



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, August 26, 2019 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom C-D
Third Floor**

500 W. Las Colinas Blvd.

(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
REGULAR/SPECIAL MEETINGS
OCTOBER 2018 - SEPTEMBER 2019**

NAME	OCT 19	NOV 26	DEC 17	JAN 28	FEB 25	MAR 25	APR 22	MAY 20	JUN 24	JULY 29	AUG 26	SEPT 23
CLEM LEAR	X	X	X	X	X	X	X	X	X	X		
RON MATHAI	X	X	X	X	X	X	#	+	X	X		
BOB BETTIS	X	X	X	X	X	X	X	X	X	X		
BOB BOURGEOIS	X	X	X	X	X	X	#	X	X	X		
BETH BOWMAN	X	X	X	+	X	X	X	þ	X	X		
JO-ANN BRESOWAR	X	X	+	X	X	X	#	+	X	X		
DIRK BURGHARTZ	+	+	+	+	+	+	+	+	X	+		
DAVID COLE	X	X	X	X	X	X	X	X	#	X		
KAREN COOPERSTEIN	X	X	X	X	X	X	X	X	X	X		
DEBBI HAACKE	X	X	X	X	X	X	X	X	X	X		
TODD HAWKINS	+	X	+	X	X	X	X	+	X	X		
CHRIS HILLMAN	+	X	X	X	X	X	X	X	X	#		
JULIA KANG	X	X	X	X	+	X	X	X	X	X		
JACKY KNOX	+	X	+	X	X	X	+	X	X	X		
KIM LIMON	+	X	X	X	X	X	X	X	X	X		
RICK LINDSEY	X	X	X	X	X	X	X	X	X	X		
GREG MALCOLM	X	X	X	X	X	X	X	X	#	#		
JOE MARSHALL	X	X	X	X	X	X	X	X	X	X		
HAMMOND PEROT	+	X	X	X	X	X	X	X	X	+		
JOE PHILIPP	X	X	X	X	X	X	#	X	X	X		
JUDY PIERSON	+	X	X	X	X	X	X	X	X	X		
MICHAEL RANDALL	=	=	=	=	=	X	X	#	#	X		
KAREN RILLEY	+	#	X	X	+	+	+	+	#	X		
MICHAEL RILLEY	+	#	X	X	+	+	+	+	#	+		
LARS ROSENE	=	+	+	X	+	+	+	+	+	+		
HOLLY TURNER	X	X	+	+	X	+	X	+	+	=		
‡ JOHN DANISH	+	X	+	X	X	X	X	X	X	X		
JOHN HAIGLER	X	X	#	X	X	=	=	=	=	=		

X - PRESENT
 * - ABSENT-BUREAU/CITY/COUNTY BUSINESS
 + - ABSENT-COMPANY BUSINESS
 # - ABSENT-OTHER

= - Not Member At Time
 ‡ - Council Liaisons
 þ - Represented
 ∞ - Budget Retreat

AGENDA
Irving Convention & Visitors Bureau Board of Directors
Monday, August 26, 2019 at 11:45 a.m.
Irving Convention Center – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75061

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

Consent Agenda

1. Approving ICVB Board Minutes for July 29, 2019
2. Accepting Irving Convention Center Financial Reports for July 2019
3. Accepting ICVB Financial Reports for July 2019

Reports

4. Board Chair Report
 - Next Executive Committee Meeting – September 20 at 10:00 a.m.
5. Board Committee Reports
 - Board & Business Development – Debbi Haacke
 - Next Meeting – September 13
 - Community Engagement – Rick Lindsey
 - Next Meeting – October 1
 - Destination Development – Greg Malcolm
 - Recap of Committee meeting - August 6
 - Next Meeting – November 6
6. City Reports
 - a. Council Liaison – Councilman John Danish
 - b. Mayor & Other Council Members
 - c. City Manager – Chris Hillman
 - 2019-20 Budget
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
7. Bureau Monthly Management Reports
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Finance and Administration – Maura Gast
 - Smith Travel Research and AirDNA Monthly Reports
8. Convention Center Management Report – Tom Meehan

AGENDA - Continued

9. Industry Partner Reports

- a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
- b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon
- c. Restaurant Industry Update – David Cole

10. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Jacky Knox
- c. Chamber of Commerce – Lars Rosene/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
- e. TIF – Michael Randall
- f. The Las Colinas Association – Hammond Perot
- g. University of Dallas – Karin Riley

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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, AUGUST 26, 2019**

AGENDA ITEMS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
JULY 29, 2019**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, David Cole, Karen Cooperstein, Debbi Haacke, Arts and Culture Executive Director Todd Hawkins, City Manager, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Joe Philipp Judy Pierson, Michael Randall, and Karin Riley – Members of the Board; Councilman John Danish, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, Capital Improvement Program Director Casey Tate, Mayor Pro Tem Oscar Ward, City Attorney Christina Weber – City of Irving; Assistant General Manager Jeremy Pierce and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff and Monty White – ICVB Staff.

Board Chair Clem Lear called the meeting to order at 11:46 a.m.

CONSENT AGENDA:

1. APPROVING MINUTES – JUNE 24, 2019
2. ACCEPTING ICC FINANCIAL REPORTS: JUNE 2019
3. ACCEPTING ICVB FINANCIAL REPORTS: JUNE 2019

Lear asked for a motion to accept the Consent Agenda as presented. Board member Karen Cooperstein made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

BOARD CHAIR REPORT

The Board recognized Capital Improvement Program Director Casey Tate for his years of service and congratulated him on his retirement. Executive Director Maura Gast commented Tate was a partner and co-leader on the Irving Convention Center project and worked as a team member on the Westin Irving Convention Center Hotel and Toyota Music Factory projects and noted he will be missed on several fronts. Tate thanked the Board and commented it was an honor to work with Gast, ICVB and ICC staff, Board and City's elected officials.

Lear introduced ICVB Office Manager Carol Boyer and presented her with a 10-year service award. Lear reminded the Board the August Executive Committee meeting will be held on Monday, August 26 at 10:00 a.m. prior to the Board meeting. She congratulated Live Nation's Mike Riley on the Toyota Music Factory's recent recognition as #1 amphitheater venue in ticket sales in the world from concert trade publication, Pollstar.

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Tourism Public Improvement District (TPID) was approved by Governor Abbott. The Hotel Association of North Texas is coordinating next steps and a series of meetings that will begin mid-August with local hotels. A "Frequently Asked Questions" document for

those meetings will be shared with Board members when it is finalized and will outline the value the TPID will bring to the community. Haacke anticipates having more information to report at the September meeting. She noted the next Committee meeting will be September 13 and encouraged all Board members to attend.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Rick Lindsey gave a brief recap of the Irving bus tour on July 9 with Board members and some City officials. The test tour gave an overview of Irving with 47 different sites and 22 attendees. The Committee will next meet on October 1 and Lindsey welcomed any feedback from the group that participated in the tour. A similar bus tour is anticipated for Irving residents, possibly in conjunction with National Tourism week in 2020. He noted the Irving Arts Museum is a great addition to the City and is looking forward to spreading the word about what we have in Irving.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the next Committee meeting is scheduled for August 6 at 11:30 a.m. and encouraged everyone to attend. An overview of the Parks and Rec Master Plan will be presented.

CITY REPORTS

Council Liaison John Danish celebrated the opening of the Irving Golf Club on Labor Day weekend.

Mayor Pro Tem Oscar Ward reported he attended a joint hard hat tour and meeting with the Friends of the Museum and the Irving Heritage Society at the Irving Arts Museum. Two checks were presented to the Irving Arts Museum; \$5,000 from the Irving Festival Main Street Days and \$55,000 from the Irving Heritage Society presented by Anne Pfaff. The anticipated opening date for the IAM is December 19. Ward gave a brief overview of the City Council week that included a bond rating discussion, charter election discussion, Citizen Bond Taskforce Committee, and a quarterly update from the Irving-Las Colinas Chamber of Commerce.

Mayor Rick Stopfer reported the Bond Committee met and looked at how to put together a package encompassing what will be needed over the next 5-10 years, including the Parks Master Plan and road construction. Council discussion was held on the Charter Committee, when to hold meetings and how to move forward. A plan for this is required for the bond rating. The Budget Retreat will be held on August 21-22, with discussions determining tax rates and road construction. Funds have been issued for the Levy Plaza area in the Urban Center, and final design plans for the Diamond Interchange should be completed by the end of the month and real estate purchased by the end of 2019. The downtown area is moving forward with trees planted and Glory House Bistro reconstruction is moving quickly and will be a better addition to downtown Irving. Heritage Park bids are due in August and the City is working on the downtown expansion project, along with the Parks Master Plan discussions. In a DART update, Stopfer reported the ribbon cutting for the Silver Line, previously Cotton Belt, is scheduled for September 19. Bids are out for the station at the Verizon site and should be ready to go in the next 18-24 months. Discussions are being held on ridership versus coverage, with DART trying to cover the area with routes without becoming too long. A possible partnership with Uber/Lyft ride shares could make schedules work.

In response to a question from Lindsey, Stopfer gave design parameters for the Diamond Interchange. He reported it will be the largest amount of money in the Dallas region on that interchange and will take 24-36 months, working 24/7.

Assistant City Manager Philip Sanders congratulated Live Nation for the recognition from Pollstar. He reported the City continues to work with the owners of the Toyota Music Factory (ARK Group) to finalize plans for filling the additional lease spaces. Irving was also recognized in the 2019 Metro Rankings Report from Business Facilities. In another magazine publication, Irving was ranked top city for millennials, which speaks volumes for Irving's economy and opportunities. He further reported the City Manager's office is working on a balanced budget with specific focus on public safety and infrastructure.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast reported the Budget Lodge Hotel property is temporarily closed and the owner is committed to reopening, but a lot of work is needed. Gast reported ICC Chef Eduardo Alvarez has been selected as a winner of the "Passion Made Possible Award 2019" by Northstar Meetings Group. He will be recognized in Las Vegas at the IMEX Convention. The nomination submitted by ICVB Communications Manager Lori Sirmen encompasses who Chef is as a person. Gast noted the STR reports are included in the packet for review.

Assistant Executive Director Sales and Services Lori Fojtasek reported the ICVB Sales team is at 111% of their year-to-date goal. The team is preparing for the Religious Conference Management Association event, which the CVB is hosting in February 2020. It is an important large regional event with a lot of planning involved. Irving has made the short-list for the USA Jump Rope Association event and the team is working on details to complete the bid.

Assistant Executive Director Marketing and Communications Diana Pfaff reported marketing analytics are down slightly but have been breaking records all year. Sirmen is working with marketing influencers, writers and bloggers and there are several articles in the Board packet. With the Marriott Las Colinas renovations, Texican Court and Westin Irving Convention Center Hotel openings, Toyota Music Factory and Water Street area, Irving is now a truly walkable visitor district. The Park Place Luxury and Super Car Show at the Four Seasons Resort and Club is scheduled for September 28. The CVB is partnering with the Irving-Las Colinas Chamber at the event and it will be another great year.

CONVENTION CENTER MANAGEMENT REPORT

SMG Assistant General Manager Jeremy Pierce reported the ICC hosted the SMG national management conference July 14-17. It had been five years since the conference was held here, and attendees were pleasantly surprised at all that has evolved around the Convention Center. The group stayed at the Westin Irving Convention Center hotel and there was nothing but great comments. He reported the third-floor carpet replacement will begin as soon as dates are available. ICC Director of Sales Matt Tungett reported July was relatively quiet. There were three Jehovah Witness conferences that booked the full building over 12 days and picked up over 3,000 guest rooms. Events pick up again in August with Irving ISD in-service training, Let's Play Gaming Expo, Grocer's Supply Food Show and a promotional product show.

INDUSTRY PARTNER REPORTS

HOTEL REPORTS

Board Member Greg Malcolm reported the STR report for June shows Occupancy in Irving at 78.6%, down 0.3%. Average Daily Rate is \$111.43, up 2.9% and RevPAR is \$87.62, up 2.5%. At the Hilton Garden Inn DFW South, July is slow and pacing about the same as last year.

General Manager Kim Limon reported the Hampton Inn Las Colinas ended June with Occupancy at 81.1%, up 3.6. Average Daily Rate is up, and RevPAR is \$101.21. The property is on track to make July, August and September numbers look good. The current Director of Sales was promoted, and they are looking to fill the position.

RESTAURANT REPORT

Board Member David Cole reported the National Restaurant Association is researching the latest trend of cannabis and CBD oil-infused foods. An annual survey reported 77% of chefs identified cannabis/CBD oils as the industry's most developing topic in the marketplace. He reported the House of Representatives passed the Raise the Wage Act for a \$15 an hour minimum wage rate. The bill will now go to the Senate. The Paid Sick Leave issue passed in Austin but is being held up with an injunction. Dallas, San Antonio and Austin have passed paid sick leave laws in recent months, but the Austin measure is tied up in the courts and Dallas and San Antonio prepare for new laws. The Texas legislature considered a bill that would have prevented cities from enacting their own paid sick leave laws, however, the session ended without the legislation being passed. He noted they are not against employee benefits, but against City regulation and feel it is a federal issue. The Executive Board of Greater Dallas Restaurant Association is in conference calls with attorneys. Cole will keep the Board updated. Cole attended the Texas Restaurant Association Marketplace in Houston where new CEO Emily Knight lead the conference and is clearly a proven leader. iFratelli pizza opened successfully in Houston last week.

DCURD

Board member Jacky Knox reported USACE, Elm Force and sump levels are near normal. Lake Carolyn elevation is varying due to lake wall maintenance and irrigation demands. A segment of the Elk Fork slope failed on July 25, which happens when there is rapid rain that creates soil instability. A temporary line was installed to deliver TRA water to Lake Carolyn and Lake Remle. The cycles of abnormal rains with erosive flows, inundations and then hot dry periods are challenges to the waterway slope stability, storm drainage and flood control facilities. The Williams Square mustang fountain is operating. Repairs took longer than expected for the 36-year old system and only addressed a limited portion of the plumbing/pumping system. The Las Colinas Clock Tower has been repaired and a complete internal mechanism was replaced. New parts to match the original design and materials were fabricated for the repair. The DCURD Board approved the purchase of a trash skimmer boat for Lake Carolyn trash clean up. The amount of trash continues to increase on the lake, which leads to necessary timely clean up. The cost of the boat is approximately \$100,000 and delivery is expected in six weeks. The boat is also capable of assisting with lake wall maintenance procedures.

LAS COLINAS CHAMBER OF COMMERCE

Irving-Las Colinas Chamber of President Beth Bowman reported an incredible third quarter in economic development with 20 total wins, 13 recruitment wins, and seven retention/expansion wins. The Allstate project is the largest of the group and represents 8,600 jobs and \$360 million in capital investment. Since October 1, the Chamber has generated 70 active projects, representing 16,000 jobs, and \$1.3 billion in potential capital investment. She further reported Aviall Services Inc, which is part of the Boeing Company, is remaining at home in Irving. She thanked the City Council and Mayor for their leadership on the project. It was a very competitive project with other communities wanting Boeing. She commented it was a regional win and the team worked with Dallas and Fort Worth. Bowman reported unemployment in June increased slightly at 3.2%, Texas is 3.4% and the national rate is 3.7%. She reported the Chamber is proud to be a finalist for Chamber of the Year from Association of Chamber of Commerce Executives (ACCE). And Grand Prize winner in Communications Excellence for their 2018 Annual Report. She commented she is fortunate to work with her staff and Board of Directors. The State of Education event is scheduled for September 19 at the Sheraton DFW North, with three public school district superintendents sharing the stage to talk about education in Irving. The Chamber Coffee Break will be held at the Las Colinas Country Club on August 7. The Five-Star Business Mixer will be held on August 27 at Fidelity Investments. The Board congratulated the Chamber on the recent 2019 Metro rankings report for Business Facilities. Irving ranked #1 in Corporate Headquarter Leaders with population less than 300,000, and #8 nationally. The Chamber's annual meeting is scheduled for Thursday, October 24 at the Westin Convention Center Hotel.

IRVING ARTS CENTER

Arts and Culture Executive Director Todd Hawkins reported after 20 years in the making, the doors are about to open at the Irving Archives and Museum and will be home to the Smithsonian Spark! Lab. The Smithsonian Institute will be at the facility October 4-5 to train employees in the Spark! Lab. A Sweet 116 Birthday party is planned on December 19 for the museum opening. Hawkins reminded the Board that meeting space is available in the IAM. A teachers' night is planned for Irving ISD and surrounding areas to introduce them to the IAM and the resources available. He expressed his gratitude to the Irving Heritage Society and Friends of the Museum for their generous donations. The contribution will underwrite the train depot exhibition in the museum. Irving Arts Board Chair Judy Pierson reported the IAM is now newly painted. The 19th annual membership exhibit award ceremony was held yesterday and over 100 pieces of art are displayed with almost all the pieces for sale.

TIF

TIF Board Chair Michael Randall reported there has been no Board meeting since the last update.

UNIVERSITY OF DALLAS

Board Member Karin Riley reported Thomas Hibbs, Ph.D. was named University of Dallas President on July 1. His first meeting with the Board of Trustees is scheduled next week. Dr. Hibbs is the former Dean of Honors at Baylor University. Councilman Al Zapanta was named to the Board of Trustees in May and join the Board in October. UD students return to campus at the end of August.

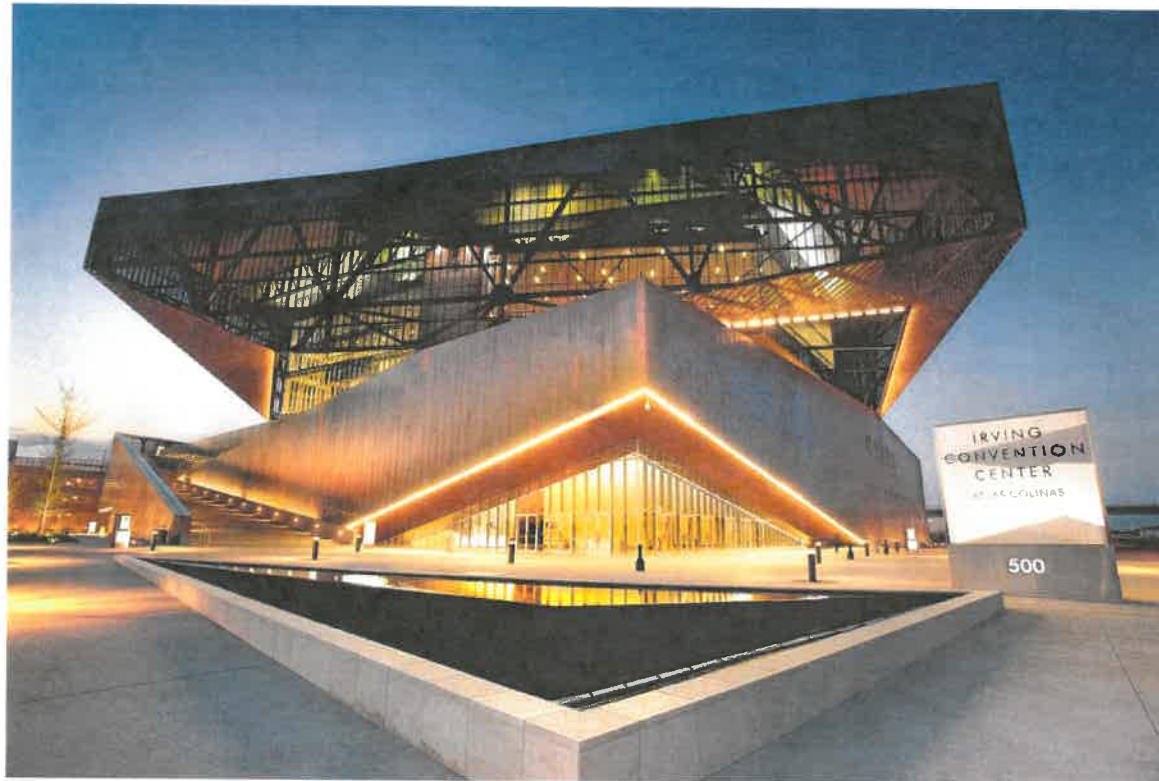
Lear noted the next Executive Committee meeting is on Monday, August 26 at 10:00 a.m. prior to the Board meeting. All meeting dates are posted on the Board portal.

