



Board of Directors Meeting

Monday, July 19, 2021 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom A-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 – DRAFT
OCTOBER 2020 – SEPTEMBER 2021**

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

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

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

‡ - COUNCIL LIAISON

**AMENDED
AGENDA**

**Irving Convention and Visitors Bureau Board of Directors
Monday, July 19, 2021, at 11:45 AM
Irving Convention Center, Third Floor Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039**

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for June 28, 2021
3. Accepting the ICVB June 2021 & Third Quarter Financial Reports
4. Review of Hotel Occupancy Tax Report
5. Review of ICVB Cash Flow Report

Individual Consideration

6. *Approving Community Engagement Committee Recommendations for High Spirited Citizen Nomination – Jearlene Miller

Board Reports

7. COVID-19/American Rescue Plan Act Update
8. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - b. Next Board Meeting – August 20, 2021
 - c. Board Strategic Planning Meeting – New dates pending
9. Board Committee Reports
 - a. Board and Business Development – Bob Bourgeois
 - Next Meeting – September 10
 - b. Community Engagement – Clem Lear
 - July 13 Meeting Recap
 - Next Meeting – October 12
 - c. Destination Development – Greg Malcolm
 - Next Meeting August 10

AGENDA - Continued

10. City Reports

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

11. Bureau Monthly Management Reports

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

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

13. Industry Partner Reports

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

14. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
IRVING CONVENTION CENTER – Junior Ballroom A-C
June 28, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Beth Bowman, Dallas Burke, Stephanie Fenley-Garcia, Herb Gears, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Clem Lear, Rick Lindsey, William Mahoney, Hammond Perot, Joe Philipp, Sam Reed, Roy Santoscoy, Richard Stewart, and Clare Venegas – Board members; Council Liaison Mayor Pro Tem Kyle Taylor, Councilman Oscar Ward, and Councilman Mark Zeske – City of Irving Elected Officials; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff and Susan Rose – ICVB. Director of Museums Jennifer Landry, representing Executive Director of Arts and Culture Todd Hawkins. Heidi Sanders, Abby Sanders and Maggie Sanders - Guests.

Board Chair Karen Cooperstein 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 May 24, 2021.
- Accept the ICC Financials for May 2021
- Accept the ICVB Financials for May 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Clem Lear and a second from Board member Richard Stewart, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

- Related Party Transaction Policy for Irving Convention Center

Cooperstein asked for a motion to approve the Related Party Transaction Policy for Irving Convention Center as presented. On a motion from Stewart and a second from Board member William Mahoney, the item was unanimously approved.

- Formalizing the Irving Convention Center Bad Debt Policy

Cooperstein asked for a motion to approve the Irving Convention Center Bad Debt Policy as presented. On a motion from Board member Roy Santoscoy and a second from Stewart, the item was unanimously approved.

- Approving the 2021-22 ICVB Budget and Marketing Plan

Executive Director Maura Gast gave a presentation on the 2021-22 ICVB Budget and Marketing Plan.

- Last ten years staff has been focused on growing visitor volume, which leads to visitor spending.
- Irving is moving the needle - Weekend Business.
- Occupancy in 2011 was 57.6% and 2019 grew to 71.3%.
- Average Daily Rate in 2011 was \$73.05, to 2019 at \$110.56.
- RevPAR in 2011 was \$42.06, to 2019 at \$78.78.
- She further reviewed:
 - Citywide Hotel Occupancy Tax Collection History.
 - ICVB Reserve Fund History and Net Operating Expenditure History.
 - Website traffic trends are increasing to pre-COVID numbers.
 - Blog and social media are keeping awareness alive.
 - ICC event leads for 2023 and beyond look more like pre-COVID pace.

The American Rescue Plan Act (ARPA) Lost Revenue Estimates were reviewed and Gast noted ICVB lost revenues are captured on the City books, but ICC lost revenues are captured on ICC books. Total Lost Revenues for 2020-21 equals \$11,008,268.

The Hotel Needs Analysis Survey results were reviewed, noting that all group markets are needing help and 100% of respondents will participate in digital marketing campaigns with promotional rates/offers if funding can be provided. Gast noted recovery of rates may be quicker than after a typical "rate war" of 6-8 years for recovery, but it will still take a few years to get back to 2019 performance based on hotelier responses.

Gast reported this year's ICVB plan and budget process will be in two phases: Phase 1/today is based on August 2020 HOT projections and will be presented dually (with and without ARPA funds). Phase 2 will target either the July or August Board meetings when the availability of ARPA funds has been determined, along with updated HOT projections and collections through May 2021.

The proposed budget line items were reviewed along with key expenditure trend analysis (with and without ARPA funds). Key management goals were outlined with emphasis on replenishing Reserve funds. Each ICVB Department proposed program highlights (with and without ARPA funds) were presented.

In summary, the financial position of the General Fund, Reserve Fund, Computer Replacement Fund and Convention Center Reserve/Capital Projects Fund were outlined and the importance to replenish Reserve and ICC Reserve/Capital projects was noted.

Cooperstein asked for a motion to approve the 2021-22 ICVB Budget and Marketing Plan as presented. On a motion from Lear and a second from Santoscoy, the item was unanimously approved.

- Approving the Irving Convention Center Capital Improvement Plan

ICC annual events history and primary space utilization history was presented, along with the ICC budget forecast for 2021-22, operating subsidy comparisons and ICC Capital Improvement Plan key goals and projections.

Cooperstein asked for a motion to approve the Irving Convention Center Capital Improvement Plan as presented. On a motion from Mahoney and a second from Stewart, the item was unanimously approved.

- Accepting Year 3 Update to the ICVB Board 2018-21 Strategic Plan

Gast reviewed the updates to the ICVB Board 2018-21 Strategic Plan and reminded the Board that the Strategic Plan is an organization-wide plan of the Board's work, with the ICVB staff facilitating.

Cooperstein asked for a motion to accept the Year 3 Update to the ICVB 2018-21 Strategic Plan as presented. On a motion from Lindsey and a second from Kang, the item was unanimously approved.

- Accepting the Destinations International Code of Ethics

The Destination Marketing Accreditation Program (DMAP) requires that each accredited organization adhere to this Code of Ethics to reinforce the need and demand for transparency and accountability within the profession. Gast reviewed the items in the Code of Ethics.

Cooperstein asked for a motion to accept the Destinations International Code of Ethics as presented. On a motion from Lear and a second from Stewart, the item was unanimously approved.

City Manager Chris Hillman added he will continue to work with Gast to strategize the use of ARPA funds. Chief Financial Officer Jeff Litchfield and team will look at the regulations and modifications. He appreciates the dual approach to the budget. At the City's August Budget Retreat, the City and Council will review and finalize the City's budget and strategy.

In response to a question from Santoscoy, Gast stated the \$1.3 million and Capital Improvement Projects were based on the value of the building and is a coincidence that it coincides with the Operating Subsidy. The exception of the past year and the first year of the building being open, numbers have always been better and have had the benefit of having a cushion to put back into the Capital Projects Reserve when the building has performed better than the required subsidy.

BOARD REPORTS

Chair Report:

- Congratulated staff for their work on Irving Olympic Day. She noted the team went above and beyond on top of their everyday jobs. She also thanked all who participated in the 5K race.
- Congratulated Assistant Executive Director Administration/Finance Susan Rose on her 30-year anniversary with the City.

- Independence Day parade is scheduled for 9:00 a.m. on Saturday, July 3 in the Heritage District. Live music and fireworks are scheduled for Sunday at Levy Plaza. Las Colinas Association is hosting a VIP tent. ICC is managing the event's beer garden, with staff supplying the manpower.
- ICVB Strategic Plan meeting is tentatively planned for September 23-24.
- The Board and Business Development Committee is working on the Board applicant recruitment process and job descriptions for Board Chair and Vice Chair. A taskforce will be formalized to complete the process. Anyone interested in serving as Chair or Vice Chair is encouraged to inform the taskforce.
- The next Board of Directors meeting is scheduled for Monday, July 19.

BOARD REPORTS

Board and Business Development Committee

Committee Vice Chair Richard Stewart reported:

June 11 Meeting Recap:

- The Committee discussed formalizing the ICC Bad Debt Policy and ICC Related Party Transaction.
- Texas Special Legislative Session will begin on July 8 and the Committee will be following the outcomes.
- Next Committee meeting is scheduled for September 10.

Community Engagement Committee

Committee Chair Clem Lear reported:

- Congratulated ICVB staff for their efforts on Irving Olympic Day and the ICVB Budget and Marketing Plan.
- Next Committee meeting is scheduled for July 13 and is open to all Board members. The Committee is hoping to discuss High Spirited Citizen nominations and scheduling presentations for past awardees.

Destination Development Committee

Gast reported for Committee Chair Greg Malcolm reported:

- Hotel Ordinance Hotelier Survey is included in the Board packet. The Board had previously forwarded a series of proposed changes to the ordinance to the City Council. Council requested a survey of Irving's hoteliers be conducted to get their input; the survey was postponed until this May due to the pandemic. Overwhelmingly, the hotels do not want to see the standards revised in the ways proposed. There were only a handful of the proposed changes that were acceptable. The survey results will be forwarded to the City Council in its Read File this Friday; CVB staff will work with City staff on next steps. Next Committee meeting is scheduled for August 10.

CITY REPORTS

Council Liaison Mayor Pro Tem Kyle Taylor reported:

- City Council continues to work on the budget.
- The final draft of the Housing Study has been completed. The study is important to the City for preservation of production and to have the tools to maintain economic viability.
- Working on the Bond program and determining distribution of funds.
- Taylor is interested in receiving the results from the Hotel Needs Assessment Survey.
- Thanked all who worked on Irving Olympic Day, and he appreciates the input from the ICVB, City, Chamber of Commerce and Councilman Al Zapanta in getting visitors to Irving for this event.

Councilman Oscar Ward

- Echoed his thanks to the City Council and ICVB staff for Irving Olympic Day and noted it was a great event from Opening Ceremonies to completion.
- Ward attended the State Boxing Championship event and reported four finalists were announced and will move forward to Nationals in Nashville, Tennessee.
- Ward and Councilman Zapanta presented medals at the Water Polo event and noted this year in Texas, water polo will be an official high school UIL event.
- A Skateboarding event was held at Lively Park.
- He attended the Whataburger Texas Jam at The Pavilion on Saturday evening.
- The Housing Survey is completed and shows 100,633 properties, 58% are apartments, 42% are single family and duplex properties and 20% of those are rentals.

Councilman Mark Zeske

- He is encouraged looking at the future and appreciates everything the ICVB does for the City.
- He is attending a reunion at University of Dallas in October.

City Manager Chris Hillman reported on upcoming special events:

- A copy of the City's first Popular Annual Financial Report was distributed.
- The City as a whole is doing relatively well financially and coming out of the pandemic better than expected.
- Managing expenses and will continue to have healthy sales tax revenue.
- Thanked everyone who worked on Irving Olympic Day.
- Fire Station #4 had a grand opening recently. The new building replaces the existing 60-year-old station. The new station will secure and identify the heritage of the property and impact the Toler family had on the community.
- Thanked The Las Colinas Association for the new Paws Colinas Dog Park in the Urban Center.
- Christus Health broke ground on their new headquarters building, at the corner of 114 and O'Connor. The new building will have 15 stories of Class A office space.

BUREAU MANAGEMENT AND STAFF

Sales and Services

Assistant Executive Director Lori Fojtasek reported:

- The Sales team is at 105% of their YTD goal.
- There were 66 leads generated this month; last year in May there were 48 and in 2019 had 127.
- It is a slow recovery, but inquiries and site visits are increasing.
- Currently working on two groups for the ICC in 2022.
- Recently awarded trust fund money for a Ladies Basketball Regional Championship Tournament in October, which will be held at Drive Nation.
- During this difficult time, she expressed her appreciation for the support of the City and Board partners.
- Omni Las Colinas renovation is completed and looks beautiful and is a great way to kick off the summer.

Marketing and Communications:

Assistant Executive Director Diana Pfaff reported:

- General Marketing
 - May was the third month in a row of record-breaking website traffic with over 72,000 website sessions to both websites.
 - Simpleview also shows that aggregated DMO website sessions finally broke through and passed same-date session totals for the 1st time since March 2020.
 - Blog traffic dropped slightly but was still at its second highest to date with nearly 12,000 pageviews. Top posts were “New Irving Restaurants are Ready to Welcome You,” “Top 5 Picnic Spots in Irving,” and “Five Splurge-Worthy Dining Destinations in Irving.”
 - Advertising engagement also dropped slightly too in May but was still the second highest to date with 33,800 site visits.
 - Social media remained high with over 2,000 new followers bringing total number of followers to 144,680.
- CARES Campaigns
 - The Staycations campaign has seen a recent surge, with advertising conversions nearing 55%. Since January, the Staycations campaign has generated nearly 120,000 website sessions and over 55,000 hotel referrals, which represents \$7.7 million in potential economic value.
 - The OTA campaign, which started in mid-February has generated over 15,000 in hotel room night bookings resulting in nearly \$1.5 million in direct hotel revenue.
 - Year-to-date, the Safe-Meetings campaign has generated 96 meeting inquiries and 14,000 website sessions.
 - And the promoted content campaign, which highlights local businesses through the blog and social media, generated nearly 14,000 blog visits and over 73,000 social media post engagements.

Finance and Administration:

Assistant Executive Director Susan Rose reported:

- April STR and AirDNA Data Reports:
 - For April there were 469 available listings, with an Average Daily Rate of \$214.81, which is an increase of 17.59%.
 - Hotel Occupancy for May shows 62.1%, which is higher than Texas and the U.S.
 - Current month Occupancy is reporting 125.7%, which is up from last year.
 - Average Daily Rate is \$92.37, up from last year.
 - June 13-19 STR totals show Occupancy at 67.5%, and last year was 32.8%. The highest Occupancy day was Saturday.
 - She congratulated the Marketing/Communications team on the Staycation campaign results.
- Administration and Finance Department:
 - Accounting Director Marianne Lauda continues to work on the budget. Rose expressed her gratitude for the hard work and great attitude.
 - The ICVB staff is returning to the office full time on Tuesday, July 6 with walk-in appointments available.

- The ICVB team participated in a Juneteenth project with Councilman Dennis Webb at Bear Creek Community Church. The team assembled toiletry bags for the homeless and viewed a video on the history of Bear Creek.

Taylor asked for an update on the hotel properties who are slow to pay Hotel Occupancy Tax. Litchfield responded there are two properties with large balances, and some have made partial payments. A penalty cannot be applied until the payments are a full quarter behind. They will be turned over to a delinquent tax collector and lien filings will be processed. Taylor expressed his appreciation for the work with staff to follow up on those payments.

IRVING CONVENTION CENTER

General Manager Tom Meehan:

- Even though May was the best month of the fiscal year so far with 15 events, it is compared to 128 events in previous years.
- Event Income for the year is \$869,000, compared to \$3.1 million last year.
- Catering reports \$164,000 YTD, compared to \$2.4 million last year.
- There is a long way to go but starting to see a slight increase.
- June was busy, starting off with the 11th annual ZestFest , a 700-person brunch for USA Gymnastics and staff flipped the room for a 900-person dinner that same evening.
- There were all hands on deck for the Texas Cornhole League Signature Series, including some ICVB staff manning cashier stations.
- Hosted Steubenville with 2,000 teenagers for a dinner on Friday and Lunch/Dinner on Saturday. Typically, the event has had 4,000 in attendance.
- There are eight events scheduled in July, including the ICC-staffed beer garden at the City's July 4 fireworks program.
- September is full with 18 scheduled events, which will be a good end to the year.

Lindsey gave his compliments to Irving and the ICVB team, with a shout out to Joe Moses for his participation in the Rotary flag distribution. He complimented Fojtasek and the Marketing/Communications team for their efforts with the arm-wrestling group at the Westin Irving Convention Center hotel over the weekend.

RESTAURANT UPDATE

Board Vice Chair David Cole reported:

- Cole announced the opening of the new Irving Starbucks in the downtown Heritage District at O'Connor and Irving Boulevard will be coming later this year.
- Working on the R-AB zoning proposed change to get a blanket ratio across the whole city.

DCURD

Board member Dallas Burke reported:

- Dallas flood control efforts reported 16.5 inches of rain for May/June.
- Upstream lakes are 3 to 8 inches high in flood pool, which makes Elm Fork higher than normal and is delaying some projects in creeks and channels.
- Projects – Watering maintenance projects in Southfork, Hackberry Creek, Cottonwood Creek, Lake Carolyn, and Beaver Creek.
- Storm Water Pump Station project is scheduled to be completed in September.

- Lake Carolyn and pump station keep the Urban Center from flooding.
- Unveiling the Back-up Generator Project in September, which is a \$10 million TIF-funded project. The Board will be invited to the ribbon cutting and pump station tour.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- The Chamber Economic team for 2021 is reporting 15 wins, 9 recruitments, \$300 million in capital investment, which equates to 3,000 job opportunities and 1.3 million square feet of commercial space.
- There are 123 projects in the pipeline, \$150 billion, with 70,000 job opportunities, of which 25% are corporate headquarters.
- Texas unemployment for May decreased from 5.7% to 5.4%, and the national rate decreased from 6.1% in April to 5.8%.
- The Texas 87th legislative session ended May 31.
- Governor Abbott has called a special legislative session on July 8 and no agenda has been filed to date.
- Applications for the Chamber's Leadership Irving Class of 2022 are being accepted.
- July 7 Coffee Break will feature Account Manager Mary Kate Jeffries from Cooksey Communications.
- The chamber staff is returning to the office on Tuesday, July 6 with a 14-day rotation schedule.

IRVING ARTS AND CULTURE

Director of Museums Jennifer Landry reported:

- In-person and virtual summer camp art program are proving to be very popular.
- There has been an uptick in theater rental events.
- Large-scale dance competitions are starting to return.
- The first live performance in over a year at Main Stage is at 100% capacity.
- Guided tours in the Gallery have started.
- Last chance to attend Lonesome Dove: Photographs by Bill Wittliff. The exhibit ends July 10.
- The 36th Annual Texas & Neighbors Regional Art Exhibition is in the Main Gallery through July 10.
- Art Member Show is scheduled for July 24.
- Irving Archives and Museum is open Wednesday through Saturday from 10:00 a.m. to 4:00 p.m. and no reservations are needed. There has been an increase in group and meeting reservations.
- The team is preparing marketing materials for school trips.
- Construction and restoration starting soon at the Jackie Townsell Bear Creek Heritage Center.
- Two virtual talks for the National Bilingual Exhibition are planned.
- Spark!Lab is launching in-person programs soon.
- Seeing an increase in reservations for the Ruth Paine House. In May, there were 13 visitors and 42 so far in June.

Taylor encouraged everyone to visit the Courtyard Gallery for Robert Batson: New Works exhibit through September 25. Batson is an Irving resident, architect/artist, and long-time volunteer. He has a unique story, and his work is worth viewing.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- A video of the Paws Colinas Dog Park opening was viewed. Perot noted there was a lot of participation, and he thanked all those who volunteered.
- The Las Colinas Association is sponsoring a VIP tent at the City's July 4 fire works event and all Board members are invited to attend.

With no further discussion, Cooperstein adjourned the meeting at 1:50 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
June 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JUNE 2021

Assets

| | |
|----------------------|------------|
| Cash and equivalents | 61,336.63 |
| Investments | 539,400.00 |

| | |
|--------------|-------------------|
| Total Assets | <u>600,736.63</u> |
|--------------|-------------------|

Liabilities

| | |
|--------------------|--------|
| Accounts payables | 249.74 |
| Due to other funds | 310.00 |

| | |
|-------------------|---------------|
| Total Liabilities | <u>559.74</u> |
|-------------------|---------------|

Fund Balance (Budgetary basis)

| | |
|--------------------------|--------------|
| Reserve for encumbrances | 833,353.72 |
| Unreserved | (233,176.83) |

| | |
|--------------------|-------------------|
| Total Fund Balance | <u>600,176.89</u> |
|--------------------|-------------------|

| | |
|------------------------------------|-------------------|
| Total Liabilities and Fund Balance | <u>600,736.63</u> |
|------------------------------------|-------------------|



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

| Code | Account | MTD Actual | YTD Actual | Revised Budget | YTD % | Encumbered | Available |
|---------------------|--|-------------------|---------------------|---------------------|--------------|-------------------|---------------------|
| REVENUE | | | | | | | |
| | L3 - HOTEL/MOTEL TAX | 376,683.17 | 2,035,613.03 | 6,490,005.00 | 31.4% | 0.00 | 4,454,391.97 |
| | M4 - INVESTMENT INCOME | 3.87 | 452.72 | 4,995.00 | 9.1% | 0.00 | 4,542.28 |
| | M5 - MISCELLANEOUS | 51,458.00 | 51,458.00 | 5,000.00 | 1029.2% | 0.00 | (46,458.00) |
| | M6 - TRANSFER FROM CITY OF IRVING | 0.00 | 500,000.00 | 1,000,000.00 | 50.0% | 0.00 | 500,000.00 |
| | TOTAL REVENUE | 428,145.04 | 2,587,523.75 | 7,500,000.00 | 34.5% | 0.00 | 4,912,476.25 |
| EXPENDITURES | | | | | | | |
| | N1 - SALARIES | 170,631.04 | 1,584,305.62 | 2,491,575.00 | 63.6% | 0.00 | 907,269.38 |
| | N2 - BENEFITS | 49,105.00 | 448,983.98 | 673,552.00 | 66.7% | 0.00 | 224,568.02 |
| | N4 - SUPPLIES | 5,561.13 | 21,940.21 | 39,455.00 | 55.6% | 4,025.00 | 13,489.79 |
| | O1 - UTILITIES (COMMUNICATIONS) | 1,182.47 | 11,943.24 | 26,400.00 | 45.2% | 0.00 | 14,456.76 |
| | O3 - OUTSIDE SERVICES | | | | | | |
| | SALES AND MARKETING RESOURCES | 1,034.35 | 12,645.95 | 15,560.00 | 81.3% | 0.00 | 2,914.05 |
| | MEDIA ADVERTISING | 8,649.25 | 222,627.50 | 350,000.00 | 63.6% | 119,175.83 | 8,196.67 |
| | PROFESSIONAL SERVICES | 15,392.41 | 530,171.36 | 1,463,877.00 | 36.2% | 708,828.57 | 224,877.07 |
| | PROPERTY MANAGEMENT SERVICES | 174,375.00 | 1,046,750.00 | 1,395,000.00 | 75.0% | 0.00 | 348,250.00 |
| | OTHER | 0.00 | 1,854.11 | 7,026.00 | 26.4% | 1,324.32 | 3,847.57 |
| | TOTAL OUTSIDE SERVICES | 199,451.01 | 1,814,048.92 | 3,231,463.00 | 56.1% | 829,328.72 | 588,085.36 |
| | O4 - TRAVEL - TRAINING - DUES | | | | | | |
| | TRAVEL AND TRAINING | 13.00 | 1,708.49 | 252,000.00 | 0.7% | 0.00 | 250,291.51 |
| | MILEAGE REIMBURSEMENT | 0.00 | 40.88 | 4,000.00 | 1.0% | 0.00 | 3,959.12 |
| | MEMBERSHIP AND DUES | 1,512.00 | 27,912.98 | 54,900.00 | 50.8% | 0.00 | 26,987.02 |
| | TOTAL TRAVEL - TRAINING - DUES | 1,525.00 | 29,662.35 | 310,900.00 | 9.5% | 0.00 | 281,237.65 |
| | O5 - CLAIMS AND INSURANCE | 0.00 | 103,533.75 | 138,045.00 | 75.0% | 0.00 | 34,511.25 |
| | O7 - MISCELLANEOUS EXPENSES | | | | | | |
| | ADM COST REIMBURSEMENT | 15,067.33 | 81,424.52 | 259,600.00 | 31.4% | 0.00 | 178,175.48 |
| | BUSINESS DEV INCENTIVE PROG | 2,599.00 | 28,129.23 | 540,000.00 | 5.2% | 0.00 | 511,870.77 |
| | LOCAL PROGRAMS-PROMOTIONS | 2,581.45 | 7,068.19 | 145,200.00 | 4.9% | 0.00 | 138,131.81 |
| | OTHER | 0.00 | 47,720.00 | 144,350.00 | 33.1% | 0.00 | 96,630.00 |
| | TOTAL MISCELLANEOUS EXPENSES | 20,247.78 | 164,341.94 | 1,089,150.00 | 15.1% | 0.00 | 924,808.06 |
| | P5 - TRANSFERS OUT | | | | | | |
| | TRSF TO ICVB CONV CENTER | 0.00 | 0.00 | 100,000.00 | 0.0% | 0.00 | 100,000.00 |
| | TOTAL TRANSFERS OUT | 0.00 | 0.00 | 100,000.00 | 0.0% | 0.00 | 100,000.00 |
| | TOTAL EXPENDITURES | 447,703.43 | 4,178,760.01 | 8,100,540.00 | 51.6% | 833,353.72 | 3,088,426.27 |

| | |
|------------------------|----------------|
| Beginning Fund Balance | 2,191,413.15 |
| Revenues | 2,587,523.75 |
| Expenditures | (4,178,760.01) |
| Ending Fund Balance | 600,176.89 |



2202 - ICVB RESERVE
MONTHLY BALANCE SHEET
JUNE 2021

Assets

Cash and equivalents 710.78

Total Assets 710.78

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 710.78

Total Fund Balance 710.78

Total Liabilities and Fund Balance 710.78



2203 - ICVB COMPUTER REPLACEMENT
MONTHLY BALANCE SHEET
JUNE 2021

Assets

Cash and equivalents 207.54

Total Assets 207.54

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 207.54

Total Fund Balance 207.54

Total Liabilities and Fund Balance 207.54



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
JUNE 2021

Assets

| | |
|----------------------|------------|
| Cash and equivalents | 25,240.70 |
| Investments | 603,000.00 |

| | |
|---------------------|-------------------|
| Total Assets | 628,240.70 |
|---------------------|-------------------|

Liabilities

| | |
|--------------------------|-------------|
| Total Liabilities | 0.00 |
|--------------------------|-------------|

Fund Balance (Budgetary basis)

| | |
|--------------------------|------------|
| Reserve for encumbrances | 0.00 |
| Unreserved | 628,240.70 |

| | |
|---------------------------|-------------------|
| Total Fund Balance | 628,240.70 |
|---------------------------|-------------------|

| | |
|---|-------------------|
| Total Liabilities and Fund Balance | 628,240.70 |
|---|-------------------|



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
MONTHLY FINANCIAL REPORT
JUNE 2021

| Code | Account | QTD Actual | YTD Actual | Revised Budget | YTD % | Encumbered | Available |
|---------------------------|---------------------------------|-------------------|-------------------|---------------------|--------------|-------------|-------------------|
| REVENUE | | | | | | | |
| | M4 - INVESTMENT INCOME | 22.28 | 99.01 | 2,000.00 | 5.0% | 0.00 | 1,900.99 |
| | M5 - MISCELLANEOUS | 61,875.00 | 860,625.00 | 925,000.00 | 93.0% | 0.00 | 64,375.00 |
| | M6 - TRANSFER FROM ICVB GENERAL | 0.00 | 0.00 | 100,000.00 | 0.0% | 0.00 | 100,000.00 |
| TOTAL REVENUE | | 61,897.28 | 860,724.01 | 1,027,000.00 | 83.8% | 0.00 | 166,275.99 |
| EXPENDITURES | | | | | | | |
| | N7 - STRUCTURE MAINTENANCE | 151,764.74 | 294,124.74 | 1,025,000.00 | 28.7% | 0.00 | 730,875.26 |
| TOTAL EXPENDITURES | | 151,764.74 | 294,124.74 | 1,025,000.00 | 28.7% | 0.00 | 730,875.26 |

| | |
|------------------------|--------------|
| Beginning Fund Balance | 61,641.43 |
| Revenues | 860,724.01 |
| Expenditures | (294,124.74) |
| Ending Fund Balance | 628,240.70 |



Irving Convention and Visitors Bureau

Check Register

June 2021

| Check # | Check Date | Vendor Name Object Description | Line Item Description | Invoice Amount | Check Amount |
|----------|------------|--|---|-------------------|-----------------|
| 80061718 | 6/10/2021 | AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC | | | 6,594.78 |
| | | ACCOUNTS PAYABLE | MAY 2021 - RECEIPTS | 6,594.78 | |
| 80061719 | 6/10/2021 | DIPIETRO, KATHERINE | | | 75.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| 80061720 | 6/10/2021 | FEDERAL EXPRESS CORPORATION | | | 13.92 |
| | | FREIGHT | SHIPPING | 13.92 | |
| 80061721 | 6/10/2021 | FOJTASEK, LORI | | | 150.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| | | COMMUNICATIONS | MAR 2021 - CELL | 75.00 | |
| 80061722 | 6/10/2021 | FOSTER, WENDY | | | 75.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| 80061723 | 6/10/2021 | FOUR SEASONS RESORT & CLUB DALLAS | | | 724.00 |
| | | BUSINESS DEV INCENTIVE PROG | HOUSTON ASTROS VS TEXAS RANGERS/MAY 2021 | 724.00 | |
| 80061724 | 6/10/2021 | HOPKINS, CHERYL | | | 75.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| 80061725 | 6/10/2021 | HOYTE, DONALD R | | | 5,145.80 |
| | | PROFESSIONAL SERVICES | PREPARATION OF ECONOMIC IMPACT OF 2020 RCMA EMERGE | 5,145.80 | |
| 80061726 | 6/10/2021 | IRVING CONVENTION CENTER AT LAS COLINAS | | | 174,375.00 |
| | | PROPERTY MANAGEMENT SERVICES | SUBSIDY - 2 OF 2 PAYMENTS | 174,375.00 | |
| 80061727 | 6/10/2021 | LOPEZ, BRENDA | | | 75.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| 80061728 | 6/10/2021 | MANSELL, LORI | | | 106.00 |
| | | COMMUNICATIONS | APR 2021 - CELL / MISC | 75.00 | |
| | | LOCAL PROGRAMS-PROMOTIONS | APR 2021 - CELL / MISC | 18.00 | |
| | | TRAVEL AND TRAINING | TFRW PRESENTATION - GEORGETOWN, TX | 13.00 | |
| 80061729 | 6/10/2021 | RESIDENCE INN DFW AIRPORT SOUTH/IRVING | | | 75.00 |
| | | BUSINESS DEV INCENTIVE PROG | SPORT-TRAVEL/MADE SPRING CIRCUIT DALLAS/APR 2021 | 75.00 | |
| 80061730 | 6/10/2021 | ROBERTS, DEBBIE | | | 75.00 |
| | | COMMUNICATIONS | APR 2021 - CELL | 75.00 | |
| 80061731 | 6/10/2021 | ROSE, SUSAN | | | 43.76 |
| | | COMMUNICATIONS | MAY 2021 - CELL | 43.76 | |
| 80061732 | 6/10/2021 | STR, INC | | | 4,025.00 |
| | | SUBSCRIPTIONS-PUBLICATIONS | DESTINATION REPORT - 3RD QTR | 4,025.00 | |
| 80061733 | 6/24/2021 | BH DFW PROPERTY LP | | | 1,800.00 |
| | | BUSINESS DEV INCENTIVE PROG | NORTH TEXAS RPG-CON | 1,800.00 | |
| 80061734 | 6/24/2021 | BILBIA, CHELSEA | | | 250.00 |
| | | PROFESSIONAL SERVICES | BLOG POSTS - MAY 2021 | 250.00 | |



