



MONDAY, DECEMBER 16, 2024 - 11:45 a.m.

**IRVING CONVENTION CENTER
JUNIOR BALLROOM: C-D
500 W. LAS COLINAS BLVD. IRVING, TEXAS 75039**

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS

OCTOBER 2024-SEPTEMBER 2025 (tentative meeting dates)

Place	Last	First	10/25/2024	11/18/2025	12/16/2024	1/27/2025	2/24/2025	3/24/2025	4/28/2025	5/19/2025	6/23/2025	7/28/2025	8/25/2025	9/29/2025
1	Jones	Cambria	*	P										
2	Basoco	Michael	P	P										
3	Gibson	Colvin	P	P										
4	Stewart, Jr	Richard	P	P										
5	Cooperstein	Karen	n/a	P										
6	Arafat	Yasir	#	P										
7	Reed	Sam	P	P										
8	Tancabel	John	n/a	P										
9	Gears	Herbert	*	*										
10	Buttafuoco	Anthony	n/a	P										
11	Kang	Julia	P	P										
12	Malcolm	Greg	P	P										
13	Cole	David	P	P										
Liaison	Bowman	Beth	P	*										
	Burke	Dallas	#	*										
	DeBeaudry	Tommy	*	P										
	Fenley-Garcia	Stephanie	P	P										
	Hawkins	Todd	*	P										
	Hillman	Chris	*	P										
	Limon	Kim	*	P										
	Love	Steve	n/a	p										
	O'Briant	Kelly	#	P										
	Perot	Hammond	*	P										
	Philipp	Joe	P	P										
	Rogers	Dick	#	#										
	Taylor	Councilman	#	#										
	Kyle													
	Whittington	J. Lee	n/a	P										

P = Present
*** = Business**
= Other
p = Represented

C = Cancelled
n/a = Not a member
at this time

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, December 16, 2024 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. Swearing in of New and Re-Appointed Board Members

Consent Agenda

3. Approving ICVB Board Meeting Minutes for November 18, 2024
4. Approving the ICVB Financial Report for September 2024
5. Reviewing the Hotel Occupancy Tax Collections
6. Accepting the Irving Convention Center Financial Report for October 2024
7. Approving the Nomination for the Vacant Non-Voting Position – Former Board Member

Board Reports

8. Board Chair Report
 - a. Staff Service Awards:
 - i. CVB Office Manager – Carol Boyer – 15 years
 - b. Committee Leadership and Interest Sign Up Form
 - c. 2025 Board Calendar – DRAFT
 - d. Board Roster Updates
 - e. Next Board Meeting –January 27, 2024
9. Board Committee Reports
 - a. Board and Business Development – Sam Reed
 - Recap of December 6 Meeting and December 9 Former Board of Directors Luncheon
 - Next Meeting TBD
 - b. Community Engagement – Colvin Gibson
 - Next Meeting – TBD
 - c. Destination Development – Greg Malcolm
 - Next Meeting – TBD

AGENDA - Continued

10. City Reports

- a. Council Liaison – Councilman Kyle Taylor
- b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- c. City Manager – Chris Hillman
 - Delinquent Hotel Occupancy Tax Collection Updates
 - Visitor Development Updates
 - Other City Updates

11. Bureau Monthly Management Reports

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

12. Convention Center Management Report – Tom Meehan/Jeremy Pierce

13. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
- b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Anthony Buttafuoco
- c. Industry-At-Large – Stephanie Fenley-Garcia
- d. Restaurant Industry Update – David Cole

14. Partner Organization & Stakeholder Reports

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – Steve Love/Beth Bowman
- c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Dick Rogers
- f. University of Dallas – J. Lee Whittington

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.



AGENDA ITEMS

IRVING
CONVENTION &
VISITORS BUREAU

MINUTES

Irving Convention & Visitors Bureau Board of Directors

Monday, November 18, 2024 at 11:45 AM

Irving Convention Center – Junior Ballroom C-D

500 W. Las Colinas Blvd.

Irving, Texas 75039

Attendance: Richard Stewart, Jr. – Board Chair; Yasir Arafat, Michael Basoco, Anthony Buttafuoco, David Cole, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Cambria Jones, Julia Kang, William Mahoney, Greg Malcolm, Kelly O'Briant, Hammond Perot, Joe Philipp, Sam Reed, John Tancabel, and J. Lee Whittington – Board Members; Councilman Mark Cronenwett, Senior Assistant City Attorney Christina Weber, and Councilman Al Zapanta– City of Irving; General Manager Tom Meehan, and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Wendy Foster, Maura Gast, Marianne Lauda, Kathy Levine, Brice Petty, Susan Rose, Matt Tungett, and Monty White – ICVB. Guests: David Gisler, Kristen Lents, Pat Nicks, Larry Nicks, Peggy Masters, Elizabeth Philipp, Brad Watson, representing Chamber Chair Steve Love, and Senior Partner BVWD, LLP Nick Wells.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none.

ELECTION OF OFFICERS

Board member David Cole called for nominations from the Board and made a motion to approve the Nominating Taskforce Committee recommendation of Richard Stewart, Jr. for Board Chair and Sam Reed as Board Vice Chair. With no further nominations, the Board unanimously approved the recommendations.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for September 23 and October 25, 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for September 2024

Stewart asked for a motion to approve the Consent Agenda as presented. With a motion from Board member Julia Kang, and a second from Board member Sam Reed, the motion passed unanimously.

INDIVIDUAL CONSIDERATION:

ACCEPTING THE IRVING CONVENTION CENTER AUDIT REPORT FOR FY2023-24

BVWD, LLP Senior Partner Nick Wells gave a brief overview presentation of the FY2023-24 ICC audit.

Wells congratulated Meehan and the ICC staff on a fantastic year and gave a brief review of the audit report:

- Significant Risk identified (typical of all audits) – management override of internal controls due to the potential material impacts on the financial statements.
- There was no material impact on the financial statements.
- Accounting estimates were evaluated, and they are reasonable in relation to the financial statements taken as a whole. No significant unusual transactions were identified during the audit.
- No fraud or suspected fraud was identified.
- There were no difficulties in dealing with management or disagreements.

- There were no corrected misstatements identified during the audit.
- This was a clean audit.

Stewart noted this is the second year for BVWD, LLP to administer the audit report and he is happy with the signed copy of the audit.

With no further questions, Stewart asked for a motion to accept the FY2023-24 Irving Convention Center Audit Report. On a motion from Board member Colvin Gibson and a second from Reed, the motion passed unanimously.

APPROVING THE BUDGET ADJUSTMENT TRANSFER ACHIEVED FROM THE IRVING CONVENTION CENTER FY2023-24 OPERATIONAL SAVINGS TO THE CONVENTION CENTER RESERVE / CAPITAL FUND

Executive Director Maura Gast reported the ICC performance is returning to the ICVB \$1,280,757 of the \$1.395 million subsidy for the Capital Improvement Projects fund. She added when the building opened it was estimated the need to return \$1,395,000 for an operating subsidy until after the Westin Convention Center Hotel opened and would still require \$900,000 to operate. This year we are ahead of that mark. The Board previously approved an ICC staff-wide incentive plan and an unexpected insurance payment last quarter. If those had not been included, the building would be operating in the black. Gast thanked General Manager Tom Meehan and his Team.

Gast asked for a motion to approve the Budget Adjustment Transfer. On a motion from Reed and a second from Kang, the motion passed unanimously. The item will go before City Council for approval.

BOARD CHAIR REPORT

- A special recognition award was presented by Stewart to Board member William Mahoney. He noted his service as an Army veteran and expressed his appreciation for his service on the Board. A donation to Irving Cares has been made by the Board in recognition of Mahoney's service.
- A special recognition award was presented to Board member Joe Philipp. Stewart noted his long-standing service on the Board and 25 years of service to the City of Irving in various roles, including City Council and Chair of the City Audit and Finance Committee. He is a leader and mentor in his role as a Board member. Philipp is also an Army veteran and served on the Las Colinas Medical Center Board as Chair when Stewart was Vice Chair. Joe and Elizabeth Philipp are a power couple for Irving. A donation to the Irving Schools Foundation has been made by the Board in recognition of his service. Philipp added his thanks to his wife for her support and noted that giving back to Irving makes a fundamental difference. A floral bouquet was presented to Mrs. Philipp.
- Stewart introduced Senior Convention Services Manager Wendy Foster and Convention Services Manager Kathy Levine who presented the following service awards:
 - CVB Convention Services Associate – David Gisler for 15 years
 - CVB Convention Services Associate – Peggy Masters for 15 years
 - CVB Convention Services Associate – Pat Nicks for 15 years

It was noted that CVB Convention Services Associate Jonathan Smith will be recognized for 15 years' service later.

- Stewart introduced and welcomed returning Board member Karen Cooperstein and newly appointed Board members Omni Las Colinas Hotel General Manager Anthony Buttafuoco and John Tancabel, and University of Dallas Dean of College Business J. Lee Whittington.
- The next Board meeting is scheduled for Monday, December 16.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Sam Reed reported:

- The next Committee meeting is December 6 at 9:00 a.m. in the Irving Convention Center-First Floor Conference Room.
- The next Committee meeting is TBD.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- Recap of the High Spirited Citizen Luncheon on October 25. There were 15 stellar honorees and two carry-overs from last year that were presented with an award. The program was fabulous, and it is a very meaningful celebration of volunteers in our community.
- The City's holiday parade is on Saturday, December 7 and the High Spirited Citizens will be participating with a horse-drawn carriage in downtown Irving. Any Board members are welcome to attend and walk alongside the carriage.
- The next Committee meeting is TBD.

Destination Development Committee

- Recap of November 5 meeting. Toyota Music Factory General Manager Eric Albert and Senior Marketing Manager Ryan Green presented an overview of the new plans and construction update. A copy of the slides is posted on the Board portal. The grand opening is scheduled for mid-December on the Plaza.
- The next Committee meeting is TBD.

CITY REPORTS

Councilman Al Zapanta reported:

- Thanked Mahoney and Philipp for their service on the Board and to the country, and any other veterans in attendance at the meeting. He added Irving Veterans Memorial Park is well worth visiting.
- The next City Council meeting is scheduled for December 12, focusing on changes to the Card Clubs and requests to convert space to data centers.
- Land use planning is essential for the City and Council consideration. There will be discussions on the PUD 6 Area (former Dallas Cowboys Stadium site), which is a gateway between Dallas and Fort Worth.
- Also focusing on international business and the Sister City Program, highlighting Irving as a destination.

Councilman Mark Cronenwett reported:

- Council will review Proposition A for the Fire Department, and will retain an expert to review the rules, options, rights and how to achieve what is best for Irving.

- Continue to see new hotels proposed with variances. ICVB gives recommendations that are valuable, and he appreciates the input.
- Council had a robust discussion on the City Housing Plan. Rental rate is 70% and ownership is 30%. There is an abundance of apartments and low-income housing. Council will be revisiting the plan.
- Citizens selected a mural with an interactive photo opportunity that is proposed for downtown at O'Connor Blvd.
- There is an upcoming legislative session, and the City will try to protect neighborhoods and preserve the business/industrial areas. DART will also be a discussion as part of the legislative session.

City Manager Chris Hillman reported:

- Welcomed new and returning Board members and thanked the ICVB and ICC staff for providing extraordinary customer service.
- Road construction is moving as quickly as possible.
- Water and sewer utilities is one of the largest capital projects for the City; updating one carbon pump station for \$40 million.
- Concrete has been poured for the Lee pool in the *Let's Play Irving Parks Master Plan*. This should be completed and open by Memorial Day 2025. The new Senter Park indoor aquatic center should begin in February and will take approximately one year to convert from an outdoor seasonal facility to an indoor year-round facility. The Mustang multi-generational facility will be 125,000 square feet.
- Extended appreciation to Zapanta and his recognition and thoughts on veterans. The City is committed to doing more veteran recognition and Hillman will keep the Board updated.
- Last week the City provided the third mortgage free home to a twice decorated Purple Heart veteran in collaboration with Finally Home. Now working on a fourth home.
- PUD 6 area is 300 plus acres of land and the City is working closely with property owners. For the next 15-25 years the City will see billions of dollars in redevelopment between PUD 6 and the ExxonMobil land in Irving. This Board will be front and center in welcoming all those visitors, residents, and businesses.

PARTNER ORGANIZATION – CHAMBER OF COMMERCE

With an agenda adjustment, Brad Watson representing Chamber Chair Steve Love reported:

- The Chamber Annual Meeting is scheduled for November 20 at the Omni Las Colinas. Discussion will be held on the Chamber's performance over the past year and hear future plans from the incoming Chamber Chair.
- The inaugural Career Inspire Program was on October 24 with more than 2,000 7th and 8th graders from Irving and Coppell school districts. More than 40 companies participated. Watson thanked the ICC and ICVB teams for their hospitality. The program was an immense success.
- The Irving Economic Development Annual Small Business Blitz is seeking 1,000 volunteers to visit small businesses and show their support.

IRVING CONVENTION CENTER

General Manager Tom Meehan gave a special report:

- The ICC broke major records last year FY2023-24 and set out this fiscal year with a big challenge and instituted a staff incentive bonus program. Goals were set and tracked for customer service

ratings, Adjusted Gross Income number and the return of the ICVB subsidy funds. The ICC blew the top off the goals and obtained a 94.8% customer service score and Adjusted Gross Income over the record last year. Staff set records in Sales, F&B brought in just short of \$10 million gross, and there were 35 less events this year.

- Meehan thanked the ICVB and the City for their support.
- Meehan presented the entire ICC team to the Board, and they were met with a standing ovation and overwhelming support.

BUREAU MANAGEMENT AND STAFF REPORTS

Executive Director Maura Gast reported:

- Gast noted the new artwork in the ICC lobby area and acknowledged the ICVB Marketing and Communications team.
- She congratulated the MarCom team who won two Davey awards. The Davey award is the largest and most prestigious awards competition for creativity.
- Gast gave an update on the two delinquent Hotel Tax hotels, noting there is \$1.8 million owed and a continuance was requested with a court date now in January 2025.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Fojtasek welcomed new Board members.
- September was the final month of FY2023-24 and Sales ended the year at 121.9% of goal and 131,443 room nights. This was a great achievement.
- Things are growing and the team is trying to book better and longer events.
- The long-awaited Hotel Indigo has opened.
- Sales and Services hosted a Familiarization Trip with 20 meeting planners and guests. The group was treated to a concert, Dallas Cowboys football game and hotel site tours. Fojtasek thanked the Omni Las Colinas for hosting the group providing hotel stays for the trip.
- Upcoming Groups: American Association of Hip and Knee Surgeons with 1,430 rooms – overflow into Grapevine, Tech Conferences added 425 rooms for over 1,000 total, PAMM Expo is a returning group, and in December the National Physique Committee with over 1,000 rooms.

Sr. Director of Marketing Communications Monty White reported:

- This was a banner year, and records were broken for the website with 1.2 million users, a 64% increase over last year. For the first time there were more than 1 million sessions or visitors to the website.
- The blog increased 40% in traffic with 120,000 pageviews.
- The flagship Leisure Campaign conversion rate was over 148,000 hotel referrals, an 87% increase.
- DFW Entertainment Hub Campaign launched this year and generated more than 250,000 million clicks.
- Partnership with Expedia yielded \$8 million in direct revenue from a \$50,000 investment.
- Social media grew 29,000 new followers, a 55% increase.
- Visit Irving was awarded two Silver Davey awards: Staycation and 12 Days of Holiday Give-Aways campaigns. White congratulated the MarCom team for their efforts and hard work.
- The new artwork installation in the Irving Convention Center is almost complete, and a mural will be painted on the lobby elevator.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- Rose also welcomed the new Board members.
- Rose noted Board member Greg Malcolm will be covering Irving Occupancy.
- STR Data for submarkets in September 2024:
 - Las Colinas: Occupancy was 69.2%, Average Daily Rate was \$156.00, and RevPAR was \$108.00.
 - DFW North: Occupancy was 65.8%, Average Daily Rate of \$120.00 and RevPAR was \$79.00.
 - DFW South: Occupancy was 59.8%, Average Daily Rate of \$100.00 and RevPAR was \$60.00.
- Short term rental data shows there were 575 available listings. The Occupancy rate was 55.5%, down 2% from last year, Average Daily Rate of \$218.19, increase of 3.5% from last year.
- IT Manager Brice Petty has graduated the Irving Leadership program at City Hall. This is a four-month, seven session program that focuses on how to become an effective leader.
- The Finance and Administration team survived the year-end process and now starting the new fiscal year.
- The team, along with other members from ICVB and ICC will be participating in holiday activities, including, the Irving Salvation Army Angel Tree distribution and red kettle bell ringing.

INDUSTRY PARTNERS

Live Nation Updates

Live Nation General Manager Tommy DeBeaudry reported:

- The Pavilion's last outdoor show until early April 2025 was on November 9.
- There are 11 more promoted events, and attendance is down overall across the country.
- Completed the Tyson/Paul Netflix event with success and developed a good relationship with them.
- There are 10 remaining events this year, five promoted events and five private events. There was one late add promoted event.
- The last event of the year is on December 14.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- The STR data is not available for Irving as of this meeting.
- Reporting for the Hilton Garden Inn DFW South Irving in the 28 days for October, Occupancy was 74.9%, down slightly, Average Daily Rate was \$156.00, and RevPAR was \$102.24, down 9.2%.
- DFW Airport South Tru by Hilton on Valley View will be opening the end of May or early June 2025.

Board member Anthony Buttafuoco reported:

- The Omni Las Colinas is under renovations so reporting metrics are skewed. The renovation should be completed by the end of the year. Rooms are all brand new and overall RevPAR was affected due to the displacement of mid-week travelers.
- There is a more positive outlook for next year.
- October was a challenging month, but November and December are looking good.

RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- Shorty's Cookin Country Restaurant on Belt Line Rd. has closed after 30 years.
- Taziki's opened their 100th location in Irving. It is a Greek chain restaurant.

PARTNER ORGANIZATION & STAKEHOLDER UPDATES

Irving Arts Board Chair Kelly O'Briant reported:

- *The Texas Bluesmen* presented by Entertainment Series of Irving is scheduled for November 23 at 7:30 p.m.
- Holiday Happenings include:
 - Momentum Dance presents *The Nutcracker* on November 29-30 at 7:00 p.m.
 - Irving Symphony Orchestra presents *Home for the Holidays* at 7:30 p.m. on December 14.
 - *Singing for Joy* is presented by the New Philharmonic Orchestra on Sunday, December 14 at 3:30 p.m. in Carpenter Hall.
 - The Irving Symphonic Band will present *Holiday Harmonies* with special guests the Texas Harmony Corus on Sunday, December 22 at 3:00 p.m.
 - Santa Saturdays, starting December 7 from 2:00-4:00 p.m.
- Irving Arts Center
 - *MUMENTOUS: Football, Glue Guns, Moms, and a Super-Sized High School Tradition Born Deep in the Heart of Texas* is showing in the Courtyard Gallery.
 - An art workshop on November 23 from 2:00-4:00 p.m. will have attendees creating mixed media self-portraits of themselves.
- Irving Archives and Museum
 - The final weeks of exhibits for 60 Years of Healthcare: Honoring our Legacy, Building our Future and Cheer Couture: The Creation of an Icon, featuring the history and legacy of the Dallas Cowboys cheerleader uniform.
 - Smithsonian special exhibition Japanese War Brides: Across a Wide Divide, which explores the lives of nearly 45,000 Japanese women who immigrated to America as wives of U.S. military service members after World War II.

Las Colinas Association Board member Hammond Perot reported:

- Finishing the holiday lights in Las Colinas this week.
- The Merry and Bright Holiday Light Club event is scheduled for December 11-12 from 5:00-10:00 p.m.
- November 19 is the last Las Colinas Association Board meeting for the year and budget adoption. Proposing after three years of no reduction in fees, there will be no reduction and no increase.
- There are substantial changes in some contracts, i.e., landscaping and security.
- Las Colinas continues to grow with over 9,000 property accounts, 7,800 homes and 21,000 apartments, in addition to growth in businesses.

University of Dallas Board member J. Lee Whittington reported:

- Whittington introduced himself and expressed his appreciation for the opportunity to serve on the Board.
- University of Dallas in actively seeking corporate partnerships for employee and immediate family tuitions and internship opportunities.
- Introducing a new concentration in courses on entertainment sports and hospitality.

In closing Stewart asked the Board to keep the Irving Police Department and the family of the Officer Jeremy Scholz who was recently killed in a motorcycle accident in their thoughts. Hillman added this is the second tragic accident in the last few months. Arrangements have not been announced to date.

