



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, May 24, 2021 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom A-C
And Zoom Video Conference**

**500 W. Las Colinas Blvd.
Irving, Texas 75039**

(Lunch Served 11:15 a.m.)

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

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

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

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

‡ - COUNCIL LIAISON

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, May 24, 2021 at 11:45 AM
Irving Convention Center, Third Floor Junior Ballroom A-C
And Zoom Video Conference
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on May 24, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/82082739494> - Meeting ID: 820 8273 9494. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 820 8273 9494.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for April 26, 2021
3. Accepting the Irving Convention Center Financial Report for April 2021
4. Accepting the ICVB Financial Report for April 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

Individual Consideration

7. Approving Budget Adjustment of Revenues and Expenditures from ASM Global for CIP Projects

Board Reports

8. COVID-19 Update
9. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - b. Next Board Meeting – June 28, 2021
 - c. Board Strategic Planning Meeting – Tentative July 29-30, 2021

AGENDA - Continued

10. Board Committee Reports

- a. Board and Business Development – Bob Bourgeois
 - Next Meeting – June 11
- b. Community Engagement – Clem Lear
 - Meeting Recap – April 6
 - Upcoming Board Volunteer Opportunities:
 - Keep Irving Beautiful Trinity River Trash Bash – September 25
 - Next Meeting – July 13
- c. Destination Development – Greg Malcolm
 - Meeting Recap – May 4
 - Next Meeting August 10

11. City Reports

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

12. Bureau Monthly Management Reports

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

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

14. Industry Partner Reports

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

AGENDA - Continued

15. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
IRVING CONVENTION CENTER – JUNIOR BALLROOM
AND ZOOM VIDEO MEETING
April 26, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Rose Cannaday, Stephanie Fenley-Garcia, Todd Hawkins, Herb Gears, Nydia Hoskins, Julia Kang, Clem Lear, Rick Lindsey, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Michael Randall, Mike Riley, Sam Reed, and Richard Stewart – Board members; Mayor Rick Stopfer, Council Liaison Deputy Pro Tem Kyle Taylor, Councilman Oscar Ward, Councilman Al Zapanta, and Councilman Mark Zeske – City of Irving Elected Officials; Director of Sales Matt Tungett – Irving Convention Center; City Secretary Shanae Jennings, Assistant City Manager Philip Sanders, and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose and Monty White – ICVB. Guests – Connor Udasco- Resident.

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

CONSENT AGENDA

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

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

BOARD REPORTS

Executive Director Maura Gast

COVID-19 Update:

- Data from Dallas CVB study from Tourism Economics was used to compare with Irving data to provide projections for FY 2022.
- Gast will work with Chief Financial Officer Jeff Litchfield for Hotel Occupancy Tax projections.
- Study indicates a slight recovery, but nowhere that it needs to be for long-term.

American Rescue Plan Act:

- Staff put together tiers of requests to City Management for funding, but the language detail will determine how funds are specifically spent.
- Language will hopefully include the Irving Convention Center, as it is a City-owned facility.
- Year-to-date Hotel Occupancy Tax losses equal \$6.5 million and ICC revenue losses are in the same range.

- Funds will be distributed in two tranches: one in May and again at 12 months.
- Staff is prepared for any opportunities allowed.
- Focus will have to include replenishing reserves and repaying the City loan.

Shuttered Venue Operators Grant:

- Gast will continue to monitor.
- Language still does not include municipally-owned convention centers.

Chair Report:

- Cooperstein noted the next Board meeting will be held on May 24 and will be a hybrid meeting.
- Former Board Chair Don Oberlin and Irving community leader Bill Hooten have passed away. Condolences will be sent from the ICVB Board and staff.
- Former Board member Bob Galecke's wife passed away in October and a hybrid service will be held at the Church of the Incarnation on the University of Dallas campus on May 19.
- Next week is National Travel and Tourism Week. The Mayor will present a proclamation at the City Council Meeting on May 6. In-person attendees are allowed, or you may attend virtually as well.
- Will update the Board on dates at the end of July for a 1-1/2 day session for a potential Board strategic planning session.
- Dates for the Community Engagement Committee initiatives for volunteer opportunities are listed in the packet. There are several upcoming events to volunteer.
- Congratulations to Director of Accounting and Budget Marianne Lauda for 35 years of service at the ICVB.
- Congratulations to Director of Marketing Monty White for his 12 years of service.
- The Board and staff recognize Gast for her 30-year anniversary with a video from industry colleagues and former staff. Floral presentation to Gast and individual cupcakes signifying 30 years were distributed.

BOARD REPORTS

Board and Business Development Committee

- Committee Chair Bob Bourgeois gave a legislative update on some of the items the Committee is following for the 87th Texas legislative session: HB 1195 Franchise Tax Treatment of certain loans and grants made under the federal Coronavirus Aid, Relief and Economic Security Act; HB 1615 continuation and functions of the Texas Parks and Wildlife Department; as well as several other Bills relating to budget.
- Staff of ICVB, ICC and many industry associations continue to monitor and advocate federal legislature to procure grants and other available funds.
- The revised Board bylaws will be presented to City Council for approval on May 6.
- Next Committee meeting is scheduled for June 11.

Community Engagement Committee

- Committee Chair Clem Lear thanked everyone who volunteered at the Catholic Charities drive-through food drive. The other volunteer opportunities suggested by the Committee are listed in the packet. She encouraged all Board members to review the list and volunteer as an ICVB Board member.
- Next Committee meeting is scheduled for July 13. The Committee will discuss recognizing industry leaders.

Destination Development Committee

- Committee Chair Greg Malcolm reported the next meeting will be held on May 4 at the Irving Convention Center and will be a hybrid meeting. He encouraged all to attend.

CITY REPORTS

Council Liaison Kyle Taylor reported:

- In following up with a question from the Board, Taylor reported the City of Irving would be notified as a creditor for Hotel Occupancy Taxes for any delinquent hotel property that has filed bankruptcy.
- Discussion was held at City Council Work Session regarding the Main Street/Heritage Park renovations. Conversation was held on ways to increase tourism and visitors, including closing off street to traffic and create a walking environment, and how to revise R-A-B Ordinances to be equal across the City.
- Discussion was held at the Parks and Rec Board meeting regarding sponsorships for City and public events to generate attendance and awareness. City staff is working on sponsorship package ideas.

Councilman Al Zapanta

- Thanked Gast and staff for their efforts in promoting the Irving-Las Colinas Olympic Day on June 25 and 26. The Las Colinas Association and DCURD will be hosts. The event is a way to showcase Irving and the City was selected by the Olympic Committee.
- Zapanta extended an invitation for the Cinco de Mayo event at the Canal in Las Colinas.

Councilman Oscar Ward

- Congratulated Gast on her years of service and thanked her for the labor of love for the City.
- Reminded everyone to vote early.

Councilman Mark Zeske

- Congratulated Gast on her tremendous career and years of impeccable service.

Mayor Rick Stopfer reported:

- Echoed his sentiments to Gast for her service and she has done for the community beyond the ICVB; Rotary, Arts, Parks and Rec, and the list goes on.
- Last day for early voting is tomorrow, April 27.
- City Council off-site Budget Planning Retreat on May 19-20. Discussions on funding opportunities, funding utilization, bond proposal and the future of the City will be top of mind.
- There is a challenge to hire employees city-wide after the pandemic.
- Downtown park and new Starbucks are under construction.
- Continue to work with apartment development and businesses in the downtown area.
- There is continual interest in the former Texas Stadium site.
- There is growth and activity in the Urban Center, as well as residential, commercial, and retail across the City.
- Plymouth Park is being cleaned up and in the process of resurfacing buildings in the area.
- Will continue to monitor the legislative challenges.

DART:

- Continue to search for new CEO but should be completed in the next 30 days.
- The Hidden Ridge DART station is now open.
- Public input is needed on the bus rerouting and schedules.

Assistant City Manager Philip Sanders reported:

- City facilities are reopening – City Hall will open June 1 with social distancing guidelines in place.
- Discussing plans for in-person events this summer.
- Aquatic centers are now open and facing challenge to hire lifeguards.
- Recreation facilities are open (exception: Lively Center)
- Libraries are open with in-person and curbside service.
- The City received federal funding for residential assistance programs.
- Rental Assistance programs are listed on City website.
- Anticipating directions and clarification for the American Recovery Act on specific rules for expenditure of funds.
- Dallas County vaccination site at Fair Park has same day services available.
- Grand Prairie/Irving joint vaccination site is operating as second vaccine drive-through facility only and will wrap up on April 28.
- New businesses and expansions are coming into the City, which is a product of what a great city Irving has become, and the word is spreading.
- Legislative session is wrapping up the end of May and the city will continue monitoring items.
- Subscribe to the *Legislative Insider* newsletter on the City's website for legislative session updates.
- Fire Station #4 is close to completion.

BUREAU MANAGEMENT AND STAFF

Gast reported:

- ICVB Staff will begin phasing back into the office in staggered shifts.
- June 7 staff will all be in the office on a regular schedule with scheduled appointments only.
- July 6 will be full operation and no appointments necessary.
- The Hotel Development Ordinance proposed by the Board was postponed. Electronic survey will go out by mid-May to hoteliers and owners/management groups for input.

Sales and Services

Assistant Executive Director Lori Fojtasek reported:

- Sales are going well, currently 118% year-to-date to meet goal.
- Seeing more Corporate group leads for next year and beyond.
- U.S. Arm Wrestling Championship is coming and will bring 750 room nights for this year.
- Happy to see professional baseball teams back at the Four Seasons Resort and Club.

Marketing and Communications:

Marketing Director Monty White reported:

- Launched two new campaigns:
 - OTA (Online Travel Agency) Campaign with Expedia and Priceline. From mid-February through march, the campaign has generated 7,400 hotel room nights and over \$922,000 in revenue at Irving hotels.

- The Promoted Content Campaign highlights local businesses through social media and the ICVB blog posts, with 2,200 new visitors to the blog and nearly 5,000 post engagements on social media.
- The Staycations and Meeting Campaigns both continue to perform well.

Assistant Executive Director Diana Pfaff reported:

- March had 81 total meetings leads, the highest number of leads in the past twelve months.
- Industrywide shows similar trends.
- Website traffic is making progress toward 2019 levels. Irving had a record month for web traffic with over 64,000 total sessions to both websites.
- The blog broke a record with 11,800 pageviews and the top post was the popular Bluebonnets guide.
- Advertising engagement increased substantially in March and was the second highest month to date.
- Paid search on Facebook and TripAdvisor drove engagement on the leisure side, and MPI paid search on the meetings side.
- Social media saw the largest increase since August 2019 with 2,211 new followers, mostly from Facebook.
- Industrywide metrics indicate signs of recovery.
- Adrian Awards:
 - Irving CVB and Irving Convention Center won a Gold Best Practice award in Corporate Social Responsibility for Staff Meals Dallas. Recognized as a top entry in its category and will be included in an upcoming publication as a best practice case study. A video from HSMAI noting these award recipients was shown.
 - Three additional awards were also received: Bronze for Corporate Social Responsibility for the Westin Hotel at Las Colinas headbands given to Baylor Irving frontline workers; Bronze for Crisis Communications and Management, and a Silver in Recovery Strategies for Dine Around BINGO.

Finance and Administration:

Assistant Executive Director Susan Rose reported:

- AirDNA February reports
 - 466 available listings in February, which is a 51.3% increase over last year.
 - Average Daily Rate was \$178.14, down 1.52% over last year.
 - Occupancy is 52.8%, down 26.36% compared to last year.
 - Hotel subset reports Average Daily Rate was \$97.10, down 9.26%.
 - Occupancy was 54.9%, down 25.94% from last year.
- The Finance and Administration team is focused on the budget process, monitoring spending, and cutting expenses.
- Preparing to return to the office on June 7 with a full staff.
- Technology Manager Brice Petty is working on IT-related requests for returning to the office from staff, and successful hybrid meetings.

IRVING CONVENTION CENTER

Director of Sales Matt Tungett reported:

- ICC staff is in expense control mode. Remaining full-time staff is working event set up, tear down, concessions and food & beverage preparation.
- Sports market has shown some success with cheer/dance programs.
- The budget is reflecting only contracted rental and food & beverage projections.
- Staff is being creative with new ways to generate revenue.
- USA Wrestling will be in the building in June with 1,200 people anticipated and parking revenue. The event had previously been in Arlington. There is a possibility for a second event in August.
- Possible Texas Cornhole League event in June with 700 players and a purse of \$25,000.
- Exploring ideas to partner with current events to produce revenue, or self-producing events.
- Previously averaging five groups per month during COVID; May has 11 on the books already with return of some school district events, dance and wrestling.

INDUSTRY PARTNERS

Live Nation - The Pavilion and Toyota Music Factory

Board member Mike Riley reported:

- The Pavilion is still in expense-saving mode but is targeting bringing some employees back full-time.
- Looking at last 30 days – booked 17 new shows for this year.
- June 26 – Robert Earl Keene Texas at Star Jam presented by Whataburger. Event is 75% capacity seating with normal set-up.
- Hopefully by October will be at full scale in capacity and shows booked.
- Several big tours need more than just Texas to be open post-COVID to go out on the road and may postpone their tours.
- Glass Animals, Alicia Keys, Doobie Brothers are all scheduled.
- Alejandro Fernandez coming in October and will be the most significant and biggest audience show for the year.

HOTEL REPORTS

STR Report

Board member Greg Malcolm reported:

- STR Report for March shows Irving hotels Occupancy at 58.1%.
- Weekends are strong at 71%, Weekdays are 53% Occupancy.
- Average Daily Rate is \$80.29, and RevPAR is \$46.62.
- For the Comp Set – Occupancy is 82.6%, Average Daily Rate is \$105.12, and RevPAR is \$86.78.
- His hotel ownership company has seven hotels in the area and 3 are currenting beating 2019 Occupancy, the other four are close. Average rate is still lower than 2019.

Board Member Nydia Hoskins – General Manager, Omni Las Colinas reported:

- The Omni had a great March; behind in Occupancy during the week, but business travel is up.
- Weekends are strong for March.
- Hotel hit every milestone in achieving budget for ADR, RevPAR and Occupancy and beat past year numbers since pre-COVID.
- April is coming together nicely and beat budget projections last week.

- Groups during the week have picked up and are growing.
- Smaller groups and weddings are returning.
- Staffing is the biggest challenge right now. Some have come back, but F&B staff is the biggest hiring challenge.
- The Omni pool is busy, and weather has been nice.
- Omni PGA Frisco property will break ground on May 4.
- Kickoff party for Omni Lakehouse will be on May 21 and invitations will be sent to Board members.

RESTAURANT REPORT

Board Vice Chair David Cole reported:

- He congratulated Gast and stated he is lucky to be an Irving company and involved with the ICVB for a long time working with Gast.
- Restaurant legislative update – Alcohol-To-Go bill is ready for floor vote; PPP tax deductibility has been approved and on Governor Abbott's desk for signature. Unemployment Tax Relief is placed on the calendar for second chamber vote.
- Irving lunch sales for iFratelli averages \$250-\$280 Monday through Friday. The past weekend Irving-Las Colinas location had \$1,280 and Valley View location had over \$800. So far Irving-Las Colinas location has come back the strongest in sales for all metro area locations.

LAS COLINAS ASSOCIATION:

Board member Hammond Perot reported:

- Starting to plan the Las Colinas Association 50th anniversary celebration for 2023.
- Grass is being installed in the dog park which should be opening mid-June.
- Wayfinding signage for the Urban Center is in fabrication but having some issues with major monument sign placement. Should be installing signs beginning of summer.
- Partnering with DCURD for plans to put in a park on Customer Way.

TIF

Board member Michael Randall reported the TIF Board has not met since the last ICVB Board meeting.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- Fiscal year 2021 to date: 11 wins, four retention/expansion projects. Over \$299 million in capital investment, which equates to 630 jobs and 1.2 million square feet of commercial office space; four are headquarter-driven projects.
- The team continues to work remotely, with 106 projects in the pipeline, which equates to 46,000 jobs, and potential capital investment of \$9 million.
- Irving unemployment rate is 6.6% down from 6.9%, Texas reports 6.9% and nationally showing 6.0%.
- Five Star Virtual Business Mixer on April 27.
- Coffee Break on May 5 presents Business Transformation Series: III – Website Due Diligence and Traffic Data Analytics.
- Business Connections is scheduled for May 12 at 11:30 a.m.

IRVING ARTS AND CULTURE

Executive Director Todd Hawkins reported:

- *WWI America* is extended through Memorial Day, regular admission tickets with time ticketed entry beginning June 1.
- Irving Arts Center will resume in-person docent tours beginning June 5.
- *City of Hope: Resurrection City & the 1968 Poor People's Campaign* in the Courtyard Gallery through April 30.
- *Lonesome Dove: Photographs by Bill Wittliff* in the Dupree Lobby through July 10.
- *Sol Hill: Signal from Noise* in the Carpenter Lobby through July 24.
- Events are mask-mandated but increasing capacity numbers.
- Irving Entertainment Series presents *The Quebe Sisters* on May 1.
- Main Stage presents an on -demand live stream of Bell, Book, and Candle on May 7
- Lone Star Youth Orchestra presents the Three B's on May 12.

Arts Board Chair Kim Andres reported:

- The Arts Board is holding hybrid meetings.
- Expanded audience capacity is exciting and still maintaining COVID protections.

Cooperstein thanked the ICVB and ICC staff for their efforts in pulling together as a team over the past year.

The meeting was adjourned at 1:18 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: May 14, 2021

Monthly Financial Summary

For Period Ending April 30, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total	
Event Income														
Direct Event Income														
Rental Income	6,700	58,881	47,350	24,400	82,050	66,975	63,100	131,450	15,500	66,650	121,350	80,675	765,081	
Service Income	1,163	2,200	13,388	1,450	32,912	8,880	13,069	2,300	13,750	8,000	15,250	9,750	122,111	
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(4,861)	(6,525)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(68,054)	
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	70,994	69,644	130,750	25,750	71,650	133,100	87,425	819,139	
Ancillary Income														
F & B Concessions	-	-	5,195	4,919	4,287	13,112	11,320	6,500	23,500	8,000	21,500	8,500	106,834	
F & B Catering	-	7,705	24,452	11,352	42,966	27,207	1,870	44,840	77,895	31,800	6,916	245,810	522,812	
Parking: Self Parking	1,432	342	6,851	13,268	6,600	22,264	30,275	8,920	19,100	9,000	39,000	39,500	196,552	
Electrical Services	-	950	300	1,560	750	4,173	4,430	11,500	1,500	1,500	1,500	14,500	42,663	
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)	
Internet Services	-	400	(840)	-	405	255	755	-	-	-	-	-	975	
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	67,011	48,650	71,760	121,995	50,300	68,916	308,310	869,837	
Total Event Income	8,383	68,658	86,727	53,955	144,997	138,005	118,294	202,510	147,745	121,950	202,016	395,735	1,688,974	
Other Operating Income	26,152	21,440	17,278	22,428	41,150	29,661	27,675	36,625	36,625	36,625	36,625	36,875	369,159	
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000	
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	517,666	145,969	239,135	533,120	158,575	238,641	780,860	3,453,133	3,866,967
Operating Expenses														
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	151,976	146,611	156,668	156,668	156,668	156,668	156,662	1,768,684	
Benefits	60,444	60,261	61,935	64,201	58,347	53,863	57,515	61,446	61,446	61,446	61,446	61,497	723,845	
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	(2,060)	(535)	-	-	-	-	-	(8,901)	
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	203,779	203,591	218,114	218,114	218,114	218,114	218,159	2,483,629	
Contracted Services	41,352	37,428	38,674	40,001	37,974	29,978	27,867	53,685	53,685	53,685	53,685	53,685	521,699	
General and Administrative	18,120	35,920	36,120	23,698	14,053	10,284	33,990	16,835	24,010	45,786	24,606	69,799	353,221	
Operations	15,945	10,583	11,742	11,977	12,440	10,812	11,457	18,833	23,833	18,833	18,833	18,833	184,121	
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	23,496	29,472	23,514	23,514	23,514	23,514	23,514	288,480	
Supplies	5,665	8,613	9,190	8,917	8,924	336	699	7,200	7,500	8,700	8,700	10,500	84,944	
Insurance	6,036	6,036	7,091	6,036	6,036	6,332	6,036	7,544	7,544	7,544	7,544	7,544	81,323	
Utilities	37,290	36,007	40,379	37,169	38,234	36,481	37,435	43,333	43,333	43,333	43,333	43,333	479,661	
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	1,954	951	-	-	-	-	-	(9,095)	
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	16,350	14,749	17,983	20,565	16,748	15,389	34,248	214,580	
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	339,802	366,247	407,040	422,097	436,256	413,717	479,614	4,682,563	
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	177,864	(220,278)	(167,905)	111,023	(277,681)	(175,076)	301,246	(1,229,430)	(2,624,430)

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending April 30, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	7,110	7,350	(240)	0
Events	6	8	(2)	0
Event Days	19	18	1	0
Direct Event Income	69,644	140,100	(70,456)	0
Ancillary Income	48,650	179,960	(131,310)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	118,294	320,060	(201,766)	0
Other Operating Income	27,675	21,625	6,050	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	145,969	341,685	(195,716)	0
Indirect Expenses	(366,247)	(451,282)	85,035	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(220,278)</u>	<u>(109,597)</u>	<u>(110,681)</u>	<u>0</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Seven Months Ending April 30, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	25,313	31,848	(6,535)	0
Events	29	30	(1)	0
Event Days	84	71	13	0
Direct Event Income	370,463	476,739	(106,276)	0
Ancillary Income	248,559	532,152	(283,593)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	619,022	1,008,891	(389,869)	0
Other Operating Income	185,784	149,875	35,909	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	804,806	1,158,766	(353,960)	0
Indirect Expenses	(2,523,842)	(2,806,177)	282,335	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(1,719,036)</u>	<u>(1,647,411)</u>	<u>(71,625)</u>	<u>0</u>

ASM - Irving Convention Center
Balance Sheet
April 30, 2021

ASSETS

Current Assets

Cash	\$ 284,686
Accounts Receivable	130,779
Prepaid Assets	7,557
Inventory	41,857
	<hr/>

Total Current Assets	464,879
----------------------	---------

Total Assets	<hr/> \$ 464,879 <hr/>
---------------------	-------------------------------

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 310,211
Accrued Expenses	325,409
Deferred Income	0
Advance Ticket Sales/Deposits	807,653
Other Current Liabilities	0
	<hr/>

Total Current Liabilities	1,443,273
---------------------------	-----------

Long-Term Liabilities

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities	0
-----------------------------	---

Total Liabilities	1,443,273
-------------------	-----------

Equity

Net Funds Received	13,881,068
Retained Earnings	(13,140,426)
Net Income (Loss)	(1,719,036)
	<hr/>

Total Equity	(978,394)
--------------	-----------

Total Liabilities & Equity	<hr/> \$ 464,879 <hr/>
---------------------------------------	-------------------------------

ASM - Irving Convention Center
Income Statement
For the Seven Months Ending April 30, 2021

	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	63,100	129,100	(66,000)	349,456	449,961	(100,505)	0
Service Revenue	13,069	14,500	(1,431)	73,061	49,013	24,048	0
Service Expenses	(6,525)	(3,500)	(3,025)	(52,054)	(22,235)	(29,819)	0
Total Direct Event In	69,644	140,100	(70,456)	370,463	476,739	(106,276)	0
Ancillary Income							
F & B Concessions	11,320	10,000	1,320	38,834	30,100	8,734	0
F & B Catering	1,870	138,360	(136,490)	115,553	409,092	(293,539)	0
Parking	30,275	20,400	9,875	81,034	64,950	16,084	0
Electrical Services	4,430	10,700	(6,270)	12,163	26,410	(14,247)	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	755	500	255	975	1,600	(625)	0
Total Ancillary Inco	48,650	179,960	(131,310)	248,559	532,152	(283,593)	0
Total Event Income	118,294	320,060	(201,766)	619,022	1,008,891	(389,869)	0
OTHER OPERATING INCOME							
Other Income	27,675	21,625	6,050	185,784	149,875	35,909	0
Total Other Operatin	27,675	21,625	6,050	185,784	149,875	35,909	0
Adjusted Gross Inco	145,969	341,685	(195,716)	804,806	1,158,766	(353,960)	0
INDIRECT EXPENSES							
Salaries & Wages	146,611	170,156	23,545	985,350	1,113,997	128,647	0
Payroll Taxes & Ben	57,515	61,446	3,931	416,571	431,748	15,177	0
Labor Allocations to	(535)	0	535	(8,901)	0	8,901	0
Net Salaries and Ben	203,591	231,602	28,011	1,393,020	1,545,745	152,725	0
Contracted Services	27,867	55,051	27,184	253,275	320,896	67,621	0
General and Adminis	33,990	18,890	(15,100)	172,183	125,899	(46,284)	0
Operating	11,457	35,083	23,626	84,957	117,457	32,500	0
Repairs & Maintenan	29,472	23,514	(5,958)	170,913	154,633	(16,280)	0
Operational Supplies	699	13,033	12,334	42,345	68,049	25,704	0
Insurance	6,036	7,544	1,508	43,603	51,300	7,697	0
Utilities	37,435	43,333	5,898	262,996	297,509	34,513	0
Other	951	0	(951)	(9,097)	0	9,097	0
ASM Management F	14,749	23,232	8,483	109,647	124,689	15,042	0
Total Indirect Expens	366,247	451,282	85,035	2,523,842	2,806,177	282,335	0

ASM - Irving Convention Center
Income Statement
For the Seven Months Ending April 30, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	(220,278)	(109,597)	(110,681)	(1,719,036)	(1,647,411)	(71,625)	0

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

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



ICVB FINANCIAL STATEMENTS

For Period Ending:
April 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
APRIL 2021

Assets

Cash and equivalents	4,235.17
Investments	509,400.00

Total Assets	513,635.17
---------------------	-------------------

Liabilities

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

Fund Balance (Budgetary basis)

Reserve for encumbrances	877,555.07
Unreserved	(363,919.90)

Total Fund Balance	513,635.17
---------------------------	-------------------

Total Liabilities and Fund Balance	513,635.17
---	-------------------



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	322,308.73	1,257,748.44	6,490,005.00	19.4%	0.00	5,232,256.56
	M4 - INVESTMENT INCOME	8.65	442.88	4,995.00	8.9%	0.00	4,552.12
	M5 - MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	M6 - TRANSFER FROM CITY OF IRVING	0.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
	TOTAL REVENUE	322,317.38	1,758,191.32	7,500,000.00	23.4%	0.00	5,741,808.68
EXPENDITURES							
	N1 - SALARIES	173,267.65	1,234,149.08	2,491,575.00	49.5%	0.00	1,257,425.92
	N2 - BENEFITS	49,080.94	349,106.23	673,552.47	51.8%	0.00	324,446.24
	N4 - SUPPLIES	2,086.79	15,205.51	39,455.00	38.5%	8,050.00	16,199.49
	O1 - UTILITIES (COMMUNICATIONS)	1,494.65	9,508.23	26,400.00	36.0%	0.00	16,891.77
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	1,431.87	10,325.35	15,560.00	66.4%	0.00	5,234.65
	MEDIA ADVERTISING	34,574.88	200,522.50	350,000.00	57.3%	141,280.83	8,196.67
	PROFESSIONAL SERVICES	129,347.54	498,227.86	1,463,877.00	34.0%	726,899.92	238,749.22
	PROPERTY MANAGEMENT SERVICES	174,375.00	872,375.00	1,395,000.00	62.5%	0.00	522,625.00
	OTHER	687.89	1,824.34	7,026.00	26.0%	1,324.32	3,877.34
	TOTAL OUTSIDE SERVICES	340,417.18	1,583,275.05	3,231,463.00	49.0%	869,505.07	778,682.88
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	1,799.76	1,203.76	252,000.00	0.5%	0.00	250,796.24
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,423.50	22,167.48	54,900.00	40.4%	0.00	32,732.52
	TOTAL TRAVEL - TRAINING - DUES	3,223.26	23,412.12	310,900.00	7.5%	0.00	287,487.88
	O5 - CLAIMS AND INSURANCE	34,511.25	103,533.75	138,045.00	75.0%	0.00	34,511.25
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	12,892.35	50,309.93	259,600.00	19.4%	0.00	209,290.07
	BUSINESS DEV INCENTIVE PROG	2,681.00	15,668.23	540,000.00	2.9%	0.00	524,331.77
	LOCAL PROGRAMS-PROMOTIONS	2,745.85	4,081.17	145,200.00	2.8%	0.00	141,118.83
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	18,319.20	117,779.33	1,089,150.00	10.8%	0.00	971,370.67
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL EXPENDITURES	622,400.92	3,435,969.30	8,100,540.47	42.4%	877,555.07	3,787,016.10

Beginning Fund Balance	2,191,413.15
Revenues	1,758,191.32
Expenditures	(3,435,969.30)
Ending Fund Balance	513,635.17



Irving Convention and Visitors Bureau

Check Register

April 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061607	4/1/2021	BILBIA, CHELSEA			200.00
		PROFESSIONAL SERVICES	BLOG POST – FEB 2021	200.00	
80061608	4/1/2021	DALLAS FORT WORTH AIRPORT MARRIOTT			192.00
		BUSINESS DEV INCENTIVE PROG	HARVEST SHERWOOD FOOD PRODUCTS / MAR 2021	192.00	
80061609	4/1/2021	FOJTASEK, LORI			65.00
		COMMUNICATIONS	FEB 2021 - CELL	65.00	
80061610	4/1/2021	IMAGO MEDIA, INC.			3,086.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	586.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
80061611	4/1/2021	STODDARD, CAROL			64.07
		COMMUNICATIONS	FEB 2021 - CELL	64.07	
80061612	4/1/2021	TUCKER & ASSOCIATES, LLC			74.23
		PROFESSIONAL SERVICES	MAR 2021 - REIMBURSABLES	74.23	
80061613	4/1/2021	WHITE, MONTY			47.97
		COMMUNICATIONS	FEB 2021 - CELL	47.97	
80061614	4/15/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			8,745.46
		ACCOUNTS PAYABLE	MAR 2021 - RECEIPTS	8,745.46	
80061615	4/15/2021	BILBIA, CHELSEA			200.00
		PROFESSIONAL SERVICES	BLOG POSTS - MARCH 2021	200.00	
80061616	4/15/2021	COURTYARD BY MARRIOTT DALLAS LAS COLINAS			190.00
		BUSINESS DEV INCENTIVE PROG	NIKE PRO SKILLS SAN ANTONIO BASKETBALL/APRIL 2021	190.00	
80061617	4/15/2021	DALLAS FORT WORTH ASSOCIATION EXECUTIVES			1,250.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	1,250.00	
80061618	4/15/2021	DIPIETRO, KATHERINE			175.90
		COMMUNICATIONS	FEB 2021 - CELL	40.90	
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
		TRAVEL AND TRAINING	RCMA 2021	60.00	
80061619	4/15/2021	FOUR SEASONS RESORT & CLUB DALLAS			843.50
		MEMBERSHIP AND DUES	APRIL 2021	843.50	
80061620	4/15/2021	HOPKINS, CHERYL			65.00
		COMMUNICATIONS	FEB 2021 - CELL	65.00	
80061621	4/15/2021	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	MARCH 2021	40.00	
80061622	4/15/2021	LAUDA, MARIANNE			75.00
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061623	4/15/2021	LOPEZ, BRENDA			75.00
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061624	4/15/2021	MANSELL, LORI			75.00
		COMMUNICATIONS	MAR 2021 - CELL	75.00	



Irving Convention and Visitors Bureau

Check Register

April 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061625	4/15/2021	MEETINGS TODAY			1,000.00
		MEDIA ADVERTISING	ADVERTISING	1,000.00	
80061626	4/15/2021	MELTWATER NEWS US INC			8,000.00
		PROFESSIONAL SERVICES	MEDIA MONITORING & REPORTS RENEWAL 4/1/21-3/31/22	8,000.00	
80061627	4/15/2021	PETTY, BRICE			71.66
		COMMUNICATIONS	MAR 2021 - CELL	71.66	
80061628	4/15/2021	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			662.16
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	662.16	
80061629	4/15/2021	RESIDENCE INN BY MARRIOTT DALLAS/LAS COLINAS			110.00
		BUSINESS DEV INCENTIVE PROG	NIKE PRO SKILLS SAN ANTONIO BASKETBALL/APRIL 2021	110.00	
80061630	4/15/2021	ROBERTS, DEBBIE			140.00
		COMMUNICATIONS	FEB 2021 - CELL	65.00	
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061631	4/15/2021	ROSE, SUSAN			43.75
		COMMUNICATIONS	MAR 2021 - CELL	43.75	
80061632	4/15/2021	SIMPLEVIEW WORLDWIDE, INC.			86,968.00
		PROFESSIONAL SERVICES	3RD QUARTER	7,875.00	
		PROFESSIONAL SERVICES	3RD QUARTER	79,093.00	
80061633	4/15/2021	STALLINGS, APRIL			114.66
		COMMUNICATIONS	CELL PHONE - MARCH 2021	53.33	
		COMMUNICATIONS	CELL PHONE - APRIL 2021	61.33	
80061634	4/15/2021	STAPLES			303.27
		OFFICE SUPPLIES	OFFICE SUPPLIES	303.27	
80061635	4/15/2021	TRIPADVISOR, LLC			15,538.73
		MEDIA ADVERTISING	ADVERTISING	15,538.73	
80061636	4/15/2021	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - APR 2021	4,000.00	
80061637	4/22/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2021	20,625.00	
80061638	4/22/2021	VERIZON WIRELESS SERVICES, LLC			563.23
		COMMUNICATIONS	MARCH 2021	176.64	
		COMMUNICATIONS	MARCH 2021	103.32	
		COMMUNICATIONS	MARCH 2021	283.27	
80061639	4/29/2021	AJR MEDIA GROUP			990.00
		MEDIA ADVERTISING	ADVERTISING - TOUR TEXAS.COM	495.00	
		MEDIA ADVERTISING	ADVERTISING - TOUR TEXAS.COM	495.00	
80061640	4/29/2021	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES			5,572.90
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	5,572.90	