Irving Convention and Visitors Bureau

Check Register

June 2021

| Check # | Check Date | Vendor Name Object Description | Line Item Description | Invoice Amount | Check Amount |
|----------|------------|---|---------------------------------|-------------------|-----------------|
| 80061735 | 6/24/2021 | FOUR SEASONS RESORT & CLUB DALLAS | | | 882.00 |
| | | MEMBERSHIPS, CERTS, & LICENSES | JUNE 2021 | 882.00 | |
| 80061736 | 6/24/2021 | IMAGO MEDIA, INC. | | | 586.00 |
| | | MEDIA ADVERTISING | CARES ACT - ADVERTISING | 586.00 | |
| 80061737 | 6/24/2021 | IRVING - LAS COLINAS ROTARY CLUB | | | 82.00 |
| | | MEMBERSHIPS, CERTS, & LICENSES | MAY 2021 | 40.00 | |
| | | LOCAL PROGRAMS-PROMOTIONS | MAY 2021 | 42.00 | |
| 80061738 | 6/24/2021 | IRVING CONVENTION CENTER AT LAS COLINAS | | | 4,207.73 |
| | | PROFESSIONAL SERVICES | NETWORK SERVICES | 4,207.73 | |
| 80061739 | 6/24/2021 | IRVING CONVENTION CENTER AT LAS COLINAS | | | 26,602.56 |
| | | BUILDINGS MAINT | CAPITAL IMPROVEMENT PROJECT | 26,602.56 | |
| 80061740 | 6/24/2021 | IRVING CONVENTION CENTER AT LAS COLINAS | | | 20,625.00 |
| | | BUILDINGS MAINT | WESTIN GARAGE RENTAL - JUN 2021 | 20,625.00 | |
| 80061741 | 6/24/2021 | MALONEY STRATEGIC COMMUNICATION INC | | | 205.00 |
| | | PROFESSIONAL SERVICES | 2021 ICVB STORAGE FEE - JUNE | 205.00 | |
| 80061742 | 6/24/2021 | MEETING PROFESSIONALS INTERNATIONAL | | | 2,500.00 |
| | | MEDIA ADVERTISING | CARES ACT - ADVERTISING | 2,500.00 | |
| 80061743 | 6/24/2021 | PLIEGO, ROSELLE | | | 350.00 |
| | | PROFESSIONAL SERVICES | BLOG POSTS - MAY 2021 | 350.00 | |
| 80061744 | 6/24/2021 | ROWE, KRISTINA | | | 300.00 |
| | | PROFESSIONAL SERVICES | BLOG POSTS - APR - JUN 2021 | 300.00 | |
| 80061745 | 6/24/2021 | TUCKER & ASSOCIATES, LLC | | | 4,000.00 |
| | | PROFESSIONAL SERVICES | MONTHLY RETAINER - JUN 2021 | 4,000.00 | |
| 80061746 | 6/24/2021 | WFAA-TV INC | | | 5,563.25 |
| | | MEDIA ADVERTISING | ADVERTISING | 5,563.25 | |
| | | Total Number of Invoices | 33 | 259,581.80 | |
| | | Total Number of Checks | 29 | | 259,581.80 |



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:
May 2021

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

| LUXURY & FULL SERVICE | | OCT 2020 | NOV 2020 | DEC 2020 | Q1: OCT-DEC | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 |
|--|--|-------------------|------------------|------------------|--------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| 1 | Atrium Hotel and Suites DFW Airport | 2,104.65 | 1,350.47 | 1,717.94 | | 1,032.28 | 2,251.17 | 3,281.09 | 3,182.89 | 4,080.73 |
| 2 | Dallas Marriott Hotel Las Colinas | 8,972.72 | 6,318.26 | 5,874.95 | | 8,098.15 | 10,115.44 | 14,276.17 | 16,024.69 | 21,158.45 |
| 3 | DFW Airport Hotel & Conference Center | 614.34 | 416.13 | 613.22 | | 643.01 | 887.85 | 2,265.65 | 2,533.76 | 0.00 |
| 4 | DFW Airport Marriott | 14,047.23 | 13,398.13 | 11,944.64 | | 15,237.63 | 18,587.13 | 20,804.58 | 20,757.66 | 22,145.56 |
| 5 | Doubletree by Hilton DFW Airport North | 7,090.14 | 4,387.02 | 0.00 | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 6 | Embassy Suites DFW Airport South | 10,012.68 | 8,754.21 | 10,204.59 | | 11,835.34 | 15,714.39 | 19,798.65 | 18,469.63 | 20,216.22 |
| 7 | Four Seasons Resort & Club | 74,294.78 | 20,807.95 | 18,699.84 | | 16,747.10 | 17,133.41 | 30,537.18 | 41,673.53 | 54,965.96 |
| 8 | Hilton Garden Inn DFW Airport South | 4,278.38 | 3,794.30 | 2,393.15 | | 4,431.22 | 6,816.13 | 9,662.75 | 8,888.23 | 11,018.06 |
| 9 | Hilton Garden Inn Las Colinas | 3,534.59 | 2,088.01 | 2,655.73 | | 3,820.57 | 4,269.92 | 6,736.69 | 6,847.20 | 7,765.17 |
| 10 | Holiday Inn Irving Las Colinas | 1,654.54 | 2,441.05 | 2,403.20 | | 1,666.45 | 3,446.42 | 4,361.44 | 4,381.55 | 4,608.90 |
| 11 | NYLO Las Colinas Tapestry Collection by Hilton | 4,807.75 | 3,172.37 | 2,726.34 | | 3,575.11 | 4,672.29 | 6,344.98 | 7,379.70 | 9,585.98 |
| 12 | Omni Las Colinas Hotel | 10,424.47 | 8,238.86 | 7,078.09 | | 5,188.86 | 9,146.00 | 13,474.53 | 15,343.37 | 20,951.82 |
| 13 | Sheraton DFW Airport Hotel | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 14 | Texican Court | 5,848.19 | 4,277.56 | 4,275.50 | | 4,017.60 | 4,119.10 | 6,359.93 | 8,434.49 | 9,556.93 |
| 15 | Westin DFW Airport | 8,019.52 | 4,697.05 | 5,662.14 | | 5,408.38 | 3,468.91 | closed | 4,771.06 | 13,324.09 |
| TOTAL LUXURY & FULL SERVICE | | 155,703.98 | 84,141.37 | 76,249.33 | 0.00 | 81,701.70 | 100,628.16 | 137,903.64 | 158,687.76 | 199,377.87 |
| 16 | Westin Irving Convention Center Las Colinas | 9,658.90 | 8,918.25 | 7,420.36 | | 7,411.83 | 9,226.96 | 12,876.23 | 15,645.56 | 22,004.80 |

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 2020 | NOV 2020 | DEC 2020 | Q1: OCT-DEC | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 |
|---------------------------------|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|
| 1 | Comfort Inn DFW Airport North | 2,609.71 | 2,025.07 | 1,913.42 | | 1,776.65 | 2,998.35 | 3,876.05 | 3,761.47 | 4,535.05 |
| 2 | Comfort Suites DFW Airport North | 3,171.31 | 2,368.47 | 3,105.01 | | 2,703.50 | 3,458.50 | 4,222.31 | 3,572.39 | 4,421.67 |
| 3 | Comfort Suites Las Colinas | 448.60 | 426.28 | 322.50 | | 608.58 | 750.55 | 1,121.76 | 1,130.25 | 1,446.28 |
| 4 | Country Inn & Suites by Carlson DFW Airport South | 2,029.83 | 1,474.85 | 1,746.56 | | 1,208.37 | 1,586.37 | 2,716.29 | 2,404.13 | 3,013.77 |
| 5 | Element DFW Airport North | 2,567.72 | 2,166.92 | 2,000.87 | | 2,650.43 | 3,645.57 | 5,801.45 | 5,913.96 | 7,247.58 |
| 6 | Extended Stay America Dallas DFW Airport North | 494.65 | 423.91 | 1,006.45 | | 1,665.88 | 1,210.78 | 2,573.46 | 2,055.22 | 2,045.96 |
| 7 | Extended Stay America Dallas Las Colinas | 1,777.48 | 862.39 | 1,446.46 | | 1,269.81 | 1,183.21 | 1,417.07 | 2,117.65 | 2,082.30 |
| 8 | Extended Stay Deluxe Green Park | 953.96 | 551.80 | 919.27 | | 740.98 | 697.61 | 1,873.02 | 476.49 | 1,684.25 |
| 9 | Extended Stay Deluxe Las Colinas | 729.20 | 475.72 | 485.83 | | 371.20 | 661.58 | 1,523.49 | 1,184.62 | 1,382.00 |
| 10 | Hawthorne Suites Irving DFW Airport South | 585.57 | 476.79 | 692.68 | | 524.09 | 799.51 | 1,144.27 | 1,160.91 | 1,595.58 |
| 11 | Hawthorne Suites DFW Airport North | 2,021.14 | 1,639.21 | 2,021.00 | | 2,008.12 | 1,243.78 | closed | closed | closed |
| 12 | Holiday Inn Express Hotel & Suites DFW Airport North | 1,916.98 | 1,849.26 | 2,358.41 | | 2,534.84 | 2,788.32 | 4,263.50 | 3,585.59 | 3,433.84 |
| 13 | Holiday Inn Express Hotel & Suites DFW Airport South | 2,092.00 | 1,561.44 | 1,748.94 | | 1,701.39 | 3,142.99 | 5,224.59 | 4,566.35 | 5,822.30 |
| 14 | Holiday Inn Express Hotel & Suites Irving Las Colinas | 2,014.92 | 1,474.14 | 2,152.44 | | 2,171.23 | 3,355.19 | 4,540.48 | 4,955.85 | 5,923.26 |
| 15 | Home Towne Studios Dallas Irving | 2,199.98 | 1,565.12 | 1,947.78 | | 1,888.00 | 1,591.16 | 2,358.83 | 2,613.48 | 2,241.40 |
| 16 | Homewood Suites by Hilton DFW Airport North | 3,323.61 | 2,848.36 | 2,967.65 | | 3,012.48 | 3,811.56 | 4,572.52 | 5,182.86 | 4,952.10 |
| 17 | Homewood Suites by Hilton Las Colinas | 7,589.78 | 5,007.87 | 4,161.41 | | 0.00 | 1,856.56 | 6,009.83 | 5,883.55 | 0.00 |
| 18 | Hyatt House Dallas Las Colinas | 3,845.11 | 1,630.91 | 4,611.68 | | 2,113.93 | 4,261.58 | 4,333.32 | 0.00 | 0.00 |
| 19 | Oakwood Waterwalk Dallas Las Colinas | 2,287.60 | 2,289.07 | 1,798.33 | | 1,089.97 | 2,195.74 | 3,355.22 | 840.68 | 2,009.52 |
| 20 | Residence Inn Dallas DFW Airport North Irving | 3,413.20 | 1,876.10 | 2,425.20 | | 3,022.72 | 2,631.24 | 3,306.36 | 2,836.03 | 3,946.05 |
| 21 | Residence Inn Dallas Las Colinas | 4,258.41 | 3,432.69 | 4,031.18 | | 3,564.84 | 4,469.32 | 5,782.88 | 6,184.03 | 0.00 |
| 22 | Sonesta ES Suites Dallas Las Colinas | 3,177.28 | 2,186.73 | 676.02 | | 1,244.96 | 2,142.76 | 3,344.46 | 3,288.26 | 2,578.65 |
| 23 | Sonesta Simply Suites Dallas Las Colinas | 1,116.67 | 758.03 | 675.78 | | 839.46 | 395.02 | 1,631.97 | 1,859.41 | 2,162.57 |
| 24 | Springhill Suites Dallas DFW Airport East Las Colinas | 1,402.29 | 1,329.28 | 1,408.75 | | 1,388.33 | 2,450.60 | 3,492.56 | 3,069.48 | 4,964.01 |
| 25 | Staybridge Suites DFW Airport North | 2,839.84 | 2,472.53 | 2,586.62 | | 2,947.51 | 2,384.31 | 4,815.96 | 4,096.52 | 4,538.94 |
| 26 | TownePlace Suites Dallas DFW Airport North Irving | 0.00 | 0.00 | 0.00 | 5,413.33 | 2,872.14 | 4,258.45 | 5,435.14 | 5,370.92 | 6,108.64 |
| 27 | TownePlace Suites Dallas Las Colinas | 1,657.23 | 1,997.10 | 1,558.83 | | 1,564.81 | 1,121.99 | 3,641.45 | 2,644.10 | 2,480.53 |
| 28 | Woodspring Suites Signature | 0.00 | 0.00 | 0.00 | 2,494.29 | 1,141.32 | 1,660.02 | 2,874.37 | 1,707.38 | 1,594.56 |
| TOTAL ALL SUITE / EXTENDED STAY | | 60,524.07 | 45,170.04 | 50,769.07 | 7,907.62 | 48,625.54 | 62,752.62 | 95,252.61 | 82,461.58 | 82,210.81 |

| BUDGET SERVICE | | OCT 2020 | NOV 2020 | DEC 2020 | Q1: OCT-DEC | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 |
|----------------------|---|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|
| 1 | Arya Inn & Suites | 695.41 | 594.56 | 481.58 | | 559.46 | 795.59 | 1,019.29 | 800.06 | 0.00 |
| 2 | Best Western Irving Inn & Suites DFW South | 2,587.95 | 2,325.97 | 2,494.69 | | 2,561.43 | 1,836.32 | 3,190.65 | 4,199.56 | 4,577.10 |
| 3 | Budget Inn & Suites | 79.94 | 31.82 | 33.63 | | 46.46 | 92.06 | 90.35 | 91.03 | 91.20 |
| 4 | Budget Suites of America Las Colinas | 0.00 | 0.00 | 0.00 | 2,300.73 | 22.56 | 1,422.40 | 558.21 | 1,882.54 | 686.15 |
| 5 | Clarion Inn & Suites | 1,486.65 | 1,006.81 | 999.23 | | 1,218.74 | 2,902.99 | 2,697.04 | 2,614.67 | 3,908.18 |
| 6 | Crossroads Hotel & Suites | 926.95 | 783.14 | 354.91 | | 743.36 | 826.00 | 901.06 | 1,257.48 | 1,297.00 |
| 7 | Days Inn | 2,742.91 | 2,226.42 | 2,342.59 | | 2,240.56 | 3,322.14 | 3,963.61 | 3,499.06 | 3,951.24 |
| 8 | Days Inn DFW Airport North | 2,926.49 | 2,191.26 | 1,780.51 | | 1,926.47 | 2,698.62 | 3,975.66 | 3,435.65 | 4,667.35 |
| 9 | Delux Inn | 622.90 | 538.10 | 452.94 | | 356.90 | 553.88 | 747.11 | 757.91 | 858.68 |
| 10 | Delux Suites Motel | 160.29 | 123.98 | 52.58 | | 65.98 | 54.77 | 69.85 | 69.05 | 85.39 |
| 11 | Gateway Inn | 509.18 | 371.64 | 375.09 | | 317.12 | 377.71 | 566.92 | 648.57 | 605.34 |
| 12 | Magnuson Extended Stay & Suites Airport Hotel | 1,180.07 | 1,104.81 | 1,105.01 | | 1,359.90 | 1,443.10 | 2,358.22 | 1,648.98 | 1,588.89 |
| 13 | Motel 6 Dallas DFW South | 1,346.43 | 1,214.36 | 1,026.93 | | 1,368.43 | 1,504.29 | 1,640.69 | 1,594.88 | 1,950.45 |
| 14 | Motel 6 Dallas Irving | 1,933.16 | 1,666.13 | 2,013.60 | | 2,134.74 | 2,133.88 | 2,723.02 | 2,999.98 | 3,235.04 |
| 15 | Motel 6 DFW North | 1,577.78 | 1,633.80 | 1,780.31 | | 1,544.13 | 2,201.63 | 2,808.70 | 2,418.61 | 3,067.39 |
| 16 | Motel 6 Irving Loop 12 | 909.07 | 793.11 | 727.35 | | 728.41 | 747.09 | 1,018.09 | 1,051.05 | 1,106.15 |
| 17 | OYO Hotel DFW Airport South | 2,034.44 | 1,539.01 | 1,962.14 | | 2,143.55 | 2,051.88 | 2,724.87 | 2,651.06 | 2,317.74 |
| 18 | OYO Hotel DFW Airport North | 0.00 | 0.00 | 0.00 | | 0.00 | 124.97 | 234.44 | 0.00 | 0.00 |
| 19 | Quality Inn & Suites DFW Airport South | 798.30 | 580.48 | 684.92 | | 813.98 | 972.92 | 2,075.04 | 1,955.04 | 2,621.85 |
| 20 | Red Roof Inn Dallas DFW Airport North | 0.00 | 0.00 | 0.00 | 12,100.20 | 3,876.72 | 3,494.39 | 4,787.59 | 4,773.12 | 5,101.02 |
| 21 | Studio 6 / Motel 6 DFW Airport East | 2,094.60 | 1,880.73 | 1,924.57 | | 2,154.89 | 2,138.45 | 4,071.36 | 2,965.81 | 3,030.99 |
| 22 | Super 8 Hotel DFW South | 1,230.68 | 999.82 | 1,098.61 | | 1,153.44 | 1,752.40 | 2,035.81 | 2,384.91 | 2,702.30 |
| 23 | Super 8 Motel DFW North | 1,376.26 | 798.10 | 1,041.94 | | 1,396.24 | 1,356.02 | 1,594.18 | 1,968.81 | 2,682.09 |
| TOTAL BUDGET SERVICE | | 27,219.46 | 22,404.05 | 22,733.13 | 14,400.93 | 28,733.47 | 34,803.50 | 45,851.76 | 45,667.83 | 50,131.54 |

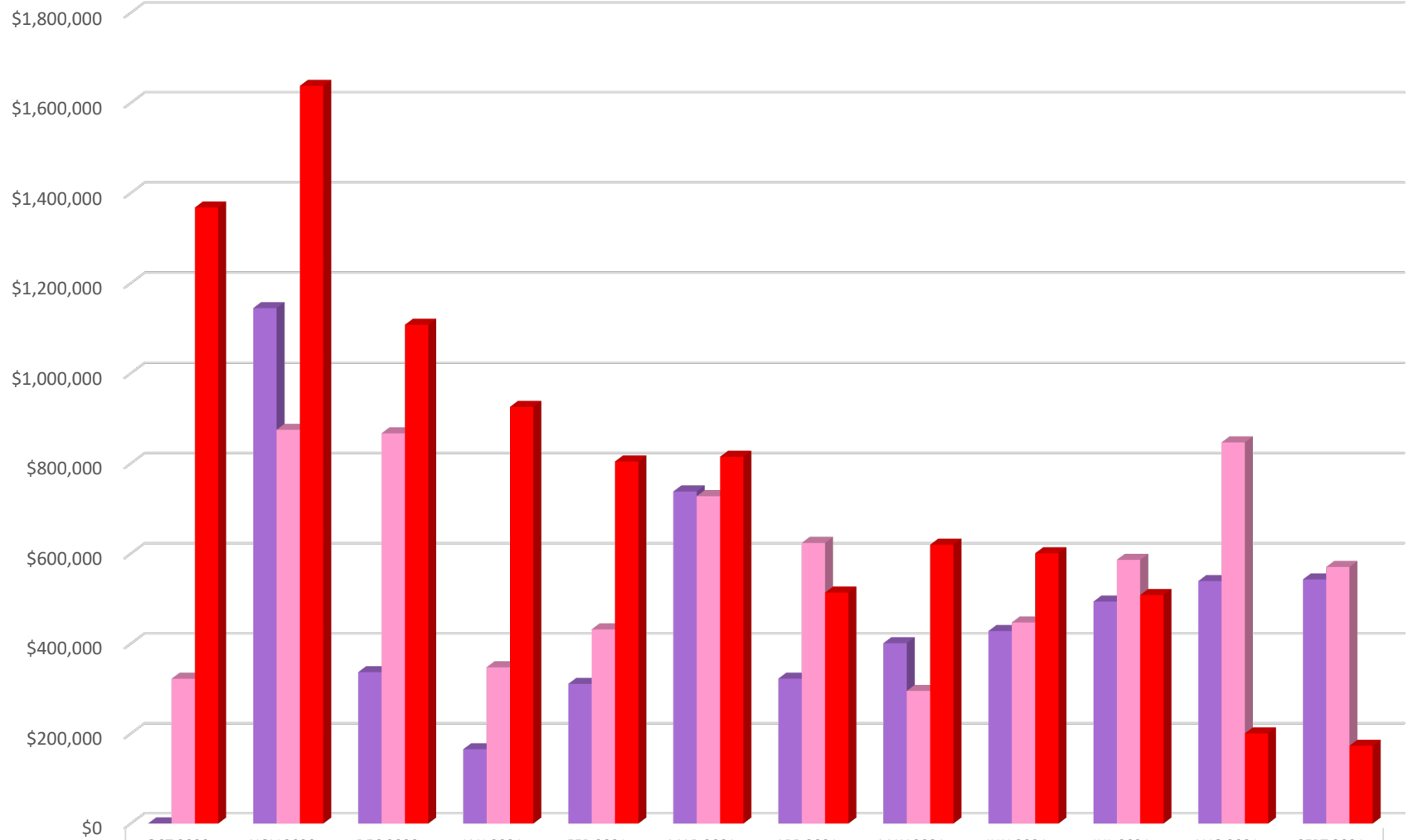
| LIMITED SERVICE | | OCT 2020 | NOV 2020 | DEC 2020 | Q1: OCT-DEC | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 |
|-----------------------|--|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|
| 1 | aLoft Las Colinas | 3,011.24 | 2,055.77 | 2,132.88 | | 2,347.38 | 1,743.46 | 4,924.33 | 5,126.42 | 6,529.87 |
| 2 | Best Western Plus DFW Airport Suites North | 2,261.03 | 1,566.26 | 1,738.27 | | 1,903.10 | 3,225.23 | 4,257.74 | 4,085.94 | 4,606.22 |
| 3 | Courtyard Dallas DFW Airport North Irving | 4,151.82 | 3,201.29 | 3,453.65 | | 3,860.93 | 6,243.18 | 9,047.74 | 8,571.88 | 10,311.39 |
| 4 | Courtyard Dallas DFW Airport South Irving | 3,512.83 | 2,182.55 | 3,126.66 | | 2,134.99 | 3,007.01 | 5,994.13 | 5,878.73 | 7,685.74 |
| 5 | Courtyard Dallas Las Colinas | 1,819.43 | 2,439.12 | 2,418.13 | | 2,898.25 | 4,044.69 | 5,256.76 | 4,253.01 | 0.00 |
| 6 | Fairfield Inn & Suites Dallas DFW Airport South Irving | 3,421.96 | 2,680.91 | 4,314.62 | | 4,039.52 | 4,336.70 | 5,740.05 | 5,364.62 | 6,673.83 |
| 7 | Fairfield Inn & Suites Dallas Las Colinas | 0.00 | 0.00 | 0.00 | 644.67 | 0.00 | 0.00 | 4,734.32 | 0.00 | 0.00 |
| 8 | Fairfield Inn Dallas DFW Airport North Irving | closed | closed | closed | | closed | closed | closed | closed | closed |
| 9 | Hampton Inn Dallas Irving Las Colinas | 2,894.26 | 1,795.53 | 1,485.40 | | 2,505.26 | 2,991.80 | 4,598.54 | 5,488.30 | 6,667.29 |
| 10 | Home2 Suites by Hilton DFW Airport North | 4,083.85 | 3,278.44 | 3,284.21 | | 3,896.09 | 5,142.28 | 6,656.50 | 6,539.69 | 7,539.93 |
| 11 | Home2 Suites by Hilton DFW Airport South Irving | 5,624.70 | 4,888.82 | 3,367.53 | | 4,543.52 | 4,844.34 | 7,434.46 | 5,820.67 | 6,636.03 |
| 12 | Hyatt Place Dallas Las Colinas | 0.00 | 0.00 | 5,236.41 | | 0.00 | 0.00 | 8,988.66 | 4,028.31 | 5,349.06 |
| 13 | Jefferson Street Bed & Breakfast Inn | 0.00 | 0.00 | 0.00 | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 14 | La Quinta Inn & Suites DFW Airport North | 3,827.38 | 4,209.23 | 1,032.28 | | 4,422.23 | 5,281.12 | 2,569.18 | 6,148.82 | 0.00 |
| 15 | La Quinta Inn & Suites DFW Airport South | 2,472.14 | 2,035.75 | 2,211.31 | | 3,191.32 | 5,017.02 | 6,599.31 | 4,653.07 | 0.00 |
| 16 | La Quinta Inn Hotel & Suites Las Colinas | 0.00 | 0.00 | 0.00 | 3,721.06 | 2,198.62 | 3,199.40 | 3,749.00 | 3,748.38 | 4,512.34 |
| 17 | Quality Inn & Suites DFW Airport | 2,103.72 | 1,788.98 | 1,934.92 | | 2,219.85 | 2,091.87 | 3,534.24 | 3,687.20 | 4,639.69 |
| 18 | Residence Inn Dallas DFW Airport South Irving | 4,038.81 | 3,872.00 | 3,918.98 | | 4,027.49 | 4,364.00 | 7,251.67 | 5,529.36 | 4,599.72 |
| 19 | Wingate Inn by Wyndham Dallas Las Colinas | 2,535.59 | 1,551.55 | 2,324.05 | | 2,111.72 | 2,702.89 | 3,248.48 | 3,534.43 | 3,308.42 |
| 20 | Wingate Inn by Wyndham DFW Airport North | 922.57 | 1,068.24 | 1,868.22 | | 1,215.38 | 2,076.00 | 3,243.73 | 0.00 | 3,810.71 |
| TOTAL LIMITED SERVICE | | 46,681.33 | 38,614.44 | 43,847.52 | 4,365.73 | 47,515.65 | 60,310.99 | 97,828.84 | 82,458.83 | 82,870.24 |

| | | | | | | | | | | |
|--------------------------|--|----------|----------|----------|-----|----------|----------|----------|----------|----------|
| TOTAL SHORT TERM RENTALS | | 1,947.58 | 1,627.32 | 3,487.37 | n/a | 3,163.99 | 3,036.39 | 4,706.90 | 4,379.39 | 4,559.31 |
|--------------------------|--|----------|----------|----------|-----|----------|----------|----------|----------|----------|

| | | | | | | | | | |
|---------------------|---|---|----|--|----|----|----|----|----|
| Number of locations | 9 | 6 | 53 | | 40 | 45 | 44 | 44 | 38 |
|---------------------|---|---|----|--|----|----|----|----|----|

[illegible]

Irving Convention and Visitors Bureau
FY21 Cash Flow
June 2021



| | OCT 2020 | NOV 2020 | DEC 2020 | JAN 2021 | FEB 2021 | MAR 2021 | APR 2021 | MAY 2021 | JUN 2021 | JUL 2021 | AUG 2021 | SEPT 2021 |
|-------------|-------------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| REVENUE | \$225 | \$1,144,728 | \$336,793 | \$165,335 | \$310,625 | \$737,871 | \$322,317 | \$401,187 | \$428,145 | \$493,616 | \$539,060 | \$542,723 |
| EXPENSES | \$321,914 | \$874,763 | \$866,901 | \$347,540 | \$431,758 | \$727,395 | \$623,641 | \$295,060 | \$447,171 | \$586,193 | \$846,665 | \$570,251 |
| ENDING CASH | \$1,367,964 | \$1,637,929 | \$1,107,821 | \$925,616 | \$804,483 | \$814,959 | \$513,635 | \$619,762 | \$600,736 | \$508,159 | \$200,554 | \$173,026 |

REVENUE EXPENSES ENDING CASH

| Nominee Biography (The person you are nominating) | |
|---|--|
| First Name: | Jearlene |
| Last Name: | Miller |
| Address: | 2801 N Britain Rd |
| City: | Irving |
| State: | TX |
| Zip: | 75060 |
| Primary Phone: | (214) 732-6707 |
| Alternate Phone: | |
| Civic affiliations in Irving: | NAACP Irving-Carrollton Chapter, Irving Heritage Society, Irving Black Arts Council, League of Women Voters Irving; Georgia Farrow Advisory Council; past Library Board and Housing & Human Service Board member; Commissioner - Dallas County Historical Commission (representing Irving) and Great Days of Service |
| Volunteer accomplishments: | NAACP: Freedom Fund Luncheon Chair; Irving Heritage: Immediate Past President, Irving Black: Former President, Current Treasurer, Exhibits Coordinator; Great Days of Service Volunteer, LWV: VP - Programs; Past President of MacArthur PTA and Council of PTAs Irving ISD |
| Honors and awards: | NAACP: President's Award; Irving Heritage: Sweetheart 2020; Georgia Farrow: 2 Parks and Recreation Awards, Honorary PTA Life Member & Extended Service Award PTA; Dept. of Treasury Service Citation |
| Additional Information: | Retired - Comptroller of Currency; Honored in 2021 for 50 years of Service in Alpha Kappa Alpha Sorority, Inc. Newly-elected President of Top Ladies of Distinction, Dallas, Chapter; attend Bible Way Community Baptist Church. |
| Years lived in Irving: | 38 |
| Nominated by (Your information) | |
| First Name: | LaNita |
| Last Name: | Johnson |
| Email: | oh.neeta@yahoo.com |
| Physical Zip: | 75061 |
| Primary Phone: | (214) 394-4216 |
| Privacy Policy | |
| I have read and agree to the privacy policy.: Yes | |

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

BOARD REPORTS

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



City Holiday/No Trash Collection

In observance of Independence Day, there will be no residential trash, curbside recycling or brush collection on July 5. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Heritage Aquatic Center
- Irving Archives and Museum
- Irving Arts Center
- Irving public libraries
- North Lake Natatorium
- Recreation centers

All offices and services will resume normal business hours on July 6. For more information, visit CityofIrving.org. ■



page 4

Irving begins a new radio tower installation project that supports the city's emergency response teams, as well as its general government functions.

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IRVING CITY Spectrum

JULY 2021 / VOL 28 / NO 07

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Recycling, Brush and Bulky Waste Collection Delays Through Summer

Public Input Opportunities for Proposed Solid Waste Rate Adjustment: July 1 and 22

The City of Irving Solid Waste Services Department is experiencing a staffing shortage that has impacted recycling, brush and bulky waste collection schedules throughout the city. Increased demand combined with a national labor shortage, competition in the market and immense physical demands have impacted staffing within the department. As a result, residents will continue to experience collection delays throughout the summer.

To help address the staffing issue, Irving City Council directed staff to bring an ordinance requiring two public hearings seeking resident input on increasing the monthly rates for Solid Waste Services. If the proposed rate increase is approved, all Solid Waste field employees will receive a pay adjustment to help attract and retain qualified employees. The two public hearings are scheduled for July 1 and July 22 at 7 p.m. at Irving City Hall, 825 W. Irving Blvd. Visit CityofIrving.org/Agendas for City Council meeting dates and agendas.

Impact on Irving Residents

The proposed rate adjustment would be a pass-through increase of approximately 4% on the monthly Solid Waste rates, or an average increase of about 1% on residents' overall monthly utility bill.

| Rate Class | Current Rate | Proposed Rate | Proposed Increase |
|-------------------|--------------|---------------|-------------------|
| Residential Rates | \$24.42 | \$25.42 | \$1.00 |
| Senior Rates | \$19.54 | \$20.34 | \$0.80 |

The proposed rate adjustment is the first step in addressing overall solid waste operational needs in Irving. In addition to the proposed rate adjustment, Solid Waste Services leadership is examining incentives for safety and retention, and the department is currently undergoing studies the cost-of-service structure and route optimization plans. Potential revisions to the solid waste ordinance also may help address workload and collection issues.

Alternative Recycling and Brush & Bulky Waste Drop-Off

Residents can leave bags at the curb on scheduled collection days, or drop off items at Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road. Disposal drop-off times are 7 a.m. to 5:30 p.m., Monday through Sunday. Drop-off availability is for residents only. Individuals are required to show proof of residency.

For questions, visit CityofIrving.org/Solid-Waste-Services or call (972) 721-8059.

Now Hiring!

Irving is proactively recruiting to fill the necessary positions to maintain the high level of Solid Waste collection services residents have come to expect. Visit CityofIrving.org/Jobs to apply. ■



Paws Colinas Dog Park Now Open

A new four-legged barkspot, Paws Colinas Dog Park, is now open in Irving.

The 7-acre park includes two separate areas for small and large dogs with pet-waste stations, water fountains, shade structures and benches. The location has direct access to the neighboring Campion Trail, and the overall design concept is inspired by a ribbon-like flowing river.