With no further discussion, Stewart adjourned the meeting at 1:20 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending
September 2024

KNIFE ITALIAN

IRVING
CONVENTION &
VISITORS BUREAU

IRVING CONVENTION AND VISITORS BUREAU
FINANCIAL POSITION SUMMARY
2023 - 2024

REVENUE BY FUND

	BUDGET	ACTUAL	DIFFERENCE	%
General	12,528,758	17,914,554	5,385,796	142.99%
HOT Tax	10,089,968	9,511,642	(578,326)	94.27%
Reserve	644,000	766,390	122,390	119.00%
Technology	20,000	26,594	6,594	132.97%
ICC CIP	2,403,216	2,550,876	147,660	106.14%
	25,685,942	30,770,056	5,084,114	

EXPENDITURES BY FUND

	BUDGET	ACTUAL	DIFFERENCE	%
General	13,707,794	16,301,499	(2,593,705)	118.92%
Reserve	0	0	0	0.00%
Technology	0	0	0	0.00%
ICC CIP	1,490,662	1,422,914	67,748	95.46%
	15,198,456	17,724,413	(2,525,957)	

GENERAL FUND - EXCLUDING ARPA AND SMG SUBSIDY REFUND

	BUDGET	ACTUAL	DIFFERENCE	%
Revenue	10,229,968	9,797,715	432,253	95.77%
Expenditures	11,288,573	10,736,837	551,736	95.11%

EXPENDITURES BY DEPARTMENT

	BUDGET	ACTUAL	DIFFERENCE	%
Administration	2,952,493	2,853,869	98,624	96.66%
Sales	3,293,215	3,017,539	275,676	91.63%
Marketing	3,639,688	3,462,252	177,436	95.12%
Conv Center	6,967,839	3,822,398	3,145,441	105.02%

FUND BALANCE

	BEGINNING	ENDING	DIFFERENCE	%
General	4,825,389	6,438,444	1,613,055	33.43%
Reserve	5,048,310	5,814,701	766,391	15.18%
Technology	503,117	529,712	26,595	5.29%
ICC CIP	2,669,681	3,797,642	1,127,961	42.25%
	13,046,497	16,580,499	3,534,002	27.09%



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2024

Assets

Cash and Equivalents	1,339,390.82
Investments	3,606,130.00
Tax Receivables	1,534,081.78
Receivables	1,283,384.87
Accrued Interest Rec	15,276.57

Total Assets

7,778,264.04

Liabilities

Accounts Payables	650,918.05
Accr Wages & Benf	473,843.84
Unearned Revenue	153,694.75
Due to other Funds	61,363.26

Total Liabilities

1,339,819.90

Fund Balance (Budgetary basis)

Reserve for Encumbrances	0.00
Unreserved	6,438,444.14

Total Fund Balance

6,438,444.14

Total Liabilities and Fund Balance

7,778,264.04



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
SEPTEMBER 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	2,247,582.46	9,089,293.32	10,089,968.00	90.1%	0.00	1,000,674.68
	PENALTY AND INTEREST	462.71	25,805.65	0.00	100.0%	0.00	(25,805.65)
	PRIOR YEAR	(308.03)	117,529.04	0.00	100.0%	0.00	(117,529.04)
	SHORT-TERM RENTALS	72,195.19	279,014.06	0.00	100.0%	0.00	(279,014.06)
	TOTAL HOTEL/MOTEL TAX	2,319,932.33	9,511,642.07	10,089,968.00	94.3%	0.00	578,325.93
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	6,766,167.38	8,116,838.85	2,298,790.00	353.1%	0.00	(5,818,048.85)
M4 - INVESTMENT INCOME							
		43,250.21	272,575.31	120,000.00	227.1%	0.00	(152,575.31)
M5 - MISCELLANEOUS							
		0.00	13,498.00	20,000.00	67.5%	0.00	6,502.00
TOTAL REVENUE		9,129,349.92	17,914,554.23	12,528,758.00	143.0%	0.00	(5,385,796.23)
EXPENDITURES							
N1 - SALARIES							
		643,472.58	3,046,846.21	3,154,732.00	96.6%	0.00	107,885.79
N2 - BENEFITS							
		109,401.44	595,267.69	608,693.00	97.8%	0.00	13,425.31
N4 - SUPPLIES							
		10,934.64	48,964.56	71,927.00	68.1%	0.00	22,962.44
O1 - UTILITIES (COMMUNICATIONS)							
		1,468.53	22,305.09	28,700.00	77.7%	0.00	6,394.91
O3 - OUTSIDE SERVICES							
	CLOUD BASED SOFTWARE FEES	21,782.02	121,542.38	121,840.00	99.8%	0.00	297.62
	FREIGHT	23.90	2,767.26	4,700.00	58.9%	0.00	1,932.74
	MARKETING AND SALES RESOURCES	6,125.76	45,282.98	51,070.00	88.7%	0.00	5,787.02
	MEDIA ADVERTISING	80,542.24	591,610.33	632,567.83	93.5%	40,848.46	109.04
	POSTAGE EQUIPMENT RENTAL	662.16	2,648.64	2,650.00	99.9%	0.00	1.36
	PROFESSIONAL SERVICES	509,020.16	2,331,620.09	2,422,698.00	96.2%	0.00	91,077.91
	PROPERTY MANAGEMENT SERVICES	(932,507.00)	114,246.00	1,395,000.00	8.2%	0.00	1,280,754.00
	TOTAL OUTSIDE SERVICES	(314,350.76)	3,209,717.68	4,630,525.83	69.3%	40,848.46	1,379,959.69
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	35,932.56	370,422.22	407,000.00	91.0%	0.00	36,577.78
	MILEAGE REIMBURSEMENT	406.20	2,153.79	3,600.00	59.8%	0.00	1,446.21
	MEMBERSHIP AND DUES	4,677.00	56,652.90	78,990.00	71.7%	0.00	22,337.10
	TOTAL TRAVEL - TRAINING - DUES	41,015.76	429,228.91	489,590.00	87.7%	0.00	60,361.09
O5 - CLAIMS AND INSURANCE							
		0.00	151,850.00	151,850.00	100.0%	0.00	0.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	92,797.28	380,465.63	403,600.00	94.3%	0.00	23,134.37
	BUSINESS DEV INCENTIVE PROG	114,021.00	543,331.66	543,500.00	100.0%	0.00	168.34
	CONVENTION SERVICES MATERIALS	165.67	51,527.78	58,350.00	88.3%	0.00	6,822.22
	EVENT SPONSORSHIPS	2,500.00	131,667.75	133,000.00	99.0%	0.00	1,332.25
	LOCAL PROGRAMS-PROMOTIONS	412,965.23	727,914.81	897,110.00	81.1%	0.00	169,195.19
	TOTAL MISCELLANEOUS EXPENSES	622,449.18	1,834,907.63	2,035,560.00	90.1%	0.00	200,652.37
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE FUND	0.00	500,000.00	500,000.00	100.0%	0.00	0.00
	TRSF TO ICC RESERVE / CIP FUND	4,426,195.38	6,345,416.38	1,919,221.00	330.6%	0.00	(4,426,195.38)
	TRSF TO POB RISK MITIGATION FUND	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	3,550.00	3,550.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	4,426,195.38	6,962,411.38	2,536,216.00	0.0%	0.00	(4,426,195.38)
TOTAL EXPENDITURES		5,540,586.75	16,301,499.15	13,707,793.83	118.9%	40,848.46	(2,634,553.78)

Beginning Fund Balance	4,825,389.06
Revenues	17,914,554.23
Expenditures	(16,301,499.15)
Ending Fund Balance	6,438,444.14

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



2202 - ICVB RESERVE
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2024

Assets

Cash and equivalents	973.34
Investments	5,791,790.00
Accrued interest rec	21,937.71

Total Assets	5,814,701.05
---------------------	---------------------

Liabilities

Total Liabilities

0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	5,814,701.05

Total Fund Balance

5,814,701.05

Total Liabilities and Fund Balance

5,814,701.05



IRVING CONVENTION AND VISITORS BUREAU - RESERVE FUND
MONTHLY FINANCIAL REPORT
SEPTEMBER 2024

Code	Account	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
	M4 - INVESTMENT INCOME	266,390.12	144,000.00	185.0%	0.00	(122,390.12)
	M6 - TRANSFER FROM ICVB GENERAL	500,000.00	500,000.00	100.0%	0.00	0.00
	TOTAL REVENUE	766,390.12	644,000.00	119.0%	0.00	(122,390.12)
EXPENDITURES						
	NONE	0.00	0.00	0.0%	0.00	0.00
	TOTAL EXPENDITURES	0.00	0.00	0.0%	0.00	0.00

Beginning Fund Balance	5,048,310.93
Revenues	766,390.12
Expenditures	0.00
Ending Fund Balance	5,814,701.05



2203 - ICVB TECHNOLOGY
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2024

Assets

Cash and equivalents	573.25
Investments	527,000.00
Accrued interest rec	2,138.30

Total Assets

529,711.55

Liabilities

Total Liabilities

0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	529,711.55

Total Fund Balance

529,711.55

Total Liabilities and Fund Balance

529,711.55



IRVING CONVENTION AND VISITORS BUREAU - TECHNOLOGY FUND
MONTHLY FINANCIAL REPORT
SEPTEMBER 2024

Code	Account	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
	M4 - INVESTMENT INCOME	26,594.49	20,000.00	133.0%	0.00	(6,594.49)
	TOTAL REVENUE	26,594.49	20,000.00	133.0%	0.00	(6,594.49)
EXPENDITURES						
	NONE	0.00	0.00	0.0%	0.00	0.00
	TOTAL EXPENDITURES	0.00	0.00	0.0%	0.00	0.00

Beginning Fund Balance	503,117.06
Revenues	26,594.49
Expenditures	0.00
Ending Fund Balance	529,711.55

NOTE:

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



2204 - ICVB CONV CENTER RESERVE / CIP
MONTHLY BALANCE SHEET
SEPTEMBER 30, 2024

Assets

Cash and equivalents	272,855.75
Investments	5,103,000.00
Receivables	7,931,379.63
Accrued interest rec	16,041.02

Total Assets	13,323,276.40
---------------------	----------------------

Liabilities

Accounts payables	203,392.59
Unearned revenue	1,609,041.10
Deferred inflow	7,713,199.90
Total Liabilities	9,525,633.59

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	3,797,642.81
Total Fund Balance	3,797,642.81

Total Liabilities and Fund Balance	13,323,276.40
---	----------------------



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
SEPTEMBER 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - CHARGES FOR SERVICES							
	LEASE REVENUE	147,621.00	147,621.00	0.00	-100.0%	0.00	(147,621.00)
M2 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	(4,425,789.62)	(4,426,195.38)	90,137.00	-4910.5%	0.00	4,516,332.38
M4 - INVESTMENT INCOME							
		25,503.26	119,251.16	60,000.00	198.8%	0.00	(59,251.16)
M5 - MISCELLANEOUS							
		84,293.31	364,782.87	333,858.00	109.3%	0.00	(30,924.87)
M6 - TRANSFER FROM ICVB GENERAL							
		4,426,195.38	6,345,416.38	1,919,221.00	330.6%	0.00	(4,426,195.38)
TOTAL REVENUE		257,823.33	2,550,876.03	2,403,216.00	106.1%	0.00	(147,660.03)
EXPENDITURES							
N4 - SUPPLIES							
		173,063.91	236,470.08	236,471.00	100.0%	0.00	0.92
N7 - STRUCTURE MAINTENANCE							
		273,481.81	1,072,596.07	1,072,597.00	100.0%	0.00	0.93
O3 - OUTSIDE SERVICES							
		0.00	65,560.33	65,561.00	100.0%	0.00	0.67
P1 - CAPITAL EXPENDITURES							
		0.00	48,287.99	116,033.00	41.6%	0.00	67,745.01
P5 - TRANSFER TO ICVB GENERAL FUND							
		(4,550,135.62)	0.00	0.00	0.0%	0.00	0.00
TOTAL EXPENDITURES		(4,103,589.90)	1,422,914.47	1,490,662.00	95.5%	0.00	67,747.53

Beginning Fund Balance	2,669,681.25
Revenues	2,550,876.03
Expenditures	(1,422,914.47)
Ending Fund Balance	3,797,642.81

NOTE:

EXPENDITURES INCLUDE PAYMENTS MADE FROM HOTEL TAX AND ARPA FUNDS.

PLEASE REFER TO THE MONTHLY CHECK REGISTER FOR A BREAKDOWN EXPENDITURES BY TYPE.



Irving Convention and Visitors Bureau

Check Register
September 2024

Check #	Check Date	Vendor Name		Line Item Description	Check Amount	Invoice Amount	
		Object Description				ARPA	HOT TAX
80064185	9/10/2024	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS			540.00		
		BUSINESS DEV INCENTIVE PROG	RESIDENT TEACHING FELLOWSHIP/AUG 2024				540.00
80064186	9/10/2024	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			71,093.98		
		ACCOUNTS PAYABLE	AUG 2024 - RECEIPTS				71,093.98
80064187	9/10/2024	ASHFORD TRS CORPORATION			3,885.00		
		BUSINESS DEV INCENTIVE PROG	ATRIAL FIBRILLATION PATIENT CONFERENCE/AUG 2024				960.00
		BUSINESS DEV INCENTIVE PROG	IRISH DANCING CHAMPIONSHIP-OVERFLOW/JUL 2024				2,925.00
80064188	9/10/2024	BEYOND, INC.			1,160.00		
		BUSINESS DEV INCENTIVE PROG	PARTNER COUNCIL/AUG 2024				1,160.00
80064189	9/10/2024	BH DFW PROPERTY LP			1,065.00		
		BUSINESS DEV INCENTIVE PROG	IRISH DANCING CHAMPIONSHIP-OVERFLOW/JUL 2024				1,065.00
80064190	9/10/2024	BRIGHT BUSINESS MEDIA, LLC			5,900.00		
		MEDIA ADVERTISING	ADVERTISING				5,900.00
80064191	9/10/2024	CHRISTINE CAPLE			500.00		
		LOCAL PROGRAMS-PROMOTIONS	REIMBURSEMENT - CLIENT AIRFARE				500.00
80064192	9/10/2024	DENNIS GEORGE LENNOX II			1,330.53		
		PROFESSIONAL SERVICES	REIMBURSEMENT - WRITER TRAVEL EXPENSES				1,330.53
80064193	9/10/2024	GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE			12,987.00		
		CLOUD BASED SOFTWARE SUB FEES	PLACER AI SOFTWARE FEE - 2024/2025				12,987.00
80064194	9/10/2024	HARRIS COUNTY-HOUSTON SPORTS AUTHORITY			849.20		
		TRAVEL AND TRAINING	2024 SPORTS ETA SYMPOSIUM RECEPTION				849.20
80064195	9/10/2024	HCD DALLAS CORPORATION			1,240.00		
		BUSINESS DEV INCENTIVE PROG	DENTIST ENTREPRENEUR ORGANIZATION/AUG 2024				1,240.00
80064196	9/10/2024	IMAGO MEDIA, INC.			321.50		
		MEDIA ADVERTISING	ADVERTISING				321.50
80064197	9/10/2024	NORTHSTAR TRAVEL MEDIA, LLC			5,500.00		
		MEDIA ADVERTISING	ADVERTISING				2,500.00
		MEDIA ADVERTISING	ADVERTISING				3,000.00
80064198	9/10/2024	PPG ENTERPRISES, INC.			7,945.00		
		CONVENTION SERVICES MATERIALS	IMPRINTED POLY BAGS				7,945.00
80064199	9/10/2024	PROVIDENT RESOURCES GROUP, INC			2,155.00		
		BUSINESS DEV INCENTIVE PROG	DAIRY FARMERS OF AMERICA CONFERENCE/AUG 2024				2,155.00
80064200	9/10/2024	SMG			63,352.91		
		BUILDINGS MAINT	OUTSIDE STEP LIGHTING				39,408.91
		BUILDINGS MAINT	CHILL WATER PUMP VFD #2				12,128.00
		BUILDINGS MAINT	AHU 20 BLOWER WHEEL				11,816.00
80064201	9/10/2024	SPORTS CLUB LC OWNER LLC			1,200.00		
		MEMBERSHIPS, CERTS, & LICENSES	SEPTEMBER 2024				1,200.00
80064202	9/10/2024	STAPLES INC			226.35		
		OFFICE SUPPLIES	OFFICE SUPPLIES				139.43
		OFFICE SUPPLIES	OFFICE SUPPLIES				86.92
80064203	9/10/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			5,685.00		
		BUSINESS DEV INCENTIVE PROG	MINNESOTA TWINS VS TEXAS RANGERS/AUG 2024				1,460.00
		BUSINESS DEV INCENTIVE PROG	SAN DIEGO PADRES VS TEXAS RANGERS/JULY 2024				1,640.00
		BUSINESS DEV INCENTIVE PROG	BALTIMORE ORIOLES VS TEXAS RANGERS/JULY 2024				1,465.00
		BUSINESS DEV INCENTIVE PROG	PITTSBURGH PIRATES VS TEXAS RANGERS/AUG 2024				1,120.00



Irving Convention and Visitors Bureau

Check Register
September 2024

Check #	Check Date	Vendor Name		Line Item Description	Check Amount	Invoice Amount	
		Object Description				ARPA	HOT TAX
80064204	9/10/2024	TRADE PRESS MEDIA GROUP, INC			13,000.00		
		MEDIA ADVERTISING	ADVERTISING				13,000.00
80064205	9/10/2024	TUCKER & ASSOCIATES, LLC			4,068.02		
		PROFESSIONAL SERVICES	RETAINER / REIMBURSABLES - SEPTEMBER 2024				4,068.02
80064206	9/10/2024	U90C MANAGEMENT GROUP, LLC			9,388.00		
		BUSINESS DEV INCENTIVE PROG	U90C PREMIER SUPERCOPA/JUNE 2024				9,388.00
80064207	9/17/2024	AJR MEDIA GROUP			495.00		
		MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM				495.00
80064208	9/17/2024	ASHFORD TRS CORPORATION			3,955.00		
		BUSINESS DEV INCENTIVE PROG	COCAINE ANONYMOUS WORLD CONF/SEPT 2024				3,955.00
80064209	9/17/2024	CONFERENCE DIRECT LLC			7,000.00		
		MEDIA ADVERTISING	ADVERTISING				7,000.00
80064210	9/17/2024	CSC HOLDINGS, LLC			2,560.00		
		BUSINESS DEV INCENTIVE PROG	BINITA AND MIRAJ PATEL WEDDING/SEPT 2024				2,560.00
80064211	9/17/2024	CUTTS, SUSAN			1,143.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - AUG 26 - SEPT 06, 2024				1,143.00
80064212	9/17/2024	FEDERAL EXPRESS CORPORATION			36.81		
		FREIGHT	SHIPPING				24.17
		FREIGHT	SHIPPING				12.64
80064213	9/17/2024	GREENSPRING MEDIA LLC			771.00		
		MEDIA ADVERTISING	ADVERTISING				771.00
80064214	9/17/2024	HOFFMAN MEDIA, LLC			1,850.00		
		BUSINESS DEV INCENTIVE PROG	NORTH TEXAS SEWING AND QUILT EXPO/AUG 2024				1,850.00
80064215	9/17/2024	JOSEPH DALCOUR			1,150.00		
		PROFESSIONAL SERVICES	ICC BUILDING PHOTOGRAPHY				1,150.00
80064216	9/17/2024	LIFE TEEN INC			11,665.00		
		BUSINESS DEV INCENTIVE PROG	STEUBENVILLE/JUNE 2024				11,665.00
80064217	9/17/2024	MANUSAMA, DEBORA CHRISTY			5,888.57		
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - AUGUST 2024				5,888.57
80064219	9/17/2024	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			1,000.00		
		POSTAGE	POSTAGE FOR METER				1,000.00
80064220	9/17/2024	SMG			30,962.45		
		BUSINESS DEV INCENTIVE PROG	TEXSOM VENDOR ROOMS @ WESTIN/AUG 2024				1,115.00
		BUSINESS DEV INCENTIVE PROG	TEXSOM ROOMS @ TEXICAN/AUG 2024				1,885.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - SEPT 2024				26,295.89
		LOCAL PROGRAMS-PROMOTIONS	CATERING				1,666.56
80064221	9/17/2024	SMG			348,250.00		
		PROPERTY MANAGEMENT SERVICES	SUBSIDY				348,250.00
80064222	9/17/2024	SMG			196,811.18		
		BUILDINGS MAINT	BORING OF A 2" PIPE FROM ICC TO THE WESTIN HOTEL				119,221.34
		BUILDINGS MAINT	COPPER PANEL REPAIR				31,600.00
		OFFICE FURN AND FIXT LESS 5000	1A ADMINISTRATIVE OFFICE REMODEL				16,700.03
		OTHER SUPPLIES	SMALLWARES FOR BANQUETS				29,289.81
80064223	9/17/2024	SPECIALTY PUBLICATIONS OF MICHIGAN, LLC			5,500.00		
		MEDIA ADVERTISING	ADVERTISING				5,500.00
80064224	9/17/2024	TEXAS DEPARTMENT OF TRANSPORTATION			3,080.85		
		MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS				3,080.85



Irving Convention and Visitors Bureau

Check Register

September 2024

Check #	Check Date	Vendor Name		Line Item Description	Check Amount	Invoice Amount	
		Object Description				ARPA	HOT TAX
80064225	9/17/2024	THE MICHAELS COMPANIES, INC.			352.00		
		BUSINESS DEV INCENTIVE PROG	CONTINUED LEADERSHIP DEVELOPMENT/JUNE 2024				352.00
80064226	9/17/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			2,201.00		
		BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TEXAS RANGERS/AUG 2024				875.00
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TEXAS RANGERS/AUG 2024				1,110.00
		BUSINESS DEV INCENTIVE PROG	CFO ACCELERATOR WORKSHOP 2/AUG 2024				216.00
80064227	9/17/2024	TRIPADVISOR HOLDINGS, LLC			520.62		
		MEDIA ADVERTISING	ADVERTISING				520.62
80064229	9/24/2024	ASHFORD TRS CORPORATION			412.00		
		BUSINESS DEV INCENTIVE PROG	ASSA ABLOY DATA CENTER EVENT/SEPT 2024				412.00
80064231	9/24/2024	CONFERENCE DIRECT LLC			3,250.00		
		MEDIA ADVERTISING	ADVERTISING				3,250.00
80064232	9/24/2024	CSC HOLDINGS, LLC			800.00		
		BUSINESS DEV INCENTIVE PROG	BYU FOOTBALL AT SMU/SEPT 2024				800.00
80064233	9/24/2024	FLOWSERVE CORPORATION			1,255.00		
		BUSINESS DEV INCENTIVE PROG	TECHNOLOGY & ENGINEERING SUMMIT/OCT 2023				1,255.00
80064234	9/24/2024	IPROMOTEU.COM, INC.			5,594.92		
		MARKETING RESOURCES	IRVING ON THE ROCKS SWAG - TRUCKER HATS				2,992.12
		MARKETING RESOURCES	IRVING ON THE ROCKS SWAG - COCKTAIL KIT				2,602.80
80064235	9/24/2024	IRVING - LAS COLINAS ROTARY CLUB			40.00		
		MEMBERSHIPS, CERTS, & LICENSES	AUGUST 2024				40.00
80064236	9/24/2024	MALONEY STRATEGIC COMMUNICATION INC			841.00		
		PROFESSIONAL SERVICES	INVENTORY STORAGE / MGMT - JUL/AUG/SEPT			841.00	
80064237	9/24/2024	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			662.16		
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT				662.16
80064238	9/24/2024	PRICELINE.COM INTERNATIONAL LIMITED			521.94		
		MEDIA ADVERTISING	ADVERTISING				23.10
		MEDIA ADVERTISING	ADVERTISING				498.84
80064239	9/24/2024	SMG			57,848.21		
		LOCAL PROGRAMS-PROMOTIONS	A-KON EVENT - BALANCE DUE (EVENT TRUST FUND)				57,848.21
80064240	9/24/2024	TARSUS CONNECT, LLC			8,995.00		
		MEDIA ADVERTISING	ADVERTISING				8,995.00
80064241	9/24/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			2,070.00		
		BUSINESS DEV INCENTIVE PROG	CONSERO CORP LEARNING & DEVELOPMENT/SEPT 2024				880.00
		BUSINESS DEV INCENTIVE PROG	NEW ORLEANS SAINTS VS DALLAS COWBOYS/SEPT 2024				1,190.00
80064242	9/24/2024	TRADE PRESS MEDIA GROUP, INC			5,500.00		
		MEDIA ADVERTISING	ADVERTISING				5,500.00
80064244	9/30/2024	A-KON, LLC			55,959.79		
		LOCAL PROGRAMS-PROMOTIONS	2023 A-KON (EVENT TRUST FUND)				55,959.79
80064245	9/30/2024	AHIP TX ESD ENTERPRISES LLC			288.00		
		BUSINESS DEV INCENTIVE PROG	INT'L CONF OF POLICE CHAPLAINS TRAINING/SEPT 2024				288.00
80064246	9/30/2024	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS			220.00		
		BUSINESS DEV INCENTIVE PROG	CORD BOARD STRATEGIC ROOMS/SEPT 2024				220.00
80064247	9/30/2024	CLUBCORP USA, INC.			142,682.00		
		LOCAL PROGRAMS-PROMOTIONS	INVITED CELEBRITY CLASSIC (EVENT TRUST FUND)				142,682.00



