

#### **Board of Directors Meeting**

Monday, August 22, 2022 @ 11:45 a.m.

Irving Convention Center Junior Ballroom C-D

500 W. Las Colinas Blvd. Irving, Texas 75039

(Lunch Served 11:15 a.m.)

#### IRVING CONVENTION AND VISITORS BUREAU

#### **BOARD OF DIRECTORS** MEETINGS/SPECIAL MEETINGS OCTOBER 2021-SEPTEMBER 2022

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

P = Present \* = Absent - Company Business

# = Absent - Other

p = Represented

∞ = Budget Retreat

#### C = MEETING CANCELLED

n/a = NOT A MEMBER AT THIS TIME

### IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, AUGUST 22, 2022

#### **AGENDA ITEMS**





## MINUTES IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS

Irving Convention Center – Junior Ballroom C-D
July 25, 2022

Attendance: David Cole – Board Chair; Yasir Arafat, Michael Basoco, Dallas Burke, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O'Briant, Hammond Perot, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Senior Assistant City Attorney Christina Weber, Councilman Al Zapanta, and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Susan Rose and Monty White – ICVB; Guests: Irving Police Chief Derick Miller and Vice President of Governmental Affairs and Communications Erica Mulder, representing Beth Bowman – Irving Las Colinas Chamber of Commerce

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

#### **CONSENT AGENDA**

- Approve the ICVB Board of Directors meeting minutes from June 27, 2022
- Accept the ICVB Financial Reports for June 2022
- Review of Hotel Occupancy Tax Collections April and May 2022
- Accept the ICC Financial Reports for June 2022

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member Sam Reed and a second from Board member Julia Kang, the motion was unanimously approved.

#### **BOARD REPORTS**

Cole introduced Irving Police Chief Derick Miller and welcomed him to the meeting. Miller responded he was excited to be invited to the meeting and learn from the Board. He is thankful for the City and the generous support from the community.

#### COVID-19 / American Rescue Plan Act Update

Executive Director Maura Gast reported the current virus variant is causing some disruptions in Convention Center and meeting bookings but not at the volume that has been seen in the past couple of years. Staff is closely watching updates on the monkey pox virus. She noted there are concerns from industry experts with the increasing possibility of a recession compounded by business travel activity remaining slow.

#### **CHAIR REPORT**

Cole reported the next Board meeting will be held on August 22 at the Irving Convention Center and the Executive Committee meeting will be held on the same day due to the City's Budget Retreat meeting schedule.

ICVB Board of Directors July 25, 2022 Page **2** of **8** 



#### **COMMITTEE REPORTS:**

**Board and Business Development** 

Committee Chair Richard Stewart, Jr. reported:

• The next Committee meeting is scheduled for Friday, September 9 at 9:00 a.m. He encouraged all Board members to attend and participate.

#### Community Engagement Committee

Committee Chair Karen Cooperstein reported:

- Cooperstein gave a recap of the July 12 Committee meeting:
  - The Committee reviewed changing the ICVB Irving ISD scholarship from a student application to a scholarship for teachers to help with training in the Culinary/Hospitality industry. Recipients will be invited to Board meetings in the future.
  - The High Spirited Citizen program will move forward as an annual luncheon. Looking at a February "Love for the Community" event, pending space availability. Language on the Visit Irving website will be updated.
  - o ICVB 50<sup>th</sup> Anniversary will be recognized on November 9 with a reception at the Convention Center.
  - The Texas Society of Association Executives (TSAE) will hold a large event in September.
     There will be volunteer opportunities for Board members and staff.
- The next meeting is scheduled for October 11 at 9:00 a.m.

Board member Stephanie Fenley-Garcia noted that The Expo Group is reviewing scholarship opportunities as well for the industry. In response to a question from Board member Michael Basoco, Gast noted there were only one or two applications from Irving students in the past few years and not enough interest in the Hospitality industry as a major influence. Cole added there are 23 active Chapters in the Texas Restaurant Association and the number of students that apply for those scholarships is dwindling. The curriculum and qualified instructors are what is needed in that field. Also, the larger schools have funds to recruit students in their programs and students go out of state for college and then do not return to Texas. The Hotel Association has had issues as well in granting scholarships and students applying.

#### **Destination Development Committee**

• The next Committee meeting is scheduled for August 9 at 11:30 a.m.

#### CITY REPORTS

Councilman Mark Zeske reported:

The Budget Retreat in August is the major focus for City Council.

#### Mayor Rick Stopfer reported:

- A major hotel fire pushed water use over the top to fight the fire, lakes are seeing evaporation, and the extremely hot weather is taking a toll on Water Department Staff.
- There are 17 staff job openings in the Sanitation Department and several staff members out due to COVID, as well as seasoned staff opting to take advantage of retirement opportunities.
- The DART Board reported being short-staffed by 65 police officers and 25 bus drivers. DFW Airport hourly staff will receive a 6% raise in addition to 3% cost of living increase for retention purposes.



- The Budget retreat focus will be staffing shortages, healthcare, maintaining the standard of the City and its services.
- The cost to do business is up tremendously due to maintenance and supply chain issues. For example, there are over 100 vehicles not being used because the parts are back ordered or cannot be received at all. The world today is reacting fast and speed to market is more important than ever in economic development.
- The Four Seasons Resort and Club Dallas at Las Colinas has new owners and Stopfer is meeting with them next week to review their goals and vision.

Cole asked for an update on the mishap with July Fourth fireworks. City Manager Chris Hillman replied one of the shells on a barge exploded and took out some of the wiring. There were a number of long pauses in the show. This was a new fireworks vendor, and the City will search for a new vendor for the coming year. Coordinating these big events in the City is an enormous task and Parks and Recreation Director Joe Moses and team do an excellent job. Occasionally, something goes wrong.

#### City Manager Chris Hillman reported:

- Solid Waste Department has 17 open positions, which is the highest number of unfilled positions ever seen and does not include COVID absences, Vacation or Workman's Compensation absences. The Collections team has 50% of their staff not out in the field today. The City is studying different operations and some changes that can be made. The Collections team received a raise and is the second highest Collections team in the state and will now match what the private sector is paying. The challenge will still be staff shortage in applications. Solid Waste Collection is on a regular schedule and recycling will be on Wednesdays and Saturdays paying staff double pay for the schedule adjustment.
- Parks and Recreation service model is in review, particularly the aquatic centers. Two pools closed
  due to cracked pipes. It will cost \$2.5 million to fix both of those pools. The City Council toured
  other cities to view their service models and review how to use bond dollars. There will be policy
  discussions with feedback and community input.
- The Budget process has begun, and Hillman has discussed the ICVB goals with Gast to ensure ARPA dollars are available to complete and fill the Reserve goals. The City is hopeful the Hotel Occupancy Tax collections will be close to pre-pandemic numbers by the end of the year and continue to rise. Final ARPA dollar requests will be presented to City Council next week.

Board member Herb Gears noted the City has low property tax and does not think there would be much push back from the community if there was a property tax increase for services. If taxes are cut, there is never a way to catch up and expenses always rise. It was noted several City vehicles are on hold for repair and the increase in price for fuel are challenges being faced head on.

#### **BUREAU MANAGEMENT AND STAFF REPORTS**

#### Bureau Management

Gast acknowledged the Irving Police Department and thanked Miller and Hillman for their
assistance and support in the challenging routes for the upcoming Professional Triathletes
Organization event in September. It is an international event and will include assistance from
police, fire, streets, and traffic. Hillman and the City team have been great to work with and
overcome the obstacles. Staffing for police at this event will require reaching out to other police
departments in the area.



#### Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services team is on pace to make goal and Sports Market Sales Manager Debbie Roberts has already exceeded her annual goal at 125%.
- Corporate group travel has not returned to pre-pandemic levels.
- There were no cancellations due to COVID in the last two months. There were two cancellations due to budget restrictions, and one cancellation due to the new abortion laws in Texas.
- The TSAE event is a showcase for Texas Association planners and there will be several volunteer opportunities during the event.

Gast added there was a discussion at the Executive Committee meeting around the decision by some groups to not visit a particular destination due to political views, however, some will. All of these things trickle down to the challenges we are facing. There may be a universal booking contract in the future that clients will want to protect the right to cancel due to legislative issues. Fojtasek added the recession is also a major concern for her team.

#### Marketing and Communications

Marketing Director Monty White reported:

- June was an excellent month and website traffic broke another record with 115,654 sessions to both websites. This is the first time the Visit Irving website has exceeded 100,000 in a single month.
- Blog traffic also broke a record with 18,530 pageviews, the highest number to date.
- Social media added 1,750 followers and brings the total influence to over 134,000.
- Trip Advisor was the top performer for website visits in June, followed by MPI and Priceline. Paid search increased with 17,110 sites.
- Digital Campaigns:
  - Staycations generated 14,443 hotel referrals and a conversion rate near 50%. In the last year, the Campaign has generated 113,294 hotel referrals, representing over \$31.5 million in Potential Economic Value.
  - Meetings Campaign generated 13,697 website sessions and 239 meeting-sales inquiries in the last fiscal year.
  - Micro-Campaigns to date have generated 8,358 hotel referrals.
  - OTA Campaign this year with Expedia has generated 6,255 hotel bookings, 31,297 room nights and over \$3.5 million in direct hotel revenue.
- In the packet is an article from Southern Travelers Explore: "Five Things to Love About Irving." The
  Southern Travelers Explore conference is coming to Irving and the Texican Court in March 2023.
  There will be 50-60 people writing and posting about Irving. This conference was secured by ICVB
  Communications Manager Lori Sirmen.

#### Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- The STR report was not received in time for inclusion in this month's packet.
- The Administration and Finance team:



- Rose attended the Destinations International Annual Meeting along with 1,400 other attendees. It was her first time to attend the conference, meet peers and discuss best practices.
- Working on the ARPA funding process and working with the Legal Department on approvals.
- Accounting and Budget Director Marianne Lauda is continually working on the year end budget process.
- The administrative staff has been taking shifts covering the front desk phones with the departure of April Stallings.
- o IT Manager Brice Petty has been working on installing new monitors and completing the required cyber security updates.

#### CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- There were 15 events, 41,736 guests in June.
- Received seven surveys with an average score of 91.4% and 94.4% for the year.
- The building is performing strong while painting a different picture than the past due to distinct types of events.
- Rental, Parking and Concession income is at an all-time high, while Catering is still down.
- Lost some Corporate business but adapting to public events and keeping labor in-house with staff as much as possible.
- Challenges are labor and food costs.
- Building projects include:
  - o Working on the Grand Ballroom lighting between events.
  - Working on outdoor signs, mechanical system repairs and upgrades.
  - Addressing Food and Beverage needs and updating with newer ideas to keep our look modern.

#### **INDUSTRY PARTNERS**

**Toyota Music Factory** 

Live Nation General Manager Tommy DeBeaudry reported:

- Approaching the busy season this month through the end of August hosting 24 events.
- Highlights are: Big Time Rush and Leon Bridges.
- Irving ISD event on August 9.
- There are 110 promoted events and 25-30 private/rentals for the season.
- Staffing is at 75% still slow in re-staffing.

In response to questions from the Board, DeBeaudry replied that the oversized fans in The Pavilion area provide air flow when the lawn area is open and there are HVAC units in the building for cooling. DeBeaudry confirmed there is 4G and 5G coverage inside The Pavilion and Verizon is the 5G wireless sponsor with stellar support.

#### **Hotel Industry Updates**

Board member Greg Malcolm reported:

• The STR report for Irving shows Occupancy at 74.3%, up from 64.6% last year, RevPAR was \$87.02 which was also up from last year. July is trending downward, and weekends are softening.



Hilton Garden Inn DFW South is on the downside for both weekends and weekdays. The property
is staffed but Occupancy is down. August is trending the same. Hopefully, traffic will pick up in
September after school starts.

#### Board member Kim Limon:

- The Hampton Inn Irving/Las Colinas for June was at 77.6% Occupancy.
- Average Daily Rate of \$117.96, RevPAR grew 22%.
- July looks slow, and she is also hopeful September will be better when school starts in Texas.
- Pool renovation will hopefully be completed by the end of August.

#### **Restaurant Industry Updates**

#### Cole reported:

- The Texas Restaurant Show was in Dallas July 10-14. The Dallas attendance was great with more first-time and walk-up attendees than ever. Texas Governor Greg Abbott and U.S. Congresswoman Beth Van Duyne attended.
- Irving Restaurants: prices are rising for food and supplies in the restaurant industry.
- Staffing is still an issue. He reminded everyone to be kind and patient when visiting local restaurants.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS DCURD

Board member Dallas Burke reported:

- DCURD projects underway:
  - Emergency Backup Generator Project will be substantially complete this month with final completion in August.
  - Levee relocation underway at the DCURD Main Office.
  - Lake Wall Pilot Wall Project begins August 1.
  - Working toward finalizing engineering for a pipeline relocation project for the DCURD Raw Water Supply. Project is estimated to be \$7 million. DCURD buys water through that pipeline to make up for the evaporation in the 58 waterways throughout the Las Colinas area. One billion gallons of water annually flows through that line to keep Lake Carolyn and the other waterways full.
- IFCD I completed a dredging project in-house using DCURD labor and equipment saving 60% from the bid price received from outside contractors.
- IFCD III several projects being engineered now. The DCURD Board has authorized engineering for the pump station discharge pipe rehabilitation.

#### Irving-Las Colinas Chamber of Commerce

Chamber Chair John Nicks reported:

- Economic team continues to maintain a strong pipeline, generating 43 projects which represent \$33 billion in capital investment and 39,000 jobs.
- Unemployment in Irving is at 3.6%, up from May at 3.2%, lower than Texas 4.1% and tied with the U.S.
- The Chamber is in the process of evaluating and crafting the 88<sup>th</sup> Texas Legislative Session business-industry priorities for January 2023 and will include Economic Development, Workforce, Healthcare, and Infrastructure.



- The State legislature will look different.
- July 26 Five Star Mixer at Corky's Gaming Bistro in Grapevine.
- Back to School New Teachers Luncheon is scheduled for August 3.
- The Chamber website lists all Chamber and Community events.

#### Irving Arts and Culture

#### Arts Board Chair Kelly O'Briant reported:

- The Irving Archives and Museum has won the 2022 Award of Excellence from the American Association of State and Local History. This acknowledgement was given for the permanent exhibit, "The Irving Story."
- Current exhibitions include:
  - Women, Aviation and World War II on display through August 12. There will be a scholar talk and book signing with Dr. Katherine Sharp Landdeck. She will be talking about her book "The Women with Silver Wings."
  - Community collaboration Darshana: A Glimpse into the Hindu Civilization on display through September 3.
- Irving Archives and Museum:
  - o Free second Saturday free for the whole family with special programming each month.
  - The Smithsonian's Negro Motorist Greenbook the Museum's first blockbuster exhibition on October 15<sup>th</sup>. This is a ticketed event.
- Disney's "Winnie the Pooh" musical stage adaption will kick of its national tour at the Irving Arts Center on September 16. There will be five performances and tickets are selling fast.
- This is the last week for Irving Mainstage "Women on the Verge of a Nervous Breakdown" production.
- Recently hosted the opening reception for the 22<sup>nd</sup> Annual Art Connection Members Showcase. There are 130 artworks by 70 artists.
- WRR Radio Centennial Celebration Exhibition, highlighting the central position that WRR had played in Dallas and the North Texas community for the past 100 years.

Cole reminded the Board "Friends of the Museum" memberships are available.

#### Las Colinas Association

Board member Hammond Perot reported:

- Along with the reduced activity in the economy, architectural control committee activity is down 12%. Single Family renovation projects are happening but not one is approved for new construction. The slowdown may be affected by mortgage rates, the economy and supply chain slow down.
- There are 12 construction projects: five office buildings, four hotels, one condominium, one townhome development, and one multi-family project.
- There are nine new commercial projects through the remainder of the year.
- Commercial property sales are at 80% of last year's numbers to date, but single family is 42%.
- LCA sponsored events:
  - Fourth Annual Bowl-a-thon on September 14 benefiting the Irving Family Advocacy Center.
  - Paws Colinas 5K-9 on October 22<sup>nd</sup>.
  - Las Colinas Day of the Dead Canalside Celebration on November 1<sup>st</sup>.



- o Holiday in the Plaza on December 3<sup>rd</sup> and 4<sup>th</sup>.
- Also working on an LCA 50<sup>th</sup> Anniversary celebration. A book will be printed and ready in the Spring with a special grand celebration event in October 2023.

Cole reminded the Board of the upcoming Committee meetings and requested their attendance if available: Destination Development Committee on August 9, Board and Business Development on September 9 and Community Engagement Committee on October 11.

Cole thanked Chief Miller for attending the meeting.

With no further discussion, the meeting was adjourned at 1:11 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME

Maurasllen Jast

**Executive Director** 



#### ICVB FINANCIAL STATEMENTS

For Period Ending: July 2022



### 2201 - ICVB GENERAL MONTHLY BALANCE SHEET

#### JULY 2022

| Assets               |              | Liabilities                        |              |  |  |  |
|----------------------|--------------|------------------------------------|--------------|--|--|--|
| Cash and equivalents | 5,033,912.20 | Accounts payables                  | 79,535.22    |  |  |  |
| Investments          | 3,030,400.00 | Unearned revenue                   | 6,268,436.74 |  |  |  |
|                      |              | Due to other funds                 | 258.00       |  |  |  |
|                      |              | Total Liabilities                  |              |  |  |  |
|                      |              | Fund Balance (Budgetary basis)     |              |  |  |  |
|                      |              | Reserve for encumbrances           | 604,392.38   |  |  |  |
|                      |              | Unreserved                         | 1,111,689.86 |  |  |  |
|                      |              | Total Fund Balance                 | 1,716,082.24 |  |  |  |
| Total Assets         | 8,064,312.20 | Total Liabilities and Fund Balance | 8,064,312.20 |  |  |  |



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

| Code Account                                 | MTD Actual   | YTD Actual   | Revised Budget          | YTD %  | Encumbered | Available    |
|--|--------------|--------------|-------------------------|--------|------------|--------------|
| REVENUE                                      |              |              |                         |        |            |              |
| L3 - HOTEL/MOTEL TAX                         |              |              |                         |        |            |              |
| CURRENT YEAR                                 | 781,256.36   | 4,977,273.84 | 5,397,466.00            | 92.2%  | 0.00       | 420,192.16   |
| PENALTY AND INTEREST                         | 7,747.96     | 31,789.48    | 0.00                    | 100.0% | 0.00       | (31,789.48)  |
| PRIOR YEAR                                   | 0.00         | 133,645.55   | 0.00                    | 100.0% | 0.00       | (133,645.55) |
| SHORT-TERM RENTALS                           | 4,589.86     | 32,873.49    | 0.00                    | 100.0% | 0.00       | (32,873.49)  |
| TOTAL HOTEL/MOTEL TAX                        | 793,594.18   | 5,175,582.36 | 5,397,466.00            | 95.9%  | 0.00       | 221,883.64   |
| M1 - INTERGOVERNMENTAL                       |              |              |                         |        |            |              |
| RECEIPTS FROM FEDERAL GOVMT (ARPA)           | 1,578,608.07 | 1,578,608.07 | 7,398,345.00            | 21.3%  | 0.00       | 5,819,736.93 |
| M4 - INVESTMENT INCOME                       | 2,475.64     | 5,430.76     | 3,000.00                | 181.0% | 0.00       | (2,430.76)   |
| M5 - MISCELLANEOUS                           | 0.00         | 15,032.78    | 30,000.00               | 50.1%  | 0.00       | 14,967.22    |
| TOTAL REVENUE                                | 2,374,677.89 | 6,774,653.97 | 12,828,811.00           | 52.8%  | 0.00       | 6,054,157.03 |
| EXPENDITURES                                 |              |              |                         |        |            |              |
| N1 - SALARIES                                | 283,451.58   | 1,928,309.38 | 2,612,041.00            | 73.8%  | 0.00       | 683,731.62   |
| N2 - BENEFITS                                | 51,183.42    | 430,549.63   | 593,381.99              | 72.6%  | 0.00       | 162,832.36   |
| N4 - SUPPLIES                                | 17,570.92    | 86,366.89    | 129,988.00              | 66.4%  | 7,928.00   | 35,693.11    |
| O1 - UTILITIES (COMMUNICATIONS)              | 2,026.24     | 14,347.99    | 26,100.00               | 55.0%  | 0.00       | 11,752.01    |
| O3 - OUTSIDE SERVICES                        |              |              |                         |        |            |              |
| FREIGHT                                      | 86.70        | 860.44       | 3,000.00                | 28.7%  | 0.00       | 2,139.56     |
| MARKETING AND SALES RESOURCES                | 2,328.48     | 47,562.60    | 59,380.00               | 80.1%  | 0.00       | 11,817.40    |
| MEDIA ADVERTISING                            | 86,665.47    | 456,208.67   | 582,399.80              | 78.3%  | 120,070.87 | 6,120.26     |
| POSTAGE EQUIPMENT RENTAL                     | 662.16       | 1,986.48     | 2,650.00                | 75.0%  | 0.00       | 663.52       |
| PROFESSIONAL SERVICES                        | 171,185.97   | 1,594,803.75 | 3,141,401.00            | 50.8%  | 384,047.73 | 1,162,549.52 |
| PROPERTY MANAGEMENT SERVICES                 | 0.00         | 1,046,750.00 | 1,395,000.00            | 75.0%  | 0.00       | 348,250.00   |
| TOTAL OUTSIDE SERVICES                       | 260,928.78   | 3,148,171.94 | 5,183,830.80            | 60.7%  | 504,118.60 | 1,531,540.26 |
| O4 - TRAVEL - TRAINING - DUES                |              |              |                         |        |            |              |
| TRAVEL AND TRAINING                          | 23,041.07    | 173,579.98   | 502,500.00              | 34.5%  | 0.00       | 328,920.02   |
| MILEAGE REIMBURSEMENT                        | 23.87        | 206.93       | 2,500.00                | 8.3%   | 0.00       | 2,293.07     |
| MEMBERSHIP AND DUES                          | 9,742.00     | 45,044.90    | 53,000.00               | 85.0%  | 0.00       | 7,955.10     |
| TOTAL TRAVEL - TRAINING - DUES               | 32,806.94    | 218,831.81   | 558,000.00              | 39.2%  | 0.00       | 339,168.19   |
| O5 - CLAIMS AND INSURANCE                    | 34,511.25    | 138,045.00   | 138,045.00              | 100.0% | 0.00       | 0.00         |
| O7 - MISCELLANEOUS EXPENSES                  |              |              |                         |        |            |              |
| ADM COST REIMBURSEMENT                       | 31,743.76    | 207,023.29   | 215,898.00              | 95.9%  | 0.00       | 8,874.71     |
| BUSINESS DEV INCENTIVE PROG                  | 118,029.22   | 263,616.35   | 500,000.00              | 52.7%  | 0.00       | 236,383.65   |
| CONVENTION SERVICES MATERIALS                | 0.00         | 45,534.13    | 92,803.83               | 49.1%  | 0.00       | 47,269.70    |
| EVENT SPONSORSHIPS                           | 21,000.00    | 97,727.50    | 148,800.00              | 65.7%  | 20,000.00  | 31,072.50    |
| ICVB VOLUNTEER PROGRAM                       | 0.00         | 540.00       | 5,000.00                | 10.8%  | 0.00       | 4,460.00     |
| LOCAL PROGRAMS-PROMOTIONS                    | 23,826.27    | 169,304.35   | 610,500.00              | 27.7%  | 10,000.00  | 431,195.65   |
| TOTAL MISCELLANEOUS EXPENSES                 | 194,599.25   | 783,745.62   | 1,573,001.83            | 49.8%  | 30,000.00  | 759,256.21   |
| P1 - CAPITAL EXPENDITURES                    | 0.00         | 0.00         | 111,353.00              | 0.0%   | 62,345.78  | 49,007.22    |
| P5 - TRANSFERS OUT                           |              |              |                         |        |            |              |
| TRSF TO ICVB RESERVE                         | 0.00         | 0.00         | 500,000.00              | 0.0%   | 0.00       | 500,000.00   |
| TRSF TO ICVB CONV CENTER                     | 0.00         | 363,000.00   | 363,000.00              | 0.0%   | 0.00       | 0.00         |
| TRSF TO POB RISK MITIGATION                  | 23,139.00    | 23,139.00    | 23,139.00               | 0.0%   | 0.00       | 0.00         |
| TRSF TO GENERAL DS FUND  TOTAL TRANSFERS OUT | 90,306.00    | 90,306.00    | 90,306.00<br>976,445.00 | 0.0%   | 0.00       | 500,000.00   |
|  | •            | •            | •                       |        |            |              |
| TOTAL EXPENDITURES                           | 990,523.38   | 7,224,813.26 | 11,902,186.62           | 60.7%  | 604,392.38 | 4,072,980.98 |

| Beginning Fund Balance | 2,166,241.53   |
|------------------------|----------------|
| Revenues               | 6,774,653.97   |
| Expenditures           | (7,224,813.26) |
| Ending Fund Balance    | 1,716,082.24   |
|                        |                |

#### NOTE



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

| <u>Assets</u>        |                               | <u>Liabilities</u>                 |              |  |  |
|----------------------|-------------------------------|------------------------------------|--------------|--|--|
| Cash and equivalents | 1,185,664.54                  | Accounts payables                  | 6,306.03     |  |  |
| Investments          | 1,603,000.00 Unearned revenue |                                    | 2,182,768.57 |  |  |
|                      | Total Liabilities             |                                    |              |  |  |
|                      |                               |                                    |              |  |  |
|                      |                               | Reserve for encumbrances           | 0.00         |  |  |
|                      |                               | Unreserved                         | 599,589.94   |  |  |
|                      |                               | Total Fund Balance                 | 599,589.94   |  |  |
| Total Assets         | 2,788,664.54                  | Total Liabilities and Fund Balance | 2,788,664.54 |  |  |



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

| Code Account                       | MTD Actual | YTD Actual   | Revised Budget | YTD %  | Encumbered | Available    |
|------------------------------------|------------|--------------|----------------|--------|------------|--------------|
| REVENUE                            |            |              |                |        |            |              |
| M1 - INTERGOVERNMENTAL             |            |              |                |        |            |              |
| RECEIPTS FROM FEDERAL GOVMT (ARPA) | 776,964.08 | 776,964.08   | 2,878,667.00   | 27.0%  | 0.00       | 2,101,702.92 |
| M4 - INVESTMENT INCOME             | 1,319.32   | 3,043.74     | 500.00         | 608.7% | 0.00       | (2,543.74)   |
| M5 - MISCELLANEOUS                 | 27,909.70  | 1,225,229.03 | 1,264,000.00   | 96.9%  | 0.00       | 38,770.97    |
| M6 - TRANSFER FROM ICVB GENERAL    | 0.00       | 363,000.00   | 363,000.00     | 100.0% | 0.00       | 0.00         |
| TOTAL REVENUE                      | 806,193.10 | 2,368,236.85 | 4,506,167.00   | 52.6%  | 0.00       | 2,137,930.15 |
|                                    |            |              |                |        |            |              |
| EXPENDITURES                       |            |              |                |        |            |              |
| N4 - SUPPLIES                      | 280,741.99 | 452,452.01   | 334,794.00     | 135.1% | 0.00       | (117,658.01) |
| N7 - STRUCTURE MAINTENANCE         | 52,684.48  | 352,117.03   | 364,000.00     | 96.7%  | 0.00       | 11,882.97    |
| O3 - OUTSIDE SERVICES              | 6,306.03   | 154,533.57   | 362,000.00     | 42.7%  | 0.00       | 207,466.43   |
| 04 - TRAVEL / TRAIN / DUES         | 0.00       | 26,059.33    | 35,000.00      | 74.5%  | 0.00       | 8,940.67     |
| P1 - CAPITAL EXPENDITURES          | 23,220.00  | 1,460,312.43 | 2,046,873.00   | 71.3%  | 0.00       | 586,560.57   |
| TOTAL EXPENDITURES                 | 362,952.50 | 2,445,474.37 | 3,142,667.00   | 77.8%  | 0.00       | 697,192.63   |

| Beginning Fund Balance | 676,827.46     |
|------------------------|----------------|
| Revenues               | 2,368,236.85   |
| Expenditures           | (2,445,474.37) |
| Ending Fund Balance    | 599,589.94     |
|                        |                |

#### NOTE:

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



## Irving Convention and Visitors Bureau Check Register July 2022

|             |              |                                    |   | Check                      | Invoice An | nount                                   |
|-------------|--------------|------------------------------------|---|----------------------------|------------|---|
| Check #     | Check Date   |                                    | Line Item Description                             | Amount                     | ARPA       | HOT Tax                                 |
| 80062454    | 7/7/2022     | DELL MARKETING LP                  |   | 15,050.00                  |            |   |
|             |              | OFFICE MACHINERY LESS 5000         | DELL MONITORS FOR STAFF                           |                            | 710.00     |   |
|             |              | OFFICE MACHINERY LESS 5000         | DELL MONITORS FOR STAFF                           |                            | 291.00     |   |
|             |              | OFFICE MACHINERY LESS 5000         | DELL MONITORS FOR STAFF                           |                            | 14,049.00  |   |
| 80062455    | 7/7/2022     | DLC HOTEL OWNER LLC                |   | 3,622.00                   |            |   |
|             | 1,1,====     | BUSINESS DEV INCENTIVE PROG        | PHILADELPHIA PHILLIES VS TX RANGERS/JUNE 2022     | 5,0==.00                   | 1,115.00   |   |
|             |              | BUSINESS DEV INCENTIVE PROG        | GREYSTONE INTEREST LLC/JUNE 2022                  |                            | 1,032.00   |   |
|             |              | BUSINESS DEV INCENTIVE PROG        | WASHINGTON COMMANDERS VS TX RANGERS/JUNE          |                            | 1,475.00   |   |
| 80062456    | 7/7/2022     | FIRED UP BRANDS, INC               | WISHINGTON COMMINICATION VS TX IN MIGERIA/30ME    | 3,333.33                   | 1,473.00   |   |
| 80002430    | 7/7/2022     | PROFESSIONAL SERVICES              | ICVB STAFF TRAINING                               | 3,333.33                   | 3,333.33   |   |
| 80062457    | 7/7/2022     | GAINWELL ACQUISITION CORP          | ICVD STAFF TRAINING                               | 808.00                     | 3,333.33   |   |
| 00002437    | 7/7/2022     | •                                  | RUU D A TUON II /MAY 2022                         | 808.00                     | 808.00     |   |
| 00063450    | 7/7/2022     | BUSINESS DEV INCENTIVE PROG        | BUILD A THON II/MAY 2022                          | 2 400 CF                   | 000.00     |   |
| 80062458    | 7/7/2022     | IPROMOTEU.COM, INC.                | LONE STAR DDG & MUSIC SIMAG COOLING TOWERS        | 3,400.65                   | 4 200 00   |   |
|             |              | MARKETING RESOURCES                | LONE STAR BBQ & MUSIC SWAG - COOLING TOWELS       |                            | 1,398.88   |   |
|             |              | MARKETING RESOURCES                | LONE STAR BBQ & MUSIC SWAG - MOBILE PHONE FAN     |                            | 2,001.77   |   |
| 80062459    | 7/7/2022     | PIM HIGHLAND TRS CORPORTATION      |   | 340.00                     |            |   |
|             |              | BUSINESS DEV INCENTIVE PROG        | 410 LINE DANCERS/JUNE 2022                        |                            | 340.00     |   |
| 80062460    | 7/7/2022     | PITNEY BOWES GLOBAL FINANCIAL SER  | VICES, LLC  | 662.16                     |            |   |
|             |              | POSTAGE EQUIPMENT RENTAL           | POSTAGE EQUIPMENT                                 |                            |            | 662.16                                  |
| 80062461    | 7/7/2022     | PRICELINE.COM INTERNATIONAL LIMIT  | ED  | 25,132.76                  |            |   |
|             |              | MEDIA ADVERTISING                  | ADVERTISING                                       |                            | 25,132.76  |   |
| 80062462    | 7/7/2022     | PROVIDENT RESOURCES GROUP, INC     |   | 615.00                     |            |   |
|             |              | BUSINESS DEV INCENTIVE PROG        | U.S. NATION CHAMPIONSHIP ARMWRESTLING/JUNE        |                            | 615.00     |   |
| 80062463    | 7/7/2022     | TURNER, ASHLEY DANIELLE            |   | 450.00                     |            |   |
|             |              | PROFESSIONAL SERVICES              | BLOG POSTS - MAY - JUN 2022                       |                            | 200.00     |   |
|             |              | PROFESSIONAL SERVICES              | BLOG POSTS JUN 2022                               |                            | 250.00     |   |
| 80062464    | 7/14/2022    | AJR MEDIA GROUP                    |   | 495.00                     |            |   |
|             |              | MEDIA ADVERTISING                  | ADVERTISING - TOURTEXAS.COM                       |                            | 495.00     |   |
| 80062465    | 7/14/2022    | AMERICAN EXPRESS TRAVEL RELATED S  |   | 51,367.61                  |            |   |
|             |              | ACCOUNTS PAYABLE                   | JUN 2022 - RECEIPTS                               | ·                          | 50,027.66  | 1,339.95                                |
| 80062466    | 7/14/2022    | BH DFW PROPERTY LP                 |   | 1,025.00                   |            | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
|             | 1, 2 1, 2022 | BUSINESS DEV INCENTIVE PROG        | US YOUTH SOCCER/PRESIDENT'S CUP/JUNE 2022         | _,0_0.00                   | 1,025.00   |   |
| 80062467    | 7/14/2022    | CUTTS, SUSAN                       | 03 100 111 30 CCENT 1 ESIDENT 3 COT 73 ONE 2022   | 725.00                     | 1,023.00   |   |
| 80002407    | 7/14/2022    | PROFESSIONAL SERVICES              | DATA ENTRY SERVICES - JUN 20 - JUL 1, 2022        | 723.00                     | 725.00     |   |
| 80062468    | 7/14/2022    | DIPIETRO, KATHERINE                | DATA LIVINT SERVICES - JOIN 20 - JUL 1, 2022      | 119.00                     | 723.00     |   |
| 00002400    | 7/14/2022    | •                                  | FEA ANNUAL CONFEDENCE 2022                        | 119.00                     | 22.00      |   |
|             |              | TRAVEL AND TRAINING                | FEA ANNUAL CONFERENCE 2022                        |                            | 22.00      |   |
|             |              | TRAVEL AND TRAINING                | RCMA BOARD MEETING 2022                           |                            | 47.00      |   |
|             |              | TRAVEL AND TRAINING                | SALES CALLS APR 2022                              |                            | 50.00      |   |
| 80062469    | 7/14/2022    | DLC HOTEL OWNER LLC                |   | 132.00                     |            |   |
|             |              | BUSINESS DEV INCENTIVE PROG        | THE PETROLEUM ALLIANCE OF OKLAHOMA/JUNE 2022      |                            | 132.00     |   |
| 80062470    | 7/14/2022    | EX DALLAS LP                       |   | 926.00                     |            |   |
|             |              | MEMBERSHIPS, CERTS, & LICENSES     | JULY 2022   |                            |            | 926.00                                  |
| 80062471    | 7/14/2022    | FACILITY CONCESSION SERVICES, INC. |   | 4,284.00                   |            |   |
|             |              | LOCAL PROGRAMS-PROMOTIONS          | CLUB CORP CLASSIC APR 20-24, 2022 - FINAL INVOICE |                            | 4,284.00   |   |
| 80062472    | 7/14/2022    | FEDERAL EXPRESS CORPORATION        |   | 139.09                     |            |   |
|             |              | FREIGHT                            | SHIPPING  |                            |            | 36.82                                   |
|             |              | FREIGHT                            | SHIPPING  |                            |            | 60.60                                   |
|             |              | FREIGHT                            | SHIPPING  |                            |            | 15.92                                   |
|             |              | FREIGHT                            | SHIPPING  |                            |            | 25.75                                   |
| 80062473    | 7/14/2022    | FOSTER, WENDY                      |   | 75.00                      |            |   |
|             | -            | COMMUNICATIONS                     | MAY 2022 - CELL                                   |                            |            | 75.00                                   |
| 80062474    | 7/14/2022    | IMAGO MEDIA, INC.                  |   | 2,821.50                   |            |   |
| <del></del> | , ,====      | MEDIA ADVERTISING                  | ADVERTISING                                       | _,- <b></b> <del>-</del> - | 2,500.00   |   |
|             |              | MEDIA ADVERTISING                  | ADVERTISING                                       |                            | 321.50     |   |
| 80062475    | 7/14/2022    | IRVING - LAS COLINAS ROTARY CLUB   | , o tention o                                     | 40.00                      | 321.30     |   |
| 000024/3    | / / 14/ ZUZZ |                                    | JUNE 2022   | 40.00                      |            | 40.00                                   |
| 00063476    | 7/14/2022    | MEMBERSHIPS, CERTS, & LICENSES     | JOINE 2022  | 75.00                      |            | 40.00                                   |
| 80062476    | 7/14/2022    | LAUDA, MARIANNE                    |   | 75.00                      |            |   |