Paws Colinas Dog Park is open from sunrise to sunset, weather permitting. The park is available to dogs six months and older that wear a collar with current tags. Additionally, pets must be licensed and vaccinated, as well as leashed when entering and leaving the park. For



a detailed list of park safety rules, visit LasColinas.org/Paws.

The dog park, located at 1300 California Crossing Road, is a partnership between the Las Colinas Association (LCA) and the City of Irving.

The City of Irving is working on plans to obtain ownership of the park from LCA. Monthly park maintenance will continue to be performed by LCA.

Residents also can visit the City of Irving Dog Park at the Irving Animal Care Campus, 4140 Valley View Lane. Visit CityofIrving.org/DogPark for park features and rules. ■

ADOPT A GOLD MEDAL COMPANION IN AUGUST

Clear the Shelters, a national pet adoption event, returns Aug. 23 to the Irving Animal Care Campus (IACC), 4140 Valley View Lane. Irving will be one of several dozen North Texas shelters participating in this year's monthlong event.

From Aug. 23 to Sept. 19, animal lovers can visit the IACC to adopt their own 2021 gold medal companion. IACC is open to the public from 1 to 6 p.m., Tuesday through Saturday. More details about this year's adoption process will be available at CityofIrving.org/CleartheShelters closer to the event date.

Eight years ago, Clear the Shelters originated in Irving and now is led nationally by NBC Universal and Telemundo. For details about the national campaign, visit CleartheShelters.com.

Residents can also follow the national event on social media with [#CleartheShelters](https://twitter.com/CleartheShelters). ■



IRVING CELEBRATES INDEPENDENCE DAY WITH PARADE, FIREWORKS SHOW

Irving is celebrating Independence Day with a two-day event beginning with its free, annual parade at 9 a.m., July 3 in the downtown Irving Heritage District. This year's parade theme is "Irving Brings Back the Spark."

The celebration will continue with live music and a fireworks show from 6 to 10 p.m., July 4 at the Levy Event Plaza, 501 E. Las Colinas Blvd. The evening will include live entertainment from Alex Aguilar at 6:10 p.m. and Downtown Fever at 8 p.m. Fireworks will light up the sky at 9:30 p.m.

There will be food vendors, beer garden and family fun. Free parking is available via shuttle from the Toyota Music Factory, or park for \$10 (cash only) at the Summit parking garage, 545 E. John Carpenter Freeway.

The Texas Lottery® Plaza at Toyota Music Factory will carry a simulcast of the fireworks show from Levy Event Plaza and will host a post celebration.

For those celebrating at home, the event will be livestreamed on YouTube [@TheCityofIrving](https://www.youtube.com/TheCityofIrving). Residents also can watch on Irving Community Television Network's cable Channel 95 – Spectrum and Channel 31 – Frontier, Channel 99 – AT&T and at ICTN.tv Channel 2.

For more information, visit IrvingEvents.org. ■



Parks and Recreation Camps, Activities, Tours

Cimarron Park Rec Center
201 Red River Trail | (972) 721-2501

- **July 16 | Family Skate Night**
7 to 10 p.m. | Free
Bring skates and safety equipment for a night of family fun. Register at [CityofIrving.org/IrvingRec](https://cityofirving.org/IrvingRec). Concessions will be available for purchase.

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

- **July 9, 16, 23 | Park and Recreation Month Tours**
10:30 a.m. to noon | Free for Members
Seniors can celebrate National Park and Recreation Month with guided tours of Irving’s outstanding facilities and amenities. Scheduled tours include Levy Event Plaza, Campion Trail and Cimarron Park Recreation Center. Seating is limited.

Lively Pointe Youth Center
909 N. O’Connor Road | (972) 721-8090

- **July 8 and 22 | Teen Summer Field Trips**
Teens ages 14-17 | \$10 per trip
Registration is still available for the field trip series. On July 8, the group will visit Epic Waters in Grand Prairie for an awesome aquatics adventure, and on July 22, teens will challenge themselves at a local escape room. Enrollment is limited. For trip details and to register, visit [CityofIrving.org/IrvingRec](https://cityofirving.org/IrvingRec).
- **July 20-23 | P.E. Camp**
2 to 5 p.m. | Ages 10-17 | Free
Break a sweat and challenge your fitness level at this mini-camp designed for youth and teens. A variety of gym games will encourage participants to stay active and build teamwork while having fun. Visit [CityofIrving.org/IrvingRec](https://cityofirving.org/IrvingRec) to register by July 16.

IRVING

WATER

FUN

AQUATIC CENTERS

CIMARRON FAMILY AQUATIC CENTER | 199 Red River Trail

WEST IRVING AQUATIC CENTER | 3701 Conflans Road

Friday, Saturday & Sunday | 1 to 7 p.m.

Toddlers & Seniors Free | Youth \$2 | Adults \$3

Irving Residents Only

CityofIrving.org/Aquatics

Open Daily

SPRAY PARKS

NORTHWEST SPRAY PARK | 2800 Cheyenne St.

SOUTHWEST SPRAY PARK | 2800 Shady Grove Road

Open Daily 11 a.m. to 8 p.m.

Free

INDOOR POOLS

HERITAGE SENIOR CENTER POOL
200 S. Jefferson St. | Ages 18 and Up Only
Monday, Tuesday & Wednesday | 7:30 a.m. to 12:15 p.m.
Tuesday | 5 to 8:30 p.m.
Register for Water Aerobics at [Cityofirving.org/IrvingRec](https://cityofirving.org/IrvingRec)

NORTH LAKE NATATORIUM | 5001 N. MacArthur Blvd.
Tuesday & Thursday | 11 a.m. to 2 p.m.
Monday, Tuesday & Wednesday | 4:30 to 8:30 p.m.

Toddlers & Seniors Free | Youth \$1 | Adults \$1.50

Open Swim Lap Swim

RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR DS

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

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

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

Learn how to fight the bite and share this information with family members and neighbors at IrvingFightsTheBite.org. ■



SAFETY TIPS: DEALING WITH THE SUMMER SIZZLE

The Texas Department of State Health Services reminds residents to stay safe during extreme heat by taking proactive measures to defend against heat-related sickness. Hot weather is part of life in Texas. Prolonged or intense heat stress can be fatal to anyone; however, children and people ages 60 and older are typically more at risk.

During heat waves, be mindful of the following heat safety tips:

- Stay in air-conditioned buildings as much as possible.
- Avoid direct sunlight.
- Those without an air conditioning system should seek refuge in an air-conditioned shelter during extreme heat.
- Do not rely on a fan as a primary cooling device during an extreme heat event.
- Drink more water than usual, and do not wait for signs of thirst to drink.
- Avoid alcohol or liquids containing large amounts of sugar.
- Wear loose, lightweight, light-colored clothing.
- Seek medical care immediately when experiencing symptoms of heat-related illness such as muscle cramps, headaches, nausea or vomiting.
- When planning activities, choose cooler hours to be outdoors.
- Listen to weather forecasts before prolonged work or exercise away from air conditioning, as forecasters often provide heat warnings.

Visit CityofIrving.org/Emergency-Management for more information. ■



Tales and Tails: Fantastical Summer Reading Challenges Continue

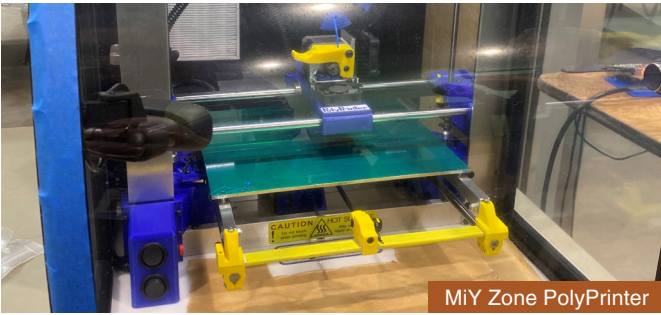
Irving’s Summer Reading Challenge (SRC) continues in July with virtual events and free craft kits sponsored by the Friends of Irving Public Library. Visit [CityofIrving.org/SRC](https://cityofirving.org/SRC) for reading challenge rules, prizes and registration information. Remember to record reading progress in [READsquared](https://cityofirving.org/READsquared) or present the paper log to a staff member by 5 p.m. each Friday afternoon in July to be entered into weekly drawings.

SRC Craft Kits
Visit the South Irving Library, 601 Schulze Drive; West Irving Library, 4444 W. Rochelle Road; or Valley Ranch Library, 401 Cimarron Trail, for free kits. Available while supplies last.

- **Starting July 6 | DIY Geek Chic Dragon Eyes** | Teens, Grades 6-12
Pick up a kit with dragon eye magnets and supplies to create a 3D paper dragon.
- **Starting July 19 | DIY Geek Chic UV Beads Teen Kit** | Teens, Grades 6-12
Harness the power of the sun to reveal the beads' true colors and create a keychain.
- **Starting July 21 | Pawsitively Purrfect Pet Bag** | Adults
Pick up a gift bag for furry friends containing pet-related goodies.

SRC Events on Zoom
For Zoom credentials, visit [CityofIrving.org/3612](https://cityofirving.org/3612) and click on the Zoom registration button.

2 p.m. July 12 | Cindi Cavallini’s What’s Up With Your Tail | Grades Pre K-5
Discover the facts and debunk the tall tales about animal tails with zookeeper Cindi Cavallini. Is it true that a porcupine shoots quills from the tail? Can lizards regrow one? Does a snake have one? After the live event, a recording of the program will be made available to view from the library’s Summer Reading Challenge page, [CityofIrving.org/SRC](https://cityofirving.org/SRC).



July 17 | 11 a.m. | Service Dog Heroes | Adults
Presented by Canine Companions for Independence. Join trainer Aubrey Rowan and pup Ohana for demonstrations of service dog task training and service. This Irving-based nonprofit organization partners dogs with disabled adults and children to provide aid and assistance.

July 24 | 10 a.m. | Virtual Pet Parade | Adults
Who has the best dressed pet? Submit pet pictures to lcannon@cityofirving.org through July 22 to enter the Virtual Pet Parade contest. Compete for first, second and third place in categories for dogs, cats and other species. Winners will be announced on Zoom at 10 a.m., July 24. Pictures will be used for a virtual pet parade video to air on social media.

MiY Zones
The library’s MiY (Make it Yourself) Zones at the South Irving Library and Valley Ranch Library are now open with state-of-the-art makerspace equipment and trained staff able to assist with a variety of projects. South Irving Library’s makerspace is outfitted with Cricuts, sewing machines and more for crafters, while Valley Ranch Library’s space includes a laser etcher and industrial 3D printer for makers of all skill levels. Come by in July for a brief tour and demonstration. For hours of operation and current offerings, visit [CityofIrving.org/3800](https://cityofirving.org/3800).

Holiday Information
All Irving Public Libraries will be closed July 4-5. There will be no Summer Meals distribution on July 5. For account assistance, visit [CityofIrving.org/Library](https://cityofirving.org/Library) or call the automated line at (972) 721-2580.



PLANNING & INSPECTIONS DEPARTMENT CONS

July 2021

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

| MULTIFAMILY | | | | | | | | | |
|-------------|------------------------------|------------------------------|-------------|-------------|----------------|----------------|------------------|-----------------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION |
| 1 | Savannah Apts | 300 O'Connor Ridge Ave. | Apts | 58,342 SF | \$9,000,000 | Permit Issued | 2/14/2020 | Irving | Jul-20 |
| 2 | Amenity Center | 0 E. Valley View Ranch P | Amenity Ctr | 2,110 SF | \$633,000 | Permit Pending | 3/3/2020 | C-FB | Mar-20 |
| 3 | Avalon Villas | 4403 Rainier | Apts | 11,974 SF | \$1,066,000 | Permit Issued | 8/26/2020 | Irving | Jul-21 |
| 4 | Reflections At Valley Ranch | 8829 Rodeo Dr. | Apts | unknown | \$1,400,000 | Permit Pending | 11/2/2020 | Irving | Nov-20 |
| 5 | Remington Hills | 1205 Meadow Creek | Apts | 10,000 SF | \$750,000 | Permit Pending | 11/17/2020 | Irving | Dec-20 |
| 6 | Reflections At Valley Ranch | 8821 RodeoDr. | Apts | 15,422 SF | \$1,005,000 | Permit Issued | 11/23/2020 | Irving | Jul-21 |
| 7 | Lakeview Preserve Apts. | 2300-2330 S. MacArthur Blvd. | Apts | 90,444 SF | \$10,900,000 | Permit Pending | 3/1/2021 | Irving | Mar-21 |
| 8 | Savannah Apts, Bldg 2 | 310 O'Connor Ridge | Apts | 49,387 SF | \$6,000,000 | Permit Pending | 5/4/2021 | Irving | Jun-21 |
| 9 | International @ Valley Ranch | 9921 W. Valley Ranch Pkwy. | Apts | 270,329 SF | \$25,000,000 | Permit Pending | 6/23/2021 | C-FB | Jul-21 |

| OFFICE | | | | | | | | | |
|--------|-------------------------------|-----------------------------|------------------------|-------------------------------------|----------------|----------------|------------------|-----------------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION |
| 1 | Verizon | 401-451 Hidden Ridge | Office, Parking Garage | 2,258,116 SF | \$272,000,000 | Permit Pending | 1/31/2020 | Irving | Feb-20 |
| 2 | The Parking Spot | 5100 W. John Carpenter Fwy. | Car Wash | 608 SF | \$201,427 | Permit Pending | 2/27/2020 | Irving | Apr-20 |
| 3 | 2-story shell building | 1701 Kinwest Pkwy. | Office | 39,627 SF | \$14,000,000 | Permit Issued | 2/22/2021 | C-FB | Jul-21 |
| 4 | Shell building | 660 Walnut Ridge Dr. | Office | 15,660 SF | \$1,200,000 | Permit Pending | 3/23/2021 | C-FB | Jun-21 |
| 5 | Ofc Shell building | 610 N Britain | Office | 4,496 SF | \$314,000 | Permit Pending | 4/26/2021 | Irving | Jun-21 |
| 6 | Ofc Shell building | 220 Virginia | Office | 4,810 SF | \$300,000 | Permit Pending | 5/4/2021 | Irving | Jun-21 |
| 7 | Christus Ofc & parking garage | 5101 N O'Connor Blvd | Office | 456,556 SF ofc 609,908 SF garage | \$108,000,000 | Permit Pending | 5/6/2021 | Irving | Jun-21 |

| WAREHOUSING/INDUSTRIAL | | | | | | | | | |
|------------------------|--------------------------|--------------------------|------------------|-------------|----------------|------------------|------------------|-----------------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION |
| 1 | Wrench Bros Auto Repair | 635 S. Belt Line Rd. | Auto Repair | 4674 SF | \$260,000 | Permit Pending | 7/28/2020 | Irving | Sep-20 |
| 2 | Coast Southwest | 5225 Bear Creek | Office/Warehouse | 105,660 SF | \$4,944,600 | Permit Issued | 8/28/2020 | Irving | Jul-21 |
| 3 | American Golf Cars | 851 S. Loop 12 | Warehouse | 13,830 SF | \$700,000 | Permit Pending | 9/24/2020 | Irving | Oct-20 |
| 4 | Shell Bldg. | 4371 Oakview Dr. | Office/Warehouse | 6,500 SF | \$750,000 | Permit Pending | 10/15/2020 | Irving | Oct-20 |
| 5 | Elite Trailer Svc | 2764 E. Grauwylar | Warehouse | 3,550 SF | \$200,000 | Permit Issued | 12/17/2020 | Irving | Jul-21 |
| 6 | Auto Repair (Cancelled) | 3703 Jackson | Auto Repair | 4,254 SF | \$1,200,000 | Permit Cancelled | 1/8/2021 | Irving | Jul-21 |
| 7 | Ofc/warehouse Shell Bldg | 1717 W Walnut Hill Ln | Warehouse | 20,523 SF | \$1,500,000 | Permit Pending | 4/7/2021 | C-FB | Jun-21 |
| 8 | Padrino Foods | 3210 Conflans | Manufacturing | 1,550 SF | \$225,000 | Permit Pending | 5/12/2021 | Irving | Jun-21 |
| 9 | Auto Repair | 2717 Altman Dr. | Auto Repair | 3,000 SF | \$300,000 | Permit Pending | 6/18/2021 | Irving | Jul-21 |
| 10 | Auto Repair Shop | 3551 N. Country Club Rd. | Auto Repair | 1,770 SF | \$65,000 | Permit Pending | 6/22/2021 | Irving | Jul-21 |

| RETAIL | | | | | | | | | |
|--------|-------------------------------|------------------------|--------------|-------------|----------------|----------------|------------------|-----------------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION |
| 1 | Islamic Ctr of Irving Mix Use | 2525 Esters Road | Retail/Apts. | 62,000 SF | \$5,500,000 | Permit Issued | 5/7/2020 | Irving | Jul-21 |
| 2 | Addn to Liquor Store | 4910 W. Airport Fwy | Liquor Store | 850 SF | \$90,000 | Permit Pending | 3/9/2021 | Irving | Jun-21 |
| 3 | Addn to Kroger | 7505 N. MacArthur Blvd | Retail | 930 SF | \$150,000 | Permit Pending | 3/10/2021 | C-FB | Jun-21 |
| 4 | Shell Bldg | 3300 W. Royal Lane | Retail | 12,020 SF | \$1,200,000 | Permit Pending | 5/25/2021 | Irving | Jun-21 |

| HOTEL | | | | | | | | | |
|-------|----------------------|----------------------|-------------|-------------|----------------|-----------------|------------------|-----------------|-------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATON |
| 1 | Hampton Inn & Suites | 4600 Plaza | Hotel | 121,770 SF | \$2,000,000 | Permit Approved | 11/8/2019 | Coppell | Jul-21 |
| 2 | Radisson Hotel | 8230 Esters Blvd | Hotel | 109,112 SF | \$5,500,000 | Permit Pending | 6/10/2020 | Coppell | Jul-20 |
| 3 | TRU Hotel | 2100 Valley View | Hotel | 53,490 SF | \$6,400,000 | Permit Pending | 9/29/2020 | Irving | Oct-20 |
| 4 | Indigo Hotel | 455 E John Carpenter | Hotel | 97,385 SF | \$18,000,000 | Permit Pending | 5/17/2021 | Irving | Jun-21 |
| 5 | Sandman Hotel | 1311 Meridian Dr. | Hotel | 106,853 SF | \$18,000,000 | Permit Pending | 6/2/2021 | C-FB | Jul-21 |
| 6 | Hampton Inn & Suites | 701 W. Airport Fwy. | Hotel | 61,840 SF | \$6,600,000 | Permit Pending | 6/22/2021 | Irving | Jul-21 |

| RESTAURANT | | | | | | | | | |
|------------|------------|------------------|----------------|-------------|-------------|----------------|-------------|--------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. | PROJECT STATUS | APPLICATION | SCHOOL | VERIFICATION |
| 1 | Popeyes | 1900 E. S.H. 356 | Restaurant | 2,407 SF | \$725,000 | Permit Pending | 12/17/2020 | Irving | Jan-21 |
| 2 | McDonald's | 2410 N Story Rd | Demo & rebuild | 6,145 SF | \$2,000,000 | Permit Pending | 3/15/2021 | Irving | Jun-21 |

| INSTITUTIONAL | | | | | | | | | |
|---------------|------------------------------------|---------------------|-------------|-------------|----------------|----------------|------------------|-----------------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION |
| 1 | Shirdi Sai Center of Texas | 3600 Carbon Road | Church | 27,999 SF | \$1,539,945 | Permit Pending | 3/1/2021 | Irving | Mar-21 |
| 2 | Great Hearts | World Cup Way | School | 61,000 SF | \$11,500,000 | Permit Pending | 5/4/2021 | Irving | Jun-21 |
| 3 | Holy Family Trinity | 2323 Cheyene | School Addn | 5,000 SF | \$2,400,000 | Permit Pending | 5/28/2021 | Irving | Jun-21 |
| 4 | Cistercian School Maintenance Bldg | 3790 Cistercian Rd. | School Addn | 5,538 SF | \$494,000 | Permit Pending | 6/11/2021 | Irving | Jul-21 |

| NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS | | | | | | | | | |
|---------------------------------------|--------|-------------|--------------|---------------|-------------|------------|-------------|-------|-------|
| # | DATE | TOTAL UNITS | TOTAL VALUE | SINGLE FAMILY | VALUE | TOWNHOUSES | VALUE | HOMES | VALUE |
| | Jun-21 | 39 | \$11,835,242 | 22 | \$7,945,242 | 17 | \$3,890,000 | 0 | \$0 |

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

Data Sources & Partners

Impact Summary

Travel Indicators

Int'l Arrivals to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Vaccination

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

US Hotel Forecast

Insights

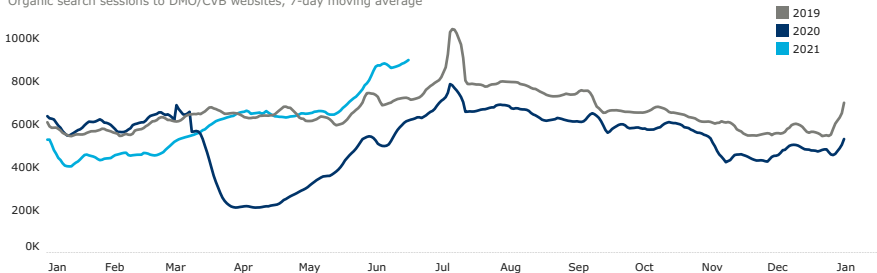
Organic search sessions on Destination Organization (DMO/CVB) websites surged 23% above 2019 levels through the first 15 days of June as anticipation for travel grows.

After a long hiatus, optimism for group gatherings is rising, as seen in group lead volume rising to 55% below its 2019 level in May from 78% down going into the year.

DMO/CVB group bookings finalized in May ticked downward to 75% of 2019 levels from 77% in April.

Website Traffic

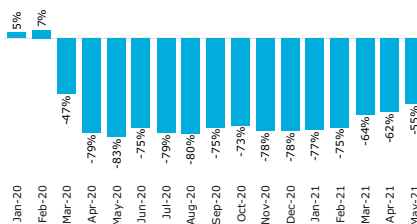
Organic search sessions to DMO/CVB websites, 7-day moving average



Source: Simpleview & Tempest (300+ U.S. DMOs)

US Group Lead Volume

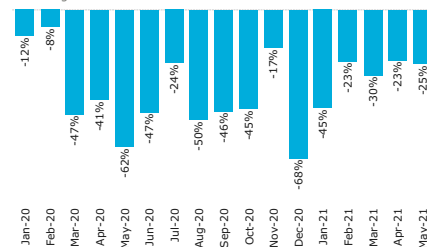
Event leads sourced during most recent months for future dates
% change from 2019



Source: Cvent

DMO/CVB Group Bookings

Hotel room nights contracted during most recent months
% change from 2019



Source: Simpleview CRM (250+ U.S. DMOs)

ICVB Memorandum

Date: July 9, 2021

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

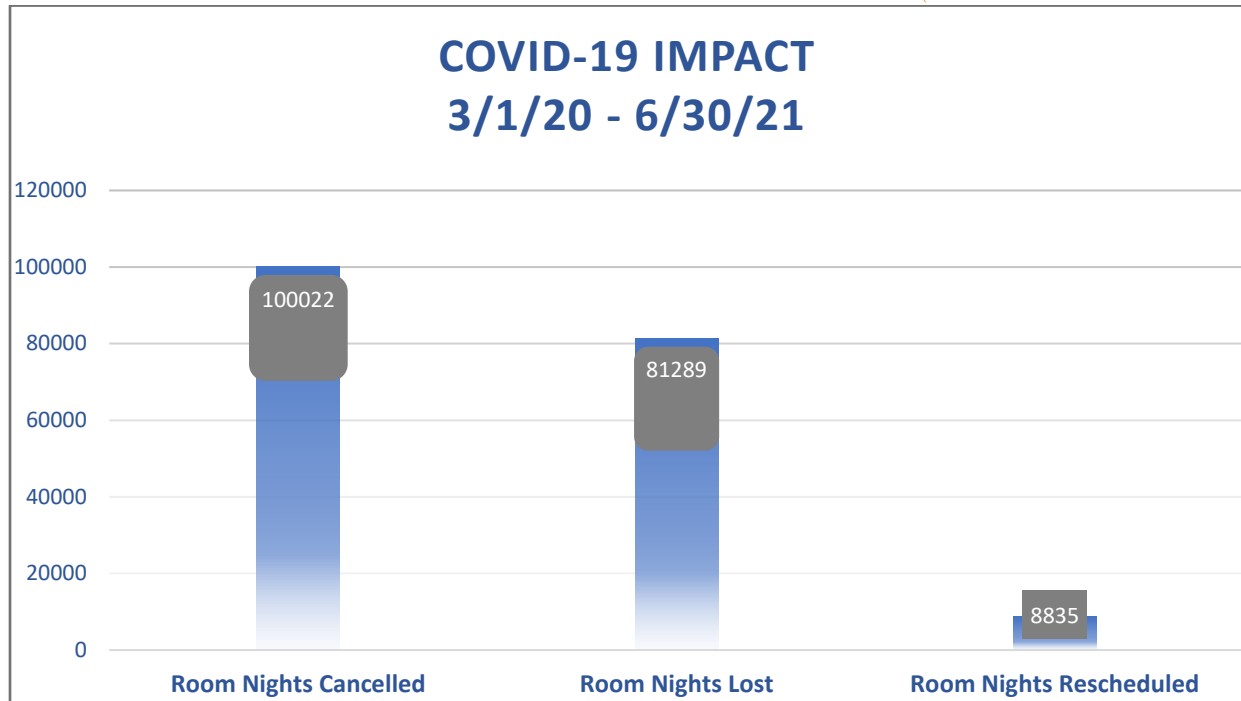
RE: Sales & Services Department Board Report for June 2021

Convention Sales Activities

| Leads Generated | June | YTD |
|--------------------------------|------|-----|
| Irving CVB – Hotel Leads | 91 | 609 |
| Irving Convention Center Leads | 24 | 174 |

June

| Room Nights Generated | Monthly Goal | June 2021 Actuals | June 2020 Actuals | FY 2020-21 Annual Goal | FY 2020-21 YTD Actuals | FY 2019-20 YTD Actuals | June Convention Center | Convention Center YTD |
|-----------------------|--------------|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|
| Definite Room Nights | 6493 | 4429 | 12253 | 77916 | 62303 | 126602 | 3877 | 11676 |
| Lost Room Nights | | 19243 | 20789 | | 193727 | 403238 | 11703 | 88190 |



Customer Services Activity June Servicing & Inventory

| Groups Serviced | |
|-----------------|----|
| June | 10 |
| YTD | 29 |

| Service Type | Groups Serviced | Total Inventory Utilized |
|------------------------------|-----------------|---|
| Proclamations/Flags/Welcomes | 1 | Mayoral/Council Appearance/Letter/Flags for Convention Programs |
| Name Badge/Lanyard Services | 6 | 900 Badges/ 900 Lanyards |
| Pens | 7 | 1670 Pens |
| Bags | 3 | 400 Bags |
| Promotional Materials | 5 | 420 Restaurant Maps/6520 TMF maps 0 Welcome Sign |
| Staffing Services | 2 | 0 Event Hours |
| Covid Resources | 0 | COVID19 Awareness Signage (printed in house) |

Event Location:

Hotels: 7

Irving Convention Center: 1

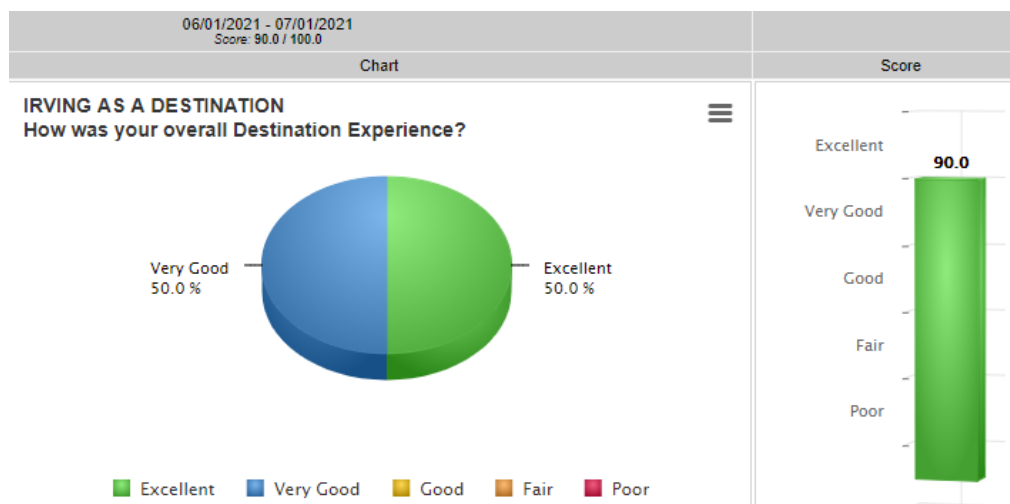
Other: 2

Proclamations/Welcomes/Flags:

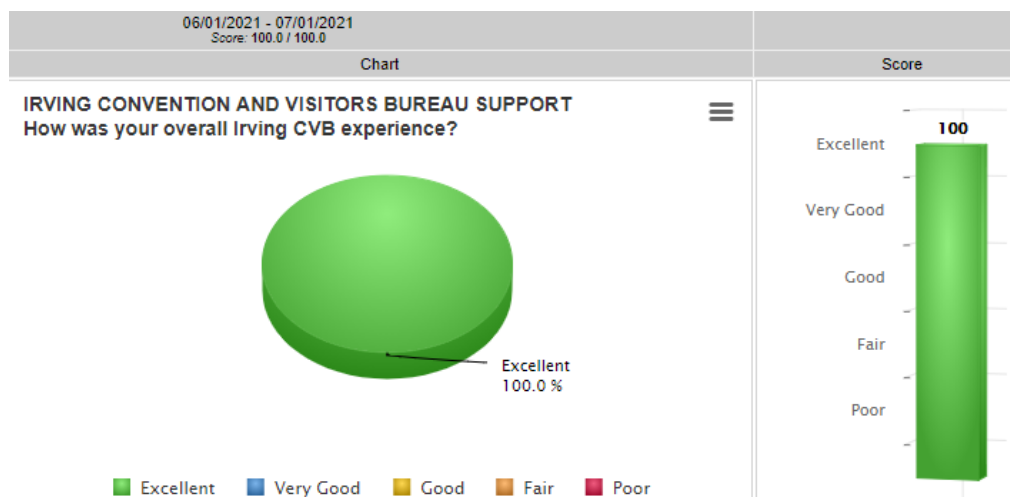
- 2021 FBI NA-State - June 15, Welcome/Flag Councilman Zapanta
- TX Industrial Vocational Association - July 2021, Welcome Back - Mayor/Elected Official - TBD
- 100th Bomb Foundation (5 WWII Vets) - October 2021, Welcome/ Proclamation/Flag(s) - TBD
- 173rd Airborne Brigade - November 2021, Welcome/Proclamation/Flag(s) - TBD

Customer Service Satisfaction Survey Results

How was your overall destination experience?



How was your overall Convention and Visitors Bureau Experience?