Irving Convention and Visitors Bureau

Check Register
September 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80064248	9/30/2024	CUTTS, SUSAN		1,269.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - SEPT 09 - 20, 2024			1,269.00
80064249	9/30/2024	ESPINOZA, ANABEL		75.00		
		COMMUNICATIONS	AUG 2024 - CELL			75.00
80064250	9/30/2024	FOJTASEK, LORI		197.70		
		COMMUNICATIONS	JUL 2024 - CELL / MILEAGE / MISC			75.00
		MILEAGE REIMBURSEMENT	JUL 2024 - CELL / MILEAGE / MISC			10.73
		LOCAL PROGRAMS-PROMOTIONS	JUL 2024 - CELL / MILEAGE / MISC			5.00
		TRAVEL AND TRAINING	TACVB ANNUAL CONFERENCE 2024			20.00
		LOCAL PROGRAMS-PROMOTIONS	AUG 2024 - CELL / MILEAGE / MISC			5.00
		MILEAGE REIMBURSEMENT	AUG 2024 - CELL / MILEAGE / MISC			6.97
		COMMUNICATIONS	AUG 2024 - CELL / MILEAGE / MISC			75.00
80064251	9/30/2024	FOSTER, WENDY		249.83		
		COMMUNICATIONS	JUL 2024 - CELL / MILEAGE / MISC			75.00
		CONVENTION SERVICES MATERIALS	JUL 2024 - CELL / MILEAGE / MISC			(18.08)
		MILEAGE REIMBURSEMENT	JUL 2024 - CELL / MILEAGE / MISC			29.15
		LOCAL PROGRAMS-PROMOTIONS	JUL 2024 - CELL / MILEAGE / MISC			72.06
		TRAVEL AND TRAINING	MPI-WEC 2024			91.70
80064252	9/30/2024	GALLAGHER, BREANNA DAWN		150.00		
		COMMUNICATIONS	AUG 2024 - CELL			75.00
		COMMUNICATIONS	JUN 2024 - CELL			75.00
80064253	9/30/2024	GROVES, DONNA		144.00		
		COMMUNICATIONS	AUG 2024 - CELL			65.00
		TRAVEL AND TRAINING	CONNECT MARKETPLACE 2024			79.00
80064254	9/30/2024	HCD DALLAS CORPORATION		2,856.00		
		BUSINESS DEV INCENTIVE PROG	STATE FREEDOM CAUCUS NETWORK EVENT/SEPT 2024			1,900.00
		BUSINESS DEV INCENTIVE PROG	NALHE ANNUAL SUMMIT/SEPT 2024			956.00
80064255	9/30/2024	HIDDEN VALLEY PROMOTIONS, LLC		500.00		
		LOCAL PROGRAMS-PROMOTIONS	IRVING HOLIDAY PARADE HORSE DRAWN WAGON			500.00
80064256	9/30/2024	HOPKINS, CHERYL		221.85		
		COMMUNICATIONS	JUN 2024 - CELL			75.00
		TRAVEL AND TRAINING	MEETINGS TODAY 2024			62.75
		TRAVEL AND TRAINING	CONNECT MARKETPLACE 2024			84.10
80064257	9/30/2024	IMAGO MEDIA, INC.		3,500.00		
		MEDIA ADVERTISING	ADVERTISING			1,000.00
		MEDIA ADVERTISING	ADVERTISING			2,500.00
80064258	9/30/2024	INTERNATIONAL PROTECTIVE SECURITY BOARD		1,072.00		
		BUSINESS DEV INCENTIVE PROG	CLOSE PROTECTION CONFERENCE/DEC 2023			1,072.00
80064259	9/30/2024	JEAN FANG		1,300.00		
		PROFESSIONAL SERVICES	BLOG POSTS - VISIT IRVING BLOGS			1,300.00
80064260	9/30/2024	JOSEPH HAUBERT		1,250.00		
		PROFESSIONAL SERVICES	PHOTOGRAPHY - WATER STREET AND CANAL LIGHTS			1,250.00
80064261	9/30/2024	LEVINE, KATHY		65.44		
		COMMUNICATIONS	AUG 2024 - CELL			65.44
80064262	9/30/2024	LOPEZ, BRENDA		150.00		
		COMMUNICATIONS	AUG 2024 - CELL			75.00
		COMMUNICATIONS	MAY 2024 - CELL			75.00



Irving Convention and Visitors Bureau

Check Register

September 2024

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80064263	9/30/2024	MALONEY STRATEGIC COMMUNICATION INC		643.00		
		PROFESSIONAL SERVICES	INVENTORY STORAGE / MGMT- COLLATERAL MATERIAL		643.00	
80064264	9/30/2024	MANSELL, LORI		117.59		
		TRAVEL AND TRAINING	AUSTIN SALES CALLS / CLIENT LUNCHEON - JUN 2024			72.00
		COMMUNICATIONS	AUG 2024 - CELL			45.59
80064265	9/30/2024	MANSOUR, KAYLA		83.17		
		MILEAGE REIMBURSEMENT	AUG 2024 - CELL / MILEAGE			8.17
		COMMUNICATIONS	AUG 2024 - CELL / MILEAGE			75.00
80064266	9/30/2024	MEETING PROFESSIONALS INTERNATIONAL		27,000.00		
		MEDIA ADVERTISING	ADVERTISING			3,200.00
		MEDIA ADVERTISING	ADVERTISING			3,200.00
		MEDIA ADVERTISING	ADVERTISING			14,200.00
		MEDIA ADVERTISING	ADVERTISING			3,200.00
		MEDIA ADVERTISING	ADVERTISING			3,200.00
80064267	9/30/2024	PARKER UNIVERSITY		300.00		
		BUSINESS DEV INCENTIVE PROG	NEUROCON/JULY 2024			250.00
		BUSINESS DEV INCENTIVE PROG	SEMINAR COURTESY BLOCK/AUG 2024			50.00
80064268	9/30/2024	PETTY, BRICE		90.54		
		MILEAGE REIMBURSEMENT	AUG 2024 - CELL / MILEAGE			24.39
		COMMUNICATIONS	AUG 2024 - CELL / MILEAGE			66.15
80064269	9/30/2024	PROVIDENT RESOURCES GROUP, INC		1,848.00		
		BUSINESS DEV INCENTIVE PROG	RCAT CONFERENCE AND TRADESHOW/SEPT 2024			1,848.00
80064270	9/30/2024	ROSE, SUSAN		124.13		
		LOCAL PROGRAMS-PROMOTIONS	AUG 2024 - CELL / MILEAGE / MISC			10.00
		MILEAGE REIMBURSEMENT	AUG 2024 - CELL / MILEAGE / MISC			39.13
		COMMUNICATIONS	AUG 2024 - CELL / MILEAGE / MISC			75.00
80064271	9/30/2024	SIRMEN, LORI		130.17		
		TRAVEL AND TRAINING	CONNECT MARKETPLACE 2024			61.31
		COMMUNICATIONS	AUG 2024 - CELL			75.00
		TRAVEL AND TRAINING	PRSA TRAVEL & TOURISM 2024			(6.14)
80064272	9/30/2024	SMG		20,046.06		
		SAFETY SUPPLIES	ICC FIRE EXTINGUISHERS			9,850.00
		BUILDINGS MAINT	HVAC / MECHANICAL REPAIR VFD ON UNIT SF-13			10,196.06
80064273	9/30/2024	SOTO, MONICA		59.25		
		MILEAGE REIMBURSEMENT	AUG 2024 - CELL / MILEAGE			9.25
		COMMUNICATIONS	AUG 2024 - CELL / MILEAGE			25.00
		COMMUNICATIONS	SEPT 2024 - CELL			25.00
80064274	9/30/2024	TARA BANDA		700.00		
		PROFESSIONAL SERVICES	BLOG POSTS - VISIT IRVING BLOGS			700.00
80064275	9/30/2024	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		7,420.00		
		BUSINESS DEV INCENTIVE PROG	TORONTO BLUE JAYS VS TEXAS RANGERS/SEPT 2024			1,490.00
		BUSINESS DEV INCENTIVE PROG	LION STREET INDABA/SEPT 2024			2,475.00
		BUSINESS DEV INCENTIVE PROG	CONSERO ENERGY GENERAL COUNSEL/SEPT 2024			1,080.00
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TEXAS RANGERS/SEPT 2024			1,175.00
		BUSINESS DEV INCENTIVE PROG	BALTIMORE RAVENS VS DALLAS COWBOYS/SEPT 2024			1,200.00



Irving Convention and Visitors Bureau

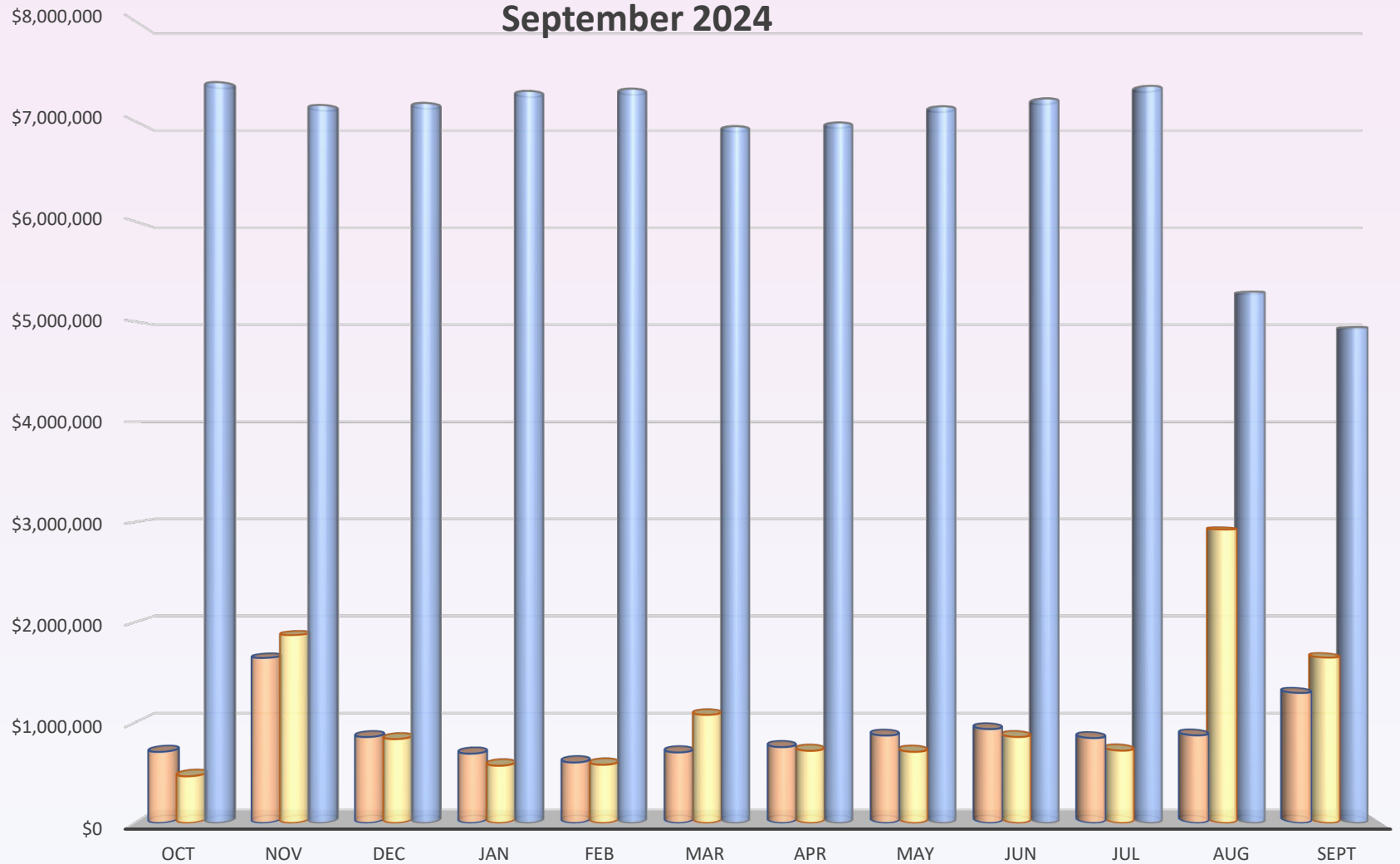
Check Register
September 2024

Check #	Check Date	Vendor Name	Line Item Description	Check	Invoice Amount	
		Object Description		Amount	ARPA	HOT TAX
80064276	9/30/2024	TUNGETT, MATT		196.08		
		TRAVEL AND TRAINING	TACVB ANNUAL CONFERENCE 2024			20.00
		LOCAL PROGRAMS-PROMOTIONS	AUG 2024 - CELL / MISC			10.00
		COMMUNICATIONS	AUG 2024 - CELL / MISC			65.04
		COMMUNICATIONS	JUL 2024 - CELL / MISC			65.04
		LOCAL PROGRAMS-PROMOTIONS	JUL 2024 - CELL / MISC			5.00
		TRAVEL AND TRAINING	CONNECT MARKETPLACE 2024			31.00
80064277	9/30/2024	USA TRIATHLON OF COLORADO		64,540.00		
		LOCAL PROGRAMS-PROMOTIONS	USA TRIATHLON MULTISPORT (EVENT TRUST FUND)			64,540.00
		Total Number of Invoices	150	1,261,823.80	1,484.00	1,260,339.80
		Total Number of Checks	89			

Irving Convention and Visitors Bureau

FY24 Cash Flow

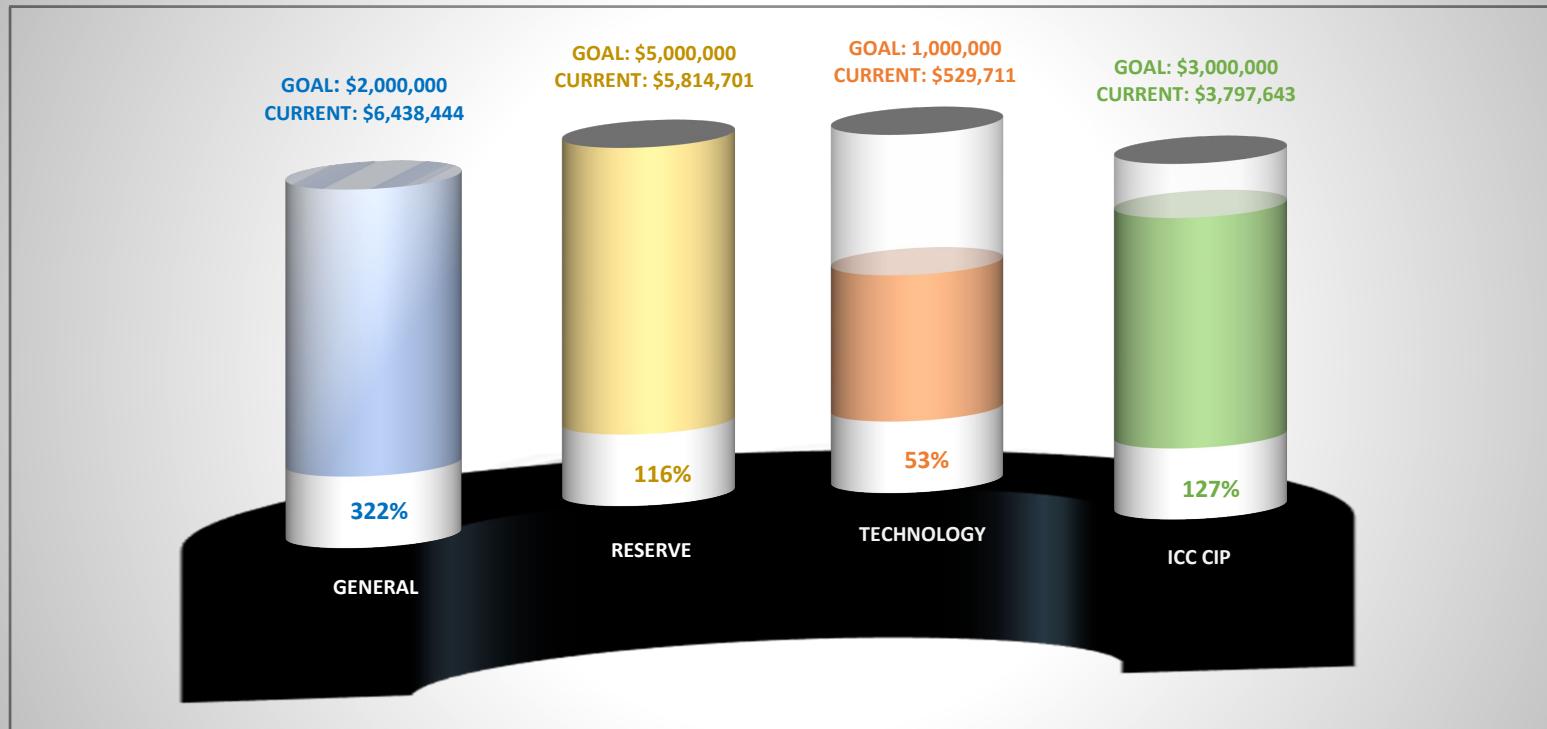
September 2024



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$708,541	\$1,644,623	\$856,435	\$690,373	\$602,765	\$703,059	\$756,238	\$871,180	\$935,451	\$846,293	\$873,145	\$1,295,542
EXPENSES	\$465,372	\$1,872,395	\$835,916	\$570,831	\$580,004	\$1,077,493	\$719,332	\$709,309	\$857,146	\$721,183	\$2,925,847	\$1,647,923
ENDING CASH	\$7,387,796	\$7,160,024	\$7,180,543	\$7,300,085	\$7,322,846	\$6,948,412	\$6,985,318	\$7,147,189	\$7,225,494	\$7,350,604	\$5,297,902	\$4,945,521



FUND BALANCES SEPTEMBER 2024



A golfer in a light blue polo shirt, khaki shorts, a dark cap, and dark sneakers is captured in the middle of a golf swing on a green. A golf club is behind his head, and a golf ball sits on the grass near his feet. In the background, there is a large clubhouse with many windows and a large tree. The entire image has a warm, golden-yellow tint.

ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
September 2024

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2023 - 2024**

LUXURY & FULL SERVICE		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEPT 2024	TOTAL
1	Atrium Hotel and Suites DFW Airport	14,869.42	14,305.10	11,347.26	19,151.44	15,414.01	18,186.42	16,875.07	17,409.05	16,816.46	16,627.06	18,817.11	12,146.77	191,965.17
2	Dallas Marriott Hotel Las Colinas	64,649.51	50,400.58	38,624.53	50,056.38	59,345.37	52,881.65	67,710.40	53,010.05	49,147.94	47,321.20	47,545.94	55,938.75	636,632.30
3	DFW Airport Marriott	46,689.76	30,654.42	31,237.75	52,960.52	53,801.07	60,640.25	47,502.12	45,453.39	54,309.46	50,800.40	45,039.29	46,761.06	565,849.49
4	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	Embassy Suites DFW Airport South	30,654.69	27,063.61	22,944.15	23,240.12	23,506.78	29,568.79	28,990.94	2,631.87	27,340.22	24,996.18	19,874.84	24,915.65	285,727.84
6	Embassy Suites by Hilton Dallas Las Colinas	N/A	N/A	N/A	1,229.73	13,082.90	19,178.16	18,882.98	18,716.99	17,879.44	17,628.28	14,346.36	19,039.11	139,983.95
7	Hilton Garden Inn DFW Airport South	17,166.41	13,217.25	11,125.02	12,988.26	11,860.70	14,501.54	15,310.31	14,808.25	14,486.69	11,329.49	10,189.52	13,479.33	160,462.77
8	Hilton Garden Inn Las Colinas	17,416.62	15,171.21	11,455.48	14,633.97	15,838.29	16,598.67	19,117.94	16,844.35	16,382.41	13,584.12	13,342.74	14,839.44	185,225.24
9	Holiday Inn Irving Las Colinas	12,213.80	7,257.80	7,018.51	8,213.43	8,963.82	10,102.26	12,174.55	8,523.69	7,998.67	7,746.65	6,096.44	9,894.73	106,204.35
10	NYLO Las Colinas Tapestry Collection	22,632.98	16,049.37	12,778.34	17,970.18	16,923.33	17,509.07	21,295.35	20,975.76	18,057.11	16,892.78	16,937.58	17,766.43	215,788.28
11	Omni Las Colinas Hotel	64,128.09	53,537.47	33,722.72	49,441.68	49,109.24	48,752.45	58,532.84	49,332.08	46,962.22	36,676.68	41,873.74	48,423.67	580,492.88
12	Sheraton DFW Airport Hotel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
13	Texican Court	20,342.95	14,425.37	11,523.70	14,937.60	15,167.66	16,714.10	18,330.26	17,174.74	13,722.43	13,745.51	15,850.91	20,304.74	192,239.97
14	The Ritz-Carlton Dallas, Las Colinas	84,092.96	47,416.32	37,568.48	37,137.78	45,422.87	76,827.98	84,427.67	90,037.71	77,021.83	70,000.07	70,808.10	94,001.59	814,763.36
15	Westin DFW Airport	24,903.26	37,904.38	26,850.93	42,846.94	54,361.74	38,051.34	61,197.51	37,042.03	50,748.08	39,439.41	35,150.94	43,933.06	492,429.62
16	Wyndham DFW Airport Hotel	3.11	2.85	1,375.77	3,933.68	3,449.46	8,478.47	11,108.25	9,972.08	13,195.96	21,720.20	10,465.29	10,934.91	94,640.03
TOTAL LUXURY & FULL SERVICE		419,763.56	327,405.73	257,572.64	348,741.71	386,247.24	427,991.15	481,456.19	401,932.04	424,068.92	388,508.03	366,338.80	432,379.24	4,662,405.25

16	Westin Irving Convention Center Las Colinas	61,354.33	47,685.92	35,717.68	50,725.59	55,046.71	50,230.20	63,200.48	54,442.65	46,079.17	46,786.91	45,421.12	59,176.25	615,867.01
----	---	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	------------

