



Board of Directors Meeting

Monday, November 15, 2021 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom C-D**

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

(Lunch Served 11:15 a.m.)

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

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

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

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

‡ - COUNCIL LIAISON

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, November 15, 2021, at 11:45 AM
Irving Convention Center, Third Floor Junior Ball Room C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda
2. Review of Nominating Taskforce Report and Election of Officers
 - a. Chair
 - b. Vice chair

Consent Agenda

3. Approving ICVB Board Meeting Minutes for September 27 and October 22, 2021
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Report for September 2021

Individual Consideration

6. Accepting the Irving Convention Center Audit Report for FY 2020-21 – Laura Edwards, Crowe LLC
7. Approving the ICVB Five-Year FY2021-26 Strategic Plan

Board Reports

8. COVID-19/American Rescue Plan Act Update
9. Board Chair Report
 - a. Welcome New/Incoming Board Members
 - b. Acknowledgement of Retiring Board Members
 - c. Schedule of Upcoming Meetings and Activities
 - d. Next Board Meeting – December 13, 2021

AGENDA - Continued

10. Board Committee Reports

- a. Board and Business Development – Bob Bourgeois
 - Next Meeting – December 3, 2021
- b. Community Engagement – Clem Lear
 - Recap of October 12 meeting
 - Next Meeting – TBD
- c. Destination Development – Greg Malcolm
 - Recap of November 9 Meeting
 - Next Meeting – TBD

11. City Reports

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

12. Bureau Monthly Management Reports

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

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

14. Industry Partner Reports

- a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- b. Restaurant Industry Update – David Cole

AGENDA - Continued

15. Partner Organization & Stakeholder Reports

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – John Nicks/Beth Bowman
- c. Irving Arts and Culture – Todd Hawkins/Kim Andres
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Michael Randall
- f. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

AGENDA ITEMS



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Irving Convention Center – Junior Ballroom C-D
September 27, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair, Bob Bourgeois, Dallas Burke, Herb Gears, Julia Kang, Clem Lear, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Philipp, and Richard Stewart, Jr. – Board members; Mayor Pro Tem and Council Liaison Kyle Taylor and Deputy Mayor Pro Tem Al Zapanta – City of Irving Elected Officials; Assistant Director Planning Department Jocelyn Murphy, Assistant City Manager Philip Sanders, Financial Services Director Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, and Monty White – ICVB; Assistant Executive Director/Operations & External Programs Kass Prince - representing Executive Director Todd Hawkins - Irving Arts and Culture.

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

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from August 23, 2021
- Accept the ICVB August 2021 Financial Reports
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report
- Accept the Irving Convention Center August 2021 Financial Reports

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

INDIVIDUAL CONSIDERATION

Approving Resolution for Changes to the City's R-AB Ordinance as recommended by the Destination Development Committee.

Cooperstein noted a special Destination Development Committee meeting was held to draft the Resolution in support of R-AB Ordinance changes to assist local restaurants and developers by making the process to open and operate a restaurant much simpler and more efficient. With no further discussion, Cooperstein asked for a motion to approve the Resolution for changes to the City's R-AB Ordinance as recommended. On a motion from Lear, and a second from Board member Julia Kang, the motion was unanimously approved.

BOARD REPORTS

CHAIR REPORT

- Cooperstein thanked all that were in attendance for the ICVB 2021-22 Strategic Planning sessions last week.
- The next Board meeting will be held on Friday, October 22 at the ICC in the first floor conference room. It is a Special meeting to conduct the Executive Director's annual Performance Evaluation.

Board Development Committee

Committee Chair Bob Bourgeois reported:

- Recap of the September 10 Committee meeting - Discussion was held on the upcoming 2021-26 Strategic Planning meeting with critical plans for five years, developing a message card with hospitality industry talking points for Board members, new legislation coming into effect and the cancellation of the Las Colinas charity bowl-a-thon and options for still giving to the cause even though the event itself was cancelled.
- The next Committee meeting is scheduled for December 3.

Community Engagement Committee

Committee Chair Clem Lear reported:

- Next Committee meeting is scheduled for October 12 and discussion will be centered around the High Spirited Citizen program, scheduling with City Council meetings, and community engagement.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- Thanked all for their support of the R-AB Ordinance change recommendations.
- The next Committee meeting is scheduled for November 9.

CITY REPORTS

Mayor Pro Tem and Council Liaison Kyle Taylor reported:

- Thanked the Board for their support of the R-AB Ordinance change recommendations. The next steps will be updates to the Council and Planning & Zoning commissions, and then any necessary hearings on proposed revisions. City-wide.
- Last City Council meeting included robust discussion on short-term rentals in Irving neighborhoods.
- Taylor attended the North Texas Commission Leadership North Texas and discussion was held on fundraising for Arts, Convention Centers and CVBs general budgets and the large impact of Arts and the hospitality/tourism industry on the local economy.

Assistant City Manager Philip Sanders reported:

- Thanked the ICVB staff in assisting with placing Hurricane Ida storm evacuees in Irving hotels and acquiring discounted rates for temporary shelter.
- City did adopt the 2021-22 budget with Council approval. Tax rate is holding, while still funding important priorities, approved American Rescue Plan Act (ARPA) funds to support Arts and Hospitality industry. He thanked the City staff for methodically going over the budget until final approval.

- Several buildings in Irving have been purchased, leased, and approved for expansion for business. The Royal Ridge office building was sold to a private investment firm. Irving continues to be attractive for business and economic news.
- Unemployment dropped to 4.8%, previous month was 5.8%. Irving unemployment rates are trending better in general than Dallas and Texas.
- ICTN is celebrating its 40th anniversary on October 12. There are a several events and activities scheduled to celebrate throughout the month.
- Construction in Irving continues to move forward in roadway projects and a commitment to infrastructure and drainage projects.
- Williams Square project continues to develop and is on schedule for opening in March 2022.
- “Eerie Irving Halloween” is a walk-thru event at Trinity Park on Saturday, October 30, staffed by City employees.

BUREAU MANAGEMENT AND STAFF

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- August was a good month for the sales team with inquiries and leads.
- Cancellations have continued to occur due to the COVID Delta variant.
- As of today, the Sales team reached their goal for FY 2021 and is reporting at 115%.
- Hosted the Professional Fraternity Association at the Omni Las Colinas. The event showcased Irving-Las Colinas and the new developments in the area.
- A large new hire American Airlines training event was booked for next quarter.

Assistant Executive Director Marketing and Communication Diana Pfaff reported:

- Website traffic declined slightly with 81,402 total sessions and 68,642 total users to both websites. Despite the dip in traffic, August was the third-highest in combined traffic to date.
- Staycations Campaign in August generated 14,533 hotel referrals, and year-to-date referrals are 103,379, representing \$14.2 million in potential economic value. Pfaff thanked the City for the CARES Act funding that was used for this program to continue. The Leisure market is doing great, but the Meetings market is slow. Response to the Staycations campaign now shows Irving can be a leisure destination.
- The Meetings Campaign continues at a reduced pace. Year-to-date the Campaign has generated 4.2 million impressions and 196 meeting/sales inquiries.
- The Promoted Content Campaign reports generating a combined 27,164 blog visits and 136,889 post engagements on social media.
- Social media followers increased to over 2,000 and a total influence of 120,402. The Visit Irving Facebook page performed the best with 1,784 new Likes.
- Advertising engagement declined slightly but remained high with 35,361 site visits.
- The High Spirited Citizen awardee list is with the Mayor’s office for scheduling and staff will move forward with those recognitions.
- Articles in the packet include Fodor’s Travel – “10 Better-than-Europe Experiences You Can Have in the US,” that showcases Gondola Adventures.
- Pfaff gave a shout-out to ICTN on their 40th Anniversary and noted they are a huge asset to the ICVB.
- The Four Seasons Occupancy for September closed at 70%. Highest gross profit in the North American region. They also employed 20 Four Seasons employees from New Orleans while they were displaced after the storm.

Assistant Executive Assistant Administration and Finance Susan Rose reported:

- August 2021 AirDNA Report
 - There were 420 available listings in Irving, which was a 2.4% increase over last year's figure of 410. Average Daily Rate was \$222.33, Occupancy was flat at 58.1%.
 - Hotel comparable subset reports for August \$103.72 Average Daily Rate, Occupancy of 62.9%, an increase of 8.74% from last year.
- Administration and Finance Team
 - Accounting Director Marianne Lauda is busy prepping financials for year-end, which includes the \$3 million in ARPA funds that were received in September.
 - Implementing several security upgrades, including Microsoft Teams, OneDrive and Sharepoint, and moving files to the Cloud.
 - Also installing anti-spoofing and malware-blocking technologies using artificial intelligence.
 - Progressing with the Destinations International accreditation submittal.
 - Working on operating procedures and emergency operations plan.
 - Rose is serving on the City's ADA Audit Committee and looking at opportunities for improvements, including websites, etc.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- Closing out the most challenging year since the building has been open.
- Next year's forecast is not up to 2019 numbers but will start to rebuild and transition.
- Currently conducting the year-end audit with Crowe LLC; Crowe will report to the Board the outcome.
- Beginning to finalize the budget for next fiscal year and starting to feel more comfortable going forward.
- Meehan thanked the City and CVB for ARPA funding, which will allow projects to be completed that were on the list for this fiscal year but have sat for a long time without funding.
- Landscaping issues will be addressed in the next few months.
- Performing catch-up on mechanical issues to keep things running smoothly.
- The next challenge will be staffing. September is very busy and current staff is stretched to the limit working long hours and weekends. Will start to rehire key positions in event management and kitchen staff.

Director of Sales Matt Tungett reported:

- There have been a wave of cancellations starting in early August. The last few weeks have seen 10-12 cancellations. Renegotiating contracts has helped reduce cancellations.
- Texas Podiatric Medical Association renegotiated their contracted and picked up 725 guest room nights at the Westin Irving Convention Center Hotel and had overflow rooms at Texican Court.
- Texas Society of Association Executives announced Irving as their host for next year. It's been 10 years since Irving last hosted, and while the convention center was open, none of the surrounding projects had even started yet. It will be an excellent opportunity to show what has developed in the area.
- Reviewing and revising rates due to the increased costs to operate since COVID disrupted and changed many things.

INDUSTRY PARTNERS

Hotel Partners

Board member Greg Malcolm reported:

- The STR report for August shows Occupancy of 59.4% for the City, with weekends dominating at 65.2% and weekdays at 57.4%. Average Daily rate is \$99.09 and RevPAR of \$58.88.
- South Irving through September 18 reports Occupancy of 65.2% and Average Daily Rate of \$117.85.
- Football season is back and the Hilton Garden Inn DFW South sold out for Saturday and Monday.

Board member Kim Limon reported:

- The Hampton Inn Las Colinas reports 60.8% Occupancy in August and RevPAR of \$57.64, growth of 102%.
- Staffing continues to be a challenge. Hotel is looking for a full-time maintenance person and one additional desk clerk.

Restaurant Industry

Board Vice Chair David Cole reported:

- More and more restaurants in Irving are closing due to staffing issues.
- Boston Market has moved to staggering their hours of operation.
- The restaurant supply chain is in dire need of paper, plastic, and food. The slow delivery of supplies is causing an effect on the restaurant industry.
- The Texas Restaurant Association (TRA) held its state Board meeting in San Antonio. The meeting was successful, and several industry speakers all confirmed that higher prices are coming. The decision was made to wait until early 2022 for any campaign donations.
- The labor market in Dallas is in better shape than others in Texas that are suffering with challenging labor issues. The \$15.00 an hour minimum wage will no longer be a battle.

DCURD

Board member Dallas Burke reported:

- The DCURD Board of Directors approved the FY2021-22 budget.
- The Board set a tax rate at \$0.80, a \$0.12 reduction from the current year.
- IFCD I and IFCD III Boards will authorize the Interlocal Agreement (ILA) for consulting, management, operation, and maintenance services with DCURD.
- The waterway projects are progressing well.
- The second of two new dams is being installed along the south fork of Hackberry Creek and is 50% complete.
- The backup generator project is continuing.
- Dredging along the Cottonwood west is underway. The dredging project on Las Brisas upstream of Cottonwood is completed, and 100 tons of debris has been collected, which is 33% more than usual by this time of year.

Arts and Culture

Assistant Executive Director/Operations & External Programs Kass Prince reported:

- Prince thanked the City for ARPA funding.
- Working to designate the rental clients or groups, mostly dance/band competitions, who have hotel room night agreements.
- Opening October 2, the Irving Arts Center is hosting *Our Voice: Celebrating the Coretta Scott King Illustrator Awards* touring exhibition.
- *Bob Nunn: A Retrospective*, runs through November 13th. Nunn is a tenured professor at North Lake College and a renowned international artist.
- Youth and family programs are back in person: HomeSchooler Happenings, JumpSTART, and Second Sunday Funday. Saturday School resumes on October 9 with the first six-week session of the year.
- MainStage Irving Las Colinas, Irving Symphony, Las Colinas Symphony, Entertainment Series, Irving Black Arts Council, Lone Star Youth Orchestra, and new Philharmonic Orchestra all kick off their seasons with performances in October.
- The Bear Creek renovation project team will meet this week to assess current pricing and plan development to move forward with renovations.
- Irving Archives and Museum is preparing for their ticketed grand opening event on November 12 featuring Rum Runners and Rug Cutters, and a free ice cream social event for the community on November 13.

Las Colinas Association

Board member Julia Kang reported:

- Kang encouraged Board members to sign up for the Paws Colinas 5k9 Run/Walk on October 9, benefiting Irving Schools Foundation.
- The Las Colinas wayfinding sign installation begins in October.
- Holiday lights are being installed.

Cooperstein added her appreciation for the ARPA funding from the City.

Meeting was adjourned at 12:34 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
SPECIAL MEETING
Irving Convention Center – First Floor Conference Room
October 22, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair, Bob Bourgeois, Beth Bowman, Herb Gears, Julia Kang, Clem Lear, Rick Lindsey, Greg Malcolm, William Mahoney, Sam Reed, and Richard Stewart, Jr. – Board members; Mayor Pro Tem and Council Liaison Kyle Taylor and Councilman Oscar Ward – City of Irving Elected Officials.

Board Chair Karen Cooperstein called the meeting to order at 9:01 a.m. and inquired if there were any citizen comments; there were none.

PERSONNEL – EXECUTIVE DIRECTOR

Executive Director Maura Gast called the meeting into Executive Session pursuant to Section 551.074 of the Texas Local Government Code at approximately 9:01 a.m. The meeting reconvened from Executive Session at 10:37 a.m. and the meeting was adjourned.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME
Executive Director



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	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28	2,251.17	3,281.09	3,182.89	4,080.73	3,972.97	3,682.83	4,078.37
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15	10,115.44	14,276.17	16,024.69	21,158.45	24,994.65	23,290.55	24,272.03
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01	887.85	2,265.65	2,533.76	2,637.63	2,973.79	3,238.58	2,798.05
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63	18,587.13	20,804.58	20,757.66	22,145.56	34,793.48	26,968.95	27,486.06
5	Doubletree by Hilton DFW Airport North	8,502.99	5,270.97	3,443.01		3,954.32	5,562.86	10,256.80	5,363.20	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	10,012.68	8,754.21	10,204.59		11,835.34	15,714.39	19,798.65	18,469.63	20,216.22	19,920.21	23,855.75	20,044.74
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10	17,133.41	30,537.18	41,673.53	54,965.96	58,583.61	61,518.27	58,411.48
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22	6,816.13	9,662.75	8,888.23	11,018.06	10,813.01	11,952.38	10,916.20
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57	4,269.92	6,736.69	6,847.20	7,765.17	8,388.75	9,764.93	8,273.65
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45	3,446.42	4,361.44	4,381.55	4,608.90	6,817.67	6,983.44	4,811.14
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11	4,672.29	6,344.98	7,379.70	9,585.98	10,266.06	11,534.12	10,634.46
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86	9,146.00	13,474.53	15,343.37	20,951.82	26,109.27	25,951.62	23,739.40
13	Sheraton DFW Airport Hotel	8,977.78	2,901.17	4,786.51		4,453.17	9,699.95	11,060.55	11,609.92	10,531.13	12,394.83	0.00	0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60	4,119.10	6,359.93	8,434.49	9,556.93	9,420.46	11,418.60	10,016.93
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38	3,468.91	closed	4,771.06	13,324.09	21,184.58	23,144.19	19,042.00
TOTAL LUXURY & FULL SERVICE		166,094.61	87,926.49	84,478.85	0.00	90,109.19	115,890.97	159,220.99	175,660.88	212,546.63	250,633.34	243,304.21	224,524.51
16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83	9,226.96	12,876.23	15,645.56	22,004.80	23,427.56	27,944.66	25,142.59

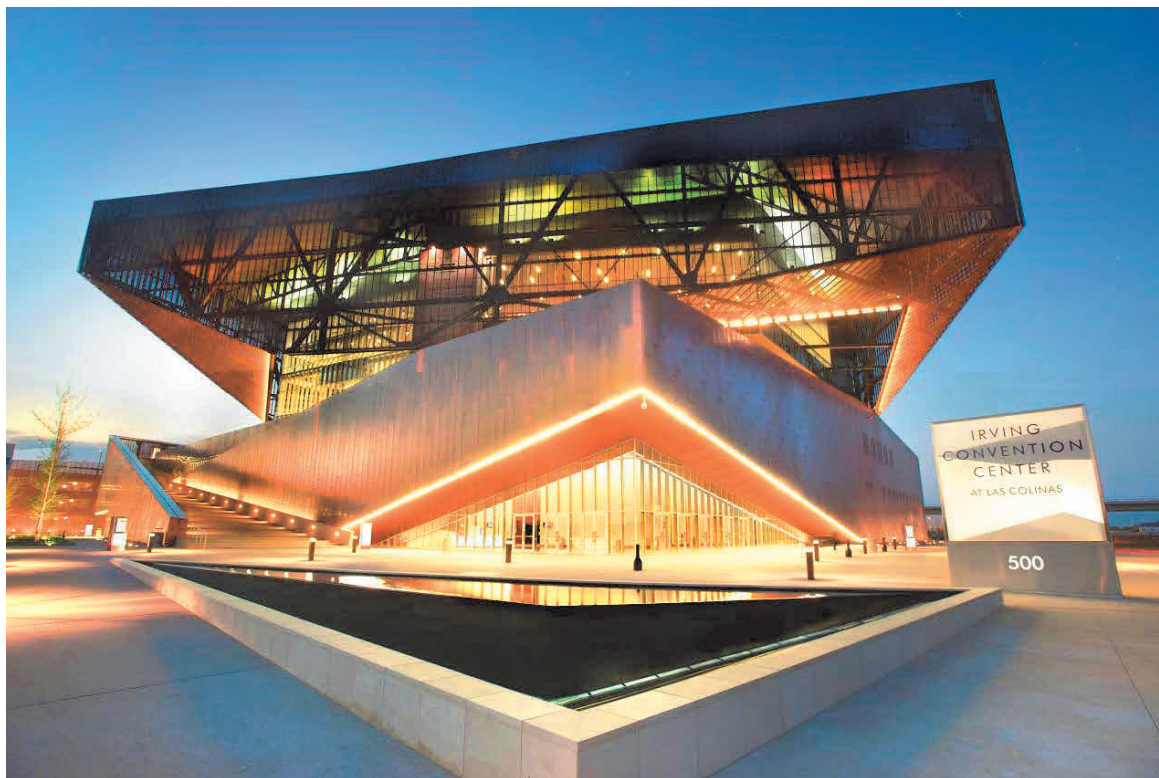
Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65	2,998.35	3,876.05	3,761.47	4,535.05	5,162.82	4,895.92	3,994.23
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50	3,458.50	4,222.31	3,572.39	4,421.67	4,692.16	5,315.78	4,483.09
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58	750.55	1,121.76	1,130.25	1,446.28	1,466.09	1,458.50	918.09
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37	1,586.37	2,716.29	2,404.13	3,013.77	3,075.43	3,826.78	3,581.52
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43	3,645.57	5,801.45	5,913.96	7,247.58	6,615.83	7,241.65	7,137.99
6	Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88	1,210.78	2,573.46	2,055.22	2,045.96	2,791.68	2,990.84	1,644.87
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81	1,183.21	1,417.07	2,117.65	2,082.30	1,305.07	1,173.96	1,442.21
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98	697.61	1,873.02	476.49	1,684.25	1,200.33	2,179.65	1,489.14
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20	661.58	1,523.49	1,184.62	1,382.00	956.75	1,234.45	980.16
10	Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09	799.51	1,144.27	1,160.91	1,595.58	1,313.33	1,547.03	2,089.58
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12	1,243.78	closed	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		2,534.84	2,788.32	4,263.50	3,585.59	3,433.84	6,330.65	8,163.13	7,430.37
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39	3,142.99	5,224.59	4,566.35	5,822.30	6,039.04	8,439.87	6,972.32
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23	3,355.19	4,540.48	4,955.85	5,923.26	6,256.16	7,333.69	5,313.96
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00	1,591.16	2,358.83	2,613.48	2,241.40	1,954.08	1,999.58	2,031.82
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48	3,811.56	4,572.52	5,182.86	4,952.10	5,292.56	6,332.15	5,077.70
17	Homewood Suites by Hilton Las Colinas	7,589.78	5,007.87	4,161.41		3,125.15	1,856.56	6,009.83	5,883.55	0.00	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	0.00	0.00	8,480.99	0.00	9,860.96
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97	2,195.74	3,355.22	840.68	2,009.52	2,152.15	1,057.32	2,717.41
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72	2,631.24	3,306.36	2,836.03	3,946.05	3,216.74	4,739.46	4,403.34
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84	4,469.32	5,782.88	6,184.03	5,838.77	5,854.13	6,079.87	6,229.85
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96	2,142.76	3,344.46	3,288.26	2,578.65	3,212.70	3,087.64	2,882.63
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46	395.02	1,631.97	1,859.41	2,162.57	2,005.13	1,884.62	1,636.95
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33	2,450.60	3,492.56	3,069.48	4,964.01	5,674.38	5,839.57	4,450.61
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51	2,384.31	4,815.96	4,096.52	4,538.94	4,072.22	4,091.86	3,282.66
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14	5,370.92	6,108.64	6,811.29	6,641.35	6,948.16
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81	1,121.99	3,641.45	2,644.10	2,480.53	2,990.26	3,214.10	2,960.50
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37	1,707.38	1,594.56	1,884.50	2,481.09	2,069.18
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	45,170.04	50,769.07	7,907.62	51,750.69	62,752.62	95,252.61	82,461.58	88,049.58	100,806.47	103,249.86	102,029.30

BUDGET SERVICE	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021
1 Arya Inn & Suites	695.41	594.56	481.58		559.46	795.59	1,019.29	800.06	979.13	1,208.19	1,314.95	1,076.45
2 Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65	4,199.56	4,577.10	4,714.17	4,770.92	4,258.69
3 Budget Inn & Suites	79.94	31.82	33.63		46.46	92.06	90.35	91.03	91.20	87.58	89.68	57.00
4 Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21	1,882.54	686.15	538.51	492.89	1,527.11
5 Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04	2,614.67	3,908.18	3,872.59	4,081.13	3,054.09
6 Crossroads Hotel & Suites	926.95	783.14	354.91		743.36	826.00	901.06	1,257.48	1,297.00	1,150.84	1,284.44	1,352.53
7 Days Inn	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61	3,499.06	3,951.24	3,527.40	4,042.29	3,922.91
8 Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66	3,435.65	4,667.35	4,711.66	5,001.71	4,636.36
9 Delux Inn	622.90	538.10	452.94		356.90	553.88	747.11	757.91	858.68	822.55	799.50	846.67
10 Delux Suites Motel	160.29	123.98	52.58		65.98	54.77	69.85	69.05	85.39	103.46	116.14	102.51
11 Gateway Inn	509.18	371.64	375.09		317.12	377.71	566.92	648.57	605.34	673.74	637.06	563.07
12 Magnuson Extended Stay & Suites Airport Hotel	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22	1,648.98	1,588.89	1,794.62	1,746.13	2,043.86
13 Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69	1,594.88	1,950.45	1,860.91	2,187.55	2,142.88
14 Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02	2,999.98	3,235.04	3,029.43	3,546.57	3,431.35
15 Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70	2,418.61	3,067.39	3,321.96	3,320.15	2,870.63
16 Motel 6 Irving Loop 12	909.07	793.11	727.35		728.41	747.09	1,018.09	1,051.05	1,106.15	1,004.57	1,102.89	1,056.10
17 OYO Hotel DFW Airport South	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87	2,651.06	2,317.74	2,261.31	2,640.20	2,523.37
18 OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00	124.97	234.44	0.00	0.00	0.00	824.68	0.00
19 Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98	972.92	2,075.04	1,955.04	2,621.85	2,962.62	2,761.21	2,848.03
20 Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59	4,773.12	5,101.02	4,951.60	4,884.07	4,647.51
21 Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36	2,965.81	3,030.99	3,621.36	3,716.17	3,358.98
22 Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81	2,384.91	2,702.30	2,778.36	2,873.29	2,797.76
23 Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18	1,968.81	2,682.09	2,892.65	3,100.69	2,890.30
TOTAL BUDGET SERVICE	27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,851.76	45,667.83	51,110.67	51,890.08	55,334.31	52,008.16

LIMITED SERVICE	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021
1 aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46	4,924.33	5,126.42	6,529.87	8,012.61	7,700.90	7,758.20
2 Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23	4,257.74	4,085.94	4,606.22	4,742.29	5,209.98	4,164.00
3 Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18	9,047.74	8,571.88	10,311.39	12,613.70	12,662.50	11,655.30
4 Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01	5,994.13	5,878.73	7,685.74	10,936.27	13,819.69	12,823.05
5 Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69	5,256.76	4,253.01	5,628.11	7,642.90	6,778.04	6,360.48
6 Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70	5,740.05	5,364.62	6,673.83	7,101.31	7,975.48	6,071.24
7 Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00	0.00	4,734.32	0.00	0.00	12,352.29	4,886.64	3,664.03
8 Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed	closed	closed	closed	closed	closed	closed	closed
9 Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80	4,598.54	5,488.30	6,667.29	6,533.37	7,856.67	6,748.39
10 Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28	6,656.50	6,539.69	7,539.93	7,522.32	8,288.43	6,998.86
11 Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34	7,434.46	5,820.67	6,636.03	6,733.95	6,147.58	6,153.69
12 Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00	0.00	8,988.66	4,028.31	5,349.06	6,340.99	6,901.51	6,939.97
13 Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
14 La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12	2,569.18	6,148.82	6,093.14	2,782.26	8,494.00	7,971.41
15 La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02	6,599.31	4,653.07	6,820.34	7,955.29	7,427.22	6,769.19
16 La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40	3,749.00	3,748.38	4,512.34	4,761.80	5,588.76	3,523.52
17 Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87	3,534.24	3,687.20	4,639.69	5,478.11	6,212.49	5,615.68
18 Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00	7,251.67	5,529.36	4,599.72	6,573.27	8,084.77	7,096.55
19 Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		2,111.72	2,702.89	3,248.48	3,534.43	3,308.42	4,240.70	0.00	0.00
20 Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38	2,076.00	3,243.73	0.00	3,810.71	4,239.12	4,337.10	3,747.55
TOTAL LIMITED SERVICE	46,681.33	38,614.44	43,847.52	4,365.73	47,515.65	60,310.99	97,828.84	82,458.83	101,411.83	126,562.55	128,371.76	114,061.11

TOTAL SHORT TERM RENTALS	1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,725.74	4,405.96	5,310.78	5,674.61	5,947.64	2,848.97
Number of locations	9	6	53		40	45	45	46	48	51	40	39



Date Distributed: November 8, 2021

Monthly Financial Summary

For Period Ending September 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	134,200	58,963	70,400	98,799	89,925	801,743	
Service Income	1,163	2,200	13,388	1,450	32,912	8,880	13,069	25,633	34,488	18,544	11,401	108,281	271,408	
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(4,861)	(6,525)	(18,745)	(43,884)	(32,116)	(35,833)	(140,000)	(322,632)	
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	70,994	69,644	141,088	49,567	56,828	74,367	58,206	750,519	
Ancillary Income														
F & B Concessions	-	-	5,195	4,919	4,287	13,112	11,320	15,286	21,421	7,872	22,275	9,021	114,710	
F & B Catering	-	7,705	24,452	11,352	42,966	27,207	1,870	49,057	128,035	67,156	110,360	497,601	967,762	
Parking- Self Parking	1,432	342	6,851	13,268	6,600	22,264	30,275	24,485	11,715	13,178	30,931	36,611	197,952	
Electrical Services	-	950	300	1,560	750	4,173	4,430	20,980	(755)	9,590	2,890	15,183	60,051	
Audio Visual	-	-	(0)	-	-	-	-	1,007	-	20	-	(273)	754	
Internet Services	-	400	(840)	-	405	255	755	(1,625)	-	1,255	2,205	907	3,717	
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	67,011	48,650	109,190	160,416	99,071	168,661	559,050	1,344,945	
Total Event Income	8,383	68,658	86,727	53,955	144,997	138,005	118,294	250,278	209,983	155,899	243,028	617,256	2,095,462	
Other Operating Income	26,152	21,440	17,278	22,428	41,150	29,661	27,675	34,031	46,119	35,862	44,264	119,363	465,424	
ICVB Operating Subsidy			348,000			350,000		174,375	174,375		348,250	418,712	1,813,712	
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	517,666	145,969	458,685	430,477	191,761	635,542	1,155,331	4,374,597	3,866,967
Operating Expenses														
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	151,976	146,611	150,091	152,754	146,470	96,844	132,483	1,663,992	
Benefits	60,444	60,261	61,935	64,201	58,347	53,863	57,515	52,239	51,214	54,701	47,059	(104,724)	517,055	
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	(2,060)	(535)	(2,467)	(6,560)	(5,530)	(5,437)	(8,206)	(37,101)	
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	203,779	203,591	199,863	197,408	195,641	138,466	19,553	2,143,946	
Contracted Services	41,352	37,428	38,674	40,001	37,974	29,978	27,867	28,926	29,067	44,624	53,161	24,917	433,969	
General and Administrative	18,120	35,920	36,120	23,698	14,053	10,284	33,990	13,618	12,557	18,081	84,804	90,633	391,878	
Operations	15,945	10,583	11,742	11,977	12,440	10,812	11,457	15,146	19,366	17,120	16,563	36,771	189,923	
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	23,496	29,472	10,626	17,399	21,608	17,148	90,637	328,331	
Supplies	5,665	8,613	9,190	8,917	8,924	336	699	5,139	1,212	6,428	6,718	22,816	84,655	
Insurance	6,036	6,036	7,091	6,036	6,036	6,332	6,036	6,036	5,195	6,745	5,195	5,195	71,969	
Utilities	37,290	36,007	40,379	37,169	38,234	36,481	37,435	37,786	43,436	47,538	44,011	50,917	486,683	
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	1,954	951	-	13	19	1,119	73	(7,871)	
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	16,350	14,749	18,472	28,104	21,010	24,109	49,790	251,132	
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	339,802	366,247	335,612	353,757	378,813	391,294	391,302	4,374,615	
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	177,864	(220,278)	123,073	76,720	(187,053)	244,248	764,029	0	(1,395,000)

