

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, January 24, 2022 at 11:45 a.m.
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 Meeting Minutes for December 13, 2021

3. Accepting the ICVB Financial Reports:

- a. Year-End FY2020-21
- b. October 2021
- c. November 2021
- d. December 2021

4. Reviewing the Hotel Occupancy Tax Collections

5. Review of ICVB Cash Flow Report

6. Accepting the Irving Convention Center Financial Reports:

- a. November 2021
- b. December 2021

Individual Consideration

7. Approval of Community Engagement Committee Recommendation for High Spirited Citizen Nomination

- a. Melissa Gentry
- b. Ruby Sevcik

Board Reports

8. COVID-19/American Rescue Plan Act Update

AGENDA - Continued

- 9. Board Chair Report**
 - a. 2022 ICVB Board and Committee Meetings and Activities Schedule
 - b. 2022 ICVB Board Committee Assignments
 - c. Conflict of Interest Form
 - d. New Board Member Orientation
 - e. ICVB Board Roster Information
 - f. Next Board Meeting – February 28, 2022, Jack D. Huffman Community Building – Auditorium, 801 W. Irving Blvd.

- 10. Board Committee Reports**
 - a. Board and Business Development – Richard Stewart, Jr.
 - January 7 Meeting Recap
 - New Board Member Orientation, Friday, January 28, 8:30 a.m.
 - Next Meeting – March 11, 9:00 a.m.
 - b. Community Engagement – Karen Cooperstein
 - January 11 Meeting Recap
 - Next Meeting – April 5, 11:30 a.m.
 - c. Destination Development – Greg Malcolm
 - Next Meeting – February 8, 11:30 a.m.; location pending

- 11. City Reports**
 - a. Council Liaison – Mayor Pro Tem Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - 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. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

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

- 14. Industry Partner Reports**
 - a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
 - b. Restaurant Industry Update – David Cole

AGENDA - Continued

- 15. Partner Organization & Stakeholder Reports**
- a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce – John Nicks/Beth Bowman
 - c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
 - d. The Las Colinas Association – Hammond Perot
 - e. TIF – Michael Randall
 - f. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 24, 2022**

AGENDA ITEMS



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Junior Ballroom C-D
December 13, 2021

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair, Yasir Arafat, Michael Basoco, Beth Bowman, Dallas Burke, Karen Cooperstein, Colvin Gibson, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Hammond Perot, Joe Philipp, and Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer, Mayor Pro Tem and Council Liaison Kyle Taylor and Councilman Oscar Ward – City of Irving Elected Officials; City Secretary Shanae Jennings, Deputy City Secretary Jennifer Phillips, Assistant City Manager Philip Sanders, Financial Services Director Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, and Monty White – ICVB.

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

Cole opened the meeting with a prayer for humility and stated it is an honor and privilege to serve as ICVB Board Chair. He commended the other Board members for their commitment to service for the community.

City Secretary Shanae Jennings conducted the swearing in of new Board members Yasir Arafat, Michael Basoco, Colvin Gibson, and Sam Reed; and reappointed Board members Bob Bourgeois, David Cole, Karen Cooperstein, and Julia Kang.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from November 15, 2021
- Accepting the ICVB Financial Reports for September and October 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report
- Accept the Irving Convention Center October 2021 Financial Reports

It was noted the ICVB September, and October 2021 Financial Reports were not available at the time of the Board meeting. Accounts are in the process of closing for year-end with the City. The ICVB Cash Flow Report is affected by the financial reports and will be available at the January 2022 meeting. Cole asked for a motion to approve the Consent Agenda as amended. On a motion from Board member William Mahoney and a second from Board member Karen Cooperstein, the Consent Agenda unanimously was approved.

PRESENTATION

Executive Director Maura Gast gave an overview of the Tourism Economics Irving Hotel Outlook report.

- Pandemic impact on travel was rapid and severe. In a 30-year review, there was a drastic drop in RevPAR for 2020 and a surprising resurgence in 2021. The fourth quarter assumption is weaker due to holidays and less business travel.
- US hotel room demand is still below pre-pandemic levels. Third quarter 2022 is expected to increase to past peak levels.
- Economic Assumption – surge in consumer spending is underway with 8% growth. This is driving businesses to reopen and reinvest.
- Inflation will be uncomfortable for another six months. Consumer price increases are 6.8% and will remain higher than normal likely through the end of 2022.
- Employers face challenges in re-staffing. Reopening will be driven by finding the appropriate labor. Unfilled job openings are 1 in 10 in the food/customer service sector. Over time, it is expected hotels will find staff but may take time and higher wages.
- Intentions to travel remain high. More than 90% of people have plans to travel in the next six months. Business travel is slower to return. Omicron virus variant has made things even slower.

Irving Lodging Quarterly Forecast will be:

- A review of assumptions.
- An approach to the model based on analysis of historical STR data performance, travel recovery timeline and pricing gains, assumptions of new property openings
- Model is based on monthly STR hotel data by segmented demand and sub-markets
- Annual and Quarterly results through 2024.

Recap:

- Hotel performance in Irving is partway through a recovery, but it will take time to recover to pre-pandemic levels.
- The timing of the recovery remains uncertain, as this first report was modeled on data prior to the Omicron wave hitting.

Gast noted this is the first quarterly report that will be presented in detail at Executive Committee meetings. Mayor Pro Tem Kyle Taylor noted it is important for Board members and City Council to understand the importance of the number and quality of Irving hotels and how it impacts RevPAR. Board member Greg Malcolm explained RevPAR is Revenue Per Available Rooms and ADR is Average Daily Rate. RevPAR is the most important statistic for hotels. Board member Nydia Hoskins added ADR performance at the Omni Las Colinas has held, but RevPAR is slow to recover and seems to hold true across Irving.

BOARD REPORTS

COVID-19 AND AMERICAN RESCUE PLAN ACT UPDATE

- Gast reported ICVB is meeting with City staff/City Finance/Arts and Culture and City Manager's Office on how to move forward with operating expenses being funded by ARPA.
- Working with City staff to have everything documented accordingly and in order from a procedural standpoint, so that all are prepared should there be an audit.
- City Manager's Office is working on refining the submittal form and direction on how to proceed for documentation.

CHAIR REPORT

- The FY2022-26 Strategic Recovery Plan for the Irving CVB Board goals and objectives are included in the packet, along with the Board Committee assignments and 2022 Board meetings and activities schedule.
- There was a call for Board Committee members, and anyone interested in serving on a Committee is encouraged to complete the Sign-Up form. Cole suggested Board members attend Committee meetings and decide where the best fit for individual's passion lies.
- Congratulations to Pfaff on being awarded the Irving Schools Foundation Legacy Award.
- The next Board meeting will be held on Monday, January 24, 2022, at the ICC.

Board Development Committee

Committee Chair Richard Stewart, Jr. reported:

- The next Committee meeting originally was scheduled for December 3 but has been postponed until January 7 at 9:00 a.m.
- The Committee will discuss Strategic Plan Committee goals and plans for the year.

Community Engagement Committee

Committee Chair Karen Cooperstein reported:

- The next Committee meeting date is scheduled for January 11 at 11:30 a.m.
- The Committee will discuss Strategic Plan Committee goals and the High Spirited Citizen program.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting date is scheduled for February 11 at 11:30 a.m.
- The Committee will discuss Strategic Plan Committee goals and R-AB Ordinance update.

CITY REPORTS

Update on Pension Obligation Bonds for TMRS and Supplemental Benefit Plan

City Manager Chris Hillman reported:

- The City is reviewing ways to reduce pension obligations with three different plans. There is existing liability relative to pensions and the City is able to finance and issue bonds with very low interest rate of 2.65%, compared to 6.5%, which is a significant savings.
- Overall savings for the City is \$60 million over the next 20 years. ICVB savings anticipated is \$800,000 over next 20 years. Taking 10% of savings to create a market risk litigation fund.
- Knocking off four years of payments with the interest rate savings.
- Supplemental Benefit Plans can save another \$5 million.
- Moving forward with Fire Pension Fund and contract will be presented to City Council in the next few months. Hoping to go out to market for those bonds in April/May 2022.
- The goal is to issue these from a position of strength.

Mayor Pro Tem and Council Liaison Kyle Taylor reported:

- Thanked Cooperstein for her leadership as Board Chair and congratulated Cole as new Board Chair. He also congratulated Pfaff for the ISF Legacy Award and noted how proud he was of the foundation that enriches lives in Irving.
- The R-AB Ordinance was on the last Council meeting agenda and was well received. A vote should happen in January and finalize the item. Supporting the process of changing the legislation and has been a team effort with robust discussions and the support of the ICVB Board. Taylor expressed his appreciation to the City Finance team for behind-the-scenes actions.
- Using the R-AB process as a road map to tackle short-term rentals. It is an important issue that directly affects the ICVB and Hotel Occupancy Tax.
- Thanked the Parks Department and City events staff for the holiday events in the City.
- DCURD Dallas Burke gave a presentation at City Work Session on Canal enhancements with a dream and a wish list that has challenges but will re-energize the area.
- Election season is starting – there is one at-large and two single district elections in May.
- Looking forward to working this next year in making the City a better place.

Councilman Oscar Ward reported:

- Appreciates the City Manager and all the work on pension savings.
- Suggested having Burke give the DCURD water transportation feature presentation at a future Board meeting. Chairman Cole indicated that the Destination Development Committee would welcome the presentation.
- Congratulated Pfaff on the ISF Legacy award and acknowledged all her efforts.

Mayor Rick Stopfer reported:

- Last year was a mix of challenges with the pandemic, the winter storm and social unrest. The City emerged successful, but not out of the woods yet.
- Food banks and food drives are continuing to happen weekly in Irving.
- Businesses have stepped up for heat and rental assistance and making sure citizens can have comfort of life.
- Stopfer is proud of the community and noted it is rewarding to see the community care and love. Holiday season food and toy drives for non-profits were well supported by citizens.
- Thanked City staff and employees during the winter storm and freeze last February. Libraries were open for residents to provide shelter.
- It was an amazing year of coming together, helping businesses grow, new businesses open.
- Sales tax revenue is relatively better than anticipated, housing sales are up as well as new construction.
- The new Starbucks in the Heritage District has Coffee with a Cop event, and their owners will be opening two more locations in Irving. They are also working with the Irving Schools Foundation to offer employees 100% education for four years with University of Arizona online. He also thanked Pfaff for her service with the Irving Schools Foundation.

DART Update:

- There will be changes to reflect bus route redesign to save time. Once completed, it will be an improvement for riders and commitment of 10-15 minutes for a driver at your stop, compared to 30 minutes currently.
- Also contracting with Uber and Lyft.
- It will be a major change, but majority of routes will stay the same.

City Manager Chris Hillman reported:

- The ICC building and food service look great. Hillman thanked the ICVB and ICC team for the great experience.
- Thanked Chief Financial Officer Jeff Litchfield and City Legal Department for the great effort on the pension savings.
- The Holidays at Heritage Park tree lighting and parade was a festive success. Heritage Park ribbon cutting was an astounding success. The park is beautiful with a \$6 million investment.
- Heritage District has launched a new marketing effort.
- Reconstruction of Irving Boulevard will be the backbone for all additional developments.
- Williams Square Plaza project is expected to open Spring 2022. The project is on time and on budget. The iconic Mustangs and fountain are being redone, and shaded seating areas, landscaping and an ADA-compliant access ramp are all being added.
- City staff participated in the annual Leadership Team Day of Service event, benefitting Irving Schools Foundation and their Food for Thought and Caring & Sharing programs. The team sponsored 40 students with toys and clothes, assembled bicycles and packaged 2,000 food bags.
- Hillman echoed the Mayor saying it has been a great year and congratulated Gast, the ICVB team and Board of Directors for navigating through a challenging year. He noted ARPA funds will help put Irving ahead of the curve.

Cole introduced City Secretary Shanae Jennings Conley and Deputy City Secretary Jennifer Phillips and welcomed them to the Board meeting.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast reported:

- Gast thanked Pfaff for representing Irving and the ICVB with grace and passion and congratulated her on the ISF Legacy Award.
- Irving is chosen as location to host the inaugural 2022 USA Triathlon Multisport National Championships Festival, scheduled for April 28-May 1, 2022.
- Thanked ICC General Manager Tom Meehan and staff for their extra special touches for Board events, and Board acknowledged appreciation to Chef Eduardo Alvarez for the beautiful holiday lunch at the meeting.
- Gast noted that Assistant Executive Director Susan Rose is attending a training session at City Hall and the AirDNA Report is included in the packet.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Thanked the Board for their comments regarding the ICVB Sales team and their acknowledgement of their persistent hard work.

- Thanked City staff for their assistance in showcasing events and competitions, i.e., Triathlon Multisport event with nine different competitions at Levy Plaza, Club Corp Classic, and more.
- All groups that have had site visits in Irving are seeing the vision from Levy Plaza, Toyota Music Factory and Irving Convention Center all packaged and designed to accommodate city-wide events. All the hard work has benefited more than Irving residents, but also the visitors to Irving.
- There have been no sales cancellations lately due to the COVID variants. Attendee numbers have been affected.
- ICVB Corporate Sales Manager position has been posted and applications available on the City website and will be open until December 15.

Assistant Executive Director Marketing and Communication Diana Pfaff reported:

- The complete Marketing and Communications report is available in the packet for review.
- Staycations generated 248,733 website sessions and 124,609 hotel referrals.
- Promoted Content Campaign has generated a combined 34,044 blog visits since 2001.
- In November, website traffic declined with 60,876 total sessions and 51,048 users to both websites.
- Social media gained 1,476 new followers in November for a total influence of 124,419 with Visit Irving Facebook page having the newest followers.
- There are several news clips in the packet, including a piece in *Texas Meeting Planner Guide*, highlighting ICVB Executive Director Maura Gast.
- Thanked everyone for their congratulations and noted that Gast encourages community involvement and leads by example.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- Attended the ASM Global corporate meeting held in conjunction with the International Association Exhibitions and Events Conference in Philadelphia last week. It was a successful way to acquire a feel for what is happening around the country. All locations have different positions based on their locale and pandemic mandates. The ICC is further ahead of the game than many other locations. The conference attendance is normally 2,100 and this year was a little low at 1,600.
- Finance report for October 2021 – the first month of the fiscal year and made budget.
- The forecast looks comfortable and achievable, depending on what happens with Omicron and whatever follows it.
- Challenges will remain in staffing and third-party vendor staffing.
- Food costs are up, and supply chain challenges are real.
- ICC has increased Rent and F&B Catering pricing.
- New menus should be available soon.

Director of Sales Matt Tungett reported:

- The new COVID variant has not shown as many cancellations thus far as the previous variant.
- A few events are looking to move their calendar dates to the second part of the fiscal year.
- Tungett also attended the conference in Philadelphia and noted it gives insight into how other destinations work. He thanked all for the support to attend.
- Revenue for late 2022 is being entered and leads are coming in for the Corporate market.

- In the final planning stage this week for Southwest Showcase event in January, with very good leads already.
- ZestFest has moved on to another location.
- Contracts for 2024-25 city-wide program have been achieved. Will keep the Board updated.

INDUSTRY PARTNERS

Hotel Partners

Board member Greg Malcolm reported:

- Hilton Garden Inn DFW South is reporting for November (only 28 days ending on December 4), Occupancy at 67.2%, Average Daily Rate is \$128.06, and RevPAR is \$86.04.
- South side of DFW Airport is doing well and on a good rebound.

Board member Nydia Hoskins reported:

- The Omni Las Colinas for November ended at 45% Occupancy with Average Daily Rate of \$186.00.
- RevPAR index is 20 points behind November 2019, but Hoskins is extremely optimistic for 2022.
- The last six months of the fiscal year is looking great and above budget.
- One cancellation in January, due to vaccination mandates.
- Strong last-minute leads that are headed to contract.
- Hired three Sales Managers, all are returning employees.

Restaurant Industry

Board Vice Chair David Cole reported:

- Staffing challenges continue. Lost four Managers in one week and now having to think outside the box for staffing. Rehired three past Managers in replacement.
- Food and supply chain challenges continue with everything in very short supply.
- Encouraged Board members to dine out but remember the situation and plan to pack patience.
- Menu items are being substituted or taken off menus.
- Will report next month on the local and state Restaurant Association Committee meetings that are happening this week.

DCURD

Board member Dallas Burke reported:

- Backup Emergency Generator Project continues with completion date set for March 2022.
- Construction of two new dams on Southfork Hackberry Creek is completed. This was a \$1.2 million project.
- Engineering underway for a new Lake Carolyn wall system and will be constructed from the lake side without disturbing existing properties or the promenade.
- Completed the busiest waterway maintenance program ever and have more projects scheduled for 2022.
- Irving Flood Control District I – completed major pump station renovations at the international Pump Station and major dredging projects in 2021 cleaned out 2 miles of flood control sump vital to handling floodwater in that system.
- Irving Flood Control District III – engineering underway for installation of new flood control tilting weir that will add 80,000 GPM to the flood control system without using electricity to do so.
- Other aging systems will be replaced in 2022.

- Overall, across the three districts, 100 tons of waterway debris was removed.

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- Nicks commented on business ability to invite clients and vendors to travel again and replenish business travel opportunities. He noted it will improve but small steps like this can lead to big conventions once your customers or executives visit Irving.
- Congratulated Pfaff on ISF Legacy Award and Sam Reed on ICVB Board appointment.
- Economic Development – Chef Gordon Ramsay is relocating his North American restaurant headquarters to Las Colinas Highlands Office Tower, and working with QTS Irving-Dallas data center expansion, which is a \$40 million investment, along with several other projects.
- Proud to work with City partners on the Heritage District and reconstruction of Irving Boulevard.
- Unemployment in October for Irving dropped to 4.1%, compared to 5.4% in Texas and 4.6% for the nation. This is the lowest the unemployment rate has been since the beginning of the pandemic in 2020.
- Nicks encouraged all to support small business and participate in the Small Business Blitz. There are 1,000 small businesses throughout Irving and the blitz will be an opportunity to thank them for creating jobs in Irving.
- Legislative session filing deadline for March 1st primary is today at 6:00 p.m.
- Kevco Electrical Construction, Inc. ribbon cutting ceremony and grand opening on December 16 at noon.
- Registration is open for the 2022 State of the City on January 25, 2022, at the Irving Convention Center.

Cole reminded the Board of the Hackberry Ranch historical marker ceremony on Wednesday, December 15 at 2:00 p.m. He thanked Pfaff for her continued community involvement. The Irving Cares New Year's Eve party charity event at the Irving Convention Center will support the local non-profit. He encouraged everyone to participate in the Irving Marathon events, with an opportunity to walk together on December 18 at the Irving Frost Marathon.

Meeting was adjourned at 1:26 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
September 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2021

Assets

Cash and equivalents	2,046,401.77
Investments	299,400.00
Hotel tax receivable	1,159,942.33
Accounts receivable	7,650.00
Accrued interest receivable	2.73

Liabilities

Accounts payable	555,607.85
Accrued wages & benefits	288,326.94
Unearned revenue	456,349.81
Due to City of Irving	46,870.70

Total Liabilities 1,347,155.30

Fund Balance (Budgetary basis)

Reserve for encumbrances	(425.00)
Unreserved	2,166,666.53

Total Fund Balance 2,166,241.53

Total Assets 3,513,396.83

Total Liabilities and Fund Balance 3,513,396.83

Notes:

- Hotel tax receivable - August and September
- Accounts receivable - North Texas CVB Reception sponsors
- Unearned revenue - unexpended ARPA funds
- Due to City of Irving - administrative cost for August and September hotel tax



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	1,669,437.97	4,551,923.17	6,490,005.00	70.1%	0.00	1,938,081.83
	PENALTY AND INTEREST	7,056.15	11,234.38	0.00	100.0%	0.00	(11,234.38)
	PRIOR YEAR	12,273.88	118,894.24	0.00	100.0%	0.00	(118,894.24)
	SHORT-TERM RENTALS	14,347.35	44,206.96	0.00	100.0%	0.00	(44,206.96)
	TOTAL HOTEL/MOTEL TAX	1,703,115.35	4,726,258.75	6,490,005.00	72.8%	0.00	1,763,746.25
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	2,235,089.19	2,235,089.19	2,691,439.00	83.0%	0.00	456,349.81
M4 - INVESTMENT INCOME							
		3.58	465.96	4,995.00	9.3%	0.00	4,529.04
M5 - MISCELLANEOUS							
		7,917.18	59,375.18	5,000.00	1187.5%	0.00	(54,375.18)
M6 - TRANSFER FROM CITY OF IRVING							
		0.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
TOTAL REVENUE		3,946,125.30	7,521,189.08	10,191,439.00	73.8%	0.00	2,670,249.92
EXPENDITURES							
N1 - SALARIES							
		408,730.81	2,429,574.64	2,511,698.00	96.7%	0.00	82,123.36
N2 - BENEFITS							
		100,942.46	670,495.40	696,033.47	96.3%	0.00	25,538.07
N4 - SUPPLIES							
		7,382.07	35,792.95	42,453.00	84.3%	0.00	6,660.05
O1 - UTILITIES (COMMUNICATIONS)							
		4,652.40	20,147.36	26,400.00	76.3%	0.00	6,252.65
O3 - OUTSIDE SERVICES							
	SALES AND MARKETING RESOURCES	9,326.93	24,912.92	38,560.00	64.6%	0.00	13,647.08
	MEDIA ADVERTISING	38,324.80	314,493.55	389,575.00	80.7%	850.00	74,231.45
	PROFESSIONAL SERVICES	325,585.98	1,005,128.13	1,802,289.00	55.8%	0.00	797,160.87
	PROPERTY MANAGEMENT SERVICES	418,712.00	1,813,712.00	2,795,000.00	64.9%	0.00	981,288.00
	OTHER	994.29	3,553.75	7,026.00	50.6%	0.00	3,472.25
	TOTAL OUTSIDE SERVICES	792,944.00	3,161,800.35	5,032,450.00	62.8%	850.00	1,869,799.65
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	40,434.10	49,393.44	291,000.00	17.0%	0.00	241,606.56
	MILEAGE REIMBURSEMENT	12.02	136.56	4,000.00	3.4%	0.00	3,863.44
	MEMBERSHIP AND DUES	4,277.00	43,628.98	64,900.00	67.2%	0.00	21,271.02
	TOTAL TRAVEL - TRAINING - DUES	44,723.12	93,158.98	359,900.00	25.9%	0.00	266,741.02
O5 - CLAIMS AND INSURANCE							
		0.00	138,045.00	138,045.00	100.0%	0.00	0.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	68,124.62	189,050.35	426,000.00	44.4%	0.00	236,949.65
	BUSINESS DEV INCENTIVE PROG	41,065.00	118,013.54	605,000.00	19.5%	0.00	486,986.46
	LOCAL PROGRAMS-PROMOTIONS	13,504.60	32,714.78	199,225.00	16.4%	0.00	166,510.22
	OTHER	3,665.90	57,567.36	154,350.00	37.3%	0.00	96,782.64
	TOTAL MISCELLANEOUS EXPENSES	126,360.12	397,346.03	1,384,575.00	28.7%	0.00	987,228.97
P5 - TRANSFERS OUT							
	TRSF TO ICVB CONV CENTER	100,000.00	100,000.00	100,000.00	100.0%	0.00	0.00
	TRSF TO CITY OF IRVING	500,000.00	500,000.00	500,000.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	600,000.00	600,000.00	600,000.00	100.0%	0.00	(564,042.00)
TOTAL EXPENDITURES		2,085,734.98	7,546,360.71	10,791,554.47	69.9%	850.00	2,680,301.77

Beginning Fund Balance	2,191,413.15
Revenues	7,521,189.08
Expenditures	(7,546,360.71)
Ending Fund Balance	<u>2,166,241.53</u>

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



2202 - ICVB RESERVE
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2021

Assets

Cash and equivalents 710.78

Total Assets 710.78

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 710.78

Total Fund Balance 710.78

Total Liabilities and Fund Balance 710.78



2203 - ICVB COMPUTER REPLACEMENT
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2021

Assets

Cash and equivalents 207.54

Total Assets 207.54

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 207.54

Total Fund Balance 207.54

Total Liabilities and Fund Balance 207.54



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2021

Assets

Cash and equivalents	281,929.13
Investments	603,000.00
Accrued interest receivable	13.78

Total Assets

884,942.91

Liabilities

Accounts payables	127,049.80
Unearned revenue	81,065.65
Total Liabilities	<u>208,115.45</u>

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	676,827.46
Total Fund Balance	<u>676,827.46</u>

Total Liabilities and Fund Balance

884,942.91

Unearned revenue - unexpended ARPA funds



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
 MONTHLY FINANCIAL REPORT
 SEPTEMBER 2021

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	245,399.35	245,399.35	326,465.00	75.2%	0.00	81,065.65
M4 - INVESTMENT INCOME							
		41.67	140.68	2,000.00	7.0%	0.00	1,859.32
M5 - MISCELLANEOUS							
		68,371.85	928,996.85	925,000.00	100.4%	0.00	(3,996.85)
M6 - TRANSFER FROM ICVB GENERAL							
		100,000.00	100,000.00	100,000.00	100.0%	0.00	0.00
TOTAL REVENUE		413,812.87	1,274,536.88	1,353,465.00	94.2%	0.00	78,928.12
EXPENDITURES							
N4 - SUPPLIES							
		59,761.53	62,508.32	76,065.00	82.2%	0.00	13,556.68
N7 - STRUCTURE MAINTENANCE							
		182,753.82	476,878.56	1,020,000.00	46.8%	0.00	543,121.44
O3 - OUTSIDE SERVICES							
		117,838.23	117,838.23	125,400.00	94.0%	0.00	7,561.77
O4 - TRAVEL / TRAIN / DUES							
		2,125.74	2,125.74	5,000.00	42.5%	0.00	2,874.26
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	125,000.00	0.0%	0.00	125,000.00
TOTAL EXPENDITURES		362,479.32	659,350.85	1,351,465.00	48.8%	0.00	692,114.15

Beginning Fund Balance	61,641.43
Revenues	1,274,536.88
Expenditures	(659,350.85)
Ending Fund Balance	<u>676,827.46</u>

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



Irving Convention and Visitors Bureau

Check Register
September 2021

Check #	Check Date	Vendor Name		Invoice Amount	Check Amount	
		Object Description	Line Item Description		ARPA	HOT Tax
80061828	9/2/2021	AZZ INC.			552.00	
		BUSINESS DEV INCENTIVE PROG	ALT MEETING DFW/JUNE 2021	552.00		
80061829	9/2/2021	DALLAS FORT WORTH AIRPORT MARRIOTT			1,760.00	
		BUSINESS DEV INCENTIVE PROG	HERZOG/AUGUST 2021 MEETING	1,760.00		
80061830	9/2/2021	DEBBIE SARDONE CONSULTING, LLC			255.00	
		BUSINESS DEV INCENTIVE PROG	PRO FIELD TRIP SUMMER 2021	255.00		
80061831	9/2/2021	SAVOY DALLAS HOTELS INC			423.00	
		BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	423.00		
80061832	9/2/2021	FEDERAL EXPRESS CORPORATION				21.79
		FREIGHT	SHIPPING	5.96		
		FREIGHT	SHIPPING	15.83		
80061833	9/2/2021	FOSTER, WENDY				135.62
		COMMUNICATIONS	JUL 2021 - CELL / MILEAGE / MISC	75.00		
		CONVENTION SERVICES MATERIALS	JUL 2021 - CELL / MILEAGE / MISC	10.00		
		MILEAGE REIMBURSEMENT	JUL 2021 - CELL / MILEAGE / MISC	50.62		
80061834	9/2/2021	EX DALLAS LP			2,792.00	
		BUSINESS DEV INCENTIVE PROG	OIPA ANNUAL MEETING/AUG 2021	2,180.00		
		BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TX RANGERS/AUG 2021	612.00		
80061835	9/2/2021	HAMPTON INN - LAS COLINAS			261.00	
		BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	261.00		
80061836	9/2/2021	HOMEWOOD SUITES BY HILTON			138.00	
		BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	138.00		
80061837	9/2/2021	SMG				2,746.79
		OTHER SUPPLIES	CARES ACT FUNDING - PLEXIGLASS COVERS	2,746.79		
80061838	9/2/2021	SMG				28,372.91
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	28,372.91		
80061839	9/2/2021	LAUDA, MARIANNE				75.00
		COMMUNICATIONS	JUL 2021 - CELL	75.00		
80061840	9/2/2021	LEVINE, KATHY				65.44
		COMMUNICATIONS	JUL 2021 - CELL	65.44		
80061841	9/2/2021	LOPEZ, BRENDA				75.00
		COMMUNICATIONS	JUL 2021 - CELL	75.00		
80061842	9/2/2021	MANSELL, LORI				89.00
		COMMUNICATIONS	JUL 2021 - CELL / MISC	75.00		
		BUSINESS DEV INCENTIVE PROG	JUL 2021 - CELL / MISC	14.00		
80061843	9/2/2021	ON POINT PROMOTIONAL TEAM			5,984.97	
		CONVENTION SERVICES MATERIALS	ARPA - BRADFORD REFILLABLE JOURNAL BOOK	2,987.50		
		CONVENTION SERVICES MATERIALS	ARPA - 4-PORT USB HUB	2,997.47		
80061844	9/2/2021	PETTY, BRICE				71.66
		COMMUNICATIONS	JUL 2021 - CELL	71.66		
80061845	9/2/2021	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC				600.00
		POSTAGE	POSTAGE FOR METER	300.00		
		POSTAGE	POSTAGE FOR METER	300.00		
80061846	9/2/2021	PLYMOUTH PARK UNITED METHODIST CHURCH				100.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - DON OBERLIN	100.00		
80061847	9/2/2021	ROBERTS, DEBBIE				75.00
		COMMUNICATIONS	JUL 2021 - CELL	75.00		
80061848	9/2/2021	ROSE, SUSAN				43.76
		COMMUNICATIONS	JUL 2021 - CELL	43.76		
80061849	9/2/2021	SHERATON DFW AIRPORT HOTEL			4,505.00	
		BUSINESS DEV INCENTIVE PROG	CREATIVE SOLUTIONS ABOC/AUG 2021	1,380.00		
		BUSINESS DEV INCENTIVE PROG	JLM CREATIVE EVENTS-APPLIQUE GETAWAY/JULY 2021	1,875.00		
		BUSINESS DEV INCENTIVE PROG	FBINA/2021 STATE RETRAINER CONFERENCE	1,250.00		
80061850	9/2/2021	STR, INC				3,000.00
		SUBSCRIPTIONS-PUBLICATIONS	DATA FILE - ONE OFF	3,000.00		
80061851	9/2/2021	SUPERIOR EXPOSITION SERVICES, LLC				3,555.00
		TRAVEL AND TRAINING	SOUTHWEST SHOWCASE IRVING BOOTH/AUG 12,2021	3,555.00		
80061852	9/2/2021	TEXAS TRIAL LAWYERS ASSOCIATION			252.00	
		BUSINESS DEV INCENTIVE PROG	TRIAL ADVOCACY COLLEGE OF TEXAS/JULY 2021	252.00		

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Check #	Check Date	Vendor Name		Invoice Amount	Check Amount	
		Object Description	Line Item Description		ARPA	HOT Tax
80061853	9/10/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			41,439.98	11,274.36
		ACCOUNTS PAYABLE	AUG 2021 - RECEIPTS	52,714.34		
80061854	9/10/2021	CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION				425.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	425.00		
80061855	9/10/2021	COURT OF MASTER SOMMELIERS, AMERICAS			1,505.00	
		BUSINESS DEV INCENTIVE PROG	ADVANCED COURSE 1/AUG 2021	1,505.00		
80061856	9/10/2021	CSC HOLDINGS, LLC			705.00	
		BUSINESS DEV INCENTIVE PROG	JACKSONVILLE JAGUARS PRE-SEASON COWBOYS/AUG	705.00		
80061857	9/10/2021	EX DALLAS LP			2,240.00	
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TX RANGERS/AUG 2021	812.00		
		BUSINESS DEV INCENTIVE PROG	COLORADO ROCKIES VS TX RANGERS/AUG 2021	740.00		
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TX RANGERS/AUG 2021	688.00		
80061858	9/10/2021	EX DALLAS LP				882.00
		MEMBERSHIPS, CERTS, & LICENSES	SEPTEMBER 2021	882.00		
80061859	9/10/2021	SMG				20,000.00
		LANDSCAPE MAINTENANCE	LANDSCAPE-REPAIR/REPLACE FROM WINTER STORM	20,000.00		
80061860	9/10/2021	MEETING PROFESSIONALS INTERNATIONAL				5,000.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00		
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00		
80061861	9/10/2021	NOVELTY SALT & PEPPER SHAKERS CLUB			1,340.00	
		BUSINESS DEV INCENTIVE PROG	36TH ANNUAL CONVENTION/JULY 2021	1,340.00		
80061862	9/10/2021	HCD DALLAS CORPORATION			7,825.00	
		BUSINESS DEV INCENTIVE PROG	TIVA SUMMER CONFERENCE/JULY 2021	7,825.00		
80061863	9/10/2021	STAPLES				183.65
		OFFICE SUPPLIES	OFFICE SUPPLIES	59.48		
		OFFICE SUPPLIES	OFFICE SUPPLIES	88.70		
		OFFICE SUPPLIES	OFFICE SUPPLIES	35.47		
80061864	9/10/2021	STR, INC				4,025.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 4TH QTR	4,025.00		
80061865	9/10/2021	TEXAS CENTER FOR THE JUDICIARY, INC			136.00	
		BUSINESS DEV INCENTIVE PROG	MAGISTRATE TRAINING A/JULY 2021	136.00		
80061866	9/10/2021	TEXAS HOUSE OF REPRESENTATIVES				22.63
		CONVENTION SERVICES MATERIALS	TEXAS FLAG/CERTIFICATE	22.63		
80061867	9/10/2021	TUCKER & ASSOCIATES, LLC			4,000.00	74.23
		PROFESSIONAL SERVICES	MONTHLY RETAINER - SEPT 2021	4,000.00		
		PROFESSIONAL SERVICES	AUG 2021 - REIMBURSABLES	74.23		
80061868	9/16/2021	DFW HUMANE SOCIETY OF IRVING INC				100.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - CHERYL CALHOUN	100.00		
80061869	9/16/2021	IMAGO MEDIA, INC.				2,500.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00		
80061870	9/16/2021	IRVING - LAS COLINAS ROTARY CLUB				40.00
		MEMBERSHIPS, CERTS, & LICENSES	AUGUST 2021	40.00		
80061871	9/16/2021	SMG			54,850.44	
		BUILDINGS MAINT	CONDUCT 5-YEAR TESTING, CLEAN & TORQUE	49,806.00		
		TRAVEL AND TRAINING	TRAVEL - SOUTHWEST SHOWCASE	2,125.74		
		OTHER SUPPLIES	POS TERMINAL CREDIT CARD SWIPE MACHINES	2,918.70		
80061872	9/16/2021	SMG				21,924.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - SEPT 2021	21,924.37		
80061873	9/16/2021	SMG			5,610.50	
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,610.50		
80061874	9/16/2021	LAUDA, MARIANNE				75.00
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
80061875	9/16/2021	MALONEY STRATEGIC COMMUNICATION INC				879.40
		PROFESSIONAL SERVICES	ICVB INVENTORY STORAGE (SURVEYOR MAG) / MGMT	879.40		
80061876	9/16/2021	MANSOUR, KAYLA				225.00
		COMMUNICATIONS	MAY 2021 - CELL	75.00		
		COMMUNICATIONS	JUN 2021 - CELL	75.00		
		COMMUNICATIONS	JUL 2021 - CELL	75.00		

Irving Convention and Visitors Bureau

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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount	
					ARPA	HOT Tax
80061877	9/16/2021	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING	ADVERTISING	5,200.00	5,200.00	
80061878	9/16/2021	PETTY, BRICE COMMUNICATIONS	AUG 2021 - CELL	71.66		71.66
80061879	9/16/2021	ROSE, SUSAN COMMUNICATIONS	AUG 2021 - CELL	43.75		43.75
80061880	9/16/2021	SIRMEN, LORI COMMUNICATIONS	MAY 2021 - CELL / MISC	75.00		212.63
		LOCAL PROGRAMS-PROMOTIONS	MAY 2021 - CELL / MISC	(12.37)		
		COMMUNICATIONS	JUN 2021 - CELL	75.00		
		COMMUNICATIONS	JUL 2021 - CELL	75.00		
80061881	9/16/2021	STALLINGS, APRIL COMMUNICATIONS	CELL PHONE - AUGUST 2021	73.00		146.00
		COMMUNICATIONS	CELL PHONE - SEPTEMBER 2021	73.00		
80061882	9/16/2021	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS	AUGUST 2021	159.50		329.09
		COMMUNICATIONS	AUGUST 2021	76.26		
		COMMUNICATIONS	AUGUST 2021	93.33		
80061883	9/23/2021	LOPEZ, BRENDA COMMUNICATIONS	AUG 2021 - CELL	75.00		75.00
80061884	9/23/2021	NORTHSTAR TRAVEL MEDIA, LLC MEDIA ADVERTISING	ADVERTISING	500.00	500.00	
80061885	9/23/2021	ROADRUNNER CHARTERS, INC. TRAVEL AND TRAINING	MOTOR COACH FOR PFA/SEPT 11, 2021	305.00	305.00	
80061886	9/23/2021	SIMPLEVIEW WORLDWIDE, INC. PROFESSIONAL SERVICES	LEISURE, MEETINGS, OTA, HOTEL RE-MARKETING	50,000.00	53,500.00	
		PROFESSIONAL SERVICES	YEAR-ROUND DIGITAL CONTENT PROMOTION	3,500.00		
80061887	9/23/2021	SOTO, MONICA COMMUNICATIONS	CELL PHONE - AUGUST 2021	25.00		50.00
		COMMUNICATIONS	CELL PHONE - SEPTEMBER 2021	25.00		
80061888	9/23/2021	STODDARD, CAROL COMMUNICATIONS	JUL 2021 - CELL	64.08		128.14
		COMMUNICATIONS	AUG 2021 - CELL	64.06		
80061889	9/23/2021	WFAA-TV INC MEDIA ADVERTISING	ADVERTISING	5,562.40	5,562.40	
80061890	9/23/2021	WHITE, MONTY COMMUNICATIONS	JUL 2021 - CELL	75.00		150.00
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
80061891	9/30/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	SEPT 2021 - RECEIPTS	57,169.57	33,687.16	23,482.41
80061892	9/30/2021	NAIDU PRODUCTIONS LLC BUSINESS DEV INCENTIVE PROG	TEXAS PRO BODYBUILDING CHAMPIONSHIP/AUG 2021	1,500.00	1,500.00	
80061893	9/30/2021	BILBIA, CHELSEA PROFESSIONAL SERVICES	BLOG POSTS – SEPT 2021	200.00	350.00	
		PROFESSIONAL SERVICES	BLOG POSTS – AUG 2021	150.00		
80061894	9/30/2021	CONFERENCE DIRECT MEDIA ADVERTISING	ADVERTISING	4,000.00	4,000.00	
80061895	9/30/2021	COURTYARD DALLAS DFW AIRPORT NORTH/IRVING BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	480.00	480.00	
80061896	9/30/2021	CSC HOLDINGS, LLC BUSINESS DEV INCENTIVE PROG	NATIONAL PROCEDURES INSTITUTE CONFERENCE/SEPT	824.00	824.00	
80061897	9/30/2021	DIPIETRO, KATHERINE COMMUNICATIONS	JUL 2021 - CELL / MISC	75.00		160.00
		LOCAL PROGRAMS-PROMOTIONS	JUL 2021 - CELL / MISC	10.00		
		COMMUNICATIONS	AUG 2021 - CELL	75.00		