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 9%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEPT 2024	TOTAL
1 Candlewood Suites DFW Airport North	6,709.76	6,353.47	5,814.22	5,886.05	5,171.97	6,348.85	7,122.16	7,359.52	6,927.50	4,217.18	5,597.69	6,225.27	73,733.64
2 Comfort Suites DFW Airport North	6,379.11	5,175.08	5,143.93	5,219.40	4,729.39	6,173.74	6,763.43	6,534.78	6,690.59	4,400.24	3,340.37	3,553.64	64,103.70
3 Country Inn & Suites by Carlson DFW Airport South	4,276.63	3,382.41	3,242.22	2,792.54	3,009.03	4,586.91	4,726.24	4,628.80	4,377.29	4,204.24	3,733.48	3,883.36	46,843.15
4 Element Dallas Las Colinas	17,921.03	13,989.73	12,596.90	14,251.09	14,336.56	16,082.70	17,830.78	16,609.80	14,548.55	16,251.98	14,973.77	16,910.20	186,303.09
5 Element DFW Airport North	10,915.30	8,361.34	6,679.62	9,036.70	8,936.64	10,898.86	11,125.88	11,214.60	10,630.95	9,620.53	8,358.51	9,455.97	115,234.90
6 Extended Stay America Dallas DFW Airport North	1,546.03	447.65	1,487.23	1,446.09	1,342.11	1,772.29	1,403.95	1,178.64	2,122.17	1,637.49	1,524.84	2,651.26	18,559.75
7 Extended Stay America Dallas Las Colinas	1,884.59	1,391.84	1,198.46	637.25	1,015.35	1,648.28	1,396.99	2,070.58	1,494.46	1,039.04	0.00	0.00	13,776.84
8 Extended Stay Deluxe Green Park	2,196.69	1,125.88	1,765.20	1,005.45	1,012.01	618.42	1,214.86	944.52	1,443.66	562.47	1,673.27	1,074.81	14,637.24
9 Extended Stay Deluxe Las Colinas	1,533.36	1,123.17	1,154.28	1,064.96	476.84	1,198.27	1,383.51	1,521.58	1,832.27	560.56	1,069.60	1,318.72	14,237.12
10 Hawthorne Suites Irving DFW Airport South	2,310.62	2,084.23	2,263.43	1,451.11	1,025.97	1,756.04	2,235.26	2,178.92	1,702.92	2,023.10	1,338.28	1,567.00	21,936.88
11 Holiday Inn Express Hotel & Suites DFW Airport North	14,419.09	11,982.45	11,693.47	12,774.18	11,452.10	14,969.25	15,405.37	15,068.93	14,429.59	13,989.21	12,004.49	12,898.63	161,086.76
12 Holiday Inn Express Hotel & Suites DFW Airport South	9,579.29	8,284.60	8,246.87	9,079.73	7,948.48	8,526.95	10,461.21	10,848.27	9,926.43	9,670.71	8,710.50	7,010.94	108,293.98
13 Holiday Inn Express Hotel & Suites Irving Las Colinas	9,460.58	7,158.68	6,523.82	6,324.12	8,388.64	8,731.87	9,385.57	9,807.76	7,858.96	8,428.01	6,549.91	8,887.31	97,505.23
14 Home Towne Studios Dallas Irving	2,195.82	2,842.68	1,927.78	1,813.19	2,082.52	2,207.65	2,264.36	1,980.27	2,434.93	2,569.38	1,715.42	610.76	24,644.76
15 Homewood Suites by Hilton DFW Airport North	7,911.03	6,610.68	4,885.03	5,279.82	6,535.16	8,442.08	9,032.37	7,821.53	7,556.45	6,295.57	6,067.36	7,326.44	83,763.52
16 Homewood Suites by Hilton Las Colinas	11,923.42	8,212.33	8,177.66	9,847.38	8,704.25	10,938.66	11,501.05	10,355.83	11,607.44	9,977.81	9,746.12	11,534.54	122,526.49
17 Hyatt House Dallas Las Colinas	11,523.03	9,764.42	8,628.07	7,088.56	5,999.35	11,303.11	6,173.88	12,407.62	14,687.48	14,105.32	6,777.08	8,602.26	117,060.18
18 Quality Suites Las Colinas	1,459.78	1,409.89	1,328.14	1,069.65	799.20	1,358.42	1,618.18	1,267.06	1,316.91	1,229.46	1,046.70	1,171.01	15,074.40
19 Residence Inn Dallas DFW Airport North Irving	7,451.85	5,824.01	3,847.71	6,508.17	6,512.30	7,184.13	8,919.68	7,144.62	7,323.20	6,251.75	5,522.04	6,343.87	78,833.33
20 Residence Inn Dallas Las Colinas	9,504.56	7,471.72	6,808.96	8,435.24	7,404.76	8,476.31	10,885.55	9,710.84	8,210.47	8,745.53	7,539.40	9,307.53	102,500.87
21 Soka Suites Dallas Las Colinas	8,193.27	5,635.31	7,983.45	7,702.34	6,886.39	7,919.94	9,099.08	8,792.60	7,840.89	5,976.64	5,859.67	9,611.76	91,501.34
22 Sonesta ES Suites Dallas Las Colinas	4,112.99	4,488.53	4,223.27	4,781.83	4,003.10	5,307.66	4,238.07	3,976.86	4,538.43	3,868.97	3,337.60	4,755.16	51,632.47
23 Sonesta Simply Suites Dallas Las Colinas	3,161.59	2,578.53	2,154.15	2,216.73	2,746.82	3,143.00	3,057.98	2,921.10	3,179.53	2,796.85	2,050.77	2,405.48	32,412.53
24 Springhill Suites Dallas DFW Airport East Las Colinas	6,843.88	6,807.99	6,306.16	7,574.71	8,258.02	10,340.95	10,450.10	9,283.70	7,473.12	8,907.54	8,173.95	8,494.78	98,914.90
25 Staybridge Suites DFW Airport North	6,294.68	4,610.07	4,788.10	5,079.48	5,395.31	6,758.61	7,510.81	6,715.92	6,431.91	5,601.77	5,727.26	6,120.40	71,034.32
26 TownePlace Suites Dallas DFW Airport North Irving	9,921.30	7,156.45	5,307.43	7,584.97	8,328.93	9,316.41	10,273.39	10,003.66	11,523.30	10,598.93	7,944.90	8,057.02	106,016.69
27 TownePlace Suites Dallas Las Colinas	9,570.93	7,687.28	6,439.33	7,279.45	7,759.71	8,841.54	9,545.62	8,820.89	8,447.30	7,863.80	8,126.78	3,857.35	94,239.98
28 Woodspring Suites Signature	2,347.95	1,380.35	1,832.30	1,719.76	810.96	1,945.76	1,624.78	1,722.31	1,507.16	1,401.18	1,126.05	2,013.78	19,432.34
TOTAL ALL SUITE / EXTENDED STAY	191,548.16	153,340.77	142,447.19	154,949.95	151,071.87	186,796.66	196,650.11	192,891.51	188,063.86	172,795.26	149,635.81	165,649.25	2,045,840.40

BUDGET SERVICE	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEPT 2024	TOTAL
1 Arya Inn & Suites	898.50	1,015.64	845.27	878.39	824.91	977.79	1,062.23	1,018.70	982.58	101.25	1,046.38	768.57	10,420.21
2 Budget Inn & Suites	41.48	38.87	33.16	16.01	30.85	15.86	34.47	20.78	21.69	32.09	32.52	34.48	352.26
3 Budget Suites of America Las Colinas	622.54	174.98	897.26	0.00	540.18	1,006.54	0.00	233.85	700.96	382.08	727.64	34.72	5,320.75
4 Clarion Inn & Suites	2,080.31	2,055.40	1,968.83	1,786.96	1,676.19	2,887.94	2,903.54	2,711.85	2,111.05	2,110.95	9,518.34	1,792.81	33,604.17
5 Crossroads Hotel & Suites	1,136.56	967.61	1,028.91	1,172.90	1,227.57	1,447.93	963.95	1,108.16	326.06	1,679.01	1,440.96	1,291.53	13,791.15
6 Days Inn	5,039.57	4,319.24	4,619.71	4,816.05	4,692.49	5,826.61	5,478.27	5,928.25	5,715.98	5,055.82	5,214.92	5,586.53	62,293.44
7 Days Inn DFW Airport North	3,605.10	2,401.20	1,998.82	2,134.65	1,889.83	3,189.47	3,420.65	4,269.12	3,457.55	2,671.28	2,030.63	3,018.20	34,086.50
8 Delux Inn	934.32	928.36	774.04	736.47	668.52	774.60	819.49	872.06	814.04	966.66	910.81	735.86	9,935.23
9 Delux Suites Motel	15.61	35.90	67.41	121.63	163.81	201.87	145.08	151.94	167.61	106.37	183.59	263.29	1,624.11
10 Gateway Inn	283.29	382.73	268.04	213.01	232.47	309.42	314.27	312.22	362.83	330.74	354.40	313.27	3,676.69
11 Magnuson Extended Stay & Suites Airport Hotel	862.89	625.13	604.44	664.15	621.70	847.76	893.81	1,088.69	1,210.20	831.28	674.30	1,322.42	10,246.77
12 Motel 6 Dallas DFW South	1,742.57	1,534.44	1,637.56	1,629.14	1,454.67	1,682.66	1,822.77	2,033.41	2,061.88	2,018.88	1,992.47	1,820.10	21,430.55
13 Motel 6 Dallas Irving	2,932.01	2,782.59	2,778.98	2,725.41	2,654.71	3,235.70	3,198.41	3,373.49	2,633.06	3,014.40	3,366.33	2,635.14	35,330.23
14 Motel 6 DFW North	4,487.78	3,788.14	3,898.01	4,225.53	3,391.68	4,585.35	4,705.11	4,809.84	4,018.47	3,823.13	3,834.68	3,477.35	49,045.07
15 Motel 6/Budget Inn Irving Loop 12	825.53	845.02	812.61	763.31	768.87	895.25	1,043.05	1,186.88	1,048.36	969.71	1,029.28	1,002.93	11,190.80
16 OYO Hotel DFW Airport North	474.31	448.10	363.68	446.04	488.99	550.44	548.73	593.27	800.81	281.94	116.51	0.00	5,112.82
17 OYO Hotel DFW Airport South	3,282.49	2,940.75	3,031.58	2,272.76	2,260.41	2,345.51	2,338.07	2,353.37	2,553.38	2,407.58	2,776.72	2,468.89	31,031.51
18 Quality Inn & Suites DFW Airport South	3,758.37	3,281.45	3,797.62	3,288.67	2,214.55	3,131.13	3,580.11	3,160.56	2,919.98	3,172.42	2,902.80	3,076.36	38,284.02
19 Red Roof Inn & Suites Irving DFW South	3,179.63	2,363.39	3,039.72	2,967.65	2,615.27	3,921.23	3,990.63	3,290.57	3,769.78	3,155.98	2,843.92	2,453.80	37,591.57
20 Red Roof Inn Dallas DFW Airport North	4,317.65	3,582.26	3,640.49	4,212.99	3,540.41	4,133.46	4,236.65	4,501.95	4,515.58	4,597.03	4,106.91	3,629.89	49,015.27
21 Studio 6 / Motel 6 DFW Airport East	2,563.55	2,390.72	2,575.33	2,733.16	2,042.75	2,567.21	2,564.39	2,954.56	3,025.64	2,652.31	3,490.13	2,367.24	31,926.99
22 Super 8 Hotel DFW South	2,370.31	1,903.72	2,515.67	2,454.78	1,787.63	2,355.83	2,757.70	2,677.17	2,861.71	2,206.92	2,316.05	2,257.79	28,465.28
23 Super 8 Motel DFW North	2,511.85	2,264.86	2,237.35	2,216.78	1,930.52	2,731.23	2,928.71	2,983.67	2,822.90	2,631.46	2,386.65	2,257.82	29,903.80
TOTAL BUDGET SERVICE	47,966.22	41,070.50	43,434.49	42,476.44	37,718.98	49,620.79	49,750.09	51,634.36	48,902.10	45,199.29	53,296.94	42,608.99	553,679.19

LIMITED SERVICE	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEPT 2024	TOTAL
1 aLoft Las Colinas	14,924.22	11,907.75	9,357.47	11,789.12	13,117.89	13,257.84	16,412.89	14,211.25	12,261.98	11,260.17	10,940.36	13,805.54	153,246.48
2 Best Western Plus DFW Airport Suites North	5,539.73	4,298.70	3,667.05	4,088.94	3,962.93	5,149.84	5,812.91	5,963.29	5,314.85	4,896.83	3,897.39	4,145.24	56,737.70
3 Comfort Inn & Suites Irving Las Colinas DFW	5,234.94	3,978.39	2,642.90	2,522.66	1,232.42	4,253.46	5,050.23	4,671.97	4,756.52	4,536.72	3,371.42	4,760.87	47,012.50
4 Courtyard Dallas DFW Airport North Irving	16,616.43	13,375.45	10,711.34	15,228.38	14,134.25	15,622.65	17,051.87	15,473.59	14,749.63	13,132.06	12,832.58	13,502.62	172,430.85
5 Courtyard Dallas DFW Airport South Irving	11,863.33	8,530.46	7,488.38	9,922.34	9,065.95	10,618.66	11,923.36	11,481.69	9,512.43	8,614.51	7,097.74	8,909.90	115,028.75
6 Courtyard Dallas Las Colinas	13,341.38	9,434.91	7,057.71	11,291.79	12,782.75	12,146.92	14,893.44	12,368.09	10,768.48	8,851.60	9,173.29	11,098.19	133,208.55
7 Fairfield Inn & Suites Dallas DFW Airport South Irving	9,317.22	7,622.20	7,236.72	9,667.56	8,322.49	10,699.20	9,067.23	10,384.58	8,735.60	8,803.20	7,387.35	8,046.95	105,290.30
8 Fairfield Inn & Suites Dallas Las Colinas	1,515.50	348.65	595.81	971.85	749.55	4,009.81	344.85	1,244.01	978.50	1,049.12	1,316.07	1,173.13	14,296.85
9 Fairfield Inn Dallas DFW Airport North Irving	10,736.86	7,907.51	6,416.22	8,657.27	8,380.20	9,973.65	10,888.62	9,944.71	8,309.67	7,736.67	7,478.26	8,409.79	104,839.43
10 Hampton Inn Dallas Irving Las Colinas	12,106.31	9,434.47	8,101.79	9,589.49	10,057.58	11,714.97	13,056.81	10,838.38	9,976.55	8,701.47	7,334.82	10,010.13	120,922.77
11 Home2 Suites by Hilton DFW Airport North	11,119.48	8,989.19	6,773.67	9,691.43	9,465.85	11,074.18	12,095.70	10,939.81	9,460.30	8,318.58	1,870.68	10,480.52	110,279.39
12 Home2 Suites by Hilton DFW Airport South Irving	10,656.75	8,871.21	7,693.49	8,296.18	8,704.85	9,612.63	10,430.68	9,640.84	9,276.07	8,677.23	7,249.46	8,821.41	107,930.80
13 Hyatt Place Dallas Las Colinas	10,382.04	7,444.64	7,573.60	7,798.07	8,447.36	9,616.40	10,379.05	10,140.05	8,897.80	8,198.47	5,756.57	8,114.54	102,748.59
14 La Quinta Inn & Suites DFW Airport North	6,939.56	3,422.96	2,293.63	2,054.97	3,730.07	8,058.39	9,521.41	9,291.82	8,123.19	7,440.20	6,077.78	0.00	66,953.98
15 La Quinta Inn & Suites DFW Airport South	9,913.74	7,568.70	5,947.77	7,709.05	6,986.82	9,210.62	10,415.23	10,356.15	9,317.29	8,033.47	6,960.14	8,167.17	100,586.15
16 La Quinta Inn Hotel & Suites Las Colinas	5,699.99	4,529.29	4,673.58	4,134.27	4,639.26	5,250.74	5,751.00	5,853.70	5,574.93	4,914.19	4,201.70	4,603.14	59,825.79
17 Quality Inn & Suites DFW Airport	6,252.72	5,358.53	5,537.90	6,015.34	4,894.44	6,589.04	7,340.60	7,404.71	7,331.40	7,106.11	6,397.38	5,518.66	75,746.83
18 Residence Inn Dallas DFW Airport South Irving	12,639.44	8,633.72	7,672.09	10,282.50	7,502.15	11,180.75	9,818.76	12,292.49	11,022.64	9,182.48	7,014.41	8,669.05	115,910.48
19 Wingate Inn by Wyndham DFW Airport North	5,048.26	4,477.61	4,114.52	4,704.12	4,467.20	5,111.02	5,155.82	4,847.62	4,997.45	4,935.29	4,960.00	4,978.58	57,797.49
TOTAL LIMITED SERVICE	179,847.90	136,134.34	115,555.64	144,415.33	140,644.01	173,150.77	185,410.46	177,348.75	159,365.28	144,388.37	121,317.40	143,215.43	1,820,793.68

TOTAL SHORT TERM RENTALS	24,448.10	22,411.77	17,968.66	22,187.60	21,233.80	26,272.79	24,788.45	24,174.63	23,333.06	25,470.83	22,728.31	23,996.05	279,014.05
Number of locations	28	34	25	27	23	33	33	31	26	24	28	35	



Date Distributed: December 6, 2024

Monthly Financial Summary

For Period Ending October 31, 2024

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	181,135	127,750	66,450	129,100	262,250	254,274	198,750	220,500	84,250	101,887	146,500	94,500	1,867,346
Service Income	180,247	12,750	7,400	14,450	26,000	17,500	19,750	18,750	5,000	5,000	10,000	5,000	321,847
Service Expenses	(289,774)	(44,970)	(29,980)	(20,986)	(35,976)	(26,982)	(38,974)	(38,974)	(11,992)	(11,992)	(11,992)	(8,994)	(571,586)
Total Direct Event Income	71,608	95,530	43,870	122,564	252,274	244,792	179,526	200,276	77,258	94,895	144,508	90,506	1,617,607
Ancillary Income													
F & B Concessions	29,302	16,000	5,000	15,000	16,250	25,000	12,250	43,250	15,000	1,000	13,250	9,000	200,302
F & B Catering	908,673	269,154	117,040	433,363	419,520	387,600	370,880	789,640	200,640	199,120	192,280	212,800	4,500,711
Parking: Self Parking	69,906	16,195	4,018	12,300	26,650	24,190	25,338	49,715	9,840	2,870	33,415	11,890	286,327
Electrical Services	41,180	3,000	3,500	2,500	17,000	35,500	27,000	15,000	8,500	4,000	1,500	15,000	173,680
Audio Visual	(1,228)	-	-	-	-	-	-	-	-	-	-	-	(1,228)
Internet Services	11,696	5,000	4,000	28,000	16,000	10,500	1,500	10,100	2,000	1,350	2,000	1,000	93,146
Total Ancillary Income	1,059,528	309,349	133,558	491,163	495,420	482,790	436,968	907,705	235,980	208,340	242,445	249,690	5,252,937
Total Event Income	1,131,136	404,879	177,428	613,727	747,694	727,582	616,494	1,107,981	313,238	303,235	386,953	340,196	6,870,543
Other Operating Income	242,197	139,117	139,117	139,117	139,117	139,117	139,117	139,117	139,117	139,117	139,117	105,468	1,738,835
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	1,373,333	543,996	664,545	752,844	886,811	1,216,699	755,611	1,247,098	801,105	442,352	526,070	793,914	10,004,379
Operating Expenses													
Employee Salaries and Wages	297,938	303,051	303,051	303,051	303,051	303,051	303,051	303,051	303,051	303,051	303,051	311,377	3,639,825
Benefits	68,812	117,976	117,976	117,976	117,976	117,976	117,976	117,976	117,976	117,976	117,976	146,759	1,395,331
Less: Event Labor Allocations	(76,453)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(44,504)	(704,287)
Net Employee Wages and Benefits	290,297	362,694	362,694	362,694	362,694	362,694	362,694	362,694	362,694	362,694	362,694	413,632	4,330,869
Contracted Services	93,211	90,320	90,320	90,320	90,320	90,320	90,320	90,320	90,320	90,320	90,320	90,403	1,086,814
General and Administrative	65,460	62,332	62,332	62,332	62,332	62,332	62,332	62,332	62,332	62,332	62,332	152,558	841,338
Operations	51,268	49,649	49,649	49,649	49,649	49,649	49,649	49,649	54,149	49,649	49,649	52,043	604,301
Repair & Maintenance	91,317	82,459	82,459	82,459	82,459	82,459	82,459	82,459	82,459	82,459	82,459	96,608	1,012,515
Supplies	14,679	29,708	29,708	29,708	29,708	29,708	29,708	29,708	29,908	29,708	29,708	41,711	353,670
Insurance	19,511	29,167	29,167	29,906	29,167	29,167	29,642	29,167	29,167	31,764	29,167	40,704	355,696
Utilities	59,946	57,042	57,042	57,042	57,042	57,042	57,042	57,042	57,042	57,042	57,042	54,134	684,500
Other	883	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,367	13,500
SMG Management Fees	93,491	46,317	32,794	59,599	58,595	56,866	54,202	91,489	40,614	39,090	39,757	38,403	651,217
Total Operating Expenses	780,063	810,813	797,290	824,834	823,091	821,362	819,173	855,985	805,310	810,683	804,253	981,563	9,934,419
Net Income (Loss) From Operations	593,270	(266,817)	(132,745)	(71,990)	63,720	395,337	(63,562)	391,113	(4,205)	(368,331)	(278,183)	(187,649)	69,959

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending October 31, 2024

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	21,605	32,315	(10,710)	24,618
Events	18	17	1	17
Event Days	46	48	(2)	46
Direct Event Income	71,608	191,367	(119,759)	73,383
Ancillary Income	1,059,528	902,836	156,692	791,783
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	1,131,136	1,094,203	36,933	865,166
Other Operating Income	242,197	139,117	103,080	201,505
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	1,373,333	1,233,320	140,013	1,066,671
Indirect Expenses	(780,063)	(853,597)	73,534	(673,824)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>593,270</u>	<u>379,723</u>	<u>213,547</u>	<u>392,847</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the One Month Ending October 31, 2024

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	21,605	32,315	(10,710)	24,618
Events	18	17	1	17
Event Days	46	48	(2)	46
Direct Event Income	71,608	191,367	(119,759)	73,383
Ancillary Income	1,059,528	902,836	156,692	791,783
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	1,131,136	1,094,203	36,933	865,166
Other Operating Income	242,197	139,117	103,080	201,505
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	1,373,333	1,233,320	140,013	1,066,671
Indirect Expenses	(780,063)	(853,597)	73,534	(673,824)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>593,270</u>	<u>379,723</u>	<u>213,547</u>	<u>392,847</u>

ASM - Irving Convention Center
Balance Sheet
October 31, 2024

ASSETS

Current Assets

Cash	\$ 3,639,463
Accounts Receivable	(129,462)
Prepaid Assets	148,997
Inventory	93,643

Total Current Assets	3,752,641
----------------------	-----------

Total Assets	\$ 3,752,641
---------------------	---------------------

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 1,063,358
Accrued Expenses	313,571
Deferred Income	0
Advance Ticket Sales/Deposits	1,782,443
Other Current Liabilities	0

Total Current Liabilities	3,159,372
---------------------------	-----------

Long-Term Liabilities

Long Term Liabilites	0
----------------------	---

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

Total Liabilities	3,159,372
-------------------	-----------

Equity

Net Funds Received	16,437,873
Retained Earnings	(16,437,874)
Net Income (Loss)	593,270

Total Equity	593,269
--------------	---------

Total Liabilities & Equity	\$ 3,752,641
---------------------------------------	---------------------

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2024

	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	181,135	221,185	(40,050)	181,135	221,185	(40,050)	174,950
Service Revenue	180,247	18,150	162,097	180,247	18,150	162,097	204,624
Service Expenses	(289,774)	(47,968)	(241,806)	(289,774)	(47,968)	(241,806)	(306,191)
Total Direct Event In	71,608	191,367	(119,759)	71,608	191,367	(119,759)	73,383
Ancillary Income							
F & B Concessions	29,302	18,750	10,552	29,302	18,750	10,552	31,705
F & B Catering	908,673	812,325	96,348	908,673	812,325	96,348	603,360
Parking	69,906	33,661	36,245	69,906	33,661	36,245	85,628
Electrical Services	41,180	19,100	22,080	41,180	19,100	22,080	54,092
Audio Visual	(1,228)	0	(1,228)	(1,228)	0	(1,228)	7,745
Internet Services	11,695	19,000	(7,305)	11,695	19,000	(7,305)	9,253
Total Ancillary Inco	1,059,528	902,836	156,692	1,059,528	902,836	156,692	791,783
Total Event Income	1,131,136	1,094,203	36,933	1,131,136	1,094,203	36,933	865,166
OTHER OPERATING INCOME							
Other Income	242,197	139,117	103,080	242,197	139,117	103,080	201,505
Total Other Operatin	242,197	139,117	103,080	242,197	139,117	103,080	201,505
Adjusted Gross Inco	1,373,333	1,233,320	140,013	1,373,333	1,233,320	140,013	1,066,671
INDIRECT EXPENSES							
Salaries & Wages	297,938	302,875	4,937	297,938	302,875	4,937	280,814
Payroll Taxes & Ben	68,812	116,364	47,552	68,812	116,364	47,552	67,010
Labor Allocations to	(76,453)	(58,333)	18,120	(76,453)	(58,333)	18,120	(62,070)
Net Salaries and Ben	290,297	360,906	70,609	290,297	360,906	70,609	285,754
Contracted Services	93,211	90,320	(2,891)	93,211	90,320	(2,891)	70,219
General and Adminis	65,460	62,331	(3,129)	65,460	62,331	(3,129)	61,033
Operating	51,268	49,649	(1,619)	51,268	49,649	(1,619)	52,582
Repairs & Maintenan	91,317	82,459	(8,858)	91,317	82,459	(8,858)	46,564
Operational Supplies	14,679	29,708	15,029	14,679	29,708	15,029	12,352
Insurance	19,511	29,167	9,656	19,511	29,167	9,656	9,729
Utilities	59,946	57,042	(2,904)	59,946	57,042	(2,904)	54,518
Other	883	1,125	242	883	1,125	242	307
ASM Management F	93,491	90,890	(2,601)	93,491	90,890	(2,601)	80,766
Total Indirect Expens	780,063	853,597	73,534	780,063	853,597	73,534	673,824

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2024

	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>593,270</u>	<u>379,723</u>	<u>213,547</u>	<u>593,270</u>	<u>379,723</u>	<u>213,547</u>	<u>392,847</u>

October 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
Co HEsion Summit 2024 De finite						
	Lifestyles Unlimited De finite					
6	7	8	9	10	11	12
ServiceNow World Fo rums 2024 De finite						
			Fotona Ultra Performance Lasers De finite			
				Swim Spa Blow out De finite		
						Texas ASCD 2024 Annu... De finite
13	14 Columbus Day	15	16	17	18	19
Texas ASCD 2024 Annual Meeting De finite			New Grad Event De finite	Fan Days 2024 De finite		
Swim Spa Blow out De finite			Irving 360 Civic Academy De finite			
Fotona Ultra Perform... De finite						
20	21	22	23	24	25	26
Fan Days 2024 De finite	Tithely De finite					
			TPTA 2024 Annual Conference De finite			
				8th Grade Career Fair De finite	ICVB Executive Commi... De finite	
					High Spirited Citizens ... De finite	

October 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				31		
Culture Keepers De finite 27					U.S. Pet Pro Classic 2024 De finite 1	
	North Texas Facilities Expo De finite				Crees Ese Crear De finite	
			ICVB Meeting De finite		Lindsey Wilson College Residence Class De finite	



BOARD REPORTS

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



Please fill out this form and return it to Maura Gast or Carol Boyer, or send an email letting us know of your interests.