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	12,315	5,900	6,415	0
Events	20	9	11	0
Event Days	39	26	13	0
Direct Event Income	58,206	132,775	(74,569)	0
Ancillary Income	559,050	428,688	130,362	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	617,256	561,463	55,793	0
Other Operating Income	119,363	46,625	72,738	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	736,619	608,088	128,531	0
Indirect Expenses	(391,302)	(558,544)	167,242	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>345,317</u>	<u>49,544</u>	<u>295,773</u>	<u>0</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	96,956	68,123	28,833	0
Events	103	73	30	0
Event Days	232	211	21	0
Direct Event Income	750,523	1,325,314	(574,791)	0
Ancillary Income	1,344,948	2,167,798	(822,850)	0
Total Event Income	2,095,471	3,493,112	(1,397,641)	0
Other Operating Income	465,422	383,000	82,422	0
Adjusted Gross Income	2,560,893	3,876,112	(1,315,219)	0
Indirect Expenses	(4,374,612)	(5,271,112)	896,500	0
Net Income (Loss) From Operations	(1,813,719)	(1,395,000)	(418,719)	0

ASM - Irving Convention Center
Balance Sheet
September 30, 2021

ASSETS

Current Assets

Cash	\$ 769,137
Accounts Receivable	683,235
Prepaid Assets	945
Inventory	58,789
	<hr/>

Total Current Assets		1,512,106
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Total Assets	\$	1,512,106
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 466,468
Accrued Expenses	250,036
Deferred Income	0
Advance Ticket Sales/Deposits	795,608
Other Current Liabilities	0
	<hr/>

Total Current Liabilities		1,512,112
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Long-Term Liabilities

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities		0
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Total Liabilities		1,512,112
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Equity

Net Funds Received	14,954,139
Retained Earnings	(13,140,426)
Net Income (Loss)	(1,813,719)
	<hr/>

Total Equity		(6)
--------------	--	-----

Total Liabilities & Equity	\$	1,512,106
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ASM - Irving Convention Center
Income Statement
For the Twelve Months Ending September 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	89,925	128,275	(38,350)	801,743	1,248,286	(446,543)	0
Service Revenue	108,281	7,500	100,781	271,408	115,263	156,145	0
Service Expenses	(140,000)	(3,000)	(137,000)	(322,628)	(38,235)	(284,393)	0
Total Direct Event In	58,206	132,775	(74,569)	750,523	1,325,314	(574,791)	0
Ancillary Income							
F & B Concessions	9,021	8,059	962	114,707	131,159	(16,452)	0
F & B Catering	497,601	375,629	121,972	967,764	1,692,909	(725,145)	0
Parking	36,611	30,500	6,111	197,954	252,220	(54,266)	0
Electrical Services	15,183	14,500	683	60,051	89,910	(29,859)	0
Audio Visual	(273)	0	(273)	755	0	755	0
Internet Services	907	0	907	3,717	1,600	2,117	0
Total Ancillary Inco	559,050	428,688	130,362	1,344,948	2,167,798	(822,850)	0
Total Event Income	617,256	561,463	55,793	2,095,471	3,493,112	(1,397,641)	0
OTHER OPERATING INCOME							
Other Income	119,363	46,625	72,738	465,422	383,000	82,422	0
Total Other Operatin	119,363	46,625	72,738	465,422	383,000	82,422	0
Adjusted Gross Inco	736,619	608,088	128,531	2,560,893	3,876,112	(1,315,219)	0
INDIRECT EXPENSES							
Salaries & Wages	132,483	170,092	37,609	1,663,992	1,964,749	300,757	0
Payroll Taxes & Ben	(104,724)	98,661	203,385	517,054	776,191	259,137	0
Labor Allocations to	(8,206)	0	8,206	(37,101)	0	37,101	0
Net Salaries and Ben	19,553	268,753	249,200	2,143,945	2,740,940	596,995	0
Contracted Services	24,917	55,051	30,134	433,966	596,154	162,188	0
General and Adminis	90,633	71,499	(19,134)	391,877	329,365	(62,512)	0
Operating	36,771	35,083	(1,688)	189,922	292,872	102,950	0
Repairs & Maintenan	90,637	23,514	(67,123)	328,330	284,201	(44,129)	0
Operational Supplies	22,816	13,335	(9,481)	84,657	133,816	49,159	0
Insurance	5,195	7,544	2,349	71,969	89,020	17,051	0
Utilities	50,917	43,333	(7,584)	486,687	514,174	27,487	0
Other	73	0	(73)	(7,873)	0	7,873	0
ASM Management F	49,790	40,432	(9,358)	251,132	290,570	39,438	0
Total Indirect Expens	391,302	558,544	167,242	4,374,612	5,271,112	896,500	0

ASM - Irving Convention Center
Income Statement
For the Twelve Months Ending September 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)	<u>345,317</u>	<u>49,544</u>	<u>295,773</u>	<u>(1,813,719)</u>	<u>(1,395,000)</u>	<u>(418,719)</u>	<u>0</u>

September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
DFW Church DFW Church Definite	See Tom Irving Convention Center Definite - Internal		Lifestyles Unlimited Lifestyles Unlimited Definite			
SWE Fury Southwest Wrestling Entertain... Definite				Texas Funeral Directors ... Texas Funeral Directors Associa... Definite		
5	6 Labor Day	7	8	9	10	11
	NTBA North Texas Business Alliance Co-op. Definite			Plunder Event Plunder Design, LLC Definite		
				Technology Prayer Breakfast Technology Prayer Breakfast Definite		
					Enterprise Staffing Services Federal Bureau of Investigation Definite	
					DFW Fraud Conference Association of Certified Fraud E... Definite	PFA 2021 Conference Rec... ICVB Definite
12	13	14	15	16	17	18
Enterprise Staffing Services Federal Bureau of Investigation Definite						
Plunder Event Plunder Design, LLC Definite	Irving Fire Fighters Exam City of Irving Fire Department Definite			ABAT Auto Body Association of Texas (ABAT) Definite		
					Internal Meeting ICVB Definite - Internal	
					The Great Harvest Irving Cares Definite	
					Heart of Texas Body Building Heart of Texas Body Building Definite	

September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25
Enterprise Staffing Services Federal Bureau of Investigation Definite						
ABAT Auto Body Association of Texas (... Definite	Pri-Med Access 2021 DBC Pri-Med, LLC Definite					
The Sneaker Exit The Sneaker Exit Definite		QuikTrip QuikTrip Definite				
			2021 TPMA Southwest Foot and Ankle Conference Texas Podiatric Medical Association Definite			
				ICVB Board Strategic Planning Retreat ICVB Definite		
					ICVB Executive Committ... Irving Convention Center Definite	
			📄 AM 000	📄 JP 000 📄 AM 000	📄 JP 000 📄 AM 000	📄 JP 000 📄 AM 000
26	27	28	29	30	1	2
	Innotech Dallas Prospera Events, LLC Definite				Deaf Nation Expo No Barriers Group, Inc. DeafNation Definite	
	ICVB Board of Directors ... ICVB Definite					Quinceanera Fashion Sh... Ana's Pro Gowns Definite
📄 JP 000 📄 AM 000	📄 NTC move GB Jr 📄 JP 000					

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

BOARD REPORTS

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

September 27, 2021

Mayor Rick Stopfer & Irving City Council
825 W. Irving Boulevard
Irving, TX 75061

Dear Mayor Stopfer & Members of the Irving City Council:

Today, the Irving Convention and Visitors Bureau Board of Directors unanimously approved the attached resolution supporting significant amendments to the City's existing R-AB Zoning Ordinance.

We respectfully request the Council's restructuring of this ordinance to enable Irving to be more competitive with the cities surrounding us, as well as more business-friendly to the entrepreneurs that largely make up the restaurant industry.

Notwithstanding the economic impact of the last 18 months, which has devastated the hospitality industry, we support updates to the ordinance that allow restaurateurs to be able to respond quickly to market conditions – adding or changing capacity, adding outdoor seating, etc. – without the onerous, lengthy, and costly processes currently in place. We also support facilitating alcohol-related revenue-generating opportunities for non-restaurant venues (e.g., museums, art centers), attractions, and festival sites that will enhance the visitor experience and put us on a more level playing field with other cities.

Now more than ever, our hospitality community needs your support. And with the redevelopment opportunities throughout Irving – the Lafferty project, Heritage Park renovations, and Irving Blvd. renovations – as well as the existing retail/restaurant vacancies, it is the ideal time to update the ordinance, which was established 40 years ago, to reflect the current times, growth and development of the city, consumer/visitor trends, and market conditions.

We understand the importance of protecting neighborhood integrity and believe that you have the tools at your disposal both through TABC and Irving's code enforcement to regulate and monitor the industry, while creating more opportunities and a much more efficient and lower-cost process for current and prospective restaurant owners.

Thank you for your consideration, and please do not hesitate to call on me or the ICVB board or staff should you have any questions or need any support.

Respectfully,



Karen Berlin Cooperstein
Chair, ICVB Board of Directors

**BOARD OF DIRECTORS RESOLUTION
SUPPORTING AMENDMENTS TO CITY ZONING ORDINANCE**

WHEREAS, neighborhood and community integrity throughout the City of Irving remains a high priority; and

WHEREAS, in order for Irving to remain competitive with other North Texas communities and maximize discretionary spending by visitors, businesses and their employees, and residents, we must continue to offer quality restaurants, attractions, entertainment, hotels and off-site venues; and

WHEREAS, the hospitality industry, especially its food and beverage providers, continues to be especially hard hit with the lingering effects of the pandemic, as well as by crippling rising operating costs and decreasing operating margins; and

WHEREAS, the heart of hospitality lives and beats in small business operators and entrepreneurs like those representing Irving's restaurants and venues; and

WHEREAS, Irving's current process for a full-service restaurant to get and maintain its Certificate of Occupancy, or even to make simple changes to seating plans (e.g., adding capacity) is onerous, expensive, cumbersome and creates unnecessary hardships on operators and owners; and

WHEREAS, non-restaurant venues, attractions and festival sites have significant barriers to pursuing revenue opportunities in the current ordinance.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE IRVING CONVENTION AND VISITORS BUREAU:

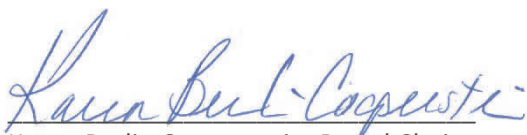
SECTION I: That the City of Irving continue to protect neighborhood integrity and control land uses through zoning tools and resolve issues through Code Enforcement, Inspections and Police as the situation may require.

SECTION II: That the City of Irving grow and enhance its restaurant community, especially in targeted redevelopment areas such as the Heritage District, by greatly simplifying the zoning process to make it consistent, efficient and affordable for all restaurants to get a Certificate of Occupancy and to be competitive.

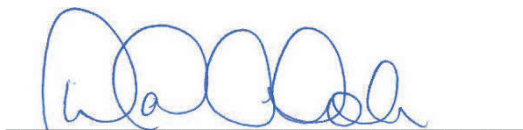
SECTION III: That the City of Irving eliminate barriers for festival sites and special event venues to increase revenue opportunities.

SECTION IV: That the City of Irving ensure compliance reporting and enforcement through the resources of the Texas Alcoholic Beverage Commission.

Adopted this 27th day of September, 2021, by the Board of Directors of the Irving Convention and Visitors Bureau.



Karen Berlin Cooperstein, Board Chair



David A. Cole, Board Vice Chair

From: [Traci Mayer](#)
To: ccouncil@cityofirving.org
Cc: [Maura Gast](#)
Subject: Letter in support of changes to the R-AB zoning from the Hotel Association of North Texas
Date: Friday, October 1, 2021 11:22:02 AM

The Honorable Mayor Rick Stopfer and Members of the Irving City Council
Irving City Hall
825 West Irving Boulevard
Irving, Texas 76060

Dear Mayor Stopfer and Members of the Irving City Council:

We are writing today in support of changes to the Irving zoning code that would streamline the application and operating process for hospitality related venues that sell alcohol. Currently, it is easier to open a liquor store in Irving than to open a restaurant that serves alcohol.

Under current city code, for a hospitality venue to open a restaurant or significantly renovate a restaurant requires a laborious process through the City's R-AB zoning process. In addition, hotels also must follow a laborious approval process if there are changes to a footprint for an event or changes in capacity. We believe this process, put in decades ago to address issues no longer valid in Irving, are outdated and urge they be changed to reflect the current marketplace and what is in place in other cities around Irving. It is extremely important to our hotel and hospitality communities that they know the city is supportive of their businesses and want their community to thrive.

The past 18 months have been difficult for the hospitality industry. Many hotels have reported well over a 50 percent loss of revenue during that time and had to lay off significant portions of their staff. While travel is gradually returning, particularly in the leisure sector, we anticipate it will another two to four years for all the hotel properties in Irving to return to pre-COVID profitability.

We support the resolution passed by the City of Irving Convention and Visitors Bureau Board and strongly encourage the City of Irving to streamline their application processes. Doing so would encourage businesses to flourish while being mindful of neighborhood integrity and reduce the barriers for venues and special events to pursue revenue opportunities. By making these changes, the City can be the catalyst for getting Irving's hospitality community back on its financial feet and becoming an even more vibrant and desired destination.

Thank you.

Sincerely

Traci Mayer
Executive Director
Hotel Association of North Texas (HANTX)

CC: Maura Gast, ICVB

--

Traci Mayer
Executive Director

Hotel Association of North Texas

12830 Hillcrest Rd., Suite D218 | Dallas, TX 75230

214-484-7060 (office) | 972-345-7900 (cell) | traci@hantx.org

www.hantx.org

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City Holiday/No Trash Collection

In observance of Thanksgiving, there will be no residential trash, curbside recycling or brush collection Nov. 25-26. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Animal Care Campus
- Irving public libraries
- Heritage Aquatic Center
- Irving Archives and Museum
- Irving Arts Center
- Recreation centers

Many offices and services will resume normal business hours on Monday, Nov. 29. For a full schedule, visit CityofIrving.org. ■



Investing in our future

page 4

City of Irving Water Utilities Department adds its 11th ground-level water storage tank to the system, expected to be complete in spring 2022.

RESIDENTIAL
CUSTOMER
PAID
BY NOV. 17
FOR THE MONTH OF NOV.

IRVING CITY Spectrum

NOVEMBER 2021 / VOL 28 / NO 11

[f](https://www.facebook.com/cityofirving) [i](https://www.instagram.com/cityofirving) [y](https://www.youtube.com/c/cityofirving) [t](https://www.tiktok.com/@cityofirving) [CityofIrving.org](https://www.cityofirving.org)



Conceptual Rendering

Williams Square Plaza Update

Excitement grows as the Irving Williams Square Plaza reconstruction project progresses on schedule with a projected spring 2022 completion date. The \$7.8 million Capital Improvement Program project, located in the heart of Irving's Urban Center, will soon transform into a pedestrian-friendly destination where visitors from all will enjoy the refreshed iconic mustangs plus a variety of improved plaza amenities.

Significant repairs to the infrastructure are currently underway including replacing the pumps, valves, controls and piping for the entire fountain with new spray jets and lighting within the fountain basin. The new piping is heavy-duty and built to last for many years. Crews also are working on a new water supply line and completely

reworking the electrical supply to provide enhanced lighting within the plaza for added security at night.

Upon completion, Williams Square Plaza will welcome guests with enhanced landscaping, including three 10-by-10-foot waterproof tree wells that will hold 30-foot-Bur oak trees. In addition, the city is adding several shaded seating areas, a large stage area in front of the north tower, an ADA-compliant access ramp and an elevated viewing platform in front of the west tower, providing a unique view of the Mustangs of Las Colinas — a perfect photo-op experience!

To stay up-to-date on the Williams Square Plaza project, visit CityofIrving.org/IrvingInvests. ■

SHOP SMALL IN IRVING

There are an estimated 8,880 businesses within the City of Irving, of which 86.9% have less than 20 employees.

The Saturday after Thanksgiving is Small Business Saturday, and this year the shopping holiday falls on Nov. 27. Shopping local is more important than ever for Irving's small businesses, especially with the devastating impacts of the pandemic. Residents who spend tax dollars in town not only support small businesses, but those dollars are reinvested in the community in impactful ways. From improving neighborhoods to enhancing the quality of life in Irving — shopping small makes a huge difference.

Celebrate small businesses by shopping local and giving back to the community! ■



Make the Easy Choice: Recycle

"What a great workout," Jane says as she opens her shiny silver fridge to grab a cold, refreshing water bottle. The plastic bottle sharply crinkles as she twists the cap off to quench her thirst. As she heads to the front door, she tosses her empty plastic bottle into her blue recycling bag and strolls down her two-step porch, waving at Bob as he slowly drives down the street. Thud. Crunch. Clank. Bob carelessly tosses a clear plastic bottle out the car window, which is now quickly rolling downhill in the breeze, hitting the concrete curb and sliding into a nearby storm drain.

The plastic bottle has become a pollutant in the city's stormwater drainage system, instead of a potential recyclable byproduct. In Fiscal Year 2020-21, crews removed 337,060 pounds of debris from the city's drainage system.

Because of Bob's choice, the bottle's journey follows the path of being:

1. Dirty and tarnished floating through the dark drainage system,
2. Before it is released into the open-air stormwater runoff, and finally,
3. Discarded into a nearby stream, pond or lake where it will disrupt wildlife ecosystems, as well as any recreational areas and water views.

Do not be like Bob. Make the easy choice to "Toss Like a Boss," and remember — only rain down the drain.



Toss Like a Boss for National Recycling Day

National Recycling Day is Nov. 15, and Solid Waste Services reminds residents to "Toss Like a Boss." Items that can be recycled include:

- Aluminum and steel food cans
- Corrugated cardboard (broken down and put inside the blue bag or placed underneath)
- Glass bottles and jars
- Paper
- Junk mail (direct mail)
- Magazines
- Paper bags
- School paper
- Paperboard boxes (cereal, macaroni, etc.)
- Plastic containers numbers 1-3 and 5-7

Make sure
recyclables are
EMPTY, CLEAN
and DRY

Visit CityofIrving.org/Recycling for more recycling information. ■

PROPER GREASE AND OIL DISPOSAL

Food waste should be managed appropriately to avoid costly issues with clogged pipes. Help maintain the integrity of sewer infrastructure by properly disposing of fats, oils, grease and other food debris after cooking.

Fats, oils and grease (FOG) should not be poured down the drain. Improper FOG disposal can lead to expensive sewer backups for homeowners and renters, and it creates a major strain on the city's infrastructure and environment. The majority of sanitary sewer overflows are due to FOG buildup from homes and apartments.

Help prevent sewer issues by following the proper FOG disposal tips:

- Always put oil and grease in collection containers.
- Wipe FOG residue from pots, pans, plates and kitchen utensils with a paper towel and place it in the trash can.
- Use a screen on the drain to catch food scraps and dispose of debris in the trash.
- Avoid using the sink disposal to prevent food scraps from impacting residential and city sewer pipes.

Residents are encouraged to recycle FOG through the city's Special Waste Collection program. Call (972) 721-8059 for more information. ■

Rent, Mortgage, Utility Assistance Funding Still Available for Residents



Irving residents affected by the COVID-19 pandemic may be eligible to receive short-term emergency housing assistance to pay rent, mortgage or utilities. The assistance is in the form of a grant, and no repayment is needed. Payments are made directly to a landlord, mortgage company or utility provider.

Eligibility is dependent on income and household size. Residents are urged to review programs online to determine eligibility at CityofIrving.org/COVID-Housing.

For more information, email housingassistance@cityofirving.org or call (972) 721-4899. ■

DEFEND
YOUR
DRAINS

Don't let your leftover
turkey grease be the
reason for an
expensive clog...



Teen Center Getting Upgrades to Improve Programming

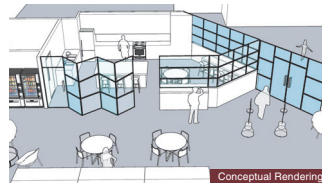
A project funded by bonds approved in 2006 will bring new improvements to the Lively Pointe Youth Center, 909 N. O'Connor Road. Already in the design phase, the recreation facility updates will cost approximately \$400,000.

Updates and Upgrades

While teens are welcome at all of the city's recreation centers, they have a place to call their own at Lively Pointe. Opened in June 2008, the center's programs are specifically designed for middle and high school students ages 12 to 18.

Projects includes:

- Renovating, enlarging and upgrading kitchen area.
 - Expanding into the current canteen.
 - Transforming to a teaching kitchen: An island with stovetop will be added for students to gather around, and cameras and screens will be set up to allow for remote teaching.
 - Enlarging the pantry and storage area.
 - Installing new appliances and cabinets.



Conceptual Rendering

- Opening up the space inside the facility by removing columns and a glass wall.
- Reconfiguring the staff area to provide better visibility of the building's entry.
- Installing new flooring and lighting.
- Expanding the gaming (pool table, ping pong) and esports areas.

Construction expected to begin in spring 2022 and is scheduled for completion in the fall. Learn about the city's teen programs at CityofIrving.org/LivelyPointe. ■

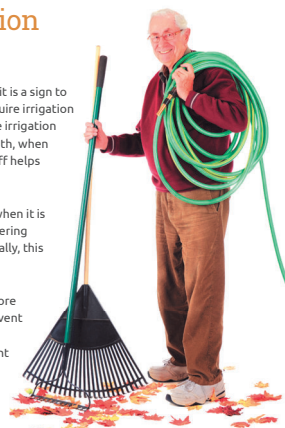
Tips for Taking a Winter Vacation from Irrigation

As turf becomes dormant — changing from spring green to fall beige — it is a sign to take a break from weekly watering. Trees, shrubs and dormant grass require irrigation every four to six weeks in the winter. The best approach is to turn off the irrigation controller and operate the system manually, no more than once per month, when temperatures remain well above freezing. Also, keeping the controller off helps prevent accidental activation that can cause icing.

From Nov. 1 to April 1, it is acceptable to irrigate during daytime hours, when it is typically warmest. Residents are encouraged to refrain from weekly watering during the winter to help lawns recover and prepare for spring. Additionally, this will aid in saving on water costs.

It is always a good idea to conduct a checkup on an irrigation system before use, including the rain/freeze sensor, to ensure proper operation. To prevent irrigation lines from freezing, turn off and drain the system. For more information, contact a licensed irrigator in the Water Utilities Department at (972) 721-2281.

Visit CityofIrving.org/Water-Utilities for more information. ■



Momentum Dance Company presents the Nutcracker Nov. 27-28



Christmas cheer comes to Irving Arts Center Dec. 3 with Shadows of the '60s: A Holiday Tribute to Motown

Noteworthy November ... Of Note: Nunsense, Bob Nunn and The Nutcracker

UPCOMING PERFORMANCES

Nov. 5-20 | Nunsense

Presented by MainStage | \$21-\$28

After a bad batch of Sister Julia's vichyssoise killed off 52 of the nuns, the survivors emptied the coffers to bury the deceased but ran out of cash before the last few bodies could be laid to rest. Join the Little Sisters of Hoboken (well, what's left of them, that is) for a hysterically haphazard variety show to raise funds for the convent.

Nov. 6 | Karuna – Compassion for Humanity Concert

Presented by High Octave | 6 p.m. | \$25-\$50

To learn more about this concert fundraiser, visit HighOctave.org/Karuna.

Nov. 13 | Orchestral Fireworks

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

Powerful and patriotic orchestra favorites, including Handel's "Music for the Royal Fireworks" and Tchaikovsky's "1812 Overture," will be performed by the Irving Symphony Orchestra. Two featured soloists bring musical fireworks as pianist Dzimirty Ulasiuk will play Ravel's "Concerto for the Left Hand" (yes, he uses only the left hand), and soprano, Haley Sickling, will sing opera arias and selections from Broadway musicals.

Nov. 20 | Howard Hilliard, Horn

Presented by Las Colinas Symphony Orchestra | 7 p.m. | \$17.50-\$47.50

Selections include Mozart's overture "The Impresario" and "Horn Concerto No. 2," and Beethoven's Symphony No. 3 "Eroica."

Nov. 27-28 | The Nutcracker

Presented by Momentum Dance Company | \$22.50-\$27.50

An all-new full-length adaptation of E.T.A. Hoffmann's classic tale, "The Nutcracker and the Mouse King," set to Tchaikovsky's riveting score.

Performances: Nov. 27 | 7 p.m., Nov. 28 | 2 p.m.

Dec. 3 | Shadows of the '60s: A Holiday Tribute to Motown

Presented by Irving Arts Center | 7:30PM

A tribute to the tremendous legacy of Motown's Super Groups, "The Supreme Girls of Motown," is a salute to legendary female stars of Motown, such as The Supremes, Gladys Knight & The Pips, Mary Wells, and a host of Motown's male stars, including Smokie Robinson, Stevie Wonder, The Temptations, Marvin Gaye, The Four Tops, Jr. Walker & The Allstars and more. Also, festive music and holiday favorites performed in the style of Motown, creating an unbelievable night of celebration.

YOUTH AND FAMILY PROGRAMS

Nov. 4 | JumpART Stories & Art: Numbers!

10 a.m. | Free
Count 'em up! Join the fun with numbers through stories, songs, and arts and crafts activities.

Nov. 14 | Making a Mark

1 to 4 p.m. | Free
Drawing is the focus of this month's art-making activities. Drop in between 1 and 4 p.m. for family fun!

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

CITY PROPOSES SPECIAL EVENTS ORDINANCE

The City of Irving is proposing a new Special Events Ordinance for events held on public property. The proposed ordinance will introduce a one-time \$375 nonrefundable application fee to cover administrative costs. If approved by the Irving City Council on Nov. 11, the ordinance will take effect January 1, 2022.

For more information, visit CityofIrving.org/Special-Events-Ordinance. ■

IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advanced reservation needed. Guided tours offered first Saturday of each month at 12:30 p.m.; advance reservation required. To make a reservation, visit IrvingArtsCenter.com.

LAST CHANCE EXHIBITIONS (CLOSING THIS MONTH!)

Robert Batson: New Works (2019-21)

Through Nov. 13 | Courtyard Gallery

Robert Batson is an artist and retired architect with a degree in architecture and a Masters degree in art from the University of Dallas.

Bob Nunn: A Retrospective

Through Nov. 13 | Main Gallery

Bob Nunn is something of a local legend, both in the world of art and art education. Now retired from teaching, Nunn's tenure as a professor extended more than 30 years. Known for creating imaginative scenes which appear at once familiar and then not; Nunn delights in this playful deception. His paintings and drawings transplant the viewer into a place that is almost recognizable ... and then not.

Nov. 6 | Reception | 2 to 4 p.m.



Bob Nunn at work in his former Deep Ellum studio

Yikwon Peter Kim: Inevitable Progression III

Through Nov. 13 | Focus Gallery

Yikwon Kim has been invited to participate in high-profile projects including a group art exhibition of "New York 9" in Shanghai, China, and "STOP, UNRAVEL, ABSORB" in New York City. Kim produced a public art performance project as a curator and executive producer of "art is me, art is you," a series for the Dumbo Art Festival in New York. Kim was invited to speak for North Lake College's Arts and Literature Festival in Irving, where Kim's installation of "Tiffany Blue & Black" was exhibited.

Nov. 6 | Reception | 2 to 4 p.m.

NEW EXHIBITIONS

Our Voice: Celebrating the Coretta Scott King Illustrator Awards

Through Feb. 26 | Dupree Lobby Gallery

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



The Secret Olivia Told Me by Nancy Depard (front cover)

RESIDENT VOLUNTEER OPPORTUNITY

Irving Arts Center seeks Irving residents to serve as 2022 Community Grant Review Panelists. Those who are selected will be asked to attend, review and assess performances throughout the year by various groups. Applications accepted through November 22, 2021 and can be accessed via IrvingArtsCenter.com. ■

Parks and Recreation Activities

Thanksgiving Break Camp

Irving recreation centers will offer a camp for children in grades K-5 on Nov. 22-24. A variety of activities will be offered in a fun, safe environment. Campers are to bring a sack lunch each day, and are provided a morning and afternoon snack. Camp hours are 7 a.m. to 6 p.m. each day. Cost is \$60 per child. Registration begins Nov. 1 and is available online at CityofIrving.org/IrvingRec or in person at a neighborhood recreation center. A valid IPAR ID card is required to register.



Canned Food Drive

During the month of November, Irving recreation centers will collect canned food and nonperishable pantry items to donate to Irving Cares this holiday season. Collection bins will be located near each center's front office and are accessible during business hours.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

● Nov. 1 to 30 | Gingerbread House Kits

All Ages | \$6 per kit | Online Preorder
Kits can be ordered in advance online through CityofIrving.org/IrvingRec. Call (972) 910-0702 for more information.