Definite Bookings July 2021 – November 2021

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|--|---|-----------|-----------|-----------|-----------------|
| The Falcon Car Club of America | 2021 FCA National Meet | 7/6/2021 | 7/10/2021 | 350 | 640 |
| Texas Center for the Judiciary | Magistrate Training A | 7/7/2021 | 7/8/2021 | 50 | 100 |
| Lucky Leaf Expo | Lucky Leaf Expo 2021 | 7/8/2021 | 7/10/2021 | 2000 | 122 |
| Oakland Athletics | Oakland A's vs TX Rangers 2021 | 7/8/2021 | 7/10/2021 | 60 | 180 |
| a360inc | 2020 a360inc Solutions Summit | 7/10/2021 | 7/13/2021 | 120 | 204 |
| Building Professional Institute | 2021 Building Professional Institute | 7/10/2021 | 7/15/2021 | 700 | 114 |
| American Peanut Research and Education Society | 2021 APRES - American Peanut Research & Education Society | 7/11/2021 | 7/15/2021 | 150 | 450 |
| Cashman Consultants | Pharma Sales & Training Meeting | 7/12/2021 | 7/15/2021 | 200 | 435 |
| Buckets and Bows Maid Service | Pro Field Trip Summer 2021 | 7/13/2021 | 7/17/2021 | 125 | 39 |
| First Fitness | First Fitness July 2021 | 7/15/2021 | 7/18/2021 | 300 | 249 |
| Novelty Salt & Pepper Shakers Club | Novelty Salt and Pepper Shakers Club 36th Annual Convention | 7/16/2021 | 7/25/2021 | 200 | 510 |
| Texas Industrial Vocational Association | TIVA Summer Conference | 7/17/2021 | 7/23/2021 | 800 | 1695 |
| TexSom | Court of Master Sommelier Theory Exam 2021 | 7/17/2021 | 7/19/2021 | 100 | 160 |
| JLM Creative Events | Applique Getaway 2020 | 7/18/2021 | 7/26/2021 | 450 | 403 |
| Texas Trial Lawyers Association | Trial Advocacy College of Texas | 7/25/2021 | 7/28/2021 | 70 | 60 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|-------------------------------------|--|-----------|-----------|-----------|-----------------|
| | (TACT) 2020 at the Irving Convention Center | | | | |
| Arizona Diamondbacks | Arizona Diamondbacks vs TX Rangers 2021 | 7/25/2021 | 7/27/2021 | 70 | 210 |
| CSL Plasma Inc | CSL Plasma Meeting | 7/26/2021 | 7/31/2021 | 90 | 360 |
| Seattle Mariners Baseball Club | Seattle Mariners vs TX Rangers 2021 | 7/28/2021 | 7/31/2021 | 60 | 240 |
| Texas Municipal Police Association | 2021 TMPA Annual Conference | 7/29/2021 | 8/1/2021 | 350 | 1150 |
| The Petroleum Alliance of Oklahoma | OIPA Annual Meeting 2021 | 8/2/2021 | 8/7/2021 | 300 | 804 |
| Freedom Founders | Freedom Founders Workshop - August 2021 | 8/2/2021 | 8/8/2021 | 150 | 140 |
| Reliance Steel and Aluminum Company | Reliance Steel & Aluminum Conference Aug 2021 | 8/4/2021 | 8/5/2021 | 200 | 170 |
| Pathways Core Training Inc. | Pathways Monthly August 2021 | 8/6/2021 | 8/21/2021 | 100 | 242 |
| TexSom | The Court of Master Sommeliers Advanced Course #1 - 2021 | 8/6/2021 | 8/12/2021 | 85 | 287 |
| Oakland Athletics | Oakland A's vs TX Rangers 2021 | 8/12/2021 | 8/14/2021 | 60 | 180 |
| North Texas Sewing and Quilt Expo | North Texas Sewing and Quilt Expo | 8/13/2021 | 8/21/2021 | 4000 | 345 |
| Ultimate Dream Queen Pageant | Ultimate Dream Queen Pageant | 8/13/2021 | 8/15/2021 | 250 | 120 |
| North Texas Sewing and Quilt Expo | North Texas Sewing and Quilt Expo | 8/15/2021 | 8/21/2021 | 4000 | 1050 |
| Seattle Mariners Baseball Club | Seattle Mariners vs TX Rangers 2021 | 8/15/2021 | 8/18/2021 | 60 | 240 |
| Texas Boyz Entertainment | All Black and Bling Steppers Ball 2021 | 8/18/2021 | 8/23/2021 | 300 | 337 |
| Liberty Tax | Liberty Tax Franchise Meeting 2021-Host Hotel | 8/21/2021 | 8/29/2021 | 1200 | 800 |
| Houston Astros Baseball Club | Astros vs Texas Rangers 2021 | 8/26/2021 | 8/29/2021 | 100 | 210 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|-------------------------------------|--|-----------|-----------|-----------|-----------------|
| ECI Software Solutions | ECI ELT Meeting 2021 | 8/28/2021 | 9/5/2021 | 100 | 322 |
| Kingdom Global Ministries | KGM World Connect 2020 | 8/29/2021 | 9/5/2021 | 350 | 335 |
| Colorado Rockies | Colorado Rockies vs TX Rangers 2021 | 8/29/2021 | 8/31/2021 | 70 | 210 |
| Lifestyles Unlimited, INC. | Lifestyles Unlimited-Rooms Only | 9/1/2021 | 9/6/2021 | 400 | 1400 |
| Dallas Chess Club | Dallas Chess Club | 9/2/2021 | 9/6/2021 | 75 | 70 |
| Professional Fraternity Association | 2022 PFA Annual Conference | 9/8/2021 | 9/12/2021 | 100 | 255 |
| National Procedures Institute | NPI Conference 2020 | 9/8/2021 | 9/12/2021 | 65 | 236 |
| Dallas Security Traders Association | 2021 DSTA Annual Convention | 9/8/2021 | 9/11/2021 | 100 | 186 |
| Plunder Design | Plunder Palooza 2021 | 9/9/2021 | 9/12/2021 | 600 | 820 |
| Pathways Core Training Inc. | Pathways Monthly September 2021 | 9/10/2021 | 9/25/2021 | 100 | 242 |
| Adapt2 Solutions | ACCELERATE 2021 | 9/12/2021 | 9/16/2021 | 50 | 125 |
| Houston Astros Baseball Club | Astros vs Texas Rangers 2021 | 9/12/2021 | 9/16/2021 | 100 | 280 |
| American Horse Publications | American Horse Publication 2021 | 9/13/2021 | 9/18/2021 | 110 | 301 |
| Property Management Inc | PMI Annual Summit 2021 | 9/13/2021 | 9/19/2021 | 200 | 582 |
| Masters Dermatological Association | MDA 2020 | 9/15/2021 | 9/21/2021 | 50 | 235 |
| Productive Dentist Academy | Productive Dentist Academy September | 9/15/2021 | 9/19/2021 | 150 | 225 |
| FenCon | 2021 FenCon | 9/16/2021 | 9/20/2021 | 400 | 400 |
| Motivated Mom's Retreat | Motivated Mom's Reunion | 9/16/2021 | 9/19/2021 | 200 | 160 |
| Chicago White Sox | Chicago White Sox vs TX Rangers 2021 | 9/16/2021 | 9/18/2021 | 67 | 201 |
| Auto Body Association of Texas | 2021 Texas Auto Body Trade Show | 9/16/2021 | 9/18/2021 | 750 | 200 |
| Women's Basketball Hall of Fame | The Ladies Ball SW Regional Qualifier 2021 | 9/17/2021 | 9/19/2021 | 2000 | 720 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|-------------------------------------|--|-----------|------------|-----------|-----------------|
| Heart of Texas Body Building | Heart of Texas Body Building Competition | 9/17/2021 | 9/19/2021 | 300 | 624 |
| Lion Street | Lion Street Indaba 2021 | 9/18/2021 | 9/21/2021 | 285 | 645 |
| Brinker International | Brinker 2021 Supplier Partner Conference | 9/21/2021 | 9/24/2021 | 325 | 360 |
| Texas Podiatric Medical Association | 2021 TPMA Southwest Foot and Ankle Conference | 9/22/2021 | 9/25/2021 | 600 | 315 |
| KarenZupko & Associates, Inc. | 2021 Dallas Coding Workshop | 9/23/2021 | 9/27/2021 | 180 | 320 |
| Southwest Drycleaners Association | Cleaners Showcase for 2021 | 9/27/2021 | 10/3/2021 | 400 | 737 |
| BNSF Railway Company | BNSF 2021 Industrial Products Summit | 9/27/2021 | 9/29/2021 | 115 | 145 |
| Parker College of Chiropractic | Parker Seminar | 9/28/2021 | 10/2/2021 | 100 | 120 |
| BNSF Railway Company | BNSF 2021 Coal Conference | 9/29/2021 | 10/1/2021 | 50 | 175 |
| Vizient, Inc. | Vizient, Inc. 2021 Apexus Joint Councils Meeting | 9/29/2021 | 9/30/2021 | 40 | 80 |
| Cleveland Indians | Cleveland Indians vs TX Rangers 2021 | 9/30/2021 | 10/2/2021 | 80 | 240 |
| Pathways Core Training Inc. | Pathways Monthly October 2021 | 10/1/2021 | 10/16/2021 | 100 | 242 |
| Enterprise Holdings | Fall Officers Meeting-Moved from 2020 to 2021 | 10/2/2021 | 10/6/2021 | 220 | 750 |
| The Unified Group | Unified Group Financial Forum 2020 | 10/2/2021 | 10/7/2021 | 20 | 90 |
| American Recovery Association | 2021 NARS and Annual Meeting | 10/3/2021 | 10/10/2021 | 300 | 838 |
| East African Chamber of Commerce | East African Chamber of Commerce - 2021 | 10/5/2021 | 10/10/2021 | 200 | 104 |
| Sidewalk Advocates for Life | Sidewalk Advocates for Life Oct2020 | 10/8/2021 | 10/9/2021 | 200 | 200 |
| Insurance Designers of America | Annual Fall Conference 2021- | 10/9/2021 | 10/15/2021 | 89 | 214 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|--|---|------------|------------|-----------|-----------------|
| | rescheduled from 2020 to 2021 | | | | |
| Southwest Collectors Association | 2021 Annual Regional Conference | 10/9/2021 | 10/13/2021 | 120 | 135 |
| Boy Scouts of America | National Executive Board & Committees Meeting | 10/10/2021 | 10/12/2021 | 75 | 153 |
| Porsche Cars North America | Porsche Parts and Service Conference | 10/10/2021 | 10/15/2021 | 655 | 655 |
| Tech Conferences | Share Point Fest | 10/10/2021 | 10/15/2021 | 400 | 420 |
| Monster Vision Productions | 13th Annual Dallas Bachata Festival | 10/13/2021 | 10/17/2021 | 250 | 405 |
| Society of Professors in Christian Education | SPCE AYME 2021 Academic Conferences | 10/13/2021 | 10/17/2021 | 150 | 365 |
| Subin-Mathew Wedding Guest Rooms | Wedding Guest Room Block | 10/15/2021 | 10/16/2021 | 400 | 40 |
| Council of Petroleum Accountants Societies | COPAS - Council of Petroleum Accountants Societies - 2021 Fall National Meeting | 10/17/2021 | 10/23/2021 | 250 | 450 |
| Neora, LLC | Neora Power Training 2021- Rooms Only | 10/20/2021 | 10/24/2021 | 600 | 610 |
| Texas A&M University | Texas A & M Master Naturalists 22nd Annual | 10/21/2021 | 10/23/2021 | 600 | 600 |
| Windsor National Associates | Windsor National Associates | 10/21/2021 | 10/24/2021 | 158 | 158 |
| Confluent Health | Confluent Health PTVille2/ Key Leader | 10/21/2021 | 10/23/2021 | 115 | 124 |
| Liberty University Athletics | Liberty University Football Team Travel | 10/22/2021 | 10/23/2021 | 140 | 206 |
| National Brokerage Agencies, Inc. | National Brokerage Agencies Fall Conference | 10/25/2021 | 10/29/2021 | 85 | 255 |
| 100th Bomb Group Foundation | 100th Bomb Reunion | 10/25/2021 | 10/31/2021 | 350 | 495 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|---|--|------------|------------|-----------|-----------------|
| International Academy of Sleep/Dental | International Academy of Sleep/Dental - 2021 Annual Conference | 10/27/2021 | 10/30/2021 | 200 | 304 |
| Brotherhood of Men | Brotherhood of Men | 10/28/2021 | 10/30/2021 | 400 | 170 |
| Freedom Founders | Freedom Founders Workshop - November 2021 | 11/1/2021 | 11/7/2021 | 150 | 140 |
| FamilyLife | Weekend to Remember | 11/3/2021 | 11/8/2021 | 500 | 570 |
| Independent Insurance Agents of Dallas | IIAD Jim Millerman Insurance Convention 2021 | 11/3/2021 | 11/4/2021 | 500 | 10 |
| Dallas Dance Festival | Dallas Dance Festival 2021 | 11/4/2021 | 11/7/2021 | 200 | 455 |
| American College of Veterinary Dermatologists | 2021 ACVD Testing | 11/4/2021 | 11/6/2021 | 26 | 56 |
| Pathways Core Training Inc. | Pathways Monthly November 2021 | 11/5/2021 | 11/6/2021 | 100 | 160 |
| ED311 | International Conference NEDRP | 11/7/2021 | 11/10/2021 | 800 | 160 |
| Brownell Motivation/Incentive Travel | Brownell Academy 2021 | 11/9/2021 | 11/13/2021 | 260 | 740 |
| Foresters Financial | Foresters COM Central US Regional Meeting Dallas November 2021 | 11/10/2021 | 11/14/2021 | 120 | 219 |
| Home Staging and Redesign Association | 2021 Home Staging Summit | 11/10/2021 | 11/13/2021 | 400 | 210 |
| RBC Capital Markets | RBC Capital Markets - Senior Leadership 2021 | 11/14/2021 | 11/20/2021 | 300 | 1122 |
| PAMM Expo, LLC | Model & Talent EXPO Nov2021 | 11/16/2021 | 11/20/2021 | 400 | 1200 |
| American Legal and Financial Network | 2021 ALFN Foreclosure Intersect | 11/16/2021 | 11/18/2021 | 100 | 80 |
| USA Judo | 2021 USA Judo President's Cup | 11/17/2021 | 11/21/2021 | 500 | 280 |

| CUSTOMER | MEETING | ARRIVAL | DEPARTURE | ATTENDEES | REQUESTED ROOMS |
|------------------------------------|--|------------|------------|-----------|-----------------|
| American Country Dance Association | ACDA American Country Dance Association 2021 | 11/18/2021 | 11/22/2021 | 300 | 230 |
| Vistage Worldwide, Inc. | Vistage Executive Summit | 11/28/2021 | 11/30/2021 | 550 | 45 |
| DFW Business Group on Health | 2021 DFW Business Group on Health - Texican Court Room Block | 12/1/2021 | 12/1/2021 | 400 | 10 |
| DFW Church | Small Church Leaders Conference | 12/1/2021 | 12/4/2021 | 250 | 195 |
| Texas Scorecard | Texas Scorecard 2021 | 12/3/2021 | 12/4/2021 | 450 | 45 |

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

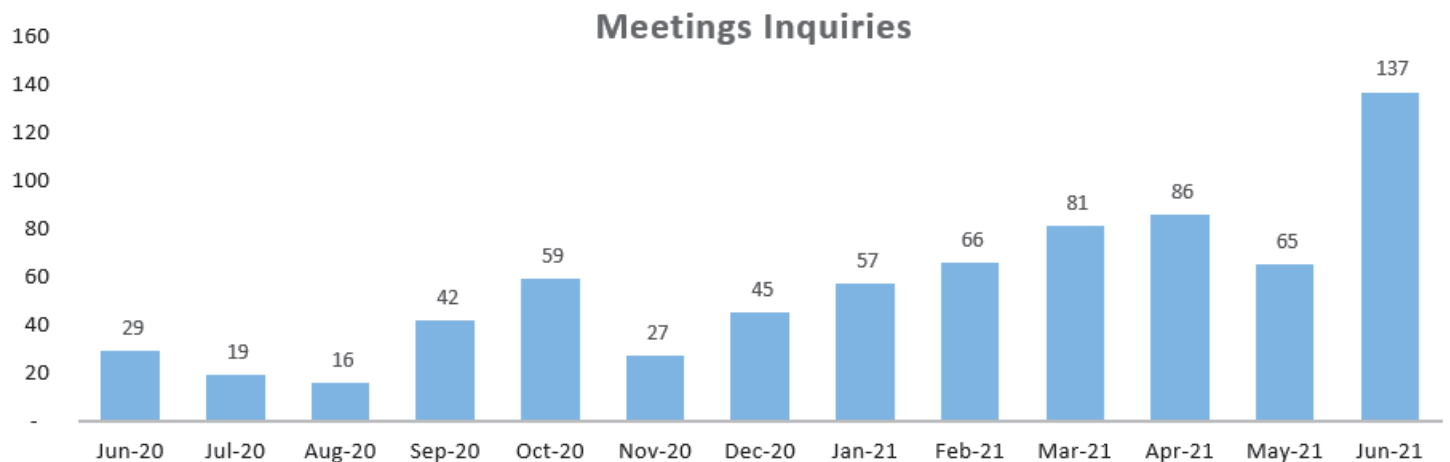
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: July 12, 2021

Re: June 2021 Board Report

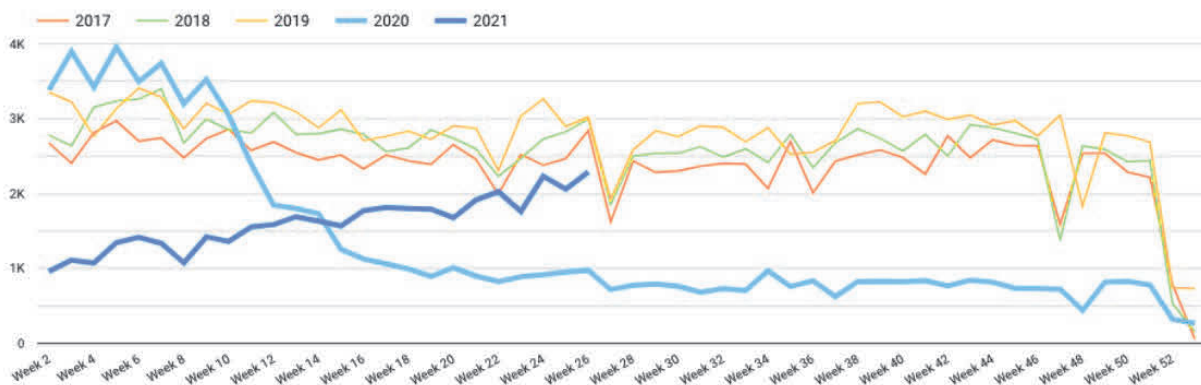
Meeting-Sales Leads & Inquiries

Meeting-sales leads and inquiries increased significantly in June, with **137 total leads**. Of those leads, 61 were sourced through Cvent, 37 were from click-to-call ads, and 39 came through the websites. With click-to-call inquiries removed from the total, leads sourced solely through Cvent and the websites were higher than the same period in 2019.



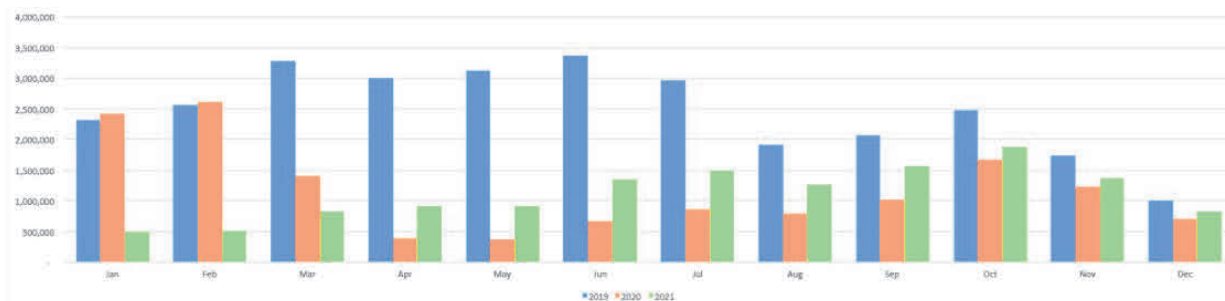
Insights provided by Simpleview show that as of June 28th, the aggregated meeting-sales lead volume of more than 200 DMO's continues an upward trend. While still below 2017-2019 levels, the trend is indicating a trajectory toward recovery.

Lead Volume 2017-2021 Aggregated Data of 200+ U.S. DMOs



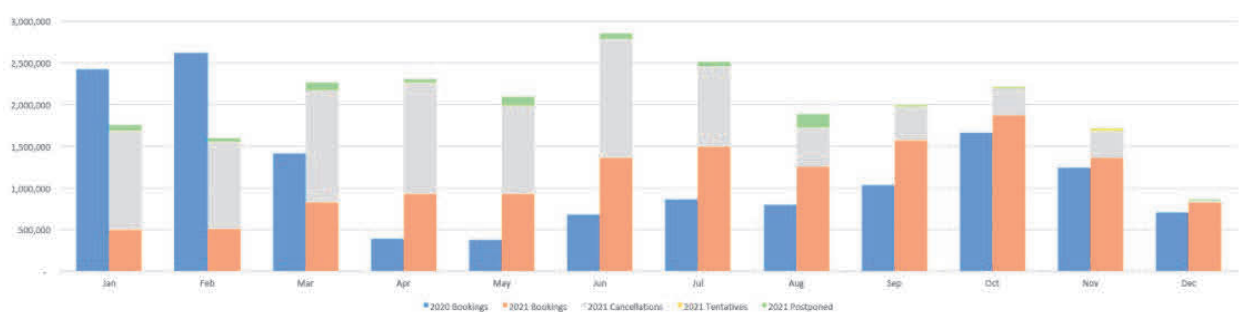
As of June 28th, 2021, data from more than 200 U.S. DMOs report **771 thousand fewer** room nights on the books vs. 2020 and **15.4 million fewer** room nights on the books vs. 2019. In the graph on the next page, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

Room Nights on the Books 2021 vs. 2019 & 2020 Aggregated Data of 200+ U.S. DMOs



Despite fewer room nights on the books when compared to previous years, booked rooms continue to increase each week with increases through the end of the year. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements Aggregated Data of 200+ U.S. DMOs



CARES Act Campaigns: Phase 2

Staycations Campaign:

The Staycations campaign continues to perform well with a conversion rate exceeding 56%, which generated 17,462 hotel referrals in June. Year-to-date, the Staycations Campaign has generated **11.2 million impressions**, **148,309 website sessions** and **71,438 hotel referrals**. Those hotel referrals represent **\$10,109,654 in Potential Economic Value**.

Meetings Campaign:

The Meetings Campaign is winding down; however, the landing page will remain live on the website. Year-to-date, the Meetings Campaign has generated **4.1 million impressions**, **16,418 website sessions** and **150 meeting-sales inquiries**.

OTA Campaign:

The OTA Campaign running with Expedia and Priceline is also winding down. Since mid-February, the OTA Campaign has generated 15,103 hotel room nights from 8,155 hotel bookings, resulting in **\$1,463,973 in direct hotel revenue**.

Promoted Content Campaign:

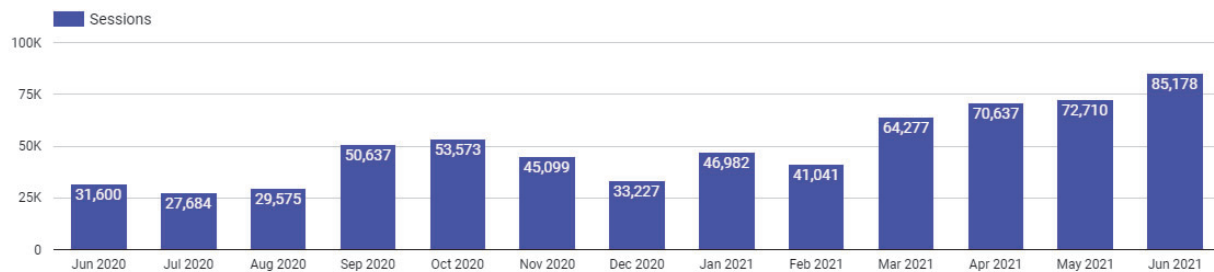
YTD, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **15,887 blog visits** and **89,347 post engagements** on social media.

Website Traffic

Website traffic set a record for the fourth month in a row with **85,178 total sessions** and **72,184 total users** to both websites, which is the highest amount of combined traffic in any month to date. Traffic to the Visit Irving website had **74,236 sessions** and **62,974 users**, while traffic to the Irving Convention Center website had **10,942 sessions** and **9,210 users**.

While traffic to the Irving Convention Center website shows significant improvement, it remains below its pre-pandemic average of around 12,000 sessions per month. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the facility resumes hosting more frequent events and large public shows.

Website Traffic - Combined Sessions



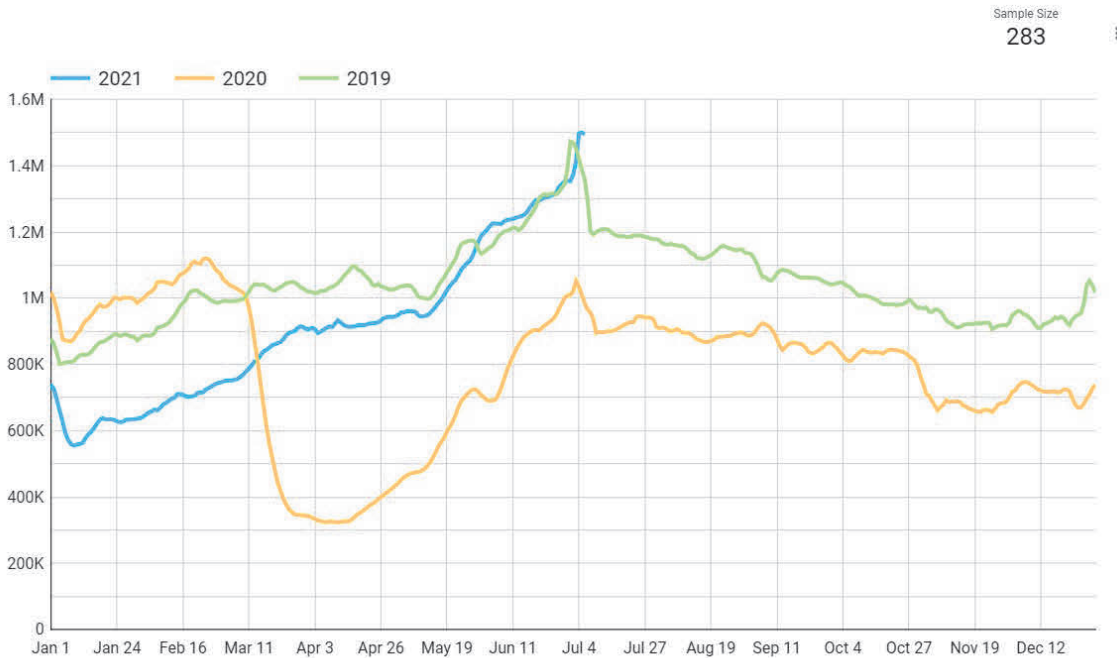
Website Traffic - Combined Sessions



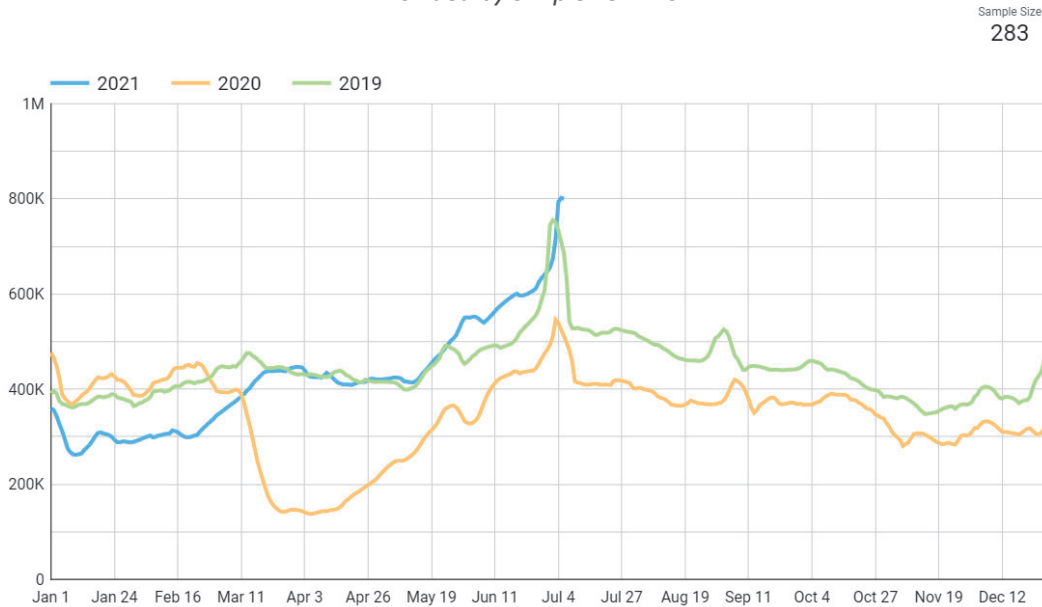
Aggregated data provided by Simpleview shows that website sessions tracked closely with 2019 levels throughout June and peaked on July 4th and continue to remain at their highest levels in history.

Organic search sessions, sessions from search engine results that are not related to any advertising, are outpacing overall website traffic throughout June and are also at their highest levels in history.

Aggregated YOY Overall DMO Website Traffic
Provided by Simpleview Inc.



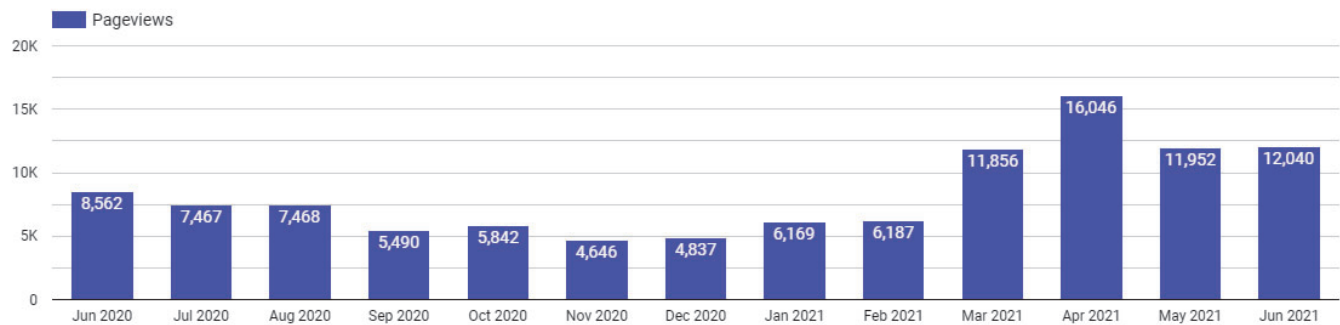
Aggregated YOY Overall DMO Organic Website Traffic
Provided by Simpleview Inc.



Blog Traffic

June blog pageviews increased to **12,040 pageviews** in June. The top posts were “Five Splurge-Worthy Dining Destinations in Irving,” with 1,612 pageviews, “Five Ways to have fun at Lake Carolyn,” with 1,603 pageviews, and “Top 5 Places to Stuff Your Face with Donuts in Irving,” with 629 pageviews.

