

Board of Directors Meeting

Monday, April 25, 2022 @ 11:45 a.m.

Hilton Garden Inn DFW South Lily/Orchid/Camelia Rooms

2201 Valley View Lane Irving, Texas 75061

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS

MEETINGS/SPECIAL MEETINGS

OCTOBER 2021-SEPTEMBER 2022

	OCTOBER 2021-SEFTEMBER 2022													
Place	Last	First	10/23/2021	11/16/2021	12/13/2021	1/24/2022	2/28/2022	3/28/2022	4/25/2022	5/23/2022	6/27/2022	7/25/2022	8/22/2022	9/26/2022
1	Cooperstein	Karen	Р	Р	Р	Р	Р	Р						
2	Basoco	Michael	N/A	Р	Р	Р	Р	Α						
3	Gibson	Colvin	N/A	Р	Р	Р	Р	Р						
4	Stewart, Jr	Richard	Р	Р	Р	Р	Р	Р						
5	Bourgeois	Robert	Р	Р	Р	Р	Р	Р						
6	Arafat	Yasir	N/A	N/A	Р	Р	Р	*						
7	Reed	Sam	N/A	Р	Р	Р	Р	Р						
8	Mahoney	William	Р	Р	Р	Р	Р	Р						
9	Gears	Herbert	Р	#	Α	Р	Α	Р						
10	VACANT													
11	Kang	Julia	Р	Р	Р	Р	Р	Р						
12	Malcolm	Greg	Р	Р	Р	Р	Р	Р						
13	Cole	David	Р	Р	Р	Р	Р	Р						
	Nicks	John	N/A	Р	Р	Р		Р						
	Bowman	Beth	Р	Р	Р	Р	Р	*						
	Burke	Dallas	*	*	Р	Р	*	Р						
	Fenley-Garcia	Stephanie	*	#	#	*	Р	#						
	Hawkins	Todd	*	Р	*	Р	Р	Р						
	Hillman	Chris	*	*	Р	Р	Р	Р						
	Hoskins	Nydia	*	Р	Р	Р	*	Р						
	Limon	Kim	*	Р	Р	Р	Р	Р						
	O'Briant	Kelly	N/A	N/A	#	Р	#	Р						
	Perot	Hammond	*	Р	Р	Р	Р	Р						
	Philipp	Joe	#	Р	Р	Р	Р	#						
	Randall	Michael	#	#	#	Р	*	Р						
Liaison	Taylor	Mayor Pro Tem K	Р	Р	Р	*	Р	Р						
	Venegas	Clare	#	#	#	#	#	#						

P = Present

* = Absent - Company Business

= Absent - Other

p = Represented

∞ = Budget Retreat

C = MEETING CANCELLED

n/a = NOT A MEMBER AT THIS TIME

Lindsey	Richard	Р	Р
Lear	Clementine	Р	Р



AGENDA

Irving Convention and Visitors Bureau Board of Directors Monday, April 25, 2022, at 11:45 a.m. Hilton Garden Inn DFW Airport South Lily/Orchid/Camelia Rooms 2001 Valley View Lane Irving, Texas 75061

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for March 28, 2022
- 3. Accepting the ICVB Financial Report March 2022
- **4.** Accepting the Irving Convention Center Financial Reports
 - a. February 2022
 - b. March 2022

Presentation

5. Tourism Economics Irving Hotel Outlook Recap

Board Reports

- COVID-19/American Rescue Plan Act Update
- **7.** Board Chair Report
 - a. Next Board Meeting May 23, 2022, Irving Convention Center
- 8. Board Committee Reports
 - a. Board and Business Development Richard Stewart, Jr.
 - Next Meeting June 10, 9:00 a.m.
 - b. Community Engagement Karen Cooperstein
 - Recap April 5 Committee meeting
 - Next Meeting July 12, 9:00 a.m. –note new meeting time
 - c. Destination Development Greg Malcolm
 - Next Meeting May 10, 11:30 a.m.

AGENDA - Continued



- 9. City Reports
 - a. Council Liaison Mayor Pro Tem Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure Mayor Rick Stopfer
 - c. City Manager Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
- 10. Bureau Monthly Management Reports
 - a. Executive Director Maura Gast
 - b. Sales and Services Lori Fojtasek
 - c. Marketing and Communications Diana Pfaff
 - d. Administration and Finance Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
- **11.** Convention Center Management Report Tom Meehan
- **12.** Industry Partner Reports
 - The Pavilion at the Toyota Music Factory/Live Nation Report Tommy DeBeaudry
 - b. Hotel Industry Updates Greg Malcolm, Kim Limon, Nydia Hoskins
 - c. Restaurant Industry Update David Cole
- **13.** Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts Dallas Burke
 - b. Chamber of Commerce John Nicks/Beth Bowman
 - Irving Arts and Culture Kelly O'Briant/Todd Hawkins
 - d. The Las Colinas Association Hammond Perot
 - e. TIF Michael Randall
 - f. University of Dallas Clare Venegas

CERTIFICATION

the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving,
exas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:
at 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, APRIL 25, 2022

AGENDA ITEMS





MINUTES

IRVING CONVENTION AND VISITORS BUREAU

BOARD OF DIRECTORS

Irving Arts Center – Suite 200 March 28, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Dallas Burke, Karen Cooperstein, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O'Briant, Hammond Perot, Michael Randall, Nydia Hoskins, Sam Reed, and Richard Stewart, Jr. – Board members; Council Liaison Mayor Pro Tem Kyle Taylor and Deputy Mayor Pro Tem Al Zapanta – City of Irving Elected Officials; Assistant City Manager Philip Sanders, Interim Chief Financial Officer Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brice Petty, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Vice President of Governmental Affairs & Communications Erica Mulder – Irving-Las Colinas Chamber of Commerce; Katherine DiPietro, Wendy Foster, and Kathy Levine – ICVB staff.

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

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from February 28, 2022
- Accept the ICVB Financial Reports for February 2022

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member William Mahoney and a second from Board member Karen Cooperstein, the motion was unanimously approved.

INDIVIDUAL CONSIDERATION

Cole called for a motion to approve the ICVB Board and Business Development Committee nomination of Live Nation Toyota Music Factory General Manager Tommy DeBaudry to fill the Industry-at-Large seat on the Board. On a motion from Board Member Richard Stewart, Jr. and a second from Cooperstein, the motion was unanimously approved.

BOARD REPORTS

COVID-19 / American Rescue Plan Act Update

Executive Director Maura Gast reported a new variant virus has been reported and staff remains hypercautious in their safety and sanitizing guidelines. Business is still trending well, and the Board will be updated with any changes in the market.

ICVB Board of Directors March 28, 2022 Page **2** of **8**



BOARD CHAIR

- Cole and Gast recognized and thanked the following awardees for their service:
 - Assistant Executive Director Administration and Finance Susan Rose 30 years
 - Accounting and Budget Director Marianne Lauda 35 years
 - o Sales Manager Katherine DiPietro 15 years
 - Convention Services Manager Kathy Levine 10 years
 - Senior Convention Services Manager Wendy Foster 5 years
- Cole noted the next ICVB Board of Directors meeting will be held on April 25 at the Hilton Garden Inn DFW South.

BOARD COMMITTEES

Board and Business Development Committee

Committee Chair Richard Stewart, Jr. reported:

- Thanked the Board for approval of the Industry-at-Large Board position.
- The next Committee meeting is scheduled for June 10.
- The Committee has excellent community leaders and experience and is discussing the Board
 appointments and commitments. Will work along with City Council to identify people willing to
 serve that have the expertise and time to commit to Board participation. He noted all Board
 members are encouraged to attend Committee meetings.

Community Engagement Committee

Committee Chair Cooperstein reported:

- A recap of the High Spirited Citizen luncheon with recipients comments was discussed.
- The Committee discussed moving forward with an annual program for High Spirited Citizen nominees.
- There will be a temporary pause in nominations for the program.
- The next meeting will be held on July 12.
- The Committee agreed to meet at 9:00 a.m. going forward.

Destination Development Committee

Committee Chair Greg Malcolm reported:

• The next meeting will be held on May 10 at 11:30 a.m.

Cole asked all Board members to send an email to Office Manager Carol Boyer if they are not attending Board and/or Committee meetings. Attendance records are recorded with absences noted in categories: Company Business, Other or Represented by another individual.

CITY REPORTS

Mayor Pro Tem Kyle Taylor reported:

- City Council met last week and discussed William Square Plaza, Charter review, Boards and Commissions.
- The Boards and Commissions Committee will look at the nomination process to have the best qualified candidates with a willingness to serve. Council and City staff will have a role in that process and Taylor will continue to work with the ICVB Board and Business Development Committee.



- A Special Council meeting was held at the Convention Center with economic incentives as the main topic. He thanked Chamber Chair John Nicks for his valuable input and insight.
- The High Spirited Citizens luncheon was a wonderful opportunity for the recipients and their family and friends to be recognized and appreciated.

Deputy Mayor Pro Tem Al Zapanta reported:

• He expressed his thanked to Nicks for his input and direct comments at the Council's Special Meeting. This is a competitive market and important for the City to keep up. Nicks gave input on what a company is looking for in a City and why when deciding on corporate locations.

City Manager Chris Hillman reported:

- Williams Square Plaza project will be completed April 16. A ribbon cutting ceremony is planned for late May/early June. He expressed his appreciation for everyone who worked on the project.
- The City is starting the FY2022-23 budget process and Strategic Planning review. Looking at a five-year plan for the General Fund and how to continue to manage increases.
- The Diversity and Inclusion Committee will hold a cultural symposium on April 12. It is a community event in partnership with the Islamic Center of Irving for a cultural and educational experience.
- A new sign honors the late, former Assistant City Manager Ramiro Lopez, who served the City for 12 years. The City's Briery Yard facility entrance has been renamed Ramiro Lopez Way. His family was there to celebrate and remember a great man and his impact on the City as a whole.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- The ICVB is beginning the FY2022-23 budget cycle process.
- The March 25 Executive Committee meeting reviewed financials year-over-year back to 2019 and
 is looking at the work that needs to be done to stay on the five-year path to financial stability as
 outlined in the Strategic Plan.
- Next month's Executive Committee meeting will have an updated forecast from Tourism Economics; highlights of that update will be presented at the April 25 Board meeting.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The ClubCorp Classic event at the Las Colinas Country Club on April 22-24 and the Cole Swindell
 concert at The Pavilion at Toyota Music Factory being held in conjunction with it will bring in
 crowds and good exposure for Irving.
- The 2022 USA Triathlon Multisport Festival will be held April 28-May 1 in Irving. This is the firstever event bringing together six multiple race formats. All races will utilize Irving's Levy Event Plaza.
- The ICVB is also hosting the Texas Society of Association Executives (TSAE) with approximately 600 meeting planners in September. She noted there may be some volunteer opportunities for Board members during the event, much like what was done for RCMA a few years ago.
- April 7 is Global Meeting Industry Day ICVB Sales will join as a sponsor of the event to showcase how the hospitality market flows through DFW and the impact on the City.



• ICC Director of Sales Matt Tungett has been hired as ICVB Corporate Sales Manager and will begin on April 18. Everyone is looking forward to working with him.

Marketing and Communications

Assistant Executive Director Diana Pfaff reported:

- February was a good month with 124 lead prospects, an increase over previous months.
- Website traffic had 64,737 total sessions to both websites and holding steady.
- Blog traffic had 7,546 pageviews in January.
- Paid search advertising engagement remained level with 9,375 site visits.
- Blog traffic increased in February with 9,658 pageviews.
- Social media added 1,577 additional Followers and Likes.
- Staycations Campaign generated 6,949 hotel referrals. In the last twelve months, the Staycations
 Campaign has generated 22 million impressions, 127,048 hotel referrals year-to-date, with a
 potential economic value of \$28 million.
- This fiscal year the Meetings Campaign generated 4,868 website sessions and 47 meeting inquiries.
- YTD Promoted Content Campaign generated a combined 7,068 visits through social media and the ICVB blog.
- The Online Travel Agency Campaign produced 10,680 hotel bookings and 21,562 room nights, which generated \$2,377,593 in direct hotel revenue.
- Micro-Campaigns to date have six sports and two concert micro-campaigns, generating 3,036 hotel referrals. Combined, they represented \$1.3 million in potential economic value.
- Assisting the City and Chamber with the Club Corp Classic event and helping to push ticket sales.
- Pfaff thanked Cooperstein for her leadership on the Community Engagement Committee and guidance in the High Spirited Citizen program. She expressed her appreciation to General Manager Tom Meehan, Tungett, and the ICC team. The luncheon was a momentous event.

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- February AirDNA Report shows:
 - o There were 395 available listings in Irving, which was a 4.4% decrease over last year.
 - The Average Daily Rate was \$227.23, an increase of 27.56% over last year.
 - Occupancy increased 3.97% compared to last year.
 - The hotel comparable subset Average Daily Rate for January was \$109.56, an increase of 12.82%, Occupancy of 59.6%, an increase of 8.70% from last year.
- Administration/Finance Department:
 - The team attended several days of training to rebuild, refocus, and leverage our strengths.
 A Committee has been assigned to work through the priorities and objectives and will present to all staff.
 - Working on the budget and carefully looking at priorities.
 - The team will continue to volunteer to work concessions with ICC staff.

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IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The February 2022 ICC financials will be reported in next month's packet, along with March 2022.
- Missed budget by \$20,000 but the forecast is strong for the rest of the year. Numbers are not back to 2019 figures but show a solid path.
- There are between 15-20 events a month with a different mix of groups from previous years.

Director of Sales Matt Tungett reported:

- Extremely excited for the new role and challenge with the ICVB after 12 years at the ICC.
- March was busy with the Teen Book Festival, and NBM Graphics Expo which is the largest tradeshow of the year and a repeat client. First in Texas Robotics event was held last week.
- Also signed the first Corporate group of the year with significant guest room impact.
- April has cheer/dance events, Texas Association of Student Councils, and Tumbling USA Gymnastics.
- Guest room bookings YTD are 14,000, compared to last year 5,300.
- Hosted an Austin client luncheon for the first time in two years and attendees were excited to be back.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the February report for the City shows 64.5% Occupancy, Average Daily Rate is \$107.53, and RevPAR of \$69.37.
- South Irving reports 70% Occupancy, Average Daily Rate of \$127.02 and RevPAR of \$88.91.
- Hilton Garden Inn DFW South for February 2022 is showing 77.9% Occupancy, \$126.97 Average Daily Rate and RevPAR of \$98.93.

Board member Nydia Hoskins reported:

- Omni Las Colinas had some cancellations in February and reported Occupancy of 35% and Average Daily Rate of \$189.97.
- March is off to a much better start.
- Excited to report the Catering Manager is returning.
- Feel strong about Spring and Summer.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended February with Occupancy of 62.2%, Average Daily Rate of \$100.59, and RevPAR of \$62.96.
- The property did make budget in February and March is hitting at 70% Occupancy with an Average Daily Rate of \$105.95.
- Hiring staff and trying to get back to full available occupancy.

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RESTAURANT INDUSTRY

Board Chair David Cole reported:

- iFratelli business plan is to have good locations in areas that generate 1,200-1,500 lunch sales from 11 am to 3 pm. Sales are tracked by the U.S. Economy State Tracking system by pizza sale Monday through Friday. During the pandemic sales were 200-300 per day. The iFratelli Las Colinas location just went back over 2,000 average and blew away every other city in the state.
- Cole was a judge this year at the Texas Pro Start Invitational in Plano. The culinary curriculum is in all four Irving high schools. The Invitational includes two regional competitions and a state final competition with more than 350 culinary arts and restaurant management high school students. Cole would love to capture the event for Irving one day.
- Board Vice Chair Bob Bourgeois will Chair the April Board of Directors meeting while Cole is in Washington D.C. for the National Restaurant Association Meeting.

DCURD

- Board member Dallas Burke reported:
 - Thanked Hillman and City inspection crew for their assistance in the stormwater pump station emergency generators project. They are a top-notch crew and arrangements are being made with DART and the City to close Lake Carolyn Parkway and California Crossing for the delivery of the unit. There will be a grand opening and will invite everyone to see the improvement for the Urban Center flood control.
- Erosion control wall installation is underway on Cottonwood Creek segment 1 and 5 and Lake Bobcat. These were waterway slope failure locations and repairs are being made to the slope and water's edge.
- Dredging project projects continue and has removed 15,000 cubic yards of silt. Dredging is underway at Las Colinas Blvd. at Fluor and will remove 10,000 yards of silt from the upper end f that floodway. Dredging is scheduled for Hackberry Creek and Southfork Hackberry Creek at Highway 114.
- Advertising for bids is underway for Lake Carolyn new wall construction test project. The project will replace 400 linear feet of concrete stem wall with a vinyl sheet pile. Projected savings of 30-40% and a 100-year lifespan.
- New DCURD Board member Roy Santoscoy has been appointed by City Council replacing outgoing Director Charles Cotton.
- Two rebuilt flood controllers for the Diamond Interchange are completed one year ahead of schedule and an inspection will be completed on April 19.
- New Irving Flood Control District I Board member Calvin Lewis of Dr. Pepper Snapple was appointed by City Council.
- New Board member Shree Asanare appointed by City Council filling a position that has been vacant for a few months.

Irving-Las Colinas Chamber of Commerce Board member John Nicks reported:

- Economic Development Team continues to fill the pipeline, representing \$31 million in capital investment and 46,000 jobs and 26 million square feet of commercial space.
- This fiscal year there have been nine corporate wins, and five are corporate headquarters and four are international corporations.



- U.S. Department of Labor reports Unemployment rate remains flat from January and Irving continues to show a downward trend.
- The Chamber team is finalizing Federal priorities and the Board will continue to meet on these in April.
- The Chamber website is being updated ahead of the municipal elections with candidate information.
- Women's Leadership Forum: The Great Resignation on April 7 with a virtual panel discussion on the latest workplace economic trend.
- The "Best in Irving" awards will be presented at the Five Star Mixer on April 26 at the Omni Las Colinas. He encouraged everyone to vote.

Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

- Welcomed the Board to the Arts Center and invited everyone to tour the four exhibits currently on display in the galleries.
- March is National Youth Art Month; for over 30 years, the IAC has celebrated in partnership with the Irving ISD. Student art works are exhibited in the Main Gallery.
- Carpenter Lobby current features selections from the IAC permanent collection, highlighting a few particularly important works that have been donated over the years.
- Courtyard Gallery features selections from the IAC's Teen Ambassadors.
- Dupree Lobby has Partituren/Time Stands Still: Photographs by Michael Matthews and Michael Kruscha.
- Hosted the Dance Planet 25, a dance workshop by the Dance Council of North Texas. There were
 over 1,100 people from across North Texas who participated in performances, workshops, and
 Master Classes. The IAC will continue to recruit multi-day events with the potential of generating
 room nights, a goal shared with the ICVB.
- Continuing the IAC's Celebration Series with "VIVA Trio" on April 7.
- "The Queen's Cartoonists" on May 1 at 2:30 pm plays music from classic cartoons and contemporary animation.

The Las Colinas Association

Board member Hammond Perot reported:

- The Las Colinas Association Annual Meeting was held March 22. Harry Lake was elected Commercial Representative and Carl Klinke is Residential Representative.
- 2021 shows a slight uptick in alarms processed by LCA Security, with response time of five minutes. Most were technical alarm errors and two valid commercial burglary alarms.
- Over 2,000 fire alarms, with two valid fires.
- There was a slight decrease in compliance cases opened. Common issues were fence repairs, landscaping maintenance and unapproved improvement to property.
- There were 552,000 total miles driven by security patrol in 2021 with six vehicles out on the street.

Cole noted there is a copy of The Las Colinas Association newsletter at each place and in the Board packet for review.

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TIF

Board member Michael Randall reported:

- The TIF Board has not met since the last ICVB board meeting.
- TIF Board member Brad LaMorgese has resigned to run for City Council and Dan Niemeier will replace him and be a great asset to the Board.

Cole noted instructions for registration to the Irving Marathon Series is at each place and he encouraged everyone to join the ICVB team. He thanked the Irving Arts Center for hosting and LaMargarita for catering the meeting.

The meeting was adjourned at 12:53 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME

Maura Slee Jast

Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending: March 2022



2201 - ICVB GENERAL

MONTHLY BALANCE SHEET

MARCH 2022

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	5,200,061.62	Accounts payables	23,952.05
Investments	3,030,400.00	Unearned revenue	7,850,390.81
Receivables	3,346.00	Total Liabilities	7,874,342.86
		Fund Balance (Budgetary basis) Reserve for encumbrances Unreserved	1,048,720.73 (689,255.97)
		Total Fund Balance	359,464.76
Total Assets	8,233,807.62	Total Liabilities and Fund Balance	8,233,807.62



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND MONTHLY FINANCIAL REPORT MARCH 2022

Code Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
L3 - HOTEL/MOTEL TAX						
CURRENT YEAR	483,388.51	2,087,127.74	5,397,466.00	38.7%	0.00	3,310,338.26
PENALTY AND INTEREST	156.55	1,173.47	0.00	100.0%	0.00	(1,173.47)
PRIOR YEAR	51,226.62	122,879.35	0.00	100.0%	0.00	(122,879.35)
SHORT-TERM RENTALS	3,400.54	15,918.25	0.00	100.0%	0.00	(15,918.25)
TOTAL HOTEL/MOTEL TAX	538,172.22	2,227,098.81	5,397,466.00	41.3%	0.00	3,170,367.19
M1 - INTERGOVERNMENTAL						
RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME	82.26	205.82	3,000.00	6.9%	0.00	2,794.18
M5 - MISCELLANEOUS	4,029.00	11,682.89	30,000.00	38.9%	0.00	18,317.11
TOTAL REVENUE	542,283.48	2,238,987.52	12,828,811.00	17.5%	0.00	10,589,823.48
EXPENDITURES						
N1 - SALARIES	177,938.58	1,078,130.71	2,617,580.00	41.2%	0.00	1,539,449.29
N2 - BENEFITS	39,072.76	268,275.75	587,842.99	45.6%	0.00	319,567.24
N4 - SUPPLIES	5,229.47	55,602.28	111,488.00	49.9%	8,800.00	47,085.72
O1 - UTILITIES (COMMUNICATIONS)	1,925.40	7,871.60	26,100.00	30.2%	0.00	18,228.40
	1,323. 10	7,072.00	20,200,00	30.270	0.00	10,220.10
O3 - OUTSIDE SERVICES	224 72	202.22	2 000 00	40.40/	0.00	2 607 76
FREIGHT	231.73	302.22	3,000.00	10.1%	0.00	2,697.78
MARKETING AND SALES RESOURCES	3,284.93	17,387.80	45,380.00	38.3%	0.00	27,992.20
MEDIA ADVERTISING	38,797.99	192,022.95 1,324.32	582,399.80	33.0%	321,399.90	68,976.95
POSTAGE EQUIPMENT RENTAL	662.16 114,543.73	1,247,901.70	2,650.00	50.0%	662.16 646,249.97	663.52
PROFESSIONAL SERVICES PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	3,173,401.00 1,395,000.00	39.3% 50.0%	0.00	1,279,249.33 697,000.00
TOTAL OUTSIDE SERVICES	157,520.54	2,156,938.99	5,201,830.80	41.5%	968,312.03	2,076,579.78
O4 - TRAVEL - TRAINING - DUES						
TRAVEL AND TRAINING	8,762.32	48,161.24	555,000.00	8.7%	22,945.00	483,893.76
MILEAGE REIMBURSEMENT	13.53	54.48	2,500.00	2.2%	0.00	2,445.52
MEMBERSHIP AND DUES	2,662.00	29,584.90	50,000.00	59.2%	0.00	20,415.10
TOTAL TRAVEL - TRAINING - DUES	11,437.85	77,800.62	607,500.00	12.8%	22,945.00	506,754.38
O5 - CLAIMS AND INSURANCE	0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES						
ADM COST REIMBURSEMENT	21,526.89	89,083.95	215,898.00	41.3%	0.00	126,814.05
BUSINESS DEV INCENTIVE PROG	12,050.00	86,937.13	500,000.00	17.4%	0.00	413,062.87
CONVENTION SERVICES MATERIALS	42.18	22,604.74	92,803.83	24.4%	22,663.70	47,535.39
EVENT SPONSORSHIPS	20,000.00	74,167.50	128,800.00	57.6%	6,000.00	48,632.50
ICVB VOLUNTEER PROGRAM	540.00	540.00	5,000.00	10.8%	0.00	4,460.00
LOCAL PROGRAMS-PROMOTIONS	65,315.25	93,299.77	581,500.00	16.0%	20,000.00	468,200.23
TOTAL MISCELLANEOUS EXPENSES	119,474.32	366,633.09	1,524,001.83	24.1%	48,663.70	1,108,705.04
P1 - CAPITAL EXPENDITURES	0.00	0.00	111,353.00	0.0%	0.00	111,353.00
P5 - TRANSFERS OUT						
TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TRSF TO POB RISK MITIGATION	0.00	0.00	23,139.00	0.0%	0.00	23,139.00
TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
TOTAL TRANSFERS OUT	0.00	0.00	976,445.00	0.0%	0.00	976,445.00
TOTAL EXPENDITURES	512,598.92	4,045,764.29	11,902,186.62	34.0%	1,048,720.73	6,807,701.60

Beginning Fund Balance	2,166,241.53
Revenues	2,238,987.52
Expenditures	(4,045,764.29)
Ending Fund Balance	359,464.76

NOTE:



2204 - ICVB CONV CENTER RESERVE / CIP MONTHLY BALANCE SHEET MARCH 2022

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	1,784,272.16	Accounts payables	78,240.76
Investments	1,603,000.00	Unearned revenue	2,959,732.65
		Total Liabilities	3,037,973.41
		Fund Balance (Budgetary basis)	
		Reserve for encumbrances	0.00
		Unreserved	349,298.75
		Total Fund Balance	349,298.75
Total Assets	3,387,272.16	Total Liabilities and Fund Balance	3,387,272.16



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND MONTHLY FINANCIAL REPORT MARCH 2022

Code Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
M1 - INTERGOVERNMENTAL						
RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME	77.71	266.48	500.00	53.3%	0.00	233.52
M5 - MISCELLANEOUS	21,924.37	1,131,546.22	1,264,000.00	89.5%	0.00	132,453.78
M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE	22,002.08	1,131,812.70	4,506,167.00	25.1%	0.00	3,374,354.30
EXPENDITURES						
N4 - SUPPLIES	59,313.76	183,222.24	414,794.00	44.2%	0.00	231,571.76
N7 - STRUCTURE MAINTENANCE	87,896.37	207,452.22	264,000.00	78.6%	0.00	56,547.78
O3 - OUTSIDE SERVICES	729.60	136,976.04	362,000.00	37.8%	0.00	225,023.96
04 - TRAVEL / TRAIN / DUES	0.00	11,909.33	35,000.00	34.0%	0.00	23,090.67
P1 - CAPITAL EXPENDITURES	0.00	919,781.58	2,066,873.00	44.5%	0.00	1,147,091.42
TOTAL EXPENDITURES	147,939.73	1,459,341.41	3,142,667.00	46.4%	0.00	1,683,325.59

Beginning Fund Balance	676,827.46
Revenues	1,131,812.70
Expenditures	(1,459,341.41)
Ending Fund Balance	349,298.75

NOTE:

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



NOTES PASS PROFESSIONAL SERVICES BLOG POSTS - FEB - MAR 2022 200.00	Check Amount	Invoice Amount	Line Item Description	Vendor Name Object Description	Check Date	Check #
MEDIA ADVERTISING ADVERTISING - TOURTEXAS.COM 495.00						
10062221 3/10/2022 AMERICAN EXPRESS TRAVEL RELATED SERVICES O, INC	495.00					80062220
NOCESTIAN PAYABLE FEB 2022 - RECEIPTS 18,089.99 18,008.99 18,008.99 18,008.99 18,008.292 19,008.00 18,008.99 18,008.292 19,008.00 18,008.99 18,008.292 19,008.00 18,008.99 18,008.292 19,008.00 18,008.99 18,008.292 19,008.00 18,008.292 19,008.00 18		495.00				
Monocease	18,089.99		•		• •	80062221
PROFESSIONAL SERVICES BLOG POSTS — FEB - MAR 2022 200.00 2		18,089.99	FEB 2022 - RECEIPTS			
None	200.00					80062222
PROFESSIONAL SERVICES DATA ENTRY SERVICES - FEB 14 - 25, 2022 731.25		200.00	BLOG POSTS – FEB - MAR 2022			
	731.25			CUTTS, SUSAN	3/10/2022	80062223
BUSINESS DEV INCENTIVE PROG 20222 2022 2022 2022 2022 2022 2022 2022 2022 20222 2022 2022 2022 2022 2022 2022 2022 2022 202		731.25	·			
Note	1,085.00			DALLAS FORT WORTH AIRPORT MA	3/10/2022	80062224
FREIGHT SHIPPING 24.56 FREIGHT SHIPPING 24.56 FREIGHT SHIPPING 78.97		1,085.00		BUSINESS DEV INCENTIVE PROG		
FREIGHT SHIPPING 78.97	172.00			FEDERAL EXPRESS CORPORATION	3/10/2022	80062225
FREIGHT SHIPPING 12.96		55.51	SHIPPING	FREIGHT		
FREIGHT SHIPPING 12.96		24.56	SHIPPING	FREIGHT		
None		78.97	SHIPPING	FREIGHT		
PROFESSIONAL SERVICES ICVB STAFF TRAINING 3,333.33 1,333.3		12.96	SHIPPING	FREIGHT		
Name	3,333.33			FIRED UP BRANDS, INC	3/10/2022	80062226
80062228 MEMBERSHIPS, CERTS, & LICENSES MARCH 2022 882.00 80062228 3/10/2022 IMAGO MEDIA, INC. ADVERTISING 595.00 80062229 3/10/2022 LAUDA, MARIANNE COMMUNICATIONS FEB 2022 - CELL 75.00 80062230 3/10/2022 LIVE NATION MARKETING INC 60 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC 3 80062232 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC 3 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL 1 MEDIA ADVERTISING ADVERTISING ADVERTISING 1,875.00		3,333.33	ICVB STAFF TRAINING	PROFESSIONAL SERVICES		
80062228 3/10/2022 IMAGO MEDIA, INC. MEDIA ADVERTISING ADVERTISING 595.00 80062229 MEDIA ADVERTISING ADVERTISING 321.50 80062229 3/10/2022 LAUDA, MARIANNE 75.00 COMMUNICATIONS FEB 2022 - CELL 75.00 80062230 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062232 MALONEY STRATEGIC COMMUNICATION INC 3 80062232 MEPING PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 MEDIA ADVERTISING ADVERTISING 1,875.00	882.00			EX DALLAS LP	3/10/2022	80062227
MEDIA ADVERTISING ADVERTISING S95.00 MEDIA ADVERTISING ADVERTISING 321.50 MEDIA ADVERTISING ADVERTISING 321.50 MEDIA ADVERTISING ADVERTISING 321.50 MEDIA ADVERTISING ADVERTISING 321.50 MEDIA ADVERTISING FEB 2022 - CELL 75.00 MEDIA ADVERTISING FEB 2022 - CELL 75.00 MEDIA ADVERTISING MEDIA ADVERTISING MEDIA ADVERTISING MEDIA ADVERTISING MEDIA ADVERTISING ADVERTISING MEDIA ADVERTISING ADVERTISING MEDIA MEDIA ADVERTISING MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA		882.00	MARCH 2022	MEMBERSHIPS, CERTS, & LICENSES		
80062229 MEDIA ADVERTISING ADVERTISING 321.50 80062229 3/10/2022 LAUDA, MARIANNE 75.00 80062230 3/10/2022 LIVE NATION MARKETING INC 75.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 MALONEY STRATEGIC COMMUNICATION INC 3 80062232 MALONEY STRATEGIC COMMUNICATION INC 3 80062233 METING PROFESSIONALS INTERNATIONAL 3 MEDIA ADVERTISING ADVERTISING ADVERTISING	916.50			IMAGO MEDIA, INC.	3/10/2022	80062228
80062229 3/10/2022 LAUDA, MARIANNE COMMUNICATIONS FEB 2022 - CELL 75.00 80062230 3/10/2022 LIVE NATION MARKETING INC 60 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC 5 PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL 1,875.00		595.00	ADVERTISING	MEDIA ADVERTISING		
80062230 COMMUNICATIONS FEB 2022 - CELL 75.00 80062230 J10/2022 LIVE NATION MARKETING INC 60 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 MALONEY STRATEGIC COMMUNICATION INC 25,000.00 80062232 PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 MEETING PROFESSIONALS INTERNATIONAL 1,875.00		321.50	ADVERTISING	MEDIA ADVERTISING		
80062230 3/10/2022 LIVE NATION MARKETING INC 60 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 J10/2022 MALONEY STRATEGIC COMMUNICATION INC 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00	75.00			LAUDA, MARIANNE	3/10/2022	80062229
LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 10,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC 25 PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 MEETING PROFESSIONALS INTERNATIONAL 25 MEDIA ADVERTISING ADVERTISING 1,875.00		75.00	FEB 2022 - CELL	COMMUNICATIONS		
LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00	60,000.00			LIVE NATION MARKETING INC	3/10/2022	80062230
LOCAL PROGRAMS-PROMOTIONS 2022 MUSIC FACTORY SEASON BOX 25,000.00 80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00		10,000.00	2022 MUSIC FACTORY SEASON BOX	LOCAL PROGRAMS-PROMOTIONS		
80062231 3/10/2022 MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00		25,000.00	2022 MUSIC FACTORY SEASON BOX	LOCAL PROGRAMS-PROMOTIONS		
PROFESSIONAL SERVICES 2022 ICVB Q2 BUSINESS CARDS/NAME BADGES 3,850.49 80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00		25,000.00	2022 MUSIC FACTORY SEASON BOX	LOCAL PROGRAMS-PROMOTIONS		
80062232 3/10/2022 MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING ADVERTISING 1,875.00	3,850.49		TION INC	MALONEY STRATEGIC COMMUNICA	3/10/2022	80062231
MEDIA ADVERTISING ADVERTISING 1,875.00		3,850.49	2022 ICVB Q2 BUSINESS CARDS/NAME BADGES	PROFESSIONAL SERVICES		
·	1,875.00		TIONAL	MEETING PROFESSIONALS INTERNA	3/10/2022	80062232
		1,875.00	ADVERTISING	MEDIA ADVERTISING		
80062233 3/10/2022 STAMATS COMMUNICATIONS, INC. 2	2,000.00			STAMATS COMMUNICATIONS, INC.	3/10/2022	80062233
MEDIA ADVERTISING ADVERTISING 2,000.00		2,000.00	ADVERTISING	MEDIA ADVERTISING		
	7,320.00		AGEMENT ASSOCIATION			80062234
MEDIA ADVERTISING ADVERTISING 7,320.00		7,320.00	ADVERTISING	MEDIA ADVERTISING		
80062235 3/10/2022 PROVIDENT RESOURCES GROUP, INC	85.00		2	PROVIDENT RESOURCES GROUP, IN	3/10/2022	80062235
BUSINESS DEV INCENTIVE PROG TRBMA CHAPTER MEETING/FEB 2022 85.00		85.00	TRBMA CHAPTER MEETING/FEB 2022	BUSINESS DEV INCENTIVE PROG		