Georgia Farrow Recreation Center

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

● Nov. 20 | Turkey Basket Giveaway

10 a.m. to 1 p.m. | Families | Free
Thanksgiving is approaching and Georgia Farrow is gifting a basket that includes a turkey, sides and a dessert that a family can bake together this holiday season. Baskets are limited; register by Nov. 15.

Heritage Senior Center

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

● Nov. 4-6 | Heritage Craft Sale

Open to the public | Free
Find the perfect gift at this annual sale which offers unique and handmade items. Hours are 9 a.m. to 7 p.m. on Thursday and Friday; 9 a.m. to 3 p.m. on Saturday. Call (972) 721-2496 for details.

● Nov. 11 | Veterans Day Observance

10:30 to 11:15 a.m. | Open to seniors and guests | Free
Honoring veterans with music, photo displays, memorabilia and more.

● Nov. 24 | Heritage Thanksgiving Celebration

10 to 11:30 a.m. | Members ages 50 and older
Start the morning with festive folk music followed by a traditional Thanksgiving lunch. Admission fee is \$1 for members over the age of 60; \$6.25 for all others. Call (972) 721-2496 to register by Nov. 19 at 5 p.m.

Lively Pointe Youth Center

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

● Nov. 8 and 22 | Irving Youth Action Council (YAC)

6 to 8 p.m. | Grades 8-12 | Free
Teens can make a difference in the community by joining the Irving YAC. Members assist with developing teen-specific programs and events and participating in a variety of community service projects and leadership initiatives. Interested teens are encouraged to attend a meeting this month for free food and information on the council.

● Nov. 13 | Turkey Shootout

6 to 9 p.m. | Grades 8-12 | Free
Test your basketball skills to win a free turkey! Teens can compete in a variety of basketball challenges for a chance to win all the ingredients to cook a Thanksgiving meal. Refreshments will be served.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

● Nov. 5, 12 and 19 | Parent's Night Out

6 to 8:30 p.m. | Grades K-5 | \$10 due at registration
Parents can take a break while the kids stay busy with a variety of activities. Reservations are required by 1 p.m. each Friday. Dinner will be provided.



Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

● Nov. 15-Dec. 11 | Agility Clinic

Monday and Friday | 4 to 5:30 p.m. | Ages 6-12 | Free
An exercise training session that incorporates short bursts of movement, emphasizing change of direction and proper posture. Register by Nov. 9.

● Nov. 15-Dec. 11 | Breakfast Soccer Club

Tuesday and Thursday | 9:30 to 11 a.m. | Ages 3-5 | Free
Learn the basic soccer skills and drills after a hearty healthy breakfast. Register by Nov. 9.

● Nov. 15-Dec. 11 | Homeschool

Monday and Wednesday | 10 a.m. to noon | Ages 6-12 | Free
Play a variety of gym games while learning teamwork. Learn a new craft and meet new friends in the process. Register by Nov. 9.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

● Nov. 5, 12 and 19 | Parent's Night Out

6 to 8:30 p.m. | Grades K-5 | \$10 due at registration
Parents can take a break while the kids stay busy with a variety of activities. Reservations are required by 1 p.m. each Friday. Dinner will be provided.

URBAN WILDLIFE IN IRVING

Irving is home to a wide variety of native wildlife species including birds, mammals, reptiles, amphibians and more. These animals thrive in our urban community, finding easy access to sources of food, water and shelter that they need to survive. Irving Animal Services (IAS) encourages residents to be proactive with the tips below to help prevent wildlife conflicts.

- Do not attempt to feed or touch any wild animal.
- Remove access to any sources of food and water around the home.
- Keep trash tightly sealed, and place it on the curb the morning of pickup.
- Feed pets indoors. If feeding outdoors, put food out only at mealtime and pick up any remaining food.
- Securely close any pet doors at night.
- Keep landscaping and trees trimmed and remove debris around your home. Block or remove access to any sources of shelter.
- Carefully inspect and repair holes or other openings on the exterior of your home, including holes in crawlspaces or attics.
- Make loud noises, spray water or use other hazing techniques if wild animals are approaching you or your pets.

The City of Irving does not own or have control of any wild animals found within its boundaries. In fact, wild animals have no owners to be responsible for their actions. However, IAS officers will respond to situations where public safety is in jeopardy or in situations where a wild animal is sick or injured.

For more wildlife tips, visit Texas Parks and Wildlife at TPWD.Texas.gov/huntwild/wild. ■



HERITAGE PARADE KICKS OFF HOLIDAY FUN

Applications for the 2021 Holiday Parade are now being accepted online. Families, businesses, community organizations and neighborhoods are encouraged to enter a decorated vehicle, float or walking group. Registration is free. This year's theme is "Rudolph, Light the Way!" Create a parade entry that showcases this fun theme: use colorful decorations, festive music and wear fun Christmas costumes or clothing.

The parade takes place Saturday, Dec. 4 at 6 p.m. along Second Street and Irving Boulevard in downtown Irving. The annual parade will be followed by a tree lighting ceremony and a family friendly event opening the newly renovated Heritage Park. Parking and admission to the event are free. Food and beverage will be available on-site for purchase.

Visit CityofIrving.org/HolidaysAtHeritage to complete the online entry form. Applications are due Monday, Nov. 22 at 5 p.m. Participants are required to attend a mandatory parade meeting Tuesday, Nov. 30 in Irving City Hall Council Chambers, 825 W. Irving Blvd. All parade participants must submit a signed parade waiver form, which can be downloaded from the online entry form.

For more information, call Irving Parks and Recreation at (972) 721-2501. ■



Library Activities, Storytimes and MiY Zone

Nov. 6 | Craftastic! Wood Slice Pumpkins

4 p.m. | Valley Ranch Library
These fall-themed wood slice pumpkins are the perfect decoration for a Thanksgiving table setting.

Nov. 12 | Craftastic! Sock Snowmen

2 p.m. | West Irving Library
Create a cozy new winter friend in this craft session.

Nov. 13 | Americana by Irving Symphonic Band

2 p.m. | South Irving Library
Jay Bach, musical director of Irving Symphonic Band, leads the performance of "Americana," a concert of patriotic tunes, marches and holiday favorites.

Book It: Celebrate the New Diary of a Wimpy Kid Book "Big Shot!"

Kids and all fans of the Diary of a Wimpy Kid series share an afternoon of games, prizes, crafts, treats and many surprises. Get in the drawing for a free copy of the book "Big Shot!"

- Nov. 13 | 2 p.m. | West Irving Library
- Nov. 20 | 3 p.m. | Valley Ranch Library
- Nov. 27 | 2 p.m. | South Irving Library

Nov. 23 | Craftastic! Jewelry Making (English and Spanish)

6:30 p.m. | South Irving Library
Be creative and design custom-made earrings.

National Novel Writing Month

NaNoWriMo happens every November, when aspiring authors challenge themselves to write a specified number of words each day, resulting in a 50,000-word novel by the end of the month.

Nov. 2-30 | NaNoWriMo: Write-Ins

Tuesdays | 7 p.m. | West Irving Library
Once a week throughout November, meet with other wordsmiths while working on personal writing projects.

Nov. 11 | NaNoWriMo: Intuitive Journaling

7 p.m. | South Irving Library
Instructor Andrea Belzer leads the group through a class to help writers tap into their innermost selves.



MiY Zone Schedule

The South Irving and Valley Ranch libraries offer MiY Zone programs and classes using the Cricut machine, 3D PolyPrinter, Brother sewing machines and Epilog laser etcher. Class sizes are limited. LEARN class requirements include a valid Irving Library card; signed MiY Zone waiver; and attendance at MiY Zone orientation. Classes at Valley Ranch Library require registration, with signup starting one week before the class date. Orientation sessions take place at the start of every hour during regular MiY Zone hours and 30 minutes prior to each introductory class.

CREATE programs and DIY Geek Chic programs both require registration. Visit CityofIrving.org/MiY for upcoming classes and online registration links.

VETERANS DAY CEREMONY

The Irving Veterans Memorial Park Committee will host a Veterans Day program with music, moments of reflection by military personnel and remarks by city officials.

**Thursday, Nov. 11
11:30 a.m.**

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

After, attendees will move to the nearby Veterans Memorial Park, 644 Rock Island Road, where a wreath will be placed on the Wall of Commemoration.

For more information, contact Irving Parks and Recreation at (972) 721-2501. ■



Veterans Memorial Park

DOCUMENT SHREDDING AND ELECTRONICS RECYCLING

Shredding documents to safeguard from identity theft can be a costly service. Residents are invited to a free shredding event.

**Friday, Nov. 12
10 a.m. to 2 p.m.**

Police North Station
5964 Riverside Drive

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

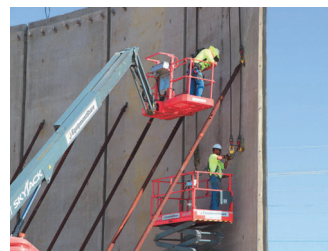
For more information, call (972) 721-8059. ■



CHANGE YOUR CLOCKS, CHANGE YOUR BATTERIES

Residents are reminded to set clocks back one hour for the ending of daylight saving time Nov. 7.

As part of the Irving Fire Department's Change Your Clock, Change Your Battery campaign, it is also recommended that residents replace smoke detector batteries when changing clocks this month. ■



Water Storage Expands in Irving

City of Irving Water Utilities Department Adds Newest Water Storage Tank to Its System



When Irving built the Northgate Pump Station in 2007, the city's population was just shy of 200,000. Constructed to provide more efficient service to residents in the eastern quadrant of the city, it now works in tandem with three other

efficiency, removing the time and funding allocated toward recoating and repainting as is necessary for steel tanks.

The city is focused on continually investing in its water and wastewater system. About \$42 million a year is reinvested into infrastructure — replacing pipes;

installing new pipes for future growth; and enhancing pump stations, elevated and ground storage tanks.

Additionally, the city oversees 50,000 water meters within its limits — all of which have a lifespan of about 12 to 15 years before they must be replaced. With this challenge in mind, the city is currently operating an ongoing water meter replacement project, updating 4,000 to 5,000 meters annually.

The new ground storage tank project will aid the Water Utilities Department in its efforts to maintain

exceptional water capacity and level of service for Irving residents and water customers.

The project is expected to be completed in the spring of 2022.

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

Planning For Growth

The Northgate Pump Station's 5-million-gallon water storage tank project hit its first milestone in September when crews installed the concrete base. Other details of the project include:

- 1,600 cubic yards of concrete placed.
- Nine hours of concrete placement from start to finish.
- More than 20 crew members completed the concrete placement.
- Thirty-six preformed concrete walls will line the storage tank.
- Fifteen months total to build the tank from the ground up.
- \$10.882 million to construct the water storage tank.

pump stations across Irving to supply safe drinking water to more than 256,000 residents.

As the city's population and development increase, so do the needs of its vital infrastructure system. On Sept. 21, crew members began a nine-hour concrete placement project on the pump station's newest addition: a 5-million-gallon, ground-level water storage tank. The tank will aid the Water Utilities Department in meeting the needs of Irving's growth in the Urban Center, as well as future development of the former stadium site. It will also add resiliency to the city's growing infrastructure needs — serving as the 11th ground-level water storage tank in Irving.

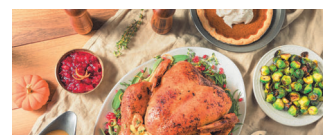
Construction on the \$10.882 million tank started in January. While many of the city's tanks are made of steel, this newer-style tank is constructed entirely of concrete. In the long term, this will help Water Utilities'

Reduce Waste this Holiday Season

Have a lot of Thanksgiving leftovers? Here are a few ideas to make the most out of Thanksgiving leftovers while reducing food waste in the landfill.

- Use Thanksgiving leftovers to create a delicious breakfast food, such as hash or sweet potato casserole pancakes.
- Mashed potatoes with butter, sour cream, chopped bacon and green onion leftovers can be made into Potato Cakes and heated in a skillet.
- Not quite ready for lunch? Try sweet potato hummus for a snack.
- Slice or shred turkey for classic Thanksgiving leftovers sandwiches or turkey pot pie.
- Chop leftover meat for turkey soup.
- Sweet potatoes and baked squash can be broken down on slow speed in a blender and become Golden Autumn Soup.
- Tired of Thanksgiving food? Use leftover stuffing to create Italian meatballs.
- Turkey Pasta Casserole is another creative option.

Reducing food waste has never been so sweet. Use extra cranberry sauce in desserts: Thanksgiving Cranberry Cookies, Cranberry Crumble (recipe to follow), and Cranberry Cream Cheese Turnovers.



Cranberry Crumble
Cook Time: 15 minutes

Servings: 2-4

Ingredients:
4 cups of leftover cranberry sauce
2 cups crunchy granola
2 scoops frozen yogurt or ice cream
1 tablespoon honey

Directions:
Pour cranberry sauce directly into a skillet on medium heat. Cook to a syrup consistency. Reduce heat. Remove skillet from heat and divide into heatproof dishes. Top with granola and ice cream. Drizzle with honey.

For more recipes, visit the Think Green ... Be Green website at CityofIrving.org/BeGreen. ■





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

November 2021

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
3	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Issued	11/17/2020	Irving	Nov-21
4	Savannah Apts, Bldg 2	310 O'Connor Ridge	Apts	49,387 SF	\$6,000,000	Permit Issued	5/4/2021	Irving	Sep-21
5	International @ Valley Ranch	9921 W. Valley Ranch Pkwy.	Apts	270,329 SF	\$25,000,000	Permit Issued	6/23/2021	C-FB	Nov-21
6	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Pending	7/30/2021	Irving	Oct-21

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	5100 W. John Carpenter Fwy.	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Shell building	660 Walnut Ridge Dr.	Office	15,660 SF	\$1,200,000	Permit Issued	3/23/2021	C-FB	Sep-21
4	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
5	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
6	4-story ofc building	111 W. John Carpenter Fwy.	Office	52,478 SF	\$19,000,000	Permit Issued	7/7/2021	Irving	Oct-21
7	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
3	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
4	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Pending	4/7/2021	C-FB	Jun-21
5	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
6	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
7	Auto Repair Shop	3551 N. Country Club Rd.	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
8	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Pending	8/17/2021	Irving	Sep-21
9	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
10	Addition to warehouse	219 N. Loop 12	Office/Warehouse	4,093 SF	\$150,000	Permit Pending	9/16/2021	Irving	Oct-21
11	Keurig Dr. Pepper Addn.	2304 Century Center	Industrial	3,749 SF	\$3,000,000	Permit Pending	10/18/2021	Irving	Nov-21

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Pending	3/10/2021	C-FB	Jun-21
3	Shell Bldg	3300 W. Royal Lane	Retail	12,020 SF	\$1,200,000	Permit Issued	5/25/2021	Irving	Nov-21
4	Multi-tenant Bldg. Addition	8080 Walton Blvd.	Retail	5,500 SF	\$750,000	Permit Pending	7/9/2021	C-FB	Aug-21
5	Shell Bldg	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21

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

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Issued	12/17/2020	Irving	Sep-21
2	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Pending	3/15/2021	Irving	Jun-21
3	Chick-Fil-A	2525 N. Belt Line Rd.	Restaurant	4,818 SF	\$1,200,000	Permit Pending	10/25/2021	Irving	Nov-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21
2	Great Hearts	3550 World Cup Way	School	61,000 SF	\$11,500,000	Permit Issued	5/4/2021	Irving	Sep-21
3	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21
4	Cistercian School Maintenance Bldg	3790 Cistercian Rd.	School Addn	5,538 SF	\$494,000	Permit Issued	6/11/2021	Irving	Oct-21
5	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Oct-21
6	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Oct-21	21	\$5,830,177	15	\$4,630,177	6	\$1,200,000	0	\$0

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum

Date: November 2, 2021

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for September and October 2021

Convention Sales Activities

Leads Generated	September	YTD
Irving CVB – Hotel Leads	74	836
Irving Convention Center Leads	35	291

Leads Generated	October	YTD
Irving CVB – Hotel Leads	80	80
Irving Convention Center Leads	37	37

September

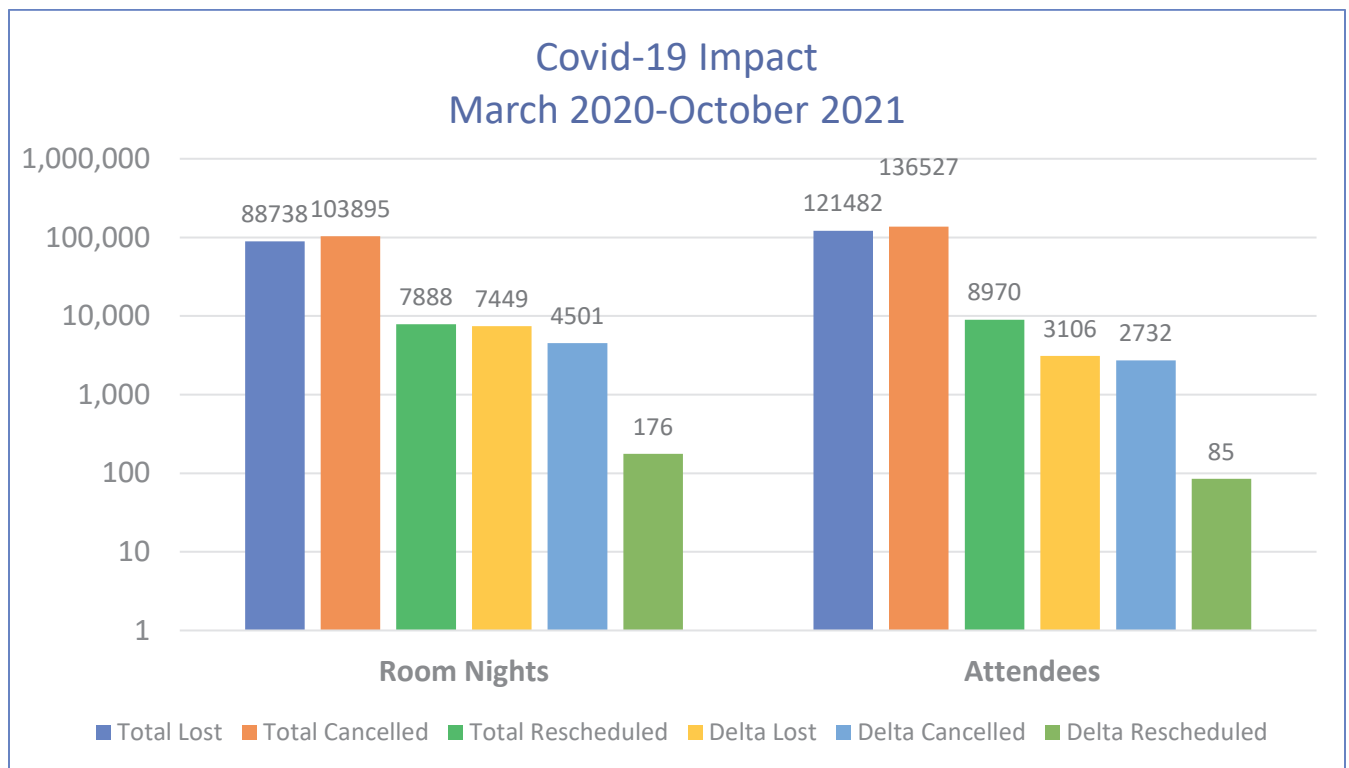
Room Nights Generated	Monthly Goal	September 2021 Actuals	September 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	September Convention Center	Convention Center YTD
Definite Room Nights	6493	13818	868	77916	92253	76388	1025	21031
Lost Room Nights		17417	12036		265328	443083	11209	129358

October

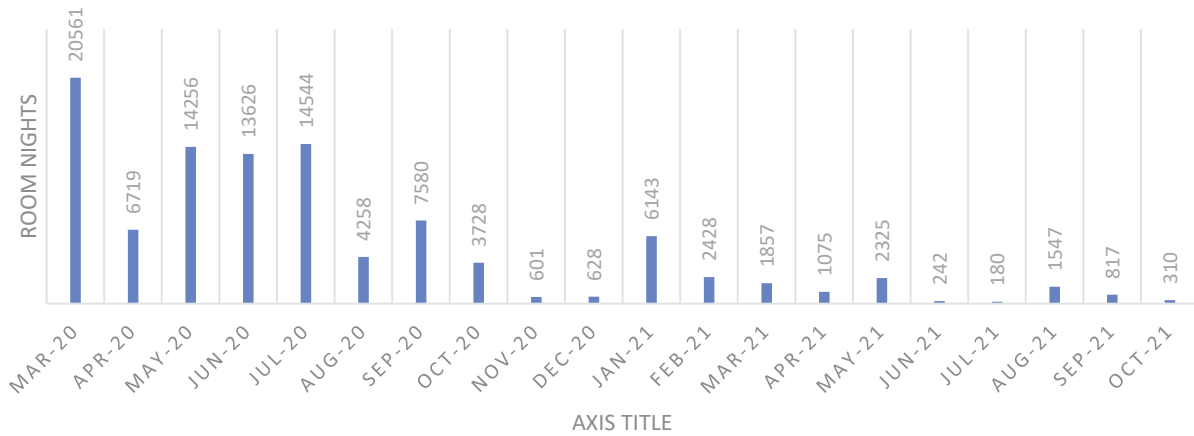
Room Nights Generated	Monthly Goal	October 2021 Actuals	October 2020 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	October Convention Center	Convention Center YTD
Definite Room Nights	7842 (Est)	10997	21553	94098 (Est)	10997	21553	4146	4146
Lost Room Nights		32607	23063		32607	23063	26255	26255

Travel & Activity

September/October	Organization	Event	Location
Sept 8-12	Professional Fraternity Association	Annual Conference	Irving, TX
Sept 17-21	Texas Society of Association Executives	New Ideas Conference	Corpus Christi, TX
Sept 28-30	Religious Conference Management Association	Emerge 2021	Charlotte, NC
Oct 26-29	Collinson Publishing	Connect Texas	Round Rock, TX



Irving CVB Covid Cancellations by Month



Customer Services Activity September/October Servicing & Inventory

Groups Served	
September	14
YTD	66
October	16
YTD	16

	September	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	5	2550 Badges/2400 Lanyards
Pens	9	2050
Bags	4	1750
Promotional Materials	8	1020 Restaurant Maps/1872 TMF maps
Staffing Services	4	57 Hours (ICVB Internal Staff)

Event Location: **Hotels: 6** **Irving Convention Center: 7** **Other: 1**

	October	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	12	3942 Badges/ 2635 Lanyards
Pens	10	2134
Bags	4	565
Promotional Materials	10	1450 Restaurant Maps/1750 TMF maps
Staffing Services	1	75 Event Hours (51 hours - internal staff)

Event Location: **Hotels: 10** **Irving Convention Center: 2** **Other: 3**

Proclamations/Welcomes/Flags:

- Welcome/Flag Presentation - Federal Bureau of Investigation, June 15, 2021 - Councilman Zapanta
- Welcome Back - Texas Industrial Vocational Association, July 19, 2021 - Mayor Stopfer
- Welcome Back/Ribbon Cut - North Texas Business Alliance Co-op, September 8, 2021 - Mayor Stopfer
- Welcome/ Proclamation/Flag(s) - 100th Bomb Group Foundation, October 29, 2021 - Councilman Zapanta

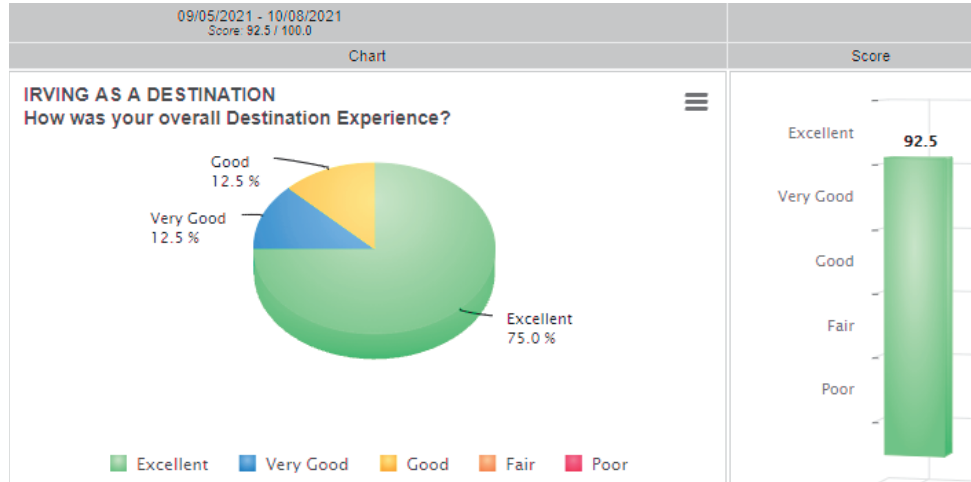
Pending

- Welcome/Proclamation - Black Girls Golf Summit, November 4, 2021 - Mayor Stopfer
- Welcome/Proclamation - Weekend of Honor, November 13, 2021 - Councilman Taylor
- Welcome/Proclamation/Flag - 173rd Airborne Brigade, May 2022 - TBD Mayor/Elected Official

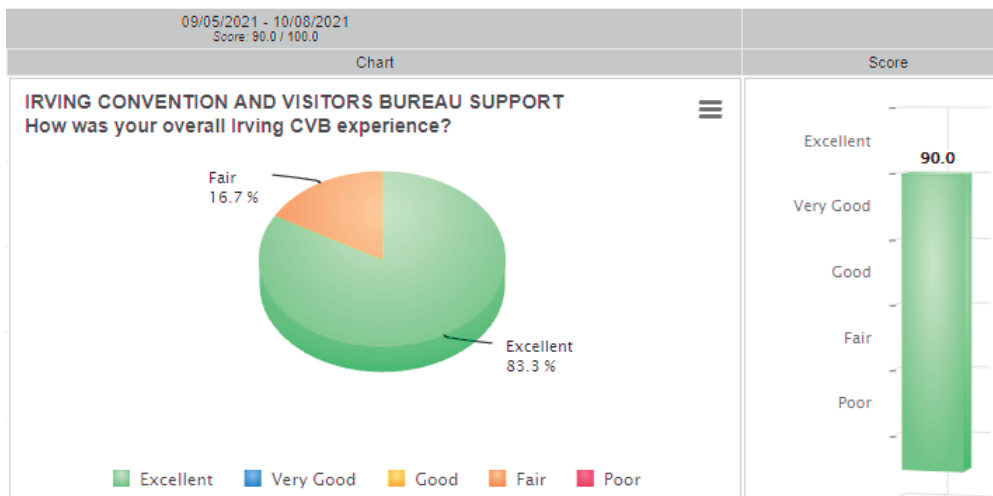
Customer Service Satisfaction Survey Results