With no further discussion, Lear adjourned the meeting at 1:08 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



Date Distributed: August 16, 2019

Monthly Financial Summary

For Period Ending July 31, 2019

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	149,333	68,131	33,970	63,975	124,800	158,913	182,875	120,075	60,395	114,725	165,700	100,401	1,343,292		
Service Income	54,972	45,310	39,186	20,276	50,979	47,795	127,707	264,622	56,508	61,545	39,316	59,272	867,488		
Service Expenses	(104,721)	(110,920)	(53,660)	(74,381)	(108,715)	(90,103)	(168,051)	(126,714)	(106,212)	(80,450)	(87,885)	(84,980)	(1,196,792)		
Total Direct Event Income	99,584	2,521	19,496	9,870	67,064	116,605	142,531	257,983	10,691	95,820	117,131	74,693	1,013,988		
Ancillary Income															
F & B Concessions	36,083	4,486	3,101	14,907	16,273	23,917	31,379	23,322	5,404	(2,444)	3,250	8,250	167,928		
F & B Catering	259,698	219,548	341,388	384,540	452,880	162,213	201,074	367,302	398,930	31,836	130,165	199,945	3,149,519		
Parking: Self Parking	47,590	5,619	(854)	17,873	18,318	35,447	30,605	44,269	18,403	5,922	6,150	23,680	253,024		
Electrical Services	15,176	2,883	6,315	14,715	12,820	38,878	37,525	18,110	14,065	8,485	3,000	3,000	174,972		
Audio Visual	-	-	3	30	(1,447)	1,301	(58)	(344)	(801)	26,900	-	-	25,584		
Internet Services	555	125	-	-	-	2,397	2,742	350	805	350	780	950	9,053		
Total Ancillary Income	359,102	232,661	349,953	432,065	498,844	264,153	303,267	453,009	436,806	71,049	143,345	235,825	3,780,081		
Total Event Income	458,686	235,182	369,449	441,935	565,908	380,758	445,798	710,992	447,497	166,869	260,476	310,518	4,794,068		
Other Operating Income	21,305	33,334	25,594	76,444	43,462	15,852	40,201	41,810	102,476	10,700	39,200	35,568	485,947		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	479,991	268,516	743,043	518,379	609,370	746,611	485,999	752,802	898,223	177,569	299,676	694,336	6,675,015		
Operating Expenses															
Employee Salaries and Wages	230,208	211,994	295,950	228,291	199,150	205,064	203,447	234,362	198,245	198,990	228,573	228,575	2,662,849		
Benefits	55,020	61,618	66,098	66,299	64,558	64,418	65,044	64,984	61,861	60,773	68,380	167,308	866,361		
Less: Event Labor Allocations	(67,492)	(77,786)	(50,423)	(50,905)	(56,624)	(46,077)	(48,150)	(51,497)	(43,141)	(23,999)	(50,375)	(50,375)	(616,845)		
Net Employee Wages and Benefits	217,736	195,826	311,625	243,685	207,084	223,405	220,341	247,849	216,965	235,764	246,578	345,508	2,912,364		
Contracted Services	63,247	63,778	70,975	62,066	53,814	55,954	57,982	62,602	68,109	66,637	65,490	65,890	756,544		
General and Administrative	37,849	41,516	48,468	34,104	39,690	34,520	31,600	37,231	46,573	55,550	56,437	136,911	600,450		
Operations	61,736	37,486	36,298	55,399	42,840	44,957	38,218	43,971	49,836	33,477	50,020	50,120	544,357		
Repair & Maintenance	63,632	46,729	42,881	44,357	51,275	58,412	32,345	45,488	38,879	45,770	49,208	49,208	568,186		
Supplies	23,696	27,123	8,539	17,559	6,565	7,464	15,497	20,521	12,807	22,874	17,600	18,100	198,345		
Insurance	6,373	6,476	6,545	6,189	6,519	6,863	6,223	6,352	(1,251)	21,000	8,000	8,000	87,288		
Utilities	42,583	40,959	52,957	35,824	53,031	41,890	48,407	39,527	46,075	41,686	49,834	49,834	542,608		
SMG Management Fees	43,521	41,556	46,399	53,888	58,743	34,558	39,109	53,015	20,586	13,486	13,486	13,486	431,832		
Total Operating Expenses	560,373	501,449	624,687	553,071	519,561	508,023	489,721	556,556	498,579	536,244	556,653	737,057	6,641,974		
Net Income (Loss) From Operations	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(3,723)	196,246	400,144	(358,675)	(256,977)	(42,720)	33,041		
Net Income After Other Income (Expenses)	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(3,723)	196,246	400,144	(358,675)	(256,977)	(42,720)	33,041	(1,395,000)	(1,361,959)
Budget Forecast Comparison by Month															
2019	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041					
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	355,888	232,993	305,281			

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending July 31, 2019

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	25,955	1,000	24,955	28,818
Events	12	1	11	16
Event Days	28	3	25	28
Direct Event Income	95,820	97,266	(1,446)	84,441
Ancillary Income	71,049	174,100	(103,051)	103,068
Total Event Income	166,869	271,366	(104,497)	187,509
Other Operating Income	10,700	41,000	(30,300)	24,676
Adjusted Gross Income	177,569	312,366	(134,797)	212,185
Indirect Expenses	(536,244)	(625,565)	89,321	(540,128)
Net Income (Loss) From Operations	(358,675)	(313,199)	(45,476)	(327,943)

IRVING CONVENTION CENTER/SMG
Financial Statements Year to Date Highlights
For the Ten Months Ending July 31, 2019

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	213,354	116,525	96,829	232,582
Events	197	105	92	212
Event Days	343	186	157	333
Direct Event Income	822,163	830,553	(8,390)	652,805
Ancillary Income	3,400,925	3,505,872	(104,947)	3,557,423
Total Event Income	4,223,088	4,336,425	(113,337)	4,210,228
Other Operating Income	411,176	550,761	(139,585)	579,722
Adjusted Gross Income	4,634,264	4,887,186	(252,922)	4,789,950
Indirect Expenses	(5,348,260)	(5,794,738)	446,478	(5,529,545)
Net Income (Loss) From Operations	(713,996)	(907,552)	193,556	(739,595)

IRVING CONVENTION CENTER/SMG

Balance Sheet

July 31, 2019

ASSETS

Current Assets

Cash	\$	1,443,552
Accounts Receivable		216,740
Prepaid Assets		20,437
Inventory		60,213

Total Current Assets 1,740,942

Total Assets \$ **1,740,942**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	255,060
Accrued Expenses		299,338
Deferred Income		0
Advance Ticket Sales/Deposits		854,795
Other Current Liabilities		0

Total Current Liabilities 1,409,193

Long-Term Liabilities

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

Total Long-Term Liabilities 0

Total Liabilities 1,409,193

Equity

Net Funds Received	11,160,388
Retained Earnings	(10,114,643)
Net Income (Loss)	(713,996)

Total Equity 331,749

Total Liabilities & Equity \$ **1,740,942**

IRVING CONVENTION CENTER/SMG
Income Statement
For the Ten Months Ending July 31, 2019

	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	114,725	111,500	3,225	1,077,192	990,131	87,061	1,014,481
Service Revenue	61,545	35,066	26,479	768,892	450,634	318,258	502,481
Service Expenses	(80,450)	(49,300)	(31,150)	(1,023,921)	(610,212)	(413,709)	(864,157)
Total Direct Event In	95,820	97,266	(1,446)	822,163	830,553	(8,390)	652,805
Ancillary Income							
F & B Concessions	(2,444)	7,500	(9,944)	156,442	178,026	(21,584)	182,912
F & B Catering	31,836	150,550	(118,714)	2,819,410	2,920,068	(100,658)	3,025,263
Parking	5,922	14,400	(8,478)	223,192	252,450	(29,258)	228,322
Electrical Services	8,485	750	7,735	168,972	139,063	29,909	113,226
Audio Visual	26,900	0	26,900	25,585	0	25,585	(6,265)
Internet Services	350	900	(550)	7,324	16,265	(8,941)	13,965
Total Ancillary Inco	71,049	174,100	(103,051)	3,400,925	3,505,872	(104,947)	3,557,423
Total Event Income	166,869	271,366	(104,497)	4,223,088	4,336,425	(113,337)	4,210,228
OTHER OPERATING INCOME							
Other Income	10,700	41,000	(30,300)	411,176	550,761	(139,585)	579,722
Total Other Operatin	10,700	41,000	(30,300)	411,176	550,761	(139,585)	579,722
Adjusted Gross Inco	177,569	312,366	(134,797)	4,634,264	4,887,186	(252,922)	4,789,950
INDIRECT EXPENSES							
Salaries & Wages	198,990	239,709	40,719	2,205,697	2,397,090	191,393	2,031,764
Payroll Taxes & Ben	60,773	71,466	10,693	630,673	714,660	83,987	539,099
Labor Allocations to	(23,999)	(43,201)	(19,202)	(516,094)	(432,010)	84,084	(408,005)
Net Salaries and Ben	235,764	267,974	32,210	2,320,276	2,679,740	359,464	2,162,858
Contracted Services	66,637	52,045	(14,592)	625,165	520,450	(104,715)	629,668
General and Adminis	55,550	86,620	31,070	407,098	533,538	126,440	591,788
Operating	33,477	45,468	11,991	445,864	484,680	38,816	520,650
Repairs & Maintenanc	45,770	57,888	12,118	468,124	474,380	6,256	500,291
Operational Supplies	22,874	22,917	43	162,645	175,420	12,775	207,788
Insurance	21,000	8,333	(12,667)	71,288	83,330	12,042	62,160
Utilities	41,686	48,334	6,648	442,940	483,340	40,400	456,702
SMG Management F	13,486	35,986	22,500	404,860	359,860	(45,000)	397,640
Total Indirect Expens	536,244	625,565	89,321	5,348,260	5,794,738	446,478	5,529,545

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Ten Months Ending July 31, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	(358,675)	(313,199)	(45,476)	(713,996)	(907,552)	193,556	(739,595)

August 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
Jehovah Witness Group Definite	ICVB Board of Directors M... Definite ★	AAHOA North Texas Regio... Definite	97.1 The Eagle presents Ali... Definite - Blackout		Hammer's House Party To... Definite - Blackout	Beast Coast: Escape from ... Definite - Blackout
			Texas Pharmacy Association 2019 Annual Conference Definite			
			Christmas in July Definite			
					Transatlantic Trade Expo Definite	
					Feik School of Pharmacy ... Definite	
					Texas A&M Rangel College ... Definite	
					Texas Tech University Hea... Definite	
					University of Houston Col... Tentative 1	
4	5	6	7	8	9	10
Sublime with Rome with ... Definite - Blackout				Dirty Heads & 311 with th... Definite - Blackout		Moe and Blue Traveler wit... Definite - Blackout
Texas Pharmacy Associati... Definite	Irving ISD Definite					
		Destination Development ... Definite	Let's Play Gaming ★ Definite			
11	12	13	14	15	16	17
				Irving ISD Parking Definite	Tom Joyner's "One More ... Definite - Blackout	Pancho Barraza (2K) 8:00PM Definite - Blackout
Let's Play Gaming ★ Definite	Carrollton Farmers Branch Convocation Definite		Jehovah Witness Group Definite			
	North Texas Commission -... Definite					
	TD Industries Quarterly M... Definite					

★ Public Show

August 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18 Vampire Weekend with sp... Definite - Blackout	19 Grocer's Supply Food Show Definite	20	21	22	23 Sirius XM The Pulse prese... Definite - Blackout	24
Jehovah Witness Group Definite	Cafe Open Definite			Jehovah Witness Group Definite		
		Medical City Health Nurse... Definite	AATC- AAGD Business Exch... Definite			
		BOMA Monthly Luncheons Definite				
25 Jehovah Witness Group Definite	26 Cafe Open Definite	27	28	29	30	31
	ICVB Board of Directors M... Definite				North Texas SYC Cadets Definite	
	The Sage Show Definite				Carpet Replacement Tentative 1 - Blackout	

* Public Show



ICVB FINANCIAL STATEMENTS

For Period Ending:
July 31, 2019

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
JULY 31, 2019

ASSETS

Cash	149,291
Petty Cash	250
Investments	676,000
Accounts Receivable - Miscellaneous	2,860
Total Assets	<u>828,401</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	63,334
Due to City of Irving General Fund	1,164
	<u>64,498</u>

FUND BALANCE

Reserved for Encumbrances	418,841
Unreserved	345,062
Total Fund Balance	<u>763,903</u>

Total Liabilities and Fund Balance	<u>828,401</u>
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Notes:

Reserved for Encumbrances:

Destination Analysts - 35,000

Maloney Strategic Communications - 16,548

Media Advertising - 201,856

Simpleview - 62,314

Searchwide Global - 23,750

Miscellaneous - 79,373

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TEN MONTH PERIOD ENDING JULY 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
<u>REVENUES:</u>								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	4,203,252	0	4,389,767	48.91%	4,073,450
Penalties and Interest	0	0	0	512	0	(512)	0.00%	5,597
Prior Years	0	0	0	7,360	0	(7,360)	0.00%	0
Interest	26,450	26,450		18,120	0	8,330	68.51%	23,291
State of Texas Events Trust Fund	25,000	25,000	0		0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	0	15,492	0	(2,492)	119.17%	15,743
Total Revenues	8,657,469	8,657,469	0	4,244,736	0	4,412,733	49.03%	4,127,703
TOTAL REVENUES AND TRANSFERS IN	8,657,469	8,657,469	0	4,244,736	0	4,412,733	49.03%	4,127,703
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
<u>EXPENDITURES:</u>								
Salaries	2,257,287	2,216,228	156,819	1,660,608	0	555,620	74.93%	1,541,873
Benefits	564,825	561,825	44,925	446,713	0	115,112	79.51%	438,577
Supplies	46,975	49,788	1,772	22,210	6,700	20,878	58.07%	23,014
Equipment Maintenance	6,300	6,300	249	3,010	0	3,290	47.78%	3,620
Miscellaneous	179,025	179,025	36,125	154,377	0	24,648	86.23%	163,378
Equipment Rentals	6,900	6,900	825	2,763	825	3,312	52.00%	2,475
Special Services	1,824,765	1,920,375	80,009	1,106,624	201,505	612,246	68.12%	1,208,112
Facility Management Services	1,395,000	1,395,000	0	1,046,750	0	348,250	75.04%	1,046,750
Advertising Projects	146,400	187,665	5,145	114,232	7,955	65,478	65.11%	27,376
Sponsorships / Partnerships	125,000	147,059	0	82,059	0	65,000	55.80%	59,966
Media Advertising	580,000	663,098	28,910	399,733	201,856	61,509	90.72%	382,240
Travel	666,580	647,750	26,484	373,965	0	273,785	57.73%	338,930
Promotions / Special Events	1,080,150	1,071,935	94,510	719,017	0	352,918	67.08%	664,097
Memberships	91,215	91,215	1,384	54,098	0	37,117	59.31%	62,724
Total Expenditures	8,970,422	9,144,163	477,157	6,186,159	418,841	2,539,163	72.23%	5,963,132
<u>TRANSFERS OUT:</u>								
Transfer to ICVB Reserve Fund	125,000	125,000	0	0	0	125,000	0.00%	200,000
Transfer to ICC Reserve/CIP Fund	400,000	705,281	0	0	0	705,281	0.00%	250,000
Total Transfers Out	525,000	830,281	0	0	0	830,281	0.00%	450,000
TOTAL EXPENDITURES AND TRANSFERS OUT	9,495,422	9,974,444	477,157	6,186,159	418,841	3,369,444	66.22%	6,413,132

Percent of year completed = 83.3.%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TEN MONTH PERIOD ENDING JULY 31, 2019

SUMMARY:

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	4,244,736
Expenditures and Transfers Out	<u>(6,186,159)</u>
Ending Fund Balance at July 31, 2019	763,903
Encumbrances	<u>(418,841)</u>
Unreserved Fund Balance at July 31, 2019	<u><u>345,062</u></u>

NOTES:

Adjusted Budget

The adjusted budget includes prior year encumbrances in the amount of 173,741.

Revenues & Transfers In

Hotel/Motel Taxes: Taxes for the 1st and 2nd quarters have been received.

Expenditures & Transfers Out

Special Services: Advertising Agency (MSC) - 15,850; Outside Services - 63,915; Miscellaneous - 244

Promotions / Special Events: Business Development Incentive Program - 81,049; Local Programs - 4,838; Volunteer Program - 6,178; Miscellaneous - 2,445

Irving Convention and Visitors Bureau

Check Register Report - July 2019

Generated: 8/16/2019 4:03:15 PM



Batch: 7754

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060434	07/11/19	AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS	\$	1,580.00
80060435	07/11/19	BETTER IMPACT USA INC.	\$	540.00
80060436	07/11/19	BH DFW PROPERTY LP (WESTIN)	\$	1,565.00
80060437	07/11/19	CONFERENCE DIRECT	\$	6,000.00
80060438	07/11/19	SUSAN D. CUTTS	\$	237.50
80060439	07/11/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,916.00
80060440	07/11/19	DOUBLETREE DALLAS DFW AIRPORT	\$	775.00
80060441	07/11/19	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	2,160.00
80060442	07/11/19	FEDERAL EXPRESS CORPORATION	\$	244.56
80060443	07/11/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	5,930.00
80060444	07/11/19	GUARANTEED EXPRESS, INC.	\$	15.68
80060445	07/11/19	IRVING - LAS COLINAS ROTARY CLUB	\$	94.00
80060446	07/11/19	IRVING ARTS CENTER	\$	200.00
80060447	07/11/19	IRVING CONVENTION CENTER	\$	84,022.05
80060448	07/11/19	M DAVIS ADVOCATES LLC	\$	4,000.00
80060449	07/11/19	NORTH AMERICA TELUGU SOCIETY	\$	12,114.00
80060450	07/11/19	OMNI MANDALAY HOTEL	\$	4,925.00
80060451	07/11/19	PETTY CASH	\$	102.00
80060452	07/11/19	PROVIDENT GROUP - IRVING PROPERTIES, LLC	\$	260.00
80060453	07/11/19	ROAD REBEL ENTERTAINMENT TOURING, INC	\$	132.00
80060454	07/11/19	SEARCHWIDE GLOBAL	\$	12,500.00
80060455	07/11/19	TEXAS MEDICAL ASSN SPECIAL FUNDS FOUNDATION	\$	755.00
80060456	07/11/19	TIGER OAK MEDIA, INC	\$	3,500.00
80060457	07/11/19	TOUR-RIFIC OF TEXAS	\$	255.00
80060458	07/11/19	TUCKER & ASSOCIATES, LLC	\$	69.34
25 payments Batch Total:			\$	144,892.13

Batch: 7762

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060459	07/18/19	ABOVE AND BEYOND INCENTIVES	\$	5,638.48
80060460	07/18/19	ADARA, INC	\$	7,500.00
80060461	07/18/19	AMERICAN EXPRESS	\$	42,074.88
80060462	07/18/19	ARES TRAVEL INC.	\$	1,250.00
80060463	07/18/19	BH DFW PROPERTY LP (WESTIN)	\$	5,855.00
80060464	07/18/19	CAROL J. BOYER JAUDES	\$	141.83

continued on next page

Batch: 7762

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060465	07/18/19	CROWDRIFT INC.	\$	2,187.00
80060466	07/18/19	SUSAN D. CUTTS	\$	712.50
80060467	07/18/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	524.00
80060468	07/18/19	E.F. JOHNSON COMPANY	\$	332.00
80060469	07/18/19	WENDY FOSTER	\$	112.38
80060470	07/18/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	1,054.00
80060471	07/18/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80060472	07/18/19	FREEDOM FOUNDERS	\$	1,430.00
80060473	07/18/19	MAURA GAST	\$	33.22
80060474	07/18/19	IRVING CONVENTION CENTER	\$	6,168.70
80060475	07/18/19	MARIANNE LAUDA	\$	145.01
80060476	07/18/19	LEARNING FORWARD TEXAS	\$	2,465.00
80060477	07/18/19	KATHY LEVINE	\$	65.00
80060478	07/18/19	BRENDA LOPEZ	\$	65.00
80060479	07/18/19	LORI MANSELL	\$	85.00
80060480	07/18/19	KAYLA MANSOUR	\$	65.00
80060481	07/18/19	MEETING PROFESSIONALS INTERNATIONAL	\$	2,500.00
80060482	07/18/19	MEETINGS TODAY	\$	1,000.00
80060483	07/18/19	NORTHSTAR TRAVEL MEDIA, LLC	\$	1,685.00
80060484	07/18/19	PATHWAYS CORE TRAINING	\$	1,055.00
80060485	07/18/19	PCMA SERVICES	\$	1,350.00
80060486	07/18/19	DIANA PFAFF	\$	130.00
80060487	07/18/19	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80060488	07/18/19	KELLY ROCHE	\$	128.86
80060489	07/18/19	SIMPLEVIEW WORLDWIDE, INC.	\$	2,397.00
80060490	07/18/19	SIMPLEVIEW WORLDWIDE, INC.	\$	21,864.66
80060491	07/18/19	LORI SIRMEN	\$	39.81
80060492	07/18/19	CAROL STODDARD	\$	49.17
80060493	07/18/19	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80060494	07/18/19	WFAA-TV INC	\$	8,700.00
80060495	07/18/19	MONTY WHITE	\$	53.57
			37 payments Batch Total: \$	124,482.19
			62 payments Sub Total: \$	269,374.32

SUMMARY

62 payments TOTAL: \$ 269,374.32

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 26, 2019**

BOARD REPORTS

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



MEMO

To: James W. Childers, Assistant City Manager
From: Joe Moses, Parks and Recreation Director
Date: August 16, 2019
Subject: Opening of Irving Golf Club

The Irving Golf Club is set to open for a private event on Friday, August 30, 2019, and to the public on Saturday, August 31, 2019. This private event will allow City Council and Park Board members the first opportunity to play the newly renovated course.

