

Board of Directors Meeting

Monday, February 28, 2022 @ 11:45 a.m.

Jack D. Huffman Community Building Auditorium

801 W. Irving Blvd. Irving, Texas 75060

(Lunch Served 11:15 a.m.)



AGENDA

Irving Convention and Visitors Bureau Board of Directors Monday, February 28, 2022, at 11:45 a.m. Jack D. Huffman Community Building 801 W. Irving Blvd., Auditorium Irving, Texas 75060

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for January 24, 2022
- 3. Accepting the ICVB Financial Reports January 2022
- 4. Accepting the Irving Convention Center Financial Reports January 2022

Presentation

5. Irving Marathon Running Series Presentation – Lazaro Alvarez, Race Director

Board Reports

- COVID-19/American Rescue Plan Act Update
- **7.** Board Chair Report
 - a. Service Award Recognitions:
 - Assistant Executive Director Marketing & Communications Diana Pfaff
 - Sales Manager Lori Mansell
 - Communications Manager Lori Sirmen
 - Senior Accounting & Purchasing Assistant Monica Soto
 - b. Next Board Meeting March 28, 2022, Irving Arts Center
- 8. Board Committee Reports
 - a. Board and Business Development Richard Stewart, Jr.
 - Next Meeting March 11, 9:00 a.m.
 - b. Community Engagement Karen Cooperstein
 - High Spirited Citizens "Backlog" Luncheon March 15
 - Next Meeting April 5, 11:30 a.m.
 - c. Destination Development Greg Malcolm
 - Meeting Recap February 11
 - Next Meeting May 10, 11:30 a.m.

AGENDA - Continued



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

CERTIFICATION

| 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, FEBRUARY 28, 2022

AGENDA ITEMS



MINUTES

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS

Irving Convention Center – Junior Ballroom C-D January 24, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Dallas Burke, Karen Cooperstein, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O'Briant, Hammond Perot, Joe Philipp, Michael Randall, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Rick Stopfer and Councilman Oscar Ward – City of Irving Elected Officials; Assistant City Manager Philip Sanders and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Maura Gast, Brice Petty, Diana Pfaff, Susan Rose and Monty White – ICVB.

Board Chair David Cole called the meeting to order at 11:47 a.m. and inquired if there were any citizen comments; there were none.

Cole asked Board members to review the Board of Directors roster that was distributed as a handout for any edits to the information and return to Office Manager Carol Boyer after the meeting.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from December 13, 2021
- Accepting the ICVB Financial Reports for Year-End 2020-21, October, November, and December 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report
- Accept the Irving Convention Center November and December 2021 Financial Reports

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

INDIVIDUAL CONSIDERATION

Cooperstein made a motion to approve the Community Engagement Committee recommendation for High Spirited Citizen Nominations - Melissa Gentry and Ruby Sevcik. With no further discussion and a second from Board member Julia Kang, the motion unanimously was approved.

BOARD REPORTS

COVID-19 AND AMERICAN RESCUE PLAN ACT UPDATE

Executive Director Maura Gast reported the expenditures paid from the American Rescue Plan Act (ARPA) will now be shown separately on the financial reports. Breaking out the financials will allow for a better understanding of how those funds were distributed. She reported events are continuing to cancel or postpone until later in the year. The ability to move dates from last fiscal year into the current fiscal year is a challenge.

ICVB Board of Directors January 24, 2022 Page **2** of **8**



CHAIR REPORT

Cole asked Board members to complete and sign the Conflict –of Interest form that was distributed and return to Boyer. He also announced the February 28 Board of Directors meeting will be held at the Jack D. Huffman Community Building in the auditorium.

BOARD COMMITTEES

Board and Business Development Committee Committee Chair Richard Stewart, Jr. reported:

- The Committee met for the first time this year on January 7, 2022 and discussed obligations for the Committee under the ICVB Strategic Plan. Goals and suggested tactics were reviewed, and the Committee discussed next steps.
- Discussion was also held on the process that has been developed for Board members to become Board Committee Chair, Board Vice Chair, and Board Chair.
- The next Committee meeting is scheduled for March 11.

Community Engagement Committee

Committee Chair Cooperstein reported:

- The Committee met on January 11 and had good discussion on the High Spirited Citizen Program and options for continuity and/or other changes to the program. There is a backlog of nominations that have been approved. A luncheon to honor the awardees has been tentatively scheduled for March 15. There will be a temporary pause in nominations for the program.
- The Committee also discussed the responsibilities and next steps in the Strategic Plan.
- The next meeting will be held on April 5.

Destination Development Committee

Committee Chair Greg Malcolm reported:

• The next meeting will be held on February 11, with the location pending.

Gast added the meeting is tentatively scheduled for a hard hat tour of the Williams Square Plaza project and lunch at Café at Williams Square. Once the location has been confirmed, notice will be emailed.

CITY REPORTS

Mayor Rick Stopfer reported:

- Staff did an outstanding job on the City's Annual Report Fact Sheet. It is very informative and will
 be important as the City moves forward. He encouraged everyone to review it on the City's
 website.
- Council is discussing the R-AB Ordinance and neighborhood concerns.
- He gave a brief overview of the meeting with representatives of the Four Seasons Resort and Club, new management, ICVB and Chamber. The new owner is proposing running the Sports Club and Hotel separately. An announcement on the Sports Club will be coming soon. The Hotel will change flags. The ball is in our court to put the best spin on it and protect the properties and new properties around the location.
- State of the City event is scheduled for tomorrow and will address benefits in Irving over the year and plans for the future.
- DART Update January 24 the new route program will go live. It will be a tough 6-12 months as new bus and rail service is implemented to improve ridership.



Councilman Oscar Ward reported:

- City Council meeting this week will be discussing the R-AB Ordinance and short-term rental properties.
- Fry's Electronics building developer was notified of historical Irving photographs found during the building demolition. The City was contacted for interest in retaining and storing the photographs. The items are quite large, and the challenge will be a location to store them.

City Manager Chris Hillman reported:

- City opened a free COVID-19 test site at Trinity View Park. The site conducts the PCR test and results are available within 24 to 72 hours. He expressed his appreciation for the City's legal team and Parks and Recreation staff in their assistance to set up the site within 96 hours' notice.
- Irving Police Chief Jeff Spivey is retiring, and the City will recruit for a new police chief through a recruiting firm. Public input opportunities will be scheduled. Hoping to have replacement by late April or early May 2022.
- Williams Square Plaza project will be completed late March or early April. The location along with Levy Event Plaza will anchor Lake Carolyn and show the City is investing dollars to make improvements and focused on maintaining the incredible quality of life in Irving.
- Census numbers report Irving grew 18.6% to 256,000 residents and confirms Irving is becoming a
 diverse City with 20% Hispanic increase in population. African American residents grew by 24%,
 Asian doubled to 22% and White non-Hispanic residents declined 20%. The multi-cultural layers
 across the City are one of the community's greatest features, along with unique shopping, dining,
 and cultural experiences.
- Irving's annual Frost Fest event moves to Levy Event Plaza on February 19.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- Several ICVB and ICC staff members are out of the office and have either been exposed or tested positive for COVID.
- Levy Event Plaza has been selected by USA Triathlon for an event in April.
- ICVB will host a triathletes organization for a site selection group in February. They are touring several sites around the world for professional triathlete events.
- ICTN produced a piece on the Mustang Square Plaza renovation and included an interview with Mustangs sculptor Robert Glen who is participating remotely in the renovations.
- Reporting for Sales and Convention Services Assistant Executive Director Lori Fojtasek, Gast reported the sales team pace is off slightly, but expect to gain momentum and bounce back. A COVID tracker report is included in the packet. The application process to fill the ICVB Corporate Market Sales Manager position will be closed by the end of March.

Marketing and Communications

Assistant Executive Director Diana Pfaff reported:

- December is historically low for leads and inquiries due to the holidays.
- Thanked The Las Colinas Association for the new holiday event at Levy Plaza and the City for amping up the annual holiday events this year.



- Website traffic increased slightly with 61,380 total sessions and 51,756 users to both websites. Most of the traffic was through the Visit Irving website.
- Blog traffic had 9,471 pageviews in December.
- Staycations Campaign generated 5,718 hotel referrals in December and 130,327 hotel referrals year-to-date, with an economic value of \$28 million.
- Meetings Campaign in 2021 generated 21,954 website sessions and 261 meetings-sales inquiries.
- YTD Promoted Content Campaign generated a combined 35,760 blog visits through social media and the ICVB blog.
- Event-Driven Campaigns focusing on larger events, not necessarily inside the City of Irving, generated 702 hotel referrals from the Cowboys campaign and 790 hotel referrals from the Cotton Bowl campaign.
- There were 1,308 new followers added in December for social media and the Visit Irving Facebook page performed the best with 1,089 new Likes.

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- November AirDNA Report shows:
 - There were 463 available listings in Irving, which was a 10.2% decrease over last year.
 - The Average Daily Rate was \$230.42, an increase of 34.07% over last year.
 - Occupancy increased 14.33% compared to last year.
 - The hotel comparable subset Average Daily Rate for November was \$119.49, an increase of 38.21%, Occupancy of 56.4%, an increase of 19.42% from last year.
- Administration/Finance Department:
 - New phone system rolled out for the ICVB and ICC teams. Rose shared her appreciation to IT Manager Brice Petty for his hard work and dedication to the project. The staff can answer phones through the TEAMS application, which is a Cloud-based system.
 - o Petty held TEAMS training in December and January for ICVB and ICC staff.
 - Accounting team is continually working on ARPA fund accounting in conjunction with the City.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The first quarter of the fiscal year achieved and exceeded budget.
- The forecast is continuing at the same pace as predicted and hopefully will be better than budget by the end of the year. The pace is there, and the numbers are well ahead of the past two years.
- Business is picking up and Meehan is pleased with the financial outlook.
- Maintenance and repair projects continue:
 - Working on storm damage repairs and upgrades to the outside building cameras.
 - There is also a large lighting project in the Exhibit Hall with LED light replacements, which will save money on utility and the purchasing of fluorescent bulbs.
 - Grand Ballroom lighting project will add color-changing lighting.
 - New monument signs will be installed; one by the fountain and LED board and one on Highway 114 side of the building. Working with the City on the sign location placements.



Director of Sales Matt Tungett reported:

- ICC is in the midst of cancellation round #3 since the new COVID variant arrived.
- Two relatively large events in November either moved or canceled. The combined minimum revenue would have been \$122,555. One other group in December has canceled as well.
- This month was busy with an Anime convention, Texas Dreams Gymnastics, Corn Hole Tournament, and return of Cheer and Dance Competition.
- The gymnastics event had a record attendance and corn hole tournament was larger this year and extended to the Exhibit Hall and Grand Ballroom areas.
- The North Texas Teen Book Festival will return in March.
- Corporate market is slow, but long-term Association and SMERF markets are turning up.
- ICC Sales Managers have met their goals for Quarter 1 of this fiscal year.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the December STR report for the City shows 55.8% Occupancy and YTD 58.1%.
- Average Daily Rate is \$98.24, better than last year at \$93.78.
- RevPAR is \$54.80 for the month, and \$54.50 for the year.
- South Irving cluster of hotels report 62.5% Occupancy and Average Daily Rate of \$112.73 and RevPAR of \$74.10.
- Hilton Garden Inn DFW South for January 2022 is showing 51% Occupancy, \$124.25 Average Daily Rate, and \$63.29 RevPAR. The calendar year is starting off slow but hoping February will rebound.

Board member Nydia Hoskins reported:

- Omni Las Colinas ended December at 35% Occupancy, Average Daily Rate of \$171.30 and RevPAR of \$70.70.
- There were \$750,000 in cancellation revenue for January 2022, with no force majeure in place.
- Short-term business is moving and staying optimistic.
- February cancellations have slowed down.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended December with Occupancy of 49.7%, Average Daily Rate of \$94.74 and RevPAR of 47.04%, growth index 125% for the year.
- Numbers were better than anticipated.
- Currently the Hilton Garden Inn Las Colinas and Hampton Inn Irving/Las Colinas are hiring for a Sales Manager position.

RESTAURANT INDUSTRY

Board Chair David Cole reported:

- The daily supply chain issues are very challenging and never seen before in history.
- Communication between supply chains is slow and hiring/keeping drivers is also a challenge.
- It is a juggling act to keep supplies, menu items and pricing stable or deciding to increase.
- Total effect is restaurants are either closing temporarily or permanently due to all the challenges.

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DCURD

Board member Dallas Burke reported:

- DCURD storm water pump station emergency backup generators project is scheduled to open April 2022.
- Two large dredging projects are underway in Cottonwood and Hackberry Creeks.
- Two wall repair projects are out for bid. Included in the scope of work is option to install vinyl sheet pile seawall and should be a long-term solution to replacing the aging lake wall around Lake Carolyn with a lifespan of the seawall at 75 to 100 years.
- Irving Flood Control District (IFCD-I) completed a major pump station renovation. New project will begin in the next 30 days to reconstruct the culverts in the parallel levee of the system.
- IFCD-III is budding a project now to replace the sluice gate structures, and a project to install a tilting weir that will allow operations to release stormwater without having to run pumps. Two more projects scheduled for this summer will to rebuild large stormwater pumps.

Greater Irving-Las Colinas Chamber of Commerce

Board member John Nicks reported:

- The first quarter of fiscal year 2021-22 started strong with 3 Wins, 2 Recruitments and 1
 Retention/Expansion, representing \$43.1 million in capital investment and 12,457 square feet of
 commercial space.
- The Chamber team received 36 prospective inquiries, representing \$28 million in capital investment and 28,000 jobs, of which 28% of the projects were corporate headquarters.
- Texas unemployment rate dropped to 4.0%, a healthy improvement from the peak in January 2021 of 6.8%.
- The deadline to file for Texas primary elections was December 13, 2021. Nicks gave a brief overview of candidate ballot.
- State of the City event will be held at the Irving Convention Center on January 25 at 11:30 a.m. The event will focus on overcoming, advancing, achieving and future opportunities for the community in 2022.
- Five Star Chamber Mixer is scheduled for January 25 at 4:30 p.m. with event sponsor Alphagraphics.
- Grand opening and ribbon cutting for Eggholic Restaurant is scheduled for January 26 at 4:00 p.m.
- The Chamber events calendar is available on their website.

Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

- Hawkins introduced new Arts Board Chair Kelly O'Briant.
- Arts Center:
 - o I Am A Man: Photographs of the Civil Rights Movement, 1960-70
 - This weekend the Arts Center will host *Youth America Grand Prix, International Ballet Competition*.
 - Our Voice: Celebrating the Coretta Scott King Illustrator Awards in the Dupree Lobby Gallery.
 - o *The Blues (& Other Colors*): Works by Ernie Benton and Sontonya Necheal in Carpenter Hall Lobby.
 - o Ancient Hymns: Paintings by Deepa Koshaley in the Focus Gallery.

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- Upcoming Exhibits: Art Uninterrupted Annual Black History Month Visual Arts Exhibition.
 Opening ceremony on February 5 from 5:00 7:00 p.m. in the Main Gallery
- Main Stage:
 - o Anna in the Tropics January 21 through February 5, 2022.
- Hawkins invited Board members to attend the Arts Board meeting later today. Discussion will center around a deep dive into the Arts and Culture Department.

Hawkins added the historical Irving photographs that Ward referred to are very large and set in steel. They will be a great addition to the Irving archives and is excited to have them, but the challenge is in storage for these very oversized items.

The Las Colinas Association

Board member Hammond Perot reported:

- The Las Colinas Association January/February "Spirit of Las Colinas" newsletter was distributed as a handout and is included in the Board packet.
- The wayfinding signage project in the Urban Center is 85% complete and includes the ICC monument sign on Las Colinas Boulevard.
- The Holiday in the Plaza event had 3,500-4,000 attendees and featured over 40 artisan vendors.
 There was also an ice-skating rink, Ferris wheel, and photos with Santa. With 100% of proceeds
 donated to the Irving Police and Fire Blue Christmas organization, \$3,310 was raised to help
 children and families in need.
- Hackberry Creek Ranch site now has a historical marker. The Irving Heritage Society, Las Colinas
 Association, City of Irving, and Pioneer Natural Resources partnered together to recognize this
 significant part of Irving's history.
- A new park has been developed on the corner of Riverside and Customer Way, with a butterfly
 garden in the middle of the park and surrounded by walking paths, benches, and a scenic water
 overlook.

TIF

Michael Randall reported:

• The developer for Hotel Indigo project approached TIF requesting \$1.5 million to enhance the patio and promenade along Mandalay Canal. After several rounds of negotiations, TIF approved a proposal for \$585,000 reimbursement when the project is complete, and obligations are fulfilled. In addition, a \$675,000 O&M Tax refund to them over the life of TIF, out to 2038. Ultimately, a \$1 million payback is anticipated. The TIF held other discussions on another property interested in obtaining the vacant land parcel between Hotel Indigo and the Homewood Suites, which could enhance the area. Randall noted it is good for the City to do some things on the Canal to re-energize that area.

Hillman added the TIF Board-supported canal enhancements are important improvements. The Las Colinas Association with Urban Land Institute did a study on the Canal which resulted in several findings on ways the City could implement strategies and take advantage of that amenity. There is work to be done. Some of the ideas identified areas that would improve access to the Canal. Hillman appreciates the good work of the ICVB Board, Assistant City Manager Philip Sanders, and the developer to create an incredible experience along the Canal.

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Cole reminded Board members to complete and return the Conflict –of Interest Form and Board Roster with any corrections. He noted the Irving Marathon Series "Love on the Run" event is scheduled for Saturday, February 12, for any board members interested in participating. Also, January 28 is the New Board Member Orientation at the ICC.

Cole adjourned the meeting at 12:57 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME

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Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending: January 2022



2201 - ICVB GENERAL

MONTHLY BALANCE SHEET JANUARY 2022

| <u>Assets</u> | | <u>Liabilities</u> | |
|----------------------|--------------|------------------------------------|--------------|
| Cash and equivalents | 5,862,410.14 | Accounts payables | 31,277.50 |
| Investments | 2,611,400.00 | Unearned revenue | 7,847,044.81 |
| | | Total Liabilities | 7,878,322.31 |
| | | Fund Balance (Budgetary basis) | 000 464 40 |
| | | Reserve for encumbrances | 999,164.10 |
| | | Unreserved | (403,676.27) |
| | | Total Fund Balance | 595,487.83 |
| Total Assets | 8,473,810.14 | Total Liabilities and Fund Balance | 8,473,810.14 |



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

| Code Account | MTD Actual | YTD Actual | Revised Budget | YTD % | Encumbered | Available |
|--|------------|--------------|----------------|--------|------------|---------------|
| REVENUE | | | | | | |
| L3 - HOTEL/MOTEL TAX | | | | | | |
| CURRENT YEAR | 566,545.10 | 1,171,305.73 | 5,397,466.00 | 21.7% | 0.00 | 4,226,160.27 |
| PENALTY AND INTEREST | 697.12 | 1,016.92 | 0.00 | 100.0% | 0.00 | (1,016.92) |
| PRIOR YEAR | 40,614.46 | 71,652.73 | 0.00 | 100.0% | 0.00 | (71,652.73 |
| SHORT-TERM RENTALS | 4,460.42 | 8,404.27 | 0.00 | 100.0% | 0.00 | (8,404.27 |
| TOTAL HOTEL/MOTEL TAX | 612,317.10 | 1,252,379.65 | 5,397,466.00 | 23.2% | 0.00 | 4,145,086.35 |
| M1 - INTERGOVERNMENTAL RECEIPTS FROM FEDERAL GOVMT (ARPA) | 0.00 | 0.00 | 7,398,345.00 | 0.0% | 0.00 | 7,398,345.00 |
| M4 - INVESTMENT INCOME | 38.84 | 75.31 | 3,000.00 | 2.5% | 0.00 | 2,924.69 |
| M5 - MISCELLANEOUS | 0.00 | 7,650.00 | 30,000.00 | 25.5% | 0.00 | 22,350.00 |
| | | • | • | | | |
| TOTAL REVENUE | 612,355.94 | 1,260,104.96 | 12,828,811.00 | 9.8% | 0.00 | 11,568,706.04 |
| EXPENDITURES | | | | | | |
| N1 - SALARIES | 176,014.89 | 713,958.03 | 2,617,580.00 | 27.3% | 0.00 | 1,903,621.97 |
| N2 - BENEFITS | 45,365.38 | 190,586.80 | 701,288.00 | 27.2% | 0.00 | 510,701.20 |
| N4 - SUPPLIES | 1,062.44 | 47,946.44 | 31,488.00 | 152.3% | 13,200.00 | (29,658.44) |
| O1 - UTILITIES (COMMUNICATIONS) | 1,549.20 | 4,378.38 | 26,100.00 | 16.8% | 0.00 | 21,721.62 |
| O3 - OUTSIDE SERVICES | | | | | | |
| FREIGHT | 0.55 | 71.04 | 3,000.00 | 2.4% | 0.00 | 2,928.90 |
| MARKETING AND SALES RESOURCES | 2,787.50 | 4,911.00 | 45,380.00 | 10.8% | 0.00 | 40,469.00 |
| MEDIA ADVERTISING | 81,883.00 | 128,324.46 | 582,399.80 | 22.0% | 245,848.39 | 208,226.9 |
| POSTAGE EQUIPMENT RENTAL | 0.85 | 663.01 | 2,650.00 | 25.0% | 1,324.32 | 662.67 |
| PROFESSIONAL SERVICES | 128,295.75 | 1,121,972.81 | 3,173,401.00 | 35.4% | 710,323.69 | 1,341,104.50 |
| PROPERTY MANAGEMENT SERVICES | 0.00 | 348,000.00 | 1,395,000.00 | 24.9% | 0.00 | 1,047,000.00 |
| TOTAL OUTSIDE SERVICES | 212,967.65 | 1,603,942.32 | 5,201,830.80 | 30.8% | 957,496.40 | 2,640,392.08 |
| O4 - TRAVEL - TRAINING - DUES | | | | | | |
| TRAVEL AND TRAINING | 13,064.68 | 17,261.89 | 560,000.00 | 3.1% | 0.00 | 542,738.13 |
| MILEAGE REIMBURSEMENT | 0.90 | 41.85 | 2,500.00 | 1.7% | 0.00 | 2,458.1 |
| MEMBERSHIP AND DUES | 7,698.15 | 25,408.15 | 48,000.00 | 52.9% | 0.00 | 22,591.8 |
| TOTAL TRAVEL - TRAINING - DUES | 20,763.73 | 42,711.89 | 610,500.00 | 7.0% | 0.00 | 567,788.13 |
| O5 - CLAIMS AND INSURANCE | 0.00 | 34,511.25 | 138,045.00 | 25.0% | 0.00 | 103,533.75 |
| O7 - MISCELLANEOUS EXPENSES | | | | | | |
| ADM COST REIMBURSEMENT | 24,492.68 | 50,095.18 | 215,898.00 | 23.2% | 0.00 | 165,802.82 |
| BUSINESS DEV INCENTIVE PROG | 4.02 | 63,893.13 | 500,000.00 | 12.8% | 0.00 | 436,106.8 |
| CONVENTION SERVICES MATERIALS | 0.00 | 3,058.56 | 92,803.83 | 3.3% | 28,467.70 | 61,277.5 |
| EVENT SPONSORSHIPS | 3,000.00 | 51,417.50 | 127,800.00 | 40.2% | 0.00 | 76,382.50 |
| ICVB VOLUNTEER PROGRAM | 0.10 | 0.10 | 5,000.00 | 0.0% | 0.00 | 4,999.90 |
| LOCAL PROGRAMS-PROMOTIONS | 7,510.73 | 24,359.08 | 584,500.00 | 4.2% | 0.00 | 560,140.9 |
| TOTAL MISCELLANEOUS EXPENSES | 35,007.53 | 192,823.55 | 1,526,001.83 | 12.6% | 28,467.70 | 1,304,710.58 |
| P1 - CAPITAL EXPENDITURES | 0.00 | 0.00 | 186,353.00 | 0.0% | 0.00 | 186,353.00 |
| P5 - TRANSFERS OUT | | | | | | |
| TRSF TO ICVB RESERVE | 0.00 | 0.00 | 500,000.00 | 0.0% | 0.00 | 500,000.00 |
| TRSF TO ICVB CONV CENTER | 0.00 | 0.00 | 363,000.00 | 100.0% | 0.00 | 363,000.00 |
| TOTAL TRANSFERS OUT | 0.00 | 0.00 | 863,000.00 | 0.0% | 0.00 | 863,000.00 |
| TOTAL EXPENDITURES | 492,730.82 | 2,830,858.66 | 11,902,186.63 | 23.8% | 999,164.10 | 8,072,163.87 |

| Beginning Fund Balance | 2,166,241.53 |
|------------------------|----------------|
| Revenues | 1,260,104.96 |
| Expenditures | (2,830,858.66) |
| Ending Fund Balance | 595,487.83 |
| | |

NOTE:



2204 - ICVB CONVENTION CENTER MONTHLY BALANCE SHEET

JANUARY 2022

| <u>Assets</u> | | <u>Liabilities</u> | |
|----------------------|--------------|------------------------------------|--------------|
| Cash and equivalents | 2,256,733.66 | Unearned revenue | 2,959,732.65 |
| Investments | 1,603,000.00 | Total Liabilities | 2,959,732.65 |
| | | Fund Balance (Budgetary basis) | |
| | | Reserve for encumbrances | 0.00 |
| | | Unreserved | 900,001.01 |
| | | Total Fund Balance | 900,001.01 |
| Total Assets | 3,859,733.66 | Total Liabilities and Fund Balance | 3,859,733.66 |



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

| Code Account | MTD Actual | YTD Actual | Revised Budget | YTD % | Encumbered | Available |
|------------------------------------|------------|--------------|----------------|-------|------------|--------------|
| REVENUE | | | | | | |
| M1 - INTERGOVERNMENTAL | | | | | | |
| RECEIPTS FROM FEDERAL GOVMT (ARPA) | 0.00 | 0.00 | 2,878,667.00 | 0.0% | 0.00 | 2,878,667.0 |
| M4 - INVESTMENT INCOME | 51.09 | 137.63 | 500.00 | 27.5% | 0.00 | 362.3 |
| M5 - MISCELLANEOUS | 21,924.37 | 1,087,697.48 | 1,264,000.00 | 86.1% | 0.00 | 176,302.5 |
| M6 - TRANSFER FROM ICVB GENERAL | 0.00 | 0.00 | 363,000.00 | 0.0% | 0.00 | 363,000.00 |
| TOTAL REVENUE | 21,975.46 | 1,087,835.11 | 4,506,167.00 | 24.1% | 0.00 | 3,418,331.89 |
| EXPENDITURES N4 - SUPPLIES | 0.00 | 0.00 | 114,794.00 | 0.0% | 0.00 | 114,794.0 |
| N7 - STRUCTURE MAINTENANCE | 21,924.37 | 97,631.48 | 264,000.00 | 37.0% | 0.00 | 166,368.5 |
| O3 - OUTSIDE SERVICES | 0.00 | 0.00 | 352,000.00 | 0.0% | 0.00 | 352,000.0 |
| 04 - TRAVEL / TRAIN / DUES | 0.00 | 0.00 | 35,000.00 | 0.0% | 0.00 | 35,000.0 |
| P1 - CAPITAL EXPENDITURES | 0.00 | 767,030.08 | 2,376,873.00 | 32.3% | 0.00 | 1,609,842.9 |
| TOTAL EXPENDITURES | 21,924.37 | 864,661.56 | 3,142,667.00 | 27.5% | 0.00 | 2,278,005.4 |

| Beginning Fund Balance | 676,827.46 |
|------------------------|--------------|
| Revenues | 1,087,835.11 |
| Expenditures | (864,661.56) |
| Ending Fund Balance | 900,001.01 |
| | |

NOTE

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



Irving Convention and Visitors Bureau Check Register January 2022

| Check # | | Vendor Name | | Invoice | CHECKAI | nount |
|----------|------------|----------------------------------|---|-----------|-----------|----------|
| | Check Date | Object Description | Line Item Description | Amount | ARPA | HOT Tax |
| 80062071 | 1/6/2022 | CHRISTIAN MEETINGS & CONVENTION | DNS ASSOC, LLC | | 425.00 | |
| | | MEDIA ADVERTISING | CARES ACT - ADVERTISING | 425.00 | | |
| 80062072 | 1/6/2022 | TARSUS CONNECT, LLC | | | 8,995.00 | |
| | | MEDIA ADVERTISING | ADVERTISING | 8,995.00 | | |
| 80062073 | 1/6/2022 | CUTTS, SUSAN | | | 550.00 | |
| | | PROFESSIONAL SERVICES | DATA ENTRY SERVICES - DEC 06 - 17, 2021 | 550.00 | | |
| 80062074 | 1/6/2022 | FOJTASEK, LORI | | | | 75.00 |
| | | COMMUNICATIONS | OCT 2021 - CELL | 75.00 | | |
| 80062075 | 1/6/2022 | IMAGO MEDIA, INC. | | | 2,000.00 | |
| | | MEDIA ADVERTISING | ADVERTISING | 2,000.00 | | |
| 80062076 | 1/6/2022 | MALONEY STRATEGIC COMMUNICA | TION INC | | 19,017.94 | |
| | | PROFESSIONAL SERVICES | 2021 ICVB HOLIDAY VIDEO | 8,665.12 | | |
| 1 | | PROFESSIONAL SERVICES | 2021 ICVB HOLIDAY MAILING | 10,352.82 | | |
| 80062077 | 1/6/2022 | MANSOUR, KAYLA | | | | 75.00 |
| | | COMMUNICATIONS | OCT 2021 - CELL | 75.00 | | |
| 80062078 | 1/6/2022 | PETTY CASH | | | 100.00 | |
| | | LOCAL PROGRAMS-PROMOTIONS | PETTY CASH | 100.00 | | |
| 80062079 | 1/6/2022 | PITNEY BOWES GLOBAL FINANCIAL | SERVICES, LLC | | | 662.16 |
| | | POSTAGE EQUIPMENT RENTAL | POSTAGE EQUIPMENT | 662.16 | | |
| 80062080 | 1/13/2022 | AMERICAN EXPRESS TRAVEL RELATE | D SERVICES CO, INC | | 22,780.95 | 3,065.05 |
| | | ACCOUNTS PAYABLE | DEC 2021 - RECEIPTS | 25,846.00 | | |
| 80062081 | 1/13/2022 | AMERICAN SOCIETY OF ASSOCIATIO | N EXECUTIVES | | 10,833.00 | |
| | | MEDIA ADVERTISING | ADVERTISING | 10,833.00 | | |
| 80062082 | 1/13/2022 | TARSUS CONNECT, LLC | | | 41,005.00 | |
| | | MEDIA ADVERTISING | ADVERTISING | 41,005.00 | | |
| 80062083 | 1/13/2022 | CUTTS, SUSAN | | | 656.25 | |
| | | PROFESSIONAL SERVICES | DATA ENTRY SERVICES - DEC 20 - 31, 2021 | 656.25 | | |
| 80062084 | 1/13/2022 | DALLAS FORT WORTH AIRPORT MAI | RRIOTT | | 1,419.00 | |
| | | BUSINESS DEV INCENTIVE PROG | BLUE-GREY ALL AMERICAN BOWL/DEC 2021 | 1,419.00 | | |
| 80062085 | 1/13/2022 | EX DALLAS LP | | | 2,906.00 | |
| | | BUSINESS DEV INCENTIVE PROG | BROWNELL ACADEMY/NOV 2021 | 2,435.00 | | |
| 1 | | BUSINESS DEV INCENTIVE PROG | WASHINGTON FOOTBALL/DEC 2021 | 471.00 | | |
| 80062086 | 1/13/2022 | IRVING - LAS COLINAS ROTARY CLUE | 3 | | | 40.00 |
| | | MEMBERSHIPS, CERTS, & LICENSES | DECEMBER 2021 | 40.00 | | |
| 80062087 | 1/13/2022 | MEETING PROFESSIONALS INTERNA | TIONAL | | 12,875.00 | |
| | | MEDIA ADVERTISING | ADVERTISING | 7,375.00 | | |
| | | MEDIA ADVERTISING | ADVERTISING | 5,500.00 | | |
| 80062088 | 1/13/2022 | TINA CHERRI SEEBARAN | | | 1,666.37 | |
| | | MARKETING RESOURCES | HAND SANITIZER (PROMOTIONAL ITEM) | 1,666.37 | | |
| 80062089 | 1/13/2022 | SHERATON DFW AIRPORT HOTEL | | | 1,365.00 | |
| | | BUSINESS DEV INCENTIVE PROG | ASSURANT-PROJECT PHOENIX/WK 7/NOV 2021 | 456.00 | | |
| | | BUSINESS DEV INCENTIVE PROG | ASSURANT-PROJECT PHOENIX/WK 8/NOV 2021 | 321.00 | | |
| | | BUSINESS DEV INCENTIVE PROG | ASSURANT-PROJECT PHOENIX/WK 9/DEC 2021 | 588.00 | | |
| 80062090 | 1/13/2022 | SIMPLEVIEW WORLDWIDE, INC. | | | 67,519.25 | |
| | | PROFESSIONAL SERVICES | 2ND QUARTER | 7,375.00 | | |
| | | PROFESSIONAL SERVICES | 2ND QUARTER | 60,144.25 | | |
| 80062091 | 1/13/2022 | TUCKER & ASSOCIATES, LLC | | | 4,081.21 | |
| | | PROFESSIONAL SERVICES | DEC 2021 - REIMBURSABLES | 81.21 | | |
| | | PROFESSIONAL SERVICES | MONTHLY RETAINER - JAN 2022 | 4,000.00 | | |
| 80062092 | 1/20/2022 | CELLCO PARTNERSHIP | - | , | | 329.03 |
| | . · | COMMUNICATIONS | DECEMBER 2021 | 159.44 | | |
| | | COMMUNICATIONS | DECEMBER 2021 | 93.33 | | |
| | | COMMUNICATIONS | DECEMBER 2021 | 76.26 | | |
| | | | | | | |
| 80062093 | 1/20/2022 | CUTTS, SUSAN | | | 787.50 | |



