

IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, November16, 2020 @ 11:45 a.m.

Irving Convention Center First Floor Boardroom and Video Conference

500 W. Las Colinas Blvd.

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

NAME	OCT 23	NOV 16	DEC 14	JAN 25	FEB 22	MAR 22	APR 26	MAY 24	JUN 28	JULY 19	AUG 23	SEPT 27
RICK LINDSEY	X											
KAREN COOPERSTEIN	Х											
KIM ANDRES	#											
BOB BETTIS	Х											
BOB BOURGEOIS	Х											
BETH BOWMAN	Х											
JO-ANN BRESOWAR	#											
DIRK BURGHARTZ	+											
DAVID COLE	Х											
HERB GEARS	#											
DEBBI HAACKE	Х											
TODD HAWKINS	+											
CHRIS HILLMAN	+											
JULIA KANG	Х											
DALLAS BURKE	+											
CLEM LEAR	Х											
KIM LIMON	+											
GREG MALCOLM	Х											
RON MATHAI	+											
HAMMOND PEROT	+											
DAVID PFAFF	+											
JOE PHILIPP	Х											
MICHAEL RANDALL	+											
MICHAEL RILLEY	+											
JASON WU TRUJILLO	+											
‡ COUNCILMAN JOHN DANISH	#											
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AGENDA

Irving Convention and Visitors Bureau Board of Directors
Irving Convention Center
First Floor Conference Room And Video Conference
500 W. Las Colinas Blvd.
Irving, Texas 75039
Monday, November 16, 2020 at 11:45 AM

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on November 16, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: https://us02web.zoom.us/j/86068408085 - Meeting ID: 860 6840 8085. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 860 6840 8085.

- 1. Citizen Comments on Items Listed on the Agenda
- 2. Election of Officers
 - a. Chair
 - b. Vice Chair

Consent Agenda

- 3. Approving ICVB Board Minutes for September 28 and October 23, 2020
- 4. Accepting the Irving Convention Center Financial Report for September 2020

Individual Consideration

5. Accepting the Irving Convention Center Audit Report for FY 2019-20 - Laura Edwards, Crowe

Board Reports

- 6. COVID-19 Update
- 7. Board Chair Report
 - a. Acknowledgement of Salary Reinstatement for Executive Director
 - b. Welcome New/Incoming Board Members
 - c. Acknowledgement of Retiring Board Members
 - d. Schedule of Upcoming Meetings and Activities
 - e. Next Board Meeting December 14, 2020



AGENDA - Continued

- 8. Board Committee Reports
 - a. Board & Business Development Debbi Haacke
 - Next Meeting December 4, 2020
 - b. Community Engagement Bob Bourgeois
 - Meeting Recap October 13, 2020
 - Next Meeting TBD
 - c. Destination Development Greg Malcolm
 - Meeting Recap November 10, 2020
 - Next Meeting TBD
- 9. City Reports
 - a. Council Liaison Councilman John Danish
 - b. Mayor & Other Council Members
 - c. City Manager Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
- 10. Bureau Monthly Management Reports
 - a. Executive Director Maura Gast
 - b. Sales and Services Lori Fojtasek
 - c. Marketing and Communications Diana Pfaff
 - d. Finance and Administration -Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
- 11. Convention Center Management Report Tom Meehan/Matt Tungett
- 12. Industry Partner Reports
 - a. The Pavilion at the Toyota Music Factory/Live Nation Report Mike Rilley
 - b. Hotel Industry Updates Greg Malcolm, Dirk Burghartz, Kim Limon, Nydia Hoskins
 - c. Restaurant Industry Update David Cole
- Partner Organization & Stakeholder Reports
 - a. DART/Transportation and Infrastructure Mayor Rick Stopfer
 - b. DCURD and Irving Flood Control Districts Dallas Burke
 - c. Chamber of Commerce Sam Reed/Beth Bowman
 - d. Irving Arts and Culture Todd Hawkins/Kim Andres
 - e. The Las Colinas Association Hammond Perot
 - f. TIF Michael Randall
 - g. University of Dallas Jason Wu Trujillo

CERTIFICATION

,	reby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving to the general public at all times, and said notice was posted by the following date and time:
at	and will remain so posted at least 72 hours before said meeting convened.
	Deputy Clerk, City Secretary's Office

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

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

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

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

AGENDA ITEMS





MINUTES IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS ZOOM VIDEO MEETING September 28, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Kim Andres, Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Debbi Haacke, City Manager Chris Hillman, Julia Kang, Jacky Knox, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, and Mike Rilley – Board members; Mayor Rick Stopfer, Councilman Oscar Ward– City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield and City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White - ICVB; Dallas Burke, DCURD.

Board Chair Rick Lindsey called the meeting to order at 11:45 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. He inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Minutes for August 24, 2020
- Accepting the Irving Convention Center Financial Report for August 2020
- Accepting the ICVB Financial Report for August 2020

Lindsey asked for a motion to approve the Consent Agenda items as presented. Board member Clem Lear made a motion to approve and Board member Bob Bourgeois gave a second. With no opposition, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

Lindsey asked for a motion to accept the recommendation of Joe Philipp to fill the Former Board Member Ex-Officio position. Board member Debbi Haacke made a motion to accept, Board Vice Chair Karen Cooperstein gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the recommendation to change the Salesmanship Club Board position to an Industry-At-Large position. Haacke made a motion to accept the recommendation, Cooperstein gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the recommendation of Stephanie Fenley-Garcia to fill Board Industry-At-Large Position. Haacke made a motion to accept the recommendation, Cooperstein gave a second. With no opposition, the motion passed unanimously.

BOARD REPORTS

Executive Director Maura Gast gave a brief report on COVID-19 updates. She noted the ICVB was able to receive authorization for two media advertising campaigns with CARES Act funding. She thanked the City staff for their assistance and support.

- Online travel agency program \$120,000
- Micro Ad Campaign through the Simpleview software system \$300,000

Marketing and Communication Director Monty White gave an update on the initial CARES Act funded Safe Meetings and Staycation marketing campaign efforts.

Launched September 1st and as of September 24th

- Staycations Campaign:
- Almost 900,000 impressions
- Over 15,000 site visitors
- Over 4,600 hotel referrals (to book)
- Meeting-Sales Campaign
- 510,000 impressions
- Nearly 4,600 sessions (site visitors who interact with the page)
- Generated 23 contacts (3 RFP clicks and 20 calls)

Lindsey shared special recognition for Board member Jacky Knox with his retirement from DCURD. He noted Knox's 17 years of service with Irving Rotary and expressed his appreciation for his service and support on the ICVB Board. Knox reflected on the history of Las Colinas and Ben Carpenter's vision. Mayor Rick Stopfer offered his congratulations.

Lindsey noted the next Executive Committee meeting is scheduled on October 23 as a Special Board meeting for the ICVB Executive Director performance evaluation. The location will be communicated once decision is made for in-person meeting possibility with video conference.

BOARD AND BUSINESS DEVELOPMENT

Committee Chair Haacke thanked everyone for their support of the Individual Consideration recommendations. The Committee will communicate to the Board of official appointment announcements. The next meeting is scheduled for December 4 and everyone is welcome to attend.

COMMUNITY ENGAGEMENT

Committee Chair Bourgeois reported the next Committee meeting is scheduled for October 13 and will be held by video conference. Topics on the agenda include Irving Hospitality Industry Annual Meeting, Spirit Awards and National Travel and Tourism Week initiatives.

DESTINATION DEVELOPMENT

Committee Chair Greg Malcom reported the next Committee meeting is tentatively scheduled for November 13.

CITY REPORTS

Mayor Rick Stopfer reported:

- Real Estate industry is predicting 2023 before starting to see things in the industry as before and the pandemic has changed how buildings are being leased and utilized.
- City budget passed and helps make funds available to do things in anticipation of "business as normal".
- City has kept its Triple A rating.
- It is a balanced budget; tax rate stayed the same and will continue with infrastructure improvements.
- Working on grants for recreational Centers and trails and police and fire department expansions.
- Federal, State and County governments working for more CARES Act dollars for healthcare, job, and housing assistance.
- Governor Abbott rolled out a new program and Stopfer thanked the City staff for finding ways to
 utilize those dollars. Small businesses and restaurants are being challenged more than ever and
 the City will continue to open businesses and adhere to the guidelines. Guidelines need to be
 taken seriously by everyone to avoid another total shutdown.
- Irving Arts Center took the opportunity to operate in these times and held Texas Tenors concert.
- Continue to build the infrastructure with the Road to the Future project, water and sewer projects and road improvements. As business comes back and community grows, it is important to have a proper infrastructure.
- Water tank in Las Colinas undergoing remodel.
- The Signature Bridge at the Texas Stadium/Diamond Interchange are will be completed by the end of 2020 both walking and automotive.
- Stopfer asked everyone to complete the census and reminded the group early voting begins on October 13.

Councilman Oscar Ward gave a shout out to City Manager Chris Hillman for his efforts above and beyond to help a small business owner – Minuteman Press. He noted the challenge for Boards and Commissions appointments by Council, including the four ICVB Board openings and 31 applications received.

City Manager Chris Hillman reported:

- City has paid \$442 million to the State in taxes, which is four times the amount of property taxes collected from residents and businesses.
- City has maintained their Triple A rating again from both Moody's and Standard & Poor's, which
 equates to a 1.21% interest rate versus last year's 2.09% and saves \$700,000 a year in interest
 payments. He noted the great work from the City Finance team and City Council to set up good
 structure and management.
- The City has refinanced debt in the last five years and saved \$88 million in interest.
- Working on the special events plaza on Las Colinas Blvd. that has a great view of the lake and is a beautiful addition to the Urban Center.
- Also working on the Heritage Park addition and another amphitheater there.
- Recreational Centers are starting to open along with school openings.
- Libraries are currently open.
- First floor of City Hall will be open for drop-in service.
- Housing program has been expanded through CARES Act funding to allow for more qualifications.

- Expansion of Georgia Farrow Recreation Center underway.
- CARES Act funding to City Council for direction in moving funds from housing to business in order to help cover franchisees.
- Special event: Eerie Irving celebration at Trinity View drive through event on October 24.

MANAGEMENT AND STAFF

Gast reported the ICVB staff continues to work remote and doing their best with limited resources. Focus on importance of keeping the pipeline primed with site inspections have continued and seeing some future year bookings.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Sales team trying to keep the pipeline full.
- Attending some virtual tradeshows and fortunate they are offering free services for suppliers.
- MPI World Education Conference is rescheduled as a hybrid event in November, with 700 people attending in person and a virtual tradeshow. ICVB sales attending in person event in Grapevine this year.
- A Status Change Due to COVID-19 report/graph is included in the packet:
 - o Rescheduled meetings keep getting smaller.
 - Rescheduled meetings for this Fall are not canceling.
- ICVB Sales team is working with ICC team on rebookings with hotel room blocks and still holding site inspections.
- Hurricane relief efforts did show evacuees in two hotels and stays were included in Hotel Occupancy Tax collections.
 - The initial 1,500 room block was extended but will not see benefit until after the fact; based on pick-up report. Will have a better idea of numbers to report next month.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Traffic to both websites also rose slightly from the previous month with 27,865 sessions on the Visit Irving site and 1,710 sessions on the Irving Convention Center site. ICC traffic driven by attendees and events.
- Website traffic continues to perform well relative to the industry. While the CVB did experience a small YTD decline of -7.6% in 2020 compared to 2019, the industry shows a YTD difference of 24.15%.
- Blog traffic shows a slight increase of 93% increase year-over-year.
- There were 18 blog posts in August and nearly 50,000-page views year-to-date.
- An eblast communication to industry partners was sent on August 18 with an Open Rate of 38%, compared to 15-25% considered a good rate.
- Also included in packet:
- Omni Renovation article
- Texican Court hotel review article
- Ad samples, Safe Meetings/Staycations Campaign the campaign allows marketing testing in realtime.
- Visit Irving social media statistics
- Irving Convention Center social media statistics

Pfaff thanked City staff and Gast for their efforts and hard work on the CARES Act funding. With the additional funding in September, the ICVB received the highest amount of traffic ever with 45 web sessions. She gave a shout out to Cooperstein for her blog post and rave blog reviews. Haacke complimented the Marketing and Communications teams for the Visit Irving website changes and information presented there. Content is clear and well done in the support of local hotels and restaurant destinations. She encouraged everyone to view the site.

In response to a que4stion from Philipp, Fojtasek replied the sales inquiries from the website are entered as a lead in the ICVB system and traced for future contact in emails, calls and invitations to familiarization visits. If desired, there is an opt out feature.

Assistant Executive Director Susan Rose reported:

The STR Report for July and August are included in the packet.

Irving Hotels August 2020 AirBNB:

- 420 available listings, which is a 2.5% increase over last year.
- Average Daily Rate is \$187.08, down 12%.
- Occupancy is 58.1%, slight decrease compared to last year.

Hotel Comparison set August 2020 AirBNB:

- Average Daily Rate is \$99.20, an increase of 9.69% from last year.
- Occupancy is 57.9%, increase of 3.44%.
- Short-term rental information from the City will be added to this report next fiscal year.

The Administration Team is working on meeting year-end financial deadlines, updating the Board and Staff portals, Munis HR and Payroll component training and calling hotel properties for updates for data input, and continue to see an uptick in the Tour Texas collateral requests.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- In the process of closing out the year with the audit process.
- Positive outlook from financial standpoint, considering the circumstances and strong first six months of the fiscal year.
- Moving \$500,000 out of Capital Improvements into the Operating Account.
- Over the past six months have cut approximately \$1 million in expenses.
- Expense cuts and savings from furloughs, renegotiated contracts, and general expense cuts.
- Total event income for August consists of the rental, concessions, and electrical
- for the Battle of Texas, IPD Civil Service Exam and Stage 3 Agency Photoshoot.
- There were two adjustments for Focus North Texas and Atos.
- Due to COVID-19, we had a total of eleven groups that either canceled or
- postponed. These events would have generated a minimum of \$298,015.
- Other operating income consists of August's Westin garage rent and Enterprise's
- rent minus expenses for the south garage
- Indirect expenses were under budget for the month.
- Overall, the ICC missed the budget target by \$82,559.
- Challenge will be to balance out and adjust next year's budget.
- Continue to review processes and reopening procedures and use smaller events to evaluate successes or adjustments.

- Zest Fest event is still on the books for January 2021 at the ICC.
- Staff that has not been furloughed have come in to assist with events and doing a tremendous job.
- All events now and in the future will fill out an operational plan explaining their COVID protocols and compare with the ASM plan and are approved with ASM Corporate office.

Director of Sales Matt Tungett reported:

- Working on filling in the pipeline and looking for short-term business to convey message that building is open.
- Body Building event was held in August with a good social distance plan and no issues reported. They will return in December and a possibility for a second event.
- First major event in the building was a large QuikTrip program with 800 people in a.m. event and flipped for a second p.m. event for 800 people. Event was social distanced and used the entire Exhibit Hall with boxed and prepacked meals, bottled water in place of coffee/tea station. Disposables worked well and client was very pleased. They may book another program in first quarter of 2021 on a smaller scale for 200 people.
- November has a body building event and home design association event on the calendar.

In response to a question from Board member Mike Rilley, Meehan replied the required client operational plans is an ASM Corporate initiative and any plan must be approved before a contract is signed.

TOYOTA MUSIC FACTORY / LIVE NATION

Board member Mike Rilley reported:

- September will be the busiest month with a women's ministry event for 400 people on a Friday and 400 people on Saturday.
- Several smaller events will be held in the next couple of months.
- Hoping to salvage the fourth quarter 2019-20.
- Continue to look at opportunities that artists may have for working in a reduced capacity event.

HOTEL INDUSTRY

Malcolm reported on the STR Report:

For Irving hotels in August 2020:

- Occupancy is 39.7%, down 46.7% from previous year.
- Weekend business is strong at 43.2% Occupancy
- Average Daily Rate is \$74.62, down 28.9%

Hilton Garden Inn DFW South reports:

- September shows 36% Occupancy, 4.5% ahead of August.
- Hotel did not receive any hurricane evacuees
- See slightly more corporate travel and small meeting business
- Hotel is working with skeleton crew and budget.

Board member Kim Limon reported:

Hampton Inn Irving/Las Colinas:

- Occupancy is 23.7%, down 10.3T over last year.
- Average Daily Rate \$65.19, down 12.4%
- RevPAR 15.42, down 21.4%

- September is doing better with Occupancy reporting 31.14% and Average Daily Rate \$64.26.
- Property is showing more leisure business and some corporate travel.
- Testing a breakfast grab and go box.

RESTAURANT INDUSTRY

Gast shared Jam and Toast Restaurant has secured a lease on a second location at MacArthur Blvd and Hwy 114 in the vacant Smash Burger location. The landlord has worked with them and they are now under pressure to open quickly. Soft opening is planned for October. It is a sign of positive news for the local restaurant industry.

DCURD

Dallas Burke, representing Jacky Knox reported:

Burke added his congratulations to Knox on his retirement.

- Continuing to work on the back-up generator project. The project will ensure power to the pump station on Lake Carolyn. It is a \$10 million infrastructure project and equipment is being installed.
- Almost five inches of rain was reported for the month and 100 million gallons of water has been pumped out of the waterways.
- Annual clean up project has removed forty tons of waterway debris year-to-date.
- Wrapping up project Storm Water along Quail Creek.
- Flood Control I pumped over 32 million gallons of water.
- Wrapped up an Army Corps of Engineers project to rehabilitate the levee and received FEMA Levee Certification, which is tremendous news.
- Flood Control III pumped over 200 million gallons of water, three tons of debris and 34 tons of debris for the fiscal year.
- Wrapping up multi-year project and in the final phase of Ledbetter Cowboys Canal wall repair and broken storm drains. A \$4.5 million investment and will be completed shortly.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- LCA has started their budget process.
- Changing common color throughout the community and over half of the Las Colinas holiday lighting has been installed.
- Office Al Fresco event at Texas Lottery Plaza on October 8. Anticipating 150 people with two sessions; 9:00 a.m. 1:00 p.m. and 1:00 p.m. 5:00 p.m. Free beverages and snacks for participants, keynote speaker, headshot photographer and yoga are planned throughout the day.
- Hosting a drive-in movie presenting "Coco" at North Lake College confirmed dates to be announced at later - either October 24 or 30. Working on having symphony music played to the movie.
- In the process of designing a new park in connection with DCURD.
- Dog Park is under construction with revised scheduled. Completion expected in December.
- Finalizing bids and implementing a bike program in the Urban Center.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman reported:

Economic Development had solid year of successes with 22 project wins, 11 recruitments, 11 retention and expansion projects, representing 11,500 jobs, over \$486 million in capital

investment and 5.8 million commercial property space. Incredible wins amidst the challenges this year.

- The Chamber team is working remotely and connecting with customers digitally and reporting 110 projects and 18% of them are corporate headquarters.
- Unemployment rates decreased to 6.9%, down 1% from July, Texas reporting 6.8% and nationally at 8.4%.
- July shows 70% of the workforce is furloughed.
- Chamber Changemaker Signature program in July was a great opportunity for candid conversations. Next program is scheduled for October 21 at 9 a.m. on Federal Policy Relations with Congressman Marc Veasey.
- Chamber Annual meeting on October 29 will be a virtual meeting and celebrating Chairman David Pfaff's successes and will hear from the new Chamber Chair and vision for 2021.
- Chamber recently announced the return of Irving Share Tank program, a philanthropic education program that matches businesses that want to improve the community, with nonprofits that administer services in Irving. Applicants must register by September 28 to receive and application which are due October 12.
- Business Industry call with Dallas County Judge Clay Jenkins on Wednesday, September 30.
- Chamber Coffee Break scheduled for October 7.
- Chamber Five Star Business Mixer will be held on October 27 with Whiskey Cake Las Colinas.

IRVING ARTS CENTER

Executive Director Todd Hawkins reported:

Irving Arts Center:

- Celebrating Hispanic Heritage Month in October.
- Hosted Irving Symphony Orchestra and Texas Tenors concerts for three successful concerts. Inperson concert and a streaming option with successful social distancing and protocols
- October 1 JumpStart Bilingual Stories and Art (Featuring the Art & Stories of Yuyi Morales).
- October 3-10 "Dear Elizabeth" streaming online with registration.
- October 11 New Philharmonic of Irving.
- October 14 Artist Talk: Yuyi Morales at 6:00pm calling in from Mexico.
- October 17 Las Colinas Symphony Orchestra performance.
- October 17 Irving Black Arts Council performance.
- Each group asked to submit social distance plan.

Irving Arts Museum:

- Preparing for traveling exhibit "Apron Stings": Call for entry community asked to submit aprons that have a community story.
- Museum slated to open in October.
- Texans for the Arts –October 14 Hotel Occupancy Tax Toolkit Launch October 14. Invitation will be sent out to ICVB Board members.
- Upcoming City Council Presentations Bear Creek Assessment and Work Plan on October 22 Work Session.

Hawkins reported the Irving Arts Center and Archives Museum were funded as a destination but built as a community asset. Hawkins has recorded a "Welcome" video to welcome patrons back. The video has received a lot of attention and will become a model for the country and Hawkins has been asked to

participate in panels and write blog posts about the successes in reopening. Lindsey congratulated Hawkins on a great job for the recent Arts events and the video recognition.

UNIVERSITY OF DALLAS

Gast reporting for Board member Jason Trujillo:

With 1,497 tests performed in Irving and another 78 in Rome, UD has registered 8 total COVID cases in the past three months. Five have recovered. Of the three "active" cases, two are students who are not Irving on campus, one is an employee who is recovering at home.

Lindsey adjourned the meeting at 1:19 p.m.

Maura Slee Just

Respectfully submitted,

Maura Allen Gast, FCDME

Executive Director



MINUTES

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS – SPECIAL MEETING IRVING CONVENTION CENTER AND ZOOM Friday, October 23, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bettis, Bob Bourgeois, Beth Bowman, David Cole, Debbi Haacke, Julia Kang, Clem Lear, Greg Malcolm and Joe Philipp – Board Members; Maura Gast, and Susan Rose – ICVB; William Mahoney – Guest.

Board Chair Rick Lindsey called the meeting to order at 9:01 a.m. and inquired if there were any citizens that would like to make a comment on any subject on the agenda. There were none.

Lindsey asked for a moment of silence for Reverend J. Don George.

Maura Slee Just

Discussion was held on the Community Engagement Committee High Spirited Citizen recommendation of Richard Stewart. Committee Chair Bob Bourgeois shared the biography and made a motion to accept the nomination. With a second from Board member Clem Lear and no opposed, the motion passed unanimously.

At this time, the meeting went into Executive Session at 9:04 a.m. to discuss personnel matters.

At 11:10 a.m., the Board adjourned from Executive Session and re-entered the Open Meeting. With no further discussion, Lindsey adjourned the meeting at 11:11 a.m.

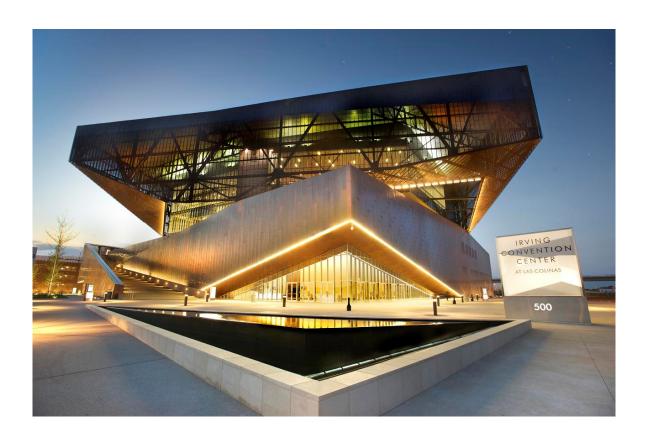
Respectfully submitted,

Maura Allen Gast, FCDME

Executive Director







Date Distributed: November 9, 2020

Monthly Financial Summary

For Period Ending September 30, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	183,185	77,985	38,650	80,100	101,125	112,619	2,000	32,000	1,500	9,900	8,750	28,025	675,838
Service Income	77,389	12,540	19,135	49,059	133,783	30,892	(400)	-	-	2,480	3,240	(1,753)	326,365
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189,282)	(45,059)	(3,566)	-	(1,333)	(6,138)	(3,736)	(3,017)	(562,354)
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	98,452	(1,966)	32,000	167	6,242	8,254	23,255	439,849
Ancillary Income													
F & B Concessions	24,866	6,231	10,154	12,039	27,561	18,115	1,842	-	-	844	(56)	-	101,598
F & B Catering	605,052	150,709	235,426	794,222	541,888	62,432	(12,288)	-	6,481	-	(429)	86,905	2,470,398
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	25,741	-	-	-	2,003	-	1,310	159,100
Electrical Services	12,365	4,750	5,220	6,790	16,600	29,880	(390)	_	-	1,750	300	· -	77,265
Audio Visual	347	(0)	(896)	997	(564)	(1,441)	(1,353)	_	4,189	, -	(4,189)	_	(2,910)
Internet Services	-	(595)		350	1,207	1,450	-	_	, -	-	-	_	2,412
Total Ancillary Income	689,040	174,003	263,008	836,069	622,645	136,177	(12,189)	-	10,670	4,598	(4,374)	88,215	2,807,863
Total Event Income	816,385	228,690	285,677	859,188	668,271	234,629	(14,155)	32,000	10,837	10,839	3,880	111,470	3,247,713
Other Operating Income	95,000	26,741	24,454	97,002	72,215	158,883	42,448	12,665	21,762	21,849	21,492	24,746	619,257
ICVB Operating Subsidy			348,000			350,000			348,750	167,000	167,000	514,250	1,895,000
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	743,512	28,293	44,665	381,350	199,689	192,372	650,466	5,761,969
Operating Expenses													
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	191,036	141,299	132,652	127,809	131,156	132,888	131,987	2,075,441
Benefits	70,845	68,953	59,915	67,392	62,476	60,164	66,167	59,641	58,581	60,808	60,441	125,952	821,336
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(6,308)	00,107	33,041	38,381	00,808	(210)	(1,723)	(95,534)
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	244,892	207,466	192,293	186,390	191,964	193,119	256,216	2,801,242
Contracted Services	56,602	52,476	61,359	57,942	52,715	59,282	44,036	43,400	41,316	44,117	40,795	42,472	596,512
General and Administrative	91,072	29,306	36,616	98,275	44,210	39,282	14,650	19,041	13,232	10,903	22,377	61,242	480,892
Operations	65,204	40,269	31,883	40,909	51,535	41,253	12,032	9,425	15,539	15,727	19,568	30,644	373,990
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	48,468	32,908	23,295	24,727	31,136	27,915	34,168	442,261
	10,646	31,569	11,001	21,278	13,178	21,170	4,126	23,293	24,727	7,127	1,023	1,300	126,930
Supplies	23,137	8,501			6,587					8,424	6,036		
Insurance Utilities	23,137 48,248	39,696	6,489 38,576	7,544 43,396	6,587 42,077	7,544 38,500	7,544 37,314	5,658 38,501	6,915 42,350	8,424 46,716	35,007	6,146 40,157	100,524 490,536
Other	48,248	39,096		43,396		38,500	,				,		
		20.542	34	- 02.042	835		12,057	(2,113)	(8,534)	(5,941)	(3,102)	(1,399)	(8,157)
ASM Global Management Fees Total Operating Expenses	67,946 700,393	29,543 538,092	36,621 527,119	83,042 670,582	68,803 561,488	22,223 523,300	311 372,444	12,900 344,412	13,829 338,264	13,080 363,253	12,962 355,700	38,626 509,572	399,886 5,804,615
	·												
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	178,998	220,212	(344,151)	(299,747)	43,086	(163,564)	(163,328)	140,894	(42,646)

<u>6)</u> (1,895,000) (1,937,646)

Budget Forecast Comparison by Month

_	(35,141)	(11,028)	22,219	120,452	49,708	(1,101,217)	(949,296)	(979,856)	(665,840)	(490,675)	(72,426)	(42,646)
	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010

IRVING CONVENTION CENTER/SMG Financial Statements Monthly Highlights For the Month Ending September 30, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	2,520	7,000	(4,480)	13,654
Events	2	4	(2)	25
Event Days	3	13	(10)	41
Direct Event Income	23,255	92,000	(68,745)	79,856
Ancillary Income	88,215	271,650	(183,435)	358,501
Total Event Income	111,470	363,650	(252,180)	438,357
Other Operating Income	24,746	75,000	(50,254)	57,268
Adjusted Gross Income	136,216	438,650	(302,434)	495,625
Indirect Expenses	(509,572)	(729,047)	219,475	(730,268)
Net Income (Loss) From Operations	(373,356)	(290,397)	(82,959)	(234,643)

Financial Statements Year to Date Highlights For the Twelve Months Ending September 30, 2020

Attendance Events	Year to Date Actual 109,179 138	Year to Date Budget 154,514 131	Variance (45,335)	Prior YTD Actual 264,835 241
Event Days	237	283	(46)	427
Direct Event Income	439,853	1,033,725	(593,872)	1,043,510
Ancillary Income	2,807,863	3,726,375	(918,512)	3,920,307
Total Event Income	3,247,716	4,760,100	(1,512,384) (90,746)	4,963,817
Other Operating Income	619,254	710,000		500,334
Adjusted Gross Income	3,866,970	5,470,100	(1,603,130)	5,464,151
Indirect Expenses	(5,804,607)	(6,865,098)	1,060,491	(6,545,109)
Net Income (Loss) From Operations	(1,937,637)	(1,394,998)	(542,639)	(1,080,958)

Balance Sheet September 30, 2020

ASSETS

	ASSE 15			
Current Assets				
Cash	\$	1,126,008		
Accounts Receivable		176,135		
Prepaid Assets		23,421		
Inventory		58,394		
Total Current Assets				1,383,958
Total Assets			\$	1,383,958
LIABI	LITIES ANI	D EQUITY		
Current Liabilities				
Accounts Payable	\$	289,129		
Accrued Expenses		357,409		
Deferred Income		0		
Advance Ticket Sales/Deposits		737,416		
Other Current Liabilities	_	0		
Total Current Liabilities				1,383,954
Long-Term Liabilities				
Long Term Liabilites		0		
Total Long-Term Liabilities				0
Total Liabilities				1,383,954
Equity				
Net Funds Received		13,140,427		
Retained Earnings		(11,202,786)		
Net Income (Loss)		(1,937,637)		
Total Equity				4
Total Liabilities & Equity			\$	1,383,958

Income Statement
For the Twelve Months Ending September 30, 2020

	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	28,025	120,000	(91,975)	675,839	1,350,000	(674,161)	1,359,744
Service Revenue	(1,753)	32,000	(33,753)	326,361	503,725	(177,364)	852,639
Service Expenses	(3,017)	(60,000)	56,983	(562,347)	(820,000)	257,653	(1,168,873)
Total Direct Event In	23,255	92,000	(68,745)	439,853	1,033,725	(593,872)	1,043,510
Ancillary Income							
F & B Concessions	0	16,000	(16,000)	101,602	184,500	(82,898)	178,917
F & B Catering	86,905	215,650	(128,745)	2,470,393	3,119,513	(649,120)	3,269,259
Parking	1,310	20,500	(19,190)	159,103	251,662	(92,559)	254,495
Electrical Services	0	17,000	(17,000)	77,265	155,000	(77,735)	184,077
Audio Visual	0	0	0	(2,912)	0	(2,912)	25,585
Internet Services	0	2,500	(2,500)	2,412	15,700	(13,288)	7,974
Total Ancillary Inco	88,215	271,650	(183,435)	2,807,863	3,726,375	(918,512)	3,920,307
Total Event Income	111,470	363,650	(252,180)	3,247,716	4,760,100	(1,512,384)	4,963,817
OTHER OPERATING	G INCOME						
Other Income	24,746	75,000	(50,254)	619,254	710,000	(90,746)	500,334
Total Other Operatin	24,746	75,000	(50,254)	619,254	710,000	(90,746)	500,334
Adjusted Gross Inco	136,216	438,650	(302,434)	3,866,970	5,470,100	(1,603,130)	5,464,151
INDIRECT EXPENSE	ES						
Salaries & Wages	131,987	226,737	94,750	2,075,442	2,720,932	645,490	2,589,384
Payroll Taxes & Ben	125,952	182,847	56,895	821,324	940,087	118,763	860,746
Labor Allocations to	(1,723)	(49,730)	(48,007)	(95,534)	(596,760)	(501,226)	(586,069)
Net Salaries and Ben	256,216	359,854	103,638	2,801,232	3,064,259	263,027	2,864,061
Contracted Services	42,472	62,090	19,618	596,508	745,080	148,572	747,264
General and Adminis	61,242	93,734	32,492	480,897	606,732	125,835	586,237
Operating	30,644	45,739	15,095	373,990	549,000	175,010	496,004
Repairs & Maintenan	34,168	47,312	13,144	442,259	574,200	131,941	558,782
Operational Supplies	1,300	30,445	29,145	126,929	247,450	120,521	236,678
Insurance	6,146	8,337	2,191	100,524	100,000	(524)	86,152
Utilities	40,157	45,212	5,055	491,413	542,500	51,087	538,099
Other	(1,399)	0	1,399	(9,031)	0	9,031	0
ASM Management F	38,626	36,324	(2,302)	399,886	435,877	35,991	431,832
Total Indirect Expens	509,572	729,047	219,475	5,804,607	6,865,098	1,060,491	6,545,109

Income Statement
For the Twelve Months Ending September 30, 2020

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	(373,356)	(290,397)	(82,959)	(1,937,637)	(1,394,998)	(542,639)	(1,080,958)

	September 2020								
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday			
30	31	1	2	3	4	5			
Wresting in Exhibit Hall									
6	7 Labor Day	8 The VenueOps Novemb	per 2020 update is here! VIE	W DISMISS	11	12			
		QuikTrip QuikTrip				Irving Fire Fighters Exam City of Irving Fire Department			
		Definite			Board & Business Development	Definite			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
					ICVB Executive Committee Me				
27	28	29	30	1	2	3			
					ASUG ASUG Definite				

11/10/2020 1/1

FINANCIAL STATEMENTS

September 30, 2020 and 2019

FINANCIAL STATEMENTS September 30, 2020 and 2019

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INDEPENDENT AUDITOR'S REPORT

Management of the Irving Convention Center and SMG Management Irving, Texas

Report on the Financial Statements

We have audited the accompanying financial statements of Irving Convention Center ("ICC"), which comprise the statements of assets, liabilities, and equity (deficit) - contractual basis as of September 30, 2020 and 2019, and the related statements of revenues and expenses - contractual basis, changes in equity (deficit) -contractual basis, and cash flows - contractual basis for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the financial reporting provisions of the Management Agreement between SMG and the City of Irving dated June 26, 2014 (the current contract). Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and equity (deficit) of ICC as of September 30, 2020 and 2019, and revenues, expenses, changes in equity (deficit), and cash flows for the years then ended in accordance with the financial reporting provisions of the current contact.

Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared by ICC on the basis of the financial reporting provisions of the current contract, which is a basis of accounting other than accounting principles generally accepted in the United States of America, to comply with the financial reporting provisions of the contract referred to above. Our opinion is not modified with respect to this matter.

Restriction on Use

Our report is intended solely for the information and use of the City of Irving, management of ICC and SMG management and is not intended to be and should not be used by anyone other than these specified parties.