## Irving Convention and Visitors Bureau Check Register July 2022

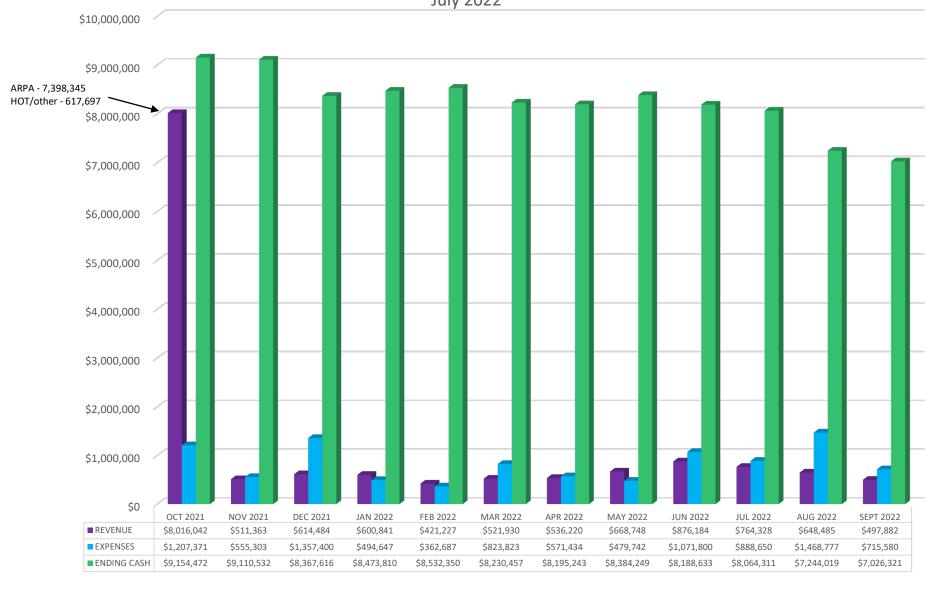
| Check #   | Check Date                  |                                   | Line Item Description                  | Check<br>Amount | Invoice Amo<br>ARPA   | ount<br>HOT Tax |
|-----------|-----------------------------|-----------------------------------|--|-----------------|-----------------------|-----------------|
|           |                             | COMMUNICATIONS                    | JUN 2022 - CELL                        |                 |                       | 75.00           |
| 80062477  | 7/14/2022                   | MANSELL, LORI                     |  | 15.00           |                       |                 |
|           |                             | TRAVEL AND TRAINING               | HELMSBRISCOE-ABC                       |                 | 15.00                 |                 |
| 80062478  | 7/14/2022                   | MANSOUR, KAYLA                    |  | 172.17          |                       |                 |
|           |                             | COMMUNICATIONS                    | FEB 2022 - CELL                        |                 |                       | 75.00           |
|           |                             | TRAVEL AND TRAINING               | SXSW - MAR 2022                        |                 | 22.17                 |                 |
|           |                             | COMMUNICATIONS                    | MAY 2022 - CELL                        |                 |                       | 75.00           |
| 80062479  | 7/14/2022                   | MANUSAMA, DEBORA CHRISTY          |  | 1,130.10        |                       |                 |
|           |                             | PROFESSIONAL SERVICES             | DIGITAL CONTENT SPECIALIST             |                 | 1,130.10              |                 |
| 80062480  | 7/14/2022                   | MEETING PROFESSIONALS INTERNATION | NAL                                    | 13,375.00       |                       |                 |
|           |                             | EVENT SPONSORSHIPS                | 2022 GMID COMMERCIAL BREAK SPONSORSHIP |                 | 6,000.00              |                 |
|           |                             | MEDIA ADVERTISING                 | ADVERTISING                            |                 | 7,375.00              |                 |
| 80062481  | 7/14/2022                   | STAMATS COMMUNICATIONS, INC.      |  | 7,000.00        | ,                     |                 |
|           |                             | MEDIA ADVERTISING                 | ADVERTISING                            | •               | 2,000.00              |                 |
|           |                             | MEDIA ADVERTISING                 | ADVERTISING                            |                 | 5,000.00              |                 |
| 80062482  | 7/14/2022                   | PANADE II, LTD                    |  | 50.00           | 2,230.00              |                 |
| 3000E-70E | ,, <u>-</u> -, <u>-</u> 022 | BUSINESS DEV INCENTIVE PROG       | RISE ADAPTIVE SPORTS/JUNE 2022         | 30.00           | 50.00                 |                 |
| 90062492  | 7/14/2022                   |                                   | NISE ADAPTIVE SPONTS/JUNE 2022         | 87.12           | 30.00                 |                 |
| 80062483  | 7/14/2022                   | ROSE, SUSAN COMMUNICATIONS        | MAY & JUN 2022 - CELL                  | 87.12           |                       | 87.12           |
| 00003404  | 7/14/2022                   |                                   | MAY & JON 2022 - CELL                  | 250.00          |                       | 87.12           |
| 80062484  | 7/14/2022                   | ROWE, KRISTINA                    | DI OC DOCTO FER MAR MANY 2002          | 350.00          | 252.00                |                 |
|           | -44                         | PROFESSIONAL SERVICES             | BLOG POSTS - FEB, MAR, MAY 2022        |                 | 350.00                |                 |
| 80062485  | 7/14/2022                   | SMG                               |  | 12,716.99       |                       |                 |
|           |                             | LOCAL PROGRAMS-PROMOTIONS         | CATERING                               |                 |                       | 2,016.24        |
|           |                             | PROFESSIONAL SERVICES             | NORLEM-ICC AEGIS INPOINT XDR PRO 1 YR  |                 | 10,000.00             |                 |
|           |                             | PROFESSIONAL SERVICES             | NETWORK SERVICES                       |                 | 700.75                |                 |
| 80062486  | 7/14/2022                   | SMG                               |  | 28,765.00       |                       |                 |
|           |                             | BUILDINGS MAINT                   | GRAND BALLROOM CEILING CUTOUTS         |                 | 28,765.00             |                 |
| 80062487  | 7/14/2022                   | SOTO, MONICA                      |  | 59.95           |                       |                 |
|           |                             | COMMUNICATIONS                    | CELL PHONE - MAY 2022                  |                 |                       | 25.00           |
|           |                             | MILEAGE REIMBURSEMENT             | MILEAGE - MAY 2022                     |                 |                       | 3.51            |
|           |                             | MILEAGE REIMBURSEMENT             | MILEAGE - JUNE 2022                    |                 |                       | 6.44            |
|           |                             | COMMUNICATIONS                    | CELL PHONE - JUNE 2022                 |                 |                       | 25.00           |
| 80062488  | 7/14/2022                   | STAPLES                           |  | 360.47          |                       |                 |
|           |                             | OFFICE FURN AND FIXT LESS 5000    | OFFICE SUPPLIES                        |                 |                       | 259.99          |
|           |                             | OFFICE SUPPLIES                   | OFFICE SUPPLIES                        |                 |                       | 100.48          |
| 80062489  | 7/14/2022                   | STODDARD, CAROL                   |  | 150.00          |                       |                 |
|           |                             | COMMUNICATIONS                    | APR 2022 - CELL                        |                 |                       | 75.00           |
|           |                             | COMMUNICATIONS                    | MAY 2022 - CELL                        |                 |                       | 75.00           |
| 80062490  | 7/14/2022                   | TEXAS ASSOCIATION OF SCHOOL BUSIN | ESS OFFICIALS                          | 5,990.00        |                       |                 |
|           |                             | BUSINESS DEV INCENTIVE PROG       | TASBO/JUNE 2022                        |                 | 5,990.00              |                 |
| 80062491  | 7/14/2022                   | TUCKER & ASSOCIATES, LLC          |  | 4,000.00        |                       |                 |
|           |                             | PROFESSIONAL SERVICES             | MONTHLY RETAINER - JUL 2022            |                 | 4,000.00              |                 |
| 80062492  | 7/14/2022                   | TUNGETT, MATT                     |  | 121.90          | ·                     |                 |
|           |                             | TRAVEL AND TRAINING               | HELMSBRISCOE-ABC - LAS VEGAS           |                 | 22.98                 |                 |
|           |                             | COMMUNICATIONS                    | MAY 2022 - CELL / MILEAGE / MISC       |                 |                       | 75.00           |
|           |                             | MILEAGE REIMBURSEMENT             | MAY 2022 - CELL / MILEAGE / MISC       |                 |                       | 13.92           |
|           |                             | LOCAL PROGRAMS-PROMOTIONS         | MAY 2022 - CELL / MILEAGE / MISC       |                 | 10.00                 | 13.32           |
| 80062493  | 7/14/2022                   | WFAA-TV INC                       | LOZZ GZZZ / INIZZYGZ / INIGC           | 5,499.99        | 10.00                 |                 |
| 00002433  | 7/14/2022                   | MEDIA ADVERTISING                 | ADVERTISING                            | 3,433.33        | 5,499.99              |                 |
| 80062494  | 7/14/2022                   | WHITE, MONTY                      | APPLICITION                            | 161.73          | J, <del>4</del> 33.33 |                 |
| 00002434  | // 14/ 2022                 | •                                 | ADD 2022 CELL                          | 101./3          |                       | 75.00           |
|           |                             | COMMUNICATIONS                    | APR 2022 - CELL                        |                 |                       | 75.00           |
|           |                             | COMMUNICATIONS                    | MAY 2022 - CELL / MISC                 |                 | 120= =-:              | 75.00           |
|           |                             | LOCAL PROGRAMS-PROMOTIONS         | MAY 2022 - CELL / MISC                 |                 | (122.51)              |                 |
|           |                             | COMMUNICATIONS                    | JUN 2022 - CELL                        |                 |                       | 75.00           |
|           |                             | TRAVEL AND TRAINING               | STE HUNTSVILLE 2022                    |                 | 85.50                 |                 |
|           |                             |                                   |  |                 |                       |                 |
|           |                             | TRAVEL AND TRAINING               | SIMPLEVIEW SUMMIT 2022                 |                 | 10.00                 |                 |

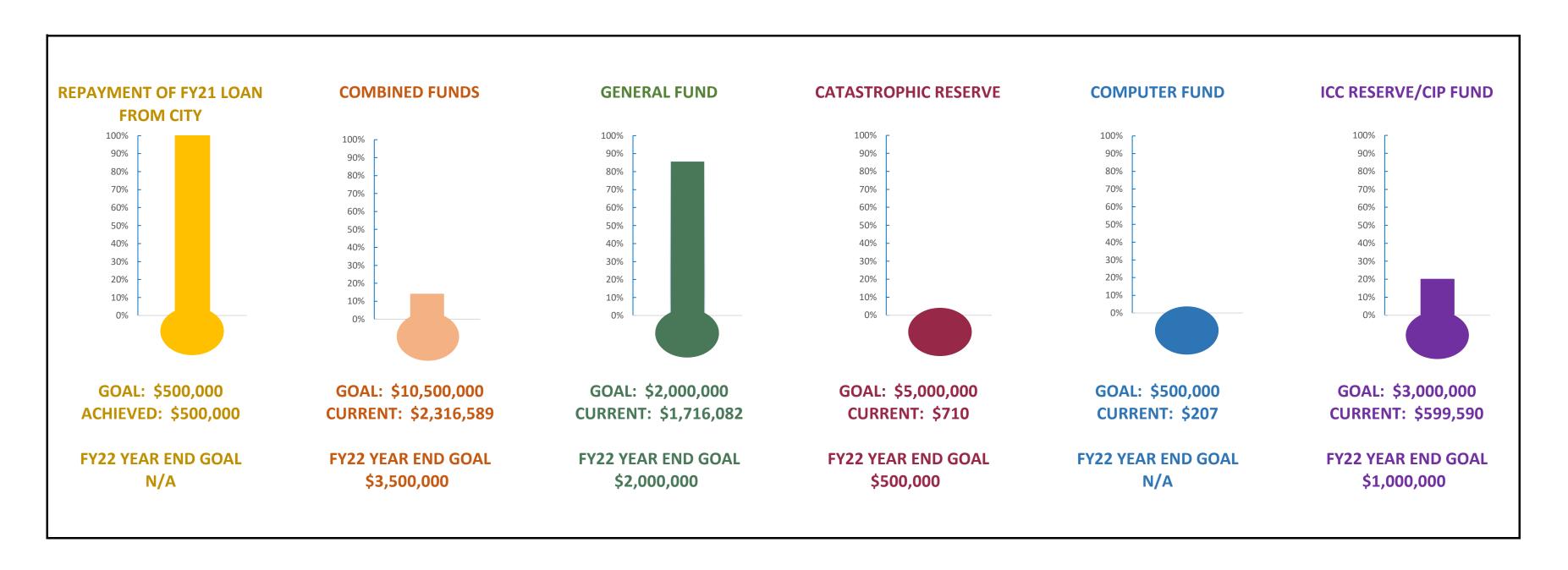


## Irving Convention and Visitors Bureau Check Register July 2022

| Check #  | Check Date  |   | Line Item Description                          |       | Check<br>Amount | Invoice Ar<br>ARPA    | nount<br>HOT Tax |
|----------|-------------|---|--|-------|-----------------|-----------------------|------------------|
| 80062495 | 7/15/2022   | CELLCO PARTNERSHIP                              |  |       | 367.23          |                       |                  |
|          |             | COMMUNICATIONS                                  | JUNE 2022                                      |       |                 |                       | 159.51           |
|          |             | COMMUNICATIONS                                  | JUNE 2022                                      |       |                 |                       | 93.33            |
|          |             | COMMUNICATIONS                                  | JUNE 2022                                      |       |                 |                       | 114.39           |
| 80062496 | 7/28/2022   | AJR MEDIA GROUP                                 |  |       | 495.00          |                       |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING - TOURTEXAS.COM                    |       |                 | 495.00                |                  |
| 80062497 | 7/28/2022   | CHRISTIAN MEETINGS & CONVENTIONS                | S ASSOC, LLC                                   |       | 425.00          |                       |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING                                    |       |                 | 425.00                |                  |
| 80062498 | 7/28/2022   | CUTTS, SUSAN                                    |  |       | 781.25          |                       |                  |
|          |             | PROFESSIONAL SERVICES                           | DATA ENTRY SERVICES - JUL 04 - 15, 2022        |       |                 | 781.25                |                  |
| 80062499 | 7/28/2022   | DLC HOTEL OWNER LLC                             |  |       | 2,020.00        |                       |                  |
|          |             | BUSINESS DEV INCENTIVE PROG                     | OAKLAND A'S VS TEXAS RANGERS/JULY 2022         |       |                 | 885.00                |                  |
|          |             | BUSINESS DEV INCENTIVE PROG                     | SEATTLE MARINERS VS TEXAS RANGERS/JULY 2022    |       |                 | 1,135.00              |                  |
| 80062500 | 7/28/2022   | FEDERAL EXPRESS CORPORATION                     |  |       | 24.13           |                       |                  |
|          |             | FREIGHT   | SHIPPING                                       |       |                 |                       | 24.13            |
| 80062501 | 7/28/2022   | GREENSPRING MEDIA LLC                           |  |       | 8,500.00        |                       |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING                                    |       |                 | 5,000.00              |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING                                    |       |                 | 3,500.00              |                  |
| 80062502 | 7/28/2022   | MALONEY STRATEGIC COMMUNICATIO                  |  |       | 24,575.00       | 4 740 00              |                  |
|          |             | PROFESSIONAL SERVICES                           | 2022 ICVB "STE" LOGO DEVELOPMENT               |       |                 | 1,740.00              |                  |
|          | = /20 /2022 | PROFESSIONAL SERVICES                           | 2021/2022 ICVB ADVERTISING MANAGEMENT Q4       |       | 47.000.00       | 22,835.00             |                  |
| 80062503 | 7/28/2022   | STAMATS COMMUNICATIONS, INC.                    | ADVEDTICING                                    |       | 17,300.00       | 42 200 00             |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING                                    |       |                 | 13,300.00<br>4,000.00 |                  |
| 80062504 | 7/28/2022   | MEDIA ADVERTISING  MURPHY, MARY M.              | ADVERTISING                                    |       | 50.00           | 4,000.00              |                  |
| 80002304 | 7/20/2022   | PROFESSIONAL SERVICES                           | BLOG POSTS - JULY 2022                         |       | 30.00           | 50.00                 |                  |
| 80062505 | 7/28/2022   | MURRAY, STEPHEN E                               | BLOG F0313 - J0E1 2022                         |       | 2,560.00        | 30.00                 |                  |
| 00002303 | 772072022   | BUSINESS DEV INCENTIVE PROG                     | TEXAS STATE FOOSBALL/MAY 2022                  |       | 2,300.00        | 2,560.00              |                  |
| 80062506 | 7/28/2022   | NAYLOR, LLC                                     | TEN S STATE TO GOOD RELY MINTE 2022            |       | 99.67           | 2,300.00              |                  |
| 00002000 | ,, 10, 1011 | MEDIA ADVERTISING                               | ADVERTISING                                    |       | 33.07           | 99.67                 |                  |
| 80062507 | 7/28/2022   | NORTHSTAR TRAVEL MEDIA, LLC                     |  |       | 2,500.00        |                       |                  |
|          | , -, -      | MEDIA ADVERTISING                               | ADVERTISING                                    |       | ,               | 2,500.00              |                  |
| 80062508 | 7/28/2022   | PANADE II, LTD                                  |  |       | 25.00           |                       |                  |
|          |             | BUSINESS DEV INCENTIVE PROG                     | RISE ADAPTIVE SPORTS/JUNE 2022                 |       |                 | 25.00                 |                  |
| 80062509 | 7/28/2022   | PIM HIGHLAND TRS CORPORTATION                   |  |       | 7,861.00        |                       |                  |
|          |             | BUSINESS DEV INCENTIVE PROG                     | PAMM EXPO, LLC/MODEL & TALENT EXPO/JUNE 2022   |       |                 | 7,861.00              |                  |
| 80062510 | 7/28/2022   | PRICELINE.COM INTERNATIONAL LIMIT               | ED   |       | 8,426.55        |                       |                  |
|          |             | MEDIA ADVERTISING                               | ADVERTISING                                    |       |                 | 8,426.55              |                  |
| 80062511 | 7/28/2022   | SIMPLEVIEW WORLDWIDE, INC.                      |  |       | 63,519.25       |                       |                  |
|          |             | PROFESSIONAL SERVICES                           | 4TH QUARTER                                    |       |                 | 7,375.00              |                  |
|          |             | PROFESSIONAL SERVICES                           | 4TH QUARTER                                    |       |                 | 56,144.25             |                  |
| 80062512 | 7/28/2022   | SMG   |  |       | 303,961.99      |                       |                  |
|          |             | OFFICE MACHINERY LESS 5000                      | MINTY-LITE BANQUET CHAIRS                      |       |                 | 269,597.99            |                  |
|          |             | STREETSCAPING                                   | NEW ADA CROSSWALK/CONCRETE WORK                |       |                 | 12,500.00             |                  |
|          |             | OFFICE MACHINERY LESS 5000                      | 2 DHCP SERVERS / SUPPORT                       |       |                 | 11,144.00             |                  |
|          |             | OFFICE MACHINERY                                | REPLACE PARKING EQUIPMENT AT EMPLOYEE ENTRANCE |       |                 | 10,720.00             |                  |
| 80062513 | 7/28/2022   | SMG   |  |       | 33,575.50       |                       |                  |
|          |             | PROFESSIONAL SERVICES                           | INSIGHT- CORTEX XDR PRO/HOST 1 YR SUBSCRIPTION |       |                 | 33,575.50             |                  |
| 80062514 | 7/28/2022   | SMG   |  |       | 23,919.48       |                       |                  |
|          |             | BUILDINGS MAINT WESTIN GARAGE RENTAL - JUL 2022 |  |       |                 |                       | 23,919.48        |
| 80062515 | 7/28/2022   | USA RICE FEDERATION                             |  |       | 2,390.00        |                       |                  |
|          |             | BUSINESS DEV INCENTIVE PROG                     | ANNUAL BUSINESS MEETING/JULY 2022              |       |                 | 2,390.00              |                  |
|          |             |   |  |       |                 |                       |                  |
|          |             | Total Number of Invoices                        | 104  | TOTAL | 699,019.57      | 668,313.83            | 30,705.74        |

#### Irving Convention and Visitors Bureau FY22 Cash Flow July 2022







### ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending: June 2022

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

| LUX | (URY & FULL SERVICE                            | OCT 2021  | NOV 2021   | DEC 2021   | JAN 2022   | FEB 2022   | MAR 2022   | APR 2022   | MAY 2022   | JUN 2022   |
|-----|--|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1   | Atrium Hotel and Suites DFW Airport            | 3,783.84  | 4,528.42   | 4,045.56   | 634.90     | 3,521.48   | 7,151.92   | 3,766.53   | 3,714.00   | 4,135.89   |
| 2   | Dallas Marriott Hotel Las Colinas              | 37,970.09 | 33,483.93  | 24,467.35  | 22,307.01  | 29,716.95  | 43,897.66  | 49,996.86  | 43,898.34  | 41,034.93  |
| 3   | DFW Airport Hotel & Conference Center          | 2,628.37  | 2,490.29   | 1,924.10   | 414.75     | 29.71      | 130.68     | 7.83       | 1.11       | closed     |
| 4   | DFW Airport Marriott                           | 40,597.86 | 44,001.44  | 24,067.21  | 40,491.61  | 35,076.69  | 43,231.22  | 39,970.05  | 41,690.81  | 44,427.31  |
| 5   | Doubletree by Hilton DFW Airport North         | 11,756.14 | 10,742.13  | 5,809.55   | 9,568.42   | 13,418.77  | 6,181.21   | 0.00       | 0.00       | 0.00       |
| 6   | Embassy Suites DFW Airport South               | 23,760.06 | 22,304.84  | 19,367.30  | 17,870.25  | 20,520.11  | 27,134.33  | 28,253.05  | 26,197.44  | 26,947.05  |
| 7   | Four Seasons Resort & Club                     | 82,177.41 | 80,697.71  | 62,241.41  | 45,428.15  | 46,937.23  | 75,634.02  | 93,751.14  | 95,780.47  | 83,309.63  |
| 8   | Hilton Garden Inn DFW Airport South            | 10,967.90 | 10,423.32  | 7,286.49   | 7,976.63   | 10,628.56  | 11,568.59  | 12,263.91  | 12,721.68  | 12,796.13  |
| 9   | Hilton Garden Inn Las Colinas                  | 10,627.57 | 9,520.04   | 7,534.88   | 7,252.60   | 9,901.03   | 12,187.92  | 14,046.72  | 14,626.29  | 15,587.06  |
| 10  | Holiday Inn Irving Las Colinas                 | 7,069.28  | 5,548.92   | 5,579.88   | 5,880.13   | 6,027.03   | 8,606.09   | 9,259.25   | 8,490.10   | 9,584.90   |
| 11  | NYLO Las Colinas Tapestry Collection by Hilton | 13,102.22 | 11,870.42  | 10,551.36  | 9,080.76   | 13,767.92  | 17,126.46  | 18,008.24  | 18,700.53  | 18,998.19  |
| 12  | Omni Las Colinas Hotel                         | 32,743.44 | 28,486.90  | 20,256.44  | 21,630.77  | 24,340.89  | 33,923.52  | 51,777.91  | 47,460.51  | 46,977.93  |
| 13  | Sheraton DFW Airport Hotel                     | 22,148.78 | 19,798.46  | 13,727.91  | 13,122.31  | 10,193.20  | 26,043.90  | 10,813.53  | 0.00       | 0.00       |
| 14  | Texican Court                                  | 10,626.37 | 10,238.59  | 9,334.91   | 9,358.05   | 10,929.60  | 12,073.91  | 14,576.32  | 13,496.48  | 14,194.03  |
| 15  | Westin DFW Airport                             | 40,206.91 | 35,351.72  | 3,075.04   | 18,305.41  | 39,040.68  | 14,391.45  | 38,983.86  | 30,944.56  | 16,696.11  |
| TOT | TOTAL LUXURY & FULL SERVICE                    |           | 329,487.13 | 219,269.39 | 229,321.75 | 274,049.85 | 339,282.88 | 385,475.20 | 357,722.32 | 334,689.16 |
| 16  | Westin Irving Convention Center Las Colinas    | 36,557.50 | 37,876.68  | 25,412.52  | 27,656.24  | 37,531.47  | 40,770.42  | 41,656.06  | 43,736.63  | 42,184.01  |

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

| ALL | SUITE / EXTENDED STAY                                 | OCT 2021   | NOV 2021   | DEC 2021   | JAN 2022   | FEB 2022   | MAR 2022   | APR 2022   | MAY 2022   | JUN 2022   |
|-----|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1   | Comfort Inn DFW Airport North                         | 4,642.86   | 3,309.17   | 3,780.49   | 3,794.95   | 4,719.92   | 5,920.86   | 6,232.10   | 5,727.38   | 6,492.55   |
| 2   | Comfort Suites DFW Airport North                      | 5,488.66   | 4,961.09   | 4,613.53   | 4,623.58   | 5,156.04   | 5,613.25   | 5,649.29   | 6,002.48   | 6,555.03   |
| 3   | Comfort Suites Las Colinas                            | 1,207.02   | 1,001.82   | 936.22     | 831.92     | 911.41     | 1,603.04   | 1,441.61   | 1,388.21   | 1,485.09   |
| 4   | Country Inn & Suites by Carlson DFW Airport South     | 3,521.75   | 3,282.54   | 2,924.99   | 2,693.79   | 3,297.69   | 4,048.33   | 4,463.25   | 4,647.85   | 4,579.38   |
| 5   | Element DFW Airport North                             | 8,065.41   | 7,212.62   | 5,896.07   | 6,217.73   | 6,986.49   | 10,150.90  | 9,976.08   | 9,760.18   | 9,826.96   |
| 6   | Extended Stay America Dallas DFW Airport North        | 2,337.12   | 1,394.21   | 1,320.19   | 2,452.66   | 1,777.72   | 1,358.44   | 1,536.45   | 1,743.33   | 1,607.41   |
| 7   | Extended Stay America Dallas Las Colinas              | 1,858.48   | 1,476.93   | 1,472.61   | 1,132.03   | 1,622.11   | 1,769.65   | 1,861.26   | 2,995.70   | 814.84     |
| 8   | Extended Stay Deluxe Green Park                       | 1,237.03   | 1,109.52   | 1,706.64   | 1,882.33   | 1,964.33   | 2,464.92   | 1,373.19   | 2,124.89   | 1,239.13   |
| 9   | Extended Stay Deluxe Las Colinas                      | 1,189.45   | 944.16     | 653.92     | 1,290.77   | 562.14     | 1,632.04   | 1,503.46   | 1,364.18   | 2,279.45   |
| 10  | Hawthorne Suites Irving DFW Airport South             | 2,318.89   | 1,608.81   | 1,119.44   | 1,322.57   | 1,975.37   | 1,859.81   | 1,937.80   | 2,109.62   | 1,979.76   |
| 11  | Hawthorne Suites DFW Airport North                    | closed     |
| 12  | Holiday Inn Express Hotel & Suites DFW Airport North  | 8,560.70   | 7,620.69   | 7,237.90   | 7,532.27   | 9,310.69   | 9,379.83   | 11,929.72  | 11,434.20  | 14,258.39  |
| 13  | Holiday Inn Express Hotel & Suites DFW Airport South  | 8,115.66   | 7,085.52   | 6,911.36   | 5,646.19   | 7,782.53   | 10,829.59  | 12,100.84  | 10,964.18  | 10,765.43  |
| 14  | Holiday Inn Express Hotel & Suites Irving Las Colinas | 6,643.96   | 5,913.14   | 4,722.48   | 5,347.92   | 5,927.17   | 7,328.05   | 8,193.90   | 7,098.62   | 8,981.65   |
| 15  | Home Towne Studios Dallas Irving                      | 2,154.29   | 1,795.08   | 1,689.38   | 2,003.47   | 2,434.12   | 3,028.39   | 2,858.73   | 3,015.74   | 3,037.14   |
| 16  | Homewood Suites by Hilton DFW Airport North           | 5,470.96   | 5,395.49   | 4,856.84   | 5,023.29   | 5,949.35   | 6,804.74   | 6,956.15   | 7,332.90   | 7,639.03   |
| 17  | Homewood Suites by Hilton Las Colinas                 | 9,559.37   | 8,304.84   | 7,968.12   | 8,480.67   | 8,097.22   | 10,692.47  | 10,482.49  | 10,613.39  | 9,965.36   |
| 18  | Hyatt House Dallas Las Colinas                        | 0.00       | 18,145.60  | 18,080.46  | 17,272.74  | 15,738.82  | 20,923.45  | 11,180.30  | 11,097.83  | 11,217.14  |
| 19  | Oakwood Waterwalk Dallas Las Colinas                  | 1,984.60   | 1,855.77   | 2,350.07   | 2,785.10   | 1,826.03   | 3,801.47   | 3,763.62   | 3,976.46   | 2,723.22   |
| 20  | Residence Inn Dallas DFW Airport North Irving         | 4,867.76   | 4,676.38   | 3,897.89   | 4,066.10   | 4,657.35   | 6,254.38   | 5,382.91   | 6,145.19   | 5,597.66   |
| 21  | Residence Inn Dallas Las Colinas                      | 5,802.06   | 5,722.54   | 6,093.38   | 5,713.68   | 5,728.11   | 6,394.50   | 8,141.19   | 6,988.93   | 6,420.65   |
| 22  | Sonesta ES Suites Dallas Las Colinas                  | 3,044.44   | 2,832.77   | 1,939.41   | 1,960.49   | 2,854.54   | 3,251.66   | 5,187.22   | 4,832.78   | 4,324.81   |
| 23  | Sonesta Simply Suites Dallas Las Colinas              | 1,393.66   | 1,796.70   | 1,341.21   | 1,481.41   | 1,852.85   | 2,279.43   | 2,381.62   | 2,535.28   | 2,549.78   |
| 24  | Springhill Suites Dallas DFW Airport East Las Colinas | 4,876.33   | 4,763.28   | 4,562.12   | 4,263.30   | 4,255.58   | 5,342.00   | 6,498.95   | 6,481.08   | 6,841.42   |
| 25  | Staybridge Suites DFW Airport North                   | 3,120.31   | 3,201.63   | 2,504.37   | 1,908.88   | 3,376.41   | 4,688.40   | 4,438.55   | 3,987.51   | 4,551.53   |
| 26  | TownePlace Suites Dallas DFW Airport North Irving     | 7,718.96   | 6,249.28   | 2,668.04   | 5,188.10   | 5,740.73   | 8,248.83   | 9,042.34   | 8,016.49   | 8,846.06   |
| 27  | TownePlace Suites Dallas Las Colinas                  | 4,539.84   | 4,987.08   | 3,395.01   | 3,564.56   | 5,560.30   | 6,695.85   | 7,468.07   | 7,071.00   | 8,414.57   |
| 28  | Woodspring Suites Signature                           | 2,349.47   | 1,162.23   | 1,192.49   | 1,831.95   | 2,063.81   | 2,198.17   | 1,823.01   | 2,377.52   | 2,267.98   |
| тот | AL ALL SUITE / EXTENDED STAY                          | 112,069.04 | 117,808.89 | 105,834.63 | 110,312.45 | 122,128.83 | 154,562.45 | 153,804.10 | 151,832.92 | 155,261.42 |

| BUI | OGET SERVICE                                  | OCT 2021  | NOV 2021  | DEC 2021  | JAN 2022  | FEB 2022  | MAR 2022  | APR 2022  | MAY 2022  | JUN 2022  |
|-----|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1   | Arya Inn & Suites                             | 879.39    | 888.61    | 905.60    | 894.95    | 893.23    | 1,037.52  | 1,052.12  | 1,259.02  | 1,175.14  |
| 2   | Best Western Irving Inn & Suites DFW South    | 3,431.08  | 3,713.85  | 3,820.29  | 2,920.69  | 2,920.70  | 3,691.34  | 2,514.45  | 1,539.24  | 2,310.50  |
| 3   | Budget Inn & Suites                           | 67.69     | 64.05     | 68.02     | 93.05     | 54.29     | 75.52     | 61.70     | 89.24     | 55.49     |
| 4   | Budget Suites of America Las Colinas          | 586.81    | 1,373.32  | 1,215.12  | 353.94    | 0.00      | 1,462.58  | 308.01    | 905.94    | 685.06    |
| 5   | Clarion Inn & Suites                          | 3,955.98  | 3,367.31  | 3,268.36  | 2,763.90  | 3,966.17  | 2,697.04  | 4,232.96  | 4,629.94  | 5,584.57  |
| 6   | Crossroads Hotel & Suites                     | 1,412.00  | 1,128.59  | 1,584.58  | 1,579.87  | 1,408.55  | 1,489.47  | 1,619.55  | 1,543.15  | 1,633.59  |
| 7   | Days Inn                                      | 4,913.29  | 4,450.75  | 4,299.64  | 4,989.05  | 5,276.73  | 6,180.19  | 6,472.79  | 6,464.73  | 6,460.29  |
| 8   | Days Inn DFW Airport North                    | 4,038.04  | 3,616.35  | 3,732.00  | 3,313.53  | 3,558.86  | 4,383.17  | 4,482.99  | 4,722.18  | 5,214.48  |
| 9   | Delux Inn                                     | 812.48    | 796.11    | 713.63    | 687.36    | 567.92    | 980.90    | 1,039.04  | 990.27    | 972.81    |
| 10  | Delux Suites Motel                            | 63.46     | 62.08     | 68.40     | 76.00     | 86.66     | 107.93    | 90.70     | 93.40     | 107.11    |
| 11  | Gateway Inn                                   | 626.89    | 618.08    | 531.10    | 532.47    | 495.30    | 619.22    | 635.55    | 659.49    | 629.62    |
| 12  | Magnuson Extended Stay & Suites Airport Hotel | 1,804.86  | 1,677.43  | 1,163.84  | 1,549.53  | 1,805.92  | 2,284.49  | 2,580.26  | 2,140.57  | 2,050.00  |
| 13  | Motel 6 Dallas DFW South                      | 1,721.00  | 1,672.73  | 1,680.21  | 1,558.79  | 1,595.17  | 1,648.86  | 1,825.37  | 1,932.21  | 1,924.62  |
| 14  | Motel 6 Dallas Irving                         | 3,527.81  | 3,148.09  | 2,880.32  | 2,995.02  | 2,824.98  | 3,271.14  | 3,571.56  | 4,000.19  | 3,586.81  |
| 15  | Motel 6 DFW North                             | 3,162.99  | 2,557.99  | 2,256.37  | 2,283.62  | 3,162.75  | 3,865.77  | 3,619.98  | 2,697.77  | 3,794.78  |
| 16  | Motel 6 Irving Loop 12                        | 1,056.56  | 993.72    | 929.88    | 841.71    | 718.27    | 1,027.55  | 1,079.33  | 1,182.56  | 1,094.72  |
| 17  | OYO Hotel DFW Airport South                   | 2,123.70  | 1,864.07  | 1,679.80  | 2,035.61  | 2,278.36  | 2,501.06  | 1,995.97  | 2,268.39  | 2,471.33  |
| 18  | OYO Hotel DFW Airport North                   | 348.26    | 0.00      | 558.36    | 251.13    | 678.41    | 690.71    | 357.54    | 308.74    | 385.21    |
| 19  | Quality Inn & Suites DFW Airport South        | 2,760.11  | 2,611.23  | 2,183.67  | 1,937.51  | 2,891.73  | 3,179.09  | 3,564.09  | 4,259.06  | 2,799.24  |
| 20  | Red Roof Inn Dallas DFW Airport North         | 5,648.37  | 4,819.00  | 4,412.49  | 4,391.15  | 4,232.22  | 5,195.84  | 5,117.58  | 5,458.30  | 5,272.87  |
| 21  | Studio 6 / Motel 6 DFW Airport East           | 2,976.50  | 2,680.54  | 2,872.95  | 2,367.05  | 2,494.27  | 3,151.94  | 2,863.27  | 2,962.28  | 3,033.70  |
| 22  | Super 8 Hotel DFW South                       | 2,981.53  | 2,347.31  | 2,381.92  | 2,705.73  | 2,674.90  | 3,268.41  | 2,960.05  | 3,244.05  | 3,216.36  |
| 23  | Super 8 Motel DFW North                       | 2,893.74  | 2,790.12  | 2,738.58  | 2,640.84  | 2,625.27  | 3,030.94  | 2,977.35  | 3,143.00  | 3,065.15  |
| TO  | AL BUDGET SERVICE                             | 51,792.54 | 47,241.33 | 45,945.13 | 43,762.50 | 47,210.66 | 55,840.68 | 55,022.21 | 56,493.72 | 57,523.45 |

| LIM | ITED SERVICE   | OCT 2021   | NOV 2021   | DEC 2021   | JAN 2022   | FEB 2022   | MAR 2021   | APR 2022   | MAY 2022   | JUN 2022   |
|-----|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1   | aLoft Las Colinas                                      | 9,963.33   | 9,010.54   | 7,762.02   | 8,115.09   | 9,369.19   | 12,066.05  | 13,883.03  | 12,405.37  | 12,252.41  |
| 2   | Best Western Plus DFW Airport Suites North             | 4,582.23   | 4,054.27   | 3,477.43   | 3,444.02   | 4,454.45   | 5,314.51   | 5,698.31   | 5,471.88   | 5,964.20   |
| 3   | Courtyard Dallas DFW Airport North Irving              | 13,203.24  | 12,661.84  | 10,210.14  | 10,399.35  | 12,885.67  | 16,671.27  | 16,050.58  | 16,542.38  | 16,902.21  |
| 4   | Courtyard Dallas DFW Airport South Irving              | 12,273.74  | 10,168.05  | 7,959.26   | 6,584.26   | 7,719.90   | 8,942.21   | 11,114.17  | 10,014.56  | 10,827.35  |
| 5   | Courtyard Dallas Las Colinas                           | 7,753.24   | 7,210.28   | 5,366.04   | 4,358.72   | 7,321.51   | 10,345.84  | 11,330.84  | 10,903.88  | 10,141.89  |
| 6   | Fairfield Inn & Suites Dallas DFW Airport South Irving | 7,950.62   | 7,232.38   | 6,818.02   | 7,404.65   | 7,994.04   | 8,932.21   | 8,662.70   | 8,629.60   | 8,071.89   |
| 7   | Fairfield Inn & Suites Dallas Las Colinas              | 3,972.25   | 3,847.11   | 3,656.16   | 3,041.89   | 3,534.58   | 5,345.62   | 5,055.95   | 5,621.06   | 6,586.31   |
| 8   | Fairfield Inn Dallas DFW Airport North Irving          | 6,026.25   | 6,927.03   | 6,498.87   | 6,573.18   | 7,702.62   | 9,686.16   | 9,781.68   | 9,138.57   | 9,592.27   |
| 9   | Hampton Inn Dallas Irving Las Colinas                  | 6,961.53   | 6,651.29   | 5,594.17   | 5,697.70   | 6,707.49   | 8,629.07   | 9,799.09   | 10,122.78  | 10,629.35  |
| 10  | Home2 Suites by Hilton DFW Airport North               | 8,814.52   | 7,626.08   | 6,272.30   | 6,428.71   | 7,125.52   | 9,069.09   | 8,233.62   | 9,675.57   | 10,753.42  |
| 11  | Home2 Suites by Hilton DFW Airport South Irving        | 7,458.99   | 7,253.49   | 6,041.81   | 8,164.25   | 8,780.34   | 9,771.86   | 9,367.55   | 8,795.22   | 9,263.41   |
| 12  | Hyatt Place Dallas Las Colinas                         | 8,272.42   | 6,694.98   | 6,003.59   | 5,886.38   | 7,206.03   | 6,414.78   | 8,742.45   | 8,533.41   | 9,499.47   |
| 13  | Jefferson Street Bed & Breakfast Inn                   | 0.00       | 0.00       | 0.00       | 0.00       | 0.00       | 0.00       | 0.00       | 0.00       | 0.00       |
| 14  | La Quinta Inn & Suites DFW Airport North               | 8,532.36   | 9,274.42   | 1,696.48   | 7,247.16   | 8,343.70   | 8,612.00   | 10,123.85  | 9,939.97   | 10,061.46  |
| 15  | La Quinta Inn & Suites DFW Airport South               | 6,177.91   | 5,317.02   | 4,875.56   | 5,478.81   | 5,656.81   | 7,023.50   | 6,539.24   | 7,223.70   | 7,531.26   |
| 16  | La Quinta Inn Hotel & Suites Las Colinas               | 4,027.91   | 4,342.81   | 1,967.45   | 3,228.70   | 4,032.31   | 4,741.03   | 5,748.35   | 5,000.58   | 5,827.90   |
| 17  | Quality Inn & Suites DFW Airport                       | 5,650.45   | 5,134.51   | 5,148.08   | 4,999.60   | 5,438.59   | 6,501.07   | 6,007.87   | 5,227.51   | 7,094.97   |
| 18  | Residence Inn Dallas DFW Airport South Irving          | 9,455.50   | 9,282.06   | 7,089.43   | 5,441.52   | 8,486.24   | 8,261.74   | 9,567.16   | 9,231.88   | 9,219.09   |
| 19  | Wingate Inn by Wyndham Dallas Las Colinas              | 4,139.93   | 3,224.25   | 3,131.11   | 3,760.30   | 3,370.93   | 3,710.14   | 5,260.19   | 5,990.07   | 5,664.29   |
| 20  | Wingate Inn by Wyndham DFW Airport North               | 3,940.92   | 3,105.10   | 3,189.95   | 2,565.88   | 3,886.97   | 4,685.34   | 4,688.42   | 4,466.38   | 4,098.19   |
| тот | AL LIMITED SERVICE                                     | 139,157.34 | 129,017.51 | 102,757.87 | 108,820.17 | 130,016.89 | 154,723.49 | 165,655.05 | 162,934.37 | 169,981.34 |

| TOTAL SHORT TERM RENTALS | 4,166.11 | 4,483.18 | 4,107.53 | 3,040.47 | 3,000.41 | 4,323.03 | 4,128.13 | 4,589.86 | 5,833.44 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Number of locations      | 52       | 56       | 54       | 40       | 38       | 40       | 40       | 35       | 50       |

| SUMMARY                 | OCT 2021   | NOV 2021     | DEC 2021     | JAN 2022     | FEB 2022     | MAR 2022     | APR 2022     | MAY 2022     | JUN 2022     |
|-------------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                         |            |              |              |              |              |              |              |              |              |
| GRAND TOTAL             | 657,351.27 | 628,038.04   | 477,914.55   | 495,257.34   | 576,406.64   | 708,732.53   | 764,084.69   | 733,573.19   | 723,288.81   |
| BUDGET                  | 455,404.00 | 400,078.00   | 336,177.00   | 415,184.00   | 433,768.00   | 438,957.00   | 501,786.00   | 547,528.00   | 548,485.00   |
| DIFFERENCE              | 201,947.27 | 227,960.04   | 141,737.55   | 80,073.34    | 142,638.64   | 269,775.53   | 262,298.69   | 186,045.19   | 174,803.81   |
|                         | 44.3%      | 57.0%        | 42.2%        | 19.3%        | 32.9%        | 61.5%        | 52.3%        | 34.0%        | 31.9%        |
| CUMULATIVE YEAR TO DATE |            |              |              |              |              |              |              |              |              |
| ACTUAL                  | 657,351.27 | 1,285,389.31 | 1,763,303.86 | 2,258,561.20 | 2,834,967.84 | 3,543,700.37 | 4,307,785.06 | 5,041,358.25 | 5,764,647.06 |
| BUDGET                  | 455,404.00 | 855,482.00   | 1,191,659.00 | 1,606,843.00 | 2,040,611.00 | 2,479,568.00 | 2,981,354.00 | 3,528,882.00 | 4,077,367.00 |
| DIFFERENCE              | 201,947.27 | 429,907.31   | 571,644.86   | 651,718.20   | 794,356.84   | 1,064,132.37 | 1,326,431.06 | 1,512,476.25 | 1,687,280.06 |

.

### IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX

**QUARTERLY COMPARISON: APRIL - JUNE (Q3)** 

| LUX | (URY & FULL SERVICE                            | 2022         | 2021       | 2020       |
|-----|--|--------------|------------|------------|
| 1   | Atrium Hotel and Suites DFW Airport            | 11,616.42    | 11,236.59  | 5,990.35   |
| 2   | Dallas Marriott Hotel Las Colinas              | 134,930.13   | 62,177.79  | 6,176.49   |
| 3   | DFW Airport Hotel & Conference Center          | 8.94         | 8,145.18   | 2,459.11   |
| 4   | DFW Airport Marriott                           | 126,088.17   | 77,696.70  | 14,076.69  |
| 5   | Doubletree by Hilton DFW Airport North         | 0.00         | 5,363.20   | 3,287.43   |
| 6   | Embassy Suites DFW Airport South               | 81,397.54    | 58,606.06  | 15,406.32  |
| 7   | Four Seasons Resort & Club                     | 272,841.24   | 155,223.10 | 24,504.29  |
| 8   | Hilton Garden Inn DFW Airport South            | 37,781.72    | 30,719.30  | 4,496.59   |
| 9   | Hilton Garden Inn Las Colinas                  | 44,260.07    | 23,001.12  | 3,237.41   |
| 10  | Holiday Inn Irving Las Colinas                 | 27,334.25    | 15,808.12  | 3,340.98   |
| 11  | NYLO Las Colinas Tapestry Collection by Hilton | 55,706.96    | 27,231.74  | closed     |
| 12  | Omni Las Colinas Hotel                         | 146,216.35   | 62,404.46  | 4,683.65   |
| 13  | Sheraton DFW Airport Hotel                     | 10,813.53    | 34,535.88  | 8,298.73   |
| 14  | Texican Court                                  | 42,266.83    | 27,411.88  | 5,338.10   |
| 15  | Westin DFW Airport                             | 86,624.53    | 39,279.73  | 7,945.25   |
| TO  | TAL LUXURY & FULL SERVICE                      | 1,077,886.68 | 638,840.85 | 109,241.39 |
| 16  | Westin Irving Convention Center Las Colinas    | 127,576.70   | 61,077.92  | 12,043.96  |

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

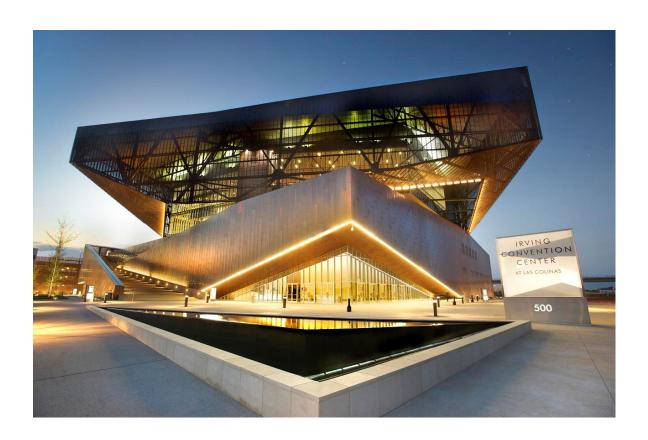
| ALL | SUITE / EXTENDED STAY                                 | 2022       | 2021       | 2020       |
|-----|---|------------|------------|------------|
| 1   | Comfort Inn DFW Airport North                         | 18,452.03  | 13,459.34  | 3,722.10   |
| 2   | Comfort Suites DFW Airport North                      | 18,206.80  | 12,686.22  | 6,083.99   |
| 3   | Comfort Suites Las Colinas                            | 4,314.91   | 4,042.62   | 776.36     |
| 4   | Country Inn & Suites by Carlson DFW Airport South     | 13,690.48  | 8,493.33   | 4,276.09   |
| 5   | Element DFW Airport North                             | 29,563.22  | 19,777.37  | 3,207.83   |
| 6   | Extended Stay America Dallas DFW Airport North        | 4,887.19   | 6,892.86   | 3,372.66   |
| 7   | Extended Stay America Dallas Las Colinas              | 5,671.80   | 5,505.02   | 3,889.38   |
| 8   | Extended Stay Deluxe Green Park                       | 4,737.21   | 3,361.07   | 2,327.64   |
| 9   | Extended Stay Deluxe Las Colinas                      | 5,147.09   | 3,523.37   | 1,727.20   |
| 10  | Hawthorne Suites Irving DFW Airport South             | 6,027.18   | 4,069.82   | 1,280.64   |
| 11  | Hawthorne Suites DFW Airport North                    | 0.00       | 0.00       | 4,211.95   |
| 12  | Holiday Inn Express Hotel & Suites DFW Airport North  | 37,622.31  | 13,350.08  | 1,171.77   |
| 13  | Holiday Inn Express Hotel & Suites DFW Airport South  | 33,830.45  | 16,427.69  | 2,813.23   |
| 14  | Holiday Inn Express Hotel & Suites Irving Las Colinas | 24,274.17  | 17,135.27  | 2,276.07   |
| 15  | Home Towne Studios Dallas Irving                      | 8,911.61   | 6,808.96   | 5,473.85   |
| 16  | Homewood Suites by Hilton DFW Airport North           | 21,928.08  | 15,427.52  | 3,906.09   |
| 17  | Homewood Suites by Hilton Las Colinas                 | 31,061.24  | 5,883.55   | 10,509.30  |
| 18  | Hyatt House Dallas Las Colinas                        | 33,495.27  | 24,827.70  | 5,962.07   |
| 19  | Oakwood Waterwalk Dallas Las Colinas                  | 10,463.30  | 5,002.35   | 1,635.36   |
| 20  | Residence Inn Dallas DFW Airport North Irving         | 17,125.76  | 9,998.82   | 3,172.91   |
| 21  | Residence Inn Dallas Las Colinas                      | 21,550.77  | 17,876.93  | 4,709.56   |
| 22  | Sonesta ES Suites Dallas Las Colinas                  | 14,344.81  | 9,079.61   | 8,135.79   |
| 23  | Sonesta Simply Suites Dallas Las Colinas              | 7,466.68   | 6,027.11   | 3,703.51   |
| 24  | Springhill Suites Dallas DFW Airport East Las Colinas | 19,821.45  | 13,707.87  | 1,187.90   |
| 25  | Staybridge Suites DFW Airport North                   | 12,977.59  | 12,707.68  | 5,722.47   |
| 26  | TownePlace Suites Dallas DFW Airport North Irving     | 25,904.89  | 18,290.85  | 3,211.56   |
| 27  | TownePlace Suites Dallas Las Colinas                  | 22,953.64  | 8,114.89   | 3,778.01   |
| 28  | Woodspring Suites Signature                           | 6,468.51   | 5,186.44   | 3,332.72   |
| TO  | TAL ALL SUITE / EXTENDED STAY                         | 460,898.44 | 287,664.34 | 105,578.01 |

| BUI | OGET SERVICE                                  | 2022       | 2021       | 2020      |
|-----|---|------------|------------|-----------|
| 1   | Arya Inn & Suites                             | 3,486.28   | 2,987.38   | 1,451.72  |
| 2   | Best Western Irving Inn & Suites DFW South    | 6,364.19   | 13,490.83  | 7,311.33  |
| 3   | Budget Inn & Suites                           | 206.43     | 269.81     | 151.54    |
| 4   | Budget Suites of America Las Colinas          | 1,899.01   | 3,107.20   | 1,145.09  |
| 5   | Clarion Inn & Suites                          | 14,447.47  | 10,395.44  | 3,856.46  |
| 6   | Crossroads Hotel & Suites                     | 4,796.29   | 3,705.32   | 3,278.94  |
| 7   | Days Inn                                      | 19,397.81  | 10,977.70  | 8,137.70  |
| 8   | Days Inn DFW Airport North                    | 14,419.65  | 12,814.66  | 6,385.74  |
| 9   | Delux Inn                                     | 3,002.12   | 2,439.14   | 641.76    |
| 10  | Delux Suites Motel                            | 291.21     | 257.90     | 237.89    |
| 11  | Gateway Inn                                   | 1,924.66   | 1,927.65   | 1,347.11  |
| 12  | Magnuson Extended Stay & Suites Airport Hotel | 6,770.83   | 5,032.49   | 0.00      |
| 13  | Motel 6 Dallas DFW South                      | 5,682.20   | 5,406.24   | 3,950.39  |
| 14  | Motel 6 Dallas Irving                         | 11,158.56  | 9,264.45   | 4,490.74  |
| 15  | Motel 6 DFW North                             | 10,112.53  | 8,807.96   | 3,300.92  |
| 16  | Motel 6 Irving Loop 12                        | 3,356.61   | 3,161.77   | 2,412.58  |
| 17  | OYO Hotel DFW Airport South                   | 6,735.69   | 7,230.11   | 5,468.86  |
| 18  | OYO Hotel DFW Airport North                   | 1,051.49   | 0.00       | 430.80    |
| 19  | Quality Inn & Suites DFW Airport South        | 10,622.39  | 7,539.51   | 1,855.29  |
| 20  | Red Roof Inn Dallas DFW Airport North         | 15,848.75  | 14,825.74  | 6,613.15  |
| 21  | Studio 6 / Motel 6 DFW Airport East           | 8,859.25   | 9,618.16   | 6,727.08  |
| 22  | Super 8 Hotel DFW South                       | 9,420.46   | 7,865.57   | 3,162.04  |
| 23  | Super 8 Motel DFW North                       | 9,185.50   | 7,543.55   | 4,168.19  |
| TO  | TAL BUDGET SERVICE                            | 169,039.38 | 148,668.58 | 76,525.32 |

| LIM | IITED SERVICE  | 2022         | 2021         | 2020             |
|-----|--|--------------|--------------|------------------|
| 1   | aLoft Las Colinas                                      | 38,540.81    | 19,668.90    | 3,625.49         |
| 2   | Best Western Plus DFW Airport Suites North             | 17,134.39    | 13,434.45    | 6,356.58         |
| 3   | Courtyard Dallas DFW Airport North Irving              | 49,495.17    | 31,496.97    | 5,036.70         |
| 4   | Courtyard Dallas DFW Airport South Irving              | 31,956.08    | 24,500.74    | 3,398.06         |
| 5   | Courtyard Dallas Las Colinas                           | 32,376.61    | 17,524.02    | 4,063.58         |
| 6   | Fairfield Inn & Suites Dallas DFW Airport South Irving | 25,364.19    | 19,139.76    | 6,225.04         |
| 7   | Fairfield Inn & Suites Dallas Las Colinas              | 17,263.32    | 12,352.29    | closed           |
| 8   | Fairfield Inn Dallas DFW Airport North Irving          | 28,512.52    | 0.00         | closed           |
| 9   | Hampton Inn Dallas Irving Las Colinas                  | 30,551.22    | 18,688.96    | 3,136.43         |
| 10  | Home2 Suites by Hilton DFW Airport North               | 28,662.61    | 21,601.94    | 5,508.0          |
| 11  | Home2 Suites by Hilton DFW Airport South Irving        | 27,426.18    | 19,190.65    | 7,102.12         |
| 12  | Hyatt Place Dallas Las Colinas                         | 26,775.33    | 15,718.36    | 2,428.7          |
| 13  | Jefferson Street Bed & Breakfast Inn                   | 0.00         | 0.00         | 0.00             |
| 14  | La Quinta Inn & Suites DFW Airport North               | 30,125.28    | 15,024.22    | 8,446.29         |
| 15  | La Quinta Inn & Suites DFW Airport South               | 21,294.20    | 19,428.70    | 2,757.9          |
| 16  | La Quinta Inn Hotel & Suites Las Colinas               | 16,576.83    | 13,022.52    | 1,855.0          |
| 17  | Quality Inn & Suites DFW Airport                       | 18,330.35    | 13,805.00    | 4 <i>,</i> 777.5 |
| 18  | Residence Inn Dallas DFW Airport South Irving          | 28,018.13    | 16,702.35    | 8,943.0          |
| 19  | Wingate Inn by Wyndham Dallas Las Colinas              | 16,914.55    | 11,083.55    | 9,770.0          |
| 20  | Wingate Inn by Wyndham DFW Airport North               | 13,252.99    | 8,049.83     | 1,795.2          |
| TOI | TAL LIMITED SERVICE                                    | 498,570.76   | 310,433.21   | 85,226.0         |
|     |  |              |              |                  |
| TOI | TAL SHORT TERM RENTALS                                 | 14,551.43    | 15,391.35    | 5,179.2          |
|     |  | 125          | 145          | 1                |
|     | AND TOTAL  | 2,220,946.69 | 1,400,998.33 | 381,800.0        |







Date Distributed: August 15, 2022

## Monthly Financial Summary For Period Ending July 31, 2022

| Event Income                             |           |           |          |           |           |          |          |           |           |          |           |          |           |
|--|-----------|-----------|----------|-----------|-----------|----------|----------|-----------|-----------|----------|-----------|----------|-----------|
|  |           |           |          |           |           |          |          |           |           |          |           |          |           |
| Direct Event Income                      |           |           |          |           |           |          |          |           |           |          |           |          |           |
| Rental Income                            | 84,120    | 97,552    | 38,325   | 127,975   | 82,275    | 143,319  | 141,320  | 156,425   | 168,150   | 79,925   | 181,075   | 164,025  | 1,464,486 |
| Service Income                           | 38,043    | 41,347    | 22,029   | 29,134    | 30,944    | 75,707   | 33,636   | 66,668    | 49,040    | 15,232   | 26,600    | 29,550   | 457,928   |
| Service Expenses                         | (55,054)  | (59,933)  | (27,912) | (47,174)  | (46,087)  | (94,789) | (70,999) | (103,724) | (115,238) | (40,439) | (50,000)  | (50,000) | (761,348) |
| Total Direct Event Income                | 67,109    | 78,967    | 32,442   | 109,935   | 67,132    | 124,237  | 103,957  | 119,369   | 101,952   | 54,718   | 157,675   | 143,575  | 1,161,065 |
| Ancillary Income                         |           |           |          |           |           |          |          |           |           |          |           |          |           |
| F & B Concessions                        | 16,413    | 39,965    | 11,425   | 33,076    | 14,921    | 17,438   | 30,507   | 4,666     | 41,749    | 124      | 5,000     | 10,000   | 225,282   |
| F & B Catering                           | 111,491   | 199,961   | 146,540  | 130,994   | 143,660   | 233,529  | 197,441  | 264,090   | 391,719   | 260,976  | 165,300   | 352,412  | 2,598,112 |
| Parking: Self Parking                    | 37,393    | 55,938    | 17,618   | 30,735    | 32,981    | 31,574   | 33,834   | 38,650    | 41,484    | 13,376   | 18,392    | 18,245   | 370,221   |
| Electrical Services                      | 10,160    | 4,790     | 2,600    | 4,125     | 5,955     | 35,612   | 1,105    | 7,745     | 5,510     | 4,490    | 7,750     | 6,250    | 96,092    |
| Audio Visual                             | -         | 162       | (0)      | (0)       | (1,181)   | (900)    | 0        | 1,600     |           | (1)      |           | -        | (320)     |
| Internet Services                        | 1,445     | (140)     | 105      | (820)     | 350       | 630      | 6,900    | 1,314     | (387)     | 2,530    | -         | -        | 11,927    |
| Total Ancillary Income                   | 176,902   | 300,676   | 178,288  | 198,110   | 196,686   | 317,883  | 269,787  | 318,065   | 480,075   | 281,495  | 196,442   | 386,907  | 3,301,314 |
| Total Event Income                       | 244,011   | 379,642   | 210,730  | 308,045   | 263,818   | 442,120  | 373,744  | 437,434   | 582,027   | 336,213  | 354,117   | 530,482  | 4,462,384 |
| Other Operating Income                   | 59,701    | 46,198    | 47,409   | 39,897    | 48,876    | 70,848   | 81,952   | 89,546    | 83,094    | 56,696   | 48,419    | 48,419   | 721,056   |
|  |           |           |          |           |           |          |          |           |           |          |           |          |           |
| ICVB Operating Subsidy                   |           |           | 348,000  |           |           | 350,000  |          |           | 348,750   |          |           | 348,250  | 1,395,000 |
| Adjusted Gross Income                    | 303,712   | 425,841   | 606,139  | 347,942   | 312,694   | 862,968  | 455,696  | 526,980   | 1,013,871 | 392,909  | 402,536   | 927,151  | 6,578,439 |
| Operating Expenses                       |           |           |          |           |           |          |          |           |           |          |           |          |           |
| Employee Salaries and Wages              | 170,316   | 181,153   | 174,735  | 177,058   | 172,087   | 184,697  | 195,520  | 188,876   | 187,291   | 177,167  | 189,896   | 212,788  | 2,211,584 |
| Benefits                                 | 48,886    | 47,313    | 48,014   | 54,607    | 51,576    | 59,290   | (28,541) | 60,049    | 58,811    | 49,873   | 61,164    | 61,164   | 572,206   |
| Less: Event Labor Allocations            | (5,711)   | (6,778)   | (3,582)  | (3,504)   | (5,279)   | (3,660)  | (5,356)  | (6,093)   | (8,119)   | (2,317)  | (7,500)   | (7,500)  | (65,400)  |
| Net Employee Wages and Benefits          | 213,491   | 221,688   | 219,167  | 228,161   | 218,384   | 240,327  | 161,623  | 242,832   | 237,983   | 224,723  | 243,560   | 266,452  | 2,718,390 |
| Contracted Services                      | 62,204    | 56,194    | 89,302   | 57,582    | 62,085    | 59,711   | 61,491   | 60,886    | 60,652    | 58,910   | 65,038    | 65,038   | 759,094   |
| General and Administrative               | 42,538    | 94,338    | (38,562) | 40,894    | 19,098    | 19,179   | 13,614   | 46,984    | 21,681    | 30,397   | 89,249    | 121,667  | 501,078   |
| Operations                               | 29,106    | 25,867    | 20,351   | 21,016    | 27,250    | 27,165   | 33,900   | 36,765    | 54,390    | 35,969   | 24,527    | 24,630   | 360,935   |
| Repair & Maintenance                     | 46,573    | 41,920    | 38,218   | 39,912    | 55,278    | 40,846   | 30,583   | 60,265    | 54,853    | 20,817   | 31,000    | 43,000   | 503,265   |
| Supplies                                 | 10,689    | 7,687     | 7,347    | 12,977    | 8,055     | 17,697   | 10,968   | 27,944    | 15,454    | 8,265    | 11,041    | 60,748   | 198,872   |
| Insurance                                | 4,761     | 5,305     | 5,561    | 5,994     | 5,195     | 4,876    | 8,230    | 5,427     | -         | 5,826    | 8,230     | 8,230    | 67,635    |
| Utilities                                | 49,414    | 40,756    | 43,366   | 44,237    | 43,028    | 49,006   | 42,854   | 51,873    | 58,203    | 57,173   | 43,333    | 71,065   | 594,306   |
| Other                                    | 516       | 41,144    | 1,309    | 353       | 49        | 174      | 224      | 1,719     | -         | 313      | 42        | 42       | 45,886    |
| SMG Management Fees                      | 26,985    | 35,662    | 28,761   | 31,555    | 30,322    | 36,668   | 37,031   | 40,334    | 53,507    | 34,168   | 30,235    | 43,209   | 428,437   |
| Total Operating Expenses                 | 486,277   | 570,560   | 414,820  | 482,681   | 468,744   | 495,649  | 400,518  | 575,028   | 556,723   | 476,561  | 546,255   | 704,081  | 6,177,899 |
| Net Income (Loss) From Operations        | (182,565) | (144,720) | 191,319  | (134,739) | (156,050) | 367,319  | 55,178   | (48,048)  | 457,148   | (83,652) | (143,719) | 223,071  | 400,540   |
| Net Income After Other Income (Expenses) | (182,565) | (144,720) | 191,319  | (134,739) | (156,050) | 367,319  | 55,178   | (48,048)  | 457,148   | (83,652) | (143,719) | 223,071  | 400,540   |

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

|                                   | Current<br>Actual | Current<br>Budget | Variance | Prior Year<br>Actual |
|-----------------------------------|-------------------|-------------------|----------|----------------------|
| Attendance                        | 5,604             | 444               | 5,160    | 8,370                |
| Events                            | 11                | 2                 | 9        | 12                   |
| Event Days                        | 22                | 6                 | 16       | 20                   |
| Direct Event Income               | 54,718            | 108,250           | (53,532) | 56,828               |
| Ancillary Income                  | 281,495           | 209,035           | 72,460   | 99,071               |
| Total Event Income                | 336,213           | 317,285           | 18,928   | 155,899              |
| Other Operating Income            | 56,696            | 66,421            | (9,725)  | 35,862               |
| Adjusted Gross Income             | 392,909           | 383,706           | 9,203    | 191,761              |
| Indirect Expenses                 | (476,561)         | (491,917)         | 15,356   | (378,811)            |
| Net Income (Loss) From Operations | (83,652)          | (108,211)         | 24,559   | (187,050)            |

#### ASM - Irving Convention Center Financial Statements Year to Date Highlights For the Ten Months Ending July 31, 2022

| Attendance<br>Events<br>Event Days | Year to Date<br>Actual<br>157,455<br>166<br>282 | Year to Date<br>Budget<br>96,259<br>98<br>206 | Variance<br>61,196<br>68<br>76 | Prior YTD<br>Actual<br>74,494<br>69<br>171 |
|------------------------------------|---|---|--------------------------------|--|
| Direct Event Income                | 859,834   | 940,630                                       | (80,796)                       | 617,947                                    |
| Ancillary Income                   | 2,717,954                                       | 1,990,374                                     | 727,580                        | 617,240                                    |
| Total Event Income                 | 3,577,788                                       | 2,931,004                                     | 646,784                        | 1,235,187                                  |
| Other Operating Income             | 624,218   | 664,210                                       | (39,992)                       | 301,797                                    |
| Adjusted Gross Income              | 4,202,006                                       | 3,595,214                                     | 606,792                        | 1,536,984                                  |
| Indirect Expenses                  | (4,927,553)                                     | (4,926,315)                                   | (1,238)                        | (3,592,015)                                |
| Net Income (Loss) From Operations  | (725,547)                                       | (1,331,101)                                   | 605,554                        | (2,055,031)                                |

#### ASM - Irving Convention Center Balance Sheet July 31, 2022

#### ASSETS

|                               | ASSE         | 15           |           |           |
|-------------------------------|--------------|--------------|-----------|-----------|
| Current Assets                |              |              |           |           |
| Cash                          | \$           | 1,818,978    |           |           |
| Accounts Receivable           |              | 258,934      |           |           |
| Prepaid Assets                |              | 21,102       |           |           |
| Inventory                     |              | 61,561       |           |           |
| 111.0110019                   | •            |              |           |           |
| Total Current Assets          |              |              |           | 2,160,575 |
| m                             |              |              |           | 2.160.555 |
| Total Assets                  |              |              | <b>\$</b> | 2,160,575 |
| т                             | TADILITIES A | ND EQUIEN    |           |           |
| Current Liabilities           | IABILITIES A | ND EQUITY    |           |           |
|                               | ¢            | 511.052      |           |           |
| Accounts Payable              | \$           | 511,953      |           |           |
| Accrued Expenses              |              | 184,517      |           |           |
| Deferred Income               |              | 0            |           |           |
| Advance Ticket Sales/Deposits |              | 1,142,905    |           |           |
| Other Current Liabilities     |              | 0            |           |           |
| Total Current Liabilities     |              |              |           | 1,839,375 |
| Long-Term Liabilities         |              |              |           |           |
| Long Term Liabilites          |              | 0            |           |           |
| -                             |              |              |           |           |
| Total Long-Term Liabilities   |              |              |           | 0         |
| Total Liabilities             |              |              |           | 1,839,375 |
| Equity                        |              |              |           |           |
| Net Funds Received            |              | 16,000,889   |           |           |
| Retained Earnings             |              | (14,954,139) |           |           |
| Net Income (Loss)             |              | (725,550)    |           |           |
| Total Equity                  |              |              |           | 321,200   |
| Total Liabilities & Equity    |              |              | \$        | 2,160,575 |

#### ASM - Irving Convention Center Income Statement For the Ten Months Ending July 31, 2022

|                       | Current Month<br>Actual | Current Month<br>Budget | Variance + (-) | Year to Date<br>Actual | Year to Date<br>Budget | Variance + (-) | Year to Date<br>Prior Year |
|-----------------------|-------------------------|-------------------------|----------------|------------------------|------------------------|----------------|----------------------------|
| <b>EVENT INCOME</b>   |                         | C                       | ` /            |                        | C                      | . ,            |                            |
| Direct Event Income   |                         |                         |                |                        |                        |                |                            |
| Rental Income         | 79,925                  | 116,000                 | (36,075)       | 1,119,386              | 994,261                | 125,125        | 613,019                    |
| Service Revenue       | 15,232                  | 22,000                  | (6,768)        | 401,777                | 243,869                | 157,908        | 151,726                    |
| Service Expenses      | (40,439)                | (29,750)                | (10,689)       | (661,329)              | (297,500)              | (363,829)      | (146,798)                  |
| Total Direct Event In | 54,718                  | 108,250                 | (53,532)       | 859,834                | 940,630                | (80,796)       | 617,947                    |
| Ancillary Income      |                         |                         |                |                        |                        |                |                            |
| F & B Concessions     | 124                     | 1,500                   | (1,376)        | 210,279                | 101,810                | 108,469        | 83,412                     |
| F & B Catering        | 260,976                 | 184,680                 | 76,296         | 2,080,390              | 1,635,297              | 445,093        | 359,805                    |
| Parking               | 13,376                  | 16,605                  | (3,229)        | 333,588                | 178,596                | 154,992        | 130,413                    |
| Electrical Services   | 4,490                   | 6,250                   | (1,760)        | 82,092                 | 74,671                 | 7,421          | 41,978                     |
| Audio Visual          | (1)                     | 0                       | (1)            | (321)                  | 0                      | (321)          | 1,027                      |
| Internet Services     | 2,530                   | 0                       | 2,530          | 11,926                 | 0                      | 11,926         | 605                        |
| Total Ancillary Inco  | 281,495                 | 209,035                 | 72,460         | 2,717,954              | 1,990,374              | 727,580        | 617,240                    |
| Total Event Income    | 336,213                 | 317,285                 | 18,928         | 3,577,788              | 2,931,004              | 646,784        | 1,235,187                  |
| OTHER OPERATING       | INCOME                  |                         |                |                        |                        |                |                            |
| Other Income          | 56,696                  | 66,421                  | (9,725)        | 624,218                | 664,210                | (39,992)       | 301,797                    |
| Total Other Operatin  | 56,696                  | 66,421                  | (9,725)        | 624,218                | 664,210                | (39,992)       | 301,797                    |
| Adjusted Gross Inco   | 392,909                 | 383,706                 | 9,203          | 4,202,006              | 3,595,214              | 606,792        | 1,536,984                  |
| INDIRECT EXPENSE      | S                       |                         |                |                        |                        |                |                            |
| Salaries & Wages      | 177,167                 | 210,155                 | 32,988         | 1,808,900              | 2,101,550              | 292,650        | 1,434,665                  |
| Payroll Taxes & Ben   | 49,873                  | 62,769                  | 12,896         | 449,886                | 627,690                | 177,804        | 574,719                    |
| Labor Allocations to  | (2,317)                 | (26,524)                | (24,207)       | (50,401)               | (265,240)              | (214,839)      | (23,458)                   |
| Net Salaries and Ben  | 224,723                 | 246,400                 | 21,677         | 2,208,385              | 2,464,000              | 255,615        | 1,985,926                  |
| Contracted Services   | 58,910                  | 51,732                  | (7,178)        | 629,013                | 517,320                | (111,693)      | 355,889                    |
| General and Adminis   | 30,397                  | 46,251                  | 15,854         | 290,151                | 476,859                | 186,708        | 216,441                    |
| Operating             | 35,969                  | 24,527                  | (11,442)       | 311,777                | 245,270                | (66,507)       | 136,588                    |
| Repairs & Maintenan   | 20,817                  | 32,042                  | 11,225         | 429,264                | 320,420                | (108,844)      | 220,545                    |
| Operational Supplies  | 8,265                   | 9,041                   | 776            | 127,084                | 91,160                 | (35,924)       | 55,124                     |
| Insurance             | 5,826                   | 7,083                   | 1,257          | 51,175                 | 70,830                 | 19,655         | 61,579                     |
| Utilities             | 57,173                  | 43,333                  | (13,840)       | 479,909                | 433,330                | (46,579)       | 391,756                    |
| Other                 | 313                     | 42                      | (271)          | 45,802                 | 420                    | (45,382)       | (9,066)                    |
| ASM Management F      | 34,168                  | 31,466                  | (2,702)        | 354,993                | 306,706                | (48,287)       | 177,233                    |
| Total Indirect Expens | 476,561                 | 491,917                 | 15,356         | 4,927,553              | 4,926,315              | (1,238)        | 3,592,015                  |

#### ASM - Irving Convention Center Income Statement For the Ten Months Ending July 31, 2022

|                   | Current Month | Current Month | Variance | Year to Date | Year to Date | Variance | Year to Date |
|-------------------|---------------|---------------|----------|--------------|--------------|----------|--------------|
|                   | Actual        | Budget        | + (-)    | Actual       | Budget       | + (-)    | Prior Year   |
| Net Income (Loss) | (83,652)      | (108,211)     | 24,559   | (725,547)    | (1,331,101)  | 605,554  | (2,055,031)  |

|                                    |                                 |  | July 2022                    |                                |                        |          |
|------------------------------------|---------------------------------|--|------------------------------|--------------------------------|------------------------|----------|
| Sunday                             | M on day                        | Tu es day                              | Wedn es day                  | Thursday                       | Friday                 | Saturday |
| 26                                 | 27                              | 28                                     | 29                           | 30                             | 1                      | 2        |
| Steubenville Lone Star Definite    | Pri-Med Irving   Regional C     | ME/CE Conference                       |                              | Intern Bash<br>Definite        |                        |          |
|                                    | ICVB Board of Directo Definite  |  |                              |                                |                        |          |
| 3                                  | 4 Inde pendence Day             | 5                                      | 6                            | 7                              | 8                      | 9        |
| 10                                 | 11                              | 12                                     | 13                           | 14                             | 15                     | 16       |
| Building Professional Inst         | itute                           |  |                              |                                |                        |          |
|                                    |                                 | ICVB Committee Meeti  Definite         |                              |                                |                        |          |
|                                    |                                 | ICVB SKAL Invitation M De finite       |                              |                                |                        |          |
| 17                                 | 18                              | 19                                     | 20                           | 21                             | 22                     | 23       |
| Trial Advocacy College of Definite | Texas                           |  |                              |                                |                        |          |
|                                    |                                 | BOMA Dallas<br>De finite               | The Linehaul Summit Definite |                                |                        |          |
| 24                                 | 25                              | 26                                     | 27                           | 28                             | 29                     | 30       |
|                                    | ICVB Board of Directo  Definite | Solution Tree 2022 Team II<br>Definite | nstitutes                    |                                |                        |          |
|                                    |                                 | EPRI Meeting Definite                  |                              |                                | UMANT Meeting Definite |          |
| 31                                 | 1                               | 2                                      | 3                            | 4                              | 5                      | 6        |
| <b>Kicksfest</b><br>De finite      | Irving ISD<br>Definite          |  |                              |                                |                        |          |
|                                    |                                 |  |                              | Greater Dallas Vetera Definite |                        |          |

8/17/2022

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, AUGUST 22, 2022

# **BOARD REPORTS**

# BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING





# City Holiday/No Trash Collection

In observance of the Labor Day holiday, there will be no residential trash, curbside recycling or brush/bulky collection Monday, Sept. 5. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Arts Center
- North Lake Natatorium

Recreation centers

All offices and services will resume normal business hours on Sept 6. Visit Cityoflrving.org for more information. ■



Irving Fire Department moves forward on plans to rebuild the Central Fire Station in the heart of the Irving Heritage District.

# IRVING ectu f D Cityoflrving.org AUGUST 2022 / VOL 29 / NO 08

Heritage Aquatic Center

Irving public libraries

Irving Archives and Museum

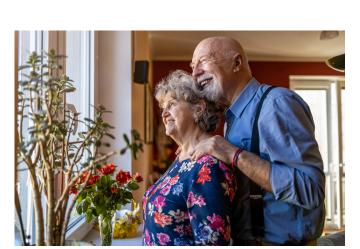
# Tax Exemption Raised for Seniors and Disabled Residents

With rising property values impacting residents, the Irving City Council began examining ways it could provide some relief to homeowners. On June 30, the City Council approved increasing the existing over 65/disabled person exemption from \$45,000 to \$50,000 for Fiscal Year 2022-23. This exemption allows eligible homeowners to exclude a portion of their home's value from assessment, reducing their tax bill. The exemption increase takes effect for property tax bills to be issued this fall and due in January.

The city's homestead exemption remains at 20 percent of taxable home value, which is the maximum exemption allowed by the State of Texas. That exemption has been at the maximum rate for more than 20 years.

## Tax Exemptions | Effective Oct. 1

- Property Owners, 65 and older \$50,000
- Disabled Person \$50,000
- Optional Homestead 20 percent of the home's value (\$5,000 minimum)



Currently, 63 percent of Irving homeowners receive the homestead exemption and 20 percent receive the over 65/disabled exemption.

To qualify for these exemptions, property owners must apply through the Dallas Central Appraisal District (DCAD). To find out more about exemptions or to request forms, call DCAD at (214) 631-0910. ■

# **NO WATERING** MONDAY, THURSDAY

# **WATERING SCHEDULE ODD ADDRESSES**

Sunday & Wednesday

**EVEN ADDRESSES Tuesday & Saturday** 

No irrigation allowed 10 a.m. to 6 p.m.

Landscape watering is permitted on any day with a hand-held hose with attached positive shutoff spray nozzle for up to one (1) hour.



# John Bloch Elected to Irving City Council

Irving residents elected John Bloch to single-member district, Place 1 during the runoff election held June 18.

Irving operates under a council-manager form of government where council sets city policy and the city manager is responsible for organizational operations. Residents elect a mayor and eight council members to serve the city. All council members are elected for threeyear terms. Elected officials are under a mixed system of single-member districts and at-large seats.

# **Irving the City Council**

Mayor – Rick Stopfer (at-large)

Place 1 – John Bloch

Place 2 - Brad M. LaMorgese (at-large)

Place 3 - Mark Zeske Place 4 - Phil Riddle

Place 5 - Oscar Ward

Place 6 – Al Zapanta

Place 7 - Kyle Taylor

Place 8 – Dennis Webb (at-large)



Council meetings are held at least once a month on Thursdays, beginning at 7 p.m. Meeting dates are posted on the city's website at CityofIrving.org. For more information, call the City Secretary's Office at (972) 721-2493. All of the City Council meetings can be viewed live on Irving Community Television Network's cable Channel 95 – Spectrum, Channel 31 – Frontier Communications and at ICTN.tv. ■

## HELP CONSERVE WATER, **ELECTRICITY DURING** SUMMER MONTHS

There is no denying Texas summers are scorching. From temperatures exceeding 100 degrees for days on end, to a short supply of rain, limited cloud cover and a lack of wind generating energy, summertime conditions can be extreme. Water and energy resources are precious, and residents are reminded to do their part and conserve when possible.

## **Home Energy Savings Tips**

- Install additional insulation or weatherstripping to windows and doors
- Clean out the lint trap in the clothes dryer
- Swap incandescent lightbulbs for LED energy-efficient bulbs Unplug appliances and electronics not in use

For more energy saving resources, visit CityofIrving.org/BeGreen.



# **Tips to Save Water**

- Fix leaky faucets and toilets
- Clean vehicles using a bucket and hose
- Wash clothes/dishes with full loads

Shorten showers by using a timer

- Chill water in fridge to avoid running faucets
- Irrigate only twice per week on assigned days

For more water conservation tips, visit CityofIrving.org/SaveWater. ■

# **BUDGET INPUT OPPORTUNITIES**

Residents are invited to provide input on the Fiscal Year 2022-23 budget to help shape the future of the City of Irving. Below are a few public input opportunities available to Irving residents.

# **Online Input**

Comments may be made to City Council online on any aspect of the budget, including programs, projects, rates, services and fees by emailing "Ask the Budget Fiscal Friends" at askthebffs@ cityofirving.org. The BFFs will respond to all questions and post answers to the city's budget web page. Submittals are subject to editing for content, tone and clarity.

# **Budget Retreat**

Irving City Council's Budget Retreat is set for Aug. 19. The Budget Retreat will be televised on ICTN 2 (ICTN.tv, Spectrum Channel 95 and Frontier Channel 31).

Two additional public hearings will be held on the proposed annual budget following the budget retreat. Adoption of the budget is scheduled for Sept. 15, and the city's fiscal year runs from Oct. 1 to Sept. 30. Call the City Secretary's Office at (972) 721-2493 to confirm public hearing dates. ■

# Short-Term Rental Registration Program



Whether it's concerts at the Toyota Music Factory or prestigious golf tournaments at Las Colinas Country Club, Irving attracts visitors from around the world.

A popular lodging option for many visitors is a shortterm rental (STR) property, which offers visitors a home, apartment or room in a home instead of a traditional hotel. However, the City of Irving recognizes the need

to ensure that STRs operate in a way that protects the quality of life in neighborhoods.

The Irving City Council recently adopted an ordinance requiring that STRs operating within city limits be registered with the city by Oct. 1 to ensure the City of Irving can quickly contact STR owners when issues occur. STR owners and operators can register properties starting Aug. 1 by visiting CityofIrving.org/STR.

Establishing and maintaining contact with STR operators, who are often not living on the property, is critical. Concerns, such as property maintenance and rental guest activity that violates state laws or city codes, must be addressed and corrected swiftly.

For questions regarding STR licensing, contact Yessemeri Chavez in the Code Enforcement Department at ychavez@cityofirving.org or (972) 721-4944. ■

# Now Accepting Board, Committee and Commission Applications

Residents interested in serving on a board, committee or commission are welcome to apply at CityofIrving.org/City-Secretary and select "Boards and Commissions." Qualified applicants must be an Irving resident and registered voter in the city for at least one year immediately prior to the date of their appointment. Deadline to apply for November board appointments is Friday, Sept. 16. For more information, call (972) 721-2493.