Irving Convention and Visitors Bureau Check Register January 2022

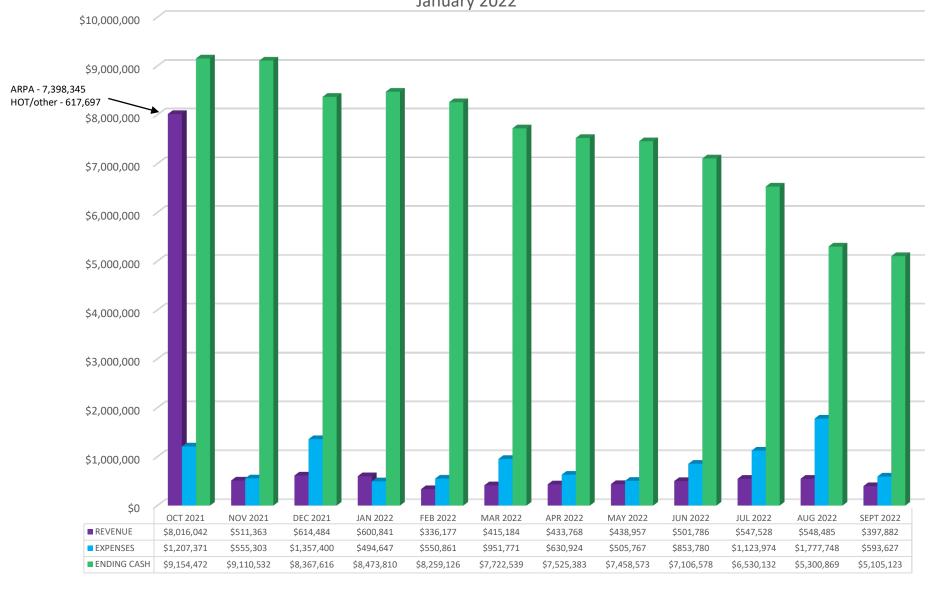
| | | Vendor Name | | Invoice | Check Amo | ount |
|---|-------------|--------------------------------|--|-----------|---|----------|
| Check # | Check Date | Object Description | Line Item Description | Amount | ARPA | HOT Tax |
| 80062094 | 1/20/2022 | DALLAS FORT WORTH AIRPORT MARI | RIOTT | | 2,425.00 | |
| | | BUSINESS DEV INCENTIVE PROG | BLUE-GREY EVENTS ALL AMERICAN TEAM/JAN 2022 | 1,185.00 | | |
| | | BUSINESS DEV INCENTIVE PROG | NORTH TX OLYMPIC WEIGHTLIFTING/JAN 2022 | 1,240.00 | | |
| 80062095 | 1/20/2022 | DELL MARKETING L P | · | , | 38,892.76 | |
| | - ,, | OFFICE MACHINERY LESS 5000 | DELL COMPUTERS / LAPTOPS FOR STAFF | 38,892.76 | , | |
| 30062096 | 1/20/2022 | EAUTOFEEDBACK, LLC | | | 1,800.00 | |
| ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | -, -0, -0 | PROFESSIONAL SERVICES | ANNUAL CONTRACT FEE - 2/1/22 - 1/31/23 | 1,800.00 | _,000.00 | |
| 80062097 | 1/20/2022 | EX DALLAS LP | 7.11.107.12.007.11.107.12.12.12.12.12.12.12.12.12.12.12.12.12. | 2,000.00 | | 882.0 |
| ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 1, 20, 2022 | MEMBERSHIPS, CERTS, & LICENSES | JANUARY 2022 | 882.00 | | 002.0 |
| 80062098 | 1/20/2022 | CITY OF IRVING ARTS CENTER | 5 LOZZ | 332.33 | 120.00 | |
| .0002030 | 1, 20, 2022 | BUSINESS DEV INCENTIVE PROG | SHADOW OF THE SIXTIES/MOTOWN/DEC 2021 | 120.00 | 120.00 | |
| 80062099 | 1/20/2022 | LAUDA, MARIANNE | STADOW OF THE SIXTIES/MOTOWN/DEC 2021 | 120.00 | | 75.0 |
| 0002099 | 1/20/2022 | COMMUNICATIONS | DEC 2021 - CELL | 75.00 | | 75.0 |
| 0063100 | 1/20/2022 | | DEC 2021 - CELL | 75.00 | 1,080.00 | |
| 30062100 | 1/20/2022 | MILLA, MIGUEL | ENTERTAINING FOR MORTH TV CVR RECERTION (IAN) | 1 000 00 | 1,080.00 | |
| | | TRAVEL AND TRAINING | ENTERTAINMENT FOR NORTH TX CVB RECEPTION/JAN 2022 | 1,080.00 | | |
| 0062101 | 1/20/2022 | PETTY, BRICE | | | | 71.6 |
| | | COMMUNICATIONS | DEC 2021 - CELL | 71.66 | | |
| 0062102 | 1/20/2022 | ROSE, SUSAN | | | | 43.6 |
| | | COMMUNICATIONS | DEC 2021 - CELL | 43.65 | | |
| 80062103 | 1/20/2022 | SIMPLEVIEW WORLDWIDE, INC. | | | 5,200.00 | |
| | | PROFESSIONAL SERVICES | MINT+ SUBSCRIPTION: JAN 1, 2022 - DEC 31, 2022 | 5,200.00 | | |
| 0062104 | 1/20/2022 | SMG | | | 5,545.25 | 1,406.1 |
| | | BUSINESS DEV INCENTIVE PROG | NOVATECH/COPIER RENTAL FOR USA JUDO | 550.00 | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | , |
| | | PROFESSIONAL SERVICES | NETWORK SERVICES | 4,995.25 | | |
| | | LOCAL PROGRAMS-PROMOTIONS | CATERING | 1,406.16 | | |
| 0062105 | 1/20/2022 | SMG | | 2, 100.20 | | 21,924.3 |
| 0002103 | 1, 20, 2022 | BUILDINGS MAINT | WESTIN GARAGE RENTAL - JAN 2022 | 21,924.37 | | 21,324.3 |
| 0062106 | 1/20/2022 | STAPLES | WESTIN GARAGE REINFILE SAN ZOZZ | 21,324.37 | 221.39 | (16.98 |
| 0002100 | 1/20/2022 | OFFICE SUPPLIES | OFFICE SUPPLIES | 221.39 | 221.33 | (10.50 |
| | | BUSINESS DEV INCENTIVE PROG | OFFICE SUPPLIES | (16.98) | | |
| 0062107 | 1/20/2022 | | OFFICE SOFFEIES | (10.98) | | 75.0 |
| 0062107 | 1/20/2022 | STODDARD, CAROL | DEC 2021 CELL | 75.00 | | 75.0 |
| 0063400 | 4 /20 /2022 | COMMUNICATIONS | DEC 2021 - CELL | 75.00 | 550.00 | |
| 0062108 | 1/20/2022 | TRACEY LEINEN | NEL TRAVEL DIRECTORS NATS (MARCH 27 20, 2022 | 550.00 | 550.00 | |
| | . /0= /000 | TRAVEL AND TRAINING | NFL TRAVEL DIRECTORS MTG/MARCH 27-29, 2022 | 550.00 | | |
| 0062109 | 1/25/2022 | 2SYNERGIZE, INC. | | | | 0.0 |
| | | SUBSCRIPTIONS-PUBLICATIONS | BANK OF AMERICA UPLOAD TEST | 0.05 | | |
| 30062110 | 1/25/2022 | ADCO ADVERTISING | | | | 0.2 |
| | | COMMUNICATIONS | BANK OF AMERICA UPLOAD TEST | 0.25 | | |
| 30062111 | 1/25/2022 | ARROW ELECTRONICS, INC | | | | 0.8 |
| | | POSTAGE EQUIPMENT RENTAL | BANK OF AMERICA UPLOAD TEST | 0.85 | | |
| 80062112 | 1/25/2022 | , | | | | 0.4 |
| | | PROFESSIONAL SERVICES | BANK OF AMERICA UPLOAD TEST | 0.42 | | |
| 80062113 | 1/25/2022 | BRIGHT BUSINESS MEDIA | | | | 0.6 |
| | | LOCAL PROGRAMS-PROMOTIONS | BANK OF AMERICA UPLOAD TEST | 0.60 | | |
| 80062114 | 1/25/2022 | CINA, BENJAMIN | | | | 0.7 |
| | | TRAVEL AND TRAINING | BANK OF AMERICA UPLOAD TEST | 0.75 | | |
| 0062115 | 1/25/2022 | CIRCLE R RANCH | | | | 1.0 |
| | | POSTAGE | BANK OF AMERICA UPLOAD TEST | 1.01 | | |
| 0062116 | 1/25/2022 | DELI MANAGEMENT, INC. | | | | 1.2 |
| | | LOCAL PROGRAMS-PROMOTIONS | BANK OF AMERICA UPLOAD TEST | 1.25 | | |
| 0062117 | 1/25/2022 | DHD FILMS | | | | 0.5 |
| | | FREIGHT | BANK OF AMERICA UPLOAD TEST | 0.55 | | |
| 0062118 | 1/25/2022 | EDELMAN | | | | 1.1 |
| | - | MEMBERSHIPS, CERTS, & LICENSES | BANK OF AMERICA UPLOAD TEST | 1.15 | | |
| | | , ., ., | · | | | |



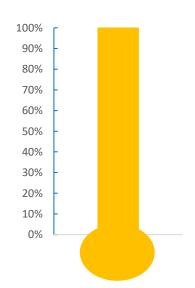
Irving Convention and Visitors Bureau Check Register January 2022

| Check # | | Vendor Name | Line Hear Description | Invoice | Check Am | |
|----------|------------|---|-----------------------------|------------|---------------------|-----------|
| CHECK # | Check Date | Object Description | Line Item Description | Amount | ARPA | НОТ Тах |
| 80062119 | 1/25/2022 | EFW INC | | | | 0.10 |
| | | ICVB VOLUNTEER PROGRAM | BANK OF AMERICA UPLOAD TEST | 0.10 | | |
| 80062120 | 1/25/2022 | ESP, INC. | | | | 0.70 |
| | | MILEAGE REIMBURSEMENT | BANK OF AMERICA UPLOAD TEST | 0.70 | | |
| 80062121 | 1/25/2022 | INTACCT CORPORATION | | | | 0.35 |
| | | SUBSCRIPTIONS-PUBLICATIONS | BANK OF AMERICA UPLOAD TEST | 0.35 | | |
| 80062122 | 1/25/2022 | JR PRODUCTIONS INC. | | | | 1.22 |
| | | TRAVEL AND TRAINING | BANK OF AMERICA UPLOAD TEST | 1.22 | | |
| 80062123 | 1/25/2022 | KANE RUSSELL COLEMAN LOGAN PC | | | | 0.47 |
| | | COMMUNICATIONS | BANK OF AMERICA UPLOAD TEST | 0.47 | | |
| 80062124 | 1/25/2022 | MONSTER VISION PRODUCTIONS | | | | 0.90 |
| | | PROFESSIONAL SERVICES | BANK OF AMERICA UPLOAD TEST | 0.90 | | |
| 80062125 | 1/25/2022 | NESTLE USA | | | | 1.15 |
| | | SUBSCRIPTIONS-PUBLICATIONS | BANK OF AMERICA UPLOAD TEST | 1.15 | | |
| 80062126 | 1/25/2022 | ORTHOFIX INC | | | | 0.35 |
| | | TRAVEL AND TRAINING | BANK OF AMERICA UPLOAD TEST | 0.35 | | |
| 80062127 | 1/25/2022 | PICTURE THIS GREEN SCREEN | | | | 1.10 |
| | | MEMBERSHIPS, CERTS, & LICENSES | BANK OF AMERICA UPLOAD TEST | 1.10 | | |
| 80062128 | 1/25/2022 | R FOX DESIGNS, LP | | | | 0.20 |
| | | MILEAGE REIMBURSEMENT | BANK OF AMERICA UPLOAD TEST | 0.20 | | |
| 80062129 | 1/25/2022 | RASHADA, LUQMAN | | | | 1.00 |
| | | POSTAGE | BANK OF AMERICA UPLOAD TEST | 1.00 | | |
| 80062130 | 1/25/2022 | REAL RESOURCES, INC. | | | | 0.17 |
| | | SUBSCRIPTIONS-PUBLICATIONS | BANK OF AMERICA UPLOAD TEST | 0.17 | | |
| 80062131 | 1/25/2022 | SELLINGER'S POWER GOLF, LTD | | | | 0.95 |
| | | PROFESSIONAL SERVICES | BANK OF AMERICA UPLOAD TEST | 0.95 | | |
| 80062132 | 1/25/2022 | THE GLASS DOCTOR | | | | 0.80 |
| | | COMMUNICATIONS | BANK OF AMERICA UPLOAD TEST | 0.80 | | |
| 80062133 | 1/25/2022 | XRX INC. | | | | 0.60 |
| | | LOCAL PROGRAMS-PROMOTIONS | BANK OF AMERICA UPLOAD TEST | 0.60 | | |
| | | Total Number of Investors | 76 | 202 540 04 | 254 946 97 | 20 724 04 |
| | | Total Number of Invoices Total Number of Checks | 76 63 | 283,540.91 | 254,816.87 89.9% | 28,724.04 |
| | | Total Number of Checks | 63 | | 89.9% | 10.1% |

Irving Convention and Visitors Bureau FY21 Cash Flow January 2022



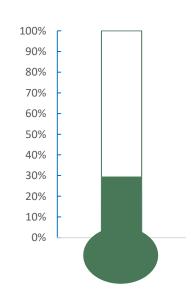




GOAL: \$500,000 ACHIEVED: \$500,000

FY22 YEAR END GOAL N/A

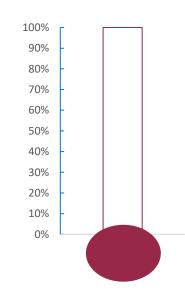
GENERAL FUND



GOAL: \$2,000,000 CURRENT: \$595,488

FY22 YEAR END GOAL \$2,000,000

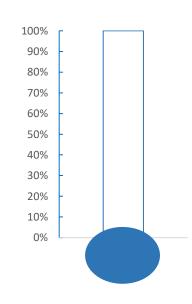
CATASTROPHIC RESERVE



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

FY22 YEAR END GOAL \$500,000

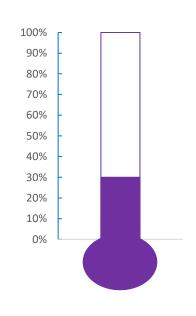
COMPUTER FUND



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

FY22 YEAR END GOAL N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000 CURRENT: \$900,001

FY22 YEAR END GOAL \$1,000,000



ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending: December 2021

IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX 2021 - 2022

| LU> | (URY & FULL SERVICE | OCT 2021 | NOV 2021 | DEC 2021 |
|-----------|--|------------|------------|-----------------|
| 1 | Atrium Hotel and Suites DFW Airport | 3,783.84 | 4,528.42 | 4,045.56 |
| 2 | Dallas Marriott Hotel Las Colinas | 37,970.09 | 33,483.93 | 24,467.35 |
| 3 | DFW Airport Hotel & Conference Center | 2,628.37 | 2,490.29 | 1,924.10 |
| 4 | DFW Airport Marriott | 40,597.86 | 44,001.44 | 24,067.21 |
| 5 | Doubletree by Hilton DFW Airport North | 0.00 | 0.00 | 0.00 |
| 6 | Embassy Suites DFW Airport South | 23,760.06 | 22,304.84 | 19,367.30 |
| 7 | Four Seasons Resort & Club | 82,177.41 | 80,697.71 | 62,241.41 |
| 8 | Hilton Garden Inn DFW Airport South | 10,967.90 | 10,423.32 | 7,286.49 |
| 9 | Hilton Garden Inn Las Colinas | 10,627.57 | 9,520.04 | 7,534.88 |
| 10 | Holiday Inn Irving Las Colinas | 7,069.28 | 5,548.92 | 5,579.88 |
| 11 | NYLO Las Colinas Tapestry Collection by Hilton | 13,102.22 | 11,870.42 | 10,551.36 |
| 12 | Omni Las Colinas Hotel | 32,743.44 | 28,486.90 | 20,256.44 |
| 13 | Sheraton DFW Airport Hotel | 0.00 | 0.00 | 0.00 |
| 14 | Texican Court | 10,626.37 | 10,238.59 | 9,334.91 |
| 15 | Westin DFW Airport | 40,206.91 | 35,351.72 | 3,075.04 |
| TO | TAL LUXURY & FULL SERVICE | 316,261.32 | 298,946.54 | 199,731.93 |
| 16 | Westin Irving Convention Center Las Colinas | 36,557.50 | 37,876.68 | 25,412.52 |

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

| ALL | SUITE / EXTENDED STAY | OCT 2021 | NOV 2021 | DEC 2021 |
|-----------|---|------------|-----------|-----------|
| 1 | Comfort Inn DFW Airport North | 4,642.86 | 3,309.17 | 3,780.49 |
| 2 | Comfort Suites DFW Airport North | 5,488.66 | 4,961.09 | 4,613.53 |
| 3 | Comfort Suites Las Colinas | 1,207.02 | 1,001.82 | 936.22 |
| 4 | Country Inn & Suites by Carlson DFW Airport South | 3,521.75 | 3,282.54 | 2,924.99 |
| 5 | Element DFW Airport North | 8,065.41 | 7,212.62 | 0.00 |
| 6 | Extended Stay America Dallas DFW Airport North | 2,337.12 | 1,394.21 | 1,320.19 |
| 7 | Extended Stay America Dallas Las Colinas | 1,858.48 | 1,476.93 | 1,472.61 |
| 8 | Extended Stay Deluxe Green Park | 1,237.03 | 1,109.52 | 1,706.64 |
| 9 | Extended Stay Deluxe Las Colinas | 1,189.45 | 944.16 | 653.92 |
| 10 | Hawthorne Suites Irving DFW Airport South | 2,318.89 | 1,608.81 | 1,119.44 |
| 11 | Hawthorne Suites DFW Airport North | closed | closed | closed |
| 12 | Holiday Inn Express Hotel & Suites DFW Airport North | 8,560.70 | 7,620.69 | 7,237.90 |
| 13 | Holiday Inn Express Hotel & Suites DFW Airport South | 8,115.66 | 7,085.52 | 6,911.36 |
| 14 | Holiday Inn Express Hotel & Suites Irving Las Colinas | 6,643.96 | 5,913.14 | 4,722.48 |
| 15 | Home Towne Studios Dallas Irving | 2,154.29 | 1,795.08 | 1,689.38 |
| 16 | Homewood Suites by Hilton DFW Airport North | 5,470.96 | 5,395.49 | 4,856.84 |
| 17 | Homewood Suites by Hilton Las Colinas | 9,559.37 | 8,304.84 | 0.00 |
| 18 | Hyatt House Dallas Las Colinas | 0.00 | 0.00 | 0.00 |
| 19 | Oakwood Waterwalk Dallas Las Colinas | 1,984.60 | 1,855.77 | 2,350.07 |
| 20 | Residence Inn Dallas DFW Airport North Irving | 4,867.76 | 4,676.38 | 3,897.89 |
| 21 | Residence Inn Dallas Las Colinas | 5,802.06 | 5,722.54 | 6,093.38 |
| 22 | Sonesta ES Suites Dallas Las Colinas | 3,044.44 | 2,832.77 | 1,939.41 |
| 23 | Sonesta Simply Suites Dallas Las Colinas | 1,393.66 | 1,796.70 | 1,341.21 |
| 24 | Springhill Suites Dallas DFW Airport East Las Colinas | 4,876.33 | 4,763.28 | 4,562.12 |
| 25 | Staybridge Suites DFW Airport North | 3,120.31 | 3,201.63 | 2,504.37 |
| 26 | TownePlace Suites Dallas DFW Airport North Irving | 7,718.96 | 6,249.28 | 2,668.04 |
| 27 | TownePlace Suites Dallas Las Colinas | 4,539.84 | 4,987.08 | 3,395.01 |
| 28 | Woodspring Suites Signature | 2,349.47 | 1,162.23 | 1,192.49 |
| TOI | AL ALL SUITE / EXTENDED STAY | 112,069.04 | 99,663.29 | 73,889.98 |

| BU | OGET SERVICE | OCT 2021 | NOV 2021 | DEC 2021 |
|-----|---|-----------|-----------|-----------|
| 1 | Arya Inn & Suites | 879.39 | 888.61 | 905.60 |
| 2 | Best Western Irving Inn & Suites DFW South | 3,431.08 | 3,713.85 | 3,820.29 |
| 3 | Budget Inn & Suites | 67.69 | 64.05 | 68.02 |
| 4 | Budget Suites of America Las Colinas | 586.81 | 1,373.32 | 1,215.12 |
| 5 | Clarion Inn & Suites | 3,955.98 | 3,367.31 | 0.00 |
| 6 | Crossroads Hotel & Suites | 1,412.00 | 1,128.59 | 1,584.58 |
| 7 | Days Inn | 4,913.29 | 4,450.75 | 4,299.64 |
| 8 | Days Inn DFW Airport North | 4,038.04 | 3,616.35 | 3,732.00 |
| 9 | Delux Inn | 812.48 | 796.11 | 713.63 |
| 10 | Delux Suites Motel | 63.46 | 62.08 | 68.40 |
| 11 | Gateway Inn | 626.89 | 618.08 | 531.10 |
| 12 | Magnuson Extended Stay & Suites Airport Hotel | 1,804.86 | 1,677.43 | 1,163.84 |
| 13 | Motel 6 Dallas DFW South | 1,721.00 | 1,672.73 | 1,680.21 |
| 14 | Motel 6 Dallas Irving | 3,527.81 | 3,148.09 | 2,880.32 |
| 15 | Motel 6 DFW North | 3,162.99 | 2,557.99 | 2,256.37 |
| 16 | Motel 6 Irving Loop 12 | 1,056.56 | 993.72 | 929.88 |
| 17 | OYO Hotel DFW Airport South | 2,123.70 | 1,864.07 | 1,679.80 |
| 18 | OYO Hotel DFW Airport North | 348.26 | 0.00 | 558.36 |
| 19 | Quality Inn & Suites DFW Airport South | 2,760.11 | 2,611.23 | 2,426.30 |
| 20 | Red Roof Inn Dallas DFW Airport North | 5,648.37 | 4,819.00 | 4,412.49 |
| 21 | Studio 6 / Motel 6 DFW Airport East | 2,976.50 | 2,680.54 | 2,872.95 |
| 22 | Super 8 Hotel DFW South | 2,981.53 | 2,347.31 | 2,381.92 |
| 23 | Super 8 Motel DFW North | 2,893.74 | 2,790.12 | 2,738.58 |
| TO1 | AL BUDGET SERVICE | 51,792.54 | 47,241.33 | 42,919.40 |

| LIMITED SERVICE | | OCT 2021 | NOV 2021 | DEC 2021 |
|-----------------|--|------------------|------------|-----------|
| 1 | aLoft Las Colinas | 9,963.33 | 9,010.54 | 7,762.02 |
| 2 | Best Western Plus DFW Airport Suites North | 4,582.23 | 4,054.27 | 3,477.43 |
| 3 | Courtyard Dallas DFW Airport North Irving | 13,203.24 | 12,661.84 | 10,210.14 |
| 4 | Courtyard Dallas DFW Airport South Irving | <i>12,273.74</i> | 10,168.05 | 0.00 |
| 5 | Courtyard Dallas Las Colinas | 7,753.24 | 7,210.28 | 5,366.04 |
| 6 | Fairfield Inn & Suites Dallas DFW Airport South Irving | 7,950.62 | 7,232.38 | 6,818.02 |
| 7 | Fairfield Inn & Suites Dallas Las Colinas | 3,972.25 | 3,847.11 | 3,656.16 |
| 8 | Fairfield Inn Dallas DFW Airport North Irving | 6,026.25 | 6,927.03 | 6,498.87 |
| 9 | Hampton Inn Dallas Irving Las Colinas | 6,961.53 | 6,651.29 | 5,594.17 |
| 10 | Home2 Suites by Hilton DFW Airport North | 8,814.52 | 7,626.08 | 6,272.30 |
| 11 | Home2 Suites by Hilton DFW Airport South Irving | 8,736.38 | 7,253.49 | 6,041.81 |
| 12 | Hyatt Place Dallas Las Colinas | 8,272.42 | 6,694.98 | 6,003.59 |
| 13 | Jefferson Street Bed & Breakfast Inn | 0.00 | 0.00 | 0.00 |
| 14 | La Quinta Inn & Suites DFW Airport North | 8,532.36 | 9,274.42 | 1,696.48 |
| 15 | La Quinta Inn & Suites DFW Airport South | 6,177.91 | 5,317.02 | 4,875.56 |
| 16 | La Quinta Inn Hotel & Suites Las Colinas | 4,027.91 | 4,342.81 | 1,967.45 |
| 17 | Quality Inn & Suites DFW Airport | 5,650.45 | 5,134.51 | 5,148.08 |
| 18 | Residence Inn Dallas DFW Airport South Irving | 9,455.50 | 9,282.06 | 7,089.43 |
| 19 | Wingate Inn by Wyndham Dallas Las Colinas | 4,139.93 | 3,224.25 | 0.00 |
| 20 | Wingate Inn by Wyndham DFW Airport North | 3,940.92 | 3,105.10 | 3,189.95 |
| ТОТ | AL LIMITED SERVICE | 140,434.73 | 129,017.51 | 91,667.50 |

| TOTAL SHORT TERM RENTALS | 4,059.56 | 4,374.48 | 3,077.28 |
|--------------------------|----------|----------|----------|
| Number of locations | 50 | 53 | 44 |

| SUMMARY | OCT 2021 | NOV 2021 | DEC 2021 |
|--------------|------------|--------------|--------------|
| | | | |
| GRAND TOTAL | 624,617.19 | 579,243.15 | 411,286.09 |
| BUDGET | 455,404.00 | 400,078.00 | 336,177.00 |
| DIFFERENCE | 169,213.19 | 179,165.15 | 75,109.09 |
| | 37.2% | 44.8% | 22.3% |
| YEAR TO DATE | | | |
| ACTUAL | 624,617.19 | 1,203,860.34 | 1,615,146.43 |
| BUDGET | 455,404.00 | 855,482.00 | 1,191,659.00 |
| DIFFERENCE | 169,213.19 | 348,378.34 | 423,487.43 |

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

| LUX | URY & FULL SERVICE | NOV 2020 | NOV 2021 | DIFFERENCE | PERCENT |
|-----------|--|-----------|------------|------------|----------|
| 1 | Atrium Hotel and Suites DFW Airport | 1,350.47 | 4,528.42 | 3,177.95 | 235.32% |
| 2 | Dallas Marriott Hotel Las Colinas | 6,318.26 | 33,483.93 | 27,165.67 | 429.95% |
| 3 | DFW Airport Hotel & Conference Center | 416.13 | 2,490.29 | 2,074.16 | 498.44% |
| 4 | DFW Airport Marriott | 13,398.13 | 44,001.44 | 30,603.31 | 228.41% |
| 5 | Doubletree by Hilton DFW Airport North | 5,270.97 | 0.00 | (5,270.97) | -100.00% |
| 6 | Embassy Suites DFW Airport South | 8,754.21 | 22,304.84 | 13,550.63 | 154.79% |
| 7 | Four Seasons Resort & Club | 20,807.95 | 80,697.71 | 59,889.76 | 287.82% |
| 8 | Hilton Garden Inn DFW Airport South | 3,794.30 | 10,423.32 | 6,629.02 | 174.71% |
| 9 | Hilton Garden Inn Las Colinas | 2,088.01 | 9,520.04 | 7,432.03 | 355.94% |
| 10 | Holiday Inn Irving Las Colinas | 2,441.05 | 5,548.92 | 3,107.87 | 127.32% |
| 11 | NYLO Las Colinas Tapestry Collection by Hilton | 3,172.37 | 11,870.42 | 8,698.05 | 274.18% |
| 12 | Omni Las Colinas Hotel | 8,238.86 | 28,486.90 | 20,248.04 | 245.76% |
| 13 | Sheraton DFW Airport Hotel | 2,901.17 | 0.00 | (2,901.17) | -100.00% |
| 14 | Texican Court | 4,277.56 | 10,238.59 | 5,961.03 | 139.36% |
| 15 | Westin DFW Airport | 4,697.05 | 35,351.72 | 30,654.67 | 652.64% |
| TO | AL LUXURY & FULL SERVICE | 87,926.49 | 298,946.54 | 211,020.05 | 240.00% |
| 16 | Westin Irving Convention Center Las Colinas | 8,918.25 | 37,876.68 | 28,958.43 | 324.71% |

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 | NOV 2020 | NOV 2021 | DIFFERENCE | PERCENT |
|-----|---|-----------|-----------|------------|----------|
| 1 | Comfort Inn DFW Airport North | 2,025.07 | 3,309.17 | 1,284.10 | 63.41% |
| 2 | Comfort Suites DFW Airport North | 2,368.47 | 4,961.09 | 2,592.62 | 109.46% |
| 3 | Comfort Suites Las Colinas | 426.28 | 1,001.82 | 575.54 | 135.01% |
| 4 | Country Inn & Suites by Carlson DFW Airport South | 1,474.85 | 3,282.54 | 1,807.69 | 122.57% |
| 5 | Element DFW Airport North | 2,166.92 | 7,212.62 | 5,045.70 | 232.85% |
| 6 | Extended Stay America Dallas DFW Airport North | 423.91 | 1,394.21 | 970.30 | 228.89% |
| 7 | Extended Stay America Dallas Las Colinas | 862.39 | 1,476.93 | 614.54 | 71.26% |
| 8 | Extended Stay Deluxe Green Park | 551.80 | 1,109.52 | 557.72 | 101.07% |
| 9 | Extended Stay Deluxe Las Colinas | 475.72 | 944.16 | 468.44 | 98.47% |
| 10 | Hawthorne Suites Irving DFW Airport South | 476.79 | 1,608.81 | 1,132.02 | 237.43% |
| 11 | Hawthorne Suites DFW Airport North | 1,639.21 | closed | (1,639.21) | -100.00% |
| 12 | Holiday Inn Express Hotel & Suites DFW Airport North | 1,849.26 | 7,620.69 | 5,771.43 | 312.09% |
| 13 | Holiday Inn Express Hotel & Suites DFW Airport South | 1,561.44 | 7,085.52 | 5,524.08 | 353.78% |
| 14 | Holiday Inn Express Hotel & Suites Irving Las Colinas | 1,474.14 | 5,913.14 | 4,439.00 | 301.12% |
| 15 | Home Towne Studios Dallas Irving | 1,565.12 | 1,795.08 | 229.96 | 14.69% |
| 16 | Homewood Suites by Hilton DFW Airport North | 2,848.36 | 5,395.49 | 2,547.13 | 89.42% |
| 17 | Homewood Suites by Hilton Las Colinas | 5,007.87 | 8,304.84 | 3,296.97 | 65.84% |
| 18 | Hyatt House Dallas Las Colinas | 1,630.91 | 0.00 | (1,630.91) | -100.00% |
| 19 | Oakwood Waterwalk Dallas Las Colinas | 2,289.07 | 1,855.77 | (433.30) | -18.93% |
| 20 | Residence Inn Dallas DFW Airport North Irving | 1,876.10 | 4,676.38 | 2,800.28 | 149.26% |
| 21 | Residence Inn Dallas Las Colinas | 3,432.69 | 5,722.54 | 2,289.85 | 66.71% |
| 22 | Sonesta ES Suites Dallas Las Colinas | 2,186.73 | 2,832.77 | 646.04 | 29.54% |
| 23 | Sonesta Simply Suites Dallas Las Colinas | 758.03 | 1,796.70 | 1,038.67 | 137.02% |
| 24 | Springhill Suites Dallas DFW Airport East Las Colinas | 1,329.28 | 0.00 | (1,329.28) | -100.00% |
| 25 | Staybridge Suites DFW Airport North | 2,472.53 | 3,201.63 | 729.10 | 29.49% |
| 26 | TownePlace Suites Dallas DFW Airport North Irving | 1,804.44 | 6,249.28 | 4,444.84 | 246.33% |
| 27 | TownePlace Suites Dallas Las Colinas | 1,997.10 | 4,987.08 | 2,989.98 | 149.72% |
| 28 | Woodspring Suites Signature | 831.43 | 1,162.23 | 330.80 | 39.79% |
| TO | AL ALL SUITE / EXTENDED STAY | 47,805.91 | 94,900.01 | 47,094.10 | 98.51% |

| BUI | OGET SERVICE | NOV 2020 | NOV 2021 | DIFFERENCE | PERCENT |
|-----|---|-----------|-----------|------------|---------|
| 1 | Arya Inn & Suites | 594.56 | 888.61 | 294.05 | 49.46% |
| 2 | Best Western Irving Inn & Suites DFW South | 2,325.97 | 3,713.85 | 1,387.88 | 59.67% |
| 3 | Budget Inn & Suites | 31.82 | 64.05 | 32.23 | 101.29% |
| 4 | Budget Suites of America Las Colinas | 766.91 | 1,373.32 | 606.41 | 79.07% |
| 5 | Clarion Inn & Suites | 1,006.81 | 3,367.31 | 2,360.50 | 234.45% |
| 6 | Crossroads Hotel & Suites | 783.14 | 1,128.59 | 345.45 | 44.11% |
| 7 | Days Inn | 2,226.42 | 4,450.75 | 2,224.33 | 99.91% |
| 8 | Days Inn DFW Airport North | 2,191.26 | 3,616.35 | 1,425.09 | 65.04% |
| 9 | Delux Inn | 538.10 | 796.11 | 258.01 | 47.95% |
| 10 | Delux Suites Motel | 123.98 | 62.08 | (61.90) | -49.93% |
| 11 | Gateway Inn | 371.64 | 618.08 | 246.44 | 66.31% |
| 12 | Magnuson Extended Stay & Suites Airport Hotel | 1,104.81 | 1,677.43 | 572.62 | 51.83% |
| 13 | Motel 6 Dallas DFW South | 1,214.36 | 1,672.73 | 458.37 | 37.75% |
| 14 | Motel 6 Dallas Irving | 1,666.13 | 3,148.09 | 1,481.96 | 88.95% |
| 15 | Motel 6 DFW North | 1,633.80 | 2,557.99 | 924.19 | 56.57% |
| 16 | Motel 6 Irving Loop 12 | 793.11 | 993.72 | 200.61 | 25.29% |
| 17 | OYO Hotel DFW Airport South | 1,539.01 | 1,864.07 | 325.06 | 21.12% |
| 18 | OYO Hotel DFW Airport North | 0.00 | 0.00 | 0.00 | 0.00% |
| 19 | Quality Inn & Suites DFW Airport South | 580.48 | 2,611.23 | 2,030.75 | 349.84% |
| 20 | Red Roof Inn Dallas DFW Airport North | 4,033.40 | 4,819.00 | 785.60 | 19.48% |
| 21 | Studio 6 / Motel 6 DFW Airport East | 1,880.73 | 2,680.54 | 799.81 | 42.53% |
| 22 | Super 8 Hotel DFW South | 999.82 | 2,347.31 | 1,347.49 | 134.77% |
| 23 | Super 8 Motel DFW North | 798.10 | 2,790.12 | 1,992.02 | 249.60% |
| TO | TAL BUDGET SERVICE | 27,204.36 | 47,241.33 | 20,036.97 | 73.65% |

| LIM | IITED SERVICE | NOV 2020 | NOV 2021 | DIFFERENCE | PERCENT |
|-----|--|-----------|------------|------------|----------|
| 1 | aLoft Las Colinas | 2,055.77 | 9,010.54 | 6,954.77 | 338.30% |
| 2 | Best Western Plus DFW Airport Suites North | 1,566.26 | 4,054.27 | 2,488.01 | 158.85% |
| 3 | Courtyard Dallas DFW Airport North Irving | 3,201.29 | 12,661.84 | 9,460.55 | 295.52% |
| 4 | Courtyard Dallas DFW Airport South Irving | 2,182.55 | 0.00 | (2,182.55) | -100.00% |
| 5 | Courtyard Dallas Las Colinas | 2,439.12 | 7,210.28 | 4,771.16 | 195.61% |
| 6 | Fairfield Inn & Suites Dallas DFW Airport South Irving | 2,680.91 | 7,232.38 | 4,551.47 | 169.77% |
| 7 | Fairfield Inn & Suites Dallas Las Colinas | 214.89 | 3,847.11 | 3,632.22 | 1690.27% |
| 8 | Fairfield Inn Dallas DFW Airport North Irving | closed | 6,927.03 | 6,026.25 | 100.00% |
| 9 | Hampton Inn Dallas Irving Las Colinas | 1,795.53 | 6,651.29 | 4,855.76 | 270.44% |
| 10 | Home2 Suites by Hilton DFW Airport North | 3,278.44 | 7,626.08 | 4,347.64 | 132.61% |
| 11 | Home2 Suites by Hilton DFW Airport South Irving | 4,888.82 | 7,253.49 | 2,364.67 | 48.37% |
| 12 | Hyatt Place Dallas Las Colinas | 1,745.47 | 6,694.98 | 4,949.51 | 283.56% |
| 13 | Jefferson Street Bed & Breakfast Inn | 0.00 | 0.00 | 0.00 | 0.00% |
| 14 | La Quinta Inn & Suites DFW Airport North | 4,209.23 | 9,274.42 | 5,065.19 | 120.34% |
| 15 | La Quinta Inn & Suites DFW Airport South | 2,035.75 | 5,317.02 | 3,281.27 | 161.18% |
| 16 | La Quinta Inn Hotel & Suites Las Colinas | 1,240.35 | 4,342.81 | 3,102.46 | 250.13% |
| 17 | Quality Inn & Suites DFW Airport | 1,788.98 | 5,134.51 | 3,345.53 | 187.01% |
| 18 | Residence Inn Dallas DFW Airport South Irving | 3,872.00 | 0.00 | (3,872.00) | -100.00% |
| 19 | Wingate Inn by Wyndham Dallas Las Colinas | 1,551.55 | 3,224.25 | 1,672.70 | 107.81% |
| 20 | Wingate Inn by Wyndham DFW Airport North | 1,068.24 | 3,105.10 | 2,036.86 | 190.67% |
| TO | TAL LIMITED SERVICE | 41,815.15 | 109,567.40 | 67,752.25 | 162.03% |

| TOTAL SHORT TERM RENTALS | 1,627.32 | 3,915.02 | 2,287.70 | 140.58% |
|--------------------------|------------|------------|------------|---------|
| Number of locations | 6 | 44 | 38 | 633.33% |
| GRAND TOTAL | 206,379.24 | 554,570.30 | 348,191.06 | 168.71% |