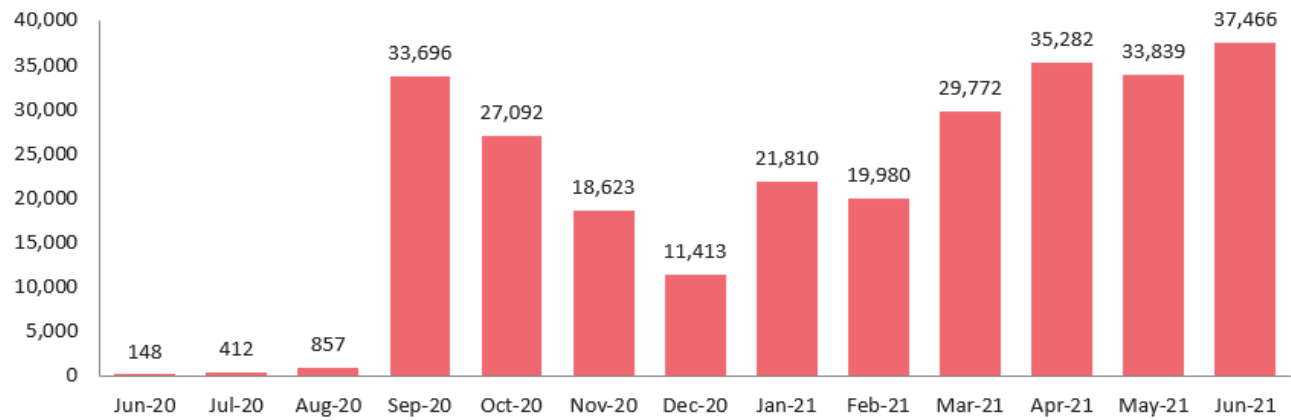
Blog Pageviews



Advertising

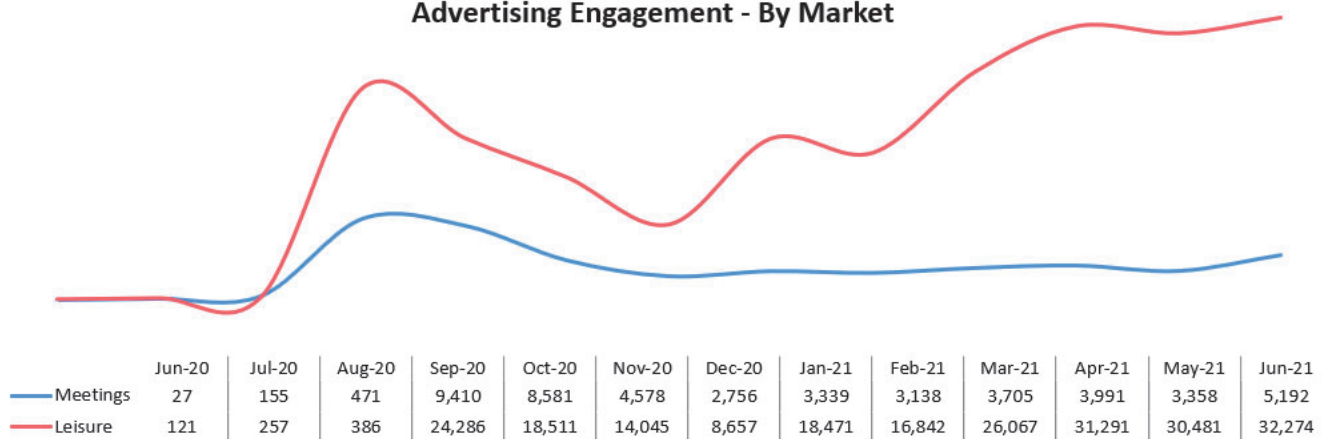
Advertising engagement increased to an all-time high with **37,466 site visits**. June also had the third-highest month for impressions with 2,788,799 advertising impressions.

Advertising Engagement

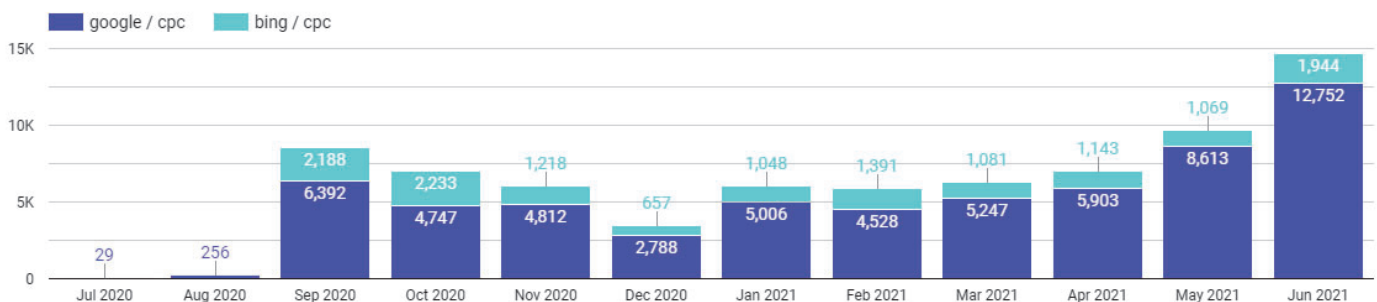


The leisure market had the largest engagement with **32,274 site visits** with advertisements on Facebook/Instagram and paid search performing the best in the leisure market. The meetings market had **5,192 site visits**, with paid search, LinkedIn and MPI performing the best.

Advertising Engagement - By Market



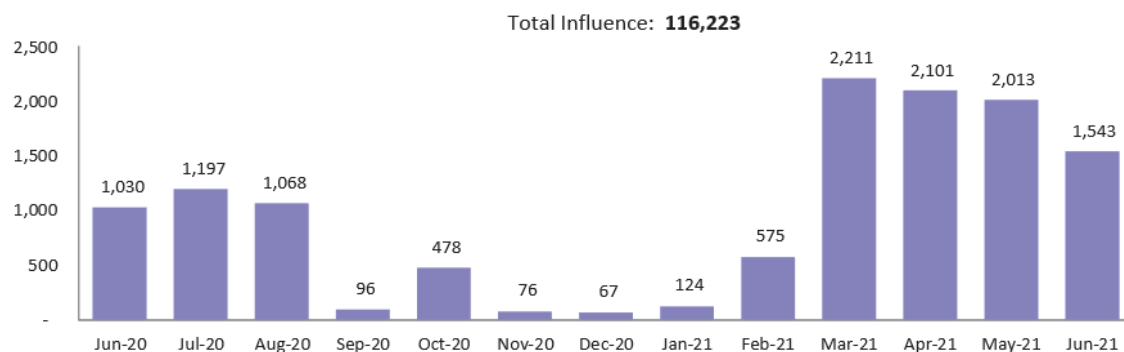
Paid Search Sessions



Social Media

The number of additional social media decreased in June but remained high, with **1,543 new followers** and a **total influence of 116,223**. Again, the Visit Irving Facebook page performed the best, with 1,335 new likes.

Additional Social Media Followers



Social Media, Cont.

| IRVING CVB/ IRVING CC Social | Facebook Likes | Facebook Check-Ins | Twitter Followers | Instagram Followers | LinkedIn |
|---------------------------------|-------------------|-----------------------|----------------------|------------------------|------------|
| Visit Irving Texas | 81,702 | | 5,699 | 8,668 | 762 |
| <i>Impressions</i> | 2,548,037 | | 10,800 | 692,989 | |
| <i>Profile Visits</i> | 2,031,501 | | 625 | | |
| Convention Center | 13,135 | 209,277 | 2,469 | 2,153 | 379 |
| <i>Impressions</i> | n/a | | 716 | n/a | |
| <i>Profile Visits/Users</i> | n/a | | 170 | | |
| Impacting Irving | 1,256 | | | | |

Hashtags #VisitIrving
#IrvingRocks

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

Earned Media

| IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES | 1 st Quarter | 2 nd Quarter | 3 rd Quarter** | 4 th Quarter | TOTALS |
|---|----------------------------|----------------------------|------------------------------|----------------------------|--------------|
| MEDIA IMPRESSIONS* | 283,350,416 | 173,116,440 | 95,262,916 | 24,822,876 | 576,552,648 |
| ADVERTISING EQUIVALENCY* | \$2,620,995 | \$1,591,325 | \$821,832 | \$244,378 | \$5,278,530 |
| PUBLIC RELATIONS VALUE** | \$7,862,985 | \$4,773,975 | \$2,465,496 | \$733,135 | \$15,835,591 |

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

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

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

Irving-Las Colinas Olympic Day

In February 2020, the ICVB Marketing Communications team joined the Irving-Las Colinas Olympic Day (ILCOD) Committee for an inaugural event that was originally to be held in June 2020. Due to the pandemic, that date was pushed back several times, until a final date of June 26, 2021 was settled. The extra time allowed us to develop and implement digital and creative assets, which future ILCOD Committees will be able to use and build on.

These projects included (see following page):

Olympic Day cont.

- ✚ Building and continuously updating the website.
- ✚ Assisting with the development of the app.
- ✚ Creating most of the graphics and hosting Dropbox folders for the committee.
- ✚ Creating a sponsorship marketing piece.
- ✚ Creating and printing postcards/fliers to promote Olympic Day at races and events.
- ✚ Running a digital marketing campaign through Simpleview to promote the event, along with nearby hotel packages.
- ✚ Developing and implementing a full social media strategy, including Facebook and Instagram account set ups, and content creation.
- ✚ Designing the trusses and other supporting graphics for event day activities.
- ✚ Crafting and distributing multiple media advisories, from the kick-off in 2020 through the final events, June 25-26, 2021. Coverage was secured in all Irving news outlets, the *Dallas Morning News*, *Fort Worth Star-Telegram*, *Paper City*, CBS-11 DFW, and numerous blogs.
- ✚ Hosting a blogger for the Cinco de Mayo fun run to write a piece on the Olympic Day runs.
- ✚ Providing professional photography for the original opening ceremony, and in-house photography/video/reels/digital assets for other events.
- ✚ Assisting in race day set-up and participating in the 5k.

Attachments

- ✚ “From hot cotton candy to a jalapeño eating contest, Irving’s ZestFest will be spicy” *dallsnews.com*, June 3, 2021
- ✚ “Fun things to do in Irving this weekend: ZestFest, book sale and poolside lounging,” *dallasnews.com*, June 4, 2021
- ✚ “GUIDE PICKS | THINGS TO DO,” *Dallas Morning News*, June 4, 2021
- ✚ “13 Fabulous Restaurants to Try in Las Colinas in Irving, Texas,” by Kim Croisant, *travlawaits.com*, June 14, 2021
- ✚ “The Best Things To Do in Dallas This Weekend” *Paper City*, June 21, 2021
- ✚ “Irving to celebrate Tokyo Olympics with opening ceremony, skateboarding, boxing and fun run,” *dallasnews.com*, June 23, 2021
- ✚ CARES 2 Campaign Reports: Staycation Campaign; Meetings Campaign; OTA Performance
- ✚ Visit Irving Social Stats
- ✚ Irving Convention Center Social Stats

dallasnews.com
Dallas County
Dallas, TX
Circulation: 203,775
Frequency: Daily
June 3, 2021

From hot cotton candy to a jalapeño eating contest, Irving's ZestFest will be spicy

dallasnews.com/news/2021/06/03/from-hot-cotton-candy-to-a-jalapeno-eating-contest-irvings-zestfest-will-be-spicy

June 3, 2021

"We're not just talking about regular old hot sauce," the festival owner said.



Tyson Henry downs "atomic" hot wings during the final round of competition at ZestFest in 2019. He won the finals for the second time in three years.

If you have ever wondered what spicy cotton candy tastes like, here's your chance.

ZestFest will open this weekend at the Irving Convention Center with spicy cooking demonstrations, a jalapeño eating contest and dozens of spicy foods and drinks to try and buy, from cotton candy to beef jerky.

"We're not just talking about regular old hot sauce," festival owner Greg Bagarozy said. "People get very creative."

Collector and connoisseur Vic Clinco, who is believed to possess the largest collection of hot sauces in the world, will be on hand, as will Fort Worth chef Jon Bonnell and barbecue expert Eddie Deen, who will be cooking on the celebrity chef stage.

On Saturday, about 100 participants will compete in the Wingstop Atomic Wing Eating Contest to see who can eat the most atomic wings, made with habanero peppers, in just two minutes. A whole pig roast will cap the day.

And on Sunday, 75 to 100 competitors will battle to see who can eat the most raw jalapeños in just two minutes.

This is the 28th year of the festival, which Bagarozzy said remains popular for a simple reason.

“Spice enhances every food and makes it better,” he said. “It adds an extra kick.”

ZestFest is from 1-6 p.m. Friday, 10 a.m.-6 p.m. Saturday and 10 a.m.-5 p.m. Sunday at the Irving Convention Center, 500 W. Las Colinas Blvd.

[Tickets](#) are available online and at the door.

Sarah Bahari, Special Contributor. Sarah Bahari is a freelance writer covering Arlington, Irving and Grand Prairie. She previously worked as a features writer for the Fort Worth Star-Telegram, where she covered a little of everything. Email her tips at sarahbahari@gmail.com.

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Fun things to do in Irving this weekend: ZestFest, book sale and poolside lounging

dallasnews.com/arts-entertainment/things-to-do/2021/06/04/fun-things-to-do-in-irving-this-weekend-zestfest-book-sale-and-poolside-lounging

June 4, 2021

Check out what's going on in Irving.



Gino Lopez digs in during WingStop's "atomic" wing-eating contest at ZestFest in 2019.

Irving has a busy calendar this weekend, with a big book sale, spicy food convention and the season opening of The Lakehouse Waterfront Lounge at the Omni Las Colinas Hotel.

Here's a round-up of what's coming up:

ZestFest

What: ZestFest will include spicy cooking demonstrations, a jalapeño eating contest, an atomic wing eating contest and dozens of spicy foods and drinks to try and buy, from cotton candy to beef jerky.

When: 1-6 p.m. Friday, 10 a.m.-6 p.m. Saturday and 10 a.m.-5 p.m. Sunday

Where: Irving Convention Center, 500 W. Las Colinas Blvd.

Cost: Tickets start at \$14, and children under 10 are free with a paid adult. Tickets are available online and at the door.

Book sale

What: Shoppers can stock up on books, music and videos at the annual Friends of the Irving Public Library Summer Book Sale. Many items are less than \$1 and proceeds support the Irving Public Library. Masks are encouraged due to limited space.

When: 3-7 p.m. Friday for members, with memberships available at the door; 10 a.m.-4 p.m. Saturday; 1-4 p.m. Sunday

Where: Public Library Warehouse, 3000 Rock Island Road

Cost: Free

Poolside lounging

What: The Omni Las Colinas Hotel will open their pool deck, outdoor space and The Lakehouse Waterfront Lounge for the season this weekend. Part of a \$13 million renovation completed in 2020, the space includes food and drinks, fire pits, televisions and fans.

When: The pool is open 6 a.m.-10 p.m. daily. The Lakehouse Waterfront Lounge is open 4-8 p.m. Wednesdays and Thursdays; 1-8 p.m. Fridays; 11 a.m.-8 p.m. Saturdays and 11 a.m.-6 p.m. Sundays.

Cost: The Lakehouse Waterfront Lounge is open to the public. Hotel guests receive complimentary access to the pool deck, and non-guests can enjoy the pool deck with a \$30 day pass.

Live music

What: Live music is definitely back. From jazz to country, Irving has lots of options this weekend.

When and where: Check out a complete list at Visit Irving.

Cost: Varies

Adult recess

What: Irving's parks and recreation department is hosing adult recess every week, with cornhole, tetherball, pickle ball, shuffleboard, table tennis and giant Jenga.

When: 6 to 8 p.m. Fridays

When: **Toyota Music Factory**, 340 W. Las Colinas Blvd.

Cost: Free

Check out the Frida Kahlo pop-up exhibit

What: The Dallas Museum of Art has brought a free, pop-up exhibition, "Frida Kahlo: Five Works," to the city. The outdoor installation is inspired by Kahlo's home and museum in Mexico City and features reproductions of "Still Life" and "Still Life with Parrot and Flag," two of Kahlo's paintings on view at the DMA.

When: The exhibit will be on display through June 20.

Where: 360 W. Las Colinas Blvd.

Cost: Free

Sarah Bahari, Special Contributor. Sarah Bahari is a freelance writer covering Arlington, Irving and Grand Prairie. She previously worked as a features writer for the Fort Worth Star-Telegram, where she covered a little of everything. Email her tips at sarahbahari@gmail.com.

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GUIDE PICKS | THINGS TO DO

TASTE ADDISON

Addison's food and music fest returns this year after being canceled in 2020. The two-day event will feature dishes from Addison restaurants such as Cantina Laredo and Sigree Indian Cuisine. Local eateries will offer full-size items for sale, plus a Taste Bite for \$3 or less. Menu highlights include Louisiana boiled crawfish with corn and potatoes from Nate's Seafood and Steakhouse and funnel cake fries and frozen daiquiris from the Taste of Cuba. You'll also find beer, wine and other alcoholic drinks from Bitter Sisters Brewery of Addison, Tupps Brewery of McKinney, Bishop Cider Co. of Dallas and more. Top musical guests are rapper-singer Flo Rida on June 4 and rock bands Third Eye Blind, Hoobastank and the Red Jumpsuit Apparatus on June 5. Visitors also can shop with local vendors at the Marketplace and check out children's activities at the Discovery Depot.

■ June 4 from 6 p.m. to midnight, June 5 from 2 p.m. to midnight. \$15 per day, \$5 for children 6-12; free for ages 5 and younger. \$10 wristbands available for access to attractions. tasteaddisontexas.com.

ZESTFEST

Leave your fiery food fears at the door as you enter the spicy world of ZestFest, which runs for three days at the Irving Convention Center. Take the dare and sample an array of hot and hotter foods from about 100 vendors, including some with awesome names like Puckerbutt Pepper Co., Twisted Texas Foods and Evil Cowboy Hot Sauce. There will also be sweet but spicy bites and samples of beer and liquor. Visitors can learn tricks of the trade from chefs including Jon Bonnell and Eddie Dean, watch cooking demos and enjoy live music. And those who can take the heat and then some can sign up for the atomic wing- and jalapeño-eating contests.

■ June 4 from 1 to 6 p.m., June 5 from 10 a.m. to 6 p.m., June 6 from 10 a.m. to 5 p.m. at the Irving Convention Center, 500 W. Las Colinas Blvd., Irving. \$15, free for children 10 and younger. zestfest.net.

BEST LITTLE BREWFEST IN TEXAS CONCERT

FREE The beer festival is changing course for 2021, celebrating "getting our lives back to normal" with a laid-back concert in Old Town Lewisville. The party gets underway at 6 p.m. with Stevie Ray Vaughan tribute band Texas Flood. Then



2019 File Photo

Taste Addison is back this year as a two-day event featuring tasty bites and music from Flo Rida, Third Eye Blind and more.

it's classic and original rock with the Bird Dogs, led by George Dunham of "The Ticket" KTCK (AM 1310 and FM 96.7) sports radio. Take your lawn chairs or picnic blanket. Beer and bites will be for sale along with festival T-shirts made on-site. Best Little Brewfest is still "100% for charity" and, as in years past, will support Cloud 9 Charities.

■ June 5 from 6 to 10 p.m. in Wayne Ferguson Plaza, 150 W. Church St., Lewisville. Free. bestlittlebrewfestintexas.com.

TEXAS MUSIC REVOLUTION

Randy Rogers and Charley Crockett will headline the 25th edition of the Texas music celebration presented by "The Range" KHYI-FM (95.3). Mike and the



2016 File Photo/Staff

For fans who prefer food and condiments on the hot side, meaning so hot that their eyes water, ZestFest at the Irving Convention Center is the place to be this weekend.

newsbreak.com
Online County
Online
Circulation: 150,039
Frequency: Daily
June 14, 2021

13 Fabulous Restaurants To Try In Las Colinas In Irving, Texas

 newsbreak.com/news/2280307051975/13-fabulous-restaurants-to-try-in-las-colinas-in-irving-texas

By Kim Croisant

travelawaits.com

2 days ago

The Las Colinas area of Irving, Texas, is the ultimate urban center. Many folks live and work there, but it also boasts an entertaining atmosphere like nobody's business. It's the part of Irving that comes alive at night with live music, dancing on the lawn of the **Toyota Music Factory**, beautiful scenic views of the Mandalay Canal, and more. Enjoy dozens of delectable dining options — including savory classics, innovative modern fare, scrumptious fine dining, and Texas-style home cooking — day or night.

www.travelawaits.com 



CULTURE / ENTERTAINMENT

The Best Things To Do in Dallas This Weekend — Texas Summer Jam, Pilates in Plano, and a Significant Film Festival

Plus, Early Fourth of July Festivities

BY MEGAN ZIOTS // 06.21.21

[♡ SAVE ARTICLE](#)

The headliner of Texas Summer Jam at Toyota Music Factory is Robert Earl Keen.

Things are finally getting back to normal as live music events and indoor film festivals return to Dallas. But there's plenty of variety this weekend — attend a seafood restaurant's 11th anniversary, celebrate a popular fitness studio's North Texas expansion, or explore a dinosaur wonderland. These are the best things to do in Dallas this weekend.

Texas Summer Jam at Toyota Music Factory

Live music is officially back at The Pavilion at Toyota Music Factory. First up, Houston-native [Robert Earl Keen](#) is headlining [Texas Summer Jam](#) this Saturday night. Other performers include Hayes Carll, Kat Hasty, and Triston Marez taking the stage starting at 6:30 pm. And if you get there early (at 3:30 pm), you can catch David Adam Byrnes and Cody Hibbard on Texas Lottery Plaza.

Olympic Day

In Irving-Las Colinas this weekend, you can attend the first-ever Olympic Day. A vast variety of sporting events include 10k, 5k, and fun run races, skateboarding, water polo, table tennis, basketball, archery, volleyball, and cricket. The extravaganza features demos, exhibitions, and participatory events for those looking to compete. Register for events [here](#).

Market Street Allen USA Celebration

Fourth of July may not officially be until next weekend, but the city of Allen is celebrating early this Saturday with their [annual event](#) at Celebration Park. From 7 pm to 10 pm, listen to musical performances by Eli Mosley and Emerald City Band. Fireworks will go off at 9:30 pm.

Klyde Warren Park's Independence Day Celebration

This Dallas park is also getting in on early Independence Day celebrations. [The free event](#), held on Saturday from 6 pm to 10 pm, will feature patriotic tunes, food trucks, family activities, and a fireworks show on the Park's East Lawn.

dallasnews.com
Dallas County
Dallas, TX
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Frequency: Daily
June 23, 2021

Irving to celebrate Tokyo Olympics with opening ceremony, skateboarding, boxing and fun run

dallasnews.com/arts-entertainment/things-to-do/2021/06/23/irving-to-celebrate-tokyo-olympics-with-opening-ceremony-skateboarding-boxing-and-fun-run

June 23, 2021

Water polo demonstrations, table tennis tournaments and a boxing tournament are part of the celebration this weekend.



Irving will host its first-ever Olympic Day, with an Opening Ceremony, cricket demonstrations, races and more. (Jae C. Hong)

The Tokyo Olympics are just a few weeks away, but the celebration will begin this week in Irving.

Irving will host its first-ever Olympic Day, with cricket and water polo demonstrations, archery, table tennis tournaments, boxing and more.

Festivities begin Thursday with an opening ceremony and symbolic torch lighting and then extend into the weekend.

Here's a list of events:

Thursday

-
- **Opening Ceremony** and symbolic torch lighting, 10:30 a.m. Thursday at Levy Event Plaza, 501 E. Las Colinas Blvd. Ray Cerda, an Olympic torch bearer for the 1984 Los Angeles Olympics, will light the symbolic torch. Cerda was a talented high school football player when a car accident left him a quadriplegic. He went on to compete as a para-athlete in track at The University of Texas at Arlington and then served for more than two decades as the director of parks and recreation in Irving.
 - **Boxing tournament**, 7 p.m. at Irving Police Athletic League, 1550 Rock Island Road

Friday

- **Skateboarding exhibition**, 6-8 p.m., Lively Skate Park, 909 N. O'Connor Road
- **Water polo exhibition**, 6-8 p.m., North Lake College Natatorium, 5001 N MacArthur Blvd.

Saturday

- **Cricket demonstrations**, 9-11 a.m. at Riverside Multifields, 8954 Riverside Drive
- **Levy Field Day**, 9 a.m.-1 p.m. at Levy Event Plaza, 501 E. Las Colinas Blvd. Events and demonstrations will include archery, bocce ball and a soccer clinic.
- **Table tennis tournament** for ages 13 to 17, 9 a.m.-5 p.m., Senter Park Recreation Center, 901 Center Road. Registration is \$10.
- **Olympic Fun Run**, 5K and 10K races, 6:40 a.m., around Las Colinas and Lake Carolyn. Registration is \$15 to \$40.

Olympic Day is a worldwide annual event created in 1948 by the International Olympic Committee to give people everywhere opportunities to participate in sports.

In Irving, the U.S.-Mexico Cultural and Education Foundation is hosting Olympic Day with several partners, including the city, [Visit Irving](#), Irving Marathon and the Japan-America Society of Dallas Fort Worth.

Sarah Bahari, Special Contributor. Sarah Bahari is a freelance writer covering Arlington, Irving and Grand Prairie. She previously worked as a features writer for the Fort Worth Star-Telegram, where she covered a little of everything. Email her tips at sarahbahari@gmail.com.

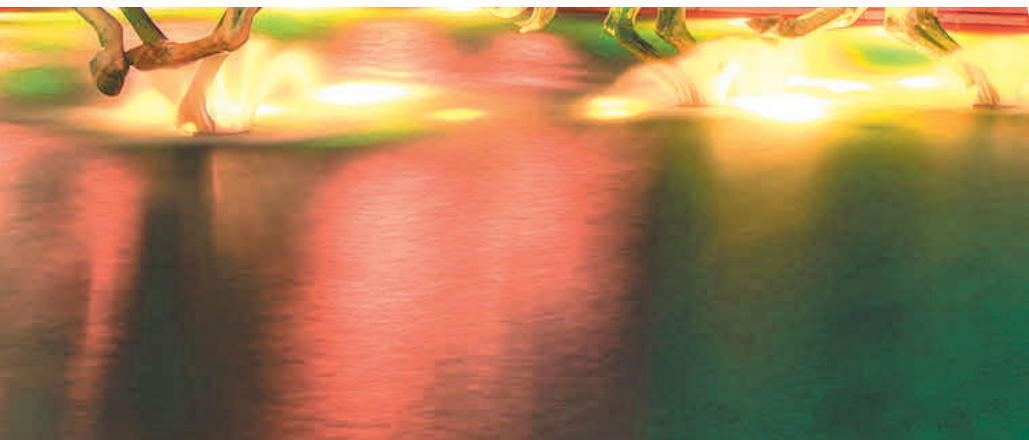
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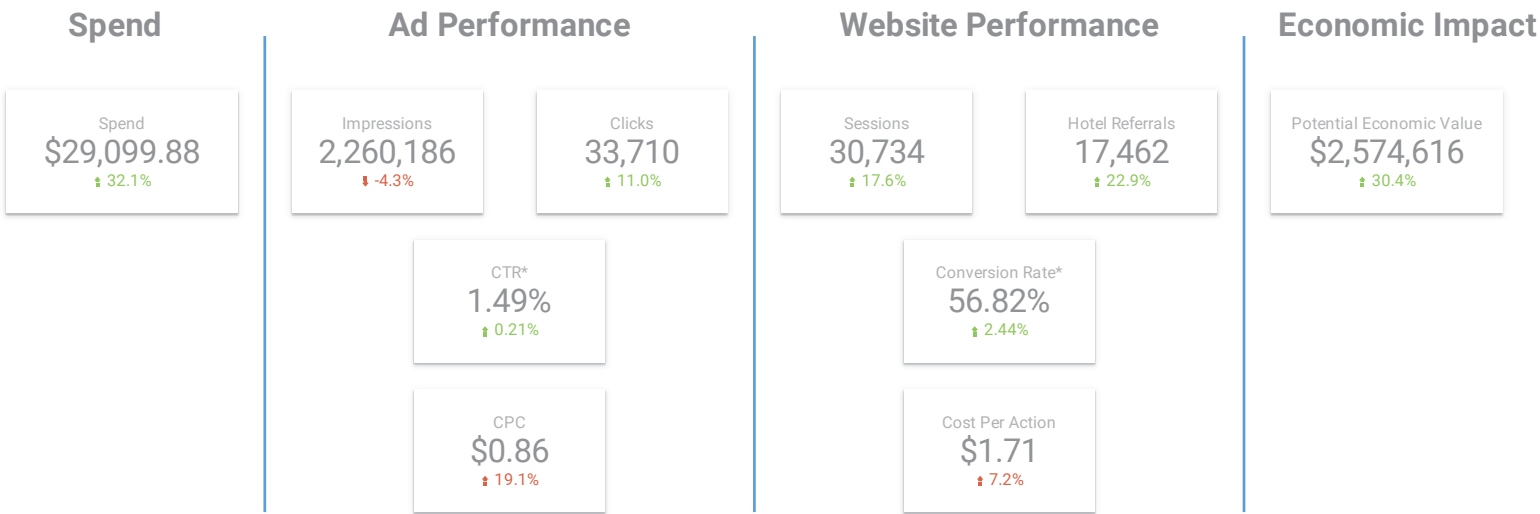
CARES 2 Campaign Report





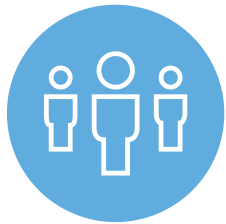
Staycation Campaign

Campaign Performance (Compared to Previous Month)



Marketing Channel Performance Breakdown

| | Spend ▾ | Impressions | Clicks | Sessions | CTR | CPC | Hotel Referrals | CVR | CPA | PEV |
|---------------|--------------|-------------|--------|----------|--------|--------|-----------------|--------|--------|-----------------|
| Facebook | \$15,618.... | 1,675,705 | 20,665 | 18,738 | 1.23% | \$0.76 | 9,903 | 52.85% | \$1.58 | \$1,462,057.... |
| Instagram Ads | \$4,576.82 | 500,111 | 3,228 | 3,498 | 0.65% | \$1.42 | 1,807 | 51.66% | \$2.53 | \$267,152.09 |
| Google Ads | \$6,973.97 | 63,343 | 8,038 | 8,106 | 12.69% | \$0.87 | 4,784 | 59.02% | \$1.46 | \$679,698.58 |
| Microsoft Ads | 697.05 | 8,773 | 336 | null | 3.83% | \$2.07 | null | null | null | \$0 |
| Other | \$0 | 0 | 0 | 7,104 | 0 | 0 | 3,841 | 54.07% | 0 | \$542,698... |



Meetings Campaign



Meetings Campaign Performance | Last Month

Jun 1, 2021 - Jun 30, 2021

Campaign Performance (Compared to Previous Month)

Spend

Spend
\$9,204.30
↓ -17.8%

Ad Performance

Impressions
535,627
↓ -39.4%

Clicks
2,870
↑ 7.4%

CTR*
0.54%
↑ 0.23%

CPC
\$3.21
↓ -23.5%

Website Performance

Sessions
2,791
↑ 18.6%

Conversion Rate*
2.72%
↑ 0.47%

RFP Form Completions
0
N/A

Phone Calls
37
↑ 54.2%

Cost Per Action
\$121.11
↓ -42.7%

Contact Us Form Submit
4
↑ N/A

Email Click
1
↓ -50.0%

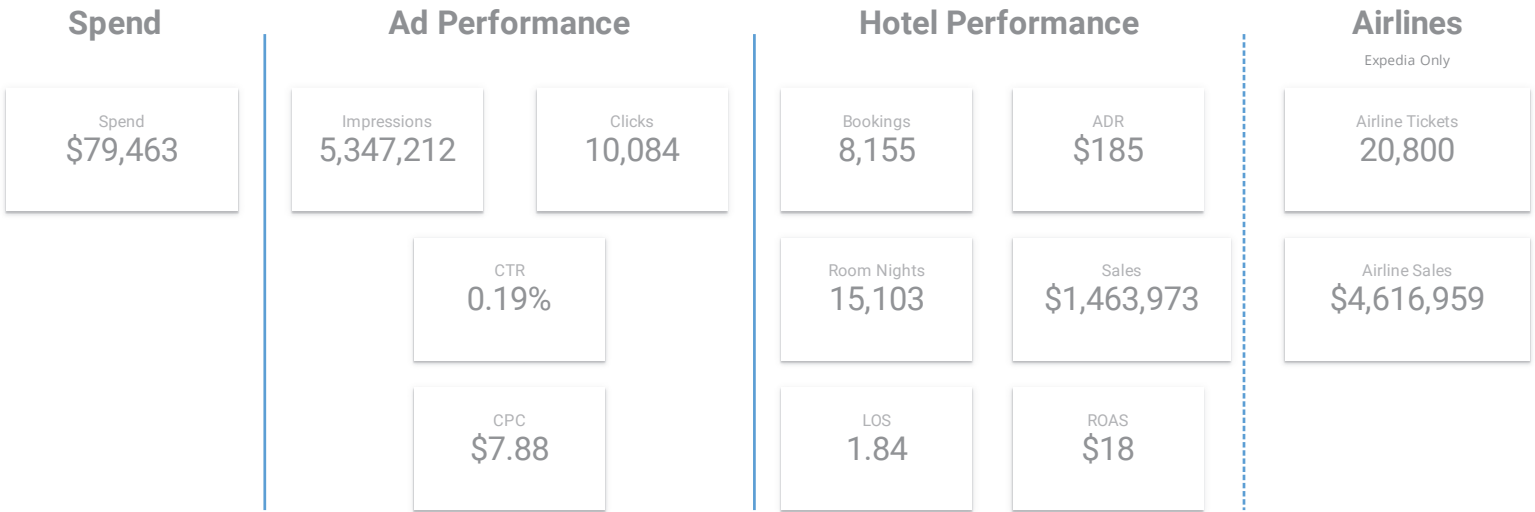
Marketing Channel Performance Breakdown

| | Cost ▾ | Impressions | Clicks | Sessions | CTR | CPC | CVR | CPA |
|---------------|------------|-------------|--------|----------|--------|--------|-------|-----|
| LinkedIn Ads | \$7,127.78 | 519,688 | 1,759 | 1,104 | 0.34% | \$4.05 | 0 | 0 |
| Google Ads | \$1,379.47 | 7,166 | 775 | 214 | 10.81% | \$1.78 | 0 | 0 |
| Microsoft Ads | 697.05 | 8,773 | 336 | 210 | 3.83% | \$2.07 | 0 | 0 |
| Other | \$0 | 0 | 0 | 1,263 | 0 | 0 | 2.53% | 0 |



OTA Performance

Campaign Performance



OTA Vendor Performance Breakdown

| Vendor | Spend ▼ | Impressions | Clicks | CTR | CPC | Bookings | Room Nights | ADR | LOS | Sales | ROAS |
|-----------|-------------|-------------|--------|-------|---------|----------|-------------|---------|------|-----------------|---------|
| Expedia | \$40,100 | 2,982,900 | 1,793 | 0.06% | \$22.36 | 5,897 | 10,993 | \$98.52 | 1.86 | \$1,083,040.... | \$27.01 |
| Priceline | \$39,363.16 | 2,364,312 | 8,291 | 0.35% | \$4.75 | 2,258 | 4,110 | \$86.10 | 1.82 | \$380,931.81 | \$9.68 |

SOCIAL MEDIA FACTS

**JUN
2021**



FOLLOWERS



81,702
+1,335



5,699
+7



8,668
+199



96,069
+1,541

FACEBOOK



2,548,037 Impressions



2,236,829 Users

TWITTER



10,800 Impressions



625 Profile Visits

INSTAGRAM



692,989 Impressions



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



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

SOCIAL MEDIA FACTS

**JUN
2021**



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,469
-7



2,153
7



17,757

FACEBOOK



0

Impressions



0

Users



0

Check-Ins

TWITTER



716

Impressions



170

Profile Visits

INSTAGRAM



1,936

Impressions



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



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



DATE: June 22, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – May Data

STR

Irving's hotel occupancy rate for May was 62.1%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 125.7%, while Texas figures increased 71.9% and the US figures were up 78.6% for the month. Demand for the current period has increased 150.2%, and YTD has increased 17% over last year, while STR data reflects a 125.7% increase for the current period and a 12.9% increase in YTD occupancy compared to 2020.