#### Irving boards, committees and commissions:

- Advisory Committee on Disabilities
- Animal Services Advisory Committee
- Arts Board
- Board of Health
- Building and Standards Commission

- Civil Service Commission
- Construction Board of Appeals
- Convention and Visitors Bureau Board
- Green Advisory Board
- Housing and Human Services Board
- Library Board
- Museum Advisory Board
- Parks and Recreation Board
- Planning and Zoning Commission
- Tax Increment Reinvestment Zone Board, No. 1 Youth Council
- Zoning Board of Adjustments and Appeals

For descriptions, qualifications and meeting frequency visit CityofIrving.org/City-Secretary and select "Boards and Commissions." ■

# August at Irving **Arts Center**

# **PERFORMANCES & EVENTS**

Aug. 1-5 | Theatre Camp: Around the World in 80 (or less) Plays

Monday-Friday | 10a.m. to 4 p.m. | Ages: 7-14 | \$225 Students create, write, produce and perform an original production guided by the pros from Chicago's awardwinning Child's Play Touring Theatre.

#### Aug. 4 | JumpstART Stories & Art: Dog Days of Summer

10 a.m. I Free

Beat the heat with stories and art inspired by cool canine friends!

# Aug. 6 | Volunteer Fair

Presented by Irving Arts Center

2 to 4 p.m. I Free

Join a fun and informative afternoon that showcases the many opportunities for volunteers, both at the Irving Arts Center and other local nonprofits.



# Aug. 14 | Second Sunday Funday: Print It

1 to 4 p.m. I Free

Drop in to explore basic printmaking techniques to create designs with images on cloth and paper.

# Aug. 20 | Against All Odds: A Stage Play

7 p.m. | Free

"Against All Odds" is an original stage play, written and directed by Chavonne L. Starr.

For more information about activities, visit IrvingArtsCenter.com.





# Disney's Winnie the Pooh: New Musical Stage Adaptation Comes to Irving Sept. 16-18

The 3-day engagement at the Irving Arts Center will be the first on a national 39-date cross-country tour Sept.16-18, following a tech run at the facility. North Texas families of all ages will be among the very first audiences to enjoy the celebrated show featuring Pooh, Christopher Robin, and their best friends Piglet, Eeyore, Kanga, Roo, Rabbit and Owl (and Tigger too).

"The music, the spectacular life-size puppets, and the charming performances are the perfect way to introduce (or re-introduce) audiences to live theatre, and this is a must-see show for Winnie the Pooh fans of all ages. We are excited to bring the Hundred Acre Wood across America so that audiences of all ages can join us for this heartwarming production," said Director Jonathan Rockefeller.

In the new story from the Hundred Acre Wood, this fresh stage adaptation is told with impressive life-size puppetry, telling exciting new stories featuring characters that have played iconic roles in the lives of children for generations. Accompanying the magical, modern narrative is an original score from Nate Edmondson, which features some of the songs written for the animated feature from The Sherman Brothers, including "Winnie the Pooh," "The Blustery Day," "The Wonderful Thing About Tiggers," "Whoop-De-Dooper Bounce," and A.A. Milne's "The More It Snows."

Tickets are on sale now at IrvingArtsCenter.com and by phone at (972) 252-2787. More information is available at WinniethePoohShow.com. ■

## TRIATHLETES' U.S. OPEN COMING TO IRVING

Irving will welcome professional triathletes and fans from across the globe for the inaugural PTO U.S. Open on Sept. 17 and 18 at Levy Event Plaza, 501 E. Las Colinas Blvd.

The competition, held by the Professional Triathletes Organisation, will include a swim in Lake Carolyn, a flat bike race and a flat run through Las Colinas. All events will begin and end at Levy Event Plaza.

This is PTO's inaugural event in the United States and boasts a prize purse of \$1 million. For more information on the event, visit ProTriathletes. org/Events/pto-tour/us-open. ■



## IRVING ARTS CENTER IN THE GALLERIES

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

#### **CONTINUING EXHIBITIONS** Partituren/Time Stands Still: Photographs by Michael Matthews and Michael Kruscha

Through Aug. 27 | Dupree Lobby Gallery Berlin-based artists Michael Matthews and Michael Kruscha come from different backgrounds, work in different media, and have very different artistic experiences and perspectives. Primarily an abstract painter, Kruscha is also an avid photographer and world traveler. The Canadian composer Matthews creates fully abstract, microcosmic images based on found textures and colors.

Selections from the Irving Arts Center

**Permanent Collection** Through Aug. 27 | Carpenter Lobby Gallery A new exhibition featuring 10 artists, selections include a bronze sculpture entitled "Loaded To Go" by African wildlife artist, Robert Glen (known for his iconic Mustangs of Las Colinas); 14 of J.J. L'Heureux's photographs from her "Faces from the South Ocean" and "Shackleton's Hut" series documenting her Antarctic expeditions; "Zima," a large-scale painted aluminum wall sculpture by Heather Marcus; Día de Muertos-inspired serigraphs by Mexican

artist Antonio Ehrenzweig; mixed media New

Mexico landscapes by Robert N. Batson; and the recently donated painting, Hybrid: Floral Four

# **NEW EXHIBITIONS**

(2011) by Dallas artist, Bob Nunn.

22nd Annual Art Connection Members Show Through Aug. 27 | Main Gallery

A mixed media exhibition of works submitted by Irving Arts Center's Art Connection members will be on display in the Main and Focus Galleries.

# **WRR Radio Centennial Celebration**

Through Aug. 27 | Courtyard Gallery Curated in partnership with Dallas Municipal Archives, this collection highlights the central position of WRR in the Dallas and North Texas community — from its origins in public safety as fire and police dispatch, to its many decades of music programming as an AM station, to its stature today as a premier Classical FM station that can be heard from a 100-mile radius. The display features a collection of historical images

from the past 10 decades, plus rare photos of the many local and international luminaries who have served as advocates for the station.



# Save the Date for Upcoming Events



On Stage at Heritage
Enjoy entertainment for all ages
with this free series on the second
Friday of the month at Heritage
Park at 217 S. Main St. Dine in the

Irving Heritage District or purchase dinner from food trucks. Don't forget to bring blankets and lawn chairs.

Aug. 12 | Comedy Show by Dorie McLemore
 6:30 to 7:30 p.m.
 Stand-up comedian delivering a fun, entertaining,
 clean comedy show for all ages.

Sept. 9 | Car Show - Classic Cars on Display
 6:30 to 8:30 p.m.

Car enthusiasts will enjoy a variety of more than 60 cars with live music and food trucks.



Barley and Bites (Irving's Beer, Wine & Food Festival)

**Sept. 24** | 4 to 9 p.m. Levy Event Plaza 501 E. Las Colinas Blvd.

Grab a bite and take a sip from over 20 local food, beer and wine vendors at the Levy Event Plaza. This inaugural tasting event will feature yard games, mini golf, photo booths and Irving's annual Hot Wing Challenge.

Live music includes performances by Danni & Kris, Jon Christopher Davis and The Powell Brothers.

IrvingEvents.org



# Parks and Recreation Center Activities

## **Cimarron Park Recreation Center**

201 Red River Trail, (972) 910-0702

Aug. 13 | Indian Heritage Celebration
 11 a.m. to 2 p.m. | All ages | Free
 Experience Indian culture with guest speakers,
 performances, food and more.

## Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

- Aug. 6 | Backpack Giveaway
   10 a.m. to 2 p.m. | Grades K-6 | Free
   Join Georgia Farrow and S&F Athletes for a community backpack giveaway.
- Aug. 13 | Baylor Awareness & Wellness Screening
   10 a.m. to 2 p.m. | Ages 18 and older | Free
   Health, wellness and education programs available to
   adults with diabetes and those at risk for prediabetes.

#### **Heritage Senior Center**

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

- Aug. 2, 9, 16 | Living Well Series
   11 a.m. to noon | 50 years and older | Free
   This series provides information, guided practice, tools and tips to improve overall health and wellness.
- Aug. 4 | Classic Thursdays
   2 to 3:30 p.m. | 50 years and older | Free
   The first Thursday of each month, a classic movie will be featured on the big screen; this month is "Grumpy
- Old Men." Light refreshments will be served.
   Aug. 18 | Brunch and Bingo
   10 to 11:30 a.m. | 50 years and older | Free
   Enjoy a morning with brunch, bingo and prizes. Space is limited. Register by Aug. 11.

# Lively Pointe Youth Center

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

- Aug. 4 | Irving Youth Action Council Social 6 to 8 p.m. | Grades 6-12 | Free Seeking motivated young leaders, volunteers and creative planners to be a part of the council. Parents are welcome to attend.
- Aug. 19 | Lively Back to School Fest
   4 to 7 p.m. | Grades 6-12 | Free



A back-to-school event for teens to learn more about the youth programs in Irving. Food, snow cones, giveaways, and much more! Parents are encouraged to attend.

## **Mustang Park Recreation Center**

2223 Kinwest Parkway, (972) 556-1334

Tuesdays | Riaz Art Painting with a Sip
 6:15 to 8:15 p.m. | 18 years and older | \$40 per month
 Learn a variety of painting techniques for watercolor,
 acrylic and oil in this workshop. For more information,

# Northwest Park Recreation Center

contact Riaz Sultana at (469) 463-0875.

2800 Cheyenne St., (972) 721-2529

Aug. 12 | End of Summer Field Day
 10 a.m. to 2 p.m. | Grades K-5 | \$5 per person
 Say goodbye to summer with outdoor games, relays and refreshments. Children 8 years and younger must be accompanied by a parent. Register by Aug. 3.

# Senter Park Recreation Center

901 Senter Road, (972) 721-2641

Aug. 19 | Back to School Family Game Night
 6:30 to 8:30 p.m. | All ages | Free
 Play a variety of family games — from board games,
 cards, dominoes, Twister, toss, Minute to Win It, and
 more. Register by Aug. 17.

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

# Library Craftastic Activities, Summer Camp



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

Aug. 3, 10, 17, 24, 31 | Discover With Me
 10:30 to 11:45 a.m. | South Irving Library | Ages 1-3, parents, caregivers

This Wednesday morning educational series will feature areas for children to experience unstructured play, and caregivers have an opportunity to talk with a children's specialist. Topics for discussion include early literacy, child development, health and nutrition and more.

# Craftastic! | Adults

- Aug. 6 | Ladybug Rock Painting | 2 p.m. | Valley Ranch Library
- Aug. 12 | Crochet Basics | 2 p.m. | West Irving Library
- Aug. 16 | Mandala Dot Painting | 6:30 p.m. | South Irving Library
- Aug. 16 | Writers Salon

7 p.m. | West Irving Library | Adults Writers or readers are all welcome to talk about all things writing.



2:30 p.m. | West Irving Library | Kids Children explore their creativity by building structures with blocks, connection straws and more.

# Aug. 25 | Anime Club

2 p.m. | Valley Ranch Library | Ages 13 and older For teen fans of anime, manga, drawing and more.

# Brainfuse Summer Camp

Students in grades 3-12 are invited to spend summer the smart way by having fun and activating their academic skills with the online Brainfuse Summer Skills Camp. The

Camp offers live tutoring, mini-lessons and activities in math, science and writing. When school starts back in the fall, children will be more prepared to learn new content instead of reviewing what was learned the previous school year.



Brainfuse is a free online educational service that offers year-round assistance. To access this resource through Irving Public Library, visit HelpNow! powered by Brainfuse, select a grade level and get ready to enrich the long days of summer.



For more information, visit CityofIrving.org/Library to see everything that the Irving Public Libraries have to offer.



## REGISTER FOR IRVING'S RECREATION CENTER AFTER SCHOOL PROGRAM

Register now for one of Irving's recreation centers after school programs. Students in elementary school will participate in a variety of activities including homework time, gym games and crafts in a safe, supervised setting. The program is offered on school days between the hours of 3:15 to 6 p.m. at Cimarron, Georgia Farrow, Lee, Mustang, Northwest and Senter Park Recreation Centers.

The cost is \$180 per six weeks. Weekly payment plans are also available. Check the nearest neighborhood recreation center for a list of participating schools or to register in person. Enrollment is limited. Online registration is available at CityofIrving.org/IrvingRec. ■



# LIBRARY OFFERS FREE COLLEGE CARDS

Irving Public Library now offers a free College Card to students at universities, trade schools and other institutions of higher education in Irving. This card allows students to:

- Borrow e-books, e-media and other digital materials through the library's digital downloads services.
- Access research databases and e-learning
- resources.Use computers at the library.
- Ose computers at the libraCheck out study rooms.
- Use the Make It Yourself (MiY) Zones.



While the College Card does not allow students to borrow physical materials from the library, those who are also Irving residents are welcome to get a Full Access Card, which has access to physical materials. For students who live outside of Irving, they have the option to sign up for a Nonresident Card, which has a \$40 annual fee.

To sign up for the College Card, bring a current student photo ID from the institution they attend. If student does not have an ID or if the ID does not include a photo, the student may provide alternative proof of enrollment, such as a letter from the registrar's office or a current

For more information about the College Card and the full list of accepted institutions, visit CityofIrving.org/Library.

## APPLY TO THE IRVING CITIZENS FIRE ACADEMY

Learn all about the Irving Fire Department and explore the life of an Irving firefighter. The Irving Fire Department's Citizens Fire Academy (CFA) allows residents to put on firefighter gear and participate in hands-on demonstrations such as using a fire hose, climbing the 100-foot truck ladder and using the jaws of life to cut up a vehicle.

The department is accepting CFA applications for the fall session, which starts Sept. 13. Once the fall class is full, remaining applicants will be added to the spring class wait-list. Participants must be at least 18 years old and either live or work in the City of Irving. The classes are open to individuals with all abilities, and participation in the physical activities is not mandatory.

The academy session is eight weeks long. Weekly classes are held from 7 to 10 p.m. Tuesdays, with two weekend classes from 9 a.m. to 5 p.m. Saturday.

The department offers the academy twice a year, in the fall and spring. Academy graduates can join the CFA alumni volunteer group to participate in future fire-related community events. CFA is not an accredited fire academy and does not provide any certifications for firefighting or for employment.

Visit IFDSafety.com/CFA to apply and learn more about the academy. For questions, contact the Irving Fire Department's Public Education Division at (972) 721-4839. ■



# BRING HOME AN IRVING SHELTER PET DURING

The Irving Animal Care Campus (IACC) wants to 'clear out the campus' this month during NBC Universal's national adoption event, Clear the Shelters, which returns Aug. 1-31.

During the month of August, interested pet adopters can work with IACC staff and volunteers to find their forever companion at the campus located at 4140 Valley View Lane. Pets 6 months and younger are \$100 to adopt, and animals older than 6 months are \$85. On Aug. 27, pet adoption fees will be waived for all pets at IACC in celebration of Clear the Shelters.

IACC is open from 1 to 6 p.m. Tuesday through Saturday; closed on Sunday and Monday. Adoptions should be processed 30 minutes prior

Clear the Shelters originated in Irving eight years ago as a one-day event. Now, IACC joins hundreds of animal shelters across the U.S. shining a light on pet adoptions and the importance of local shelters.

Residents can follow the local adoption campaign @IrvingAnimalServices on Facebook and Instagram. For more information and details, visit CityofIrving.org/CleartheShelters or call Irving Animal Services at (972) 721-2256.







# Red Doors in the Heart of Heritage

Central Fire Station

Public Input Meeting

Thursday, Aug. 25

6 to 7 p.m.

Heritage Senior Center

200 S. Jefferson St.

The community is invited to

view the proposed designs and

provide input regarding the

new Central Fire Station.

# Irving Fire Department Rebuilding Central Fire Station by 2024



Irving was still in its infancy when the state fire insurance board recommended it would need the assistance of 20 men to serve as its volunteer fire force. A population scant of 400 living just west of Dallas'

reach in the 1920s, Irving was quickly progressing into a thriving town complete with a water system, electric service, school district and a volunteer fire department.

Since its humble beginnings operating one fire engine in a dirt-road town, the Irving Fire Department has flourished. Operating at 12 fire stations across the city's 68 square miles, 378 sworn firefighters serve more than 256,000 residents. Now, the department is looking to honor its historical beginnings with plans to build a new Central Fire Station in place of the former station at 132 E. Second Street.

The \$6.9 million project is still in the initial stages of architectural design and development. However, the city anticipates that the station's red bay doors will once again lift and serve the Irving Heritage District by 2024.

#### Paving the Way

Irving began with a small group of volunteers who served as fire personnel in the event of an emergency. The volunteers used a four-wheeled pull cart with a hand-operated pump and a

20-gallon water tank mounted on top, as well as brooms, buckets, a gunny sack, axes and a small ladder. In the evenings, a local student was paid 50 cents to watch for fires in the cotton yard.

In 1940, the city installed a fire alarm siren on a nearby water tower to alert volunteer firefighters, and it was not until the early 1950s that the city switched to a twoway radio communication system.

As Irving began to flourish in the post-World War II economy, the need arose for an established fire department. Irving operated as an all-volunteer force until 1953, when the city hired its first firefighter and fire marshal. Four additional firefighters were brought on board the following year. By 1958, professional firefighters replaced the volunteer force.

# Serving the Community

Central Fire Station, formerly "Old Central," served as a functioning fire station from 1932 to 1985. The building was also a joint project of the Dallas County Irving Fresh Water Supply District No. 5 and was Irving's first City Hall

The first floor of the building held the water district's office, city jail and a fire truck bay. The second floor housed a courtroom and additional city offices.

In 1939, Irving became the sole owner of the building when the city purchased the water district. In 1952, Irving built three additional fire truck bays, offices, living quarters for the firefighters and a brass fireman's pole.

After the building ceased to operate as a fire station, the space continued to serve as a health clinic, a book depot for the Friends of the Library, and as leased office space for the Irving Fire and Police Museum Foundation.

#### **Restoring its Roots**

With advancements in technology and sophisticated fire equipment, the nearly century-old building no longer serves the needs of a modern-day fire station. With bays that are too small to house emergency vehicles and equipment and concerns about the structural integrity of the facility, the current building cannot be a functional fire station.

With the safety and efficiency of fire personnel and residential needs at the forefront of their decision-making, the Irving City Council approved the demolition of the current structure, as well as the adjacent Community

Building at Jefferson and Second streets.

The new station will house a fire engine and a crew of four firefighters per shift. Due to the size of the lot, the new station, like its predecessor, will be built as a twostory building, with living quarters downstairs, sleeping quarters upstairs, and fire poles installed for quick access to the emergency vehicle below.

Much like the recently constructed Fire Station No. 4, which preserved the history and heritage of the donated Toler family land on which it was built, Central Fire Station will honor its past while serving south Irving's residents, workers and visitors. A dedicated portion of the station will house historic Irving Fire Department

> memorabilia, including carefully preserved bricks and a bay door from the original structure.

Visit Cityoflrving.org/IrvingInvests for more information on the city's

ongoing infrastructure initiative.

# Investing

# Is a Building Permit Needed?

Permits are required to erect, alter, move, enlarge, replace, demolish or repair a structure or building. Residents should verify that contractors have obtained proper permits for any work being done. Permits and inspections are required whether the work is done by a contractor or a homeowner. If permits are not obtained, the safety and economic value of the home, building or infrastructure could be affected. It could also delay selling a home or result in fines being assessed.

Once the permit is issued, the City of Irving Inspections Department will conduct inspections to ensure the work meets city codes and ordinances.

# What Requires a Permit?

Listed below are the most common types of structures or building alterations that require a permit.

- Accessory buildings (sheds, arbors, pergolas, etc.)
- Adding to or altering a garage or carport Additions to a house
- Decks more than 30 inches in height
- Flatwork or paving, including a driveway
- Garage conversions to living space New electrical wiring, plumbing, heating or air
- conditioning, or running new lines or pipes
- Patio covers



- Pools, spas or hot tubs (in-ground and above ground)
- Portable buildings or sheds greater than 6 feet in any dimension, including height
- Remodeling or altering any structure
- Reroofing
- Retaining walls more than 30 inches in height
- Solar panels
- Water heaters

To obtain a permit, bring a floor plan of the alteration, permit application and fee to the Inspections Department, 825 W. Irving Blvd. The best way to find out if a permit is needed is to email the Inspections Department at Irving-Permits@cityofirving.org, visit CityofIrving.org/Inspections or call (972) 721-2371. ■







# PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

August 2022

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

|   |  |                             |             | MULTIFAMI   | LY                |                |                     |          |              |
|---|--|-----------------------------|-------------|-------------|-------------------|----------------|---------------------|----------|--------------|
| # | PROJECT                                | LOCATION                    | DESCRIPTION | SQUARE FEET | APX.<br>VALUATION | PROJECT STATUS | APPLICATION<br>DATE | DISTRICT | VERIFICATION |
| 1 | Amenity Center                         | 7500 E. Valley Ranch        | Amenity Ctr | 2,110 SF    | \$633,000         | Permit Pending | 3/3/2020            | C-FB     | Mar-20       |
| 2 | Reflections At Valley Ranch            | 8829 Rodeo Dr.              | Apts        | unknown     | \$1,400,000       | Permit Pending | 11/2/2020           | Irving   | Nov-20       |
| 3 | Heritage Square Apts Parking<br>Garage | 151-351 W. Irving Blvd.     | Apts        | 248,768 SF  | \$32,000,000      | Permit Issued  | 7/30/2021           | Irving   | May-22       |
| 4 | Savannah Apts                          | 320 O'Connor Ridge<br>Blvd. | Apts        | 49,220 SF   | \$6,000,000       | Permit Issued  | 1/12/2022           | Irving   | Jun-22       |
| 5 | 4-Plex                                 | 818-824 Bluebird Dr.        | Apts        | 5,436 SF    | \$640,000         | Permit Pending | 2/7/2022            | Irving   | Mar-22       |
| 6 | Peregrine Apts                         | 6001 Love Dr.               | Apts        | 652,850 SF  | \$78,000,000      | Permit Issued  | 2/28/2022           | C-FB     | Aug-22       |
| 7 | The Heights @ MacArthur                | 400 S. MacArthur Blvd       | Apts        | 109,769 SF  | \$13,550,000      | Permit Pending | 4/20/2022           | Irving   | May-22       |
| 8 | ARG Mustang Apts Parking Garage        | 601 E. Las Colinas          | Apts        | 591,557 SF  | \$60,000,000      | Permit Issued  | 5/17/2022           | Irving   | Aug-22       |
| 9 | Alta Riverside Apts Parking Garage     | 100 W. I. H. 635            | Apts        | 460,654 SF  | \$52,500,000      | Permit Pending | 5/31/2022           | C-FB     | Jun-22       |

|   |                    |                      |                        | OFFICE            |               |                |             |          |              |
|---|--------------------|----------------------|------------------------|-------------------|---------------|----------------|-------------|----------|--------------|
| # | PROJECT            | LOCATION             | DESCRIPTION            | SQUARE FEET       | APX.          | PROJECT STATUS | APPLICATION | SCHOOL   | VERIFICATION |
|   |                    |                      |                        |                   | VALUATION     |                | DATE        | DISTRICT |              |
| 1 | Verizon            | 401-451 Hidden Ridge | Office, Parking Garage | 2,258,116 SF      | \$272,000,000 | Permit Pending | 1/31/2020   | Irving   | Feb-20       |
| 2 | Ofc Shell building | 610 N Britain        | Office                 | 4,496 SF          | \$314,000     | Permit Pending | 4/26/2021   | Irving   | Jun-21       |
| 3 | Ofc Shell building | 220 Virginia         | Office                 | 4,810 SF          | \$300,000     | Permit Pending | 5/4/2021    | Irving   | Jun-21       |
| 4 | 2 Office Bldgs     | 1307 N. Belt Line Rd | Office                 | 2,400 SF 4,000 SF | \$1,400,000   | Permit Pending | 8/3/2021    | Irving   | Oct-21       |
| 5 | Biolife Plasma     | 4033 W. Airport Fwy. | Med. Office            | 10,610 SF         | \$7,253,541   | Permit Issued  | 2/9/2022    | Irving   | May-22       |

|    |                             |                             | WAI              | REHOUSING/INI | DUSTRIAL          |                 |                     |                    |              |
|----|-----------------------------|-----------------------------|------------------|---------------|-------------------|-----------------|---------------------|--------------------|--------------|
| #  | PROJECT                     | LOCATION                    | DESCRIPTION      | SQUARE FEET   | APX.<br>VALUATION | PROJECT STATUS  | APPLICATION<br>DATE | SCHOOL<br>DISTRICT | VERIFICATION |
| 1  | American Golf Cars          | 851 S. Loop 12              | Warehouse        | 13,830 SF     | \$700,000         | Permit Pending  | 9/24/2020           | Irving             | Oct-20       |
| 2  | Shell Bldg.                 | 4371 Oakview Dr.            | Office/Warehouse | 6,500 SF      | \$750,000         | Permit Pending  | 10/15/2020          | Irving             | Oct-20       |
| 3  | Ofc/warehouse Shell Bldg    | 1717 W Walnut Hill Ln       | Warehouse        | 20,523 SF     | \$1,500,000       | Permit Approved | 4/7/2021            | C-FB               | May-22       |
| 4  | Padrino Foods               | 3210 Conflans               | Manufacturing    | 1,550 SF      | \$225,000         | Permit Pending  | 5/12/2021           | Irving             | Jun-21       |
| 5  | Auto Repair                 | 2717 Altman Dr.             | Auto Repair      | 3,000 SF      | \$300,000         | Permit Issued   | 6/18/2021           | Irving             | Aug-21       |
| 6  | Auto Repair Shop            | 3551 N. Country Club<br>Rd. | Auto Repair      | 1,770 SF      | \$65,000          | Permit Pending  | 6/22/2021           | Irving             | Jul-21       |
| 7  | Addition to warehouse       | 2205 Century Circle         | Warehouse        | 3,080 SF      | \$500,000         | Permit Issued   | 8/17/2021           | Irving             | May-22       |
| 8  | Real Network Services       | 4951 Valley Ridge           | Warehouse        | 45,448 SF     | \$2,500,000       | Permit Pending  | 8/31/2021           | Irving             | Sep-21       |
| 9  | Shell Bldg.                 | 505 N. Wildwood             | Warehouse        | 167,950 SF    | \$9,121,000       | Permit Issued   | 11/9/2021           | Irving             | May-22       |
| 10 | Rush Truck Centers Addition | 525 N. Loop 12              | Warehouse        | 6,230 SF      | \$1,000,000       | Permit Issued   | 11/12/2021          | Irving             | Jun-22       |
| 11 | Shell Bldg.                 | 4501 Regent Blvd.           | Warehouse        | 141,275 SF    | \$9,300,000       | Permit Issued   | 12/13/2021          | Irving             | May-22       |
| 12 | Shell Bldg.                 | 4401 Regent Blvd.           | Warehouse        | 186,900 SF    | \$11,000,000      | Permit Issued   | 12/13/2021          | Irving             | May-22       |

| #  | PROJECT                 | LOCATION               | DESCRIPTION      | SQUARE FEET | APX.         | PROJECT STATUS | APPLICATION | SCHOOL        | VERIFICATION |
|----|-------------------------|------------------------|------------------|-------------|--------------|----------------|-------------|---------------|--------------|
|    |                         |                        |                  |             | VALUATION    |                | DATE        | DISTRICT      |              |
| 13 | Pinpoint Merchandising  | 1451 Greenway Dr.      | Office/Warehouse | 39,702 SF   | \$4,200,000  | Permit Issued  | 12/17/2021  | Irving        | Jun-22       |
| 14 | Shell Bldg.             | 4651 W. John Carpenter | Warehouse        | 155,050 SF  | \$11,200,000 | Permit Issued  | 12/29/2021  | Irving        | Aug-22       |
|    |                         | Fwy.                   |                  |             |              |                |             |               |              |
| 15 | Shell Bldg.             | 4528 W. Royal Ln.      | Warehouse        | 46,261 SF   | \$3,700,000  | Permit Issued  | 12/29/2021  | Irving        | Jul-22       |
| 16 | Shell Bldg.             | 4600 W. Royal Ln.      | Warehouse        | 75,596 SF   | \$5,700,000  | Permit Pending | 12/29/2021  | Irving        | Jan-22       |
| 17 | Shell Bldg.             | 4536 W. Royal Ln.      | Warehouse        | 152,120 SF  | \$10,700,000 | Permit Issued  | 12/29/2021  | Irving        | Jul-22       |
| 18 | McCormick               | 3235 International Pl. | Industrial       | 2,947 SF    | \$7,000,000  | Permit Issued  | 2/14/2022   | Irving        | May-22       |
| 19 | Warehouse Addition      | 5425 FAA Blvd.         | Warehouse        | 163,150 SF  | \$11,676,000 | Permit Issued  | 3/11/2022   | Grand Prairie | Aug-22       |
|    |                         |                        |                  |             |              |                |             |               |              |
| 20 | SafStor                 | 3451 N. Country Club   | Self Storage     | 102,075 SF  | \$8,715,680  | Permit Pending | 3/14/2022   | Irving        | Apr-22       |
| 21 | Regio Flooring Addition | 2215 River Hill        | Warehouse        | 3,310 SF    | \$155,570    | Permit Pending | 3/24/2022   | Irving        | Apr-22       |
| 22 | Shell Bldg              | 2450 Valley View Ln.   | Warehouse        | 120,900 SF  | \$11,071,029 | Permit Issued  | 4/5/2022    | Irving        | Aug-22       |
| 23 | Shell Bldg              | 3244 N. Skyway Circle  | Warehouse        | 84,406 SF   | \$15,000,000 | Permit Pending | 4/19/2022   | Irving        | May-22       |
| 24 | New Car Wash Bay        | 3119 N. S.H. 161       | Industrial       | 5,619 SF    | \$980,000    | Permit Issued  | 4/27/2022   | Irving        | Jul-22       |
| 25 | Shell Bldg.             | 3615 Block Dr.         | Warehouse        | 98,874 SF   | \$6,000,000  | Permit Pending | 5/11/2022   | Irving        | Jun-22       |
| 26 | Rush Trucks Addn        | 515 N. Loop 12         | Warehouse        | 1,500 SF    | \$120,000    | Permit Issued  | 6/14/2022   | Irving        | Aug-22       |
| 27 | Storage King Addn.      | 3450 Willow Creek      | Warehouse        | 22,015 F    | \$1,400,000  | Permit Pending | 6/14/2022   | Irving        | Jul-22       |

|    |                               |                              |                   | RETAIL      |                   |                |                  |                    |              |
|----|-------------------------------|------------------------------|-------------------|-------------|-------------------|----------------|------------------|--------------------|--------------|
| #  | PROJECT                       | LOCATION                     | DESCRIPTION       | SQUARE FEET | APX.<br>VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL<br>DISTRICT | VERIFICATION |
| 1  | Addn to Liquor Store          | 4910 W. Airport Fwy          | Liquor Store      | 850 SF      | \$90,000          | Permit Pending | 3/9/2021         | Irving             | Jun-21       |
| 2  | Addn to Kroger                | 7505 N. MacArthur Blvd       | Retail            | 930 SF      | \$150,000         | Permit Issued  | 3/10/2021        | C-FB               | May-22       |
| 3  | Shell Bldg.                   | 1625 W. Airport Fwy.         | Retail            | 3,602 SF    | \$300,000         | Permit Pending | 10/1/2021        | Irving             | Oct-21       |
| 4  | Shell Bldg.                   | 525 W. Airport Fwy.          | Retail            | 4,772 SF    | \$500,000         | Permit Pending | 11/4/2021        | Irving             | Dec-21       |
| 6  | Shell Bldg.                   | 604 S. Valley Ranch<br>Pkwy. | Retail            | 5,000 SF    | \$500,000         | Permit Issued  | 12/9/2021        | Irving             | Jun-22       |
| 7  | Shell Bldg.                   | 4500 N. MacArthur<br>Blvd.   | Retail            | 14,100 SF   | \$1,500,000       | Permit Pending | 3/7/2022         | C-FB/Irving        | Mar-22       |
| 8  | Shell Bldg.                   | 4510 N. MacArthur<br>Blvd.   | Retail            | 5,922 SF    | \$625,000         | Permit Pending | 2/8/2022         | C-FB/Irving        | Mar-22       |
| 9  | Shell Bldg.                   | 4520 N. MacArthur<br>Blvd.   | Retail            | 5,922 SF    | \$625,000         | Permit Pending | 2/8/2022         | C-FB/Irving        | Mar-22       |
| 10 | Shell Bldg.                   | 4530 N. MacArthur<br>Blvd.   | Retail            | 5,922 SF    | \$625,000         | Permit Pending | 2/8/2022         | C-FB/Irving        | Mar-22       |
| 11 | Shell Bldg.                   | 4540 N. MacArthur            | Retail            | 5,922 SF    | \$625,000         | Permit Pending | 2/8/2022         | C-FB/Irving        | Mar-22       |
| 12 | Lifetime Fitness              | N. S.H. 161                  | Gym               | 105,813 SF  | \$35,000,000      | Permit Pending | 3/30/2022        | C-FB/Irving        | Apr-22       |
|    | Green Acres Addn.             | 2800 Ranch Trail             | Botanical Nursery | 20,888 SF   | \$3,800,000       | Permit Issued  | 4/4/2022         | Coppell            | Jul-22       |
|    | Shell Bldg.                   | 2800 Glenwick                | Retail            | 3,600 SF    | \$250,000         | Permit Pending | 5/6/2022         | Coppell            | Jun-22       |
| 15 | Green Acres Addn. Greenhouses | 2800 Ranch Trail             | Botanical Nursery | 16,336 SF   | \$2,500,000       | Permit Issued  | 5/24/2022        | Coppell            | Jul-22       |

|   |                      |                      |             | HOTEL       |              |                 |             |          |             |
|---|----------------------|----------------------|-------------|-------------|--------------|-----------------|-------------|----------|-------------|
| # | PROJECT              | LOCATION             | DESCRIPTION | SQUARE FEET | APX.         | PROJECT STATUS  | APPLICATION | DISTRICT | VERIFICATON |
| 1 | Hampton Inn & Suites | 4600 Plaza           | Hotel       | 121,770 SF  | \$2,000,000  | Permit Approved | 11/8/2019   | Coppell  | Jul-21      |
| 2 | Radisson Hotel       | 8230 Esters Blvd     | Hotel       | 109,112 SF  | \$5,500,000  | Permit Pending  | 6/10/2020   | Coppell  | Jul-20      |
| 3 | TRU Hotel            | 2100 Valley View     | Hotel       | 53,490 SF   | \$6,400,000  | Permit Pending  | 9/29/2020   | Irving   | Oct-20      |
| 4 | Indigo Hotel         | 455 E John Carpenter | Hotel       | 97,385 SF   | \$18,000,000 | Permit Issued   | 5/17/2021   | Irving   | Jun-22      |
| 5 | Hampton Inn & Suites | 701 W. Airport Fwy.  | Hotel       | 61,840 SF   | \$6,600,000  | Permit Issued   | 6/22/2021   | Irving   | May-22      |
| 6 | Staybridge Suites    | 2350 Valley View     | Hotel       | 97,654 SF   | \$6,500,000  | Permit Pending  | 4/29/2022   | Irving   | May-22      |

|   | RESTAURANT |                      |             |             |             |                |             |          |              |  |  |
|---|------------|----------------------|-------------|-------------|-------------|----------------|-------------|----------|--------------|--|--|
| # | PROJECT    | LOCATION             | DESCRIPTION | SQUARE FEET | APX.        | PROJECT STATUS | APPLICATION |          | VERIFICATION |  |  |
|   |            |                      |             |             | VALUATION   |                | DATE        | DISTRICT |              |  |  |
| 1 | Shell Bldg | 2203 W. Irving Blvd. | Restaurant  | 10,922 SF   | \$1,500,000 | Permit Pending | 10/25/2021  | Irving   | Apr-22       |  |  |

|   | INSTITUTIONAL                 |                       |             |             |             |                |            |          |              |  |  |  |
|---|-------------------------------|-----------------------|-------------|-------------|-------------|----------------|------------|----------|--------------|--|--|--|
| # | PROJECT                       | LOCATION              | DESCRIPTION | SQUARE FEET | APX.        | PROJECT STATUS | ALLECATION | SCHOOL   | VERIFICATION |  |  |  |
|   |                               |                       |             |             | VALUATION   |                | DATE       | DISTRICT |              |  |  |  |
| 1 | Shirdi Sai Center of Texas    | 3600 Carbon Road      | Church      | 27,999 SF   | \$1,539,945 | Permit Issued  | 3/1/2021   | Irving   | May-22       |  |  |  |
| 2 | Holy Family Trinity           | 2323 Cheyene          | School Addn | 5,000 SF    | \$2,400,000 | Permit Issued  | 5/28/2021  | Irving   | Jul-21       |  |  |  |
| 3 | Addition to Bear Creek Church | 2700 Finley           | Church      | 7,828 SF    | \$850,000   | Permit Issued  | 8/31/2021  | Irving   | Jun-22       |  |  |  |
| 4 | Barkaat UI Quran              | 2380 W. Northgate Dr. | Church      | 13,488 SF   | \$1,300,000 | Permit Pending | 9/28/2021  | Irving   | Oct-21       |  |  |  |
| 5 | Ebenezer Full Gospel Assembly | 1927 Rosebud Dr.      | Church      | 8,454 SF    | \$1,000,000 | Permit Pending | 12/22/2021 | Irving   | Jan-22       |  |  |  |

|   | INSTITUTIONAL               |                     |             |             |           |                |             |          |              |  |  |
|---|-----------------------------|---------------------|-------------|-------------|-----------|----------------|-------------|----------|--------------|--|--|
| # | PROJECT                     | LOCATION            | DESCRIPTION | SQUARE FEET | APX.      | PROJECT STATUS | ATTLICATION | SCHOOL   | VERIFICATION |  |  |
|   |                             |                     |             |             | VALUATION |                | DATE        | DISTRICT |              |  |  |
| 6 | Iglesia Evangelica          | 1306 N. Union Bower | Church      | 3,480 SF    | \$180,000 | Permit Pending | 2/9/2022    | Irving   | Mar-22       |  |  |
|   |                             | Rd.                 |             |             |           |                |             |          |              |  |  |
| 7 | Lien Hoa Buddhist Monastery | 2020 Rose St.       | Church      | 900 SF      | \$250,000 | Permit Issued  | 2/11/2022   | Irving   | May-22       |  |  |

|   | NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS |                       |             |               |             |            |             |                 |       |
|---|---------------------------------------|-----------------------|-------------|---------------|-------------|------------|-------------|-----------------|-------|
| # | DATE                                  | TOTAL UNITS<br>ISSUED | TOTAL VALUE | SINGLE FAMILY | VALUE       | TOWNHOUSES | VALUE       | MOBILE<br>HOMES | VALUE |
|   | Jul-22                                | 13                    | \$4,827,532 | 7             | \$3,066,707 | 6          | \$1,760,825 | 0               | \$0   |
|   |                                       |                       |             |               |             |            | •           |                 | LL    |

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

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, AUGUST 22, 2022

# BUREAU MANAGEMENT AND STAFF REPORTS





# **ICVB Memorandum**

Date: August 10, 2022

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

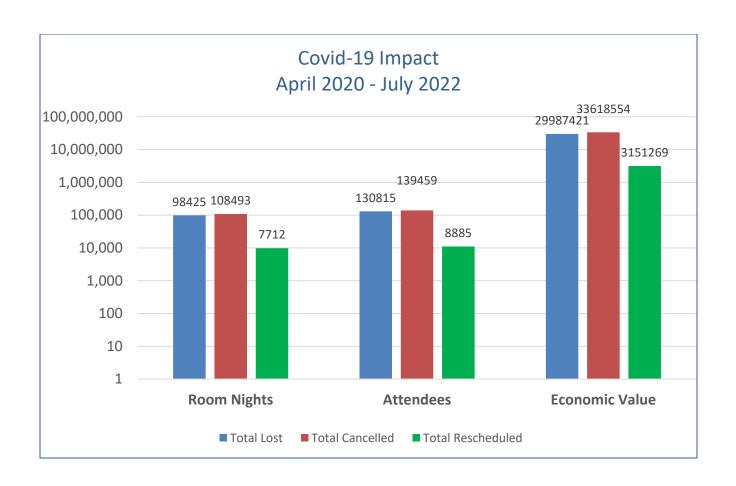
RE: Sales & Services Department Board Report for July 2022