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

| LUX | (URY & FULL SERVICE | DEC 2020 | DEC 2021 | DIFFERENCE | PERCENT |
|-----|--|-----------|------------|------------|----------|
| 1 | Atrium Hotel and Suites DFW Airport | 1,717.94 | 4,045.56 | 2,327.62 | 135.49% |
| 2 | Dallas Marriott Hotel Las Colinas | 5,874.95 | 24,467.35 | 18,592.40 | 316.47% |
| 3 | DFW Airport Hotel & Conference Center | 613.22 | 1,924.10 | 1,310.88 | 213.77% |
| 4 | DFW Airport Marriott | 11,944.64 | 24,067.21 | 12,122.57 | 101.49% |
| 5 | Doubletree by Hilton DFW Airport North | 3,443.01 | 0.00 | (3,443.01) | -100.00% |
| 6 | Embassy Suites DFW Airport South | 10,204.59 | 19,367.30 | 9,162.71 | 89.79% |
| 7 | Four Seasons Resort & Club | 18,699.84 | 62,241.41 | 43,541.57 | 232.84% |
| 8 | Hilton Garden Inn DFW Airport South | 2,393.15 | 7,286.49 | 4,893.34 | 204.47% |
| 9 | Hilton Garden Inn Las Colinas | 2,655.73 | 7,534.88 | 4,879.15 | 183.72% |
| 10 | Holiday Inn Irving Las Colinas | 2,403.20 | 5,579.88 | 3,176.68 | 132.19% |
| 11 | NYLO Las Colinas Tapestry Collection by Hilton | 2,726.34 | 10,551.36 | 7,825.02 | 287.02% |
| 12 | Omni Las Colinas Hotel | 7,078.09 | 20,256.44 | 13,178.35 | 186.19% |
| 13 | Sheraton DFW Airport Hotel | 4,786.51 | 0.00 | (4,786.51) | -100.00% |
| 14 | Texican Court | 4,275.50 | 9,334.91 | 5,059.41 | 118.33% |
| 15 | Westin DFW Airport | 5,662.14 | 3,075.04 | (2,587.10) | -45.69% |
| TO | TAL LUXURY & FULL SERVICE | 84,478.85 | 199,731.93 | 115,253.08 | 136.43% |
| 16 | Westin Irving Convention Center Las Colinas | 7,420.36 | 25,412.52 | 17,992.16 | 242.47% |

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

| ALL | SUITE / EXTENDED STAY | DEC 2020 | DEC 2021 | DIFFERENCE | PERCENT |
|-----------|---|-----------|-----------|------------|----------|
| 1 | Comfort Inn DFW Airport North | 1,913.42 | 3,780.49 | 1,867.07 | 97.58% |
| 2 | Comfort Suites DFW Airport North | 3,105.01 | 4,613.53 | 1,508.52 | 48.58% |
| 3 | Comfort Suites Las Colinas | 322.50 | 936.22 | 613.72 | 190.30% |
| 4 | Country Inn & Suites by Carlson DFW Airport South | 1,746.56 | 2,924.99 | 1,178.43 | 67.47% |
| 5 | Element DFW Airport North | 2,000.87 | 0.00 | (2,000.87) | -100.00% |
| 6 | Extended Stay America Dallas DFW Airport North | 1,006.45 | 1,320.19 | 313.74 | 31.17% |
| 7 | Extended Stay America Dallas Las Colinas | 1,446.46 | 1,472.61 | 26.15 | 1.81% |
| 8 | Extended Stay Deluxe Green Park | 919.27 | 1,706.64 | 787.37 | 85.65% |
| 9 | Extended Stay Deluxe Las Colinas | 485.83 | 653.92 | 168.09 | 34.60% |
| 10 | Hawthorne Suites Irving DFW Airport South | 692.68 | 1,119.44 | 426.76 | 61.61% |
| 11 | Hawthorne Suites DFW Airport North | 2,021.00 | closed | (1,639.21) | -100.00% |
| 12 | Holiday Inn Express Hotel & Suites DFW Airport North | 2,358.41 | 7,237.90 | 4,879.49 | 206.90% |
| 13 | Holiday Inn Express Hotel & Suites DFW Airport South | 1,748.94 | 6,911.36 | 5,162.42 | 295.17% |
| 14 | Holiday Inn Express Hotel & Suites Irving Las Colinas | 2,152.44 | 4,722.48 | 2,570.04 | 119.40% |
| 15 | Home Towne Studios Dallas Irving | 1,947.78 | 1,689.38 | (258.40) | -13.27% |
| 16 | Homewood Suites by Hilton DFW Airport North | 2,967.65 | 4,856.84 | 1,889.19 | 63.66% |
| 17 | Homewood Suites by Hilton Las Colinas | 4,161.41 | 0.00 | (4,161.41) | -100.00% |
| 18 | Hyatt House Dallas Las Colinas | 4,611.68 | 0.00 | (4,611.68) | -100.00% |
| 19 | Oakwood Waterwalk Dallas Las Colinas | 1,798.33 | 2,350.07 | 551.74 | 30.68% |
| 20 | Residence Inn Dallas DFW Airport North Irving | 2,425.20 | 3,897.89 | 1,472.69 | 60.72% |
| 21 | Residence Inn Dallas Las Colinas | 4,031.18 | 6,093.38 | 2,062.20 | 51.16% |
| 22 | Sonesta ES Suites Dallas Las Colinas | 676.02 | 1,939.41 | 1,263.39 | 186.89% |
| 23 | Sonesta Simply Suites Dallas Las Colinas | 675.78 | 1,341.21 | 665.43 | 98.47% |
| 24 | Springhill Suites Dallas DFW Airport East Las Colinas | 1,408.75 | 4,562.12 | 3,153.37 | 223.84% |
| 25 | Staybridge Suites DFW Airport North | 2,586.62 | 2,504.37 | (82.25) | -3.18% |
| 26 | TownePlace Suites Dallas DFW Airport North Irving | 1,804.44 | 2,668.04 | 863.60 | 47.86% |
| 27 | TownePlace Suites Dallas Las Colinas | 1,558.83 | 3,395.01 | 1,836.18 | 117.79% |
| 28 | Woodspring Suites Signature | 831.43 | 1,192.49 | 361.06 | 43.43% |
| TO | TAL ALL SUITE / EXTENDED STAY | 53,404.94 | 73,889.98 | 20,485.04 | 38.36% |

| BUI | OGET SERVICE | DEC 2020 | DEC 2021 | DIFFERENCE | PERCENT |
|-----|---|-----------|-----------|------------|----------|
| 1 | Arya Inn & Suites | 481.58 | 905.60 | 424.02 | 88.05% |
| 2 | Best Western Irving Inn & Suites DFW South | 2,494.69 | 3,820.29 | 1,325.60 | 53.14% |
| 3 | Budget Inn & Suites | 33.63 | 68.02 | 34.39 | 102.26% |
| 4 | Budget Suites of America Las Colinas | 766.91 | 1,215.12 | 448.21 | 58.44% |
| 5 | Clarion Inn & Suites | 999.23 | 0.00 | (999.23) | -100.00% |
| 6 | Crossroads Hotel & Suites | 354.91 | 1,584.58 | 1,229.67 | 346.47% |
| 7 | Days Inn | 2,342.59 | 4,299.64 | 1,957.05 | 83.54% |
| 8 | Days Inn DFW Airport North | 1,780.51 | 3,732.00 | 1,951.49 | 109.60% |
| 9 | Delux Inn | 452.94 | 713.63 | 260.69 | 57.56% |
| 10 | Delux Suites Motel | 52.58 | 68.40 | 15.82 | 30.09% |
| 11 | Gateway Inn | 375.09 | 531.10 | 156.01 | 41.59% |
| 12 | Magnuson Extended Stay & Suites Airport Hotel | 1,105.01 | 1,163.84 | 58.83 | 5.32% |
| 13 | Motel 6 Dallas DFW South | 1,026.93 | 1,680.21 | 653.28 | 63.61% |
| 14 | Motel 6 Dallas Irving | 2,013.60 | 2,880.32 | 866.72 | 43.04% |
| 15 | Motel 6 DFW North | 1,780.31 | 2,256.37 | 476.06 | 26.74% |
| 16 | Motel 6 Irving Loop 12 | 727.35 | 929.88 | 202.53 | 27.84% |
| 17 | OYO Hotel DFW Airport South | 1,962.14 | 1,679.80 | (282.34) | -14.39% |
| 18 | OYO Hotel DFW Airport North | 0.00 | 558.36 | 558.36 | 0.00% |
| 19 | Quality Inn & Suites DFW Airport South | 684.92 | 2,426.30 | 1,741.38 | 254.25% |
| 20 | Red Roof Inn Dallas DFW Airport North | 4,033.40 | 4,412.49 | 379.09 | 9.40% |
| 21 | Studio 6 / Motel 6 DFW Airport East | 1,924.57 | 2,872.95 | 948.38 | 49.28% |
| 22 | Super 8 Hotel DFW South | 1,098.61 | 2,381.92 | 1,283.31 | 116.81% |
| 23 | Super 8 Motel DFW North | 1,041.94 | 2,738.58 | 1,696.64 | 162.83% |
| TO | TAL BUDGET SERVICE | 27,533.44 | 42,919.40 | 15,385.96 | 55.88% |

| LIMITED SERVICE | | DEC 2020 | DEC 2021 | DIFFERENCE | PERCENT |
|-----------------------|--|-----------|-----------|------------|----------|
| 1 | aLoft Las Colinas | 2,132.88 | 7,762.02 | 5,629.14 | 263.92% |
| 2 | Best Western Plus DFW Airport Suites North | 1,738.27 | 3,477.43 | 1,739.16 | 100.05% |
| 3 | Courtyard Dallas DFW Airport North Irving | 3,453.65 | 10,210.14 | 6,756.49 | 195.63% |
| 4 | Courtyard Dallas DFW Airport South Irving | 3,126.66 | 0.00 | (3,126.66) | -100.00% |
| 5 | Courtyard Dallas Las Colinas | 2,418.13 | 5,366.04 | 2,947.91 | 121.91% |
| 6 | Fairfield Inn & Suites Dallas DFW Airport South Irving | 4,314.62 | 6,818.02 | 2,503.40 | 58.02% |
| 7 | Fairfield Inn & Suites Dallas Las Colinas | 214.89 | 3,656.16 | 3,441.27 | 1601.41% |
| 8 | Fairfield Inn Dallas DFW Airport North Irving | closed | 6,498.87 | 6,026.25 | 100.00% |
| 9 | Hampton Inn Dallas Irving Las Colinas | 1,485.40 | 5,594.17 | 4,108.77 | 276.61% |
| 10 | Home2 Suites by Hilton DFW Airport North | 3,284.21 | 6,272.30 | 2,988.09 | 90.98% |
| 11 | Home2 Suites by Hilton DFW Airport South Irving | 3,367.53 | 6,041.81 | 2,674.28 | 79.41% |
| 12 | Hyatt Place Dallas Las Colinas | 5,236.41 | 6,003.59 | 767.18 | 14.65% |
| 13 | Jefferson Street Bed & Breakfast Inn | 0.00 | 0.00 | 0.00 | 0.00% |
| 14 | La Quinta Inn & Suites DFW Airport North | 1,032.28 | 1,696.48 | 664.20 | 64.34% |
| 15 | La Quinta Inn & Suites DFW Airport South | 2,211.31 | 4,875.56 | 2,664.25 | 120.48% |
| 16 | La Quinta Inn Hotel & Suites Las Colinas | 1,240.35 | 1,967.45 | 727.10 | 58.62% |
| 17 | Quality Inn & Suites DFW Airport | 1,934.92 | 5,148.08 | 3,213.16 | 166.06% |
| 18 | Residence Inn Dallas DFW Airport South Irving | 3,918.98 | 7,089.43 | 3,170.45 | 80.90% |
| 19 | Wingate Inn by Wyndham Dallas Las Colinas | 2,324.05 | 0.00 | (2,324.05) | -100.00% |
| 20 | Wingate Inn by Wyndham DFW Airport North | 1,868.22 | 3,189.95 | 1,321.73 | 70.75% |
| TOTAL LIMITED SERVICE | | 45,302.76 | 91,667.50 | 46,364.74 | 102.34% |

| TOTAL SHORT TERM RENTALS | 3,487.37 | 3,077.28 | (410.09) | -11.76% |
|--------------------------|------------|------------|------------|---------|
| Number of locations | 53 | 44 | (9) | -16.98% |
| GRAND TOTAL | 214,207.37 | 411,286.09 | 197,078.72 | 92.00% |







Date Distributed: February 18, 2022

Monthly Financial Summary For Period Ending January 31, 2022

| | October | November | December | January | February | March | April | May | June | July | August | September | Total |
|--|-----------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| Event Income | | | | | | | | | | | | | |
| Direct Event Income | | | | | | | | | | | | | |
| Rental Income | 84,120 | 97,552 | 38,325 | 127,975 | 103,175 | 152,619 | 167,000 | 153,800 | 175,125 | 93,000 | 138,000 | 76,475 | 1,407,166 |
| Service Income | 38,043 | 41,347 | 22,029 | 29,134 | 27,500 | 27,500 | 23,000 | 27,100 | 23,000 | 22,000 | 25,500 | 23,500 | 329,652 |
| Service Expenses | (55,054) | (59,933) | (27,912) | (47,174) | (29,750) | (29,750) | (29,750) | (29,750) | (29,750) | (29,750) | (29,750) | (29,750) | (428,073) |
| Total Direct Event Income | 67,109 | 78,967 | 32,442 | 109,935 | 100,925 | 150,369 | 160,250 | 151,150 | 168,375 | 85,250 | 133,750 | 70,225 | 1,308,745 |
| Ancillary Income | | | | | | | | | | | | | |
| F & B Concessions | 16,413 | 39,965 | 11,425 | 33,076 | 750 | 8,500 | 7,500 | 2,000 | 25,000 | 1,500 | 5,000 | 10,000 | 161,129 |
| F & B Catering | 111,491 | 199,961 | 146,540 | 130,994 | 131,700 | 112,708 | 226,860 | 232,560 | 294,672 | 273,600 | 212,040 | 407,892 | 2,481,018 |
| Parking: Self Parking | 37,393 | 55,938 | 17,618 | 30,735 | 14,309 | 16,810 | 17,835 | 12,505 | 17,917 | 16,605 | 16,892 | 19,065 | 273,622 |
| Electrical Services | 10,160 | 4,790 | 2,600 | 4,125 | 6,250 | 18,421 | 6,250 | 6,250 | 6,250 | 6,250 | 7,750 | 6,250 | 85,346 |
| Audio Visual | | 162 | (0) | (0) | | | | | | | | · - | 161 |
| Internet Services | 1,445 | (140) | 105 | (820) | - | - | - | - | - | - | - | - | 590 |
| Total Ancillary Income | 176,902 | 300,676 | 178,288 | 198,110 | 153,009 | 156,439 | 258,445 | 253,315 | 343,839 | 297,955 | 241,682 | 443,207 | 3,001,867 |
| Total Event Income | 244,011 | 379,642 | 210,730 | 308,045 | 253,934 | 306,808 | 418,695 | 404,465 | 512,214 | 383,205 | 375,432 | 513,432 | 4,310,614 |
| Other Operating Income | 59,701 | 46,198 | 47,409 | 39,897 | 66,421 | 66,421 | 66,421 | 66,421 | 66,421 | 66,421 | 66,421 | 66,299 | 724,452 |
| ICVB Operating Subsidy | | | 348,000 | | | 350,000 | | | 348,750 | | | 348,250 | 1,395,000 |
| Adjusted Gross Income | 303,712 | 425,841 | 606,139 | 347,942 | 320,355 | 723,229 | 485,116 | 470,886 | 927,385 | 449,626 | 441,853 | 927,981 | 6,430,065 |
| Operating Expenses | | | | | | | | | | | | | |
| Employee Salaries and Wages | 170,316 | 181,153 | 174,735 | 177,058 | 197,295 | 197,295 | 197,295 | 197,295 | 197,295 | 197,295 | 197,295 | 232,879 | 2,317,206 |
| Benefits | 48,886 | 47,313 | 48,014 | 54,607 | 61,164 | 61,164 | 61,164 | 61,164 | 61,164 | 61,164 | 61,164 | 111,889 | 738,857 |
| Less: Event Labor Allocations | (5,711) | (6,778) | (3,582) | (3,504) | (26,524) | (26,524) | (26,524) | (26,524) | (26,524) | (26,524) | (26,524) | (26,524) | (231,766) |
| Net Employee Wages and Benefits | 213,491 | 221,688 | 219,167 | 228,161 | 231,935 | 231,935 | 231,935 | 231,935 | 231,935 | 231,935 | 231,935 | 318,244 | 2,824,297 |
| Contracted Services | 62,204 | 56,194 | 89,302 | 57,582 | 65,399 | 65,399 | 65,399 | 65,399 | 65,399 | 65,399 | 65,399 | 64,773 | 787,849 |
| General and Administrative | 42,538 | 94,338 | (38,562) | 40,894 | 44,851 | 40,341 | 41,021 | 40,001 | 40,576 | 41,251 | 40,266 | 148,909 | 576,424 |
| Operations | 29,106 | 25,867 | 20,351 | 21,016 | 24,527 | 24,527 | 24,527 | 24,527 | 24,527 | 24,527 | 24,527 | 30,583 | 298,612 |
| Repair & Maintenance | 46,573 | 41,920 | 38,218 | 39,912 | 32,042 | 32,042 | 32,042 | 32,042 | 32,042 | 32,042 | 32,042 | 42,829 | 433,746 |
| Supplies | 10,689 | 7,687 | 7,347 | 12,977 | 9,041 | 9,041 | 9,041 | 9,041 | 9,041 | 9,041 | 9,041 | 8,874 | 110,862 |
| Insurance | 4,761 | 5,305 | 5,561 | 5,994 | 7,083 | 7,083 | 7,083 | 7,083 | 7,083 | 7,083 | 7,083 | 7,083 | 78,285 |
| Utilities | 49,414 | 40,756 | 43,366 | 44,237 | 43,333 | 43,333 | 43,333 | 43,333 | 43,333 | 43,333 | 43,333 | 67,150 | 548,253 |
| Other | 516 | 41,144 | 1,309 | 353 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 206 | 43,822 |
| SMG Management Fees | 26,985 | 35,662 | 28,761 | 31,555 | 27,083 | 26,295 | 35,507 | 35,422 | 42,808 | 38,720 | 34,048 | 50,525 | 413,371 |
| Total Operating Expenses | 486,277 | 570,560 | 414,820 | 482,681 | 485,336 | 480,038 | 489,930 | 488,825 | 496,786 | 493,373 | 487,716 | 739,176 | 6,115,520 |
| Net Income (Loss) From Operations | (182,565) | (144,720) | 191,319 | (134,739) | (164,981) | 243,191 | (4,814) | (17,939) | 430,599 | (43,747) | (45,863) | 188,805 | 314,545 |
| Net Income After Other Income (Expenses) | (182,565) | (144,720) | 191,319 | (134,739) | (164,981) | 243,191 | (4,814) | (17,939) | 430,599 | (43,747) | (45,863) | 188,805 | 314,545 |

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

| | Current Actual | Current Budget | Variance | Prior Year Actual |
|-----------------------------------|-------------------|-------------------|----------|----------------------|
| Attendance | 9,589 | 10,900 | (1,311) | 3,525 |
| Events | 18 | 10 | 8 | 2 |
| Event Days | 39 | 25 | 14 | 5 |
| Direct Event Income | 109,935 | 67,744 | 42,191 | 22,856 |
| Ancillary Income | 198,110 | 169,435 | 28,675 | 31,099 |
| Total Event Income | 308,045 | 237,179 | 70,866 | 53,955 |
| Other Operating Income | 39,897 | 66,421 | (26,524) | 22,428 |
| Adjusted Gross Income | 347,942 | 303,600 | 44,342 | 76,383 |
| Indirect Expenses | (482,681) | (489,002) | 6,321 | (341,118) |
| Net Income (Loss) From Operations | (134,739) | (185,402) | 50,663 | (264,735) |

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

| | Year to Date Actual | Year to Date Budget | Variance | Prior YTD Actual |
|-----------------------------------|------------------------|------------------------|----------|---------------------|
| Attendance | 35,396 | 41,990 | (6,594) | 8,208 |
| Events | 63 | 52 | 11 | 12 |
| Event Days | 109 | 102 | 7 | 33 |
| Direct Event Income | 288,462 | 249,861 | 38,601 | 139,837 |
| Ancillary Income | 853,972 | 613,616 | 240,356 | 77,887 |
| Total Event Income | 1,142,434 | 863,477 | 278,957 | 217,724 |
| Other Operating Income | 193,206 | 265,684 | (72,478) | 87,298 |
| Adjusted Gross Income | 1,335,640 | 1,129,161 | 206,479 | 305,022 |
| Indirect Expenses | (1,954,339) | (1,965,235) | 10,896 | (1,469,435) |
| Net Income (Loss) From Operations | (618,699) | (836,074) | 217,375 | (1,164,413) |

ASM - Irving Convention Center Balance Sheet January 31, 2022

ASSETS

| ASSE | 15 | | |
|---------------------------------------|--------------|----|-----------|
| Current Assets | | | |
| Cash \$ | 1,338,188 | | |
| Accounts Receivable | 735,071 | | |
| Prepaid Assets | 7,889 | | |
| Inventory | 63,985 | | |
| 3 | | | |
| Total Current Assets | | | 2,145,133 |
| Total Assets | | \$ | 2,145,133 |
| LIABILITIES A | ND EQUITY | - | |
| Current Liabilities | | | |
| Accounts Payable \$ | 850,295 | | |
| Accrued Expenses | 617,582 | | |
| Deferred Income | 0 | | |
| Advance Ticket Sales/Deposits | 947,955 | | |
| Other Current Liabilities | 0 | | |
| Total Current Liabilities | | | 2,415,832 |
| Long-Term Liabilities | | | |
| Long Term Liabilites | 0 | | |
| Total Long-Term Liabilities | | _ | 0 |
| Total Liabilities | | | 2,415,832 |
| Equity | | | |
| Net Funds Received | 15,302,139 | | |
| Retained Earnings | (14,954,139) | | |
| Net Income (Loss) | (618,699) | | |
| Total Equity | | _ | (270,699) |
| Total Liabilities & Equity | | \$ | 2,145,133 |

ASM - Irving Convention Center Income Statement For the Four Months Ending January 31, 2022

| | Current Month Actual | Current Month Budget | Variance + (-) | Year to Date Actual | Year to Date Budget | Variance + (-) | Year to Date Prior Year |
|-----------------------|----------------------|-------------------------|----------------|------------------------|------------------------|----------------|----------------------------|
| EVENT INCOME | | - | | | - | | |
| Direct Event Income | | | | | | | |
| Rental Income | 127,975 | 74,075 | 53,900 | 347,972 | 268,742 | 79,230 | 137,331 |
| Service Revenue | 29,134 | 23,419 | 5,715 | 130,553 | 100,119 | 30,434 | 18,201 |
| Service Expenses | (47,174) | (29,750) | (17,424) | (190,063) | (119,000) | (71,063) | (15,695) |
| Total Direct Event In | 109,935 | 67,744 | 42,191 | 288,462 | 249,861 | 38,601 | 139,837 |
| Ancillary Income | | | | | | | |
| F & B Concessions | 33,076 | 30,000 | 3,076 | 100,879 | 53,560 | 47,319 | 10,114 |
| F & B Catering | 130,994 | 112,480 | 18,514 | 588,983 | 453,876 | 135,107 | 43,510 |
| Parking | 30,735 | 20,705 | 10,030 | 141,684 | 81,180 | 60,504 | 21,893 |
| Electrical Services | 4,125 | 6,250 | (2,125) | 21,675 | 25,000 | (3,325) | 2,810 |
| Audio Visual | 0 | 0 | 0 | 161 | 0 | 161 | 0 |
| Internet Services | (820) | 0 | (820) | 590 | 0 | 590 | (440) |
| Total Ancillary Inco | 198,110 | 169,435 | 28,675 | 853,972 | 613,616 | 240,356 | 77,887 |
| Total Event Income | 308,045 | 237,179 | 70,866 | 1,142,434 | 863,477 | 278,957 | 217,724 |
| OTHER OPERATING | GINCOME | | | | | | |
| Other Income | 39,897 | 66,421 | (26,524) | 193,206 | 265,684 | (72,478) | 87,298 |
| Total Other Operatin | 39,897 | 66,421 | (26,524) | 193,206 | 265,684 | (72,478) | 87,298 |
| Adjusted Gross Inco | 347,942 | 303,600 | 44,342 | 1,335,640 | 1,129,161 | 206,479 | 305,022 |
| INDIRECT EXPENSE | ES | | | | | | |
| Salaries & Wages | 177,058 | 210,155 | 33,097 | 703,261 | 840,620 | 137,359 | 556,275 |
| Payroll Taxes & Ben | 54,607 | 62,769 | 8,162 | 198,824 | 251,076 | 52,252 | 246,844 |
| Labor Allocations to | (3,504) | (26,524) | (23,020) | (19,576) | (106,096) | (86,520) | (4,595) |
| Net Salaries and Ben | 228,161 | 246,400 | 18,239 | 882,509 | 985,600 | 103,091 | 798,524 |
| Contracted Services | 57,582 | 51,732 | (5,850) | 265,279 | 206,928 | (58,351) | 157,455 |
| General and Adminis | 40,894 | 46,376 | 5,482 | 139,213 | 198,817 | 59,604 | 113,855 |
| Operating | 21,016 | 24,527 | 3,511 | 96,336 | 98,108 | 1,772 | 50,247 |
| Repairs & Maintenan | 39,912 | 32,042 | (7,870) | 166,623 | 128,168 | (38,455) | 93,634 |
| Operational Supplies | 12,977 | 9,041 | (3,936) | 38,700 | 36,914 | (1,786) | 32,386 |
| Insurance | 5,994 | 7,083 | 1,089 | 21,621 | 28,332 | 6,711 | 25,199 |
| Utilities | 44,237 | 43,333 | (904) | 177,773 | 173,332 | (4,441) | 150,845 |
| Other | 353 | 42 | (311) | 43,322 | 168 | (43,154) | (13,789) |
| ASM Management F | 31,555 | 28,426 | (3,129) | 122,963 | 108,868 | (14,095) | 61,079 |
| Total Indirect Expens | 482,681 | 489,002 | 6,321 | 1,954,339 | 1,965,235 | 10,896 | 1,469,435 |

ASM - Irving Convention Center Income Statement For the Four Months Ending January 31, 2022

| | Current Month | Current Month | Variance | Year to Date | Year to Date | Variance | Year to Date |
|-------------------|---------------|---------------|----------|--------------|--------------|----------|--------------|
| | Actual | Budget | + (-) | Actual | Budget | + (-) | Prior Year |
| Net Income (Loss) | (134,739) | (185,402) | 50,663 | (618,699) | (836,074) | 217,375 | (1,164,413) |

| | | | January 2022 | | | |
|---|-------------------------------|-------------------------------------|--------------|--|--|---|
| Sunday | M on day | Tuesday | Wedn es day | Thursday | Friday | Saturday |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 New Year's Day |
| | | | | | Irving Cares New Years Eve I Irving Cares Definite | Party |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | | | | | Leadership Irving Greater Irving - Las Colinas Chamb Definite | Las Colinas Bridal Show Bridal Shows Inc. De finite |
| | | | | | | ECi Sales Kickoff Reco ECi Software Solutions De finite |
| | | COI Disaster Training | | | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Las Colinas Bridal Show Bridal Shows Inc. De finite | | | | Texas Prime Meet Texas Dreams Gymnastics Definite | | |
| ECi Sales Kickoff Recording ECi Software Solutions Definite | | | | | Chief Spivey's Retirem City of Irving Police Department Definite | |
| | | ICVB Committee Meeti ICVB De finite | | | | |
| 16 | 17 Martin Luther King Jr. Day | 18 | 19 | 20 | 21 | 22 |
| Texas Prime Meet Texas Dreams Gymnastics Definite | | DECA District 7 DECA De finite | | Escalent - Auto Research Escalent Definite | | |
| | | | | ICVB Luncheon ICVB Definite | | |
| | | | | AVC Convention My Hero Co AVC Conventions Definite | nvention | |
| | | | | SRC Meeting Storm Consultants, LLC Definite | | |
| | | | | | HERNCO Sales Conference D&M Auto Leasing Definite | |
| | | | | | ■ MC 000 | ■ MC 000 |

2/17/2022 1/2

| | | | January 2022 | | | |
|---|--|--|--------------|--|---|---|
| Sunday | M on day | Tu es day | Wedn es day | Thursday | Friday | Saturday |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| Escalent - Auto Research Escalent Definite | | | | | | |
| AVC Convention My He AVC Conventions Definite | Profound Medical Meeting Profound Medical Definite | | | | | |
| | ICVB Board of Directo ICVB De finite | Internal Meeting - See Inving Convention Center Definite - Internal | | Texas Cornhole League Texas Comhole League De finite | | |
| | | 2022 State of the City Greater Irving - Las Colinas Chamb Definite | | | ICVB New Board Orien ICVB De finite | |
| | | | | Ovation Site Survey | | |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| Texas Cornhole League Texas Comhole League Definite | | Financial Planning Ass Financial Planning Association of DFW De finite | | | Spirit Network Spirit Network Definite | |
| | | | | | | FOCUS Conf Fellowship of Catholic University Definite |
| | | | | | | Herbalife Conference Herbalife Definite |

2/17/2022 2/2

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, FEBRUARY 28, 2022

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING







Purpose

Provide highlights of draft **Short-Term Rental Registration** Ordinance and costs associated with program for City Council consideration and policy direction.



STR Registration Program

Registration

Administered by MuniRevs

Enforcement

Housing Inspectors



Outline

- Ordinance Framework
- Start Up Costs
- Groundwork
- Recommendation



Ordinance Framework

- Definitions
- Certificate of Registration
- Annual Fees
- Agent and Emergency Contact
- Guest Notification
- Other Standards
- Notices by City
- Authority
- Violations; Penalty



Definitions

- Agent
- Certificate of Registration
- Department
- Guest
- Owner
- Registrant
- Short-Term Rental



Certificate of Registration

- Application
- Issuance
- Denial
- Transfer Prohibited
- Expiration/Renewal
- Revocation/Reinstatement
- Appeal
- Presentation of Certificate of Registration



Certificate of Registration Fee

Registration:

- Annual \$200
 - Based on estimated cost to administer program
- Replacement/ Duplicate
 - o \$20

Estimated Annual Revenues: \$34,000



Agent and Emergency Contact

- Must be 21 years or older
- Must be authorized to make decisions
- Must be available 24/7
- Arrive within 1 hour of contact from city employee regarding emergency situation



Guest Notification

- Must post in conspicuous location within interior of Short-Term Rental:
 - 24-hour contact info for owner or agent
 - Floorplan; evacuation route; exits within Short-Term Rental
 - Form provided by city which include the following info:
 - City Ordinances
 - Parking
 - Trash Collection
 - Noise
 - Police and Fire Emergency/Non-Emergency Numbers



Other Standards

- May not advertise or offer lodging for a Short-Term Rental without first obtaining a Certificate of Registration
- May not advertise accommodations or use of a residential dwelling, including a Short-Term Rental that
 - Exceeds maximum occupancy standards in section 8-31



Notices | Authority | Penalty

Notice is hand delivery or certified mail

Authority – Code Enforcement Director

- Penalty
 - Maximum Fine: \$500.
 - Each day a violation exists constitutes a separate offense



Start Up Costs

| • 1 | FTE | (Salary/Benefits) | |
|-----|-----|-------------------|--|
|-----|-----|-------------------|--|

\$ 85,000*

• 1 Vehicle

30,000

Computer/Phone

4,000

Uniforms

1,000

Postage/Supplies

20,000*

Total

\$140,000

Workload will be distributed between Multi-Family Housing Division and existing Administrative Staff



Groundwork

- ✓ Advertise
- ✓ Notify Owners
- ✓ Develop Registration Process Workflow
- ✓ Create Forms/On-Line Application
- ✓ Update Website with Program Information
- ✓ Hire and Train Staff



Staff Recommendation

Due to budgetary considerations and initial prep work needed to develop a Short-Term Rental Registration program, if adopted, an October 1, 2022, effective date is recommended.



Discussion

City of Irving YEAR IN REVIEW

With the Future in Focus, Irving Continues to Advance

City Council identified six strategic goals and 25 objectives that financially and operationally provide a roadmap for the community's desired direction and vision for the future. The strategic plan focuses on areas of greatest importance to Irving residents and helps drive advancements in the priorities that matter most. According to the 2020 Resident Survey, resident satisfaction in the appearance of the city, quality of life and safety have improved; and Irving continues to enhance recreational and cultural opportunities for residents to enjoy. Below are notable accomplishments from 2021.



Goal 1

Financial Sustainability

- Contain costs and increase operational efficiency.
- Maintain adequate financial reserves.
- Develop and deploy a long-range financial planning process.
- Establish appropriate equipment replacement funding levels.
- Manage long-term pension liabilities.

Highlights

Unanimously passed the FY22 budget while maintaining a **0.5941/\$100 valuation** tax rate. This marks the seventh year in a row that the city's property tax rate has remained the same.

Voters passed a \$563 million bond package

to fund projects that include street improvements, updates to aging infrastructure, land for parks and new public safety facilities.

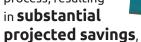


Successfully managed an estimated \$40 million COVID-19 federal aid dollars (CARES and ARPA).

Reaffirmed Aaa/AAA bond rating from Moody's and Standard & Poor's.

Created the City of Irving's **first** Popular Annual Financial Report.

Selected new benefits providers through a competitive process, resulting in **substantial**



reduced benefit selection costs and better benefit options for employees.

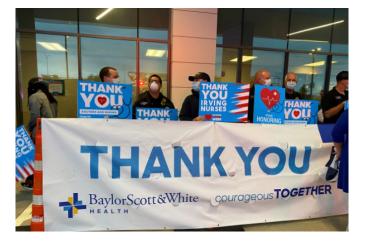


Managed monthly **safety inspections** of city facilities and work sites to mitigate potential safety risks and reduce workers' compensation and general liability claims.

POPULAR ANNUAL FINANCIAL REPORT

By the Numbers

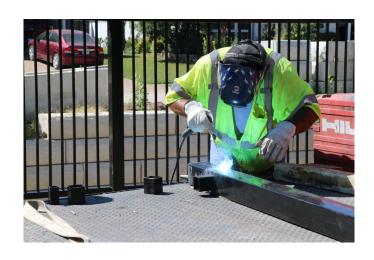
- The city has received the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting for 36 years
- Irving has received the GFOA Distinguished **Budget Presentation Award for 33 years**
- 30% of contract dollars awarded to M/WBE vendors



Goal 2

Systematic Infrastructure Investment

- Secure a reliable future water supply.
- Develop and fund an aggressive multiyear capital improvement program.
- Expand, extend and maintain the major thoroughfare network.
- Maintain and extend water, wastewater and stormwater systems.
- Support strategic investments in city facilities.



Highlights



Shepherd.

Completed **seven water and** wastewater projects including \$14.3 million in utility improvements.

Completed \$9.6 million in Road to the Future **projects**, including Las Colinas Boulevard Phase 3 and Glenmore/

Completed DART Hidden Ridge Light Rail **Station** for the DART Orange line.

Relocated water and wastewater utilities in conjunction with the TxDOT Irving Interchange project.



Completed \$30 million in drainage **Drojects,** throughout including the Lower Delaware Creek and Brockbank Channel

Phase 2 and 90% of the Upper Delaware Creek.

Completed a five-year landfill capital

improvement plan that includes a landfill drainage plan, resident convenience center, landfill maintenance building, and landfill cell design and construction.

Completed the Urban Center **Lift Station** which protects the wastewater collection system within the Urban Center when flooding occurs on the Elm Fork of the Trinity River.







Provided **uninterrupted water** service through winter storm **Uri,** with repair crews braving subfreezing

temperatures to complete major water main break repairs and utility technicians completing more than a 1,000 emergency service requests.

By the Numbers

- \$66.6 million of completed Capital Improvement Program projects
- **10,224 lane miles** swept
- 5,219 traffic signs replaced





Goal 3

Vibrant Economy

- Promote revitalization of targeted areas.
- Create a thriving downtown.
- Develop a comprehensive economic development strategy and funding model.
- Complete "signature projects" (i.e., the former stadium site, Heritage Crossing and Las Colinas Urban Center).
- Effectively plan and manage land use.

Highlights



Awarded a \$22.2 million contract for the reconstruction of Irving Boulevard.

Started construction to revitalize Williams Square Plaza.

Negotiated four development agreements for the sale of city-owned Heritage Crossing Land Bank properties with total estimated project values in excess of \$55 million:

- Construction of 12 units of mixed-use, mixed-income affordable townhomes
- 76-unit mixed-income affordable housing project
- Starbucks Coffee store
- Heritage Square mixed-use development containing 194 residential units, 18 live/work lofts, commercial retail space totaling 15,400 square feet, and a four-story parking garage

STARBUCKS





Maintained 22 subtenant leases at the Toyota Music Factory,

including 11 full-service restaurants;

signed a new sublease with Curative Talent to occupy 50,000 square feet for corporate headquarters; and welcomed a new business opening Claudi B's Nashville Hot Chicken & Burgers.

Reached \$717.6 million in construction valuation with 12,761 permits issued.



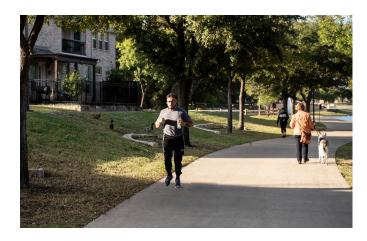
By the Numbers

- 1,455 high-wage jobs added
- 2,239 high-wage jobs retained
- 69 workshops and small business events held
- 93 live shows at Toyota Music Factory





2021 City of Irving YEAR IN REVIEW



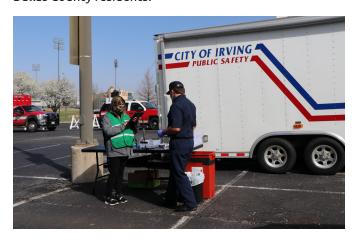
Goal 4

Service Excellence

- Safeguard public safety, security and health.
- Leverage information technology to drive efficient and responsive service delivery.
- Improve community appearance and protect neighborhood integrity.
- Clearly define service levels and the associated resource requirements.
- Implement enhancements to cultural and recreational facilities.

