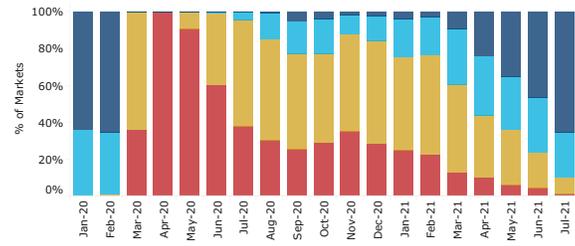
July 2021, % change relative to 2019



Source: STR

STR Market Recovery Monitor

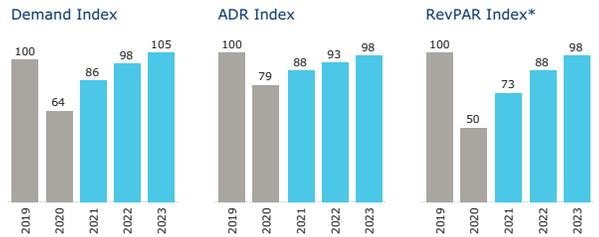
As of August 24, 2021



Source: STR

U.S. Hotel Forecast Indexed to 2019

Forecast released August, 2021 (2019 = 100)



* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures. ...

- Data Sources & Partners
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Insights

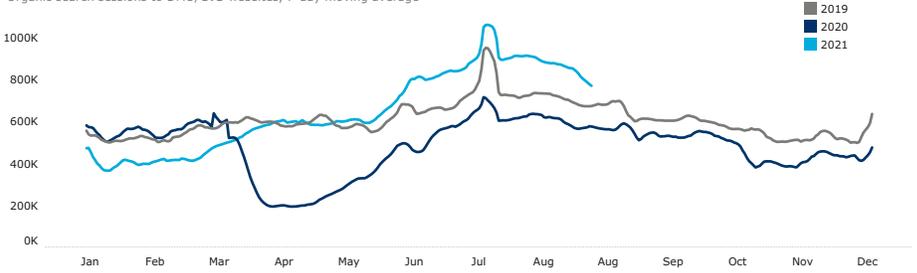
Organic search sessions on Destination Organization (DMO/CVB) websites reached 22% above 2019 levels in July and posted a 20% gain through the first 23 days of August relative to 2019.

Actual DMO/CVB group bookings finalized in July tallied 90% of 2019 levels – the best outcome since the onset of the pandemic.

DMO/CVB pace for room nights on the books remained relatively stable in August, with 2021 Q4 pace ticking up one percentage point to 80% of 2019 levels and 2022 Q1 pace maintaining 77% of 2019 levels.

Website Traffic

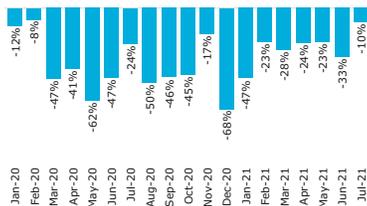
Organic search sessions to DMO/CVB websites, 7-day moving average



Source: Simpleview (250+ U.S. DMOs)

DMO/CVB Group Bookings

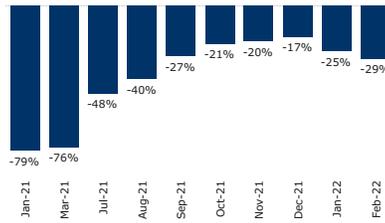
Hotel room nights contracted during most recent months % change from 2019



Source: Simpleview CRM (250+ U.S. DMOs)

US DMO/CVB Group Room Night Pace

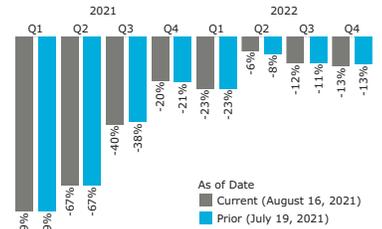
Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

DMO/CVB Room Nights on the Books

Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

U.S. Travel Impact Summary

July 2021

- Data Sources & Partners
- Impact Summary**
- Travel Indicators
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- Hotel Forecast

Destination (filter impacts entire page)
Texas

Cumulative Losses Since January 2020

Texas, through July 2021

Texas	
Travel Spending (difference)	(\$39.0B)
Federal Taxes	(\$3,009M)
State Taxes	(\$1,159M)
Local Taxes	(\$650M)

Travel Spending Losses

Texas

	Travel Spending	Travel Spending (difference)	% Change vs 2019
Jan-20	\$6.3B	\$0.2B	3%
Feb-20	\$6.2B	\$0.1B	2%
Mar-20	\$3.7B	(\$3.2B)	-47%
Apr-20	\$1.3B	(\$5.4B)	-81%
May-20	\$2.3B	(\$4.7B)	-67%
Jun-20	\$3.9B	(\$3.1B)	-44%
Jul-20	\$4.2B	(\$3.0B)	-42%
Aug-20	\$4.8B	(\$2.3B)	-32%
Sep-20	\$4.6B	(\$2.0B)	-31%
Oct-20	\$4.5B	(\$2.4B)	-34%
Nov-20	\$4.2B	(\$2.2B)	-35%
Dec-20	\$4.5B	(\$1.9B)	-30%
Jan-21	\$3.8B	(\$2.3B)	-38%
Feb-21	\$3.8B	(\$2.2B)	-36%
Mar-21	\$5.3B	(\$1.5B)	-22%
Apr-21	\$5.5B	(\$1.2B)	-18%
May-21	\$6.0B	(\$0.9B)	-13%
Jun-21	\$6.4B	(\$0.7B)	-10%
Jul-21	\$6.9B	(\$0.3B)	-4%

Travel Spending (% change vs. 2019)

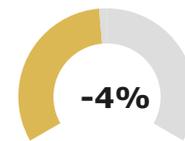
Texas



Travel Spending

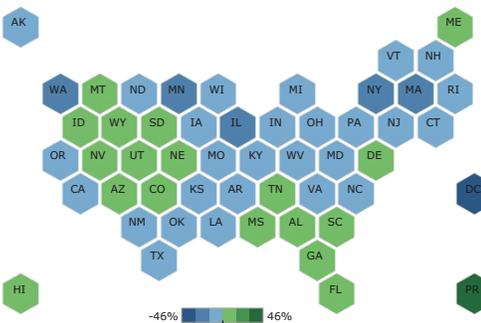
Texas

July 2021, % change vs. 2019



U.S. Travel Spending by State

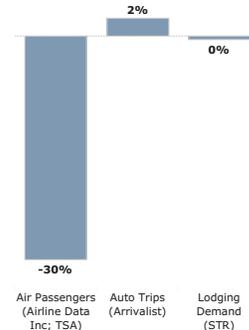
July 2021, % change vs. 2019



Travel & Tourism Recovery

Texas

July 2021, % change vs. 2019



Source: Tourism Economics (travel spending)