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
	0/10/0000				
80062236	3/10/2022	ROSE, SUSAN	FFD 2022 - CFU	42.50	43.58
00062227	2/40/2022	COMMUNICATIONS	FEB 2022 - CELL	43.58	475.00
80062237	3/10/2022	RT LAS COLINAS ASSOCIATES, LP	DICE /OLIAD DUCDY COMPETITION /FFD 2022	175.00	175.00
00063330	2/10/2022	BUSINESS DEV INCENTIVE PROG	RISE/QUAD RUGBY COMPETITION/FEB 2022	175.00	1,000.00
80062238	3/10/2022	SCOTT, DRAKE	INCIDENT SUPPORT HOURS	1,000.00	1,000.00
80062239	3/10/2022	PROFESSIONAL SERVICES DFW H38 OWNER LLC	INCIDENT SUPPORT HOURS	1,000.00	500.00
80002233	3/10/2022	BUSINESS DEV INCENTIVE PROG	MCTEGGART IRISH DANCERS OF NORTH TEXAS/FEB 2022	500.00	300.00
80062240	3/10/2022	SMG			73,446.60
	0, 20, 2022	PROFESSIONAL SERVICES	MECHANICAL VALVE REPLACEMENT	25,672.00	70,110.00
		OFFICE FURN AND FIXT LESS 5000	REPLACE BROKEN TABLE INVENTORY	47,774.60	
80062241	3/10/2022	SMG		,,,,	107,574.44
	-,,	LANDSCAPE MAINTENANCE	LANDSCAPING REPAIR & REPLACEMENT FROM STORM DAMAGE	107,574.44	
80062242	3/10/2022	SMG			350,000.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	350,000.00	
80062243	3/10/2022	SMG			126,908.48
		OTHER SUPPLIES	EXHIBIT HALL LED LIGHTING/ LED OUTSIDE POLE LIGHTS	123,908.48	
		PROFESSIONAL SERVICES	EXHIBIT HALL LED LIGHTING/ LED OUTSIDE POLE LIGHTS	3,000.00	
80062244	3/10/2022	SOTO, MONICA			60.53
		COMMUNICATIONS	CELL PHONE - JANUARY 2022	25.00	
		COMMUNICATIONS	CELL PHONE - FEBRUARY 2022	25.00	
		MILEAGE REIMBURSEMENT	MILEAGE - FEBRUARY 2022	10.53	
80062245	3/10/2022	STAPLES			238.24
		OFFICE SUPPLIES	OFFICE SUPPLIES	194.74	
		OFFICE SUPPLIES	OFFICE SUPPLIES	43.50	
80062246	3/10/2022	TEXAS HOUSE OF REPRESENTATIVE	S		42.18
		CONVENTION SERVICES MATERIALS	TEXAS FLAG/CERTIFICATE	42.18	
80062247	3/10/2022	TEXAS SOCIETY OF CERTIFIED PUBLI	C ACCOUNTANTS		705.00
		BUSINESS DEV INCENTIVE PROG	TSCPA MID-YEAR BOARD MEETING/JAN 2022	705.00	
80062248	3/10/2022	TUCKER & ASSOCIATES, LLC			4,074.23
		PROFESSIONAL SERVICES	FEB 2022 - REIMBURSABLES	74.23	
		PROFESSIONAL SERVICES	MONTHLY RETAINER - MAR 2022	4,000.00	
80062249	3/10/2022	WFAA-TV INC			5,499.99
		MEDIA ADVERTISING	ADVERTISING	5,499.99	
80062250	3/10/2022	YDRINK LLC			349.00
		SUBSCRIPTIONS-PUBLICATIONS	YDRINK ANNUAL SUBSCRIPTION	349.00	

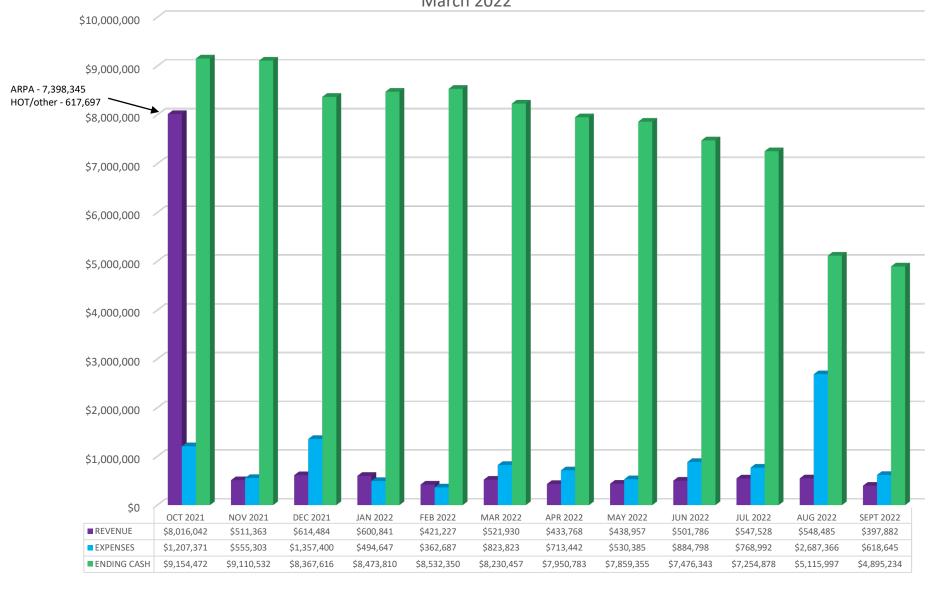


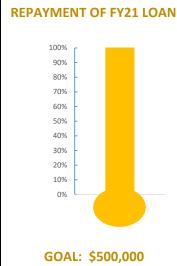
Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80062251	3/24/2022	CELLCO PARTNERSHIP	FFDDUADY 2002	450.46	329.05
		COMMUNICATIONS	FEBRUARY 2022	159.46	
		COMMUNICATIONS	FEBRUARY 2022	76.26	
		COMMUNICATIONS	FEBRUARY 2022	93.33	
80062252	3/24/2022	CHRISTIAN MEETINGS & CONVENT	•		212.50
		MEDIA ADVERTISING	ADVERTISING	212.50	
80062253	3/24/2022	CONFERENCE DIRECT LLC			3,000.00
		MEDIA ADVERTISING	ADVERTISING	3,000.00	
80062254	3/24/2022	CSC HOLDINGS, LLC			776.00
		BUSINESS DEV INCENTIVE PROG	TACUA CONFERENCE/MARCH 2022	776.00	
80062255	3/24/2022	CUTTS, SUSAN			837.50
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - FEB 28 - MAR 11, 2022	837.50	
80062256	3/24/2022	FIRED UP BRANDS, INC			1,532.28
		PROFESSIONAL SERVICES	EXPENSE REIMBURSEMENT - ICVB STAFF TRAINING	1,532.28	
80062257	3/24/2022	IMAGO MEDIA, INC.			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
80062258	3/24/2022	IPROMOTEU.COM, INC.			2,632.61
		SALES RESOURCES	RECTANGLE CREDIT CARD MINTS FOR USA TRIATHLON	2,632.61	
80062259	3/24/2022	IRVING - LAS COLINAS ROTARY CLU	JB		75.00
		MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2022	40.00	
		LOCAL PROGRAMS-PROMOTIONS	FEBRUARY 2022	35.00	
80062260	3/24/2022	MALONEY STRATEGIC COMMUNIC	ATION INC		28,477.06
		PROFESSIONAL SERVICES	2022 "STEP AND REPEAT" BANNER	2,386.04	
		PROFESSIONAL SERVICES	2022 ICVB SXSW ACTIVATION PHASE I	25,647.22	
		PROFESSIONAL SERVICES	2021/2022 INVENTORY STORAGE (SURVEYOR MAG) / MGMT	443.80	
80062261	3/24/2022	MANSOUR, KAYLA			75.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00	
80062262	3/24/2022	ROBERTS, DEBBIE			75.00
		TRAVEL AND TRAINING	NFL TRAVEL DIRECTORS TRADESHOW \$5 BILLS GIVEAWAY	75.00	
80062263	3/24/2022	SIRMEN, LORI			40.44
		COMMUNICATIONS	DEC 2021 - CELL / MISC	75.00	
		PROFESSIONAL SERVICES	DEC 2021 - CELL / MISC	(17.28)	
		SUBSCRIPTIONS-PUBLICATIONS	DEC 2021 - CELL / MISC	(17.28)	
80062264	3/24/2022	SMG		7	7,743.18
	. ,	LOCAL PROGRAMS-PROMOTIONS	CATERING	2,737.93	,
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,005.25	
				-,000.20	



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80062265	3/24/2022	SMG			21,924.37
	0 /0 4 /0000	BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAR 2022	21,924.37	
80062266	3/24/2022	SMITH TRAVEL RESEARCH INC.	DESTINATION DEPOSIT AND OTR	4 400 00	4,400.00
222222	2/24/2022	SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 2ND QTR	4,400.00	2.670.00
80062267	3/24/2022	TEXAS DEPARTMENT OF TRANSPOR		2.670.00	2,679.00
00003300	2/24/2022	MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS	2,679.00	17.00
80062268	3/24/2022	WHITE, MONTY	NOV 2024 CELL / MISC	75.00	17.69
		COMMUNICATIONS	NOV 2021 - CELL / MISC	75.00	
00000000	2/24/2022	LOCAL PROGRAMS-PROMOTIONS	NOV 2021 - CELL / MISC	(57.31)	100.00
80062269	3/31/2022	AMERICAN LEGAL AND FINANCIAL I BUSINESS DEV INCENTIVE PROG	ALFN INTERSECT SERVICING/BANKRUPTCY/MARCH 2022	198.00	198.00
80062270	3/31/2022	CONFERENCE DIRECT LLC			6,000.00
		MEDIA ADVERTISING	ADVERTISING	6,000.00	
80062271	3/31/2022	CUTTS, SUSAN			356.25
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 14 - 25, 2022	356.25	
80062272	3/31/2022	EX DALLAS LP			1,260.00
		BUSINESS DEV INCENTIVE PROG	ELAM MINISTRIES/FOUNDERS WEEKEND/MARCH 2022	1,260.00	
80062273	3/31/2022	LEWIS MARKETING PARTNERS, LLC			56,000.00
		PROFESSIONAL SERVICES	NEGOTIATE & CONTRACT 2022 MEDIA BUY	56,000.00	
80062274	3/31/2022	NUNEZ, FERNANDO			862.50
		PROFESSIONAL SERVICES	IT SUPPORT	862.50	
80062275	3/31/2022	PITNEY BOWES GLOBAL FINANCIAL	SERVICES, LLC		662.16
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	662.16	
80062276	3/31/2022	PLEASANT TRAVEL HOLDING COMP	ANY, LLC		321.00
		BUSINESS DEV INCENTIVE PROG	PLEASANT HOLIDAYS/MARCH 2022	321.00	
80062277	3/31/2022	PROVIDENT RESOURCES GROUP, IN	IC .		610.00
		BUSINESS DEV INCENTIVE PROG	PROSPANICA LEADERSHIP SUMMIT/MARCH 2022	610.00	
80062278	3/31/2022	DFW H38 OWNER LLC			1,302.00
		BUSINESS DEV INCENTIVE PROG	BLUEBONNET BREW-OFF/MARCH 2022	1,302.00	
80062279	3/31/2022	SMG			8,529.29
		LOCAL PROGRAMS-PROMOTIONS	CATERING	524.04	
		PROFESSIONAL SERVICES	NETWORK SERVICES	8,005.25	
80062280	3/31/2022	TEXAS RADIOLOGICAL SOCIETY			1,510.00
		BUSINESS DEV INCENTIVE PROG	TRS ANNUAL MEETING/FEB 2022	1,510.00	
		Total Number of Invaling	93	026 665 76	
		Total Number of Invoices	83	926,665.71	026 665 74
		Total Number of Checks	61		926,665.71

Irving Convention and Visitors Bureau FY22 Cash Flow March 2022

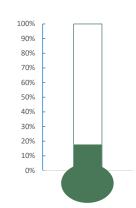




GOAL: \$500,000 ACHIEVED: \$500,000

FY22 YEAR END GOAL N/A

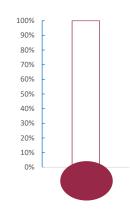
GENERAL FUND



GOAL: \$2,000,000 CURRENT: \$359,465

FY22 YEAR END GOAL \$2,000,000

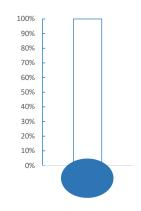
CATASTROPHIC RESERVE



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

FY22 YEAR END GOAL \$500,000

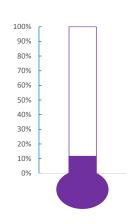
COMPUTER FUND



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

FY22 YEAR END GOAL N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000 CURRENT: \$349,298

FY22 YEAR END GOAL \$1,000,000



ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending: February 2022

IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX 2021 - 2022

LUX	URY & FULL SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022
1	Atrium Hotel and Suites DFW Airport	3,783.84	4,528.42	4,045.56	0.00	3,383.28
2	Dallas Marriott Hotel Las Colinas	37,970.09	33,483.93	24,467.35	22,307.01	29,716.95
3	DFW Airport Hotel & Conference Center	2,628.37	2,490.29	1,924.10	414.75	29.71
4	DFW Airport Marriott	40,597.86	44,001.44	24,067.21	40,491.61	35,076.69
5	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	23,760.06	22,304.84	19,367.30	17,870.25	20,520.11
7	Four Seasons Resort & Club	82,177.41	80,697.71	62,241.41	45,428.15	46,937.23
8	Hilton Garden Inn DFW Airport South	10,967.90	10,423.32	7,286.49	7,976.63	10,628.56
9	Hilton Garden Inn Las Colinas	10,627.57	9,520.04	7,534.88	7,252.60	9,901.03
10	Holiday Inn Irving Las Colinas	7,069.28	5,548.92	5,579.88	5,880.13	6,027.03
11	NYLO Las Colinas Tapestry Collection by Hilton	13,102.22	11,870.42	10,551.36	9,080.76	13,767.92
12	Omni Las Colinas Hotel	32,743.44	28,486.90	20,256.44	21,630.77	24,340.89
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00	0.00	0.00
14	Texican Court	10,626.37	10,238.59	9,334.91	9,358.05	10,929.60
15	Westin DFW Airport	40,206.91	35,351.72	3,075.04	18,305.41	39,040.68
ТОТ	AL LUXURY & FULL SERVICE	316,261.32	298,946.54	199,731.93	205,996.12	250,299.68
16	Westin Irving Convention Center Las Colinas	36,557.50	37,876.68	25,412.52	27,656.24	37,531.47

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

ALL	SUITE / EXTENDED STAY	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022
1	Comfort Inn DFW Airport North	4,642.86	3,309.17	3,780.49	3,794.95	4,719.92
2	Comfort Suites DFW Airport North	5,488.66	4,961.09	4,613.53	4,623.58	5,156.04
3	Comfort Suites Las Colinas	1,207.02	1,001.82	936.22	831.92	911.41
4	Country Inn & Suites by Carlson DFW Airport South	3,521.75	3,282.54	2,924.99	2,693.79	3,297.69
5	Element DFW Airport North	8,065.41	7,212.62	5,896.07	6,217.73	6,986.49
6	Extended Stay America Dallas DFW Airport North	2,337.12	1,394.21	1,320.19	2,452.66	1,777.72
7	Extended Stay America Dallas Las Colinas	1,858.48	1,476.93	1,472.61	1,132.03	1,622.11
8	Extended Stay Deluxe Green Park	1,237.03	1,109.52	1,706.64	1,882.33	1,964.33
9	Extended Stay Deluxe Las Colinas	1,189.45	944.16	653.92	1,290.77	562.14
10	Hawthorne Suites Irving DFW Airport South	2,318.89	1,608.81	1,119.44	1,322.57	1,975.37
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	8,560.70	7,620.69	7,237.90	7,532.27	9,310.69
13	Holiday Inn Express Hotel & Suites DFW Airport South	8,115.66	7,085.52	6,911.36	5,646.19	7,782.53
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	6,643.96	5,913.14	4,722.48	5,347.92	5,927.17
15	Home Towne Studios Dallas Irving	2,154.29	1,795.08	1,689.38	2,003.47	2,434.12
16	Homewood Suites by Hilton DFW Airport North	5,470.96	5,395.49	4,856.84	5,023.29	5,949.35
17	Homewood Suites by Hilton Las Colinas	9,559.37	8,304.84	7,968.12	8,480.67	8,097.22
18	Hyatt House Dallas Las Colinas	0.00	0.00	0.00	7,053.04	7,869.41
19	Oakwood Waterwalk Dallas Las Colinas	1,984.60	1,855.77	2,350.07	2,785.10	1,826.03
20	Residence Inn Dallas DFW Airport North Irving	4,867.76	4,676.38	3,897.89	4,066.10	4,657.35
21	Residence Inn Dallas Las Colinas	5,802.06	5,722.54	6,093.38	5,713.68	0.00
22	Sonesta ES Suites Dallas Las Colinas	3,044.44	2,832.77	1,939.41	1,960.49	2,854.54
23	Sonesta Simply Suites Dallas Las Colinas	1,393.66	1,796.70	1,341.21	1,481.41	1,852.85
24	Springhill Suites Dallas DFW Airport East Las Colinas	4,876.33	4,763.28	4,562.12	4,263.30	4,255.58
25	Staybridge Suites DFW Airport North	3,120.31	3,201.63	2,504.37	1,908.88	3,376.41
26	TownePlace Suites Dallas DFW Airport North Irving	7,718.96	6,249.28	2,668.04	5,188.10	5,740.73
27	TownePlace Suites Dallas Las Colinas	4,539.84	4,987.08	3,395.01	3,564.56	5,560.30
28	Woodspring Suites Signature	2,349.47	1,162.23	1,192.49	1,831.95	2,063.81
TOT	AL ALL SUITE / EXTENDED STAY	112,069.04	99,663.29	87,754.17	100,092.75	108,531.31

BUD	GET SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022
1	Arya Inn & Suites	879.39	888.61	905.60	894.95	893.23
2	Best Western Irving Inn & Suites DFW South	3,431.08	3,713.85	3,820.29	2,920.69	2,920.70
3	Budget Inn & Suites	67.69	64.05	68.02	93.05	54.29
4	Budget Suites of America Las Colinas	<i>586.81</i>	1,373.32	1,215.12	353.94	0.00
5	Clarion Inn & Suites	3,955.98	3,367.31	3,268.36	2,763.90	3,966.17
6	Crossroads Hotel & Suites	1,412.00	1,128.59	1,584.58	1,579.87	1,408.55
7	Days Inn	4,913.29	4,450.75	4,299.64	4,989.05	5,276.73
8	Days Inn DFW Airport North	4,038.04	3,616.35	3,732.00	3,313.53	3,558.86
9	Delux Inn	812.48	796.11	713.63	687.36	567.92
10	Delux Suites Motel	63.46	62.08	68.40	76.00	86.66
11	Gateway Inn	626.89	618.08	531.10	532.47	495.30
12	Magnuson Extended Stay & Suites Airport Hotel	1,804.86	1,677.43	1,163.84	1,549.53	1,805.92
13	Motel 6 Dallas DFW South	1,721.00	1,672.73	1,680.21	1,558.79	1,595.17
14	Motel 6 Dallas Irving	3,527.81	3,148.09	2,880.32	2,995.02	2,824.98
15	Motel 6 DFW North	3,162.99	2,557.99	2,256.37	2,283.62	3,162.75
16	Motel 6 Irving Loop 12	1,056.56	993.72	929.88	841.71	718.27
17	OYO Hotel DFW Airport South	2,123.70	1,864.07	1,679.80	2,035.61	2,278.36
18	OYO Hotel DFW Airport North	348.26	0.00	558.36	0.00	678.41
19	Quality Inn & Suites DFW Airport South	2,760.11	2,611.23	2,426.30	1,937.51	2,891.73
20	Red Roof Inn Dallas DFW Airport North	5,648.37	4,819.00	4,412.49	4,391.15	4,232.22
21	Studio 6 / Motel 6 DFW Airport East	2,976.50	2,680.54	2,872.95	2,367.05	2,494.27
22	Super 8 Hotel DFW South	2,981.53	2,347.31	2,381.92	2,705.73	2,674.90
23	Super 8 Motel DFW North	2,893.74	2,790.12	2,738.58	2,640.84	2,625.27
тот	AL BUDGET SERVICE	51,792.54	47,241.33	46,187.76	43,511.37	47,210.66

LIM	TED SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022
1	aLoft Las Colinas	9,963.33	9,010.54	7,762.02	8,115.09	9,369.19
2	Best Western Plus DFW Airport Suites North	4,582.23	4,054.27	3,477.43	3,444.02	4,454.45
3	Courtyard Dallas DFW Airport North Irving	13,203.24	12,661.84	10,210.14	10,399.35	12,885.67
4	Courtyard Dallas DFW Airport South Irving	12,273.74	10,168.05	7,959.26	6,584.26	7,719.90
5	Courtyard Dallas Las Colinas	7,753.24	7,210.28	5,366.04	4,358.72	0.00
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	7,950.62	7,232.38	6,818.02	7,404.65	7,994.04
7	Fairfield Inn & Suites Dallas Las Colinas	3,972.25	3,847.11	3,656.16	3,041.89	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	6,026.25	6,927.03	6,498.87	6,573.18	7,702.62
9	Hampton Inn Dallas Irving Las Colinas	6,961.53	6,651.29	5,594.17	5,697.70	6,707.49
10	Home2 Suites by Hilton DFW Airport North	8,814.52	7,626.08	6,272.30	6,428.71	7,125.52
11	Home2 Suites by Hilton DFW Airport South Irving	8,736.38	7,253.49	6,041.81	8,164.25	8,780.34
12	Hyatt Place Dallas Las Colinas	8,272.42	6,694.98	6,003.59	5,886.38	7,206.03
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	8,532.36	9,274.42	1,696.48	7,247.16	0.00
15	La Quinta Inn & Suites DFW Airport South	6,177.91	5,317.02	4,875.56	5,478.81	0.00
16	La Quinta Inn Hotel & Suites Las Colinas	4,027.91	4,342.81	1,967.45	3,228.70	4,032.31
17	Quality Inn & Suites DFW Airport	5,650.45	5,134.51	5,148.08	4,999.60	5,438.59
18	Residence Inn Dallas DFW Airport South Irving	9,455.50	9,282.06	7,089.43	5,441.52	8,486.24
19	Wingate Inn by Wyndham Dallas Las Colinas	4,139.93	3,224.25	3,131.11	3,760.30	3,370.93
20	Wingate Inn by Wyndham DFW Airport North	3,940.92	3,105.10	3,189.95	2,565.88	3,886.97
TOT	AL LIMITED SERVICE	140,434.73	129,017.51	102,757.87	108,820.17	105,160.29

TOTAL SHORT TERM RENTALS	4,166.11	4,483.18	4,107.53	3,040.47	3,000.41
Number of locations	52	56	54	40	36

SUMMARY	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022
GRAND TOTAL	624,723.74	579,351.85	440,539.26	461,460.88	514,202.35
BUDGET	455,404.00	400,078.00	336,177.00	415,184.00	433,768.00
DIFFERENCE	169,319.74	179,273.85	104,362.26	46,276.88	80,434.35
	37.2%	44.8%	31.0%	11.1%	18.5%
CUMULATIVE YEAR TO DATE					
ACTUAL	624,723.74	1,204,075.59	1,644,614.85	2,106,075.73	2,620,278.08
BUDGET	455,404.00	855,482.00	1,191,659.00	1,606,843.00	2,040,611.00
DIFFERENCE	169,319.74	348,593.59	452,955.85	499,232.73	579,667.08

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IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX MONTHLY COMPARISON - FEBRUARY

LUX	(URY & FULL SERVICE	FEB 2021	FEB 2022	DIFFERENCE	PERCENT
1	Atrium Hotel and Suites DFW Airport	2,251.17	3,383.28	1,132.11	50.29%
2	Dallas Marriott Hotel Las Colinas	10,115.44	29,716.95	19,601.51	193.78%
3	DFW Airport Hotel & Conference Center	887.85	29.71	(858.14)	-96.65%
4	DFW Airport Marriott	18,587.13	35,076.69	16,489.56	88.71%
<i>5</i>	Doubletree by Hilton DFW Airport North	5,562.86	0.00	(5,562.86)	-100.00%
6	Embassy Suites DFW Airport South	15,714.39	20,520.11	4,805.72	30.58%
7	Four Seasons Resort & Club	17,133.41	46,937.23	29,803.82	173.95%
8	Hilton Garden Inn DFW Airport South	6,816.13	10,628.56	3,812.43	55.93%
9	Hilton Garden Inn Las Colinas	4,269.92	9,901.03	5,631.11	131.88%
10	Holiday Inn Irving Las Colinas	3,446.42	6,027.03	2,580.61	74.88%
11	NYLO Las Colinas Tapestry Collection by Hilton	4,672.29	13,767.92	9,095.63	194.67%
12	Omni Las Colinas Hotel	9,146.00	24,340.89	15,194.89	166.14%
<i>13</i>	Sheraton DFW Airport Hotel	9,699.95	0.00	(9,699.95)	-100.00%
14	Texican Court	4,119.10	10,929.60	6,810.50	165.34%
15	Westin DFW Airport	3,468.91	39,040.68	35,571.77	1025.45%
TO	TAL LUXURY & FULL SERVICE	115,890.97	250,299.68	134,408.71	115.98%
16	Westin Irving Convention Center Las Colinas	9,226.96	37,531.47	28,304.51	306.76%

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

ALL	SUITE / EXTENDED STAY	FEB 2021	FEB 2022	DIFFERENCE	PERCENT
1	Comfort Inn DFW Airport North	2,998.35	4,719.92	1,721.57	57.42%
2	Comfort Suites DFW Airport North	3,458.50	5,156.04	1,697.54	49.08%
3	Comfort Suites Las Colinas	750.55	911.41	160.86	21.43%
4	Country Inn & Suites by Carlson DFW Airport South	1,586.37	3,297.69	1,711.32	107.88%
5	Element DFW Airport North	3,645.57	6,986.49	3,340.92	91.64%
6	Extended Stay America Dallas DFW Airport North	1,210.78	1,777.72	566.94	46.82%
7	Extended Stay America Dallas Las Colinas	1,183.21	1,622.11	438.90	37.09%
8	Extended Stay Deluxe Green Park	697.61	1,964.33	1,266.72	181.58%
9	Extended Stay Deluxe Las Colinas	661.58	562.14	(99.44)	-15.03%
10	Hawthorne Suites Irving DFW Airport South	799.51	1,975.37	1,175.86	147.07%
11	Hawthorne Suites DFW Airport North	1,243.78	closed	(1,639.21)	-131.79%
12	Holiday Inn Express Hotel & Suites DFW Airport North	2,788.32	9,310.69	6,522.37	233.92%
13	Holiday Inn Express Hotel & Suites DFW Airport South	3,142.99	7,782.53	4,639.54	147.62%
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	3,355.19	5,927.17	2,571.98	76.66%
15	Home Towne Studios Dallas Irving	1,591.16	2,434.12	842.96	52.98%
16	Homewood Suites by Hilton DFW Airport North	3,811.56	5,949.35	2,137.79	56.09%
17	Homewood Suites by Hilton Las Colinas	1,856.56	8,097.22	6,240.66	336.14%
18	Hyatt House Dallas Las Colinas	4,261.58	7,869.41	3,607.83	84.66%
19	Oakwood Waterwalk Dallas Las Colinas	2,195.74	1,826.03	(369.71)	-16.84%
20	Residence Inn Dallas DFW Airport North Irving	2,631.24	4,657.35	2,026.11	77.00%
21	Residence Inn Dallas Las Colinas	4,469.32	0.00	(4,469.32)	-100.00%
22	Sonesta ES Suites Dallas Las Colinas	2,142.76	2,854.54	711.78	33.22%
23	Sonesta Simply Suites Dallas Las Colinas	395.02	1,852.85	1,457.83	369.05%
24	Springhill Suites Dallas DFW Airport East Las Colinas	2,450.60	4,255.58	1,804.98	73.65%
25	Staybridge Suites DFW Airport North	2,384.31	3,376.41	992.10	41.61%
26	TownePlace Suites Dallas DFW Airport North Irving	4,258.45	5,740.73	1,482.28	34.81%
27	TownePlace Suites Dallas Las Colinas	1,121.99	5,560.30	4,438.31	395.57%
28	Woodspring Suites Signature	1,660.02	2,063.81	403.79	24.32%
TO	TAL ALL SUITE / EXTENDED STAY	62,752.62	108,531.31	45,778.69	72.95%

BUI	OGET SERVICE	FEB 2021	FEB 2022	DIFFERENCE	PERCENT
1	Arya Inn & Suites	795.59	893.23	97.64	12.27%
2	Best Western Irving Inn & Suites DFW South	1,836.32	2,920.70	1,084.38	59.05%
3	Budget Inn & Suites	92.06	54.29	(37.77)	-41.03%
4	Budget Suites of America Las Colinas	1,422.40	0.00	(1,422.40)	-100.00%
5	Clarion Inn & Suites	2,902.99	3,966.17	1,063.18	36.62%
6	Crossroads Hotel & Suites	826.00	1,408.55	582.55	70.53%
7	Days Inn	3,322.14	5,276.73	1,954.59	58.84%
8	Days Inn DFW Airport North	2,698.62	3,558.86	860.24	31.88%
9	Delux Inn	553.88	567.92	14.04	2.53%
10	Delux Suites Motel	54.77	86.66	31.89	58.23%
11	Gateway Inn	377.71	495.30	117.59	31.13%
12	Magnuson Extended Stay & Suites Airport Hotel	1,443.10	1,805.92	362.82	25.14%
13	Motel 6 Dallas DFW South	1,504.29	1,595.17	90.88	6.04%
14	Motel 6 Dallas Irving	2,133.88	2,824.98	691.10	32.39%
15	Motel 6 DFW North	2,201.63	3,162.75	961.12	43.65%
16	Motel 6 Irving Loop 12	747.09	718.27	(28.82)	-3.86%
17	OYO Hotel DFW Airport South	2,051.88	2,278.36	226.48	11.04%
18	OYO Hotel DFW Airport North	124.97	678.41	553.44	442.86%
19	Quality Inn & Suites DFW Airport South	972.92	2,891.73	1,918.81	197.22%
20	Red Roof Inn Dallas DFW Airport North	3,494.39	4,232.22	737.83	21.11%
21	Studio 6 / Motel 6 DFW Airport East	2,138.45	2,494.27	355.82	16.64%
22	Super 8 Hotel DFW South	1,752.40	2,674.90	922.50	52.64%
23	Super 8 Motel DFW North	1,356.02	2,625.27	1,269.25	93.60%
TOI	TAL BUDGET SERVICE	34,803.50	47,210.66	12,407.16	35.65%

LIM	ITED SERVICE	FEB 2021	FEB 2022	DIFFERENCE	PERCENT
1	aLoft Las Colinas	1,743.46	9,369.19	7,625.73	437.39%
2	Best Western Plus DFW Airport Suites North	3,225.23	4,454.45	1,229.22	38.11%
3	Courtyard Dallas DFW Airport North Irving	6,243.18	12,885.67	6,642.49	106.40%
4	Courtyard Dallas DFW Airport South Irving	3,007.01	7,719.90	4,712.89	156.73%
5	Courtyard Dallas Las Colinas	4,044.69	0.00	(4,044.69)	-100.00%
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	4,336.70	7,994.04	3,657.34	84.33%
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	0.00%
8	Fairfield Inn Dallas DFW Airport North Irving	closed	7,702.62	6,026.25	100.00%
9	Hampton Inn Dallas Irving Las Colinas	2,991.80	6,707.49	3,715.69	124.20%
10	Home2 Suites by Hilton DFW Airport North	5,142.28	7,125.52	1,983.24	38.57%
11	Home2 Suites by Hilton DFW Airport South Irving	4,844.34	8,780.34	3,936.00	81.25%
12	Hyatt Place Dallas Las Colinas	0.00	7,206.03	7,206.03	100.00%
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00%
14	La Quinta Inn & Suites DFW Airport North	5,281.12	0.00	(5,281.12)	-100.00%
15	La Quinta Inn & Suites DFW Airport South	<i>5,017.02</i>	0.00	(5,017.02)	-100.00%
16	La Quinta Inn Hotel & Suites Las Colinas	3,199.40	4,032.31	832.91	26.03%
17	Quality Inn & Suites DFW Airport	2,091.87	5,438.59	3,346.72	159.99%
18	Residence Inn Dallas DFW Airport South Irving	4,364.00	8,486.24	4,122.24	94.46%
19	Wingate Inn by Wyndham Dallas Las Colinas	2,702.89	3,370.93	668.04	24.72%
20	Wingate Inn by Wyndham DFW Airport North	2,076.00	3,886.97	1,810.97	87.23%
TOT	AL LIMITED SERVICE	60,310.99	105,160.29	44,849.30	74.36%

TOTAL SHORT TERM RENTALS	3,036.39	3,000.41	(35.98)	-1.18%
Number of locations	45	36	(9)	-20.00%
GRAND TOTAL	276,794.47	514,202.35	237,407.88	85.77%







