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**IRVING CONVENTION AND VISITORS BUREAU**

**Board of Directors Meeting**

**Monday, April 26, 2021 @ 11:45 a.m.**

**Irving Convention Center  
and Zoom Video Conference  
Third Floor - Junior Ballroom  
500 W. Las Colinas Blvd.  
Irving, Texas 75039**

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(Boxed Lunch Served 11:15 a.m.)

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

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

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

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

‡ - COUNCIL LIAISON

**AMENDED  
AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, April 26, 2021 at 11:45 AM**  
**Irving Convention Center, Third Floor Junior Ballroom**  
**And Zoom Video Conference**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

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Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on April 26, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/83683105063> - Meeting ID: 836 8310 5063. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 836 8310 5063.

1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Minutes for March 22, 2021
3. Accepting the Irving Convention Center Financial Report for March 2021
4. Accepting the ICVB Financial Report for March 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

**Board Reports**

7. COVID-19 Update
8. Board Chair Report
  - a. Schedule of Upcoming Meetings and Activities
  - b. Next Board Meeting – May 24, 2021
9. Board Committee Reports
  - a. Board and Business Development – Bob Bourgeois
    - \*Legislative Session Updates
    - City Council Agenda Item to Approve Bylaws – May 6
    - Next Meeting – June 11

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## AGENDA - Continued

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- Community Engagement – Clem Lear
  - Meeting Recap – April 6
    - Board Volunteer Opportunities:
      - Catholic Charities Food Distribution – April 24
      - Irving-Las Colinas Rotary Club Flags Over Irving Program – Build and Rebuild Flags – May 8 and 22 at 9:00 a.m.
      - Fiesta de Mayo Half Marathon – May 22
      - Keep Irving Beautiful Trinity River Trash Bash – September 25
    - National Travel & Tourism Week Proclamation – May 6
  - Next Meeting – July 13
- Destination Development – Greg Malcolm
  - Next Meeting – May 4

### 10. City Reports

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

### 11. Bureau Monthly Management Reports

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

### 12. Convention Center Management Report – Tom Meehan/Matt Tungett

### 13. Industry Partner Reports

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

**AGENDA - Continued**

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

**CERTIFICATION**

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

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

## **AGENDA ITEMS**



**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**BOARD OF DIRECTORS**  
**ZOOM VIDEO MEETING**  
**March 22, 2021**

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Dallas Burke, Stephanie Fenley-Garcia, Todd Hawkins, Nydia Hoskins, City Manager Chris Hillman, Julia Kang, Clem Lear, Kim Limon, Rick Lindsey, William Mahoney, Hammond Perot, Joe Philipp, Mike Riley, Sam Reed, Roy Santoscoy and Richard Stewart – Board members; Mayor Rick Stopfer, Council Liaison Deputy Pro Tem Kyle Taylor, Councilman Mark Zeske, and Councilman Oscar Ward – City of Irving Elected Officials; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB. Guests – City of Irving Economic Development Project Administrator Jennifer Ramirez and Sharon Thompson - Resident.

Board Chair Karen Cooperstein called the meeting to order at 11:46 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. She inquired if there were any citizen comments; there were none.

**CONSENT AGENDA**

- Approve the ICVB Board of Directors meeting minutes from February 22, 2021.
- Accept the ICC Financials for February 2021
- Accept the ICVB Financials for February 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report

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

**BOARD REPORTS**

Executive Director Maura Gast

COVID-19 Update:

- Updated Occupancy assumptions from April 2020 – September 2021 were reviewed.
- February and March will have additional factors due to the winter storms.
- The remainder of the calendar for the year is in flux.
- Congress approved the American Rescue Act.
  - The Restaurant Revitalization Fund has \$28.6 billion in grants to cover expenses incurred between February 15, 2020 and December 31, 2021.
  - State and Local Coronavirus fiscal recovery funds:
    - Provide \$350 billion to State and Local Government.
    - Payments are split into two tranches.
    - There is specific language for eligible uses and discretion in how funds are spent.

- Once funds are distributed, state and local governments will have discretion in how they spend the funds.
- The Economic Development Administration (EDA) announced grants totaling \$3 billion economic adjustment assistance.
- Next Steps:
  - US Treasury will issue regulations implementing the provisions.
  - PPP Extension Act to extend the PPP application to May 31.
  - Next recovery package expected between May and September.
  - Industry is engaged with Administration to reopen international travel.
  - Press the Administration, Governors, local officials, and business executives to restore professional meetings and events.

City Manager Chris Hillman added there is a lot of clarifying language coming. The City is focused on lost revenues and Hotel Occupancy Tax impact. Gast noted the City authorized a loan to the ICVB over the course of a year for \$1 million and transferred \$500,000 in March to help with cash flow.

#### Chair Report:

- Irving-Las Colinas Chamber of Commerce State Advocacy Day will be on Zoom and registration is available on the Chamber website.
- Texas Hotel and Lodging Association Converge on the Capitol event is scheduled for March 24 and is a free event.
- The ICVB Board meetings will be moving toward a hybrid meeting format, beginning in April.
- Board Conflict of Interest forms should be turned into Gast or Office Manager Carol Boyer.
- Next Board meeting is scheduled for April 26.

#### BOARD REPORTS

##### Board and Business Development Committee

Committee Chair Bob Bourgeois reported:

- The Committee met on March 12 and discussed the Board Officer nomination process, legislative update, and the CARES Act.
- Amendments to the ICVB Board Bylaws were passed.
- Next Committee meeting is scheduled for June 11.

##### Community Engagement Committee

Committee Chair Clem Lear gave a recap of the February 3 Committee meeting:

- Next Committee meeting is scheduled for April 6 and agenda items include: Volunteer Week opportunities as a Board, continued discussion on community leader recognition and National Travel and Tourism Week in May.

##### Destination and Development Committee

- The next Committee meeting is scheduled for May 4.

#### CITY REPORTS

Council Liaison Deputy Mayor Pro Tem Kyle Taylor reported:

- Legislative items of interest – Two proposed bills that would make it illegal to use taxpayer money for lobbying, which previously passed in the Senate and failed in the House. There is a lot of push-back from County and State parties on the bill.
- Legislative item of interest is the Election Integrity HB 2092 regarding party affiliation to run for a city office.
- City Council approved a new hotel on Esters, which fits into the new proposed revisions for hotel standards.

Mayor Rick Stopfer reported:

- Rental Assistance funds from HUD and FEMA is a long reimbursement time and a tremendous amount of paperwork.
- Sales and property tax are being received better than anticipated.
- ICVB loan from the City will help with cash flow this year, but additional dollars may be needed for the next fiscal year.
- Continuing to move forward with the downtown Heritage Park and Georgia Farrow Recreation Center projects.
- Texas Department of Transportation is on schedule with the Irving Diamond Interchange project.
- DART is continuing its search for retired DART President Gary Thomas' successor.
- The City is fortunate to have Wreaths Across America in the community and welcome veterans from the Vietnam war.
- Continue to see growth in warehouse construction and retail expansions across the City.
- Council and staff will continue to monitor legislative session items.

Councilman Oscar Ward reported:

- Other legislative proposals at the State include moving May elections to November only and must declare political party affiliation.
- Grand Opening for Fire Station #4 is expected this spring.
- Ward attended the ICVB Executive Committee meeting and appreciated the education and data presented to understand the severe revenue impact and how the City can support Irving as a destination. He commented he is proud to vote for the ICVB loan this year for Irving, Texas to be the destination of destinations.

Councilman Mark Zeske reported:

- He attended a dance competition for his granddaughter at the ICC and was proud of everyone involved and ICC staff. It should be a good sign of bouncing back from this year's adversity.

City Manager Chris Hillman reported:

- The "Defunding the Police" legislative item is coming through the Senate with 24-hour notice and would include capital costs in a formula that would create a significant issue. The item would have to go to a vote of the people and the City cannot advocate or inform.
- Sales tax is good for this year, but still down from last year.
- Appreciate Stopfer's work on the DART Board. The DART station at Hidden Ridge will open next month.
- Irving Golf Course has been successful since its re-opening and revenues will cover the operational costs.

- The Irving/Grand Prairie joint vaccination drive-thru site is successful and has given 9,000 shots in first and second doses.
- Brand new Starbucks coming to the Heritage District at O'Connor and Irving Blvd.
- There is a new Sprouts Farmers Market coming to in Irving.
- Planning and Development Committee is working on housing items and town hall meetings are scheduled on March 23 and 24, to collect citizen input to develop housing policies and strategy.
- New state-of-the-art inclusive playground at West Park is now open.
- WalletHub survey ranked Irving the "Fifth Hardest Working City in the U.S."

It was noted legislative updates are provided online and is the most effective way to communicate and connect is legislative leaders and stay informed.

Cooperstein asked for an update on the Toyota Music Factory operations. Hillman responded the Alamo Draft House movie theatre will be re-opening soon. He encouraged everyone to support the facility and their businesses.

#### MANAGEMENT AND STAFF

Gast noted Assistant Executive Director Sales and Services Lori Fojtasek is out on vacation, but the Sales and Services Report is included in the packet. Business does continue to move, and the team had a positive sales booking week, which is encouraging. There is movement in the year, for the year and interest in future years seems solid.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Phase 1 of the Safe Meetings and Staycation campaign results are in the Marketing and Communications report in the packet.
- Phase 2 of the campaign kicked off January 1 and continues to include a newsletter (Staycation and Leisure).
- The Leisure Market continues to grow.
- The largest number of RFPs since 2020 were in February with 66 total leads.
- Advertising engagements were 20,000 for site visits and 17,000 of that were for the Leisure market.
- Blog views had a 99% increase over February of last year.

Marketing Director Monty White reported:

- At a high level, the Safe Meetings Campaign had over 19,000 website sessions and 85 sales leads, with a potential economic value of \$7.2 million.
- The Staycations Campaign had over 61,000 website sessions and over 23,000 hotel referrals.
- Round 2 of CARES Act Funding –
  - Added Instagram advertising in addition to Facebook and paid search ads on Google and Bing for Staycations. The campaign has produced 47,000 sessions and nearly 21,000 hotel referrals, with a potential economic value of \$3.3 million.
  - The Safe Meetings campaign has produced 4,700 website sessions and 60 sales leads from January and February.
  - Added a new Online Travel Agency (OTA) campaign through Expedia and Priceline.

- Added a small business exposure campaign that launched in late February, profiling stories to promote restaurants, attractions, and other tourism-related entities.
- Launching in the future is a music-centered campaign that will leverage upcoming concerts to drive hotel nights.

Assistant Executive Director Finance and Administration Susan Rose reported:

January STR report:

- Occupancy is 37.6%, down 42% from last year.
- Average Daily Rate is \$69.98, down 39.7%.
- AirDNA reports 467 available listings in December, a 50.2% increase from last year's figure of 311.
- Average Daily Rate is \$152.13, down 10.62%.
- Occupancy is 46.4%, an almost 22% decrease from last year.

Air DNA Hotel Comparable Subset:

- Average Daily Rate is \$81.51, a decrease of 17.12%.
- Occupancy is 46.2%, a 22.77% decrease.

The Finance/Administration Team:

- Gearing up for the budget process in April.
- Working on Cloud migration project, moving digital files and consolidating space.
- Working through the Munis HR and payroll components.
- Working on Destinations International various reports.
- Progressing with the ICVB Accreditation process, which is required for full re-application every 8 years.
- Return-to-Office plan, with a staggered work approach is being rolled out in April.
- Three members of the Administration team volunteered at the Irving/Grand Prairie vaccination site.
- Recognition to Accounting Director Marianne Lauda for her work and contribution on the massive Munis and HR project. Kudos to Lauda and the entire City team, who were recognized as Exceptional Employees.
- Board portal project will continue with updates and any input from Board members is appreciated.

## IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- First five months of the fiscal year have been severely impacted by the pandemic.
- Last year's total event income was \$2.9 million and this year the total is \$362,000.
- Last month \$1.78 million short of budget, and this month \$1.56 million short with more revisions and cuts to come.
- A few events are coming close to signing contracts, but some are postponing or canceling all together.
- May through September events are looking solid but have been accounted for in the budget.
- Being creative in ways to generate more revenue. Example: renting out a freezer on the loading dock to a vendor for \$10,000 a month for six months.
- Will continue to make cuts in contracts and working with vendors to negotiate contracts.
- ICC has a small staff remaining, who are all working set-up and tear down, concessions and food service.

- Looking at the last six months of the fiscal year and brainstorming ideas to produce public events for revenue.

Director of Sales Matt Tungett reported:

- Sales team is having some success with automobile research shows, testing events and dance/cheer competitions and bringing hotel weekend business.
- Smaller public shows are having some success, most are locally based.
- Working on self-produced shows for revenue.
- Held a joint ICVB/ICC Sales team strategy meeting and discussed creative ways to reach out to clients.

#### INDUSTRY PARTNERS

Live Nation and Toyota Music Factory

Mike Rilley reported:

- Lots of things happening at The Pavilion – working on how to get back to life and continue through the Governor’s recent release of mask-wearing order.
- Three private events in the next two months.
- Christ Church is partnering with other Irving churches for an Easter service.
- Parker University and University of Dallas commencement ceremonies scheduled.
- At the same time, working aggressively to be the first Live Nation venue to reopen at capacity.
- There are 11 offers out for shows new and not on the current calendar to start in May/June.
- Also working with agents and touring representatives for prospects for June/July.
- Need other states to open before artists will tour across the country.
- First week in April will announce new show ticket sales for nine events for the summer and beyond. Some are big national acts, and some are international, a few Texas bands, as well as a well-known international comedian.
- Working with limited staff and hopefully back to full staff and 100% capacity in June.

Hampton Inn Irving/Las Colinas

General Manager Kim Limon reported:

- Occupancy for February was 41.2%, index of 81.9%, down 26.8%.
- Average Daily Rate is \$67.39, down 15.7% versus competitive set.
- In February, lost a boiler, elevator, and a valve to sprinkler. All are back in operation.
- March statistics are sitting at 57.6% Occupancy and Average Daily Rate of \$65.21, most from staycations and sporting events.

Omni Las Colinas

General Manager Nydia Hoskins reported:

- February at 20% Occupancy and \$146.00 Average Daily Rate, which is double from January business.
- March is picking up significantly during weekdays and weekends are staying strong.
- Omni Park West in Farmers Branch is sold and has changed ownership but remains closed. Omni Las Colinas did gain some of their regular business.
- Past weekend picked up 310 rooms and very busy.

- Hired back three managers and two sales team members; the Director of Housekeeping is re-starting next week.
- Catering is starting to come back.
- Next weekend is pacing nicely and optimistic about April/May as well.

#### Restaurant Update

Vice Chair David Cole reported:

- Texas Restaurant Association CEO Emily Knight is accepting a new role with National Restaurant Association. Her leadership has produced more accomplishments in Texas than any other state organization. A search for her replacement will begin soon.
- Legislative Session items:
  - Making permanent the temporary waivers received on alcohol to-go and grocery sales.
  - Protecting restaurants that relied on the Paycheck Protection Program (PPP) from surprise tax bills.
  - Requiring greater pricing and contracting transparency for third-party delivery companies.
  - Reducing restaurants' mixed beverage tax burden to help them recover from the economic devastation created by COVID-19.
  - Preventing local governments from creating a patchwork of private-sector employment regulations.
  - Protecting businesses that make good-faith efforts to comply with COVID-19 safety protocols from unfair litigation.

#### DCURD

Dallas Burke reported:

- Continuing the busiest year in waterworks projects.
- Channel repairs in Beaver Creek downstream of Walnut Hill.
- Lake Carolyn wall repairs.
- Dredging project and wall repair in Cottonwood Creek downstream of Story Road to continue.
- Lake Remle at Riverside wall repair and slope failure repair continues.
- Streeter Pump Station emergency generator project going well and should be completed by May 25.
- Completed transfer of ownership for Williams Square Plaza to the City of Irving.
- IFCD III Update:
  - Waterway trash collection drone is operating, pump station upgrades underway and wall repair in Canoe Canal continues.
- IFCD I Update:
  - Pump station electrical upgrade project completed and installation of piezometers to monitor river seepage under the levee.

#### Irving-Las Colinas Chamber of Commerce

Chamber Board Chair Sam Reed Reported:

- Fiscal year 2021 to date: 10 wins, three retention/expansion projects. Over \$298 million in Capital Investment, which equates to 638 jobs and 1.2 million square feet of commercial office space; four are new construction.
- The team continues to work remotely, with 105 projects in the pipeline, which equates to 46,000 jobs, 22% of which are corporate headquarters.

- Irving unemployment rate is 6.8% up from 6.3% in December and is consistent with the state of Texas and national numbers.
- Legislative items the Chamber is supporting:
  - HB 3 in Education and Workforce to protect and fully fund the comprehensive school finance bill.
  - Healthcare, Economic Development, Higher Education, Transportation and Water (including the implementation of water management strategies in the Texas State Water Plan).
- Voting for the annual “Best in Irving” awards has been extended to March 31.
- Reed clarified Irving Day in Austin has been moved to a virtual series – dates and times are available on the Chamber website.
- Virtual Chamber Mixer is scheduled for Tuesday, March 23.
- Next discussion session with Dallas County Judge Clay Jenkins is scheduled for March 31 at 10:30 a.m.

### Irving Arts and Culture

Executive Director Todd Hawkins reported:

- The Irving Museum has a new website at [irvingarchivesandmuseum.com](http://irvingarchivesandmuseum.com).
- To celebrate Women’s History month, a free virtual event March 24-31 is available on the website with speeches from Smithsonian Institute partner scholars.
- Irving Archives & Museum “*Away from Home: American Indian Boarding School Stories*” is now closed. New exhibit of “*World War I America*” is scheduled from April 9 through May 25. The exhibit is made possible by funding from the National Endowment for Humanities. The ICVB Board will be invited to view the exhibition at a premiere event.
- Ruth Paine house is open by appointment only.
- Mustang Museum in the East Tower of Williams Square and the African American Exhibition in the Masonic Lodge at the Jackie Townsell Bear Creek Heritage Center are both closed for renovations and opening next year.
- Work continues at Bear Creek to restore and sustain the historic structures on site.
- Irving Arts Center galleries has the *Lonesome Dove* photography exhibit and *Sol Hill: Signal from Noise*.
- Mask mandate remains in place, but staff is working hard to increase capacity for events.
- Mainstage Irving Las Colinas is currently streaming “*Lives of the Saints*.”
- Selected Brightcove to provide live streaming services for our events as well as those for clients.
- Irving Symphony Orchestra has “*Asleep at the Wheel*” on Saturday, March 27 at 7:30 p.m.
- New Philharmonic of Irving features “*Connections: It’s Spring*” on Sunday on March 28 at 3:30 p.m.
- Arts Board is working on a two-year work plan that includes prioritization of facility maintenance and replacement (HVAC, roof, elevator, etc.); preparation of loss of \$1.6 million to ICVB in 2026; working closely with ICVB to determine ways that Arts and Culture department can support the hospitality industry; and increasing amenities at the Arts Center to increase rental potential.
- Continue to monitor the American Rescue Act and look for identification of possible funds to cover revenue losses.

Las Colinas Association

LCA President Hammond Perot reported:

- Annual meeting on March 23 – board elections and staff service recognitions.
- Real estate activity shows 712 property trades in 2020, compared to 493 in 2019.
- Reduction of 6% in control submissions.
- Decrease in alarms process for the Central Station.
- Director of Security Services Penny Hayter announced her retirement after 36 years and will be missed. Interviewing for her replacement. She has agreed to stay on for a few months to train.
- Wayfinding initiative approved bid and contract for manufacturing and placement for signage. Project should start in May.
- Dog Park is close to completion, placing trees and landscape planting, fence installment, irrigation, and parking lot. There is a 6-8 week growth period for grass to grow before opening.

Board member Rick Lindsey thanked City Chief Financial Officer Jeff Litchfield and ICVB team on their hard work on the impact studies and collections of the Hotel Occupancy Tax.

With no further discussion, Cooperstein adjourned the meeting at 1:32 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director



IRVING CONVENTION CENTER  
AT LAS COLINAS



Date Distributed: April 14, 2021

# Monthly Financial Summary

For Period Ending March 31, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	24,400	82,050	66,975	63,100	130,950	10,250	72,650	78,900	77,175	719,381		
Service Income	1,163	2,200	13,388	1,450	32,912	8,880	1,750	2,500	13,750	8,000	14,500	9,250	109,743		
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(4,861)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(65,028)		
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	70,994	61,350	130,450	20,500	77,650	89,900	83,425	764,095		
Ancillary Income															
F & B Concessions	-	-	5,195	4,919	4,287	13,112	2,500	5,000	1,500	8,000	10,000	5,000	59,514		
F & B Catering	-	7,705	24,452	11,352	42,966	27,207	3,000	33,440	52,895	31,800	28,196	245,810	508,823		
Parking: Self Parking	1,432	342	6,851	13,268	6,600	22,264	7,600	4,920	9,100	5,000	5,000	25,500	107,878		
Electrical Services	-	950	300	1,560	750	4,173	2,500	1,500	1,500	1,500	1,500	14,500	30,733		
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)		
Internet Services	-	400	(840)	-	405	255	500	-	-	-	-	-	720		
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	67,011	16,100	44,860	64,995	46,300	44,696	290,810	707,667		
Total Event Income	8,383	68,658	86,727	53,955	144,997	138,005	77,450	175,310	85,495	123,950	134,596	374,235	1,471,761		
Other Operating Income	26,152	21,440	17,278	22,428	41,150	29,661	21,625	36,625	36,625	36,625	36,625	36,625	362,859		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	517,666	99,075	211,935	470,870	160,575	171,221	759,110	3,229,618	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	151,976	156,668	156,668	156,668	156,668	156,668	156,662	1,778,741		
Benefits	60,444	60,261	61,935	64,201	58,347	53,863	61,446	61,446	61,446	61,446	61,446	61,497	727,776		
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	(2,060)	-	-	-	-	-	-	(8,366)		
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	203,779	218,114	218,114	218,114	218,114	218,114	218,159	2,498,151		
Contracted Services	41,352	37,428	38,674	40,001	37,974	29,978	53,685	53,685	53,685	53,685	53,685	53,685	547,517		
General and Administrative Operations	18,120	35,920	36,120	23,698	14,053	10,284	17,290	21,365	24,010	45,786	24,606	72,044	343,296		
Repair & Maintenance	15,945	10,583	11,742	11,977	12,440	10,812	18,833	18,833	23,833	18,833	18,833	18,833	191,498		
Supplies	16,541	22,755	32,712	21,623	24,313	23,496	23,514	23,514	23,514	23,514	23,514	23,514	282,522		
Insurance	5,665	8,613	9,190	8,917	8,924	336	7,200	7,200	7,500	8,700	8,700	10,500	91,445		
Utilities	6,036	6,036	7,091	6,036	6,036	6,332	7,544	7,544	7,544	7,544	7,544	7,544	82,831		
Other	37,290	36,007	40,379	37,169	38,234	36,481	43,333	43,333	43,333	43,333	43,333	43,333	485,559		
SMG Management Fees	(4,826)	(6,777)	(4,256)	2,070	1,789	1,954	-	-	-	-	-	-	(10,045)		
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	339,802	403,262	410,871	421,147	440,320	419,648	477,683	4,730,523		
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	177,864	(304,187)	(198,936)	49,723	(279,745)	(248,427)	281,427	(1,500,905)	(2,895,905)	

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	5,180	7,235	(2,055)	0
Events	6	8	(2)	0
Event Days	16	14	2	0
Direct Event Income	70,994	125,080	(54,086)	0
Ancillary Income	67,011	103,160	(36,149)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	138,005	228,240	(90,235)	0
Other Operating Income	29,661	21,375	8,286	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	167,666	249,615	(81,949)	0
Indirect Expenses	(339,802)	(411,990)	72,188	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(172,136)</u>	<u>(162,375)</u>	<u>(9,761)</u>	<u>0</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	18,203	24,498	(6,295)	0
Events	23	22	1	0
Event Days	65	53	12	0
Direct Event Income	300,820	336,639	(35,819)	0
Ancillary Income	199,906	352,192	(152,286)	0
Total Event Income	500,726	688,831	(188,105)	0
Other Operating Income	158,109	128,250	29,859	0
Adjusted Gross Income	658,835	817,081	(158,246)	0
Indirect Expenses	(2,157,595)	(2,354,895)	197,300	0
Net Income (Loss) From Operations	(1,498,760)	(1,537,814)	39,054	0

ASM - Irving Convention Center  
Balance Sheet  
March 31, 2021

**ASSETS**

**Current Assets**

Cash	\$	485,006
Accounts Receivable		84,634
Prepaid Assets		2,835
Inventory		40,172

Total Current Assets 612,647

**Total Assets** \$ **612,647**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	312,716
Accrued Expenses		307,350
Deferred Income		0
Advance Ticket Sales/Deposits		750,699
Other Current Liabilities		0

Total Current Liabilities 1,370,765

**Long-Term Liabilities**

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,370,765

**Equity**

Net Funds Received		13,881,068
Retained Earnings		(13,140,426)
Net Income (Loss)		(1,498,760)

Total Equity (758,118)

**Total Liabilities & Equity** \$ **612,647**

ASM - Irving Convention Center  
Income Statement  
For the Six Months Ending March 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	66,975	112,580	(45,605)	286,356	320,861	(34,505)	0
Service Revenue	8,880	15,500	(6,620)	59,993	34,513	25,480	0
Service Expenses	(4,861)	(3,000)	(1,861)	(45,529)	(18,735)	(26,794)	0
Total Direct Event In	70,994	125,080	(54,086)	300,820	336,639	(35,819)	0
Ancillary Income							
F & B Concessions	13,112	11,000	2,112	27,514	20,100	7,414	0
F & B Catering	27,207	76,960	(49,753)	113,682	270,732	(157,050)	0
Parking	22,264	10,700	11,564	50,757	44,550	6,207	0
Electrical Services	4,173	4,500	(327)	7,733	15,710	(7,977)	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	255	0	255	220	1,100	(880)	0
Total Ancillary Inco	67,011	103,160	(36,149)	199,906	352,192	(152,286)	0
Total Event Income	138,005	228,240	(90,235)	500,726	688,831	(188,105)	0
<b>OTHER OPERATING INCOME</b>							
Other Income	29,661	21,375	8,286	158,109	128,250	29,859	0
Total Other Operatin	29,661	21,375	8,286	158,109	128,250	29,859	0
Adjusted Gross Inco	167,666	249,615	(81,949)	658,835	817,081	(158,246)	0
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	151,976	170,156	18,180	838,742	943,841	105,099	0
Payroll Taxes & Ben	53,863	61,446	7,583	359,054	370,302	11,248	0
Labor Allocations to	(2,060)	0	2,060	(8,366)	0	8,366	0
Net Salaries and Ben	203,779	231,602	27,823	1,189,430	1,314,143	124,713	0
Contracted Services	29,978	45,521	15,543	225,408	265,845	40,437	0
General and Adminis	10,284	21,225	10,941	138,194	107,009	(31,185)	0
Operating	10,812	15,433	4,621	73,500	82,374	8,874	0
Repairs & Maintenanc	23,496	24,480	984	141,441	131,119	(10,322)	0
Operational Supplies	336	3,300	2,964	41,646	55,016	13,370	0
Insurance	6,332	7,544	1,212	37,567	43,756	6,189	0
Utilities	36,481	43,333	6,852	225,559	254,176	28,617	0
Other	1,954	0	(1,954)	(10,048)	0	10,048	0
ASM Management F	16,350	19,552	3,202	94,898	101,457	6,559	0
Total Indirect Expens	339,802	411,990	72,188	2,157,595	2,354,895	197,300	0

ASM - Irving Convention Center  
Income Statement  
For the Six Months Ending March 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(172,136)</u>	<u>(162,375)</u>	<u>(9,761)</u>	<u>(1,498,760)</u>	<u>(1,537,814)</u>	<u>39,054</u>	<u>0</u>

March 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 <b>Legacy Dance Champion...</b> Definite 4 Rooms	1	2 <b>7th Sense Research</b> Definite 2 Rooms <b>K12 Testing</b> Definite 4 Rooms	3	4	5	6 <b>NCL Annual Fashion Show</b> Definite 3 Rooms
7 <b>7th Sense Research</b> Definite 2 Rooms <b>NCL Annual Fashion Show</b> Definite 9 Rooms	8	9	10	11 <b>Test Event for 3rd Floor</b> Definite 6 Rooms <b>Jeremys Signage Test Ev...</b> Definite 2 Rooms	12 <b>Max is here</b> Definite 2 Rooms	13
14 Start of daylight saving time	15	16	17	18	19	20
21	22	23	24 <b>7x24 Exchange Lone Star...</b> Definite 6 Rooms	25	26 <b>Spirit Network</b> Definite 4 Rooms TY Out of Town	27 TY Out of Town
28 <b>Spirit Network</b> Definite 5 Rooms TY Out of Town	29	30	31 <b>QuikTrip Manager's Meet...</b> Definite 2 Rooms	1	2	3



**ICVB  
FINANCIAL STATEMENTS**

For Period Ending:  
March 2021



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
MARCH 2021

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**Assets**

Cash and equivalents 559.49  
Investments 814,400.00

**Total Assets** 814,959.49

**Liabilities**

Due to other funds 1,240.78

**Total Liabilities** 1,240.78

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 1,018,424.34

Unreserved (204,705.63)

**Total Fund Balance** 813,718.71

**Total Liabilities and Fund Balance** 814,959.49



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
L3	HOTEL/MOTEL TAX	237,849.52	935,439.71	6,490,005.00	14.4%	0.00	5,554,565.29
M4	INVESTMENT INCOME	22.38	434.23	4,995.00	8.7%	0.00	4,560.77
M5	MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
M6	TRANSFER FROM CITY OF IRVING	500,000.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
<b>TOTAL REVENUE</b>		<b>737,871.90</b>	<b>1,435,873.94</b>	<b>7,500,000.00</b>	<b>19.1%</b>	<b>0.00</b>	<b>6,064,126.06</b>
<b>EXPENDITURES</b>							
N1	SALARIES	168,769.72	1,060,881.43	2,491,575.00	42.6%	0.00	1,430,693.57
N2	BENEFITS	47,483.36	300,025.29	673,552.47	44.5%	0.00	373,527.18
N4	SUPPLIES	4,477.68	13,118.72	39,455.00	33.2%	8,050.00	18,286.28
O1	UTILITIES (COMMUNICATIONS)	1,606.12	8,013.58	26,400.00	30.4%	0.00	18,386.42
<b>O3 - OUTSIDE SERVICES</b>							
	SALES AND MARKETING RESOURCES	65.55	8,893.48	15,560.00	57.2%	0.00	6,666.52
	MEDIA ADVERTISING	21,787.23	165,947.62	350,000.00	47.4%	175,855.71	8,196.67
	PROFESSIONAL SERVICES	9,065.63	368,880.32	1,463,877.00	25.2%	832,532.15	262,464.53
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	OTHER	27.26	1,136.45	7,026.00	16.2%	1,986.48	3,903.07
	<b>TOTAL OUTSIDE SERVICES</b>	<b>30,945.67</b>	<b>1,242,857.87</b>	<b>3,231,463.00</b>	<b>38.5%</b>	<b>1,010,374.34</b>	<b>978,230.79</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	(2,796.00)	(596.00)	252,000.00	-0.2%	0.00	252,596.00
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,381.50	20,743.98	54,900.00	37.8%	0.00	34,156.02
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>(1,414.50)</b>	<b>20,188.86</b>	<b>310,900.00</b>	<b>6.5%</b>	<b>0.00</b>	<b>290,711.14</b>
O5	CLAIMS AND INSURANCE	0.00	69,022.50	138,045.00	50.0%	0.00	69,022.50
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	9,513.98	37,417.58	259,600.00	14.4%	0.00	222,182.42
	BUSINESS DEV INCENTIVE PROG	1,698.23	12,987.23	540,000.00	2.4%	0.00	527,012.77
	LOCAL PROGRAMS-PROMOTIONS	508.65	1,335.32	145,200.00	0.9%	0.00	143,864.68
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>11,720.86</b>	<b>99,460.13</b>	<b>1,089,150.00</b>	<b>9.1%</b>	<b>0.00</b>	<b>989,689.87</b>
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>0.00</b>	<b>100,000.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>100,000.00</b>
<b>TOTAL EXPENDITURES</b>		<b>263,588.91</b>	<b>2,813,568.38</b>	<b>8,100,540.47</b>	<b>34.7%</b>	<b>1,018,424.34</b>	<b>4,268,547.75</b>