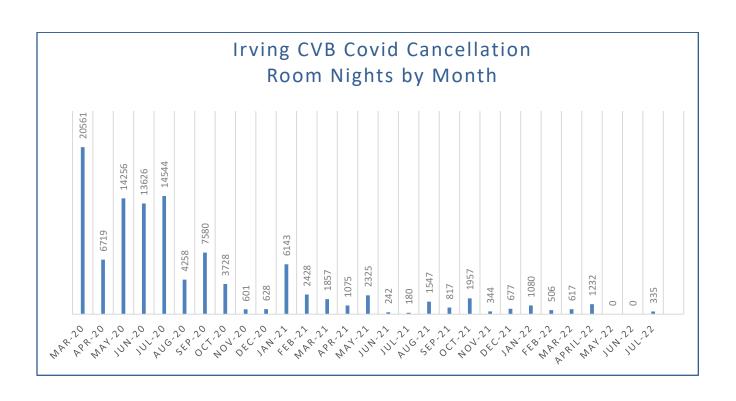
## **Convention Sales Activities**

| Leads Generated                | July | YTD  |
|--------------------------------|------|------|
| Irving CVB – Hotel Leads       | 104  | 1015 |
| Irving Convention Center Leads | 33   | 379  |

## July

| Room<br>Nights<br>Generated | Monthly<br>Goal | July<br>2022<br>Actuals | July<br>2021<br>Actuals | FY 2021-22<br>Annual<br>Goal | FY 2021-22<br>YTD<br>Actuals | FY 2020-21<br>YTD<br>Actuals | July<br>Convention<br>Center | Convention<br>Center YTD |
|-----------------------------|-----------------|-------------------------|-------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------|
| Definite<br>Room<br>Nights  | 7842            | 11249                   | 7187                    | 84021                        | 82603                        | 69246                        | 5498                         | 26424                    |
| Lost<br>Room<br>Nights      |                 | 24887                   | 20553                   |                              | 340840                       | 214105                       | 7513                         | 181767                   |





# Customer Services Activity July 2022

| Groups Served |     |  |  |  |  |
|---------------|-----|--|--|--|--|
| July          | 11  |  |  |  |  |
| YTD           | 110 |  |  |  |  |

#### **Proclamations/Welcomes/Flags:**

- Welcome/Proclamation/Flag(s) 100th Bomb Group Foundation, November 29, 2021 Councilman Zapanta
- Welcome/Proclamation Black Girls Golf Summit, November 4, 2021 Mayor Stopfer
- Welcome/Proclamation Weekend of Honor, November 13, 2021 Councilman Taylor
- Mayor/Official Welcome/Proclamation/Flag Texas Association of Student Councils, April 11, 2022 - Mayor Stopfer
- Mayor Welcome/Ribbon Cutting DFW Minority Supplier, May 3, 2022 Mayor Stopfer
- Welcome/Proclamation/Flag(s) 173<sup>rd</sup> Airborne Brigade, May 2022, TBD
- Mayor/Elected Official Welcome SE Colorectal Cancer, June 17, Mayor Pro Tem Kyle Taylor

#### Pending

 Mayor/Elected Official Welcome – Texas Society of Association Excecutives, September 12, 2022, Mayor Stopfer - Tentative

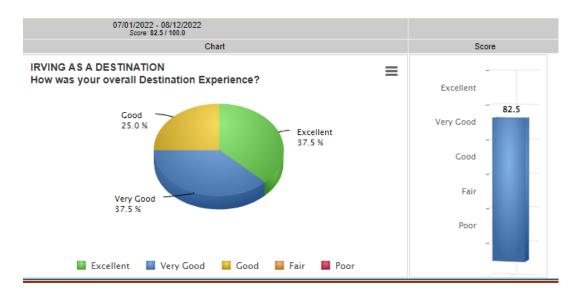
## **July Servicing & Inventory:**

| Service Type                 | 11 Groups<br>Served | Total Inventory Utilized               |
|------------------------------|---------------------|--|
| Proclamations/Flags/Welcomes | 0                   | Mayoral/Council Appearance/Letter/Flag |
| Name Badge/Lanyard Services  | 8                   | 2080 Badges/ 3002 Lanyards             |
| Pens                         | 7                   | 3100                                   |
| Bags                         | 4                   | 1450                                   |
| Promotional Materials        | 11                  | 1850 Restaurant/2250 TMF maps          |
| Staffing Services            | 6                   | 61 hours total                         |

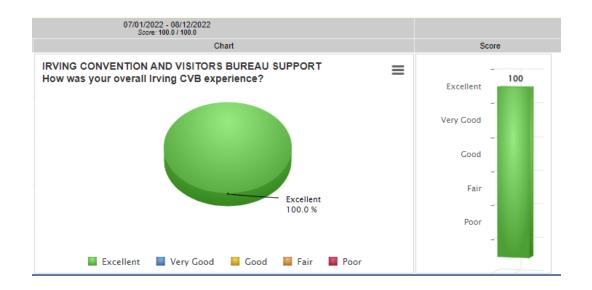
**Event Location:** Hotels: 5 Irving Convention Center: 5 Other: 1

## July Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



# Definite Bookings August 2022 – December 2022

| Customer                                   | Meeting   | Arrival   | Departure | Attendees | Requested<br>Rooms |
|--|---|-----------|-----------|-----------|--------------------|
| Alovea                                     | Impact 2022 Mid-Year<br>Meeting                               | 8/3/2022  | 8/7/2022  | 1000      | 421                |
| Chicago White Sox                          | Chicago White Sox vs<br>Texas Rangers 2022                    | 8/3/2022  | 8/7/2022  | 67        | 268                |
| Plastics Pipe Institute                    | Strategic Planning<br>Session 2022                            | 8/3/2022  | 8/4/2022  | 25        | 25                 |
| Tech Conferences                           | Share Point Fest  | 8/7/2022  | 8/12/2022 | 400       | 420                |
| Insurance Designers of America             | IDA-KOP 2022  | 8/7/2022  | 8/10/2022 | 70        | 160                |
| Insurance Designers of America             | IDA-KOP 2022  | 8/7/2022  | 8/10/2022 | 70        | 160                |
| McKesson<br>Corporation                    | FY23 Ignite Cohort 1 & 2 Meeting Series-<br>August 2022       | 8/7/2022  | 8/11/2022 | 18        | 56                 |
| Herzog                                     | Herzog August 2022  | 8/8/2022  | 8/11/2022 | 115       | 400                |
| Amcor                                      | Amcor Offsite DFW<br>ROOMS ONLY- Aug                          | 8/8/2022  | 8/11/2022 | 25        | 100                |
| Snap On,<br>Incorporated                   | Snap On 2022 Franchise Conference Overflow from Grapevine     | 8/9/2022  | 8/15/2022 | 1800      | 370                |
| Seattle Mariners<br>Baseball Club          | Seattle Mariners vs<br>Texas Rangers                          | 8/10/2022 | 8/14/2022 | 60        | 240                |
| International Association for Orthodontics | Professional Advancement and Instructor Seminar - 2nd Session | 8/11/2022 | 8/13/2022 | 15        | 21                 |
| North Texas Sewing and Quilt Expo          | North Texas Sewing and Quilt Expo                             | 8/12/2022 | 8/21/2022 | 4000      | 1581               |
| Boston Scientific                          | Vertiflex Fellows 201   | 8/12/2022 | 8/14/2022 | 32        | 32                 |
| Oakland Athletics                          | Oakland A's vs Texas<br>Rangers                               | 8/14/2022 | 8/18/2022 | 90        | 268                |
| Vizient, Inc.                              | Vizient, Inc. 2022<br>August Meeting                          | 8/16/2022 | 8/17/2022 | 24        | 36                 |
| McKesson<br>Corporation                    | ID#15318 Oncology<br>Leadership Roundtable<br>(LRT) Meeting   | 8/16/2022 | 8/16/2022 | 45        | 55                 |
| Caterpillar                                | Energy &<br>Transportation                                    | 8/19/2022 | 8/26/2022 | 45        | 188                |
| Texas Society of CPA's                     | TXCPA Summit 2020<br>Conference                               | 8/21/2022 | 8/23/2022 | 350       | 60                 |

| Customer                          | Meeting  | Arrival         | Departure     | Attendees | Requested<br>Rooms |
|-----------------------------------|--|-----------------|---------------|-----------|--------------------|
| American College of               | ACEP EM Group  |                 |               |           |                    |
| Emergency<br>Physicians           | Academy - August 2022  | 8/22/2022       | 8/24/2022     | 60        | 123                |
| United States                     | The second of th | -,,             | -77           |           |                    |
| Department of                     | Department of  |                 |               |           |                    |
| Veterans Affairs                  | Veterans Affairs   | 8/22/2022       | 8/26/2022     | 100       | 270                |
| Auto Body                         | 2022 Texas Auto Body   |                 |               |           |                    |
| Association of Texas              | Trade Show   | 8/24/2022       | 8/27/2022     | 750       | 200                |
|                                   | 2022 TEXSOM<br>Conference - Staff  |                 |               |           |                    |
| TexSom                            | Block (Rooming List)   | 8/24/2022       | 9/1/2022      | 500       | 354                |
| T CACCIII                         | 2022 TEXSOM  | 37 = 17 = 0 = = | 0, -, -0      |           |                    |
|                                   | Conference - Vendor  |                 |               |           |                    |
|                                   | Block (Individual Call-  |                 |               |           |                    |
| TexSom                            | In/Online Reservations)  | 8/25/2022       | 8/31/2022     | 500       | 352                |
| Cocaine Anonymous World Services  | Cocaine Anonymous World Services   |                 |               |           |                    |
| Office, Inc.                      | Conference 2022  | 8/26/2022       | 9/4/2022      | 200       | 420                |
| Houston Astros                    | Houston Astros vs  | 0,20,2022       | 37 172022     | 200       | 120                |
| Baseball Club                     | Texas Rangers  | 8/29/2022       | 8/31/2022     | 70        | 160                |
|                                   | Vizient, Inc. 2022 SMD   |                 |               |           |                    |
|                                   | VP Regional Leaders  |                 |               |           |                    |
| Vizient, Inc.                     | Meeting  | 8/30/2022       | 8/30/2022     | 21        | 21                 |
| Dallas Chess Club                 | Dallas Chess Club  | 9/1/2022        | 9/6/2022      | 75        | 135                |
|                                   | Toronto Blue Jays vs   |                 |               |           |                    |
| Toronto Blue Jays                 | Texas Rangers  | 9/7/2022        | 9/11/2022     | 70        | 280                |
| Fotona Lasers                     | Company Symposium  | 9/8/2022        | 9/11/2022     | 300       | 450                |
| Texas Society of Association      | TSAE 2022 New Ideas  |                 |               |           |                    |
| Executives                        | Annual Conference  | 9/9/2022        | 9/13/2022     | 450       | 980                |
| Caterpillar                       | Resources Industries   | 9/9/2022        | 9/16/2022     | 45        | 188                |
|                                   | Lion Street Indaba   |                 | •             |           |                    |
| Lion Street                       | 2022   | 9/10/2022       | 9/14/2022     | 285       | 675                |
|                                   | Oakland A's vs Texas   | 0 /4 0 /0 000   | 0 /4 4 /0 000 |           | 400                |
| Oakland Athletics                 | Rangers  | 9/10/2022       | 9/14/2022     | 90        | 180                |
|                                   | Microsoft FY23 Aspire  |                 |               |           |                    |
| Microsoft                         | Onboarding (NA) GWNLWQPWQXW  | 0/10/2022       | 9/16/2022     | 95        | 303                |
| Corporation  National Council for | GWINLWQPWQXW   | 9/10/2022       | 3/10/2022     | 95        | 303                |
| State Authorization               |  |                 |               |           |                    |
| Reciprocity                       |  |                 |               |           |                    |
| Agreements                        | NCSARA State Meeting   | 9/11/2022       | 9/14/2022     | 115       | 256                |
| Black Box                         | 2022 Global Best   |                 |               |           |                    |
| Intelligence                      | Practices Conference   | 9/13/2022       | 9/17/2022     | 275       | 355                |

| Customer  | Meeting  | Arrival   | Departure | Attendees | Requested<br>Rooms |
|---|--|-----------|-----------|-----------|--------------------|
|   | 2022 TPMA Southwest                                    |           |           |           |                    |
| Texas Podiatric  Medical Association                          | Foot and Ankle Conference                              | 9/14/2022 | 9/17/2022 | 400       | 291                |
| FenCon  | 2022 FenCon  | 9/14/2022 | 9/17/2022 | 400       | 400                |
| Motivated Mom's   | Motivated Mom's  | 9/15/2022 | 9/16/2022 | 400       | 400                |
| Retreat   | Reunion  | 9/15/2022 | 9/18/2022 | 200       | 160                |
|   | Strategic Franchising                                  |           |           |           |                    |
| Strategic Franchising   | 2022   | 9/17/2022 | 9/22/2022 | 375       | 710                |
| DFW Fiber Fest  | DFW Fiber Fest   | 9/18/2022 | 9/25/2022 | 3000      | 1120               |
| Diamond Tours   | Diamond Tours  | 9/18/2022 | 9/23/2022 | 50        | 54                 |
| McKesson  | ID#14840 - FY23 CSBD                                   |           |           |           |                    |
| Corporation   | Annual Forum   | 9/19/2022 | 9/20/2022 | 65        | 60                 |
| American College of Osteopathic Obstetricians & Gynecologists | ACOOG - 2022 Fall<br>Conference                        | 9/21/2022 | 9/24/2022 | 425       | 685                |
| The Southwestern  | The Southwestern                                       |           |           |           |                    |
| Invitational  | Invitational 2022                                      | 9/22/2022 | 9/25/2022 | 400       | 298                |
| Collegiate Sports   |  |           |           |           |                    |
| Travel  | University of Arkansas                                 | 9/22/2022 | 9/23/2022 | 130       | 145                |
| Parker University   | 2022 Seminar   | 9/26/2022 | 10/1/2022 | 60        | 170                |
| The SperaVita   | The Samaritan Summit                                   | 0/26/2022 | 0/20/2022 | 200       | 210                |
| Institute   | 2022   | 9/26/2022 | 9/28/2022 | 200       | 210                |
| Raising Cane's  | DFW RIMS-2022 Fall                                     | 0/27/2022 | 0/20/2022 | 400       | 15                 |
| Chicken Fingers East African                                  | Conference East African Chamber                        | 9/27/2022 | 9/29/2022 | 400       | 15                 |
| Chamber of  | of Commerce 2022                                       |           |           |           |                    |
| Commerce  | Meeting  | 9/28/2022 | 10/2/2022 | 200       | 140                |
| Second Amendment<br>Foundation                                | GRPC Second<br>Amendment<br>Foundation Fall<br>Meeting | 9/28/2022 | 10/2/2022 | 125       | 365                |
| Pam Lauritzen &   | II C Dat Dra Classia                                   | 0/20/2022 | 10/4/2022 | 200       | 200                |
| Company  University of Dallas                                 | U.S. Pet Pro Classic                                   | 9/29/2022 | 10/4/2022 | 300       | 300                |
| University of Dallas  | University of Dallas Washington                        | 9/29/2022 | 10/2/2022 | 250       | 120                |
| Washington  | Commanders vs Dallas                                   |           |           |           |                    |
| Commanders  | Cowboys  | 10/1/2022 | 10/2/2022 | 160       | 160                |
| Texas Association of<br>Life and Health                       | ·  |           |           |           |                    |
| Insurers  | 2022 TALHI Round Up                                    | 10/2/2022 | 10/4/2022 | 90        | 120                |
| McKesson<br>Corporation                                       | FY23 Ignite Cohort<br>1 & 2 Meeting Series             | 10/3/2022 | 10/6/2022 | 18        | 68                 |
| McKesson<br>Corporation                                       | FY23 Ignite Cohort #2<br>Kick Off Meeting              | 10/3/2022 | 10/6/2022 | 14        | 68                 |

| Customer                            | Meeting                                       | Arrival    | Departure  | Attendees | Requested<br>Rooms |
|-------------------------------------|---|------------|------------|-----------|--------------------|
| McKesson                            | ID#15220 Sr HR Leader                         |            |            |           |                    |
| Corporation                         | Meeting - Las Colinas                         | 10/3/2022  | 10/4/2022  | 75        | 35                 |
| Lawa Chan Laathan                   | International                                 |            |            |           |                    |
| Lone Star Leather<br>Crafters Guild | Federation of Leather<br>Guilds Show          | 10/4/2022  | 10/8/2022  | 150       | 250                |
|                                     |   | 10/4/2022  | 10/8/2022  | 130       | 230                |
| Tribute to Valor Foundation         | Tribute to Valor Foundation Gala              | 10/5/2022  | 10/9/2022  | 350       | 145                |
|                                     |   | 10/3/2022  | 10/3/2022  | 330       | 143                |
| McKesson Corporation                | ID#15300 Macro Helix<br>Fall 2022 CAB Meeting | 10/5/2022  | 10/6/2022  | 20        | 40                 |
|                                     |   | 10/3/2022  | 10/0/2022  | 20        | 40                 |
| Southwest Collectors Association    | 2022 Annual Regional Conference               | 10/8/2022  | 10/12/2022 | 120       | 135                |
| Independent                         | Comerence                                     | 10/8/2022  | 10/12/2022 | 120       | 133                |
| Bankers Association                 | IBAT 2022 Bank                                |            |            |           |                    |
| of Texas                            | Operations Institute                          | 10/8/2022  | 10/13/2022 | 70        | 255                |
| Insurance Designers                 | IDA Annual Fall                               |            |            |           |                    |
| of America                          | Conference-2022                               | 10/9/2022  | 10/14/2022 | 212       | 212                |
|                                     | ID#15221 - National                           |            |            |           |                    |
| McKesson                            | ASC Sales Conference                          |            |            |           |                    |
| Corporation                         | (NASC)  | 10/9/2022  | 10/12/2022 | 130       | 540                |
|                                     | Texas Grain & Feed                            |            |            |           |                    |
| Texas Grain & Feed                  | Association - 2022 Out                        | 10/10/2022 | 10/12/2022 | 100       | 165                |
| Association                         | of Focus Conference                           | 10/10/2022 | 10/12/2022 | 100       | 103                |
| Dolta Coldon Wings                  | Delta Golden Wings -<br>2022 Annual Reunion   | 10/12/2022 | 10/16/2022 | 50        | 100                |
| Delta Golden Wings Catholic Bar     | Catholic Bar                                  | 10/12/2022 | 10/16/2022 | 30        | 100                |
| Association                         | Association                                   | 10/12/2022 | 10/16/2022 | 125       | 156                |
|                                     | Professional                                  |            |            |           |                    |
| International                       | Advancement and                               |            |            |           |                    |
| Association for                     | Instructor Seminar -                          |            |            |           |                    |
| Orthodontics                        | 3rd Session                                   | 10/13/2022 | 10/15/2022 | 15        | 21                 |
| Assemblies of                       |   | 40/44/2022 | 40/46/2022 |           | 00                 |
| God/Marriage                        | Marriage Encounters National Executive        | 10/14/2022 | 10/16/2022 | 80        | 80                 |
| Boy Scouts of                       | Board & Committees                            |            |            |           |                    |
| America                             | Meeting 10/2022                               | 10/16/2022 | 10/18/2022 | 75        | 153                |
|                                     | COPAS - Council of                            |            |            |           |                    |
| Council of Petroleum                | Petroleum Accountants                         |            |            |           |                    |
| Accountants                         | Societies - 2022 Fall                         |            |            |           |                    |
| Societies                           | National Meeting                              | 10/16/2022 | 10/22/2022 | 250       | 450                |
|                                     | ConnexFM - 2022 Mid-                          |            |            |           |                    |
| ConnexFM                            | Year Meeting                                  | 10/16/2022 | 10/19/2022 | 200       | 550                |
| Caterpillar                         | October Meeting                               | 10/17/2022 | 10/21/2022 | 120       | 120                |
| McKesson                            | Board Planning                                |            |            |           |                    |
| Corporation                         | Meeting October 2022                          | 10/22/2022 | 10/27/2022 | 20        | 119                |
| Brotherhood of Men                  | Brotherhood of Men                            | 10/25/2022 | 10/30/2022 | 400       | 170                |

| Customer                                       | Meeting   | Arrival    | Departure  | Attendees | Requested<br>Rooms |
|--|---|------------|------------|-----------|--------------------|
| Career Colleges and Schools of Texas           | Career Colleges and Schools of Texas                      | 10/25/2022 | 10/26/2022 | 350       | 90                 |
| Texas Physical Therapy Association             | TPTA 2022 Annual<br>Conference                            | 10/26/2022 | 10/29/2022 | 650       | 341                |
| Sidewalk Advocates for Life                    | Sidewalk Advocates for Life Oct2020                       | 10/28/2022 | 10/29/2022 | 200       | 200                |
| McKesson<br>Corporation                        | ID#14862 McKesson<br>Technology - 2022<br>Awards Ceremony | 10/30/2022 | 11/3/2022  | 1500      | 114                |
| State Bar of Texas                             | 29th Annual Texas<br>Minority Counsel<br>Program          | 11/1/2022  | 11/4/2022  | 150       | 305                |
| FamilyLife                                     | Weekend to<br>Remember                                    | 11/2/2022  | 11/7/2022  | 500       | 570                |
| Texas Association of Vocational Nurse Educator | Texas Association of<br>Vocational Nurse<br>Educator      | 11/2/2022  | 11/4/2022  | 300       | 475                |
| Collegiate Sports<br>Travel                    | US Airforce Academy<br>vs Army Football Game<br>2022      | 11/3/2022  | 11/4/2022  | 150       | 286                |
| Dallas Dance Festival                          | Dallas Dance Festival<br>2022                             | 11/3/2022  | 11/6/2022  | 200       | 479                |
| Siemens Corporation                            | 40321 - Siplus 2022<br>2022 TTLA Annual                   | 11/6/2022  | 11/10/2022 | 160       | 455                |
| Texas Trial Lawyers Association                | Meeting and CLE<br>Seminar                                | 11/8/2022  | 11/11/2022 | 290       | 219                |
| RBC Capital Markets                            | RBC Capital Markets -<br>Senior Leadership 2021           | 11/13/2022 | 11/21/2022 | 300       | 1122               |
| McKesson<br>Corporation                        | ID#14889 2022<br>November APP<br>Onboarding Course        | 11/13/2022 | 11/18/2022 | 50        | 240                |
| PAMM Expo, LLC                                 | Model & Talent EXPO<br>Nov2022                            | 11/15/2022 | 11/19/2022 | 400       | 1200               |
| American Legal and Financial Network           | November 2022 ALFN Intersect Servicing + Bankruptcy       | 11/15/2022 | 11/17/2022 | 100       | 86                 |
| USA Judo                                       | 2022 USA Judo<br>President's Cup                          | 11/16/2022 | 11/20/2022 | 500       | 280                |
| Diamond Tours The Pre-Trib                     | Diamond Tours   | 11/27/2022 | 12/2/2022  | 50        | 54                 |
| Research Center<br>Calvary University          | The Pre-Trib Research<br>Center                           | 12/4/2022  | 12/7/2022  | 300       | 350                |
| McKesson<br>Corporation                        | FY23 Ignite Cohort<br>1 & 2 Meeting Series                | 12/4/2022  | 12/8/2022  | 18        | 68                 |

| Customer                      | Meeting   | Arrival   | Departure  | Attendees | Requested<br>Rooms |
|-------------------------------|---|-----------|------------|-----------|--------------------|
| International Association for | Professional<br>Advancement and<br>Instructor Seminar - |           |            |           |                    |
| Orthodontics                  | 4th Session   | 12/8/2022 | 12/10/2022 | 15        | 21                 |

<sup>\*\*</sup>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**: August 15, 2022

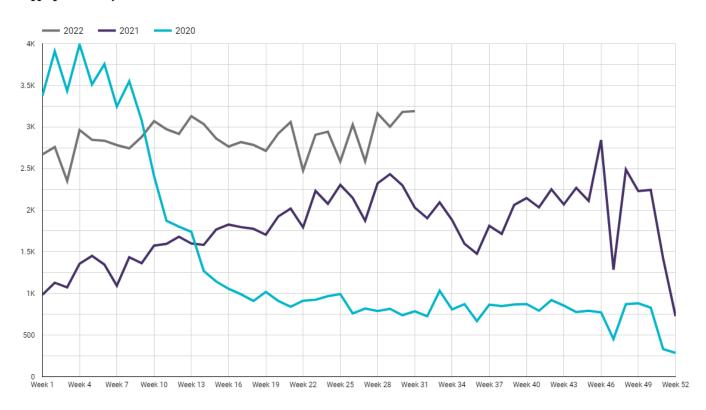
Re: August 2022 Board Report

## **Meeting-Sales Leads & Inquiries**

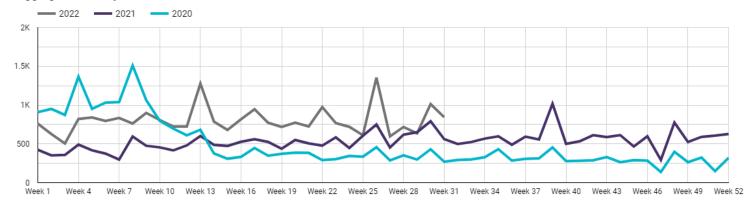
There were 171 total prospects in July, which includes 38 RFP form submissions, ten phone calls, 35 contact form submissions, 30 email requests, and 58 Cvent submissions.

The aggregated weekly lead volume of over 200 U.S. DMOs, shows the weekly lead volume in 2022 is higher than the same period in 2020 and 2021 but remains below pre-pandemic levels.

#### Aggregated Weekly Lead Volume of 200+ DMOs



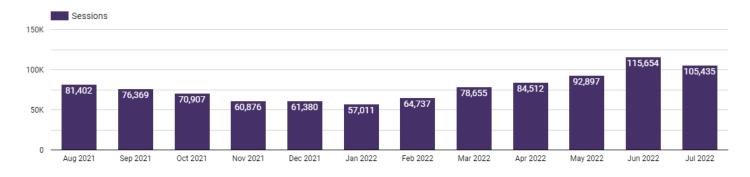
#### Aggregated Weekly Definite Volume of 200+ DMOs



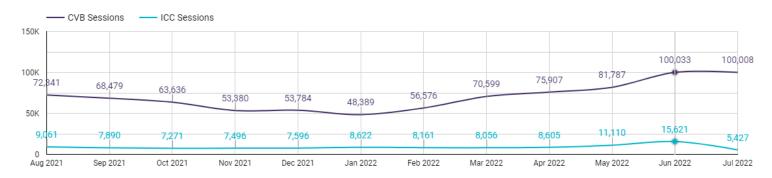
#### **Website Traffic**

July website traffic was the second highest to date, with 105,435 sessions to both websites. July was the second time traffic exceeded 100,000 in a single month, and the second time the Visit Irving website exceeded 100,000 sessions. The Visit Irving website had 100,008 sessions, and the Irving Convention Center website had 5,427 sessions.

#### Website Traffic - Total Sessions



#### Website Traffic - Sessions by Market



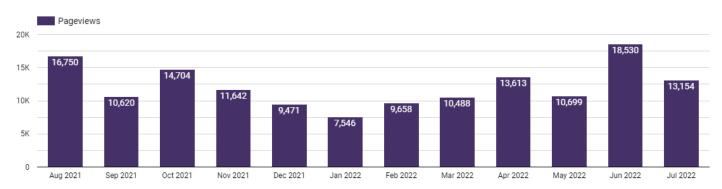
#### Aggregated YOY Overall DMO Website Traffic



# **Blog Traffic**

Blog traffic dropped in July but performed well with 13,154 pageviews. The top posts were "Get 4<sup>th</sup> of July Ready in Irving," with 1,528 pageviews, "Five Ice Cream Treats You Need to be Stuffing Your Face with in Irving Now," with 1,118 pageviews, "Sun-n-Sup in the LC this Summer," with 1,060 pageviews, and "Foodie Favorites from an Irving Local – Part 1," with 1,057 pageviews.

#### **Blog Pageviews**



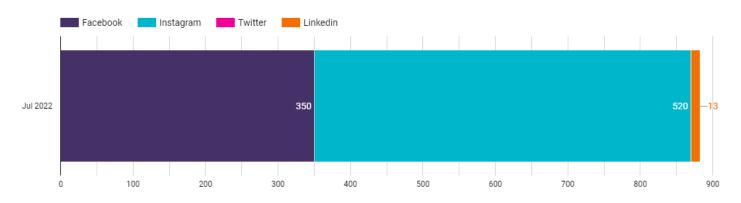
#### **Blog Traffic Performance**

|    | Page   | Pageviews ▼ | Unique Pageviews | Avg. Time on Page | Bounce Rate |
|----|--|-------------|------------------|-------------------|-------------|
| 1. | /blog/list/post/get-4th-of-july-ready-in-irving/   | 1,528       | 1,298            | 00:08:48          | 12.2%       |
| 2. | /blog/list/post/5-ice-cream-treats-you-need-to-be-stuffing-your-face-with-in-irving-now/ | 1,118       | 1,025            | 00:08:13          | 10.9%       |
| 3. | /blog/list/post/sun-n-sup-in-the-Ic-this-summer/   | 1,060       | 977              | 00:12:44          | 17.19%      |
| 4. | /blog/list/post/foodie-favorites-from-an-irving-local-part-1/                            | 1,057       | 946              | 00:07:24          | 11.09%      |
| 5. | /blog/list/post/five-ways-to-have-fun-at-lake-carolyn/                                   | 896         | 802              | 00:06:44          | 18.44%      |

#### **Social Media**

883 additional followers and likes were added in July, bringing the total influence to 134,870. Facebook had the most significant growth at 350 new likes, followed by Instagram with 520 and LinkedIn with 13 new followers.

#### Additional Social Media Followers



#### Social Media Breakdown

| Organization | Facebook Followers | Instagram Followers | Twitter Followers | LinkedIn Followers | <b>Total Followers</b> |
|--------------|--------------------|---------------------|-------------------|--------------------|------------------------|
| CVB          | 97,128             | 12,777              | 5,778             | 847                | 116,530                |
| CC           | 13,126             | 2,330               | 2,467             | 417                | 18,340                 |
| Grand Total  | 110,254            | 15,107              | 8,245             | 1,264              | 134,870                |

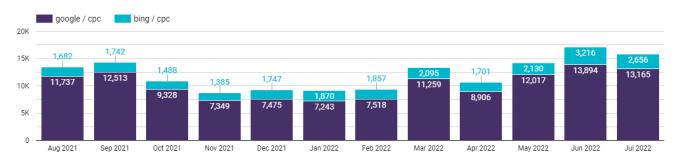
## **Advertising**

TripAdvisor was again the top performer for website visits in July, followed by Priceline and MPI. Paid search increased with 15,821 site visits.

#### By Placement

| Placement                          | Impressions | Clicks + |
|------------------------------------|-------------|----------|
| Trip Advisor Targeted Ads          | 729,859     | 3,501    |
| TripAdvisor Boost                  | 273,559     | 1,479    |
| Priceline Targeted Ads             | 578,087     | 360      |
| MPI Programmatic                   | 38,185      | 270      |
| Meetings Today Display Remarketing | 3           | 180      |
| TSAE Programmatic                  | 2,907       | 109      |
| Tegna OTT Leisure Video            | 135,167     | 27       |
| Grand total                        | 1,763,018   | 6,032    |

#### **Advertising Engagement - Clicks**



#### **Digital Campaigns:**

#### **Staycations Campaign:**

In July, the Staycations campaign generated 12,978 hotel referrals, and the campaign's conversion rate remains near 50%. In the last twelve months, the Staycations Campaign has generated 109,561 hotel referrals, which represent over \$32 million in Potential Economic Value.

#### **Meetings Campaign:**

The Meetings Campaign generated 15,599 website sessions and 273 meetings-sales inquiries this fiscal year.

#### **Promoted Content Campaign:**

In July, the Promoted Content Campaign, highlighting local businesses through the ICVB blog and social media, generated 37,032 post engagements and 6,270 blog visits.

#### **Micro-Campaigns:**

To date, the micro-campaigns have generated 8,373 hotel referrals, which represent over \$3.3 million in Potential Economic Value.

#### **OTA Campaign:**

This year, the OTA campaign has generated 12,395 hotel bookings, 15,901 room nights, and \$2,178,594 in direct hotel revenue.

#### **Earned Media**

| IRVING CVB   IRVING<br>CONVENTION CENTER COMBINED<br>MEDIA VALUES | 1 <sup>st</sup><br>Quarter | 2 <sup>nd</sup><br>Quarter | 3 <sup>rd</sup><br>Quarter** | 4 <sup>th</sup><br>Quarter | TOTALS       |
|---|----------------------------|----------------------------|------------------------------|----------------------------|--------------|
| MEDIA IMPRESSIONS*  | 95,543,791                 | 134,261,658                | 150,152,586                  | 44,968,124                 | 424,926,159  |
| ADVERTISING EQUIVALENCY <sup>+</sup>                              | \$849,007                  | \$1,838,429                | \$1,595,547                  | \$598,882                  | \$4,881,865  |
| PUBLIC RELATIONS VALUE**  | \$2,547,021                | \$5,515,287                | \$4,786,641                  | \$1,796,646                | \$14,645,595 |

<sup>\*</sup>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.

#### **Attachments**

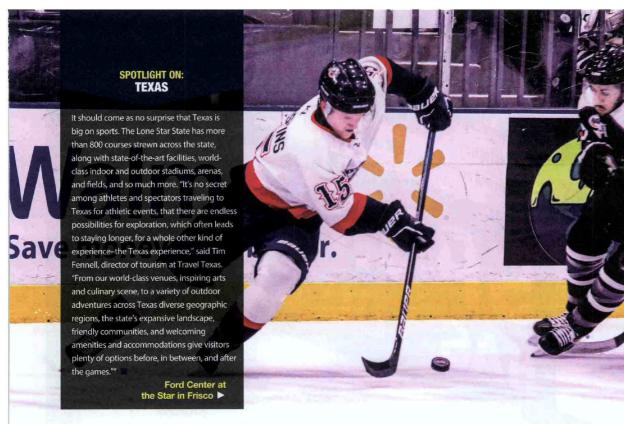
- "Spotlight on Texas," Sports Event Magazine, July 1, 2022
- "USA Triathlon Multisport National Championships Festival Presented by Toyota to be Held in Irving, Texas," sportsdestinations.com, Aug 1, 2022
- June Social Media Overview
- June Blog Performance Overview
- Visit Irving Social Stats
- Irving Convention Center Social Stats

<sup>&</sup>lt;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.

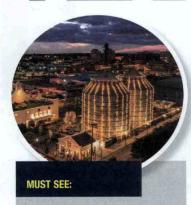
<sup>\*\*</sup>From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

SportsEvents
Baldwin County
Gulf Shores, AL
Circulation: 16500
Frequency: Monthly

July 1, 2022



# TEXAS



#### **Magnolia Market**

Waco is the home of the Magnolia Market at the Silos. The Silos area just opened a new expansion with a wiffle ball field, repurposed church, and expanded retail area. Admission is free..

Courtesy Waco Texas

#### ABILENE

Abilene is in the center of Texas and halfway between the Dallas-Fort Worth metroplex and Midland, Odessa, and Lubbock.

Hotel rooms: 3500

#### Major facilities:

- Dodge Jones Youth Sports Center is a 55,000-square-foot facility that hosts basketball and volleyball
- · Shotwell Annex hosts football, soccer, and track
- Taylor Country Expo Center is a 5000-seat multipurpose venue

Convention center: Abilene Convention Center houses a 20,000-square-foot exhibit hall.

Contact: Abilene CVB, abilenevisitors.com.

#### **AMARILLO**

Located along the iconic Route 66 at the crossroads of America, Amarillo is perfectly positioned to host a sporting event. The city offers a multitude of attractions and more than 30 baseball fields throughout the city that can be utilized for youth tournaments.

Hotel rooms: 7220

#### Hotel tax rate: 15 percent

#### Major facilities:

- Net Plex is a 62,000-square-foot facility with 13 volleyball courts, five futsal courts, four basketball courts, and more
- Rick Klein is a six-field baseball complex
- Arnarillo National Tennis Center offers 14 lighted outdoor courts, three indoor courts, and six outdoor pickleball courts
- Hodgetown Stadium has a capacity of 7000
   Contact: Amarillo CVB, VisitAmarillo.com.

#### ARLINGTON

Arlington has three world-class sporting facilities adjacent to each other: AT&T Stadium, Global Life Park, and Globe Life Field. Beyond that, Arlington is now home of the #1 esports stadium in the country, Esports Stadium Arlington + EXPO Center.

Hotel rooms: 6000 Hotel tax rate: 15 percent Major facilities:

 AT&T Stadium has one multipurpose artificial turf field and seating for up to 100,000

- Globe Life Field has one artificial synthetic turf field and seating for up to 41,000
- College Park Center is a multipurpose venue with a capacity of 7000
- Harold Patterson has 24 multipurpose grass fields and six softball fields
- Esports Stadium Arlington + EXPO Center hosts esports, cheer and dance, gymnastics, and fencing Contact: Arlington CVB, arlington.org.

#### AUSTIN

Austin is known for its music, but it's a city built on sports.

Hotel rooms: 32,000 Major facilities:

- · Q2 Stadium is a 20,500-seat soccer stadium
- Moody Center opens this year and will include a 15,000-seat arena
- Circuit of the Americas hosts Formula 1 events
   Convention center: The Austin Convention
   Center offers five contiguous, column-free exhibit
   halls with 247,052 square feet of space.

Contact: Austin Sports Commission, austinsports.org.

#### BEAUMONT

From hotels to sporting venues, Beaumont is a community that rallies together welcoming sports teams and their fans.

Hotel rooms: 3700 Hotel tax rate: 15 percent Major facilities:

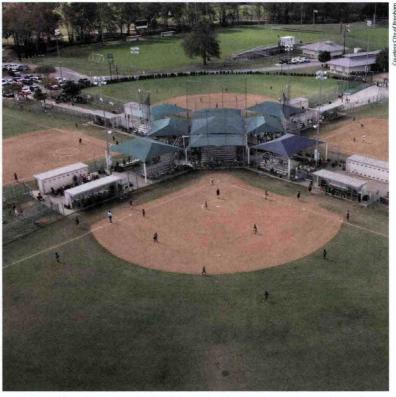
- Ford Park Entertainment Complex features 12 championship-caliber youth baseball/softball diamonds
- Beaumont Athletic Complex consists of 12 lighted softball diamonds, 24 lighted tennis courts, four lighted sand volleyball courts, soccer field, and basketball court
- Beaumont Municipal Tennis Court includes 20 lighted wo-toned hard-courts and four lighted and covered tow-toned hard courts
- Cris Quinn Soccer Complex features 34 soccer fields
   Convention center: Beaumont Civic Center offers
   41,300 square feet of space and hosts sports such as cheerleading, baton twirling, and BMX races.
   Contact: Beaumont CVB, visitbeaumonttx.com.

#### **BIG SPRING**

Big Spring is located in west Texas at the intersection of US-87 and I-20. The city is also located in an area where three ecological regions merge, which results in a varied topography.