Crowe LLP

Crone SIP

Dallas, Texas November 12, 2020

IRVING CONVENTION CENTER STATEMENTS OF ASSETS, LIABILITIES AND EQUITY (DEFICIT) - CONTRACTUAL BASIS September 30, 2020 and 2019

ASSETS	<u>2020</u>	<u>2019</u>
Current assets Cash Accounts receivable Due from City of Irving Inventories Prepaids	\$ 1,126,008 176,135 42,641 58,394 23,421	\$ 1,214,688 717,134 - 60,182 12,715
Total current assets	<u>\$ 1,426,599</u>	\$ 2,004,719
LIABILITIES AND MEMBER'S EQUITY Current liabilities Accounts payable Accrued expenses Advanced deposits Due to City of Irving Total current liabilities	\$ 331,774 357,409 737,416 - 1,426,599	\$ 298,660 351,782 1,040,239 314,038 2,004,719
Equity (deficit) Contributed capital Deficit Total equity (deficit) Total liabilities and equity	13,140,427 (13,140,427) 	11,202,786 (11,202,786)

IRVING CONVENTION CENTER STATEMENTS OF REVENUES AND EXPENSES - CONTRACTUAL BASIS Years ended September 30, 2020 and 2019

Revenue Rental Food and beverage Parking Ancillary Other Total revenue	\$	2020 1,059,450 3,905,814 159,103 732,545 619,254 6,476,166	\$	2019 2,212,383 5,972,168 254,495 1,183,295 500,334 10,122,675
Departmental expenses Rental expense Food and beverage expense Parking expense Ancillary expense Total direct event expense	_	562,347 1,333,819 19,495 655,780 2,571,441	_	1,168,873 2,523,992 25,142 <u>965,659</u> 4,683,666
Gross operating income		3,904,725		5,439,009
Operating expenses Employee salaries and wages Contracted services General and administrative Operations Repair and maintenance Supplies Insurance Utilities SMG management fees Total operating expenses		2,801,232 567,982 538,141 374,000 442,259 126,929 100,524 491,413 399,886 5,842,366		2,864,061 722,122 538,684 543,952 558,782 236,683 86,152 537,704 431,831 6,519,971
Net loss	\$	(1,937,641)	\$	(1,080,962)

IRVING CONVENTION CENTER STATEMENTS OF CHANGES IN EQUITY (DEFICIT) - CONTRACTUAL BASIS Years ended September 30, 2020 and 2019

Eq	uity, October 1, 2018	\$ -
	Contributed capital	1,395,000
	Remitted capital	(314,038)
	Net loss	(1,080,962)
Eq	uity, September 30, 2019	\$ -
	Contributed capital	1,937,641
	Net loss	 (1,937,641)
Εq	uity, September 30, 2020	\$ <u>-</u>

IRVING CONVENTION CENTER STATEMENTS OF CASH FLOWS - CONTRACTUAL BASIS Years ended September 30, 2020 and 2019

		<u>2020</u>		<u>2019</u>
Cash flows from operating activities				
Net loss	\$	(1,937,641)	\$	(1,080,962)
Adjustments to reconcile net loss to net cash used in				
operations				
(Increase) decrease in assets				
Accounts receivable		540,999		(23,906)
Inventories		1,788		(2,320)
Prepaid		(10,706)		(12,715)
Increase (decrease) in liabilities				
Accounts payable		33,114		(192,741)
Accrued expenses		5,627		105,404
Advance deposits		(302,823)		110,188
Net cash used in operating activities		(1,669,642)		(1,097,052)
Cash flows from financing activities				
Capital contributed by the City of Irving		1,895,000		1,395,000
Capital remitted to the City of Irving		(314,038)		(305,281)
Net cash provided by financing activities	_	1,580,962	_	1,089,719
Net change in cash		(88,680)		(7,333)
Cash at beginning of year	_	1,214,688		1,222,021
Cash at end of year	\$	1,126,008	\$	1,214,688
Non-cash financing activities: Capital due to the City of Irving Capital due from the City of Irving	\$	- 42,641	\$	314,038

NOTE 1 - ORGANIZATION AND OPERATIONS

Organization, Operations and Basis of Accounting: SMG (the Company or Contractor) is organized as a general partnership under the laws of the Commonwealth of Pennsylvania and having its principal place of business at 702 Market Street, Suite 5500, Philadelphia, Pennsylvania 19106. SMG is in the business of private management of public facilities.

On October 1, 2019, SMG and AEG Facilities, a venue management company based in Los Angeles, completed a merger to create ASM Global. ASM Global is headquartered in Los Angeles, California, and has key operations in Coshockton, Pennsylvania.

SMG entered into a management agreement (prior contract) with the City of Irving (the City) to operate and manage the Irving Convention Center (ICC). The prior contract was signed June 28, 2007 and continued through September 30, 2015. Effective October 1, 2015, the new contract (current contract) was signed June 26, 2014, and continues through September 30, 2020, and may be extended for two additional five year periods upon mutual agreement of the parties. SMG is working with the City of Irving and the Irving Convention Visitors Bureau (ICVB) to extend the management agreement. As required by the current and prior contract, the accompanying financial statements only include revenues and expenses on an accrual basis associated with the operation of the ICC. Additionally, the assets and liabilities only relate to the revenues and expenses of the ICC. ICC has no fixed assets, investments or debt as these items are the responsibility of the City of Irving. These financial statements are not intended to represent the revenues and expenses of the Company itself. As a result, contributions from the City towards the operations of the ICC are included in the accompanying financial statements as contributed capital.

Under the current contract signed June 26, 2014, SMG provides day-to-day general management and supervision of all activities at the ICC, including the premises. Management activities include planning marketing, fiscal analysis and budget management, personnel supervision, purchasing and acquisition, facility and equipment rental, contract negotiation and execution, maintenance and all other activities necessary for the general provision of services for ICC activities, including exhibitions, conventions, banquets, trade shows and other similar activities, events and productions. SMG agrees to make every reasonable effort to increase revenue, expand ICC activities, and improve the image of the ICC by aggressive and appropriate marketing analysis and advertising activities in coordination with the City.

The financial statements are prepared in accordance with the financial reporting provisions of the Management Agreement between SMG and the City of Irving under the current contract and these financial statements are not intended to be in accordance with accounting principles generally accepted in the United States of America.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

<u>Cash and Cash Equivalents:</u> For purposes of financial statement presentation and reporting cash flows, all highly liquid investments with original maturities at the date of purchase of three months or less are considered cash equivalents. ICC maintains its cash in bank deposit accounts that may, at times, exceed federally insured limits. ICC has not experienced any losses in such accounts and believes it is not exposed to any significant risk related to deposits in excess of federally insured limits.

<u>Accounts Receivable</u>: The ICC accounts for trade receivables based on the amounts billed to customers and account receivables from the City of Irving for capital expenditures. See Note 8. The ICC does not accrue interest on any of its trade receivables.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Allowance for Doubtful Accounts: The allowance for doubtful accounts is determined by management based on the ICC's historical losses, specific customer circumstances, and general economic conditions. Periodically, management reviews accounts receivable and records an allowance for specific customers based on current circumstances and charges off the receivable against the allowance when all attempts to collect the receivable have failed. There is no allowance for doubtful accounts as of September 30, 2020 and 2019.

<u>Inventories</u>: Inventories, consisting primarily of food and beverage, are stated at the lower of cost or net realizable value. Cost is generally determined by the first-in, first-out method.

<u>Use of Estimates</u>: The preparation of financial statements requires management to make estimates and assumptions that affect the amounts reported in the financial statements. Actual results could differ from those estimates.

Revenue Recognition: Revenue is recognized as services are provided and at the time products are delivered to the customer. The ICC records payments they receive in advance, including up front non-refundable payments, as deferred revenue or advance deposits until they provide the service or deliver the products. Other revenue consists of electrical hookup charges, equipment rentals, audio visual commissions, and several other smaller amounts

Advertising and Marketing Costs: Advertising and marketing costs are expensed as incurred. These costs aggregated \$0 and \$10,356 for the years ended September 30, 2020 and 2019, respectively, and are included in general and administration expenses on the Statements of Revenues and Expenses – Contractual Basis.

<u>Reclassification</u>: Certain prior year amounts in Ancillary Expense have been reclassified to Ancillary Income in order to conform with current year presentation on the statements of revenues and expenses - contractual basis. These reclassifications had no effect on net loss or the total equity (deficit) and are not material to the financial statements.

<u>Income Taxes</u>: ICC is not a taxable entity on a standalone basis. SMG, as contractor, reports its items of income and losses arising from the operation of the ICC directly to its members' operating accounts. Accordingly, no provision for federal or state income tax expense appears on the Statements of Revenues and Expenses – Contractual Basis, and no liability for federal or state income taxes appears on the Statements of Assets, Liabilities and Equity (Deficit) – Contractual Basis.

<u>Risks and Uncertainties:</u> Actual results and outcomes may differ from management's estimates and assumptions due to risks and uncertainties, including uncertainty in the current economic environment due to the outbreak of a novel strain of the coronavirus ("COVID-19"). The ICC has taken additional safety precautions and sanitation protocols to host events. The ICC has seen a significant reduction in revenue during the year ended September 30, 2020 and expects that to continue until there is more confidence in safely holding larger events. As a result, the ICC has furloughed employees, cancelled events, and rescheduled events to a later date.

<u>Subsequent Events</u>: Management has performed an analysis of activities and transactions subsequent to September 30, 2020 to determine the need for any adjustments to and/or disclosures within the financial statements for the year ended September 30, 2020. Management has performed their analysis through November 12, 2020, the date these financial statements were available to be issued.

NOTE 3 - MANAGEMENT FEES

Management fees are computed in accordance with the terms of the Management Agreement between ICC and the City of Irving. The current contract is for the period commencing October 1, 2015 and expiring on September 30, 2020. There are no changes between the prior contract and current contract for management fees other than the commencing and expiration date. The Management fee consists of a base fee, food and beverage fee, and an incentive fee. The base fee has been established as a fixed amount and is payable in equal installments for each accounting period. The base fee is scheduled to increase annually throughout the term of the management agreement, as defined.

The base fee for a twelve month period is \$152,500 and is adjusted upward on the first day of each Fiscal Year by the percentage change in the Consumer Price Index – All Urban Consumer (CPI-U) – U.S. City Average – All Items, per the Bureau of Labor Statistics of the U.S. Department of Labor. The base fee for the years ended September 30, 2020 and 2019 was \$165,877 and \$161,831, respectively.

The food and beverage fee for the years ended September 30, 2020 and 2019 was \$234,009 and \$270,000, respectively. This fee was charged to operations in fiscal years ended September 30, 2020 and 2019.

The amount due to SMG included in accounts payable and accrued expenses at September 30, 2020 and 2019 was \$18,518 and \$0, respectively.

The management fees expense for the years ended September 30 are as follows:

	<u>2020</u>	<u>2019</u>
Base fee Food and beverage incentive fee	\$ 165,877 <u>234,009</u>	\$ 161,831
	<u>\$ 399,886</u>	\$ 431,831

<u>Food and Beverage</u>: SMG shall be entitled to a fee equal to six percent of the gross food and beverage revenues or a maximum of \$270,000.

<u>Incentive Fees</u>: SMG shall be entitled to annual incentive fees during the term of the management agreement. In no event shall the incentive fees exceed one hundred percent (100%) of the base fee for such fiscal year.

SMG shall be entitled to earn a financial incentive fee during each fiscal year, or part thereof, which shall be determined by multiplying thirty percent (30%), the incentive fee percentage, by the amount of improvement in Operating Revenue for such fiscal year over the operating revenue benchmark. In no event shall the financial incentive fee for any fiscal year exceed sixty percent (60%) of the base fee for such fiscal year.

SMG shall be entitled to earn a non-financial incentive fee during each fiscal year, or part thereof, which shall be based upon ICC's performance with respect to the criteria set forth in the management Agreement during such fiscal year. In no event shall the non-financial incentive fee for any fiscal year exceed forty percent (40%) of the base fee for such fiscal year.

For the years ended 2020 and 2019, the Irving Convention Visitors Bureau (ICVB) Board of Directors approved that the incentive fee would be paid directly by the ICVB to SMG rather than passing through ICC; therefore, the incentive fees of \$46,446 and \$161,831, respectively, are not recorded in ICC's financial statements for the fiscal years ended September 30, 2020 and 2019.

(Continued)

NOTE 4 - CONTRIBUTED CAPITAL

The ICVB board of directors approved the 2019-2020 ICC annual budget for \$1,395,000 on June 24, 2019, which was then approved by the City of Irving on September 19, 2019. Due to COVID-19, the ICVB board of directors approved a contribution of emergency operations funding for \$500,000 to the ICC on April 27, 2020, which was then approved by the City of Irving on May 7, 2020.

The City of Irving funds operating deficits based on an approved annual budget negotiated prior to the start of each fiscal year. On June 22, 2020, the ICVB board of directors approved the 2020-2021 ICC annual budget for \$1,395,000, which was then approved by the City of Irving on September 17, 2020.

NOTE 5 - CAPITAL IMPROVEMENTS

The City of Irving will retain the responsibility for capital improvements to the ICC facility; however, the City of Irving is under no obligation to make such improvements. SMG agrees to annually provide to the City of Irving, in accordance with the Contractor's requirements, a schedule of items that the Contractor reasonably anticipates to be necessary capital expenditures. The purpose of such a schedule is to allow the City of Irving to consider such projects for inclusion in future capital budgets.

NOTE 6 - EMPLOYEE BENEFIT PLAN

SMG has established a 401(k) profit sharing plan covering all employees who have completed a one-year period of service. Under this defined contribution plan, SMG may make discretionary matching contributions. The matching contributions made by SMG for the fiscal year ended September 30, 2020 and 2019 were \$33,794 and \$41,378, respectively and are recorded in employee salaries and wages expense in the statements of revenues and expenses - contractual basis.

NOTE 7 - ADVANCE DEPOSITS

Deposits received for event rent, food and beverage minimum, or services are recognized as revenue upon the completion of the related event. Long-term deposits consist of deposits for events that will not be held until the subsequent fiscal year. Should events be canceled prior to the event date, customer deposits are forfeited to SMG according to the following schedule.

On and Hadina Data	A second translation of a first of the state
Cancellation Date	Applicable Forfeited Fee

Less than 6 months prior to date of event	100% of deposit
6 months to 1 year prior to the date of event	60% of deposit
Greater than 1 year prior to date of event	25% of deposit

Due to COVID-19, SMG has amended their cancellation policies. If events cannot be rescheduled for a future date, refunds are granted at 100% of the deposit.

NOTE 8 - RELATED PARTY

SMG has a current contract with the City of Irving through the Irving Convention and Visitors Bureau. Both the City and the Bureau utilize convention services during the course of the year and quite often do so at discounted prices. Total event revenue for the City events totaled \$9,463 and \$8,538 for the years ended September 30, 2020 and 2019, respectively.

Accounts receivable from the City of Irving for capital expenditures included \$117,731 and \$309,578 for the years ended September 30, 2020 and 2019, respectively. As stated in Note 1, the ICC has no fixed assets or capital expenditures and these items are the responsibility of the City of Irving. Also included as a receivable from the Irving Convention and Visitors Bureau is a reimbursement to ICC for IT-related expenses that are performed by a third party. Total reimbursable IT-related expenses totalled \$22,949 and \$0 for the years ended September 30, 2020 and 2019, respectively.



Tom Meehan, General Manager Maura Gast, Executive Director of ICVB SMG Irving Convention Center 500 West Las Colinas Blvd. Irving, TX 75039

Professional standards require that we communicate certain matters to keep you adequately informed about matters related to the financial statement audit that are, in our professional judgment, significant and relevant to your responsibilities in overseeing the financial reporting process. We communicate such matters in this report.

AUDITOR'S RESPONSIBILITY UNDER AUDITING STANDARDS GENERALLY ACCEPTED IN THE UNITED STATES OF AMERICA

Our responsibility is to form and express an opinion about whether the financial statements that have been prepared by management with your oversight are presented fairly, in all material respects, in conformity with the contractual basis as noted in the audit report. The audit of the financial statements does not relieve you of your responsibilities and does not relieve management of their responsibilities. Refer to our engagement letter with the Company for further information on the responsibilities of management and of Crowe LLP.

PLANNED SCOPE AND TIMING OF THE AUDIT

We are to communicate an overview of the planned scope and timing of the audit. Accordingly, the following matters regarding the planned scope and timing of the audit were discussed with you on October 29, 2020.

- How we proposed to address the significant risks of material misstatement, whether due to fraud or error.
- Our approach to internal control relevant to the audit.
- The concept of materiality in planning and executing the audit, focusing on the factors considered rather than on specific thresholds or amounts.
- Where the entity has an internal audit function, the extent to which the auditor will use the work
 of internal audit, and how the external and internal auditors can best work together.
- Your views and knowledge of matters you consider warrant our attention during the audit, as well as your views on:
 - The allocation of responsibilities between you and management.
 - The entity's objectives and strategies, and the related business risks that may result in material misstatements.
 - Significant communications with regulators.
 - Other matters you believe are relevant to the audit of the financial statements.

SIGNIFICANT ACCOUNTING POLICIES AND MANAGEMENT JUDGMENTS AND ACCOUNTING ESTIMATES

Significant Accounting Policies: Those Charged with Governance should be informed of the initial selection of and changes in significant accounting policies or their application. Also, Those Charged with Governance should be aware of methods used to account for significant unusual transactions and the effect of significant accounting policies in controversial or emerging areas where there is a lack of authoritative consensus. We believe management has the primary responsibility to inform Those Charged with Governance about such matters. There were no such accounting changes or significant policies requiring communication.

Management Judgments and Accounting Estimates: Further, accounting estimates are an integral part of the financial statements prepared by management and are based upon management's current judgments. These judgments are based upon knowledge and experience about past and current events and assumptions about future events. Certain estimates are particularly sensitive because of their significance and because of the possibility that future events affecting them may differ markedly from management's current judgments and may be subject to significant change in the near term.

The following describes the significant accounting estimates reflected in the Company's yearend financial statements, the process used by management in formulating these particularly sensitive accounting estimates and the primary basis for our conclusions regarding the reasonableness of those estimates.

Significant Accounting Estimate	Process Used by Management	Basis for Our Conclusions
Allowance for Doubtful Accounts and Bad Debt Expense	The allowance for doubtful accounts was determined by management by a process involving consideration of past experiences, current aging information, information from credit reports, contacts with the customers, and other available data including environmental factors such as industry, geographical, economic and political factors.	We tested this accounting estimate by reviewing, on a test basis, the information listed and by testing information in certain customers' credit files.

AUDITOR'S JUDGMENTS ABOUT QUALITATIVE ASPECTS OF SIGNIFICANT ACCOUNTING PRACTICES

We are to discuss with you our comments about the following matters related to the Company's accounting policies and financial statement disclosures. Accordingly, these matters will be discussed during our meeting with you.it now

- The appropriateness of the accounting policies to the particular circumstances of the entity, considering the need to balance the cost of providing information with the likely benefit to users of the entity's financial statements.
- The overall neutrality, consistency, and clarity of the disclosures in the financial statements.
- The effect of the timing of transactions in relation to the period in which they are recorded.
- The potential effect on the financial statements of significant risks and exposures, and uncertainties that are disclosed in the financial statements.
- The extent to which the financial statements are affected by unusual transactions including nonrecurring amounts recognized during the period, and the extent to which such transactions are separately disclosed in the financial statements.
- The issues involved, and related judgments made, in formulating particularly sensitive financial statement disclosures.
- The factors affecting asset and liability carrying values, including the entity's basis for determining useful lives assigned to tangible and intangible assets.
- The selective correction of misstatements, for example, correcting misstatements with the
 effect of increasing reported earnings, but not those that have the effect of decreasing reported
 earnings.

CORRECTED AND UNCORRECTED MISSTATEMENTS

<u>Corrected Misstatements</u>: We are to inform you of material corrected misstatements that were brought to the attention of management as a result of our audit procedures.

Appendix A Current Year Corrected Entries

					Income Effect
<u>Period</u>	Account Number	Account Name	<u>Debit</u>	<u>Credit</u>	Inc / (Dec)
9/30/2020	CROWE-13000	A/R ICVB	42,641		
	29060-000	CY Funds Received from ICVB		42,641	
Client propos	ed to adjust retained	earnings to account for funds to be provided by t	he ICVB in suppleme	entary funds.	
9/30/2020	80005-810	Base Fee	18,133		(18,133)
	21101-000	Accrued Expenses		18,133	
To properly re	ecord the base fee in	accordance with the SMG management contract.			
9/30/2020	10002-000	Cash - City Operating BOA	53,370		
	21000-000	A/P		53,370	

Through our review of Cash, it was noted that a check that was reported on the bank reconciliation had not been mailed until subsequent to year-end.

<u>Uncorrected Misstatements</u>: We are to inform you of uncorrected misstatements that were aggregated by us during the current engagement and pertaining to the latest and prior period(s) presented that were determined by management to be immaterial, both individually and in the aggregate, to the financial statements taken as a whole. For your consideration, we have distinguished misstatements between known misstatements and likely misstatements.

Appendix B
Current Year Uncorrected Entries

Known / <u>Likely</u>	<u>Period</u>	Account Number	Account Name	<u>Debit</u>	Credit	Income Effect Inc / (Dec)
Known	9/30/2020	12060-000	A/R	57,250		
		31005-701	Room Rental		57,250	57,250
		73030-810	Bad Debt Expense	57,250		(57,250)
		12099-000	Allowance for Doubtful Accts.		57,250	

A receivable was not recorded for a pursued balance in regard to a cancelled event. The event is pending legal action to recover an outstanding balance per the contract. This entry records the amount to accounts receivable, and fully reserves it as the balance does not appear to be fully collectable.

OTHER COMMUNICATIONS

Communication Item	Results
Other Information In Documents Containing	We understand that management has not
Audited Financial Statements	prepared such information to accompany the
Information may be prepared by management	audited financial statements.
that accompanies the financial statements. To	audited ilitariciai staterilerits.
assist your consideration of this information, you	
should know that we are required by audit	
standards to read such information and consider	
whether such information, or the manner of its	
presentation, is materially inconsistent with	
information in the financial statements. If we	
consider the information materially inconsistent	
based on this reading, we are to seek a	
resolution of the matter.	
Significant Difficulties Encountered During	There were no significant difficulties encountered
the Audit	in dealing with management related to the
We are to inform you of any significant difficulties	performance of the audit.
encountered in dealing with management related	portormatice of the addit.
to the performance of the audit.	
Disagreements With Management	During our audit, there were no such
We are to discuss with you any disagreements	disagreements with management.
with management, whether or not satisfactorily	disagreements with management.
resolved, about matters that individually or in the	
aggregate could be significant to the Company's	
financial statements or the auditor's report.	
Consultations With Other Accountants	We are not aware of any instances where
If management consulted with other accountants	We are not aware of any instances where management consulted with other accountants
1	
about auditing and accounting matters, we are to inform you of such consultation, if we are aware	about auditing or accounting matters since no other accountants contacted us, which they are
of it, and provide our views on the significant	required to do by Statement on Auditing
matters that were the subject of such	Standards No. 50, before they provide written or
consultation.	oral advice.
Representations The Auditor Is Requesting	We direct your attention to a copy of the letter of
From Management	management's representation to us provided
We are to provide you with a copy of	separately.
management's requested written representations	ooparatory.
to us.	
Significant Issues Discussed, or Subject to	There were no such significant issues discussed,
Correspondence, With Management	or subject to correspondence, with management.
We are to communicate to you any significant	
issues that were discussed or were the subject of	
correspondence with management.	
Significant Related Party Findings and Issues	There were no such findings or issues that are,
We are to communicate to you significant	in our judgment, significant and relevant to you
findings and issues arising during the audit in	regarding your oversight of the financial reporting
connection with the Company's related parties.	process.
Other Findings or Issues We Find Relevant or	There were no such other findings or issues that
Significant	are, in our judgment, significant and relevant to
We are to communicate to you other findings or	you regarding your oversight of the financial
issues, if any, arising from the audit that are, in	reporting process.
our professional judgment, significant and	
relevant to you regarding your oversight of the	
financial reporting process.	
ilitaticiai reporting process.	

We are pleased to serve your Company as its independent auditors and look forward to our continued relationship. We provide the above information to assist you in performing your oversight responsibilities and would be pleased to discuss this letter or any matters further, should you desire. This letter is intended solely for the information and use of those charged with governance and, if appropriate, management, and is not intended to be and should not be used by anyone other than these specified parties.

Crowe LLP

Crone SIP

Dallas, Texas November 12, 2020



Tom Meehan, General Manager Maura Gast, Executive Director of ICVB SMG Irving Convention Center 500 West Las Colinas Blvd. Irving, TX 75039

In planning and performing our audit of the financial statements of SMG Irving Convention Center ("Company") as of and for the years ended September 30, 2020 and 2019, in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting ("internal control") as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be significant deficiencies or material weaknesses and therefore, there can be no assurance that all deficiencies, significant deficiencies, or material weaknesses have been identified. However, as discussed below, we identified certain matters that we wish to communicate to you. Matters communicated in this letter are classified as follows.

 Deficiency – A control deficiency exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis.

Relate	ed Party Identification	Deficiency
Control Deficiency:	Management should establish a form party relationships and transactions.	al process to identify potential related
Potential Effect:	There is the potential to have incomp party transactions in the financial stat	lete or inaccurate disclosure of related tements.
Recommendation:	It is recommended that management evaluate the existence and complete transactions when reviewing new cus	ness of related party relationships and
	It is also recommended that manager party relationships during the executive	

С	Deficiency	
Control Deficiency:	There was a check dated September October 2020.	30, 2020 but processed and mailed in
Potential Effect:	This transaction should have been ac result there was an adjustment poster and decrease accounts payable.	counted for in October 2020 and as a d by management to increase cash
Recommendation:	It is recommended that management the checks are processed so the cash	properly date checks in the month that neconciliation is accurate.

This communication is intended solely for the information and use of management, and others within the organization, and is not intended to be and should not be used by anyone other than these specified parties.

Crowe LLP

Crone SH

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING





October 23, 2020

MEMORANDUM

TO: City of Irving/Human Resources

RE: REINSTATEMENT OF PRIOR PAY PLUS MERIT INCREASE – Maura Gast, ICVB Executive Director

FR: Rick Lindsey,

Chair, ICVB Board of Directors

CC: Maura Gast, FCDME

During a special meeting today for the purpose of conducting the Performance Evaluation of the ICVB Executive Director, the Board of Directors approved on a 9-1 vote a 3.5% Merit Increase for Maura Gast. This is to go into effect with her hiring anniversary date, which is now, and should also be added to her prior salary level when it is reinstated as of November 29, 2020.

Please allow this letter to serve as documentation to the supporting City of Irving paperwork to implement the Merit Increase on her current reduced salary level, and to restore her to her prior salary level with the 3.5% Merit Increase reflected as well. This has been noted on the "Other" section of the P-4 forms.

If you have questions or concerns, please reach out to me through Maura and she will be happy to coordinate a call or a digital meeting.



May 21, 2020

MEMORANDUM

TO: City of Irving/Human Resources

RE: Temporary Pay Reduction – Maura Gast, ICVB Executive Director

FR: Rick Lindsey,

Chair, ICVB Board of Directors

CC: Maura Gast, FCDME

After a series of discussions by the Irving Convention and Visitors Bureau Board of Directors (April 13 Executive Committee Meeting, April 27 Board of Directors Meeting, May 15 Executive Committee and May 18 Board of Directors Meeting), the Board approved action at its May 18 meeting to temporarily reduce the base pay of the Executive Director by 25% for 6 months. This action was taken by the Board in response to the current economic situation that our country is experiencing due to the SARS2 COVID19 pandemic. The decimation of the travel and meeting industry is greatly impacting hotel occupancy tax collections for the City of Irving, the source of funding that provides for the operations of the Convention and Visitors Bureau and the Irving Convention Center.

The Board's actions in no ways reflect on the performance of the Executive Director, Maura Gast. Ms. Gast has continued to provide exceptional and invaluable leadership to our organization during this extraordinarily difficult time; it was Maura's recommendation to the Board that we consider this adjustment to her pay, and while it was a decision that the Board wrestled with, ultimately we voted to approve that recommendation.

Please allow this letter to serve as documentation to the supporting City of Irving paperwork to achieve this Six Month reduction, as there did not appear to be an appropriate category on the necessary form to address this specific situation. The reduction should take take effect beginning with the soonest pay period that it can be accommodated, and will last for six months, unless you receive further or different documentation from the Board.

If you have questions or concerns, please reach out to me through Maura and she will be happy to coordinate a call or a digital meeting.



MEMO

To: Chris Hillman, City Manager

From: Jeff Litchfield, Chief Financial Officer

Date: October 30, 2020

Subject: October, 2020 Sales Tax Collections

As shown in the table below, net collections for October, 2020 were \$5,812,667, a decrease of \$30,041 or 0.51% below budget projections. This is the eleventh month of collections for FY 2019-20. Year-to-date collections are \$2.8 million or 4.49% over budget. The revised annual budget of \$75.63 million is allocated based on a five-year average of monthly collections to smooth out changes in monthly revenues caused by audits and other adjustments.

October sales tax receipts, which are based on August sales, were above prior year collections by \$21,972 or 0.38%. Irving's current period collections prior to audit adjustments are below October 2019 current collections by \$77,359 or 3.9%. Audit adjustments of \$80,066.05 and prior period collections of \$89,102.64 account for non-current collections in October 2020, with only \$81,000 in audit adjustments for October 2019. October 2020 collections include \$44,736.22 in out-of-state internet collections.

	201	19-20 Actual	2019	9-20 Adopted Budget	Difference Amount	Monthly %	YTD %
SALES TAX							
1st Quarter total	\$	20,324,901	\$	18,776,099	\$ 1,548,801	8.25%	
2nd Quarter total		19,332,430		17,819,165	1,513,265	8.49%	
3rd Quarter total		18,062,863		17,946,986	115,877	0.65%	
September		5,640,496		5,819,138	(178,642)	-3.07%	
October		5,812,677		5,842,718	(30,041)	-0.51%	
Total Sales Tax	\$	69,173,366	\$	66,204,105	\$ 2,969,260	- -	4.49%

October receipts (for August sales) were down by 0.51% compared to budget. This was better than the expected decrease of 5.00%. The chart below shows the sales tax receipts of our benchmark cities, with several cities having significantly lower collections than Irving. Dallas collections have been adjusted to remove a \$4.8 million negative audit adjustment in October 2019. With one month of collections remaining in the fiscal year, total sales tax revenues are projected to be up by \$2.3 million or 3.10% for FY 2019-20.

Benchmark Sales Tax Collections

City	Oct 2020	Oct 2019	Change	% Change
Richardson	3,148,732	3,683,332	(534,600)	-14.5%
Dallas	23,350,387	26,016,510	(2,666,123)	-10.2%
Garland	2,316,000	2,456,568	(140,568)	-5.7%
Frisco	7,215,054	7,429,917	(214,862)	-2.9%
Coppell	3,201,508	3,266,852	(65,345)	-2.0%
Fort Worth	13,109,870	13,298,195	(188,324)	-1.4%
Plano	6,337,483	6,427,255	(89,773)	-1.4%
Arlington	9,299,348	9,428,731	(129,384)	-1.4%
Carrollton	3,300,677	3,307,901	(7,225)	-0.2%
Irving	5,812,677	5,790,705	21,972	0.4%
Mesquite	3,537,090	3,435,219	101,872	3.0%
Grand Prairie	5,004,485	4,857,820	146,665	3.0%
Denton	3,167,204	2,955,618	211,587	7.2%
McKinney	5,050,296	4,645,356	404,940	8.7%

This budget includes the sales and mixed beverage tax budgeted for the Entertainment Venue (\$750,000), Economic Development Incentives (\$2,271,000) and the Convention Center Hotel (\$103,730). The table below reflects the revised budget for each fund, actual collections to date, the latest projection of total revenue, and the dollar and percentage change when the projections are compared to the various fund budgets. Economic Development incentive payments are based on collections from the prior year as applied to the various individual incentive agreements.

	201	9-20 Revised Budget	201	9-20 Actual to date	2019-20 Projected	Projected Difference om Budget	%
SALES AND MIXE	D BE	VERAGE TAX				J	
General Fund ED Incentive Fund Ent Venue Fund CC Hotel Fund	\$	72,238,738 2,271,000 750,000 103,730	\$	68,193,952 1,412,608 238,027 59,319	\$ 74,165,168 1,650,000 485,575 60,000	\$ 1,926,430 (621,000) (264,425) (43,730)	2.67% -27.34% -35.26% -42.16%
Total All Funds:	\$	75,363,468	\$	69,903,905	\$ 76,360,743	\$ 997,275	1.31%

Mixed beverage collections are collected quarterly and are budgeted at \$1,200,000 for FY 2019-20. Third quarter collections were \$111,298 which are \$208,692 or 65.22% below revised budget projections. Third quarter mixed beverage collections were below prior year collections by \$214,521 or 65.84%. For the year, mixed beverage collections are projected to be \$315,469 below budget.

JL/bws

City of Irving Sales Tax Revenue 19-20 Actual Collections Compared to Prior Year and Adopted Budget

= Projected Revenue

		Current (Over Prior Year			Current over Adopted Budget				<u>c</u>	Current with Latest Estimate			
	2019-20 Actual	2018-19 Actual	Difference Amount	Monthly %	YTD %	201	9-20 Adopted Budget	Difference Amount	Monthly %	YTD %	2019-20 Adopted Budget	2019-20 Actual/ Estimate	Monthly %	YTD %
SALES TAX December January February	\$ 6,305,381 5,463,928 8,555,592	\$ 5,605,203 5,318,914 8,022,274	\$ 700,178 145,014 533,318	12.49% 2.73% 6.65%	12.49% 7.74% 7.28%	\$	5,363,617 5,322,554 8,089,928	\$ 941,764 141,374 465,663	17.56% 2.66% 5.76%	17.56% 10.14% 8.25%	\$ 5,363,617 5,322,554 8,089,928	\$ 6,305,381 5,463,928 8,555,592	17.56% 2.66% 5.76%	17.56% 10.14% 8.25%
Quarterly total	\$ 20,324,901	\$ 18,946,391	\$ 1,378,509	7.28%		\$	18,776,099	\$ 1,548,801	8.25%		\$18,776,099	\$20,324,901	8.25%	
March April May	\$ 6,807,853 5,888,500 6,636,077	\$ 6,238,797 6,195,556 7,385,021	\$ 569,056 (307,056) (748,945)	9.12% -4.96% -10.14%	7.73% 5.23% 2.30%	\$	5,561,480 5,430,282 6,827,402	\$ 1,246,372 458,218 (191,326)	22.41% 8.44% -2.80%	11.49% 10.93% 8.37%	\$ 5,561,480 5,430,282 6,827,402	\$ 6,807,853 5,888,500 6,636,077	22.41% 8.44% -2.80%	11.49% 10.93% 8.37%
Quarterly total	\$ 19,332,430	\$ 19,819,375	\$ (486,945)	-2.46%		\$	17,819,165	\$ 1,513,265	8.49%		\$17,819,165	\$19,332,430	8.49%	
June July August	\$ 5,463,279 5,683,016 6,916,569	\$ 5,546,303 5,588,047 6,700,848	\$ (83,025) 94,969 215,721	-1.50% 1.70% 3.22%	1.82% 1.81% 1.98%	\$	5,508,862 5,467,107 6,971,017	\$ (45,584) 215,909 (54,448)	-0.83% 3.95% -0.78%	7.16% 6.79% 5.83%	\$ 5,508,862 5,467,107 6,971,017	5,463,279 5,683,016 6,916,569	-0.83% 3.95% -0.78%	7.16% 6.79% 5.83%
Quarterly total	\$ 18,062,863	\$ 17,835,198	\$ 227,665	1.28%		\$	17,946,986	\$ 115,877	0.65%		\$17,946,986	\$18,062,863	0.65%	
September October November	\$ 5,640,496 5,812,677	\$ 6,118,224 5,790,705 7,007,597	\$ (477,728) 21,972	-7.81% 0.38% 0.00%	1.02% 0.97% 0.00%	\$	5,819,138 5,842,718 6,659,363	\$ (178,642) (30,041)	-3.07% -0.51% 0.00%	4.97% 4.49% 0.00%	\$ 5,819,138 5,842,718 6,659,363	5,640,496 5,812,677 6,306,837	-3.07% -0.51% -5.29%	4.97% 4.49% 3.59%
Quarterly total	\$ 11,453,173	\$ 18,916,526	\$ (455,756)	0.00%		\$	18,321,218	\$ (208,683)	0.00%		\$18,321,218	\$17,760,010	-3.06%	
Total Sales Tax	\$ 69,173,366	\$ 75,517,490	\$ 663,473	0.00%		\$	72,863,468	\$ 2,969,260	0.00%		72,863,468	75,480,203	3.59%	
LIQUOR TAX Quarter Ended														
December March June September	\$ 331,314 287,927 111,298	\$ 288,098 281,476 325,819 322,429	\$ 43,216 6,451 (214,521)	15.00% 2.29% -65.84% 0.00%	15.00% 8.72% -18.41% 0.00%	\$	292,112 283,906 319,990 303,992	\$ 39,202 4,021 (208,692)	13.42% 1.42% -65.22% 0.00%	13.42% 7.50% -18.47% 0.00%	\$292,112 283,906 319,990 303,992	\$ 331,314 \$ 287,927 \$ 111,298 150,000	13.42% 1.42% -65.22% -50.66%	13.42% 7.50% -18.47% -39.12%
Total Liquor Tax	\$ 730,539	\$ 1,217,822	\$ (164,854)	0.00%		\$	1,200,000	\$ (165,469)	0.00%		\$1,200,000	\$880,539		
Total Sales & Liquor Tax	\$ 69,903,905	\$ 76,735,312	\$ 498,619	0.00%		\$	74,063,468	\$ 2,803,791	0.00%		74,063,468	76,360,743		103.10%



City Holiday/No Trash Collection

In observance of Thanksgiving, there will be no residential trash, curbside recycling or brush collection Nov. 26-27. In addition, the following facilities will be closed:

Heritage Aquatic Center

- Irving Arts Center
- North Lake Natatorium Recreation Centers
- Hunter Ferrell Landfill Irving Animal Care Campus (IACC)
 - Libraries

The Hunter Ferrell Landfill will be open Nov. 28-29. Irving Arts Center will be closed Nov. 28, and the box office and galleries will be open Nov. 29. The IACC will be open Nov. 28. Visit CityofIrving.org for more information. All other reopened offices and services will resume normal business hours Monday, Nov. 30. ■



Irving Arts Center galleries are open. Tickets are available for performances in-person at a reduced capacity and also for live-stream.