On Friday, August 30, 2019, the private event will kick off at 9:30 a.m. with Councilman John Danish taking the inaugural shot. Each Council member will be able to reserve a tee time between 9:40 a.m. and 11:30 a.m. for themselves and three guests. Park Board members will be able to reserve a time between 11:30 a.m. and 1:30 p.m.

Reservations for opening day will open to the public on Wednesday, August 21, 2019, starting at 7 a.m. by phone only. The website, as well as social media, will feature a countdown clock beginning Monday morning. Emails will also be sent to everyone who has made inquiries about the course.

We are excited for the Irving Golf Club to open and an invitation with reservation instructions and further details will be provided to you next week.

We are also attaching an article recently featured in Golf Club Architecture magazine entitled “Newly-named and redesigned Irving Golf Club to open this month.”

If you have any questions or need more information, please let me know.



PITCH or POSTCARD?

Newly-named and redesigned Irving Golf Club to open this month



(<https://www.golfcoursearchitecture.net/content/newly-named-and-redesigned-irving-golf-club-to-open-this-month#>)

Irving Golf Club in Texas will open this month following a comprehensive renovation

By Richard Humphreys

Mon 12 Aug, 2019

Irving Golf Club in Dallas, Texas, will open this month following a comprehensive renovation of the former Twin Wells golf course by Colligan Golf Design.

Twin Wells opened over 30 years ago and was built on landfill, flanked on the south and east sides by the Trinity River and by a highway on the west. The north boundary runs alongside a four-lane road and the course is crisscrossed by several high-power electric lines. “Not exactly what you might consider your ideal golf course site,” said John Colligan.

“My associate and I are not as fortunate as many of the big-name architects who get to design their award-winning courses next to the ocean, in the sandhills, or in the mountains; not to mention the 20-plus million-dollar budgets they have to work with.

“Several of our best projects had sites of 125 acres or less with budgets under two million dollars. This is when real creativity comes into play; not only in design but with a tight budget and timeframe.”

The renovation has included the rerouting of eight holes and installing a new irrigation system.

TifEagle greens and surrounds have been reshaped and built to USGA specifications; the 419 bermurda tees were reconstructed and levelled; and the 419 bermuda fairways have been recontoured to drain better, increase strategic interest and to be more user friendly.

“In order to reinforce the links appearance over 20 acres of blackland prairie, native blend was planted,” said Colligan. “These grasses will help to provide definition and beauty to the course while reducing the amount of acreage to be maintained.

“The end result is a course which is unlike any other in the Dallas/Fort Worth area, incorporating an appearance, style and play values reminiscent of many of the great links courses in Scotland, England, Wales and Ireland.

“Incorporating wide user-friendly fairways, greens that beg for an approach shot played on the ground and flat bottom bunkers with steep grass faces, the only things missing are a few sheep.”

Colligan has aimed to improve the course’s strategy definition and beauty by incorporating 27 bunkers.

Read more: our coverage from the construction phase includes more about the changes at Irving Golf Club (<https://www.golfcoursearchitecture.net/LinkClick.aspx?link=%2fcontent%2firving-golf-club-grassed-and-on-track-for-autumn-opening&tabid=57&portalid=0&mid=571>).

“The property was flat, so we turned that into a positive by creating a links style course,” said Colligan. “We moved a minimum amount of soil so that the result did not look contrived and this helped to keep the budget down.

“There are no courses with this look and playing characteristics in the market and very few golfers get to experience the true links courses over the pond. Irving Golf Club will give them a taste of what people enjoy in the UK and the Republic of Ireland without the cost of a plane ticket.”



MEMO

To: James W. Childers, Assistant City Manager
From: Teresa Adrian, Code Enforcement Director
Date: August 16, 2019
Subject: Budget Lodge Hotel – 110 W. Airport Freeway
CC: Chris Hillman, City Manager

While Budget Lodge Hotel is currently closed due to the inability to operate without a valid certificate of occupancy, they are staying in close contact with city staff as they move along the process of meeting with consultants; obtaining bids; and applying for permits, in an effort to eventually reopen their doors.

From Wayne Snell – Director - Inspections Department:

We have been working closely with the owners and engineer regarding the design for framing and electrical. In order to allow the appropriate progress on the site, we have received, this morning, the necessary framing design and will allow for them to proceed. They will begin work on addressing the framing, and ONLY the framing, but do NOT have any other approvals. We will continue to work with their consultant on the electrical and we will keep everyone informed of their progress.

From James Malone – Assistant Fire Marshal – Fire Department:

I issued a permit this morning for the underground fire main. They are in contact with Ashley for the vault permit but have not received it yet due to some missing paperwork. I was told that the sprinkler system would be in this week for permit.

Updates will continue to be provided as progress is made.



IRVING CITY Spectrum

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Aug. 21, 2019 | [CityofIrving.org](#)



Irving Golf Club Opens Aug. 31

[The Irving Golf Club, 2000 E. Shady Grove Road](#), officially opens at 7:30 a.m. Aug. 31. Tee time reservations will be accepted on a first-come, first-served basis by calling (972) 457-0772.

Formerly known as Twin Wells, the course has been remodeled. The renovation included rerouting eight holes and installing a new irrigation system. Architects reconstructed and leveled the tees and re-contoured the fairways to improve drainage and increase strategic interest.

[Click here](#) for more information.

City Suspending Water Utilities Payments Aug. 28 to Sept. 2



In an effort to enhance the services provided to residents and customers, City of Irving staff will close customer service offices and take all electronic payment systems offline at 5:30 p.m. Wednesday, Aug. 28 through Monday, Sept. 2. During this time no payments toward water utilities accounts will be accepted. Also, no penalties will be applied to accounts and no service will be cut off for non-payment during this shut down. Offices and online systems will resume

normal operations Tuesday, Sept. 3.

City staff would like to thank residents for their continued support and apologize for any inconvenience this may cause.

[Click here](#) for more information.

Welcome the Weekend with a Laugh

[Laughs by the Lake](#), returns for another evening of jokes and outdoor entertainment at 7 p.m. Aug. 23 at Levy Event Plaza, [501 E. Las Colinas Blvd.](#)

Comedian [Kurt Basa](#) will host this year's comedy showcase featuring Los Angeles' [The Greg Wilson](#).

Those planning to attend can bring:

- Blankets or lawn chairs.

Quick Links

[Construction Updates](#)

[ICTN on Demand](#)

[Mayor and City Council](#)

[Meetings](#)

[Online Payments](#)

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No Trash Collection, Sept. 2

In observance of the Labor Day holiday, there will be no residential trash, curbside recycling or brush collection on Sept. 2. In addition, the following facilities will be closed:

- City Hall
- Heritage and North Lake aquatic centers
- Hunter Ferrell Landfill
- Irving Arts Center
- Libraries
- Recreation centers

All offices and services will resume normal business hours on Sept. 3.

[Click here](#) for more information.

Upcoming Events

Aug. 22 | \$20 Spay/Neuter for Pets - Appointments Required

8 a.m. to 4 p.m. | Irving Animal Care Campus, 4140 Valley View Lane

Aug. 22 | Member Appreciation

10 to 11:15 a.m. | Heritage Senior

- Outside food and non-alcoholic drinks.

Concessions will be available for purchase. Admission to the event is free. Garage parking is available for \$10.

[Click here](#) for more information.



"Star Wars Under the Stars" at Toyota Music Factory



[Alamo Drafthouse](#) and [Toyota Music Factory](#) will host "[Star Wars Under The Stars](#)" in the [Texas Lottery Plaza](#).

Gates open at 7 p.m. and showtime is at 9 p.m. Admission is free. Concessions are available. Visitors can bring blankets, but lawn chairs aren't allowed. Limited seating is available. [Click here](#) for more information.

Irving Lifeguard Makes Way To Med School



Lead Pool Supervisor Allie Armato has been working at [Cimarron Family Aquatic Center](#) every summer for the past six years. During her time poolside, she developed a passion for helping people. Now she is taking that passion to Texas Tech University's Paul L. Foster School of Medicine. [Click here](#) for more information on becoming a lifeguard.

Irving Teachers Now Eligible for Irving Library Cards



All Irving teachers and ISD staff can receive an Irving library card. Card holders gain access to a number of resources and services. The card is free to teachers and district staff.

Visit any library location to register. [Click here](#) for more information or call any [library branch](#).

Center, 200 S. Jefferson St.

Aug. 22 | [Low Cost Vaccinations and Wellness - No Appointment Needed](#)
10 a.m. to noon | Irving Animal Care Campus, 4140 Valley View Lane

Aug. 23 | [Livapalooza Back to School Party and Open House](#)
3:30 to 6 p.m. | Lively Pointe Youth Center, 909 N. O'Connor Road

Aug. 24 | [Family Movie Matinee: "Missing Link"](#)
2 to 4 p.m. | Valley Ranch Library, 401 Cimarron Trail

Aug. 24 | [Tacky the Penguin Party](#)
2:30 to 3:30 p.m. | East Branch Library, 440 S. Nursery Road

Aug. 30 | [Casino Night](#)
6 to 8:30 p.m. | Heritage Senior Center, 200 S. Jefferson St.

Aug. 31 | [Family Movie: "Secret Life of Pets 2"](#)
2:30 to 4:30 p.m. | West Irving Library, 4444 W. Rochelle Road

Sept. 12 | [Miracles of Monarchs](#)
6 to 7 p.m. | South Irving Library, 601 Schulze Drive

Sept. 12 | [Grandparents' Bingo and Spaghetti Night](#)
6 to 8 p.m. | Heritage Senior Center, 200 S. Jefferson St.

Sept. 13 | [Night Hike on Campion Trail - Registration Required](#)
8 to 10 p.m. | Location provided upon registration

Sept. 14 | [Teen Jam](#)
7 to 11 p.m. | Lively Pointe Youth Center, 909 N. O'Connor Road

Sept. 14 | [Household Document Shredding, Electronics Recycling](#)
11 a.m. to 2 p.m. | Las Colinas Service Center, 5964 Riverside Drive

IRVING CITY Spectrum

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Aug. 14, 2019 | [CityofIrving.org](#)



Laughs by the Lake Returns Aug. 23

[Laughs by the Lake](#), returns for another evening of jokes and outdoor entertainment at 7 p.m. Aug. 23 at Levy Event Plaza, [501 E. Las Colinas Blvd.](#)

Comedian [Kurt Basa](#) will host this year's comedy showcase featuring Los Angeles' [The Greg Wilson](#).

Those planning to attend can bring:

- Blankets or lawn chairs.
- Outside food and non-alcoholic drinks.

Concessions will be available for purchase. Admission to the event is free. Garage parking is available for \$10.

[Click here](#) for more information.

Be the Difference in a Shelter Pet's Life; Adopt Aug. 17

Bring home a forever friend! On Aug. 17, [Irving Animal Services](#) will join shelters across the country in waiving animal adoption fees for [Clear the Shelters](#).

The event will be from 9:30 a.m. to 5 p.m. Aug. 17 at the Irving Animal Care Campus, [4140 Valley View Lane](#).

Last year, 62 North Texas shelters found homes for 7,401 animals, and 103,037 pets were adopted nationwide.

[Click here](#) for more information on the event.

Ritter's Third Birthday Party



Quick Links

[Construction Updates](#)
[ICTN on Demand](#)
[Mayor and City Council](#)
[Meetings](#)
[Online Payments](#)

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Check the Backseat

Texas leads the nation in hot car deaths. As a reminder for parents, the [Irving Fire Department](#) has a few tips residents can follow to help prevent a tragedy:

- Place an item in the backseat such as a cellphone, briefcase or an employee badge.
- Always lock your car and ensure children do not have access to keys or remote entry devices.
- Call 911 to report a child unattended in a vehicle.

[Click here](#) for more information.

Upcoming Events

Aug. 17 | [Neighborhood Garage Sale](#)

8 a.m. to 1 p.m. | Georgia Farrow Recreation Center, 530 Davis Drive

Aug. 17 | [Teachers and Friends Book Sale](#) | [Teacher Access](#)



The [Irving Family Advocacy Center \(FAC\)](#) celebrated Ritter's third birthday. Ritter graduated from [Canine Companions for Independence](#) in Irving and now works at the FAC to calm victims of violent crime.

Main Street Plaza to Open Aug. 20

The City of Irving recently completed Main Street Plaza, [127 S. Main St.](#), in downtown Irving. Staff is excited to introduce the community to the plaza and will hold a ribbon-cutting ceremony at 9:30 a.m. Aug. 20.

The open air, paved plaza features seat walls along a curved pathway, as well as tables, seating, lighting and shade trees. Spaces along the masonry walls will showcase rotating art exhibits.



[Click here](#) for more information.

Heritage Park Restoration and Expansion Project

Irving city staff has completed architectural designs to improve and expand [Heritage Park](#). Plans call for a new building with a permanent stage, a green room for performers, picnic tables, shade trees and parking for food trucks. The built-in technology and stage will allow the city to draw a variety of entertainers and provide concertgoers a more comfortable experience.



Construction on Heritage Park is slated to begin in the winter, with completion expected in the spring of 2021.

[Click here](#) to learn more.

"Star Wars Under the Stars" at Toyota Music Factory

STAR WARS

UNDER THE STARS

PRESENTED BY

MUSIC FACTORY

GATES AT 7 P.M. | SHOW AT 9 P.M.

- AUG. 15

EPISODE IV: A NEW HOPE

- AUG. 22

EPISODE V: THE EMPIRE STRIKES BACK

- AUG. 29

EPISODE VI: RETURN OF THE JEDI

[Alamo Drafthouse](#) and [Toyota Music Factory](#) will host "[Star Wars Under The Stars](#)." Screenings of the original three "Star Wars" installments will happen at 7 p.m. Aug. 15, 22 and 29 in the [Texas Lottery Plaza](#).

Gates open at 7 p.m. and showtime is at 9 p.m. Admission is free. Concessions are available. Visitors can bring blankets, but lawn chairs aren't allowed. Limited seating is available. [Click here](#) for more information.

9 a.m. to 3 p.m. |
Friends of the Irving
Public Library
Warehouse, 3000
Rock Island Road

Aug. 17 | [Teachers and Friends Book Sale | Public Access](#)
noon to 3 p.m. |
Friends of the Irving
Public Library
Warehouse, 3000
Rock Island Road

Aug. 21 | [Women's Equality Day. Celebration with the League of Women Voters](#)
6 to 8 p.m. | Valley
Ranch Library, 401
Cimarron Trail

Aug. 22 | [\\$20 Spay/Neuter for Pets - Appointments Required](#)
8 a.m. to 4 p.m. | Irving
Animal Care Campus,
4140 Valley View Lane

Aug. 22 | [Member Appreciation](#)
10 to 11:15 a.m. |
Heritage Senior
Center, 200 S.
Jefferson St.

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2:30 to 3:30 p.m. |
East Branch Library,
440 S. Nursery Road

Aug. 30 | [Casino Night](#)
6 to 8:30 p.m. |
Heritage Senior
Center, 200 S.
Jefferson St.

Aug. 31 | [Family Movie: "Secret Life of Pets 2"](#)
2:30 to 4:30 p.m. |
West Irving Library,
4444 W. Rochelle
Road



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

August 2019

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Texas Plaza	2011 - 2071 Texas Plaza Dr.	Apts	360,611 SF	\$26,750,000	Permit Issued	11/8/2018	Irving	Jun-19
2	Star Park @ Las Colinas	1501-1541 Meridian Dr.	Apts	422,186 SF	\$31,000,000	Permit Issued	2/13/2019	Irving	Jun-19
3	JPI 2 Apts	515 Promende Parkway	Apts	724,285 SF	\$50,000,000	Permit Issued	3/21/2019	Irving	Aug-19

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Summit's Edge	701 W. John Carpenter Fwy	3-story office	11,715 SF	\$1,066,824	Permit Issued	12/29/2017	Irving	Jun-19
2	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18
3	DR/Retail Office	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18
4	Office Bldg. Addition	610 N. O'Connor	Office	1,363 SF	\$126,513	Permit Cancelled	11/7/2018	Irving	Jul-19
5	Shell Bldg.	1153 W. John Carpenter Fwy.	Office	5,571 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
6	Shell Bldg.	1163 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
7	Shell Bldg.	1173 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
8	Shell Bldg.	1183 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
9	Shell Bldg.	1193 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
10	TXU Garage	6555 Sierra Dr.	Office Parking Garage	224,576 SF	\$11,000,000	Permit Pending	7/17/2019	Irving	Jun-19
11	Shells Buildings (5)	200 O'Connor Ridge Blvd.	Office	27,651 SF	\$2,075,000	Permit Pending	4/17/2019	Irving	Jun-19
12	Plasma Bldg Intelligence	777 Meadow Creek Dr.	3-story office	16,514 SF	\$3,500,000	Permit Pending	6/25/2019	C-FB	Jun-19

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Cancelled	3/27/2018	Irving	Aug-19
2	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 SF	\$135,000	Permit Issued	4/17/2018	Irving	Jul-19
3	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18
4	Shell Bldg	9151 Currency St.	Warehouse	37,573 SF	\$2,800,000	Permit Pending	12/12/2018	Irving	Jan-19
5	FritoLay	701 N. Wildwood Dr.	Warehouse	109,380 SF	\$20,000,000	Permit Issued	1/15/2019	Irving	Jun-19

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	13,129 SF	\$540,000	Permit Issued	6/23/2017	Irving	Jun-19
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Issued	8/30/2017	Irving	Jul-19
4	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Approved	10/15/2018	Irving	Feb-19
5	7-Eleven	1901 E. Highway 356	Convenience Store	3,185 SF	\$600,000	Permit Issued	5/9/2019	Irving	Aug-19
6	Retail Center	8500 Walton Blvd.	Retail	45,816 SF	\$4,000,000	Permit Pending	5/9/2019	Irving	Jun-19
7	Senior Living	8550 Walton Blvd.	Senior Living	45,816 SF	\$4,000,000	Permit Pending	5/9/2019	Irving	Jun-19
8	Clay Cooley Nissan	1000 E. Airport Fwy.	Car Dealership	61,845 SF	\$12,000,000	Permit Approved	3/12/2019	Irving	Aug-19
9	CVS	SEC Hackberry Road and S. Belt Line	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Issued	8/30/2016	Irving	Feb-19

