



Board of Directors Meeting

Monday, February 27, 2023 @ 11:45 a.m.

**Irving Arts Center
Suite 200**

**3333 N. MacArthur Blvd.
Irving, Texas 75062**

(Lunch Served 11:15 a.m.)

OCTOBER 2022-SEPTEMBER 2023

Place	Last	First	10/21/2022	11/11/2022	12/19/2022	1/24/2023	2/27/2023	3/27/2023	5/01/2023	5/22/2023	6/26/2023	7/24/2023	8/28/2023	9/02/2023
1	Cooperstein	Karen	P	P	*	P								
2	Basoco	Michael	*	P	P	#								
3	Gibson	Colvin	#	P	P	P								
4	Stewart, Jr	Richard	P	P	P	P								
5	Bourgeois	Robert	P	P	P	P								
6	Arafat	Yasir	#	#	#	P								
7	Reed	Sam	*	P	P	P								
8	Mahoney	William	P	P	P	P								
9	Gears	Herbert	P	#	P	P								
10	DeBaudry	Tommy	#	#	#	#								
11	Kang	Julia	P	P	P	P								
12	Malcolm	Greg	P	P	P	P								
13	Cole	David	P	P	P	*								
	Bowman	Beth	P	P	P	P								
	Burke	Dallas	*	*	#	P								
	Fenley-Garcia	Stephanie	*	#	P	P								
	Hawkins	Todd	*	P	P	P								
	Hillman	Chris	*	*	P	#								
	Hoskins	Nydia	*	P	#	P								
	Limon	Kim	*	P	P	*								
	O'Briant	Kelly	#	#	P	P								
	Perelman	Janie	N/A	P	#	P								
	Perot	Hammond	*	P	P	P								
	Philipp	Joe	P	P	P	P								
	Randall	Michael	#	#	N/A	N/A								
Liaison	Taylor	Councilman Kyle	P	P	P	P								
	Venegas	Clare	#	#	#	#								

- P = Present
- * = Absent - Company Business
- # = Absent - Other
- p = Represented
- ∞ = Budget Retreat

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, February 27, 2023 at 11:45 AM
Irving Arts Center
3333 N. MacArthur Blvd. – Suite 200
Irving, Texas 75062

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for January 23, 2023
3. Accepting the ICVB Financial Reports – January 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – December 2022 and January 2023

Board Reports

6. Board Chair Report
 - Next Board Meeting – March 27, Irving Convention Center Junior Ballroom C-D
7. Board Committee Reports
 - Board and Business Development – Herb Gears
 - Next Meeting – March 10
 - Community Engagement – Colvin Gibson
 - Next Meeting – April 11
 - Destination Development – Greg Malcolm
 - Recap of February 14 Meeting
 - Next Meeting May 9
8. City Reports
 - Council Liaison – Councilman Kyle Taylor
 - Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - City Manager – Chris Hillman
 - Visitor Development Updates
 - Other City Updates

AGENDA - Continued

9. Bureau Monthly Management Reports
 - Executive Director – Maura Gast
 - Sales and Services – Lori Fojtasek
 - Marketing and Communications – Diana Pfaff
 - Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
10. Convention Center Management Report – Tom Meehan/Jeremy Pierce
11. Industry Partner Reports
 - The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
 - Restaurant Industry Update – David Cole
12. Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce – Janie Perelman/Beth Bowman
 - c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
 - d. The Las Colinas Association – Hammond Perot
 - e. TIF – TBD
 - 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 27, 2023**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Omni Las Colinas Hotel – Salon F
January 23, 2023

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yassir Arafat, Beth Bowman, Dallas Burke, Karen Cooperstein, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Nydia Hoskins, Julia Kang, William Mahoney, Greg Malcolm, Kelly O'Briant, Janie Perelman, Hammond Perot, Joe Philipp, Sam Reed, and Council Liaison Kyle Taylor – Board members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Councilman Oscar Ward, Senior Assistant City Attorney Christina Weber, and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB. Guests: Irving Parks and Recreation Board Vice Chair Paul Silverlieb, Bear Kidwell, and Stephanie Booker – Hackberry Creek HOA member.

Board Chair Bob Bourgeois called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from December 19, 2022
- Approve the ICVB Financial Reports from November and December 2022
- Review of Hotel Occupancy Tax Collections
- Approve ICC Financial Reports from October and November 2022
- Accept the Revised September and October 2022 ICC CIP/Reserve Fund Financials

Bourgeois called for a motion to approve the Consent Agenda as presented. On a motion from Board member William Mahoney, and a second from Board Vice Chair Richard Stewart, Jr., the motion was unanimously approved.

INDIVIDUAL CONSIDERATION

Bourgeois called for a motion to approve amending the ICVB Irving ISD Scholarship Applicant Requirements to include students whose parents work in the Hospitality Industry as recommended by consensus of the Community Engagement Committee. On a motion from Board member Colvin Gibson, and a second from Board member Julia Kang, the motion was unanimously approved.

CHAIR REPORT

- Bourgeois encouraged Board members to sign up to serve on a Board Committee. A Committee sign up form was distributed. Members interested in serving on a Committee should complete the form and return to Gast or Office Manager Carol Boyer.
- A Conflict of Interest form was distributed as a handout for all Board members to complete and turn in to Office Manager Carol Boyer.

- An updated Board member roster was distributed as a handout. Any edits to contact information can be turned in to Boyer for revision. The roster will be posted on the Board portal.
- The next Board meeting is scheduled for February 27 at the Irving Arts Center.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Herb Gears reported:

- The next Committee meeting is scheduled for March 10.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- Recap of the January 17 Committee meeting discussions included:
 - The High Spirited Citizen recognition luncheon. The Committee is working toward a date in May 2023 for the luncheon. There may be a limited amount of time to receive new nominations.
 - The current applicant pool for the ICVB Irving ISD Hospitality scholarship is in dire need of qualified participants.
 - There is a lot of work for the Committee to complete this year and Gibson encouraged Board members to sign up to serve and assist.
- The next Committee meeting date is April 11.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting date is February 14.

CITY REPORTS

Council Liaison Kyle Taylor reported:

- Hotel Occupancy Tax collections in January reports seven properties are currently delinquent. The City has hired Linebarger LLC to process delinquency collections.
- Amendments to the R-AB Ordinance were to be presented to the Planning and Zoning Committee with the recommendation of allowing restaurants city-wide to operate at a 40/60 ratio food to alcohol. The current Ordinance states 50/50 ratio and allows a 30/70 ratio in the Urban Center. Changes to the reporting processes were also presented.
- Discussion of revisions to the Smoking Ordinance to address vaping / electronic cigarettes.
- Ordinance inspections and development standards to meet international codes and state requirements.

In response to a request from Stewart to explain the 40/60 R-AB Ordinance, Taylor explained the proposal is for restaurants city-wide to be able to serve 40% food and 60% alcoholic beverages and moving to a 30/70 ratio will allow higher end places to attract their core customers. Changes to the reporting process would help enhance development in the Heritage District.

Mayor Rick Stopfer reported:

- The year has started out well. The City issued \$100 million in bonds to move forward with development across the City.
- Infrastructure projects continue to be difficult and challenging.
- The last water carbon pump station renovation is a \$30 million project with a two-year timeframe. The project replaces pumps and lines.
- Moving forward with a senior facility project.
- Looking forward to the Wells Fargo new building groundbreaking.
- DART Update:
 - Negotiated with DART for real estate to expand Fire Station #8.
 - City management is meeting monthly with DART's new management to review challenges with the system.
 - Partnered with Meadows Foundation on a homeless study to collect data and focus on a solution to respond respectfully and support people experiencing homelessness.

Assistant City Manager Philip Sanders

- Irving Blvd. road construction project is 50% complete and on schedule. The MacArthur Blvd. project will start at the end of January, along with Northgate Road utility work.
- A draft plan of the homelessness study was finalized and presented to City Council for final approval. It is an increasingly difficult situation, and the City is seeking federal funds for assistance.
- Also working on a new economic development program with grant money through ARPA for small businesses in recovery from COVID to navigate the new world in the aftermath of the pandemic.
- King Square was unveiled at the entrance of the Jackie Townsell area. It is a new pocket park and stands as a tribute to Dr. Martin Luther King, Jr.
- Frost Fest is scheduled for February 18.
- State of the City address is scheduled for January 26 at the Irving Convention Center.

Councilman Oscar Ward reported:

- The R-AB Ordinance will move forward to the next City Council meeting.
- The Sambuca restaurant property under construction in the Toyota Music Factory is still planning to open later this year.

Councilman Mark Zeske thanked Board members for their commitment and service.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Thanked Board member Nydia Hoskins and the Omni Las Colinas Hotel team for hosting the meeting.
- Gast noted industry articles in the packet report mixed messages on the hospitality industry recovery. The Executive Committee held discussions on the delinquent properties for hotel occupancy tax collections and the concern for the amount of properties who were delinquent in the month.

- The brand assessment project is progressing. Meetings were held with hotels, ICVB staff, ICVB Board leadership, Irving-Las Colinas Chamber of Commerce, and City officials to get additional input. A survey will be pushed out to the community for perspective on how they see Irving. The data gathering will take three months while working through results to refine messaging.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team is doing well and has met their goal and is on pace for the year.
- The newest member of the sales team, Donna Groves who replaced Katherine DiPietro, will attend the Board meeting next month. She has also made her goal and is traveling this month.
- ICVB and ICC sales team members will attend the Southwest Showcase next month, one of the bigger trade shows in the industry.

Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- December was a typically slow month. There were 117 prospects and website traffic declined in December slightly with 49,911 sessions to the Irvingtexas.com site.
- Blog traffic decreased with 4,834 pageviews.
- Digital Campaigns:
 - Staycations performed well, generating 6,080 hotel referrals. YTD the campaign has generated 95,445 referrals, representing \$32.8 million in potential economic value.
 - Micro-campaigns to date have generated 10,010 hotel referrals, representing \$4.2 million in potential economic value.
- The advertising campaign was refreshed and rolled out in December.
- News clips are slowly coming in on the Four Seasons Resort flag change to Ritz Carlton.
- Pfaff thanked the Las Colinas Association for their coverage of the ICVB 50th Anniversary event in their newsletter (a copy of the publication was distributed as a handout).

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA report for November shows:
 - There were 564 available listings, a 32.1% increase over last year.
 - The Average Daily Rate was \$215.51, a decrease of 6.47% over last year.
 - Occupancy percentage was 48.2%, a decrease of 12.61% compared to last year.
 - For the hotel comparable subset, Average Daily Rate for November was \$114.17, a decrease of 12.18% from last year, with Occupancy at 49.5%, a decrease of 12.18%.
- The Administration and Finance team is working on coordination of the branding study and next steps.
- Rose recognized CVB Technology Manager Brice Petty for his completion of the Palo Alto certification program. The program demonstrates that engineers can correctly deploy and configure Palo Alto networks and next-generation firewalls while leveraging the rest of the platform. Petty spent many hours studying and diligently working on passing the exam. This is a huge achievement, and it will save the ICVB money as it decreases our need for outsourcing.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The ICC financials are complete for October and November 2022.
- The first two months of the fiscal year there were 39 events, compared to 30 last year and 31,232 in attendance compared to 29,246 last year.
- October/November hotel rooms booked are 6,328, compared to 5,916 last year.
- Total event income beat 2019 numbers, but at the same time beat the highest expense amount ever due to higher labor, food, and supplier costs.
- The ICC is off to a solid start and the remainder of the year forecast looks good.
- Building projects include:
 - Outside LED lighting project on the upper and lower canopy has started.
 - Grand Ballroom lighting project with color-changing LED lights is complete and looks incredible. The Hilti event in January was the first group to experience the lighting and they were blown away with the options for their events.
 - The new monument sign by the fountain is complete and the sign on Highway 114 is 98.5% complete with a final review of the details.
 - Pre-function space and column lighting will change to LED lights, as well as the elevator shaft and mezzanine area on the first floor.

INDUSTRY PARTNERS

Hotel Industry Updates

Board member Greg Malcolm:

- STR report for Irving reports December ended at 57.9% Occupancy, \$107.20 Average Daily Rate and RevPar of \$62.08.
- Hotel property at Highway 183 and Valley View reports 74.2% Occupancy and Average Daily Rate of \$139.90.
- 2023 numbers are projected to reach 2019 numbers.

Board member Nydia Hoskins:

- The Omni Las Colinas ended December with 56% Occupancy and an Average Daily Rate of \$200.70.
- It was a banner year for Occupancy but not where it should be.
- New revenue streams and new programming continue to do well.
- The front property driveway project is completed and new carpet in the Ballroom is being installed the week of March 9.
- January is off to a great start, with this weekend sold out and 15 groups in house.
- Short term business is strong and transient business travel is up.
- The Omni sales team has hired three more people.

DCURD

Board member Dallas Burke reported:

- There are 29 projects scheduled for 2023.
- Several dredging and other waterway maintenance projects are underway or on tap.
- Upgrading Lake Carolyn safety signage, emergency cables and ladders.
- Improvements to Mandalay Canal are planned. Currently updating all electrical so that LED lighting and additional tree lighting can be added to brighten the area.

- Irving Flood Control District 1-A has some major dredging projects planned, along with ongoing levee maintenance improvements. The Corps of Engineers will be onsite in March to perform a periodic inspection that is required for all federal levee systems.
- Irving Flood Control District III has several large flood control improvements, including replacement of sluice gates and two more rebuilt storm water pumps being installed. One more final pump is being rebuilt and will be in service this Spring.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber Chair Janie Perelman reported:

- The Chamber's Economic Development team continues to have a strong pipeline of projects and prospects with 100 in various stages. One-fifth of these are Corporate headquarters.
- The unemployment rate for December reports Irving's rate declining to 2.9%. This is the first time the rate has been below 3% since 2019. Irving's rate is lower than both Texas at 3.6% and national rate of 3.3%.
- The 88th Texas Legislative session began on January 10 and the Chamber is working closely with the legislative action team to advocate for the Irving-Las Colinas business community.
- Irving Advocacy Day in Austin is on March 1 and all Board members are encouraged to attend.
- The 2023 State of the City is scheduled for January 26 at the Irving Convention Center, hosted by the Chamber. This year's theme is *Reinvesting in Today, for Tomorrow*.

Irving Arts and Culture

Executive Director Todd Hawkins reported:

- Irving Archives and Museum:
 - New special exhibit "Fighting for the Right to Fight: African American Experiences in World War II" will open on January 27. The exhibit features artifacts, photographs, and oral histories to highlight some of the extraordinary achievements and challenges of African Americans during World War II.
- Irving Arts Center:
 - Continuing with the Celebration Series:
 - David Brighton's *Space Oddity: The Quintessential David Bowie Tribute* on January 27.
 - *Les Ballet Trocadero De Monte Carlo* on February 17.
 - The Kingdom Choir on February 26 in Carpenter Hall.
 - *Soul of America: A Tribute to Aretha Franklin* on April 14.

Las Colinas Association

Board member Hammond Perot reported:

- The LCA annual Board meeting will be held in March with new Board member elections.
- Architectural control saw 858 submissions and construction activity is down from 2021.
- Continuing to work on the LCA 50th Anniversary celebration.
- The Urban Center holiday lighting was an enormous success and appreciated by so many.

Closing thoughts

- Bourgeois reminded the Board to sign up for service on a Committee and complete the Conflict of Interest form.
- The ICVB has a team that walks the 5K race in the Irving Marathon Series. The next event is on February 18, and he encouraged all to join the team.
- Gears noted the ICC is full today with activity, school buses and students. Meehan stated the event is a DECA (Distributive Education Clubs of America) high school event with 2,000 students.

With no further discussion, Bourgeois adjourned the meeting at 12:48 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
January 2023



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JANUARY 2023

Assets

Cash and equivalents 7,016,865.30
Investments 5,273,030.00

Total Assets

12,289,895.30

Liabilities

Accounts payables 937.50
Unearned revenue 7,870,874.95
Due to other funds 644.50

Total Liabilities

7,872,456.95

Fund Balance (Budgetary basis)

Reserve for encumbrances 965,074.82
Unreserved 3,452,363.53

Total Fund Balance

4,417,438.35

Total Liabilities and Fund Balance

12,289,895.30



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
JANUARY 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	465,862.72	1,233,625.65	8,000,000.00	15.4%	0.00	6,766,374.35
	PENALTY AND INTEREST	615.14	615.14	0.00	100.0%	0.00	(615.14)
	PRIOR YEAR	162,721.58	165,317.81	0.00	100.0%	0.00	(165,317.81)
	SHORT-TERM RENTALS	6,898.21	13,545.40	0.00	100.0%	0.00	(13,545.40)
	TOTAL HOTEL/MOTEL TAX	636,097.65	1,413,104.00	8,000,000.00	17.7%	0.00	6,586,896.00
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	1,427,914.99	1,427,914.99	7,324,375.00	19.5%	0.00	5,896,460.01
M4 - INVESTMENT INCOME							
		16,312.95	38,050.17	6,000.00	634.2%	0.00	(32,050.17)
M5 - MISCELLANEOUS							
		0.00	14,847.92	11,000.00	135.0%	0.00	(3,847.92)
TOTAL REVENUE		2,080,325.59	2,893,917.08	15,341,375.00	18.9%	0.00	12,447,457.92
EXPENDITURES							
N1 - SALARIES							
		186,672.86	742,827.82	3,009,995.00	24.7%	0.00	2,267,167.18
N2 - BENEFITS							
		39,257.73	138,533.08	612,013.00	22.6%	0.00	473,479.92
N4 - SUPPLIES							
		4,833.36	14,217.60	76,500.00	18.6%	0.00	62,282.40
O1 - UTILITIES (COMMUNICATIONS)							
		1,458.81	3,919.87	26,500.00	14.8%	0.00	22,580.13
O3 - OUTSIDE SERVICES							
	FREIGHT	0.00	348.38	3,000.00	11.6%	0.00	2,651.62
	MARKETING AND SALES RESOURCES	2,261.31	7,297.54	161,000.00	4.5%	0.00	153,702.46
	MEDIA ADVERTISING	65,650.22	114,903.05	605,040.84	19.0%	238,872.50	251,265.29
	POSTAGE EQUIPMENT RENTAL	662.16	662.16	2,650.00	25.0%	1,986.48	1.36
	PROFESSIONAL SERVICES	142,053.10	1,182,558.91	2,553,000.00	46.3%	672,013.84	698,427.25
	PROPERTY MANAGEMENT SERVICES	0.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	TOTAL OUTSIDE SERVICES	210,626.79	1,653,770.04	4,719,690.84	35.0%	912,872.82	2,153,047.98
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	11,539.79	73,147.10	665,340.00	11.0%	0.00	592,192.90
	MILEAGE REIMBURSEMENT	191.38	475.20	3,500.00	13.6%	0.00	3,024.80
	MEMBERSHIP AND DUES	11,936.00	28,634.00	77,900.00	36.8%	0.00	49,266.00
	TOTAL TRAVEL - TRAINING - DUES	23,667.17	102,256.30	746,740.00	13.7%	0.00	644,483.70
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	25,443.90	56,524.15	320,000.00	17.7%	0.00	263,475.85
	BUSINESS DEV INCENTIVE PROG	107.43	62,151.47	500,000.00	12.4%	0.00	437,848.53
	CONVENTION SERVICES MATERIALS	0.00	1,378.58	110,000.00	1.3%	28,952.00	79,669.42
	EVENT SPONSORSHIPS	0.00	57,454.75	140,000.00	41.0%	20,000.00	62,545.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	4,335.32	71,216.00	530,100.00	13.4%	3,250.00	455,634.00
	TOTAL MISCELLANEOUS EXPENSES	29,886.65	248,724.95	1,607,940.00	15.5%	52,202.00	1,307,013.05
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	160,720.00	0.0%	0.00	160,720.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB COMPUTER REPL	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	1,601,289.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	1,601,289.00	1,714,734.00	6,712,524.00	0.0%	0.00	4,997,790.00
TOTAL EXPENDITURES		2,097,692.37	4,653,494.91	17,810,667.84	26.1%	965,074.82	12,192,098.11

Beginning Fund Balance	6,177,016.18
Revenues	2,893,917.08
Expenditures	(4,653,494.91)
Ending Fund Balance	4,417,438.35

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



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

REVISED #2

Assets

Cash and equivalents	682,151.81
Investments	1,603,000.00
Receivables	8,082,911.14
Accrued interest rec	4,054.40

Liabilities

Accounts payables	138,887.00
Unearned revenue	1,465,844.46
Deferred inflow	8,008,441.90
Total Liabilities	9,613,173.36

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	758,943.99
Total Fund Balance	758,943.99

Total Assets 10,372,117.35

Total Liabilities and Fund Balance 10,372,117.35

AUDIT NOTE:

Per our contract with ASM, the Bureau received capital contributions of \$1,000,000 in FY22 and \$500,000 in FY21 to fund CIP projects for the Convention Center. These contributions are to be placed in an Unearned Revenue account and amortized over a 15 year period, but the total amount was recognized as revenue each year. An amortization schedule has been developed and an audit entry was posted to reverse the original entries and record the annual amortized amount. The result of this entry was an increase in Unearned Revenue of \$1,375,707.76 and a decrease in Unreserved Fund Balance of the same amount. Future entries will be posted on September 30 as part of the year end process.

AUDIT ENTRY:

Per GASB 87 which requires the recognition of leases over 12 months in length to be recorded as liabilities and right-of-use assets.



2204 - ICVB CONV CENTER RESERVE / CIP
MONTHLY BALANCE SHEET
JANUARY 2023

Assets

Cash and equivalents	4,032,071.87
Investments	2,103,000.00
Receivables	8,082,911.14

Liabilities

Unearned revenue	4,011,820.57
Deferred inflow	8,008,441.90
Total Liabilities	12,020,262.47

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	2,197,720.54
Total Fund Balance	2,197,720.54

Total Assets

14,217,983.01

Total Liabilities and Fund Balance

14,217,983.01



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
 MONTHLY FINANCIAL REPORT
 JANUARY 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	834,023.89	834,023.89	2,880,000.00	29.0%	0.00	2,045,976.11
	M4 - INVESTMENT INCOME	5,421.86	14,179.21	5,000.00	283.6%	0.00	(9,179.21)
	M5 - MISCELLANEOUS	23,919.49	95,677.96	764,000.00	12.5%	0.00	668,322.04
	M6 - TRANSFER FROM ICVB GENERAL	1,601,289.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
TOTAL REVENUE		2,464,654.24	2,545,170.06	5,250,289.00	48.5%	0.00	2,705,118.94
EXPENDITURES							
	N4 - FURNITURE/FIXTURES LESS THAN \$5000	20,495.95	20,495.95	21,000.00	97.6%	0.00	504.05
	N7 - STRUCTURE MAINTENANCE	180,115.23	355,384.16	964,000.00	36.9%	0.00	608,615.84
	P1 - CAPITAL EXPENDITURES	0.00	730,513.40	2,159,000.00	33.8%	0.00	1,428,486.60
TOTAL EXPENDITURES		200,611.18	1,106,393.51	3,144,000.00	35.2%	0.00	2,037,606.49

Beginning Fund Balance	758,943.99
Revenues	2,545,170.06
Expenditures	(1,106,393.51)
Ending Fund Balance	2,197,720.54

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 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80062875	1/5/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC		662.16		
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT			662.16
80062876	1/5/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC		1,000.00		
		POSTAGE	POSTAGE FOR METER			500.00
		POSTAGE	POSTAGE FOR METER			250.00
		POSTAGE	POSTAGE FOR METER			250.00
80062877	1/5/2023	RIBEIRO FONSECA, KEYSE LAUCY		2,720.00		
		PROFESSIONAL SERVICES	IT CONSULTANT - DEC 19 - 30, 2022		2,720.00	
80062878	1/5/2023	STAPLES INC		388.62		
		OFFICE SUPPLIES	OFFICE SUPPLIES			208.19
		OFFICE SUPPLIES	OFFICE SUPPLIES			139.21
		OFFICE SUPPLIES	OFFICE SUPPLIES			41.22
80062879	1/12/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC		32,413.43		
		ACCOUNTS PAYABLE	DEC 2022 - RECEIPTS		17,145.07	15,268.36
80062880	1/12/2023	CELLCO PARTNERSHIP		440.47		
		COMMUNICATIONS	DECEMBER 2022			156.49
		COMMUNICATIONS	DECEMBER 2022			114.39
		COMMUNICATIONS	DECEMBER 2022			169.59
80062881	1/12/2023	FEDERAL EXPRESS CORPORATION		53.74		
		FREIGHT	SHIPPING			53.74
80062882	1/12/2023	FIRED UP BRANDS, INC		5,000.00		
		PROFESSIONAL SERVICES	ICVB STAFF TRAINING		5,000.00	
80062883	1/12/2023	IRVING - LAS COLINAS ROTARY CLUB		40.00		
		MEMBERSHIPS, CERTS, & LICENSES	DECEMBER 2022			40.00
80062884	1/12/2023	LAURA M OLVERA		1,800.00		
		PROFESSIONAL SERVICES	EAUTOFEEDBACK-ANNUAL FEE 2/1/23-1/31/24		1,800.00	
80062885	1/12/2023	MAINSTAGE IRVING LAS COLINAS		50.00		
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - GENE DEMONBREUN OLAFSEN			50.00
80062886	1/12/2023	MALONEY STRATEGIC COMMUNICATION INC		3,676.78		
		PROFESSIONAL SERVICES	ICC CAPACITY CHART / FLOOR PLAN REPRINT		821.19	
		PROFESSIONAL SERVICES	ICVB FIRST QUARTER COLLATERAL REPRINTS		2,855.59	
80062887	1/12/2023	SIMPLEVIEW WORLDWIDE, INC.		72,758.00		
		PROFESSIONAL SERVICES	2ND QUARTER		7,375.00	
		PROFESSIONAL SERVICES	2ND QUARTER		65,383.00	
80062888	1/12/2023	SMG		23,919.48		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JAN 2023			23,919.48
80062889	1/12/2023	TUCKER & ASSOCIATES, LLC		4,000.00		
		PROFESSIONAL SERVICES	MONTHLY RETAINER - JAN 2023		4,000.00	
80062890	1/19/2023	BG SPORTS MARKETING, LLC		1,035.00		
		BUSINESS DEV INCENTIVE PROG	TAMPA BAY/SEPT 2022		90.00	
		BUSINESS DEV INCENTIVE PROG	CINCINNATI BENGALS/SEPT 2022		150.00	
		BUSINESS DEV INCENTIVE PROG	WASHINGTON COMMANDERS/OCT 2022		235.00	
		BUSINESS DEV INCENTIVE PROG	DETROIT LIONS/OCT 2022		110.00	
		BUSINESS DEV INCENTIVE PROG	CHICAGO BEARS/OCT 2022		70.00	
		BUSINESS DEV INCENTIVE PROG	NEW YORK GIANTS/NOV 2022		145.00	
		BUSINESS DEV INCENTIVE PROG	INDIANAPOLIS COLTS/DEC 2022		85.00	
		BUSINESS DEV INCENTIVE PROG	HOUSTON TEXANS/DEC 2022		150.00	
80062891	1/19/2023	CALLA HOSPITALITY, LLC		496.00		
		BUSINESS DEV INCENTIVE PROG	THE JENSEN PROJECT/OCT 2022		496.00	
80062892	1/19/2023	CUTTS, SUSAN		643.75		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 12/12-16/22 & JAN 9-13, 2023		643.75	
80062893	1/19/2023	FOJTASEK, LORI		75.00		
		COMMUNICATIONS	DEC 2022 - CELL			75.00
80062894	1/19/2023	GROVES, DONNA		258.39		
		COMMUNICATIONS	DEC 2022 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS	DEC 2022 - CELL / MISC			183.39



Irving Convention and Visitors Bureau

Check Register

January 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80062895	1/19/2023	JOHN TARVER OFFICE SUPPLIES	ITEM 04517 - LASER CHECK PAPER	235.00		235.00
80062896	1/19/2023	LAUDA, MARIANNE COMMUNICATIONS	DEC 2022 - CELL	75.00		75.00
80062897	1/19/2023	LEVINE, KATHY COMMUNICATIONS	NOV 2022 - CELL	65.44		65.44
80062898	1/19/2023	LOPEZ, BRENDA COMMUNICATIONS	DEC 2022 - CELL	75.00		75.00
80062899	1/19/2023	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2022 INVENTORY STORAGE / MGMT- OCT/NOV/DEC	834.40	834.40	
80062900	1/19/2023	MANSELL, LORI TRAVEL AND TRAINING	CONNECT DC - NOV 2022	125.00		15.00
		COMMUNICATIONS	DEC 2022 - CELL			75.00
		TRAVEL AND TRAINING	TLFFRA PRESENTATION / AUSTIN SALES CALLS			20.00
		TRAVEL AND TRAINING	CONNECT TEXAS - NOV 2022			15.00
80062901	1/19/2023	NAIDU PRODUCTIONS LLC BUSINESS DEV INCENTIVE PROG	NPC BATTLE OF TEXAS/DEC 2022	1,260.00		1,260.00
80062902	1/19/2023	NAYLOR, LLC MEDIA ADVERTISING	ADVERTISING	3,090.22		2,990.55
		MEDIA ADVERTISING	ADVERTISING			99.67
80062903	1/19/2023	NORTHSTAR TRAVEL MEDIA, LLC MEDIA ADVERTISING	ADVERTISING	9,000.00		9,000.00
80062904	1/19/2023	PANADE II, LTD BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/COMMANDERS VS COWBOYS/ OCT	310.00		60.00
		BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/LIONS VS COWBOYS/ OCT 2022			30.00
		BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/BEARS VS COWBOYS/OCT 2022			30.00
		BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/COLTS VS COWBOYS/DEC 2022			70.00
		BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/TEXANS VS COWBOYS/DEC 2022			75.00
		BUSINESS DEV INCENTIVE PROG	VIP SPORTS GETAWAY/EAGLES VS COWBOYS/DEC 2022			45.00
80062905	1/19/2023	RIBEIRO FONSECA, KEYSE LAUCY PROFESSIONAL SERVICES	IT CONSULTANT - JAN 02-13, 2023	3,640.00		3,640.00
80062906	1/19/2023	ROBERTS, DEBBIE COMMUNICATIONS	DEC 2022 - CELL	75.00		75.00
80062907	1/19/2023	SCRAPBOOK EXPO INC BUSINESS DEV INCENTIVE PROG	SCRAPBOOKING EXPO/OCT 2022	2,140.00		2,140.00
80062908	1/19/2023	SIMPLEVIEW WORLDWIDE, INC. PROFESSIONAL SERVICES	MINT+ SUBSCRIPTION: JAN 1, 2023 - DEC 31, 2023	5,200.00		5,200.00
80062909	1/19/2023	SMG LOCAL PROGRAMS-PROMOTIONS	CATERING	1,654.66		1,654.66
80062910	1/19/2023	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2023	926.00		926.00
80062911	1/19/2023	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	OCT / NOV / DEC 2022 - REIMBURSABLES	204.06		204.06
80062912	1/19/2023	TUNGETT, MATT COMMUNICATIONS	NOV 2022 - CELL	140.00		70.00
		COMMUNICATIONS	DEC 2022 - CELL			70.00
80062913	1/19/2023	TURNER, ASHLEY DANIELLE PROFESSIONAL SERVICES	BLOG POSTS - NOV 2022	1,050.00		300.00
		PROFESSIONAL SERVICES	BLOG POSTS - DEC 2022			750.00
80062914	1/26/2023	ARIAS, PAOLA PROFESSIONAL SERVICES	BLOG POSTS - DEC 2022	450.00		150.00
		PROFESSIONAL SERVICES	BLOG POSTS - NOV 2022			300.00
80062915	1/26/2023	BLOOM EMBRO INC. SALES RESOURCES	NIKE DRI FIT GOLF SHIRTS WITH VISIT IRVING LOGO	677.88		677.88



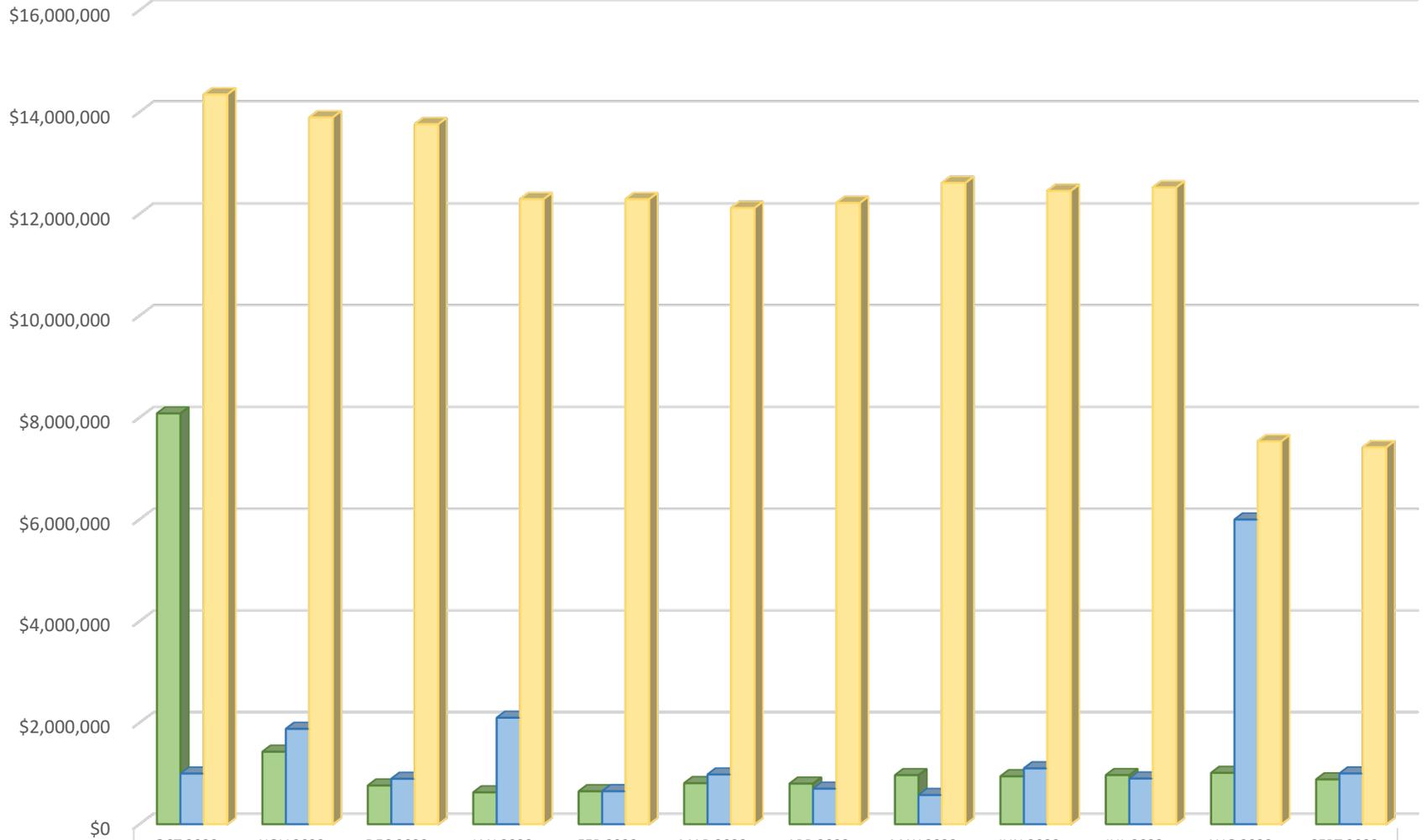
Irving Convention and Visitors Bureau

Check Register

January 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80062916	1/26/2023	FOSTER, WENDY		152.00		
		COMMUNICATIONS	DEC 2022 - CELL			75.00
		COMMUNICATIONS	NOV 2022 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS	NOV 2022 - CELL / MISC			2.00
80062917	1/26/2023	GAST, MAURA		197.50		
		MILEAGE REIMBURSEMENT	DEC 2022 - MILEAGE / MISC			182.50
		LOCAL PROGRAMS-PROMOTIONS	DEC 2022 - MILEAGE / MISC			15.00
80062918	1/26/2023	MANUSAMA, DEBORA CHRISTY		1,050.60		
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST		1,050.60	
80062919	1/26/2023	SMG		176,691.70		
		BUILDINGS MAINT	CHILLER #3 REFRIGERANT		12,970.00	
		BUILDINGS MAINT	F&B EQUIPMENT CREDIT		(388.36)	
		OFFICE FURN AND FIXT LESS 5000	OFFICE CHAIRS		20,495.95	
		BUILDINGS MAINT	LABOR ASSISTANCE FOR LEVEL 4 BREAKER PANEL INSTALL		8,934.61	
		BUILDINGS MAINT	NEW WORK ROOM LIGHTING		6,186.47	
		BUILDINGS MAINT	LED ATTIC STOCK PARTS		19,008.25	
		BUILDINGS MAINT	BUILDING AIRWALL REPAIRS		91,210.00	
		BUILDINGS MAINT	MAIN FOUNTAIN DISPLAY PUMP		10,323.18	
		BUILDINGS MAINT	FOUNTAIN LIGHT REPAIRS		7,951.60	
80062920	1/26/2023	SUPERIOR EXPOSITION SERVICES, LLC		9,057.00		
		TRAVEL AND TRAINING	SOUTHWEST SHOWCASE BOOTH/JAN 27, 2023		9,057.00	
80062921	1/26/2023	TARSUS CONNECT, LLC		43,000.00		
		MEDIA ADVERTISING	ADVERTISING		43,000.00	
80062922	1/26/2023	TEXAS MONTHLY LLC		10,560.00		
		MEDIA ADVERTISING	ADVERTISING		10,560.00	
80062923	1/26/2023	WEIGER, SAM		75.00		
		PROFESSIONAL SERVICES	BLOG POSTS - DEC 2022		75.00	
80062924	1/26/2023	WORLD PRAYER CENTRE, USA		1,715.00		
		BUSINESS DEV INCENTIVE PROG	WORLD PRAYER CENTRE/DEC 2022		1,715.00	
80062925	1/31/2023	KRISTI WILLBANKS		100.00		
		PROFESSIONAL SERVICES	BLOG POSTS - JAN 2023		100.00	
80062926	1/31/2023	MALONEY STRATEGIC COMMUNICATION INC		42,854.02		
		PROFESSIONAL SERVICES	2022/2023 ICVB ADVERTISING MANAGEMENT Q2		22,695.00	
		PROFESSIONAL SERVICES	2022 ICVB HOLIDAY CARD - PHASE II		20,159.02	
80062927	1/31/2023	RIBEIRO FONSECA, KEYSE LAUCY		3,800.00		
		PROFESSIONAL SERVICES	IT CONSULTANT - JAN 16 - 27, 2023		3,800.00	
		Total Number of Invoices	93	TOTAL	471,911.30	426,034.48
		Total Number of Checks	53			90.3%
						45,876.82
						9.7%

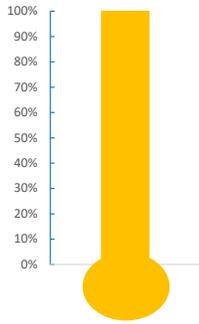
Irving Convention and Visitors Bureau
 FY23 Cash Flow
 January 2023



	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEPT 2023
REVENUE	\$8,081,479	\$1,428,426	\$762,507	\$626,966	\$648,509	\$808,022	\$799,629	\$966,681	\$943,538	\$967,664	\$1,011,903	\$882,758
EXPENSES	\$997,898	\$1,879,106	\$895,163	\$2,098,520	\$650,000	\$980,000	\$700,000	\$575,000	\$1,100,000	\$900,000	\$5,997,790	\$1,000,000
ENDING CASH	\$14,344,785	\$13,894,105	\$13,761,449	\$12,289,895	\$12,288,404	\$12,116,426	\$12,216,055	\$12,607,736	\$12,451,274	\$12,518,938	\$7,533,051	\$7,415,809