Customer Survey Results - September

1. How was your overall destination experience?

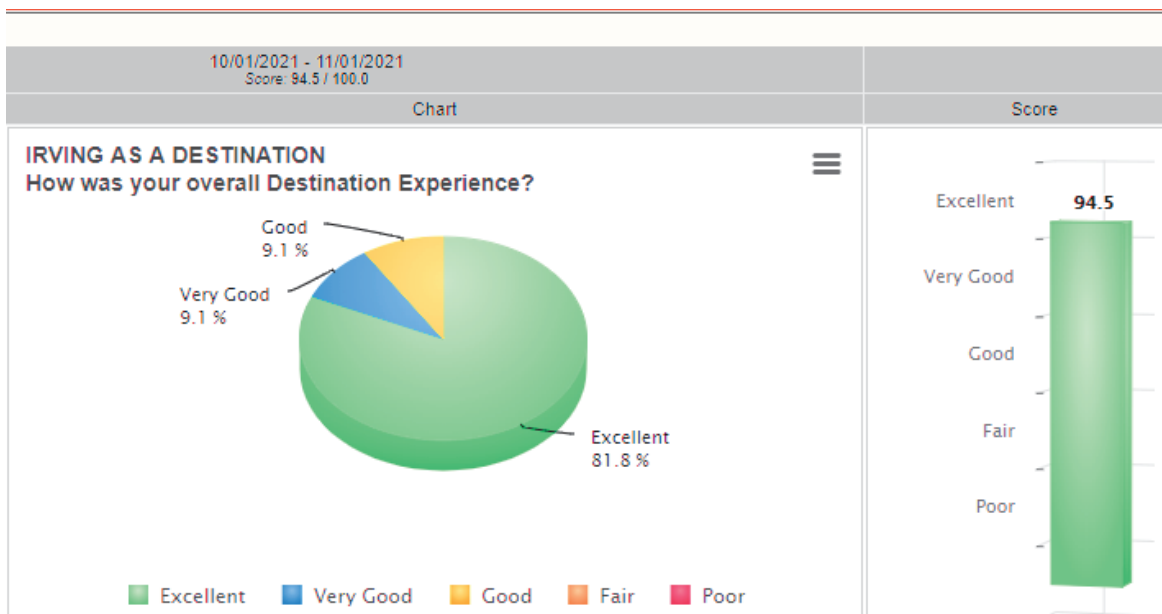


2. How was your overall Convention and Visitors Bureau Experience?

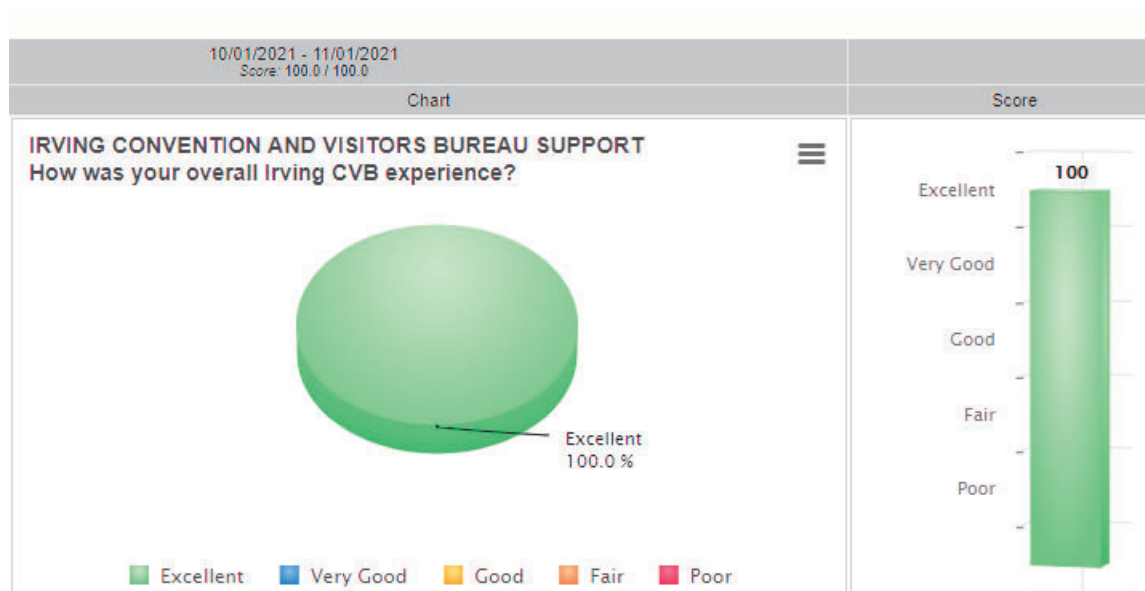


Customer Survey Results - October

1. How was your overall destination experience?



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



Definite Bookings November 2021 – April 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Freedom Founders	Freedom Founders Workshop - November 2021	11/1/2021	11/7/2021	150	140
XDimensional Technologies	XDTI Customer Conference	11/2/2021	11/4/2021	200	303
FamilyLife	Weekend to Remember	11/3/2021	11/8/2021	500	570
Independent Insurance Agents of Dallas	IIAD Jim Millerman Insurance Convention 2021	11/3/2021	11/4/2021	500	10
Black Girls Golf	Black Girls Golf Executive Retreat 2021	11/3/2021	11/8/2021	100	297
Dallas Dance Festival	Dallas Dance Festival 2021	11/4/2021	11/7/2021	200	455
Collegiate Sports Travel	US Airforce Academy vs Army Football Game 2021	11/4/2021	11/5/2021	150	286
American College of Veterinary Dermatologists	2021 ACVD Testing	11/4/2021	11/6/2021	26	56
Flowserve Corporation	Root Cause Analysis - November 2021	11/8/2021	11/11/2021	20	30
Brownell Motivation/Incentive Travel	Brownell Academy 2021	11/9/2021	11/13/2021	260	740
Foresters Financial	Foresters COM Central US Regional Meeting Dallas November 2021	11/10/2021	11/14/2021	120	219
Home Staging and Redesign Association	2021 Home Staging Summit	11/10/2021	11/13/2021	400	210
TexSom	2021 TEXSOM Conference - Staff Guest Room Block (Rooming List)	11/10/2021	11/17/2021	500	518
173rd Airborne Brigade	173rd Airborne Brigade	11/11/2021	11/15/2021	300	600
TexSom	2021 TEXSOM Conference - Vendor Room Block	11/11/2021	11/16/2021	500	534
Express Cheer	Express Cheer Event at ICC - November 2021	11/12/2021	11/14/2021	200	40
Express Cheer	Tribe Cheer - Oklahoma City Cheer Group Travel	11/13/2021	11/14/2021	180	50
RBC Capital Markets	RBC Capital Markets - Senior Leadership 2021	11/14/2021	11/20/2021	300	1122

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
PAMM Expo, LLC	Model & Talent EXPO Nov2021	11/16/2021	11/20/2021	400	1200
American Legal and Financial Network	2021 ALFN Foreclosure Intersect	11/16/2021	11/18/2021	100	80
USA Judo	2021 USA Judo President's Cup	11/17/2021	11/21/2021	500	280
American Country Dance Association	ACDA American Country Dance Association 2021	11/18/2021	11/22/2021	300	230
Red Zone Games Inc.	Red Zone Game November 2021	11/19/2021	11/21/2021	100	205
Red Zone Games Inc.	Red Zone Game November 2021	11/26/2021	11/28/2021	100	205
Vistage Worldwide, Inc.	Vistage Executive Summit	11/28/2021	11/30/2021	550	45
Abbott Laboratories	24946 CardioMEMS Field Training Session 1	11/30/2021	12/1/2021	50	60
DFW Business Group on Health	2021 DFW Business Group on Health - Texican Court Room Block	12/1/2021	12/1/2021	400	10
DFW Church	Small Church Leaders Conference	12/1/2021	12/4/2021	250	195
UWorld, LLC	Town Hall 2021	12/2/2021	12/4/2021	200	165
Southwest Society of Cosmetic Chemists	Southwest Society of Cosmetic Chemists	12/3/2021	12/3/2021	500	40
Texas Scorecard	Texas Scorecard 2021	12/3/2021	12/4/2021	450	45
Red Zone Games Inc.	Red Zone Game December 2021	12/3/2021	12/5/2021	100	205
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center	12/5/2021	12/8/2021	300	350
TechMedia, LLC	TechMedia	12/6/2021	12/9/2021	1000	33
Red Zone Games Inc.	Red Zone Game December 2021	12/10/2021	12/12/2021	100	205
Irving Hispanic Chamber of Commerce	Irving Hispanic Chamber of Commerce - 2021 Annual Gala	12/11/2021	12/12/2021	300	30
Flowserve Corporation	Centrifugal Pump Fundamentals-December 2021	12/13/2021	12/16/2021	10	40
Blue-Grey Events	Blue-Grey All American Bowl 2021	12/17/2021	12/21/2021	100	365
Transplace, Incorporated	Leadership and Sales Meeting	1/3/2022	1/7/2022	125	385
Flying Eagles	Flying Eagles Reunion	1/6/2022	1/9/2022	150	237

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Blue-Grey Events	Blue Grey Events All American Team Jan2022	1/7/2022	1/11/2022	110	365
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff	1/8/2022	1/13/2022	250	712
ECI Software Solutions	ECI Software Solutions 2022 Sales * Marketing Kickoff-OVERFLOW ROOMS	1/10/2022	1/13/2022	400	420
Serra International	Serra International	1/12/2022	1/16/2022	250	375
Challenge Youth Planning	Challenge Youth Conference	1/13/2022	1/16/2022	500	367
Texas Society of CPA's	TSCPA 2022 Mid-Year Board Meeting	1/19/2022	1/21/2022	235	411
LRP Conferences, LLC	DA Leadership Institute National Superintendents Academy	1/19/2022	1/23/2022	50	98
Spireon	NSM January 2022	1/19/2022	1/22/2022	160	360
Cadillac and LaSalle Club	2022 CLC WBOD	1/25/2022	1/29/2022	55	215
Sigma Kappa Sorority	Sigma Kappa Sorority	1/27/2022	1/30/2022	150	191
Southwest Society of Periodontists	Southwest Society of Periodontists 2022 Winter Meeting	1/27/2022	1/29/2022	150	240
Trustmark Insurance Company	2022 Trustmark Producer Conference	1/27/2022	2/2/2022	250	717
Black Box Intelligence	2022 Global Best Practices Conference	1/30/2022	2/2/2022	275	355
Tech Conferences	Share Point Fest	1/30/2022	2/4/2022	400	420
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2022	2/3/2022	2/5/2022	200	434
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/4/2022	2/11/2022	200	450
John Deere Company World Headquarters	CEO Summit 2022	2/6/2022	2/11/2022	300	594
McKesson Corporation	#14187 APP Onboarding - February 2022	2/6/2022	2/10/2022	50	200
Council of Graduate Departments of Psychology	2022 COGDOP Annual Conference	2/9/2022	2/13/2022	120	275
American Association of Veterinary State Board	2022 AAVSB RACE Committee Spring Meeting	2/11/2022	2/13/2022	18	32
DFW Church	DFW Church Marriage	2/11/2022	2/13/2022	300	225

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Boy Scouts of America	National Executive Board & Committees Meeting 02/2022	2/13/2022	2/15/2022	75	153
Diamond Tours	Diamond Tours	2/13/2022	2/18/2022	50	54
State Bar of Texas	State Bar of Texas - Intellectual Property 2022	2/15/2022	2/18/2022	80	95
ED311	International Conference NEDRP	2/17/2022	2/19/2022	800	160
Harmonycon	Harmonycon 2022	2/17/2022	2/19/2022	600	298
American Council for Construction Education	American Council for Construction Educators	2/21/2022	2/26/2022	450	605
HCA Healthcare	HCA 2022 ASD Medical Directors Conference	2/22/2022	3/1/2022	175	392
Texas Radiological Society	TRS Annual Meeting 2022	2/22/2022	2/27/2022	300	400
Vizient, Inc.	Vizient, Inc. 2022 Channel Partners AKO	2/23/2022	2/24/2022	50	75
Infinity Events Group	TRBMA Chapter Meeting 2022	2/24/2022	2/25/2022	75	53
Southern Baptists of Texas Convention	Evangelism	2/25/2022	3/2/2022	3500	615
Hans Johnsen Company	Security Hardware Meeting	3/2/2022	3/7/2022	100	220
Southwest Commission on Religious Studies	Annual Conference	3/3/2022	3/6/2022	200	230
ELAM Ministries	Founders Weekend	3/9/2022	3/13/2022	100	260
Texas Steel Guitar Association	Annual Meeting for 2022	3/9/2022	3/13/2022	300	835
Prospanica - The Association of Hispanic Professionals	2022 Prospanica Leadership Summit	3/10/2022	3/12/2022	150	110
Bob Rogers Travel	Rich Hill High School	3/10/2022	3/12/2022	50	51
JPAR	JPAR-Rooms Only	3/10/2022	3/13/2022	350	130
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/17/2022	3/21/2022	350	354
Bob Rogers Travel	Cimmaron High School Band	3/17/2022	3/19/2022	50	36
Dance Connection - Stage 8	Stage 8 Dance Competition 2021	3/17/2022	3/20/2022	400	160
ALM First Financial Advisors, LLC	2022 ALM First Financial Institute	3/20/2022	3/23/2022	150	441
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2022	3/23/2022	3/25/2022	60	90

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Association of College and University Auditors	TACUA Conference	3/27/2022	4/1/2022	100	290
SMU Dedman School of Law	SMU Dedman School of Law	3/28/2022	4/1/2022	500	595
Texas Court Appointed Special Advocates	The Forum 2022	3/29/2022	4/1/2022	120	100
Populous Financial Group	2022 Leadership Meetings-April 4-8, 2021	4/4/2022	4/7/2022	70	180
Parkhill	University of Parkhill Annual	4/4/2022	4/9/2022	500	1200
American Airlines	2022 Service Anniversary	4/5/2022	4/7/2022	800	200
Debbie Sardone Consulting	CBF Retreat	4/5/2022	4/10/2022	330	692
Texas Association of Student Councils	TASC	4/6/2022	4/12/2022	5000	3640
Libertarian Party of Texas	2022 State Convention	4/8/2022	4/10/2022	400	160
Green Light Group Tours	Green Light Tours	4/9/2022	4/10/2022	55	50
Populous Financial Group	2022 Leadership Meetings-April 11-15, 2022	4/11/2022	4/15/2022	70	160
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2022	4/21/2022	4/24/2022	200	300
SENPA	SENPA 2022 Conference	4/21/2022	4/24/2022	160	350
Assemblies of God/Marriage	Marriage Encounters	4/22/2022	4/24/2022	80	80
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	4/24/2022	4/29/2022	150	257
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa 2022	4/24/2022	4/25/2022	100	100
Association for Early Learning Leaders	Association of Early Learning	4/25/2022	4/30/2022	400	770
Diamond Tours	Diamond Tours	4/25/2022	4/29/2022	50	54
Tabletop Gamers	Tabletop Gamers	4/27/2022	5/1/2022	350	229
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	4/28/2022	4/30/2022	250	120
Tour-Rific of Texas	Cy Falls School	4/29/2022	4/30/2022	75	52



Marketing Communications

To: Maura Gast, Executive Director

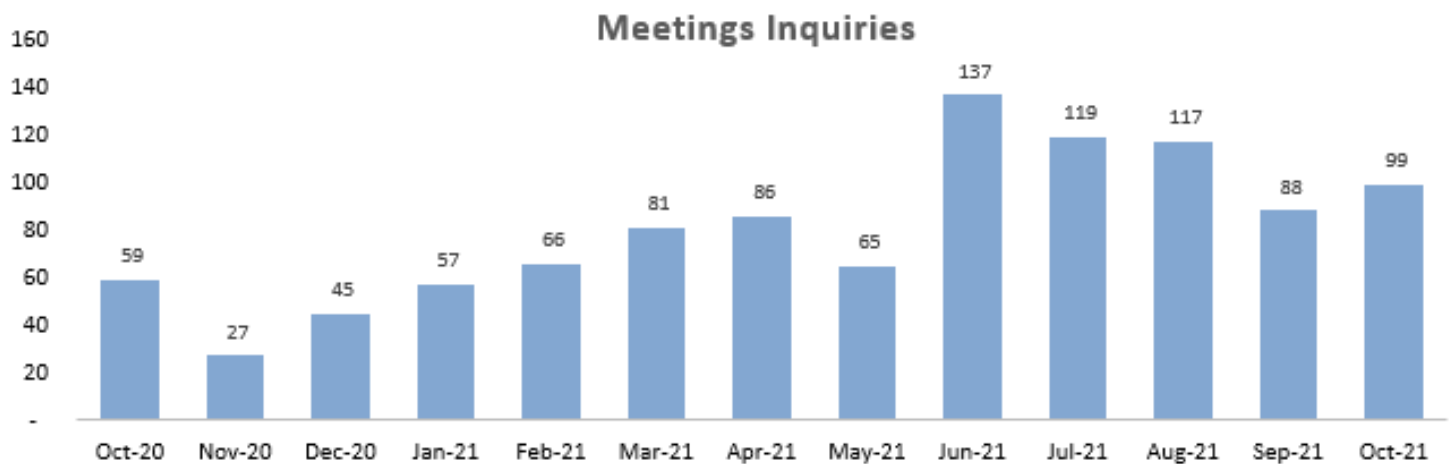
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: November 10, 2021

Re: FY End 2020-21 Board Report

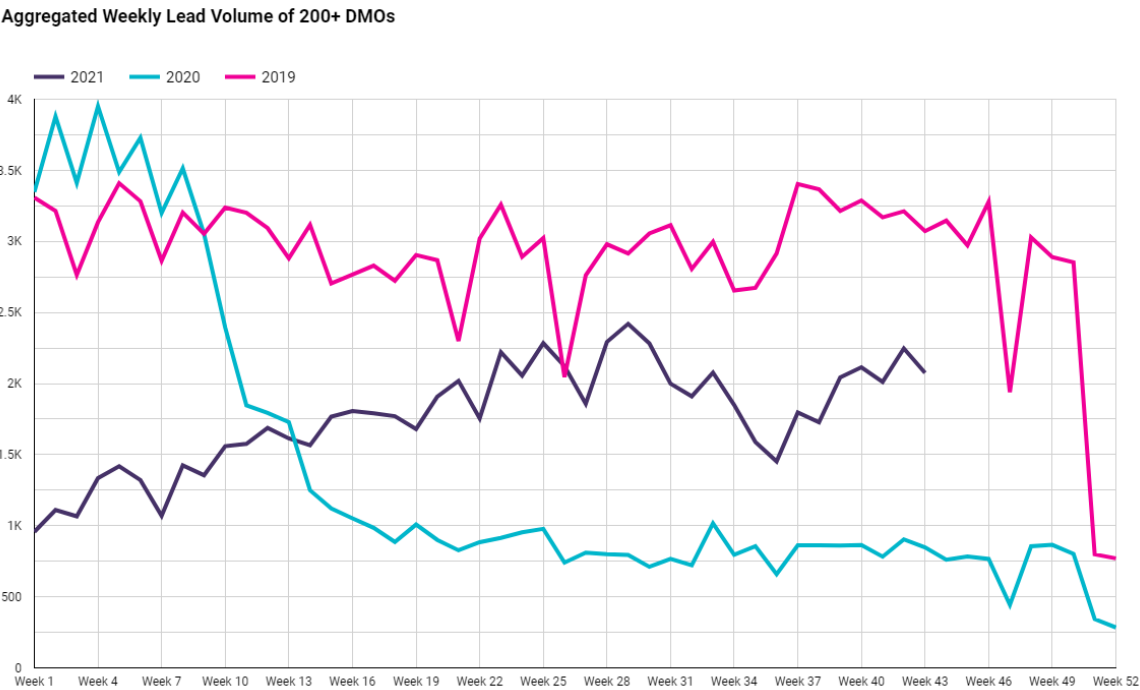
Meeting-Sales Leads & Inquiries

Meeting-sales leads and inquiries increased 30% in FY 20-21 with **947 total leads and inquiries**. Of those, 401 were sourced through Cvent, 334 came through the websites, and 212 were click-to-call ads.



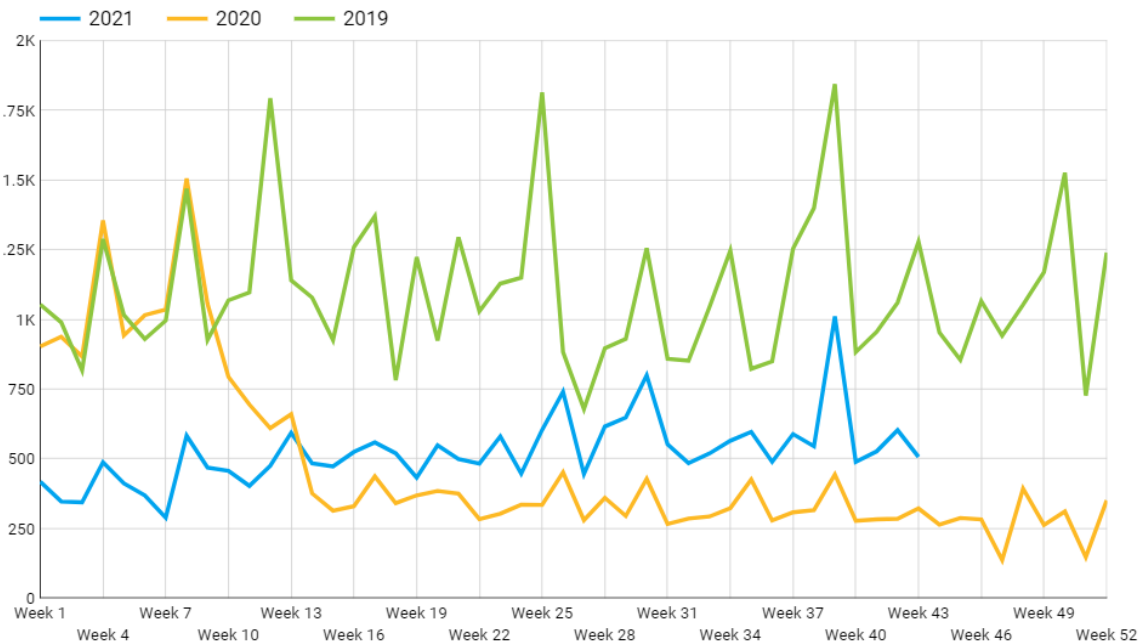
The aggregated weekly lead volume of over 200 U.S. DMOs shows that both lead volume and definites remain between 2019 and 2020 levels. The recent downward dip after a steady climb through the summer is beginning to show a recovery.

Aggregated DMO Weekly Lead Volume
Provided by Simpleview Inc.

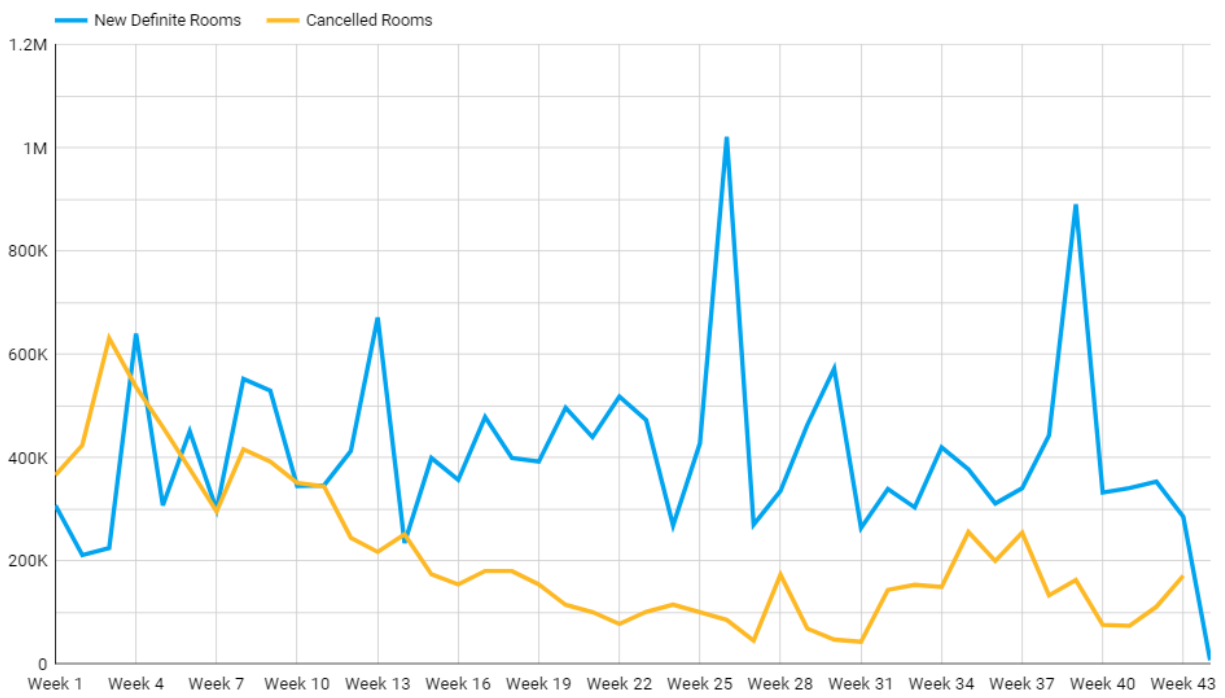


While lead volume dipped and recovered, aggregated, definite volume remained steady between 2019 and 2020 levels. Cancellations dropped below definites earlier in 2021 and remained below definites for the remainder of the year.

Year Over Year Definite Volume



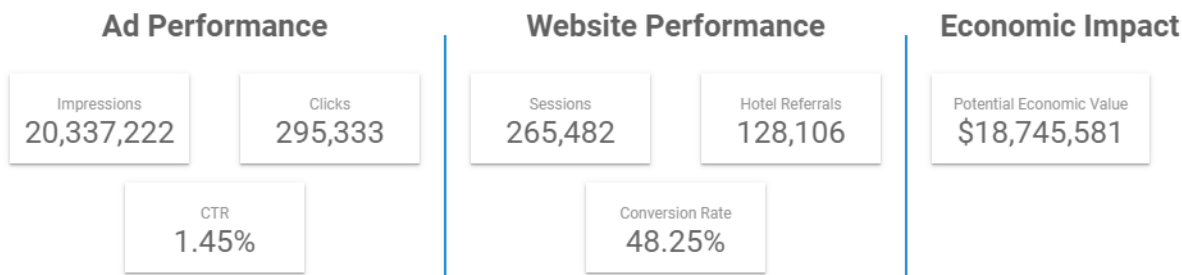
Year Over Year Cancellations vs. New Definites



Staycation/Leisure Campaign

In FY 20-21, the Staycations campaign has generated **128,106 hotel referrals** with a **potential economic value of \$18,745,581**. From the start of the campaign through October, the campaign has generated 298,223 website sessions and 141,072 hotels referrals that represent \$23 million in Potential Economic Value.

FY 2020-2021 Staycation Campaign Performance



Meetings Campaign

The Meetings campaign has generated **33,858 website sessions** and **282 sales inquiries** in FY 20-21. From the start of the campaign through October, the campaign has generated 42,251 website sessions and 332 sales inquiries.

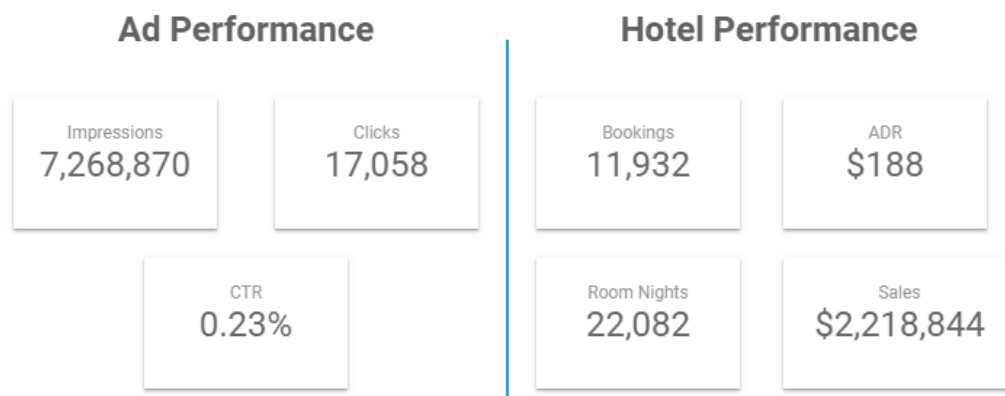
FY 2020-2021 Meetings Campaign Performance



OTA Campaign:

The OTA campaign, which ran in partnership with Expedia and Priceline, has generated a total of **11,932 hotel bookings** for **22,082 room nights** resulting in **\$2.2 million in direct hotel revenue**.

YTD OTA Campaign Performance



Promoted Content Campaign:

The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **29,267 blog visits** and **177,222 post engagements** on social media.

Top Posts – Traffic

Post Name	Clicks ▾	Impressions	Post Engagements
New Irving Eateries - FB	1,235	43,092	1,330
Summer Bucket List - FB	1,033	34,851	1,146
Guide to Water Street - FB	1,016	53,405	1,213
Lake Carolyn	866	44,338	1,010
Catfish Roundup - FB	759	23,578	917
New Restaurants	743	36,114	783
Poolside Bars	704	39,974	845
Best Covered Patios - FB	699	25,783	768

Top Posts – Engagement

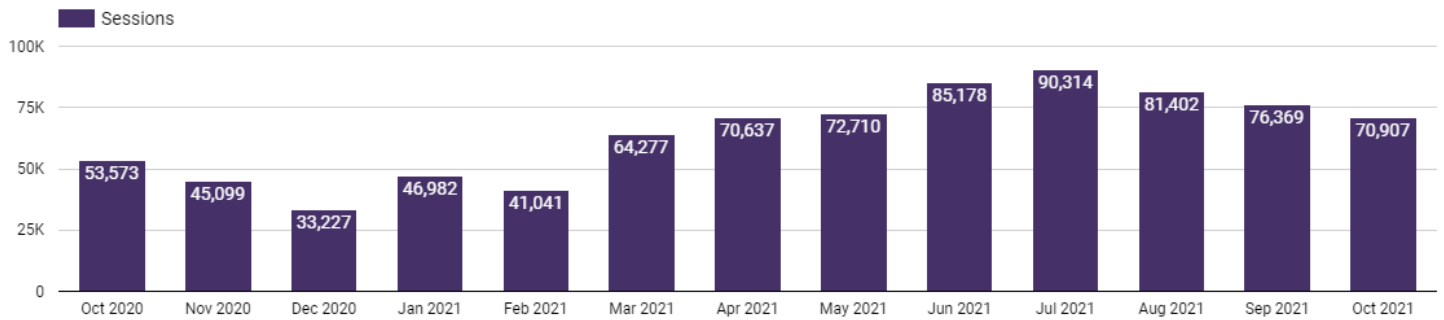
Post Name	Clicks ▾	Impressions	Post Engagements
Omni Daycation - FB	2,459	57,450	3,103
Venetian Terrace	1,760	64,825	10,152
Scrumbscious - FB	1,443	82,496	11,656
Gondola Adventures - FB	1,110	52,628	2,990
Cobblestone Canals - Venetia...	933	39,894	1,863
5 Scenic Spots	872	41,317	1,204
Griff's Hamburgers	835	47,868	3,348

Website Traffic

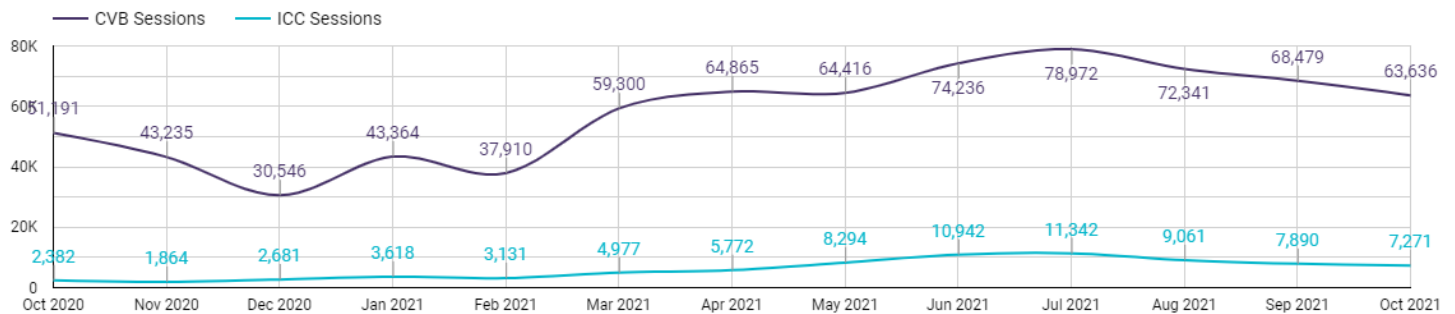
Combined website traffic increased 66% in FY 20-21 with **760,809 total sessions** and **642,853 total users**, and **1,133,894 pageviews** to both websites. Traffic to the Visit Irving website had 688,855 sessions from 584,265 users, while traffic to the Irving Convention Center website had 71,954 sessions from 58,588 users.