Beginning Fund Balance	2,191,413.15
Revenues	1,435,873.94
Expenditures	(2,813,568.38)
Ending Fund Balance	<u>813,718.71</u>



2204 - ICVB CONVENTION CENTER  
QUARTERLY BALANCE SHEET  
MARCH 2021

**Assets**

Cash and equivalents 107.62  
Investments 718,000.00

**Total Assets** 718,107.62

**Liabilities**

**Total Liabilities** 0.00

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 0.00  
Unreserved 718,107.62

**Total Fund Balance** 718,107.62

**Total Liabilities and Fund Balance** 718,107.62



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND  
 QUARTERLY FINANCIAL REPORT  
 MARCH 2021

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
	M4 - INVESTMENT INCOME	71.50	76.19	2,000.00	3.8%	0.00	1,923.81
	M5 - MISCELLANEOUS	236,875.00	798,750.00	250,000.00	319.5%	0.00	(548,750.00)
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	100,000.00	0.0%	0.00	0.00
<b>TOTAL REVENUE</b>		<b>236,946.50</b>	<b>798,826.19</b>	<b>352,000.00</b>	<b>226.9%</b>	<b>0.00</b>	<b>(546,826.19)</b>
<b>EXPENDITURES</b>							
	N7 - STRUCTURE MAINTENANCE	101,110.00	142,360.00	350,000.00	40.7%	0.00	207,640.00
<b>TOTAL EXPENDITURES</b>		<b>101,110.00</b>	<b>142,360.00</b>	<b>350,000.00</b>	<b>40.7%</b>	<b>0.00</b>	<b>207,640.00</b>

Beginning Fund Balance	61,641.43
Revenues	798,826.19
Expenditures	(142,360.00)
Ending Fund Balance	<u>718,107.62</u>



Irving Convention and Visitors Bureau

Check Register

March 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061559	3/4/2021	<b>AJR MEDIA GROUP</b>			<b>3,979.00</b>
		MEDIA ADVERTISING	ADVERTISING – TOUR TEXAS.COM	3,979.00	
80061560	3/4/2021	<b>CONNECT</b>			<b>8,995.00</b>
		MEDIA ADVERTISING	ADVERTISING	8,995.00	
80061561	3/4/2021	<b>CVENT INC</b>			<b>54,586.50</b>
		MEDIA ADVERTISING	ADVERTISING	54,586.50	
80061562	3/4/2021	<b>DALLAS FORT WORTH AIRPORT MARRIOTT</b>			<b>1,264.00</b>
		BUSINESS DEV INCENTIVE PROG	HERZOG SALES MEETING / FEB 2021	1,264.00	
80061563	3/4/2021	<b>DIPIETRO, KATHERINE</b>			<b>40.61</b>
		COMMUNICATIONS	JAN 2021 - CELL	40.61	
80061564	3/4/2021	<b>IMAGO MEDIA, INC.</b>			<b>1,776.00</b>
		MEDIA ADVERTISING	ADVERTISING	595.00	
		MEDIA ADVERTISING	ADVERTISING	595.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	586.00	
80061565	3/4/2021	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>350,000.00</b>
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	350,000.00	
80061566	3/4/2021	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b>			<b>20,625.00</b>
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAR 2021	20,625.00	
80061567	3/4/2021	<b>LEVINE, KATHY</b>			<b>65.00</b>
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
80061568	3/4/2021	<b>LOPEZ, BRENDA</b>			<b>65.00</b>
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
80061569	3/4/2021	<b>MALONEY STRATEGIC COMMUNICATION INC</b>			<b>40,188.70</b>
		PROFESSIONAL SERVICES	2021 ICVB ADVERTISING MANAGEMENT Q2	14,590.00	
		PROFESSIONAL SERVICES	2021 ICVB AD / E-BLAST UPDATES	4,465.00	
		PROFESSIONAL SERVICES	2020 ICVB HOLIDAY DIGITAL CARD	21,133.70	
80061570	3/4/2021	<b>MANSELL, LORI</b>			<b>65.00</b>
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
80061571	3/4/2021	<b>MANSOUR, KAYLA</b>			<b>131.99</b>
		COMMUNICATIONS	JAN 2021 - CELL / MISC	65.00	
		MARKETING RESOURCES	JAN 2021 - CELL / MISC	1.99	
		COMMUNICATIONS	DEC 2020 - CELL	65.00	
80061572	3/4/2021	<b>PFAFF, DIANA</b>			<b>295.00</b>
		COMMUNICATIONS	DEC 2020 - CELL	65.00	
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	165.00	
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061573	3/4/2021	<b>ROBERTS, DEBBIE</b>			<b>65.00</b>
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061574	3/4/2021	<b>SIRMEN, LORI</b>			<b>65.00</b>
		COMMUNICATIONS	JAN 2021 - CELL	65.00	



Irving Convention and Visitors Bureau

Check Register

March 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061575	3/4/2021	<b>SOTO, MONICA</b> COMMUNICATIONS	CELL PHONE - FEBRUARY 2021	25.00	25.00
80061576	3/4/2021	<b>STALLINGS, APRIL</b> COMMUNICATIONS	CELL PHONE - JANUARY 2021	53.33	106.66
		COMMUNICATIONS	CELL PHONE - FEBRUARY 2021	53.33	
80061577	3/4/2021	<b>STAPLES</b> OFFICE SUPPLIES	OFFICE SUPPLIES	208.48	208.48
80061578	3/4/2021	<b>STODDARD, CAROL</b> COMMUNICATIONS	JAN 2021 - CELL	64.02	64.02
80061579	3/4/2021	<b>STR, INC</b> SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 2ND QTR	4,025.00	4,025.00
80061580	3/4/2021	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b> MEDIA ADVERTISING	ADVERTISING – TEXAS HIGHWAYS.COM	1,600.00	1,600.00
80061581	3/4/2021	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b> MEDIA ADVERTISING	ADVERTISING – TEXAS STATE TRAVEL GUIDE	2,869.60	2,869.60
80061582	3/4/2021	<b>TUCKER &amp; ASSOCIATES, LLC</b> PROFESSIONAL SERVICES	FEB 2021 REIMBURSABLES	74.23	74.23
80061583	3/4/2021	<b>WHITE, MONTY</b> COMMUNICATIONS	JAN 2021 - CELL	47.84	47.84
80061584	3/18/2021	<b>AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC</b> ACCOUNTS PAYABLE	FEB 2021 - RECEIPTS	2,443.28	2,443.28
80061585	3/18/2021	<b>CHRISTIAN MEETINGS &amp; CONVENTIONS ASSOCIATION</b> MEDIA ADVERTISING	CARES ACT - ADVERTISING	425.00	425.00
80061586	3/18/2021	<b>DALLAS STARS ELITE HOCKEY CLUB</b> BUSINESS DEV INCENTIVE PROG	MARCH 2021 TOURNAMENT	550.00	550.00
80061587	3/18/2021	<b>FEDERAL EXPRESS CORPORATION</b> FREIGHT	SHIPPING	14.23	27.26
		FREIGHT	SHIPPING	13.03	
80061588	3/18/2021	<b>FOUR SEASONS RESORT &amp; CLUB DALLAS</b> MEMBERSHIP AND DUES	MARCH 2021	801.50	801.50
80061589	3/18/2021	<b>HOPKINS, CHERYL</b> COMMUNICATIONS	DEC 2020 - CELL	65.00	130.00
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
80061590	3/18/2021	<b>IRVING - LAS COLINAS ROTARY CLUB</b> MEMBERSHIP AND DUES	FEBRUARY 2021	40.00	40.00
80061591	3/18/2021	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b> PROFESSIONAL SERVICES	NETWORK SERVICES	4,060.40	4,060.40
80061592	3/18/2021	<b>IRVING CONVENTION CENTER AT LAS COLINAS</b> BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	18,610.00	18,610.00



Irving Convention and Visitors Bureau

Check Register

March 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061593	3/18/2021	LEVINE, KATHY COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061594	3/18/2021	LOPEZ, BRENDA COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061595	3/18/2021	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - MARCH	205.00	205.00
80061596	3/18/2021	MANSELL, LORI COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061597	3/18/2021	MANSOUR, KAYLA COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061598	3/18/2021	MEETINGS TODAY MEDIA ADVERTISING	ADVERTISING	2,000.00	7,200.00
		MEDIA ADVERTISING	ADVERTISING	5,200.00	
80061599	3/18/2021	PETTY, BRICE COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061600	3/18/2021	PFAFF, DIANA COMMUNICATIONS	FEB 2021 - CELL	65.00	65.00
80061601	3/18/2021	ROBERTS, DEBBIE COMMUNICATIONS	JAN 2021 - CELL	65.00	65.00
80061602	3/18/2021	ROSE, SUSAN COMMUNICATIONS	FEB 2021 - CELL	43.75	43.75
80061603	3/18/2021	SALEKIN, MICHAEL BUSINESS DEV INCENTIVE PROG	SHATTUCK ST. MARY'S SCHOOL HOCKEY / FEB 2021	405.00	810.00
		BUSINESS DEV INCENTIVE PROG	BELLE TIRE GIRLS HOCKEY / FEB 2021	405.00	
80061604	3/18/2021	TRIPADVISOR, LLC MEDIA ADVERTISING	ADVERTISING	9,886.23	9,886.23
80061605	3/18/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - MAR 2021	4,000.00	4,000.00
80061606	3/18/2021	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS	FEBRUARY 2021	176.63	563.22
		COMMUNICATIONS	FEBRUARY 2021	103.32	
		COMMUNICATIONS	FEBRUARY 2021	283.27	
		Total Number of Invoices	63	541,478.27	
		Total Number of Checks	48		541,478.27



ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

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

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2020</b>	<b>NOV 2020</b>	<b>DEC 2020</b>	<b>Q1: OCT-DEC</b>	<b>JAN 2021</b>	<b>FEB 2021</b>
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13
5	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00		0.00	0.00
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42
11	NYLO Las Colinas Tapestry Collection by H	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00	0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>148,613.84</b>	<b>79,754.35</b>	<b>76,249.33</b>	<b>0.00</b>	<b>81,701.70</b>	<b>100,628.16</b>
16	Westin Irving Convention Center Las Colir	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96
	<p>Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.</p>						

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55
4	Country Inn & Suites by Carlson DFW Airp	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57
6	Extended Stay America Dallas DFW Airpor	494.65	423.91	1,006.45		1,665.88	1,210.78
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58
10	Hawthorne Suites Irving DFW Airport Sou	585.57	476.79	692.68		524.09	799.51
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78
12	Holiday Inn Express Hotel & Suites DFW A	1,916.98	1,849.26	2,358.41		2,534.84	0.00
13	Holiday Inn Express Hotel & Suites DFW A	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99
14	Holiday Inn Express Hotel & Suites Irving l	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16
16	Homewood Suites by Hilton DFW Airport	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56
17	Homewood Suites by Hilton Las Colinas	7,589.78	326.89	0.00		0.00	0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93	4,261.58
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74
20	Residence Inn Dallas DFW Airport North l	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02
24	Springhill Suites Dallas DFW Airport East L	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31
26	TownePlace Suites Dallas DFW Airport No	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>60,524.07</b>	<b>40,489.06</b>	<b>46,607.66</b>	<b>7,907.62</b>	<b>48,625.54</b>	<b>58,107.74</b>

<b>BUDGET SERVICE</b>		<b>OCT 2020</b>	<b>NOV 2020</b>	<b>DEC 2020</b>	<b>Q1: OCT-DEC</b>	<b>JAN 2021</b>	<b>FEB 2021</b>
1	Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59
2	Best Western Irving Inn & Suites DFW Sou	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32
3	Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06
4	Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40
5	Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99
6	Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00
7	Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14
8	Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62
9	Delux Inn	622.90	538.10	452.94		356.90	553.88
10	Delux Suites Motel	160.29	123.98	52.58		65.98	54.77
11	Gateway Inn	509.18	371.64	375.09		317.12	377.71
12	Magnuson Extended Stay & Suites Airport	0.00	0.00	0.00		0.00	0.00
13	Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29
14	Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88
15	Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63
16	Motel 6 Irving Loop 12	909.07	793.11	727.35		0.00	747.09
17	OYO Hotel	2,034.44	1,539.01	1,962.14		2,045.38	2,051.88
18	OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97
19	Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92
20	Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45
22	Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40
23	Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02
<b>TOTAL BUDGET SERVICE</b>		<b>26,039.39</b>	<b>21,299.24</b>	<b>21,628.12</b>	<b>14,400.93</b>	<b>26,546.99</b>	<b>33,360.40</b>

LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021
1	aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46
2	Best Western Plus DFW Airport Suites Noi	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23
3	Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69
6	Fairfield Inn & Suites Dallas DFW Airport S	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00	0.00
8	Fairfield Inn Dallas DFW Airport North Irvi	closed	closed	closed		closed	0.00
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80
10	Home2 Suites by Hilton DFW Airport Nort	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28
11	Home2 Suites by Hilton DFW Airport Sout	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34
12	Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00	0.00
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87
18	Residence Inn Dallas DFW Airport South Ii	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00
19	Wingate Inn by Wyndham Dallas Las Colir	2,535.59	1,551.55	2,324.05		0.00	2,702.89
20	Wingate Inn by Wyndham DFW Airport Ni	922.57	1,068.24	1,868.22		1,215.38	2,076.00
<b>TOTAL LIMITED SERVICE</b>		<b>46,681.33</b>	<b>38,614.44</b>	<b>43,847.52</b>	<b>4,365.73</b>	<b>45,403.93</b>	<b>60,310.99</b>

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,260.75	n/a	3,163.99	2,915.91
Number of locations		9	6	50		40	39

SUMMARY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021
GRAND TOTAL	283,806.21	181,784.41	191,593.38	26,674.28	205,442.15	255,323.20
				218,267.66		
BUDGET (per Aug 26 projections)	202,959.00	234,853.00	268,196.00		303,571.00	339,884.00
DIFFERENCE	80,847.21	(53,068.59)	(49,928.34)		(98,128.85)	(84,560.80)
	39.8%	-22.6%	-18.6%		-32.3%	-24.9%
YEAR TO DATE						
ACTUAL						1,144,623.63
BUDGET						1,349,463.00
DIFFERENCE						(204,839.37)
						-15.2%



# MEMO

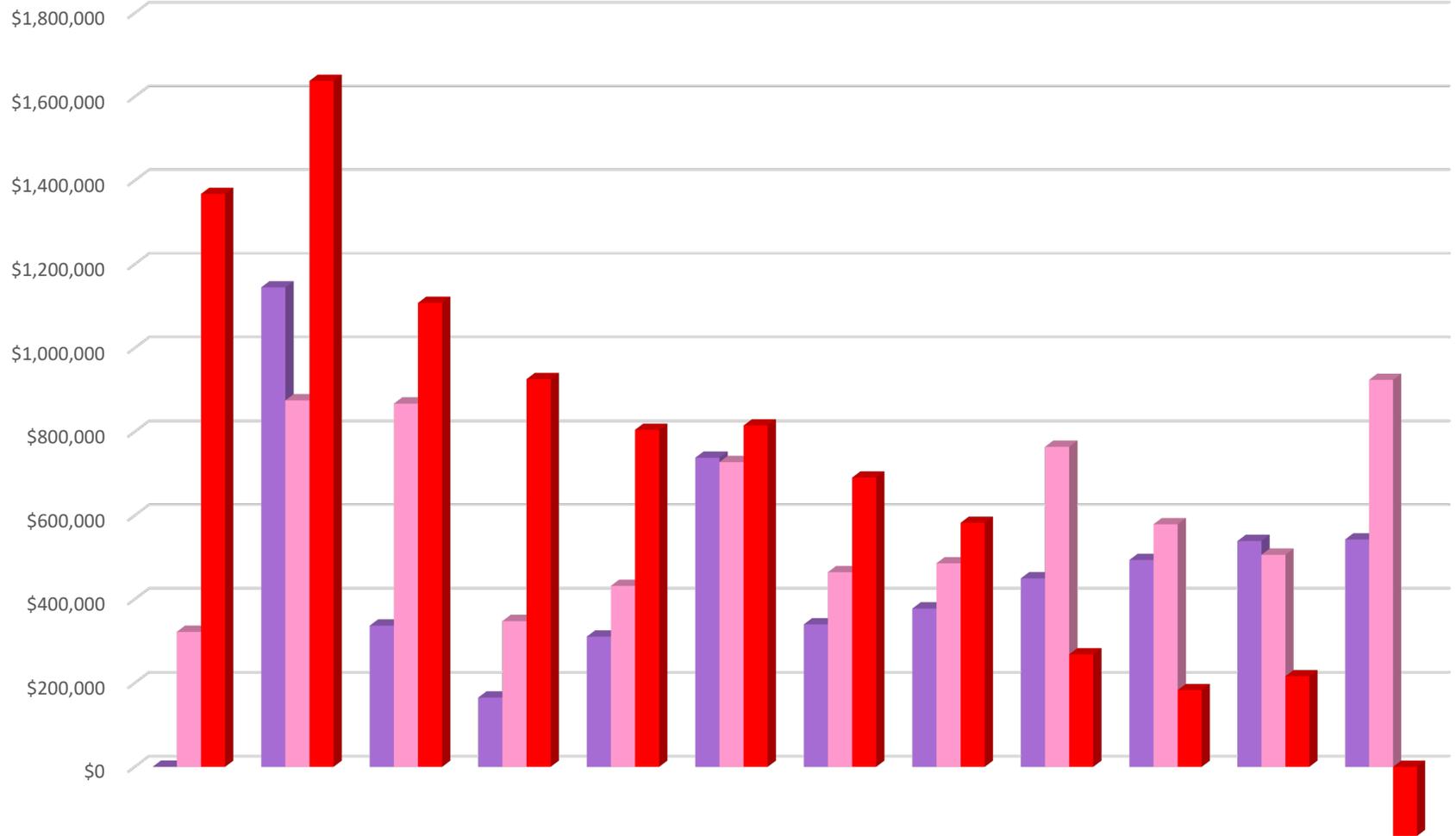
To: Chris Hillman, City Manager  
From: Jeff Litchfield, Chief Financial Officer  
CC: Maura Gast, Executive Director Irving Convention and Visitors Bureau  
Date: April 9, 2021  
Subject: Delinquent Hotel Occupancy Tax (HOT)

There are six hotels which have delinquent taxes for periods prior to **January 1, 2021**.

Per Chapter 16A-6 of the Code of Ordinances, accounts must be delinquent for a complete municipal fiscal quarter before the 15% penalty is applied. Since these six accounts have reached that threshold, we sent them one final letter, via Certified Mail, informing them if payment is not received by April 23<sup>rd</sup>, we will be turning their account over to our Delinquent Tax Attorney for collection.

We estimate the HOT due on these six accounts to be between \$240,000 to \$260,000.

Irving Convention and Visitors Bureau  
FY21 Cash Flow  
March 2021



(\$200,000)

	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
■ REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,871	\$339,884	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
■ EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$464,402	\$485,656	\$763,883	\$578,918	\$506,083	\$923,759
■ ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$814,959	\$690,440	\$582,433	\$268,290	\$182,988	\$215,965	(\$165,071)

■ REVENUE   ■ EXPENSES   ■ ENDING CASH

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

## **BOARD REPORTS**

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



**From:** [Maura Gast](#)  
**To:** [Albert C. Zapanta \(azapanta@cityofirving.org\)](#); [Beth Bowman](#); [Bill Mahoney \(wmahoney@bmg-law.com\)](#); [Bob Bourgeois](#); [Chris Hillman - City Manager](#); [Clare Venegas; clemlear@swbell.net](#); [Dallas Burke \(Dburke@dcurd.org\)](#); [David Cole](#); [Greg Malcolm \(greg.malcolm@lowenhospitality.com\)](#); [Hammond Perot](#); [Herbert A. Gears \(hgears@aol.com\)](#); [Joe Philipp - personal](#); [Julia Kang - Personal](#); [Karen Cooperstein](#); [Karen Cooperstein - Crater Lake Consulting](#); [Kim Limon - Hampton Inn Las Colinas](#); [Kyle Taylor \(ktaylor@cityofirving.org\)](#); [Michael Randall \(gbbp12@verizon.net\)](#); [Michael Rilley - Live Nation](#); [Nydia Hoskins; rgstewartjr@sbcglobal.net](#); [Rick Stopfer \(rstopfer@cityofirving.org\)](#); [Rose Cannaday](#); [Roy Santoscoy \(roysantoscoy66@hotmail.com\)](#); [rxlindsey@verizon.net](#); [sreed@alphagraphics.com](#); [Stephanie Fenley Garcia \(stephaniefenleygarcia@protonmail.com\)](#); [Susan Rose](#); [Todd Hawkins](#)  
**Cc:** [ICVBExec](#); [Carol Boyer](#); [Tom Meehan](#); [Matt Tungett](#)  
**Subject:** National Volunteer Week - And Beyond!  
**Date:** Wednesday, April 14, 2021 7:57:00 AM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image010.png](#)

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At the Community Engagement Committee meeting last week, we identified a series of opportunities for ICVB Board members and staff to take part in other community events, to kick off with this year's **National Volunteer Week, Apr. 18-24**, but to continue throughout the year. It's an opportunity to further build community amongst our board outside of the board room (and to do something in person after a long year of Zooming), and to continue building on this Board's long legacy of community leadership and volunteerism.

- The first opportunity is coming up very quickly - **Saturday, Apr. 24**. There will be a large-scale food distribution at North Lake College (5001 N. MacArthur Blvd., Irving, 75038; enter on MacArthur entrance), from 10 a.m. to 12 noon. We will need at least 30-40 volunteers to arrive by 9 a.m. to help stage the food, register attendees, place food into trunks, and help NLC security manage traffic. The pallets of food will be delivered by 9 a.m. by Catholic Charities Dallas (which hosted a similar event at NLC back in February, immediately following the winter storm). Please let us know **no later than Monday, April 19**, if you would like to volunteer at the ICVB's food distribution event (9 a.m. to 12 noon), so that we can make sure we have enough people. **Please bring family members, friends and neighbors to help - the more hands, the quicker the work!** You'll be required to wear a mask, and gloves and hand sanitizer will be provided. Wear comfy shoes, as you'll be standing in the parking lot for the duration. So many Irving residents continue to struggle as a result of the pandemic, and this is a very uplifting – and easy – way to help those in need.
- The next two opportunities will be on Saturday mornings as well and are a lot simpler – on **May 8 and May 22, at 9 a.m.**, the Irving-Las Colinas Rotary Club can use extra hands to help build and re-build flags for their Flags Over Irving subscription program. It's quick and easy work – we usually knock out about 50 flags an hour, and we usually don't have to stay more than an hour. We meet at the (former) Irving YMCA "shed" on the side of the building – park where you can, bring a set of work gloves just in case.
- The Fiesta de Mayo Half Marathon (also on **May 22**) is the next event in the Irving Marathon series, and they definitely need volunteers. You can register [here](#) to volunteer, or if there's any of you that would like to walk together in a [leisurely 5K](#), you can register [here](#). Please let me know if you do register to run/walk and we'll figure out a rendezvous plan. Event proceeds benefit the Baylor Scott & White Irving Foundation.

- The next opportunity is a Save-The-Date for **September 25** for the Keep Irving Beautiful Trinity River Trash Bash. The date is tentative, but should hold, and will be another morning call. We'll gather at TW Richardson Grove park, near La Villita, for the morning clean-up efforts. You'll definitely want work gloves and shoes and clothes you don't mind getting grubby for this one. We will send out reminders as the date gets much closer, and we have more specifics from KIB.

Thank you all, as always, for your commitment and leadership to this organization, and to Irving. It has been a very long year, and counting, since we've had the opportunity to be together in person. A reminder that our April 23 Executive Committee and April 26 Board Meetings will be hybrid gatherings, with the opportunity to attend in person for those who are comfortable doing so. Carol Boyer will be in touch as those meeting dates get closer to confirm the in-person head counts so we can make sure we have sufficient socially-distanced seating for all.

**"I, too, am America."**

**Langston Hughes 1925.**

**POWERED BY TOURISM - IRVING'S DESTINATION MARKETING DELIVERS:**

**Cash-in-Hand Economic Development | Delivered Immediately By Visitor Spending**

3.95 million visitors annually in Irving | \$2.95 billion in annual visitor spending in Irving | 23,148 Irving jobs

[Visit Irving – Coronavirus Resources & Protocol](#)

**#MarkedByCovid**

**Maura Allen Gast,**

**FCDME**

Executive Director

972.401.7706 d

500 W Las Colinas Blvd

Irving, TX 75039

[mgast@irvingtexas.com](mailto:mgast@irvingtexas.com)

[#VisitIrving](#) | [#IrvingRocks](#)





# IRVING MUNICIPAL ELECTIONS

## Council Candidates ★ Bond Propositions

### EARLY VOTING ★ APRIL 19-27

- April 19-24: 8 a.m. to 5 p.m.
- April 25: 1 to 6 p.m.
- April 26-27: 7 a.m. to 7 p.m.

### ELECTION DAY ★ MAY 1

A district map, candidate information and Election Day vote centers are at [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Registered voters can vote at any vote center in Dallas County. Visit [DallasCountyVotes.org](http://DallasCountyVotes.org) for entire list.



Irving registered voters will head to the polls on May 1, 2021, for the city's general municipal election for Districts 4, 6 and 8. The ballot also will include 12 propositions for the issuance of up to \$563.4 million in bonds for capital improvement projects. The city does not currently anticipate an increase in the tax rate as a result of the bond election.

The proposed bond projects include street and transportation improvements; city facilities and infrastructure; and police, animal services, fire, parks and recreation, information technology, library, arts center, and joint public safety facilities and improvements.

An 18-member City Council-appointed Citizen Bond Task Force Committee worked for several months collecting public input and meeting with city leaders. The task force presented recommendations to City Council and the propositions were subsequently finalized.

## ▶▶▶ 12 PROPOSITIONS

### PROPOSITION A

**The issuance of \$207,800,000 general obligation bonds for street and transportation improvements and the levying of a tax in payment thereof.**

Proposed projects include paving improvements for major thoroughfares, neighborhood streets, traffic congestion relief, sidewalks, and alleyways. Funding is also planned for street signalization, street lighting, and local participation in state projects.

### PROPOSITION B

**The issuance of \$9,200,000 general obligation bonds for existing City facilities located at the City Hall Campus and the levying of a tax in payment thereof.**

Proposed projects would include the replacement of the elevators at city hall and other structural, electrical, mechanical, and HVAC improvements to city hall, the purchasing/records building, and the Jack D. Huffman building and surrounding parking areas.

### PROPOSITION C

**The issuance of \$10,200,000 general obligation bonds for improving general government facilities consisting of field operations, fleet maintenance, and central warehousing facilities and levying of a tax in payment thereof.** Proposed projects include the replacement of the fleet garage buildings at the Briery Road complex, which are over fifty years old, as well as improvements to the central warehouse building and general government areas of the Valley View Municipal Complex.

### PROPOSITION D

**The issuance of \$1,300,000 general obligation bonds for Human Services offices and facilities and the levying of a tax in payment thereof.** The Human Services Building is located at 440 S. Nursery Road. This building houses the City's East Branch Library and Learning Center. Non-City tenants include Irving Cares, State of Texas Human Services, and the Dallas

County Health and Human Services Immunization Clinic. Proposed capital improvements to the facility include replacing the elevator, replacing tile and carpet throughout the building, updating plumbing and electrical fixtures, repairing and painting walls and counter tops, and repairing and replacing exterior lighting, sidewalks and the parking lot.

### PROPOSITION E

**The issuance of \$29,930,000 general obligation bonds for police facilities and the levying of a tax in payment thereof.** Proposed projects include construction of a property and evidence building, technology and equipment upgrades, and renovations to the Criminal Justice Center, which is over 30 years old.

### PROPOSITION F

**The issuance of \$5,770,000 general obligation bonds for the existing animal care campus and the levying of a tax in payment thereof.** The proposed projects will expand the existing animal care campus by over 11,000 square feet to provide more space for adoption, veterinary services and kenneling for large animals.

### PROPOSITION G

**The issuance of \$34,300,000 general obligation bonds for firefighting facilities and the levying of a tax in payment thereof.** Proposed projects include the construction of a Central Fire Station in downtown Irving and reconstruction of Fire Stations #8 and #9. Both fire stations are over 30 years old.

### PROPOSITION H

**The issuance of \$78,300,000 general obligation bonds for park and recreation facilities and the levying of a tax in payment thereof.** Proposed projects include park development, expansion of recreation facilities, and the acquisition of additional land for future parks and recreation amenities.

### PROPOSITION I

**The issuance of \$10,700,000 general obligation bonds for City information technology infrastructure and equipment and the levying of a tax in payment thereof.** Funding is proposed to expand the city's fiber-optic network to provide connectivity to all mission-critical city facilities.

### PROPOSITION J

**The issuance of \$20,200,000 general obligation bonds for library facilities and the levying of a tax in payment thereof.** Proposed projects include the development of a new library facility, improvements to existing Library facilities, library technology projects and alternative library service points.

### PROPOSITION K

**The issuance of \$3,000,000 general obligation bonds for the Irving Arts Center and the levying of a tax in payment thereof.** The primary proposed project will be the replacement of the roof of the Irving Arts Center as well as other structural, electrical, and mechanical repairs and replacements to the facility.

### PROPOSITION L

**The issuance of \$152,700,000 general obligation bonds for joint public safety facilities including a public safety campus and the levying of a tax in payment thereof.** This proposition would provide funding for additional infrastructure and facilities for joint Police and Fire public safety operations and training at a shared campus. Proposed projects include an emergency management operations center, gun range, training facilities, Police dispatch center, vehicle storage, a driving skills and training pad, and the relocation of the North Police Station to the campus.

[CityofIrving.org/Elections](http://CityofIrving.org/Elections)



**FOR MORE INFORMATION ON THE BOND PROPOSITIONS**

#### General Information

Anthony Cao, Assistant to the City Manager  
(972) 721-8070 | [acao@cityofirving.org](mailto:acao@cityofirving.org)

#### Financial Information

Bret Starr, Financial Services Director  
(972) 721-3570 | [bstarr@cityofirving.org](mailto:bstarr@cityofirving.org)



# ELECCIONES MUNICIPALES DE IRVING

Candidatos al Concejo ★ Proposiciones de Bonos Municipales

## HORARIO DE VOTACIÓN ANTICIPADA ★ 19-27 de abril

- 19-24 de abril: 8 a.m. a 5 p.m.
- 25 de abril: 1 a 6 p.m.
- 26-27 de abril: 7 a.m. a 7 p.m.

## DÍA DE LAS ELECCIONES ★ 1 DE MAYO

Un mapa del distrito, información para candidatos y lugares para votar el Día de las Elecciones se encuentran en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Cualquier votante inscrito puede votar en cualquier lugar de votación del condado de Dallas. Para la lista completa, visite [DallasCountyVotes.org](http://DallasCountyVotes.org).



Los votantes inscritos de Irving irán a las urnas electorales el 1 de mayo del 2021, para la elección municipal general de la ciudad para los Distritos 4, 6 y 8. La boleta electoral incluirá 12 proposiciones para la emisión de hasta \$563.4 millones en bonos municipales para proyectos de mejoras de infraestructura capital. Actualmente, la ciudad no anticipa el incremento de la tasa tributaria como resultado de la elección de bonos municipales.