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount	
					ARPA	HOT Tax
80061898	9/30/2021	FEDERAL EXPRESS CORPORATION				332.13
		FREIGHT	SHIPPING	109.43		
		FREIGHT	SHIPPING	101.58		
		FREIGHT	SHIPPING	19.66		
		FREIGHT	SHIPPING	17.38		
		FREIGHT	SHIPPING	84.08		
80061899	9/30/2021	FOJTASEK, LORI				310.02
		COMMUNICATIONS	JUN 2021 - CELL	75.00		
		COMMUNICATIONS	JUL 2021 - CELL / MILEAGE	75.00		
		MILEAGE REIMBURSEMENT	JUL 2021 - CELL / MILEAGE	10.02		
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
		COMMUNICATIONS	MAY 2021 - CELL	75.00		
80061900	9/30/2021	EX DALLAS LP			4,194.00	
		BUSINESS DEV INCENTIVE PROG	MASTERS DERMATOLOGICAL ASSOCIATION/SEPT 2021	495.00		
		BUSINESS DEV INCENTIVE PROG	CHICAGO WHITE SOX VS TX RANGERS/SEPT 2021	748.00		
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TX RANGERS/SEPT 2021	1,096.00		
		BUSINESS DEV INCENTIVE PROG	LION STREET INDABA/SEPT 2021	1,855.00		
80061901	9/30/2021	GAST, MAURA				25.00
		TRAVEL AND TRAINING	TACVB ANNUAL CONVENTION 2021	25.00		
80061902	9/30/2021	GOT YA COVERED, LLC			81.00	
		BUSINESS DEV INCENTIVE PROG	TEXAS A&M HOCKEY TEAM TRAVEL	81.00		
80061903	9/30/2021	HOLIDAY INN EXPRESS & SUITES IRVING CONV CTR -			207.00	
		BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	207.00		
80061904	9/30/2021	HOLIDAY INN EXPRESS & SUITES DFW NORTH			192.00	
		BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	192.00		
80061905	9/30/2021	HOPKINS, CHERYL				170.00
		COMMUNICATIONS	JUL 2021 - CELL / MISC	75.00		
		BUSINESS DEV INCENTIVE PROG	JUL 2021 - CELL / MISC	20.00		
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
80061906	9/30/2021	SMG			76,341.11	
		PROFESSIONAL SERVICES	REINSTATE 3 FURLOUGHED POSITIONS	21,894.26		
		PROFESSIONAL SERVICES	REINSTATE FULL SECURITY COVERAGE	33,470.00		
		BUILDINGS MAINT	REPLACE CONTROLLERS ON 3 WALKING	13,881.85		
		BUILDINGS MAINT	REPLACE SPRAY HOSE LINES AND NOZZLES IN KITCHEN	7,095.00		
80061907	9/30/2021	SMG			835.00	
		BUSINESS DEV INCENTIVE PROG	AUTO BODY ASSOCIATION OF TEXAS/SEPT 2021	835.00		
80061908	9/30/2021	KLEERTECH			2,999.99	
		CONVENTION SERVICES MATERIALS	NAME BADGE HOLDERS	2,999.99		
80061909	9/30/2021	MALONEY STRATEGIC COMMUNICATION INC			95,080.43	205.00
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - SEPTEMBER	205.00		
		PROFESSIONAL SERVICES	2021 ICVB TRAVELERS GUIDE - PHASE I	23,750.00		
		PROFESSIONAL SERVICES	IRVING ON THE ROCKS IDENTITY - PHASE I	31,500.00		
		PROFESSIONAL SERVICES	2021 ICC BANQUET MENU DESIGN	4,500.00		
		PROFESSIONAL SERVICES	2021 ICVB TRADE SHOW NEWS NETWORK E-BLAST	2,830.00		
		PROFESSIONAL SERVICES	MEETINGS TODAY - EMAIL NURTURING CAMPAIGN	3,960.00		
		PROFESSIONAL SERVICES	IRVING ON THE ROCKS IDENTITY DEVELOPMENT	4,780.43		
		PROFESSIONAL SERVICES	2021 ICVB HOLIDAY CAMPAIGN - PHASE I	23,760.00		
80061910	9/30/2021	MANSELL, LORI			22.00	75.00
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
		TRAVEL AND TRAINING	TSAE OPEN 2021 - AUSTIN, TX	22.00		
80061911	9/30/2021	ON POINT PROMOTIONAL TEAM			2,661.83	
		SALES RESOURCES	PROMOTIONAL ITEMS	2,661.83		
80061912	9/30/2021	ON POINT PROMOTIONAL TEAM			5,236.69	
		LOCAL PROGRAMS-PROMOTIONS	PROMOTIONAL ITEMS	1,710.34		
		LOCAL PROGRAMS-PROMOTIONS	PROMOTIONAL ITEMS	1,764.50		
		LOCAL PROGRAMS-PROMOTIONS	SPECIALTY GIFT ITEMS	1,761.85		
80061913	9/30/2021	PETTY CASH				81.23
		OFFICE SUPPLIES	PETTY CASH	81.23		

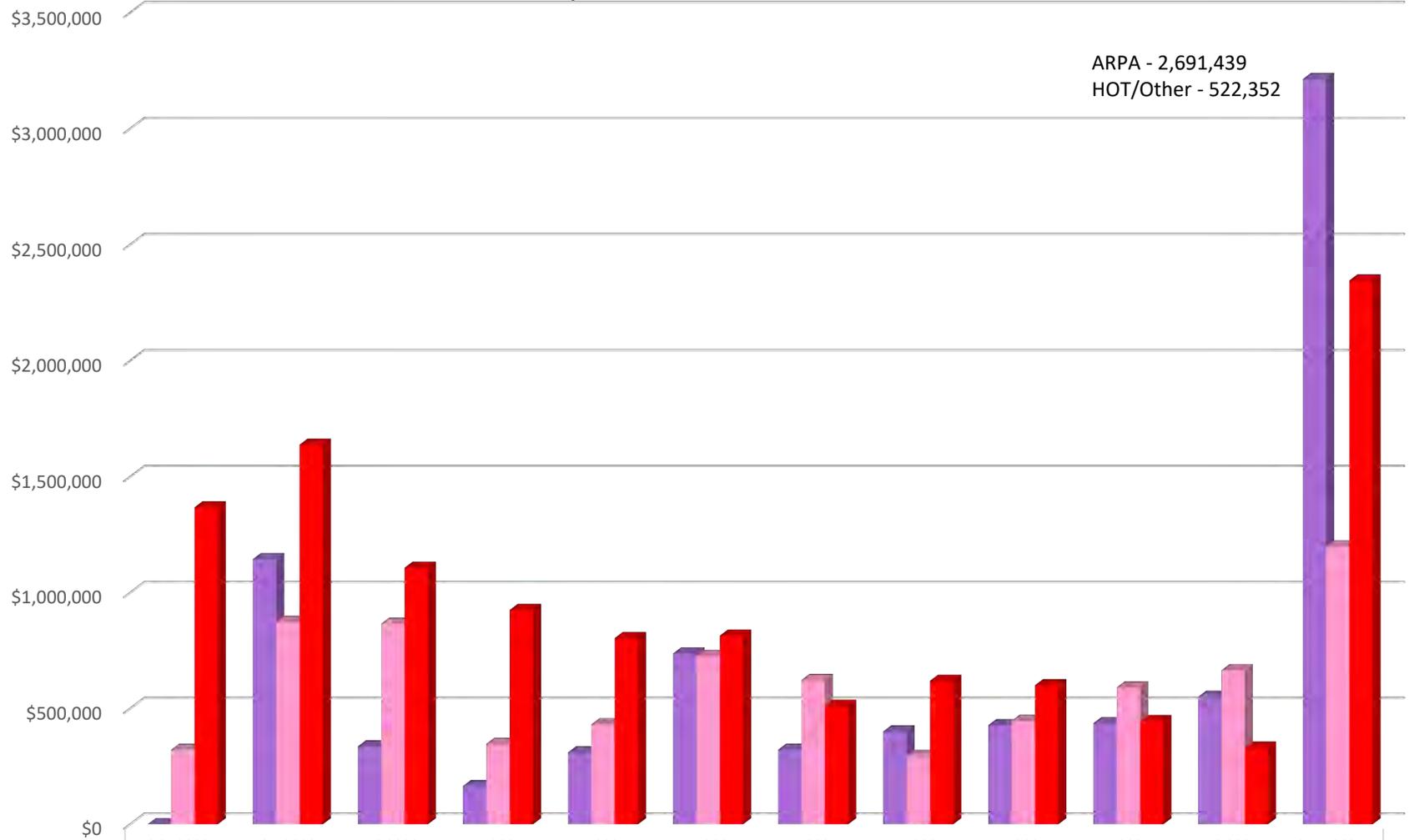
Irving Convention and Visitors Bureau

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Check #	Check Date	Vendor Name		Invoice Amount	Check Amount	
		Object Description	Line Item Description		ARPA	HOT Tax
80061914	9/30/2021	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC				662.16
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	662.16		
80061915	9/30/2021	PROVIDENT GROUP - IRVING PROPERTIES, LLC			2,630.00	
		BUSINESS DEV INCENTIVE PROG	PLUNDER DESIGN/SEPT 2021	2,630.00		
80061916	9/30/2021	ROBERTS, DEBBIE				75.00
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
80061917	9/30/2021	ROWE, KRISTINA			350.00	
		PROFESSIONAL SERVICES	BLOG POSTS – JUNE-SEPT 2021	350.00		
80061918	9/30/2021	STR, INC				1,600.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT- (4) ADD'L SEGMENTS	400.00		
		SUBSCRIPTIONS-PUBLICATIONS	TREND REPORTS	1,200.00		
80061919	9/30/2021	TEXAS BOYZ ENTERTAINMENT			1,865.00	
		BUSINESS DEV INCENTIVE PROG	ALL BLACK & BLING STEPPERS BALL/AUG 2021	1,340.00		
		BUSINESS DEV INCENTIVE PROG	ALL BLACK & BLING EVENT OVERFLOW/AUG 2021	525.00		
80061920	9/30/2021	TEXAS MUNICIPAL POLICE ASSOCIATION			3,625.00	
		BUSINESS DEV INCENTIVE PROG	2021 TMPA ANNUAL CONFERENCE/JULY 2021	3,625.00		
80061921	9/30/2021	TOURISM ECONOMICS LLC			8,000.00	
		PROFESSIONAL SERVICES	CUSTOM LODGING FORECAST	8,000.00		
		Total Number of Invoices	154	581,846.33	446,804.50	135,041.83
		Total Number of Checks	94		76.8%	23.2%

Irving Convention and Visitors Bureau
FY21 Cash Flow
September 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	\$3,213,791
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$623,641	\$295,060	\$447,171	\$591,440	\$665,542	\$1,199,284
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	\$2,345,801

■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH



ICVB
FINANCIAL STATEMENTS

For Period Ending:
October 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
OCTOBER 2021

Assets

Cash and equivalents	8,255,073.38
Investments	899,400.00
Tax receivables	532,656.70

Total Assets

9,687,130.08

Liabilities

Accounts payables	522,764.76
Unearned revenue	7,847,044.81
Due to City of Irving	181,510.42

Total Liabilities

8,551,319.99

Fund Balance (Budgetary basis)

Reserve for encumbrances	472,050.44
Unreserved	663,759.65

Total Fund Balance

1,135,810.09

Total Liabilities and Fund Balance

9,687,130.08



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	0.00	0.00	5,397,466.00	0.0%	0.00	5,397,466.00
	PENALTY AND INTEREST	0.00	0.00	0.00	100.0%	0.00	0.00
	PRIOR YEAR	0.00	0.00	0.00	100.0%	0.00	0.00
	SHORT-TERM RENTALS	0.00	0.00	0.00	100.0%	0.00	0.00
	TOTAL HOTEL/MOTEL TAX	0.00	0.00	5,397,466.00	0.0%	0.00	5,397,466.00
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		0.00	0.00	3,000.00	0.0%	0.00	3,000.00
M5 - MISCELLANEOUS							
		15,300.00	15,300.00	30,000.00	51.0%	0.00	14,700.00
TOTAL REVENUE		15,300.00	15,300.00	12,828,811.00	0.1%	0.00	12,813,511.00
EXPENDITURES							
N1 - SALARIES							
		72,346.15	72,346.15	2,617,580.00	2.8%	0.00	2,545,233.85
N2 - BENEFITS							
		23,424.79	23,424.79	701,288.00	3.3%	0.00	677,863.21
N4 - SUPPLIES							
		190.49	190.49	31,488.00	0.6%	39,942.76	(8,645.25)
O1 - UTILITIES (COMMUNICATIONS)							
		100.00	100.00	26,100.00	0.4%	0.00	26,000.00
O3 - OUTSIDE SERVICES							
	FREIGHT	12.03	12.03	3,000.00	0.4%	0.00	2,987.97
	MARKETING AND SALES RESOURCES	0.00	0.00	45,380.00	0.0%	0.00	45,380.00
	MEDIA ADVERTISING	7,500.00	7,500.00	591,234.80	1.3%	33,734.80	550,000.00
	POSTAGE EQUIPMENT RENTAL	0.00	0.00	2,650.00	0.0%	1,986.48	663.52
	PROFESSIONAL SERVICES	851,821.13	851,821.13	3,173,401.00	26.8%	393,387.40	1,928,192.47
	PROPERTY MANAGEMENT SERVICES	0.00	0.00	1,395,000.00	0.0%	0.00	1,395,000.00
	TOTAL OUTSIDE SERVICES	859,333.16	859,333.16	5,210,665.80	16.5%	429,108.68	3,922,223.96
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	(200.00)	(200.00)	560,000.00	0.0%	0.00	560,200.00
	MILEAGE REIMBURSEMENT	0.00	0.00	2,500.00	0.0%	0.00	2,500.00
	MEMBERSHIP AND DUES	882.00	882.00	48,000.00	1.8%	0.00	47,118.00
	TOTAL TRAVEL - TRAINING - DUES	682.00	682.00	610,500.00	0.1%	0.00	609,818.00
O5 - CLAIMS AND INSURANCE							
		34,511.25	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	0.00	0.00	215,898.00	0.0%	0.00	215,898.00
	BUSINESS DEV INCENTIVE PROG	6,494.00	6,494.00	500,000.00	1.3%	0.00	493,506.00
	CONVENTION SERVICES MATERIALS	232.10	232.10	92,999.00	0.2%	2,999.00	89,767.90
	EVENT SPONSORSHIPS	48,417.50	48,417.50	127,800.00	37.9%	0.00	79,382.50
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	0.00	0.00	584,500.00	0.0%	0.00	584,500.00
	TOTAL MISCELLANEOUS EXPENSES	55,143.60	55,143.60	1,526,197.00	3.6%	2,999.00	1,468,054.40
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	186,353.00	0.0%	0.00	186,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	100.0%	0.00	363,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	863,000.00	0.0%	0.00	863,000.00
TOTAL EXPENDITURES		1,045,731.44	1,045,731.44	11,911,216.80	8.8%	472,050.44	10,393,434.92

Beginning Fund Balance	2,166,241.53
Revenues	15,300.00
Expenditures	(1,045,731.44)
Ending Fund Balance	1,135,810.09

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



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
OCTOBER 2021

Assets

Cash and equivalents 3,033,560.11
Investments 1,603,000.00

Total Assets 4,636,560.11

Liabilities

Unearned revenue 2,959,732.65

Total Liabilities 2,959,732.65

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 1,676,827.46

Total Fund Balance 1,676,827.46

Total Liabilities and Fund Balance 4,636,560.11



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
 MONTHLY FINANCIAL REPORT
 OCTOBER 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME		0.00	0.00	500.00	0.0%	0.00	500.00
M5 - MISCELLANEOUS		1,021,924.37	1,021,924.37	1,264,000.00	80.8%	0.00	242,075.63
M6 - TRANSFER FROM ICVB GENERAL		0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE		1,021,924.37	1,021,924.37	4,506,167.00	22.7%	0.00	3,484,242.63

EXPENDITURES							
N4 - SUPPLIES		0.00	0.00	114,794.00	0.0%	0.00	114,794.00
N7 - STRUCTURE MAINTENANCE		21,924.37	21,924.37	264,000.00	8.3%	0.00	242,075.63
O3 - OUTSIDE SERVICES		0.00	0.00	352,000.00	0.0%	0.00	352,000.00
O4 - TRAVEL / TRAIN / DUES		0.00	0.00	35,000.00	0.0%	0.00	35,000.00
P1 - CAPITAL EXPENDITURES		0.00	0.00	2,376,873.00	0.0%	0.00	2,376,873.00
TOTAL EXPENDITURES		21,924.37	21,924.37	3,142,667.00	0.7%	0.00	3,120,742.63

Beginning Fund Balance	676,827.46
Revenues	1,021,924.37
Expenditures	(21,924.37)
Ending Fund Balance	<u>1,676,827.46</u>

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

Irving Convention and Visitors Bureau

Check Register

October 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount	
					ARPA	HOT Tax
80061922	10/7/2021	AMERICAN HORSE PUBLICATIONS, INC. BUSINESS DEV INCENTIVE PROG	AHP EQUINE MEDIA CONFERENCE/SEPT 2021	1,140.00	1,140.00	
80061923	10/7/2021	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	INTERNATIONAL BIOMETRIC ASSOCIATION/SEPT 2021	1,008.00	1,008.00	
80061924	10/7/2021	COWBOYS EXPERIENCE BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE/SEPT 2021	48.00	48.00	
80061925	10/7/2021	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES	100.00	100.00	
80061926	10/7/2021	DALLAS FORT WORTH AIRPORT MARRIOTT BUSINESS DEV INCENTIVE PROG	FLOWSERVE PUMP & MECHANICAL SEAL	115.00	760.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE MECHANICAL SEAL FUNDAMENTALS/JULY	75.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE PUMP SYSTEM ANALYSIS/SEPT 2021	5.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE CRT ENGINEERED OVERHUNG PUMP/SEPT	15.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE PUMP SYSTEM ANALYSIS/JULY 2021	65.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE CENTRIFUGAL PUMP	50.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE PUMP & MECHANICAL SEAL/AUG 21	10.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE TRAIN THE TRAINER CERT/SEPT 2021	20.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE CV-1 M-LKUHVG/SEPT 2021	390.00	
			BUSINESS DEV INCENTIVE PROG	FLOWSERVE PUMP & MECHANICAL SEAL	15.00	
80061927	10/7/2021	DMO PROZ PROFESSIONAL SERVICES	STRATEGIC PLANNING- FEE / REIMBURSABLES	11,000.00	11,000.00	
80061928	10/7/2021	SMG BUSINESS DEV INCENTIVE PROG	TEXAS PODIATRIC MEDICAL ASSOCIATION/SEPT 2021	1,955.00	2,080.00	
			BUSINESS DEV INCENTIVE PROG	TEXAS PODIATRIC MEDICAL OVERFLOW/SEPT 2021	125.00	
80061929	10/7/2021	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	NEW IDEAS PROGRAM CAMPAIGN	2,965.00		2,965.00
80061930	10/7/2021	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	PMI ANNUAL SUMMIT/SEPT 2021	3,635.00	3,635.00	
80061931	10/7/2021	PROVIDENT GROUP - IRVING PROPERTIES, LLC BUSINESS DEV INCENTIVE PROG	PRODUCTIVE DENTIST ACADEMY/SEPT 2021	1,250.00	1,250.00	
80061932	10/7/2021	STAPLES OFFICE SUPPLIES	OFFICE SUPPLIES	102.91		291.55
			CONVENTION SERVICES MATERIALS	232.10		
			OFFICE SUPPLIES	(43.46)		
80061933	10/14/2021	DIPIETRO, KATHERINE COMMUNICATIONS	SEPT 2021 - CELL	75.00	50.00	100.00
			TRAVEL AND TRAINING	HOST PROFESSIONAL FRATERNITY ASSN 2021	50.00	
			TRAVEL AND TRAINING	RCMA BOARD MEETING	25.00	
80061934	10/14/2021	FOJTASEK, LORI COMMUNICATIONS	SEPT 2021 - CELL	75.00		75.00
80061935	10/14/2021	FOSTER, WENDY COMMUNICATIONS	AUG 2021 - CELL	75.00		150.00
			COMMUNICATIONS	SEPT 2021 - CELL	75.00	
80061936	10/14/2021	GAST, MAURA MILEAGE REIMBURSEMENT	SEPT 2021 - MILEAGE	2.00		2.00
80061937	10/14/2021	HOPKINS, CHERYL COMMUNICATIONS	SEPT 2021 - CELL	75.00		75.00
80061938	10/14/2021	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	SEPTEMBER 2021	40.00		40.00

Irving Convention and Visitors Bureau

Check Register

October 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount	
					ARPA	HOT Tax
80061939	10/14/2021	SMG			114,207.80	
		PROFESSIONAL SERVICES	GLASS CLEANING	9,100.00		
		PROFESSIONAL SERVICES	CUBICLE CONFIGURATION	8,379.98		
		OTHER SUPPLIES	TABLE COVERS	8,848.55		
		PROFESSIONAL SERVICES	EVENT STAFFING	24,993.99		
		OTHER SUPPLIES	PROTECTIVE GEAR AND PAPER PRODUCTS	9,371.05		
		BUILDINGS MAINT	REPAIR ROOF FANS	8,198.00		
		BUILDINGS MAINT	ELEVATOR SUMP PUMPS	6,693.00		
		OTHER SUPPLIES	HVAC FILTERS	38,623.23		
80061940	10/14/2021	LAUDA, MARIANNE				75.00
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
80061941	10/14/2021	LEVINE, KATHY				130.88
		COMMUNICATIONS	AUG 2021 - CELL	65.44		
		COMMUNICATIONS	SEPT 2021 - CELL	65.44		
80061942	10/14/2021	LOPEZ, BRENDA				75.00
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
80061943	10/14/2021	MANSSELL, LORI				85.00
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
		TRAVEL AND TRAINING	SOUTHWEST SHOWCASE - AUGUST 2021	10.00		
80061944	10/14/2021	STAMATS COMMUNICATIONS, INC.			10,000.00	
		MEDIA ADVERTISING	ADVERTISING	10,000.00		
80061945	10/14/2021	PETTY, BRICE				71.66
		COMMUNICATIONS	SEPT 2021 - CELL	71.66		
80061946	10/14/2021	PFUFF, DIANA				730.05
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
		COMMUNICATIONS	DEC 2020 - CELL	65.00		
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	165.00		
		COMMUNICATIONS	MAR 2021 - CELL	75.00		
		COMMUNICATIONS	MAY 2021 - CELL / MISC	75.00		
		LOCAL PROGRAMS-PROMOTIONS	MAY 2021 - CELL / MISC	(14.95)		
		COMMUNICATIONS	JUN 2021 - CELL	75.00		
		COMMUNICATIONS	JUL 2021 - CELL	75.00		
		COMMUNICATIONS	NOV 2020 - CELL	65.00		
80061947	10/14/2021	ROBERTS, DEBBIE				75.00
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
80061948	10/14/2021	ROSE, SUSAN				43.75
		COMMUNICATIONS	SEPT 2021 - CELL	43.75		
80061949	10/14/2021	STODDARD, CAROL				64.06
		COMMUNICATIONS	SEPT 2021 - CELL	64.06		
80061950	10/21/2021	DALLAS SECURITY TRADERS ASSOCIATION (DSTA)			820.00	
		BUSINESS DEV INCENTIVE PROG	DSTA ANNUAL CONVENTION/SEPT 2021	820.00		
80061951	10/21/2021	FLOWSERVE CORPORATION			120.00	
		BUSINESS DEV INCENTIVE PROG	PB GLOBAL OPERATIONS EXCELLENCE GROUP	120.00		
80061952	10/21/2021	EX DALLAS LP				882.00
		MEMBERSHIPS, CERTS, & LICENSES	OCTOBER 2021	882.00		
80061953	10/21/2021	MANSOUR, KAYLA				150.00
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
80061954	10/21/2021	MANUSAMA, DEBORA CHRISTY			1,200.00	
		MARKETING RESOURCES	WATERSTREET PHOTOS & VERTICAL VIDEOS	1,200.00		
80061955	10/21/2021	SIRMEN, LORI				132.72
		COMMUNICATIONS	AUG 2021 - CELL	75.00		
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
		SUBSCRIPTIONS-PUBLICATIONS	SEPT 2021 - CELL	(17.28)		
80061956	10/21/2021	SMG				21,924.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - OCT 2021	21,924.37		

Irving Convention and Visitors Bureau

Check Register

October 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount	
					ARPA	HOT Tax
80061957	10/21/2021	SMG				12,842.00
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	12,842.00		
80061958	10/21/2021	VERIZON WIRELESS SERVICES, LLC				329.06
		COMMUNICATIONS	SEPTEMBER 2021	159.47		
		COMMUNICATIONS	SEPTEMBER 2021	93.33		
		COMMUNICATIONS	SEPTEMBER 2021	76.26		
80061959	10/21/2021	WFAA-TV INC				5,562.40
		MEDIA ADVERTISING	ADVERTISING	5,562.40		
80061960	10/21/2021	WHITE, MONTY				75.00
		COMMUNICATIONS	SEPT 2021 - CELL	75.00		
80061961	10/28/2021	CSC HOLDINGS, LLC				1,430.00
		BUSINESS DEV INCENTIVE PROG	DISCOVER GLOBALLEE/OCT 2021	1,430.00		
80061962	10/28/2021	CUTTS, SUSAN				1,168.75
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - OCT 01 - 08, 2021	475.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - OCT 11 - 22, 2021	693.75		
80061963	10/28/2021	EX DALLAS LP				1,584.00
		BUSINESS DEV INCENTIVE PROG	CLEVELAND INDIANS VS TX RANGERS/OCT 2021	784.00		
		BUSINESS DEV INCENTIVE PROG	IDA ANNUAL FALL CONFERENCE/OCT 2021	800.00		
80061964	10/28/2021	SIMPLEVIEW WORLDWIDE, INC.				830,000.00
		PROFESSIONAL SERVICES	ADDITIONAL SERVICES	830,000.00		
80061965	10/28/2021	SMG				8,792.27
		TRAVEL AND TRAINING	PFA 2021 CONFERENCE RECEPTION	3,217.54		
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,574.73		
80061966	10/28/2021	SPORTS BUSINESS JOURNAL				7,500.00
		MEDIA ADVERTISING	ADVERTISING	7,500.00		
80061967	10/28/2021	TEXAS HOTEL & LODGING ASSOCIATION				48,417.50
		EVENT SPONSORSHIPS	OCT 1, 2021 - SEPT 30, 2022	48,417.50		
80061968	10/28/2021	TUCKER & ASSOCIATES, LLC				4,077.65
		PROFESSIONAL SERVICES	OCT 2021 - REIMBURSABLES	77.65		
		PROFESSIONAL SERVICES	MONTHLY RETAINER - OCT 2021	4,000.00		
		Total Number of Invoices	89	1,097,335.47	1,055,951.37	41,384.10
		Total Number of Checks	47		96.2%	3.8%



ICVB
FINANCIAL STATEMENTS

For Period Ending:
November 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
NOVEMBER 2021

Assets

Cash and equivalents 7,700,133.78
Investments 1,410,400.00

Total Assets 9,110,533.78

Liabilities

Accounts payables 518,057.94
Unearned revenue 7,847,044.81
Due to other funds 80.00

Total Liabilities 8,365,182.75

Fund Balance (Budgetary basis)

Reserve for encumbrances 432,200.22
Unreserved 313,150.81

Total Fund Balance 745,351.03

Total Liabilities and Fund Balance 9,110,533.78



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	0.00	0.00	5,397,466.00	0.0%	0.00	5,397,466.00
	PENALTY AND INTEREST	0.00	0.00	0.00	100.0%	0.00	0.00
	PRIOR YEAR	0.00	0.00	0.00	100.0%	0.00	0.00
	SHORT-TERM RENTALS	0.00	0.00	0.00	100.0%	0.00	0.00
	TOTAL HOTEL/MOTEL TAX	0.00	0.00	5,397,466.00	0.0%	0.00	5,397,466.00
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		12.81	12.81	3,000.00	0.4%	0.00	2,987.19
M5 - MISCELLANEOUS							
		(7,650.00)	7,650.00	30,000.00	25.5%	0.00	22,350.00
TOTAL REVENUE		(7,637.19)	7,662.81	12,828,811.00	0.1%	0.00	12,821,148.19
EXPENDITURES							
N1 - SALARIES							
		200,940.13	273,286.28	2,617,580.00	10.4%	0.00	2,344,293.72
N2 - BENEFITS							
		54,913.24	78,338.03	701,288.00	11.2%	0.00	622,949.97
N4 - SUPPLIES							
		1,269.82	1,460.31	31,488.00	4.6%	57,542.76	(27,515.07)
O1 - UTILITIES (COMMUNICATIONS)							
		1,098.92	1,198.92	26,100.00	4.6%	0.00	24,901.08
O3 - OUTSIDE SERVICES							
	FREIGHT	8.29	20.32	3,000.00	0.7%	0.00	2,979.68
	MARKETING AND SALES RESOURCES	851.22	851.22	45,380.00	1.9%	0.00	44,528.78
	MEDIA ADVERTISING	0.00	7,500.00	591,234.80	1.3%	51,567.80	532,167.00
	POSTAGE EQUIPMENT RENTAL	0.00	0.00	2,650.00	0.0%	1,986.48	663.52
	PROFESSIONAL SERVICES	93,649.64	945,470.77	3,173,401.00	29.8%	318,104.18	1,909,826.05
	PROPERTY MANAGEMENT SERVICES	0.00	0.00	1,395,000.00	0.0%	0.00	1,395,000.00
	TOTAL OUTSIDE SERVICES	94,509.15	953,842.31	5,210,665.80	18.3%	371,658.46	3,885,165.03
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	4,023.57	3,823.57	560,000.00	0.7%	0.00	556,176.43
	MILEAGE REIMBURSEMENT	0.00	0.00	2,500.00	0.0%	0.00	2,500.00
	MEMBERSHIP AND DUES	10,282.00	11,164.00	48,000.00	23.3%	0.00	36,836.00
	TOTAL TRAVEL - TRAINING - DUES	14,305.57	14,987.57	610,500.00	2.5%	0.00	595,512.43
O5 - CLAIMS AND INSURANCE							
		0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	0.00	0.00	215,898.00	0.0%	0.00	215,898.00
	BUSINESS DEV INCENTIVE PROG	12,838.41	19,332.41	500,000.00	3.9%	0.00	480,667.59
	CONVENTION SERVICES MATERIALS	22.63	254.73	92,999.00	0.3%	2,999.00	89,745.27
	EVENT SPONSORSHIPS	0.00	48,417.50	127,800.00	37.9%	0.00	79,382.50
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	2,924.00	2,924.00	584,500.00	0.5%	0.00	581,576.00
	TOTAL MISCELLANEOUS EXPENSES	15,785.04	70,928.64	1,526,197.00	4.6%	2,999.00	1,452,269.36
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	186,353.00	0.0%	0.00	186,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	100.0%	0.00	363,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	863,000.00	0.0%	0.00	863,000.00
TOTAL EXPENDITURES		382,821.87	1,428,553.31	11,911,216.80	12.0%	432,200.22	10,050,463.27

Beginning Fund Balance	2,166,241.53
Revenues	7,662.81
Expenditures	(1,428,553.31)
Ending Fund Balance	745,351.03

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



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
NOVEMBER 2021

Assets

Cash and equivalents 3,055,520.95
Investments 1,603,000.00

Total Assets 4,658,520.95

Liabilities

Accounts payables 21,934.27
Unearned revenue 2,959,732.65

Total Liabilities 2,981,666.92

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00
Unreserved 1,676,854.03

Total Fund Balance 1,676,854.03

Total Liabilities and Fund Balance 4,658,520.95



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
 MONTHLY FINANCIAL REPORT
 NOVEMBER 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME							
		36.47	36.47	500.00	7.3%	0.00	463.53
M5 - MISCELLANEOUS							
		21,924.37	1,043,848.74	1,264,000.00	82.6%	0.00	220,151.26
M6 - TRANSFER FROM ICVB GENERAL							
		0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE		21,960.84	1,043,885.21	4,506,167.00	23.2%	0.00	3,462,281.79

EXPENDITURES							
N4 - SUPPLIES							
		0.00	0.00	114,794.00	0.0%	0.00	114,794.00
N7 - STRUCTURE MAINTENANCE							
		21,934.27	43,858.64	264,000.00	16.6%	0.00	220,141.36
O3 - OUTSIDE SERVICES							
		0.00	0.00	352,000.00	0.0%	0.00	352,000.00
O4 - TRAVEL / TRAIN / DUES							
		0.00	0.00	35,000.00	0.0%	0.00	35,000.00
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	2,376,873.00	0.0%	0.00	2,376,873.00
TOTAL EXPENDITURES		21,934.27	43,858.64	3,142,667.00	1.4%	0.00	3,098,808.36

Beginning Fund Balance	676,827.46
Revenues	1,043,885.21
Expenditures	(43,858.64)
Ending Fund Balance	<u>1,676,854.03</u>

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



Irving Convention and Visitors Bureau

Check Register
November 2021

Check #	Check Date	Line Item Description	Invoice Amount	Check Amount	
				ARPA	HOT Tax
80061969	11/4/2021	AMERICAN RECOVERY ASSOCIATION, INC BUSINESS DEV INCENTIVE PROG NARS AND ANNUAL MEETING/OCT 2021	2,735.00	2,735.00	
80061970	11/4/2021	BOY SCOUTS OF AMERICA BUSINESS DEV INCENTIVE PROG NATIONAL EXECUTIVE BOARD & COMMITTEES	225.00	225.00	
80061971	11/4/2021	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG UNIFIED GROUP FINANCIAL FORUM/OCT 2021	520.00	520.00	
80061972	11/4/2021	SOTO, MONICA COMMUNICATIONS CELL PHONE - OCTOBER 2021	25.00		25.00
80061973	11/4/2021	STALLINGS, APRIL COMMUNICATIONS CELL PHONE - OCTOBER 2021	75.00		75.00
80061974	11/11/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE OCT 2021 – RECEIPTS	35,036.68	27,082.55	7,954.13
80061975	11/11/2021	BILBIA, CHELSEA PROFESSIONAL SERVICES BLOG POSTS – OCT 2021	200.00	200.00	
80061976	11/11/2021	DELL MARKETING L P PROFESSIONAL SERVICES DELL WARRANTY SERVICE ON SERVERS	1,632.53	1,632.53	
80061977	11/11/2021	FEDERAL EXPRESS CORPORATION FREIGHT SHIPPING	12.03		12.03
80061978	11/11/2021	EX DALLAS LP BUSINESS DEV INCENTIVE PROG WINDSOR NATIONAL ASSOCIATES/OCT 2021	570.00	570.00	
80061979	11/11/2021	ROBERTS, DEBBIE COMMUNICATIONS OCT 2021 - CELL / MISC BUSINESS DEV INCENTIVE PROG OCT 2021 - CELL / MISC	75.00 126.63		201.63
80061980	11/11/2021	SHERATON DFW AIRPORT HOTEL BUSINESS DEV INCENTIVE PROG DALLAS DANCE FESTIVAL/NOV 2021	1,620.00	1,620.00	
80061981	11/11/2021	SMG PROFESSIONAL SERVICES NETWORK SERVICES LOCAL PROGRAMS-PROMOTIONS CATERING	5,551.28 327.36	5,551.28	327.36
80061982	11/11/2021	TEXAS HOUSE OF REPRESENTATIVES CONVENTION SERVICES MATERIALS TEXAS FLAG/CERTIFICATE	22.63	22.63	
80061983	11/11/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES MONTHLY RETAINER - NOV 2021	4,000.00	4,000.00	
80061984	11/17/2021	100TH BOMB GROUP FOUNDATION, INC. BUSINESS DEV INCENTIVE PROG 100TH BOMB GROUP REUNION/OCT 2021	2,730.00	2,730.00	
80061985	11/17/2021	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG FEDERATION OF FIRE CHAPLAINS/OCT 2021	1,428.00	1,428.00	
80061986	11/17/2021	CSC HOLDINGS, LLC BUSINESS DEV INCENTIVE PROG US AIRFORCE ACADEMY VS ARMY FOOTBALL	1,245.00	1,245.00	
80061987	11/17/2021	DALLAS FORT WORTH AIRPORT MARRIOTT BUSINESS DEV INCENTIVE PROG TEXAS A&M MASTER NATURALISTS 22ND ANNUAL/OCT	1,505.00	1,505.00	
80061988	11/17/2021	FLTI BUSINESS DEV INCENTIVE PROG WEEKEND TO REMEMBER/NOV 2021	2,060.00	2,060.00	
80061989	11/17/2021	FEDERAL EXPRESS CORPORATION FREIGHT SHIPPING	8.29		8.29
80061990	11/17/2021	EX DALLAS LP MEMBERSHIPS, CERTS, & LICENSES NOVEMBER 2021	882.00		882.00
80061991	11/17/2021	HOPKINS, CHERYL COMMUNICATIONS OCT 2021 - CELL	75.00		75.00
80061992	11/17/2021	IRVING - LAS COLINAS ROTARY CLUB LOCAL PROGRAMS-PROMOTIONS ICVB BOARD SERVICE RECOGNITION - LINDSEY	100.00		100.00
80061993	11/17/2021	IRVING HEALTHCARE FOUNDATION LOCAL PROGRAMS-PROMOTIONS ICVB BOARD SERVICE RECOGNITION - LEAR	100.00		100.00
80061994	11/17/2021	LAUDA, MARIANNE COMMUNICATIONS OCT 2021 - CELL	75.00		75.00
80061995	11/17/2021	LEVINE, KATHY COMMUNICATIONS OCT 2021 - CELL	65.44		65.44

Irving Convention and Visitors Bureau

Check Register
November 2021



Check #	Check Date	Line Item Description	Invoice Amount	Check Amount		
				ARPA	HOT Tax	
80061996	11/17/2021	MANSELL, LORI COMMUNICATIONS OCT 2021 - CELL	75.00		75.00	
80061997	11/17/2021	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG XDTI CUSTOMER CONFERENCE/NOV 2021	692.00	692.00		
80061998	11/17/2021	PETTY, BRICE COMMUNICATIONS OCT 2021	71.66		71.66	
80061999	11/17/2021	ROSE, SUSAN COMMUNICATIONS OCT 2021 - CELL	43.70		43.70	
80062000	11/17/2021	SHERATON DFW AIRPORT HOTEL BUSINESS DEV INCENTIVE PROG BROTHERHOOD OF MEN/OCT 2021	675.00	675.00		
80062001	11/17/2021	SIMPLEVIEW WORLDWIDE, INC. PROFESSIONAL SERVICES 1ST QUARTER	7,375.00	66,269.25		
		PROFESSIONAL SERVICES 1ST QUARTER	58,894.25			
80062002	11/17/2021	STALLINGS, APRIL COMMUNICATIONS CELL PHONE - NOVEMBER 2021	75.00		75.00	
80062003	11/17/2021	STAPLES OFFICE SUPPLIES OFFICE SUPPLIES	123.49 26.51		336.78	
		BUSINESS DEV INCENTIVE PROG OFFICE SUPPLIES	186.78			
80062004	11/17/2021	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS OCTOBER 2021	159.47		329.06	
		COMMUNICATIONS OCTOBER 2021	76.26			
		COMMUNICATIONS OCTOBER 2021	93.33			
		Total Number of Invoices	43	131,595.32	120,763.24	10,832.08
		Total Number of Checks	36		91.8%	8.2%