ANALYSIS: HOTEL BUSINESS TRAVEL REVENUE BY MARKET

Kalibri Labs – August 2021

The pandemic has been devastating to the hospitality industry, wiping out a decade’s worth of revenue and job growth. **A new report from AHLA and Kalibri Labs projects that the hotel industry will finish 2021 down more than \$59 billion in business travel revenue from 2019, after losing nearly \$49 billion in business travel revenue in 2020.** Business travel includes corporate, group, government, and other commercial categories. Business and group travel are the industry’s largest source of revenue and are not expected to reach pre-pandemic levels until 2024.

Hotel Business Travel Revenue By Market

Market	Total 2019 Revenue	Total 2021 Projected Revenue	\$ Difference vs 2019	% Difference vs 2019
NEW YORK, NY	\$4,559,516,559	\$530,600,844	\$(4,028,915,714)	-88.4%
WASHINGTON, DC/MD/VA	\$2,740,582,466	\$371,196,231	\$(2,369,386,235)	-86.5%
SAN FRANCISCO, CA	\$2,531,094,160	\$178,436,358	\$(2,352,657,803)	-93.0%
ORLANDO, FL	\$2,796,237,340	\$518,314,991	\$(2,277,922,349)	-81.5%
CHICAGO, IL	\$2,527,891,469	\$345,886,720	\$(2,182,004,749)	-86.3%
LOS ANGELES, CA	\$2,682,549,152	\$752,329,741	\$(1,930,219,410)	-72.0%
LAS VEGAS, NV	\$2,326,149,404	\$670,456,483	\$(1,655,692,922)	-71.2%
BOSTON, MA	\$1,672,365,647	\$190,785,287	\$(1,481,580,359)	-88.6%
SAN DIEGO, CA	\$1,610,725,508	\$394,564,554	\$(1,216,160,954)	-75.5%
HAWAIIAN ISLANDS, HI	\$1,530,226,473	\$346,489,857	\$(1,183,736,616)	-77.4%
ATLANTA, GA	\$1,671,255,248	\$491,382,064	\$(1,179,873,184)	-70.6%
DALLAS, TX	\$1,611,361,702	\$459,689,452	\$(1,151,672,250)	-71.5%
SAN JOSE, CA	\$1,227,062,312	\$176,130,722	\$(1,050,931,589)	-85.6%
SEATTLE, WA	\$1,240,528,842	\$192,869,155	\$(1,047,659,687)	-84.5%
PHOENIX, AZ	\$1,349,226,491	\$380,136,289	\$(969,090,202)	-71.8%
ANAHEIM, CA	\$1,155,053,014	\$256,254,837	\$(898,798,177)	-77.8%
HOUSTON, TX	\$1,291,059,842	\$412,312,891	\$(878,746,951)	-68.1%
DENVER, CO	\$1,087,273,002	\$237,141,720	\$(850,131,283)	-78.2%
MIAMI, FL	\$1,327,065,297	\$496,933,768	\$(830,131,529)	-62.6%
NASHVILLE, TN	\$981,311,021	\$238,270,809	\$(743,040,212)	-75.7%
PHILADELPHIA, PA	\$899,600,716	\$220,025,716	\$(679,575,000)	-75.5%
AUSTIN, TX	\$874,303,815	\$206,085,960	\$(668,217,855)	-76.4%
NEW ORLEANS, LA	\$754,300,074	\$136,471,682	\$(617,828,392)	-81.9%
MINNEAPOLIS, MN	\$677,498,367	\$123,744,651	\$(553,753,716)	-81.7%
FORT LAUDERDALE, FL	\$703,671,007	\$231,998,864	\$(471,672,143)	-67.0%
PORTLAND, OR	\$592,109,082	\$153,568,376	\$(438,540,706)	-74.1%
CHARLOTTE, NC	\$589,639,187	\$157,262,728	\$(432,376,459)	-73.3%
SAN ANTONIO, TX	\$647,504,177	\$240,230,755	\$(407,273,422)	-62.9%

DETROIT, MI	\$574,220,124	\$187,029,550	\$(387,190,574)	-67.4%
ST. LOUIS, MO	\$563,064,861	\$177,463,195	\$(385,601,666)	-68.5%
OAKLAND, CA	\$489,820,701	\$126,395,078	\$(363,425,622)	-74.2%
RALEIGH, NC	\$460,921,912	\$114,709,146	\$(346,212,766)	-75.1%
INDIANAPOLIS, IN	\$504,679,703	\$164,397,936	\$(340,281,767)	-67.4%
BALTIMORE, MD	\$447,663,090	\$112,773,330	\$(334,889,760)	-74.8%
SACRAMENTO, CA	\$521,519,891	\$191,079,717	\$(330,440,174)	-63.4%
KANSAS CITY, MO	\$440,352,105	\$142,897,034	\$(297,455,071)	-67.5%
COLUMBUS, OH	\$392,258,721	\$113,602,036	\$(278,656,684)	-71.0%
WEST PALM BEACH, FL	\$416,539,077	\$145,037,484	\$(271,501,593)	-65.2%
CINCINNATI, OH	\$423,250,226	\$158,505,858	\$(264,744,368)	-62.6%
TAMPA, FL	\$428,707,357	\$164,639,617	\$(264,067,740)	-61.6%
PITTSBURGH, PA	\$345,689,113	\$86,588,509	\$(259,100,604)	-75.0%
SALT LAKE CITY, UT	\$365,497,733	\$122,352,423	\$(243,145,310)	-66.5%
LONG ISLAND, NY	\$361,941,528	\$137,133,996	\$(224,807,531)	-62.1%
PALM DESERT, CA	\$314,461,050	\$97,064,777	\$(217,396,273)	-69.1%
LOUISVILLE, KY	\$312,094,114	\$100,363,061	\$(211,731,053)	-67.8%
FORT WORTH, TX	\$386,384,882	\$178,617,085	\$(207,767,796)	-53.8%
MONTEREY BAY, CA	\$294,211,238	\$86,986,415	\$(207,224,824)	-70.4%
CLEVELAND, OH	\$308,979,933	\$102,747,003	\$(206,232,930)	-66.7%
VIRGINIA BEACH, VA	\$474,945,902	\$281,309,005	\$(193,636,896)	-40.8%
MILWAUKEE, WI	\$230,162,979	\$53,184,565	\$(176,978,414)	-76.9%
Source: Kalibri Labs				