Los proyectos con bonos municipales propuestos incluyen mejoras viales y transporte; locales del municipio e infraestructura; y policía, servicio de animales, bomberos, parques y recreación, información tecnológica, biblioteca, centro de artes, y lugares públicos de seguridad conjunta y mejoras.

Un Comité de Fuerza Conjunta de Bonos Municipales de Ciudadanos conformado por 18 miembros y nombrados por el concejo, trabajó por muchos meses recolectando las opiniones del público y reuniéndose con líderes de la ciudad.

# ▶▶ 12 PROPOSICIONES

### PROPOSICIÓN A

**La emisión de \$207,800,000 en bonos de obligación general para mejoras viales y de transporte y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen mejoras de pavimentación para importantes vías públicas, calles de los vecindarios, alivio de congestión de tránsito, aceras y callejones. También se planifican fondos para señalización vial, iluminación vial y participación local en proyectos estatales.

### PROPOSICIÓN B

**La emisión de \$9,200,000 en bonos de obligación general para instalaciones existentes de la ciudad ubicadas en el campus de la alcaldía y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluirían el reemplazo de los elevadores de la alcaldía y otras mejoras estructurales, eléctricas, mecánicas y de aire acondicionado de la alcaldía, al edificio de compras/archivos y al edificio Jack D. Huffman y zonas de estacionamiento circundantes.

### PROPOSICIÓN C

**La emisión de \$10,200,000 en bonos de obligación general para mejorar instalaciones gubernamentales generales compuestas de instalaciones de operaciones de campo, mantenimiento de flota y centros de almacenamientos centrales y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen el reemplazo de edificios de taller de flota en el complejo de Briery Road, que tienen más de cincuenta años de antigüedad, así mismo, mejoras al edificio central de almacenamiento y zonas generales del gobierno en el Complejo Municipal de Valley View.

### PROPOSICIÓN D

**La emisión de \$1,300,000 en bonos de obligación general para oficinas e instalaciones de Servicios Sociales y la imposición de un impuesto para el pago de los mismos.** El edificio de Servicios Sociales se ubica en 440 S. Nursery Road. Este edificio alberga la sede de la Biblioteca del Este de la ciudad y el centro de aprendizaje. Inquilinos ajenos a la ciudad incluyen Irving Cares, Servicios Sociales del Estado de Texas y la

Clínica de Inmunización de Servicios Sociales y de Salud del Condado de Dallas. Las mejoras de infraestructura propuestas a la instalación incluyen reemplazo del elevador, reemplazo de losetas y alfombras en todo el edificio, actualización de artefactos de plomería y eléctricos, reparación y pintura de paredes y mostradores, y reparación y reemplazo de iluminación exterior, aceras y estacionamiento.

### PROPOSICIÓN E

**La emisión de \$29,930,000 en bonos de obligación general para instalaciones de la policía y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen construcción del edificio de evidencias y bienes, actualización tecnológica y de equipos, y renovaciones al Centro de Justicia Penal, el cual tiene más de 30 años de antigüedad.

### PROPOSICIÓN F

**La emisión de \$5,770,000 en bonos de obligación general para el campus actual de cuidado de animales y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos ampliarán el campus actual de cuidado de animales con más de 11,000 pies cuadrados para proporcionar más espacio para adopción, servicios veterinarios y perreras para animales grandes.

### PROPOSICIÓN G

**La emisión de \$34,300,000 en bonos de obligación general para instalaciones de los bomberos y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen la construcción de una Estación Central de Bomberos en el centro de Irving y la reconstrucción de las estaciones de bomberos Nro. 8 y Nro. 9. Ambas estaciones de bomberos tienen más de 30 años de antigüedad.

### PROPOSICIÓN H

**La emisión de \$78,300,000 en bonos de obligación general para instalaciones de parques y recreación y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen desarrollo de parques, ampliación de centros recreativos y la adquisición de terrenos adicionales para futuros parques y lugares de recreación.

### PROPOSICIÓN I

**La emisión de \$10,700,000 en bonos de obligación general para infraestructura y equipos de informática de la ciudad, y la imposición de un impuesto para el pago de los mismos.** Se proponen fondos para ampliar la red de fibra óptica de la ciudad para proveer conectividad a todas las instalaciones cruciales de la ciudad.

### PROPOSICIÓN J

**La emisión de \$20,200,000 en bonos de obligación general para instalaciones de las bibliotecas y la imposición de un impuesto para el pago de los mismos.** Los proyectos propuestos incluyen la planeación y construcción de una nueva biblioteca, mejoras a locales de bibliotecas existentes, proyectos de tecnología para las bibliotecas y asuntos alternativos de servicio de la biblioteca.

### PROPOSICIÓN K

**La emisión de \$3,000,000 en bonos de obligación general para el Centro de Artes de Irving y la imposición de un impuesto para el pago de los mismos.** El principal proyecto propuesto será el reemplazo del techo del Centro de Artes de Irving además de otras reparaciones y reemplazos estructurales, eléctricos y mecánicos del lugar.

### PROPOSICIÓN L

**La emisión de \$152,700,000 en bonos de obligación general para instalaciones de seguridad pública conjuntas incluyendo un campus de seguridad pública y la imposición de un impuesto para el pago de los mismos.** Esta proposición proveería fondos para infraestructura e instalaciones adicionales para operaciones y capacitación de seguridad pública conjuntas para la policía y los bomberos en un campus compartido. Los proyectos propuestos incluyen un centro administrativo de operaciones de emergencias, campo de tiro, instalaciones de capacitación, centro de comunicaciones para la policía, depósito de vehículos, un área para formación y destreza para conducir, y la reubicación de la Estación Norte de la Policía al campus.

[CityofIrving.org/Elections](http://CityofIrving.org/Elections)



**PARA MÁS INFORMACIÓN SOBRE LAS PROPOSICIONES DE BONOS MUNICIPALES**

#### Información General

Anthony Cao, Assistant to the City Manager  
(972) 721-8070 | [acao@cityofirving.org](mailto:acao@cityofirving.org)

#### Información Financiera

Bret Starr, Financial Services Director  
(972) 721-3570 | [bstarr@cityofirving.org](mailto:bstarr@cityofirving.org)



page 2

Irving offers activities that inspire residents to go green in honor of Earth Day including virtual classes, programs and ozone season tips.



page 3

Registered voters can cast their ballots for Irving City Council elections on May 1. Información en español en la página 3.



page 6

New state-of-the-art and inclusive playground featuring a quiet corner, swing sets and an interactive music box now open at West Park.

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# IRVING CITY Spectrum

APRIL 2021 / VOL 28 / NO 04

CityofIrving.org



## May 1, 2021 Election: City Council Districts and Bond Propositions

Irving registered voters will head to the polls on May 1, 2021, for the city's general municipal election for Districts 4, 6 and 8. The ballot also will include 12 propositions for the issuance of up to \$563.4 million in bonds for capital improvement projects. The city does not currently anticipate an increase in the tax rate as a result of the bond election.



The proposed bond projects include street and transportation improvements; city facilities and infrastructure; and police, animal services, fire, parks and

recreation, information technology, library, arts center, and joint public safety facilities and improvements.

An 18-member City Council-appointed Citizen Bond Task Force Committee worked for several months collecting public input and meeting with city leaders. The task force presented recommendations to City Council and the propositions were subsequently finalized.

More information about the 2021 bond election is available on page 4. Additional information also is available at [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

Información en español en la página 4. ■

## City of Irving Offers Housing Assistance Programs

The COVID-19 pandemic has economically affected many Irving residents. To provide financial support to those impacted, the City of Irving is offering several short-term emergency housing assistance programs aimed at helping individuals and households with rental, mortgage and homelessness assistance.

Each of the programs is unique in the type and amount of assistance covered, length of assistance, eligibility requirements, guidelines and funding source.

To ease the application process, the city has created a screening tool to help residents determine which program is most appropriate to apply for based on eligibility criteria.

If residents received CARES Act funding through December 2020, and need continued assistance with rent effective January 2021, the CARES Act application



will not be transferred, and residents must apply to one of the city's current programs. Rental assistance is not guaranteed, as eligibility depends on the resident's situation and income level.

To access the screening tool and more information about the programs, visit [CityofIrving.org/COVID-Housing](http://CityofIrving.org/COVID-Housing) or to receive assistance by phone, call (972) 721-4899. ■



## Move-In Day Nears for New Fire Station No. 4

The finishing touches are underway, and the Fire Department's Station No. 4 firefighters and EMTs are ready to bring in their gear and equipment.

Located at 800 Metker St. near Toler Lane, the more than 8,000-square-foot station sits on a 1.9-acre site and will house five firefighters: three on a pumper engine and two on an ambulance. The new Fire Station No. 4 replaces the current 60-year-old facility on MacArthur Boulevard.

The city considered remodeling and adding to the current location, but the updates and land purchase needed would cost more than constructing a new



facility. The new station will be energy efficient and LEED-compliant. In addition, a bigger apparatus bay will accommodate today's larger vehicles, and the bathrooms and showers are positioned between the bay and living quarters to minimize exposure to hazardous contaminants.

Most important, the new location will provide better response times to the eastern sections of central and south central Irving, a critical component to the city's ISO-1, Public Protection Classification. A copy of Irving's ISO-1 designation letter can be downloaded from the Fire Department's website at [CityofIrving.org/ISO-1](http://CityofIrving.org/ISO-1). ■

## IRVING INTERCHANGE PROJECT TO PROVIDE CONGESTION RELIEF

Texas Department of Transportation's \$301 million Irving Interchange project includes the reconstruction of interchanges at State Highway (SH) 183, SH 114, Loop 12 and Spur 482.

Loop 12 will be reconstructed and widened from six to eight lanes for 1.2 miles from south of Union Bower Road to north of Texas Plaza Drive. The project also includes the widening of SH 114 from Loop 12 to SH 183 and Spur 482, with direct connectors. Spur 482 will be reconstructed from west of Century Center Boulevard to the interchange and will tie into SH 183 with direct connectors.

The overall length of the project is about 9.6 miles, including bridges and direct connectors. Construction began in late 2020 and is anticipated for completion in mid-2023, weather permitting. ■

### 32 BRIDGES will be constructed including:

**10 DIRECT CONNECTORS** between Loop 12, SH 183, SH 114 and Spur 482.

**22 OVERPASS BRIDGES** along Loop 12, SH 183, SH 114 and Spur 482.

**261,000 SQ FT** of area will be covered by concrete, which is about **4.5 TIMES** as big as the area of an American football field:

**4.6 MILES** of roadway and **4.8 MILES** of bridge will be built as part of this project.\*

= 4.6 MILES

= 4.8 MILES



\*Map shown for purposes of scale.

## IAS VOLUNTEERS GIVE ANIMALS A SECOND CHANCE

Irving Animal Services (IAS) depends on volunteers to help provide loving care and give animals a second chance at love and happiness.

People interested in volunteering with IAS can apply at the Irving Animal Care Campus, 4140 Valley View Lane, or online at [CityofIrving.org/387/Volunteer](http://CityofIrving.org/387/Volunteer). Volunteer opportunities include photography, dog walking and acting as an adoption host and counselor, as well as assisting IAS staff with:

- Cleaning kennels
- Prepping meet-and-greet rooms
- Providing care for cats and dogs
- Grooming
- Socializing cats and dogs

Volunteer candidates must be 18 or older. Accepted candidates must complete an orientation session before scheduling a volunteer shift.

Visit [CityofIrving.org/387/Volunteer](http://CityofIrving.org/387/Volunteer) or email [volunteer4pets@cityofirving.org](mailto:volunteer4pets@cityofirving.org) for more information. ■



# Go Green in Honor of Earth Day



## Green Virtual Classes

### Butterfly Gardening

6:30 p.m. | April 13 via Zoom

Learn how to provide everything these beautiful “flying flowers” need to attract them to the yard, whether to offer a quick drink or an all-you-can-eat buffet. Also, learn what butterflies are likely to come and how to identify the stages of their life cycle. For details, visit [CityofIrving.org/BeGreen](http://CityofIrving.org/BeGreen).

### Virtual EarthX Earth Day

April 22 | [Earthx.org](http://Earthx.org)

Join this online celebration of environmental and sustainability efforts. The event is celebrated worldwide for the people, movements, organizations, businesses and governments that have supported, advocated and advanced the causes, initiatives and projects that will continue to create positive change for the world and its inhabitants in the future. Hear from an impressive line-up of environmental and conservation leaders from a wide range of disciplines and interests who represent a broad spectrum of initiatives and efforts around the globe.



### Native and Adapted Plants

6:30 p.m. | May 12 via Zoom

Join the Dallas County Master Gardeners and the Think Green Be Green team for an overview of plants that do well in north central Texas and horticulture techniques that help ensure success. For more information, visit [CityofIrving.org/BeGreen](http://CityofIrving.org/BeGreen).



## Go Green Tips and Highlights

### Breathe Easy This Ozone Season

Ozone season lasts from March through November. This is the time of year when ground-level ozone reaches its highest concentration. Residents can help improve air quality by taking action:

- Walk or bike instead of driving
- Telecommute or attend gatherings virtually
- Stay up-to-date on regular car maintenance
- Reduce vehicle idling
- Carpool when possible
- Sign up for air quality alerts

### Beat the Heat with Energy Efficiency

As the weather warms up, it is important to make sure that homes are energy efficient. By reducing energy consumption, residents not only help the environment, but will save on energy bills. Take the following actions to reduce energy consumption:

- Check that insulation is up-to-date
- Locate and seal air leaks
- Check and replace air filters
- Unplug appliances not in use
- Opt for energy efficient appliances and light bulbs
- Research renewable energy options

### Become a Green Neighbor!

The Green Neighbor Program is designed to foster resident awareness and encourage best practices of an environmentally friendly lifestyle. This voluntary program encourages residents to evaluate their current practices and determine new ways they can live a greener life. To sign up, visit the website, choose a list and submit the application.

To learn more, visit [CityofIrving.org/3535/Green-Neighbor-Program](http://CityofIrving.org/3535/Green-Neighbor-Program). ■

## DISABILITY PARKING REGULATIONS REMINDER

The Irving Police Department reminds motorists of parking regulations regarding marked disability parking spaces. Violations can result in fines of up to \$522. It is illegal to park vehicles in a disability parking space:

- Without displaying the appropriate plate or placard, even if a driver or passenger of the vehicle has a disability.
- While displaying an expired plate or placard, even if a driver or passenger of the vehicle has a disability.
- When neither the driver nor any passenger has a disability, even if the vehicle displays the appropriate plate or placard.

Visit [CityofIrving.org/Municipal-Court](http://CityofIrving.org/Municipal-Court) or call Municipal Courts Service at (972) 721-2451 for more information. ■



## IRVING ARTS CENTER FAMILY PROGRAMS

### April 1 | JumpstART Stories & Art: Colors!

8 a.m. to noon | Free | To-go kits available for pickup; videos posted to [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

### April 10-May 15 | Saturday School: Recycled Art (Trash to Treasure)

2 to 4 p.m. | \$75 for 6-week session (supplies included)  
In honor of Earth Month, this virtual six-week course for ages 6-10 will meet via Zoom to create eco-friendly recycled or “upcycled” art.

### April 11 | Second Sunday Funday: Our Beautiful Earth!

1 to 4 p.m. | Free | To-go kits available for pickup; videos posted to [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

### April 21 | Homeschooler Happening: Capturing Animals on Canvas

1 p.m. | \$5 registration (supplies included)  
Irving Arts Center’s quarterly homeschool program will meet via Zoom.



Ballet Ensemble of Texas presents a Celebration of Dance April 9 and 10



The Quebe Sisters will perform May 1 to close Irving’s 2020-21 concert series

# Irving Arts Center In the Galleries

Open noon to 5 p.m., Tuesday through Saturday. Free admission; reservations are recommended. To make a reservation, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com). For virtual tours of the galleries, visit [IACOnlineArt.com](http://IACOnlineArt.com).

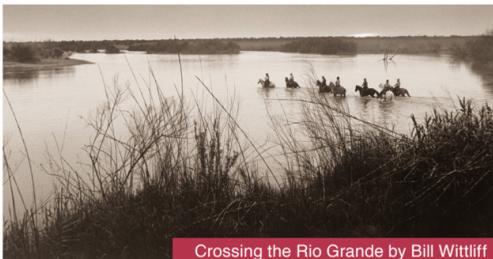
### NEW! Sol Hill: Signal from Noise Through June 26 | Carpenter Lobby

“Signal from Noise” presents selections from contemporary artist Sol Hill’s signature digital alternative process camera-based artwork. Hill uses the artifacts that occur in the digital image making process produced from the influence of energies a sensor sees that the human eye does not. Hill’s interest is in exploring and expanding the visual repertoire of the medium of digital imaging and in exploring the intersection of art, science and spirit. Ever interested in juxtaposed contradictions, Hill’s finished works are presented in ways that blur the boundaries between photography and painting. Accessibility warning: A portion of this exhibition is only accessible by stairs.



Token Feminine #0824 by Sol Hill

Institution Traveling Exhibition Service (SITES), this historic exhibition commemorates Dr. Martin Luther King Jr.’s daring vision to end poverty in the United States. The “Poor People’s Campaign” is an anti-poverty initiative organized by Dr. King and carried out by Ralph David Abernathy in the wake of King’s assassination in April 1968, it confronts poverty as a human rights issue, demanding economic and human rights for poor Americans of diverse backgrounds. The multi-ethnic movement attracted protesters nationwide willing to fight for reforms. The exhibition captures their spirit and encourages visitors to explore a chapter in U.S. history.



Crossing the Rio Grande by Bill Wittliff

### Lonesome Dove: Photographs by Bill Wittliff Through July 11 | Dupree Lobby

Capturing the sweeping visual imagery of the original miniseries “Lonesome Dove” (inspired by Larry McMurtry’s novel), the exhibition presents classic images taken during filming by Bill Wittliff, renowned photographer, writer and executive producer of “Lonesome Dove.” The images, however, are worlds apart from ordinary production stills, depicting an extraordinary union of art, literature and history. Created by the Wittliff Collections at the Alkek Library at Texas State University, the exhibit is presented in partnership with Humanities Texas.

### NEW! Annual Exhibition of Irving ISD Student Artwork

April 2-May 4 | Main Gallery

Artwork from Irving ISD high school students will be featured this month.

### City of Hope: Resurrection City and the 1968 Poor People’s Campaign

Through April 30 | Courtyard Gallery

A collection of posters toured by The Smithsonian

## IRVING ARTS CENTER TICKETED EVENTS

### April 9 and 10 | A Celebration of Dance!

Presented by Ballet Ensemble of Texas  
7:30 p.m. | \$25-\$30  
This spring concert features a mixed repertoire, including “Swan Lake” (Act 2), Gerald Arpino’s “Confetti,” George Skibine’s “Firebird,” and two premieres by choreographers Jenny Johnston and Tammie Reinsch.

### April 16 and 17 | A United We Dance

Presented by Momentum Dance Company  
7:30 p.m. | \$12-\$20  
Momentum Dance Company presents the annual spring gala with two nights of performances.

### April 17 | Kiarra Saito-Beckman, Violinist

Presented by Las Colinas Symphony Orchestra  
7:30 p.m. | \$16.50-\$46.50  
Program includes selections composed by Beethoven, Brahms and Mendelssohn.

### May 1 | The Quebe Sisters

Presented by Entertainment Series of Irving  
7:30 p.m. | \$20  
This Dallas-based group, comprised of three sisters, has amassed a worldwide following performing an innovative brand of western swing music that is marked by three-part harmonies and a trifecta of Texas-style fiddling.

## Irving City Council Election Candidates

The single-member district council places 4 and 6, and at-large district council place 8 are up for election. Registered voters will cast their ballots during early voting April 19 through April 27 and on Election Day, May 1. Any resident who is a registered voter may vote for council district place 8. Only registered voters living in the single-member district places 4 and 6 may vote for the candidate in their respective district. This year's candidates are listed below in ballot order.

**Single-Member District Place 4** – The candidates are Sunil Mosa, Business, who has resided in the territory for 2 years and Phil Riddle, Retired Firefighter, who has resided in the territory for 42 years.

**Single-Member District Place 6** – Al Zapanta, Retired, who has resided in the territory for 15 year, is seeking re-election and is unopposed.

**At-Large District Place 8** – The candidates are David Palmer, Executive, who has resided in the territory for 27 years and Dennis Webb, Pastor, who has resided in the territory for 38 years.

A district map, candidate information and Election Day voting locations are at [CityofIrving.org/Elections](http://CityofIrving.org/Elections). For more information, call the City Secretary's Office at (972) 721-2493.

### Early Voting Information

Early voting for the election will begin April 19 through April 27. Any registered voter can vote during early voting at any polling location in Dallas County. Visit [DallasCountyVotes.org](http://DallasCountyVotes.org) for additional early voting locations.

### Early Voting Hours

- April 19-24: 8 a.m. to 5 p.m.
- April 25: 1 to 6 p.m.
- April 26-27: 7 a.m. to 7 p.m.

### Irving Early Voting Polling Locations

- Irving Arts Center, Suite 200, 3333 N. MacArthur Blvd.
- Irving City Hall, Main Lobby, 825 W. Irving Blvd.
- North Lake College, "F" Building, Room F105, 5001 N. MacArthur Blvd.
- Valley Ranch Library, Program Room 150, 401 Cimarron Trail

**Election Day, May 1** – Any registered voter can vote at any polling location in Dallas County. Visit [DallasCountyVotes.org](http://DallasCountyVotes.org) for entire list. ■



Sunil Mosa



Phil Riddle



Al Zapanta



David Palmer



Dennis Webb

## Elección de Candidatos del Concejo de Irving

Los distritos del conejo de miembros-únicos, lugares 4 y 6, y el distrito concejal a nivel-general, lugar 8 están aptos a ser elegidos. Los votantes inscritos depositarán sus votos electorales durante la votación anticipada del 19 de abril al 27 de abril, y el Día de las Elecciones, el 1 de mayo. Cualquier residente inscrito para votar, puede votar para el concejo distrital lugar 8. Solo los votantes inscritos viviendo en el distrito de miembro-único, lugares 4 y 6 pueden votar por el candidato en su respectivo distrito. Este año los candidatos están nombrados abajo de acuerdo al orden de la boleta electoral.

**Distrito de Miembro-Único, Lugar 4** – Los candidatos son Sunil Mosa, negociante, quien ha residido en el área por 2 años, y Phil Riddle, bombero retirado, quien ha residido en el área por 42 años.

**Distrito de Miembro-Único, Lugar 6** – Al Zapanta, retirado, ha residido en el área por 15 años, está buscando la reelección y no tiene contrincante.

**Distrito a Nivel-General, Lugar 8** – Los candidatos son David Palmer, ejecutivo, quien ha residido en el área por 27 años y Dennis Webb, pastor, quien ha residido en el área por 38 años.

Un mapa del distrito, información para candidatos y lugares para votar el Día de las Elecciones se encuentran en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Para más información, llame a la Oficina de la Secretaría de la Ciudad al (972) 721-2493.

### Información de Votación Anticipada

La votación anticipada para las elecciones empezará desde el 19 de abril hasta el 27 de abril. Cualquier votante inscrito puede votar durante la votación anticipada en cualquier lugar de votación en el condado de Dallas. Visite [DallasCountyVotes.org](http://DallasCountyVotes.org) para lugares adicionales de votación anticipada.

### Horario de Votación Anticipada

- 19-24 de abril: de 8 a.m. a 5 p.m.
- 25 de abril: 1 a 6 p.m.
- 26-27 de abril: 7 a.m. a 7 p.m.

### Lugares de Votación Anticipadas de Irving

- Centro de Artes de Irving, Oficina 200, 3333 N. MacArthur Blvd.
- Municipio, Entrada Principal, 825 W. Irving Blvd.
- Colegio Universitario North Lake, Edificio "F," Salón F105, 5001 N. MacArthur Blvd.
- Biblioteca de Valley Ranch, Salón de Programas 150, 401 Cimarron Trail

**Día de las Elecciones, 1 de mayo** – Cualquier votante inscrito puede votar en cualquier lugar de votación del condado de Dallas. Visite [DallasCountyVotes.org](http://DallasCountyVotes.org) para la lista completa. ■



Artist Rendering of Aerial View

## Williams Square Plaza Renovation Project

On Feb. 25, Irving City Council awarded a \$7,788,703 contract to Structure Tone Southwest for renovation and updates to the Williams Square Plaza, located at 5217 N. O'Connor Blvd. Renovations to Williams Square Plaza include repairs to the iconic mustang statues, improved lighting features and fountain upgrades, tree and landscape improvements, movable tables and chairs and a multipurpose patio. The nine mustang statues galloping across the existing granite stream will remain the focal point of the bustling Las Colinas Urban Center. Construction is anticipated to take nine to 12 months, and the revamped plaza is slated for completion around the first quarter of 2022.

A well-recognized and beloved symbol of Irving, the Mustangs of Las Colinas are one of the world's largest bronze equine sculpture displays. Created by noted African wildlife artist Robert Glen, the magnificent art piece was installed in 1984 as the centerpiece of Williams Square Plaza. ■

## NEW PUP ON PATROL FOR IRVING POLICE DEPARTMENT

Meet Tjakka (pronounced jock-ah). The 2-year-old Belgian Malinois came to the department from the Netherlands. Tjakka was sworn in and partnered with Officer Corey Johnson in February.

Tjakka is certified in narcotics detection and building and open-air suspect searches. ■



## RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR Ds

Warmer temperatures mark the beginning of mosquito season in Texas. Trapping continues across the city's 57 trap and spray locations, and if traps test positive, Irving's vector control technicians will spray at night. The city's mosquito control staff works along with the Texas Department of State Health Services and the Dallas County Health and Human Services to conduct surveillance and testing year-round of the mosquito population for diseases.

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

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

Residents can learn how to take the fight to the mosquitoes. Share this information with family members and neighbors. The best way to stay safe is to take precaution. Visit [IrvingFightsTheBite.org](http://IrvingFightsTheBite.org) for more information. ■



VOTING CENTERS

The Dallas County Elections Department has adopted a Countywide Polling Place Program. On Election Day, eligible voters may cast a ballot at ANY Vote Center location they choose, because now Dallas County votes anywhere!

This will allow eligible voters to vote as conveniently on Election Day as they do during early voting no matter where they live, work, go to school or play in Dallas County.

Visit [DallasCountyVotes.org/Voter-Information](https://DallasCountyVotes.org/Voter-Information) to find a voting center. ■



CENTROS DE VOTACIÓN

El Departamento de Elecciones del Condado de Dallas ha establecido un Programa de Centros Electorales a Nivel del Condado. El Día de las Elecciones, los votantes elegibles podrán emitir su voto electoral en CUAQUIER centro de votación que ellos escojan, porque ahora ¡el Condado de Dallas vota en cualquier lugar!

Esto permitirá a los votantes elegibles a votar donde les convenga el Día de las Elecciones tal como lo hacen durante la votación anticipada sin importar donde vivan, trabajen, estudien, o se divierten en el Condado de Dallas.

Visite [DallasCountyVotes.org/Voter-Information](https://DallasCountyVotes.org/Voter-Information), para encontrar un centro electoral. ■

Bond Propositions on May 1 Ballot



**Proposition A**  
The issuance of \$207,800,000 general obligation bonds for street and transportation improvements and the levying of a tax in payment thereof. Proposed projects

include paving improvements for major thoroughfares, neighborhood streets, traffic congestion relief, sidewalks, and alleyways. Funding is also planned for street signalization, street lighting, and local participation in state projects.

**Proposition B**  
The issuance of \$9,200,000 general obligation bonds for existing City facilities located at the City Hall Campus and the levying of a tax in payment thereof. Proposed projects would include the replacement of the elevators at city hall and other structural, electrical, mechanical, and HVAC improvements to city hall, the purchasing/records building, and the Jack D. Huffman building and surrounding parking areas.

**Proposition C**  
The issuance of \$10,200,000 general obligation bonds for improving general government facilities consisting of field operations, fleet maintenance, and central warehousing facilities and levying of a tax in payment thereof. Proposed projects include the replacement of the fleet garage buildings at the Briery Road complex, which are over fifty years old, as well as improvements to the central warehouse building and general government areas of the Valley View Municipal Complex.

**Proposition D**  
The issuance of \$1,300,000 general obligation bonds for Human Services offices and facilities and the levying of a tax in payment thereof. The Human Services Building is located at 440 S. Nursery Road. This building houses the City's East Branch Library and Learning Center. Non-City tenants include Irving Cares, State of Texas Human Services, and the Dallas County Health and Human Services Immunization Clinic. Proposed capital improvements to the facility include replacing the elevator, replacing tile and carpet throughout the building, updating plumbing and electrical fixtures, repairing and painting walls and counter tops, and repairing and replacing exterior lighting, sidewalks and the parking lot.

**Proposition E**  
The issuance of \$29,930,000 general obligation bonds for police facilities and the levying of a tax in payment thereof. Proposed projects include construction of a property and evidence building, technology and equipment upgrades, and renovations to the Criminal Justice Center, which is over 30 years old.

**Proposition F**  
The issuance of \$5,770,000 general obligation bonds for the existing animal care campus and the levying of a tax in payment thereof. The proposed projects will expand the existing animal care campus by over 11,000 square feet to provide more space for adoption, veterinary services and kenneling for large animals.

**Proposition G**  
The issuance of \$34,300,000 general obligation bonds for firefighting facilities and the levying of a tax in payment thereof. Proposed projects include the construction of a Central Fire Station in downtown Irving and reconstruction of Fire Stations #8 and #9. Both fire stations are over 30 years old.

**Proposition H**  
The issuance of \$78,300,000 general obligation bonds for park and recreation facilities and the levying of a tax in payment thereof. Proposed projects include park development, expansion of recreation facilities, and the acquisition of additional land for future parks and recreation amenities.

**Proposition I**  
The issuance of \$10,700,000 general obligation bonds for City information technology infrastructure and equipment and the levying of a tax in payment thereof. Funding is proposed to expand the city's fiber-optic network to provide connectivity to all mission-critical city facilities.

**Proposition J**  
The issuance of \$20,200,000 general obligation bonds for library facilities and the levying of a tax in payment thereof. Proposed projects include the development of a new library facility, improvements to existing Library facilities, library technology projects and alternative library service points.

**Proposition K**  
The issuance of \$3,000,000 general obligation bonds for the Irving Arts Center and the levying of a tax in payment thereof. The primary proposed project will be the replacement of the roof of the Irving Arts Center as well as other structural, electrical, and mechanical repairs and replacements to the facility.

**Proposition L**  
The issuance of \$152,700,000 general obligation bonds for joint public safety facilities including a public safety campus and the levying of a tax in payment thereof. This proposition would provide funding for additional infrastructure and facilities for joint Police and Fire public safety operations and training at a shared campus. Proposed projects include an emergency management operations center, gun range, training facilities, Police dispatch center, vehicle storage, a driving skills and training pad, and the relocation of the North Police Station to the campus. ■



Elección del 1 de mayo del 2021: Concejos Distritales de la Ciudad y Propositiones de Bonos Municipales

Los votantes inscritos de Irving irán a las urnas electorales el 1 de mayo del 2021, para

la elección municipal general de la ciudad para los Distritos 4, 6 y 8. La boleta electoral incluirá 12 propositiones para la emisión de hasta \$563.4 millones en bonos municipales para proyectos de mejoras de infraestructura capital. Actualmente, la ciudad no anticipa el incremento de la tasa tributaria como resultado de la elección de bonos municipales.

Los proyectos con bonos municipales propuestos incluyen mejoras viales y transporte; locales del municipio e infraestructura; y policía, servicio de animales, bomberos, parques y recreación, información tecnológica, biblioteca, centro de artes, y lugares públicos de seguridad conjunta y mejoras. Si es aprobada por los votantes de Irving, la elección de bonos municipales no resultará en un incremento al impuesto a la propiedad.