Highlights

Coordinated with Grand Prairie and Dallas to administer 22,000 COVID-19 vaccinations to Dallas County residents.



Brought 89% of Building and Standards cases into compliance without having to take elevated enforcement actions.

Upgraded public safety's recording system to include text-to-911.

Completed comprehensive Solid Waste **Services study**, identifying needs over the next five years and a funding strategy.

Promoted teen driving safety through the "Dare to Prepare" virtual event series in partnership with AAA Texas.

Completed \$11.8 million in parks projects



including Levy Event Plaza, Georgia Farrow Recreation Center expansion, Sam Houston Trail Park renovation, Rock Island Bike and Pedestrian Trail, and Delaware Creek Trail Connector.

Completed construction of the Irving Archives and Museum.

Initiated the Jackie Townsell Bear Creek Heritage Center renovation and preservation project.

Expanded technical and job-related skills for residents by launching two fully functioning makerspaces at both South and Valley Ranch libraries.

By the Numbers

- 93% of 911 calls answered within 15 seconds
- **5:53** average police emergency response time
- \$356,021,143 in property saved from fire loss
- **20,120** EMS responses
- **9,752** fire responses

Goal 5

Inclusive and Collaborative Governance

- Actively engage and communicate with the
- Ensure transparent and inclusive government.

Highlights

Launched "Value of Municipal Services" social media campaign showcasing how each department contributes to the quality of life for Irving residents.

Oversaw and managed citywide crisis communication efforts as a result of the COVID-19 pandemic and Winter Storm Uri.



Hosted North Texas Teen Book Festival 2021 **virtually** with 94 authors, 26 panels, 14,705 website visits, 12,967 page views for the panel schedule, 2,090 page views for publisher booths, and 569 page views for the publisher events.

Built and fostered community partnerships through the IAM's flexible space that welcomes and encourages community collaborations and partnerships.

Launched IrvingArchivesandMuseum.com,

a new website providing a central information source for residents and visitors to learn how to visit the museum, explore Irving's history, expand content from the temporary exhibitions program, and provide educational resources.

Launched public-facing dashboards for both the city's strategic plan and Irving Connects, the city's smart city initiative in order to demonstrate achievement

Revised and updated the Open Records Requests procedural quidebook for city staff.

The guidebook is comprised with resource materials, various templates of letters with required language, and other useful information needed to respond to open records requests as required by state law.



By the Numbers

- 2,092 open records requests processed
- 3,934 resident inquiries processed
- 1,440,992 unique visitors to city's website
- 334,235 engaged in social media











- 4,327 users on open data portal
- 233,343 library visitors



Goal 6

Talented and Energized Workforce

- Encourage and reward employee innovation and creativity.
- Recruit, retain and develop a diverse municipal workforce.
- Develop a succession plan and succession management process.

Highlights

Provided **funding and support** to create a Public Safety Wellness Unit to assist front-line public safety employees with resources to protect their mental well-being.

Revamped the former On-the-Spot Awards to create a peer-to-peer employee recognition program. The R.I.S.E program gives employees the opportunity to recognize each other for going above and beyond. Department directors can supplement R.I.S.E. awards with challenge coins that embody the city's core values. Since the launch of the program in August 2021, there have been 88 R.I.S.E nominations.

Supported the creation of the **city's first Employee** Resource Group for employees as part of the city's diversity and inclusion initiative.



Launched biweekly "Featured Jobs" video **series** to highlight open positions at the city.

Completed the Classification and **Compensation Study** with Public Sector Personnel Consultants to benchmark pay and benefits of comparable cities.

Conducted training gap analysis for each **department** and created department learning paths for employees to advance their skills and personal development.

By the Numbers

• 38% of employee positions **filled** by promotion



- 10% turnover rate
- 96% of employees agree that Irving is a great place to work



Recognized as the **second most culturally diverse city in the country** by Dallas Morning News.

Achieved What Works Cities Silver Certification, setting a standard of excellence through the use of criteria that outlines the people, processes and policies that are foundational to a well-managed city.

Won 9 National Association of Telecommunications **Officers and Advisors awards**, including a first place Award of Excellence for the City Source story, "Suicide Prevention Runathon."



Recipient of the 2021 Municipal Traffic Safety Initiative Award for **High-Volume Courts** (14th consecutive year, 2008-2021).

Recipient of the **2021 Texas Employer Traffic Safety Award** by the National Safety Council (eighth consecutive year).

Won top awards including Leading Fleets Top 50 award and the silver award for DFW Clean Cities both for the third consecutive year.

Received the **State Maintenance Achievement Award** by the Texas Recreation and Parks Society for creative responses to the challenges presented by COVID-19.



page Z

Check out exhibitions in the art galleries, attend a performance or participate in art programs for youth and family at the Irving Arts Center.



The Irving Public Library's Royal Reads, 2022 Adult Winter Reading Challenge, continues with special events and prizes to win.



page •

Upcoming capital improvement projects along Hard Rock Road and Pioneer Drive include concrete roadway paving, drainage and street lights.

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City Saves \$60.6 Million in Refinancing Debt Over 20 Years

Irving City Council recently took action to issue General Obligation Pension Bonds at a lower interest rate, resulting in more than \$60.6 million in savings over the next 20 years. By taking advantage of historically low interest rates, the city capitalized on the opportunity to refinance existing pension obligation debt in a way that is like refinancing a home loan at a lower interest rate.

The city issued \$86.22 million in General Obligation Pension Bonds on Nov. 15, 2021, to fund the Unfunded Actuarial Accrued Liability for two of the city's pension plans for employees: Texas Municipal Retirement System (TMRS) and Supplemental Benefit Plan (SBP). The bonds have a 20-year life, which was the same duration as the prior service amortization period for SBP, but the amortization period for TMRS was shortened by four years, resulting in additional savings.

The true interest cost on the bonds was 2.65% over the 20-year life of the bonds, which is significantly lower than the 6.75% assumed average rate of return for both TMRS and SBP. The savings associated with the bonds totaled \$44,213,904 — \$28,878,195 for TMRS and \$15,335,709 for SBP. Shortening the duration of the amortization period for TMRS saved an additional \$16,424,414. The



total projected savings to the city over the next 20 years is more than \$60.6 million or 34.83%.

The city's third pension plan, the Irving Firemen's Relief and Retirement Fund (FRRF), is a separate fund for Irving's Fire civil service employees. The city is currently working with the board of the FRRF to issue pension bonds for a significant portion of the FRRF's actuarial liability. If interest rates remain favorable, the city anticipates issuing pension bonds for the FRRF in the next few months resulting in additional long-term savings.



2022 NORTH TEXAS TEEN BOOK FESTIVAL

The two-day North Texas Teen Book Festival (NTTBF) event returns March 4-5 with a hybrid of in-person and virtual viewing options.

NTTBF Virtual School

Day, March 4

Educators, students and librarians are invited to NTTBF22 School Day, March 4, hosted on the festival's YouTube channel. Panels featured



on School Day will be available for on-demand viewing for a limited time following the event, allowing eligible teachers to earn Continuing Education credit with Education Service Centers in Regions 10 and 11.

Festival Day, March 5

NTTBF is back March 5 at the Irving Convention Center, 500 W. Las Colinas Blvd., with an inperson celebration that will have tween, teen and older Middle Grade and Young Adult fans rejoicing about reading! Festival Day features over 40 debut writers and bestselling authors. Visit NTTBF.com for the full author list.

Call for Volunteers

NTTBF event planners are looking to the community for adult volunteer help. Organizers need volunteers ages 18 and older to help on March 5. Call (972) 721-4612 for more information about volunteering.

This project is supported in part by an award from the National Endowment for the Arts. Visit NTTBF.com or follow @NTTBFest on Facebook and Twitter for more information. ■

ADOPT A LOVABLE COMPANION FEB. 8-12

Looking for love? Irving residents can find a new pet to love during the Irving Animal Care Campus' adoption special Feb. 8-12.

During that week, all pets 1 year and older are \$20 to adopt at the care campus, 4140 Valley View Lane.

Adopted animals will be:

- Up-to-date on vaccinations, including rabies if the animal is more than 4 months old.
- Spayed or neutered.
- Given a general dewormer and treated for fleas and ticks.
- Microchipped and registered with
- 24PetWatch.com.Heartworm tested (dogs over 6 months old).
- Heartworm tested (dogs over 6 months of
 FeLV/FIV tested (cats over 6 months old).
- Given 30 days of 24PetWatch pet insurance (with a valid email address).
- Given a sample bag of Science Diet food.



Irving Invests in Community

The City of Irving makes substantial investments in local nonprofits to provide services for low-income and other residents in need.

Funds are provided by federal Community Development Block Grants (CDBG), Emergency Solutions Grants (ESG) and, in Fiscal Year 2019-20 and FY 2020-21, CARES Act funds.

In fact, since FY 2019-20, the City of Irving has invested more than \$861,000 in CDBG and ESG funds, and more than \$810,000 in CARES Act money to local agencies — all for the benefit of Irving residents.

For residents in need of assistance, contact these organizations directly.

Brighter Tomorrows

Emergency shelter, housing and other services for domestic violence victims. Learn more at BrighterTomorrows.net or call (972) 262-8383 (24-hour hotline).

Irving Cares

Focused assistance for Irving residents in a financial crisis. Visit IrvingCares.org or call (972) 721-9181.

Level Pathways

Support services for homeless high school students. Learn more at LevelPathways.org.

Salvation Army

Homelessness, poverty and addiction services. Visit SalvationArmyNTX.org or call (214) 637-8100.



Transcend STEM

STEM-focused education and workforce development programs. Learn more at TranscendSTEM.org.

Meals on Wheels/Visiting Nurse Association of Texas Provides freshly prepared meals to Dallas County residents who cannot obtain or prepare meals for

residents who cannot obtain or prepare meals for themselves due to illness, advanced age or disability. Visit VNATexas.org/Our-Services/Meals-on-Wheels.

In addition, the **Irving Family Advocacy Center** offers residents therapy services, and the center's Art Therapy Project has been funded through the CARES Act. Learn more about the FAC's therapy and victim services at Cityoflrving.org/FAC.

DOCUMENT SHREDDING AND ELECTRONICS RECYCLING

Shredding documents to safeguard from identity theft can be a costly service. Residents are invited to a participate in free shredding events provided by the city.

- Feb. 11 | 140 N. Briery Road
- May 13 | 5995 Riverside Drive
- Aug. 12 | 140 N. Briery Road
- Nov. 11 | 5995 Riverside Drive

Two-box limit and proof of residency is required. Shredding events provide residents with an opportunity to have sensitive documents properly destroyed and also offer residents an easy way to conserve resources by recycling paper. The city no longer accepts CRT monitors or televisions.

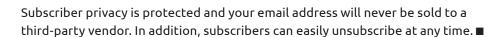
For more information, call (972) 721-8059. ■



Get the Latest News from City of Irving

The CityofIrving.org website makes it easy to receive important information directly about what is going on in the city via email message.

Visit CityofIrving.org/Join to subscribe to news and event alerts for everything from online Zoom classes to road construction updates to public meetings. Simply enter your email address and select the categories of interest including: Animal Services News and Events; City Council Agendas and Meetings; Employment Opportunities; Think Green Be Green Events; New Zoning Ordinance News and Road Construction Updates.









February Fun at Irving Arts Center

UPCOMING PERFORMANCES

Through Feb. 5 | Anna in the Tropics

Presented by MainStage | 7:30 p.m. | \$25-\$30 Exotic and enticing, this poetic play is set in 1929 in a Floridian Cuban American cigar factory. It is a place where cigars are still rolled by hand and "lectors" are employed to read newspapers, poetry and novels to the workers. The new lector reads Tolstoy's "Anna Karenina" unaware that the passions it inflames will spin the listeners' relationships out of control. This show contains adult subject matter including scenes involving implied sex/violence (gunshots).

Feb. 5 | America's Sweethearts

Presented by Entertainment Series of Irving | 7:30 p.m. |

America's Sweethearts pay homage to the Andrews
Sisters performing favorites from the Great American
Songbook, as well as Broadway classics, pop tunes from
the 1950s and jazz, all with a slice of old-fashioned fun!

Feb. 6 | Sweet Dreams with Strings

Presented by New Philharmonic Orchestra of Irving | 3:30 p.m. | \$20

An all-strings program of "sweet" music for strings by some of the great composers.

Feb. 11 | Valentine's Day Jazz Prelude

Presented by Solo & Hill | 7:30 p.m. | \$40-\$50 Kickoff Valentine's Day Weekend with an evening of smooth jazz featuring guitarist Adam Hawley and saxophonists Judah Sealy and Erisa Nicole.

Feb. 17-19 | Hello! My Baby

Presented by Colleyville Covenant Christian Academy | Feb. 17-18: 7 p.m. | Feb. 19: 2 p.m. and 7 p.m. | \$16-\$22 A hilarious and timely "new-fashioned" musical that follows the origins of the first all-American art form: popular music.

Feb. 19 | Raul Canosa, Pianist

Presented by Las Colinas Symphony Orchestra | 7:30 p.m. | \$20-\$50

Featured performer, pianist Raul Canosa, performs Mozart's Overture to "Idomeneo"; Camille Saint-Saëns' "Piano Concerto No. 2"; and Mendelssohn's Symphony No. 3 "Scottish."

Feb. 26 | Musical Treasures from the World

Presented by Irving Symphony Orchestra | 7:30 p.m. | \$40-\$50

Guest soloist Sofia Ros, an 18-year-old Spanish accordion virtuoso, performs with the Irving Symphony Orchestra.

YOUTH AND FAMILY PROGRAMS

Feb. 3 | JumpstART Stories and Art: Valentine's Day 10 a.m. | Free

Hearts and candy, hugs and kisses. Celebrate this holiday with sweet stories and an art project!

Feb. 13 | Second Sunday Funday: Celebrating Black History Month

1 to 4 p.m. | Free

Celebrate Black History Month by making art inspired by African American artists, past and present. Drop in anytime between 1 and 4 p.m. for family fun.

Feb. 19-March 26 | Saturday School: Sculpture Project

2 to 4 p.m. | Ages 6-10 | \$95 for 6-week session Students will meet each Sunday for six weeks to explore the basics of sculpture and 3D design with a focus on depicting the human body in motion using mixed media and paper mâché technique. Supplies are included.

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

IRVING ARTS CENTER IN THE GALLERIES

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

CONTINUING EXHIBITIONS Our Voice: Celebrating the Coretta Scott King

Our Voice: Celebrating the Coretta Scott Kin Illustrator Awards Through Feb. 26 | Dupree Lobby Gallery

Organized by the National Center for Children's Illustrated Literature in Abilene, Texas, this touring exhibition represents the largest and most comprehensive presentation of Coretta Scott King illustrator awards ever assembled.

The Blues (and other colors): Works/Paintings by Ernie Benton and Sontonya Necheal Through Feb. 26 | Carpenter Hall Performance Lobby

Inspired by his passion for music, Ernie Benton's paintings depict the sounds, flavor and vibrations of life. Benton's work revolves around the interplay of shape and color. Sontonya Necheal is a self-taught mixed media, abstract artist that dances with various textures in her unique canvas pieces. Her work comes from a place of brokenness, abuse and hardships, but finding strength in her faith, she triumphs ... creating art that is rich in color and vibrancy, with layered textures of emotion.



NEW EXHIBITIONS

Ancient Hymns: Paintings by Deepa Koshaley
Through March 26 | Focus Gallery

• Artist Reception: Feb. 5 | 2 to 4 p.m.

Deepa Koshaley is an abstract painter and landscape architect born in Chennai, Tamil Nadu, India. In 2005, she moved to America, landing in Dallas, Texas, where she still works and lives. Her creative activity is shaped by a rootedness in Hindu symbolism, music and mythology, as well as an engagement with the West's mostly secular conversation with painter abstraction. Highly productive and spontaneous, her work delights in bright color and meditations on the happiest and most aspirational aspects of our being.

Art Uninterrupted: Black History Month Visual Arts Exhibition

Feb. 5-26 | Main Gallery

• Opening Reception: Feb. 5 | 5 to 7 p.m.

The annual Black History Month exhibition presented by Irving Black Arts Council features work by artists Nikki Delk, Vanessa Meshack, Kumiko Johnson, Alijah Thomas, Lloyd Mays and Warwick McDonald along with selections of traditional African art and jewelry from the Pan African Connection Bookstore.

Parks and Recreation Activities

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702 • Feb. 11 | Preschool Valentine Bash

10 a.m. to noon | Ages 3-6 | \$5 The bash includes snacks, drinks, a Valentine's Day craft and more. Space is limited.

• Feb. 12 | Celebrating Black History Month 10 a.m. to 1 p.m. | All Ages | Free This event celebrates late and great black historians. Includes food, drinks, vendors and a poetry segment.

Heritage Senior Center

200 S. Jefferson St., (972) 721-2496 • Feb. 14 | Valentine's Day Party

10 to 11:30 a.m. | Ages 50 and Older | \$6 A party with old-fashioned pastries and a cup of tea. Guests can enjoy games, music and other activities. Party clothes and hats are encouraged. Register by 5 p.m. Feb. 7.

 Feb. 24 | Heritage Mardi Gras Parade 1 to 3 p.m. | Ages 50 and Older | Free Celebrate with a parade, face painting and vendor booths in the parking lot. Participants can join the parade with a decorated wagon, golf cart or walking group. Call for details. Entry is free, but registration is

required by 5 p.m. Feb. 4. Mar. 4 | Heritage Senior Film Festival 6 to 8 p.m. | Ages 50 and Older | \$2

Aspiring directors can enter a short film. Contest entry is open to ages 50 and older. The viewing and reception for finalists is open to all ages. To join the audience, register by 5 p.m. Feb. 7. Registration deadline for contestants is 5 p.m. Feb. 15.



Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

• Feb. 1 | Bingo & Mingle

10 a.m. to 1 p.m. | Ages 3-5 | \$5 Play bingo games, and share valentines with friends. Refreshments will be served. Children must be accompanied by an adult.

Lively Pointe Youth Center

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

• Feb. 2, 9, 16, 23 | Black History Month Movie Series 4:30 p.m. | Grades 6-12 | Free Celebrate Black History Month with a movie series showcasing some of the most inspirational, fun and uplifting films. Free drinks and popcorn will be provided.

Dates and Movie Showings:

Feb. 2 | Soul

Feb. 9 | Hidden Figures

Feb. 16 | King Richard Feb. 23 | The Help



• Feb. 12 | Auditions for Irving's Got Talent

10 a.m. to 3 p.m. | Ages 11-18 | Free Can you sing, dance, juggle or play a musical instrument? Register to audition by Feb. 10 to be a part of Irving's annual teen talent competition. Registration forms are available at Lively Pointe and online at CityofIrving.org/LivelyPointe. Finalists will perform in front of a live audience at the Irving's Got Talent competition at 7 p.m. March 4 at the Irving Arts Center. For more information, call (972) 721-8090.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

Feb. 11 | Father Daughter Dance 7 to 9 p.m. | Ages 4-13 | \$25 per Couple, \$10 each Additional Child

Fathers and daughters can enjoy a delicious dinner, photo op, giveaways and a small gift. Registration is required in advance. Space is limited.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

• Feb. 11 | Pottery Painting

5:30 to 8:30 p.m. | All Ages | Pricing per Piece Paint pottery for a friend or yourself. Staff will glaze and fire pottery. Children ages 8 and younger must be accompanied by a parent.

• Feb. 25 | Kinder-Gras

10 a.m. to 1 p.m. | Ages 3-6 | \$5 This event will include games, music and making Mardi Gras themed masks. Snacks and refreshments provided. Register by 1 p.m. Feb. 17.



Senter Park Recreation Center

901 S. Senter Road, (972) 721-2641

• Feb. 11 | Valentine's Minute To Win It 10 to 11:30 a.m. | Ages 2-6 | \$2 Parents can bring their little ones to play easy minute to win it games. Refreshments will be served.

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

STAY CONNECTED AND READY TO PLAY

The Irving Parks and Recreation Department's Winter Session Brochure is full of information residents need to schedule, sign up and register for the upcoming camps, classes, programs and activities offered by age group through April.

The brochures will be distributed three times a year, in the winter, summer and fall. The brochure will feature schedules and information for all Irving recreation centers.

The Winter 2022 Session Brochure is available at all recreation centers and online at CityofIrving.org/983/Class-Schedules.

This issue features recreation center classes for all ages, rentals, special events, specialty camps, lifeguard recruiting information and athletics opportunities.

Search Facebook for @IrvingParksandRec and "Like" the page to stay up-to- date with what is going on in Irving Parks and Recreation events, programs, information and more. Visit CityofIrving.org/Parks for more information. ■



LIBRARY PROGRAMS AND ACTIVITIES

Feb. 5 | KidsNotes

2 p.m. | South Irving Library | Grades K-5 The Las Colinas Symphony Orchestra presents a hands-on opportunity for children to hear, see, touch and explore different aspects of the orchestra and classical music. Activities include story time, a performance by a professional musician and an "instrument petting zoo."



Feb. 12 | I Love My Library: Love Letters to **Books and Characters**

10 a.m. to 5:30 p.m. | All Library Locations Kids are invited to show the library some love by dressing up as their favorite book character, taking pictures with special displays and writing notes about favorite books and characters. The love letters will be displayed at each library location throughout the remainder of February.

Feb. 12 | Girls in STEM Celebration

2 p.m. | Valley Ranch Library | Grades 6-12 To commemorate the International Day of Women and Girls in Science, teens are invited to learn about women in STEM fields and watch a film about inspiring women.

Feb. 20 | One World, Many Tales: African-American Read-In

2 p.m. | Jack D. Huffman Community Building This annual event showcases children's literature in honor of African-American Heritage Month. Storyteller Toni Simmons is featured, with her presentation of interactive folktales, songs, rhythms, chants and audience participation. A diverse group of readers will share literature reflecting on life's experiences and a love of reading.

Adult Winter Reading Challenge Continues



Royal Reads, the 2022 Adult Winter Reading Challenge, continues throughout February. The challenge encourages adults to spend time reading, attending extraordinary library events and extending generosity to the community through donations to Irving Cares.

To join the reading challenge, pick up a printed log form at any library location or register online at IrvingLibrary. READsquared.com. To earn prizes, read five books and/ or donate food items by Feb. 28. Limit one reading challenge prize per person, while supplies last. The royalty-themed social calendar includes:

Royal Reads: Museum Exhibit and Tour

Feb. 12-28 | King Tut Replicas Exhibit

South Irving Library | All Ages | Free This year marks the 100th anniversary since the discovery of King Tutankhamun's tomb. The University of Memphis Egyptian History Department presents an exhibit of 50 museum replicas from the site. View reproductions of King Tut's gold mask, alabaster vases, statues and furniture; and learn

about the life of the Boy King. Replicas are from the Museum of Modern Art and the Cairo Museum.

Feb. 19 King Tut Replicas Exhibit Tour and Talk 1 p.m. | South Irving Library | Adults | Free Learn about the exhibit during a talk and tour with retired University of Texas at Arlington Egyptology Instructor Rollin Phipps.

Royal Reads: Programs

coloring.

This month, read and discuss titles about the royally titled at one of the many adult book clubs. Visit the schedule for details. Additional programs include these arts activities:

- Feb. 11 | Craftastic! Make-and-Take Valentines 4 p.m. | Valley Ranch Library | Adults Color and decorate Queen of Hearts-themed valentines for friends and family. All supplies are provided, while they last.
- Feb. 21 and 28 | Color Me Calm 7 p.m. | Valley Ranch Library | Adults Enjoy soothing music while exploring the art of

CELEBRATE BLACK HISTORY MONTH

Each year, February marks the recognition of Black History Month in the U.S., which pays tribute to African Americans who have made lasting and important achievements throughout the country's history.

The City of Irving's Diversity and Inclusion Committee invites residents to explore the history and contributions of fellow Irvingites, as well as other notable African Americans.

Up Close and In-Person

Explore the history of Irving and find the historical markers. Learn more at CityofIrving.org/Markers.

- Jackie Townsell Bear Creek Heritage Center, 3925 Jackson St.
- Shelton's Bear Creek Cemetery, 1525 N.
 Hard Rock Road



View "I AM A MAN: Photographs of the Civil Rights Movement, 1960–1970" at the Irving Archives and Museum, 801 W. Irving Blvd., through March 16. The exhibit provides a vivid visual story of the evolution of the civil rights movement and sheds light on its integration in daily life in the American South. Visit IrvingArchivesandMuseum.com for more details.



Irving Public Library invites the community to the annual African American Read-In on Feb. 20 from 2 to 4 p.m. at the Jack D. Huffman Community Building, 801. W. Irving Blvd. Storyteller Toni Simmons will present interactive folktales, songs, rhythms and chants, and additional readers will share literature reflecting life's experiences and a love of reading.

Explore Online

Check out these past exhibitions, stories and videos available 24/7 using your favorite device.

- History of Bear Creek, CityofIrving.org/
- City of Hope: Resurrection City and the 1968 Poor People's Campaign, IACOnlineArt.com/City-of-Hope
- Artistry & Inspiration, IACOnlineArt.com/ Irving-Black-Arts-Council-Artistry-and-Inspiration

Visit the City of Irving YouTube channel at CityofIrving.org/YouTube and search for these

- Bear Creek Irving's Hidden History
- Jackie Townsell Bear Creek Heritage Center Restoration Begins
- FedEx Delivers on Promise to Help Clean Up
- City of Irving Celebrates Dr. Martin Luther King, Jr.







City Approves Improvement Projects Along Hard Rock Road, Pioneer Drive



The Irving City Council unanimously approved two contracts on Dec. 9 for construction on Capital Improvement Program (CIP) projects along Hard Rock Road and Pioneer Drive.

Hard Rock Road and Pioneer Drive Phase 2A Improvements Project

The council approved an \$8 million contract for the Hard Rock Road and Pioneer Drive Phase 2A Improvements Project. The long-awaited project will provide improved traffic flow, water and wastewater capacity, and drainage to an area that has seen a continued surge in construction growth and development.

The Hard Rock/Pioneer Drive project will include concrete roadway paving and installation of sidewalks, street lights and brick paver crosswalks. Additionally, crews will improve the storm drainage system in the area with concrete box culverts, storm pipes and retaining walls. Improvements will also be made to water and wastewater mains.

The project is part of the Road to the Future program and will include the city's CIP, Water Utilities and Traffic and Transportation departments. Funding for the project includes \$1.3 million from Dallas County. The county is funding a portion of the project because Hard Rock Road serves as a frontage road for State Highway 161.

Hard Rock/Pioneer Drive project construction is anticipated to begin in February and is slated for completion by the end of 2023.

Pioneer Drainage Improvements Phase I and Phase II

A \$5.77 million contract for Pioneer Drainage Improvements Phase I and Phase II was awarded by the City Council during the Dec. 9 meeting. The project will help with residential drainage in the area.

The Pioneer Drainage Improvements Phase I and Phase II project supports the city's Drainage Solutions for a Better Tomorrow program, as well as the future Cedar Drive and Carroll/Delaware Paving Projects, which are part of Road to the Future. The drainage project will include the installation of about 2,700 linear feet of large-diameter storm pipe from Delaware Creek to North Delaware Street. Crews will also install the storm pipeline under the BNSF Railway tracks. Funding for the project is through the city's Municipal Drainage Utility fund.

The Pioneer Drainage Improvements project will begin in June and is expected to be completed by summer 2023.

Visit CityofIrving.org/Road2Future or CityofIrving.org/IrvingInvests for more information on the city's ongoing infrastructure initiatives. ■

COVID-19 Resources Available Online

Dallas County Health and Human Services (DCHHS) provides resources and updates to COVID-19 related information online, including test site locations, vaccines and local guidelines for residents and businesses.

The county has several immunization clinics with first, second and booster doses available for adults, as well as first and second doses for children 5 and older, with parental consent. Clinics are open Monday through Friday from 8:30 a.m. to 3:30 p.m. Schedule an appointment by calling (972) 692-2780 or visit Vaccines.gov to find the nearest vaccine location.

Additionally, DCHHS provides free appointment-only drive-thru test sites. For more information, visit DallasCounty.org/COVID-19.



Helpful Online Resources

- City of Irving, CityofIrving.org/COVID19
- Texas Health and Human Services, DSHS.Texas.gov/Coronavirus
- Centers for Disease Control and Prevention, CDC.gov/Coronavirus

CARES Act Funding Wrap-Up

In response to the COVID-19 public health crisis, the City of Irving received \$13,233,100 in Coronavirus Aid, Relief and Economic Security (CARES) Act funding from Dallas County to provide economic relief during the pandemic. From June 2020 to December 2021, CARES Act emergency assistance funding helped pay for health and safety supplies, telework technology, eligible public safety payroll, sanitizing equipment, economic assistance programs and more.

Categories for spending included

- health and safety,
- economic assistance initiatives, and
- other general COVID-related expenses.

A total of \$4,904,100 went back into the community for economic assistance, including \$1 million to Baylor Scott & White Medical Center — Irving to cover payroll costs for contract labor necessitated by COVID-19. The city provided \$2,509,920 to small businesses, which helped 87 small businesses retain 539 employees. Irving households received a total of \$1,011,856 for housing, mortgage and utility assistance for 667 residents. Childcare centers, 76% of which were minority-or women-owned companies, received a total of \$250,000 to help keep 50 operations up and running. Parents or guardians of children received a total of \$132,324 to assist with childcare payments. In the end, the City of

Irving was able to help 137 businesses, 259 households, and 105 children received quality childcare.

A significant portion of CARES funding, \$4,565,787, was also used to fund public safety and emergency operations center payroll expenses, including overtime, benefits and sick leave. Public health expenses, such as personal protective equipment and safety measures for facilities, totaled \$2,474,800. Other CARES funding expenses included virtual tools and services that allowed Irving city government operations to continue in a safe environment for employees and residents.









PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

February 2022

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

| | MULTIFAMILY | | | | | | | | | | |
|---|--|-----------------------------|-------------|-------------|-------------------|----------------|-------------|--------------------|--------------|--|--|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | THE LECTION | SCHOOL DISTRICT | VERIFICATION | | |
| 1 | Amenity Center | E. Valley View Ranch P | Amenity Ctr | 2,110 SF | \$633,000 | Permit Pending | 3/3/2020 | C-FB | Mar-20 | | |
| 2 | Reflections At Valley Ranch | 8829 Rodeo Dr. | Apts | unknown | \$1,400,000 | Permit Pending | 11/2/2020 | Irving | Nov-20 | | |
| 3 | Heritage Square Apts Parking Garage | 151-351 W. Irving Blvd. | Apts | 248,768 SF | \$32,000,000 | Permit Pending | 7/30/2021 | Irving | Oct-21 | | |
| 4 | Savannah Apts | 320 O'Connor Ridge Blvd. | Apts | 49,220 S.F. | \$6,000,000 | Permit Pending | 1/12/2022 | Irving | Feb-22 | | |

| | | | | OFFICE | | | | | |
|---|--------------------|------------------------|------------------------|-------------------|---------------|----------------|-------------|----------|--------------|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. | PROJECT STATUS | APPLICATION | SCHOOL | VERIFICATION |
| | | | | | VALUATION | | DATE | DISTRICT | |
| 1 | Verizon | 401-451 Hidden Ridge | Office, Parking Garage | 2,258,116 SF | \$272,000,000 | Permit Pending | 1/31/2020 | Irving | Feb-20 |
| 2 | The Parking Spot | 5100 W. John Carpenter | Car Wash | 608 SF | \$201,427 | Permit Expired | 2/27/2020 | Irving | Feb-22 |
| | | Fwy. | | | | | | | |
| 3 | Ofc Shell building | 610 N Britain | Office | 4,496 SF | \$314,000 | Permit Pending | 4/26/2021 | Irving | Jun-21 |
| 4 | Ofc Shell building | 220 Virginia | Office | 4,810 SF | \$300,000 | Permit Pending | 5/4/2021 | Irving | Jun-21 |
| 5 | 2 Office Bldgs | 1307 N. Belt Line Rd | Office | 2,400 SF 4,000 SF | \$1,400,000 | Permit Pending | 8/3/2021 | Irving | Oct-21 |
| 6 | Shell building | 7300 Riverside | Office | 26,200 SF | \$2,000,000 | Permit Issued | 11/11/2021 | C-FB | Feb-22 |

| | WAREHOUSING/INDUSTRIAL | | | | | | | | | | |
|----|-----------------------------|------------------------|------------------|-------------|--------------|----------------|-------------|----------|--------------|--|--|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. | PROJECT STATUS | APPLICATION | SCHOOL | VERIFICATION | | |
| | | | | | VALUATION | | DATE | DISTRICT | | | |
| 1 | Wrench Bros Auto Repair | 635 S. Belt Line Rd. | Auto Repair | 4674 SF | \$260,000 | Permit Expired | 7/28/2020 | Irving | Feb-22 | | |
| 2 | American Golf Cars | 851 S. Loop 12 | Warehouse | 13,830 SF | \$700,000 | Permit Pending | 9/24/2020 | Irving | Oct-20 | | |
| 3 | Shell Bldg. | 4371 Oakview Dr. | Office/Warehouse | 6,500 SF | \$750,000 | Permit Pending | 10/15/2020 | Irving | Oct-20 | | |
| 4 | 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 | | |
| 5 | Padrino Foods | 3210 Conflans | Manufacturing | 1,550 SF | \$225,000 | Permit Pending | 5/12/2021 | Irving | Jun-21 | | |
| 6 | Auto Repair | 2717 Altman Dr. | Auto Repair | 3,000 SF | \$300,000 | Permit Pending | 6/18/2021 | Irving | Jul-21 | | |
| 7 | Auto Repair Shop | 3551 N. Country Club | Auto Repair | 1,770 SF | \$65,000 | Permit Pending | 6/22/2021 | Irving | Jul-21 | | |
| | | Rd. | | | | | | | | | |
| 8 | Addition to warehouse | 2205 Century Circle | Warehouse | 3,080 SF | \$500,000 | Permit Pending | 8/17/2021 | Irving | Sep-21 | | |
| 9 | Real Network Services | 4951 Valley Ridge | Warehouse | 45,448 SF | \$2,500,000 | Permit Pending | 8/31/2021 | Irving | Sep-21 | | |
| 10 | Shell Bldg. | 505 N. Wildwood | Warehouse | 167,950 SF | \$9,121,000 | Permit Pending | 11/9/2021 | Irving | Dec-21 | | |
| 11 | Rush Truck Centers Addition | 515 N. Loop 12 | Warehouse | 6,230 SF | \$1,000,000 | Permit Pending | 11/12/2021 | Irving | Dec-21 | | |
| 12 | Shell Bldg. | 4501 Regent Blvd. | Warehouse | 141,275 SF | \$9,300,000 | Permit Pending | 12/13/2021 | Irving | Jan-22 | | |
| 13 | Shell Bldg. | 4401 Regent Blvd. | Warehouse | 186,900 SF | \$11,000,000 | Permit Pending | 12/13/2021 | Irving | Jan-22 | | |
| 14 | Pinpoint Merchandising | 1451 Greenway Dr. | Office/Warehouse | 39,702 SF | \$4,200,000 | Permit Pending | 12/17/2021 | Irving | Jan-22 | | |
| 15 | Shell Bldg. | 4651 W. John Carpenter | Warehouse | 155,050 SF | \$11,200,000 | Permit Pending | 12/29/2021 | Irving | Jan-22 | | |
| | | Fwy. | | | | | | | | | |
| 16 | Shell Bldg. | 4528 W. Royal Ln. | Warehouse | 46,261 SF | \$3,700,000 | Permit Pending | 12/29/2021 | Irving | Jan-22 | | |
| 17 | Shell Bldg. | 4600 W. Royal Ln. | Warehouse | 75,596 SF | \$5,700,000 | Permit Pending | 12/29/2021 | Irving | Jan-22 | | |
| 18 | Shell Bldg. | 4536 W. Royal Ln. | Warehouse | 152,120 SF | \$10,700,000 | Permit Pending | 12/29/2021 | Irving | Jan-22 | | |

| | RETAIL | | | | | | | | | |
|---|----------------------|------------------------------|--------------|-------------|-------------------|----------------|---------------------|--------------------|--------------|--|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | APPLICATION DATE | SCHOOL DISTRICT | VERIFICATION | |
| 1 | Addn to Liquor Store | 4910 W. Airport Fwy | Liquor Store | 850 SF | \$90,000 | Permit Pending | 3/9/2021 | Irving | Jun-21 | |
| 2 | Addn to Kroger | 7505 N. MacArthur Blvd | Retail | 930 SF | \$150,000 | Permit Pending | 3/10/2021 | C-FB | Jun-21 | |
| 3 | Shell Bldg. | 1625 W. Airport Fwy. | Retail | 3,602 SF | \$300,000 | Permit Pending | 10/1/2021 | Irving | Oct-21 | |
| 4 | Shell Bldg. | 525 W. Airport Fwy. | Retail | 4,772 SF | \$500,000 | Permit Pending | 11/4/2021 | Irving | Dec-21 | |
| 5 | Home Depot Addition | 8555 Home Depot Dr. | Retail | 2,520 SF | \$1,900,000 | Permit Issued | 12/7/2021 | Irving | Feb-22 | |
| 6 | Shell Bldg. | 604 S. Valley Ranch Pkwy. | Retail | 5,000 SF | \$500,000 | Permit Pending | 12/9/2021 | Irving | Jan-22 | |

| | 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 | 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 | ATTEICATION | SCHOOL DISTRICT | VERIFICATION | |
| | | | | | VALUATION | | DATE | DISTRICT | | |
| 1 | McDonald's | 2410 N Story Rd | Demo & rebuild | 6,145 SF | \$2,000,000 | Permit Pending | 3/15/2021 | Irving | Jun-21 | |
| 2 | Chick-Fil-A | 2525 N. Belt Line Rd. | Restaurant | 4,818 SF | \$1,200,000 | Permit Pending | 10/25/2021 | Irving | Nov-21 | |

| | INSTITUTIONAL | | | | | | | | | |
|---|-------------------------------|-----------------------|-------------|-------------|-------------------|----------------|-------------|--------------------|--------------|--|
| # | PROJECT | LOCATION | DESCRIPTION | SQUARE FEET | APX. VALUATION | PROJECT STATUS | THE LECTION | 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 | Holy Family Trinity | 2323 Cheyene | School Addn | 5,000 SF | \$2,400,000 | Permit Pending | 5/28/2021 | Irving | Jun-21 | |
| 3 | Addition to Bear Creek Church | 2700 Finley | Church | 7,828 SF | \$850,000 | Permit Pending | 8/31/2021 | Irving | Oct-21 | |
| 4 | Barkaat UI Quran | 2380 W. Northgate Dr. | Church | 13,488 SF | \$1,300,000 | Permit Pending | 9/28/2021 | Irving | Oct-21 | |
| 5 | Ebenezer Full Gospel Assembly | 1927 Rosebud Dr. | Church | 8,454 SF | \$1,000,000 | Permit Pending | 12/22/2021 | Irving | Jan-22 | |

| | NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS | | | | | | | | |
|---|---------------------------------------|-----------------------|-------------|---------------|-------------|------------|-------|-----------------|-------|
| # | DATE | TOTAL UNITS ISSUED | TOTAL VALUE | SINGLE FAMILY | VALUE | TOWNHOUSES | VALUE | MOBILE HOMES | VALUE |
| | Jan-22 | 13 | \$5,236,808 | 13 | \$5,236,808 | 0 | \$0 | 0 | \$0 |