REPORT: HOTELS PROJECTED TO END 2021 DOWN \$59 BILLION IN BUSINESS TRAVEL REVENUE

Click [here](#) for a state-by-state breakdown
Click [here](#) for a market-by-market breakdown

WASHINGTON (September 15, 2021) – The hotel industry is projected to end 2021 down more than \$59 billion in business travel revenue compared to 2019, according to a new report released today by the American Hotel & Lodging Association and Kalibri Labs. That comes after losing nearly \$49 billion in business travel revenue in 2020.

Business travel is the hotel industry's largest source of revenue and has been slow to return since the onset of the pandemic. Business travel includes corporate, group, government, and other commercial categories. Business travel revenue is not expected to reach pre-pandemic levels until 2024.

The new analysis comes on the heels of a recent AHLA [survey](#), which found that most business travelers are canceling, reducing, and postponing trips amid rising COVID-19 cases.

The lack of business travel and events has major repercussions for employment, and underscores the need for targeted federal relief, such as the [Save Hotel Jobs Act](#).

Hotels are expected to end **2021 down nearly 500,000 jobs compared to 2019**. For every 10 people directly employed on a hotel property, hotels support an additional 26 jobs in the community, from restaurants and retail to hotel supply companies—meaning an additional nearly 1.3 million hotel-supported jobs are also at risk.

“While some industries have started rebounding from the pandemic, this report is a

sobering reminder that hotels and hotel employees are still struggling,” said **Chip Rogers, president and CEO of AHLA**. “Business travel is critical to our industry’s viability, especially in the fall and winter months when leisure travel normally begins to decline. Continued COVID-19 concerns among travelers will only exacerbate these challenges. That’s why it’s time for Congress to pass the bipartisan Save Hotel Jobs Act to help hotel employees and small business owners survive this crisis.”

COVID-19 is the worst economic event in the history of the U.S. hotel industry. Many urban markets, which rely heavily on business from events and group meetings, continue to face a severe financial crisis, as they have been disproportionately impacted by the pandemic. The 10 markets projected to end 2021 with the largest declines in hotel business travel revenue are:

Hotel Business Travel Revenue By Market				
Market	Total 2019 Revenue	Total 2021 Projected Revenue	\$ Difference vs 2019	% Difference vs 2019
NEW YORK, NY	\$4,559,516,559	\$530,600,844	(\$4,028,915,714)	-88.4%
WASHINGTON, DC/MD/VA	\$2,740,582,466	\$371,196,231	(\$2,369,386,235)	-86.5%
SAN FRANCISCO, CA	\$2,531,094,160	\$178,436,358	(\$2,352,657,803)	-93.0%
ORLANDO, FL	\$2,796,237,340	\$518,314,991	(\$2,277,922,349)	-81.5%
CHICAGO, IL	\$2,527,891,469	\$345,886,720	(\$2,182,004,749)	-86.3%
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LAS VEGAS, NV	\$2,326,149,404	\$670,456,483	(\$1,655,692,922)	-71.2%
BOSTON, MA	\$1,672,365,647	\$190,785,287	(\$1,481,580,359)	-88.6%
SAN DIEGO, CA	\$1,610,725,508	\$394,564,554	(\$1,216,160,954)	-75.5%
HAWAIIAN ISLANDS, HI	\$1,530,226,473	\$346,489,857	(\$1,183,736,616)	-77.4%

The 10 states projected to end 2021 with the largest declines in hotel business travel revenue are:

Total Hotel Business Travel Revenue By State

STATE	Total 2019 Revenue	Total 2021 Projected Revenue	\$ Difference vs 2019	% Difference
CALIFORNIA	\$13,306,103,343	\$3,464,672,152	(\$9,841,431,191)	-74.00%
FLORIDA	\$8,804,251,492	\$3,459,924,043	(\$5,344,327,450)	-60.70%
NEW YORK	\$6,135,487,180	\$1,065,209,607	(\$5,070,277,574)	-82.60%
TEXAS	\$6,817,748,427	\$2,705,987,880	(\$4,111,760,548)	-60.30%
ILLINOIS	\$3,030,189,558	\$599,125,416	(\$2,431,064,142)	-80.20%
MASSACHUSETTS	\$2,249,357,586	\$341,078,159	(\$1,908,279,427)	-84.80%
NEVADA	\$2,789,554,577	\$1,020,584,176	(\$1,768,970,401)	-63.40%
GEORGIA	\$2,610,590,771	\$1,027,824,646	(\$1,582,766,124)	-60.60%
COLORADO	\$2,298,501,744	\$716,592,849	(\$1,581,908,896)	-68.80%
VIRGINIA	\$2,367,387,343	\$864,506,673	(\$1,502,880,670)	-63.50%

Despite being among the **hardest hit**, hotels are the only segment of the hospitality and leisure industry **yet to receive direct aid**. Hotels and their employees have displayed extraordinary resilience in the face of unprecedented economic challenges, and the industry needs support from Congress to achieve a full recovery.

51 BILLIONS

By **Donna M. Airoidi** / September 15, 2021 / **Contact Reporter**

The business travel and group meeting sector of the U.S. economy in 2020 missed out on \$211 billion in revenue because of the pandemic and will miss out on plenty more in the coming years, according to a new U.S. Travel Association and Tourism Economics projection.

"Before we get whole" in 2024, "we will have lost \$522 billion in spending," said Tourism Economics president Adam Sacks during a U.S. Travel Association press conference Wednesday. He added that international business travel losses would add another \$77 billion to the total.

The transient travel and group sector of the economy in 2019 generated \$270 billion in direct travel spending, supporting 4 million U.S. jobs, according to U.S. Travel.