All Board Members – Voting, Ex Officio and Council Liaisons – are eligible to serve on committees. Please indicate those committees on which you have an interest in serving. If you are interested in serving on **multiple** committees, please note each of those with an “M”.

If you are interested in serving only on one, please rank them in order of your preference – 1, 2 or 3. (If you only have interest in one, then only note the 1. If you have interest in only 2, just rank them 1 and 2.)

The committees will each meet on a quarterly basis; those dates and times will be established as soon as the committee roster is set and committee chairs and vice chairs appointed by the Board Chair.

Your Name: _____

_____ I don't have a specific preference – assign me wherever I am needed most.

_____ I am happy to serve in a committee leadership role, as chair or vice chair.

_____ My workload is too busy this year and I am unable to serve on a committee.

Preferences:

_____ Board Development Committee

Bylaws, Governance, Legislative Issues, Organization-Impacting Ordinances

_____ Community Relations Committee

High Spirited Citizens, Open Houses, Community Conversations, Hospitality Industry Annual Meeting

_____ Destination Development Committee

Convention Center, Signage, Hotel Development, Visitor Amenities, Industry-Impacting Ordinances

To sign up for email updates, visit Irving Legislative Insider at CityofIrving.org/Legislative-Insider. ■

Help Irving Shelter Pets through Comfort and Joy Drive

Each year, Irving Animal Care Campus (IACC) employees and volunteers decorate the facility for the holidays during the weekend after Thanksgiving. The centerpiece is a tree decorated with cards listing items people can donate in-kind.

Through the IACC’s annual Comfort and Joy drive, individuals and organizations can donate blankets, canned food, toys and treats, which are in constant use at the shelter. Canned food like canned chicken, Vienna sausages or even canned cheese is especially important, as it helps transition puppies and kittens from formula to dry food, and it provides nutrition to sick and injured animals who often prefer wet food during recovery.

Residents can stop by the IACC to pick up a tag before shopping, or they can download and print tags at home. The Comfort and Joy drive begins Sunday, Dec. 1, and



donors should bring items by Thursday, Jan. 2, to the IACC at 4140 Valley View Lane.

Shopping on Amazon?
Visit CityofIrving.org/Comfort-and-Joy-Drive for donation details and to view Irving Animal Services' Amazon Wishlist. ■



Subscribe to Road Construction Alerts

Want to be the first to know about city street closures in Irving? Visit CityofIrving.org/Join and subscribe to Road Construction Alerts to receive news about Irving road construction projects and closures via email.



Subscribing is easy:

1. Enter your email address and select “Sign In.”
2. Scroll down to “Road Construction Updates,” which can be found under the News Flash category, and select the email icon.
3. Respond to the email confirmation message sent to verify the request.



Celebrate the Holidays at Irving Arts Center

Dec. 7-8 | The Nutcracker
Presented by Ballet Ensemble of Texas (BET)
Times vary | \$30-\$40
The holiday classic will be presented in four performances: Dec.7 at 2 p.m. and 7 p.m., and Dec. 8 at 1 p.m. and 6 p.m. More than 200 young dancers from the Ballet Academy of Texas will join BET with featured guest artists alumni Breanne Granlund and Carlos Gonzalez, soloists with American Ballet Theatre.

Dec. 12-15 | Hope in the Heartland
Presented by The Masters Musical Company
Times vary | \$27.50-\$32.50
Created by Dallas-based, award-winning songwriter Chris Machen and featuring 22 original songs. Based on the true story of one family’s struggle to survive the Great Depression, a tale of family, friendship and faith.

Dec. 14 | Home for the Holidays
Presented by Irving Symphony Orchestra (ISO)
7:30 p.m. | \$38-\$49
An evening full of holiday spirit with Christmas carols and audience singalongs performed by talented ISO musicians, renowned tenor, Charles Billingsley, the Irving Chorale and Guest Conductor Filippo Ciabatti.

Dec. 15 | Singing for Joy
Presented by New Philharmonic Orchestra of Irving
3:30 p.m. | \$10-\$20
This annual holiday singalong features special guests, the Arts District Chorale. They will lead a holiday sing-along and perform two great choral works of Christmas — Bach’s “Magnificat” and Vivaldi’s “Gloria.”

Dec. 21 | Federico De Michelis, Bass-Baritone
Presented by Las Colinas Symphony Orchestra (LCSO)
7:30 p.m. | \$17-\$50
The LSCO presents Federico De Michelis, bass-baritone.

Dec. 22 | Holiday Harmonies
Presented by The Irving Symphonic Band (ISB)



Celebrate the holidays by taking the family to see "The Nutcracker."

3 p.m. | \$7.50-\$15
The ISB's annual program features holiday classics.

FREE FAMILY HOLIDAY FUN
Dec. 5 | JumpstART Stories & Art: Sweet Treats
10 a.m. | Free
The theme for this month is “Sweet Treats!” Join this scrumptious food-themed story time. Share delicious stories, sing sweet songs and whip up some terrific arts and crafts creations inspired by the holidays.

Dec. 7, 14, 21 | Santa Saturdays
2 to 4 p.m. | Free
Do not get caught waiting in line for a mall Santa! Swing by for a quick photo with Santa Claus, and make holiday cards and crafts. Bring your camera.

Dec. 8 | Second Sunday Funday: The Art of the Holidays + Teen Open Studio
1 to 4 p.m. | Free | All ages
Drop in between 1 and 4 p.m. to find your inner artist and celebrate the season with creative and festive arts and crafts activities.

Visit IrvingArtsCenter.com or follow [@IrvingArts](https://twitter.com/IrvingArts) on social media for updates and fall events.

Irving Archives & Museum Events & Happenings

SCAN ME

Nature’s Blueprints: Biomimicry in Art and Design | Through Jan. 7: The exhibition brings together art and design with environmental science using artifacts and artworks, as well as interactive learning stations.

Japanese War Brides: Across A Wide Divide | Dec. 14-April 6: The Japanese War Brides exhibition delves into the lives of nearly 45,000 Japanese women who married U.S. service members and immigrated to America after World War II. Explore their postwar experiences through video interviews, personal artifacts and insights into the cultural impact of Japanese immigration and international marriages.

SECOND SATURDAYS

Enjoy Second Saturday with free admission and activities for everyone at the Irving Archives and Museum.

- **Dec. 14 | Bioluminescent Paper Circuit Project:** Create a glowing nature-inspired paper circuit and watch your design come to life.
- **Jan. 11 | Interactive Storytelling Station – “Map Your Story”:** Create a personal journey map. Trace your family’s travels or map out the places that hold special meaning to you!
- **Feb. 8 | Love Letters & Postcards Station:** Celebrate love and connection by decorating a postcard or writing a letter to someone special — or for yourself!
- **March 8 | Legacy Kits – Guided Workshop – Create a Legacy Kit:** Join a special workshop where you can reflect on family heritage and create a keepsake to pass down to future generations.



IRVING ARCHIVES AND MUSEUM
Hours: Wednesday through Saturday
10 a.m. to 4 p.m., Sunday noon to 4 p.m.
Tickets: Adults \$7, Ages 4-12 \$5

IrvingArchivesandMuseum.com

IRVING WATER LINE INVENTORY REVEALS NO LEAD IN PIPES



Irving Water Utilities completed the initial water service line inventory as required by the Environmental Protection Agency’s Lead and Copper Rule

Revisions. Over 55,000 water service lines were inspected, and no lead service lines were identified.

To view the citywide service line material type map, visit CityofIrving.org/ServiceLineInventory. For questions, contact Water Utilities Environmental Compliance at (972) 291-2281. ■



IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed. Free guided tours are offered on the first Saturday and second Sunday of each month at 2 p.m.

32nd Annual Holiday Tree Exhibition Through Dec. 31 | Main and Focus Galleries
Celebrate three decades of holiday tradition. This December, enjoy a wonderland of beautifully decorated Christmas trees and student artwork inspired by the theme "Sweet Dreams of Christmas." Visit in person Tuesday–Saturday, noon to 5 p.m., or vote online via Irving Arts Center’s Instagram and Facebook pages. Trees with the most “likes” win a cash prize.



Decorated Christmas Trees in the Main Gallery

The Art of Marty and Richard Ray Through Jan. 25 | Carpenter Hall Lobby Gallery
Richard Ray and wife Marty are Dallas-based artists who often collaborate on ceramic works (Marty’s specialty) and paintings (Richard’s primary medium). Richard and Marty’s unique collaborations merge design, themes and skills to create finished works of art in both mediums.

Mumentous: Football, Glue Guns, Moms and a Super-sized High School Tradition Deep in the Heart of Texas Through Jan. 25 | Courtyard Gallery
This captivating exhibit explores the evolution of Texas high school homecoming mums from their humble beginnings in the 1920s through today’s highly varied practices. The photography and narratives touch on a number of topics including high school football, fan and pop culture, the DIY movement, entrepreneurship and women as tradition-keepers.

LeUyen Came Along: The Art of LeUyen Pham Dec. 7 – March 15 | Dupree Lobby Gallery
A showcase of author and illustrator LeUyen Pham’s works by the National Center for Children’s Illustrated Literature, featuring the “Princess in Black” book series; “Vampirina Ballerina” children’s book series which was turned into a Disney animated series; Caldecott Honor-winning “Bear Came Along”; and the New York Times best-selling “Itty-Bitty Kitty-Corn.”

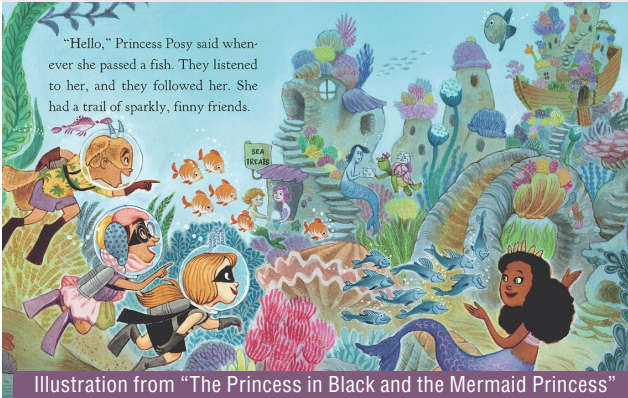


Illustration from “The Princess in Black and the Mermaid Princess”



Parks and Recreation Camp & Activities

Winter Break Camp

7 a.m. to 6 p.m. | Grades K-5

Register today for a Winter Break Camp at an Irving recreation center. Elementary students will enjoy games and crafts, and make new friends. Bring a sack lunch; afternoon snack is provided. Register in person or at a neighborhood recreation center.

- **Week 1: Dec. 23, 26 & 27** | \$60 per child
Register by Dec. 18.
- **Week 2: Dec. 30 & 31, Jan. 2 & 3** | \$80 per child
Register by Dec. 23.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Dec. 6 | Gingerbread House Making**
6:30 to 8:30 p.m. | All Ages | \$5 per person
Gingerbread kits provided.
- **Dec. 9-13 | Reindeer Roundup**
9 a.m. to 9 p.m. | All Ages | Free
Join in a holiday-themed scavenger hunt throughout the community.

Georgia Farrow Recreation Center

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

- **Dec. 20 | Gingerbread House Making**
6 to 7:30 p.m. | All ages | \$5
Gingerbread kits provided. Register by Dec. 13.

Heritage Senior Center

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

- **Dec. 16 | Texas Harmony Choir Concert**
7 p.m. | IPAR Card
Celebrate the season with Texas Harmony's December concert, featuring festive favorites and beautiful harmonies. Register by Dec. 9.
- **Dec. 20 | Christmas Party**
10 a.m. | IPAR Card
A morning of dancing, music and a visit from Ms. Mature Irving 2024 Letitia Smith-Wilson. A guest in a red suit will also stop by with treats! Reserve a spot for lunch and bring proof of membership. Lunch is \$1 for ages 60+ and \$6.25 for those under 60. Register by Dec. 16.

Lively Pointe Youth Center

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

- **Dec. 6 | Winter Wonderland Dance – Therapeutic Recreation**
6 to 9 p.m. | Ages 15 and older | IPAR Card

Dance for individuals with special needs and their chaperone.

- **Dec. 19 | Christmas Extravaganza**
6 to 8 p.m. | Ages 12-18 | IPAR Card
Pizza, games, music and fun!

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Thursdays and Fridays | The Wordsmith Workshop**
4 to 5 p.m. | Ages 12-16 | IPAR Card
An innovative space where students will explore and enhance their writing skills.
- **Dec. 14 | Winter Pickleball Tournament**
9 a.m. to 5 p.m. | Ages 18 and older | \$10 per team
- **Dec. 20 | Buddy the Elf's Adventure**
6 to 8 p.m. | All Ages | IPAR Card
Join a whimsical adventure for the entire family.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Dec. 13 | Elf Training**
5:30 to 8:30 p.m. | Ages 6-11 | \$5 per child
Train to be one of Santa's Helpers. Elves ages 9 and younger must be accompanied by an adult. Register by Dec. 4.

Senter Park Recreation Center

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

- **Dec. 20 | Homeschool Holiday Sweatshirt Extravaganza**
noon to 2 p.m. | Ages 7-15 | \$3 per person
Bring a sweatshirt, and all the festive accessories and snacks will be provided. Register by Dec. 16.



Register for classes and programs online at [CityofIrving.org/IrvingRec](https://www.cityofirving.org/irvingrec) or in person at any Irving recreation center.

Follow Us on Facebook



Search **@IrvingParksandRec** and “Like” Irving Parks and Recreation's page to stay up-to-date with events, programs, activities and more.



IRVING INDOOR AQUATIC ACTIVITIES

Indoor Pool Open Swim Hours

Heritage Aquatic Center (HAC)

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

- Monday & Friday | 7 a.m. to noon
- Monday | 5 to 9 p.m.
- Tuesday & Thursday | 11 a.m. to 2 p.m., 5 to 9 p.m.
- Wednesday | 7 a.m. to noon, 5 to 9 p.m.
- Saturday & Sunday | 1 to 5 p.m.

North Lake Natatorium (NLN)

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

Closed for Winter Break | Dec. 22 - Jan. 5

- Monday, Wednesday, Friday | 6 to 7 a.m., 5 to 9 p.m.
- Tuesday & Thursday | 6 to 7 a.m., 11:30 a.m. to 2 p.m., 5 to 9 p.m.
- Saturday | noon to 4 p.m.

EVENTS

- **Dec. 14 | Splashing into Grinchmas Cheer**
5 to 8 p.m. | All Ages | Pool Admission | NLN
Embrace the spirit of Grinchmas with the movie, twinkling lights and special surprises.
- **Dec. 14 | Aquastars**
11 a.m. to 1 p.m. | Under 18 | Pool Admission | HAC
For children with special needs. Adult guardian required.

CLASSES

- **Saturdays | Aqua Synergy Aerobics**
8:45 to 9:30 a.m. | Ages 18+ | \$2 | NLN
- **Saturdays | Power H2O**
10:30 to 11:15 a.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Aqua Sunrise Aerobics**
7 to 7:45 a.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Aqua Sunset Aerobics**
7 to 7:45 p.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Aqua Basics Aerobics**
6 to 6:45 p.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Deeply Fit Aerobics**
8 to 8:45 p.m. | Ages 18+ | \$2 | NLN
- **Mondays, Wednesdays & Fridays | Senior Pep Water Aerobics**
8:30 to 9:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays, Wednesdays & Fridays | Senior EZ Water Aerobics**
7:30 to 8:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays-Thursdays | Night Steppers Water Aerobics**
6:30 to 7:15 p.m. | Ages 18+ | \$2 | HAC

Visit [CityofIrving.org/Aquatics](https://www.cityofirving.org/aquatics) to register for classes and additional information.



Library Winter Reads and Programs

The Art of the Trade: Craft Supplies Swap

In November, South Irving Library gathered donations of materials in preparation for December's Community Art Supply Swap. On Dec. 7 at 3:30 p.m., the public is invited to discover renewed inspiration with others and explore a range of surplus materials to take home and repurpose. Open to all ages and skill levels.

CHECK OUT SEASONAL CHEER

Irving Public Library's programs make the season merry and bright for all ages. Among the holiday samplings:

Winterfest at Valley Ranch Library

- **Dec. 7** | 2 p.m. | Dallas Zoo Animal Adventures | Kids
- **Dec. 14** | 4 p.m. | Craftastic: Candy Cane Canvas Painting | Adults
- **Dec. 19** | 6 p.m. | Graham Cracker Cottages | Teens
- **Dec. 20** | 4 p.m. | Craftastic: Pearly Ornaments | Adults
- **Dec. 21** | 2 p.m. | MiY Ornaments | Teens
- **Dec. 23** | 2:30 p.m. | Wacky Wonderland Magic Show | Kids

All Wrapped Up

- **Dec. 12** | 6 p.m. | Valley Ranch Library | All ages
Members of the Young Adult Action Council (YAAC) will

offer free gift-wrapping services and hot chocolate during this annual event. Bring gifts ready to wrap, with a limit of five items per person. While supplies last. No oversized or unboxed items. Boxes will not be available at the venue.

Dec. 14 | Winter Ball

5 p.m. | West Irving Library | Teens

This after-hours party celebrating the season with crafts and more is exclusively for grades 6-12.

Dec. 31 | Noon Year's Eve

11 a.m. | South Irving Library | Kids

Welcome in the New Year during the daytime hours with this family-friendly program.

For a full schedule, check the library calendar and social media. For information about the library's around-the-clock services online, visit [CityofIrving.org/Library](https://www.cityofirving.org/library).

Fully Booked 2025

January 1 rings in a new year of reading and prizes with Fully Booked, the annual adult reading challenge. For updates, visit [CityofIrving.org/Library](https://www.cityofirving.org/library).

ENTER THE 2025 MLK ESSAY CONTEST

Irving students in grades 3-12 are invited to enter the 2025 City of Irving Dr. Martin Luther King Jr. Essay Contest.

In 2025, we commemorate Dr. Martin Luther King Jr. for his extraordinary activism in the American Civil Rights movement. Dr. King emphasized the power of dialogue in bridging divides.

Essays should discuss the importance of equality, justice and respect and, how these concepts are related to treating people with dignity and fairness, and ensure that everyone has equal opportunities. These characteristics can foster understanding and inspire actions that reflect Dr. King's vision.

Essays should be no more than a page in length or 500 words and will be judged on clarity, grammar and the depth of understanding of Dr. King's legacy and the vision for the future. Essays can be submitted from Dec. 2-Jan. 6.

The contest age categories are:

- Grades 3-5
- Grades 6-8
- Grades 9-12

Contest winners will read their winning essays during an observance Jan. 19 at 6 p.m. at Carpenter Performance Hall in the Irving Arts Center, 3333 N. MacArthur Blvd.

For more information on the theme and how to enter, visit [IrvingEvents.org](https://www.cityofirving.org/irvingevents). ■



CHRISTMAS TREE
ROUNDUP RUNS
DEC. 26-JAN. 12

Irving residents can properly dispose of fresh-cut Christmas trees during the annual Christmas Tree Roundup from Dec. 26 to Jan. 12.

Drop-Off Locations

Residents can bring Christmas trees to any of the following locations during the collection dates:

- Cottonwood Creek Park: 4051 N. Story Road
- Hunter Ferrell Landfill: 110 E. Hunter Ferrell Road (Hours: 7 a.m. to 5:30 p.m., Monday-Saturday; closed on city holidays)
- Las Colinas Service Center: 5964 Riverside Drive (southern section of the parking lot)
- Southwest Park: 2800 W. Shady Grove Road

Curbside Pickup Option

Alternatively, residents can place fresh-cut Christmas trees at the curb for weekly brush/bulky waste pickup. However, these curbside trees may not be recycled or mulched.

Guidelines

Whether dropping off or placing trees at the curb, residents must:

- Remove all decorations, such as tree stands, lights, tinsel, nails and ornaments.
- Take off any plastic bags covering the tree.

Mulch Availability

Trees collected at the drop-off locations will be mulched. Mulch is available for a nominal fee at Hunter Ferrell Landfill.

Visit [CityofIrving.org/SWS](https://cityofirving.org/SWS) or call (972) 721-2232 for more information about the Christmas Tree Roundup and other city recycling programs. ■



DOWNTOWN IRVING
SURVEY SEEKS TO
ENHANCE BUSINESS
OPPORTUNITIES



Help support businesses and economic development opportunities in downtown Irving by taking a short survey online. The City of Irving's Housing and Redevelopment

Division seeks feedback that could make downtown Irving, the heart of the community's Heritage District, an even better place to visit, live, work, shop, dine, do business and invest. The input received will help the city develop downtown business and district enhancement strategies based on community desires and interests.

The survey is open Dec. 3 through Dec. 17 and takes about seven minutes or less to complete. All information collected is anonymous.

For more information, contact Megan Gordon, Redevelopment Coordinator, at (972) 721-4772 or mgordon@cityofirving.org. ■



TAKE THE SURVEY
[CityofIrving.org/Downtown](https://cityofirving.org/Downtown)



Lake Carolyn Promenade Nears Final
Stage of Development



Lake Carolyn Promenade Phase V will begin construction in early 2025. Phase V marks the final phase of the project, completing the walkway's 6-mile loop around Lake Carolyn. The city began investing in the Lake Carolyn Promenade project in 2010 as part of the Las Colinas Urban Center Master Plan. The promenade improves walkability of the area, encourages physical activity and offers residents and visitors multiple seating opportunities to enjoy the Lake Carolyn view. Phase IV of the project, scheduled to be complete in spring 2025, connects the lake pathway north of Northwest Highway with the remainder of the promenade south of the highway.



Phase V will add 3,800 feet of promenade along the north shore of the lake near the Toyota Music Factory and the Wells Fargo Bank campus. Benches, pedestrian lighting, landscaping and new entry structures will be added to this section of the promenade alongside the installation of the walking path. Phase V, expected to be finished in fall 2025, will complete the 15-year Lake Carolyn Promenade project and will provide one continuous pedestrian walkway around the lake.

All phases of the promenade have been funded through Tax Increment Finance (TIF) funds. TIF funds

are obtained through the Tax Increment Reinvestment Zone (TIRZ) No. 1, which covers a large portion of Las Colinas. TIF programs place increased tax revenue from new development and higher property values in the designated TIRZ into a special TIF fund to finance improvements in that zone. This process allows the city to reinvest the revenue back into the area it originated from. Lake Carolyn Promenade Phase V will utilize \$4.66 million in TIF funding from TIRZ No. 1, 22.6% less than the original project estimate.