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	McDonald's	4098 N. Belt Line Rd.	Restaurant	5,938 SF	\$750,000	Permit Issued	11/13/2018	Irving	Jun-19
2	Yeti Plaza	3521 World Cup Way	Restaurant/Retail	15,500 SF	\$4,500,000	Permit Issued	1/4/2019	Irving	Jul-19
3	Mexican Sugar	3215 Regent Blvd.	Restaurant	10,793	\$2,800,000	Permit Pending	5/13/2019	Coppell	Jun-19

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
2	COI - Fire Station #4	800 Metker	Govt.	9,079 SF	\$3,689,436	Permit Issued	3/11/2019	Irving	Jul-19
3	COI - Fire Dept. Apparatus Bldg	4880 N. Belt Line Road	Govt.	11,107 SF	\$1,633,476	Permit Pending	3/11/2019	Irving	Jun-19
4	COI - Georgia Farrow Rec Ctr	530 Davis	Govt.	11,445 SF	\$3,500,000	Permit Issued	3/11/2019	Irving	Aug-19
5	Community Center at Mobile Home Park	1100 Valley View Lane	Community Ctr	4,500 SF	\$500,000	Permit Issued	5/2/2019	Irving	Jul-19
6	CareNow	2675 N. Belt Line Rd.	Medical Clinic	4,655 SF	\$1,400,000	Permit Approved	6/28/2019	Irving	Aug-19

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Jul-19	58	\$18,744,718	30	\$11,606,778	28	\$7,137,940	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, AUGUST 26, 2019**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: July 16, 2019
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for July 2019

Convention Sales & Services Staff Activities

Leads Generated	July	YTD
Irving CVB – Hotel Leads	145	1487
Irving Convention Center Leads	21	355

July

Room Nights Generated	Monthly Goal	July 2019 Actuals	July 2018 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	July Convention Center	Convention Center YTD
Definite Room Nights	18588	8634	17990	223060	204803	194915	72	32668
Lost Room Nights		46596	44838		375828	273239	15118	156301

July	Organization	Event	Location
8-11	Cvent	Cvent Connect	Las Vegas, NV
15-19	Irving CVB	Austin Sales Calls & Luncheon	Austin, TX
24-27	Meeting Professionals International	Texas Hill Country Chapter Leadership Bootcamp	Austin, TX

Travel & Activity Customer Services Activity

July Servicing & Inventory

Groups Served	
July	22
YTD	192

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	3	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	12	2600 Badges/2907 Lanyards
Pens	13	3085
Bags	8	2150
Promotional Materials	15	742 travel guides/110 Surveyor/1400 TMF
Staffing Services	7	232 Event Hours

Event Location: Hotels: 14
 Irving Convention Center: 6
 Other: 2

Special Services

Proclamations/Welcomes/Flags:

- Welcome and Proclamation – GFWC
October 27, 2018, Lori Fojtasek
- Opening Remarks – Zest Fest,
January 25, 2019 Deputy Mayor Pro Tem Oscar Ward
- Welcome – North Texas Teen Book Festival,
March 23, 2019, Mayor Rick Stopfer
- Welcome/ Ribbon Cutting – North Texas Business Alliance,
April 10, 2019, Mayor Rick Stopfer
- Welcome/Ribbon Cutting DFW Minority Supplier,
May 7, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Angry Skipper Association-Reunion
May 18, 2019, Councilman Al Zapanta
- Proclamation/ Flag Presentation – The Association of Buffalo Soldiers and Troopers MC
May 18, 2019, Councilman Dennis Webb
- Welcome – VRM Mortgage,
June 4, 2019, Mayor Rick Stopfer
- State Proclamation/ Flag Presentation – Grand Encampment of Knights Templar
June 26, 2019, Councilman Kyle Taylor
- State Proclamation/ Flag Presentation – Grand Encampment Sirens
July 1, 2019, ICVB Board Chairwoman Clem Lear
- Special Recognition/Flag Presentation – Nnewi USA
July 5, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – American Legion Department of Texas
July 12, 2019, Mayor Rick Stopfer

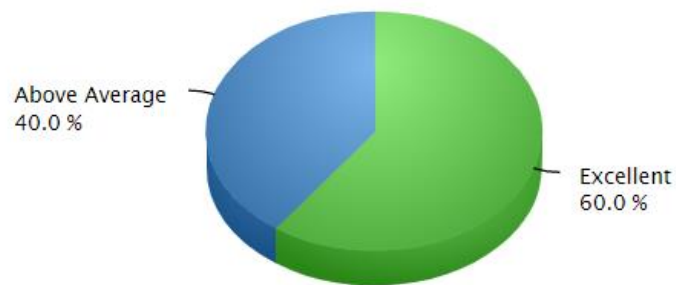
Upcoming

- Welcome/Proclamation/ Flag Presentation – 3rd Combat Engineer Battalion Memorial/Reunion September 21, 2019, Council Representative - TBD

Customer Satisfaction Results July 1-30,

How was your destination

Answer Distribution



Excellent Above Average Average
Below Average Poor Not Applicable

Service Survey

2019

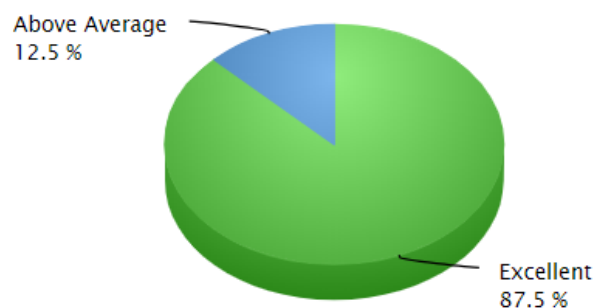
overall experience?

07/01/2019 - 7/31/2019

Score: 92% / 100.0

How was your overall Convention and Visitors Bureau Experience?

Answer Distribution



Excellent Above Average Average
Below Average Poor Not Applicable

7/01/2019 – 7/31/2019

Score: 97.5% / 100.0

August – November 2019 Definite Bookings

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
BioTE Medical	BioTE Medical	8/1/2019	8/3/2019	200	251
Aga Khan Council for USA	ITREB USA Aga Khan Council	8/1/2019	8/5/2019	300	600
Aga Khan Council for USA	ITREB USA Aga Khan Council Overflow hotel	8/1/2019	8/5/2019	300	75
Pathways Core Training Inc.	Pathways Monthly August 2019	8/2/2019	8/17/2019	100	272
Sellinger's Power Golf, LTD	Sellinger's Power Mouser Golf Tournament 2019	8/4/2019	8/6/2019	300	370
American College of Emergency Physicians	ACEP EMS Measures Meeting	8/4/2019	8/5/2019	15	19
OneSource Virtual	OneSource Virtual	8/5/2019	8/7/2019	50	171
Herzog	Herzog August 2019 Meeting	8/5/2019	8/9/2019	50	211
Paychex	SMB Sales Summit	8/6/2019	8/8/2019	230	260
Let's Play Games	Let's Play Games	8/7/2019	8/11/2019	3000	400
American College of Emergency Physicians	ACEP EMS Subspecialty CRC August 2019	8/7/2019	8/10/2019	93	246
Vizient, Inc.	Vizient, Inc. HIIN Leaning & Action Network Meeting	8/7/2019	8/7/2019	15	10
K-Town Reunion 1968-1971	K-Town Reunion 1968-1971	8/8/2019	8/11/2019	150	165
Promotional Products Association International	PPAI North American Leadership Conference	8/9/2019	8/15/2019	150	742
Sisters of Spirit	Sisters of Spirit	8/9/2019	8/11/2019	30	21
Infrastructure Advancement Institute	Infrastructure Advancement Institute - 2019 Annual Conference	8/11/2019	8/13/2019	250	390
Volunteers of America	KeyMakers Meeting - August	8/12/2019	8/14/2019	30	99
American Red Cross	American Red Cross - Donor Recruitment Training	8/12/2019	8/15/2019	20	48
McKesson Corporation	#11105-CSEO Sales Training - August 2019	8/12/2019	8/14/2019	26	57
TexSom	2019 TEXSOM Conference - Guest Room Block	8/13/2019	8/21/2019	500	585
Paychex	HRS Sales Solutions Leadership Summit	8/13/2019	8/15/2019	130	188
McKesson Corporation	#11721 McKesson Leadership Meeting	8/13/2019	8/14/2019	12	24

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	2019 TEXSOM Conference - Vendor Room Block	8/15/2019	8/21/2019	500	886
TexSom	2019 TEXSOM Conference - Overflow - Omni Mandalay	8/15/2019	8/20/2019	400	155
TexSom	TEXSOM Conference - Overflow	8/15/2019	8/20/2019	400	120
McKesson Corporation	#11338-ARS GPO Infusion Summit	8/16/2019	8/18/2019	60	70
TexSom	2019 TEXSOM Conference - Overflow - Holiday Inn Las Colinas	8/16/2019	8/20/2019	400	80
McKesson Corporation	2019 NASC Meeting	8/18/2019	8/22/2019	250	277
Fresenius Medical Care	August 2019 CMT West Training Series	8/19/2019	8/23/2019	70	280
Microcorp	Microcorp - QTS Training	8/19/2019	8/23/2019	40	110
Greystar Management Services LP	Greystar Cohort 5 (August)	8/20/2019	8/21/2019	30	13
Pleasant Holidays	ACE	8/20/2019	8/22/2019	24	56
HelmsBriscoe	Srinivasan Wedding	8/22/2019	8/25/2019	400	191
National Football League	NFL Football Officials August 2019	8/23/2019	8/29/2019	12	48
Tampa Bay Buccaneers Football Team	Tampa Bay Buccaneers Team Travel	8/26/2019	8/29/2019	200	252
American Concrete Pipe Association	ACPA Guest Room Block August 2019	8/26/2019	8/28/2019	30	75
TractManager	TractManager Sales Meeting Aug 2019	8/27/2019	8/30/2019	85	165
Seattle Mariners Baseball Club	Seattle Mariners 2019	8/28/2019	8/31/2019	75	260
Dallas Chess Club	Dallas Chess Club	8/29/2019	9/2/2019	75	275
North Texas Fencing Tournament Coalition	North Texas Round Up SYC+Cadets 2019	8/29/2019	9/2/2019	800	195
Apostolic Affiliation Inc.	Apostolic Affiliation Inc.	8/29/2019	8/31/2019	900	150
Texas Air Hogs	Texas Air Hogs August 2019 Season	8/31/2019	8/31/2019	660	272
Bluerock Capital Markets LLC	Bluerock Capital Securities Due Diligence Meeting	9/1/2019	9/5/2019	120	141
GlobauxSource	Halftime Annual Coaches Retreat Program	9/3/2019	9/5/2019	16	48
Southwest Airlines	Tech Ops Leadership Meeting and Banquet	9/3/2019	9/6/2019	460	550
McKesson Corporation	#10281-2019 CSBD Annual Forum	9/4/2019	9/6/2019	50	50

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Dallas Security Traders Association	2019 DSTA Annual Convention	9/4/2019	9/7/2019	100	183
BioTE Medical	BioTE Medical	9/5/2019	9/7/2019	200	251
Pathways Core Training Inc.	Pathways Monthly September 2019	9/6/2019	9/21/2019	100	272
Marcus Evans	Marcus Evans PVM Summit	9/7/2019	9/11/2019	200	518
Classic Elegance Coaches	Classic Elegance - Giants 2019	9/7/2019	9/8/2019	50	25
National Football League	NFL Football Officials September 2019	9/7/2019	9/21/2019	12	36
Greystar Management Services LP	Greystar Cohort 5 (September)	9/8/2019	9/11/2019	30	33
Pacific Dental Services	PDS Board Meeting	9/8/2019	9/9/2019	20	24
Tampa Bay Rays	Tampa Bay Rays 2019	9/9/2019	9/12/2019	71	213
Republic Finance	Republic Finance	9/9/2019	9/11/2019	65	138
American Red Cross	American Red Cross - Donor Recruitment Training	9/9/2019	9/12/2019	20	48
Troutman Sanders	Troutman Sanders Partners Retreat	9/10/2019	9/14/2019	350	716
McKesson Corporation	#11328-CEO Succession Reviews	9/10/2019	9/13/2019	10	30
State of Reform	2019 State of Reform - Guest Room Block	9/10/2019	9/12/2019	200	28
The Meetings Oracle	AAPN	9/11/2019	9/12/2019	12	30
McKesson Corporation	McKesson Finance Council	9/11/2019	9/13/2019	12	20
Oakland Athletics	Oakland Athletics 2019	9/12/2019	9/14/2019	75	195
Dallas Tattoo Expo	Dallas Tattoo Expo	9/13/2019	9/15/2019	3000	330
Lion Street	Lion Street Indaba 2019	9/14/2019	9/17/2019	200	560
Grapevine High School	Speech and Debate Tournament	9/15/2019	9/18/2019	100	115
Greystar Management Services LP	Greystar Cohort 7 (September)	9/17/2019	9/18/2019	30	33
Marcus Evans	Marcus Evans CMO/CNO/CIO Fall Summit	9/17/2019	9/20/2019	120	205
North Texas Business Aviation Association	NTBAA 7th Annual Safety Show-Down	9/17/2019	9/19/2019	200	600
Miami Dolphins	Miami Dolphins Team Travel	9/18/2019	9/22/2019	200	211
FenCon	2019 FenCon	9/19/2019	9/22/2019	750	399
Lucky Leaf Expo	Lucky Leaf Expo 2019	9/20/2019	9/22/2019	2000	300
Advisors Excel	Advisors Excel - Rainmaker Elite Sept.	9/21/2019	9/26/2019	50	214
Classic Elegance Coaches	Classic Elegance - Miami Dolphins 2019	9/21/2019	9/22/2019	50	25

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Operation First Response	3rd Combat Engineer Battalion Memorial	9/21/2019	9/21/2019	180	75
The Gathering	The Gathering	9/22/2019	9/28/2019	400	766
Michaels Stores, Inc.	Michaels Stores - 2019 Partner Summit	9/22/2019	9/24/2019	200	268
National Systems Contractors Association	2019 Pivot to Profit Fall Conference	9/22/2019	9/25/2019	250	336
McKesson Corporation	Oncology Liaison & Practice Marketing National Meeting	9/22/2019	9/25/2019	125	266
Fresenius Medical Care	September 2019 CMT West Training Series	9/23/2019	9/27/2019	70	280
Boston Red Sox	Boston Red Sox 2019	9/23/2019	9/26/2019	95	276
Destinations International	Destinations International CDME Board Meeting	9/23/2019	9/26/2019	15	33
New York Yankees	New York Yankees	9/25/2019	9/28/2019	100	340
Misch Implant Institute	Dental Education	9/25/2019	9/28/2019	85	79
The Southwestern Invitational	Southwestern Invitational Championship 2019	9/26/2019	9/29/2019	312	277
University of Arkansas Athletics	University of Arkansas vs TX A&M 2019	9/27/2019	9/28/2019	50	124
Classic Elegance Coaches	Classic Elegance - NY Yankees vs Rangers 2019	9/28/2019	9/29/2019	25	25
Trident USA Health Services	Trident USA Health Services	9/29/2019	10/1/2019	115	250
PartnerSource	Annual PartnerSource Employers' Conference	10/1/2019	10/4/2019	350	334
Pathways Core Training Inc.	Pathways Monthly October 2019	10/4/2019	10/20/2019	100	272
CCCI - Cru	Body and Soul	10/4/2019	10/6/2019	100	62
Collegiate Sports Travel	University of Tulsa vs SMU	10/4/2019	10/5/2019	150	75
Texas Bowling Centers Association	Southwest Bowling Proprietors Trade Show	10/5/2019	10/9/2019	125	185
Classic Elegance Coaches	Classic Elegance - Green Bay 2019	10/5/2019	10/6/2019	50	25
National Football League	NFL Football Officials October 2019	10/5/2019	10/19/2019	12	36
TT Electronics	TT Electronics TT University	10/6/2019	10/9/2019	50	66
Arrow Electronics	FOM2019	10/7/2019	10/10/2019	150	215
NEC Corporation of America	NEC - Resolve 2019	10/7/2019	10/9/2019	25	27
McKesson Corporation	HS Team Meeting - October 2019	10/7/2019	10/10/2019	40	80

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
University of Dallas Ministry	University of Dallas Ministry Conference	10/8/2019	10/13/2019	6000	450
University of Oklahoma - Alumni Association	OU Alumni Association 2019	10/9/2019	10/13/2019	1500	675
Days of The Dead Dallas	Days of the Dead Dallas	10/10/2019	10/14/2019	900	456
BioTE Medical	BioTE Medical	10/10/2019	10/12/2019	200	251
University of Texas Athletics	University of Texas Football Team Travel vs OU	10/10/2019	10/13/2019	75	178
Parker College of Chiropractic	Parker University Dallas Seminar	10/10/2019	10/13/2019	50	140
American Collectors Association of Texas, Inc.	2019 Annual Regional Conference	10/12/2019	10/16/2019	120	135
McKesson Corporation	PSaS Awards Ceremony	10/12/2019	10/15/2019	75	90
Boy Scouts of America	Boy Scouts - National Executive Board & Committee Meeting - Oct 2019	10/13/2019	10/15/2019	100	153
Construction Industry Ethics & Compliance Initiative	2019 CIECI Best Practices Forum	10/13/2019	10/15/2019	100	95
ServiceNow	2 5166 ServiceNow Dallas Room Block 2019	10/13/2019	10/15/2019	125	254
ACE Cash Express, Incorporated	Quarterly Meeting-OCTOBER 2019. Rooms Only	10/14/2019	10/16/2019	10	20
American Red Cross	American Red Cross - Donor Recruitment Training	10/14/2019	10/17/2019	20	48
McKesson Corporation	#11354-McKesson Real Estate FY20 Annual Conference	10/14/2019	10/17/2019	50	110
McKesson Corporation	Board, Committee & Strategy Review Meetings 2019	10/15/2019	10/24/2019	25	94
C2 Ventures / Comic Con	Comic Con Fan Days	10/16/2019	10/22/2019	8000	240
Daughters of the Nile	Daughters of the Nile	10/17/2019	10/20/2019	350	330
Assemblies of God/Marriage	Marriage Retreat	10/18/2019	10/20/2019	80	80
Gathering of the Eagles International Worship Summit	Gathering of The Eagles International Summit	10/19/2019	10/29/2019	1500	1215
SANS Institute	Wild Card Summit 2019/October	10/19/2019	10/28/2019	150	345
Irving High School	Irving High School Reunion	10/19/2019	10/20/2019	100	20
Classic Elegance Coaches	Classic Elegance - Philadelphia Eagles 2019	10/19/2019	10/20/2019	50	50
ASG Technologies	ASG Technologies	10/20/2019	10/24/2019	300	391

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American Concrete Pipe Association	ACPA October 2019 Guest Room Block	10/20/2019	10/23/2019	20	60
Military Sky Ball - Airpower Foundation	Military Sky Ball	10/21/2019	10/28/2019	5000	1000
Fresenius Medical Care	October 2019 CMT West Training Series	10/21/2019	10/25/2019	70	280
Controllers Conference - Ft. Worth	Controllers Conference - Ft. Worth	10/21/2019	10/23/2019	20	66
Military Reunion Planners	Flying Adjuster OFA	10/23/2019	10/26/2019	50	120
Monster Vision Productions	11th Annual Dallas Bachata Festival	10/23/2019	10/27/2019	250	405
Texas Association for Supervision & Curriculum Development	Tx ASCD 2019 Annual Conference	10/24/2019	10/30/2019	800	733
Tenkoz	Tenkoz Oct 2019	10/28/2019	10/30/2019	55	75
Pleasant Holidays	ACE	10/28/2019	10/30/2019	24	56
BMW Car Club of America	BMW Car Club	10/31/2019	11/2/2019	195	290
Texas Optometric Association, Inc.	2019 Eyecon Meeting	10/31/2019	11/2/2019	350	108
Pathways Core Training Inc.	Pathways Monthly November 2019	11/1/2019	11/16/2019	100	272
Questex	Questex - SPATEC Meeting	11/2/2019	11/6/2019	160	505
Pleasant Holidays	AAA TX	11/3/2019	11/5/2019	200	172
State Bar of Texas	27th Annual Texas Minority Counsel Program	11/5/2019	11/8/2019	150	305
Greystar Management Services LP	Greystar Cohort 7 (November)	11/5/2019	11/6/2019	30	33
Marcus Evans	Marcus Evans Tax Officers Summit 2019	11/5/2019	11/8/2019	120	155
Association of Cedarbrook Camps	2019 ACC Conference	11/6/2019	11/9/2019	100	85
Family Life	Weekend to Remember	11/6/2019	11/11/2019	500	584
Foresters Financial	Foresters Financial-2019	11/6/2019	11/11/2019	109	228
EPRI	EPRI Technology Communication Council	11/6/2019	11/7/2019	20	40
Independent Insurance Agents of Dallas	IIAD Jim Millerman Insurance Convention 2019	11/6/2019	11/7/2019	500	30
IEEE Electronic Packaging Society	Electronic Components and Technology Conference Planning Meeting 2019	11/7/2019	11/9/2019	75	75