Date Distributed: March 21, 2022

Monthly Financial Summary For Period Ending February 28, 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	84,120	97,552	38,325	127,975	82,275	152,369	175,850	209,800	175,125	93,000	161,600	83,475	1,481,466
Service Income	38,043	41,347	22,029	29,134	30,944	29,500	23,000	29,850	23,000	22,000	25,500	24,500	338,846
Service Expenses	(55,054)	(59,933)	(27,912)	(47,174)	(46,087)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(29,750)	(444,409)
Total Direct Event Income	67,109	78,967	32,442	109,935	67,132	152,119	169,100	209,900	168,375	85,250	157,350	78,225	1,375,902
Ancillary Income													
F & B Concessions	16,413	39,965	11,425	33,076	14,921	8,500	7,500	2,000	25,000	1,500	5,000	10,000	175,299
F & B Catering	111,491	199,961	146,540	130,994	143,660	173,508	235,980	262,200	294,672	273,600	227,240	407,892	2,607,739
Parking: Self Parking	37,393	55,938	17,618	30,735	32,981	16,810	17,835	12,505	17,917	16,605	16,892	19,065	292,294
Electrical Services	10,160	4,790	2,600	4,125	5,955	18,421	6,250	6,250	6,250	6,250	7,750	6,250	85,051
Audio Visual	-	162	(0)	(0)	(1,181)	-	-	-	-	-	-	-	(1,019)
Internet Services	1,445	(140)	105	(820)	350	-	-	-	-	-	-	-	940
Total Ancillary Income	176,902	300,676	178,288	198,110	196,686	217,239	267,565	282,955	343,839	297,955	256,882	443,207	3,160,304
Total Event Income	244,011	379,642	210,730	308,045	263,818	369,358	436,665	492,855	512,214	383,205	414,232	521,432	4,536,208
Other Operating Income	59,701	46,198	47,409	39,897	48,876	56,424	56,424	56,424	56,424	56,424	56,424	56,427	637,052
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	303,712	425,841	606,139	347,942	312,694	775,782	493,089	549,279	917,388	439,629	470,656	926,109	6,568,260
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	174,735	177,058	172,087	197,295	197,295	197,295	197,295	197,295	197,295	243,291	2,302,410
Benefits	48,886	47,313	48,014	54,607	51,576	61,164	61,164	61,164	61,164	61,164	61,164	61,164	678,544
Less: Event Labor Allocations	(5,711)	(6,778)	(3,582)	(3,504)	(5,279)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(26,524)	(210,521)
Net Employee Wages and Benefits	213,491	221,688	219,167	228,161	218,384	231,935	231,935	231,935	231,935	231,935	231,935	277,931	2,770,432
Contracted Services	62,204	56,194	89,302	57,582	62,085	65,038	65,038	65,038	65,038	65,038	65,038	65,038	782,634
General and Administrative	42,538	94,338	(38,562)	40,894	19,098	40,341	41,021	40,001	40,576	41,251	40,266	131,549	533,311
Operations	29,106	25,867	20,351	21,016	27,250	24,527	24,527	24,527	24,527	24,527	24,527	24,763	295,515
Repair & Maintenance	46,573	41,920	38,218	39,912	55,278	32,042	32,042	32,042	32,042	32,042	32,042	37,042	451,195
Supplies	10,689	7,687	7,347	12,977	8,055	9,041	9,041	9,041	9,041	9,041	9,041	8,883	109,885
Insurance	4,761	5,305	5,561	5,994	5,195	7,083	7,083	7,083	7,083	7,083	7,083	7,083	76,397
Utilities	49,414	40,756	43,366	44,237	43,028	43,333	43,333	43,333	43,333	43,333	43,333	73,400	554,198
Other	516	41,144	1,309	353	49	42	42	42	42	42	42	42	43,665
SMG Management Fees	26,985	35,662	28,761	31,555	30,322	26,295	35,507	35,422	42,808	38,720	34,048	50,525	416,610
Total Operating Expenses	486,277	570,560	414,820	482,681	468,744	479,677	489,569	488,464	496,425	493,012	487,355	676,256	6,033,842
Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(134,739)	(156,050)	296,105	3,520	60,815	420,963	(53,383)	(16,699)	249,853	534,418
Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(134,739)	(156,050)	296,105	3,520	60,815	420,963	(53,383)	(16,699)	249,853	534,418

FYE22 FEB P&L:xlsx Board Lead Income Statement

ASM - Irving Convention Center Financial Statements Monthly Highlights For the Month Ending February 28, 2022

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	14,578	7,010	7,568	4,815
Events	16	13	3	5
Event Days	23	27	(4)	16
Direct Event Income	67,132	78,225	(11,093)	89,989
Ancillary Income	196,686	217,524	(20,838)	55,008
Total Event Income	263,818	295,749	(31,931)	144,997
Other Operating Income	48,876	66,421	(17,545)	41,150
Adjusted Gross Income	312,694	362,170	(49,476)	186,147
Indirect Expenses	(468,744)	(496,280)	27,536	(348,353)
Net Income (Loss) From Operations	(156,050)	(134,110)	(21,940)	(162,206)

ASM - Irving Convention Center Financial Statements Year to Date Highlights For the Five Months Ending February 28, 2022

Attendance	Year to Date Actual 49,974	Year to Date Budget 49,000	Variance 974	Prior YTD Actual 13,023
_	- /	- ,		· · · · · · · · · · · · · · · · · · ·
Events	79	65	14	17
Event Days	132	129	3	49
Direct Event Income	355,594	328,086	27,508	229,826
Ancillary Income	1,050,658	831,141	219,517	132,895
Total Event Income	1,406,252	1,159,227	247,025	362,721
Other Operating Income	242,082	332,105	(90,023)	128,448
Adjusted Gross Income	1,648,334	1,491,332	157,002	491,169
Indirect Expenses	(2,423,080)	(2,461,516)	38,436	(1,817,790)
Net Income (Loss) From Operations	(774,746)	(970,184)	195,438	(1,326,621)

ASM - Irving Convention Center Balance Sheet February 28, 2022

ASSETS

ASSE	110		
Current Assets			
Cash \$	1,235,519		
Accounts Receivable	831,406		
Prepaid Assets	3,945		
Inventory	69,961		
inventory			
Total Current Assets			2,140,831
Total Assets		* <u></u>	2,140,831
LIABILITIES A	AND EQUITY		
Current Liabilities			
Accounts Payable \$	817,315		
Accrued Expenses	670,187		
Deferred Income	0		
Advance Ticket Sales/Deposits	1,080,076		
Other Current Liabilities	0		
Total Current Liabilities			2,567,578
Long-Term Liabilities			
Long Term Liabilites	0		
Total Long-Term Liabilities			0
Total Liabilities			2,567,578
Equity			
Net Funds Received	15,302,139		
Retained Earnings	(14,954,139)		
Net Income (Loss)	(774,747)		
Total Equity			(426,747)
Total Liabilities & Equity		\$	2,140,831

ASM - Irving Convention Center Income Statement For the Five Months Ending February 28, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME		C	` /		C	. ,	
Direct Event Income							
Rental Income	82,275	81,975	300	430,247	350,717	79,530	219,381
Service Revenue	30,944	26,000	4,944	161,497	126,119	35,378	51,113
Service Expenses	(46,087)	(29,750)	(16,337)	(236,150)	(148,750)	(87,400)	(40,668)
Total Direct Event In	67,132	78,225	(11,093)	355,594	328,086	27,508	229,826
Ancillary Income							
F & B Concessions	14,921	750	14,171	115,798	54,310	61,488	14,401
F & B Catering	143,660	194,780	(51,120)	732,642	648,657	83,985	86,476
Parking	32,981	15,744	17,237	174,667	96,924	77,743	28,493
Electrical Services	5,955	6,250	(295)	27,630	31,250	(3,620)	3,560
Audio Visual	(1,181)	0	(1,181)	(1,019)	0	(1,019)	0
Internet Services	350	0	350	940	0	940	(35)
Total Ancillary Inco	196,686	217,524	(20,838)	1,050,658	831,141	219,517	132,895
Total Event Income	263,818	295,749	(31,931)	1,406,252	1,159,227	247,025	362,721
OTHER OPERATING	INCOME						
Other Income	48,876	66,421	(17,545)	242,082	332,105	(90,023)	128,448
Total Other Operatin	48,876	66,421	(17,545)	242,082	332,105	(90,023)	128,448
Adjusted Gross Inco	312,694	362,170	(49,476)	1,648,334	1,491,332	157,002	491,169
INDIRECT EXPENSES	S						
Salaries & Wages	172,087	210,155	38,068	875,350	1,050,775	175,425	686,765
Payroll Taxes & Ben	51,576	62,769	11,193	250,400	313,845	63,445	305,191
Labor Allocations to	(5,279)	(26,524)	(21,245)	(24,854)	(132,620)	(107,766)	(6,306)
Net Salaries and Ben	218,384	246,400	28,016	1,100,896	1,232,000	131,104	985,650
Contracted Services	62,085	51,732	(10,353)	327,365	258,660	(68,705)	195,428
General and Adminis	19,098	49,851	30,753	158,305	248,669	90,364	127,908
Operating	27,250	24,527	(2,723)	123,587	122,635	(952)	62,688
Repairs & Maintenan	55,278	32,042	(23,236)	221,901	160,210	(61,691)	117,945
Operational Supplies	8,055	9,041	986	46,754	45,955	(799)	41,310
Insurance	5,195	7,083	1,888	26,816	35,415	8,599	31,235
Utilities	43,028	43,333	305	220,800	216,665	(4,135)	189,080
Other	49	42	(7)	43,371	210	(43,161)	(12,002)
ASM Management F	30,322	32,229	1,907	153,285	141,097	(12,188)	78,548
Total Indirect Expens	468,744	496,280	27,536	2,423,080	2,461,516	38,436	1,817,790

ASM - Irving Convention Center Income Statement For the Five Months Ending February 28, 2022

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	(156,050)	(134,110)	(21,940)	(774,746)	(970,184)	195,438	(1,326,621)

			February 2022			
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday
Sunday	Morrday	ruesuay	Wednesday	mursuay	Tituay	Saturday
30	31	1	2	3	4	5
Texas Cornhole League 1514-65-65-19520 Texas Comhole League De firite 4 Rooms Debbie Roberts (ICVB Sales Man Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)		Financial Planning Ass 22-05-470-556778 Financial Planning Association of DFW De finite 8 Rooms Lori Marsell (ICVB Sales Manager) Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)	Decatur HS Prom Tasti 1514-65-65-22306 Decatur High School Definite - Internal Kitchen Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)		Spirit Network 1514-65-65-18690 Spirit Network De finite 3 Rooms De bbie Roberts (ICVB Sales Manager) Casey Villaseñor (ASM Sales Manager) Morgan Caron (Event Manager)	FOCUS Conf
						Total Communication of Catholic University Definite 4 Rooms Aleese McMahen (ASM Sales Man Josette Madden (Event Manager)
						Herbalife Conference 1514-65-65-21888 Herbalife Definite 2 Rooms Cheryl Hopkins (ICVB Sales Mana Collista Cooper (ASM Sales Manager)
6	7	8	9	10	11	12
Spirit Network 1514-65-65-18690 Spirit Network De firite 4 Rooms De bbie Roberts (ICVB Sales Man Case y Villase ñor (ASM Sales Mana Morgan Caron (Event Manager)	Comerica Ig nite Conf 1514-65-65-20323 Comerica Corporate Headquarters Definite 15 Rooms Aleese McMahen (ASM Sales Manager) Kayla Perez (Event Manager)				Express Cheer 1514-65-65-18080 Express Cheer Definite 7 Rooms De bbie Roberts (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)	
Red Raider Roadshow 1514-65-65-19682 Texas Tech University De finite 8 Rooms Katherine Dipietro (ICVB Sales M Casey Villaseñor (ASM Sales Mana Kayla Perez (Event Manager)						

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	February 2022							
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday		
13	14 St. Vale ntine 's Day	15	16	17	18	19		
Express Cheer 1514-65-65-18080 Express Cheer De firite 8 Rooms De bbie Roberts (ICVB Sales Man Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)	Gro cer's Supply Food Show 1514-65-65-10377 The Grocer Supply Company, Inc. Definite 7 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)		TEXO Association Net 1514-65-65-22530 TEXO Association Definite 3 Rooms Lori Marse II (I CVB Sales Manager) Casey Villaseñor (ASM Sales Mana Morgan Caron (Event Manager)	Irving ISD Tasting 1514-65-65-22624 Inving Inde pendent School District Definite - Internal Kitchen Morgan Caron (Event Manager)				
	Vistage Executive Summit 2 22-02-470-548119 Vistage International, Inc. Definite 12 Rooms Cheryl Hopkins (ICVB Sales Manager) Casey Villaseñor (ASM Sales Manager) Kayla Perez (Event Manager)	2022						
Supe rB owl								
20	21 President's Day	22	23	24	25	26		
TEXO Foundation Student 1514-65-65-21472 TEXO Foundation De firite 11 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase for (ASM Sales Manager) Morgan Caron (Event Manager)		State of the Chamber 1514-65-65-22656 Irving H is panic Chamber of Comme De finite 3 Rooms Collista Cooper (ASM Sales Manag Josette Madden (Event Manager)						
Sneaker Exit 1514-65-65-20450 The Sneaker Exit De finite 4 Rooms Kathe rine Dipietro (I CVB Sales M Case y Villase for (ASM Sales Mana Josette Madden (Event Manager)	Las Colinas Women's A 1514-65-65-21440 ICVB Definite Meeting Rm1 Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)	Texas Radiological Society 1514-65-65-17119 Texas Radiological Society Definite 13 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase for (ASM Sales Manager) Kayla Perez (Event Manager)	/ 109th Annual Meeting					
		Bo ards and Commissi 1514-65-65-20607 City of Irving De finite 2 Rooms Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)		Texas Radio logy Business 1514-65-65-19199 Infinity Events Group Definite 4 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase ñor (ASM Sales Manager) Kayla Perez (Event Manager)	Management Associatio			

4/20/2022 2/3

	February 2022							
Sunday	Monday	Tu es day	Wedn es day	Thursday	Friday	Saturday		
27	28	1	2	3	4	5		
So uthern Baptists of Texa 22-03-470-553669 Southern Baptists of Texas Convention Definite 35 Rooms Matt Tungett (ASM Sales Manager) Morgan Caron (Event Manager)			Pre-Rigging for NBM 1514-65-65-22591 I ving Convention Center Tentative 1 - Blackout Exhibition Hall (all)	North Texas Teen Book Fe. 1514-65-65-13169 City of Irving Definite 11 Rooms Kelly Roche (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Kayla Perez (Event Manager)	stival			
Texas Radio logical So 1514-65-65-17119 Texas Radiological Society Definite 5 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase For (ASM Sales Mana Kayla Perez (Event Manager)					№ MC 000	№ MC 000		

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Date Distributed: April 15, 2022

Monthly Financial Summary For Period Ending March 31, 2022

Control Income Section		October	November	December	January	February	March	April	May	June	July	August	September	Total
Service Income 84,120 97,552 88,235 122,997 82,275 143,319 135,850 121,400 205,125 116,000 207,075 97,225 126,524 126,000 12	Event Income													
Service Income (\$3,043 41,474 22,073 29,134 30,944 75,777 23,000 72,800 22,000 22,000 26,100 30,9732 30,9732 30,9742 3	Direct Event Income													
Part	Rental Income	84,120	97,552	38,325	127,975	82,275	143,319	135,850	121,400	205,125	116,000	207,075	97,225	1,456,241
Ancillary income Ancillary income F & B Concessions 16,413 10,965 11,425 13,973 16,418 13,973 16,418 13,973 16,418 13,973 18,6413 19,963 11,425 13,974 14,971 13,973 19,963 11,425 13,974 14,971 13,973 19,963 11,425 13,974 14,971 13,973 19,963 11,425 13,974 14,974 13,974 14	Service Income	38,043	41,347	22,029	29,134	30,944	75,707	23,000	27,850	25,000	22,000	26,600	26,100	387,752
Ancillary income F & B & Concessions 16,413 39,955 11,425 33,076 14,921 17,438 7,500 2,000 25,000 15,00 5,000 10,000 184,227 F & B & Concessions 111,491 199,561 146,560 130,294 115,660 233,127 156,600 300,377 186,600 164,540 396,972 23,866,039 Bectrical Services 10,150 4,790 12,000 41,29 5,555 35,612 6,250 6,250 6,250 6,250 6,250 7,70 6,250 10,294 Interest Services 11,461 140 105 (220) 350 610 -	Service Expenses	(55,054)	(59,933)	(27,912)	(47,174)	(46,087)	(94,789)	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)	(630,949)
F & B Concessions 16.413 39.965 11.425 33.076 14.921 17.488 7.500 2.000 2.5000 1.500 5.000 10.000 184.237 F & B Cardering 11.491 199.681 14.540 13.094 143.660 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460 13.094 14.3460	Total Direct Event Income	67,109	78,967	32,442	109,935	67,132	124,237	108,850	99,250	180,125	88,000	183,675	73,325	1,213,044
F & Cartering 111,491 199,961 146,540 130,994 143,660 233,529 153,420 199,880 300,372 124,680 164,540 394,972 23,6639 Parings gel Paring gel Parin	Ancillary Income													
Parking Self-Parking 17,939 55,938 17,618 30,735 22,981 31,774 16,955 17,971 16,655 20,012 19,055 308,538 30,000 30,0	F & B Concessions	16,413	39,965	11,425	33,076	14,921	17,438	7,500	2,000	25,000	1,500	5,000	10,000	184,237
Electrical Services 10,160 4,790 2,600 4,125 5,955 35,612 6,250 6,250 6,250 6,250 6,250 6,250 10,242	F & B Catering	111,491	199,961	146,540	130,994	143,660	233,529	155,420	199,880	300,372	184,680	164,540	394,972	2,366,039
Adjusted Gross Income 162 10 105 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135 120 135	Parking: Self Parking	37,393	55,938	17,618	30,735	32,981	31,574	16,195	12,505	17,917	16,605	20,032	19,065	308,558
Total Event Income 1,445 1,409 105 1,520 300,676 178,288 199,101 199,666 317,838 189,345 220,615 349,539 209,035 197,322 49,287 2,960,728 Total Event Income 2,244,011 379,642 210,730 308,045 263,818 442,120 294,215 319,885 529,664 297,035 380,997 503,612 4,173,775 Collecting Income 59,701 46,198 47,409 39,897 48,876 70,948 46,424 4	Electrical Services	10,160	4,790	2,600	4,125	5,955	35,612	6,250	6,250	6,250	6,250	7,750	6,250	102,242
Total Ancillary Income 176,902 300,676 178,288 198,110 196,686 317,883 185,365 220,635 349,539 209,035 197,322 430,287 2,960,728	Audio Visual	-	162	(0)	(0)	(1,181)	(900)		-	-	-	-	-	(1,919)
Total Event Income 244,011 379,642 210,730 308,045 263,818 442,120 294,215 319,885 529,664 297,035 380,997 503,612 4,173,775 Corporating Income 59,701 46,198 47,409 39,897 48,876 70,848 46,424	Internet Services	1,445						-	-	-	-	-	-	
Other Operating Income 59,701 46,198 47,409 39,897 48,876 70,848 46,424 46,4	Total Ancillary Income	176,902	300,676	178,288	198,110	196,686	317,883	185,365	220,635	349,539	209,035	197,322	430,287	2,960,728
Adjusted Gross Income 348,000 350,000 348,750 348,750 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 1,395,000 348,250 343,459 427,421 898,286 6,160,250 349,000 348,250 349,000 348,250 349,000 348,250 343,459 343,459 343,459 343,459 343,459 342,421 898,286 6,160,250 349,000 348,250 349,000 348,250 349,000 348,250 348,250 349,000 348,250 349,000 348,250 348,250 348,250 348,697 348,	Total Event Income	244,011	379,642	210,730	308,045	263,818	442,120	294,215	319,885	529,664	297,035	380,997	503,612	4,173,775
Adjusted Gross Income 303,712 425,841 606,139 347,942 312,694 862,968 340,639 366,309 924,839 343,459 427,421 898,286 6,160,250 Operating Expenses Employee Salaries and Wages 170,316 181,153 174,735 177,058 172,087 196,435 196,	Other Operating Income	59,701	46,198	47,409	39,897	48,876	70,848	46,424	46,424	46,424	46,424	46,424	46,424	591,475
Operating Expenses Employee Salaries and Wages 170,316 181,153 174,735 177,058 177,058 177,058 177,058 172,087 184,697 196,435 196,445 196,435 196,435 196,435 196,435 196,445	ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Operating Expenses Employee Salaries and Wages 170,316 181,153 174,735 177,058 177,058 177,058 177,058 172,087 184,697 196,435 196,445 196,435 196,435 196,435 196,435 196,445	Adjusted Gross Income	303 712	425.841	606 139	347 942	312 694	862 968	340 639	366 309	924 839	3/13 //59	A27 A21	898 286	6 160 250
Employee Salaries and Wages 170,316 181,153 174,735 177,058 172,087 184,697 196,435 19	riajastea eross meome	505,712	125,012	000,155	317,312	512,05	002,500	3.0,033	300,303	32 1,003	5 15, 155	127,122	030,200	0,200,230
Benefits 48,886 47,313 48,014 54,607 51,576 59,290 61,164 61,16	Operating Expenses													
Less: Event Labor Allocations (5,711) (6,778) (3,582) (3,504) (5,279) (3,660) (7,500) (Employee Salaries and Wages									196,435				
Net Employee Wages and Benefits 213,491 221,688 219,167 228,161 218,384 240,327 250,099 <th< td=""><td>Benefits</td><td>48,886</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>61,164</td><td></td><td></td><td></td><td>676,670</td></th<>	Benefits	48,886								61,164				676,670
Contracted Services 62,04 56,194 89,302 57,582 62,085 59,711 65,038 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,048 65,0														
General and Administrative 42,538 94,338 (38,562) 40,894 19,098 19,179 41,021 40,001 40,576 41,251 40,266 140,206 520,806 Operations 29,106 25,867 20,351 21,016 27,250 27,165 24,527 24	Net Employee Wages and Benefits			219,167		218,384	240,327	250,099	250,099	250,099	250,099	250,099		
Operations 29,106 25,867 20,351 21,016 27,250 27,165 24,527 24,														
Repair & Maintenance 46,573 41,920 38,218 39,912 55,278 40,846 32,042					,									,
Supplies 10,689 7,687 7,347 12,977 8,055 17,697 9,041														
Insurance 4,761 5,305 5,561 5,994 5,195 4,876 7,083 43,333 43,333 43,333 43,333 43,333 43,333 43,333 43,233 43,233 43,233 40,712 406,711 406,7														
Utilities 49,414 40,756 43,366 44,237 43,028 49,006 43,333 43,333 43,333 43,333 43,333 43,333 43,333 77,035 563,506 Other 516 41,144 1,309 353 49 174 42<														
Other SMG Management Fees 516 41,144 1,309 353 49 174 42 42 42 42 42 42 42 43,797 SMG Management Fees 26,985 35,662 28,761 31,555 30,322 36,668 29,679 32,756 43,273 31,466 30,173 49,471 406,771 Total Operating Expenses 486,277 570,560 414,820 482,681 468,744 495,649 501,905 503,962 515,054 503,922 501,644 710,720 6,155,941 Net Income (Loss) From Operations (182,565) (144,720) 191,319 (134,739) (156,050) 367,319 (161,266) (137,653) 409,785 (160,463) (74,223) 187,566 4,309														
SMG Management Fees 26,985 35,662 28,761 31,555 30,322 36,668 29,679 32,756 43,273 31,466 30,173 49,471 406,771 Total Operating Expenses 486,277 570,560 414,820 482,681 468,744 495,649 501,905 503,962 515,054 503,922 501,644 710,720 6,155,941 Net Income (Loss) From Operations (182,565) (144,720) 191,319 (134,739) (156,050) 367,319 (161,266) (137,653) 409,785 (160,463) (74,223) 187,566 4,309			,											
Total Operating Expenses 486,277 570,560 414,820 482,681 468,744 495,649 501,905 503,962 515,054 503,922 501,644 710,720 6,155,941 Net Income (Loss) From Operations (182,565) (144,720) 191,319 (134,739) (156,050) 367,319 (161,266) (137,653) 409,785 (160,463) (74,223) 187,566 4,309														,
Net Income (Loss) From Operations (182,565) (144,720) 191,319 (134,739) (156,050) 367,319 (161,266) (137,653) 409,785 (160,463) (74,223) 187,566 4,309										-, -				
	Total Operating Expenses	486,277	570,560	414,820	482,681	468,744	495,649	501,905	503,962	515,054	503,922	501,644	710,720	6,155,941
Net Income After Other Income (Expenses) (182,565) (144,720) 191,319 (134,739) (156,050) 367,319 (161,266) (137,653) 409,785 (160,463) (74,223) 187,566 4,309	Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	(161,266)	(137,653)	409,785	(160,463)	(74,223)	187,566	4,309
	Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	(161,266)	(137,653)	409,785	(160,463)	(74,223)	187,566	4,309

ASM - Irving Convention Center Financial Statements Monthly Highlights For the Month Ending March 31, 2022

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	17,365	24,350	(6,985)	5,180
Events	16	11	5	6
Event Days	38	25	13	16
Direct Event Income	124,237	150,369	(26,132)	70,994
Ancillary Income	317,883	145,191	172,692	67,011
Total Event Income	442,120	295,560	146,560	138,005
Other Operating Income	70,848	66,421	4,427	29,661
Adjusted Gross Income	512,968	361,981	150,987	167,666
Indirect Expenses	(495,649)	(484,918)	(10,731)	(339,803)
Net Income (Loss) From Operations	17,319	(122,937)	140,256	(172,137)

ASM - Irving Convention Center Financial Statements Year to Date Highlights For the Six Months Ending March 31, 2022

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	67,339	73,350	(6,011)	18,203
Events	96	76	20	23
Event Days	170	154	16	65
Direct Event Income	479,829	478,455	1,374	300,820
Ancillary Income	1,368,542	976,332	392,210	199,906
Total Event Income	1,848,371	1,454,787	393,584	500,726
Other Operating Income	312,930	398,526	(85,596)	158,109
Adjusted Gross Income	2,161,301	1,853,313	307,988	658,835
Indirect Expenses	(2,918,724)	(2,946,434)	27,710	(2,157,594)
Net Income (Loss) From Operations	(757,423)	(1,093,121)	335,698	(1,498,759)

ASM - Irving Convention Center Balance Sheet March 31, 2022

ASSETS

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ASM - Irving Convention Center Income Statement For the Six Months Ending March 31, 2022

	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	143,319	153,119	(9,800)	573,566	503,836	69,730	286,356
Service Revenue	75,707	27,000	48,707	237,201	153,119	84,082	59,993
Service Expenses	(94,789)	(29,750)	(65,039)	(330,938)	(178,500)	(152,438)	(45,529)
Total Direct Event In	124,237	150,369	(26,132)	479,829	478,455	1,374	300,820
Ancillary Income							
F & B Concessions	17,438	8,500	8,938	133,238	62,810	70,428	27,514
F & B Catering	233,529	101,460	132,069	966,171	750,117	216,054	113,682
Parking	31,574	16,810	14,764	206,240	113,734	92,506	50,757
Electrical Services	35,612	18,421	17,191	63,242	49,671	13,571	7,733
Audio Visual	(900)	0	(900)	(1,919)	0	(1,919)	0
Internet Services	630	0	630	1,570	0	1,570	220
Total Ancillary Inco	317,883	145,191	172,692	1,368,542	976,332	392,210	199,906
Total Event Income	442,120	295,560	146,560	1,848,371	1,454,787	393,584	500,726
OTHER OPERATING	INCOME						
Other Income	70,848	66,421	4,427	312,930	398,526	(85,596)	158,109
Total Other Operatin	70,848	66,421	4,427	312,930	398,526	(85,596)	158,109
Adjusted Gross Inco	512,968	361,981	150,987	2,161,301	1,853,313	307,988	658,835
INDIRECT EXPENSE	S						
Salaries & Wages	184,697	210,155	25,458	1,060,045	1,260,930	200,885	838,742
Payroll Taxes & Ben	59,290	62,769	3,479	309,693	376,614	66,921	359,054
Labor Allocations to	(3,660)	(26,524)	(22,864)	(28,515)	(159,144)	(130,629)	(8,366)
Net Salaries and Ben	240,327	246,400	6,073	1,341,223	1,478,400	137,177	1,189,430
Contracted Services	59,711	51,732	(7,979)	387,077	310,392	(76,685)	225,408
General and Adminis	19,179	45,341	26,162	177,476	294,010	116,534	138,193
Operating	27,165	24,527	(2,638)	150,751	147,162	(3,589)	73,500
Repairs & Maintenan	40,846	32,042	(8,804)	262,748	192,252	(70,496)	141,441
Operational Supplies	17,697	9,041	(8,656)	64,452	54,996	(9,456)	41,646
Insurance	4,876	7,083	2,207	31,692	42,498	10,806	37,567
Utilities	49,006	43,333	(5,673)	269,807	259,998	(9,809)	225,559
Other	174	42	(132)	43,545	252	(43,293)	(10,048)
ASM Management F	36,668	25,377	(11,291)	189,953	166,474	(23,479)	94,898
Total Indirect Expens	495,649	484,918	(10,731)	2,918,724	2,946,434	27,710	2,157,594

ASM - Irving Convention Center Income Statement For the Six Months Ending March 31, 2022

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	17,319	(122,937)	140,256	(757,423)	(1,093,121)	335,698	(1,498,759)

			March 2022			
Sunday	M on day	Tu es day	Wedn es day	Thursday	Friday	Saturday
27	28	1	2	3	4	5
Southern Baptists of Texas 22-03-470-553669 Southern Baptists of Texas Convention Definite 35 Rooms Matt Tungett (ASM Sales Manager) Morgan Caron (Event Manager)			Pre-Rigging for NBM 1514-65-65-22591 I ving Convention Center Tentative 1 - Blackout Exhibition Hall (all)	North Texas Teen Book Fest 1514-65-65-13169 City of Irving Definite 11 Rooms Kelly Roche (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Kayla Perez (Event Manager)	stival	
Texas Radio logical So 1514-65-65-17119 Texas Radiological Society Definite 5 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase for (ASM Sales Mana Kayla Perez (Event Manager)					■ MC 000	№ MC 000
6	7	8	9	10	11	12
Quinceanera Expo 1514-65-65-16513 Quince ane ras Expos De finite 6 Rooms Kathe rine Dipietro (I CVB Sales M Case y Villase rior (ASM Sales Mana Josette Madden (Event Manager)	NBM - Graphics Pro Expo 22-03-470-600602 National Business Media Definite 21 Rooms Kelly Roche (ICVB Sales Manager) Matt Tungett (ASM Sales Manager) Kayla Perez (Event Manager)					
	Irving ISD Luncheon 1514-65-65-21887 I rving Inde pendent School District Definite 3 Rooms Collista Cooper (ASM Sales Manager) Morgan Caron (Event Manager)		Japan Currents Sympo 1514-65-65-22207 Japan-Ame rica Society of Dallas/F Definite 2 Rooms Lori Mansell (ICVB Sales Manager) Collista Cooper (ASM Sales Manag Kayla Perez (Event Manager)	JPAR Convention 1514-65-65-19908 JP and Associates Definite 11 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)		
			Irving ISD Ho spitality 1514-65-65-22081 Irving Convention Center Definite - Internal 1st Floor Boardroom			
13 Start of daylight saving time	14	15	16	17	18	19
NBM - Graphics Pro Expo 22-03-470-600602 National Business Me dia De finite 21 Rooms Ke Ily Roche (I CVB Sales Manager) Matt Tungett (ASM Sales Manager) Kayla Pe rez (Event Manager)		High-Spirited Citizens 1514-65-65-22623 ICVB Definite Jr. Ballroom - C+D Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)	Maliyil Wedding Tasting 1514-65-66-22917 Maliyil Wedding Definite - Internal Kitchen Collista Cooper (ASM Sales Manag Kayla Perez (Event Manager)	Breakfast with the St 1514-65-65-22879 Irving Schools Foundation Definite - Internal Kitchen Collista Cooper (ASM Sales Manag Morgan Caron (Event Manager)	Great American Franchise E 1514-65-65-18975 Great American Franchise Expo De finite 2 Rooms Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)	
				Tony - 000	Tony - 000	■ Je re my - 000

4/20/2022

			March 2022			
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday
20	21	22	23	24	25	26
Great American Franch 1514-65-65-18975 Great American Franchise Expo Definite 2 Rooms Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)	Century 21 Judge Fite Award 1514-65-65-22210 Century 21 Judge Fite Definite 2 Rooms Aleese McMahen (ASM Sales Manager) Kayla Perez (Event Manager)	ds Banquet	City Council Retreat 1514-65-65-23167 City of Irving De finite 2 Rooms Che yI Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Diana Robles (Event Manager)			
Sneaker Travelers Expo 1514-65-65-22176 The Sneaker Travelers De finite Exhibit Hall B (all) Kathe rine Dipietro (ICVB Sales M Case y Villas e ñor (ASM Sales Mana Josette Madden (Event Manager)			Arling ton High School 1514-65-65-22784 Arlington High School De finite - Internal Kitchen Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)	FIRST in Texas 1514-65-65-19809 FIRST in Texas Definite 5 Rooms Aleese McMahen (ASM Sales Manager) Kayla Perez (Event Manager)		
						WI Core Market Nation 1514-65-65-21823 Fide lity I nve stments De finite 1st Floor Boardroom Che yI Hopkins (ICVB Sales Mana Aleese McMahen (ASM Sales Man Kim Ates (Event Manager)
						Decatur HS Prom 1514-65-65-20069 Decatur High School De finite 2 Rooms Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)
■ Je re my - 000	J e re my - 000	I Je re my - 000	■ Je re my - 000	■ Je re my - 000	■ Je re my - 000	■ Je re my - 000
27	28	29	30	31	1	2
WI Core Market National Re 1514-65-65-21823 Fide lity Investments De finite 19 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Kim Ates (Event Manager)					Express Cheer 1514-65-65-17955 Express Cheer De finite 17 Rooms De bbie Roberts (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)	
	Escalent 1514-65-65-22880 Escale nt Definite 4 Rooms Cheryl Hopkins (I CVB Sales Manager) Collista Cooper (ASM Sales Manager) Morgan Caron (Event Manager)					Maliyil Wedding 1514-65-65-19910 Maliyil Wedding Definite 3 Rooms Katherine Dipietro (ICVB Sales M Collista Cooper (ASM Sales Manag Kayla Perez (Event Manager)
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4/20/2022 2/3

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, APRIL 25, 2022

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING



From: Chris Hillman <chillman@cityofirving.org>

Sent: Tuesday, April 12, 2022 5:27 PM

To: Mayor Rick Stopfer <rstopfer@cityofirving.org>

Cc: Kuruvilla Oommen koommen@cityofirving.org>; Shanae Jennings koommen@cityofirving.org>; Shanae Jennings@cityofirving.org>; Jeff Litchfield@cityofirving.org>; Bret Starr koommen@cityofirving.org>; Chris Janning (HTS) koommen@cityofirving.org; Philip Sanders <a href="ma

<marti.shew@hilltopsecurities.com>; Orlando Sanchez <osanchez@cityofirving.org>; Philip Sanders
<pse><pse><pse>ctyofirving.org>; Teresa Adrian <tadrian@cityofirving.org>; Anthony Cao
<acao@cityofirving.org>

Subject: Bond Ratings Received

Good afternoon Mayor & Council-

S&P and Moody's have completed their bond ratings.