Irving Convention and Visitors Bureau

Check Register

April 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061641	4/29/2021	CONFERENCE DIRECT			4,000.00
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
80061642	4/29/2021	COURTYARD BY MARRIOTT DALLAS LAS COLINAS			385.00
		BUSINESS DEV INCENTIVE PROG	DRIVE NATION SPORTS HOOP LIFE ACADEMY/APR 2021	385.00	
80061643	4/29/2021	FEDERAL EXPRESS CORPORATION			25.73
		FREIGHT	SHIPPING	6.61	
		FREIGHT	SHIPPING	10.61	
		FREIGHT	SHIPPING	8.51	
80061644	4/29/2021	FOUR SEASONS RESORT & CLUB DALLAS			1,996.00
		BUSINESS DEV INCENTIVE PROG	TORONTO BLUE JAYS VS TEXAS RANGERS/APR 2021	876.00	
		BUSINESS DEV INCENTIVE PROG	SAN DIEGO PADRES VS TEXAS RANGERS/APR 2021	1,120.00	
80061645	4/29/2021	GAST, MAURA			66.30
		LOCAL PROGRAMS-PROMOTIONS	DEC 2020 - MISC	66.30	
80061646	4/29/2021	IRVING CONVENTION CENTER AT LAS COLINAS			174,375.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY - 1 OF 2 PAYMENTS	174,375.00	
80061647	4/29/2021	IRVING CONVENTION CENTER AT LAS COLINAS			21,823.18
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	21,823.18	
80061648	4/29/2021	LIONS PROJECT FOR CANINE COMPANIONS FOR			50.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - BILL HOOTEN	50.00	
80061649	4/29/2021	MALONEY STRATEGIC COMMUNICATION INC			14,590.00
		PROFESSIONAL SERVICES	2021 ICVB ADVERTISING MANAGEMENT Q3	14,590.00	
80061650	4/29/2021	MEETING PROFESSIONALS INTERNATIONAL			660.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	660.00	
80061651	4/29/2021	SOTO, MONICA			50.00
		COMMUNICATIONS	CELL PHONE - MARCH 2021	25.00	
		COMMUNICATIONS	CELL PHONE - APRIL 2021	25.00	
80061652	4/29/2021	TUCKER & ASSOCIATES, LLC			74.23
		PROFESSIONAL SERVICES	APR 2021 - REIMBURSABLES	74.23	
80061653	4/29/2021	WFAA-TV INC			5,563.25
		MEDIA ADVERTISING	ADVERTISING	5,563.25	
		Total Number of Invoices	60	383,826.18	
		Total Number of Checks	47		383,826.18



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2020 - 2021

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17	3,281.09
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44	14,276.17
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85	2,265.65
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13	20,804.58
5	Doubletree by Hilton DFW Airport North	2,316.93	0.00	0.00		0.00	0.00	0.00
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39	19,798.65
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41	30,537.18
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13	9,662.75
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92	6,736.69
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42	4,361.44
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29	6,344.98
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00	13,474.53
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00	0.00	0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10	6,359.93
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91	closed
TOTAL LUXURY & FULL SERVICE		150,930.77	79,754.35	76,249.33	0.00	81,701.70	100,628.16	137,903.64
16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96	12,876.23

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

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35	3,876.05
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50	4,222.31
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55	1,121.76
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37	2,716.29
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57	5,801.45
6	Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88	1,210.78	2,573.46
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21	1,417.07
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61	1,873.02
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58	1,523.49
10	Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09	799.51	1,144.27
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		2,534.84	2,788.32	4,263.50
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99	5,224.59
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19	4,540.48
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16	0.00
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56	4,572.52
17	Homewood Suites by Hilton Las Colinas	7,589.78	5,007.87	4,161.41		0.00	0.00	0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93	4,261.58	4,333.32
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74	3,355.22
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24	3,306.36
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32	5,782.88
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76	3,344.46
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02	1,631.97
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60	3,492.56
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31	4,815.96
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99	3,641.45
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	45,170.04	50,769.07	7,907.62	48,625.54	60,896.06	86,883.95

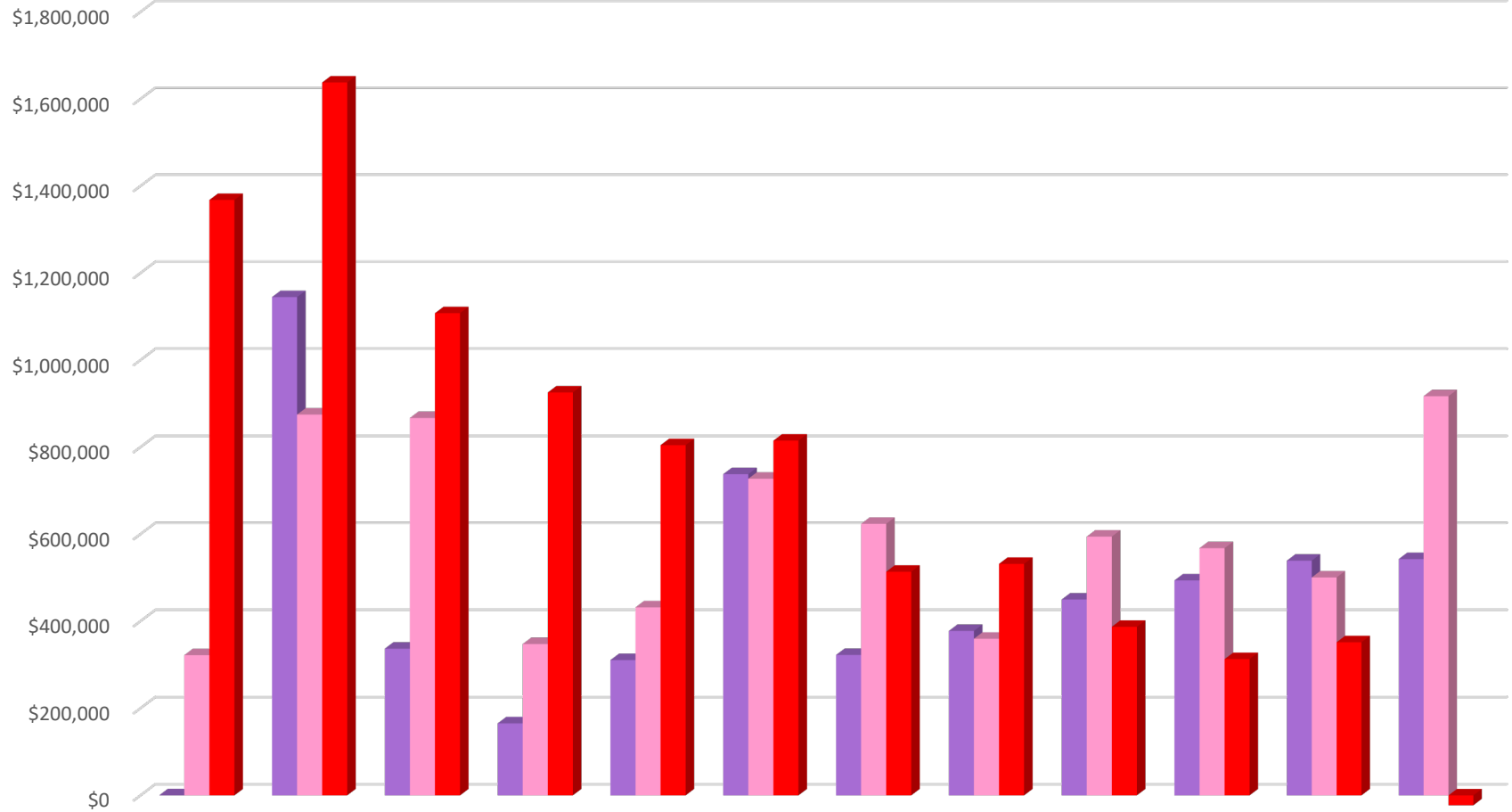
BUDGET SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021
1	Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59	1,019.29
2	Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65
3	Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06	90.35
4	Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21
5	Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04
6	Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00	901.06
7	Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61
8	Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66
9	Delux Inn	622.90	538.10	452.94		356.90	553.88	747.11
10	Delux Suites Motel	160.29	123.98	52.58		65.98	54.77	69.85
11	Gateway Inn	509.18	371.64	375.09		317.12	377.71	566.92
12	Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22
13	Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69
14	Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02
15	Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70
16	Motel 6 Irving Loop 12	909.07	793.11	727.35		728.41	747.09	1,018.09
17	OYO Hotel	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87
18	OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97	0.00
19	Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92	2,075.04
20	Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36
22	Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81
23	Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18
TOTAL BUDGET SERVICE		27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,617.32

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

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,204.52
Number of locations		9	6	53		40	45	41

SUMMARY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021
GRAND TOTAL	287,303.21	187,570.20	197,086.42	26,674.28	209,740.35	259,675.10	372,438.27
			223,760.70				
BUDGET (per Aug 26 projections)	202,959.00	234,853.00	268,196.00		303,571.00	339,884.00	377,649.00
DIFFERENCE	84,344.21	(47,282.80)	(44,435.30)		(93,830.65)	(80,208.90)	(5,210.73)
	41.6%	-20.1%	-16.6%		-30.9%	-23.6%	-1.4%
YEAR TO DATE							
ACTUAL							1,540,487.83
BUDGET							1,727,112.00
DIFFERENCE							(186,624.17)
							-10.8%

Irving Convention and Visitors Bureau
FY21 Cash Flow
April 2021



(\$200,000)

	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,871	\$322,317	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$623,641	\$359,659	\$594,329	\$567,776	\$500,423	\$917,009
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$814,959	\$513,635	\$531,625	\$387,036	\$312,876	\$351,513	(\$22,773)

REVENUE EXPENSES ENDING CASH

DATE: May 12, 2021

TO: Maura Gast
Executive Director

FROM: Marianne Lauda
Director of Accounting and Budget

CC: Susan Rose
VP – Finance and Administration

Per the City contract with ASM Global, ASM shall contribute funds to the City (Bureau) to be used at our discretion for capital improvement projects and/or operating expenses. The Bureau received a total of \$675,000 from ASM Global in FY21. Funds have been deposited in the Bureau ICC CIP/Reserve Fund.

I am requesting a budget adjustment to revenues and expenditures in the amount of \$675,000 each be forwarded to the Board of Directors for approval, and then included with the next budget adjustment submitted for City Council approval. A budget adjustment is planned for a July Council meeting.

Thank you.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

BOARD REPORTS

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



OFFICIAL PUBLICATION OF THE TEXAS MUNICIPAL LEAGUE

MAY 21
VOLUME CVIII
NUMBER 5

TTC

TEXAS TOWN & CITY





HOW PLANNING AND COLLABORATION ESTABLISHED IRVING AS TEXAS' "HEADQUARTERS OF HEADQUARTERS"

By **Chris Hillman**, City Manager, City of Irving, and **Beth Bowman**, IOM, CCE, President and CEO, Irving Economic Development Partnership and the Greater Irving-Las Colinas Chamber of Commerce

Today Irving is known as the "Headquarters of Headquarters" of Texas, with eight Fortune 500 and four Fortune 1000 companies calling it home, more per capita than any other city per in the state. However, it was coordinated and collaborative planning among our key municipal organizations combined with business leaders' active investment in Irving that set the course for this growth and success. Once most known for its high-profile, televised sporting events (Dallas Cowboys' Texas Stadium and PGA's Byron Nelson Golf Classic), the focus has shifted.

Nearly 20 years ago, with growth beginning to explode throughout North Texas, Irving faced mounting challenges from both long-established and quickly developing cities throughout the region that were aggressively focused on either creating or evolving their economic development efforts to become more competitive.

Understanding the potential impact of this competition on Irving's future, the City recognized the need for an efficient, one-stop, customer-focused solution that could communicate the quality-of-life potential and achieve our goal of persuading companies to move to or build their businesses in Irving. We also believed that bringing companies to Irving would help resolve many of our citywide needs. These needs ranged from maintaining a pro-business tax rate and ensuring consistent, well-paying jobs to attracting a young, diverse workforce and creating an infrastructure that would cultivate a lifestyle appealing to both residents and visitors.

Enlisting the support of the Greater Irving-Las Colinas Chamber, the voice of the business community, to provide the expertise to enact a solution along with private sector

member-investor resources, we created a public-private partnership. As the shared vision of retaining and recruiting employers to Irving found success, the City continued its investment in the program, providing a greater return to the community's tax base.

Known as the Irving Economic Development Partnership (IEDP), led and managed by the Chamber, it includes the City, Irving Convention and Visitors Bureau, the Las Colinas Association, the group that provides oversight to Irving's master-planned urban hub, Las Colinas, and Chamber member-investors comprised of private sector businesses executives. The Partnership oversees the Irving Economic Development Strategic Plan. Its objectives focus on four areas:

1. Recruiting national and international corporations and retailers
2. Providing amenities to attract and retain a diverse millennial workforce population
3. Championing the development of an array of affordable quality housing options for a diverse workforce
4. Supporting the growth of small businesses and entrepreneurs

Understanding that companies interested in building or relocating their businesses are met with a variety of options, the IEDP team focuses first on providing prospects with accurate and relevant data and information that can be accessed quickly via industry resources as well as leveraged partnerships with key local and regional organizations. These include eight area colleges and universities; the Dallas/Fort Worth International Airport; and the Texas Economic Development Council (TxEDC).

The partnership with TxEDC and the Office of the Governor supports Irving's national and

An advertisement for Oasis Waterplaygrounds. The main image shows a young girl in a pink swimsuit sitting in a splash pad, with water spraying around her. The Oasis Waterplaygrounds logo is in the top right. Below it are logos for BuyBoard Cooperative Purchasing Vendor and a 'MADE IN TEXAS' graphic. A list of services is on the left, and two smaller photos of children playing in different water features are on the right.

OASIS
waterplaygrounds

BuyBoard
Cooperative Purchasing
Vendor

MADE IN
TEXAS

- **SPLASH PADS**
- **CANOPIES/SHADING**
- **FOUNTAINS**
- **CUSTOM DESIGNS**
- **TURNKEY INSTALLATIONS**

sales@oasiswaterplaygrounds.com
www.oasiswaterplaygrounds.com

713-370-6601

international efforts. Outreach through Irving's International Affairs/Sister Cities programs and alliance with the United States-Mexico Chamber of Commerce helps expand our reach further.

While recruitment and retention can be easier during the best of times, developing a strategy that will help a city stay the course during downturns or even unforeseen events like the COVID-19 pandemic can go a long way toward ensuring that it is poised for continued economic development.

Creating and maintaining a stream of prospects across target industries is key to economic development, and the IEDP employs a variety of methods to sustain an active pipeline. Our team engages with prospects in various sectors that support the Irving Economic Development Strategic Plan's goals. We utilize a multi-layered and always tailored approach that best meets the needs of each prospect, including immersive experiences at sporting and entertainment venues, familiarization tours for real estate professionals, media and VIPs, one-on-one marketing meetings, and broker roadshows amplifying our community's story.

Networking and relationship-building are also important recruitment tools for staying top-of-mind among prospects, site selectors, and brokers. While this is more challenging during COVID-19, staying in touch with past prospects for referrals and leveraging virtual opportunities from industry groups can still support these efforts.

Not to be forgotten, retention plays an important role in nurturing economic development success. In tandem with its ongoing recruitment efforts, our IEDP team focuses on creating and preserving retention among companies moving to Irving as well as those with established roots in the City. We send welcome letters, conduct drop-in visits to anticipate any potential retention opportunities, host monthly broker meetings, and deliver regular economic development updates to organizations invested in the City's future successes.

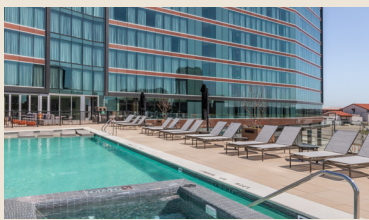
The reward for successful economic development is the return on investment (ROI) that it delivers to a city's taxpayers. In Irving, we annually track our ROI across various metrics, including economic output, worker earnings, additional local taxable values, additional sales and property taxes for the City, and, most importantly, direct job creation and

average tax bill savings per Irving household. Charting the changes in these metrics provides an excellent indicator of our momentum, as well as our strategic and tactical efforts that we should consider enhancing.

Over the past 18 years, the value in the collaboration between the City and the Chamber through IEDP's public-private partnership has been proven with the influx of company headquarters to Irving and a population growth of 25 percent since 2000, but also in other ways. From the addition of entertainment, retail, and restaurant destinations like the Toyota Music Factory; the creation of more than 80 parks and a master-planned greenbelt trail; the development of Irving's Las Colinas Urban Center as a transit-oriented community, and a diverse and educated resident population with a median age of 32, Irving continues to thrive. All this, combined with Irving's participation from its private Chamber member-investors, provides the model for continued customer-focused future success. ★

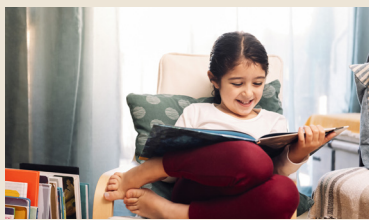
Eight Fortune 500 corporate headquarters and four Fortune 1000 corporate headquarters call Irving home

- #3 Exxon Mobil
- #7 McKesson
- #181 Fluor Corporation
- #175 Kimberly-Clark
- #341 Pioneer Natural Resources
- #270 Vistra Energy
- #426 Celanese
- #491 Commercial Metals
- #523 Michaels Cos.
- #645 Flowserve
- #699 Darling Ingredients
- #804 Nexstar Media Group



page 2

Staycation options for exploring Irving this summer range from learning about nature along Campion Trail to a weekend stay in a hotel.



page 3

Check out what activities are happening at the libraries including Zoom classes, book clubs and the Summer Reading Challenge for all ages.



page 4

This update highlights crews beginning road rehabilitation ahead of schedule as part of the city's Road to the Future Summer Overlay Project.

RESIDENTIAL
CUSTOMER

PRINTED
BY
ECOMASS
U.S. POSTAGE
PAID
IRVING, TX
PERMIT NO. 583

IRVING CITY Spectrum

MAY 2021 / VOL 28 / NO 05



CityofIrving.org

Irving Facilities Continue to Slowly Reopen with Increased Occupancy, Amenities

The information below is subject to change anytime as new information and resources become available.

Governor Greg Abbott lifted the statewide mask mandate in early March, and the COVID-19 vaccine has become available for all adults. The City of Irving is working to slowly reopen facilities with safety in mind.

Residents are encouraged to wear face coverings, practice social distancing and wash hands regularly when visiting city facilities.



RECREATION CENTERS AND AQUATIC FACILITIES

Due to limited availability, scheduling and reduced capacities, recreation and aquatic facilities are available to Irving residents only. When visiting aquatic and recreation facilities, patrons should bring bottled water, hand sanitizer and hand wipes. Residents must reserve a time for all aquatic facility activities at [CityofIrving.org/irvingrec](https://www.cityofirving.org/irvingrec) or call (972) 721-2501.

All residents must register and purchase an Irving Parks and Recreation (IPAR) membership card for \$5 at recreation centers.

Recreation Centers

Full-time recreation centers are now open for adjusted regular hours of operation and increased occupancy.

- Cimarron Park Recreation Center, 201 Red River Trail, (972) 910-0702
- Georgia Farrow Recreation Center, 530 W. Davis Drive, (972) 721-2519
- Lee Park Recreation Center, 3000 Pamela Drive, (972) 721-2508
- Mustang Park Recreation Center, 2223 Kinwest Parkway, (972) 556-1334
- Northwest Park Recreation Center, 2800 Cheyenne St., (972) 721-2529
- Senter Park Recreation Center, 901 S. Senter Road, (972) 721-2641

Lively Pointe Youth Center and Heritage Senior Center

Lively Pointe Youth Center, 909 N. O'Connor Road, is open from 9 a.m. to 7 p.m., Monday through Friday and 1 to 5 p.m. on Saturday. Teen programs take place from 4 to 7 p.m., Monday through Friday and 1 to 5 p.m. on Saturday.

Heritage Senior Center, 200 S. Jefferson St., reopens May 3 and will be open from 8 a.m. to 10 a.m. and 12:15 p.m. to 5 p.m., Monday through Friday.

Game Rooms

Game rooms have reopened at recreation centers. Nine guests maximum occupancy per center.

Gymnasiums

- Racquetball courts – four per court. The number of courts available vary per recreation center. Reservations required.
- Badminton – 22 participants maximum. No reservations required.
- Pickleball – 22 participants maximum. Reservations required.
- Gymnasium free play - 18 guests maximum occupancy per center.

Recreation Center Fitness Rooms

- 15 members maximum occupancy per center.
- Gym equipment wipes will be provided.

- Restrooms, locker rooms and shower facilities are open.

AQUATIC FACILITIES

Irving Parks and Recreation's Aquatics division has reopened two popular swim facilities just in time for summer!

The Heritage Aquatic Center, 200 S. Jefferson St., is open on a modified schedule, and adults ages 18 and older are welcome to reserve a time slot. Some time slots are available to Irving residents ages 50 and older only.

The North Lake Natatorium, 5001 N. MacArthur Blvd., is open on a modified schedule for lap swim and fitness activity. Adult and senior Irving residents are welcome at all time slots. Children ages 12 and older are welcome 5 to 6 p.m., Monday, Wednesday and Friday only.

Hours of Operation

- Heritage Aquatic Center
7:30 a.m. to 12:15 p.m. | Monday through Friday
- North Lake Natatorium
5 to 8 p.m. | Monday, Wednesday, Friday
11 a.m. to 2 p.m. | Tuesday, Thursday

Guests using aquatic facilities should note:

- No food, drinks or coolers are allowed, with the exception of bottled water.
- Restrooms are open.
- Locker rooms and showers remain closed.
- Proper swim attire must be worn to and from the pool. Changing facilities are unavailable.
- Guests must provide their own Coast Guard-approved life jackets, kickboards, pull buoys and other equipment. No items are available for loan.



IRVING PUBLIC LIBRARY

Irving Public Library (IPL) locations are open for browsing and checking out items; use of public computers; fax, scan and printing services; and limited public seating. In order to increase service to customers wishing to connect to the internet and use digital applications, the IPL applied for and received a TSLAC CARES grant (#LS-246561-OLS-20) to purchase EnvisionWare tablets for use while in the South and West libraries. The tablets, which can be checked out from a self-service kiosk using a library card, will allow library patrons to access digital services, apply for jobs, do schoolwork, watch virtual programming, enjoy social media and more.

Library Locations

- South Irving Library, 601 Schulze Drive, (972) 721-2606
- Valley Ranch Library, 401 Cimarron Trail, (972) 721-4669
- West Irving Library, 4444 W. Rochelle Road, (972) 721-2691

Hours of Operation

- 10 a.m. to 7 p.m. | Monday through Thursday
- 10 a.m. to 6 p.m. | Friday, Saturday

Residents can continue to use the library's IPL Express curbside and drive-thru services. Study rooms are unavailable at this time. For updates and changes, follow the library's Facebook and Twitter pages [@IrvingLibrary](https://www.facebook.com/irvinglibrary). ■

FREE HOUSEHOLD DOCUMENT SHREDDING, ELECTRONICS RECYCLING

Shredding documents to safeguard from identify theft can be a costly service. Residents are invited to a free shredding event from 11 a.m. to 2 p.m. (or until truck reaches capacity) Friday, May 7 at Las Colinas Service Center, 5964 Riverside Drive.

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

For more information, call (972) 721-2232. ■



IRVING ISD TO OPEN EARLY COLLEGE ACADEMY IN IRVING

Irving students soon can get a head start on their college education while earning their high school diplomas. Irving Independent School District (IISD) will open its second collegiate academy in August 2022. The first academy, Jack E. Singley Collegiate Academy, 4601 N. MacArthur Blvd., opened in August 2020. The academy was made possible in part by a \$150,000 grant awarded to IISD from the Texas Education Agency and a partnership with Dallas College.

South Irving Collegiate Academy students will be able to complete two years or 60 hours of college credit at no cost. The campus will be located at the Dallas College Irving Center on the corner of West Shady Grove Road and MacArthur Boulevard in Irving. It will open with approximately 100 freshmen in August 2022 and will add a grade level each year until 2025.

"This is a huge win for south Irving students and their families," said Mayor Rick Stopfer. "Students will have the chance to earn college credit, potentially save tens of thousands of dollars and lay the foundation for a successful future."

The academy will be based on the national Pathways in Technology Early College High School or P-TECH model. P-TECH takes the early college concept a step further by adding an industry partnership. P-TECH campuses establish strong partnerships with local businesses and industries that allow students to gain relevant work experience in a targeted field.

For more information on the new Irving Collegiate Academy, visit [IrvingISD.net](https://www.irvingisd.net). ■

IRVING
Independent School District

2021 Summer Staycation: Ditch the Crowds and Plan to Explore Irving

Irving Staycation

While state and county officials continue working to offer the COVID-19 vaccine to all who are interested, many Irving residents might be rethinking plans to travel. Luckily, Irving is the perfect Staycation Destination. The city has plenty of options to make residents feel that they are miles away from home.

Stepping Out of the City

Irving has many natural spaces to explore. Campion Trail is the perfect place to teach the kids about nature, from the native plants and trees to the wildlife. The exercise enthusiasts also will love the walking, running and biking options the trail offers. Lake Carolyn, which is a little farther north, offers paddleboarding, kayaking and aqua-cycling. Watercraft may be rented by reservation only.

Museums and History

The city's museums and Irving Arts Center are open and perfect for a day trip. Explore the Irving Archives and Museum (IAM) and learn about Irving's history, from the first settlers through present day. The museum also features a rotating exhibit and the only Smithsonian Spark!Lab in Texas. The Spark!Lab is a hands-on interactive space where visitors can let their inner inventor and imagination run wild. For the history buffs, the Ruth Paine House Museum is definitely a "must see." The museum is on the National Register of Historic Places and tells the story of Irving's connection to the assassination of President John F. Kennedy. Irving Arts Center also has several galleries, featuring rotating exhibits and live events, visit [IrvingArtsCenter.com](#).

For the Weekenders

For residents looking to venture out of their homes for a



few days, Irving has a number of hotels offering a ton of amenities, dining and entertainment options to give the full tourist experience. Some options include:

- Texican Court
- NYLO Las Colinas
- The Westin Irving Convention Center at Las Colinas

A full list of Irving hotels is available at [IrvingTexas.com/Hotels](#).

Entertainment for the Family

Toyota Music Factory is sure to please any palate, craving or vibe, with more than a dozen restaurants, bars and other attractions. Water Street, situated along the shores of Lake Carolyn, also offers a number of unique restaurants and cafes for residents of all ages. Across the street from Water Street are the magnificent Mustangs of Las Colinas, one of the world's largest equine sculptures. MainStage 222 also has live events planned throughout the summer.

For more information on these attractions visit, [CityofIrving.org/2021Staycation](#). ■

MEMORIAL DAY CEREMONY

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. The guest speaker will be Irving Councilman Mark Zeske and the moment of reflection will be by retired United States Air Force Master Sergeant Damon L. Southard.

2:30 p.m.
Sunday, May 30

Jack D. Huffman Community Building
Auditorium
801 W. Irving Blvd.

A ceremony will be held at the Veterans Memorial Park Wall of Commemoration, 644 Rock Island Road, following the program. The city will continue to follow all county and state regulations in place at the time of the event.

For more information, call (972) 721-2501. ■



IRVING ARTS CENTER FAMILY PROGRAMS

May 6 | JumpstART Stories & Art: Moms are Amazing!
8 a.m. to noon | Free
To-go kits available for pickup; videos posted to [IrvingArtsCenter.com](#).

May 9 | Second Sunday Funday: Moms are Amazing!
1 to 4 p.m. | Free
To-go kits available for pickup; videos posted to [IrvingArtsCenter.com](#).



Daniela Liebman performs LCSO's closing concert May 8



Celtic Throne comes to Irving June 2

Irving Arts Center In the Galleries

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

CONTINUING EXHIBITIONS

Lonesome Dove: Photographs by Bill Wittliff

Through July 10 | Dupree Lobby
Capturing the sweeping visual imagery of the original miniseries "Lonesome Dove" (inspired by Larry McMurtry's novel) the exhibition presents classic images taken during filming by Bill Wittliff, renowned photographer, writer and executive producer of Lonesome Dove. The images, however, are worlds apart from ordinary production stills, depicting an extraordinary union of art, literature and history, surrounding a story which has truly captured the public's imagination. Created by the Wittliff Collections at the Alkek Library, Texas State University, the exhibit is presented in partnership with Humanities Texas.

Sol Hill: Signal from Noise

Through July 24 | Carpenter Lobby
Signal from Noise presents selections from contemporary artist Sol Hill's signature digital alternative process camera-based artwork. Hill uses the artifacts that occur in the digital image making process produced from the influence of energies a sensor sees that the human eye does not. Hill's interest is in exploring and expanding the visual repertoire of the medium of digital imaging and in exploring the intersection of art, science and spirit. Ever interested in juxtaposed contradictions, Hill's finished works are presented in ways that blur the boundaries between photography and painting. Note that a portion of this exhibition is only accessible by stairs.

NEW EXHIBITIONS

BRAVEART/EX

May 8-29 | Courtyard Gallery
Artwork from Cistercian Preparatory Upper School students will be featured this month in the Courtyard Gallery.

36th Annual Texas and Neighbors Five State Competition

May 15-June 12 | Main Gallery
The Texas and Neighbors Exhibition is an annual collaboration between the Irving Art Association and Irving Arts Center. For 36 years, artists from Texas, Louisiana, New Mexico, Arkansas and Oklahoma have participated in this prestigious, juried exhibition.

Amy Wernitz: Portraits

May 15-July 10 | Focus Gallery
Amy Wernitz is an artist obsessed with time, of the fear of its passing and the feeling of not living in the correct moment. This passion plays out in her art which seeks to capture the seemingly insignificant moments of everyday life. She meticulously crafts realistic portraits, figures and faces isolated from the environment. Their features, gestures, clothing and props offer only clues to a narrative. Wernitz leaves the viewer to fill in the details from their own life experience, to create a story from their history and perhaps to see the importance of each and every life in a society that is often too fascinated with the lure of youth.

Summer Art Camps to be Offered in Both Virtual and In-Person Formats

Registration for Irving Arts Center's Summer Art Camps begins May 15. Fun, thoughtfully-curated educational art camp for kids and teens ages 4-16 begins June 14. These hands-on classes, taught by professional art educators and teaching artists, will be offered in both virtual and in-person formats. Participants will learn about a variety of art disciplines, engaging in projects and activities that develop skill sets, self-confidence and an appreciation for lifelong learning. To learn more, visit [IrvingArtsCenter.com](#). ■



IRVING ARTS CENTER TICKETED EVENTS

May 1 | The Quebe Sisters
7:30 p.m. | \$20
Presented by Entertainment Series of Irving

May 7-22 | Bell, Book & Candle
\$19-\$29 | Streaming Live May 7 | May 8-22 On-Demand
Presented by MainStage
In a world where witches cannot fall in love, Gillian Holroyd complicates her situation by casting a spell over Shepherd Henderson out of spite. When he falls head over heels in love with her, Gillian must choose whether to love a mortal or lose him entirely. See this take on the classic 1950s play that inspired the popular television show "Bewitched."

May 8 | Daniela Liebman, Pianist
7:30 p.m. | \$6.50-\$13.50
Presented by Las Colinas Symphony Orchestra

May 12 | The Three B's
7:30 p.m. | \$6.50-\$13.50
Presented by The Lone Star Youth Orchestra

May 16 | NPOI Season Finale Concert
3:30 p.m. | Ticket price TBA
Presented by New Philharmonic Orchestra of Irving

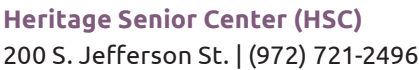

May 21 | Spotlight Dance Cup
Visit [Apexdanceclasses.com](#) for more information.