IRVING 20ll Cityoflrving.org NOVEMBER 2020 / VOL 27 / NO 11





Irving Begins to Slowly Reopen Select City Facilities

Note: The information below is subject to change anytime as new information and resources become available.

The City of Irving is slowly reopening city facilities, including select libraries and recreation centers, as well as the first-floor of City Hall. Following recent health and safety guidelines issued by the state and county, residents are encouraged to practice 6 feet of social distancing, wear face coverings, and disinfect and wash hands regularly when visiting reopened city facilities.

The city will continue to follow and monitor all state and county health guidelines.

Irving City Hall is open for limited business with modifications in place to keep individuals safe. Upon entering City Hall, 825 W. Irving Blvd., Irving Fire Department medical personnel will screen all visitors as a safety precaution. All visitors are encouraged to follow Centers for Disease Control and Prevention guidelines.

All public business will be conducted at tables located in the first floor lobby of City Hall. Several city departments are available to assist visitors with various needs, including Inspections, Permitting, Code Enforcement and Water Utilities.

Additionally, Customer Service is open to accept utility bill payments, as well as sell trash and recycling bags. Blue recycling bags are also available at area retailers and online. Residents also can conduct online business and make online payments at CityofIrving.org/Pay.



Irving Public Library

Select Irving libraries have reopened for browsing and checking out items; use of public computers; and fax, scan and printing services. Libraries will temporarily close throughout the day to clean and disinfect common areas.

Library hours of operation are 10 a.m. to 7 p.m. Monday through Thursday; 10 a.m. to 6 p.m. Friday and Saturday.

Reopened library locations:

- South Irving Library, 601 Schulze Drive, (972) 721-2606
- Valley Ranch Library, 401 Cimarron Trail, (972) 721-
- West Irving Library, 4444 W. Rochelle Road, (972) 721-2691

Residents can continue to use the library's IPL Express Curbside and drive-thru services.

Activity areas, tables and seating, study, meeting and magazine rooms are unavailable at this time. For updates and changes, follow the library's Facebook and Twitter pages @IrvingLibrary.

Irving Parks and Recreation

Last month, select Irving recreation centers reopened with new hours of operation and 50% maximum occupancy. Facilities are cleaned and disinfected twice a day. Upon entering, staff will take temperatures at the door, and visitors should not use the facilities if feeling unwell. Centers are available for Irving residents only.

These recreation center locations are open 11 a.m. to 8 p.m. Monday through Friday; 9 a.m. to 5 p.m. Saturday:

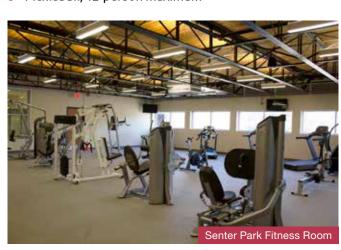
- Cimarron Park Recreation Center, 201 Red River Trail, (972) 910-0702
- Lee Park Recreation Center, 3000 Pamela Drive, (972) 721-2508
- Mustang Park Recreation Center, 2223 Kinwest Parkway, (972) 556-1334
- Northwest Park Recreation Center, 2800 Cheyenne St., (972) 721-2529
- Senter Park Recreation Center, 901 S. Senter Road, (972) 721-2641

The Georgia Farrow Recreation Center is closed due to renovations.

Lively Pointe Youth Center, 909 N. O'Connor Road, is open 9 a.m. to 7 p.m. Monday through Friday; 1 to 5 p.m. Saturday. The Heritage Senior Center, 200 S. Jefferson St., remains closed until further notice.

Residents are required to reserve a time to participate in the recreation centers' activities, programs or fitness rooms. Reservations can be made at CityofIrving.org/ IrvingRec. Available activities include:

- Fitness rooms, available for one-hour increments, with
- a 10-person maximum occupancy Racquetball, four-person maximum per court
- Badminton, 12-participant maximum
- Pickleball, 12-person maximum



The Irving Parks and Recreation After-School Program is open. The cost for one child is \$20 per week or \$120 for six weeks.

Additional openings include Irving parks and trails, park pavilion rentals for residents only, and athletic practice field rentals.

Currently, all free play activities, aquatics centers, building rentals, and recreation locker and shower rooms are closed until further notice. For more information, visit CityofIrving.org/Parks. ■

HOUSEHOLD DOCUMENT SHREDDING NOV. 6

Shredding documents to safeguard from identity theft can be a costly service. Residents are invited to a free shredding event from 11 a.m. to 2 p.m. (or until truck reaches capacity) Nov. 6 at 128 N. Briery Road.

There is a two-box limit and proof of residency is required. Shredding events provide residents with an opportunity to have sensitive documents properly destroyed and offers residents an easy way to conserve resources by recycling paper.

For more information, visit Cityoflrving.org/ Recycling or call (972) 721-8059. ■



VETERANS DAY CEREMONY

The Irving Veterans Memorial Park Committee will host a Veterans Day program at 11:30 a.m. Nov. 11, in the Jack D. Huffman Community Building auditorium, 801 W. Irving Blvd., with music, moments of reflection by military personnel and remarks by city officials.

Attendees will then move to the nearby Veterans Memorial Park, 644 Rock Island Road, where a wreath will be placed on the Wall of Commemoration.

For more information, contact Irving Parks and Recreation at (972) 721-2501. ■



IRVING POLICE AND FIRE **BLUE CHRISTMAS**

Irving Police and Fire continue the tradition of giving back to the community this holiday season through Irving Blue Christmas benefiting the children of Irving. Visit IrvingBlueChristmas.org for upcoming events and ways to help. ■







November's Virtual, Streaming and Reduced Capacity Arts Events

All in-person events are subject to rescheduling or format change due to current COVID-19 precautions or regulations.

Virtual Lunch and Learn

noon to 1:30 p.m. | Every Tuesday | Free Lunch and Learn at Irving Arts Center (IAC) has gone virtual! Every Tuesday from noon to 1:30 p.m., an informal adult education program meets on Zoom to discuss art topics that tie into current exhibitions at the IAC galleries. Videos, lectures, peer presentations and guest speakers are some of the activities offered. Jump on Zoom, relax and join the conversation. For more information, email IAC's Director of Exhibits Marcie Inman at minman@cityofriving.org.

Nov. 5 | JumpstART Stories and Art "To Go"

10 a.m. | While supplies last | Free Story time moves online with take-home craft projects offered for curbside pickup on the first Thursday of the month. The theme for this month's JumpstART is "Animal Tales" with stories and crafts inspired by some of our favorite critters!

Nov. 6-21 | At Wit's End: Erma Bombeck, presented by MainStage

Streaming Only | Tickets: \$19-\$29

"At Wit's End: Erma Bombeck" offers a comic look at one of our country's most beloved voices. Erma Bombeck captured the frustrations of her generation by asking, "If life is a bowl of cherries, what am I doing in the pits?" Discover the story behind one of America's most beloved humorists in this streaming production, available for ondemand viewing. This unique story, brought to the stage by MainStage Irving-Las Colinas, reveals a character who championed the wonderful complexity of women, with a sharp wit springing from the most unexpected place of all:

Nov. 7 | Scot Cameron presented by Entertainment Series of Irving

7:30 p.m. | Tickets: \$20

Noted as a "polished performer with a rich, expressive voice" by the "Dallas Morning News," Scot Cameron has performed throughout the US and abroad, including Israel, Latvia, Spain, France, England, China, Brazil, Taiwan, Ukraine and Singapore. Performances are at reduced audience capacity and/or streaming due to COVID-19 safety protocols.

Nov. 8 | Second Sunday Funday "To Go" Edition

1 to 4 p.m. | While supplies last | Free Second Sunday Funday moves to a "to go" format with take-home craft projects offered for curbside pickup. Nov. 8 is National STEM/STEAM Day so participants will be exploring fun hands-on projects that combine elements of science, technology, engineering, art and mathematics.

Nov. 11 | Stands Apart: The Return of the Lone Star Youth Orchestra

7 p.m. | Tickets: \$6.50-\$13.50

The Lone Star Youth Orchestra (LSYO) provides young, advanced-level instrumentalists in North Texas the opportunity to supplement and enhance their music education through opportunities to learn symphonic literature and high-quality orchestral and ensemble training. Comprised of middle and high school string, woodwind, brass and percussion players, the group performs several times throughout the year at Irving Arts Center. Under the direction of Dr. Kevin Pearce, the Lone Star Youth Orchestra opens its 2020-21 season with a reduced-capacity, socially distanced performance.

Nov. 14 | Veterans Day Tribute with Steve Amerson and Laura Gayle Stephenson, presented by the Irving Symphony Orchestra

7:30 p.m. | Streaming Tickets: \$25; In-Person Tickets: \$38-

Steve Amerson and Laura Gayle Stephenson will perform with members of the Irving Symphony Orchestra. They will perform Americana music and Broadway favorites for a most enjoyable and patriotic evening in salute of our active duty military and veterans. Performances are at reduced audience capacity and/or streaming due to COVID-19 safety protocols.

Nov. 21 | November Concert, presented by Las Colinas Symphony Orchestra

7:30 p.m. | Tickets: \$16.50-\$46.50

The Las Colinas Symphony Orchestra's November concert features violinist Lindsey Kim, cellist Marlon Florez-Dovales and pianist Ella Tran. The program includes performances of "Cimarosa, Overture to I traci amanti" ("The Thracian Lovers"); Beethoven's "Triple Concerto for Violin, Cello and Piano in C Major;" and Haydn's "Symphony No. 102 in Bb Major." Performances are at reduced audience capacity and/or streaming due to COVID-19 safety protocols.

Nov. 27-29 | The Nutcracker: Land of Sweets, presented by Momentum Dance Company

7 p.m. Nov. 27; 2 p.m. Nov 28, 29 | Tickets: \$21.50

Take in a socially distanced performance Thanksgiving weekend of Momentum Dance Company's all-new rendition of the classic ballet, "The Nutcracker." "The Nutcracker: Land of Sweets" is new Artistic Director Lauren Howard Celis' fresh adaptation of the timeless tale, "The Nutcracker and the Mouse King." The show will open with the complete Land of Snow scene, then transition to many of the most loved traditional pieces from the Land of Sweets, including Russian "Trepak," the "Waltz of the Flowers," the "Dance of the Sugar Plum Fairy," and the grande finale — featuring all of the characters from the Land of Sweets! Performances are at reduced audience capacity and/or streaming due to COVID-19 safety protocols.





Irving Archives and Museum (IAM) to be Presented Obelisk Award This Month

Prior to the pandemic, IAM was honored to collaborate with the ThinkIndia Foundation to showcase the rich artistic traditions of Indian culture through India a la Art, an exhibition funded through an Irving Arts Center Innovation Grant.

This effort resulted in IAM being named a recipient of a 2020 Obelisk Award, under the category of New Initiatives. Along with 10 other individuals and organizations, the award will be presented virtually by the North Texas Business Council for the Arts on Nov. 17.

The IAM is reopened for small groups with timed reservations. See page 4 for reopening details. Visit IrvingArchivesandMuseum.com for more details. ■

In the Galleries

Open noon to 5 p.m. Tuesday through Saturday, free to view, reservations are recommended.

To make a reservation, visit IrvingArtsCenter.com.

Steven Foutch: Prints

Dupree Lobby Gallery

Recent work by Steven Foutch, department chair and assistant professor of Printmaking at the University of Dallas.



Dallas College North Lake Campus Student Photography Exhibition

Courtyard Gallery

Photographs taken by Dallas College North Lake Campus students.



Night/Light: Photographs by Kate Jenkins

Focus Gallery

Kate Jenkins teaches Photography at Dallas College North Lake Campus. In her photography, she often incorporates constructed narratives into her work. In the images presented in this exhibition, light plays a central role, illuminating scenes captured in the dark of night.



Yuyi Morales: Soñadora

Main Gallery

Award-winning author and illustrator Yuyi Morales was born in Xalapa, Mexico, in 1968. Heavily influenced by her upbringing in Mexico, her work gives poignant insight from an immigrant's perspective. Colorful, evocative stories and pictures leap from the page. When asked about her work Yuyi says, "I strive to capture the incredible beauty of everyday forms using textures and colors as another way to reveal the heart of the story. I also pursue glow and luminosity with resolve. If I could ask for a talent, it would be to become a color genius."



Signs, Symbols and Surfaces: Photographs by Lee Saloutos

Carpenter Lobby Gallery

Photographer Lee Saloutos creates a compelling visual narrative surrounding architecture, society and the natural world with unique perspective, probing and exploring abandoned sites, ruins and tumbledown buildings. The subject matter frequently offers up unexpected colors and textures, as well as aspects of their makeup that are ordinarily hidden from view.



20th Annual Art Connection Members

Show IACOnlineArt.com (Virtual Show)

This nonjuried exhibition features works from Art Connection members. This year's exhibition is an online show, with eligible entries judged for cash awards in three categories: youth, nonprofessional and professional. An overall "Best of Show" prize also was awarded. Members were invited to participate in the 2020 design/theme challenge — "Signs of the Times" — submitting artwork that reflects on the unprecedented and challenging times we are living in; the COVID-19 pandemic, ongoing protests against systemic racism, societal and economic uncertainty and other timely issues.

Library Fall Activities, Makerspaces, Book Clubs

Makerspaces for 2021

Irving Public Library has procured grant funding from the U.S. Institute of Museum and Library Services and the Texas State Library and Archives Commission to transform its digital media labs into complete makerspaces at two locations; South Irving Library, 601 Shulze Drive and Valley Ranch Library, 401 Cimarron Trail. The multiyear project is designed to help residents learn 21st century job skills, enable patrons to explore their creativity, and promote community building and collaboration. During this first grant year, the library will build the foundation for a "maker movement" within the city by purchasing equipment, developing curriculum, training library staff to use the technology, opening the makerspaces to the public, and beginning basic programs and activities.

In late 2019, residents received a survey from the library to better understand the need for makerspaces in the community. The response was overwhelming with nearly 1,200 responses and comments. Irving Public Library intends to develop a premiere makerspace in North Texas with plenty of space to work and a variety of fun tools and state-of-the-art equipment. Planned purchases include new 3D printers, a laser etcher, sewing machines, a sound proof recording booth, a Cricut smart cutting machine and computers with the latest graphics software.

The new makerspaces are planned to open in April 2021.



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

Craftastic Fall Kits

Swing by the South Irving Library at 601 Shulze Drive, West Irving Library at 4444 W. Rochelle Road or Valley Ranch Library at 401 Cimarron Trail for free fall kits while supplies last.

Thanksgiving Thankful Kits for Families

Through Nov. 25, or while supplies last, families can take a Thanksgiving Thankful Kit from the library which includes materials to make a paper turkey craft and a writing prompt about thankfulness. This kit is designed to bring the family together and encourages creativity, constructive play and critical thinking

Fall Banner Kits

Adults are encouraged to pick up a banner kit to make at home or together over Zoom during a librarian-led Do-It-Yourself session. This cozy fall banner is perfect for putting that finishing touch on home fall décor. Pick up a take-and-make craft starting Nov. 2, and join over Zoom at 7 p.m. Nov. 17 to assemble them together. Kits are available while supplies last. Email LibAdmin@ CityofIrving.org or direct message @IrvingLibrary over Facebook, Twitter or Instagram for Zoom credentials.

Book Club Meet-Ups on Zoom

Join in lively discussions about books for every type of reader during the month of November:

- Nov. 4 | Mid-Week Mysteries | noon | Discuss works by Josephine Tey and Nicola
- Nov. 11 | I (Heart) YA | 7 p.m. | Discuss "Sawkill Girls"
- Nov. 12 | Tried and True | 7 p.m. | Discuss "Freakonomics"
- Nov. 14 | Novel Fiction |
 10 a.m. | Discuss "An
 American Marriage"
- Nov. 21 | Cook the Book | noon | Make a recipe from "Love and Lemons Everyday"
- Nov. 30 | Book Lovers Happy Hour | 7 p.m. | Theme: Your Ideal Bookshelf

For Zoom credentials or more information, email

LibAdmin@CityofIrving.org or direct message @IrvingLibrary over Facebook, Twitter or Instagram. ■





Irving Resident Inspired to Help Seniors

Before the COVID-19 pandemic forced the closure of the Heritage Senior Center, 200 S. Jefferson St., on any given day more than 100 seniors would benefit from the activities, events and services offered. But one essential service has remained available since the doors closed — the Senior Meal Program. And for one Irving resident, it has become a labor of love.

Twice a week, Jesse McLean Jr. delivers between 15 and 20 meals to residents of the Chateau Senior Living facility in Irving. His own parents were residents of the facility. When his mother passed away, he wanted to keep his father socially active and came across the Heritage Senior Center.

"I came to the center to check it out and was told it was closed due to COVID-19.," McLean said. "That's when I found out about the meal program and decided to get involved, not only for my father, but for the other residents, too."

McLean arrives at Heritage Senior Center twice a week, loads up his vehicle and heads out. He delivers the meals individually to each person. Properly sanitized and masked up, McLean uses this time to visit with the residents.

"What should take me 20-30 minutes takes about two hours," McLean said. "This is an opportunity not only to give them a warm meal but to also visit with them. I do it because I'm humbled by them. They're so appreciative and definitely deserving."

The Senior Meal Program at the Heritage Senior Center is offered to any resident 60 years and older. Staff asks that residents verify their age, but no one is turned away. Meals are distributed Monday through Friday. On Fridays, residents are given two additional frozen meals for Saturday and Sunday. For more information about the program, call (972) 721-2496. ■

DART INTRODUCES NEW ON-DEMAND SERVICE OPTION FOR IRVING

DART continues to expand the reach of GoLink, the personalized, curb-to-curb service that transports riders on demand in zones across North Texas. On Oct. 19, DART launched GoLink service in South Irving.

GoLink is designed to help riders get to their place of work, run an errand or connect to other DART services. Using a growing list of service providers, DART dispatches the closest vehicle to minimize wait times. The on-demand service is already available in cities across North Texas.



In South Irving, the service operates out of Downtown Irving/Heritage Crossing Station, and GoLink riders can connect to other DART services. GoLink will be offered 5 a.m. to 8 p.m. Monday through Friday.

All GoLink trips require a booking. No walk-ons are allowed. Riders can book and pay for trips either with the GoPass® app or by calling (214) 515-7272. The free app is available on the App Store and Google Play. Phone reservations must be made in advance, but only same-day trips are accepted. Phone reservations can be made Monday-Friday, starting at 4:30 a.m.

Riders should purchase their fare using a contactless payment method — credit, debit or GoPass® Tap card — either in the GoPass app or over the phone. Cash fares, paper passes and vouchers are not accepted.

By purchasing a GoLink fare with the GoPass app or a GoPass Tap card, riders automatically receive the best fare every time they ride. With fare capping on a registered GoPass Tap card, a rider never pays more than the total cost of a day pass in a single day, or the total cost of a monthly pass in a calendar month. It is important that customers tap using the GoPass Tap card linked to their GoPass app when connecting to other DART services.

GoPass Tap cards can be purchased and reloaded at hundreds of participating retailers. Additionally, customers can register their cards to protect their account balance in the event a card is ever lost or stolen.

By using the GoPass app, customers can plan trips and view their GoLink on-demand history to easily rebook frequent trips. Once booked, the GoPass app will provide information such as the driver's name, the vehicle type, license plate number and pickup location.

DART allows customers with disabilities to bring service animals on board. Riders that require an ADA-compliant vehicle should request it when booking.

To learn more about GoLink service in the South Irving zone, riders should visit DART.org/GoLink or call (214) 515-7272. ■





Register now for Irving Parks and Recreation Department's Thanksgiving Camp from 7 a.m. to 6 p.m. Nov. 23-25. The cost is \$60 per child.

The camp is for children currently enrolled in grades K-5 at the following recreation centers:

- Cimarron Park Recreation Center, 201 Red River Trail
 Lee Park Recreation Center, 3000 Pamela Drive
- Mustang Park Recreation Center, 2223 Kinwest
- Parkway
- Northwest Park Recreation Center, 2800 Cheyenne
 St

• Senter Park Recreation Center, 901 S. Senter Road

A variety of activities will be offered in a fun and safe environment, including arts and crafts, gym time, board games and more. Campers are asked to bring a sack lunch each day, morning and afternoon snacks will be provided.

Registration begins Nov. 1, and is available online at Cityofirving.org/IrvingRec or in person at a neighborhood recreation center. A valid IPAR card is required to register.

FIND A THANKFUL NEW FRIEND NOV. 21

Choose a lovable, thankful friend at Irving Animal Services' adoption event from noon to 6 p.m. Nov. 21. All adoptable animals 1 year and older are free to adopt at the Irving Animal Care Campus (IACC), 4140 Valley View Lane.

Adopters must be at least 18 years old and provide a valid photo ID. For the health and safety of staff members and visitors, the IACC has a new adoption process:

- View available animals online.
- Call the phone number posted on the front
- Visit with the pet(s) you are interested in.
- Start the adoption process at the front desk

All adoptions must be processed 30 minutes prior to closing.

Animals being adopted will be:

- Up-to-date on vaccinations, including rabies if the animal is more than 4 months of age.
- Spayed or neutered.
- Given a general dewormer and treated for fleas
- Microchipped and registered with 24PetWatch.
- Heartworm tested (dogs more than 6 months
- FeLV/FIV tested (cats more than 6 months of age).
- Given 30 days of 24PetWatch pet insurance with a valid email address.
- Given a sample bag of Science Diet food.

Visit CityofIrving.org/Animal-Services for more information. ■



SAVE THE DATE: COMFORT AND JOY DRIVE STARTS DEC. 1

This year, consider gifting comfort and joy to a homeless shelter animal. During December, Irving Animal Services (IAS) will accept donations for its Comfort and Joy Drive at the IACC during normal business hours.

Items on every IAS pet's wish list include:

- Large blankets Toys
- Treats
- Canned food

Donors are encouraged to use "gift tags" when dropping off items at the IACC. Tags are available at the IACC-decorated tree in the lobby of the Irving Animal Care Campus and online. To learn more about the holiday donation drive, visit CityofIrving.org/Comfort-and-Joy-Drive.

Shopping on Amazon? Residents also can select items on IAS' Amazon Wishlist to donate to the shelter. Items purchased from the wishlist will be delivered directly to the shelter. To view the wishlist, visit CityofIrving.org/3265/Animal-Services and go to the orange Popular Links menu bar.

Donations will be accepted from noon to 6 p.m. Tuesday through Saturday. The last day of the donation drive is Jan. 2.

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









Irving Archives and Museum Officially Opens Nov. 4



beginning Nov. 4.

Due to the ongoing

coronavirus pandemic, IAM

during two time slots at 10

a.m. and 2 p.m. Wednesday

welcome a limited number

keep museum guests and

The \$2.8 million project is a

City of Irving Arts and Culture

Department and the Capital

Improvement Program. The

22,000-square-foot facility

is located on the first floor

of the Jack D. Huffman

Community Building,

The museum includes

exhibits, as well as a

permanent and temporary

community space that looks

Park to the east. The museum

Spark!Lab, which is scheduled

out at Veterans Memorial

also houses a Smithsonian

to open at a later date.

801 W. Irving Blvd.

joint effort between the

staff safe.

of guests at one time to help

through Friday. IAM will

will open by reservation only

After three years of planning, curating and construction, the Irving Archives and Museum (IAM) will open

its doors to the public

History on Display The Irving Archives and Museum currently is showcasing a temporary, traveling exhibition,

Apron Strings: Ties to the Past.

"As a community, this stirs up so many memories," IAM Manager Jennifer Landry said. "We all have a memory of a parent or a grandmother in the kitchen or hanging laundry in an apron, and some of us wear aprons still."

The display is part of ExhibitsUSA, a division of the Mid-America Arts Alliance, which according to its website supports artists, cultural organizations and communities throughout the U.S.

The exhibition highlights gender and work roles, as well as how style and self-expression through craft have changed over time. Aprons from the traveling exhibit are displayed along with contributions from the community, including several pieces from the late Irving City Councilwoman Jackie Townsell.

Irving residents interested in displaying their family aprons or sharing memories, photos or stories associated with aprons can contact IAMinfo@cityofirving.org or call (972) 721-3714. Submissions will be accepted through December. The exhibit runs through Jan. 7, 2021.

"It's probably our most prized piece in the whole entire collection," said IAM Manager Jennifer Landry. "Not many towns can say they have a birth certificate, but this

is pretty close to what a birth certificate would look like for Irving."

The IAM will highlight Irving's suburban growth after World War II — an integral shift from a farming community outside Dallas to a major suburb of Dallas and Fort Worth. The museum also focuses on the evolution of Irving as an international city with exhibits and artifacts from the former Texas Stadium site and Dallas/ Fort Worth International Airport, as well as the creation of Las Colinas. Visitors have views from the gift shop of the updated and expansive archives facility.

The museum integrates different learning styles and accessibility. It offers photos, murals, historical displays and artifacts, as well as text, videos and audio narration. Guests can thoroughly experience the museum in less than two hours — depending on engagement levels.

For more information, including general information about the museum, visit

IrvingArchivesandMuseum.com. Reservations are available at CityofIrving.org/IAM-Reservation.

Visit Cityoflrving.org/2255/Investing-in-Our-Future for more information on the city's ongoing infrastructure



The 4,000-square-foot permanent gallery spotlights

Dec. 19, 1903. During the auction, the plat was posted

views of Irving's early history, including an encased

original plat map from the city's land auction on

on the original train depot building.



Levy Event Plaza Ready for Its Big Debut

The City of Irving is about to unveil the latest jewel in its crown of open community spaces.

The walkways are poured and cured. The grass is installed and shade trees have been planted to line the site. Benches and picnic tables are in place. Now, the City of Irving is ready to unveil a new multipurpose green space for residents, commuters and visitors to enjoy: Levy Event Plaza, a \$2.8 million project along Lake Carolyn.

Located at 501 E. Las Colinas Blvd., the area was purchased by the city in June 2018 to create a dedicated location for the city's special events. The Irving Parks and Recreation Department now has a permanent home for its annual Laughs by the Lake and Fourth of July Fireworks, in addition to other community events. The open space will offer more visibility during live entertainment events and stunning views of Lake Carolyn during the fireworks show.

The plaza features a concrete pathway around the perimeter of the 6-acre site, as well as designed spaces for vendor tents, food trucks and a stage. Pedestrian lighting, benches, picnic tables and drinking fountains make the space welcoming for patrons, and charging stations for digital devices will be available for convenience.

Residents and visitors are invited to preview the new open space now before the event season ramps up in 2021.

Las Colinas Boulevard Update

Adjacent to Levy Event Plaza, the reconstruction of Las Colinas Boulevard continues. The project is scheduled to be completed by May 2021, weather permitting. Below is how the work is expected to proceed:

- Eastbound Las Colinas Boulevard is being graded and excavated in preparation for new reinforced
- Eastbound main lane paving is scheduled for November, weather permitting. The work includes concrete pours for sidewalks, parallel parking bays and driveway approaches.
- Once eastbound work is complete, all traffic will move to the new pavement, and utility and paving operations move to the westbound lanes.
- After paving is completed, crews will finish medians and landscaping.







PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

November 2020

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	DISTRICT	VERIFICATION			
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20			
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20			
3	The Luxe At Las Colinas	5000 N. S.H. 161	Apts	149,076 SF	\$12,000,000	Permit Issued	3/6/2020	Irving	Oct-20			
4	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Approved	5/3/2020	Irving	Oct-20			
5	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20			
6	Reflections At Valley Ranch	8801 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20			

	OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION		
					VALUATION		DATE	DISTRICT			
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	00 W. John Carpenter Fw	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20		
3	Lindemood Demolition	2010 S. Nursery Rd.	Ofc.	20,269 SF	\$3,800,000	Permit Pending	8/19/2020	Irving	Sep-20		
4	Irving Reg. Dialysis Ctr. Addn.	2535 W. Airport Fwy	Medical Office	1,930 SF	\$450,000	Permit Pending	9/25/2020	Irving	Oct-20		
5	Parking Garage	925 W.John Carpenter Fw	Parking Garrage	349,514 SF	\$10,500,000	Permit Pending	10/22/2020	Irving	Oct-20		

	WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION	
					VALUATION		DATE	DISTRICT		
1	DCURD	788 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Issued	8/29/2019	Irving	Sep-20	
2	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20	
3	MRB Contractors	1615 W. Irving Blvd.	Office/Warehouse	20,998 SF	\$2,000,000	Permit Pending	8/12/2020	Irving	Sep-20	
4	Coast Southwest	5215 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20	
5	Shell Bldg.	2201 Chemsearch	Office/Warehouse	327,146 SF	\$10,700,000	Permit Pending	9/3/2020	Irving	Oct-20	
6	Dr. Pepper Equipment Bldg	2304 Century Center	Industrial	488 SF	\$1,992,000	Permit Approved	9/17/2020	Irving	Oct-20	
7	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20	
8	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20	

	RETAIL								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	ATTLICATION	SCHOOL	VERIFICATION
					VALUATION		DATE	DISTRICT	
1	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Cancelled	10/29/2019	Irving	Sep-20
2	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20
3	Shell Bldg.	3575 W. Story Rd.	Retail	9,856 SF	\$1,400,000	Permit Issued	8/13/2020	Irving	Oct-20

	HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON	
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Aug-20	
2	Fairfield Inn & Suites/ Marriott	4800 W. John W.	Hotel	59,700 SF	\$8,000,000	Permit Issued	1/23/2020	Coppell	Apr-20	
		Carpenter Fwy.								
3	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20	
4	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20	

	RESTAURANT								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	McDonald's	3420 W. Shady Grove	Restaurant	5,230 SF	\$2,000,000	Permit Pending	7/8/2020	Irving	Aug-20
2	Starbucks	4080 W. Airport Fwy	Restaurant	931 SF	\$450,000	Permit Pending	11/4/2020	Irving	Nov-20

	INSTITUTIONAL								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	ALLECATION	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Cancelled	4/5/2018	Irving	Sep-20
2	COI Heritage Park Outdoor Stage	175 W. Third	Govt	3,211 SF	\$1,500,000	Permit Issued	4/8/2020	Irving	Jul-20

	NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS								
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Oct-20	70	\$22,397,910	45	\$16,207,910	25	\$6,190,000	0	\$0

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

BUREAU MANAGEMENT AND STAFF REPORTS







INDUSTRY UPDATE

13 October 2020 OPINION ARTICLE

The Hospitality Industry's Relationship with DMOs During COVID Times

By Justin Taillon, Professor & Department Head at Highline College and Meagan McGuire, VP Sales & Services at Seattle Southside Regional Tourism Authority

6 min · 0 Comments share this article in









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Regional Tourism Authorities (RTAs), Chambers of Commerce, and Convention and Visitor Bureaus (CVBs) serve the communities they exist in by enhancing the local economy of hospitality and tourism service providers. The primary manner in which DMOs create this enhancement is by attracting visitors to our destinations and hospitality businesses.





Meagan McGuire

Justin Taillon

DMOs work hard to make our hotels, restaurants, airports, and our community of providers attractive for business travel, event planners, and vacationers. They make our destinations more vibrant by packaging our locations, serving as intermediaries between parties, or offering practitioner destination management. In general, DMOs exist for the betterment of each destination and make our businesses and the communities we operate in stronger. Due to the impacts of COVID-19 on hotel businesses in particular, we need this assistance more than ever.

DMOs are primarily funded by hotel occupancy taxes (hot taxes), membership dues, improvement districts, and other government resources. Yet, during COVID-19 much of this funding has dried up. This means that while our businesses need more than ever to be able to rely on DMOs, the DMOs are hurting as much as our operations.

Over the past twelve years I have had an opportunity to work with approximately fifteen DMOs, in a variety of capacities. From conducting 2-3 week trainings to creating and implementing education programs over periods as long as 9 months, I have had an opportunity to view the inner-workings of many DMOs. I have consistently departed these projects with an instilled appreciation for the work these individuals dedicate themselves to in their communities. I know that many individuals reading this have DMOs with dedicated individuals working tirelessly to sell your hotels and communities. You know what the DMOs you work with do for your destination.



make difficult decisions, from layoffs to closing ancillary support systems. Some DMOs are facing permanent closure. This is something that would create a long-term negative impact on our businesses as well as our communities.

How DMOs Are Helping Hospitality Businesses During the Pandemic

The United Nations World Tourism Organization (UNWTO) is urging governments to not only assist DMOs in recovering from the pandemic, but to grow back better (UNWTO, 2020). The UNWTO recognizes that the full impact of COVID-19 on hospitality and tourism operations will be unknown for many years, but they have been clear and consistent in the direction they believe communities should take with their local DMOs. UNWTO Secretary-General Zurab Pololikashvili recently stated, "We must support the sector now while we prepare for it to come back stronger and more sustainable. Recovery plans and programs for tourism will translate into jobs and economic growth" (UNWTO, 2020).

Following UNWTO recommendations, DMO operations during the pandemic have continued. As business operators we may have much lower than normal occupancy in our hotel properties but DMOs are focused on community well-being and building future demand. They are continuing to forward extensive support to our hospitality operations even though their funding and resources are dwindling. Here are some examples of current DMO programs I have been privy to in recent months:

- DMOs are creating immediate revenue generating programs. For example, DMOs are continuing to support our businesses by selling vouchers for future visitation or producing virtual activities to support what can be sold right now, such as take-out dining.
- DMOs are continuing to market our destinations with sensitivity to the audience and pivoting to meet market conditions, creating demand for our businesses when travelers do make a destination decision in the future.
- DMOs are providing data to our businesses about traveler sentiment, travel spending trends, and new target, secondary, and tertiary markets. For example, driving trips have increased while long-distance travel has been hindered greatly. Our businesses may not be tapped into towns and cities within driving distance of our location the way DMOs are.
- DMOs are centralizing and coordinating recovery efforts. While we focus on our business operations, they are marketing and coordinating health and safety campaigns, economic recovery strategies, and other supportive efforts between businesses in communities.





destinations being better for visitors and host communities after COVID-19 than they were before.

The aforementioned programs were based on creative ideas that individual DMO operators presented. Their ideas stem from advice the UNWTO has forwarded to all DMO operators. The UNWTO (2020) identified three primary areas that DMOs should focus on during the COVID-19 recovery:

• Managing the Crisis and Mitigating the Impact: Key UNWTO recommendations in this area relate to employment retention, entrepreneurship support, ensuring liquidity, education and skill development, and a review of funding and regulation models (e.g. taxes, charges, regulations). The Recommendations are made as a global economic recession looks likely. Given its labor-intensive nature, tourism will be hard hit, with millions of jobs at risk, especially those held by women

YOU MAY ALSO LIKE

The Case for Targeted Federal Aid to DMOs and Tourism Agencies

As Tourism Restarts, UNWTO Notes "Strong and Rapid" Governments' Response to COVID-Challenge

Out with the old: the new KPIs for successful destination marketers

view all

- and youth as well as marginalized groups and are employed in greater numbers in hospitality and tourism than other sectors (e.g. 51% of hospitality workers in the USA are women).
- Providing Stimulus and Accelerating Recovery: DMOS are in a unique position to accelerate recovery. To accelerate recovery it is important to provide financial stimuli, including favorable tax policies, life travel restrictions as soon as the health emergency allows for it, promote visa facilitation, and boost marketing and consumer confidence. Tourism, as a facilitator of a greater economic multiplier than other sectors, should be a focal point of recovery from COVID-19.
- **Preparing for Tomorrow:** Tourism has unique ability to lead local and national growth. We should use the COVID-19 shutdowns and economic difficulties to build resilience, as we learn lessons from the crisis. DMOs by definition are well-suited to lead our preparedness for tomorrow.