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



Irving Public Library 'Glow Up' Nears Completion



Improvements to the Valley Ranch, West and South branches of the Irving Public Library (IPL) are in the final stages. The project, known as the "IPL Glow Up," aims to ensure that library buildings remain beautiful and functional community spaces for current and future generations.

The most substantial facility improvement took place at Valley Ranch Library in late August with the replacement of the building's HVAC units. The installation required the use of a large crane to lift the new heating and air conditioning units onto the library's rooftop and haul the old units away. Once installed, the new HVAC units quickly went to work cooling down the 31,000-square-foot building, a process that took three days to complete.

Each library branch received a fresh coat of paint, new flooring, soundproofing panels in study and meeting rooms, and parking lot restriping. Additional parking lot improvements took place at the West Irving Library with the repaving of accessible parking spots to meet Americans with Disabilities Act (ADA) standards. West Irving Library also received public restroom improvements including new lighting fixtures, new accessible restroom signage and the replacement of accessible stall doors.

New laminate countertops for information desks at the Valley Ranch and South branches, along with public restroom enhancements and additional interior painting at Valley Ranch Library, will take place in early 2025.

The IPL Glow Up renovation project is funded by the 2021 municipal bond election, which provided \$20.2 million for designing, developing, constructing, improving, expanding and equipping library facilities, as well as \$245,000 in American Rescue Plan Act funds for ADA improvements.

As Valley Ranch Library closes in on 20 years of service, West Irving Library approaches 15 years and South Irving Library nears 10 years, investments in the maintenance of library facilities ensure that IPL can continue to provide the Irving community with an inviting atmosphere for reading, studying and intellectual growth for years to come. Visit CityofIrving.org/Library to learn more about IPL resources.

For more information on the city's ongoing infrastructure initiatives, visit CityofIrving.org/IrvingInvests. ■



Holiday Theft Prevention Tips

The Irving Police Department's (IPD) holiday wish this year is for residents to enjoy a safe holiday season. IPD shares these helpful tips for residents to be alert and aware while shopping for gifts:

Gift Exchange/Pickup

- Buying a present on an online marketplace? Use IPD's Safe ExchangeZone to meet for package pickup at 305 N. O'Connor Road.

Package Deliveries

- Install a smart security camera at your door.
- Schedule delivery with a carrier and require a signature on deliveries.
- Track packages for estimated arrival time.
- Ask a neighbor to pick up packages if you are not at home.
- Pickup packages at a local post office or mail service.

Shopping

While shopping this holiday season, drivers are reminded to be patient and plan accordingly to allow for plenty of travel time.

- Always remove valuables from the car. If needed, lock valuables in the trunk.



- Park in well-lit areas.
- Have car keys out and ready to enter your vehicle. Do not leave keys or fobs in vehicles.
- Always lock car doors and roll windows up.
- When dropping off purchases in the car, drive and park the vehicle in a different spot so others are not aware of any items being dropped off.

If a resident sees a crime in progress, contact IPD. For emergencies call 9-1-1, and for non-emergency requests, call (972) 273-1010.

Visit CityofIrving.org/Police and follow [@IrvingPD](https://twitter.com/IrvingPD) on social media and for more crime prevention tips. ■



BUREAU MANAGEMENT AND STAFF REPORTS

IRVING
CONVENTION &
VISITORS BUREAU

ICVB Memorandum

Date: December 6, 2024

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for November 2024

Convention Sales Activities

Leads Generated	November	YTD
Irving CVB – Hotel Leads	159	284
Irving Convention Center Leads	48	89

November

Room Nights Generated	Monthly Goal	November 2024 Actuals	November 2023 Actuals	FY 2024-25 Annual Goal	FY 2024-25 YTD Actuals	FY 2023-24 YTD Actuals	November Convention Center	Convention Center YTD
Definite Room Nights	(Est) 11777	5556	8842	(Est) 141323	10941	18391	525	1098
Lost Room Nights		17994	35298		47363	88999	3994	13198

Travel & Activity

November	Organization	Event	Location
4-7	Meeting Professionals Internationals	Texas Hill Country TEC	College Station, TX
20-22	Collinson Publishing	Connect Texas	Frisco, TX

Customer Services Activity November Servicing & Inventory

Groups Serviced	
November	9 groups
YTD	152 groups

	November	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	6	2180 Badges/ 2837 Lanyards
Pens/Notepads	7/2	650 pens/ 75 notepads
Bags	2	150
Promotional Materials	4	300 Restaurant Maps/ 600 TMF/ 100 Traveler's Guide
Staffing Services	3	54 Event Hours

Event Location: **Hotels:3** **Irving Convention Center: 5** **Other: 1**

Proclamations/Welcomes/Flags

Past

- Welcome Back/Ribbon Cutting - Great American Franchise Expo, March 2, 2024, Deputy Mayor Pro Tem Dennis Webb
- Mayor Welcome - SER Jobs for Progress, April 4, 2024, Mayor Stopfer
- Welcome - North Texas Business Alliance, April 15, 2024, Mayor Stopfer
- Welcome Back- NT Teen Book Festival, April 27, Councilman Phil Riddle
- Mayor Welcome/Ribbon Cutting - DFW Minority Supplier, May 15, 2024, Mayor Stopfer
- Mayor/Proclamation- Natl. Assn. of Latino Healthcare Exec, Sept. 12, 2024, Mayor Stopfer
- Ribbon Cutting Only, by client -No City Official, SSCC, September 25, 2024

Upcoming

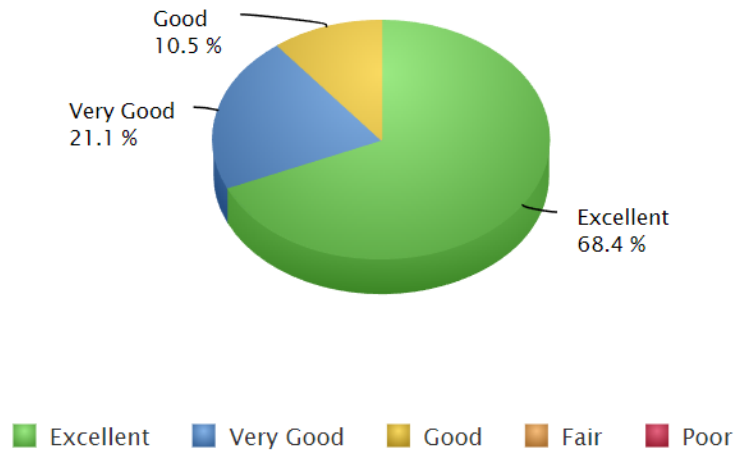
- Welcome-Council of Ewe Associations of North America, August 30, 2025-Mayor Stopfer tentative

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?

11/01/2024 - 11/30/2024 Score: 91.6 / 100.0
Chart

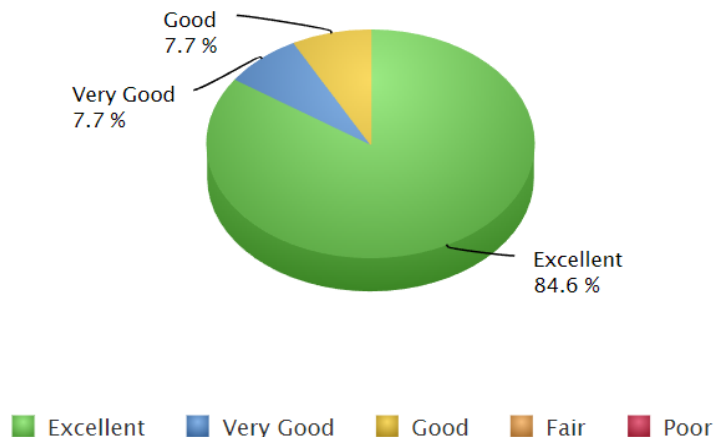
IRVING AS A DESTINATION How was your overall Destination Experience?



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

11/01/2024 - 11/30/2024 Score: 95.4 / 100.0
Chart

IRVING CONVENTION AND VISITORS BUREAU SUPPORT How was your overall Irving CVB experience?



Definite Bookings December 2024 – February 2025

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Roman Catholic Diocese of Dallas	SYNOD 2024	12/1/2024	12/3/2024	300	855
Board of Advisors, Inc.	Board of Directors-2024	12/1/2024	12/5/2024	75	232
American Institute for Servicing & Legal Executives	002PZZ American Institute for Servicing & Legal Executives 2024 Matters	12/3/2024	12/5/2024	60	134
Marcus Evans	Aerospace & Defense Manufacturing Summit	12/3/2024	12/6/2024	100	180
Wedding Account	Shreya and Malay Wedding celebration	12/4/2024	12/8/2024	350	305
Renaissance Learning, Incorporated	Renaissance Learning, Incorporated Dec2024	12/4/2024	12/6/2024	75	150
Collegiate Sports Travel	Big 12 Bands Conference	12/6/2024	12/7/2024	150	152
Aire Serv LLC	Aire Serv 2024-12 FAC Meeting	12/8/2024	12/9/2024	13	26
Gainwell Technologies	Gainwell CDL Foundations Training - November 2024	12/8/2024	12/12/2024	30	150
Greystar Management Services LP	Greystar Cohort 18 Room Block	12/9/2024	12/11/2024	60	155
Bluerock Capital Markets LLC	Bluerock December Meeting	12/9/2024	12/13/2024	70	173
National Physique Committee (NPC)	NPC Nationals 2024	12/10/2024	12/15/2024	500	1081
College Football Playoff	2024 College Football Playoff	12/18/2024	12/21/2024	400	659
Tampa Bay Buccaneers Football Team	Tampa Bay Buccaneers @ Dallas Cowboys	12/19/2024	12/23/2024	225	450

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Flying Eagles	Flying Eagles 2025	1/1/2025	1/4/2025	300	244
Hilti North America	Hilti Annual Sales Meeting 2025	1/1/2025	1/11/2025	700	1292
Washington Commanders	Washington Commanders @ Dallas Cowboys	1/2/2025	1/5/2025	160	173
Cotton Bowl Athletic Association	Cotton Bowl Football Association 2024 -2025	1/5/2025	1/10/2025	500	565
National Rifle Association of America NRA	NRA Board of Directors Meeting - Winter 2025	1/6/2025	1/12/2025	200	478
Hilti North America	E & I Meeting	1/8/2025	1/10/2025	100	400
Blue-Grey Events	Blue-Grey Bowl January 2025	1/10/2025	1/13/2025	250	403
Veterinary Business Management Association	VBMA January 2025 Conference	1/14/2025	1/21/2025	250	301
North American Sikh Medical and Dental Association	NASMDA 2025	1/16/2025	1/19/2025	200	170
Boston Scientific	Fellows Cadaver Lab & Workshop	1/17/2025	1/18/2025	45	45
Vizient, Inc.	Vizient, Inc. 2025 MTF.	1/21/2025	1/23/2025	200	245
Educational Development Corporation	PaperPie StoryMaker Summit Event	1/22/2025	1/25/2025	250	270
American Cancer Society	ACS Volunteer Leadership Summit 2025	1/26/2025	1/28/2025	225	492
Electric Power Research Institute	CHECWORKS Users Group (CHUG) Meeting - January 2025	1/26/2025	1/29/2025	35	115
Meyer Lab	Meyer Lab 2025 National Sales Meeting	1/26/2025	1/30/2025	160	481
Southern Association of Agricultural Scientists	2025 Annual Convention	1/29/2025	2/4/2025	450	1300
York Rite Masonic	York Rite Weekend	1/29/2025	2/2/2025	300	375
Viva La Bachata	Viva La Bachata	1/30/2025	2/2/2025	800	640

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
University of the Cumberlands	University of the Cumberlands	1/30/2025	2/2/2025	18	54
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2025	2/6/2025	2/8/2025	250	425
University of the Cumberlands	UNIVERSITY OF THE CUMBERLANDS	2/6/2025	2/8/2025	18	51
Lead4ward	lead4ward Review Conference	2/10/2025	2/13/2025	250	200
American College of Emergency Physicians	ACEP - Indy Class - 2025	2/10/2025	2/12/2025	65	185
University of the Cumberlands	University of the Cumberlands	2/13/2025	2/15/2025	18	51
Texas Society of Professional Surveyors	TSPS Symposium 2025	2/17/2025	2/23/2025	250	342
American Council for Construction Education	ACCE 2025 Conference	2/18/2025	2/22/2025	450	575
Sundeck Products USA Inc.	SUNDEK 41st Annual Convention 2025	2/18/2025	2/22/2025	140	276
Southern Baptists of Texas Convention SBTC	Evangelism 2025	2/18/2025	2/26/2025	3500	311
Texas Educational Diagnostician's Association	2025 Spring Annual State Conference - Contracted Room Block with Texican Court	2/20/2025	2/21/2025	600	100
Boston Scientific	Fellows Cadaver Lab & Workshop	2/21/2025	2/22/2025	40	45
National Systems Contractors Association	2025 Annual Meeting	2/23/2025	2/28/2025	300	941
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies Annual Conference 2025	2/28/2025	3/2/2025	200	160

**Highlighted items above are Target Industries for Irving

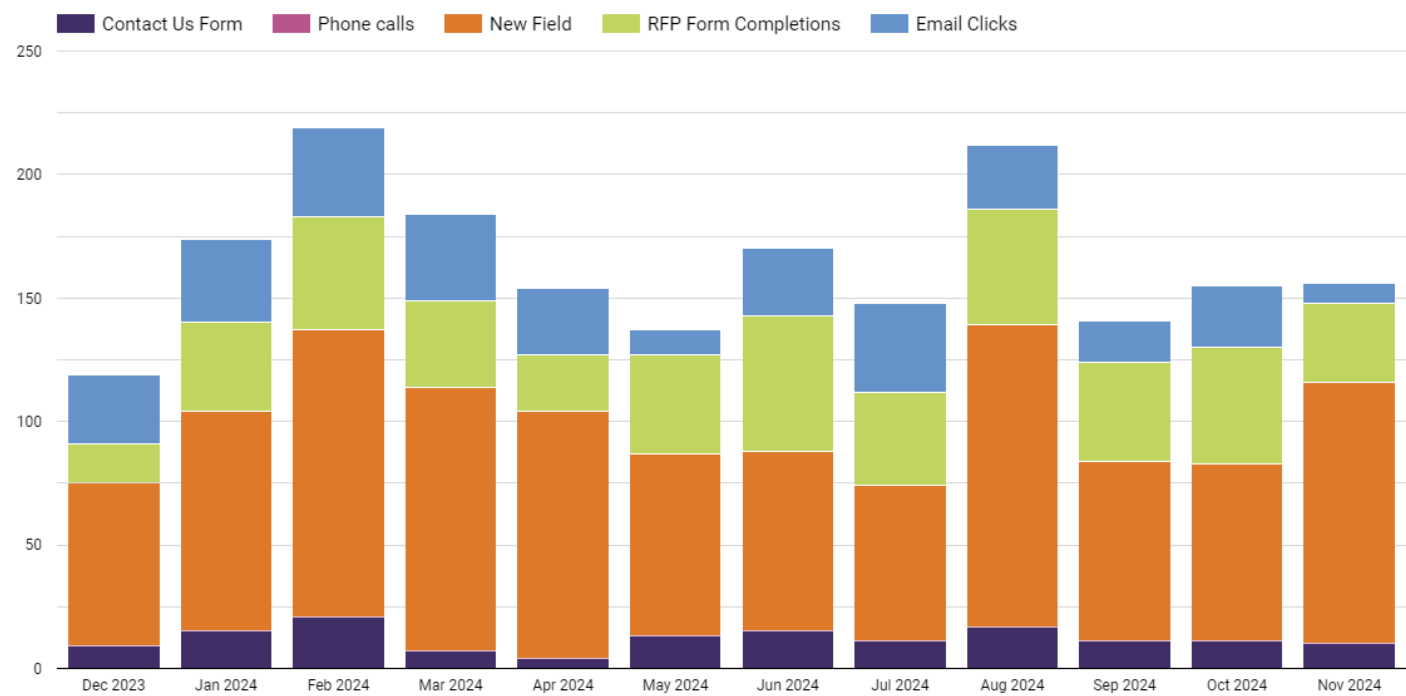


Marketing Communications

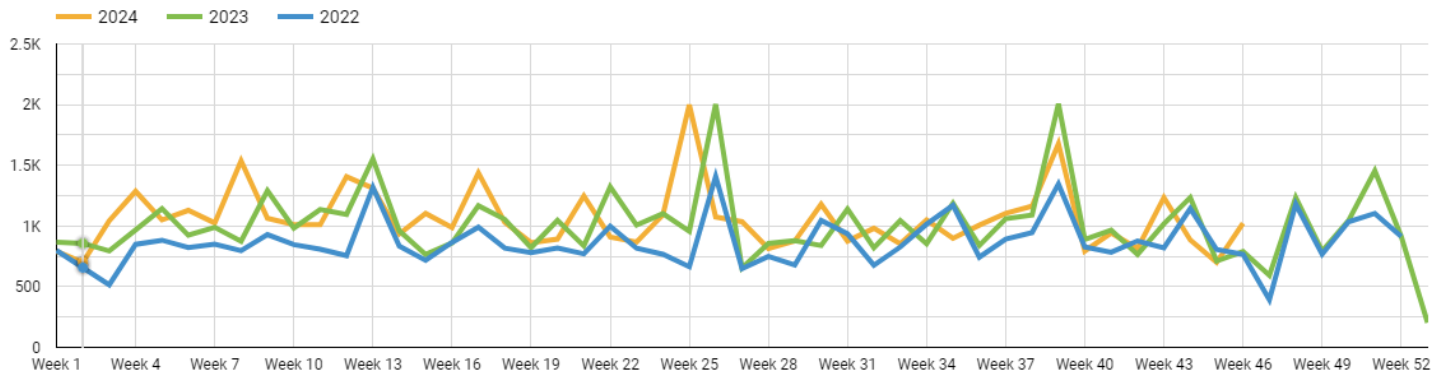
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing
Date: December 9, 2024
Re: October Board Report

Marketing Prospects

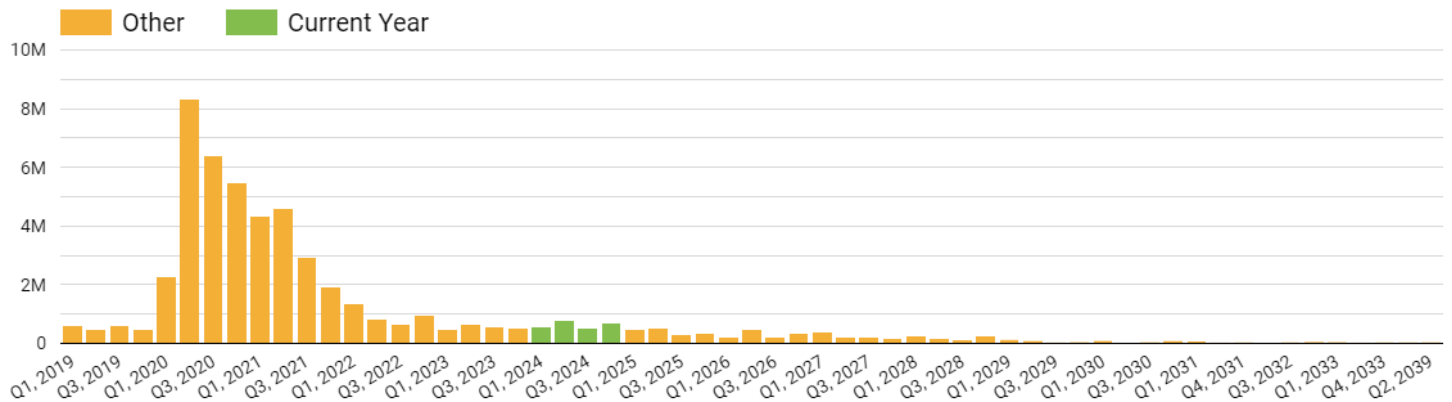
In November, there were **156 marketing prospects**. Of those, 106 came from Cvent, and 50 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs



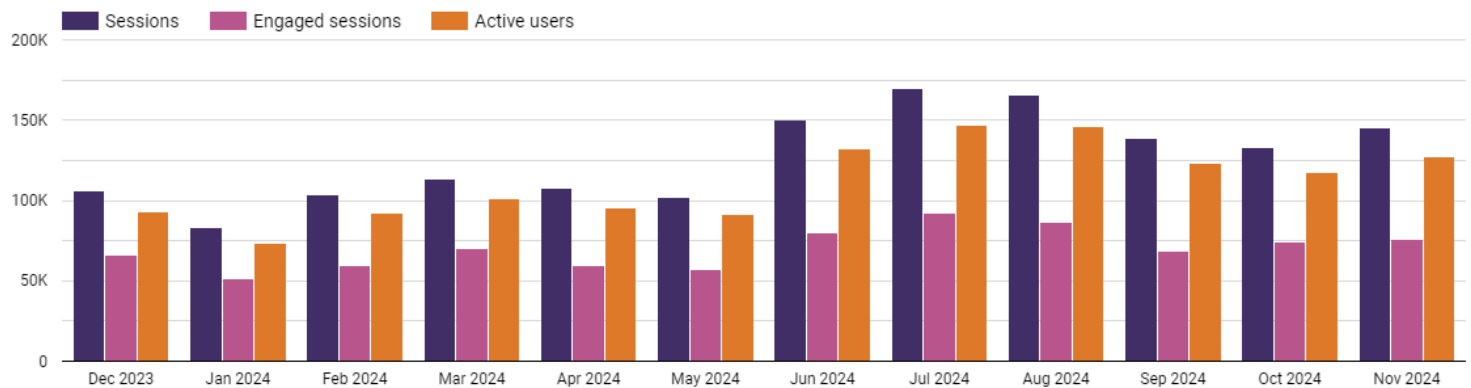
Aggregated Quarterly Cancellation Volume of 200+ DMOs



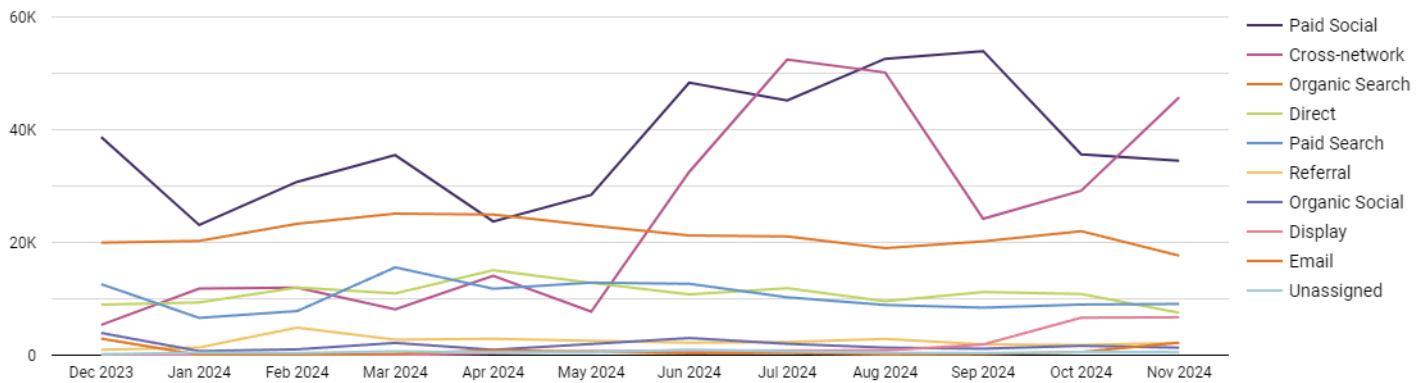
Website Traffic and Engagement

November had an increase in website traffic, with **145,421 total sessions**. This included **75,881 engaged sessions** from **127,031 active users**.