June 2 | Celtic Throne
Time, ticket price TBA
Infused with innovative choreography, dazzling costumes and spectacular lighting and projection, this brand-new Irish dance production features a musical score by Golden Globe-nominated composer Brian Byrne.

Summer Camp – One great camp at six convenient locations

Registration Open for Summer Youth Volleyball

Irving students ages 11 to 16 are welcome to participate in this league which emphasizes teamwork and teaches fundamental volleyball skills. Teams will practice once a week beginning the first week of June. A six-game season starts June 8 and will end with a single-elimination tournament at the end of July. Registration is \$25 per athlete, and the deadline is May 15. Parents are encouraged to volunteer as coaches.



- May 28 | Memorial Day Observance**
8 a.m. to noon | Via Zoom
- Join this virtual ceremony as a wreath is laid to honor the fallen. The Irving Fire Department Honor Guard will assist with the wreath presentation starting at 10:30 a.m. and will provide special music. For those participating in the drive-thru lunch pick-up, flags will be displayed to honor those who gave their all. Call (972) 721-2496 for the Zoom link.

● **May 21 | Let's Fly Together**
3 to 6 p.m. | Grades K-5 | \$5 per person
Celebrate National Paper Airplane Day. Children will learn how to make a paper airplane, participate in a flying contest with prizes and enjoy refreshments. Registration required by May 12.

● **May 14 | Drone Demo Day**
5:30 to 6:30 p.m. | Ages 12-14 | Free
Join some high-flying fun at this hands on introduction to drones. Learn the basics of hovering and how to maneuver a drone through an indoor obstacle course. Those who earn a flight badge will be eligible to advance to a future intermediate course. Registration is required by May 7.

● **May 27 | Pottery Painting in the Park**
12:15 to 3:15 p.m. | Grades K-5 | \$5
Create a work of art at this fun outdoor event.
Cost includes all supplies. For an additional fee,
participants can purchase an upgraded pottery piece.
Registration is required by May 19. Children under the
age of 8 must be accompanied by an adult.

For more information, visit IrvingEvents.org. ■

Now that spring is here, many residents will take their four-legged friend to the park and on the trails. Irving's Parks and Recreation Department encourages pet owners to follow these tips when visiting a city park or trail.

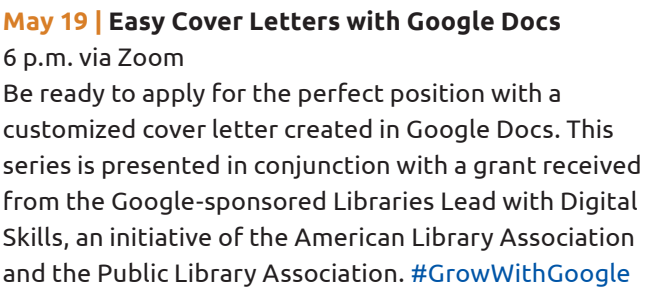
A close-up photograph of a dog's head, likely a Jack Russell Terrier, with brown and white fur. The dog is looking directly at the camera with a happy expression, its mouth open showing its teeth. It is holding a blue, braided leash in its mouth. The leash has a silver-colored metal clasp. The background is plain white.

Pets Should Be Leashed

Pets are required to be properly and safely restrained at all times when visiting a park or trail, unless inside the city's dog park. According to City ordinance, it is against the law to allow animals to run free or unrestrained within city limits. Dog owners must use a fitted leash with a collar or harness.

For Zoom credentials, visit [CityofIrving.org/3612](https://www.cityofirving.org/3612) and click on the Zoom registration button. Be sure to specify the program title, date and time.

Adults and teens can learn what is needed to start producing podcast recordings and share them with the world. Part of the MiY Zone Learn the Basics series, this project is made possible by a grant from the Institute of Museum and Library Services (Grant #LS-246193-OLS-20) to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act. (2021)



- **7 p.m. May 3 | Girls Night Out** | Discuss “Where the Crawdads Sing”
- **Noon May 5 | Midweek Mysteries** | Discuss The “Amory Ames Mystery” Series
- **7 p.m. May 12 | I “Heart” YA** | Discuss “Serpent and Dove”
- **7 p.m. May 13 | Tried & True** | Discuss “Stephen Hawking: A Brief History of Time”
- **10 a.m. May 15 | Novel Fiction** | Discuss “Girls in the Garden”
- **1 p.m. May 21 | Live to Read** | Reader’s Choice: Self Help Books
- **Noon May 22 | Cook the Book** | Make recipes from “Essential Emeril”
- **7 p.m. May 24 | Book Lovers Happy Hour** | Favorite Memoirs

Irving aquatic centers and spray parks open Memorial Day weekend, May 28-30.

West Irving Aquatic Center, 3701 Conflans Road, and Cimarron Family Aquatic Center, 199 Red River Trail, will open with the concession stand offering prepackaged snacks and drinks. Register online to reserve a time slot at CityofIrving.org/IrvingRec.

Northwest Spray Park at 2800 Cheyenne St.
and Southwest Spray Park at 2800 Shady Grove
Road will open from 11 a.m. to 8 p.m.

Classes will be available in June at North Lake Natatorium and Cimarron Aquatic Center.
For more information, visit CityofIrving.org/Aquatics or SoggyZoggy.com.

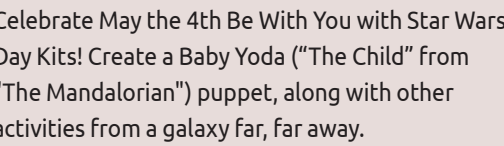
Irving Parks and Recreation Department has taken great care to build a safe reopening plan for Irving residents. Due to limited availability, scheduling and reduced capacities, city facilities are available to Irving residents only.

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

These kits feature a relaxing assortment that includes tea, meditation instructions and coloring.

Kids can participate in a 14-day series of affirmations, activities and ways to promote self-care. Families can look forward to each day's activity on social media ([@IrvingLibrary](#) on Facebook, Instagram and Twitter). Everyone is encouraged to post ways they exercise self-care and use [#IPLSelfCare](#). Starting May 1, pick up a self-care kit to inspire ways to find inner calm.

Baby, Yoda the best! So are these Grogu-inspired pencil toppers and bookmarks.



Pick up a kit filled with helpful genealogy forms.
Then join a Zoom class at 1 p.m. May 15 to learn
more about Ancestry, the library's premiere family
history resource, featuring billions of records from
around the world.

Sending good vibes for the end of the school year.
Conquer the stress that comes from finals with
simple activities and goodies.

WEST IRVING CREEK DRAINAGE IMPROVEMENTS

The City of Irving Capital Improvement Program is planning improvements to the West Irving Creek drainage channel. This channel runs for about 3 miles and drains water fun off for over 3 square miles of Irving.

This multiyear project is in the early design stage, and the City of Irving is seeking resident input to ensure that the final design meets the current and future needs of this section of the city.


The channel was constructed during the original development of the area and now periodically floods neighboring properties. In addition to needed repairs, the city plans to update the channel to meet current and future development in the area. Work is expected to begin in 2023, and the project will be funded in part by Municipal Drainage Utility (MDU) funds.

Project Details

As the project is currently in planning stages, details are still being developed. The city expects to deepen the existing concrete channel. Initially, utilities will need to be relocated and several bridges will be reconstructed before improvements to the channel can begin. The city is also evaluating improvements to the parks along the creek, as well as improved debris and sediment collection.

An initial public meeting was held in April to gather input. Residents, business owners and other stakeholders are invited to share questions and concerns at [CityofIrving.org/Creek-Survey](#) through Aug. 31. Respondents can request follow-up contact to questions and concerns.

Visit [CityofIrving.org/WestIrvingCreek](#) for more information and updates on the project. ■



TAKE ADVANTAGE OF WILDFLOWER SEASON

Now that bluebonnets and other Texas wildflowers are in bloom, it is time to take a cue from nature and build a beautiful landscape with native and adapted plants that are especially suited to the North Central Texas climate.

Creating gardens and landscapes with plants that thrive in this region is a win-win for homeowners and the environment. Native and adapted plants require much less water, fertilizer and pesticides. In addition, these plants can help reduce stormwater runoff and water pollution while attracting beneficial insects and wildlife to help your landscape flourish.

Free Workshop on Native and Adapted Plants May 12 | 6:30 p.m.

Join the Irving Think Green ... Be Green Team and the Dallas County Master Gardeners for an overview of plants that do well in North Central Texas and horticulture techniques that help ensure success.

The [CityofIrving.org/BeGreen](#) website offers numerous tips on creating beautiful, low-maintenance landscapes and gardens. For more information on small spaces and urban gardening, visit [CityofIrving.org/Urban-Garden](#).

To learn how to bring more pollinators and wildlife to your landscape, visit [CityofIrving.org/Garden-for-Wildlife](#). ■





Streets Crews Begin Work Early on Summer Overlay Project



For the second year in a row, the City of Irving Traffic and Transportation Department’s Streets Division has started road construction ahead of schedule.

In late April, crews began the milling and overlay of 14 miles of roadway as part of year four of the Road to the Future program. The milling and overlay work on residential streets usually begins in June when the school year ends and runs through August. The city’s five-year Road to the Future program, which is slated for completion in 2022, supports road reconstruction and rehabilitation across the city.

Crews will mill and overlay the following 17 streets in Irving during this year’s project:

- Britain Road from Rochelle Road to State Highway (SH) 183
- O'Connor Road from Northgate Drive to SH 114
- Belt Line Road from Rock Island Road to SH 183
- Pioneer Drive from Esters Road to Belt Line Road
- Conflans Road from Esters Road to Belt Line Road
- Post Oak Drive from Cypress Drive to Lane Street
- Oakdale Road from MacArthur Boulevard to Nursery Road
- Hidden Ridge from MacArthur to SH 114
- Rock Island Road from Belt Line Road to MacArthur Boulevard
- Carbon Road from Belt Line Road to Valley View Lane
- Country Club Drive from Portland Street to Cheyenne Street
- Montego Bay Drive from Carbon Road to Dorris Road

Block Drive from Walnut Hill Lane to SH 161

Lucille Street from Sixth Street to Second Street

MacArthur Boulevard from Shady Grove Road to Oakdale Road

Rogers Road from Sixth Street to Shady Grove Road

Pembroke Street from Loop 12 to Wildwood Drive

Milling and overlay is a speedier process than street reconstruction and involves multiple crews. The milling crew removes the existing asphalt down to the street’s base. Then an asphalt crew follows behind, laying and paving new asphalt. Pavement markings removed as part of the milling and overlay process are replaced with new markings. This maintenance program allows staff to make minor modifications to the road surface to help mitigate ponding water.

Weather permitting, most milling and overlay can be completed in a couple of weeks. Once the work is complete, vehicles can immediately resume driving on the freshly paved roads. However, roads that are longer, have more lanes and intersections, or are in need of additional rehabilitation can take multiple weeks to complete. The Streets Division reminds residents to not text and drive, and to slow down, be patient and stay alert while driving in work zones. Additionally, when driving in a construction zone, be sure to remain aware of workers, pedestrians and other drivers.

Visit [CityofIrving.org/Road2Future](#) for more information on Road to the Future, including a full list of street projects.

Visit [CityofIrving.org/IrvingInvests](#) for more information on the city’s ongoing infrastructure initiative. ■



Residents Encouraged to Microchip Pets

This month, as part of National Chip Your Pet Month, Irving Animal Services (IAS) reminds residents about the importance of microchipping pets.

A small electronic chip, the size of a grain of rice, can quickly assist in reuniting a lost pet with its owner. A microchip is a pet’s permanent electronic identification number, which is inserted under the animal’s skin. When the chip is registered, the chip number is connected to a database with the owner’s contact information.

When a lost pet is found, IAS officers can easily scan the animal’s microchip to find its home and return the dog or cat immediately to its owners. As a result, pets are kept safe and off the streets without being taken to the Irving Animal Care Campus (IACC), 4140 Valley View Lane.

If a resident finds a lost pet, veterinary clinics and animal shelters have chip readers and can scan the pet for a microchip.

Pet owners should also ensure that contact information linked to the pet’s microchip ID is updated annually. Although a microchip is an animal’s permanent identification, pet owners are still encouraged to use a collar with ID tags. Residents can purchase ID tags for \$3 to \$5 at the IACC.

A missing pet should be reported immediately to IAS by calling (972) 721-2256 or filing a lost pet report at [CityofIrving.org/Lost-and-Found](#). Pet owners also should visit the shelter to look for missing pets.

Microchip Services Available

To assist residents, IAS hosts free microchipping events at the IACC throughout the year. Proof of residency is required. Upcoming 2021 events are from 10 a.m. to noon June 26 and Oct. 30. Visit [CityofIrving.org/Animal-Services](#) for details.

The IACC also provides microchipping during normal business hours for \$10. The cost includes implantation of the chip and microchip registration with 24PetWatch. The implantation process is similar to a pet’s routine vaccination shot.

Pet owners also can contact their veterinarian to request a microchip for their pet.

For more information about microchipping, visit [CityofIrving.org/Microchip](#). ■

P. 4



“City Spectrum” is published by the City of Irving Communications Department to keep residents informed of city news, events and information. For additional information, visit [CityofIrving.org](#).



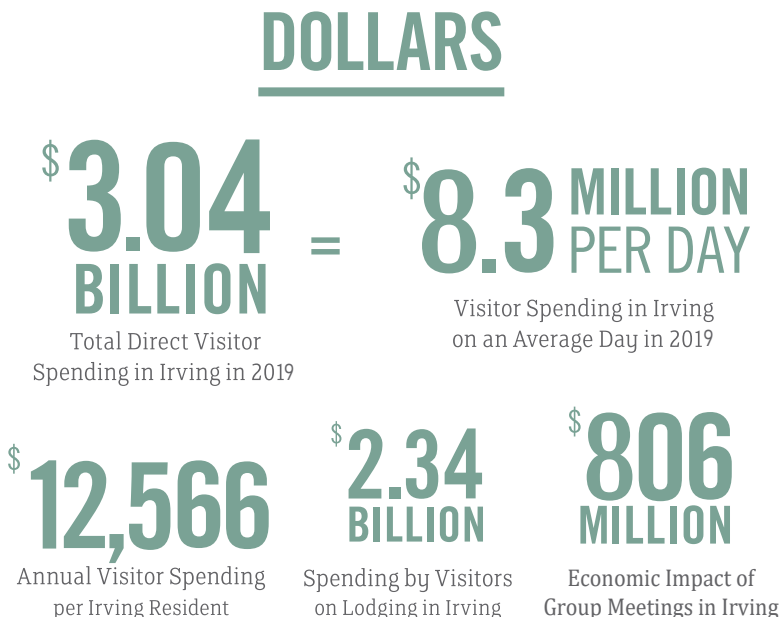
IRVING TEXAS
We Have It All.
TOGETHER.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



Economic Impact



ICVB Memorandum

Date: May 13, 2021

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

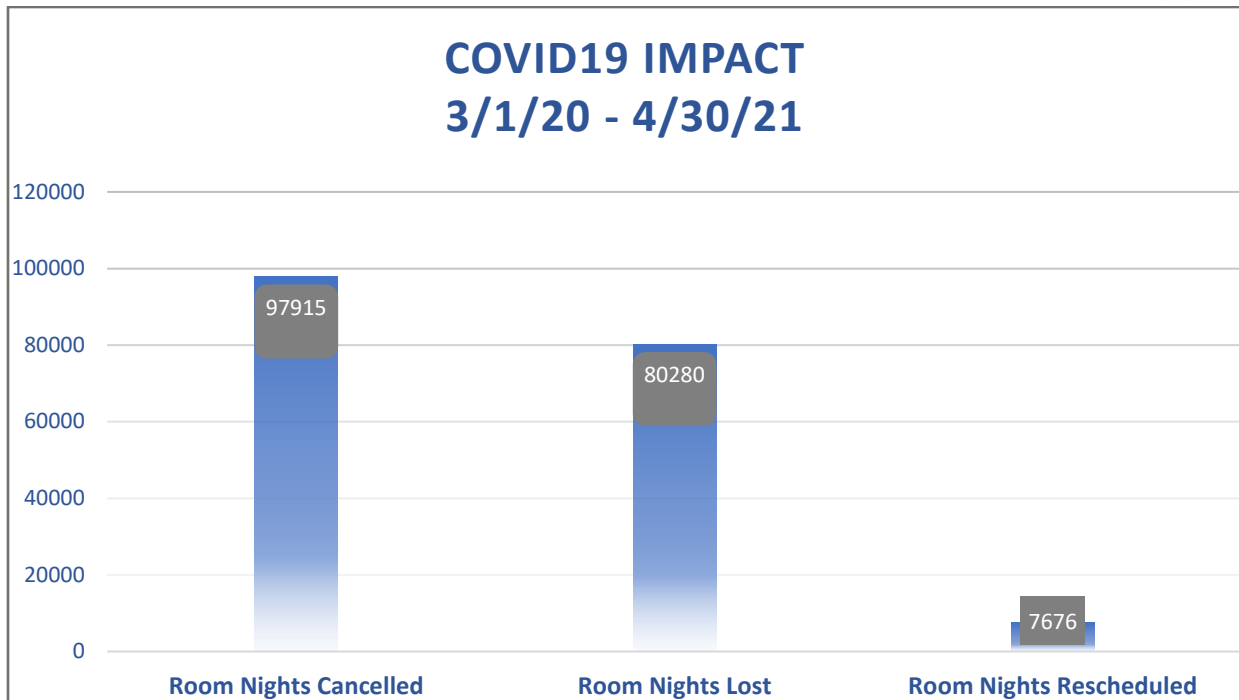
RE: Sales & Services Department Board Report for April 2021

Convention Sales Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	79	458
Irving Convention Center Leads	32	131

April

Room Nights Generated	Monthly Goal	April 2021 Actuals	April 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	6493	10230	17047	77916	50592	109346	1432	7794
Lost Room Nights		48749	51693		155652	356555	15175	68208



Customer Services Activity April Servicing & Inventory

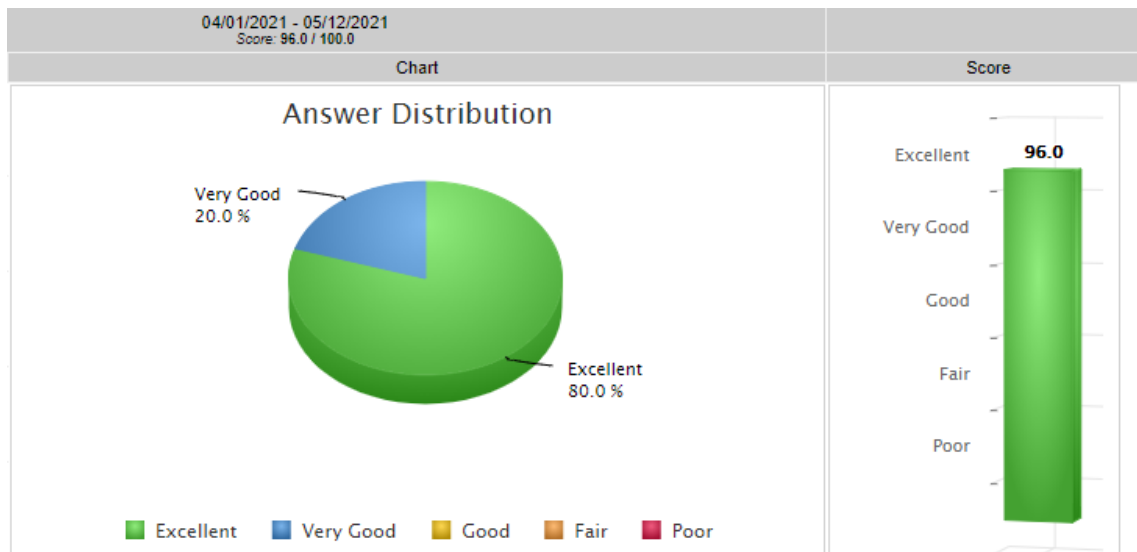
Groups Serviced	
April	5
YTD	15

	April	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	3	874 Badges/ 910 Lanyards
Pens	4	1000 Pens
Bags	0	0 Bags
Promotional Materials	5	500 Restaurant Maps/650 TMF maps/ 0 Surveyors, 0 Welcome Sign
Staffing Services	1	16 Event Hours
Covid Resources	1	COVID19 Awareness Signage (printed in house)

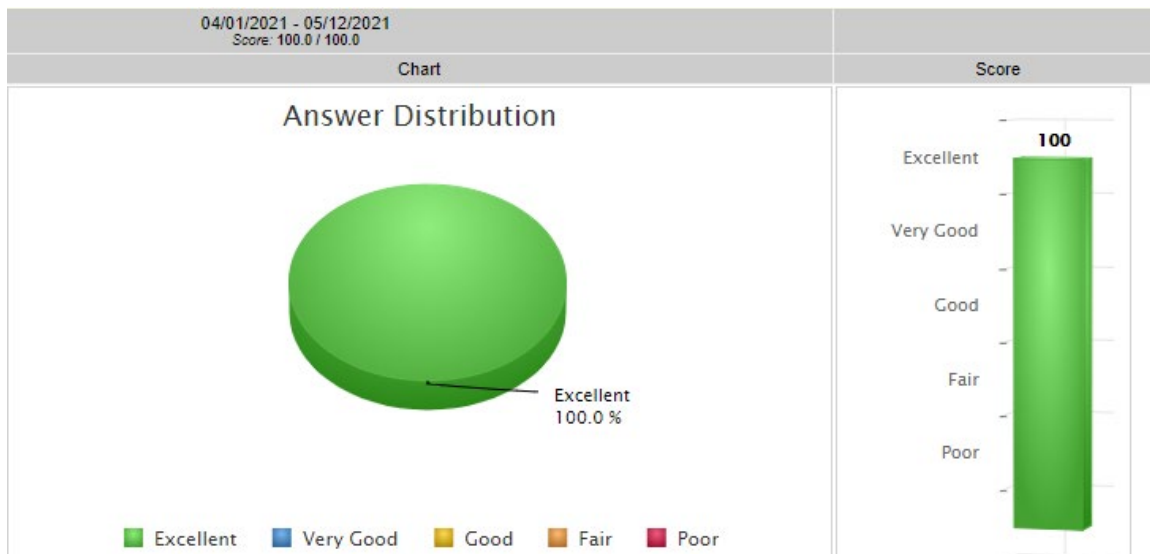
Event Location: Hotels: 4 Irving Convention Center: 0 Other: 1

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings April 2021 – September 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	5/2/2021	5/8/2021	100	280
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765
Seattle Mariners Baseball Club	Mariners vs TX Rangers 2021	5/5/2021	5/8/2021	60	240
Texas Economic Development Connections	The Texas ED Connection Launch Event	5/6/2021	5/6/2021	100	50
NBM Incorporated	The NBM Show - March 2021	5/9/2021	5/16/2021	4000	506
Elevate IT	Rooms Only	5/17/2021	5/20/2021	300	23
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Texas Academy of Physician Assistants	2021 TAPA Board Meeting	5/19/2021	5/23/2021	12	41
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	5/20/2021	5/23/2021	100	210
Boy Scouts of America	Boy Scouts National Executive Board and Committee Meeting	5/24/2021	5/25/2021	100	35
Texas State Foosball Network	Texas State Foosball 2021	5/27/2021	5/31/2021	250	173
Spicy Foods Productions, LLC	ZestFEST Staff & Vendor Rooms	5/28/2021	6/6/2021	125	178
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
Tampa Bay Rays	Tampa Bay Rays vs TX Rangers 2021	6/3/2021	6/5/2021	76	228
Westcoast Takeover Inc.	Battle of the South	6/3/2021	6/5/2021	150	150
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Lausanne Consultation on Jewish Evangelism	North American Conference 2021	6/5/2021	6/9/2021	90	217
INSURICA	2021 INSURICA Summit	6/7/2021	6/9/2021	200	205
Texas Trial Lawyers Association	2021 TTLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
National Lawn and Garden Show	National Lawn and Garden Show 2021	6/12/2021	6/16/2021	150	385
United In Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Lantz Medical	Lantz Medical National Sales Meeting	6/15/2021	6/19/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	6/15/2021	6/19/2021	80	247
Oakland Athletics	Oakland A's vs TX Rangers 2021	6/20/2021	6/23/2021	60	240
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Retrainer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
AZZ, Inc.	AZZ 2021-06 ALT meeting DFW	6/22/2021	6/24/2021	60	180
Steubenville	Steubenville / Life Teen	6/23/2021	6/27/2021	5000	2885
United States Armwrestling and Wristwrestling Association, Inc.	US Armwrestling National Championship 2021	6/25/2021	6/27/2021	500	750
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220
The Falcon Car Club of America	2021 FCA National Meet	7/6/2021	7/10/2021	350	640

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Center for the Judiciary	Magistrate Training A	7/7/2021	7/8/2021	50	100
Lucky Leaf Expo	Lucky Leaf Expo 2021	7/8/2021	7/10/2021	2000	122
Oakland Athletics	Oakland A's vs TX Rangers 2021	7/8/2021	7/10/2021	60	180
Pathways Core Training Inc.	Pathways Monthly July 2021	7/9/2021	7/24/2021	100	242
a360inc	2020 a360inc Solutions Summit	7/10/2021	7/13/2021	120	204
Building Professional Institute	2021 Building Professional Institute	7/10/2021	7/15/2021	700	114
American Peanut Research and Education Society	2021 APRES - American Peanut Research & Education Society	7/11/2021	7/15/2021	150	450
Buckets and Bows Maid Service	Pro Field Trip Summer 2021	7/13/2021	7/17/2021	125	39
Big 12 Conference	Joint Officials Conference 2021	7/15/2021	7/18/2021	400	470
First Fitness	First Fitness July 2021	7/15/2021	7/18/2021	300	249
Novelty Salt & Pepper Shakers Club	Novelty Salt and Pepper Shakers Club 36th Annual Convention	7/16/2021	7/25/2021	200	510
Texas Industrial Vocational Association	TIVA Summer Conference	7/17/2021	7/23/2021	800	1695
TexSom	Court of Master Sommelier Theory Exam 2021	7/17/2021	7/19/2021	100	160
JLM Creative Events	Applique Getaway 2020	7/18/2021	7/26/2021	450	403
Region 10	Region 10 Conference	7/21/2021	7/23/2021	500	600
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	7/25/2021	7/28/2021	70	60
Arizona Diamondbacks	Arizona Diamondbacks vs TX Rangers 2021	7/25/2021	7/27/2021	70	210
CSL Plasma Inc	CSL Plasma Meeting	7/26/2021	7/31/2021	90	360

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	7/28/2021	7/31/2021	60	240
Texas Municipal Police Association	2021 TMPA Annual Conference	7/29/2021	8/1/2021	350	1150
The Petroleum Alliance of Oklahoma	OIPA Annual Meeting 2021	8/2/2021	8/7/2021	300	804
Freedom Founders	Freedom Founders Workshop - August 2021	8/2/2021	8/8/2021	150	140
Pathways Core Training Inc.	Pathways Monthly August 2021	8/6/2021	8/21/2021	100	242
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	8/6/2021	8/12/2021	85	287
FASTSIGNS International, Inc.	FASTSIGNS Sales Summit 2021	8/8/2021	8/15/2021	350	1035
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/8/2021	8/10/2021	350	60
Oakland Athletics	Oakland A's vs TX Rangers 2021	8/12/2021	8/14/2021	60	180
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo	8/13/2021	8/21/2021	4000	345
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	8/13/2021	8/15/2021	250	120
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	8/15/2021	8/18/2021	60	240
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	8/18/2021	8/23/2021	300	337
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	8/26/2021	8/29/2021	100	210
ECI Software Solutions	ECI ELT Meeting 2021	8/28/2021	9/5/2021	100	322
Kingdom Global Ministries	KGM World Connect 2020	8/29/2021	9/5/2021	350	335
Colorado Rockies	Colorado Rockies vs TX Rangers 2021	8/29/2021	8/31/2021	70	210
Lifestyles Unlimited, INC.	Lifestyles Unlimited-Rooms Only	9/1/2021	9/6/2021	400	1400
Professional Fraternity Association	2021 PFA Annual Conference	9/8/2021	9/12/2021	100	255

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
National Procedures Institute	NPI Conference 2020	9/8/2021	9/12/2021	65	236
Dallas Security Traders Association	2021 DSTA Annual Convention	9/8/2021	9/11/2021	100	186
Pathways Core Training Inc.	Pathways Monthly September 2021	9/10/2021	9/25/2021	100	242
Adapt2 Solutions	ACCELERATE 2021	9/12/2021	9/16/2021	50	125
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	9/12/2021	9/16/2021	100	280
American Horse Publications	American Horse Publication 2021	9/13/2021	9/18/2021	110	301
Property Management Inc	PMI Annual Summit 2021	9/13/2021	9/19/2021	200	582
Masters Dermatological Association	MDA 2020	9/15/2021	9/21/2021	50	235
Productive Dentist Academy	Productive Dentist Academy September	9/15/2021	9/19/2021	150	225
FenCon	2021 FenCon	9/16/2021	9/20/2021	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/16/2021	9/19/2021	200	160
Chicago White Sox	Chicago White Sox vs TX Rangers 2021	9/16/2021	9/18/2021	67	201
Auto Body Association of Texas	2021 Texas Auto Body Trade Show	9/16/2021	9/18/2021	750	200
Heart of Texas Body Building	Heart of Texas Body Building Competition	9/17/2021	9/19/2021	300	624
Lion Street	Lion Street Indaba 2021	9/18/2021	9/21/2021	285	645
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	9/19/2021	9/23/2021	150	257
Brinker International	Brinker 2021 Supplier Partner Conference	9/21/2021	9/24/2021	325	360
Texas Podiatric Medical Association	2021 TPMA Southwest Foot and Ankle Conference	9/22/2021	9/25/2021	600	315
Southwest Drycleaners Association	Cleaners Showcase for 2021	9/27/2021	10/3/2021	400	737
BNSF Railway Company	BNSF 2021 Industrial Products Summit	9/27/2021	9/29/2021	115	145

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Parker College of Chiropractic	Parker Seminar	9/28/2021	10/2/2021	100	120
BNSF Railway Company	BNSF 2021 Coal Conference	9/29/2021	10/1/2021	50	175
Vizient, Inc.	2021 Apexus Joint Councils Meeting	9/29/2021	9/30/2021	40	80
Women's Basketball Hall of Fame	The Ladies Ball SW Regional Qualifier 2021	9/30/2021	10/3/2021	2000	980
Cleveland Indians	Cleveland Indians vs TX Rangers 2021	9/30/2021	10/2/2021	80	240
Pathways Core Training Inc.	Pathways Monthly October 2021	10/1/2021	10/16/2021	100	242
Enterprise Holdings	Fall Officers Meeting-Moved from 2020 to 2021	10/2/2021	10/6/2021	220	750
The Unified Group	Unified Group Financial Forum 2020	10/2/2021	10/7/2021	20	90
American Recovery Association	2021 NARS and Annual Meeting	10/3/2021	10/10/2021	300	838
East African Chamber of Commerce	East African Chamber of Commerce - 2021 Meeting	10/5/2021	10/10/2021	200	104
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/8/2021	10/9/2021	200	200
Insurance Designers of America	Annual Fall Conference 2021-rescheduled from 2020 to 2021	10/9/2021	10/15/2021	89	214
Southwest Collectors Association	2021 Annual Regional Conference	10/9/2021	10/13/2021	120	135
Boy Scouts of America	National Executive Board & Committees Meeting	10/10/2021	10/12/2021	75	153
Porsche Cars North America	Porsche Parts and Service Conference	10/10/2021	10/15/2021	655	655
Tech Conferences	Share Point Fest	10/10/2021	10/15/2021	400	420
Monster Vision Productions	13th Annual Dallas Bachata Festival	10/13/2021	10/17/2021	250	405

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Society of Professors in Christian Education	SPCE AYME 2021 Academic Conferences	10/13/2021	10/17/2021	150	365
Assemblies of God/Marriage	Marriage Encounters	10/15/2021	10/17/2021	80	80
Subin Mathew Wedding Guest Rooms	Wedding Guest Room Block	10/15/2021	10/16/2021	400	40
Council of Petroleum Accountants Societies	COPAS - s - 2021 Fall National Meeting	10/17/2021	10/23/2021	250	450
Texas A&M University	Master Naturalists 22nd Annual Meeting	10/21/2021	10/23/2021	600	600
Confluent Health	Confluent Health PTVille2/ Key Leader	10/21/2021	10/23/2021	115	124
Liberty University Athletics	Liberty University Football Team Travel	10/22/2021	10/23/2021	140	206
National Brokerage Agencies, Inc.	National Brokerage Agencies Fall Conference	10/25/2021	10/29/2021	85	255
100th Bomb Group Foundation	100th Bomb Reunion	10/25/2021	10/31/2021	350	495
International Academy of Sleep/Dental	2021 Annual Conference	10/27/2021	10/30/2021	200	304
Brotherhood of Men	Brotherhood of Men	10/28/2021	10/30/2021	400	170

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

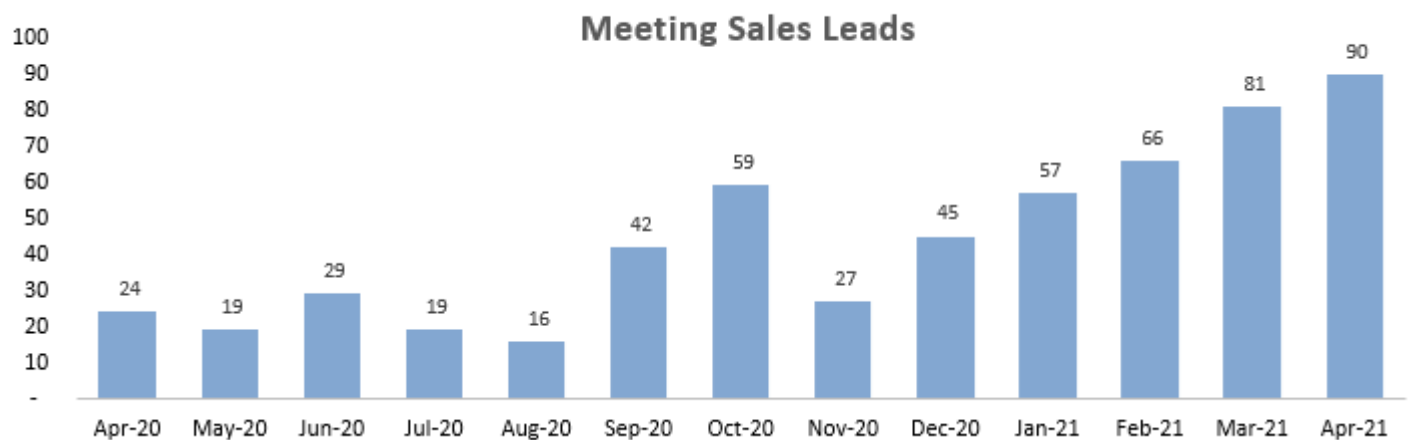
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: April 20, 2021

Re: March 2021 Board Report

Meetings Leads

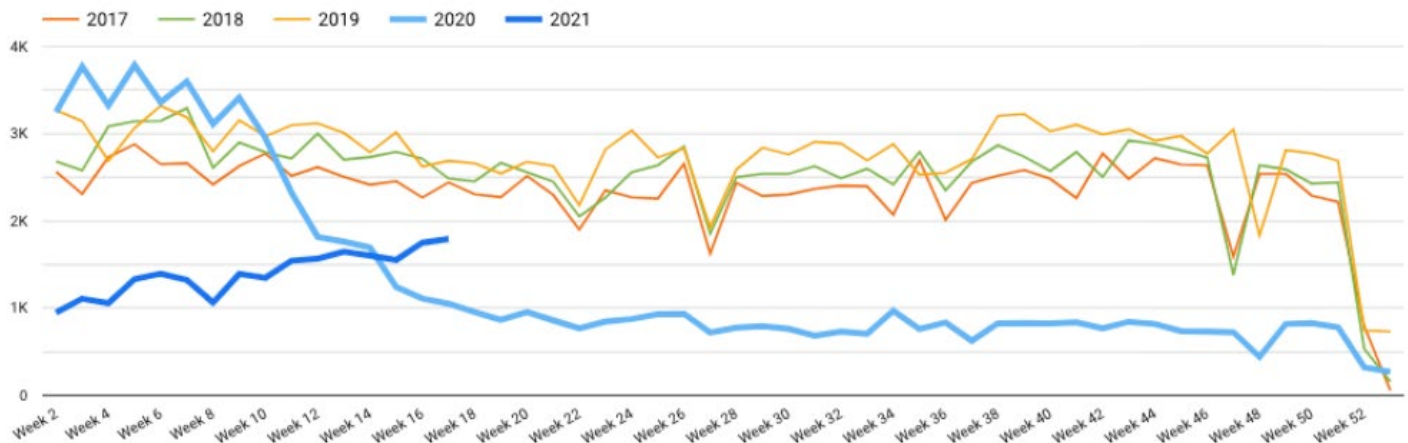
Meeting sales leads continued to increase in April with **90 total leads**, the highest amount since February 2020. Of those leads, 42 were sourced through Cvent, ten were from click-to-call ads, and 38 came through the websites.