How Hospitality Businesses Can Help DMOs During the Pandemic

DMOs are working hard on our behalf during the pandemic. They have been working for our businesses for decades. While our businesses are hurting, DMOs are our teammate assisting us recover. DMOs may not make it through this pandemic without assistance though. Existing funding





- Advocate for your DMO: Many DMOs are funded with hotel occupancy taxes or assessments, often at the discretion of City, County, or State officials. This DMO revenue source is, during normal circumstances, continually threatened by competing interests. Now, with the tax source dwindling, the threat is volatile. DMOs need their partner businesses to advocate for them and defend their funding so that they can continue to drive visitation. Hotel occupancy taxes and assessments are collected to support tourism marketing that then replenishes the tax. Elected City, County, or State politicians need to hear from you, as their hospitality business constituents, on the importance of tourism marketing.
- Communicate with your DMO: Destination marketers are passionate about promoting your destination. Instead of holding back right now due to a reduction in travel, they are strategically pivoting their messaging. Marketing content and press releases are now focused more on virtual experiences, unique personal stories, and innovative ideas. You can help by communicating with your DMO details about the new and interesting ways your business has adapted.
- Understand that a rising tide lifts all boats: Without a coherent story and coordinated stakeholders, your destination loses its brand. The DMO is the region's brand manager, Individual businesses sometimes find it difficult to recognize 'what's in it for me' when it comes to destination marketing. Now more than ever, it is important to understand that DMOs work collaboratively with hospitality businesses, government agencies, and other stakeholders for the greater good of the destination as a whole, and the marketing messaging must be understood as such. Specifically, messaging is designed to 1) speak to an outside-the-region audience, 2) attract visitors to the destination, not necessarily to a particular business, 3) focus on the things that make your destination unique and make people want to visit, and 4) is not equally weighed and may not represent all businesses similarly. Your business may compete on the ground level with other businesses, but more visitors as a whole will make business better for everyone, from the homemade pie shop to the mega-museum.

Conclusion

The hospitality and tourism industry is facing more uncertainty than we have felt in decades. We need to work together as a community to bring patrons to our communities. Our community organizers are DMOs. We can rely on them to leverage resources and collaboration wisely for the betterment of our communities and businesses. These organizations complement our business operations and extend our resources to local global markets alike.



Covid-19 Impact on Restaurants

IMPACT



OWNERS' CHALLENGES

Owners face immediate financial challenges and have concerns about a second wave of infections.

86%

Owners made staff reductions

55%

\$7,400

Average amount restaurant owners plan to invest to

adapt to new operations

Capacity threshold needed to be profitable

6+ Months

66% of owners say it will take at least 6 months to recoup that expense

45%

46%

OWNERS' CONFIDENCE

Amid challenges and concerns, restaurant owners have mixed feelings

on whether they will be able to stay in business for the next 12 months.

9%

Very Confident Somewhat Confident

Not Confident

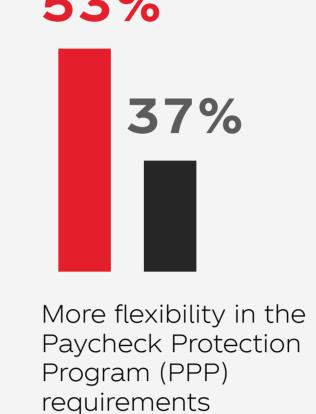
TOP TEN CONCERNS

- A second wave of infections
- 2 Supply chain reliability
- **3** Regaining lost customers
- Weakness in local economy
- 5 Understanding consumers' needs to feel safe
- Keeping informed about rule changes
- 7 Understanding the rules to be in compliance
- 8 Understanding employees' needs to feel safe
- 9 Recouping compliance costs
- 10 Being sued by a customer

RESTAURANTS' NEEDS TO SUCCESSFULLY REOPEN Restaurant owners need financial relief and clear, consistent standards to successfully reopen. 59% 58% 57% 31% 32% 34% Tax credits for restau-A set of universally recognized Reduced local, state rants with unused and standards and rating system and federal fees related to restaurant expired product due to that all restaurants can follow COVID-related closures and share with customers 56% 56% 55% 36% 36% 28% Collaboration with public Specialized state and Flexibility in laws to allow health officials on federal funds earmarked alcohol sales for takeout sanitization mandates for restaurant recovery or delivery service 53% 53% 51%

38%

Extended tax deferments for restaurants



Partnerships with trusted brands to help build consumer confidence in returning to restaurants

39%

Significantly benefit

Somewhat benefit

INNOVATION

Consumer demand for new services is higher than current availability at restaurants.

of restaurants innovated in order to remain competitive during the COVID shutdown

GROCERY

SALES

are the biggest opportunity for restaurants to continue to innovate.

TOP SERVICES CONSUMERS ARE LIKELY TO USE VS RESTAURANT ADOPTION

72% 29% 74% 37%

Outdoor

seating

53% 22%

DIY meal

prep kits



51% 39% Beer/alcohol for takeout/delivery

Services consumers willing to use Current service restaurants provide



57% 22% Combined promotions with other local retailers (e.g., flower shops, liquor stores, etc.)

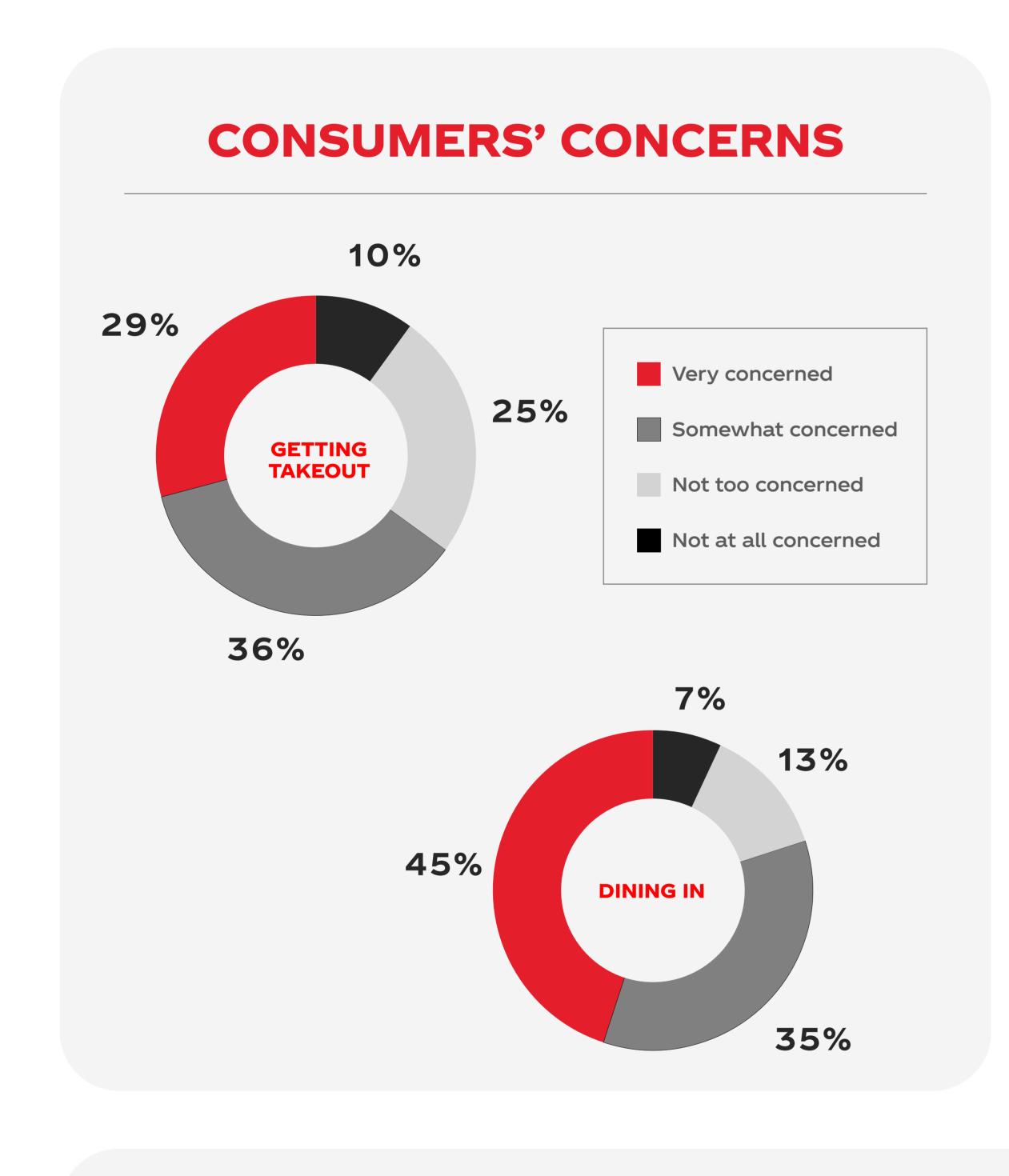


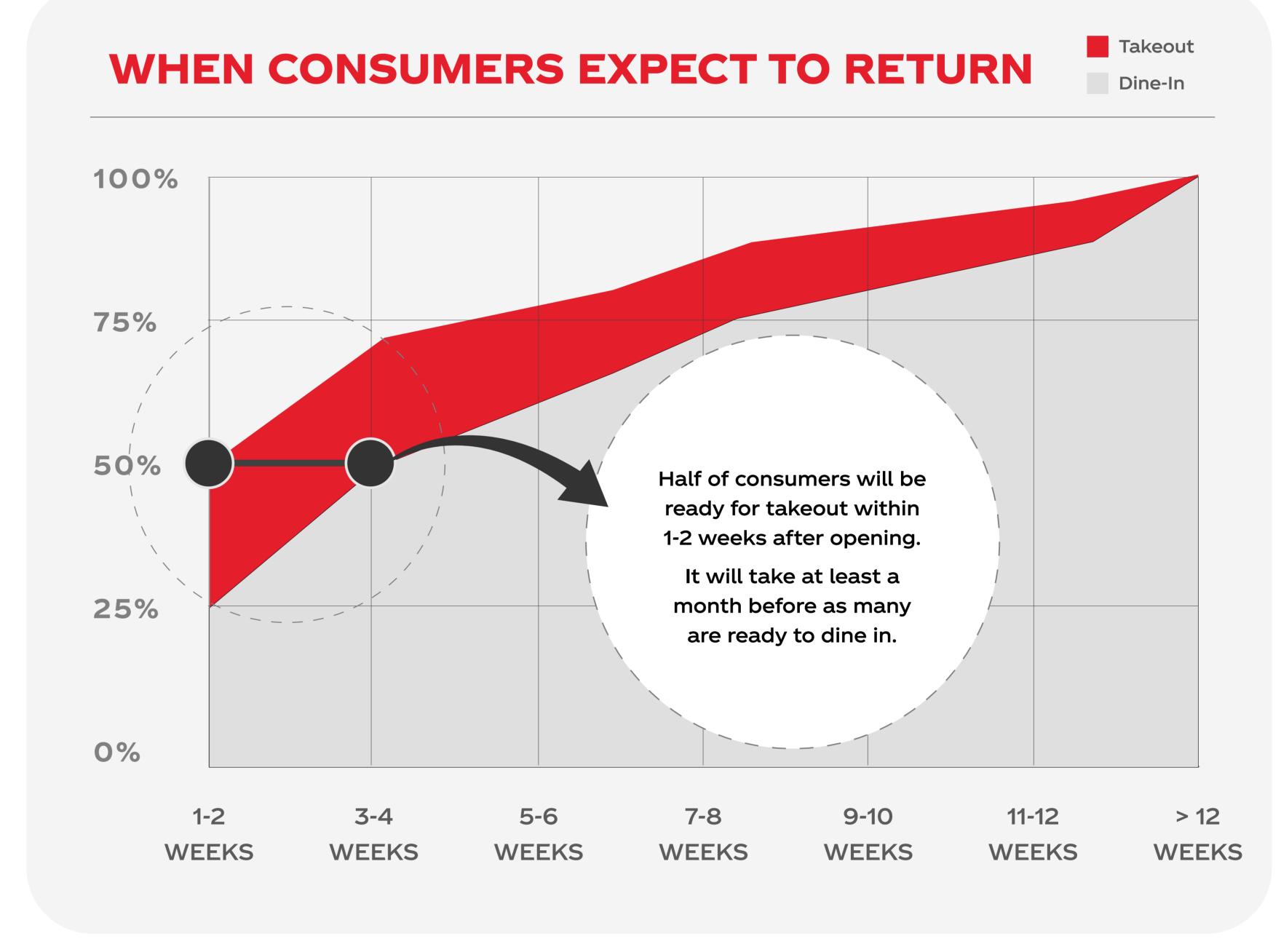
In-home dining experiences (where a chef will provide a meal for a small number of guests in home)

REBUILDING CONFIDENCE IN HEALTH & SAFETY

lead to delay in return to restaurants.

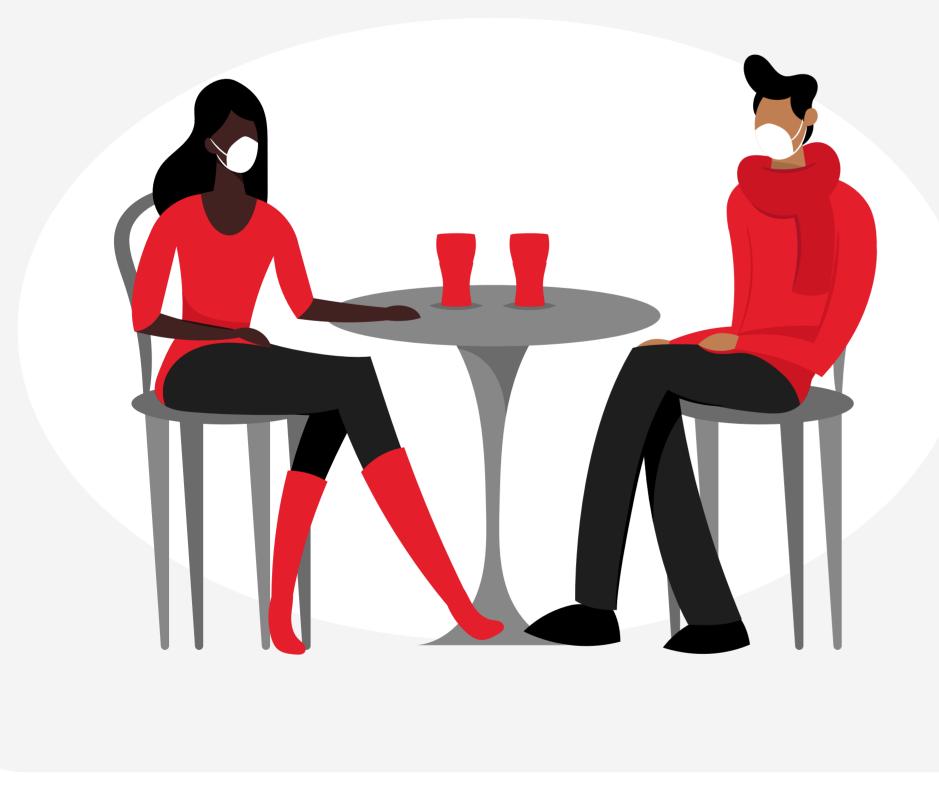
Consumers' health & safety concerns





FACTORS DRIVING RETURN For patrons to return, restaurant owners'

demonstration of safe practices is more important than a vaccine or treatment.



Factors Driving Consumers' Decision

To Return To Restaurants

Restaurants demonstrate health practices	50%
COVID cases in their area decline	
	50%
Restaurants reopen without spike in cases	4.60/
	46%
COVID treatment available	45%
COVID vaccine available	45 /0
COVID VACCITIC AVAILABLE	45%
Government declares it safe	
	35%

Trusted Sources About Restaurant Safety

Friends, family, other restaurant patrons 51% Government agencies 40% Online review sites (e.g., Yelp, Foursquare, Urbanspoon, etc.) 33% Restaurant owners themselves Patrons trust 33% restaurants Restaurant associations about safety 25% Social media channels (e.g., FB, Instagram, Twitter, etc.) 25% Broadcast/print media outlets 20% Brands that sell their products in restaurants 15%

PATRONS WANT CONTROL Restaurant patrons want control of

their health and safety when dining and do not want to be burdened.

CONSISTENT RULES Restaurant owners and their patrons are looking for consistent rules for safely opening and operating. **PATRONS** 92% RESTAURANT **OWNERS** WANT UNIVERSAL STANDARDS FOR RESTAURANTS TO FOLLOW

Impact on Consumers' Likelihood To Eat at a Resturant **MOST POSITIVE IMPACT**

Positive impact Negative impact

Restaurants are taking measures to continue to allow

Most Common Restaurant

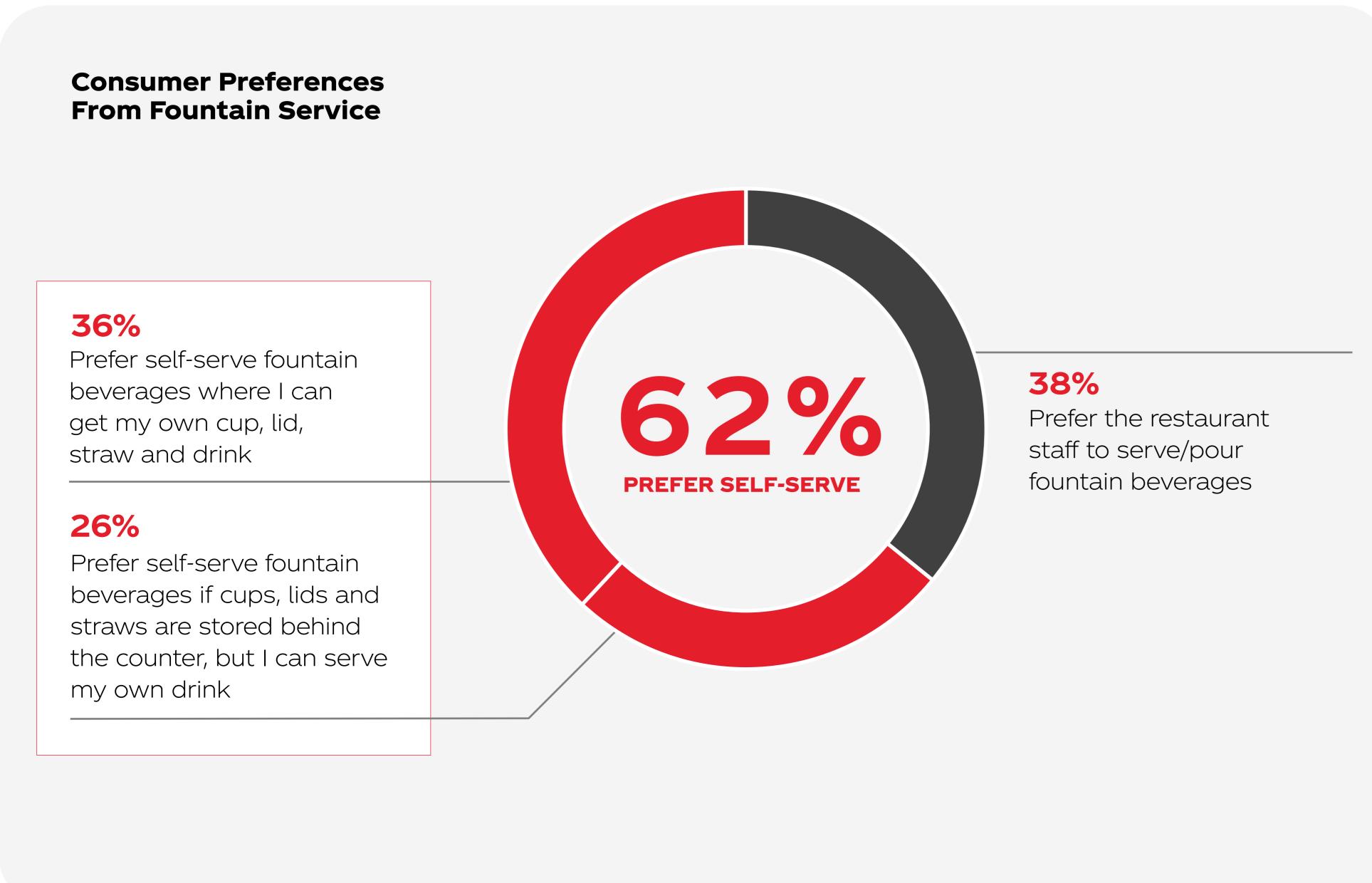
Health & Safety Measures

80% Provide hand sanitizing stations / wipes for patrons Increase visibility of cleaning and sanitizing efforts Require employees to wear masks **78%** Limit the number of patrons in the restaurant Temperature checks for employees Require employees to wear gloves **MOST NEGATIVE IMPACT** -35% Requiring personal info for contact tracing -15% Require patrons to wear masks -13% Temperature checks for patrons

78% Require employees to wear masks Increased visibility of cleaning 77% and sanitizing efforts **77%** Require employees to wear gloves Provide hand sanitizing stations/ wipes for customers Social distancing signs/decals **74%** on premise Display posters/signs **73%** informing customers of safety measures implemented Limit the number of customers 70% in the restaurant

SELF-SERVE FOUNTAIN SAFETY MEASURES

patrons to safely access self-serve fountain beverages.



Most Common Restaurant Health & Safety Measures Increase sanitizing frequency Social distancing signage **52%** Hand sanitizer near dispenser 49% Barrier for dispenser buttons Staff distribute cups, lids, straws 48% 45% Signage to prevent contamination 43% New cup for refills Removed customer access 2% None of these

RESEARCH METHOD

Fast Casual, QSR and Bars.

ICVB Memorandum

Date: November 5, 2020

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for September and October 2020

Convention Sales Activities

Leads Generated	September	YTD	
Irving CVB – Hotel Leads	37	1217	
Irving Convention Center Leads	14	397	

Leads Generated	October	YTD	
Irving CVB – Hotel Leads	69	69	
Irving Convention Center Leads	16	16	

September

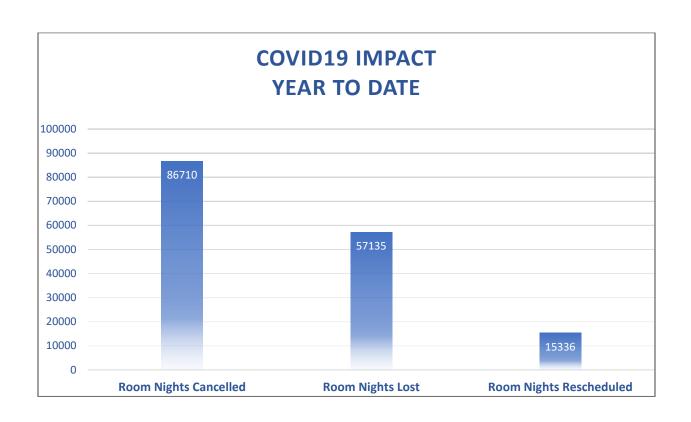
Room Nights Generated	Monthly Goal	September 2020 Actuals	September 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	September Convention Center	Convention Center YTD
Definite Room Nights	16822	868	26723	201853	131565	246709	215	34888
Lost Room Nights		12036	31583		443083	443935	7155	198415

October

Room Nights Generated	Monthly Goal	October 2020 Actuals	October 2019 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	October Convention Center	Convention Center YTD
Definite Room Nights	6493	21553	11588	77916	21553	11588	2923	2923
Lost Room Nights		23063	60548		23063	60548	17623	17623

Travel & Activity

September/October	Organization	Event	Location
Sept 9	Virtual Meetings Series	Midwest & Texas Show	Virtual
Sept 11	Professional Fraternity Association	Annual Meeting & Tradeshow	Virtual
Sept 16	DFW Association Executives	Networking Social	Virtual
Sept 22	Meeting Professionals International	Hill Country Members Zoomy Hour	Virtual
Sept 29-30	Religious Conference Management Association	Board Meeting	Charlotte, NC
Oct 5-8	Texas Society of Association Executives	New Ideas Conference	Virtual
Oct 5-9	Irving CVB	Austin Sales Calls/Client Event	CANCELLED
Oct 8	Virtual Meeting Series	CVB & DMO Showcase	Virtual
Oct 11-14	Collinson Publishing	Connect Texas	CANCELLED
Oct 27-28	Conference Direct	Annual Partner Meeting	Virtual



Customer Services Activity

September/October Servicing & Inventory

Groups Serviced				
September	1			
YTD	95			
October	3			
YTD	3			

Proclamations/Welcomes/Flags:

- Welcome Back- Zest Fest, January 24, 2020, Councilman Al Zapanta
- Welcome/ Flag Presentation Religious Conference Management Association, February 5, 2020, Mayor Pro Tem Oscar Ward
- Welcome/Special Recognition/Flag-Texas Council of Deliberation, March 7, Mayor Rick Stopfer

Cancelled:

- Welcome/Ribbon Cutting/Proclamation/Flag National Guard Association of Texas, March 27, 2020, Mayor Rick Stopfer
- Proclamation/Flag National Guard Association of Texas, March 28, 2020, Councilman Al Zapanta,
- Ribbon Cutting/Welcome Back Opening DFW Minority Supplier, July 21, 2020, Kyle Taylor
- Luncheon/Welcome Back- DFW Minority Supplier, July 21, 2020, TBD

	September	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes		Mayoral/Council Appearance/Letter/Flags for
		Convention Programs
Name Badge/Lanyard Services	1	200 Badges/Lanyards
Pens		200
Bags		
Promotional Materials	1	200 Restaurant Maps/TMF maps/Surveyors
Staffing Services		

Event Location: Hotels: 1 Irving Convention Center: 0 Other:

	October	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes		Mayoral/Council Appearance/Letter/Flags for
		Convention Programs
Name Badge/Lanyard Services	1	50 Badges/ Lanyards
Pens	1	200
Bags		
Promotional Materials	3	700 Restaurant Maps/1550 TMF maps/
		180 Surveyors 1Welcome Sign
Staffing Services	1	4 Event Hours

Event Location: Hotels: 2 Irving Convention Center: 1 Other: 0

Definite Bookings November 2020 - May 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Home Staging and	2020 Home Staging				
Redesign Association	Summit	11/4/2020	11/7/2020	400	210
Louisiana Tech	Louisiana Tech				
University	University Team Travel	11/6/2020	11/7/2020	120	93
	Red Zone Games				
Red Zone Games Inc.	*November 2020	11/13/2020	11/15/2020	200	180
L3 Harris	FMG / AFTRCC / FAA				
Technologies	Spectrum Workshop	11/16/2020	11/20/2020	100	280
	Model and Talent Expo				
PAMM Expo, LLC	November 2020	11/17/2020	11/21/2020	400	1140
Washington Football	Washington Football				
Team	Team Travel	11/23/2020	11/27/2020	150	192
	Red Zone Games				
Red Zone Games Inc.	*November 2020	11/27/2020	11/29/2020	200	180

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	Freedom Founders				
Freedom Founders	Workshop	11/29/2020	12/5/2020	175	155
	NPC Battle of Texas				
NPC Battle of Texas	Body Building National	10/0/0000	10/5/0000		
Body Building Events	Qualifier 2020	12/2/2020	12/5/2020	500	99
F	Empower Texans Room	42/4/2020	42/6/2020	450	00
Empower Texans	Block 2020	12/4/2020	12/6/2020	450	80
A	American Athletic				
American Athletic	Conference	12/4/2020	12/5/2020	115	0.2
Conference	Championships 2020 UNOS December 2020	12/4/2020	12/5/2020	115	93
United Network for	Board of Directors'				
Organ Sharing	Meeting	12/5/2020	12/7/2020	800	263
Organ Sharing	Court of Master	12/3/2020	12/7/2020	800	203
	Sommelier MSE Theory				
TexSom	Exam 2020	12/5/2020	12/8/2020	100	160
The Pre-Trib	EXAMIT 2020	12/3/2020	12/0/2020	100	100
Research Center	The Pre-Trib Research				
Calvary University	Center 2019	12/6/2020	12/9/2020	300	300
Philadelphia Eagles	Philadelphia Eagles	==, 0, =0=0			
Football Club	Team Travel	12/26/2020	12/27/2020	50	169
Health Occupations			,		
Students of America -	HOSA - Board Meeting				
Texas Association	2021	1/3/2021	1/10/2021	70	85
Archer Travel	Sarafina Thomas				
Services	Ministries, Inc	1/7/2021	1/10/2021	350	180
Flying Eagles	Flying Eagles Reunion	1/8/2021	1/10/2021	150	237
, , ,	IPA Policy &				
	Government Affairs				
Institute for Portfolio	Board Strategic				
Alternatives (IPA)	Planning Session 2021	1/10/2021	1/13/2021	45	105
Southwest Regional					
Council of the					
National Association					
of Housing &	SW NAHRO 2021				
Development	Winter Committee				
Officials	Meeting	1/12/2021	1/15/2021	80	185
Pathways Core	Pathways Monthly				
Training Inc.	January 2021	1/15/2021	1/31/2021	100	242
	Southwest Society of				
Southwest Society of	Periodontists 2021	4 /24 /2224	4 /22 /222	450	2.40
Periodontists	Winter Meeting	1/21/2021	1/23/2021	150	240
Art of Movement	Aut = £ \ \	1/22/2024	1/22/2224	200	350
(Dance)	Art of Movement 2021	1/22/2021	1/23/2021	300	250
Spicy Foods	ZestFEST Staff & Vendor	1/22/2024	2/1/2021	125	100
Productions, LLC	Rooms	1/22/2021	2/1/2021	125	180

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	Healthcare				
N.A	CMO/CNO/CIO Fall	4 /22 /2024	4 /27 /2024	240	505
Marcus Evans	Summit Annual Management	1/23/2021	1/27/2021	240	595
PLH Group	Meeting	1/25/2021	1/28/2021	125	250
Southwest Regional	Weeting	1,23,2021	1,20,2021	123	230
Council of the					
National Association					
of Housing &	Southwest NAHRO 2021				
Development	Winter Committee				
Officials	Meeting	1/26/2021	1/29/2021	200	180
10.450.0	IMEG Corp Annual	2/4/2024	2/2/2024	60	420
IMEG Corporation	Meeting	2/1/2021	2/3/2021	60	120
	Lantz Medical National	2/2/2224	2/5/2024	50	4.45
Lantz Medical	Sales Meeting	2/2/2021	2/5/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	2/2/2021	2/5/2021	80	247
ELAM Ministries	Founders Weekend	2/3/2021	2/7/2021	100	260
Diamond Tours		2/3/2021			
Diamond Tours	Diamond Tours 2021 Gaelco Darts USA	2///2021	4/16/2021	50	162
Gaelco Darts USA	Tournament 2021	2/10/2021	2/14/2021	200	305
Pathways Core	Pathways Monthly	2/10/2021	2/14/2021	200	303
Training Inc.	February 2021	2/12/2021	2/27/2021	100	242
Women's Basketball	Ladies Ball Regional	•	• •		
Hall of Fame	Championship 2021	2/12/2021	2/15/2021	2000	980
	National Executive				
Boy Scouts of	Board & Committees				
America	Meeting 02/2021	2/14/2021	2/16/2021	75	153
	CFO West Football				
Big 12 Conference	Officiating Clinic 2021	2/18/2021	2/20/2021	400	316
	US Youth Soccer U15-				
	U17 Girls National				
US Youth Soccer	Showcase Dallas	2/10/2021	2/20/2021	700	F07
Association	TX_Feb2021.	2/18/2021	2/20/2021	700	597
Southern Baptists of	Evangalism Conformes	2/10/2021	2/24/2021	3500	615
Texas Convention	Evangelism Conference	2/19/2021	2/24/2021	3500	615
INSURICA	2021 INSURICA Summit	2/21/2021	2/23/2021	200	205
UCA Hoolthoore	HCA 2021 ASD Medical	2/22/2024	2/20/2024	475	202
HCA Healthcare UNT Dallas	Directors Conference	2/23/2021	2/28/2021	175	392
Foundation	Compa Feb2021	2/25/2021	2/28/2021	250	75
McTeggart Irish	Texas State	2,23,2021	2,20,2021	230	,,,
Dancers of North	Championships, and				
Texas	Cowtown Feis	2/26/2021	2/27/2021	600	520

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American Legal and	2021 ALFN Bankruptcy				
Financial Network	Intersect	3/3/2021	3/4/2021	100	70
Prospanica - The					
Association of					
Hispanic	2020 Prospanica				
Professionals	Leadership Summit	3/4/2021	3/5/2021	150	110
	TEXSOM 2021				
	International Wine	2/5/2224	2/40/2024	200	200
TexSom	Awards	3/6/2021	3/10/2021	200	390
	The NBM Show - March	2 /7 /2 2 2 4	2/45/2024	4000	506
NBM Incorporated	2021	3/7/2021	3/15/2021	4000	506
-200	2020 a360inc Solutions	2/0/2024	2/44/2024	420	204
a360inc	Summit	3/8/2021	3/11/2021	120	204
Texas Steel Guitar	Annual Meeting for	2/10/2021	2/44/2024	400	0.45
Association	2021	3/10/2021	3/14/2021	400	845
Sheet Metal and Air	SMACNA Association				
Conditioning	Leadership Meeting	2/10/2021	2/12/2021	60	00
National Association	2021	3/10/2021	3/12/2021	60	90
Dance With Me USA	Dance With Me Texas - March	3/10/2021	3/14/2021	100	175
Southwest	iviaicii	3/10/2021	3/14/2021	100	173
Commission on	Southwest Commission				
Religious Studies	on Religious Studies	3/11/2021	3/14/2021	150	225
Texas Steel Guitar	Annual Meeting for	3/11/2021	3/14/2021	130	223
Association	2021 - Overflow Rooms	3/11/2021	3/14/2021	400	100
Pathways Core	Pathways Monthly	3/11/2021	3/14/2021	400	100
Training Inc.	March 2021	3/12/2021	3/27/2021	100	242
Aselia Con	Aselia Con 2021	3/12/2021	3/21/2021	800	156
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/17/2021	3/21/2021	350	354
ALM First Financial	2021 ALM First	3/16/2021	3/21/2021	330	334
Advisors, LLC	Financial Institute	3/21/2021	3/24/2021	150	441
Scrapbooking Expo	Scrapbooking Expo	3/21/2021	3/24/2021	3000	1075
Scrapbooking Expo		3/24/2021	3/2//2021	3000	10/5
0 (1	Confluent Health	2/25/2224	2/27/2024	445	424
Confluent Health	PTVille2/ Key Leader	3/25/2021	3/27/2021	115	124
BNSF Railway	BNSF 2021 Railway		. /= /		
Company	Agricultural Summit	4/4/2021	4/7/2021	109	193
Pathways Core	Pathways Monthly April	. / . /	. / /		
Training Inc.	2021	4/9/2021	4/24/2021	100	242
	The Court of Master				
TouCom	Sommeliers Advanced	4/40/2024	4/44/2024	0.5	207
TexSom	Course #1 - 2021	4/10/2021	4/14/2021	85	287
American Recovery	2021 NARS and Annual	4/11/2021	4/17/2021	200	020
Association	Meeting	4/11/2021	4/17/2021	300	838