ICVB
FINANCIAL STATEMENTS

For Period Ending:
December 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
DECEMBER 2021

Assets

Cash and equivalents 6,343,217.69
Investments 2,024,400.00

Total Assets 8,367,617.69

Liabilities

Accounts payables 5,657.41
Unearned revenue 7,847,044.81
Due to other funds 160.00

Total Liabilities 7,852,862.22

Fund Balance (Budgetary basis)

Reserve for encumbrances 859,845.98
Unreserved (345,090.51)

Total Fund Balance 514,755.47

Total Liabilities and Fund Balance 8,367,617.69



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	604,760.63	604,760.63	5,397,466.00	11.2%	0.00	4,792,705.37
	PENALTY AND INTEREST	319.80	319.80	0.00	100.0%	0.00	(319.80)
	PRIOR YEAR	31,038.27	31,038.27	0.00	100.0%	0.00	(31,038.27)
	SHORT-TERM RENTALS	3,943.85	3,943.85	0.00	100.0%	0.00	(3,943.85)
	TOTAL HOTEL/MOTEL TAX	640,062.55	640,062.55	5,397,466.00	11.9%	0.00	4,757,403.45
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		23.66	36.47	3,000.00	1.2%	0.00	2,963.53
M5 - MISCELLANEOUS							
		0.00	7,650.00	30,000.00	25.5%	0.00	22,350.00
TOTAL REVENUE		640,086.21	647,749.02	12,828,811.00	5.0%	0.00	12,181,061.98
EXPENDITURES							
N1 - SALARIES							
		264,656.86	537,943.14	2,617,580.00	20.6%	0.00	2,079,636.86
N2 - BENEFITS							
		66,883.39	145,221.42	701,288.00	20.7%	0.00	556,066.58
N4 - SUPPLIES							
		6,530.93	7,991.24	31,488.00	25.4%	53,142.76	(29,646.00)
O1 - UTILITIES (COMMUNICATIONS)							
		1,630.26	2,829.18	26,100.00	10.8%	0.00	23,270.82
O3 - OUTSIDE SERVICES							
	FREIGHT	50.17	70.49	3,000.00	2.3%	0.00	2,929.51
	MARKETING AND SALES RESOURCES	1,272.28	2,123.50	45,380.00	4.7%	0.00	43,256.50
	MEDIA ADVERTISING	38,941.46	46,441.46	582,399.80	8.0%	20,678.00	515,280.34
	POSTAGE EQUIPMENT RENTAL	662.16	662.16	2,650.00	25.0%	1,324.32	663.52
	PROFESSIONAL SERVICES	48,206.29	993,677.06	3,173,401.00	31.3%	784,700.90	1,395,023.04
	PROPERTY MANAGEMENT SERVICES	348,000.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	TOTAL OUTSIDE SERVICES	437,132.36	1,390,974.67	5,201,830.80	26.7%	806,703.22	3,004,152.91
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	373.64	4,197.21	560,000.00	0.7%	0.00	555,802.79
	MILEAGE REIMBURSEMENT	40.95	40.95	2,500.00	1.6%	0.00	2,459.05
	MEMBERSHIP AND DUES	6,546.00	17,710.00	48,000.00	36.9%	0.00	30,290.00
	TOTAL TRAVEL - TRAINING - DUES	6,960.59	21,948.16	610,500.00	3.6%	0.00	588,551.84
O5 - CLAIMS AND INSURANCE							
		0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	25,602.50	25,602.50	215,898.00	11.9%	0.00	190,295.50
	BUSINESS DEV INCENTIVE PROG	44,556.70	63,889.11	500,000.00	12.8%	0.00	436,110.89
	CONVENTION SERVICES MATERIALS	2,803.83	3,058.56	92,803.83	3.3%	0.00	89,745.27
	EVENT SPONSORSHIPS	0.00	48,417.50	127,800.00	37.9%	0.00	79,382.50
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	13,924.35	16,848.35	584,500.00	2.9%	0.00	567,651.65
	TOTAL MISCELLANEOUS EXPENSES	86,887.38	157,816.02	1,526,001.83	10.3%	0.00	1,368,185.81
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	186,353.00	0.0%	0.00	186,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	100.0%	0.00	363,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	863,000.00	0.0%	0.00	863,000.00
TOTAL EXPENDITURES		870,681.77	2,299,235.08	11,902,186.63	19.3%	859,845.98	8,743,105.57

Beginning Fund Balance	2,166,241.53
Revenues	647,749.02
Expenditures	(2,299,235.08)
Ending Fund Balance	<u>514,755.47</u>

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



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
DECEMBER 2021

Assets

Cash and equivalents 2,256,682.57
Investments 1,603,000.00

Total Assets 3,859,682.57

Liabilities

Unearned revenue 2,959,732.65

Total Liabilities 2,959,732.65

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 899,949.92

Total Fund Balance 899,949.92

Total Liabilities and Fund Balance 3,859,682.57



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
 MONTHLY FINANCIAL REPORT
 DECEMBER 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME							
		50.07	86.54	500.00	17.3%	0.00	413.46
M5 - MISCELLANEOUS							
		21,924.37	1,065,773.11	1,264,000.00	84.3%	0.00	198,226.89
M6 - TRANSFER FROM ICVB GENERAL							
		0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE		21,974.44	1,065,859.65	4,506,167.00	23.7%	0.00	3,440,307.35

EXPENDITURES							
N4 - SUPPLIES							
		0.00	0.00	114,794.00	0.0%	0.00	114,794.00
N7 - STRUCTURE MAINTENANCE							
		31,848.47	75,707.11	264,000.00	28.7%	0.00	188,292.89
O3 - OUTSIDE SERVICES							
		0.00	0.00	352,000.00	0.0%	0.00	352,000.00
O4 - TRAVEL / TRAIN / DUES							
		0.00	0.00	35,000.00	0.0%	0.00	35,000.00
P1 - CAPITAL EXPENDITURES							
		767,030.08	767,030.08	2,376,873.00	32.3%	0.00	1,609,842.92
TOTAL EXPENDITURES		798,878.55	842,737.19	3,142,667.00	26.8%	0.00	2,299,929.81

Beginning Fund Balance	676,827.46
Revenues	1,065,859.65
Expenditures	(842,737.19)
Ending Fund Balance	<u>899,949.92</u>

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

Irving Convention and Visitors Bureau

Check Register
December 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	
				ARPA	HOT Tax
80062005	12/2/2021	CISION US INC PROFESSIONAL SERVICES	CISION CONNECT PREMIUM MEDIA DATABASE	3,750.00	3,750.00
80062006	12/2/2021	HIDDEN VALLEY PROMOTIONS, LLC LOCAL PROGRAMS-PROMOTIONS	HIGH SPIRITED CITIZENS HOLIDAY PARADE FLOAT	1,550.00	1,550.00
80062007	12/2/2021	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	OCTOBER 2021	40.00	40.00
80062008	12/2/2021	SIRMEN, LORI COMMUNICATIONS	OCT 2021 - CELL / MISC	75.00	57.72
		MARKETING RESOURCES	OCT 2021 - CELL / MISC	(17.28)	
80062009	12/2/2021	SMG PROPERTY MANAGEMENT SERVICES	ADDITIONAL SUBSIDY	418,712.00	418,712.00
80062010	12/2/2021	SMG BUILDINGS MAINT	WESTIN GARAGE RENTAL - NOV 2021	21,934.27	21,934.27
80062011	12/2/2021	SMG PROFESSIONAL SERVICES	FY21 MANAGEMENT INCENTIVE FEE	93,731.00	93,731.00
80062012	12/2/2021	STODDARD, CAROL COMMUNICATIONS	OCT 2021 - CELL	64.06	64.06
80062013	12/2/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	NOV 2021 - REIMBURSABLES	78.16	78.16
80062014	12/2/2021	WHITE, MONTY COMMUNICATIONS	OCT 2021 - CELL	75.00	75.00
80062015	12/9/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	NOV 2021 - RECEIPTS	28,956.28	27,100.82
80062016	12/9/2021	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	AMERICAN COUNTRY DANCE ASSOCIATION/NOV 2021	1,470.00	1,470.00
80062017	12/9/2021	BILBIA, CHELSEA PROFESSIONAL SERVICES	BLOG POSTS - NOV - DEC 2021	200.00	200.00
80062018	12/9/2021	CISION US INC PROFESSIONAL SERVICES	ANY US1 NEWSLINE/12-MONTH MEMBERSHIP/BASIC	2,248.00	2,248.00
80062019	12/9/2021	COLLEGIATE SPORTS TRAVEL, INC BUSINESS DEV INCENTIVE PROG	MARSHALL FOOTBALL TEAM/OCT 2021	460.00	460.00
80062020	12/9/2021	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - NOV 08 - 19, 2021	843.75	1,243.75
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - NOV 22 - DEC 03, 2021	400.00	
80062021	12/9/2021	DIPIETRO, KATHERINE COMMUNICATIONS	OCT 2021 - CELL	75.00	75.00
80062022	12/9/2021	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	19.19	30.85
		FREIGHT	SHIPPING	11.66	
80062023	12/9/2021	FOSTER, WENDY COMMUNICATIONS	OCT 2021 - CELL	75.00	75.00
80062024	12/9/2021	EX DALLAS LP BUSINESS DEV INCENTIVE PROG	TEXSOM/VENDOR ROOM BLOCK/NOV 2021	1,356.00	3,319.00
		BUSINESS DEV INCENTIVE PROG	TEXSOM/STAFF GUEST ROOM BLOCK/NOV 2021	1,336.00	
		BUSINESS DEV INCENTIVE PROG	LAS VEGAS RAIDERS NFL/NOV 2021	627.00	
80062025	12/9/2021	EX DALLAS LP MEMBERSHIPS, CERTS, & LICENSES	DECEMBER 2021	882.00	882.00
80062026	12/9/2021	GUARANTEED EXPRESS, INC. FREIGHT	LOCAL DELIVERY SERVICE	19.32	19.32
80062027	12/9/2021	IMAGO MEDIA, INC. MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	2,500.00
80062028	12/9/2021	KRUGER, JAMES M. BUSINESS DEV INCENTIVE PROG	OU VS TX FAN EXPERIENCE/OCT 2021	714.00	714.00
80062029	12/9/2021	LEVINE, KATHY COMMUNICATIONS	NOV 2021 - CELL	65.44	65.44
80062030	12/9/2021	LOPEZ, BRENDA COMMUNICATIONS	OCT 2021 - CELL	75.00	75.00

Irving Convention and Visitors Bureau

Check Register
December 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	
				ARPA	HOT Tax
80062031	12/9/2021	MEETING PROFESSIONALS INTERNATIONAL			
		MEDIA ADVERTISING	ADVERTISING	7,000.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
80062032	12/9/2021	NORTHSTAR TRAVEL MEDIA, LLC			5,000.00
		MEDIA ADVERTISING	ADVERTISING	5,000.00	
80062033	12/9/2021	RODRIGUEZ, REYNALDO			5,250.00
		BUSINESS DEV INCENTIVE PROG	PAMM MODEL AND TALENT EXPO/NOV 2021	5,250.00	
80062034	12/9/2021	ROWE, KRISTINA			100.00
		PROFESSIONAL SERVICES	BLOG POSTS - NOV 2021	100.00	
80062035	12/9/2021	SHERATON DFW AIRPORT HOTEL			17,103.00
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 3/OCT 2021	1,137.00	
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 4/OCT 2021	951.00	
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 5/OCT 2021	1,275.00	
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 6/NOV 2021	984.00	
		BUSINESS DEV INCENTIVE PROG	AMERICAN AIRLINESS NEW HIRE/OCT-NOV 2021	10,656.00	
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 1/SEPT-OCT 2021	918.00	
		BUSINESS DEV INCENTIVE PROG	ASSURANT-PROJECT PHOENIX/WK 2/OCT 2021	1,182.00	
80062036	12/9/2021	SMG			21,914.47
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - DEC 2021	21,924.37	
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - NOV 2021	(9.90)	
80062037	12/9/2021	SMG			348,000.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,000.00	
80062038	12/9/2021	SMG			11,140.08
		OFFICE MACHINERY	INFRARED GATE OPENERS	11,140.08	
80062039	12/9/2021	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - DEC 2021	4,000.00	
80062040	12/9/2021	WFAA-TV INC			5,562.40
		MEDIA ADVERTISING	ADVERTISING	5,562.40	
80062041	12/16/2021	CSC HOLDINGS, LLC			1,160.00
		BUSINESS DEV INCENTIVE PROG	DFW CHURCH/DEC 2021	1,160.00	
80062042	12/16/2021	DIPIETRO, KATHERINE			20.00
		TRAVEL AND TRAINING	CONNECT TEXAS 2021	20.00	
80062043	12/16/2021	FLTI			2,060.00
		BUSINESS DEV INCENTIVE PROG	WEEKEND TO REMEMBER/NOV 2021	2,060.00	
80062044	12/16/2021	FOJTASEK, LORI			75.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
80062045	12/16/2021	FOSTER, WENDY			135.95
		COMMUNICATIONS	NOV 2021 - CELL / MISC / MILEAGE	75.00	
		LOCAL PROGRAMS-PROMOTIONS	NOV 2021 - CELL / MISC / MILEAGE	20.00	
		MILEAGE REIMBURSEMENT	NOV 2021 - CELL / MISC / MILEAGE	40.95	
80062046	12/16/2021	INTERACTIVE360			250.00
		MARKETING RESOURCES	VIRTUAL TOUR ANNUAL HOSTING FEE	250.00	
80062047	12/16/2021	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIPS, CERTS, & LICENSES	NOVEMBER 2021	40.00	
80062048	12/16/2021	LAUDA, MARIANNE			75.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
80062049	12/16/2021	LOPEZ, BRENDA			75.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
80062050	12/16/2021	MALONEY STRATEGIC COMMUNICATION INC			15,365.00
		PROFESSIONAL SERVICES	2021/2022 ICVB ADVERTISING MANAGEMENT Q1	14,750.00	
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - OCTOBER	205.00	
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - NOVEMBER	205.00	
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - DECEMBER	205.00	
80062051	12/16/2021	MANSELL, LORI			75.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
80062052	12/16/2021	NAYLOR, LLC			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	

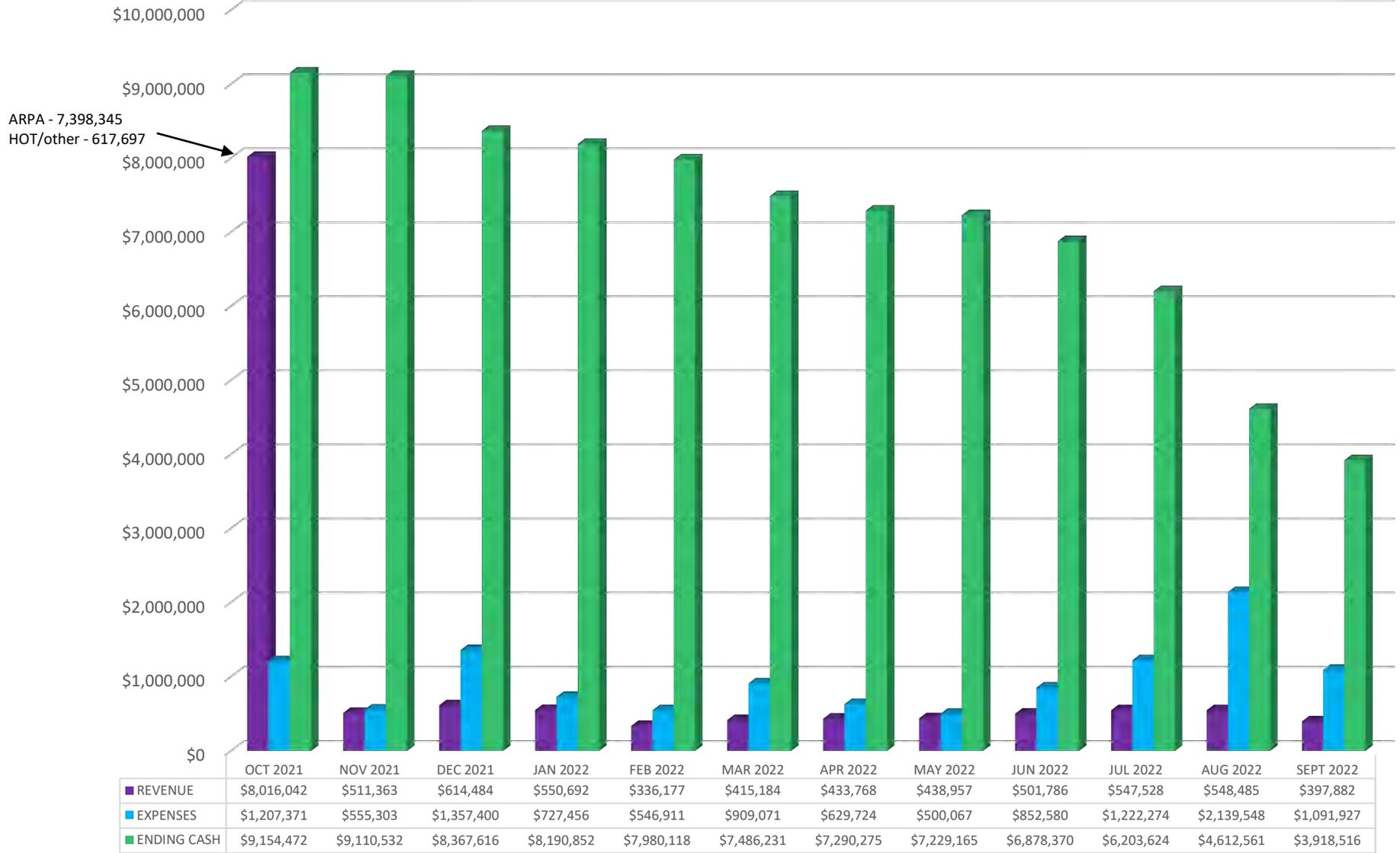
Irving Convention and Visitors Bureau

Check Register
December 2021



Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	
				ARPA	HOT Tax
80062053	12/16/2021	PETTY, BRICE			55.68
		COMMUNICATIONS	NOV 2021 - CELL / MISC	71.66	
		OFFICE SUPPLIES	NOV 2021 - CELL / MISC	(15.98)	
80062054	12/16/2021	PFAFF, DIANA			150.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
		COMMUNICATIONS	OCT 2021 - CELL	75.00	
80062055	12/16/2021	ROBERTS, DEBBIE			75.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00	
80062056	12/16/2021	ROSE, SUSAN			43.65
		COMMUNICATIONS	NOV 2021 - CELL	43.65	
80062057	12/16/2021	SAFEGUARD BUSINESS SYSTEMS, INC.			2,803.83
		CONVENTION SERVICES MATERIALS	ARPA - BIC PENS	2,803.83	
80062058	12/16/2021	SIRMEN, LORI			117.72
		COMMUNICATIONS	NOV 2021 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	NOV 2021 - CELL / MISC	60.00	
		MARKETING RESOURCES	NOV 2021 - CELL / MISC	(17.28)	
80062059	12/16/2021	STODDARD, CAROL			64.00
		COMMUNICATIONS	NOV 2021 - CELL	64.00	
80062060	12/16/2021	STR, INC			4,400.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 1ST QTR	4,400.00	
80062061	12/16/2021	VERIZON WIRELESS SERVICES, LLC			329.06
		COMMUNICATIONS	NOVEMBER 2021	159.47	
		COMMUNICATIONS	NOVEMBER 2021	93.33	
		COMMUNICATIONS	NOVEMBER 2021	76.26	
80062062	12/16/2021	WFAA-TV INC			5,562.40
		MEDIA ADVERTISING	ADVERTISING	5,562.40	
80062063	12/30/2021	NAIDU PRODUCTIONS LLC			1,010.00
		BUSINESS DEV INCENTIVE PROG	NPC BATTLE OF TEXAS/DEC 2021	1,010.00	
80062064	12/30/2021	SMG			5,551.28
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,551.28	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	1,510.32	
80062065	12/30/2021	SMG			180,600.00
		BUILDINGS	NEW 20FT PYLON SIGN ON FRONT PLAZA	180,600.00	
80062066	12/30/2021	SMG			575,290.00
		BUILDINGS	NEW 35FT PYLON SIGN ON HWY 114 SERVICE ROAD	575,290.00	
80062067	12/30/2021	SMG			9,934.00
		BUILDINGS MAINT	ROOF DRAIN	9,934.00	
80062068	12/30/2021	SOTO, MONICA			50.00
		COMMUNICATIONS	CELL PHONE - NOVEMBER 2021	25.00	
		COMMUNICATIONS	CELL PHONE - DECEMBER 2021	25.00	
80062069	12/30/2021	TEXAS DEPARTMENT OF TRANSPORTATION			4,316.66
		MEDIA ADVERTISING	ADVERTISING - TEXAS STATE TRAVEL GUIDE	4,316.66	
80062070	12/30/2021	TIGER OAK MEDIA, INC			4,000.00
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
		Total Number of Invoices	92	1,827,590.35	1,754,880.58
		Total Number of Checks	66		72,709.77
					96.0%
					4.0%

Irving Convention and Visitors Bureau FY21 Cash Flow December 2021



■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Month Ending:
October 2021

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2021 - 2022**

LUXURY & FULL SERVICE		OCT 2021
1	Atrium Hotel and Suites DFW Airport	3,783.84
2	Dallas Marriott Hotel Las Colinas	37,970.09
3	DFW Airport Hotel & Conference Center	2,628.37
4	DFW Airport Marriott	40,597.86
5	Doubletree by Hilton DFW Airport North	0.00
6	Embassy Suites DFW Airport South	23,760.06
7	Four Seasons Resort & Club	82,177.41
8	Hilton Garden Inn DFW Airport South	10,967.90
9	Hilton Garden Inn Las Colinas	10,627.57
10	Holiday Inn Irving Las Colinas	7,069.28
11	NYLO Las Colinas Tapestry Collection by Hilton	13,102.22
12	Omni Las Colinas Hotel	32,743.44
13	Sheraton DFW Airport Hotel	0.00
14	Texican Court	10,626.37
15	Westin DFW Airport	40,206.91
TOTAL LUXURY & FULL SERVICE		316,261.32

16	Westin Irving Convention Center Las Colinas	36,557.50
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2021
1	Comfort Inn DFW Airport North	4,642.86
2	Comfort Suites DFW Airport North	5,488.66
3	Comfort Suites Las Colinas	1,207.02
4	Country Inn & Suites by Carlson DFW Airport South	3,521.75
5	Element DFW Airport North	8,065.41
6	Extended Stay America Dallas DFW Airport North	2,337.12
7	Extended Stay America Dallas Las Colinas	1,858.48
8	Extended Stay Deluxe Green Park	1,237.03
9	Extended Stay Deluxe Las Colinas	1,189.45
10	Hawthorne Suites Irving DFW Airport South	2,318.89
11	Hawthorne Suites DFW Airport North	0.00
12	Holiday Inn Express Hotel & Suites DFW Airport North	8,560.70
13	Holiday Inn Express Hotel & Suites DFW Airport South	8,115.66
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	6,643.96
15	Home Towne Studios Dallas Irving	2,154.29
16	Homewood Suites by Hilton DFW Airport North	5,470.96
17	Homewood Suites by Hilton Las Colinas	9,559.37
18	Hyatt House Dallas Las Colinas	0.00
19	Oakwood Waterwalk Dallas Las Colinas	1,984.60
20	Residence Inn Dallas DFW Airport North Irving	4,867.76
21	Residence Inn Dallas Las Colinas	5,802.06
22	Sonesta ES Suites Dallas Las Colinas	3,044.44
23	Sonesta Simply Suites Dallas Las Colinas	1,393.66
24	Springhill Suites Dallas DFW Airport East Las Colinas	4,876.33
25	Staybridge Suites DFW Airport North	3,120.31
26	TownePlace Suites Dallas DFW Airport North Irving	7,718.96
27	TownePlace Suites Dallas Las Colinas	4,539.84
28	Woodspring Suites Signature	2,349.47
TOTAL ALL SUITE / EXTENDED STAY		112,069.04

BUDGET SERVICE		OCT 2021
1	Arya Inn & Suites	879.39
2	Best Western Irving Inn & Suites DFW South	3,431.08
3	Budget Inn & Suites	67.69
4	Budget Suites of America Las Colinas	586.81
5	Clarion Inn & Suites	3,955.98
6	Crossroads Hotel & Suites	1,412.00
7	Days Inn	4,913.29
8	Days Inn DFW Airport North	4,038.04
9	Delux Inn	812.48
10	Delux Suites Motel	63.46
11	Gateway Inn	626.89
12	Magnuson Extended Stay & Suites Airport Hotel	1,804.86
13	Motel 6 Dallas DFW South	1,721.00
14	Motel 6 Dallas Irving	3,527.81
15	Motel 6 DFW North	3,162.99
16	Motel 6 Irving Loop 12	1,056.56
17	OYO Hotel DFW Airport South	2,123.70
18	OYO Hotel DFW Airport North	348.26
19	Quality Inn & Suites DFW Airport South	2,760.11
20	Red Roof Inn Dallas DFW Airport North	5,648.37
21	Studio 6 / Motel 6 DFW Airport East	0.00
22	Super 8 Hotel DFW South	2,981.53
23	Super 8 Motel DFW North	2,893.74
TOTAL BUDGET SERVICE		48,816.04

LIMITED SERVICE		OCT 2021
1	aLoft Las Colinas	9,963.33
2	Best Western Plus DFW Airport Suites North	4,582.23
3	Courtyard Dallas DFW Airport North Irving	13,203.24
4	Courtyard Dallas DFW Airport South Irving	12,273.74
5	Courtyard Dallas Las Colinas	7,753.24
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	7,950.62
7	Fairfield Inn & Suites Dallas Las Colinas	3,972.25
8	Fairfield Inn Dallas DFW Airport North Irving	6,026.25
9	Hampton Inn Dallas Irving Las Colinas	6,961.53
10	Home2 Suites by Hilton DFW Airport North	8,814.52
11	Home2 Suites by Hilton DFW Airport South Irving	0.00
12	Hyatt Place Dallas Las Colinas	8,272.42
13	Jefferson Street Bed & Breakfast Inn	0.00
14	La Quinta Inn & Suites DFW Airport North	8,532.36
15	La Quinta Inn & Suites DFW Airport South	6,177.91
16	La Quinta Inn Hotel & Suites Las Colinas	4,027.91
17	Quality Inn & Suites DFW Airport	5,650.45
18	Residence Inn Dallas DFW Airport South Irving	9,455.50
19	Wingate Inn by Wyndham Dallas Las Colinas	0.00
20	Wingate Inn by Wyndham DFW Airport North	3,940.92
TOTAL LIMITED SERVICE		127,558.42

TOTAL SHORT TERM RENTALS	3,509.68
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Number of locations

42

SUMMARY	OCT 2021
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GRAND TOTAL	608,214.50
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BUDGET	455,404.00
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DIFFERENCE	152,810.50
	33.6%

YEAR TO DATE	
ACTUAL	608,214.50
BUDGET	455,404.00
DIFFERENCE	152,810.50

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
MONTHLY COMPARISON - OCTOBER**

LUXURY & FULL SERVICE		OCT 2020	OCT 2021	DIFFERENCE	PERCENT
1	Atrium Hotel and Suites DFW Airport	2,104.65	3,783.84	1,679.19	79.78%
2	Dallas Marriott Hotel Las Colinas	8,972.72	37,970.09	28,997.37	323.17%
3	DFW Airport Hotel & Conference Center	614.34	2,628.37	2,014.03	327.84%
4	DFW Airport Marriott	14,047.23	40,597.86	26,550.63	189.01%
5	<i>Doubletree by Hilton DFW Airport North</i>	8,502.99	0.00	(8,502.99)	-100.00%
6	Embassy Suites DFW Airport South	10,012.68	23,760.06	13,747.38	137.30%
7	Four Seasons Resort & Club	74,294.78	82,177.41	7,882.63	10.61%
8	Hilton Garden Inn DFW Airport South	4,278.38	10,967.90	6,689.52	156.36%
9	Hilton Garden Inn Las Colinas	3,534.59	10,627.57	7,092.98	200.67%
10	Holiday Inn Irving Las Colinas	1,654.54	7,069.28	5,414.74	327.27%
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	13,102.22	8,294.47	172.52%
12	Omni Las Colinas Hotel	10,424.47	32,743.44	22,318.97	214.10%
13	<i>Sheraton DFW Airport Hotel</i>	8,977.78	0.00	(8,977.78)	-100.00%
14	Texican Court	5,848.19	10,626.37	4,778.18	81.70%
15	Westin DFW Airport	8,019.52	40,206.91	32,187.39	401.36%
TOTAL LUXURY & FULL SERVICE		166,094.61	316,261.32	150,166.71	90.41%

16	Westin Irving Convention Center Las Colinas	9,658.90	36,557.50	26,898.60	278.49%
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	OCT 2021	DIFFERENCE	PERCENT
1	Comfort Inn DFW Airport North	2,609.71	4,642.86	2,033.15	77.91%
2	Comfort Suites DFW Airport North	3,171.31	5,488.66	2,317.35	73.07%
3	Comfort Suites Las Colinas	448.60	1,207.02	758.42	169.06%
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	3,521.75	1,491.92	73.50%
5	Element DFW Airport North	2,567.72	8,065.41	5,497.69	214.11%
6	Extended Stay America Dallas DFW Airport North	494.65	2,337.12	1,842.47	372.48%
7	Extended Stay America Dallas Las Colinas	1,777.48	1,858.48	81.00	4.56%
8	Extended Stay Deluxe Green Park	953.96	1,237.03	283.07	29.67%
9	Extended Stay Deluxe Las Colinas	729.20	1,189.45	460.25	63.12%
10	Hawthorne Suites Irving DFW Airport South	585.57	2,318.89	1,733.32	296.01%
11	Hawthorne Suites DFW Airport North	2,021.14	closed	n/a	n/a
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	8,560.70	6,643.72	346.57%
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	8,115.66	6,023.66	287.94%
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	6,643.96	4,629.04	229.74%
15	Home Towne Studios Dallas Irving	2,199.98	2,154.29	(45.69)	-2.08%
16	Homewood Suites by Hilton DFW Airport North	3,323.61	5,470.96	2,147.35	64.61%
17	Homewood Suites by Hilton Las Colinas	7,589.78	9,559.37	1,969.59	25.95%
18	Hyatt House Dallas Las Colinas	3,845.11	0.00	(3,845.11)	-100.00%
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	1,984.60	(303.00)	-13.25%
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	4,867.76	1,454.56	42.62%
21	Residence Inn Dallas Las Colinas	4,258.41	5,802.06	1,543.65	36.25%
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	3,044.44	(132.84)	-4.18%
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	1,393.66	276.99	24.81%
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	4,876.33	3,474.04	247.74%
25	Staybridge Suites DFW Airport North	2,839.84	3,120.31	280.47	9.88%
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	7,718.96	7,718.96	100.00%
27	TownePlace Suites Dallas Las Colinas	1,657.23	4,539.84	2,882.61	173.94%
28	Woodspring Suites Signature	0.00	2,349.47	2,349.47	100.00%
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	112,069.04	51,544.97	85.16%

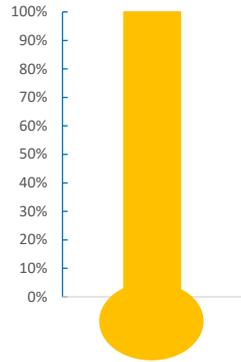
BUDGET SERVICE		OCT 2020	OCT 2021	DIFFERENCE	PERCENT
1	Arya Inn & Suites	695.41	879.39	183.98	26.46%
2	Best Western Irving Inn & Suites DFW South	2,587.95	3,431.08	843.13	32.58%
3	Budget Inn & Suites	79.94	67.69	(12.25)	-15.32%
4	Budget Suites of America Las Colinas	0.00	586.81	586.81	100.00%
5	Clarion Inn & Suites	1,486.65	3,955.98	2,469.33	166.10%
6	Crossroads Hotel & Suites	926.95	1,412.00	485.05	52.33%
7	Days Inn	2,742.91	4,913.29	2,170.38	79.13%
8	Days Inn DFW Airport North	2,926.49	4,038.04	1,111.55	37.98%
9	Delux Inn	622.90	812.48	189.58	30.44%
10	Delux Suites Motel	160.29	63.46	(96.83)	-60.41%
11	Gateway Inn	509.18	626.89	117.71	23.12%
12	Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,804.86	624.79	52.95%
13	Motel 6 Dallas DFW South	1,346.43	1,721.00	374.57	27.82%
14	Motel 6 Dallas Irving	1,933.16	3,527.81	1,594.65	82.49%
15	Motel 6 DFW North	1,577.78	3,162.99	1,585.21	100.47%
16	Motel 6 Irving Loop 12	909.07	1,056.56	147.49	16.22%
17	OYO Hotel DFW Airport South	2,034.44	2,123.70	89.26	4.39%
18	OYO Hotel DFW Airport North	0.00	348.26	348.26	100.00%
19	Quality Inn & Suites DFW Airport South	798.30	2,760.11	1,961.81	245.75%
20	Red Roof Inn Dallas DFW Airport North	0.00	5,648.37	5,648.37	100.00%
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	0.00	(2,094.60)	-100.00%
22	Super 8 Hotel DFW South	1,230.68	2,981.53	1,750.85	142.27%
23	Super 8 Motel DFW North	1,376.26	2,893.74	1,517.48	110.26%
TOTAL BUDGET SERVICE		27,219.46	48,816.04	21,596.58	79.34%

LIMITED SERVICE		OCT 2020	OCT 2021	DIFFERENCE	PERCENT
1	aLoft Las Colinas	3,011.24	9,963.33	6,952.09	230.87%
2	Best Western Plus DFW Airport Suites North	2,261.03	4,582.23	2,321.20	102.66%
3	Courtyard Dallas DFW Airport North Irving	4,151.82	13,203.24	9,051.42	218.01%
4	Courtyard Dallas DFW Airport South Irving	3,512.83	12,273.74	8,760.91	249.40%
5	Courtyard Dallas Las Colinas	1,819.43	7,753.24	5,933.81	326.14%
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	7,950.62	4,528.66	132.34%
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	3,972.25	3,972.25	100.00%
8	Fairfield Inn Dallas DFW Airport North Irving	closed	6,026.25	6,026.25	100.00%
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	6,961.53	4,067.27	140.53%
10	Home2 Suites by Hilton DFW Airport North	4,083.85	8,814.52	4,730.67	115.84%
11	Home2 Suites by Hilton DFW Airport South Irving	5,624.70	0.00	(5,624.70)	-100.00%
12	Hyatt Place Dallas Las Colinas	0.00	8,272.42	8,272.42	100.00%
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00%
14	La Quinta Inn & Suites DFW Airport North	3,827.38	8,532.36	4,704.98	122.93%
15	La Quinta Inn & Suites DFW Airport South	2,472.14	6,177.91	3,705.77	149.90%
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	4,027.91	4,027.91	100.00%
17	Quality Inn & Suites DFW Airport	2,103.72	5,650.45	3,546.73	168.59%
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	9,455.50	5,416.69	134.12%
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	0.00	(2,535.59)	-100.00%
20	Wingate Inn by Wyndham DFW Airport North	922.57	3,940.92	3,018.35	327.17%
TOTAL LIMITED SERVICE		46,681.33	127,558.42	80,877.09	173.25%

TOTAL SHORT TERM RENTALS		1,947.58	3,509.68	1,562.10	80.21%
	Number of locations	9	42	33	366.67%

GRAND TOTAL		302,467.05	608,214.50	305,747.45	101.08%
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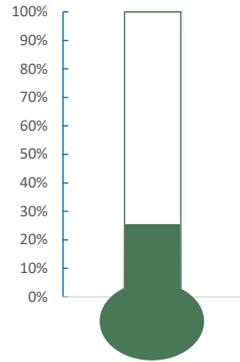
REPAYMENT OF FY21 LOAN



GOAL: \$500,000
ACHIEVED: \$500,000

FY22 YEAR END GOAL
N/A

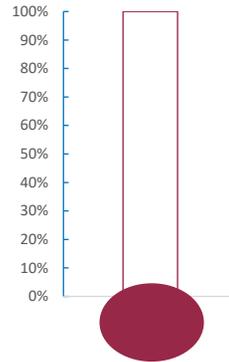
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$514,755

FY22 YEAR END GOAL
\$2,000,000

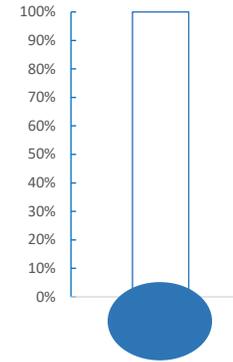
CATASTROPHIC RESERVE



GOAL: \$5,00,000
CURRENT: \$710

FY22 YEAR END GOAL
\$500,000

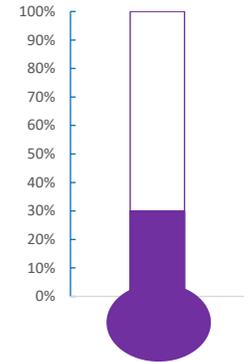
COMPUTER FUND



GOAL: \$500,000
CURRENT: \$207

FY22 YEAR END GOAL
N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$899,949

FY22 YEAR END GOAL
\$1,000,000



Date Distributed: December 30, 2021

Monthly Financial Summary

For Period Ending November 30, 2021

SMG - IRVING CONVENTION CENTER
OCTOBER 1, 2021 TO SEPTEMBER 30, 2022
Board Lead Income Statement - Monthly FY 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	97,552	37,325	96,825	69,975	153,119	137,500	122,200	140,625	101,000	114,900	73,975	1,229,116
Service Income	38,043	41,347	24,750	23,919	41,000	27,000	22,500	24,000	23,000	22,000	23,500	23,500	334,559
Service Expenses	(55,054)	(59,933)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(412,487)
Total Direct Event Income	67,109	78,967	32,325	90,994	81,225	150,369	130,250	116,450	133,875	93,250	108,650	67,725	1,151,188
Ancillary Income													
F & B Concessions	16,413	39,965	5,580	30,000	750	8,500	7,500	2,000	25,000	1,500	5,000	10,000	152,208
F & B Catering	111,491	199,961	100,700	117,800	196,300	101,460	207,480	214,320	258,192	247,000	145,160	385,092	2,284,956
Parking: Self Parking	37,393	55,938	17,835	20,705	14,924	16,810	17,835	12,997	17,425	16,605	16,277	19,065	263,809
Electrical Services	10,160	4,790	6,250	6,250	6,250	18,421	6,250	6,250	6,250	6,250	7,750	6,250	91,121
Audio Visual	-	162	-	-	-	-	-	-	-	-	-	-	162
Internet Services	1,445	(140)	-	-	-	-	-	-	-	-	-	-	1,305
Total Ancillary Income	176,902	300,676	130,365	174,755	218,224	145,191	239,065	235,567	306,867	271,355	174,187	420,407	2,793,560
Total Event Income	244,011	379,642	162,690	265,749	299,449	295,560	369,315	352,017	440,742	364,605	282,837	488,132	3,944,749
Other Operating Income	59,701	46,198	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,300	769,989
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	425,841	577,111	332,170	365,870	711,981	435,736	418,438	855,913	431,026	349,258	902,682	6,109,738
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	198,498	198,498	198,498	198,498	198,498	198,498	198,498	198,498	198,498	221,258	2,359,208
Benefits	48,886	47,313	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	116,144	762,819
Less: Event Labor Allocations	(5,711)	(6,778)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(277,729)
Net Employee Wages and Benefits	213,491	221,688	233,138	233,138	233,138	233,138	233,138	233,138	233,138	233,138	233,138	310,878	2,844,298
Contracted Services	62,204	56,194	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	66,982	773,971
General and Administrative	42,538	94,338	40,126	41,376	44,851	40,341	41,021	40,001	40,576	41,251	40,266	141,545	648,230
Operations	29,106	25,867	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	32,935	308,651
Repair & Maintenance	46,573	41,920	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	39,745	416,616
Supplies	10,689	7,687	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	12,660	112,406
Insurance	4,761	5,305	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	80,896
Utilities	49,414	40,756	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	54,219	534,386
Other	516	41,144	42	42	42	42	42	42	42	42	42	122	42,159
SMG Management Fees	26,985	35,662	26,856	28,426	32,229	25,377	32,438	33,056	43,272	31,466	29,553	40,410	385,730
Total Operating Expenses	486,277	570,560	481,587	484,407	491,685	480,323	488,064	487,662	498,453	487,322	484,424	706,579	6,147,343
Net Income (Loss) From Operations	(182,565)	(144,720)	95,524	(152,237)	(125,815)	231,658	(52,328)	(69,224)	357,460	(56,296)	(135,166)	196,103	(37,605)
Net Income After Other Income (Expenses)	(182,565)	(144,720)	95,524	(152,237)	(125,815)	231,658	(52,328)	(69,224)	357,460	(56,296)	(135,166)	196,103	(37,605)