While there were promising strides made toward recovery throughout the spring and summer during the Covid-19 vaccine rollouts, Sacks noted that the intent to return to business travel has taken a hit in recent weeks. Based on Global Business Travel Association **surveys**, about 65 percent of U.S. companies are conducting domestic business travel. Of the rest, 68 percent in July planned to resume travel within one to three months but by August, that percentage fell to 35 percent as Covid-19 cases started to rise again and the delta variant spread.

His remarks were part of the U.S. Travel Association's pitch for the return of business travel and meetings and events, aimed to demonstrate that they could be and have been resumed safely, and that they were instrumental to the recovery of the U.S. economy.

Resuming business travel and meetings "will greatly accelerate America's economic recovery and get businesses moving forward again in a profitable way," said U.S. Travel president and CEO Roger Dow, criticizing what he characterized as a media focus on event cancellations even as in-person meetings now are safely taking place. "Every piece of evidence that we're seeing from the scientific and academic community tells us that, with the right practices in place, the traveling workforce and organizers of professional events can get back to the business of reconnecting with clients and colleagues."

Dow cited **research from Mayo Clinic** that showed the risk of a person becoming infected with Covid-19 boarding a flight from the U.S. to the U.K. in which passengers were tested for Covid-19 beforehand is one out of 10,000. That study also found that the risk of an infected passenger transmitting the virus to another passenger on a Covid-tested flight from the U.K. to the U.S. was one out of 1 million passengers.

Dow also noted that "lockdowns and restrictions are no longer protecting us from the disease," he said.

"Vaccines are. We are 100 percent behind encouraging all that are eligible to get the vaccine. It's the fastest

domestic travel. Dow said such mandates are extraordinarily difficult to put in place, then cited the challenge during the past 11 years of trying to get the U.S. Real ID in use. "The other challenge is you have upwards of 65 percent of the population vaccinated and 35 percent to 40 percent that for some reason may not be able to be vaccinated but they are willing to do a Covid test and show that when they walk in the door, they are Covid-free," he said.

"For international travel, we are comfortable with having people coming into the country to have a vaccine if that is the way we start travel," Dow continued. "The meetings and conventions industry has taken the protocols, we have the ability to know who is coming in the door, what their status is, and if we do not bring back these meetings, it's not just the hotels and convention centers, but it's all the things that happen with meetings, it's adult education, it's learning best practices, it's selling American products. And all of those things are so critical to our economy and our communities."



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SHARON GRIGSBY

At \$3B, Dallas convention center redo deserves debate

The most underreported yet consequential story at City Hall



Bidders sat at tables during the Mecum Auctions collector car auction at the Kay Bailey Hutchison Convention Center in Dallas on Thursday. In the fiscal year ending this month, the convention center hosted 39 events, down from 85 in 2019. (Photos by Elias Valverde II/Staff Photographer)



Arena seating at the Kay Bailey. City staff began a master plan initiative in June 2019 to reimagine the facility, and last January, City Council OK'd a \$5 million planning contract.

If you're one of the relative few aware that planning is underway to overhaul the Kay Bailey Hutchison Convention Center — maybe even demolish it and rebuild from scratch — you likely fall into one of two camps:

Burn it down so City Hall gets out of the convention business or remake it into the best in the U.S.

I'm betting most of you don't have the slightest clue what I'm talking about, so today I'll get everyone up to speed on the most underreported yet consequential story going on at Dallas City Hall.

We can't even get people to pick up the trash or a 911 call, but, with City Council's blessing, we're well down the road on planning for a convention center redo — without a serious public discussion of whether any makeover is the right thing to do.

That's a gaping hole that will eventually bite City Hall in the butt, especially as preliminary briefings to council committees begin next month.

If you are beginning to feel your wallet shudder, let me point out that any millions or billions needed for the overhaul won't come from taxpayers — rather from hotel occupancy taxes and convention center revenue.

But that doesn't mean we should salute what's going on — at least not until we have more answers.

Momentum at 1500 Marilla St. for this latest facelift dates back to 2015. A study commissioned two years later delivered a long list of convention center deficiencies and called for another ballroom and more meeting spaces, plus a “signature entrance.”

Months before we ever heard the word coronavirus — which would effectively shut down the convention business — city staff began a master plan initiative in June 2019 to reimagine the facility.

Last January, City Council OK'd a \$5 million planning contract with WSP USA, and, with one virtual public meeting remaining, on Oct. 19, four options have emerged:

Baseline plan: For \$500 million, it would do updates and deferred maintenance, renovate and reconfigure some spaces and construct a new addition for more meeting rooms and another ballroom.

Hybrid plan: For \$1 billion, this one would also rebuild portions of the existing structure to add new lobbies, meeting rooms and ballrooms.

Clean slate plan: For \$2 billion to \$3 billion, demolish the convention center and build a new one — either underground or facing Lamar Street.

In the underground alternative, the exhibit hall space would be below-grade and the meeting and ballroom space would be above.

The west of Lamar alternative, which has the loudest cheerleaders, would build a new convention center along that street, with a portion constructed over Interstate 30.

Each plan also looks at how best to reconfigure transportation options, including the DART station under the convention center, and coordinate with the coming high-speed Dallas-to-Houston rail.

Stitched into the fabric

Rosa Fleming, the city's director of convention and event services since June 2018, wants to get the final master plan to the full City Council at the beginning of next year.

I sat in on last month's public meeting and reviewed the presentations from the previous two. I also listened to Thursday night's "telephone town hall" and earlier in the week asked a very patient Fleming what must have felt like a hundred questions.

The master plan process is doing exactly what it was instructed to do, and you can find a massive amount of detail about each option on the city's website.

Convention centers are one of those endeavors that every city has done for decades without serious thought to why. As *The New York Times* pointed out in December with "Nobody is going to conventions. Convention centers are growing anyway."

Dallas City Hall, the hotel industry and many civic leaders see the Kay Bailey as stitched into the fabric of everything else the city does and critical to the future of downtown.

In a good year, Fleming said, the convention center produces \$858 million in revenue for retail, restaurants, hotels, alcohol sales, transportation and tourist attractions.

Among the experts who have picked apart the math behind those claims is San Antonio-based urban development expert Heywood Sanders, who wrote the 2014 book *Convention Center Follies*.