Insights provided by Simpleview show that aggregated meeting-sales lead volume continues to remain below prior years; however, lead volume is increasing and is the highest since March 2020.

Lead Volume 2017-2021

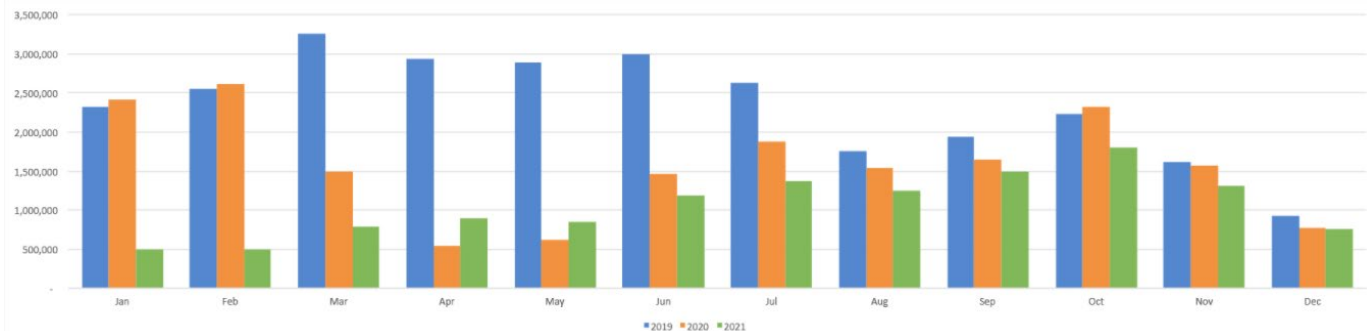
Aggregated Data of 200+ U.S. DMOs



As of April 26, 2021, data from Simpleview's sample set of more than 200 U.S. DMOs report **6.1 million fewer** room nights on the books vs. 2020 and **15.3 million fewer** room nights on the books vs. 2019. In the graph on the next page, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

Room Nights on the Books 2021 vs. 2019 & 2020

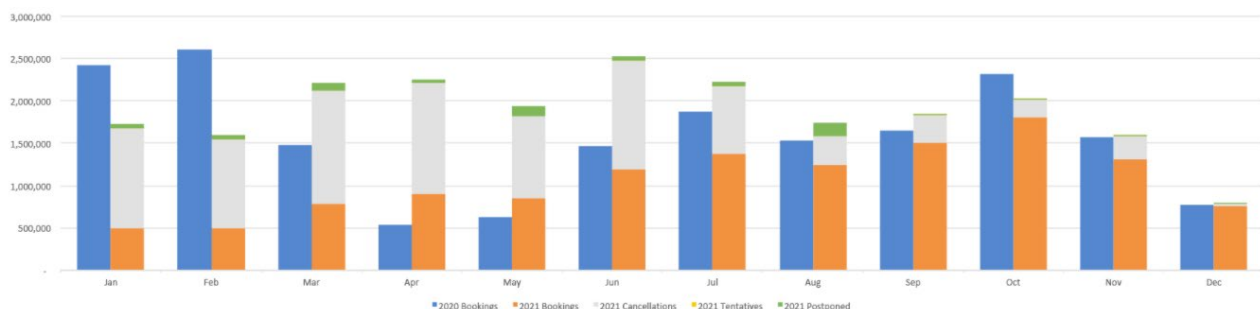
Aggregated Data of 200+ U.S. DMOs



In April, booked room nights continued to increase each week and are up in 2021, with the only two exceptions being June and July. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements

Aggregated Data of 200+ U.S. DMOs



CARES Act Campaigns: Phase 2

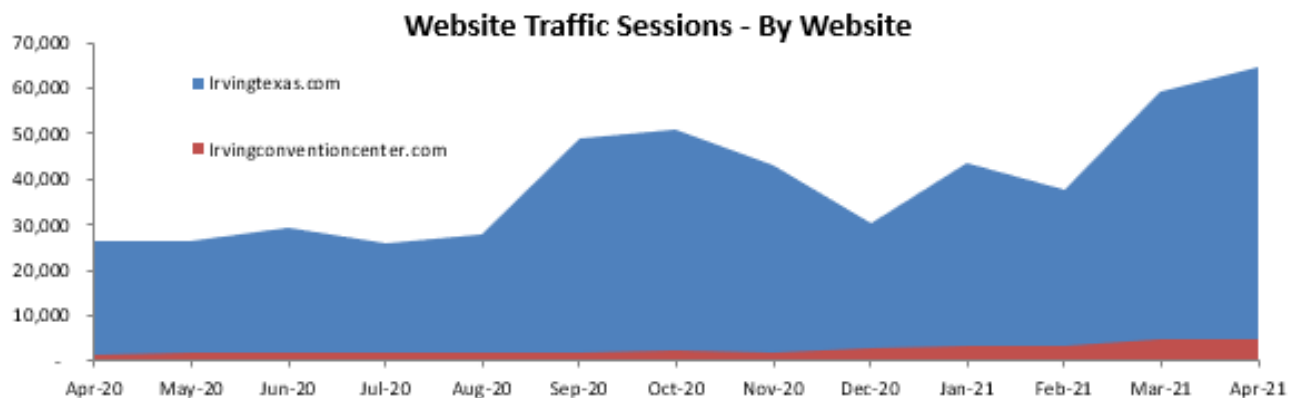
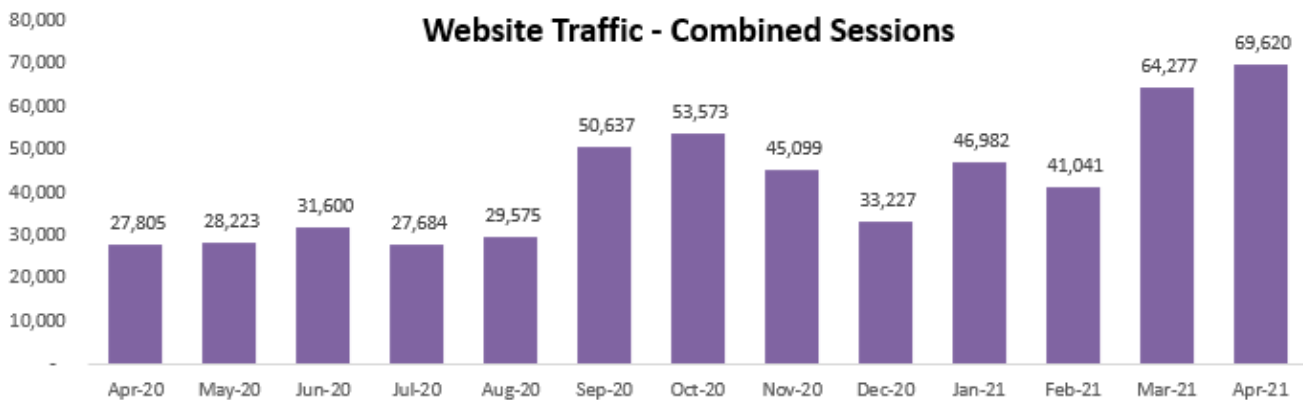
The Staycations and Meetings Campaigns are continuing to perform well. Since January 1st, the Staycations Campaign has generated **6.4 million impressions, 88,309 website sessions** and **37,872 hotel referrals**. Those hotel referrals represent **\$5,276,568 in Potential Economic Value**. The Meetings Campaign has generated **2.8 million impressions, 11,344 website sessions** and **74 meeting-sales leads**.

The OTA Campaign, running with Expedia and Priceline, has generated 10,272 hotel room nights, from 5,616 hotel bookings, resulting in **\$941,437 in direct hotel revenue**. The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **5,252 blog visits** and **23,088 post engagements** on social media in April. The Venetian Terrace was the top-performing post with 10,152 engagements.

Website Traffic

Website traffic reached another record in April with **69,620 total sessions** and **60,197 total users** to both websites, which is the highest amount of combined traffic in any month to date. Traffic to the Visit Irving website had **64,865 sessions** and **55,610 users**, while the Irving Convention Center website had **4,755 sessions** and **4,587 users**.

Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting more frequent events and large public shows.

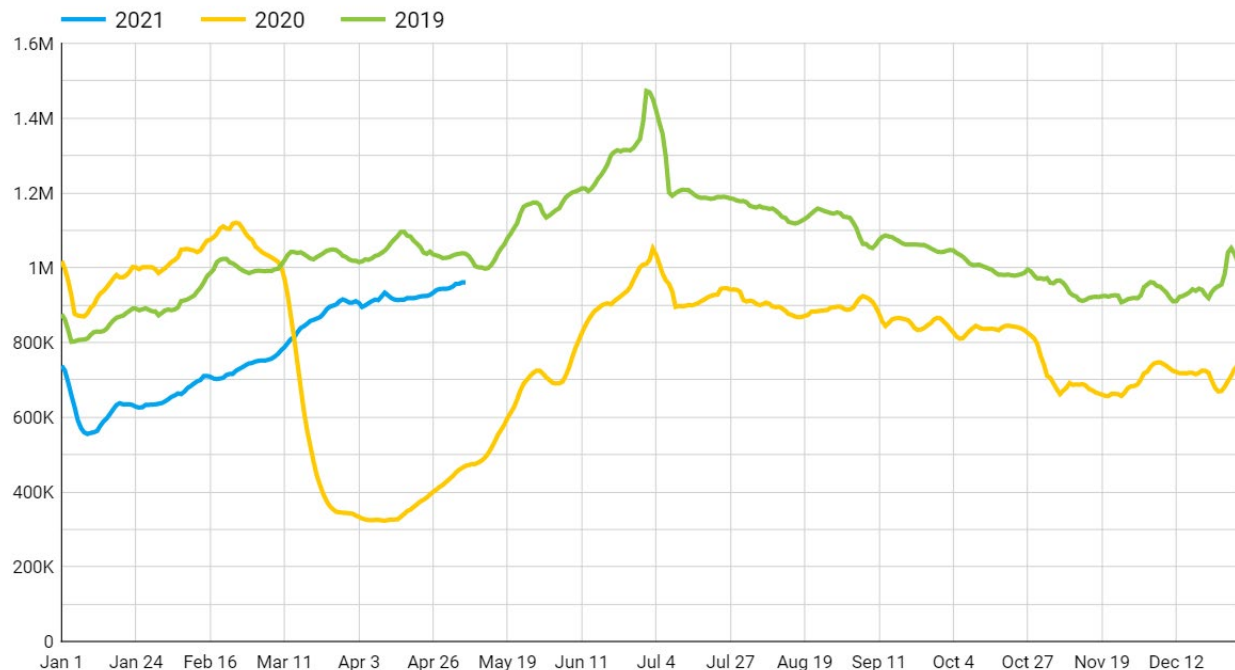


Aggregated data provided by Simpleview continues to show that website sessions are up considerably year-over-year and nearing 2019 traffic levels.

Aggregated YOY Overall DMO Website Traffic

Provided by Simpleview Inc.

Sample Size
281



Blog Traffic

In April, blog pageviews increased with another new record of **14,116 pageviews**, a 143% increase over April 2020. The top posts were “Best Places to Dine with a View in Irving” with 2,565 pageviews, “Irving, Texas Bluebonnets Guide,” with 1,729 pageviews, and “Top 5 Picnic Spots in Irving and Las Colinas,” with 1,317 pageviews.

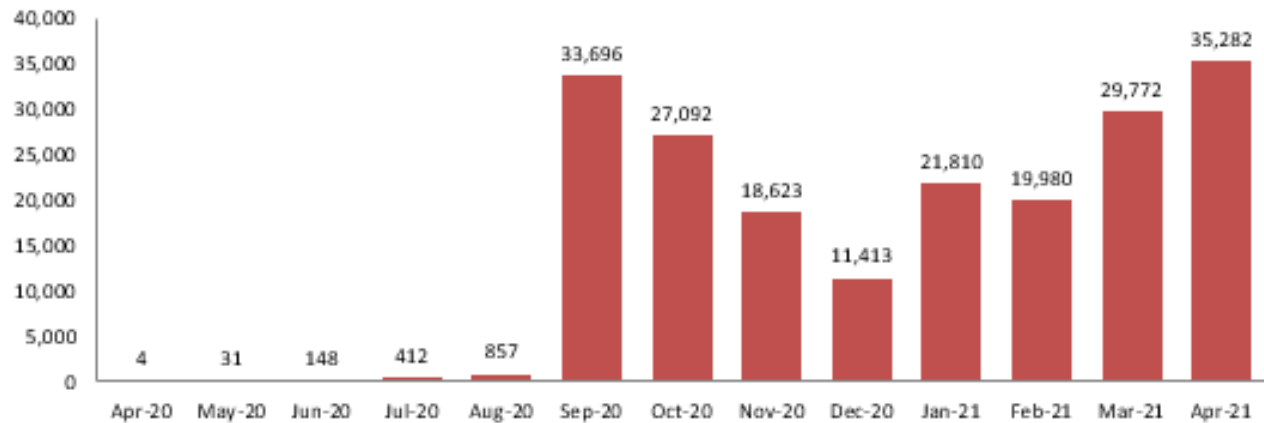
Blog Pageviews



Advertising

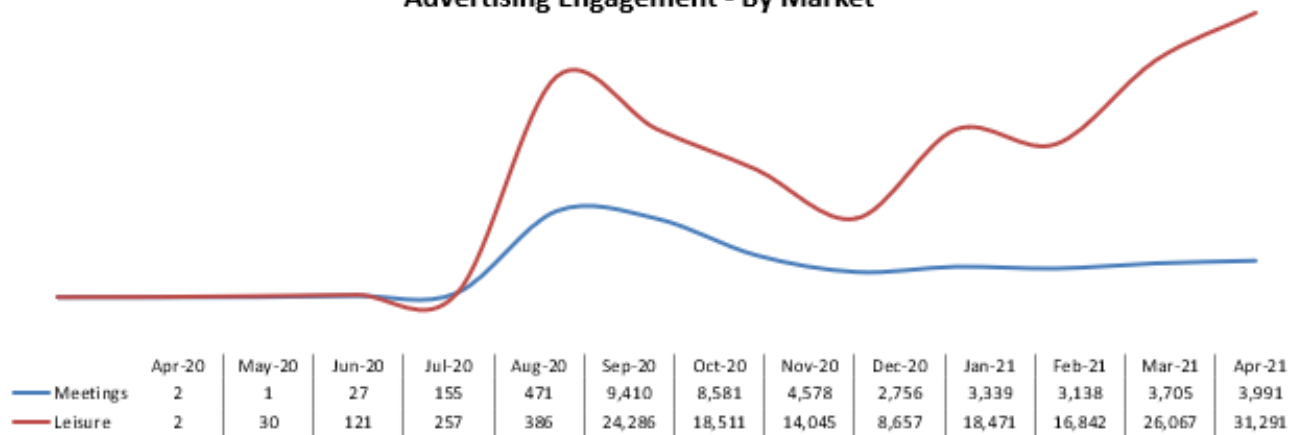
Advertising engagement increased in April with **35,282 site visits** and 3,025,798 advertising impressions, which is the highest month for site visits and impressions to date.

Advertising Engagement

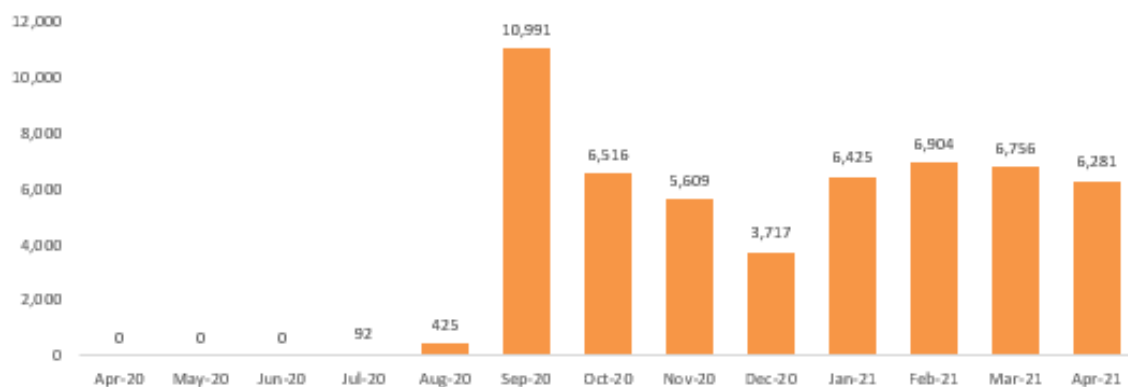


The leisure market had the largest engagement with **31,291 site visits**, which is the highest to date. Advertisements on Facebook/Instagram, paid search, and TripAdvisor, were the top performers in the leisure market. The meetings market had **3,991 site visits**, with LinkedIn, paid search and MPI ... the best.

Advertising Engagement - By Market

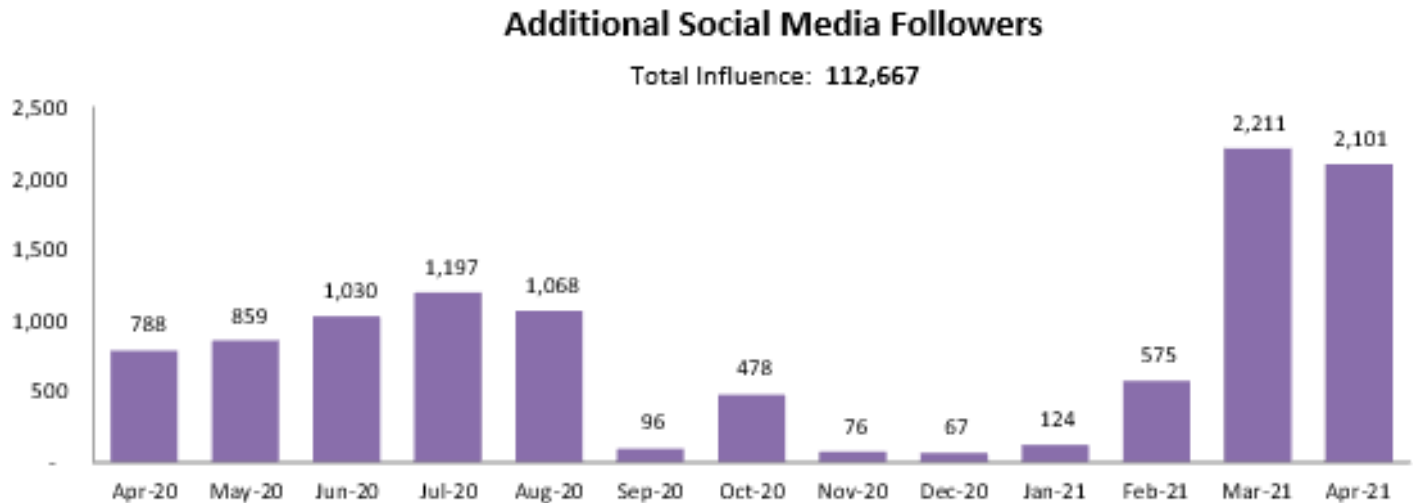


Paid Search Site Visits



Social Media

Social media decreased slightly but remained high with **2,101 new followers** and a **total influence of 112,667**. The Visit Irving Facebook page performed the best, with 1,665 new likes.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	78,757		5,746	8,039	757
<i>Impressions</i>	2,330,274		11,500	23,241	
<i>Profile Visits</i>	2,031,501		599		
Convention Center	13,135	209,277	2,497	2,106	376
<i>Impressions</i>	n/a		334	n/a	
<i>Profile Visits/Users</i>	n/a		52		
Impacting Irving	1,254				

Hashtags #VisitIrving
#IrvingRocks

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

Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	173,116,440	95,262,916		551,729,772
ADVERTISING EQUIVALENCY*	\$2,620,995	\$1,591,325	\$821,832		\$5,034,152
PUBLIC RELATIONS VALUE**	\$7,862,985	\$4,773,975	\$2,465,496		\$15,102,456

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

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

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

Attachments

✚ “HSMAI Adrian Awards Celebrate Resilience and Innovation in Travel Marketing,” Hospitality Sales & Marketing Association International press release, March 25, 2021

✚ “Looking for bluebonnets? Head to Irving to see the wildflowers,” *Dallas News*, April 15, 2021

✚ “Here’s where to see live music in Irving this weekend,” by Sarah Bahari, *Dallas News*, April 29, 2021

✚ Visit Irving Social Stats

✚ Irving Convention Center Social Stats

hospitalitynet.org
Amsterdam County
Amsterdam, Netherlands
Circulation: 44,568
Frequency: Daily
March 25, 2021

Link: <https://www.hospitalitynet.org/news/4103629.html>

PRESS RELEASE

25 March 2021

HSMAI Adrian Awards Celebrate Resilience And Innovation In Travel Marketing

3 min

share this article [in](#) [twitter](#) [facebook](#) [email](#)

The Hospitality Sales & Marketing Association International (HSMAI) celebrated excellence in travel advertising, digital marketing, and public relations at the virtual Adrian Awards Celebration on Tuesday, March 23. For this year's Adrian Awards competition, HSMAI created four new award categories as well as the Hospitality Heroes program to recognize resilience in response to the unprecedented challenges brought on by the pandemic.



"This year's Adrian Awards honor best practices, innovation, community, and the hospitality leaders who have shown that through crisis, innovation emerges," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. "While the past year isn't one that any of us anticipated, you'll see from the award recipients and honorees that this crisis has only underscored the resilience, creativity, and commitment to service that define our industry."

Link: <https://www.hospitalitynet.org/news/4103629.html>

For 63 years, the Adrian Awards have spotlighted excellence in hospitality advertising, digital marketing, and public relations. This year's Adrian honorees were selected from more than 600 entries by senior industry and media experts. HSMIA's four new focus categories include corporate social responsibility, crisis communications/management, recovery strategies, and talent and leadership development (an HSMIA Foundation honor).

The 2020 focus categories Best Practice Gold awardees are:

Corporate Social Responsibility:

Company, Agency

- Karisma Hotels & Resorts, Premier Worldwide Marketing
- Marriott International
- MGM Resorts International
- Nourish Lexington
- Pinehurst Resort
- Visit Irving and the Irving Convention Center at Las Colinas

Crisis Communications/Management:

Company, Agency

- Accor
- Discover Puerto Rico, Ketchum
- Grupo Tauá Resorts, Pmweb
- Jamaica Tourist Board, Finn Partners
- Omni Hotels & Resorts
- Wyndham Hotels & Resorts (2)

Recovery Strategies:

Company, Agency

- Accor
- Baha Mar, Parasol
- British Virgin Islands Tourist Board & Film Commission, MMGY Global
- Choice Hotels International, McKinney
- Costa Rica Tourism Board, MMGY Global
- Explore Georgia, Georgia Department of Economic Development, Miles Partnership
- Hilton Head Island-Bluffton Visitor and Convention Bureau, VERB Interactive

Link: <https://www.hospitalitynet.org/news/4103629.html>

- Kentucky Department of Tourism, Miles Partnership
- Kimpton Hotels & Restaurants, Allison+Partners
- Marriott International in the Caribbean & Latin America, M1M/Publicis
- MMGY Global and HSMAI on behalf of the Hospitality Industry, MMGY NJF
- Omni Hotels & Resorts

Talent and Leadership Development: An HSMAI Foundation Honor:

Company, Agency

- Atrium Hospitality
- Omni Hotels & Resorts

HSMAI also recognized incredible campaigns in the traditional categories of digital marketing, public relations, and advertising. To view the full list of winners, visit the [**Adrian Awards Winners Gallery**](#).

HSMAI is also proud to recognize 15 [**Hospitality Heroes**](#) who have taken a leadership position, championed a cause, or created a program that directly benefited industry workers, medical personnel, first responders, or communities impacted by the coronavirus pandemic.

Additionally, a panel of senior industry executives selected the [**HSMAI Top 25: Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization**](#) for 2020. Each Top 25 recipient was honored by HSMAI in a virtual celebration on Tuesday, March 16.

HSMAI also honored two industry leaders with [**HSMAI Lifetime Achievement Awards**](#). Dorothy Dowling, senior vice president and chief marketing officer for Best Western Hotels & Resorts, was recognized with the 2020 Albert E. Koehl Award for Lifetime Achievement in Hospitality Marketing.

"It is an honor to receive this recognition from HSMAI, an organization that has truly been formative to my career," said Dowling. "At every turn, HSMAI has opened doors to opportunities, learnings, and treasured friendships. In this year of COVID where we have learned that relationships fuel our souls, empower our capabilities, and make us better human beings, it is truly an honor to be recognized."

Mary Gostelow, publisher of The Gostelow Report, was honored with the 2020 Winthrop W. Grice Award for Lifetime Achievement in Hospitality Public Relations. *"I am completely humbled," said Gostelow. "I always regard my purpose in life as taking that world of hospitality, travel, tourism, and understanding people and sustainability and the products that go along with it and making it a better world for us all. That is the brand that I always followed and the brand I will continue to follow."*

Link: <https://www.hospitalitynet.org/news/4103629.html>

Thank you to this year's Adrian Awards Celebration partners [IDeaS](#), [MMGY Global](#), [Panzano + Partners](#), and [WorkerBee.TV](#).

To watch the celebration recording and view the program, visit the [Adrian Awards Celebration](#) webpage.

For more information about the Adrian Awards and the 2020 honorees, visit www.adrianawards.hsmi.org.

RELATED EVENT

HSMAI Europe Sales Leader Forum

Thursday – May 6, 2021

Virtual Event —

EVENT INFORMATION

About HSMAI

HSMAI is a global organization of sales, marketing, and revenue optimization professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI leads the way in identifying and communicating trends in the hospitality industry. Operating as a leading voice for both hospitality and the sales, marketing, and revenue optimization disciplines, HSMAI connects its members with customers. Founded in the United States in 1927, HSMAI is a membership organization comprising 5,000 members from 35 countries and chapters worldwide. HSMAI operates around the globe via regional boards of directors and staff. There are four regions: the [Americas](#), [Asia Pacific](#), [Europe](#), and the [Middle East](#). Each region has signature programs and services for association members. HSMAI has a Global board which is made up of delegates from each region.

CONTACT

Nicole Quain

HSMAI Media Relations

[Send email](#)

[Sales & Marketing](#)

[Awards and Accolades](#)

[Innovation](#)

Looking for bluebonnets? Head to Irving to see the wildflowers

dallasnews.com/arts-entertainment/things-to-do/2021/04/15/looking-for-bluebonnets-head-to-irving-to-see-the-wildflowers

April 15, 2021

There are multiple locations in the city to see the flowers that are a Texas staple.



Bluebonnets are blooming in Irving and across Texas. (Elias Valverde II / Special Contributor)

It's spring in Texas, and that means bluebonnets are blooming. The wildflowers come to life in March through May in fields, along highways and on social media, of course.

If you're looking for the best place to take some photos — a Texas rite of passage — bluebonnets are thriving in Irving. Here's a round-up of where to find them.

North Lake College

These bluebonnets are near the campus' main entrance on MacArthur Blvd. They're hard to see from the road, which means they were nearly untouched, according to [Visit Irving](#).

Las Colinas Blvd.

This is likely the most well-known spot in the area for bluebonnets. Follow Las Colinas Blvd. from Highway 161 to Northwest Highway, and you will see plenty of the wildflowers, plus a few cactus. Just a warning: parking is tricky, so use caution.

Highway 114 East and West

Bluebonnets thrive along highways because they grow well in full sun and in degraded soil, like land that has been mowed, [according to the Lady Bird Johnson Wildflower Center](#). In fact, the Texas Department of Transportation [says it uses maintenance techniques to encourage growth](#).

Irving Convention Center and Toyota Music Factory

Wildflowers still dot a wide-open field here, despite all of the new construction in recent years. To make night of it, get a drink or meal at one of the restaurants at Toyota Music Factory.

List was compiled with the help of [Visit Irving](#).

dallasnews.com
Dallas County
Dallas, TX
Circulation: 203,775
Frequency: Daily
April 29, 2021

Here’s where to see live music in Irving this weekend

 dallasnews.com/arts-entertainment/music/2021/04/29/heres-where-to-see-live-music-in-irving-this-weekend

April 29, 2021

The line-up includes outlaw country, progressive western swing and rock and roll.



The Quebe Sisters will play at the Irving Arts Center this weekend. (Photo courtesy the Grand Ole Opry)

Live concerts are returning to North Texas, and options abound this weekend in Irving, from outlaw country to progressive western swing.