For average daily rate, Irving was \$92.37 up 49.4% in May compared to last year, leaving Irving's YTD average daily rate at \$81.82, down 19% over last year.

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

AirBNB

For the month of May, there were 457 available listings in Irving which is a 20.6% increase in listings over last year's figure of 379. The average daily rate for May is \$211.07, which is an increase of 24.90% over last year, with an occupancy percentage of 65.8%, which is a 1.55% decrease compared to last year.

For the hotel comparable subset, the average daily rate for May is \$101.75, an increase of 0.46% from last year, with occupancy at 65.2%, a decrease of 9.77% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB
For the month of: May 2021

| | Current Month - May 2021 vs May 2020 | | | | | | | | | | | | Year to Date - May 2021 vs May 2020 | | | | | | | | | | | |
|-----------------|--------------------------------------|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|-------------------------------------|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from May 2020 | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2020 | | | | | |
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| | 59.3 | 33.2 | 117.69 | 79.33 | 69.81 | 26.34 | 78.6 | 48.4 | 165.1 | 205.3 | 15.2 | 105.8 | 51.3 | 43.3 | 106.35 | 112.07 | 54.56 | 48.47 | 18.6 | -5.1 | 12.6 | 17.5 | 4.4 | 23.9 |
| United States | | | | | | | | | | | | | | | | | | | | | | | | |
| Texas | 62.0 | 36.0 | 97.00 | 68.91 | 60.09 | 24.83 | 71.9 | 40.8 | 142.0 | 165.9 | 9.9 | 88.9 | 56.6 | 46.1 | 86.83 | 90.74 | 49.16 | 41.84 | 22.8 | -4.3 | 17.5 | 23.4 | 5.0 | 28.9 |
| Atlanta, GA | 62.1 | 37.3 | 96.61 | 66.80 | 60.03 | 24.91 | 66.6 | 44.6 | 140.9 | 174.6 | 14.0 | 89.9 | 56.3 | 47.7 | 88.08 | 97.53 | 49.54 | 46.53 | 17.9 | -9.7 | 6.5 | 12.8 | 6.0 | 24.9 |
| Arlington, TX | 67.3 | 41.4 | 92.61 | 59.55 | 62.33 | 24.63 | 62.7 | 55.5 | 153.1 | 171.4 | 7.2 | 74.5 | 62.2 | 52.4 | 81.34 | 79.93 | 50.62 | 41.88 | 18.8 | 1.8 | 20.9 | 26.5 | 4.6 | 24.3 |
| Charlotte, NC | 58.3 | 34.1 | 94.25 | 69.09 | 54.99 | 23.54 | 71.2 | 36.4 | 133.6 | 167.1 | 14.4 | 95.8 | 49.6 | 46.5 | 84.89 | 97.26 | 42.11 | 45.25 | 6.6 | -12.7 | -6.9 | 1.3 | 8.8 | 16.0 |
| Fort Worth, TX+ | 63.9 | 34.4 | 101.82 | 68.44 | 65.05 | 23.56 | 85.6 | 48.8 | 176.1 | 208.0 | 11.5 | 107.0 | 58.8 | 48.7 | 88.99 | 97.70 | 52.30 | 47.56 | 20.7 | -8.9 | 10.0 | 19.5 | 8.6 | 31.1 |
| Frisco, TX+ | 54.7 | 18.0 | 120.65 | 88.03 | 65.98 | 15.85 | 203.7 | 37.1 | 316.3 | 486.9 | 41.0 | 328.2 | 48.4 | 40.5 | 109.90 | 132.36 | 53.18 | 53.59 | 19.5 | -17.0 | -0.8 | 29.2 | 30.2 | 55.6 |
| Grapevine, TX+ | 52.1 | 15.5 | 168.68 | 107.38 | 87.88 | 16.69 | 235.3 | 57.1 | 426.6 | 1,104.1 | 128.6 | 666.5 | 43.2 | 47.3 | 164.01 | 179.20 | 70.82 | 84.72 | -8.7 | -8.5 | -16.4 | 11.0 | 32.8 | 21.3 |
| Irving, TX+ | 62.1 | 27.5 | 92.37 | 61.85 | 57.39 | 17.03 | 125.7 | 49.4 | 237.1 | 272.2 | 10.4 | 149.2 | 52.6 | 46.6 | 81.82 | 101.05 | 43.07 | 47.11 | 12.9 | -19.0 | -8.6 | -6.1 | 2.7 | 15.9 |
| Nashville, TN | 61.4 | 30.5 | 125.47 | 75.00 | 77.00 | 22.87 | 101.2 | 67.3 | 236.7 | 318.9 | 24.4 | 150.4 | 48.4 | 45.4 | 105.23 | 121.30 | 50.97 | 55.09 | 6.7 | -13.2 | -7.5 | 2.7 | 10.9 | 18.3 |
| Phoenix, AZ | 62.1 | 38.0 | 124.89 | 77.27 | 77.58 | 29.34 | 63.6 | 61.6 | 164.4 | 218.8 | 20.6 | 97.3 | 61.5 | 54.7 | 127.86 | 144.31 | 78.68 | 78.95 | 12.5 | -11.4 | -0.3 | 5.9 | 6.2 | 19.5 |
| San Jose, CA+ | 46.8 | 25.6 | 106.07 | 95.38 | 49.64 | 24.43 | 82.8 | 11.2 | 103.2 | 117.9 | 7.2 | 95.9 | 39.8 | 42.1 | 102.03 | 171.28 | 40.57 | 72.06 | -5.5 | -40.4 | -43.7 | -44.5 | -1.5 | -6.9 |

| Competitive Set Comparison | | | | | | | | | | | | | | |
|---|---------------|---------|---------|--------------|---------|---------|----------------------------------|---------|----------|--------------|----------|---------|---------|--|
| Actual Figures | | | | | | | Percent of Change from Last Year | | | | | | | |
| | Current Month | | | Year-To-Date | | | Current Month | | | Year-To-Date | | | | |
| | OCC | ADR | RvPAR | OCC | ADR | RvPAR | OCC | ADR | RvPAR | OCC | ADR | RvPAR | | |
| US | 59.3 | 117.69 | 69.81 | 51.3 | 106.35 | 54.56 | US | 78.6 | 48.4 | 165.1 | 18.6 | -5.1 | 12.6 | |
| Texas | 62.0 | 97.00 | 60.09 | 56.6 | 86.83 | 49.16 | Texas | 71.9 | 40.8 | 142.0 | 22.8 | -4.3 | 17.5 | |
| Irving | 62.1 | 92.37 | 57.39 | 52.6 | 81.82 | 43.07 | Irving | 125.7 | 49.4 | 237.1 | 12.9 | -19.0 | -8.6 | |
| Best USA | Arlngtn | Grpvine | Grpvine | Arlngtn | Grpvine | Phoenix | Best USA | Grpvine | Nshville | Grpvine | Ft Worth | Arlngtn | Arlngtn | |
| | 67.3 | 168.68 | 87.88 | 62.2 | 164.01 | 78.68 | | 235.3 | 67.3 | 426.6 | 20.7 | 1.8 | 20.9 | |
| Best Texas | Arlngtn | Grpvine | Grpvine | Arlngtn | Grpvine | Grpvine | Best Texas | Grpvine | Grpvine | Grpvine | Ft Worth | Arlngtn | Arlngtn | |
| | 67.3 | 168.68 | 87.88 | 62.2 | 164.01 | 70.82 | | 235.3 | 57.1 | 426.6 | 20.7 | 1.8 | 20.9 | |
| Worst USA | SanJose | Irving | SanJose | SanJose | Arlngtn | SanJose | Worst USA | Arlngtn | SanJose | SanJose | Grpvine | SanJose | SanJose | |
| | 46.8 | 92.37 | 49.64 | 39.8 | 81.34 | 40.57 | | 62.7 | 11.2 | 103.2 | -8.7 | -40.4 | -43.7 | |
| Worst Texas | Grpvine | Irving | Irving | Grpvine | Arlngtn | Irving | Worst Texas | Arlngtn | Frisco | Arlngtn | Grpvine | Irving | Grpvine | |
| | 52.1 | 92.37 | 57.39 | 43.2 | 81.34 | 43.07 | | 62.7 | 37.1 | 153.1 | -8.7 | -19.0 | -16.4 | |
| Note: "Best" and "Worst" notations above refer to destinations within this competitive set only | | | | | | | | | | | | | | |

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: May 2021

| | Current Month - May 2021 vs May 2020 | | | | | | | | | | | | Year to Date - May 2021 vs May 2020 | | | | | | | | | | | |
|---------------------------------|--------------------------------------|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|-------------------------------------|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from May 2020 | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2020 | | | | | |
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Irving, TX+ | 62.1 | 27.5 | 92.37 | 61.85 | 57.39 | 17.03 | 125.7 | 49.4 | 237.1 | 272.2 | 10.4 | 149.2 | 52.6 | 46.6 | 81.82 | 101.05 | 43.07 | 47.11 | 12.9 | -19.0 | -8.6 | -6.1 | 2.7 | 15.9 |
| Luxury/Full Service Irving+ | 51.6 | 13.6 | 131.38 | 84.90 | 67.77 | 11.51 | 280.5 | 54.7 | 488.7 | 651.1 | 27.6 | 385.4 | 40.1 | 41.2 | 117.87 | 148.03 | 47.25 | 60.94 | -2.6 | -20.4 | -22.5 | -16.8 | 7.3 | 4.5 |
| All Suite/Extended Stay Irving+ | 71.8 | 36.0 | 77.15 | 61.50 | 55.39 | 22.12 | 99.6 | 25.4 | 150.4 | 152.3 | 0.7 | 101.1 | 64.0 | 50.7 | 69.95 | 86.17 | 44.80 | 43.67 | 26.4 | -18.8 | 2.6 | 1.7 | -0.9 | 25.2 |
| Limited Service Irving+ | 65.3 | 22.7 | 84.90 | 67.15 | 55.42 | 15.23 | 187.8 | 26.4 | 263.8 | 291.2 | 7.5 | 209.4 | 57.6 | 44.9 | 75.57 | 104.39 | 43.52 | 46.90 | 28.2 | -27.6 | -7.2 | -4.7 | 2.7 | 31.6 |
| Budget Irving+ | 65.7 | 40.9 | 61.39 | 48.29 | 40.33 | 19.75 | 60.6 | 27.1 | 104.1 | 104.1 | 0.0 | 60.6 | 55.7 | 51.9 | 56.28 | 52.42 | 31.33 | 27.19 | 7.3 | 7.4 | 15.2 | 14.9 | -0.3 | 7.0 |
| Las Colinas+ | 59.7 | 28.1 | 103.56 | 62.24 | 61.81 | 17.49 | 112.4 | 66.4 | 253.4 | 368.5 | 32.5 | 181.5 | 48.8 | 45.6 | 90.97 | 116.81 | 44.41 | 53.28 | 7.0 | -22.1 | -16.7 | -8.0 | 10.4 | 18.1 |
| DFW North+ | 63.2 | 23.2 | 88.90 | 60.99 | 56.19 | 14.15 | 172.5 | 45.8 | 297.1 | 288.5 | -2.2 | 166.6 | 54.2 | 46.0 | 77.84 | 100.42 | 42.20 | 46.24 | 17.7 | -22.5 | -8.7 | -12.3 | -3.9 | 13.2 |
| DFW South+ | 64.6 | 31.9 | 80.77 | 62.17 | 52.14 | 19.82 | 102.5 | 29.9 | 163.0 | 163.0 | 0.0 | 102.5 | 56.6 | 48.6 | 74.28 | 81.78 | 42.03 | 39.76 | 16.4 | -9.2 | 5.7 | 5.5 | -0.2 | 16.2 |
| Full Service Las Colinas+ | 45.0 | 7.4 | 167.61 | 116.58 | 75.36 | 8.66 | 505.0 | 43.8 | 769.8 | 1,527.8 | 87.2 | 1,032.2 | 32.1 | 37.4 | 154.15 | 188.76 | 49.48 | 70.66 | -14.3 | -18.3 | -30.0 | -13.7 | 23.2 | 5.6 |
| Limited Service Las Colinas+ | 70.8 | 37.1 | 72.94 | 57.48 | 51.61 | 21.34 | 90.6 | 26.9 | 141.8 | 162.8 | 8.7 | 107.1 | 61.4 | 50.7 | 66.12 | 83.62 | 40.60 | 42.42 | 21.0 | -20.9 | -4.3 | -2.0 | 2.4 | 23.9 |
| Full Service DFW North+ | 49.4 | 8.9 | 119.48 | 94.54 | 59.02 | 8.44 | 453.3 | 26.4 | 599.3 | 602.8 | 0.5 | 456.1 | 37.6 | 41.0 | 107.47 | 140.88 | 40.39 | 57.80 | -8.4 | -23.7 | -30.1 | -34.5 | -6.3 | -14.1 |
| Limited Service DFW North+ | 71.7 | 33.2 | 74.73 | 54.86 | 53.61 | 18.21 | 116.0 | 36.2 | 194.3 | 182.4 | -4.1 | 107.3 | 63.8 | 49.7 | 66.91 | 77.58 | 42.69 | 38.53 | 28.5 | -13.8 | 10.8 | 8.0 | -2.5 | 25.3 |
| Full Service DFW South+ | | | | | | | | | | | | | | | | | | | | | | | | |
| Limited Service DFW South+ | 62.6 | 33.8 | 74.66 | 59.30 | 46.77 | 20.02 | 85.5 | 25.9 | 133.6 | 133.6 | 0.0 | 85.5 | 54.8 | 48.9 | 68.79 | 73.39 | 37.71 | 35.92 | 12.0 | -6.3 | 5.0 | 4.7 | -0.3 | 11.7 |

| AirBNB Data | Occ % | | ADR | | RevPAR | | Percent Change from Prior Year | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from Prior Year YTD | | | | | |
|------------------|-------|-------|--------|--------|--------|--------|--------------------------------|-------|--------|----------|------------|-----------|-------|-------|--------|--------|--------|--------|------------------------------------|-------|---------|----------|------------|-----------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Occ | ADR | Rev PAR | Room Rev | Room Avail | Room Sold |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Entire Place | 65.8 | 66.8 | 211.07 | 168.99 | 138.86 | 112.93 | -1.55 | 24.90 | 22.97 | 31.6 | 17.6 | 15.1 | 58.3 | 63.26 | 193.72 | 173.51 | 112.97 | 109.76 | -7.81 | 11.65 | 2.93 | 0.0 | -7.8 | -11.8 |
| Hotel Comparable | 65.2 | 72.25 | 101.75 | 102.22 | 66.33 | 73.85 | -9.77 | -0.46 | -10.18 | -22.2 | -13.3 | -21.8 | 57.2 | 65.87 | 94.19 | 104.27 | 53.86 | 68.68 | -13.19 | -9.67 | -21.58 | -23.8 | -2.8 | -15.6 |

| Available Listings | 2021 | 2020 | % Chg |
|--------------------------|------|------|-------|
| Entire Place | 274 | 187 | 46.5 |
| Private Room | 149 | 157 | (5.1) |
| Shared Room | 34 | 35 | (2.9) |
| Total Available Listings | 457 | 379 | 20.6 |

| | Participation | | | |
|---------------------------------|---------------|--------|--------|--------|
| | Properties | | Rooms | |
| | Census | Sample | Census | Sample |
| Irving, TX+ | 86 | 76 | 12763 | 11335 |
| Luxury/Full Service Irving+ | 16 | 14 | 4904 | 4304 |
| All Suite/Extended Stay Irving+ | 32 | 31 | 3617 | 3510 |
| Limited Service Irving+ | 13 | 13 | 1685 | 1685 |
| Budget Irving+ | 24 | 17 | 2438 | 1717 |
| Las Colinas+ | 31 | 30 | 5262 | 4926 |
| DFW North+ | 25 | 25 | 3977 | 3977 |
| DFW South+ | 30 | 21 | 3524 | 2432 |
| Full Service Las Colinas+ | 8 | 8 | 2259 | 2259 |
| Limited Service Las Colinas+ | 23 | 22 | 3003 | 2667 |
| Full Service DFW North+ | 4 | 4 | 1589 | 1589 |
| Limited Service DFW North+ | 20 | 20 | 2269 | 2269 |
| Full Service DFW South+ | 4 | 2 | 1056 | 456 |
| Limited Service DFW South+ | 26 | 19 | 2468 | 1976 |
| ICC Comp Set No Boutiques+ | | | | |

A blank row indicates insufficient data.

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Irving, Texas Room Demand - Source: Smith Travel Research

| | 2020 | | | 2021 | | | Calculated Demand Change over prior year | | STR Reported Change over prior year | |
|-----------|-------|----------------------------|------------------------|-------|----------------------------|------------------------|---|--------------|--|-----------------|
| | Occ % | Current Month Demand | Year To Date Demand | Occ % | Current Month Demand | Year To Date Demand | Current Month | Year To Date | Current Month | Year To Date |
| January | 64.9 | 258,560 | 258,560 | 37.6 | 149,888 | 149,888 | -42.0% | -42.0% | -41.9% | -41.9% |
| February | 72.1 | 259,505 | 518,065 | 46.2 | 166,232 | 316,120 | -35.9% | -39.0% | -35.7% | -38.8% |
| March | 43.7 | 174,320 | 692,385 | 58.3 | 232,397 | 548,517 | 33.3% | -20.8% | 33.4% | -20.7% |
| April | 22.6 | 79,279 | 771,664 | 58.0 | 223,663 | 772,180 | 182.1% | 0.1% | 157.4% | -1.9% |
| May | 27.1 | 98,249 | 869,913 | 62.1 | 245,810 | 1,017,990 | 150.2% | 17.0% | 125.7% | 12.9% |
| June | 33.4 | 127,470 | 997,383 | | | | | | | |
| July | 34.3 | 135,465 | 1,132,848 | | | | | | | |
| August | 39.7 | 156,844 | 1,289,692 | | | | | | | |
| September | 44.0 | 168,128 | 1,457,820 | | | | | | | |
| October | 43.2 | 170,392 | 1,628,212 | | | | | | | |
| November | 35.7 | 137,553 | 1,765,765 | | | | | | | |
| December | 36.5 | 145,563 | 1,911,328 | | | | | | | |

Irving, Texas & United States Comparison

May 2021

| Irving | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|---|---------|--------|-------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 69.98 | -39.7% | 69.98 | -39.7% | 37.6% | -41.9% | 37.6% | -41.9% | 26.33 | -65.0% | 26.33 | -65.0% |
| FEBRUARY | 75.17 | -35.7% | 72.42 | -37.8% | 46.2% | -35.7% | 41.7% | -38.8% | 34.73 | -58.7% | 30.23 | -61.9% |
| MAR | 80.20 | -16.0% | 75.74 | -31.8% | 58.3% | 33.4% | 47.4% | -20.7% | 46.75 | 12.1% | 35.93 | -46.0% |
| APRIL | 86.32 | 40.0% | 78.45 | -26.0% | 58.0% | 157.4% | 50.2% | -1.9% | 50.05 | 260.2% | 39.36 | -27.4% |
| MAY | 92.37 | 49.4% | 81.82 | -19.0% | 62.1% | 125.7% | 52.6% | 12.9% | 57.39 | 237.1% | 43.07 | -8.6% |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |
| 12 mo. rolling averages: ADR 78.38 -26.5% Occupancy 44.1% -27.4% RevPAR 34.56 -46.7% | | | | | | | | | | | | |

| Texas | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|-----------|---------|--------|-------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 73.80 | -26.9% | 73.80 | -26.9% | 43.3% | -24.5% | 43.3% | -24.5% | 31.93 | -44.8% | 31.93 | -44.8% |
| FEBRUARY | 77.97 | -26.5% | 75.97 | -26.6% | 51.2% | -21.0% | 47.0% | -22.7% | 39.93 | -41.9% | 35.73 | -43.3% |
| MAR | 86.76 | -2.7% | 80.56 | -19.1% | 64.0% | 46.1% | 52.9% | -3.9% | 55.56 | 42.2% | 42.65 | -22.3% |
| APRIL | 90.98 | 43.9% | 83.50 | -11.8% | 62.5% | 127.6% | 55.3% | 13.7% | 56.82 | 227.4% | 46.14 | 0.3% |
| MAY | 97.00 | 40.8% | 86.83 | -4.3% | 62.0% | 71.9% | 56.6% | 22.8% | 60.09 | 142.0% | 49.16 | 17.5% |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |

| USA | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|-----------|---------|--------|--------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 90.79 | -27.8% | 90.79 | -27.8% | 39.3% | -28.3% | 39.3% | -28.3% | 35.72 | -48.2% | 35.72 | -48.2% |
| FEBRUARY | 98.31 | -24.8% | 94.65 | -26.2% | 45.3% | -26.6% | 42.2% | -27.5% | 44.57 | -44.8% | 39.94 | -46.5% |
| MAR | 106.08 | -4.1% | 99.35 | -19.6% | 54.6% | 40.1% | 46.5% | -10.1% | 57.87 | 34.4% | 46.16 | -27.7% |
| APRIL | 110.34 | 51.1% | 102.58 | -12.8% | 57.5% | 136.1% | 49.2% | 7.8% | 63.46 | 256.8% | 50.45 | -6.0% |
| MAY | 117.69 | 48.4% | 106.35 | -5.1% | 59.3% | 78.6% | 51.3% | 18.6% | 69.81 | 165.1% | 54.56 | 12.6% |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |

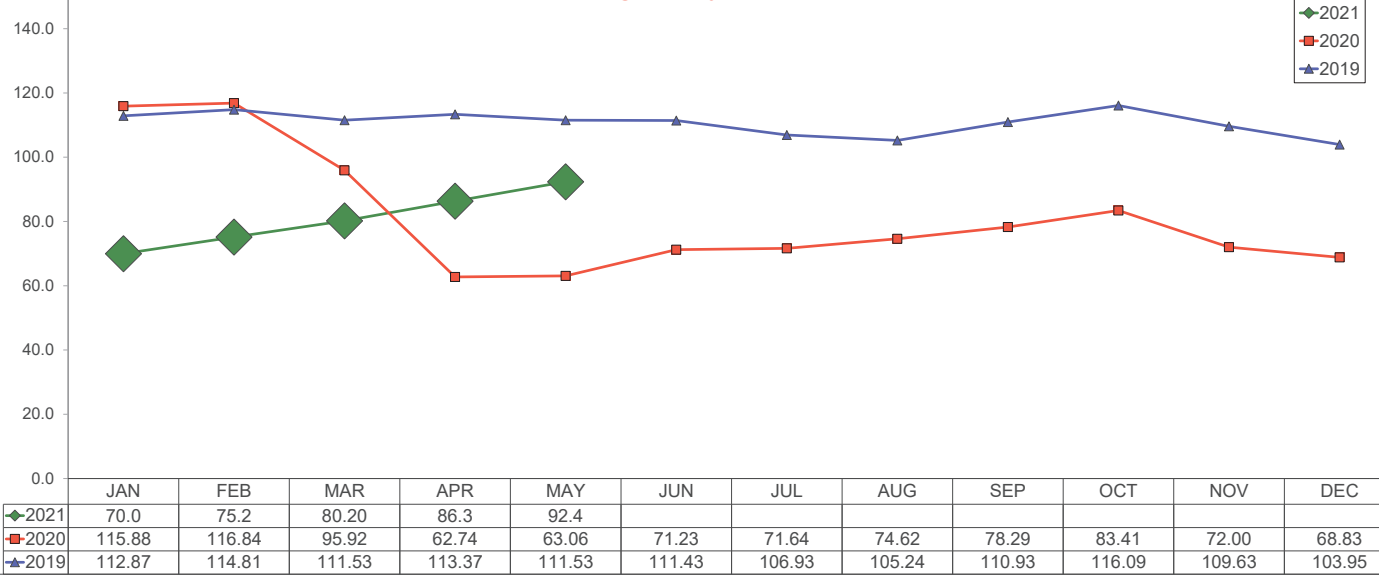
Note: The "Change %" column refers to the change from the prior year's figure.

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

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

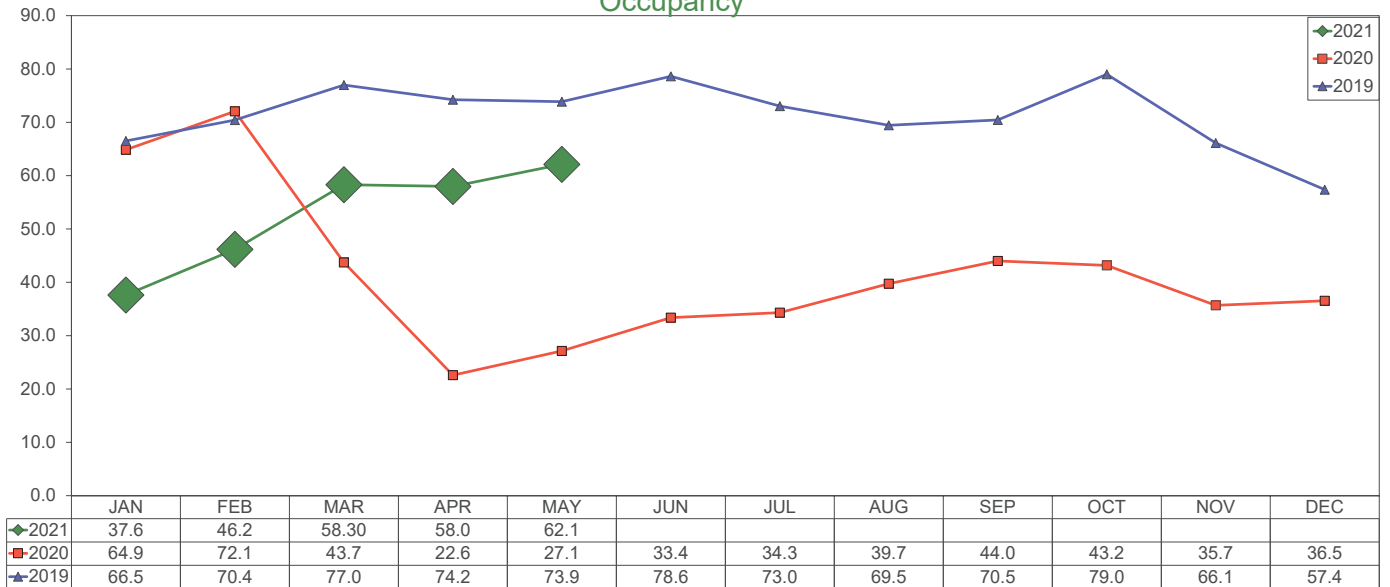
May 2021

Average Daily Rate



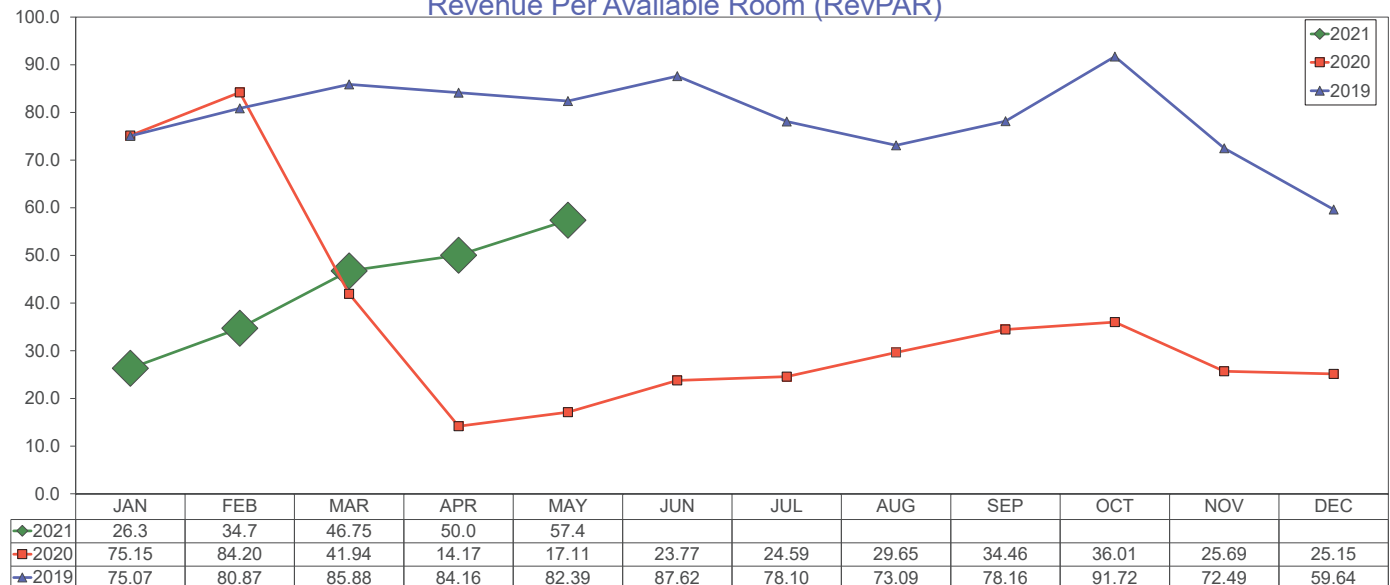
12 month ADR Rolling Average through May 2021 is \$78.38 with a change from last year of -26.5%