Hotel rooms: 1263 Hotel tax rate: 13 percent Major facilities:

 Roy Anderson Sports Complex features four softball fields, four baseball fields, one T-ball field, five soccer fields, and one football field



Brenham Hohlt Park has six softball fields, two baseball fields, and four multi-use fields.

Comanche Trail Lake is a top spot for fishing tournaments

Contact: Big Spring CVB, visitbigspring.com.

#### **BRENHAM**

Brenham is centrally located in the heart of Bluebonnet Country between Austin, College Station, and Houston. The city offers small-town hospitality with great facilities.

Hotel rooms: 643 Hotel tax rate: 13 percent Major facilities:

- Fireman's Field at Fireman's Park is a 1200-seat ballpark
- Hohlt Park has six softball fields and two baseball fields, as well as four multipurpose fields and six youth-size fields
- Linda Anderson is a four-plex baseball facility
   Contact: City of Brenham, cityofbrenham.org.

#### BROWNSVILLE

In south Texas is Brownsville. The sports-friendly city offers a number of state-of-the-art venues like Brownsville Sports Park.

**Hotels:** Approximately 37 properties **Major facilities:** 

- The Brownsville Sports Park offers basketball courts, a BMX track, and sand volleyball courts
- Antonio Gonzalez Park has baseball and soccer fields
- Brownsville Tennis Center has 16 courts
   Contact: Visit Brownsville, brownsville.org.

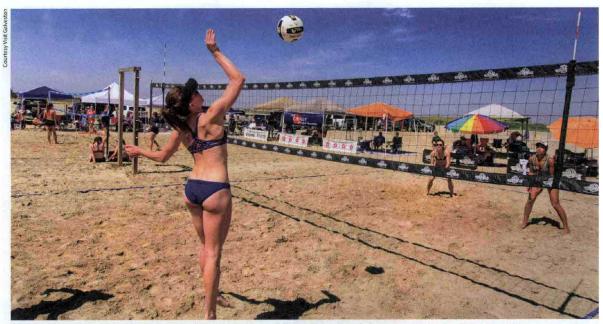
#### **BRYAN-COLLEGE STATION**

Bryan and its twin city College Station is situated between three major cities: Austin, Houston, and Dallas. The area is with a three hour drive of 80 percent of the state's population.

Hotel rooms: 6200 Major facilities:

- Veterans Park and Athletic Complex has 13 full-size athletic fields and five softball fields
- · Kyle Field is a 102,733-seat football stadium
- Texas A&M Natatorium has a 50-meter eight-lane competition pool, diving platforms, and diving well
- Brazos County Expo offers a 70,000-squarefoot arena, 75,000-square-foot arena, three 60,000-square-foot pavilions, 28,000-square-foot exhibit hall, and more

**Contact:** Bryan College Station Sports & Events, bcssportsandevents.com.



A game of volleyball takes place on a beach in Galveston Island, a well-sought after tourist destination in southern Texas.

#### CEDAR HILL

Cedar Hill boasts an average of 229 sunny days per year, which means fewer rainouts. The city's well developed manicured athletic fields are very much in demand throughout the region for soccer, softball, football, and baseball events and tournaments.

Hotel rooms: 306 Major facilities:

- · Valley Ridge Park offers a 13 multipurpose fields, four lighted softball fields, and six lighted baseball fields
- · Virginia Weaver Softball Complex includes four lighted adult softball fields
- · Nine additional youth baseball fields are available at Parkerville Park, Dot Thomas Park, and **Community Center Park**

Contact: Cedar Hill Parks & Recreation, cedarhilltx.com.

#### CLEBURNE

Cleburne is home to a wide variety of venues for your next athletic competition with proximity to the Dallas Fort Worth area, affordability and plenty of fun things to do after your sporting event.

Hotel rooms: 700 Hotel tax rate: 13 percent Major facilities:

- The Depot at Cleburne Station seats 3,500 spectators and has one synthetic turf field
- Cleburne Sports Complex includes seven baseball fields, four softball fields, 20 soccer fields, and two football fields.
- · Cleburne High School Jeff Cody Arena has one indoor court

· Johnson County Sheriff's Posse Grounds has one outdoor arena

Convention center: Cleburne Conference Center houses 45,000 square feet and hosts cheerleading, gymnastics, wrestling, dance,

Contact: Cleburne CVB, visitcleburne.com.

#### CONROE

Conroe's favorite attraction is our beautiful Lake Conroe. This is every bass fisherman's dream and hosts many competitions annually.

Hotel rooms: 2091 Hotel tax rate: 13 percent Major facilities:

- · Carl Barton Park has five Little League fields, four baseball fields, four softball fields, and nine soccer fields
- · Scrap Yard Sports Complex has 16 all-turf fields for baseball and softball
- John Burge Park has an 18-hole disc golf course Convention center: The Lone Star Convention Center hosts cheer and dance competitions. Contact: Visit Conroe, visitconroe.com.

#### **CORPUS CHRISTI**

Located on the Texas Coast, Corpus Christi offers warm weather year round that is ideal for outdoor sports. Golf, baseball, soccer, volleyball, flag football, and more can be played practically year round.

Hotel rooms: 10,000 Major facilities:

- · Whataburger Field is a 7000-seat ballpark
- · American Bank Center offers an arena that hosts sports like rodeos, hockey, and basketball Contact: Corpus Christi CVB, visitcorpuschristitx.org.

#### DALLAS

For rights holders who think big, Dallas is the host city that creates legendary experiences. The city's passion for sports of all kinds coupled with a strong heritage of iconic athletes, events, and innovative sports leaders provides the foundation needed for a successful event.

Hotel rooms: 34,000

#### Major facilities:

- · American Airlines Center is a 20,000-seat multipurpose venue
- · Cotton Bowl Stadium is an iconic venue that hosts football and soccer
- · Moneygram Soccer Park includes 14 soccer fields Convention center: The Kay Bailey Hutchison Convention Center boasts over one million square feet of exhibit space, a 9816 -seat arena and the largest column-free space in the country. The venue is so versatile it hosts volleyball, gymnastics, cheerleading, fencing, and weightlifting. Contact: Dallas Sports Commission,

visitdallassports.com.

#### DENISON

Denison is located one hour north of Dallas and just 10 minutes south of Lake Texoma. The historic city was founded in 1872 and is the birthplace of President Dwight D. Eisenhower.

Page 3 of 12

**Hotels:** Approximately 10 properties

#### Major facilities:

- · Waterloo Pool is a heated pool
- T-Bar Softball Fields is a 29.6-acre softball complex
- Culpepper Softball Fields offers two fields
- Texoma Health Foundation Park offers fields for softball, baseball and soccer, as well as volleyball courts

**Contact:** Denison Area Chamber of Commerce, discoverdenison.com.

#### DENTON

Denton is situated in the Dallas-Fort Worth metro area and features indoor and outdoor venues like Denia Park and Evers Park.

Hotel rooms: 2400 Major facilities:

- Denia Park hosts basketball, volleyball, roller hockey, football, softball, and soccer
- · Denton ISD Field accommodates football and soccer
- Denton Civic Center offers 11,000 square feet of indoor space
- · Evers Park hosts football, rugby, baseball, and soccer
- Goldfield Tennis Center has eight tennis courts
- Mack Park hosts baseball, tennis, basketball, and soccer.

**Convention center:** The Denton Convention Center houses 70,000 square feet of space for any indoor sporting event.

Contact: Denton DVB, discoverdenton.com.

#### **EL PASO**

The ability to put on events year-round combined with the unparalleled hospitality that the residents of El Paso display makes the city a phenomenal place to hold a sporting event. El Paso's place on the United States-Mexico border opens the possibility for international events and competitions, offering unique opportunities for athletes from both countries.

Hotel rooms: 10,000 Hotel tax rate: 17.5 percent

#### Major facilities:

- Southwest University Park is a 7000-seat ballpark
- · Don Haskins Center is a multipurpose indoor venue
- Eastside/Westside Sports Complex has eight fields on the Eastside and 13 fields on the Westside
- Westside Natatorium houses a competition pool

**Convention center:** Judson F. Williams Convention Center boasts 80,000 square feet of column-free space.

Contact: Destination El Paso, destinatoinelpaso.com.

#### **FARMERS BRANCH**

Farmers Branch features a variety of fields and facilities, such as Farmers Branch StarCenter and Ross Stewart Soccer Complex.

**Hotel rooms:** 2155 **Major facilities:** 

- Farmers Branch StarCenter houses 95,000 square feet of space for indoor events, as well as two NHL-size sheets of ice
- Ross Stewart Soccer Complex features six lighted fields

**Contact:** Farmers Branch CVB, discoverfarmersbranch.com.

#### FRISCO

Frisco is located 25 minutes north of downtown Dallas and 25 minutes from both Dallas-Fort Worth International Airport and Love Field Airport.

Hotel rooms: 3752 Major facilities:

- Comerica Center is a 6000-seat multipurpose
- FieldhouseUSA is a 144,000-square-foot facility featuring eight basketball/volleyball courts and one turf field

#### **TEXAS**

- Ford Center at The Star boasts one indoor and two outdoor fields
- Frisco Flyers is a 50,000-square-foot multipurpose space
- Toyota Stadium and Toyota Soccer Center is a 145acre multipurpose facility

**Convention center:** Frisco Conference Center has hosted several athletic events including gymnastics, dance, and basketball.

Contact: Visit Frisco, VisitFrisco.com.

#### GALVESTON

Galveston has a diverse offering of venues along with the topography and climate that supports a wide variety of outdoor recreation. With 32 miles of beaches and a small-town feel, no matter the location of the event—you're only a hop, skip, and jump away from the beach.

Hotel rooms: 5200 Hotel tax rate: 15 percent Major facilities:

- · East Beach Park has 30 beach volleyball courts
- Sandhill Crane Soccer Complex features up to 16 fields depending on size
- · Crockett Park Baseball Complex includes three fields
- City of Galveston Ball Fields includes seven fields
   Convention center: Galveston Island Convention
   Center offers 140,000 square feet of space and hosts a range of sports.

Contact: Visit Galveston, VisitGalveston.com.

#### GRAPEVINE

Centrally located between Dallas and Fort Worth, Grapevine offers facilities to operate a first-class sporting event. Here you'll find more than one million square feet of meeting space.

Hotel rooms: 5800 Hotel tax rate: 13 percent Major facilities:

- Oak Grove Ballfield Complex has nine baseball/ softball fields
- Fieldhouse USA is a 106,000-square-foot indoor facility

Contact: Grapevine CVB, GrapevineTexasUSA.com.

#### HARLINGEN

Harlingen is located in south Texas. The city offers more than 600 acres of parks and sporting facilities, including three large complexes.

Hotel rooms: 1300 Major facilities:

- · Harlingen Soccer Complex boasts 10 fields
- Arroyo Park consists of three softball fields, four soccer fields, one multipurpose court, and a volleyball area
- · Harlingen Sports Complex has four lighted

softball fields, two soccer/athletic fields, and two basketball courts

 Pendleton Park features 18 tennis courts, five little league baseball fields, and an aquatic center

Convention center: The new Harlingen Convention Center is a 44,000-square foot facility. Contact: Harlingen CVB, visitharlingentexas.com.

#### HOUSTON

Houston isn't just known for its top-notch teams or the world-class facilities that they play in. It's known for outstanding hospitality when hosting annual and one-time sporting events of all shapes and sizes.

Hotel rooms: 64,500 Major facilities:

- BBVA Stadium is a 22,000-seat soccer stadium
- NRG Stadium houses one field and seating for up to 72,220
- Minute Maid Park is a 41,015-seat ballpark
   Toyota Center is an 18,023-seat multinumous.
- Toyota Center is an 18,023-seat multipurpose venue
- AVEVA Stadium is a 40,000-seat venue

**Convention center:** George R. Brown Convention Center offers 1.85 million square feet of space.

Contact: Houston Sports Authority, houstonsports.org.

#### HUNTSVILLE

Huntsville is a small town full of history. The city began in 1836 and became the home of Sam Houston.

Hotels: Approximately 13 properties
Major facilities:

- Eastham-Thomason Park has an aquatic center, basketball court, and volleyball courts
- Kate Barr Ross Memorial Park has a baseball/ softball field and soccer field

Contact: Huntsville Tourism, huntsvilletexas.com.

#### IRVING

From pro to amateur, Irving has hosted hundreds of national and regional events for more than 20 unique sports. And with its central location between Dallas and Fort Worth, it's easy to enjoy the best sports and entertainment of all three cities.

Hotel rooms: 13,000 Major facilities:

- Four Seasons Golf and Sport Club houses two 18-hole courses, as well as tennis courts and basketball courts
- Drive Nation is a 93,000-square-foot facility that accommodates basketball and volleyball
- Trinity View Park has nine youth baseball fields, six soccer fields, four adult softball fields, and four football fields
- The new Levy Event Plaza is a six-acre site

Convention center: Irving Convention Center at Las Colinas hosts numerous sports, including judo, wrestling, roller derby, and gymnastics with its 50,000 square feet of column-free space in its exhibit hall. **Contact:** Visit Irving, irvingtexas.com.

#### KERRVILLE

The Guadalupe River runs through Kerrville, a charming community nestled in the heart of the Texas Hill Country.

Hotel rooms: 1000 Major facilities:

- · Comanche Trace Golf Course is a 27-hole course
- H-E-B Tennis Center features 14 lighted courts
- Riverhill Tennis Facilities includes six courts
- Kerrville Sports Complex provides 11 baseball fields and 16 soccer fields
- · Kroc Center houses two pools

Contact: Kerrville CVB, kerrviletexascvb.com.

#### LAREDO

Laredo is situated on the southern U.S. border and offers a unique experience with its Mexican influence.

Hotel rooms: 4100 Hotel tax rate: 14 percent Major facilities:

- Sames Auto Arena is a 27,000-square-foot venue
- Uni-Trade Stadium hosts baseball, soccer, and boxing
- Base Community Sports Complex has eight fields
   Contact: Laredo CVB, visitlaredo.com.

#### LEWISVILLE

Lewisville is in the Dallas/Fort Worth area in the heart of north Texas. The city is home to some of the finest outdoor and indoor sports facilities in the area, which are just minutes from the city's hotels and restaurants. Hotel rooms: 2048

Hotel tax rate: 14.26 percent

#### Major facilities:

- Westside Aquatic Center has a 75-meter competition pool and two diving boards
- Lewisville Railroad Park includes a seven-field soccer complex, three man-made lakes, skate park, two-field football complex, and three-field baseball complex
- Lewisville Lake Park houses eight soccer fields, eight baseball fields, two adult soccer fields, golf course, and disc golf course

Convention center: The Lewisville Convention Center offers 17,000 square feet of space and is connected to the Hilton Garden Inn. The ballroom is 9.120 square feet.

Contact: Lewisville CVB, VisitLewisville.com.

#### LONGVIEW

Longview is located in east Texas. The city is within a three-hour drive of all of north Texas, southern Oklahoma, western Arkansas, and northern Louisiana.

Hotel rooms: 1715 Hotel tax rate: 17.25 percent



A game commences at the Berl Huffman Soccer Complex.

#### Major facilities:

- Lear park has 10 softball fields and two baseball fields
- McWhorter Park includes four baseball fields
- · Spring Hill Park consists of three baseball fields
- · Hinsley Park has four softball fields

**Convention center:** Maude Cobb Convention Center offers 27,000 square feet of indoor space with 25-foot ceilings.

Contact: Longview CVB, visitlongviewtexas.com.

#### LUBBOCK

As the hub of the region, Lubbock is conveniently located with access to five major interstate highways and the Lubbock Preston Smith International Airport, making getting to Lubbock one of ease.

Hotel rooms: 6400 Hotel tax rate: 15 percent Major facilities:

- Berl Huffman Athletic Complex features more than
   50 fields
- Lubbock Memorial Civic Center houses a 40,000-square-foot column-free Exhibit Hall
- Rip Griffin Athletic Complex seats 1950

**Contact:** Lubbock Economic Development Alliance, marketlubbock.org.

#### LUFKIN

Located midway between the Houston Astros' and the Texas Rangers' home fields, Lufkin is a favorite destination for teams all over the country. The city is a regional hub in East Texas, which includes 12 surrounding counties.

Hotel rooms: 1700 Major facilities:

- Abe Martin Stadium is a football facility
- Pister Garrison Field has seven baseball fields and six softball fields
- · Kit McConnico Park has seven baseball fields
- Crown Colony features six lighted tennis courts
   Convention center: Pitser Garrison Convention
   Center offers 54,000 square feet of space.
   Contact: Lufkin CVB, visitlufkin.com.

#### MANSFIELD

For being a relatively small area, Mansfield can host any sporting event. The 2018 addition of the Mansfield Starcenter, with its two full-size ice rinks, means the city now has the ability to host every major team sport.

Hotel rooms: 592 Hotel tax rate: 13 percent

Major facilities:

- Big League Dreams Sports Park has eight baseball fields
- Fieldhouse USA is a 100,000-square-foot indoor complex

- Vernon Newsom Stadium is an 11,134-seat football stadium
- Michael L. Skinner Sports Complex has nine lighted baseball fields and eight soccer fields
- Children's Health StarCenter is a 78,000-squarefoot facility housing two NHL-size sheets of ice
   Contact: Mansfield CVB, mansfieldsgotgame.com.

#### MCALLEN

McAllen is known for a year-round sub-tropical climate, so sports are always in season.

Hotel rooms: 3900 Major facilities:

- 44-acre McAllen Sports Park features 10 multipurpose fields
- McAllen Youth Baseball Park features 12 youth baseball fields
- Municipal Softball Complex boasts six fields
   Convention center: The McAllen Convention
   Center features more than 174,000 square feet of space.
   Contact: Visit McAllen, visitmcallen.com.

#### MCKINNEY

McKinney offers a close proximity to Dallas. The city offers beautiful parks and open spaces.

Hotel rooms: 1673 Hotel tax rate: 13 percent

#### TEXAS >

#### Major facilities:

- The Courts Tennis Facility boasts 25 outdoor courts
- McKinney ISD Stadium and Community Event Center has stadium seating for 12,000

Contact: McKinney CVB, visitmckinney.com.

#### MESQUITE

With access to four major highways, Mesquite a suburb of Dallas—is an ideal location for groups coming in. The city offers 23 hotels, 146 restaurants, 12 athletic complexes, and a massive parks system.

Hotel rooms: 1502

#### Major facilities:

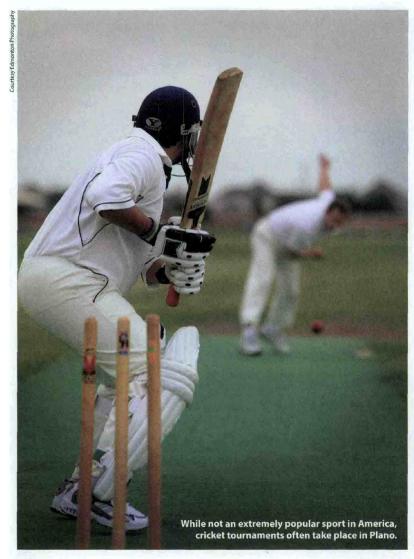
- Memorial Stadium is a 20,000-seat football stadium
- Eastfield Soccer Complex features 24 fields
- Mesquite Golf Club is an 18-hole municipal course
- Convention center: Mesquite Convention Center hosts sports such as martial arts, dance, and comhole.

Contact: Mesquite CVB, cityofmesquite.com.

#### MIDLAND

Any time of the year is a great time for sports in Midland. The city's state-of-the-art facilities will





give athletes, coaches, and spectators a first-class experience.

Hotel rooms: 4500 Hotel tax rate: 13 percent Major facilities:

- Grande Communications Stadium at Scharbauer Sports Complex seats 15,000
- Momentum Bank Ballpark at Scharbauer Sports Complex is a 5,000-seat ballpark
- Scharbauer Sports Complex has one baseball field, one football/soccer field, an adjoining outdoor event venue, and four multipurpose auxiliary fields
- COM Mabee Aquatics Center houses a 50-meter pool
- Bush Tennis Center features 19 lighted courts

Convention center: Barbara & George H.W. Bush Convention Center hosts volleyball, boxing, and cheer and dance.

Contact: Visit Midland, visitmidland.com.

#### **ODESSA**

Odessa is home to a variety of sports venues, including the famed Ratliff Stadium.

Hotel rooms: 4616 Major facilities:

- Ratliff Stadium and Sports Complex has one football field, two soccer fields, two softball fields, seven tennis courts, and more
- · MCM Ice Rink offers one ice rink
- Odessa College has a baseball field and indoor basketball court
- Ector County Coliseum Complex accommodates football and hockey

**Convention center:** Odessa Marriott Hotel & Conference Center can host cheerleading, volleyball, and basketball.

Contact: Odessa CVB, odessacvb.com.

#### PEARLAND

Pearland, positioned south of Houston in the Gulf Coast region of Texas, is a perfect location for sporting tournaments with affordable hotels, many restaurant options, shopping, and accessibility to area attractions.

Hotel rooms: 968 Hotel tax rate: 13 percent Major facilities:

- Sports Complex at Shadow Creek Ranch features four lighted softball fields, four baseball fields, two rugby fields, one cricket field, two multipurpose fields, and one Miracle League field
- Hickory Slough Sportsplex features six sports fields for soccer/lacrosse/field hockey
- Centennial Park includes six lighted softball fields, four lighted tennis courts, and a nine-hole disc golf course
- Pearland Recreation Center & Natatorium is a 63,000-square-foot facility with a competition pool Contact: Pearland CVB, visitpearland.com.

#### PLANO

Plano's sports parks and facilities were strategically planned and built to accommodate both league play and elite tournaments large and small.

Hotel rooms: 7015 Hotel tax rate: 13 percent Major facilities:

- Archgate Park houses fast pitch softball fields, youth baseball fields, and soccer fields
- Carpenter Park includes 11 soccer/lacrosse/football fields, four synthetic turf fields, two soccer fields, two baseball fields, and two softball fields
- Cheyenne Park includes six soccer fields and three softball fields

**Convention center:** Plano Event Center features 86,400 square feet of flexible space.

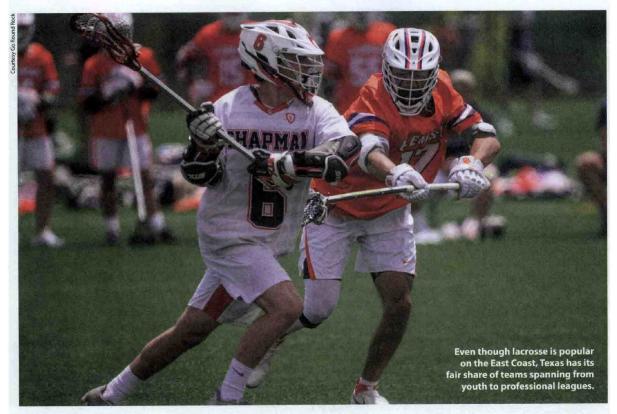
Contact: Visit Plano, visitplano.com.

#### PORTLAND

Portland offers multiple facilities for baseball and softball, as well as nice coastal weather since it's located near the Gulf of Mexico.

Hotel rooms: 900 Major facilities:

- Whataburger Field is a 7000-seat minor league ballpark
- American Bank Center is a multipurpose venue that hosts sports such as volleyball, roller derby, and hockey



- Municipal Park includes five baseball fields that are also suitable for softball and soccer
- The 38-acre Sports Complex has four softball fields that are also suitable for baseball and soccer, as well as a youth football field, soccer field, and multipurpose turf field

Contact: City of Portland, playportlandtexas.com.

### RICHARDSON

Richardson is within minutes of all of the amenities of the Dallas/Fort Worth area. Breckinridge Athletic Complex and Huffhines Athletic Complex are just two of the city's top-notch venues.

Hotels rooms: 2400 Major facilities:

- Breckinridge Athletic Complex has four baseball fields and two multi-use complexes for sports like soccer, football, ultimate frisbee and lacrosse
- Huffhines Athletic Complex includes four softball fields and two auxiliary fields allowing for soccer, flag football, or other field sports
- Huffhines Tennis Center boasts 10 courts
- Lookout Athletic Fields consists of four fields for soccer, football, lacrosse, or ultimate frisbee

Contact: Richardson CVB, richardsontexas.org.

### **ROUND ROCK**

In addition to a prime location within a three-hour drive from the most populated cities in Texas, Round Rock is home to some of the best sports facilities in central Texas. The capability to host indoor and outdoor events year-round is attractive to event planners.

Hotel rooms: 4000 Hotel tax rate: 15 percent Major facilities:

- Old Settlers Park features an 18-hole disc golf course, seven soccer fields, a 12-court tennis complex, volleyball courts, and cross country courses
- Champion Field houses 20 baseball fields and five softball fields
- Round Rock Multipurpose Complex includes four natural grass multipurpose fields, one natural grass championship field, four synthetic turf multipurpose fields, and one synthetic turf championship field
- Round Rock Sports Center boasts 82,800 square feet of indoor space

Convention center: Kalahari Resorts & Conventions Round Rock has a 200,000-squarefoot convention center.

Contact: Round Rock CVB, GoRoundRock.com.

### SAN ANGELO

San Angelo's list of great facilities make it a top choice for a sporting event. Visitors will be surprised and delighted with the wide range of attractions and activities available in San Angelo.

Hotel rooms: 2800 Major facilities:

- Rio Concho Community Park/Texas Bank Sports Complex is a multi-sport complex that hosts soccer, baseball, and softball
- 29th Street Complex accommodates softball **Convention center:** McNease Convention Center offers more than 12,000 square feet and can accommodate up to 2000

Contact: San Angelo CVB, DiscoverSanAngelo.org.

#### SAN ANTONIO

As a top leisure destination, San Antonio creates a great fan, player, and organizer experience. With top facilities that are in close proximity to hotels, the overall package is one of the best in the country.

Hotel rooms: 46,000 Hotel tax rate: 16.75 percent Major facilities:

- Tech Port Center + Arena is an advanced esports complex and arena with a seating capacity of 3000
- AT&T Center is an 18,581-seat multipurpose venue

- Alamodome is a 72,000-seat multipurpose venue
- Northside ISD Swim Center has two 50-meter pools
- McFarlin Tennis Center has 22 courts
- Toyota Field is an 8296-seat soccer complex
   Convention center: The Henry B. Gonzalez
   Convention Center hosts a variety of sporting events annually, including gymnastics, cheer and dance,

**Contact:** San Antonio Sports Commission, sanantoniosports.org.

volleyball, and basketball.

#### SAN MARCOS

Quidditch, water polo, Unicycle Football, pickleball, and pretty much everything in between is played in San Marcos. The city is a great place for sports lovers and athletes of all backgrounds and activities.

Hotel rooms: 2420 Hotel tax rate: 15 percent Major facilities:

- Texas State University offers facilities for volleyball, basketball, cheer and dance, weight lifting, baseball, softball, soccer, track and field, and tennis
- Dam Soccer Complex has 10 fields
- Gary Softball Complex includes eight lighted fields





Matador Stadium in Seguin is a regional facility for football and track that completed construction in 2020.

- Ramon Lucio Baseball Park features four lighted fields
- · Rio Vista Tennis Complex has six lighted outdoor courts

**Convention center:** San Marcos Conference Center has 78,800 square feet of flexible space.

Contact: San Marcos CVB, toursanmarcos.com.

### SEGUIN

Centrally located in Texas between the Austin and San Antonio airports, Seguin is an easy destination for teams to get to with a large number of amenities that will make the entire visit fun.

Hotel rooms: 700 Hotel tax rate: 15 percent Major facilities:

- The Fields at Huber Ranch has five softball fields
- Texas Tigers Volleyball Complex has four volleyball courts and eight beach volleyball courts
- · Smokey Joe Williams Field is a 750-seat ballpark
- Seguin ISD Tennis Courts offers 17 courts
- Seguin Coliseum is a 12,000-square-foot indoor multipurpose venue

Contact: Seguin CVB, visitseguin.com.

### SHENANDOAH

Shenandoah is just over 2.2 square miles in size, but the small city has a number of facilities for hosting a

major sporting event or tournament.

Hotel rooms: 1305 Hotel tax rate: 13 percent

### Major facilities:

- Woodforest Bank Stadium is a 10,000-seat artificial turf stadium for football and soccer
- The Conroe ISD Natatorium is a seven-lane 65-meter pool.
- Scrap Yard Sports hosts baseball, softball, and lacrosse, among other sports

Contact: Shenandoah CVB, visitshenandoahtx.com.

### **SOUTH PADRE ISLAND**

South Padre Island appeals to everyone looking for a beautiful tropical location that combines temperate climate with wide-open spaces and gorgeous natural beaches.

### Hotel rooms: 3000 Major facilities:

- On the island there is a polo field, 25,000-square foot event center, 34 miles of beaches, and saltwater and nearshore estuary for fishing
- The Gulf of Mexico and Laguna Madre Bay can host water sports

**Convention center:** The Convention Center hosts various sports, including basketball tournaments,

cheerleading competitions, and karate/taekwondo tournaments.

Contact: South Padre Island CVB, sopadre.com.

#### SOUTHLAKE

Southlake offers a number of sports fields and parks and is just minutes away from Dallas/Fort Worth International Airport.

Hotel rooms: 420
Major facilities:

- · Bob Jones Park has a soccer field and softball field
- · North Park includes multi-use athletic fields
- · Southlake Tennis Center has 19 courts
- Texas Rangers Miracle League Field has a synthetic field turf

Contact: Visit Southlake, visitsouthlaketexas.com.

### SUGAR LAND

Just 20 minutes southwest from downtown Houston, Sugar Land serves up big city amenities with small town hospitality. Whether it's a piece of history, baseball games, A-list headliners, or hours of family fun, Sugar Land offers something sweet for everyone.

Hotel rooms: 1400 Major facilities:

· Constellation Field is a minor league ballpark that



A coach gives a pep talk to softball players at Fourplex in Seguin.

can accommodate up to 7500 and also has hosted rugby, football, and soccer

- · Greatwood Golf Club features an 18-hole course
- Imperial Park & Disc Golf Course has nine softball fields and a nine-hole disc golf course

Contact: Visit Sugar Land CVB, VisitSugarLandTX.com.

### **TYLER**

Tyler is centrally located between Dallas and Shreveport. The city offers a range of facilities to accommodate most any type of event.

Hotel rooms: 3200 Hotel tax rate: 15 percent Major facilities:

- Mike Carter Field is a 4000-seat ballpark
- Christus Trinity Mother Francis Rose Stadium hosts football, soccer, and track and field
- Joanne Murphy Medlock Tennis Center offers eight lighted tennis courts
- · Faulkner Park hosts baseball, softball, and tennis
- Cascades Tennis Center features eight lighted courts and two indoor courts

Contact: SPORTyler, Sportyler.com.

### VICTORIA

Located within a two-hour drive from Houston, San Antonio, and Austin, Victoria offers historic, small town charm with the amenities of a big city.

Hotel rooms: 1901 Major facilities:

Victoria Youth Sports Complex is comprised of 12

fields, including seven baseball fields and five softball fields, as well as four tennis courts and a skate park

- Victoria Aquatics Center offers a 16-lane indoor pool with two Olympic-size diving boards
- Riverside Stadium is a 1200-seat ballpark
   Contact: Victoria CVB, victoriatx.gov.

### WACO

Waco allows 12 months of sports, from mountain biking to swimming, rowing to wakeboarding. Located centrally within the state, the city is ideal for drawing attendance from the mega-cities of Dallas, Fort Worth, Houston, San Antonio, and Austin.

Hotel rooms: 5000 Hotel tax rate: 17 percent Major facilities:

- Extraco Events Center is a multipurpose venue that seats 6000
- The Brazos River is ideal for swimming, rowing, and water sports
- Baylor University offers facilities for football and basketball

**Convention center:** The Waco Convention Center hosts boxing, archery, power lifting, and other indoor sports.

Contact: Waco CVB, wacoheartoftexas.com.

### WAXAHACHIE

Only 30 minutes south of Dallas, the city of Waxahachie features the Historic Downtown District built on the

famed Shawnee Trail. The downtown district offers unique shops, galleries and restaurants.

# Hotel rooms: 538 Major facility:

- Waxahachie Sports Complex features fields for baseball, softball, football, flag football, soccer, and sand volleyball
- Convention center: The Waxahachie Civic Center offers 60,000 square feet of space for sports like cheer and dance, gymnastics, wrestling, martial arts, weightlifting, boxing, fencing, and more.

Contact: Waxahachie CVB, waxahachiecvb.com.

### WICHITA FALLS

Wichita Falls is conveniently located between Dallas/Fort Worth and Oklahoma City. Here visitors will find venue options like Hamilton Park Tennis Center and Wichita Falls Sports Complex.

Hotel rooms: 2000 Hotel tax rate: 15 percent Major facilities:

- Greater Wichita Falls Soccer Association Complex boasts 23 fields
- · Hamilton Park Tennis Center houses 12 courts
- · Weeks Park Tennis Center has nine courts
- Wichita Falls Sports Complex has eight softball fields and eight baseball fields

Contact: Wichita Falls CVB, wichitafalls.org.

sportsdestinations.com Jefferson County Birmingham, AL Circulation: 137 Frequency: Daily August 1, 2022

# **USA Triathlon Multisport National Championships Festival Presented by Toyota to be Held in Irving, Texas**

sportsdestinations.com/destinations/texas/news/usa-triathlon-multisport-national-championships-22638

Aug 01, 2022



Irving, Texas will again host the USA Triathlon Multisport National Championships Festival in 2023 as the 2023 USA Triathlon Multisport National Championships Festival is scheduled to take place May 4-7, 2023.

tr

The new Multisport National Championships Festival encompasses six of USA Triathlon's National Championship events, bringing to Irving the nation's best multisport athletes who will compete for age group national titles in the following National Championships:

- Draft-legal Triathlon National Championships
- Duathlon (run-bike-run) National Championships (standard and draft-legal sprint distances)

- Aquathlon (run-swim-run) National Championships
- Aquabike (swim-bike) National Championships (standard distance)
- Super Sprint Triathlon Time Trial National Championships
- Age Group Mixed Relay National Championships

Athletes ages 14 to 86 from 45 states and Washington, D.C., will compete in Irving at Levy Event Plaza, which opened in 2020 along Lake Carolyn as a dedicated outdoor hub for Irving community events. Athletes will swim in Lake Carolyn and the bike and run courses will take athletes on rolling hills through the main thoroughfares of Irving, including Las Colinas Boulevard, Lake Carolyn Parkway and Royal Lane.

In addition to racing for age group national championships, athletes will also have the opportunity to qualify to represent age group Team USA at 2023 World Triathlon Age Group World Championships. For more information about Team USA, comprised of the nation's top amateur multisport athletes who represent the U.S. at World Triathlon Age Group World Championship events, visit <u>usatriathlon.org/teamusa</u>.

With the opportunity to race multiple events over the four-day span, more than 50 athletes will attempt to race five or more events for the chance to earn the title of "Multisport Master." Athletes crowned as Multisport Master will receive a special belt buckle and be honored at the final Awards Ceremony on Sunday evening.

For the first time, USA Triathlon is hosting a one-of-a-kind Awards Ceremony and Celebration Lounge each night of the event Thursday-Sunday, featuring live music, race highlights on a jumbo inflatable screen, Mamma Tried Irving bar cart, jumbo lawn games and more. Friday and Saturday night's Award Ceremonies will be hosted at the Texas Lottery Plaza, with Thursday and Sunday's ceremonies taking place at the Levy Event Plaza Awards Stage. All ceremonies are open to public and the local community is encouraged to join and participate.

# 2023 MULTISPORT NATIONAL CHAMPIONSHIPS FESTIVAL REGISTRATION INFORMATION

Registration for the 2023 event is open now for 2022 event registrants, with early-bird pricing starting at \$55 for the Super Sprint Triathlon Time Trial National Championships. Registration will open to the general public on May 9. No qualification is required to register.

### **About USA Triathlon**

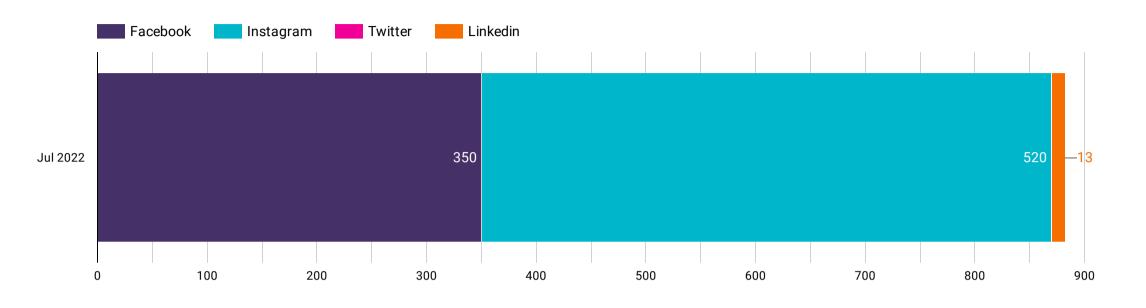
USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon, paratriathlon, and indoor and virtual multisport events in the United States. Founded in 1982, USA Triathlon sanctions more than 4,000 races and connects with more than 400,000 members each

year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors — as well as the USA Triathlon Foundation — USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon Championships, Pan American Games and the Olympic and Paralympic Games. USA Triathlon is a proud member of World Triathlon and the United States Olympic & Paralympic Committee (USOPC).

(Click to Expand)

The material on this site is protected by United States copyright and other intellectual property laws and may not be reproduced, rewritten, distributed, re-disseminated, transmitted, cached, displayed, published, broadcast, directly or indirectly, in any medium without the prior written permission of Due North Consulting, Inc.