■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH

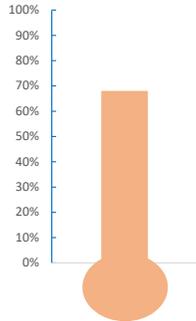
REPAYMENT OF FY21 LOAN FROM CITY



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

FY22 YEAR END GOAL
N/A

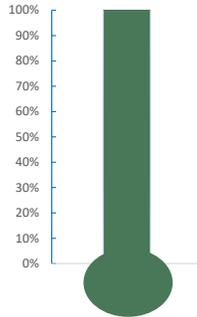
COMBINED FUNDS



GOAL: \$10,500,000
CURRENT: \$7,121,409

FY23 YEAR END GOAL
\$10,500,000

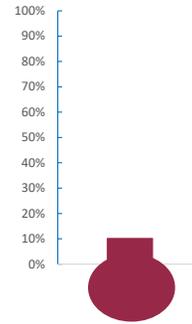
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$4,417,438

FY23 YEAR END GOAL
\$2,000,000

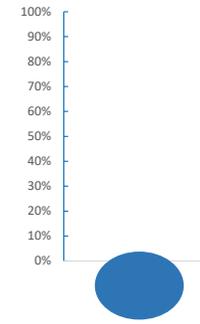
CATASTROPHIC RESERVE



GOAL: \$5,000,000
CURRENT: \$506,044

FY23 YEAR END GOAL
\$5,000,000

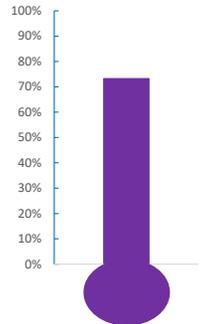
COMPUTER FUND



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

FY23 YEAR END GOAL
\$500,000

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$2,197,720

FY23 YEAR END GOAL
\$3,000,000



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:
November 2022

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2022 - 2023**

LUXURY & FULL SERVICE		OCT 2022	NOV 2022
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19
3	DFW Airport Hotel & Conference Center	closed	closed
4	DFW Airport Marriott	41,899.47	25,970.30
5	<i>Doubletree by Hilton DFW Airport North</i>	0.00	0.00
6	Embassy Suites DFW Airport South	31,122.91	21,795.06
7	Four Seasons Resort & Club	93,825.83	69,817.11
8	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98
9	Hilton Garden Inn Las Colinas	14,509.26	12,494.13
10	Holiday Inn Irving Las Colinas	10,993.05	6,299.62
11	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71
12	Omni Las Colinas Hotel	61,002.82	41,286.98
13	<i>Sheraton DFW Airport Hotel</i>	0.00	0.00
14	Texican Court	17,319.93	11,488.90
15	Westin DFW Airport	41,130.19	18,018.35
TOTAL LUXURY & FULL SERVICE		411,112.18	279,412.39
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80

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

ALL SUITE / EXTENDED STAY		OCT 2022	NOV 2022
1	Comfort Suites DFW Airport North	6,634.36	5,671.89
2	Comfort Suites Las Colinas	1,329.04	1,173.45
3	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09
4	Element Dallas Las Colinas	12,122.95	9,910.27
5	Element DFW Airport North	10,646.42	8,011.76
6	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57
7	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35
8	Extended Stay Deluxe Green Park	2,190.97	1,511.78
9	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19
10	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13
11	Hawthorne Suites DFW Airport North	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83
17	Homewood Suites by Hilton Las Colinas	0.00	6,642.15
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81
22	Sonesta ES Suites Dallas Las Colinas	0.00	3,187.01
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61
28	Woodspring Suites Signature	0.00	0.00
TOTAL ALL SUITE / EXTENDED STAY		150,858.00	129,806.66

BUDGET SERVICE		OCT 2022	NOV 2022
1	Arya Inn & Suites	986.51	963.32
2	Best Western Irving Inn & Suites DFW South	closed	closed
3	Budget Inn & Suites	32.20	49.77
4	Budget Suites of America Las Colinas	428.31	1,249.18
5	Clarion Inn & Suites	1,925.47	2,415.34
6	Crossroads Hotel & Suites	1,498.02	960.78
7	Days Inn	6,733.27	4,896.16
8	Days Inn DFW Airport North	4,886.34	3,316.87
9	Delux Inn	705.02	752.10
10	Delux Suites Motel	67.78	112.14
11	Gateway Inn	617.71	422.20
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45
13	Motel 6 Dallas DFW South	2,120.62	1,844.26
14	Motel 6 Dallas Irving	3,381.45	3,325.08
15	Motel 6 DFW North	3,687.66	2,581.71
16	Motel 6 Irving Loop 12	1,028.58	802.75
17	OYO Hotel DFW Airport South	2,342.12	2,216.68
18	<i>OYO Hotel DFW Airport North</i>	<i>0.00</i>	<i>0.00</i>
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65
20	Red Roof Inn Dallas DFW Airport North	0.00	3,735.46
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64
22	Super 8 Hotel DFW South	3,372.72	2,512.70
23	Super 8 Motel DFW North	3,245.20	2,665.57
TOTAL BUDGET SERVICE		45,799.96	41,489.81

LIMITED SERVICE		OCT 2022	NOV 2022
1	aLoft Las Colinas	13,654.13	10,438.69
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	4,265.17
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00
12	Hyatt Place Dallas Las Colinas	9,963.88	6,859.53
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58
18	<i>Wingate Inn by Wyndham Dallas Las Colinas</i>	0.00	0.00
19	Wingate Inn by Wyndham DFW Airport North	0.00	4,169.61
TOTAL LIMITED SERVICE		159,991.08	126,962.06

TOTAL SHORT TERM RENTALS		6,647.19	6,898.21
Number of locations		50	67

SUMMARY	OCT 2022	NOV 2022
GRAND TOTAL	774,408.41	584,569.13
BUDGET	970,330.00	750,524.00
DIFFERENCE	(195,921.59) -20.2%	(165,954.87) -22.1%

CUMULATIVE YEAR TO DATE		
ACTUAL	774,408.41	1,358,977.54
BUDGET	970,330.00	1,720,854.00
DIFFERENCE	(195,921.59)	(361,876.46)



Date Distributed: January 20, 2023

Monthly Financial Summary

For Period Ending December 31, 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,400	104,000	168,653	214,450	209,500	170,050	120,000	110,300	121,410	1,788,170
Service Income	97,643	36,566	60,657	43,610	40,750	47,750	41,750	43,350	41,500	39,500	41,600	44,000	578,676
Service Expenses	(158,014)	(80,351)	(87,174)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(1,090,539)
Total Direct Event Income	186,879	66,080	73,775	71,010	59,750	131,403	171,200	167,850	126,550	74,500	66,900	80,410	1,276,307
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	3,500	16,500	21,000	29,500	750	31,520	750	3,750	750	178,876
F & B Catering	479,931	212,032	171,372	361,000	287,660	145,920	186,352	283,420	335,352	144,400	190,760	281,580	3,079,780
Parking: Self Parking	67,551	66,091	23,139	23,780	32,800	20,202	38,130	19,942	30,914	9,840	10,660	8,200	351,249
Electrical Services	24,735	9,440	4,775	5,500	5,500	25,500	5,500	5,500	5,500	5,500	7,000	10,500	114,950
Audio Visual	(0)	126	(0)	-	-	-	-	-	-	-	-	-	126
Internet Services	6,600	989	(81)	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	18,759
Total Ancillary Income	612,521	314,465	210,572	395,030	343,710	213,872	260,732	310,862	404,536	161,740	213,420	302,280	3,743,740
Total Event Income	799,400	380,545	284,347	466,040	403,460	345,274	431,932	478,712	531,086	236,240	280,320	382,690	5,020,046
Other Operating Income	147,411	59,034	49,953	76,586	76,586	76,586	76,586	76,586	76,586	76,586	76,586	76,791	945,877
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	542,626	480,046	771,860	508,518	555,298	956,422	312,826	356,906	807,731	7,360,923
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	256,029	256,029	256,029	256,029	256,029	256,029	256,029	256,029	306,953	3,028,063
Benefits	48,225	41,890	59,147	64,496	64,496	64,496	64,496	64,496	64,496	64,496	64,496	75,459	740,689
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(40,000)	(40,000)	(40,000)	(41,627)	(45,000)	(45,000)	(45,000)	(45,000)	(45,000)	(402,216)
Net Employee Wages and Benefits	256,510	267,146	282,896	280,525	280,525	280,525	278,898	275,525	275,525	275,525	275,525	337,412	3,366,537
Contracted Services	66,364	71,689	66,309	70,748	70,748	70,748	70,748	70,748	70,748	70,748	70,748	79,354	849,700
General and Administrative	90,724	33,624	45,149	33,178	33,553	38,328	31,703	31,053	40,768	52,439	35,939	89,247	555,705
Operations	53,493	59,493	36,500	34,796	34,796	34,796	34,796	34,796	34,796	34,796	34,796	471,379	471,379
Repair & Maintenance	38,235	47,240	36,651	44,808	44,808	44,808	44,808	44,808	44,808	44,808	44,808	65,940	546,530
Supplies	7,781	24,812	8,213	17,610	18,360	18,360	17,610	17,610	18,360	17,610	17,610	40,340	224,276
Insurance	4,130	4,593	37,406	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	94,882
Utilities	57,878	51,745	48,563	53,916	53,916	53,916	53,916	53,916	53,916	53,916	53,916	55,579	645,093
Other	788	1,658	32,592	1,483	1,483	1,508	1,483	1,483	1,508	1,483	1,483	3,903	50,855
SMG Management Fees	58,909	42,122	36,068	45,283	43,429	31,975	36,185	42,322	50,037	31,438	35,220	39,901	492,893
Total Operating Expenses	634,812	604,122	630,347	587,764	587,035	580,381	575,564	577,678	595,883	588,180	575,462	760,618	7,297,849
Net Income (Loss) From Operations	311,999	(164,543)	51,954	(45,138)	(106,989)	191,479	(67,046)	(22,380)	360,539	(275,354)	(218,556)	47,113	63,074

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

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	12,136	10,715	1,421	5,561
Events	17	17	0	15
Event Days	28	30	(2)	20
Direct Event Income	73,775	53,750	20,025	32,442
Ancillary Income	210,573	161,932	48,641	178,288
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	284,348	215,682	68,666	210,730
Other Operating Income	49,953	76,586	(26,633)	47,409
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	334,301	292,268	42,033	258,139
Indirect Expenses	(630,347)	(562,928)	(67,419)	(414,824)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(296,046)</u>	<u>(270,660)</u>	<u>(25,386)</u>	<u>(156,685)</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	43,368	37,494	5,874	25,807
Events	56	56	0	45
Event Days	103	108	(5)	70
Direct Event Income	326,736	317,480	9,256	178,523
Ancillary Income	1,137,560	944,035	193,525	655,863
Total Event Income	1,464,296	1,261,515	202,781	834,386
Other Operating Income	256,401	205,838	50,563	153,309
Adjusted Gross Income	1,720,697	1,467,353	253,344	987,695
Indirect Expenses	(1,869,291)	(1,767,019)	(102,272)	(1,471,656)
Net Income (Loss) From Operations	(148,594)	(299,666)	151,072	(483,961)

ASM - Irving Convention Center
Balance Sheet
December 31, 2022

ASSETS

Current Assets

Cash	\$	1,484,118	
Accounts Receivable		968,386	
Prepaid Assets		6,041	
Inventory		73,656	
		<hr/>	
Total Current Assets			2,532,201

Total Assets **\$ 2,532,201**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	976,749	
Accrued Expenses		48,101	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,307,944	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			2,332,794

Long-Term Liabilities

Long Term Liabilities		0	
		<hr/>	
Total Long-Term Liabilities			0

Total Liabilities 2,332,794

Equity

Net Funds Received		16,095,850	
Retained Earnings		(15,747,850)	
Net Income (Loss)		(148,593)	
		<hr/>	
Total Equity			199,407

Total Liabilities & Equity **\$ 2,532,201**

ASM - Irving Convention Center
Income Statement
For the Three Months Ending December 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	100,292	95,750	4,542	457,407	462,851	(5,444)	219,997
Service Revenue	60,657	43,000	17,657	194,865	182,643	12,222	101,419
Service Expenses	(87,174)	(85,000)	(2,174)	(325,536)	(328,014)	2,478	(142,893)
Total Direct Event In	73,775	53,750	20,025	326,736	317,480	9,256	178,523
Ancillary Income							
F & B Concessions	11,367	12,500	(1,133)	70,854	56,204	14,650	67,802
F & B Catering	171,372	135,917	35,455	863,340	758,350	104,990	457,990
Parking	23,140	6,765	16,375	156,781	84,646	72,135	110,949
Electrical Services	4,775	5,500	(725)	38,950	35,735	3,215	17,550
Audio Visual	0	0	0	126	0	126	162
Internet Services	(81)	1,250	(1,331)	7,509	9,100	(1,591)	1,410
Total Ancillary Inco	210,573	161,932	48,641	1,137,560	944,035	193,525	655,863
Total Event Income	284,348	215,682	68,666	1,464,296	1,261,515	202,781	834,386
OTHER OPERATING INCOME							
Other Income	49,953	76,586	(26,633)	256,401	205,838	50,563	153,309
Total Other Operatin	49,953	76,586	(26,633)	256,401	205,838	50,563	153,309
Adjusted Gross Inco	334,301	292,268	42,033	1,720,697	1,467,353	253,344	987,695
INDIRECT EXPENSES							
Salaries & Wages	228,275	256,029	27,754	672,879	720,459	47,580	526,203
Payroll Taxes & Ben	59,147	64,496	5,349	149,265	179,458	30,193	144,218
Labor Allocations to	(4,526)	(40,000)	(35,474)	(15,589)	(55,949)	(40,360)	(16,072)
Net Salaries and Ben	282,896	280,525	(2,371)	806,555	843,968	37,413	654,349
Contracted Services	66,309	67,415	1,106	204,362	204,992	630	207,699
General and Adminis	45,149	33,178	(11,971)	169,506	151,797	(17,709)	98,313
Operating	36,500	34,796	(1,704)	149,486	129,429	(20,057)	75,322
Repairs & Maintenan	36,651	44,808	8,157	122,125	118,794	(3,331)	126,710
Operational Supplies	8,213	18,360	10,147	40,806	37,790	(3,016)	25,723
Insurance	37,406	5,417	(31,989)	46,129	14,964	(31,165)	15,627
Utilities	48,563	45,000	(3,563)	158,185	147,878	(10,307)	133,536
Other	32,592	1,508	(31,084)	35,037	4,597	(30,440)	42,969
ASM Management F	36,068	31,921	(4,147)	137,100	112,810	(24,290)	91,408
Total Indirect Expens	630,347	562,928	(67,419)	1,869,291	1,767,019	(102,272)	1,471,656

ASM - Irving Convention Center
Income Statement
For the Three Months Ending December 31, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(296,046)</u>	<u>(270,660)</u>	<u>(25,386)</u>	<u>(148,594)</u>	<u>(299,666)</u>	<u>151,072</u>	<u>(483,961)</u>

December 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 DFW Church Worship S... De finite 5 Rooms	28	29	30	1	2	3 TNP Holiday Party De finite 6 Rooms Dated Faded Worn Event De finite 2 Rooms Texas Scorecard De finite 3 Rooms
4 Sneaker Exit De finite 5 Rooms	5 City of Irving Annual S... De finite 2 Rooms	6 Digital Summit De finite 5 Rooms		8 Battle of Texas De finite 6 Rooms	9	10 FSG Electric De finite 2 Rooms Irving Hispanic Chamb... De finite 2 Rooms
11 Battle of Texas De finite 5 Rooms Embassy City Event De finite 4 Rooms	12	13 DFW Business Group on Health De finite 3 Rooms		15 World Prayer Centre Convention 2022 De finite 4 Rooms Javelin Energy Partner... De finite 4 Rooms	16 Spirit Network De finite 2 Rooms FMSC Mobile Pack De finite 2 Rooms	17 UMANT 50th Anniversa... De finite 2 Rooms

December 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18 FMSC Mobile Pack De finite 2 Rooms	19 World Prayer Centre Convention 2022 De finite 3 Rooms	20	21	22	23	24
	Spirit Network De finite Exhibit Hall B (all)	ICVB Board of Directo... De finite Jr. Ballroom - C+D				
25 Christmas Day	26	27	28	29	30	31 Vogel Alcove Day 1 Dal... De finite 9 Rooms



Date Distributed: February 17, 2023

Monthly Financial Summary

For Period Ending January 31, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	104,500	175,153	215,950	209,500	170,050	120,000	110,300	141,660	1,817,420
Service Income	97,643	36,566	60,657	30,308	40,750	49,750	41,750	43,850	41,500	39,500	41,600	45,850	569,724
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(1,102,807)
Total Direct Event Income	186,879	66,080	73,775	45,939	60,250	139,903	172,700	168,350	126,550	74,500	66,900	102,510	1,284,336
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	16,500	21,000	29,500	750	31,520	750	3,750	750	191,025
F & B Catering	479,931	212,032	171,372	503,470	287,660	159,600	188,252	303,180	335,352	68,400	137,560	281,580	3,128,390
Parking: Self Parking	67,551	66,091	23,139	17,165	32,800	20,202	38,130	19,942	30,914	9,840	10,660	8,200	344,635
Electrical Services	24,735	9,440	4,775	9,187	5,500	25,500	5,500	5,500	5,500	5,500	7,000	10,500	118,637
Audio Visual	(0)	126	(0)	0	-	-	-	-	-	-	-	-	126
Internet Services	6,600	989	(81)	2,096	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	19,605
Total Ancillary Income	612,521	314,465	210,572	547,567	343,710	227,552	262,632	330,622	404,536	85,740	160,220	302,280	3,802,417
Total Event Income	799,400	380,545	284,347	593,506	403,960	367,454	435,332	498,972	531,086	160,240	227,120	404,790	5,086,753
Other Operating Income	147,411	59,034	49,953	67,036	76,586	76,586	76,586	76,586	76,586	76,586	76,586	76,767	936,302
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	480,546	794,040	511,918	575,558	956,422	236,826	303,706	829,807	7,418,055
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	256,029	256,029	256,029	256,029	256,029	256,029	256,029	319,160	3,014,369
Benefits	48,225	41,890	59,147	85,751	64,496	64,496	64,496	64,496	64,496	64,496	64,496	52,960	739,446
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(40,000)	(40,000)	(41,627)	(45,000)	(45,000)	(45,000)	(45,000)	(45,000)	(380,952)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	280,525	280,525	278,898	275,525	275,525	275,525	275,525	327,120	3,372,863
Contracted Services	66,364	71,689	66,309	61,840	70,748	70,748	70,748	70,748	70,748	70,748	70,748	83,953	845,390
General and Administrative	90,724	33,624	45,149	47,309	33,553	38,328	31,703	31,053	40,768	52,439	35,939	98,511	579,100
Operations	53,493	59,493	36,500	39,441	34,796	34,796	34,796	34,796	34,796	34,796	34,796	57,791	490,290
Repair & Maintenance	38,235	47,240	36,651	37,170	44,808	44,808	44,808	44,808	44,808	44,808	44,808	44,808	549,318
Supplies	7,781	24,812	8,213	15,153	18,360	18,360	17,610	17,610	18,360	17,610	17,610	48,702	230,181
Insurance	4,130	4,593	37,406	7,420	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	96,885
Utilities	57,878	51,745	48,563	52,093	53,916	53,916	53,916	53,916	53,916	53,916	53,916	56,689	644,380
Other	788	1,658	32,592	500	1,483	1,508	1,483	1,483	1,508	1,483	1,483	4,887	50,855
SMG Management Fees	58,909	42,122	36,068	62,701	43,429	31,975	36,185	42,322	50,037	31,438	35,220	39,901	510,311
Total Operating Expenses	634,812	604,122	630,347	620,769	587,035	580,381	575,564	577,678	595,883	588,180	575,462	799,337	7,369,573
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(106,489)	213,659	(63,646)	(2,120)	360,539	(351,354)	(271,756)	30,470	48,482

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending January 31, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	15,368	16,310	(942)	9,589
Events	12	12	0	18
Event Days	22	33	(11)	39
Direct Event Income	45,939	56,010	(10,071)	109,935
Ancillary Income	547,567	419,350	128,217	198,110
	<u>593,506</u>	<u>475,360</u>	<u>118,146</u>	<u>308,045</u>
Total Event Income				
Other Operating Income	67,036	76,586	(9,550)	39,897
	<u>660,542</u>	<u>551,946</u>	<u>108,596</u>	<u>347,942</u>
Adjusted Gross Income				
Indirect Expenses	(620,769)	(573,390)	(47,379)	(482,681)
	<u>39,773</u>	<u>(21,444)</u>	<u>61,217</u>	<u>(134,739)</u>
Net Income (Loss) From Operations				

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Four Months Ending January 31, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	58,736	53,804	4,932	35,396
Events	68	68	0	63
Event Days	125	141	(16)	109
Direct Event Income	372,680	373,490	(810)	288,462
Ancillary Income	1,685,126	1,363,385	321,741	853,972
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	2,057,806	1,736,875	320,931	1,142,434
Other Operating Income	323,439	282,424	41,015	193,206
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	2,381,245	2,019,299	361,946	1,335,640
Indirect Expenses	(2,490,069)	(2,340,409)	(149,660)	(1,954,339)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(108,824)</u>	<u>(321,110)</u>	<u>212,286</u>	<u>(618,699)</u>

ASM - Irving Convention Center
Balance Sheet
January 31, 2023

ASSETS

Current Assets

Cash	\$	1,102,101
Accounts Receivable		1,487,783
Prepaid Assets		17,544
Inventory		75,838

Total Current Assets 2,683,266

Total Assets **\$ 2,683,266**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	850,139
Accrued Expenses		160,821
Deferred Income		0
Advance Ticket Sales/Deposits		1,433,130
Other Current Liabilities		0

Total Current Liabilities 2,444,090

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 2,444,090

Equity

Net Funds Received		16,095,850
Retained Earnings		(15,747,850)
Net Income (Loss)		(108,824)

Total Equity 239,176

Total Liabilities & Equity **\$ 2,683,266**

ASM - Irving Convention Center
Income Statement
For the Four Months Ending January 31, 2023

	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	112,900	97,400	15,500	570,307	560,251	10,056	347,972
Service Revenue	30,308	43,610	(13,302)	225,173	226,253	(1,080)	130,553
Service Expenses	(97,269)	(85,000)	(12,269)	(422,800)	(413,014)	(9,786)	(190,063)
Total Direct Event In	45,939	56,010	(10,071)	372,680	373,490	(810)	288,462
Ancillary Income							
F & B Concessions	15,649	3,500	12,149	86,504	59,704	26,800	100,879
F & B Catering	503,470	385,320	118,150	1,366,809	1,143,670	223,139	588,983
Parking	17,165	23,780	(6,615)	173,946	108,426	65,520	141,684
Electrical Services	9,187	5,500	3,687	48,137	41,235	6,902	21,675
Audio Visual	0	0	0	125	0	125	161
Internet Services	2,096	1,250	846	9,605	10,350	(745)	590
Total Ancillary Inco	547,567	419,350	128,217	1,685,126	1,363,385	321,741	853,972
Total Event Income	593,506	475,360	118,146	2,057,806	1,736,875	320,931	1,142,434
OTHER OPERATING INCOME							
Other Income	67,036	76,586	(9,550)	323,439	282,424	41,015	193,206
Total Other Operatin	67,036	76,586	(9,550)	323,439	282,424	41,015	193,206
Adjusted Gross Inco	660,542	551,946	108,596	2,381,245	2,019,299	361,946	1,335,640
INDIRECT EXPENSES							
Salaries & Wages	230,128	256,029	25,901	903,005	976,488	73,483	703,261
Payroll Taxes & Ben	85,751	64,496	(21,255)	235,016	243,954	8,938	198,824
Labor Allocations to	(18,737)	(40,000)	(21,263)	(34,325)	(95,949)	(61,624)	(19,576)
Net Salaries and Ben	297,142	280,525	(16,617)	1,103,696	1,124,493	20,797	882,509
Contracted Services	61,840	67,415	5,575	266,202	272,407	6,205	265,279
General and Adminis	47,308	31,053	(16,255)	216,819	182,850	(33,969)	139,213
Operating	39,441	34,796	(4,645)	188,928	164,225	(24,703)	96,336
Repairs & Maintenan	37,170	44,808	7,638	159,297	163,602	4,305	166,623
Operational Supplies	15,154	17,610	2,456	55,960	55,400	(560)	38,700
Insurance	7,420	5,417	(2,003)	53,549	20,381	(33,168)	21,621
Utilities	52,093	45,000	(7,093)	210,280	192,878	(17,402)	177,773
Other	500	1,483	983	35,537	6,080	(29,457)	43,322
ASM Management F	62,701	45,283	(17,418)	199,801	158,093	(41,708)	122,963
Total Indirect Expens	620,769	573,390	(47,379)	2,490,069	2,340,409	(149,660)	1,954,339

ASM - Irving Convention Center
Income Statement
For the Four Months Ending January 31, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>39,773</u>	<u>(21,444)</u>	<u>61,217</u>	<u>(108,824)</u>	<u>(321,110)</u>	<u>212,286</u>	<u>(618,699)</u>

January 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4	5	6	7
Vogel Alcove Day 1 Dal... De finite 8 Rooms			Hilti De finite 4 Rooms			
8	9	10	11	12	13	14
Hilti De finite 9 Rooms						ECi 2023 Sales Kickoff ... De finite 5 Rooms
						Las Colinas Bridal Show De finite 5 Rooms
15	16 Martin Luther King Jr. Day	17	18	19	20	21
ECi 2023 Sales Kickoff Meeting De finite 20 Rooms					Hernco Annual Sales Meeting De finite 3 Rooms	
Las Colinas Bridal Show De finite 5 Rooms					Boutique Bargains by Big Top Entertainment De finite 2 Rooms	
					Prosperity Mint Meeting De finite 2 Rooms	Transamerica Financia... De finite 3 Rooms
22	23	24	25	26	27	28
DFW Church Worship S... De finite 5 Rooms	DECA De finite 10 Rooms		2023 State of the City Annual Banquet De finite 7 Rooms			
				Texas Prime Meet De finite 6 Rooms		
						BANT De finite Level 4 Pre function
Texas Prime Meet De finite 5 Rooms	Leadership for CVB Boards De finite 6 Rooms			My Hero Convention De finite 13 Rooms		
		31	1		3	4

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 27, 2023**

BOARD REPORTS

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



MEMO

To: Philip Sanders, Assistant City Manager
From: Shane Diller, Code Enforcement Director
Date: January 31, 2023
Subject: Short-term Rentals Information

A Council Member requested information on the Short-term Rental (STR) registration program with some updated statistics. The following information has been prepared.

Irving Short-term Rental Registration

- In April 2022 Council adopted an ordinance requiring that all Short-term rentals register with the city by October 1, 2022.
- A Short-term rental is defined as a single-family home, or room in such a property, that is rented for lodging for less than a 30-day period. Apartments are not included in our ordinance because they are already regulated through our Multi-family Licensing program.
- This registration requires HOT tax payments be current, and properties abide by all existing ordinances that apply to single-family homes, such as noise, parking, and occupancy number regulations. No inspections are required.
- Registration is required every year and costs \$200. Registration can be done on-line through the city's website.
- The city contracts with a tech company to search the internet for short-term rental listings in Irving, those listings are provided to the code enforcement and our staff ensures that the property owner completes the registration.
- As of today, we have 62 short-term rentals registered, 23 more in the registration process, and about 50 properties in the enforcement process having not registered yet. Some of these may be double counted properties or not operating.
- Anyone experiencing a noise issue, on-street parking problem or witnessing criminal behavior should contact Irving Police Dispatch at 972-273-1010. Anyone with concerns about code violations (at an STR or not) is encouraged to contact Irving Code Enforcement at 972-721-4929 or through our webpage on the city website.

If I can answer any questions about this, please let me know.



MEMO

To: Philip Sanders, Assistant City Manager
From: Jocelyn Murphy, Planning Director
Date: February 3, 2023
Subject: Definition of Private Club

The following information is provided in response to an inquiry from a councilmember who requested information on the definition of a Private Club.

The Irving Unified Development Code currently defines a *Private Club* as:

“A social organization to which membership is by invitation only, and its meeting place in which only members and their guests are permitted, but excluding private clubs in which alcoholic beverages are stored, possessed or consumed.”

The definition below is included in the upcoming proposed amendments to the Alcoholic Beverage regulations and is consistent with the regulations within the State statute. This definition would replace the current definition above:

“Private Club shall mean an establishment as qualified by Chapter 32 of the Texas Alcoholic Beverage Code for the operation of a social organization to which membership is by invitation only, and its meeting place in which only members and their guests are permitted.”

Please contact me if you have any questions.

CC: Chris Hillman, City Manager

AGENDA ITEM SUMMARY

Meeting: 2/23/2023

Recommending Department: Code Enforcement

DOC ID: 13458

LSR No: A23-0075

Ordinance -- Ordinance Amending Chapter 48 Entitled "Smoking" of the Code of Civil and Criminal Ordinances of the City of Irving, Amending Standards and Definitions Regarding Smoking Regulations

Administrative Comments

1. This item supports Future in Focus: Safe and Beautiful City – Safeguard public safety, security, and health.
2. **Impact:** The impact of this ordinance will help preserve public health and safety.
3. The adoption of this ordinance more stringently restricts smoking by limiting the locations where smoking can occur to private residences, tobacco-related businesses, outdoor patios of commercial businesses, and the outdoor areas of golf courses.
4. This ordinance prohibits smoking in any location where food and drink are served, including locations where alcohol is allowed to be brought onto the premises by patrons.
5. The proposed ordinance amends definitions related to smoking and tobacco products to include electronic vaping devices and synthetic products intended to be smoked like tobacco.
6. The proposed amendments were presented at the February 9, 2023 work session and supported by the full city council.

Recommendation

The ordinance be adopted.

ADDITIONAL COMMENTS:

Contract Required:

Review Completed By: Janet Spugnardi

Previous Action:

Council Action:

Discretionary Contract Disclosure Form Required:

Certificate of Interested Parties (Form 1295) Required:

TGC 2271 Verification Form Required:

TGC 2274 Verification Form Required:

ATTACHMENTS:

- CC Item #X Smoking Ordinance 2 23 2023 (PPTX)

CURRENT YEAR FINANCIAL IMPACT:

NA

REVISION INFORMATION:

Prepared: 2/10/2023 11:25 AM by Shane Diller
Last Updated: 2/17/2023 10:10 AM by Kuruvilla Oommen

ORDINANCE NO. (ID # 13458)

AN ORDINANCE AMENDING CHAPTER 48 ENTITLED "SMOKING" OF THE CODE OF CIVIL AND CRIMINAL ORDINANCES OF THE CITY OF IRVING, TEXAS, AMENDING CERTAIN STANDARDS AND DEFINITIONS REGARDING SMOKING REGULATIONS; PROVIDING A PENALTY, AN EFFECTIVE DATE, AND SAVINGS AND SEVERABILITY CLAUSES.

WHEREAS, the City of Irving, as a home-rule municipality, has the full power of local self-government pursuant to Section 51.072(a) of the Texas Local Government Code, and is authorized by Section 51.001 of the Texas Local Government Code to enact ordinances for the good government, peace, or order of the city and to protect the health, safety, and welfare of its citizens; and

WHEREAS, Article III, Section 2 of the Charter of the City of Irving vests additional power in the City Council to enact and enforce all ordinances necessary to protect health, life, and property, and to prevent and summarily abate and remove all nuisances, and to preserve and enforce good government and order and security of the city and its inhabitants; and

WHEREAS, the City Council finds that it is in the public interest to improve public health by amending Chapter 48 of the Code of Civil and Criminal Ordinances to adopt a comprehensive smoke free ordinance, as supported by public health and medical experts; and

WHEREAS, the City Council finds that it is in the interest of public health to prohibit smoking in indoor public places not operated as Tobacco-related businesses as defined by this ordinance; and

WHEREAS, the City Council finds redefining smoking to include electronic vaping devices, and other inhalants to be in the interest of public health.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF IRVING, TEXAS:

SECTION 1: Findings Incorporated. The findings set forth above are incorporated into the body of this Ordinance as if fully set forth herein.

SECTION 2: That Chapter 48 of The Code of Civil and Criminal Ordinances of the City of Irving, Texas, is hereby repealed in its entirety and amended to read as follows:

ARTICLE I – GENERAL SMOKING REGULATIONS

Sec. 48-1. - Purpose.

The purpose of this chapter is to:

- (1) Improve and protect the public's health by eliminating smoking in certain places, including workplaces; and
- (2) Guarantee the right of nonsmokers to breathe smoke-free air; and
- (3) Recognize that the need to breathe smoke-free air shall have priority over the choice to smoke

Sec. 48-2. - Definitions.

For the purposes of this chapter, the following terms have the respective meanings ascribed to them in this section, except in those instances where the context indicates a different meaning:

- (1) *Employee* means any person who works for hire, including an independent contractor and any person who is working as a volunteer for a nonprofit entity.
- (2) *Employer* means any person (partnership, corporation, association or other entity) employing one (1) or more employees.
- (3) *Enclosed area* means all space between a floor and a ceiling that is bounded on at least two sides by walls, doorways, or windows, whether open or closed. A wall includes any retractable divider, garage door, or other physical barrier, whether temporary or permanent and whether or not containing openings of any kind.
- (4) *Food products establishment* means an operation that:
 - a. Sells food and/or beverages, including alcoholic beverages.
 - b. Serves food to an ultimate consumer; or
 - c. Manufactures, processes, distributes, stores, prepares or transports food that is to be sold; and includes the facility from which the establishment operates and the person that owns, controls or manages the operation.
 - d. A restaurant is a food products establishment. A restaurant means an eating establishment, including but not limited to, coffee shops, cafeterias, sandwich stands, and private and public-school cafeterias, which gives or offers for sale food to the public, guests, or employees, as well as kitchens and catering facilities in which food is prepared on the premises for serving elsewhere. The term "restaurant" shall include a bar area within the restaurant.
- (5) *Patio* means an unenclosed seating area outside the smoke-free entrance zone, connected with, and contiguous to a facility that is open to the public or is a workplace, and either of which is separated from the interior of the building by solid walls, or fixed glazing or self-closing doors.
- (6) *Person* means an individual, firm, partnership, association, or other legal entity.
- (7) *Private residence* means the part of a structure used as a dwelling, including, without limitation: a private home (including yards), townhouse, condominium, apartment, mobile home, or vacation home. Common areas of townhouse, condominium, or apartment communities are not considered part of the dwelling for the purposes of this chapter.
- (8) *Public place or public area* means an enclosed area to which the public is invited or in which the public is permitted, including but not limited to, banks, bars, bingo facilities, educational facilities, gaming facilities, health care facilities, hotels and motels, laundromats, public transportation facilities, reception areas, restaurants, retail food production and marketing establishments, retail service establishments, retail stores, shopping malls, sports arenas, theaters, and waiting rooms.
- (9) *Smoke-free entrance zone* means that area within twenty-five (25) feet from the primary door or entrance, of any building where smoking is prohibited or on a patio within fifteen (15) feet from any indoor entrance of any building where smoking is prohibited.
- (10) *Smoking* means inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette, pipe, hookah, or any other lighted or heated tobacco or plant product intended for inhalation, whether natural or synthetic, in any manner or in any form. Smoking includes the use of an electronic smoking device which creates an aerosol or vapor, in any manner or in any form, or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking in this Article.

- (11) *Tobacco Product* means (1) any product containing, made of, or derived from tobacco or nicotine whether natural or synthetic that is intended for human consumption or is likely to be consumed, whether inhaled, absorbed, or ingested by any other means, including, but not limited to, a cigarette, a cigar, pipe tobacco, chewing tobacco, snuff, or snus; (2) any electronic smoking device and any substances that may be aerosolized or vaporized by such device, whether or not the substance contains nicotine whether natural or synthetic.
- (12) *Tobacco-related business* means a retail store utilized primarily for the sale of tobacco products, smoking implements, or smoking accessories for on-premises consumption and in which the sale of other products is merely incidental, which shall include but not be limited to hookah lounges, cigar bars and humidors. In this definition, "primarily" means that the sale of tobacco products, smoking implements, or smoking accessories shall be at least 51% of the total sales revenues. "Tobacco-related business" expressly does not include a food products establishment or an establishment where alcohol is consumed on the premises.
- (13) *Unenclosed area* means an area in an exterior environment that is not enclosed within the conditioned interior space of a building.
- (14) *Workplace* means any enclosed area under the control of any public or private employer that employees normally frequent during the course of employment, including, but not limited to, work areas, employee lounges and restrooms, conference and classrooms, employee cafeterias and hallways.

Sec. 48-3. - Smoking prohibited.

Except where specifically exempted below, smoking shall be prohibited and unlawful in all enclosed public places and workplaces, and the outdoor areas of any building or grounds owned, operated or managed by the city within the City of Irving. Smoking is permitted in:

- (1) Private residences, except when used for a lawful business purpose which requires non-residents to visit or work at the residence;
- (2) A tobacco-related business;
- (3) A patio, as defined in this article;
- (4) Outdoor areas of Golf courses.

Sec. 48-4. – Signage Required.

Tobacco-related businesses shall post and maintain a sign at each entrance to the facility at least eight (8) inches by ten (10) inches with letters at least two (2) inches high with one-half-inch strokes in a color contrasting with the background that states "This Is Not A Smoke Free Environment."

Sec. 48-5. - Duties of owner, operator or other person in control; affirmative defense for owner, operator or other person in control.

(a) An owner, operator or other person in control of buildings or areas not authorized for smoking in section 48-3 shall:

- (1) Prohibit smoking in nonsmoking areas.
- (2) Provide adequate receptacles for proper disposal of combustible material at least twenty-five (25) feet from entrances and exits.
- (3) Place signs stating "NO SMOKING" at all building entrances open to the public.

(b) It is a defense to prosecution under this section that an owner, operator, or other person in control of any of the areas in section 48-3 has made a good faith effort to prevent smoking in nonsmoking areas. A good faith effort shall include telling the smoker to move from the nonsmoking area or to

stop smoking and posting a sign in a conspicuous place in each nonsmoking area that contains the words, "No Smoking City of Irving Ordinance No. _____."

Sec. 48-6. - Federal and state law.

Nothing in this article shall be construed to allow smoking in any area where it is prohibited by state or federal law at this time or by any future statutory provisions.

Secs. 48-7—48-19. - Reserved.

ARTICLE II. - PROHIBIT SALE OF TOBACCO PRODUCTS FROM VENDING MACHINES

Sec. 48-20. - Definitions.

Tobacco vending machine shall mean any machine or device designated for or used for the vending of cigarettes, cigars, tobacco, or tobacco products, as defined in this chapter, upon the insertion of bills, coins, trade checks, or slugs.

Sec. 48-21. - Purpose.

The purpose of this article is to protect the health, safety, and welfare of persons under the age of twenty-one (21) from the health risks caused by the use of tobacco products.

Sec. 48-22. - Tobacco vending machines prohibited and exceptions.

(a) Except as provided by subsection (b), a retailer or other person may not:

- (1) Offer cigarettes or tobacco products, as defined by this chapter, for sale in a manner that permits a customer direct access to the cigarettes or tobacco products; or
- (2) Install or maintain a vending machine containing cigarettes or tobacco products.

(b) Subsection (a) does not apply to:

- (1) Facility or business that is not open to persons younger than twenty-one (21) years of age at any time; or
- (2) That part of a facility or business that is a humidor or other enclosure designed to store cigars in a climate-controlled environment.

Secs. 48-23—48-24. - Reserved.

ARTICLE II. – OFFENSES

Sec. 48-25. – Violations and Penalties.

- (a) It is unlawful for any person who owns, manages, operates or otherwise controls the use of any premises subject to regulation under this chapter to violate or fail to comply with any of its provisions.
- (b) It is unlawful for any person to smoke in any area where smoking is prohibited by the provisions of this chapter.
- (c) An offense under this chapter is a strict liability offense and the culpable mental state required by the Texas Penal Code is hereby specifically negated and clearly dispensed with for the commission of an offense under this chapter.
- (d) Each day and each area in which a person violates this chapter is a separate offense.
- (e) The criminal remedies in this section are in addition to and cumulative of the remedies available to the City for enforcement of the provisions of this chapter. Nothing in this section shall limit any and all other criminal, civil or administrative remedies available to the City in seeking to enforce the provisions of this chapter, including but not limited to a petition for civil penalties and/or injunctive relief available under state law for a violation of the provisions of this chapter.