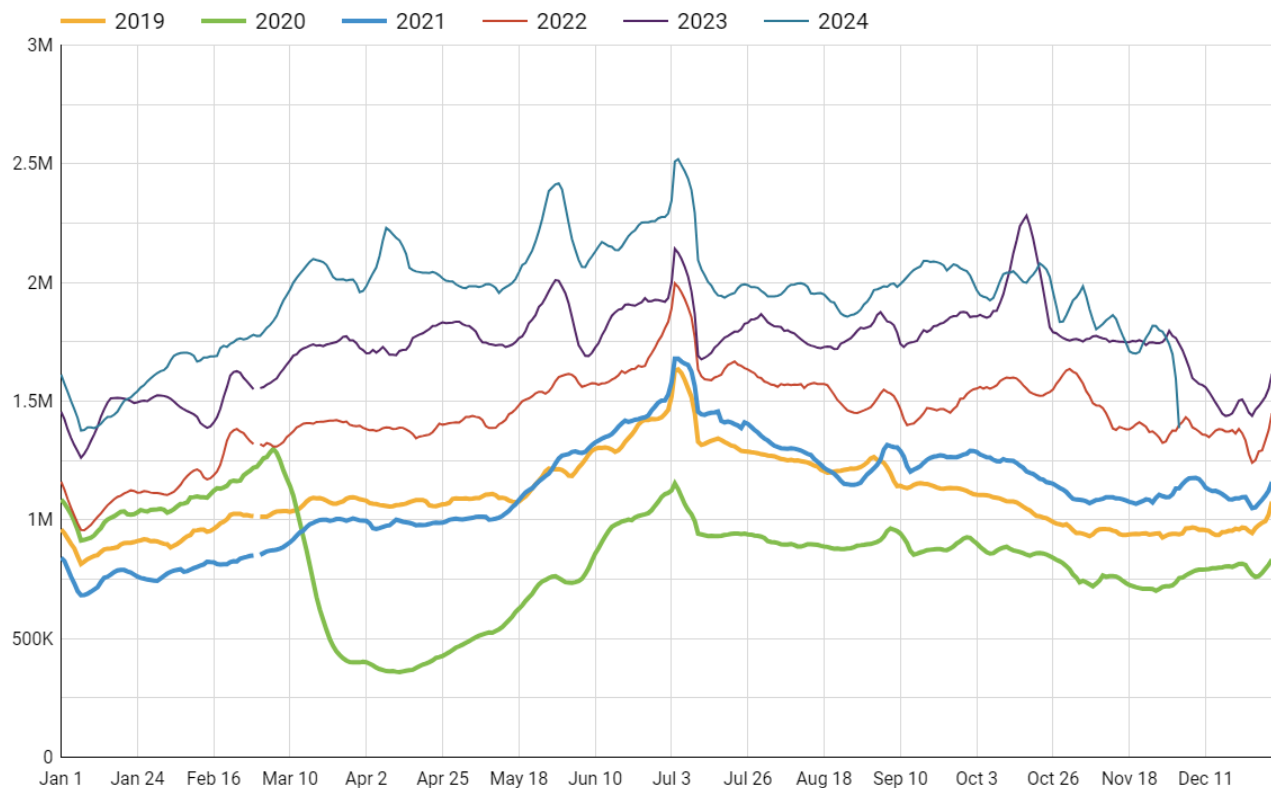
Sessions / Engaged Sessions / Active Users



Users by Channel



Aggregated Website Sessions of 200+ DMOs

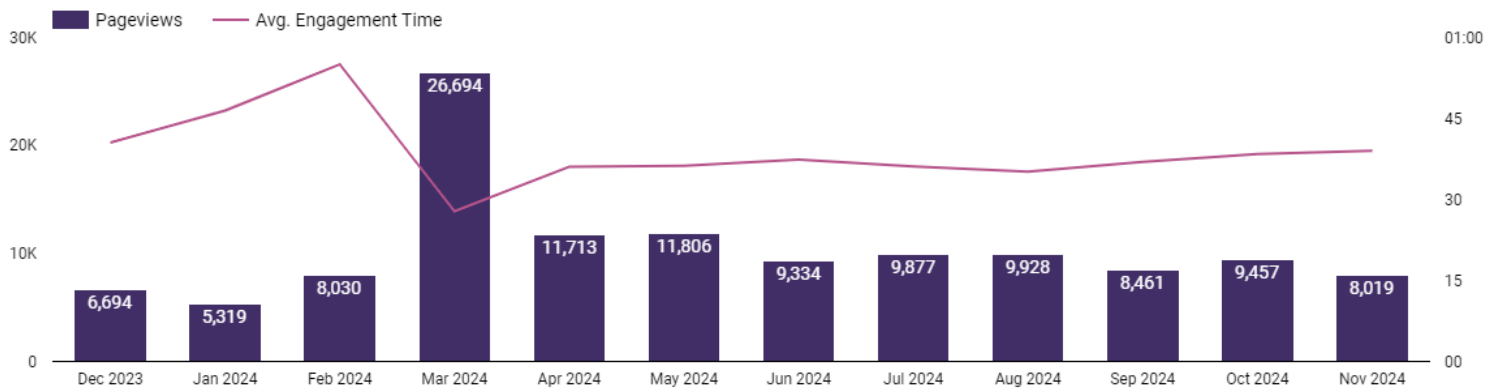


Blog Traffic

In November, there were **8,019 blog pageviews**. The top five posts were:

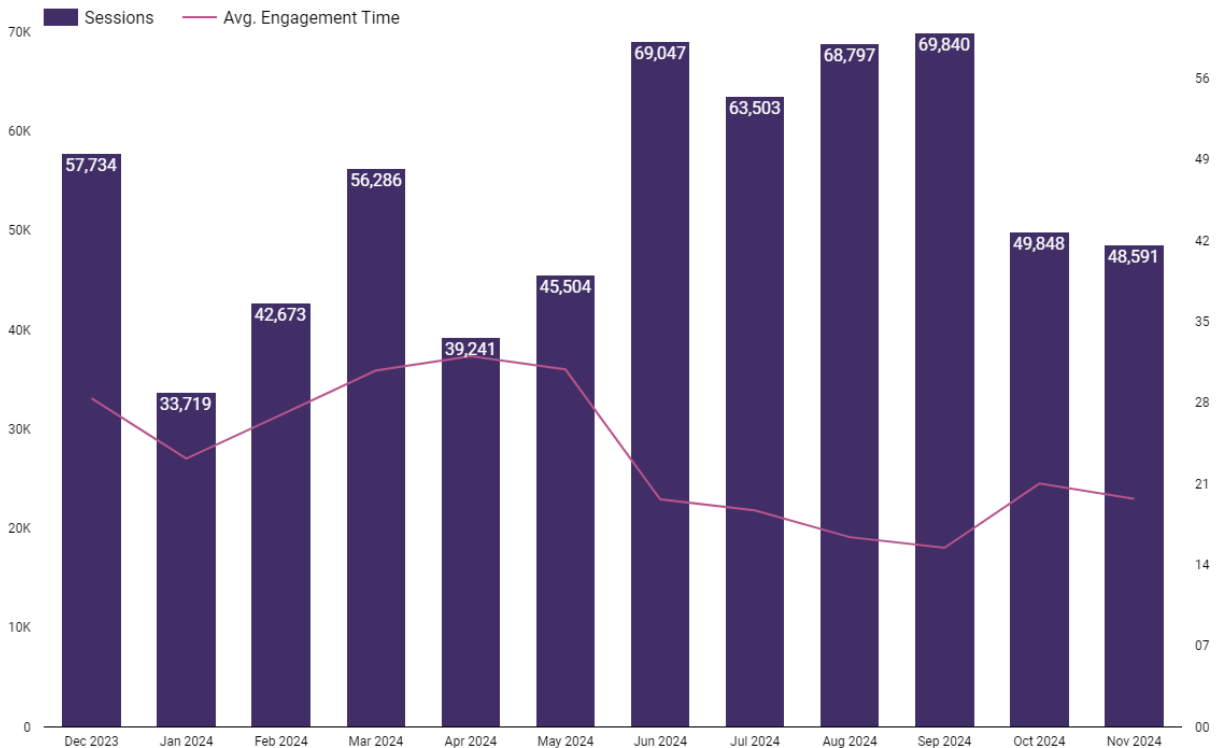
1. Gobble Up Some Miles at the Irving Turkey Trot – 1,092 pageviews
2. Five Standout Fall Events – 875 pageviews
3. State Fair of Texas Inspired Food in Irving – 756 pageviews
4. Thanksgiving Meals and Pies in Irving – 475 pageviews
5. Five Way to Have Fun at Lake Carolyn – 431 pageviews

Blog Pageviews



Paid Search (SEM)

Paid search had **48,591 sessions** in November.



Leisure Campaigns

Staycations Campaign:

The Staycations Campaign generated **14,600 hotel referrals**.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **10,564 clicks** in November.

Seasonal Campaigns:

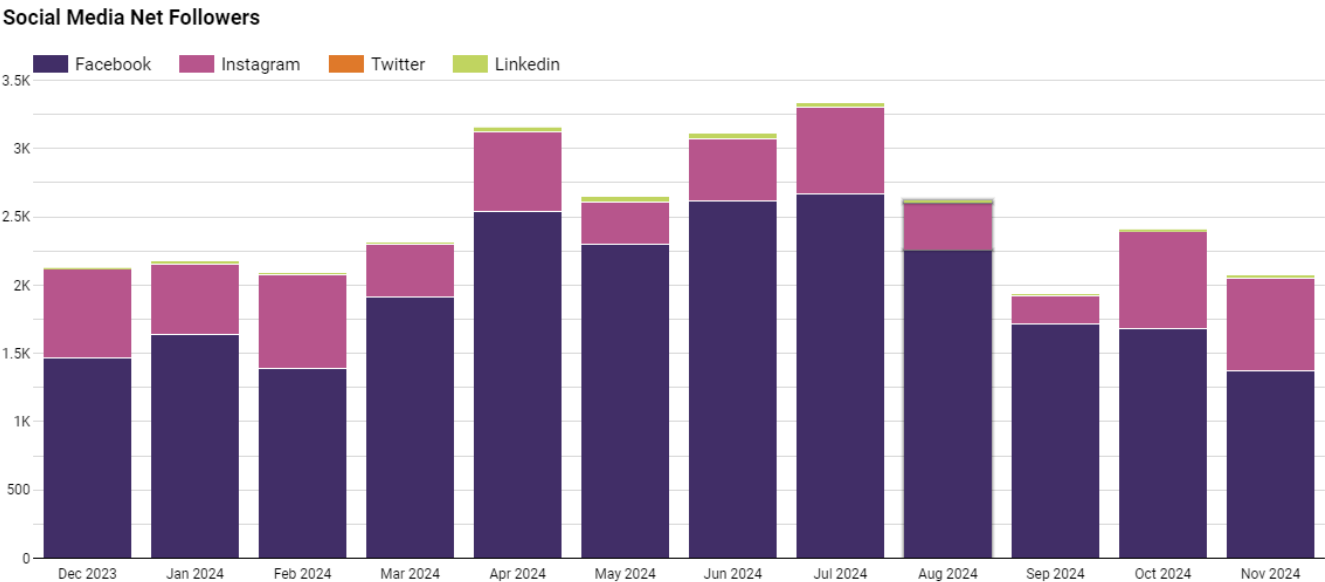
Two seasonal campaigns ran in November with the Fall campaign transitioning to the Winter campaign late last month. These campaigns promote seasonal events, hotel deals, and related blog and social media content. The Fall Campaign produced **20,940 clicks**, and the new Winter Campaign produced **5,025 clicks**.

Event-Based Micro-Campaigns and Evergreen Campaigns:

The Micro-Campaigns, which leverage existing demand from local events, generated **4,889 clicks** in November. The Evergreen Campaigns, which are similar to the Micro-Campaigns but are continuously running, generated **3,012 clicks**.

Social Media

November saw the addition of **2,073 new social media followers**, which brought the total influence to 187,319 followers.



Adrian Awards

The Irving CVB has received **11 Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards**: Six Bronze and Five Silver, two of which were awarded Best in Category. Four of those awards were for Total Eclipse in the Park; three for last year’s 12 Days of Holiday Giveaways; and three for Irving on the Rocks, which received both of the Best in Category awards.

Now it their 68th year, the HSMAI Adrian Awards recognize hospitality brands and agencies for creativity and innovation in advertising, digital, public relations/communications, and integrated campaigns. The HSMAI Adrian Awards embraces every segment of the industry, including hotels, airlines, cruise lines, car rental companies, destinations, and more. Winners are selected from a field of nearly 1,200 entries by senior industry and media experts and honored at the Adrian Awards Celebration.

This marks **78 Adrian Awards** the marketing communications team has earned.

The awards are as follows:

- Bronze Adrian:** Public Relations/Communications – Feature Placement Online or Print Consumer Media: *A Moon Pie Puts Irving in the Spotlight*
- Bronze Adrian:** Public Relations/Communications – Feature Placement Online or Print – Consumer Magazine or Newspaper: *Unexpected Romance and Adventure in Irving*
- Bronze Adrian:** Integrated Campaign – Influencer Marketing: *Total Eclipse in the Park: Showcasing Irving to the World*
- Bronze Adrian:** Public Relations/Communications – PR Campaign Consumer: *Total Eclipse in the Park: Showcasing Irving to the World*
- Bronze Adrian:** Integrated Campaign – Experiential Marketing: *Rockstar-Themed Self-Guided Tour App and Engagement Campaign*
- Bronze Adrian:** Integrated Campaign – Experiential Marketing: *12 Days of Holiday Giveaways*
- Silver Adrian:** Integrated Campaign – Experiential Marketing: *Total Eclipse in the Park: Showcasing Irving to the World*
- Silver Adrian:** Digital – Social Media Campaign: *12 Days of Holiday Giveaways*
- Silver Adrian:** Digital – Contest/Sweepstakes: *12 Days of Holiday Giveaways*
- Silver Adrian:** *Best of Category* – Integrated Campaign: *Rockstar-Themed Self-Guided Tour App and Engagement Campaign*
- Silver Adrian:** *Best of Category:* – Digital App: *Rockstar-Themed Self-Guided Tour App and Engagement Campaign*

Attachments:

- ✚ ["Travel: Postcard from Irving, Texas,"](#) christianpost.com, by Dennis Lennox, Oct. 27, 2024. This article was the direct result of an Irving CVB-hosted blogger visit, who attended the DFW Italian Festival.
- ✚ Press Release: "12 Days, 12 Changes to Win: Irving's Magical Holiday Giveaways"
- ✚ November Social Media Overview
- ✚ November Blog Performance Overview
- ✚ November Visit Irving Social Stats
- ✚ November Irving Convention Center Social Stats

Travel: Postcard from Irving, Texas

CP christianpost.com/news/travel-postcard-from-irving-texas.html

Sponsored by MEEKEVER

October 27, 2024

By Dennis Lennox, CP Contributor Sunday, October 27, 2024



A Marian procession through Las Colinas in Irving, Texas, was held as part of the 2024 DFW Italian Festival. | Dennis Lennox

Sometimes suburbia is the destination.

One such suburb is Irving, Texas. Once a bedroom community for Dallas, it has become a destination in its own right.

Away from Irving's stereotypical strip malls, box stores and residential neighborhoods is Las Colinas.

The 1970s master-planned community was built around the man-made Lake Carolyn and a series of canals. Basically, this is a big-city downtown in the middle of the suburbs.

Formerly the domain of office buildings — something like eight Fortune 500 companies have their global headquarters in Irving — it has evolved over the years, adding apartments, hotels and a solid food scene. Another big draw is the Toyota Music Factory, a world-class entertainment venue anchored by an open-air amphitheater. Past concerts have featured gospel and Christian performers, including Kirk Franklin.

The real gem in Irving's crown, however, is the waterfront created by the lake and canals, particularly during the hot Texas summer.

Some of the streetscape by the waterfront felt vaguely Mediterranean, not least when I watched a Marian procession organized by the annual DFW Italian Festival. It was like being in some Italian or Spanish town on the patronal feast day. Adding to the sense of place are the authentic Venetian gondolas that ply the water. (Gondola rides seemed especially popular with couples at sunset.)



The streetscape in Las Colinas feels vaguely Mediterranean. | Dennis Lennox



Las Colinas in Irving, Texas, has Italian-inspired canals. | Photo courtesy of Irving Convention & Visitors Bureau

A short drive away is Irving's claim to fame or infamy, depending on your perspective.

Lee Harvey Oswald, the assassin of John F. Kennedy Jr., spent the night before he killed the president on Nov. 22, 1963, at the house of Ruth Paine. Paine's house, a modest postwar home, survives as a museum. It's been carefully restored to its 1963 appearance with both original and replica furnishings. A guided tour is quite informative for anyone unfamiliar with the Kennedy assassination.

While Irving has more than enough to do and see over a weekend, it's also easy to get into Dallas for a visit to the Museum of Art or Sunday services at First Baptist Dallas, pastored by Robert Jeffress, or the Church of the Incarnation (Episcopal/Anglican). The two churches are among the major destination churches in Dallas.

If you go

I stayed at The Westin, an upscale hotel directly across from the Irving Convention Center and right by the Toyota Music Factory. An alternative hotel is the Omni with its resort-style outdoor pool.

Commentator and intellectual Jordan Petersen will be in Irving on Dec. 11 as part of his “We Who Wrestle with God” tour. Tickets are still available through the Toyota Music Factory box office.

Tours of the Ruth Paine House must be pre-booked through the Irving Archives and Museum.

Recommended restaurants in Las Colinas include Monaco, Pacific Table, Hugo’s Invitado and Two Mules Cantina.

I picked up a rental car at Dallas Fort Worth International Airport. It was totally unnecessary, as Uber was widely available. The airport itself is about 10 minutes from Las Colinas and is partially within Irving’s city limits.

Dennis Lennox writes a travel column for The Christian Post

Dennis Lennox writes about travel, politics and religious affairs. He has been published in the Financial Times, Independent, The Detroit News, Toronto Sun and other publications. Follow @dennislennox on Twitter.

-



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Lori Sirmen
(214) 766-1550
lsirmen@irvingtexas.com

**12 DAYS, 12 CHANCES TO WIN:
IRVING'S MAGICAL HOLIDAY GIVEAWAYS**

Prizes include 26 holiday pies, 22 culinary adventures, 16 show tickets, 6 luxurious hotel stays, exclusive cabanas, and more than 20 one-of-a-kind experiences—all for 12 lucky winners!

IRVING, TX (December 1, 2024) – The holiday season just got even brighter in Irving! Back for its second year, Irving's 12 Days of Holiday Giveaways is spreading cheer with 12 days of extraordinary prizes, showcasing the best of Irving as a premier staycation destination.

These aren't your ordinary giveaways. Each prize is a thoughtfully curated bundle of luxury and adventure experiences unique to Irving, with packages ranging in value from \$500 to \$1,800. From indulgent getaways to curated experiences and private tours, every prize is designed to create unforgettable memories for the lucky winners and bring joy to the holiday season.

Last year's inaugural giveaway drew over 2,000 entrants. This year, Visit Irving is making it even easier for winners to enjoy their prizes by offering a travel credit for those located more than 100 miles from Irving, ensuring everyone can experience the city's magic.

"Experiences make the best gifts, and that's what we're offering in Irving this holiday season," said Diana Pfaff, Vice President of Marketing & Communications at Visit Irving. "From world-class dining and entertainment to unique local adventures, these packages are designed to create unforgettable holiday memories."

Participants can enter daily from December 1 to December 12, with one lucky winner randomly selected each day.

For complete details on how to enter: <https://www.irvingtexas.com/12-days-giveaway>

PHOTOS: <https://visitirving.barberstock.com/collection/visitirving/12-days-of-giveaways>



IRVING'S 12 DAYS OF HOLIDAYS GIVEAWAYS

December 1: Ritzy Retreat

Celebrate the holidays in style with an overnight stay at The Ritz-Carlton Dallas, Las Colinas. Enjoy a Ski Chalet Cabana Experience featuring festive bites, cozy blankets, and a holiday movie under the stars.

Approximate Value: \$1,000

Day 2: O' Rockin' Night(s)

Experience a sensational night with dinner at Rayleigh Underground, live concerts at Toyota Music Factory, and a luxurious stay at the Westin Irving Convention Center.

Approximate Value: \$1,200

Day 3: Santa's Lil' Helpers Stocking Stuffers

Treat your family to holiday fun with an *Elf* movie experience, VIP bowling at Pinstack, frozen treats, and a delicious pie from The Ranch.

Approximate Value: \$509

December 4: Merry & Bright Irving Fun Pack

Explore Irving's best with high tea at The Ritz-Carlton, brunch at Via Real, concert tickets to the Pavilion at the Toyota Music Factory, and private tours of historic sites.

Approximate Value: \$1,224

Day 5: Reindeer Dash Race Pack

Enjoy a year of free races for two in the Irving Marathon Series, complete with exclusive perks, finisher medals, and festive celebrations.

Approximate Value: \$1,350

Day 6: Lone Star Winter Escape

Stay at Texican Court, enjoy concert tickets to the Pavilion at Toyota Music Factory, s'mores by the fire, and a meal at Two Mules Cantina.

Approximate Value: \$950



Day 7: The Ultimate Play: A Cotton Bowl Getaway!

Cheer from premium seats at the 2025 CFP Semifinal at the 89th Goodyear Cotton Bowl Classic, then relax at the Atrium Hotel with a delicious meal and gift card.

Approximate Value: \$850

Day 8: Festive Feast-a-Palooza

Dine your way through Irving with gift cards to 12 amazing restaurants, including new spots at Toyota Music Factory.

Approximate Value: \$675

Day 9: Sleigh-Bells Spa & Splendor Giveaway

Indulge in a spa day and gourmet dining at Knife Italian, with a luxurious stay at The Ritz-Carlton Dallas, Las Colinas.

Approximate Value: \$1,200

Day 10: Holiday Memories & Mistletoe Moments

Take a romantic Gondola Adventures dinner cruise and stay at the chic Hotel Indigo, complete with breakfast and a love lock memento.

Approximate Value: \$940

Day 11: Irving Holiday Glam & New Year's Cheers

Celebrate with Christmas brunch at The Ritz-Carlton, a Texican Court NYE party, and a festive meal at Po Melvin's.