Sanders documented how cities promise a dramatic economic impact — something difficult to prove up — as they lobby for expansion after expansion to stay in the convention game.

It feels like Dallas is on that same "it's never enough" merry-go-round. Remember when the city said "one million square feet of space" would make us the premier convention destination? Or when "build a convention center hotel" was the solution?

Now they want to tear down and start over?

Dallas operates its convention center through an enterprise fund, meaning that rather than using local taxpayers' dollars, it relies primarily on revenue charged to visitors who stay in our hotels.

When it expands or rebuilds, the Kay Bailey uses revenue bonds, pledged against convention center revenue. That debt is already huge and the bigger the city dreams, the more money owed and the more pressure on the convention center to generate business.

If the convention center is ever unable to repay its debt, the burden would fall on taxpayers.

Under the radar

Because the Kay Bailey doesn't rely on money from the general fund, it generally escapes City Council scrutiny. If council members think about it at all, it's often in terms of the sales tax dollars generated by convention-goers that, in turn, feed the general fund.

But the last few years of revenue raise questions about that assumption.

In fiscal year 2019, the last full cycle prior to the pandemic, the convention center hosted 85 events. In fiscal 2020, it hosted 50; in the fiscal year ending this month, 39.

Yet despite the convention center hosting far fewer traditional events and gatherings — and, as a result, hotel occupancy tax revenue plummeting — the city's sales tax revenue is doing just fine.

In fact, we are on pace to jump 8.6% over last year, when we lost only 1.3%.

Fleming attributed this disconnect — far fewer conventions yet solid sales tax numbers — on pandemic-induced situational spending in many other categories: Taxable grocery store items, home and school supplies, equipment and furnishings needed for remote work and remodeling projects.

I suspect I'm not the only one unconvinced.

Employment is another of the big numbers that City Hall and the hotel industry point to in making the expansion case.

According to Fleming, 13,000 tourism-related jobs lost during the pandemic were at least partly linked to the lack of conventions and events at the Kay Bailey.

Overhauling the convention center, Fleming said, would generate jobs “that are close to the areas that the city is trying to reinvest in — South, West, East Dallas — to get them livable wage jobs or above-livable wage to address inequities.”

The team being paid for this master plan, convention center boosters and City Hall leadership all tick off similar promises: Workforce development, economic development, housing development.

We've heard it for decades.

That's why the City Council should also seriously discuss one more option: Selling the property and letting someone else decide the best use for it. If they believe the convention center business is the way to go, great.

While the Kay Bailey isn't directly costing taxpayers, consider how much property-tax revenue would be generated if that land was privatized. The city could pay off all the debt service and maybe finally see some life in what's the deadest part of downtown.

This is complicated stuff and even after much research and many conversations with people on all sides, I'm not here today to tell you I know with absolute certainty the best way forward.

This much I'm sure of: Convention centers are universally seen as some assumed part of government, but it's difficult to make a precisely compelling case for why.

It's crazy that we might spend \$3 billion without ever having that conversation.

Twitter: @SharonFGrigsby

Hotel Business

Home » Industry » AHLA: 67% of business travelers to reduce trips amid rising COVID-19 cases



AHLA: 67% of business travelers to reduce trips amid rising COVID-19 cases

BY HOTEL BUSINESS ON AUGUST 31, 2021

INDUSTRY

U.S. business travelers are scaling back travel plans amid rising COVID-19 cases, with 67% planning to take fewer trips, 52% likely to cancel existing travel plans without rescheduling and 60% planning to postpone existing travel plans, according to a new national survey conducted by Morning Consult on behalf of the American Hotel & Lodging Association (AHLA).

Despite an uptick in leisure travel over the summer, the new survey highlights the dim outlook for business travel and events, which account for more than half of hotel revenue and aren't expected to return to pre-pandemic levels until 2024.

The lack of business travel and events has major repercussions for employment both directly on hotel properties and in the broader community. Hotels are expected to end 2021 down nearly 500,000 jobs compared to 2019. For every 10 people directly employed on a hotel property, hotels support an additional 26 jobs in the community, from restaurants and retail to hotel supply companies—meaning an additional nearly 1.3 million hotel-supported jobs are also at risk.

The survey of 2,200 adults was conducted Aug. 11-12. Of these, 414 people, or 18% of respondents, are business travelers—that is, those who either work in a job that typically includes work-related travel or who expect to travel for business at least once between now and the end of the year. Key findings among business travelers include the following:

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EDITOR'S NOTE



A hot August issue

AUGUST 23, 2021
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RECENT POPULAR

AHLA: 67% of business travelers to reduce trips amid

- 67% are likely to take fewer trips, while 68% are likely to take shorter trips
- 52% say they are likely to cancel existing travel plans with no plans to reschedule
- 60% are likely to postpone existing travel plans until a later date
- 66% are likely to only travel to places they can drive to

The survey also tested attitudes among 1,590 people (72% of respondents) who are likely to attend large gatherings, meetings and events—all key drivers of hotel revenue. Findings among those respondents:

- 71% are likely to attend fewer in-person events or gatherings
- 67% are likely to have shorter meetings or events
- 59% are likely to postpone existing meetings or events until a later date
- 49% say they are likely to cancel existing meetings or events with no plans to reschedule

According to a recent Deloitte survey, corporate travel is projected to remain at only 30% of 2019 levels through the end of 2021. This lack of corporate travel would cost the hotel industry an estimated \$59 billion in 2021, according to leading economists, underscoring the need for targeted federal relief such as the Save Hotel Jobs Act.

“Hotels were already on pace to lose more business travel revenue this year than we did in 2020, and now rising COVID-19 cases threaten to further reduce the main source of revenue for our industry,” said Chip Rogers, president/CEO, AHLA. “Hotel employees and small business owners across the nation have been pleading for direct pandemic relief for over a year now. These results show why now is the time for Congress to listen to those calls and pass the Save Hotel Jobs Act.”

Hotels are the only segment of the hospitality and leisure industry yet to receive direct aid despite being among the hardest hit. That is why AHLA and UNITE HERE, the largest hospitality workers’ union in North America, joined forces to call on Congress to pass the bipartisan Save Hotel Jobs Act introduced by Senator Brian Schatz (D-HI) and Rep. Charlie Crist (D-FL). This legislation would provide a lifeline to hotel workers, providing the assistance they need to survive until travel, especially business travel, returns to pre-pandemic levels.