SECTION 3. That nothing in this ordinance shall be constructed to affect any suit or proceeding pending in any court, or any rights acquired, or liability incurred, or any cause or causes of action acquired or existing, under any act or prior ordinance; nor shall any legal right or remedy of any character be lost, impaired, or affected by this ordinance.

SECTION 4. That Ordinance No. ORD-2015-9662 is repealed in its entirety. In the event of a conflict between this ordinance and all other ordinances of the City of Irving, this ordinance shall control and supersede such other ordinances and the conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

SECTION 5. Should any paragraph, sentence, clause, phrase, or section of this ordinance be adjudged or held to be unconstitutional, illegal, or invalid, the same shall not affect the validity of this ordinance as a whole or any part or provision thereof.

SECTION 6. This ordinance shall take effect March 25, 2023 in accordance with the provisions of the Texas Local Government Code and the Irving City Charter.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF IRVING, TEXAS, on this _____ day of _____, 2023.

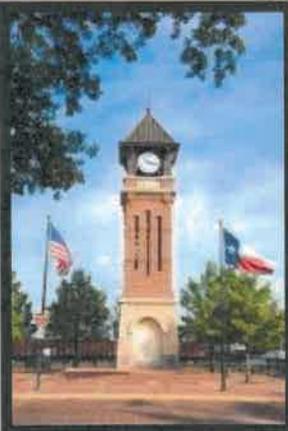
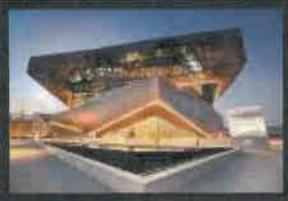
RICHARD H. STOPFER
MAYOR

ATTEST:

Shanae Jennings, City Secretary

APPROVED AS TO FORM:

Kuruvilla Oommen, City Attorney



Amendments to the Smoking Ordinance

City Council Regular Meeting
February 23, 2023



Attachment: CC Item #X Smoking Ordinance 2 23 2023 (13458 : Ordinance- Amending Chapter 48 -

Purpose

- **Review of proposed amendments to Irving's smoking ordinance as proposed by the American Heart Association**
- **Presented for consideration and adoption**
- **Current smoking establishments were advised of this proposal**

Summary

- **Redefine terms to:**
 - More stringently restrict smoking
 - More broadly define smoking and tobacco products to include other inhalants, including vaping or e-cigarettes
- **Amend standards to:**
 - Prohibit smoking inside all businesses or places of employment except tobacco related businesses
 - Prohibits alcohol consumption as “BYOB” in tobacco-related businesses
- **Repeals legal-nonconforming allowances**

AHA Recommendations Definitions

- The draft ordinance amends the definitions of:
 - “Enclosed Area” from four sides to two sides
 - “Food product establishment” to a more detailed description of restaurant
 - “Private residence” specific to dwelling only
 - “Public place or public area” to a more detailed list of those locations
 - “Smoking” to also include electronic vaping devices
 - Adds “Tobacco product” to include electronic vaping devices and synthetic tobacco products

AHA Recommendations Standards

- **Amends and streamlines smoking prohibitions:**
 - States smoking is prohibited in public places unless exempted by this chapter
 - Consolidates previous “Not prohibited” and “Prohibited” lists with one section detailing only where smoking can occur:
 - Private residences
 - Tobacco-related businesses
 - Outdoor patios 15 feet from building openings (not the main entrance)
 - Outdoor areas of golf courses

Additional Standards

- Adds specific language stating that “Tobacco related businesses” cannot also operate as “Food product establishments”
- Adds language that tobacco-related businesses cannot allow “BYOB” alcohol consumption
- Keeps smoking restrictions at city facilities in place

Not Included

- **This draft does not:**
 - Eliminate the tobacco related business exemption (no impact to hookah lounges smoking)
 - Impact licensed alcohol regulations
 - Alter inspection or enforcement strategies
 - Impact any zoning, land use, or occupancy regulations

Hookah Lounges

- **Tobacco-related business**
 - Hookah is considered a tobacco product by the CDC
 - Tobacco related businesses would continue allow smoking inside
 - Current regulations and the AHA proposal does not approach hookah separately
 - Would prohibit “BYOB” alcohol consumption in ALL tobacco related businesses including these

Discussion

Proposed effectiveness date would be March 25,
2023
(30 Days from adoption)



page 2

Eligible first-time homebuyers in Irving have access to the city's Down Payment Assistance Program to help purchase a home.



page 3

Irving Parks and Recreation offers a variety of fun for the whole family at local recreation centers and indoor aquatic facilities.



page 4

Construction continues with the Irving Water Utilities Department preparing for a new pump station and wastewater interceptor project.

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FEBRUARY 2023 / VOL 30 / NO 02

CityofIrving.org

WINTER FESTIVAL
Snow Tubing Hills & Play Area
Inflatables • Face Painting
Train Rides • Crafts
Photo Stations

IRVING FROST FEST
SATURDAY
FEB. 18
10 a.m. to 1 p.m.

LEVY EVENT PLAZA 501 E. Las Colinas Blvd.

FREE ADMISSION
Food will be available for purchase.

IrvingEvents.org

TEENS SHOW THAT IRVING'S GOT TALENT

Sing, dance, juggle or play a musical instrument? Interested in being part of Irving's annual teen competition that showcases all types of talent?

Register to audition by Feb. 3

All Irving middle and high school students, as well as home-schooled students, ages 12 and older are welcome to apply. Group performances or ensembles are also welcome.

Audition finalists will perform in front of a live audience at the March 3 competition. A panel of judges will select winners in various categories. The audience votes on the best performance via text. All ages welcome. Admission is free.

Irving's Got Talent Competition
March 3 | 7 p.m.
Irving Arts Center, Carpenter Hall
3333 N. MacArthur Blvd.

Visit [CityofIrving.org/LivelyPointe](https://www.cityofirving.org/LivelyPointe) or call (972) 721-8090 for more information, including details about submitting an application, audition date and dress rehearsal. ■

Considering Solar Panels?

As the days grow longer, thoughts may turn to ways to harness the sun's potential by purchasing solar panels. The process of taking on such a project should begin with three questions:

- Who will do the work?
- Where will the panels be located?
- Is my current electrical system able to handle this technology?

The City of Irving Inspections Department has some tips for those considering an investment in home or business solar panel installation. Contact Inspections for any questions about permits.

Who will do the work?

Always begin with extensive research on any contractor — solar panel or otherwise — offering to do work on your property. In the case of solar, a contractor might be based several hundred miles away or out of state. This can make it extremely difficult to get answers and fix minor issues during the installation and even more difficult after installation is complete. In short, do your homework on the company before signing a contract.

Where will the solar panels be located?

In most cases, the panels are located on the roof of the home, and it is important to know the condition of the roof. How old are the shingles? Are the roof rafters in good condition? Can they carry the extra weight?

This is a good time to consider if the roof should be replaced. Once the solar panels are installed, a roof replacement will require the solar panel contractor to



come back and remove the panels. After a new roof is installed, the panels will have to be reinstalled. A basic roof replacement can get expensive and complicated quickly.

Is my existing electrical system sufficient?

In newer homes, solar panel installation is not a difficult project. However, the electrical system in an older home may not be in adequate condition to accept new technology. Tying into old electrical panels can create challenges that can unexpectedly cost the homeowner more money down the road, such as a new electrical panel or rewiring the entire house or building.

Extensive research is key to the successful completion of any improvement project. The Inspections Department is available to answer questions by calling (972) 721-2371 or by emailing irving-permits@cityofirving.org. Visit [CityofIrving.org/Inspections](https://www.cityofirving.org/Inspections) for more information. ■



CITY PLANNING A WEBSITE REDESIGN: RESIDENT INPUT CRUCIAL

The current City of Irving website turns nine years old this year, and the Communications Department is planning a website redesign to enhance communication and access to information for Irving residents. The redesign will update the overall user experience and functionality, as well as the look and feel of the website. Resident input is important to understanding how the new city website can best serve the community.

Take a few minutes to complete a brief online survey by visiting [CityofIrving.org/Website](https://www.cityofirving.org/Website) or scan the QR code. Survey responses will be accepted through March 5. ■

Thank you, Irving Residents!

This Valentine's Day, the Solid Waste Services (SWS) team sends some love to the Irving community for everyone's understanding and help with the Solid Waste Collection changes implemented last October. Irving residents have shown immense appreciation for the team and current challenges impacting waste collections in the city — we appreciate you!

For details on current SWS collection, visit [CityofIrving.org/SWS](https://www.cityofirving.org/SWS) or call (972) 721-8059. ■



Neighborhoods Receive Grant Funds for Programs

The City of Irving has awarded 29 neighborhood and homeowner associations with \$25,000 in funding for organization projects through the Neighborhood Grant Program.

Administered by the Communications Department, the grant funds are used to provide seed money to assist organized neighborhoods with their projects. The matching grants allow neighborhoods to leverage existing capital and/or the time and talents of their residents with grant funds received from the city in an effort to improve their communities. The money can be used for beautification efforts, communication initiatives and neighborhood events.

Associations receiving funding through the 2022-23 Neighborhood Grant Program are:

Barton Estates	Historic Hospital District	Northwest Place
Beacon Hill	Hospital District South	Sherwood Forest
Campion Hollows	Irving Hospital District	Townhomes at Lake Carolyn
Cardinal Village	Irving Lake	Turtle Lake
Enclave at Windsor Ridge	Lakeside Landing	University Hills
Espanita	Las Brisas Hills	University Park
Graff Farms	MacArthur Commons	Valley Vistas
Granada Hills	Mandalay Place	Villas of Andalus
Hackberry Creek	Nichols Park	VUE

For more information or details on registering a neighborhood association with the city, contact the Communications Department Neighborhood Services Division at (972) 721-7600. ■



FIRST-TIME HOMEBUYERS HAVE ACCESS TO DOWN PAYMENT ASSISTANCE

Eligible first-time homebuyers in Irving have access to as much as \$50,000 through the city's Down Payment Assistance Program to help purchase their home.

The first step in determining eligibility is to watch an orientation video available online at CityofIrving.org/DownPayment. Once complete, residents will need to obtain mortgage approval from a city-approved lender and then work with city staff to schedule a one-on-one interview and submit the necessary documentation.

The goal of the program is not only to make the dream of home ownership a reality but also to educate homeowners on self-sufficiency to ensure they can continue to afford their homes.



The program is made possible by the City of Irving Housing and Redevelopment Division and the Home Investment Partnership Grant of the U.S. Department of Housing and Urban Development (HUD). For more information, call (972) 721-4800 or visit CityofIrving.org/DownPayment. ■

Irving Boulevard Reconstruction Reaches Milestone

The Irving Boulevard reconstruction project is over 50% complete and on schedule to be finished later this year. The largest portion of the project, replacement of water, wastewater and storm drain systems, is almost complete, and the contractor has begun demolition and main lane paving.

This project will transform a portion of Irving Boulevard into a roadway that accommodates vehicular, pedestrian and bicycle traffic by reducing the number of vehicle lanes to two and using the remaining right-of-way for parallel parking, wider sidewalks, a bike lane and streetscape amenities. The improvements are intended to serve as a catalyst for the revitalization of downtown Irving and the Heritage District.



Additional project details can be found at CityofIrving.org/IrvingBlvd. ■



Comedic ballet troupe, "The Trocks," return to Irving to perform Feb. 17



On Feb. 26, The Kingdom Choir takes the stage at Irving Arts Center

February Fun at Irving Arts Center: From Brahms to Ballet

UPCOMING PERFORMANCES

Through Feb. 4 | Ada & The Engine

Presented by MainStage
Times Vary | \$22-\$29

Jane Austen meets Steve Jobs in this pre-tech romance heralding the computer age. As the British Industrial Revolution dawns, Ada Byron Lovelace (daughter of the notorious Lord Byron) sees the creative potential in the "analytic engines" of her soul mate Charles Babbage, inventor of the first mechanical computer. They envision a new world where art and information converge.

Feb. 11 | Jazz Violinist Scott Tixier and Brahms' Magnificent Symphony #1

Presented by Irving Symphony Orchestra
7:30 p.m. | \$39-\$50

Violinist Scott Tixier performs his debut symphony, "Symphony of an Immigrant." The evening concludes with Brahms' Magnificent Symphony #1.

Feb. 12 | Opera and "The Firebird"

Presented by Covenant Christian Academy
3:30 p.m. | \$16-\$22

Arias and overtures from loved operas will be performed including Mozart's "The Magic Flute," Rossini's "The Barber of Seville" (with guest soloist Michael Pandolfo), and Stravinsky's blazing "Firebird Suite."

Feb. 16-18 | The Music Man

Presented by Irving Arts Center
7:30 p.m. | \$27.50-\$42.50

When smooth-talking con man Harold Hill arrives in River City, a small tight-knit town in Iowa, he expects to dupe its residents with an elaborate musical money-making scheme. But things do not go quite as planned.

Feb. 17 | Les Ballet Trocadero de Monte Carlo

Presented by Irving Arts Center
7:30 p.m. | \$30.50-\$47.50

The ballet troupe commonly known as "The Trocks," return to the stage for what is guaranteed to be the funniest night ever at the ballet. The Trocks put on an amazing show, blending incredible technique,

impeccable comic timing and the astounding fact that men can, indeed, dance en pointe (in drag) without falling flat on their faces! Enjoy hilarious twists on classics like Swan Lake, Don Quixote and Giselle.

Feb. 18 | Simone Spadino, Violin

Presented by Las Colinas Symphony Orchestra
7:30 p.m. | \$17-\$50

Young virtuoso violinist Simone Spadino performs with the Las Colinas Symphony Orchestra.

Feb. 19 | Black History Month Program & Reception

Presented by Irving Black Arts Council
3 p.m. | Free

This annual event features performances and the unveiling of the 2023 Black Heritage Postage stamp.

Feb. 26 | Kingdom Choir

Presented by Irving Arts Center
2:30 p.m. | \$27.50-\$42.50

Their show stopping performance of "Stand by Me" at the Royal Wedding was viewed by more than 2 billion people around the world. Do not miss a chance to experience the pure joy and spiritual essence of this extraordinary London-based Gospel ensemble.

YOUTH AND FAMILY PROGRAMS

Feb. 2 | JumpstART Stories & Art: V is for Valentine!

10 a.m. | Free

Hearts and candy; hugs and kisses! Valentine-themed crafts and heart-warming stories are the perfect way to gear up for the sweet holiday.

Feb. 12 | Second Sunday Funday: Celebrating Black History Month + Teen Open Studio

1 to 4 p.m. | Free

Families can find their inner artist with creative arts and crafts activities by making art inspired by African American artists, past and present. Teens can participate in an open art studio held during the same timeframe.

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 advance reservation needed. Guided tours are offered the first Saturday of every month at 2 p.m.

Aquí/Ahora (Here/Now)

Through Feb. 25 | Carpenter Lobby Gallery

A group exhibition which highlights local Latinx artists and Art Connection members: Alfredo Santesteban, Fannie Brito, Flores, José Angel Hernandez, Maria Ruenes and Ximena M. Peryea. The exhibited works span a variety of media; painting, drawing, mixed media, assemblage, sculpture and photography are featured.

Showing the World One Sketch at a Time: Urban Sketchers DFW

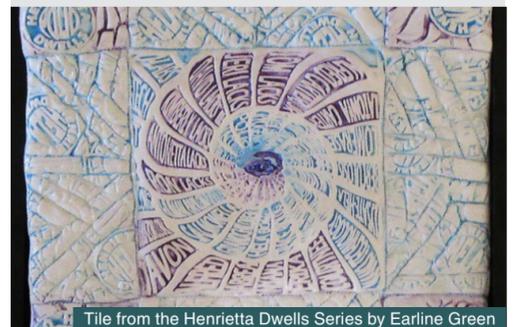
Through Feb. 25 | Focus Gallery

A group exhibition featuring members of the group Urban Sketchers DFW.

Connections: Annual Black History Month Exhibition

Through Feb. 25 | Main Gallery

The Irving Black Arts Council presents its annual Black History Month exhibition, a group exhibit featuring artists Frank Frazier, Earline Green, John Johnson, Gerald Leavell and Burl Washington.



Tile from the Henrietta Dwells Series by Earline Green

Hello Sophie: The Picture Book Art of Sophie Blackall

Through Feb. 25 | Dupree Lobby Gallery

Curated by the National Center for Children's Illustrated Literature (NCCIL) in Abilene, Texas, Hello Sophie: "The Picture Book Art of Sophie Blackall," showcases the work of award-winning children's author and illustrator Sophie Blackall.

Faces of the Southern Ocean: Wildlife Photography by J.J. L'Heureux

Through Feb. 25 | Courtyard Gallery

The work of photographer, painter, adventurer and naturalist J.J. L'Heureux is featured in this exhibition. Amazing photos from her travels in Antarctica reveal the penguins, seals and unique birds who make their home in the frozen landscape of the Southern Ocean.

Parks and Recreation Activities



Become a Certified Lifeguard

Irving Parks and Recreation hires Red Cross-certified lifeguards, ages 15 and older, for part- and full-time summer and year-round positions at its aquatic facilities. Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications.

The cost for this certification is \$125 and scholarships are available on a case-by-case basis. A swim skills assessment is required. Visit CityofIrving.org/Lifeguard for more information and available upcoming sessions.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Tuesdays and Thursdays | Volleyball Skills & Drills**
6:30 to 8:30 p.m. | Ages 6-16 | \$25 per month
Learn the fundamentals of volleyball with drills to improve strength, agility and coordination.
- **Thursday | Tennis Skills**
4 to 5:15 p.m. | Ages 13-16 | \$25 per month
Players will learn to use correct form and technique through various drills and games.

Georgia Farrow Recreation Center

530 W. Davis Drive, (972) 721-2519

- **Feb. 10 | Sweetheart Night Party**
6 to 8 p.m. | All Ages | Free
Everyone is invited to a special family date night of dancing, dessert, photos and fun. Dress to impress for an unforgettable night full of memories.

Heritage Senior Center

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

- **Feb. 10 and 24 | Texas Hold'em Poker**
6 to 8:30 p.m. | Ages 50 and older | \$3
Join a friendly game of poker beginning at 6:20 p.m. Last hand dealt no later than 8:20 p.m. New players welcome. Heritage Senior Center members only.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Tuesdays | STEM and Gym**
4 to 5:30 p.m. | Ages 6-12 | \$5
Learn basic STEM principles using a variety of creative activities and learning tools followed by gym games.
- **Fridays | Paint and Take**
10 a.m. to noon | Ages 50 and older | \$10
Learn to paint various projects ranging from pottery, canvas and watercolor.

Lively Pointe Youth Center

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

- **Feb. 14 | Teen Valentine's Party**
4 to 7 p.m. | Ages 11-17 | Free with IPAR card
Teens are invited to an after-school Valentine's Day party with free food, photo booth and games.
- **Feb. 18 | Lively Fashion House Exhibit**
2 to 5 p.m. | All Ages | Free
Celebrate Black History Month with an exhibit of modern clothing using traditional African styles created by the Fashion House students. Get insight into the creative process and history of each piece. Light refreshments will be served.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Mondays | Badminton for Kids**
4 to 5 p.m. | Ages 11-16 | Free
This is an introductory badminton class. Players will perform drills to enhance hand-eye coordination and learn the fundamentals and rules of the game.
- **Feb. 10 | Father-Daughter Dance**
7 to 9 p.m. | Ages 4-13 | \$15 per couple, \$5 per additional daughter(s)
Fathers and daughters are invited to a fiesta party including dinner, DJ, gifts, door prizes and a photographer. In-person registration required.
- **Feb. 14 | Homeschool Valentine's Dance and Social**
11 a.m. to 2 p.m. | Grades 1-8 | \$5 per child
Home-schoolers can enjoy dancing, lunch, door prizes and photo opportunities. Register online or in person.



Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Feb. 17 | Pottery Painting**
5:30 to 8:30 p.m. | All Ages | Starting at \$5
Paint pottery for a friend or yourself. Children ages 8 and under must be accompanied by an adult.
- **Tuesdays | STEM and Gym**
4 to 5:30 p.m. | Ages 6-12 | \$5
Learn basic STEM principles using a variety of creative activities and learning tools followed by gym games.

Senter Park Recreation Center

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

- **Feb. 10 | Valen-Slime Party**
1:30 to 3:30 p.m. | Ages 5-12 | Free
Come get messy and gooey while creating slime.

IRVING INDOOR AQUATIC ACTIVITIES

Indoor Pool Schedules

Heritage Aquatic Center (HAC)

200 S. Jefferson St., (972) 721-7310

- Monday, Wednesday, Friday | 7:30 a.m. to 12:15 p.m.
- Tuesday, Thursday | 5 to 8:30 p.m.
- Saturday | 1 to 5 p.m.

North Lake Natatorium (NLN)

5001 N. MacArthur Blvd., (972) 756-0860

- Monday, Wednesday, Friday | 5 to 9 p.m.
- Tuesday, Thursday | 11:30 a.m. to 2 p.m.
- Saturday | noon to 4 p.m.



Register online at CityofIrving.org/IrvingRec for any of the following aquatic activities and others.

Night Steppers Water Aerobics

Feb. 1-28 | 6:30 to 7:15 p.m. | 18+ | \$10 | HAC

This upbeat evening class increases strength, endurance and flexibility.

Senior EZ Water Aerobics

Feb. 1-28 | 7:30 to 8:15 a.m. | 18+ | \$20 | HAC

This low-impact class is performed in shallow water and is designed to improve joint stability, coordination, heart health and strength.

Power H2O

Feb. 4, 11, 18, 25 | 10 to 10:45 a.m. | 18+ | \$2 | NLN

Join Power H2O for a medium- to high-intensity water fitness class designed for cardio-conditioning endurance and body-toning.

Guard Ready

Feb. 4, 11, 18, 25 | noon to 2 p.m. | 14+ | Free | NLN

Get lifeguard ready by working with an instructor to improve swimming skills. All participants are eligible to attend an Irving Lifeguard Certification class once they have passed the pretests.

AquaStars

Feb. 11 | 11 a.m. to 1 p.m. | Under 18 | HAC

This program is custom-designed for children with special needs, ages 18 and under. Participants must be accompanied by an adult. AquaStars provides special needs children with an opportunity to experience water play.

The Love Float

Feb. 18 | 6 to 9 p.m. | 18+ | \$3 | NLN

Bring floats and boats to enjoy date night with your love. The evening will include a swim-up movie and light refreshments. Walk-ins welcome!

February Library Schedule and Programs

Grab to Go Book Club in a Bag

Grab a book club in a bag, complete with everything needed to host a personal discussion group. Browse through more than 100 titles from the adult collection and check out a ready-made kit consisting of 10 copies of the title, reading group guides, book reviews and an author biography.



The kits may be checked out for a loan period of six weeks with a valid Irving Public Library card. Some restrictions may apply, based on library card type. The kits may be reserved in advance, and up to two kits may be checked out simultaneously. See the online catalog at CityofIrving.org/Library for available titles, or visit a library for more details.

Throughout February:

- **Blind Date with a Book** | Adults
All locations
Take a chance on a mystery book, and enter a drawing to win a prize.
- **Who Killed Cupid?** | Teens
All locations
Solve the mystery of the cherub's demise, and win a prize by following clues in the teen book collections.
- **MiY Zone: Create Valentine's Day Stickers** | Adults
MiY Zone hours | South Irving Library
Stop by to pick up supplies to make custom Valentine's Day stickers.

Through Feb. 14:

- **MiY Zone: Create a Heart-Shaped Puzzle** | Adults
MiY Zone hours | Valley Ranch Library
Laser-etch a wood heart-shaped puzzle as a gift.

More Programs:

- **Feb. 15 | Basic Job Skills Online** | Adults
6 p.m. | West Irving Library
Learn about the most popular job search sites and how to find employment through business websites.



Toni Simmons

- **Feb. 19 | African American Read-In** | All ages
2 p.m. | Jack D. Huffman Community Building
Celebrate African American authors and illustrators by joining storyteller Toni Simmons for interactive folktales, songs and more in honor of African American Heritage Month.
- **Feb. 22 | MiY Kids @ West: STEAM-ing Through the Air** | Ages 5 and older
4 p.m. | West Irving Library
Kids customize a plane with craft materials, then test and fine-tune it until it soars.

Call (972) 721-2440 for information about MiY Zone Makerspace program registration requirements. This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-249990-OLS-21).* (2021).

FULLY BOOKED 2023 ADULT READING CHALLENGE

Irving Public Library introduces Fully Booked, a brand-new yearlong adult reading challenge. How to win a prize: Read, listen and log 50 adult titles by Dec. 31 while following a list of preselected and readers' choice prompts. Keep a record of titles online at READSquared or a paper log is available at library locations or printed from the library website.

Each library location offers free programs and activities for all ages and interests. Check out the online calendar at CityofIrving.org/Library for more information. In addition, the online library is always open by visiting the website and social media. ■



FIGHTING FOR THE RIGHT TO FIGHT EXHIBITION

Visit the Irving Archives & Museum to see this traveling exhibition that comes from the National WWII Museum in New Orleans. Fighting for the Right to Fight begins with an overview of America in the 1920s when segregation and discrimination were part of daily life for African Americans.

Through April 14 | Fighting for the Right to Fight: African American Experiences in WWII
Irving Archives & Museum | 801 W. Irving Blvd.

In the years leading up to World War II, African Americans experienced regular discrimination. To be Black was to know the limits of freedom in America. Yet, once WWII began, thousands of African Americans rushed to enlist, intent on serving the nation that treated them as second-class citizens. They were determined to fight to preserve the freedom that they themselves had been denied. "Fighting for the Right to Fight" is their story.

Visit IrvingArchivesAndMuseum.com or call (972) 721-3700 for more information. ■



NORTH TEXAS TEEN BOOK FESTIVAL PREVIEW

The North Texas Teen Book Festival (NTTBF) returns for its ninth year on March 4 at the Irving Convention Center at Las Colinas. Meet bestselling and debut authors, get books signed, join in discussion panels, play literature-themed games and more.

Visit the North Texas Teen Book Festival website at NTTBF.com and follow @NTTBFest on Twitter and Facebook for author reveals and additional details. This project is supported in part by an award from the National Endowment for the Arts (NEA) and by the Friends of the Irving Public Library. This year's presenting sponsors are Epic Reads (HarperCollins) for Young Adults and Disney Publishing for Middle Grades. ■



PUBLIC INPUT SOUGHT ON PLAN TO HELP ADDRESS HOMELESSNESS

The City of Irving recently received approximately \$3 million in federal HOME-ARP funding from the U.S. Department of Housing and Urban Development (HUD) to address the needs of people who are experiencing homelessness or who are at risk of becoming homeless.

To provide input, go online and view the HOME-ARP Allocation Plan at CityofIrving.org/581/Publications-and-Reports. The deadline to submit input is Feb. 17. ■



Artist Rendering

Planning For Today's Needs, Meeting Tomorrow's Demands

City of Irving Water Utilities Department Prepares for Construction of New Carbon Road Pump Station.



Construction on the new Carbon Road Pump Station is expected to begin by early spring. The \$38 million facility will be built behind the 4 million- and 5-million-gallon ground storage tanks off Carbon Road and State Highway 161.

original facilities and added new ones as Irving has grown throughout the decades, including the recent construction of a ground storage tank at the Northgate Pump Station, as well as the Urban Center Lift Station near Lake Carolyn.

The Carbon Road Pump Station project is part of the Water Utilities Department's master plan. Those projects are planned many years in advance to ensure the city's systems are meeting the needs of today, while also meeting the demands of tomorrow.

Construction on the project is estimated to take 2.5 years to complete — with a tentative opening in 2026.

Visit CityofIrving.org/IrvingInvests for more information on the ongoing infrastructure initiatives. ■



The current station, which was built in the 1970s, is the oldest running Water Utilities facility. The pump station serves the west side of Irving and is nearing the end of its useful life. The new facility will increase its capacity from 25 million- to 33 million-gallons of water per day and will operate with more efficiency and redundancy in mind, so that if one pump goes down, another pump is ready to serve as a backup.

As the city continues to grow and evolve, so too does its infrastructure. The city has replaced many of its

Construction Begins on Cottonwood and Hackberry Interceptor Project



On Jan. 9, the City of Irving began construction on the replacement of a 48-inch diameter wastewater line and a 36-inch diameter wastewater line that run along the east side of Riverside Drive between Northwest Highway and Las Colinas Boulevard.

The project is part of the \$27.6 million Cottonwood and Hackberry Creek Wastewater Interceptor Project. The wastewater mains have exceeded their life expectancies, and the surrounding area now requires increased capacity due to residential and commercial growth.

During the initial stage of the project, a new 60-inch diameter wastewater line will be constructed primarily underneath the existing median of Riverside Drive. Once the new line is in service, the existing wastewater lines will be filled with cementitious material and abandoned.

The project will use a process called "microtunneling," a trenchless construction method, which will minimize impacts to residents and to vehicular and pedestrian traffic along Riverside Drive.



The project is currently estimated to be completed in the summer of 2024, weather permitting.

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

Multifamily Residents and Minimum Maintenance Standards

Irving Code Enforcement, through its licensing and inspection program, is dedicated to improving the quality and standard of living for all people living in apartments, duplexes, triplexes, fourplexes and manufactured homes. A set of minimum standards are established in the Irving Code of Ordinances to protect the health, safety and welfare of the community. Residents and property managers share the responsibility of maintaining a safe and healthy living environment.

Property owners and managers must maintain all exterior grounds and premises in a clean, safe and sanitary condition, as well as ensure exterior and interior structures and equipment are in good condition, structurally sound and in a sanitary state. They are further required to provide a living unit with working essential utilities and always make emergency maintenance staff available to tenants.

Residents are required to ensure proper housekeeping of their units to prevent insect and rodent infestation. Tenants must promptly inform management of maintenance issues and allow reasonable time for correction. Residents whose maintenance reports have not received correction by their property managers should contact Code Enforcement to ensure that units are maintained to code standards.

The ordinance governing multifamily property standards is located at CityofIrving.org/Ordinances (click Civil and Criminal) and starts at Chapter 8, Article 5, Section 8-23. For more information, contact Code Enforcement at (972) 721-4949 or email codecomplaints@cityofirving.org. ■





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST February 2023

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	4-Plex	818-824 Bluebird Dr.	Apts	5,436 SF	\$640,000	Permit Pending	2/7/2022	Irving	Mar-22
3	Woodwind Apts. (3 Bldgs)	3811-3831 Pleasant Run Road	Apts	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	Irving	Dec-22
4	Rosewood Las Colinas	4955 Fuller Dr.	Apts	655,292 SF	\$68,000,000	Permit Pending	1/11/2023	Irving	Feb-23
5	Villa Valencia 4plex	311 Rolston Rd.	Apts	3,270 SF	\$400,000	Permit Pending	1/12/2023	Irving	Feb-23
6	Brownstones Bldg. 10	101 Decker Dr.	Apts	6,637 SF	\$597,000	Permit Pending	1/23/2023	Irving	Feb-23

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	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
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	C-FB	Jan-23
3	Wells Fargo Office	401 W Las Colinas Blvd	Office	858,204 SF	\$239,000,000	Permit Pending	12/13/2022	Irving	Jan-23
4	Wells Fargo Parking Garage	451 Promenade Pkwy	Parking Garage	1,257,208 SF	\$53,100,000	Permit Pending	12/13/2022	Irving	Jan-23
5	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	Irving	Feb-23

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Approved	4/7/2021	C-FB	May-22
2	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
3	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22
4	SafStor	3451 N. Country Club	Self Storage	102,075 SF	\$8,715,680	Permit Pending	3/14/2022	Irving	Apr-22
5	Regio Flooring Addition	2215 River Hill	Warehouse	3,310 SF	\$155,570	Permit Issued	3/24/2022	Irving	Dec-22
6	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	Irving	Jun-22
7	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	Irving	Dec-22
8	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Pending	7/29/2022	C-FB/Irving	Sep-22
9	Shell Bldg	5320 W. Airport Fwy.	Warehouse	220,158 SF	\$12,500,000	Permit Issued	8/2/2022	Irving	Dec-22
10	Shell Bldg	4310 N. Belt Line Rd	Warehouse	60,000 SF	\$3,400,000	Permit Issued	8/15/2022	Irving	Jan-23
11	Shell Bldg	3080 Rock Island Rd.	Warehouse	5,262 SF	\$240,000	Permit Issued	8/23/2022	Irving	Dec-22
12	OTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	C-FB	Dec-22
13	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Pending	12/5/2022	Irving	Jan-23
14	Classic Leasing	2101 Gateway Dr.	Warehouse	16,219 SF	\$7,400,000	Permit Pending	12/27/2022	C-FB	Jan-23
15	Shell Bldg.	4455 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	Irving	Feb-23

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Issued	10/1/2021	Irving	Dec-22
2	Shell Bldg.	2800 Glenwick	Retail	3,600 SF	\$250,000	Permit Issued	5/6/2022	Coppell	Dec-22

3	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	C-FB/Irving	Sep-22
4	Dallas Indian Motorcycles	2865 W. Airport Fwy.	Retail	15,533 SF	\$2,500,000	Permit Approved	8/25/2022	Irving	Jan-23
5	Freenom Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	Irving	Jan-23

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
2	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Issued	9/29/2020	Irving	Feb-23
3	Staybridge Suites	TBD N. S. H. 161	Hotel	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	Irving	May-22

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg	2203 W. Irving Blvd.	Restaurant	10,922 SF	\$1,500,000	Permit Issued	10/25/2021	Irving	Jan-23
2	Fogo De Chao	3080 Ranch Trail	Restaurant	9,705 SF	\$2,000,000	Permit Pending	12/20/2022	Coppell	Jan-23
3	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	Coppell	Feb-23

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21
2	Iglesia Evangelica	1306 N. Union Bower Rd.	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	Irving	Mar-22
3	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/school	24,414 SF	\$12,500,000	Permit Pending	10/5/2022	Irving	Dec-22
4	COI Fire Station	135 S. Jefferson St.	Fire Station	10,200 SF	\$7,500,000	Permit Pending	12/27/2022	Irving	Jan-23

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
	Jan-23	9	\$3,379,920	9	\$3,379,920	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 27, 2023**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum

Date: February 13, 2023
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for January 2023

Convention Sales Activities

Leads Generated	January	YTD
Irving CVB – Hotel Leads	163	512
Irving Convention Center Leads	31	95

January

Room Nights Generated	Monthly Goal	January 2023 Actuals	January 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	January Convention Center	Convention Center YTD
Definite Room Nights	9012	13229	11311	108143	44369	31015	1940	12416
Lost Room Nights		5207	17331		143901	115746	14343	63181

Travel & Activity

January	Organization	Event	Location
23-27	RCMA	Emerge	Chattanooga, TN
26-28	Southwest Showcase	Tradeshaw	Round Rock, TX

Customer Services Activity January Servicing & Inventory

Groups Served	
January	7
YTD	188

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	2	4635 Badges/ 4940 Lanyards
Pens	5	800
Bags	0	0
Promotional Materials	5	500 Restaurant Maps/1100 TMF maps
Staffing Services	2	20 Event Hours

Event Location: **Hotels: 3** **Irving Convention Center: 4** **Other: 0**

Proclamations/Welcomes/Flags:

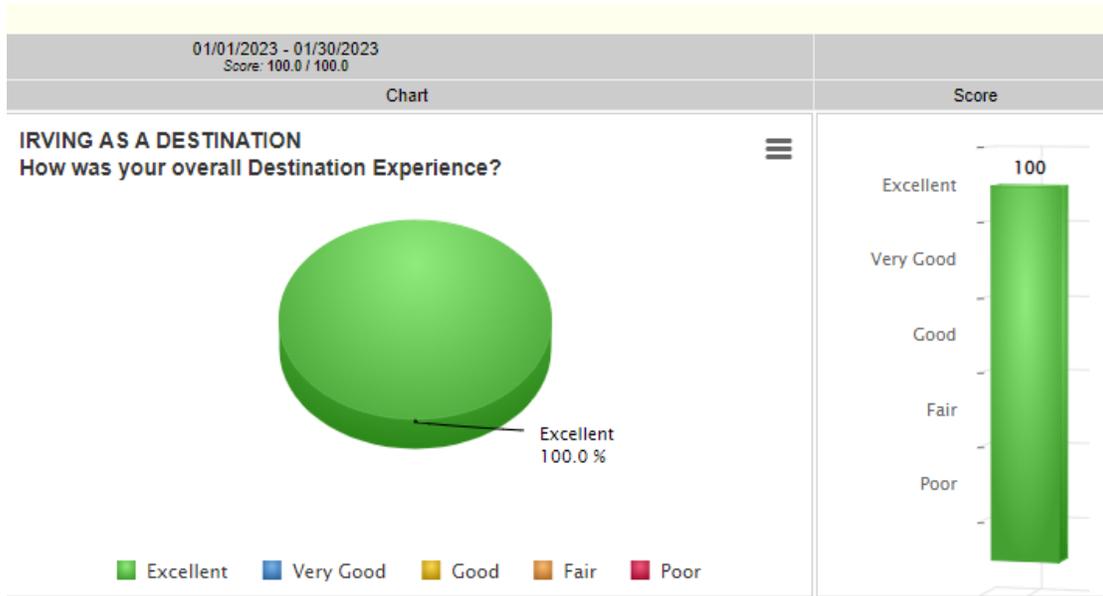
- Mayor/Elected Official Welcome- Pan American Golf Assn, October 7, Mayor Stopfer

Pending:

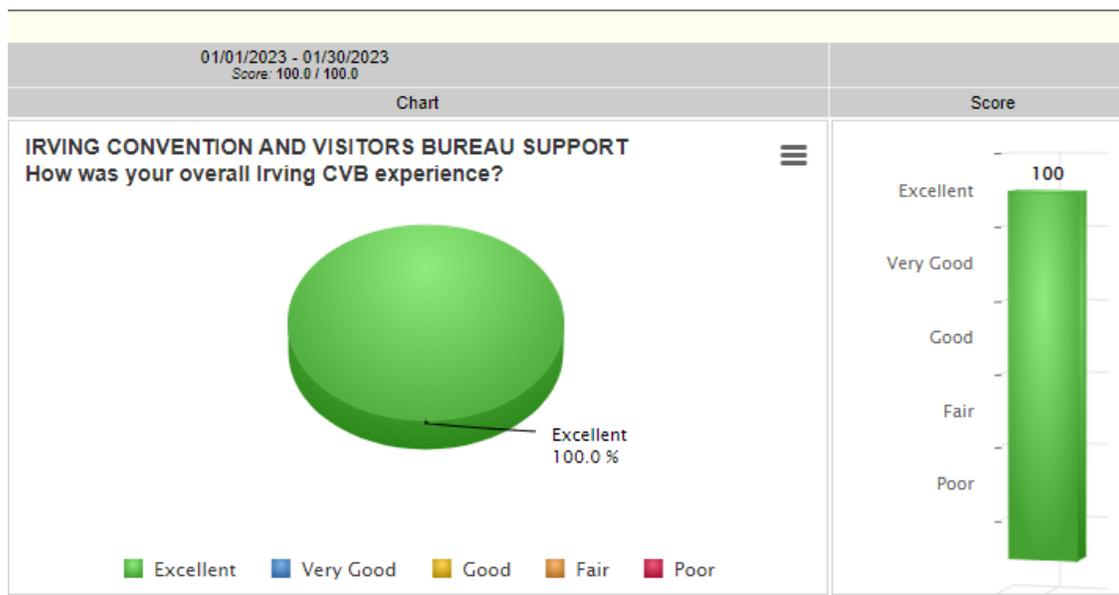
- Mayor/Elected Official Welcome- NT Teen Book Festival, March 4, 2023, Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings January - March 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
US Military Entrance Processing Command, USMEPCOM MEPS	MEPS January 2023	1/1/2023	1/31/2023	27	621
Flying Eagles	Flying Eagles 2023	1/4/2023	1/7/2023	300	224
Hilti North America	Hilti Annual Sales Meeting 2023	1/5/2023	1/14/2023	650	2695
Mosquito Joe, LLC	Mosquito Joe 2023-01 Regional Meeting Dallas - Rooms Only	1/7/2023	1/9/2023	80	31
Aire Serv LLC	Aire Serv 2023-01 Team Building NYLO	1/10/2023	1/11/2023	15	28
Challenge Youth Planning	Challenge Youth Conference	1/12/2023	1/15/2023	500	367
Challenge Youth Planning	Challenge Youth Conference	1/12/2023	1/15/2023	500	367
Novice of the Year	Novice of the Year	1/12/2023	1/15/2023	500	340
Delta Zeta Sorority	Delta Zeta Presidents Academy 2023	1/12/2023	1/15/2023	350	470
ECI Software Solutions	ECI Software Solutions 2023 Sales marketing Kickoff	1/14/2023	1/20/2023	350	1135
International Association of Venue Managers	Board of Regents	1/16/2023	1/17/2023	20	17
Vizient, Inc.	Vizient, Inc. 2023 SMD Workshop RBO	1/17/2023	1/18/2023	15	30
Vizient, Inc.	Vizient, Inc. 2023 Non - Acute Team Meting RBO	1/18/2023	1/19/2023	21	42
Irreverent Warriors	Irreverent Warriors 2023	1/19/2023	1/21/2023	180	225
Zeta Tau Alpha Fraternity	Zeta Tau Alpha Fraternity	1/19/2023	1/22/2023	500	303
International Church of the Foursquare Gospel	Foursquare - Lead Team Meeting & Regional Pastor's Training	1/22/2023	1/27/2023	80	260
McKesson Corporation	Board & Committee Meeting Jan 2023	1/22/2023	1/26/2023	20	75
Gainwell Technologies	GWT Build a Thon V - January 2023	1/22/2023	2/2/2023	50	600
McKesson Corporation	EC Advanced Sales Training NEST:201- January 2023	1/22/2023	1/24/2023	16	48
McKesson Corporation	Finance Solutions WOW Workshop	1/22/2023	1/24/2023	90	84
Aire Serv LLC	Aire Serv 2023-01 Business Training	1/22/2023	1/25/2023	10	24

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Vizient, Inc.	Vizient, Inc. 2023 Axter Immersion Event RBO	1/23/2023	1/24/2023	30	60
Vizient, Inc.	Vizient January Room Block	1/23/2023	1/24/2023	28	56
Texas Dreams Gymnastics	2023 Texas Prime Meet	1/25/2023	1/29/2023	1200	300
Southwest Society of Periodontists	Southwest Society of Periodontists 2023 Winter Meeting	1/26/2023	1/28/2023	150	240
Black Box Intelligence	2023 Global Best Practices Conference	1/29/2023	2/3/2023	275	355
John Deere Company World Headquarters	CEO Summit 2023	1/29/2023	2/3/2023	300	594
American Cancer Society	ACS 2022 Volunteer Leadership Summit	1/29/2023	1/31/2023	300	590
National Association of Dental Plans	NADP Leadership Meeting 2023	1/30/2023	1/31/2023	110	200
Leadership for Destination Boards	Leadership for Destination Boards	1/30/2023	1/31/2023	100	100
McKesson Corporation	ID#15626 - EOM Workshop	1/31/2023	2/1/2023	120	180
International Association of Venue Managers	Board of Directors Meeting	1/31/2023	2/2/2023	24	32
Alovea	Impact 2023	2/1/2023	2/6/2023	500	472
Youth America Grand Prix	Youth America Grand Prix-Dallas Winter 2023	2/1/2023	2/5/2023	50	100
Volunteers of America	VOA 2023 Finance & IT Summit	2/1/2023	2/3/2023	40	105
United States Military Entrance Processing Command,	MEPS February 2023	2/1/2023	2/28/2023	27	540
Global Access Meetings	Rhythm Pharmaceuticals North America Meeting	2/4/2023	2/9/2023	120	535
IMEG Corporation	IMEG Corp Annual Meeting Jan2023	2/5/2023	2/10/2023	185	370
McKesson Corporation	Transportation Meeting - Las Colinas	2/5/2023	2/7/2023	50	140
Vistra Energy	Technical Information Exchange 2023	2/5/2023	2/9/2023	100	176
American Staffing Association	ASA Board Meeting 2023 (Rooms Only)	2/6/2023	2/8/2023	45	45
American College of Emergency Physicians	ACEP EMPI BOGs Meeting	2/6/2023	2/6/2023	15	15
United States Tennis Association, Texas	USTA/USPTA Texas Joint Annual Meeting 2023	2/8/2023	2/12/2023	250	586
United States Tennis Association, Texas	USTA/USPTA Texas Joint Annual Meeting 2023	2/8/2023	2/12/2023	250	586
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2023	2/9/2023	2/12/2023	200	471

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
DFW Church	DFW Church Marriage	2/10/2023	2/11/2023	300	225
Fellowship Church	C3 2023 Conference Board of Directors, Speakers	2/12/2023	2/18/2023	2000	90
American Council for Construction Education	American Council for Construction Educators	2/13/2023	2/17/2023	450	605
Doximity Inc.	Doximity 2023 General and Administrative Room Block	2/14/2023	2/16/2023	70	122
Lifestyles Unlimited, INC.	Lifestyles Unlimited	2/15/2023	2/19/2023	400	1080
Lifestyles Unlimited, INC.	Lifestyles Unlimited	2/15/2023	2/19/2023	400	410
HarmonyCon	HarmonyCon 2023	2/16/2023	2/19/2023	600	544
Big 12 Conference	CFO West Football Officials Meeting	2/16/2023	2/18/2023	300	316
American College of Emergency Physicians	ACEP 2023 Annals Retreat	2/18/2023	2/19/2023	20	32
National Association of Fire Investigators	NAFI Q1 2023	2/18/2023	2/25/2023	120	329
National Systems Contractors Association	2023 National Systems Contractors Association Conference	2/19/2023	2/24/2023	1020	955
Thuasne USA	Thuasne – Townsend Design National Sales Meeting	2/19/2023	2/23/2023	130	280
Michaels Stores, Inc.	Michaels DC Feb 2023	2/20/2023	2/22/2023	26	78
HCA Healthcare	HCA 2023 ASD Medical Directors Conference	2/21/2023	2/28/2023	175	392
Womack Machine Supply	2023 Womack Machine Supply Sales Meeting	2/21/2023	2/23/2023	145	250
Tamko Building Products LLC	Tamko 2023 National Sales Meeting	2/21/2023	2/23/2023	90	270
Southern Baptists of Texas Convention	Evangelism	2/22/2023	3/1/2023	3500	615
Texas & New Mexico Hospice Organization	Texas & New Mexico Hospice Organization	2/23/2023	2/26/2023	350	603
National Sorority of Phi Delta Kappa	NSPDK Southwest Region 2023 Youth Conference	2/23/2023	2/25/2023	450	403
Medtronic	Pelvic Health Sales Excellence February 2023	2/26/2023	2/27/2023	17	34
Eaton Corporation	Eaton 2023 Manufacturing and Operations Meeting - REVISED	2/26/2023	3/2/2023	120	482
Live Nation Entertainment	Legends/Live Nation Road Show 2023	2/26/2023	2/28/2023	120	120
Live Nation Entertainment	Live Nation/Legends Road Show 2023	2/26/2023	2/28/2023	120	140
McKesson Corporation	Practice Management In-person All Employee meeting	2/27/2023	3/1/2023	25	38

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Vizient, Inc.	Vizient, Inc. 2023 PS Summit	2/27/2023	3/1/2023	150	300
Hans Johnsen Company	Security Hardware Meeting 2023	3/1/2023	3/6/2023	100	220
Globallee, Inc.	Globallee EMPOWER 2023	3/1/2023	3/4/2023	350	264
United States Military Entrance Processing Command, USMEPCOM MEPS	MEPS March 2023	3/1/2023	3/31/2023	27	621
Southwest Commission on Religious Studies	Annual Conference	3/2/2023	3/5/2023	200	230
West Coast Dance Explosion WCDE	West Coast Dance Explosion	3/2/2023	3/5/2023	400	300
Window Genie	Window Genie 2023-03 Regional Meeting Dallas - ROOMS ONLY	3/5/2023	3/6/2023	30	60
Flowserve Corporation	Global Leadership Meeting	3/5/2023	3/9/2023	125	301
NBM Incorporated	Graphics Pro Expo 2023	3/6/2023	3/12/2023	4000	382
American Legal and Financial Network	2023 ALFN Intersect Servicing + Foreclosure	3/7/2023	3/9/2023	120	86
Southern Travelers Explore Conference	The Southern Travelers Explore Conference	3/9/2023	3/13/2023	50	60
Mr. Rooter LLC	Mr. Rooter 2023-03 Regional Meeting Rooms Only Dallas/Las Colinas	3/12/2023	3/16/2023	40	100
Mr. Electric	Mr. Electric 2023-03 Regional Meeting Dallas	3/13/2023	3/18/2023	70	82
Precision Door Service	Precision Door 2023-03 Regional Meeting Dallas - Rooms Only	3/13/2023	3/16/2023	40	67
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2023	3/15/2023	3/17/2023	60	90
The Glass Doctor	Glass Doctor 2023-03 Regional Meeting Dallas - ROOMS ONLY	3/15/2023	3/17/2023	25	75
McKesson Corporation	EPIC Pharmacies Board Meeting	3/15/2023	3/15/2023	20	15
Vallen Distribution, Inc.	Vallen Business Meeting March2023	3/16/2023	3/18/2023	315	880
Cushman & Wakefield, Inc.	2023 Cushman & Wakefield Services Leadership Meeting	3/19/2023	3/23/2023	175	535
National Guard Association of Texas	National Guard Association of Texas	3/23/2023	3/26/2023	700	850
Wyandotte Nation	Wyandotte Nation Town Hall meeting	3/24/2023	3/26/2023	120	24

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Educational Diagnostician's Association	2023 Spring Annual State Conference	3/26/2023	3/27/2023	600	350
INVITED (new name for ClubCorp)	INVITED Golf Classic 2023 - Staff/Vendors	3/27/2023	4/26/2023	25	315
Vizient, Inc.	Vizient, Inc. 2023 Perioperative Council RBO	3/28/2023	3/29/2023	15	30
Dental Laboratory Association of Texas	DLAT Southwest Conference 2023	3/30/2023	4/1/2023	250	185
Clover Educational Consulting Group	Clover Educational Consulting Group - 2023 Retreat	3/30/2023	3/30/2023	16	15

**Highlighted items above are Target Industries for Irving



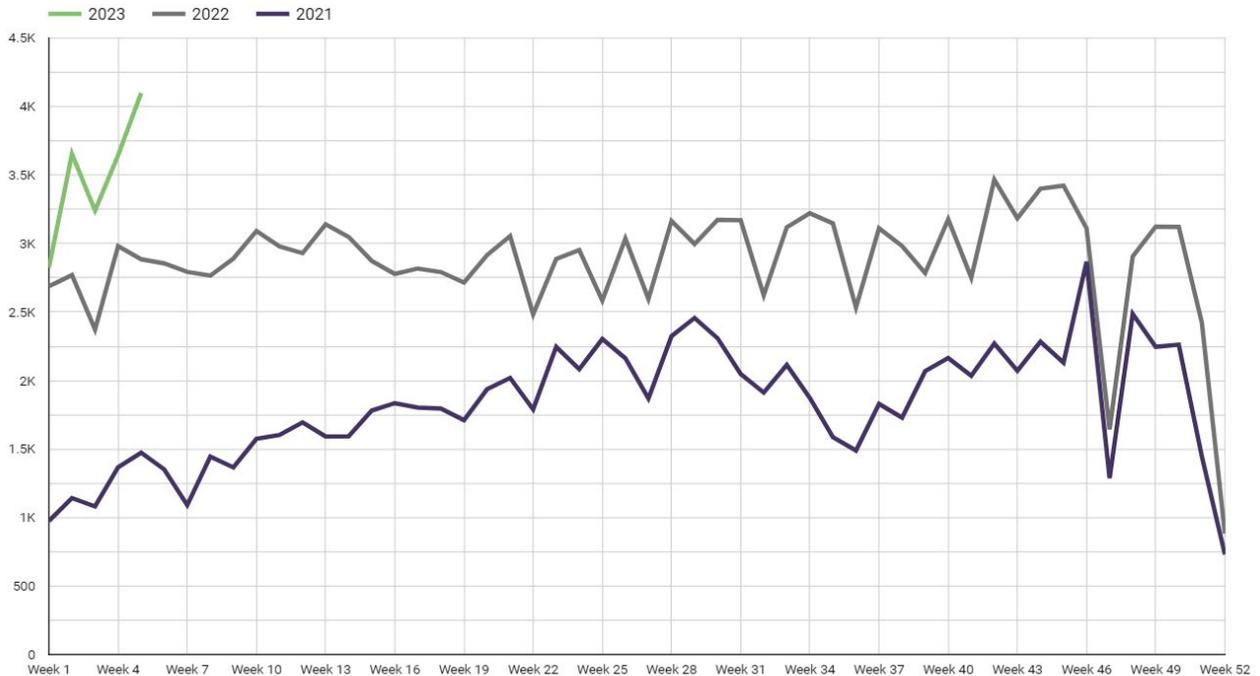
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: February 22, 2023
Re: January 2023 Board Report

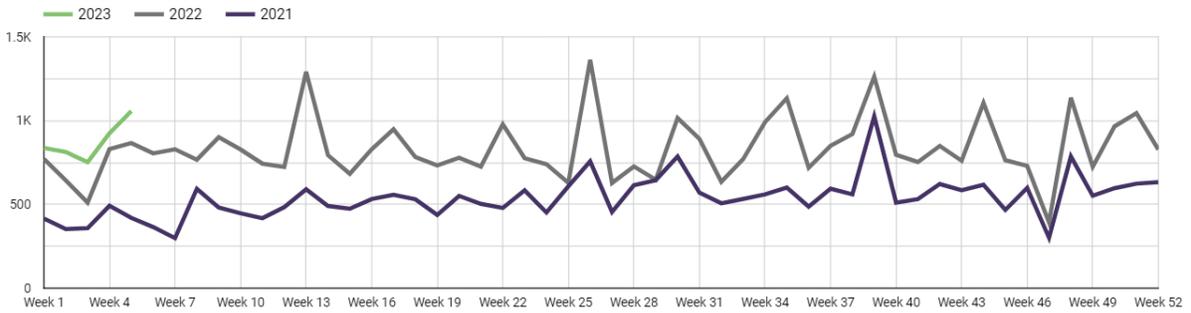
Meeting-Sales Leads & Inquiries

There were 196 total prospects in January, which included 106 Cvent submissions, 50 website submissions, one phone call, and 39 email requests.

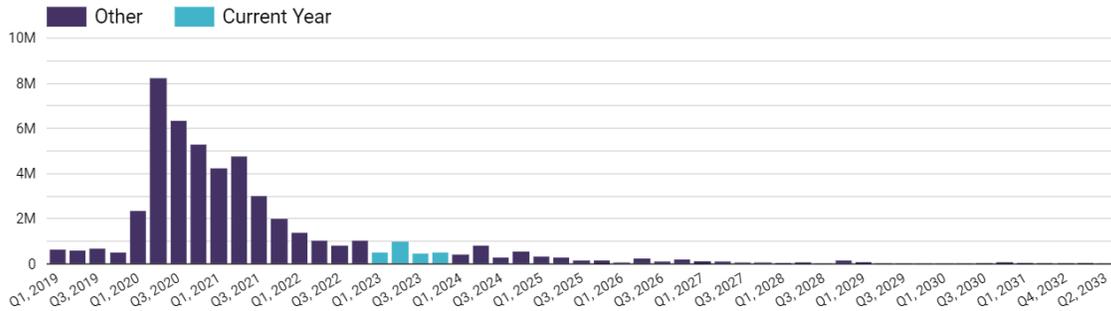
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



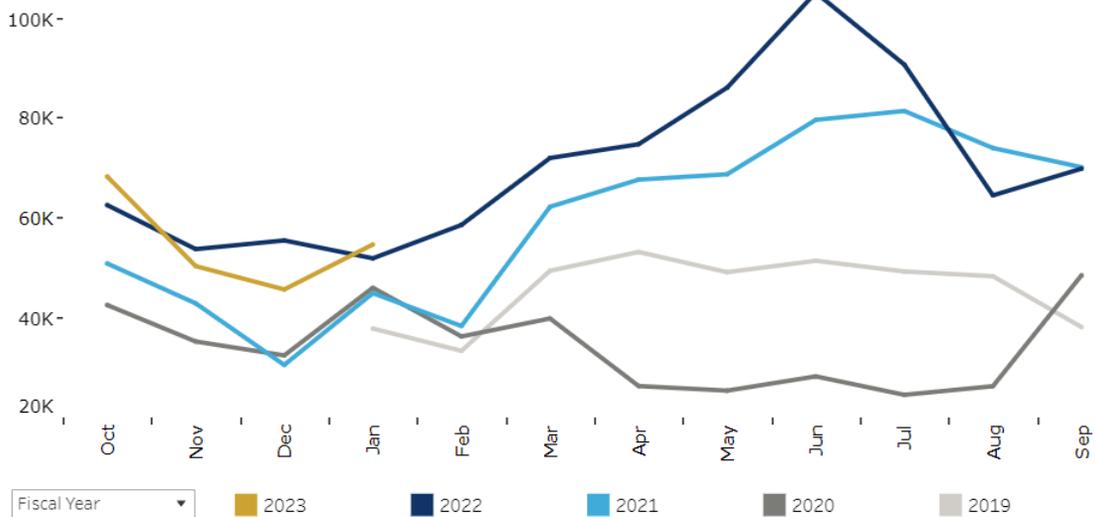
Aggregated Quarterly Cancellation Volume of 200+ DMOs



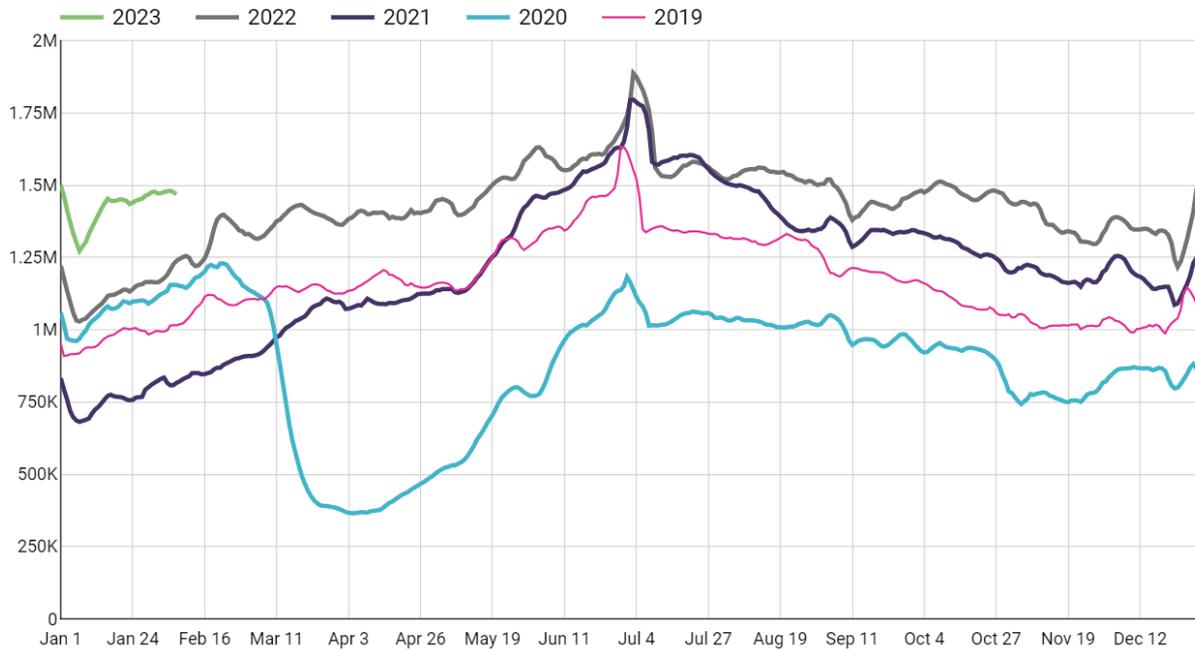
Website Traffic

Website traffic increased slightly in January, with 55,350 sessions to the Irvingtexas.com website. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023, outperforming the previous four years.

Sessions



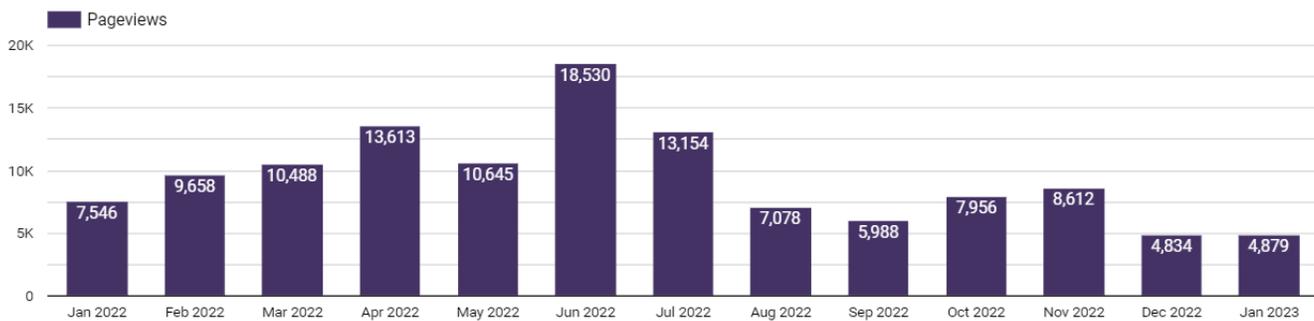
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic increased slightly in January, with 4,879 pageviews. The top posts were “Five Ways to Have Fun at Lake Carolyn,” with 461 pageviews, “Cold Weather Cocktail Roundup,” with 350 pageviews, and “Where to Get Your Smoothie and Juice Fix in Irving,” with 260 pageviews.

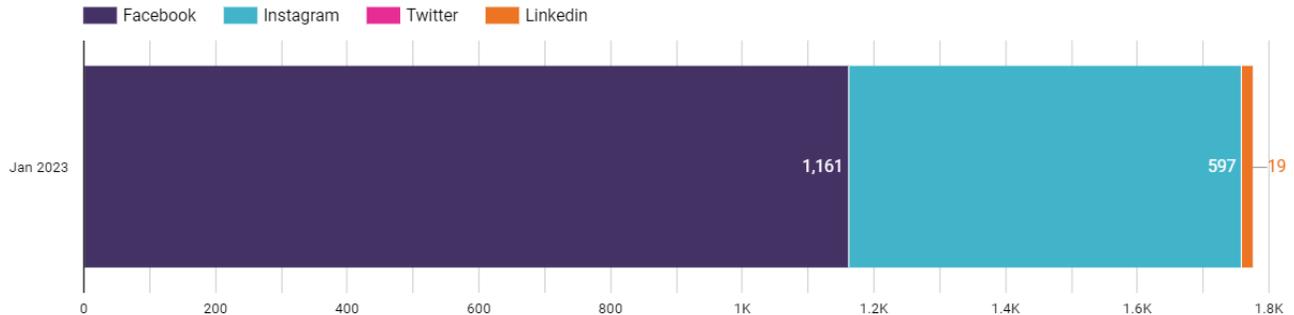
Blog Pageviews



Social Media

1,777 additional followers and likes were added in January, bringing the total influence to 144,349. Facebook had the most significant growth at 1,161 new likes, followed by Instagram with 597 and LinkedIn with 19 new followers.

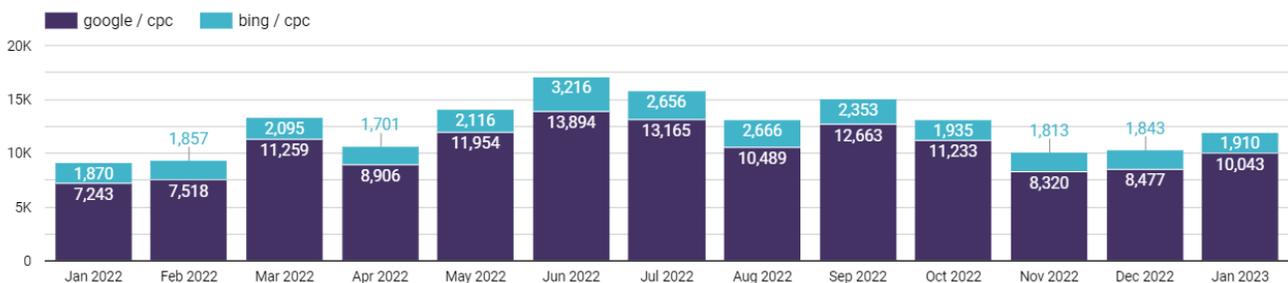
Additional Social Media Followers



Advertising

Meetings Today was the top performer for website visits in January, followed by TripAdvisor and TSAE. Paid search had 12,004 site visits.

Advertising Engagement - Clicks



Digital Campaigns

Staycations Campaign:

In January, the Staycations campaign generated 8,913 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 96,817 hotel referrals, representing over \$33.6 million in Potential Economic Value.

Promoted Content Campaign:

In January, the Promoted Content Campaign, highlighting local businesses through the ICVB blog and social media, generated 1,268 post engagements and 922 blog visits.

Micro-Campaigns:

To date, the micro-campaigns have generated 10,061 hotel referrals, representing over \$4.2 million in Potential Economic Value.

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*	88,832,652	70,937,460			159,770,112
ADVERTISING EQUIVALENCY ⁺	\$760,301	\$672,436			\$1,432,737
PUBLIC RELATIONS VALUE ⁺⁺	\$2,280,903	\$2,017,308			\$4,298,211

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

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

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

Attachments

-  "The Mustangs of Las Colinas," by Janet Steinberg, *journal-topics.com*, Jan 24, 2023
-  "7 Resorts in Texas for the Ultimate Lone Star Escape," by Amanda Ogle, *Southern Living*, Jan 28, 2023
-  January Social Media Overview
-  January Blog Performance Overview
-  January E-Newsletter Performance
-  January Visit Irving Social Stats
-  January Irving Convention Center Social Stats

The Mustangs Of Las Colinas

By Janet Steinberg on January 24, 2023

Man...and his horse!



At dusk, the majestic Mustangs of Las Colinas, one of the world's largest equestrian sculptures, in Texas.

You'll know you've arrived at Las Colinas when you spot the working Flower Clock at Highway 114 and O'Connor Road. The working timepiece, installed in 1981, is covered with fresh flowers and blooms throughout the year.

Throughout history, a love affair has raged between man and his horse. Wherever you might wander, you will be hard pressed to find a city center or village square without its hero on his horse. But nowhere in the world is there a sculpture that comes close to the free-spirited, breathtakingly realistic bronzes that appear to be snorting, through flared nostrils, as they splash through a stream of water in the midst of a granite office complex in Las Colinas, Texas.

This 1973 master-planned business and residential development within Irving, Texas, includes office and convention space, more than 20 hotels, and is home to the world headquarters of many companies. The tourist area, with its potpourri of shops, galleries, and restaurants is an ersatz mini-Venice, complete with gondoliers steering boats up and down the Mandalay Canal that connects to Lake Carolyn.

The Mustangs of Las Colinas, one of the world's largest equestrian sculptures, is located at Williams Square. The centerpiece of this plaza, opened to the public on September 25, 1984, is nine larger than

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This monumental sculpture, memorializing the distinctive people of Texas is dedicated to a people committed to freedom of action, initiative and expression. And no Texan exemplifies the spirit of the Lone Star State better than Ben H. Carpenter, the developer of Las Colinas.

First, Carpenter created the methodically planned Las Colinas, transforming the open grassland of the past into the urbanized community of the future. Once that was done, he envisioned a grand plaza that would serve as a gathering place for new generations of Texans. Carpenter named the plaza Williams Square, after his sister and brother-in-law Carolyn and Dan Williams. Then he determined that the plaza (larger than two football fields) would be paved in Texas pink granite, the same granite used to face the three office towers flanking it.

To the Texas tycoon, no subject seemed more appropriate for the plaza's sculpture than the wild mustangs that once roamed across his land. To Carpenter, they were an integral part of Texas history. "These horses," wrote Texas scholar J. Frank, "bore Spanish explorers across two continents. They brought to the plains Indians the age of horse culture. Texas cowboys rode them to extend the ranching occupation to the plains of Alberta. Spanish horse, Texas cow pony and mustang were all one in those times when, as the sayings went, a man was no better than his horse, and a man on foot was no man at all. Like the longhorn, the mustang has been virtually bred out of existence."

In the summer of 1976...to design, create, sculpt and supervise casting and installation of the sculpture that would bring the mustang back into existence...Carpenter hired the internationally renowned East African wildlife sculptor Robert Glen. For the sculptor, born and raised in Nairobi, Kenya, a year of preliminary research of the wild horses was the first step in this gargantuan project that would ultimately consume the better part of a decade. Glen devoured books and historical periodicals to further his understanding of the magnificent creatures that sired the original wild horses of Texas.

In his research, Glen discovered that the horses presently living in the preserves and parks reflected a crossbreeding unlike the original Andalusian breed brought by the Spanish to the American continents. To search for authenticity, Glen was sent to southern Spain, the only area in the world where purebred descendants of the Andalusian horse still survive. He spent many weeks studying the Andalusian horse.

The second step in the birth of The Mustangs of Las Colinas began when Glen returned home to Nairobi. From the mood and concept given him, Glen constructed some 47 small-scale model horses in a variety of positions and motions. After larger working models were made, Glen and Carpenter selected the final nine horses that would be reproduced at one-and-a-half times life-size.

The next stage took Robert Glen, his five mares, two stallions, and two colts to the Morris Singer Foundry in Basingstoke, England. The world-famous foundry, a 1-hour drive from central London, is

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During several of the years in which the mustangs were being created, cast, and covered with a life-like bronze skin, the final stage was being set in Irving, Texas. With the granite-clad, copper-roofed buildings well under way, landscape architect and planning engineer James Reeves designed the plan for the granite prairie and rippling stream the mustangs would be crossing.

Eight years after the project was conceived, thousands flocked to see nine living bronzes galloping across a pebble-finished streambed. A concealed fountain spray system suggests the splashing of water around the horses' hooves as they cross midstream. The horses themselves suggest the spirit and vitality that is Texas.

Four years later (August 1, 1988), the Mustang Sculpture Exhibit opened in the adjacent museum at Williams Square. This museum/gift shop features a short documentary film that depicts the history of the mustang and how the Mustangs of Las Colinas were created.

In addition, there are several "working models" of the horses used in the creation of the full-sized bronzes by Robert Glen. Also on display are several of Glen's limited edition sculptures, many of which have graced the private collections of such notables as Queen Elizabeth II, his Highness the Aga Khan, and the late actor James Stewart.

Hypnotized by the startling mustangs, I thought about extinction. At that moment in time, it seemed that Ben Carpenter and Robert Glen had truly saved the stunning creatures from extinction.

Pulsating bronze replaced warm flesh as the words of J. Frank Dobie came to mind: "But mustang horses will always symbolize western frontiers, long trails of longhorn herds, seas of pristine grass, and men riding free on a free land."

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TRAVEL > TEXAS

7 Resorts In Texas For The Ultimate Lone Star Escape

From lakeside bliss to Hill Country adventure, these are some of our favorite resorts across the state.

By [Amanda Ogle](#) | Published on January 28, 2023



PHOTO: JACK HOLLINGSWORTH; COURTESY LAJITAS GOLF RESORT

It should come at no surprise that Texas is full of spectacular stays. The Lone Star State's wide open spaces, scenic lakes, [small towns](#), and bustling cities beckon for adventure. While you can always pitch a tent or check out a

Whether you're looking for a resort weekend getaway for pure R&R or a vacation full of adventure, you can find it all in Texas. Here, we've highlighted some of the best resorts across Texas that allow you to breath easy and explore.

01 | **La Cantera Resort and Spa**

of 07



PHOTO: COURTESY LA CANTERA RESORT

San Antonio, Texas

Inspired by the King Ranch in South Texas, [La Cantera Resort & Spa](#) wows with its rustic lobby decor and sweeping [Hill Country](#) views. The resort sits on 550 acres and includes nine restaurants, five heated pools, a championship golf course, and an adults-only floor for those looking for some solitude. [Loma de Vida](#), the resort spa, is a must with its 25,000 square feet of space for massages, facials, pool time, and reflexology. Experience a local and organic dinner from chef John Carpenter at [Signature](#), where seasonal

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luxury cabana at the [adults-only](#) pool, where TVs, a safe, fully stocked refrigerators, and VIP service keep you relaxed all afternoon.

02 | The Houstonian Hotel, Club, & Spa

of 07



PHOTO: COURTESY THE HOUSTONIAN HOTEL, CLUB & SPA

Houston, Texas

Located in the former home of [President George H.W. Bush](#), the Houstonian Hotel, Club, & Spa is an escape for city dwellers and those looking to stay active while vacationing. The Houstonian has two on-site restaurants, newly renovated rooms, a bar, and a healthy takeaway cafe. Across the resort's 27 acres, guests can enjoy wine dinners, picnic outings, three pools, and a walking trail. At the Club, check out the list of 160+ weekly classes and an indoor tennis facility. Reserved for guests only, The Kitchen offers an array of dishes, including Gulf red snapper, Thai curry wild salmon, mahi mahi tacos,

chickadees, cardinals, screech owls, woodpeckers, and mockingbirds.

03

of 07

Camp Lucy



PHOTO: BECCA LEA PHOTOGRAPHY

Dripping Springs, Texas

In [Dripping Springs](#), just less than an hour west of Austin, Camp Lucy is a great place to escape for a long weekend. Modern-rustic rooms create the perfect setting for relaxation in Texas wine country. Take a vineyard tour through the property's on-site [vineyard](#) and learn about the grape varieties grown here, plus how they're harvested. There's a daily calendar of activities to choose from, including yoga, hatchet and ax throwing, sunrise hikes,

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[Tillie's](#), serves American nouveau dishes such as shrimp and grits, smoked beef short ribs, and salmon rockafeller.

04 | Lajitas Golf Resort

of 07



PHOTO: COURTESY LAJITAS GOLF RESORT

Terlingua, Texas

In far West Texas between [Big Bend National Park](#) and [Big Bend Ranch State Park](#) is [Lajitas Golf Resort](#). Here, it's easy to find some R&R or adventure, whichever you prefer. Enjoy a massage at the Agave Spa, have a poolside drink, or have some fun ziplining, horseback riding, clay shooting, and more. Bring your clubs to play a round of golf at the world-class golf course, designed by Lanny Wadkins, winner of the 1977 PGA Championship and eight-time member of the U.S. Ryder Cup team. There are four eateries on

05 | Lake Austin Spa Resort

of 07



PHOTO: COURTESY LAKE AUSTIN SPA RESORT

Austin, Texas

On the shore of [Lake Austin](#), stay at [Lake Austin Spa Resort](#), where wellness takes center stage. Healthy meals from locally sourced ingredients and an array of on-site activities are included in your stay, and the LakeHouse Spa allows you to choose the best experience to suit your needs with more than 100 treatment options. [Watersports](#) available on the resort's 19 lakefront acres include fishing, waterskiing, kayaking, and scenic boat cruises. You can also partake in yoga, cooking classes, hiking, author chats, kickboxing, meditation, and photography workshops. The resort only has 40 rooms, making for a custom-tailored experience for each guest.

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PHOTO: VISIT IRVING

Irving, Texas

Not far from the [Dallas-Fort Worth International Airport](#), [The Las Colinas Resort Dallas](#) is a haven for golfers and those looking for a luxurious resort experience. Set on 431 acres, the resort includes 36 holes of championship-style golf, three pools, three bars and restaurants, and an impressive spa. In-room amenities from Diptyque are provided, and dining choices focus on Texan cuisine. Enjoy a meal at Law, where items such as chicken roulade, cauliflower steak, and steaks from Arrowhead Ranch are all crowd pleasers. Have a cocktail at Outlaw Taproom, shareable plates such as loaded fries, charcuterie boards, house-baked pretzels, and blistered shishito peppers pair well with craft cocktails. Order a Texas Flood—honey, grapefruit, aperol, bourbon, rosemary, and Amaro Nonino—for an elevated experience.

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PHOTO: COURTESY JL BAR RANCH, RESORT & SPA

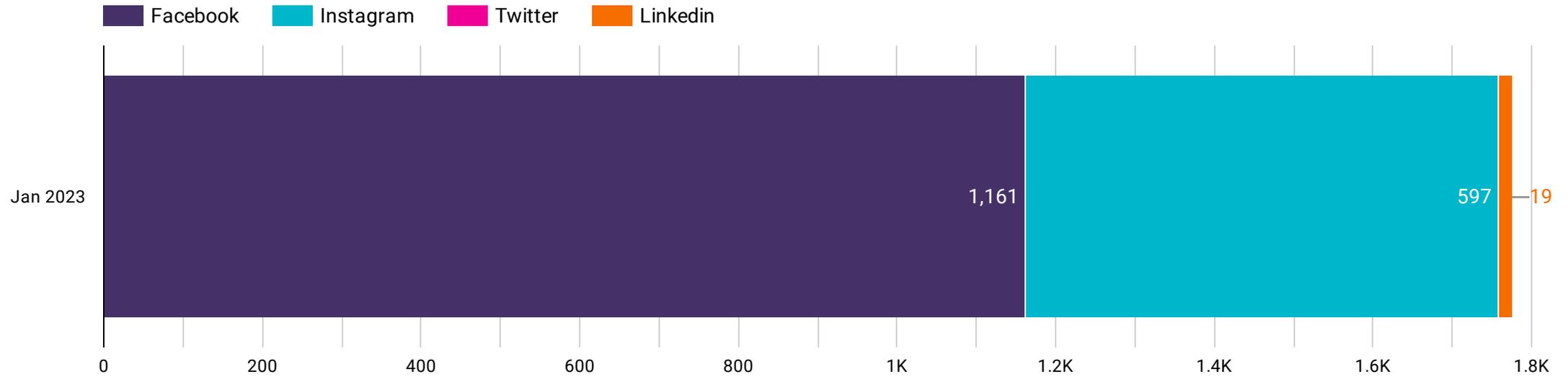
Sonora, Texas

About 2.5 hours northwest of San Antonio is [JL Bar Ranch, Resort, & Spa](#), a sprawling ranch resort covering 13,000 acres. Here, guests can get away from day-to-day stresses and unwind next to the pool overlooking the resort, or have fun with outdoor pursuits such as hiking, clay shooting, [horseback riding](#), ranch excursions, stargazing, archery, and more. Guests can also partake in culinary activities such as cowboy cookouts, wine tastings, and whiskey tastings. The on-site restaurant offers breakfast, Sunday brunch, lunch, and dinner menus with menu items such as cajun pasta, Chilean sea bass, and steaks. Don't forget a trip to the spa, where hot stone massages, body wraps, and scrubs leave you feeling relaxed and revitalized.

Was this page helpful?



Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	100,699	14,716	5,764	955	122,134
CC	16,656	2,643	2,448	468	22,215
Grand Total	117,355	17,359	8,212	1,423	144,349

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews ▾	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	461	412	00:07:50	36.41%
2.	/blog/stories/post/cold-weather-cocktail-roundup/	350	327	00:04:58	61.35%
3.	/blog/stories/post/where-to-get-your-smoothie-and-juice-fix-in-irving/?preview=true&guid=1...	260	230	00:06:12	52.1%
4.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	193	170	00:12:57	28.49%
5.	/blog/	165	132	00:01:45	29.03%
6.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	155	137	00:09:46	28.57%
7.	/blog/stories/post/where-to-get-your-smoothie-and-juice-fix-in-irving/	121	103	00:04:06	57.47%
8.	/blog/stories/post/texas-stadium-looking-back-at-a-legend/	119	106	00:10:50	34.86%
9.	/blog/stories/post/where-to-get-pampered-in-irving/	117	102	00:01:42	28.16%
10.	/blog/stories/post/six-sexy-spots-for-date-night/	115	110	00:08:39	26.67%

Email Performance Overview

Campaign Type ▾

Jan 1, 2023 - Jan 31, 2023 ▾

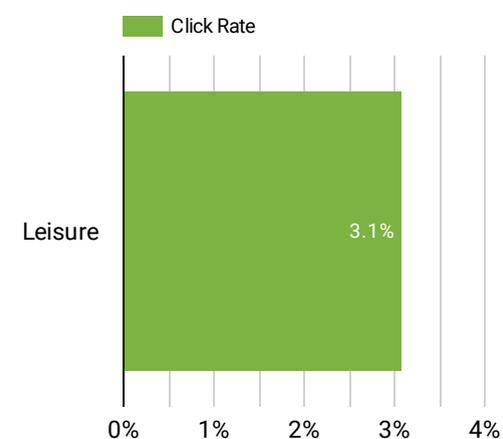
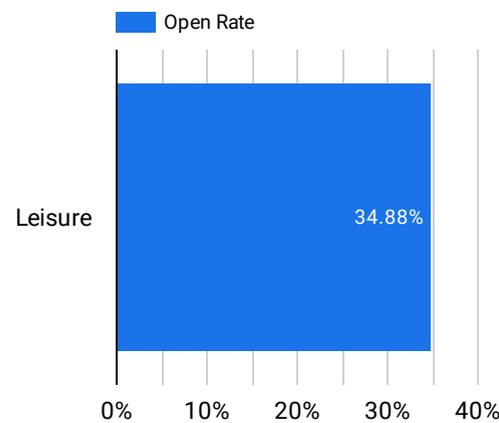
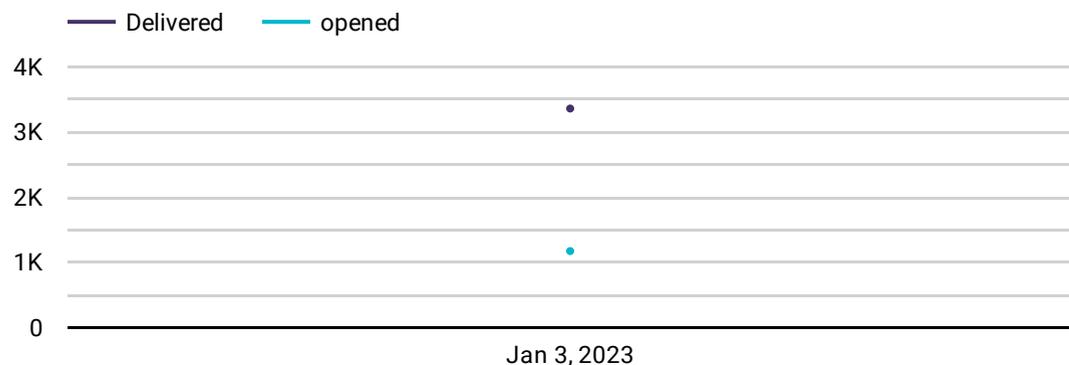
Newsletter Performance

Delivery Rate
98.16%

Open Rate
34.88%

Click Rate
3.10%

CTOR
8.88%



Email List

Date ▾	Campaign Type	Email Title	Sender Email	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1. Jan 2023	Leisure	Leisure Newsletter - J...	info@irvingtexas.co...	3,420	3,357	98.16%	1,171	34.88%	104	3.1%	8.88%	63

Grand total **3,420** **3,357** **98.16%** **1,171** **34.88%** **104** **3.1%** **8.88%** **63**

Social Media Overview

Organization: CVB (1) ▾

Jan 1, 2023 - Jan 31, 2023 ▾

Total All Platforms

Total Followers

122,134

Facebook Instagram Twitter LinkedIn



Total Impressions

2,652,819

↓ -175,131

Facebook Instagram Twitter LinkedIn



Total Engagements

100,798

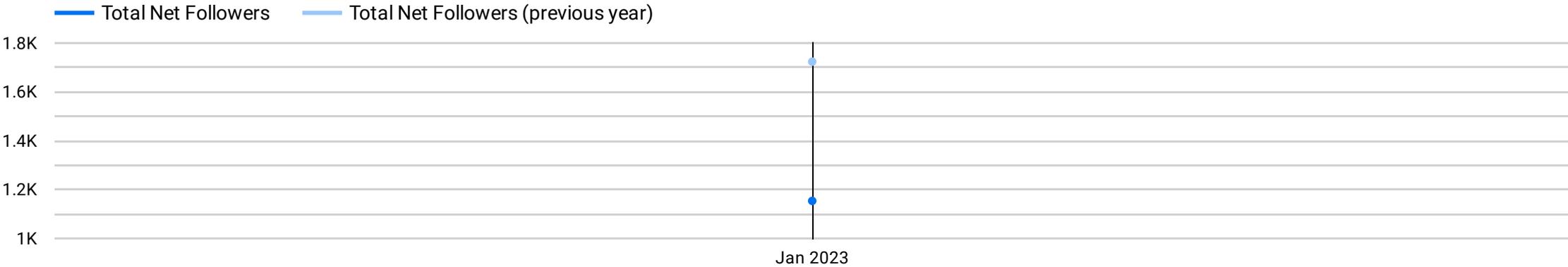
↑ 16,821

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	100,699		14,716		5,764		955	
Impressions	1,658,611	559,378 ↑	991,941	32,508 ↑	1,032	-1,527 ↓	1,235	555 ↑
Engagements	25,464	5,411 ↑	75,188	9,559 ↑	37	-81 ↓	109	80 ↑
Net Followers	617	81 ↑	523	222 ↑	-1	-7 ↓	14	-6 ↓



Social Media Overview

Organization: CC (1) ▾

Jan 1, 2023 - Jan 31, 2023 ▾

Total All Platforms

Total Followers

22,215

Facebook Instagram Twitter LinkedIn



Total Impressions

412,176

↓ -215,961

Facebook Instagram Twitter LinkedIn



Total Engagements

27,307

↓ -22,073

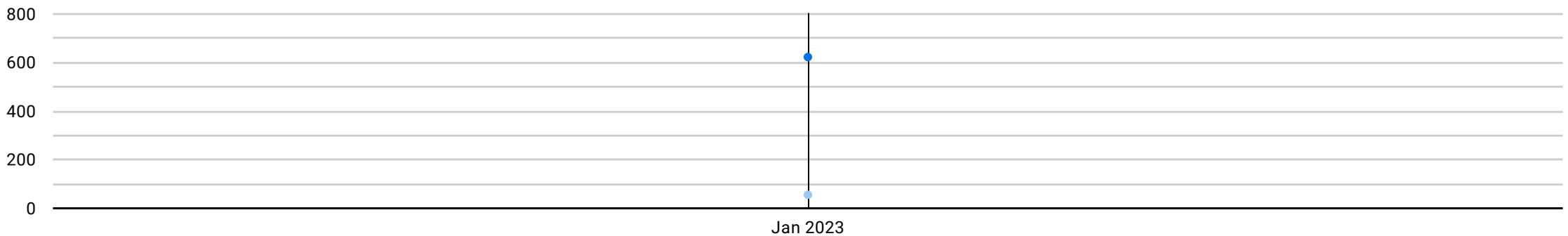
Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	16,656		2,643		2,448		468	
Impressions	346,363	-376,262 ↓	65,677	4,571 ↑	87	-62 ↓	49	2 ↑
Engagements	21,156	-51,056 ↓	6,146	1,860 ↑	2	-4 ↓	3	1 ↑
Net Followers	544	87 ↑	74	38 ↑	-5	-5 ↓	5	-9 ↓

— Total Net Followers — Total Net Followers (previous year)





DATE: January 27, 2023
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 57.9%, which is higher than the US. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 4.5%, while Texas figures increased 1.9% and the US figures increased 0.6% for the month. Demand for the current period increased 5.4%, and YTD has increased 15.6% over last year, while STR data reflects a 4.5% increase for the current period and a 15.4% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$107.20, up 8.4% in December compared to last year, leaving Irving's YTD average daily rate at \$115.19, up 22.8% over last year.

As you review the current data, please remember that this time last year, we were seeing the onslaught of the pandemic and 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 585 available listings in Irving which was a 30.6% increase in listings over last year's figure of 448. The average daily rate for December was \$208.17, which was a decrease of 8.56% over last year, with an occupancy percentage of 55.4%, which was an increase of 2.90% compared to last year.

For the hotel comparable subset, the average daily rate for December was \$104.29, a decrease of 4.19% from last year, with occupancy at 54.0%, a decrease of 0.30% from last year.

It should also be noted that a wave of flight cancellations began December 22, peaking on December 27 and continuing through the new year. As a result, many hotels experienced a bump in business due to the massive flight cancellations.

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 2022

	Current Month - December 2022 vs December 2021												Year to Date - December 2022 vs December 2021											
	Occ %		ADR		RevPAR		Percent Change from December 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	53.6	53.3	146.72	135.76	78.63	72.30	0.6	8.1	8.7	9.3	0.5	1.1	62.7	57.5	148.83	124.96	93.27	71.88	8.9	19.1	29.8	32.2	1.9	11.0
Texas	55.7	54.6	105.90	99.98	58.95	54.60	1.9	5.9	8.0	8.8	0.8	2.8	62.2	59.2	113.15	97.00	70.40	57.46	5.0	16.7	22.5	23.8	1.1	6.2
Atlanta, GA	57.2	55.8	113.05	106.62	64.64	59.50	2.5	6.0	8.6	9.8	1.1	3.6	64.9	59.9	118.86	100.75	77.18	60.35	8.4	18.0	27.9	30.8	2.3	10.9
Arlington, TX	63.0	62.8	115.91	107.74	73.06	67.67	0.4	7.6	8.0	9.8	1.7	2.1	68.2	64.4	107.76	94.24	73.52	60.73	5.9	14.3	21.1	21.4	0.3	6.2
Charlotte, NC	56.3	53.1	115.93	104.01	65.32	55.28	6.0	11.5	18.2	18.5	0.3	6.3	64.3	55.2	119.37	96.73	76.70	53.39	16.4	23.4	43.7	45.8	1.5	18.1
Fort Worth, TX+	58.8	56.9	116.99	105.50	68.78	59.98	3.4	10.9	14.7	13.5	-1.0	2.4	65.8	61.5	120.76	99.81	79.49	61.39	7.0	21.0	29.5	30.8	1.0	8.1
Frisco, TX+	59.5	54.9	136.40	124.66	81.21	68.45	8.4	9.4	18.7	19.0	0.3	8.7	63.5	53.6	141.86	119.90	90.05	64.28	18.4	18.3	40.1	41.1	0.7	19.3
Grapevine, TX+	71.2	65.4	243.84	224.56	173.69	146.91	8.9	8.6	18.2	18.2	0.0	8.9	72.0	57.8	201.39	183.34	145.04	106.03	24.5	9.8	36.8	37.9	0.8	25.5
Irving, TX+	57.9	55.4	107.20	98.87	62.08	54.78	4.5	8.4	13.3	14.4	1.0	5.5	67.0	58.1	115.19	93.82	77.19	54.47	15.4	22.8	41.7	42.9	0.8	16.3
Nashville, TN	59.2	59.0	158.29	144.13	93.67	85.05	0.3	9.8	10.1	15.3	4.7	5.0	68.6	59.2	169.06	136.45	115.91	80.76	15.8	23.9	43.5	51.3	5.4	22.1
Phoenix, AZ	64.5	63.9	153.94	140.56	99.25	89.85	0.9	9.5	10.5	10.4	-0.1	0.8	68.7	62.9	162.58	128.59	111.68	80.91	9.2	26.4	38.0	39.1	0.8	10.0
San Jose, CA+	53.8	51.4	143.11	119.12	76.95	61.26	4.6	20.1	25.6	43.0	13.8	19.0	61.9	48.9	151.69	113.11	93.93	55.26	26.7	34.1	70.0	85.8	9.3	38.5

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	69.6	143.30	99.71	56.2	117.11	65.77	US	47.7	40.2	107.0	28.6	8.6	39.6
Texas	65.7	105.97	69.67	59.2	92.24	54.60	Texas	49.7	38.6	107.5	30.3	6.3	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	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Grpvine	Nshvle	Nshvle	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	69.0	227.7	43.4	13.8	42.5
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	51.9	189.4	43.4	13.8	42.5
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3

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

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: December 2022

	Current Month - December 2022 vs December 2021												Year to Date - December 2022 vs December 2021												
	Occ %		ADR		RevPAR		Percent Change from December 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Irving, TX+	57.9	55.4	107.20	98.87	62.08	54.78	4.5	8.4	13.3	14.4	1.0	5.5	67.0	58.1	115.19	93.82	77.19	54.47	15.4	22.8	41.7	42.9	0.8	16.3	
Luxury/Full Service Irving+	52.5	49.3	147.17	140.52	77.24	69.21	6.5	4.7	11.6	11.6	0.0	6.5	64.7	49.6	158.84	133.96	102.78	66.51	30.3	18.6	54.5	56.0	0.9	31.5	
All Suite/Extended Stay Irving+	63.5	59.1	90.18	83.49	57.28	49.34	7.5	8.0	16.1	20.1	3.5	11.2	69.5	65.1	93.79	78.07	65.15	50.83	6.7	20.1	28.2	27.8	-0.3	6.4	
Limited Service Irving+	61.9	60.1	101.69	88.05	62.95	52.89	3.0	15.5	19.0	19.0	0.0	3.0	71.8	63.2	105.50	86.25	75.71	54.53	13.5	22.3	38.8	44.7	4.2	18.3	
Budget Irving+	57.4	57.9	66.05	58.92	37.91	34.12	-0.9	12.1	11.1	11.2	0.0	-0.8	63.9	59.8	68.84	58.92	44.00	35.23	6.9	16.8	24.9	24.7	-0.1	6.7	
Las Colinas+	54.9	52.0	119.75	115.54	65.78	60.10	5.6	3.6	9.5	14.1	4.2	10.1	64.0	55.1	133.19	107.47	85.20	59.27	16.0	23.9	43.8	46.8	2.1	18.5	
DFW North+	62.0	58.7	102.27	91.66	63.38	53.78	5.6	11.6	17.9	14.8	-2.5	2.9	71.6	59.8	108.85	87.95	77.97	52.63	19.7	23.8	48.2	47.9	-0.2	19.5	
DFW South+	58.1	56.8	94.49	84.46	54.91	47.96	2.3	11.9	14.5	14.5	0.0	2.4	66.5	60.4	96.39	81.69	64.09	49.38	10.0	18.0	29.8	29.8	-0.0	10.0	
Full Service Las Colinas+	47.4	45.4	181.34	178.18	85.88	80.82	4.4	1.8	6.3	6.3	0.0	4.4	60.3	44.3	199.97	171.56	120.51	75.94	36.1	16.6	58.7	58.7	0.0	36.1	
Limited Service Las Colinas+	60.2	57.0	85.84	78.05	51.70	44.51	5.6	10.0	16.2	24.8	7.4	13.5	66.7	63.3	89.41	73.77	59.59	46.72	5.2	21.2	27.6	32.3	3.7	9.2	
Full Service DFW North+	54.8	49.5	129.89	120.63	71.14	59.71	10.6	7.7	19.1	19.1	0.0	10.6	68.5	48.7	138.12	117.26	94.58	57.09	40.6	17.8	65.7	70.4	2.9	44.7	
Limited Service DFW North+	67.0	64.8	86.50	76.86	57.95	49.80	3.4	12.5	16.4	11.4	-4.3	-1.0	73.8	67.1	90.34	74.17	66.66	49.74	10.0	21.8	34.0	31.1	-2.2	7.6	
Full Service DFW South+																									
Limited Service DFW South+	57.3	56.6	86.10	76.63	49.34	43.37	1.3	12.4	13.8	13.8	0.0	1.3	65.6	59.5	89.13	75.23	58.47	44.79	10.2	18.5	30.6	30.5	-0.0	10.2	

AirBNB Data	Occ %				ADR				RevPAR				Percent Change from Prior Year				Occ %				ADR				RevPAR				Percent Change from Prior Year YTD				
	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	Occ	ADR	Rev PAR	Room Rev	Room Avail
Entire Place	55.4	53.8	208.17	227.67	115.23	122.47	2.90	-8.56	-5.91	19.2	35.0	43.5	57.4	58.58	214.82	218.47	123.40	127.98	-1.94	-1.67	-3.58	38.1	43.5	39.4									
Hotel Comparable	54.0	54.20	104.29	108.85	56.35	58.99	-0.30	-4.19	-4.48	1.7	6.5	6.2	59.4	58.60	114.00	103.29	67.76	60.52	1.44	10.36	11.96	57.2	40.4	42.4									

Available Listings	2022	2021	% Chg
Entire Place	363	280	29.6
Private Room	148	119	24.4
Shared Room	74	49	51.0
Total Available Listings	585	448	30.6

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12872	11444
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	31	30	3620	3513
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2435	1714
Las Colinas+	32	31	5485	5149
DFW North+	24	24	3863	3863
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	20	20	2274	2274
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand

Source: Smith Travel Research

	2021			2022			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	37.6	149,888	149,888	54.0	213,194	213,194	42.2%	42.2%	42.5%	42.5%
February	46.2	166,232	316,120	64.5	232,046	445,240	39.6%	40.8%	40.7%	41.7%
March	58.3	232,397	548,517	71.0	282,761	728,001	21.7%	32.7%	20.7%	33.0%
April	58.0	223,663	772,180	74.5	286,896	1,014,897	28.3%	31.4%	28.8%	31.5%
May	62.1	245,810	1,017,990	71.2	280,494	1,295,391	14.1%	27.2%	15.3%	27.3%
June	64.8	248,066	1,266,056	74.3	283,046	1,578,437	14.1%	24.7%	15.0%	24.9%
July	65.6	259,433	1,525,489	66.3	265,307	1,843,744	2.3%	20.9%	1.5%	20.8%
August	59.6	235,957	1,761,446	66.3	261,179	2,104,923	10.7%	19.5%	11.2%	19.4%
September	59.7	230,535	1,991,981	70.3	268,063	2,372,986	16.3%	19.1%	18.8%	19.3%
October	66.2	266,062	2,258,043	75.0	299,270	2,672,256	12.5%	18.3%	14.2%	18.4%
November	64.1	244,834	2,502,877	63.2	243,885	2,916,141	-0.4%	16.5%	-1.2%	16.4%
December	55.6	219,242	2,722,119	57.9	231,094	3,147,235	5.4%	15.6%	4.5%	15.4%

Irving, Texas & United States Comparison

December 2022

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	99.60	45.4%	99.60	45.4%	54.0%	42.5%	54.0%	42.5%	53.82	107.1%	53.82	107.1%
FEBRUARY	107.53	42.7%	103.66	43.8%	64.5%	40.7%	59.1%	41.7%	69.37	100.7%	61.29	103.8%
MAR	110.73	40.4%	106.44	42.1%	71.0%	20.7%	63.1%	33.0%	78.63	69.5%	67.21	89.1%
APRIL	118.59	37.7%	109.97	40.7%	74.5%	28.8%	65.9%	31.5%	88.29	77.4%	72.44	85.1%
MAY	118.46	28.5%	111.97	37.2%	71.2%	15.3%	66.8%	27.3%	84.36	48.2%	74.85	74.8%
JUNE	117.19	21.6%	112.91	33.6%	74.3%	15.0%	68.1%	24.9%	87.02	39.9%	76.85	66.8%
JULY	112.72	14.6%	113.05	30.1%	66.3%	1.5%	67.8%	20.8%	74.73	16.3%	76.62	57.2%
AUGUST	115.10	16.9%	113.69	28.6%	66.3%	11.2%	67.5%	19.4%	76.28	30.0%	76.75	53.5%
SEPTEMBER	120.02	15.9%	114.41	26.9%	70.3%	18.8%	67.8%	19.3%	84.36	37.7%	77.59	51.3%
OCTOBER	125.15	19.3%	115.66	25.8%	75.0%	14.2%	68.4%	18.4%	93.87	36.3%	79.09	49.0%
NOVEMBER	116.57	9.2%	115.80	24.0%	63.2%	-1.2%	67.9%	16.4%	73.62	7.9%	78.61	44.4%
DECEMBER	107.20	8.4%	115.19	22.8%	57.9%	4.5%	67.0%	15.4%	62.08	13.3%	77.19	41.7%
12 mo. rolling averages:	ADR	114.61	22.1%		Occupancy	67.4%	16.0%		RevPAR	77.20	41.7%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	96.11	29.9%	96.11	29.9%	51.3%	19.2%	51.3%	19.2%	49.33	54.8%	49.33	54.8%
FEBRUARY	104.86	33.4%	100.65	31.8%	60.0%	17.6%	55.4%	18.3%	62.95	56.8%	55.80	55.9%
MAR	118.40	35.2%	107.64	32.8%	67.8%	6.0%	59.7%	13.1%	80.24	43.3%	64.22	50.2%
APRIL	117.52	28.2%	110.33	31.2%	66.4%	6.6%	61.4%	11.3%	78.05	36.7%	67.69	46.0%
MAY	117.37	20.7%	111.83	28.5%	64.2%	3.7%	61.9%	9.6%	75.31	25.2%	69.25	40.7%
JUNE	116.95	15.3%	112.75	25.6%	66.8%	2.8%	62.7%	8.3%	78.13	18.5%	70.73	36.0%
JULY	113.80	6.2%	112.92	21.9%	65.0%	-1.0%	63.0%	6.8%	73.99	5.1%	71.20	30.2%
AUGUST	108.41	7.8%	112.37	20.0%	60.8%	1.7%	62.8%	6.1%	65.94	9.6%	70.53	27.3%
SEPTEMBER	115.62	13.4%	112.73	19.2%	62.5%	3.8%	62.7%	5.8%	72.22	17.7%	70.71	26.2%
OCTOBER	124.55	13.3%	113.99	18.5%	66.1%	5.1%	63.1%	5.7%	82.29	19.1%	71.90	25.3%
NOVEMBER	113.49	9.2%	113.79	17.6%	60.5%	1.2%	62.8%	5.3%	68.62	10.5%	71.50	23.8%
DECEMBER	105.90	5.9%	113.15	16.7%	55.7%	1.9%	62.2%	5.0%	58.95	8.0%	70.40	22.5%

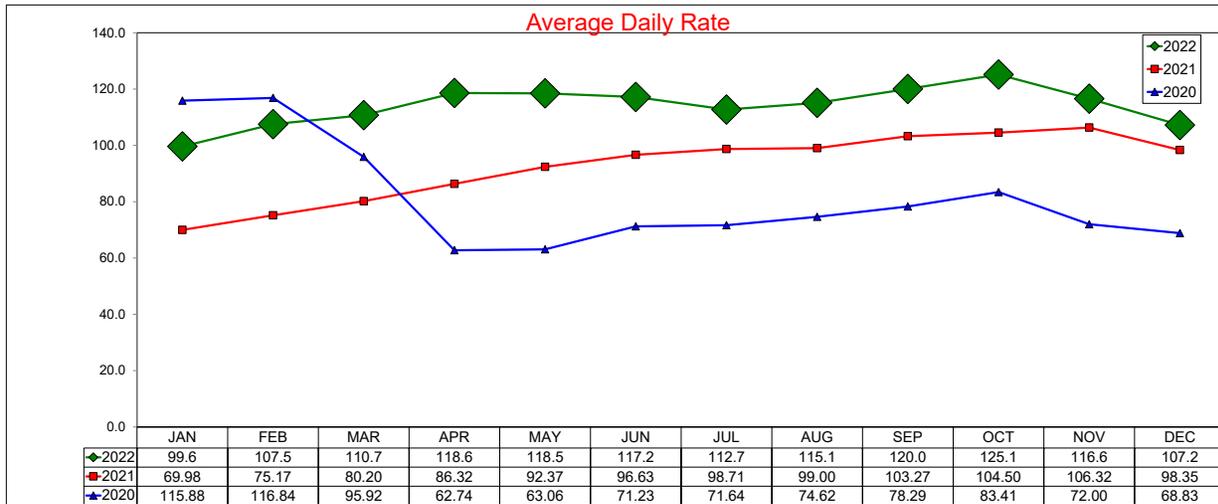
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.51	36.0%	123.51	36.0%	47.8%	22.4%	47.8%	22.4%	58.98	66.4%	58.98	66.4%
FEBRUARY	137.39	38.7%	130.80	37.6%	56.9%	26.0%	52.1%	24.2%	78.24	74.8%	68.15	70.9%
MAR	146.61	37.5%	137.13	37.5%	64.0%	17.9%	56.2%	21.6%	93.82	62.1%	77.06	67.2%
APRIL	149.90	35.1%	140.75	36.6%	65.5%	14.4%	58.5%	19.4%	98.20	54.5%	82.36	63.1%
MAY	149.91	26.8%	142.82	33.8%	65.1%	10.1%	59.9%	17.1%	97.53	39.6%	85.50	56.7%
JUNE	155.04	19.3%	145.15	30.1%	70.1%	6.3%	61.6%	14.8%	108.64	26.8%	89.37	49.4%
JULY	159.08	10.3%	147.46	25.4%	69.6%	0.2%	62.7%	12.1%	110.73	10.6%	92.53	40.5%
AUGUST	151.49	9.6%	148.03	22.7%	66.5%	5.3%	63.2%	11.1%	100.67	15.4%	93.58	36.3%
SEPTEMBER	154.32	15.5%	148.76	21.8%	66.7%	8.6%	63.6%	10.8%	103.00	25.5%	94.61	34.9%
OCTOBER	155.63	15.0%	149.54	20.9%	67.2%	7.1%	64.0%	10.3%	104.59	23.1%	95.64	33.4%
NOVEMBER	144.46	12.2%	149.03	20.1%	59.4%	3.2%	63.5%	9.7%	85.74	15.8%	94.69	31.7%
DECEMBER	146.72	8.1%	148.83	19.1%	53.6%	0.6%	62.7%	8.9%	78.63	8.7%	93.27	29.8%

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

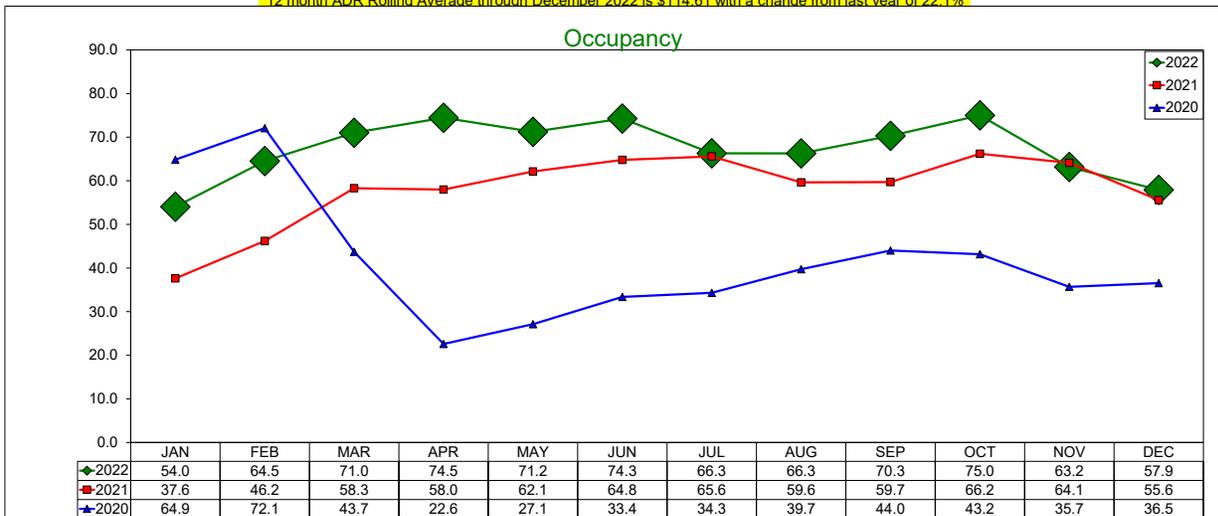
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

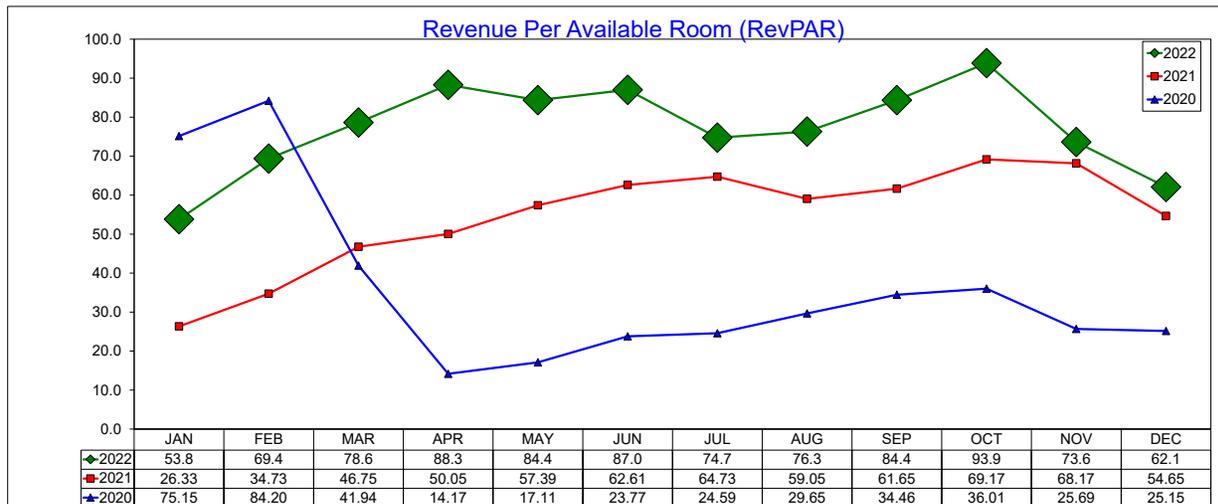
December 2022



12 month ADR Rolling Average through December 2022 is \$114.61 with a change from last year of 22.1%



12 month Occupancy Rolling Average through December 2022 is 67.36% with a change from last year of 16.0%



12 month RevPAR Rolling Average through December 2022 is \$77.2 with a change from last year of 41.7%

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Monthly & YTD AirDNA Data December 2022

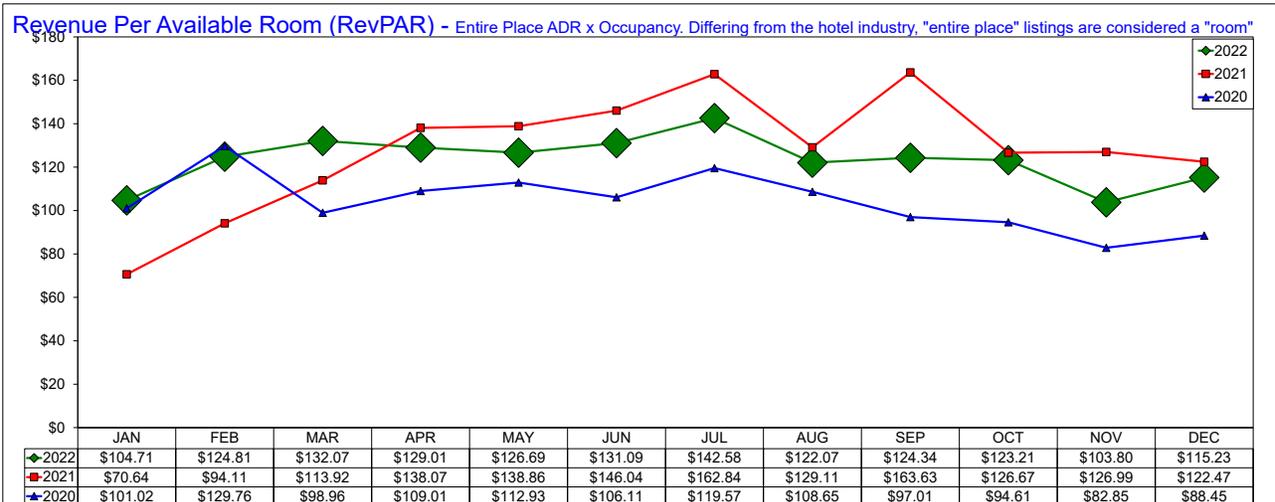
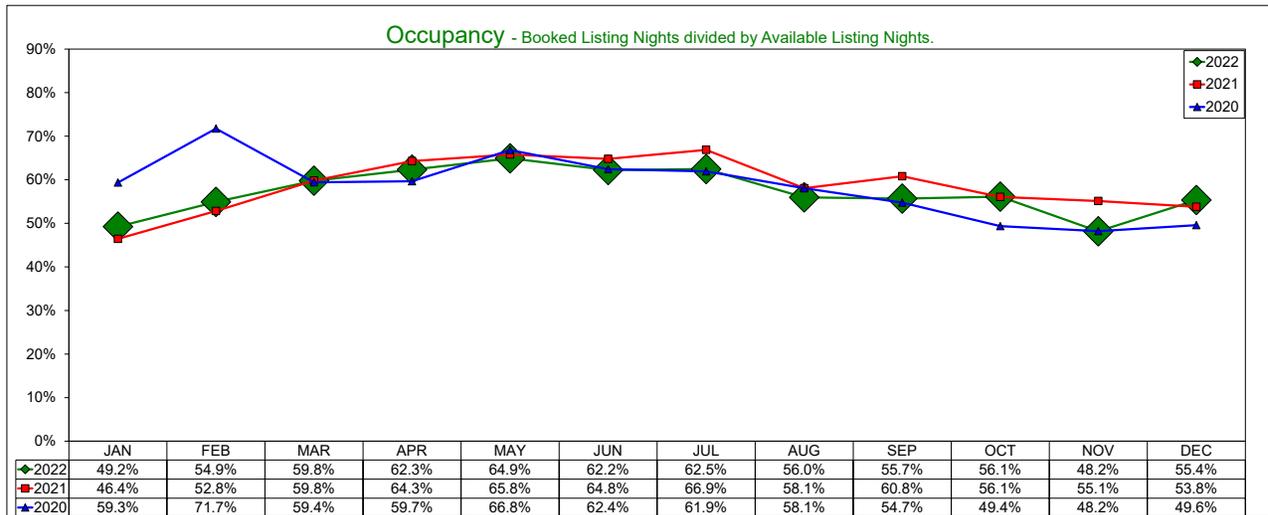
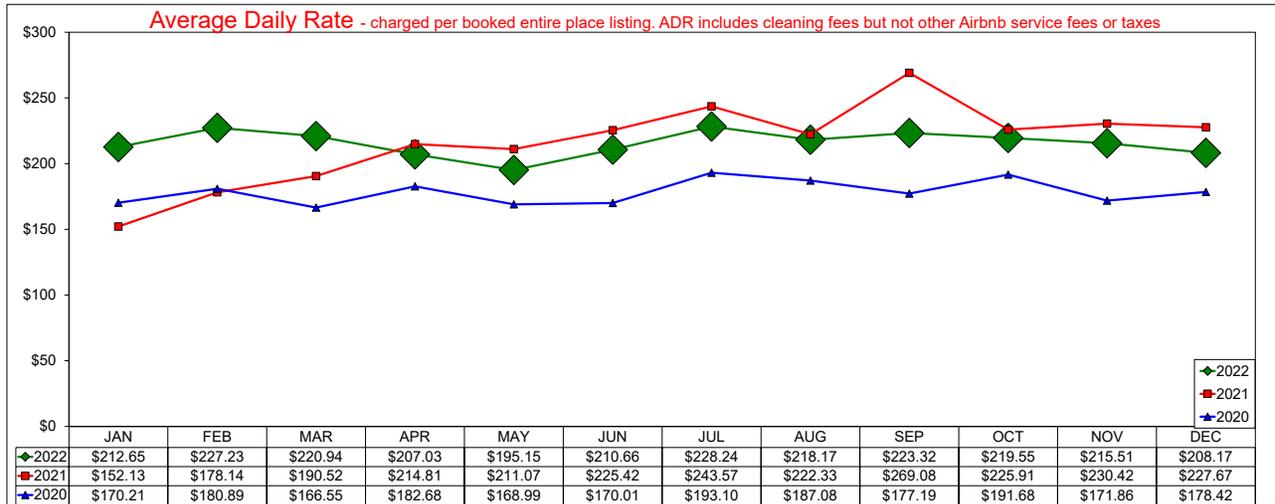
Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	212.65	39.8%	212.65	39.8%	49.2%	6.0%	49.2%	6.0%	104.71	48.2%	104.71	48.2%
FEBRUARY	227.23	27.6%	219.59	34.7%	54.9%	4.0%	51.8%	5.9%	124.81	32.6%	113.72	42.6%
MAR	220.94	16.0%	220.11	26.3%	59.8%	0.0%	54.6%	3.3%	132.07	15.9%	120.25	30.5%
APRIL	207.03	-3.6%	215.98	14.7%	62.3%	-3.1%	56.8%	0.9%	129.01	-6.6%	122.77	15.8%
MAY	195.15	-7.5%	210.11	8.5%	64.9%	-1.3%	58.9%	1.0%	126.69	-8.8%	123.77	9.6%
JUNE	210.66	-6.5%	210.23	5.8%	62.2%	-3.9%	59.6%	0.6%	131.09	-10.2%	125.24	6.4%
JULY	228.24	-6.3%	213.21	3.7%	62.5%	-6.6%	60.0%	-0.4%	142.58	-12.4%	128.00	3.2%
AUGUST	218.17	-1.9%	213.85	3.0%	56.0%	-3.7%	59.5%	-0.9%	122.07	-5.5%	127.20	2.1%
SEPTEMBER	223.32	-17.0%	214.95	0.1%	55.7%	-8.4%	59.0%	-1.9%	124.34	-24.0%	126.84	-1.7%
OCTOBER	219.55	-2.8%	215.44	-0.3%	56.1%	0.1%	58.7%	-1.6%	123.21	-2.7%	126.44	-1.8%
NOVEMBER	215.51	-6.5%	215.44	-1.0%	48.2%	-12.6%	57.6%	-2.5%	103.80	-18.3%	124.20	-3.4%
DECEMBER	208.17	-8.6%	214.82	-1.7%	55.4%	2.9%	57.4%	-1.9%	115.23	-5.9%	123.40	-3.6%

Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.37	25.6%	102.37	25.6%	55.2%	19.6%	55.2%	19.6%	56.53	50.2%	56.53	50.2%
FEBRUARY	109.56	12.8%	105.73	19.8%	59.6%	8.7%	57.2%	15.4%	65.32	22.6%	60.48	38.3%
MAR	112.45	20.0%	108.48	20.0%	61.4%	4.2%	58.8%	11.4%	68.99	25.1%	63.82	33.6%
APRIL	111.97	17.1%	109.70	19.2%	63.1%	3.0%	60.2%	9.0%	70.64	20.7%	66.09	29.9%
MAY	114.97	13.0%	111.44	18.3%	71.4%	9.5%	63.5%	11.1%	82.05	23.7%	70.78	31.4%
JUNE	116.12	10.6%	112.46	17.4%	64.7%	6.3%	63.8%	10.5%	75.16	17.5%	71.72	29.7%
JULY	116.76	10.4%	113.09	16.3%	57.1%	-10.2%	62.7%	7.2%	66.65	-0.8%	70.90	24.6%
AUGUST	117.87	13.6%	113.63	16.0%	58.1%	-7.7%	62.1%	5.4%	68.50	4.9%	70.61	22.2%
SEPTEMBER	119.24	8.9%	114.19	14.9%	54.5%	-13.8%	61.3%	3.1%	64.95	-6.2%	69.97	18.5%
OCTOBER	120.14	8.1%	114.75	13.9%	56.9%	-3.8%	60.8%	2.4%	68.41	4.0%	69.81	16.6%
NOVEMBER	114.17	-4.5%	114.71	11.7%	49.5%	-12.2%	59.9%	1.4%	56.56	-16.1%	68.69	13.2%
DECEMBER	104.29	-4.2%	114.00	10.4%	54.0%	-0.3%	59.4%	1.4%	56.35	-4.5%	67.76	12.0%