National Brokerage Agencies Spring All Black and Bling All Black and Bla	Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Agencies, Inc. Conference 4/12/2021 4/15/2021 120 322 Texas Boyz All Black and Bling Steppers Ball 2021 4/14/2021 4/19/2021 300 337 Assemblies of God/Marriage Marriage Encounters 4/16/2021 4/18/2021 80 80 Texas Association of Student Councils TASC - 2021 High School Annual Conference 4/16/2021 4/21/2021 5200 2675 Central Region Users Group (CRUG) Central Region Users Group (CRUG) 4/19/2021 4/22/2021 120 252 Lean Construction Listitute Lonational Practice Institute Team F2F Meeting 4/20/2021 4/21/2021 40 35 Hall of Fame Dance Challenge 2020 Staff Challenge 2020 Staff 4/21/2021 4/25/2021 500 63 Hall of Fame Dance Challenge ATTENDEE 4/21/2021 4/25/2021 500 20 Kohallenge ATTENDEE 4/21/2021 4/25/2021 500 20 American Association of Veterinary State Board Comference 2021 4/22/2021 4/24/2021 20 300 Board Meeti						
Texas Boyz All Black and Bling Steppers Ball 2021 4/14/2021 4/19/2021 300 337 Assemblies of God/Marriage Marriage Encounters 4/16/2021 4/18/2021 80 80 80 Student Councils Annual Conference 4/16/2021 4/21/2021 5200 2675 2675 2676 2675 2676 2675			. / /	. / . = /	100	222
Entertainment			4/12/2021	4/15/2021	120	322
Assemblies of God/Marriage	•	_	4/44/2024	4/40/2024	200	227
God/Marriage Marriage Encounters 4/16/2021 4/18/2021 80 80		Steppers Ball 2021	4/14/2021	4/19/2021	300	337
Texas Association of Student Councils		Marriage Encounters	4/16/2021	4/18/2021	80	80
Student Councils			, -, -	, -, -		
Central Region Users Group Group (CRUG) 4/19/2021 4/22/2021 120 252			4/16/2021	4/21/2021	5200	2675
LCI National Practice Team F2F Meeting 4/20/2021 4/21/2021 40 35	Central Region Users	Central Region Users				
Institute	Group	Group (CRUG)	4/19/2021	4/22/2021	120	252
Hall of Fame Dance Challenge 2020 Staff Rooms 4/21/2021 4/25/2021 500 63	Lean Construction	LCI National Practice				
Hall of Fame Dance Challenge 2020 Staff Rooms	Institute	Team F2F Meeting	4/20/2021	4/21/2021	40	35
Challenge Rooms						
Hall of Fame Dance Challenge 2020 ATTENDEE 4/21/2021 4/25/2021 500 20		_				
Hall of Fame Dance Challenge Challenge 2020 ATTENDEE	Challenge		4/21/2021	4/25/2021	500	63
Challenge	Hall of Fame Dance					
National Referee Conference Conference		_	4/21/2021	4/25/2021	500	20
Big 12 Conference Conference 2021	Chanerige		4/21/2021	4/23/2021	300	20
Heart of Texas H.O.T.	Big 12 Conference		4/22/2021	4/24/2021	400	320
American Association of Veterinary State Board Meeting 4/23/2021 4/25/2021 18 32 Dallas/Fort Worth Association of 2021 DFWAE Executives Association Day 4/25/2021 4/26/2021 300 30 The Unified Group Financial Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 JEDEC Board May 2021 ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Over-flow Room Block Development Council at Texican Court 5/2/2021 5/7/2021 90 360 Texas Court Appointed Special		Heart of Texas H.O.T.				
of Veterinary State Board Committee Spring Meeting 4/23/2021 4/25/2021 18 32 Dallas/Fort Worth Association of Executives 2021 DFWAE Association Day 4/25/2021 4/26/2021 300 30 The Unified Group Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 ConferenceDirect Dallas or Rosemont, IL Dallas/Fort Worth Minority Supplier Over-flow Room Block Development Council 5/2/2021 5/3/2021 35 17 CSL Plasma Inc Texas Court Appointed Special CSL Plasma Meeting 5/3/2021 5/7/2021 90 360	Line Dance Event	Line Dance Event 2021	4/22/2021	4/25/2021	200	300
Board Meeting 4/23/2021 4/25/2021 18 32 Dallas/Fort Worth Association of Executives 2021 DFWAE Association Day 4/25/2021 4/26/2021 300 30 The Unified Group Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Minority Supplier Development Council Access Expo 2021 - Over-flow Room Block Development Council 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special A/28/2021 5/3/2021 5/7/2021 90 360	American Association	2020 AAVSB RACE				
Dallas/Fort Worth Association of Executives Association Day Unified Group Financial The Unified Group Forum 2020 Andromeda Consultants Table Top Gamers 4/28/2021 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 5/2/2021 5/3/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Minority Supplier Over-flow Room Block Development Council Texas Court Appointed Special	•	, –				
Association of Executives 2021 DFWAE Association Day 4/25/2021 4/26/2021 300 30 The Unified Group Financial The Unified Group Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Windsor National Associates 4/29/2021 5/2/2021 158 158 ConferenceDirect Dallas or Rosemont, IL Dallas or Rosemont, IL S/2/2021 5/3/2021 35 17 Dallas/Fort Worth Minority Supplier Development Council at Texican Court S/2/2021 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting Texas Court Appointed Special 5/3/2021 5/7/2021 90 360		Meeting	4/23/2021	4/25/2021	18	32
Executives Association Day 4/25/2021 4/26/2021 300 30 The Unified Group Financial Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 JEDEC Board May 2021 ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Minority Supplier Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special Texas Court	 	2024 DEWAE				
The Unified Group Financial Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 JEDEC Board May 2021 ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Minority Supplier Over-flow Room Block Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special			4/25/2021	4/26/2021	200	20
The Unified Group Forum 2020 4/28/2021 4/30/2021 20 90 Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Windsor National Associates 4/29/2021 5/2/2021 158 158 LonferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Minority Supplier Over-flow Room Block 20 20 20 Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special Appointed Special Appointed Special Appointed Special	Executives		4/23/2021	4/20/2021	300	30
Andromeda Consultants Table Top Gamers 4/28/2021 5/2/2021 350 229 Windsor National Associates Associates 4/29/2021 5/2/2021 158 158 158 ConferenceDirect Dallas or Rosemont, IL Dallas/Fort Worth Access Expo 2021 - Minority Supplier Development Council Texas Court Appointed Special	The Unified Group	•	4/28/2021	4/30/2021	20	90
ConsultantsTable Top Gamers4/28/20215/2/2021350229Windsor National AssociatesWindsor National Associates4/29/20215/2/2021158158JEDEC Board May 2021 ConferenceDirectDallas or Rosemont, IL5/2/20215/3/20213517Dallas/Fort Worth Minority SupplierAccess Expo 2021 - Over-flow Room Block Development CouncilOver-flow Room Block at Texican Court5/2/20215/4/202140030CSL Plasma IncCSL Plasma Meeting5/3/20215/7/202190360Texas Court Appointed SpecialAppointed SpecialAppointed SpecialAppointed Special			., ==, ====	., 00, 2022		
Associates Associates 4/29/2021 5/2/2021 158 158 JEDEC Board May 2021 ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Minority Supplier Over-flow Room Block Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special	Consultants	Table Top Gamers	4/28/2021	5/2/2021	350	229
ConferenceDirect Dallas or Rosemont, IL 5/2/2021 5/3/2021 35 17 Dallas/Fort Worth Access Expo 2021 - Minority Supplier Over-flow Room Block Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special	Windsor National	Windsor National				
ConferenceDirectDallas or Rosemont, IL5/2/20215/3/20213517Dallas/Fort Worth Minority SupplierAccess Expo 2021 - Over-flow Room Block at Texican Court5/2/20215/4/202140030CSL Plasma IncCSL Plasma Meeting5/3/20215/7/202190360Texas Court Appointed SpecialAppointed Special400400400	Associates		4/29/2021	5/2/2021	158	158
Dallas/Fort Worth Minority Supplier Over-flow Room Block Development Council at Texican Court CSL Plasma Inc CSL Plasma Meeting Texas Court Appointed Special		·				
Minority Supplier Over-flow Room Block Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special			5/2/2021	5/3/2021	35	17
Development Council at Texican Court 5/2/2021 5/4/2021 400 30 CSL Plasma Inc CSL Plasma Meeting 5/3/2021 5/7/2021 90 360 Texas Court Appointed Special	1	•				
CSL Plasma Inc	, , ,		E /2 /2024	E /4/2024	400	20
Texas Court Appointed Special	·					
Appointed Special		CSL Plasma ivieeting	5/3/2021	5///2021	90	360
Advocates The Forum 2020 5/5/2021 5/7/2021 120 100	1	The Forum 2020	5/5/2021	5/7/2021	120	100

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
National Ovarian	NOCC 2020 Fall				
Cancer Coalition	Meeting	5/5/2021	5/8/2021	400	765
Pathways Core	Pathways Monthly May				
Training Inc.	2021	5/7/2021	5/22/2021	100	242
American Horse	American Horse				
Publications	Publication 2021	5/17/2021	5/22/2021	110	301
Tech Conferences	Share Point Fest	5/23/2021	5/28/2021	400	420

^{**}Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

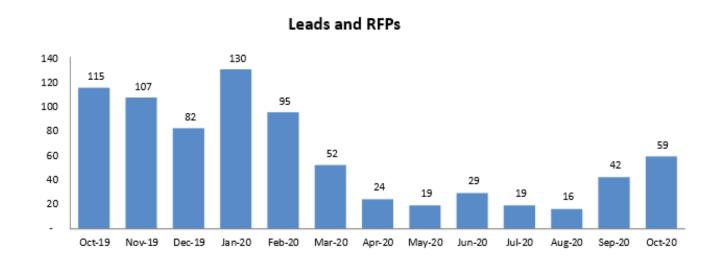
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: November 11, 2020

Re: Year End | October 2020 Board Report

Meetings Leads

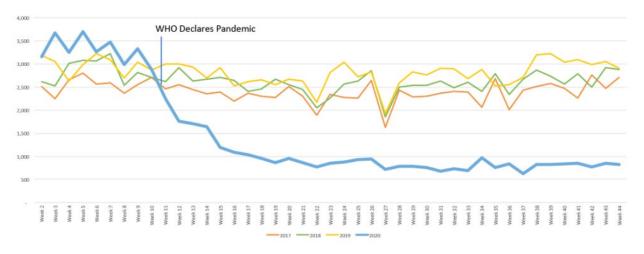
October saw a 40% increase in meetings leads from the previous month with **59 total leads.** Out of the total leads, 14 were sourced through Cvent, 15 were from click-to-call ads, and 30 came through the websites. 22 of the 59 leads in October came from the Meetings Campaign supported through the CARES Act.



Insights provided by Simpleview show that as of November 1st, data from their sample set of 200 U.S. DMOs are reporting **21 million fewer** room nights on the books vs. the same time last year. The pandemic's impact on meetings sales continues to depress lead volume below previous years substantially. Still, the aggregated data indicates that the decline has leveled off, and lead volume remained steady in recent months.

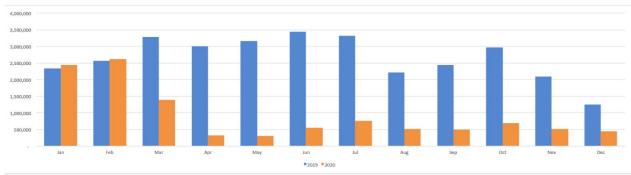
Lead Volume vs. Previous Three Years

Aggregated Data of 200 U.S. DMOs



Room Nights on the Books vs. the Same Time Last Year

Aggregated Data of 200 U.S.

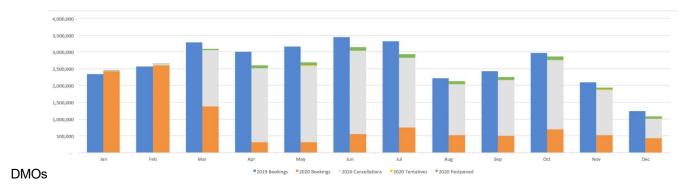


DMOs

Simpleview's sample set also shows that most lost business is canceled (shown in gray) and not postponed (in green). The 2020 bookings that do remain are indicated in orange.

Canceled, Postponed, and Remaining Business

Aggregated Data of 200 U.S.



CARES Meetings Campaign

The Meetings Campaign, supported through CARES Act funding, generated **14,311 sessions** (visitor interactions with the landing page) from September 1 – November 4, 2020. From these sessions, the campaign generated **51 leads**. Of the 51 leads, 35 were from click-to-call ads, nine were contact us form submissions, four email RFP submissions, and 3 RFP form submissions.

Paid search ads produced the largest lead volume, with 48 leads from 1,440 sessions. Facebook ads produced the largest number of sessions with 8,042 sessions along with one lead, and LinkedIn advertising produced 839 sessions.

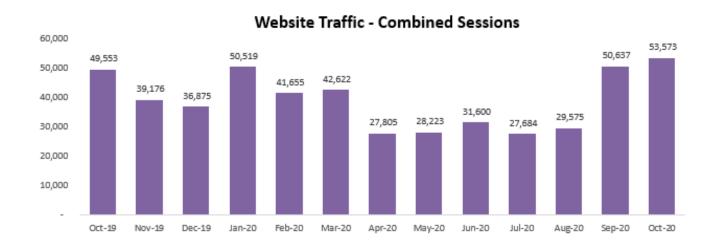
CARES Staycations Campaign

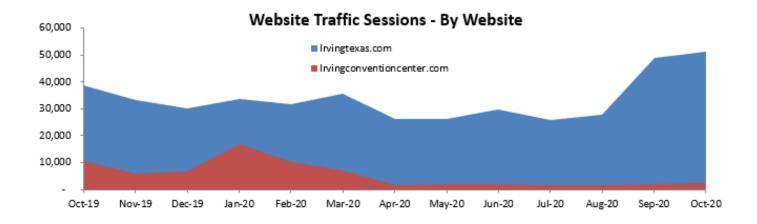
The Staycations Campaign continues to perform well. From September 1 – November 4, 2020, the campaign has produced **38,738 sessions** and **13,399 hotel referrals** with a conversion rate of 36.14%. Facebook advertising performed the best with a conversion rate of 42.58% and has generated 24,540 sessions and 10,559 hotel referrals. Paid search generated an additional 14,198 sessions and 3,440 hotel referrals.

Website Traffic

October saw the highest website traffic to date, with **53,573 total sessions** and **46,142 total users** to both websites. The visit Irving website also had the highest website traffic in any month to date, with **51,191 sessions** and **44,120 users**, which is an increase of 32% over the same time last year.

The Irving Convention Center website had **2,382** sessions and **2,022** users. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting regular events and large public shows.



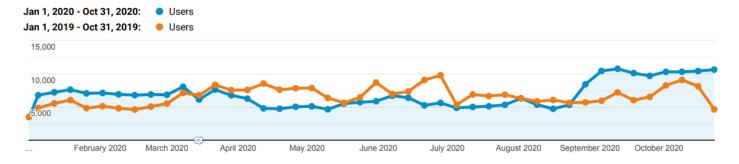


Website traffic to the Visit Irving website is performing better both year-over-year and month-over-month. Year-to-date, the Visit Irving website users increased by 4.71%, and new users increased by 4.97%, while there was only a -0.49% decline in sessions.

The Visit Irving website also continues to perform well relative to the industry. Aggregated data provided by Simpleview shows that the industry has experienced a YTD decline of -22.62%, and our region has experienced a YTD decline of -22.0%

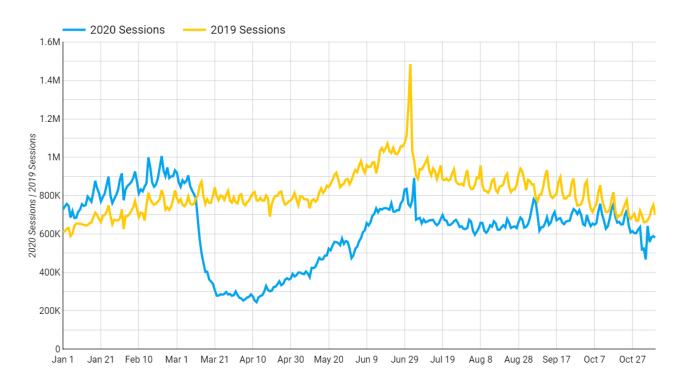
Visit Irving Overall YOY Website Traffic

January 1 – October 31, 2020



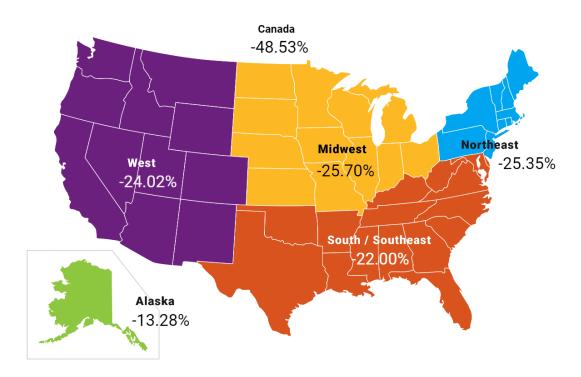
Aggregated YOY Overall DMO Website Traffic

January 1 - November 9, 2020, provided by Simpleview Inc.



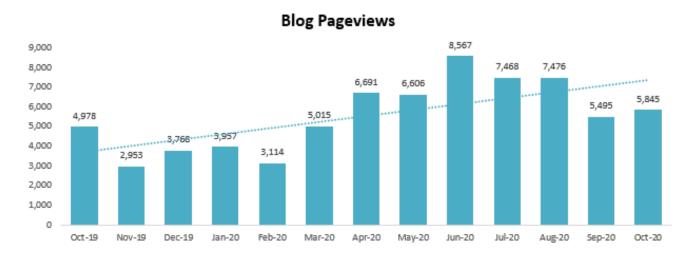
Aggregated YOY Overall DMO Website Traffic By Region

January 1 - November 9, 2020, provided by Simpleview Inc.



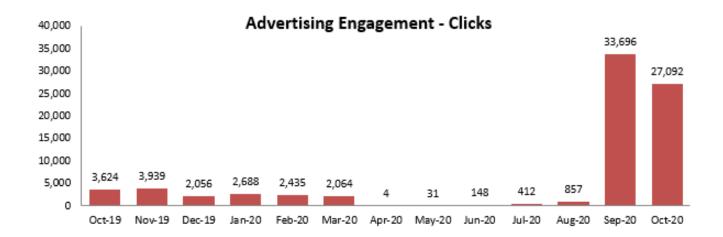
Blog Traffic

Blog pageviews increased in October with **5,845 pageviews**, a YOY increase of 17.41%. The average time on page was four minutes and 48 seconds, and the bounce rate was 48.29%. The top posts in October were "We Tried the 3-Day Juice Cleanse at Freshii, Here's What Happened," with 522 pageviews, "Rock the City with Live Music in Irving," with 488 pageviews, and "Get Your Spook on in Irving," with 302 pageviews.

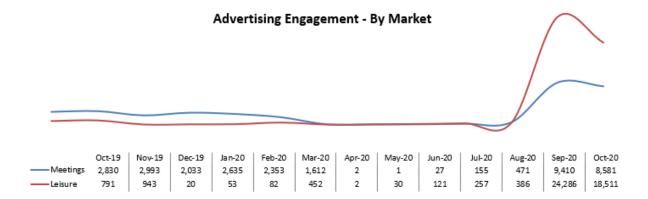


Advertising

Advertising engagement remained high in October with **27,092 clicks** and over two million advertising impressions. The high engagement is mainly due to the success with Facebook advertising, paid search, and LinkedIn ads, which are part of the CARES Act campaigns. The ICVB has also increased its advertising after it was suspended over the late spring and summer months. Connect, MPI, Tegna Media, and TripAdvisor were among the top-performing advertising partners in October.



The leisure market had the largest amount of engagement with **18,511 clicks.** Advertisements on Facebook, paid search, Tegna, and TripAdvisor were the top performers in this market. The meetings market also performed well with **8,851 clicks**, and the top meetings advertising partners were MPI and Connect.



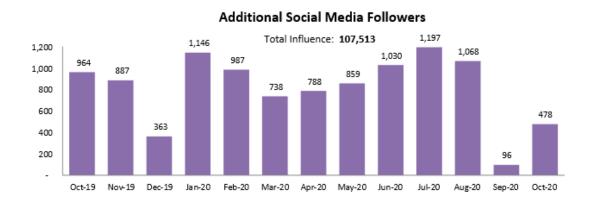
Paid Search

In October, paid search was used entirely for the CARES Act Meetings and Staycations campaigns. Last month was the second-highest month for paid search with **6,515 clicks** and 78,620 impressions. Of that, 5,333 clicks were for the Staycations campaign, and 1,183 were for the Meetings campaign.



Social Media

The number of new social media followers in October increased by **478 new followers** for a **total influence of 107,513**. The Visit Irving Facebook page continued to perform the best, with **more than 1.5M impressions**.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	74,642 1,517,762 1,326,807		5,799 <i>35,200</i> 255	7,020 15,298	712
Convention Center Impressions Profile Visits/Users	13,135 <i>n/a</i> n/a	209,277	2,545 574 29	2,071 n/a	371
Impacting Irving	1,218				

Hashtags #VisitIrving #IrvingRocks

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

EARNED MEDIA - FY 2019-2020

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629	293,859,985	152,424,455	170,567,851	658,472,920
ADVERTISING EQUIVALENCY ⁺	\$384,991	\$2,946,784	\$1,410,922	\$1,314,944	\$6,057,641
PUBLIC RELATIONS VALUE**	\$1,154,973	\$8,840,352	\$4,232,766	\$3,944,832	\$18,172,923

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

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

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

Attachments

- #"Texas Outdoor Venues Provide Creative Outlets for Modified Events," by Jeff Heilman, *Meetings Today*, Sept 2020
- #"Here's a round-up of patios in Irving to check out as the weather cools," by Sarah Bahari, *Dallas News*, Sept 2020
- ♣ "Firefighting's Elite Tackle the XXIX World Challenge," by Stephen Hunt, The Rambler Newspaper, Oct 2020
- ♣"Golf Texas TPC Dallas," by Mike Maksym, Sports Traveler, Oct 2020
- "Music-Centric Venues and Experiences in Texas that Make Events Sing," by Jeff Heilman, Meetings Today, Oct 6, 2020
- "Texas Culinary Leaders Cook Up Creative Solutions During the Pandemic," by Jeff Heilman, Meetings Today, Oct 8, 2020
- **4** "Las Colinas Day of the Dead Festival," CultureMap Dallas, Oct 26, 2020
- ♣ "Dia de los Meurtos festival set for this weekend in Irving," by Sarah Bahari, Dallas News, Oct 26, 2020
- ♣ "These are the 13 best things to do in Dallas this weekend," by Alex Bentley, CultureMap Dallas, Oct 29, 2020
- #"EDITOR'S PICK: Las Colinas Day of the Dead Festival," by Ben Torres, Dallas News, Oct 30, 2020
- ♣Visit Irving Social Stats
- ♣Irving Convention Center Social Stats

Texas Outdoor Venues Provide Creative Outlets for Modified Events

September 2020 - Meetings Today - Jeff Heilman



Lady Bird Johnson was a nature lover and conservationist who believed that "Where flowers bloom, so does hope."

True to her word, her championing of the 1965 Highway Beautification Act, or "Lady Bird's Bill," provided for scenically enhancing U.S. highways with wildflowers.

These include the Texas bluebonnets, Indian paintbrushes, poppies and other blooms that lavish Texas Hill Country, many of which are found at the event-capable Lady Bird Johnson Wildflower Center in southwest Austin.

The former first lady's legacy also inspired in part PARKSPACE, a placemaking program launched in Austin this summer that artistically marries the outdoors with social distancing.

Using eco-friendly paint, principal partners AIA Austin, the Austin Foundation for Architecture and architecture firm Gensler transformed sections of four event-capable Austin parks and green spaces into grids of eight-by-eight-foot squares placed six feet apart.

Each installation is inspired by a native Texas wildflower, starting with the Texas bluebonnet in landmark Pease Park. With additional arrays in Roy G. Guerrero Colorado River Park, Republic Square, and Zilker Park, this "architectural landscaping intervention" is the pilot for an envisioned expansion within and beyond Austin.

Austin's plentiful other outdoor options include Lady Bird Lake. Covering 416 acres, this recreational haven includes a hike and bike trail with 15 different loops ranging from one-plus to 10-plus miles. With the pandemic turning events inside out, open-air venues offer a way forward for creative gathering solutions. Here are seven destinations fit for the purpose.

Discovery Green, Houston

Unveiled in 2008, this 12-acre urban park located between Houston Center and the George R. Brown Convention Center introduced dynamic new outdoor programming possibilities to the convention district.

Rentals include the Anheuser-Busch Stage, which faces the 2,000-capacity Fondren Performance Space. The Grace Event Lawn is for mid-size events for 500 to 800 attendees. Shaded by towering loblolly pine trees, Maconda's Grove is for smaller programs. Other rentals include the 650-capacity Lindsey Waterside Landing event lawn.

Catalyzing some \$1.25 billion in surrounding mixed-use development since inception, the park, which is currently undergoing a \$12 million upgrade, is surrounded by blockbuster venues such as the Marriott Marquis Houston, Hilton Americas-Houston and Avenida Houston entertainment district.

Essex Modern City, San Antonio

This redevelopment of a former East Side industrial complex into a vibrant mixed-use neighborhood includes a dynamic stage for outdoor events in the COVID-19 context and beyond.

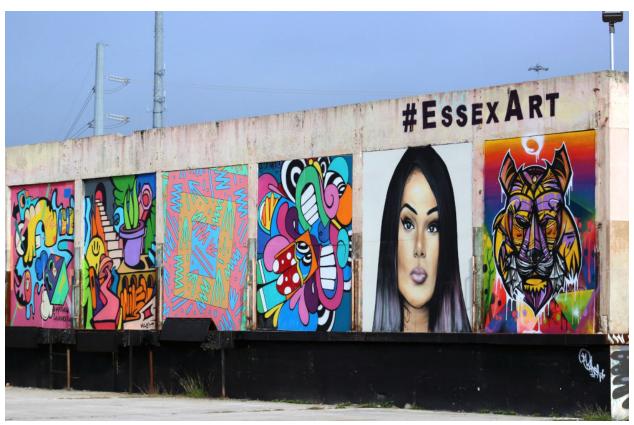


Photo: Essex Art Project at Essex Modern City, San Antonio; Credit: Jeff Heilman

Taking top "Land Transaction" honors at the San Antonio Business Journal's 2017 Best in Commercial Real Estate Awards, the eight-acre site includes the warehouses and loading docks of a former pallet manufacturing factory, which serve as the canvas for the Essex Art Project.

Featuring works by local and national muralists, the evolving project brings people together through art, music and community gatherings such as the popular Second Saturday events and last summer's inaugural six-day Essex Music and Art Festival.

"Adjusting for the pandemic, we've organized socially distanced programs, including a Leukemia & Lymphoma Society fundraiser and drive-through book signing," said Jaime Cooke, founder and president of San Antonio-based JLen Events, which represents the lead developer and provides site and event management. "From car and fashion shows to large-scale corporate events and convention offsites, the event possibilities are limitless."

Moody Gardens Hotel, Spa and Convention Center, Galveston

Set on 242 acres, this perennial group favorite offers 418 newly modernized luxurious rooms and 103,000 total square feet of customizable space, including a 60,000-square-foot, ballroom-quality exposition center.

Prior to reopening in May, the Moody Gardens team continued administrative functions and building operations, rebooked groups, made repairs and other activities. The return to business came with the "Pyramid Promise" of "Clean, Safe, Fun," which includes the highest standards and protocols for cleaning and maintenance to address COVID-19 and CDC guidelines.

"Most of our attractions like the Rainforest and Aquarium Pyramids and Dinos Alive exhibit are vast, open spaces that are ideal for social distancing," stated Moody Gardens President and CEO John Zendt in local news coverage.



Texas Sculpture Garden, Frisco

For an art break, this outdoor collection of 40 contemporary sculptural works by leading artists from around Texas is recognized as the largest collection of its kind ever assembled and made available to the public.

Open for self-guided tours, the four-acre park sits within 162-acre HALL Park. The vision of lifelong art collector Craig Hall, the master-planned office campus is home to some 180 companies and offers "HALL Meet, Connect and Gather" spaces to tenants for indoor and outdoor meetings and events.

Fair Park, Dallas

Located two miles east of downtown Dallas, this 277-acre national landmark complex holds a special place in local, state and national history. Since 1886, the site has hosted the State Fair of Texas, an early development driver for Dallas. The fair's 52-foot-tall cowboy ambassador, Big Tex, looks to welcome visitors back in 2021 after the cancellation of this year's event.

Featuring magnificent Art Deco buildings, artworks and sculptures from the 1936 Texas Centennial Exposition, Fair Park is the nation's only intact pre-1950s World's Fair site. Along with 749,000-plus square feet of enclosed conference and exhibition space, outdoor venues include the 1936 Band Shell; Texas Discovery Gardens; and 91,000-seat Cotton Bowl, which turns 90 this year.

Fort Worth Nature Center & Refuge, Fort Worth

Before the roads and skyscrapers, north-central Texas was a wilderness of forests, prairies and wetlands teeming with native flora and fauna. That natural glory lives on at this remarkable 3,621-acre sanctuary within the nation's 13th largest city. One of the largest municipally owned nature centers in the U.S., the refuge has more than 20 miles of hiking trails and offers a great outlet for educational programs and teambuilding activities such as hiking, canoeing and kayaking.

Texas Live!, Arlington

Open-air venues at this 200,000-square-foot multivenue entertainment and dining district include Arlington Backyard. Ideal for concerts and festivals, the 5,000-capacity venue also hosts some 250 annual events, functions and other programming.



Photo: Texas Live!, Arlington; Credit: Courtesy Arlington CVB

Adjacent Globe Life Park, the 30-year home of MLB's Texas Rangers, is being reconfigured for football and soccer use. The scheduled March 2020 opening of nearby Globe Life Field, the team's new retractable roof stadium, was delayed by the pandemic.

Outdoor spaces at the anchoring 350-room Live! by Loews–Arlington, TX hotel include an event lawn and private rooftop terrace.

Irving's Outdoor Advantage

Spanning 68 square miles, the "Corner Office of the Metroplex" is home to more than 8,500 local and multi-national businesses, including global headquarters for eight Fortune 500 companies and 80-plus hotels with some 12,000 rooms.

Yet Irving never feels crowded. Open expanses include 125-acre Lake Carolyn, with its three-mile walkway and connecting Mandalay Canals, and nearly 2,000 acres of parkland. Outdoor event venues abound, include these prime group spots:

- Unique venues at The Four Seasons Resort at Las Colinas include the 1,500-capacity Event Lawn.
- The 10,000-square-foot Festival Lawn at the Westin Irving Convention Center at Las Colinas accommodates 1,450 attendees for receptions and 648 for banquets.
- Offering Lake Carolyn views, the Lakeside Terrace at Marriott Las Colinas hosts 200 for receptions and 150 for banquets.

Located across from the Irving Convention Center and Toyota Music Factory, the spaghetti western-themed Texican Court offers "The Good," "The Bad" and "The Ugly" outdoor event spaces.

####

Here's a round-up of patios in Irving to check out as the weather cools

It's patio time in North Texas.

September 2020 – Sarah Bahari – Dallas Morning News



The Omni Las Colinas's new outdoor area is among the patio dining options in Irving. (Omni Hotels)

Triple-digit heat has finally subsided and it is officially patio time in North Texas.

As an added bonus to taking in some fresh-air dining, patio dining could be safer than dining inside during the pandemic because it allows for better ventilation, said Dr. Philip Huang, the director of Dallas County Health and Human Services. Restaurants can operate at 50% occupancy indoors, but patios are not held to the same occupancy restrictions under Gov. Greg Abbott's order.

If you are looking for al fresco dining options, we have rounded up some of Irving's patios:

The Lakehouse Waterfront Lounge at Omni Las Colinas, 221 E. Las Colinas Blvd.

Omni Las Colinas Hotel recently unveiled a \$13 million renovation, which includes the Lakehouse Waterfront Lounge, a luxury poolscape and lounge. The space features a large swimming pool with 161 chaise longues, views of Lake Carolyn, daybeds, private cabanas, yard games, tree swings and a swanky bar.

Hugo's Invitados, 5240 N. O'Connor Blvd, Suite 160

Hugo's Invitados offers modern Mexican fare and a spacious patio. Menu offerings include pork belly chicharron, seafood chile relleno and smoked brisket tacos. Or go for brunch and try the chorizo and egg enchilada, chilaquiles or whole-wheat pancakes. Brightly dressed mannequins are being placed around the restaurant to remind customers to respect social distancing.

Cork and Pig Tavern, 5224 N. O'Connor Blvd.

This Las Colinas spot offers deviled eggs with bacon, crispy chicken sandwiches and wood-fired pizzas, among other options.

The Ginger Man Las Colinas, 5250 N. O'Connor Blvd., Suite 146

The Ginger Man Las Colinas reopened Sept. 13 after it shut down due to COVID-19. The Irving location offers more than 100 beers, sandwiches, salads and traditional bar food, like jumbo pretzels and onion rings.

Pax and Beneficia, 5244 N. O'Connor Blvd.

This stylish coffee shop specializes in Turkish coffees and teas. Do not miss the numerous toasts, including avocado, labneh and za'atar, and Nutella and fruit.

Pacific Table, 5238 N. O'Connor Blvd., Suite 136

Overlooking Lake Carolyn, Pacific Table serves seafood dishes inspired by the Pacific Northwest, like fried oysters, miso salmon and sushi rolls.

Blaze Brazilian Steakhouse, 310 W. Las Colinas Blvd.

Blaze Brazilian Steakhouse, a new addition to the Toyota Music Factory, boasts a patio with twinkling string lights, fire-roasted meats and happy hour from 4:30 p.m. to close for a limited time. The restaurant is also participating in DFW Restaurant Week for both dine-in and takeout. Restaurant week runs through Sept. 27.

What did we miss? Email sarahbahari@gmail.com with your favorite patio, and we will add it to the list.

This list was compiled with the help of Visit Irving.

####

Firefighting's Elite Tackle The XXIX World Challenge

October 2020 - The Rambler Newspaper - Stephen Hunt



Irving—Firefighters are many things to many people, including dedicated, fearless, and selfless.

Firefighters are also competitors, which stems from having a stressful job where maintaining top physical condition is of paramount importance. That spirit was on full display between Oct. 22 and 25 in the parking lot of the DART Irving Light Rail Station as the city hosted the XXIX World Challenge of the Firefighter Combat Challenge.

Firefighters from around the country competed and the Dallas-Fort Worth Metroplex was well-represented with competitors from Irving, Arlington, Euless, McKinney, and Plano. Fort Worth was also represented by firefighters from Lockheed Martin. Annually, some 3,000 firefighters from 500 different departments participate in this competition.

Bringing the event to Irving has long been a project of Captain Jeff Wright, who works out of Station 7 on Walnut Hill Lane.

"Our plan is to host at least a regional event every single year for the next few years or however long we can continue it," Wright said. "We want to compete on a national and on a world championship level. We think we've got the guys here in Irving to do that, to be one of the top teams in this sport."

As for the competition itself, firefighters wearing their customary gear (jacket, boots, helmet, air tank) begin at the base of a five-story tower with a 42-pound hose pack at their feet. Once the horn sounds, they pick up the pack and climb the 63 steps to the top of the tower. After depositing the hose pack in a

container, they begin the second phase of the competition, the hose hoist, where firefighters raise a 42-pound donut roll of a hose and rope to the top of the tower.

Competitors then return down the tower steps before standing atop a Keiser sled, a chopping simulator, for the forcible entry portion. Firefighters use a nine-pound shot mallet, which resembles a small sledgehammer, to propel a 160-pound beam for five feet before proceeding.

Next is a 140-foot hydrant run where competitors slalom through obstacles leading to a 140 to 240-pound firehose. After advancing the hose 75 feet by carrying it over their shoulders, competitors turn on the hose, open a gate, and hit a target before advancing to the final step.

To complete the competition, firefighters are tasked to lift and drag a Rescue Randy mannequin, which weighs 175 pounds, 106 feet to the finish line, concluding an event ESPN once called "the toughest two minutes in sports."

"It's skills that we would use in a normal-day big fire, but we've also put them all together and made it an obstacle course. It tests you," Wright said. "You do all these skills back-to-back, and if you're prepared to do this, there isn't really anything on the fireground that surprises you physically."

Not only was he instrumental in bringing this event to Irving, but he continues to compete with 2020 being his 14th year as a participant. In fact, since Captain Wright participated in the most events and placed the highest, he was recently named 2020 Grand National Champion in the over-50 category and also placed third in his age group in individual time at the world championship.

Daniel Fyne a competitor with the Irving Fire Department.

"It is [a cool thing]," Fyne said. "We have to stay fit for our job. It's very demanding with our gear, probably adds another 40-50 pounds. This is a good way to get out there and enjoy some camaraderie with our women and men who are in the department, and compete with other cities and other states from around the country."

The world championships normally attract a large contingent of competitors from Canada and New Zealand. However, the pandemic has precluded them from attending the 2020 event and competitors from some states are also not participating for similar reasons.

"It's been a really good weekend," Wright said.

"It means a lot," Fyne said. "[Captain Wright] has been spearheading this, trying to get this event to Irving for a while now. Finally, the stars aligned. He's worked hard. Our sponsors and the city have worked really hard with us to get it here."

####

Golf Texas - TPC Dallas

October 2020 – Sports Traveler

TPC Las Colinas, Texas Available Now!

Play the incredible TPC Las Colinas and stay right on the course at the Four Seasons Resort! This is the ultimate golf trip for luxury travelers seeking exclusive golf, privacy, and activities for the entire family. Stay and play just like the pros on this championship level golf course located steps from your accommodations at the Four Seasons. Non-golfers can enjoy the amenities of this 5-star resort with socially distanced activities including tennis, fitness, and spa experiences.



Play like the Pros! About TPC Four Seasons Las Colinas & Cottonwood Valley:

The TPC Las Colinas was designed in 1982 by Jay Morrish, Byron Nelson, and Ben Crenshaw and then reimagined in 2008 by PGA Tour and Champions Tour player D.A. Weibring, this course is challenging for both professionals and recreational players. This course has also been host the Byron Nelson Classic in recent years and is a Par 70, 18-hole course. All golfers will enjoy access to the private driving range, sand bunker practice area, and chipping greens during their time at the resort.

The Cottonwood Club is located adjacent to the TPC and is an 18-hole, Par 71 course designed by the legendary Robert Trent Jones, Jr. It features the famous green in the shape of the state of Texas, a bunker in the shape of the state of Oklahoma, and a lake resembling the Gulf of Mexico. This private course is available exclusively with our packages and tee-times are very limited.







Exceptional Golf. World Class Tennis. Luxury Resort Accommodations.

Plan the perfect trip to Texas this fall or winter and stay in your own private villa with your family overlooking the incredible TPC Las Colinas or the resorts gorgeous pool. Additional resort activities include on-site tennis club featuring indoor and outdoor courts with instructors available for lessons and drills. Racquetball, squash, basketball, daily yoga, pilates, and fitness classes are available - all with social distancing and health protocols in place/ Privacy, luxury, and access to the exclusive TPC Las Colinas await you!