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending November 30, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	12,230	10,740	1,490	630
Events	16	15	1	2
Event Days	25	32	(7)	12
Direct Event Income	78,967	81,097	(2,130)	59,261
Ancillary Income	300,676	191,459	109,217	9,397
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	379,643	272,556	107,087	68,658
Other Operating Income	46,198	66,421	(20,223)	21,440
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	425,841	338,977	86,864	90,098
Indirect Expenses	(570,561)	(506,005)	(64,556)	(370,377)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(144,720)</u>	<u>(167,028)</u>	<u>22,308</u>	<u>(280,279)</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Two Months Ending November 30, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	20,246	21,235	(989)	988
Events	30	29	1	4
Event Days	50	58	(8)	15
Direct Event Income	146,081	154,217	(8,136)	66,212
Ancillary Income	477,579	313,816	163,763	10,829
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	623,660	468,033	155,627	77,041
Other Operating Income	105,901	132,842	(26,941)	47,592
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	729,561	600,875	128,686	124,633
Indirect Expenses	(1,056,835)	(989,803)	(67,032)	(721,378)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	(327,274)	(388,928)	61,654	(596,745)
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ASM - Irving Convention Center
Balance Sheet
November 30, 2021

ASSETS

Current Assets

Cash	\$	367,106
Accounts Receivable		451,176
Prepaid Assets		1,385
Inventory		54,204

Total Current Assets 873,871

Total Assets \$ **873,871**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	283,526
Accrued Expenses		164,860
Deferred Income		0
Advance Ticket Sales/Deposits		752,759
Other Current Liabilities		0

Total Current Liabilities 1,201,145

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,201,145

Equity

Net Funds Received		14,954,139
Retained Earnings		(14,954,139)
Net Income (Loss)		(327,274)

Total Equity (327,274)

Total Liabilities & Equity \$ **873,871**

ASM - Irving Convention Center
Income Statement
For the Two Months Ending November 30, 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	97,552	84,147	13,405	181,672	161,767	19,905	65,581
Service Revenue	41,347	26,700	14,647	79,390	51,950	27,440	3,363
Service Expenses	(59,932)	(29,750)	(30,182)	(114,981)	(59,500)	(55,481)	(2,732)
Total Direct Event In	78,967	81,097	(2,130)	146,081	154,217	(8,136)	66,212
Ancillary Income							
F & B Concessions	39,965	8,370	31,595	56,378	17,980	38,398	0
F & B Catering	199,961	155,724	44,237	311,453	240,696	70,757	7,705
Parking	55,938	21,115	34,823	93,331	42,640	50,691	1,774
Electrical Services	4,790	6,250	(1,460)	14,950	12,500	2,450	950
Audio Visual	162	0	162	162	0	162	0
Internet Services	(140)	0	(140)	1,305	0	1,305	400
Total Ancillary Inco	300,676	191,459	109,217	477,579	313,816	163,763	10,829
Total Event Income	379,643	272,556	107,087	623,660	468,033	155,627	77,041
OTHER OPERATING INCOME							
Other Income	46,198	66,421	(20,223)	105,901	132,842	(26,941)	47,592
Total Other Operatin	46,198	66,421	(20,223)	105,901	132,842	(26,941)	47,592
Adjusted Gross Inco	425,841	338,977	86,864	729,561	600,875	128,686	124,633
INDIRECT EXPENSES							
Salaries & Wages	181,153	210,155	29,002	351,466	420,310	68,844	287,355
Payroll Taxes & Ben	47,313	62,769	15,456	96,202	125,538	29,336	120,706
Labor Allocations to	(6,778)	(26,524)	(19,746)	(12,489)	(53,048)	(40,559)	(1,755)
Net Salaries and Ben	221,688	246,400	24,712	435,179	492,800	57,621	406,306
Contracted Services	56,194	51,732	(4,462)	118,396	103,464	(14,932)	78,780
General and Adminis	94,338	61,926	(32,412)	136,876	107,317	(29,559)	54,040
Operating	25,867	24,527	(1,340)	54,971	49,054	(5,917)	26,529
Repairs & Maintenan	41,920	32,042	(9,878)	88,493	64,084	(24,409)	39,298
Operational Supplies	7,687	9,291	1,604	18,376	18,582	206	14,277
Insurance	5,305	7,083	1,778	10,066	14,166	4,100	12,072
Utilities	40,756	43,333	2,577	90,171	86,666	(3,505)	73,297
Other	41,144	42	(41,102)	41,660	84	(41,576)	(11,603)
ASM Management F	35,662	29,629	(6,033)	62,647	53,586	(9,061)	28,382
Total Indirect Expens	570,561	506,005	(64,556)	1,056,835	989,803	(67,032)	721,378

ASM - Irving Convention Center
Income Statement
For the Two Months Ending November 30, 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>(144,720)</u>	<u>(167,028)</u>	<u>22,308</u>	<u>(327,274)</u>	<u>(388,928)</u>	<u>61,654</u>	<u>(596,745)</u>



Date Distributed: January 14, 2022

Monthly Financial Summary

For Period Ending December 31, 2021

SMG - IRVING CONVENTION CENTER
OCTOBER 1, 2021 TO SEPTEMBER 30, 2022
Board Lead Income Statement - Monthly FY 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	97,552	38,325	125,850	107,975	154,119	158,500	115,200	140,625	93,000	114,900	73,975	1,304,141
Service Income	38,043	41,347	22,029	23,919	42,500	27,000	22,500	25,000	23,000	22,000	24,000	23,500	334,837
Service Expenses	(55,054)	(59,933)	(27,912)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(410,649)
Total Direct Event Income	67,109	78,967	32,442	120,019	120,725	151,369	151,250	110,450	133,875	85,250	109,150	67,725	1,228,329
Ancillary Income													
F & B Concessions	16,413	39,965	11,425	30,000	750	8,500	7,500	2,000	25,000	1,500	5,000	10,000	158,053
F & B Catering	111,491	199,961	146,540	62,320	145,380	116,280	185,440	228,760	280,992	273,600	205,960	385,092	2,341,816
Parking: Self Parking	37,393	55,938	17,618	19,885	14,309	16,810	17,835	12,997	17,425	16,605	16,892	19,065	262,772
Electrical Services	10,160	4,790	2,600	6,250	6,250	18,421	6,250	6,250	6,250	6,250	7,750	6,250	87,471
Audio Visual	-	162	(0)	-	-	-	-	-	-	-	-	-	162
Internet Services	1,445	(140)	105	-	-	-	-	-	-	-	-	-	1,410
Total Ancillary Income	176,902	300,676	178,288	118,455	166,689	160,011	217,025	250,007	329,667	297,955	235,602	420,407	2,851,683
Total Event Income	244,011	379,642	210,730	238,474	287,414	311,380	368,275	360,457	463,542	383,205	344,752	488,132	4,080,015
Other Operating Income	59,701	46,198	47,409	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,421	66,299	750,975
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	425,841	606,139	304,895	353,835	727,801	434,696	426,878	878,713	449,626	411,173	902,681	6,225,990
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	174,735	197,295	197,295	197,295	197,295	197,295	197,295	197,295	197,295	224,348	2,328,912
Benefits	48,886	47,313	48,014	61,164	61,164	61,164	61,164	61,164	61,164	61,164	61,164	112,098	745,623
Less: Event Labor Allocations	(5,711)	(6,778)	(3,582)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(254,787)
Net Employee Wages and Benefits	213,491	221,688	219,167	231,935	231,935	231,935	231,935	231,935	231,935	231,935	231,935	309,922	2,819,748
Contracted Services	62,204	56,194	89,302	65,399	65,399	65,399	65,399	65,399	65,399	65,399	65,399	64,011	794,904
General and Administrative	42,538	94,338	(38,562)	41,376	44,851	40,341	41,021	40,001	40,576	41,251	40,266	155,244	583,241
Operations	29,106	25,867	20,351	24,527	24,527	24,527	24,527	24,527	24,527	24,527	24,527	29,087	300,627
Repair & Maintenance	46,573	41,920	38,218	32,042	32,042	32,042	32,042	32,042	32,042	32,042	32,042	42,609	425,656
Supplies	10,689	7,687	7,347	9,041	9,041	9,041	9,041	9,041	9,041	9,041	9,041	8,865	106,916
Insurance	4,761	5,305	5,561	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	7,083	79,374
Utilities	49,414	40,756	43,366	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	60,458	540,658
Other	516	41,144	1,309	42	42	42	42	42	42	42	42	164	43,468
SMG Management Fees	26,985	35,662	28,761	24,334	28,199	26,586	32,128	35,112	41,692	38,720	33,552	48,665	400,396
Total Operating Expenses	486,277	570,560	414,820	479,112	486,452	480,329	486,551	488,515	495,670	493,373	487,220	726,108	6,094,989
Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(174,217)	(132,617)	247,472	(51,855)	(61,637)	383,043	(43,747)	(76,047)	176,573	131,001
Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(174,217)	(132,617)	247,472	(51,855)	(61,637)	383,043	(43,747)	(76,047)	176,573	131,001

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	5,561	9,855	(4,294)	3,695
Events	15	13	2	6
Event Days	20	19	1	13
Direct Event Income	32,442	27,900	4,542	50,769
Ancillary Income	178,288	130,365	47,923	35,958
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	210,730	158,265	52,465	86,727
Other Operating Income	47,409	66,421	(19,012)	17,278
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	258,139	224,686	33,453	104,005
Indirect Expenses	(414,820)	(486,432)	71,612	(406,943)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(156,681)</u>	<u>(261,746)</u>	<u>105,065</u>	<u>(302,938)</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	25,807	31,090	(5,283)	4,683
Events	45	42	3	10
Event Days	70	77	(7)	28
Direct Event Income	178,523	182,117	(3,594)	116,981
Ancillary Income	655,863	444,181	211,682	46,788
Total Event Income	834,386	626,298	208,088	163,769
Other Operating Income	153,309	199,263	(45,954)	64,870
Adjusted Gross Income	987,695	825,561	162,134	228,639
Indirect Expenses	(1,471,657)	(1,476,235)	4,578	(1,128,321)
Net Income (Loss) From Operations	(483,962)	(650,674)	166,712	(899,682)

ASM - Irving Convention Center
Balance Sheet
December 31, 2021

ASSETS

Current Assets

Cash	\$	1,853,306	
Accounts Receivable		312,858	
Prepaid Assets		0	
Inventory		52,405	
		<hr/>	
Total Current Assets			2,218,569

Total Assets **\$ 2,218,569**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	856,562	
Accrued Expenses		513,070	
Deferred Income		0	
Advance Ticket Sales/Deposits		984,899	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			2,354,531

Long-Term Liabilities

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

Total Liabilities 2,354,531

Equity

Net Funds Received		15,302,139	
Retained Earnings		(14,954,139)	
Net Income (Loss)		(483,962)	
		<hr/>	
Total Equity			(135,962)

Total Liabilities & Equity **\$ 2,218,569**

ASM - Irving Convention Center
Income Statement
For the Three Months Ending December 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	38,325	32,900	5,425	219,997	194,667	25,330	112,931
Service Revenue	22,029	24,750	(2,721)	101,419	76,700	24,719	16,751
Service Expenses	(27,912)	(29,750)	1,838	(142,893)	(89,250)	(53,643)	(12,701)
Total Direct Event In	<u>32,442</u>	<u>27,900</u>	<u>4,542</u>	<u>178,523</u>	<u>182,117</u>	<u>(3,594)</u>	<u>116,981</u>
Ancillary Income							
F & B Concessions	11,425	5,580	5,845	67,802	23,560	44,242	5,195
F & B Catering	146,540	100,700	45,840	457,990	341,396	116,594	32,158
Parking	17,618	17,835	(217)	110,949	60,475	50,474	8,625
Electrical Services	2,600	6,250	(3,650)	17,550	18,750	(1,200)	1,250
Audio Visual	0	0	0	162	0	162	0
Internet Services	105	0	105	1,410	0	1,410	(440)
Total Ancillary Inco	<u>178,288</u>	<u>130,365</u>	<u>47,923</u>	<u>655,863</u>	<u>444,181</u>	<u>211,682</u>	<u>46,788</u>
Total Event Income	<u>210,730</u>	<u>158,265</u>	<u>52,465</u>	<u>834,386</u>	<u>626,298</u>	<u>208,088</u>	<u>163,769</u>
OTHER OPERATING INCOME							
Other Income	47,409	66,421	(19,012)	153,309	199,263	(45,954)	64,870
Total Other Operatin	<u>47,409</u>	<u>66,421</u>	<u>(19,012)</u>	<u>153,309</u>	<u>199,263</u>	<u>(45,954)</u>	<u>64,870</u>
Adjusted Gross Inco	<u>258,139</u>	<u>224,686</u>	<u>33,453</u>	<u>987,695</u>	<u>825,561</u>	<u>162,134</u>	<u>228,639</u>
INDIRECT EXPENSES							
Salaries & Wages	174,735	210,155	35,420	526,203	630,465	104,262	444,762
Payroll Taxes & Ben	48,014	62,769	14,755	144,218	188,307	44,089	182,639
Labor Allocations to	(3,582)	(26,524)	(22,942)	(16,072)	(79,572)	(63,500)	(3,635)
Net Salaries and Ben	<u>219,167</u>	<u>246,400</u>	<u>27,233</u>	<u>654,349</u>	<u>739,200</u>	<u>84,851</u>	<u>623,766</u>
Contracted Services	89,302	51,732	(37,570)	207,699	155,196	(52,503)	117,455
General and Adminis	(38,562)	45,126	83,688	98,314	152,443	54,129	90,159
Operating	20,351	24,527	4,176	75,322	73,581	(1,741)	38,271
Repairs & Maintenan	38,218	32,042	(6,176)	126,710	96,126	(30,584)	72,008
Operational Supplies	7,347	9,291	1,944	25,723	27,873	2,150	23,469
Insurance	5,561	7,083	1,522	15,627	21,249	5,622	19,163
Utilities	43,366	43,333	(33)	133,536	129,999	(3,537)	113,676
Other	1,309	42	(1,267)	42,969	126	(42,843)	(15,859)
ASM Management F	28,761	26,856	(1,905)	91,408	80,442	(10,966)	46,213
Total Indirect Expens	<u>414,820</u>	<u>486,432</u>	<u>71,612</u>	<u>1,471,657</u>	<u>1,476,235</u>	<u>4,578</u>	<u>1,128,321</u>

ASM - Irving Convention Center
 Income Statement
 For the Three Months Ending December 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>(156,681)</u>	<u>(261,746)</u>	<u>105,065</u>	<u>(483,962)</u>	<u>(650,674)</u>	<u>166,712</u>	<u>(899,682)</u>

CITY OF IRVING/IRVING CONVENTION AND VISITORS BUREAU
HIGH SPIRITED CITIZEN AWARD

NOMINEE BIOGRAPHY

Name: Melissa Gentry

Address: 3219 Brockbank Drive

City: Irving State: TX Zip: 75062

Phone: 214.500.2201 • meli792004@yahoo.com

Please list nominee's civic affiliations in Irving (organizations, clubs, etc.): UNSURE

Ms. Melissa is a dedicated and caring individual. Her selfless acts has attracted many volunteers.

She cares for seniors living in nursing homes, veterans and young people.

Please list major volunteer accomplishments within their affiliations (positions, committees, etc.):

* Most recently, she persuaded the owners of Blue Sky Storage, to have the back wall painted with a beautiful mural for free. Volunteer Edee Martinez turned his talents into something positive.

Please list nominee's honors and awards: UNSURE

- Seeds for Souls project (bird feeders outside nursing home)
- Costume holiday celebration - She dresses like the windows (Easter Bunny + visits children)

Additional information:

She often asks the community for assistance with her projects and routinely uses social media.

Number of years nominee has resided in Irving:

Nominated by: Annette French Date: 10/06/2021

Phone: 914.676.4883 email: french.annette@gmail.com

Return to: Irving Convention and Visitors Bureau
c/o Diana Pfaff
500 W. Las Colinas Blvd
Irving, Texas 75039
972-401-7729 fax
dpfaff@irvingtexas.com

* See pictures attached.

From: [Annette French](#)
To: [Carol Stoddard](#)
Subject: Award Nominee Melissa Gentry
Date: Monday, January 10, 2022 2:23:04 PM
Attachments: [image001.png](#)

Good afternoon Carol,

Thank you so much for getting back with me.

These are all good questions and I will explain to the best of my ability without tipping her off. I can keep a secret.

1. She does NOT work for a nursing home. She is a volunteer.
2. I think this is the only nursing home she volunteers at: The Ashford Hall Long Term Care, 2021 Shoaf Drive, Irving, 75061. I believe she still has a relative residing there, and she endured a family friend loss, so Ashford Hall has a special meaning and connection.
3. The Easter Bunny occasion was a selfless act she did along with her partner independently. "Selfless" meaning that she arranged/organized/implored a family member to dress in costume and pass out candy and wave at traffic in her Irving neighborhood. I think this was a(n) one-time event (pre-COVID). It was not orchestrated by a nonprofit or through a school, she just jumped on the opportunity to rent the costume and take it to the next level, by going outside and sharing with the public/community. I couldn't find pictures of this, but I learned about it on FB. It is comic relief yet sincere and heartfelt. I think the weather was very uncooperative that day too!
4. The primary project I learned about is the undertaking of this [Sunshine Wall](#)>

Initially, this project at Ashford Hall began with placing birdfeeders outside all the windows of residents. This was not only an effort to beautify the scenery, but to bring nature and chirping joy to the residents. Melissa coordinated the approval, purchase, and volunteers, to erect the stands and kept a schedule to replenish the birdseed.

Then, the back wall facing the western side was discovered and she collaborated with the artist Mr. Eder Martinez, another Irving native, "to bring it to life".

Hence the "You are my Sunshine" Wall Project took off and she explained in detail her endeavor in this gofundme post.

She came in underbudget, and only utilized one volunteer artist. I haven't met him, but I know it took several months last year to get it done!!!

[Fundraiser by Melissa Gentry : "You Are My Sunshine" Wall - Ashford Hall \(gofundme.com\)](#)

Please note that she almost reached her goal, yet more importantly the wall is complete and the video highlights this achievement. <https://youtu.be/WPRmchpYuyQ>.

5. Other volunteer projects included:

A. Hosting a Veterans dinner @ Tio Carlos highlighting vets from different branches. This was pre-Covid. (2017) It was well-attended too.

B. Last fall, she hosted a kindness craft day @ Ashford Hall. (See photo: I donated the balloons seen here from my Kindness project to her project.)

This Kindness Day had kids and teens come out and color, paint, write notes, draw, and design artwork to show appreciation and share their kind talents.

She purchased and/or collected the materials to use that day and volunteers made some for the staff as well.

C. I am sure there are many more volunteer events that I am not aware of, since I am not in her inner social network of contacts, just learning via social media. I just know she has a giving and pleasant spirit. I am so proud to nominate her, as she inspired me to produce my KINDNESS project on World Kindness Day in November 2021. Please see below.

This is the link to my Kindness project, since I couldn't attend hers, I created my own. [An Irving, TX Kindness Project: Honoring Yates, Singley, Stanton, Townsell and Farrow - YouTube](#).

Thank you again for reaching out and I hope I provided enough clarity. If not, I can investigate deeper by asking around, if you want. I can wear many hats!!

Overall, I hope she gets selected.

Best,

Annette French

214.676.4883

French.annette@gmail.com





**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 24, 2022**

BOARD REPORTS

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



2022 ICVB Board & Committee Meetings

January 7	Board & Business Development Committee, 9 a.m., ICC – First Floor Conference Room
January 11	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
January 21	Executive Committee, 9 a.m., ICC - First Floor Conference Room
January 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
<i>January 25</i>	<i>State of the City</i>
January 28	New Board Member Orientation, 8:00 Breakfast, 8:30 Meeting Start – ICC – First Floor Conference Room
February 11	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>February 22</i>	<i>Tentative - City's Boards & Commissions Dinner</i>
February 25	Executive Committee, 9 a.m., ICC - First Floor Conference Room
February 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Jack Huffman Community Building - Auditorium
March 11	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
March 25	Executive Committee, 9 a.m., ICC - First Floor Conference Room
March 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC - Junior Ballroom C-D
April 5	Community Engagement Committee, 11:30 a.m., ICC – First Floor Conference Room
April 22	Executive Committee, 9 a.m., ICC - First Floor Conference Room
April 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
May 5	Tentative – Semi-Annual City Council Update; National Travel & Tourism Week proclamation
May 10	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>May 18/19</i>	<i>City Council Budget and Strategic Planning Retreat</i>
May 20	Executive Committee, 9 a.m., ICC - First Floor Conference Room
May 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
June 10	Board & Business Development Committee; 9 a.m., ICC - First Floor Conference Room
June 24	Executive Committee, 9 a.m., ICC - First Floor Conference Room
June 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD (Tentative Budget Presentation)
July 12	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
**July 25	Executive Committee, 10 a.m., ICC - First Floor Conference Room
**July 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
August 9	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
<i>August 19</i>	<i>City Council Budget Retreat</i>
***August 22	Executive Committee, 9 a.m., ICC - First Floor Conference Room
***August 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom A-B
September 9	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
September 23	Executive Committee, 9 a.m. ICC - First Floor Conference Room
September 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Grand Ballroom 1-2
October 11	Community Engagement Committee, 11:30 a.m., ICC - First Floor Conference Room
October 21	SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC – First Floor Conference Room
November 8	Destination Development Committee, 11:30 a.m., ICC - First Floor Conference Room
*November 11	Executive Committee, 9 a.m. ICC - First Floor Conference Room
*November 14	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D
December 9	Board & Business Development Committee, 9 a.m., ICC - First Floor Conference Room
<i>December 8</i>	<i>Semi-Annual City Council Update</i>
*December 16	Executive Committee, 9 a.m. ICC - First Floor Conference Room
*December 19	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC – Junior Ballroom C-D

*Early meetings due to holidays. ** Same date as meeting due to Destinations International Annual Convention.

*** Same date as meeting due to Council Budget Retreat.

2022 ICVB Board Committee Assignments

The Board Chair and Vice Chair are members of all committees. Committee meetings are open to all members of the board and to the public; committee chairs may solicit committee participation by non-board members. Committees are not required to have a chair and a vice chair.

Executive Committee

Standing Monthly Meeting: Friday prior to each full board meeting, 9 a.m., unless otherwise noted

ICC – First Floor Conference Room, unless otherwise notified

Chair – David Cole

Vice Chair – Bob Bourgeois

Committee Members: Richard Stewart, Jr. Karen Cooperstein, Greg Malcolm, Karen Cooperstein

Staff Liaisons: Maura Gast, Susan Rose and Marianne Lauda

Committee Support & Communications: Carol Boyer

Board & Business Development Committee

Standing Quarterly Meetings: Jan. 7, Mar. 11, June 10, Sept. 9, Dec. 9; all meetings at 9 a.m.

ICC – First Floor Conference Room, unless otherwise notified.

Chair – Richard Stewart Jr.

Vice Chair – Herbert Gears

Committee Members: David Cole, Bob Bourgeois, Yasir Arafat, Sam Reed, Joe Philipp, Beth Bowman, Julia Kang and Mayor Pro Tem Kyle Taylor

Staff Liaisons: Maura Gast and Susan Rose

Committee Support & Communications: Carol Boyer

Community Engagement Committee

Standing Quarterly Meeting: Jan. 11, Apr. 5, July 12, Oct. 11; all meetings at 11:30 a.m.

ICC – First Floor Conference Room, unless otherwise notified

Chair – Karen Cooperstein

Vice Chair - Julia Kang

Committee Members: David Cole, Bob Bourgeois, Beth Bowman and Mayor Pro Tem Kyle Taylor

Staff Liaisons: Maura Gast and Diana Pfaff

Committee Support & Communications: Carol Boyer and Carol Stoddard

Destination Development Committee

Standing Quarterly Meeting: Feb. 11, May 10 Aug. 9, Nov. 8; all meetings at 11:30 a.m.

ICC First Floor Conference Room, unless otherwise notified

Chair – Greg Malcom

Vice Chair – Nydia Hoskins

Committee Members: David Cole, Bob Bourgeois, Michael Basoco, Julia Kang, Kim Limon, Yasir Arafat, Sam Reed, Joe Philipp, Beth Bowman and Mayor Pro Tem Kyle Taylor

Staff Liaisons: Maura Gast, Lori Fojtasek, Tom Meehan

Committee Support & Communications: Carol Boyer and Brenda Lopez

City of Irving(COI)

Irving Convention and Visitors Bureau (ICVB) Board of Directors

CONFLICT OF INTEREST DISCLOSURE FORM

Board Member Name: _____

The Board of Directors must act at all times in the best interests of the COI/ICVB and not for personal or third-party gain or financial enrichment. When encountering potential conflicts of interest, Board members shall identify the potential conflict and, as required, remove themselves from all discussion and voting on the matter. Specifically, members of the Board of Directors shall:

- avoid placing (and avoid the appearance of placing) one's own self-interest or any third-party interest above that of the COI/ICVB; while the receipt of incidental personal or third-party benefit may necessarily flow from certain COI/ICVB activities, such benefit must be merely incidental to the primary benefit to the COI/ICVB and its purposes;
- not abuse their Board membership by improperly using their Board membership or the COI/ICVB's staff, services, equipment, materials, resources, or property for their personal or third-party gain or pleasure, and shall not represent to third parties that their authority as a Board member extends any further than that which it actually extends;
- not engage in any outside business, professional or other activities that would directly or indirectly materially adversely affect the COI/ICVB;
- not engage in or facilitate any discriminatory or harassing behavior directed toward COI/ICVB staff, members, officers, directors, meeting attendees, exhibitors, advertisers, sponsors, suppliers, contractors, or others in the context of activities relating to the COI/ICVB;
- not solicit or accept gifts, gratuities, free trips, honoraria, personal property, or any other item of value from any person or entity as a direct or indirect inducement to provide special treatment to such donor with respect to matters pertaining to the COI/ICVB without fully disclosing such items to the Board of Directors;
- provide goods or services to the COI/ICVB as a paid vendor to the COI/ICVB only after full disclosure to, and advance approval by, the Board, and pursuant to any related procedures adopted by the Board;
- not persuade or attempt to persuade any employee of the COI/ICVB to leave the employ of the COI/ICVB or to become employed by any person or entity other than the COI/ICVB; and
- not persuade or attempt to persuade any member, exhibitor, advertiser, sponsor, subscriber, supplier, contractor, or any other person or entity with an actual or potential relationship to or with the COI/ICVB to terminate, curtail or not enter into its relationship to or with the COI/ICVB, or to in any way reduce the monetary or other benefits to the COI/ICVB of such relationship.

To help avoid any conflicts of interest, on this form you are disclosing ownership or other proprietary interests, responsibilities, circumstances, or other reasons why you (or, by extension, any member of your family) might have an actual, apparent or potential conflict of interest with your duty to the COI/ICVB, both respect to the conflicts prohibited above and any others. You hereby invite further review by the COI/ICVB of any aspects of these circumstances that might be considered appropriate. In addition, you

agree to take other steps, such as avoiding deliberation and resolution of certain issues or even withdrawing from your membership on the Board of Directors, if it is determined that such steps are necessary to protect the integrity of the Board of Directors and avoid the breach of your fiduciary duty to COI/ICVB. You also understand that the filing of this statement with the COI/ICVB represents a public record, subject to any Open Records Request. Finally, during such time as you continue to serve on the Board of Directors, you agree to notify the COI/ICVB Board Chair and Vice Chair promptly if and when you determine that any additional actual, apparent or potential conflicts of interest with your duty to the COI/ICVB arise subsequent to the execution of this form. Please check and/or complete the appropriate section below:

Actual, apparent or potential conflicts:

There are no actual, apparent or potential conflicts.

* * * * *

You acknowledge and agree that your selection for service on the Board of Directors and the opportunities made available to you by serving on the Board constitute good and valuable consideration for entering into this Agreement, the receipt and sufficiency of which you hereby acknowledge.

Signature: _____ Date: _____

Name: _____

Title: _____

From: [Dan Koller](#)
To: [Maura Gast](#)
Subject: Coppell Chronicle Vol. 1, No. 46
Date: Sunday, January 9, 2022 1:14:58 PM

You don't often get email from bydankoller@gmail.com. [Learn why this is important](#)

Maura,

Here's what I just sent to my 460 or so subscribers.

I don't, by any means, think this is the whole story, but I'm confident I'll have other opportunities to tell more of it. ;)

Thanks,

Dan Koller

CoppellChronicle.com
469-348-8637

On Sun, Jan 9, 2022 at 1:11 PM Dan Koller from the Coppell Chronicle
<coppellchronicle@substack.com> wrote:

Coppell Chronicle Vol. 1, No. 46

Irving Debates Alcohol Restrictions • Do You Want to Run for School Board? • Plenty of Detour Warnings Issued • Conduct Review Board's History Reviewed

 Dan Koller
 Jan 9

Irving Debates Alcohol Restrictions



You can definitely have a drink with your meal at Po' Melvin's.

Because so much of Coppell ISD is in Irving, I try to pay attention to what's happening at Irving City Hall. One of the biggest issues down there

lately is a proposal to ease some of the city's regulations on alcohol sales.

Even if Irving's regulations are none of your concern, you may be interested in a fact that was news to me: Mel LeMane, the owner and namesake of **Po' Melvin's**, is a cousin of the Cole brothers, the founders of **i Fratelli Pizza**. I had no idea that so many of my dining dollars have been forked over to one extended family.

LeMane and David Cole both spoke to the Irving Planning and Zoning Commission on Monday, when the commissioners were asked to consider **an extensive set of amendments to the city's Unified Development Code** related to alcohol sales.

Cole, who chairs the Irving Convention and Visitors Bureau's Board of Directors, says the existing ordinance presents too many hurdles for new restaurants as well as existing restaurants that want to add alcohol to their menus. In September, the bureau's board approved **a resolution calling for changes to the ordinance**.

Cole is also part of a group of investors who recently bought Big State Fountain Grill. He has no plans to sell alcohol there, but he said the **Irving Heritage District** needs more restaurants, and the proposal could make that happen.

"It's very hard to stay alive in business in downtown Irving because of the lack of people in that area," Cole said. "We will not see the benefits of the change of this ordinance for many years, but I believe it's something that we need in our city."

LeMane said the proposed changes would make it possible for Irving to host more festivals and similar events that typically feature alcohol.

"Instead of everybody talking about Southlake and Grapevine, let's talk about Irving, Texas," said LeMane, who — like his cousin David — is a lifelong Irving resident. "Let's stop worrying about going to these other cities for fun events. Let's have them here."

LeMane and Cole were two of a handful of people who wisely signed up

to speak during the “Citizen Comments” portion of the agenda, which takes place before any debates by the commission. Also speaking during that portion was former Mayor Herb Gears, who said he has been discussing the alcohol proposal with a variety of stakeholders. The proposal does have its merits in terms of reducing bureaucracy, he said, but a major concern is that it would allow standalone bars in Irving, a city that has never had any.

Mark Dyer, who was a member of the Planning and Zoning Commission from 2002 to 2009, shared Gears’ concerns. He said the proposal as drafted would allow bars to open near homes and churches.

“My suggestion is that we wait, and we get more stakeholders than just the convention bureau and the restaurants to sit down at the table and solve these problems,” Dyer told the commissioners. “Repealing the current ordinance will prevent us from ever turning back.”

The commission had little time to discuss the alcohol proposal during Monday’s work session, as the public hearing on the proposal was one of 10 public hearings on their agenda that evening. Although [the 19-page proposal](#) was presented during their Dec. 13 work session, Commissioner Jack Spurlock said there wasn’t enough time to digest it.

“When I was reading those 19 pages, I started thinking about the politicians in Washington, who have said on numerous occasions, ‘Let’s OK this thing, and we’ll see what’s in it later.’ That’s what we can do with 19 pages if we’re not careful,” Spurlock said. “I don’t know how many of you on the board read the 19 pages and came out understanding all of it. I can tell you now, I didn’t.”

Commissioner Michael McPhail echoed Spurlock’s concerns: “We better know exactly every single detail of what’s coming up next, because there is no redo, and we are the ones who will be remembered for unleashing a slew of dive bars across this town, especially in far south Irving.”

More than a dozen people signed up to speak during Monday’s public hearing on the alcohol proposal, but five of them declined to approach

the microphone, presumably because they took this evergreen advice from Commission Chair Mark Cronenwett to heart: “If you’re going to be repeating what other people have said, please understand that there’s no need to repeat, because we’ve heard what was said.” What was said by most of them was that the proposal would make Irving less family-friendly.

Spurlock made a motion to deny the proposal, and McPhail seconded it. Only one other commissioner, Terry Prichard, voted with them, so Spurlock’s motion failed on a 4-3 vote.

Commissioner Jamie Patel then made a motion to postpone the matter until the commission’s Feb. 7 meeting. Misaki Collins seconded that motion, and it passed 6-1, with Prichard as the outlier.

The commission has another work session scheduled for Jan. 18. They made it pretty clear to the city staff that the agenda for that session should feature nothing but the alcohol proposal.



page 2

Celebrate the King of Rock 'n' Roll with Craig Parker and the Royal Tribute Band and other performances at the Irving Arts Center.



page 3

The 2021 Year in Review features noteworthy highlights and accomplishments based on City Council strategic goals and objectives.



page 6

The Irving Archives and Museum (IAM) honors Irving's history. Read about IAM features and its opening celebrations.

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IRVING CITY Spectrum

JANUARY 2022 / VOL 29 / NO 01

CityofIrving.org

Irving's 2020 Census Results Show Growth in Diversity

Results highlight Irving's rich diversity of races, ethnicities and cultures

Based on the latest census data, the population in Irving continues to reflect a broad spectrum of nationalities. For many years, the 75038 ZIP code has been heralded as one of the most diverse neighborhoods in the nation. Today, the latest results show further growth in diversity. The multicultural layers across the city are one of the community's greatest features, and the diverse tapestry also helps support a mixture of unique shopping, dining and cultural experiences in Irving.

Irving's total population now tops 256,684 residents, which is a 18.6% increase from 2010. According to the U.S. Census Bureau, Irving's Hispanic population increased, while the white non-Hispanic population declined, each by roughly the same percentage of nearly 20%. The African American population grew by 24%, and Asian communities nearly doubled in representation.

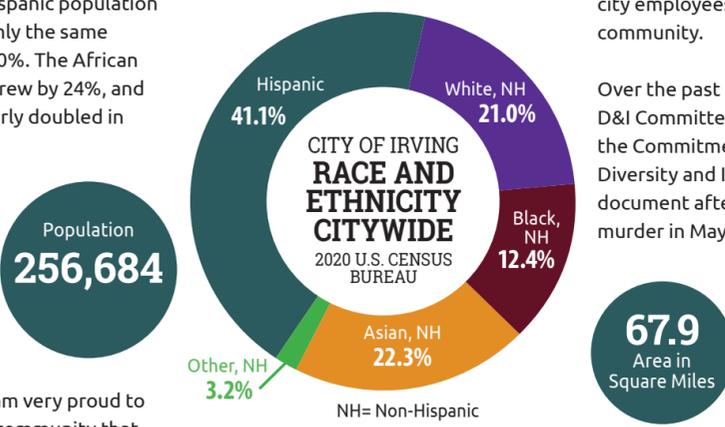
"Over the years, Irving has been blessed to be a place where people of all backgrounds, colors and beliefs feel safe and welcome," said Mayor Rick Stopfer. "I am very proud to be part of an inclusive community that embraces differences."

While the 2020 Census does not report citizenship or nationality, the Census Bureau's 2019 American Community Survey (ACS) reports that 61.6% of Irving residents are natural born U.S. citizens, while 10% are foreign born residents who are naturalized citizens. Additionally, the ACS reports almost 29% of Irving's current residents are foreign nationals, and nearly 40% of Irving residents were born in other nations, including Mexico, El Salvador, India, Nepal, Korea and Pakistan.

Irving City Leaders Invest in Diversity and Inclusion
The City of Irving supports diversity and inclusion (D&I) initiatives through various community partnerships, programs and activities. From the Irving Miracle League and Minority/Women Business Enterprise Programs to Shop Talk and Bilingual Story Times, the city works to engage with a variety of people with varying interests.

The organization has a Diversity and Inclusion Strategic Plan to guide efforts and ensure that the city provides access, removes barriers and is inclusive of all community members and employees. To support the strategic plan, a D&I Committee was formed to lead inclusive efforts for city employees, as well as the community.

Over the past two years, the D&I Committee developed the Commitment to Fostering Diversity and Inclusion document after George Floyd's murder in May 2020 and hosted a virtual event for employees to open a conversation on social injustice. The team also hosted three



virtual cultural symposiums on Hinduism and Diwali, Hispanic Heritage Month and the Lunar New Year. The Employee Resource Group (ERG) policy was approved in 2021, leading to the formation of the LGBTQ ERG, which helped increase the city's Municipal Equality Index score by 11 points year-to-year from 36 to 47 points.

For more information on the city's D&I program, visit CityofIrving.org/Diversity. ■

DART SERVICE IMPROVEMENTS

DART has redesigned its existing bus system and will transition to a New Bus Network beginning Jan. 24. The new bus network is designed to ensure passengers have safe and easy access to employment, education and entertainment areas across the DART service area.

DART's New Bus Network will be simpler, better, easier and faster for Irving residents.

Some key improvements include better accessibility, improved frequency and longer hours of operation. The agency also will restore light rail service to prepandemic frequency.

Current DART riders can expect:

- All routes will be replaced by new routes with a new number and/or with GoLink service.
- Some fixed-route bus services will be replaced with DART's on-demand GoLink service.
- Bus stops will be eliminated. Prior to Jan. 24, bags covering bus stop signs will show what the future service will be.