Here’s a round-up of performances:

Thursday

Thiago Nascimento, a classical pianist who infuses his act with comedy, will play at Mercy Bar and Lounge at 8 p.m. *340 W. Las Colinas Blvd.*

Friday

- **Country singer Genevieve Allen** will head to Outlaw Tap Room at Four Seasons Resort and Club Dallas in Las Colinas from 5 p.m. to 8 p.m. *4150 N MacArthur Blvd.*

- **Alpha Dogs** will take the stage at the outdoor Texas Lottery Plaza at Toyota Music Factory. The band describes its music as “British invasion rock ‘n roll and the American response.” The free concert begins at 7:15 p.m. *316 W. Las Colinas Blvd.*
- **Josh Ingram** will perform at The Ranch at Las Colinas as part of the Live Music in the Pavilion series. Ingram’s show will be from 7 p.m. to 10 p.m. *857 W. John Carpenter Freeway.*
- **Lee Mathis & the Brutally Handsome Duo** will play outlaw country at Texican Court’s beer garden, starting at 7 p.m. *501 West Las Colinas Blvd.*
- **Luqman Rashada** will take the stage at Mercy Bar and Lounge, covering songs from Ed Sheehan, The Temptations, Bruno Mars, Stevie Wonder and Prince. Performance is at 8 p.m. *340 W. Las Colinas Blvd.*
- **TexWestus**, a country duo, will play at Mama Tried. Showtime starts at 10 p.m., and doors open at 5 p.m. The performance is free, but reservations are requested. *340 West Las Colinas Blvd.*

Saturday

- **Trent Cowie** will bring an acoustics show to Mama Tried at 9 p.m. Performance is at 9 p.m. *340 West Las Colinas Blvd.*
- **Outlaw country band Dixie Rex** will play at 7 p.m. at Texican Court. *501 West Las Colinas Blvd.*
- **Tom Loris** will bring classic rock to the patio at Outlaw Tap Room at Four Seasons Resort and Club Dallas in Las Colinas from 6 p.m. to 9 p.m. *4150 N MacArthur Blvd.*
- **The Quebe Sisters** will perform at 7:30 p.m. at the **Irving Arts Center**. The Dallas-based Americana band performs progressive western swing, jazz-influenced swing, country, Texas-style fiddling and western music. Tickets start at \$21.50. *3333 N. MacArthur Blvd.*
- **Local artist Chet Stevens** will play at The Ranch at Las Colinas from 7 p.m. to 10 p.m. *857 W. John Carpenter Freeway.*

Sunday

Frenchie’s Blues Destroyers will take the stage from 3 p.m. to 6 p.m. at Texican Court. *501 West Las Colinas Blvd.*

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

✉ sarahbahari@gmail.com

SOCIAL MEDIA FACTS

APR
2021



FOLLOWERS



78,757
+1,665



5,746
+5



8,039
+405



92,542
+2,075

FACEBOOK



2,330,274 Impressions



2,031,501 Users

TWITTER



11,500 Impressions



599 Profile Visits

INSTAGRAM



23,241 Impressions



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



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

SOCIAL MEDIA FACTS

**APR
2021**



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,497
-6



2,106
+20



17,738
+14

FACEBOOK



0

Impressions



0

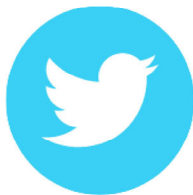
Users



0

Check-Ins

TWITTER



334

Impressions



52

Profile Visits

INSTAGRAM



0

Impressions



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



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



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

STR

Irving's hotel occupancy rate for March was 58.3%, which is higher than the US, but lower than Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 33.4%, while Texas figures decreased 46.1% and the US figures were down 40.1% for the month. Demand for the current period has increased 33.3%, and YTD is down 20.8% over last year, while STR data reflects a 33.4% increase for the current period and a 20.7% decrease in YTD occupancy compared to 2020.

For average daily rate, Irving was \$80.20 down 16% in March compared to last year, leaving Irving's YTD average daily rate at \$75.74, down 31.8% over last year.

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

AirBNB

For the month of March, there were 531 available listings in Irving which is a 51.7% increase in listings over last year's figure of 350. The average daily rate for March is \$190.52, which is an increase of 14.39% over last year, with an occupancy percentage of 59.8%, which is a .64% increase compared to last year.

For the hotel comparable subset, the average daily rate for March is \$93.70, a decrease of 12.06% from last year, with occupancy at 58.9%, a decrease of 5.76% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: March 2021

	Current Month - March 2021 vs March 2020												Year to Date - March 2021 vs March 2020											
	Occ %		ADR		RevPAR		Percent Change from March 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	54.6	38.9	106.08	110.63	57.87	43.06	40.1	-4.1	34.4	32.1	-1.7	37.8	46.5	51.7	99.35	123.61	46.16	63.88	-10.1	-19.6	-27.7	-29.2	-2.0	-11.9
Texas	64.0	43.8	86.76	89.19	55.56	39.08	46.1	-2.7	42.2	45.0	2.0	49.0	52.9	55.1	80.56	99.53	42.65	54.86	-3.9	-19.1	-22.3	-20.9	1.7	-2.3
Atlanta, GA	59.4	43.7	86.64	93.88	51.46	41.00	36.0	-7.7	25.5	27.9	1.9	38.6	52.3	57.1	82.62	108.87	43.18	62.18	-8.5	-24.1	-30.6	-29.4	1.6	-7.0
Arlington, TX	71.7	50.3	81.24	82.68	58.25	41.62	42.4	-1.7	39.9	39.9	0.0	42.4	58.1	60.5	74.93	88.44	43.51	53.48	-4.0	-15.3	-18.6	-18.2	0.5	-3.5
Charlotte, NC	51.6	44.4	81.74	95.96	42.14	42.59	16.2	-14.8	-1.1	4.0	5.2	22.1	44.3	56.2	79.38	107.70	35.20	60.55	-21.1	-26.3	-41.9	-39.2	4.6	-17.5
Fort Worth, TX+	66.0	45.7	87.15	94.33	57.48	43.10	44.3	-7.6	33.3	42.0	6.5	53.7	55.6	59.6	82.13	108.40	45.66	64.66	-6.8	-24.2	-29.4	-25.7	5.3	-1.9
Frisco, TX+	57.1	31.6	107.46	133.73	61.33	42.21	80.8	-19.6	45.3	76.9	21.7	120.1	44.5	54.6	103.73	139.31	46.21	76.03	-18.4	-25.5	-39.2	-27.5	19.2	-2.7
Grapevine, TX+	51.5	30.0	183.74	195.85	94.60	58.73	71.7	-6.2	61.1	65.3	2.7	76.2	38.3	58.1	162.36	183.98	62.12	106.97	-34.2	-11.8	-41.9	-40.4	2.7	-32.4
Irving, TX+	58.3	43.7	80.20	95.45	46.75	41.72	33.4	-16.0	12.1	12.0	-0.0	33.4	47.4	59.8	75.74	111.13	35.93	66.49	-20.7	-31.8	-46.0	-46.0	-0.1	-20.8
Nashville, TN	50.8	44.9	98.86	125.11	50.27	56.23	13.1	-21.0	-10.6	-6.8	4.3	18.0	41.2	57.0	91.57	133.91	37.73	76.28	-27.7	-31.6	-50.5	-48.3	4.4	-24.5
Phoenix, AZ	70.8	48.3	149.45	160.45	105.75	77.51	46.5	-6.9	36.4	35.0	-1.1	44.9	59.4	67.8	126.54	162.95	75.18	110.52	-12.4	-22.3	-32.0	-33.0	-1.5	-13.8
San Jose, CA+	41.5	32.2	105.06	169.98	43.62	54.71	29.0	-38.2	-20.3	-23.4	-3.9	23.9	35.8	55.1	100.39	187.19	35.91	103.12	-35.1	-46.4	-65.2	-66.6	-4.0	-37.6

Competitive Set Comparison														
Actual Figures							Percent of Change from Last Year							
							Current Month			Year-To-Date			Current Month	
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	54.6	106.08	57.87	46.5	99.35	46.16	US	40.1	-4.1	34.4	-10.1	-19.6	-27.7	
Texas	64.0	86.76	55.56	52.9	80.56	42.65	Texas	46.1	-2.7	42.2	-3.9	-19.1	-22.3	
Irving	58.3	80.20	46.75	47.4	75.74	35.93	Irving	33.4	-16.0	12.1	-20.7	-31.8	-46.0	
Best USA	Arlngtn	Grpvine	Phoenix	Phoenix	Grpvine	Phoenix	Best USA	Frisco	Arlngtn	Grpvine	Arlngtn	Grpvine	Arlngtn	
	71.7	183.74	105.75	59.4	162.36	75.18		80.8	-1.7	61.1	-4.0	-11.8	-18.6	
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Frisco	Arlngtn	Grpvine	Arlngtn	Grpvine	Arlngtn	
	71.7	183.74	94.60	58.1	162.36	62.12		80.8	-1.7	61.1	-4.0	-11.8	-18.6	
Worst USA	SanJose	Irving	Charlotte	SanJose	Arlngtn	Charlotte	Worst USA	Nshvle	SanJose	SanJose	SanJose	SanJose	SanJose	
	41.5	80.20	42.14	35.8	74.93	35.20		13.1	-38.2	-20.3	-35.1	-46.4	-65.2	
Worst Texas	Grpvine	Irving	Irving	Grpvine	Arlngtn	Irving	Worst Texas	Irving	Frisco	Irving	Grpvine	Irving	Irving	
	51.5	80.20	46.75	38.3	74.93	35.93		33.4	-19.6	12.1	-34.2	-31.8	-46.0	
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only														

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: March 2021

	Current Month - March 2021 vs March 2020												Year to Date - March 2021 vs March 2020											
	Occ %		ADR		RevPAR		Percent Change from March 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	58.3	43.7	80.20	95.45	46.75	41.72	33.4	-16.0	12.1	12.0	-0.0	33.4	47.4	59.8	75.74	111.13	35.93	66.49	-20.7	-31.8	-46.0	-46.0	-0.1	-20.8
Luxury/Full Service Irving+	43.9	34.4	112.05	137.83	49.16	47.41	27.5	-18.7	3.7	3.9	0.2	27.8	34.3	56.6	107.80	155.48	36.99	87.97	-39.4	-30.7	-58.0	-57.9	0.1	-39.3
All Suite/Extended Stay Irving+	72.1	49.2	69.93	84.52	50.43	41.61	46.5	-17.3	21.2	21.2	0.0	46.5	59.2	63.3	66.06	94.28	39.08	59.66	-6.5	-29.9	-34.5	-34.5	0.0	-6.5
Limited Service Irving+	66.0	41.8	73.43	104.86	48.44	43.79	58.0	-30.0	10.6	10.6	0.0	58.0	53.5	61.0	70.49	111.43	37.74	67.96	-12.2	-36.7	-44.5	-44.5	0.0	-12.2
Budget Irving+	59.8	55.7	57.68	52.46	34.46	29.21	7.3	9.9	18.0	17.4	-0.5	6.8	50.8	60.3	53.59	54.15	27.20	32.63	-15.8	-1.0	-16.6	-17.0	-0.5	-16.2
Las Colinas+	52.5	37.8	86.69	108.27	45.49	40.88	39.0	-19.9	11.3	11.3	0.0	39.0	42.6	56.5	82.11	129.25	34.96	73.07	-24.7	-36.5	-52.2	-52.2	0.0	-24.7
DFW North+	61.1	45.2	77.89	95.66	47.56	43.21	35.2	-18.6	10.1	10.2	0.2	35.4	49.4	63.3	73.05	109.06	36.10	69.04	-21.9	-33.0	-47.7	-47.7	0.0	-21.9
DFW South+	63.8	50.9	74.78	81.07	47.71	41.24	25.5	-7.8	15.7	15.3	-0.3	25.1	52.4	60.7	70.93	88.51	37.16	53.74	-13.7	-19.9	-30.9	-31.1	-0.3	-14.0
Full Service Las Colinas+	32.7	23.2	144.60	186.14	47.31	43.10	41.3	-22.3	9.8	9.8	0.0	41.3	24.8	48.9	142.40	191.83	35.38	93.88	-49.2	-25.8	-62.3	-62.3	0.0	-49.2
Limited Service Las Colinas+	67.3	48.7	65.52	80.44	44.11	39.21	38.1	-18.5	12.5	12.5	0.0	38.1	55.9	62.3	61.96	92.24	34.65	57.42	-10.2	-32.8	-39.7	-39.7	0.0	-10.2
Full Service DFW North+		41.5		127.79		53.03							33.2	63.2	100.45	145.01	33.37	91.67	-47.5	-30.7	-63.6	-63.5	0.2	-47.4
Limited Service DFW North+	71.8	48.2	66.79	76.61	47.95	36.89	49.1	-12.8	30.0	29.9	-0.0	49.0	59.4	63.5	62.99	84.67	37.38	53.77	-6.6	-25.6	-30.5	-30.5	-0.0	-6.6
Full Service DFW South+																								
Limited Service DFW South+	61.8	52.2	70.12	73.36	43.35	38.26	18.5	-4.4	13.3	12.8	-0.4	18.0	50.8	59.8	65.88	78.51	33.44	46.91	-15.0	-16.1	-28.7	-29.0	-0.4	-15.4

AirBNB Data		Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
		2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold
Entire Place		59.8	59.4	190.52	166.55	113.92	98.96	0.64	14.39	15.12	-8.2	-24.4	-21.4	52.9	63.16	174.31	172.60	92.15	109.01	-16.30	0.99	-15.46	-29.0	-25.7	-34.6
Hotel Comparable		58.9	62.45	93.70	106.55	55.14	66.54	-5.76	-12.06	-17.13	-32.9	-19.0	-23.7	52.8	65.07	90.38	104.44	47.75	67.96	-18.80	-13.46	-29.73	-34.5	-6.8	-24.3

Available Listings	2021	2020	% Chg
Entire Place	321	170	88.8
Private Room	174	146	19.2
Shared Room	36	34	5.9
Total Available Listings	531	350	51.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	76	12859	10925
Luxury/Full Service Irving+	16	13	4904	3798
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2438	1717
Las Colinas+	31	30	5262	4926
DFW North+	26	25	4073	3567
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	3	1589	1083
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Irving, Texas Room Demand - Source: Smith Travel Research

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

Irving, Texas & United States Comparison

March 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 73.88 -32.9% Occupancy 38.4% -43.8% RevPAR 28.37 -62.3%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

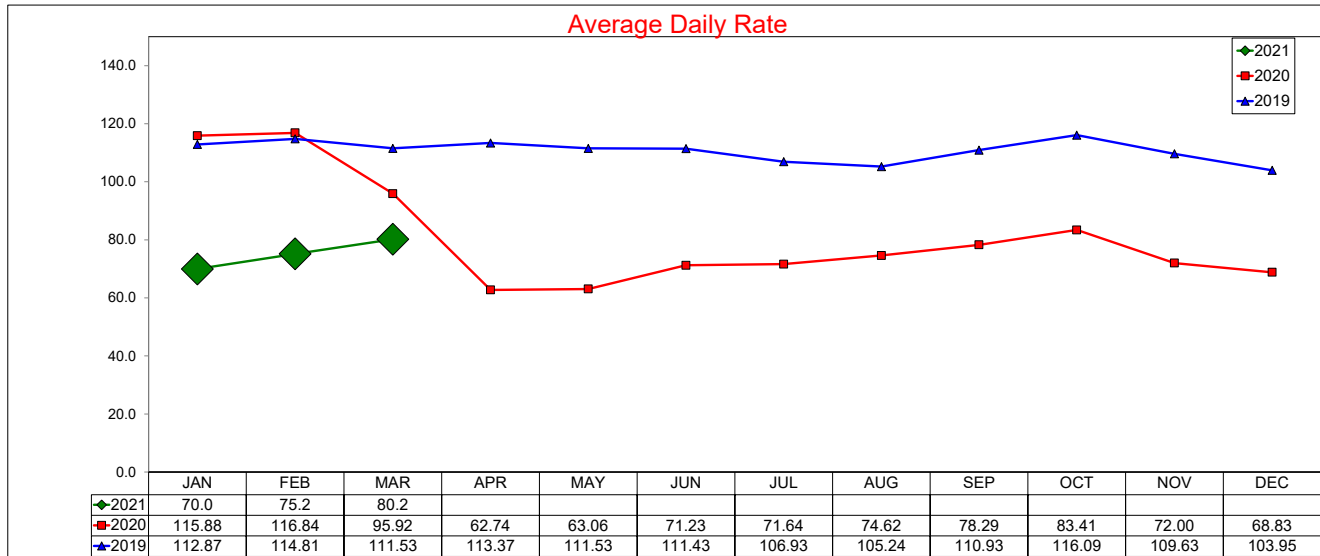
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

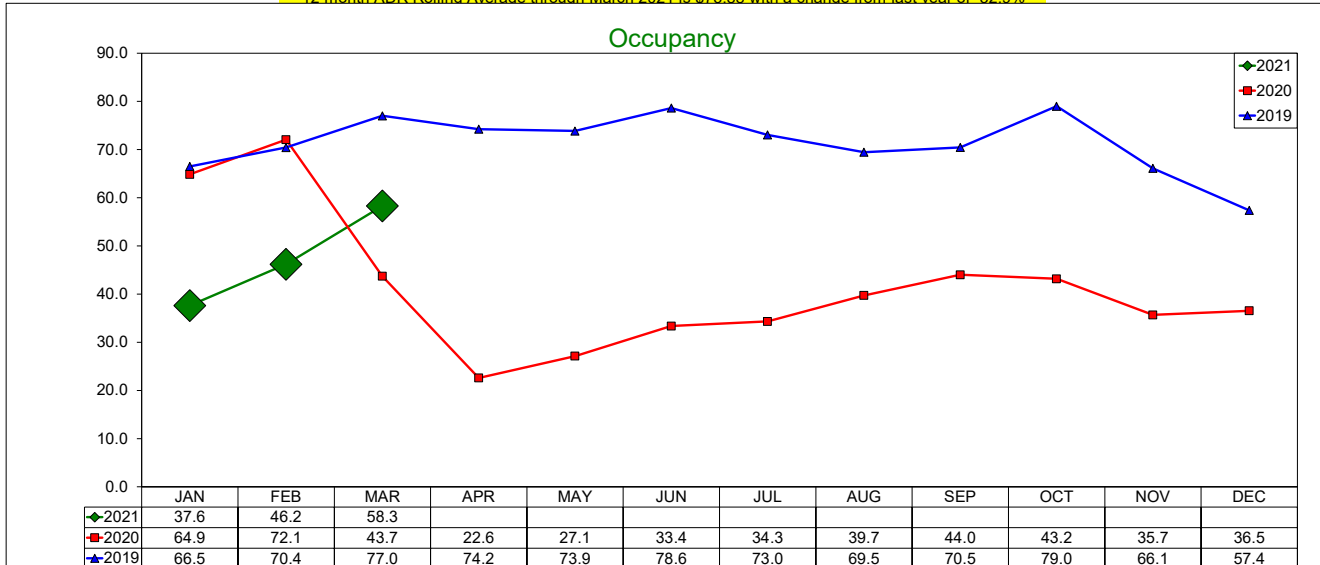
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

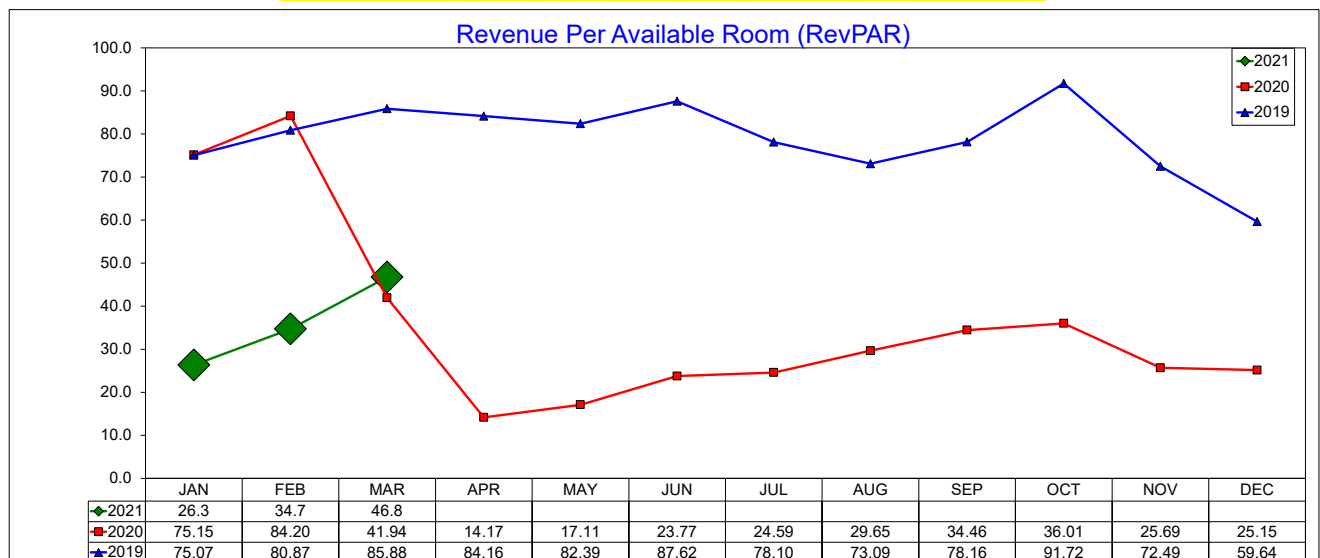
March 2021



12 month ADR Rolling Average through March 2021 is \$73.88 with a change from last year of -32.9%



12 month Occupancy Rolling Average through March 2021 is 38.41% with a change from last year of -43.8%



12 month RevPAR Rolling Average through March 2021 is \$28.37 with a change from last year of -62.3%

Monthly & YTD AirBNB Data

March 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

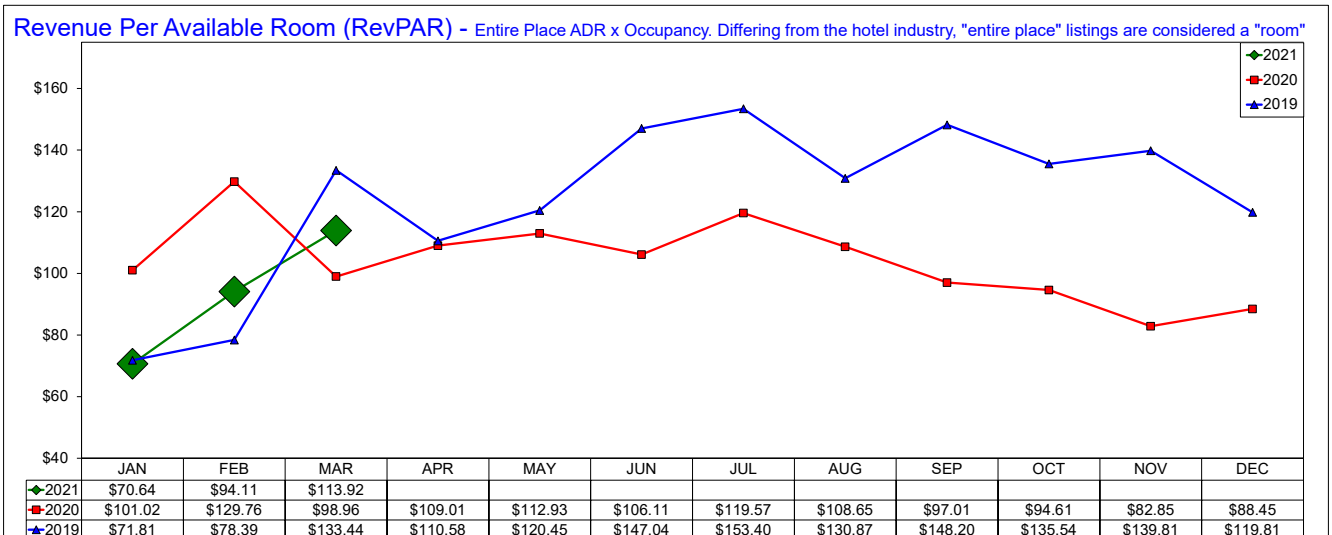
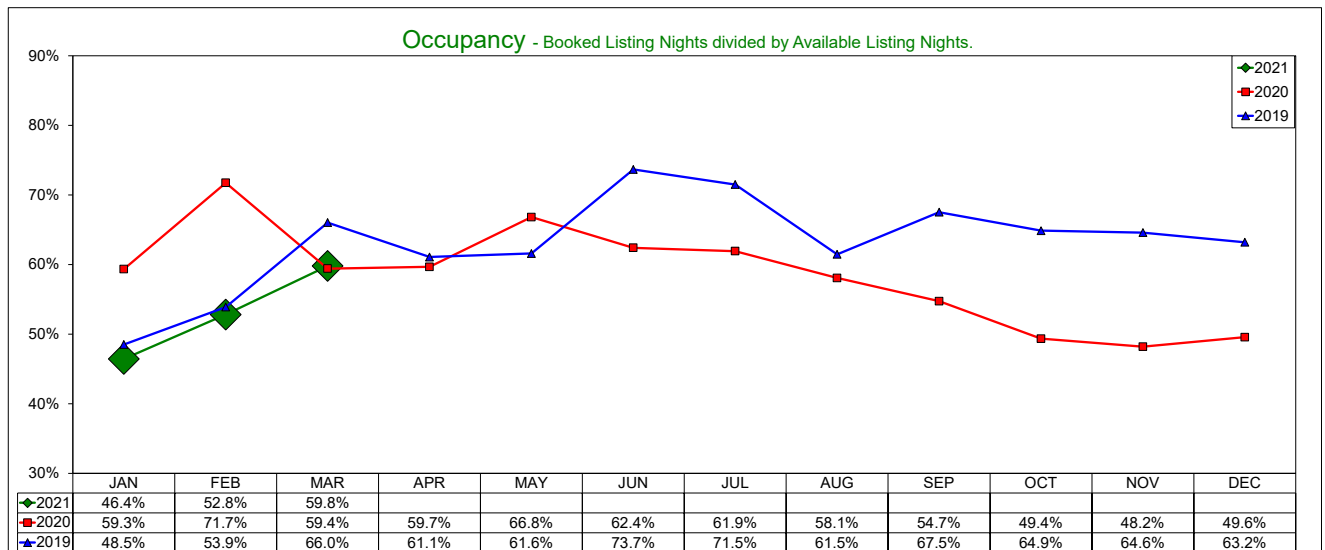
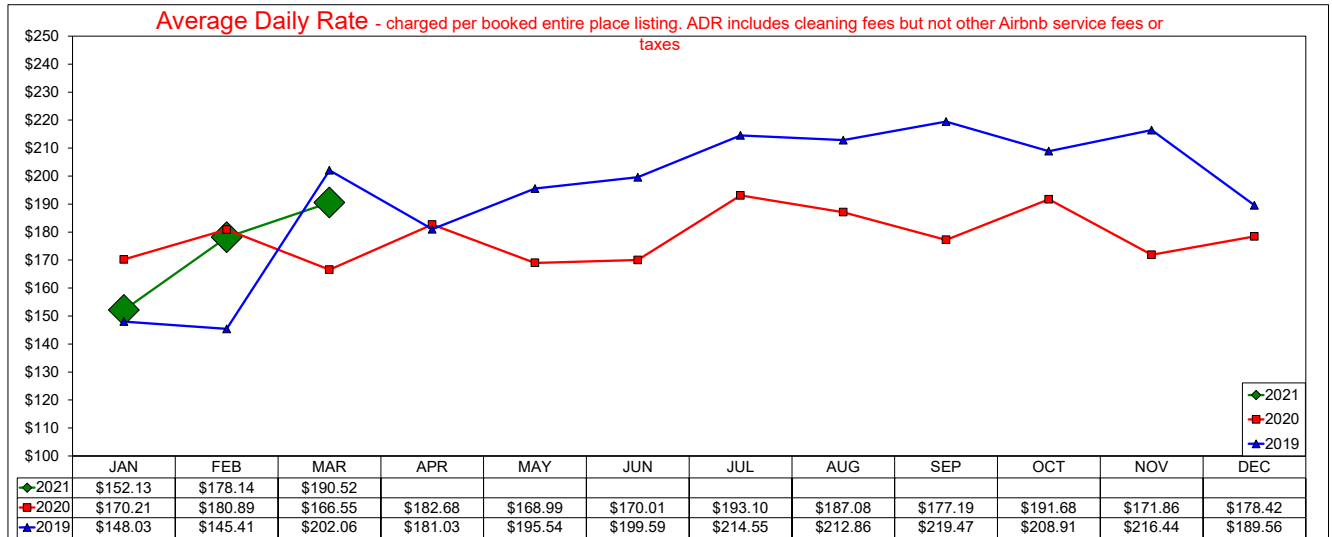
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

March 2021

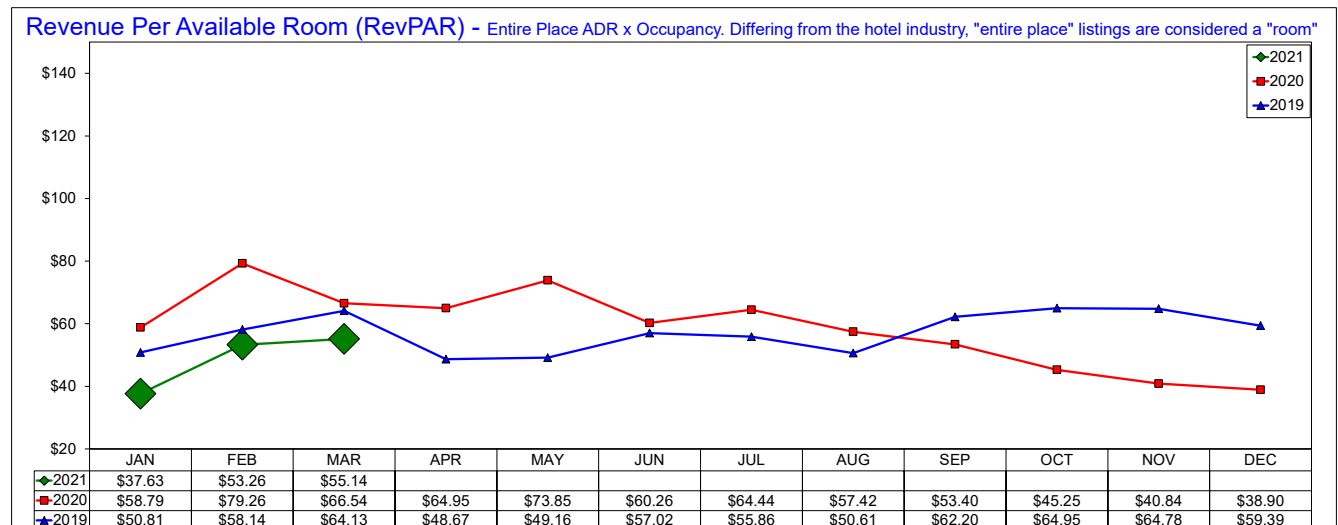
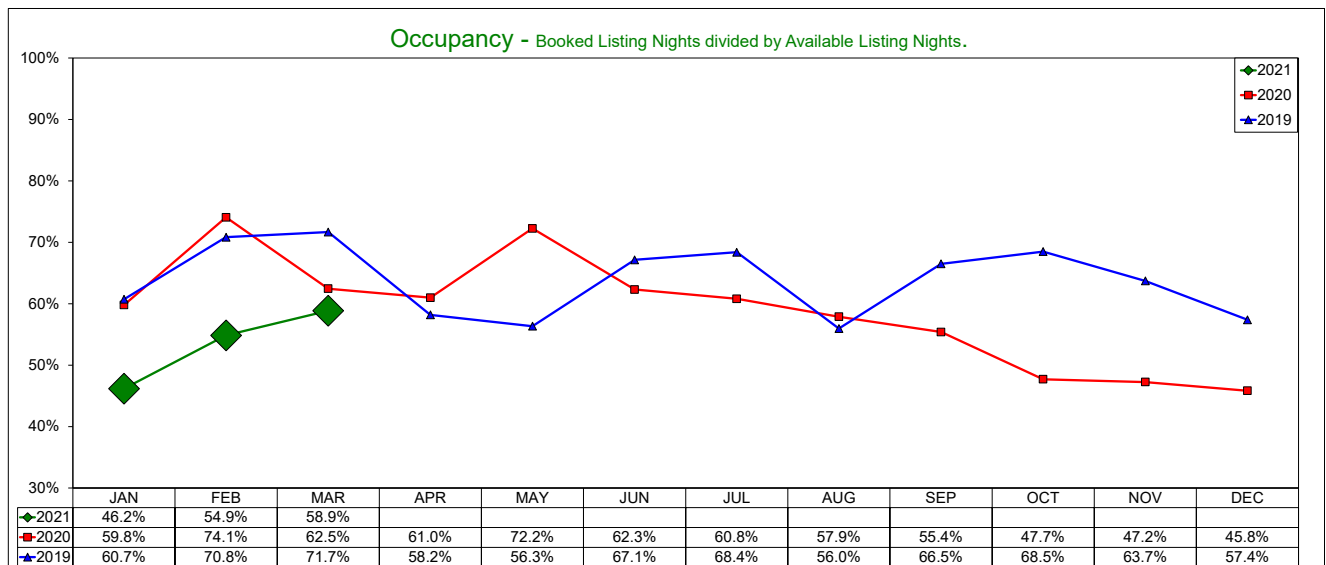
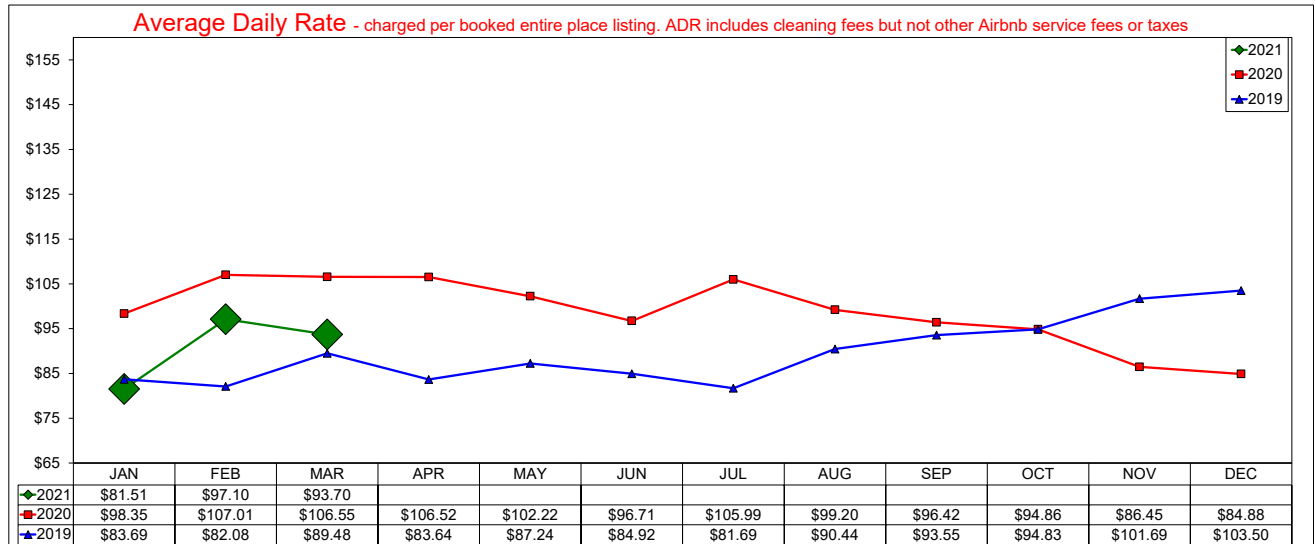
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