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
BioTE Medical	BioTE Medical	11/7/2019	11/9/2019	200	201
Marcus Evans	Tax Officers Summit	11/7/2019	11/10/2019	110	150
Minnesota Vikings Football Team	Minnesota Vikings Team Travel	11/7/2019	11/10/2019	250	246
Collegiate Sports Travel	East Carolina University vs SMU	11/8/2019	11/9/2019	115	118
Irving Hispanic Chamber of Commerce	Irving Hispanic Chamber of Commerce - 2019 Annual Gala	11/8/2019	11/8/2019	300	20
Classic Elegance Coaches	Classic Elegance - Minnesota Vikings 2019	11/9/2019	11/10/2019	50	25
National Football League	NFL Football Officials November 2019	11/9/2019	11/28/2019	12	48
American Legal and Financial Network	0025Y8 ALFN Intersect Nov	11/11/2019	11/13/2019	120	96
American Red Cross	American Red Cross - Donor Recruitment Training	11/11/2019	11/14/2019	20	48
Texas A&M Transportation Institute	Texas A&M Transportation Institute	11/12/2019	11/16/2019	400	355
VMware	VMware Heptio Meeting	11/12/2019	11/14/2019	150	350
McKesson Corporation	MSPL Onmark Summit	11/13/2019	11/14/2019	130	260
Red Zone Games Inc.	Red Zone Games #2	11/15/2019	11/17/2019	50	60
Fresenius Medical Care	November 2019 CMT West Training Series	11/18/2019	11/22/2019	70	280
Drake Software	Drake Software 2019 Software Update School Dallas	11/18/2019	11/18/2019	250	85
American Concrete Pipe Association	ACPA November 2019 Guest Room Block	11/18/2019	11/18/2019	20	18
American Country Dance Association	2019 ACDA Nationals	11/20/2019	11/25/2019	300	230
USA Judo	2019 USA Judo President's Cup	11/20/2019	11/24/2019	500	255
American College of Emergency Physicians	ACEP Chapter Execs Leadership Summit Room Block 2019	11/20/2019	11/21/2019	32	40
Red Zone Games Inc.	Red Zone Games #3	11/23/2019	11/24/2019	50	30
Buffalo Bills	Buffalo Bills Team Travel	11/25/2019	11/27/2019	200	202
Classic Elegance Coaches	Classic Elegance - Buffalo Bills 2019	11/28/2019	11/29/2019	50	25
Red Zone Games Inc.	Red Zone Games #1	11/29/2019	12/1/2019	50	60
ISC2, Inc.	(ISC)2 Secure Summit 2019	11/30/2019	12/6/2019	400	259

**Items highlighted above are Target Industries for Irving

Marketing Communications

To: Maura Gast, Executive Director

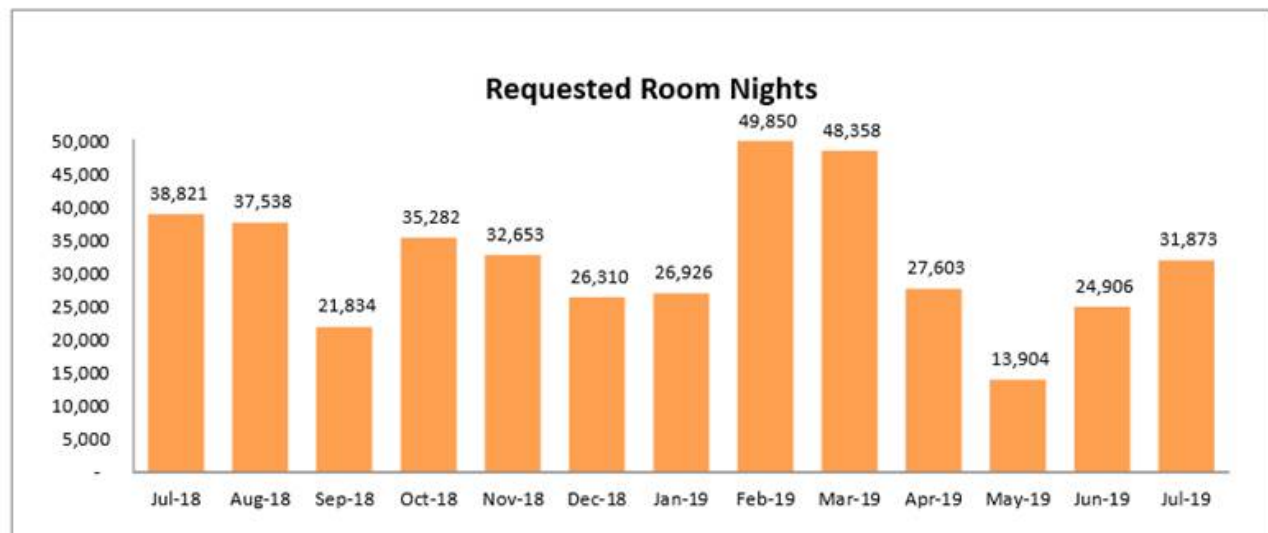
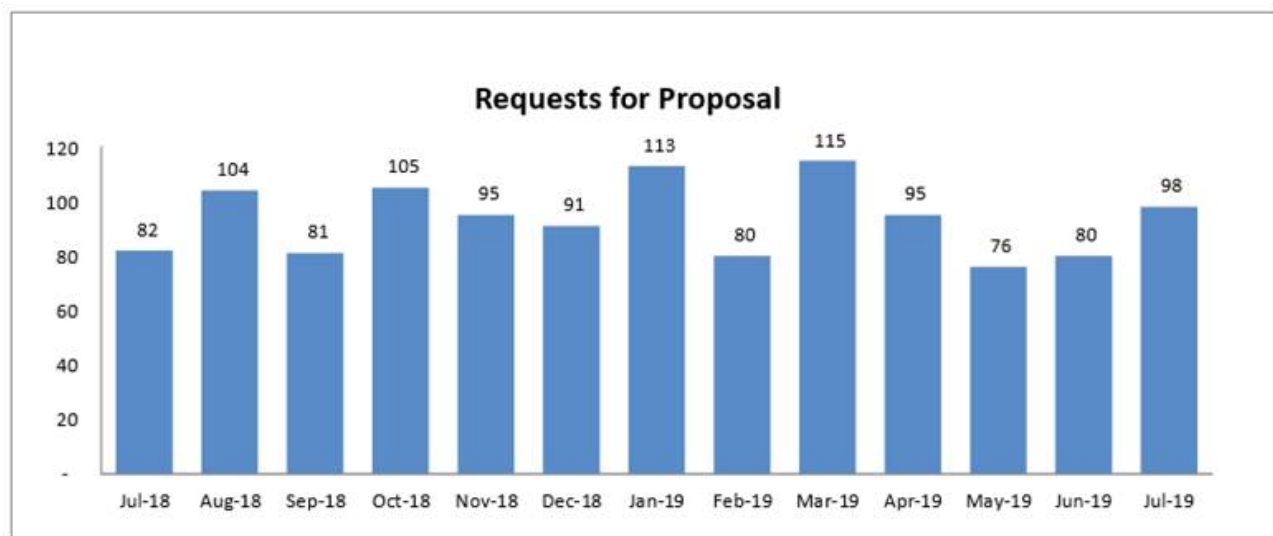
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: August 21, 2019

Re: July 2019 Board Report

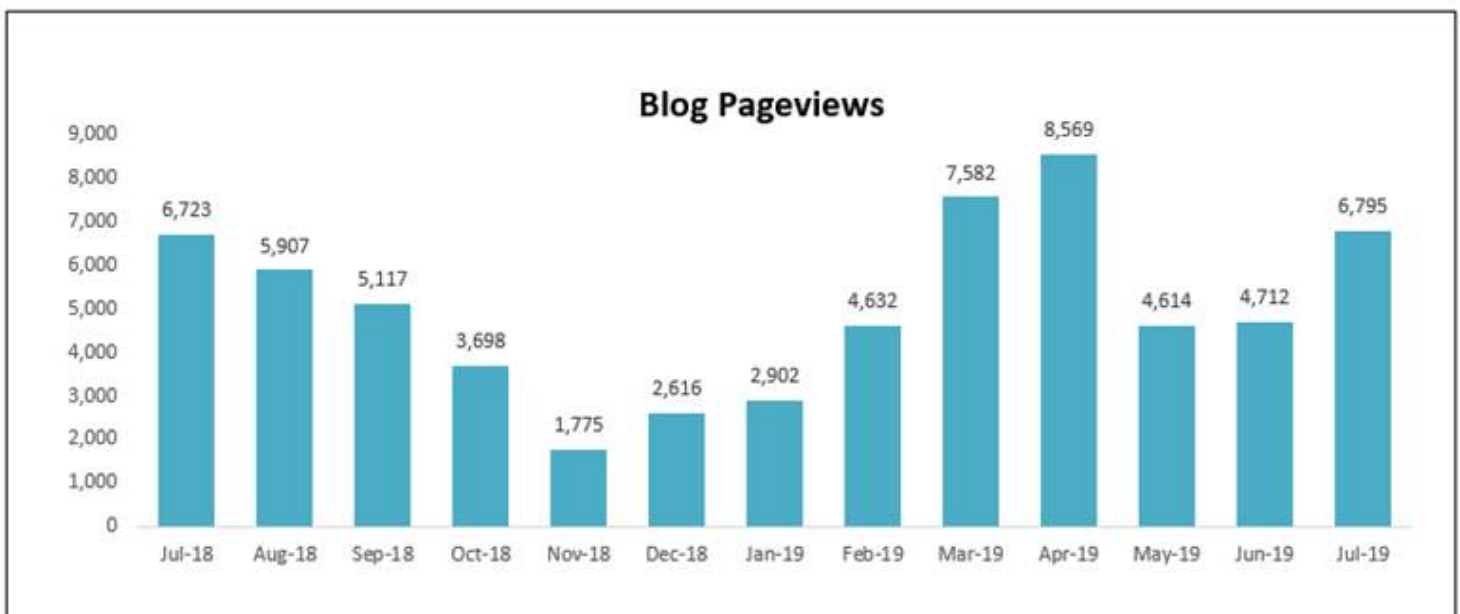
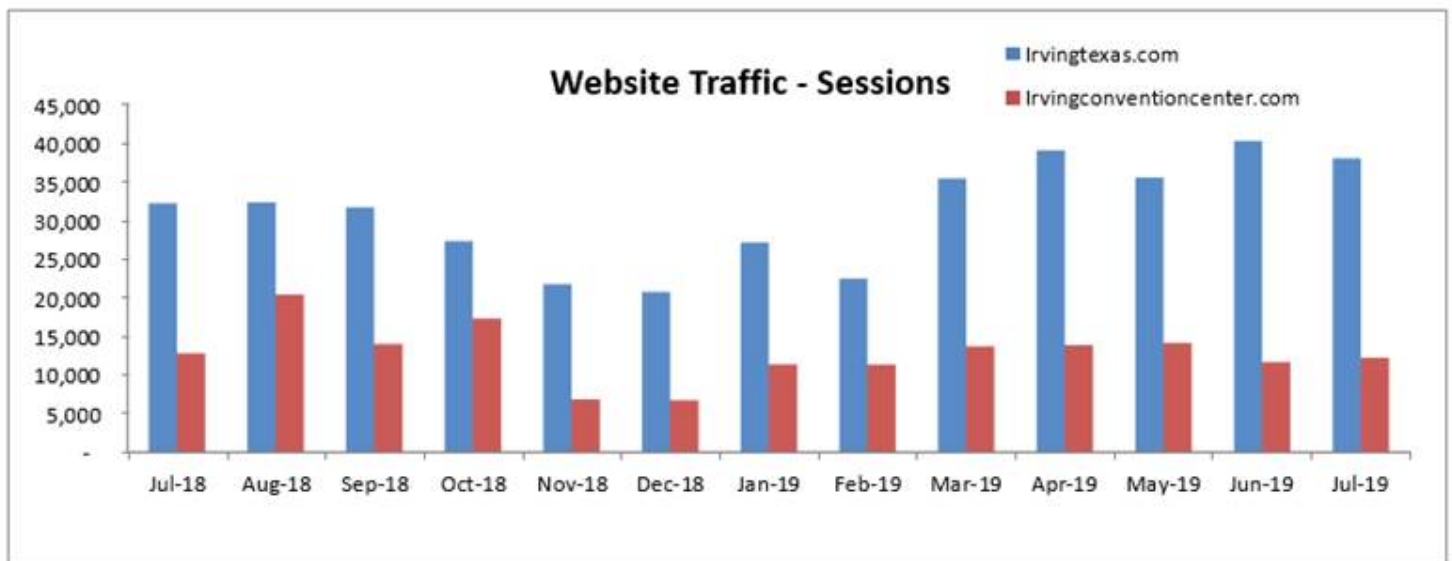
RFPS

July saw an increase from the previous months with **98 RFPS** and **31,873 associated room nights**, which is about average for the year.



Website Traffic

Website traffic remained high again with **50,229 total sessions** and **40,591 total users** in July. The Visit Irving website performed best with 38,009 sessions and 30,664 users (above average) while the Irving Convention Center website had 12,220 sessions and 9,927 users (average). Blog traffic increased in July with **6,795 pageviews** and 5,999 unique pageviews. The top blog posts were "What's New at Water Street," with 713 pageviews, followed by "Three Things You Need to Know About Toyota Music Factory," with 555 pageviews and "Things to do in July 2019," with 536 pageviews.



Advertising and Paid Search

Advertising engagement remained high in July with **8,148 advertising impressions** and **2,917 site-visits** (above average). MPI was the top performer with 2,306 impressions and 980 site-visits, followed by Tegna Media with 1,918 impressions and 1,112 site-visits. AJR Media also performed well with 723 impressions along with TripAdvisor, which had 604 impressions and 478 site-visits. The Google AdWords paid search campaign generated **48,537 impressions, 6,130 site-visits, and 10 RFPs** in July.



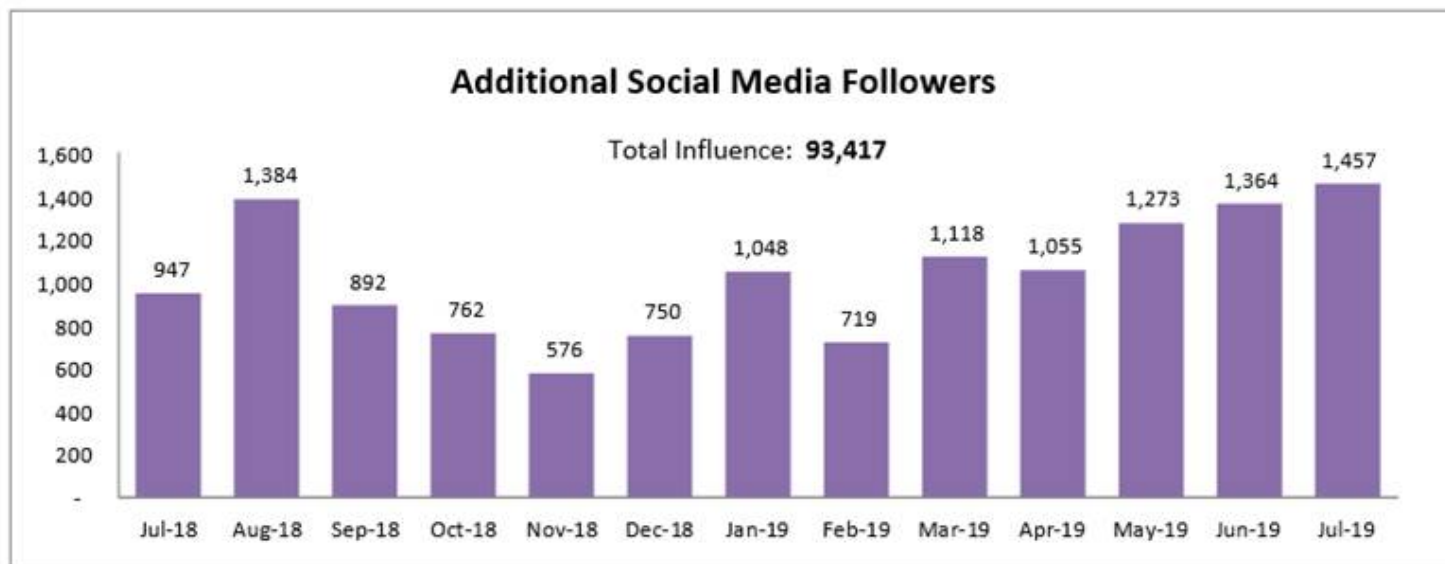
Hotel and Flight Bookings

The information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the most complete information available is from May 2019. In May, 117 hotel reservations were booked, which accounts for 258 room nights and \$35,225, in hotel revenue. Travelers also booked 348 flights in May.



Social Media

The number of new social media followers increased by a total of **1,457 new followers**, which is the highest number of new followers in the past twelve months. This brings the **total influence to 93,417**.



Social Media, cont.

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas <i>Impressions</i> Profile Visits	62,064 124,834 94,351		5,639 27,600 443	6,639 19,960	642
Convention Center <i>Impressions</i> Profile Visits/Users	12,873 165,045 399,294	193,099	2,525 2,254 5	1,965 1,051	309
Impacting Irving	1,115				

Hashtag – #VisitIrving

Irving Convention and Visitors Bureau user name on Twitter, Instagram - @VisitIrvingTx

Irving Convention Center user name on Twitter, Instagram - @IrvingTxCC

Featured Social Post



Visit Irving, Texas ✓ @Vi... · 7/12/19 ✓

Need to stretch your legs on a layover from DFW Airport, we have a few suggestions... [#VisitIrving](#)



Explore Irving on a Layover | Things to Do | Irving, Texas
irvingtexas.com

Earned Media Analytics (through June 2019)


IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	84,030,274	160,203,741	27,569,046		356,123,220
ADVERTISING EQUIVALENCY ⁺	\$777,281	\$1,481,890	\$1,034,975		\$3,294,146
PUBLIC RELATIONS VALUE ⁺⁺	\$2,331,843	\$4,445,670	\$3,104,925		\$9,882,438


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

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

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

Attachments

 "Irving Arts Center: Outdoor Sculptures and Free Family Fun in Irving, Tx," EatMoveMake, July 2019

 Visit Irving Social Facts

 ICC Social Insights

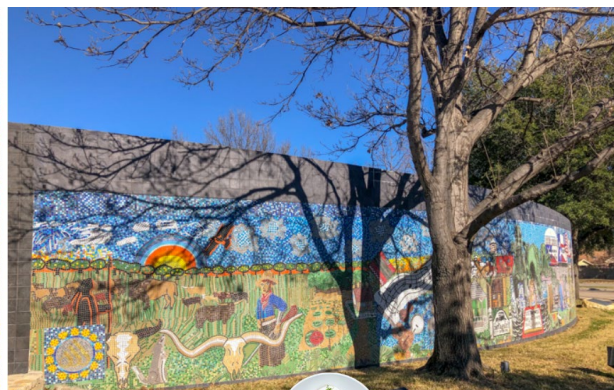
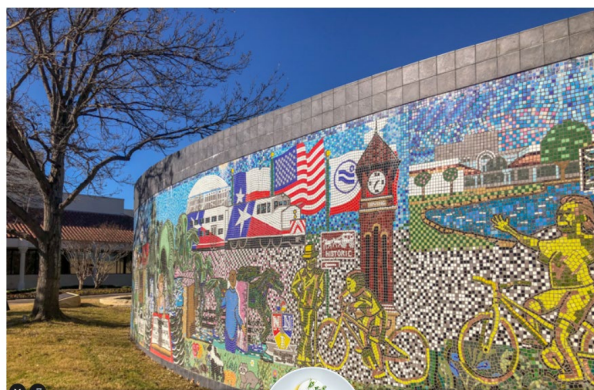


Irving Arts Center – Outdoor Sculptures and Free Family Fun in Irving TX!