The bounce rate remained low at 26%, indicating that the website and content meet the user's needs. Most website visitors are in the DFW metro, followed by Houston, Chicago, Austin, and San Antonio. 77% of visitors used mobile devices when visiting the Visit Irving website, followed by desktop users at 21%. Only 2% of visitors used tablets when visiting the website.

Website Traffic - Total Sessions

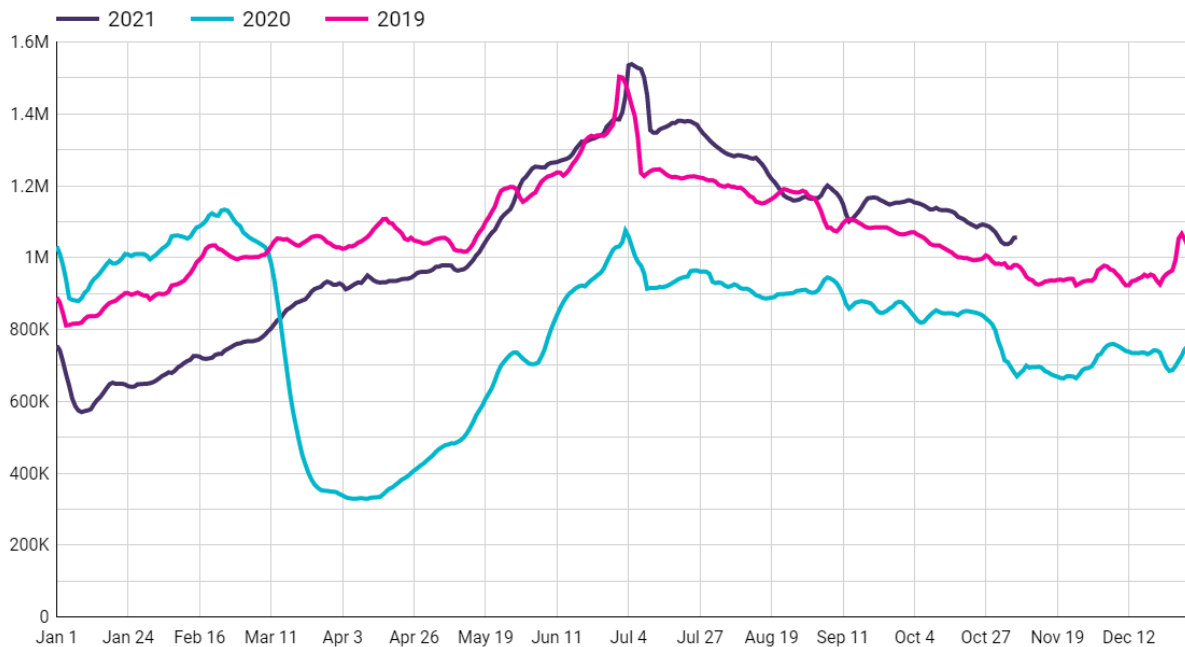


Website Traffic - Sessions by Market



Aggregated data provided by Simpleview continues to show overall website sessions exceeding 2019 levels as sessions continue to remain at their highest levels in history.

Aggregated YOY Overall DMO Website Traffic

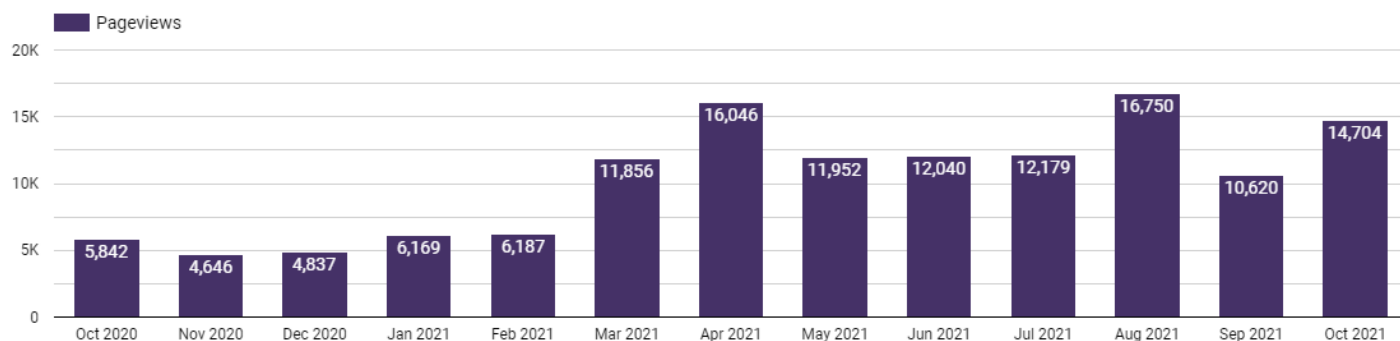


Blog Traffic

The blog had **119,318 pageviews** from **147 blog posts** in FY 20-21. The top five posts were:

1. Top Five Picnic Spots in Irving and Las Colinas – 4,260 pageviews
2. New Irving Eateries You Should Know About – 3,652 pageviews
3. Best Places to Dine with a View in Irving – 3,638 pageviews
4. Dreamy Daycation Destination – 3,206 pageviews
5. Five Ways to Have Fun at Lake Carolyn – 3,018 pageviews

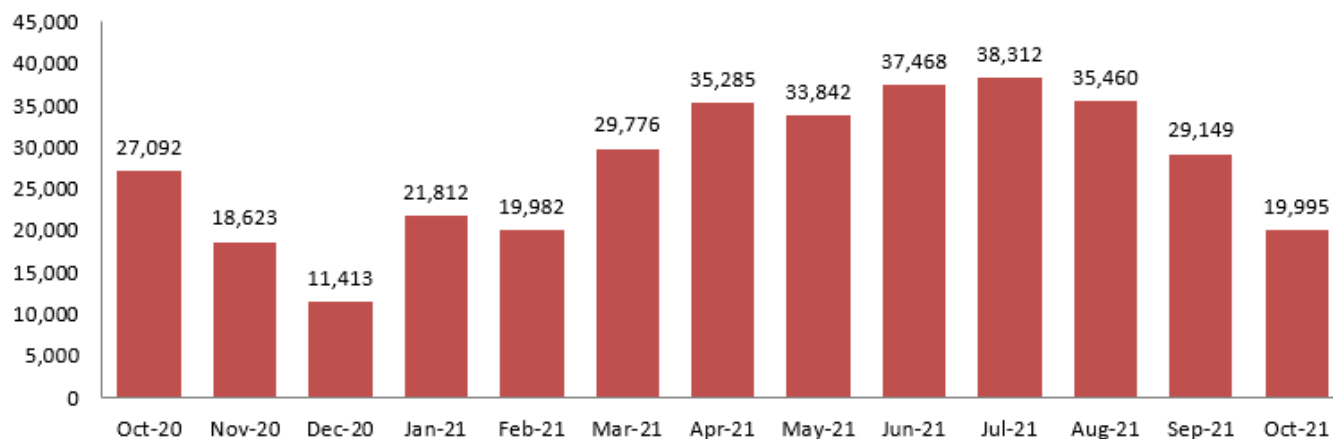
Blog Pageviews



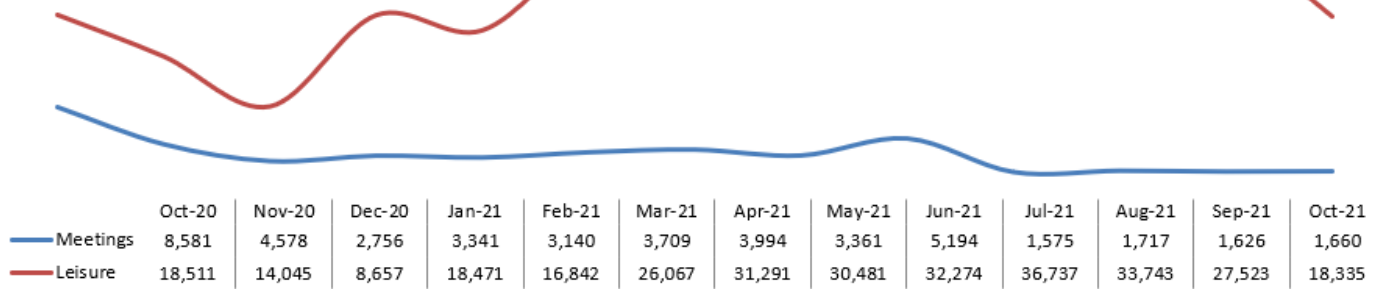
Advertising

In FY 20-21, advertising generated 25,960,635 impressions and **338,214 site visits**. The leisure market generated 294,642 site visits with Facebook/Instagram and paid search performing the best in the leisure market. The meetings market generated 45,232 site visits with paid search, MPI, Connect, Meetings Today, and Northstar performing the best.

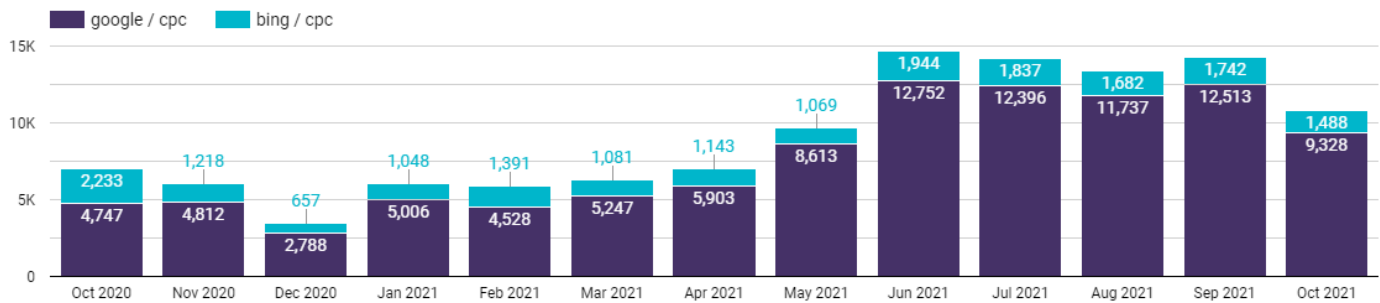
Advertising Engagement



Advertising Engagement - By Market



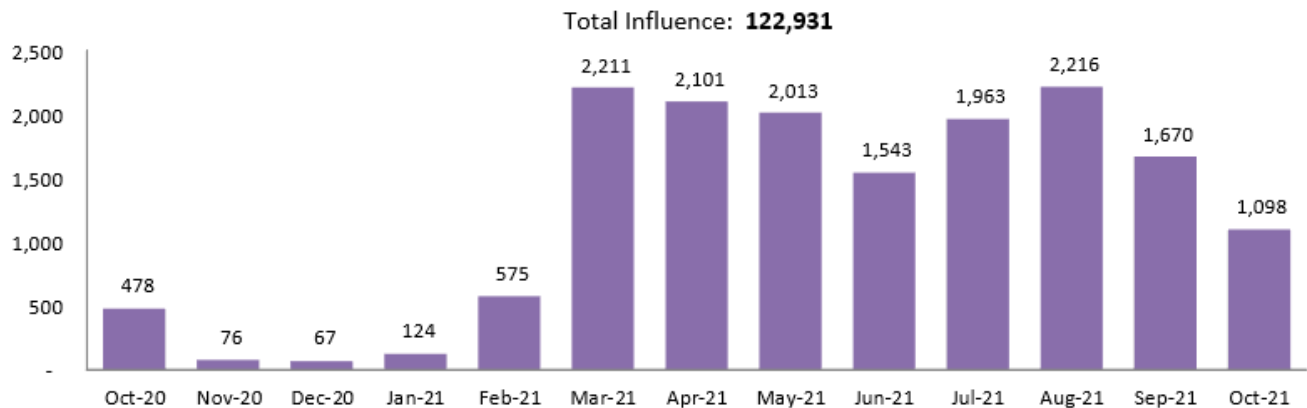
Advertising Engagement - Clicks



Social Media

FY 20-21 saw the addition of **15,037 new social media followers**, which brought total influence to 122,931. Additionally, the Visit Irving Instagram account recently passed the 10,000-follower threshold.

Additional Social Media Followers



Hashtags #VisitIrving
#IrvingRocks

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

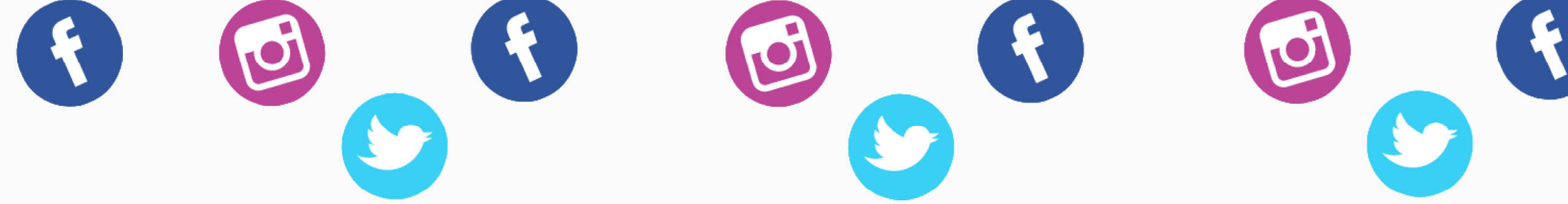
Earned Media

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	83,926,203	635,655,975
ADVERTISING EQUIVALENCY ⁺	\$2,620,995	\$1,591,325	\$821,832	\$776,800	\$5,810,952
PUBLIC RELATIONS VALUE ⁺⁺	\$7,862,985	\$4,773,975	\$2,465,496	\$2,330,400	\$17,432,856

*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.



YEAR-END RECAP - 2020-2021

VISIT IRVING & IRVING CONVENTION CENTER SOCIAL MEDIA

FACEBOOK

VISIT IRVING

12,041

26,375,085

NEW FOLLOWERS

IMPRESSIONS

CONVENTION CENTER

0

0

INSTAGRAM

VISIT IRVING

2,889

5,883,809

NEW FOLLOWERS

IMPRESSIONS

CONVENTION CENTER

131

1,545

TWITTER

VISIT IRVING

-78

215,690

NEW FOLLOWERS

IMPRESSIONS

CONVENTION CENTER

-70

157,289



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

STR

Irving's hotel occupancy rate for September was 59.7%, which is lower than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 36.1%, while Texas figures increased 25.1% and the US figures increased 27.6% for the month. Demand for the current period increased 37.1%, and YTD has increased 36.6% over last year, while STR data reflects a 36.1% increase for the current period and a 33.9% increase in YTD occupancy compared to 2020.

For the average daily rate, Irving was \$103.27, up 32.2% in September compared to last year, leaving Irving's YTD average daily rate at \$90.31, up 0.1% over last year.

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

AirBNB

For the month of September, there were 412 available listings in Irving which was a 1.7% increase in listings over last year's figure of 405. The average daily rate for September was \$269.08, which was an increase of 51.86% over last year, with an occupancy percentage of 60.8%, which was an increase of 11.08% compared to last year.

For the hotel comparable subset, the average daily rate for September was \$109.53, an increase of 13.61% from last year, with occupancy at 63.2%, an increase of 14.09% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: September 2021

	Current Month - September 2021 vs September 2020												Year to Date - September 2021 vs September 2020											
	Occ %		ADR		RevPAR		Percent Change from September 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
United States	61.6	48.3	133.11	99.38	82.04	48.01	27.6	33.9	70.9	79.6	5.1	34.1	57.6	44.8	121.74	106.25	70.08	47.58	28.6	14.6	47.3	55.2	5.4	35.5
Texas	60.4	48.2	101.69	80.33	61.39	38.76	25.1	26.6	58.4	63.1	2.9	28.8	59.4	46.1	94.39	85.17	56.04	39.24	28.8	10.8	42.8	49.2	4.5	34.6
Atlanta, GA	61.5	49.1	111.97	80.67	68.83	39.63	25.1	38.8	73.7	80.0	3.6	29.7	59.9	47.7	98.04	89.20	58.75	42.57	25.5	9.9	38.0	45.4	5.3	32.3
Arlington, TX	64.1	51.6	101.76	73.67	65.22	38.05	24.1	38.1	71.4	71.3	-0.0	24.0	64.5	51.9	90.02	75.57	58.04	39.22	24.2	19.1	48.0	51.7	2.5	27.3
Charlotte, NC	58.8	43.2	107.82	78.38	63.38	33.89	35.9	37.6	87.0	96.0	4.8	42.4	54.5	44.5	93.34	88.79	50.84	39.49	22.5	5.1	28.7	39.6	8.4	32.8
Fort Worth, TX+	63.2	48.2	107.74	76.19	68.11	36.70	31.2	41.4	85.6	101.0	8.3	42.1	61.5	47.2	96.48	87.55	59.31	41.35	30.2	10.2	43.4	56.9	9.4	42.4
Frisco, TX+	55.2	35.5	124.46	97.79	68.68	34.74	55.3	27.3	97.7	122.5	12.6	74.8	52.2	36.5	116.65	117.56	60.93	42.89	43.2	-0.8	42.1	75.5	23.5	76.8
Grapevine, TX+	60.2	31.5	171.94	151.90	103.44	47.81	91.2	13.2	116.4	123.5	3.3	97.4	54.8	38.7	179.07	173.36	98.21	67.01	41.9	3.3	46.6	74.1	18.8	68.6
Irving, TX+	59.7	43.9	103.27	78.09	61.65	34.25	36.1	32.2	80.0	82.0	1.1	37.6	57.0	42.6	90.31	90.23	51.48	38.40	33.9	0.1	34.1	36.3	1.7	36.1
Nashville, TN	65.5	39.3	157.02	91.18	102.88	35.88	66.5	72.2	186.8	201.4	5.1	75.0	57.4	41.8	128.97	107.96	74.05	45.13	37.4	19.5	64.1	78.8	8.9	49.7
Phoenix, AZ	62.5	48.0	124.38	89.22	77.77	42.87	30.1	39.4	81.4	92.1	5.9	37.8	61.2	50.6	121.19	120.45	74.19	60.97	20.9	0.6	21.7	30.2	7.0	29.4
San Jose, CA+	57.5	40.5	119.81	104.49	68.95	42.31	42.1	14.7	62.9	53.9	-5.5	34.2	46.8	39.9	109.96	143.79	51.43	57.38	17.2	-23.5	-10.4	-11.6	-1.4	15.6

Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	69.6	143.30	99.71	56.2	117.11	65.77	US	47.7	40.2	107.0	28.6	8.6	39.6
Texas	65.7	105.97	69.67	59.2	92.24	54.60	Texas	49.7	38.6	107.5	30.3	6.3	38.4
Irving	65.6	98.71	64.73	56.2	87.07	48.95	Irving	91.6	37.5	163.4	31.3	-7.6	21.3
Best USA	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Grpvine	Nshville	Nshville	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	69.0	227.7	43.4	13.8	42.5
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	51.9	189.4	43.4	13.8	42.5
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: September 2021

	Current Month - September 2021 vs September 2020												Year to Date - September 2021 vs September 2020											
	Occ %		ADR		RevPAR		Percent Change from September 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+	59.7	43.9	103.27	78.09	61.65	34.25	36.1	32.2	80.0	82.0	1.1	37.6	57.0	42.6	90.31	90.23	51.48	38.40	33.9	0.1	34.1	36.3	1.7	36.1
Luxury/Full Service Irving+	56.1	34.7	148.50	113.50	83.36	39.42	61.6	30.8	111.5	111.8	0.2	61.9	46.5	33.6	129.42	135.07	60.21	45.41	38.4	-4.2	32.6	37.8	3.9	43.9
All Suite/Extended Stay Irving+	62.2	54.4	84.35	67.34	52.47	36.65	14.3	25.3	43.2	39.5	-2.6	11.3	66.1	50.1	76.17	77.05	50.31	38.57	32.0	-1.1	30.4	28.3	-1.7	29.8
Limited Service Irving+	60.4	43.0	90.38	69.26	54.56	29.81	40.3	30.5	83.0	109.6	14.5	60.6	61.9	41.4	83.96	91.08	51.94	37.75	49.2	-7.8	37.6	45.2	5.5	57.5
Budget Irving+	62.2	46.8	59.33	49.94	36.88	23.37	32.9	18.8	57.8	57.8	-0.0	32.8	59.9	49.2	58.45	51.46	35.00	25.34	21.6	13.6	38.2	37.9	-0.2	21.4
Las Colinas+	58.8	41.2	126.11	87.75	74.11	36.15	42.6	43.7	105.0	109.7	2.3	45.9	54.0	41.0	102.72	103.75	55.45	42.58	31.5	-1.0	30.2	38.8	6.6	40.2
DFW North+	59.7	44.7	93.11	75.83	55.63	33.92	33.5	22.8	64.0	64.8	0.5	34.2	58.0	41.7	85.07	88.12	49.38	36.70	39.4	-3.5	34.5	30.7	-2.8	35.4
DFW South+	61.1	46.7	81.96	68.15	50.04	31.85	30.7	20.3	57.1	57.1	0.0	30.7	60.4	45.7	79.39	75.46	47.92	34.52	31.9	5.2	38.8	38.7	-0.1	31.8
Full Service Las Colinas+	57.9	23.3	189.04	161.15	109.45	37.55	148.5	17.3	191.5	191.5	0.0	148.5	41.0	27.6	166.62	181.35	68.31	50.06	48.5	-8.1	36.4	52.3	11.6	65.8
Limited Service Las Colinas+	59.4	55.2	79.98	63.49	47.52	35.06	7.6	26.0	35.5	41.1	4.1	12.0	63.7	50.4	71.82	74.20	45.78	37.38	26.5	-3.2	22.5	26.3	3.1	30.5
Full Service DFW North+	52.7	39.6	122.64	103.49	64.60	40.97	33.1	18.5	57.7	58.5	0.5	33.7	43.5	33.3	114.46	126.79	49.83	42.22	30.7	-9.7	18.0	14.2	-3.2	26.5
Limited Service DFW North+	63.9	48.4	77.23	60.99	49.38	29.51	32.1	26.6	67.3	68.2	0.5	32.8	66.6	47.4	72.61	69.73	48.38	33.05	40.5	4.1	46.4	42.4	-2.7	36.7
Full Service DFW South+																								
Limited Service DFW South+	62.6	44.5	76.09	62.65	47.60	27.89	40.5	21.4	70.7	70.7	0.0	40.5	59.4	45.8	73.50	69.09	43.63	31.64	29.6	6.4	37.9	37.7	-0.1	29.4

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	60.8	54.7	269.08	177.19	163.63	97.01	11.08	51.86	68.68	91.2	17.3	24.4	60.1	61.63	214.72	177.37	129.10	109.32	-2.45	21.06	18.10	10.8	-6.8	-7.5
Hotel Comparable	63.2	55.38	109.53	96.42	69.21	53.40	14.09	13.61	29.62	36.5	5.3	20.1	59.4	62.90	99.37	102.37	59.06	64.39	-5.50	-2.93	-8.27	-19.6	-12.3	-17.1

Available Listings	2021	2020	% Chg
Entire Place	256	226	13.3
Private Room	117	160	(26.9)
Shared Room	39	19	105.3
Total Available Listings	412	405	1.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12871	11443
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	31	3617	3510
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2437	1716
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4085	4085
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	21	21	2377	2377
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385	58.3	232,397	548,517	33.3%	-20.8%	33.4%	-20.7%
April	22.6	79,279	771,664	58.0	223,663	772,180	182.1%	0.1%	157.4%	-1.9%
May	27.1	98,249	869,913	62.1	245,810	1,017,990	150.2%	17.0%	125.7%	12.9%
June	33.4	127,470	997,383	64.8	248,066	1,266,056	94.6%	26.9%	95.1%	23.2%
July	34.3	135,465	1,132,848	65.6	259,433	1,525,489	91.5%	34.7%	91.6%	31.3%
August	39.7	156,844	1,289,692	59.6	235,957	1,761,446	50.4%	36.6%	50.9%	33.6%
September	44.0	168,128	1,457,820	59.7	230,535	1,991,981	37.1%	36.6%	36.1%	33.9%
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

September 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL	86.32	40.0%	78.45	-26.0%	58.0%	157.4%	50.2%	-1.9%	50.05	260.2%	39.36	-27.4%
MAY	92.37	49.4%	81.82	-19.0%	62.1%	125.7%	52.6%	12.9%	57.39	237.1%	43.07	-8.6%
JUNE	96.63	36.2%	84.73	-12.8%	64.8%	95.1%	54.6%	23.2%	62.61	165.7%	46.29	7.4%
JULY	98.71	37.5%	87.07	-7.6%	65.6%	91.6%	56.2%	31.3%	64.73	163.4%	48.95	21.3%
AUGUST	99.00	32.9%	88.65	-3.4%	59.6%	50.9%	56.7%	33.6%	59.05	100.5%	50.22	29.0%
SEPTEMBER	103.27	32.2%	90.31	0.1%	59.7%	36.1%	57.0%	33.9%	61.65	80.0%	51.48	34.1%
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 87.11 -11.8% Occupancy 51.7% 2.0% RevPAR 45.00 -10.0%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL	90.98	43.9%	83.50	-11.8%	62.5%	127.6%	55.3%	13.7%	56.82	227.4%	46.14	0.3%
MAY	97.00	40.8%	86.83	-4.3%	62.0%	71.9%	56.6%	22.8%	60.09	142.0%	49.16	17.5%
JUNE	101.16	31.6%	89.55	1.2%	65.2%	49.3%	58.1%	27.1%	65.94	96.5%	52.00	28.5%
JULY	105.97	38.6%	92.24	6.3%	65.7%	49.7%	59.2%	30.3%	69.67	107.5%	54.60	38.4%
AUGUST	100.48	27.1%	93.46	8.9%	59.7%	23.8%	59.2%	29.4%	60.02	57.3%	55.37	40.9%
SEPTEMBER	101.69	26.6%	94.39	10.8%	60.4%	25.1%	59.4%	28.8%	61.39	58.4%	56.04	42.8%
OCTOBER												
NOVEMBER												
DECEMBER												

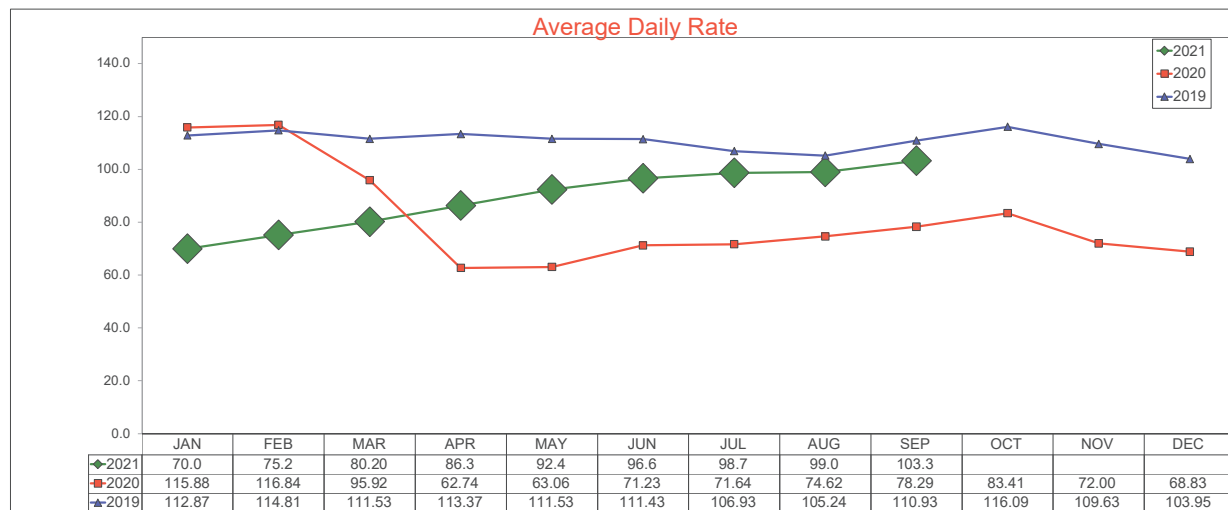
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL	110.34	51.1%	102.58	-12.8%	57.5%	136.1%	49.2%	7.8%	63.46	256.8%	50.45	-6.0%
MAY	117.69	48.4%	106.35	-5.1%	59.3%	78.6%	51.3%	18.6%	69.81	165.1%	54.56	12.6%
JUNE	129.00	39.7%	111.08	2.0%	66.1%	56.4%	53.8%	24.9%	85.31	118.4%	59.77	27.4%
JULY	143.30	40.2%	117.11	8.6%	69.6%	47.7%	56.2%	28.6%	99.71	107.0%	65.77	39.6%
AUGUST	137.57	33.5%	120.16	12.1%	63.2%	29.7%	57.0%	28.7%	86.88	73.2%	68.55	44.3%
SEPTEMBER	133.11	33.9%	121.74	14.6%	61.6%	27.6%	57.6%	28.6%	82.04	70.9%	70.08	47.3%
OCTOBER												
NOVEMBER												
DECEMBER												