Un Comité de Fuerza Conjunta de Bonos Municipales de Ciudadanos conformado por 18 miembros y nombrados por el concejo, trabajó por muchos meses recolectando las opiniones del público y reuniéndose con líderes de la ciudad. El Comité de Fuerza Conjunta presentó las recomendaciones al concejo de la ciudad y las propositiones fueron subsecuentemente finalizadas. Información adicional también está disponible en [CityofIrving.org](https://CityofIrving.org).

**Proposición A**  
La emisión de \$207,800,000 en bonos de obligación general para mejoras viales y de transporte y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen mejoras de pavimentación para importantes vías públicas, calles de los vecindarios, alivio de congestión de tránsito, aceras y callejones. También se planifican fondos para señalización vial, iluminación vial y participación local en proyectos estatales.

**Proposición B**  
La emisión de \$9,200,000 en bonos de obligación general para instalaciones existentes de la ciudad ubicadas en el campus de la alcaldía y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluirían el reemplazo de los elevadores de la alcaldía y otras mejoras estructurales, eléctricas, mecánicas y de aire acondicionado de la alcaldía, al edificio de compras/archivos y al edificio Jack D. Huffman y zonas de estacionamiento circundantes.

**Proposición C**  
La emisión de \$10,200,000 en bonos de obligación general

para mejorar instalaciones gubernamentales generales compuestas de instalaciones de operaciones de campo, mantenimiento de flota y centros de almacenamientos centrales y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen el reemplazo de edificios de taller de flota en el complejo de Briery Road, que tienen más de cincuenta años de antigüedad, así mismo, mejoras al edificio central de almacenamiento y zonas generales del gobierno en el Complejo Municipal de Valley View.

**Proposición D**  
La emisión de \$1,300,000 en bonos de obligación general para oficinas e instalaciones de Servicios Sociales y la imposición de un impuesto para el pago de los mismos. El edificio de Servicios Sociales se ubica en 440 S. Nursery Road. Este edificio alberga la sede de la Biblioteca del Este de la ciudad y el centro de aprendizaje. Inquilinos ajenos a la ciudad incluyen Irving Cares, Servicios Sociales del Estado de Texas y la Clínica de Inmunización de Servicios Sociales y de Salud del Condado de Dallas. Las mejoras de infraestructura propuestas a la instalación incluyen reemplazo del elevador, reemplazo de losetas y alfombras en todo el edificio, actualización de artefactos de plomería y eléctricos, reparación y pintura de paredes y mostradores, y reparación y reemplazo de iluminación exterior, aceras y estacionamiento.

**Proposición E**  
La emisión de \$29,930,000 en bonos de obligación general para instalaciones de la policía y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen construcción del edificio de evidencias y bienes, actualización tecnológica y de equipos, y renovaciones al Centro de Justicia Penal, el cual tiene más de 30 años de antigüedad.

**Proposición F**  
La emisión de \$5,770,000 en bonos de obligación general para el campus actual de cuidado de animales y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos ampliarán el campus actual de cuidado de animales con más de 11,000 pies cuadrados para proporcionar más espacio para adopción, servicios veterinarios y perreras para animales grandes.

**Proposición G**  
La emisión de \$34,300,000 en bonos de obligación general para instalaciones de los bomberos y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen la construcción de una Estación Central de Bomberos en el centro de Irving y la reconstrucción de las

estaciones de bomberos Nro. 8 y Nro. 9. Ambas estaciones de bomberos tienen más de 30 años de antigüedad.

**Proposición H**  
La emisión de \$78,300,000 en bonos de obligación general para instalaciones de parques y recreación y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen desarrollo de parques, ampliación de centros recreativos y la adquisición de terrenos adicionales para futuros parques y lugares de recreación.

**Proposición I**  
La emisión de \$10,700,000 en bonos de obligación general para infraestructura y equipos de informática de la ciudad, y la imposición de un impuesto para el pago de los mismos. Se proponen fondos para ampliar la red de fibra óptica de la ciudad para proveer conectividad a todas las instalaciones cruciales de la ciudad.

**Proposición J**  
La emisión de \$20,200,000 en bonos de obligación general para instalaciones de las bibliotecas y la imposición de un impuesto para el pago de los mismos. Los proyectos propuestos incluyen la planeación y construcción de una nueva biblioteca, mejoras a locales de bibliotecas existentes, proyectos de tecnología para las bibliotecas y asuntos alternativos de servicio de la biblioteca.

**Proposición K**  
La emisión de \$3,000,000 en bonos de obligación general para el Centro de Artes de Irving y la imposición de un impuesto para el pago de los mismos. El principal proyecto propuesto será el reemplazo del techo del Centro de Artes de Irving además de otras reparaciones y reemplazos estructurales, eléctricos y mecánicos del lugar.

**Proposición L**  
La emisión de \$152,700,000 en bonos de obligación general para instalaciones de seguridad pública conjuntas incluyendo un campus de seguridad pública y la imposición de un impuesto para el pago de los mismos. Esta proposición proveería fondos para infraestructura e instalaciones adicionales para operaciones y capacitación de seguridad pública conjuntas para la policía y los bomberos en un campus compartido. Los proyectos propuestos incluyen un centro administrativo de operaciones de emergencias, campo de tiro, instalaciones de capacitación, centro de comunicaciones para la policía, depósito de vehículos, un área para formación y destreza para conducir, y la reubicación de la Estación Norte de la Policía al campus. ■

## Summer Camp, Parks Briefs, Activities

### Summer Camp – One great camp at six convenient locations!

Registration for Summer Camp begins April 24. Campers will participate in gym games, arts and crafts and swimming in a supervised environment beginning June 1. Snacks and lunch will be provided daily. Camp hours are 7 a.m. to 6 p.m. The cost per week is \$100 per child. Residents must present a valid Irving Parks and Recreation ID card at the time of registration, along with payment, or a nonrefundable \$10 deposit to secure a space. Registration is on a first-come, first-served basis and may be done in person or online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec). Call a neighborhood recreation center for more information.

### Adult Recess – Friday evenings starting April 16

6 to 8 p.m. | Free Rental | Ages 18 and older  
Texas Lottery Plaza | 316 W. Las Colinas Blvd.  
Bring a friend and relive the joys of recess. Each week, games from Twister to Foursquare to Washers will be available. Bring your photo ID to the Irving Parks and Recreation tent for free equipment rental. For more information, call (972) 721-2641.

### Heritage Senior Center (HSC)

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

#### ● April 1 | Breakfast Parking Lot Bingo

9 to 10:15 a.m. | \$2  
Seniors are invited for a morning of bingo and a light breakfast from the comfort of their vehicles in the parking lot. Registration is required by March 26. HSC membership required.

#### ● April 22 | Earth Day Upcycle and Planting Event

9 to 9:40 a.m. | Planting Event  
2 to 3 p.m. | Upcycle Event | via Zoom

Celebrate Earth Day with two events. In the morning Keep Irving Beautiful will host a planting event and that afternoon, learn how to upcycle used items into something beautiful. Call (972) 721-2496 for details.

### Lively Pointe Youth Center

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

#### ● April 30 | Fingerprint Friday

5:30 to 6:30 p.m. | Free | Grades 6 – 8  
Fun fact: No two people on the planet have the same set of fingerprints. Discover what fingerprints look like, the variety and different patterns of fingerprints and how to see them. Learn to properly roll prints and have the chance to dust for fingerprints just like real crime scene investigators. Refreshments will be provided. Registration is required by April 24. Register online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec).

### Mustang Park Recreation Center

2223 Kinwest Parkway | (972) 556-1334

#### ● May 1 | Picnic at the Park

Noon to 2 p.m. | Free | All Ages  
Come out for a free picnic and live music. Families are welcome. Registration is required and space is limited.

### Northwest Park Recreation Center

2800 Cheyenne St. | (972) 721-2529

#### ● April 23 | Spring Fling in the Park

3 to 7 p.m. | \$1 per person | All Ages  
Join organized games and activities at the park hosted by Northwest and Lee Park Recreation Centers. This event is for the entire family. Registration deadline is April 14.

## JOIN THE IRVING LIFEGUARD TEAM

Looking for a summer job? The Parks and Recreation Department is currently hiring lifeguards for the 2021 pool season.

Visit [CityofIrving.org/Lifeguard](http://CityofIrving.org/Lifeguard) to apply or call (972) 721-2718 for more information.

For those considering lifeguarding positions, American Red Cross lifeguard certification classes will be available in April and May with limited space. The course is \$75, but discounts are available for City of Irving applicants.

### Upcoming Training Dates

- April 24-26 | 8 a.m. to 4 p.m.
- May 14-16 | 8 a.m. to 4 p.m.

Deadline to register is April 16 for the April course and May 7 for the May course.

Minimum age is 15 years old. Participants must pass a prerequisite test prior to taking the course which consists of swimming 300 yards continuously, treading water for two minutes without using hands and completing a timed pool skills event. The skills event includes swimming 20 yards, surface diving to a depth of 7-10 feet to retrieve a 10 pound brick, returning to the surface and swimming 20 yards back to the starting point with brick and exiting the pool within one minute and 40 seconds.

For questions or more information, call Daniel Farran at (469) 446-0201 or Chris Trevino at (469) 435-1626. ■

## Trail Sharing Tips and Etiquette



Spring brings out more guests to explore the extensive and beautiful trails that Irving has to offer. Keep these trail tips in mind when discovering the different trails.

### Right of Way

Always remember who has the right-of-way when encountering others. Walkers and runners have right-of-way, then bicyclists and scooters.

### Lane Courtesy

With multiple users, trails can get congested. All traveling parties should span only two across. Just like driving, slower travelers should keep to the right as

faster travelers are encouraged to pass on the left. If passing someone, warn them of approach and intent to pass on the left. Move off the main trail for everyone's safety when stationary for an extended period of time.

### Safety

Slow down and keep safety first when in a heavily congested area. Pedestrians have the right-of-way. Motorized vehicles are prohibited.

### Dogs

Enjoy exercising on the trails with your dog on a short leash. Be aware of other trail users and keep pets close to you. As always, clean up after pets to keep community parks clean for all users to enjoy.

### Littering

Adopt the backpackers' "pack in, pack out" philosophy! It is a quick reminder to always carry everything brought in back out when leaving. Do not litter.

### Wildlife

Do not engage with any wildlife. If there is a lost pet or injured animal, report it to Animal Services at (972) 721-2256.

For more information on Irving's trail system, visit [CityofIrving.org/Trails](http://CityofIrving.org/Trails). ■



## CRAFT KITS AVAILABLE AT LIBRARIES

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

### Starting April 1 | Poetry in Nature Kits

Grades K-5 | Children can start their very own garden. Just add water to the included soil and plant the sunflower seeds. Children can complete a poetry activity about what they see in nature while watching their garden grow. Small parts included; not intended for children ages 3 and younger.

### Starting April 1 | Confetti Luminaria Candle Shades

Adults | These simple, sweet lanterns emit a lovely diffused light for any occasion. Part of the Craftastic! Adult Take and Make Craft Kit series.

### Starting April 5 | DIY Geek Chic Windowsill Garden Kits

Grades 6-12 | Bee prepared for spring. Grow a windowsill garden to bring the outdoors inside. Then bring all the pollinators to an outdoor space with bee- and butterfly-friendly plant seed.



**Starting April 12 | Meet the Pet Kit and Zoom**  
Celebrate National Pet Day with the items included in this kit: dog treat recipe sheet, animal shelter/SPCA fliers and coupons for animal goodies. Then join a pet meet and greet at 1 p.m. April 12 on Zoom. For Zoom sign-in information, email [LibAdmin@CityofIrving.org](mailto:LibAdmin@CityofIrving.org).

## Library Virtual Activities via YouTube, Zoom



### April 5-11 | Loneliest Letters on Alphabet Road

Grades Pre-K to 5 | Storyteller Rochelle Rabouin delivers a fun presentation about the least frequently used alphabet letters: J, Q, X and Z. Available on [YouTube.com/IrvingPublicLibrary](http://YouTube.com/IrvingPublicLibrary)

### April 1, 8, 15, 22 and 29 | Discover with Me (Virtual)

10:30 a.m. | Zoom | Parents and Caregivers  
Virtual workshops featuring local child experts to support parents and caregivers with children ages 5 and younger.

- April 1 | Reading to Your Child: Books and More
- April 8 | Child Development – Presented by ECI Metrocare Inc.
- April 15 | Nutrition for the Early Years – Presented by ECI Metrocare Inc.
- April 22 | Dental Care Basics – Presented by Colgate Bright Smiles, Bright Futures Program
- April 29 | Crafting with Children \*Kits available

### April 8 | Reiki Meditation

6:30 p.m. | Zoom | Adults  
Join an Usui and Kundalini Reiki Master for a session of guided meditation, light and love.

### April 21 | Easy Resumes with Google Docs II: Next Steps

6 p.m. | Zoom | Adults  
Learn how to use Google to retrieve resumes saved on the Drive, add bullet points to descriptions, copy and format documents, and save files as PDF documents.

### April 29 | Learn the Basics: Coding

6 p.m. | Zoom | Adults  
Learn the basics of coding through Scratch, a programming language from MIT. Presented as part of the MiY Makerspace Program series. This project is made possible by a grant from the Institute of Museum and Library Services (Grant #LS-246193-OLS-20)\* to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act (2021).



For Zoom sign-in information, email [LibAdmin@CityofIrving.org](mailto:LibAdmin@CityofIrving.org) or contact Irving Public Library through direct message on Facebook, Twitter or Instagram using [@IrvingLibrary](https://www.instagram.com/IrvingLibrary).

## DART RIDERS HAVE A NEW STOP IN IRVING

The new Dallas Area Rapid Transit (DART) Hidden Ridge Station will welcome its first riders April 9. The station is situated on the Orange Line between the Dallas College North Lake Campus and Irving Convention Center stations.

The City of Irving worked closely with DART on the location and design for the new station. It will mainly serve Verizon's Hidden Ridge project, a 110-acre mixed-use development, and will have 136 parking spots on the southwest side, six bus bays and five "kiss-and-ride" spaces.

"Irving is known for a robust and growing corporate landscape," said Irving Mayor Rick Stopfer. "The Hidden Ridge Station with direct access to the Verizon Hidden Ridge development and other nearby offices is a vital component in attracting a talented workforce and new visitors to the area."

The Hidden Ridge development will feature retail space, restaurants, apartments, a hotel and additional office space.

Riders may notice crews completing final construction on a few details at the station, but train and bus service will begin April 9. To watch a time-lapse video of crews installing canopies at the station, search @TheCityofIrving on the ICTN YouTube channel. ■



## GEORGIA FARROW RECREATION CENTER UPDATES NOW COMPLETE

The City of Irving recently completed renovations on Georgia Farrow Recreation Center, 530 Davis Drive.

The \$3.359 million project began in fall 2019. The 32-year-old facility's footprint was expanded from just over 16,000 square feet to 27,297 square feet. The facility now includes a second gym with a futsal court and basketball court installed, new restrooms and locker rooms, an expanded weight room, updated HVAC units and additional parking.

During regular operations, Georgia Farrow is a highly used center. With the residential growth in the area, including the expansion of two housing developments off State Highway 161, the city anticipates the recreation facility will remain a popular amenity in the Irving community.

The project is a collaborative effort between the city's Parks and Recreation and Planning and Community Development departments, as well as the Capital Improvement Program. The project was made possible through the Department of Housing and Urban Development Section 108 Loan Guarantee Program.

For more information on Georgia Farrow Recreation Center hours and operations, visit [CityofIrving.org/Parks-and-Recreation](http://CityofIrving.org/Parks-and-Recreation).

Visit [CityofIrving.org/IrvingInvests](http://CityofIrving.org/IrvingInvests) for more information on the city's ongoing infrastructure improvement initiative. ■



## City's Water, Wastewater Improvement Project to Affect 132 Properties



Irving residents within the Sherwood Forest Subdivision and along Conflans Road will see major water and wastewater improvement construction beginning this summer.

The Conflans, Huntingdon, Lincolnshire, Little John and Nottingham Water and Wastewater Improvements Project was approved during the March 11 Irving City Council meeting. The \$5.4 million project will affect 131 residential properties along with Barton Elementary School. The goal of the project is to maintain and extend water, wastewater and stormwater systems in the area.

This project is a collaborative effort by the City of Irving Capital Improvement Program (CIP) and Water Utilities departments.

The project is part of the Water Utilities Department's priority replacements. This project will replace the water and wastewater mains along Conflans Road (King Richard to Cambridge), Huntingdon Drive (Conflans to Yorkshire), Huntingdon Court (the entire street), Lincolnshire Drive (Conflans to Yorkshire), Lincolnshire Court (the entire street), Little John Drive (Conflans to Huntingdon) and Nottingham Drive (Conflans to Yorkshire).

Additionally, the project supports the city's Road to

the Future program. Once construction is underway, crews will replace the current pavement with full-width reinforced concrete pavement and sidewalks along Lincolnshire Drive (Conflans to Yorkshire), Lincolnshire Court (the entire street), Huntingdon Drive (Conflans to 418 Huntingdon Drive), Huntingdon Court (the entire street) and Little John Drive (Huntingdon to 500 Little John). A full-width mill and overlay of the asphalt pavement will be performed along Conflans Road (King Richard to Highland Park), Nottingham Drive (Conflans to Yorkshire), Huntingdon Drive (418 Huntingdon to Yorkshire) and Little John (500 Little John to Conflans).

Construction is expected to begin in late summer after Atmos Energy and Frontier finish relocating gas mains and communication lines in the area. Funding for this project is available through the city's Water and Sewer System Non-Bond Capital Improvement Program Fund, Sanitary Sewer Bond Fund and the Street Improvement Bond Fund.



More information on the project is available online at [CityofIrving.org/Conflans-Project](http://CityofIrving.org/Conflans-Project). Learn more about the city's Road to the Future program online at [CityofIrving.org/Road2Future](http://CityofIrving.org/Road2Future). Visit [CityofIrving.org/IrvingInvests](http://CityofIrving.org/IrvingInvests) for more information on the city's ongoing infrastructure initiative. ■



## Explore, Learn and Grow: New Playground at West Park Now Open

Irving has a new place to play! An innovative playground has officially opened at West Park, 530 Davis Drive. The Irving Parks and Recreation and Capital Improvement Program Departments worked with a consultant to design the state-of-the-art playground for children of varying ages, learning stages and physical abilities. About \$350,000 in Community Development Block Grant funding was used to complete this project.

Designers included features for children ages 2-5, as well as ages 5-12. In one area of the space, children can expand their musical talents with a xylophone, drums and an interactive music box. In another area, designers included a quiet corner. The special corner of the playground is sectioned off with plexiglass, allowing a child the opportunity to separate themselves from sound and activity. The corner was designed for children living with autism, who may find areas of the playground overstimulating.

To give children with mobility issues the chance to use swing sets, seats allowing parents to safely secure their child were installed. The seats are oversized to fit larger children and feature lap bars and safety straps.

"This truly is an exceptional space. When staff sat down to design the playground, inclusivity was our first priority. We wanted a space every Irving child, no matter their physical ability, could enjoy," said City Manager Chris Hillman. "This playground is an example of the direction department Director Joe Moses is taking Irving Parks and Recreation."

The more daring children will enjoy a nearly three-story tube slide, merry-go-round, seesaw, climbing net and more. There are tunnels to crawl through, poles to shimmy and slide on, and all sorts of gadgets and amenities to foster a child's creativity and imagination. While children explore, play and expand their minds, parents can safely supervise from under shade canopies. The playground now has more than 1,800 square feet of shade and picnic tables situated around the area.



West Park Playground is the first playground in Irving to feature artificial turf as ground cover. The improved surface is the latest innovation in outdoor recreation space and easier to maintain than other playground landscaping.

ICTN featured the playground on City Source. To watch the video on YouTube, search the @TheCityofIrving channel. ■

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**



# ICVB Memorandum

Date: April 15, 2021  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Vice President, Sales & Services  
 RE: Sales & Services Department Board Report for March 2021

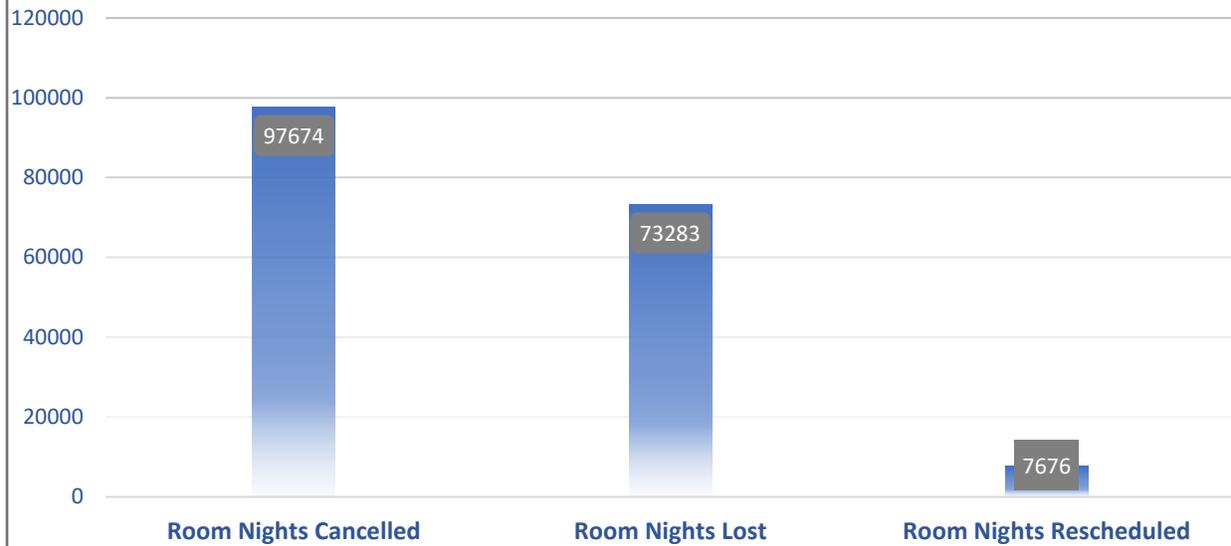
## Convention Sales Activities

Leads Generated	March	YTD
Irving CVB – Hotel Leads	86	367
Irving Convention Center Leads	24	99

### March

Room Nights Generated	Monthly Goal	March 2021 Actuals	March 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	6493	9902	21225	77916	41439	96002	2133	6364
Lost Room Nights		31941	12918		106903	304976	10990	51737

## COVID19 IMPACT 3/1/20 - 3/31/21



## Customer Services Activity March Servicing & Inventory

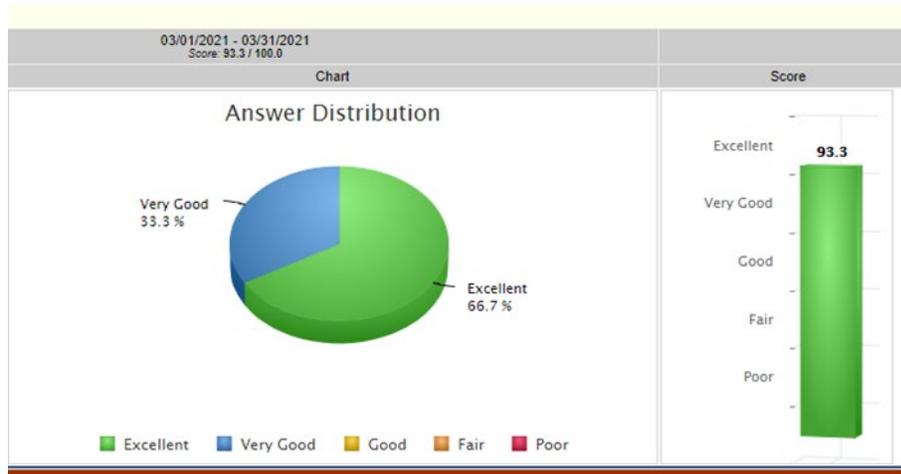
Groups Serviced	
March	2
YTD	10

Service Type	March # of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	2	438 Badges/ 440 Lanyards
Pens	1	200 Pens
Bags	0	0 Bags
Promotional Materials	2	230 Restaurant Maps/TMF maps/ 0 Surveyors, Welcome Sign
Staffing Services	1	4 Event Hours

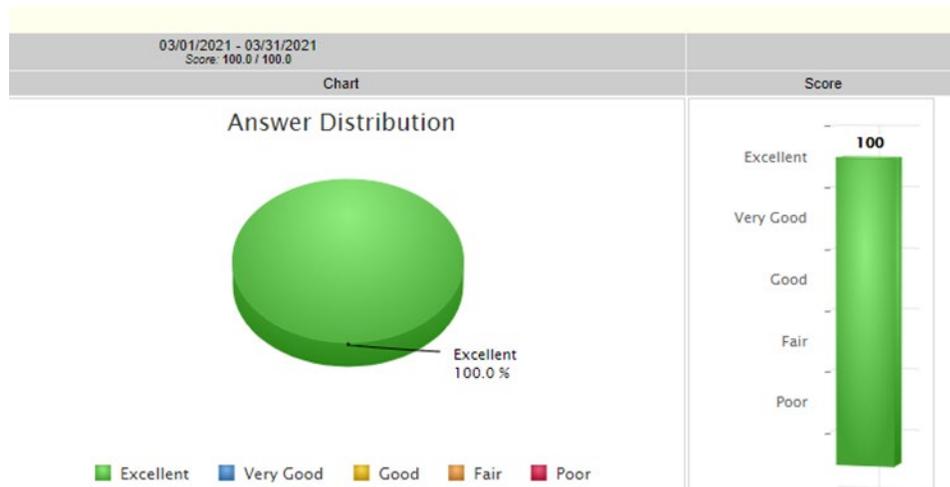
Event Location:      Hotels: 2      Irving Convention Center: 0      Other: 0

# Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



**Definite Bookings**  
**April 2021 – September 2021**

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Drive Nation Sports	Nike Pro Skills San Antonio Basketball Team Room	4/2/2021	4/3/2021	300	60
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers 2021	4/4/2021	4/6/2021	70	210
Design-Build Institute of America - Southwest	DBIA-SW Annual Conference	4/7/2021	4/8/2021	150	140
San Diego Padres	San Diego Padres vs Texas Rangers 2021	4/7/2021	4/10/2021	67	268
Southern Collegiate Athletic Conference	Southwestern University Men's Soccer 2021	4/9/2021	4/9/2021	20	18
Drive Nation Sports	Hoop Life Academy Room Block	4/9/2021	4/10/2021	200	100
Southern Collegiate Athletic Conference	Casady School Baseball Team Travel	4/9/2021	4/9/2021	20	17
Southern Collegiate Athletic Conference	Casady School Tennis Team Travel	4/9/2021	4/9/2021	20	16
Institute for Portfolio Alternatives (IPA)	IPA Policy & Government Affairs   Board Strategic Planning Session 2021	4/11/2021	4/14/2021	45	105
91st Training Division US Army	Training Meeting # MM-L90QRX	4/11/2021	4/22/2021	250	1235
Alovea	Impact 2021	4/14/2021	4/19/2021	100	302
Baltimore Orioles	Baltimore Orioles vs TX Rangers 2021	4/15/2021	4/17/2021	60	180
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 Staff Rooms	4/21/2021	4/25/2021	500	63
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 ATTENDEE	4/21/2021	4/25/2021	500	20
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2021	4/22/2021	4/25/2021	200	300
SENPA	SENPA 2021 Conference	4/23/2021	4/26/2021	160	350

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	TEXSOM 2021 International Wine Awards	4/23/2021	4/29/2021	200	390
DFW Church	DFW Church Marriage Retreat	4/23/2021	4/25/2021	250	100
Boston Red Sox	Boston Red Sox vs TX Rangers	4/28/2021	5/1/2021	80	320
Windsor National Associates	Windsor National Associates	4/29/2021	5/2/2021	158	158
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	5/2/2021	5/8/2021	100	280
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
CSL Plasma Inc	CSL Plasma Meeting	5/3/2021	5/7/2021	90	360
Texas Court Appointed Special Advocates	The Forum 2020	5/5/2021	5/7/2021	120	100
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	5/5/2021	5/8/2021	60	240
Texas Economic Development Connections	The Texas ED Connection Launch Event	5/6/2021	5/6/2021	100	50
NBM Incorporated	The NBM Show - March 2021	5/9/2021	5/16/2021	4000	506
Elevate IT	Rooms Only	5/17/2021	5/20/2021	300	23
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Texas Academy of Physician Assistants	2021 TAPA Board Meeting	5/19/2021	5/23/2021	12	41
Texas State Foosball Network	Texas State Foosball 2021	5/27/2021	5/31/2021	250	173
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
Tampa Bay Rays	Tampa Bay Rays vs TX Rangers 2021	6/3/2021	6/5/2021	76	228
Westcoast Takeover Inc.	Battle of the South	6/3/2021	6/5/2021	150	150
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Lausanne Consultation on Jewish Evangelism	Lausanne Consultation on Jewish Evangelism - North American Conference 2021	6/5/2021	6/9/2021	90	217
INSURICA	2021 INSURICA Summit	6/7/2021	6/9/2021	200	205
Texas Trial Lawyers Association	2021 TLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
United In Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Lantz Medical	Lantz Medical National Sales Meeting	6/15/2021	6/19/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	6/15/2021	6/19/2021	80	247
Oakland Athletics	Oakland A's vs TX Rangers 2021	6/20/2021	6/23/2021	60	240
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Retraimer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
AZZ, Inc.	AZZ 2021-06 ALT meeting DFW	6/22/2021	6/24/2021	60	180
Steubenville	Steubenville / Life Teen Host and Overflow hotels	6/23/2021	6/27/2021	5000	2885
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220
The Falcon Car Club of America	The Falcon Car Club of America	7/6/2021	7/10/2021	350	640
Texas Center for the Judiciary	Magistrate Training A	7/7/2021	7/8/2021	50	100
Lucky Leaf Expo	Lucky Leaf Expo 2021	7/8/2021	7/10/2021	2000	122

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Oakland Athletics	Oakland A's vs TX Rangers 2021	7/8/2021	7/10/2021	60	180
Pathways Core Training Inc.	Pathways Monthly July 2021	7/9/2021	7/24/2021	100	242
Building Professional Institute	2021 Building Professional Institute	7/10/2021	7/15/2021	700	114
American Peanut Research and Education Society	2021 APRES - American Peanut Research & Education Society	7/11/2021	7/15/2021	150	450
Big 12 Conference	Joint Officials Conference 2021	7/15/2021	7/18/2021	400	470
First Fitness	First Fitness July 2021	7/15/2021	7/18/2021	300	249
Novelty Salt & Pepper Shakers Club	Novelty Salt and Pepper Shakers Club 36th Annual Convention	7/16/2021	7/25/2021	200	510
Texas Industrial Vocational Association	TIVA Summer Conference	7/17/2021	7/23/2021	800	1695
TexSom	Court of Master Sommelier Theory Exam 2021	7/17/2021	7/19/2021	100	160
JLM Creative Events	Applique Getaway 2020	7/18/2021	7/26/2021	450	403
Region 10	Region 10 Conference	7/21/2021	7/23/2021	500	600
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	7/25/2021	7/28/2021	70	60
Arizona Diamondbacks	Arizona Diamondbacks vs TX Rangers 2021	7/25/2021	7/27/2021	70	210
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	7/28/2021	7/31/2021	60	240
Texas Municipal Police Association	2021 TMPA Annual Conference	7/29/2021	8/1/2021	350	1150
Freedom Founders	Freedom Founders Workshop - August 2021	8/2/2021	8/8/2021	150	140
Pathways Core Training Inc.	Pathways Monthly August 2021	8/6/2021	8/21/2021	100	242