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

AirDNA - Entire Place December 2022

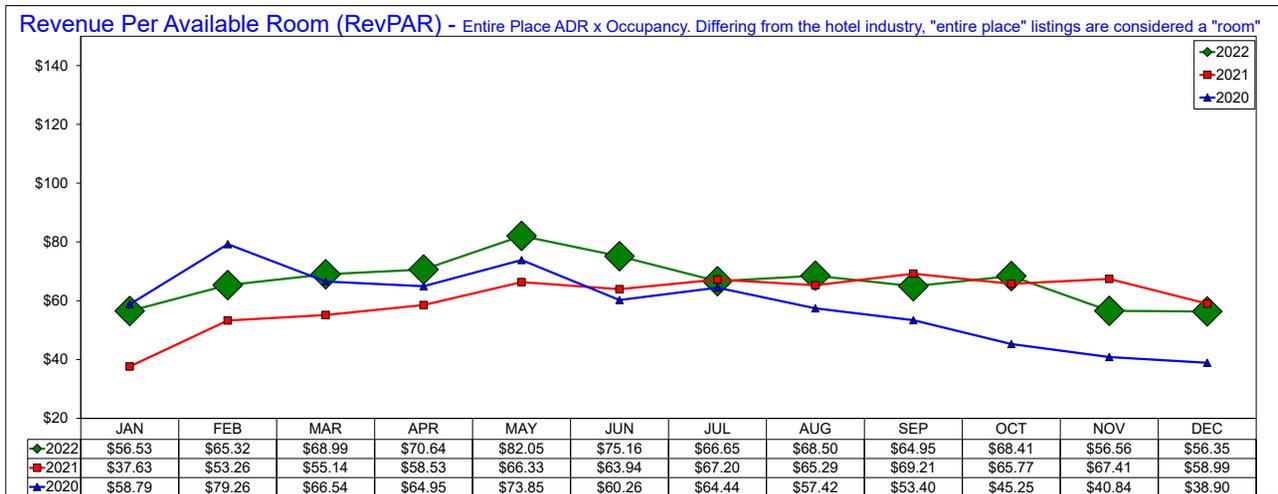
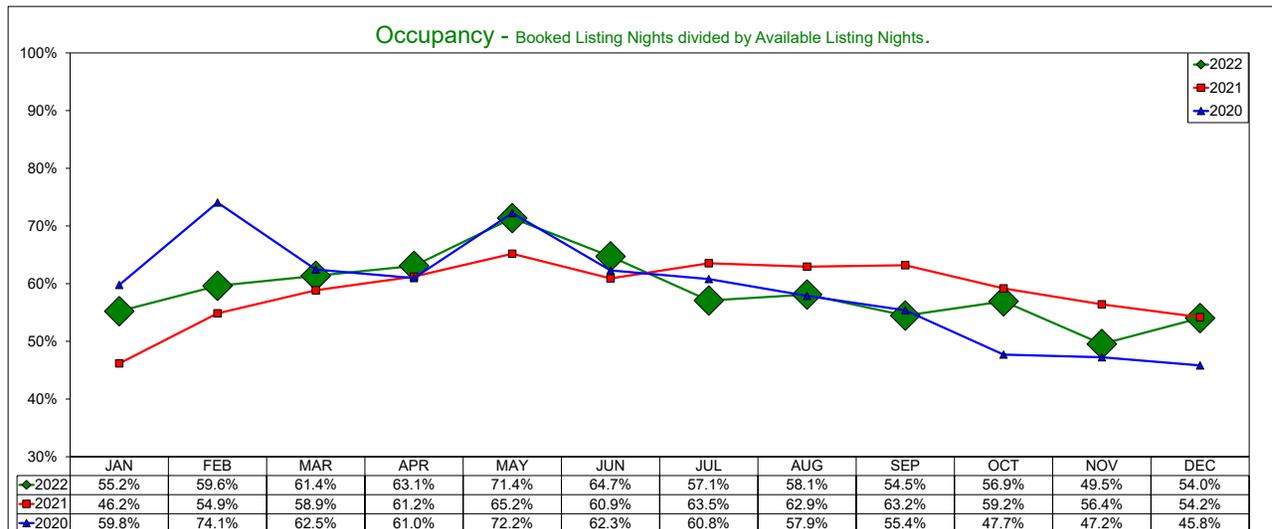
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

December 2022

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



2022 - 2021 - 2020 COMPARISON
Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2022	2021	2020	2022	2021	2020	2022	2021	2020
January	54.00	37.62	64.85	99.60	69.98	115.88	53.82	26.33	75.15
February	64.50	46.20	72.06	107.53	75.17	116.84	69.37	34.73	84.20
March	71.00	58.30	43.72	110.73	80.20	95.92	78.63	46.75	41.94
April	74.50	58.00	22.59	118.59	86.32	62.74	88.29	50.05	14.17
May	71.20	62.10	27.10	118.46	92.37	63.06	84.36	57.39	17.11
June	74.30	65.60	33.37	117.19	98.71	71.23	87.02	64.73	23.77
July	66.30	65.60	34.32	112.72	98.71	71.64	74.73	64.73	24.59
August	66.30	59.60	39.74	115.10	99.00	74.62	76.28	59.05	29.65
September	70.30	59.60	44.01	120.02	103.46	78.29	84.36	61.66	34.46
October	75.00	66.20	43.17	125.15	104.50	83.41	93.87	69.17	36.01
November	63.20	64.10	35.68	116.57	106.32	72.00	73.62	68.17	25.69
December	57.90	55.60	36.54	107.20	98.35	68.83	62.08	54.65	25.15



DATE: February 20, 2023
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – January Data

STR

Irving's hotel occupancy rate for January was 62.4%, which is higher than the US. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 15.6%, while Texas figures increased 10.7% and the US figures increased 10.9% for the month. Demand for the current period increased 16.7%, and YTD has increased 16.7% over last year, while STR data reflects a 15.6% increase for the current period and a 15.6% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$116.24, up 16.4% in January compared to last year, leaving Irving's YTD average daily rate at \$116.24, up 16.4% over last year.

As you review the current data, please remember that this time last year, confidence in traveling had not yet completely 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 602 available listings in Irving which was a 38.7% increase in listings over last year's figure of 434. The average daily rate for January was \$202.11, which was a decrease of 4.96% over last year, with an occupancy percentage of 46.5%, which was a decrease of 5.48% compared to last year.

For the hotel comparable subset, the average daily rate for January was \$102.16, a decrease of .20% from last year, with occupancy at 49.9%, a decrease of 9.56% 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 2023

	Current Month - January 2023 vs January 2022												Year to Date - January 2023 vs January 2022											
	Occ %		ADR		RevPAR		Percent Change from January 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	52.8	47.6	142.14	123.85	75.01	58.95	10.9	14.8	27.3	27.8	0.4	11.4	52.8	47.6	142.14	123.85	75.01	58.95	10.9	14.8	27.3	27.8	0.4	11.4
Texas	56.3	50.8	110.03	96.12	61.93	48.86	10.7	14.5	26.8	27.6	0.7	11.5	56.3	50.8	110.03	96.12	61.93	48.86	10.7	14.5	26.8	27.6	0.7	11.5
Atlanta, GA	61.4	52.8	122.51	105.17	75.21	55.58	16.2	16.5	35.3	37.5	1.6	18.0	61.4	52.8	122.51	105.17	75.21	55.58	16.2	16.5	35.3	37.5	1.6	18.0
Arlington, TX	62.4	55.9	96.55	103.03	60.21	57.58	11.6	-6.3	4.6	6.4	1.7	13.5	62.4	55.9	96.55	103.03	60.21	57.58	11.6	-6.3	4.6	6.4	1.7	13.5
Charlotte, NC	57.0	46.5	118.50	98.07	67.57	45.56	22.7	20.8	48.3	47.8	-0.3	22.3	57.0	46.5	118.50	98.07	67.57	45.56	22.7	20.8	48.3	47.8	-0.3	22.3
Fort Worth, TX+	63.3	57.3	127.56	111.29	80.76	63.72	10.6	14.6	26.7	25.4	-1.0	9.4	63.3	57.3	127.56	111.29	80.76	63.72	10.6	14.6	26.7	25.4	-1.0	9.4
Frisco, TX+	63.6	47.5	153.03	136.66	97.32	64.97	33.8	12.0	49.8	50.2	0.3	34.1	63.6	47.5	153.03	136.66	97.32	64.97	33.8	12.0	49.8	50.2	0.3	34.1
Grapevine, TX+	68.7	51.0	188.41	174.54	129.47	89.10	34.6	7.9	45.3	45.3	0.0	34.6	68.7	51.0	188.41	174.54	129.47	89.10	34.6	7.9	45.3	45.3	0.0	34.6
Irving, TX+	62.4	53.9	116.24	99.86	72.49	53.86	15.6	16.4	34.6	35.9	1.0	16.7	62.4	53.9	116.24	99.86	72.49	53.86	15.6	16.4	34.6	35.9	1.0	16.7
Nashville, TN	55.4	47.8	144.57	130.05	80.06	62.22	15.7	11.2	28.7	34.0	4.2	20.6	55.4	47.8	144.57	130.05	80.06	62.22	15.7	11.2	28.7	34.0	4.2	20.6
Phoenix, AZ	69.9	61.9	181.09	156.74	126.52	97.05	12.8	15.5	30.4	30.5	0.1	12.9	69.9	61.9	181.09	156.74	126.52	97.05	12.8	15.5	30.4	30.5	0.1	12.9
San Jose, CA+	56.4	45.8	155.27	119.14	87.50	54.59	23.0	30.3	60.3	81.7	13.4	39.5	56.4	45.8	155.27	119.14	87.50	54.59	23.0	30.3	60.3	81.7	13.4	39.5

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	69.6	143.30	99.71	56.2	117.11	65.77	US	47.7	40.2	107.0	28.6	8.6	39.6
Texas	65.7	105.97	69.67	59.2	92.24	54.60	Texas	49.7	38.6	107.5	30.3	6.3	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	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Grpvine	Nshville	Nshville	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	69.0	227.7	43.4	13.8	42.5
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	51.9	189.4	43.4	13.8	42.5
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: January 2023

	Current Month - January 2023 vs January 2022											
	Occ %		ADR		RevPAR		Percent Change from January 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	62.4	53.9	116.24	99.86	72.49	53.86	15.6	16.4	34.6	35.9	1.0	16.7
Luxury/Full Service Irving+	59.5	47.6	164.02	140.43	97.58	66.78	25.1	16.8	46.1	46.1	0.0	25.1
All Suite/Extended Stay Irving+	66.1	58.9	93.54	84.03	61.80	49.47	12.2	11.3	24.9	29.3	3.5	16.1
Limited Service Irving+	67.8	57.2	107.70	94.07	72.98	53.81	18.5	14.5	35.6	35.6	0.0	18.5
Budget Irving+	58.3	56.1	63.91	59.42	37.23	33.35	3.8	7.6	11.6	11.7	0.0	3.8
Las Colinas+	60.4	49.0	132.41	114.43	79.91	56.06	23.2	15.7	42.5	48.6	4.2	28.4
DFW North+	66.2	61.0	113.79	95.24	75.32	58.12	8.5	19.5	29.6	26.3	-2.5	5.7
DFW South+	61.3	53.3	94.37	85.81	57.84	45.78	14.9	10.0	26.3	26.4	0.0	14.9
Full Service Las Colinas+	53.8	38.8	206.63	182.25	111.12	70.70	38.6	13.4	57.2	57.2	0.0	38.6
Limited Service Las Colinas+	65.0	56.7	89.38	79.50	58.06	45.05	14.6	12.4	28.9	38.4	7.4	23.1
Full Service DFW North+	64.6	56.2	147.71	124.71	95.37	70.07	14.9	18.4	36.1	36.1	0.0	14.9
Limited Service DFW North+	67.3	64.3	91.06	78.00	61.32	50.12	4.8	16.7	22.3	17.1	-4.3	0.3
Full Service DFW South+												
Limited Service DFW South+	60.1	53.4	86.21	79.64	51.81	42.51	12.6	8.2	21.9	21.9	0.0	12.7

	Year to Date - January 2023 vs January 2022											
	Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	62.4	53.9	116.24	99.86	72.49	53.86	15.6	16.4	34.6	35.9	1.0	16.7
Luxury/Full Service Irving+	59.5	47.6	164.02	140.43	97.58	66.78	25.1	16.8	46.1	46.1	0.0	25.1
All Suite/Extended Stay Irving+	66.1	58.9	93.54	84.03	61.80	49.47	12.2	11.3	24.9	29.3	3.5	16.1
Limited Service Irving+	67.8	57.2	107.70	94.07	72.98	53.81	18.5	14.5	35.6	35.6	0.0	18.5
Budget Irving+	58.3	56.1	63.91	59.42	37.23	33.35	3.8	7.6	11.6	11.7	0.0	3.8
Las Colinas+	60.4	49.0	132.41	114.43	79.91	56.06	23.2	15.7	42.5	48.6	4.2	28.4
DFW North+	66.2	61.0	113.79	95.24	75.32	58.12	8.5	19.5	29.6	26.3	-2.5	5.7
DFW South+	61.3	53.3	94.37	85.81	57.84	45.78	14.9	10.0	26.3	26.4	0.0	14.9
Full Service Las Colinas+	53.8	38.8	206.63	182.25	111.12	70.70	38.6	13.4	57.2	57.2	0.0	38.6
Limited Service Las Colinas+	65.0	56.7	89.38	79.50	58.06	45.05	14.6	12.4	28.9	38.4	7.4	23.1
Full Service DFW North+	64.6	56.2	147.71	124.71	95.37	70.07	14.9	18.4	36.1	36.1	0.0	14.9
Limited Service DFW North+	67.3	64.3	91.06	78.00	61.32	50.12	4.8	16.7	22.3	17.1	-4.3	0.3
Full Service DFW South+												
Limited Service DFW South+	60.1	53.4	86.21	79.64	51.81	42.51	12.6	8.2	21.9	21.9	0.0	12.7

AirBNB Data

	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
	Entire Place	46.5	49.2	202.11	212.65	94.06	104.71	-5.48	-4.96	-10.17	1.2	14.5	11.8	46.5	49.24	202.11	212.65	94.06	104.71	-5.48	-4.96	-10.17	1.2	14.5
Hotel Comparable	49.9	55.22	102.16	102.37	51.02	56.53	-9.56	-0.20	-9.75	2.3	13.4	2.5	49.9	55.22	102.16	102.37	51.02	56.53	-9.56	-0.20	-9.75	2.3	13.4	2.5

Available Listings	2023	2022	% Chg
Entire Place	367	271	35.4
Private Room	168	109	54.1
Shared Room	67	54	24.1
Total Available Listings	602	434	38.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12872	11444
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	31	30	3620	3513
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2435	1714
Las Colinas+	32	31	5485	5149
DFW North+	24	24	3863	3863
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	20	20	2274	2274
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240							
March	71.0	282,761	728,001							
April	74.5	286,896	1,014,897							
May	71.2	280,494	1,295,391							
June	74.3	283,046	1,578,437							
July	66.3	265,307	1,843,744							
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

Irving, Texas & United States Comparison

January 2023

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	115.74	21.0%		Occupancy	68.1%	14.5%		RevPAR	78.77	38.6%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

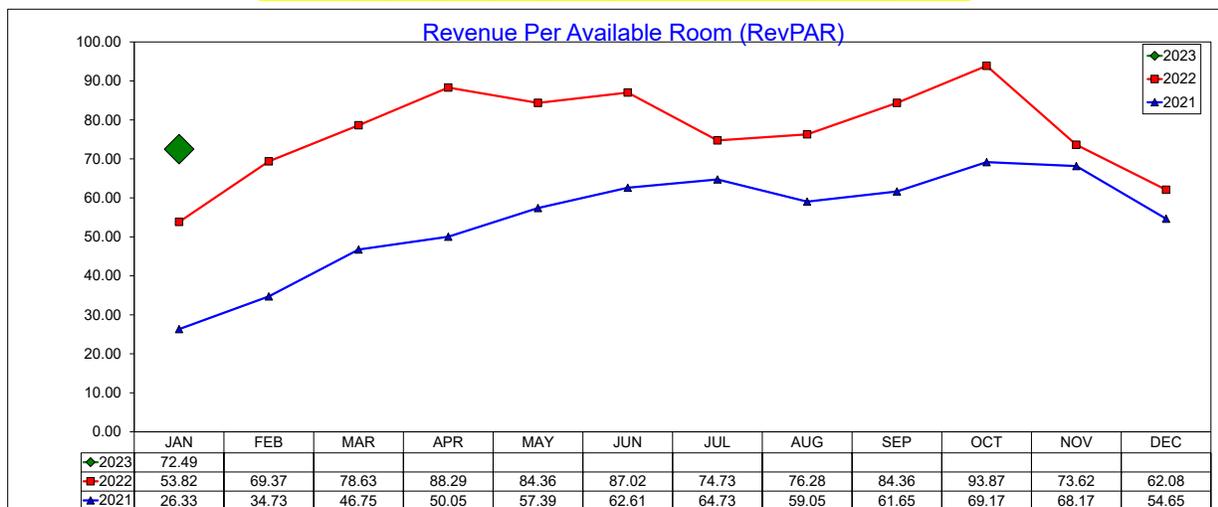
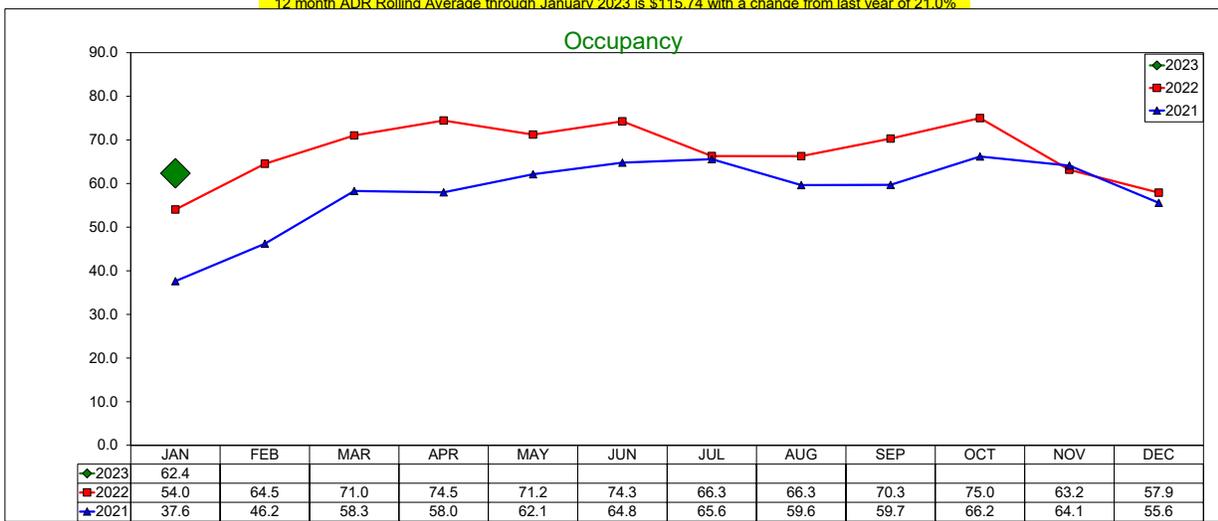
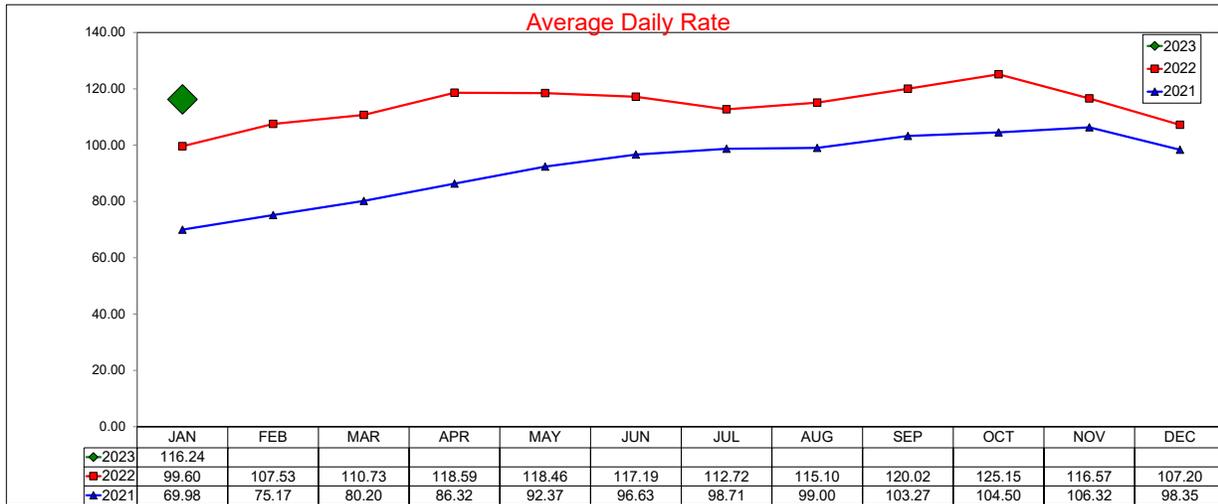
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

SOURCE: STR, INC. REPLICATION 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 2023



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

Monthly & YTD AirDNA Data

January 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

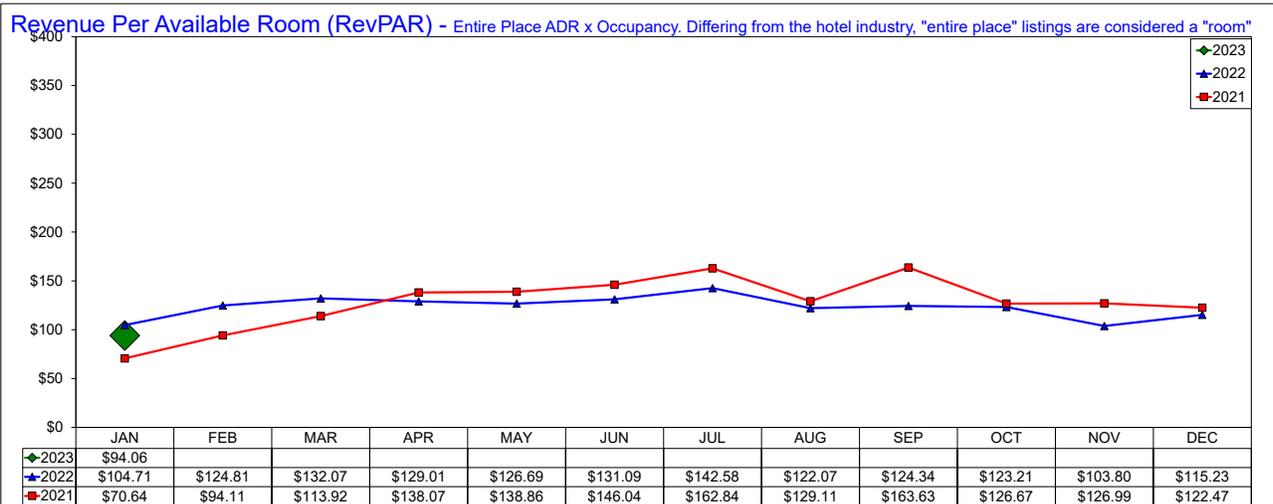
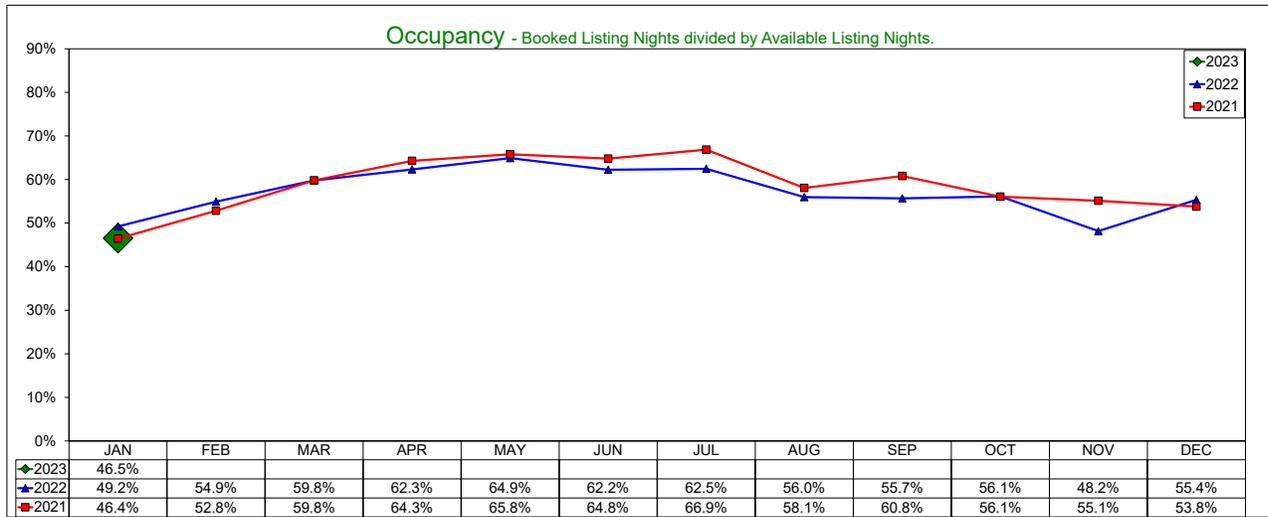
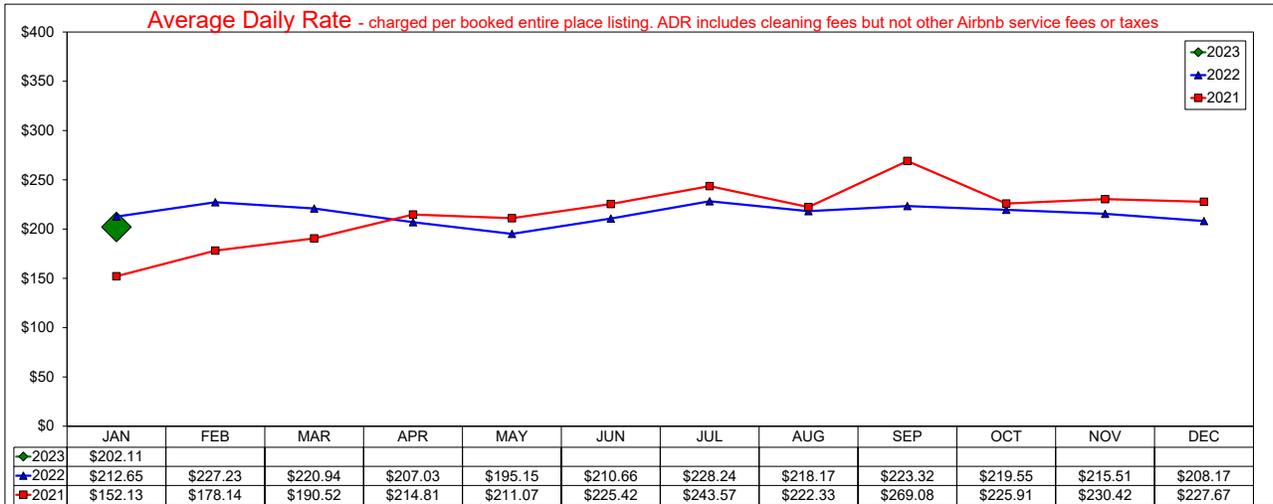
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

January 2023

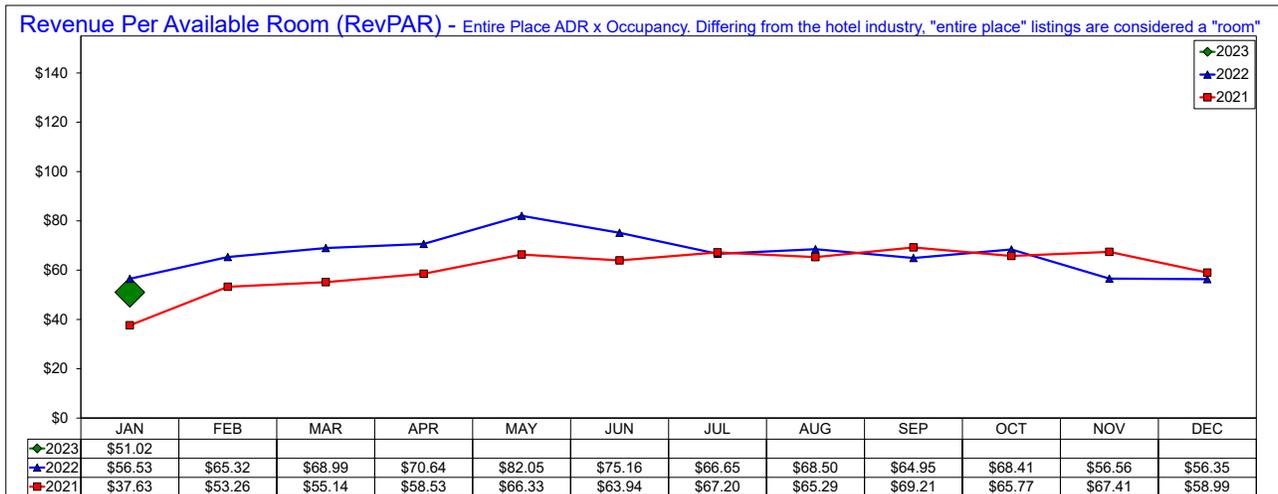
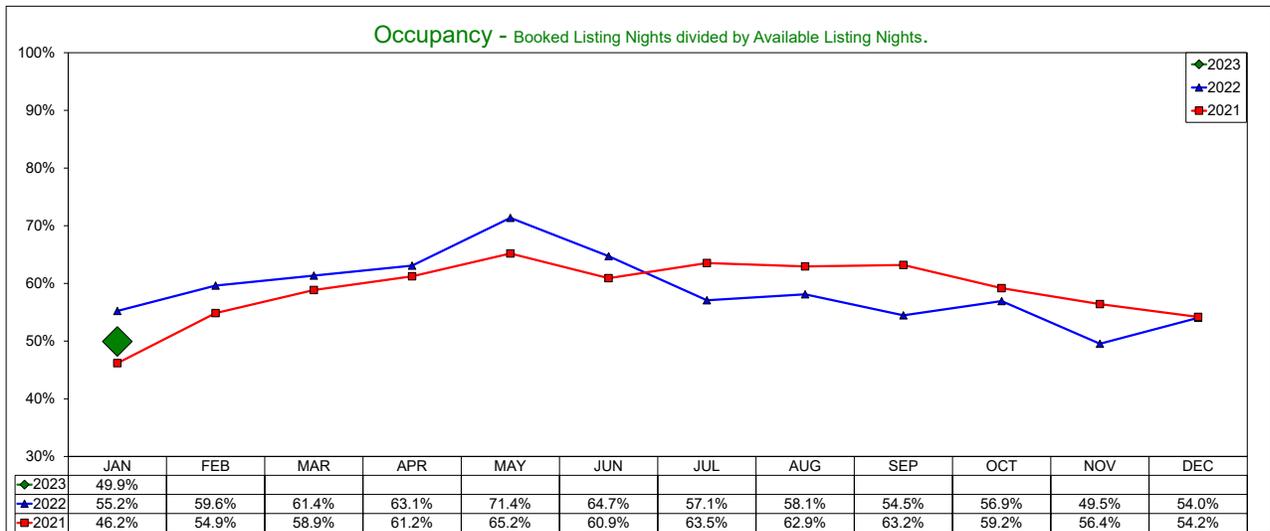
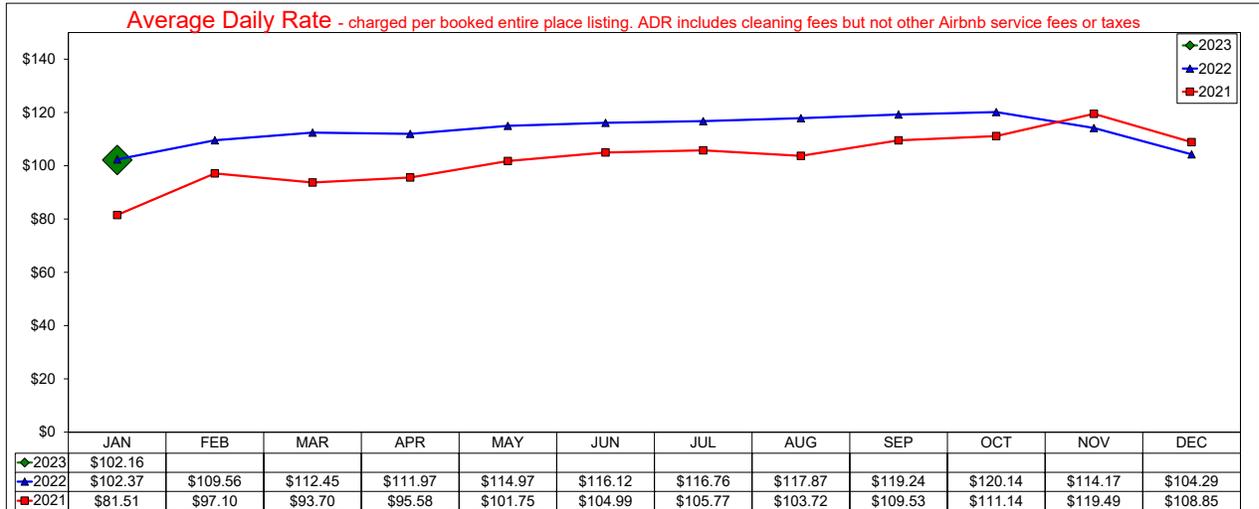
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

January 2023

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

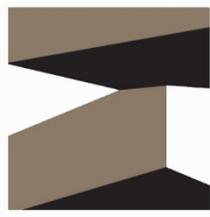


2023 - 2022 - 2021 COMPARISON
Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February		64.50	46.20		\$107.53	\$75.17		\$69.37	\$34.73
March		71.00	58.30		\$110.73	\$80.20		\$78.63	\$46.75
April		74.50	58.00		\$118.59	\$86.32		\$88.29	\$50.05
May		71.20	62.10		\$118.46	\$92.37		\$84.36	\$57.39
June		74.30	65.60		\$117.19	\$98.71		\$87.02	\$64.73
July		66.30	65.60		\$112.72	\$98.71		\$74.73	\$64.73
August		66.30	59.60		\$115.10	\$99.00		\$76.28	\$59.05
September		70.30	59.60		\$120.02	\$103.46		\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 27, 2023**

**CONVENTION CENTER
MANAGEMENT REPORTS**



**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

January 18, 2023

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Casey Villaseñor, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – December 2022**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	73,775	53,750	32,442	326,736	317,480	178,523
Ancillary Income	210,573	161,932	178,288	1,137,560	944,035	655,863
Total Event Income	284,348	215,682	210,730	1,464,296	1,261,515	834,386
Other Income	49,953	76,586	47,409	256,401	205,838	153,309
Adjusted Gross Income	334,301	292,268	258,139	1,720,697	1,467,353	987,695
Indirect Expenses	(630,347)	(562,928)	(414,824)	(1,869,291)	(1,767,019)	(1,471,656)
Net Income (Loss)	(296,046)	(270,660)	(156,685)	(148,594)	(299,666)	(483,961)

- Total direct event income consisted of rental, and service revenue from the sixteen revenue-producing events we had for the month: World Prayer, Embassy City Church, DFW Business Group, Texas Scorecard, TNP Holiday Party, FSG Electrical, Hispanic Chamber, UMANT, Javelin, City Service Awards, Dated Faded Worn, Sneaker Exit, FMS Mobile Pack, TechMedia and Battle of Texas.
- Other operating income includes December’s Westin garage rental, Enterprise’s rent, Music Factory concerts, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$67,419; due to the second repayment of the CARES ACT SS Deferral program and a higher premium amount due to our insurance provider based on a recent audit calculation on our facility.
- Overall, the ICC was over budget by \$25,386.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	310,080	221,760	245,798	1,424,338	1,183,439	787,627
Net Income/(Loss)	171,372	135,917	146,540	863,340	758,350	457,990
Net Income/(Loss) %	55.27%	61.29%	59.62%	60.61%	64.08%	58.15%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
17	56	12,136	43,368
Current Year	Current Year	Current Year	Current Year
15	45	5,561	25,807
Prior Year	Prior Year	Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
4,198	10,476	0	0%
Current Year	Current Year	This Month	Current Month
2,426	3,993	14	92.9%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
14	49
Current Year	Current Year
15	53
Prior Year	Prior Year

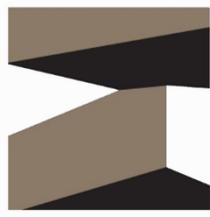
Target Industry Bookings

TechStrong – April 2023

January and February at a Glance

- January 4-13 Hilti
- January 14-15 Las Colinas Bridal Show
- January 14-18 ECI Sales Kickoff
- January 20 Prosperity Mint Meeting
- January 20-21 Hernco Annual Sales Meeting
- January 20-21 Boutique Bargains
- January 21 Transamerica Financial Advisors
- January 23-25 DECA
- January 26 State of the City Annual Banquet
- January 26-29 Texas Prime Meet
- February 2-5 My Hero Convention
- February 6-7 Rebel Athletic
- February 7 TDI Quarterly Meeting
- February 9 Financial Planning Association of DFW
- February 10 University of St. Augustine for Health Sciences
- February 10 Gateway Church
- February 11-12 Express Cheer
- February 13-18 Lifestyles Unlimited
- February 14-15 North Texas Commission
- February 20-21 Berkshire Hathaway Automotive
- February 22-24 Franklin Covey
- February 25 Sneaker Exit
- February 25 City of Irving Police Department

cc: Tom Meehan, General Manager, ASM Global



**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

February 17, 2023

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Casey Villaseñor, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – January 2023**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	45,939	56,010	109,935	372,680	373,490	288,462
Ancillary Income	547,567	419,350	198,110	1,685,126	1,363,385	853,972
Total Event Income	593,506	475,360	308,045	2,057,806	1,736,875	1,142,434
Other Income	67,036	76,586	39,897	323,439	282,424	193,206
Adjusted Gross Income	660,542	551,946	347,942	2,381,245	2,019,299	1,335,640
Indirect Expenses	(620,769)	(573,390)	(482,681)	(2,490,069)	(2,340,409)	(1,954,339)
Net Income (Loss)	39,773	(21,444)	(134,739)	(108,824)	(321,110)	(618,699)

- Total direct event income consisted of rental, and service revenue from the thirteen revenue-producing events we had for the month. Total event income surpassed budget thanks to a strong showing from Hilti, ECI Sales Kickoff Meeting and District 7 DECA.
- Other operating income includes January’s Westin garage rental, Enterprise’s rent, transient parking revenue, & various commissions.
- Despite being over budget in indirect expenses, overall, the ICC came in under budget by \$61,217.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	827,367	628,680	239,668	2,251,704	1,812,119	1,027,296
Net Income/(Loss)	503,470	385,320	130,994	1,366,809	1,143,670	588,983
Net Income/(Loss) %	60.85%	61.29%	54.66%	60.70%	63.11%	57.33%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
12	68	15,368	58,736
Current Year	Current Year	Current Year	Current Year
18	63	9,589	35,396
Prior Year	Prior Year	Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,940	12,416	0	0%
Current Year	Current Year	This Month	Current Month
5,361	12,244	14	92.9%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
8	57
Current Year	Current Year
29	82
Prior Year	Prior Year