What is it about outdoor sculptures that makes them so irresistible? When I heard there was a sculpture garden at the **Irving Arts Center** in Irving, Texas, I made a beeline for it. And I found a magical world of art for all ages out in the sculpture garden and inside the arts center too!

The first thing that caught my eye was the Irving Centennial Mural that surrounds the sculpture garden. Created by artist Francisco Mendoza along with 40 young artists from Irving, the Venetian glass tiles portray historic moments in Irving's history. The showstopping mosaic mural stands ten feet high and stretches sixty-six feet wide.

Family Fun Tip: Make a scavenger hunt list of items from the mural and let kids run around and find them!



After exploring the mural, stroll along the winding pathways through the flowing fountains and flowerbeds. There's something to please the eye at every turn. The collection of outdoor sculptures includes both permanent and rotating installations, all of which inspire curiosity and reflection.



Star Flower – James Surls



Trio by Art Fairchild (in the forefront)



eat move make

Goddess of the Golden Thighs by Reuben Nakian



03 Politicized Democracy John Brough Miller



If I had to choose a favorite outdoor sculpture at the Irving Arts Center, it's this interesting twisted nest full of eggs. At least that's what I *think* it is... one never knows for sure what an artist's vision is, right?



Dwelling by Larry Whitely

Family Fun Tip: Call out the name of one of the outdoor sculptures and see if kids can guess which sculpture goes with the name. Some are pretty tricky! Here's a [printable list](#) you can take with you when you visit.

What's Inside the Irving Arts Center?

- Family Activities – Second Sunday Fundays, monthly Jump Start Stories & Art, Homeschool Happenings and more.
- Live events – Live theater, symphony performances, dance, puppet shows and more.
- Kids' summer camp – This year's theme is **Art Rocks!**
- Drop-in gallery tours – Take a tour of the Irving Arts Center (includes galleries and sculpture garden) on Thursdays at 6:30pm and Sundays at 2:30 pm.
- Art galleries – four galleries with frequently rotating exhibits.
- Check the Irving Arts Center **calendar** for upcoming events.

Irving Arts Center

Pin this post about the Irving Arts Center and its outdoor sculptures!

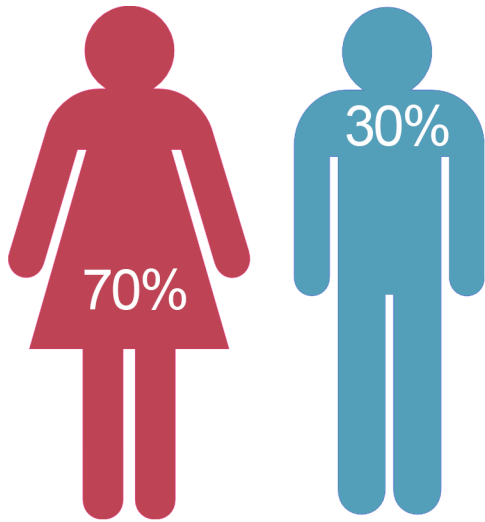
Pin this post about the Irving Arts Center and its outdoor sculptures!



Link: <https://eatmovemake.com/irving-arts-center/>

IRVING TEXAS

Social Media Facts - July 2019



FOLLOWERS



62,064 ↑ 1,371



5,639 ↑ 1



6,253 ↑ 0



FACEBOOK



124,834 IMPRESSIONS



94,351 USERS



TWITTER



27,600 IMPRESSIONS



443 PROFILE VISITS



INSTAGRAM



15,135 IMPRESSIONS

DALLAS
IRVING
FORT WORTH
ARLINGTON
HOUSTON
GRAND PRAIRIE
SAN ANTONIO
PLANO
GARLAND
MESQUITE

Geographical Breakdown



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



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



Impressions - Total number of times your posts has been seen.

WHERE LOCATION MEETS INNOVATION



Social Media Insights – July 2019



FACEBOOK >



Followers 12,873



48



165,045

IMPRESSIONS



399,294

USERS



194,957

CHECK-INS



TWITTER >



Followers 2,525



5



2,254

IMPRESSIONS



139

PROFILE VISITS



INSTAGRAM >



Followers 1,976



11



666

IMPRESSIONS

DATE: 8/20/2019
TO: Maura Gast
FROM: Mike Zumbaugh
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for July remained higher than Texas, but fell below US figures at 73.0%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 2.1% *, while Texas figures were up 2.4% and the US was up 0.4% for the month. Demand for the current period is up by 1.10% and YTD is up 2.52% over last year, while STR data reflects a 2.07% decrease for the current period and a 1.38% decrease in YTD occupancy compared to 2018.

For average daily rate, Irving was \$106.93, up 3.4% in July compared to last year, leaving Irving's YTD average daily rate at \$111.33, up 2.1% over last year. Both current month and YTD ADR figures were higher than Texas' numbers.

* As previously noted, do not be misled by a decrease in occupancy, as new inventory has come online which then causes a lower occupancy figure. When the inventory level is static, then the Occupancy figure is a good performance indicator. However, when there are increases or decreases in inventory, then "Demand" must be looked at as well. Demand is the actual amount of room nights sold during the period being reviewed.

AirBNB

For the month of July, there were 343 available listings in Irving which is a 38.3% increase in listings over last year's figure of 248.

The average daily rate for July is \$214.55, which is up 20.0% over last year, with an occupancy percentage of 71.5%, up 2.6% from last year. For the hotel comparable subset, the average daily rate for July is \$81.69, down 5.1% from last year, with occupancy at 68.4%, down .5% from last year.

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

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

Tab 4 - Multi-Segment

Irving TX CVB
For the month of: July 2019

	Current Month - July 2019 vs July 2018												Year to Date - July 2019 vs July 2018											
	Occ %		ADR		RevPAR		Percent Change from July 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	73.8	73.4	135.04	134.12	99.62	98.50	0.4	0.7	1.1	3.1	2.0	2.4	67.1	67.0	131.85	130.44	88.45	87.38	0.1	1.1	1.2	3.2	2.0	2.1
Texas	69.5	67.8	102.29	102.28	71.09	69.40	2.4	0.0	2.4	5.4	2.9	5.4	67.0	67.1	105.99	106.86	70.96	71.75	-0.3	-0.8	-1.1	1.9	3.0	2.7
Atlanta, GA	73.8	74.0	110.50	110.77	81.56	82.00	-0.3	-0.2	-0.5	1.3	1.8	1.5	71.7	71.7	118.43	111.13	84.92	79.70	-0.0	6.6	6.5	8.8	2.1	2.1
Arlington, TX	75.4	76.6	93.84	93.06	70.75	71.27	-1.6	0.8	-0.7	1.5	2.3	0.7	71.8	71.4	92.35	91.94	66.34	65.65	0.6	0.4	1.0	2.0	0.9	1.5
Charlotte, NC-SC	70.2	69.9	107.94	104.63	75.80	73.18	0.4	3.2	3.6	7.1	3.3	3.8	70.1	70.7	112.90	110.34	79.19	77.99	-0.8	2.3	1.5	5.2	3.6	2.9
Fort Worth, TX+	69.3	69.8	100.53	98.76	69.71	68.97	-0.7	1.8	1.1	4.9	3.8	3.1	70.6	73.1	108.72	106.62	76.74	77.96	-3.5	2.0	-1.6	2.2	3.8	0.2
Frisco, TX+	74.2	73.7	136.49	136.96	101.33	100.96	0.7	-0.3	0.4	7.3	6.9	7.6	70.3	70.5	144.70	143.24	101.72	101.04	-0.3	1.0	0.7	5.7	5.0	4.6
Grapevine, TX+	84.8	80.3	197.34	192.87	167.32	154.91	5.6	2.3	8.0	8.0	0.0	5.6	79.1	77.8	186.09	183.75	147.23	142.95	1.7	1.3	3.0	7.7	4.6	6.4
Irving, TX+	73.0	74.6	106.93	103.40	78.10	77.13	-2.1	3.4	1.3	5.3	4.0	1.9	73.4	74.4	111.33	109.04	81.73	81.17	-1.4	2.1	0.7	5.1	4.4	2.9
Nashville, TN	77.1	73.8	141.90	137.33	109.44	101.29	4.6	3.3	8.0	16.1	7.4	12.3	74.4	73.3	150.12	146.09	111.62	107.13	1.4	2.8	4.2	12.3	7.8	9.3
Phoenix, AZ	60.1	60.2	89.43	86.50	53.72	52.06	-0.2	3.4	3.2	3.9	0.7	0.5	73.4	72.5	143.85	139.37	105.63	101.10	1.2	3.2	4.5	5.0	0.5	1.8
San Jose, CA+	77.0	81.6	189.31	194.65	145.83	158.88	-5.6	-2.7	-8.2	-8.2	0.0	-5.6	76.5	80.0	204.66	198.68	156.50	158.88	-4.4	3.0	-1.5	-1.5	0.0	-4.4

Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	73.8	135.04	99.62	67.1	131.85	88.45	US	0.4	0.7	1.1	0.1	1.1	1.2
Texas	69.5	102.29	71.09	67.0	105.99	70.96	Texas	2.4	0.0	2.4	-0.3	-0.8	-1.1
Irving	73.0	106.93	78.10	73.4	111.33	81.73	Irving	-2.1	3.4	1.3	-1.4	2.1	0.7
Best USA	Grpvine	Grpvine	Grpvine	Grpvine	SanJose	SanJose	Best USA	Grpvine	Irving	Nshville	Grpvine	Atlanta	Atlanta
	84.8	197.34	167.32	79.1	204.66	156.50		5.6	3.4	8.0	1.7	6.6	6.5
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Grpvine	Irving	Grpvine	Grpvine	Irving	Grpvine
	84.8	197.34	167.32	79.1	186.09	147.23		5.6	3.4	8.0	1.7	2.1	3.0
Worst USA	Phoenix	Phoenix	Phoenix	Charlotte	Arlngtn	Arlngtn	Worst USA	SanJose	SanJose	SanJose	SanJose	Arlngtn	Ft Worth
	60.1	89.43	53.72	70.1	92.35	66.34		-5.6	-2.7	-8.2	-4.4	0.4	-1.6
Worst Texas	Ft Worth	Arlngtn	Ft Worth	Frisco	Arlngtn	Arlngtn	Worst Texas	Irving	Frisco	Arlngtn	Ft Worth	Arlngtn	Ft Worth
	69.3	93.84	69.71	70.3	92.35	66.34		-2.1	-0.3	-0.7	-3.5	0.4	-1.6
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: July 2019

Current Month - July 2019 vs July 2018												
Occ %		ADR		RevPAR		Percent Change from July 2018						
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Irving, TX+	73.0	74.6	106.93	103.40	78.10	77.13	-2.1	3.4	1.3	5.3	4.0	1.9
Luxury/Full Service Irving+	69.2	70.8	143.17	137.21	99.05	97.12	-2.3	4.3	2.0	13.6	11.4	8.9
All Suite/Extended Stay Irving+	78.0	77.8	93.73	94.55	73.13	73.61	0.2	-0.9	-0.6	-0.7	-0.0	0.2
Limited Service Irving+	71.8	74.5	107.90	107.36	77.46	80.03	-3.7	0.5	-3.2	-3.2	0.0	-3.7
Budget Irving+	74.4	76.6	59.24	58.02	44.05	44.47	-3.0	2.1	-1.0	-1.3	-0.4	-3.3
Las Colinas+	72.5	74.1	122.29	116.15	88.70	86.07	-2.1	5.3	3.0	13.9	10.5	8.2
DFW North+	74.3	77.1	102.59	100.92	76.26	77.85	-3.6	1.7	-2.1	-2.2	-0.1	-3.8
DFW South+	72.4	72.4	88.98	88.80	64.39	64.29	-0.0	0.2	0.2	0.1	-0.1	-0.1
Full Service Las Colinas+	65.2	64.5	172.26	169.00	112.35	109.03	1.1	1.9	3.0	32.5	28.6	30.0
Limited Service Las Colinas+	78.0	79.7	90.85	91.12	70.89	72.64	-2.1	-0.3	-2.4	-2.4	-0.0	-2.2
Full Service DFW North+	70.5	75.5	129.96	127.43	91.69	96.21	-6.6	2.0	-4.7	-4.7	0.0	-6.6
Limited Service DFW North+	76.9	78.2	85.69	83.75	65.88	65.53	-1.8	2.3	0.5	0.3	-0.2	-2.0
Full Service DFW South+												
Limited Service DFW South+	71.0	71.6	80.37	81.19	57.05	58.16	-0.9	-1.0	-1.9	-2.1	-0.2	-1.1
ICC Comp Set No Boutiques+												

Year to Date - July 2019 vs July 2018												
Occ %		ADR		RevPAR		Percent Change from YTD 2018						
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
73.4	74.4	111.33	109.04	81.73	81.17	-1.4	2.1	0.7	5.1	4.4	2.9	
72.1	72.8	150.17	148.80	108.26	108.33	-1.0	0.9	-0.1	9.1	9.2	8.1	
76.1	76.7	96.02	95.42	73.03	73.20	-0.8	0.6	-0.2	1.9	2.1	1.3	
74.1	75.9	112.57	111.70	83.39	84.77	-2.4	0.8	-1.6	1.0	2.7	0.2	
71.6	73.1	57.83	56.66	41.43	41.41	-2.0	2.1	0.0	0.2	0.1	-1.8	
72.4	74.9	127.45	124.43	92.25	93.21	-3.4	2.4	-1.0	9.1	10.2	6.5	
77.7	78.6	106.86	106.06	83.04	83.38	-1.1	0.8	-0.4	-0.1	0.3	-0.9	
70.1	69.1	92.56	90.54	64.92	62.59	1.5	2.2	3.7	4.9	1.1	2.6	
66.9	69.6	179.78	183.07	120.26	127.45	-3.9	-1.8	-5.6	16.1	23.0	18.2	
76.3	78.1	94.42	93.03	72.08	72.65	-2.2	1.5	-0.8	1.8	2.6	0.3	
77.3	78.6	138.35	137.10	106.95	107.72	-1.6	0.9	-0.7	-0.7	0.0	-1.6	
78.0	78.6	85.86	85.11	66.96	66.93	-0.8	0.9	0.1	0.5	0.5	-0.4	
68.1	69.0	82.38	81.42	56.10	56.18	-1.3	1.2	-0.1	1.5	1.6	0.3	

AirBNB Data

Occ %		ADR		RevPAR		Percent Change from Prior Year						
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Entire Place	71.5	69.7	214.55	148.85	153.40	103.80	2.6	20.0	23.1	82.4	78.2	88.7
Hotel Comparable	68.4	66.3	81.69	85.03	55.86	56.40	-0.5	-5.1	-5.6	1.2	7.2	6.7

Occ %		ADR		RevPAR		Percent Change from Prior Year YTD						
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
62.7	65.0	188.45	142.29	118.13	92.53	-4.1	15.2	10.5	95.5	108.0	101.7	
64.3	62.5	84.76	86.82	54.49	54.30	-0.9	-1.9	-2.8	39.5	43.6	42.3	

Available Listings

2019	2018	% Chg
176	109	61.5
139	124	12.1
28	15	86.7
343	248	38.3

Participation				
Properties		Rooms		
Census	Sample	Census	Sample	
Irving, TX+	86	75	12727	11163
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	32	31	3591	3484
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	16	2454	1597
Las Colinas+	31	30	5260	4924
DFW North+	25	25	3932	3932
DFW South+	30	20	3535	2307
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3001	2665
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2351	2351
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2018			2019			Calculated Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.4	247,296	247,296	66.5	254,496	254,496	2.91%	2.91%	0.51%	0.51%
February	74.4	250,037	497,333	70.4	243,421	497,917	-2.65%	0.12%	-5.10%	-2.34%
March	76.5	284,818	782,151	77.0	303,898	801,815	6.70%	2.51%	0.89%	-0.99%
April	77.4	281,441	1,063,592	74.2	283,519	1,085,334	0.74%	2.04%	-3.49%	-1.65%
May	74.5	279,748	1,343,340	73.9	291,548	1,376,882	4.22%	2.50%	-0.50%	-1.41%
June	79.4	288,650	1,631,990	78.6	300,278	1,677,160	4.03%	2.77%	-0.33%	-1.22%
July	75.0	285,044	1,917,034	73.0	288,175	1,965,335	1.10%	2.52%	-2.07%	-1.38%
August	70.0	266,054	2,183,088							
September	74.4	273,701	2,456,789							
October	78.2	297,171	2,753,960							
November	67.4	250,958	3,004,918							
December	59.3	226,764	3,231,682							

Irving, Texas & United States Comparison

July 2019

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	112.87	2.2%	112.87	2.2%	66.5%	0.5%	66.5%	0.5%	75.07	2.8%	75.07	2.8%
FEBRUARY	114.81	2.3%	113.84	2.2%	70.4%	-5.1%	68.4%	-2.3%	80.87	-3.0%	77.82	-0.2%
MAR	111.53	2.9%	112.84	2.3%	77.0%	0.9%	71.4%	-1.0%	85.88	3.8%	80.57	1.3%
APRIL	113.37	1.0%	112.52	1.5%	74.2%	-3.5%	72.1%	-1.7%	84.16	-2.5%	81.15	-0.1%
MAY	111.53	2.5%	112.27	1.7%	73.9%	-0.5%	72.5%	-1.4%	82.39	2.0%	81.37	0.3%
JUNE	111.43	2.9%	112.08	1.9%	78.6%	-0.3%	73.5%	-1.2%	87.62	2.5%	82.39	0.6%
JULY	106.93	3.4%	111.33	2.1%	73.0%	-2.1%	73.4%	-1.4%	78.10	1.3%	81.73	0.7%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 110.23 2.7% Occupancy 72.0% -2.0% RevPAR 79.32 0.6%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.12	-0.1%	102.12	-0.1%	57.4%	-2.7%	57.4%	-2.7%	58.63	-2.8%	58.63	-2.8%
FEBRUARY	106.31	-0.2%	104.26	-0.1%	65.1%	-1.8%	61.1%	-2.3%	69.22	-2.0%	63.66	-2.4%
MAR	111.45	-1.1%	106.97	-0.5%	71.2%	-0.9%	64.6%	-1.8%	79.36	-2.0%	69.06	-2.3%
APRIL	108.15	-2.7%	107.28	-1.1%	68.8%	0.8%	65.6%	-1.1%	74.35	-2.0%	70.36	-2.2%
MAY	106.70	-0.3%	107.16	-0.9%	66.8%	0.7%	65.8%	-0.8%	71.26	0.4%	70.54	-1.7%
JUNE	104.36	-1.1%	106.64	-0.9%	70.0%	-0.6%	66.5%	-0.8%	73.06	-1.7%	70.93	-1.7%
JULY	102.29	0.0%	105.99	-0.8%	69.5%	2.4%	67.0%	-0.3%	71.09	2.4%	70.96	-1.1%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