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	8/6/2021	8/12/2021	85	287
FASTSIGNS International, Inc.	FASTSIGNS Sales Summit 2021	8/8/2021	8/15/2021	350	1035
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/8/2021	8/10/2021	350	60
Oakland Athletics	Oakland A's vs TX Rangers 2021	8/12/2021	8/14/2021	60	180
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo Host Hotel	8/13/2021	8/21/2021	4000	345
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	8/13/2021	8/15/2021	250	120
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	8/15/2021	8/18/2021	60	240
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	8/18/2021	8/23/2021	300	337
Eci Software Solutions	Eci ELT Meeting 2020	8/28/2021	9/5/2021	100	322
Kingdom Global Ministries	KGM World Connect 2020	8/29/2021	9/5/2021	350	335
Colorado Rockies	Colorado Rockies vs TX Rangers 2021	8/29/2021	8/31/2021	70	210
Lifestyles Unlimited, INC.	Lifestyles Unlimited-Rooms Only	9/1/2021	9/6/2021	400	1400
Professional Fraternity Association	2020 PFA Annual Conference	9/8/2021	9/12/2021	100	255
National Procedures Institute	NPI Conference 2020	9/8/2021	9/12/2021	65	236
Dallas Security Traders Association	2021 DSTA Annual Convention	9/8/2021	9/11/2021	100	186
Pathways Core Training Inc.	Pathways Monthly September 2021	9/10/2021	9/25/2021	100	242
Adapt2 Solutions	ACCELERATE 2021	9/12/2021	9/16/2021	50	125
American Horse Publications	American Horse Publication 2021	9/13/2021	9/18/2021	110	301
Property Management Inc	PMI Annual Summit 2021	9/13/2021	9/19/2021	200	582
Masters Dermatological Association	MDA 2020	9/15/2021	9/21/2021	50	235

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Productive Dentist Academy	Productive Dentist Academy September	9/15/2021	9/19/2021	150	225
FenCon	2021 FenCon	9/16/2021	9/20/2021	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/16/2021	9/19/2021	200	160
Chicago White Sox	Chicago White Sox vs TX Rangers 2021	9/16/2021	9/18/2021	67	201
Auto Body Association of Texas	2021 Texas Auto Body Trade Show	9/16/2021	9/18/2021	750	200
Lion Street	Lion Street Indaba 2021	9/18/2021	9/21/2021	285	645
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	9/19/2021	9/23/2021	150	257
Brinker International	Brinker 2021 Supplier Partner Conference	9/21/2021	9/24/2021	325	360
Texas Podiatric Medical Association	2021 TPMA Southwest Foot and Ankle Conference	9/22/2021	9/25/2021	600	315
Southwest Drycleaners Association	Cleaners Showcase for 2021	9/27/2021	10/3/2021	400	737
BNSF Railway Company	BNSF 2021 Industrial Products Summit	9/27/2021	9/29/2021	115	145
BNSF Railway Company	BNSF 2021 Coal Conference	9/29/2021	10/1/2021	50	175
Vizient, Inc.	Vizient, Inc. 2021 Apexus Joint Councils Meeting	9/29/2021	9/30/2021	40	80
Women's Basketball Hall of Fame	The Ladies Ball Southwest Regional Qualifier 2021	9/30/2021	10/3/2021	2000	980
Cleveland Indians	Cleveland Indians vs TX Rangers 2021	9/30/2021	10/2/2021	80	240

\*\*Highlighted items above are Target Industries for Irving



# Marketing Communications

**To:** Maura Gast, Executive Director

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

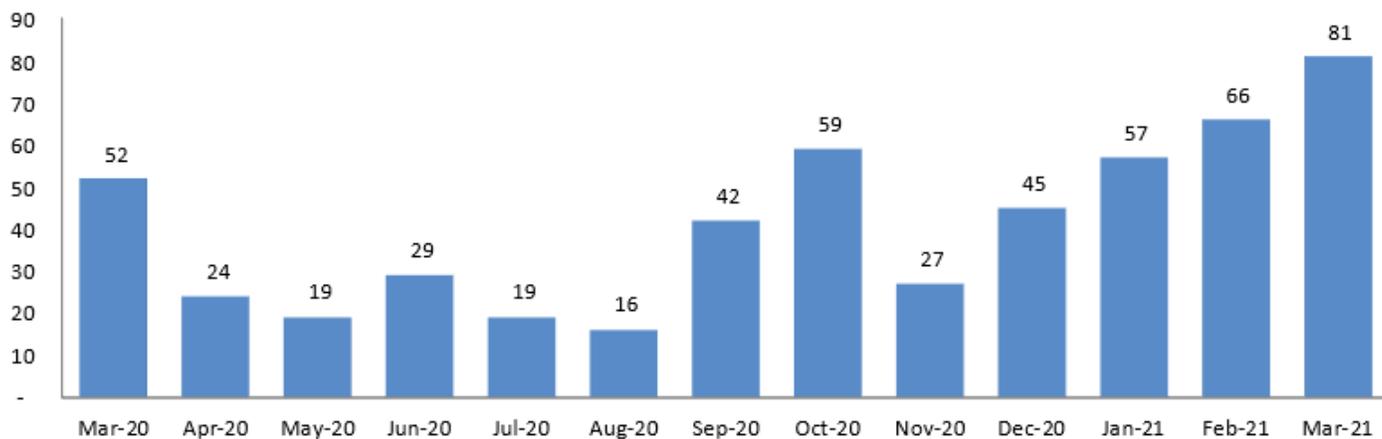
**Date:** April 20, 2021

**Re:** March 2021 Board Report

## Meetings Leads

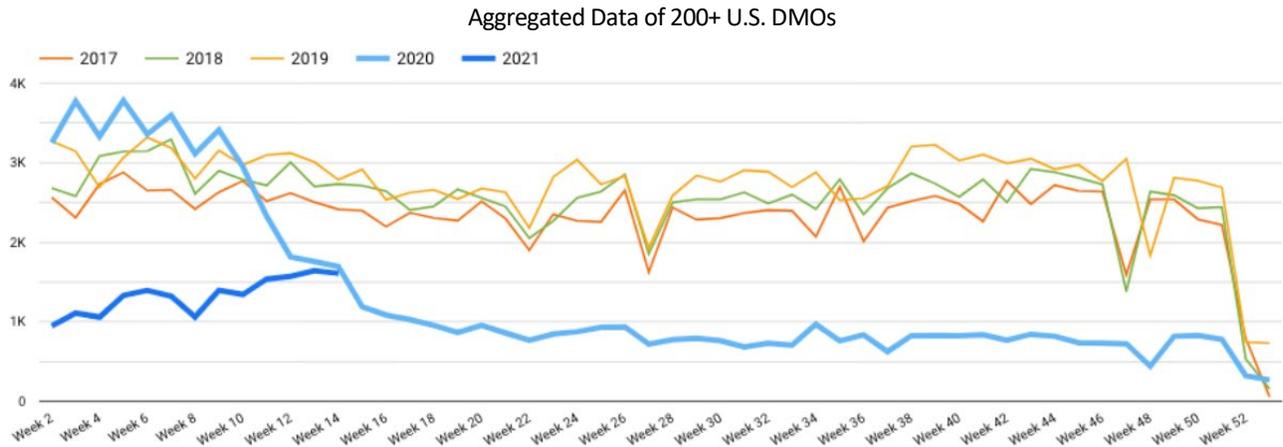
March saw the highest number of meetings-sales leads since February 2020 with **81 total leads**. Of those leads, 32 were sourced through Cvent, 16 were from click-to-call ads, and 33 came through the websites.

**Leads and RFPs**



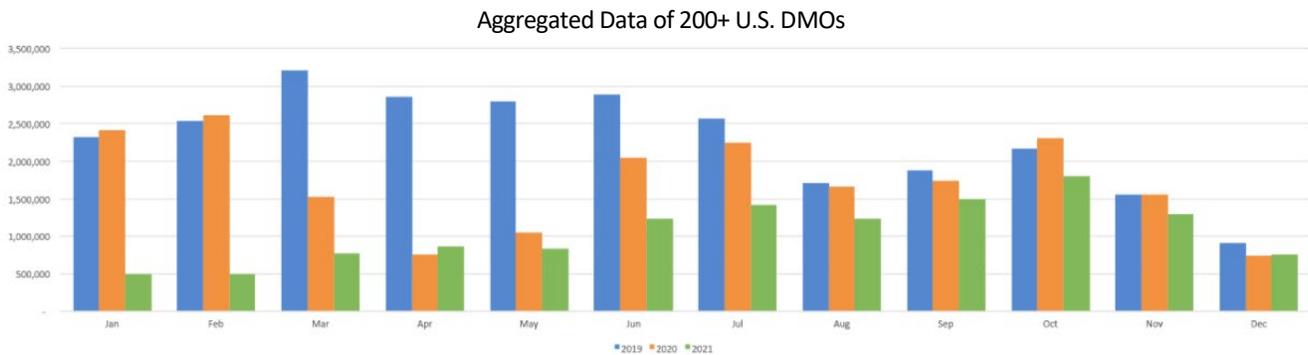
Insights provided by Simpleview show that while aggregated meeting-sales lead volume continues to remain below previous years, lead volume is increasing in 2021 and is nearly the same as it was a year ago.

### Lead Volume 2017-2021



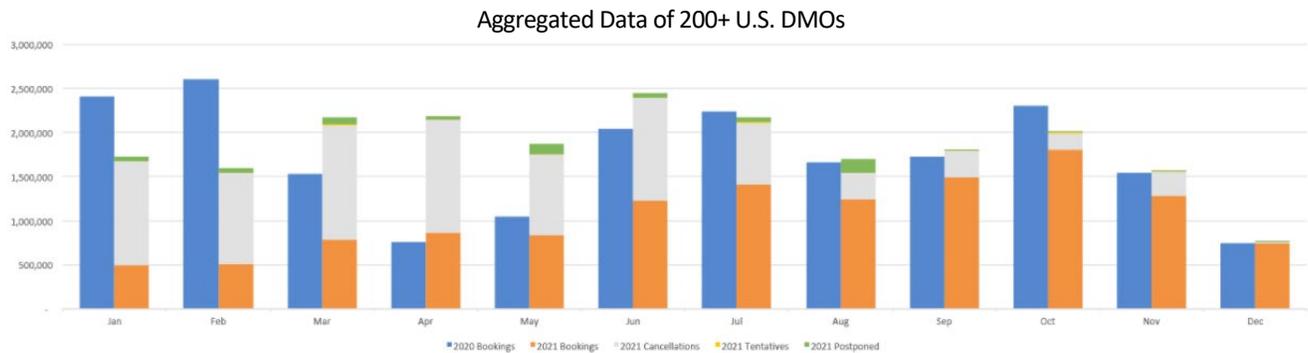
As of April 5, 2021, data from Simpleview’s sample set of more than 200 U.S. DMOs are reporting **7.9 million fewer** room nights on the books vs. 2020 and **12.5 million fewer** room nights on the books vs. 2019. In the graph on the next page, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

### As of March 29, 2021: Room Nights on the Books 2021 vs. 2019 & 2020



During the last two weeks in March, booked room nights outpaced cancellations and bookings are increasing from April through the end of 2021. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

### As of April 5, 2021: 2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements



## CARES Act Campaigns: Phase 2

Two new campaigns were launched for the second phase of the CARES Act Campaigns, including the Online Travel Agency (OTA) campaign and the Promoted Content Campaign. The OTA Campaign, running with both Expedia and Priceline, has generated **7,399 hotel room nights**, which resulted in **\$922,748 in direct hotel revenue**. The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **2,214 blog visits** and **4,979 post engagements** on social media in March.

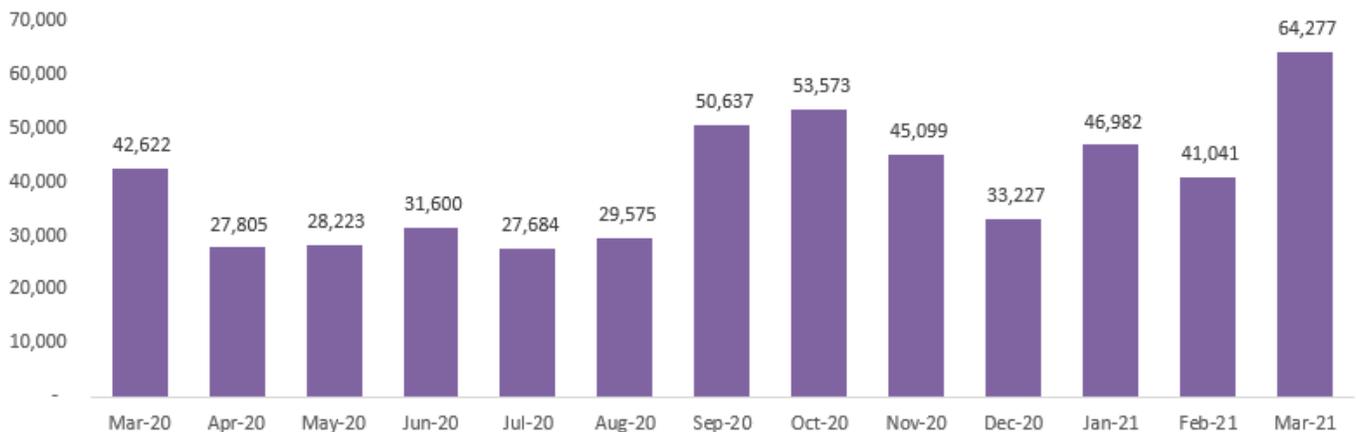
The Staycations and Meetings Campaigns continue to perform well. Since January 1st, the Staycations Campaign has generated over **4.4 million impressions**, **64,519 website visits** and **27,976 hotel referrals**. Those hotel referrals represent **\$4,161,975 in Potential Economic Value**. The Meetings Campaign has generated nearly **2 million impressions**, **8,924 website visits** and **60 meeting-sales leads**.

## Website Traffic

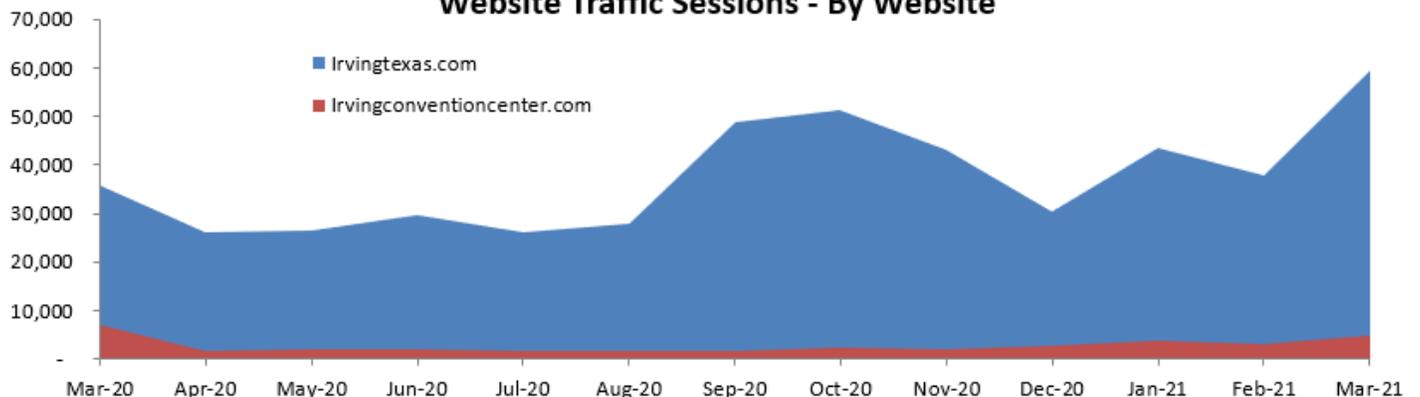
Website traffic increased in March with a record **64,277 total sessions** and **55,724 total users** to both websites, which is the ***highest amount of combined traffic in any month to date***. Traffic to the Visit Irving website had **59,300 sessions** and **51,470 users**, while the Irving Convention Center website had **4,977 sessions** and **4,254 users**.

Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting more frequent events and large public shows. However, the site saw the largest amount of traffic since March 2020.

### Website Traffic - Combined Sessions



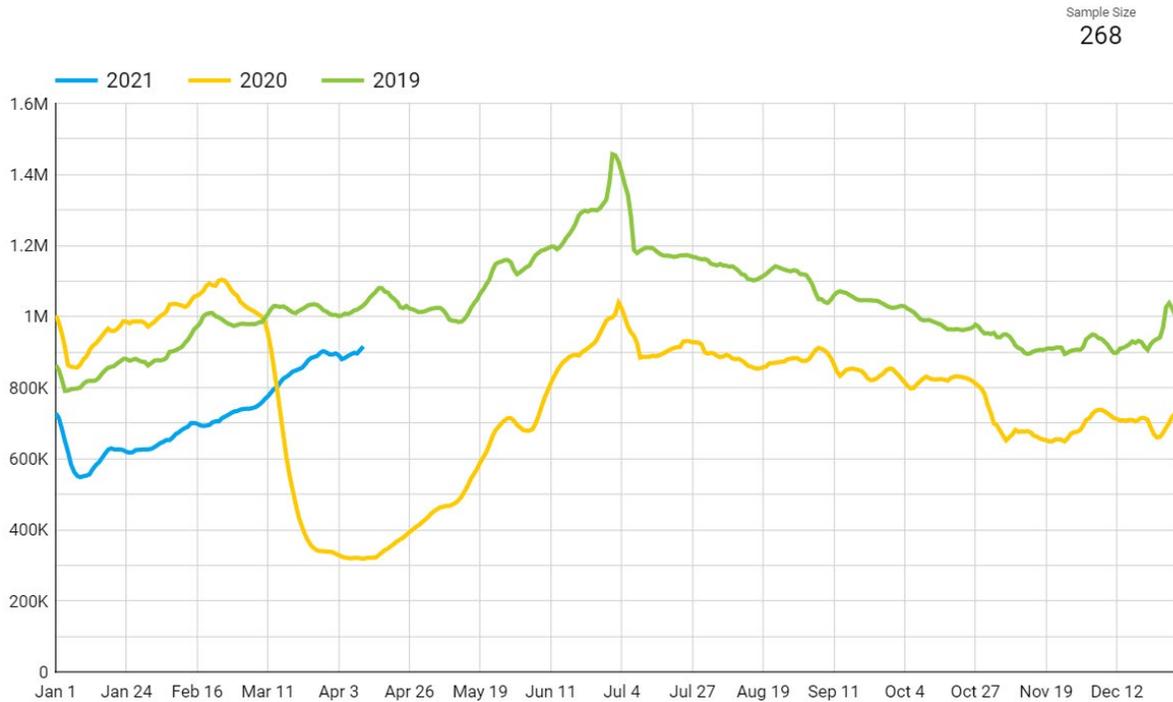
### Website Traffic Sessions - By Website



Aggregated data provided by Simpleview shows that sessions are up considerably year-over-year due to the exceptionally low traffic in March and April 2020. Still, the signs are positive as 2021 website traffic continues to move closer to the pre-pandemic level in 2019.

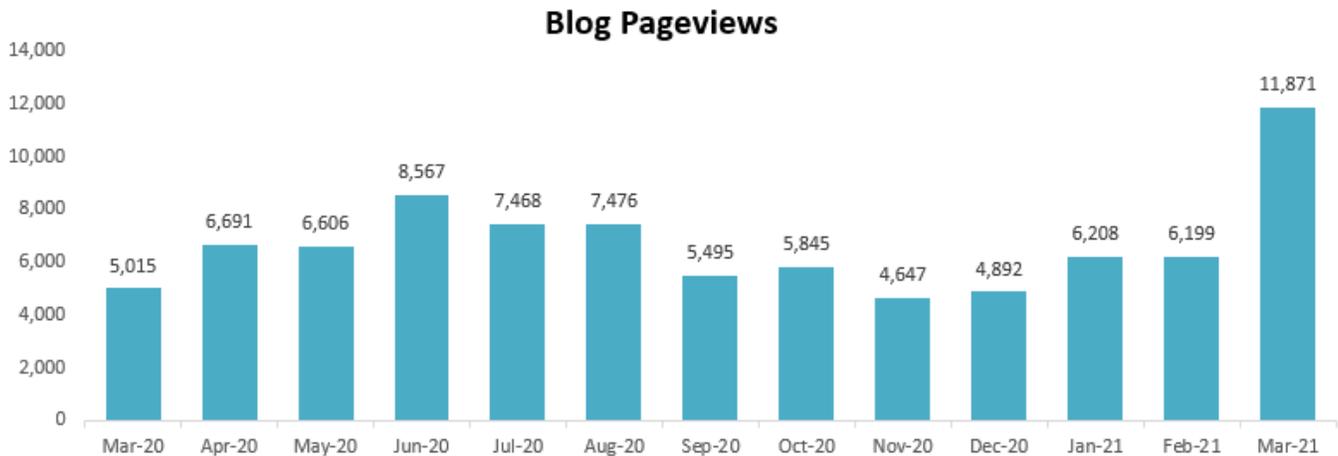
### Aggregated YOY Overall DMO Website Traffic

Provided by Simpleview Inc.



### Blog Traffic

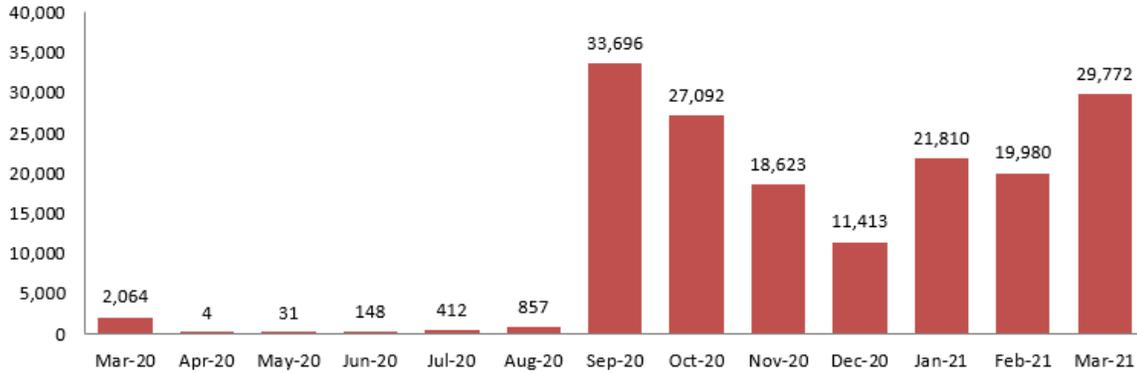
The blog has consistently performed well, especially over the past twelve months. In March, blog pageviews increased with a new record of **11,871 pageviews**, which is a 136% increase over March 2020. The top posts were “Irving, Texas Bluebonnets Guide,” a popular post every year, with 1,047 pageviews. “Rock Your Spring Break with an Irving Staycation” had 856 pageviews, and “Get Ready for Yum in Irving, it’s National Meatball Day” with 762 pageviews.



## Advertising

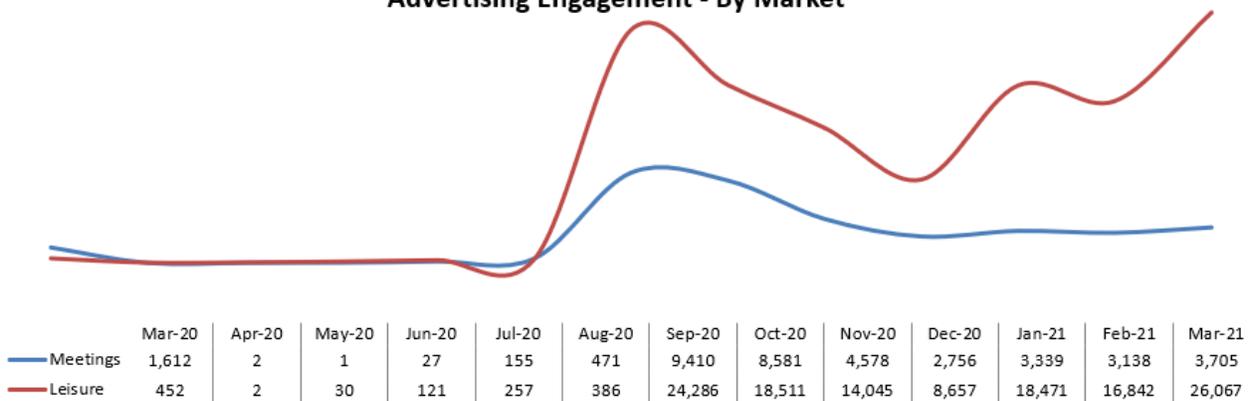
Advertising engagement increased in March with **29,722 site visits** and 2,378,833 advertising impressions.

### Advertising Engagement - Clicks



The leisure market saw the largest engagement with **26,062 site visits**, which is the highest to date. Advertisements on Facebook/Instagram, paid search, and TripAdvisor, were the top performers in the leisure market. The meetings market had **3,705 site visits**, with LinkedIn, paid search and MPI performing the best.

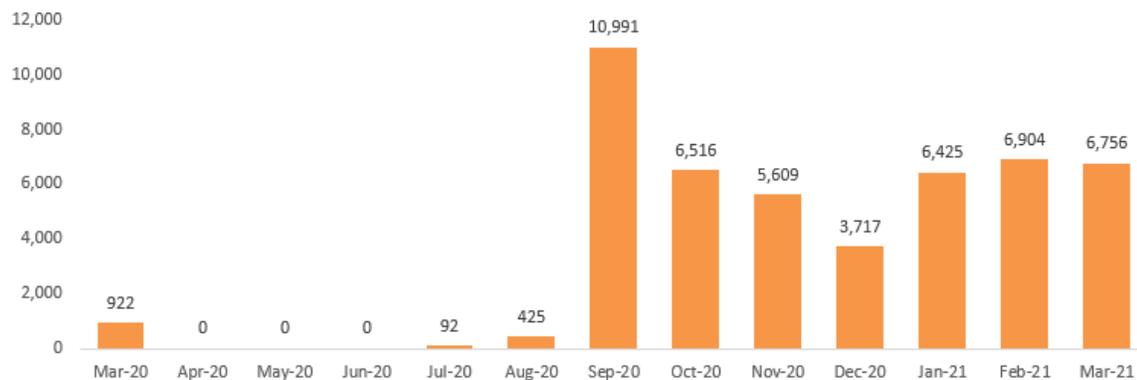
### Advertising Engagement - By Market



## Paid Search

Paid search continues to be used entirely for the CARES Act Meetings and Staycations Campaigns and accounted for **6,756 clicks** and **63,178 impressions**. Of that, 5,682 site visits were for the Staycations campaign, and 1,074 were for the Meetings campaign.

### Paid Search Site Visits

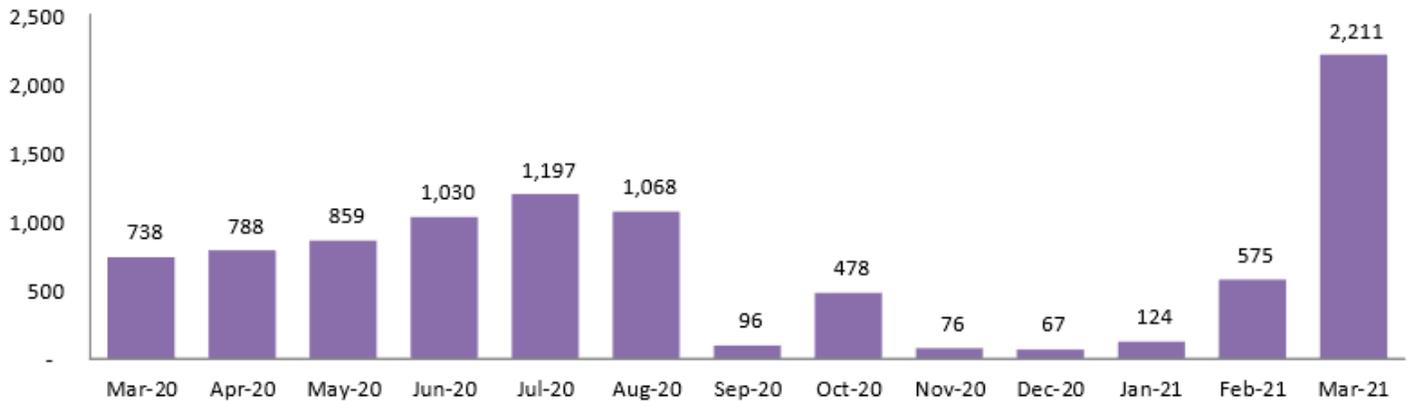


## Social Media

Social media also increased in March, with **2,211 new followers**, which was the **highest number of new followers since August 2019**. This was also the highest number of new followers that were not driven by a social media activation. The total influence reached a new milestone, passing 110,000 with a **total influence of 110,566**. The Visit Irving Facebook page performed the best, with 2,015 new likes.

### Additional Social Media Followers

Total Influence: **110,566**



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b>	<b>77,092</b>		<b>5,741</b>	<b>7,634</b>	<b>748</b>
Impressions	1,696,840		10,200	65,725	
Profile Visits	1,438,311		798		
<b>Convention Center</b>	<b>13,135</b>	<b>209,277</b>	<b>2,503</b>	<b>2,087</b>	<b>375</b>
Impressions	n/a		958	n/a	
Profile Visits/Users	n/a		26		
<b>Impacting Irving</b>	<b>1,252</b>				

**Hashtags** #VisitIrving  
#IrvingRocks

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

## Earned Media

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	173,116,440	71,626,116		456,466,856
ADVERTISING EQUIVALENCY <sup>+</sup>	\$2,620,995	\$1,591,325	\$662,544		\$4,874,864
PUBLIC RELATIONS VALUE <sup>++</sup>	\$7,862,985	\$4,773,975	\$1,987,632		\$14,624,592

\*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.

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

<sup>++</sup>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.

## Adrian Awards

The Visit Irving Marketing Communications team was awarded the following Adrian Awards for excellence in hospitality advertising, digital marketing, and public relations for 2020:

### Award: Bronze

Category: Corporate Social Responsibility

Entry Title: *From COVID Causality to COVID Comfort* (Run Westin Headbands to Baylor Irving Frontline Workers)

### Award: Bronze

Category: Crisis Communications/Management

Entry Title: *Crisis Communications* (COVID-19 On-Line Resources: Web Sites/E-Blasts/Blogs)

### Award: Silver

Category: Recovery Strategies

Entry Title: *Dine-Around Bingo* (Month-Long Bingo Game to Drive Traffic to Irving Restaurants)

### Award: Gold

Category: Corporate Social Responsibility

Entry Title: *Pandemic Pivot: The Irving Convention Center Steps Up to the Plate to Feed Furloughed Hospitality Workers* (Staff Meal)

## Attachments

- ✚ “Fearless Forecasts 2021: The Future of Face-to-Face Meetings,” *Meeting Mentor*, Spring 2021
- ✚ “Travel & Leisure: My Complete Review of the Four Seasons Resort & Club Dallas at Las Colinas,” by Annabelle Chau, *bankcheckingsavings.com*, March 5, 2021
- ✚ “8 Suburbs near Dallas You Should Absolutely Visit,” by Steven Lindsey, *MSN Thrillist*, March 24, 2021
- ✚ “Don’t feel like cooking for Easter? These Irving restaurants have you covered,” by Sarah Bahari, *Dallas News*, March 31, 2021
- ✚ Visit Irving Social Stats
- ✚ Irving Convention Center Social Stats

## The Future of Face-to-Face Meetings

# Fearless Forecasts 2021

Dozens of hospitality executives share their perspectives on what the “new normal” will be for the industry as a whole and for their organizations.



As we emerge from the challenges of 2020, I continue to be inspired by the resilience of our industry. Together, we will recover and rebuild. In 2021, Orlando will continue to be a leader in restarting the meetings and conventions industry. With an unparalleled focus on safety, collaborative partnerships and an established reputation of safely held events in

the destination, we're proud to set a strong example in the industry and establish forward-thinking new strategies that allow groups to safely host their events in Orlando.