[American Hotel & Lodging Foundation \(AHLA Foundation\)](#)

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rising COVID-19 cases

AUGUST 31, 2021



Hyatt Place brand teams with Gopuff to offer everyday essentials

AUGUST 31, 2021



NYUSPS launches Hospitality Innovation Hub Incubator

AUGUST 31, 2021



HFTP adds extra health safety measures for HITEC, HFTP Annual Convention

AUGUST 31, 2021



PMZ Realty Capital arranges financing for two properties

AUGUST 31, 2021

CURRENT ISSUE



August 15, 2021

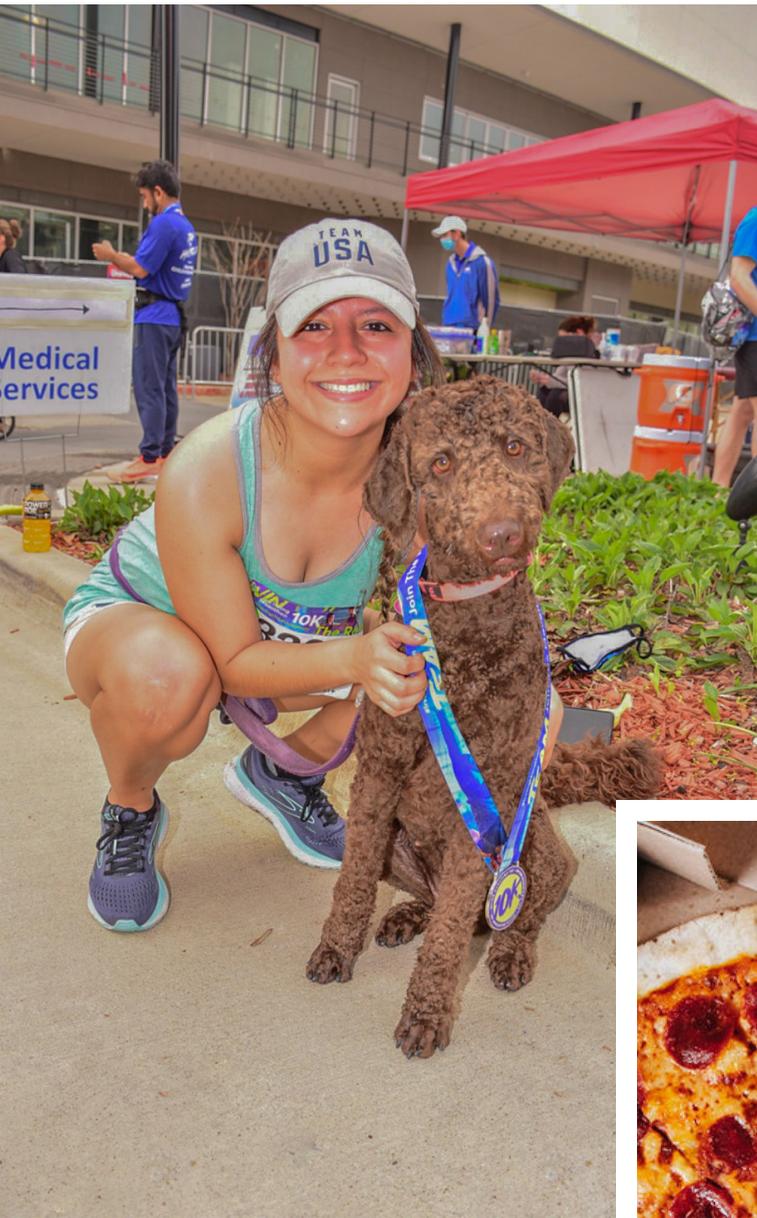


Technology Solutions 2021

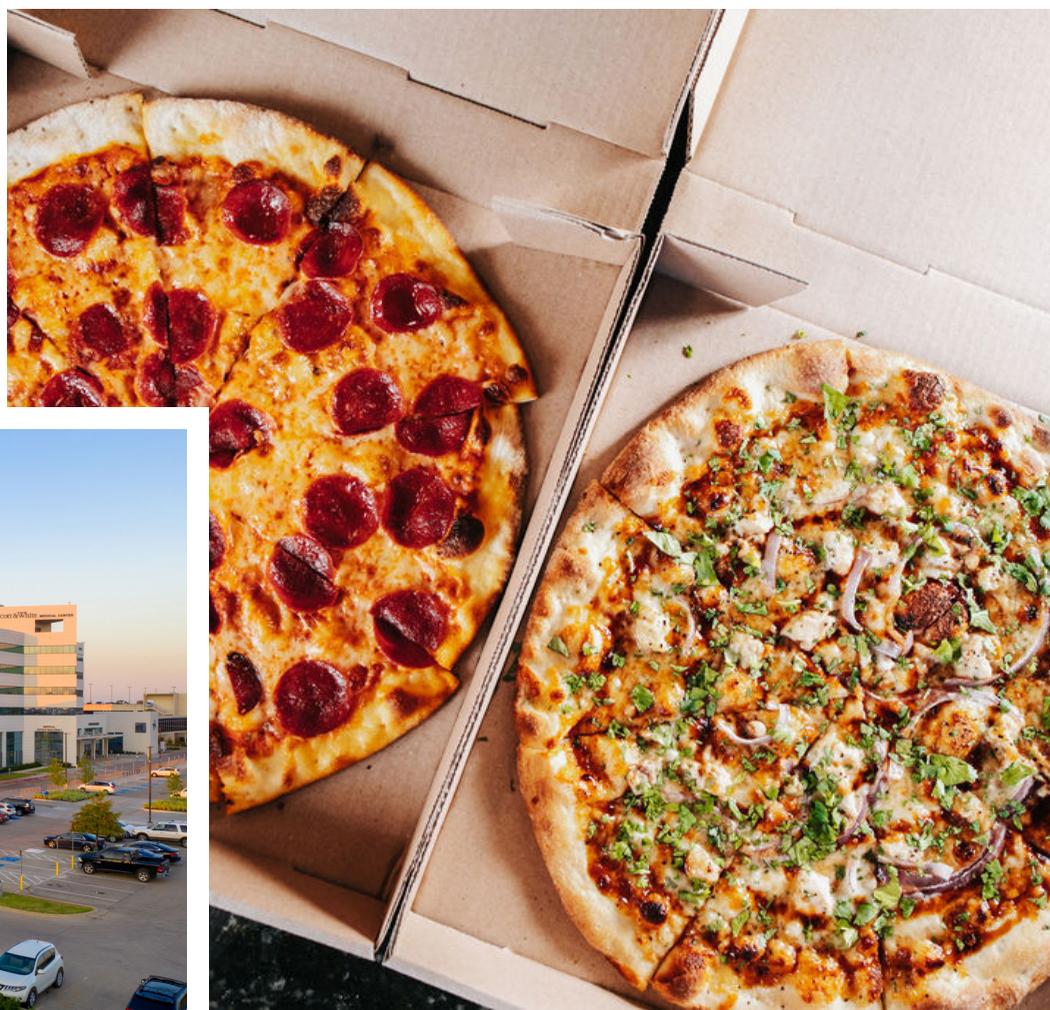
Christina Trauthwein, VP, content & creative, Hotel Business, shares some of the stories that appear in the August 15th issue. There is an exclusive cover story on the launch of Radisson Hotel Group Americas as it separates from the rest of the business; a story about the “Hotel of the Future” in Orlando and coverage of the Hot Topics session on the labor shortage; as well as the annual brand rankings and franchise fee lists. Also included with the issue is the Technology Solutions supplement, with a feature written by Hotel Business Advisory Board member Klaus Kohlmayr of IDEaS.