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, FEBRUARY 28, 2022

BUREAU MANAGEMENT AND STAFF REPORTS





ICVB Memorandum

Date: February 18, 2021

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for January 2022

Convention Sales Activities

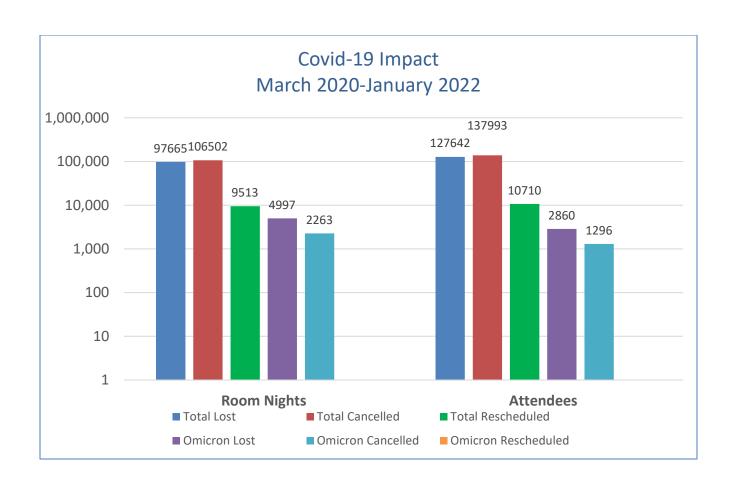
| Leads Generated | January | YTD | |
|--------------------------------|---------|-----|--|
| Irving CVB – Hotel Leads | 92 | 331 | |
| Irving Convention Center Leads | 24 | 124 | |

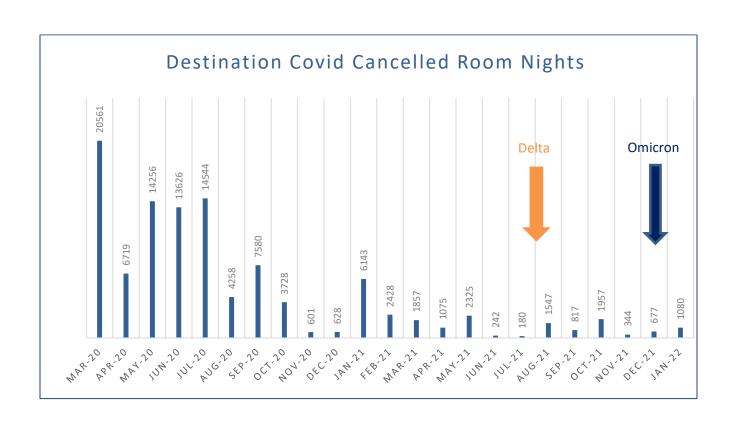
December

| Room Nights Generated | Monthly Goal | January 2022 Actuals | January 2021 Actuals | FY 2021-22 Annual Goal | FY 2021-22 YTD Actuals | FY 2020-21 YTD Actuals | January Convention Center | Convention Center YTD |
|-----------------------------|-----------------|----------------------------|----------------------------|------------------------------|------------------------------|------------------------------|---------------------------------|--------------------------|
| Definite Room Nights | 7842 | 11311 | 5057 | 94098 | 31015 | 31218 | 5361 | 12244 |
| Lost Room Nights | | 17331 | 16895 | | 115748 | 59195 | 10407 | 78007 |

Travel & Activity

| January | Organization | Event | Location |
|---------|--------------|-------|----------|
| | No Travel | | |





Customer Services Activity January 2022

| | Groups Served |
|---------|---------------|
| January | 10 |
| YTD | 43 |

Proclamations/Welcomes/Flags:

- Welcome/ Proclamation/Flag(s) 100th Bomb Group Foundation, November 29, 2021 -Councilman Zapanta
- Welcome/Proclamation Black Girls Golf Summit, November 4, 2021 Mayor Stopfer
- Welcome/Proclamation Weekend of Honor, November 13, 2021 Councilman Taylor

Pending:

- Welcome/Flag Cadillac and LaSalle Club's WBOD, January 2022 -cancelled due to Omicron variant Mayor/Elected Official
- Welcome/Proclamation/Flag(s) 173rd Airborne Brigade, May 2022, TBD

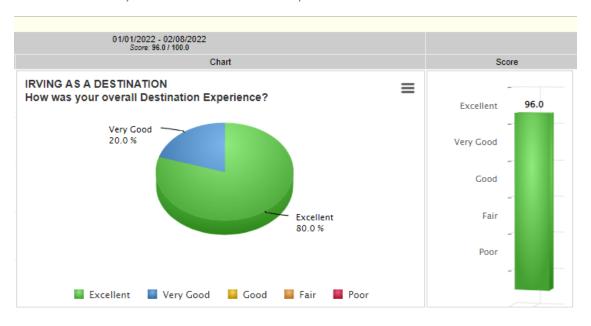
January Servicing & Inventory:

| Service Type | 10 Groups Served | Total Inventory Utilized |
|------------------------------|---------------------|--|
| Proclamations/Flags/Welcomes | 0 | Mayoral/Council Appearance/Letter/Flag |
| Name Badge/Lanyard Services | 2 | 193 Badges/ 345 Lanyards |
| Pens | 5 | 855 |
| Bags | 2 | 210 |
| Promotional Materials | 7 | 1060 Restaurant/1260 TMF maps |
| Staffing Services | 4 | 34 hours total (4 hours Bureau Staff) |

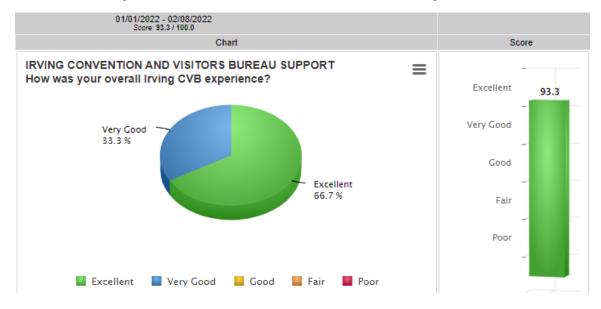
Event Location: Hotels: 6 Irving Convention Center: 4 Other: 0

January Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings February 2022 – June 2022

| Customer | Meeting | Arrival | Departure | Attendees | Requested Rooms |
|---|-----------------------------|------------|-------------|-----------|--------------------|
| Frank Glazier Football | Frank Glazier Football | 2 /2 /2 22 | 2 /2 /2 2 2 | | |
| Clinics, Inc. | Clinic 2022 | 2/3/2022 | 2/5/2022 | 200 | 434 |
| Focus Fellowship of Catholic University | Annual Conference | | | | |
| Students | | 2/3/2022 | 2/6/2022 | 900 | 650 |
| The National Catholic | The National Catholic | 2/3/2022 | 2,0,2022 | 300 | 030 |
| Bioethics Center | Bioethics Center | 2/4/2022 | 2/11/2022 | 200 | 450 |
| Morphosys US Inc. | Morphosys National | | | | |
| | Sales Meeting Winter | | | | |
| | 2022 | 2/5/2022 | 2/10/2022 | 140 | 465 |
| John Deere Company | CEO Summit 2022 | 2/6/2022 | 2/44/2022 | 200 | 504 |
| World Headquarters McKesson | #14187 APP Onboarding | 2/6/2022 | 2/11/2022 | 300 | 594 |
| Corporation | - February 2022 | 2/6/2022 | 2/10/2022 | 50 | 200 |
| Comerica Bank | Comerica Bank Ignite | 2/0/2022 | 2/10/2022 | 30 | 200 |
| Comenca Bank | Conference | 2/7/2022 | 2/11/2022 | 183 | 181 |
| Catholic Health | CHA Catholic Health | | | | |
| Association | Executive Institute - | | | | |
| | 2022 | 2/8/2022 | 2/11/2022 | 35 | 78 |
| American Association | 2022 AAVSB RACE | | | | |
| of Veterinary State | Committee Spring | 2/44/2022 | 2/42/2022 | 40 | 22 |
| Board DFW Church | Meeting DFW Church Marriage | 2/11/2022 | 2/13/2022 | 18 | 32 |
| Diamond Tours | Diamond Tours | 2/11/2022 | 2/13/2022 | 300 | 225 |
| Fellowship Church | C3 2022 Conference | 2/13/2022 | 2/18/2022 | 50 | 54 |
| renowship church | Board of Directors, | | | | |
| | Speakers | 2/13/2022 | 2/19/2022 | 2000 | 128 |
| State Bar of Texas | State Bar of Texas - | , -, - | , -, - | | |
| | Intellectual Property | | | | |
| | 2022 | 2/15/2022 | 2/18/2022 | 80 | 95 |
| ED311 | International Conference | | | | |
| | NEDRP | 2/17/2022 | 2/19/2022 | 800 | 160 |
| HarmonyCon | HarmonyCon 2022 | 2/17/2022 | 2/19/2022 | 600 | 298 |
| Big 12 Conference | CFO West Spring Clinic | 2/17/2022 | 2/10/2022 | 400 | 210 |
| TEXO The | TEXO Foundation 2022 | 2/17/2022 | 2/19/2022 | 400 | 310 |
| Construction | TEAU I OUTIGATION 2022 | | | | |
| Association | | 2/20/2022 | 2/21/2022 | 150 | 74 |
| American Council for | American Council for | | | | |
| Construction | Construction Educators | | | | |
| Education | | 2/21/2022 | 2/26/2022 | 450 | 605 |
| HCA Healthcare | HCA 2022 ASD Medical | - 1 1 | - 4. 4 | | |
| | Directors Conference | 2/22/2022 | 3/1/2022 | 175 | 392 |

| Customer | Meeting | Arrival | Departure | Attendees | Requested Rooms |
|------------------------|--------------------------------|------------|-------------|-----------|--------------------|
| Texas Radiological | TRS Annual Meeting | - 11 | - 1 1 | | |
| Society | 2022 | 2/22/2022 | 2/27/2022 | 300 | 400 |
| Vizient, Inc. | Vizient, Inc. 2022 | 2 /22 /222 | 2/24/2022 | | 75 |
| Infinity Frants Cours | Channel Partners AKO | 2/23/2022 | 2/24/2022 | 50 | 75 |
| Infinity Events Group | TRBMA Chapter Meeting 2022 | 2/24/2022 | 2/25/2022 | 75 | 53 |
| RISE Adaptive Sports | 2022 Quad Rugby Competition | 2/24/2022 | 2/26/2022 | 20 | 40 |
| Southern Baptists of | Evangelism | | | | |
| Texas Convention | | 2/25/2022 | 3/2/2022 | 3500 | 615 |
| Texas Association of | TACUA Conference | | | | |
| College and | | | | | |
| University Auditors | | 3/1/2022 | 3/6/2022 | 100 | 290 |
| Hans Johnsen | Security Hardware | | | | |
| Company | Meeting | 3/2/2022 | 3/7/2022 | 100 | 220 |
| Southwest | Annual Conference | | | | |
| Commission on | | | | | |
| Religious Studies | | 3/3/2022 | 3/6/2022 | 200 | 230 |
| Lockheed Martin | Rooms Only | - /- / | - /- / | | |
| Corporation | | 3/3/2022 | 3/5/2022 | 350 | 215 |
| Boston Scientific US | Vertiflex Procedure | 2/4/2022 | 2/5/2022 | 4.4 | 0.1 |
| ELANA Ministrias | Physician Education | 3/4/2022 | 3/5/2022 | 44 | 81 |
| ELAM Ministries | Elam Ministries Staff Meeting | 3/6/2022 | 3/8/2022 | 30 | 45 |
| NBM Incorporated | The NBM Show 2022 | | 3/14/2022 | 200 | 384 |
| American Legal and | March 2022 ALFN | 3/6/2022 | 3/14/2022 | 200 | 364 |
| Financial Network | Intersect Servicing + | | | | |
| Tindicial Network | Bankruptcy | 3/8/2022 | 3/10/2022 | 100 | 86 |
| International | 2022 ICMA Mountain | 0,0,00 | 0, 20, 2022 | | |
| City/County | Plains Regional | | | | |
| Management | Conference | | | | |
| Association | | 3/8/2022 | 3/10/2022 | 150 | 170 |
| ELAM Ministries | Founders Weekend | 3/9/2022 | 3/13/2022 | 100 | 260 |
| Texas Steel Guitar | Annual Meeting for 2022 | | | | |
| Association | | 3/9/2022 | 3/13/2022 | 300 | 835 |
| LRP Conferences, LLC | DA Leadership Institute | | | | |
| | National | | | | |
| | Superintendents | | - 4 4 | | |
| | Academy | 3/9/2022 | 3/12/2022 | 50 | 98 |
| Prospanica - The | 2022 Prospanica | | | | |
| Association of | Leadership Summit | 2/10/2022 | 2/12/2022 | 150 | 110 |
| Hispanic Professionals | Dich Hill High Cohoo! | 3/10/2022 | 3/12/2022 | 150 | 110 |
| Bob Rogers Travel | Rich Hill High School | 3/10/2022 | 3/12/2022 | 50 | 51 |
| JPAR | JPAR-Rooms Only | 3/10/2022 | 3/13/2022 | 350 | 130 |
| Pleasant Holidays | Pleasant Holidays | 3/13/2022 | 3/18/2022 | 33 | 120 |
| Bluebonnet Brew-Off | Bluebonnet Brew-Off | 3/17/2022 | 3/21/2022 | 350 | 354 |
| Bob Rogers Travel | Cimmaron High School Band | 3/17/2022 | 3/19/2022 | 50 | 36 |

| Customer | Meeting | Arrival | Departure | Attendees | Requested Rooms |
|---|--|-------------|-------------|-----------|--------------------|
| ALM First Financial | 2022 ALM First Financial | 0 /00 /0000 | 0 /00 /0000 | 150 | |
| Advisors, LLC | Institute | 3/20/2022 | 3/23/2022 | 150 | 441 |
| Sheet Metal and Air | SMACNA Association | | | | |
| Conditioning National Association | Leadership Meeting 2022 | 2/22/2022 | 2/25/2022 | 60 | 00 |
| Alovea | | 3/23/2022 | 3/25/2022 | | 90 |
| | Impact 2022 DFW Behavioral Health | 3/23/2022 | 3/28/2022 | 500 | 328 |
| Dallas and Fort Worth Chapters of TX | Symposium 2022 | | | | |
| Association of | Symposium 2022 | | | | |
| Addiction | | | | | |
| Professionals | | 3/23/2022 | 3/25/2022 | 400 | 149 |
| SMU Dedman School | SMU Dedman School of | | -, -, - | | |
| of Law | Law | 3/28/2022 | 4/1/2022 | 500 | 595 |
| TexSom | The Court of Master | | | | |
| | Sommeliers - March | | | | |
| | 2022 | 3/28/2022 | 4/1/2022 | 100 | 272 |
| Texas Court | The Forum 2022 | | | | |
| Appointed Special | | | | | |
| Advocates | | 3/29/2022 | 4/1/2022 | 120 | 100 |
| Dental Laboratory | DLAT Southwest | | | | |
| Association of Texas | Conference | 3/31/2022 | 4/2/2022 | 250 | 188 |
| Pleasant Holidays | Pleasant Holidays | 4/3/2022 | 4/7/2022 | 40 | 96 |
| Populous Financial | 2022 Leadership | 4/4/2022 | 4/7/2022 | 70 | 400 |
| Group | Meetings-April 4-8, 2021 | 4/4/2022 | 4/7/2022 | 70 | 180 |
| Parkhill | University of Parkhill Annual | 4/4/2022 | 4/0/2022 | 500 | 1200 |
| Debbie Sardone | CBF Retreat | 4/4/2022 | 4/9/2022 | 500 | 1200 |
| Consulting | CDF Netreat | 4/5/2022 | 4/10/2022 | 330 | 692 |
| Texas Association of | TASC | 4/3/2022 | 4/10/2022 | 330 | 032 |
| Student Councils | 17.50 | 4/6/2022 | 4/12/2022 | 5000 | 3640 |
| Tour-Rific of Texas | Memorial HS Band | 4/7/2022 | 4/10/2022 | 95 | 105 |
| Libertarian Party of | 2022 State Convention | 1,7,2022 | 1, 10, 2022 | 33 | 103 |
| Texas | | 4/8/2022 | 4/10/2022 | 400 | 160 |
| Green Light Group | Green Light Tours | , , | , , | | |
| Tours | , and the second | 4/9/2022 | 4/10/2022 | 55 | 50 |
| Populous Financial | 2022 Leadership | | | | |
| Group | Meetings-April 11-15, | | | | |
| | 2022 | 4/11/2022 | 4/15/2022 | 70 | 160 |
| Wedding Receptions | Patel Wedding | 4/14/2022 | 4/17/2022 | 500 | 225 |
| USA Gymnastics | T&T Elite Challenge 2022 | 4/20/2022 | 4/24/2022 | 1000 | 290 |
| Heart of Texas H.O.T. | Heart of Texas H.O.T. | | | | |
| Line Dance Event | Line Dance Event 2022 | 4/21/2022 | 4/24/2022 | 200 | 300 |
| SENPA | SENPA 2022 Conference | 4/21/2022 | 4/24/2022 | 160 | 350 |
| Assemblies of | Marriage Encounters | | | | |
| God/Marriage | | 4/22/2022 | 4/24/2022 | 80 | 80 |
| Surgical Infection | Surgical Infection Society | . / - / - | . 10 - 1- | | |
| Society | 2022 Annual Conference | 4/23/2022 | 4/26/2022 | 200 | 720 |

| Customer | Meeting | Arrival | Departure | Attendees | Requested Rooms |
|---|----------------------------|--------------|--------------|-----------|--------------------|
| LLL Event Marketing | Resource Management | | | | |
| for RMI (Resource | Global Symposium | | | | |
| Management) | | 4/24/2022 | 4/29/2022 | 150 | 257 |
| Pioneer Natural | Pioneer Natural | | | | |
| Resources | Resources Dallas Casa | 4/04/0000 | 4 /25 /2022 | 400 | 400 |
| Atalta.cfcfl | 2022 | 4/24/2022 | 4/25/2022 | 100 | 100 |
| Association for Early | Association of Early | 4/25/2022 | 4/20/2022 | 400 | 770 |
| Learning Leaders Diamond Tours | Learning Diamond Tours | 4/25/2022 | 4/30/2022 | 400 | 770 |
| | | 4/25/2022 | 4/29/2022 | 50 | 54 |
| Tabletop Gamers | Tabletop Gamers | 4/27/2022 | 5/1/2022 | 350 | 229 |
| Ultimate Dream | Ultimate Dream Queen | 4/20/2022 | 4 /20 /2022 | 250 | 420 |
| Queen Pageant | Pageant | 4/28/2022 | 4/30/2022 | 250 | 120 |
| Tour-Rific of Texas | Cy Falls School | 4/29/2022 | 4/30/2022 | 75 | 52 |
| DFW Church | DFW Church Marriage | 4/29/2022 | 4/30/2022 | 300 | 225 |
| ConferenceDirect | JEDEC Board May 2021 | | | | |
| | Dallas or Rosemont, IL | 5/1/2022 | 5/2/2022 | 35 | 17 |
| National Ovarian | NOCC 2020 Fall Meeting | _ , , , | | | |
| Cancer Coalition | | 5/4/2022 | 5/8/2022 | 400 | 765 |
| Neighborly, Inc. | Neighborly Meeting- | _ / . / | - /- / | | |
| | 2022 | 5/4/2022 | 5/6/2022 | 550 | 250 |
| Insurance Designers | IPSOctober 2021 | F /0 /2022 | F /4 2 /2022 | 70 | 4.46 |
| of America | Davis and Casabias | 5/9/2022 | 5/12/2022 | 70 | 146 |
| Confidential | Beyond Coaching | 5/11/2022 | 5/14/2022 | 30 | 50 |
| National Multifamily | National Multifamily | F /4 7 /2022 | 5 /20 /2022 | 250 | 450 |
| Housing Council | Housing Council 2022 | 5/17/2022 | 5/20/2022 | 250 | 450 |
| Trustmark Insurance | 2022 Trustmark | F /20 /2022 | E /2E /2022 | 250 | 740 |
| Company | Producer Conference | 5/20/2022 | 5/25/2022 | 250 | 712 |
| Bob Rogers Travel | Bob Rogers Travel | 5/27/2022 | 5/28/2022 | 65 | 34 |
| North Texas RPG-Con | North Texas RPG-Con | C /4 /2022 | C /E /2022 | 500 | E 47 |
| \n' \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ | 2022 | 6/1/2022 | 6/5/2022 | 500 | 547 |
| Vizient, Inc. | Vizient, Inc. 2022 Service | 6/2/2022 | 6/4/2022 | 425 | 25 |
| | Awards Luncheon | 6/2/2022 | 6/4/2022 | 125 | 25 |

^{**}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

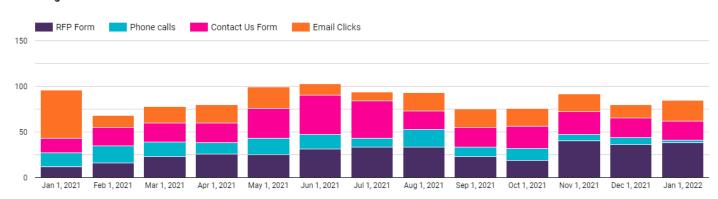
Date: February 22, 2022

Re: January 2022 Board Report

Meeting-Sales Leads & Inquiries

Leads and inquiries increased in January. Most were website RFPs followed by email inquiries and inquiries submitted through website forms. There were an additional 24 RFPs submitted through Cvent.

Marketing Leads

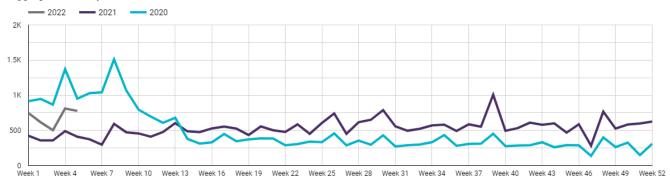


The aggregated weekly lead volume of over 200 U.S. DMOs, provided by Simpleview, shows weekly lead volume and definites in 2022 is higher than in 2021, but below this same month in 2020. Some cancelations continue but are at lower levels than 2020 and 2021.

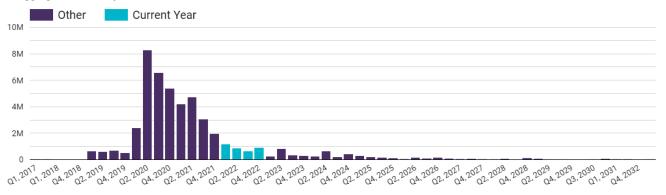
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs



Digital Campaigns

Staycations Campaign:

In January, the Staycations campaign generated 7,669 hotel referrals. In the last twelve months, the Staycations Campaign has generated 27.1 million impressions, 317,196 website sessions, and 154,091 hotel referrals, which represent nearly \$33 million in Potential Economic Value.

Meetings/Meet Safely Campaign:

This fiscal year, the Meetings Campaign generated 4,868 website sessions and 47 meetings-sales inquiries.

OTA Campaign

The OTA Campaign has restarted and has had 9,761 hotel bookings, which generated \$2,126,601 in direct hotel revenue

Promoted Content Campaign:

This fiscal year, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined 7,885 blog visits.

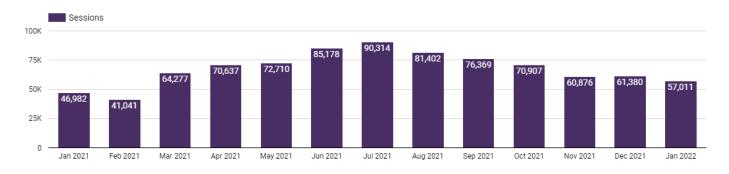
Micro-Campaigns:

Four football micro-campaigns have been run, which generated 1,517 hotel referrals. Combined they represent \$929,022 in potential economic value.

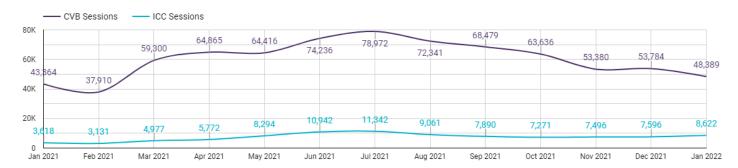
Website Traffic

In January, website traffic decreased slightly with 57,011 total sessions to both websites. The Visit Irving website had **48,389 sessions** and the Irving Convention Center website had 8,622 sessions.

Website Traffic - Total Sessions

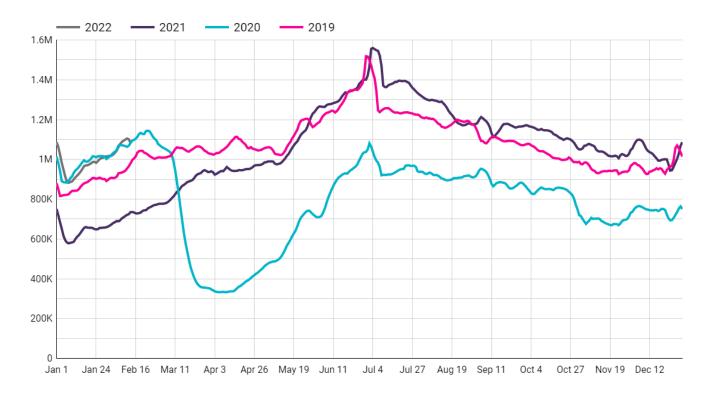


Website Traffic - Sessions by Market



Aggregated data provided by Simpleview shows overall website sessions remain similar to 2020 levels.

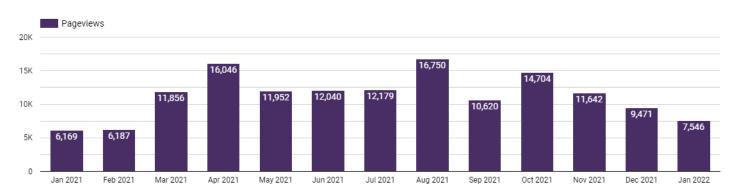
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

The blog had 7,546 pageviews in January. The top posts were "Meet the Chef: Ashley Henderson at NYLO Las Colinas," with 1,030 pageviews, "Uniquely Irving Bruno's Ristorante," with 790 pageviews, and "Five Ways to Have Fun at Lake Carolyn" with 461 pageviews.

Blog Pageviews



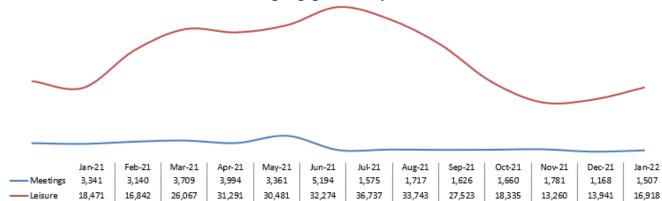
Advertising

Advertising engagement increased with 19,040 site visits in January. The leisure market had the largest engagement with 16,918 site visits and the meetings market had 2,122 site visits, with paid search and MPI performing the best.

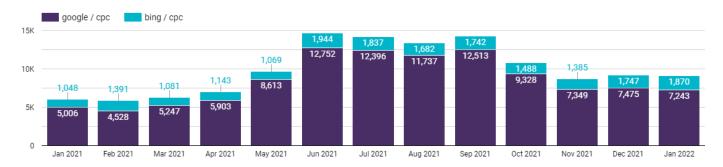




Advertising Engagement - By Market



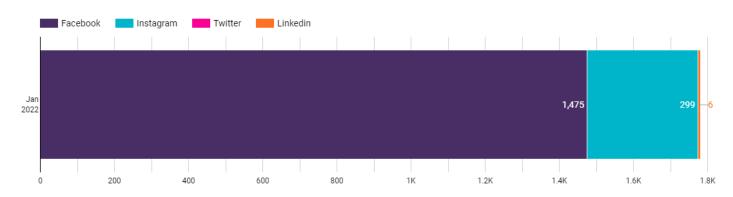
Advertising Engagement - Clicks



Social Media

1,780 additional followers and likes were added in January bringing the total influence to 125,945.

Additional Social Media Followers



Social Media Breakdown

| Organization | Facebook Follow | Instagram Followers | Twitter Followers | LinkedIn Followers | Total Followers ▼ |
|--------------|-----------------|---------------------|-------------------|--------------------|-------------------|
| CVB | 90,939 | 10,541 | 5,742 | 788 | 108,010 |
| CC | 12,854 | 2,233 | 2,458 | 390 | 17,935 |
| Grand total | 103,793 | 12,774 | 8,200 | 1,178 | 125,945 |

Earned Media

| IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES | 1 st Quarter | 2 nd Quarter | 3 rd Quarter** | 4 th Quarter | TOTALS |
|---|----------------------------|----------------------------|------------------------------|----------------------------|-------------|
| MEDIA IMPRESSIONS* | 95,543,791 | 40,182,608 | | | 135,726,399 |
| ADVERTISING EQUIVALENCY+ | \$849,007 | \$410,354 | | | \$1,259,361 |
| PUBLIC RELATIONS VALUE** | \$2,547,021 | \$1,231,062 | | | \$3,778,083 |

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

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

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

Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards

The ICVB was notified that out of over 600 entries submitted for 2021 Adrian Awards, our five below were judged to be exceptional by experts in hospitality, travel, tourism, and media. The focus of the 2021 HSMAI Adrian Awards is on Best Practices, Innovation and Community; our work was selected among the best practices and innovations that will empower recovery. This marks 61 Adrian Awards the marketing communications team has earned since 2011.

2021 ICVB ADRIAN AWARDS

Advertising: Consumer/Group Sales/Travel Trade

Visit Irving Safely Campaign (Print and Digital Staycations and Meet Safely Advertising Campaign)

GOLD

Public Relations: Special Event

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

Giveaway)
SILVER

Public Relations: Special Event

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

BRONZE

Public Relations: Special Event

Spirit of the Olympics Sweeps Through Irving (Olympic Day)

BRONZE

Digital Marketing: Social Media Campaign

Promoted Content Campaign (Social Media Postings/Blogs)

BRONZE

Hospitality Sales and Marketing Association International (HSMAI) Top 25 Minds in Sales, Marketing, and Revenue Optimization

In addition to the ICVB's Adrian Awards, we were notified that Senior Director of Marketing and Communications Monty White had been select as a 2021 Top 25 Most Extraordinary Mind in Sales, Marketing, and Revenue Optimization.

Being named to the Top 25 is an honor given to leaders of the hospitality, travel, and tourism industries for measured accomplishments during the past year. This "who's hot" list gives distinction to outstanding leaders and performers who are admired by their colleagues and the industry as a whole.

Monty was nominated for his work on the Staycations and Safe Meetings campaign, which launched in September 2020 and was an immediate success. From September 2020 through December 2021, the campaign has generated 24,915,815 impressions and 316,820 website sessions. The campaign exceeded performance expectations with a 50.04% conversion rate and cost per conversion of only 85 cents.

Most importantly, the campaign increased Irving hotel occupancy by generating 151,005 hotel booking referrals, representing \$25,652,188 in potential economic value for Irving hotels.

Since the launch of the staycations campaign, for the first time in Visit Irving's nearly 50-year history, weekend occupancy has exceeded weekday occupancy. Weekend occupancy increased from a low of 23.0% in 2020 to 75.5% in 2021. In addition to the staycations campaign and contributing to this turnaround was an OTA campaign, which Monty also oversaw, and that had a direct ROI of \$60:1.

The campaign also had an unexpected impact—specifically, website traffic to Visit Irving's website. In the 16 months that the campaign has run on irvingtexas.com, it contributed to the highest-ever months of website traffic. At one point during the pandemic, of Simpleview's more than 600 destination clients, Visit Irving's website was the only one increasing unique visitors. That is ALL a result of Monty's foresight, leadership and hard work.

Attachments

- "Tee Up These New Packages and Upgrades at Major U.S. Golf Resorts," by Tyler Davidson, meetingstoday.com, January 4, 2022
- "Irving, Texas to Host Top Level Triathlon Action," sportsdestinations.com, January 17, 2022
- "American Dream: Taylor Knibb and Sam Long on the PTO US Open," Online County, January 30, 2022
- Blog Performance Overview
- Visit Irving Social Stats
- Irving Convention Center Social Stats

meetingstoday.com Linn County Cedar Rapids, IA Circulation: Online Frequency: Daily January 4, 2022

Tee Up These New Packages and Upgrades at Major U.S. Golf Resorts

meetingstoday.com/articles/143102/us-golf-resorts-packages-upgrades

January 4, 2022

Tyler Davidson



Edgewood Tahoe. Credit: Edgewood Tahoe.

The pandemic period has resulted in many properties upgrading their offerings and promoting packages to get groups back in-house, and golf resorts are certainly no exception.

Following is some news from some of the top golf properties in the U.S. that cater to meetings and events.

PGA National Resort

Set to launch in early 2022, a \$100 million revitalization of Palm Beach Gardens, Florida's PGA National Resort features fully updated guest rooms, common areas and meeting spaces, along with two new Andy Staple-designed golf courses, new dining concepts and wellness offerings.

According to the property, highlights include the following:

Fully updated guest rooms and meeting spaces that pay homage to the charm and elegance of 1960s Palm Beach chic.

A transformed entrance and lobby with '60s-inspired pocket seating, period furniture pieces, two grandiose chandeliers resembling upside-down palm leaves, and a bar with a massive replica of a banyan tree featuring over 1,500 LED lights.

Six new culinary concepts, including two signature restaurants led by Top Chef alumni Lindsay Autry and Jeremy Ford; a neon-lit ice cream shop; a specialty chocolate shop; and a retro-styled diner.

New era of wellness with two new golf courses and a 40,000-square-foot redesigned spa by V Starr (owned by Venus Williams) that features a hair salon, '50s-inspired barber shop, outdoor pool deck and bar, Himalayan salt rooms, and other features.

Family-friendly amenities that include the new Banyan Buddies Kids Club.



PGA National lobby rendering

Kiawah Island Golf Resort

South Carolina's Kiawah Island Golf Resort added four two-story, four-king bedroom cottages at The Ocean Course, which overlooks the driving range and Atlantic Ocean. Use of the cottages, which offer a dedicated concierge, includes a daily round of golf either at The Ocean Course or any of the resort's other four courses.