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

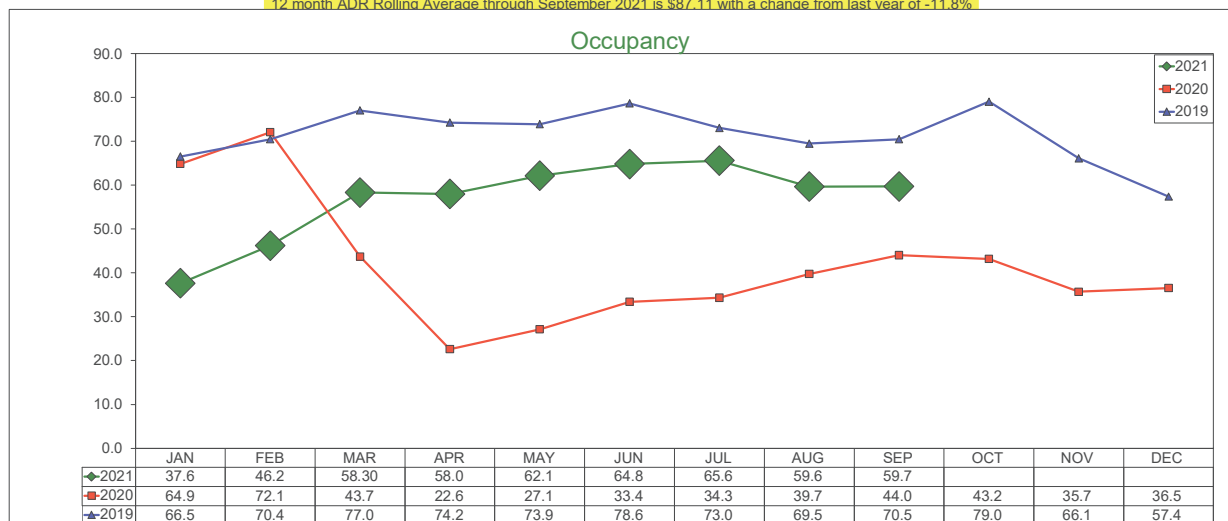
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

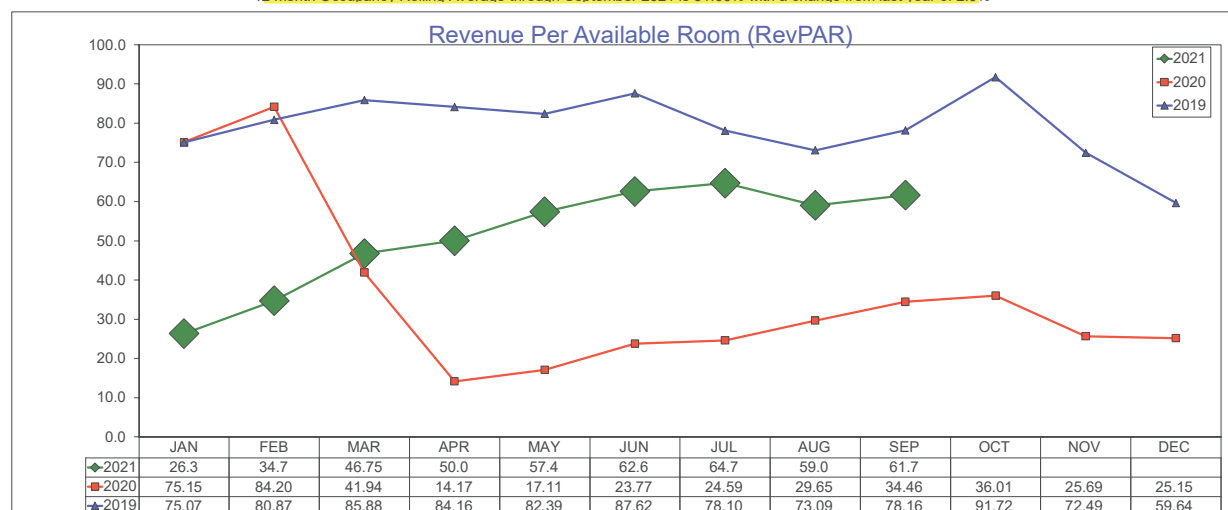
September 2021



12 month ADR Rolling Average through September 2021 is \$87.11 with a change from last year of -11.8%



12 month Occupancy Rolling Average through September 2021 is 51.66% with a change from last year of 2.0%



12 month RevPAR Rolling Average through September 2021 is \$45 with a change from last year of -10.0%

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Monthly & YTD AirDNA Data

September 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL	214.81	17.6%	188.30	7.8%	64.3%	7.7%	56.3%	-9.8%	138.07	26.7%	106.05	-2.7%
MAY	211.07	24.9%	193.72	11.6%	65.8%	-1.5%	58.3%	-7.8%	138.86	23.0%	112.97	2.9%
JUNE	225.42	32.6%	198.70	14.9%	64.8%	3.8%	59.2%	-6.1%	146.04	37.6%	117.72	7.9%
JULY	243.57	26.1%	205.63	16.7%	66.9%	8.0%	60.3%	-4.2%	162.84	36.2%	124.00	11.8%
AUGUST	222.33	18.8%	207.58	17.0%	58.1%	0.0%	60.0%	-3.7%	129.11	18.8%	124.62	12.7%
SEPTEMBER	269.08	51.9%	214.72	21.1%	60.8%	11.1%	60.1%	-2.4%	163.63	68.7%	129.10	18.1%
OCTOBER												
NOVEMBER												
DECEMBER												

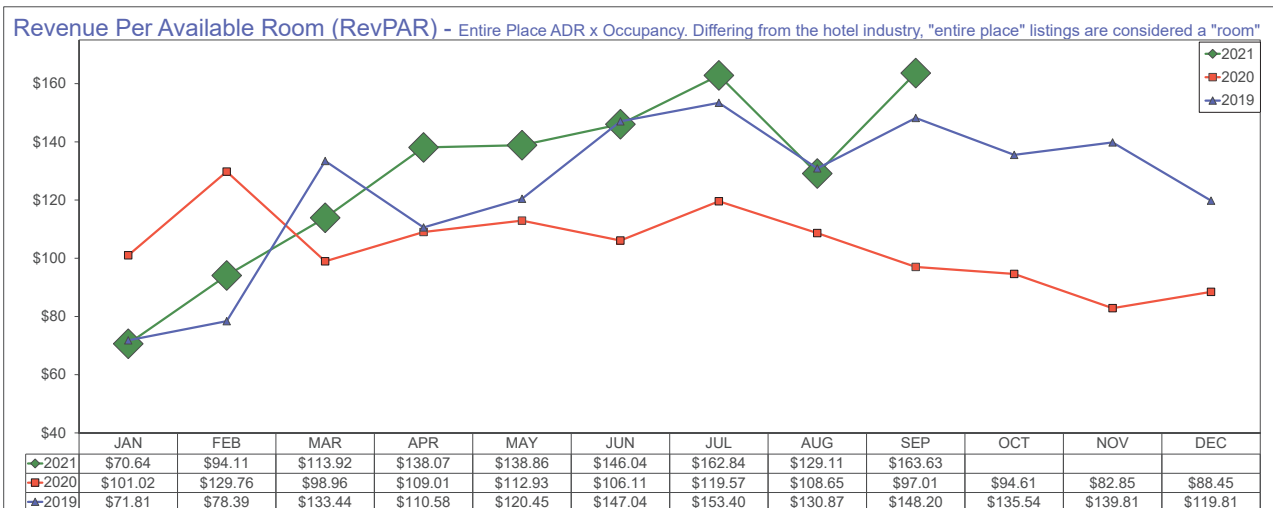
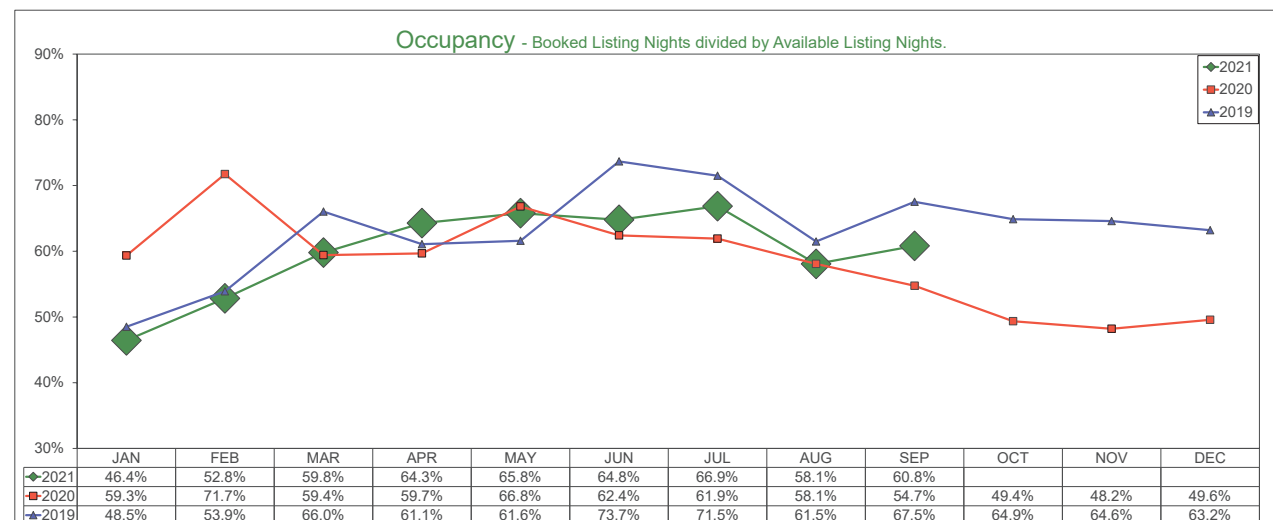
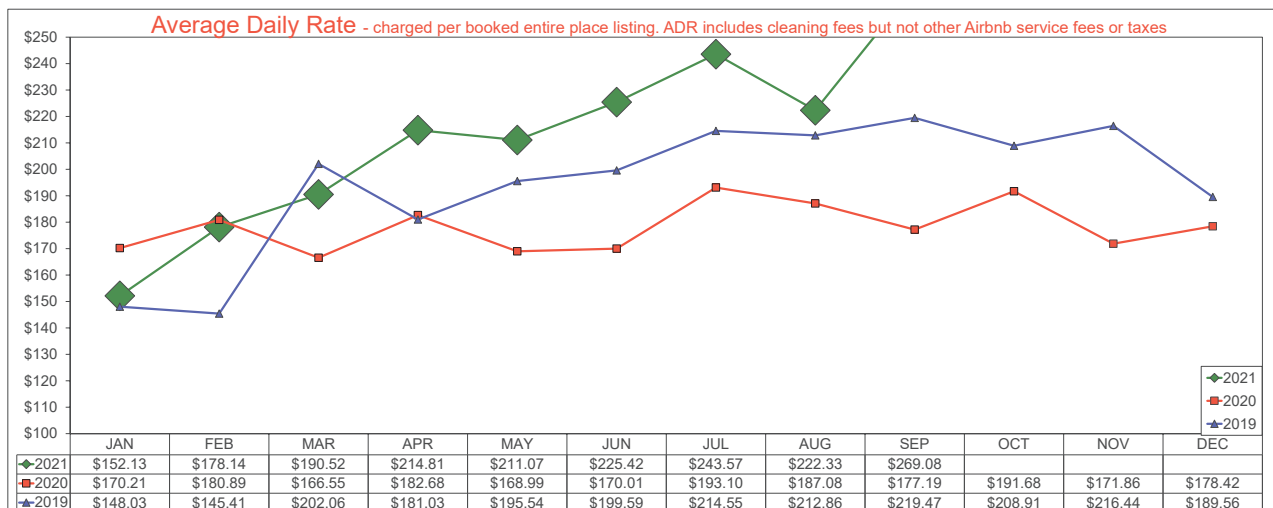
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL	95.58	-10.3%	92.05	-12.3%	61.2%	0.4%	55.3%	-13.8%	58.53	-9.9%	50.86	-24.4%
MAY	101.75	-0.5%	94.19	-9.7%	65.2%	-9.8%	57.2%	-13.2%	66.33	-10.2%	53.86	-21.6%
JUNE	104.99	8.6%	95.80	-6.8%	60.9%	-2.2%	57.7%	-11.4%	63.94	6.1%	55.28	-17.5%
JULY	105.77	-0.2%	97.26	-5.9%	63.5%	4.5%	58.5%	-9.2%	67.20	4.3%	56.89	-14.5%
AUGUST	103.72	4.6%	97.99	-4.8%	62.9%	8.7%	59.0%	-7.4%	65.29	13.7%	57.78	-11.8%
SEPTEMBER	109.53	13.6%	99.37	-2.9%	63.2%	14.1%	59.4%	-5.5%	69.21	29.6%	59.06	-8.3%
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

September 2021

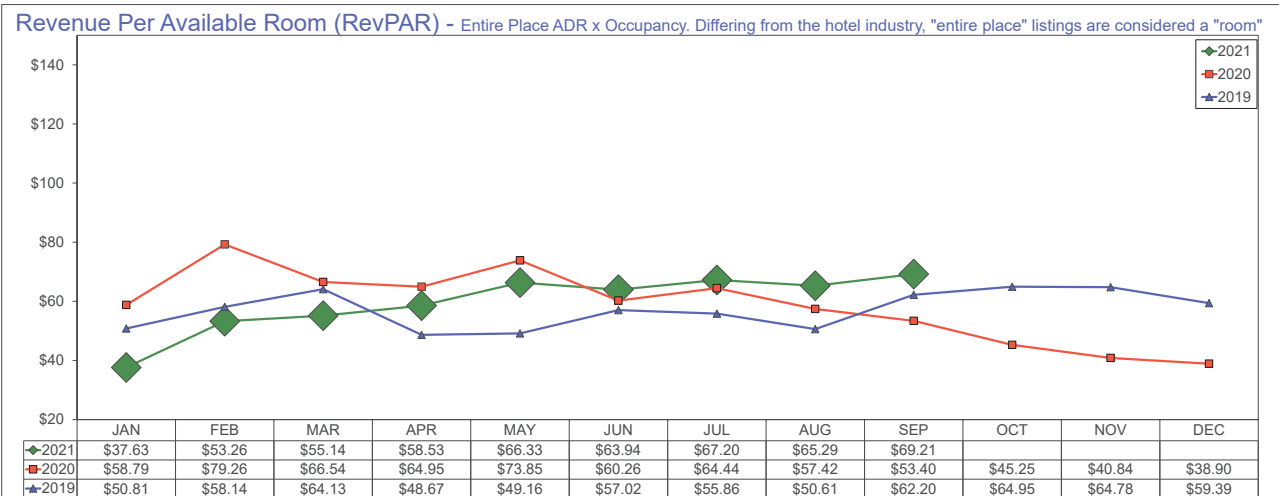
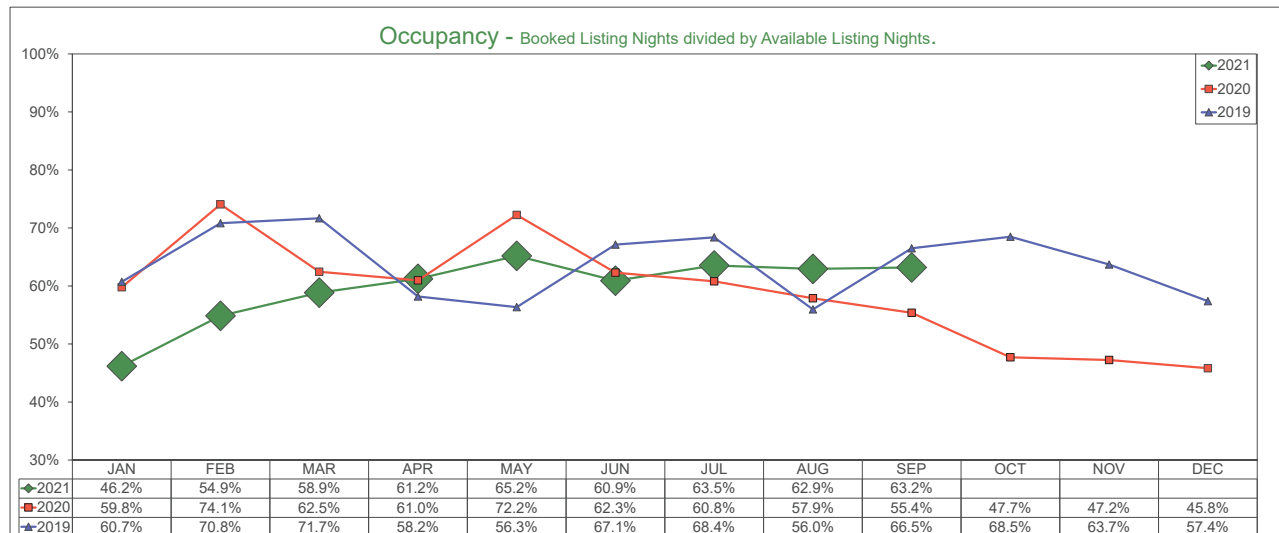
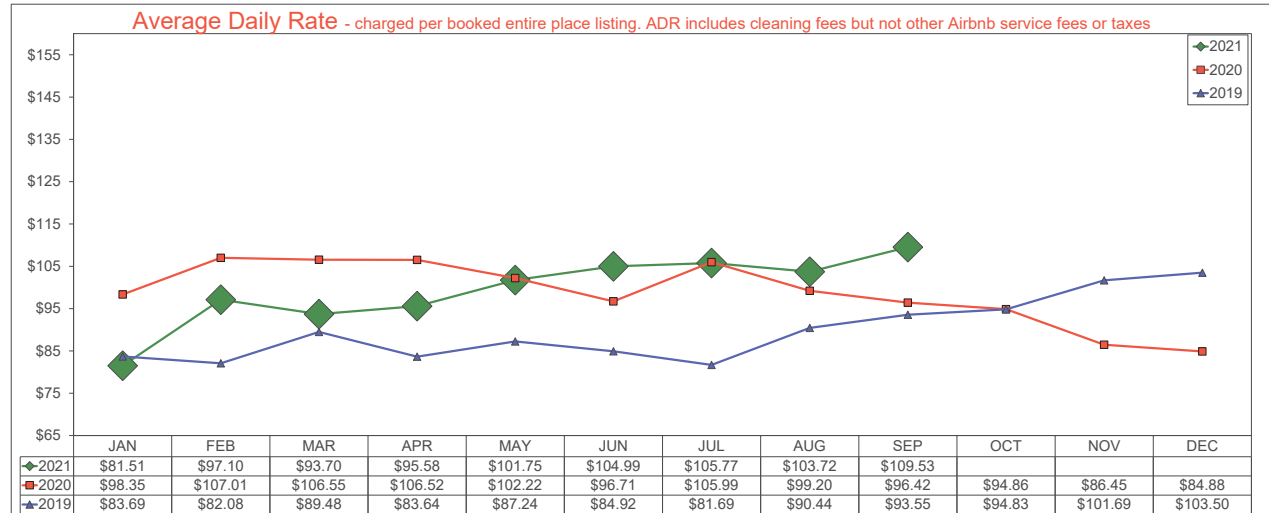
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

September 2021

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



2021 - 2020 - 2019 COMPARISON

Occupancy/ADR/RevPAR

Month	Occ %				ADR				RevPAR		
	2021	2020	2019		2021	2020	2019		2021	2020	2019
January	37.62	64.85	66.51		69.98	115.88	112.87		26.33	75.15	75.07
February	46.20	72.06	70.43		75.17	116.84	114.81		34.73	84.20	80.87
March	58.30	43.72	77.00		80.20	95.92	111.53		46.75	41.94	85.88
April	58.00	22.59	74.23		86.32	62.74	113.37		50.05	14.17	84.16
May	62.10	27.10	73.87		92.37	63.06	111.53		57.39	17.11	82.39
June	65.60	33.37	78.63		98.71	71.23	111.43		64.73	23.77	87.62
July	65.60	34.32	73.04		98.71	71.64	106.93		64.73	24.59	78.10
August	59.60	39.74	68.79		99.00	74.62	105.30		59.05	29.65	72.44
September	59.60	44.01	70.15		103.46	78.29	110.85		61.66	34.46	77.76
October		43.17	79.07			83.41	116.05			36.01	91.76
November		35.68	66.12			72.00	109.63			25.69	72.49
December		36.54	57.38			68.83	103.95			25.15	59.64

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

CONVENTION CENTER MANAGEMENT REPORTS



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

November 8, 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 – September 2021**

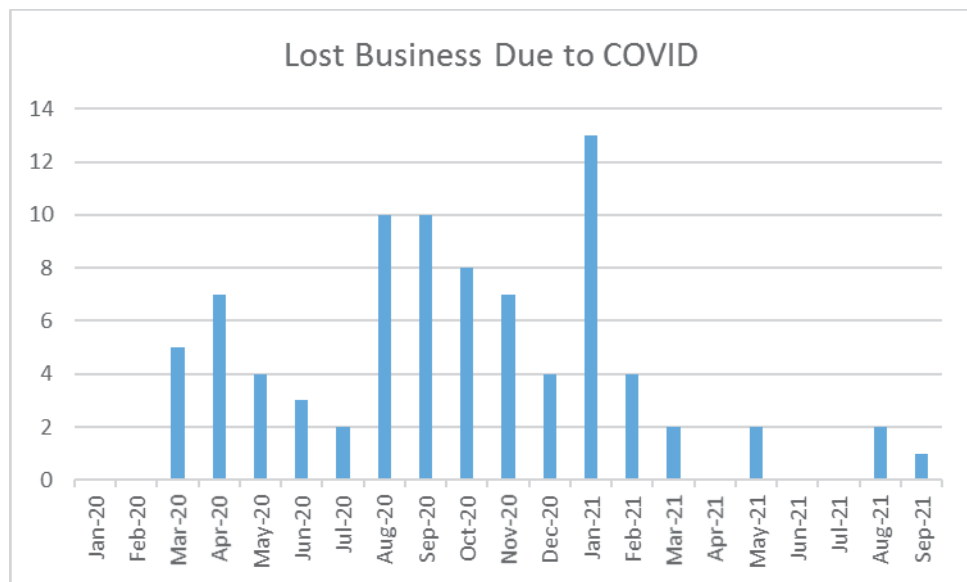
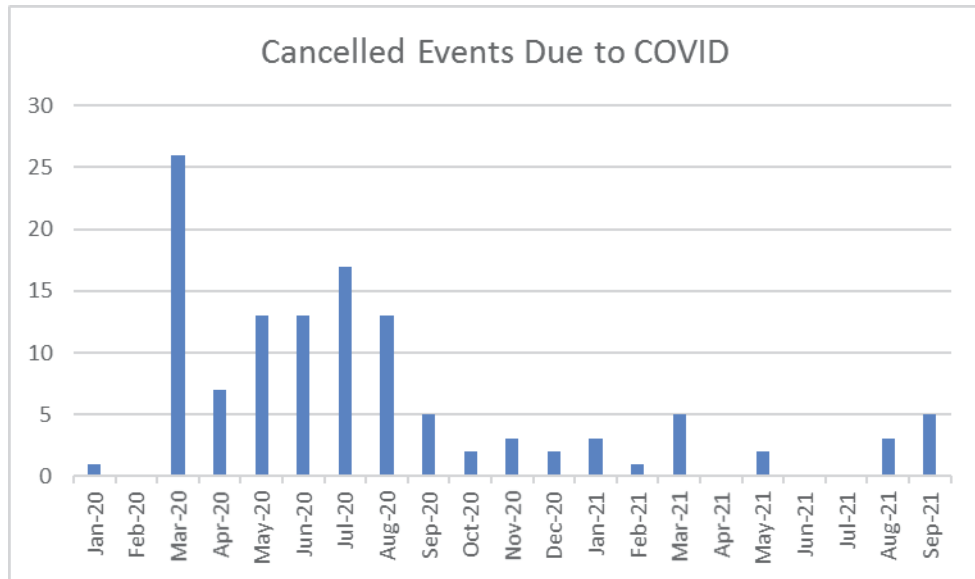
Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	58,206	132,775	23,255	750,523	1,325,314	439,853
Ancillary Income	559,050	428,688	88,215	1,344,948	2,167,798	2,807,863
Total Event Income	617,256	561,463	111,470	2,095,471	3,493,112	3,247,716
Other Income	119,363	46,625	24,746	465,422	383,000	619,254
Adjusted Gross Income	736,619	608,088	136,216	2,560,893	3,876,112	3,866,970
Indirect Expenses	(391,302)	(558,544)	(509,572)	(4,374,612)	(5,271,112)	(5,804,607)
Net Income (Loss)	345,317	49,544	(373,356)	(1,813,719)	(1,395,000)	(1,937,637)




- Total direct event income consisted of rental and service revenue from the sixteen revenue-producing events we had for the month: Technology Prayer, The Great Harvest, Texas Funeral Directors Assn, The Sneaker Exit, TPMA, Plunder, DFW Fraud, PriMed, QuikTrip, Innotech, LifeStyles Unlimited, Enterprise Staffing Services, Fire Fighter Exam, Body Building, NTBA, and ABAT.
- Due to COVID-19, there were five groups whose business we either lost or who moved to FYE22. Their combined minimum revenue would have been \$201,900.
- Other operating income includes September's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$167,242.
- Overall, the ICC surpassed budget by \$295,773.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	714,761	528,630	126,464	1,538,651	2,317,062	3,706,818
Net Income/(Loss)	497,601	375,629	(86,905)	967,764	1,692,909	2,470,393
Net Income/(Loss) %	69.62%	71.06%	-68.72%	62.90%	73.06%	66.64%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
20	103	12,315	96,956
Current Year	Current Year	Current Year	Current Year
2	138	2,520	109,179
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,025	21,031	3	80%
Current Year	Current Year	This Month	Current Month
215	25,156	11	94.7%
Prior Year	Prior Year	Year to Date	Year to Date




November 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 Halloween International Academy ... International Academy of Sleep... Definite  MC OOO	1	2 AATC Maintenance Mania Apartment Association of Tarran... Definite	3 Jim Millerman Insurance Convention IIAD 2021 Independent Insurance Agents of Dallas Definite	4 MDA Uncork a Cure Muscular Dystrophy Association - USA National Headquarters Definite	5 GRACE Grapevine Relief & Community Exchange (GRACE) Definite Great American Franchise Expo Great American Franchise Expo Definite	6 Sneaker Exit The Sneaker Exit Definite
7 End of daylight saving time Great American Franchis... Great American Franchise Expo Definite GRACE Grapevine Relief & Community ... Definite	8	9	10 Go Irving! Irving Independent School District Definite	11 Veteran's Day North Texas Commissio... North Texas Commission Definite	12 FPA Career Day & Chapte... Financial Planning Association o... Definite Express Cheer Express Cheer Definite ICVB Executive Committ... ICVB Definite Home Staging and Redesign Home Staging & Redesign Association Definite	13
14 Express Cheer Express Cheer Definite Home Staging and Redes... Home Staging & Redesign Assoc... Definite	15 ICVB Board of Directors ... ICVB Definite	16	17 Accounting Meeting Irving Convention Center Tentative 1 - Internal	18 USA Judo Dallas Invitational and National Presidents Cup 2021 USA Judo Definite Preserve Halloween Festival Halloween Preservation Society / Humble Enterprises Definite	19  TY Out	20  TY Out

November 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21 Preserve Halloween Fest... Halloween Preservation Society... Definite USA Judo Dallas Invitati... USA Judo Definite TY Out	22	23	24	25 Thanksgiving	26	27
28	29 Vistage Executive Summit 2021 Vistage International, Inc. Definite Vistage Non-Compete	30 Vistage Non-Compete	1 DFW Business Group on Health DFW Business Group on Health Definite	2	3 SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite Battle of Texas Battle Up Productions (Battle of Texas) Definite	4 Texas Scorecard Empower Texans / Texas Score... Definite

December 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
	Vistage Executive Summit 2021 Vistage International, Inc. Definite		DFW Business Group on Health DFW Business Group on Health Definite		SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite	
					Battle of Texas Battle Up Productions (Battle of Texas) Definite	
	Vistage Non-Compete	Vistage Non-Compete				Texas Scorecard Empower Texans / Texas Score... Definite
5	6	7	8	9	10	11
SWSCC End of Year Event Southwest Society of Cosmetic Chemists Definite		TechMedia TechMedia Definite			UTI Graduation Universal Technical Institute Definite	TNP Holiday Party TNP, Inc. Definite
Sneaker Travelers Expo The Sneaker Travlers Definite	City of Irving Annual Ser... City of Irving Definite			OTD Pinning Ceremony University of St. Augustine for H... Tentative 1	ICVB Executive Committ... Irving Convention Center Definite AM - OOO	Dallas Fan Festival Informa Pop Culture Events Definite
Alpha Kappa Alpha Meet... Alpha Kappa Alpha Tentative 1						Irving Hispanic Chamber... Irving Hispanic Chamber of Co... Definite
Annamaneni Wedding Inquiries Prospect						
12	13	14	15	16	17	18
	ICVB Board of Directors ... ICVB Definite Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	Elevator/Escalator Inspection	
19	20	21	22	23	24	25 Christmas Day
26	27	28	29	30	31	1 New Year's Day
					Irving Cares New Years Eve Party Irving Cares Definite	

January 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 New Year's Day
					Irving Cares New Years Eve Party Irving Cares Definite	
2	3	4	5	6	7	8
						ECi 2022 Sales Kickoff Me... ECi Software Solutions Definite
						Las Colinas Bridal Show Bridal Shows Inc. Definite
9	10	11	12	13	14	15
ECi 2022 Sales Kickoff Meeting ECi Software Solutions Definite						
Las Colinas Bridal Show Bridal Shows Inc. Definite		ICVB Committee Meeting ICVB Tentative 1		Texas Prime Meet Texas Dreams Gymnastics Definite		
16	17 Martin Luther King Jr. Day	18	19	20	21	22
Texas Prime Meet Texas Dreams Gymnastics Definite		DECA District 7 DECA Definite		AVC Convention My Hero Convention AVC Conventions Definite		
					SRC Meeting Storm Consultants, LLC Definite	
					HERNCO Sales Conference D&M Auto Leasing Tentative 1	
23	24	25	26	27	28	29
AVC Convention My Her... AVC Conventions Definite	ICVB Board of Directors ... ICVB Tentative 1	2022 State of the City An... Greater Irving - Las Colinas Cha... Definite		Texas Cornhole League Texas Cornhole League Definite		

January 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
Texas Cornhole League Texas Cornhole League Definite						
365 EduCon presented by SPFest Tech Conferences LLC Definite						
		Financial Planning Assoc... Financial Planning Association o... Definite			Spirit Network Spirit Network Definite	
			 Bell Dinner			FOCUS Conf Fellowship of Catholic Universit... Tentative 1