Through our partnerships with local government and industry leaders, our convention center, airport, hotels, theme parks, and entertainment and dining partners are ready to welcome back groups to the destination in 2021 and beyond. And with additional new attractions, hotels and entertainment options being unveiled throughout the year, groups will always have something new to explore, as well as their longtime favorites, in our destination.

— *Casandra Matej, president and CEO, Visit Orlando*



Dallas has had a positive year in spite of the pandemic, increasing market share by 4% from March through December 2020. Our partnership with Global Biorisk Advisory Council (GBAC) and its GBAC STAR™ certification program for cleanliness, combined with Dallas Fort Worth International Airport, which has been the nation's busiest

airport, have enabled planners and their attendees to book Dallas with confidence. While 2021 is off to a slow start, our summer and fall seasons are shaping up to make for a very strong recovery for our partners. — *Craig T. Davis, president and CEO, VisitDallas*



We're ready for an exciting spring in Cleveland as the city hosts the 86th NFL Draft April 29-May 1. The outdoor event is taking place on the lakefront, at iconic locations near FirstEnergy Stadium and the Rock & Roll Hall of Fame. Our hospitality community is ready to welcome fans to town while prioritizing everyone's health and comfort. Through

our CLEAN COMMITTED program, hundreds of local tourism and hospitality businesses have committed to enhancing the safety of guests and staff by adopting a standard set of cleanliness practices. We can't wait to show off our city and help you deliver an outstanding event. Looking further ahead, we're welcoming more groups and hybrid meetings this summer and fall, and we're starting preparations for the 2022 NBA All-Star Game in Cleveland next winter. — *Gordon Taylor III, vice president of convention sales & services, Destination Cleveland*



Virtual and hybrid meetings will remain in some capacity, so in Washington, D.C., our convention services team is helping customers creatively bring the destination to life for attendees. Event strategists and planners can choose from a vast array of destination touches, from a “Discover the Real DC” playlist featuring local artists and go-go, the official

music of D.C., to iconic virtual backgrounds and video and photography assets. Our team is also ready to help customers understand the current guidelines about meeting face-to-face and facilitate the perfect venue for virtual and hybrid meetings, including full-service studios and nontraditional options. — *Melissa A. Riley, vice president, convention sales and services, Destination DC*



St. Louis stands ready to host meetings and events at the America's Center Convention Complex, and our staff is prepared and experienced in operating in the present environment. Since the pandemic began, we have experienced more than 100 event days, hosting some 30,000 attendees, including TV broadcast productions, amateur sporting competitions and consumer exhibits. Since the onset of the pandemic, America's Center has made numerous health and safety improvements and introduced StreamStage, a dedicated hybrid meeting facility presently capable of accommodating 200 in-person attendees while broadcasting to an unlimited virtual audience. St. Louis hotels and attractions have abundant health safety protocols in place. There are many outdoor attractions attendees can enjoy, including the recently transformed grounds surrounding the iconic Gateway Arch, Ballpark Village (adjacent to Busch Stadium, home of the St. Louis Cardinals), The Wheel at St. Louis Union Station and Forest Park.

— *Dana Dbom, national sales manager, Explore St. Louis*



This past year has tested our resilience, but I feel confident 2021 is the beginning of a strong recovery for our industry. We are very excited to be the host city for the entire NCAA DI Women's Basketball Championship in March 2021. This is symbolic for us in the meetings industry as we all seek to drive a safe and fast rebound. We look at 2021 optimistically, even

as we continue to battle through the unparalleled challenge of COVID-19. San Antonio's civic, business and association communities have joined forces to reduce health risks and ensure that safety is a top priority. Our industry is strong and resilient. Our industry will recover. And we remain committed to the safety measures, collaboration and unity that are fueling this recovery. We look forward to welcoming many more groups to our beautiful city. — *Mario Bass, vice president of destination sales & experience, Visit San Antonio*



Philadelphia is bullish about the return of in-person meetings and events, and our destination has been actively preparing for them. By the end of this spring, we will have opened five new hotels, including four in Philadelphia's walkable downtown: Canopy by Hilton Philadelphia Center City, Hyatt Centric Philadelphia, W Philadelphia and Element Philadelphia. In addition, the city's two largest hotels, the Sheraton Philadelphia and the Philadelphia Marriott Downtown, will have completed renovations. — **Kavin Schieferdecker, senior vice president, convention division, Discover Philadelphia**



The Visit Knoxville convention sales team, along with our industry partners, is excited to get back to networking at in-person events. I think we will see a renewed appreciation and enthusiasm for that face-to-face interaction. Our team is excited to get out there and share information about our new-generation downtown Marriott property that will offer local connections via the Maker's Market City Centre and tie together a beautiful and convenient campus of the Knoxville Convention Center with five hotels and the green space of World's Fair Park. And we are proud to continue offering complimentary Wi-Fi in all meeting rooms and concourse spaces at the Knoxville Convention Center, along with competitive AV packages to meet new demands for connected and hybrid events. — **Sarah Rowan, senior director of convention sales & marketing, Visit Knoxville**



We are thrilled to unveil the transformation of the Sheraton Denver Downtown, a global gathering place and pillar of the Denver community. This \$80 million transformation brings to life a new arrival experience and lobby with town-square energy, food that breaks barriers with bold Colorado flavors, over 133,000 square feet in renovated meeting space, and 1,237 newly redesigned rooms. At the heart of the transformation will be the reinvented lobby, complete with new spaces designed to inspire and empower a collective spirit of creativity and collaboration. Large community tables invite connection and conversation. Our studios provide the perfect setting where guests and locals can collaborate, and Plaza Fireplace will cultivate a central gathering area that will bring the community together, with soft seating for groups. — **Tracy Anne Blair, director of sales and marketing, Sheraton Denver Downtown Hotel**



Nearly all of our hotels in the U.S. are open and welcoming guests — with flexible cancellation and attrition. We are committed to the health and safety of our guests and team members. We've introduced Count On Us® protocols, which include social distancing, food and beverage options compliant with local regulations, more frequent cleaning and disinfecting, outdoor event options, and virtual and hybrid solutions to accommodate most types of meetings. Throughout 2020, we kept our global sales organization nearly 100% employed, engaged and focused on the needs of our customers. Our newly launched Wyndham Business solution also helps small and midsize businesses save time and money, while our portfolio of over 8,900 hotels around the world provides an ideal stay for your travelers with best-in-class

business tools. We also are growing the number of hotels with the Wyndham®, Wyndham Grand® and Trademark® Collection by Wyndham brands. — **Carol Lynch, senior vice president—global sales, North America, Wyndham**



Greater Miami is cautiously optimistic about the outlook for 2021 and prepared to host successful hybrid events. In partnership with the Miami Beach Convention Center (MBCC), the Greater Miami Convention & Visitors Bureau (GMCVB) secured its first citywide booking since the onset of COVID-19. We anticipate the Aesthetic Meeting 2021, a hybrid annual conference, will help position and propel Greater Miami and the MBCC as “venue-ready,” while kicking off a new season of face-to-face events. As we move through the recovery process, demand for hybrid events will increase, contributing to the growth of our industry through larger audiences and increased awareness of the destination. Our facilities are equipped with the best technology, and many venues are GBAC STAR-certified, a gold standard for meeting planners. The GMCVB convention sales team is ready to support meeting planners every step of the planning process.

— **Sonia Fong, vice president—convention sales & services, Greater Miami Convention & Visitors Bureau**



In an industry built around handshaking and networking, the importance of in-person interaction is well-recognized and well-understood. Irving's extensive safety protocols allow you the peace of mind to plan your next in-person event. Our industry partners are offering flexibility, favorable terms and a zero-attrition program to mitigate financial risk. Generous hotel concessions include rebates, discounts, upgrades and amenities, double-brand points, AV discounts, and complimentary services. The convention center's double-the-space program provides room for social distancing at no additional cost. And while any ballroom can be set for social distancing, the convention center's unique design provides covered outdoor meeting spaces. Open-air venues abound in Irving — from patios, courtyards and waterfront terraces to large event lawns and festival plazas. In Irving, we are optimistic about the recovery of our beloved industry and are all set, masked and socially distanced, to welcome you to Irving. — **Lori Fojtasek, vice president, sales & services, Visit Irving**



While my previous “fearless predictions” have failed to land, we do have a real sense of optimism. Lead volumes have increased each week in the first quarter and, while still well below normal, are a very positive trend. A deeper dig into the data suggests that planners are starting to look further out into 2022 and 2023, sourcing larger programs in long-haul locations, which is clearly different from late last year, when clients were contracting small, short-term programs within a drive market. Our optimism is bolstered by a recent drop in COVID-19 cases and the increasing supply of vaccines. As for the fearless prediction: We will continue to see lead volumes climb modestly through the summer with a significant uptick starting in September and through the fall. In the meantime, we hope that our industry benefits from pent-up leisure demand this summer — and getting people back to work. — **Cbris Ruane, vice president sales, meetings & incentives, global sales, Accor**

## Travel & Leisure: My Complete Review Of The Four Seasons Resort And Club Dallas In Las Colinas

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March 5, 2021 – Annabelle Chau – [bankcheckingsavings.com](#)



Set on 400 acres, the Four Seasons Resort and Club Dallas is a sports paradise. There's an unexpected mix of modern amenities and lush green landscapes, the resort is full of luxury and a laidback Texan twist. Go for a round of golf, chill at the pool, get your heart rate pumping at the sports club, or go relax at their spa. When the sun goes down, dine on a big Texas flavored meal.

Check out our list of the best credit card bonuses here.

The Four Seasons Resort and Club Dallas is a member of American Express Fine Hotels & Resorts (FHR). If you have the Platinum Card from American Express, you'll get value-added perks with your hotel stay when you book through the FHR website. Additionally, get 5x Membership Rewards on your prepaid stay, which can be redeemed for award travel.

Read below for more details on one of the Big D's most luxurious five-star properties.

## Style



As you drive up to the property, there are Spanish colonial-style buildings and the gorgeous grounds. Inside, the interior had a rustic Texas-chic feel with an earthen brown and tan color palette, as well as loads of leather and wood accents. Outdoor spaces were notably accented with sculptures by local artists.

## Room



All 431 rooms, suites and villas at the Four Seasons carry over the muted and earthen colors from the public spaces. They feature high ceilings, step-out balconies or patios and floor-to-ceiling windows.

The 420-square-foot Signature Tower Room boasted contemporary and classic furnishings along

with a fantastic view of the pool, golf courses and skyline. The spacious marble bathroom was furnished with a deep soaking tub, separate glass shower, thick terry bathrobes and L'Occitane bath products.

This room rate included standard WiFi, twice-daily housekeeping, and daily newspapers.

## Facilities



There was so much to do at the Four Seasons, you won't even think to leave the resort. Of course, they have the two golf courses, one of which hosted the annual AT&T Byron Nelson PGA Tour for decades. Take advantage of the massive, 6,000-square-foot sports club, home to a variety of state-of-the-art fitness equipment, a wide

range of daily classes, an indoor pool and running track, tennis, racquetball and squash courts, a half-court for basketball and a kid's center.

After a friendly session of tennis, spend a few hours by the curving 25,000-square-foot resort pool with a high-tech SnappyScreen booth for touchless sunscreen application. Then, go off to get pampered at the spa, which featured private treatment rooms, a relaxation area and its own café and pool.

To round out the amenities, the Four Seasons also offered 24-hour business services, like printing, wireless meeting rooms, A/V equipment, computers and more.

## Food & Drink



Get spoiled for choice with Agave Pool & Bar offering a Mexican taqueria-inspired menu, LAW featuring bold Texan fare and Outlaw Taproom serving up local beers, wine and craft cocktails.

During your stay, enjoy tasty pulled pork and chicken salad sandwiches at Agave Pool & Bar. For dinner, go to LAW

(land, air and water) for some Akaushi ribeye steak and crispy red fish. And Outlaw Taproom was the perfect spot to sip a signature cocktail (or two) before hitting the sack. In the morning, order a Huevos Las Colinas as well as biscuits and gravy to your room.

## Service



When you show up at the entrance of the Four Seasons, you'll immediately be greeted by three resort staff. One who opens the car doors and warmly welcomes you, one who offers to take your bags and one who asks to valet the car. This high standard of service set the tone for the rest of the stay. The staff are friendly, outgoing and accommodating. If you look lost, someone always offers to help. Even the chef at Agave Pool & Bar stopped by to make sure your lunch is to your liking. This level of service, the hallmark of the Four Seasons brand, made for a carefree and memorable stay.

## Location



The Four Seasons is located just seven miles from the Dallas/Fort Worth International Airport, in the upscale Las Colinas neighborhood. Lake Carolyn, the Toyota Music Factory and Ruth Pain House Museum are all close to the resort.

Address: 4150 North MacArthur Boulevard, Irving.

## Conclusion

Sporty travelers will love this resort with two golf courses, tennis facilities, group fitness classes, courts, indoor lap pool, and more. If you don't want to do any sports activities, check out the spa and outdoor pool. Luxurious accommodations, delicious dining, amazing service, and more completes the Four Seasons hotel.

If you want to stay closer to Downtown, check out The Adolphus, a historic hotel with amazing rooms, great amenities, and endless Southern charm.

####

## 8 Suburbs Near Dallas You Should Absolutely Visit

March 24, 2021 – Steven Lindsey – MSN Thrillist



© Courtesy of Visit Frisco, TX

Dallas offers residents and visitors plenty of fast-paced excitement, cultural diversity, an incredible arts scene, world-class restaurants, and a never-ending supply of fun things to do—especially now that things are getting a little bit back to normal. However, to never leave the city limits would deprive one of everything the many surrounding suburbs contribute to the overall North Texas experience.

To put things in perspective, Dallas has a population of around 1.3 million people while the entire metroplex clocks in at more than 7.5 million. That's a lot of suburban influence. So we've rounded up eight of the coolest suburbs in the region with much to offer if you know where to look. Who's ready for a mini road trip?

## Arlington

20.7 miles from Downtown Dallas



Nicknamed the Entertainment Capital of North Texas—and for good reason—Arlington offers visitors practically limitless options for excitement. Six Flags Over Texas and across-the-freeway neighbor Hurricane Harbor provide the thrills, while Globe Life Field and AT&T Stadium showcase hometown teams Texas Rangers and Dallas Cowboys on their home turf, or you can tour either complex when matchups take place out of town. Or head over to Texas Live!, which brings in live music acts, as well as year-round consumption of tasty eats and thirst-quenching drinks at more than a dozen restaurants and bars in the same complex. Image credits: © *Courtesy of Texas Live*

## Denton

39.6 miles from Downtown Dallas



Once a rather sleepy little college town, Denton has grown up to become a legit destination for North Texas locals and out-of-towners alike, thanks in big part to its incredible live music scene. With one of the top music schools in the nation at the University of North Texas, there's a constant influx of new talent to add to the iconic acts that have been performing for decades. One of the hippest spots to groove to some tunes is Dan's Silverleaf, but you'll find live music all over the city from intimate venues like Andy's

Bar or over a burger and killer chicken tenders at LSA Burger, both on the historic downtown courthouse square. And while you're there, you must visit Paschall Bar (part of Andy's), one of the greatest speakeasy-style venues in the entire region. Image credits: © *Courtesy of LSA BURGER*

## Frisco

27.3 miles from Downtown Dallas



Sports enthusiasts can get their fix on everything from football and basketball to hockey and the “other football” all within Frisco’s borders. Officially branded as Sports City USA, the city plays host to practice facilities for both the Dallas Cowboys (NFL) and Dallas Stars (NHL), as well as the home fields and courts of FC Dallas (MLS), the Frisco Roughriders (MiLB), and the Texas Legends (NBA G League). Because of all these athletic teams congregating in Frisco, businesses have built up around them, including the popular

destination, The Star District. That’s where you can catch America’s team practicing, as well as 22 incredible dining options, including Frisco-only spots Dee Lincoln Prime, Sushi Marquee, and Cowboys Club. Of course, there’s always IKEA in town, too, if you feel like putting together a cabinet this weekend from 237 pieces. Photo credit: © *Courtesy of Dee Lincoln Prime*

## Grapevine

27.3 miles from Downtown Dallas



Even someone from another country could probably guess the main attraction of this city to the northwest of Dallas. If you’re playing along and guessed wine then you’re in luck. Texas ranks No. 5 in the nation for wine production and a small slice of that can be found right here with seven different wineries along Grapevine’s Urban Wine Trail. A duo of craft breweries round out the offering of booze-laden beverages created here and you can enjoy them during special adults-only excursions on the Grapevine Vintage Railroad throughout the year, too. And

while you’re in town, make sure to visit the 8,000-acre Lake Grapevine for a beautiful change of scenery. Photo credit: © *Courtesy of Visit Grapevine*

## Highland Village

32 miles from Downtown Dallas



Lake Lewisville, the largest lake in the Dallas-Fort Worth metroplex, rewards visitors with 29,000 acres and 233 miles of shoreline for all varieties of watersports and Highland Village rests directly upon its shores. Fishing, boating, kayaking, and waterskiing all take full advantage of the lake itself or venture onto land for hiking, biking, relaxing on the beach, or camping overnight without having to make a long-distance drive. The lakeside Pilot Knoll Park makes for a great home base during your stay.

Photo credit: © *MaryAnne Campbell/Shutterstock*

## Irving

12.6 miles from Downtown Dallas



When a craving for Indian food strikes, you'll discover dozens of options in Irving from all-vegan or vegetarian to meaty options galore from all regions of India. Spices of India is always a popular choice and a best bet when it comes to variety. One of the most unique experiences you can have this side of Venice can also be found in the Las Colinas section of Irving where Gondola Adventures takes you out on the canals for quick tours, as well as romantic sunset dinner cruises or early morning breakfast and brunch outings.

Photo credit: © *Courtesy of Irving gondola*

## Plano

19.1 miles from Downtown Dallas



When summer rolls around and you need some serious cooling off, check out the immediately recognizable Texas Pool, a 168,000-gallon oasis shaped like the Lone Star State. You'll find it on the National Register of Historic Places and memberships for the season can be purchased or you can opt for a \$10 day pass if you're only rolling through town. Either way, you'll be able to brag (and cause a bit of confusion) on social media when you boast that you just swam across Texas. Squeeze in a visit to Oak Point Park, too, where you can kayak, hike, or head high into the tree line for adventure courses and zip lining. Photo credit: © *Courtesy of Visit Plano*

## Richardson

13.5 miles from Downtown Dallas



Unlike Houston, which has an actual Chinatown that spans nearly 3 square miles, Dallas has smaller pockets of fantastic Asian restaurants and retailers in numerous suburbs. One of our favorites, however, can be found in Richardson. Funny enough, they've named one particular shopping center DFW China Town, so it sounds like we have a full district when it's really only a collection of businesses, almost entirely restaurants. That doesn't diminish what you can find here, however. Some of the best Asian fare we've ever eaten locally can be found in popular spots including Jeng Chi (Taiwanese, Chinese), Maru Ramen (Japanese), Pho Que Huong (Vietnamese), Royal Sichuan (Chinese Sichuan), and Tofu Factory (Korean). You can also find a variety of culinary treasures at Good Fortune Supermarket, which might be smaller than some of the Asian grocery megastores in North Texas, but you'll benefit from an easier-to-navigate experience. Photo credit: © *Courtesy of DFW Chinatown*

####

## Don't feel like cooking for Easter? These Irving restaurants have you covered

March 31, 2021 – Sarah Bahari – Dallas News

From traditional ham to lobster, options abound.



*The dining area at LAW at the Four Seasons Resort and Club Dallas at Las Colinas is pictured in this file photo. The restaurant is one of a number of Irving eateries with Easter specials. (Smiley N. Pool / Staff Photographer)*

If cooking Easter dinner is the last thing you feel like doing, don't fret. Irving restaurants are offering plenty of options, from take-out to dine-in, traditional or not. Here's our round-up:

### **Blaze Brazilian Steakhouse, 310 West Las Colinas Blvd.**

If your family is looking for something untraditional, check out Blaze, which specializes in fire-roasted skewered beef, lamb, pork, poultry and, a recent addition, lobster. Family sides include fried bananas, black beans and mashed potatoes. Reservations are encouraged. 469-208-7977

### **Cowboy Chicken, 3351 Regent Blvd.**

Cowboy Chicken is straying from poultry and adding ham to its menu through April 4. A meal for 10 includes one 8-10 pound spiral-sliced ham, twice-baked potatoes, a salad, dinner rolls and peach cobbler for \$125. Hams are also sold separately for \$65. To place an order, email [catering@cowboychicken.com](mailto:catering@cowboychicken.com) or call 214-496-0724.

### **Lamberti's Ristorante and Wine Bar, 7701 North MacArthur Blvd.**

Easter brunch will feature rack-of-lamb, ribeye roast and sliced ham, with mashed potatoes, marsala glazed carrots and alfredo macaroni and cheese. Adults are \$24.95 and kids are \$12.95. Dine-in or carry out. Reservations are required. Call 972-506-3000 or book online.

### **LAW at Four Seasons Resort at Las Colinas, 4150 N MacArthur Blvd.**

For an Easter Bunny sighting and brunch, head to LAW. The restaurant at the Four Seasons will offer churro pancakes with dulce de leche creme sauce and chocolate crumbles, salad and seafood platter and a choice of Texas honey glazed ham, rack of lamb or honey chipotle salmon. For adults, the four-course meal is \$95. For children under 12, it's \$45. A la carte options are also available. Reservations are encouraged. Call 972-717-2420.

### **Mexican Sugar, 3215 Regent Blvd.**

Mexican Sugar will host an Easter brunch with a Latin-inspired twist on traditional favorites, like Cajeta French toast, vanilla cinnamon pancakes, and chicken chilaquiles. To make a reservation, call 469-313-1300.

### **Via Real Gourmet Mexican, 4020 N MacArthur Blvd.**

Via Real will offer classic brunch, with blueberry French toast, omelet and waffle stations, peel and eat shrimp, smoked salmon, prime rib and bottomless mimosas. To make a reservation, call 972-650-9001.

### **We Graze Dallas**

Easter-themed charcuterie boards and boxes start at \$45. If you live within 20 miles of Irving, We Graze Dallas even offers free delivery. We Graze is accepting orders online.

### **Whiskey Cake, 3225 Regent Blvd.**

A meal for four to six people includes Duroc glazed ham or prime rib with garlic au jus and horseradish sauce, a farm salad, creamy Brussels sprouts and dinner rolls. Add-on options include deviled eggs, macaroni and cheese, and of course, whiskey cake. Prices begin at \$85. To reserve, call 469-941-2253 or email [vanessa.beahn@whiskey-cake.com](mailto:vanessa.beahn@whiskey-cake.com).

This list was compiled with the help of Visit Irving.

####

# SOCIAL MEDIA FACTS

**MAR**  
**2021**



## FOLLOWERS



**77,092**  
+2,015



**5,741**  
-1



**7,634**  
+187



**90,467**  
+2,201

## FACEBOOK



**1,696,840** Impressions



**1,438,311** Users

## TWITTER



**10,200** Impressions



**798** Profile Visits

## INSTAGRAM



**65,725** Impressions



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



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

# SOCIAL MEDIA FACTS

**MAR**  
**2021**



IRVING  
CONVENTION CENTER  
AT LAS COLINAS

## FOLLOWERS



13,135  
0



2,503  
-2



2,086  
-1



17,727  
-3

## FACEBOOK



0

Impressions



0

Users



0

Check-Ins

## TWITTER



958

Impressions



26

Profile Visits

## INSTAGRAM



0

Impressions



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



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



**DATE:** March 23, 2021  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** STR and AirBNB Data Reports – February Data

### **STR**

Irving's hotel occupancy rate for February was lower than the US and Texas at 46.2%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 35.7%, while Texas figures decreased 21% and the US figures were down 26.6% for the month. Demand for the current period is down 35.9%, and YTD is down 39% over last year, while STR data reflects a 35.7% decrease for the current period and a 38.8% decrease in YTD occupancy compared to 2020.

For average daily rate, Irving was \$75.19 down 35.7% in February compared to last year, leaving Irving's YTD average daily rate at \$72.42, down 37.8% over last year.

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

### **AirBNB**

For the month of February, there were 466 available listings in Irving which is a 51.3% increase in listings over last year's figure of 308. The average daily rate for February is \$178.14, which is down 1.52% over last year, with an occupancy percentage of 52.8%, which is a 26.36% decrease compared to last year. For the hotel comparable subset, the average daily rate for February is \$97.10, a decrease of 9.26% from last year, with occupancy at 54.9%, a decrease of 25.94% from last year.

All STR & AirBNB graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).

# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: February 2021

	Current Month - February 2021 vs February 2020												Year to Date - February 2021 vs February 2020											
	Occ %		ADR		RevPAR		Percent Change from February 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	45.3	61.8	98.31	130.70	44.57	80.78	-26.6	-24.8	-44.8	-45.9	-2.0	-28.1	42.2	58.2	94.65	128.26	39.94	74.61	-27.5	-26.2	-46.5	-47.6	-2.1	-29.0
Texas	51.2	64.8	77.97	106.10	39.93	68.78	-21.0	-26.5	-41.9	-41.1	1.5	-19.8	47.0	60.9	75.97	103.55	35.73	63.03	-22.7	-26.6	-43.3	-42.5	1.5	-21.6
Atlanta, GA	50.1	66.6	81.18	113.26	40.66	75.48	-24.8	-28.3	-46.1	-45.4	1.4	-23.8	48.5	64.0	80.00	114.36	38.81	73.24	-24.3	-30.0	-47.0	-46.2	1.4	-23.2
Arlington, TX	55.0	70.8	71.22	93.68	39.18	66.35	-22.3	-24.0	-40.9	-40.9	0.0	-22.3	51.0	65.8	70.19	90.82	35.78	59.73	-22.5	-22.7	-40.1	-39.6	0.8	-21.9
Charlotte, NC	43.5	67.4	78.93	115.46	34.30	77.86	-35.6	-31.6	-55.9	-54.0	4.4	-32.7	40.5	62.4	77.76	112.16	31.52	69.96	-35.0	-30.7	-55.0	-53.0	4.3	-32.3
Fort Worth, TX+	55.4	69.5	79.99	114.07	44.30	79.29	-20.3	-29.9	-44.1	-41.3	5.1	-16.3	50.2	66.7	78.31	113.46	39.34	75.72	-24.7	-31.0	-48.0	-45.7	4.6	-21.3
Frisco, TX+	43.4	69.3	101.66	140.10	44.11	97.14	-37.4	-27.4	-54.6	-46.5	17.9	-26.2	37.5	66.7	100.77	140.70	37.80	93.79	-43.7	-28.4	-59.7	-52.5	17.9	-33.7
Grapevine, TX+	34.5	78.5	139.75	185.19	48.22	145.41	-56.1	-24.5	-66.8	-66.0	2.7	-54.9	31.3	72.9	143.92	181.42	45.04	132.31	-57.1	-20.7	-66.0	-65.1	2.7	-56.0
Irving, TX+	46.2	71.9	75.17	116.96	34.73	84.09	-35.7	-35.7	-58.7	-58.7	-0.1	-35.8	41.7	68.2	72.42	116.50	30.23	79.40	-38.8	-37.8	-61.9	-62.0	-0.1	-38.8
Nashville, TN	38.7	67.4	88.14	142.47	34.15	96.01	-42.5	-38.1	-64.4	-63.0	4.2	-40.1	36.1	63.2	86.13	137.31	31.11	86.80	-42.9	-37.3	-64.2	-62.5	4.5	-40.3
Phoenix, AZ	58.2	83.0	121.01	175.40	70.38	145.63	-29.9	-31.0	-51.7	-52.3	-1.3	-30.8	53.5	77.9	110.48	164.16	59.09	127.85	-31.3	-32.7	-53.8	-54.5	-1.5	-32.4
San Jose, CA+	33.9	69.2	98.22	190.79	33.32	132.02	-51.0	-48.5	-74.8	-75.7	-3.9	-52.9	32.7	67.0	96.97	191.35	31.71	128.23	-51.2	-49.3	-75.3	-76.2	-3.9	-53.1

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	OCC	ADR	RvPAR
US	45.3	98.31	44.57	42.2	94.65	39.94	US	-26.6	-24.8	-44.8	-27.5	-26.2	-46.5		
Texas	51.2	77.97	39.93	47.0	75.97	35.73	Texas	-21.0	-26.5	-41.9	-22.7	-26.6	-43.3		
Irving	46.2	75.17	34.73	41.7	72.42	30.23	Irving	-35.7	-35.7	-58.7	-38.8	-37.8	-61.9		
Best USA	Phoenix	Grpvine	Phoenix	Phoenix	Grpvine	Phoenix	Best USA	Ft Worth	Arlngtn	Arlngtn	Arlngtn	Grpvine	Arlngtn		
	58.2	139.75	70.38	53.5	143.92	59.09		-20.3	-24.0	-40.9	-22.5	-20.7	-40.1		
Best Texas	Ft Worth	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Ft Worth	Arlngtn	Arlngtn	Arlngtn	Grpvine	Arlngtn		
	55.4	139.75	48.22	51.0	143.92	45.04		-20.3	-24.0	-40.9	-22.5	-20.7	-40.1		
Worst USA	SanJose	Arlngtn	SanJose	Grpvine	Arlngtn	Irving	Worst USA	Grpvine	SanJose	SanJose	Grpvine	SanJose	SanJose		
	33.9	71.22	33.32	31.3	70.19	30.23		-56.1	-48.5	-74.8	-57.1	-49.3	-75.3		
Worst Texas	Grpvine	Arlngtn	Irving	Grpvine	Arlngtn	Irving	Worst Texas	Grpvine	Irving	Grpvine	Grpvine	Irving	Grpvine		
	34.5	71.22	34.73	31.3	70.19	30.23		-56.1	-35.7	-66.8	-57.1	-37.8	-66.0		

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

A blank row indicates insufficient data.