Play tennis at The Resort - ranked one of the top 50 tennis resorts in world by Tennis Magazine! Choose from four climate-controlled indoor or eight outdoor hard courts and take part in scheduled daily clinics and drill classes including Cardio Tennis for levels 2.5 - 4.0, or take a private lesson with a resident professional instructor.





Outdoor and Cultural Activities for Golfers and Non-Golfers!

Your family will find endless outdoor fun during your stay. Play tennis or take a tennis lesson from an onsite pro, lounge by the pool, or take a private pilates or yoga session with an instructor! Head out shopping or cultural experiences for the whole family.

Take a private, guided tour of downtown Dallas or a private walking tour of Fort Worth and visit the world famous Fort Worth Stockyards! See the cattle run and visit the Real Texas, where the Old West began. Or take a private tour of nearby AT&T Stadium, home of the Dallas Cowboys and the new Globe Life Park, home of the Texas Rangers baseball team.



Plan your Golf Trip to the TPC Four Season Las Colinas



Golf Programs can include:

- 3 night accommodations at the Four Seasons Las Colinas Resort Guest Rooms or Villas
- Reserved Tee Time at TPC Las Colinas, former home to the Byron Nelson PGA Tournament
- Reserved Tee Time at the Cottonwood Valley, designed by Robert Trent Jones
- Both courses located onsite at the Four Season Las Colinas
- 18 holes of golf, with Practice range access, and golf cart
- Complimentary use of various Mercedes-Benz vehicles during your stay

- Daily breakfast at the resort
- Private, roundtrip airport transportation from Dallas/Fort Worth International Airport (DFW)
- Welcome golf amenity
- Complimentary WiFi at the hotel
- All taxes and resort fees

Golfer rates from: \$1,395 per person (based on two golfers, double occupancy)
Non-Golfer rate from: \$925 per person (based on double occupancy - activities additional)



Golfer Options:

- Rental clubs
- Optional Additional Tee Times at other top area courses
- ° Cowboys Golf Club the only NFL Themed golf course in the world!
- Bear Creek Golf Club
- Grapevine Golf Club
- o Trails at Frisco Golf Club

Non-Golfer Options:

- Shopping Tours
- Spa Treatments
- Personalized Cultural Walking Tour of Fort Worth Stockyards
- Private tour of Downtown Dallas including Six Floor Museum
- Tour of AT&T Stadium, home of the Dallas Cowboys
- Tour of Globe Life Park, home of the Texas Rangers

Suggested Itinerary:

Day 1:

Arrive at the Four Seasons Las Colinas. If you are flying in Dallas/Fort Worth Airport (DFW), we will arrange your private transportation to the hotel. If you select to drive, parking will be included at the hotel during your stay. The evening is at your leisure. Take advantage of the wonderful amenities at the resort including an indoor and outdoor pool with an authentic sand beach, indoor and outdoor tennis courts (Ranked top 20 Tennis resorts in the world), & two onsite restaurants. Spa and local dining reservations can be made.

Day 2:

Golfer:

Today you will play golf at the Cottonwood Valley Golf Club, designed by Robert Trent Jones, Jr. Before your scheduled tee time, you will collect your golf cart from the pro shop and head to the practice range. Cottonwood Valley has the interesting distinction of sharing the Byron Nelson Tournament with TPC Las Colinas from 1994-2007 as the first two rounds were played on both courses. Tiger Woods shot a then-record 61 at the 1999 tournament.

Non-Golfer:

Enjoy your day with a cultural experience tour of the famous Fort Worth Stockyards. See the famous attractions that makes the Stockyards so unique with behind the scenes visits of Billy Bob's Honkytonk & the Cowtown Coliseum. For the true old west experience, enjoy the Cattle Drive that goes right through the Stockyards!

Day 3:

Golfer:

Play where the players play! TPC Las Colinas is a par-70, 7,166 golf course where the PGA Tournament hosts the Byron Nelson Classic. Upon arrival, you will get your golf cart and head to the practice range. Your afternoon will be spent playing on the same golf course where many greats have played, including Tiger Woods, Phil Mickelson, Ernie Els, Payne Stewart, & Sergio Garcia.

Non-Golfer:

Start the day with spa treatments at the Four Seasons. Massages, pedicures, manicures, salon services are just a few of the options you can choose from today. Following your morning at the spa, enjoy the afternoon shopping at the North Park luxury shopping or Grapevine Mills shopping mall boasting luxury brands and specialty designers. Roundtrip transportation is provided on your shopping excursion.

####

Music-Centric Venues and Experiences in Texas That Make Events Sing

October 6, 2020 - Meetings Today - Jeff Heilman



Bass Performance Hall, Fort Worth; Credit: Fort Worth CVB

According to The Handbook of Texas Music, a collaborative project from the state-run Texas Music Office (TMO) and the Center for Texas Music History at Texas State University, "trying to define Texas music is like reviewing a dictionary."

From accordion-led conjunto and Western swing to piano-based Southern blues and guitar-driven country and rock, at least a dozen distinct musical forms define not a "singular Texas sound" but "a shared Texas musical spirit."

This essence is part of our national soundtrack. As the TMO's official motto states, "You can't hear American music without hearing Texas."

For now, concerts and festivals must wait in the wings. When the time comes, here are some of the many venue options and inspirations for plugging back into the scene.

Bolstering the Texas Music Business

In 2017, the TMO launched its Music Friendly Communities program to foster music business and economic development in and among Texas cities and communities. Starting with a TMO-led workshop, the six-point certification includes establishing a music office within a division of city government, such as the CVB.

Fort Worth—cradle of native and associated stars including "The Father of Western Swing" Milton Brown, 1960s classical pianist Van Cliburn, songwriter Townes Van Zandt, and R&B star Leon Bridges—

was first to certify. Group-capable venues include the Bass Performance Hall, Billy Bob's Texas, Panther Island Pavilion, and the new 14,000-seat Dickies Arena.

Officially proclaiming itself the "Live Music Capital of the World" in 1991, Austin is among 10 other cities that have since achieved certification.

"There's a freedom you begin to feel the closer you get to Austin, Texas," once said Willie Nelson, the 87-year-old legendary renegade from nearby Abbott. As documented by Texas Almanac, Nelson's 1972 "performance in front of a mixed crowd of hippies and rednecks" at the free-wheeling Armadillo World Headquarters club triggered the modern Austin music scene.

Hometown stars include late psychedelic rock pioneer Roky Erickson, Go-Go's bassist Kathy Valentine and current Hendrix-esque phenom Gary Clark, Jr.

Austin is headquarters for film and music festival SXSW and venues include Austin City Limits Live at The Moody Theater and Texas Music Ranch. National landmarks include Antone's, Broken Spoke and Continental Club.

Certified in 2018, San Antonio's star roster includes pioneering Tejana singer Eva Garza, "The Sweetheart of the Americas," and Christopher Cross ("Arthur's Theme" and "Ride Like the Wind"). Alamo City venues span the decades. Classics include the 1926 Aztec Theater, 1929 Majestic Theatre, and 1914 Charline McCombs Empire Theatre.

Incorporating the 1926 Municipal Auditorium, the contemporary Tobin Center for the Performing Arts features the 1,738-seat H-E-B Performance Hall with movable-floor technology and outdoor River Walk plaza with 30-foot video wall.

Music Venues in the Metroplex

Dallas, which hosted a virtual TMO workshop in July 2020, has produced stars including late guitar wizard Stevie Ray Vaughan, Meat Loaf, Usher, Erykah Badu, and Stephen Stills, first with Buffalo Springfield and then Crosby, Stills, Nash & Young.

From the 1920s to the 1950s, Dallas neighborhood Deep Ellum was a center of American blues and jazz where Texas titans including Blind Lemon Jefferson and Lightnin' Hopkins held court. Today, this storied entertainment district features group-ready music venues Trees Dallas and The Bomb Factory.

Other venues include the 1946 Granada Theater, where "Art Deco meets Rock 'n Roll", while the 1931 Texas Theater, one of 50-plus theaters in the state named "Texas" or "Texan," is where Lee Harvey Oswald was arrested following the assassination of President John F. Kennedy.

Arlington venues range from historic Arlington Music Hall to the new Texas Live! entertainment district.

Irving's rock star credentials start with the Irving Music Factory at Las Colinas. Anchored by the Live Nation-operated Pavilion, with flexible indoor/outdoor seating for up to 8,000 people, the entertainment destination includes a programmable 50,000-square-foot outdoor plaza and expanding restaurant and bar collection.



Photo: Toyota Music Factory aerial view, Irving; Credit: Derek Malone

Other venues include the Irving Arts Center, and hotspots The Ranch at Las Colinas and OUTLAW Taproom at group magnet Four Seasons Resort and Club Dallas.

Reimagined as the Rail District, Frisco's historic downtown features live music at the Frisco Rail Yard food truck park and Eight 11 Place wine and craft beer bar.

West Texas Music Venues

Music sweeps across West Texas like the powerful winds that make Texas a renewable energy leader alongside oil and gas.

Established to empower area musicians and music-affiliated interests, the El Paso International Music Foundation coordinates local concerts and support for the city's Music Friendly Community application. Signature venues include the Abraham Chavez Theatre and Plaza Theatre Performing Arts Centre.



Photo: Plaza Theatre Exterior, El Paso; CREDIT: Destination El Paso

Backed by the Franklin Mountains, McKelligan Canyon Amphitheatre is a dramatic stage for live entertainment and corporate events.

Slated to open in 2020, the Buddy Holly Center for the Performing Arts & Sciences features a sculptural installation of Lubbock-born Holly playing a Stratocaster made from 9,000 aluminum-cast, bronze-brushed guitar picks.

Serving as the future home of Ballet Lubbock, Lubbock Symphony Orchestra and Lubbock ISD Visual and Performing Arts, the \$154-million campus includes the 2,200-seat Helen DeVitt Jones Main Theater and 300-capacity programmable lobby.

Certified in 2019, Abilene's venues include the Back Porch of Texas. Amid oak and pecan trees, the facility offers an 800-capacity event center and expansive grounds for outdoor events such as the annual Outlaws & Legends Music Festival. Willie Nelson headlines the event's 10th anniversary outing, which was postponed to March 2021.

Rock legend Rod Stewart inaugurated Midland's visionary 1,800-seat Wagner Noel Performing Arts Center in 2011. Slated to open this year, the restored 1951 Ector Theatre is connected to the new Odessa Marriott Hotel & Conference Center.

Rich Music Experiences in Second-Tier Texas Destinations

Lone Star legends spring from every corner.

Scott Joplin, the "King of Ragtime" came from Texarkana. Romantic crooner Johnny Mathis, Eagles cofounder Don Henley and blues great Freddie King all hail from tiny Gilmer, west of currently certifying Waxahachie. Rockabilly pioneer Roy Orbison, of "Pretty Woman" fame, was born west of Wichita Falls in Vernon.

The certified DFW city of Denton produced Sly Stone of Sly and the Family Stone, while Gene Autry, the "Singing Cowboy," arrived in nearby Tiago. The third best-selling artist of all time behind The Beatles and Elvis Presley, George Strait, the "King of Country Music," is from Poteet, south of San Antonio.

Texas's second-tier destinations are similar wellsprings for groups.

Surrounded by forest, the 16,000-seat Cynthia Woods Mitchell Pavilion is the belle of The Woodlands master planned community north of Houston. Currently the world's second-best selling outdoor amphitheater, this A-list stage is the summer home of the Houston Symphony, second home of the Houston Ballet and presenting venue for the Houston Grand Opera. Rentals include the 21,000-square-foot Pavilion Event Center and Woodforest Bank VIP Club.

Galveston's glorious 1,000-seat Grand 1894 Opera House offers 11,000-plus square feet of rental space. Featuring a blend of musical styles, from country to zydeco, Beaumont's venues include the historic Jefferson and Julia Rogers Theatres.

South Texas venues include the 10,000-seat Laredo Energy Arena and 1,800-seat McAllen Performing Arts Center.

Wherever you meet in Texas, the shared spirit of music is there to pluck the heartstrings and strike deep emotional chords. Like this line from the popular 1941 song, "The stars at night, Are big and bright, Deep in the Heart of Texas."

Texas Talents to Get Groups in the Groove

Everything in Texas is bigger, including musical talent. Sample these genre-spanning sounds to get into the groove ahead of your future Texas event.

ZZ Top

On longevity alone, Houston's ZZ Top, founded in 1969 by blues-loving teenagers Billy Gibbons, Dusty Hill and Frank Beard, are rock royalty. Classic albums include 1973's Tres Hombres with the hit "La Grange." Their spectacular mid-70s Worldwide Texas Tour featured a Texas-shaped stage, live Texas animals and plants, and panoramic Texan backdrops.



Photo: ZZ Top; CREDIT: ZZ Top + Epic Rights, Inc.

Barry White

Selling 100 million-plus records worldwide, including 112 gold and 41 platinum albums, Galveston-born Barry White ranks among music's all-time champs. Backed by his 40-piece Love Unlimited Orchestra, White's deep-voiced hits include "Can't Get Enough of Your Love, Babe" from 1974's Can't Get Enough.

Bobby Keys

Making their Texas debut at the 1964 San Antonio Teen Fair, the Rolling Stones were booed for their slovenly appearance. Duly impressed though was Lubbock-born saxophonist Bobby Keys, who later became a de facto Stone for some 45 years. Sharing a birthday with "best pal" Keith Richards, Keys rocks the sax on landmark albums including Sticky Fingers and Exile on Main Street.

Billy Preston

Houston-born Billy Preston, who co-wrote "You Are So Beautiful" with Joe Cocker, was a sizzling songwriter and session keyboardist who toured with the Stones in the 1970s and was nicknamed "the fifth Beatle" for his work on Let It Be, The White Album and Abbey Road.

Janis Joplin

Then fronting psychedelic rockers Big Brother and the Holding Company, Port Arthur-born Janis Joplin electrified the 1967 Monterey Pop Festival. Also singing at Woodstock, she cemented her legend as a female rock pioneer with raw, soulful classics such as her cover of fellow Texan Kris Kristofferson's "Me and Bobby McGee."

Narciso "Chico" Martínez

Born in Reynosa, Mexico across from McAllen, Narciso "Chicho" Martínez came to Texas as an infant. Inspired by the whistling of migrant farmworkers to his brother's accordion, his fusion of Mexican melodies with Czech and Polish polka birthed conjunto, or "the people's music." Check out 2009's The Father of Tex-Mex Conjunto: El Huracan Del Valle 2 for classic stylings from the "Hurricane of the Valley."

Plus: These Historic Venues are Texas Treasures

For generations, dance halls have been the seat of Texas country, Western swing, Tejano and conjunto music. Ray Benson of Grammy-nominated Western swing band Asleep at the Wheel and Austin-based Texas Dance Hall Preservation, Inc. likens these hallowed heirlooms to "the Carnegie Hall of Western swing and Texas music."

Although numbers are dwindling, a star landmark is Gruene Hall. Dating to 1878, this Hill Country shrine in historic New Braunfels is the oldest in continuous operation. Numerous star appearances include ZZ Top, which played here for their 2019 documentary, That Little Ol' Band From Texas. Rentals for 75 to 500 people at the 6,000-square-foot venue include the bar and outdoor garden.



Photo: Gruene Hall exterior, New Braunfels; CREDIT: Jeff Heilman

Opened in 1974, Cheatham Street Warehouse in San Marcos, halfway between San Antonio and Austin, is where George Strait, the "King of Country Music," got his start and late owner Kent Finlay helped launch stars including the Randy Rogers Band and Terri Hendrix. Rentals for 300-plus guests include production, staffing and booking services.

Celebrated in the 2010 documentary For the Sake of the Song, Houston's Anderson Fair Retail Restaurant is a preeminent folk and acoustic music venue. Founded in 1969, "Afair" launched Texas stars including Lyle Lovett and Lucinda Williams.

####

Texas Culinary Leaders Cook Up Creative Solutions During the Pandemic

October 8, 2020 - Meetings Today - Jeff Heilman



La Gloria H-E-B tacos; Credit: Grupo La Gloria

In early March, I guest judged for the fifth time at Chef Johnny Hernandez's 11th annual Paella Challenge in San Antonio.

Cooking under tents at Mission County Park, more than 30 professional chefs from around the U.S. and Mexico competed for top paella honors in classic and contemporary categories.

Incorporating a high school contest, this festive fixture benefits Kitchen Campus, the youth culinary education organization that Hernandez founded in 2014 in memory of his father.

As Hernandez crowned the winners, few realized that this would be among San Antonio's last public events before the pandemic-induced shutdown.

Hernandez was already shifting, though, with a case study in rapid response and innovation (see Q&A with Johnny Hernandez).

He is not alone. From philanthropy to repurposed kitchens, here are creative examples of dynamic pivots by Texas culinary leaders—and what food and beverage locales you can bookmark for future live events.

"Taking Care of Our Own"

In 2015, Houston's James Beard Award winning chef-restaurateur Chris Shepherd founded the Southern Smoke Foundation after his friend, former sommelier Antonio Gianola, was diagnosed with multiple

sclerosis. Following Hurricane Harvey in 2017, the non-profit created an Emergency Relief Fund for food and beverage workers in crisis.

Since the outbreak of COVID-19, the Southern Smoke Emergency Relief Fund has distributed nearly \$2.9 million to 1,500-plus industry workers. In partnership with Mental Health America of Greater Houston and the University of Houston, the foundation also provides free mental healthcare to all Texas food and beverage workers, their children included.



Photo: Chris Shepherd with Southern Smoke smoker; Credit: Catchlight Photography

To date, Southern Smoke has distributed more than \$4.5 million in direct relief and to organizations representing people in the industry.

Southern Smoke was created to "take care of our own," states Shepherd, whose event-capable Underbelly Hospitality restaurants include The Hay Merchant and Mediterranean-driven One/Fifth Houston. Shepherd is also creating packaged meals for Texas grocery giant H-E-B's new restaurant partnership program.

Supporters include Austin-based Tito's Vodka, which named Southern Smoke one of four beneficiaries of a \$1-million donation to help the industry.

Renowned for his urban western cuisine, Texas-born Tim Love blazed onto the Fort Worth culinary scene in 2000 with his event-capable Lonesome Dove Western Bistro in the Historic Stockyards District. His portfolio now includes the historic White Elephant Saloon, Love Shack, and Woodshed Smokehouse, with outposts in Austin and Houston.

This summer, Love spoke at a White House roundtable in support of the new chef-backed Independent Restaurant Coalition, which is lobbying Congress to help America's independent restaurants and workers through the pandemic.

Joining Love at the table was Kevin Fink, owner and executive chef of Emmer & Rye in Austin. Fink is a 2020 James Beard finalist for Best Chef in the new Texas-only category.

Five-time nominee and co-finalist Steve McHugh of Cured in San Antonio participated in this summer's Cook Across Texas event, a virtual fundraiser benefiting the Southern Smoke Foundation. The Beard Foundation also recognized McHugh in 2020 as a Smart Catch Leader for his commitment to sustainable sourcing.

Last fall, McHugh, a cancer survivor, raised over \$50,000 for The Leukemia & Lymphoma Society at his annual Cured for a Cure dinner. His recovery inspired the restaurant's name and charcuterie-focused menu. McHugh has also prepared food for Jose Andres' World Central Kitchen.

In March, star San Antonio chef Jason Dady partnered with food festival producer Culinaria to create HospitALLity House, an industry relief project providing free lunches and dinners to laid-off restaurant workers. Dady has also pivoted into retail mode via the H-E-B partnership.

Unconventional Responses

Organized by the FestEvents Foundation to feed area pandemic-impacted restaurant and hospitality workers, Staff Meal Dallas prepared 25,000 packaged meals for curbside distribution over 10 weeks between mid-April and mid-June.

First to donate workspace was event venue 3015 in Big D's Trinity Groves development. As demand grew, the Irving Convention Center stepped in with its state-of-the-art kitchen for the duration. Executive Chef Eduardo Alvarez, in his 10th year with the Center, led the effort.



Photo: Chef Eduardo Alvarez and team prepare meals for Staff Meal Dallas; Credit: Visit Irving

The Austin Convention Center is providing space and helping hands in support of the Eating Apart Together (EAT) initiative to feed the area's homeless. Efforts include packaging bags of shelf-stable food

for delivery by outreach organizations across the city. Additionally, the convention center's culinary team is adjusting its services with new standards and protocols for the present context.

Rearranging the Place Settings

Multi-level Legacy Hall has been a hit with Plano groups since opening in November 2017, even securing some 2,500-capacity buyouts. The artisanal food hall, beer garden, craft brewery and entertainment stage combine to make it a dynamic option for events.



Photo: Legacy Hall dining, Plano; Credit: Legacy Hall

With 20-plus eateries and several craft bars, the popular food hall is operating at 50% capacity for dinein, while restaurant partners are offering third-party delivery and curbside pick-up, as of publication time.

These include meal kits and kits for recreating popular cocktails at home. Notable solutions included Cinco de Mayo taco and margarita kits with Mexican beer, delivered to at-home revelers by a serenading mariachi band.

Paused as of mid-July, dining and room service at 299-room Hilton Dallas/Plano Granite Park will resume once occupancy levels pick up. With all 30,000 square feet of indoor and outside space available under Hilton EventReady and CleanStay guidelines, group bookings are looking up for October and beyond.

This summer, El Paso's Downtown Management District created the Fresh Air Food Court, providing socially distanced, sanitized on-street seating for individuals and small groups to eat food purchased from Downtown restaurants.

Q&A with Johnny Hernandez: Answers, Action—and Margaritas to Go

Johnny HernandezFor nearly 30 years, Johnny Hernandez (pictured) has been a force of change for his hometown of San Antonio. Here's how the inveterate entrepreneur turned up the heat in the pandemic.

When and how did you switch to pivot mode?

Man, it's been a rollercoaster. Hit in succession were our convention and offsite catering businesses, our AT&T Center and airport eateries, and our restaurants in town. Following early conversations with city and county leaders, when cases were low and we thought we were managing boundaries, I envisioned a three-month adjustment plan. Who knew, right? But I had a fast-track strategy based not on cutting costs and hunkering down, but by rethinking how to get food to people. Leveraging our operational know-how, relationships, supply chain and other elements, we went to work.



How did you adjust?

In just two days, we converted two of our restaurants [La Gloria, his flagship in the Pearl complex, celebrating 10 years this summer, and The Fruteria in Southtown] into grocery stores, selling essentials with extended hours. We are cooking 10,000 meals a week for seniors in partnership with Meals on Wheels. Our relationship with H-E-B is blossoming. And we mobilized by creating Margarita Trucks stocked with food, margaritas, and at-home cocktail kits. Planners, these are also available for events!



Photo: Margarita Truck; Credit: Grupo La Gloria

What does the future hold?

From expanding our production kitchen and developing new ordering platforms to redeploying my staff, I've been learning and adapting non-stop. Engineering trucks that can efficiently serve perishables all day in the Texas heat has kicked my butt. But I've built my career on aligning challenge with opportunity. With the street side and airport restaurants now back open, we will emerge from the pandemic with three new business lines—and the reward of helping the community in a time of need.

Las Colinas Day of the Dead Festival

October 26, 2020 – Dallas CultureMap



Photo courtesy of Irving Convention & Visitors Bureau

The U.S. Mexico Cultural and Educational Foundation is partnering with the Toyota Music Factory and Visit Irving to host the Las Colinas Day of the Dead Festival.

The festival will feature live music and a Mexican ofrenda, a flower and candle-laden altar that traditionally commemorates departed loved ones with their favorite food and drink. The ofrenda will be specially dedicated to community members who lost their lives to COVID-19 this year.

The festival will take place outdoors on the Texas Lottery Plaza at the Toyota Music Factory. Attendance will be limited to 150 guests, and all appropriate health and safety measures including use of masks as required and social distancing will be in place. Those who cannot attend in person can visit virtually via the event Facebook page: @LasColinasDayoftheDeadFest.

EVENT DETAILS

WHEN

Oct 31, 2020, 7:00 pm

WHERE

Toyota Music Factory 130 W. Las Colinas Blvd. Irving, TX 75039 Get Directions >

WEBSITE >

TICKET INFO

Admission is free.

####

Día de los Muertos festival set for this weekend in Irving

The Las Colinas celebration for Day of the Dead will be dedicated to those who have lost their lives due to COVID-19.

October 26, 2020 - Dallas News - Sarah Bahari



The Las Colinas Day of the Dead festival is Saturday at Toyota Music Factory in Irving.(Jeff Woo / DRC)

A cherished Mexican celebration, Día de los Muertos, is coming to Irving this weekend.

The U.S. Mexico Cultural and Educational Foundation will partner with the Toyota Music Factory and Visit Irving to host the Las Colinas Day of the Dead Festival on Saturday.

The festival will feature live music and a Mexican ofrenda, a flower and candle-laden altar that traditionally commemorates departed loved ones with their favorite food and drink. This ofrenda will be dedicated to community members who lost their lives to COVID-19.

In addition, North Texas residents can enter a virtual "Catrina" photography contest for the chance to win a total of \$2,500 worth of prizes, including restaurant gift cards and hotel stays. Catrina is the figure of an elegant skeleton lady who has come to symbolize Día de los Muertos. The deadline to enter is Nov. 15.

####

These are the 13 best things to do in Dallas this weekend

October 29, 2020 - CultureMap Dallas - Alex Bentley



The Las Colinas Day of the Dead Festival takes place at Toyota Music Factory in Irving on October 31. Photo courtesy of Irving Convention & Visitors Bureau

While many events in and around Dallas have either been postponed or canceled during the coronavirus pandemic, some organizations have pivoted to virtual or socially-distanced events to continue offering the masses some entertainment while we need it the most.

Below are the best ways to spend your free time this weekend. While they're not all outside of the house, they all promise to provide a nice distraction from the everyday life.

Thursday, October 29

Last call for haunted houses

As one would expect, Halloween weekend is your last chance to take in the variety of haunted experiences in the Dallas area. In addition to previously-profiled events like Six Flags Over Texas presents HallowFest, Zombie Safari, Drive-Boo Halloween, and Reindeer Manor Halloween Park, this weekend will bring two new events: A behind-the-scenes tour at Dark Hour Haunted House in Plano, which was closed for the season, and a new haunted experience in Oak Cliff called Junk Yard Haunted House.

Festival of Independent Theatres

After four weeks, the 22nd Festival of Independent Theatres will come to a close this weekend. The virtual festival features six performing arts groups offering audiences something for everyone, and for the first time ever, viewing on demand and from the comfort of home. This year's lineup features original works, dance, comedy, drama, and more. All performances will be available for viewing anytime through Sunday.

Improv Arlington presents Tommy Davidson

Comedian Tommy Davidson first made a name for himself among the exceptional talent on the sketch comedy show In Living Color, and his range, from stand-up comedy and acting to music accomplishments, have earned him a reputation as a versatile performer. He'll perform six times through Sunday at Improv Arlington.

Imprint Theatreworks presents The Tree: An American Rock Musical

The Tree: An American Rock Musical aims to be an immersive journey across time and emotion reexamining the "gift" of knowledge and the nature of Good and Evil through an innovative and haunting musical narrative. The creators of the show — which includes six playwrights, the band Veteran Children, and choreographer Danielle Georgiou — have partnered to weave a collective experience that shines a light on human nature and what connects us all. The production, which offers both in-person and livestreaming options, will take place at Samuell-Grand Amphitheatre on various dates through November 14.

Fair Park Drive-In Concert: Mt. Joy

Fair Park will kick off what may become a full blown drive-in concert series with a performance by indie rockers Mt. Joy. The band, which released their second studio album, Rearrange Us, earlier this year following a two-year hiatus after their self-titled debut album, is up-and-coming thanks to songs like "Silver Lining" and "Strangers." The concert will take place in Lot 8 next to Dos Equis Pavilion.

SMU Meadows School of the Arts presents the black album. 2020. resistance.

Golden Globe-winning actress, director, and playwright Regina Taylor is partnering with SMU Meadows School of the Arts for a unique, three-part theatrical project titled the black album. 2020. The project explores and addresses the question of what it is to be Black in 2020. This first part of the project will be performed live on the SMU Meadows YouTube channel by seven Meadows undergraduate and graduate acting students.

Friday, October 30

Hot 93.3 Carbaret Hallo-Screening Drive-In: Nightmare on Elm Street & Hocus Pocus

Carbaret, in collaboration with Hot 93.3, will celebrate Halloween with a special dual screening event featuring family favorite Hocus Pocus and horror classic Nightmare on Elm Street. The films will show on different screens at the same time, and each film will be ticketed separately. As always, the screenings will take place in the parking lot outside of Brizo in Richardson. All proceeds go to the North Texas Food Bank, and every car will get a complimentary bag of candy and cool swag.

Saturday, October 31

The Statler presents Scare Fare

Guests of all ages can take part in an expanded expression of the usual door-to-door trick-or-treating at The Statler's Scare Fare. Taking place from 11 am to 6 pm, the event provides guests with a trick-or-treat kit with a map of all the candy stations located throughout the hotel, which will include each of The Statler's four restaurants and additional action stations in the hotel lobby. Each stop on the map will offer a unique treat germane to that venue. The Garden Court "Graveyard" will feature Halloween games, a magician, a fortune teller, and more.

Dallas Symphony Orchestra presents Dia de los Muertos Concert

The Dallas Symphony Orchestra will present a vibrant Day of the Dead concert and celebration, featuring traditional Latin American music and culture, guests artists, festivities, and fun-filled events for the whole family. Unlike the other Dallas Symphony concerts so far this season, this concert is open to the public, although seating will still be limited due to social distancing guidelines.

AMP presents Our Vote Matters: A HEXA Halloween Music Fest

Adam Munoz Productions presents Our Vote Matters, a HEXA Halloween music festival benefiting Education Unbound. The drive-in festival will feature live music by Jonathan Tyler and The Northern Lights, Heart of the City, Garrett Bryan and The Traveling City Committee, Droo's Peace Crush, Taylor Ochs Trio, and Jake Dexter and The Main Street Sound. The event will take place in the parking lot at HEXA Coworking in Richardson.

Las Colinas Day of the Dead Festival

The U.S. Mexico Cultural and Educational Foundation is partnering with the Toyota Music Factory and Visit Irving to host the Las Colinas Day of the Dead Festival. The outdoor event will feature live music and a Mexican ofrenda, a flower and candle-laden altar that traditionally commemorates departed loved ones with their favorite food and drink. The ofrenda will be specially dedicated to community members who have lost their lives to COVID-19 this year. Attendance will be limited to 150 guests; those who cannot attend in person can visit virtually via the event Facebook page.

Stomping Ground Comedy presents Lights Out! An Outdoor Comedy Experience

Lights Out is more than a comedy show; it's a comedy experience uniquely suited for the spooky season. Audience members will enjoy a performance of "The Bat," an improv show performed completely in the dark and based on the audience's worst fears and nightmares. Prior to the start of each show, there will also be a pop-up market with local vendors selling unique handmade goods. There will be two shows outside of Stomping Ground Comedy Theater.

TACA Concert on the Green: Abraham Alexander

The Arts Community Alliance will present the first TACA Concert on the Green, featuring Fort Worth native and singer-songwriter Abraham Alexander. The concert will also feature special guest Misa Hylton (Global Creative Partner for MCM) and a special performance by The Grays. A socially-distanced affair at Annette Strauss Square, funds raised will benefit TACA and its mission to support excellence and impact in the arts in North Texas.

####

EDITOR'S PICK

Las Colinas Day of the Dead Festival

October 30, 2020 - Dallas News - Ben Torres



A Dia de los Muertos character named Valentina strikes a pose.(Ben Torres / Special Contributor)

Free outdoor fest is inspired by the colorful traditions of Mexico's Día de los Muertos, a celebration of loved ones who have died. The outdoor festival on the Texas Lottery Plaza is limited to 150 in-person guests (preregister to attend) but also can be viewed virtually via the Facebook event page @LasColinasDayoftheDeadFest.

There will be live music and a Mexican ofrenda, a flower and candle-laden altar that commemorates departed loved ones with their favorite food and drink. The altar will be dedicated to community members who lost their lives to COVID-19 in 2020.

####

SOCIAL MEDIA FACTS





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1.517.762 Impressions



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35,200

Impressions



255

Profile Visits

INSTAGRAM





15298

Impressions





SOCIAL MEDIA FACTS



OCT 2020

FOLLOWERS





2,544 +1



2,0**7**1



17,748

+3

FACEBOOK





0

Impressions



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Users



O

Check-Ins

TWITTER





574

Impressions



29

Profile Visits

INSTAGRAM





0

Impressions







DATE: October 22, 2020

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration

RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for September was lower than the US and Texas at 44.0%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 37.2%, while Texas figures decreased 22.9% and the US figures were down 28.2% for the month. Demand for the current period is down 37.5%, and YTD is down 41.9% over last year, while STR data reflects a 37.2% decrease for the current period and a 41.1% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$78.29 down 29.3% in September compared to last year, leaving Irving's YTD average daily rate at \$90.15, down 18.5% over last year.

This year's Occupancy trends may be misleading as earlier in the year they were complicated by new inventory that had come online, and then were adjusted in one month increments by STR as hotels temporarily closed. As most hotels have now begun to reopen, that will continue to skew Occupancy data. Additionally, there are hotels that were closed for renovations/rebuilds (not influenced by COVID) that will continue to impact Occupancy data. While Occupancy rate remains important, for the next 12-18 months, it will be important to understand the data and its influences and limitations.

AirBNB

For the month of September, there were 412 available listings in Irving which is a 1.7% increase in listings over last year's figure of 405. The average daily rate for September is \$177.19, which is down 19.26% over last year, with an occupancy percentage of 54.7%, which is a 18.93% decrease compared to last year. For the hotel comparable subset, the average daily rate for September is \$96.42, an increase of 3.07% from last year, with occupancy at 55.4%, an increase of 3.07% from last year.

NOTE: Commencing in January 2019, the AirDNA rate and occupancy figures include HomeAway data, in addition to AirBNB data. Therefore, prior year data reflected on the graphs will not correlate with the prior year data from previously published graphs. Prior year data sets have been updated to include HomeAway data as well.