Target Industry Bookings

Line Haul – June 2023

TD Industries – January 2023

February and March at a Glance

- February 2-5 My Hero Convention
- February 6-7 Rebel Athletic
- February 7 TDI Quarterly Meeting
- February 9 Financial Planning Association of DFW
- February 10 University of St. Augustine for Health Sciences
- February 10 Gateway Church
- February 11-12 Express Cheer
- February 13-18 Lifestyles Unlimited
- February 14-15 North Texas Commission
- February 20-21 Berkshire Hathaway Automotive
- February 22-24 Franklin Covey
- February 25 Sneaker Exit
- February 25 City of Irving Police Department
- February 26-March 1 Southern Baptist
- March 2-4 North Texas Teen Book Festival
- March 5 Delta Sigma Theta
- March 6-7 IISD – State of the District
- March 6-11 National Business Media
- March 8 US Department of Transportation
- March 15-18 Scrapbook Expo
- March 19 Sneaker Travelers
- March 22-26 National Guard Association of Texas
- March 26 Great American Franchise Expo
- March 27-29 Total Telecom
- March 28-29 SiFi Networks
- March 30 Independent Bankers Association

cc: Tom Meehan, General Manager, ASM Global

February 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Texas Prime Meet De finite 5 Rooms	Leadership for CVB Boards De finite 6 Rooms			My Hero Convention De finite 13 Rooms		
5	6	7	8	9	10	11
My Hero Convention De finite 7 Rooms	Rebel Athletic De finite 4 Rooms	TDI Quarterly Meeting De finite 3 Rooms		Financial Planning Ass... De finite 6 Rooms	University of St. Augu... De finite 2 Rooms	Express Cheer De finite 5 Rooms
12	13	14	15	16	17	18
Express Cheer De finite 6 Rooms	Lifestyles Unlimited De finite 12 Rooms	North Texas Diversity, Equity & Inclusio n Summit De finite 8 Rooms				
		ICVB Destination Deve... De finite 1st Floor Boardroom				
19	20 Presidents' Day	21	22	23	24	25
	Delta Sigma Theta Me... De finite 2 Rooms	Berkshire Hathaway Auto motive De finite 3 Rooms				Sneaker Exit De finite 4 Rooms
		Franklin Covey De finite 17 Rooms				Irving Police Depart m... De finite 2 Rooms
		City of Irving Boards &... De finite 2 Rooms				
Southern Baptists of Texas Evangelism Conference De finite 34 Rooms	27	28	1	North Texas Teen Book Festival De finite 11 Rooms	3	4

March 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
Southern Baptists of Texas Evangelism Conference De finite 34 Rooms			North Texas Teen Book Festival De finite 11 Rooms			
5	6	7	8	9	10	11
Delta Sigma Theta Br... De finite 7 Rooms	The NBM Show Graphics Pro Expo De finite 21 Rooms					
	IISD - State of the District De finite 4 Rooms		USDOT and Small Busi... De finite 6 Rooms			
12	13	14	15	16	17	18
		Half Associates c/o U... Tentative 1 Jr. Ballroom - A+B	Scrapbook Expo 2023 De finite 16 Rooms			
19	20	21	22	23	24	25
The Sneaker Travelers De finite Exhibit Hall A (all)		EXP Realty Training Ev... Tentative 1 Level 4	National Guard Association of Texas De finite 20 Rooms			
					Great American Franchise Expo De finite Exhibit Hall A (all)	
26	27	28	29	30	31	1
National Guard Associ... De finite 2 Rooms	Connected America De finite 7 Rooms			IBAT Luncheon De finite 4 Rooms	Express Cheer De finite 6 Rooms	
Great American Franch... De finite Exhibit Hall A (all)	ICVB Board of Directo... De finite Jr. Ballroom - C+D	SiFi Meeting De finite Boardroom			Richardson High Scho... De finite Level 4	
					Hi-Line Meetings De finite 16 Rooms	

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
National Guard Associ... De finite 2 Rooms	Connected America De finite 7 Rooms			IBAT Luncheon De finite 4 Rooms	Express Cheer De finite 6 Rooms	
Great American Franch... De finite Exhibit Hall A (all)	ICVB Board of Directo... De finite Jr. Ballroom - C+D	SiFi Meeting De finite Boardroom			Richardson High Scho... De finite Level 4	
					Hi-Line Meetings De finite 16 Rooms	
2	3	4	5	6	7	8
Express Cheer De finite 6 Rooms	Region 16 Education Service Center 2023 North Summit De finite 7 Rooms					National Catholic Edu... De finite 3 Rooms
		Women's Business Cou... De finite 8 Rooms	Breakfast with the Stars De finite Level 4			
9	10	11	12	13	14	15
National Catholic Education Association Conf De finite 28 Rooms					Legacy Dance De finite 4 Rooms	
					HCA Medical City Healt... Tentative 1 19 Rooms	Irving High School Pro... De finite 2 Rooms
16	17	18	19	20	21	22
Legacy Dance De finite 4 Rooms	2023 Regional A De finite 11 Rooms					
		TechStrong De finite 18 Rooms				
		USAT All-City Tentative 1 Jr. Ballroom - D	TASC Annual Conference De finite 21 Rooms			

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
Hillsdale College NLS De finite 9 Rooms			ID Life De finite 6 Rooms			
TASC Annual Conference De finite 6 Rooms			Southwest Drycleaners Association Cleaners Showcase De finite 11 Rooms			
				7x24 Exchange Confer... De finite 9 Rooms		
30	1	2	3	4	5	6
ID Life De finite 4 Rooms				Texas Cornhole Signature Series #4 De finite 7 Rooms		
2023 TEXSOM International Wine Awards De finite 9 Rooms						
Southwest Drycleaner... De finite 6 Rooms	Mastery Partners Business Transition Summit De finite 14 Rooms					
	NTBA De finite 6 Rooms					
			Citi Meeting Tentative 2 3 Rooms			
				NAACP Community Ou... Prospect 6 Rooms		

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
ID Life De finite 4 Rooms				Texas Cornhole Signature Series #4 De finite 7 Rooms		
2023 TEXSOM International Wine Awards De finite 9 Rooms						
Southwest Drycleaner... De finite 6 Rooms	Mastery Partners Business Transition Summit De finite 14 Rooms					
	NTBA De finite 6 Rooms					
			Citi Meeting Tentative 2 3 Rooms			
				NAACP Community Ou... Prospect 6 Rooms		
7	8	9	10	11	12	13
Texas Cornhole Signat... De finite 5 Rooms		ICVB Destination Deve... De finite 1st Floor Boardroom	Trampoline & Tumbling 2023 Elite Challenge De finite 4 Rooms			
		DFW Airport Tentative 1 9 Rooms	Weaver CPE Day De finite 4 Rooms	IISD - Salute to Service De finite 2 Rooms	The City of Irving's In ... Tentative 1 5 Rooms	Sam Houston Prom De finite 3 Rooms
14	15	16	17	18	19	20
Trampoline & Tumblin... De finite 3 Rooms	Neighborly Meeting De finite 11 Rooms					
			SouthWest Benefits Association Conference De finite 4 Rooms			
				Hall of Fame Dance Competition De finite 2 Rooms		
						Arlington Prom De finite 3 Rooms

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22	23	24	25	26	27
Hall of Fame Dance Co ... De finite 2 Rooms				Texas Frightmare Weekend De finite 8 Rooms		
2023 Regional B De finite 10 Rooms						
	ICVB Board of Directo ... De finite Jr. Ballroom - C+D	DFW Minority Supplier Showcase De finite 15 Rooms				
28	29 Memorial Day	30	31	1	2	3
Texas Frightmare Wee... De finite 8 Rooms		IES 2023 Quality Summit De finite 3 Rooms				
			A-Kon 2023 De finite 11 Rooms			

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 27, 2023**

**INDUSTRY REPORTS /
BOARD PARTNERS**

IAC PRESENTS

Celebration Series 2023

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ARTS
CENTER

Smithsonian
Affiliate

LES BALLET TROCADERO DE MONTE CARLO
February 17 / 7:30 PM



"Seriously Funny" - SEATTLE DANCES

SOUL OF AMERICA: A Tribute to Aretha Franklin
April 14 / 7:30 PM



*Warning! Uncontrollable dancing
in the aisles may occur.*

THE KINGDOM CHOIR
February 26 / 2:30 PM



*"After the Royal Wedding, a gospel choir
hit the Big Time!" - THE NY TIMES*

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U.S. TRAVEL ASSOCIATION®

MISSION

Increase travel to and within the United States

ACHIEVED BY

Establishing Travel as
Essential, Responsible

Advancing Seamless
and Secure Travel

Shaping Solutions to
Operational Challenges

Building a Strong Business:
Engagement, Team, Culture

AUDIENCES

Policymakers

Opinion Leaders

Business Leaders

FOCUS & ENGAGEMENT AREAS

Leisure

Business

Group

International

CAPABILITIES

Advocacy

Industry
Education

Research
and Insights

Collaborative
Industry Solutions

Convening

MEMBER VALUE PROPOSITION

**Actively engage in shaping a thriving
and sustainable travel experience.**

U.S. Travel's unique mission is to increase travel to and within the United States.

We pursue this mission by establishing travel as essential and responsible, advancing seamless and secure travel, shaping solutions to operational challenges and building a strong business. By engaging with U.S. Travel, our members shape a thriving and sustainable travel experience.

ESTABLISH TRAVEL AS ESSENTIAL AND RESPONSIBLE

The travel industry supports **20+ million American jobs and is a critical component to the economic vitality of every community in the United States.** Leisure, business transient, group and international inbound travel each have a story to tell, and **it is U.S. Travel's opportunity to bring these stories to life.** Our 2023 priorities to establish travel as essential include:

- **Update all impact research to educate federal policymakers** on the economic, societal and diplomatic benefits to communities across the country
- **Reimagine the Travel Works program** and launch broad grassroots engagement to amplify the importance of the travel industry to local economies.
- **Highlight the extraordinary commitments** and specific activities the totality of **the travel industry is pursuing to enhance the sustainability of the travel experience.**
- **Establish the importance of transient and group business travel**—and increasing “bleisure” travel—in a post pandemic environment.
- **Shape implementation of the new Assistant Secretary of Commerce for Travel and Tourism** to streamline government processes and elevate industry priorities.

ADVANCE SEAMLESS AND SECURE TRAVEL

Because travel is essential, **we must establish increasing travel as a priority for policymakers and business leaders alike.** Removing frictions in the travel experience will drive growth in each travel category. Our 2023 priorities to advance seamless and secure travel include:

- **Eliminate staggering visitor visa delays** in top source markets across the globe.
- **Make the air travel experience more reliable** through the 2023 FAA reauthorization process with a focus on staffing, next generation technology, security, infrastructure and sustainability.
- **Develop traveler experience expertise** through research and data analysis to focus our advocacy on the most meaningful solutions and better inform policymakers and industry.
- **Engage industry, security and facilitation experts** to reimagine the air travel experience.
- **Develop a gameplan** to ensure that billions of dollars in infrastructure funding are **targeted at the greatest areas of need within the travel experience.**

SHAPE SOLUTIONS TO OPERATIONAL CHALLENGES

As we increase travel, **the industry must possess the resources to effectively and responsibly manage demand.** While these issues—including workforce, sustainability, inclusivity and emergency preparedness—are bigger than any one industry, U.S. Travel will shape solutions favorable to travel. Our 2023 priorities include:

- **Expand and modify the H2B program and develop a targeted immigration program for travel industry,** support policy solutions to remedy the pilot shortage and provide forums to educate the industry on workforce related topics.
- **Assess the industry's pandemic response and create a strategy to best position the industry** for future public health challenges and other emergency situations.
- **Convene industry to determine strategy and positioning** on issues related to over-tourism, industry footprint.

BUILD A STRONG BUSINESS: ENGAGEMENT, TEAM, CULTURE

Building a strong business—including bolstering resources, engagement, talent and culture—are prerequisites to achieving our external priorities. Our 2023 priorities to build a strong business include:

- **Launch member-populated subject matter expert advisory boards** in the areas of international inbound, group and transient business travel to identify challenges/opportunities and prioritize activities to increase travel within each segment.
- **Continue to drive IPW's recovery and develop five-year strategic plan,** including assessing opportunities to expand beyond the international travel segment.
- **Address necessary internal capabilities and build organizational structure** to establish U.S. Travel as issue expert, value-diversified and uniquely capable at advancing the industry's agenda.
- **Seek opportunities to expand the value provided to members** in the areas of events, research and education.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 27, 2023**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

Dear Mauna &
Staff,
Thank you for your
donation to Maunakea
in memory of Gene, we
appreciate your kindness.

WE DEEPLY APPRECIATE
YOUR KIND EXPRESSION OF SYMPATHY
IN OUR GREAT TIME OF SORROW.
THANK YOU FOR KEEPING US IN YOUR THOUGHTS
AND PRAYERS.

THE FAMILY
OF
GENE DEMONBREUN OLAFSEN





January 31, 2023

Irving Convention Center and Visitors Bureau Board of Directors and staff
Maura A. Gast, Executive Director
500 W Las Colinas Blvd.
Irving TX 75039

Dear Maura,

Thank you very much for the gift of \$50.00 by the directors and staff to MainStage Irving Las Colinas in memory of Gene Olafsen.

We are so grateful to Gene and all she did to promote MainStage, the ICT Guild, and the arts within the Irving Community. She will be dearly missed by everyone here.

I will let her family know of your gift in her memory. The amount will be kept confidential.

Sincerely,

Steven M Merrill

Board President
MainStage Irving-Las Colinas

Irving Community Theatre dba MainStage Irving Las-Colinas is an IRS 501 (c)(3) tax exempt organization (EIN 75-1591947). No goods or services were provided in return for this donation.

DAILY ROUNDUP

Convention Centers Not Fully Recovered, Worker Shortages Hit Construction Firms, Mortgage Rates Rise

What You Need To Know To Start Your Day



Convention centers including the one in Las Vegas have yet to return to pre-pandemic attendance, according to a report from an analytics firm. (Getty Images)

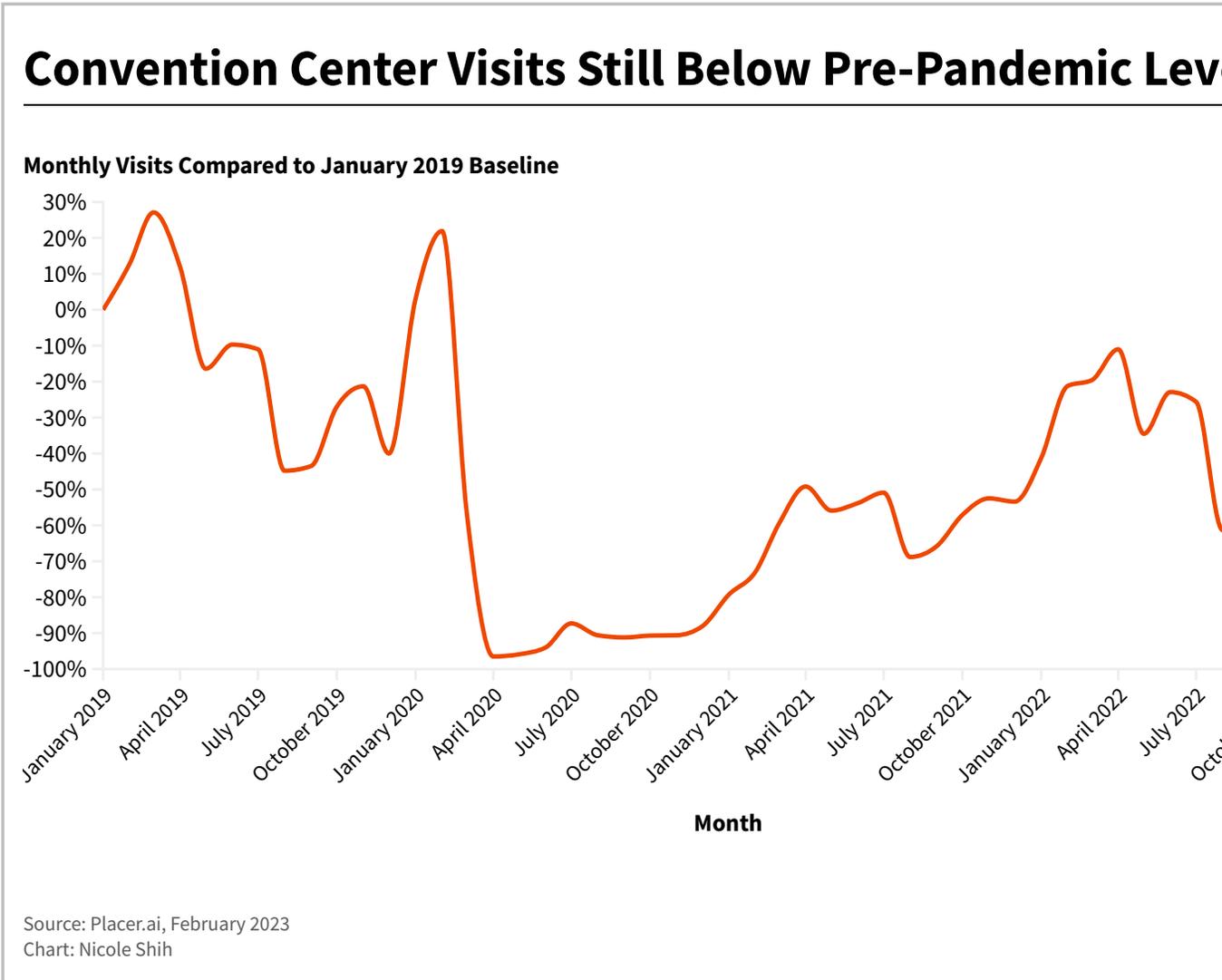
By **Lou Hirsh**
CoStar News

February 20, 2023 | 9:43 P.M.

Convention Centers Not Fully Recovered

Big-city convention centers, significant generators of demand for nearby hotels, stores, restaurants and other support businesses, have yet to return to pre-pandemic attendance levels despite a general recovery in corporate and leisure travel, according to analytics firm Placer.ai.

Analysts said convention centers began to show signs of recovery in the first half of 2021 from shutdowns created by conference cancellations that began with pandemic-related travel restrictions arising in March 2020. However, convention center visits were still 14.6% below pre-pandemic levels in June 2022, with the gap narrowing slightly to 14.2% in December 2022.



In January, convention attendance was 25.3% below the pre-pandemic level for the same month of 2020. A new Placer.ai report cited trends including the rising popularity of hybrid conferences, which are held in person with virtual formats.

Many participants to remotely, which may represent a “new normal” for the convention industry, similar to what’s happening with corporate offices.

“But the stalling recovery may also be due to temporary setbacks related to the wider macro-economic situation, which is driving many large companies to reign in their travel budgets until the current headwinds blow over,” Place.ai analysts said in the report released Feb. 16.

Researchers said the shifting environment was epitomized by January's Consumer Electronics Show in Las Vegas, traditionally among the world's largest technology-related conventions. The show drew 175,000 visitors in 2019, but that dropped to 40,000 in 2022 as COVID surges encouraged many to attend the conference virtually.

Attendance rebounded at this year's show but fell short of pre-pandemic attendance at around 100,000.

LOCAL GOVERNMENT

Fort Worth's convention center's expansion is on again – with a \$701 million price tag. Here's how the city will pay for it

by Rachel Behrndt
February 9, 2023 4:45 pm



The Fort Worth Convention Center was built in 1966. (Rodger Mallison | Fort Worth Report)

Fort Worth's convention center expansion has had its share of setbacks.

City leaders began discussing the project over a decade ago. Under the original plans, phase one of the expanded Fort Worth Convention Center should be nearing completion this year. But then COVID-19 came and Fort Worth's culture and tourism

fund — the source of the project’s funding – took a big hit. Tourism revenue decreased by about \$11 million between 2019 and 2020.

About \$52 million in federal funds restarted the project. The money comes from the [American Rescue Plan Act](#), a \$1.9 trillion law designed to help the country recover from the pandemic. The infusion of federal funds will pay for over half of the first part of construction.

Mike Crum, director of Fort Worth’s public events department, started working for Fort Worth Feb. 3, 2020 – about a month before the pandemic began to emerge in the U.S.. His first meeting was with the advisory committee for the convention center expansion.

“We had one meeting,” Crum said. “Then we had to shelve the whole thing.”

The delay and other factors, such as the planned realignment of Commerce Street and inflation, ballooned the estimated cost of the project by \$324 million, almost double the estimate in 2019.

The city is moving forward, though, because Fort Worth is in [desperate need](#) of a better convention center and expanded hotel options downtown, according to Bob Jameson, president and CEO of Visit Fort Worth.

The Fort Worth Convention Center currently struggles to compete with other cities for regional and national conferences. The city in phase two will demolish the arena attached to the convention center and expand exhibit halls, ballrooms and meeting spaces to make the city more competitive.

With federal dollars immediately available to the project, the city is preparing to finalize its plan to finance the rest of the project through debt.

“We would sell \$43 million in debt this May to flesh out the budget and that’ll permit us to move forward,” Crum said.

How do cities take on debt?

Cities can take on different kinds of debt depending on its purpose, according to the Texas Comptroller. Some require voter approval, such as [bond debt](#). Other types of debt such as certificates of obligation allow the city to issue debt quickly without voter approval. Both types of debt allow cities to pay for capital projects in the long term.

The role of hotel occupancy taxes

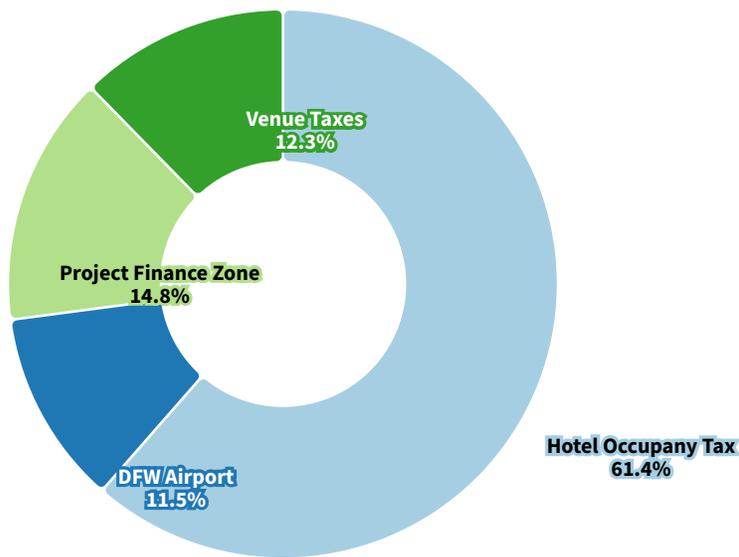
Cities often use debt to fund major construction projects through bond elections — voters [approved](#) a \$560 million bond in May 2022. And the city paid for its portion of [Dickies Arena’s](#) cost through [Special Tax Revenue Bonds](#) — a type of debt voters approved in Nov. 2014.

However, in both of those cases voters had the opportunity to vote on whether to approve the debt. That’s not the case for the convention center, at least in the first part of the project.

Hotel occupancy tax is the biggest contributor to the culture and tourism fund along with revenue collected from Dallas-Fort Worth Airport, hotel taxes paid around the Cultural District and Stockyards and, finally, venue taxes – such as for tickets and parking — which is the same revenue **approved** by voters in 2014 to fund construction of Dickies Arena.

Culture and tourism revenues projected to reach over \$63.5 million in 2023.

Hotel occupancy taxes make up the bulk of revenue to culture and tourism fund. Other funding sources include revenue from the cultural district and stockyards.



Source: City of Fort Worth • By: Rachel Behrndt

All of those taxes don’t need voter approval unless they have to be increased, Crum said. That could be the case for the second part of the project, which the city expects will cost \$606 million.

“We’ve not made any decisions or any recommendations, but, you know, we could bump the (hotel) occupancy tax another two percentage points,” Crum said.

City leaders will discuss any tax increases to pay for phase two of the project in October. Project leaders are continuously working on cost estimates for the second part of the project of the project, **according to a presentation** to Fort Worth’s City Council in January.

Hotel occupancy tax is the tax visitors to the city pay when they book hotel rooms. That tax is the primary source of revenue to the cultural and tourism fund, which finances **Visit Fort Worth** and partially finances Dickies Arena and **Will Rogers**

Memorial Center, Jameson said.

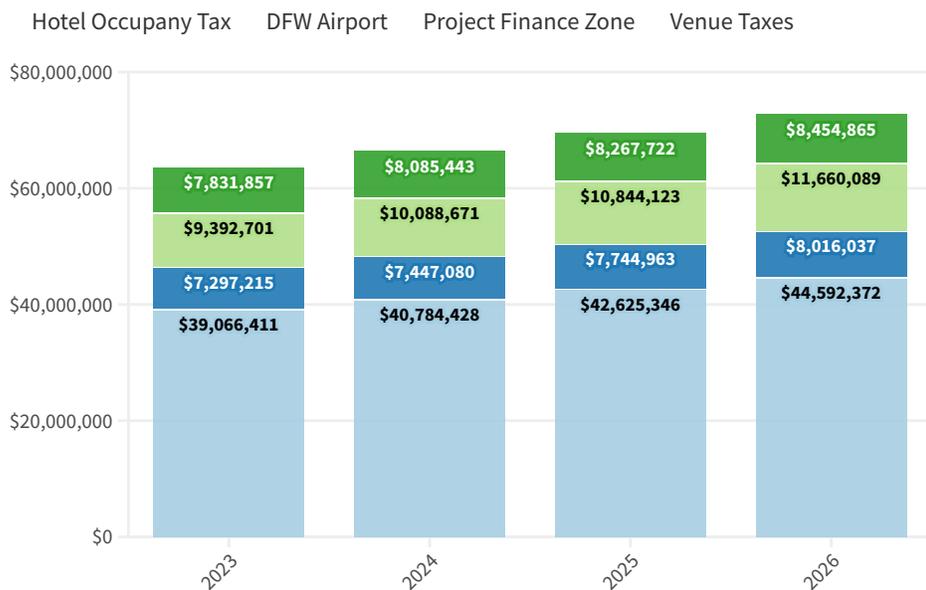
The city also could sell the naming rights to the convention center, an emerging trend – such as Dickies Arena and the American Airlines Center in Dallas – that has become more lucrative in the past decade, Crum said.

City staff will give a presentation about the \$43 million in debt it plans to take on this month, and is set to officially sell the debt in May.

The city also has revenue estimates for the culture and tourism funds for the next three years — funds the city will use to chip away at the debt it plans to take on for the project. The city expects to earn about \$272.2 million by 2026, with revenue estimates increasing at a pace of about \$3 million per year.

Projected revenues could increase by \$9.1 million by 2026

Hotel occupancy tax revenues make up the bulk of revenue to the culture in tourism fund. That money will partially be used to pay down debt from the convention center.



Source: City of Fort Worth • By: Rachel Behrndt

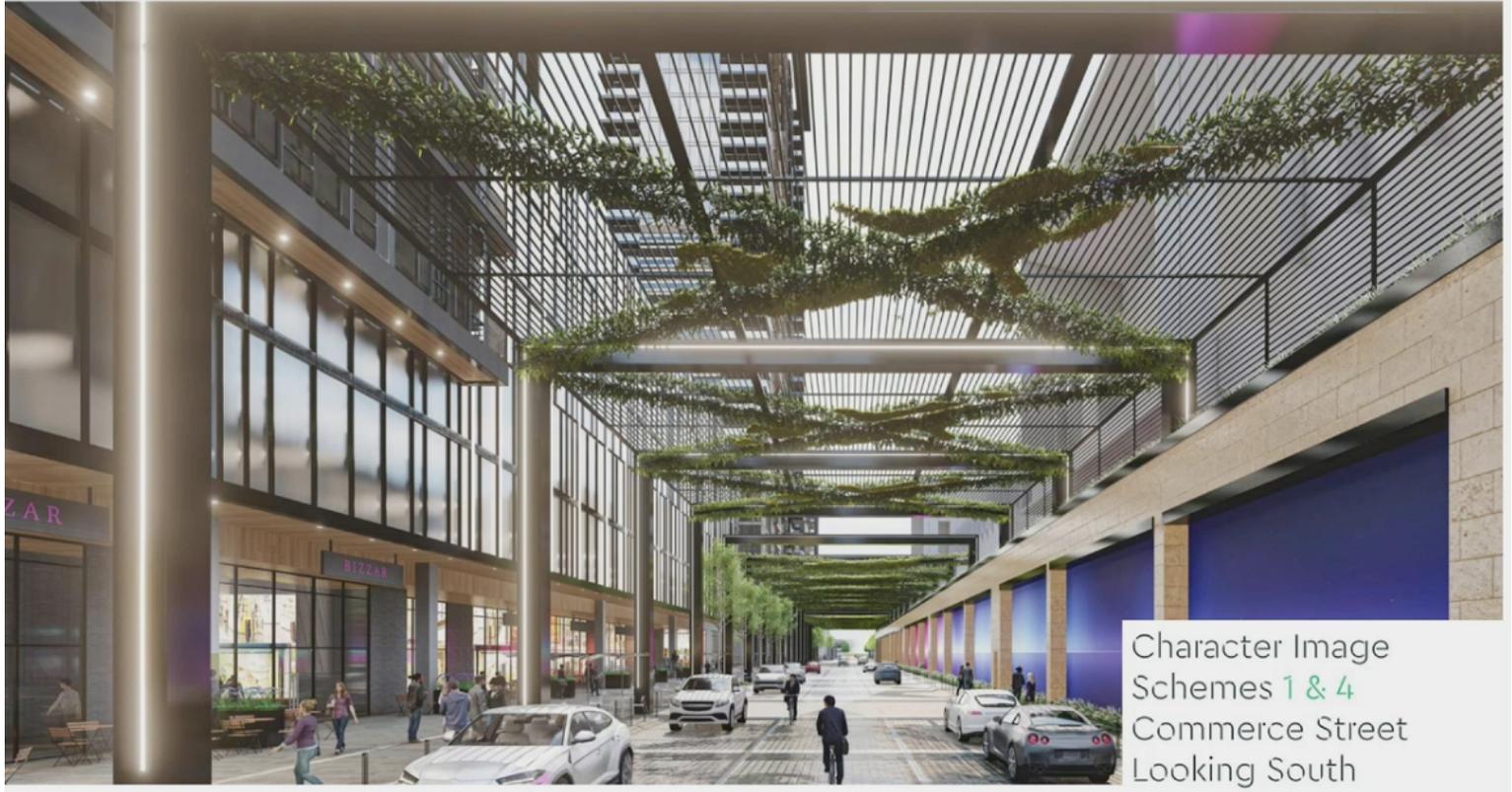
About \$3.9 million of these funds will be used to pay down the debt for the first phase of the convention center every year for 30 years.

Dallas is also giving its convention center a makeover

Fort Worth isn't the only convention center being redesigned that is coping with rising construction costs. Dallas recently **unveiled** a master plan for its new **Kay Bailey Hutchison Convention Center** with a new estimated price tag of \$3 billion.

Voters in Dallas **approved** a 2% increase in the city’s hotel occupancy tax in November to fund the convention center project and renovations in Fair Park.

While Fort Worth’s expansion won’t match the total rebuild Dallas is planning, it will allow the city to be more competitive in the race to attract regional meetings and compete for conventions on the national level, Crum said.



A rendering of commerce street adjacent to Fort Worth Convention Center. (Rachel Behrndt | Fort Worth Report)

Texas A&M University’s downtown expansion presents opportunity for redesign

Despite Fort Worth’s pandemic set backs thus far, in 2021 the project received a dose of synergy from **Texas A&M University’s planned downtown campus.**

The project’s advisory committee made adjustments to the project’s plan based on Texas A&M’s planned development. The city will rebuild the southeast entrance to the Fort Worth Convention Center, adding about \$10 million to the phase 1 budget, in response to Texas A&M’s investment in downtown, Crum said.

“From the beginning, city and county officials have talked to us about the two projects complementing one another. We see it that way, too,” Laylan Copelin, a spokesperson for Texas A&M University, said in a statement.

The downtown campus will face the convention center, the water gardens and a new convention center hotel. Urban designers are already at work planning the design of shared spaces such as roads, sidewalks and public spaces.

“All of these pieces need to be thought of together and that is very top of mind in every conversation I’ve been a part of,” Andy Taft, [president of Downtown Fort Worth Inc.](#), said.

Texas A&M also will invite large groups to Fort Worth for academic meetings, Taft said. That will create more room nights in the hotels surrounding the campus and convention center.

“There’s no question, those are two great synergies,” Taft said.

The convention center will have an economic impact on Fort Worth beyond the hotel rooms it will help fill, Jameson said. Tourism activity is expected to double as a result of the convention center’s expansion.

Visitors to the city spend more on food and beverage than they do on hotel rooms, all of that sales tax revenue flows into the city’s general fund to offset the costs of city services for residents, Jameson said.

“It’s a powerful segment of the Fort Worth economy and there’s an opportunity for it to grow and contribute more,” Jameson said.

Disclaimer: Visit Fort Worth COO Mitch Whitten sits on the Board of Directors of the Fort Worth Report. At the Fort Worth Report, news decisions are made independently of our board members and financial supporters. Read more about our editorial independence policy [here](#).

Rachel Behrnt is a government accountability reporter for the Fort Worth Report. Contact her at rachel.behrnt@fortworthreport.org or via [Twitter](#). At the Fort Worth Report, news decisions are made independently of our board members and financial supporters. Read more about our editorial independence policy [here](#).

Like | 5

February 2023

Navigating a New Normal in Business Travel & Commutes

The travel industry experienced plenty of stops and starts from 2019 onward. We check in on the lingering effects of the pandemic and take a closer look at evolving traveler behavior.



The travel industry was one of the hardest hit by the pandemic, with lockdowns, quarantines, and work-from-home mandates keeping people off of public transportation and flights. Business travel came to a halt, convention centers shut their doors, and public transit ridership took a dive as people became increasingly aware of social distancing. And though travel began to increase around [July 2021](#), the swiftly rising inflation and cost of living upended the budding recovery. After many stops and starts, COVID-19 surges, and inflationary pressures, how has traveler behavior shifted?

This white paper digs into the foot traffic data to understand the implications of these changes. We looked at two categories of business travel – frequent commutes, including transportation to and from the office, and more infrequent travel related to out-of-town business meetings and conventions. By analyzing visit trends to airports, public transportation hubs, convention centers, and offices, this report reveals how traveler behavior has evolved over the past three years. With the pandemic fading in the rearview mirror, we examine how business travel and commutes look in the new normal and try to predict what lies ahead for the industry.

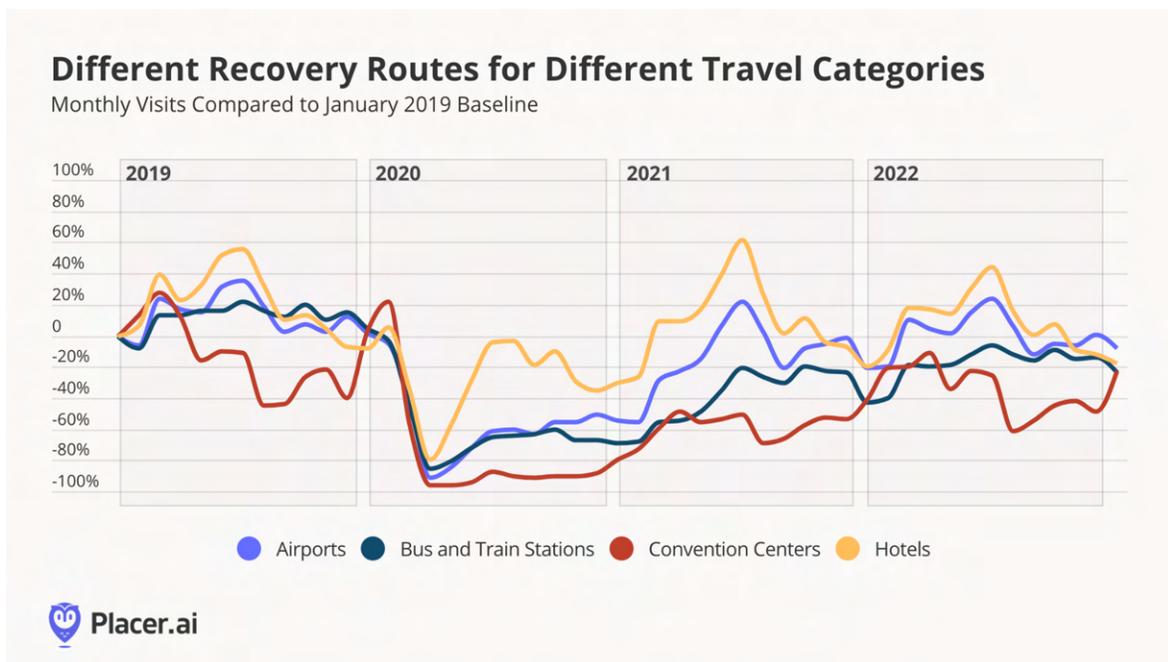
The State of Business Travel

To get a preliminary sense of the changes to the business travel landscape over the past three years, we analyzed four major travel sectors – airports, trains and buses, convention centers, and hotels. Foot traffic to these segments had ups and downs pre-pandemic, with airports and hotels showing fairly similar visitation trends, while visits to convention centers and bus and train stations showed different patterns. However, all four sectors were almost identically affected by the pandemic, with foot traffic plummeting in early 2020.

But these industries are rallying, for the most part, with some travel categories recovering their pre-pandemic foot traffic patterns while others still lag. Hotels have seen the strongest recovery, with consistent summer visit spikes and only minor downward trends in the inflation-marked fall and winter of 2022. Similarly, airports

have seen their visits [exceeding a January 2019 baseline](#) for much of 2022. Like hotels, however, airports also saw their traffic slow in late 2022 as the ongoing inflation led some would-be travelers to opt for alternative modes of transportation.

Buses and trains, meanwhile, experienced more dramatic lags in visit trends, as the persistent shift to hybrid work kept many people from using public transportation as frequently as they once did. The introduction of hybrid conferences – which offer both in-person and virtual attendance options – also seems to have impacted convention centers, which have also seen their visits remain stubbornly below 2019-levels.



Commuting in the Post-COVID Era

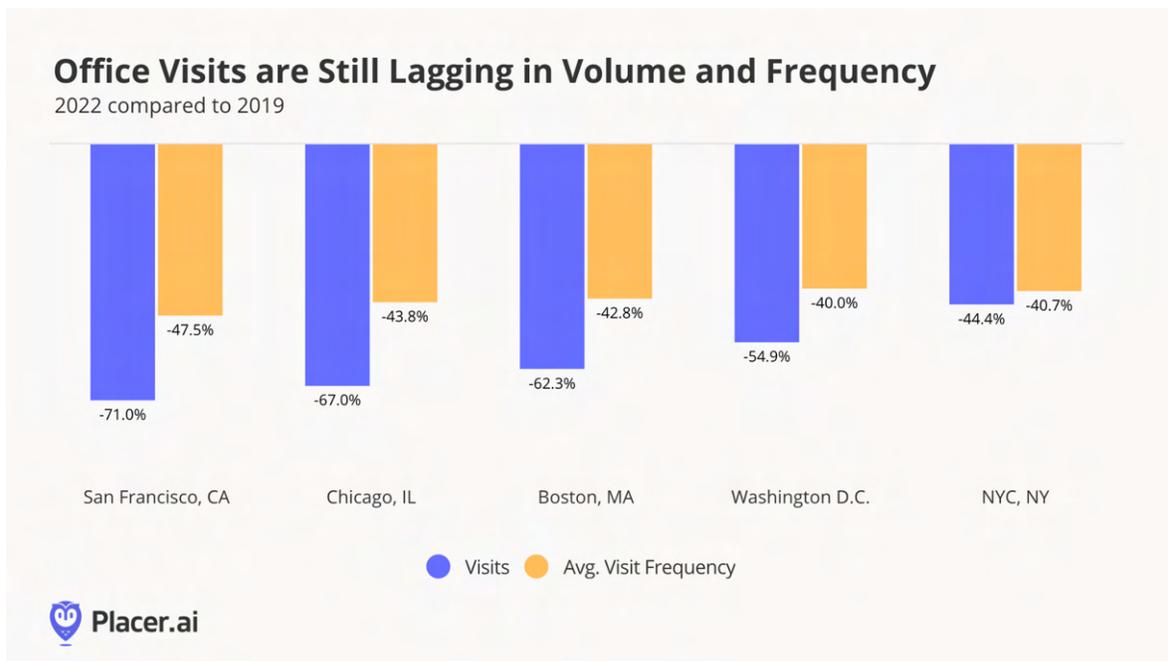
Office occupancy was dramatically impacted by COVID and the sector has been one of the slowest to recover its pre-pandemic foot traffic. While many speculated (or perhaps hoped) that post-pandemic, people would head back to the office five days a

week, the reality has been far more complex. Convincing workers to give up on their hybrid or remote work arrangements has been a hard sell, one that is reflected in visit data from the [Placer.ai Office Building Index](#).