Chris at Hilltop has informed us that Moody's has re-affirmed our Aaa bond rating with a stable outlook and our water/sewer bonds at Aa2.

Also, S&P maintained our water/sewer at AA+ and...the good news...re-affirmed our AAA rating and **returned us to a STABLE outlook**. The outlook is no longer negative. S&P recognized our good work on our pension reforms and funding strategy, particularly for the Fire Pension.

Hilltop is going to market as quickly as they can. The markets have a shortened business week this week with a half-day on Thursday and the holiday on Friday. With the ratings received today, the prospectus is being sent to the underwriters tomorrow. We anticipate funding next week.



The inaugural ClubCorp Classic golf tournament complete with professional golfers and 50 celebrity players comes to Irving April 19-24.



Irving Parks and Recreation is hiring for summer jobs — great for teens and college students looking to earn extra money and learn career-building skills.



The Delaware Creek Drainage Improvement Project, including bridges and channel walls, nears completion after breaking ground in 2016.

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IBVINGS DECTION APRIL 2022 / VOL 29 / NO 04 DECTION Cityoflrving.org

Vietnamese Election Information Now Required in Dallas County

As a result of updated U.S. Census Bureau information, Dallas County and the City of Irving are now required to provide bilingual election information in Vietnamese, in addition to English and Spanish.

The Voting Rights Act establishes requirements for local officials to provide election information in multiple languages based on the population. Based on the Census Bureau's determination of "minority language groups" measured every five years, when 5% of eligible voters in an area have limited English proficiency and speak the same language, the bilingual accommodations are required by federal law.



▶ ▶ See May 7 General Election details on page 3. ◀ ◀ ◀



CITY SEEKS BUDGET INPUT

Planning for the city's Fiscal Year 2022-2023 (FY23) budget has begun! The City of Irving Budget Team is looking for resident suggestions, feedback and opinions on what should be considered for the FY23 budget, which begins October 1, 2022.

To learn more about the city's budget, visit
CityofIrving.org/Budget and check out the 'FY22
Budget Executive Summary' tab for an overview
of the current fiscal year budget.

Email the Budget Team your input and let the City of Irving know what you think! ■



AskTheBFFs@CityofIrving.org



LITTERERS ARE NOT INVITED

As spring arrives in Irving, so have special events and outdoor activities. The City of Irving welcomes Irving residents, visitors, even four-legged friends (as long as they are leashed) to attend and take advantage of the city's parks and outdoor spaces. But there is one group that is not on the quest list: litterers!

Litter not only looks awful and ruins the beauty of the city, but it can also cause expensive damage to the city's infrastructure, which affects essential services. Additionally, when litter and solid waste get into storm drains, it poses serious dangers to the environment and public health.

The City of Irving makes sure to provide plenty of trash receptacles throughout the city's parks and public spaces. Residents should never throw trash on the ground and double-check that they have collected all items before leaving an area.

Keeping Irving Beautiful is everyone's responsibility. When plans are being made to attend an event or visit a city park or trail, remember that litterers are not invited!

For more tips and information on keeping the community clean and litter-free, visit CityofIrving.org/ThinkGreen. ■





Golf Tournament Tees Up in Irving with Celebrity Players

Professional golfers and 50 celebrity players are coming to Irving for the inaugural ClubCorp Classic at the Las Colinas Country Club from April 19-24. The event is an officially sanctioned PGA Tour Champions event and will undoubtedly put Irving in the national spotlight.

"It's no surprise that ClubCorp chose Irving to host this event," said Mayor Rick Stopfer. "Not only are we a worldclass city, but the Las Colinas Country Club is one of the best courses in Texas and has a long history of hosting tournaments of this caliber."

Among the confirmed celebrity players are NFL MVP Aaron Rodgers; actors Alfonso Ribeiro, Brian Baumgartner and Anthony Anderson; baseball Hall of Famer Iván "Pudge" Rodriguez; and former Dallas Cowboys Tony Romo, Emmitt Smith and DeMarcus Ware.

The tournament features a professional prize purse of \$2 million, among the largest outside the major championships, as well as a \$500,000 celebrity prize purse. Tickets for the competitive rounds, April 22-24, are available at ClubCorpClassic.com/Tickets with prices ranging from \$35 for a single-day ticket to \$75 for a three-day pass. Residents can watch the event on the Golf Channel (check with cable providers for channel listing).

For more information on the ClubCorp Classic, visit ClubCorpClassic.com. ■

Let's Par Tee at Irving Golf Club

Rated as one of the top 20 public courses in the Dallas-Fort Worth area by GolfDay, the Irving Golf Club, which sits among the trees along the Trinity River, offers a sweeping view of the Dallas skyline. This par 71-course golf club, with multiple teeing areas, tests golfers of all skill levels. Unlike any other in the Dallas-Fort Worth area, it incorporates appearance, style and play values. After a day of golf, visit the club's Hideout Bar and Grill for food and relaxation.

For more information or to schedule a tee time, visit IrvingGolfClub.org or call (972) 457-0772. ■







April at Irving Arts Center

UPCOMING PERFORMANCES

April 2-3 | Coppelia

Presented by Ballet Ensemble of Texas | 7:30 p.m. and 2:30 p.m. | \$30-\$35

Swanilda and Franz invite you to attend the celebration of their union as presented by Ballet Ensemble of Texas under the artistic direction of Thom Clower.

April 7 | Viva Trio

Presented by Irving Arts Center | 7:30 p.m. | \$27.50-\$42.50

Hailing from Canada, this powerhouse female vocal group comprised of three sopranos performs everything from operatic classics to pop songs.

April 8, 29 and 30 | Big D Classic

Presented by American Classic Tours To learn more, visit AmClass.com.

April 8-10 | Willy Wonka Jr

Presented by The Highlands School | 2 and 7 p.m. | \$17.50

A 90-minute student performance tells the story of candy manufacturer, Willy Wonka, as he stages a contest by hiding golden tickets in five scrumptious candy bars.

April 15-16 | Carnival of the Animals and New Works Presented by Momentum Dance Company | 7 p.m. | Tickets TBA

A musical suite by French composer Camille Saint-Saens which takes the audience on a journey through the animal kingdom. The second half of the show is a blend of new works with choreography presented by directors and select MDC principals.

April 16 | Ryan Estes, Oboist with Guest Conductor

Pascual Osa

Presented by Las Colinas Symphony Orchestra | 7 p.m. | \$17.50-\$47.50

April 21-24 | Starquest Dance Competition Presented by Starquest International

To learn more, visit StarQuestDance.com.

May 1 | The Queen's Cartoonists Presented by Irving Arts Center | 2:30 p.m. | \$22.50-

Music from classic cartoons and contemporary animation with the performances synchronized to video projections of the original films. The band will lead the audience through a world of virtuosic musicianship, multiinstrumental mayhem and comedy.

YOUTH AND FAMILY PROGRAMS

April 2-May 7 | Saturday School: Mixed Media Project-**Printed Patterned Portraits**

2 p.m. | \$95 for six-week session (supplies included) Students ages 6-10 will learn the fundamentals of painting as they explore the elements of art and design.

April 7 | JumpstART Stories & Art: Clouds and Rainbows

10 a.m. | Free

Colors, clouds and spring weather are the theme for this month's stories and art!

April 10 | Second Sunday Funday: Our Beautiful Earth 1 to 4 p.m. | Free

Celebrate Earth Month with arts and crafts activities inspired by nature's beauty and learning about positive actions that can be taken to protect the planet.

April 27 | Homeschooler Happening: 3D Creations

10 a.m. | \$5 Registration Fee per child (includes supplies) Inspired by the Arts Center's Sculpture Garden, students will create 3D creations using various materials.

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

MAYORS' MONARCH **PLEDGE**

The City of Irving joined hundreds of cities across the U.S. in support of the monarch butterfly and other pollinators, whose populations have declined, by signing the National Wildlife Federation's Mayors' Monarch Pledge in March 2022.

What are pollinators and why are they important?

- Bees are the best-known pollinators.
- Others include butterflies, birds and hummingbirds.
- Seventy-five percent of the crop plants grown worldwide for food, fiber, beverages, condiments, spices and medicines depend on pollinators. Pollinators are essential to sustaining plants and wildlife, helping to restore the environment.



How to participate

- Plant for wildlife. Provide food (plants), cover, places to raise young and access to water year-round. Use sustainable gardening practices.
- Register (optional) your outdoor space for certification as a Wildlife Habitat. Visit NWF.org/Garden-For-Wildlife/Certify.aspx to learn more.
- Spread the word! Educate others about the benefits of planting for pollinators.

For more information, visit the Think Green ... Be Green website at CityofIrving.org/ThinkGreen. ■

IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed.

Annual Exhibition of Irving ISD Artwork Through May 3 | Main Gallery and Focus Gallery

- Middle School | Through April 2
- High School General | April 6-16 Reception: April 12 | 6 to 7:30 p.m.
- High School Portfolio | April 20-May 3 Reception: April 26 | 6 to 7:30 p.m.

Partituren/Time Stands Still: Photographs by Michael Matthews and Michael Kruscha Through June 25 | Dupree Lobby Gallery

Berlin-based artists Michael Kruscha and Michael Matthews come from different backgrounds, work in different media, and have very different artistic experiences and perspectives. Primarily an abstract painter, Kruscha is also an avid photographer and world traveler. The Canadian composer Matthews creates fully abstract, microcosmic images based on found textures and colors.



Selections from Irving Arts Center's permanent collection are featured in the gallery exhibits below.

The Art of Engaging: Creations by Irving Arts **Center Teen Volunteers** Through May 28 | Courtyard Gallery

Selections from the Irving Arts Center **Permanent Collection** Through June 25 | Carpenter Lobby Gallery



Irving City Council General Election: May 7

City Council district places 1, 2 and 7 are up for election in the May 7, 2022 General Election. All Irving registered voters may vote for at-large district place 2, and registered voters living in the single-member district for places 1 and 7 may vote for the candidate in their respective district. Candidates are listed below in ballot order.

Single-Member District Place 1 Candidates

Single-Member District Place 7 Candidates

Tony Grimes John Bloch Ricky Lightfoot

Bryan Jones Kyle Taylor

At-Large District Place 2 Candidates Brad M. LaMorgese (Unopposed)













Early Voting Schedule

- April 25-29 | Monday Friday | 8 a.m. to 5 p.m.
- April 30 | Saturday | 8 a.m. to 5 p.m.
- May 1 | Sunday | Noon to 6 p.m.
- May 2-3 | Monday and Tuesday | 7 a.m. to 7 p.m.

Election Day Schedule

• May 7 | Saturday | 7 a.m. to 7 p.m.

Early Voting and Election Day Polling Locations in Irving

- Bear Creek Community Church, 2700 Finley Road, Irving, Texas 75062
- Irving City Hall, 825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, 3333 N. MacArthur Blvd., Irving, Texas 75062
- North Lake Campus Dallas College, 5001 N. MacArthur Blvd., Irving, Texas 75038
- Valley Ranch Library, 401 Cimarron Trail, Irving, Texas 75063

Residents of Dallas County may vote at any Dallas County Voting Polling location during Early Voting and on Election Day. A list of polling locations is available at CityofIrving.org/Elections.

A district map, candidate information and other details are at Cityofirving.org/Elections. For more information, contact the City Secretary's Office at (972) 721-2493.

Elección General del Concejo Municipal de Irving: 7 de mayo

Los Lugares 1, 2 y 7 del distrito del Concejo Municipal están disponibles para las Elecciones Generales del 7 de mayo de 2022. Todos los votantes incritos/registrados de la ciudad de Irving pueden votar por el Lugar 2 del Distrito General, y los votantes registrados que viven en el Distrito Uninominal para los Lugares 1 y 7, pueden votar por el candidato en su distrito respectivo. Los candidatos se enumeran a continuación en orden de votación.

Candidatos para el Lugar 1 del Distrito Uninominal

Tony Grimes John Bloch Ricky Lightfoot Candidato para el Lugar 2 del Distrito General Brad M. LaMorgese (Sin oposición)

Candidatos para el Lugar 7 del Distrito Uninominal **Bryan Jones** Kyle Taylor

- Horario de la Votación Anticipada • Del 25 al 29 de abril | De Lunes a Viernes | de 8 a.m. a 5 p.m.
- 30 de abril | sábado | de 8 a.m. a 5 p.m.
- 1 de mayo | domingo | de 12 p.m. a 6 p.m.
- 2 y 3 de mayo | lunes y martes | 7 a.m. a 7 p.m.

Horario del día de Elecciones

• 7 de mayo | sábado | de 7 a.m a 7 p.m.

Lugares de Votación Anticipada y Elecciones Regulares en Irving

- Bear Creek Community Church, 2700 Finley Road, Irving, Texas 75062
- Irving City Hall, 825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, 3333 N. MacArthur Blvd., Irving, Texas 75062
- North Lake Campus Dallas College, 5001 N. MacArthur Blvd., Irving, Texas 75038
- Valley Ranch Library, 401 Cimarron Trail, Irving, Texas 75063

Los residentes del Condado de Dallas pueden votar en cualquier centro de votación localizado en el condado de Dallas durante la votación anticipada y en el día de las elecciones regulares. Una lista de centros de votación está disponible en la página web de la ciudad de Irving en CityofIrving.org/Elections.

Un mapa del distrito, información de los candidatos y otros detalles se encuentran listados en la página web en CityofIrving.org/Elections. Para obtener más información, comuníquese con la oficina de la Secretaria Municipal al (972) 721-2493. ■

Cuộc Tổng Tuyển Cử cho Hội Đồng Thành Phố Irving: Ngày 7 tháng Năm

Hội Đồng Thành Phố Quận 1, 2, và 7 đang đến lúc bầu cử trong Cuộc Tổng Tuyển Cử ngày 7 tháng Năm, năm 2022. Tất cả các cử đã đăng ký tại Irving có thể bỏ phiếu cho Quận 2 – Quận tự do. Những cử tri đã đăng ký và hiện đang cư ngụ ở Quận số 1 hoặc 7 có thể bỏ phiếu cho ứng cử viên tương ứng trong quận của họ. Các ứng cử viên được liệt kê sau đây sẽ theo thứ tự trên phiếu bầu.

Một Vị Trí - Các Ứng Cử Viên cho Vị Trí Số 1 **Tony Grimes** John Bloch

Quận tự do Vị Trí Số - Các Ứng Cử Viên Brad M. LaMorgese (Không có phản đối)

Một Vị Trí - Các Ứng Cử Viên cho Vị Trí Số 7 **Bryan Jones Kyle Taylor**

Lịch cho những ngày Bỏ Phiếu Sớm

- Ngày 25-59, tháng Tư | Từ Thứ Hai đến Thứ Sáu | 8 Giờ Sáng đến 5 giờ chiều
- Ngày 30 tháng Tư | Thứ Bảy | 8 giờ sáng đến 5 giờ chiều
- Ngày 1 tháng Năm | Chủ Nhật | 12 giờ trưa đến 6 giờ chiều
- Ngày 2-3, Tháng Năm | Thứ Hai và Thứ Ba | 7 giờ sáng đến 7 giờ chiều

Lịch trình cho ngày Bầu Cử

Ricky Lightfoot

• Ngày 7 Tháng Năm | Thứ Bảy | 7 giờ sáng đến 7 giờ chiều

Các Địa Điểm Bỏ Phiếu Sớm và Ngày Bầu Cử tại Thành Phố Irving

- Bear Creek Community Church, 2700 Finley Road, Irving, Texas 75062
- Irving City Hall, 825 W. Irving Blvd., Irving, Texas 75060
- Irving Arts Center, 3333 N. MacArthur Blvd., Irving, Texas 75062
- North Lake Campus Dallas College, 5001 N. MacArthur Blvd., Irving, Texas 75038
- Valley Ranch Library, 401 Cimarron Trail, Irving, Texas 75063

Những cư dân của Quận Dallas có thể bỏ phiếu tại bất kỳ Địa Điểm Bỏ Phiếu nào trong thời gian Bỏ Phiếu Sớm hoặc Ngày Bầu Cử. Danh sách các địa điểm bỏ phiếu được đăng tại CityofIrving.org/Elections.

Bản Đồ của mổi Quận, thông tin của các Ứng Cử Viên và các chi tiết khác đều được đặng tại CityofIrving.org/Elections. Nếu quí vị muốn biết thêm những tin tức khác, xin vui lòng liên lac Văn Phòng của Bí Thư Thành Phố (972) 721-2493. ■

Parks and Recreation Spring Activities



April 8 | Neon Nights Putt-Putt

6:30 to 9 p.m. | All Ages | \$5 per person Play 9 holes of putt-putt at Twin Wells Park, 1900 E. Shady Grove Road. Visit CityofIrving.org/IrvingRec to reserve a tee time. For details, call (972) 721-2529.

Cimarron Park Recreation Center

- 201 Red River Trail, (972) 910-0702 April 4 and 11 | Breakfast Club
 - 9:30 to 11:30 a.m. | Ages 50 and older | Free Enjoy breakfast and a friendly game of pickle ball.
- April 13 | Home-school LEGO® Workshop: Marvel **Edition**

Noon to 1:30 p.m. | Ages 8-12 | \$25 Build a cool project from Marvel's Black Panther movie. Attendees can take projects home.

- April 20 | Field Trip to Winstar Casino 8 a.m. to 5 p.m. | Ages 30 and older | Free Transportation is provided at no cost. Participant is responsible for all spending money while on trip including meals.
- April 27 | Afterschool LEGO® Workshop: Creator Edition

4:30 to 6 p.m. | Ages 8-12 | \$25 Choose from three designs to complete. Attendees can take projects home.

Georgia Farrow Recreation Center

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

April 23 | Spring Parking Lot Sale 8 a.m. to 1 p.m. | All ages | Free to attend Residents can purchase a 10x10 space for \$10, if spring cleaning and looking for a way to sell items that are no longer needed or wanted. Call to register

Heritage Senior Center

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

April 20 | Lunch Bunch

for a space by April 18.

11 a.m. to 2 p.m. | 50 and older | \$5 A way to meet friends, reconnect with friends and experience new cuisines. Register by April 15.

• April 22 | Earth Day Show and Tell 11 a.m. to 12:15 p.m. | 50 and older | Free

Enjoy a meaningful and fun event highlighting the earth. Register by April 15 at 5 p.m. April 23 | Parking Lot Sale

8 a.m. to 1 p.m. | All ages | Free to attend It is a day of shopping among other people's "trash" to see if a "treasure" can be found. Vendors must register by April 21 at noon — cost for one parking spot is \$15 and two spots is \$25.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- April 22 | Spring Dance
 - 5 to 9 p.m. | Ages 5-11 | \$5 per person Dance, sing and play games. Pizza will also be served. Register by April 14.
- Wednesdays | Teen Hangout

6 to 8 p.m. | Ages 13-17 | \$5 per person Teens can enjoy dinner, games, arts and crafts. Registration deadline is each Tuesday at 6 p.m.

Lively Pointe Youth Center

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

- April 9 | Eggs-N-Jam Swim Party 6 to 9 p.m. | Ages 11-14 | Free
 - An evening of music and swimming at Heritage Aquatic Center, 200 S. Jefferson St. Win prizes including candy and tickets to area attractions. Pizza and soda will be served. Wear appropriate swimwear and bring a towel or change of clothes.
- April 27 | AAA-Texas: Dare to Prepare 6 to 7:30 p.m. | Ages 14-17 | Free This workshop provides resources for pre-permit teens and parents navigating the Texas licensing process. Topics include safe driving habits, state regulations and parent/teen responsibilities. Registration is required and a parent or guardian must accompany participates. Register at AAA.com/



Visit CityofIrving.org/IrvingRec to register in person or online. Call the recreation center for more information.





Riparian Buffer Restoration, No Mow Zones

Riparian zones or areas are habitats adjacent to bodies of water, including lakes, streams and wetlands.

These areas are characterized not only by their proximity to water-related habitat, but also by their soil composition and vegetation. The vegetation in these areas acts as a padding or layer of protection along the sides of a given water body. Riparian areas can improve water quality and reduce erosion and flood risks due to the action of these existing plant communities that make up these areas. In addition, they are important corridors for wildlife and habitat connectivity, especially in heavily developed urban environments where much of the natural environment has been removed or altered.

In the process of urban development, much of the land surface is replaced by concrete and buildings. While those are often necessary, the surfaces change from being mostly pervious (soil with vegetation growing) to now being largely impervious (asphalt, concrete and roofs).

Rainwater cannot infiltrate the ground, and instead, becomes runoff, moving on top of the impervious surfaces and then into the nearest drain or body of water. This means a lot more water is coming into these waterrelated habitats than before, and it is coming faster and is more polluted. This can cause erosion, flooding, water contamination and a loss of biodiversity in aquatic and riparian ecosystems. Riparian areas can help reduce these conditions, but often they are instead mowed down, and in some cases, completely removed.

To curb the effects of urbanization on the city's streambed habitats, the City of Irving is working toward maintaining riparian buffers along its streams and restoring existing buffers. Targeted riparian areas will be selected and designated as "no mow zones" that will be seeded with native vegetation characteristic of riparian areas in this part of Texas. Native plants are chosen because they have symbiotic relationships with native wildlife and have evolved to thrive in native soil and weather conditions. They also hold up against local pests and diseases. Informational signs will be placed near these areas to mark them as protected and for visitors to learn more.

Having riparian areas will help the City of Irving protect its water quality, as rainwater eventually becomes drinking water. It also will help reduce flood risks, create habitat for wildlife and serve as a source for education and outreach. When located near a park or trail, existing riparian areas with diverse native plant communities will be available to those who enjoy identifying plants and animals. If Irving residents notice some tall grass and other vegetation next to a stream that looks like it has not been mowed, do not worry — it is supposed to be there. Just look for the information signs nearby.

For more information on Municipal Drainage Utility, visit

CityofIrving.org/MDU. ■



IRVING'S ARBOR DAY **CELEBRATION**

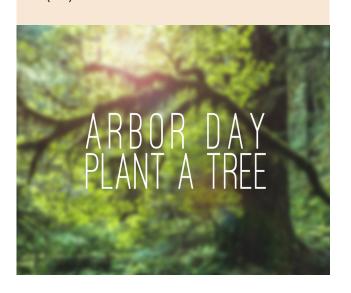
The City of Irving is celebrating its 13th year as a Certified Tree City, USA. This year's Arbor Day celebration will be at Heritage Park.

Saturday, April 30 | 10 a.m. to 2 p.m. Heritage Park | 217 S. Main St.

The event will feature entertainment and guest speakers to answer questions about trees. City departments will be on-hand to discuss mosquito control, water quality and how to Keep Irving Beautiful.

Enjoy the new park's facilities, climb a tree with the forestry team and see why trees are so valuable to the community. Learn how healthy trees promote healthy lives and how trees improve mental health.

Free tree seedlings will be available to the first 300 attendees. For more information, call (972) 721-2501. ■



MEET ARLO THE 'AIRMADILLO'

Arlo is the Air North Texas mascot who helps share information related to air quality and ways residents can help improve and maintain air quality. Look out for Arlo's tips on the city website at CityofIrving.org/MeetArlo and social media channels. Scan and learn more about Arlo. ■



APRIL 2022

Irving Unveils 'Ramiro Lopez Way'

The City of Irving Honored Former Assistant City Manager Ramiro Lopez with a Street Sign at the Entrance to Briery Yard.



The City of Irving unveiled a new Ramiro Lopez Way street sign during a ceremony on March 4 at Briery Yard, the city's service center, located at 128 N. Briery Road. The signage honors the late former Assistant City Manager Ramiro Lopez, who served Irving for 12 years focusing on public works, including the Capital Improvement Program, Traffic and Transportation, Water Utilities, Solid Waste Services and Fleet Operations departments. Before coming to Irving, Lopez worked for the City of Dallas for 35 years.

"Ramiro's heart and soul was in the public works departments, especially in Fleet," said Irving City Manager Chris Hillman. "He worked hard to keep the public works divisions and infrastructure projects moving forward.

He did a wonderful job and left a lasting impact on the community. Naming the entryway to Briery after him is a very appropriate way to recognize his contributions to the City of Irving."

During his tenure, Lopez helped solidify DART Rail Orange Line transit through Irving, established the Road to the Future program, worked with the Green Advisory Board and the North Central Texas Council of Governments, and streamlined clean fleet policies and procedures, which resulted in several awards for the proactive measures. Additionally, Lopez was instrumental in environmental initiatives, energy negotiations and fuel procurement and management.

"Former Assistant City Manager Ramiro Lopez was one of those people you could depend on and lean on because he always figured out a way to get the job done," said Irving Mayor Rick Stopfer. "He had so many experiences in Dallas that he knew how to cut around the red tape and really make things happen. It was amazing to see how he could work through the issues the city was dealing with, and how he was always able to mend and build bridges. In a city that has been involved with numerous projects throughout the years, we are so proud that Ramiro played a vital role in seeing those projects to fruition and helping shape the Irving we see today."

Lifeguards Needed

Need flexible hours or a job close to home while gaining skills for the future? Lifeguards are in the business of safety and prevention, making them ideal candidates for medical or first responder college programs.

Irving offers all classes needed to become a lifeguard.

- First Aid / CPR / AED certification
- Obtain water rescue skills
- Leadership and decision-making opportunities
- Develop customer service and conflict-resolution
 skills
- Work experience for resumes and future job opportunities

The City of Irving Parks and Recreation Department hires Red Cross-certified lifequards, ages 16 and



older, for part- and full-time summer and year-round employment at its aquatic facilities.

To apply, visit CityofIrving.org/Jobs. For more information, call (972) 721-7311 or (972) 721-2718. ■

Library April Activities, MiY Zone, Binge Boxes

Each library location offers programs and activities for all ages and interests. Check the online calendar CityofIrving.org/Calendar for more details, and contact the library at (972) 721-2440 for information about MiY Zone registration requirements.

April 9 | MiY Zone Create: Acrylic Suncatchers
 10:30 a.m. | Adults | Valley Ranch Library
 Laser cut a custom suncatcher by choosing a template and then watch the laser cutter create the design in a matter of seconds. Registration required.



- April 9 | MiY Zone Lights, Camera, Action!
 2 p.m. | Adults | South Irving Library
 Learn how to set up audiovisual equipment and create professional videos.
- April 16 | Escape Room: Break Out of the MiY Zone 10:30 a.m. | Adults | Valley Ranch Library Gather clues and use makerspace technology to help the team make a great escape.
- April 16 | Good Vibes

2 p.m. | Grades 6-12 | South Irving Library
As the end of the school year approaches, unwind with meditation, breathing techniques and a DIY destressing kit with interactive goodies.

April 16 | Book It! Rainbow Fish
 2:30 p.m. | Grades Pre-K-5 | Valley

2:30 p.m. | Grades Pre-K-5 | Valley Ranch Library Celebrate the 30th anniversary of the children's classic with a puppet show and a chance to meet the star character.

April 22 | Earth Day Every Day
 2 p.m. | Adults | West Irving Library
 Bring a houseplant to swap with other community

members, build a birdhouse to take home and pick up a selection of plant cuttings.

• April 23 | Mystery Club for Teens

2 p.m. | Ages 14 and older | West Irving Library This new monthly meetup for teens includes thrills, chills and snacks galore. Investigate mysteries and discuss favorite unsolved cases with other aspiring detectives.

April 30 | National Potato Day

2:30 p.m. | Grades Pre-K-8 | West Irving Library Spend an afternoon painting potatoes, making crafts and enjoying treats.



Binge Boxes

Grab the popcorn and settle in for movie night with Irving Library's newest offering, Binge Boxes. With Binge Boxes, curated collections of DVDs are available at any Irving Library location. Residents can instantly plan a movie marathon with a single checkout. Bundles include themes such as Disney Pixar, Intro to K Drama, Masters of Horror, Romantic Books to Film, When Anne Hath-a-will, Anne Hath-a-way, Lone Star State Cinema, Never Travel with Tom Hanks and more!

Irving cardholders can check out up-to-two Binge Boxes with a loan period of three weeks each. The bundles can also be placed on hold and are eligible for automatic renewals.

Visit any Irving Library location to browse the Binge Box section or get started by searching "Binge Box" in the online catalog, Irving.PolarisLibrary.com.

INSPECTIONS: 'COTTAGE FOOD' IS LEGAL IN TEXAS

City of Irving health inspectors regularly receive questions about cottage food operations. A cottage food operator is defined as an individual producing food items, operating out of the individual's home. This type of food operation is legal in Texas; however, there are tight regulations around running a cottage food business.

Requirements

- The food produced is not time and temperature controlled for safety, such as breads, some canned foods, roasted coffee and dried tea blends.
- Food must be produced in the individual's home – not a commercial kitchen.
- Products must be labeled with the required language.
- Food must be sold and delivered directly to consumers.
- Sales from the cottage food operation must be an annual gross income of \$50,000 or less.

For more information, search "cottage food" at the Texas Department of State Health Services, DSHS.Texas.gov. Another recommended resource is the TexasCottageFoodLaw.com website.

Local Oversight

Local health departments, including Irving health inspectors, are prohibited from inspecting a cottage food production operation. However, the department can act "to prevent an immediate and serious threat to human life or health." In addition, the Irving Inspections Department is required to maintain records of all complaints against cottage food production operations.

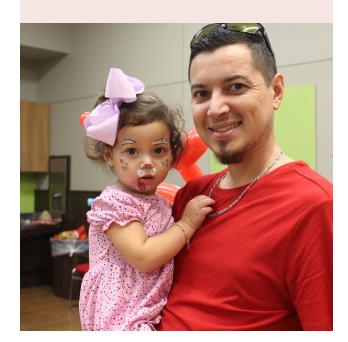
For more information about Irving's health inspectors, visit CityofIrving.org/Inspections or call (972) 721-2371. ■



IRVING PRESENTS 'EL DÍA DE LOS NIÑOS Y LIBROS'

Celebrate el Día de los Niños y Libros/The Day of the Children and Books April 30 at 2 p.m. at the South Irving Library, 601 Schulze Drive. The 2022 celebration will feature South American crafts and activities with live folkloric music from the local Irving band Ayllumassi. Children will be introduced to musical instruments and stories from a variety of cultures. All families are welcome to attend.

El Día de los Niños y Libros is a nationally recognized initiative, founded with the assistance of famed children's author Pat Mora. The day emphasizes the importance of literacy for children from all backgrounds. Activities connect children to the community and the world around them through cultural performances, stories and libraries. For more information, call South Irving Library at (972) 721-2606. ■



RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR DS

Self-protection is the best method to fight the bite, so be sure to follow the Four Ds:

- Dusk and Dawn avoid being outdoors when mosquitoes are most active.
- **Drain** eliminate standing water, such as in flower pots, rain gutters, etc.
- Deet make sure insect repellent contains this ingredient. Deet has been tested and approved by the U.S. Environmental Protection Agency.
- Dress wear long sleeves, pants, shoes and socks when outside.

The City of Irving operates a Mosquito Hotline for residents to contact mosquito control personnel about concerns. Call (972) 721-3755 for the 24-hour hotline.

Visit IrvingFightstheBite.org for more information and to see how the city works year-round to control mosquitoes. ■





Solid Waste Services has updated its collection route optimization plan, which may impact the time of day residents typically have refuse picked up. The update does not impact the collection schedule, just when the truck comes by to collect items. Make sure to have trash/recycling and brush/bulky waste to the curb by 7 a.m. on collection day, and no earlier than 6 p.m. the night before.

For more information, call (972) 721-8059. ■



FREE MULCH AT LANDFILL DURING APRIL

Irving residents can pick up free mulch at the Hunter Ferrell Landfill the entire month of April. Bring your driver's license or utility bill for proof of residency. Mulch is available in bulk, so transporting in pickup truck bed works well, otherwise bring bags or containers to collect mulch. Staff will be on-site to assist if needed.

Wednesdays, Thursdays, Fridays and Saturdays in April 7 a.m. to 4 p.m.

Hunter Ferrell Landfill – Weigh Station 110 E. Hunter Ferrell Road

Call Solid Waste Services at (972) 721-8059 for any questions. ■







Delaware Creek Drainage Update

Phase four of the infrastructure upgrade in the final stages of completion.



The bridges are nearly complete, channel walls have been installed and the City of Irving is eagerly anticipating a ribbon-cutting ceremony in June to commemorate the completion of the Delaware

Creek Drainage Channel Improvement Project. The ribbon-cutting is slated for June 21 at Jaycee Park, 1975 Puritan Drive.

Phases one through three of the Delaware Creek project are finished, and construction on the fourth phase is nearly final. The \$52.8 million project includes reconstruction of six bridges, fencing along the length of the drainage channel to discourage public access and keep residents safe, as well as realigned and upgraded water and wastewater mains to help increase capacity. Once complete, the project will contain a 100-year flood within the channel and will protect 350 structures.