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

Tab 4 - Multi-Segment

Irving TX CVI

For the month of: September 2020

				Curren	t Month - Se	ptember 2	020 vs Se	eptember	2019							Year to	Date - Septe	mber 2020) vs Sept	ember 2	2019			
	Осс	%	AD	R	RevP	AR	Pe	ercent Ch	nange fro	m Sept	ember 2019	,	Осс	%	AD	R	RevP	AR		Percent	Change	from YT	D 2019	
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	48.3	67.2	99.12	132.05	47.87	88.77	-28.2	-24.9	-46.1	-47.4	-2.5	-30.0	44.8	67.5	106.22	131.94	47.59	89.07	-33.6	-19.5	-46.6	-48.7	-4.0	-36.3
Texas	48.3	62.7	80.41	103.61	38.88	64.99	-22.9	-22.4	-40.2	-39.2	1.6	-21.7	46.1	66.1	85.22	104.95	39.32	69.40	-30.2	-18.8	-43.3	-43.1	0.3	-30.0
Atlanta, GA	49.2	68.3	80.52	110.60	39.64	75.55	-27.9	-27.2	-47.5	-46.2	2.6	-26.1	47.8	70.9	89.37	116.48	42.70	82.54	-32.6	-23.3	-48.3	-48.6	-0.6	-33.0
Arlington, TX	52.2	67.1	73.62	104.30	38.40	70.02	-22.3	-29.4	-45.2	-44.4	1.4	-21.2	51.9	70.8	75.56	94.18	39.22	66.67	-26.7	-19.8	-41.2	-39.1	3.5	-24.1
Charlotte, NC-SC	43.1	68.8	78.49	110.55	33.83	76.05	-37.3	-29.0	-55.5	-52.8	6.1	-33.5	44.4	69.9	88.96	112.05	39.49	78.34	-36.5	-20.6	-49.6	-48.6	1.9	-35.3
Fort Worth, TX+	48.0	68.6	76.05	106.97	36.50	73.36	-30.0	-28.9	-50.2	-47.9	4.7	-26.7	47.0	69.8	87.49	107.37	41.13	74.95	-32.7	-18.5	-45.1	-44.4	1.4	-31.7
Frisco, TX+	35.5	61.3	97.71	137.22	34.72	84.07	-42.0	-28.8	-58.7	-55.3	8.2	-37.3	36.5	67.8	117.51	142.26	42.87	96.46	-46.2	-17.4	-55.6	-52.3	7.3	-42.3
Grapevine, TX+	31.5	70.7	151.87	173.16	47.80	122.37	-55.5	-12.3	-60.9	-59.9	2.7	-54.3	38.6	78.1	173.37	184.51	66.99	144.02	- 50.5	-6.0	-53.5	-58.9	-11.7	-56.3
Irving, TX+	44.0	70.1	78.29	110.72	34.46	77.66	-37.2	-29.3	-55.6	-56.4	-1.8	-38.4	42.6	72.4	90.15	110.63	38.44	80.07	-41.1	-18.5	-52.0	-52.6	-1.3	-41.9
Nashville, TN	39.1	77.4	91.41	156.78	35.71	121.32	-49.5	-41.7	-70.6	-68.4	7.3	-45.8	41.7	74.8	108.51	150.46	45.21	112.51	-44.3	-27.9	-59.8	-58.5	3.2	-42.5
Phoenix, AZ	47.9	64.0	89.36	111.28	42.83	71.25	-25.1	-19.7	-39.9	-40.4	-0.9	-25.8	50.1	71.1	121.79	134.73	61.03	95.86	-29.6	-9.6	-36.3	-38.4	-3.2	-31.8
San Jose, CA+	40.6	76.7	104.01	204.67	42.21	157.01	-47.1	-49.2	-73.1	-72.7	1.5	-46.3	39.9	76.8	143.40	202.72	57.17	155.69	-48.1	-29.3	-63.3	-62.7	1.5	-47.3

					Comp	etitive Se	t Comparison						
	Δ	ctual Fi	igures							of Chang Last Year	je		
	Cu	rrent Mo	nth)	/ear-To-D	ate		(Current Mo	nth	Ye	ar-To-Dat	e
	OCC	ADR	RvPAR	осс	ADR	RvPAR		occ	ADR	RvPAR	occ	ADR	RvPAR
us	48.3	99.12	47.87	44.8	106.22	47.59	us	-28.2	-24.9	-46.1	-33.6	-19.5	-46.6
Texas	48.3	80.41	38.88	46.1	85.22	39.32	Texas	-22.9	-22.4	-40.2	-30.2	-18.8	-43.3
Irving	44.0	78.29	34.46	42.6	90.15	38.44	Irving	-37.2	-29.3	-55.6	-41.1	-18.5	-52.0
Best USA	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Arlngtn	Grpvine	Phoenix	Arlngtn	Grpvine	Phoenix
	52.2	151.87	47.80	51.9	173.37	66.99		-22.3	-12.3	-39.9	-26.7	-6.0	-36.3
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Arlngtn
	52.2	151.87	47.80	51.9	173.37	66.99		-22.3	-12.3	-45.2	-26.7	-6.0	-41.2
Worst USA	Grpvine	Arlngtn	Charlotte	Frisco	Arlngtn	Irving	Worst USA	Grpvine	SanJose	SanJose	Grpvine	SanJose	SanJose
	31.5	73.62	33.83	36.5	75.56	38.44		- 55.5	-49.2	-73.1	-50.5	-29.3	-63.3
Worst Texas	Grpvine	Arlngtn	Irving	Frisco	Arlngtn	Irving	Worst Texas	Grpvine	Arlngtn	Grpvine	Grpvine	Arlngtn	Frisco
	31.5	73.62	34.46	36.5	75.56	38.44		- 55.5	-29.4	-60.9	-50.5	-19.8	-55.6
	No	te: "Besi	t" and "W	orst" no	tations at	ove refer	to destinations w	vithin this	competiti	ve set only			

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVE

For the month of: September 2020

				Curren	t Month - Sep	tember 202	20 vs Sep	tember :	2019							Year t	o Date - Sept	ember 2020	vs Septe	mber 2	019			
	Occ	: %	AD	R	RevP	AR	Pe	rcent Cl	nange froi	m Septei	mber 201	9	Occ	%	AD	R	RevP	AR		Percen	t Change	from YT	D 2019	\neg
							_			Room	Room	Room							_			Room		Room
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
Irving, TX+	44.0	70.1	78.29	110.72	34.46	77.66	-37.2	-29.3	-55.6	-56.4	-1.8	-38.4	42.6	72.4	90.15	110.63	38.44	80.07	-41.1	-18.5	-52.0	-52.6	-1.3	-41.9
Luxury/Full Service Irving+	34.8	68.8	113.35	153.57	39.42	105.64	-49.4	-26.2	-62.7	-62.7	0.0	-49.4	33.6	71.1	134.94	149.52	45.38	106.32	-52.7	-9.7	-57.3	-58.7	-3.3	-54.3
All Suite/Extended Stay Irving+	54.5	74.2	67.46	93.24	36.74	69.18	-26.6	-27.6	-46.9	-46.9	0.0	-26.6	50.0	75.3	77.10	95.29	38.52	71.73	-33.6	-19.1	-46.3	-44.9	2.6	-31.9
Limited Service Irving+	43.0	69.2	69.32	106.36	29.81	73.57	-37.8	-34.8	-59.5	-64.5	-12.3	-45.5	41.6	72.6	91.07	111.28	37.93	80.74	-42.6	-18.2	-53.0	-57.7	-10.0	-48.3
Budget Irving+	47.5	68.1	51.25	56.07	24.34	38.19	-30.3	-8.6	-36.3	-36.6	-0.5	-30.7	49.6	70.7	51.48	57.47	25.51	40.65	-29.9	-10.4	-37.2	-37.6	-0.6	-30.3
Las Colinas+	41.2	71.9	87.75	129.56	36.15	93.14	-42.7	-32.3	-61.2	-62.1	-2.2	-44.0	41.0	71.7	103.78	126.99	42.53	91.09	-42.9	-18.3	-53.3	-55.4	-4.6	-45.5
DFW North+	44.7	68.8	75.94	104.41	33.94	71.88	-35.1	-27.3	-52.8	-53.9	-2.5	-36.7	41.7	75.7	88.13	105.95	36.72	80.22	-45.0	-16.8	-54.2	-53.3	2.0	-43.9
DFW South+	47.3	69.0	68.83	88.93	32.58	61.41	-31.4	-22.6	-46.9	-47.1	-0.3	-31.7	46.1	69.5	75.24	91.64	34.67	63.73	-33.7	-17.9	-45.6	-45.7	-0.3	-33.9
Full Service Las Colinas+	23.3	68.3	161.15	186.91	37.55	127.61	-65.9	-13.8	-70.6	-70.6	0.0	-65.9	27.6	66.5	181.35	179.37	50.06	119.33	-58.5	1.1	-58.0	-61.1	-7.3	-61.5
Limited Service Las Colinas+	55.2	74.6	63.49	90.08	35.06	67.21	-26.0	-29.5	-47.8	-49.9	-3.9	-28.9	50.2	75.5	74.29	93.44	37.32	70.56	-33.5	-20.5	-47.1	-48.5	-2.6	-35.2
Full Service DFW North+	39.6	66.9	103.49	135.49	40.97	90.58	-40.8	-23.6	-54.8	-54.8	0.0	-40.8	33.3	75.3	126.79	136.93	42.22	103.09	-55.8	-7.4	-59.0	-59.0	0.0	-55.8
Limited Service DFW North+	48.3	70.8	61.15	85.12	29.54	60.24	-31.7	-28.2	-51.0	-53.0	-4.2	-34.6	47.4	76.4	69.74	85.58	33.07	65.35	-37.9	-18.5	-49.4	-49.7	-0.5	-38.2
Full Service DFW South+																								
Limited Service DFW South+	45.3	67.5	63.90	78.54	28.94	52.98	-32.9	-18.6	-45.4	-45.6	-0.4	-33.2	46.3	67.5	68.99	81.47	31.91	54.99	-31.5	-15.3	-42.0	-42.2	-0.4	-31.7

AirBNB Data	Occ	: %	ΑC)R	Revi	PAR		Percent	Change	from Pri	or Year		Occ	: %	AD	R	RevP	AR	Р	ercent C	hange fr	om Prior	Year YTD)
										Room	Room	Room										Room	Room	Room
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold
Entire Place	54.7	67.5	177.19	219.47	97.01	148.20	-18.93	-19.26	-34.54	-23.8	-12.3	-29.2	61.6	63.18	177.37	196.28	109.32	124.00	-2.44	-9.64	-11.84	46.6	44.4	39.7
Hotel Comparable	55.4	66.49	96.42	93.55	53.40	62.20	-16.71	3.07	-14.15	66.5	94.0	61.6	62.9	63.38	102.37	86.35	64.39	54.73	-0.77	18.55	17.64	141.3	105.1	103.5

Available Listings	2020	2019	% Chg
Entire Place	256	226	13.3
Private Room	117	160	(26.9)
Shared Room	39	19	105.3
Total Available Listings	412	405	1.7

		Partio	cipation	
	Prope	erties	Roc	ms
	Census	Sample	Census	Sample
Irving, TX+	86	76	12733	11305
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	12	12	1567	1567
Budget Irving+	24	17	2438	1717
Las Colinas+	30	29	5144	4808
DFW North+	26	26	4065	4065
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	22	21	2885	2549
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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Irving, Texas Room Demand - Source: Smith Travel Research

							Change ov	er prior	STR Reporte	d Change
		2019			2020		yea	ır	over pric	or year
		Current	Veer Te Dete		Current	Veer Te Dete	Cummount	Vaar Ta	Cummanat	Vaar Ta
	Occ %	Month Demand	Year To Date Demand	Occ %	Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160	33.4	127,470	997,383	-57.5%	-40.5%	-57.4%	-39.5%
July	73.0	288,175	1,965,335	34.3	135,465	1,132,848	-53.0%	-42.4%	-52.8%	-41.4%
August	69.5	273,955	2,239,290	39.7	156,844	1,289,692	-42.7%	-42.4%	-42.4%	-41.5%
September	70.5	268,938	2,508,228	44.0	168,128	1,457,820	-37.5%	-41.9%	-37.2%	-41.1%
October	79.0	317,464	2,825,692							
November	66.1	257,066	3,082,758							
December	57.4	230,578	3,313,336							

Irving, Texas & United States Comparison

September 2020

Invina		A.D	.R.			OCCUF	PANCY			RevF	PAR	
Irving	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR	95.92	-13.6%	111.26	-1.0%	43.7%	-43.1%	59.8%	-16.1%	41.94	-50.8%	66.52	-16.9%
APRIL	62.74	-44.7%	106.19	-5.7%	22.6%	-69.5%	51.1%	-28.9%	14.17	-83.1%	54.30	-33.0%
MAY	63.06	-43.4%	101.16	-10.0%	27.1%	-63.2%	46.5%	-35.6%	17.11	-79.2%	47.08	-42.0%
JUNE	71.23	-36.1%	97.19	-13.4%	33.4%	-57.4%	44.4%	-39.5%	23.77	-72.8%	43.13	-47.6%
JULY	71.64	-32.9%	94.10	-15.5%	34.3%	-52.8%	42.9%	-41.4%	24.59	-68.3%	40.34	-50.5%
AUGUST	74.62	-28.9%	91.73	-17.1%	39.7%	-42.4%	42.5%	-41.5%	29.65	-59.1%	38.96	-51.5%
SEPTEMBER	78.29	-29.3%	90.15	-18.5%	44.0%	-37.2%	42.6%	-41.1%	34.46	-55.6%	38.44	-52.0%
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling a	verages:	ADR	105.71	-4.1%	00	ccupancy	52.5%	-24.3%		RevPAR	55.46	-27.4%

Texas		A.D).R.			OCCU	PANCY		_	Revl	PAR	
Texas	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%
MAR	89.23	-19.9%	99.73	-6.7%	44.1%	-37.9%	55.3%	-14.2%	39.34	-50.3%	55.14	-19.9%
APRIL	63.38	-41.3%	94.81	-11.5%	27.7%	-59.7%	48.7%	-25.6%	17.53	-76.3%	46.22	-34.2%
MAY	68.96	-35.3%	90.88	-15.1%	36.2%	-45.7%	46.2%	-29.7%	24.93	-64.9%	41.98	-40.3%
JUNE	76.88	-26.3%	88.66	-16.8%	43.7%	-37.4%	45.8%	-31.1%	33.60	-53.8%	40.57	-42.7%
JULY	76.45	-25.3%	86.92	-18.0%	44.0%	-36.6%	45.5%	-31.9%	33.63	-52.6%	39.55	-44.1%
AUGUST	79.07	-20.2%	85.87	-18.3%	48.3%	-25.2%	45.9%	-31.1%	38.21	-40.4%	39.39	-43.7%
SEPTEMBER	80.41	-22.4%	85.22	-18.8%	48.3%	-22.9%	46.1%	-30.2%	38.88	-40.2%	39.32	-43.3%
OCTOBER												
NOVEMBER												
DECEMBER												

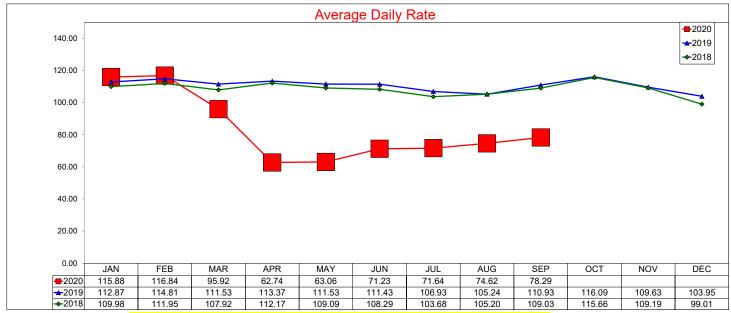
USA		A.D).R.			OCCUI	PANCY			Revl	PAR	
USA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%
MAR	110.66	-16.5%	123.76	-4.0%	39.4%	-42.3%	51.8%	-15.9%	43.54	-51.9%	64.14	-19.3%
APRIL	73.23	-44.4%	117.75	-9.2%	24.5%	-63.9%	45.7%	-27.7%	17.93	-79.9%	53.84	-34.3%
MAY	79.57	-39.9%	112.27	-13.8%	33.1%	-51.7%	43.3%	-32.7%	26.35	-71.0%	48.61	-42.0%
JUNE	92.15	-31.5%	109.04	-16.8%	42.2%	-42.5%	43.1%	-34.5%	38.88	-60.6%	47.02	-45.5%
JULY	101.76	-24.8%	107.91	-18.1%	47.0%	-36.1%	43.7%	-34.7%	47.84	-52.0%	47.17	-46.6%
AUGUST	102.46	-22.8%	107.17	-18.8%	48.6%	-31.7%	44.4%	-34.3%	49.83	-47.3%	47.54	-46.6%
SEPTEMBER	99.12	-24.9%	106.22	-19.5%	48.3%	-28.2%	44.8%	-33.6%	47.87	-46.1%	47.59	-46.6%
OCTOBER												
NOVEMBER												
DECEMBER												

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

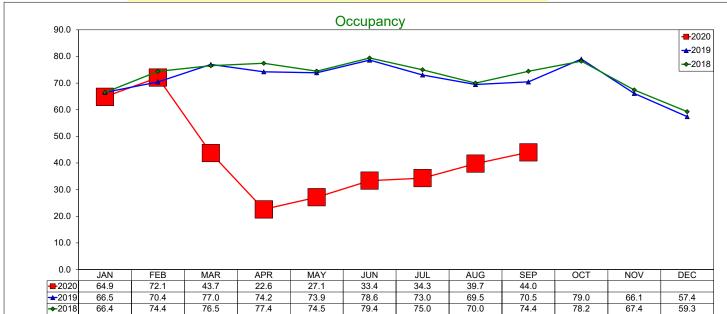
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

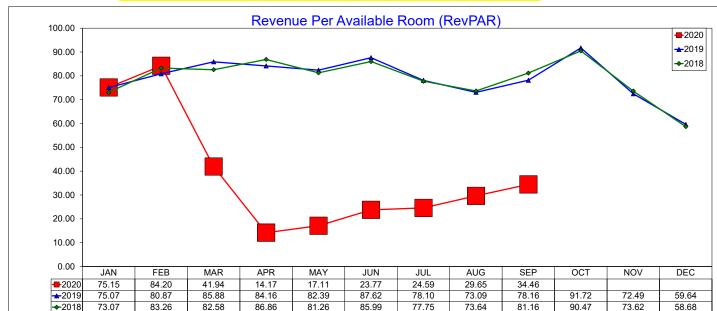
September 2020



12 month ADR Rolling Average through September 2020 is \$105.71 with a change from last year of -4.1%



12 month Occupancy Rolling Average through September 2020 is 52.46% with a change from last year of -24.3%



Monthly & YTD AirBNB Data

September 2020

Entire Place		A.D	.R.			OCCUF	PANCY			Revi	PAR	
Little Flace	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL	182.68	0.9%	174.65	0.6%	59.7%	-2.3%	62.4%	8.0%	109.01	-1.4%	109.01	8.6%
MAY	168.99	-13.6%	173.51	-3.1%	66.8%	8.5%	63.3%	7.8%	112.93	-6.2%	109.76	4.4%
JUNE	170.01	-14.8%	172.92	-5.6%	62.4%	-15.3%	63.1%	3.2%	106.11	-27.8%	109.13	-2.5%
JULY	193.10	-10.0%	176.21	-6.5%	61.9%	-13.4%	62.9%	0.4%	119.57	-22.1%	110.87	-6.2%
AUGUST	187.08	-12.1%	177.38	-7.8%	58.1%	-5.5%	62.4%	-0.2%	108.65	-17.0%	110.61	-8.0%
SEPTEMBER	177.19	-19.3%	177.37	-9.6%	54.7%	-18.9%	61.6%	-2.4%	97.01	-34.5%	109.32	-11.8%
OCTOBER												
NOVEMBER												
DECEMBER												

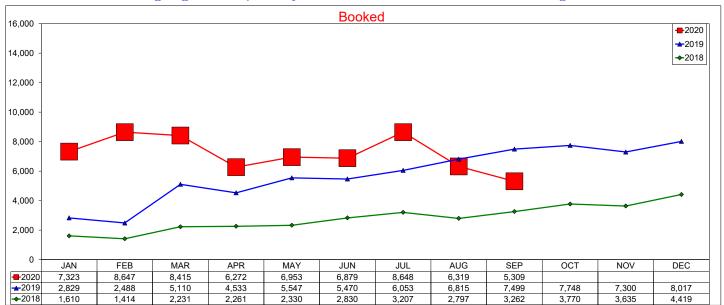
Hotel		A.D).R.			OCCU	PANCY			Revi	PAR	
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL	106.52	27.4%	104.91	23.7%	61.0%	4.8%	64.1%	-1.4%	64.95	33.4%	67.25	22.0%
MAY	102.22	17.2%	104.27	22.2%	72.2%	28.2%	65.9%	4.6%	73.85	50.2%	68.68	27.8%
JUNE	96.71	13.9%	102.81	20.6%	62.3%	-7.2%	65.2%	2.3%	60.26	5.7%	66.98	23.4%
JULY	105.99	29.7%	103.33	21.9%	60.8%	-11.1%	64.4%	0.2%	64.44	15.4%	66.55	22.1%
AUGUST	99.20	9.7%	102.91	20.3%	57.9%	3.4%	63.7%	1.0%	57.42	13.5%	65.52	21.5%
SEPTEMBER	96.42	3.1%	102.37	18.6%	55.4%	-16.7%	62.9%	-0.8%	53.40	-14.2%	64.39	17.6%
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Room Nights - Entire Place

September 2020

Listing Nights multiplied by the number of bedrooms in each listing

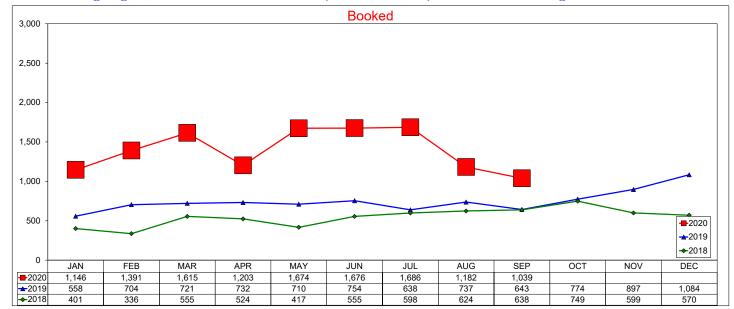






AirBNB - Room Nights - Hotel Comparable Subset September 2020

Same as Listing Nights, due to the 1:1 relationship for hotel comparable rooms being 1-bedroom or studio







IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

CONVENTION CENTER MANAGEMENT REPORTS





November 9, 2020

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 – September 2020

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	23,255	92,000	79,856	439,853	1,033,725	1,043,510
Ancillary Income	88,215	271,650	358,501	2,807,863	3,726,375	3,920,307
Total Event Income	111,470	363,650	438,357	3,247,716	4,760,100	4,963,817
Other Income	24,746	75,000	57,268	619,254	710,000	500,334
Adjusted Gross Income	136,216	438,650	495,625	3,866,970	5,470,100	5,464,151
Indirect Expenses	(509,572)	(729,047)	(730,268)	(5,804,607)	(6,865,098)	(6,545,109)
Net Income (Loss)	(373,356)	(290,397)	(234,643)	(1,937,637)	(1,394,998)	(1,080,958)

- Total event income for September primarily consists of catering for QuikTrip and rental for Irving Fire Fighters Exam. There was also some rental for events that canceled: Dallas Fan Fares, US Bank, and Southwest Society of Cosmetic Chemists. The figures also include an adjustment made for The NBM show.
- Due to COVID-19, we had a total of fifteen groups that either canceled or postponed. These events would have generated a <u>minimum</u> of \$214,965.
- Other operating income consists of September's Westin garage rent minus expenses and Enterprise's rent.
- Indirect expenses were under budget for the month.
- Overall, the ICC missed the budget target by \$82,959.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	126,464	352,450	493,782	3,706,818	5,127,487	5,564,602
Net Income/(Loss)	(86,905)	236,770	309,560	2,470,393	3,281,573	3,269,510
Net Income/(Loss) %	-68.72%	67.18%	62.69%	66.64%	64.00%	58.76%

ICC by the Numbers

EVENTS	
This month	To date
2	138
Current Year	Current Year
25 Prior Year	241 Prior Year

VISITORS	
This month	To date
2,520 Current Year	109,179 Current Year
13,654	264,835
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED						
This month	To date					
120	35,126					
Current Year	Current Year					
2,989 Prior Year	41,905 Prior Year					

SURVEY RESULTS	
Returned	Score
3	100%
This Month	Current Month
26	96.2%
Year to Date	Year to Date

October 2020							
Sund ay	Mond ay	Tuesday	Wednesday	Thursday	Frid ay	Saturday	
27	28	29	30	1	2	3	
		The VenueOps Novem	ber 2020 update is here! VIE	W DISMISS	ASUG ASUG Definite		
4	5	6			9	10	
11	12 Columbus Day	13	14	15	16	17	
		ICVB Community Engage ICVB Definite				Wellness Expo Wellness Expo Definite	
18	19	20	21	22	23	24	
Wellness Expo Wellness Expo Definite					ICVB Executive Committ ICVB Definite		
				TY OUT	ту оит	TY OUT	
25	26	27	28	29	30	31 Halloween	
				Academy Photo Shoot Matt Hawthorne Productions Definite			
TY OUT	TY OUT						

	November 2020							
Sund ay	Mond ay	Tuesday	Wednesday	Thursday	Friday	Saturday		
1 End of daylight saving time	2	3	4	5	6	7		
				Home Staging & Redesign Association Definite				
		Election Day			TY Out - Wedding	TY Out - Wedding		
8	9	10	11 Veteran's Day	12	13	14		
Home Staging & Redesig Home Staging & Redesign Assoc Definite			7th Sense Research 7th Sense LLC Definite					
TY Out - Wedding					ICVB Executive Committee Me			
15	16	17	18	19	20	21		
7th Sense Research 7th Sense LLC Definite								
	ICVB Board of Directors ICVB Definite							
22	23	24	25	26 Thanksgiving	27	28		
29	30	1	2	3	4	5		
					Battle of Texas Battle of Texas Definite			
						Empower Texans Empower Texans Definite		
					Board & Business Development			

	December 2020							
Sund ay	Mond ay	Tuesday	Wednesday	Thursday	Friday	Saturday		
29	30	1	2	3	4	5		
					Battle of Texas Battle of Texas Definite			
						Empower Texans Empower Texans Definite		
					Board & Business Development			
6	7	8	9	10	11	12		
University of Dallas Grad University of Dallas Definite		Escalent Auto Research Escalent Tentative 1						
DFW Church DFW Church Tentative 2					Battle of Texas 2 Battle of Texas Tentative 1			
					ICVB Executive Committee Me			
13	14	15	16	17	18	19		
Escalent Auto Research Escalent Tentative 1	ICVB Board of Directors ICVB Definite				Spirit Championships Spirit Network Tentative 1			
20	21	22	23	24	25 Christmas Day	26		
27	28	29	30	31	1 New Year's Day	2		

			January 2021			
Sund ay	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 New Year's Day	2
3	4	5	6	7	8	9
			Aflac Aflac Tentative 2			Las Colinas Bridal Show Bridal Shows Inc. Definite
						ECI 2021 Sales Kickoff Me ECI Software Solutions Tentative 1
10	11	12	13	14	15	16
Las Colinas Bridal Show Bridal Shows Inc. Definite					DECA District 7 DECA Definite	
DFW Church Worship Ser DFW Church Tentative 1						
ECI 2021 Sales Kickoff Meeting ECi Software Solutions Tentative 3	3				TY Out	TY Out Victory Athletics - EH
17	18 Martin Luther King Jr. Day	19	20	21	22	23
				Texas Prime Meet Texas Dreams Gymnastics Definite		
			TXU Annual Kick-off Meeting Dallas Fan Fares Prospect		Battle of Texas Battle of Texas Prospect	
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24	25	26	27	28	29	30
Texas Prime Meet Texas Dreams Gymnastics Definite						
Zest Fest Spicy Foods Productions, LLC Tentative 1						
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	January 2021							
Sund ay	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
31	1	2	3	4	5	6		
Zest Fest Spicy Foods Productions, LLC Tentative 1		Medical City Healthcare Medical City Health Tentative 1						

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

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87th Session Priorities

Restaurants and other foodservice businesses are still struggling to survive in the COVID-19 environment. Without additional relief at the federal and state levels, the industry is expected to lose over 30% of the 50,000 restaurants that employed 1.3 million Texans and contributed \$70 billion in revenue to the Texas economy in 2019. The good news is that restaurants are resilient and ready to rebuild, with the help of these initiatives.

Alcohol To-Go

Governor Abbott's waiver allowing sealed containers of alcohol to be sold with to-go food orders has proven to be safe, effective, and popular amongst Texans. And because restaurants can only sell alcohol they purchase through the three-tiered system, the entire supply chain benefits. Making alcohol to-go permanent is a safe, proven method to help restaurants recover.

"Restaurant" Definition

The Alcoholic Beverage Code does not contain a definition for "restaurant," which created confusion during the COVID-19 pandemic. Creating a restaurant definition without negatively impacting other businesses will improve regulatory certainty and consistency.

Third-Party Delivery

Third-party delivery companies regularly include restaurants on their platforms without obtaining the restaurant's permission. This creates trademark issues, makes it very difficult for the restaurant to negotiate fees, and undermines the restaurant's relationship with its customers. Requiring a contract in this scenario will better enable the free market system to work, improving competition and fairness.

Mixed Beverage Tax

Restaurants need financial relief after the State required their dining rooms to close for over six weeks. Shifting 1.7% of the mixed beverage tax that restaurants currently pay to the consumer will create meaningful tax relief for restaurants, a negligible 17 cent increase on the average alcoholic drink for consumers, and no fiscal impact to the State.

Grocery Waivers

Texas restaurants make up 51% of the food dollar, which is why their sudden closure strained the grocery supply chain and increased food insecurity. Making permanent the Governor's waivers that allow restaurants to sell retail bulk items in their stores and their pre-made meals in grocery stores will give restaurants additional opportunities to partner with retailers and feed Texans.

Regulatory Certainty & Economic Recovery (ASSET Coalition & Texas Civil Justice League)

In addition to industry-specific reforms, the Texas Restaurant Association is working with business coalitions to shore up and rebuild our economy. For example, we're working with the ASSET Coalition to implement regulatory consistency and predictability to lower costs and help businesses grow. We're also working with the Texas Civil Justice League to protect businesses that make reasonable, good-faith efforts to comply with COVID-19 safety protocols from unfair litigation. Working together, we can ensure Texas remains the top state to do business.

TXRestaurant.org/Advocacy





Our Voices Are Stronger Together

The 87th Legislative Session

The next legislative session begins in January, and it will be marked with unique challenges and opportunities for the food and beverage industry. Because the Texas Legislature only meets every other year, it is critical that we take full advantage of this session. TRA is building a powerful agenda, targeting these reforms and more:

- Making permanent the temporary, regulatory waivers we've received on alcohol to-go and grocery sales.
- Creating a restaurant definition in law to avoid the misclassification that was experienced during the pandemic.
- Requiring greater pricing and contracting transparency for third-party delivery companies.
- Shifting some of the mixed beverage tax from restaurants to the consumer to help restaurants recover from the economic devastation created by COVID-19.
- Preventing local governments from creating a patchwork of private-sector employment regulations.
- Protecting businesses that make good-faith efforts to comply with COVID-19 safety protocols from unfair litigation.

With this agenda, we stand to transform an immediate crisis into long-term opportunity for our industry. We will also defend the industry against tax increases, costly regulations, and government mandates that will stall our industry's recovery.

Building the Right Team

TRA has hired three exceptional lobbyists to spearhead our agenda at the Texas Capitol.

- Mindy Ellmer is recognized as a Top Hired Gun Lobbyist with over twenty years of practical experience before the Texas Legislature and state agencies, boards, and commissions.
- Daniel Hodge was a top advisor to Greg Abbott in the Attorney General's office and in the Governor's office for over 15 years before founding his lobby firm, DTH Strategies, LLC.
- Allison Billodeau has served in Texas government for 16 years and now compliments Daniel's vast skillset at DTH Strategies, LLC.

Support the TRAction Fund Today

The next step is for you to get involved. Please support the TRAction Fund, which accepts individual and corporate donations to fund the lobbying, legal, and advocacy support we need to succeed as one industry. This funding is especially important to drive results in the upcoming legislative session.

TXRestaurant.org/TRActionFund

IN TIMES OF CRISIS

Our Voice Becomes a Roar

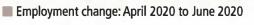
During this pandemic, the Texas Restaurant Association has worked with numerous partners to deliver results for the sector. Together, we have:

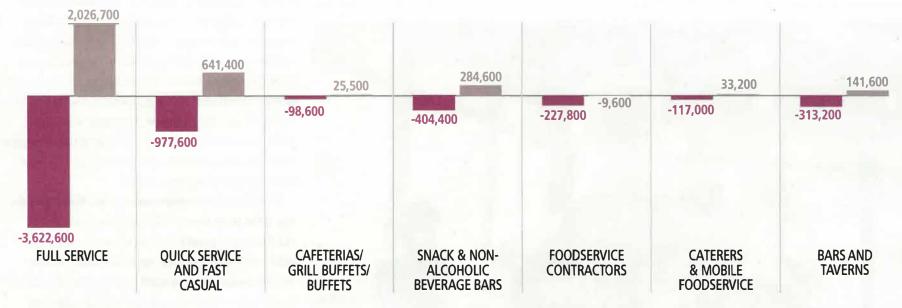
- Created the Texas Restaurant Promise and the Texas Bar Promise, which were used to reopen businesses under one set of statewide rules.
- Partnered with Congressman Roy to draft and pass the Paycheck Protection Program Flexibility Act.
- Secured an emergency waiver for restaurants to sell alcohol to-go, and then expanded the waiver to include drinks mixed onsite.
- Established the TX Restaurant Relief Fund—raising and distributing more than \$2.5M to support over 500 independent restaurants and their employees.
- Partnered with TABC to reopen restaurants that were misclassified under the restaurant COVID-19 safety protocols.
- Opened new revenue streams by securing emergency waivers allowing restaurants to sell bulk retail items in their stores, and their pre-made meals in grocery stores.
- Partnered with the Texas Workforce Commission, Dallas College, and A Closer Look to launch the first COVID-19 training, certification, and validation program for restaurants. Provided this program for free to hundreds of restaurants.

TXRestaurant.org/Advocacy

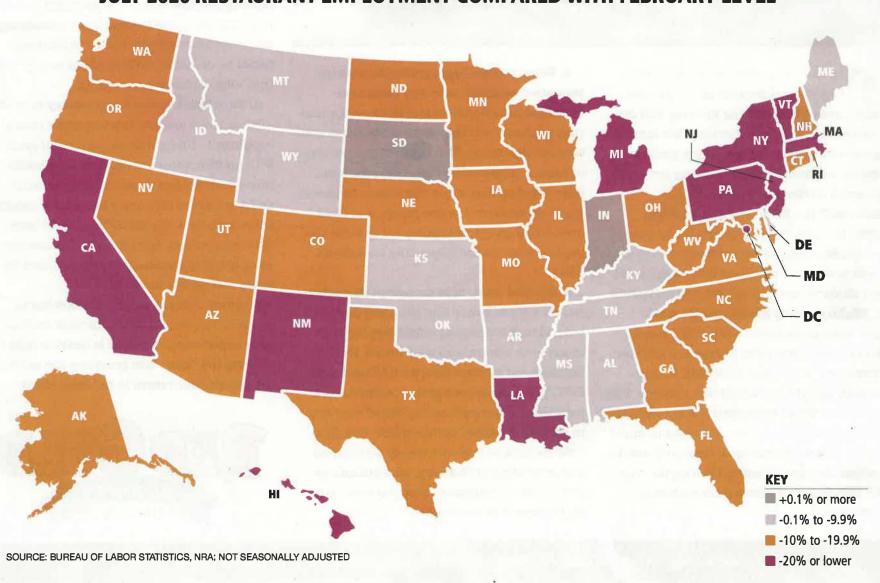
RESTAURANT EMPLOYMENT BY SEGMENT

Employment change: February 2020 to April 2020





JULY 2020 RESTAURANT EMPLOYMENT COMPARED WITH FEBRUARY LEVEL



Observer

| DFW MUSIC NEWS |

The Concert Industry Is Struggling to Keep Afloat. Is Anyone Listening?

JACOB REYES | OCTOBER 15, 2020 | 4:00AM



Events promoter Onstage Systems, which has been in business for 41 years, had 50 employees at the beginning of the year. Now, it has 10. / **Hyacinth Belcher**

Ken Welker, owner of 13th Floor Booking, has not let the challenges of the year get in his way.

With the booking agency, Welker has found that adaptability is the game to play in the fight to keep the live-event industry afloat. Drive-in, virtual, outdoor, socially distant and intimate shows are just a few examples of the ways the concert industry has had to reinvent itself in the past few months.

Despite these adjustments, the struggles of the people behind the scenes of your favorite shows in Deep Ellum and beyond are still going unnoticed. Ninety-five percent of live events have been axed because of the pandemic, according to We Make Events, an advocacy group looking to shine a light on the growing loss of live events during this time.

Layoffs, career changes and venues closing their doors for good are part of COVID-19's impact on the entertainment world. Even with lessened regulations and patrons going back to almost "normal," it's been tough for the music industry to maintain a business model that mirrors the past. Crowded venues and touring shows are now uncommon, and as a result, the people who ensured we were entertained – such as concert promoters and industry crews – are now left in the dust.

Yet there is still a glimmer of hope. Utilizing outdoor venues, like in the case of Dallas' The Rustic, advocating for government assistance and adjusting to social distancing protocols are part of a bold plan to ensure the industry stays intact and that the music never stops.

Getting to Work

Once venues began closing in March, Hyacinth Belcher, president of Onstage Systems, knew she had to move quickly. Onstage Systems is a family-owned company operating for 41 years setting up production for concerts, conventions and other events in North Texas.

Onstage booked drive-in shows at Fair Park and daily virtual shows in its former breakroom to show that the industry was still needed and could adapt in changing times. Extreme measures – like operating 50 computers for livestreams, ensuring staff members follow COVID-19 safety guidelines – are also part of day-to-day work.

Despite a 90% revenue loss, Onstage continues to look for ways to adapt. The longstanding company, which bought an 80,000-square-foot office building a year ago, doesn't have much of a choice.

Welker, for his part, has always looked to work with nontraditional venues from restaurants to hotels to anywhere with a space for live music. Because of that vastness, which included working with major venues, there were more opportunities for 13th Floor to succeed as an agency.

Any plans to focus on corporate and private events this year were scrapped after many Americans began working at home.

"We were in touch and in tune with what our capabilities are and where we can go next," Welker says.

Refocusing their strategic planning allowed 13th Floor to give more attention to fostering relationships with clients, exploring virtual reality events and collecting inhouse data. For businesses that were willing to host events, Welker was there to help. To his surprise, there was a high demand for shows, with great results in terms of attendance and profit.

"I think there's a whole new level of appreciation," Welker says of concerts. "I think the venues recognize that this is something people kind of need in their life."

Thanks to lessened regulations, 13th Floor is booking more than 300 shows a month as of September. This time last year, they were booking around 400.

Some events are smaller, usually consisting of duo and trio artists hosting intimate gatherings. Others are being housed at the Toyota Music Factory in Irving. Yet there is an abundance of caution within the agency. Investing in taking on new bands is one they've postponed.