It also includes unlimited use of The Ocean Course driving range, access to the fitness center and indoor pool in The Sanctuary hotel, daily breakfast, daily dedicated housekeeping, a customized welcome amenity and a \$500 card per cottage that can be applied to food and beverage and recreational activities.



Kiawah Island Golf Resort Cottages

[Related: 7 Top Golf Courses for Group Tournaments in South Carolina]

Edgewood Tahoe

Edgewood Tahoe, located on the California-Nevada border in Stateline, Nevada, is constructing a brand-new set of luxury accommodations—the Villa Suites—that are currently bookable for dates beginning September 1, 2022. The Villa Suites will frequently be used as a home base for executive and teambuilding retreats. On the sustainability front, the resort was appointed membership of the Audubon Cooperative Sanctuary for its commitment to environmental stewardship, which includes numerous green initiatives that benefit Lake Tahoe, such as treating and removing 500,000 lbs. of sediment per year from the lake.



Edgewood Tahoe Villa Suites



Pinehurst Resort

Pinehurst Resort

Following a full renovation in 2020, North Carolina's Pinehurst Resort opened a new pavilion and marina at the Beach Club on Lake Pinehurst, a 200-acre lake area that features a sandy beach, a fire pit and a covered venue for group events.

The pavilion is ideal for outdoor gatherings and social events, and can accommodate up to 160 for a banquet buffet or up to 200 for a reception.

Innisbrook, a Salamander Resort

The Tampa, Florida, area's Innisbrook is floating an Innisbrook Inspired Meetings package for bookings that actualize by the end of 2022. Groups that book from 10 to 50 room nights on peak can select three of the following, and groups that book more than 51 rooms on peak can choose five:

- Complimentary meeting space
- 10% savings on banquet menus
- · 20% savings on audiovisual
- 20% allowable attrition
- 20% savings on golf and spa
- Up to five suite upgrades at a group rate
- Book two years and receive the same room rate
- · One complimentary coffee break
- One complimentary room per 40 paid guest rooms



Innisbrook Resort

Four Seasons Resort and Club Dallas at Las Colinas

This Irving, Texas, golf resort is sharpening its focus on environmental management programs and sustainability across all areas of the resort, including its golf courses.

Its golf maintenance team has received several accolades and recognition for its water conservation program—both courses use 100% reclaimed water—energy conservation, pollution prevention and wildlife and habitat conservation.

The resort also recently retained its designation as a Certified Audubon Cooperative Sanctuary by Audubon International.

Read Next: How Golf Events Are Evolving: Meetings Today LIVE!



Four Seasons Resort and Club at Las Colinas Champions Suite

About the author

Tyler Davidson | Editor, Vice President & Chief Content Director

Tyler Davidson has covered the travel trade for nearly 30 years. In his current role with Meetings Today, Tyler leads the editorial team on its mission to provide the best meetings content in the industry.



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

January 17, 2022

17 Jan, 2022



Texas



Irvine, Texas to Host Top-Level Triathlon Action

USA Triathlon, in partnership with the City of Irving, Texas, announced that Irving will host the inaugural 2022 USA Triathlon Multisport National Championships Festival, scheduled for April 28-May 1, 2022. The new Multisport National Championships Festival encompasses six of USA Triathlon's National Championship events, bringing to Irving the nation's best run-bike-run, swim-run, swim-bike and swim-bike-run athletes as they compete for national titles during the four-day event. Showcasing the sport's offering of multiple race formats, the Multisport National Championships Festival will also debut the new Age Group Mixed Relay National Championships and Super Sprint Triathlon Time Triathlon National Championships.

The 2022 USA Triathlon Multisport National Championships Festival will include the following National Championship events:

- Draft-legal Triathlon National Championships
- Duathlon (run-bike-run) National Championships (standard and draft-legal sprint distances)
- Aquathlon (swim-run) National Championships
- Aquabike (swim-bike) National Championships (standard distance)
- Super Sprint Triathlon Time Trial National Championships
- Age Group Mixed Relay National Championships

"This brand-new Multisport National Championships Festival has been a long time in the making and we are thrilled to head to Irving, Texas, a terrific host city with a long history of supporting triathlons, for the debut edition," said Rocky Harris, USA Triathlon CEO. "We've long wanted to bring together several of our multisport national championship events as one, multi-day event where triathletes, duathletes and aquabike and aquathlon athletes can all come together to race at a fabulous venue. For the age group athlete looking to compete in multiple disciplines and qualify for Team USA, no longer will they have to travel to multiple events throughout the year – they can come to Multisport National Championships Festival and race several events over race weekend. These four days in Irving are really going to be a celebration of multisport racing."

"We are excited to welcome the USA Triathlon Multisport National Championships Festival home to Irving for 2022," said Irving Mayor Rick Stopfer. "Our long and strong history with triathlons, and our award-winning reputation for hospitality will assure your competitors, their families and fans and your sponsors are in for a spectacular event, hosted in one of the most diverse communities in the country. We look forward to welcoming the world home to Irving."

The host community for National Championships play a vital role, particularly in a multi-day, multi-discipline event, and the Multisport National Championships Festival logo pays homage to the city of Irving with a nod to the <u>Mustangs of Las Colinas</u>, the beautiful sculpture of nine bronze mustangs galloping across a granite prairie stream in the <u>Las Colinas Urban Center</u>, location for the event.

In addition to the Championship events, the Multisport National Championships Festival will also include a non-championship Olympic-distance triathlon and an open-water swim competition. None of the races, including the National Championship events, require qualification. Registration, powered by TicketSocket is currently open at <u>multisportfestival.com</u>.

Athletes are encouraged to participate in multiple disciplines as the multisport community comes together to celebrate the unique opportunities multisport affords and will receive a 5% discount when they register for three events and a 10% discount when they register for four events.

All races will be held at Levy Event Plaza, which opened in 2020 along Lake Carolyn as a dedicated outdoor hub for Irving community events. Athletes will swim in Lake Carolyn and the bike and run courses will take athletes on rolling hills through the main thoroughfares of Irving, including Las Colinas Boulevard, Lake Carolyn Parkway and Royal Lane.

The race venue at Levy Event Plaza is a convenient 10-minute drive from Dallas/Fort Worth International Airport and is within the bustling Las Colinas area with beautiful lake-side trails and a plethora of dining, hotel and entertainment options, including the <u>Toyota Music Factory</u>.

"Irving has been honored to host a wide range of amateur and professional sports over the years, including serving as the host site for the 2000 Olympic Triathlon Trials ahead of triathlon's Olympic debut," said Irving City Manager Chris Hillman. "The USA Triathlon Multisport National Championships Festival will allow us to welcome competitors, sponsors and fans from all over to Irving, and showcase our award-winning service and hospitality."

In addition to racing for age group national championships, athletes will also have the opportunity to qualify to represent age group Team USA at 2023 World Triathlon Age Group World Championships. For more information about Team USA, comprised of the nation's

top amateur multisport athletes who represent the U.S. at World Triathlon Age Group World Championship events, visit <u>usatriathlon.org/teamusa</u>.

The four days of racing kick off on Thursday, April 28 with the debut of the Super Sprint Triathlon Time Trial National Championships (250m swim, 5k bike, 1.2k run) and the open water swim competition (750m).

Friday's races include the Draft-Legal Sprint Triathlon National Championships (750m swim, 20k bike, 5k run). Draft-legal racing, where athletes ride in packs on the bike, is the format of racing contested on the World Triathlon and Olympic stage and is gaining popularity at the age-group level. Also on Friday, swim-run athletes will compete in the Aquathlon National Championships (1,000m swim, 5k run).

The Duathlon National Championships begin on Saturday, as run-bike-run athletes take on the Standard Duathlon (10k run, 40k bike, 5k run). The debut of the Mixed Relay Triathlon National Championships will also take place Saturday, as teams of four (two women, two men) compete, with each team member completing a 250m swim, 5k bike, 1.2k triathlon. The Mixed Relay made its Olympic debut at this summer's Olympic Games Tokyo, as the U.S. earned silver in the fast, exciting, spectator-friendly event.

Sunday's Duathlon National Championships include the Draft-Legal Sprint Duathlon (5k run, 20k bike, 3.3k run). Also that day is the Aquabike National Championships (1500m swim, 40k bike) for swim-bike athletes, and the non-championship Olympic-distance triathlon (1500m swim, 40k bike, 10k run).

To learn more about the 2022 USA Triathlon Multisport National Championships Festival, visit <u>multisportfestival.com</u>.

About USA Triathlon

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquabike, winter triathlon, off-road triathlon, paratriathlon, and indoor and virtual multisport events in the United States. Founded in 1982, USA Triathlon sanctions more than 4,000 events and connects with more than 400,000 members each year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors – as well as the USA Triathlon Foundation – USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon Championships, Pan American Games and the Olympic and Paralympic Games. USA Triathlon is a proud member of World Triathlon and the United States Olympic & Paralympic Committee (USOPC).

tri247.com Online County Online

Circulation: 608 Frequency: Daily January 30, 2022

American Dream: Taylor Knibb and Sam Long on the PTO US Open

tri247.com/triathlon-news/taylor-knibb-sam-long-pto-us-open

30 January 2022



American stars Sam Long and Taylor Knibb believe the inaugural PTO US Open will raise the bar for triathlon, both in the USA and globally.

The Professional Triathletes Organisation this week confirmed details of their first-ever Stateside event in partnership with USA Triathlon, the Dallas Sports Commission and the City of Irving.

It will take place on September 17-18 in Las Colinas-Irving, Texas.

Speaking on a Zoom press conference, Sam Renouf, CEO of the PTO, stated: "Our ambition here is that this is not just another event on the calendar. Our intention is that this becomes THE event for long-distance triathlon in North America."

The US Open will be the third race of a 2022 PTO Tour which also consists of the Canadian Open and the Collins Cup. From 2023 it will expand to five events, with the addition of the PTO Asian Open and the PTO European Open.

Renouf was keen to underline the long-term view – not just for the PTO US Open, but also the other events.

He explained: "We're establishing the tour this first year but our intention is to not become a travelling circus. We're looking to find permanent homes for our events in each part of the world – so the US and Canada, in Europe and in Asia. And part of the logic of that is that we're able to help support the eco system of triathlon.

"So we're not just encouraging this event's growth but also the entire community around it. We see such potential for triathlon to grow in the Texas area."

Future of the sport

And two of the sport's brightest young stars are relishing the chance to race in front of home fans, in an event that will carry a prize purse of \$1,000,000.



Sam Long – excited for the challenges ahead and triathlon's future.

Sam Long, last year's IRONMAN Coeur d'Alene and IRONMAN 70.3 Boulder winner, is already up to #4 in the PTO rankings and responding to a question from TRI247, the fast-improving 'Big Unit' said: "I think 2022 is shaping up to be potentially the biggest year of racing we've ever had in the existence of triathlon.

"On the Ironman side we have two World Championships, there's the 70.3 Worlds but I don't think it's any secret that the PTO events are going to be a real highlight and I'm definitely targeting them more in my schedule.

"And I think it's really stepping up – the other organisations are going to have to follow the PTO in supporting athletes, providing appearance fees, providing bigger prize purses and setting an example with media.

"It's really going to raise what's required and what's expected – and the level you need to take care of professionals.

"I see the PTO as being the future of this sport and setting the example with the two Majors they have this year as well as the Collins Cup. So those are all my most important events of the year."

The best racing the best

Taylor Knibb is also at #4 in the female PTO rankings after an incredible 2021 campaign, her first full season out of college.



Taylor Knibb of Team USA wins her race at the 2021 Collins Cup in Samorin, Slovakia.

It included a silver medal for Team USA in the Mixed Team Relay in Tokyo, winning the WTCS Grand Final in Edmonton, starring at The Collins Cup and finishing third at the IRONMAN 70.3 World Champs.

And the 23-year-old told us: "I'm so thrilled for the opportunity to hopefully do these big races.

"With the money I think comes the sense that you know everyone is going to be there. And that's a fantastic opportunity."

And the good news for her is that they fit in perfectly with her WTCS plans: "I have to thank whoever co-ordinated the schedules! I hope to be at all three races," she confirmed.

That theme of stacked fields in both the men's and women's races was echoed by Long and he was also keen to stress that the new event wasn't just benefitting the elites.

'Growing the entire sport'

"I also think the important thing is that this race doesn't just create opportunities for the top athletes to make money and build the sport. It also creates a lot of opportunities for the middle, say B and C tier athletes.

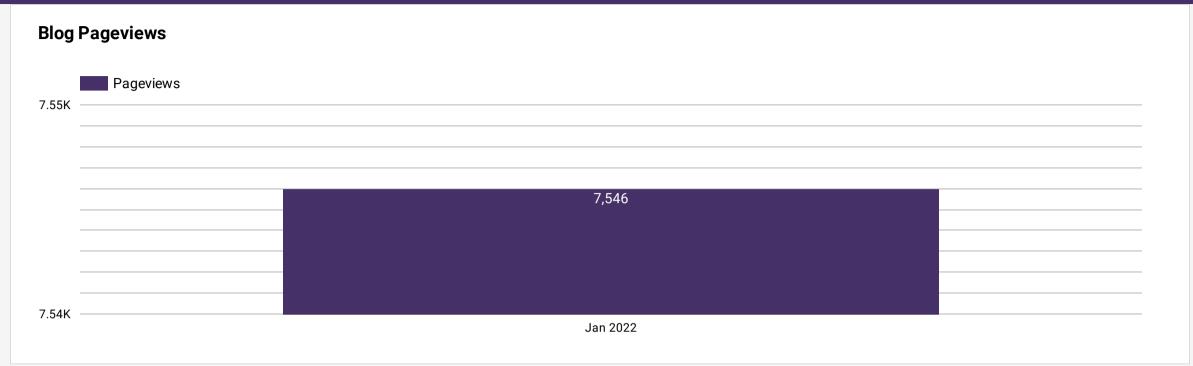
"Because if all the A tier athletes are at these events then there's still all these other races going on and those athletes are able to make money and get showcased and get some prestige. "So while it might look like this event is just building up the top 40 athletes, that couldn't be further from the truth. Because it really grows the entire sport from the bottom all the way up to the top. And I understand completely, being someone who was not too long ago a C tier athlete. I'm really excited about how it presents opportunities to everyone."

The professional men's and women's races are each a 100km distance which comprises a 2km swim, 80km bike leg and a 18km run.

The PTO US Open will also introduce age group racing over both the 100km and 25km distance, as well as a relay option, giving amateurs the opportunity to meet and race alongside the PTO professionals in the centrally located Las Colinas-Irving district, a short distance from downtown Dallas.

Athletes will swim in Lake Carolyn and the bike and run courses will take them on rolling hills through the main thoroughfares of Irving, including Las Colinas Boulevard, Lake Carolyn Parkway and Royal Lane.

Blog Performance Overview



Blog Traffic Performance

| | Page | Pageviews ▼ | Unique Pageviews | Avg. Time on Page | Bounce Rate |
|-----|---|-------------|------------------|-------------------|-------------|
| 1. | /blog/list/post/meet-the-chef-ashley-henderson-at-nylo-las-colinas/ | 1,012 | 951 | 00:16:21 | 15.28% |
| 2. | /blog/list/post/uniquely-irving-brunos-ristorante/ | 774 | 713 | 00:09:07 | 10.04% |
| 3. | /blog/list/post/five-ways-to-have-fun-at-lake-carolyn/ | 282 | 258 | 00:07:14 | 16.81% |
| 4. | /blog/home/ | 240 | 161 | 00:01:07 | 33.82% |
| 5. | /blog/list/post/new-year-new-you-new-eateries-too/?preview=true | 221 | 192 | 00:10:49 | 13.47% |
| 6. | /blog/list/post/5-healthy-dishes-to-try-in-irving/ | 218 | 201 | 00:07:36 | 12.36% |
| 7. | /blog/list/post/rock-the-city-with-live-entertainment-in-irving/ | 185 | 175 | 00:04:41 | 23.42% |
| 8. | /blog/list/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/ | 161 | 149 | 00:15:08 | 9.33% |
| 9. | /blog/list/post/new-irving-eateries-you-should-know-about/ | 159 | 151 | 00:10:49 | 3.5% |
| 10. | /blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/ | 155 | 140 | 00:07:23 | 16% |

SOCIAL MEDIA FACTS





FOLLOWERS



90,94**7** +1.434



5,742



10,541 +130



107,230 +1,551

FACEBOOK





2,041,500 Impressions



1,809,979 Users

TWITTER





3,717

Impressions



675

Profile Visits

INSTAGRAM





588,588

Impressions





SOCIAL MEDIA FACTS





FOLLOWERS



12,856 +16



2,458



2,233



17,547 +25

FACEBOOK





610,639

Impressions



257.842 Users



582

Check-Ins

TWITTER





137

Impressions



154

Profile Visits

INSTAGRAM





111,513

Impressions







DATE: February 22, 2022

TO: Maura Gast, Executive Director

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

<u>STR</u>

Irving's hotel occupancy rate for January was 54%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 42.5%, while Texas figures increased 19.2% and the US figures increased 22.4% for the month. Demand for the current period increased 42.2%, and YTD has increased 42.2% over last year, while STR data reflects a 42.5% increase for the current period and a 42.5% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$99.60, up 45.4% in January compared to last year, leaving Irving's YTD average daily rate at \$99.60, up 45.4% over last year.

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

AirDNA

For the month of January, there were 434 available listings in Irving which was a 9.2% decrease in listings over last year's figure of 478. The average daily rate for January was \$212.65, which was an increase of 39.78% over last year, with an occupancy percentage of 49.2%, which was an increase of 6.04% compared to last year.

For the hotel comparable subset, the average daily rate for January was \$102.37, an increase of 25.58% from last year, with occupancy at 55.2%, an increase of 19.60% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: January 2022

| | | | | (| Current Mont | h - January | 2022 vs | January 2 | 021 | | | | Year to Date - January 2022 vs January 2021 | | | | | | | | | | | |
|-----------------|------|------|--------|--------|--------------|-------------|---------|-----------|-----------|-------------|----------|------|---|------|--------|--------|-------|------------------------------|------|------|--------|-------|-------|------|
| | Осс | % | AD | R | RevP | AR | | Percent | Change fi | rom January | 2021 | | Occ % ADR | | | RevP | AR | Percent Change from YTD 2021 | | | | | | |
| | | | | | | | | | | | | Room | | | | | | | | | | Room | | Room |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Осс | ADR | RevPAR | Room Rev Ro | om Avail | Sold | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Осс | ADR | RevPAR | Rev | Avail | Sold |
| United States | 47.8 | 39.0 | 123.51 | 90.85 | 58.98 | 35.44 | 22.4 | 36.0 | 66.4 | 73.5 | 4.3 | 27.6 | 47.8 | 39.0 | 123.51 | 90.85 | 58.98 | 35.44 | 22.4 | 36.0 | 66.4 | 73.5 | 4.3 | 27.6 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Texas | 51.3 | 43.1 | 96.11 | 73.99 | 49.33 | 31.87 | 19.2 | 29.9 | 54.8 | 58.0 | 2.1 | 21.7 | 51.3 | 43.1 | 96.11 | 73.99 | 49.33 | 31.87 | 19.2 | 29.9 | 54.8 | 58.0 | 2.1 | 21.7 |
| | | | | | | · | | | | | | | | | | | | | | | | | | |
| Atlanta, GA | 52.8 | 47.0 | 106.16 | 78.93 | 56.05 | 37.09 | 12.4 | 34.5 | 51.1 | 57.1 | 3.9 | 16.8 | 52.8 | 47.0 | 106.16 | 78.93 | 56.05 | 37.09 | 12.4 | 34.5 | 51.1 | 57.1 | 3.9 | 16.8 |
| Arlington, TX | 56.8 | 47.2 | 103.20 | 69.17 | 58.63 | 32.66 | 20.3 | 49.2 | 79.5 | 79.4 | -0.0 | 20.3 | 56.8 | 47.2 | 103.20 | 69.17 | 58.63 | 32.66 | 20.3 | 49.2 | 79.5 | 79.4 | -0.0 | 20.3 |
| Charlotte, NC | 47.2 | 37.9 | 97.65 | 76.48 | 46.11 | 28.99 | 24.6 | 27.7 | 59.1 | 67.1 | 5.1 | 30.9 | 47.2 | 37.9 | 97.65 | 76.48 | 46.11 | 28.99 | 24.6 | 27.7 | 59.1 | 67.1 | 5.1 | 30.9 |
| Fort Worth, TX+ | 58.7 | 45.1 | 111.06 | 77.04 | 65.18 | 34.75 | 30.1 | 44.2 | 87.6 | 98.6 | 5.9 | 37.7 | 58.7 | 45.1 | 111.06 | 77.04 | 65.18 | 34.75 | 30.1 | 44.2 | 87.6 | 98.6 | 5.9 | 37.7 |
| Frisco, TX+ | 46.7 | 32.2 | 135.73 | 99.69 | 63.33 | 32.09 | 45.0 | 36.1 | 97.4 | 103.8 | 3.2 | 49.7 | 46.7 | 32.2 | 135.73 | 99.69 | 63.33 | 32.09 | 45.0 | 36.1 | 97.4 | 103.8 | 3.2 | 49.7 |
| Grapevine, TX+ | 51.0 | 29.9 | 174.72 | 141.14 | 89.12 | 42.16 | 70.8 | 23.8 | 111.4 | 118.3 | 3.3 | 76.4 | 51.0 | 29.9 | 174.72 | 141.14 | 89.12 | 42.16 | 70.8 | 23.8 | 111.4 | 118.3 | 3.3 | 76.4 |
| Irving, TX+ | 54.0 | 37.9 | 99.60 | 68.51 | 53.82 | 25.99 | 42.5 | 45.4 | 107.1 | 109.0 | 0.9 | 43.8 | 54.0 | 37.9 | 99.60 | 68.51 | 53.82 | 25.99 | 42.5 | 45.4 | 107.1 | 109.0 | 0.9 | 43.8 |
| Nashville, TN | 47.8 | 33.6 | 129.42 | 85.18 | 61.84 | 28.62 | 42.2 | 51.9 | 116.1 | 127.8 | 5.4 | 49.9 | 47.8 | 33.6 | 129.42 | 85.18 | 61.84 | 28.62 | 42.2 | 51.9 | 116.1 | 127.8 | 5.4 | 49.9 |
| Phoenix, AZ | 61.8 | 48.8 | 156.94 | 99.62 | 97.00 | 48.64 | 26.6 | 57.5 | 99.4 | 107.4 | 4.0 | 31.7 | 61.8 | 48.8 | 156.94 | 99.62 | 97.00 | 48.64 | 26.6 | 57.5 | 99.4 | 107.4 | 4.0 | 31.7 |
| San Jose, CA+ | 45.6 | 31.3 | 119.61 | 96.13 | 54.59 | 30.13 | 45.6 | 24.4 | 81.2 | 76.6 | -2.5 | 42.0 | 45.6 | 31.3 | 119.61 | 96.13 | 54.59 | 30.13 | 45.6 | 24.4 | 81.2 | 76.6 | -2.5 | 42.0 |

| | | | | | Compe | etitive Set | Comparison | | | | | | |
|-------------|-----------------|-------------------|-------------------|-----------------|-------------------|------------------|-------------------|------------------|-----------------|------------------|-----------------|-----------------|-----------------|
| | | Actual I | Figures | | | | | | | | | | |
| | С | urrent Mo | nth | Υ | ear-To-Da | ate | | | urrent Mo | nth | Ye | ar-To-Dat | ie |
| | осс | ADR | RvPAR | осс | ADR | RvPAR | | occ | ADR | RvPAR | осс | ADR | RvPAR |
| US Texas | 69.6 65.7 | 143.30 105.97 | 99.71 69.67 | 56.2 59.2 | 117.11 92.24 | 65.77 54.60 | US Texas | 47.7 49.7 | 40.2 38.6 | 107.0 107.5 | 28.6 30.3 | 8.6 6.3 | 39.6 38.4 |
| Irving | 65.6 | 98.71 | 64.73 | 56.2 | 87.07 | 48.95 | Irving | 91.6 | 37.5 | 163.4 | 31.3 | -7.6 | 21.3 |
| Best USA | Grpvine 78.7 | Grpvine 210.08 | Grpvine 165.27 | Arlngtn 64.9 | Grpvine 179.71 | Grpvine 94.20 | Best USA | Grpvine 145.5 | Nshvlle 69.0 | Nshvlle 227.7 | Frisco 43.4 | Arlngtn 13.8 | Arlngtn 42.5 |
| Best Texas | Grpvine | Grpvine | Grpvine | Arlngtn | Grpvine | | Best Texas | Grpvine | Arlngtn | Grpvine | Frisco | Arlngtn | Arlngtn |
| Worst USA | 78.7 SanJose | 210.08 Irving | 165.27 SanJose | 64.9 SanJose | 179.71 Irving | 94.20 SanJose | Worst USA | 145.5 Phoenix | 51.9 SanJose | 189.4 SanJose | 43.4 SanJose | 13.8 SanJose | 42.5 SanJose |
| W T | 54.5 | 98.71 | 63.05 | 43.6 | 87.07 | 46.34 | | 40.9 | 11.7 | 79.6 | 10.6 | -31.8 | -24.6 |
| Worst Texas | Frisco 60.8 | 1rving 98.71 | Irving 64.73 | Frisco 52.3 | Irving 87.07 | Irving 48.95 | Worst Texas | Arlngtn 44.1 | Grpvine 17.9 | Arlngtn 118.9 | Arlngtn 25.2 | -7.6 | 1rving 21.3 |
| | | Note: "B | est" and "\ | Vorst" not | ations ab | ove refer t | o destinations wi | thin this c | ompetitive | set only | | | |

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: January 2022

| | | | | Curre | nt Month - Ja | nuary 202 | 2 vs Janu | ıary 202 | 1 | | | | Year to Date - January 2022 vs January 2021 | | | | | | | | | | | |
|---------------------------------|------|------|--------|--------|---------------|-----------|-----------|----------|-----------|---------|----------|-------|---|------|--------|--------|-------|-------|-------|--------|----------|---------|--------|-------|
| | Осс | % | AD | R | RevP | AR | Р | ercent C | Change fr | om Janu | ary 2021 | ı | Осс | % | AD | R | RevP | AR | | Percen | t Change | from YT | D 2021 | |
| | | | | | | | | | | Room | Room | Room | | | | | | | | | | Room | Room | Room |
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Осс | ADR | RevPAR | Rev | Avail | Sold | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 | Осс | ADR | RevPAR | Rev | Avail | Sold |
| Irving, TX+ | 54.0 | 37.9 | 99.60 | 68.51 | 53.82 | 25.99 | 42.5 | 45.4 | 107.1 | 109.0 | 0.9 | 43.8 | 54.0 | 37.9 | 99.60 | 68.51 | 53.82 | 25.99 | 42.5 | 45.4 | 107.1 | 109.0 | 0.9 | 43.8 |
| Luxury/Full Service Irving+ | 47.6 | 25.7 | 141.27 | 101.04 | 67.30 | 25.96 | 85.4 | 39.8 | 159.2 | 159.6 | 0.2 | 85.7 | 47.6 | 25.7 | 141.27 | 101.04 | 67.30 | 25.96 | 85.4 | 39.8 | 159.2 | 159.6 | 0.2 | 85.7 |
| All Suite/Extended Stay Irving+ | 58.7 | 48.0 | 83.17 | 60.93 | 48.82 | 29.23 | 22.3 | 36.5 | 67.0 | 67.0 | 0.0 | 22.3 | 58.7 | 48.0 | 83.17 | 60.93 | 48.82 | 29.23 | 22.3 | 36.5 | 67.0 | 67.0 | 0.0 | 22.3 |
| Limited Service Irving+ | 57.2 | 43.7 | 94.07 | 61.20 | 53.81 | 26.75 | 30.9 | 53.7 | 101.1 | 114.1 | 6.5 | 39.3 | 57.2 | 43.7 | 94.07 | 61.20 | 53.81 | 26.75 | 30.9 | 53.7 | 101.1 | 114.1 | 6.5 | 39.3 |
| Budget Irving+ | 57.7 | 43.7 | 59.03 | 47.44 | 34.08 | 20.72 | 32.2 | 24.4 | 64.5 | 64.2 | -0.2 | 31.9 | 57.7 | 43.7 | 59.03 | 47.44 | 34.08 | 20.72 | 32.2 | 24.4 | 64.5 | 64.2 | -0.2 | 31.9 |
| Las Colinas+ | 49.0 | 35.0 | 114.35 | 74.55 | 56.03 | 26.06 | 40.2 | 53.4 | 115.0 | 115.0 | 0.0 | 40.2 | 49.0 | 35.0 | 114.35 | 74.55 | 56.03 | 26.06 | 40.2 | 53.4 | 115.0 | 115.0 | 0.0 | 40.2 |
| DFW North+ | 61.1 | 38.8 | 94.28 | 65.09 | 57.60 | 25.25 | 57.5 | 44.8 | 128.1 | 134.7 | 2.9 | 62.0 | 61.1 | 38.8 | 94.28 | 65.09 | 57.60 | 25.25 | 57.5 | 44.8 | 128.1 | 134.7 | 2.9 | 62.0 |
| DFW South+ | 54.3 | 41.6 | 86.17 | 64.50 | 46.76 | 26.86 | 30.3 | 33.6 | 74.1 | 74.0 | -0.0 | 30.3 | 54.3 | 41.6 | 86.17 | 64.50 | 46.76 | 26.86 | 30.3 | 33.6 | 74.1 | 74.0 | -0.0 | 30.3 |
| Full Service Las Colinas+ | 38.8 | 17.5 | 182.01 | 142.50 | 70.62 | 24.88 | 122.2 | 27.7 | 183.8 | 183.8 | 0.0 | 122.2 | 38.8 | 17.5 | 182.01 | 142.50 | 70.62 | 24.88 | 122.2 | 27.7 | 183.8 | 183.8 | 0.0 | 122.2 |
| Limited Service Las Colinas+ | 56.7 | 48.1 | 79.51 | 56.01 | 45.05 | 26.95 | 17.8 | 42.0 | 67.2 | 67.2 | 0.0 | 17.8 | 56.7 | 48.1 | 79.51 | 56.01 | 45.05 | 26.95 | 17.8 | 42.0 | 67.2 | 67.2 | 0.0 | 17.8 |
| Full Service DFW North+ | 56.2 | 25.9 | 124.53 | 89.68 | 69.97 | 23.19 | 117.2 | 38.9 | 201.7 | 203.2 | 0.5 | 118.3 | 56.2 | 25.9 | 124.53 | 89.68 | 69.97 | 23.19 | 117.2 | 38.9 | 201.7 | 203.2 | 0.5 | 118.3 |
| Limited Service DFW North+ | 64.2 | 47.4 | 77.27 | 56.13 | 49.64 | 26.63 | 35.4 | 37.7 | 86.4 | 94.8 | 4.5 | 41.5 | 64.2 | 47.4 | 77.27 | 56.13 | 49.64 | 26.63 | 35.4 | 37.7 | 86.4 | 94.8 | 4.5 | 41.5 |
| Full Service DFW South+ | | | | | | | | | | | | | | | | | | | | | | | | |
| Limited Service DFW South+ | 54.5 | 41.0 | 78.38 | 59.66 | 42.73 | 24.49 | 32.8 | 31.4 | 74.5 | 74.4 | -0.0 | 32.8 | 54.5 | 41.0 | 78.38 | 59.66 | 42.73 | 24.49 | 32.8 | 31.4 | 74.5 | 74.4 | -0.0 | 32.8 |

| AirBNB Data | Осс | % | ΑC |)R | Rev | PAR | F | Percent | Change | from P | rior Yea | r | Oc | : % | AD | R | Revi | PAR | Per | cent Ch | ange fro | om Prio | r Year Y | TD |
|------------------|------|-------|--------|--------|--------|-------|-------|---------|--------|--------|----------|------|------|-------|--------|--------|--------|-------|-------|---------|----------|---------|----------|------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Rev | Avail | Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | PAR | Rev | Avail | Sold |
| Entire Place | 49.2 | 46.4 | 212.65 | 152.13 | 104.71 | 70.64 | 6.04 | 39.78 | 48.22 | 72.1 | 35.5 | 28.8 | 49.2 | 46.44 | 212.65 | 152.13 | 104.71 | 70.64 | 6.04 | 39.78 | 48.22 | 72.1 | 35.5 | 28.8 |
| Hotel Comparable | 55.2 | 46.17 | 102.37 | 81.51 | 56.53 | 37.63 | 19.60 | 25.58 | 50.20 | 37.7 | -8.3 | 9.7 | 55.2 | 46.17 | 102.37 | 81.51 | 56.53 | 37.63 | 19.60 | 25.58 | 50.20 | 37.7 | -8.3 | 9.7 |

| Available Listings | 2021 | 2020 | % Chg |
|--------------------------|------|------|--------|
| Entire Place | 271 | 299 | (9.4) |
| Private Room | 109 | 141 | (22.7) |
| Shared Room | 54 | 38 | 42.1 |
| Total Available Listings | 434 | 478 | (9.2) |

| | Participation | | | | | | | | | |
|---------------------------------|---------------|--------|--------|--------|--|--|--|--|--|--|
| | Prope | rties | Roc | oms | | | | | | |
| | Census | Sample | Census | Sample | | | | | | |
| Irving, TX+ | 86 | 75 | 12726 | 11202 | | | | | | |
| Luxury/Full Service Irving+ | 16 | 14 | 4904 | 4304 | | | | | | |
| All Suite/Extended Stay Irving+ | 32 | 30 | 3594 | 3391 | | | | | | |
| Limited Service Irving+ | 14 | 14 | 1794 | 1794 | | | | | | |
| Budget Irving+ | 24 | 17 | 2434 | 1713 | | | | | | |
| Las Colinas+ | 31 | 30 | 5262 | 4926 | | | | | | |
| DFW North+ | 26 | 25 | 4060 | 3964 | | | | | | |
| DFW South+ | 30 | 21 | 3523 | 2431 | | | | | | |
| Full Service Las Colinas+ | 8 | 8 | 2259 | 2259 | | | | | | |
| Limited Service Las Colinas+ | 23 | 22 | 3003 | 2667 | | | | | | |
| Full Service DFW North+ | 4 | 4 | 1589 | 1589 | | | | | | |
| Limited Service DFW North+ | 22 | 21 | 2471 | 2375 | | | | | | |
| Full Service DFW South+ | 4 | 2 | 1056 | 456 | | | | | | |
| Limited Service DFW South+ | 26 | 19 | 2467 | 1975 | | | | | | |
| ICC Comp Set No Boutiques+ | | | | , | | | | | | |

A blank row indicates insufficient data.

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Irving, Texas Room Demand Source: Smith Travel Research

| | 2021 | | | | 2022 | | | d Demand er prior year | STR Reported Change over prior year | | |
|-----------|-------|----------------------------|---------------------------|-------|----------------------------|---------------------------|------------------|---------------------------|-------------------------------------|--------------|--|
| | Осс % | Current Month Demand | Year To Date Demand | Осс % | Current Month Demand | Year To Date Demand | Current Month | Year To Date | Current Month | Year To Date | |
| January | 37.6 | 149,888 | 149,888 | 54.0 | 213,194 | 213,194 | 42.2% | 42.2% | 42.5% | 42.5% | |
| February | 46.2 | 166,232 | 316,120 | | | | | | | | |
| March | 58.3 | 232,397 | 548,517 | | | | | | | | |
| April | 58.0 | 223,663 | 772,180 | | | | | | | | |
| May | 62.1 | 245,810 | 1,017,990 | | | | | | | | |
| June | 64.8 | 248,066 | 1,266,056 | | | | | | | | |
| July | 65.6 | 259,433 | 1,525,489 | | | | | | | | |
| August | 59.6 | 235,957 | 1,761,446 | | | | | | | | |
| September | 59.7 | 230,535 | 1,991,981 | | | | | | | | |
| October | 66.2 | 266,062 | 2,258,043 | | | | | | | | |
| November | 64.1 | 244,834 | 2,502,877 | | | | | | | | |
| December | 55.6 | 219,242 | 2,722,119 | | | | | | | | |

Irving, Texas & United States Comparison

January 2022

| Irving | | A.D | .R. | | | OCCU | PANCY | | | Rev | /PAR | |
|------------------|----------|-------|-------|-------|---------|----------|-------|-------|---------|--------|-------|--------|
| living | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 99.60 | 45.4% | 99.60 | 45.4% | 54.0% | 42.5% | 54.0% | 42.5% | 53.82 | 107.1% | 53.82 | 107.1% |
| FEBRUARY | | | | | | | | | | | | |
| MAR | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |
| 12 mo. rolling a | verages: | ADR | 95.68 | 18.3% | 00 | ccupancy | 59.6% | 52.1% | | RevPAR | 57.04 | 79.9% |

| Texas | | A.D |).R. | | | OCCU | PANCY | | RevPAR | | | | |
|-----------|---------|-------|-------|-------|---------|-------|-------|-------|---------|-------|-------|-------|--|
| Texas | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | |
| JANUARY | 96.11 | 29.9% | 96.11 | 29.9% | 51.3% | 19.2% | 51.3% | 19.2% | 49.33 | 54.8% | 49.33 | 54.8% | |
| FEBRUARY | | | | | | | | | | | | | |
| MAR | | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | | |
| JUNE | | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | | |

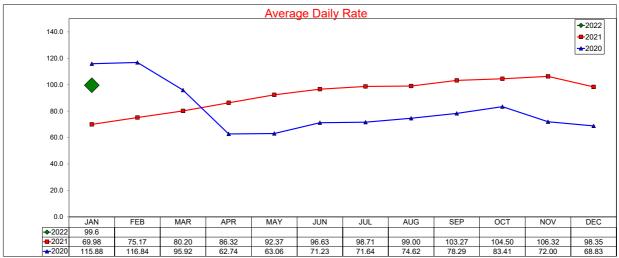
| USA | | A.D | .R. | | | OCCU | PANCY | | | RevPAR | | | | |
|-----------|---------|-------|--------|-------|---------|-------|-------|-------|---------|--------|-------|-------|--|--|
| UUA | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | | |
| JANUARY | 123.51 | 36.0% | 123.51 | 36.0% | 47.8% | 22.4% | 47.8% | 22.4% | 58.98 | 66.4% | 58.98 | 66.4% | | |
| FEBRUARY | | | | | | | | | | | | | | |
| MAR | | | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | | | |
| JUNE | | | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | | | |

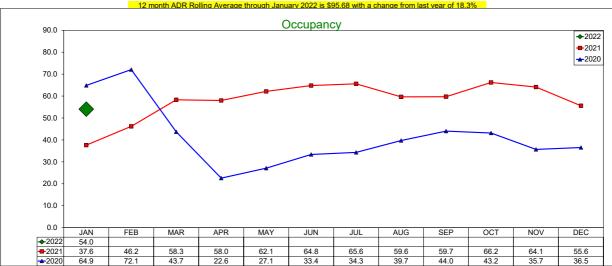
Note: The "Change %" column refers to the change from the prior year's figure.