In the fourth stage, nearly all of the bridges, including Cripple Creek Drive, Sunnybrook Drive, Green Oaks Drive, Oak Meadows Drive and Puritan Drive, have been installed, along with the channel floors and walls.

Construction of the bridge at William Brewster Street is scheduled for completion at the end of April. Crews are also wrapping up the reconstruction of Puritan Drive.

Later this month, crews will begin cleaning Jaycee Park and refilling the pond. The hippo sculptures, which have been a feature of the park since 2003, will remain in place in the pond. Residents may notice that the pond is wider for additional water storage. Jaycee Park cleanup is expected to be completed in the spring.

Construction on the Delaware Creek Basin drainage channel began in 2016. Since the city broke ground on the project, it has improved more than 18,000 feet of channel throughout Irving.

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

Teresa Adrian Named New Assistant City Manager

The City of Irving welcomes Assistant City
Manager Teresa Adrian to its executive
leadership team. Adrian took the helm on
March 21 and will oversee the Quality of Life
and Internal Services portfolio, including
Communications, Fleet, Human Resources,
Information Technology, Innovation and
Performance, Library Services, Municipal Court
and Parks and Recreation.

Adrian has served Irving the past 23 years,
most recently as the city's Code Enforcement
Director. Prior to that, she was a "Team Director" for
several years with purview over Information Technology,
Municipal Court, Communications, Innovation and



Performance and City Manager's Office administration. Adrian is a longtime advocate for the organization and the community it serves, and firmly believes the City of Irving's greatest asset is its people.

"I am extremely humbled to have been selected for this leadership opportunity," said Adrian.
"I look forward to serving our wonderfully diverse community alongside our talented workforce. Irving truly is the place where people make the difference."

Before joining the City of Irving, Adrian worked in the field of real estate/property management for 14 years. ■



Time-of-Day Water Conservation

To promote good water use habits, minimize water waste and preserve Irving's water supply, the city enforces time-of-day irrigation restrictions. These limits make it a violation of city ordinance to water between 10 a.m. and 6 p.m. from April 1 through Oct. 31.

Adhering to all restrictions in the irrigation ordinance is particularly important as the North Texas Region is experiencing drought conditions. In addition to time-of-day limitations, the city's irrigation ordinance allows watering four days during the week.

Sunday	Tuesday	Wednesday	Saturday
Odd	Even	Odd	Even
address	address	address	address

Ways to minimize water consumption include:

 Watering no more than twice per week from April through October (in warm weather) and only once per month if needed in winter (in cold weather).

- Checking the irrigation system for leaks and malfunctions at least once each month
- Requesting a "house call" from Irving's Licensed Irrigator by visiting CityofIrving.org/Irrigation-Housecall
- Repairing private property leaks.
- Attaching positive shutoff nozzles when hoses are used for hand watering or car washing.
- Installing water-conserving landscaping including native and adaptive plants.
- Using water-conserving plumbing fixtures at residences and businesses.
- Purchasing water-conserving appliances.
- Registering at WaterMyYard.org for a weekly message about how much to irrigate.

For more information and tips for conserving water, visit CityofIrving.org/WaterUtilities. ■







PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

April 2022

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

				MULTIFAMI	LY				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	ALLECATION	DISTRICT	VERIFICATION
1	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
3	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Approved	7/30/2021	Irving	Apr-22
4	Savannah Apts	320 O'Connor Ridge Blvd.	Apts	49,220 SF	\$6,000,000	Permit Pending	1/12/2022	Irving	Feb-22
5	4-Plex	818-824 Bluebird Dr.	Apts	5,436 SF	\$640,000	Permit Pending	2/7/2022	Irving	Mar-22
6	Peregrine Apts	6001 Love Dr.	Apts	652,850 SF	\$78,000,000	Permit Pending	2/28/2022	C-FB	Mar-22

	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	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21		
3	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21		
4	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21		
5	Biolife Plasma	4033 W. Airport Fwy.	Med. Office	10,610 SF	\$7,253,541	Permit Pending	2/9/2022	Irving	Mar-22		

			WAl	REHOUSING/INI	DUSTRIAL				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
					VALUATION		DATE	DISTRICT	
1	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
2	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
3	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Pending	4/7/2021	C-FB	Jun-21
4	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
5	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
6	Auto Repair Shop	3551 N. Country Club	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
		Rd.							
7	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Pending	8/17/2021	Irving	Sep-21
8	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
9	Shell Bldg.	505 N. Wildwood	Warehouse	167,950 SF	\$9,121,000	Permit Pending	11/9/2021	Irving	Dec-21
10	Rush Truck Centers Addition	525 N. Loop 12	Warehouse	6,230 SF	\$1,000,000	Permit Approved	11/12/2021	Irving	Apr-22
11	Shell Bldg.	4501 Regent Blvd.	Warehouse	141,275 SF	\$9,300,000	Permit Pending	12/13/2021	Irving	Jan-22
12	Shell Bldg.	4401 Regent Blvd.	Warehouse	186,900 SF	\$11,000,000	Permit Pending	12/13/2021	Irving	Jan-22
13	Pinpoint Merchandising	1451 Greenway Dr.	Office/Warehouse	39,702 SF	\$4,200,000	Permit Pending	12/17/2021	Irving	Jan-22
14	Shell Bldg.	4651 W. John Carpenter	Warehouse	155,050 SF	\$11,200,000	Permit Pending	12/29/2021	Irving	Jan-22
		Fwy.							
15	Shell Bldg.	4528 W. Royal Ln.	Warehouse	46,261 SF	\$3,700,000	Permit Pending	12/29/2021	Irving	Jan-22
	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22
12033	Shell Bldg.	4536 W. Royal Ln.	Warehouse	152,120 SF	\$10,700,000	Permit Pending	12/29/2021	Irving	Jan-22

	WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION	
					VALUATION		DATE	DISTRICT		
18	McCormick	3235 International Pl.	Industrial	2,947 SF	\$7,000,000	Permit Pending	2/14/2022	Irving	Mar-22	
19	Warehouse Addition	5425 FAA Blvd.	Warehouse	163,150 SF	\$11,676,000	Permit Pending	3/11/2022	Grand Prairie	Apr-22	
20	SafStor	3451 N. Country Club	Self Storage	102,075 SF	\$8,715,680	Permit Pending	3/14/2022	Irving	Apr-22	
21	Regio Flooring Addition	2215 River Hill	Warehouse	3,310 SF	\$155,570	Permit Pending	3/24/2022	Irving	Apr-22	

				RETAIL					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Pending	3/10/2021	C-FB	Jun-21
3	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21
4	Shell Bldg.	525 W. Airport Fwy.	Retail	4,772 SF	\$500,000	Permit Pending	11/4/2021	Irving	Dec-21
6	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Pending	12/9/2021	Irving	Jan-22
7	Shell Bldg.	4500 N. MacArthur Blvd.	Retail	14,100 SF	\$1,500,000	Permit Pending	3/7/2022	C-FB/Irving	Mar-22
8	Shell Bldg.	4510 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
9	Shell Bldg.	4520 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
10	Shell Bldg.	4530 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
11	Shell Bldg.	4540 N. MacArthur	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
12	Lifetime Fitness	N. S.H. 161	Gym	105,813 SF	\$35,000,000	Permit Pending	3/30/2022	C-FB/Irving	Apr-22
13	Green Acres Addn.	2800 Ranch Trail	Botanical Nursery	20,888 SF	\$3,800,000	Permit Pending	4/4/2022	Coppell	Apr-22

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

	RESTAURANT								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	THE LICITION	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Issued	3/15/2021	Irving	Mar-22
2	Chick-Fil-A	2525 N. Belt Line Rd.	Restaurant	4,818 SF	\$1,200,000	Permit Issued	10/25/2021	Irving	Apr-22

	INSTITUTIONAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	MILLICATION	SCHOOL	VERIFICATION		
					VALUATION		DATE	DISTRICT			
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21		
2	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21		
3	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Oct-21		
4	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21		
5	Ebenezer Full Gospel Assembly	1927 Rosebud Dr.	Church	8,454 SF	\$1,000,000	Permit Pending	12/22/2021	Irving	Jan-22		
6	Iglesia Evangelica	1306 N. Union Bower	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	Irving	Mar-22		
		Rd.									
2022	Lien Hoa Buddhist Monastery	2014 Rose St.	Church	900 SF	\$250,000	Permit Pending	2/11/2022	Irving	Mar-22		

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
	Mar-22	61	\$63,828	61	\$63,828	0	\$0	0	\$0

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, APRIL 25, 2022

BUREAU MANAGEMENT AND STAFF REPORTS





ICVB Memorandum

Date: April 16, 2022

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for March 2022

Convention Sales Activities

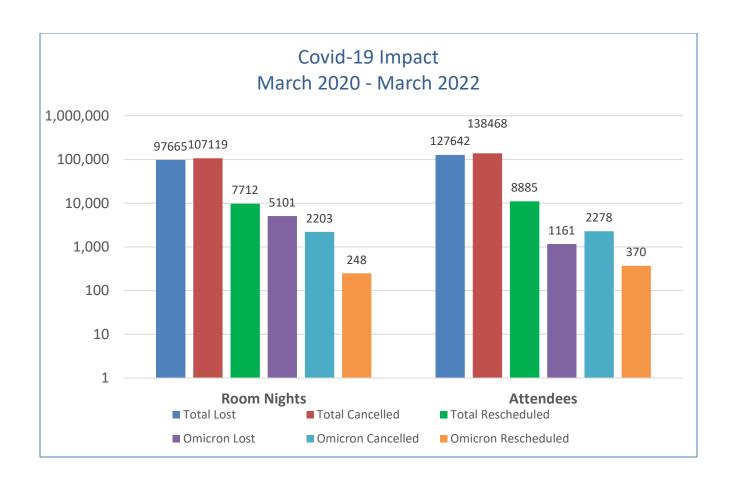
Leads Generated	March	YTD	
Irving CVB – Hotel Leads	120	554	
Irving Convention Center Leads	24	174	

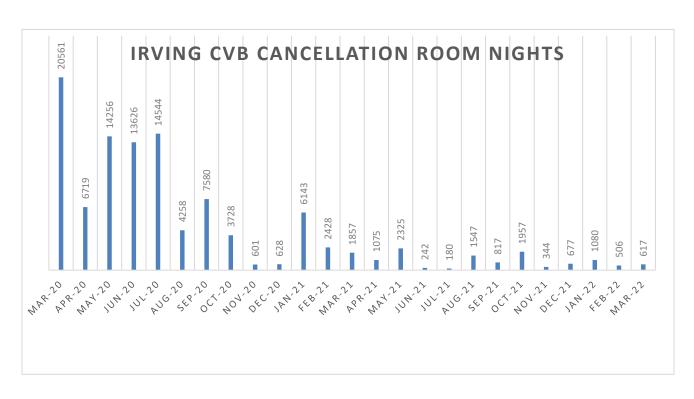
December

Room Nights Generated	Monthly Goal	March 2022 Actuals	March 2021 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	7842	3262	9902	94098	42530	31941	297	14451
Lost Room Nights		36295	41439		187910	106903	10452	111019

Travel & Activity

N	larch	Organization	Event	Location
	21-25	Irving Convention & Visitors Bureau	Sales Calls & Client Luncheon	Austin, TX
		National Football League	Travel Manager's Meeting	Las Vegas, NV





Customer Services Activity March 2022

Groups Served					
March	16				
YTD	68				

Proclamations/Welcomes/Flags:

- Welcome/ Proclamation/Flag(s) 100th Bomb Group Foundation, November 29, 2021 -Councilman Zapanta
- Welcome/Proclamation Black Girls Golf Summit, November 4, 2021 Mayor Stopfer
- Welcome/Proclamation Weekend of Honor, November13, 2021 Councilman Taylor

Pending:

- Mayor/Elected Official Welcome/Proclamation/Flag Texas Assn of Student Councils, April 11, Mayor Stopfer
- Welcome/Proclamation/Flag(s) 173rd Airborne Brigade, May 2022, TBD

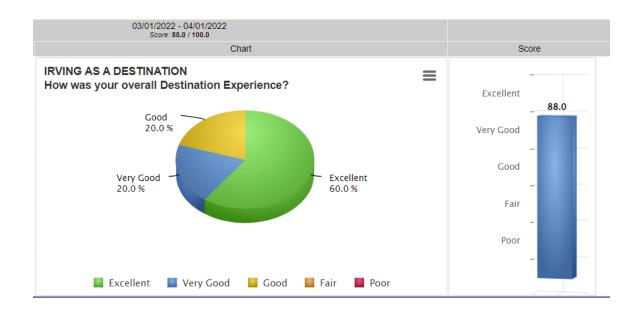
March Servicing & Inventory:

Service Type	16 Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag
Name Badge/Lanyard Services	8	4401 Badges/ 2550 Lanyards
Pens	12	3595
Bags	8	2845
Promotional Materials	13	1870 Restaurant/2395 TMF maps
Staffing Services	5	120 hours total

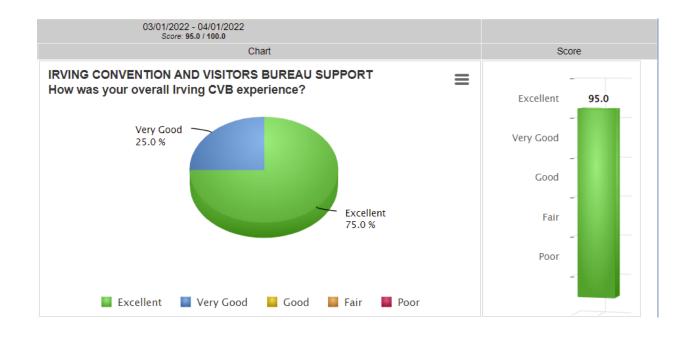
Event Location: Hotels: 10 Irving Convention Center: 5 Other: 1

March Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings April 2022 – August 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Express Cheer	Express Cheer - April 2022	4/1/2022	4/3/2022	400	28
Pleasant Holidays	Pleasant Holidays	4/3/2022	4/7/2022	40	96
Populous Financial Group	2022 Leadership Meetings- April 4-8, 2021	4/4/2022	4/7/2022	70	180
Parkhill	University of Parkhill Annual	4/4/2022	4/9/2022	500	1200
Debbie Sardone Consulting	CBF Retreat	4/5/2022	4/10/2022	330	692
Texas Association of Student Councils	TASC	4/6/2022	4/12/2022	5000	3640
Tour-Rific of Texas	Memorial HS Band	4/7/2022	4/10/2022	95	105
Libertarian Party of Texas	2022 State Convention	4/8/2022	4/10/2022	400	160
Green Light Group Tours	Green Light Tours	4/9/2022	4/10/2022	55	50
Colorado Rockies	Colorado Rockies vs Texas Rangers	4/10/2022	4/12/2022	140	140
Populous Financial Group	2022 Leadership Meetings- April 11-15, 2022	4/11/2022	4/15/2022	70	160
ED311	Spring ED311	4/11/2022	4/14/2022	700	30
Wedding Receptions	Patel Wedding	4/14/2022	4/17/2022	500	225
All Elite Wrestling	All Elite Wrestling Dallas	4/14/2022	4/16/2022	130	244
Club Corp	ClubCorp Golf Classic 2022 2nd Tier	4/18/2022	4/24/2022	300	679
Club Corp	ClubCorp Golf Classic 2022 - Media/Spectators/Guests	4/18/2022	4/24/2022	30	320
Club Corp	PGA Entertainment for Golf Channel for ClubCorp Classic 2022	4/18/2022	4/24/2022	125	261
USA Gymnastics	T&T Elite Challenge 2022	4/20/2022	4/24/2022	1000	290
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2022	4/21/2022	4/24/2022	200	300
SENPA	SENPA 2022 Conference	4/21/2022	4/24/2022	160	350
Lockheed Martin Corporation	Rooms Only	4/21/2022	4/23/2022	350	215
Assemblies of God/Marriage	Marriage Encounters	4/22/2022	4/24/2022	80	80
Surgical Infection Society	Surgical Infection Society 2022 Annual Conference	4/23/2022	4/26/2022	200	720
McKesson Corporation	#14598-Board & Committee Meeting April 2022	4/23/2022	4/28/2022	20	76

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	4/24/2022	4/29/2022	150	257
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa 2022	4/24/2022	4/25/2022	100	100
McKesson Corporation	Biomed Field Service Team Meeting- Product & Quality Training	4/24/2022	4/29/2022	18	53
Houston Astros Baseball Club	2022 Season	4/24/2022	4/28/2022	70	280
Association for Early Learning Leaders	Association of Early Learning	4/25/2022	4/30/2022	400	770
Diamond Tours	Diamond Tours	4/25/2022	4/29/2022	50	54
McKesson Corporation	NIAB Meeting Spring 2022	4/25/2022	4/26/2022	24	44
Thermo System	Thermo Systems Dallas April 2022	4/26/2022	4/28/2022	20	60
TableTop Gamers	Table Top Gamers	4/27/2022	5/1/2022	350	229
Tour-Rific of Texas	Cy Falls School	4/29/2022	4/30/2022	75	52
DFW Church	DFW Church Marriage	4/29/2022	4/30/2022	300	225
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/1/2022	5/2/2022	35	17
BioWorks Inc	BioWorks Inc Sales Training Meeting	5/1/2022	5/4/2022	25	75
McKesson Corporation	Amplify High Potential Program Kick-Off Meeting May 2022	5/1/2022	5/6/2022	35	165
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/4/2022	5/8/2022	400	765
Neighborly, Inc.	Neighborly Meeting-2022	5/4/2022	5/6/2022	550	250
Confidential	Beyond Coaching	5/11/2022	5/14/2022	30	50
Ariat International	May 2022 Meeting	5/15/2022	5/20/2022	500	409
Insurance Designers of America	IPSOctober 2021	5/16/2022	5/19/2022	70	146
Insurance Designers of America	IPSOctober 2021	5/16/2022	5/19/2022	70	146
Greystar Management Services LP	Greystar Management Services, LP - Revised	5/16/2022	5/17/2022	45	80
National Multifamily Housing Council	National Multifamily Housing Council 2022	5/17/2022	5/20/2022	250	450
Trustmark Insurance Company	2022 Trustmark Producer Conference	5/20/2022	5/25/2022	250	712
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	5/20/2022	5/22/2022	250	120

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Bob Rogers Travel	Bob Rogers Travel	5/27/2022	5/28/2022	65	34
North Texas RPG- Con	North Texas RPG-Con 2022	6/1/2022	6/5/2022	500	547
Vizient, Inc.	Vizient, Inc. 2022 Service Awards Luncheon	6/2/2022	6/4/2022	125	25
Diamond Tours	Diamond Tours	6/4/2022	6/10/2022	50	54
Cvent, Incorporated	Professional Advancement and Instructor Seminar	6/9/2022	6/11/2022	15	21
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 1st Session	6/9/2022	6/11/2022	15	21
Texas Association of School Business Officials	TASBO	6/11/2022	6/16/2022	1000	1370
National Lawn and Garden Show	National Lawn and Garden Show 2022	6/12/2022	6/16/2022	150	260
American Cancer Society	ACS/ Southeastern Colorectal Cancer Consortium	6/15/2022	6/16/2022	110	230
McKesson Corporation	#14188 APP Onboarding - June 2022	6/19/2022	6/23/2022	50	200
Learning Forward Texas	Learning Forward Texas	6/20/2022	6/22/2022	1000	700
PAMM Expo, LLC	Model & Talent EXPO Jun2022	6/21/2022	6/26/2022	400	1626
Steubenville	Steubenville / Life Teen	6/22/2022	6/26/2022	5000	3000
JLM Creative Events	Applique Getaway 2022	6/22/2022	6/27/2022	450	315
Family Reunions Blanket Account	Ferguson Family Reunion	6/23/2022	6/26/2022	150	105
United States Armwrestling and Wristwrestling Association, Inc.	US Armwrestling National Championship 2022	6/24/2022	6/26/2022	500	200
Building Professional Institute	2022 Building Professional Institute	7/9/2022	7/14/2022	700	82
American Peanut Research and Education Society	2022 APRES - American Peanut Research & Education Society	7/10/2022	7/14/2022	150	450
Debbie Sardone Consulting	Pro Field Trip Summer 2022	7/12/2022	7/14/2022	40	38
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2022	7/17/2022	7/19/2022	100	105
TexSom	The Court of Master Sommeliers - July 2022	7/23/2022	7/25/2022	100	145
Solution Tree	2022 Team Institute	7/25/2022	7/29/2022	525	435
Tech Conferences	Share Point Fest	8/7/2022	8/12/2022	400	420

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Insurance Designers of America	IDA-KOP 2022	8/7/2022	8/10/2022	70	160
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 2nd Session	8/11/2022	8/13/2022	15	21
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/21/2022	8/23/2022	350	60

^{**}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: April 20, 2022

Re: March 2022 Board Report

Meeting-Sales Leads & Inquiries

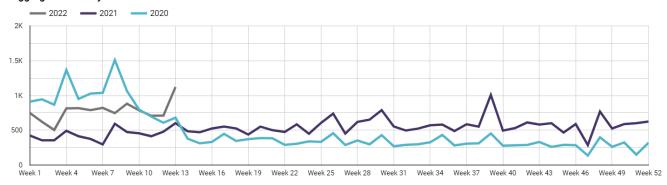
Leads and inquiries increased in March with 184 total prospects. There were 37 RFP form submissions, 6 phone calls, 43 contact form submissions, 17 email requests, and 81 Cvent submissions.

The aggregated weekly lead volume of over 200 U.S. DMOs, shows weekly lead volume and definites in 2022 are higher than the same period in 2020.

Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs

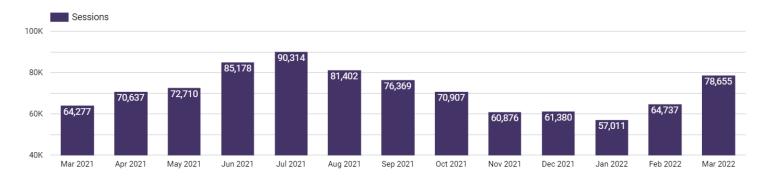


Website Traffic

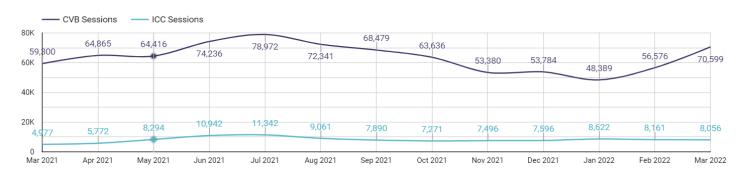
In March, website traffic increased with 78,655 total sessions to both websites. The Visit Irving website had 70,599 sessions and the Irving Convention Center website had 8,056 sessions.

Aggregated data provided by Simpleview shows overall website sessions are higher than in the previous three years.

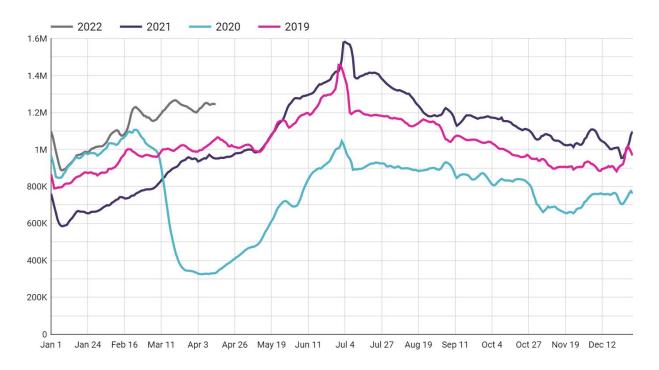
Website Traffic - Total Sessions



Website Traffic - Sessions by Market



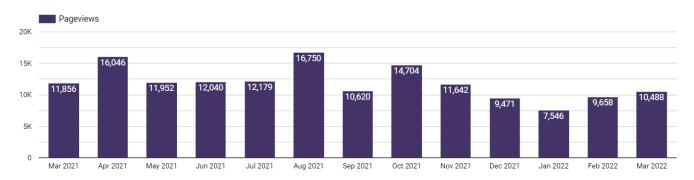
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic increased with 10,488 pageviews. The top posts were "What You Need to Know About the ClubCorp Classic," with 1,637 pageviews, "Five Ways to Have Fun at Lake Carolyn," with 586 pageviews, and "Where to Get Your Game On in Irving" with 487 pageviews.

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews *	Unique Pageviews	Avg. Time on Page
1.	/blog/list/post/what-you-need-to-know-about-the-clubcorp-classic/	1,637	1,460	00:13:43
2.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	586	507	00:07:10
3.	/blog/list/post/where-to-get-your-game-on-in-irving/	487	455	00:14:05
4.	/blog/list/post/spring-break-foodie-fun-in-irving/	412	361	00:06:50
5.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	412	362	00:07:18

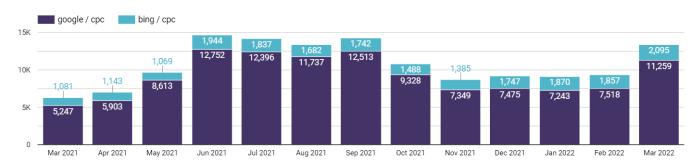
Advertising

MPI was the top performer for website visits in March, followed by Meetings Today and TSAE. Paid search increased with 11,259 site visits.

By Placement

Placement	Impressions	Clicks •
Meetings Today Display Remarketing	22,709	1,081
MPI Programmatic	30,594	463
Meetings Today Facebook Retargeting	0	169
TSAE Programmatic	2,861	96
Meetings Today Lead Nurturing Email	4,245	33
Northstar Meetings Group Email	10,429	24
Conference Direct eNews Ad	0	21
Grand total	71,091	1,926

Advertising Engagement - Clicks



Digital Campaigns

Staycations Campaign:

In March, the Staycations campaign generated 7,186 hotel referrals. In the last twelve months, the Staycations Campaign has generated over 22 million impressions, 265,857 website sessions, and 124,029 hotel referrals, which represent over \$29 million in Potential Economic Value.

Meetings Campaign:

This fiscal year, the Meetings Campaign generated 9,238 website sessions and 130 meetings-sales inquiries.

Promoted Content Campaign:

In March, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated 27,114 post engagements and 2,410 blog visits.

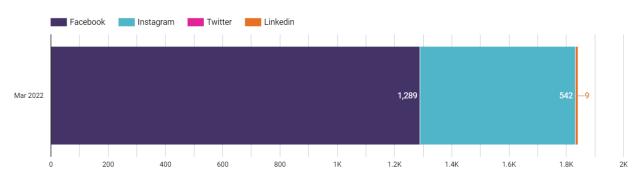
Micro-Campaigns:

To date, seven sports and two concert micro-campaigns have been run, which generated 4,494 hotel referrals. The most recent micro-campaigns are for the ClubCorp Classic.

Social Media

1,840 additional followers and likes were added in March bringing the total influence to 128,974. Facebook had the largest growth at 1,289 new likes, followed by Instagram with 542 and LinkedIn with 9 new followers.





Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	93,269	11,139	5,759	799	110,966
CC	12,890	2,256	2,466	396	18,008
Grand Total	106,159	13,395	8,225	1,195	128,974

Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	95,543,791	134,261,658			229,805,449
ADVERTISING EQUIVALENCY ⁺	\$849,007	\$1,838,429			\$2,687,436
PUBLIC RELATIONS VALUE**	\$2,547,021	\$5,515,287			\$8,062,308

^{*}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.

2021 ICVB ADRIAN AWARDS

Monty White and I attended the Adrian Awards Ceremony on March 30, where he was awarded Top 25 Extraordinary Mind in Hospitality Sales, Marketing and Revenue Management. All Gold Adrian Awards are eligible for Platinum Awards, which is the top award for its category, and ICVB's Visit Irving Safely Campaign received a Platinum Award in the "Consumer, Group Sales and Travel Trade" Advertising category.

Other Platinum winners in Advertising included Visit Norway's Super Bowl Commercial with Will Farrell and Club Wyndham's Hallmark Channel Commercial Series with Holly Robinson Peete; Visit Irving was obviously in very good Company.

Adrian Awards received for 2021:

Advertising: Consumer/Group Sales/Travel Trade
Visit Irving Safely Campaign (Print and Digital Staycations and Meet Safely Advertising Campaign)
PLATINUM

Public Relations: Special Event

The Luckiest Legume: The Great New Year's Day Black-Eyed Pea Giveaway (Po Melvin's NYE Black-Eyed Pea

Giveaway)
SILVER

Public Relations: Special Event

An Icon's Anniversary Helps a New Museum Score (Texas Stadium Anniversary)

BRONZE

Public Relations: Special Event

Spirit of the Olympics Sweeps Through Irving (Olympic Day)

BRONZE

Digital Marketing: Social Media Campaign

Promoted Content Campaign (Social Media Postings/Blogs)

BRONZE

Attachments

- "The industry needs us as much as we need It," Michael Pinchera, mpi.com, March 8, 2022
- March Social Media Overview
- March Blog Performance Overview
- Visit Irving Social Stats
- Irving Convention Center Social Stats

mpi.org
* County

Circulation: *
Frequency: Daily
March 8, 2022

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'



By Michael Pinchera | Mar 8, 2022

Despite the fact that women account for more than 70% of meeting and event professionals (more than 80%, according to some research), inequality and challenges for women in this industry majority remain. Did you realize that 62% of MPI members are women—a solid reflection of the global meeting and event industry in general—and 72% of planner members are women?

In honor of International Women's Day (March 8), we reached out to several MPI members to share some of the current challenges and opportunities they see for women in the meeting industry.

Women in the meeting and event industry have, over the years, already overcome significant barriers. What are some of the key challenges still holding women back?

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'



"The ratio of males/females in the industry versus the number of females holding executive positions remains skewed. While barriers have indeed been overcome, there is still a long way to go before equality is realized. More effort needs to be placed in viewing candidates for executive roles as equals and fairly judged by their qualifications and level of experience. There has to be a first time for anyone to become a CEO and it should be based on qualifications and fit for the role." - MaryAnne P. Bobrow, CAE, CMP, CMM (MPI Sacramento/Sierra Nevada Chapter), Bobrow Associates Inc.

"In no way do I underestimate the progress that has been made, and yet, I think we learned through the pandemic that many of the social structures that support women in the workplace and in our industry are still fairly fragile. When childcare and school is inconsistent, working women bear the brunt of those interruptions. What the pandemic revealed, in many ways, was that the strong women leaders in our industry were still 'doing it all'—and so when that balancing act became too much to handle, many women either put their professional passion on the back burner or left the workforce entirely. Without a more equitable balance of work, life, child-rearing and community development, this will still be a barrier for women in our industry." - Molly C. Marsh, CMP (MPI Kentucky Bluegrass Chapter), director of Education & Events, AMR Management Services

"Now that the industry continues to get back to business, many professionals are shifting as well to align work with their priorities. Finding the right position for skill sets and desires may be an opportunity if people shifted over the past few years. Ensuring they are following passion and purpose versus a position that may have previously burned them out will be a high priority." - Angie Ahrens, CMM, CMP (MPI Georgia Chapter), director of events, MRI Software

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'
What are some of the greatest opportunities you see for
women in the industry?



"Some of the fiercest, most passionate women professionals I know are in the meeting and event industry and I think that's because there is a unique need in this space for visionary leadership and detail-oriented execution...relationships and deadlines, empathy and accountability. For me, and many of the women leaders that inspire me, this combination is exactly what we thrive on and so the industry needs us as much as we need it."

- Molly C. Marsh, CMP (MPI Kentucky Bluegrass Chapter), director of Education & Events, AMR Management Services

"Balance of life and business: there is an expectation based around norms still of 'having it all' and what sacrifices may need to come at that cost. Biases still exist, and it is up to the companies and supervisors to check those and ensure expectations are in line with others at the company. Just an example, if someone doesn't have children, it doesn't mean that they are always available, and vice versa. It is important for women to speak up about what expectations we have of our companies, as well as ourselves, as we find our passion and purpose." - Angie Ahrens, CMM, CMP (MPI Georgia Chapter), director of events, MRI Software

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'

"Opportunities will not come for those who sit and wait for someone to offer them.

Opportunities are made by those who are vocal enough to propose where changes need to be made and to pursue efforts to get to the right people within the industry to make that happen. This can be done without alienating people and the opportunities may take time to emerge.

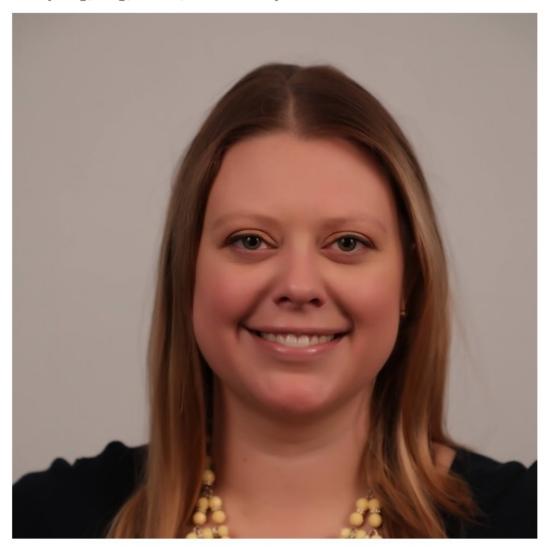
Women need to be more visible in demonstrating their executive capabilities. We have come a long way since the 1950s and 1960s." - MaryAnne P. Bobrow, CAE, CMP, CMM (MPI Sacramento/Sierra Nevada Chapter), Bobrow Associates Inc.

"There are so many more of us out there than people necessarily realize. Every element and level of this industry includes a significant number of women, it's just that we don't always see ourselves on the stage or the board dais or in other perceived places of power and authority. Not everyone has to be or wants to be on those stages, and (pardon the generalization, especially in this conversation), but as women, we are able to find success and satisfaction and gratification in so many ways. Leadership doesn't have to mean ego—some of the best leaders I've ever worked for and with didn't make their influence felt from a dais. They made it felt by their actions, by how they did what they did, by what they did to back up what they said. Gender had nothing to do with that, leadership had everything to do with it.