Adhering to social distancing guidelines, a practice enforced by each venue, is a small piece of the large picture; the industry is still facing endless challenges, leaving many to advocate on a bigger stage.



The Texas Live Coalition event in July raised awareness for music industry members affected by shutdowns. / Hyacinth Belcher

The Other 2020 Campaign

In July, next to the Omni Hotel downtown, the iconic red pegasus stood as a witness to an event that had no one in attendance.

In place of crowds stood tables with name tags of the unemployed: a concession worker, bartender, makeup artist, stagehand and electrician.

The event put the people who work behind the scenes in front of the stage. Belcher, who is the vice-chairwoman of Texas Live Coalition, used the event to advocate for additional assistance from local, state and federal officials. The list of demands included extending Paycheck Protection Program funding and an additional stimulus for workers who have been furloughed or laid off.

Though the event did not gain as much attention as she wanted, Belcher continued to advocate for worker protections, including a virtual summit with Sen. John Cornyn. Cornyn supports the Save Our Stages Act, which would provide grants for live event venues that have been affected by the pandemic. Despite the bipartisan support, the act has yet to advance.

Additionally, venues such as Gilley's Dallas participated in the national #RedAlert campaign by lighting their businesses in red to show support for the workers who were affected by the live event setbacks.

For Belcher, this investment in advocating and campaigning for these proposals and grants are personal. Without it, her company, as well as other venues and agencies, are at risk to shut down for good.

The Invisible Losses

At the beginning of the year, Onstage Systems had 50 employees. Now, it has 10.

According to polling by the national Live Events Coalition, 7% of the more than 1,200 businesses that responded have already shut their doors. In the next 30 to 90 days, an additional 27% are expected to fold.

While booking agencies like 13th Floor are finding ways to adapt, concert venues, production companies and other event promoters are in the midst of a struggling transition – one that may just end the only line of work they know how to do.

Jeff Brown, president of local booking agency King Camel Productions, has also struggled to adapt his agency. Searching for some steady financial income, Brown began to work at a restaurant as a shift manager.

Though he admires other agencies for their resourcefulness and ability to roll with the times, virtually and distantly, Brown is not looking to follow suit. Because of that, work has been nonexistent for King Camel Productions. Taking away that social accessibility for Brown has been difficult. Gone are the days of gatherings that would feed his desire for social interaction. As an extrovert, he says live music events provided an opportunity to focus on his friends, nightlife and his work. These days, he's living day by day.

"It's hard to say goodbye," Brown says.

Finding a Way to Heal

Welker, Brown and Belcher, all in their own, distinct journeys, know the path to normalcy may be a long one.

As much as Brown misses the atmosphere of a crowded show in the middle of a local bar or venue, he knows the reason why he's home most days may be a matter of life or death. He doesn't see the necessary reforms being made in battling the pandemic and wants that to change.

"I hope that we as a society can come together and put a stop to this bullshit so people can get their livelihoods back," Brown says.

Settling into an unconventional life seems to be one of the few ways the public can heal. Drive-Ins, virtual gigs and using wide-open spaces give the public what we all naturally yearn for: music.

"Music heals," Belcher said. "You can listen to music at your house. But the energy that you feel when you're with others is something you can't do anywhere else."

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Over 100 IHG properties to be reflagged as Sonesta hotels



NEWS

Nick Ellis Aug 27, 2020

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A payment dispute between InterContinental Hotels Group and an investment company that owns more than 100 hotels under the IHG brand has led to a dissolution of the management and branding relationship between the two entities.

As a result, 103 hotels that currently fall under the IHG family of brands will be reflagged as Sonesta properties in the coming weeks.

<u>According to Travel Weekly</u>, Service Properties Trust (SVC) says that IHG did not pay over \$8 million in guaranteed returns to the company's 103 owned properties in July and that it missed another \$17+ million that came due Aug. 1.

The current relationship is set to expire in November of this year with all 103 properties transitioning to the Royal Sonesta, Sonesta and Sonesta ES Suites brands on or around Nov. 30.

The 100+ properties being reflagged include dozens of extended-stay and full-service hotels across six brands in the U.S., including three InterContinentals, three Holiday Inns, five Kimptons, 11 <u>Crowne Plazas</u>, 20 Staybridge Suites and 61 Candlewood Suites.

Notably, hotels such as the InterContinental <u>San Juan</u> and Kimpton hotels in Washington, D.C., Chicago, Portland and Seattle will leave IHG, eliminating some high-end options for those with <u>IHG</u> <u>points</u> to burn.

Once these hotels fall under the Sonesta family, it will increase the chain's footprint significantly in North America, bringing it to 160 properties total in the United States.

In a press release from SVC, John Murray, President and Chief Executive Officer of SVC, noted that Sonesta currently manages 16 properties that were reflagged from IHG in 2012, and they've seen increases in both total annual revenue and EBITDA after their conversion. The chain believes these new-to-the-family hotels will see similar results once individual markets and the travel industry at large stabilize in the coming months and years.

Featured image courtesy of the InterContinental San Juan

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972.669.9606

Sonesta Simply Suites
Plano—Frisco
Crystal Monson, Director of Sales
<u>crystalmonsonplano@gmail.com</u>
4701 Legacy Dr.
Plano, Texas 75024
972.618.5446

Sonesta Simply Suites
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Derek Leupen, Director of Sales
DerekL.hotel@gmail.com
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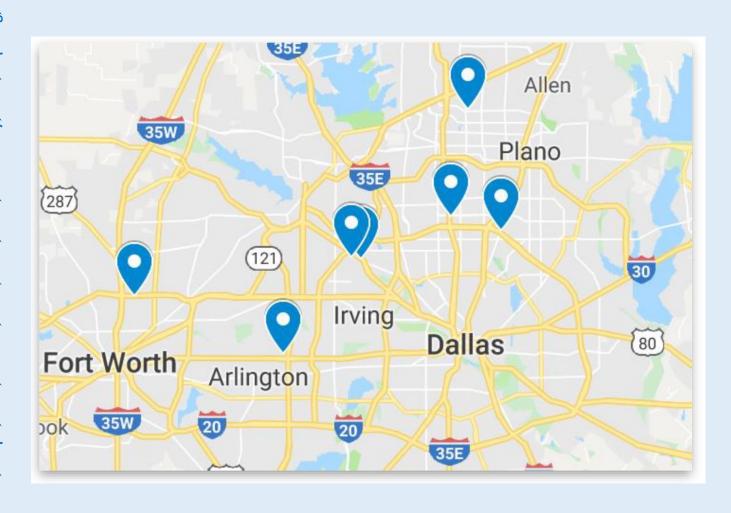
Sonesta ES Suites
Dallas/Las Colinas
Jeff Parks, Director of Sales
Jeffparkslascolinas@gmail.com
1201 Executive Cr.
Irving, Texas 75038
972.465.9400

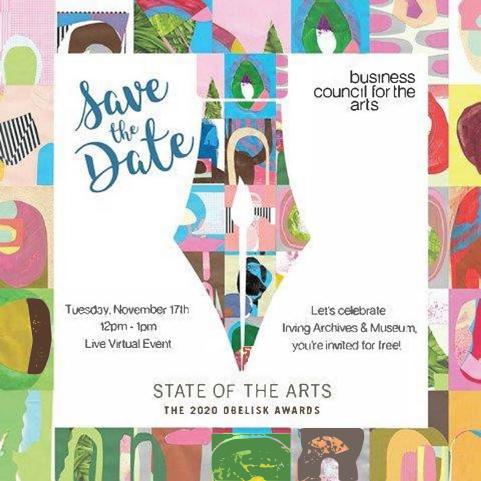
Sonesta Simply Suites
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Diane Watson, Director of Sales
DFW.sihotel@gmail.com
5300 Green Park Dr.
Irving, Texas 75038
972.714.9990

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What Happens to Cities When the Arts Go Dark?

BY: Alan Greenblatt | September 25, 2020

The Opera House in Newberry, S.C., was built back in 1881 but shut down for decades after serving as a movie palace. Since undergoing a \$5.5 million renovation during the 1990s, it's been a prime stop for concerts and touring shows. Its success has led to increased occupancy in nearby housing developments and helped attract employers such as Samsung Electronics and M.M. Technics, a German metal supply company.

"It's just been a great catalyst," said Newberry Mayor Foster Senn. "It's not that easy being a small town, but the Opera House has given us a flagship and been vital to our rebound."

It's long been common for mayors and other elected officials to tout the arts as an essential component of their economic development strategies. But it turns out that when the arts fall into depression, they represent a drag on local economies.

Like theaters all over the country, the Newberry Opera House went dark for months due to the coronavirus pandemic. Losing the venue as a draw has hurt neighboring restaurants and other businesses. "It is tough being a downtown shop right now," Senn said. "These are some difficult days for a lot of them."

The Newberry Opera House. (Photo: Bill Fitzpatrick)

A recent analysis by the <u>Brookings Institution</u> found that fine and performing arts organizations lost almost 1.4 million jobs and \$42.5 billion in sales between April and July alone. That's 50 percent of the jobs and a quarter of their sales. Things have gotten so bad that the Association of Art Museum Directors has lifted its normal taboo on <u>members selling works</u> to pay for operating expenses.

Theater and concert sales took less of a nosedive than employment in large part because many patrons were willing to donate the value of their tickets to canceled performances. Some are still buying subscriptions for seasons that may or may not ever happen. However, people won't keep buying tickets to non-existent shows forever.

"If theaters can't come back on a fully functional basis, then that's actually going to hurt businesses quite a bit," said Deb Clapp, executive director of the League of Chicago Theatres. "That's all over Chicago. It's not just about downtown."

Presenting organizations around the country are hosting countless online events. That may entertain audiences and donors, but they aren't doing anything to bring people out of their homes to spend money. In normal times, the average patron spends more than \$30 on top of any admission price when attending a cultural event, according to Americans for the Arts, an advocacy and research group.

In St. Louis, a group called Grand Center Inc. was started 40 years ago to help revitalize the city's long-neglected midtown. The 60 arts organizations located on or around Grand Boulevard normally bring in 2 million people a year, not only helping restaurants draw customers, but prompting renewed investment in hotels and apartments.

Over the past six months, however, the number of visitors has dwindled down to almost nothing.

"We employ thousands of people in this district who pay a 1 percent earnings tax," said Rich Simmons, Grand Center's executive director. "For those jobs that have been downsized, perhaps permanently, those are taxes that are not going to go to the city."

Only the Big Survive

The Brookings study found, unsurprisingly, that job losses in the arts have been most severe in New York and Los Angeles. On Wednesday, the <u>Metropolitan Opera</u> — the nation's largest performing arts company — announced that it was canceling its entire season and won't reopen until September 2021 at the earliest.

But the pain has been felt all over. "There are over 100,000 small nonprofit arts organizations around the country," said Michael Seman, a professor of arts management at Colorado State University and co-author of the Brookings study.

For the past 123 years, the last week of July has meant Frontier Days in Cheyenne, Wyo., a "celebration of western roots" (think: rodeo). Over seven days, the event typically draws 250,000 people, who fill hotels, shops and restaurants to capacity. This year, it was canceled due to COVID-19.

"It really is the heartstring of our community," said Cheyenne Mayor Marian Orr. "It was truly heartbreaking and it was very surreal to have it canceled. This event has survived world wars, it's survived depressions and recessions and it wasn't until this pandemic that brought us down and broke the horse."

The cancellation represented a huge economic hit for the city, but Orr notes that planning is already well underway for next year's Frontier Days, the 125th anniversary edition. People in the arts world predict that a lot of big events, as well as large organizations such as symphonies and major theater companies, should be able to survive past the pandemic, thanks to deep-pocketed donors. Tiny nonprofits that have always operated on a shoestring may pull through as well. They're used to not having any money.

Frontier Days, Cheyenne, Wyoming. (Shutterstock)

But many middle-sized groups — the ones that normally employ about five to 10 people and have overhead to meet — may not make it. "If this continues, I do see the possibility of some of the organizations not being around," said Simmons, of Grand Center in St. Louis.

After plummeting in the spring, crowdsourced funding for arts projects has recovered "robustly" and is now higher than it was a year ago at this time, according to Doug Noonan, research director at a cultural affairs center at Indiana University-Purdue University Indianapolis. But the character of giving has changed, he said.

"The crowd money is funding larger arts projects rather than smaller ones," he said.

Will Audiences Come Back?

For people wary of the virus, entering an enclosed space and spending hours among hundreds of other people may well be one of the last things they'll feel comfortable doing. And the arts, for all their value, are inherently an optional activity.

"There is a hit economically for communities that have been relying on all this spending coming in for their arts events," Seman said. "That's not going to change in a meaningful way until sometime in 2021, if all goes well with a vaccine."

Noonan counters that, while there's a lot of talk about "catastrophe" in the arts sector, he believes arts districts will rise from the ashes, in time. "There's a lot of pent-up demand for live performances," he said. "People really do crave rubbing shoulders and shared experiences."

Clapp, of the Chicago theater league, is also optimistic about the long-term yearning for theater among those who miss it. Patrons will be ready and willing to attend when they can, she predicts, given precautions such as wearing masks. Already, presentations such as patio concerts or small-scale theater productions presented in parks are filled to capacity, though that's usually limited.

Still, Clapp doesn't downplay the current challenge. Many of her members have laid off 80 percent of their staffs. "Thousands of people in Chicago are out of work," she said.

Out of 230 theater companies that belonged to the league when the year began, five have closed for good. Clapp notes that the number is smaller than she would have predicted back in March, if she'd known that everything would go dark for at least six months.

They'll have to wait more than six months, though. In Chicago, theaters aren't expected to open until the spring, at the earliest. That means a full year of closures. Not many businesses of any kind can last that long without any real revenue coming in.

Performing arts venues are hoping that the feds will fund more aid to small businesses, but Congress has kept its pandemic checkbook shut for months now. As more presenting organizations close, artists and employees

are having to look elsewhere for sustenance.

"We were a big industry in Chicago," Clapp said. "It took 50 years to build the industry to where it was. It's going to take a very long time to build it back."

This article was printed from: https://www.governing.com/now/What-Happens-to-Cities-When-the-Arts-Go-Dark.html

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, NOVEMBER 16, 2020

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



Industry groups get behind Senate hospitality and travel relief bill

By Christina Jelski 🍧 🎽 | Oct 15, 2020



The Hospitality and Commerce Job Recovery Act of 2020 was introduced Thursday in the Senate.

Travel trade groups -- including the U.S. Travel Association, ASTA and the American Hotel and Lodging Association (AHLA) -- are rallying behind the Hospitality and Commerce Job Recovery Act of 2020, a new bipartisan bill that aims to "provide comprehensive relief and recovery measures for the convention, trade show, entertainment, travel and hospitality industries."

Among the measures called for in the legislation, which was introduced by Sens. Catherine Cortez Masto (D-Nevada) and Kevin Cramer (R-North Dakota) on Thursday, are new tax incentives for the hospitality and trade show sectors. These include a general business credit for the cost of attending or hosting a convention, business meeting or trade show in the U.S. between Jan. 1, 2021, and Dec. 31, 2023.

Another general business credit within the bill is designed to support the restaurant industry, covering costs associated with reopening or increasing service at an establishment that's been either forced to close down or reduce operations due to the pandemic.

Also included is an enhanced employee-retention tax credit, which Cortez Masto and Cramer say will "help maintain the vital connection between workers and their employers."

The bill also will provide tax credits to Americans who spend money on travel through 2023.

Specifically, the bill would credit individuals for 50% of their qualified travel expenses, defined as expenses above \$25 incurred during a trip that is at least 50 miles from home and includes an overnight stay. The credit maxes out at \$1,500 per household plus \$500 for each qualifying child, providing a combined maximum benefit of \$3,000 for a family of five. The credit begins phasing out for individuals making over \$75,000, and married couples making over \$150,000 per year.

"Targeted economic relief for struggling travel-related businesses needs to be a significant priority in America's broader economic recovery plan," Tori Emerson Barnes, the U.S. Travel Association's executive vice president of public affairs and policy, said in support of the bill. "The leisure and hospitality industry has suffered nearly 40% of all job losses nationwide, and a staggering 50% of all travel-supported jobs will be lost by the end of December if there is no federal intervention to provide aid."

U.S. Travel estimates that the country's travel economy has shrunk by \$402 billion since March and that travel spending has declined by 45% since last year.

In a statement, Eben Peck, ASTA's executive vice president for advocacy, said ASTA "strongly supports" the legislation.

"It will provide immediate benefits to many of our members -- which is welcome as many of the Cares Act relief programs have run dry -- while stimulating the recovery of the travel industry, the health of which is central to the overall U.S. economy," Peck said.

According to Chip Rogers, AHLA president and CEO, the bill "is exactly what the hotel industry needs to help drive demand, bring back jobs and reignite a continued investment in the communities they serve."

In late September, the AHLA released survey results indicating that around 68% of the group's hotel members have less than half of their typical, precrisis staff working full time and that without further governmental assistance, 74% will be forced into further layoffs.

Additionally, 68% of hotels reported that they would only be able to last six more months at current projected revenue and occupancy levels absent any further relief.

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https://www.travelweekly.com/Travel-News/Hotel-News/Industry-groups-get-behind-Senate-travel-relief-bill?MvBriefArticleId=62828

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Perryman: K-Shaped Recovery

By M. Ray Perryman October 8, 2020

The U.S. economy continues to generate new jobs, with the latest (September) report showing a modest gain of 661,000.

The unemployment rate has decreased from 14.7% in April to 7.9% last month.

Though the situation is improving, the total increase over the past few months is well below the 22.2 million lost during March and April. Additionally, the recovery has been decidedly uneven. The "rising tide" that was improving the lot of people from all socioeconomic groups prior to the pandemic has unfortunately turned.

The correlation between education level and employment is well established. Not only do those with more education typically earn greater incomes, they are also less likely to be unemployed. The pandemic has caused this pattern to accelerate.

Remote work had been growing before COVID-19, but its prevalence has increased dramatically. More people are working at home, with companies planning to maintain this posture for now. However, workers with less education tend to be in jobs for which this approach is not feasible; rather than shifting to remote work, they have become unemployed.

Industries such as professional and business services, financial activities, information, and public administration have been able to largely maintain operations. Many others (salons, travel and leisure, bars, and restaurants, for example) had to shut down for a period, only to reopen with reduced capacity.

Given the types of jobs and industries which lend themselves to remote work, it's not surprising that higher levels of education have meant a greater likelihood of working from home. Recent surveys by the Bureau of Labor Statistics indicate that about 70% of people with a bachelor's degree and higher are in jobs suitable to perform remotely, compared to just 25-30% of those with only a high school diploma.

Although many companies are struggling during the pandemic and job losses have impacted workers across all education levels, unemployment increased the most among those with lower education attainment. In September, unemployment rates ranged from 4.8% for people with at least a bachelor's degree to 10.6% for those with less than a high school diploma. Moreover, there was a spike in chronic (more than six months) joblessness and an increase in those dropping out of the workforce.

In the midst of these challenges, housing values and the stock market have generally escalated and the tech sector has boomed. Consequently, wealth among the upper economic echelons

has increased, while unemployment, food insecurity, and poverty have also skyrocketed. It is a recovery that is embracing those at the top, while devastating those at the bottom – a K-shaped recovery. To achieve long-term prosperity, we must keep the structure in place, which requires providing viable opportunities for everyone. This needs to happen soon! Stay safe!

Editor's Note: The above guest column was penned by Texas-based economist M. Ray Perryman. It appears in The Rio Grande Guardian with the author's permission. To reach Dr. Perryman via email contact: ssmith@perrymangroup.com

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Study reveals importance of OTA travelers in economic recovery

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A new Expedia Group study, in partnership with global research firm <u>BVA BDRC</u>, examines the contributions of online travel agencies (OTAs) to the US travel and tourism sector, the spending patterns of OTA travelers, and the role of OTAs in the hotel booking journey. The research points to the increasing importance of OTA travelers to propel economic recovery for the US travel industry.



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Preference for OTAs is on the rise

Based on the research, travelers are 57 percent more likely to book a hotel via an OTA than before the pandemic.

Because OTAs attract more leisure travelers, they are well-positioned to capture the only segment currently traveling. However, other emerging traveler booking motivations contribute to a rise in preference for OTA, including:

- To get the best nightly rate (69 percent)
- To get the best room (40 percent)
- To compare properties in one location (35 percent)
- Other motivations include earning reward points (32 percent), one-stop shopping (28 percent) direct promotions (26 percent), and buying a bundled offer, such a flight and hotel, in one transaction (25 percent).

OTA travelers spend more, stay longer and support economic stimulus

The research reveals that prior to the pandemic, OTA travelers stayed more nights, spent more or and generated more revenue for local communities compared to direct hotel bookers:

- OTA travelers stay more nights compared to direct hotel bookers. On average, domestic OTA travelers stay nearly five nights, while direct bookers stay just over four nights. International OTA travelers stay nearly seven and a half nights, compared to seven nights for hotel bookers.
- Domestic OTA travelers spent 16 percent more per trip than direct bookers and, despite the
 perception that OTA travelers are searching for cheaper rates, they spend nearly the same amount as
 direct bookers on accommodations. Domestically, OTA travelers are more likely to book higher-end
 hotels, such as upper full service or luxury, than direct hotel bookers: 22 percent (OTA) vs 16 percent
 (hotel direct).
- Domestic OTA leisure travelers spend nearly 5 percent more on-property than hotel bookers, including
 amenities such as the hotel pool, hotel bar, gym, laundry services, restaurant, mini bar, and spa.
 International OTA business travelers spent 5 percent more on their total trip prior to the pandemic. All
 OTA business travelers, both international and domestic, spent 5 percent more on daily expenses.
- OTA travelers generate more economic stimulus for both destinations and the supporting communities, spending more on meals and drinks (+12 percent), activities (+6 percent), and car rentals (+27 percent). Domestic OTA travelers are active travelers, with shopping, visiting cultural attractions, and partaking in local cuisine topping the list of trip activities.

"The industry is showing early and promising signs of recovery, but the way people travel—and how they make decisions—has changed," said Cyril Ranque, president, Traveler Partners Group at Expedia Group. "As part of our goal to be a trusted partner to our travel suppliers, we are dedicated to unearthing the insight that will help them reset their strategies and attract the travelers that matter most."

Key takeaways

The study also uncovered additional insights into emerging traveler behaviors driven by the pandemic.

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• When will they go? Optimism peaked in June and gradually moderated in July and August. In June, 23 percent of respondents expected to travel within 1-3 months, 28 percent said within six months, and 22 percent said six to 12 months. The remaining were unsure when they would travel; they just know they would like to at some point.

- How will they get there? Throughout the summer, more Americans traveled by car, up 20 percent in June 2020 compared to June 2019.
- Where will they stay? Mid-market and upscale hotels were down 13 percent and 30 percent, respectively. Budget and luxury remained the most sought-after hotel types, and alternative accommodations like vacation rentals saw a meaningful increase in preference. Two-thirds of travelers looking at alternative accommodations cited the lower risk of exposure to the virus in less-populated areas as a key selling point.
- Will they travel for work? Corporate travel is on an uneven recovery path, defined by phases as travel restrictions lift. According to global research from Egencia, Expedia Group's corporate travel management company, nine in ten companies believe their workforce will return to some business travel by January 2021, as government restrictions lift and the risk to employees declines. An interesting trend to emerge from COVID-19 is the "flexcation," an extended vacation that provides the benefit of a holiday and the practicality of a remote workspace. Four out of ten travelers surveyed for this report were likely to book this type of travel.

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SKIFT TAKE

Il types of business events are in danger of their revenue streams of tickets, sponsorships,

memberships, and other types of fees being eroded. This is happening as the world gets used to digital formats and alternatives emerge to physical networking, matchmaking, and other tasks we get out of these events. The threat sounds familiar?

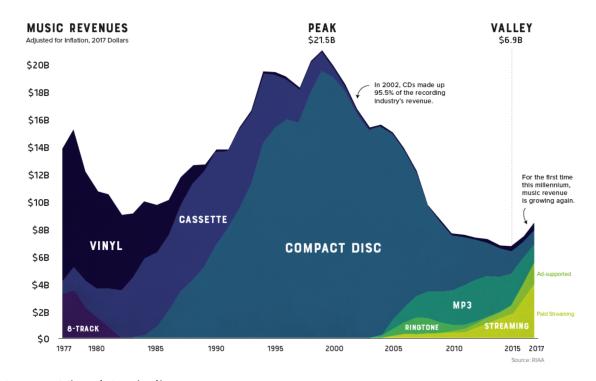
- Rafat Ali



I won't bury the headline: the vast, global events industry is going through its Napster moment through this pandemic, and is in denial on what this will do to it.

Everything about the underlying economics of this sprawling, diverse, chaotic and highly profitable sector is being undercut by the move to virtual, and 2019 may be the year where the industry's revenues peaked. This year could be the event industry's 2000 moment à la what happened to the music industry.

I was there during the music industry's Napster moment in late '90s, a cub reporter covering the vast promise of early internet, and wrote hundreds of stories about what happened to labels and the economic structure of music industry and music acts. I wrote about the atomization of the album into singles and the download boom with rise of Apple's iTunes, and then the start of the streaming boom that led to Spotify and others since.

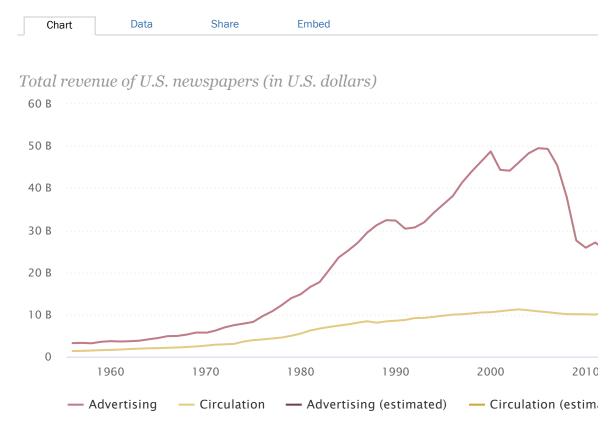


Source: Visual Capitalist.

It completely changed the makeup of the music industry, changed the radio industry along with it, lead to the rise and fall of satellite radio sector, led to a boom in live concerts. It changed how artists got discovered and YouTube's outsized role in it, and many other innovations that came along that led us to the all-the-music-at-your-fingertips nirvana the listeners are in now. So many jobs were lost, billions of dollars went out of the industry and changed how everything gets done in the sector. It took 15 years for the industry to start

I also wrote hundreds of stories in the early 2000s and later about the economic decimation of the newspaper industry due to the internet becoming the primary mode of distribution and the lessons it didn't learn from what happened to music just a few years prior.

In fact, my first company that started as a blog at paidContent.org was started to track the news and cross-learnings from then disparate but semi-related industries of news media, information, entertainment and other related sectors that now get lumped together under the term "content" industry. For years I wrote stories about the lessons the newspaper industry was ignoring and not moving to digital channels fast enough, or restructuring their businesses for a different world.



Source: News Media Alliance, formerly Newspaper Association of America (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2018).

Until I left the daily reporting world in 2010, the video entertainment industry was also going through a lot of changes, and Netflix was on its way to become the force it has. Arguably, the video industry learned the lessons from the music and news industry much better, potentially setting it on a better economic path, but the industry also gave us the best quote ever given by an incumbent resisting digital changes in their sector: "It's a little bit like, is the

Albanian army going to take over the world?" said Jeffrey L. Bewkes, then CEO of Time Warner, in a New York Times story in relation to Netflix. "I don't think so." That story was published in December 2010.

LESSON: Never underestimate the invasion of a digital Albanian army in your world.

Zoom is the Napster of the event industry, the ease with which you can put on good-enough virtual events with a global audience, almost for free, much to the undercutting of the underlying economics of the physical events world. All types of business event — conferences, trade shows, conventions — are in danger of their revenues streams of tickets, sponsorships, memberships, and other types of fees being eroded as the world gets used to digital formats and alternatives emerge to physical networking, matchmaking and other tasks we get out of these events.

Billions of dollars have been sucked out of the industry this year as it is completely shut, and virtual is making up only a tiny fraction of that.

We estimate for our Skift events, in the best case scenario, virtual one-day events bring in only about a quarter to a third of what a physical conference revenues used to pre-pandemic, and while that is one example and mileage will vary from industry to industry, company to company, and event to event, very likely revenues from digital events will never get close to offline events. We are habituating the business world to free or almost free events where we used to charge thousands of dollars for conferences and other business events. We are habituating sponsors to pay up fraction of what they used to pay, with more precise targeting that online tech and tracking allows. We are habituating a world to less business travel, a world that is arguably better and happier without so much weight of people criss crossing the planet and countries. We at Skift are estimating that about 10 to 15 percent of business travel demand may leave the market permanently, and it may also lead to the death of single-meeting business trip, all of which will have direct and indirect implications for the events industry.

If you think Zoom and virtual event tech today are clunky, think about the Spotify comment I made above: it took 15 years to perfect the software. The current crop of virtual event software companies — most of them new companies, all of them clunky and prone to malfunctioning in live events — are the Musicnet and Pressplay of the event sector (you really have to be a music industry insider to know that reference!) those early software companies promising the moon on digital music but that were really jur

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Yes, the face to face interaction of meetings will always have a preeminent place, but so much tech on this is still to be built. There is so much left to do on online matchmaking, the biggest aspect of conventions and exhibitions, but it will happen. Much like online/mobile dating was unthinkable until the 2000s and then the matchmaking aspect of it moved completely to digital channels, so could the matchmaking part of the events industry, in fact it would necessarily be lot more efficient that way.

I expect the next five years to bring lots of new interaction tech into existence, some of which we can't even imagine now. Remember when CNN was mocked widely for its hologram anchor on election night in 2008? Well, why wouldn't a better version of this be a reality in hybrid offline/online events in the years to come?



Which brings us to the business structure of the events sector. What will happen to the giants of the events industry such as RELX, Informa, Comexposium, Emerald Holdings, Clarion, Tarsus and others? How will they respond to this change in their core businesses?

Some of them have already diversified their holdings beyond events into information services and other subscription focused services are the last





through the decimation of their ad-supported business lines? What will happen to the legion of event production companies, event professionals and other front and back of the line employees that make their living through putting on the logistics-heavy events around the world? What happens to venues in a digital first or at best hybrid world? How will convention and group business-led hotels fare through this as they rethink their reason for existence? What will happen to convention & visitor bureaus of cities and regions and how will they reinvent themselves? How will convention cities like Las Vegas, Orlando and others rethink their business mainstays?

MORE LESSONS

Having watched three giant industries go through the changes in the last two decades, here are some common lessons that will potentially apply to the events industry:

- As soon as digital distribution and adoption is injected into the
 ecosystem in this case everyone has been forced into digital adoption —
 it changes the underlying economics especially when it comes to the
 pricing power, in this case free or cheap events, and lots of them.
- The barriers to entry get lowered and everyone enters into it, the hype cycle comes in and a few years later the shakeout happens. Meanwhile billions of dollars move out of the incumbent sector and lots of jobs are lost.
- The analog dollars become digital pennies, as Jeff Zucker famously said about advertising moving online, and at some point they become dimes, but it never comes back to the former glory in older formats. When it does come back to dollars, newer players like Netflix reformat the whole industry.
- The incumbents always resist the digital transformation and even mock the insurgents with damning quotable quotes, like the Bewkes example above.
- They always loudly proclaim no one wants this inferior digital experience and trot out evidence of current human behavior, which they are half right about: it is an inferior experience to start with, but it doesn't remain after a period of innovation and change.
- New disruptors emerge and larger companies go through lots of short term pain but most likely win out long term — in many cases by gobbling up the disruptors — if they have internalized the lessons

- Lots of incumbent intermediaries in the industry get swept aside and the buyer and seller side go direct, until it doesn't work or scale and new types of intermediaries emerge.
- Early innovators and disruptors mostly do not win long term, but the fast followers do.
- Incumbents have to be ready to cannibalize themselves to survive and thrive.
- Lots of venture and investor dollars are sunk into the sector, with lots of disappointment for most of the startups that fail.
- Lots of innovation comes out that looks like gimmicks in the short run and are subsumed in subsequent industry cycles and become the norm.
- Whoever best controls the largest amount of data is the biggest winner.
- Lots of new niches emerge, some become mainstream over a period of time
- In the end, the end consumer always, always wins out. You can't fight that force.

It is important to point out that neither the music nor radio nor the news industry nor the TV/film industry died, its that the incumbent players were simply shunted aside by new companies without the institutional bloat and interests that nearly always keep incumbents from advancing to the next thing.

This much we know: connecting people in a business setting will always be a need, in fact may even be more important in a digitally overloaded world, whether through great editorial in a conference setting or through buyer-and-seller matchmaking in various formats.

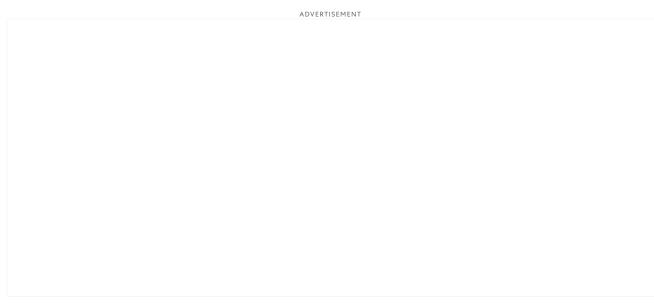
Many aspects of the industry will likely move to digital formats but the need for physical interaction for the "last mile" may become even more important, even if it becomes a smaller venue where this happens. Lots of experimentation and openness to failing a lot would be key to success for current incumbents.

Is the event industry ready for this reality?

Tags: business events, meetings

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10-17-20 | CORONAVIRUS

'Zoom towns' are exploding in the West

And many cities aren't ready for the onslaught.



 $[Source\ Images:\ raksyBH/iStock,\ Cayetano\ Gil/Unsplash,\ Sam\ Trotman/Unsplash,\ Salil\ Bhatt/iStock]$

The coronavirus pandemic is leading to a new phenomenon: a migration to "gateway communities," or small towns near major public lands and ski resorts as people's jobs increasingly become remote-friendly. This is straining the towns' resources and putting pressure on them to adapt.

A new paper published in the *Journal of the American Planning Association* shows that populations in these communities were already growing before COVID-19 hit, leading to some problems traditionally thought of as urban issues, like lack of affordable housing, availability of public transit, congestion, and income inequality. And while COVID-19 has accelerated the friction, the study suggests that urban planners can help places adjust.

There has been a drastic increase in remote work since March, when the pandemic hit the U.S. Nearly 60% of employees are now working remotely full or part time, according to a recent Gallup poll. Nearly two-thirds of employees who have been working remotely would like to continue to do so, according to that same poll. That would seemingly give workers a lot more flexibility when it comes to where they call home.

Gateway communities in the West had already been feeling a strain, according to Danya Rumore, an assistant professor at the University of Utah who led the study. It looked at towns that had less than 25,000 people; were within 10 miles of a national park, monument, forest, lake, or river; and at least 15 miles from a census-designated urban area. They identified 1,522 towns that fit this description, conducted in-depth interviews with public officials from 25 of those communities, and then surveyed an additional 333 officials.

"One of the most striking results is the extent to which housing affordability and cost of living issues are a concern in gateway communities across the West," says Rumore. "More than 80% of survey respondents from towns of all shapes and sizes said that housing affordability is moderately to extremely problematic for their community." Second homes and short-term rentals were a main cause for concern. "The local workforce is simply priced out. . . . People who work here can no longer afford to work here," said one community development director.

Places like Sandpoint, Idaho, which is located on a lake and near a popular ski resort, had already begun to see increased migration over the past 5 to 10 years. Now, it's bracing for even more remote workers due to COVID-19, says Rumore, who is from Sandpoint and is currently looking into how the virus is affecting these gateway communities.

The question is whether they can adapt to the aforementioned big city challenges and develop sustainably. Many are experimenting with a range of possible ways to do so, like encouraging accessory dwelling units (small, secondary housing on existing property), relaxing land use and zoning regulations, developing publicly owned land for affordable housing, and increasing access to public transit and bike lanes, according to the study.

However, many of the communities lack staff and resources to get ahead of the curve—especially in a crisis. One interviewee in the study acknowledged his community was in a major period of growth and needed to get ahead of the curve, but "we didn't have design guidelines in place." So Runmore launched a related effort called the Gateway and Natural Amenity Region initiative to help.

GNAR is in the process of launching an online toolkit, which will provide basic urban planning information these communities need, like case studies and model ordinances. While the name "Zoom town" is a wink to the past, the researchers wrote in the paper that these small communities with big city problems might just be a peek into the future, as "valuable laboratories for novel planning approaches and planning innovation."

ABOUT THE AUTHOR

Lilly Smith is an associate editor of Co.Design. She was previously the editor of Design Observer, and a contributing writer to AIGA Eye on Design. More