On Dec. 6, City of Irving employees and DART hosted a Facebook Live event to discuss the new service changes and 'GoLink.' The entire event is available to watch on the ICTN YouTube channel, [@TheCityofIrving](https://www.youtube.com/@TheCityofIrving).

For more information visit DART.org. ■

Tickets on Sale for 2022 State of the City: Overcoming, Advancing and Achieving



The 2022 State of the City presented by Mercury One will feature Irving Mayor Rick Stopfer for a discussion on how the City of Irving has overcome the many challenges of the past year and how the community will continue advancing while achieving successes to reach new milestones.

Tickets are on sale for the 2022 State of the City: Overcoming, Advancing and Achieving Jan. 25 at 11:30 a.m. at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. For more information, visit IrvingChamber.com. ■

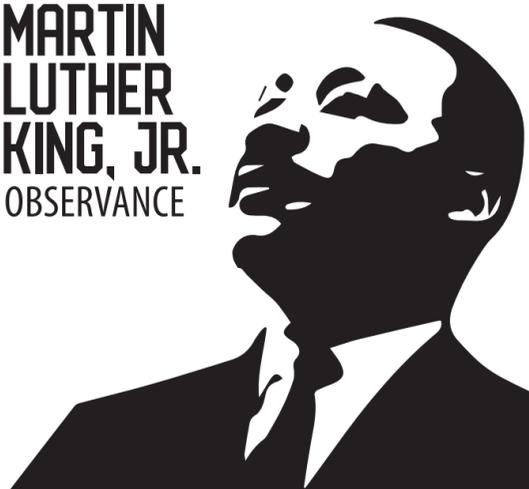
City Honors Martin Luther King, Jr. Legacy Jan. 16

Each January, the Irving Parks and Recreation Department holds a special event to recognize and appreciate the life and achievements of Dr. Martin Luther King, Jr. This year's annual observance takes place on Sunday, Jan. 16 at the Irving Arts Center, 3333 N. MacArthur Blvd. The event features a variety of performances by the Dallas Black Dance Theatre and a heartwarming performance from vocalist and speaker, Kamica King.

This year, the City of Irving is hosting an essay contest promoting the theme "Reaching the Mountain Top." There are three age categories: grades 3-5, 6-8 and 9-12. Judging will be based on clarity, grammar and how well the theme is developed, depending on the age of the writer. The essay should be no more than a page in length or 500 words. Deadline for entry is Jan. 4.

For more information, visit IrvingEvents.org or call (972) 721-2501. ■

CITY OF IRVING
MARTIN LUTHER KING, JR. OBSERVANCE



CITY COUNCIL APPROVES REDISTRICTING PLAN

According to the 2020 Federal Census, 256,684 people were living in Irving as of April 1, 2020. It represents an 18.7% increase in Irving's population since 2010.

Irving City Council reviewed and discussed the 2020 federal Census and determined that the City Council districts were sufficiently out of population balance to require redistricting. Council approved an ordinance redistricting the City Council districts and establishing new district boundaries at its Nov. 11 meeting. The new districts will be in effect for the upcoming May 2022 general municipal election.

New and previous district maps are available online at CityofIrving.org/Redistricting for comparison, as well as the approved redistricting ordinance. ■

Get moving with **GoLink**
¡Muévete con GoLink!

Do-It-Yourself Home Energy Audit

A Residential Guide to Energy Saving Options

This “do-it-yourself” (DIY) home energy audit can help determine where a home is potentially losing energy and where a resident can save money. A home energy audit will assess a home’s energy efficiency by identifying steps to take to increase energy productivity and lower energy bills. A resident can potentially see savings of 10% or more on their electric bill. The audit will also help to recommend low-cost DIY repairs that can save money.

Components of a DIY Home Energy Audit

- Insulation
- Hot water pipes and tanks
- Air leaks (use an infrared or thermal camera/app)
- Caulking and weatherstripping
- Energy-efficient appliances
- Closed fireplace damper
- Unplug electronics

For more information, visit CityofIrving.org/BeGreen. The City of Irving also has a Green Neighbor Program to help encourage an environmentally friendly lifestyle.



Residents interested in becoming a Green Neighbor can visit CityofIrving.org/GreenNeighbor for more information. ■

Municipal Court and Other Resources

Class C misdemeanor criminal offenses, including traffic and city ordinance violations that occur in Irving are filed in the Irving Municipal Court. Monetary and nonmonetary options to dispose of your class C, fine-only case(s) are available online at CityofIrving.org/Municipal-Court or by calling (972) 721-2451.

Below is a list of services and resources provided by Dallas County.

Services	Agency	Phone #
Birth Certificate, Death Certificate, DBA/Assumed Name, Marriage License/Records	Dallas County Clerk – Vital Records	(214) 653-7099
Bad Check, Civil Suits/Small Claims, Evictions, Marriage Ceremony, Occupational License, Tollway and DART citations	Dallas County Justice of the Peace (Precinct 4-2)	(214) 589-7000
Custody/Child Support, Divorce Filing, Divorce Records	Dallas County District Clerk	(214) 653-6893
Probate	Dallas County Probate Court	(214) 653-7236
Vehicle Registration, Disabled Parking Placard	Dallas County Tax Office	(214) 653-7811

For Dallas County general information, call (214) 653-7011 or visit DallasCounty.org. ■

THINK GREEN ... BE GREEN UPCOMING ACTIVITIES

Jan. 13 | Basic Garden Planting

6 p.m. | Virtual
Thinking about starting a garden of herbs, flowers, vegetables or a combination? This presentation outlines the first steps including basic garden needs, what to grow, where to grow and how to find resources.

Jan. 15 | Outdoor Composting

10 a.m. | Corner of Nursery and Hunter Ferrell
Learn how to make compost at home using materials usually thrown away. This hands-on class teaches the most effective composting methods and problem-solving tips.

Jan. 27 | How to be a Community Scientist

6 p.m. | South Irving Library
Ever find something outside but do not know what it is or how to find out? Community Science addresses each of those questions.

Visit CityofIrving.org/BeGreen to register for these classes and events. ■



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.

EXHIBITIONS

Yikwon Peter Kim: Inevitable Progression III Extended through Jan. 8 | Focus Gallery
Yikwon Kim has been invited to participate in high-profile projects including a group art exhibition of “New York 9” in Shanghai, China, and “STOP, UNRAVEL, ABSORB” in New York City. Kim produced 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 New York.

Our Voice: Celebrating the Coretta Scott King Illustrator Awards Through Feb. 26 | Dupree Lobby Gallery
Organized by the National Center for Children’s Illustrated Literature in Abilene, Texas, this touring exhibition represents the largest and most comprehensive presentation of Coretta Scott King illustrator awards ever assembled.



J. Pinkney: Talking Eggs

The Blues (and other colors): Works/Paintings by Ernie Benton and Sontonya Necheal Through Feb. 26 | Carpenter Hall Performance Lobby
Inspired by his passion for music, Ernie Benton’s paintings depict the sounds, flavor and vibrations of life. Benton’s work revolves around the interplay of shape and color. Sontonya Necheal is a self-taught mixed media, abstract artist that dances with various textures in her unique canvas pieces. Her work comes from a place of brokenness, abuse and hardships, but finding strength in her faith, she triumphs ... creating art that is rich in color and vibrancy, with layered textures of emotion.
Meet the Artist | Jan. 22 from 2 to 4 p.m.



Painting by Ernie Benton



The King Lives: Entertainment Series brings popular Elvis tribute artist, Kraig Parker, back to Irving Jan. 8.



Fela pays tribute to Whitney Houston, performing with the Irving Symphony Orchestra Jan. 22.

January's Got 'The King,' Violins and Storytelling at the Irving Arts Center

UPCOMING PERFORMANCES

Jan. 8 | Elvis Birthday Concert with Kraig Parker & The Royal Tribute Band

Presented by Entertainment Series of Irving
7:30 p.m. | \$35

An annual favorite, Kraig Parker has been hailed as the ultimate image of the King, Elvis Presley, born on this very day in 1935. Backed by an electrifying 10-piece group, the Royal Tribute Band, Parker looks and sounds just like the king of rock ‘n’ roll. His powerful voice, electric moves and tasteful charisma will leave attendees “all shook up” and screaming for more!

Jan. 15 | Marcus Pyle, Violinist

Presented by Las Colinas Symphony Orchestra (LCSO) | 7:30 p.m. | \$20-\$50
Violinists Marcus Pyle and Chloé Trevor perform with LCSO.

Jan. 21 - Feb. 5 | Anna in the Tropics

Presented by MainStage | 7:30 p.m. | \$25-30
Exotic and enticing, this poetic play is set in 1929 in a Floridian Cuban American cigar factory. It is a place where cigars are still rolled by hand and “lectors” are employed to read newspapers, poetry and novels to the workers. The new lector reads Tolstoy’s “Anna Karenina” unaware that the passions it inflames will spin the listeners’ relationships out of control. This show contains adult subject matter including scenes involving implied sex/violence (gunshots).

Jan. 22 | Fela in Concert: A Tribute to Whitney Houston

Presented by Irving Symphony Orchestra
7:30 p.m. | \$40-\$50
Mexican singer and actress Fela, praised for her beautiful voice and spectacular vocal technique, performs a tribute to the legendary Whitney Houston.

Jan. 27 - 30 | Youth America Grand Prix

The world’s largest student ballet scholarship competition returns to Irving Arts Center. To learn more, visit YAGP.org.

YOUTH AND FAMILY PROGRAMS

Jan. 6 | JumpstART Stories & Art: Winnie the Pooh Day

10 a.m. | Free
Join for stories about the beloved bear from the Hundred Acre Wood and celebrate author A. A. Milne’s birthday with a special art project.

Jan. 8 - Feb. 12 | Saturday School

2 to 4 p.m. | Ages 6-10 | \$95 for 6-week session (supplies included)
Students meet each Sunday for six weeks to learn the fundamentals of painting to explore the elements and principles of art and design. Attendees will create projects using different painting mediums and styles inspired by great masterworks of art.

Jan. 9 | Second Sunday Funday: Winter Landscapes

1 to 4 p.m. | Free
Find your inner artist and explore the unique beauty of this chilly season by creating frosty and fantastic scenes of winter. Drop in between 1 and 4 p.m. for family fun!

Jan. 26 | Home-schooler Happenings

10 a.m. | \$5
The theme for this session is Storytelling through Art. Taking inspiration from the current exhibition: “Our Voice: Celebrating the Coretta Scott King Illustrator Awards”, attendees will play with patterns and paint to create their own amazing canvas creations.

For more information about all activities planned, visit IrvingArtsCenter.com.

2021

City of Irving YEAR IN REVIEW

With the Future in Focus, Irving Continues to Advance

City Council identified six strategic goals and 25 objectives that financially and operationally provide a roadmap for the community's desired direction and vision for the future. The strategic plan focuses on areas of greatest importance to Irving residents and helps drive advancements in the priorities that matter most. According to the 2020 Resident Survey, resident satisfaction in the appearance of the city, quality of life and safety have improved; and Irving continues to enhance recreational and cultural opportunities for residents to enjoy. Below are notable accomplishments from 2021.



Goal 1

Financial Sustainability

- Contain costs and increase operational efficiency.
- Maintain adequate financial reserves.
- Develop and deploy a long-range financial planning process.
- Establish appropriate equipment replacement funding levels.
- Manage long-term pension liabilities.

Highlights

Unanimously passed the FY22 budget while maintaining a **0.5941/\$100 valuation tax rate**. This marks the **seventh year in a row** that the city's property tax rate has remained the same.

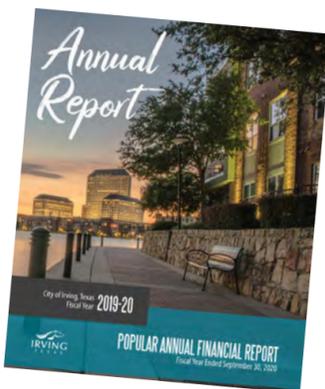


Voters passed a \$563 million bond package to fund projects that include street improvements, updates to aging infrastructure, land for parks and new public safety facilities.

Successfully managed an estimated **\$40 million COVID-19 federal aid dollars** (CARES and ARPA).

Reaffirmed **Aaa/AAA bond rating** from Moody's and Standard & Poor's.

Created the City of Irving's **first Popular Annual Financial Report**.



Selected new benefits providers through a competitive process, resulting in **substantial projected savings**, reduced benefit selection costs and better benefit options for employees.

Managed monthly **safety inspections of city facilities and work sites** to mitigate potential safety risks and reduce workers' compensation and general liability claims.

By the Numbers

- The city has received the Government Finance Officers Association (GFOA) Certificate of Achievement for **Excellence in Financial Reporting for 36 years**
- Irving has received the **GFOA Distinguished Budget Presentation Award for 33 years**
- **30% of contract dollars** awarded to M/WBE vendors



Goal 2

Systematic Infrastructure Investment

- Secure a reliable future water supply.
- Develop and fund an aggressive multiyear capital improvement program.
- Expand, extend and maintain the major thoroughfare network.
- Maintain and extend water, wastewater and stormwater systems.
- Support strategic investments in city facilities.



Highlights

Completed **seven water and wastewater projects** including \$14.3 million in utility improvements.

Completed **\$9.6 million in Road to the Future projects**, including Las Colinas Boulevard Phase 3 and Glenmore/Shepherd.



Completed **DART Hidden Ridge Light Rail Station** for the DART Orange line.

Relocated water and wastewater utilities in conjunction with the **TxDOT Irving Interchange project**.

Completed **\$30 million in drainage projects**, throughout including the Lower Delaware Creek and Brockbank Channel Phase 2 and 90% of the Upper Delaware Creek.

Completed a **five-year landfill capital improvement plan** that includes a landfill drainage plan, resident convenience center, landfill maintenance building, and landfill cell design and construction.

Completed the **Urban Center Lift Station** which protects the wastewater collection system within the Urban Center when flooding occurs on the Elm Fork of the Trinity River.



Provided **uninterrupted water service through winter storm Uri**, with repair crews braving subfreezing temperatures to complete major water main break repairs and utility technicians completing more than a 1,000 emergency service requests.

By the Numbers

- **\$66.6 million of completed** Capital Improvement Program projects
- **10,224 lane miles** swept
- **5,219 traffic signs** replaced



Goal 3

Vibrant Economy

- Promote revitalization of targeted areas.
- Create a thriving downtown.
- Develop a comprehensive economic development strategy and funding model.
- Complete "signature projects" (i.e., the former stadium site, Heritage Crossing and Las Colinas Urban Center).
- Effectively plan and manage land use.

Highlights

Awarded a **\$22.2 million contract for the reconstruction of Irving Boulevard**.

Started construction to **revitalize Williams Square Plaza**.



Negotiated **four development agreements** for the sale of city-owned Heritage Crossing Land Bank properties with total **estimated project values in excess of \$55 million**:

- Construction of 12 units of mixed-use, mixed-income affordable townhomes
- 76-unit mixed-income affordable housing project
- Starbucks Coffee store
- Heritage Square mixed-use development containing 194 residential units, 18 live/work lofts, commercial retail space totaling 15,400 square feet, and a four-story parking garage



Maintained **22 subtenant leases at the Toyota Music Factory**, including 11 full-service restaurants;

signed a new sublease with Curative Talent to occupy 50,000 square feet for corporate headquarters; and welcomed a new business opening Claudi B's Nashville Hot Chicken & Burgers.

Reached \$717.6 million in construction valuation with **12,761 permits issued**.



By the Numbers

- **1,455 high-wage jobs** added
- **2,239 high-wage jobs** retained
- **69 workshops and small business events** held
- **93 live shows** at Toyota Music Factory



2021 City of Irving YEAR IN REVIEW



Goal 4

Service Excellence

- Safeguard public safety, security and health.
- Leverage information technology to drive efficient and responsive service delivery.
- Improve community appearance and protect neighborhood integrity.
- Clearly define service levels and the associated resource requirements.
- Implement enhancements to cultural and recreational facilities.

Highlights

Coordinated with Grand Prairie and Dallas to **administer 22,000 COVID-19 vaccinations** to Dallas County residents.



Brought **89% of Building and Standards cases into compliance** without having to take elevated enforcement actions.

Upgraded public safety's recording system to include text-to-911.

Completed comprehensive Solid Waste Services study, identifying needs over the next five years and a funding strategy.

Promoted teen driving safety through the "Dare to Prepare" virtual event series in partnership with AAA Texas.

Completed \$11.8 million in parks projects including Levy Event Plaza, Georgia Farrow Recreation Center expansion, Sam Houston Trail Park renovation, Rock Island Bike and Pedestrian Trail, and Delaware Creek Trail Connector.

Completed construction of the Irving Archives and Museum.

Initiated the Jackie Townsell Bear Creek Heritage Center **renovation and preservation project**.

Expanded technical and job-related skills for residents by launching **two fully functioning makerspaces** at both South and Valley Ranch libraries.

By the Numbers

- **93%** of 911 calls answered within 15 seconds
- **5:53** average police emergency response time
- **\$356,021,143** in property saved from fire loss
- **20,120** EMS responses
- **9,752** fire responses

Goal 5

Inclusive and Collaborative Governance

- Actively engage and communicate with the community.
- Ensure transparent and inclusive government.

Highlights

Launched **"Value of Municipal Services" social media campaign** showcasing how each department contributes to the quality of life for Irving residents.

Oversaw and managed citywide crisis communication efforts as a result of the COVID-19 pandemic and Winter Storm Uri.



Hosted **North Texas Teen Book Festival 2021 virtually** with 94 authors, 26 panels, 14,705 website visits, 12,967 page views for the panel schedule, 2,090 page views for publisher booths, and 569 page views for the publisher events.

Built and fostered community partnerships through the IAM's flexible space that welcomes and encourages community collaborations and partnerships.

Launched **IrvingArchivesandMuseum.com**, a new website providing a central information source for residents and visitors to learn how to visit the museum, explore Irving's history, expand content from the temporary exhibitions program, and provide educational resources.

Launched **public-facing dashboards** for both the city's strategic plan and Irving Connects, the city's smart city initiative in order to demonstrate achievement of goals associated with each.

Revised and updated the Open Records Requests procedural guidebook for city staff. The guidebook is comprised with resource materials, various templates of letters with required language, and other useful information needed to respond to open records requests as required by state law.



By the Numbers

- **2,092** open records requests processed
- **3,934** resident inquiries processed
- **1,440,992** unique visitors to city's website
- **334,235** engaged in social media
- **4,327** users on open data portal
- **233,343** library visitors



Goal 6

Talented and Energized Workforce

- Encourage and reward employee innovation and creativity.
- Recruit, retain and develop a diverse municipal workforce.
- Develop a succession plan and succession management process.

Highlights

Provided **funding and support to create a Public Safety Wellness Unit** to assist front-line public safety employees with resources to protect their mental well-being.

Revamped the former On-the-Spot Awards to create a peer-to-peer employee recognition program. The R.I.S.E program gives employees the opportunity to recognize each other for going above and beyond. Department directors can supplement R.I.S.E. awards with challenge coins that embody the city's core values. Since the launch of the program in August 2021, there have been 88 R.I.S.E nominations.

Supported the creation of the **city's first Employee Resource Group for employees** as part of the city's diversity and inclusion initiative.



Launched **biweekly "Featured Jobs" video series** to highlight open positions at the city.

Completed the Classification and Compensation Study with Public Sector Personnel Consultants to benchmark pay and benefits of comparable cities.

Conducted training gap analysis for each department and created department learning paths for employees to advance their skills and personal development.

By the Numbers

- **38%** of employee positions filled by promotion
- **10%** turnover rate
- **96%** of employees agree that Irving is a great place to work



AWARDS

Recognized as the **second most culturally diverse city in the country** by Dallas Morning News.

Achieved **What Works Cities Silver Certification**, setting a standard of excellence through the use of criteria that outlines the people, processes and policies that are foundational to a well-managed city.

Won **9 National Association of Telecommunications Officers and Advisors awards**, including a first place Award of Excellence for the City Source story, "Suicide Prevention Runathon."



Recipient of the 2021 **Municipal Traffic Safety Initiative Award for High-Volume Courts** (14th consecutive year, 2008-2021).

Recipient of the **2021 Texas Employer Traffic Safety Award** by the National Safety Council (eighth consecutive year).

Won top awards including **Leading Fleets Top 50 award** and the **silver award for DFW Clean Cities** both for the third consecutive year.

Received the **State Maintenance Achievement Award** by the Texas Recreation and Parks Society for creative responses to the challenges presented by COVID-19.

Parks and Recreation Activities

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

● Jan. 10 | Senior Breakfast Club

11 a.m. to 1 p.m. | Ages 50 and up | Free

Enjoy breakfast and variety of activities such as arts and crafts, board games, pickleball and more.



● Jan. 12 | Home-school LEGO® Workshop: Classic

12 to 1:30 p.m. | Ages 8-12 | \$5

All workshops will provide instructions and structure to help ease kids into LEGO® building while teaching them to follow directions and learn to focus.

● Jan. 19 | Field Trip for Grown Folks: Choctaw Casino

8 a.m. to 5 p.m. | Ages 30 and up | \$20

All adults are invited on a field trip to Choctaw Casino. Transportation provided. Space is limited.

● Jan. 26 | Afterschool LEGO® Workshop: Classic

4:30 to 6 p.m. | Ages 8-12 | \$5

All workshops will provide instructions and structure to help ease kids into LEGO® building while teaching them to follow directions and learn to focus.

● Jan. 13 – Feb. 24 | Retro E-Games: Lunch and Learn Home-school League

11 a.m. to 1 p.m. on Thursdays | Ages 9-14 | \$20

Learn the fundamentals of video game play with the classics while competing in matches. Players will learn hand-eye coordination, focus and concentration. Lunch and drinks will be provided.

Georgia Farrow Recreation Center

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

● Jan. 17 | NAACP Luncheon and MLK Celebration

11:30 a.m. to 1 p.m. | Free

Celebrate the life and legacy of Dr. Martin Luther King, Jr. at a free box-to-go lunch provided by the Irving-Carrollton NAACP. Attendees will also hear from a panel of guest speakers.

Heritage Senior Center

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

● Jan. 3 – 17 | Heritage Short Story Contest

All ages are welcome to submit a short story to be judged. Registration deadline is Jan. 3 by 5 p.m., and short stories are due by Jan. 17. A free awards reception will be Jan. 27 from 7 to 8 p.m.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

● Jan. 22 | Family Winter Games

10 a.m. to 2 p.m. | Ages 6 and up | \$2

Families will compete in gym games or minute-to-win-it games for prizes. Refreshments will be served. Children ages 10 and younger must be accompanied by a parent. Register by Jan. 12.

Lively Pointe Youth Center

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

● Jan. 8 | Dream Big! Vision Board Party

2 to 4 p.m. | Ages 12-17 | Free

Bring in the year with new goals and dream big at Lively Pointe's Vision Board party. Design a vision board and piece together 2022 goals using magazines, newspapers, crafty art pieces and more.



Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

● Jan. 14 | Superhero Training Party

9:30 to 11 a.m. | Ages 3-6 | Free

Come save the world in this Superhero Training Party alongside a friendly neighborhood web slinger and a woman that is wonderfully powerful. A hands-on experience learning what it takes to fight crime through various fun activities. Dress up as a favorite superhero. Children must be accompanied by a parent. Registration required; space is limited.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

● Jan. 14 | Pottery Painting

6:30 to 8:30 p.m. | All ages | Prices start at \$5

Paint pottery for a friend or yourself. Staff will glaze and fire pottery. Children ages 8 and younger must be accompanied by a parent.

Senter Park Recreation Center

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

● Jan. 21 | Jump in 3D Movie Night: Jumanji 2

6:30 to 8:45 p.m. | All Ages | \$2

Bring the family to watch Jumanji 2. Refreshments will be available. Register by Jan. 19; space is limited.

PROACTIVE TIPS TO PREVENT MIGRATORY BIRD NESTING

Texas is a major route for migratory birds shuttling between the United States and Canada, and this springtime event can impact residential, commercial and industrial properties.

Nesting birds — herons, egrets and other nesting water birds — bring challenges such as noise and odor to public and private property during their spring and summer nesting seasons. However, these birds are protected under federal law. As a result, Irving Animal Services (IAS) is unable to address any complaints while the birds are nesting.

Between the months of January and February, IAS encourages residents to follow the below proactive tips, prior to the start of nesting season in March.

- Remove old, abandoned nests
- Trim trees/thin tree canopy to allow sunlight between limbs
- Remove deadwood
- Use scaring devices, such as noisemakers and "scare eye" balloons, before migratory birds lay eggs

Once birds begin sitting on nests, eggs are probably present. You cannot kill, harass, move or disturb the birds when they are actively nesting.

For more resources, visit [TPWD.Texas.gov](https://tpwd.texas.gov).



LIBRARY PROGRAMS AND ACTIVITIES

Fort Worth Science and History Museum Presents Electric Energy Jolts and Volts

● Jan. 8

2 p.m. Demo 1 and 2:40 p.m. Demo 2
West Irving Library | Ages pre-K through grade 8, Demos last 20 minutes

● Jan. 17

2 p.m. Demo 1 and 2:40 p.m. Demo 2
South Irving Library | Ages pre-K through grade 8, Demos last 20 minutes

Children and tweens experience hair-raising adventures and learn about energy at this program commemorating National Static Electricity Day. One of the highlights is a look at an electrostatic Van de Graaff generator.

Jan. 16 | Dream of Peace: Honoring Dr. Martin Luther King, Jr.

2 p.m. | South Irving Library | All ages

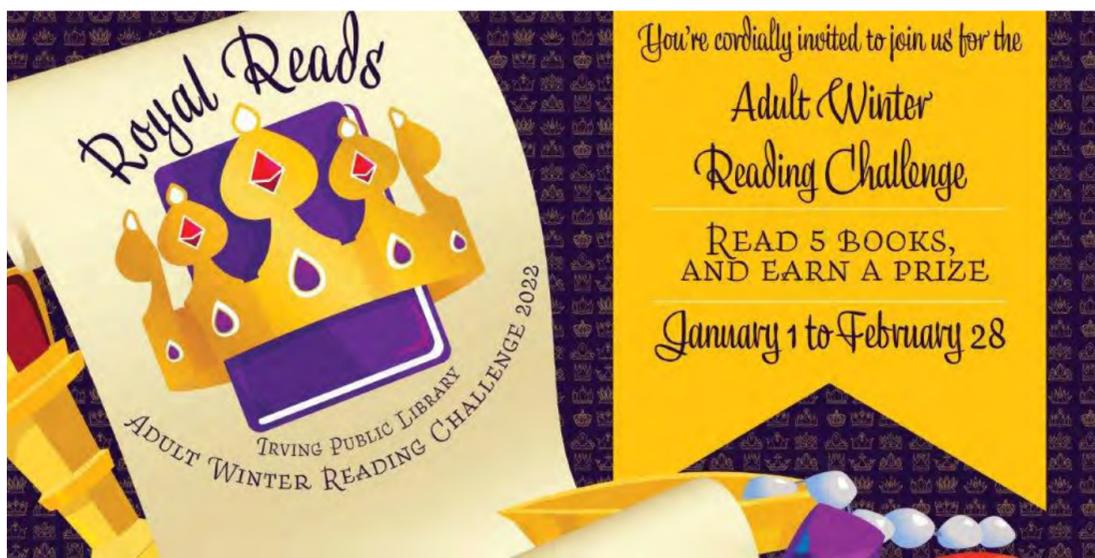
Join this celebration of Dr. Martin Luther King, Jr.'s message of peace and unity.



Jan. 29 | KidsNotes

3 p.m. | Valley Ranch Library | Ages pre-K through grade 8

The Las Colinas Symphony Orchestra presents a hands-on opportunity for children to hear, see, touch and explore different aspects of the orchestra and classical music. Activities include story time, a performance by a professional musician and an "instrument petting zoo."



Royal Reads: Adult Winter Reading Challenge

The Royal Reads challenge heralds in the new year by inviting adults to read, win a prize and engage in once-in-a-lifetime events such as February's King Tut Museum Replicas Exhibit and a tour at the South Irving Library.

To join in the reading challenge, pick up a printed log form at any library location or register online at IrvingLibrary.READSquared.com. Read five books to earn a prize. The challenge is available through Feb. 28. Limit one prize per person, while supplies last.

For participants interested in recommendations, READSquared also features specially curated book lists that have been compiled by librarians.

Regally themed events planned

● Jan. 10 and 24 | Color Me Calm

7 p.m. | Valley Ranch Library
Enjoy soothing music while exploring the art of coloring.

● Jan. 11 | Anywhere eBook Club: Royal Fiction and Nonfiction

7 p.m. | Virtual
Connect with other readers far and wide through this new virtual-only book club. Discuss fiction and nonfiction eBooks, all of which are available through Hoopla.

● Jan. 18 | Craftastic! King and Queen of Hearts Paper Quilling

6:30 p.m. | South Irving Library
Learn this ancient practice of coiling paper strips into custom pieces of art.

● Jan. 22 | A Royal Tea

3 p.m. | South Irving Library
Guests are cordially invited to dress to impress in afternoon royal tea. Materials for creating a "fascinators" (decorative headpiece) will be available.

● Jan. 26 | Royal Trivia Night

7 p.m. | Valley Ranch Library
Hear ye, hear ye, participants will test their royal knowledge by playing alone or on a team.

● Jan. 29 | Cook the Book Cooking Club: Teatime at Grosvenor Square by Dahlia Clearwater

Noon | Valley Ranch Library
Choose a sweets recipe from January's preselected cookbook to prepare and share. Advance registration and recipe selection is required by contacting the library at (972) 721-4669.

● Jan. 31 | Book Lovers Happy Hour: Royalty in Fiction and Nonfiction

6 p.m. | South Irving Library
January's discussion focuses on titles with royal themes.

CITY SNAPSHOTS

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



Residents lined the streets of the Irving Heritage District to watch the holiday parade. After the parade, crowds moved to Heritage Park for the Christmas tree lighting ceremony.



Irving City Council joined Mayor Rick Stopfer and other city leaders for a ribbon-cutting ceremony to officially dedicate the newly renovated Heritage Park.



The parade and tree lighting were not the only attractions — guests were also treated to a drone show to help everyone get into the holiday spirit.



Irving Parks and Recreation planned holiday events throughout the month of December. Residents gathered for free movie showings on two Friday evenings in Heritage Park.



Santa and Mrs. Claus joined Irving residents for Brunchmas in Heritage Park. Santa made sure to pose for photos.



Residents are invited to enjoy the renovated Heritage Park year-round. Among the new additions are a playground, walking path and plaques telling the history of Irving.



Irving Archives and Museum Opening Gala and Celebration

Irving Archives and Museum Offers Engaging Museum Experience

The Irving Archives and Museum (IAM) honors Irving's history and celebrates its future. Located on the first floor of the Jack D. Huffman Community Building at 801 W. Irving Blvd., the museum traces "The Irving Story" from its frontier days, through its development as a rapidly growing suburb, into the modern and diverse city that it is today.

IAM is also home to the state's first Smithsonian Spark!Lab, a unique and fun space where children and families explore, innovate, collaborate and problem-solve. The museum hosts nationally traveling exhibitions, such as "WW1 America" and most recently, "Spirited: Prohibition in America."

The museum held its grand opening in November, celebrating a culmination of years of planning and community support. An opening gala raised funds for future programming and drew inspiration from the

"Spirited: Prohibition in America" exhibition, with an evening full of Prohibition-era jazz music and guests decked out in 1920s fashions. The celebration continued the next day with a ribbon-cutting ceremony and ice cream social.

IAM is a \$2.8 million joint project between Irving's Arts and Culture Department and Capital Improvement Program and is one of the city's many investments intended to revitalize the Irving Heritage District, including Centennial Park, Heritage Park and Veterans Memorial Park.

Follow @IAMIrvingTx on Facebook, Instagram and Twitter to stay informed on upcoming exhibits and events. Visit IrvingArchivesandMuseum.com for ticket information and details about Irving's other historical museums. ■



2022 Irving City Council Meetings

Irving City Council regular session meetings begin at 7 p.m. in the Council Chambers at City Hall, located at 825 W. Irving Blvd.

City Council Meeting Schedule

- Jan. 13 and 27
- Feb. 10 and 24
- March 10 and 31
- April 21
- May 5
- June 9 and 30
- July 14
- Aug. 4
- Sept. 1 and 15
- Oct. 13 and 27
- Nov. 10
- Dec. 8

Residents are encouraged to attend Council meetings, but also can view them live on Irving Community



Television Network (ICTN Channel 95 – Spectrum, ICTN Channel 31 – Frontier or ICTN Channel 99 – AT&T U-verse). Livestream and on-demand services also are available at CityofIrving.org/ICTN or ICTN.tv.

Meeting times and dates are subject to change. Call the City Secretary's Office at (972) 721-2493 to confirm a meeting date or visit CityofIrving.org/Agendas. ■

City Council Candidate Packets Available

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet beginning Jan. 7. Stop at the reception desk at City Hall, 825 W. Irving Blvd., and the City Secretary's Office will bring down the packet. Packets will also be available on the city's website at CityofIrving.org.

This year Council Districts 1, 2 and 7 will be elected in the General Election. Districts 1 and 7 represent "single-member" districts, which require that the candidate live within the boundaries of the district in which they plan to run. District (or Place) 2 is an "at large" position which will allow the candidate to reside anywhere within the city limits of the City of Irving. A candidate must be a resident of the city and their district in which they intend to run for at least 12 months immediately prior to Election Day.

The filing period is Jan. 19 through Feb. 18. The City Secretary's Office is open from 8 a.m. to 5 p.m. Monday through Friday. Early voting dates are April 25 through May 3 and Election Day is May 7. For more information, call the City Secretary's Office at (972) 721-2493. ■

Paquetes Disponibles para Candidatos al Concejo Municipal

Los residentes que estén interesados a ser candidatos para una posición en el Concejo Municipal pueden recoger un paquete de candidatos a partir del 7 de enero. Por favor deténgase en la recepción del municipio, 825 W. Irving Blvd. y alguien de la Oficina de la Secretaría de la Ciudad le entregará un paquete. Los paquetes también estarán disponibles en la página web de la ciudad en CityofIrving.org.

Este año los Distritos del Concejo 1, 2 y 7 serán elegidos en la elección general. Los Distritos 1 y 7 representan distritos de "miembros-únicos," lo cual requiere que el candidato viva dentro de los límites del distrito por el cual pretenden postular. El Distrito (o Lugar) 2 es una posición de "elección general," el cual permite al candidato residir en cualquier lugar dentro de los límites de la Ciudad de Irving. El candidato debe ser residente de la ciudad y del distrito del cual pretende postular por lo menos 12 meses inmediatamente antes del Día de las Elecciones.