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# Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: February 2021

	Current Month - February 2021 vs February 2020												Year to Date - February 2021 vs February 2020											
	Occ %		ADR		RevPAR		Percent Change from February 2021					Occ %		ADR		RevPAR		Percent Change from YTD 2020						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	46.2	71.9	75.17	116.96	34.73	84.09	-35.7	-35.7	-58.7	-58.7	-0.1	-35.8	41.7	68.2	72.42	116.50	30.23	79.40	-38.8	-37.8	-61.9	-62.0	-0.1	-38.8
Luxury/Full Service Irving+	33.2	71.7	107.10	160.96	35.55	115.36	-53.7	-33.5	-69.2	-69.2	0.0	-53.7	29.3	68.1	104.45	160.34	30.58	109.12	-57.0	-34.9	-72.0	-72.0	0.0	-57.0
All Suite/Extended Stay Irving+	57.3	74.1	65.00	98.66	37.22	73.15	-22.8	-34.1	-49.1	-49.1	0.0	-22.8	52.3	70.6	63.26	97.87	33.09	69.12	-25.9	-35.4	-52.1	-52.1	0.0	-25.9
Limited Service Irving+	53.8	74.5	70.74	114.42	38.04	85.27	-27.8	-38.2	-55.4	-55.4	0.0	-27.8	47.0	71.1	68.32	113.46	32.11	80.66	-33.9	-39.8	-60.2	-60.2	0.0	-33.9
Budget Irving+	48.8	66.9	53.80	55.09	26.27	36.86	-27.0	-2.3	-28.7	-29.1	-0.5	-27.4	46.2	62.3	50.70	54.93	23.40	34.22	-25.9	-7.7	-31.6	-31.9	-0.5	-26.2
Las Colinas+	41.1	70.5	80.69	136.11	33.13	95.92	-41.7	-40.7	-65.5	-65.5	0.0	-41.7	37.4	66.3	78.74	135.62	29.42	89.95	-43.7	-41.9	-67.3	-67.3	0.0	-43.7
DFW North+	48.1	75.3	73.01	114.41	35.09	86.16	-36.2	-36.2	-59.3	-59.3	-0.0	-36.2	43.3	72.8	69.48	113.43	30.08	82.61	-40.6	-38.7	-63.6	-63.6	-0.0	-40.6
DFW South+	51.7	70.1	70.94	91.46	36.69	64.10	-26.2	-22.4	-42.8	-42.9	-0.3	-26.4	46.5	65.5	68.01	91.62	31.61	60.00	-29.0	-25.8	-47.3	-47.5	-0.3	-29.2
Full Service Las Colinas+	24.3	66.5	139.05	193.28	33.79	128.52	-63.4	-28.1	-73.7	-73.7	0.0	-63.4	20.7	62.5	140.58	192.94	29.11	120.57	-66.9	-27.1	-75.9	-75.9	0.0	-66.9
Limited Service Las Colinas+	53.7	73.5	60.80	97.18	32.63	71.40	-27.0	-37.4	-54.3	-54.3	0.0	-27.0	49.9	69.2	59.43	96.69	29.65	66.92	-27.9	-38.5	-55.7	-55.7	0.0	-27.9
Full Service DFW North+	30.0	76.6	100.45	151.08	30.16	115.72	-60.8	-33.5	-73.9	-73.9	0.0	-60.8	27.8	74.6	95.94	150.04	26.71	111.98	-62.7	-36.1	-76.1	-76.1	0.0	-62.7
Limited Service DFW North+	58.7	74.4	64.09	88.68	37.65	65.96	-21.0	-27.7	-42.9	-42.9	-0.0	-21.1	52.8	71.6	60.31	87.52	31.85	62.64	-26.2	-31.1	-49.2	-49.2	-0.0	-26.2
Full Service DFW South+																								
Limited Service DFW South+	49.5	67.8	64.92	80.34	32.13	54.50	-27.1	-19.2	-41.1	-41.3	-0.4	-27.4	45.1	63.5	62.63	80.81	28.24	51.32	-29.0	-22.5	-45.0	-45.2	-0.4	-29.3

AirBNB Data	Occ %				ADR				RevPAR				Percent Change from Prior Year				Occ %				ADR				RevPAR				Percent Change from Prior Year YTD															
	2021		2020		2021		2020		2021		2020		Occ		ADR		RevPAR		Rev		Avail		Sold		2021		2020		2021		2020		Occ		ADR		PAR		Rev		Avail		Sold	
	Entire Place	52.8	71.7	178.14	180.89	94.11	129.76	-26.36	-1.52	-27.48	-50.8	-40.6	-54.4	48.9	65.47	163.01	175.99	79.73	115.22	-25.29	-7.38	-30.81	-40.1	-26.4	-41.6	49.6	66.85	88.25	103.10	43.73	68.92	-25.87	-14.40	-36.55	-35.6	1.6	-24.7							
Hotel Comparable	54.9	74.07	97.10	107.01	53.26	79.26	-25.94	-9.26	-32.80	-46.2	-19.9	-40.7																																

Available Listings	2021	2020	% Chg
Entire Place	255	137	86.1
Private Room	174	137	27.0
Shared Room	37	34	8.8
Total Available Listings	466	308	51.3

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12851	11423
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2438	1717
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4065	4065
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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## Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385							
April	22.6	79,279	771,664							
May	27.1	98,249	869,913							
June	33.4	127,470	997,383							
July	34.3	135,465	1,132,848							
August	39.7	156,844	1,289,692							
September	44.0	168,128	1,457,820							
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

# Irving, Texas & United States Comparison

## February 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:      ADR    72.92    -34.3%         Occupancy    36.5%    -48.3%         RevPAR    26.63    -66.0%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

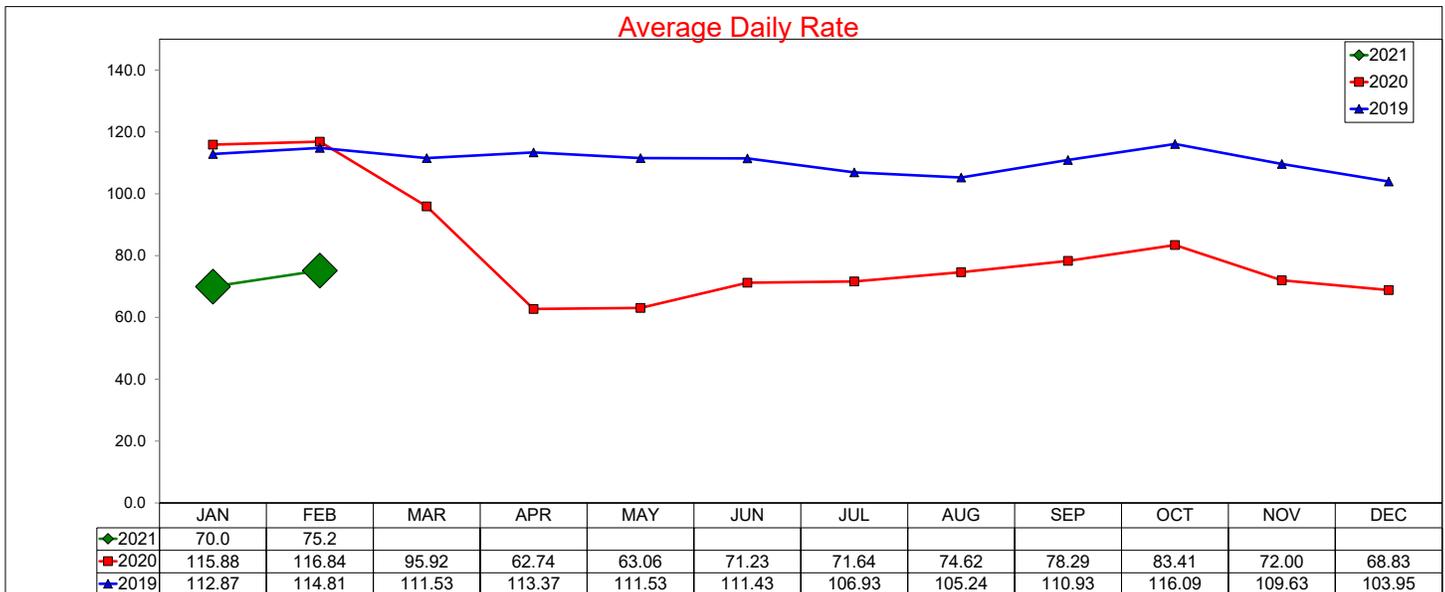
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

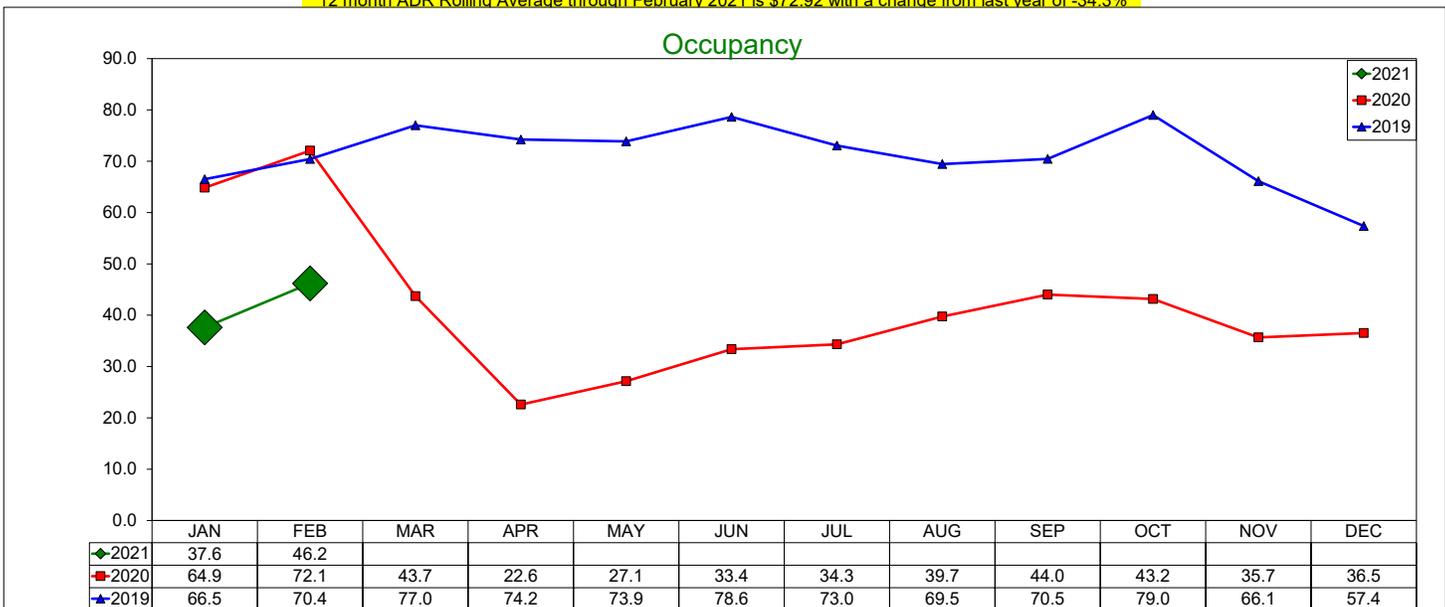
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# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

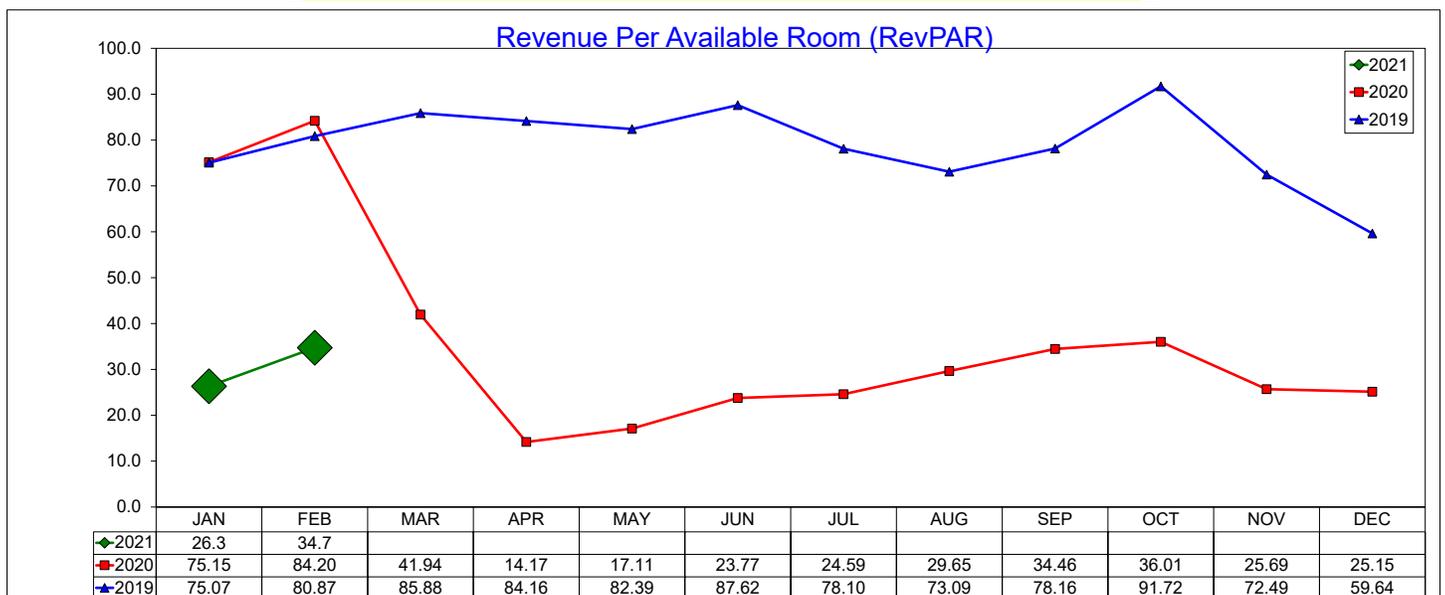
February 2021



12 month ADR Rolling Average through February 2021 is \$72.92 with a change from last year of -34.3%



12 month Occupancy Rolling Average through February 2021 is 36.52% with a change from last year of -48.3%



12 month RevPAR Rolling Average through February 2021 is \$26.63 with a change from last year of -66.0%

# Monthly & YTD AirBNB Data

## February 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

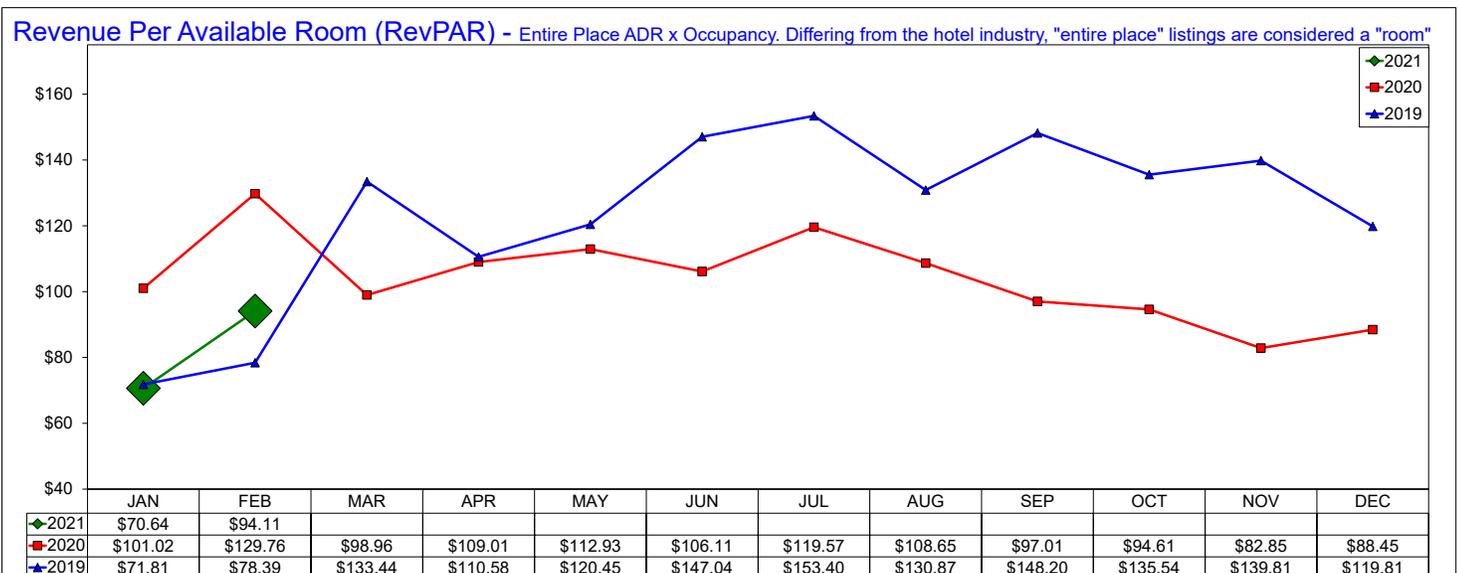
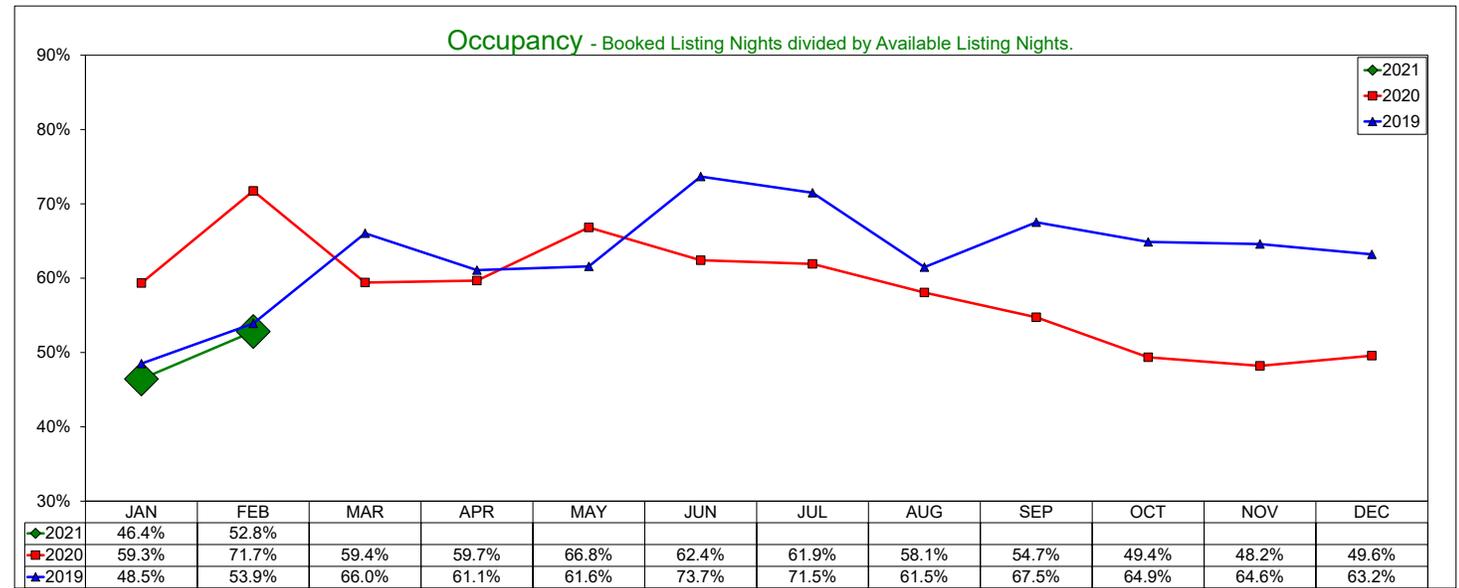
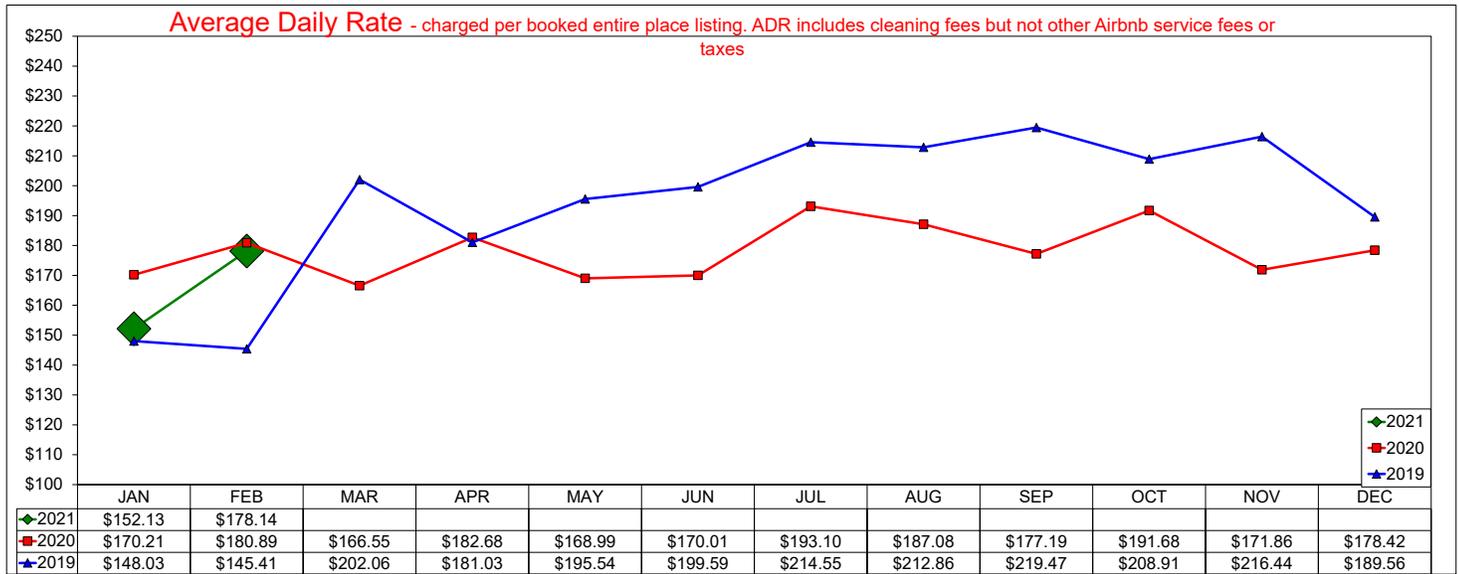
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

# AirBNB - Entire Place

## February 2021

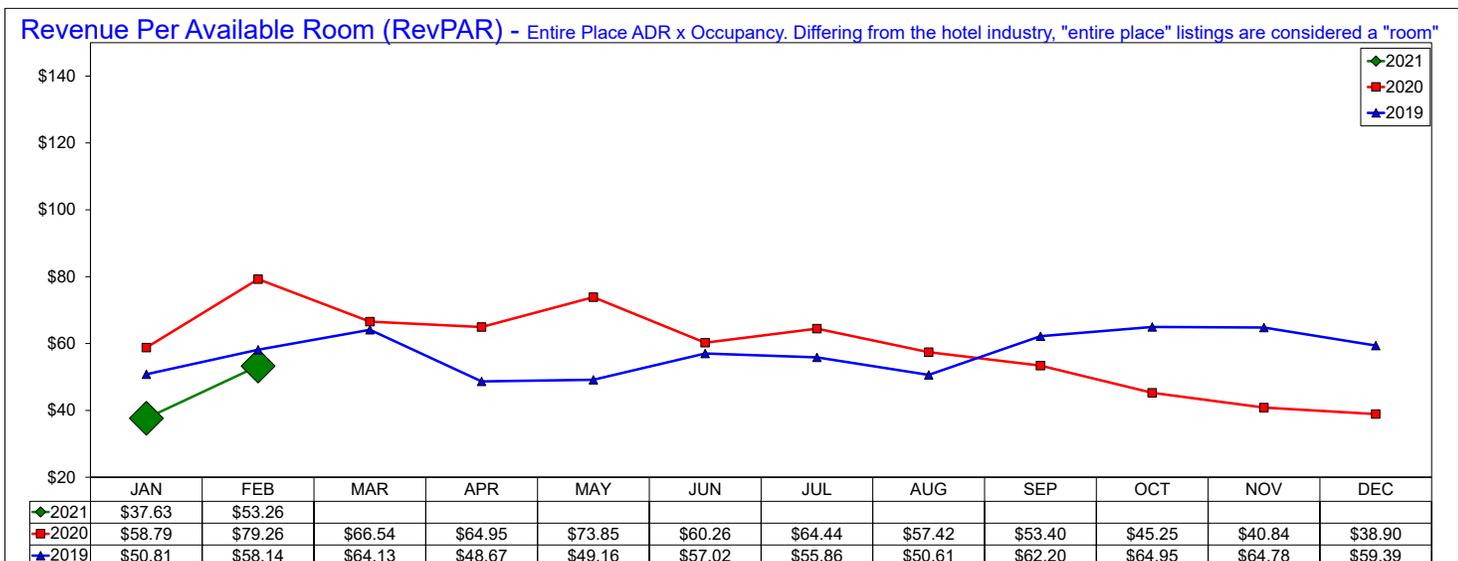
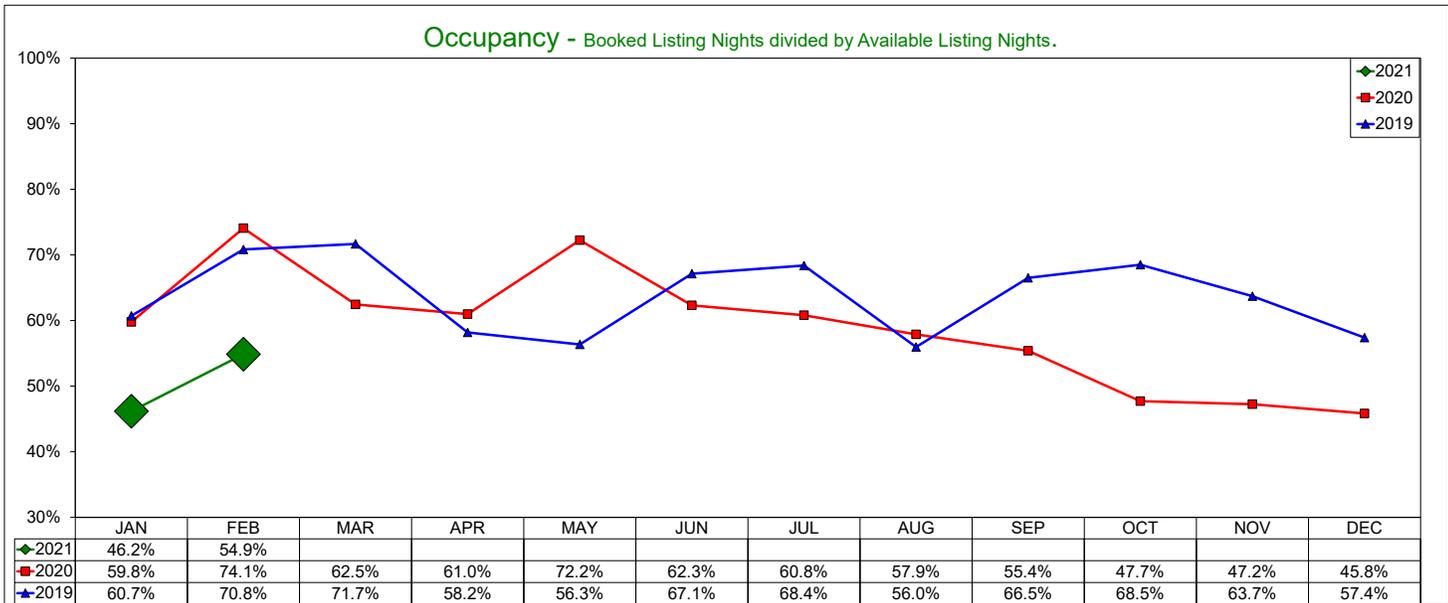
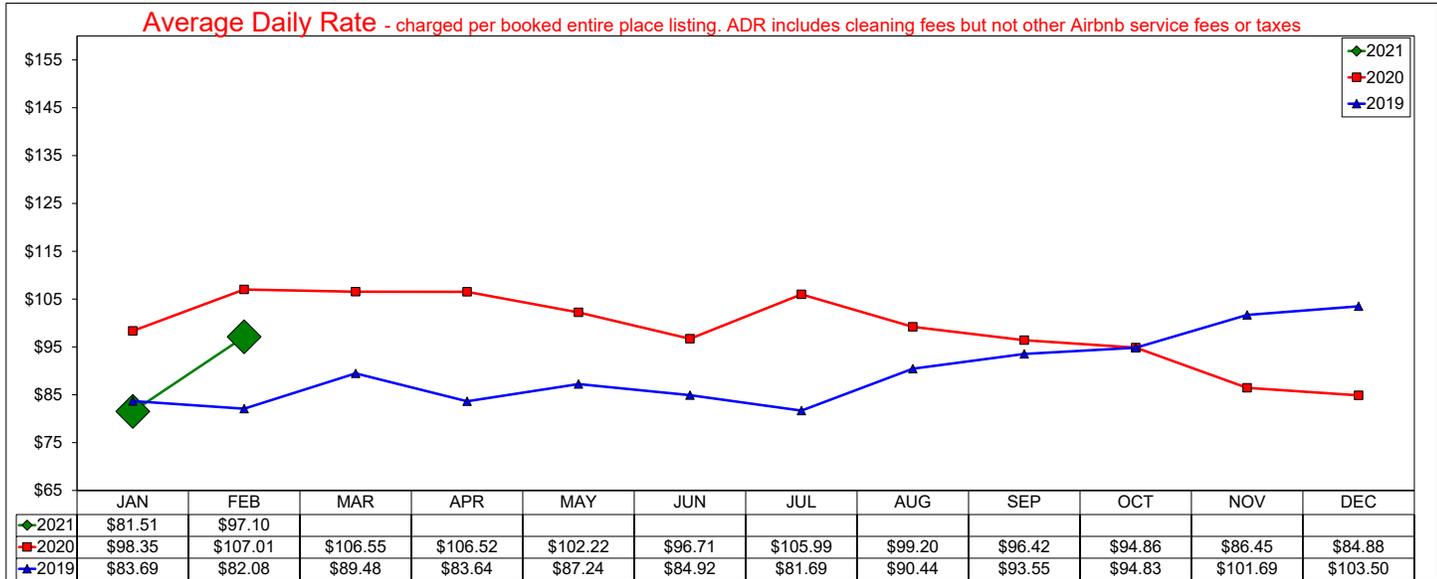
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



# AirBNB - Hotel Comparable Subset

## February 2021

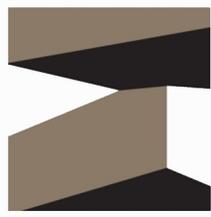
Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

# **CONVENTION CENTER MANAGEMENT REPORTS**





**IRVING  
CONVENTION CENTER  
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

April 14, 2021

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>70,994</b>	<b>125,080</b>	<b>98,452</b>	<b>300,820</b>	<b>336,639</b>	<b>371,902</b>
Ancillary Income	<b>67,011</b>	<b>103,160</b>	<b>136,177</b>	<b>199,906</b>	<b>352,192</b>	<b>2,720,946</b>
Total Event Income	<b>138,005</b>	<b>228,240</b>	<b>234,629</b>	<b>500,726</b>	<b>688,831</b>	<b>3,092,848</b>
Other Income	<b>29,661</b>	<b>21,375</b>	<b>158,883</b>	<b>158,109</b>	<b>128,250</b>	<b>474,292</b>
Adjusted Gross Income	<b>167,666</b>	<b>249,615</b>	<b>393,512</b>	<b>658,835</b>	<b>817,081</b>	<b>3,567,140</b>
Indirect Expenses	<b>(339,802)</b>	<b>(411,990)</b>	<b>(523,300)</b>	<b>(2,157,595)</b>	<b>(2,354,895)</b>	<b>(3,520,971)</b>
Net Income (Loss)	<b>(172,136)</b>	<b>(162,375)</b>	<b>(129,788)</b>	<b>(1,498,760)</b>	<b>(1,537,814)</b>	<b>46,169</b>

- Total direct event income consisted of rental and service revenue received from the six events we had for the month: NCL Annual Fashion Show, 7x24, QuikTrip, 7<sup>th</sup> Sense, K12, and Spirit.
- Due to COVID-19, there were a total of four groups whose business we lost. Combined, that would have generated a minimum of \$125,500.
- Other operating income includes March's Westin garage rental, Enterprise's rent, transient parking revenue, and audiovisual commission received.
- Indirect expenses were over budget by \$72,188.
- Overall, the ICC was over budget by \$9,761.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>36,715</b>	<b>105,040</b>	<b>98,911</b>	<b>179,776</b>	<b>353,949</b>	<b>3,577,067</b>
Net Income/(Loss)	<b>27,207</b>	<b>76,960</b>	<b>62,432</b>	<b>113,682</b>	<b>270,732</b>	<b>2,389,729</b>
Net Income/(Loss) %	<b>74.10%</b>	<b>73.27%</b>	<b>63.12%</b>	<b>63.24%</b>	<b>76.49%</b>	<b>66.81%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>6</b>	<b>23</b>	<b>5,180</b>	<b>18,203</b>
Current Year	Current Year	Current Year	Current Year
<b>8</b>	<b>127</b>	<b>18,710</b>	<b>105,094</b>
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>1,058</b>	<b>6,364</b>	<b>2</b>	<b>100%</b>
Current Year	Current Year	This Month	Current Month
<b>2,309</b>	<b>26,570</b>	<b>5</b>	<b>96%</b>
Prior Year	Prior Year	Year to Date	Year to Date