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FALLING INTO PLACE
RIBBON CUTTINGS, PAWS COLINAS 5K-9 RUN/WALK,
BOWL-A-THON RAFFLE, NEW RESTAURANTS AND MORE





PAWS COLINAS 5K-9

10.9.21



Scan with mobile device to register



1300 California
Crossing Rd.
Irving, TX





FALL EVENTS CALENDAR

SEPTEMBER



Sept. 14-18

Level Up Mastermind Class

La Cima Club

Are you ready to take your career to the next level? La Cima's Level Up program gives you the chance to compete for La Cima Club Level Up scholarships, in partnership with SMU Cox School of Business. Learn more at clubcorp.com/Clubs/La-Cima-Club.



Sept. 16

Irving Cares Boots & Bling Gala

Irving Convention Center

Boots & Bling is the theme for the 21st annual Irving Cares Gala. The event will include a themed dinner, live and silent auctions, raffle, live music, networking, photo ops and more. Purchase tickets at irvingcares.org/the-gala



Sept. 17

Counting Crows

Pavilion at Toyota Music Factory

Counting Crows is bringing their Butter Miracle Tour 2021 to the Pavilion at Toyota Music Factory. Folk singer Matt Sycich and rock singer Sean Barna will open the show. Purchase tickets at LiveNation.com.



Sept. 18

Oktoberfest 5 mile/5K

In-Person or Virtual

The Irving Marathon Running Series is hosting their annual Oktoberfest run. You can choose to run a 5-mile, 5K or 1 mile fun run in-person or virtually. The run benefits the Irving Schools Foundation. Register at IrvingMarathon.com

OCTOBER



Oct. 9

Paws Colinas 5K-9 Run/Walk

Paws Colinas Dog Park

Pups and pup parents are invited to team up for a 5K Run/Walk or 1-Mile Fun Run/Walk. The tail-wagging good time continues after the race in the Paws Colinas dog park with nourishment, entertainment, ice-cold beverages and more! Register at IrvingMarathon.com.



Oct. 16

Taste of Irving

Toyota Music Factory

The Taste of Irving, outdoor festival featuring family-friendly activities, live music and delicious food samples, has moved to the Toyota Music Factory. Attendees will have the opportunity to sample from over 20 food vendors and enjoy a variety of music genres on the Texas Lottery® Plaza stage. Learn more at IrvingEvents.org.



Oct. 17

Guitars & Stars

Pavilion at Toyota Music Factory

The Irving Schools Foundation is hosting an evening of live music to support the variety of programs offered to Irving ISD students. Prophets and Outlaws will open the show with the highly anticipated concert headliner being announced soon. Visit IrvingSchoolsFoundation.org for more information.



Oct. 24

Halloween Goat Yoga

Texas Lottery® Plaza

The Toyota Music Factory is hosting Halloween Goat Yoga on the Texas Lottery® Plaza. Costumes are encouraged as the goats will be dressed to impress in their Halloween best. Visit facebook.com/ToyotaMusicFactory to purchase tickets.



COMMUNITY NEWS



ClubCorp Classic announced at Las Colinas Country Club

On August 24th, ClubCorp and PGA Champions Tour announced the inaugural ClubCorp Classic making its debut at the Las Colinas Country Club. The event will include pro golfers, amateurs and celebrities competing from April 19th to 24th, 2022.

City of Irving receives Smart Cities silver certification

The City of Irving received silver certification from Bloomberg Philanthropies' *What Works Cities*, the national standard of well-managed cities. The certification recognizes the city's effective use of data to inform policy and funding decisions.



Baylor Scott & White Irving opens new patient tower

As part of their renovation plans, Baylor Scott & White Medical Center – Irving, opened a new patient tower on Wednesday, July 28th. The state of the art six-story tower holds 72 beds across three floors. Two remaining floors are reserved for expansion.

New restaurants in Las Colinas

Zalat Pizza is now open at 4835 N. O'Connor Road and available for delivery. Michaels of Las Colinas will open this fall at 925 W. John Carpenter Fwy. Craving something sweet? The Irving Bakery opened in August at 925 W. John Carpenter Fwy.



DART wins 'Hit the Spot' award

Dallas Area Rapid Transit (DART) is the recipient of the "Hit the Spot" award in the special events category presented by the Southwest Transit Association (SWTA). DART has been recognized and awarded for the recent grand opening of their Hidden Ridge Station in Las Colinas.

Medical City Las Colinas recognized as high performing

Medical City Las Colinas was recognized by USA News and World Report as high performing in the treatment of congestive heart failure as part of their 2021-2022 Best Hospital ratings.