El período para inscribirse es del 19 de enero hasta el 18 de febrero. La Oficina de la Secretaría de la Ciudad está abierta de 8 a.m. - 5 p.m. de lunes a viernes. Las fechas de votación anticipada son del 25 de abril hasta el 3 de mayo, y el Día de las Elecciones es el 7 de mayo. Para obtener más información, llame a la Oficina de la Secretaría de la Ciudad al (972) 721-2493. ■



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

January 2022

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 Issued	11/17/2020	Irving	Nov-21
4	International @ Valley Ranch	9921 W. Valley Ranch Pkwy.	Apts	270,329 SF	\$25,000,000	Permit Issued	6/23/2021	C-FB	Nov-21
5	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Pending	7/30/2021	Irving	Oct-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	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
4	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
5	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21
6	Shell building	7300 Riverside	Office	26,200 SF	\$2,000,000	Permit Pending	11/11/2021	C-FB	Dec-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
10	Addition to warehouse	219 N. Loop 12	Office/Warehouse	4,093 SF	\$150,000	Permit Issued	9/16/2021	Irving	Nov-21
11	Keurig Dr. Pepper Addn.	2304 Century Center	Industrial	3,749 SF	\$3,000,000	Permit Issued	10/18/2021	Irving	Nov-21
12	Shell Bldg.	505 N. Wildwood	Warehouse	167,950 SF	\$9,121,000	Permit Pending	11/9/2021	Irving	Dec-21
13	Rush Truck Centers Addition	515 N. Loop 12	Warehouse	6,230 SF	\$1,000,000	Permit Pending	11/12/2021	Irving	Dec-21
14	Shell Bldg.	4501 Regent Blvd.	Warehouse	141,275 SF	\$9,300,000	Permit Pending	12/13/2021	Irving	Jan-22
15	Shell Bldg.	4401 Regent Blvd.	Warehouse	186,900 SF	\$11,000,000	Permit Pending	12/13/2021	Irving	Jan-22
16	Pinpoint Merchandising	1451 Greenway Dr.	Office/Warehouse	39,702 SF	\$4,200,000	Permit Pending	12/17/2021	Irving	Jan-22
17	Shell Bldg.	4651 W. John Carpenter Fwy.	Warehouse	155,050 SF	\$11,200,000	Permit Pending	12/29/2021	Irving	Jan-22

18	Shell Bldg.	4528 W. Royal Ln.	Warehouse	46,261 SF	\$3,700,000	Permit Pending	12/29/2021	Irving	Jan-22
19	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22
20	Shell Bldg.	4536 W. Royal Ln.	Warehouse	152,120 SF	\$10,700,000	Permit Pending	12/29/2021	Irving	Jan-22

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 Issued	5/25/2021	Irving	Nov-21
4	Multi-tenant Bldg. Addition	8080 Walton Blvd.	Retail	5,500 SF	\$750,000	Permit Issued	7/9/2021	C-FB	Aug-21
5	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21
6	Shell Bldg.	525 W. Airport Fwy.	Retail	4,772 SF	\$500,000	Permit Pending	11/4/2021	Irving	Dec-21
7	Home Depot Addition	8555 Home Depot Dr.	Retail	2,520 SF	\$1,900,000	Permit Pending	12/7/2021	Irving	Jan-22
8	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Pending	12/9/2021	Irving	Jan-22

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
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 Issued	6/2/2021	C-FB	Nov-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. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Pending	3/15/2021	Irving	Jun-21
2	Chick-Fil-A	2525 N. Belt Line Rd.	Restaurant	4,818 SF	\$1,200,000	Permit Pending	10/25/2021	Irving	Nov-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	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21
3	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Oct-21
4	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21
5	Ebenezer Full Gospel Assembly	1927 Rosebud Dr.	Church	8,454 SF	\$1,000,000	Permit Pending	12/22/2021	Irving	Jan-22

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
	Dec-21	8	\$2,998,462	8	\$2,998,462	0	\$0	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, JANUARY 24, 2022**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: January 12, 2022
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for December 2021

Convention Sales Activities

Leads Generated	December	YTD
Irving CVB – Hotel Leads	83	239
Irving Convention Center Leads	30	100

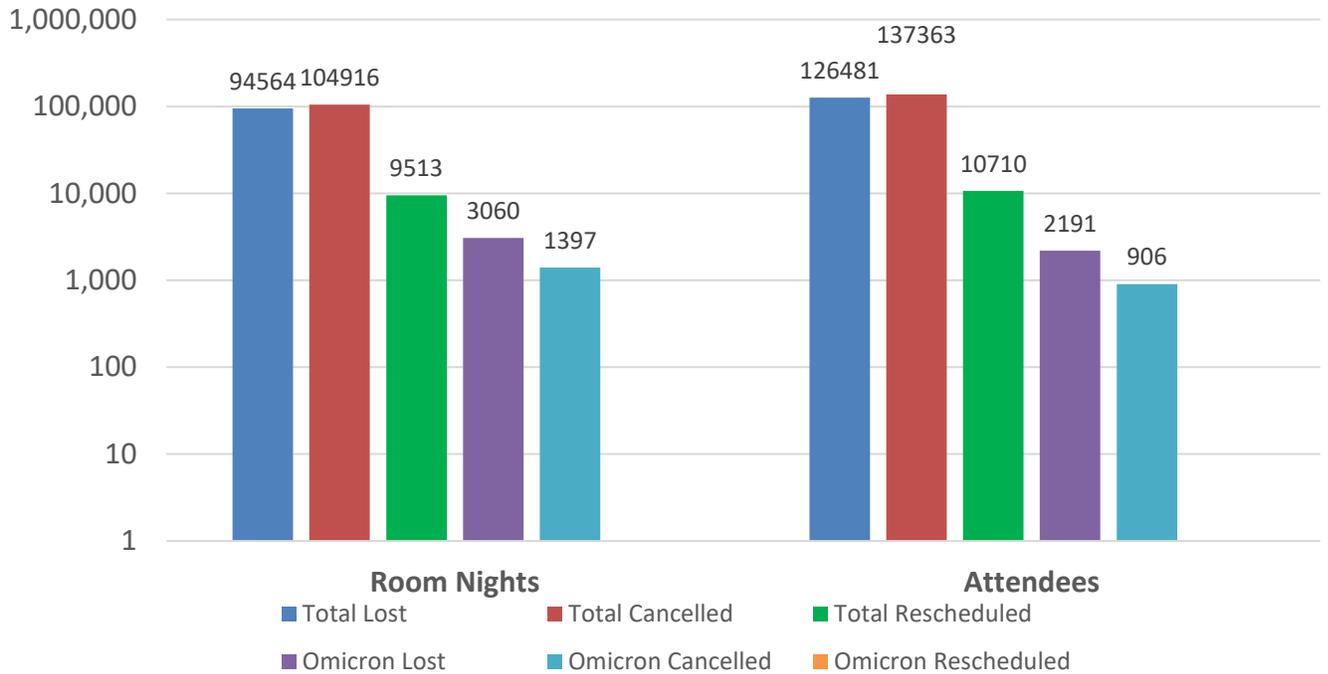
December

Room Nights Generated	Monthly Goal	December 2021 Actuals	December 2020 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	December Convention Center	Convention Center YTD
Definite Room Nights	7842	5003	2095	94098	19704	26161	5003	19704
Lost Room Nights		27986	18328		98417	42300	27986	98417

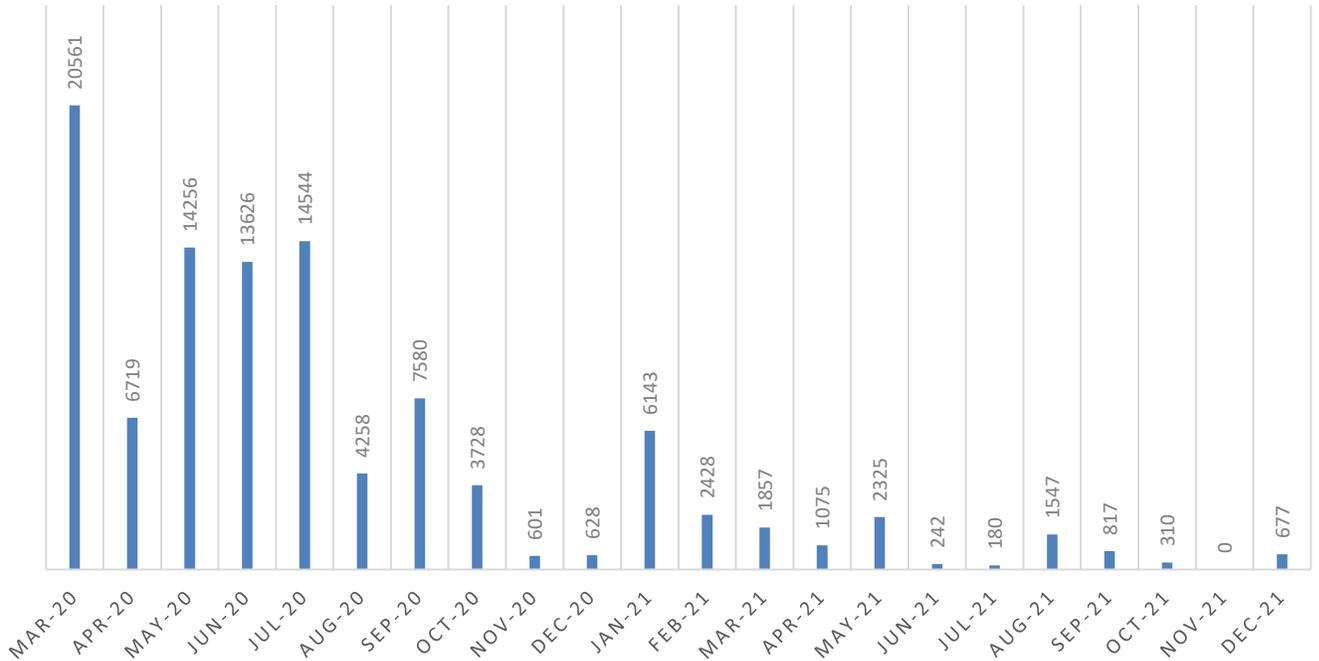
Travel & Activity

December	Organization	Event	Location
	No Travel		

Covid-19 Impact March 2020-December 2021



IRVING CVB COVID CANCELLATIONS BY MONTH



Customer Services Activity December 2021

Groups Served	
December	4
YTD	33

Proclamations/Welcomes/Flags:

- Welcome/ Proclamation/Flag(s) - 100th Bomb Group Foundation, November 29, 2021 - Councilman Zapanta
- Welcome/Proclamation - Black Girls Golf Summit, November 4, 2021 - Mayor Stopfer
- Welcome/Proclamation - Weekend of Honor, November 13, 2021 - Councilman Taylor

Pending:

- ~~Welcome/Flag – Cadillac and LaSalle Club's WBOD, January 2022~~ -cancelled due to Omicron variant Mayor/Elected Official
- Welcome/Proclamation/Flag(s) – 173rd Airborne Brigade, May 2022, TBD

December Servicing & Inventory:

Service Type	4 Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag
Name Badge/Lanyard Services	3	1472 Badges/ 1457 Lanyards
Pens	2	650
Bags	2	650
Promotional Materials	4	600 Restaurant/1200 TMF maps
Staffing Services	1	8 hours total

Event Location: Hotels: 2 Irving Convention Center: 2 Other: 0

Customer Service Satisfaction Survey Results

1. How was your overall destination experience? December 90%



2. How was your overall Convention and Visitors Bureau Experience? December 90%



Definite Bookings January 2022 – May 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Flying Eagles	Flying Eagles Reunion	1/6/2022	1/9/2022	150	237
Blue-Grey Events	Blue Grey Events All American Team Jan2022	1/7/2022	1/11/2022	110	365
American School Counselor Association	Recognized ASCA Model Program (RAMP) Scoring Session	1/7/2022	1/8/2022	14	28
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
North Texas Olympic Weightlifting	North Texas Olympic Weightlifting State Tournament 2022	1/13/2022	1/16/2022	500	150
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
The Navigators	The Navigators - Think Tank	1/19/2022	1/22/2022	10	28
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
Art of Movement (Dance)	Art of Movement 2022	1/20/2022	1/23/2022	300	312
Tour-Rific of Texas	Bridgeland	1/21/2022	1/23/2022	40	20
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	1/28/2022	2/3/2022	250	717
Black Box Intelligence	2022 Global Best Practices Conference	1/30/2022	2/2/2022	275	355
Mosquito Joe, LLC	Mosquito Joe 2022-01 Regional Meeting Dallas TX	1/30/2022	1/31/2022	80	88

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
IMEG Corporation	IMEG Corp Annual Meeting 2022	1/31/2022	2/1/2022	60	160
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2022	2/3/2022	2/5/2022	200	434
Focus Fellowship of Catholic University Students	Annual Conference	2/3/2022	2/6/2022	900	650
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/4/2022	2/11/2022	200	450
John Deere Company World Headquarters	CEO Summit 2022	2/6/2022	2/11/2022	300	594
McKesson Corporation	#14187 APP Onboarding - February	2/6/2022	2/10/2022	50	200
Catholic Health Association	CHA Catholic Health Executive Institute -	2/8/2022	2/11/2022	35	78
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
Diamond Tours	Diamond Tours	2/13/2022	2/18/2022	50	54
State Bar of Texas	State Bar of Texas - Intellectual Property	2/15/2022	2/18/2022	80	95
ED311	International Conference NEDRP	2/17/2022	2/19/2022	800	160
HarmonyCon	HarmonyCon 2022	2/17/2022	2/19/2022	600	298
American Council for Construction Education	American Council for Construction Educators	2/21/2022	2/26/2022	450	605
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
RISE Adaptive Sports	2022 Quad Rugby Competition	2/24/2022	2/26/2022	20	40
Southern Baptists of Texas Convention	Evangelism	2/25/2022	3/2/2022	3500	615

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Hans Johnsen Company	Security Hardware Meeting	3/2/2022	3/7/2022	100	220
Southwest Commission on Religious Studies	Annual Conference	3/3/2022	3/6/2022	200	230
Lockheed Martin Corporation	Rooms Only	3/3/2022	3/5/2022	350	215
Boston Scientific US	Vertiflex Procedure Physician Education	3/4/2022	3/5/2022	44	81
ELAM Ministries	Elam Ministries Staff Meeting	3/6/2022	3/8/2022	30	45
NBM Incorporated	The NBM Show 2022	3/6/2022	3/14/2022	200	384
American Legal and Financial Network	March 2022 ALFN Intersect Servicing + Bankruptcy	3/8/2022	3/10/2022	100	86
ELAM Ministries	Founders Weekend	3/9/2022	3/13/2022	100	260
Texas Steel Guitar Association	Annual Meeting for 2022	3/9/2022	3/13/2022	300	835
Prospanica - The Association of Hispanic Professionals	2022 Prospanica Leadership Summit	3/10/2022	3/12/2022	150	110
Bob Rogers Travel	Rich Hill High School	3/10/2022	3/12/2022	50	51
JPAR	JPAR-Rooms Only	3/10/2022	3/13/2022	350	130
Pleasant Holidays	Pleasant Holidays	3/13/2022	3/18/2022	33	120
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/17/2022	3/21/2022	350	354
Bob Rogers Travel	Cimmaron High School Band	3/17/2022	3/19/2022	50	36
ALM First Financial Advisors, LLC	2022 ALM First Financial Institute	3/20/2022	3/23/2022	150	441
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2022	3/23/2022	3/25/2022	60	90
Texas Association of College and University Auditors	TACUA Conference	3/27/2022	4/1/2022	100	290
SMU Dedman School of Law	SMU Dedman School of Law	3/28/2022	4/1/2022	500	595
TexSom	The Court of Master Sommeliers - March 2022	3/28/2022	4/1/2022	100	272
Texas Court Appointed Special Advocates	The Forum 2022	3/29/2022	4/1/2022	120	100
Dental Laboratory Association of Texas	DLAT Southwest Conference	3/31/2022	4/2/2022	250	188
Pleasant Holidays	Pleasant Holidays	4/3/2022	4/7/2022	40	96
Populous Financial Group	2022 Leadership Meetings	4/4/2022	4/7/2022	70	180

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Parkhill	University of Parkhill Annual	4/4/2022	4/9/2022	500	1200
Debbie Sardone Consulting	CBF Retreat	4/5/2022	4/10/2022	330	692
Texas Association of Student Councils	TASC	4/6/2022	4/12/2022	5000	3640
Libertarian Party of Texas	2022 State Convention	4/8/2022	4/10/2022	400	160
Green Light Group Tours	Green Light Tours	4/9/2022	4/10/2022	55	50
Populous Financial Group	2022 Leadership Meetings-April 11-15,	4/11/2022	4/15/2022	70	160
Wedding Receptions	Patel Wedding	4/14/2022	4/17/2022	500	225
USA Gymnastics	T&T Elite Challenge 2022	4/20/2022	4/24/2022	1000	290
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2022	4/21/2022	4/24/2022	200	300
SENPA	SENPA 2022 Conference	4/21/2022	4/24/2022	160	350
Assemblies of God/Marriage	Marriage Encounters	4/22/2022	4/24/2022	80	80
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	4/24/2022	4/29/2022	150	257
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa	4/24/2022	4/25/2022	100	100
Association for Early Learning Leaders	Association of Early Learning	4/25/2022	4/30/2022	400	770
Diamond Tours	Diamond Tours	4/25/2022	4/29/2022	50	54
Tabletop Gamers	Tabletop Gamers	4/27/2022	5/1/2022	350	229
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	4/28/2022	4/30/2022	250	120
Tour-Rific of Texas	Cy Falls School	4/29/2022	4/30/2022	75	52
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/1/2022	5/2/2022	35	17
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/4/2022	5/8/2022	400	765
Insurance Designers of America	IPS--October 2021	5/9/2022	5/12/2022	70	146
National Multifamily Housing Council	National Multifamily Housing Council 2022	5/17/2022	5/20/2022	250	450
Bob Rogers Travel	Bob Rogers Travel	5/27/2022	5/28/2022	65	34

**Highlighted items above are Target Industries for Irving



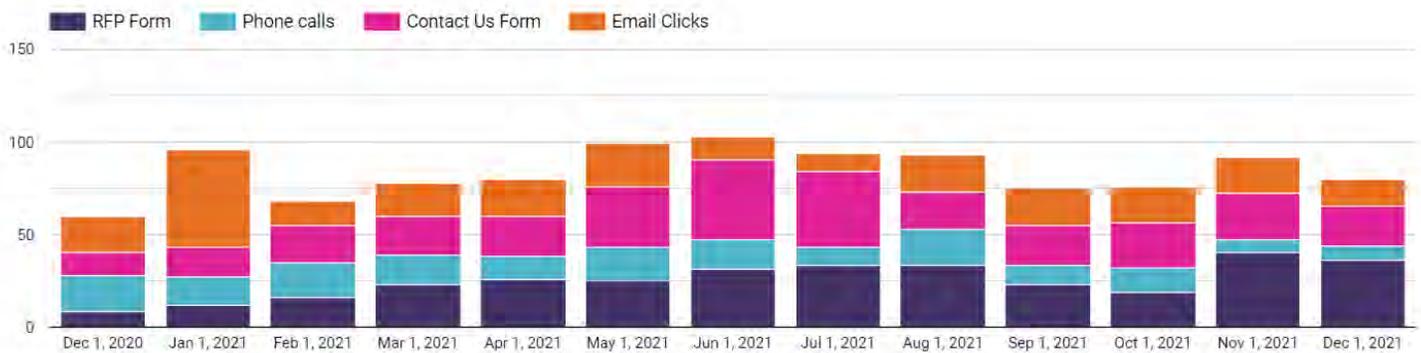
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: January 18, 2022
Re: December 2021 Board Report

Meeting-Sales Leads & Inquiries

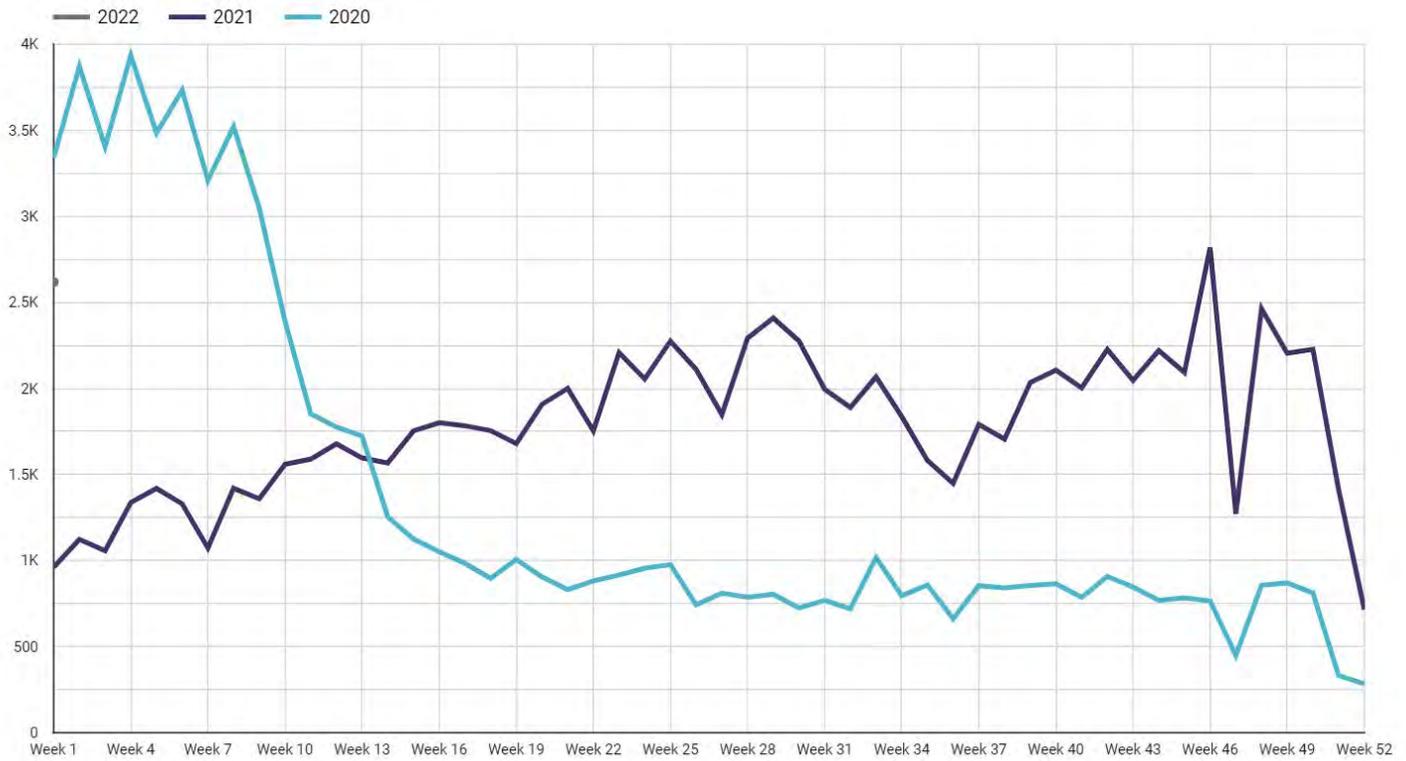
Leads and inquiries decreased slightly in December. Most were website RFPs followed by inquiries submitted through website forms. There were an additional 53 RFPs submitted through Cvent.

Marketing Leads

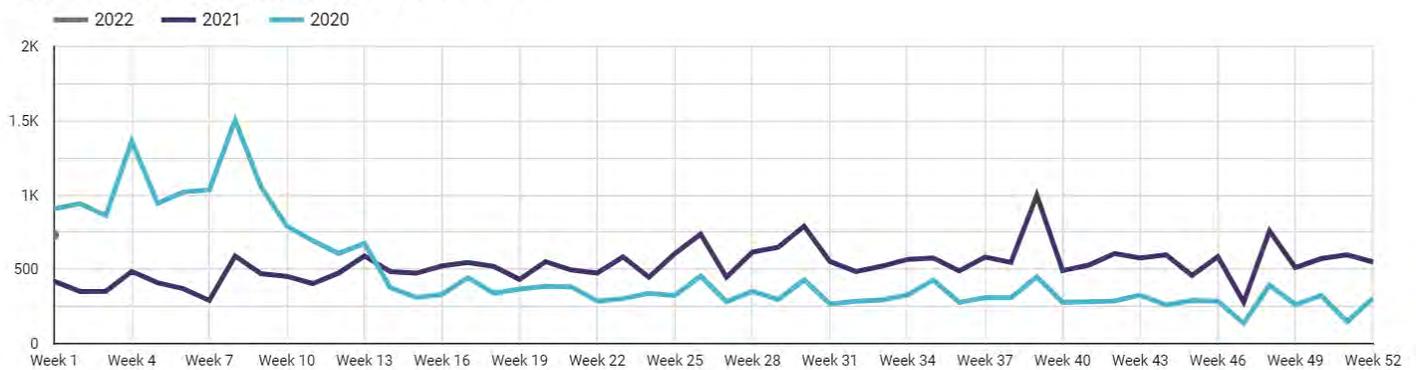


The aggregated weekly lead volume of over 200 U.S. DMOs, provided by Simpleview, shows weekly lead volume and definites for the first week of 2022 is higher than in 2021, but below this same week in 2020. Some cancelations continue, but at lower levels than 2020 and 2021.

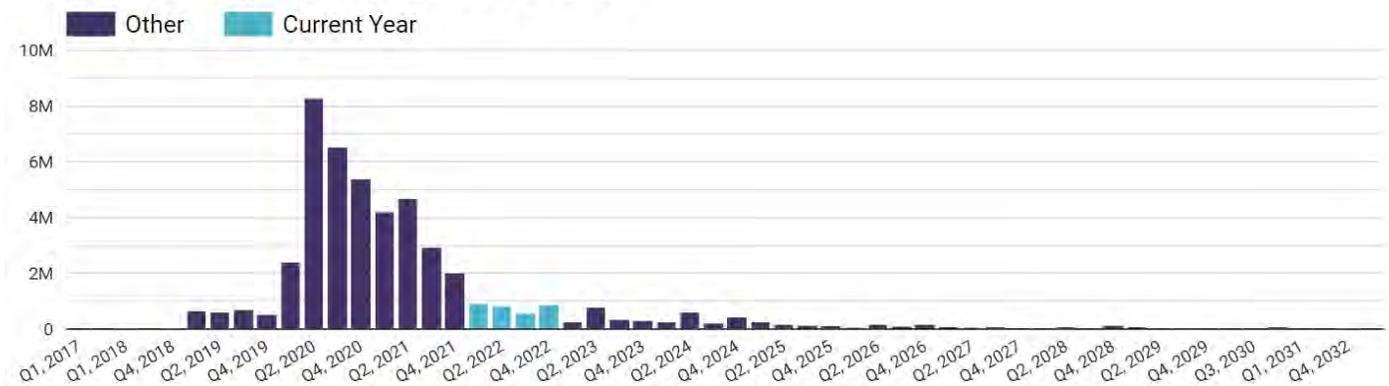
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs



Digital Campaigns:

Staycations Campaign:

In December, the Staycations campaign generated 5,718 hotel referrals. Year-to-date, the Staycations Campaign has generated 21.5 million impressions, 260,493 website sessions and 130,327 hotel referrals, which represent over \$28 million in Potential Economic Value.

Meetings Campaign:

In 2021, the meetings campaign generated 21,954 website sessions and 261 meetings-sales inquiries.

Promoted Content Campaign:

Year-to-date, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined 35,760 blog visits.

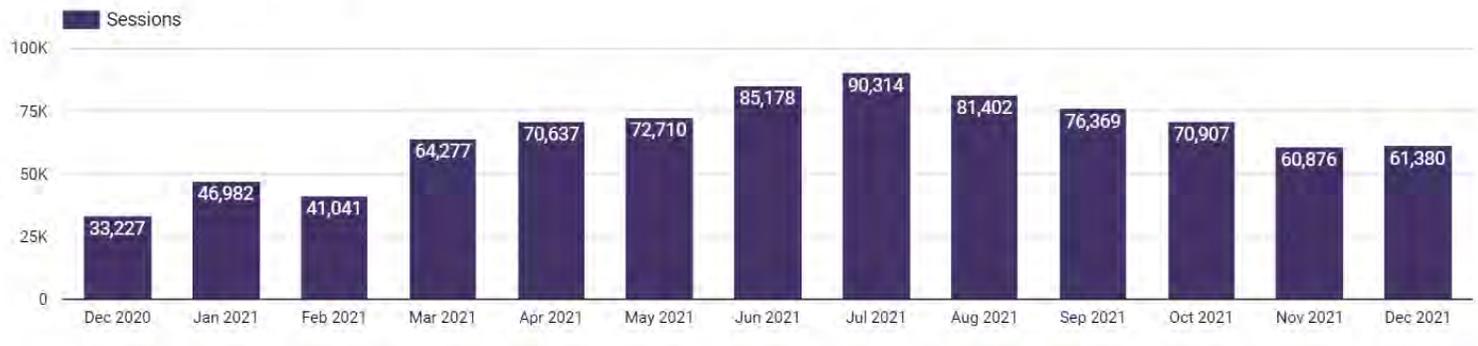
Micro-Campaigns:

Two football micro-campaigns ran in December. The Cowboys Campaign generated 702 hotel referrals, while the Cotton Bowl Campaign generated 790 hotel referrals.

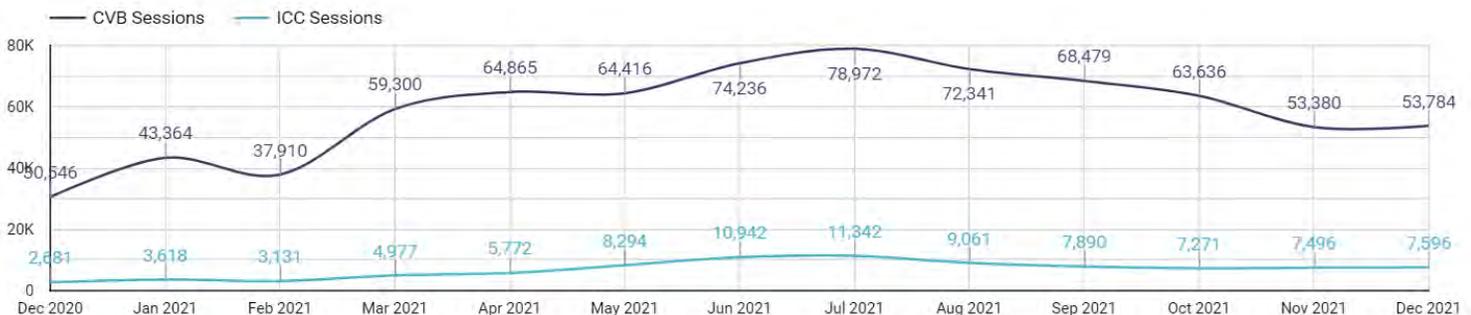
Website Traffic

In December, website traffic increased slightly with 61,380 total sessions and 51,756 users to both websites. Traffic to the Visit Irving website had 53,784 sessions and 45,525 users, while traffic to the Irving Convention Center website had 7,596 sessions and 6,231 users.

Website Traffic - Total Sessions



Website Traffic - Sessions by Market



Aggregated data provided by Simpleview shows overall website sessions similar to 2020 levels.

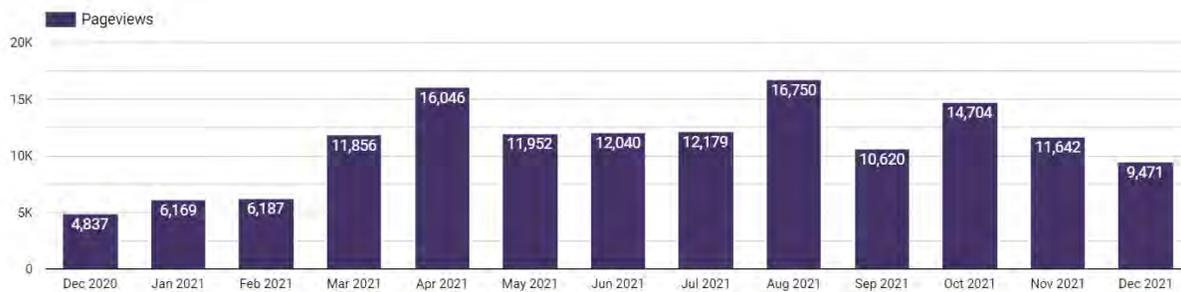
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

December had 9,471 pageviews. The top posts were “Meet the Chef: David Lamberti of Lamberti’s Ristorante and Wine Bar,” with 798 pageviews, “Uniquely Irving Eateries: Irving Diner,” with 627 pageviews, and “10 Holiday Must Do’s in Irving” with 461 pageviews.

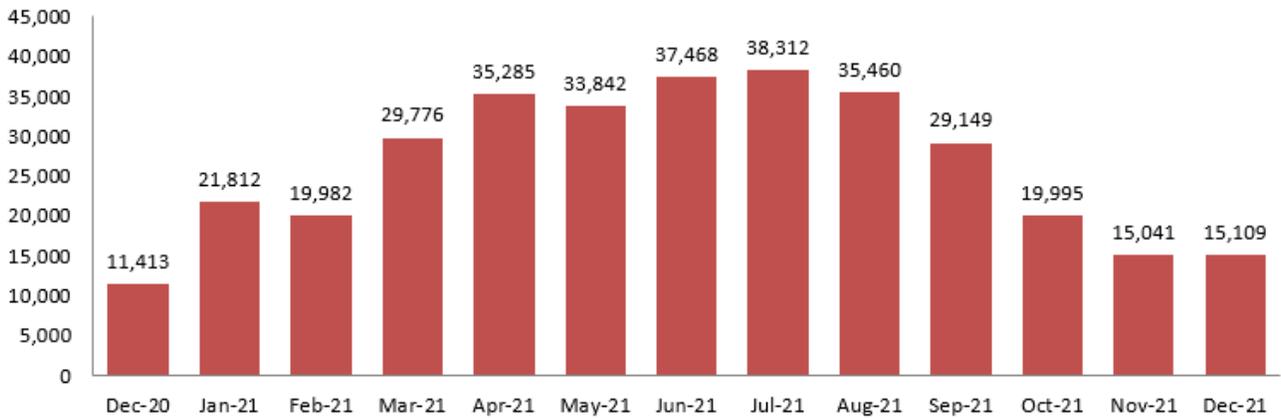
Blog Pageviews



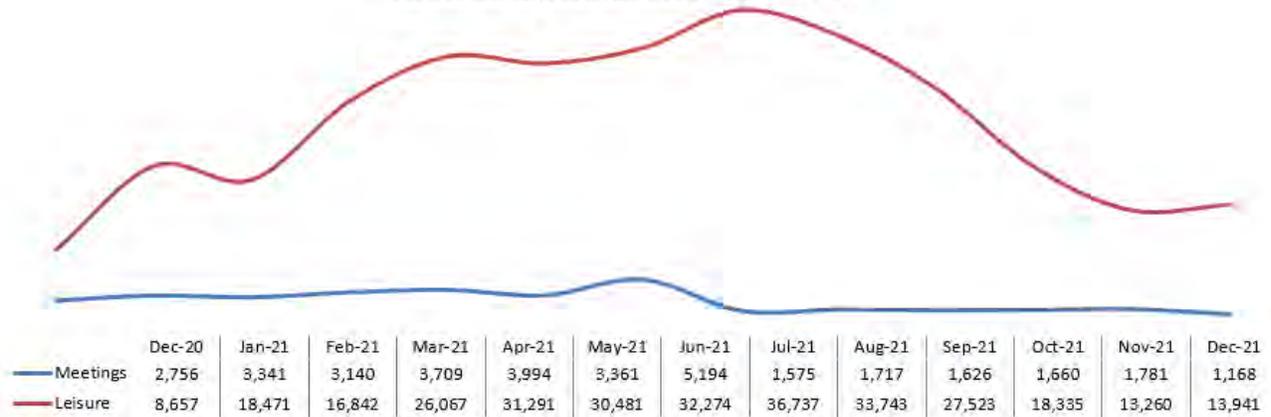
Advertising

Advertising engagement had 15,109 site visits in December. The leisure market had the largest engagement with 13,941 site visits and the meetings market had 1,168 site visits, with paid search and MPI performing the best.

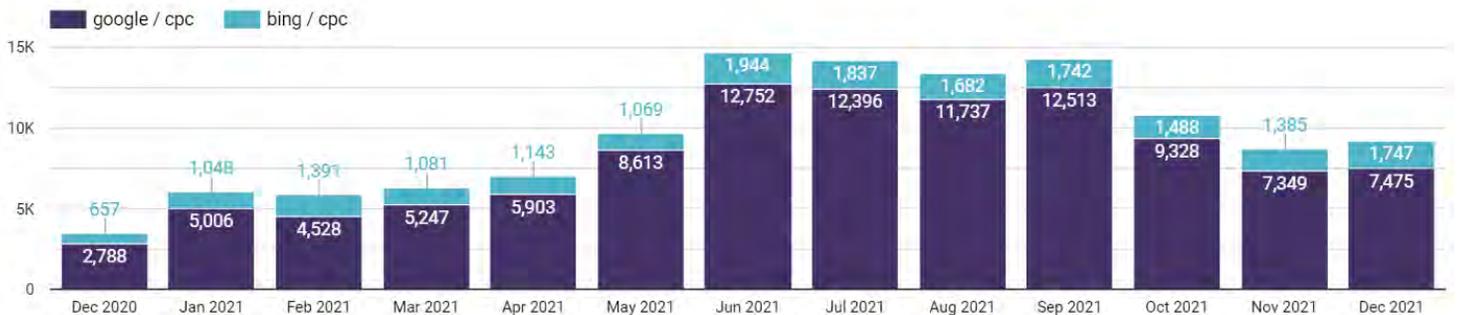
Advertising Engagement



Advertising Engagement - By Market

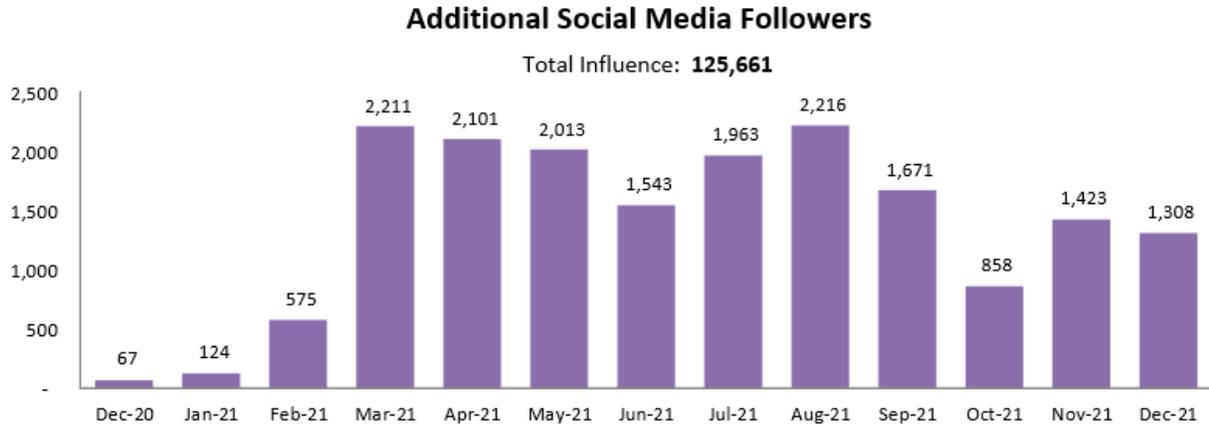


Advertising Engagement - Clicks



Social Media

1,308 new followers were added in December for a total influence of 125,661. The Visit Irving Facebook page performed the best, with 1,089 new likes.



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*	95,543,791				95,543,791
ADVERTISING EQUIVALENCY ⁺	\$849,007				\$849,007
PUBLIC RELATIONS VALUE ^{**}	\$2,547,051				\$2,547,051

*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 perspective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

-  [Blog Performance Overview](#)
-  [Visit Irving Social Stats](#)
-  [Irving Convention Center Social Stats](#)

Blog Pageviews

Pageviews



Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/meet-the-chef-david-lamberti-of-lambertis-ristorante-and-wine-bar/	798	749	00:24:17	18.17%
2.	/blog/list/post/uniquely-irving-eateries-irving-diner/	627	593	00:09:29	12.31%
3.	/blog/list/post/10-holiday-must-dos-in-irving/	461	415	00:06:12	17.21%
4.	/blog/list/post/irving-gift-guide-local-holiday-markets/	391	362	00:05:11	17.61%
5.	/blog/list/post/top-10-holiday-meals-in-irving/	319	297	00:09:55	18.93%
6.	/blog/list/post/uniquely-irving-fortune-house/	303	284	00:12:27	15.88%
7.	/blog/list/post/top-5-places-to-propose-in-irving/	295	268	00:08:43	25%
8.	/blog/home/	258	182	00:01:19	45%
9.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	251	232	00:08:15	16.44%
10.	/blog/list/post/uniquely-irving-fortune-house/?urm_term=Stories+-+Fortune+House	248	237	00:15:58	12.84%

SOCIAL MEDIA FACTS

DEC
2021



FOLLOWERS

 **89,513**
+1,089

 **5,755**
+6

 **10,411**
+188

 **105,679**
+1,283

FACEBOOK



 **2,377,496** Impressions

 **2,112,171** Users

TWITTER



 **4,792** Impressions

 **1,160** Profile Visits

INSTAGRAM



 **591,456** Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.

SOCIAL MEDIA FACTS

DEC
2021



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



12,840
+8



2,466
-2



2,216
+3



17,522
+9

FACEBOOK



630,822 Impressions



260,650 Users



673

Check-Ins

TWITTER



172 Impressions



217 Profile Visits

INSTAGRAM



10,440 Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.



DATE: January 7, 2022
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – November Data

STR

Irving's hotel occupancy rate for November was 64.1%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 79.1%, while Texas figures increased 40.8% and the US figures increased 42.9% for the month. Demand for the current period increased 78%, and YTD has increased 41.7% over last year, while STR data reflects a 79.1% increase for the current period and a 38.2% increase in YTD occupancy compared to 2020.

For the average daily rate, Irving was \$106.32, up 48.6% in November compared to last year, leaving Irving's YTD average daily rate at \$93.52, up 6.2% 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.

AirDNA

For the month of November, there were 463 available listings in Irving which was a 10.2% decrease in listings over last year's figure of 420. The average daily rate for November was \$230.42, which was an increase of 34.07% over last year, with an occupancy percentage of 55.1%, which was an increase of 14.33% compared to last year.

For the hotel comparable subset, the average daily rate for November was \$119.49, an increase of 38.21% from last year, with occupancy at 56.4%, an increase of 19.42% from last year.