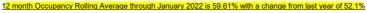
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

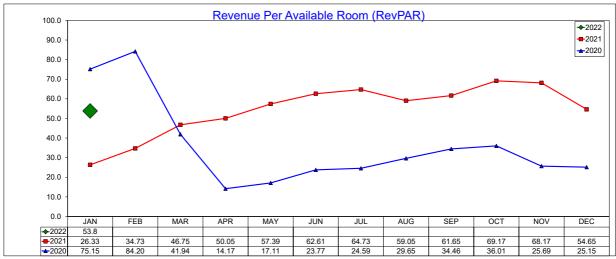
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

January 2022









Monthly & YTD AirDNA Data

January 2022

| Entire Place | | A.D | .R. | | | OCCUF | PANCY | | RevPAR | | | |
|--------------|---------|-------|--------|-------|---------|-------|-------|-------|---------|-------|--------|-------|
| Little Flace | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 212.65 | 39.8% | 212.65 | 39.8% | 49.2% | 6.0% | 49.2% | 6.0% | 104.71 | 48.2% | 104.71 | 48.2% |
| FEBRUARY | | | | | | | | | | | | |
| MAR | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | |
| JUNE | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | |

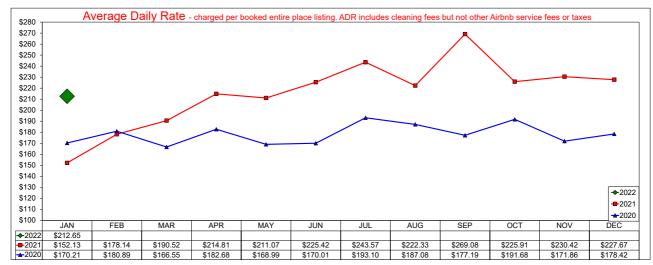
| Hotel | | A.D | .R. | | | OCCUF | PANCY | | RevPAR | | | | |
|------------|---------|-------|--------|-------|---------|-------|-------|-------|---------|-------|-------|-------|--|
| Comparable | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | |
| JANUARY | 102.37 | 25.6% | 102.37 | 25.6% | 55.2% | 19.6% | 55.2% | 19.6% | 56.53 | 50.2% | 56.53 | 50.2% | |
| FEBRUARY | | | | | | | | | | | | | |
| MAR | | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | | |
| MAY | | | | | | | | | | | | | |
| JUNE | | | | | | | | | | | | | |
| JULY | | | | | | | | | | | | | |
| AUGUST | | | | | | | | | | | | | |
| SEPTEMBER | | | | | | | | | | | | | |
| OCTOBER | | | | | | | | | | | | | |
| NOVEMBER | | | | | | | | | | | | | |
| DECEMBER | | | | | | | | | | | | | |

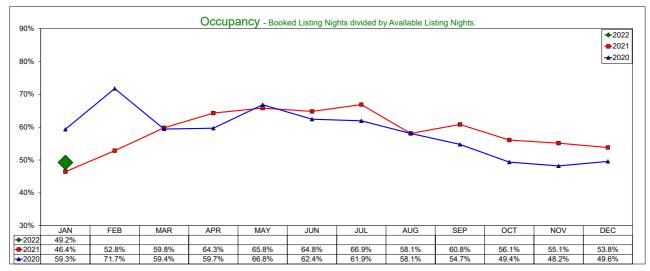
Note: The "Change %" column refers to the change from the prior year's figure.

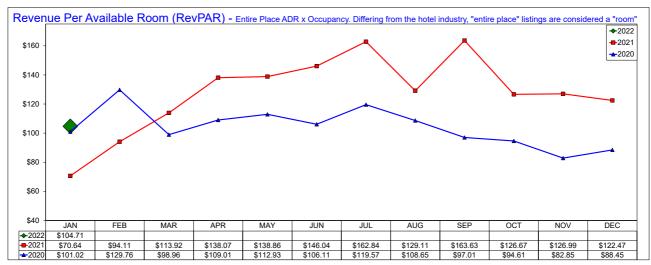
AirDNA - Entire Place

January 2022

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

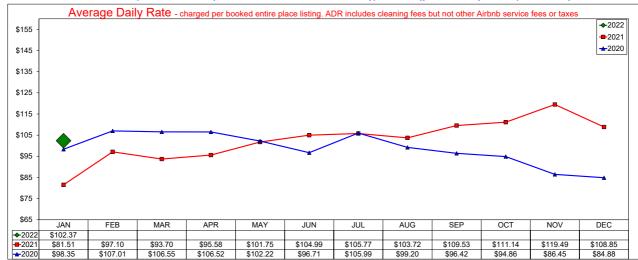




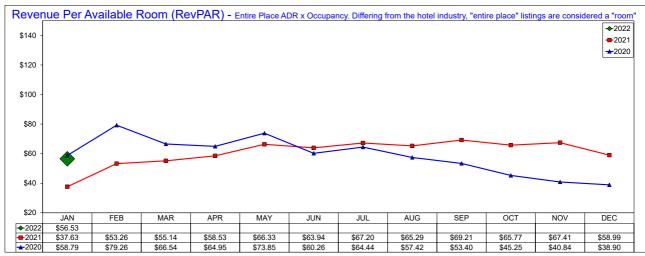


AirDNA - Hotel Comparable Subset

January 2022
Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels







2022 - 2021 - 2020 COMPARISON Occupancy/ADR/RevPAR

| Month | | Occ % | | | ADR | | | RevPAF | ₹ |
|-----------|-------|-------|-------|------|--------|--------|------|--------|-------|
| WIOTILIT | 2022 | 2021 | 2020 | 2022 | 2021 | 2020 | 2022 | 2021 | 2020 |
| January | 54.00 | 37.62 | 64.85 | 99.6 | 69.98 | 115.88 | 53.8 | 26.33 | 75.15 |
| February | | 46.20 | 72.06 | | 75.17 | 116.84 | | 34.73 | 84.20 |
| March | | 58.30 | 43.72 | | 80.20 | 95.92 | | 46.75 | 41.94 |
| April | | 58.00 | 22.59 | | 86.32 | 62.74 | | 50.05 | 14.17 |
| May | | 62.10 | 27.10 | | 92.37 | 63.06 | | 57.39 | 17.11 |
| June | | 65.60 | 33.37 | | 98.71 | 71.23 | | 64.73 | 23.77 |
| July | | 65.60 | 34.32 | | 98.71 | 71.64 | | 64.73 | 24.59 |
| August | | 59.60 | 39.74 | | 99.00 | 74.62 | | 59.05 | 29.65 |
| September | | 59.60 | 44.01 | | 103.46 | 78.29 | | 61.66 | 34.46 |
| October | | 66.20 | 43.17 | | 104.50 | 83.41 | | 69.17 | 36.01 |
| November | | 64.10 | 35.68 | | 106.32 | 72.00 | | 68.17 | 25.69 |
| December | _ | 55.60 | 36.54 | _ | 98.35 | 68.83 | | 54.65 | 25.15 |



DATE: January 21, 2022

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration

RE: STR and AirDNA Data Reports – December Data

STR

Irving's hotel occupancy rate for December was 55.6%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 51%, while Texas figures increased 34.1% and the US figures increased 46.5% for the month. Demand for the current period increased 50.6%, and YTD has increased 42.4% over last year, while STR data reflects a 51% increase for the current period and a 39.2% increase in YTD occupancy compared to 2020.

For the average daily rate, Irving was \$98.35, up 45.1% in December compared to last year, leaving Irving's YTD average daily rate at \$93.93, up 8.5% over last year.

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

AirDNA

For the month of December, there were 465 available listings in Irving which was a 5.2% increase in listings over last year's figure of 442. The average daily rate for December was \$227.67, which was an increase of 27.60% over last year, with an occupancy percentage of 53.8%, which was an increase of 8.51% compared to last year.

For the hotel comparable subset, the average daily rate for December was \$108.85, an increase of 28.24% from last year, with occupancy at 54.2%, an increase of 18.26% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: December 2021

| | | | | Сι | ırrent Month | - Decembe | r 2021 vs | Decembe | er 2020 | | | | | | | Year | to Date - De | cember 20 | 021 vs Dec | ember 20 | 20 | | | |
|-----------------|------|------|--------|--------|--------------|-----------|-----------|---------|----------|-----------|----------|-----------|------|------|--------|--------|--------------|-----------|------------|-----------|-----------|--------|-------|--------|
| | Осс | % | AD | R | RevP | AR | | Percent | Change f | rom Decem | ber 2020 | | Occ | : % | AD | R | RevP | AR | | Percent (| Change fr | om YTD | 2020 | \neg |
| | | | | | | | _ | | | | Room | | | | | | | | _ | | | Room | | Room |
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Room Rev | Avail | Room Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Rev | Avail | Sold |
| United States | 53.3 | 36.4 | 135.28 | 92.09 | 72.15 | 33.53 | 46.5 | 46.9 | 115.2 | 124.2 | 4.2 | 52.6 | 57.6 | 44.0 | 124.67 | 103.31 | 71.87 | 45.44 | 31.0 | 20.7 | 58.1 | 66.2 | 5.1 | 37.7 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Texas | 54.6 | 40.7 | 100.00 | 75.76 | 54.61 | 30.84 | 34.1 | 32.0 | 77.1 | 81.0 | 2.2 | 37.1 | 59.3 | 45.5 | 97.04 | 83.38 | 57.52 | 37.92 | 30.3 | 16.4 | 51.7 | 57.6 | 3.9 | 35.4 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Atlanta, GA | 56.0 | 45.1 | 106.66 | 76.44 | 59.77 | 34.44 | 24.4 | 39.5 | 73.6 | 82.0 | 4.9 | 30.4 | 59.9 | 47.8 | 100.86 | 86.49 | 60.45 | 41.30 | 25.5 | 16.6 | 46.4 | 53.5 | 4.9 | 31.6 |
| Arlington, TX | 62.7 | 54.1 | 108.82 | 88.84 | 68.21 | 48.05 | 15.9 | 22.5 | 42.0 | 41.9 | -0.0 | 15.9 | 64.4 | 52.5 | 94.90 | 77.96 | 61.11 | 40.90 | 22.8 | 21.7 | 49.4 | 52.2 | 1.8 | 25.0 |
| Charlotte, NC | 53.2 | 36.4 | 104.12 | 76.50 | 55.37 | 27.83 | 46.2 | 36.1 | 99.0 | 107.7 | 4.4 | 52.6 | 55.3 | 43.4 | 96.79 | 86.32 | 53.52 | 37.47 | 27.4 | 12.1 | 42.8 | 53.4 | 7.4 | 36.8 |
| Fort Worth, TX+ | 56.8 | 49.3 | 106.02 | 86.33 | 60.17 | 42.58 | 15.1 | 22.8 | 41.3 | 51.9 | 7.5 | 23.7 | 61.4 | 47.3 | 100.14 | 85.74 | 61.48 | 40.55 | 29.8 | 16.8 | 51.6 | 65.2 | 9.0 | 41.5 |
| Frisco, TX+ | 54.8 | 29.8 | 123.75 | 96.16 | 67.78 | 28.67 | 83.7 | 28.7 | 136.4 | 144.1 | 3.2 | 89.6 | 53.6 | 34.8 | 119.56 | 112.03 | 64.04 | 38.97 | 54.0 | 6.7 | 64.3 | 93.3 | 17.7 | 81.2 |
| Grapevine, TX+ | 65.4 | 41.9 | 224.56 | 186.72 | 146.91 | 78.19 | 56.2 | 20.3 | 87.9 | 94.1 | 3.3 | 61.3 | 57.7 | 38.0 | 183.72 | 171.92 | 106.03 | 65.27 | 52.0 | 6.9 | 62.4 | 85.9 | 14.4 | 73.9 |
| Irving, TX+ | 55.6 | 36.8 | 98.35 | 67.78 | 54.65 | 24.94 | 51.0 | 45.1 | 119.1 | 121.1 | 0.9 | 52.4 | 57.9 | 41.6 | 93.93 | 86.54 | 54.39 | 36.01 | 39.2 | 8.5 | 51.1 | 54.1 | 2.0 | 42.0 |
| Nashville, TN | 58.9 | 34.3 | 144.13 | 91.07 | 84.94 | 31.22 | 71.9 | 58.3 | 172.1 | 186.1 | 5.2 | 80.8 | 59.1 | 41.0 | 136.29 | 104.46 | 80.57 | 42.85 | 44.1 | 30.5 | 88.1 | 102.7 | 7.8 | 55.4 |
| Phoenix, AZ | 64.0 | 44.7 | 140.09 | 97.50 | 89.65 | 43.59 | 43.1 | 43.7 | 105.7 | 114.3 | 4.2 | 49.2 | 63.0 | 50.2 | 128.17 | 115.45 | 80.72 | 57.90 | 25.6 | 11.0 | 39.4 | 48.1 | 6.2 | 33.4 |
| San Jose, CA+ | 51.8 | 30.2 | 118.99 | 95.68 | 61.64 | 28.87 | 71.6 | 24.4 | 113.5 | 103.2 | -4.8 | 63.4 | 49.0 | 38.5 | 113.44 | 133.56 | 55.61 | 51.39 | 27.4 | -15.1 | 8.2 | 5.7 | -2.3 | 24.4 |

| | | Actual | Figures | | | | | | | nt of Chang Last Year | e | | |
|-------------|-----------------|-------------------|-------------------|-----------------|-------------------|------------------|-------------|------------------|-----------------|--------------------------|-----------------|------------------|-----------------|
| | C | urrent Mo | nth | , | rear-To-D | ate | | C | Current Mo | nth | Y | ear-To-Da | te |
| | OCC | ADR | RvPAR | occ | ADR | RvPAR | | occ | ADR | RvPAR | осс | ADR | RvPAF |
| US Texas | 69.6 65.7 | 143.30 105.97 | 99.71 69.67 | 56.2 59.2 | 117.11 92.24 | 65.77 54.60 | US Texas | 47.7 49.7 | 40.2 38.6 | 107.0 107.5 | 28.6 30.3 | 8.6 6.3 | 39.6 38.4 |
| Irving | 65.6 | 98.71 | 64.73 | 56.2 | 87.07 | 48.95 | Irving | 91.6 | 37.5 | 163.4 | 31.3 | -7.6 | 21.3 |
| Best USA | Grpvine 78.7 | Grpvine 210.08 | Grpvine 165.27 | Arlngtn 64.9 | Grpvine 179.71 | Grpvine 94.20 | Best USA | Grpvine 145.5 | Nshvlle 69.0 | Nshvlle 227.7 | Frisco 43.4 | Arlngtn 13.8 | Arlngtn 42.5 |
| Best Texas | Grpvine 78.7 | Grpvine 210.08 | Grpvine 165.27 | Arlngtn 64.9 | Grpvine 179.71 | Grpvine 94.20 | Best Texas | Grpvine 145.5 | Arlngtn 51.9 | Grpvine 189.4 | Frisco 43.4 | Arlngtn 13.8 | Arlngtr 42.5 |
| Worst USA | SanJose 54.5 | Irving 98.71 | SanJose 63.05 | SanJose 43.6 | Irving 87.07 | SanJose 46.34 | Worst USA | Phoenix 40.9 | SanJose 11.7 | SanJose 79.6 | SanJose 10.6 | SanJose -31.8 | SanJos -24.6 |
| Worst Texas | Frisco 60.8 | Irving 98.71 | Irving 64.73 | Frisco 52.3 | Irving 87.07 | Irving 48.95 | Worst Texas | Arlngtn 44.1 | Grpvine | Arlngtn 118.9 | Arlngtn 25.2 | Irving -7.6 | Irving 21.3 |

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: December 2021

| | | | | Current | t Month - Dec | ember 202 | 1 vs Dece | ember 20 |)20 | | | | | | | Year t | o Date - Dec | ember 2021 | l vs Dece | mber 20 |)20 | | | |
|---------------------------------|------|------|--------|---------|---------------|-----------|-----------|----------|-----------|---------|----------|-------|------|------|--------|--------|--------------|------------|-----------|---------|----------|---------|--------|------|
| | Осс | % | AD | R | RevP | AR | Pe | rcent Cl | nange fro | m Decen | nber 202 | 0 | Occ | % | AD | R | RevP | AR | | Percen | t Change | from YT | D 2020 | |
| | | | | | | | _ | | | Room | Room | Room | | | | | | | _ | | | Room | | Room |
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Rev | Avail | Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Rev | Avail | Sold |
| Irving, TX+ | 55.6 | 36.8 | 98.35 | 67.78 | 54.65 | 24.94 | 51.0 | 45.1 | 119.1 | 121.1 | 0.9 | 52.4 | 57.9 | 41.6 | 93.93 | 86.54 | 54.39 | 36.01 | 39.2 | 8.5 | 51.1 | 54.1 | 2.0 | 42.0 |
| Luxury/Full Service Irving+ | 49.4 | 24.9 | 140.23 | 98.89 | 69.20 | 24.63 | 98.1 | 41.8 | 180.9 | 181.4 | 0.2 | 98.4 | 49.7 | 32.1 | 133.80 | 130.61 | 66.50 | 41.92 | 54.9 | 2.4 | 58.6 | 63.3 | 3.0 | 59.4 |
| All Suite/Extended Stay Irving+ | 59.3 | 47.7 | 82.75 | 61.21 | 49.10 | 29.22 | 24.3 | 35.2 | 68.0 | 68.0 | 0.0 | 24.3 | 65.2 | 50.2 | 78.04 | 73.19 | 50.85 | 36.78 | 29.7 | 6.6 | 38.3 | 38.7 | 0.3 | 30.0 |
| Limited Service Irving+ | 60.1 | 43.2 | 88.04 | 57.40 | 52.90 | 24.79 | 39.1 | 53.4 | 113.4 | 127.2 | 6.5 | 48.1 | 63.0 | 41.4 | 86.56 | 84.37 | 54.53 | 34.93 | 52.2 | 2.6 | 56.1 | 66.2 | 6.4 | 62.0 |
| Budget Irving+ | 59.2 | 40.1 | 58.82 | 48.25 | 34.84 | 19.35 | 47.7 | 21.9 | 80.0 | 79.7 | -0.2 | 47.4 | 60.0 | 47.4 | 58.95 | 50.91 | 35.38 | 24.15 | 26.5 | 15.8 | 46.5 | 46.2 | -0.2 | 26.3 |
| Las Colinas+ | 52.0 | 34.9 | 115.53 | 74.94 | 60.09 | 26.13 | 49.2 | 54.2 | 130.0 | 130.0 | 0.0 | 49.2 | 55.1 | 40.2 | 107.63 | 99.79 | 59.27 | 40.13 | 36.9 | 7.9 | 47.7 | 55.2 | 5.1 | 43.9 |
| DFW North+ | 58.8 | 36.3 | 90.80 | 63.14 | 53.37 | 22.89 | 62.1 | 43.8 | 133.1 | 139.9 | 2.9 | 66.8 | 59.9 | 40.6 | 87.84 | 82.95 | 52.57 | 33.70 | 47.3 | 5.9 | 56.0 | 55.9 | -0.0 | 47.3 |
| DFW South+ | 58.0 | 40.2 | 83.77 | 63.04 | 48.56 | 25.33 | 44.3 | 32.9 | 91.7 | 91.7 | -0.0 | 44.2 | 60.7 | 44.5 | 81.59 | 73.26 | 49.54 | 32.61 | 36.4 | 11.4 | 51.9 | 51.8 | -0.1 | 36.3 |
| Full Service Las Colinas+ | 45.4 | 18.0 | 178.18 | 141.37 | 80.82 | 25.43 | 152.2 | 26.0 | 217.8 | 217.8 | 0.0 | 152.2 | 44.3 | 26.3 | 171.56 | 178.51 | 75.94 | 46.98 | 68.2 | -3.9 | 61.7 | 75.3 | 8.4 | 82.4 |
| Limited Service Las Colinas+ | 57.0 | 47.6 | 78.04 | 56.04 | 44.50 | 26.66 | 19.9 | 39.3 | 66.9 | 66.9 | 0.0 | 19.9 | 63.2 | 50.1 | 73.94 | 70.34 | 46.73 | 35.26 | 26.1 | 5.1 | 32.5 | 36.1 | 2.7 | 29.5 |
| Full Service DFW North+ | 49.5 | 24.4 | 120.63 | 85.11 | 59.71 | 20.74 | 103.2 | 41.7 | 188.0 | 189.4 | 0.5 | 104.2 | 48.7 | 31.4 | 117.26 | 119.50 | 57.09 | 37.48 | 55.2 | -1.9 | 52.3 | 48.8 | -2.3 | 51.6 |
| Limited Service DFW North+ | 64.7 | 44.2 | 76.13 | 55.05 | 49.29 | 24.33 | 46.5 | 38.3 | 102.6 | 111.6 | 4.5 | 53.0 | 67.0 | 46.8 | 74.09 | 66.58 | 49.67 | 31.18 | 43.2 | 11.3 | 59.3 | 61.7 | 1.5 | 45.3 |
| Full Service DFW South+ | | | | | | | | | | | | | | | | | | | | | | | | |
| Limited Service DFW South+ | 58.1 | 40.0 | 76.16 | 59.61 | 44.24 | 23.86 | 45.2 | 27.8 | 85.4 | 85.4 | -0.0 | 45.1 | 59.8 | 44.5 | 75.27 | 67.56 | 45.03 | 30.05 | 34.5 | 11.4 | 49.8 | 49.7 | -0.1 | 34.3 |

| AirBNB Data | Осс | % | ΑI | DR | Revi | PAR | F | ercent | Change | from Pr | ior Yea | r | Oce | : % | AD | R | Rev | PAR | Per | cent Ch | ange fro | m Prio | r Year Y | TD |
|------------------|------|-------|--------|--------|--------|-------|-------|--------|--------|---------|---------|------|------|-------|--------|--------|--------|--------|-------|---------|----------|--------|----------|------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | RevPAR | Rev | Avail | Sold | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | Осс | ADR | PAR | Rev | Avail | Sold |
| Entire Place | 53.8 | 49.6 | 227.67 | 178.42 | 122.47 | 88.45 | 8.51 | 27.60 | 38.46 | 62.1 | 24.8 | 25.6 | 58.6 | 58.44 | 218.47 | 177.86 | 127.98 | 103.94 | 0.24 | 22.83 | 23.13 | 23.2 | 0.7 | 0.5 |
| Hotel Comparable | 54.2 | 45.83 | 108.85 | 84.88 | 58.99 | 38.90 | 18.26 | 28.24 | 51.66 | 60.8 | 6.0 | 25.4 | 58.6 | 58.93 | 103.29 | 99.56 | 60.52 | 58.67 | -0.57 | 3.75 | 3.16 | -3.5 | -6.4 | -7.0 |

| Available Listings | 2021 | 2020 | % Chg |
|--------------------------|------|------|--------|
| Entire Place | 301 | 248 | 21.4 |
| Private Room | 125 | 166 | (24.7) |
| Shared Room | 39 | 28 | 39.3 |
| Total Available Listings | 465 | 442 | 5.2 |

| | | Partic | ipation | |
|---------------------------------|--------|--------|---------|--------|
| | Prope | rties | Roc | oms |
| | Census | Sample | Census | Sample |
| Irving, TX+ | 86 | 75 | 12726 | 11202 |
| Luxury/Full Service Irving+ | 16 | 14 | 4904 | 4304 |
| All Suite/Extended Stay Irving+ | 32 | 30 | 3594 | 3391 |
| Limited Service Irving+ | 14 | 14 | 1794 | 1794 |
| Budget Irving+ | 24 | 17 | 2434 | 1713 |
| Las Colinas+ | 31 | 30 | 5262 | 4926 |
| DFW North+ | 26 | 25 | 4060 | 3964 |
| DFW South+ | 30 | 21 | 3523 | 2431 |
| Full Service Las Colinas+ | 8 | 8 | 2259 | 2259 |
| Limited Service Las Colinas+ | 23 | 22 | 3003 | 2667 |
| Full Service DFW North+ | 4 | 4 | 1589 | 1589 |
| Limited Service DFW North+ | 22 | 21 | 2471 | 2375 |
| Full Service DFW South+ | 4 | 2 | 1056 | 456 |
| Limited Service DFW South+ | 26 | 19 | 2467 | 1975 |
| ICC Comp Set No Boutiques+ | | | · | · |

A blank row indicates insufficient data

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Irving, Texas Room Demand Source: Smith Travel Research

| | | 2020 | | | 2021 | | | d Demand er prior year | Chang | Reported e 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 | 64.8 | 248,066 | 1,266,056 | 94.6% | 26.9% | 95.1% | 23.2% |
| July | 34.3 | 135,465 | 1,132,848 | 65.6 | 259,433 | 1,525,489 | 91.5% | 34.7% | 91.6% | 31.3% |
| August | 39.7 | 156,844 | 1,289,692 | 59.6 | 235,957 | 1,761,446 | 50.4% | 36.6% | 50.9% | 33.6% |
| September | 44.0 | 168,128 | 1,457,820 | 59.7 | 230,535 | 1,991,981 | 37.1% | 36.6% | 36.1% | 33.9% |
| October | 43.2 | 170,392 | 1,628,212 | 66.2 | 266,062 | 2,258,043 | 56.1% | 38.7% | 53.8% | 36.1% |
| November | 35.7 | 137,553 | 1,765,765 | 64.1 | 244,834 | 2,502,877 | 78.0% | 41.7% | 79.1% | 38.2% |
| December | 36.5 | 145,563 | 1,911,328 | 55.6 | 219,242 | 2,722,119 | 50.6% | 42.4% | 51.0% | 39.2% |

Irving, Texas & United States Comparison

December 2021

| Irving | | A.D. | .R. | | | OCCUP | ANCY | | | Rev | PAR | |
|------------------|----------|--------|-------|--------|---------|----------|-------|--------|---------|--------|-------|--------|
| living | 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 | 96.63 | 36.2% | 84.73 | -12.8% | 64.8% | 95.1% | 54.6% | 23.2% | 62.61 | 165.7% | 46.29 | 7.4% |
| JULY | 98.71 | 37.5% | 87.07 | -7.6% | 65.6% | 91.6% | 56.2% | 31.3% | 64.73 | 163.4% | 48.95 | 21.3% |
| AUGUST | 99.00 | 32.9% | 88.65 | -3.4% | 59.6% | 50.9% | 56.7% | 33.6% | 59.05 | 100.5% | 50.22 | 29.0% |
| SEPTEMBER | 103.27 | 32.2% | 90.31 | 0.1% | 59.7% | 36.1% | 57.0% | 33.9% | 61.65 | 80.0% | 51.48 | 34.1% |
| OCTOBER | 104.50 | 25.0% | 91.81 | 2.5% | 66.2% | 53.8% | 58.0% | 36.1% | 69.17 | 92.2% | 53.24 | 39.5% |
| NOVEMBER | 106.32 | 48.6% | 93.52 | 6.2% | 64.1% | 79.1% | 58.2% | 38.2% | 68.17 | 166.1% | 54.38 | 46.8% |
| DECEMBER | 98.35 | 45.1% | 93.93 | 8.5% | 55.6% | 51.0% | 57.9% | 39.2% | 54.65 | 119.1% | 54.39 | 51.1% |
| 12 mo. rolling a | verages: | ADR | 93.96 | 8.5% | Oc | ccupancy | 58.2% | 40.1% | | RevPAR | 54.69 | 52.0% |

| Texas | | A.D. | R. | | | OCCUF | PANCY | | | Rev | PAR | |
|-----------|---------|--------|-------|--------|---------|--------|-------|--------|---------|--------|-------|--------|
| Texas | 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 | 101.16 | 31.6% | 89.55 | 1.2% | 65.2% | 49.3% | 58.1% | 27.1% | 65.94 | 96.5% | 52.00 | 28.5% |
| JULY | 105.97 | 38.6% | 92.24 | 6.3% | 65.7% | 49.7% | 59.2% | 30.3% | 69.67 | 107.5% | 54.60 | 38.4% |
| AUGUST | 100.48 | 27.1% | 93.46 | 8.9% | 59.7% | 23.8% | 59.2% | 29.4% | 60.02 | 57.3% | 55.37 | 40.9% |
| SEPTEMBER | 101.69 | 26.6% | 94.39 | 10.8% | 60.4% | 25.1% | 59.4% | 28.8% | 61.39 | 58.4% | 56.04 | 42.8% |
| OCTOBER | 109.72 | 35.3% | 96.04 | 13.4% | 63.0% | 30.1% | 59.7% | 28.9% | 69.09 | 76.0% | 57.37 | 46.2% |
| NOVEMBER | 103.91 | 36.6% | 96.78 | 15.2% | 59.8% | 40.8% | 59.7% | 30.0% | 62.09 | 92.3% | 57.79 | 49.7% |
| DECEMBER | 100.00 | 32.0% | 97.04 | 16.4% | 54.6% | 34.1% | 59.3% | 30.3% | 54.61 | 77.1% | 57.52 | 51.7% |

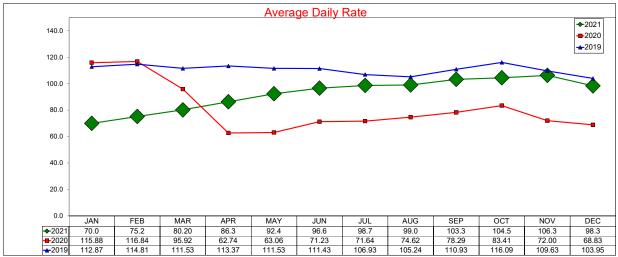
| USA | | A.D | .R. | | | OCCUF | PANCY | | | Rev | PAR | |
|-----------|---------|--------|--------|--------|---------|--------|-------|--------|---------|--------|-------|--------|
| USA | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg |
| JANUARY | 90.79 | -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 | 129.00 | 39.7% | 111.08 | 2.0% | 66.1% | 56.4% | 53.8% | 24.9% | 85.31 | 118.4% | 59.77 | 27.4% |
| JULY | 143.30 | 40.2% | 117.11 | 8.6% | 69.6% | 47.7% | 56.2% | 28.6% | 99.71 | 107.0% | 65.77 | 39.6% |
| AUGUST | 137.57 | 33.5% | 120.16 | 12.1% | 63.2% | 29.7% | 57.0% | 28.7% | 86.88 | 73.2% | 68.55 | 44.3% |
| SEPTEMBER | 133.11 | 33.9% | 121.74 | 14.6% | 61.6% | 27.6% | 57.6% | 28.6% | 82.04 | 70.9% | 70.08 | 47.3% |
| OCTOBER | 134.78 | 37.9% | 123.24 | 17.0% | 62.9% | 29.8% | 58.1% | 28.7% | 84.75 | 79.1% | 71.61 | 50.6% |
| NOVEMBER | 128.50 | 41.0% | 123.73 | 18.8% | 57.6% | 42.9% | 58.1% | 29.9% | 74.03 | 101.5% | 71.84 | 54.3% |
| DECEMBER | 135.28 | 46.9% | 124.67 | 20.7% | 53.3% | 46.5% | 57.6% | 31.0% | 72.15 | 115.2% | 71.87 | 58.1% |

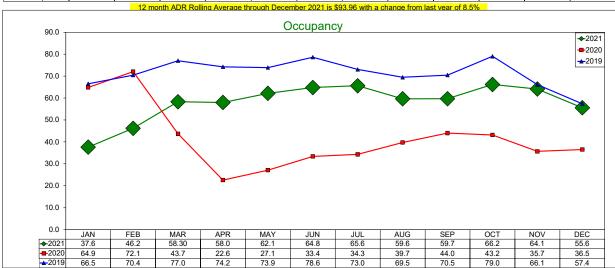
Note: The "Change %" column refers to the change from the prior year's figure.

 ${\tt SOURCE: STR, INC. REPUBLICATION \ OR \ OTHER \ Re-USE \ OF \ THIS \ DATA \ WITHOUT \ THE \ EXPRESS \ WRITTEN \ PERMISSION \ OF \ STR \ IS \ STRICTLY \ PROHIBITED.}$

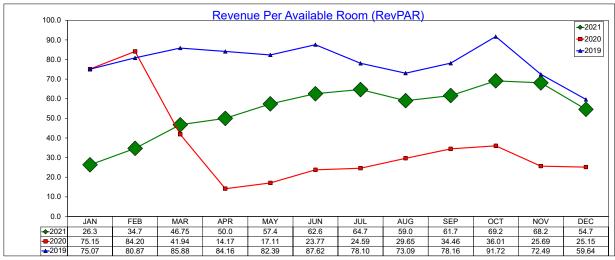
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

December 2021









Monthly & YTD AirDNA Data

December 2021

| Entire Place | | A.D | .R. | | | OCCUP | ANCY | | | Revi | PAR | |
|--------------|---------|--------|--------|--------|---------|--------|-------|--------|---------|--------|--------|--------|
| Entire Place | 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 | 225.42 | 32.6% | 198.70 | 14.9% | 64.8% | 3.8% | 59.2% | -6.1% | 146.04 | 37.6% | 117.72 | 7.9% |
| JULY | 243.57 | 26.1% | 205.63 | 16.7% | 66.9% | 8.0% | 60.3% | -4.2% | 162.84 | 36.2% | 124.00 | 11.8% |
| AUGUST | 222.33 | 18.8% | 207.58 | 17.0% | 58.1% | 0.0% | 60.0% | -3.7% | 129.11 | 18.8% | 124.62 | 12.7% |
| SEPTEMBER | 269.08 | 51.9% | 214.72 | 21.1% | 60.8% | 11.1% | 60.1% | -2.4% | 163.63 | 68.7% | 129.10 | 18.1% |
| OCTOBER | 225.91 | 17.9% | 215.99 | 21.1% | 56.1% | 13.6% | 59.6% | -1.6% | 126.67 | 33.9% | 128.81 | 19.2% |
| NOVEMBER | 230.42 | 34.1% | 217.52 | 22.3% | 55.1% | 14.3% | 59.1% | -0.3% | 126.99 | 53.3% | 128.60 | 22.0% |
| DECEMBER | 227.67 | 27.6% | 218.47 | 22.8% | 53.8% | 8.5% | 58.6% | 0.2% | 122.47 | 38.5% | 127.98 | 23.1% |

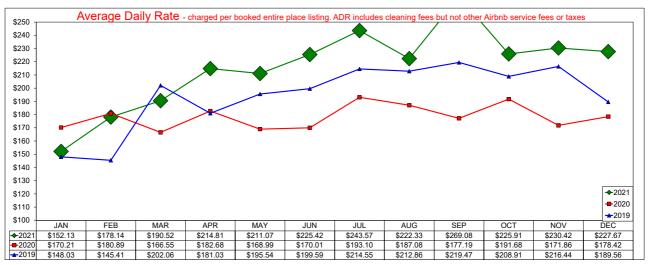
| Hotel | | A.D.R. | | | | OCCUPANCY | | | | RevPAR | | | |
|------------|---------|--------|--------|--------|---------|-----------|-------|--------|---------|--------|-------|--------|--|
| Comparable | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | Current | % Chg | YTD | % Chg | |
| 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 | 104.99 | 8.6% | 95.80 | -6.8% | 60.9% | -2.2% | 57.7% | -11.4% | 63.94 | 6.1% | 55.28 | -17.5% | |
| JULY | 105.77 | -0.2% | 97.26 | -5.9% | 63.5% | 4.5% | 58.5% | -9.2% | 67.20 | 4.3% | 56.89 | -14.5% | |
| AUGUST | 103.72 | 4.6% | 97.99 | -4.8% | 62.9% | 8.7% | 59.0% | -7.4% | 65.29 | 13.7% | 57.78 | -11.8% | |
| SEPTEMBER | 109.53 | 13.6% | 99.37 | -2.9% | 63.2% | 14.1% | 59.4% | -5.5% | 69.21 | 29.6% | 59.06 | -8.3% | |
| OCTOBER | 111.14 | 17.2% | 100.79 | -1.1% | 59.2% | 24.0% | 59.4% | -3.8% | 65.77 | 45.3% | 59.87 | -4.9% | |
| NOVEMBER | 119.49 | 38.2% | 102.73 | 2.1% | 56.4% | 19.4% | 59.1% | -1.8% | 67.41 | 65.1% | 60.69 | 0.2% | |
| DECEMBER | 108.85 | 28.2% | 103.29 | 3.8% | 54.2% | 18.3% | 58.6% | -0.6% | 58.99 | 51.7% | 60.52 | 3.2% | |

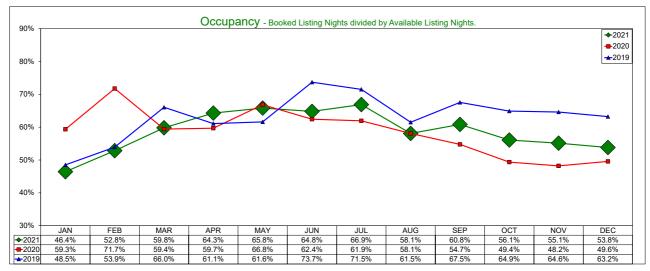
Note: The "Change %" column refers to the change from the prior year's figure.