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 Texas Cornhole League Texas Cornhole League Definite	31	1	2	3	4	5
365 EduCon presented by SPFest Tech Conferences LLC Definite						
		Financial Planning Assoc... Financial Planning Association o... Definite			Spirit Network Spirit Network Definite	
			Bell Dinner			FOCUS Conf Fellowship of Catholic Universit... Tentative 1
6	7	8	9	10	11	12
Red Raider Roadshow Texas Tech University Definite	Comerica Ignite Conf Comerica Corporate Headquarters Definite				Express Cheer Express Cheer Definite	
Spirit Network Spirit Network Definite Atos IT	Atos IT	ICVB Committee Meeting ICVB Tentative 1 Atos IT		Irving Cares Love Your N... Irving Cares Tentative 1	Local Small Business Sh... Distinctive Events Tentative 1	
13	14 St. Valentine's Day	15	16	17	18	19
Express Cheer Express Cheer Definite	Grocer's Supply Food Show The Grocer Supply Company, Inc. Definite				NEDRP Coterie Spark Definite	
SuperBowl	Vistage Executive Summit 2022 Vistage International, Inc. Definite					

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21 President's Day	22	23	24	25	26
Sneaker Exit The Sneaker Exit Definite		Texas Radiological Society 109th Annual Meeting Texas Radiological Society Definite				
TEXO Foundation Student Competition TEXO Association Tentative 1		See Matt Irving Convention Center Tentative 1 - Internal		Texas Radiology Business Management Association Cha... Infinity Events Group Definite		
	Las Colinas Women's Ass... ICVB Tentative 1	WEAT Technical Seminar Water Environment Association ... Tentative 1				
		Boards and Commission... City of Irving Tentative 1				
	CT Productions - Tradeshow CT Productions LLC Prospect					
	📅 7th Sense - EH	📅 7th Sense - EH	📅 7th Sense - EH	📅 7th Sense - EH	📅 7th Sense - EH	📅 7th Sense - EH
27	28	1	2	3	4	5
Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite			Camden Awards Luncheon Camden Definite	North Texas Teen Book Festival City of Irving Definite		
Texas Radiological Socie... Texas Radiological Society Definite						



Irving Cares

PRESENTS

FIRST ANNUAL
CITY-WIDE

NEW YEAR'S EVE

PARTY

DECEMBER 31
IRVING CONVENTION CENTER

• 500 WEST LAS COLINAS BOULEVARD, IRVING, TX 75039

FEATURING

8-10PM | RICKI DEREK AND HIS 16-PIECE BAND
10PM-1AM | DJ TO WELCOME 2022

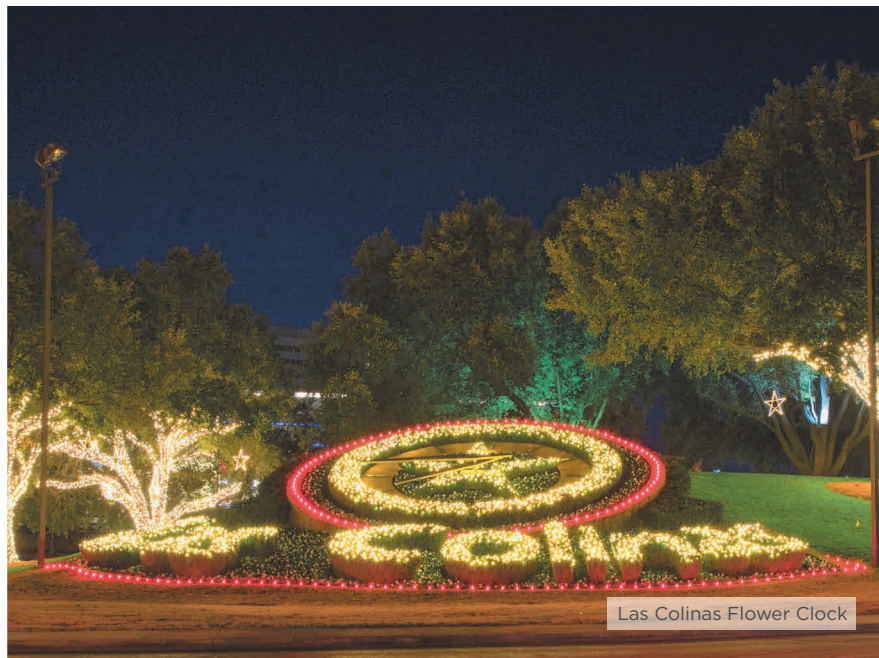
BUY TICKETS NOW: BIDPAL.NET/NYE

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

INDUSTRY REPORTS / BOARD PARTNERS

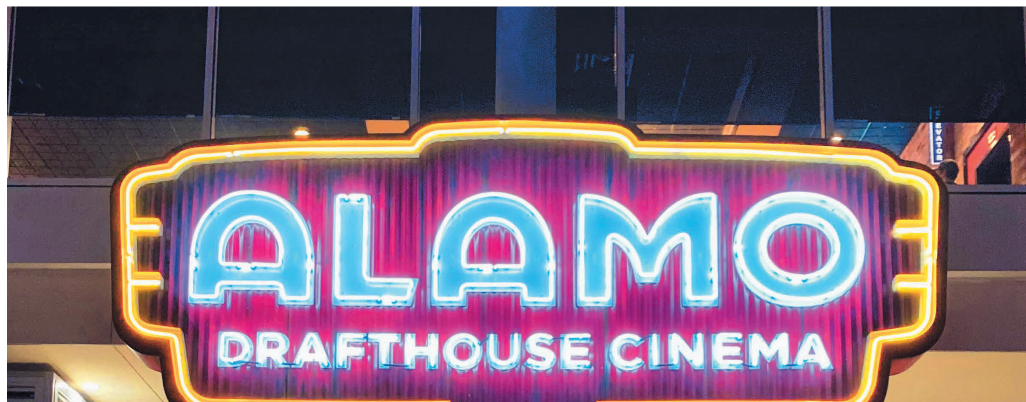


Paws Colinas 5k-9 run/walk



Las Colinas Flower Clock

THE HOLIDAYS ARE HERE
HOLIDAY MARKETPLACE, LIGHTING UP LAS COLINAS,
WAYFINDING SIGNAGE UNVEILING AND MORE



The Irving Bakery



Alamo Drafthouse Cinema



SHOP 40+ LOCAL VENDORS AND RETAILERS!

CURATED BY  Lively Local Markets

FREE
ENTRY

photos
WITH
SANTA

HOT
cocoa
AND
cookies

ICE
skating

holiday
CRAFTS

LAS COLINAS
Holiday
IN THE
PLAZA

MARKETPLACE

LIVE
music

Ferris WHEEL
and MORE!

TOY
DRIVE

BRING A NEW,
UNWRAPPED TOY
TO DONATE

SCAN TO LEARN MORE



* SATURDAY *

DECEMBER 4TH • 10:30 AM-3 PM

LEVY EVENT PLAZA | 501 E LAS COLINAS BLVD.

PRESENTED BY



SPONSORED BY



The 2. CHEER Starts HERE.

NOVEMBER



Nov. 18

Spa'Liday Trunk Show

Four Seasons Resort and Club Dallas at Las Colinas Spa

Shop 'til you drop at the Well & Being Spa holiday pop-up shop on November 18th from 10 a.m. to 6 p.m. The pop-up shop will feature BENE Italian leather handbags, Natura Bisse, Oribe and more. Purchase Four Seasons gift cards for the ultimate stocking stuffers.



Nov. 25

Thanksgiving Brunch

Four Seasons Resort and Club Dallas at Las Colinas

LAW restaurant will serve a five-course prix fixe menu with a selection of Thanksgiving classics on Thursday, November 25th. Menu items include traditional roasted turkey, herb crusted rack of lamb, honey glazed ham benedict, pecan pie, apple pie and pumpkin pie. Make your reservations by calling LAW at 972-717-2420.



Nov. 25

Irving Turkey Trot

Toyota Music Factory

The Irving Marathon Running Series presents the Annual Irving Turkey Trot on Thursday, November 25th. The race has 8-mile, 5k and 1-mile options. Your participation in the race will benefit the Baylor Scott & White Irving Foundation. To register and learn more visit IrvingMarathon.com.

DECEMBER



Dec. 4

Holiday in the Plaza

Levy Events Plaza

Check off everything on your holiday to-do list at the Holiday in the Plaza marketplace presented by the Las Colinas Association on Saturday, December 4th in Levy Events Plaza. The free event will feature over 40 vendors, a Ferris wheel, ice skating, cocoa and cookies, photos with Santa and more. Bring an unwrapped toy to donate to the Irving Police and Fire Department's Blue Christmas drive. Learn more at LasColinas.org/Holiday.



Dec. 4, 11, 18

Breakfast with Santa

Four Seasons Resort and Club Dallas at Las Colinas

Santa Claus is making stops at the Four Seasons on December 4th, 11th and 18th. Have brunch with Ol' St. Nick and bring him your holiday wish list. To reserve a spot at breakfast with Santa by calling LAW at 972-717-2420.



Dec. 9

Your Dog's Ugly Christmas Sweater Contest

The Ginger Man

The Ginger Man is hosting an ugly Christmas sweater contest for dogs benefiting EPIC Animal Rescue on December 9th. An opportunity to enter raffles, win prizes and adopt a dog will be part of the festivities. For more information, check out their Facebook page at facebook.com/thegingermanx.



Dec. 18

Irving Frost Half Marathon

Toyota Music Factory

The Irving Marathon Running series will host their annual Frost Half Marathon on December 18th. Event distances include a family fun run/walk, 5k run/walk, 10k and a half marathon. The race benefits the Irving Schools Foundation. To register visit IrvingMarathon.com.



COMMUNITY NEWS



Irving ranked seventh best place to live in Texas

Inquirer.net used the factors of local job market, real estate prices and affordability for their study of the best places to live in Texas. Irving-Las Colinas was ranked seventh on their list of the best cities to call home in Texas.

Alamo Drafthouse reopens

Alamo Drafthouse reopened October 1st, after much anticipation from avid moviegoers. Located in the heart of the Toyota Music Factory, Alamo Drafthouse offers an elevated movie-going experience with in-theatre dining.



Irving is the second most diverse city in U.S.

According to personal finance website, Finder, Irving is the second-most culturally diverse city in the U.S. Finder used factors of cultural diversity which included sex, race, ethnicity, age, language, place of birth and citizenship of residents.

National Night Out

On October 5th, communities were invited to host block parties and meet their neighbors for National Night Out. LCA Security Services visited Waterside Village and University Hills' celebrations along with Irving Police and Fire departments.



ICTN celebrates 40 years

The celebration of Irving Community Television Network's 40th anniversary kicked off with their 40 for 40 challenge. Viewers were encouraged to bike, walk or run 40 miles in 40 days. The Irving Archives and Museum hosted a panel of current and previous crew members along with an exhibit.

Four Seasons hires new executive chef

Four Seasons Resort and Club Dallas at Las Colinas hired new executive chef, Nicholas Trosien in October. Trosien is a graduate of Le Cordon Bleu and has worked for Four Seasons properties around the world. He will now oversee all Four Seasons concepts on property as well as the expansive banqueting operation.





BUSINESS NEWS



Curative to open HQ in Toyota Music Factory

Curative Talent will be occupying over 500,000 square feet in the Toyota Music Factory development. Curative plans to move into the space in 2022. The offices will be custom-designed by Dallas-based architecture firm Corgan and will feature amenities like folding glass walls and indoor basketball facilities.



Vizient is one of the best workplaces for women

Fortune and *Great Place to Work US* ranked Irving-Las Colinas based Vizient, Inc. as one of the “Best Workplaces for Women in 2021”. This is Vizient’s first time being named to this prestigious list. The Best Workplaces for Women award is based on analysis of survey responses from more than 5.6 million current U.S. employees.



NYLO Las Colinas celebrates renovation

The NYLO Las Colinas hotel was fully revitalized in 2020 and to celebrate they held a ribbon cutting celebration hosted by the Irving-Las Colinas Chamber of Commerce on October 21st. This boutique hotel offers 200 loft-style guestrooms, flexible meeting and restaurant space with an outdoor courtyard pool terrace.



Irving Bakery ribbon cutting celebration

Las Colinas’s newest sweets stop celebrated their grand opening with a ribbon cutting celebration hosted by the Irving-Las Colinas Chamber of Commerce on October 5th. The Irving Bakery creates a wide selection of cookies, macaroons, breads, custom cakes and other sweets. The Irving Bakery is located at 925 West John Carpenter Freeway.



Three California companies move HQs to Las Colinas

McKesson Corporation, Vio Security and DealerSocket have all planted corporate flags in Las Colinas. McKesson is the nation’s largest pharmaceutical distributor, Vio Security is a home security company and DealerSocket helps automobile dealers with management software and customer relationship management.



LAS COLINAS UNLEASHES THE PAWS COLINAS 5K-9

To celebrate the grand opening of the Paws Colinas dog park, the Las Colinas Association in partnership with the Irving Marathon Running Series launched the first-ever Paws Colinas 5K-9.



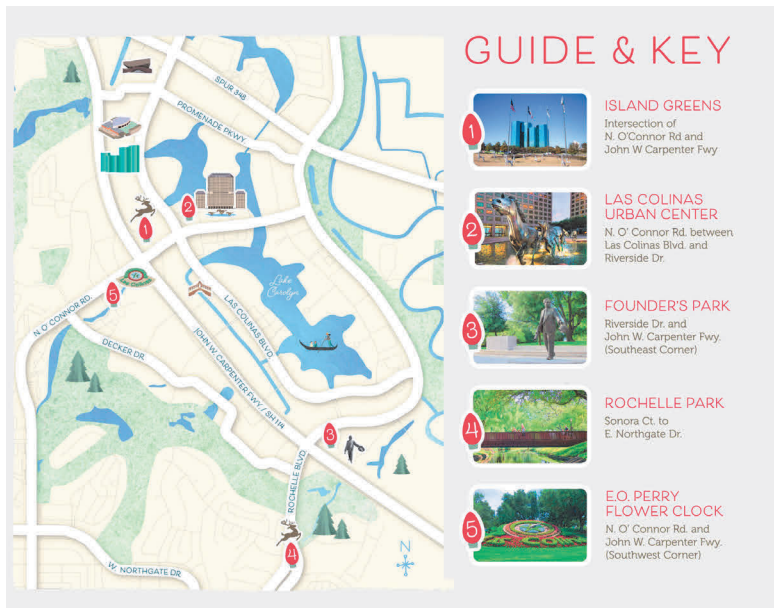
The inaugural race, which featured a 5K and 1-mile fun run, debuted on Saturday, October 9th at the Paws Colinas dog park, with nearly 300 runners and eager pups. With easy access to Champion Trail, runners and their pets were able to take advantage of a race course with plenty of shade and scenic views.

The post-race party and awards ceremony featured a customized, picture-perfect podium and plenty of perks to keep pups and parents entertained. **YogaSix** hosted pre-race stretches and post-race yoga, **Kitchen 101** fueled runners with breakfast tacos while **Three Dog Bakery** treated pups to customized biscuits. Participants were able to cool down with bubbles and brew while exploring the on-site expo featuring Erickson Dental, Jefferson Lumen, Air One, race beneficiary, **Irving Schools Foundation**, and the official Paws Colinas veterinary partner, **CityVet Las Colinas**. CityVet hosted participant packet pick-up and offered helpful tips and wellness checks to make sure all dogs were race day ready.

Custom medals for parents and pooches were provided to all runners once they hit the finish line. First, second and third place trophies were awarded to top male and female large dog runners as well as top male and female small dog runners. Mantle-worthy trophies were also awarded to the fastest overall runners and the best dressed pup and parent duo. Professional hype man, Kwame Hall, kept spirits high with non-stop race updates while DJ Leo J didn't miss a beat with his tail-wagging set list.



LCA NEWS AND UPDATES



Lighting up Las Colinas

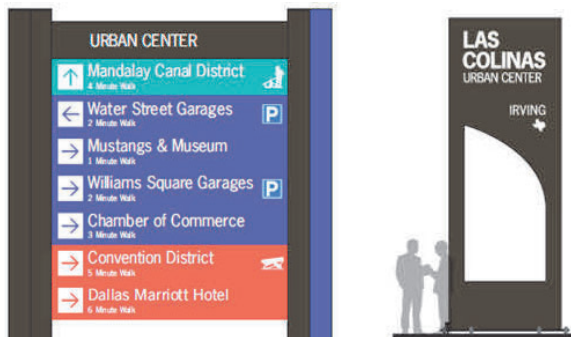
Over 250,000 holiday lights will be on display throughout the Las Colinas Urban Center this holiday season in addition to a herd of 80 reindeer.

Get a sneak preview of the Las Colinas holiday lights when they're turned on in celebration of Diwali, the festival of lights, November 3rd, 4th and 5th. The lights and reindeer will be on full display this holiday season from November 20th through January 10th.

Use our holiday lights guide (displayed on the left) to map out where to find the reindeer herd and experience over a quarter million dazzling lights.

Be on the Lookout: New Wayfinding Signage

Major changes are headed to the Urban Center with the unveiling of extensive wayfinding signage through a partnership between the City of Irving and Las Colinas Association. The Urban Center will be divided into five walkable districts (Convention, Campion, Mustang, Mandalay Canal and Founders) to better identify noteworthy landmarks in Las Colinas. Prominent gateway monuments will be installed welcoming drivers to each defined district. Pedestrians will be aided through a series of directional signs, trail maps and information kiosks, highlighting attractions and businesses within the Urban Center. Installation will begin in November and continue through the end of 2021.



Call for photos



Help us preserve our history. Email your favorite photo and memory of Las Colinas to laisons@lascolinas.org.

LAS COLINAS

THROWBACK



Las Colinas Security

Las Colinas Security has been an integral part of the services LCA provides for their members. Since 1974, Las Colinas security patrol has been the second set of eyes and ears for Las Colinas. In 1983 LCA Security had four patrol cars and had security guards placed in several Urban Center office buildings. The dispatch technology used at the time was state of the art and used the same technology as cable television transmission. Today, LCA Security vehicles patrol Las Colinas 24/7 with added coverage on foot and bike in the Urban Center.



3838 Teleport Blvd.
Irving, Texas 75039-4303



NOVEMBER-DECEMBER
2021



Photo courtesy of Four Seasons Resort and Club Dallas at Las Colinas



liaisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 15, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

From: [Diana Pfaff](#)
To: [ICVBStaff](#); [ICC](#)
Subject: 10,000 and Counting!
Date: Tuesday, October 26, 2021 2:24:03 PM
Attachments: [image001.png](#)
[image002.png](#)

Huge congratulations to Kayla Mansour and Monty White for reaching the magical number of **10,000 followers on Instagram**.

This is a key milestone because once you have 10k followers, Instagram will make it easier for you to get people to your website via Stories with the swipe up to link feature. Swipe up is the only way to get a direct link from your Instagram to your other web properties. And, it's only available in Stories, if you have 10k followers.

If none of that makes sense, don't worry. Just know it's a big deal, and I'm **really, really proud of Kayla** – and our whole team since we all have a little hand in it – but it's primarily been Kayla's baby and she's put so much effort into/done a fantastic job growing the page.

If you're not following, you can find us here ... <https://www.instagram.com/visitirvingtx/>

Diana Pfaff

VP Marketing &
Communications
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Irving, TX 75039
dpfaff@irvingtexas.com
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From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] Dallas approves plan to pay for new or rebuilt downtown convention center
Date: Thursday, October 14, 2021 9:40:39 AM

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Dallas approves plan to pay for new or rebuilt downtown convention center

The deal would allow the city to use hotel taxes typically collected by the state.

Dallas Morning News

Kay Bailey Hutchison Convention Center in downtown Dallas.(Elias Valverde II / Staff Photographer)

The Dallas City Council approved a plan on Wednesday that is expected to pay for a renovated or new downtown convention center.

The deal, which would allow the city to use hotel taxes typically collected by the state, could potentially raise \$2.2 billion for downtown redevelopment projects in and around the Kay Bailey Hutchison Convention Center for 30 years. It's expected to be one of the main funding sources for [a 10-year master plan for the city-owned](#) building on South Griffin Street.

The council unanimously approved designating a three-mile area around the convention center as a "project financing zone." State law has allowed the designation for Dallas and Fort Worth since 2013. The goal is to create zones where hotel occupancy, sales and mixed beverage taxes can be collected from hotels in that area and used by the cities for convention center or arena-related projects.

The Fort Worth City Council approved a zone in 2013 around its convention center. Wednesday marked the first time Dallas has moved forward with such a plan.

The city [aims to revamp the 2-million-square-foot facility and foster more private development and transportation options](#) around it to bring in more money, tourists and events. The boundaries planned for the redevelopment area run from the Eddie Bernice Johnson Union Station on the west to the Dallas Farmers Market.

The city believes the redevelopment project would double the yearly number of people who go to the convention center and generate up to \$2.5 billion in property taxes for the city over 30 years.

How financing would work

The city charges 13% taxes on a hotel room. Dallas keeps 7% and the state gets the rest. Nearly 70% of what the city keeps goes to the convention center, making it the facility's biggest revenue source.

Under the project financing zone plan, the city would get all the hotel occupancy taxes, including the state's 6% cut. Dallas would have five years to start spending the money, otherwise it all goes back to the state.

City officials said the tax money would come from 71 existing and future hotels within the zone.

Rosa Fleming, Dallas' director for convention and event services, said during an Oct. 4 council committee meeting that the zone designation presented "no risk to the city" but would provide "a great benefit and a path forward for this project."

Council members on Wednesday didn't discuss the plan before voting on it, though council member Chad West expressed support for the idea.

The city is also considering other funding sources for the convention center master plan, including a 2% hotel occupancy tax increase that would need voter approval. City officials believe that could raise another \$1.5 billion over 30 years.

About the center

Built in 1957, the convention center is one of the largest in the country and typically attracts more than a million visitors a year. It includes one million square feet of exhibit space, a nearly-10,000 seat arena and is connected to the Omni hotel, which has 1,000 rooms.

The convention center historically hosts around 100 events a year with more than 800,000 visitors mostly from outside the city, but revenues in recent years took a hit because of COVID-19.

The convention center gained \$114 million in revenue, which includes event money and hotel occupancy taxes, in the 2019 fiscal year, Fleming told *The Dallas Morning News* after the council meeting. The center got \$70 million in the 2020 fiscal year and \$72 million in the 2021 fiscal year.

The city projects earning \$101 million this fiscal year, which started Oct. 1.

The convention center hosted more than 100 events in the 2019 fiscal year, but the pandemic cut that number down to 49 the following fiscal year. The city hosted 39 events in 2021 and is anticipating 58 this fiscal year.

The convention center has also been used to house people experiencing homelessness from COVID-19 in summer 2020 and as shelter from the winter storm in February. It also was used for thousands of migrant teen boys in March detained by border patrol at the U.S.-Mexico border.

Future options

The latest convention center redevelopment plan has been in the works since 2015. The City Council in January approved a one-year contract for about \$5 million with engineering and design firm WSP USA Inc. to develop the master plan for the convention center and the surrounding area.

Three options are on the table for its future.

One plan, estimated to cost up to \$505 million, would involve repairing and renovating the existing building and converting the arena and exhibit hall into new ballrooms and meeting rooms.

A second option, estimated to cost up to \$1.2 billion, would add new ballrooms, meeting rooms and lobbies to the existing facility.

The third possibility comes with a potential price tag of up to \$3 billion. A new convention center would be built on the west side of Lamar Street, with one end of the building stretching over Interstate 30. An alternative to that plan would see the entire exhibit floor area built underground.

A draft of the master plan could be finished next month, and council members could be briefed by early next year.

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RETAIL

Dallas-Fort Worth Metro Area

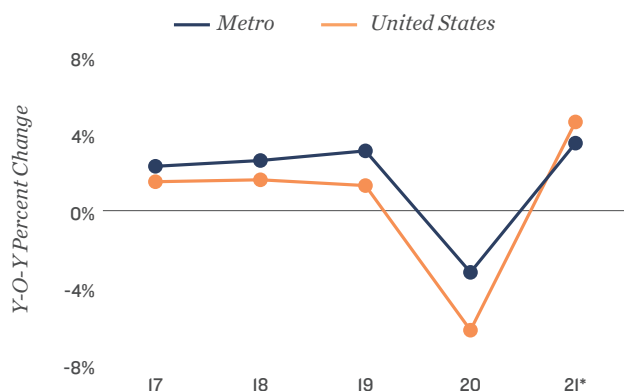
3Q/21

Driven by Single-Tenant Retail, Second Quarter Absorption Was the Largest in Two Years

Single-tenant fundamentals turn the corner. The retail landscape in Dallas-Fort Worth has somewhat settled after a turbulent 2020. Vacancy jumped more than 100 basis points to the upper-6 percent band last year, but the rate has held in place below 7 percent through the first six months of 2021. Single-tenant is rebounding faster than multi-tenant. From April through June single-tenant was responsible for almost 90 percent of total retail absorption, which came in at 1.2 million square feet, the highest posting since the fourth quarter of 2018. As a result of stronger demand, the average single-tenant asking rent climbed above the pre-pandemic level in the second quarter. Recovery hurdles remain, however, more so for the multi-tenant segment where average rental rates dropped roughly 3 percent in the first half.

Development is subdued outside North Dallas. Supply additions will grow market stock by less than 1 percent in 2021 for the third straight year. The slower pace of construction is favorable for the Metroplex's recovery and should help limit upward vacancy movement as demand realigns. Nevertheless, development is concentrated in the northern portion of Dallas, which could present obstacles, though strong household formation in the area will help generate demand for the new space. Both the Far North Dallas and North Central Dallas submarkets are expected to add more than 400,000 square feet over the last six months of 2021. North Central Dallas, in particular, could face additional headwinds after vacancy jumped 70 basis points in the first half.

Employment Trends



* Forecast

Sources: BLS; CoStar Group, Inc.

Retail 2021 Outlook

130,500 JOBS
will be created

EMPLOYMENT:

The job total in Dallas-Fort Worth will be boosted by 3.5 percent in 2021 following a reduction of 3.2 percent last year. Entering August, the Metroplex had an unemployment rate of 5.6 percent, which is a shade higher than the national average.

3,200,000 SQ. FT.
will be completed

CONSTRUCTION:

Market supply will expand by a projected 0.9 percent in 2021, up slightly from last year but constrained relative to the preceding decade. In the trailing-10-year period ended in 2020 annual completions averaged 4.2 million square feet.

20 BASIS POINT
increase in vacancy

VACANCY:

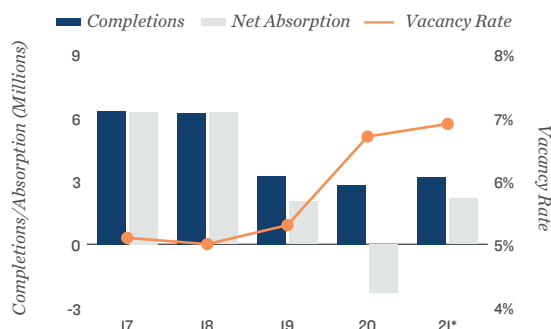
Vacancy is expected to rise for the third consecutive year, though stronger demand will slow the trajectory from last year's 140-basis-point jump. At the end of 2021 the rate of availability will be 6.9 percent, an eight-year high.

1.2% INCREASE
in asking rent

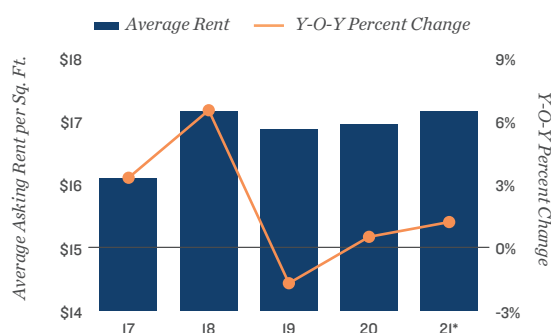
RENT:

After rates inched up by 0.5 percent in 2020 amid an exceptionally challenging period for the sector, the pace of rent growth will improve in 2021. By year-end the average per square foot asking rate will be \$17.15.

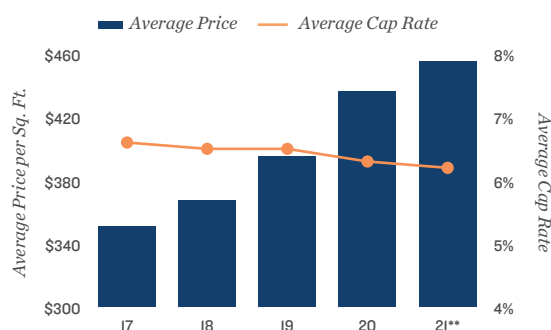
Supply and Demand



Rent Trends



Sales Trends



* Forecast ** Through 2Q

Sources: CoStar Group, Inc.; Real Capital Analytics

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Price: \$250

2Q21 — 12-Month Period



CONSTRUCTION

2,445,000 square feet completed

- Approximately 1 million less square feet was added to Metroplex inventory over the yearlong recording ended in June compared with the previous period. Supply grew by less than 1 percent during the past 12 months.
- Nearly one-third of the total retail space finalized was single-tenant product in either North Central Dallas or the Mid-Cities.



VACANCY

70 basis point increase in vacancy Y-O-Y

- The market's vacancy rate has settled, rising just 10 basis points in the first six months of 2021 after a sharp 60-basis-point increase in the second half of 2020. As of June, availability stood at 6.8 percent.
- In the trailing-12-month span ended in the second quarter, vacancy went up twice as fast in Fort Worth relative to Dallas.



RENT

0.3% decrease in the average asking rent Y-O-Y

- Dallas-Fort Worth's average asking rent was down year over year in June. However, the rate climbed 1.3 percent in the second quarter to \$17.10 per square foot, the first gain since the same quarter of 2020.
- April through June was a period of deviation, with single-tenant rates jumping 3.8 percent while the multi-tenant average fell 4.1 percent.