March 2021

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



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

CONVENTION CENTER MANAGEMENT REPORTS





**IRVING
CONVENTION CENTER**
AT LAS COLINAS
AN ASM GLOBAL MANAGED FACILITY

May 14, 2021

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	69,644	140,100	(1,966)	370,463	476,739	369,936
Ancillary Income	48,650	179,960	(12,189)	248,559	532,152	2,708,757
Total Event Income	118,294	320,060	(14,155)	619,022	1,008,891	3,078,693
Other Income	27,675	21,625	42,448	185,784	149,875	516,740
Adjusted Gross Income	145,969	341,685	28,293	804,806	1,158,766	3,595,433
Indirect Expenses	(366,247)	(451,282)	(372,444)	(2,523,842)	(2,806,177)	(3,893,418)
Net Income (Loss)	(220,278)	(109,597)	(344,151)	(1,719,036)	(1,647,411)	(297,985)

- Total direct event income consisted of rental and service revenue from the four revenue-producing events we had for the month: Hall of Fame Dance Competition, My15 Expo, K12 Testing, and Express Cheer.
- Due to COVID-19, there were five groups whose business we lost. Their combined minimum revenue would have been \$134,245.
- Other operating income includes April's Westin garage rental, Enterprise's rent, and transient parking revenue.
- Indirect expenses were under budget by \$85,035.
- Overall, the ICC missed budget by \$110,681.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	3,422	179,640	(12,189)	183,199	533,589	3,564,778
Net Income/(Loss)	1,870	138,360	(12,189)	115,553	409,092	2,377,440
Net Income/(Loss) %	54.65%	77.02%	100.00%	63.08%	76.67%	66.69%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
6	29	7,110	25,313
Current Year	Current Year	Current Year	Current Year
1	128	200	105,294
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,432	7,794	1	100%
Current Year	Current Year	This Month	Current Month
1,597	25,490	6	96.7%
Prior Year	Prior Year	Year to Date	Year to Date



May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Hall of Fame Dance Com... Definite 4 Rooms	26 ICVB Board of Directors ... Definite Jr. Ballroom - Total	27	28	29	30 Nexstar National Talent Competition Definite 6 Rooms	1 Coppell High School Ba... Definite 3 Rooms
					TY Out - Wedding	TY Out - Wedding
2 Coppell High School Ba... Definite 2 Rooms	3 K12 Testing Definite 3 Rooms	4	5	6	7	8
Nexstar National Talent ... Definite 6 Rooms		Destination Developmen... Definite Grand Ballroom 6		2021 USA Wrestling Women's Nationals Definite 4 Rooms		Sam Houston Prom Definite 4 Rooms
TY Out - Wedding						
9 Mother's Day K12 Testing Definite 3 Rooms	10	11	12	13	14	15
2021 USA Wrestling Wom... Definite 4 Rooms	GRAPHICS PRO EXPO Definite 21 Rooms					
		Misook Photoshoot Definite 3 Rooms				

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	17	18	19	20	21	22
GRAPHICS PRO EXPO Definite 21 Rooms	K12 Testing Definite 2 Rooms					
K12 Testing Definite Level 4 Prefunction		Elevate IT Definite 2 Rooms			Footlights Dance Recital Definite 5 Rooms	
				Home Staging & Redesign Association Tentative 1 2 Rooms		
					ICVB Executive Committ... Tentative 1 1st Floor Boardroom	
					TY Out	TY Out
23	24	25	26	27	28	29
YMCA Definite 5 Rooms TY Out	ICVB Board of Directors ... Tentative 1 Jr. Ballroom - A,B+C		The Great Harvest Tasting Tentative 1 - Internal Kitchen	Budget Meeting Tentative 1 Jr. Ballroom - Total		
30	31 Memorial Day	1	2	3	4	5
Zest Fest Definite 13 Rooms						
						Texas USAG Annual Awar... Tentative 1 2 Rooms
				If JR is needed, please see Tom	If JR is needed, please see Tom	If MR 1 & 2 are needed, see Tom

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

June 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Steubenville Dallas 2021 Definite 7 Rooms 21	7th Sense Research Tentative 1 Exhibit Hall B (all) 28 ICVB Board of Directors ... Tentative 1 Jr. Ballroom - A,B+C	29	30	1	2	LAMA USA National Rally Definite 4 Rooms 3

July 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
Steubenville Dallas 2021 Definite 7 Rooms	7th Sense Research Tentative 1 Exhibit Hall B (all)					LAMA USA National Rally Definite 4 Rooms
	ICVB Board of Directors ... Tentative 1 Jr. Ballroom - A,B+C					
4 Independence Day	5	6	7	8	9	10
				Lucky Leaf Expo Definite 6 Rooms		
11	12	13	14	15	16	17
Building Professional Institute Definite 19 Rooms					ICVB Executive Committ... Tentative 1 1st Floor Boardroom	Wellness Expo Definite 5 Rooms
Quinceanera Expo Definite Exhibit Hall B (all)						
The Sneaker Exit Definite 2 Rooms						
Sneaker Exit - Non-Compete Lvl 4 available	Lvl 4 available	Lvl 4 available	Lvl 4 available	Lvl 4 available	TY Out	TY Out
18	19	20	21	22	23	24
Wellness Expo Definite 4 Rooms						
DFW Church Tentative 1 Level 1						
TY Out						
25	26	27	28	29	30	31
Trial Advocacy College of Texas Definite 13 Rooms					2021 TMPA Annual Conference Tentative 1 2 Rooms	
				ICVB Board Strategic Planning Retreat Prospect Jr. Ballroom - Total		

August 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2021 TPA Annual Confe... Tentative 3 2 Rooms	2	3	4	5 Guadalupe Radio Network Definite Level 4	6	7
8 Texas Society of CPAs Summit 2021 Conference Definite 8 Rooms	9	10 AATC - AAGD Business Ex... Definite 4 Rooms	11 Irving ISD Parking Tentative 1 2 Rooms	12  Battle Up lvl 1	13 Texas Pro Bodybuilding Championships Definite 4 Rooms	14
15 Original Sewing & Quilt Expo/North Texas Quilt Festival Definite 21 Rooms	16	17	18	19	20	21
 DFW Church					ICVB Executive Committ... Tentative 1 1st Floor Boardroom	
22 DFW Church Tentative 2 2 Rooms	23	24	25	26	27	28
Liberty Tax Tentative 2 9 Rooms					SWE Fury Tentative 1 Exhibit Hall A (all)	Dobson Wedding Annive... Tentative 1 Jr. Ballroom - A+B
29 SWE Fury Tentative 1 Exhibit Hall A (all)	30	31	1	2 LifeStyle Unlimited Definite 24 Rooms	3	4

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

INDUSTRY REPORTS / BOARD PARTNERS





FOR THE EXCLUSIVE USE OF MGAST@IRVINGTEXAS.COM

From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2021/02/05/dallas-arlington-plano-covid-sales-tax-hotel.html>

COVID takes smaller bite out of DFW cities' sales tax receipts, but big bite out of hotel revenue

Feb 5, 2021, 4:49pm CST

North Texas cities generally have not been hit as hard by COVID-19's impact on sales tax revenue as many officials initially feared. Still, hotel occupancy tax receipts are down more sharply than some envisioned.

In Dallas, for instance, the November 2020 sales tax receipts from the state Comptroller's Office totaled \$25 million, a 6.7 percent decrease in collections compared to the same reporting period last year, which was before the COVID-19 outbreak and the subsequent economic decline.

Even so, November sales tax collections in Dallas were almost \$2 million more than the \$22.3 million in the fiscal 2021 budget approved by the Dallas City Council in September.

"When you look at sales tax collections, it's a loss over last year in total, but it's better than budget," said Elizabeth Reich, the city's chief financial officer.

Hotel occupancy taxes, which plunged at the beginning of the pandemic, have recovered a bit month by month but remain down sharply from their pre-pandemic levels, Reich said.

For example, the year-over-year change in hotel occupancy tax collections in April was down 91 percent. By September, the most recent month for which figures are available, the year-over-year change was down 55 percent.

"That was a big improvement, but we have some ways to go there," Reich said.

The city collects hotel occupancy taxes on hotels, motels, bed-and-breakfasts and short-term rentals in the city limits. The HOT rate in Dallas is 13 percent of the room's cost —six percent goes to the state and seven percent goes to the city. Hotel occupancy tax is the largest single revenue source for the Kay Bailey Hutchison Convention Center.

One big determinant of hotel tax revenue is convention center bookings, which in Dallas are down not only from last year but also from their budgeted amount for this fiscal year, Reich said.

"We were more optimistic in terms of what we thought might be booked and events that would be held," she said. "Because of crowds and the need to maintain social distance, etc., that's understandable, but we are significantly down in terms of the number of events."

Reich said she doesn't think large conventions and similar activities will return until the COVID-19 vaccine is widely used.

Plano and Arlington see similar patterns to Dallas, officials in those cities said.

The Plano picture

Plano's sales tax revenues are coming in at about the same pace as last year's, said Karen Rhodes-Whitley, director of budget and research in Plano.

"We were down March, April, May, but ever since then when things started opening up again, we've really been holding our own," Rhodes-Whitley said.

For the year 2020, the city of Plano ended up with \$86.8 million in sales tax collections, which was more than the \$86 million the city had originally budgeted for the year, she said.

Hotel-motel taxes were a different story, she said. Those collections fell to \$6.7 million in 2020, a 58.8 percent plunge from the \$11.4 million collected the previous year.

For the week ending January 27, Plano's hotel occupancy was 45.7 percent, which was up from 38 percent the week before but still far short of pre-pandemic rates.

"In the good times, our occupancy rate is 70 to 80 percent, so we're down by half there," Rhodes-Whitley said. "They're saying the travel industry isn't coming back until 2024, so I think this is just the way it's going to be for a while."

She said it's still early to say how big of a hit property values may take because the city won't even receive preliminary appraisals until March.

"We are hoping it will remain flat from this year," she said. "We have a sizable amount of new growth. Our construction really has not stopped. We're thinking \$700 million on new property values."

The residential property market won't drop because the North Texas housing market has boomed during COVID, but commercial real estate has taken a hit, Rhodes-Whitley said. Commercial accounts for about half of Plano's property values, she said. Because of the appraisal and appeals process, property tax is a year-behind lagging indicator, so Rhodes-Whitley doesn't think the city will see the full effect of COVID on the property front until January 2022, she added.

"Our value should hold, hopefully, for the end of 2020 because we have new growth that hopefully will offset any of the losses on the commercial side."

Arlington's experience

In Arlington, sales tax is up about 10 percent over budget for the first two months of the city's fiscal 2021, which started Oct. 1, City Manager Trey Yelverton said. That works out to about 2 percent above the same October-November period in 2019, which was pre-COVID. The overage works out to roughly \$1 million, Yelverton said.

"We're feeling pretty good about our sales tax number," he said. "In hindsight, it's certainly what we budgeted and planned for, so our numbers were more conservative than what we are experiencing."

Hotel occupancy tax collections in Arlington are down about 30 percent, but the city is OK on that front, too, because it budgeted for a 50 percent decrease in that category, Yelverton said.

"The November (hotel tax) number was higher than our November number last year, so that compares a pre-COVID to a post-COVID number," he said. "I think that month was the first time that we were above on a month-to-month pre-COVID comparison, so that's good."

The city's financial officers are projecting a 5 percent drop in property values, Yelverton said. However, he said it's difficult to guess at that before getting a preliminary number from the appraisal district.

"Industrial is strong, and residential is strong — both in single-family and multifamily," he said. "The areas that are weak are going to be office, retail and hotel. The question is going to be how soft will those numbers be compared to where the other numbers will be."

Most of the roughly 400 Texas cities that responded to a survey this month by the Texas Municipal League said their revenue picture overall is better than they expected it to be during the first couple of months after COVID hit, said JJ Rocha, grassroots and legislative services manager for Austin-based TML.

"Looking at the results, it seems that more cities recovered better than expected," she said. "The last time we did this survey was in July. After the lockdown, we didn't really know what was going to happen. As more businesses opened up, the sales tax revenue isn't as bad as it once was in June."

Most cities are leaving their property tax rate unchanged, Rocha added.

Three months after the pandemic hit North Texas, Arlington's revised projections indicated there would be a roughly \$18 million budget shortfall for this fiscal year from March through the end of

September, Yelverton said. The city came up with an across-the-board cost-cutting strategy.

“That strategy worked and worked well,” he said. “Our books aren’t fully closed, but we will have ended the year safely in the black — no reserve drawdowns or anything like that. We just did what businesses and families do: Deferring things and removing things from the budget. We were able to just tighten the belt and make changes and manage through the budget like everybody else would.”

Bill Hethcock

Senior Reporter

Dallas Business Journal



NewcrestImage Hotel CEO Mehul Patel Is Ready To Step In Where Other Hoteliers Want Out

April 26, 2021 | Kerri Panchuk, Bisnow Dallas-Fort Worth (<https://www.bisnow.com/author/kerri-panchuk-381471>) (<mailto:kerri.panchuk@bisnow.com>)

NewcrestImage (<https://www.bisnow.com/tags/newcrestimage>) CEO and Chairman Mahul Patel was not your average teenager when growing up in Garland, Texas, decades ago.

At the tender age of 17, Patel purchased his first lodging asset, an independent hotel near Dallas' Love Field (<https://www.bisnow.com/tags/love-field>), in partnership with his brother Sanjay. His parents worked at the same hotel before he purchased it.

Fast-forward to today, and Patel is still going strong in the hospitality world, with his hotel development, investment and operations brand NewcrestImage now boasting 31 hotel assets under its umbrella. Even the coronavirus pandemic didn't slow him down — Patel continued to open and buy new assets over the last year and just launched a \$100M fund to purchase properties.

Newcrest's acquisition fund doesn't necessarily anticipate distress in the hotel market as much as it predicts owners and investors will want to get out of the lodging space rather quickly.

"We see there will be opportunities when people may want to liquidate," Patel said. "One way we can expand the business is to help someone who wants to sell. [The fund] will allow people to exit. And if you have the capital to buy it, somebody's problem could be somebody's solution."



In the past two decades, Patel has survived several major market upheavals, but nothing prepared him for the coronavirus pandemic, which forced hotels to close their doors for weeks on end to prevent infectious disease outbreaks and then to deal with limited to zero customer demand.

"Activity [levels] between March 18 and May 25 were detrimental because nobody knew what to do and the entire world stopped," Patel told *Bisnow*. "We were in the same boat, but every business had to learn and figure it out."

For a few weeks, NewcrestImage (<https://www.bisnow.com/tags/newcrestimage>) had to close a substantial number of hotels temporarily. When those assets reopened in the late spring, guest attendance was at historic lows before slowly recovering over the summer.

Revenue per available room in Dallas and Fort Worth-Arlington declined by more than 75% year-over-year during the week ending April 18, 2020, landing it at less than \$20, STR data (<https://www.bisnow.com/tags/str-data>) shows.

Patel says his hotel occupancy levels rebounded to the 25% to 30% range in early summer, and by August, NewcrestImage was recording 50% occupancy again. It has maintained 50% to 60% occupancy across its portfolio since, but things are starting to accelerate further.

In March of this year, NewcrestImage reached 74% occupancy — its highest recorded rate in a year.

The Bisnow logo is a light gray square with the word "BISNOW" in white, uppercase, sans-serif font.

Despite rough odds, Patel insisted on playing the role of the eternal optimist in 2020.

Having a slew of assets branded with high-quality, well-known leisure brands like Hilton (<https://www.bisnow.com/tags/hilton>) and Marriott (<https://www.bisnow.com/tags/marriott>) paid off in spades last year when leisure travelers dipped their toes back into the vacation space during the summer months. Patel is still waiting for the anticipated return of the business traveler, a trend he expects to take off after Labor Day.

Development and investment sales also continued at NewcrestImage this past year despite temporary disruptions to the capital markets in early 2020.

The firm opened its 150-room Canopy by Hilton (<https://www.bisnow.com/tags/canopy-by-hilton>) Hotel in Frisco Station (<https://www.bisnow.com/tags/frisco-station>) in June and continued development of the 199-room AC Hotel by Marriott (<https://www.bisnow.com/tags/ac-hotel-by-marriott>) at Arizona Center in Phoenix and the 152-room Hilton Garden Inn (<https://www.bisnow.com/tags/hilton-garden-inn>) at the SilverLake Crossings mixed-use development in Grapevine, Texas (<https://www.bisnow.com/tags/grapevine,-texas>).

Despite pressures from the pandemic and rising construction costs, Patel opened both the Arizona and Grapevine hotel assets in early 2021.

The hotel operator also sold its 132-suite, six-floor Hyatt House (<https://www.bisnow.com/tags/hyatt-house>) hotel in Frisco earlier this year after holding the asset for more than four years.

The BISNOW logo is displayed in a light gray rectangular box. The word "BISNOW" is written in a bold, sans-serif font, with the "B" and "S" being slightly larger and more prominent than the other letters.

At the onset of the lodging crisis in 2020, investors predicted a slew of distressed hotel assets would hit the market, but Patel sees those distressed opportunities representing only a small slice of future sales.

"I think people had the perception that when the world fell apart during the pandemic that the world would stop and this would be the worst we see," Patel said. "But I think we are thankful to the government for providing financial relief that helped all of the businesses that have been saved."

That doesn't mean Patel is not scouring the market looking for opportunities. He is particularly proud that his firm launched a \$100M investment fund this year — it has raised roughly \$30M so far — and in March made its first acquisition (<https://www.bisnow.com/dallas-ft-worth/news/commercial-real-estate/newcrestimage-fund-nabs-historic-magnolia-hotel-107917>) out of it, the century-old Magnolia Hotel (<https://www.bisnow.com/tags/magnolia-hotel>) in Downtown Dallas (<https://www.bisnow.com/tags/downtown-dallas>). NewcrestImage will redevelop the Magnolia and is in trying to bring a luxury name brand onto the project.

NewcrestImage is working on the fund's second and third purchases.

The company is also looking to resume development. Patel is patiently holding onto another piece of quality land that sits across from Plano's Legacy West (<https://www.bisnow.com/tags/legacy-west>).

"We are thinking of doing another luxury hotel," Patel said of the Plano land site. "We acquired the site before the pandemic, and then the pandemic put a pause on it. But we are hoping to resume that plan pretty quickly."

*Contact Kerri Panchuk at kerri.panchuk@bisnow.com
(mailto:kerri.panchuk@bisnow.com)*

See Also: Bryan Tower In Downtown Dallas Lands In Foreclosure Auction (/dallas-ft-worth/news/office/bryan-tower-in-downtown-dallas-lands-in-foreclosure-auction-108830)

Related Topics: Hilton Garden Inn (<https://www.bisnow.com/tags/hilton-garden-inn>), Frisco Station (<https://www.bisnow.com/tags/frisco-station>), Legacy West (<https://www.bisnow.com/tags/legacy-west>), Hyatt House (<https://www.bisnow.com/tags/hyatt-house>), Magnolia Hotel (<https://www.bisnow.com/tags/magnolia-hotel>), NewCrestImage (<https://www.bisnow.com/tags/newcrestimage>), Canopy by Hilton Dallas Frisco Station (<https://www.bisnow.com/tags/canopy-by-hilton-dallas-frisco-station>), Grapevine, Texas (<https://www.bisnow.com/tags/grapevine,-texas>), Delta Marriott (<https://www.bisnow.com/tags/delta-marriott>), Marriott Delta (<https://www.bisnow.com/tags/marriott-delta>), AC Marriott (<https://www.bisnow.com/tags/ac-marriott>), Garland, Texas (<https://www.bisnow.com/tags/garland,-texas>), DFW hotel disruption (<https://www.bisnow.com/tags/dfw-hotel-disruption>), DFW hotel construction (<https://www.bisnow.com/tags/dfw-hotel-construction>), DFW hotel occupancy (<https://www.bisnow.com/tags/dfw-hotel-occupancy>), Delta Hotel by Marriott (<https://www.bisnow.com/tags/delta-hotel-by-marriott>), Mahel Patel (<https://www.bisnow.com/tags/mahel-patel>), Mahel Patul (<https://www.bisnow.com/tags/mahel-patul>), Sanjay Patul (<https://www.bisnow.com/tags/sanjay-patul>), Hilton Garden DFW (<https://www.bisnow.com/tags/hilton-garden-dfw>)

STATE-BY-STATE JOB LOSS: COVID-19 CONTINUES TO DEVASTATE HOTEL INDUSTRY

Oxford Economic Analysis - February 2021

Study Showcases Ongoing Devastating Impact of COVID-19 on Hotel Industry Employment

The pandemic has been devastating to the hospitality industry workforce, wiping out 10 years of hotel job growth. Leisure and hospitality has lost 3.1 million jobs during the pandemic that have yet to return, representing more than a third of all unemployed persons in the United States, according to the Bureau of Labor Statistics. Even more stark, the unemployment rate in the accommodation sector specifically remains 330% higher than the rest of the economy. Urban areas have been hit particularly hard by COVID-19, and [New York City](#) has seen one-third of its hotel rooms—more than 42,000—wiped out by the pandemic, with nearly 200 hotels closing permanently in the city. With hotels expected to end 2021 down 500,000 jobs, based on the pre-pandemic ratio, an additional 1.3 million hotel-supported jobs are in jeopardy this year without additional support from Congress.

Note: These numbers are just direct hotel property jobs, such as housekeepers and front desk agents, impacted and do not include the total job loss from other industries which are supported by the hotel industry, including restaurants, retail, attractions and live events, transportation services, small business vendors and supplies for hotels, among many others.

Total Hotel Property Jobs By State				Coronavirus-Induced Job Loss By State	
STATE	Total 2019 Jobs	Total 2020 Jobs	Total 2021 Jobs	Total Jobs Lost in 2020*	Total Expected Jobs Lost in 2021**
UNITED STATES	2,341,271	1,668,955	1,863,026	-672,316	-478,245
ALABAMA	21,243	17,893	18,994	(3,350)	(2,249)
ALASKA	9,928	7,118	7,998	(2,810)	(1,930)
ARIZONA	58,680	43,445	46,037	(15,235)	(12,643)
ARKANSAS	12,842	10,402	10,693	(2,441)	(2,150)
CALIFORNIA	292,566	201,589	225,397	(90,977)	(67,169)
COLORADO	52,929	39,737	45,064	(13,192)	(7,864)
CONNECTICUT	26,225	17,425	20,321	(8,799)	(5,904)
DELAWARE	4,822	3,536	3,946	(1,286)	(876)
D.C.	16,402	10,794	12,759	(5,608)	(3,643)
FLORIDA	206,667	143,738	167,107	(62,930)	(39,560)
GEORGIA	57,288	44,955	47,802	(12,333)	(9,486)
HAWAII	44,319	22,088	24,290	(22,231)	(20,029)

IDAHO	11,667	10,539	11,390	(1,128)	(277)
ILLINOIS	60,643	39,205	44,057	(21,438)	(16,586)
INDIANA	25,629	18,946	20,508	(6,683)	(5,121)
IOWA	22,467	17,433	18,979	(5,034)	(3,488)
KANSAS	13,488	10,454	11,320	(3,035)	(2,169)
KENTUCKY	17,409	12,832	13,952	(4,577)	(3,457)
LOUISIANA	37,826	28,993	32,406	(8,833)	(5,420)
MAINE	11,976	8,362	9,705	(3,614)	(2,271)
MARYLAND	33,389	24,180	28,005	(9,209)	(5,384)
MASSACHUSETTS	42,570	25,852	28,063	(16,718)	(14,507)
MICHIGAN	55,606	35,376	40,506	(20,230)	(15,100)
MINNESOTA	35,645	23,176	25,083	(12,469)	(10,562)
MISSISSIPPI	34,551	29,231	30,407	(5,320)	(4,143)
MISSOURI	40,998	31,394	35,040	(9,604)	(5,959)
MONTANA	12,962	10,742	11,334	(2,219)	(1,627)
NEBRASKA	9,927	8,020	8,687	(1,907)	(1,240)
NEVADA	191,479	148,040	169,197	(43,439)	(22,282)
NEW HAMPSHIRE	8,824	6,292	7,239	(2,532)	(1,585)
NEW JERSEY	54,498	38,647	45,598	(15,851)	(8,900)
NEW MEXICO	20,899	16,007	17,303	(4,892)	(3,596)
NEW YORK	116,106	64,724	78,078	(51,382)	(38,028)
NORTH CAROLINA	53,482	36,471	37,949	(17,011)	(15,532)
NORTH DAKOTA	7,252	5,420	6,029	(1,833)	(1,224)
OHIO	43,394	28,525	33,074	(14,869)	(10,320)
OKLAHOMA	34,135	28,012	29,400	(6,123)	(4,735)
OREGON	31,554	22,144	24,185	(9,410)	(7,369)
PENNSYLVANIA	65,571	43,904	49,415	(21,666)	(16,156)
RHODE ISLAND	5,646	3,868	4,696	(1,778)	(950)
SOUTH CAROLINA	35,446	26,939	29,280	(8,506)	(6,166)
SOUTH DAKOTA	9,918	8,210	8,878	(1,708)	(1,039)
TENNESSEE	42,120	31,312	34,789	(10,808)	(7,331)
TEXAS	151,481	121,894	131,734	(29,586)	(19,746)
UTAH	23,914	19,809	21,940	(4,105)	(1,974)
VERMONT	12,398	7,528	8,972	(4,870)	(3,426)
VIRGINIA	52,897	35,630	39,648	(17,267)	(13,249)
WASHINGTON	43,748	29,637	32,933	(14,111)	(10,816)
WEST VIRGINIA	12,585	8,883	9,903	(3,703)	(2,683)
WISCONSIN	42,118	30,942	32,857	(11,176)	(9,261)
WYOMING	11,144	8,668	10,081	(2,476)	(1,063)
Source: Oxford Economics					

* All figures compared to 2019 baseline.

**Predicted job loss by the end of the 2021. All figures compared to 2019 baseline.

BUSINESS

Fort Worth restaurant industry toasts new alcohol-to-go law

by Neetish Basnet
May 5, 2021



A Joe T. Garcia's employee serves margaritas. (Joe T. Garcia's)

Eighty-six years from its inception, Joe T. Garcia's, a staple Fort Worth establishment in the North Side neighborhood, never endured a closure as long as it had to in March 2020 because of the COVID-19 pandemic.

After Gov. Greg Abbott issued an executive order on March 19 to close all restaurants, Joe T.'s reopened in May with low capacity.

“It was scary because there was this feeling of uncertainty,” said Elliott Lancarte, head of marketing at Joe T. Garcia's.

The restaurant had to navigate the uncertainties and quickly pivoted to find safer channels to serve its customers. Last summer, makeshift drive-thru lanes were devised to accommodate long stretches of cars that lined up outside the restaurant's 1,000-seat location. A staggering number of customers drove in to buy the celebrated **Joe T. Garcia's margaritas** and take them home – the first time ever it could be legally done, Lancarte said.

The ability to serve its famous margaritas to-go gave the restaurant a “critical lifeline,” said Lancarte, who's also a member of the family ownership group.

Now, the temporary measure that permitted restaurants to sell booze to-go is all set to codify into permanent law and become a lasting boon to local restaurants after a year full of struggles.

“There's so much negative from the pandemic. Restaurants were just decimated,” Emily Williams Knight, CEO of **Texas Restaurant Association**, told the Fort Worth Report. “So it's nice to have something that works, that was innovated through the pandemic that we can make law.”

Top 10 alcohol sellers in Fort Worth (March 2021 vs March 2020)

March 2021		March 2020
Location	Total beer, wine and liquor sales	
BILLY BOB'S TEXAS	805,408	
JOE T GARCIA'S MEXICAN DISHES	649,978	
EL CHINGON	635,067	
BUCKS CABARET	386,592	
BOOMERJACK'S GRILL & BAR	352,617	
VARSITY TAVERN	307,809	
DEL FRISCO'S DOUBLE EAGLE STEAK HOUSE	271,124	
TWIN PEAKS	264,119	
BOOMERJACK'S GRILL & BAR	258,043	
TEXAS REPUBLIC	249,840	

Source: Self-reported sales revenue figures via Texas Comptroller of Public Accounts

Share

m

Revenue on tap

Gov. Abbott had signed a temporary waiver in June allowing restaurants in Texas to sell alcoholic beverages to-go as an attempt to offset losses in revenue the hospitality industry had faced because of all the pandemic-related restrictions.

State Rep. Charlie Geren, R-Fort Worth, filed [House Bill 1024](#), a measure to permanently allow beer, wine and mixed drinks to be sold for off-premises consumption.

“I look forward to working with the Legislature to pass this bill that will be a valuable revenue source to help our Texas restaurants come back from the devastating impacts of the pandemic,” Geren had said in a statement after filing the bill.


The Texas Senate approved the legislature last week. The bill currently sits on the desk of the governor, who has shown support for alcohol-to-go law and is expected to sign it by the end of the month.

“People keep asking about (alcohol-to-go),” Lancarte said. “I think it’ll stick. People are going to want that forever.”

The alcohol-to-go law provides restaurants a revenue stream that was previously untapped. The law opens new opportunities for restaurants in North Texas, whose restaurant industry was steadily growing before the pandemic, Knight said.

“They’re very excited. Anytime the restaurants can increase what they sell, that’s a positive,” Knight said. “We’ve got a long recovery ahead. We’ve got probably another two years plus until we fully recover. (Alcohol-to-go) is another lifeline for restaurants long term.”



Greg Abbott 
@GregAbbott_TX



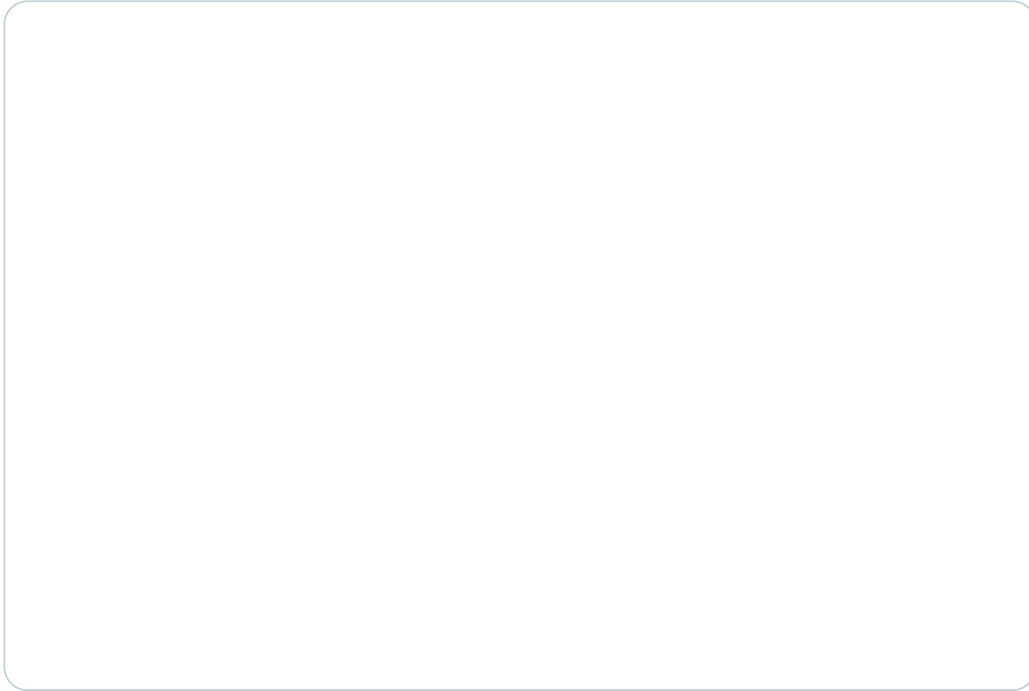
Cheers, Texas!