April 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 <b>Spirit Network</b> Definite 5 Rooms TV Out of Town	29	30	31 <b>QuikTrip Manager's Meet...</b> Definite 2 Rooms	1	2	3
4 Easter	5 <b>K-12 Testing</b> Definite 7 Rooms	6	7	8	9	10 <b>Quince Expo</b> Definite 5 Rooms
11 <b>K-12 Testing</b> Definite 7 Rooms <b>Quince Expo</b> Definite 5 Rooms	12	13	14	15	16	17 <b>SOCK IT TO 'EM!</b> Definite 4 Rooms
18 <b>SOCK IT TO 'EM!</b> Definite 5 Rooms <b>K-12 Testing</b> Definite 7 Rooms	19	20	21	22 <b>Hall of Fame Dance Competition</b> Definite 4 Rooms	23 <b>ICVB Executive Committ...</b> Tentative 1 Jr. Ballroom - Total	24

April 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
<b>Hall of Fame Dance Com...</b> Definite 4 Rooms	<b>ICVB Board of Directors ...</b> Tentative 1 Jr. Ballroom - Total				<b>Nexstar National Talent Competition</b> Definite 6 Rooms	<b>Coppell High School Ba...</b> Definite 3 Rooms
					TY Out - Wedding	TY Out - Wedding

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 <b>Hall of Fame Dance Com...</b> Definite 4 Rooms	26 <b>ICVB Board of Directors ...</b> Tentative 1 Jr. Ballroom - Total	27	28	29	30 <b>Nexstar National Talent Competition</b> Definite 6 Rooms	1 <b>Coppell High School Ba...</b> Definite 3 Rooms
					TY Out - Wedding	TY Out - Wedding
2 <b>Coppell High School Ba...</b> Definite 2 Rooms	3 <b>K12 Testing</b> Definite 3 Rooms	4	5	6	7	8
<b>Nexstar National Talent ...</b> Definite 6 Rooms	<b>DFW Minority Supplier Showcase</b> Tentative 2 14 Rooms			<b>2021 USA Wrestling Women's Nationals</b> Definite 4 Rooms		
TY Out - Wedding						<b>Sam Houston Prom</b> Definite 4 Rooms
9 Mother's Day	10	11	12	13	14	15
<b>K12 Testing</b> Definite 3 Rooms						
<b>2021 USA Wrestling Wom...</b> Definite 4 Rooms	<b>GRAPHICS PRO EXPO</b> Definite 21 Rooms					
		<b>Misook Photoshoot</b> Tentative 1 3 Rooms				
16	17	18	19	20	21	22
<b>GRAPHICS PRO EXPO</b> Definite 21 Rooms	<b>K12 Testing</b> Definite 3 Rooms					
<b>K12 Testing</b> Definite Level 4 Prefunction		<b>Elevate IT</b> Definite 2 Rooms		<b>Home Staging &amp; Redesign Association</b> Definite 2 Rooms		
					<b>Footlights Dance Recital</b> Definite 5 Rooms	
					TY Out	TY Out

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23 <b>YMCA</b> Tentative 1 5 Rooms TY Out	24	25	26	27 <b>Budget Meeting</b> Tentative 1 Jr. Ballroom - Total See Casey for EH	28 See Casey for EH	29 See Casey for EH
30 <b>Zest Fest</b> Definite 13 Rooms See Casey for EH	31 Memorial Day	1	2	3	4	5 <b>Texas USAG Annual Awar...</b> Tentative 1 2 Rooms If MR 1 & 2 are needed, see Tom
				If JR is needed, please see Tom	If JR is needed, please see Tom	

June 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31 Memorial Day	1	2	3	4	5
<b>Zest Fest</b> Definite 13 Rooms						
See Casey for EH				If JR is needed, please see Tom	If JR is needed, please see Tom	<b>Texas USAG Annual Awar...</b> Tentative 1 2 Rooms If MR 1 & 2 are needed, see Tom
6	7	8	9	10	11	12
<b>Zest Fest</b> Definite 7 Rooms	<b>Urban Land Institute</b> Definite 6 Rooms			<b>Texas Cornhole League Signature Series</b> Tentative 1 7 Rooms TY Out for a Wedding		<b>Universal Academy Grad...</b> Definite 2 Rooms TY Out for a Wedding
13	14 Flag Day (USA)	15	16	17	18	19
<b>DFW Church</b> Tentative 2 5 Rooms <b>Texas Cornhole League S...</b> Tentative 3 5 Rooms TY Out for a Wedding	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	<b>Express Cheer Cheer Camp</b> Tentative 1 2 Rooms <b>SWE Fury</b> Tentative 1 Exhibit Hall A (all)	
20 Father's Day	21	22	23	24	25	26
<b>Express Cheer Cheer Camp</b> Tentative 1 2 Rooms <b>SWE Fury</b> Tentative 1 Exhibit Hall A (all)		<b>North Texas Diversity, Eq...</b> Tentative 1 7 Rooms	<b>Steubenville Dallas 2021</b> Definite 7 Rooms			AM out for a Wedding
27	28	29	30	1	2	3
<b>Steubenville Dallas 2021</b> Definite 7 Rooms						<b>LAMA USA National Rally</b> Definite 4 Rooms

July 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 <b>Steubenville Dallas 2021</b> Definite 7 Rooms	28	29	30	1	2	3 <b>LAMA USA National Rally</b> Definite 4 Rooms
4 Independence Day	5	6	7	8 <b>Lucky Leaf Expo</b> Definite 6 Rooms	9	10 <b>Irving Police Departmen...</b> Tentative 1 2 Rooms
11 <b>Building Professional Institute</b> Definite 7 Rooms	12	13	14	15	16	17 <b>Wellness Expo</b> Definite 4 Rooms
<b>Quinceanera Expo</b> Definite Exhibit Hall B (all)						
<b>The Sneaker Exit</b> Definite 2 Rooms						
Sneaker Exit - Non-Compete Lvl 4 available	Lvl 4 available	Lvl 4 available	Lvl 4 available	Lvl 4 available	TY Out	TY Out
18 <b>Wellness Expo</b> Definite 3 Rooms	19	20	21	22 <b>AVC Conventions</b> Tentative 1 14 Rooms	23	24
<b>DFW Church</b> Tentative 1 Level 1						
TY Out	Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8			
25 <b>Trial Advocacy College of Texas</b> Definite 13 Rooms	26	27	28	29	30 <b>2021 Tmpa Annual Conference</b> Tentative 1 2 Rooms	31
<b>AVC Conventions</b> Tentative 1 5 Rooms						
Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8	Gateway Church GB 4-8

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

**INDUSTRY REPORTS /  
BOARD PARTNERS**



# Tourism After Lockdown: Waiting for Business Travel to Return

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 [str.com/data-insights-blog/tourism-after-lockdown-waiting-business-travel-return](https://str.com/data-insights-blog/tourism-after-lockdown-waiting-business-travel-return)



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19 April 2021

Data Insights Blog

A strong return of leisure travel has created much cause for celebration during the early months of 2021. In the U.S., hotel room demand in March was the country's highest level recorded since the start of the pandemic. To fully recover, however, the industry needs both leisure and the various segments of business travel to return.

**Will business travel return?**

To track evolving trends in the tourism and hospitality industry, and examine everchanging attitudes to travel, STR conducted a quantitative survey in February 2021 among 1,333 respondents from its [Traveler Panel](#). In this latest installment of Tourism After Lockdown, we look at the potential recovery path of business travel.

In this research, travelers primarily represented the United Kingdom, other countries in Europe, and North America. Sentiment about business travel was captured among those who had previously traveled for business pre-pandemic.

### **Yes, but...**

Business travel will return, but not to its pre-pandemic levels. When respondents were asked to think about their likelihood to travel for business once the pandemic is completely over, the results were more negative than positive. More planned to travel less for business compared with their pre-pandemic levels.

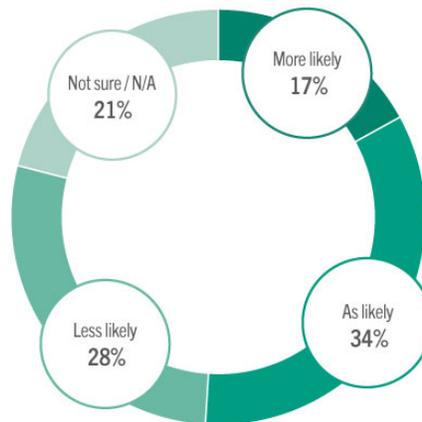
Over one-quarter stated that they were less likely to travel once the pandemic was over. The cost savings realized by companies in 2020 with most of their workforce working from home, and the success of using video technology as a substitute for face-to-face meetings, were the primary reasons stated by business travelers who said they would be less likely to travel post-pandemic.

There was a smaller group (17%) stating that they would be more likely to travel influenced in part by the pent-up desire to reconnect with clients/prospects and make up for lost time. This group also wants to reach their clients before the competition and expressed a need for remote teams to connect in person after a year of being separated.

Notable is that one in five respondents stated that they were “not sure” about their level of business travel post-pandemic. This was due in part to the fact that these individuals are currently still working from home and find it hard to predict their post-pandemic business travel.

Image

## Likelihood of business travel (post pandemic)



Source: STR, 2021 © CoStar Realty Information, Inc.

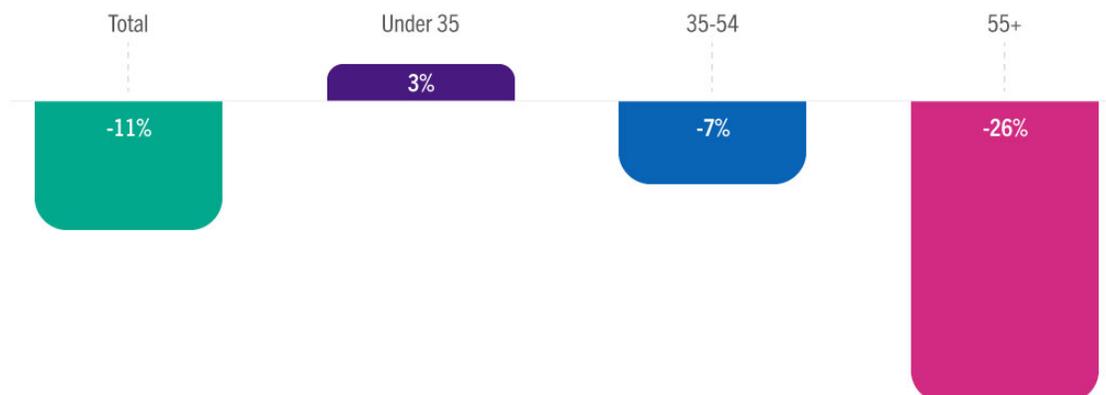
### Reason for optimism

While the business travel forecast may not be all sunshine, there are some bright spots. Younger travelers appear to want to travel broadly at the same rate as before the pandemic.

The chart below shows the net difference in the likelihood of business travel by subtracting those who said they were less likely to travel from the 'more likely' to travel group. There was a net -11% for all business travelers and a +3% for younger business travelers. It is reassuring to see greater optimism about the return of business travel among younger travelers. Perhaps their enthusiasm will set a trend to be followed by all travelers as the scars of the pandemic fade into the background.

Image

### Net difference in likelihood of business travel (post pandemic)



Source: STR, 2021 © CoStar Realty Information, Inc.

## **It is too soon to know for sure**

Realistically, it is probably too soon to know for sure. With most of the global population still working from home, it is difficult to predict levels of business travel in the coming years. According to a recent poll by the [Pew Research Center](#), 71% of Americans are currently working from home compared with 20% who worked from home before the coronavirus outbreak. Over half would want to continue working from home after the pandemic. The first step in understanding the path to recovery for business travel is to understand what the “office” environment and working culture will be post-pandemic.

As we seek to identify the “next normal” for business travel, we must first understand the transition back to the office. Monitoring shifts in working culture and behavior in our new COVID-19 world is likely to serve as a great predictor in shaping the future of business travel.

Measuring current sentiments and behavioral changes can help you navigate the current market climate. Click [here](#) to learn more about how STR can help you gain a rich understanding of your target audience.



April 7, 2021

Isabella Casillas Guzman  
SBA Administrator  
U.S. Small Business Administration  
409 3rd St., SW  
Washington, DC 20416

Dear Ms. Guzman:

Representing public assembly venues from around the globe, the International Association of Venue Manager's 7,000+ active members include managers and senior executives from auditoriums, arenas, convention centers, exhibit halls, stadiums, performing arts centers, university complexes, racetracks, and amphitheaters. IAVM's mission is to educate, advocate for, and inspire public assembly venue professionals worldwide.

72% percent of the IAVM's members are publicly owned venues. With dramatic losses in event revenue, publicly owned venues face enormous challenges to stay afloat. The majority of publicly owned venues, while established by a political subdivision of a state or local government, fund their operations through event revenue like privately-owned venues. Moreover, they typically receive little to no funding from government sources because they are not included in state or local government budgets.

We were grateful that Congress recognized the challenges government-owned live entertainment venues currently face and specifically included them in the Shuttered Venue Operators Grant (SVOG) program under the Consolidated FY21 Appropriations Act.

Therefore, we were surprised by yesterday's guidance from the Small Business Administration (SBA) that publicly owned venues will be treated differently than for-profit and other non-profit venues to determine their eligibility for the SVOG program. After reviewing the language of the statute, we do not see any language that would justify this interpretation. If a publicly owned venue otherwise eligible for the program has revenue, during April 1, 2020 and December 31, 2020, that is not more than 10 percent of the revenue of the eligible person or entity during the same period in 2019 due to COVID-19 pandemic, under the statute, it should qualify for the first priority period. If a publicly owned venue otherwise eligible for the program has revenue, during April 1, 2020 and December 31, 2020, that is not more than 30 percent of the eligible entity during the same period in 2019 due to the COVID-10 pandemic, it should qualify for the second priority period. Nowhere in the statute, does Congress convey its intent to relegate publicly owned venues to the third priority period.



**INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS**

635 Fritz Drive, Suite 100  
Coppell, TX 75019  
972-906-7441  
iavm.org

I hear from publicly-owned venues every day that they have depleted their capital reserves and have no money left for their operations. Congress included these entities in the SVOG program and intended for them to be treated like other qualifying entities. I urge you to revisit this decision and clarify that publicly-owned venues will be treated like all other eligible venues.

Thank you for your consideration.

Sincerely,

Brad Mayne, CVE  
IAVM President & CEO

# HOW TO GET INVOLVED

## CHAMBER NEWS

### **John Nicks Elected Chairman of the Board for the Greater Irving-Las Colinas Chamber of Commerce**

Published: 05 April 2021

John Nicks has been elected FY2021-2022 Chairman of the Board of Directors for the Greater Irving-Las Colinas Chamber of Commerce (Chamber). Mr. Nicks will assume the leadership role in October of this year. He currently serves as the Board Vice Chairman of the Chamber's International Affairs & Sister Cities Committee and serves on the Chamber's Executive Committee. He was unanimously selected by the Chamber's Board Nominating Committee and unanimously approved by the Board of Directors for a one-year term as Chairman.

Mr. Nicks is the Senior Vice President of Corporate Services at Envoy Air, headquartered in Irving. He is responsible for managing Envoy's purchasing, contracts, inventory control/logistics stores and vendor relations, oversee the airlines' trade compliance and regulatory programs as well as its corporate real estate functions.

"John's engagement with the Chamber for years, as well as his leadership in helping the Chamber and the Irving Economic Development Partnership tell the Irving-Las Colinas story on a global stage, makes him an outstanding choice for our next Chair," said Sam Reed, 2020-2021 Chairman of the Board of Directors of the Chamber. "I look forward to working with him to continue to grow our member-investor base, drive community engagement and not only recruit but retain our companies large and small."

“I would like to thank the Chamber’s Board of Directors for their trust in electing me to this distinguished role at the Greater Irving-Las Colinas Chamber and in the community,” said Mr. Nicks. “Having served on the Chamber’s Strategic Visioning Committee and helping develop Powering Progress, I feel confident in the progress our Chamber is making every day to drive our robust economy. I look forward to working with Chairman Reed, the Chamber’s Board of Directors, Beth Bowman, President and CEO of the Irving-Las Colinas Chamber of Commerce and the Irving Economic Development Partnership and the Chamber’s talented team of professionals in creating even more economic activity, while advancing our mission and promoting our business-industry in 2022.”

**DART IS REDESIGNING ITS ENTIRE BUS NETWORK TO FEATURE NEW ROUTES, MORE HOURS OF SERVICE AND GREATER COVERAGE.**

**DART has scheduled a series of virtual community meetings leading up to the public hearing scheduled on June 8, 2021. DART encourages the public to participate and provide feedback.**

## **COMMUNITY MEETING SCHEDULE**

### **SOUTH DALLAS**

**Thursday, April 15, noon**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 740 368 453#

### **IRVING**

**Wednesday, April 21, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 366 320 534#

### **SW DALLAS**

**Thursday, April 22, noon**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 887 143 283#

### **NORTH/NE DALLAS**

**Monday, April 26, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 995 292 949#

### **CARROLLTON**

**Wednesday, April 28, noon**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 242 208 408#

### **WEST DALLAS**

**Thursday, April 29, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 184 165 93#

### **SOUTH OAK CLIFF**

**Monday, May 10, noon**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 345 032 5#

### **ROWLETT**

**Wednesday, May 12, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 563 363 788#

### **FARMERS BRANCH**

**Monday, May 17, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 983 628 912#

### **GLENN HEIGHTS**

**Thursday, May 20, 6:30 p.m.**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 178 540 696#

### **GARLAND**

**Monday, May 24, noon**

Computer or mobile app: [Click here to join the meeting](#)

- Call in (audio only): 469-676-0717
- Phone Conference ID: 995 449 184#



**READ THE PROPOSED PLAN AT**  
**[DARTzoom.org](http://DARTzoom.org)**



# DART ESTÁ REDISEÑANDO TODA LA RED DE AUTOBUSES PARA CONTAR CON NUEVAS RUTAS, MÁS HORAS DE SERVICIO Y UNA MAYOR COBERTURA.

La opinión pública es una parte fundamental del proceso. DART concertó una serie de reuniones comunitarias virtuales que preceden a la audiencia pública programada para el 8 de junio de 2021. DART alienta al público a participar y proporcionar comentarios.

## CALENDARIO DE REUNIONES COMUNITARIAS

### SOUTH DALLAS

Jueves 15 de abril al mediodía

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 740 368 453#

### IRVING

Miércoles 21 de abril a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 366 320 534#

### SW DALLAS

Jueves 22 de abril al mediodía

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 887 143 283#

### NORTH/NE DALLAS

Lunes 26 de abril a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 995 292 949#

### CARROLLTON

Miércoles 28 de abril al mediodía

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 242 208 408#

### WEST DALLAS

Jueves 29 de abril a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 184 165 93#

### SOUTH OAK CLIFF

Lunes 10 de mayo al mediodía

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Phone Conference ID: 345 032 5#

### ROWLETT

Miércoles 12 de mayo a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 563 363 788#

### FARMERS BRANCH

Lunes 17 de mayo a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 983 628 912#

### GLENN HEIGHTS

Jueves 20 de mayo a las 6:30 p. m.

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 178 540 696#

### GARLAND

Lunes 24 de mayo al mediodía

Computadora o aplicación móvil: [Haga clic aquí para unirse a la reunión](#)

- Llamada (solo audio): 469-676-0717
- Identificación de la conferencia telefónica: 995 449 184#



LEA EL PLAN PROPUESTO EN  
[DARTzoom.org](http://DARTzoom.org)



**From:** [President Jonathan J. Sanford](#)  
**To:** [Maura Gast](#)  
**Subject:** Veritas | March 29, 2021  
**Date:** Monday, March 29, 2021 6:38:44 PM

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*Welcome to Veritas, a new monthly reflection by UD President Jonathan J. Sanford for alumni and friends.*

Dear Maura:

I know we love our philosophers at UD, but admittedly they ask some odd questions, like, “What is being?”, “Can you understand something you can't demonstrate?”, and “Why be good?” We might all agree these are important questions, but not that they are pressing. Finding moments where questions like these are made pressing, as we do in our classrooms, brings a freshness to our everyday lives by uncovering overlooked depths of meaning.

Here is another odd question: What is time? Aristotle tells us that time is the measuring of motion according to before and after. One of the things I like about this definition is the way in which it invokes the role of a measurer: Time is not something merely “out there” — those who notice the passing of things mark it out. This helps explain why the passage of time varies according to the circumstances of we the measurers. More than one person has remarked to me recently that “COVID time” is unlike other periods of their lives. It is hard to recall sequences of events. Days seem to move slowly, and yet in recalling past days, they seem to have slipped away far more swiftly than other periods of our lives. What has “COVID time” been like for the University of Dallas? It is worth recalling a few things.

It was one year ago that we were arriving at the decision that we would have to be fully online for the remainder of the spring 2020 semester due to COVID. We thought at that time that the virus would be under control by the end of summer at the latest, and we were planning for a more or less regular fall semester. As the year progressed, we soon realized just how

wrong we were in that prediction, and yet we nonetheless persevered in our plans for a fall, and then a spring, that prioritized opportunities for in-person classes. We even managed to be one of the few universities in our nation to continue to run our signature study-abroad program in Rome in both the fall and this spring, despite significant obstacles that stood in our way. We have faced challenges and discomforts, to be sure, but we have thus far prevailed in our efforts to provide the deeply enriching and personal education that is one of our hallmarks.

This past year has seen other changes as well: We have been able to put the university on the strongest financial footing it has had in recent years through the implementation of a [restructuring and expense reduction plan](#), as well as through taking advantage of federal grants and redoubled efforts at philanthropic fundraising. And then of course, there has been a [presidential transition](#).

Though we ought to take stock of what has preceded, we need as well to keep our eyes fixed on how to live well in the present. Doing that requires focus on what one is doing and why one is doing it. I recently gave a lecture to a group of our highest-achieving prospective students, who were part of a competition for 10 full-tuition scholarships. I focused on the role of friendship in a liberal education. My thesis was that a liberal education is a sort of friendship for the sake of friendship. One cultivates a friendship with the truth of things by means of the help of friendships with peers and professors, for the sake, ultimately, of cultivating friendship with the source and summit of all that is true, good and beautiful — God himself. Friendships of each of these sorts require a willed presence with and to one's friends, an ability to lay aside distractions and to learn with and from one's friends. This takes time, and it is time well spent.

Time is not only a matter of recalling the past and trying to live in the present. We make sense of our own lives by anticipating the future. As people of faith, our lives are marked not just by the natural limit of earthly time, but through the virtue of hope as we anticipate a new mode of living in the presence of a timeless God. Our work lies in the temporal order, and that work is more excellently accomplished as we orient ourselves to eternity.

It is with both senses of our future in mind that we can see that a new springtime for the University of Dallas is upon us. We have not merely made it through the winter of this past year; we have done so in a way that positions us well for the future, that positions us to make fully real our calling to be the best Catholic liberal arts university in this nation. I am eager to lead this university to new heights, guided by our [distinctive mission](#) and [new strategic plan](#). In a world in desperate need of our graduates, men and women who have been oriented to those principal goods of wisdom, truth and virtue, we are going to play a key role in renewing our Church and

country. Our education liberates all those who experience it to bear witness to the virtues of rational discourse, magnanimity, justice and charity. Expect great things from our great University of Dallas.

Wishing you and your family a blessed Holy Week,

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**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 26, 2021**

**ACKNOWLEDGEMENTS  
AND  
MISCELLANEOUS ARTICLES**



# TRAVEL & TOURISM: ECONOMIC IMPACT 2021<sup>1</sup>



## GLOBAL DATA

### \$ Total GDP contribution:

2019  
**10.4%**  
USD 9,170 BN

2020  
**5.5%**  
USD 4,671 BN

### Total Travel & Tourism GDP change in 2020:

**-49.1%** = USD -4,498 BN

Global economy GDP change:

**-3.7%**

### 👤 Total Travel & Tourism jobs:

2019  
**334MN**  
= 1 in 10 jobs

2020  
**272MN**  
= 1 in 11 jobs

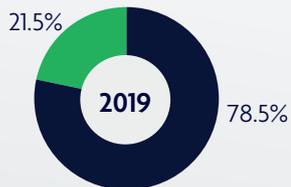
1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



### Change in jobs in 2020<sup>2</sup>

**-61.6MN**  
-18.5%

### \$ Leisure vs Business Spending:



● Leisure Spending:  
2019 = USD 4,692.4 BN  
2020 = USD 2,373.7 BN  
(-49.4% change)

● Business Spending:  
2019 = USD 1,294.2 BN  
2020 = USD 504.3 BN  
(-61.0% change)

### \$ Domestic vs International Spending:



● Domestic Spending:  
2019 = USD 4,295.1 BN  
2020 = USD 2,360.3 BN  
(-45.0% change)

● International Spending:  
2019 = USD 1,691.5 BN  
2020 = USD 517.6 BN  
(-69.4% change)

<sup>1</sup> This data includes the direct, indirect, and induced impact of Travel & Tourism. Source: WTTC and Oxford Economics. All values are in constant 2020 prices & exchange rates. As reported in March 2021

<sup>2</sup> Where countries or regions have implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known).

# MONTHLY TRAVEL DATA REPORT

## MARCH

[Key Highlights](#)[Economic Impact](#)[Other Insights](#)[Webinars](#)[More Resources](#)

## Travel Recovery Insights Dashboard

### Positive signals abound as vaccine rollout expands

After a challenging fall and winter, signals of travel's recovery are turning positive. Measures of actual travel activity in February improved slightly relative to 2019, and forward-looking booking activity has quickened, with gains in hotel bookings and air travel. **The improvement represents the first substantive gains since the easing of lockdown protocols last year (May/June 2020).**

Travel sentiment has been steadily increasing in lockstep with the expansion of the vaccine rollout. This effect is most pronounced among leisure travelers, of whom **87% now have travel plans in the next six months**. Business travel sentiment has ceased its slide but is still expected to lag leisure travel recovery—only 21% of companies plan to resume domestic business travel in the next three months.

Improving health conditions, expanding vaccine distribution, and generous fiscal stimulus together support the outlook of 7% GDP growth for 2021, an unemployment rate of 4.6% by the end of the year, and a robust travel recovery in the latter half of 2021. **Several factors may hinder the pace of the travel industry's recovery: delays in vaccine distribution, a rise in COVID-19 variants and non-uniform reopening procedures across the country.**

[GO TO THE DASHBOARD](#)

*Member login required*

## Key Highlights

[For more detail, login to the dashboard](#)



## HOTEL DEMAND

**-28%**

Hotel demand **was 28% lower** in February 2021 than in February 2020, an improvement over previous months

Source: STR



## SHORT-TERM RENTAL DEMAND

**-28%**

Hotel demand gains came at the cost of short-term rental demand which, though **also at -28%**, experienced its strongest year-over-year declines since April 2020

Source: AirDNA



## TRAVEL SAFELY

**34%**

Just about **one-third of travelers feel confident** they can travel safely in the current environment

Source: Destination Analysts



## GROUP LEAD VOLUME

**-72%**

Event leads sourced in February **remain 72% down** compared to February 2019

Source: Cvent



## DOMESTIC BUSINESS TRAVEL

**21%**

**One in five** believe their company will resume domestic business travel in the next three months

Source: Global Business Travel Association



## AIR TRAVEL

**-60%**

TSA screenings **were 60% lower** in February 2021 than in February 2020, recording the best month since the start of the pandemic

Source: TSA



## HOTEL BOOKING ACTIVITY

**4.9 Million**

Hotel reservations for the next 12 months reached **nearly 4.9 million** – the highest level since March 2020

Source: TravelClick



## HOTEL BOOKING WINDOW

**4%**

Uncertainty continues to drive short term bookings—lodging booked within one week of travel is **4% higher** than it was in 2019

Source: TravelClick

# February Economic Impact

## National Analysis

- In February 2021, travel spending tallied just \$51.4 billion—roughly the same as January—and reflected a 38% drop below February 2020 levels
- February's 38% year-over-year (y/y) decline was slightly improved from January's (-40%) and the previous couple of months
- The COVID-19 pandemic has resulted in more than **\$560 billion in cumulative losses for the U.S. travel economy through February 2021**
- The continual depressed level of travel spending has caused a loss of \$69 billion in federal, state and local tax revenue

## Regional/State Analysis



Panera Bread

*Panera Bread closed down their in-house delivery channel without an announcement.*

**OPERATIONS > DELIVERY & TAKEOUT SOLUTIONS**

## **Panera Bread got rid of in-house delivery: Here's why that's significant**

*The fast-casual chain has offered in-house delivery for five years but confirmed this week it would switch to third-party-delivery only*

Joanna Fantozzi | Apr 15, 2021

Panera Bread confirmed Thursday that they have closed their in-house delivery channel after five years and will now rely on third-party delivery services instead. The change was administered without any fanfare after the St. Louis-based bakery/café chain had previously expanded its delivery capabilities over the years to become one of the largest non-pizza restaurant companies offering in-house delivery.

“Panera continually evaluates our model to put guest preferences at the center of everything we do,” Chris Correnti, senior vice president of off-premise channels at Panera, told Nation’s Restaurant News. “This change enables Panera to offer a broader delivery range to serve increased demand for delivery, in response to an off-premise market that has grown and shifted dramatically over the past year.”

**Related: Panera Bread is testing out ghost kitchens, mobile kitchens, and unveiling virtual catering**

For the first three years of Panera’s delivery experiment, the company relied entirely on its own in-house delivery capabilities and fleet of drivers, expanding the program over the years until by 2018, the Panera app and website offered delivery services in 1,300 locations across 897 cities. At the time, Panera was bucking trends as an outlier as most chains were turning to third-party delivery operators. In 2018, NPD Group warned that the downside to building your own fleet of delivery drivers was dealing with higher labor costs in an industry known for its rapid turnover rates.

In the summer of 2019, Panera began offering third-party delivery for the first time in partnership with DoorDash, GrubHub, and Uber Eats, but clarified that they would maintain their own delivery drivers for quality control and to cut down on third-party delivery commission fees. But now that experiment is now over.

**Related: Third-Party Delivery Drives Off-Premises Sales**

Although Panera did not expand further upon their reasons for giving up on in-house delivery, John Gordon, a restaurant analyst with Pacific Management Consulting Group, said that he would bet it has to do with the staffing crisis:

“For Panera to abandon their vehicles and the capabilities they built in years ago, I can only think they did not want to do this and they are so short on employees that they had to,” Gordon said. “I think they would put [in-house delivery] back in a heartbeat, which may be why there’s no publicity on this: they may want to resume it immediately once labor conditions resume. It’s costing them money to do this.”

Although it’s become increasingly uncommon to find larger restaurant chains that invest in their own in-house delivery rather than fall back on third-party partnerships, Panera is not the only company to invest in their own delivery fleet. Wingstop announced plans to roll out an in-house delivery platform in 2018 and Portillo’s Hot Dogs did the same in 2020 , with the intent of creating a hybrid model alongside their third-party partnerships. Portillo’s team handles the largest orders, while their third-party partners fulfill smaller orders.

“[The biggest advantage is that we own the guest experience and that our Portillo’s team members receive tips directly,” Nick Scarpino, senior vice president of marketing and off-premise at Portillo’s, said. “Staffing is our biggest challenge right now, as is with the rest of restaurant industry.”

Panera is not the only chain to about-face in their views on third-party partnerships. Inspire Brands-owned Jimmy John’s has always prided itself on shunning third-party services but that all changed in December 2020, when they announced a third-party partnership for the first time with DoorDash’s self-delivery service.

“We saw very encouraging incrementality. It was hard to ignore,” Jimmy John’s chief marketing officer, Darrin Dugan said of the DoorDash self-delivery pilot test that occurred during the pandemic at stores in Chicago and Austin, Texas.

Economics may well be the driving factor for Panera's sudden switch too, Jefferies analyst Andy Barish thinks.

“The economics of doing delivery yourself was always somewhat questionable and that has proven itself out over the past several years,” Barish said. “The pizza models are totally different: delivery was always part of their business model. [...] it's an evolving world and it does not surprise me at all that Panera is moving away from self-delivery.”

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