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

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Irving TX CVB

For the month of: November 2021

	Current Month - November 2021 vs November 2020												Year to Date - November 2021 vs November 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	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	Census	Sample	Census	Sample
United States	57.6	40.3	128.50	91.13	74.03	36.74	42.9	41.0	101.5	110.0	4.2	48.9	58.1	44.7	123.73	104.15	71.84	46.57	29.9	18.8	54.3	62.2	5.2	36.6	60204	36407	5484417	4169161
Texas	59.8	42.4	103.91	76.08	62.09	32.29	40.8	36.6	92.3	96.9	2.4	44.2	59.7	45.9	96.78	84.02	57.79	38.60	30.0	15.2	49.7	55.9	4.1	35.3	5878	3887	514908	419358
Atlanta, GA	59.9	46.5	107.81	77.28	64.60	35.93	28.9	39.5	79.8	88.3	4.7	35.0	60.3	48.0	100.35	87.39	60.51	41.95	25.6	14.8	44.2	51.2	4.9	31.7	947	754	109169	94834
Arlington, TX	65.1	47.8	116.80	76.00	76.04	36.36	36.1	53.7	109.1	109.0	-0.0	36.0	64.6	52.3	93.64	76.90	60.46	40.22	23.4	21.8	50.3	53.3	2.0	25.9	65	52	6982	6532
Charlotte, NC	57.7	39.6	105.86	78.01	61.06	30.92	45.6	35.7	97.5	105.9	4.2	51.7	55.5	44.1	96.14	87.10	53.39	38.40	26.0	10.4	39.0	49.7	7.7	35.7	377	323	42367	39136
Fort Worth, TX+	61.3	43.4	109.69	74.71	67.19	32.39	41.3	46.8	107.4	123.0	7.5	51.9	61.8	47.1	99.62	85.65	61.60	40.36	31.2	16.3	52.6	66.6	9.1	43.2	155	114	16403	13955
Frisco, TX+	58.5	31.2	130.43	95.63	76.28	29.83	87.5	36.4	155.7	164.0	3.2	93.6	53.5	35.3	119.16	113.47	63.69	40.08	51.3	5.0	58.9	89.4	19.2	80.4	26	25	3763	3753
Grapevine, TX+	65.3	31.6	181.90	160.70	118.80	50.73	106.9	13.2	134.2	141.9	3.3	113.7	57.0	37.6	179.33	170.19	102.20	63.92	51.7	5.4	59.9	84.8	15.6	75.4	18	18	4783	4783
Irving, TX+	64.1	35.8	106.32	71.56	68.17	25.62	79.1	48.6	166.1	168.5	0.9	80.7	58.2	42.1	93.52	88.10	54.38	37.06	38.2	6.2	46.8	49.9	2.1	41.2	86	75	12728	11204
Nashville, TN	61.7	37.9	148.51	92.50	91.60	35.03	62.9	60.5	161.5	173.7	4.7	70.5	59.1	41.7	135.54	105.55	80.16	43.99	41.9	28.4	82.2	96.9	8.1	53.3	461	376	54069	49544
Phoenix, AZ	71.3	49.8	152.96	102.98	109.03	51.29	43.1	48.5	112.6	120.3	3.7	48.3	62.9	50.7	127.01	116.95	79.86	59.27	24.1	8.6	34.8	43.4	6.4	32.1	536	396	69513	59272
San Jose, CA+	57.7	34.4	125.24	98.98	72.32	34.08	67.7	26.5	112.2	102.0	-4.8	59.7	48.8	39.3	112.90	136.32	55.05	53.53	24.2	-17.2	2.8	0.7	-2.1	21.6	81	53	9195	7976

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: November 2021

	Current Month - November 2021 vs November 2020											Year to Date - November 2021 vs November 2020													
	Occ %		ADR		RevPAR		Percent Change from November 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+	64.1	35.8	106.32	71.56	68.17	25.62	79.1	48.6	166.1	168.5	0.9	80.7	58.2	42.1	93.52	88.10	54.38	37.06	38.2	6.2	46.8	49.9	2.1	41.2	
Luxury/Full Service Irving+	64.2	25.0	146.39	104.83	93.96	26.24	156.4	39.6	258.1	258.7	0.2	156.8	49.7	32.8	133.20	132.94	66.25	43.59	51.7	0.2	52.0	56.9	3.2	56.6	
All Suite/Extended Stay Irving+	64.4	46.9	86.32	62.42	55.56	29.29	37.2	38.3	89.7	89.7	0.0	37.2	65.7	50.5	77.65	74.24	51.01	37.48	30.1	4.6	36.1	36.5	0.3	30.5	
Limited Service Irving+	67.8	37.1	95.66	66.85	64.84	24.77	82.9	43.1	161.7	178.6	6.5	94.7	63.3	41.2	86.41	87.12	54.68	35.91	53.5	-0.8	52.3	62.1	6.4	63.4	
Budget Irving+	60.9	40.1	61.23	48.65	37.31	19.53	51.8	25.8	91.1	90.9	-0.1	51.7	60.2	48.1	58.99	51.11	35.50	24.60	25.1	15.4	44.3	44.1	-0.2	24.8	
Las Colinas+	61.2	34.7	124.45	79.52	76.14	27.57	76.5	56.5	176.2	176.2	0.0	76.5	55.4	40.7	106.93	101.87	59.19	41.50	35.9	5.0	42.6	50.6	5.6	43.4	
DFW North+	69.3	34.2	97.53	65.84	67.62	22.52	102.7	48.1	200.2	209.1	2.9	108.6	60.0	41.0	87.56	84.57	52.50	34.71	46.1	3.5	51.3	50.8	-0.3	45.7	
DFW South+	63.1	39.0	90.46	66.51	57.10	25.91	62.0	36.0	120.4	120.3	-0.0	62.0	61.0	44.9	81.39	74.10	49.68	33.28	35.9	9.8	49.3	49.1	-0.1	35.8	
Full Service Las Colinas+	58.7	19.4	186.39	145.48	109.35	28.21	202.6	28.1	287.7	287.7	0.0	202.6	44.2	27.2	170.93	181.01	75.49	49.16	62.6	-5.6	53.5	67.8	9.3	77.7	
Limited Service Las Colinas+	63.1	46.2	81.10	58.69	51.15	27.09	36.6	38.2	88.8	88.8	0.0	36.6	63.8	50.4	73.59	71.63	46.93	36.08	26.6	2.7	30.1	33.9	2.9	30.3	
Full Service DFW North+	71.6	23.5	122.79	90.00	87.92	21.12	205.2	36.4	316.4	318.5	0.5	206.7	48.6	32.0	116.93	121.93	56.84	39.04	51.8	-4.1	45.6	41.9	-2.6	47.9	
Limited Service DFW North+	67.9	41.4	80.41	56.69	54.58	23.46	64.0	41.9	132.6	143.2	4.6	71.5	67.3	47.1	73.90	67.59	49.71	31.81	42.9	9.3	56.2	58.1	1.2	44.6	
Full Service DFW South+																									
Limited Service DFW South+	62.4	38.7	82.58	62.68	51.53	24.29	61.0	31.7	112.2	112.1	-0.0	61.0	60.1	44.9	75.19	68.22	45.17	30.62	33.8	10.2	47.5	47.3	-0.1	33.7	

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	55.1	48.2	230.42	171.86	126.99	82.85	14.33	34.07	53.28	63.9	13.9	23.6	59.1	59.28	217.52	177.81	128.60	105.41	-0.27	22.33	22.00	20.2	-1.4	-1.5
Hotel Comparable	56.4	47.24	119.49	86.45	67.41	40.84	19.42	38.21	65.06	55.4	-5.9	12.4	59.1	60.19	102.73	100.63	60.69	60.57	-1.84	2.08	0.20	-7.4	-7.6	-9.3

Available Listings	2021	2020	% Chg
Entire Place	310	228	36.0
Private Room	115	166	(30.7)
Shared Room	38	26	46.2
Total Available Listings	463	420	10.2

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	75	12728	11204
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	30	3594	3391
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2436	1715
Las Colinas+	31	30	5262	4926
DFW North+	26	25	4062	3966
DFW South+	30	21	3523	2431
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+	22	21	2473	2377
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2467	1975
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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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	59.7	230,535	1,991,981	37.1%	36.6%	36.1%	33.9%
October	43.2	170,392	1,628,212	66.2	266,062	2,258,043	56.1%	38.7%	53.8%	36.1%
November	35.7	137,553	1,765,765	64.1	244,834	2,502,877	78.0%	41.7%	79.1%	38.2%
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

November 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	103.27	32.2%	90.31	0.1%	59.7%	36.1%	57.0%	33.9%	61.65	80.0%	51.48	34.1%
OCTOBER	104.50	25.0%	91.81	2.5%	66.2%	53.8%	58.0%	36.1%	69.17	92.2%	53.24	39.5%
NOVEMBER	106.32	48.6%	93.52	6.2%	64.1%	79.1%	58.2%	38.2%	68.17	166.1%	54.38	46.8%
DECEMBER												
12 mo. rolling averages:		ADR	92.22	2.5%	Occupancy	56.6%	30.6%	RevPAR	52.18	33.9%		

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	101.69	26.6%	94.39	10.8%	60.4%	25.1%	59.4%	28.8%	61.39	58.4%	56.04	42.8%
OCTOBER	109.72	35.3%	96.04	13.4%	63.0%	30.1%	59.7%	28.9%	69.09	76.0%	57.37	46.2%
NOVEMBER	103.91	36.6%	96.78	15.2%	59.8%	40.8%	59.7%	30.0%	62.09	92.3%	57.79	49.7%
DECEMBER												

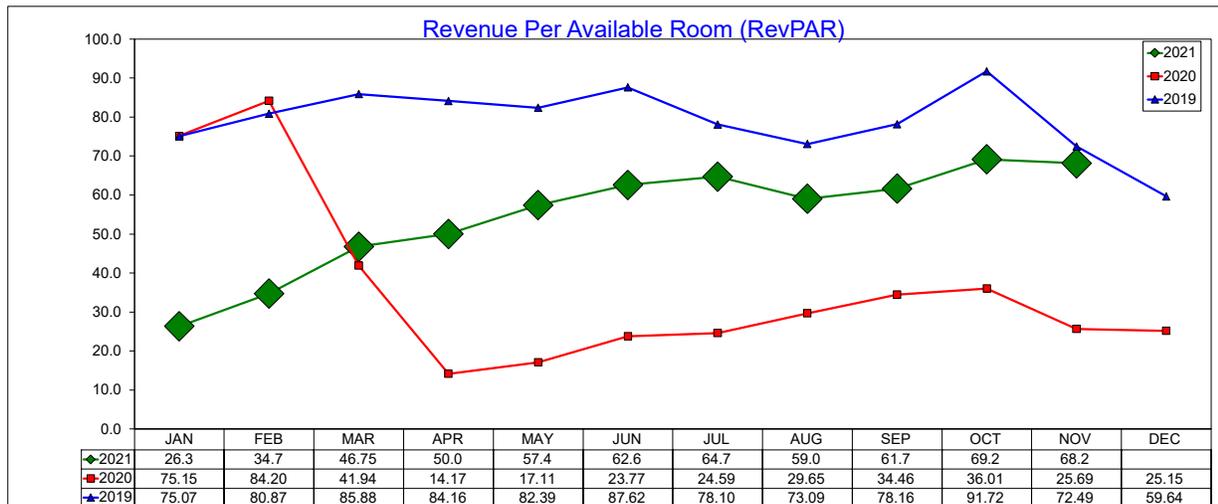
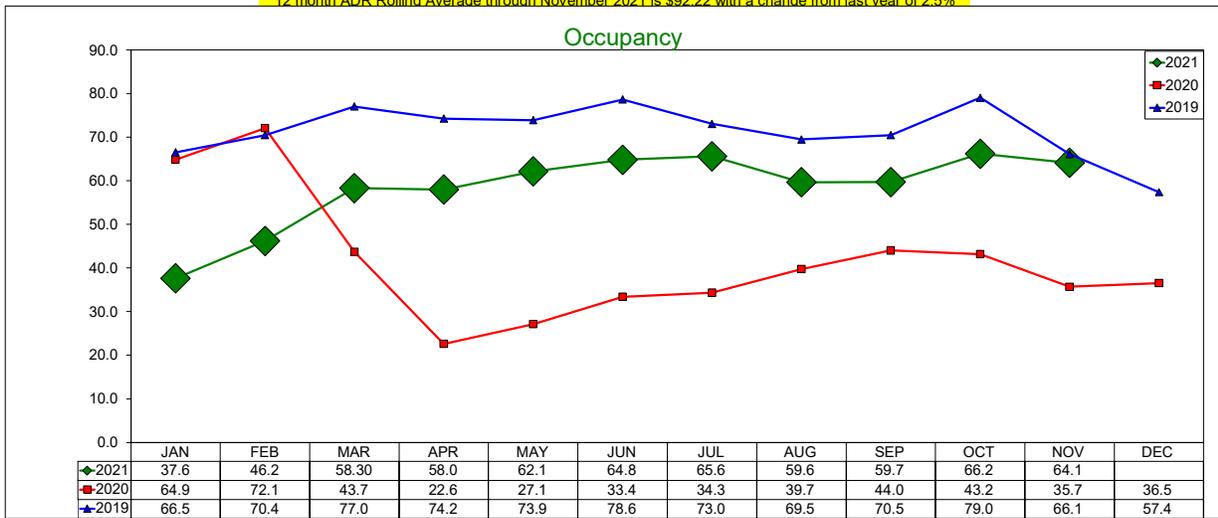
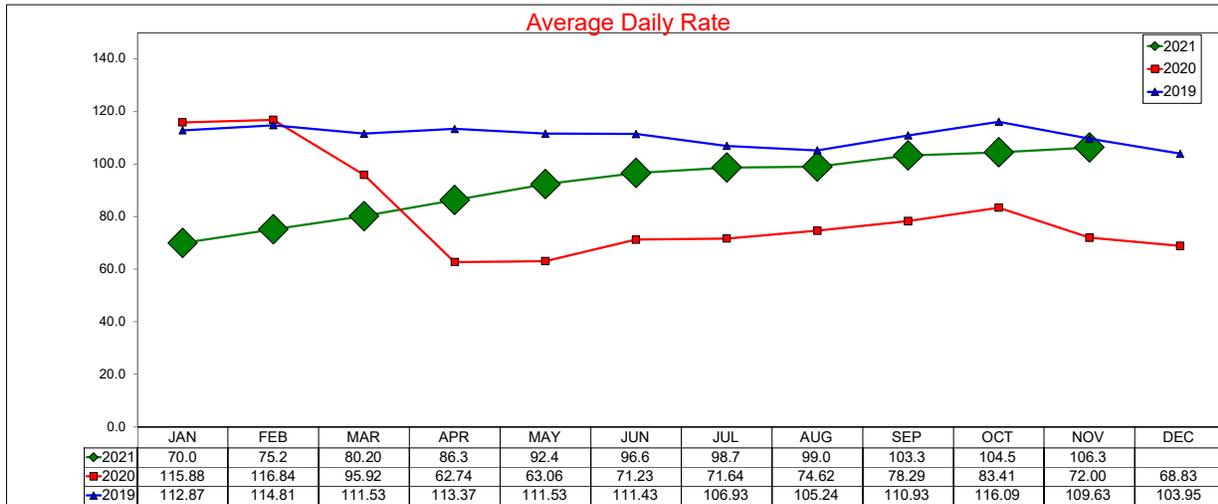
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-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	133.11	33.9%	121.74	14.6%	61.6%	27.6%	57.6%	28.6%	82.04	70.9%	70.08	47.3%
OCTOBER	134.78	37.9%	123.24	17.0%	62.9%	29.8%	58.1%	28.7%	84.75	79.1%	71.61	50.6%
NOVEMBER	128.50	41.0%	123.73	18.8%	57.6%	42.9%	58.1%	29.9%	74.03	101.5%	71.84	54.3%
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

November 2021



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

Monthly & YTD AirDNA Data November 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	269.08	51.9%	214.72	21.1%	60.8%	11.1%	60.1%	-2.4%	163.63	68.7%	129.10	18.1%
OCTOBER	225.91	17.9%	215.99	21.1%	56.1%	13.6%	59.6%	-1.6%	126.67	33.9%	128.81	19.2%
NOVEMBER	230.42	34.1%	217.52	22.3%	55.1%	14.3%	59.1%	-0.3%	126.99	53.3%	128.60	22.0%
DECEMBER												

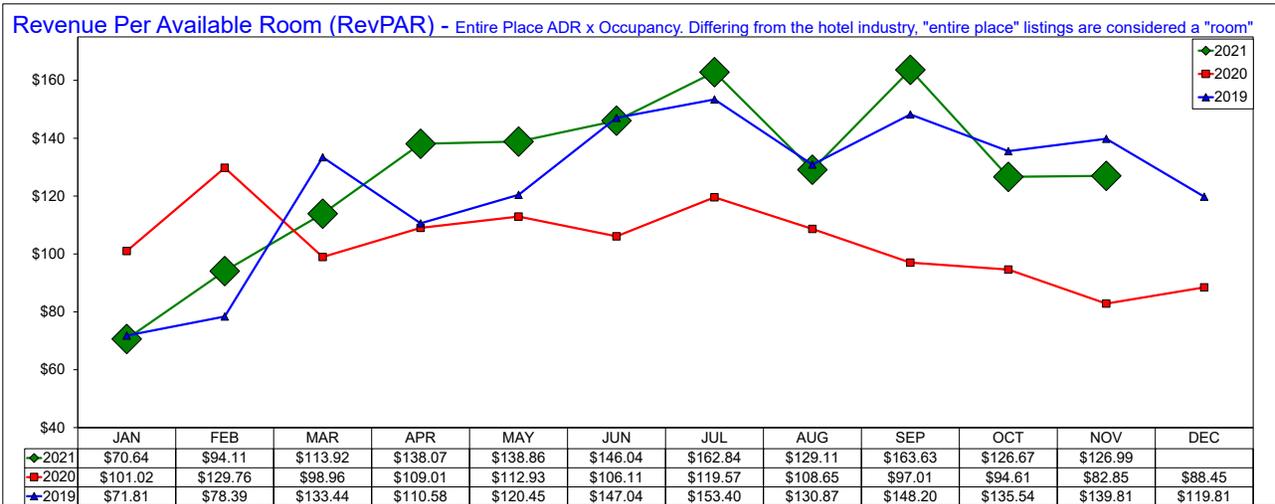
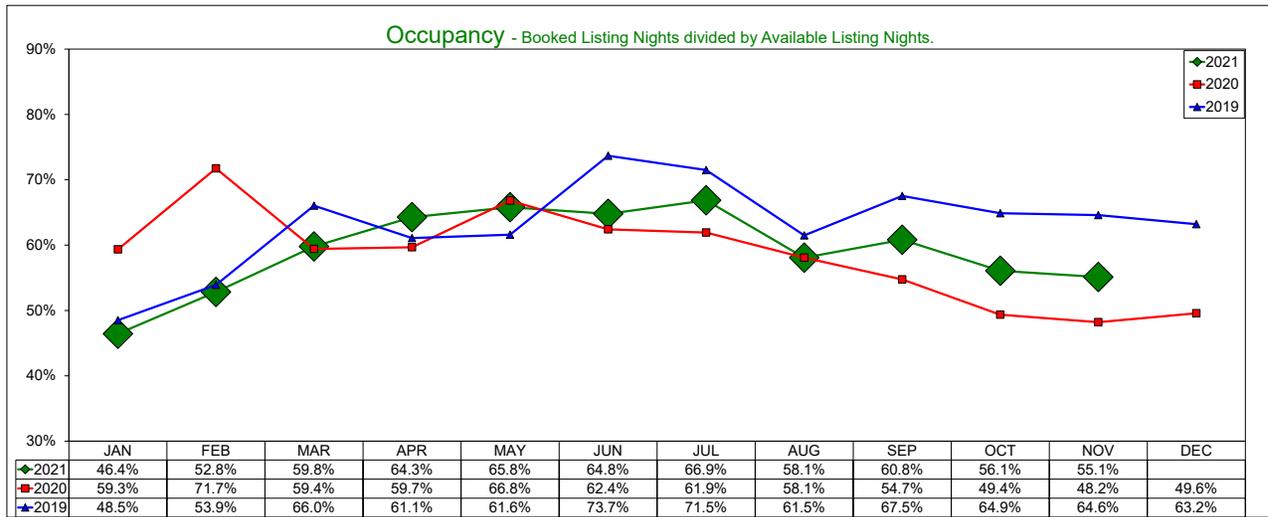
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-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	109.53	13.6%	99.37	-2.9%	63.2%	14.1%	59.4%	-5.5%	69.21	29.6%	59.06	-8.3%
OCTOBER	111.14	17.2%	100.79	-1.1%	59.2%	24.0%	59.4%	-3.8%	65.77	45.3%	59.87	-4.9%
NOVEMBER	119.49	38.2%	102.73	2.1%	56.4%	19.4%	59.1%	-1.8%	67.41	65.1%	60.69	0.2%
DECEMBER												

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

AirDNA - Entire Place

November 2021

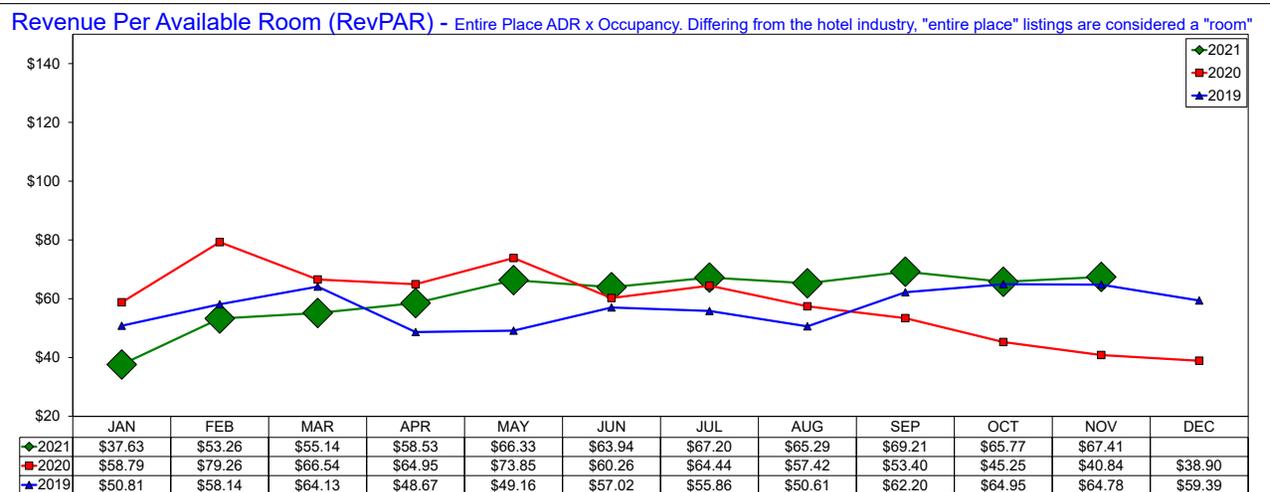
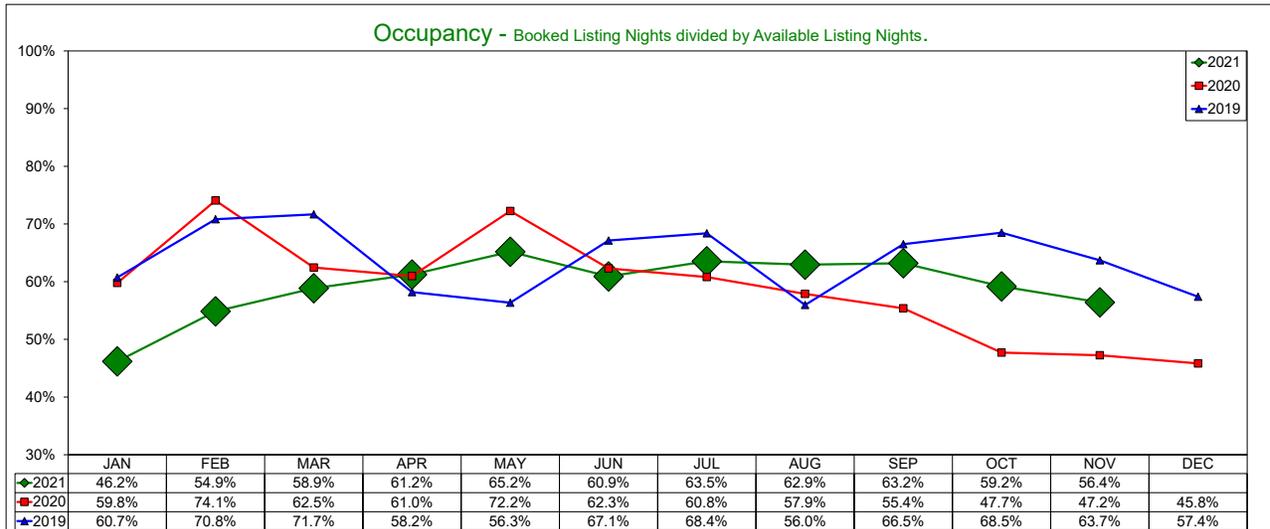
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

November 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	59.60	44.01	70.15	103.46	78.29	110.85	61.66	34.46	77.76
October	66.20	43.17	79.07	104.50	83.41	116.05	69.17	36.01	91.76
November	64.10	35.68	66.12	106.32	72.00	109.63	68.17	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, JANUARY 24, 2022**

**CONVENTION CENTER
MANAGEMENT REPORTS**





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

December 30, 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 – November 2021**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	78,967	81,097	59,261	146,081	154,217	66,212
Ancillary Income	300,676	191,459	9,397	477,579	313,816	10,829
Total Event Income	379,643	272,556	68,658	623,660	468,033	77,041
Other Income	46,198	66,421	21,440	105,901	132,842	47,592
Adjusted Gross Income	425,841	338,977	90,098	729,561	600,875	124,633
Indirect Expenses	(570,561)	(506,005)	(370,377)	(1,056,835)	(989,803)	(721,378)
Net Income (Loss)	(144,720)	(167,028)	(280,279)	(327,274)	(388,928)	(596,745)

- Total direct event income consisted of rental and service revenue from the fourteen in-house and one off-property revenue-producing events we had for the month: GRACE, AATC Maintenance Mania, MDA Uncork a Cure, Great American Franchise Expo, Preserve Halloween Festival, Sneaker Exit, Go Irving!, Financial Planning Assoc., N TX Commission, HSRA, Vistage, USA Judo, Express Cheer, IIAD, and Irving Archives and Museum Party.
- Due to COVID-19, there were two groups whose business we either lost or who moved to FYE22. Their combined minimum revenue would have been \$122,555.
- Other operating income includes November's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$64,556 – 50% of this was due to the Cares Act SS Deferral Repayment. The remaining half were purchases for the building's annual digital signage and network management and monitoring services.
- Overall, the ICC remained under budget by \$22,308.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	343,366	254,076	17,649	541,831	392,715	17,649
Net Income/(Loss)	199,961	155,724	7,705	311,453	240,696	7,705
Net Income/(Loss) %	58.24%	61.29%	43.66%	57.48%	61.29%	43.66%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
16	30	12,230	20,246
Current Year	Current Year	Current Year	Current Year
2	4	630	988
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
311	4,457	1	100%
Current Year	Current Year	This Month	Current Month
120	3,533	2	100%
Prior Year	Prior Year	Year to Date	Year to Date



IRVING
CONVENTION CENTER
 AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

January 14, 2022

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 – December 2021**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	32,442	27,900	50,769	178,523	182,117	116,981
Ancillary Income	178,288	130,365	35,958	655,863	444,181	46,788
Total Event Income	210,730	158,265	86,727	834,386	626,298	163,769
Other Income	47,409	66,421	17,278	153,309	199,263	64,870
Adjusted Gross Income	258,139	224,686	104,005	987,695	825,561	228,639
Indirect Expenses	(414,820)	(486,432)	(406,943)	(1,471,657)	(1,476,235)	(1,128,321)
Net Income (Loss)	(156,681)	(261,746)	(302,938)	(483,962)	(650,674)	(899,682)

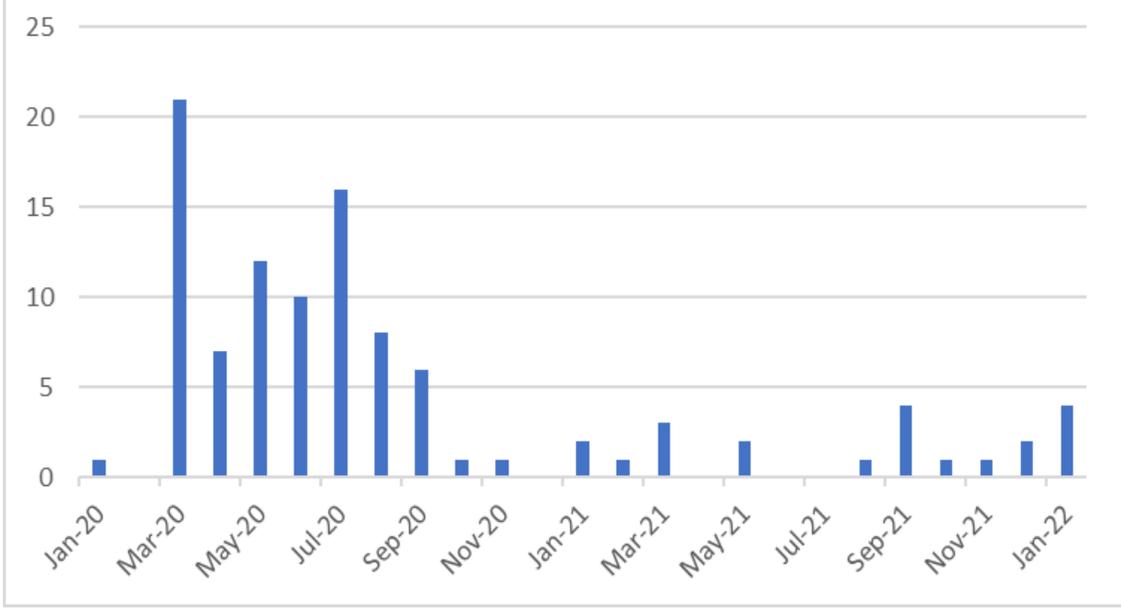
- Total direct event income consisted of rental and service revenue from the fourteen in-house revenue-producing events we had for the month: DFW Business Group on Health, Empower Texans, TNP Holiday Party, Hispanic Chamber, SWSCC, City Annual Service Awards, Dallas Fan Festival, Sneaker Travelers Expo, TechMedia, UTI Graduation, OTD Pinning Ceremony, Regional Transportation Council, Battle of Texas and Board of Director's Meeting.
- Due to COVID-19, there was a group whose business we lost which would have generated an additional \$7,300 in rental.
- Other operating income includes December's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$71,612.
- Overall, the ICC remained under budget by \$105,065.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	245,798	164,300	40,840	787,627	557,015	58,489
Net Income/(Loss)	146,540	100,700	24,452	457,990	341,396	32,158
Net Income/(Loss) %	59.62%	61.29%	59.87%	58.15%	61.29%	54.98%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
15	45	5,561	25,807
Current Year	Current Year	Current Year	Current Year
6	10	3,695	4,683
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,426	6,883	2	90%
Current Year	Current Year	This Month	Current Month
10	3,543	4	97.5%
Prior Year	Prior Year	Year to Date	Year to Date

COVID Cancellations by Date Cancelled



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 24, 2022**

**INDUSTRY REPORTS /
BOARD PARTNERS**



FAST-GROWING FAJITA PETE'S OPENS 25TH LOCATION

New Las Colinas, Texas, restaurant comes in big expansion year for catering- and delivery-focused concept



NEWS PROVIDED BY

Fajita Pete's →

Dec 30, 2021, 07:15 ET

HOUSTON, Dec. 30, 2021 /PRNewswire/ -- Fajita Pete's, the "fresh off the grill" fajita catering and delivery concept, celebrated reaching its 25-location milestone with the opening of its Las Colinas, Texas, restaurant this month. The company's growth in 2021 has been fueled by a strong development pipeline, with multi-unit franchisees opening additional units.

This opening brings the sizzling-hot brand, which was named one of QSR's Best Franchisee Deals of 2021, to a 30% unit-count growth in 2021. The company will end 2021 with six newly opened franchised units and five more under construction to be opened before the end of Q1 2022.

The new DFW-area Fajita Pete's in Las Colinas opened earlier this December at 6500 N. MacArthur Blvd., Suite 110. This location will be franchisee John Gonzalez's second location, his first being in Southlake, Texas.

"My first Fajita Pete's in Southlake has been a profitable and positive venture for myself and my family, and we are excited to open up our next location in Las Colinas as we continue to execute on our development agreement," said Gonzalez. "The community has been very receptive to the food and the service, and the future of this brand is very exciting."



While all Fajita Pete's franchisees become interested in the brand because they're fans of the food, the concept continues to attract seasoned restaurant operators as franchisees because of its small-footprint restaurant model, which results in lower rent, utility, construction and maintenance costs.

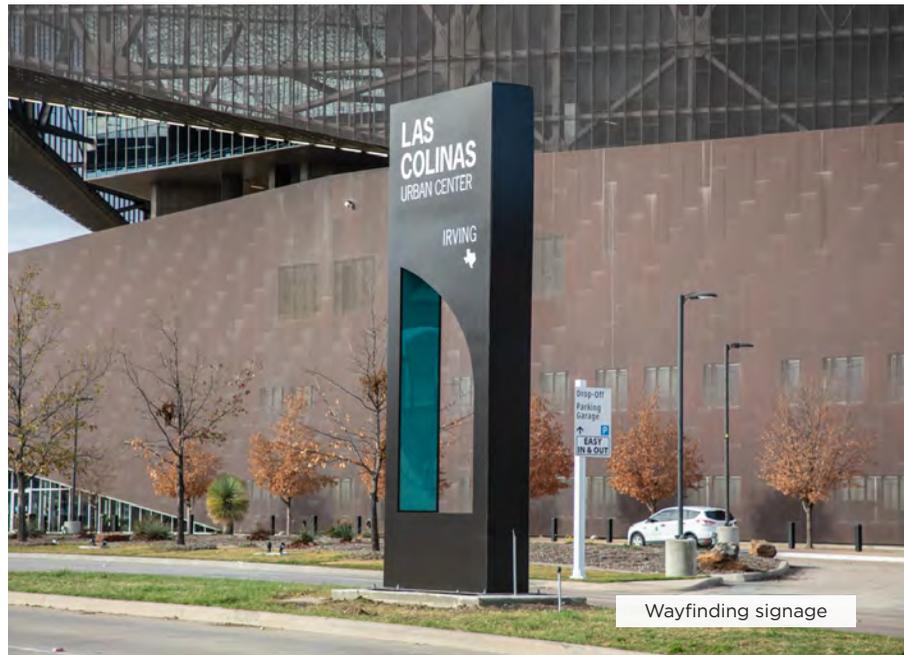
"Our success during all stages of the pandemic has proven that our business model has staying power, and we will have awarded approximately 50 new units to qualified franchisees by the end of 2021," said Fajita Pete's founder Pedro "Pete" Mora. "We've worked to perfect our efficient, catering- and delivery-centric concept over the past 13 years, and we're seeing the rewards as our franchisees open their second and third locations after positive experiences with their first unit."

The brand currently plans to have over 40 operating locations by the end of 2022, with openings planned in Conroe, Sugar Land, Austin, Katy, Preston Forest (Dallas), Keller and Irving, Texas, and Denver, Colorado, among others.

The company has multiple markets open for franchisee development, including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Louisiana, Mississippi, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, and others upon request. More information is available at franchisefajitapetes.com.

About Fajita Pete's

Fajita Pete's is a Houston-based "fresh off the grill" fajita concept focused on a simple menu with premium-quality, handmade menu items. Founder Pete Mora envisioned a better way to serve guests by focusing on delivery and pickup, a model that has proven successful over the past 13 years. Fajita Pete's earned a spot on QSR Magazine's 40/40 List: America's Hottest Startup Fast Casuals for 2020, QSR's Best Franchise Deals for 2021, and was twice awarded first place at Houston's Fajita Festival. Fajita Pete's currently has 25 locations across Houston, Dallas and College Station, Texas, and Overland Park, Kansas, of which 23 are franchisee-owned. Markets open for franchisee development include Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Louisiana, Mississippi, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, and Texas. For more information, visit franchisefajitapetes.com. Follow Fajita Pete's on Facebook @fajitapetestx and Instagram @fajitapetes.



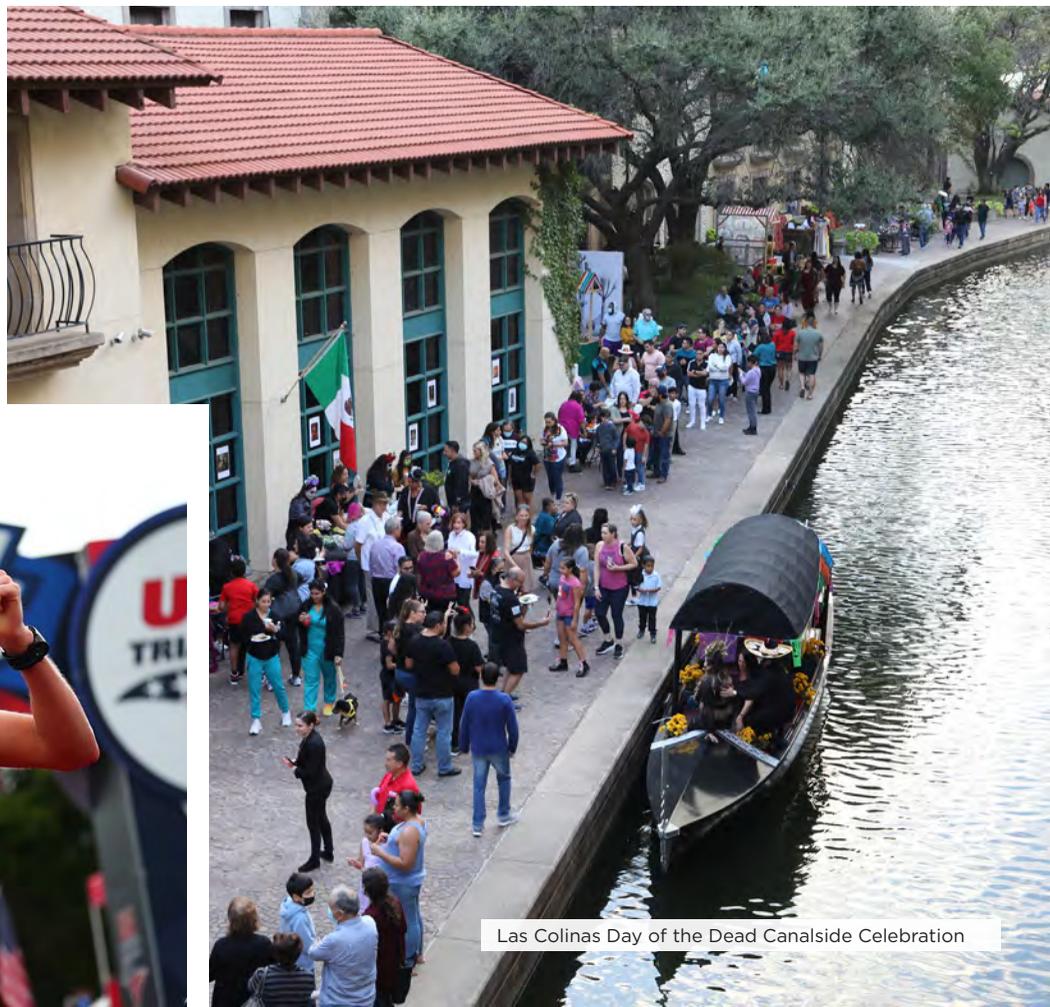
Wayfinding signage

PAVING THE WAY

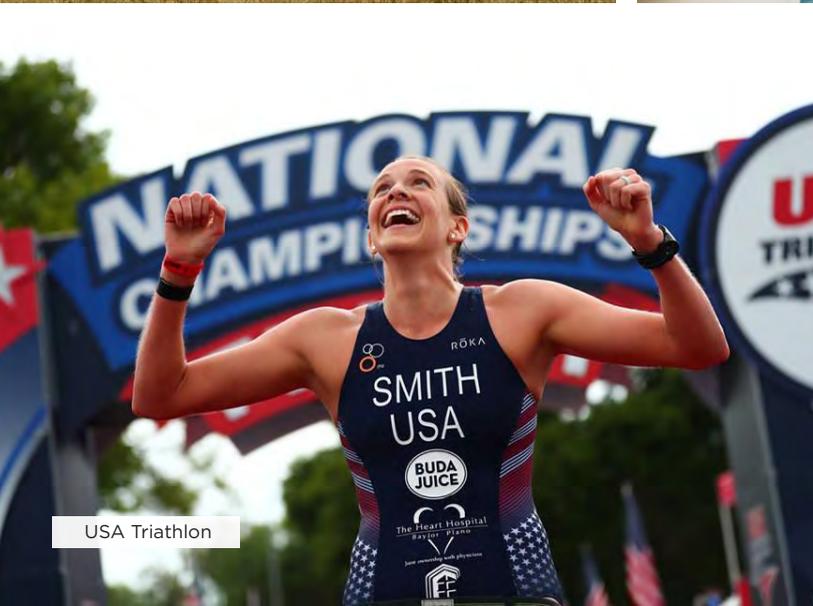
CELEBRITY CHEF HQ, NEW WAYFINDING SIGNAGE,
LCA 2021 ACCOMPLISHMENTS AND MORE



Holiday in the Plaza



Las Colinas Day of the Dead Canalside Celebration



USA Triathlon



LCA EVENT PARTNERSHIPS



Chamber of Commerce Annual Meeting

The Irving-Las Colinas Chamber of Commerce hosted their 2021 Annual Meeting presented by Flowserve on Friday, October 29th. The virtual event featured a keynote panel discussion focused on diversity, equity and inclusion; with prominent executives from Irving-Las Colinas corporations. The Las Colinas Association was a bronze sponsor of the event.