"I do believe there's room for more of us, and I don't believe our battles are over. Far from it. But we have to use the elbows we have, literally or figuratively, to keep pushing for seats at whatever tables to which we've not (yet) been invited. We have to make our presence felt and our absence noticed. And vice versa. Because of the contributions we are able to make if we're in the room. But we can't sit on the sidelines and wait to be invited." - Maura Allen Gast, FCDME (MPI Dallas/Fort Worth Chapter), executive director, Visit Irving

Can you share an anecdote or experience you'd had—
perhaps an insightful or valuable discussion, meeting a
certain person, etc.—that has inspired you with regard to
increasing equality and inclusivity of women in the
industry?

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'



"I find that I gravitate towards a group of fierce women in the industry. The community I have, and continue to grow, are always cheering me on in my adventures, struggles and opportunities. The Women's Advisory Council with MPI was a great opportunity to meet fellow women who are following their passions in this industry; that's a driver for me as we continue to bring this conversation to the table." - Angie Ahrens, CMM, CMP (MPI Georgia Chapter), director of events, MRI Software

"I have been following with great interest the path of Michelle Mason as she assumed the role of president and CEO of ASAE. It was certainly not an overnight success story but instead one of great work done in various other executive roles. Over the past few months, she has participated in other conferences as a guest speaker and made herself known within the industry, as well as within ASAE. Her messaging is spot on and focused on the greater good. She will be someone to watch and perhaps emulate." - MaryAnne P. Bobrow, CAE, CMP, CMM (MPI Sacramento/Sierra Nevada Chapter), Bobrow Associates Inc.

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'

"I'm not sure if this is an appropriate answer here, or the best place to share this story, but it does need telling and I'll leave some details out so as not to point the out the specific players. Many, many years ago, in a late-round interview for a position in which I would have been the first female in the role, I was summoned to a last-minute meeting with one of the people in semi-authority for the hiring decision. I wasn't given any background info as to what the meeting was for, and what I might need to do or bring to be prepared. When I walked into the person's office, there were four other men in the room, all in leadership positions in the organization, and quickly I realized the game that was on. For the next several hours, they peppered me with questions and challenges and scenarios, which I truly think was meant to make me cry and to prove I didn't have the stomach for the job and should just step aside from the search. Because I realized immediately what was up, I settled in quite comfortably for the game and just let it play itself out, laughing inside throughout." - Maura Allen Gast, FCDME (MPI Dallas/Fort Worth Chapter), executive director, Visit Irving

"I remember being very young—just a year or so out of college—and joining the MPI Kentucky Bluegrass Chapter. One of the first things that struck me was the sheer volume of women in leadership at the time. I saw women in all stages of their careers, representing different facets of the industry and different family structures, all coming together to build the industry community in our state. That gave me so much confidence that, as a woman, I had found an industry in which I could have an impact and that there were great, strong, dedicated people ahead of me who could support me and my growth as a professional. I knew that the work would be hard, but I wouldn't be alone, and that sense of belonging has always stuck with me."

- Molly C. Marsh, CMP (MPI Kentucky Bluegrass Chapter), director of Education & Events, AMR Management Services

Do you have any recommendations for how women (and allies) can help to grow the equality and appreciation of women in the meeting/event industry?

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'



"I know this will sound odd initially, but one of the things that I've always wrestled with is being classified as a 'woman in the industry' of whatever distinction. While I appreciate the recognition I have received, it's still a little crazy to me that we end up being classified in this way, and that any of these kinds of lists still have to exist. I think we'd all like to be seen as industry leaders, period. And while I know there remain miles to go in terms of other elements of human diversity, inclusivity and equity, I think we'd all just like to be recognized for the leaders we are. For how we think and work and engage and lead, and not for what we look like, or who we love. What I missed out on [coming up in the working world of my era] that was important in a different way, was in making sure younger women had the chance to see us older women as role models, to see that someone who looked like them could indeed hold positions of authority and responsibility, without having to give up our individuality, personality or personhood. So today, when I have the opportunity to recommend or nominate capable and qualified women for whatever is open, I try make sure I do that first. Not at the expense of others who might be equally qualified and also valuable assets, but to make sure I'm making room for my peers at the tables I am at." - Maura Allen Gast, FCDME (MPI Dallas/Fort Worth Chapter), executive director, Visit Irving

"Don't just invite one person to the table and think that's good. Ensure you are elevating their thoughts at the table, applauding good ideas and challenging them to dive deeper when needed. It's a continuous effort in promotion, not just a single effort." - Angie Ahrens, CMM, CMP (MPI Georgia Chapter), director of events, MRI Software

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'

"One of my favorite quotes is from Dr. Seuss' Horton Hears a Who, 'A person's a person, no matter how small.' If we focus on the innate value that a person brings to the table, they become a whole human being, not a series of descriptors or characteristics. It's appreciating the utter humanness in others that helps us grow equity and inclusion—who doesn't want to be seen, heard and valued for who they are rather than labeled based on an external characteristic? It's a subtle and important change that happens within each one of us, and when it does it provides a path to equality for underrepresented populations everywhere." - Molly C. Marsh, CMP (MPI Kentucky Bluegrass Chapter), director of Education &

Events, AMR Management Services

"If women are interested in helping to grow the equality and appreciate of women in the industry, they need to take the time and make the effort to participate in various communities and committees within MPI to help formulate how MPI can pave the path for strong leadership in all of its members and to continue to showcase the efforts of the work being done by those volunteers. MPI has done much to support and showcase women in leadership and continues those efforts through its communities where there is collaboration among the communities and in alliance with other industry organizations. MPI can and should be a strong force in assisting its female members in becoming stronger leaders. This is not something that happens overnight but over months and years, where an individual, working within MPI's volunteer structures and with strong MPI staff leadership, emerge as strong leaders in their own businesses, as well as within the MPI volunteer structure. MPI already has strong alliances with IMEX and its leader, Carina Bauer, and that is another avenue where additional leadership opportunities and paths can be established." - MaryAnne P. Bobrow, CAE, CMP, CMM (MPI Sacramento/Sierra Nevada Chapter), Bobrow Associates Inc.

What are you most looking forward to in 2022?

"Getting back to business and seeing all the authentically amazing women of our community at industry shows throughout the year!" - Angie Ahrens, CMM, CMP (MPI Georgia Chapter), director of events, MRI Software

"I am looking forward to the possibility that in 2022 we can get back to the business of business in greater numbers." - MaryAnne P. Bobrow, CAE, CMP, CMM (MPI Sacramento/Sierra Nevada Chapter), Bobrow Associates Inc.

"The creative energy of being together. As an association professional, very few of our events returned to in-person before 2022 and both we (as planners) and our association members are craving that spirit of community that only comes from live events!" - Molly C. Marsh, CMP (MPI Kentucky Bluegrass Chapter), director of Education & Events, AMR Management Services

https://www.mpi.org/blog/article/'the-industry-needs-us-as-much-as-we-need-it'

To lean on your peers, share your own unique challenges and learn ongoing best practices, stop by the dedicated MPI Women Community today!

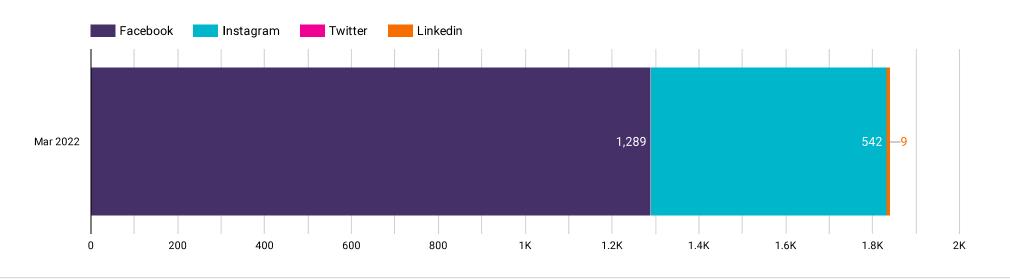
Author



Michael Pinchera

Michael Pinchera is an award-winning writer and editor for *The Meeting Professional* as well as a speaker, technologist and contributor to business, academic and pop culture publications since 1997. Read more of his work at www.whatmemeworry.com.

Additional Social Media Followers

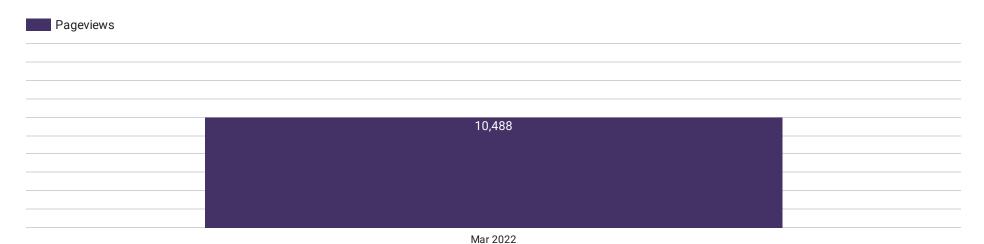


Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	93,269	11,139	5,759	799	110,966
CC	12,890	2,256	2,466	396	18,008
Grand Total	106,159	13,395	8,225	1,195	128,974

Blog Performance Overview

Blog Pageviews



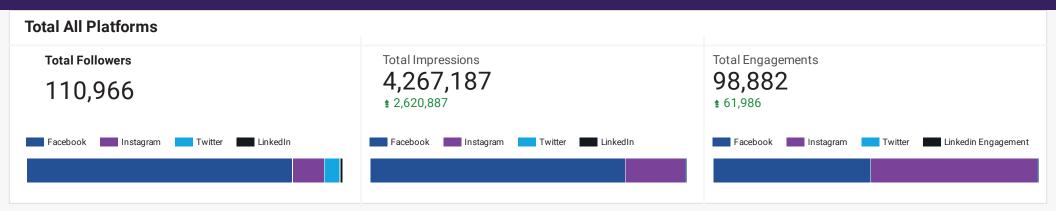
Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/what-you-need-to-know-about-the-clubcorp-classic/	1,637	1,460	00:13:43	17.23%
2.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	586	507	00:07:10	18.34%
3.	/blog/list/post/where-to-get-your-game-on-in-irving/	487	455	00:14:05	14.16%
4.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	412	362	00:07:18	14.29%
5.	/blog/list/post/spring-break-foodie-fun-in-irving/	412	361	00:06:50	15.07%
6.	/blog/list/post/uniquely-irving-argentina-bakery/	282	260	00:06:43	6.75%
7.	/blog/list/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	252	220	00:09:04	11.66%
8.	/blog/list/post/uniquely-irving-mr-max-izakaya-restaurant/	251	232	00:10:37	15.57%
9.	/blog/list/post/best-places-to-dine-with-a-view-in-irving/	244	222	00:08:48	12.17%
10.	/blog/list/post/uniquely-irving-peak-restaurant-and-bar/	210	203	00:05:49	19.86%

Social Media Overview

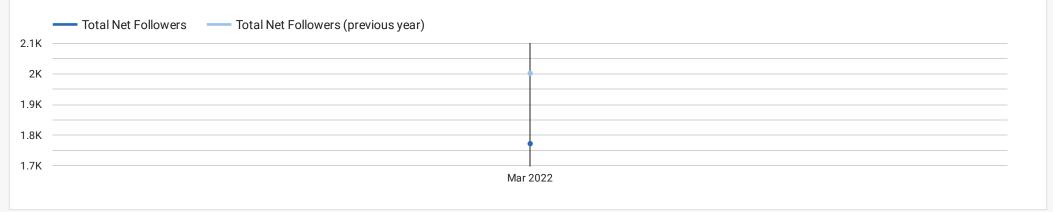
Organization: CVB (1) -

Mar 1, 2022 - Mar 31, 2022



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	93,269	93,269 🛊	11,139	11,139 🛊	5,759	-	799	799 🛊
Impressions	3,452,714	1,611,040 🛊	810,202	3,797 🛊	4,011	-1,412 🖡	260	185 🛊
Engagements	48,017	19,492 🛊	50,752	6,220 🛊	93	-43 🖡	20	18 🛊
Net Followers	1,263	97 🛊	504	141 🛊	11	-	5	1 🛊

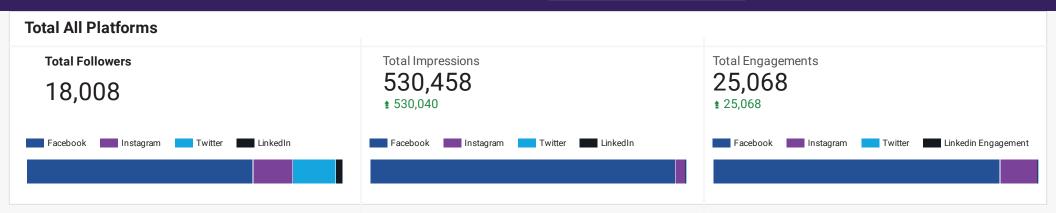


Social Media Overview

Organization: CC

(1) 🕶

Mar 1, 2022 - Mar 31, 2022



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	12,890	12,890 🛊	2,256	2,256 🛊	2,466	-	396	396 🛊
Impressions	512,003	-188,793 ₹	18,257	1,525 🛊	198	-74 ₹	0	0
Engagements	22,116	-11,606 	2,944	388 🛊	8	2 🛊	0	0
Net Followers	26	9 🛊	38	13 🛊	6	-	4	2 🛊
Net Followers Total Net Followers				13 🛊	6	-	4	2 🛊
Total Net Followers				13 🛊	6	-	4	2 🛊



DATE: April 20, 2022

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration **RE:** STR and AirDNA Data Reports – March Data

STR

Irving's hotel occupancy rate for March was 71.0%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 20.7%, while Texas figures increased 6.0% and the US figures increased 17.9% for the month. Demand for the current period increased 21.7%, and YTD has increased 32.7% over last year, while STR data reflects a 20.7% increase for the current period and a 33.0% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$110.73, up 20.7% in March compared to last year, leaving Irving's YTD average daily rate at \$106.44, up 42.1% over last year.

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

<u>AirDNA</u>

For the month of March, there were 433 available listings in Irving which was a 5.3% decrease in listings over last year's figure of 457. The average daily rate for March was \$220.94, which was an increase of 15.97% over last year, with an occupancy percentage of 59.8%, which was a decrease of 0.03% compared to last year.

For the hotel comparable subset, the average daily rate for March was \$93.70, an increase of 20.01% from last year, with occupancy at 58.9%, an increase of 4.25% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: March 2022

		Current Month - March 2022 vs March 2021														Y	ear to Date - I	March 2022	vs Marc	h 2021				
	Осс	%	AD	R	RevPA	.R		Percen	t Change f	from March	2021		Occ	%	AD	R	RevPA	AR		Percen	t Change	from YT	D 2021	
							_												_			Room		Room
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR		Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold
United States	64.0	54.3	146.61	106.65	93.82	57.87	17.9	37.5	62.1	68.0	3.6	22.2	56.2	46.2	137.13	99.73	77.06	46.07	21.6	37.5	67.2	73.8	3.9	26.4
Texas	67.8	63.9	118.40	87.56	80.24	55.99	6.0	35.2	43.3	45.7	1.7	7.7	59.7	52.7	107.64	81.07	64.22	42.76	13.1	32.8	50.2	52.9	1.8	15.2
Atlanta, GA	68.1	59.2	115.41	86.86	78.65	51.46	15.0	32.9	52.8	58.3	3.6	19.1	60.2	52.2	109.88	82.75	66.12	43.15	15.4	32.8	53.2	59.1	3.8	19.8
Arlington, TX	72.2	71.3	98.42	81.54	71.06	58.14	1.3	20.7	22.2	22.4	0.1	1.4	64.6	57.8	97.72	75.16	63.09	43.41	11.8	30.0	45.3	45.4	0.0	11.8
Charlotte, NC	66.3	51.7	113.09	81.70	74.97	42.23	28.3	38.4	77.5	83.6	3.4	32.6	57.1	44.4	106.49	79.34	60.85	35.25	28.6	34.2	72.6	79.8	4.2	34.0
Fort Worth, TX+	70.6	66.1	122.38	87.26	86.37	57.65	6.8	40.2	49.8	54.5	3.1	10.1	64.9	55.6	117.78	82.32	76.44	45.76	16.8	43.1	67.1	74.7	4.6	22.1
Frisco, TX+	66.4	57.0	142.46	107.47	94.52	61.29	16.3	32.6	54.2	54.2	0.0	16.3	55.8	44.5	137.70	103.73	76.79	46.19	25.2	32.7	66.3	69.7	2.1	27.9
Grapevine, TX+	78.2	51.5	210.66	183.73	164.77	94.59	51.9	14.7	74.2	79.9	3.3	56.9	64.6	38.8	190.88	160.23	123.35	62.12	66.7	19.1	98.6	105.1	3.3	72.1
Irving, TX+	71.0	58.8	110.73	78.84	78.63	46.38	20.7	40.4	69.5	78.0	5.0	26.7	63.1	47.5	106.44	74.89	67.21	35.55	33.0	42.1	89.1	93.4	2.3	36.0
Nashville, TN	72.7	51.0	166.11	100.28	120.70	51.11	42.6	65.7	136.2	148.5	5.2	50.0	59.5	41.2	149.55	92.98	88.95	38.33	44.3	60.8	132.0	144.2	5.2	51.8
Phoenix, AZ	81.9	70.5	224.69	149.95	184.11	105.79	16.1	49.8	74.0	79.5	3.1	19.8	73.8	59.1	197.88	127.07	146.01	75.14	24.8	55.7	94.3	101.0	3.4	29.0
San Jose, CA+	60.9	41.1	130.45	99.85	79.45	41.06	48.1	30.6	93.5	85.8	-4.0	42.2	53.1	35.5	124.43	98.34	66.09	34.93	49.5	26.5	89.2	82.6	-3.5	44.3

					Compe	titive Set Co	omparison .							
		Actua	l Figures							t of Change Last Year				
	С	urrent Mont	th		Year-To-Da	ate		C	urrent Mo	nth	Year-To-Date			
	occ	ADR	RvPAR	осс	CC ADR RV			occ	ADR	RvPAR	осс	ADR	RvPAR	
US Texas	69.6 65.7	143.30 105.97	99.71 69.67	56.2 59.2	117.11 92.24	65.77 54.60	US Texas	47.7 49.7	40.2 38.6	107.0 107.5	28.6 30.3	8.6 6.3	39.6 38.4	
Irving	65.6	98.71	64.73	56.2	87.07	48.95	Irving	91.6	37.5	163.4	31.3	-7.6	21.3	
Best USA	Grpvine 78.7	Grpvine 210.08	Grpvine 165.27	Arlngtn 64.9	Grpvine 179.71	Grpvine 94.20	Best USA	Grpvine 145.5	Nshvlle 69.0	Nshvlle 227.7	Frisco 43.4	Arlngtn 13.8	Arlngtn 42.5	
Best Texas	Grpvine 78.7	Grpvine 210.08	Grpvine 165.27	Arlngtn 64.9	Grpvine 179.71	Grpvine 94.20	Best Texas	Grpvine 145.5	Arlngtn 51.9	Grpvine 189.4	Frisco 43.4	Arlngtn 13.8	Arlngtn 42.5	
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix		SanJose	SanJose	SanJose		
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6	
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving	
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3	

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: March 2022

		Current Month - March 2022 vs March 2021														Year to Date - March 2022 vs March 2021										
	Осс	%	AD	R	RevP	AR		Percent	Change fr	om Marc	h 2021		Occ	%	AD	R	RevP	AR		Percei	nt Change fro	om YTD 2	2021			
										Room	Room	Room										Room		Room		
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold		
Irving, TX+	71.0	58.8	110.73	78.84	78.63	46.38	20.7	40.4	69.5	78.0	5.0	26.7	63.1	47.5	106.44	74.89	67.21	35.55	33.0	42.1	89.1	93.4	2.3	36.0		
Luxury/Full Service Irving+	68.0	44.7	153.47	111.20	104.32	49.67	52.2	38.0	110.0	134.2	11.5	69.7	58.6	34.2	148.26	107.14	86.91	36.63	71.5	38.4	137.3	146.3	3.8	78.0		
All Suite/Extended Stay Irving+	74.3	71.8	90.73	69.12	67.38	49.62	3.5	31.3	35.8	35.8	0.0	3.5	66.9	58.9	88.19	65.59	59.00	38.63	13.6	34.5	52.7	52.7	0.0	13.6		
Limited Service Irving+	77.3	65.9	102.46	73.45	79.21	48.40	17.3	39.5	63.7	74.2	6.5	24.9	68.4	54.5	99.67	69.24	68.13	37.73	25.4	43.9	80.6	92.3	6.5	33.6		
Budget Irving+	67.2	59.2	63.43	56.70	42.65	33.57	13.6	11.9	27.1	26.8	-0.2	13.4	62.1	50.5	61.91	53.16	38.42	26.86	22.8	16.5	43.1	42.8	-0.2	22.6		
Las Colinas+	67.3	52.5	128.00	86.70	86.16	45.48	28.3	47.6	89.5	89.5	0.0	28.3	58.5	42.9	122.08	81.49	71.38	34.96	36.3	49.8	104.2	104.2	0.0	36.3		
DFW North+	76.7	64.0	106.27	73.64	81.53	47.13	19.9	44.3	73.0	103.7	17.7	41.1	69.7	49.5	102.17	71.07	71.26	35.16	41.0	43.8	102.7	118.0	7.6	51.6		
DFW South+	70.0	63.3	91.53	74.26	64.03	46.99	10.5	23.3	36.3	36.2	-0.0	10.5	62.5	52.1	90.11	70.67	56.34	36.85	19.9	27.5	52.9	52.9	-0.0	19.9		
Full Service Las Colinas+	61.8	32.7	191.74	144.60	118.46	47.31	88.8	32.6	150.4	150.4	0.0	88.8	50.4	24.8	187.17	142.40	94.34	35.38	102.9	31.4	166.6	166.6	0.0	102.9		
Limited Service Las Colinas+	71.5	67.3	86.55	65.52	61.85	44.09	6.2	32.1	40.3	40.3	0.0	6.2	64.5	56.5	83.84	61.34	54.10	34.64	14.3	36.7	56.2	56.2	0.0	14.3		
Full Service DFW North+	72.9		137.12		99.98								66.6	32.8	132.18	96.69	88.01	31.75	102.8	36.7	177.2	212.5	12.7	128.6		
Limited Service DFW North+	79.2	71.9	88.00	65.87	69.67	47.38	10.1	33.6	47.1	53.6	4.5	15.0	71.8	59.4	84.27	62.62	60.49	37.19	20.9	34.6	62.6	69.9	4.5	26.3		
Full Service DFW South+																										
Limited Service DFW South+	68.3	61.2	83.34	69.18	56.94	42.34	11.6	20.5	34.5	34.4	-0.0	11.6	61.8	50.5	82.13	65.37	50.76	33.01	22.4	25.6	53.8	53.7	-0.0	22.3		

AirBNB Data	Occ	: %	ΑĽ)R	Revi	PAR		Percen	t Change	from Pri	or Year		Oce	c %	ΑI	R	Rev	PAR	F	Percent	Change fror	n Prior \	ear YTI)
										Room	Room	Room										Room	Room	Room
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	Rev PAR	Rev	Avail	Sold
Entire Place	59.8	59.8	220.94	190.52	132.07	113.92	-0.03	15.97	15.93	44.7	30.1	28.5	54.6	52.86	220.11	174.31	120.25	92.15	3.34	26.28	30.50	66.4	41.9	38.4
Hotel Comparable	58.9	62.45	93.70	106.55	55.14	66.54	4.25	20.01	25.11	51.0	20.7	25.8	52.8	65.07	90.38	104.44	47.75	67.96	11.35	20.02	33.64	44.7	8.2	20.5

Available Listings	2022	2021	% Chg
Entire Place	276	273	1.1
Private Room	109	145	(24.8)
Shared Room	48	39	23.1
Total Available Listings	433	457	(5.3)

		Partici	pation	
	Prop	erties	Roc	oms
	Census	Sample	Census	Sample
Irving, TX+	87	76	12845	11321
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	30	3594	3391
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2434	1713
Las Colinas+	31	30	5262	4926
DFW North+	26	25	4060	3964
DFW South+	30	21	3523	2431
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	22	21	2471	2375
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2467	1975
ICC Comp Set No Boutiques+				

Irving, Texas Room Demand Source: Smith Travel Research

		2021			2022			ed Demand er prior year	-	rted Change rior year
	Осс %	Current Month Demand	Year To Date Demand	Осс %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	37.6	149,888	149,888	54.0	213,194	213,194	42.2%	42.2%	42.5%	42.5%
February	46.2	166,232	316,120	64.5	232,046	445,240	39.6%	40.8%	40.7%	41.7%
March	58.3	232,397	548,517	71.0	282,761	728,001	21.7%	32.7%	20.7%	33.0%
April	58.0	223,663	772,180							
May	62.1	245,810	1,017,990							
June	64.8	248,066	1,266,056							
July	65.6	259,433	1,525,489							
August	59.6	235,957	1,761,446							
September	59.7	230,535	1,991,981							
October	66.2	266,062	2,258,043							
November	64.1	244,834	2,502,877							
December	55.6	219,242	2,722,119							

Irving, Texas & United States Comparison

March 2022

Irving		A.D	.R.			OCCUF	PANCY			Rev	/PAR	
living	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	99.60	45.4%	99.60	45.4%	54.0%	42.5%	54.0%	42.5%	53.82	107.1%	53.82	107.1%
FEBRUARY	107.53	42.7%	103.66	43.8%	64.5%	40.7%	59.1%	41.7%	69.37	100.7%	61.29	103.8%
MAR	110.73	40.4%	106.44	42.1%	71.0%	20.7%	63.1%	33.0%	78.63	69.5%	67.21	89.1%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling a	verages:	ADR	100.51	37.1%	00	ccupancy	62.1%	61.8%		RevPAR	62.42	121.9%

Texas		A.D).R.			OCCU	PANCY			Rev	/PAR	
Texas	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	96.11	29.9%	96.11	29.9%	51.3%	19.2%	51.3%	19.2%	49.33	54.8%	49.33	54.8%
FEBRUARY	104.86	33.4%	100.65	31.8%	60.0%	17.6%	55.4%	18.3%	62.95	56.8%	55.80	55.9%
MAR	118.40	35.2%	107.64	32.8%	67.8%	6.0%	59.7%	13.1%	80.24	43.3%	64.22	50.2%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

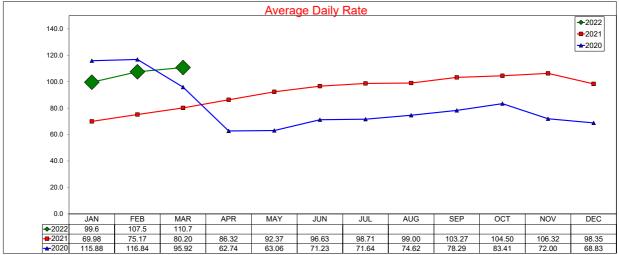
USA		A.D	.R.			OCCUF	PANCY			Rev	/PAR	
UUA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.51	36.0%	123.51	36.0%	47.8%	22.4%	47.8%	22.4%	58.98	66.4%	58.98	66.4%
FEBRUARY	137.39	38.7%	130.80	37.6%	56.9%	26.0%	52.1%	24.2%	78.24	74.8%	68.15	70.9%
MAR	146.61	37.5%	137.13	37.5%	64.0%	17.9%	56.2%	21.6%	93.82	62.1%	77.06	67.2%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

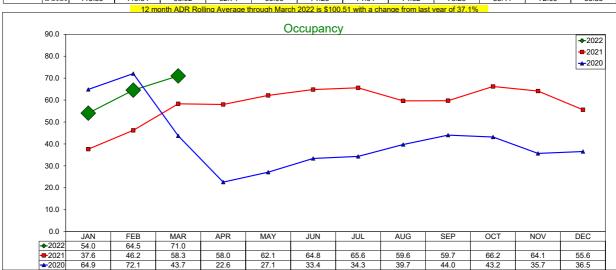
Note: The "Change %" column refers to the change from the prior year's figure.

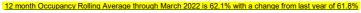
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

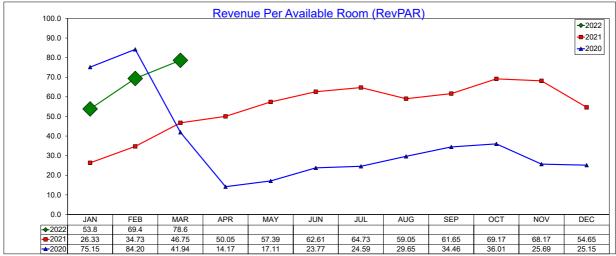
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

March 2022









Monthly & YTD AirDNA Data

March 2022

Entire Place		A.D	.R.			OCCUF	PANCY			Revl	PAR	
Little Flace	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	212.65	39.8%	212.65	39.8%	49.2%	6.0%	49.2%	6.0%	104.71	48.2%	104.71	48.2%
FEBRUARY	227.23	27.6%	219.59	34.7%	54.9%	4.0%	51.8%	5.9%	124.81	32.6%	113.72	42.6%
MAR	220.94	16.0%	220.11	26.3%	59.8%	0.0%	54.6%	3.3%	132.07	15.9%	120.25	30.5%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

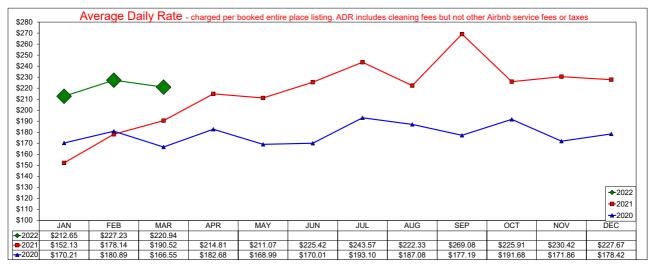
Hotel		A.D	.R.			OCCUF	PANCY			Revl	PAR	
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.37	25.6%	102.37	25.6%	55.2%	19.6%	55.2%	19.6%	56.53	50.2%	56.53	50.2%
FEBRUARY	109.56	12.8%	105.73	19.8%	59.6%	8.7%	57.2%	15.4%	65.32	22.6%	60.48	38.3%
MAR	112.45	20.0%	108.48	20.0%	61.4%	4.2%	58.8%	11.4%	68.99	25.1%	63.82	33.6%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

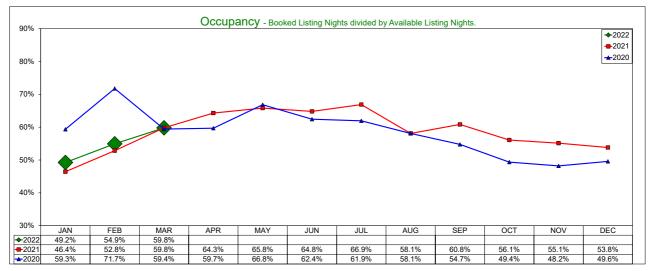
Note: The "Change %" column refers to the change from the prior year's figure.

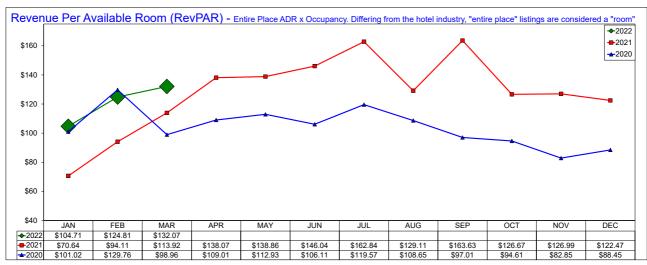
AirDNA - Entire Place

March 2022

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



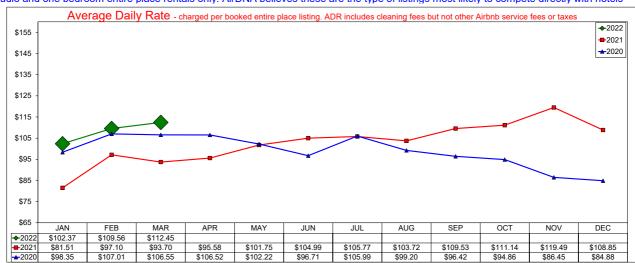


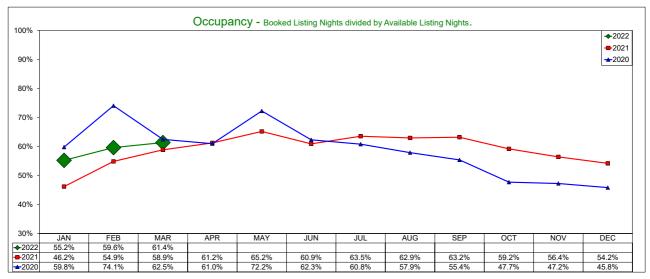


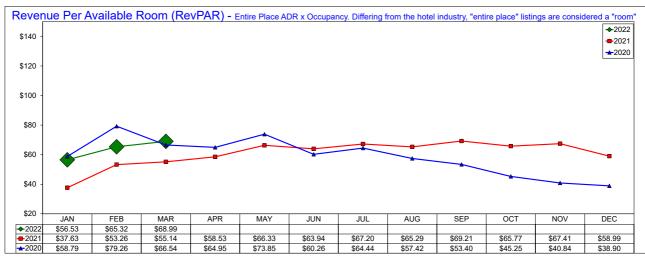
AirDNA - Hotel Comparable Subset

March 2022

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







2022 - 2021 - 2020 COMPARISON Occupancy/ADR/RevPAR

Month		Occ %			ADR			RevPAF	3
WOILLI	2022	2021	2020	2022	2021	2020	2022	2021	2020
January	54.00	37.62	64.85	99.60	69.98	115.88	53.82	26.33	75.15
February	64.50	46.20	72.06	107.53	75.17	116.84	69.37	34.73	84.20
March	71.00	58.30	43.72	110.73	80.20	95.92	78.63	46.75	41.94
April		58.00	22.59		86.32	62.74		50.05	14.17
May		62.10	27.10		92.37	63.06		57.39	17.11
June		65.60	33.37		98.71	71.23		64.73	23.77
July		65.60	34.32		98.71	71.64		64.73	24.59
August		59.60	39.74		99.00	74.62		59.05	29.65
September		59.60	44.01		103.46	78.29		61.66	34.46
October		66.20	43.17		104.50	83.41		69.17	36.01
November		64.10	35.68		106.32	72.00		68.17	25.69
December		55.60	36.54		98.35	68.83		54.65	25.15

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, APRIL 25, 2022

CONVENTION CENTER MANAGEMENT REPORTS





March 21, 2022

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Matt Tungett, ASM Global Director of Sales

SUBJECT: Monthly Financial & Sales Report – February 2022

Convention Center	Current	Current	Prior Year	Year to Date	Year to Date	Prior YTD
	Actual	Budget	Actual	Actual	Budget	Actual
Direct Event Income Ancillary Income	67,132	78,225	89,989	355,594	328,086	229,826
	196,686	217,524	55,008	1,050,659	831,141	132,895
Total Event Income Other Income	263,818	295,749	144,997	1,406,253	1,159,227	362,721
	48,876	66,421	41,150	242,082	332,105	128,448
Adjusted Gross Income Indirect Expenses	312,694	362,170	186,147	1,648,335	1,491,332	491,169
Net Income (Loss)	(468,744)	(496,280)	(348,353)	(2,423,081)	(2,461,516)	(1,817,790)
	(156,050)	(134,110)	(162,206)	(774,746)	(970,184)	(1,326,621)

- Total direct event income consisted of rental and service revenue from the seventeen revenue-producing events we had for the month: State of the City, Board & Commissions Dinner, Sneaker Exit, Herbalife Conference, FPA, Texas Tech, two Texas Radiology events, Vistage, two TEXO events, FOCUS Conference, Grocer's Supply, Comerica, Spirit Network, Express Cheer, and Las Colinas Women's Assocation.
- There were four groups whose business we lost which would have generated an additional \$183,680.
- Other operating income includes February's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$27,536.
- Overall, the ICC was over budget by \$21,940.