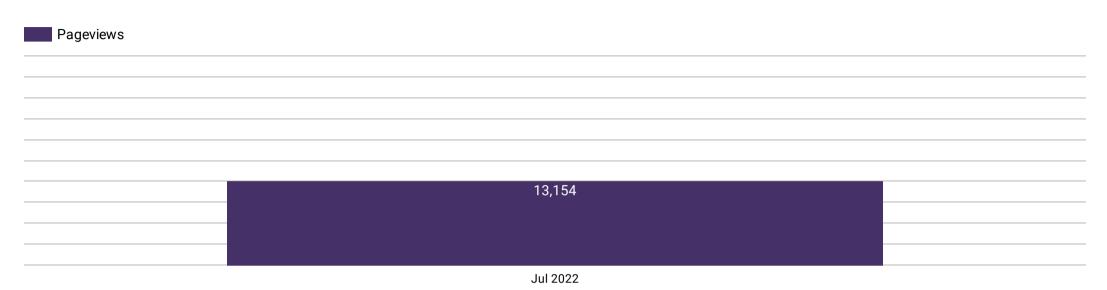
## **Additional Social Media Followers**



### Social Media Breakdown

| Organization | Facebook Followers | Instagram Followers | Twitter Followers | LinkedIn Followers | <b>Total Followers</b> |
|--------------|--------------------|---------------------|-------------------|--------------------|------------------------|
| CVB          | 97,128             | 12,777              | 5,778             | 847                | 116,530                |
| CC           | 13,126             | 2,330               | 2,467             | 417                | 18,340                 |
| Grand Total  | 110,254            | 15,107              | 8,245             | 1,264              | 134,870                |

# **Blog Pageviews**



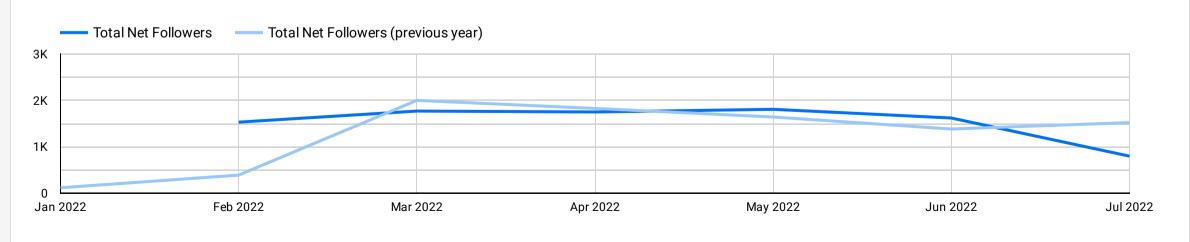
# **Blog Traffic Performance**

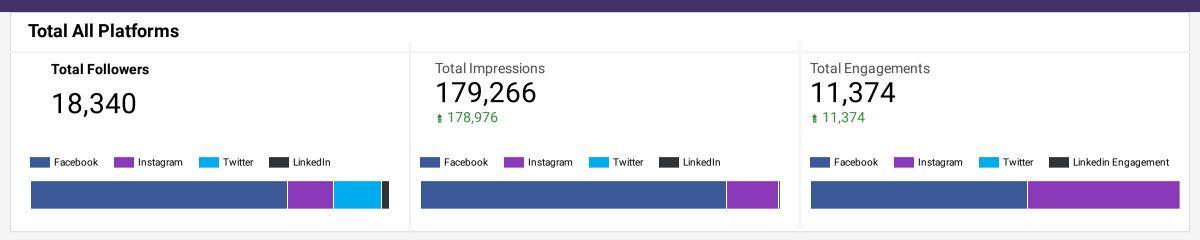
|     | Page   | Pageviews ▼ | Unique Pageviews | Avg. Time on Page | Bounce Rate |
|-----|--|-------------|------------------|-------------------|-------------|
| 1.  | /blog/list/post/get-4th-of-july-ready-in-irving/   | 1,528       | 1,298            | 00:08:48          | 12.2%       |
| 2.  | /blog/list/post/5-ice-cream-treats-you-need-to-be-stuffing-your-face-with-in-irving-now/ | 1,118       | 1,025            | 00:08:13          | 10.9%       |
| 3.  | /blog/list/post/sun-n-sup-in-the-lc-this-summer/   | 1,060       | 977              | 00:12:44          | 17.19%      |
| 4.  | /blog/list/post/foodie-favorites-from-an-irving-local-part-1/                            | 1,057       | 946              | 00:07:24          | 11.09%      |
| 5.  | /blog/list/post/five-ways-to-have-fun-at-lake-carolyn/                                   | 896         | 802              | 00:06:44          | 18.44%      |
| 6.  | /blog/list/post/uniquely-irving-empa-mundo/  | 702         | 645              | 00:13:11          | 16.95%      |
| 7.  | /blog/list/post/laughs-live-music-and-shopping-6-ways-to-enjoy-august-in-irving/         | 367         | 344              | 00:12:04          | 17.2%       |
| 8.  | /blog/list/post/where-to-have-a-day-of-wellness-and-self-care-in-irving/                 | 324         | 302              | 00:10:00          | 18.66%      |
| 9.  | /blog/list/post/best-places-to-dine-with-a-view-in-irving/                               | 241         | 212              | 00:06:35          | 12.32%      |
| 10. | /blog/list/post/rock-the-city-with-live-entertainment-in-irving/                         | 235         | 199              | 00:03:16          | 26.92%      |



## **By Platform**

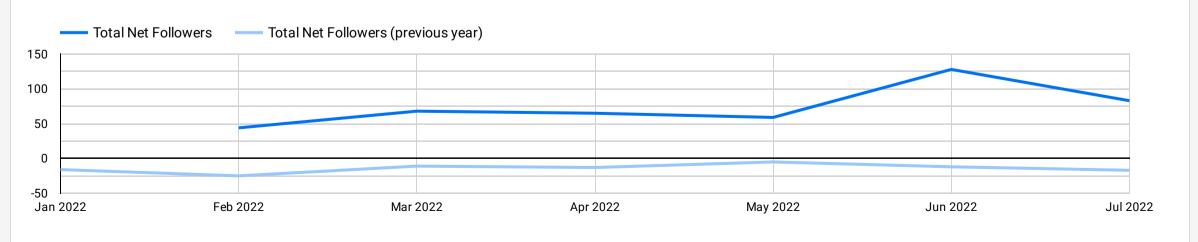
|               | Facebook  | Δ            | Instagram | Δ        | Twitter | Δ        | LinkedIn | Δ      |
|---------------|-----------|--------------|-----------|----------|---------|----------|----------|--------|
| Followers     | 97,128    |              | 12,777    |          | 5,778   |          | 847      | -      |
| Impressions   | 2,362,165 | -1,271,771 🖡 | 885,594   | 14,795 🛊 | 1,598   | -1,354 🖡 | 351      | -245 🖡 |
| Engagements   | 50,842    | -27,208 🖡    | 74,361    | 17,014 🛊 | 127     | -16 ▮    | 26       | -23 🖡  |
| Net Followers | 280       | -694 🖡       | 510       | -127 🖡   | 6       | -5 ₹     | 10       | -1 ↓   |





## **By Platform**

|               | Facebook | Δ          | Instagram | Δ       | Twitter | Δ      | LinkedIn | Δ     |
|---------------|----------|------------|-----------|---------|---------|--------|----------|-------|
| Followers     | 13,126   |            | 2,330     |         | 2,467   |        | 417      | -     |
| Impressions   | 152,990  | -663,541 🖡 | 26,014    | 907 🛊   | 157     | -508 🖡 | 105      | 105 🛊 |
| Engagements   | 6,696    | -53,129 🖡  | 4,666     | 1,488 🛊 | 1       | -32 🖡  | 11       | 11 🛊  |
| Net Followers | 70       | 3 🛊        | 10        | -44 🖡   | 3       | 1 🛊    | 3        | -4 🖡  |





**DATE:** August 3, 2022

**TO:** Maura Gast, Executive Director

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

### **STR**

Irving's hotel occupancy rate for June was 74.3%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 15.0%, while Texas figures increased 2.8% and the US figures increased 6.3% for the month. Demand for the current period increased 14.1%, and YTD has increased 24.7% over last year, while STR data reflects a 15.0% increase for the current period and a 24.9% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$117.19, up 21.6% in June compared to last year, leaving Irving's YTD average daily rate at \$112.91, up 33.6% over last year.

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

### **AirDNA**

For the month of June, there were 553 available listings in Irving which was a 46.7% increase in listings over last year's figure of 377. The average daily rate for June was \$210.66, which was a decrease of 6.55% over last year, with an occupancy percentage of 62.2%, which was a decrease of 3.95% compared to last year.

For the hotel comparable subset, the average daily rate for June was \$116.12, an increase of 10.60% from last year, with occupancy at 64.7%, an increase of 6.28% from last year.

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

### Tab 4 - Multi-Segment

Irving TX CVB

For the month of: June 2022

|                 |      |      |        |        | Current N | lonth - Jun | e 2022 vs | June 2021 |             |         |        |           |      |      |        |        | Year to Date | - June 202 | 2 vs June | e 2021  |          |         |       |      |
|-----------------|------|------|--------|--------|-----------|-------------|-----------|-----------|-------------|---------|--------|-----------|------|------|--------|--------|--------------|------------|-----------|---------|----------|---------|-------|------|
|                 | Осс  | %    | AD     | R      | RevP      | AR          |           | Perce     | nt Change f | rom Jun | e 2021 |           | Occ  | %    | AD     | R      | RevP         | AR         |           | Percent | Change f | rom YTD | 2021  |      |
|                 |      |      |        |        |           |             | _         |           |             | Room    | Room   |           |      |      |        |        |              |            | _         |         |          | Room    |       | Room |
|                 | 2022 | 2021 | 2022   | 2021   | 2022      | 2021        | Occ       | ADR       | RevPAR      | Rev     | Avail  | Room Sold | 2022 | 2021 | 2022   | 2021   | 2022         | 2021       | Occ       | ADR     | RevPAR   | Rev     | Avail | Sold |
| United States   | 70.1 | 66.0 | 155.04 | 129.92 | 108.64    | 85.68       | 6.3       | 19.3      | 26.8        | 28.9    | 1.7    | 8.0       | 61.6 | 53.6 | 145.15 | 111.59 | 89.37        | 59.84      | 14.8      | 30.1    | 49.4     | 53.9    | 3.1   | 18.3 |
|                 |      |      |        |        |           |             |           |           |             |         |        |           |      |      |        |        |              |            |           |         |          |         |       |      |
| Texas           | 66.8 | 65.0 | 116.95 | 101.44 | 78.13     | 65.91       | 2.8       | 15.3      | 18.5        | 19.8    | 1.1    | 3.9       | 62.7 | 57.9 | 112.75 | 89.75  | 70.73        | 51.99      | 8.3       | 25.6    | 36.0     | 38.1    | 1.5   | 9.9  |
|                 |      |      |        |        |           |             |           |           |             |         |        |           |      |      |        |        |              |            |           |         |          |         |       |      |
| Atlanta, GA     | 70.3 | 65.6 | 124.97 | 102.81 | 87.87     | 67.48       | 7.1       | 21.6      | 30.2        | 33.3    | 2.4    | 9.7       | 64.8 | 57.8 | 116.68 | 90.98  | 75.62        | 52.55      | 12.2      | 28.2    | 43.9     | 48.8    | 3.4   | 16.0 |
| Arlington, TX   | 73.9 | 69.7 | 106.94 | 95.93  | 79.06     | 66.88       | 6.0       | 11.5      | 18.2        | 18.2    | 0.0    | 6.0       | 68.6 | 63.1 | 102.40 | 84.20  | 70.29        | 53.16      | 8.7       | 21.6    | 32.2     | 32.2    | -0.0  | 8.7  |
| Charlotte, NC   | 70.6 | 61.1 | 121.54 | 96.64  | 85.86     | 59.08       | 15.6      | 25.8      | 45.3        | 47.1    | 1.2    | 17.0      | 63.2 | 51.6 | 114.68 | 87.22  | 72.52        | 45.01      | 22.5      | 31.5    | 61.1     | 66.1    | 3.1   | 26.3 |
| Fort Worth, TX+ | 68.1 | 66.8 | 116.95 | 103.48 | 79.67     | 69.14       | 2.0       | 13.0      | 15.2        | 16.5    | 1.1    | 3.1       | 66.9 | 60.2 | 120.35 | 91.82  | 80.48        | 55.26      | 11.1      | 31.1    | 45.6     | 50.0    | 3.0   | 14.4 |
| Frisco, TX+     | 75.4 | 62.8 | 151.35 | 123.28 | 114.06    | 77.36       | 20.1      | 22.8      | 47.4        | 47.4    | 0.0    | 20.1      | 62.6 | 50.7 | 143.00 | 112.84 | 89.54        | 57.25      | 23.4      | 26.7    | 56.4     | 58.0    | 1.0   | 24.7 |
| Grapevine, TX+  | 81.4 | 70.9 | 212.54 | 192.07 | 172.97    | 136.21      | 14.8      | 10.7      | 27.0        | 27.0    | 0.0    | 14.8      | 71.0 | 48.1 | 194.92 | 170.12 | 138.34       | 81.83      | 47.6      | 14.6    | 69.1     | 71.8    | 1.6   | 49.9 |
| Irving, TX+     | 74.3 | 64.6 | 117.19 | 96.37  | 87.02     | 62.21       | 15.0      | 21.6      | 39.9        | 39.5    | -0.3   | 14.7      | 68.1 | 54.5 | 112.91 | 84.51  | 76.85        | 46.06      | 24.9      | 33.6    | 66.8     | 68.8    | 1.2   | 26.3 |
| Nashville, TN   | 76.7 | 69.2 | 182.45 | 139.87 | 140.00    | 96.77       | 10.9      | 30.4      | 44.7        | 52.6    | 5.5    | 17.0      | 67.5 | 52.0 | 166.81 | 113.99 | 112.58       | 59.24      | 29.9      | 46.3    | 90.0     | 99.6    | 5.0   | 36.4 |
| Phoenix, AZ     | 62.6 | 62.3 | 123.45 | 111.17 | 77.33     | 69.29       | 0.5       | 11.0      | 11.6        | 12.1    | 0.4    | 0.9       | 71.7 | 61.6 | 178.37 | 125.41 | 127.95       | 77.30      | 16.4      | 42.2    | 65.5     | 68.7    | 1.9   | 18.6 |
| San Jose, CA+   | 72.0 | 52.3 | 163.66 | 112.42 | 117.87    | 58.78       | 37.7      | 45.6      | 100.5       | 128.1   | 13.8   | 56.7      | 59.3 | 41.7 | 141.21 | 103.25 | 83.74        | 43.03      | 42.3      | 36.8    | 94.6     | 103.8   | 4.7   | 49.0 |

|             |                          |                   |                   |                 | Comp              | etitive Set      | Comparison        |                  |                 |                           |                |                 |                 |
|-------------|--------------------------|-------------------|-------------------|-----------------|-------------------|------------------|-------------------|------------------|-----------------|---------------------------|----------------|-----------------|-----------------|
|             |                          | Actual I          | igures            |                 |                   |                  |                   |                  |                 | nt of Change<br>Last Year | е              |                 |                 |
|             | C                        | urrent Mo         | nth               |                 | Year-To-I         | Date             |                   | C                | urrent Mo       | nth                       | Ye             | ar-To-Dat       | te              |
|             | OCC ADR RVPAR OCC ADR RV |                   |                   |                 |                   | RvPAR            |                   | occ              | ADR             | RvPAR                     | occ            | ADR             | RvPAR           |
| US<br>Texas | 69.6<br>65.7             | 143.30<br>105.97  | 99.71<br>69.67    | 56.2<br>59.2    | 117.11<br>92.24   | 65.77<br>54.60   | US<br>Texas       | 47.7<br>49.7     | 40.2<br>38.6    | 107.0<br>107.5            | 28.6<br>30.3   | 8.6<br>6.3      | 39.6<br>38.4    |
| Irving      | 65.6                     | 98.71             | 64.73             | 56.2            | 87.07             | 48.95            | Irving            | 91.6             | 37.5            | 163.4                     | 31.3           | -7.6            | 21.3            |
| Best USA    | Grpvine<br>78.7          | Grpvine<br>210.08 | Grpvine<br>165.27 | Arlngtn<br>64.9 | Grpvine<br>179.71 | Grpvine<br>94.20 | Best USA          | Grpvine<br>145.5 | Nshvlle<br>69.0 | Nshvlle<br>227.7          | Frisco<br>43.4 | Arlngtn<br>13.8 | Arlngtn<br>42.5 |
| Best Texas  | Grpvine                  | Grpvine           | Grpvine           | Arlngtn         | Grpvine           | Grpvine          | Best Texas        | Grpvine          | Arlngtn         | Grpvine                   | Frisco         | Arlngtn         | Arlngtn         |
|             | 78.7                     | 210.08            | 165.27            | 64.9            | 179.71            | 94.20            |                   | 145.5            | 51.9            | 189.4                     | 43.4           | 13.8            | 42.5            |
| Worst USA   | SanJose                  | Irving            |                   | SanJose         | Irving            | SanJose          | Worst USA         |                  | SanJose         | SanJose                   | SanJose        |                 | SanJose         |
|             | 54.5                     | 98.71             | 63.05             | 43.6            | 87.07             | 46.34            |                   | 40.9             | 11.7            | 79.6                      | 10.6           | -31.8           | -24.6           |
| Worst Texas | Frisco                   | Irving            | Irving            | Frisco          | Irving            | Irving           | Worst Texas       | Arlngtn          | Grpvine         | Arlngtn                   | Arlngtn        | Irving          | Irving          |
|             | 60.8                     | 98.71             | 64.73             | 52.3            | 87.07             | 48.95            |                   | 44.1             | 17.9            | 118.9                     | 25.2           | -7.6            | 21.3            |
|             |                          | Note: "E          | Best" and "       | Worst" no       | tations al        | bove refer to    | destinations with | nin this cor     | npetitive s     | et only                   |                |                 |                 |

### Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: June 2022

|                                 |      |      |        | Cı     | ırrent Month | - June 202 | 2 vs June | 2021    |        |             |               |              |      |      |        | ,      | Year to Date | - June 2022 | vs June | 2021   |          |             |               |              |
|---------------------------------|------|------|--------|--------|--------------|------------|-----------|---------|--------|-------------|---------------|--------------|------|------|--------|--------|--------------|-------------|---------|--------|----------|-------------|---------------|--------------|
|                                 | Осс  | %    | AD     | R      | RevP         | AR         |           | Percent | Change | from Jur    | ne 2021       |              | Occ  | %    | AD     | R      | RevP         | AR          |         | Percen | t Change | from YT     | D 2021        | $\neg$       |
|                                 | 2022 | 2021 | 2022   | 2021   | 2022         | 2021       | Occ       | ADR     | RevPAR | Room<br>Rev | Room<br>Avail | Room<br>Sold | 2022 | 2021 | 2022   | 2021   | 2022         | 2021        | Occ     | ADR    | RevPAR   | Room<br>Rev | Room<br>Avail | Room<br>Sold |
| Irving, TX+                     | 74.3 | 64.6 | 117.19 | 96.37  | 87.02        | 62.21      | 15.0      | 21.6    | 39.9   | 39.5        | -0.3          | 14.7         | 68.1 | 54.5 | 112.91 | 84.51  | 76.85        | 46.06       | 24.9    | 33.6   | 66.8     | 68.8        | 1.2           | 26.3         |
| Luxury/Full Service Irving+     | 71.4 | 55.1 | 160.17 | 136.18 | 114.29       | 75.07      | 29.5      | 17.6    | 52.2   | 52.2        | 0.0           | 29.5         | 65.2 | 42.6 | 156.24 | 121.79 | 101.81       | 51.87       | 53.0    | 28.3   | 96.3     | 99.9        | 1.9           | 55.8         |
| All Suite/Extended Stay Irving+ | 76.0 | 72.3 | 96.87  | 79.74  | 73.62        | 57.69      | 5.1       | 21.5    | 27.6   | 27.6        | 0.0           | 5.1          | 70.9 | 65.1 | 91.88  | 71.42  | 65.16        | 46.52       | 8.9     | 28.6   | 40.1     | 40.1        | 0.0           | 8.9          |
| Limited Service Irving+         | 80.0 | 71.2 | 109.74 | 91.09  | 87.77        | 64.83      | 12.4      | 20.5    | 35.4   | 44.1        | 6.5           | 19.7         | 73.8 | 60.3 | 104.57 | 78.01  | 77.16        | 47.05       | 22.3    | 34.1   | 64.0     | 74.6        | 6.5           | 30.2         |
| Budget Irving+                  | 72.4 | 66.4 | 67.02  | 61.19  | 48.54        | 40.61      | 9.1       | 9.5     | 19.5   | 12.5        | -5.8          | 2.8          | 64.8 | 57.3 | 65.66  | 57.02  | 42.52        | 32.64       | 13.1    | 15.2   | 30.3     | 27.6        | -2.1          | 10.8         |
| Las Colinas+                    | 71.1 | 63.2 | 138.11 | 108.21 | 98.15        | 68.41      | 12.4      | 27.6    | 43.5   | 43.5        | 0.0           | 12.4         | 64.7 | 51.4 | 131.64 | 94.19  | 85.23        | 48.38       | 26.0    | 39.8   | 76.2     | 76.2        | 0.0           | 26.0         |
| DFW North+                      | 77.6 | 65.6 | 110.33 | 92.34  | 85.62        | 60.60      | 18.2      | 19.5    | 41.3   | 45.1        | 2.7           | 21.4         | 73.0 | 55.8 | 106.22 | 80.40  | 77.54        | 44.84       | 30.9    | 32.1   | 72.9     | 81.7        | 5.1           | 37.5         |
| DFW South+                      | 75.2 | 65.3 | 94.93  | 83.81  | 71.40        | 54.76      | 15.1      | 13.3    | 30.4   | 25.2        | -4.0          | 10.5         | 67.3 | 57.8 | 94.11  | 76.00  | 63.36        | 43.95       | 16.4    | 23.8   | 44.2     | 42.2        | -1.4          | 14.8         |
| Full Service Las Colinas+       | 68.4 | 51.4 | 200.21 | 168.62 | 136.87       | 86.62      | 33.1      | 18.7    | 58.0   | 58.0        | 0.0           | 33.1         | 59.6 | 35.3 | 197.71 | 157.65 | 117.90       | 55.63       | 69.0    | 25.4   | 111.9    | 111.9       | 0.0           | 69.0         |
| Limited Service Las Colinas+    | 73.1 | 72.1 | 94.42  | 75.85  | 69.02        | 54.72      | 1.3       | 24.5    | 26.1   | 26.1        | 0.0           | 1.3          | 68.6 | 63.5 | 88.43  | 67.65  | 60.66        | 42.93       | 8.1     | 30.7   | 41.3     | 41.3        | 0.0           | 8.1          |
| Full Service DFW North+         | 72.0 | 51.9 | 140.10 | 123.25 | 100.86       | 64.03      | 38.6      | 13.7    | 57.5   | 57.5        | 0.0           | 38.6         | 70.0 | 40.1 | 136.00 | 110.45 | 95.17        | 44.29       | 74.5    | 23.1   | 114.9    | 127.7       | 6.0           | 84.9         |
| Limited Service DFW North+      | 81.2 | 74.8 | 93.36  | 77.91  | 75.81        | 58.30      | 8.5       | 19.8    | 30.0   | 35.9        | 4.5           | 13.4         | 74.9 | 65.7 | 88.34  | 68.77  | 66.21        | 45.18       | 14.1    | 28.5   | 46.5     | 53.1        | 4.5           | 19.2         |
| Full Service DFW South+         |      |      |        |        |              |            |           |         |        |             |               |              |      |      |        |        |              |             |         |        |          |             |               |              |
| Limited Service DFW South+      | 74.5 | 64.2 | 86.85  | 77.12  | 64.69        | 49.54      | 16.0      | 12.6    | 30.6   | 23.2        | -5.7          | 9.4          | 66.3 | 56.2 | 86.36  | 70.17  | 57.23        | 39.40       | 18.0    | 23.1   | 45.2     | 42.4        | -1.9          | 15.7         |

| AirBNB Data      | Осс  | %     | AI     | DR     | Revi   | PAR    | F     | Percent | Change | from P | rior Yea | r     | Oc   | c %   | AD     | R      | Revi   | PAR    | Pe    | rcent Ch | ange fr | om Prio | r Year Y | TD   |
|------------------|------|-------|--------|--------|--------|--------|-------|---------|--------|--------|----------|-------|------|-------|--------|--------|--------|--------|-------|----------|---------|---------|----------|------|
|                  | 2022 | 2021  | 2022   | 2021   | 2022   | 2021   | Осс   | ADR     | Rev    | Room   | Room     | Room  | 2022 | 2021  | 2022   | 2021   | 2022   | 2021   | Осс   | ADR      |         | Room    | Room     |      |
|                  |      |       |        |        |        |        | -     | ,,,,,,, | PAR    | Rev    | Avail    | Sold  |      |       |        |        |        |        |       | ,        | PAR     | Rev     | Avail    | Sold |
| Entire Place     | 62.2 | 64.8  | 210.66 | 225.42 | 131.09 | 146.04 | -3.95 | -6.55   | -10.23 | 78.1   | 87.9     | 72.9  | 59.6 | 59.24 | 210.23 | 198.70 | 125.24 | 117.72 | 0.56  | 5.80     | 6.39    | 50.9    | 41.6     | 35.1 |
| Hotel Comparable | 64.7 | 60.91 | 116.12 | 104.99 | 75.16  | 63.94  | 6.28  | 10.60   | 17.54  | 159.0  | 120.3    | 134.2 | 63.8 | 57.71 | 112.46 | 95.80  | 71.72  | 55.28  | 10.52 | 17.40    | 29.74   | 87.3    | 44.3     | 59.5 |

| Available Listings       | 2022 | 2021 | % Chg |
|--------------------------|------|------|-------|
| Entire Place             | 363  | 220  | 65.0  |
| Private Room             | 136  | 122  | 11.5  |
| Shared Room              | 54   | 35   | 54.3  |
| Total Available Listings | 553  | 377  | 46.7  |

|                                 |        | Partic | ipation |        |
|---------------------------------|--------|--------|---------|--------|
|                                 | Prope  | rties  | Roc     | oms    |
|                                 | Census | Sample | Census  | Sample |
| Irving, TX+                     | 86     | 75     | 12706   | 11182  |
| Luxury/Full Service Irving+     | 16     | 14     | 4904    | 4304   |
| All Suite/Extended Stay Irving+ | 32     | 30     | 3594    | 3391   |
| Limited Service Irving+         | 14     | 14     | 1794    | 1794   |
| Budget Irving+                  | 23     | 16     | 2295    | 1574   |
| Las Colinas+                    | 31     | 30     | 5262    | 4926   |
| DFW North+                      | 26     | 25     | 4060    | 3964   |
| DFW South+                      | 29     | 20     | 3384    | 2292   |
| Full Service Las Colinas+       | 8      | 8      | 2259    | 2259   |
| Limited Service Las Colinas+    | 23     | 22     | 3003    | 2667   |
| Full Service DFW North+         | 4      | 4      | 1589    | 1589   |
| Limited Service DFW North+      | 22     | 21     | 2471    | 2375   |
| Full Service DFW South+         | 4      | 2      | 1056    | 456    |
| Limited Service DFW South+      | 25     | 18     | 2328    | 1836   |
| ICC Comp Set No Boutiques+      |        |        |         |        |

# Irving, Texas Room Demand Source: Smith Travel Research

|           |       | 2021                       |                           |       | 2022                       |                           |                  | ed Demand<br>er prior year | •                | rted Change<br>rior year |
|-----------|-------|----------------------------|---------------------------|-------|----------------------------|---------------------------|------------------|----------------------------|------------------|--------------------------|
|           | Осс % | Current<br>Month<br>Demand | Year To<br>Date<br>Demand | Осс % | Current<br>Month<br>Demand | Year To<br>Date<br>Demand | Current<br>Month | Year To Date               | Current<br>Month | Year To Date             |
| January   | 37.6  | 149,888                    | 149,888                   | 54.0  | 213,194                    | 213,194                   | 42.2%            | 42.2%                      | 42.5%            | 42.5%                    |
| February  | 46.2  | 166,232                    | 316,120                   | 64.5  | 232,046                    | 445,240                   | 39.6%            | 40.8%                      | 40.7%            | 41.7%                    |
| March     | 58.3  | 232,397                    | 548,517                   | 71.0  | 282,761                    | 728,001                   | 21.7%            | 32.7%                      | 20.7%            | 33.0%                    |
| April     | 58.0  | 223,663                    | 772,180                   | 74.5  | 286,896                    | 1,014,897                 | 28.3%            | 31.4%                      | 28.8%            | 31.5%                    |
| Мау       | 62.1  | 245,810                    | 1,017,990                 | 71.2  | 280,494                    | 1,295,391                 | 14.1%            | 27.2%                      | 15.3%            | 27.3%                    |
| June      | 64.8  | 248,066                    | 1,266,056                 | 74.3  | 283,046                    | 1,578,437                 | 14.1%            | 24.7%                      | 15.0%            | 24.9%                    |
| July      | 65.6  | 259,433                    | 1,525,489                 |       |                            |                           |                  |                            |                  |                          |
| August    | 59.6  | 235,957                    | 1,761,446                 |       |                            |                           |                  |                            |                  |                          |
| September | 59.7  | 230,535                    | 1,991,981                 |       |                            |                           |                  |                            |                  |                          |
| October   | 66.2  | 266,062                    | 2,258,043                 |       |                            |                           |                  |                            |                  |                          |
| November  | 64.1  | 244,834                    | 2,502,877                 |       |                            |                           |                  |                            |                  |                          |
| December  | 55.6  | 219,242                    | 2,722,119                 |       |                            |                           |                  |                            |                  |                          |

# **Irving, Texas & United States Comparison**

June 2022

| Indina           |          | A.D   | .R.    |       |         | OCCUF    | PANCY |       |         | Revi   | PAR   |        |
|------------------|----------|-------|--------|-------|---------|----------|-------|-------|---------|--------|-------|--------|
| Irving           | Current  | % Chg | YTD    | % Chg | Current | % Chg    | YTD   | % Chg | Current | % Chg  | YTD   | % Chg  |
| JANUARY          | 99.60    | 45.4% | 99.60  | 45.4% | 54.0%   | 42.5%    | 54.0% | 42.5% | 53.82   | 107.1% | 53.82 | 107.1% |
| FEBRUARY         | 107.53   | 42.7% | 103.66 | 43.8% | 64.5%   | 40.7%    | 59.1% | 41.7% | 69.37   | 100.7% | 61.29 | 103.8% |
| MAR              | 110.73   | 40.4% | 106.44 | 42.1% | 71.0%   | 20.7%    | 63.1% | 33.0% | 78.63   | 69.5%  | 67.21 | 89.1%  |
| APRIL            | 118.59   | 37.7% | 109.97 | 40.7% | 74.5%   | 28.8%    | 65.9% | 31.5% | 88.29   | 77.4%  | 72.44 | 85.1%  |
| MAY              | 118.46   | 28.5% | 111.97 | 37.2% | 71.2%   | 15.3%    | 66.8% | 27.3% | 84.36   | 48.2%  | 74.85 | 74.8%  |
| JUNE             | 117.19   | 21.6% | 112.91 | 33.6% | 74.3%   | 15.0%    | 68.1% | 24.9% | 87.02   | 39.9%  | 76.85 | 66.8%  |
| JULY             |          |       |        |       |         |          |       |       |         |        |       |        |
| AUGUST           |          |       |        |       |         |          |       |       |         |        |       |        |
| SEPTEMBER        |          |       |        |       |         |          |       |       |         |        |       |        |
| OCTOBER          |          |       |        |       |         |          |       |       |         |        |       |        |
| NOVEMBER         |          |       |        |       |         |          |       |       |         |        |       |        |
| DECEMBER         |          |       |        |       |         |          |       |       |         |        |       |        |
| 12 mo. rolling a | verages: | ADR   | 107.46 | 33.5% | 0       | ccupancy | 65.0% | 39.4% |         | RevPAR | 69.85 | 86.1%  |

| Texas     |         | A.D   | ).R.   |       |         | OCCU  | PANCY |       | RevPAR  |       |       |       |
|-----------|---------|-------|--------|-------|---------|-------|-------|-------|---------|-------|-------|-------|
| Texas     | Current | % Chg | YTD    | % Chg | Current | % Chg | YTD   | % Chg | Current | % Chg | YTD   | % Chg |
| JANUARY   | 96.11   | 29.9% | 96.11  | 29.9% | 51.3%   | 19.2% | 51.3% | 19.2% | 49.33   | 54.8% | 49.33 | 54.8% |
| FEBRUARY  | 104.86  | 33.4% | 100.65 | 31.8% | 60.0%   | 17.6% | 55.4% | 18.3% | 62.95   | 56.8% | 55.80 | 55.9% |
| MAR       | 118.40  | 35.2% | 107.64 | 32.8% | 67.8%   | 6.0%  | 59.7% | 13.1% | 80.24   | 43.3% | 64.22 | 50.2% |
| APRIL     | 117.52  | 28.2% | 110.33 | 31.2% | 66.4%   | 6.6%  | 61.4% | 11.3% | 78.05   | 36.7% | 67.69 | 46.0% |
| MAY       | 117.37  | 20.7% | 111.83 | 28.5% | 64.2%   | 3.7%  | 61.9% | 9.6%  | 75.31   | 25.2% | 69.25 | 40.7% |
| JUNE      | 116.95  | 15.3% | 112.75 | 25.6% | 66.8%   | 2.8%  | 62.7% | 8.3%  | 78.13   | 18.5% | 70.73 | 36.0% |
| JULY      |         |       |        |       |         |       |       |       |         |       |       |       |
| AUGUST    |         |       |        |       |         |       |       |       |         |       |       |       |
| SEPTEMBER |         |       |        |       |         |       |       |       |         |       |       |       |
| OCTOBER   |         |       |        |       |         |       |       |       |         |       |       |       |
| NOVEMBER  |         |       |        |       |         |       |       |       |         |       |       |       |
| DECEMBER  |         |       |        |       |         |       |       |       |         |       |       |       |

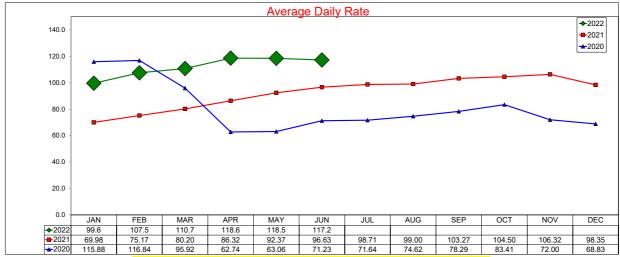
| USA       |         | A.D   | .R.    |       |         | OCCUF | PANCY |       |         | Revl  | PAR   |       |
|-----------|---------|-------|--------|-------|---------|-------|-------|-------|---------|-------|-------|-------|
| USA       | Current | % Chg | YTD    | % Chg | Current | % Chg | YTD   | % Chg | Current | % Chg | YTD   | % Chg |
| JANUARY   | 123.51  | 36.0% | 123.51 | 36.0% | 47.8%   | 22.4% | 47.8% | 22.4% | 58.98   | 66.4% | 58.98 | 66.4% |
| FEBRUARY  | 137.39  | 38.7% | 130.80 | 37.6% | 56.9%   | 26.0% | 52.1% | 24.2% | 78.24   | 74.8% | 68.15 | 70.9% |
| MAR       | 146.61  | 37.5% | 137.13 | 37.5% | 64.0%   | 17.9% | 56.2% | 21.6% | 93.82   | 62.1% | 77.06 | 67.2% |
| APRIL     | 149.90  | 35.1% | 140.75 | 36.6% | 65.5%   | 14.4% | 58.5% | 19.4% | 98.20   | 54.5% | 82.36 | 63.1% |
| MAY       | 149.91  | 26.8% | 142.82 | 33.8% | 65.1%   | 10.1% | 59.9% | 17.1% | 97.53   | 39.6% | 85.50 | 56.7% |
| JUNE      | 155.04  | 19.3% | 145.15 | 30.1% | 70.1%   | 6.3%  | 61.6% | 14.8% | 108.64  | 26.8% | 89.37 | 49.4% |
| JULY      |         |       |        |       |         |       |       |       |         |       |       |       |
| AUGUST    |         |       |        |       |         |       |       |       |         |       |       |       |
| SEPTEMBER |         |       |        |       |         |       |       |       |         |       |       |       |
| OCTOBER   |         |       |        |       |         |       |       |       |         |       |       |       |
| NOVEMBER  |         |       |        |       |         |       |       |       |         |       |       |       |
| DECEMBER  |         |       |        |       |         |       |       |       |         |       |       |       |

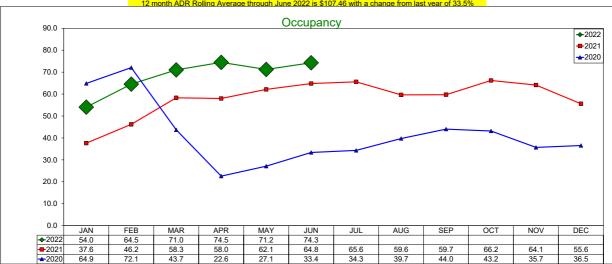
Note: The "Change %" column refers to the change from the prior year's figure.

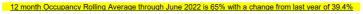
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

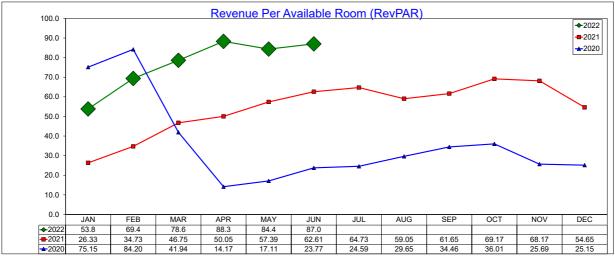
## Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

June 2022









# **Monthly & YTD AirDNA Data**

June 2022

| Entire Place |         | A.D   | ).R.   |       |         | OCCUF | PANCY |       |         | Rev    | PAR    |       |
|--------------|---------|-------|--------|-------|---------|-------|-------|-------|---------|--------|--------|-------|
| Little Flace | Current | % Chg | YTD    | % Chg | Current | % Chg | YTD   | % Chg | Current | % Chg  | YTD    | % Chg |
| JANUARY      | 212.65  | 39.8% | 212.65 | 39.8% | 49.2%   | 6.0%  | 49.2% | 6.0%  | 104.71  | 48.2%  | 104.71 | 48.2% |
| FEBRUARY     | 227.23  | 27.6% | 219.59 | 34.7% | 54.9%   | 4.0%  | 51.8% | 5.9%  | 124.81  | 32.6%  | 113.72 | 42.6% |
| MAR          | 220.94  | 16.0% | 220.11 | 26.3% | 59.8%   | 0.0%  | 54.6% | 3.3%  | 132.07  | 15.9%  | 120.25 | 30.5% |
| APRIL        | 207.03  | -3.6% | 215.98 | 14.7% | 62.3%   | -3.1% | 56.8% | 0.9%  | 129.01  | -6.6%  | 122.77 | 15.8% |
| MAY          | 195.15  | -7.5% | 210.11 | 8.5%  | 64.9%   | -1.3% | 58.9% | 1.0%  | 126.69  | -8.8%  | 123.77 | 9.6%  |
| JUNE         | 210.66  | -6.5% | 210.23 | 5.8%  | 62.2%   | -3.9% | 59.6% | 0.6%  | 131.09  | -10.2% | 125.24 | 6.4%  |
| JULY         |         |       |        |       |         |       |       |       |         |        |        |       |
| AUGUST       |         |       |        |       |         |       |       |       |         |        |        |       |
| SEPTEMBER    |         |       |        |       |         |       |       |       |         |        |        |       |
| OCTOBER      |         |       |        |       |         |       |       |       |         |        |        |       |
| NOVEMBER     |         |       |        |       |         |       |       |       |         |        |        |       |
| DECEMBER     |         |       |        |       |         |       |       |       |         |        |        |       |

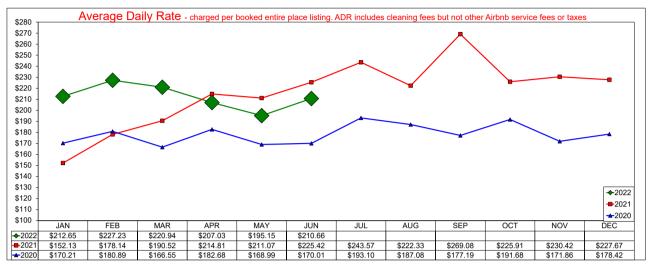
| Hotel      |         | A.D   | .R.    |       |         | OCCUF | PANCY |       |         | Revi  | PAR   |       |
|------------|---------|-------|--------|-------|---------|-------|-------|-------|---------|-------|-------|-------|
| Comparable | Current | % Chg | YTD    | % Chg | Current | % Chg | YTD   | % Chg | Current | % Chg | YTD   | % Chg |
| JANUARY    | 102.37  | 25.6% | 102.37 | 25.6% | 55.2%   | 19.6% | 55.2% | 19.6% | 56.53   | 50.2% | 56.53 | 50.2% |
| FEBRUARY   | 109.56  | 12.8% | 105.73 | 19.8% | 59.6%   | 8.7%  | 57.2% | 15.4% | 65.32   | 22.6% | 60.48 | 38.3% |
| MAR        | 112.45  | 20.0% | 108.48 | 20.0% | 61.4%   | 4.2%  | 58.8% | 11.4% | 68.99   | 25.1% | 63.82 | 33.6% |
| APRIL      | 111.97  | 17.1% | 109.70 | 19.2% | 63.1%   | 3.0%  | 60.2% | 9.0%  | 70.64   | 20.7% | 66.09 | 29.9% |
| MAY        | 114.97  | 13.0% | 111.44 | 18.3% | 71.4%   | 9.5%  | 63.5% | 11.1% | 82.05   | 23.7% | 70.78 | 31.4% |
| JUNE       | 116.12  | 10.6% | 112.46 | 17.4% | 64.7%   | 6.3%  | 63.8% | 10.5% | 75.16   | 17.5% | 71.72 | 29.7% |
| JULY       |         |       |        |       |         |       |       |       |         |       |       |       |
| AUGUST     |         |       |        |       |         |       |       |       |         |       |       |       |
| SEPTEMBER  |         |       |        |       |         |       |       |       |         |       |       |       |
| OCTOBER    |         |       |        |       |         |       |       |       |         |       |       |       |
| NOVEMBER   |         |       |        |       |         |       |       |       |         |       |       |       |
| DECEMBER   |         |       |        |       |         |       |       |       |         |       |       |       |

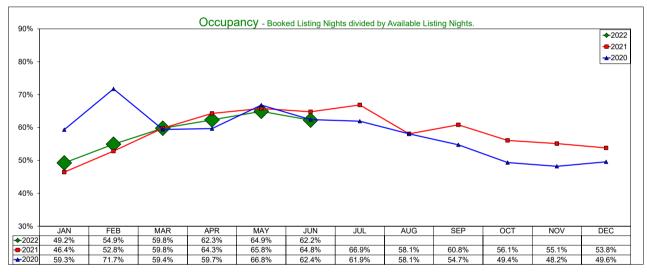
Note: The "Change %" column refers to the change from the prior year's figure.