Occupancy



12 month Occupancy Rolling Average through May 2021 is 44.1% with a change from last year of -27.4%

Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through May 2021 is \$34.56 with a change from last year of -46.7%

Monthly & YTD AirBNB Data

May 2021

| Entire Place | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|--------------|---------|--------|--------|--------|-----------|--------|-------|--------|---------|--------|--------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 152.13 | -10.6% | 152.13 | -10.6% | 46.4% | -21.8% | 46.4% | -21.8% | 70.64 | -30.1% | 70.64 | -30.1% |
| FEBRUARY | 178.14 | -1.5% | 163.01 | -7.4% | 52.8% | -26.4% | 48.9% | -25.3% | 94.11 | -27.5% | 79.73 | -30.8% |
| MAR | 190.52 | 14.4% | 174.31 | 1.0% | 59.8% | 0.6% | 52.9% | -16.3% | 113.92 | 15.1% | 92.15 | -15.5% |
| APRIL | 214.81 | 17.6% | 188.30 | 7.8% | 64.3% | 7.7% | 56.3% | -9.8% | 138.07 | 26.7% | 106.05 | -2.7% |
| MAY | 211.07 | 24.9% | 193.72 | 11.6% | 65.8% | -1.5% | 58.3% | -7.8% | 138.86 | 23.0% | 112.97 | 2.9% |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |

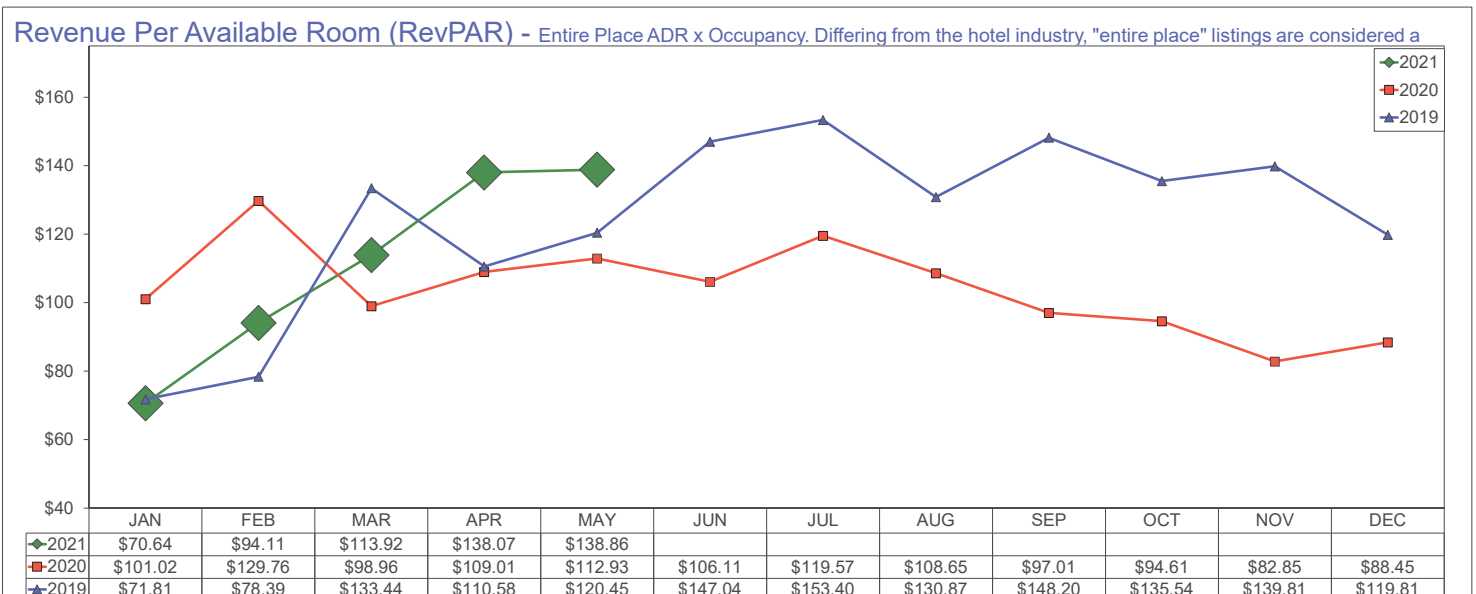
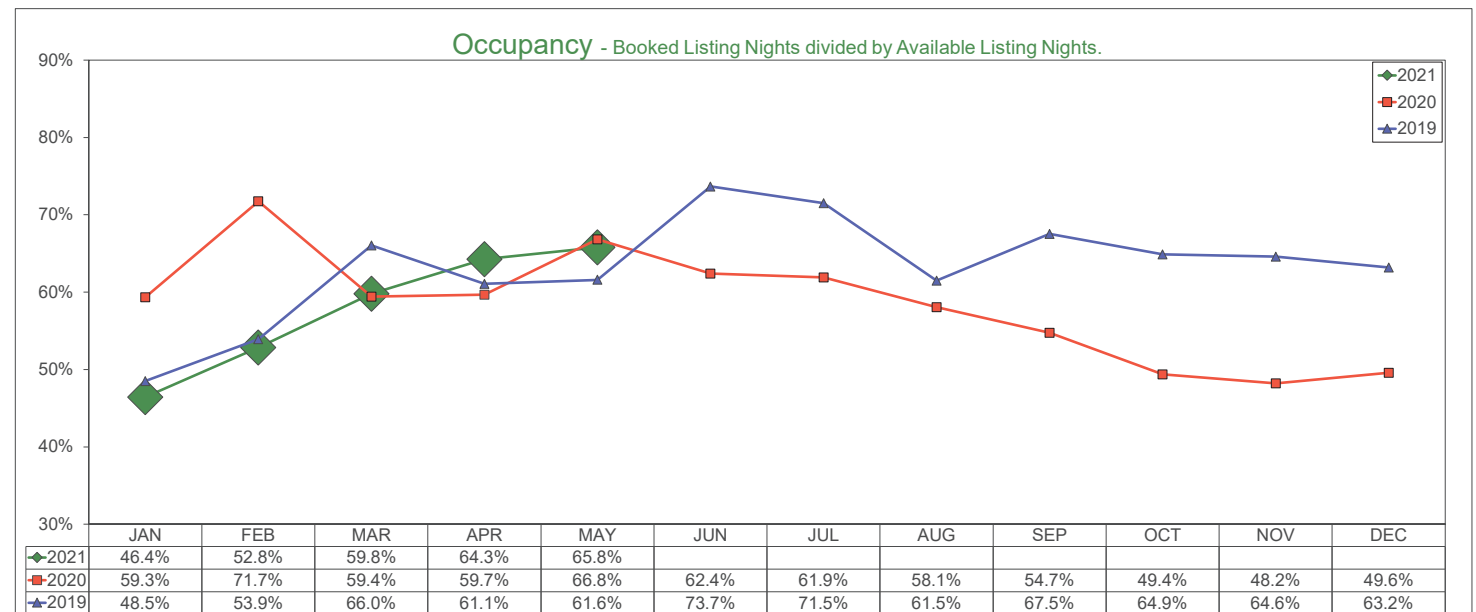
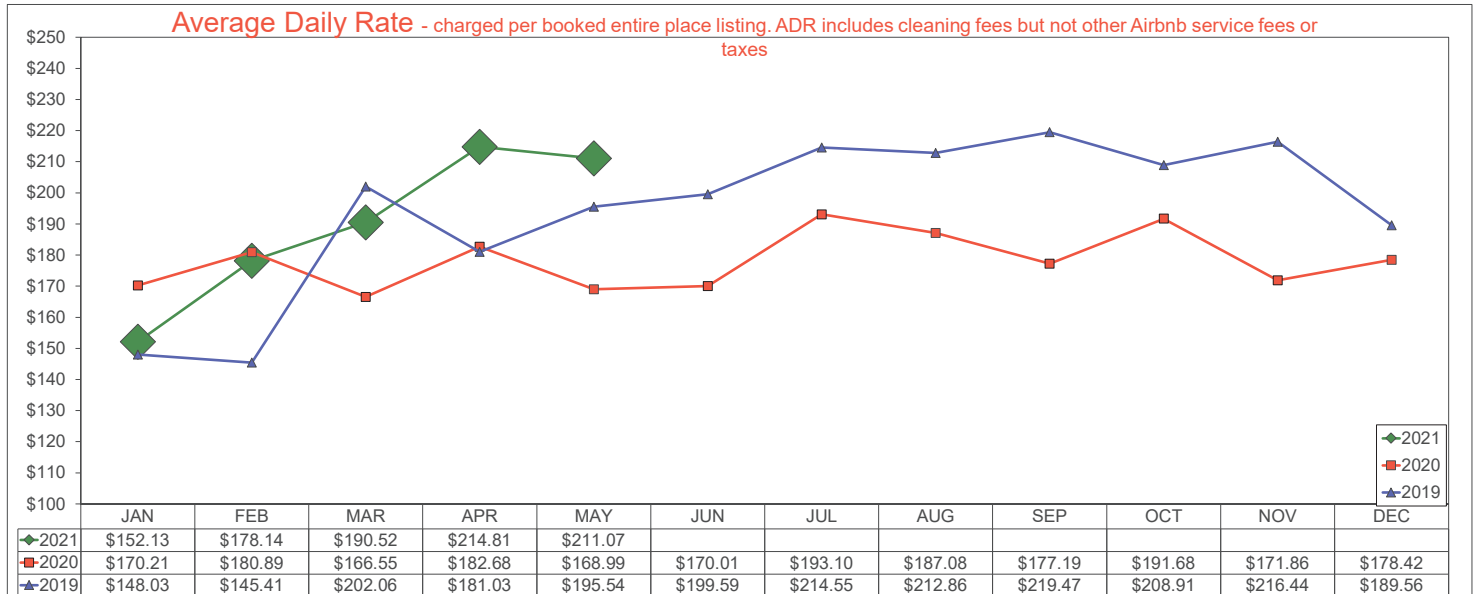
| Hotel Comparable | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|------------------|---------|--------|-------|--------|-----------|--------|-------|--------|---------|--------|-------|--------|
| | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 81.51 | -17.1% | 81.51 | -17.1% | 46.2% | -22.8% | 46.2% | -22.8% | 37.63 | -36.0% | 37.63 | -36.0% |
| FEBRUARY | 97.10 | -9.3% | 88.25 | -14.4% | 54.9% | -25.9% | 49.6% | -25.9% | 53.26 | -32.8% | 43.73 | -36.5% |
| MAR | 93.70 | -12.1% | 90.38 | -13.5% | 58.9% | -5.8% | 52.8% | -18.8% | 55.14 | -17.1% | 47.75 | -29.7% |
| APRIL | 95.58 | -10.3% | 92.05 | -12.3% | 61.2% | 0.4% | 55.3% | -13.8% | 58.53 | -9.9% | 50.86 | -24.4% |
| MAY | 101.75 | -0.5% | 94.19 | -9.7% | 65.2% | -9.8% | 57.2% | -13.2% | 66.33 | -10.2% | 53.86 | -21.6% |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |

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

AirBNB - Entire Place

May 2021

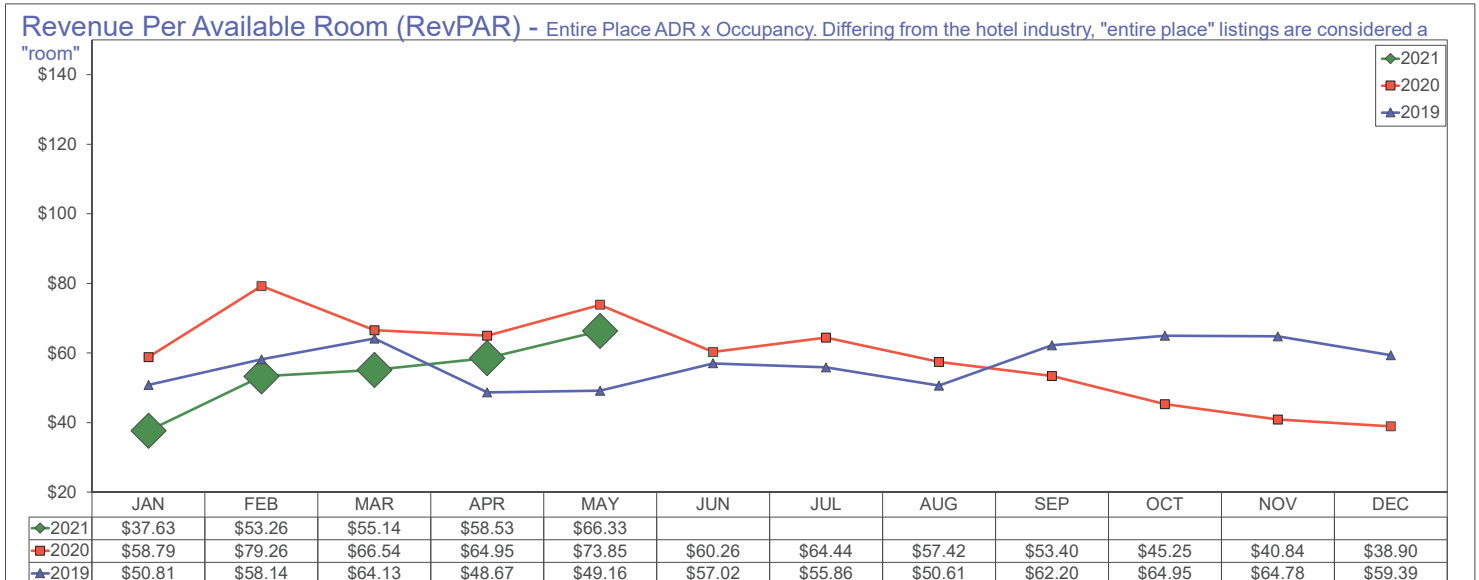
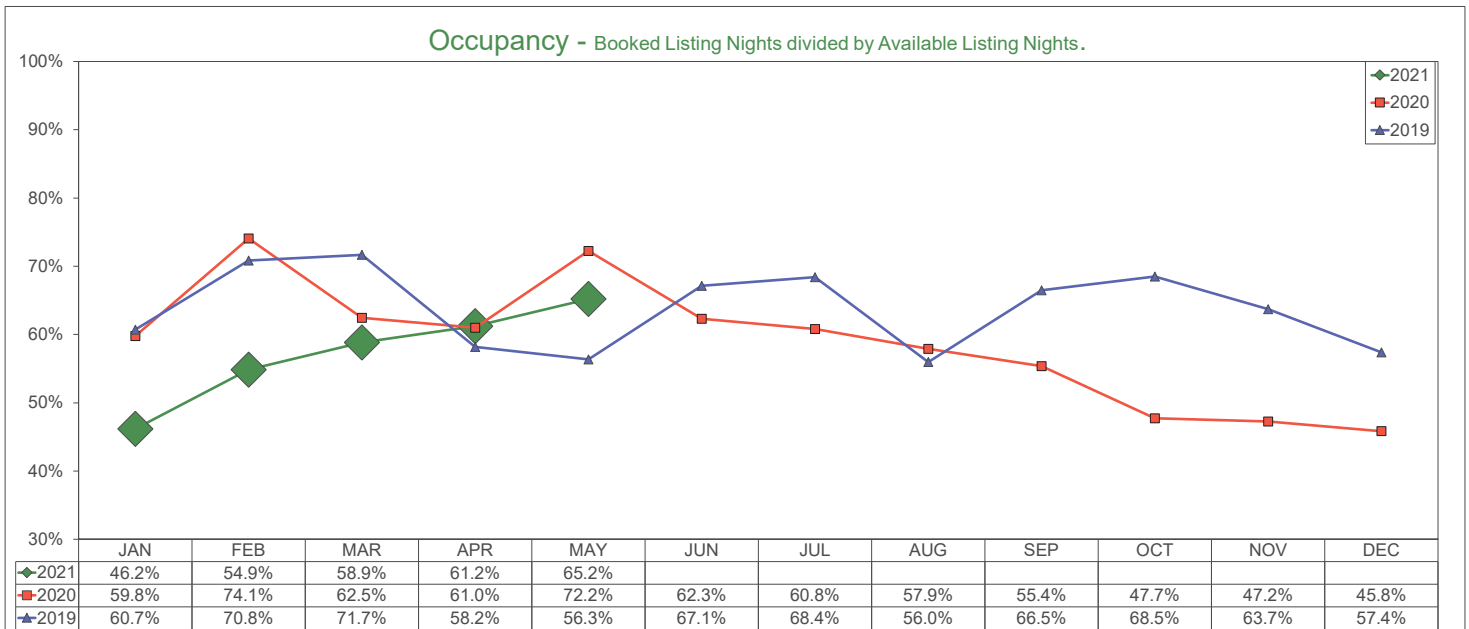
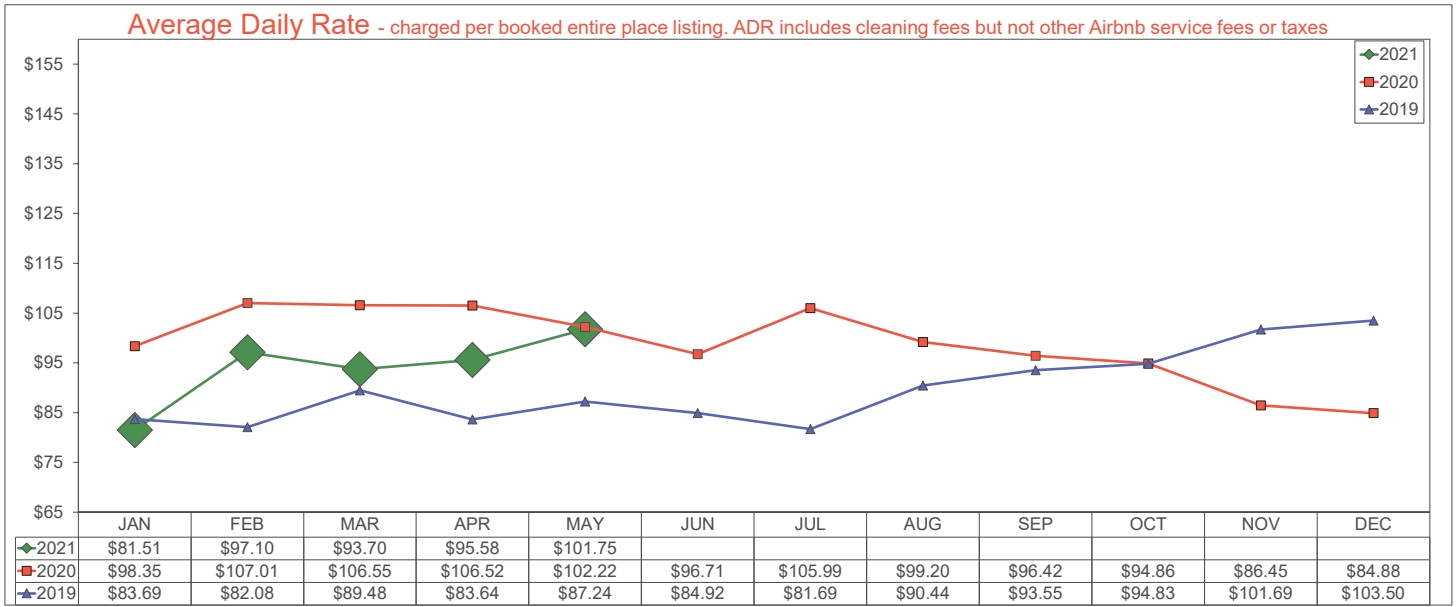
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

May 2021

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



2021 - 2020 - 2019 COMPARISON

Occupancy/ADR/RevPAR

| Month | Occ % | | | | ADR | | | | RevPAR | | |
|-----------|-------|-------|-------|--|-------|--------|--------|--|--------|-------|-------|
| | 2021 | 2020 | 2019 | | 2021 | 2020 | 2019 | | 2021 | 2020 | 2019 |
| January | 37.62 | 64.85 | 66.51 | | 69.98 | 115.88 | 112.87 | | 26.33 | 75.15 | 75.07 |
| February | 46.20 | 72.06 | 70.43 | | 75.17 | 116.84 | 114.81 | | 34.73 | 84.20 | 80.87 |
| March | 58.30 | 43.72 | 77.00 | | 80.20 | 95.92 | 111.53 | | 46.75 | 41.94 | 85.88 |
| April | 58.00 | 22.59 | 74.23 | | 86.32 | 62.74 | 113.37 | | 50.05 | 14.17 | 84.16 |
| May | 62.10 | 27.10 | 73.87 | | 92.37 | 63.06 | 111.53 | | 57.39 | 17.11 | 82.39 |
| June | | 33.37 | 78.63 | | | 71.23 | 111.43 | | | 23.77 | 87.62 |
| July | | 34.32 | 73.04 | | | 71.64 | 106.93 | | | 24.59 | 78.10 |
| August | | 39.74 | 68.79 | | | 74.62 | 105.30 | | | 29.65 | 72.44 |
| September | | 44.01 | 70.15 | | | 78.29 | 110.85 | | | 34.46 | 77.76 |
| October | | 43.17 | 79.07 | | | 83.41 | 116.05 | | | 36.01 | 91.76 |
| November | | 35.68 | 66.12 | | | 72.00 | 109.63 | | | 25.69 | 72.49 |
| December | | 36.54 | 57.38 | | | 68.83 | 103.95 | | | 25.15 | 59.64 |

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

CONVENTION CENTER MANAGEMENT REPORTS

| July 2021 | | | | | | |
|---------------------------------|-----------------------------|----------------------------|-----------|-----------------|---------------------------|-------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 27 | 28 | 29 | 30 | 1 | 2 | 3 |
| Steubenville Dallas 2021 | ICVB Board of Directors ... | D&L Active Shooter Trai... | | | | LAMA USA National Rally |
| 4 Independence Day | 5 | 6 | 7 | 8 | 9 | 10 |
| City of Irving July 4th Ce... | | | | Lucky Leaf Expo | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| Building Professional Institute | | | | | ICVB Executive Committ... | Wellness Expo |
| Quinceanera Expo | | | | Job Fair | | DFW Church |
| The Sneaker Exit | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| DFW Church | ICVB Board of Directors ... | | | | | |
| Wellness Expo | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| Trial Advocacy College of Texas | | | | | | |

Green - Definite
Red - Tentative
Yellow - Prospect

| August 2021 | | | | | | |
|---|---|----------------------------------|--------------------------|--|---------------------------------|--|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 1 | 2 | 3 | 4 | 5 Guadalupe Radio Network | 6 | 7 America Matters IEC Graduation |
| 8 | 9 | 10 AATC - AAGD Business Ex... | 11 | 12 Irving ISD Parking Texas Pro Bodybuilding Championships Regional Transportation... | 13 | 14 America Matters |
| 15 Original Sewing & Quilt Expo/North Texas Quilt Festival | 16 | 17 | 18 | 19 | 20 ICVB Executive Committ... | 21 |
| 22 Liberty Tax | 23 | 24 | 25 | 26 | 27 SWE Fury | 28 Dobson Wedding Annive... |
| | 7th Sense Drive Test ICVB Board of Directors ... | | | | | |
| 29 DFW Church 7th Sense Auto Research 7th Sense Drive Test | 30 | 31 | 1 LifeStyle Unlimited | 2 Texas Funeral Directors ... | 3 | 4 |

| September 2021 | | | | | | |
|------------------------------|---------------------------|-----------------------------|---|------------------------------|------------------------------|----------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| DFW Church | | | LifeStyle Unlimited | | | |
| 7th Sense Auto Research | | | | Texas Funeral Directors ... | | |
| 7th Sense Drive Test | | | | | | |
| 5 | 6 Labor Day | 7 | 8 | 9 | 10 | 11 |
| | NTBA | | | Plunder Event | | |
| | | | | North Texas Diversity, Eq... | | |
| | | | | Technology Prayer Breakfast | | |
| | | | | | DFW Fraud Conference | |
| | | | | | Enterprise Staffing Services | |
| | | | | | | PFA 2021 Conference Rec... |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| Plunder Event | | Financial Planning Assoc... | Future Com | | | |
| | | | | ABAT | | |
| | | | | | The Great Harvest | |
| | | | | | Heart of Texas Body Building | |
| Enterprise Staffing Services | | | | | | |
| | Irving Fire Fighters Exam | | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| ABAT | Pri-Med Access 2021 | | | | | |
| The Sneaker Exit | | QuikTrip | | | | |
| | | | 2021 TPMA Southwest Foot and Ankle Conference | | | |
| Enterprise Staffing Services | | | | | ICVB Executive Committ... | |

| September 2021 | | | | | | |
|----------------|-----------------------------|---------|---|----------|------------------|---------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| | Innotech Dallas | | 2021 North Texas State of Reform Health Policy Confere... | | Deaf Nation Expo | |
| | ICVB Board of Directors ... | | | | | Quinceanera Fashion Sh... |

| October 2021 | | | | | | |
|---------------------------|--|-----------------------------------|---|---------------------------------------|-------------------------------|---------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| | Innotech Dallas | | 2021 North Texas State of Reform Health Policy Confere... | | Deaf Nation Expo | |
| | ICVB Board of Directors ... | | | | | Quinceanera Fashion Sh... |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Quinceanera Fashion Sh... | Methodist Health System Leading to Excellence Summit | | Dallas Cybersecurity Conference 2021 | | Texas Cornhole League | |
| Sneaker Travelers Expo | | | | | | |
| 10 | 11 Columbus Day | 12 | 13 | 14 | 15 | 16 |
| SPFest | | | | | | |
| | | | | DREAM Fund | Ultimate Women's Expo | |
| | | | BioNorth Texas 2021 iC3 Summit | | | Mathew Wedding |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Ultimate Women's Expo | | AAHOA 2021 Regional Co... | DFW Hospital Council Fo... | Neora Power Training 2021 | | |
| DFW Church | BioNorth Texas 2021 iC3 Summit | | | ICVB Board Strategic Planning Retreat | | |
| | Dell Technology Forum 2021 | | | Impact Wrestling | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| Neora Power Training 2021 | Gamestop SSC Meeting | | | International Academy of Sleep/Dental | | |
| Impact Wrestling | | Commercial Real Estate Conference | | | | |
| 31 Halloween | 1 | 2 | 3 | 4 | 5 | 6 |
| International Academy ... | | AATC Maintenance Mania | Jim Millerman Insurance Convention IIAD 2021 | | GRACE | |
| | | | | Economic Forecast for R... | Great American Franchise Expo | |

| November 2021 | | | | | | |
|-------------------------------|-------------------------------|-----------------------------------|--|---|-------------------------|-------------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 31 Halloween | 1 | 2 | 3 | 4 | 5 | 6 |
| International Academy ... | | AATC Maintenance Mania | Jim Millerman Insurance Convention IIAD 2021 | Economic Forecast for R... | GRACE | Great American Franchise Expo |
| 7 End of daylight saving time | 8 | 9 | 10 | 11 Veteran's Day | 12 | 13 |
| Great American Franchis... | | Commercial Real Estate Conference | Go Irving! | | Express Cheer | ICVB Executive Committ... |
| GRACE | | | | | | Home Staging and Redesign |
| Greater DFW FCA Coache... | | | | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Express Cheer | ICVB Board of Directors ... | | | USA Judo Dallas Invitational and National Presidents Cup 2021 | | |
| Home Staging and Redes... | | | | Preserve Halloween Festival | | |
| 21 | 22 | 23 | 24 | 25 Thanksgiving | 26 | 27 |
| Preserve Halloween Fest... | | | | | | |
| USA Judo Dallas Invitati... | | | | | | |
| 28 | 29 | 30 | 1 | 2 | 3 | 4 |
| | Vistage Executive Summit 2021 | | DFW Business Group on Health | | Battle of Texas | Texas Scorecard |
| | | | | | SWSCC End of Year Event | |

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

INDUSTRY REPORTS / BOARD PARTNERS

U.S. Travel Impact Summary

May 2021

U.S. TRAVEL
ASSOCIATION®

Data Sources & Partners

Impact Summary

Travel Indicators

Int'l Arrivals to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Vaccination

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

Hotel Forecast

Destination (filter impacts entire page)

Texas

Cumulative Losses Since January 2020

Texas, through May 2021

| Texas | |
|------------------------------|------------|
| Travel Spending (difference) | (\$38.1B) |
| Federal Taxes | (\$2,935M) |
| State Taxes | (\$1,130M) |
| Local Taxes | (\$634M) |

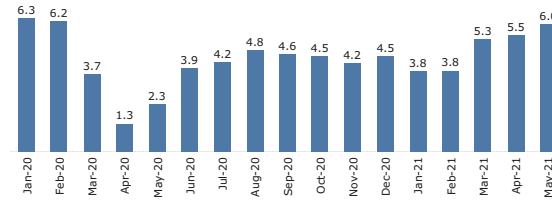
Travel Spending Losses

Texas

| | Travel Spending | Travel Spending (difference) | % Change vs 2019 |
|--------|-----------------|------------------------------|------------------|
| Jan-20 | \$6.3B | \$0.2B | 3% |
| Feb-20 | \$6.2B | \$0.1B | 2% |
| Mar-20 | \$3.7B | (\$3.2B) | -47% |
| Apr-20 | \$1.3B | (\$5.4B) | -81% |
| May-20 | \$2.3B | (\$4.7B) | -67% |
| Jun-20 | \$3.9B | (\$3.1B) | -44% |
| Jul-20 | \$4.2B | (\$3.0B) | -42% |
| Aug-20 | \$4.8B | (\$2.3B) | -32% |
| Sep-20 | \$4.6B | (\$2.0B) | -31% |
| Oct-20 | \$4.5B | (\$2.4B) | -34% |
| Nov-20 | \$4.2B | (\$2.2B) | -35% |
| Dec-20 | \$4.5B | (\$1.9B) | -30% |
| Jan-21 | \$3.8B | (\$2.3B) | -38% |
| Feb-21 | \$3.8B | (\$2.2B) | -36% |
| Mar-21 | \$5.3B | (\$1.5B) | -22% |
| Apr-21 | \$5.5B | (\$1.2B) | -18% |
| May-21 | \$6.0B | (\$0.9B) | -13% |

Travel Spending (\$ billion)

Texas

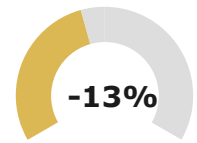


Travel Spending (\$ billion)

Travel Spending

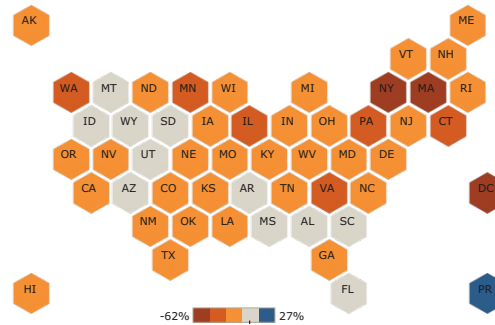
Texas

May 2021, % change vs. 2019



U.S. Travel Spending by State

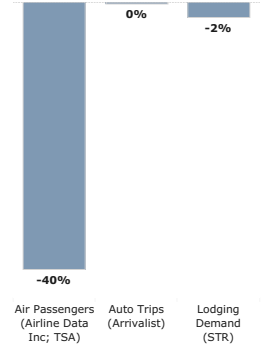
May 2021, % change vs. 2019



Travel & Tourism Recovery

Texas

May 2021, % change vs. 2019



Source: Tourism Economics (travel spending)

SYMPHONY TOURISM ECONOMICS

Data Sources & Partners

Impact Summary

Travel Indicators

Int'l Arrivals to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Vaccination

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

US Hotel Forecast

Insights

DMO/CVB room nights on the books for the fourth quarter of 2021 sits 20% below its pace in June of 2019 ahead of the fourth quarter of 2019.