Investment Highlights

- Roughly the same number of single-tenant assets changed hands during the four-quarter period ended in June as in the previous yearlong span. Meanwhile, the average sale price increased by almost 7 percent annually to \$540 per square foot, putting some downward pressure on the mean cap rate, which dipped 20 basis points to 5.9 percent.
- Both the Central and Suburban Fort Worth submarkets recorded sizable upticks in single-tenant transaction activity. Out-of-state buyers, particularly from California, were active in Fort Worth. Fast-food restaurants, convenience stores and drugstores were favored, with investors accepting minimum first-year returns in the 4 percent band for triple net leased properties.
- Multi-tenant deal flow retreated by about one-third relative to the previous year as some risk-averse investors remained on the sidelines. However, the average sale price advanced by 5 percent to \$299 per square foot as buyers prioritized centers with established anchors and strong tenant mixes. Multi-tenant assets that traded during the past year ended in June had an average cap rate of 6.8 percent.

The information contained in this report was obtained from sources deemed to be reliable. Every effort was made to obtain accurate and complete information; however, no representation, warranty or guarantee, express or implied, may be made as to the accuracy or reliability of the information contained herein. Note: Metro-level employment growth is calculated based on the last month of the quarter/year. Sales data includes transactions sold for \$1 million or greater unless otherwise noted. This is not intended to be a forecast of future events and this is not a guaranty regarding a future event. This is not intended to provide specific investment advice and should not be considered as investment advice. Sources: Marcus & Millichap Research Services; Bureau of Labor Statistics; CoStar Group, Inc.; Real Capital Analytics

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From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2021/10/25/arlington-entertainment-office-multifamily.html>

Arlington's Entertainment District is ripe for office and multifamily development

Oct 25, 2021, 11:46am CDT

With the recent groundbreaking of an 888-room hotel, Arlington's Entertainment District is in full bloom, and now the city is working to attract multifamily and office development in the area.

"We remain interested in and are committed to (helping) the Entertainment District be as successful as it possibly can be," said Bruce Payne, economic development director.

Loews Hotels & Co. recently broke ground on the \$550 million Loews Arlington Hotel and new Arlington Convention Center, adding to the area's substantial list of attractions which include AT&T Stadium and Globe Life Field. Payne said the area is ripe for office and multifamily development.

"The sky's the limit," Payne said. "In terms of our project and financing plan associated with the tourist district, we anticipate a



JAKE DEAN
Arlington

substantial amount of office development and urban residential development.”

There is no current office space in the Entertainment District, but Payne said because the area is centrally located in North Texas and has access to a large labor force, the area is ideal for new development.

According to the CBRE Dallas/Fort Worth Office Marketview Q3 report, net absorption in the mid-cities submarket was about 32,000 square feet in the third quarter, with almost 100,000 square feet of space delivered. Total vacancy in the submarket ran at about 26%.

“We’ve seen the advantages happen in other uses and activities that are demonstrating growth in Arlington,” Payne said. “It’s just office has not been something that we’ve seen a lot of, certainly since the late ‘80s, early ‘90s.”

In addition to office, multifamily development is also needed in the Entertainment District. Payne said multifamily development in the area is going to be multistory and denser than what’s typically seen in suburban markets. The city has an educated young workforce, he said, and if they don’t have this type of product available to them they’ll move somewhere else.

The Arlington Commons redevelopment project demonstrated that there is demand for this type of product, he said.

“The Commons demonstrated (that) \$2 per square foot rent would be workable in Arlington,” he said. “Before that, nobody thought that was the case.”

As the Entertainment District expands, it’ll push north to Interstate 30, he said, and on the west side it’ll go to Collins Street. On the east side, it’ll bump up against the Great Southwest industrial area along Stadium Drive and to the south, it’ll expand to Division Street, he said.

“There’s still a lot of canvas there to be painted, a lot of opportunities and a lot of interest being shown as to what’s happening there,” Payne said.

Spencer Brewer

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Home » Industry » Research » CBRE tempers expectations due to Delta variant



CBRE tempers expectations due to Delta variant

BY HOTEL BUSINESS ON OCTOBER 12, 2021

RESEARCH

The COVID-19 Delta variant's emergence and spread has hampered plans for group and business travel this fall and winter, spurring CBRE Hotels Research to temper its expectations in September for Q4 2021 U.S. lodging performance on a national basis. CBRE's tempered outlook extends into 2022, given the likelihood that corporate travel budgets will remain constrained next year.

Earlier this year, the lodging outlook had been brighter due to strong leisure demand boosting summer occupancy levels beyond expectations at U.S. hotels. But the emergence of the Delta variant sapped momentum from more lucrative business travel, giving rise to a concerning "second-derivative" market condition in which the recovery continues, but at a slowing pace.

"The Delta variant and increasing number of COVID infections led to delays in 'return to office' plans at many firms and coincided with the start of the 2022 travel-budgeting season," said Rachael Rothman, head of hotel research & data analytics, CBRE. "Unfortunately, for business-centric hotels, the rebound in business travel expected in September of 2021 is now delayed and will likely have a ripple effect into 2022's corporate travel budgets."

CBRE forecasts that U.S. hotels will achieve a 2021 annual occupancy level of 54%, along with an ADR of \$112.85. The resulting RevPAR of \$60.91 will be 41.7% greater than the annual RevPAR value of \$42.97 recorded in 2020. However, that's still 29.3% less than the \$86.16 RevPAR posted in 2019.

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EDITOR'S NOTE



Thanks David!

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Convention travel will resume first in markets with low operating costs, inexpensive airlift and relatively fewer health restrictions. Given the wide-ranging availability of convention space, planners will consider destinations with warm weather and low operating costs, including Dallas, New Orleans, San Antonio, Las Vegas and Orlando, among others.

For 2022, CBRE expects leisure demand will continue to boost the performance of properties in resort and remote locations, supplemented by growth in "bleisure" travel, which combines business and leisure pursuits. However, anecdotal conversations reveal that the Delta variant is having a negative impact on 2022 corporate-travel budgets. Thus, demand for meeting-related travel may lag that of previous years, but it also stands to provide a near-term benefit to markets with lower operating costs, warmer weather and less restrictive health regulations. CBRE is forecasting an occupancy gain of 8% in 2022, plus a 7.1% boost to ADR. The net result is a 15.6% forecast increase in RevPAR for the year.

Since 75%-80% of a hotel's performance is dictated by local economic and market factors, the dynamics of their municipalities can significantly impact the pace of recovery for a given destination.

"In general, Sunbelt cities and drive-to leisure destinations are expected to perform the best, while group-oriented hotels, northern markets and global gateway cities reliant on inbound international travel are projected to lag in performance," said Bram Gallagher, senior hotel economist, CBRE Hotels Research. "The pace of recovery for business and group demand is top of mind for most hoteliers."

CBRE anticipates that urban-core hotels in high-cost markets will continue to see hampered demand due to the delayed return to office and the "great migration south" that took place over the pandemic. Business travelers likely will take fewer but longer trips to avoid COVID flight exposure and extend their trips in leisure markets to incorporate shoulder stays. Shoulder stays are business trips that the traveler extends for leisure time.

Beyond 2022, CBRE forecasts the U.S. national occupancy level to approach the long-run average of 62% in 2023. However, occupancy isn't expected to return to its lofty pre-COVID rates in the foreseeable future, given that many general managers are prioritizing rate gains despite the potential resulting drop in occupancy. CBRE anticipates that nominal ADR levels will reach the prior peak by Q2 2023. On a combined basis, the improvements in ADR and occupancy should lead to a full recovery in nominal RevPAR by 2024.

Bram Gallagher

CBRE Hotels Research

Rachael Rothman

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CURRENT ISSUE

September 15, 2021

The September 15th issue of Hotel Business is out, and we bring you the exclusive interview with David Kong on his decision to retire from his leadership post at BWH Hotel Group. In addition, Christina Trauthwein, HB's VP, content & creative, shares other highlights including an interview with Talia Fox, CEO, KUSI Global, a roundtable discussion held at the Rockbridge RTRX event, and a report on a recent HB Hot Topics virtual panel.

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NEWS

Construction of new hotels, restaurants begins at Grand Prairie's Epic Central

A ceremonial groundbreaking Thursday kicked off construction as part of a massive public-private partnership at the city-owned property in Grand Prairie.





By Sarah Bahari

1:43 PM on Oct 21, 2021 — Updated at 3:11 PM on Oct 21, 2021



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Construction on a **sprawling city-owned investment** in Grand Prairie with two new hotels, a convention center and restaurant space is underway.

City leaders and private partners celebrated a ceremonial groundbreaking Thursday for the expansion at Epic Central, a 172-acre park nestled along George W. Bush Tollway and Arkansas Lane.

These will be the newest pieces of the **development**, which already includes five manmade lakes, a water park and a recreation center. Plans have been in the works for years, and were made possible by **\$75 million in bonds approved by voters** earlier this year.

Here's what's included, why and how much everything will cost:

Hotels

Grand Prairie will spend about \$50 million to build two hotels connected by a conference center, which will open in 2023. The city will lease management and operation to Concord Hospitality.



Driving racing change

BY



One hotel will be a Hilton Garden Inn, with 129 luxury rooms, executive lounge, restaurant, pool, fitness room and business services. The other, a Homewood Suites, will offer 147 studio, one- and two-bedroom suites with full kitchens.

Both hotels will draw business visitors from nearby Lockheed Martin and Airbus Helicopters, city leaders have said, as well as families visiting Epic Central.

Why is the city building the hotels?

Texas is providing Grand Prairie an incentive to build the hotels by returning all sales tax generated at the hotels and conference center, as well as anything located within 1,000 feet, to the city.

Conservative estimates have the deal returning \$25 million back to Grand Prairie over the next 10 years, according to the city. The revenue generated will exceed the cost of bond payments and boost the city's tax base.

won't recover to pre-pandemic performance until 2025 at the earliest, according to [recent analysis by Dallas-based ThinkWhy](#).

That hasn't stopped new hotels from popping up.

[Loews Hotels & Co. recently announced](#) it will build a \$550 million hotel in Arlington that will house the city's new convention center. The Loews Arlington Hotel, which is set to open in early 2024, will feature 888 rooms, 266,000 square feet of meeting space and the 150,000-square-foot Arlington Convention Center.

Restaurant spaces

The city is building six restaurant shell spaces that will open in late 2022.

Restaurants will include Vidorra Cocina de Mexico; an unnamed modern American concept; Serious Pizza, Sliders and Shakes; and a new breakfast and brunch spot called Poach'd. A fourth space will become [Loop 9 BBQ](#), an upscale barbecue restaurant by Larry Levine, the founder of Chili's. The city said it is entertaining options for the sixth restaurant space.

These restaurants will be just north of Chicken N Pickle, a rotisserie chicken restaurant and pickle ball venue, which is [currently under construction](#) and scheduled to open this December.

Entertainment zone

The city is working with the State Legislature to establish an entertainment zone at Epic Central that would allow patrons to carry alcoholic beverages within the area. That's especially important because an outdoor lawn area would host events.

Both Sundance Square in Fort Worth and Texas Live in Arlington have this legislative approval.

Surrounding the hotels and restaurants is a large outdoor open space with a covered stage for events, concerts and programs.

Grand Prairie is working with outside firms to develop light shows on the lakes and interactive technology and public art installations on land.

Also being built is **Bolder Adventure Park**, an indoor entertainment center with rock climbing structures, zip lines and ropes courses. The venue is scheduled to open in summer 2022.



NEWS

Tarrant County wants to spend \$400 million on roads. Here's where the money would go

BY SARAH BAHARI

From: [Diana Pfaff](#)
To: [ICVBStaff](#); [ICC](#)
Subject: FW: HEALTHCARE STAFFING LEADER CURATIVE TALENT TO OPEN HEADQUARTERS AT IRVING'S TOYOTA MUSIC FACTORY
Date: Monday, September 27, 2021 2:55:02 PM

CURATIVE TALENT TO OPEN HEADQUARTERS @ TOYOTA MUSIC FACTORY

IRVING, TEXAS (September 27, 2021) – Curative Talent, a leading healthcare staffing solutions company, has signed a lease to open its corporate headquarters in mid-2022 at Toyota Music Factory. Curative Talent will occupy more than 50,000 SF of creative custom Class-A office space inside Toyota Music Factory adding hundreds of employees to the thriving mixed-use development.

“We are excited for Curative Talent to join our active and vibrant district. In addition to the many employees that Curative talent will bring to Toyota Music Factory, the custom designed offices by architect Corgan will be some of the coolest in town, complete with indoor basketball and huge folding glass walls that open to the adjacent Texas Lottery event plaza,” said Noah Lazes, President and CEO of ARK Group.

“I have always loved visiting Toyota Music Factory with my family for concerts and dining. As soon as we discovered that the Curative Talent team could call Toyota Music Factory our home, we moved quickly to secure the last large available space in the project. ARK Group is providing a custom upfit for our offices to include many fun non-traditional activity areas. We can't wait to welcome visitors and allow our dynamic team to enjoy it” said Jeff Bowling, CEO of Curative Talent.

ABOUT CURATIVE TALENT

Curative Talent is the staffing vertical of the largest community of healthcare professionals in the world. Curative's customer-focused recruiters empower the company to deliver fast and precise personalized matching of healthcare professionals with opportunities.

ABOUT TOYOTA MUSIC FACTORY

Toyota Music Factory, developed by ARK Group, is a 500,000+ square foot mixed-use

entertainment and lifestyle center located in the Las Colinas Urban Center of Irving, Texas. It is a popular all-in-one entertainment and dining destination that includes an 8,000-capacity concert venue, Alamo Drafthouse Cinema multiplex movie-theater and more than twenty restaurants and bars. ToyotaMusicFactory.com @ToyotaMusicFactory

MEDIA CONTACTS

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Curative Talent: Jeff Bowling, (866) 995-6077, Jbowling@curativetalent.com

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Tucker & Associates, LLC, 8150 N. Central Expressway Suite 1265, Dallas, TX 75206 United States

Maura Gast

From: Brad Mayne, CVE <iavmwhq@iavm.org>
Sent: Friday, September 24, 2021 9:30 AM
To: Maura Gast
Subject: Mask Bans Tying Hands of Entertainment Live Event Venues
Attachments: Venues Op Ed 092021.docx

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IAVM, in partnership with TwinLogic Strategies, continues to work hard to advocate for all our members and venues for COVID relief and legislation that assists us with continuing to reopen safely and return to business.

One of the most concerning issues our venues are currently facing is mask bans at the state and local levels, which prevent events from resuming safely, using known science surrounding the COVID Delta variant and mass gatherings.

We need your help to get the message out about the ramifications of the orders preventing venues from requiring patrons to wear masks when entering our doors. These orders, quite simply, are roadblocks to our business. Attached you will find an Op Ed letter, which urges officials to rethink their position on banning mask requirements for public assembly venues.

Please submit this letter to your local press for consideration for publication. All of us together can get the message out to our communities and legislative leaders...the mask bans continue to prevent the live events industry from fully reopening. We ask that you let us know if you are willing to submit to your media contacts, so that we can track the movement of this effort.

We appreciate your ongoing assistance with our advocacy efforts. Together, we are unstoppable!

As always, feel free to reach out with any questions or concerns.

Brad Mayne, CVE
IAVM President & CEO

Thank You to Our Global Partners:

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Home » Ownership » Brands » Loews breaks ground on \$550M hotel and convention center in Texas



Loews breaks ground on \$550M hotel and convention center in Texas

BY HOTEL BUSINESS ON OCTOBER 13, 2021

BRANDS, NEW-BUILDS

Loews Hotels & Co, a wholly owned subsidiary of Loews Corporation, has broken ground on the new \$550-million Loews Arlington Hotel and Convention Center in Arlington, TX. This new project marks the first time that the company is acting as the developer as well as the owner and branded operator. The nearly \$550-million project is financed with Loews Hotels & Co capital and a \$300-million loan from MetLife Investment Management.

“Loews Arlington Hotel and Convention Center will allow us to capitalize on what we do best—combine a unique meetings and events destination with a best-in-class leisure resort,” said Jonathan Tisch, chairman/CEO, Loews Hotels & Co. “This significant investment further underscores our confidence and commitment not only in the great City of Arlington, TX, but also in the strength of the travel and tourism industry and our belief in the recovery of post-pandemic travel.”

This property will be the second Arlington hotel for the hospitality company. Loews Arlington Hotel and Convention Center is scheduled to open in early 2024. This new hotel will be located across from Live! by Loews, which is a joint venture among Loews Hotels & Co, the Texas Rangers and The Cordish Companies, built on the former Texas Rangers’ Lot J parking lot.

“Arlington has some of the best built-in demand generators in the country, such as AT&T Stadium and Globe-Life Field,” said Alex Tisch, president, Loews Hotels & Co. “These attractions, coupled with Loews Hotels’ track record of offering distinctive experiences alongside operational excellence, will

help establish the Loews Arlington Hotel and Convention Center as a centerpiece in The American Dream City. Our goal is for Arlington, TX to stand alongside Las Vegas and Orlando as one of the preeminent family, sports and entertainment destinations in America..”

Arlington Mayor Jim Ross. said, “Arlington continues to build on our incredible economic momentum, and today's groundbreaking is another exciting example of our commitment to job creation and providing world-class amenities to our residents and visitors. Loews Hotels & Co is a best-in-class hotel brand and with innovative partners like Loews Hotels & Co, the Tisch Family, the Texas Rangers and The Cordish Companies, we’re able to further establish The American Dream City as a premier destination for visitors around the globe.”

Loews Arlington Hotel and Convention Center will feature:

- 888 guestrooms and suites
- 200,000 sq. ft. of indoor meeting space
- 66,000 sq. ft. of outdoor space, including an oversized event lawn
- Five food and beverage outlets, including a three-meal indoor/outdoor restaurant featuring two wood-fire pizza ovens and homemade pasta made on-site and a soon-to-be-named third-party restaurant from a well-known restaurateur
- 1,550-space parking garage
- Resort-style beach club with two pools, man-made beach, cabanas, fire pits and water slide
- The Arlington Convention Center, also operated by Loews Hotels & Co, will be located within the hotel

Situated between Globe Life Field and AT&T Stadium, Loews Arlington Hotel and Convention Center will be accessible to the 300-room Live! by Loews via a Sky Bridge. The two hotels combined will offer nearly 1,200 guestrooms and more than 300,000 sq. ft. of meeting and event space.

“The addition of the Loews Arlington Hotel and the Arlington Convention Center bring the development of the Arlington Entertainment District to another whole level,” said Texas Rangers Chairman/Managing Partner Ray Davis. “The existing world-class sports and entertainment venues will now be complemented by incredible hotel and meeting facilities that will attract national and international events of all kinds. I want to thank our partners, the City of Arlington, Loews Hotels & Co, and The Cordish Companies for sharing our vision that has become a spectacular reality in a few short years.”

Loews Arlington Hotel and Convention Center is part of phase two of the development of Arlington's Entertainment District. Continuing their public-private partnership with the City of Arlington, Loews Hotels & Co, The Texas Rangers and The Cordish Companies are building upon the momentum and success of Texas Live!, Live! by Loews, and the Rangers’ new Globe Life Field. Additional features of the new expansion include a mixed-use residential building and a Spark coworking space, both developed by The Cordish Companies.

“It is an honor for The Cordish Companies to continue our partnership with the Texas Rangers, Loews Hotels & Co and the City of Arlington to deliver a transformative project for Arlington,” said Blake Cordish, principal, The Cordish Companies. “Loews is one of the preeminent hoteliers in North America and a leader in the convention and meetings industry. The groundbreaking of the new Loews Arlington Hotel and Arlington Convention Center is an important next step in our commitment to create a world-class, mixed-use development that will cement Arlington as one of the leading premier sports, entertainment, culture, hospitality and tourism destinations in the country.”

Loews Hotels & Co is working with HKS as the architect and Looney & Associates on the interior design for this new development. The property is being built by JE Dunn, who recently built the Loews Kansas City Hotel, which opened in June 2020. Arlington’s Con-Real is also involved in the construction of the project.

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When Will Business Travel Bounce Back?



Geoff Whitmore Contributor ⓘ

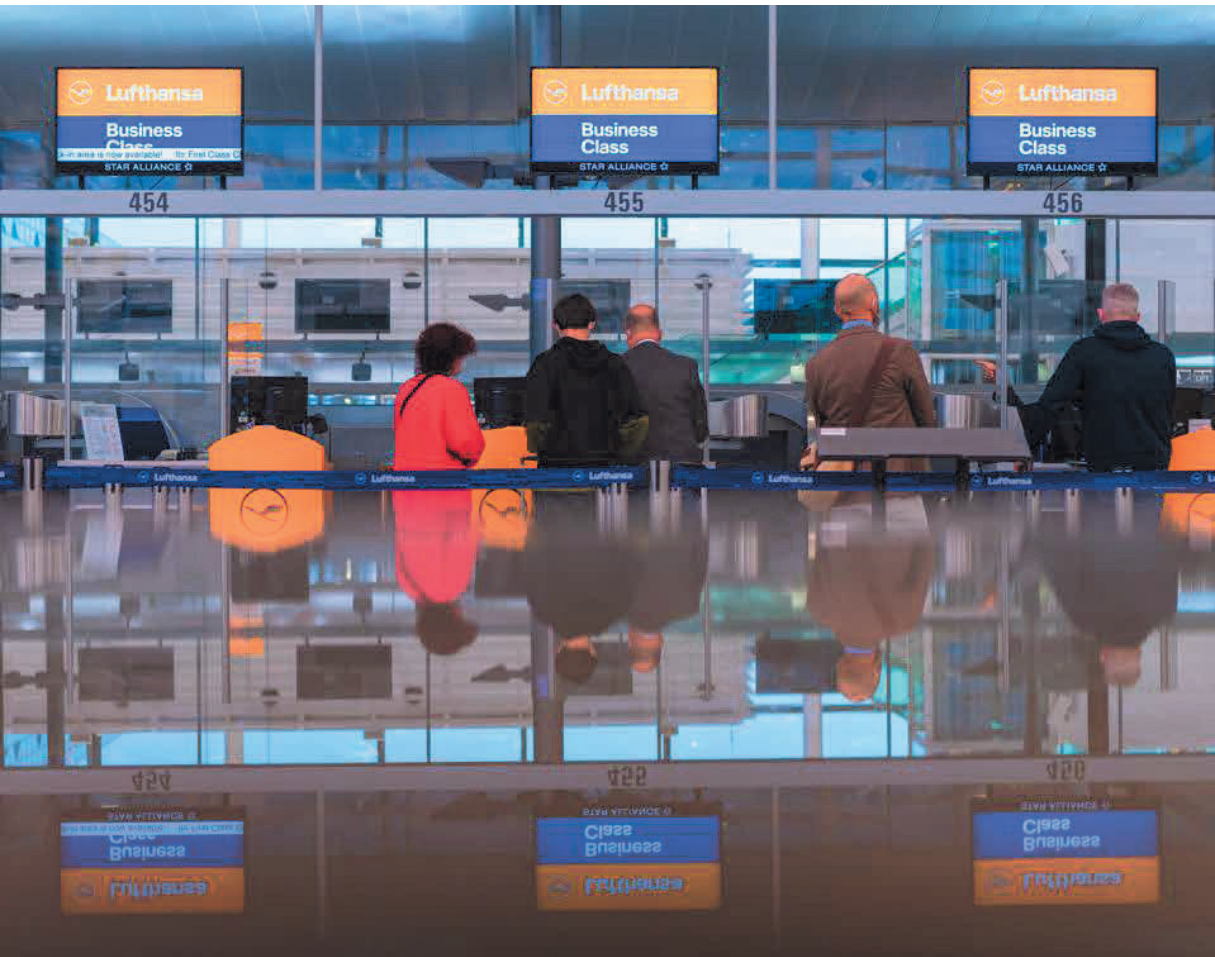
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While many people have taken at least one post-pandemic leisure trip, business travel hasn’t been as quick to rebound. Here are some of the latest projections on when people will start traveling for businesses.



30 July 2021, Bavaria, Munich: Passengers stand at a Lufthansa check-in counter at Munich Airport. ...

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Pre-Pandemic Business Travel Levels

A [U.S. Travel Association](#) report estimates that households and businesses spent a total of \$1.1 trillion on travel in 2019. Of the \$1.1 trillion spendings, business travel was approximately \$334.2 billion—that number shrunk by about 70% in 2020. Leisure travel was only down 27% last year, according to the association.

While travel companies were optimistic about a rebound in business travel early in 2021 after leisure travel bounced back so quickly, the Delta variant, [travel restrictions](#), and other factors are delaying the recovery date.

Business Travel In 2021 (So Far)

While experts expect leisure travel to get back to the pre-pandemic norm as early as 2022, business travel will take a few more years. In general, there was a sense of optimism as recently as July 2021 among airlines that business travel would come back in the fall once the peak leisure travel season ended on Labor Day. For example, the domestic airlines predicted a good year after incurring steep, unexpected losses (and government bailouts) in 2020.

Unfortunately, the Delta variant appeared in late summer and now carriers and travelers are dialing back their travel plans.

The U.S. Travel Association hasn't released estimates for the 2021 calendar year yet but currently anticipates [business volume won't return to normal until 2024 or later](#).

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Airlines are seeing business travel volumes at approximately 40% of their 2019 levels. Before the Delta variant, airlines estimated fall business travel to be 60% of pre-pandemic levels. For instance, in Washington, D.C., hotels rely heavily on business spending. But [business travel bookings](#) are down 86% since 2019 and are also lower than in 2020.

Hawaiian hotels and resorts [may lose as much as \\$1 billion in business travel revenue](#) for 2021. This tropical state is a popular getaway for leisure travel during the summer months and holidays. But it's also a year-round favorite for business and bleisure trips.

AD



As the travel industry tries to weather the storm, federal lawmakers are trying to pass the “[Save Hotel Jobs Act](#)” to provide tax credits and payroll grants to help hospitality workers with fewer hours and lower wages.

Business Travel Challenges

Here are some of the challenges that airlines, hotels and other business travel providers are facing.

More Variants

The Delta variant has spurred many businesses that had their workers return to the office earlier in 2021 to return to working from home indefinitely. Other variants are also delaying the return-to-office plans and, therefore, the resuming of business travel.

The increase in variants is also causing airlines to delay bringing back some of the planes currently in storage and reintroducing routes and flights. Airlines don't want to overextend their operations catering to business travel due to false expectations until there is consistent demand.

Travel Restrictions

Country and state-imposed travel restrictions discourage business and leisure travel. While business can be an "essential" travel reason, there is still a process that workers must go through before booking a trip. Going through the permit process and potential quarantines may not be worth the legwork when a videoconference can iron out most of the details.

While the health situation isn't changing as rapidly as in early 2020, restrictions can change quickly and force businesses to postpone in-person meetings and switch to virtual sessions instead.

One of the most recent examples is the [European Union travel restrictions](#) for non-essential travel at the close of August 2021. The EU currently discourages non-essential travel from higher-risk countries, including the United States.

While countries and popular business travel destinations want business travel to return and boost revenues, the reopening process is slower than initially anticipated.

Fewer Business Conferences

Several business conferences are back this year after being virtual-only in 2020 across the United States. There are also some international business gatherings in the second half of 2021 as the world begins reopening for summer travel.

However, capacity restrictions for large gatherings and an overall hesitancy to mingle with many others at a time in a confined space discourage business and trade conventions.

Instead of being in-person only, many conventions offer a hybrid platform so attendees can go to the convention site. However, non-travelers can still do some networking with others online. Other trade conventions continue to be virtual-only as the health threat may not be worth the potential fruits of in-person gatherings.

We might see more conventions in 2022 if the health situation doesn't deteriorate and popular conference destinations accommodate large gatherings as much as possible. For example, the iconic Consumer Electronics Show (CES 2022) will be in-person after going virtual in 2021. 2021 may be a transition year, and the trend for local gatherings will increase in 2022.

Proof Of Vaccination

Businesses may require their employees to be fully vaccinated to travel for business reasons. JP Morgan is one of the first high-profile businesses to ban its unvaccinated workers from corporate travel.

Events are also beginning to require attendees to be fully vaccinated. For example, CES 2022, one of the largest trade shows in the United States, requires all attendees to be fully vaccinated.

While vaccination rates are increasing worldwide and in the USA, not every worker may choose to be vaccinated. More people might also be willing to attend, knowing everyone else in the building is also vaccinated or recently recovered.

Corporate Travel Rates Remain Relatively Low

Delta Air Lines reported that more of its 2021 business travel income stems from small and mid-size businesses instead of corporations.

Large corporations have bigger travel budgets and more employees available to fly. Until conglomerates boost their travel budget for meetings, training sessions and attending conferences, airlines will continue to look for ways to bring back business travel which traditionally has higher profit margins.

Reduced Business Travel Budgets

Businesses of every size are reducing their travel budgets after realizing a higher-than-expected number of interactions with colleagues, vendors and potential clients can occur digitally. Sure, virtual meetings don't have the same interpersonal benefits as meeting face-to-face. But it's still possible to complete most negotiations by video, audio or email.

Many companies adapt their business plans to relatively uncertain revenues due to several economic factors like inflation, supply chain woes and potentially lower consumer spending. Travel is an easy overhead expense to reduce, thanks to today's videoconferencing technology. Increasing business confidence may spark a return of business travel.

Summary

It's going to be at least two more years before business travel returns to pre-pandemic levels. Many businesses are still trying to use virtual gatherings as much as possible, whether you're in the C-Suite or a new hire.

Domestic business travel for important in-person meetings will be the first to rebound, and trade conventions can be next. However, international business travel could likely be the last to recover due to travel restrictions and the added expenses.

Related Articles:

- [October 2021 Travel Restrictions Update](#)
- [Are There Any U.S. Travel Restrictions For The Fully Vaccinated?](#)
- [The U.S. To Lift Europe Travel Ban](#)



Geoff Whitmore

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