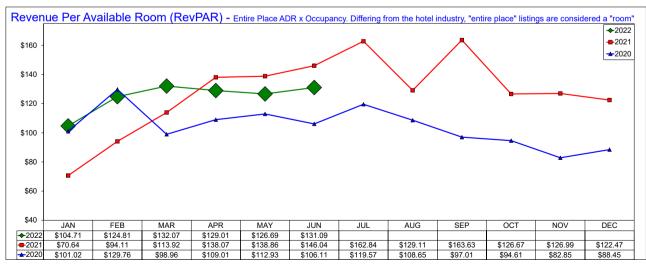
## **AirDNA - Entire Place**

### June 2022

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

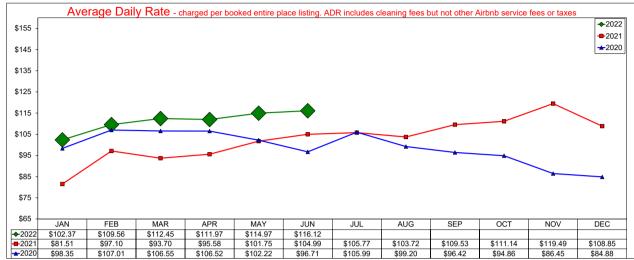


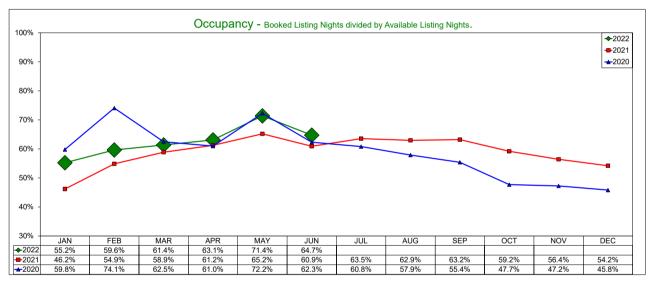


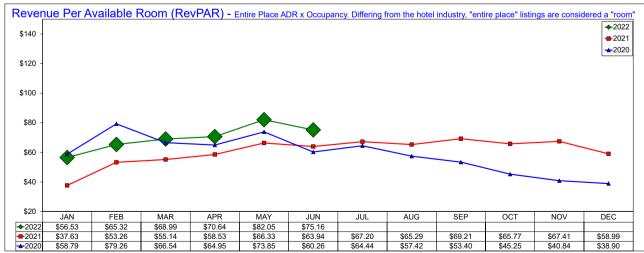


# AirDNA - Hotel Comparable Subset June 2022

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







# 2022 - 2021 - 2020 COMPARISON Occupancy/ADR/RevPAR

| Month     |       | Occ % |       |        | ADR    |        |       | RevPAR |       |
|-----------|-------|-------|-------|--------|--------|--------|-------|--------|-------|
| WIOTILIT  | 2022  | 2021  | 2020  | 2022   | 2021   | 2020   | 2022  | 2021   | 2020  |
| January   | 54.00 | 37.62 | 64.85 | 99.60  | 69.98  | 115.88 | 53.82 | 26.33  | 75.15 |
| February  | 64.50 | 46.20 | 72.06 | 107.53 | 75.17  | 116.84 | 69.37 | 34.73  | 84.20 |
| March     | 71.00 | 58.30 | 43.72 | 110.73 | 80.20  | 95.92  | 78.63 | 46.75  | 41.94 |
| April     | 74.50 | 58.00 | 22.59 | 118.59 | 86.32  | 62.74  | 88.29 | 50.05  | 14.17 |
| May       | 71.20 | 62.10 | 27.10 | 118.46 | 92.37  | 63.06  | 84.36 | 57.39  | 17.11 |
| June      | 74.30 | 65.60 | 33.37 | 117.19 | 98.71  | 71.23  | 87.02 | 64.73  | 23.77 |
| July      |       | 65.60 | 34.32 |        | 98.71  | 71.64  |       | 64.73  | 24.59 |
| August    |       | 59.60 | 39.74 |        | 99.00  | 74.62  |       | 59.05  | 29.65 |
| September |       | 59.60 | 44.01 |        | 103.46 | 78.29  |       | 61.66  | 34.46 |
| October   |       | 66.20 | 43.17 |        | 104.50 | 83.41  |       | 69.17  | 36.01 |
| November  |       | 64.10 | 35.68 |        | 106.32 | 72.00  |       | 68.17  | 25.69 |
| December  |       | 55.60 | 36.54 |        | 98.35  | 68.83  |       | 54.65  | 25.15 |

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, AUGUST 22, 2022

# CONVENTION CENTER MANAGEMENT REPORTS





August 15, 2022

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Casey Villaseñor, ASM Global Director of Sales

SUBJECT: Monthly Financial & Sales Report – July 2022

| Convention Center     | Current<br>Actual | Current<br>Budget | Prior Year<br>Actual | Year to Date<br>Actual | Year to Date<br>Budget | Prior YTD<br>Actual |
|-----------------------|-------------------|-------------------|----------------------|------------------------|------------------------|---------------------|
| Direct Event Income   | 54,718            | 108,250           | 56,828               | 859,834                | 940,630                | 617,947             |
| Ancillary Income      | 281,495           | 209,035           | 99,071               | 2,717,954              | 1,990,374              | 617,240             |
| Total Event Income    | 336,213           | 317,285           | 155,899              | 3,577,788              | 2,931,004              | 1,235,187           |
| Other Income          | 56,696            | 66,421            | 35,862               | 624,218                | 664,210                | 301,797             |
| Adjusted Gross Income | 392,909           | 383,706           | 191,761              | 4,202,006              | 3,595,214              | 1,536,984           |
| Indirect Expenses     | (476,561)         | (491,917)         | (378,811)            | (4,927,553)            | (4,926,315)            | (3,592,015)         |
| Net Income (Loss)     | (83,652)          | (108,211)         | (187,050)            | (725,547)              | (1,331,101)            | (2,055,031)         |

- Total direct event income consisted of rental and service revenue from the nine revenue-producing events we had for the month: Dallas BOMA, KicksFest Sneaker Con, Trial Advocacy, BPI, The Line Haul Summit, Solution Tree, UMANT, EPRI, and the BOD.
- Other operating income includes July's Westin garage rental, Enterprise's rent, Music Factory concerts, transient parking revenue, & various commissions.
- Despite fluctuating in various categories, indirect expenses were under budget by \$15,356.
- Overall, the ICC beat budget by \$24,559.

| ASM Catering        | Current<br>Actual | Current<br>Budget | Prior Year<br>Actual | Year to<br>Date<br>Actual | Year to<br>Date<br>Budget | Prior YTD<br>Actual |
|---------------------|-------------------|-------------------|----------------------|---------------------------|---------------------------|---------------------|
| Total Revenue       | 359,536           | 301,320           | 134,629              | 3,526,681                 | 2,668,775                 | 645,531             |
| Net Income/(Loss)   | 260,976           | 204,960           | 67,156               | 2,080,390                 | 1,698,297                 | 359,805             |
| Net Income/(Loss) % | 72.59%            | 68.02%            | 49.88%               | 58.99%                    | 63.64%                    | 55.74%              |

# **ICC** by the Numbers

| EVENTS       |              |  |  |  |  |  |  |
|--------------|--------------|--|--|--|--|--|--|
| This month   | To date      |  |  |  |  |  |  |
| 11           | 166          |  |  |  |  |  |  |
| Current Year | Current Year |  |  |  |  |  |  |
| 12           | 69           |  |  |  |  |  |  |
| Prior Year   | Prior Year   |  |  |  |  |  |  |

| VISITORS            |                      |
|---------------------|----------------------|
| This month          | To date              |
| 5,604               | 157,455              |
| Current Year        | Current Year         |
| 8,370<br>Prior Year | 74,494<br>Prior Year |

| <b>FUTURE GUESTROOM</b> | FUTURE GUESTROOMS BOOKED |  |  |  |  |  |  |
|-------------------------|--------------------------|--|--|--|--|--|--|
| This month              | To date                  |  |  |  |  |  |  |
| 5,498                   | 26,424                   |  |  |  |  |  |  |
| Current Year            | Current Year             |  |  |  |  |  |  |
|                         |                          |  |  |  |  |  |  |
| 3,574 Prior Year        | 15,250<br>Prior Year     |  |  |  |  |  |  |

| SURVEY RESULTS |               |  |  |  |  |  |
|----------------|---------------|--|--|--|--|--|
| Returned       | Score         |  |  |  |  |  |
| 5              | 100%          |  |  |  |  |  |
| This Month     | Current Month |  |  |  |  |  |
|                |               |  |  |  |  |  |
| 26             | 94.6%         |  |  |  |  |  |

| EXECUTED AGREEMENTS |              |  |  |  |  |  |
|---------------------|--------------|--|--|--|--|--|
| This month          | To date      |  |  |  |  |  |
| 20                  | 181          |  |  |  |  |  |
| Current Year        | Current Year |  |  |  |  |  |
| 16                  | 106          |  |  |  |  |  |
| Prior Year          | Prior Year   |  |  |  |  |  |

### **Target Industry Bookings**

Caterpillar Meeting – October 2022 Elevate IT – June 2023 UNIFY Financial – October 2022

### **August & September at a Glance**

August 1-5 Irving ISD August 7-12 SPFest Technology Conference **Apartment Association of Tarrant County** August 8-9 Texas Pro Bodybuilding Championship August 11-14 Original Sewing & Quilting Expo August 14-20 City of Irving Infrastructure & Economic Development August 17-18 August 21-23 Texas Society of CPA's Summit **TEXSOM Conference** August 24-31 August 25-28 Auto Body Association of Texas September 1-6 Swim Spa Blowout Expo September 7-9 Salvation Army of North Texas September 8-9 **Great Harvest** September 8-10 **Embassy City Church** September 9-10 Heart of Texas Body Building TSAE 2022 New Ideas Annual Conference September 9-13 September 13-14 Southwest Society of Cosmetic Chemists September 14-17 **Texas Podiatric Medical Association** September 18 Sneaker Exit September 18-21 Strategic Franchising September 21-25 Fiber Fest September 27-28 QuikTrip • September 28-29 JP Morgan Chase for Business Series **Technology Prayer Breakfast** September 29-30

Tom Meehan, General Manager, ASM Global

cc:

| August 2022                           |   |                                 |  |                                  |                                  |          |
|---------------------------------------|---|---------------------------------|--|----------------------------------|----------------------------------|----------|
| Sunday                                | Monday                                  | Tu es day                       | Wedn es day                            | Thursday                         | Friday                           | Saturday |
| 31                                    | 1                                       | 2                               | 3                                      | 4                                | 5                                | 6        |
| Kicksfest<br>Definite                 | Irving ISD Definite                     |                                 |  |                                  |                                  |          |
|                                       |   |                                 |  | Greater Dallas Vetera  De finite |                                  |          |
| 7                                     | 8                                       | 9                               | 10                                     | 11                               | 12                               | 13       |
| 365 EduCon presented by S<br>Definite | PFest                                   |                                 |  |                                  |                                  |          |
|                                       | AAT C - AAGD Business Excha<br>Definite | ng e                            | Texas Pro Bodybuilding Cha             | ampio nships                     |                                  |          |
|                                       |   | Irving ISD Parking Definite     |  |                                  |                                  |          |
|                                       |   | ICVB Committee Meeti  De finite |  |                                  |                                  |          |
| 14                                    | 15                                      | 16                              | 17                                     | 18                               | 19                               | 20       |
| Original Sewing & Quilt Ex            | po/North Texas Quilt Festiva            |                                 |  |                                  |                                  |          |
| Texas Pro Bodybuildin                 |   |                                 | City of Irving Infrastructur           | e and Eco no mic Develo p        | Association of Certifi  Definite |          |
| 21                                    | 22                                      | 23                              | 24                                     | 25                               | 26                               | 27       |
| Sneaker Travelers Expo Definite       |   |                                 | AAHOA<br>Definite                      |                                  |                                  |          |
| Texas Society of CPAs Sum<br>Definite | nmit 2022 Conference                    |                                 | T EXSOM Conference Definite            |                                  |                                  |          |
|                                       | ICVB Board of Directo Definite          |                                 | <b>TD Industries Quarterl</b> Definite | North Texas Commissi  Definite   |                                  |          |
|                                       |   |                                 |  | ABAT<br>Definite                 |                                  |          |
| 28                                    | 29                                      | 30                              | 31                                     | 1                                | 2                                | 3        |
| TEXSOM Conference<br>Definite         |   |                                 |  | Swim Spa Blowout Expo            |                                  |          |
| ABAT<br>De finite                     |   |                                 |  |                                  |                                  |          |

8/17/2022 1/2

| Sunday                                 | M on day                         | Tuesday                           | Wedn es day                            | Thursday                          | Friday                                  | Saturday      |
|--|----------------------------------|-----------------------------------|--|-----------------------------------|---|---------------|
| 28                                     | 29                               | 30                                | 31                                     | 1                                 | 2                                       | 3             |
| TEXSOM Conference Definite             |                                  |                                   |  | Swim Spa Blowout Expo<br>Definite |   |               |
| ABAT<br>Definite                       |                                  |                                   |  |                                   |   |               |
| 4                                      | 5 Labor Day                      | 6                                 | 7                                      | 8                                 | 9                                       | 10            |
| <b>DFW Church Worship S</b> Definite   |                                  |                                   | Salvation Army of North Te<br>Definite | xas                               |   |               |
| Swim Spa Blowout Expo                  |                                  |                                   | Texas Department of Prospect           | Embassy City Church Definite      |   |               |
|  |                                  | IPD Honor Guard Train Tentative 1 |  | The Great Harvest Definite        |   |               |
|  |                                  |                                   |  | Mid Cities Women's Cli Definite   | Heart of Texas Body Buildi<br>De finite | ng            |
|  |                                  |                                   |  |                                   | T SAE 2022 New Ideas Annua<br>Definite  | al Conference |
| 11                                     | 12                               | 13                                | 14                                     | 15                                | 16                                      | 17            |
| T SAE 2022 New Ideas Annua<br>Definite | al Conference                    |                                   |  |                                   |   |               |
|  |                                  | SWSCC - Suppliers Day and I       | Educatio nal Seminar                   |                                   |   |               |
|  |                                  |                                   | 2022 TPMA Southwest Foo<br>Definite    | t and Ankle Conference            |   |               |
| 18                                     | 19                               | 20                                | 21                                     | 22                                | 23                                      | 24            |
| Strategic Franchising 2022 Definite    |                                  |                                   |  |                                   |   |               |
| Sneaker Exit Definite                  | Irving Fire Fighters Ex Definite |                                   | <b>Fiber Fest</b><br>Definite          |                                   |   |               |

8/17/2022 1/2

| September 2022                 |                                    |                                |                                       |                                       |                                       |                              |  |
|--------------------------------|------------------------------------|--------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|------------------------------|--|
| Sunday                         | M on day                           | Tu es day                      | Wedn es day                           | Thursday                              | Friday                                | Saturday                     |  |
| 25                             | 26                                 | 27                             | 28                                    | 29                                    | 30                                    | 1                            |  |
| <b>Fiber Fest</b><br>De finite | 2022 North Texas State of Definite | Reform Health Policy C         |                                       |                                       |                                       |                              |  |
|                                | ICVB Board of Directo Definite     | <b>QuikTrip</b><br>Definite    |                                       |                                       |                                       |                              |  |
|                                |                                    | Economic Forecast fo  Definite | <b>DFW RIMS Annual Conf</b> Definite  |                                       |                                       |                              |  |
|                                |                                    |                                | Chase for Business Series<br>Definite |                                       |                                       |                              |  |
|                                |                                    |                                |                                       | 2022 Technology Prayer Br<br>Definite | reakfast                              |                              |  |
|                                |                                    |                                |                                       | TRAPS Meeting Tentative 1             | U.S. Pet Pro Classic 2022<br>Definite |                              |  |
|                                |                                    |                                |                                       |                                       | Veterans Mental Healt Definite        |                              |  |
|                                |                                    |                                |                                       |                                       | <b>DFW Kalakars</b><br>Tentative 1    |                              |  |
|                                |                                    |                                |                                       |                                       |                                       | DFW Women's Expo<br>Prospect |  |

8/17/2022 2/2

|  |  |                                 | 0 et e k - :: 2022                   |                                |                                       |                                    |
|--|--|---------------------------------|--------------------------------------|--------------------------------|---------------------------------------|------------------------------------|
|  |  | T                               | October 2022                         |                                |                                       |                                    |
| Sunday   | M on day                               | Tuesday                         | Wednesday                            | Thursday                       | Friday                                | Saturday                           |
| 25   | 26                                     | 27                              | 28                                   | 29                             | 30                                    | 1                                  |
| Fiber Fest<br>Definite                           | 2022 North Texas State of Definite     | Reform Health Policy C          |                                      |                                |                                       |                                    |
|  | ICVB Board of Directo Definite         | <b>QuikTrip</b><br>Definite     |                                      |                                |                                       |                                    |
|  |  | Economic Forecast fo  De finite | DFW RIMS Annual Conf Definite        |                                |                                       |                                    |
|  |  |                                 | Chase for Business Series Definite   |                                |                                       |                                    |
|  |  |                                 |                                      | 2022 Technology Prayer Bu      | reakfast                              |                                    |
|  |  |                                 |                                      | TRAPS Meeting Tentative 1      | U.S. Pet Pro Classic 2022<br>Definite |                                    |
|  |  |                                 |                                      |                                | Veterans Mental Healt Definite        |                                    |
|  |  |                                 |                                      |                                | <b>DFW Kalakars</b><br>Tentative 1    |                                    |
|  |  |                                 |                                      |                                |                                       | <b>DFW Wo me n's Expo</b> Prospect |
| 2  | 3                                      | 4                               | 5                                    | 6                              | 7                                     | 8                                  |
| U.S. Pet Pro Classic 2022 Definite               |  |                                 | Direct Selling News Definite         |                                |                                       |                                    |
| <b>DFW Kalakars</b><br>Tentative 1               | Metho dist Health System L<br>Definite | eading to Excellence Su         | Scrapbook Expo 2022<br>Definite      |                                |                                       |                                    |
| <b>DFW Wo men's Expo</b> Prospect                |  |                                 |                                      | IREM Fashion Show De finite    |                                       | MySquarefeet India Pr Tentative 1  |
| 9  | 10 Columbus Day                        | 11                              | 12                                   | 13                             | 14                                    | 15                                 |
| UNIFY Financial Credit Union Town Hall De finite |  |                                 | Energy by 5 Definite                 | Fan Festival 2022<br>De finite |                                       |                                    |
| MySquarefeet India Pr Tentative 1                | 2022 Fencing Supply Group<br>Definite  | Annual Meeting                  | Irving 360 Civic Academy Tentative 1 |                                |                                       |                                    |
|  |  | ICVB Committee Meeti  Definite  |                                      |                                |                                       |                                    |

8/17/2022 1/2

| October 2022                   |  |                            |                                      |              |                                   |                                     |  |
|--------------------------------|--|----------------------------|--------------------------------------|--------------|-----------------------------------|-------------------------------------|--|
| Sunday                         | M on day                               | Tuesday                    | Wedn es day                          | Thursday     | Friday                            | Saturday                            |  |
| 16                             | 17                                     | 18                         | 19                                   | 20           | 21                                | 22                                  |  |
| Fan Festival 2022<br>De finite | Caterpillar Meeting<br>Definite        |                            |                                      |              | DFW Hospital Council De finite    |                                     |  |
|                                | Fire Technology Conference<br>Definite | e                          |                                      |              | Ultimate Women's Expo<br>Definite |                                     |  |
|                                | Connex Mid-Year Meeting Definite       |                            |                                      |              | ICVB Committee Meeti Tentative 1  | Alpha Kappa Alpha Lun Tentative 1   |  |
| 23                             | 24                                     | 25                         | 26                                   | 27           | 28                                | 29                                  |  |
| Ultimate Women's Expo          |  | CCST 2022 Annual Conferent | nce                                  |              |                                   |                                     |  |
|                                |  |                            | TPTA 2022 Annual Confere             | nce          |                                   |                                     |  |
|                                |  |                            | Comerica Women's Busines<br>Definite | s Sympo sium | ASUG<br>Tentative 1               | <b>Dynaten Awards Banq</b> Definite |  |
| 30                             | 31 Hallowe e n                         | 1                          | 2                                    | 3            | 4                                 | 5                                   |  |
|                                |  |                            | All Industry Day 2022 IIAD Definite  |              | GRACE<br>De finite                |                                     |  |
|                                |  |                            | TRAPS Conference Definite            |              | Bull O Ween Tentative 1           | Texas Bridal & Weddin Definite      |  |

8/17/2022 2/2

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, AUGUST 22, 2022

# INDUSTRY REPORTS / BOARD PARTNERS



# Business travel spending might not return to prepandemic levels until 2026

PUBLISHED MON, AUG 15 20223:30 PM EDT



### **KEY POINTS**

Business travel spending will take two years longer than previously forecast to recover to 2019 levels.

Labor shortages, inflation and supply chain issues are among the challenges.



Lighted tunnel in the United Airlines terminal, O'Hare International Airport, Chicago Illinois.

Andrew Woodley | Universal Images Group via Getty Images

Business travel spending might not recover to pre-pandemic levels until sometime in 2026 — two years later than previously expected — as inflation, labor shortages and geopolitical issues slow the sector's rebound, according to a new industry forecast.

Spending by business travelers, a key source of revenue for airlines and hotels, some of the hardest-hit industries in the pandemic, has been on the upswing this year. Spending worldwide is set to rise nearly 34% in 2022 to \$933 billion, according to the

Global Business Travel Association's annual report and forecast, published Monday.

That's still far short of the more than \$1.4 trillion in business travel generated in 2019, before the Covid pandemic. One reason is that high inflation is driving up travel costs, which the industry group last week said would continue to climb through 2023.

For example, this year through July, revenue per available room in U.S. hotels was \$92.36, up from \$88.05 over the same period of 2019, according to preliminary data from hotel data firm STR. Occupancy was 63%, down from nearly 67% in 2019.

The report forecast a 42% increase in business travel spending in the U.S. this year from 2021, to nearly \$213.4 billion. U.S. airline and hotel executives have touted a return of business travelers this year after many companies put trips on hold during the pandemic.

Q

Urban Land > Planning & Design > Hotel-to-Housing Conversions Proliferate

## **Hotel-to-Housing Conversions Proliferate**

By Patricia Kirk August 15, 2022

Text Size: A A A

Print Email Share Facebook LinkedIn Twitter



The Studios at Hotel Berry in Sacramento, California, converted an obsolete hotel to supportive housing for residents experiencing homelessness. (JAMBOREE BY JUANTALLO.COM)

Pandemic travel bans shut down many old, obsolete hotels for good. Now, investors are creating new product—from temporary shelter to affordable and market-rate housing.

Historically, older hotels have played an important role in the hospitality industry, providing a lower-rate alternative to four- and five-star hotels for families and business travelers on a budget. But many of these lodging facilities will not be around on the other side of the COVID-19 pandemic because their owners are calling it quits.

The fate of this older hospitality product was decided by the combined effect of the pandemic-induced travel shutdown and an oversupply of new hotels that include an abundance of modestly priced lodging that has rendered older hotels obsolete.

The good news is that many of these outdated properties are being reborn as residences as multifamily developers and investors looking for a quick and cost-effective way to produce more housing snap them up for conversion to apartments.

While this idea is not new, the hot multifamily market has set in motion a new wave of this type of adaptive use to help meet the high demand for affordable and attainable housing in urban markets.



MRK Partners' Hillside Senior Apartments in Gaithersburg, Maryland, featured a spacious common area that allowed the developer to create a variety of amenity spaces, like this community kitchen, where seniors can get together and establish relationships. (Courtesy of MBK Partners)

### What Is Driving Hotel Conversions?

Owners of obsolete hospitality assets are embracing the opportunity to sell their properties to multifamily investors, because strong competition for well-located hotels is generating bidding wars that drive pricing up 25 percent to 35 percent above market hotel values, according to Geraldine Guichardo, head of global research for JLL's Hotels & Hospitality Group and Americas Hotels Research, Living Platform USA.

Guichardo notes that investor activity in this space intensified in 2021 and is expected to continue for the foreseeable future due to compression of multifamily capitalization rates to 3 percent to 4 percent or even lower. "Even though they are paying above market for assets, investors feel like they're getting a bargain because it can be cheaper to convert a hotel to apartments than to acquire or build multifamily projects," Guichardo explains.

The average cost per unit for hotel-to-housing conversions in California, for example, is \$130,000, compared with the \$380,000 to \$570,000 per unit for new construction, according to the California Department of Housing and Community Development.



Blaze Partners converted an extended-stay hotel in Charlotte, North Carolina, to The Spoke at McCullough Station, a 124-unit, transit-oriented, attainable housing project. The project, which targets young professionals, offers rents \$200 to \$300 below market rates. (Courtesy of Blaze Capital Partners)

### A Global Market

The United States is not the only place where hotel-to-housing conversions are happening.

"Everyone is doing some version of this," notes Qaiser Mian, senior director of research, valuation, and advisory at Toronto-based Atlus Group, a global software, data solutions, and independent advisory services firm. Atlus Group provides feasibility studies and cost analyses for clients doing hotel conversions across Canada, Australia, the United Kingdom, and Asia, as well as the United States.

Guichardo says that investors can easily finance conversions, because multifamily is an outperforming asset type with income and operational stability.

Los Angeles—based George Smith Partners' Davies Group, which advises clients on construction, bridge, equity, and permanent financing, offers investors all-in-one financing for conversions if the property is well located in urban or urban-suburban markets. The company recently capitalized conversion projects in Sacramento, Phoenix, Houston, Colorado Springs, and Salt Lake City.

Malcolm Davies, principal and managing director for the GSP Davies Group, says that the firm's investors have a strong appetite for acquiring functionally obsolete hotels for conversion because rents can be priced below market rates. Considering the dire shortage of affordable and attainable housing, he adds, "I think there is a significantly long runway for this product type."



A community center was added at Buena Esperanza in Anaheim, California, to provide a place for supportive services and a gathering place for residents. (JAMBOREE BY JUANTALLO.COM)

### **Soft Money Funding**

In addition, the availability of soft money funding, or nonfederal funding, for affordable housing is driving hotel conversions in the affordable sector, which represents the largest share of conversions in both the United States and Canada.

Typically, U.S. affordable housing development is driven by the availability of low-income housing tax credits (LIHTCs) combined with soft money funds or grants from state and local governments and other sources, says Seattle-based Jeff Arrowsmith, managing director of CBRE's affordable housing division.

California, for example, set up the HomeKey program in 2020 specifically to create affordable housing through adaptive use of existing properties because it is a quick and cost-effective way to create affordable housing compared with new construction, Arrowsmith says, noting that other states have similar programs or provide grant dollars for affordable housing.

HomeKey provides grants to local governments to acquire assets for conversion to housing. The program, which has already provided 6,000 housing units, is part of an overall \$12 billion initiative to produce up to 16,000 homes to help eliminate homelessness.

"Soft money is a big driver of value in conversion projects," Arrowsmith says, noting that for-profit corporations like Apple, Google, Amazon, and Microsoft provide low-interest loans in certain geographies for affordable housing projects to help offset the cost of acquisition and rehabilitation of conversion projects.

Arrowsmith notes that soft money often makes projects viable that otherwise could not be built using only LIHTCs and other traditional hard-debt financing. "When soft money is incorporated into the capital stack, tax credits can be leveraged to a broader degree to help finance more projects," he explains.

Michael Massie, chief housing development officer at Jamboree Housing Corporation, a nonprofit affordable developer/owner based in Orange County, California, says that the amount of soft money a project brings to the table is a major factor in the state awarding LIHTCs. California holds a competition for LIHTCs, with selection based on a point system. Points are awarded on various criteria, such as the project's proximity to schools and parks, developer expertise, and the amount of soft money the developer has secured.



Jamboree, in partnership with the city of Santa Ana, California, converted a Budget Inn motel into North Harbor Village, an 89-unit supportive housing project for residents experiencing homelessness. (JAMBOREE BY ARCHITECTURE DESIGN COLLABORATIVE)

### **Working with Local Governments**

Local governments are supportive of affordable housing conversions, which makes the entitlement and/or rezoning processes quicker and easier than for market-rate projects. Some local governments also provide incentives to increase the stock of affordable housing. San Diego, for instance, implemented a package of incentives for affordable housing projects that includes a 50 percent density bonus, the elimination of all fees for projects that are 100 percent affordable, and fast-tracking of approvals.

Over the last two years, Jamboree has done eight hotel-to-housing conversions, totaling 755 units, in partnership with local governments in Sacramento, Orange, and Milpitas counties using LIHTCs, HomeKey, and other soft money sources. Jamboree also has three applications pending for the next round of HomeKey funding.

"We are pursuing hotel conversions as an asset class, focusing on extended stay because we can get them done quickly and cost-effectively," Massie says. "We got into this and now know what we don't know." For example, he says that no mechanism was in place in Anaheim to convert hotels or motels to housing, so Jamboree worked with the city to craft a citywide hotel/motel conversion ordinance.

Massie explains that community pushback is an obstacle to creating supportive housing for those living on the street, who often have mental health problems. He also emphasizes that the quality of supportive services is key to gaining community support for these projects.

Architect Manuel Salazar, managing director and senior associate at Los Angeles—based Y&M Architects, which specializes in affordable housing design, redesigned a 70-room Econo Lodge motel in Anaheim built during the 1970s for Disneyland tourists into Buena Esperanza, a Jamboree supportive-housing project for people experiencing homelessness. He says that the community initially had a negative reaction to this project, but the redesign was so physically transformational that it wowed the neighbors into acceptance, since visually the new structure no longer had any resemblance to a motel.

### **Overcoming Physical Challenges**

Rehabbing 30- to 50-year-old hospitality assets into housing, however, also presents physical challenges, since they require code upgrades and "you really don't know what you'll get until you open the walls," Salazar explains. Structural issues like dry rot and water damage pushed the cost of Anaheim project up to \$410,000 per unit—well above the state's \$130,000 average.

This project was funded primarily with city bonds and LIHTCs, but the high cost left a funding gap of more than \$2 million that was filled with help from the Orange County Housing Trust, a low-interest loan from the Disneyland Resort, and a gift from the Home Depot Foundation.

Salazar says that the biggest design challenges for architects tackling projects such as this are developing a vision and then translating it into a design that transforms an unattractive old asset with an institutional feel into a modern, welcoming, and comfortable home. He stresses

that a peaceful, home-like atmosphere aids in rehabilitating residents with mental health diagnoses, since studies show that the environment affects human emotions.

The design retained the existing footprint to avoid moving walls, but rooms ranging from 150 to 325 square feet (14 to 30 sq m) were completely gutted and reconstructed with high-quality, environmentally friendly materials and products.

A new one-story, 1,800-square-foot (167 sq m) community center was also added to provide supportive services and a gathering place for residents.

"One of the things we aim for is sustainability," Salazar says, noting that the roof was replaced using energy-efficient, "cool" roofing material; electrical and plumbing were brought up to code; Americans with Disabilities Act (ADA) upgrades were installed; and the entire structure was insulated.

Other sustainable features included energy-efficient appliances in the kitchenettes; new energy-efficient heating, ventilation, and air conditioning (HVAC) systems; low-E windows; bathrooms with low-flow plumbing fixtures; ceiling fans; light-emitting diode (LED) lighting; and vinyl flooring made from recycled materials. And the stormwater solution retains and percolates water runoff into the soil to lessen the burden on storm drains.



The renovated lobby at The Studios at Hotel Berry includes a space to provide residents with supportive services and serves as a place for socializing. (JAMBOREE BY JUANTALLO.COM)

### Conversions with New Construction

TWG Development, a private, full-service multifamily development, construction, and management firm based in Indianapolis, is converting a 30-year-old Best Western Inn & Suites in Durango, Colorado, into affordable housing for seniors.

The hotel was acquired by the city using funding from the Colorado Department of Housing. TWG was selected to convert the hotel into 71 apartments measuring 450 to 550 square feet (42 to 51 sq m) and add 40 new one- and two-bedroom units on the back side of the property.

Ryan Kelly, vice president of tax credit development at TWG, notes that the conversion and new construction will use LIHTC equity and local soft money support to secure construction and permanent financing.

### **Overcoming Zoning Hurdles**

Conversion projects are new for many communities, so there are challenges in fitting them to the current zoning and entitlement process, Kelly points out, adding that TWG builds or renovates projects to the National Green Building Standard but meets any level of sustainability that state and local governments require.

"The physical challenge is mostly about the layout of each unit and ability to convert that to a livable apartment space," he says. Kelly suggests that these projects work best in urban markets with high demand for studio apartments because it is difficult to make the hotel conversion model work in markets like the Midwest, where apartment units are significantly larger than 500 square feet (46 sq m).

The Durango project also required upgrades for residents with disabilities because the hotel was built before current ADA requirements were enacted, Kelly adds, noting that 5 percent of the units were customized for visually impaired seniors, so the project had to accommodate this need with features like oversized elevator buttons.

Like TWG, MRK Partners, a Los Angeles—based development and planning firm specializing in affordable housing, has faced zoning hurdles. The firm recently converted a 140-key Hyatt House extended-stay hotel into Hillside Senior Apartments in Gaithersburg, Maryland, which was funded with a combination of low-interest, tax-exempt bonds, and LIHTC equity.

"Obviously, extended stays with existing kitchens tend to work best from an overall financial and layout standpoint," says Sydne Garchik, principal at MRK, noting that the cost to adapt Hyatt House, which provided 140 one- and two-bedroom units, was well below replacement cost. She says that her company is seeking similar opportunities in Maryland, Virginia, and South Florida in locations with access to transit and job centers.

MRK incorporates as many sustainable improvements into projects as possible. The Hyatt project switched units from gas to electric, installed solar systems, upgraded lighting to LED, and replaced plumbing fixtures with low-flow alternatives. "We believe in sustainability for the communities we serve and the economic benefit of transactions," Garchik says, "and we will continue to push such initiatives going forward."

The main challenge with this project was securing a zoning amendment from the city, but surprisingly it provoked a lot of pushback from the community due to its "affordable" status. Garchik says that lease-up also took longer than predicted because Montgomery County, Maryland, is very affluent, so there aren't many low-income residents. "Luckily, we were able to take advantage of income averaging, which qualified households at a little higher income from nearby communities to improve pace of lease-up."

### **A Workforce Housing Solution**

Older traditional hotel properties are great candidates for conversion to housing because they have larger rooms than those found in new hotels. They also can have extensive amenities that renters are willing to pay a little extra to get but can be provided at a substantially lower price point than in new market-rate apartments. Davies suggests that this is helping to drive growth in hotel conversions to market-rate housing.

Last year, two luxury Sidney hotels with many amenities, for example, were sold to residential developers for conversion to housing. The Vibe Hotel in the city's Rushcutters Bay area will contain a mix of residential and hotel uses and feature 125 for-sale units, and the former 203-key Bayview on the Park hotel in Melbourne is being converted to 300 residential units for essential workers.

As bargain-priced extended-stay hotels become scarce, U.S. developers are beginning to look at other options for creating market-rate workforce housing.

Charleston, South Carolina—based Blaze Partners, an attainable housing developer, has made hotel-to-housing conversions a long-term business strategy. Eddy O'Brien, cofounder and managing partner of Blaze Partners, notes that conversions allow rents to be priced \$200 to \$300 below market rates.

His company is focused on providing attainable urban housing for young professionals. The company, for example, partnered with Argosy Real Estate Partners to acquire and convert an extended-stay hotel in Charlotte to 124 studio and one- and two-bedroom floor plans. Built in the 1990s, the hotel was converted into a transit-oriented project and renamed The Spoke at McCullough Station, since it is adjacent to the Lynx Blue Line station that provides direct service to the central business district and the University of North Carolina campus in Charlotte.

O'Brien says that a conversion-to-attainable-housing strategy also is attractive because cities are supportive of attainable housing projects because they attract a young, vibrant, and professional demographic. While local governments may be reluctant to give up hotel tax revenue, he notes that city leaders take notice when a hotel loses its flag, since that starts its death spiral toward "hotel of last resort," which attracts an undesirable element and becomes a blight on the landscape.

Blaze started out in 2020 converting extended-stay hotels to apartments as "an easy way to stick our toe in the water," O'Brien says, noting that meaningful discounts on hotel acquisitions were available at that time, but that window has closed with the improving hotel market. With extended-stay assets now harder to find, his company is looking at converting traditional hotels.

"While a lot of groups are relying on distressed hotel markets, we find creative ways to keep it going—this is our sweet spot," O'Brien says, though he notes that traditional hotels are a heavier lift than an extended-stay asset, because they are a redevelopment play.

To be economically feasible, O'Brien says that traditional hotels must have a minimum of 200 keys—250 or more is preferable—because rooms are small and must be combined to provide units measuring 400 to 600 square feet (37 to 56 sq m). The cost to upgrade amenities and services to meet the expectations of today's renters also is key to a project's feasibility, he says.

Beyond that, O'Brien looks for assets located in urban neighborhoods with access to public transit and nearby employment centers. He says that other considerations include the size of the community and city support for attainable housing projects.

Guichardo suggests that struggling big-box hotels that had depended on conventions for occupancy are among good candidates for marketrate conversions because they are still struggling and can be acquired below replacement cost.

She notes that these hotel assets have large open spaces that can easily be converted to gathering places for socializing or adapted for apartment living, as well as amenities that apartment and condominium dwellers desire.

Many in the industry view hotel-to-housing conversions as a sustainable, ongoing trend due to the need for quick solutions to the housing shortage and the high cost of new construction.

Garchik, however, notes that with travel returning and the hotel industry improving, there are fewer opportunities to acquire adaptable hotel assets. "If hotels need a substantial amount of reconfiguration, then the deal is more difficult to close, especially if going the affordable route. So, unless we see the micro-unit concept make a comeback and prove out, I see these deals working more on a one-off basis than as a trend," she says.

### SHOW COMMENTS

Copyright © 2010-2022 Urban Land Institute (ULI). All rights reserved. Use of this website constitutes acceptance of our Terms of Use.

### **Urban Land Magazine**

Topics Industry Sectors Inside ULI

About Urban Land Archives Advertise Editorial Calendar RSS Terms of Use ULI Marketplace Contact Us