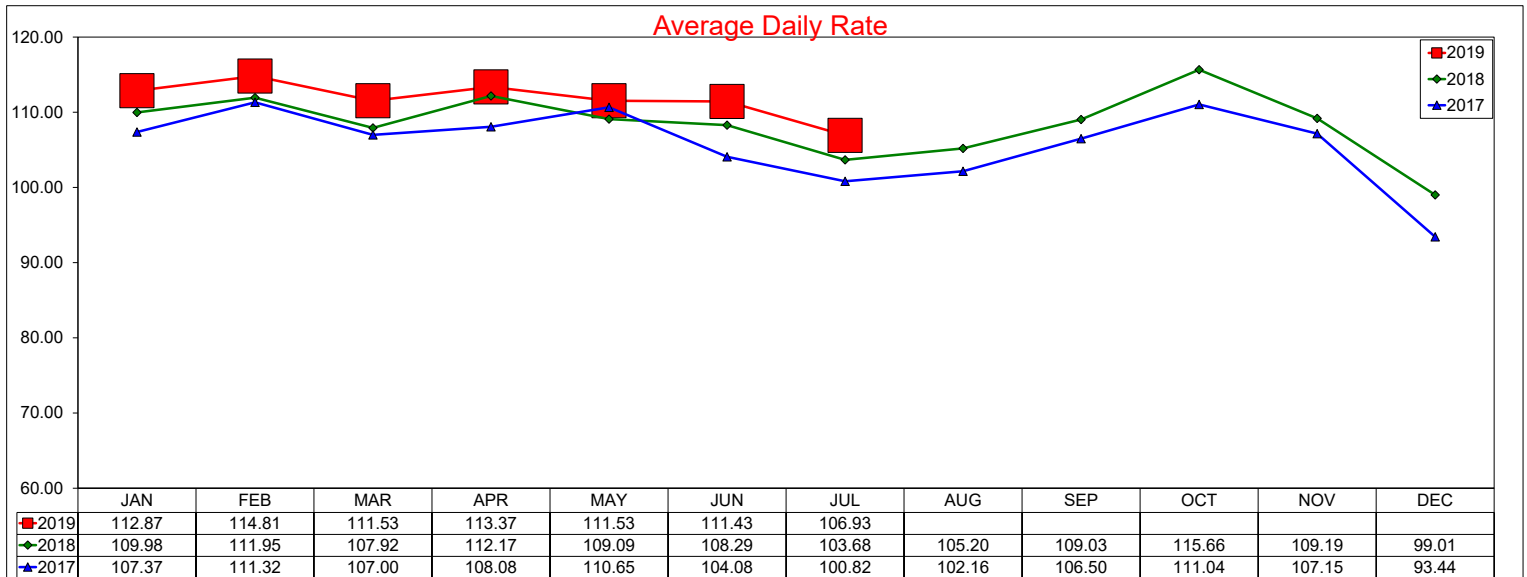
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	124.39	0.8%	124.39	0.8%	54.8%	0.7%	54.8%	0.7%	68.13	1.5%	68.13	1.5%
FEBRUARY	128.94	1.9%	126.72	1.4%	62.2%	0.7%	58.3%	0.7%	80.15	2.6%	73.82	2.0%
MAR	132.66	0.6%	129.02	1.1%	68.4%	0.0%	61.8%	0.4%	90.78	0.6%	79.68	1.5%
APRIL	131.85	0.9%	129.82	1.0%	68.0%	0.3%	63.3%	0.3%	89.67	1.2%	82.18	1.4%
MAY	132.43	1.6%	130.42	1.2%	68.7%	0.9%	64.4%	0.4%	91.01	2.5%	84.02	1.6%
JUNE	134.52	0.9%	131.20	1.1%	73.5%	-1.3%	65.9%	0.1%	98.85	-0.4%	86.51	1.2%
JULY	135.04	0.7%	131.85	1.1%	73.8%	0.4%	67.1%	0.1%	99.62	1.1%	88.45	1.2%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

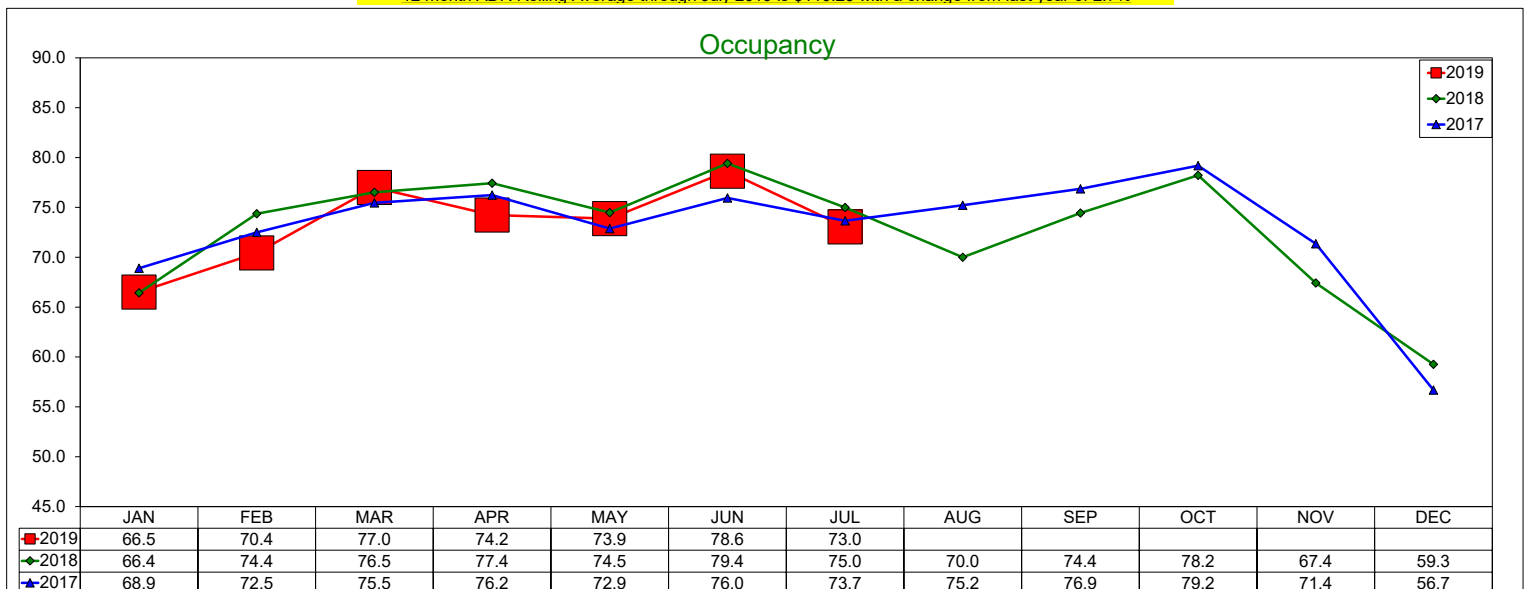
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

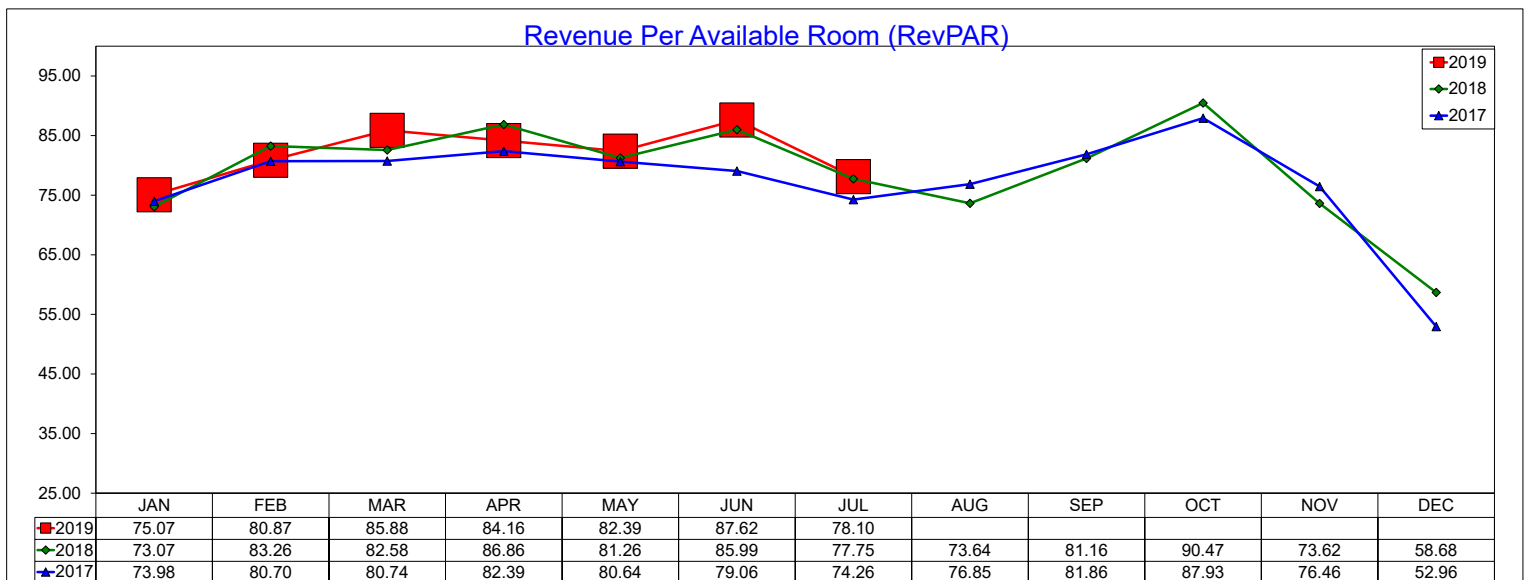
July 2019



12 month ADR Rolling Average through July 2019 is \$110.23 with a change from last year of 2.7%



12 month Occupancy Rolling Average through July 2019 is 71.95% with a change from last year of -2.0%



12 month RevPAR Rolling Average through July 2019 is \$79.32 with a change from last year of 0.6%

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Monthly & YTD AirBNB Data

July 2019

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	148.03	3.7%	148.03	3.7%	48.5%	-24.2%	48.5%	-24.2%	71.81	-21.4%	71.81	-21.4%
FEBRUARY	145.41	-2.0%	146.75	1.0%	53.9%	-4.9%	51.0%	-15.5%	78.39	-6.8%	74.85	-14.7%
MAR	202.06	33.8%	170.55	15.4%	66.0%	-1.9%	56.5%	-10.5%	133.44	31.3%	96.43	3.3%
APRIL	181.03	23.0%	173.63	17.6%	61.1%	-9.1%	57.8%	-10.1%	110.58	11.8%	100.37	5.7%
MAY	195.54	9.8%	179.05	16.1%	61.6%	12.3%	58.7%	-5.3%	120.45	23.3%	105.10	9.9%
JUNE	199.59	10.4%	183.08	14.5%	73.7%	-2.3%	61.1%	-5.1%	147.04	7.9%	111.94	8.6%
JULY	214.55	20.0%	188.45	15.2%	71.5%	2.6%	62.7%	-4.1%	153.40	23.1%	118.13	10.5%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	83.69	-6.1%	83.69	-6.1%	60.7%	-4.8%	60.7%	-4.8%	50.81	-10.6%	50.81	-10.6%
FEBRUARY	82.08	-6.9%	82.79	-6.6%	70.8%	26.5%	66.0%	10.0%	58.14	17.8%	54.62	2.7%
MAR	89.48	11.0%	85.22	0.0%	71.7%	3.4%	67.9%	6.7%	64.13	14.9%	57.90	6.8%
APRIL	83.64	1.2%	84.80	0.4%	58.2%	-17.0%	65.0%	-0.6%	48.67	-16.1%	55.12	-0.2%
MAY	87.24	-2.8%	85.30	-0.2%	56.3%	7.8%	63.0%	0.9%	49.16	4.8%	53.74	0.7%
JUNE	84.92	-6.4%	85.23	-1.5%	67.1%	-6.5%	63.7%	-0.7%	57.02	-12.5%	54.30	-2.1%
JULY	81.69	-5.1%	84.76	-1.9%	68.4%	-0.5%	64.3%	-0.9%	55.86	-5.6%	54.49	-2.8%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

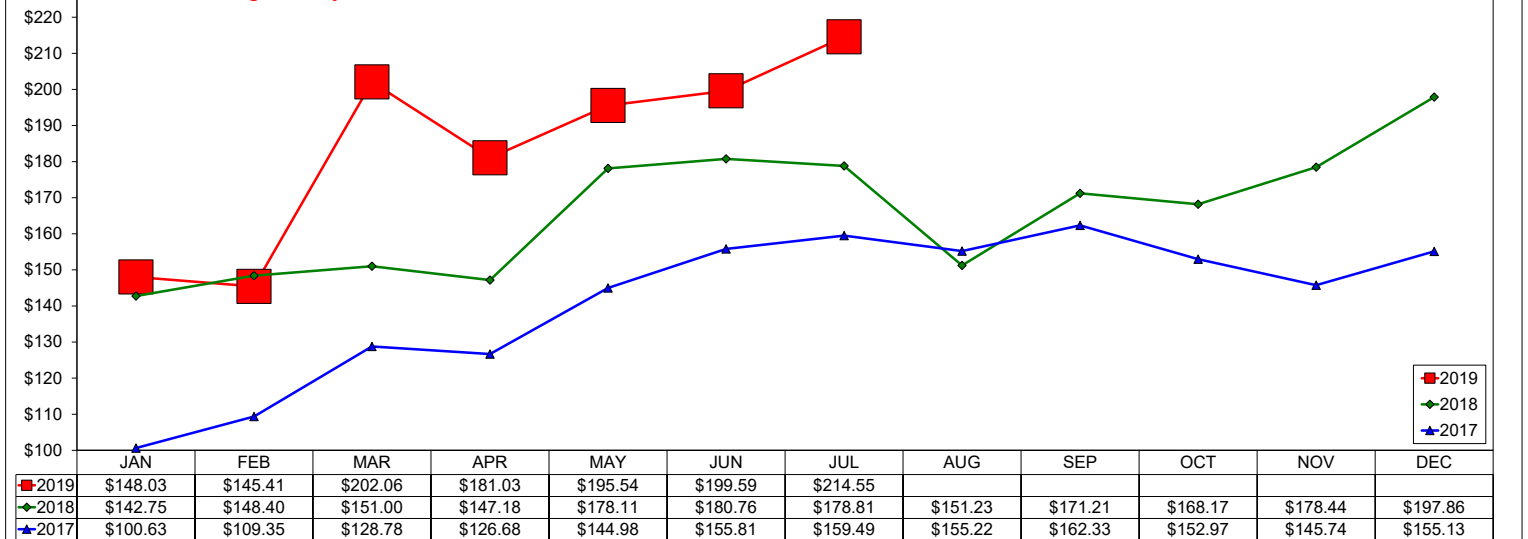
Note: The "Change %" column refers to the change from the prior year's figure.

AirBNB - Entire Place

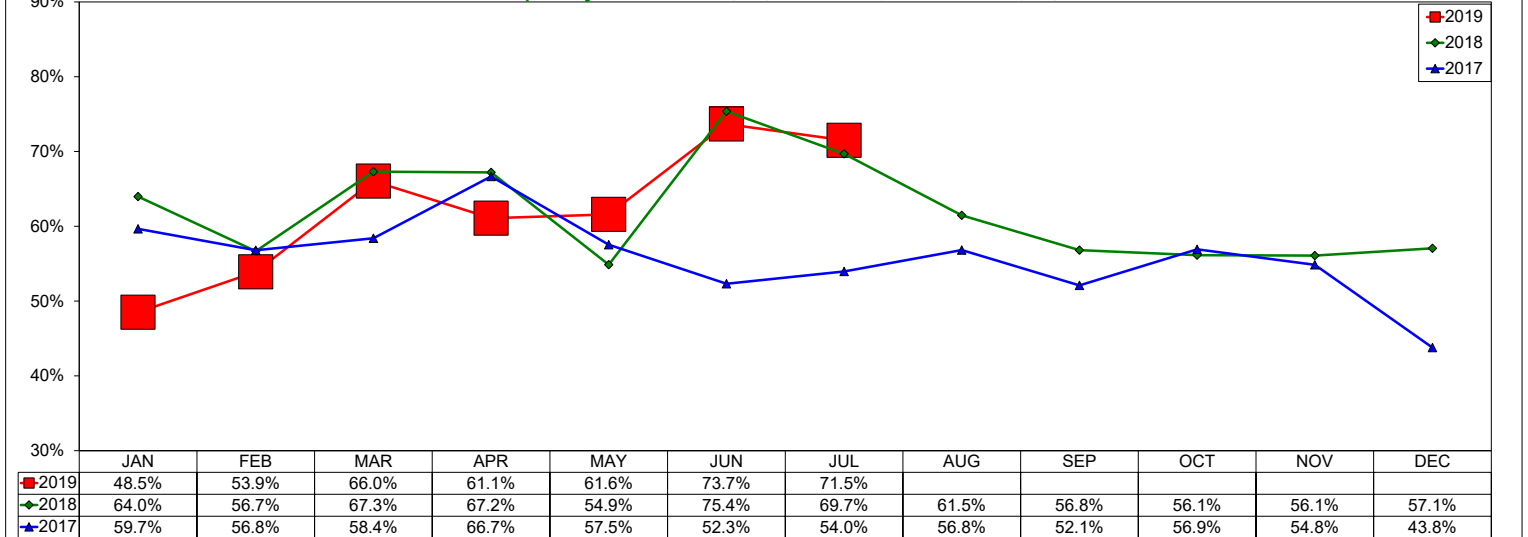
July 2019

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

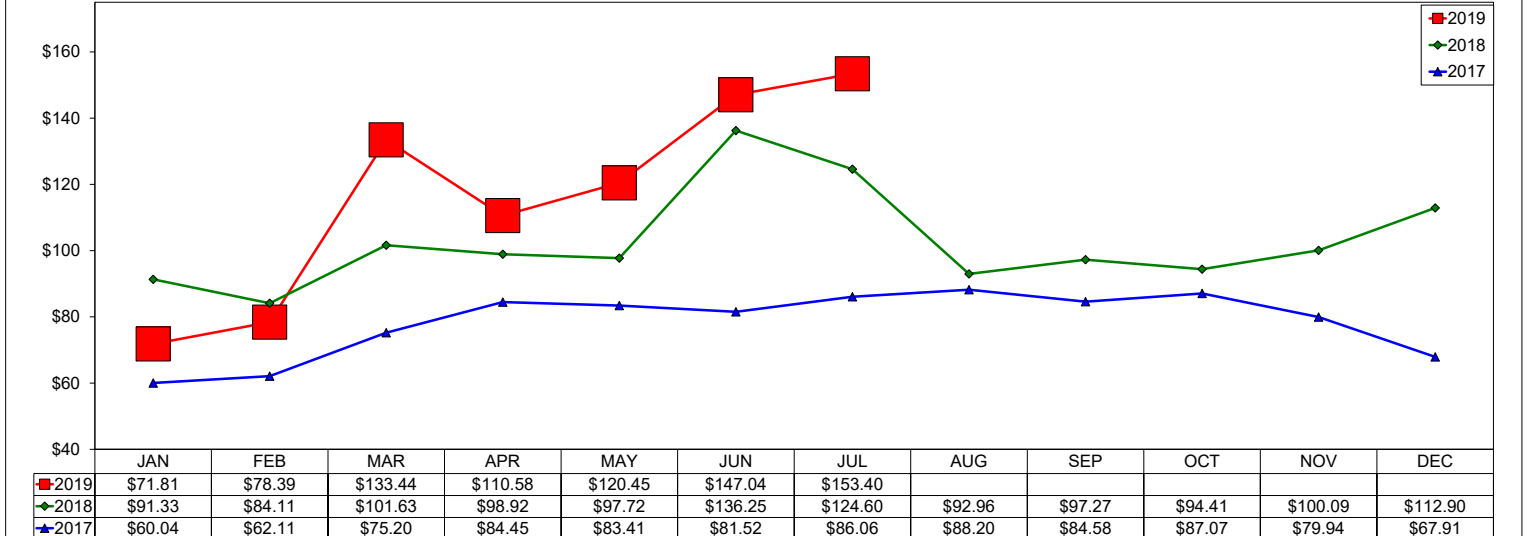
Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"