Last session, I signed a law allowing beer-to-go sales in Texas.

Let’s expand that this session and more broadly make alcohol-to-go an official law in Texas.

Stay thirsty my friends.

#NationalBeerCanAppreciationDay



6:28 PM · Jan 24, 2021



11.1K



914



Share this Tweet

The **Workforce Solutions for Tarrant County** received 26,451 unemployment claims in March of this year in the county. The food services industry made up 9.38% of the claims, one of the most affected occupations.

Tarrant County's hospitality sector **shed almost 37,000 jobs** in the second quarter of 2020.

Texas' \$70-billion restaurant industry lost about 9,000 establishments and \$17 billion in revenue due to the pandemic, and the Dallas-Fort Worth area accounts for about 35% of the portion, according to Texas Restaurant Association estimates.

But the recovery is well underway, Knight said, as restaurants in North Texas experienced a 30% increase in sales in March, year over year.

"Texans love their restaurants. Folks in Fort Worth love to dine out, and we've seen those people return," Knight said. "I think you're going to see lots of new restaurants

emerge and those iconic restaurants are just going to thrive again.”

The alcohol-to-go law is a step in the right direction to rebuild the industry and make it competitive again, Knight said.

Pour one (not) for all

The alcohol-to-go bill is one of the biggest wins for the restaurant industry since 1971, when the Texas Legislature first allowed restaurants and bars to sell liquor by the drink after the end of Prohibition.

However, there are limits to the to-go law. Alcoholic beverage to-go orders placed must accompany food orders. The beverages also need to be put in sealed containers that are labeled with the business name and words “alcoholic beverage,” if it’s not inside its original package.

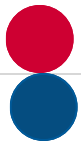
Such requirements made Blackland Distillery owner Markus Kypreos step back from its plans of serving to-go alcoholic beverages.

The Fort Worth distillery and lounge started serving to-go cocktails at its physical location last year as the temporary law permitted. Not anymore, though.

“The packaging is way more trouble than it’s worth, for me,” Kypreos said, adding establishments like his – those that don’t primarily serve food – are overlooked by the legislation.

However, Kypreos said he is fully supportive of the new law as it helps one of the hardest-hit sectors of the local economy, and it will eventually boost his business as well.

“Anywhere where they sell alcohol is an opportunity for us to get on the shelves and market the brand,” Kypreos said. “Any bars or restaurants that serve cocktails to-go is one more opportunity for us to find our way to a household that may have never drank us before.”



News

Stronger-Than-Expected U.S. Hotel Demand Drives Updated Forecast

STR and Tourism Economics have upgraded projections for 2021, although they say full lodging-industry recovery won't come until late 2023.



by [Michael J. Shapiro](#)

May 11, 2021



Based on stronger-than-expected demand in the first quarter of 2021, lodging-data provider [STR](#) and [Tourism Economics](#) have upgraded their U.S. hotel forecast. Still, the analysts caution that they don't believe the current uptick will affect their [previous timeline projections](#), which calls for demand to return to prepandemic levels in late 2023, and for revenue per available room to reach full recovery in 2024.

"The next stage of the U.S. travel recovery has commenced," said [Adam Sacks](#), president of Tourism Economics. "An effective vaccine rollout and generous fiscal stimulus will drive the fastest single-year economic expansion in nearly 40 years. Leisure-travel demand is gathering strength, with substantial recovery in sight for many markets. However, transient-business, group and international travel face continued headwinds, and a full recovery will take several years."

As STR previously reported in late March and early April, the surge in demand, while better than anticipated, has been almost entirely in the leisure segment, "although improving weekday occupancies indicate that some business travel is back in the marketplace," pointed out STR president [Amanda Hite](#). Meetings and events will return slowly, she reiterated.

"What remains furthest off from meaningful recovery is group business, but there is hope for upward movement in that segment as more events get back on the books," Hite said. "Until that point, big-box hotels and markets heavily reliant on conventions will continue to lag, keeping total industry recovery to 2019 levels in the distance."

The latest forecast projects 2021 occupancy will rise 53.3 percent, with a RevPAR of \$58.39. That's far better than 2020, but still 32 percent below the 2019 level.

U.S. Forecast

Key Performance Indicators
2020 – 2021F – 2022F



Metric	2020 Actual	2021 Forecast	2022 Forecast
Occupancy *	41.6%	53.3%	60.1%
ADR	\$103.00	\$109.47	\$117.34
RevPAR *	\$42.88	\$58.39	\$70.57
RevPAR Compared to 2019	-50.1%	-32.0%	-17.9%

*Reflects Total-Room-Inventory (TRI) methodology, which assumes no temporary hotel closures.

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

Upgraded forecast from STR and Tourism Economics. *Source: STR*

TAGS

HOTELS & RESORTS

ADVERTISEMENT



Spirit
OF LAS COLINAS

MAY-JUNE
2021

News | Features | Events
Published Bi-monthly



SPRING IT ON

ANNUAL MEETING RECAP, NEW DART STATION OPENS
IN LAS COLINAS, STATE BANK OF TEXAS TO BUILD NEW
48,000-SQUARE-FOOT HQ AND MORE





GRAND UNLEASHING!

PAWS COLINAS OPENING CELEBRATION

SATURDAY, JUNE 19TH
9 AM - 2 PM

1300 CALIFORNIA
CROSSING RD

IN PARTNERSHIP WITH



BENEFITING

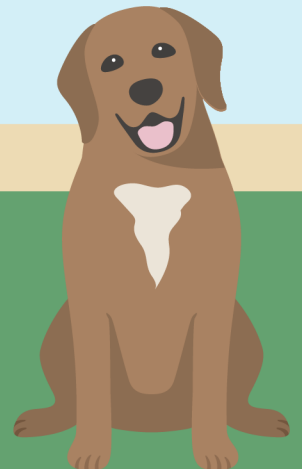


FEATURING

TREATS · GIVEAWAYS · FOUR-LEGGED FUN

HUMAN FOOD AND DRINK AVAILABLE FOR PURCHASE

RESERVE A SPOT AT [LASCOLINAS.ORG/PAWS](https://lascolinas.org/paws)



PAWS COLINAS

1300 CALIFORNIA CROSSING RD

IRVING • LAS COLINAS TX





Las Colinas Summer Camp Guide



Irving YMCA

Irving YMCA summer day camps will be filled with weekly theme-based enrichment activities, nature/outdoor learning, creative and performing arts, fitness/conditioning, community service projects, global diversity efforts, field trips, swimming/water games and more. ymcadallas.org



Great Hearts

Great Hearts Irving is offering "Kinderreadiness", "Adventure Week" and "Seafaring for the Daring" summer camp options. Kids will experience hands-on, engaging activities in fine arts, reading, writing, crafts, science, math, and history. Each Camp offers guest presenters, camp songs and games. irving.greatheartamerica.org



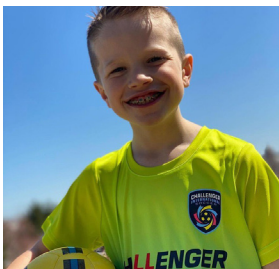
RBR Muzik

RBR Muzik will have five summer camps available including ukulele camp, keyboard camp, theatre camp and hip-hop, ballet and jazz camp. Each camp is offered three different weeks in July with full and half-day options. Instruments can be rented for an extra fee. All teachers are certified in the subject of their class. rbmuzik.org



Irving Arts Center

The Irving Arts Center is hosting an in-person and virtual "Create Your Own Adventure" summer art camp for ages 4-16. The camps will begin June 14th. These hands-on classes, taught by professional art educators and teaching artists, will feature a variety of art disciplines. irvingartscenter.com



Challenger Sports

Challenger Sports Camps will be hosting an international soccer camp at the Highlands School from August 2-6 for ages 3-14. They have combined the most popular elements of their two existing camp programs into a collection of the most effective soccer practices used by youth teams around the world. challenger.configo.com



Four Seasons Resort and Club Dallas at Las Colinas

The Four Seasons is offering four-day camps for golf, tennis, basketball and a swing, serve and splash camp. In the swing, serve and splash camp, kids are introduced to a variety of sports including golf, tennis and swimming. Classes are complimentary for resort guests and will take place throughout the summer. fourseasons.com/dallas

May/June Events Calendar



Fiesta de Mayo Half Marathon

In-Person or Virtual

May 22nd at 7 am

The Irving Marathon Running Series Presents the second annual Fiesta de Mayo Half Marathon at Toyota Music Factory. Virtual and in-person options are available with 1-Mile, 5k, 10k, or 13.1 distances to choose from. The race will benefit the Irving Baylor Scott & White Foundation. Register at IrvingMarathon.com



Zest Fest

Irving Convention Center at Las Colinas
June 4 - 6

Zest Fest brings together the spiciest exhibitors and products from around the country for one sizzling weekend. There will be cooking demos by celebrity chefs, live music, interactive contests and thousands of food samples. Purchase tickets at ZestFest.net.



Las Colinas Olympic Day

Various Locations

June 25th and 26th

The United States-Mexico Cultural and Educational Foundation in partnership with the City of Irving, Irving-Las Colinas Chamber of Commerce, Japan America Society DFW, Visit Irving, and LCA will host two days full of sporting, cultural and business events. Visit irvingolympicday.com for more information and to register.



Texas Summer Jam

Toyota Music Factory
June 26th at 3:30 pm

See Robert Earl Keen, Hayes Carll, Kat Hasty and Tristan Marez on the Pavilion at the Toyota Music Factory. Join the pre-party and enjoy musicians Cody Hibbard and David Adam Byrnes play on stage at the Texas Lottery Plaza. More artists are expected to be added. Purchase tickets at thepaviliontmf.com.



COMMUNITY NEWS



COVID-19 vaccines open to all Texans

The state of Texas opened COVID-19 vaccine eligibility to all Texans on Monday, March 29th. To register for the vaccine, visit www.dallascounty.org/COVID-19 or call **855-466-8639** between 7 am and 7 pm, 7 days a week.

New DART Hidden Ridge station open in Las Colinas

The new DART Hidden Ridge station began service along the Orange Line on Monday, April 12th. The station will serve the planned 110-acre mixed-use Hidden Ridge development, which is an expansion of Verizon's corporate campus.



Irving-Las Colinas ranked 5th most hardworking city

WalletHub compared the largest U.S. cities using measures such as average hours worked per week, employment rate, percent of workers leaving vacation time unused and average commute time. Irving-Las Colinas ranked number five among 116 cities.

Williams Square Plaza to be renovated

In March, the City of Irving approved a \$7.8 million upgrade to Williams Square plaza. The will include features with tree and landscape improvements, fountain upgrades and pedestrian friendly space. The construction is scheduled to be finished early next year.



Keep Irving Beautiful earns President's Circle Award

Keep America Beautiful presented Keep Irving Beautiful with the 2020 President's Circle Award. The award recognizes exemplary performance by affiliates of the Keep America Beautiful program in creating clean, green and beautiful communities.

Dallas Museum of Art pop-up at Toyota Music Factory

The Dallas Museum of Art is bringing a peek of its free exhibition, Frida Kahlo: Five Works, to the Toyota Music Factory. The outdoor pop-up installation features two reproductions of Kahlo's paintings and will be on display through June 20th.





BUSINESS NEWS



State Bank of Texas building new HQ

State Bank of Texas is building a four-story 48,000-square-foot building off State Highway 114. State Bank of Texas will consolidate operations from Dallas, Chicago and Atlanta to their new Las Colinas headquarters set to open in 2023. It will also include a bank retail location on the ground floor. State Bank of Texas is a \$1 billion assets financial firm founded in 1987.



Las Colinas company named most innovative

Las Colinas-based Avocados from Mexico (AFM) has been named to Fast Company's prestigious annual list of the World's Most Innovative Companies for 2021 and as the number one innovator in the branding category. AFM's honor follows being named to Fast Company's List of 100 Best Workplaces for Innovators last year.



Darling Ingredients is a top 50 leader in sustainability

Darling Ingredients has been announced as one of the 50 Sustainability and Climate Leaders by Bloomberg and TBD Media Group. This campaign gives a voice to sustainable creators that meet challenges the planet is facing with solutions to shape society. Darling identifies as one of the sustainable creators that is increasing efforts to improve climate change.



New office space planned in Las Colinas

Two new projects are slated to be built in Las Colinas. One office project is the Las Colinas Corporate Center III which is an eight-story, 210,000 square-foot building. The other is the second phase of Westridge Park which will be an eight-story, 88,100 square-foot speculative office project.



Nexxt Gen ranked 3rd fastest-growing private company

Inc. magazine came out with the regional version of its annual ranking of fastest-growing companies. The Inc. 5000 Regionals is a spin-off of the publication's long-running ranking of privately owned firms. Las Colinas-based telecommunications company Nexxt Gen Corporation led the pack with growth of 1,788%.



COMMUNITY SPOTLIGHT

Member Spotlight: John Drake

President, Baylor Scott & White Foundation

John Drake has dedicated his life to community service and better healthcare for the community. Drake attended Stephen F. Austin University and earned a Bachelor of Arts in Journalism. During his senior year at the university, he had an internship at Baylor University Medical Center-Dallas, which turned into a Public Relations job post-graduation. This is where Drake's passion for healthcare philanthropy began. He went on to become the Assistant Vice President of the Baylor Healthcare System Foundation at Baylor Dallas.

In November 2000, after more than 20 years of experience in the healthcare system, Drake was announced as President of the Baylor Scott & White Irving Foundation. Since then, he and his team have helped raise more than \$45 million for the foundation. During the 2020 annual employee giving campaign, he proudly shared that 86% of Baylor Scott & White staff donated more than \$200,000.

Throughout his philanthropic calling, Drake has been involved in numerous community organizations. He is the creator and founder of the Irving-Las Colinas Chamber of Commerce's Share Tank program, past member and chair of the City of Irving Board of Health and former member of the Parkland-Irving Health Center Advisory Board. Drake has been married to his wife, Angie, for 33 years and has two daughters, Grace and Mary Reed. He has been a Las Colinas resident for over 20 years.

"There's a tremendous sense of satisfaction for me knowing that I get to help our medical team restore health, whenever possible, for patients every day—around the clock." – John Drake



Favorite Restaurant
Via Real



Favorite Spot to Relax
Home in Hackberry Creek



Favorite Event
Share Tank



Photos Courtesy of: John Drake, Angie Drake, Mary Reed Drake, Grace Drake, Via Real and Share Tank



Drake receiving his Fellow of the Association for Healthcare Philanthropy in Washington D.C.



LCA NEWS AND UPDATES

Assesments due July 1, 2021

The LCA Annual Assessment will be mailed soon to all property owners in Las Colinas. The assessment calculation uses the appraised market value of the property based on the preceding year's certified roll by Dallas County Appraisal District. The current assessment rate for LCA is \$0.14 per \$100 of that appraised value. **Annual Assessments are due on July 1st of each year.**

2021 Annual Meeting of Members Recap

Board Candidates Election Results

Ken Reese – Commercial representative, returning board member

Kenneth Gwyn – Residential representative

2021 Board Officers

Sushil Patel – Chairman

Danny Opitz – Vice Chairman

Rachel Kramer – Board Secretary

Barbara McNutt – Treasurer

Staff Service Recognition

Jan McKenzie, Security, 20 years

Rebecca Neeley, Payroll Manager, 10 years

A Look Back at Las Colinas President Reagan learns about Las Colinas, 1984

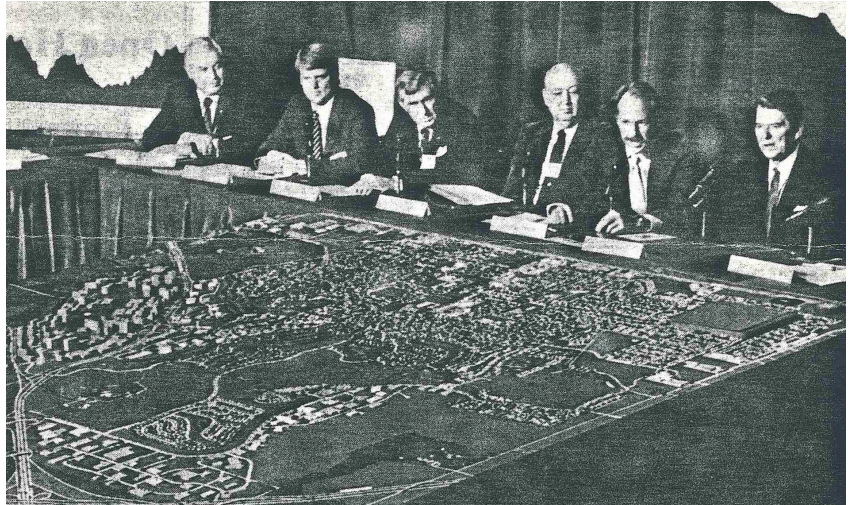


Photo courtesy: The Journal

On April 23rd, 1984, President Ronald Reagan made a trip to North Texas to learn about Las Colinas and Southland Financial Corporation's plans for the Urban Center. Reagan visited with investors and developers of Las Colinas at the Arlington Hilton. At the meeting, the President reviewed a map of the Las Colinas Urban center and called the plans and efforts "remarkable." Reagan praised the developers for their perseverance and entrepreneurial stance during a time of economic uncertainty in the U.S.

Spring Break Photo Contest



Photo courtesy: Kaci Iley



Photo courtesy: Rick Stopfer

The LCA hosted an 80's inspired photo experience, featuring an epically large boom box, the week of Spring Break, March 13th- 21st. The hard-to-miss boom box first made an appearance at Gables Water Street then moved over to Texas Lottery Plaza® the last half of Spring Break. Eager participants were invited to snap and share their photo on social media using the hashtag #LasColinasSpringBreak for the chance to win \$150 in retailer gift cards. As an added bonus, participants were also entered to win a two-night stay at NYLO Las Colinas Hotel. To wrap up the week-long photo op, sweet tooth spring breakers were able to snag free froyo, courtesy of LCA, at TCBY in Toyota Music Factory.



3838 Teleport Blvd.
Irving, Texas 75039-4303



MAY-JUNE
2021

March 2021: Aerial photo of construction on the Paws Colinas Dog Park



l1aisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org

Maura Gast

From: President Jonathan J. Sanford <advancement@udallas.edu>
Sent: Monday, May 3, 2021 9:28 AM
To: Maura Gast
Subject: Veritas | May 2021



Dear Maura:

I was honored to provide the annual Thomas More lecture for the [Lewis-Tolkein Society](#) last week, the first in-person event the Society had offered in more than a year. I focused on the theme of friendship and its role in liberal education.

As often happens with formal addresses, the Q-and-A period proved the livelier part of the evening. My address had focused on the essentials of a liberal education and the signature importance of focusing on learning for its own sake, whether it be in history, mathematics, science, theology, or business. To really understand the things one studies themselves, one must strive to appreciate them in their own right, as opposed to considering merely their usefulness to other subjects or the practicalities of life. Many in the audience had led successful careers in business and the professions, and I was asked to explore the relevance of a liberal education to professional life. One question, from a University of Dallas graduate from 1980, struck me for several reasons. The questioner recalled a speech he heard as an undergraduate from UD's legendary president, Dr. Donald Cowan. President Cowan had in this speech to undergraduates emphasized

the impracticality of a UD education, in large part to emphasize the value of this education for its own sake. Other educations might focus on the *how*, my questioner asserted, but President Cowan's speech helped him to focus his attention on the *why*. The questioner wanted to know, amongst other things, whether I endorsed that vision.

I do. But, I do so with some contextual clarifications, clarifications that I suspect, having read many of President Cowan's speeches, that President Cowan would have agreed with as well. It is true that, in a primary sense, a University of Dallas education is focused on things themselves, and not their utility value. But, it is also true that a University of Dallas education is preeminently useful, precisely because of its focus on learning for its own sake. What do I mean by that?

I mean that our graduates, having been forged in the furnace of an education that commands their focus like few others, are fully liberated after graduation to take their place at the highest levels in every walk of professional, civic, familial, and religious life. In an age marked by anxiety about how one will make a living, it should be consoling to students and their families that our students have proven themselves, time and again, more fit for post-graduate achievements than students from nearly every other school. Our medical school placement rates, for instance, are twice the national average, and on par with Ivy League schools. A remarkable number of our students seeking admission to law school are admitted, and our PhD placements in top-tier programs in multiple fields, such as math, biochemistry, and classics, are exceptional as well. But, it is not only in admissions to schools for additional education that our students excel. Our first destination placements have [consistently been above 97%](#), putting UD graduates into careers immediately after graduation, and many of them in companies with household names like Amazon, Fidelity, UT Southwestern, and Goldman Sachs. You will read about some of these remarkable senior student successes in our summer *Tower* magazine.

St. John Paul II biographer and father of two UD alumnae, George Weigel, echoed this appreciation in [my recent interview](#) with him for Guadalupe Radio: "The kind of comprehensive liberal arts education that UD offers, the human environment that UD offers, the transformative experience of the Rome semester—that prepares you for *anything*."

Perhaps we do not do enough to stress these achievements. We are first and foremost concerned with substance, with the essence of things, with an education that puts at the forefront an encounter with things as they present themselves to we, the learners. We tend to make the appeal to prestige and placements secondary, as indeed it is. Students at the University of Dallas are imbued by an education that humbles them before the riches of the past

and those yet to be achieved, and so, well formed by the greatest of our culture's paradigms, dedicate themselves to lives of excellence. Celebrating their achievements need not distract from a focus on the primary goods of education, and can serve as encouragement to future students that they, too, can fulfill their particular calling to live magnanimously.

It is the education our students receive which orients them to lives of greatness. The encounter with the heroic ideal is front and center to every freshman who enters the University of Dallas as he or she wrestles with the Homeric ideal of greatness in the *Iliad*. That ideal, countered and re-encountered throughout the rest of the curriculum, finds its way into the soul of our students. They want to do great things in service to God and country. And, God willing, they will.

Sincerely,



A handwritten signature in blue ink, reading "Jonathan J. Sanford".

Jonathan J. Sanford, Ph.D.
President | Professor of Philosophy



OFFICE OF THE PRESIDENT

1845 E. Northgate Dr. | Irving, Texas 75062 | president@udallas.edu

[Privacy Policy](#) | [Unsubscribe](#)

[University of Dallas](#)

1845 East Northgate Drive | Irving, Texas 75062

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 24, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



MEETINGSNET



GLOBAL EVENTS PLANNING

A Snapshot of Sentiments about the Return to Meetings and Incentives

Two industry surveys show that getting back to in-person meetings and incentives before the end of 2021 looks promising but will come with changes in planning and execution.

Rob Carey | May 11, 2021

As vaccinations move along and rates of Covid-19 transmission drop across America, there's good news on the meetings and incentives front: 70 percent of more than 400 planners surveyed last month by Global DMC Partners said that their

organizations will begin holding in-person events by Q4 2021, while 84 percent of planners surveyed in the past month by the Society for Incentive Travel Excellence said that their first post-pandemic domestic reward-travel programs will take place by the end of Q1 2022. Further, 59 percent of the SITE survey respondents said that international travel-reward programs will happen in that time frame as well.

With 2021 in-person programs, though, many things will not be as they were in 2019. Global DMC Partners' Q1 2021 Pulse Survey found that meetings will become smaller than most planners expected. The percentage of respondents who said their largest in-person meeting in 2021 would be 250 or fewer people rose to 67 percent in April from 47 percent just three months prior, reflecting growing pessimism among respondents about event budgets in the near term: 52 percent said that their 2021 in-person budget will be reduced from 2020, up from 37 percent who said so three months earlier.

Also, 55 percent of respondents said that their meetings in the foreseeable future might require proof of Covid vaccination—although just 12 percent of respondents to Meeting Professionals International's Spring 2021 Meetings Outlook said as of last month that they will definitely require that. Meanwhile, 48 percent of Global DMC Partners' respondents said that Covid testing on site will be likely; 27 percent will likely require attendees to sign a liability release based on the event host's due diligence in keeping the event health-secure; and 25 percent will likely conduct contact tracing and tracking in the event an attendee tests positive for Covid on site.

Among those who responded to SITE's survey, titled "The Changing Face of Incentive Travel," contracting and risk management was ranked the most important issue (8.26 out of 10) among the issues deemed central to event success in the near future. The only other issues that came close in importance to contracting and risk management were destination selection (7.66) and improved analytics (5.26).

One stat that will make planners smile: 94 percent of SITE respondents said that their executives were "100-percent supportive" of resuming incentive-travel

programs in the post-Covid environment, while the remaining six percent said their executives were somewhat supportive of future reward-travel programs.

As for permanent changes to organizations' meetings portfolios, 30 percent of respondents to Global DMC Partners' survey said that more than half of their in-person meetings will use a hybrid format from now on, while another 30 percent said that more than half of their meetings will be fully virtual. For advice on how to manage a meetings team that must now balance a portfolio of in-person, hybrid, and virtual events, check out this MeetingsNet article .

Source URL: <https://www.meetingsnet.com/global-events-planning/snapshot-sentiments-about-return-meetings-and-incentives>

[Menu](#)[Search](#)**Bloomberg CityLab**[Sign In](#)[Subscribe](#)

Office towers alone won't sustain urban business districts anymore.

Photographer: Alexander Spatari/Moment

The Death and Life of the Central Business District

Offices are not going back to the way they were pre-pandemic, and neither are the downtown neighborhoods that house them.

By [Richard Florida](#)

[Copy Link](#)

May 14, 2021, 4:30 AM CDT

Richard Florida is a professor at the University of Toronto's School of Cities and Rotman School of Management and a distinguished visiting fellow at New York University's Schack Institute of Real Estate. He is the author of "The New Urban Crisis."

Just last spring, a chorus of pundits loudly proclaimed a sweeping urban exodus and the impending death of cities. Now, just slightly more than a year later, our cities are springing back to life. Sidewalks are starting to bustle; restaurants, which have spilled onto the streets, are teeming with patrons; museums and galleries are reopening; and fans are heading back to baseball parks, basketball arenas and even outdoor concert venues.

But one area of urban life where the pandemic is poised to leave a far bigger mark is on the places where we do business. The ongoing shift to remote work challenges the historic role of the Central Business Districts – neighborhoods like New York's Midtown and Wall Street, Chicago's Loop, or San Francisco's Financial District – as the dominant centers for urban work.

These signature skyscraper and corporate tower districts that define the skylines of great cities, and are often synonymous with downtowns, will have to adapt. But far from killing them off, the shift to remote work will ultimately change their form and function in more subtle ways. Given their strategic locations at the very

[@Richard_Florida](#)

center of major metro areas, Central Business Districts are perfectly positioned to be remade as more vibrant neighborhoods where people can live and play as well as work – a leading-edge example of what many

SHARE THIS ARTICLE

Share

Tweet

Post

Email

urbanists are now calling 15-minute neighborhoods. And with conscious and intentional action on the part of urban leaders and assistance from the federal government, these CBDs can be rebuilt in ways that are more inclusive and affordable.

The biggest and most enduring change in our economic geography ushered in by the pandemic turns out to be far less in where and how we *live*, and much more about how and where we *work*.

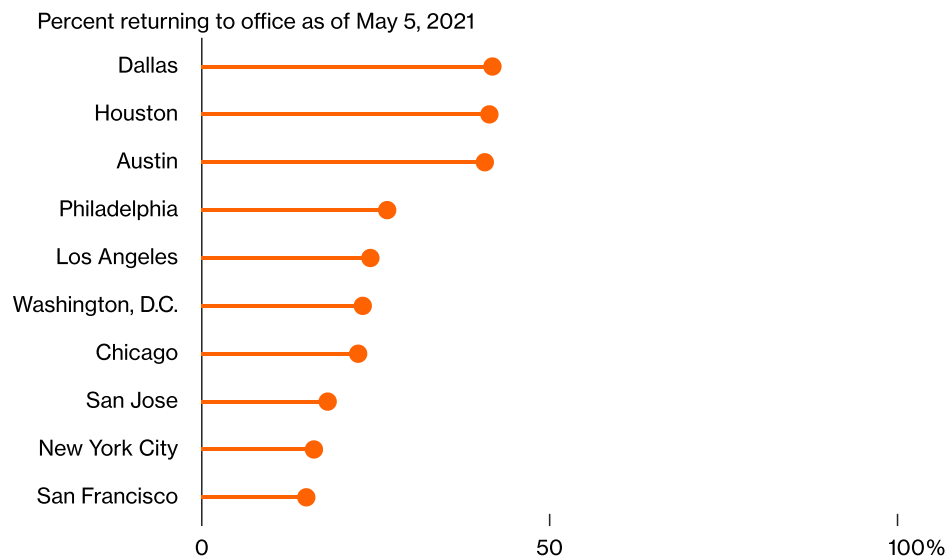
The pandemic effect on work

As 2020 began, the 21 most important urban business districts in the world housed 4.5 million workers in 100 million square meters of office space. About 20% of Fortune Global 500 corporations had their headquarters in these districts, according to a 2020 report by EY. A few months later, the lion's share of knowledge and professional work was being done from home. In the proverbial blink of an eye, the Central Business Districts of leading cities around the world went silent – emptied of workers and the buzz of human productive activity.

Even as vaccinations have accelerated and America has sprung back to life, these business districts in major cities have been slow to rebound. Across 10 of America's largest urban CBDs, employee visits to the office stood at roughly a quarter (27%) of pre-pandemic levels according to recent data from Kastle Systems, which tracks these visits through keycards and similar technologies.

Most Office Workers Haven't Returned in Major U.S. Cities

[Copy Link](#)



Source: Kastle Systems

Note: Counts workers who are entering offices via keycards and other similar technologies.

Even in Australia's cities, which are now near-completely reopened, occupancy rates in the Central Business Districts of its two largest cities remain far off their pre-pandemic levels – hitting 59% in Sydney and 41% in Melbourne as of April.

It's likely not just the fear of offices per se, but the fear of getting to and from them that remains a fundamental challenge. Though New York City subway ridership has ticked up this spring, it remains at just 40% of pre-pandemic levels. More than a third of Americans remain wary of riding the subway or a crowded elevator, according to a recent study. Even as suburban office parks where people can drive to work begin to fill up, CBD office districts remain far emptier.

Of course, more workers will return to the office in the coming months, as vaccinations progress and the threat of Covid recedes. Ultimately, remote work done from home will likely account for roughly a fifth (21.3%) of all work-days, compared with just 5% pre-pandemic, according to surveys by economist Nick Bloom and his colleagues. This will not just reduce demand for office space – some of which will be made up for by the need for more private offices and large spacing for social distancing; it will hit hard at the broader downtown ecosystem of restaurants, cafes, bars and retail shops that make up the economy of business districts. Bloom and his colleagues estimate that this shift will reduce consumer spending in the CBDs of major cities by roughly 5% to 10% relative to their pre-pandemic baseline, with Manhattan taking the biggest hit – a 13% reduction from pre-pandemic levels.

Copy Link

As with so many other effects of the Covid-19 pandemic, the burden of the transformation and decline of Central Business Districts will fall heaviest on low-wage service workers. Downtown expert Paul Levy estimates that every 500,000 square feet of occupied office space in the CBD creates jobs for 18 cleaning personnel, 12 security staff and 5 building engineers. As the Federal Reserve Bank of Minneapolis has documented, these low-wage, largely minority, largely immigrant service workers have borne the brunt of the economic impact on the CBD, while professionals and knowledge workers have been able to simply shift to remote work.

What's next for work-centric neighborhoods

The decline of the old-style CBD does not mean the death of the neighborhoods that house them. Their locations are just too good – too central, too dense, and with too much infrastructure and architecture – to remain vacuums for long. And their transformation – like nearly every other aspect of the Covid-19 pandemic – will be less a fundamental disruption and more an acceleration of trends already underway.

Even as our cities have evolved and changed markedly over the past several decades, the CBDs of many major cities retain some of the one-dimensional, work-only 9-to-5 attributes that urbanists like Jane Jacobs and William “Holly” Whyte decried half a century and more ago. We’ve now been through a century-long experiment in building downtowns for worker bees. The reality, as Jacobs said long ago, is that we need to be building downtowns for people. Indeed, urban neighborhoods are the most adaptive and resilient of organisms: Out of urban decay sprout the seeds of new life.