ASM Catering	Current	Current	Prior Year	Year to	Year to	Prior YTD
	Actual	Budget	Actual	Date	Date	Actual
				Actual	Budget	
Total Revenue	260,872	318,080	68,396	1,288,167	1,058,615	143,062
Net Income/(Loss)	143,660	194,780	42,966	732,642	648,657	86,476
Net Income/(Loss) %	55.07%	61.24%	62.82%	56.87%	61.27%	60.45%

ICC by the Numbers

To date
79
Current Year
17 Prior Year

VISITORS	
This month	To date
14,578 Current Year	49,974 Current Year
Current Year	Current Year
4,815	13,023
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		
This month	To date	
1,910	14,154	
Current Year	Current Year	
178	5,306	
Prior Year	Prior Year	

SURVEY RESULTS		
Returned	Score	
1	100%	
This Month	Current Month	
9	97.8%	
Year to Date	Year to Date	

EXECUTED AGREEMENTS	
This month	To date
17	101
Current Year	Current Year
14	45
Prior Year	Prior Year

Target Industry Bookings

WI Core Market National Relationship Meeting – March 2022 Future Com – June 2022 TechMedia – December 2022

March and April at a Glance

February 27 – March 1 Southern Baptists of Texas
 March 3-5 North Texas Teen Book Festival

• March 7-13 Graphics Pro Expo

• March 18-20 Great American Franchise Expo

March 20 Sneaker Travelers Expo

March 24-26
 FIRST in Texas

March 26-30
 WI Core Market National Relationship Meeting

April 1-3 Express Cheer

April 8-12 TASC Annual Conference

April 18-19 Regional Hispanic Contractors Assn. Expo
 April 20-24 Trampoline and Tumbling 2022 Elite Challenge

April 22 Irving PD BanquetApril 25 DFWAE A-Days

• April 25-26 Breakfast with the Stars

cc: Tom Meehan, General Manager, ASM Global



April 14, 2022

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Matt Tungett, ASM Global Director of Sales

SUBJECT: Monthly Financial & Sales Report – March 2022

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	124,237	150,369	70,994	479,829	478,455	300,820
Ancillary Income	317,883	145,191	67,011	1,368,542	976,332	199,906
Total Event Income	442,120	295,560	138,005	1,848,371	1,454,787	500,726
Other Income	70,848	66,421	29,661	312,930	398,526	158,109
Adjusted Gross Income	512,968	361,981	167,666	2,161,301	1,853,313	658,835
Indirect Expenses	(495,649)	(484,918)	(339,803)	(2,918,724)	(2,946,434)	(2,157,594)
Net Income (Loss)	17,319	(122,937)	(172,137)	(757,423)	(1,093,121)	(1,498,759)

- Total direct event income consisted of rental and service revenue from the sixteen revenue-producing events we had for the month: Decatur HS Prom, Century 21 Banquet, IISD Luncheon, Teen Book Festival, Great American Franchise Expo, Quinceañera Expo, Sneaker Travelers Expo, SBTC, JPAR Convention, FIRST in Texas, Japan-American Society, Escalent, Graphics Pro Expo, and High-Spirited Citizens Luncheon.
- Other operating income includes March's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$10,731 due to additional repairs going on throughout the entire building.
- Overall, the ICC was under budget by \$140,256.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	374,189	165,540	36,715	1,662,354	1,224,155	179,776
Net Income/(Loss)	233,529	103,260	27,207	966,171	751,917	113,682
Net Income/(Loss) %	62.41%	62.38%	74.10%	58.12%	61.42%	63.24%

ICC by the Numbers

EVENTS	
This month	To date
16	96
Current Year	Current Year
6 Prior Year	23 Prior Year
	ino icai

VISITORS	
This month	To date
17,365 Current Year	67,339 Current Year
	40000
5,180	18,203
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		
This month	To date	
297	14,451	
Current Year	Current Year	
178 Prior Year	6,364 Prior Year	

SURVEY RESULTS	
Returned	Score
1	100%
This Month	Current Month
9	97.8%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
16	117
Current Year	Current Year
8 Prior Year	53 Prior Year

Target Industry Bookings

All Industry Days 2022 IIAD – November 2022

April and May at a Glance

• April 1-3 Express Cheer

April 8-12 TASC Annual Conference

April 18-19 Regional Hispanic Contractors Assn. Expo
 April 20-24 Trampoline and Tumbling 2022 Elite Challenge

April 22 Irving PD BanquetApril 25 DFWAE A-Days

• April 25-26 Breakfast with the Stars

May 2-3 DFW Minority Suppliers Showcase

May 7 Sneaker Exit

May 10 Irving ISD Salute to Services

May 10-11 Innotech Dallas

May 15-18 TEXSOM International Wine Awards
 May 27-24 Texas Society of CPAs Meeting

• May 25-26 Elevate IT

cc: Tom Meehan, General Manager, ASM Global

			April 2022			
Sunday	M on day	Tuesday	Wedn es day	Thursday	Friday	Saturday
27	28	29	30	31	1	2
WI Core Market National Re 1514-65-65-21823 Fidelity Investments Definite 19 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Kim Ates (Event Manager)					Express Cheer 1514-65-65-17955 Express Cheer De finite 17 Rooms De bbie Roberts (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)	
	Escalent 1514-65-65-22880 Escalent Definite 4 Rooms Cheryl Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Morgan Caron (Event Manager)					Maliyil Wedding 1514-65-65-19810 Malyil Wedding Definite 3 Rooms Katherine Dipietro (ICVB Sales M Collista Cooper (ASM Sales Manag Kayla Perez (Event Manager)
Je re my - 000	Auto Research group	Auto Research group	Auto Research group	Auto Research group	■ Kim-000	№ Kim-000
3	4	5	6	7	8	9
Express Cheer 1514-65-65-17955 Express Cheer Definite 17 Rooms Debbie Roberts (ICVB Sales Man Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)		ICVB Committee Meeti 1514-65-65-21407 ICVB De finite 1st Floor Boardroom Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)	Camden Awards Lunch 1514-65-65-19967 Camde n Definite 4 Rooms Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)	Medical City Health LDI 1514-65-65-19714 Medical City Health Definite 4 Rooms Cheryl Hopkins (ICVB Sales Mana Collista Cooper (ASM Sales Manage Josette Madden (Event Manager)	TASC Annual Conference 1514-65-65-9506 Texas Association of Student Councils Definite 12 Rooms Katherine Dipietro (ICVB Sales Manage Casey Villase rior (ASM Sales Manager) Morgan Caron (Event Manager)	7)
Josette-000					Kayla 000	Kayla 000
10	11	12	13	14	15	16
TASC Annual Conference 1514-65-65-9506 Texas Association of Student Councils Definite 25 Rooms Katherine Dipietro (ICVB Sales Manager) Gasey Villase for (ASM Sales Manager) Morgan Caron (Event Manager)	d)		2022 Spring Special Ed 1514-65-65-21343 E d311 Definite 3 Rooms Ale ese McMahen (ASM Sales Man Kayla Perez (Event Manager)			
■ Kayla 000		Wo men's Business Cou 1514-65-65-16611 Women's Business Council Southw Definite 8 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase ror (ASM Sales Mana Josette Madden (Event Manager)		Lvl 3 Brdrm-Strate gic Franchis ing		

4/20/2022

	April 2022							
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturda		
17 Easter	18	19	20	21	22	23		
	Regional Hispanic Contract 1514-65-65-22399 Regional Hispanic Contractors Associatio Definite 5 Rooms Lori Mansell (I CVB Sales Manager) Casey Villase ror (ASM Sales Manager) Kim Ates (Event Manager)		Trampoline & Tumbling 20 1514-65-65-16486 USA Gymastics Definite 6 Rooms Debbie Roberts (ICVB Sales Manage Aleese McMahen (ASM Sales Manage Josette Madden (Event Manager)	r)				
	Community Event 1514-65-65-23521 City of Irving Definite 2 Rooms Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)		QuikTrip Spring Meeting 1514-65-65-21695 QuikTrip Definite 2 Rooms Cheryl H opkins (ICVB Sales Mana Case y Villas e ñor (ASM Sales Mana Morgan Caron (Event Manager)	Jose-Thomas Wedding 1514-65-65-23617 1Judith Jose Definite - Internal Kitchen Aleese McMahen (ASM Sales Man Kim Ates (Event Manager)	Irving PD Banquet 1514-65-65-20287 City of Irving Police Department Definite 2 Rooms Collista Cooper (ASM Sales Manag Kim Ates (Event Manager)			
			TRAPS Meeting 1514-65-65-23551 Texas Recreation & Parks Society Definite Boardroom Diana Robles (Event Manager)					

4/20/2022 2/3

	April 2022						
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday	
24	25	26	27	28	29	30	
Trampoline & Tumblin 1514-65-66-16486 USA Gymnastics De finite 4 Rooms De bbie Roberts (ICVB Sales Man Aleese McMahen (ASM Sales Man Josette Madden (Event Manager)	DFWAE A-Days 1514-65-65-19392 DFWAE Definite 10 Rooms Lori Mansell (I CVB Sales Manager) Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)		IES 2022 Quality Summit 1514-65-65-20929 Integrative Emergency Service's Definite 4 Rooms Cheryl Hopkins (ICVB Sale's Manage'r) Collista Coope'r (ASM Sale's Manage'r) Josette Madden (Event Manage'r)		Frito Lay Employee Cel 1514-65-65-23522 Frito Lay De firite 2 Rooms Che ryl H opkins (ICVB Sales Mana Collista Cooper (ASM Sales Manag Morgan Caron (Event Manager)		
	Breakfast with the Stars 22-04-470-554581 Inving Schools Foundation Definite 4 Rooms Katherine Dipietro (ICVB Sales Manager) Morgan Caron (Event Manager)	1)	Texas School of Profe 1514-65-65-23809 Texas School of Professional Pho Definite Exhibit Hall Prefunction (all) Casey Villase for (ASM Sales Mana Kayla Perez (Event Manager)		Girls Inc. Bold Dreams 1514-65-65-22182 Girls Inc of Metropolitan Dallas Definite 3 Rooms Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)		
		USA Triathlon All-City 1514-65-65-23682 USA Triathlon of Colorado De finite Jr. Ballroom - A De bbie Roberts (ICVB Sales Man Casey Villase ror (ASM Sales Mana Kim Ates (Event Manager)	DFW Mino rity Supplier 1514-65-65-23587 Dallas/Fort Worth Minority Supplie Definite - Internal Kitchen Aleese McMailen (ASM Sales Man Kim Ates (Event Manager)		Legacy Dance Championshi 1514-65-65-18527 Legacy Dance Championship De finite 5 Rooms Debbie Roberts (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Josette Madden (Event Manager)		
	Bleacher Repairs 1514-65-65-22592 Irving Convention Center Tentative 1 - Blackout Exhibition Hall A					USA Triathlon of Colo 1514-65-65-22847 USA Triathlon of Colorado Definite Meeting Rm 7 Debbie Roberts (ICVB Sales Man Casey Villase for (ASM Sales Mana Kim Ates (Event Manager)	

4/20/2022 3/3

			May 2022			
Sunday	M on day	Tu es day	Wedn es day	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Legacy Dance Championshi 1514-65-65-18527 Legacy Dance Championship Definite 4 Rooms Debbie Roberts (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Josette Madden (Event Manager)			Neighborly 1514-65-65-21218 Neighborly Definite 8 Rooms Cheryl Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Morgan Caron (Event Manager)			Sneaker Exit 1514-65-65-22339 The Sneaker Exit Definite 4 Rooms Kathe rine Dipietro (ICVB Sales M Case y Villase fior (ASM Sales Mana Josette Madden (Event Manager)
	DFW Mino rity Supplier Show 22:05-470-556767 Dallas/Fort Worth Minority Supplier Dev Definite 14 Rooms Lori Mansell (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Kim Ates (Event Manager)	e lopme nt Council				Coppell High School B 1514-65-65-9283 Coppell High School De finite 2 Rooms Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)
8 Mother's Day	9	10	11	12	13	14
Coppell High School B 1514-65-65-9283 Coppell High School De finite 2 Rooms Aleese McMahen (ASM Sales Man Kayla Perez (Event Manager)		Innotech Dallas 22-04-470-552670 Techstrong Group Definite 17 Rooms Kelly Roche (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Morgan Caron (Event Manager)		Mid Cities Women's Cli 1514-65-65-23554 Mid Cities Women's Clinic Definite - Internal Kitchen Collista Cooper (ASM Sales Manag Kim Ates (Event Manager)		University of Dallas Gr 1514-65-65-19426 University of Dallas Definite 4 Rooms Kathe rine Dipie tro (ICVB Sales M Casey Villase rior (ASM Sales Mana Kayla Perez (Event Manager)
		Irving ISD Salute to Se 1514-65-65-21471 Irving Independent School District De finite 2 Rooms Katherine Dipietro (I CVB Sales M Collista Cooper (ASM Sales Manag Josette Madden (Event Manager)				Irving High School Prom 1514-65-65-21156 Irving is d Definite 2 Rooms Kathe rine Dipie tro (ICVB Sales M Collista Cooper (ASM Sales Manag Morgan Caron (Event Manager)
		ICVB Committee Meeti 1514-65-65-21439 ICVB De firite 1st Floor Boardroom Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)				MySquarefeet India Pr 1514-65-65-21088 Mysquarefeet India Pvt. Ltd Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag

4/20/2022

			May 2022			
Sunday	M on day	Tu es day	Wedn es day	Thursday	Friday	Saturday
15	16	17	18	19	20	21
2022 TEXSO M Internation of 1514-65-65-21152 Wine Comp, LLC dba TEXSOM Awards De finite 12 Rooms Lori Mansell (ICVB Sales Manager) Matt Tungett (ASM Sales Manager) Kayla Perez (Event Manager)	al Wine Awards			AARC Workshop 1514-65-65-22944 Ame rican Association for Respiratory Ca Definite 3 Rooms Lori Mansell (ICVB Sales Manager) Casey Villase rior (ASM Sales Manager)	re	
University of Dallas Gr 1514-65-65-19426 University of Dallas Definite 4 Rooms Katherine Dipietro (ICVB Sales M Casey Villase for (ASM Sales Mana Kayla Perez (Event Manager)	Urban Land Institute 1514-65-65-22369 Urban Land Institute Definite 7 Rooms Cheryl Hopkins (ICVB Sales Manager) Casey Villase for (ASM Sales Manager) Kim Ates (Event Manager)			7x24 Exchange Lone S 1514-65-65-20738 7x24 Exchange Lone Star Chapter De finite 3 Rooms Cheryl Hopkins (I CVB Sales Mana Casey Villase for (ASM Sales Mana Josette Madden (Event Manager)	IEC Graduation 1514-65-65-23136 Inde pendent Electrical Contractors Definite 2 Rooms Katherine Dipietro (ICVB Sales M Collista Cooper (ASM Sales Manag Kim Ates (Event Manager)	Arling ton HS Prom 1514-65-65-19489 Arlington H igh School De finite 3 Rooms Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)
MySquarefeet India Pr 1514-65-65-21088 Mysquarefeet India Pvt. Ltd Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag		Triathlon Celebration 1514-65-65-23583 ICVB De finite 1st Floor Boardroom Collista Cooper (ASM Sales Manag Diana Robles (Event Manager)		Art of Living Meditati 1514-65-65-23808 Art of Living Tentative 1 Exhibit Hall B (all) Collista Cooper (ASM Sales Manag		
22	23	24	25	26	27	28
AARC Workshop 1514-65-65-22944 American Association for Respirato Definite Jr. Ballroom - D Lori Mansell (ICVB Sales Manager) Casey Villase nor (ASM Sales Mana	Texas Society of CPAs Meet 1514-65-65-20383 Texas Society for CPAs, CPE Foundatio Definite 6 Rooms Lori Marsell (I CVB Sales Manager) Casey Villase ror (ASM Sales Manager) Morgan Caron (Event Manager)		Elevate IT 1514-65-65-19844 Elevate Events LLC Definite 3 Rooms Aleese McMahen (ASM Sales Manager) Kayla Perez (Event Manager)		Universal Academy Gra 1514-65-65-22719 Universal Academy Definite 2 Rooms Katherine Dipietro (ICVB Sales M Casey Villase ñor (ASM Sales Mana Josette Madden (Event Manager)	Jose - Thomas Wedding 1514-65-65-20032 Judith Jose Definite 3 Rooms Aleese McMahen (ASM Sales Man Kim Ates (Event Manager)
	1514-65-65-21216 ICVB De finite Jr. Ballroom - C+D Maura Gast (ICVB Sale s Manage r)	Capital Group Program 1514-65-65-23647 Capital Group Tentative 1 2 Rooms Cheryl Hopkins (ICVB Sales Mana Casey Villase ñor (ASM Sales Mana	Irving City Council Retreat 1514-65-65-23520 City of Irving Tentative 1 2 Rooms			
29	30 Me morial Day	31	1	2	3	4
Jose - Thomas Wedding 1514-65-65-20032 Judith Jose De firite 2 Rooms Aleese McMahen (ASM Sales Man Kim Ates (Event Manager)			A-Kon 2022 1514-65-65-18271 A-KON, LLC Definite 10 Rooms Debbie Roberts (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Kayla Perez (Event Manager)			

4/20/2022

June 2022							
Sunday	M on day	Tuesday	Wedn es day	Thursday	Friday	Saturday	
29	30 Me morial Day	31	1	2	3	4	
Jose - Thomas Wedding 1514-65-65-20032 Judith Jose De finite 2 Rooms Aleese McMahen (ASM Sales Man Kim Ates (Event Manager)			A-Kon 2022 1514-65-65-18271 A-KON, LLC De finite 10 Rooms Debbie Roberts (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Kayla Perez (Event Manager)				
5	6	7	8	9	10	11	
A-Kon 2022 1514-65-65-18271 A-KON, LLC De firite 10 Rooms De bbie Roberts (ICVB Sales Manager) Collist a Cooper (ASM Sales Manager) Kayla Perez (Event Manager)		Future Com 22-05-470-556738 Future Com De finite 6 Rooms Che ryl H opkins (I CVB Sales Manager) Aleese McMahen (ASM Sales Manager) Kim Ates (Event Manager)		Texas Cornhole League Ser 1514-65-65-20160 Texas Cornhole League Definite 6 Rooms Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)			
					Josette 000		

4/20/2022 1/3

	June 2022							
Sunday	M on day	Tu⇔day	Wedn es day	Thursday	Friday	Saturday		
12	13	14 Flag Day (USA)	15	16	17	18		
Texas Cornhole Leagu 1514-65-65-20160 Texas Comhole League De finite 4 Rooms Aleese McMahen (ASM Sales Man Morgan Caron (Event Manager)								
TASBO Summer Conference 22-06-470-601399 Texas Association of School Business Off Definite 4 Rooms Kathe rine Dipie tro (ICVB Sales Manager) Casey Villaseñor (ASM Sales Manager) Morgan Caron (Event Manager)								
			Escalent Auto Research 1514-65-65-22914 Escale nt Definite 3 Rooms Cheryl Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Josette Madden (Event Manager)					
				AFP 2022 DFW Philanthropy 1514-65-65-16255 Association of Fundraising Professionals Definite 13 Rooms Lori Mansell (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Kayla Perez (Event Manager)				
					Mujer Expo 2022 1514-65-65-21505 Mujer Vision I migrante I nc Definite Exhibit Hall B (all) Collista Cooper (ASM Sales Manager) Josette Madden (Event Manager)			
						Texas USAG Annual Aw 1514-65-65-21151 Texas USA Gymnastics Definite 2 Rooms Casey Villase for (ASM Sales Mana. Kim Ates (Event Manager)		

4/20/2022 2/3

	June 2022								
Sunday	Monday	Tu es day	Wedn es day	Thursday	Friday	Saturday			
19 Father's Day, June teenth	20	21	22	23	24	25			
Escalent Auto Research 1514-65-65-22914 Escale nt De finite 3 Rooms Cheryl Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager) Josette Madden (Event Manager)									
Mujer Expo 2022 1514-65-65-21505 Mujer Vision I migrante I nc De finite Exhibit Hall B (all) Collista Cooper (ASM Sales Manag Josette Madden (Event Manager)	Learning Forward Texas 20: 22-06-470-553559 Learning Forward Texas Definite 16 Rooms Kathe rine Dipietro (ICVB Sales Manager Collista Cooper (ASM Sales Manager) Kayla Perez (Event Manager)								
			Steubenville Lone Star 202: 22-06-470-556916 Conference Direct Definite 23 Rooms Katherine Dipietro (ICVB Sales Manager Matt Tungett (ASM Sales Manager) Kayla Perez (Event Manager)						
			Josette 000	Josette 000	Josette 000	Josette 000			
26	27	28	29	30	1	2			
Steubenville Lone Star 22-06-470-556916 Conference Direct De finite 23 Rooms Katherine Dipietro (I CVB Sales M Matt Tungett (ASM Sales Manager) Kayla Perez (Event Manager)	Pri-Med Irving Regional CN 22-05-470-556623 DBC Pri-Med, LLC Definite 6 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)			Leadership Summit 1514-65-65-23103 North Texas Commission Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag					
Josette 000	Josette 000	Josette 000							

4/20/2022 3/3

			July 2022			
Sunday	M on day	Tu⇔day	Wedn es day	Thursday	Friday	Saturday
26	27	28	29	30	1	2
Steubenville Lone Star 22-06-470-556916 Corfe rence Direct Definite 23 Rooms Kathe rine Dipie tro (ICVB Sales M Matt Tungett (ASM Sales Manager) Kayla Perez (Event Manager)	Pri-Med Irving Regional CN 22-05-470-556623 DBC Pri-Med, LLC Definite 6 Rooms Cheryl Hopkins (ICVB Sales Manager) Aleese McMahen (ASM Sales Manager) Morgan Caron (Event Manager)			Leadership Summit 1514-65-65-23103 North Texas Commission Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag		
Josette 000	Josette 000	Josette 000				
3	4 Independence Day	5	6	7	8	9
10	11	12	13	14	15	16
Building Professional Insti 22-05-470-578459 Texas Municipal League De finite 18 Rooms Aleese McMahen (ASM Sales Manager) Josette Madden (Event Manager)		ICVB Committee Meeti 1514-65-65-21158			Leadership Summit 1514-65-65-23103 NorthTexas Commission Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag	
		ICVB De finite Ist Floor Boardroom Diana Robles (Event Manager)				
BPI2 1514-65-65-20387 Texas Municipal League Tentative 2 Level 4 Aleese McMahen (ASM Sales Manager)						
Kicks Up Front 1514-65-65-23200 Kicks Up Front Tentative 1 2 Rooms Collista Cooper (ASM Sales Manag			Kayla 000	Kayla 000	■ Kayla 000	№ Kayla 000
17	18	19	20	21	22	23
Trial Advo cacy College of T 1514-65-65-20035 Texas Trial Lawyers Association De firite 12 Rooms Lori Manse II (I CVB Sales Manager) Casey Villaseñor (ASM Sales Manager) Kim Ates (Event Manager)	exas			The Line Haul Summit 1514-65-65-20544 Line haul Summit, LLC De finite 12 Rooms Che ryl H opkins (ICVB Sales Manager) Casey Villase for (ASM Sales Manager) Josette Madden (Event Manager)		

4/20/2022

	July 2022						
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday	
24	25	26	27	28	29	30	
	ICVB Board of Directo 1514-65-65-21217 ICVB Definite Jr. Ballroom - C+D Maura Gast (ICVB Sales Manager) Matt Tungett (ASM Sales Manager) Diana Robles (Event Manager)	Solution Tree 2022 Team Ir 1514-65-65-20127 Solution Tree De finite 11 Rooms Cheryl Hopkins (ICVB Sales Manager) Casey Villase ñor (ASM Sales Manager) Morgan Caron (Event Manager)	nstitutes				
					UMANT Meeting 1514-65-65-23616 Urban Management Assistants of Prospect Meeting Rm 5		
31	1	2	3	4	5	6	
	Irving ISD 22-08-470-548744 Irving Inde pendent School District Definite 18 Rooms Katherine Dipietro (ICVB Sales Manager) Josette Madden (Event Manager)	1)					
					Legacy Star Leadership 1514-65-65-22946 Legacy Star Leadership Tentative 1 2 Rooms Cheryl Hopkins (ICVB Sales Manager) Collista Cooper (ASM Sales Manager)		
						George - Matthew Wed 1514-65-65-22337 Bloss om George Tentative 1 3 Rooms Aleese McMahen (ASM Sales Man.	

4/20/2022

 From:
 AJ Alkesh Jariwala

 To:
 Maura Gast

 Cc:
 Julia Kang

Subject: Recent Events & Conferences at Irving Convention Center

Date: Monday, April 11, 2022 1:50:55 PM

You don't often get email from aj_jariwala@outlook.com. <u>Learn why this is important</u>

Hi Maura,

My wife and I own the TCBY Frozen Yogurt shop at the Toyota Music Factory and I got your contact information from Julie Kang. I wanted to reach out to commend you and your team on a great job in getting the recent conferences that have been held at the Irving Convention Center. The Cheer Competition that was held two weeks ago and this past weekend's conference of High School Student Councils has brought a lot of business to us and the rest of the tenants at TMF....so much so that I even heard that Girmaildi's ran out of pizza dough yesterday, while we ran out through a month's worth of waffle cones over these past two weekends! This has truly been a godsend after the horrible 2 years we've all had due to the pandemic and I wanted to thank you and again commend you for doing such a great job in getting these events and conferences at the convention center!

Thank you!

AJ & Tina Jariwala

TCBY Frozen Yogurt @ the Toyota Music Factory.

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, APRIL 25, 2022

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GET INVOLVED

CHAMBER NEWS

Janie Perelman Elected Chairwoman of the Board for the Greater Irving-Las Colinas Chamber of Commerce

Published: 04 April 2022

Janie Perelman has been elected FY2022-2023 Chairwoman of the Board of Directors for the Greater Irving-Las Colinas Chamber of Commerce (Chamber). Ms. Perelman will assume the leadership role in October of this year. The Chamber, the first 5-Star accredited Chamber in Texas, represents 2,000 member-investors and more than 220,000 employees.



Ms. Perelman is Vice President and Assistant General Counsel at Michaels Stores, Inc. In this role, she heads the labor and employment law, litigation and general liability areas. Michaels Stores' Support Center is located in Irving-Las Colinas and has been a Chamber member for more than a decade. Prior to Michaels, Ms. Perelman was Senior Vice President, Deputy General Counsel and Assistant Secretary for Guaranty Financial Group Inc./Guaranty Bank; Associate General Counsel for Zale Corporation; and Associate General Counsel and VP Human Resources for Kitty Hawk, Inc.

"Janie has been actively engaged in the Chamber and the Irving-Las Colinas community for many years. She currently serves on

the Chamber's Board of Directors, Executive Committee and in the key role of Vice Chair of the

Strategic Visioning Committee," said John Nicks, 2021-2022 Chairman of the Board of Directors of the Chamber. "She is not only a highly respected leader in the business community but also an Irving-Las Colinas resident who volunteers time advocating for thoughtful planning and economic growth. Janie will be an excellent Chairwoman of the Chamber."

"I'm honored by the opportunity and by the support of the Chamber's Board of Directors for electing me to this esteemed leadership role," said Ms. Perelman. "I see the support the Chamber provides to businesses of all sizes. The Chamber's significant economic development successes allow for business-industry to grow, create jobs and ultimately provide a high quality of life for its workforce and our community. I look forward to working alongside the Chamber's team of professionals and the Board of Directors as we complete our final year of our strategic vision Powering Progress."

As Chairwoman of the Chamber, Ms. Perelman will provide leadership and support for the Chamber ensuring a mission-driven focus on economic development and growth, advocacy, small business success and promotion of its 2,000 member-investors.





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CHAMBER NEWS

Dilweg acquires Royal Tech Business Park in Las Colinas

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IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, APRIL 25, 2022

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



Maura Gast

From:

Texas Hotel & Lodging Association <jbragiel@texaslodging.com>

Sent:

Monday, April 4, 2022 2:37 PM

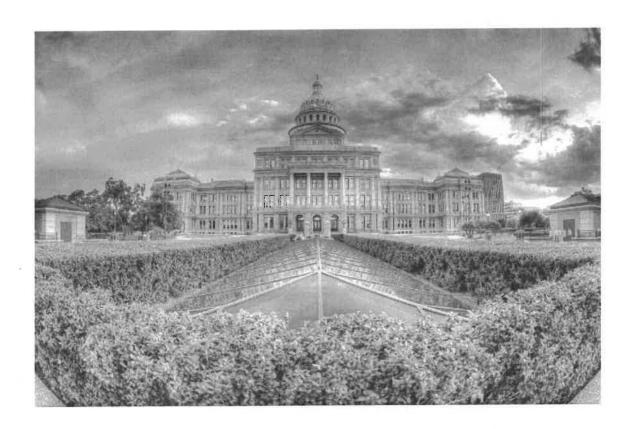
To:

Maura Gast

Subject:

Hotel taxes part of Senate interim charges





Legislative update from THLA

April 4, 2022

Dear Texas Destination Marketing Organization Partner:

This morning, Lt. Governor Dan Patrick released interim charges to the Texas Senate. Interim charges are subject matters that Senate committees are asked to study and produce reports on prior to the next regular legislative session. Oftentimes, the Legislature will hold hearings on the interim charges, in addition to gathering information from affected stakeholders. The information gathered during the interim charge process may affect how legislative committees handle issues in the following regular legislative sessions.

One current interim charge before the Senate Committee on Natural Resources and Economic Development directly impacts the Texas hotel and tourism industry as the charge is related to local hotel occupancy taxes. That charge is as follows:

"Hotel Occupancy Taxes: Study the collection and use of hotel occupancy taxes. Evaluate and make recommendations related to the effectiveness, costs of rebates, incentives, and other taxes applied to qualified hotel and convention center projects. Investigate and determine whether the creation of a standard Hotel Occupancy Tax legislative template is feasible, and whether it would enable the legislature to more efficiently evaluate proposed Hotel Occupancy Tax bills during the legislative session."

We note that each of the three sentences in the charge potentially pertains to a different sub-topic of local hotel occupancy taxes.

"Study the collection and use of hotel occupancy taxes."

We anticipate the Committee may consider how local hotel occupancy taxes are collected, and the Committee could possibly consider whether the Legislature should centralize the collection of local hotel occupancy taxes via the Texas Comptroller (as the State currently does with sales taxes). Centralized hotel tax collection would also likely include the collection of hotel occupancy taxes from short-term rentals booked via short-term rental listing platforms such as Airbnb and VRBO.

We will be visiting with the Committee staff to determine exactly what issues the Chairman is interested in exploring with regard to the collection of local hotel taxes and we will be back in touch with the DMO community for their thoughts and input.

"Evaluate and make recommendations related to the effectiveness, costs of rebates, incentives, and other taxes applied to qualified hotel and convention center projects."

Qualified hotel projects (QHPs) are city-owned hotel projects that utilize a particular economic development tool to incentive the project's viability. Currently, 52 Texas cities have legislative authority to engage in the development of a QHP.

A city with a QHP receives state hotel tax and state sales tax rebates from the operation of the QHP for ten years following the opening of the project.

Every legislative session, there are efforts to expand the QHP legislation to give additional cities legislative authority to develop a QHP to obtain state hotel tax

and state sales tax rebates. Additionally, there are sometimes legislative efforts to expand or constrict the state law governing QHPs.

We anticipate the Senate Committee will evaluate the overall effectiveness of the QHP legislation and the economic impact of the QHP program to the State of Texas and the various communities with a QHP. The Committee will also likely review whether there should be a model method of evaluating whether new cities should be given legislative authority to engage in the development of a QHP. We are prepared to address each of the issues pertaining to QHPs, and we have done so in prior legislative sessions.

We will be in touch with the DMO community for their thoughts and input on potential changes to the QHP program.

"Investigate and determine whether the creation of a standard Hotel Occupancy Tax legislative template is feasible, and whether it would enable the legislature to more efficiently evaluate proposed Hotel Occupancy Tax bills during the legislative session."

Every legislative session, many local hotel tax bills are filed that eventually find their way before the Senate Committee on Natural Resources and Economic Development. Some hotel tax bills would allow specific counties to levy a new local hotel tax, while other bills would expand or restrict how a city or county can use its existing local hotel tax revenue.