Across the country, both visits and visit frequency are still significantly lower than they were in 2019 – although the office recovery is following different paths in different cities.

The index shows that foot traffic to offices is still far lower than it was before the pandemic. Across the country, both visits and visit frequency are still significantly lower than they were in 2019 – although the office recovery is following different paths in different cities.



San Francisco, CA, for example, saw an average of 71.0% fewer visits to its office buildings in 2022 than in 2019, while visit frequency was 47.5% lower for the same period. In contrast, New York City, NY saw its office visits down by 44.4% year-over-three-years (Yo3Y: 2022 compared to 2019). However, none of the analyzed cities have come close to exceeding their pre-pandemic visit patterns.

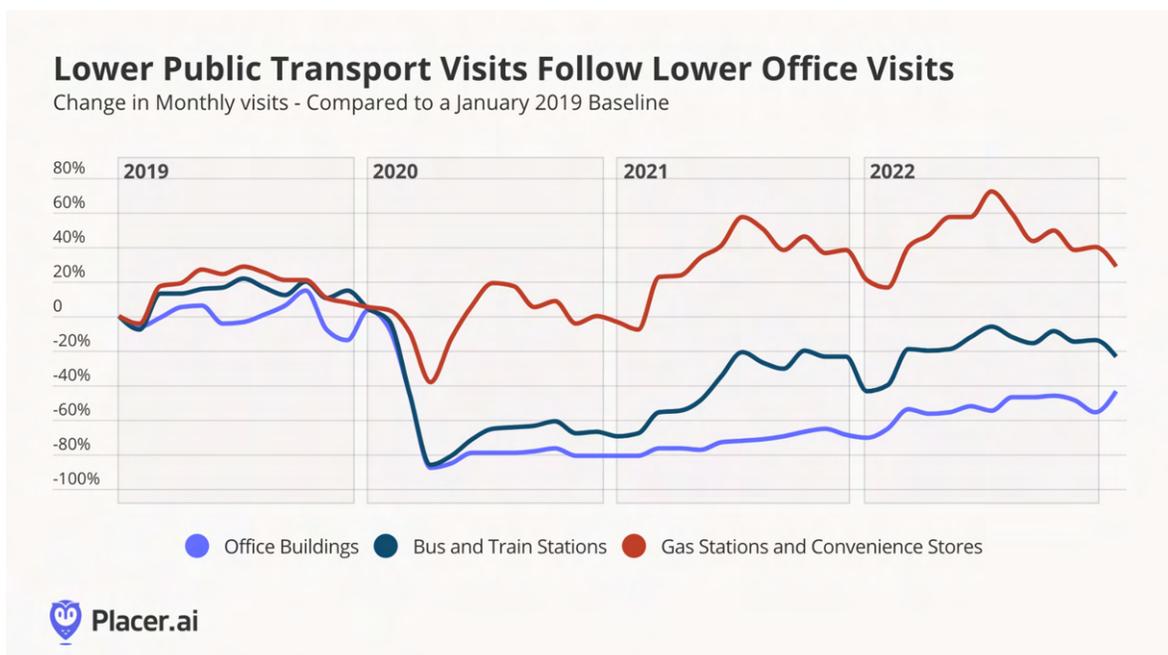
Journeying Through the Commute

The slow office recovery has significantly impacted workplace-adjacent businesses and services, including public transportation. With monthly visits to office buildings remaining low relative to 2019, bus and train stations are also seeing their foot traffic lag behind pre-pandemic levels. As many commuters choose public transit to arrive at the office, the persistent Yo3Y public transportation foot traffic gaps are not surprising and likely impacted by the overall slow pace of the office recovery.



Traffic in downtown Chicago, image: [shutterstock.com](https://www.shutterstock.com)

In contrast, [gas stations and convenience stores](#), typically geared toward private car ridership, show an entirely different trend. Aside from a minor dip during the first lockdown-heavy months of COVID, the space has seen a dramatic growth in visits, with 29% more visits in January 2023 than in January 2019. This growth may indicate that some people who chose to drive rather than risk a crowded subway car or bus during the pandemic have not yet returned to public transportation. The data may also mean that more people are using their car for recreation rather than commuting to work, which means more time to stop at convenience stores for snacks along the way to and from their destination.



This fundamental shift in how often people go into the office and the rise in private car usage work in tandem to explain the slow recovery of public transportation. Most people are going to the office less frequently than before the pandemic – and when they do go in, many are potentially choosing to drive rather than take public transportation.

Post-Pandemic Public Transit Changes

To better understand just how much office commuting patterns have changed, we looked at traffic data from inter- and intra-city public transportation hubs in Chicago, IL, Boston, MA, New York City, NY, Dallas, TX, and Washington, D.C. In all five cities, the share of travelers arriving at the analyzed station directly from work has decreased since 2019. Pre-pandemic, 24.7% of people arriving at the Ogilvie Transportation Center in Chicago, IL – one of the busiest commuter rail transportation hubs in North America – came directly from their respective workplaces. In 2022, that number was 15.3% – a 38% decrease.



The share of travelers arriving at major train stations directly from their workplace has decreased since 2019.



Similar patterns repeated themselves in Boston, MA (from 23.1% in 2019 to 11.0% in 2022), New York City, NY (22.5% to 13.0%), Dallas, TX (16.7% to 5.6%), and Washington, D.C. (16.3% to 8.6%), highlighting the decrease in workers at offices and their nearby transportation hubs.

This could be attributed to employees embracing remote or hybrid work options or to a newfound preference for driving to work for those who now only have to make the trip a few times a week. At the same time, some of the drop may be due to an increase in office-goers stopping by a coffee shop or store on their way back to the train, as trips to the office might feel like a bigger outing now that most employees are not going in as often.

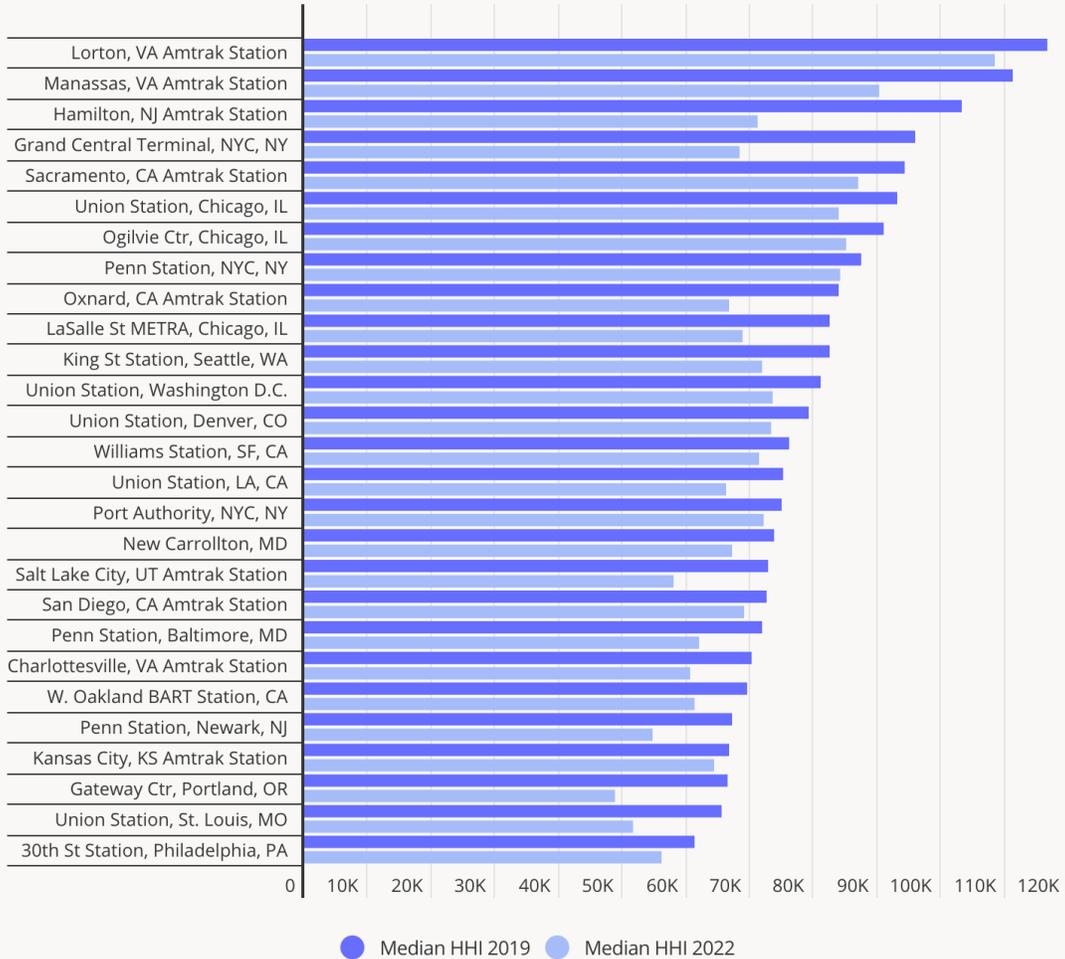
Transportation Transformation

The decrease in commuter travel is not the only change the pandemic has had on public transportation. Zooming into the captured market of major transportation hubs across the country shows that median household income (HHI) of travelers to major commuter hubs was lower in 2022 than in 2019. (The captured market analyzes the demographics of transportation hubs' [trade areas](#) weighted according to the visit share of the various census blocks making up the trade areas).

This change in the median HHI of public transportation consumers may be due to the nature of different workplaces and their amenability to remote work. Many higher-paying, white-collar jobs are more easily done from home, while many service oriented jobs that require an [in-person presence](#)– such as shift work in retail, food service, and hospitality – tend to be lower paying. The increase in private car usage might also be contributing to the decrease in the average HHIs of visitors to public transportation hubs: Higher-income workers may have easier car access and less concerns about filling up the tank for their journey to work.

Public Transport Visits: Decrease in Median Household Income

Based on 2019 Census Trade Area Data



From Weekday to Weekend

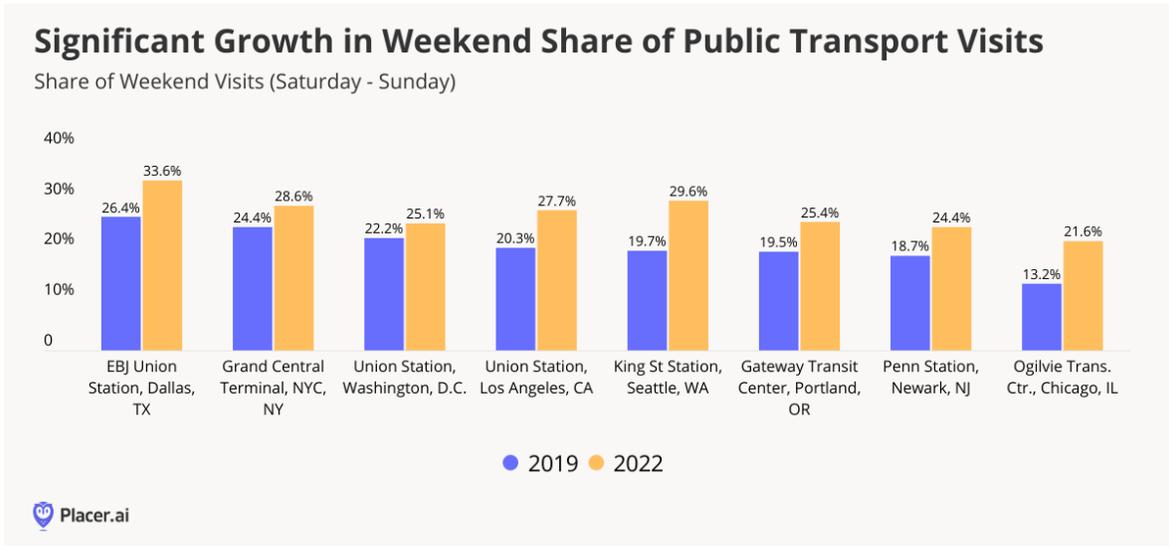
Although fewer office workers are using trains and buses to commute on a daily basis, public transportation still renders a critical service – although its function may be shifting.



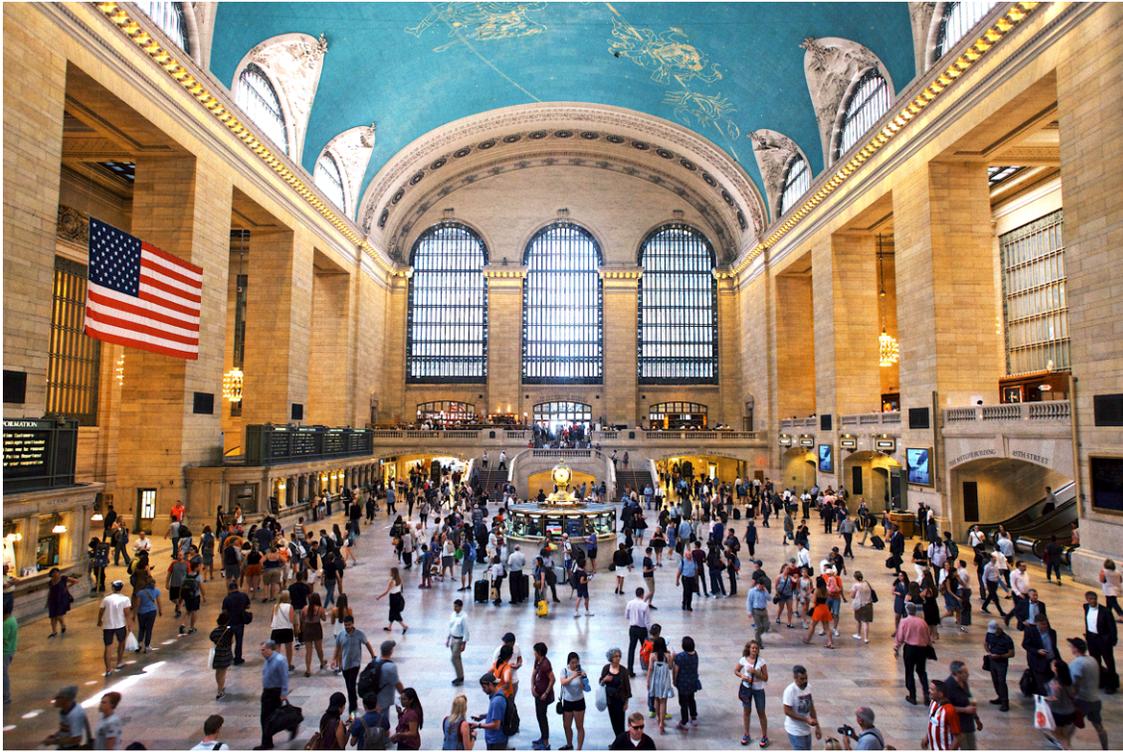


Between 2019 and 2022, the share of weekend visits to major train stations across the country increased dramatically

Between 2019 and 2022, the share of weekend visits to major train stations across the country increased dramatically, indicating that many are now visiting these transportation hubs for recreational rather than professional purposes. Some cities are already implementing schedule changes to adapt to the new normal – in December 2022, New York City’s MTA [announced](#) plans to bulk up weekend services on some lines while making cuts to Monday and Friday services.



The changes in office and public transportation visit patterns over the past few years reveal the new normal in commuting and urban travel. There is a decrease in foot traffic to office buildings and commuter hubs, but an increase in private car usage. Still, public transportation remains a crucial lifeline for many workers – especially lower-income employees – as well as an important transit option for weekend revelers.



Grand Central Station in New York City, NY image: unsplash.com

The Evolving Landscape of Conferences and Business Events

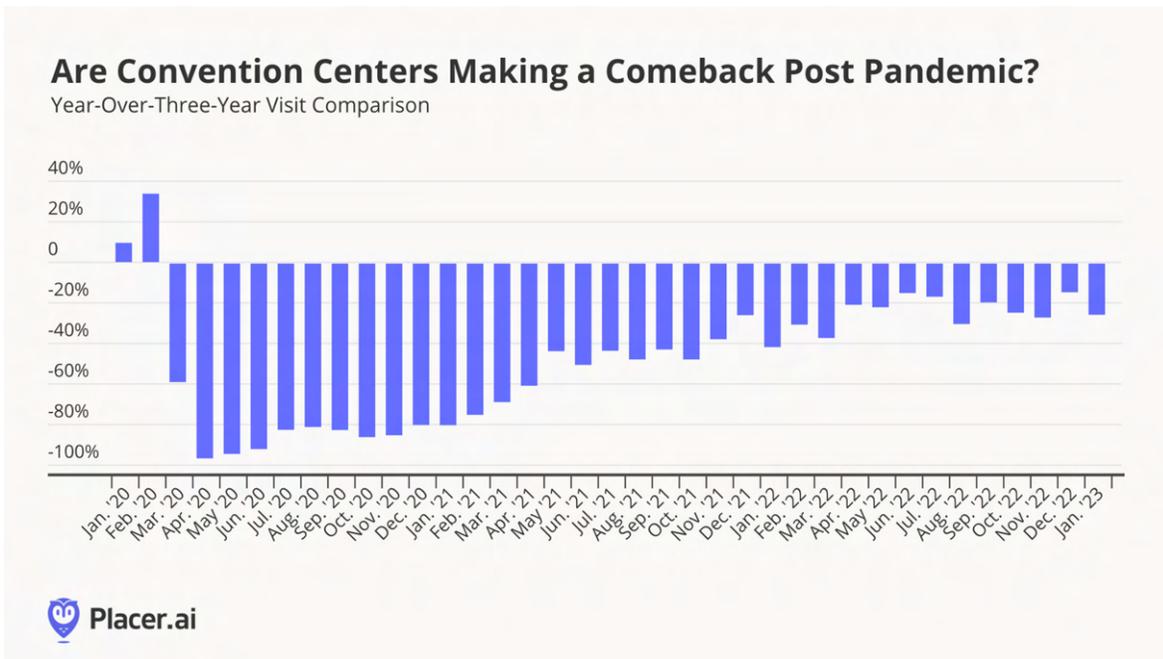
The pandemic heavily affected business travel, with lockdowns and mandatory quarantines making traveling to conferences or business meetings extremely difficult. But convention centers have seen a resurgence of late, with some [even expanding](#) in size in anticipation of a conference comeback. Still, visit data indicates that foot traffic to convention centers is still lagging behind 2019 levels, as a combination of hybrid attendance options and [tighter corporate travel budgets](#) kept the space from making a full recovery in 2022. So what lies ahead for the convention space in 2023?



Convention centers have seen a resurgence, but foot traffic to convention centers is still lagging behind 2019 levels.

The Evolution of the Business Conference

The height of the pandemic saw most conferences and business events going virtual as gatherings became impossible. However, as seen time and again, people crave in-person interactions and experiences – leading to an initial convention center recovery in the spring of 2021 as vaccine availability increased and air travel became less daunting. By June 2022, the Yo3Y convention center visit gap had narrowed to 14.6%, and in December 2022 the Yo3Y visit gap stood at just 14.2%. Still, looking at the chart below also highlights the persistent challenges in the space – as of January 2023, convention center traffic has yet to reach – let alone exceed – pre-pandemic levels.



This persistent visit gaps could be due to the increasing popularity of [hybrid conferences](#) – events held in person with virtual formats that allow people to attend remotely – and may indicate that a new normal has been reached in the space. But the stalling recovery may also be due to temporary setbacks related to the wider macro-economic situation, which is driving many large companies to [reign in their travel budgets](#) until the current headwinds blow over.

But some [estimates](#) predict that travel budgets may return to pre-pandemic levels sooner than expected, with [much of that investments](#) directed towards attending larger conferences and trade shows. It seems, then, that this year (2023) will be critical to determining whether the lingering visit gaps are due to continued challenges in the space or whether convention centers – like the office space – have entered a new normal.

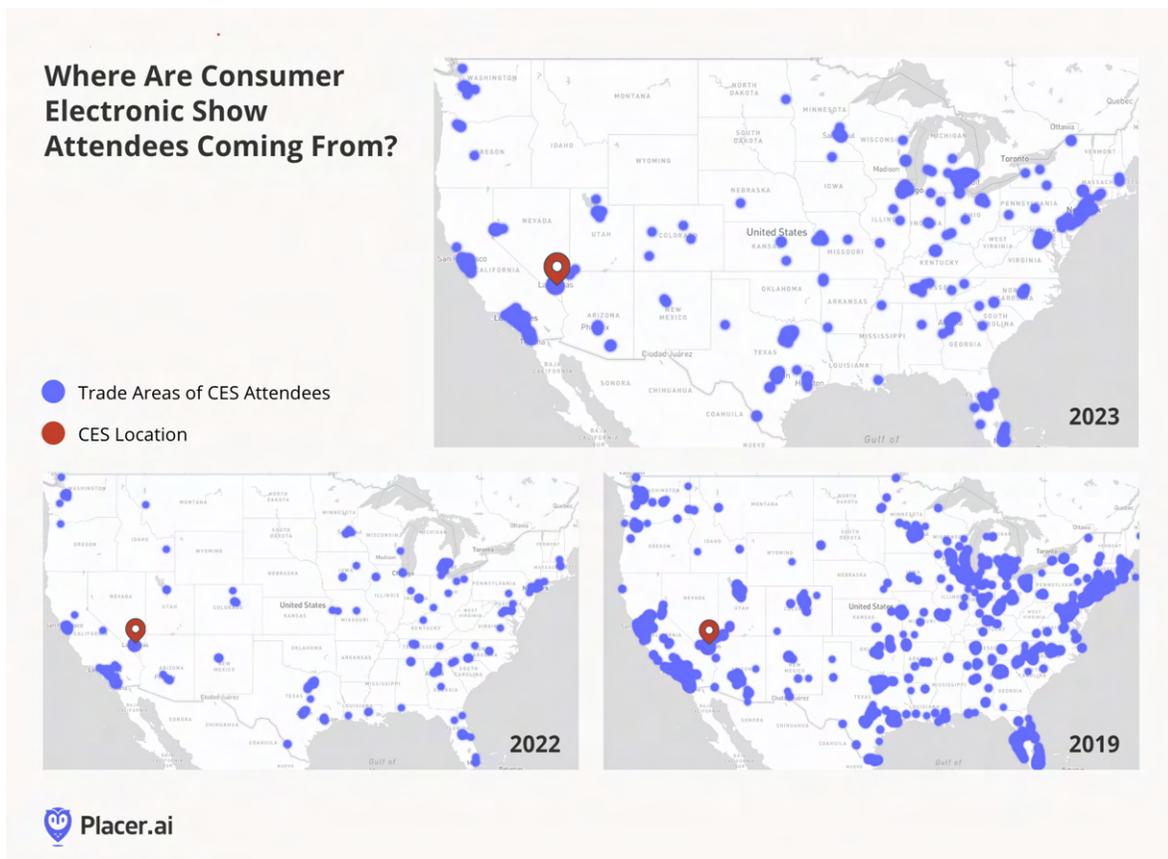


New York JFK airport (JFK), image: [shutterstock.com](https://www.shutterstock.com)

An Electrifying Consumer Show

The Consumer Electronics Show, the largest technology show in the world, provides a glimpse into the evolving attendance patterns over the past four years.

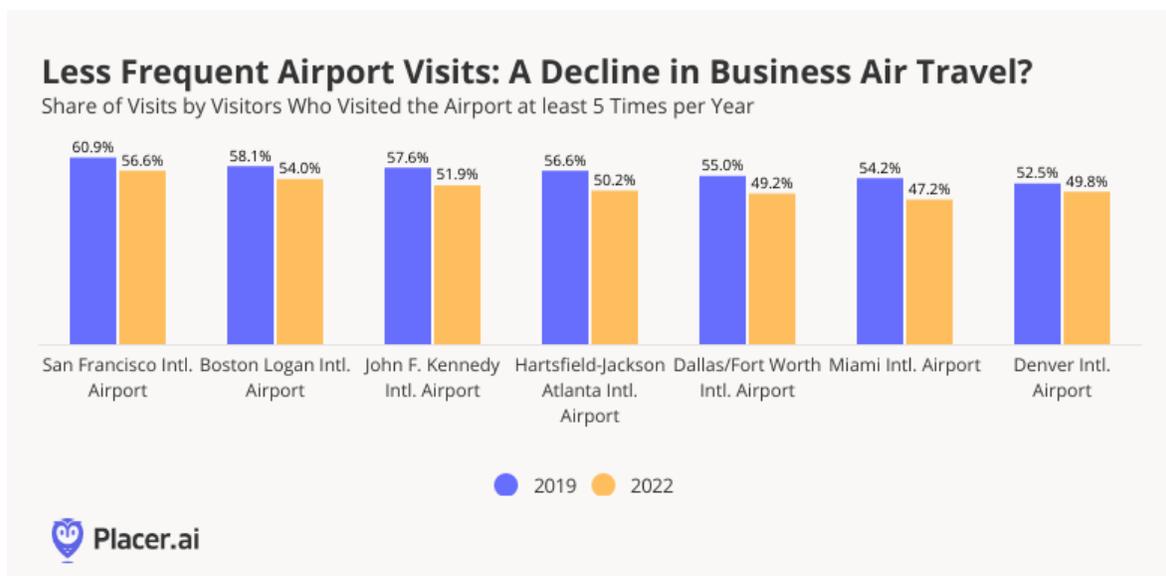
The show takes place every January in Las Vegas, NV and in 2019, the conference attracted attendees from all across the country. In 2022, however, the audience was **significantly smaller**, likely due to COVID surges and the option to attend the conference virtually. Where CES 2019 attracted **175,000 visitors**, only around **40,000** attended in 2022, with fewer attendees from rural trade areas.



The most recent CES in January 2023 saw a modest increase in representation from a wider range of locations, including North Dakota and Nebraska, compared to the previous year. Attendance also increased, with around 100,000 people attending – roughly 70% of 2020's numbers.

Fly Less, Zoom More

Another noticeable shift in business travel is the decrease in the share of frequent airport visitors. The share of individuals who visited airports at least five times per year declined during the pandemic and was still below pre-pandemic levels in 2022.



Much of this decrease in visits is likely due to the lingering effects of the pandemic and the ease with which people can meet virtually. But the decline can also be attributed to businesses looking to cut costs in a [challenging economic climate](#). As companies continue adjusting to a post-pandemic world and [ramp up their travel budgets](#) in 2023, convention centers may well still make a full recovery.

Final Destination

It's easy to point to any one industry and highlight how the pandemic fundamentally changed it. The "new normal" is still in flux, and the wide-ranging world of business and everyday travel has not entirely found its equilibrium. Sweeping shifts in behavior have affected how people get to work, the time of day they travel, and whether they choose to attend meetings and conferences in person or not – and these changes are not set in stone. As seen over the past few years, consumer behavior tends to shift alongside new changes, whether driven by economic factors or health concerns.

And perhaps the way forward is through adapting and making the best of the new normal. New York City's MTA shifted its train schedule to better accommodate increased weekend travel, and the CES show continued in the hybrid format it debuted in 2021. By embracing change and finding innovative solutions, travel can thrive under this new reality.

Key Takeaways

1. **Foot traffic to major transport categories is rallying – but not fully recovered just yet.** Hotels and airports were heading towards a full recovery, but visit growth slowed as inflation took hold. Meanwhile, public transportation and convention centers have taken longer to catch up to their pre-pandemic foot traffic, likely driven by the popularity of remote work and hybrid conferences - though overall recovery trends for both have been significant.
2. **The change in office work has had wide-reaching impacts on traveler behavior.** The availability of remote work has impacted major commuter hubs near office blocks nationwide. Foot traffic to bus and train stations is still around 20% lower than pre-pandemic levels, and an increase in visits to convenience stores and gas stations suggests that many are choosing to travel by car post-pandemic.

3. **People are using public transportation more recreationally.** The share of weekend visits to major train stations across the country has increased dramatically while the share of weekday visits have gone down, suggesting that many are using trains for recreational purposes instead of for a work commute.
4. **2023 will be critical to the convention center recovery.** Convention centers have seen a marked increase in foot traffic from the height of the pandemic. But the foot traffic recovery has stalled through much of 2022, likely due to a combination of an increase in virtual and hybrid events and tighter corporate travel budgets. As many companies ramp up their travel budgets this year and focus spending on larger events, this year is likely to be critical to the convention space's recovery story.

America's offices are now half-full. They may not get much fuller.

Office occupancy hit a post-pandemic milestone of 50 percent last week, according to data tracked by Kastle Systems. Experts think this could be the new normal.



By [Taylor Telford](#)

February 4, 2023 at 6:00 a.m. EST

The tug of war over getting workers back to the office just reached a key milestone: 50 percent are back at their desks on average, the most since the pandemic hit in March 2020.

But that means major corporate offices are only half as full as they once were — and many experts think this could be as good as it gets.

Pandemic office occupancy

— Average of top 10 cities tracked by Kastle Systems



Source: Kastle Systems

THE WASHINGTON POST

Overall growth in office occupancy has begun to level off in recent months despite efforts by many bosses to get workers back more often, according to data tracked by Kastle Systems. Last week, office occupancy across the country's top 10 metro areas edged up to 50.4 percent of pre-pandemic levels, according to Kastle, which measures office activity through entry swipes.

Indeed, late January marked the first time that all 10 cities tracked by the index — including laggards like San Francisco that lean remote — notched average occupancy rates of at least 40 percent of pre-pandemic levels.

But the return-to-office figures are unlikely to go much higher as flexible work becomes entrenched in the lives of white-collar workers, experts say. Some employees have resisted hard mandates to return: They've left for remote opportunities elsewhere or even flouted in-office requirements, flexing worker leverage while the labor market remains hot. In response, more companies seem to be moving toward acknowledging that the 9-to-5, Monday-through-Friday in-office job is over. More than half of U.S. jobs that can be done remotely were hybrid as of November, up from 32 percent in January 2019, according to data from Gallup.

“I think we must be headed toward some new equilibrium,” said Ben Zweig, CEO of Revelio Labs, a workforce intelligence company. “Companies are becoming a lot more explicit about whether they’re remote first or hybrid or in-person, and employees can sort of select into those companies.”

Since the pandemic’s onset, many office employees have made it clear they prefer flexibility in where they do their work. In 2021, when roughly 47 million people quit their jobs in what has become known as the Great Resignation, workers showed a willingness to walk away from jobs that weren’t satisfying their needs. But remote job postings peaked at 20.6 percent in March 2022, LinkedIn data shows, and the dwindling opportunities are creating a mismatch in the face of widespread demand.

“Office numbers have flatlined,” said Nicholas Bloom, an economist at Stanford University who has been studying the evolution of flexible work. “Longer-run, work from home will clearly rise, as the technology supporting this is improving rapidly, driven by the surge in current levels.”

At the beginning of the year, some high-profile companies — including General Motors, Starbucks and Disney — announced moves to draw workers back to the office. Disney’s hybrid workers must be in the office four days a week by March. TikTok recently warned employees they could be terminated if they don’t live close enough to offices to meet the company’s requirement of coming in two days a week, the Information reported. Law firm Sidley Austin is tying annual bonuses to office attendance for junior attorneys, according to Bloomberg Law.

“Companies are a bit gutsier right now,” said Shannon Gabriel, managing director at TBM Consulting Group. “Whereas last year they were conceding on all points, this year they’re stepping forward and being a bit more brazen.”

But employers that are cracking down on a return to office are increasingly outliers, as many companies double down on flexible work. For Ancestry.com, shifting from an office-focused approach to allowing employees to work from anywhere has allowed the company to tap into talent pools that were previously out of reach, said Shane Koller, the company’s senior vice president of people and places.

“By no longer being limited to the boundaries of our office locations, we can broaden our hiring capabilities to reach more underrepresented talent and provide a level playing field for equitable participation of talent,” Koller said.

Some companies such as Apple and JPMorgan have faced blowback for enacting strict return-to-office mandates, and that’s encouraged others to take a more lenient path. Market intelligence company ZoomInfo kicked off its return to office on Jan. 17, with the aim of having the company’s 3,600 employees come in at least one day a week, according to Chad Herring, ZoomInfo’s chief human resources officer.

“Employees aren’t going to forget how employers treated them,” Herring said. “We don’t want to be a company in that situation where we had a draconian approach.”

At the consulting firm Ernst & Young, a hybrid model allowed employees to make team-based decisions about when to work in the office or remotely, according to Ginnie Carlier, EY Americas vice chair. The company also reimburses U.S. workers for commuting, child care and pet care. Employee input into back-to-work plans plus the perks have led to a 150 percent increase in employees coming back since last February.

“By centering around flexibility, we’re creating norms that meet the needs of our people,” Carlier said.

The push and pull on employees is happening as employee engagement has fallen to its lowest level in a nearly decade, with just 32 percent of workers saying they feel engaged at work, compared with 36 percent in 2020, according to Gallup. Young workers report that they are struggling in particular, the Gallup survey of about 67,000 employees found.

For her first job after graduating from college in 2022, Hannah Reilly turned down two remote offers in favor of working exclusively in-person for Verkada, a security system start-up based in San Mateo, Calif. After the pandemic left her feeling disconnected from friends and peers, she wanted to “take a risk,” move to a new place and be around people.

When she was younger, Reilly imagined office life being “dark and dreary,” with people working in isolation at their desks. But Verkada’s light-filled office — with its barista and barber services, catered meals and frequent team-building events — is livelier than she expected. She loves it so much that she persuaded her roommate to apply; now they commute together every day.

“I don’t think I’d ever go back to a fully remote company at this point,” Reilly said. “Now we have all these opportunities we missed out on for so long.”

Attuned to the advantage flexibility offers in attracting and retaining talent, some companies with mixed workforces are searching for ways to offer more of it. Red Wing Shoe Company’s workforce of about 2,300 employees is spread out over manufacturing, retail, warehouse, hotel and office jobs. Corporate employees have benefited from the company’s “Work Done Right” program, which allowed teams to decide when to come into the office and when to work from home, according to Carrie Heimer, the company’s chief human resources officer.

In the summer of 2021, at the peak of the labor shortage, Red Wing recruited and found employees by temporarily offering some factory workers a chance to work part-time shifts, if they wanted, or allowing them to switch shifts. There were some logistical challenges, but employees liked the setup. The company is determined to explore ways to offer greater flexibility and support for all employees, Heimer said.

“Certain jobs will always require more on-site presence,” Heimer said, “but let’s get creative and think of what we can do to still extend some of that same feeling of empowerment and flexibility.”

Years into the hybrid evolution, companies are still figuring out what works. After having employees come into offices three days a week since the fall, tech company RingCentral is shifting to asking employees to come in 30 days a quarter. The measure could yield fewer in-office days, but it gives employees more latitude in how they allocate their time, according to chief operating officer Mo Katibeh. That could mean working some weeks entirely at home and others in the office, or deciding what works best for them from week to week, Katibeh added.

It will also be easier to monitor in-office time on a quarterly basis for each employee than on a weekly one, Katibeh said.

“Really it’s about flexibility and accountability,” Katibeh said.

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Mayors Try to Cope With Pickleball Craze



BRUCE YEUNG/ GETTY IMAGES

By [Kery Murakami](#) | JANUARY 23, 2023 07:17 PM ET

Demands for new facilities, along with noise complaints and paddle-toting attendees at city council meetings are just some of what they're contending with as the sports' popularity skyrockets.

PARKS & RECREATION

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In a crowded room during a gathering of mayors in Washington, D.C. last week, Mayor Buddy Dyer of Orlando, Florida acknowledged that his fellow city executives in other conference sessions were discussing “some pretty heavy issues,” like homelessness and drug addiction.

But, he said, bringing chuckles to the audience, “we're gonna talk pickleball.”

A game where people loudly whack a ball with a paddle back and forth over a net may not have the same stakes for municipal leaders as issues like housing or immigration. But even so, mayors and their cities are taking steps to respond to the game's rising popularity.

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during the discussion. The number of people playing grew by 11.5% a year, reaching 4.6 million in 2021, the analysis said. Meanwhile, it also found that fewer people want to hit badminton birds or ping pong balls.



According to an unscientific survey, more and more cities have tried to meet demand for pickleball facilities. Asked how many live in cities that provide courts to play the game, nearly everyone in the room raised their hands during the session where Dyer spoke, which the U.S. Conference of Mayors held during its annual winter meeting.

To help keep up with that demand, some cities [used American Rescue Plan Act funds](#) meant for helping states and localities deal with the Covid-19 pandemic to build more pickleball courts. This drew mocking and criticism last year from Republicans on the House budget committee, who pointed to it as an example of government overspending under the \$1.9 trillion stimulus bill.

“What would they have me cut?” Biden asked in responding to GOP critics about the size of the recovery law.

Err, pickleball, Republicans [responded](#).

But while Bryan Barnett, mayor of Rochester Hills, Michigan, said his city did not use ARPA funds on pickleball, he noted that the growing popularity of the sport has led to mayors facing new pressure from pickleball enthusiasts seeking places to play.

“We saw this pickleball thing was starting to get some attention. It was starting to be brought up in our meetings. People started to say, ‘When is the city going to have outdoor pickleball?’” Barnett said during the discussion. “And of course, we had to figure it out.”

“It has far surpassed anything we ever really could have imagined,” Barnett added. “The most popular part of our parks are the places where people play pickleball—from literally the time before the sun rises to the time that our parks staff have to say, ‘Folks, it's 11 o'clock we're turning off the lights.’”

Why is it so popular?

For one thing, Barnett said, it's cheaper to get a paddle than equipment for other exercise or recreational activities, like skiing for instance.

“Pickleball has very low barriers to entry in terms of costs,” he said.

Some mayors, though, said they're having trouble keeping up with the sport.

have any place to do it,” he said, noting crowds that turned out at recent council meetings to advocate for pickleball facilities.

Building more courts, though, could cost \$8 million, Duncan said. The mayor asked Tim Klitch, co-owner of the Ranchers, a Texas-based pickleball team and Steven Kuhn, founder of Major League Pickleball, if they would be interested in partnering on a facility.

“The answer is absolutely ‘yes.’ We’re open to discussion,” Kuhn said.

Klitch argued that pickleball courts are a more efficient way to spend money than on tennis courts because more people play at once.

“Usually you have more than four people on a court,” he said.

Pickleball, he added, can also spur economic development. A proposed 33-court venue in Austin, Texas, he said, could generate \$1 million in annual food and hotel revenues assuming two major events a month.

Some people are even looking to live in places with pickleball courts nearby, he said. “I can’t tell you how many conversations I’ve had with people who say, ‘I live in California, but I’m moving to somewhere in Texas because pickleball was my number one priority,’” he said.

“These aren’t just retired people,” he added. “They’re young people. They’re all walks of life.”

But as with many issues in city government, the game’s rise has not been controversy-free.

One issue is that neighbors who live close to courts sometimes complain about noise—including the sound of paddles hitting the ball, which can make more of a racket than tennis. And the players can be noisy as well. “People are laughing and having fun,” Klitch said.

There can also be competition among residents for scarce city resources. Annapolis, Maryland Mayor Gavin Buckley said there is a “tennis-pickleball war” [many cities have seen](#) as players vie for space.

Annapolis was able to negotiate what he called the “Camp Truxtun Accord” to resolve these sorts of issues at the local Truxtun Park, the mayor said. But first, he said, the city had to “get both sides into the room and it was very heated. We had to call the police.”

“This will happen to you and your neighbors if you don’t get ahead of it,” Buckley warned.

“How many of you have been at a city council meeting where somebody stands up and asks everybody in the audience to raise their paddle?” he asked. “If it hasn’t happened yet, it’s gonna happen and you’re gonna realize how many voters have paddles.” 🗳️