Irving Police and Fire Blue Christmas Toy Drive

The Las Colinas Association partnered with Irving Police and Fire's Blue Christmas Drive for the first-ever Holiday in the Plaza event on December 4th. In lieu of admission, attendees were asked to bring new, unwrapped toys to donate to children and families in need this holiday season. Over \$3,000 was raised in addition to a trailer load of new toys.



Guitars and Stars Benefit Concert

The Irving School's Foundation hosted their inaugural Guitars and Stars benefit concert on Sunday, December 12th, at the Pavilion at Toyota Music Factory. Grammy nominated country group, Eli Young Band, performed with opener Prophets and Outlaws. 100% of event proceeds were donated to support the students and programs of Irving ISD. LCA was a Friends of ISF sponsor.

Las Colinas Day of the Dead Canalside Celebration



The Las Colinas Association partnered with the U.S.-Mexico Educational and Cultural Foundation to host the Las Colinas Day of the Dead Canalside Celebration, November 1st on the Mandalay Canal. The event featured face painting, the Travis Middle School Mariachi band, hot chocolate, tamales, an ofrenda and a small local market.



LAS COLINAS ASSOCIATION DEBUTS HOLIDAY IN THE PLAZA

To kick off the holiday season, the Las Colinas Association hosted Holiday in the Plaza where the community could sip, shop and play in a lakeside winter wonderland.



On Saturday, December 4th, the Las Colinas Association transformed Levy Event Plaza into a winter wonderland for the first-ever Holiday in the Plaza. Over 3,500 attendees celebrated the season with lakeside holiday activities.

The holiday market, co-curated by **Lively Local Markets**, featured over 40 artisan vendors. While attendees shopped, they could sip on bubbles from the **Bubble Bus Co** or coffee from **Travelin' Tom's Coffee Truck**.

After shopping for one-of-a-kind holiday gifts, adults and children enjoyed the complimentary ice-skating rink and Ferris wheel. There was no shortage of activities for the kids with arts and crafts, face painting, and caricature drawings all available free of charge. Photos with Santa, sponsored by **Define Orthodontics**, allowed families to capture a memorable moment while giving back. With 100% of proceeds donated to the Irving Police and Fire Blue Christmas organization, \$3,310 was raised to help children and families in need.

As attendees worked up quite an appetite from all the activities, a variety of food trucks were on site to satisfy each craving. **Ruthie's Rolling Cafe**, **Easy Slider**, **Nacho Loco** and **Bondi Bowls** all served savory options while **Melt Ice Creams** and **Crumbl Cookies** satisfied those with a sweet tooth.

Attendees enjoyed modern hits and holiday favorites from **DJ LC** throughout the event. Pre-teen artist, **DJ AustinB7** wowed attendees during the lunch hour with his hit set list.

The Holiday in the Plaza inaugural celebration was a fantastic kick off for the years of incredible events to come from the Las Colinas Association.



BUSINESS NEWS



Fluor receives \$1.16 billion contract extension

When you think of Irving-Las Colinas, you probably don't think "submarines." Well, you should start. Irving-Las Colinas is home to the headquarters of Fluor Corporation, whose subsidiary Fluor Marine Propulsion received a \$1.16 billion, one-year extension to work on U.S. Navy nuclear propulsion technology.



Gordon Ramsay brings restaurant HQ to Las Colinas

Celebrity chef Gordon Ramsay has relocated his North American restaurant headquarters from California to Las Colinas. With the move, the TV host from Hell's Kitchen hired a team of businesspeople and chefs to expand his restaurant empire across North America. The team has plans to open 18 restaurants in cities including Boston, Miami and Chicago.



Omni Las Colinas wins Dream Design award

Omni Las Colinas hotel won the 2021 Dream Design award from industry leading trade magazine Aquatics International. Omni Las Colinas completed their \$13 million renovation in 2020. The outdoor area includes a swimming pool, hot tub, and pavilion with bars, cabanas and restaurants. They also have three event lawns, game courts and fire pits with seating.



Two Las Colinas companies named best places to work

Las Colinas-based Accenture and Citi made the Dallas Business Journal's list of "Best Places to Work - Extra Large Company". Dallas Business Journal considers a company "Extra Large" if they have more than 250+ employees. Accenture is located in the Towers at Williams Square and Citi is located at 6400 Las Colinas Blvd.



Three Las Colinas companies make Dallas 100 list

Dallas Business Journal released their Dallas 100 list of the fastest growing companies in DFW. Three Las Colinas businesses made the list; Techstar Consulting (#33), Anders Group (#77) and Lightbeam Health (#87). To qualify, companies must be headquartered in DFW and be independent, privately held corporations, proprietorships or partnerships.



COMMUNITY NEWS



Irving-Las Colinas to host USA Triathlon

USA Triathlon, in partnership with the City of Irving, announced the Inaugural 2022 Multisport National Championships Festival will be held April 28-May 1, 2022, in Irving-Las Colinas. Athletes of all abilities are invited to participate. Register at teamusa.org.

Crumbl Cookies to open in Las Colinas

Crumbl Cookies is coming to Las Colinas with an anticipated opening date of January 2022. The luxury cookie retailer will be located in MacArthur Park at 7707 N. MacArthur Blvd. Crumbl's menu changes every week with innovative and classic flavors available.



Medical City Las Colinas receives "A" rating

Medical City Las Colinas has been awarded its 14th consecutive "A" in the Leapfrog Hospital Safety Grade for Fall 2021. This national distinction recognizes their achievements in protecting patients from harm and error in the hospital.

Famed family taqueria coming to Las Colinas

The founders of the Taqueria Taxco chain will be opening a new concept called The Reserve in Las Colinas Village. The Reserve will serve authentic Mexican food, made from scratch, specializing in the food of Taxco, a town south of Mexico City.



Volunteers needed for ClubCorp Classic

The inaugural PGA TOUR Champions ClubCorp Classic, held at Las Colinas Country Club on April 22-24, 2022, will feature 78 PGA TOUR Champions professionals and 50 celebrities plus 10 ClubCorp amateur qualifiers. The ClubCorp Classic is in need of volunteers to fill various roles. To register to volunteer visit clubcorpclassic.com.

Photos Courtesy of USA Triathlon, Crumbl Cookies, Medical City Las Colinas, The Reserve and ClubCorp

FLAGS OVER IRVING

You can lease a flag from the Irving-Las Colinas Rotary Club to be displayed on Memorial Day, Flag Day, Independence Day, Labor Day and Veteran's Day.



Scan to reserve your flag



LCA NEWS AND UPDATES



Historical marker placed at the original Hackberry Creek Ranch site

The site where Las Colinas all began, Hackberry Creek Ranch, has now been deemed a historic location. On Thursday, November 18th, a historical marker was installed where the ranch house once stood, near Pioneer Natural Resources, at the intersection of Hidden Ridge Dr. and Carpenter Ranch Rd. The Irving Heritage Society, Las Colinas Association, City of Irving and Pioneer Natural Resources partnered together to signify this large piece of our history.

Wayfinding signage is here

The Las Colinas Association is putting the final touches on a progressive wayfinding project which should be fully installed in early 2022. The signage will provide easier navigation and improved walkability for visitors, residents and office workers throughout the Las Colinas Urban Center. The sleek new signs will consist of substantial gateway monuments, parking and directional signage as well as business directory kiosks.

The signs will serve to highlight the unique features of the Urban Center with a branded identity for each district. The Urban Center districts are comprised of Campion, Convention, Founders, Mandalay Canal and Mustang.

Follow the project as we continue the unveiling on our social media channels at @LasColinasTex.



Safety Reminder

With so many walkable amenities, the Las Colinas Urban Center surrounding Lake Carolyn, is a pedestrian friendly area. We would like to remind residents and visitors to please slow down, mind the **30-mph** speed limit and always keep an eye out for pedestrians and cyclists.

LAS COLINAS THROWBACK



Mustang Beach

Can you believe that sand volleyball tournaments were hosted where Water Street sits today? In the 1990s, the Bud Lite Pro beach volleyball tournament was hosted at what was then called Mustang Beach. Men's and women's tournaments were held right across from the Mustangs at Las Colinas in Williams Square and televised live on ESPN.



2021 ACCOMPLISHMENTS



◀ Paws Colinas Dog Park

On Saturday, June 19th, 2021 the highly anticipated Paws Colinas Dog Park opened to the community. The Grand Opening of the 8-acre dog park kicked off the start to new events for dog lovers. On October 9th, 2021 the inaugural Paws Colinas 5k-9 was hosted for four legged and two legged race enthusiasts.



Wayfinding signage project ▲

The Las Colinas Urban Center wayfinding signage project continued to move forward in 2021 with the first signs installed in late December. Installation will continue into the new year and is anticipated to be completed by late January 2022.

Urban Center Patrol ▶

In December of 2020 the Urban Center bike and foot patrol was introduced to be an extra set of eyes and ears on the growing Las Colinas Urban Center. The patrol monitors 12 miles of pathways that regular vehicles cannot access.



You may know Las Colinas as the hub for business and master-planned neighborhoods. But the bigger picture is that we have much more to offer. With globally inspired restaurants, world-class entertainment venues and exciting events throughout the year, Las Colinas has it all.



Customer Way Park ▶

The Las Colinas Association has developed a new park on the corner of Riverside and Customer Way. The park is 1.3 acres with meandering walks, benches and a scenic water overlook with a butterfly garden in the middle. The Las Colinas Association will maintain the park pursuant to an agreement with DCURD.



LCA homepage and business page redesign ▲

In early 2021, the lascolinas.org homepage was refreshed to offer a better user experience for visitors. The update included a cleaner look, easy access to resources and featured articles. The business page was also redesigned to include more information about the thriving business industry in Las Colinas.



◀ Landscape median enhancement

LCA made landscape improvements to the medians along Las Colinas Boulevard to Fuller Drive in front of the Toyota Music Factory. This 30 day project included trees, planting beds and perennials to highlight other areas of Las Colinas Boulevard.



Las Colinas
ASSOCIATION

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Irving, Texas 75039-4303

Spirit

OF LAS COLINAS

JANUARY-FEBRUARY
2022

Las Colinas Holiday in the Plaza



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@LasColinasTex



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 24, 2022**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] New convention center would make Dallas more competitive, consultant says
Date: Wednesday, December 8, 2021 9:28:57 AM

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New convention center would make Dallas more competitive, consultant says

Dallas Morning News

A City Council committee delayed saying whether it supports building a replacement for the Kay Bailey Hutchison Convention Center.

Among the deficiencies cited in the master planning is the absence of a "signature entrance" at the Kay Bailey Hutchison Convention Center. (Elias Valverde II / Staff Photographer)

Dallas needs to [build a new convention center](#) to be competitive with other cities around the country, a consultant and city staff said on Tuesday.

The downtown Kay Bailey Hutchison Convention Center, which was built in 1957, doesn't have enough rooms, modern updates or surrounding amenities to allow the city to draw the most lucrative events, the consultant and city staff say.

Their solution? Build a new one for \$1.9 billion.

But first they need the City Council's approval.

The city hired WSP USA Inc., an engineering and design firm, in January for about \$5 million to [plan a 10-year redevelopment for the convention center](#) on South Griffin Street and surrounding area from the Eddie Bernice Johnson Union Station on the west to the Dallas

Farmers Market.

The group told council members Tuesday that officials should move forward with the most expensive of three options. A new center would spark more development downtown and bring in billions in spending and new property taxes from the area, according to the consultant.

One council member raised concerns over more than \$600 million still owed on the convention center and attached Omni Hotel.

Building a new center west of Lamar Street, with a part that would stretch over Interstate 30, would spark the most development and allow convention business to continue even while under construction, the consultant said. Other options to upgrade or add on to the existing facility could cause disruptions that would decrease revenue.

Rosa Fleming, Dallas' director for convention and event services, called the project "transformational" for the city, warning that the aging Kay Bailey Hutchison Convention Center could be surrounded by newer development if it doesn't happen.

"This includes the redevelopment of a portion of downtown that's historically turned its back on South Dallas and effectively served as a barrier to development in the southern sector," Fleming said.

What's next

City staff and the consultant are seeking approval from the council's transportation and infrastructure committee to send the proposal to the City Council.

The deal is two-fold: The council would need to approve a design contract for a new convention center. The city also needs voters to approve raising hotel occupancy taxes by 2 percentage points to pay for the redevelopment. The earliest the proposal would go to voters is November.

The committee on Tuesday delayed a decision on making a recommendation to the full City Council until January.

Estimates during the summer for building a convention center west of Lamar Street put the cost at up to \$3 billion, according to the consultant, but WSP revised it to \$1.9 billion. Dan Baer, the project's manager, didn't provide a reason for the lower figure.

Voters would be asked to allow the city to increase the taxes it charges on a hotel room to 15% to collect about \$1.5 billion over 30 years. The city currently charges 13% and sends about half to the state.

To raise more money for the project, the council in October [approved asking the state to designate a three-mile area around the convention center as a "project financing zone."](#) where occupancy, sales and mixed-beverage taxes collected from hotels in that area are used by Dallas for convention center or arena-related projects.

Fleming said the state has since approved the financing zone, which allows the city to collect all the hotel taxes typically collected by the state starting next year. That could raise an estimated \$2.2 billion for downtown redevelopment projects in and around the convention center for 30 years.

Unpaid debt

Council member Adam Bazaldua expressed support for the project, saying a portion of the hotel tax increase revenue could go toward improvements at Fair Park, which he represents. The state allows up to 20% of the revenue to be used for costs related to a stadium, music hall and other venues in a municipally owned park.

Council member Cara Mendelsohn said she wasn't in favor of any of the options to upgrade the convention center and noted the city still has outstanding debt on the current building and the attached Omni Hotel, both of which are operated by the city. She also questioned the lack of public involvement in the redevelopment ideas.

Fleming said the city owes \$226 million on the existing convention center and up to \$400 million on the hotel.

Mendelsohn said moving the convention center would free up more land for additional hotels that would compete with the Omni and suggested that the city restrict new hotels in that area until the debts are paid off.

“At the end of the day, that's what this is about,” she said. “This is a land grab, and it is at the expense of our taxpayers.”

From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] Mayor Johnson is right: Dallas must compete with its suburbs
Date: Monday, November 29, 2021 6:37:44 AM

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Mayor Johnson is right: Dallas must compete with its suburbs

Hub city must be both a leader and competitor.

Dallas Mayor Eric Johnson speaks during his state of the city address at City Hall in Dallas on Wednesday, Nov. 17, 2021. (Elias Valverde II/The Dallas Morning News)(Elias Valverde II / Staff Photographer)

By [Dallas Morning News Editorial](#)

2:00 AM on Nov 29, 2021

In his third State of the City address last week, Dallas Mayor Eric Johnson laid out a blueprint for regional competition that's worth examining more closely. It's one of those nuanced areas where it's important to balance competing values.

Johnson declared the city of Dallas to be the "economic engine for the entire region" and warned that "regionalism will leave the city of Dallas in the dust of new construction to the north."

To get a feel for Johnson's posture here, it's worth quoting him at length:

"The economic playing field is changing. And while we've long known that we're competing

nationally with other major cities, we've been slower to recognize the serious challenges right here in our own backyard. The cities that we used to call our bedroom communities have caught us napping over the years, and every time we've rested on our laurels, our regional competitors have lured away residents and businesses with the promise of better schools, better infrastructure, better amenities, lower crime rates, lower taxes."

Johnson is right to offer a tonal shift in focus to Dallas. He affirmed the city's role in regional partnerships while underscoring that Dallas has to ensure it remains successful in an increasingly prosperous part of the country it anchors.

Dallas has long made many choices to benefit greater North Texas. Johnson highlighted the city's \$25 million contribution to a regional plan to house more than 2,700 homeless people in Dallas and Collin counties by 2023. We would also point to Dallas' enduring and substantial investment in DART's extensive transit system and its management of a water reservoir system that serves more than 20 customer cities and entities. Dallas taxpayers also provide enormous support to the region's critical public hospital in Parkland. These investments are to the benefit of all of North Texas.

The city must remain a regional problem-solver, but it must also seize opportunity when it can.

Headlines about companies moving to the suburbs tell at least part of the story about the race for economic development in North Texas. According to reporting from our business colleagues, twice as many companies moved from California to a Dallas-Fort Worth suburb in the last three years than moved to Dallas proper.

It's likely that many of those corporate relocations would never have chosen a campus that was not suburban. But it's also true that Dallas will lose out on businesses and families if it does not act more aggressively to position itself as a desirable home.

Johnson stressed the need to keep cutting the property tax rate, a message that will resonate with middle-class homeowners across Dallas whose tax bills are becoming unsustainable. He also emphasized the creation of a new economic development corporation to market the city and the importance of entrepreneurship and workforce development.

The mayor's speech made a passing reference to the city's building-permit process, a basic municipal service so broken that it has been damaging to Dallas' reputation in the business community. We've also heard from people who want to set up shop in Dallas how difficult and protracted the zoning process can be.

While Johnson's "back to basics" message isn't itself innovative, there is no doubt that our city must work to improve services, affordability and other essentials that make the suburbs attractive.

Dallas' economic success is critical to the prominence of the region. This is not a case where we lead from behind.

Travel, Logistics & Infrastructure Practice

New York: A concrete jungle where dreams are still made

Before the COVID-19 pandemic, millions visited the Big Apple every year to fulfill their travel and business aspirations. What will it take for them to return?

This article is a collaborative effort by Alex Cosmas, Linda Liu, Maurice Obeid, Jules Seeley, and Yael Taquu, representing views from McKinsey's Travel, Logistics & Infrastructure Practice.



Like moths to a flame, travelers from near and far used to flock by the millions to New York City (NYC). In 2019 alone, the most visited city in the Western hemisphere played host to 67 million visitors.¹

The vast majority—around 80 percent—came for leisure.² For many, peering down from the top of the Empire State Building, exploring masterpieces at the Met, marveling at the Statue of Liberty, or digging into a pizza at Lombardi’s (or a pastrami sandwich at Katz’s Deli) before spending the evening at a musical on Broadway fulfilled a lifelong dream.

The rest came for business. They attended meetings in Midtown and the Financial District and networked at conferences at the Javits Center and Piers 92/94.

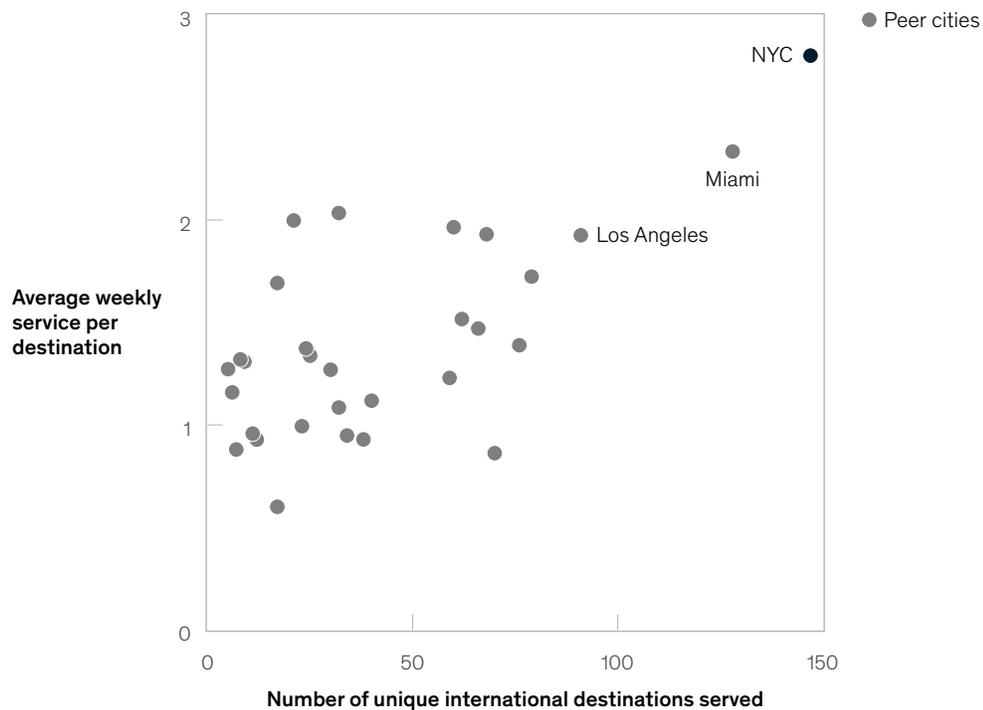
But even those on work trips often couldn’t resist catching a sports event at Barclays Center, strolling through Prospect Park, or enjoying a craft cocktail at one of the city’s many high-end bars. In this city, business frequently slips into “bleisure.”

Whatever their purpose, travelers are a large part of what makes NYC the global economic and cultural powerhouse it is today. In fact, it is the United States’ most connected city, with regular flights to 147 international destinations (Exhibit 1). Twenty-one percent of all foreign visitors who fly into the country make sure to include NYC in their itinerary, more than any other city (and twice that of Los Angeles, which comes in second).³

Exhibit 1

New York City serves more international air travelers than US peer cities, making it the US’s most connected city.

Top 30 US cities by international airline service, 2019



Source: Diio Mi schedule data; McKinsey analysis

¹ *The tourism industry in New York City: Reigniting the return*, Office of the New York State Comptroller, April 2021, osc.state.ny.us.

² Ibid.

³ Passenger Intelligence Services (Pas-IS) data.

Before the pandemic, visitors contributed \$47.4 billion to NYC's local economy, supporting nearly 300,000 tourism jobs in hospitality, food and beverage, retail, and transport, which amounted to 7 percent of employment in the private sector. The travel industry indirectly supported an additional 376,800 jobs, from dry cleaners laundering linens for the city's hotels to farmers supplying fresh produce to local restaurants.⁴

Thus, when the COVID-19 pandemic broke out at the start of 2020, the blow to NYC's travel industry sent ripple effects across the city's entire economy. The financial impact was estimated to be six times that of the 9/11 attacks, and the city lost around \$1.2 billion in tourism-related tax revenues.⁵ Last year, overall visits fell by 67 percent, which contributed to an 82 percent plunge in hotel occupancy.⁶ At least 1,000 bars and restaurants closed,⁷ and many retail stores went out of business. In the once-buzzy Soho district, more than 40 stores pulled down their shutters for good.⁸

More than 31 percent of tourism jobs were eliminated, including 46 percent of jobs across hotels in Manhattan.⁹ The sector's devastation also disproportionately impacted financially vulnerable populations, given that 60 percent of travel industry workers over 25 years of age don't have a bachelor's degree, and minorities and immigrants make up the majority of the industry's workforce (66 percent and 46 percent, respectively).

In this article, we take the pulse of NYC's travel industry today, more than 20 months since the city saw its first COVID-19 case. While we observe glimmers of hope that the travel sector may be recovering, significant challenges remain that may slow down the return of travel jobs, as well as the industry's efforts to fully recoup its financial losses.

At the time of publication, the Omicron variant is casting further doubt on how quickly life can return to normalcy, as authorities consider the necessary public-health measures to reintroduce. It's a stark reminder that the pandemic is an ever-evolving public-health situation, especially during the colder months.

In the face of greater unpredictability, it's become more critical for industry stakeholders in both the public and private sectors to come together now to empower a faster, stronger, and better resurgence of the travel sector. We suggest three key areas of opportunity for travel players to focus their efforts.

Opportunities and challenges for New York City's travel sector

As the city enters its second winter living with the pandemic, there are reasons to be both optimistic and concerned. On the positive side, travelers are slowly returning. NYC's destination marketing organization, NYC & Company, projects about 36.1 million will visit this year¹⁰ but that a return to prepandemic levels is not likely to be achieved before 2025.¹¹ Meanwhile, the Omicron variant threatens to roll back some of the progress made, by further extending the pandemic and delaying the return of travelers.

McKinsey has surveyed thousands of executives on the likelihood of nine different scenarios for economic outcomes of the COVID-19 pandemic. These scenarios account for the GDP impact of the virus's health effects and the effectiveness of governments' public-health and economic-policy responses to it. In the United States, the A1 scenario, which assumes a muted recovery, is expected to be the most likely. The A2 scenario, which assumes a stronger rebound, is also worth considering given recent indicators of an acceleration in recovery.

⁴ *The tourism industry in New York City: Reigniting the return.*

⁵ Ibid.

⁶ *A call for action and collaboration*, Partnership for New York City, July 2020, pfnyc.org.

⁷ Bao Ong, "A favorite Columbia hangout shuts on the Upper West Side—and more closings," *New York Eater*, August 27, 2021, ny.eater.com.

⁸ Matthew Haag, "SoHo catered to free-spending tourists. What happens without them?" *New York Times*, October 5, 2021, nytimes.com.

⁹ *The tourism industry in New York City: Reigniting the return.*

¹⁰ "NYC & Company launches largest-ever global tourism recovery campaign, 'It's Time for New York City,'" NYC & Company, June 24, 2021, business.nycgo.com.

¹¹ Patrick McGeehan, "Tourism, engine for NYC economy, may not fully recover until 2025," *New York Times*, May 13, 2021, nytimes.com.

Both scenarios have factored in some virus resurgence—such as outbreaks of the Omicron variant—with the difference being the pace and time needed for economic recovery.

We used the assumptions in these scenarios to project air-passenger traffic to NYC, and our analysis suggests that, in both scenarios, air travel to the city may potentially rebound by 2023 based on various reopening plans, improving GDP trajectory due to pent-up demand, recoveries in other markets, and limited structural impact outside of business travel. This may create additional upside to potential visitor numbers over the next couple of years (Exhibit 2).

A number of other indicators point to people’s eagerness to come back to NYC to reconnect, explore new destinations, or revisit cherished favorite places. For one, Airbnb cited NYC as the fall’s most popular destination.¹² And when travelers do visit NYC, they are likely to spend more than they would have prepandemic, based on McKinsey analysis indicating that savings rates spiked 10 to 20 percent in the United States during the pandemic.

However, significant hurdles remain as the travel sector picks back up. Domestic and leisure travelers will likely be the first to return in big numbers, but higher-spending international and business

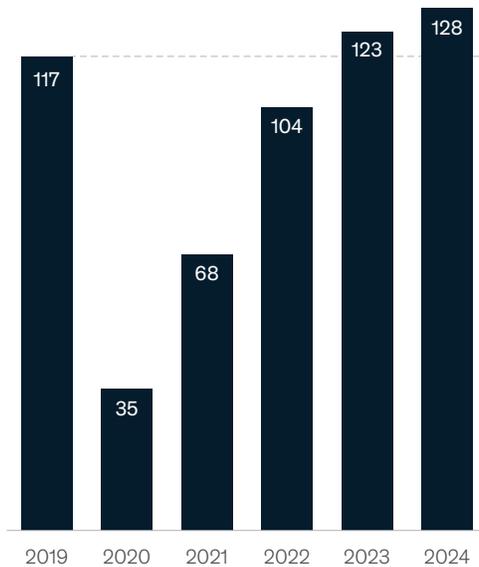
Exhibit 2

New York City air visitors are likely to return to 2019 levels by 2023.

Passengers arriving to or departing from NYC airports,¹ million

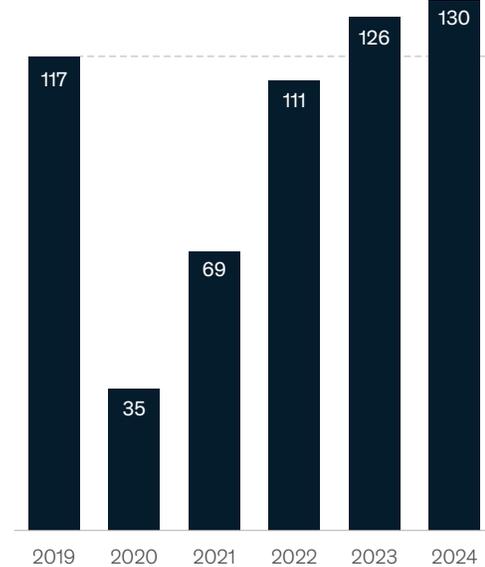
A1 scenario (base)

Virus recurrence; muted recovery



A2 scenario (optimistic)

Virus recurrence; strong world rebound



¹Connecting passengers not included.
Source: Diio Mi schedule data; McKinsey analysis

¹² “Extended weekend stays and scenic cities top fall travel plans,” Airbnb, August 30, 2021, news.airbnb.com.

travelers leave a greater impact on the travel economy. Business travelers spend twice as much as leisure travelers despite making up a smaller portion of the city's total visitors. Even though international travelers made up only around 20 percent of total visitors before the pandemic, they spent \$1,709 on average, or 3.5 times more than domestic travelers. Chinese visitors alone spent \$3.3 billion in NYC in 2019, accounting for nearly 15 percent of total international spending (Exhibit 3).

Business and international travelers will likely be the hardest to lure back. McKinsey analyses reveal that, historically, corporate travel takes longer to bounce back after a downturn. While the leisure-travel market took two years to recover after the 2008 financial crisis, business travel took five years. Meanwhile, many regions around the world are still bound by travel restrictions and quarantine requirements. While the United States has recently reopened to vaccinated foreign travelers,¹³ and there has been an uptick in international bookings, many people continue to feel unsafe traveling internationally. Of course, the Omicron variant further complicates the outlook.

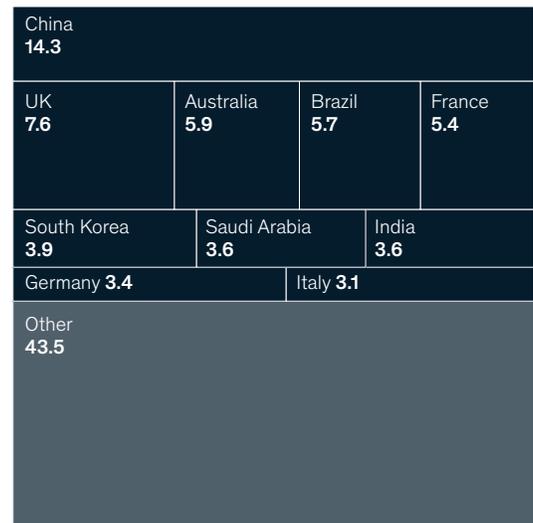
Exhibit 3

Highest-contributing international visitors to NYC are bound by strict travel restrictions from the US State department.

Share of international visitors to NYC, by country of origin, 2019, %



Share of spending by international visitors to NYC, by country of origin, 2019, %



Average visitor spending, by country of origin, 2019, \$



Source: NYC & Company; OSC analysis

¹³ Vjosa Isai, Zolan Kanno-Youngs, and Heather Murphy, "Vaccinated travelers from abroad, including Canadians with mixed doses, can enter the U.S. starting Nov. 8," *New York Times*, November 8, 2021, nytimes.com.

As such, the return of global visitors may be much slower and more uncertain than domestic travelers. In addition, ongoing work-from-home policies and flexible work arrangements are keeping more people at home, and therefore reducing the need for people to travel to (and within) NYC.

Given the importance of travelers to the city's social and economic fabric, the sector's slower recovery relative to other sectors throughout the pandemic, and the impact of current and potential future coronavirus variants, creative approaches should be considered for the sector to emerge stronger.

We propose three areas to consider: focusing efforts on encouraging domestic travelers to visit—and revisit—the city; reinvigorating the workforce to enhance visitors' experiences; and reimagining the city as a hub for business travel by keeping up to date with changing working norms.

Create new reasons for domestic travelers to (re)visit New York City

With "It's Time for New York City" (at \$30 million, the city's largest-ever marketing campaign, launched in June 2021¹⁴), it's clear NYC knows how important targeted, analytical marketing is for the recovery of the travel sector. Given that the return of international travelers may be prolonged and unpredictable, the city may need to focus on domestic travelers.

The good news is that many Americans are ready to travel. According to the International Air Transport Association's (IATA) Air Travel Pulse survey, the United States has one of the highest "flight interest indexes" in the world, signaling Americans' comfort with flying. In addition, historically, two-thirds of domestic travelers to NYC hailed from cities in New York state and neighboring states such as New Jersey, Pennsylvania, and Connecticut.¹⁵ As evidenced by the recent uptick in bookings, NYC

has become a great option for nearby travelers to "escape the suburban sprawl" or experience something new in a familiar destination.

Approaches to entice domestic travelers include doubling-down on offering must-attend, extraordinary events, encouraging visitors to extend their stays to explore undiscovered parts of NYC, and harnessing digitization to elevate visitor experiences with smart-city (or technologically modern) concepts.

Historically, people have traveled to NYC for its incredible events—musicals, fairs, sporting events, and concerts. Increasing the frequency of not-to-be-missed events, especially during nonpeak seasons, and marketing them across the United States, could be one way to persuade travelers to book a trip.

Some destinations have given their iconic landmarks an artistic twist so that even return visitors can encounter a familiar monument with fresh eyes. This year, Cairo surrounded the Giza pyramids with pop-up art installations,¹⁶ and the entire Arc de Triomphe in Paris was wrapped in polypropylene to honor the late artists Christo and Jeanne-Claude.¹⁷ Could something similar (or completely different) be done with, say, the Brooklyn Bridge?

Given that most domestic visitors historically don't stay in NYC for more than two days, a "two- or multicenter" approach could be adopted to market itineraries that add a day or two to travel plans so visits have more of an international-getaway feel. For example, itineraries could start with an urban experience, directing travelers to Times Square, followed by a viewing of art at MoMA PS1 in Queens, a visit to Fort Wadsworth in Staten Island, or a tour of the New York Botanical Garden in the Bronx. Combined with thoughtful improvements to the city's urban transit system, such an approach could make it easier for visitors to explore new parts of the

¹⁴ "NYC & Company launches largest-ever global tourism recovery campaign 'It's Time for New York City,'" NYC & Company, June 24, 2021, business.nycgo.com.

¹⁵ *The tourism industry in New York City: Reigniting the return*.

¹⁶ Nadine Khalil, "At the pyramids of Giza, an unprecedented exhibition of contemporary art," Artsy, November 2, 2021, [artsy.com](https://www.artsy.com).

¹⁷ "An estimated 6 million people viewed L'Arc de Triomphe, Wrapped, Paris, 1961–2021 in person," Office du Tourisme Paris, November 9, 2021, christojeanneclaude.net.

city outside of Manhattan, as well as help to infuse lesser-known neighborhoods with greater vibrancy and economic stimulus.

Leveraging digital technologies to bring smart-city concepts to life could enhance visitor experiences and attract new travelers, while helping the city progress toward its sustainability goals. Recent upgrades to airports servicing the area demonstrate the city's clear focus on achieving such goals.

Meanwhile, the digital traffic-flow management tools used to plot the most efficient routes for rideshares and taxis could indicate journeys that produce the least amount of carbon emissions. Mobile apps could notify tourists that the Museum of Modern Art is overcrowded and indicate a time they should come back as well as suggest the Bronx Museum of the Arts current exhibition as an alternative.

Bringing these ideas to life may require both public-private partnerships and investment. By working together, the city would be better positioned to welcome back and delight leisure travelers.

Reinvigorate the travel workforce

As in healthcare, tourism, too, has its frontline workers. These are the friendly faces that greet you at hotel reception, drive you around in yellow cabs (or rideshare vehicles), and serve you a meal at your favorite eatery. They are the first point of contact and have a direct impact on whether visitors' experiences in NYC are positive or negative.

McKinsey research projects¹⁸ that the accommodation and food services, arts, entertainment, and recreation, and retail trade

sectors in NYC may see a total decline of 23,000 jobs between the fourth quarters of 2019 and 2022, while the number of healthcare jobs may rise by 40,000. Roles such as retail sales staff and hospitality workers—which have a median wage of \$30,000 (versus the city's overall median wage of \$52,000)—are likely to experience a net employment decline of 12,000.

Exacerbated by widespread labor shortages across industries, a diminished workforce could see the travel and hospitality industry short-staffed and lacking the capacity to deliver indelible memories to visitors. Tourism growth would also likely be inhibited.

Addressing this could require sustained interventions across a number of dimensions. To attract and retain workers in tourism and hospitality, employers and public stakeholders could partner to offer incentives and perks, such as providing discounted transportation from home to the workplace, flexible working times (where feasible), and career training and development for further advancement within the sector. Focusing on fostering a sense of purpose, meaning, and fulfillment (through rewards, improved working lifestyles, and recognition) could help minimize attrition and help ensure that well-trained and talented travel employees don't switch industries.

Dubai, through Dubai Way, offers courses with certifications for workers to expand their skill sets and develop expertise in hospitality and service.¹⁹ Similarly, NYC could offer sommelier classes for restaurant servers or marketing courses for tour guides to help workers advance their careers.

¹⁸ Current Population Survey; McKinsey analysis, in collaboration with Oxford Economics.

¹⁹ "Dubai way" training platform offers online learning resources to strengthen skillset of tourism workforce," Dubai Department of Economy and Tourism, April 29, 2020, dubaitourism.gov.ae.

Reimagine New York City as a hub for business travel

Norms around the way we work and how business is conducted are changing, and NYC could reimagine its role as a nexus of business activity. As more companies embrace hybrid models of work and more functions are performed remotely, some forms of business travel may never return. McKinsey analysis suggests this may result in a permanent decline of up to 20 percent in corporate travel.

For those who do begin to travel for work again, we expect regional business travel for sales meetings to be among the first to return. While international conferences would likely be the last to return, companies may be more receptive to sending employees to regional conferences. Companies, especially small and medium-size enterprises, may seek a “first player advantage” to cultivate important client relationships in-person instead of through a video screen. One way to target these travelers would be to market bleisure events, such as access to physically distanced meeting spaces combined with tickets to the Rockettes at Radio City Music Hall, to help enhance potential client relationships.

This would also open up opportunities to convert vacant office and meeting spaces left by the hollowing out of physical offices for more flexible uses, such as networking events, company off-site meetings, start-up incubators, and smaller-scale, hybrid conferences. Some abandoned real estate could even be converted into accommodations with integrated coworking and community-building elements to cater to a growing number of people looking for flexible work arrangements with an emphasis on work–life balance. Similarly, coworking spaces with health–safety protocols in place may emerge as a new asset for business–travel circuits or for people who want to live in NYC but work for companies without a local presence.

Bringing visitors back to NYC is critical for a full recovery to take root. Many New Yorkers depend on it for their livelihoods. Now is the time for the city to draw from its spirit of reinvention, which has been a beacon drawing in travelers from across the United States and abroad for centuries. As the singer Alicia Keys reminds us in “The Empire State of Mind,” the streets “will make you feel brand-new. Big lights will inspire you. Let’s hear it for New York.”

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