Air bookings pace over the next three months improved to 46% below 2019 levels from down 73% last month in comparison to 2019 levels.

Booking windows for leisure travel remain shortened relative to 2019 but have begun to extend as uncertainty diminishes. Bookings between 31 and 90 days in advance rose from 94% in April to 97% of 2019 levels as of June 11th.

Hotel Booking Window

Transient reservations, relative to 2019 Index, 2019=100

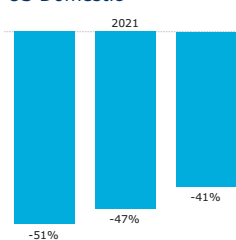
| Booking Window | Index as of June 11, 2021 |
|----------------|---------------------------|
| 0-7 days | 110 |
| 8-14 days | 84 |
| 15-30 days | 87 |
| 31-90 days | 97 |

Source: TravelClick

Air Trips Booked for Future Months

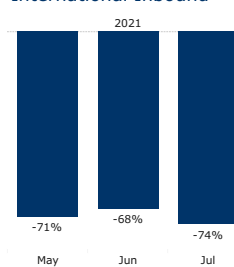
Booking pace relative to same time in 2019

US Domestic

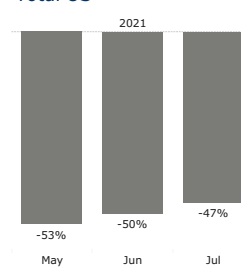


Source: OAG

International Inbound

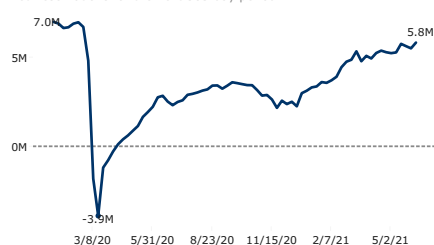


Total US



Hotel Booking Activity

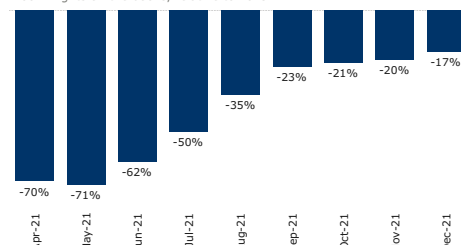
Net Reservations for the next 365-day period



Source: TravelClick (as of June 16, 2021)

US DMO/CVB Group Room Night Pace

Room nights on the books, relative to 2019



Source: Simpleview CRM (250+ U.S. DMOs)

Data Sources & Partners

Impact Summary

Travel Indicators

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Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

US Hotel Forecast

Insights

Underpinned by stronger-than-expected demand during Q1, STR and Tourism Economics upgraded the latest U.S. hotel forecast (May 2021). Even with 2021 projections higher, full recovery of demand remains on the same timeline for 2023, while close-to-complete recovery of revenue per available room (RevPAR) is still projected for 2024.

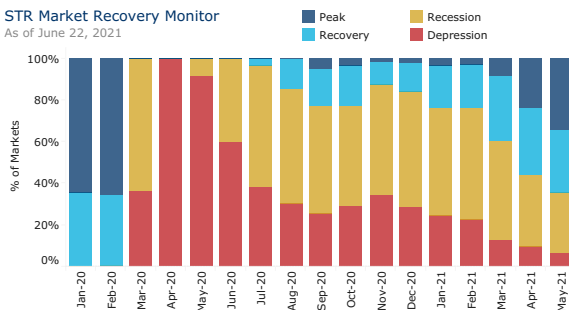
Room demand in Q2 2021 is expected to be 15.1% below 2019 levels, representing a strong improvement relative to the 24.7% decline experienced in Q1.

Overall, 2021 room revenue is estimated to average 30.2% below 2019. In 2022, room revenue is forecast to increase to a level that is 14.8% below 2019.

According to the STR Market Recovery Monitor, in May, 36% of markets were classified as depression or recession, compared to 44% in April. Markets are classified as Depression if RevPAR (total room inventory) is less than 50% of 2019 level for the same month, Recession (between 50% and 80%), Recovery (80% and 100%), or Peak (above 100%).

STR Market Recovery Monitor

As of June 22, 2021



Source: STR

U.S. Hotel Forecast Summary

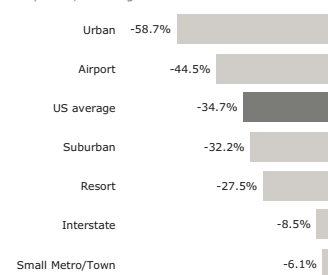
YOY % change, as of May 11, 2021 forecast

| | 2020 | 2021 | 2022 |
|--------------------------------|--------|--------|--------|
| Supply | -3.8% | 5.5% | 2.7% |
| Supply (total room inventory)* | 1.3% | 1.3% | 1.1% |
| Demand | -35.8% | 29.8% | 14.0% |
| ADR | -21.3% | 6.3% | 7.2% |
| RevPAR | -47.4% | -31.3% | -18.3% |
| RevPAR (total room inventory)* | -50.1% | 36.2% | 20.9% |

* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.
Source: STR; Tourism Economics

U.S. Actual RevPAR Growth by Location

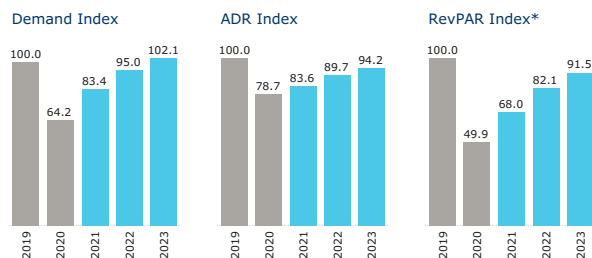
May 2021, % change relative to 2019



Source: STR

U.S. Hotel Forecast Indexed to 2019

Forecast released May 11, 2021 (2019 = 100)



* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR; Tourism Economics

SCHOOL LUNCHEON

PRESENTED BY:

Michaels
Made by you®

AUGUST 2 | 12:15 PM - 1:30 PM

To recognize and support our hardworking Irving Independent School District teachers during these times, the Chamber is pleased to host the highly-anticipated Virtual 2021 Back-To-School Luncheon to welcome new teachers and administrators, and to celebrate the start of a new school year.

SPONSORSHIPS AVAILABLE! Several different levels of sponsorships are available, starting at \$500. For more information, email Portia Washington at pwashington@irvingchamber.com.

TEACHER GOODY BAG ITEMS WANTED! Donate 500 giveaway items for goody-bags and receive company name on the program. No discount coupons please – free items only.

DONATE A DOOR PRIZE! Donate a free giveaway item for a new Irving ISD teacher to take home and receive company name on the virtual program, and the presentation during the event.

[CLICK HERE FOR
MORE INFORMATION](#)





Spirit
OF LAS COLINAS

JULY-AUGUST
2021

News | Features | Events
Published Bi-monthly



GRAND CELEBRATIONS
PAWS COLINAS GRAND OPENING, CELEBRATING
HEALTHCARE HEROES, NEW BUSINESS OPENINGS IN
LAS COLINAS AND MORE





LCA EVENT PARTNERSHIPS



University Hills Spring Fling

The University Hills neighborhood held their annual Spring Fling on Saturday, May 8th. The event featured live music, games and prizes, beverages and light snacks. The Las Colinas Association donated 50 bright colored frisbees for resident children to enjoy.



Irving Healthcare Heroes Celebration

The Irving-Las Colinas Chamber of Commerce, Irving Convention and Visitors Bureau, City of Irving, Las Colinas Association, Irving Fire Department and Irving Police Department joined together to celebrate National Nurses and Hospitals week. On Friday, May 14th all partners gathered at Medical City Las Colinas and Baylor Scott and White Irving to recognize healthcare heroes and distribute 1,500 gift filled bags.



Irving-Las Colinas Olympic Day

To celebrate Olympic Day a proclamation was issued commemorating the first Olympic Day in Irving. The Irving-Las Colinas Olympic Day Committee hosted events and activities on June 25th and 26th throughout the community including a Fun Run/5K/10K, sport tournaments, exhibitions, and sports clinics.

Independence Day Celebration



Sparks flew at Levy Plaza's inaugural event, the Independence Day Celebration hosted by the City of Irving on Sunday, July 4th. The Las Colinas Association joined in the festivities by sponsoring the Las Colinas VIP Lounge. Guests were treated to a BBQ dinner from Kitchen 101, cold beverages, plenty of photo ops and a Fourth of July classic, the Original Bomb Pop.



THE GRAND UNLEASHING

The Las Colinas Association opened the highly anticipated Paws Colinas Dog Park on Saturday, June 19th with a fun-filled celebration for both pups and humans alike.



The summer heat didn't stop nearly 400 Las Colinas residents and their pups from attending the grand opening celebration of Paws Colinas. Event guests kept cool in the CityVet Cooling Station complete with misting fans and wading pools. Four impressive staycation packages were offered during the Paws Colinas raffle generating \$1,370 in donations which benefitted the DFW Humane Society. Homegrown Hounds supplied treats for pups while Kitchen 101 served delicious breakfast favorites. In addition to pup-approved swag bags, attendees could also snag a complimentary caricature of their pet created by artist, Gonzotails.



COMMUNITY NEWS



CityVet now open in Las Colinas

CityVet opened Monday, May 24th at Las Colinas Village, 861 West John Carpenter Freeway, Suite B. CityVet provides high-quality veterinary care, bathing and grooming, boarding and healthy pet food and supplies.

Supplies for Success drive

The Irving Schools Foundation is hosting their annual back to school Supplies for Success drive. Donate to kids in need by dropping off school supplies at any Irving Fire Station or at the Irving Schools Foundation until July 23rd.



TPC Four Seasons named one of the most scenic courses

PureWow named the Four Seasons Resort and Club Dallas at Las Colinas's golf course one of the 12 most scenic in Texas. The course's certified Audubon Cooperative Sanctuary membership and Environmental Leader in Golf award helped them gain the accolade.

Medical City Las Colinas donates 390 pounds of food

Medical City Las Colinas hosted a canned food drive for the Irving Schools Foundation's Food for Thought program. Food for Thought is an anti-hunger initiative. Since the program's inception, they've distributed more than 50,000 meals.



Texican Court raises money for DFW Humane Society

The boutique hotel, Texican Court, raised \$619.60 for the DFW Humane Society through the Barks and Brews Yappy Hour Spring initiative. Through the months of March and April, the Yappy Hours were held in Texican Court's Two Mules Cantina.

CAVA brings fresh Mediterranean food to Las Colinas

A new fast-casual Mediterranean restaurant, CAVA, opened at 6731 North MacArthur Blvd, Suite 150 (formerly Zoe's kitchen). They offer build your own fresh Mediterranean bowls and have classic preset recipes available as well.





BUSINESS NEWS



Eight Irving-Las Colinas companies make Fortune 500

22 North Texas companies made the ranks of Fortune 500's list. Eight of those companies are headquartered in Las Colinas: McKesson Corporation (7), ExxonMobil (10), Kimberly-Clark (158), Fluor (196), Vistra (274), Pioneer Natural Resources (428), Celanese (477) and Commercial Metals (492).



Caterpillar Inc. picks Las Colinas for divisional office

Caterpillar Inc. is relocating their Electric Power Division to the Towers at Williams Square. The division will be consolidating from multiple offices in multiple states to occupy several floors within the west tower. Caterpillar is the world's leading manufacturer of construction and mining equipment.



Coury Hospitality moves HQ to Las Colinas

Coury Hospitality, which specializes in the design, development, and operations of boutique and luxury hotels, restaurants, and event spaces, has relocated to Las Colinas, consolidating operations from Kansas City and Tulsa. The company owns and operates 17 hotels and dining outlets nationwide, including several under development.



Hotel Tempo coming to Las Colinas

Hilton plans to open a new hotel from its lifestyle brand Tempo. Tempo was launched in 2020 and features public spaces, work spaces and premium culinary options like a coffee and tea bar, café-style breakfast and bar. Tempo Las Colinas will feature 138 rooms, 2,500 square feet of meeting space and a large outdoor patio. Hilton plans to open the hotel in 2024.



Irving-Las Colinas 22nd best place to start a business

On WalletHub's new list of best places in the United States to start a business, Irving-Las Colinas ranked 22nd. WalletHub used 19 key metrics — such as five-year business survival rate and office space affordability — to compare 100 cities in the U.S.



COMMUNITY SPOTLIGHT

Member Spotlight: Crystal Scanio

President and CEO, Irving Schools Foundation

Crystal Scanio has made it her life mission to advocate for those without a voice, alleviate childhood hunger and advance education for children.

Growing up in Indonesia as an expatriate, Crystal observed the daily struggles and harsh living conditions endured by other children. At an early age, she decided she wanted to serve in a capacity where she could be a crusader for children unable to speak for themselves.

After college, Crystal spent some time gaining expertise in corporate America. Still yearning for the opportunity to serve those in need on a larger scale, she soon received her chance when a friend directed her to an opening for President and CEO of the Irving Schools Foundation.

Under her leadership, the Irving Schools Foundation has raised millions of dollars for Irving ISD students, and has received multiple awards for these efforts, including the highest award an education foundation can receive: recognition as one of the Top 50 Education Foundations in the Nation for two consecutive years.

When the COVID-19 pandemic hit, Crystal and the Irving Schools Foundation team jumped into action. They immediately began mobilizing their food distribution format with help from volunteers. While schools remained closed, determined counselors and staff began knocking on doors, calling apartment complexes, hotels and motels to hand deliver food. ISF went from serving 1,300 children each week to 5,000 a week.

Crystal is very passionate about the advancement of women and children in the community. She has previously served as President of the Irving Las Colinas Rotary Club Board of Directors and the Chair of the Board of Governors of La Cima Club. Most recently, Crystal has joined the Irving Police Academy's Advisory Board and the Social Food and Beverage Committee for the Four Seasons Sports Club.

Crystal resides in University Hills with her husband, Tony, and daughter, Layla.

“The day that we shut our schools as a result of a pandemic was such an emotional day for all of us at the Irving Schools Foundation as we knew each day without school meant a day without a meal for our students. We had to get creative and we had to rely on our community to help us get the job done.” - Crystal Scanio



Favorite Spot to Relax
Lake Carolyn or University Hills
walking trails



Favorite Event
LCA Bowl-a-Thon



Favorite Restaurant
Too many to list!





LCA NEWS AND UPDATES



benefiting
IRVING SCHOOLS FOUNDATION

NEW DATE!

Wednesday
September 15, 2021
6-9pm

PINSTACK LAS COLINAS

TO REGISTER YOUR TEAM, VISIT [LASCOLINAS.ORG/BOWL](https://lascolinas.org/bowl)

E-mail LIASIONS@LASCOLINAS.ORG
for Donation/Sponsorship Information

Las Colinas Events Calendar

From concerts to pairing dinners, there's always something fun to do in Las Colinas. To keep up with all the latest events happening in Las Colinas check out our events calendar at LasColinas.org/events.



LCA offices have reopened

The Las Colinas Association offices have reopened to our members. Members may use any meeting space in the LCA building, free of charge. To reserve a room you can e-mail liaisons@lascolinas.org. Masks are not required, but encouraged for those that are not vaccinated.

LAS COLINAS THROWBACK



Photos courtesy: Irving Museum and Archives and DCURD

Introduction of the APT

On June 18, 1989 the Las Colinas APT debuted. A key part of the original transportation plan for Las Colinas, the Area Personal Transit (APT) system was envisioned to transport office workers from parking garages to their office building, and to and from restaurants and shops in the Mandalay Canal and elsewhere. Only approximately 1/8th of the original planned tracks were completed. The service has been suspended since August 2020 due to the COVID-19 pandemic.



3838 Teleport Blvd.
Irving, Texas 75039-4303



liaisons@LasColinas.org
972-541-2345



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 19, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

MONTHLY TRAVEL DATA REPORT

JUNE

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

Travel Recovery Insights Dashboard

Early Start to Summer Travel Fuels Recovery

Signs of travel recovery continue to brighten as virus fears recede. Travelers are back on the road, as **auto trips in May matched pre-pandemic levels. Air travel took a large step forward, and trailed 2019 levels by 33% in May.** Boosted by leisure travel, **hotel demand recovered to within 13% of 2019 levels** and short-term rental demand is now **17% above** pre-pandemic levels.

Traveler sentiment improved notably in May alongside expanded vaccinations and further easing of pandemic-related restrictions. **Over two-thirds of travelers now feel safe traveling outside of their community and 87% have travel plans within the next six months.** Business travel sentiment also continues to improve, as **55% of U.S. companies that are not currently traveling plan to resume domestic business travel within the next three months.** This mounting optimism is visible in forward-looking indicators, as **DMO/CVB website organic search sessions surged to 23% above 2019 levels in the first half of June,** and group lead volume rose to 45% of its 2019 level in May from just 23% at the start of the year. While many indicators are trending in the right direction, business travel and international inbound travel are not expected to fully recover until at least 2024.

With reduced fear and loosened public health restrictions, steady incomes and elevated savings for many households, consumer spending is shifting from goods towards travel and other sorely missed in-person services, spurring the travel recovery onto its next phase.

[GO TO DASHBOARD](#)

Member login required

Key Highlights



TRAVEL SPENDING

-21%

While **remaining 21% below 2019 levels in May 2021**, travel spending has steadily improved each month and is significantly up from May 2020 when it was at -72%.

Source: Tourism Economics



CONSUMER SPENDING

-9%

Americans spending on lodging, air, dining and recreation services continues to improve and reached **91% of 2019 levels** in April 2021.

Source: Bureau of Labor Statistics



HOTEL DEMAND

-13%

Hotel demand continues to improve but has plateaued somewhat – **remaining 13% below May 2019 levels**.

Source: STR



AIR PASSENGERS

-33%

Air passenger volume remained **33% below 2019 levels in May 2021**—but this reflects a drastic improvement from the 90% decline at the same time last year.

Source: TSA



BUSINESS TRAVEL SENTIMENT

55%

Business travel sentiment **continued to improve in May** with more than half planning on resuming domestic business travel in the next three months – up significantly from just 31% in May 2020.

Source: Global Business Travel Association



GROUP LEAD VOLUME

-55%

Group lead volume continues to struggle but has improved to **45% of its 2019 levels** in May – up significantly from just 22% of 2019 levels going into 2021.

Source: Cvent



TRAVEL SAFETY

52%

More than half of travelers feel they can travel safely in the current environment – a new pandemic high.

Source: Destination Analysts



DMO/CVB GROUP ROOM NIGHTS

23%

Organic search sessions on DMO/CVB websites surged 23% above 2019 levels through the first 15 days of June.

Source: Simpleview & Tempest

May Economic Impact

National Analysis

- In May 2021, travel spending tallied \$79.6 billion and reflected a drop of “only” 21% below May 2019 levels
- The COVID-19 pandemic has resulted in **\$645 billion in cumulative losses for the U.S. travel economy through May 2021**

- The continual depressed level of travel spending has caused a **loss of \$79 billion in federal, state, and local tax revenue**

Regional/State Analysis

- Washington D.C. (-62%), by far, experienced the strongest declines in May 2021 compared to May 2019; New York (-49%) and Massachusetts (-47%) followed
- On the other hand, Florida and South Dakota have fully recovered and even surpassed (both +2%) pre-pandemic levels

ACCESS ADDITIONAL
STATE DETAIL

Available through the dashboard, member login required

Source: [Tourism Economics](#)

Just Released: Updated Forecast and Country Profiles

U.S. Travel has just [released](#) the latest **Travel Forecast Report**, which provides background, analysis to recently [updated projections](#) and highlights the divergent paths of recovery among key travel sectors. The latest forecast presents a rosier picture of domestic leisure travel than earlier estimates but a still-gloomy—if not bleaker—picture of business travel and international inbound travel.

- **Domestic leisure spending** has already nearly recovered. It is estimated to have reached 92% of 2019 levels in Q2 of this year. The latest forecast projects that it will be 99% recovered (relative to 2019 levels) next year and 102% in 2023
- **Domestic business travel spending** is still lagging far behind leisure and is expected to reach just 43% of 2019 levels in 2021 and 71% of 2019 levels in 2022 before fully recovering in 2024
- **International inbound travel** is not expected to fully recover until 2024. International spending is projected to reach just 67% of 2019 levels in 2022 and 87% in 2023. International leisure travel is expected to recover slightly faster than international business travel

The [forecast table](#) is available publicly. The [full report](#) requires a U.S. Travel member login.

ACCESS THE FORECAST

Member login required

In case you missed it, the latest projections were presented during a webinar last month where Tourism Economics' Adam Sacks shared the latest Travel Forecast and expectations for business, leisure, international and domestic travel segments, plus the timeline for our recovery.

Please find the recording and slides below, available to U.S. Travel members only.



NEW: Country Profiles

- [2020/2021 Canada Country Profile](#) reflecting the staggering pandemic declines from our top inbound market, while highlighting the need for an immediate opening of our northern land border
- [2020/2021 European Union Profile](#) reflecting the virtual stagnation of inbound travel from the E.U., while highlighting the need for eliminating our 15-month travel ban with all Schengen-zone countries

Additional Consumer and Traveler Insights

Domestic Leisure

- A new record high—more than two-thirds of American adults are now comfortable returning to their normal routine and **62% feel comfortable taking a vacation**
- **More than 47 million Americans plan to travel over the July 4th holiday**—the second highest Independence Day travel volume on record and only slightly trailing 2019 levels
 - More than 91% will travel by car, 5% higher than 2019, and while 3.5 million are expected to travel by air, air still travel remains 10% below 2019 levels
- Bookings for the July 4th holiday weekend are starting to extend, a positive sign for increasing confidence and less uncertainty—still, as **of mid-June 57% of bookings are still being made within seven days of travel**—up from 44% in 2019

- **Summer travel plans look strong with more than three-quarters of American travelers (77%) planning on traveling for leisure in the next three months**
- According to Zartico and Predict HQ, festivals are driving leisure event rebound and July 2021 is 80% of July 2019 attendance levels while concerts are just 25% of 2019 levels and performing arts 15% of 2019 levels
 - Sport event attendance is gaining momentum and July 2021 sport event attendance is now at 60% of 2019 levels
- More than four in 10 recent overnight travelers agree that travel industry businesses are struggling to provide adequate service to travelers
- **Nearly three-fifths (57%) of Americans support restaurants raising menu prices** in order to pay employees a higher wage

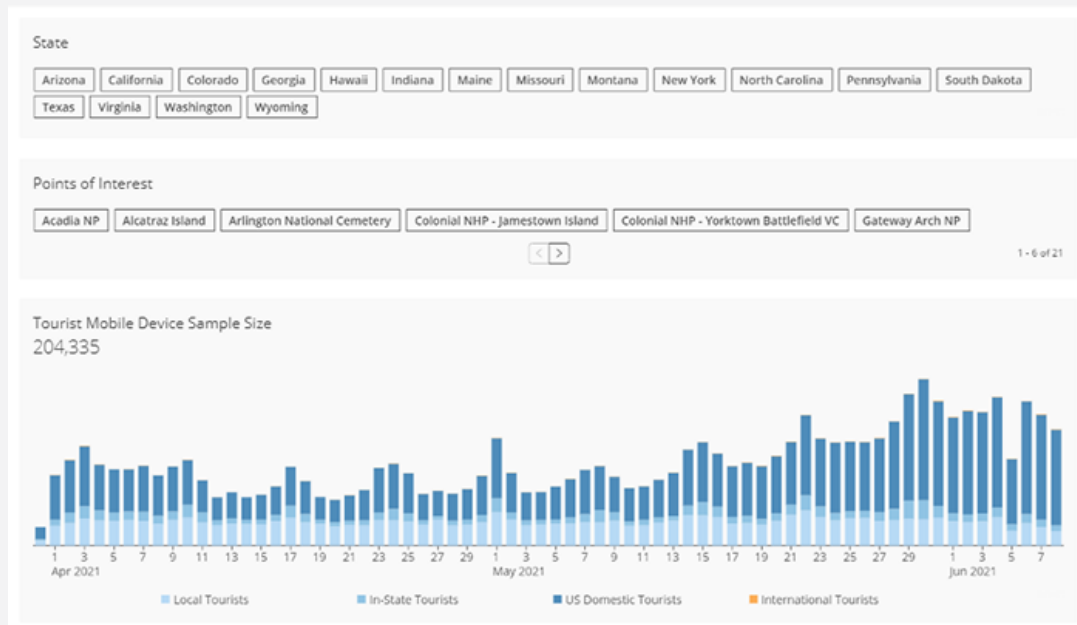
Source: [Morning Consult](#), [AAA](#), [Amadeus](#), [Zartico](#), [Harris Poll](#), [Destination Analysts](#)

UPDATED: Visitation Trends | National Parks

Updated and enhanced National Parks dashboard monitors daily unique mobile devices across more than 20 National Parks and the sun destination dashboard covers more than 20 sun and beach destinations in the U.S.

View key highlights:

- More than three-quarters (77%) of visitors to National Parks were from out-of-state during the first week of June—up from 62% in May
- Three-quarters of out-of-town visitors to National Parks traveled more than 200 miles in May



**NATIONAL PARKS
DASHBOARD**

Visitation Trends | U.S. Sunny Destinations

- The share of out-of-state visitors to sun and beach destinations is now 42%—up from 34% in May
- Two-thirds of visitors to sunny destinations in May traveled more than 200 miles
 - 85% of out-of-town visitors to Florida destinations traveled more than 200 miles

SUNNY DESTINATIONS DASHBOARD

Member login required

Source: [Rove](#) and [Uber Media](#)

Business Travel, Meetings and Events

- Four in 10 now say their company has **resumed non-essential domestic business travel**—up from 34% last month
- The **vast majority (86%) of business travelers are looking forward to getting back on the road** and less than one in 10 are unwilling to travel
- More than **four in five decision makers (85%) believe business travel leads to higher profits**
- 83% of business travel decision makers are **optimistic that business travel will return to previous levels over the next two years**
- More than four in 10 planners (42%) and 31% of suppliers believe there may be pent up demand for face-to-face events but **budget cuts, the economy and job insecurity will limit attendance**
- Nearly nine in 10 meeting planners and suppliers are vaccinated
 - Still, 60% of planners and 41% of suppliers are NOT supportive of proof of vaccination requirements for events

Source: [Global Business Travel Association](#), [American Express Global Business Travel](#), [PCMA](#)

International

- **May 2021 overseas arrivals were 81% below May 2019 levels, an improvement from April's -87%**—driven mostly from inbound travel from Latin America, visitations from other markets remain stagnant
 - South American arrivals were “only” 38% below May 2019 levels
 - Western European and Asian arrivals in May 2021 were still 96% below May 2019 levels
- **Mexican air arrivals were up a staggering 60% in May 2021 compared to May 2019**
- While April Canadian arrivals remained 96% below April 2019 levels, starting July 5, Canadian citizens and permanent residents would no longer need to quarantine upon return to Canada
 - Canadians can now travel freely to the U.S. by air where there are no restrictions on the U.S. side. This will undoubtedly increase visitations from our

largest inbound market

- Yet, the Canadian land border remains closed to non-essential traffic. While air travel is important, **56% of all overnight travel from Canada took place via the land border in 2019**
- According to a recent survey from [XBorder Canada](#), many frequent Canadian travelers are eager to travel to the United States
 - **87% of Canadians who had cancelled plans to visit the U.S. in 2020 are now planning to visit the U.S. in the next 12 months**
 - 30% of Canadian travelers are ready to travel “now” if there were no restrictions in place
 - One-quarter (26%) of Canadians planning to travel to the U.S. are more likely to drive rather than fly, compared to past visits. Without the land border reopening, many of those trips may be delayed or cancelled completely
- See more in just released [Canada Country Profile](#)
- Access the [I-94 Visitor Arrivals Monitor](#) data visualization tool for additional international data

Source: [National Travel and Tourism Office](#), [XBorder Canada](#)



Let's Meet There: Recovering Business Travel, Professional Meetings and Events

June 24, 2021

Thank you to all who joined last week's Assessing Recovery webinar, "[Let's Meet There: Recovering Business Travel, Professional Meetings and Events](#)," where we detailed a comprehensive overview of the Let's Meet There campaign. We encourage you to use the resources provided to join voices with organizations across the industry in calling for **a resumption of business travel, meetings and events—a segment that holds critical economic importance and generates invaluable face-to-face connections.**

VISIT THE ACTION CENTER



Texas Service Sector Outlook Survey

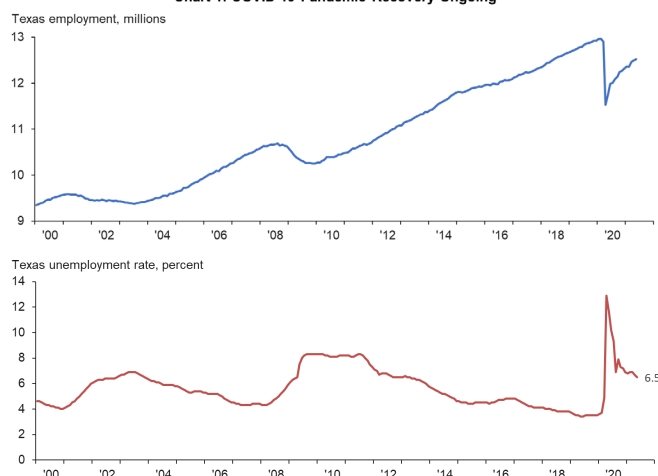


Federal Reserve
Bank of Dallas

2021 Mid-Year Overview

Solid recovery in the Texas economy continues, although the pace of growth has generally eased in recent months. State job growth was 2.5 percent in May and a robust 4 percent year to date (annualized rates). More than two-thirds of the 1.4 million jobs lost at the initial onset of the pandemic have been made up during the recovery so far (Chart 1). The Texas unemployment rate ticked down to 6.5 in May, still elevated but down significantly from its Apr. '20 peak of 12.9 percent.

Chart 1: COVID-19 Pandemic Recovery Ongoing



Real-time data from the Dallas Fed's Texas Business Outlook Surveys point to robust expansion in manufacturing and services (Chart 2). Keep in mind the survey diffusion indices do not track the *level of activity*, but the *direction of change*, with positive index readings denoting expansion and negative readings denoting contraction. The higher June manufacturing reading indicates expansion accelerated this month, despite soaring costs and widespread supply-chain disruptions and hiring difficulties. While the service-sector index slipped in June, it remained well above average and signifies continued broad-based growth. The retail sector remains challenged by supply and inventory shortages and posted slightly negative index readings in both May and June.

Chart 2: Dallas Fed Business Surveys Show Robust Growth in Mid-2021, Except in Retail



NOTE: Data through June 2021. Diffusion indexes are the share of respondents noting an increase minus the share noting a decrease. Pos indicate expansion, while negative values indicate contraction.
SOURCE: Dallas Fed Texas Business Outlook Surveys.

Looking ahead, firms are generally optimistic for stronger business activity six months from now, though uncertainty is on the rise. The Dallas Fed employment forecast is for continued job growth in Texas through December, ending the year with jobs up just over 4 percent from last December. This means we expect the overall pace of job growth through yearend to roughly match what we've seen year to date so far. If realized, this forecast would mean the state will fall short of fully making up for the pandemic job losses, leaving employment about 150,000 jobs short of its Feb. '20 level. However, forecast uncertainty remains heightened as intensifying price pressures, widespread supply-chain challenges and mounting labor shortages present downside risk to the outlook.

Perspectives from Pres. Kaplan

Last month Dallas Fed President and CEO Rob Kaplan published an article entitled *The Labor Market May Be Tighter than the Level of Employment Suggests*, found at www.dallasfed.org/research/economics/2021/0527. He suggests that policymakers should be cognizant of a range of supply factors that may currently be weighing on employment.

If you wish to be notified when President Kaplan publishes a new essay or article, you can sign up [here](#).

Thank You

This year we have continued to include special questions much more frequently than usual, as hearing directly from businesses is our best way to keep informed during these rapidly changing times. Your responses are highly valuable to us—thank you for your extra time and willingness to share your insights! We rely on and truly appreciate the information you provide.