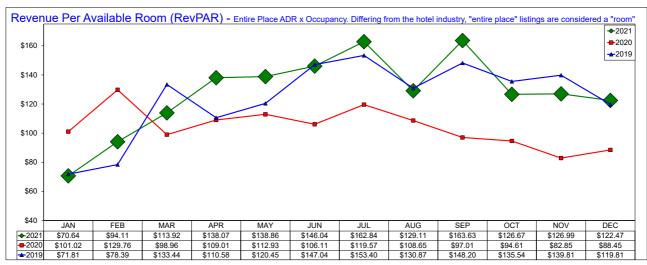
AirDNA - Entire Place

December 2021

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



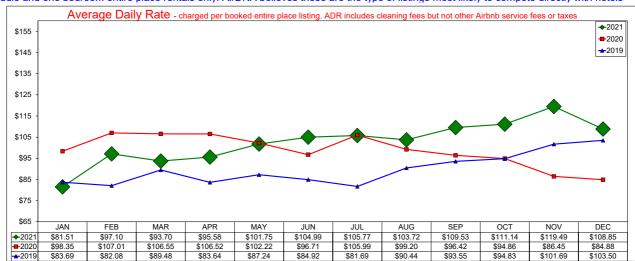




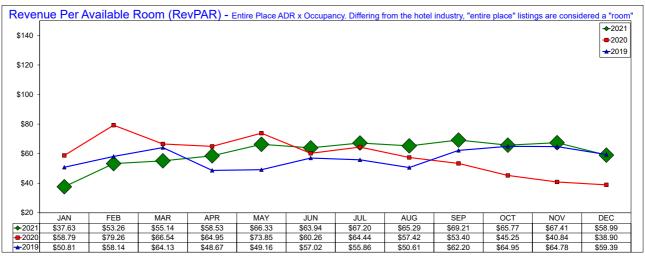
AirDNA - Hotel Comparable Subset

December 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 | | | |
|-----------|-------|-------|-------|--------|--------|--------|--|--------|-------|-------|--|
| WOILLI | 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 | 65.60 | 33.37 | 78.63 | 98.71 | 71.23 | 111.43 | | 64.73 | 23.77 | 87.62 | |
| July | 65.60 | 34.32 | 73.04 | 98.71 | 71.64 | 106.93 | | 64.73 | 24.59 | 78.10 | |
| August | 59.60 | 39.74 | 68.79 | 99.00 | 74.62 | 105.30 | | 59.05 | 29.65 | 72.44 | |
| September | 59.60 | 44.01 | 70.15 | 103.46 | 78.29 | 110.85 | | 61.66 | 34.46 | 77.76 | |
| October | 66.20 | 43.17 | 79.07 | 104.50 | 83.41 | 116.05 | | 69.17 | 36.01 | 91.76 | |
| November | 64.10 | 35.68 | 66.12 | 106.32 | 72.00 | 109.63 | | 68.17 | 25.69 | 72.49 | |
| December | 55.60 | 36.54 | 57.38 | 98.35 | 68.83 | 103.95 | | 54.65 | 25.15 | 59.64 | |

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, FEBRUARY 28, 2022

CONVENTION CENTER MANAGEMENT REPORTS





February 16, 2022

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Matt Tungett, ASM Global Director of Sales

SUBJECT: Monthly Financial & Sales Report – January 2022

| Convention Center | Current Actual | Current Budget | Prior Year Actual | Year to Date Actual | Year to Date Budget | Prior YTD Actual |
|-----------------------|-------------------|-------------------|----------------------|------------------------|------------------------|---------------------|
| Direct Event Income | 109,935 | 67,744 | 22,856 | 288,462 | 249,861 | 139,837 |
| Ancillary Income | 198,110 | 169,435 | 31,099 | 853,972 | 613,616 | 77,887 |
| Total Event Income | 308,045 | 237,179 | 53,955 | 1,142,434 | 863,477 | 217,724 |
| Other Income | 39,897 | 66,421 | 22,428 | 193,206 | 265,684 | 87,298 |
| Adjusted Gross Income | 347,942 | 303,600 | 76,383 | 1,335,640 | 1,129,161 | 305,022 |
| Indirect Expenses | (482,681) | (489,002) | (341,118) | (1,954,339) | (1,965,235) | (1,469,435) |
| Net Income (Loss) | (134,739) | (185,402) | (264,735) | (618,699) | (836,074) | (1,164,413) |

- Total direct event income consisted of rental and service revenue from the
 nineteen revenue-producing events we had for the month: Chief Spivey's
 Retirement Party, Irving Cares New Year's Eve Party, D&M Auto Leasing, State of
 the City Banquet, Las Colinas Bridal Show, AVC Convention, DECA, SRC Meeting,
 Escalent, Chamber Leadership, ECI Sales Kickoff, Profound Medical Meeting,
 Texas Prime, Cornhole League, and four CVB events.
- Due to COVID-19, there were two groups whose business we lost which would have generated an additional \$99,900.
- Other operating income includes January's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$6,321.
- Overall, the ICC remained under budget by \$50,663.

| ASM Catering | Current Actual | Current Budget | Prior Year Actual | Year to Date | Year to Date | Prior YTD Actual |
|---------------------|-------------------|-------------------|----------------------|-----------------|-----------------|---------------------|
| | | | | Actual | Budget | |
| Total Revenue | 239,668 | 183,520 | 16,177 | 1,027,296 | 740,535 | 74,666 |
| Net Income/(Loss) | 130,994 | 112,480 | 11,352 | 588,983 | 453,876 | 43,510 |
| Net Income/(Loss) % | 54.66% | 61.29% | 70.17% | 57.33% | 61.29% | 58.27% |

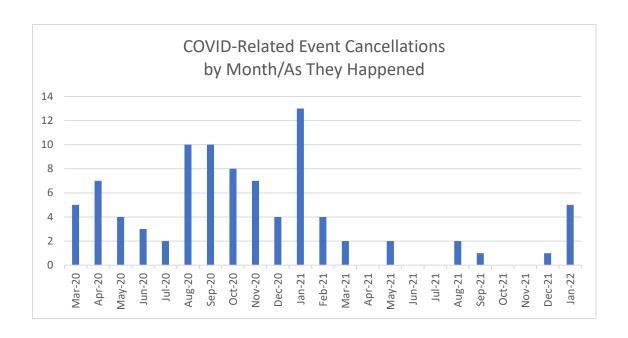
ICC by the Numbers

| EVENTS | |
|--------------|------------------|
| This month | To date |
| 18 | 63 |
| Current Year | Current Year |
| Prior Year | 12 Prior Year |

| VISITORS | |
|---------------------|---------------------|
| This month | To date |
| 9,589 Current Year | 35,396 Current Year |
| 3,525 Prior Year | 8,208 Prior Year |

| FUTURE GUESTROOMS BOOKED | | | | | | | | |
|--------------------------|-------------------------|--|--|--|--|--|--|--|
| This month To date | | | | | | | | |
| 5,361 | 12,244 | | | | | | | |
| Current Year | Current Year | | | | | | | |
| 1,575 Prior Year | 5,128 Prior Year | | | | | | | |

| SURVEY RESULTS | | | | | | | |
|-------------------|--------------------|--|--|--|--|--|--|
| Returned | Score | | | | | | |
| 1 | 100% | | | | | | |
| This Month | Current Month | | | | | | |
| Tillo Floridi | Current Month | | | | | | |
| 9 Year to Date | 97.8% Year to Date | | | | | | |



| | | | February 2022 | | | |
|---|---|--|--|--|---|---|
| Sunday | M on day | Tuesday | Wedn es day | Thursday | Friday | Saturday |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| Texas Cornhole League Texas Comhole League De firite | | Financial Planning Ass Financial Planning Association of DFW De finite | | | Spirit Network Spirit Network De firite | |
| | | | | | | FOCUS Conf Fellowship of Catholic University Definite |
| | | | | | | Herbalife Conference Herbalife Definite |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Spirit Network Spirit Network De firite | Comerica Ignite Conf Comerica Corporate Headquarters Definite | | | | Express Cheer Express Cheer De finite | |
| Red Raider Roadshow Texas Tech University Definite | | | | | | |
| 13 | 14 St. Valentine's Day | 15 | 16 | 17 | 18 | 19 |
| Express Cheer Express Cheer Definite | Gro cer's Supply Food Show The Grocer Supply Company, Inc. Definite | | TEXO Association Net TEXO Association Definite | | | |
| | Vistage Executive Summit : Vistage International, Inc. Definite | 2022 | | | | |
| Supe rB owl | | | | | | |
| 20 | 21 President's Day | 22 | 23 | 24 | 25 | 26 |
| TEXO Fo undation Student TEXO Association Definite | Competition | State of the Chamber Irving H is panic Chamber of Comme De finite | | | | |
| Sneaker Exit The Sneaker Exit Definite | Las Colinas Women's A ICVB Definite | Texas Radiological Society Texas Radiological Society Definite | 109th Annual Meeting | | | |
| | | LIFE 2022 Living In Freedom Experience, LLC Definite | | | | |
| | | Boards and Commissi City of Irving Definite | Irving ISD Hospitality Irving Convention Center Tentative 1 - Internal | Texas Radio logy Business Infinity Events Group Definite | Management Associatio | |

2/17/2022 1/2

| | February 2022 | | | | | | | | |
|---|---------------|---------|---|---|--------|----------|--|--|--|
| Sunday | M on day | Tuesday | Wedn es day | Thursday | Friday | Saturday | | | |
| 27 | 28 | 1 | 2 | 3 | 4 | 5 | | | |
| Southern Baptists of Texas Southern Baptists of Texas Convention Definite | | | Pre-Rigging for NBM Irving Convention Center Tentative 1 - Blackout | North Texas Teen Book Fes City of Irving Definite | tival | | | | |
| Texas Radio logical So Texas Radiological Society Definite | | | | | | | | | |

2/17/2022 2/2

| | | | March 2022 | | | |
|---|---|--------------------------------------|--|--|---|---|
| Sunday | M on day | Tuesday | Wedn es day | Thursday | Friday | Saturday |
| 27 | 28 | 1 | 2 | 3 | 4 | 5 |
| Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite | | | Pre-Rigging for NBM I rving Convention Center Tentative 1 - Blackout | North Texas Teen Book Festival City of Irving Definite | | |
| Texas Radio logical So Texas Radiological Society Definite | | | | | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Quinceanera Expo Quince ane ras Expos e finite | NBM - Graphics Pro Expo National Business Media Definite | | | | | |
| | Irving ISD Luncheon Inving Independent School District Definite | | Japan Currents Sympo Japan-America Society of Dallas/F Definite | JPAR Convention JP and Associates Definite | | |
| 13 Start of daylight saving time | 14 | 15 | 16 | 17 | 18 | 19 |
| NBM - Graphics Pro Expo National Business Media Definite | | High-Spirited Citizens ICVB Definite | | | Great American Franchise I Great American Franchise Expo Definite | хро |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Great American Franch Great American Franchise Expo Definite | Century 21 Judge Fite Awar Century 21 Judge Fite Definite | ds Banquet | RE/MAX of Texas Meeti RE/MAX LLC. Tentative 1 | FIRST in Texas FIRST in Texas Definite | | |
| Sneaker Travelers Expo The Sneaker Travelers De finite | | | | | Irving PD Banquet City of Irving Police Department Definite | Decatur HS Pro m Decatur High School Definite |
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2/17/2022 1/1

| | | | April 2022 | | | |
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| Kayla 000 | | | | | | |
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| | | | QuikTrip Spring Meeting QuikTrip Definite | | | |

2/17/2022 1/2

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| | Breakfast with the Stars Irving Schools Foundation Definite | | | | Legacy Dance Championshi Legacy Dance Championship Definite | р |
| | Bleacher Repairs I rving Convention Center Tentative 1 - Blackout | | | | Educational 1st Steps Educational First Steps Tentative 1 | |
| | Essilor of America Meeting Essilor of America Tentative 1 | | | | | India Property Show India Property Online PVT. LTD Tentative 1 |
| | | AAR C Workshop American Association for Respiratory Card Tentative 1 | 9 | | | USA Triathlon Board M USA Triathlon Tentative 1 |

2/17/2022 2/2

| | | | May 2022 | | | |
|--|---|---|--|---|---|---|
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| India Property Show India Property Online PVT. LTD Tentative 1 | | | | | | Coppell High School B Coppell High School Definite |
| 8 Mother's Day | 9 | 10 | 11 | 12 | 13 | 14 |
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| | | Irving ISD Salute to Se Irving Independent School District Definite | DAP Consulting - Tax Growth Con DAP Consulting Tentative 1 | | | Irving High School Prom Irving isd Definite |
| | | ICVB Committee Meeti ICVB De finite | | | | |
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| 2022 TEXSOM Internationa Wine Comp, LLC dba TEXSOM Awards De finite | al Wine Awards | | | 7x24 Exchange Lone S 7x24 Exchange Lone Star Chapter Definite | | Arling to n HS Pro m Arlington High School Definite |
| University of Dallas Gr University of Dallas Definite | Urban Land Institute Urban Land Institute Tentative 1 | | | | | |
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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| | Texas Society of CPAs Meeting Texas Society for CPAs, CPE Foundation Definite | | Elevate IT Elevate Events LLC Definite | | Universal Academy Gra Universal Academy Tentative 1 | Jose - Thomas Wedding Judith Jose Definite |
| | ICVB Board of Directo ICVB Definite | Whitley Penn Annual E Whitley Penn Prospect | | | | |
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2/17/2022 1/2

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, FEBRUARY 28, 2022

INDUSTRY REPORTS / BOARD PARTNERS





RESEARCH

February 16, 2022

Restaurant sales fell for the second consecutive month

Real sales in January were lower than the volumes posted in each of the 10 months leading up to the pandemic.

Restaurant sales declined for the second consecutive month in January, as the omicron variant negatively impacted business conditions.

Eating and drinking places* registered total sales of \$72.0 billion on a seasonally adjusted basis in January, according to preliminary data from the U.S. Census Bureau. That was down from readings of \$73.1 billion in November and \$72.7 billion in December, and represented the lowest monthly sales volume since June 2021.

Total Eating and Drinking Place Sales

(in billions of current dollars)

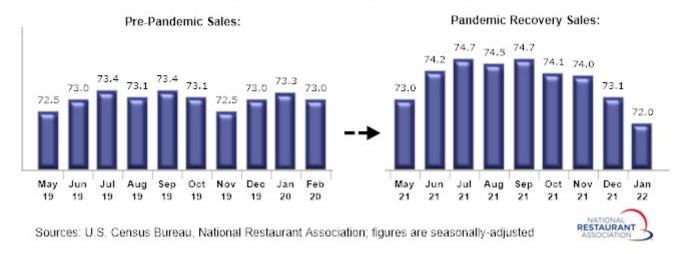


In inflation-adjusted terms, restaurant sales registered even more dramatic declines in recent months. After adjusting for menu-price inflation, eating and drinking place sales in January were nearly \$3 billion lower than the levels reached in mid-2021.

In addition, real eating and drinking place sales in January were lower than the volumes posted in each of the 10 months leading up to the pandemic.

Real Eating and Drinking Place Sales

(in billions of January 2022 dollars)



Omicron variant dampened consumer confidence in dining out

With the omicron variant curtailing business operations for many restaurants, it's not surprising that sales declined in January.

Eighty-eight percent of restaurants experienced a decline in customer demand for indoor on-premises dining in recent weeks, as a result of the increase in coronavirus cases across the U.S. due to the omicron variant. That's according to an Association survey of 4,200 restaurant operators fielded January 6-18.

This forced restaurants to take a number of actions:

- 51% reduced hours of operation on days that it is open
- 34% closed on days that it would normally be open
- 26% reduced seating capacity
- 10% changed to only offering off-premises for a period of time

Actions taken by restaurants in recent weeks, as a result of the increase in coronavirus cases due to the omicron variant

| Action taken | All Restaurants | Fullservice Restaurants | Limited-service Restaurants | |
|---|--------------------|----------------------------|--------------------------------|--|
| Reduce hours of operation on days that it is open | 51% | 49% | 53% | |
| Close on days that it would normally be open | 34% | 38% | 30% | |
| Reduce seating capacity | 26% | 30% | 23% | |
| Change to only offering off- premises for a period of time | 10% | 7% | 14% | |

Source: National Restaurant Association, January 2022 survey of 4,200 operators Note: Limited-service includes quickservice, fast casual and coffee/snack concepts



In the same survey, 76% of operators said business conditions for their restaurant were worse in January than they were 3 months earlier. Only 3% said business conditions improved during the last 3 months.

*Eating and drinking places are the primary component of the U.S. restaurant and foodservice industry, which prior to the coronavirus outbreak generated approximately 75 percent of total restaurant and foodservice sales.

Read more <u>analysis and commentary</u> from the Association's chief economist Bruce Grindy.

EDUCATION & RESOURCES

ISSUES & ADVOCACY

MEMBERSHIP

EVENTS & COMMUNITY

RESEARCH & MEDIA

ABOUT US

From: <u>Aaron Claycomb</u>
To: <u>Maura Gast</u>

Subject: UDALLAS RELEASE: University of Dallas Announces Partnership with American Airlines

Date: Thursday, February 17, 2022 2:52:48 PM

UDALLAS RELEASE: University of Dallas Announces Partnership with American Airlines

IRVING, TX (02/17/2022) – The University of Dallas is proud to announce a partnership between the Satish & Yasmin Gupta College of Business and American Airlines, one of the nation's premier airline carriers with the largest operating global fleet. While continuing to broaden the university's existing partnerships around Dallas/Fort Worth and across the country, the partnership agreement enables the college to advance its mission to prepare students in a wide variety of management specialties, serving a range of industries.

"We are proud to welcome American Airlines as a University of Dallas Corporate Partner," said Gupta College of Business Dean Brett J. L. Landry. "Their commitment to the success of their employees along with our commitment to prepare students to become principled business leaders makes our partnership a natural fit. We look forward to serving AA employees seeking to further their education in our joint pursuit of excellence."

Through this agreement, all American Airlines employees and their dependents will be eligible for tuition benefits when enrolling at the University of Dallas. Benefits can be applied to undergraduate and graduate degrees in the Gupta College of Business as well as continuing education programs in the college's Center for Executive Education.

American Airlines joins a premier list of university corporate partners, including Southwest Airlines, Associa, Bank of America, Parkland, Michaels, Holmes Murphy, Verizon and CHRISTUS Health.

"We are proud to partner with American Airlines to offer their employees and family members unparalleled educational opportunities," said University of Dallas Director of Corporate Relations and Partnerships Rebecca Almanza. "American Airlines is known for caring for people on life's journey, and we couldn't be more delighted to contribute to such a transformative journey and welcome AA team members into our classrooms."

About American Airlines Group

American's purpose is to care for people on life's journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American on Twitter mailto:news.aa.com and connect with American on Twitter mailto:news.aa.com and news.aa.com and news.aa.com American Airlines.

About the Satish & Yasmin Gupta College of Business

The Satish & Yasmin Gupta College of Business at the University of Dallas has been perfecting graduate business education for more than 50 years. Located in Irving, Texas, the college offers Texas' only AACSB-Accredited Doctor of Business Administration, in addition to Master of Business Administration, Master of Science, Bachelor of Arts, and many professional education programs, making it one of the most popular choices among

Dallas/Fort Worth's business leaders. SB Hall, which opened in January 2016, houses the college, providing students with state-of-the-art technology and practical tools to prepare them for their future careers. For more information, visit <u>udallas.edu/cob</u>.

About the University of Dallas

Located in one of the largest and fastest-growing metropolitan areas of the U.S., the University of Dallas is a nationally recognized Catholic liberal arts university with campuses in Irving, Texas, and Rome, Italy. Known for the academic rigor of its undergraduate Core Curriculum, rooted in the great works of Western civilization and Catholic intellectual tradition, the University of Dallas also offers flexible graduate degrees in business, liberal arts and ministry, all taught by exceptional faculty who are dedicated to the pursuit of wisdom, truth and virtue. For more information, visit <u>udallas.edu</u>.

For more information on Corporate Relations & Partnerships at the University of Dallas, visit <u>udallas.edu/UDPartnerships</u> and contact Rebecca Almanza at <u>ralmanza@udallas.edu</u> or 972-721-4139.

If you would rather not receive future communications from University of Dallas, let us know by clicking <u>here.</u> University of Dallas, 1845 E Northgate Dr, Irving, TX 75062-9991 United States

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, FEBRUARY 28, 2022

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES





AMERICAN RESIDENT SENTIMENT TOWARDS TOURISM

Highlights from the 2021 American Resident Sentiment Study

Introduction

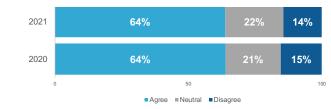
The travel and tourism industry has been challenged by the coronavirus for nearly two years, with the impact of the pandemic ranging from challenging to catastrophic. But even before the pandemic, the industry was increasingly in the spotlight, as communities debated the pros and cons of hosting visitors, weighing the jobs and revenues tourism provides against potential overcrowding and even environmental concerns.

In an effort to provide actionable data for these debates, Longwoods International annually measures the sentiment of Americans and their opinions on travel and tourism in their state and communities across a broad spectrum of aspects ranging from the growth in home sharing accommodations to the pressures of increased tourism and the perceived quality of life and economic benefits of this industry.

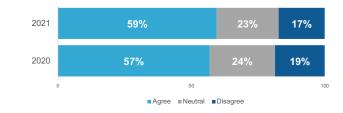
In 2021 Longwoods International fielded a national resident sentiment study utilizing a national online consumer research panel of 4,000 adults. The scale and scope of this study make insights available on the regional and generational level, allowing for both a national benchmark evaluation, as well as evaluations of nuances across the country. In partnership with Destinations International, the results of this National Resident Sentiment Study Towards Tourism are being made available to the tourism industry.

In this second such survey of U.S. residents and their perceptions of the travel industry during COVID-19, support for the industry and its employees remains strong, with about two thirds of respondents believing that tourism is good for their state and local community, and less than 20% disagreeing with that statement.

Overall, I think tourism is good for my state



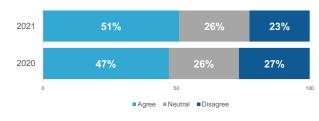
Overall, I think tourism is good for my local area



The Highlights

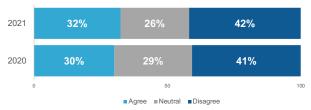
The pandemic has presented an opportunity for the tourism industry to demonstrate the importance of travel and tourism to local economies. Americans favor tourism development and growing the number of tourists coming to their areas, with half supporting an increase in the number of visitors while a quarter do not favor more visitation.

I would like to see more tourists coming to my area



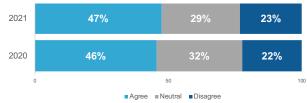
Americans generally support adding new events and new facilities in an effort to attract more visitors. But, they are concerned that residents are not informed when such plans are underway, with 42% saying they are not consulted when major developments are underway, while 32% say they are in the loop on such developments.

Residents are consulted when major tourism development takes place in this area

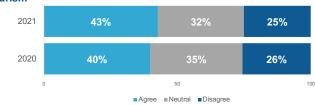


When it comes to tourism promotion, support for the industry continues, with broad approval of state and local campaigns to attract visitors through such efforts. By a ratio of about two to one, Americans favor state and local tourism promotion efforts.

$\begin{tabular}{ll} My \underline{state \ government} \ should \ support/help \ fund \ the \ promotion \ of \ tourism \end{tabular}$

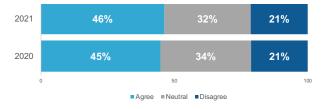


My <u>local government</u> should support/help fund the promotion of tourism



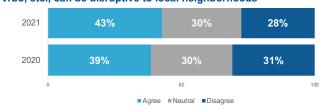
Despite positive perceptions of travel and tourism broadly, there are some specific issues where public opinion is not completely in sync with segments of the industry. For example, nearly half of respondents believe lodging taxes should be used to help pay for local services, not for more tourism promotion.

Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



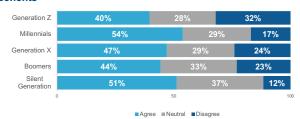
More than 40% believe that accommodationsharing services such as Airbnb and VRBO can be disruptive to local neighborhoods.

People who use accommodation-sharing services like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods

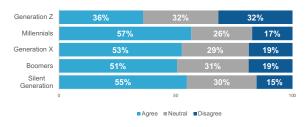


Across generational segments in the U.S. there is little variance in sentiment toward the perceptions of tourism employment and the ability of the industry to attract new business and residents to local areas, except for Generation Z. Only 39% of Gen Z agree that there are opportunities for career advancement in tourism, which compares to 57% of Millennials and 49% of Generation X.

There are jobs in the tourism industry with desirable pay and benefits

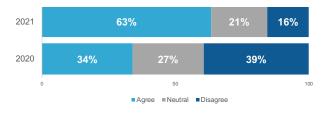


Tourism attracts new businesses to our local area

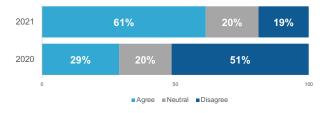


The most dramatic changes in travel and tourism perceptions from 2020, the first year of the pandemic, to 2021, are seen in the attitudes toward the relative safety of activities. By the time of this most-recent survey, coronavirus vaccines were widely available and that post-vaccine confidence is evident in the data. Confidence in shopping safely in retail stores jumped from 34% in 2020 to 63% in 2021, and the perceived safety of dining in restaurants showed a similar increase.

I feel safe shopping in retail stores



I feel safe dining in restaurants



Key Takeaways from this Study

The major takeaways from this research are that first, there is broad support for the travel and tourism industry across the country. However, there exist areas for attention by the industry:

- The need for better resident engagement around topics of public concern
 - The industry should pay attention to public concerns about specific issues, including opinions on the public use of lodging tax revenues, disruptions to neighborhoods by lodging sharing services.
- Residents feel largely left out of the conversation on tourism development
 - There is a need to grow communication with residents to ensure they are part

- of the conversation about tourism development and feel informed
- GenZ needs to be included in the conversation and engaged with the tourism industry to develop an understanding of the value of travel and tourism.

Despite the positive results noted in this survey, one of the major lessons of this ongoing research during the COVID-19 pandemic is that factors influencing American resident sentiment toward tourism are continuously evolving. It is for this reason that each year Longwoods International, in partnership with Destinations International, continues to conduct this research. This study allows resident sentiment data on current and emerging issues to be monitored and shared with Destinations International membership and stakeholders. We look forward to providing these ongoing updates.

To view the full report of this study, visit longwoods-intl.com.

In partnership with Destinations International, this study will be repeated annually, allowing resident sentiment on current and emerging issues to be monitored and shared with its membership and other stakeholders. We look forward to providing future updates.

Source - all data property of Longwoods International. longwoods-intl.com

2021 in Review

The Texas economy saw a robust expansion in 2021 following the massive disruption caused by the COVID-19 pandemic beginning in 2020. Service sector activity rebounded at a strong pace last year, with revenue growth picking up sharply from the declines seen in 2020. Despite the successive waves of COVID, demand growth remained generally robust, and outlooks were quite positive through most of the year.

Supply-side constraints and labor market tightness were exacerbated in 2021. While just 26 percent of services firms began the year facing notable supply-chain issues, over 60 percent reported such issues toward year-end. Furthermore, the outlook for supply-chain normalization deteriorated as the year progressed, and a majority of firms now expect little relief until at least the second half of 2022. Labor shortages also persisted as a headwind to growth, and hiring difficulties were spread across most skill levels and industries last year. Prices and wages soared in 2021, far exceeding increases seen in previous years (*Chart 1*). Elevated wage and price growth is likely to continue in 2022.

The broader Texas economy saw a strong recovery in 2021 with employment nearly back to its prepandemic level by year-end. While 2020 was marked by the steepest decline in Texas employment in decades, 2021 saw the strongest pace of job growth since the early 1980s, at 5.1 percent. This year, the Dallas Fed expects job growth to continue well above its long-term trend and to grow approximately 3 percent.

Chart 1: Dallas Fed Business Outlook Surveys Reported Record Price and Wage Growth in 2021, Expect Elevated Growth in 2022



NOTES: Respondents were asked each December, "What annual percent change in wages, input prices and selling prices did your firm experience in [current year]?" Respondents were also asked about expecations for the upcoming year, shown here for 2022 only. More than 300 firms responded each period. Values are 5 percent trimmed means.

SOURCE: Federal Reserve Bank of Dallas Texas Business Outlook Surveys.

Federal Reserve Bank of Dallas

In Case You Missed It

To express our appreciation for your participation in the Texas Service Sector Outlook Survey and your contributions to the work we do here at the Dallas Fed, we held an exclusive webcast for survey panelists on Oct. 7, 2021. Dallas Fed Executive Vice President and Senior Advisor Joe Tracy and Vice President and Senior Economist Pia Orrenius shared their views on the state of the national and regional economies and then answered questions. For those who were unable to tune in live, a recording of the event can be viewed here.

Be on the lookout for details about this year's exclusive survey panelist appreciation event.

Special Thank You

We used your input from our special questions surveys last year more than ever, as hearing directly from businesses on the impact of COVID-19 is our best way to keep informed during these rapidly changing times. Your insights were particularly helpful as we gauged the impacts of the pandemic on the economy and the many ways in which businesses are adapting to it. Your responses were very valuable to us. Thank you for participating in the special questions surveys in 2021!





In the News

The survey reports continue to garner increasing media attention from local, national and even international news outlets. The media find your comments as insightful as we do; the news stories often quote your (anonymous) comments. Some top media mentions from 2021:

1/29/21: *Dallas Morning News*, "Rocky Recovery? Employers Announced a Record 2.3 Million Job Cuts Last Year and Texas Layoffs Spiked Again Last Month"

2/24/21: San Antonio Express-News, "Dallas Fed: Service Sector Outlook Reaches 'Levels Not Seen Since Last Fall'"²

4/27/21: Houston Chronicle, "Texas Service Sector Activity Picks Up, As Retail Slows"³

9/28/21: Austin American-Statesman, "Coronavirus Still Creating Worries for the Texas Economy" 4

12/28/21: *Dallas Morning News*, "2022 Look Ahead: How Long Will Supply-Chain Issues Persist in the New Year?"⁵

Got Connections?

If you are connected with a business or industry group that might be a good source of additional survey contacts, please contact Christopher Slijk at christopher.slijk@dal.frb.org—or simply reply to this email—and we'll follow up with you. We are looking for additional survey panelists this year—namely executives at Texas-based services, retail or manufacturing firms.

Perspectives from the Dallas Fed

Dallas Fed Economics is a premier source of economic analysis and insights on the regional, national and international economy. Recent noteworthy articles include:

2/3/22: "Pace of Texas Economic Growth Slows as Supply-Chain, Staffing Woes Persist"

1/13/22: "Nominal GDP Outlook Suggests It's Time to End Monetary Accommodation"

1/4/22: "A Ban on U.S. Crude Oil Exports Would Not Lower Gasoline Prices at the Pump"

12/28/21: "Why House Prices Surged as the COVID-19 Pandemic Took Hold"

Southwest Economy is the Dallas Fed's quarterly publication featuring in-depth articles and interviews about Texas and the surrounding region. Recent articles include:

Q4 2021: "Largest Texas Metros Lure Big-City, Coastal Migrants During Pandemic"

Q3 2021: "Once-Oil-Dependent Texas Economy to Keep Growing as Renewable Energy Expands"

Q2 2021: "Texas Restaurants Find Change on Postpandemic Menu"

Q1 2021: "COVID-19 Slammed into Texas, Leaving Long-Lasting Impacts"

¹ www.dallasnews.com/business/jobs/2021/01/31/rocky-recovery-employers-announced-a-record-23-million-job-cuts-last-year-and-texas-layoffs-spiked-again-last-month/

² www.expressnews.com/business/local/article/Dallas-Fed-Service-sector-outlook-reaches-15976727.php

³ www.houstonchronicle.com/business/article/Texas-service-sector-activity-picks-up-as-retail-16132922.php

⁴ www.statesman.com/story/business/2021/09/28/covid-19-still-creating-worries-texas-business-economy/5888116001/

www.dallasnews.com/business/retail/2021/12/28/2022-look-ahead-how-long-will-supply-chain-issues-persist-in-the-new-year/

MORE FROM HOMEPAGE

Dallas reckoning: Nearly 50 years after Santos Rodriguez' murder, the city honors an 'innocent boy' This North Texas company's Super Bowl ad isn't about a product. It's about a job. North Texas anti-vaxxer admits to threatening doctor over COVID stance



THIS IS MEMBER-EXCLUSIVE CONTENT ()

BUSINESS > REAL ESTATE

Ducks in a row: Peabody Hotel project ramps up in Roanoke after four years of planning

The luxury hotel, known for its 'Peabody Ducks,' was delayed by project redesigns and the virus.



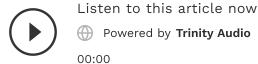


The luxury Peabody Hotel north of Fort Worth is planned for more than 260 rooms. (Peabody Hotels and Resorts)



By Steve Brown

8:31 AM on Feb 9, 2022





01:49

After four years of planning and time out for the pandemic, developers are pushing ahead with plans for the luxury Peabody Hotel in Roanoke.

The Denton County community north of Fort Worth has been working with the operators of the landmark Peabody Hotel in Memphis to build a North Texas version.

Opened in 1925, the grand Tennessee hotel is best known for the "Peabody Ducks," which make a daily march to swim in the lobby fountain.

Plans for the Roanoke hotel have been in the works since 2017. And the hotel and convention center project was set to start construction in early 2020.

But the COVID-19 pandemic and redesigns delayed the groundbreaking.

Now Peabody Hotels and Resorts – a subsidiary of Belz Enterprises – has set a start date for the project.

"Yes we do hope to start in the spring," Mary Belz, chairman of Peabody Hotel Group, said in an email.



The Peabody Hotel planned for Roanoke will include the famous ducks. (Alan Spearman / The Associated Press)

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BY G1 THERAPEUTICS

The project will cost more than \$100 million.

The Peabody Hotel would be built with support from the city of Roanoke.

City manager Scott Campbell confirmed that the project is moving ahead.

"We are still working very closely with the Peabody Hotel," Campbell said. "I suspect in the comings weeks I will have a revised schedule and tentative timeline."

The North Texas hotel market has been making a comeback after severe losses early in the pandemic. And Dallas-Fort Worth is one of the top hotel construction markets in the country with thousands of new rooms in the development pipeline.

My Account



Roanoke's Peabody Hotel and Convention Center has been in the works since 2017. (BOKA Powell)



REAL ESTATE

Lots of rooms: Dallas area leads the country in new hotel projects

BY STEVE BROWN











Steve Brown, Real Estate Editor. Steve covers commercial and residential real estate in Dallas-Fort Worth.