Perhaps the best historical analogue to what the CBD is going through today is deindustrialization. Few, back in the dark days of the 1970s or ‘80s, would have predicted that the old manufacturing areas of the city would ultimately be repurposed and reused not just as arts and creative districts but as tech and knowledge hubs – or that they would become the epicenters of the gentrification that has become a defining feature of superstar cities today. Central Business Districts have attributes – their location, density, transit connectivity and more – that enable them to adapt to this new reality. The bigger challenge is to ensure that as they come back, they become more equitable and inclusive communities.

**A day at the office will be
spent less in a single
building and become more
like a localized business trip.**

In the not-too-distant future, more people will start returning to their offices. While many companies have shown a newfound acceptance for remote work, others like Amazon.com Inc., Blackstone Group Inc. and JPMorgan Chase & Co. have said that they expect a significant percentage of their workforce to return to the office. Big tech companies like Facebook Inc. and Alphabet Inc.’s Google have doubled down on office space in Manhattan during the pandemic. Even companies that are shifting toward remote work will continue to need physical space for some portion of their workers, particularly to onboard new recruits and acculturate them into their ways of doing business. In fact, many companies have put off hiring during the pandemic until they can get workers back in the office.

Even those who work remotely are not simply holed up in their houses and apartments. According to a recent survey, 22% of people who plan to telework say they'll do so outside the home, and most of those people plan to spend time at co-working spaces, cafes, restaurants or outdoor public spaces, all of which are readily available in Central Business Districts.

These office districts will have to evolve and change in ways that reflect the changing needs of workers and the changing patterns of knowledge work. Indeed, the office of the future will likely be less a single building in a single location, and more an outgrowth of the urban fabric. It is evolving into a "network of spaces and services tied together with technology," as future of work expert Dror Poleg wrote in his book Rethinking Real Estate. An interconnected ecosystem could span not just a central office location but also the home offices, co-working spaces, coffee shops and other third spaces that support remote work in the suburbs or outlying areas.

"People no longer have to be there, which doesn't mean they'll all leave," wrote Poleg. "But it does mean that cities/buildings will have to compete more fiercely and along new dimensions."

The office as we know it was already in the throes of change and transformation. Some twenty years ago, when I was researching Rise of the Creative Class, I asked young creatives in fields from tech to the arts what they wanted in a workplace. They told me it was the ability to work on great projects, with great people, in great spaces, in a great neighborhood. All of that is even more the case today. The office of the future will be less a cubicle-farm where workers park behind their laptops and more an arena for social interaction. Offices will have to be healthier, more spread out, with more common areas and meeting spaces, and more outdoor work space. Employers will need to ply their remote workers with amenities like exercise rooms and in-house restaurants to coax them away from their home offices, especially on Mondays and Fridays. They will need to offer special programming: not just wine and cheese plates, but onsite training and education, access to graduate coursework, and group fitness and wellness offerings. In headquarters cities, offices will also need to function as branding statements. Companies will do these things for a simple reason – to attract and retain talent.

[Copy Link](https://www.bloomberg.com/news/features/2021-05-14/the-post-pandemic-future-of-central-business-districts?utm_source=url_link)



Amazon's 'Helix' design for its new HQ2 in Northern Virginia will feature indoor and outdoor green spaces. The corporate campus will also include 2.5 acres of public green space, a dog run and a 250-seat amphitheater.

Source: Amazon

This culture will extend far beyond the four walls of office towers. The CBD can no longer function as a collection of low-end grab-and-go cafeterias, chain coffee shops, restaurants and salad bars. To evolve and survive, its offerings will have to become more local, authentic and actively curated. A day at the office will be spent less in a single building and become more like a localized business trip, with maybe an onsite meeting, checking some emails at an outdoor workspace, doing a group fitness session with colleagues, and taking some offsite meetings over lunch or coffee. The downtown expert David Milder dubs this as a shift from the old Central Business District to what he terms the Central Social District, in which workers and people meet, collaborate and socialize together. As I see it, the Central Business District will evolve into a hub in a system of more decentralized Neighborhood Business Districts that span from the city center out to the suburbs and rural areas. Far from being dead, the CBD is perhaps the single best place to be transformed in this way.

Central Business Districts are the most centrally located and densest of all urban neighborhoods, and those in the biggest metro areas are well situated to take advantage of the tight clustering of talent and economic activity that economists call agglomeration. The tendency of people and ideas to concentrate in certain urban areas and neighborhoods is so powerful that the Nobel Prize-winning economist Robert Lucas identified it as the most fundamental force behind innovation and economic growth. While remote work may weaken the pull of geographic clustering that has defined the knowledge economy, it will not kill it off. As the leading urban economist Enrico Moretti recently put it, “everyt

[Copy Link](#)

know from economic geography before Covid tells us that these forces of agglomeration are quite powerful. And there's no reason to think the same tendency to cluster will be all that different in a post-Covid world."

Yet, real innovation of this sort also tends not to take place in skyscraper canyons. In the past, the CBD was more of a place to pack and stack corporate professional workers in management, law and banking than a center for innovation and creativity. It was an outgrowth of the extreme separation of work from life that characterized the industrial age, the workplace analogue of what similarly specialized dormitory suburbs were for living. And therein lie the seeds of new life – in overcoming that separation and remaking CBDs into more vibrant places.



A woman works on her laptop at an outdoor table in Flatiron with a view of the Empire State Building in the background. As demand for office space drops, urban business districts will have to rethink old ideas about where work gets done.

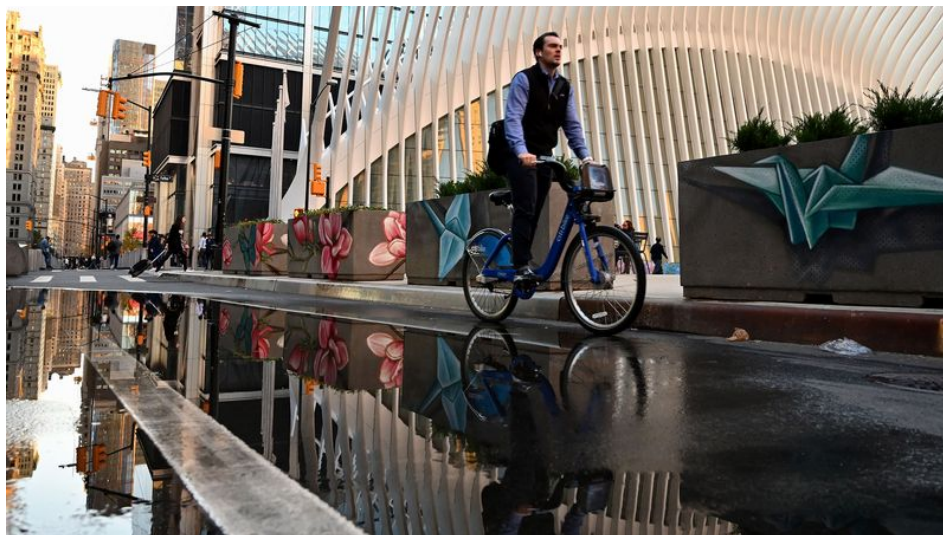
Photographer: Alexi Rosenfeld/Getty Images

When my research team and I looked at the leading startup neighborhoods in the U.S. in 2016, not one was a CBD as traditionally defined. Many were urban mixed-use neighborhoods like San Francisco's SOMA and the Mission District, and New York's SoHo and Chelsea – higher-amenity neighborhoods that were key to attracting new residents to live in central cities. Some of these neighborhoods, like those south and east of Midtown Manhattan, sit just on the border of what we think of as the traditional business districts. But instead of being office-centric, they're defined by a mix of live, work and play in a walkable setting. That's because what drives innovation and startup entrepreneurship is not the density of jobs or offices but the density of talent – talent that can mix and mingle, and combine and recombine amid the clash, clamor and collisions of street-level density.

The CBD can be remade along these lines. In fact, many were evolving in just this direction before the pandemic, adding more cafes, restaurants, arts and culture, boutique hotels and other third places – not to mention lots more co-working spaces. A 2013 study documented shifts to more mixed-use, vibrant, live-work downtowns in cities of all shapes and sizes that were happening a decade ago. Take the case of New York's Financial District around Wall Street, as it was rebuilt in the wake of the tragic devastation of 9/11. In 2000, 24,000 people lived south of Chambers Street; more than 60,000 do today. In Philadelphia, nearly 200 vacant office and industrial buildings in the downtown core have been converted to housing or hotels.



Copy Link



A man cycles past the Oculus transit hub in downtown Manhattan.

Photographer: Angela Weiss/AFP/Getty Images

Going forward, cities need to be intentional about how these business districts evolve: Left to their own devices, they will be remade in a way that benefits the already advantaged and deepens existing economic, social and racial divides. Instead of only providing incentives to landlords to convert fallow office towers into high-end residences, urban policymakers must ensure they're also converted into much-needed affordable housing. They must provide more opportunity for minority-owned businesses, and ensure that displaced and/or low-wage service workers have access to higher-paying family-supporting jobs in the CBD and elsewhere throughout the city. The federal government with its stimulus and related spending can and must be a partner in this effort. One model to look at is the partnership the city of San Jose, California, worked to forge with community activists, neighborhood groups and Google to rebuild its downtown as a more inclusive neighborhood with offices, restaurants, cultural venues and 1,000 units of affordable housing, with a contribution from Google of \$200 million.

We have a once-in-a-century opportunity to turn our business districts and our cities into something better, less divided, and more inclusive. Shame on us if we fail to grasp it.

FOR THE EXCLUSIVE USE OF MGAST@IRVINGTEXAS.COM

From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2021/05/09/dfw-airport-demand.html>

When will demand be fully back at DFW Airport? It's complicated

May 9, 2021, 11:00am CDT

There are signs of travel demand returning at Dallas Fort Worth International Airport.

DFW Airport now offers more flights to Mexico and a similar number of domestic flights compared to pre-pandemic times, and recently opened four new gates at Terminal D.

John Ackerman, executive vice president of global strategy and development, told the *Dallas Business Journal* recently that DFW Airport was seeing demand slowly come back after a 90 percent drop in traffic in some parts of 2020.

"People are getting out and they're seeing the world," Ackerman said. "Humans like to explore, they like to stretch their boundaries, they like to make connections with other people. Travel is really the best way to do that. We just want people to come out, we want them to be excited to travel, and we want them to be looking forward."

Here's what else Ackerman said about his expectations for the airport:

How does demand for Summer 2021 travel compare to Summer 2019?



JAKE DEAN

John Ackerman, executive vice president of Global Strategy and Development at DFW Airport.

You've got supply and demand like any other business. On the supply side, we'll have roughly the same domestic supply that we had in the summer of 2019. So, that's actually back. In fact, we will serve more destinations this summer in 2021 than we served in 2019.

The demand, we think, is also recovering rapidly. Load factors? I think those will still be below summer of 2019. We expect our summer traffic to be roughly 85 percent of what it was in summer of 2019. That's basically domestic travel being almost the same, but the international travel is still depressed.

What's your outlook on international travel recovery?

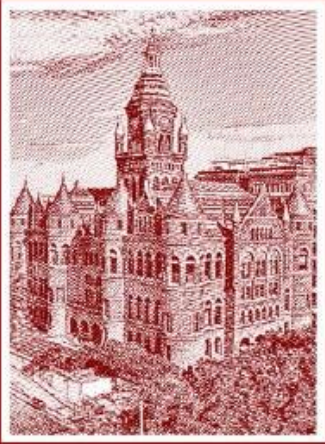
For international, we actually serve more destinations in Mexico right now than we did pre-pandemic. International is a tale of two stories — Mexico and the Caribbean, that's actually been booming. It's done very well. International long haul, on the other hand, is difficult.

That's a combination of people feeling differently about getting on an airplane for a long period of time. But even more now, it's the international travel restrictions. It's difficult for travelers to navigate that maze of testing requirements and sequencing. We have some countries that just started accepting travelers. Until that eases or there's at least some sort of uniform framework of regulation, we think international travel is going to be tough for a while.

What are some of your expectations in terms of that?

We don't expect long haul international to recover for a couple of years, but it's very difficult to tell. There's a lot of uncertainty. I was asked before, 'What's the hardest part about this?' It's all of the uncertainty. We have a veteran management team. Most of us came through SARS, we came through 9/11. We all went through those things and realize this is different. It's tough to predict the future.

But I think what I said earlier, from a macro-perspective, we're in a booming metropolitan area. This is a big important market and the most important aviation market in the world, the U.S. The macro-long term future is very bright for North Texas regional aviation.



DALLAS COUNTY
HISTORICAL COMMISSION

THE DALLAS COUNTY CHRONICLE

VOLUME 20, ISSUE 1

Winter 2021

Joppa – State of Texas Historical Marker Community

Patricia Hicks



Entryway sign into the Joppa Community where the very first Juneteenth celebrations in Dallas were held.

Tucked along the banks of the Trinity River near the terrain of the Great Forest lays the historic African American, "Freedman" town, Joppa. The community is six miles, southeast of Dallas, off interstate 45, near highway 310 and Loop 12.

Joppa is a State of Texas, Historical marker community, established in 1872 by Henry Critz Hines, a former slave from the Miller Plantation. According to Donald Payton, senior historian, and also a descendant of the Miller Plantation, Henry Critz Hines was brought to this area from Alabama by his owner and given to plantation owner William Brown Miller. "He probably brought him down for safe keeping and meant to come back after the war was over," said Mr. Payton. (DMN 1991, Print). Instead, of returning to Alabama, William Brown Miller selected Henry Critz Hines to oversee his ferry operation. This allowed Hines to become one of the first African American entrepreneurs after the Civil War in the area.

This Emancipation Proclamation order paved the way for the establishment of this community. Many believe that the community's name "Joppa", pronounced by locals "Joppee", originates from a biblical reference and translates to "beautiful" or "the beginning" in Hebrew. The attraction of the area before the turn of the century was the safety of living near a large town like Dallas while maintaining the agrarian lifestyle most knew from slavery. Many of the original Joppa residents were freedmen who came from the piney East Texas plantations. Since Joppa borders the banks of the Trinity River, the community had access to streams, ponds and the river's waters. They could fish and hunt for their meals. In addition, the river was a great source for work and commerce - with its ferryboats and steamboats carrying people, livestock, produce, and textiles. With access to water and land there was the opportunity to grow food and cotton, and the nearby Trinity Forest was a natural source of wood for industry.

CONTENTS

<u>Joppa Community</u>	<u>page 1</u>
<u>The Sowers School</u>	<u>page 2</u>
<u>Marker Applications</u>	<u>page 4</u>
<u>Chair Juanita H. Nañez</u>	<u>page 5</u>
<u>Thank You, Richard</u>	<u>page 6</u>
<u>Editor's Note</u>	<u>page 6</u>

DALLAS COUNTY HISTORICAL COMMISSION MEMBERS

RICHARD G. STEWART, JR., Chair – Irving
JUANITA H. NAÑEZ, Vice Chair – Dallas
PATRICIA HICKS – Dallas
CHRISTOPHER L. SMITH – Rowlett
COY L. POITIER – Dallas
JOHN ROPPOLO – Carrollton
ROOSEVELT NICHOLS – Lancaster
ELIZABETH DeLEON – Dallas
JIM GASPARD – Dallas
ELIZABETH GUNBY – University Park
ALBERT GONZALEZ – Dallas
JERRY HAWKINS – Dallas
DAN BARRIOS, JR. – Richardson

(See **Joppa** on page 4)

The Sowers School

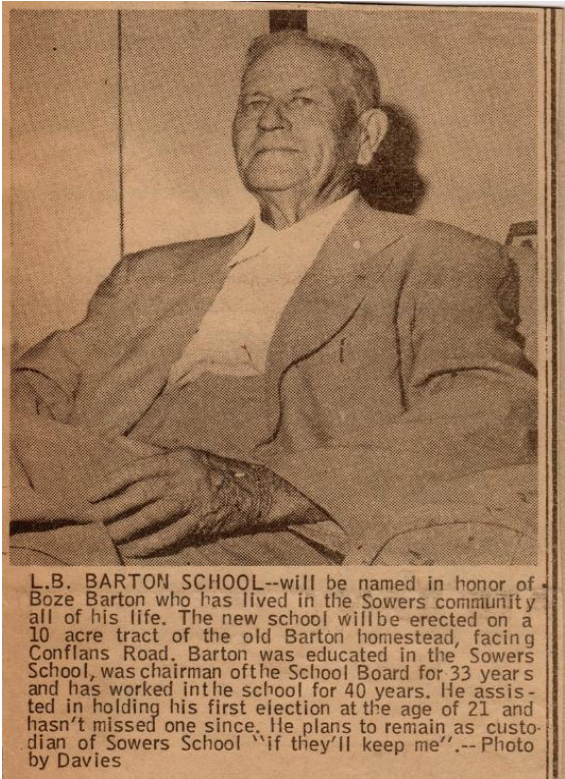
An Historic School in West Irving

Betsy and Gerald Farris

When Edmund D. Sowers opened a store on his property in the late 1850's a small business district developed around it as did eventually a school. His store was at the northeast corner of Belt Line Road and Sowers Road. Edmund Sowers came from Illinois in 1856 with his wife, stepdaughter, and mother to settle 32 acres of land in what is now West Irving. On August 14, 1874 Mr. Sowers donated a plot of land for school, church, and cemetery purposes on his property. In 1881, Mr. Sowers built a schoolhouse for local children on the west half of that land. The present-day address of the school site is 3207 W Pioneer Drive and was less than a ¼ mile east of the Sowers store. While a church was never built, it was common for schools to be used by church groups.

The school had only one or two teachers through the 1920's, including the notable John Roberts (later Dr. John Roberts), who is buried in the Sowers cemetery. Eventually the school would grow to a five-teacher school. The original log cabin structure was enlarged into a two-story building in 1903 with the lower floor being used as the school and church and the upper floor used as a hall for the Woodmen of the World. That two-story structure was replaced by a larger one-story frame school building.

In 1956, the Sowers School would be replaced by the L.B. Barton elementary school. The school was named in honor of Lee Bose (L.B.) Barton (1884-1966) who was born and raised in the Sowers community - and educated in the Sowers school. Moreover, Barton was chairman of the Sowers School board for 33 years and worked in the Sowers school for 40 years, in his later years as a custodian. Barton Elementary was erected on a 10-acre tract of the old Barton homestead facing Conflans Road, less than one mile from Sowers School.



Through the eyes of students

Ray Ramsey was a student at Sowers School, attending from the third through eighth grades, from approximately 1939 through 1944. When Ray attended the Sowers School there were three teachers. Mrs. Ashley was the principal and taught first and second grades; Mrs. Easter taught third, fourth, and fifth grades; and Mrs. Calhoun taught sixth, seventh and eighth grades. Mrs. Grace Calhoun was a teacher for 50 years and became the principal of the Sowers School. Ray's father, Sam Ramsey, was the school's bus driver.



Ray recalls L. B. Barton as a member of the Sowers School board and as the school custodian - and that everyone called him 'Uncle Bose'. Barton was also the grandfather of his school mate Robert Story, who lived at his grandfather's home across the street from Sowers Cemetery.

Ray remembers entering the wooden frame building from the front door to the sixth through eighth grade classroom on the left. The third and fourth grade classrooms were to the right and behind the first and second grade classroom.

(Story continues on the next page)

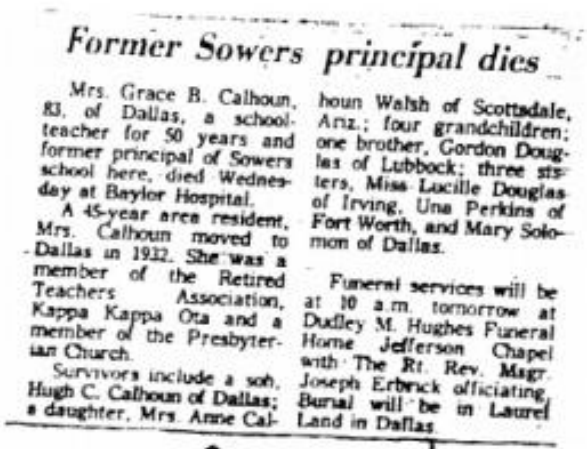
The 1940 class picture for the 3rd, 4th, & 5th grades was taken at the Sowers School building. In the picture are:

- First row (kneeling):** Paul Gamble, Loran May, unknown boy, J W Burkhalter, Robert Story, Don Looper (?), J D Robbins (?), Tommy Walker, unknown boy, and an unknown boy
- Second row:** Janelle Price, unknown girl, Billy Mitchell, unknown boy, Lois Hawkins (?), unknown girl, Billy Crouch, Melba(?), Huffman, Shirley Robinson, and Jeanine Bailey
- Third row:** Raymond Price, Doyle Nelson, Vergie Hamilton, Billy Jean Price, Mrs. Flora Easter (teacher), Bobby (?), Johnny Massey, Jack Pannel, and Ray Ramsey

Sowers School (continued from previous page)

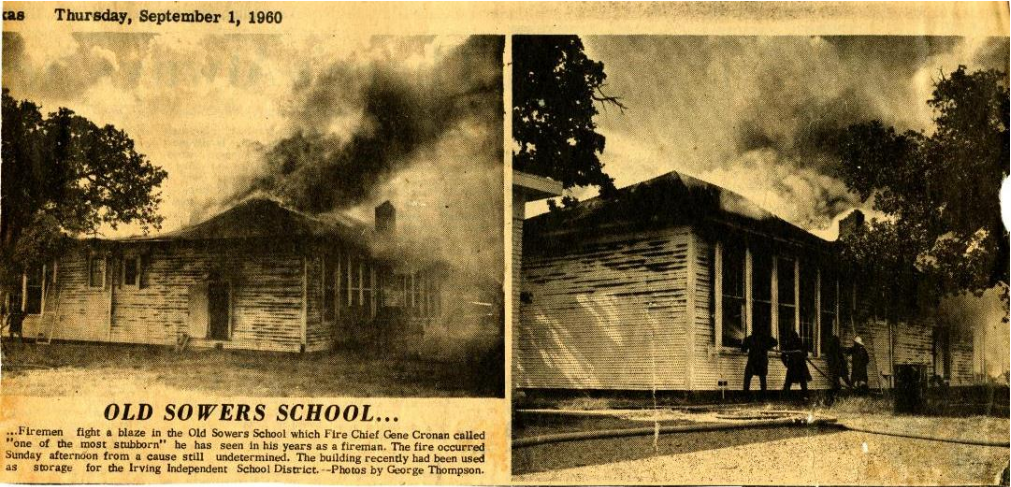
Folding doors between two of the classrooms could be opened to create an auditorium. Immediately to the left of the front door was a hallway that led to the cloak room and a drinking fountain. If the wind was blowing, there was a windmill behind the school that pumped running water. Otherwise, Uncle Bose hauled water to the school. The restrooms were outhouses. By the 1950's the restrooms would be separate cinder block buildings.

Evelyn Jeanne Story attended Sowers school from 1941 through 1949, for 1st through 8th grade. Evelyn's grandfather, L.B. Barton, began each morning at 4am getting coal from the coal house and starting the stove to warm the school. He was there when the first child was brought to the school and stayed until school had started. Evelyn, now Jeanne Carter, remembers all her teachers - Mrs. Ashley (1st and 2nd grade teacher), Mrs. Bailey (3rd, 4th, and 5th) and Mrs. Calhoun (6th, 7th, and 8th). Other teachers were Mrs. Ahern and Mrs. Fowler. She remembers the teachers rode the State bus and payed the fare out of their own pockets.



Fate and Fire – the destruction of the Sowers School

On the afternoon of Sunday August 28, 1960 the Sowers school was destroyed by a fire of an unknown cause. The buildings had not been used as a school since the opening of L.B. Barton elementary school in 1956. The buildings were used as storage for the Irving Independent School District and mostly contained spare desks. Fire Chief Gene Cronan called it 'one of the most stubborn' fires he had seen in his years as a fireman.



September 1, 1960 newspaper account of the Sowers School fire.



Tyson Farris took numerous pictures of the Sowers School buildings before their demolition after the fire. He would salvage architectural elements.

For 80 years a school building of some type had occupied the two-acre Sowers School site, starting with a log cabin housing the first school in the 1880's. The original 2 acre site of Sowers School is now the location of Irving's Secondary Reassignment School and IISD school bus parking.

After the fire, Sowers resident Tyson Farris was given the approval to use any salvage items from the burned school. Mr. Farris used lumber and doors to add on 2 bedrooms, a laundry room, bathroom, and back patio onto his home NW of the school at 1549 Luke Street. The family also obtained several metal and wood chairs and desks from the school. In the 1990's Tyson told one of his sons, Gerald Farris, that much of the west wall of the house had been built using the doors from the school. In 2005, when the Farris home was for sale, a residential inspector thought the house had been in a fire. They were seeing the burned 2x4's from the Sowers school inside of an unfinished closet. In 2020, a more recent owner was remodeling the house and uncovered the Sowers School doors on a west wall. With black smoke marks and charring, undoubtedly these were the folding doors between the schools classrooms. The new owner has indicated that they will be keeping the doors.



Sowers School doors were uncovered by the owner of the old Farris home in 2020.

Historic Marker Application Process Opening!

The Texas Historical Commission (TCH) has announced that applications for new markers this year will be accepted from:

March 1st - May 15th, 2021

Last year, the TCH approved all seven of the historical marker applications that the County recommended. That number of applications was a record, and no other county commission in Texas had so many approved applications. For these approved markers the process continues to move forward with finalizing the casting and then dedication ceremonies this year and into next.



Calendar photograph by Dafne Cholet



The Historical Marker application process will open on March 1st and the Texas Historical Commission website (<https://www.thc.texas.gov/preserve/projects-and-programs/state-historical-markers/apply-historical-marker>) has all the details! The first step in the historical marker process is contacting the Dallas County Historical Commission. The marker application process begins at the County level with a review and comments for all applications. Once approved by the County Commission, completed marker applications are submitted to the THC for consideration at the state level. If you are interested in submitting a marker application, please get in touch with the County's Historical Commission. The County's Historical Commission is also available to help answer questions about the marker program and the State's application process.

Please contact either John Roppolo (roppolo.john@tx.rr.com) or Rachel Brown (rachel.brown@dallascounty.org) if you have any questions.

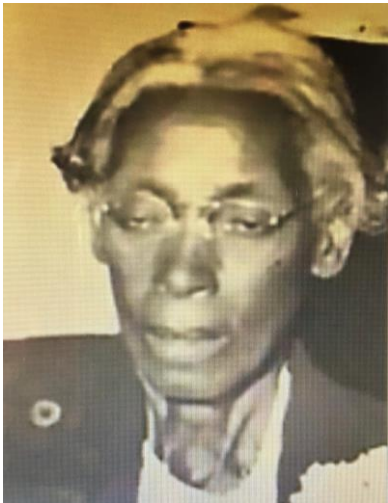
Joppa *(continued from page 1)*

Phenomenal People of Joppa

Phenomenal people have been instrumental in the history and development of Dallas and Joppa. Melissa Pierce, a freed slave, donated land to the New Zion Church and the school that carried her name (Pierce Elementary School in the Wilmer-Hutchins School District) until the 1960s. While the church sanctuary (after standing 130 years) has been rebuilt, the original white steeple, built in 1888, has withstood the test of time. The buildings serve the community for multiple venues such as educational, medical, and voting purposes.

In 1948, Laurabelle Foster, under the leadership of the Dallas Negro Chamber of Commerce, chartered the South Central Civic League. Understanding the importance of education Mrs. Foster became the first president of the Melissa Pierce Elementary School's Parent Teacher Association.

The family of Mrs. Rosa Lee Bosh Jackson recounts Mrs. Jackson's work in the 1940s to build homes in Joppa. She walked to the lumber yards herself and was successful in building 6 homes. She understood the value of generativity, passing on a legacy of home ownership to her family and others. Five generations of her family have lived in Joppa with three generations still calling the community home. Mrs. Jackson is the great-grandmother of Joppa's Shalondria Galimore, the current Precinct Chair and President of the South Central Neighborhood Association. She is an influential community leader with passion and love for her community; and continues embracing the legacy and heritage of her great-grandmother.



Melissa Pierce, namesake of the first school built in Joppa.

(Story continues on the next page)

Joppa present and future



Above - Picture of five generations of Joppa taken at the home of Rosa Lee Bosch Jackson in 1991:
top row: Shalondria Galimore, Gwen Jackson Crawford
seated: Rosa Lee Bosh Jackson, Sarah Jackson, (being held - Raven Ariel Jackson)



Right - Mrs. Laure Belle Foster and Mr. P.H. Foster

The City of Dallas is investing in Joppa’s infrastructure in a major way. A multi-million dollar bridge and numerous street improvements will create better access to and within the community. The South Central Park, built in 1960, has received substantial renovations. New amenities include a pavilion with cookout grill equipment, enhanced lighting, a spray water area for children, and a walking trail into the Great Trinity Forest. Finally, plans for a business and resource center to facilitate curriculum-based learning for children and adults is planned.

All this progress in the community is attracting local, state, and national recognition in the media. While the progress and attention is welcome, the community still feels like a hidden jewel, and dedicated to fulfilling their purpose to remain intact as a "Freedman" town.

Juanita H. Nañez Appointed DCHC Chair



Juanita H. Nañez, newly appointed Dallas County Historical Commission Chair, 2021.

The Dallas Historical Commission is proud to welcome Juanita H. Nañez, SPHR, to her new role as Chair. Ms. Nañez has been a member of the Dallas County Historical Commission since the Spring of 2017, appointed by Dallas County Commissioner Dr. Elba Garcia. She is a native of Dallas and works as a human resources and diversity consultant with The Hopkins Group. She has brought her strong leadership background in community, cultural, and historic affairs to bear on her work on the Commission.

Nañez notes that as a native Dallasite, it is very meaningful to her to memorialize the people, places, and events that have shaped our city. She adds that, it is especially important to tell the stories of the people of all backgrounds who have molded our great city with their minds, hearts, and hands.

“My appointment to Chair of the Dallas County Historical Commission is a great honor. My vision as Chair is to be a facilitator for our

accomplished, dedicated, and competent DCHC members”, Nañez notes. Chair Nañez takes the helm from Richard Stewart, who served the Dallas County Historical Commission Member from 2013 to 2021, serving as chair from 2019 to 2021.

Thank you, Richard Stewart

Longtime Chair steps down



Richard Stewart. Dallas County Historical Commission Member 2013-2021. Chair from 2019-2021.

In 2015 Commissioner Garcia asked Richard Stewart to join the Historical Commission. She could not have picked a better appointee. Richard’s background of service and love of history made him an ideal choice. Prior to his service on the Historical Commission, Richard was already giving back to the community. He served as president of The Patrick E. Higginbotham American Inn of Court and as vice-chair of the Las Colinas Medical Center Board. Additionally, as Life Patron Fellow of the Dallas Bar Foundation, Stewart was recognized for outstanding service as the Foundation’s 2006 Fellows Chair. Richard is also a Fellow of the Texas Bar Foundation and has served as chair of the Irving Convention and Visitors Bureau Board of Directors, Legal Aid of Northwest Texas and Irving’s Planning and Irving’s Zoning Commission. He served as the chair of the Irving Arts Board and is a member of the University of North Texas Dallas, College of Law Board of Visitors.

When he started his chairmanship of the Dallas County Historical Commission, meetings would sometimes last an hour. In fact, there had been serious discussions about extending meeting time to an hour and a half. Richard, a retired Navy Captain, knows a thing or two about efficiency. Using the skills honed by extensive service on boards and commissions, he ensured that the business of the Commission was priority number one. Typical meetings run by this experienced leader were trimmed to run in half the time.

Under Richard’s leadership, everything was on track: The Chronicle (which you’re enjoying now) was published consistently each quarter with an increased circulation. Every Historical Marker from his last session, a record number for the County, was approved by the State of Texas Historical Commission. He instituted the process and training, involving the whole board, to provide review of each Historical Marker application. Richard expanded the impact of the Commission through outreach at marker installation ceremonies, providing remarks at, and attending meetings of Dallas area historical organizations.

Recently, Richard received the Dallas Bar Association’s Martin Luther King Justice Award, and as a result was recognized by the County Commissioners. At that meeting, Commissioners complemented his leadership as board chair. More than just striving to be inclusive and preside over meetings in a business-like manner, Richard understood the chair as the board’s face to the community. An appreciative community thanks you, Richard, for your dedication to Dallas County, and for helping preserve its history.

Editor’s Note

Hello. I’d like to introduce myself. My name is Luis Tamayo and I am the new Director for Dallas County Planning and Development. As a part of that role, I am honored and have the privilege of compiling and editing the Chronicle. I know I am stepping into a large role – one led for over 20 years by Rick Loessberg. I’ll start by saying that I am in awe of the body of work – the history – he left for us in the previous editions of the Chronicle. I will strive to maintain the high standard set by Rick Loessberg and Rachel Brown who served as interim liason to the board. I will continuoulsy work to ensure the stories of Dallas County are told in the pages of the Chronicle.



Luis Tamayo, editor.