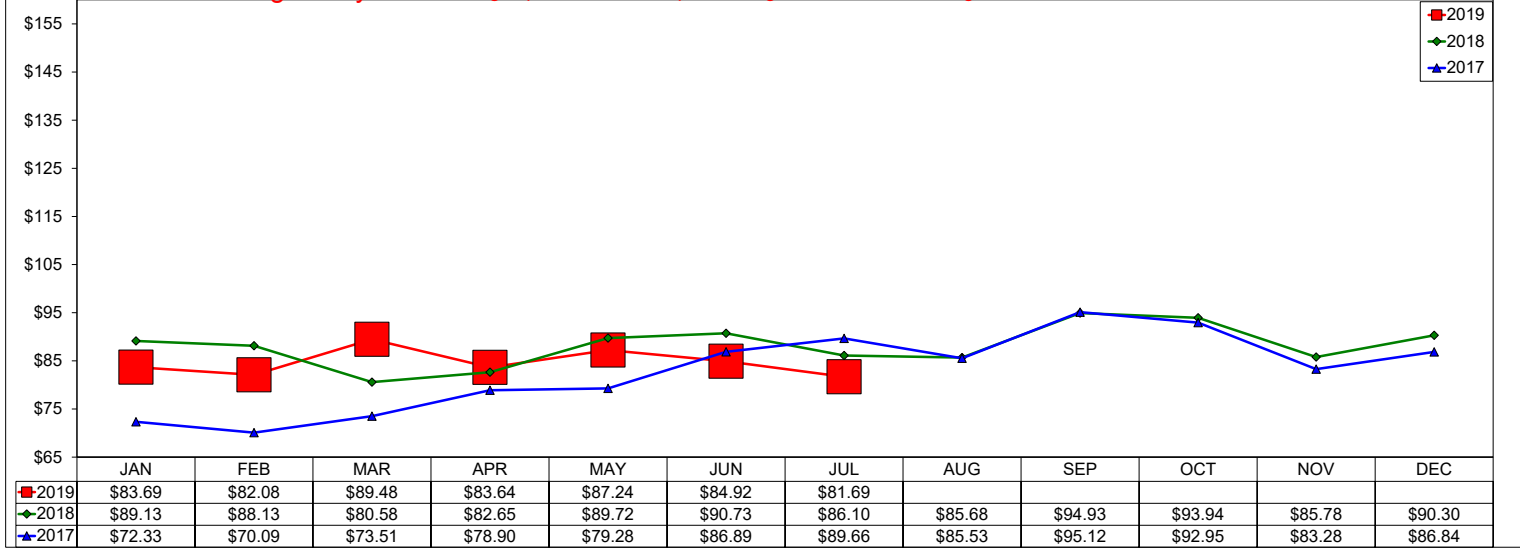


AirBNB - Hotel Comparable Subset

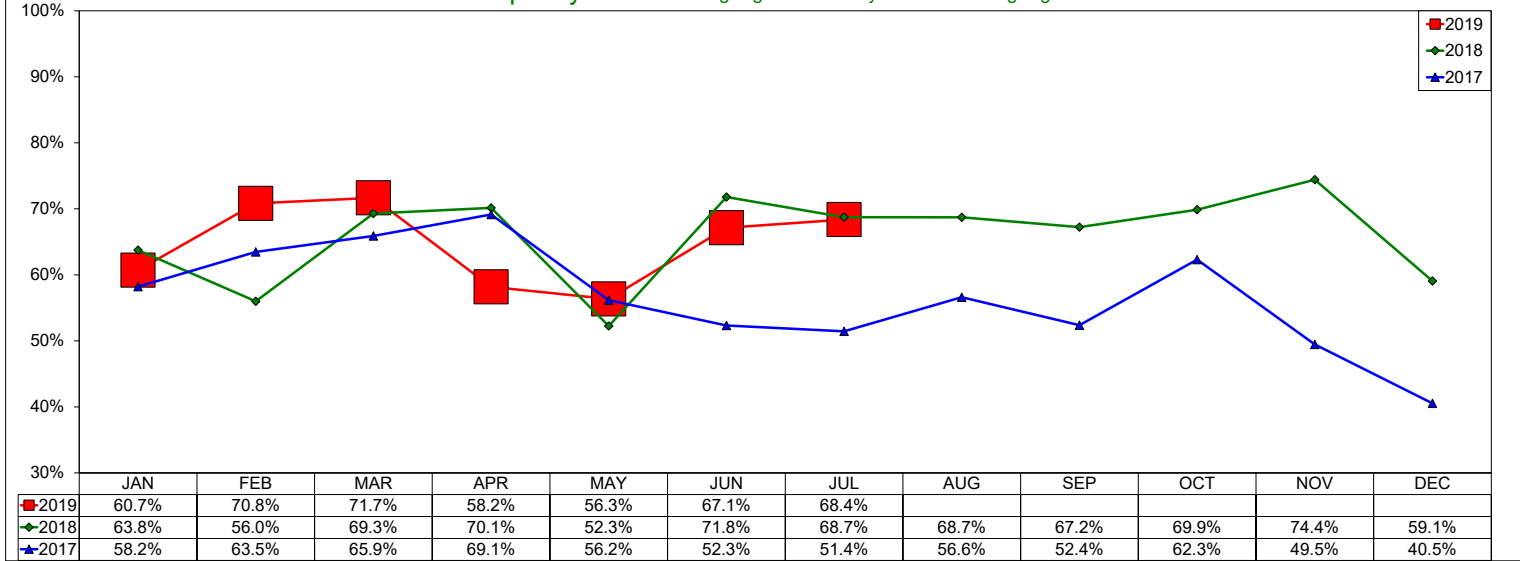
July 2019

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

Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 26, 2019**

CONVENTION CENTER MANAGEMENT REPORTS

August 16, 2019

TO: Maura Gast, Executive Director ICVB
FROM: Verenis Pedraza, SMG Director of Finance
Matt Tungett, SMG Director of Sales
SUBJECT: **Monthly Financial & Sales Report – July 2019**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	95,820	97,266	84,441	822,163	830,553	652,805
Ancillary Income	71,049	174,100	103,068	3,400,925	3,505,872	3,557,423
Total Event Income	166,869	271,366	187,509	4,223,088	4,336,425	4,210,228
Other Income	10,700	41,000	24,676	411,176	550,761	579,722
Adjusted Gross Income	177,569	312,366	212,185	4,634,264	4,887,186	4,789,950
Indirect Expenses	(536,244)	(625,565)	(540,128)	(5,348,260)	(5,794,738)	(5,529,545)
Net Income (Loss)	(358,675)	(313,199)	(327,943)	(713,996)	(907,552)	(739,595)

- July's total direct event income came in just under budget by \$1,500.
- F&B Concessions and Catering for this month were low due to hosting three Christian Congregation of Jehovah's Witnesses' conventions and the National Law Enforcement Collector's Show, all of which required little to no food.
- Our largest catering demand came from the SMG Operations Conference, which generated 50% of our total catering for the month.
- Total indirect expenses were under budget for the month by nearly \$90,000.
- Overall, the ICC fell short of budget by a little over \$45,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	116,033	150,550	173,177	4,838,549	3,879,168	4,798,585
Net Income/(Loss)	31,836	94,847	74,413	2,819,410	2,920,068	3,025,263
Net Income/(Loss) %	27.44%	63.00%	42.97%	58.27%	75.28%	63.04%

ICC by the Numbers

EVENTS	
This month	To date
12	197
Current Year	Current Year
16	212
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
3,505	36,091
Current Year	Current Year
3,521	14,012
Prior Year	Prior Year

SIGNED CONTRACTS	
This month	To date
21	222
Current Year	Current Year
17	229
Prior Year	Prior Year

VISITORS	
This month	To date
25,955	213,354
Current Year	Current Year
28,818	232,582
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
4	95%
This Month	Current Month
36	88.9%
Year to Date	Year to Date

Target Industry Bookings

Johnson Controls – September 2019
Dell Technology Forum – October 2019
Texas Mutual Insurance – September 2019
VRM Mortgage – June 2020

August and September at a Glance

- | | |
|-------------------------|-----------------------------------------------|
| • July 31-August 4 | Texas Pharmacy Association Annual Conference |
| • August 2-3 | Transatlantic Trade Expo |
| • August 5-9 | Irving ISD |
| • August 7-12 | Let's Play Gaming Expo |
| • August 13-14 | Carrollton Farmers Branch Convocation |
| • August 15-18 | Christian Congregation of Jehovah's Witnesses |
| • August 19-20 | Grocer's Supply Food Show |
| • August 22-25 | Christian Congregation of Jehovah's Witnesses |
| • August 27-29 | The Sage Show |
| • August 30-September 2 | North Texas SYC Cadets |
| • September 10-11 | Interface MA 2019 |
| • September 12-13 | Irving Transportation Investment Summit |
| • September 12-15 | Dallas Tattoo Expo |
| • September 18-19 | NTBAA 7 th Annual Safety Showdown |
| • September 20-22 | Lucky Leaf |
| • September 20 | The Great Harvest |
| • September 27-28 | Posible DFW |

cc: Tom Meehan, General Manager, SMG

September 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Cafe Open Definite						
North Texas SYC Cadets Definite		Irving Fire Fighters Exam Definite				
8	9	10	11	12	13	14
Cafe Open Definite						
		Interface MA 2019 Definite				
		Mutual of Omaha Seminar Tentative 1	2019 North Texas State of Reform Health Policy Conference Definite			
				City of Irving - Irving Transportation Investment Summit Definite		
				Dallas Tattoo Expo Definite		
					Board & Business Develop... Definite	
15	16	17	18	19	20	21
Cafe Open Definite						
Dallas Tattoo Expo Definite	North Texas Commission ... Definite				Lucky Leaf Definite	
	Johnson Controls Matasys Symposium Series Definite				19th Annual Neuroscienc... Definite	
		QuikTrip Definite			The Great Harvest Definite	
		Texas Mutual Education Day Definite	NTBAA 7th Annual Safety Show-Down Definite			
		Irving Teen 360 Civic Acad... Tentative 1		Autism Conference Definite		
		Irving 360 Civic Academy Tentative 1				

September 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22	23	24	25	26	27	28
Cafe Open Definite						
Lucky Leaf Definite	Celanese Leadership Meeting Definite				Posible DFW Definite	
DFW Church Definite	ICVB Board of Directors M... Definite	CDME Board Meeting Definite				
29	30	1	2	3	4	5
Cafe Open Definite			Partner Source Definite			India Property Show Tentative 1
	Texas Mutual Insurance Meeting Definite			2019 Technology Prayer Breakfast Definite		
		Community Engagement Definite		US Bank Quarterly Execut... Definite	ASUG DFW Definite	

October 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
Cafe Open Definite			Partner Source Definite			Christian Nodal (2K) 8:00PM Definite - Blackout
	Texas Mutual Insurance Meeting Definite			2019 Technology Prayer Breakfast Definite		India Property Show Tentative 1
		Community Engagement Definite ✱		US Bank Quarterly Execut... Definite	ASUG DFW Definite	
<input type="checkbox"/> TY Unavailable					<input type="checkbox"/> TY Out	<input type="checkbox"/> TY Out
6	7	8	9	10	11	12
Methodist Health System Leading to Excellence Summit Definite			Camilo Sesto (4K) 8:00PM Definite - Blackout			
India Property Show Tentative 1	Dell Technology Forum 2019 Definite		Medical City Healthcare H... Definite			
		DFW Hospital Council Ann... Definite	University of Dallas Ministries Conference Definite			
			City of Irving Employee Ce... Tentative 1			
<input type="checkbox"/> TY Out				<input type="checkbox"/> Kyara's Vacation	<input type="checkbox"/> Kyara's Vacation	<input type="checkbox"/> Kyara's Vacation
13	14	15	16	17	18	19
ServiceNow: NowSummit 2019 Dallas Definite			Texas Health Physicians G... Definite	Fan Days 2019 ✱ Definite		
<input type="checkbox"/> Kyara's Vacation	<input type="checkbox"/> Kyara's Vacation	<input type="checkbox"/> Kyara's Vacation				
20	21	22	23	24	25	26
Fan Days 2019 ✱ Definite		TD Industries Quarterly M... Definite				Dane Cook (4K) 7:00PM Definite - Blackout
			Worship Summit Definite			
	Gamestop SSC Meeting Tentative 1					TX ASCD 2019 Annual Con... Definite
		Career Fair - Hire Talent Tentative 1				Coppell High School Hom... Definite
					<input type="checkbox"/> TY Out	<input type="checkbox"/> TY Out
27	28	29	30	31	1	2
		AJR present by Alt 103.7 N... Definite - Blackout	HCA Definite	Agile Camp Definite		Gloria Trevi 'Diosa de la N... Definite - Blackout
TX ASCD 2019 Annual Conference Definite						Ghanaian Professionals N... Tentative 1
<input type="checkbox"/> TY Out						

November 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
		AJR present by Alt 103.7 N... Definite - Blackout	HCA Definite	Agile Camp Definite		Gloria Trevi 'Diosa de la N... Definite - Blackout
TX ASCD 2019 Annual Conference Definite						Ghanaian Professionals N... Tentative 1
<input type="checkbox"/> TY Out						
3	4	5	6	7	8	9
NEDRP 2019 Conference Definite			All Industry Day 2019 IIAD Definite		Irving Hispanic Chamber ... Definite	Texas Bridal & Wedding Ex... Definite ★
		Glenn/Evonik Technical Ev... Definite		Realogy Meeting Tentative 2		Health and Wellness Expo Tentative 1
		Destination Development ... Definite				
10	11	12	13	14	15	16
Texas Bridal & Wedding Ex... Definite	Medical City Health Nurse... Definite	Economic Forecast for Re... Definite	NTENT Tentative 1	MetroPCS Tentative 1	Feed My Starving Children Definite	
Greater DFW FCA Coaches ... Tentative 1					MDA Uncork a Cure Gala Definite	
					Catholic Action Tentative 1	
					<input type="checkbox"/> Hayley Out of Office - Wedding <input type="checkbox"/> TY Out	<input type="checkbox"/> Hayley Out of Office - Wedding <input type="checkbox"/> TY Out
17	18	19	20	21	22	23
Feed My Starving Children Definite	ICVB Board of Directors M... Definite	City of Irving Annual Servi... Tentative 2		USA Judo Dallas Invitational and National Presidents Cup 2019 Definite ★		
Greater DFW FCA Coaches ... Tentative 1						
Catholic Action Tentative 2						
<input type="checkbox"/> Hayley Out of Office - Wedding <input type="checkbox"/> TY Out						
24	25	26	27	28	29	30
USA Judo Dallas Invitatio... Definite ★						

**IRVING CONVENTION AND VISITORS BUREAU
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August 2019

We	Tu	Mo	Su	Sa	Fr	Th
7	6	5	4	3	2	1

TownePlace Suites by Marriott to Open in Irving, Texas

New 119-suite Hotel Opens its Doors Welcoming Guests to the Heart of the DFW Airport Area

By: *Marriott International*

IRVING, Texas - Aug. 7, 2019 - *PRLog* -- Marriott International's TownePlace Suites by Marriott DFW Airport North Irving is set to open for business today. Built for travelers looking for a simple and friendly place where they can settle-in, keep their routine, and easily connect to the DFW Airport area. The new hotel located at 4800 Plaza Drive, will operate as a Marriott franchise, owned by LodgeCap DFW, LP and managed by InterMountain Management, LLC (<https://www.intermountainhotels.com/>) of Monroe, Louisiana.

"We are excited to introduce the TownePlace Suites brand to the DFW Airport area," said Diane Mayer, vice president and global brand

manager, TownePlace Suites. "At TownePlace Suites, we get it. We want to go above and beyond to do everything we can to make our guests feel comfortable. We encourage our guests to be real, and help them to do so by providing a seamless residential atmosphere with a friendly staff who genuinely care about our guests. That is what our brand is all about, and this property is a great example of that."

All service team members are thoroughly trained on local knowledge and look forward to connecting guests to the local area. Our floor-to-ceiling TowneMap® also helps guests instantly acclimate themselves to the DFW Airport area by featuring great places to eat, play and live (explore). The TownePlace Suites DFW Airport North Irving is located just five minutes from the Dallas-Fort Worth International Airport and 20 minutes from downtown Dallas. The new hotel offers guests convenient access to AT&T Stadium, the Las Colinas business district, the Las Colinas Convention Center, the Toyota Music Factory and the

Dallas Galleria.

TownePlace Suites helps its guests stay organized on the road with the help of its partner, The Container Store. While staying at the hotel, travelers can unpack their suitcase in a custom elfa® closet. From drawers to shelves to smart hanging space, you'll find everything you need to make you feel right at home. Other hotel amenities include an outdoor swimming pool, a fitness center open 24 hours per day, laundry facilities, complimentary Wi-Fi throughout the hotel and on-site business services, including copying, faxing and printing. As a brand, TownePlace Suites recognizes that families may include more than just humans, which is why the TownePlace Suites DFW Airport North Irving is pet-friendly (fees may apply). The four-story hotel also provides a full-service bar and evening Bistro, offering a variety of menu items nightly.

Contact

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..... End



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[Aug 07, 2019 News](#)



MEMO

To: Philip Sanders, Assistant City Manager
From: Imelda Speck, Economic Development Project Administrator
Date: August 8, 2019
Subject: MainStage 222 Inaugural Performance

MainStage Irving Las Colinas has recently leased city owned property at 222 E Irving Boulevard. Officially opening October 3rd, the newly titled MainStage 222 will be hosting their inaugural performance in the new space with the “MainStage 222 Live Blues Revue” on Saturday, September 7, 2019 from 6:00 pm to midnight. Welcoming back several Texas music scene leaders such as Leo Hull and the Texas Blues Machine, Jackie Don Loe and Lou Hampton, the Bnois King Band, and the Andrew “Jr. Boy” Jones Band, MainStage 222 is excited to kick off their presence in downtown Irving. It will be a ‘picnic style’ where guests are invited to bring their own lawn chairs, coolers, and meals. Event tickets can be purchased at tickets.irvingartscenter.com/milc222.


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CHAMBER NEWS

Keep Irving Beautiful Presents Annual Awards Local Community Members, Groups Honored in Ten Categories

Published: 12 August 2019

Keep Irving Beautiful's (KIB) annual Mayor and KIB Awards event was held Aug. 5 in the First Baptist Church of Irving's Fellowship Hall. The 124 guests were greeted and signed-in by volunteers Sandy Franco, Chuck Kirk, Elouise McMillian and Chandler Ude, while listening to the harp music of Becky Scherschell. Guests enjoyed an appetizer buffet prepared by Pat Riddle, assisted by a staff of volunteers from the church. T.J. Friedel captured the moments with her photography and Dan Hassell provided technical support.

KIB's Volunteer Recognition Committee Chair and hostess for the evening Margie Stipes opened the ceremony by inviting members of the Boy Scouts of America Troop 508 to present the colors and lead the Pledge of Allegiance.

Father Albert Becher from Holy Family of Nazareth Catholic Church delivered the invocation, after which KIB President Jim Scrivner provided an overview of activities throughout the year. Scrivner also acknowledged the recipients of Keep Texas Beautiful state awards, who had previously received their accolades. The recipients included: Chuck Kirk, first place O.P. Schnabel Senior Citizen Award; Frito-Lay Irving Facility, first place Ebby Halliday and Maurice Acers Business and Industry Award; and City of Irving Parks and Recreation Department, first place City Government Award.

KIB was acknowledged for achieving the President's Circle Award from Keep America Beautiful, the Gold Star Award from Keep Texas Beautiful and the Award of Sustained Excellence at both the state and national level.

Cathy Whiteman of Irving Community Television Network served as master of ceremonies. During the event, Whiteman and Irving City Councilman John Danish presented awards to the following honorees:

- Youth Leadership Award: Jack Singley Academy Police Explorers
- Educator Award: Jonathan Erickson, Cistercian Preparatory School
- Educator Award: Brett Dyer, North Lake College
- Faith Group Award: Holy Family Catholic Church
- Business and Industry Award: Joe's Coffee Shop
- Media Award: Rambler Newspapers
- Media Award: Fox Sports Southwest
- Civic Organization Award: Irving Sunrise Rotary
- Nonprofit Organization Award: EarthX
- Lifetime Achievement Award: James and Barbara Wallis

- Civil Servant Award: Irving Chief of Police Jeff Spivey
- Government Award: City of Irving Fleet Maintenance Department
- KIB Hometown Award: Dr. Olivia Novelo Abreu
- KIB Hometown Award: Oscar Ward

“Honoring volunteers, partners and sponsors is imperative to KIB,” said Stipes. “They do so much for the organization and the entire community throughout the year, so this is KIB’s way of thanking them for their dedication and effort. Everyone who attended the event was here because they make a positive difference to the well-being of Irving.”



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