THLA evaluates each filed bill, determines the bill's impact on the hotel industry, DMOs, and the greater tourism industry, and then develops a strategy on how to work with the bill's proponents to ensure all of these interests will be positively affected by the legislation. For example, we ensure a new use of

hotel tax revenue is directly related to hotel and tourism activity, and that the new usage has a minimum return-on-investment threshold. If a new use of hotel tax revenue is proposed, we also ask the legislation include a provision that mandates the percentage of hotel tax revenue allocated to the DMO in the future cannot be reduced below the average percentage allocated to the DMO for the prior three-year period. For any proposed new use of local hotel tax revenue, THLA solicits feedback from the DMO community.

The interim charge asks the Senate Committee to determine whether future local hotel tax bills can be standardized, and whether a model local hotel tax bill template could be created to streamline the legislative process. We will work with the Senate Committee to this end, and we will ensure the hotel industry, DMOs, and the broader tourism industry's interests are considered and incorporated into the Committee's final recommendation.

We will work with you to solicit your feedback on this interim charge and potential model local hotel tax legislation. We will also engage TACVB and the Texas Travel Alliance (TTA) for potential feedback they may have.

We encourage you to take a moment to review the interim charge above and the information we provided about the three topics within that charge. We are working with TACVB to schedule a virtual meeting for DMOs to provide feedback.

The Committee has not released a hearing timeline, but we have started working on this issue immediately.

Please do not hesitate to contact us if you have any questions.

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The Energy Price Threats to Hotel Demand

During periods of elevated energy prices concerns about leisure and business travel stagnation become real. Travel requiring overnight accommodations is highly and predominantly discretionary. Leisure travel expenditures give way to necessities when energy prices spike.

March 31, 2022

Jack Corgel



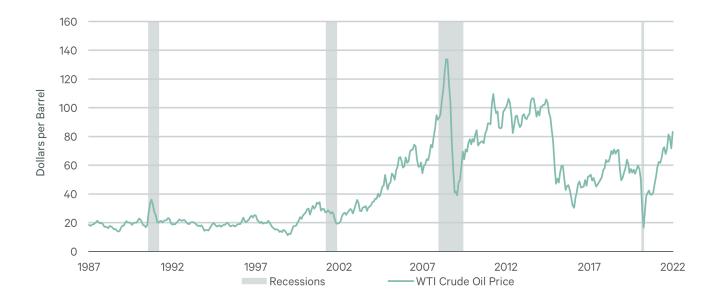






"The price at which demand destruction kicks in can be fiendishly difficult to estimate." Morgan Stanley

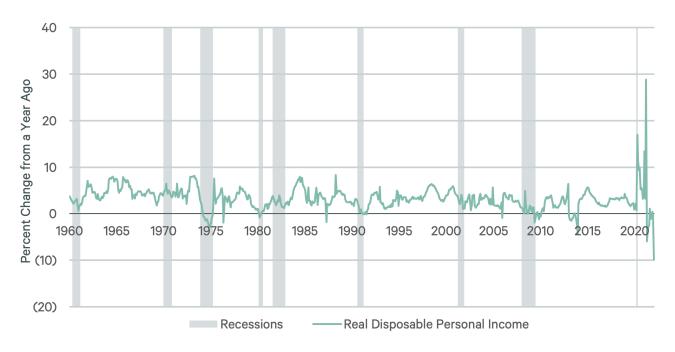
As sudden as the appearance of a late afternoon thunderstorm, rising energy prices became a credible threat again to future travel and hotel demand in the U.S. Figure 1 shows that the daily price of West Texas Intermediate (WTI) oil elevated to nearly \$140/barrel during the 2008-'09 recessionary period, flirted with \$120/barrel in the post-recession period last decade, and recently climbed to comparable levels. The charts for regular gas prices and jet fuel look similar even with the lag between changes in the prices of crude oil and refined products.



Source: CBRE Hotels Research, U.S. Energy Administration

During periods of elevated energy prices concerns about leisure and business travel stagnation become real. Travel requiring overnight accommodations is highly and predominantly discretionary. Leisure travel expenditures give way to necessities when energy prices spike. Figure 2 indicates that disposable income began to revert in late 2021 following historic increases due to fiscal stimulus. Leisure travelers will lose confidence should the reversion overshoot the mean. Recent advancements in telecommunications technology make the already weak business travel more substitutable than ever.

FIGURE 2: Monthly Year-Over-Year Percent Changes in U.S. Disposable Income, 1960 Through January 2022



Source: CBRE Hotels Research, U.S. Bureau of Economic Analysis

Like Malcolm Gladwell's tipping point there might be a 'moment of critical mass' when energy prices rise to a level at which travel becomes costly enough to begin destructing hotel demand. The term 'demand destruction' recently entered the business news vernacular in reference to the energy price spike. The term refers to a permanent change in consumer behavior.

Should the recent trend of escalating oil and gas prices continue, economists at CBRE Hotels Research will launch empirical studies detailing how oil prices will influence future U.S. hotel performance. But for now, advanced planning by hotel owners and management may benefit from incorporating what was learned during historical periods of high prices about the relationships between oil/gasoline price and hotel demand.

Two Channels of Possible Pain

One obvious path to travel impairment mapped to high oil prices comes from elevated air fares as airlines attempt to pass on increases in fuel costs. The price elasticity of air travel is a complicated topic in that the magnitude depends on many factors such as purpose of trip, profile of traveler, distance traveled, and even short-run versus long-run sensitivities. Further complications arise from modeling variable lag times linking oil prices, refined jet fuel prices, and air fare effects. Air travel was found to be elastic and sometimes inelastic, but generally a statistically significant negative number (See Brons, et. al., 2002 for a review)[1]. Similarly, the percent change in auto travel relative to the percent change in gasoline tends to be inelastic again based on idiosyncratic factors and also statistically significant (See Graham and Glaister, 2002 for a review).[2]

The second path detrimental to travel is economic recession triggered by high energy prices. Significant downturns in the national and local economies that negatively affect hotel revenues in the past have been tied, albeit indirectly, to high energy prices. The precise connection between recessions and energy price shocks is another complicated topic. Hundreds of studies address this subject. Here are a couple of highlights:

- Some but not all recessions are preceded by energy price spikes. One (2008-2009) of the past two recessions as shown in Figure 1 followed from continuous prior annual increased oil prices. Research findings confirm that these run-ups are associated with recessions along with other factors (see L. Killian, 2008 and L. Kilian and R. J. Vigfusson 2014).
- Recessions (e.g., 1981-'82) often follow sharply higher energy prices (e.g., 1979), but major economic expansions do not usually follow sharply lower energy prices (e.g., 1986).

Direct Effects of Energy Prices on Hotel Demand: What Do We Know?

An exhaustive search for research related to the correlation in high energy prices and hotel demand resulted in finding only one published study this century. This paper by Canina et. al. (2003) reports an industry-wide elasticity of -1.74 indicating that if there is a 1 percent annual increase in the price of gas then a 1.74 percent annual decline in the number of rooms sold (i.e., demand) results. Ignoring the drawbacks of this study, one of which is that it uses data from just 12 annual periods, reasonable explanations for this elastic finding using data for all hotels come when the authors disaggregate the hotel market into locations and chain scales.

Specifically, the sensitivity was found to be pronounced for hotels in suburban and highway locations and the two lower end chain scales – economy and midscale. These hotels constitute the majority of traditional lodging establishments in the U.S. The energy price elasticities for urban and the higher end of the chain scale spectrum were less than 1.0 (i.e., inelastic).

Energy Price-Associated Recessions and Hotel Demand: What Do We Know?

This literature search also generated only one related study. In 2010 hotel and short-term rental professional Jamie Lane and I (Corgel and Lane, 2011) ran three Moody's Analytics oil price-based economic scenarios through the hotel market forecasting models operated by the predecessor to CBRE Hotels Research. Returning to Exhibit 1, oil prices were on a steady rise again (i.e., following a steep decline in 2009) toward \$100/barrel in 2010 giving justification for Moody's to create baseline macroeconomic scenarios with a \$98/barrel oil price, a \$125/barrel scenario, and a mild recession scenario at \$150/barrel.

The focus of our analysis was revenue per available room (RevPAR) growth. With the baseline scenario, RevPAR continued a path of slow and steady growth through 2013. For both the \$125/barrel and \$150/barrel scenarios, RevPAR growth initially declined by about one-third. All hotels' RevPAR growth declined to almost zero by 2012 using the \$150/barrel scenario. The disaggregate forecasting for locations using the \$150/barrel scenario inputs found that RevPAR growth for suburban and interstate hotels declined by about 50 percent from the current forecast published at that time, but resort hotels would experience RevPAR growth of approximately one-quarter of the projected growth. Our result for resorts contrasts with Canina et. al. (2003) who found a non-negative sensitivity to gas price shocks for resorts.

Observations

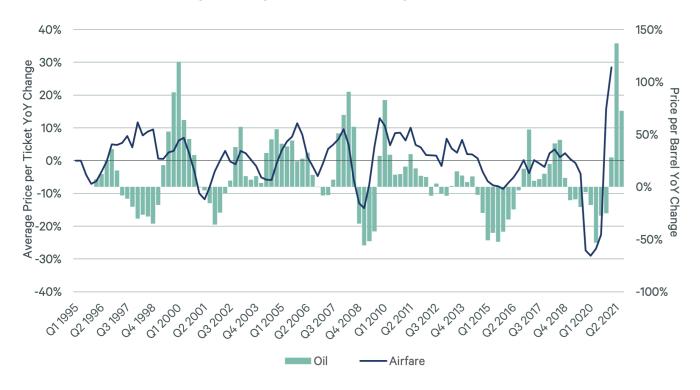
Three observations emerge. I hesitate to label them conclusions given the thin set of findings now available about the relationships between energy price shocks, travel, and hotel financial performance in the U.S.

First, travel and hotel demand growth will sustain (recover) at the current pace if oil prices remain below \$125/barrel and gasoline prices remain below about \$4.50/gallon. At oil price levels above \$120/barrel, 'consumer destruction' sets in according to the president and CEO of an energy company recently interviewed on a financial network. It coincides with the Moody's \$125/barrel scenario.

Second, the U.S. paid accommodations market is populated with many different hotels and short-term rental options. Aggregation bias across locations and chain scales is a research concern. Each type of accommodation has different sensitivities to energy price shocks. The overnight accommodations demand mix between leisure, business, and group decidedly shifted to leisure and away from business and group during the pandemic period. Changes in telecommunications technology may result in some variation of this demand mix shift continuing. Similar to different locations and chain scales, these demand segments have different sensitivities to the two travel costs related to gas and jet fuel price generated air fare increases.

Third, consideration of lags is important for estimating the effects of energy price spikes on travel demand. Consumers selecting air travel respond to changes in airfares, not directly to changes in either oil prices or jet fuel. Figure 3 presents data on the lag between airfares and oil prices. A relatively strong correlation exists between oil price changes three months prior to air fare increases and declines.

FIGURE 3: With a 3 month lag the change in Airfare and change in Oil are 60% correlated



*Crude Oil Prices: West Texas Intermediate (WTI) - Cushing, Oklahoma, Dollars per Barrel, Monthly, Not Seasonally Adjusted

Source: CBRE Hotels Research, US Energy Information Administration, Bureau of Transportation Statistics

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- [1] For those without an economics background this price elasticity number = % change in trips divided by % change in price. Price 'elastic' means the calculated result is > 1 and 'inelastic' < 1.
- [2] Note these reviews were prepared early in this century. Studies since that time tend to be targeted at specific conditions in various countries and in different market settings. Recent findings coincide with the earlier reviews.

* * *

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Contact Jack Corgel at Jack. Corgel@cbre.com for questions and discussion.

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Economist Adam Sacks Details Factors at Play for US Hotel Industry Recovery

Average Daily Rate Expected To Fully Recover This Summer



Adam Sacks, president of Tourism Economics, speaks on the main stage at the Hunter Hotel Investment Conference in Atlanta on March 22, 2022. (Stephanie Ricca)

By Dana Miller

Hotel News Now

March 30, 2022 | 7:52 AM

ATLANTA — Leisure travelers are now more willing to taking trips "by a long shot," according to Tourism Economics President Adam Sacks.

During the "Navigating the Perilous Road to Recovery" general session at the Hunter Hotel Investment Conference, Sacks said when the omicron variant of COVID-19 emerged, there was a dip in air travel, but it was smaller in comparison to when the delta variant hit just a few months before.

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The highest volume of air travel relative to 2019 occurred during the first three weeks of March 2022, he said.

Recent data from STR, CoStar's hospitality analytics firm, showed weekly U.S. hotel industry average daily rate above 2019 levels, while occupancy was about 10% below the comparable week of 2019.

"I'm not overly concerned about the difference ... look how far we've come from March of 2021; occupancy rates were down 20% [relative to 2019], so we are on our way," Sacks said. "Even despite worries, the traveler is more and more ready to go than they have been since all this started."

What Will Drive US Economic Recovery?

Sacks said the strength of the economy will continue to be a driving force for the lodging market.

That's not to say some consumers aren't worried, but those concerns are mostly offset by a strong overall jobs market and healthy household balance sheets.

"Above expectations, 678,000 jobs [were] added in the month of February. At this point, we are just 2 million jobs shy of where we were before this pandemic. Keep in mind, we lost 22 million jobs in the spring of 2020 and we're now 2 million off that mark," he said.

Combined household wealth in the U.S. has totaled to \$130 trillion over the past two years, Sacks said. Additionally, household spending is shifting away from goods to services.

"That is where we see the growth moving forward," he said, adding retail sales are now 25% ahead of pre-COVID-19 levels.

It's reasonable to expect that growth will slow down over the next 18 months. After strong GDP growth of 5.7% in 2021, Sacks anticipates that will fall to 3.4% this year. GDP growth is expected to further contract in 2023 to 2.1%.

What Could Impede US Hotel Recovery?

Sacks said potential speed bumps for the industry's recovery could include another uptick in COVID-19 cases, the war in Ukraine, labor constraints and runaway inflation.

He said inflation might be the No. 1 concern for the next few months, but it's expected to taper off at the end of 2022.

In terms of labor, the leisure and hospitality segment has a job openings rate of 10%.

"For every 10 jobs that exist in leisure and hospitality, there's a job opening," he said. "Right now, hotel employment in the U.S. is 20% below where it was pre-pandemic, so this is an acute issue."

The question moving forward is what "the baseline operating approach" will be for the hotel industry, Sacks said. Not only is staffing availability low in some markets, the quit rate in leisure and hospitality jobs is more than double what it is for the rest of the U.S. economy.

Sacks said it's not surprising that wages are rising, especially in low-income categories, and while that's not a bad thing, this does have an effect on the cost and operational structure for the hospitality industry.

Current Outlook

Though multiple headwinds are at play, they aren't enough to derail the progress that's been made, Sacks said. Surveys show that intentions to travel for leisure trips remain high, and improvement in corporate and group travel is ahead.

Public hotel brand stocks, specifically Hilton and Marriott International, have been beating video communication software company Zoom's stock price since February 2020, relative to 2019, he said.

Room demand in the fourth quarter of 2021 was just 4% shy of 2019 levels. Tourism Economics predicts that hotel room demand in the second quarter of 2022 will surpass prepandemic levels, Sacks said.

Average daily rate is expected to fully recover this summer on a quarterly basis. Recent weekly data shows ADR above 2019 levels.

"Revenue managers have done an incredibly good job during this downturn," he said. "We've never before seen a situation where rate is recovering before demand."

Sacks said against the consumer price index, ADR has actually lagged.

"Rate, while it has preformed extraordinarily well compared to what we have seen in other downturns, remains behind the overall inflation market," he said, adding real inflation adjusted rate in 2024 will still lag 2019 levels.

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THE FUTURE OF COMMUNITY DESIGN

Communities' Underinvested, Underappreciated Economic Engine: Music

It's a fast-growing, multibillion-dollar industry that provides lots of jobs and consists mostly of small businesses. But it's poorly understood by economic developers.

OPINION | April 14, 2022 • Shain Shapiro, Center for Music Ecosystems



An artist's rendering of a concert being held at Huntsville, Ala.'s Orion Ampitheater, which is scheduled to open in May; the city invested more than \$40 million in the venue as part of music-focused economic development plan. (City of Huntsville)

One thing that brings us together is music. It is one of the only things in our lives that we don't need to live but can't live without. Whether it is attending a concert

or festival, listening to the radio in the car, watching a show on Netflix, or attending a sports event, music is there.

With music, however, what is most important to us is what we hear — the song, the concert, how it made the movie more suspenseful — and not the process of creating it. In enjoying or absorbing the music, we ignore the infrastructure, be it physical or human, that is required to ensure that the music reaches our ears. Instruments had to be made, the venue had to be built, those involved required education to learn to play or produce, T-shirts and album sleeves had to be designed, and so on. These are not just actions; these are jobs.

Yet this disconnect is about much more than ignoring the process while enjoying the end result, and this is not specific to music. Few of us understand how planes fly, but we are happy to get on them. Same goes for food production. But when it comes to aviation, agribusiness or just about any other industry, communities all over the United States compete for factories, production facilities and entrepreneurs. This is, for the most part, not the case with music. In fact, music is often conspicuously absent in workforce development policy, because most policymakers lack an understanding of how the music ecosystem works.

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Music is a complex, multifaceted business. There is no singular point of sale nor single path of production, dissemination or consumption. Most of the jobs in the music economy are behind the scenes — production, logistics, hospitality and the like, and music is not, exclusively, a business of manufacturing. One song could be owned by dozens of people, creating complicated revenue streams and arrangements. Moreover, much of the growth of the sector is through streaming, not physical reproduction. That makes it hard to see.

As a result, traditional economic development strategies lack a thorough understanding of the business and how to attract it. Many communities invest in a single venue, such as a concert hall, or something ephemeral, such as a festival, but few understand basic data about their sector — where it is, how much it is

worth, how it complements the wider economy. And while festivals are welcome, if there are no music education programs in the adjacent public school, the disconnect is made worse. No artist is born famous, and everyone comes from somewhere.

When one thinks of a city that markets itself as a "music city," it is one that deliberately and intentionally uses music to promote itself, attract jobs or celebrate heritage. One would tend to think of Nashville, which owns the trademark "Nashville Music City," or New Orleans, or Austin. But music is everywhere. And it is one of America's fastest-growing industries. In 2021, the global recorded-music market grew by 18.4 percent, to \$26.4 billion. Ticket sales are projected to exceed pre-pandemic levels this year, and over \$5 billion has been invested in music copyrights, prompting them to be seen as "a red-hot asset class." Globally, music revenue is expected to grow to \$131 billion by 2030, according to Goldman Sachs. Music instrument sales are at an all-time high. Still, as a workforce to be developed, it is remarkably absent across America.

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This is changing. In some places, music as a job creator, talent attractor and retainer is being taken far more seriously. There are a number of reasons for this. For one thing, the ability to work from anywhere creates an opportunity for far more communities to attract a creative workforce, and a thriving music and cultural offer is one requirement for communities aiming to attract companies and jobs. Huntsville, Ala., for example, has embarked on a music and economic development plan, which has led to the creation of a city-funded "music officer" position, the appointment of a music advisory board with the same civic impact as any other economic development board, and the investment of over \$40 million in a new amphitheater due to open on May 13. In Fort Worth, Texas, music has become embedded in a push to more strongly link workforce development — particularly young entrepreneurs — and tourism, so much so that a music office has been funded through the city's convention and visitors bureau. In Indiana, Greater Fort Wayne Inc., the region's economic development engine, has listed making Fort Wayne a "Music City" as one of its strategic

priorities.

This is also impacting how cities and states deploy American Rescue Plan Act funding. Music — and the wider creative economy — meets a number of ARPA objectives. The vast majority of the music sector consists of small businesses, employing fewer than 10 people, and is active across lower-income and disadvantaged communities. As a result, many places have used ARPA funding to recognize the importance of music as a driver of economic development. Tulsa, Okla., created Play Tulsa Music, to retain talent and invest in local performances. Delaware has granted \$1 million in ARPA funds to the Delaware Arts Alliance to support its work across music and the creative economy. Battle Creek, Mich., has committed \$347,000 from its ARPA allocation to a music-led Cultural Council.

But these are exceptions, rather than the norm. Most investment directed to music, arts and culture is still provided as in the form of grants and directed to nonprofit associations. Music, as a workforce, remains undervalued, underinvested and poorly understood. Few economic developers are exploring, in a deliberate and intentional way, how music can improve their communities and create jobs. This is despite the fact that the music industry is growing faster than most other sectors and its output is one that all of us, no matter who we are, consume all the time. The time is right for a change. And it sounds good.

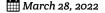
Shain Shapiro is the founder and executive director of the Center For Music Ecosystems, a global nonprofit dedicated to enhancing the economic role of music in communities, registered in Alabama and Estonia. He is also the founder and chair of Sound Diplomacy, which advises on growing music, culture, leisure and hospitality in communities.

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2022 Hunter Conference Takeaways





🛗 March 28, 2022 📝 💄 By Rod Clough (/personnel/208-rod-clough)



(/personnel/208-rod-clough) Contributions by Janet Snyder (https://www.hvs.com/personnel/397-Janet-L-Snyder), Adam Lair (https://www.hvs.com/personnel/1156-Adam-R-Lair), Eric Guerrero

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As we get ready to close out the first quarter, the Hunter Conference offered the industry's latest perspectives on where we find ourselves today and predictions about how the rest of 2022 may play out. Highlights of what we heard at the event are captured here.

Transaction volume is expected to remain high, and equity returns are under pressure

Many interested parties remain in the market ready to buy, both at an institutional level for portfolios and at a private level for individual deals. Moreover, interest in full-service assets is starting to rise. This should support another active transaction market during the next three quarters. Because of high pricing, buyers are scrutinizing the specifics of each deal even more than usual. Even optimistic underwriting is struggling to hit guidance on many deals, with some buyers looking at 7% to 8% cap rates on year-two NOI. With interest rates on the rise, inflation and staffing shortages affecting margins, and pricing not

cooling off, equity returns are being compressed.

As forbearance is ending and PIP requirements are being more strictly enforced, more owners are likely to sell. Owner reserves were depleted during the pandemic, and business levels have not been strong enough to replenish them, particularly in light of rising operating costs and existing debt commitments. As a result, many investors are looking to take advantage of more distressed sales this year. Finally, buyers may also look to purchase newly built hotels that are priced at a premium compared to what they cost to build a year or two ago, but well below what they would cost to build in today's environment.

Corporate and group travel is returning, but not quick enough for many, and staffing remains a concern

As we emerge from the winter, each week is bringing a rise in corporate transient travel and group bookings. However, midweek travel remains well below pre-pandemic levels. Cautious optimism on the recovery of the midweek period was noted, but the current state of the midweek market remains a concern. Staffing continues to be a major issue, and many owners are scratching their heads about how to overcome it without altering margins for good going forward.

Thursday and Sunday nights, which used to be a challenge for hotels to fill, are now stronger than the historically strong Monday through Wednesday nights. These nights are lifting off of the strength of weekend travel, as travelers are able to work remotely during these shoulder days. The rise of this "bleisure" segment (the blending of business and leisure travel) is changing the market. Travelers in this new segment prefer a larger room footprint, and hotels with innovative furniture and fixtures and refreshed design aesthetics may be best suited to capture this segment. Additionally, hoteliers are leveraging underutilized space in the hotel to accommodate their needs, rethinking and expanding programming to create inclusive and "collectible" experiences.

Other evolutions in travel as we exit the pandemic include the expansion of wellness travel and travelers' focus on hotels and brands

that are best aligned with their personal values, such as carbon neutrality and social issues.

New construction is difficult in light of rising costs and supply chain challenges

Developers are facing a challenging environment, with contractors' prices escalating and supply chain challenges causing unforeseen roadblocks to the normal timeline. While developers are itching to build again, new construction requires more due diligence than ever, and many are looking at replacement cost and deciding whether to buy existing properties instead. Rising material and labor costs and supply chain issues are causing developers to review their budgets even more frequently than normal, as what pencils out one day may not do so a few months later.

Our latest forecast reflects 2022 RevPAR surpassing the 2019 level

We updated our U.S. forecast in early March 2022 to reflect the increase in ADR that occurred in late January and February. ADR this year should move RevPAR above the 2019 level, with occupancy lagging.

	Occupancy	ADR	% Chg	RevPAR	% Chg
2018	66.1 %	\$130	_	\$86	_
2019	65.9	131	0.8 %	86	0.0 %
2020	44.0	103	-21.4	45	-47.7
2021	57.6	125	21.0	72	60.0
2022	63.0 %	\$143	14.9 %	\$90	25.2 %
2023	64.5	149	4.3	96	6.8
2024	65.5	155	4.0	102	5.7

(https://www.hvs.com/StaticContent//Image/22Hunter/HVSUSForecast.png)

Sources: STR (Historical), HVS (Forecast)

We look forward to seeing you at the upcoming AAHOA conference (http://aahoacon.streampoint.com/), AHLA's ForWard Conference (https://www.ahla.com/events/forward), and the NYU Investment Conference (https://web.cvent.com/event/bdcee504-b227-448b-

b45e-c4852f86fd20/summary). We will keep you updated on the latest takeaways from these important gatherings.

About Rod Clough (/personnel/208-Rod-Clough)



(/personnel/208-rod-clough)

As President of HVS Americas, Rod oversees strategy execution for HVS throughout its 40 Americas locations. Rod's tenure with HVS spans over 25 years, during which time he has played an important role in growing the company from a few locations across the Americas to 40. In a typical year, Rod's group consults on over 2,500 existing or proposed hotels and resorts, and in 2021, he oversaw the

568-hotel Extended Stay America appraisal portfolio. In 2003, Rod founded the firm's sister appraisal division, U.S. Hotel Appraisals, which completes roughly 1,000 hotel appraisals annually. Rod is a founding owner/partner of HVS Mexico-Latin America, and he relaunched the firm's U.S. Brokerage and Capital Markets division in 2018. Rod is a Designated Member of the Appraisal Institute (MAI) and a licensed real estate broker. Furthermore, Rod is proudly Latino and gay, and his firm is welcoming of all races and colors, sexual orientations, ages, genders, and gender identities. Once associates join HVS, they tend to stay due to the extraordinary culture Rod has inspired, a culture defined by the ideals of balance, connectivity, efficiency, collaboration, honesty, integrity, kindness, and excellence, among others. Rod resides in northern Colorado where he and his husband Jeff are raising their daughter, Rory.

Summary

Buyers face challenges with high pricing, elevated operating costs, and labor issues, but the industry remains optimistic.

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From the Dallas Business Journal: https://www.bizjournals.com/dallas/news/2022/03/30/condostownhomes-al-coker-douglas-elliman-dallas.html

High-rise condo demand surging in Dallas; supply of luxury units tight

Mar 30, 2022, 11:06am CDT

A newly formed alliance between a big-name New York residential real estate brokerage and a longtime Dallas firm is setting out to inject a bit of the Big Apple into Big D's much smaller high-rise condo market — and vice versa.

Dallas-based Al Coker and Associates, specializing in high-end condominium and townhome sales and marketing, recently joined Douglas Elliman Realty as part of the New York-based brokerage's push into the Dallas-Fort Worth market.

The alliance comes when the Dallas-Coker.

Fort Worth condo and townhome
market is extremely tight, said Al

Coker, founder of the firm that bears his name.



JAKE DEAN

Al Coker & Associates has been involved in the development and sales of condos in The House highrise tower in Dallas and many other high-profile properties in North Texas and around the state and nation. There's a short supply of luxury condos in DFW, according to Coker.

"In Dallas, for being the fourth largest metro area in the United States, we have a supply in the ultra-luxury end of just over 100 units," Coker said in an interview with the *Dallas Business Journal*. "It is a very, very tight market.

"There are buildings in other cities that have over 100 units. So there is definitely some room in the marketplace for some new stuff."

Coker's team specializes in high-rise development, new construction and luxury resale. The company has been involved in the development of The Mayfair, The Drake, The House, One Montgomery Plaza, Mercer Square, 588 Lofts, Windrose Tower and The Terrace in North Texas, along with projects in Austin, Houston, San Antonio, Miami, San Francisco and Puerto Vallarta, Mexico.

Douglas Elliman (NYSE: DOUG), one of the largest residential brokerage companies in the New York metropolitan area, last year announced hiring goals to expand its Texas presence two years after establishing a foothold in Houston. The firm aims to hire between 100 and 150 new agents in Dallas, between 50 to 100 in Austin, and 50 to 75 new agents in Houston.

In the interview that follows, Coker discusses the state of the DFW condo and townhome market and explains why he decided his company should join Douglas Elliman.

How well are condos selling in Dallas-Fort Worth?

You basically have a 38% change in the number of condo units that have sold in 2021 versus 2019 (in Dallas County). That's a huge change.

Is that townhomes, condos or both?

Some townhomes and obviously can be condos. When we talk about the townhome market, that has basically gone up 33% since 2019.

In hard numbers, what is that?

In round numbers, the difference between 2021 and 2019 for all of Dallas County is somewhere in the neighborhood of over 2,000 in 2021 versus right around 1,100 in 2019.

How much price appreciation are you seeing?

Looking at aggregate numbers, not just the small luxury market, the condo market, and the townhome market in, aggregate prices have gone up in the neighborhood by at least 20% to 25% over the last couple of years.

How does the pricing break down by square foot?

If you look at pricing back in 2019 or 2018 for townhomes, you'd be looking at an average of about \$150 per square foot, whereas now you're looking at north of \$180 a foot. For condos, it's the same thing. It's a \$40-a-foot gain in the last several years. That's a pretty big jump.

How tight is the supply?

If you take the absorption number from last year, we have basically a one-month supply.

That's similar to single-family homes, or even tighter, isn't it?

It's definitely on par with single-family homes. It's astounding. I've been doing this for almost 41 years, and I've seen some hot markets, but this has blown everybody's mind. We're the place everybody wants to migrate to.

How has the pandemic affected demand for condos and townhomes?

Just like the rest of the housing market, it has increased the demand for it. People want to nest. If you look at the rental (price) appreciation, it's up across the board, but when you look at the inner-city urban core, rents have appreciated tremendously, in spite of a huge number of units coming on the market. They're all getting absorbed.

Some of these people wanted to take advantage of lower interest rates and the idea that, hey, if I'm paying \$5,000 a month (in rent), I can get a pretty darn nice condo or townhome not really having to change my lifestyle.

What is your specialty?

My specialty has been primarily doing representation for developers and working with them from concept to closing. Working through site analysis, programming for common elements, amenities, programming for unit mix, square footages, working with the design team to craft a product and then helping to create, if you will, a spirit of place. People buy something more than sticks and bricks. They buy a feeling. They buy an emotion. We work with developers all the way through, helping to take their vision and articulate it in a way that is effective and speaks to the market. And then we work through the sales all the way to the closing.

What price points do you handle?

Historically, we had projects across the board in terms of affordability, but with land prices and construction prices, high-rises in North Texas and Texas, in general, have had to really be geared toward the luxury market. So, most of what we have been selling in the last several years has been north of \$800,000 well into the millions.

Is there a demand for units at a lower price point?

I think there is a very big market for well-designed and, if you will, "affordable" products. Obviously, the square footages have to be adjusted downward. But that's something that I see as a hole in the marketplace, and I certainly intend to try to address that.

Coker & Associates specializes in Dallas County, right?

Yes, and we work in Fort Worth, Austin, San Antonio, Houston, Mexico, San Diego, San Francisco, Vancouver, Seattle, Toronto, Carolina, Palm Beach and Miami.

You're all over the map.

It's great to be able to do that, and it also has been a great learning experience. It gives you a different perspective. You get to see a lot of different things that work in other markets. You can bring some Texas there and can bring some of the other markets to Texas, so it's a great advantage.

What trends are you seeing in Dallas County?

We're seeing a demand for larger units across the board. When you get into things that are, say, over 3,000 feet, you're seeing people want a fourth bedroom where it can act as a swing room. Instead of just being a "three plus a den," they want that fourth room to be there for guests. Also, people are using those extra rooms for a gym. They're using it for work.

Just like with single-family homes, things that maybe were "I kinda want" have now become "I've got to have." Also, people are very attracted to the security that, for example, a high-rise has. Empty nesters are selling their homes for record prices. So what might have been a lateral move is now a down move for them.

Are you seeing many people in DFW coming out of single-family and going into condos right now?

Yes, particularly people who are, say, 45 and older.

Do they not want to worry about home maintenance and things of that nature, or what's driving that?

Yes, and also the lock-and-leave. They may have another home, a second home, where they spend time. They may do business out of town and they just like the idea that, hey, I can leave this and not have to think about worrying about paying someone to watch the house, water the grass, etc. You've got somebody that basically takes care of your place so when you get back, everything's exactly as it was when you left.

Who are some of the developers you work with?

We've worked with Trammell Crow, Gulfstream, Four Seasons, Ritz Carlton, and a lot of smaller developers as well. We did a lot of work with Post Properties. It's a pretty big list.

We've worked all over the country, and a lot of condo developments are independent developers versus merchant builders. You've got to have a wildcatters mentality because it's not an easy deal to do. They're hard to do, but they can be really rewarding.

What new projects can you tell us about coming online?

I am working on a deal in Fort Worth that will be a tremendous addition to the Fort Worth skyline in addition to filling the huge gap that there is not a luxury, high-rise product in Fort Worth. That's something we're going to be bringing to the market a little way out. It's very exciting to be doing something like that. It's a project that has not been announced yet.

Why did you decide to join Douglas Elliman?

I had exposure to Elliman in Florida, and I was really impressed with them. I just felt it was time to do something different. I've had my own company for quite a long time. And Douglas Elliman has a real emphasis on new development across the nation. They are very, very strong in that. They certainly are very strong in the resale market, but they have a strong emphasis (on development), and with my skill set, it made sense to explore it.

I was so impressed with their upper management and everything that it was a natural progression. I have to say I'm just as excited about joining them as I was when I started my company, which has been 20-something years ago. They have great energy and synergy. Their new development teams allow me to concentrate on the things that I really, truly enjoy doing, and I don't have to do as much management.

So their focus on new development really got your attention?

My new alliance with Douglas Elliman is predicated on the fact that we bring so much to the table for developers. It's everything from being able to access capital markets to all the skill sets that it requires when you're consulting on all these deals. Then obviously, when you do the marketing, you've got to have good salespeople. It's a full circle. You've got to have all of those parts of the team working together.

This interview was edited for brevity and clarity.

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Dallas Business Journal