BUSINESS NEWS



HUB International leases space at Beltline Office Center

Chicago-based insurance company HUB International is consolidating two North Texas locations to Beltline Business Center. They are leasing 30,000 square-feet of office space. The company is one of North America's largest insurance brokers, offering risk management, insurance, employee benefits, retirement and wealth management products and services.



Construction for Hotel Indigo breaks ground

Shreem Capital, Type Six Design and Development and their partners broke ground on the new Las Colinas Hotel Indigo on August 10th. The new hotel will be six stories with 151 rooms, an infinity pool, conference center and full-service restaurant and bar.



PenFed Credit Union leases 30,000-square-feet

The company is leasing the entire fifth floor of Las Colinas Highlands located at 6191 North State Highway 161. PenFed plans to hire up to 300 people. The building features a large conference and training room space, fully equipped fitness center with locker rooms and grab-and-go food service.



New partnership in genetic testing

Las Colinas-based Lightbeam Health Solutions has announced a partnership with Ambry Genetics. The partnership provides precision genetic testing data within the Lightbeam application to help organizations predict increased risk for common cancers and chronic conditions within patient populations.



Starting a business in Irving is worth the risk

Irving-Las Colinas ranked #22 in 24/7 Wall St.'s list of *Large Cities Where Starting a Business is Worth the Risk*. They used 21 metrics including average business revenue, growth for business environment, human capital, resource availability and labor costs.



COMMUNITY SPOTLIGHT

Member Spotlight: Raveen Arora

Nobel Peace Prize Nominee, Founder and CEO of Think Human

Raveen Arora's childhood in the slums of Calcutta, India shaped his work as a philanthropist, entrepreneur, accountant and international humanitarian worker. He came from a family of refugees who would walk three miles to a ration shop. The rations they received were scarce which forced his family to dilute their supply with water to make them last longer. Arora realized these ration shops "were not just dispensing food, they were dispensing poverty." This set the stage for his life's work.

Arora is now an entrepreneur, author, keynote speaker, humanitarian, professional accountant and lifelong diversity crusader. Arora helped unite and reshape the Apache corridor in Tempe, Arizona and has traveled to over 90 countries to provide food, water and humanitarian aid.

He serves on several local, national and global boards, including Sister Cities International, Alliance International, Think Human-Global Initiative and Project Humanities.

In 2018, Arora received the Mother Teresa International Service award in recognition of his humanitarian work internationally. He is also the recipient of the National Diversity First Award, MLK Diversity Award and Don Carlos Humanitarian Award.

Most recently Arora was nominated for the Nobel Peace Prize for his work in Arizona and across the world. He has received nearly 70 endorsements from community organizations and elected leaders, including President Jimmy Carter. In recognizing Arora's nomination, President Carter wrote, "Your life as a public servant, leader in humanitarian concerns, model American citizen and philanthropist makes you a splendid candidate."

Last year, Arora moved to Las Colinas from Arizona to be closer to his family and grandchildren. He plans to get involved in local organizations in Irving-Las Colinas and continue growing his non-profit, Think Human. Think Human seeks to humanize communications in social settings, the workplace and relationships around the world.

"I don't live like it's the last day of my life, I'm now beginning to live like it's the first day of my life, and how much difference can I make." - Raveen Arora



**Favorite Spot to Relax
Hackberry Creek Country Club**



**Favorite Event
Taste of Irving**



**Favorite Restaurant
Blaze Brazilian Steakhouse**

Photos Courtesy of: Hackberry Creek Country Club, City of Irving and Blaze Brazilian Steakhouse



Photos Courtesy of: Raveen Arora



LCA NEWS AND UPDATES

BOWL-A-THON

ONLINE RAFFLE



benefiting
 IRVING SCHOOLS FOUNDATION



PROGRAM UPDATE

Out of abundance of caution, the Bowl-A-Thon charity event has been cancelled.

ONLINE RAFFLE

Donation opportunities are still available through the online charity raffle.
September 1st-15th



SCAN THE QR CODE
with your mobile device to
view raffle packages.



Photos Courtesy of: Dallas County Utility and Reclamation District and AT&T Byron Nelson Tournament

Send us your photos!

In preparation of our 50th Anniversary in 2023, the LCA is working on a special project and calling on our community for some help.

We would like to learn about your most memorable experiences in Las Colinas. Help us share the history of our great community by emailing your favorite photo and memory to liaisons@lascolinas.org.

Crosswalk installed

Our friends at the City of Irving have made it easier for pups and their owners to walk safely to the new Paws Colinas dog park. A crosswalk has been installed at the intersection of Riverside and California Crossing.





3838 Teleport Blvd.
Irving, Texas 75039-4303



SEPTEMBER-OCTOBER
2021



liaisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 27, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

Plymouth Park

United Methodist Church Irving, TX



September 7, 2021

Irving Convention & Visitors Bureau
500 W. Las Colinas Blvd.
Irving, Texas 75039

Attn: Maura A. Gast, Executive Director

Dear Ms. Gast,

Thank you for your contribution of \$100.00 to Plymouth Park United Methodist Church in memory of Dr. Don Oberlin.

This gift has been designated to the Dr. Don Oberlin Memorial Fund and Mary Oberlin has been notified of your generosity.

Sincerely,

A handwritten signature in blue ink that reads "Judy Lawrence".

Judy Lawrence
Contributions Secretary

Open hearts. Open minds. Open doors.

1615 W. Airport Freeway | Irving, Texas 75062 | (972) 255-4185 | churchoffice@ppumc.org

Joe Willems Memorial Donation

August 24, 2021

Irving Convention and Visitors Bureau Board of Directors

Dear ICVB Board:

Thank you so much for the generous donation to the Friends of the Irving Library in memory of Joe Willems.

Joe Willems was a passionate supporter of the Irving Library through his many years of involvement with the Friends of the Irving Library, serving on the board as treasurer and financial officer. His wife, Marilyn, wished that memorials be given to the Friends in honor of her husband.

Your donation of \$50 is the perfect way to honor the Willems family at the time of their loss.

Sincerely,



Marla Gallemore, Corresponding Secretary

Friends of Irving Library

*No goods or services were provided in return for your contribution.

MW

I am honored by the contribution to the Friends of the Irving Library in memory of Joe Willemms. Joe was the volunteer treasurer of the Friends for 18 years. Libraries were very important to Joe as his job at the A+M Library helped him go to college.

Thank you,
Marilyn Willemms