Approximate Value: \$1,000

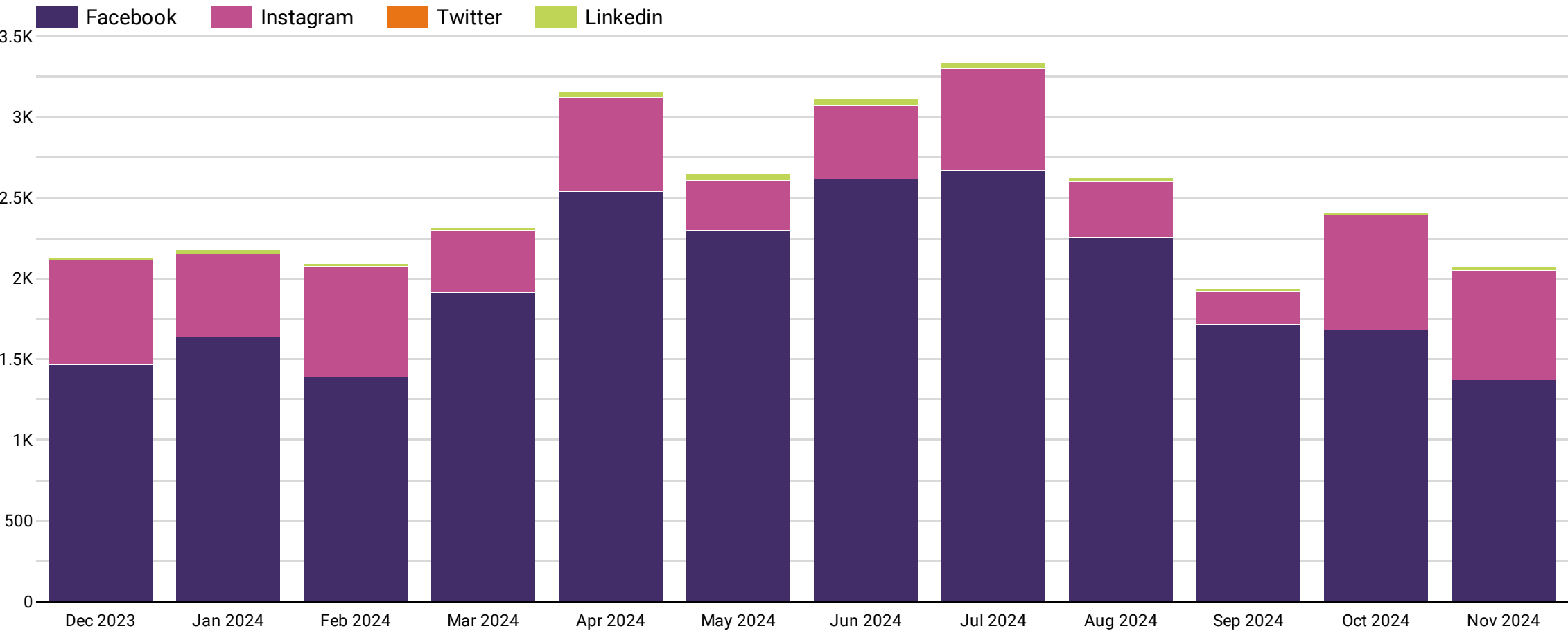
Day 12: Christmas in July Getaway

Plan a luxurious summer escape with a two-night stay at Omni Las Colinas, a private cabana, and concert tickets to the Pavilion at Toyota Music Factory.

Approximate Value: \$1,800

###

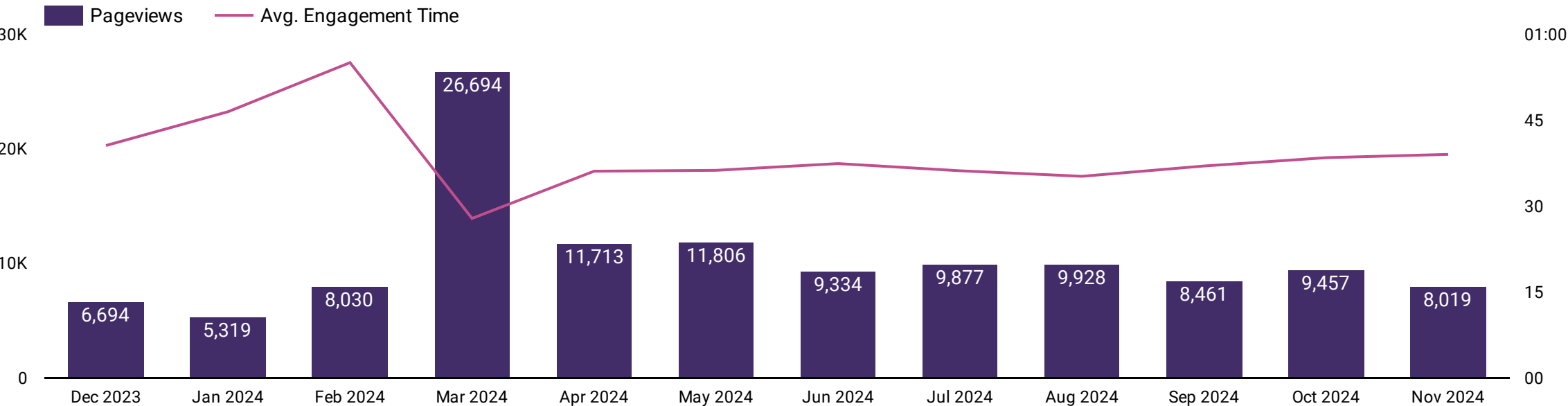
Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	125,648	23,042	5,701	1,204	155,595
CC	25,200	3,461	2,411	642	31,714
Grand Total	150,848	26,503	8,112	1,846	187,309

Blog Pageviews



Blog List

	Page path	Pageviews
1.	/blog/stories/post/gobble-up-some-miles-at-the-irving-turkey-trot/	1,092
2.	/blog/stories/post/5-standout-fall-events/	875
3.	/blog/stories/post/state-fair-of-texas-inspired-food-in-irving/	756
4.	/blog/stories/post/thanksgiving-meals-and-pies-in-irving/	475
5.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	431
6.	/blog/	402
7.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	203
8.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	137
9.	/blog/stories/post/texas-stadium-looking-back-at-a-legend/	135
10.	/blog/stories/post/where-to-find-a-fine-thanksgiving-dinner-in-irving/	131

Social Media Overview

Organization: CVB (1)

Nov 1, 2024 - Nov 30, 2024

Total All Platforms

Total Followers

155,595

Facebook Instagram Twitter LinkedIn



Total Impressions

2,557,366

↓ -583,714 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

223,103

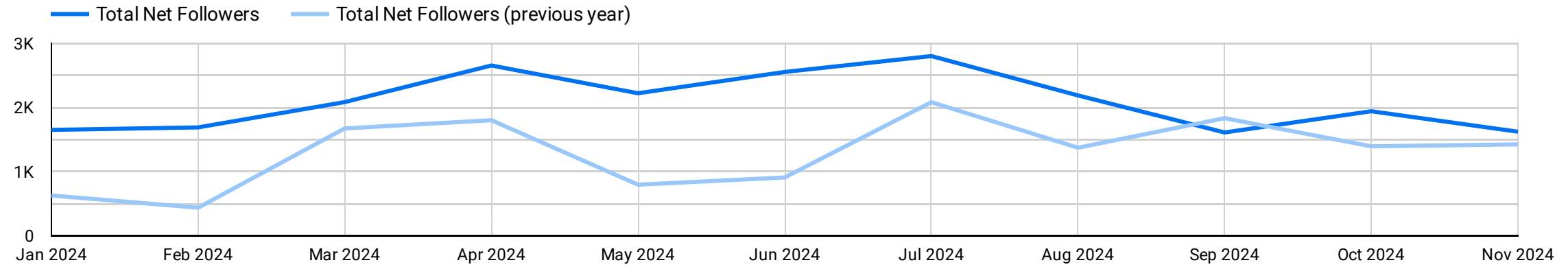
↑ 50,951 from previous year

Facebook Instagram Twitter LinkedIn Engagement



By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	125,648		23,042		5,701		1,204	
Impressions	1,899,432	-469,046 ↓	656,263	-114,152 ↓	546	-456 ↓	1,125	-60 ↓
Engagements	68,375	-27,566 ↓	154,615	78,610 ↑	10	-20 ↓	103	-73 ↓
Net Followers	1,058	263 ↑	620	-12 ↓	-66	-58 ↓	13	5 ↑

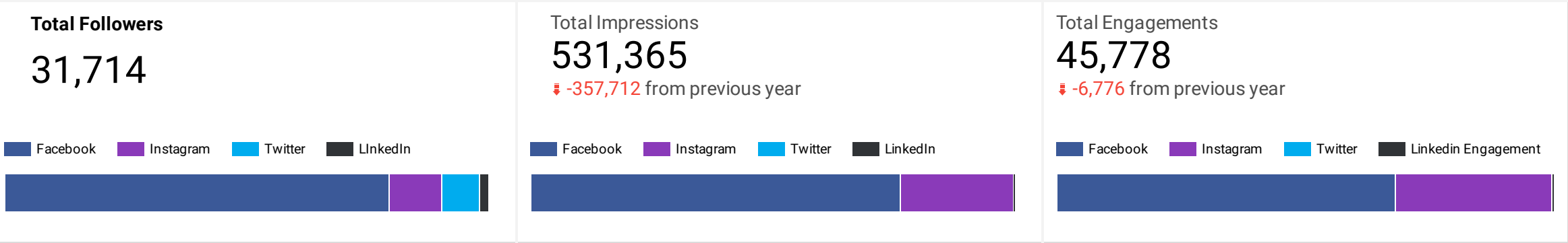


Social Media Overview

Organization: CC (1) ▾

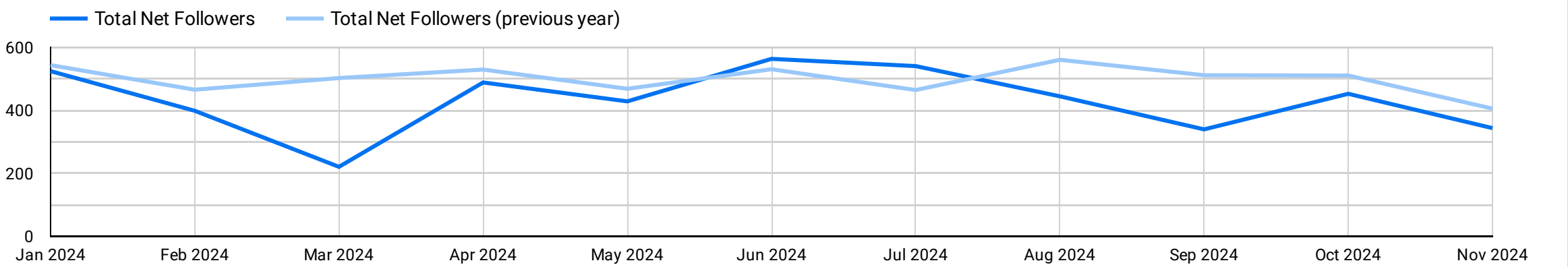
Nov 1, 2024 - Nov 30, 2024 ▾

Total All Platforms



By Platform compared to year over year change

	Facebook	YoYΔ	Instagram	YoYΔ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	25,200		3,461		2,411		642	-
Impressions	405,617	-361,813 ↓	124,495	3,221 ↑	211	85 ↑	1,042	795 ↑
Engagements	31,093	-12,538 ↓	14,483	5,625 ↑	7	-4 ↓	195	141 ↑
Net Followers	314	-33 ↓	58	-2 ↓	-38	-30 ↓	10	3 ↑





DATE: November 27, 2024
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – October Data

Hotel Performance

Irving's hotel occupancy rate for October was 69.1%, a decrease of 3.5% from last year. The Average Daily Rate (ADR) was \$142.48 an increase of 7.3% from last year and Revenue Per Available Room (RevPAR) was \$98.50 an increase of 3.6% from last year.

The hotel occupancy for Texas was 65.0%, an increase of 1.5% from the previous year and the hotel occupancy for the US was 67.3%, which was an increase of 2.3% from the previous year.

Short Term Rental

For the month of October, there were 593 available listings in Irving. The occupancy rate was 51.5%, up 4.6% from last year and the ADR was \$226.25, an increase of 11.5% over last year.

For the hotel comparable subset, the occupancy rate was 55.5%, an increase of 9.6% from last year and the ADR was \$65.81, a decrease of 5.8% from last year.

Hotel Performance Summary

Irving, TX | October 2024

Month
October 2024

Location
Irving, TX

Compare to
Previous Year

Based On
Calendar Year

Occupancy

69.1%

Change vs. Previous Year

▼ -3.5%

YTD Calendar Year

66.9%

YTD Change vs. Previous Year

▼ -3.7%

ADR

\$142.48

▲ 7.3%

\$129.05

▲ 5.2%

RevPAR

\$98.50

▲ 3.6%

\$86.32

▲ 1.3%

Supply

401.9K

▼ -0.8%

3.9M

▼ -0.6%

Demand

277.9K

▼ -4.2%

2.6M

▼ -4.2%

Revenue

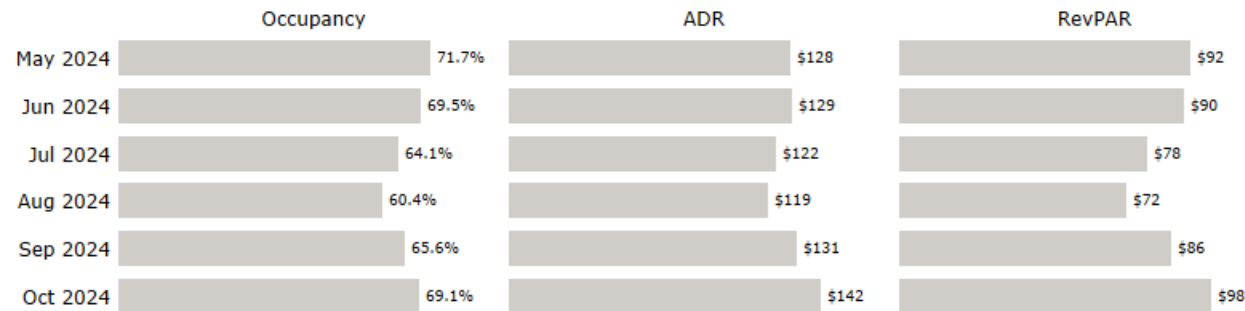
\$39.6M

▲ 2.8%

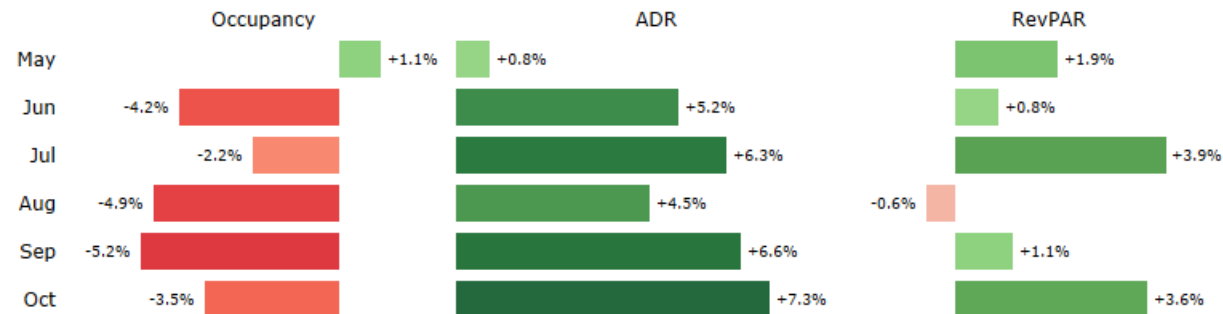
\$337.5M

▲ 0.7%

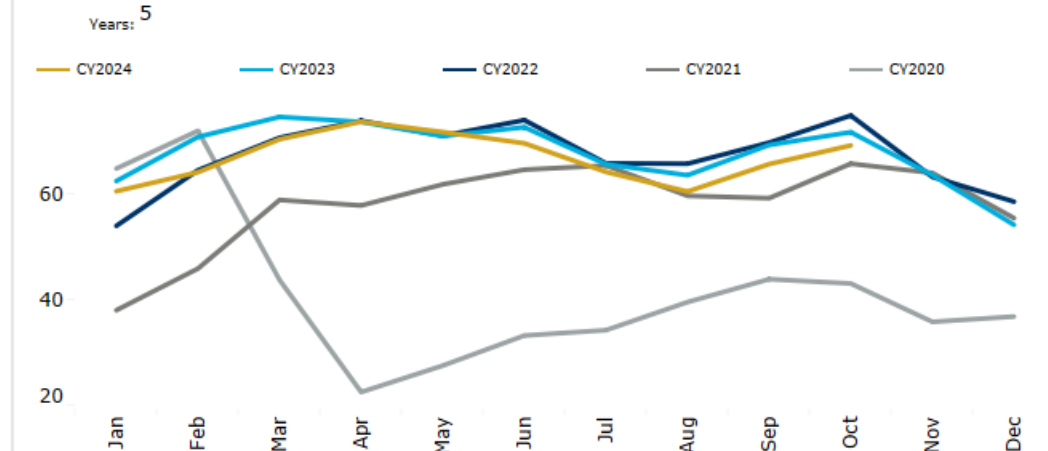
Last Six Months Performance



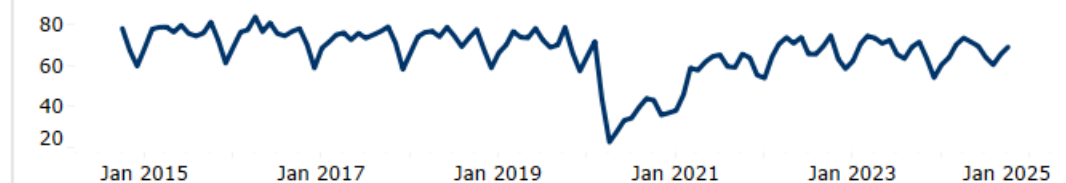
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend

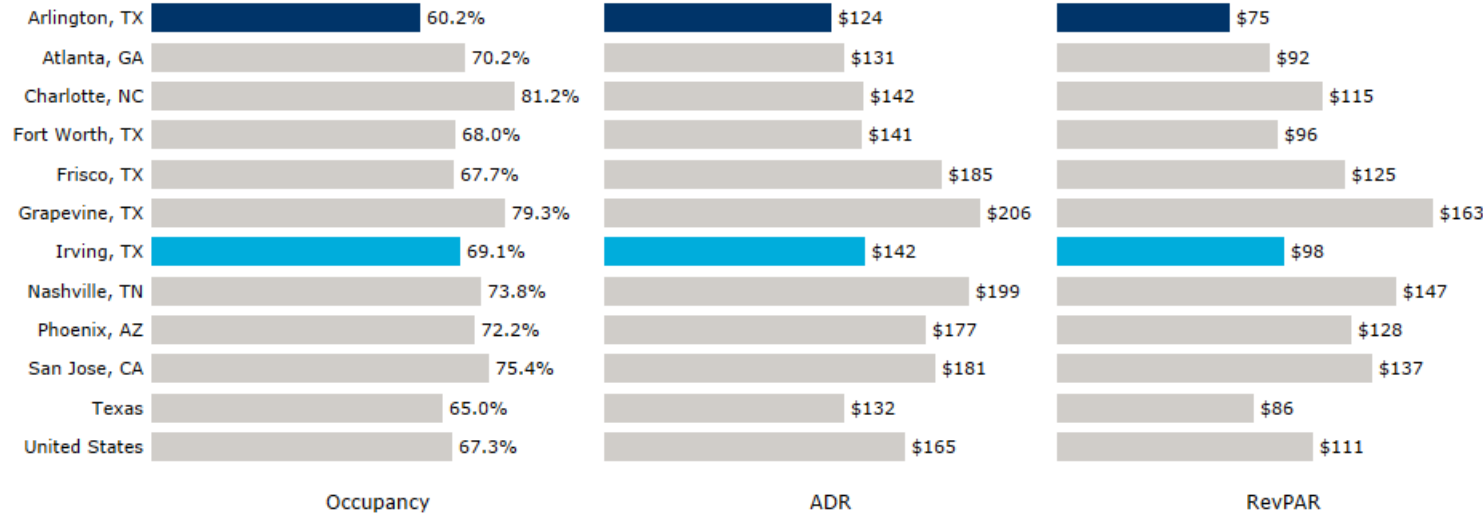


Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

Month: October 2024
Report Month: October 2024
Compare to: Previous Year
Markets: All
Supply Total: \$75
Measures Summary: \$111

October 2024, Comp. Markets Hotel KPIs

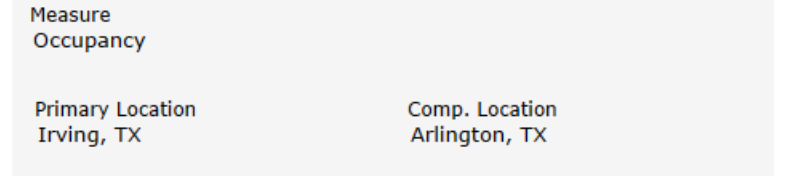


October 2024, Comp. Markets Hotel Performance vs. Previous Year

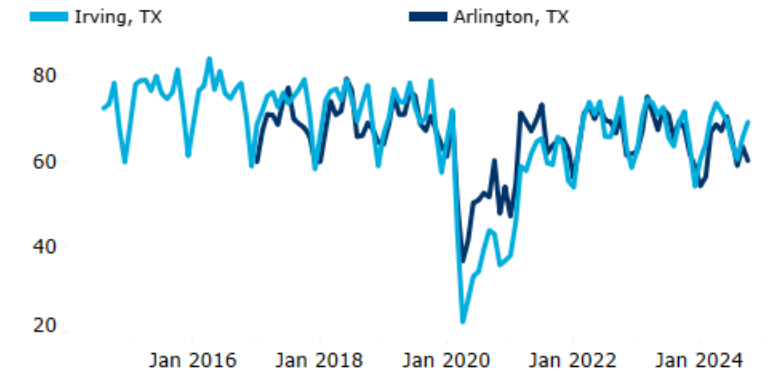
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	60.2%	▼ -11.3%	\$124	▲ 0.3%	\$75	▼ -11.0%	257.0K	▲ 13.4%	154.6K	▲ 0.6%	\$19.2M	▲ 0.9%
Atlanta, GA	70.2%	▲ 2.8%	\$131	▼ -1.3%	\$92	▲ 1.5%	3.5M	▲ 1.7%	2.5M	▲ 4.6%	\$323.9M	▲ 3.2%
Charlotte, NC	81.2%	▲ 17.1%	\$142	▲ 7.7%	\$115	▲ 26.2%	1.3M	▼ -1.3%	1.1M	▲ 15.6%	\$152.3M	▲ 24.5%
Fort Worth, TX	68.0%	▲ 0.9%	\$141	▲ 3.0%	\$96	▲ 3.9%	536.4K	▲ 3.7%	364.6K	▲ 4.6%	\$51.4M	▲ 7.7%
Frisco, TX	67.7%	▼ -3.8%	\$185	▲ 1.2%	\$125	▼ -2.7%	144.4K	▲ 8.7%	97.7K	▲ 4.5%	\$18.0M	▲ 5.8%
Grapevine, TX	79.3%	▲ 2.3%	\$206	▲ 1.3%	\$163	▲ 3.6%	148.4K	▲ 0.0%	117.6K	▲ 2.3%	\$24.3M	▲ 3.6%
Irving, TX	69.1%	▼ -3.5%	\$142	▲ 7.3%	\$98	▲ 3.6%	401.9K	▼ -0.8%	277.9K	▼ -4.2%	\$39.6M	▲ 2.8%
Nashville, TN	73.8%	▼ -2.7%	\$199	▲ 1.7%	\$147	▼ -1.0%	1.8M	▲ 2.9%	1.4M	▲ 0.1%	\$270.2M	▲ 1.9%
Phoenix, AZ	72.2%	▲ 1.4%	\$177	▲ 3.4%	\$128	▲ 4.8%	2.2M	▲ 1.2%	1.6M	▲ 2.6%	\$281.4M	▲ 6.0%
San Jose, CA	75.4%	▲ 6.8%	\$181	▲ 4.0%	\$137	▲ 11.2%	310.6K	▼ -4.3%	234.3K	▲ 2.2%	\$42.4M	▲ 6.3%
Texas	65.0%	▲ 1.5%	\$132	▲ 2.9%	\$86	▲ 4.5%	16.5M	▲ 1.3%	10.7M	▲ 2.8%	\$1.4B	▲ 5.8%
United States	67.3%	▲ 2.3%	\$165	▲ 1.8%	\$111	▲ 4.1%	175.1M	▲ 0.5%	117.8M	▲ 2.7%	\$19.4B	▲ 4.6%

History for markets varies. Click on a market to check its history in the line charts

Source: STR

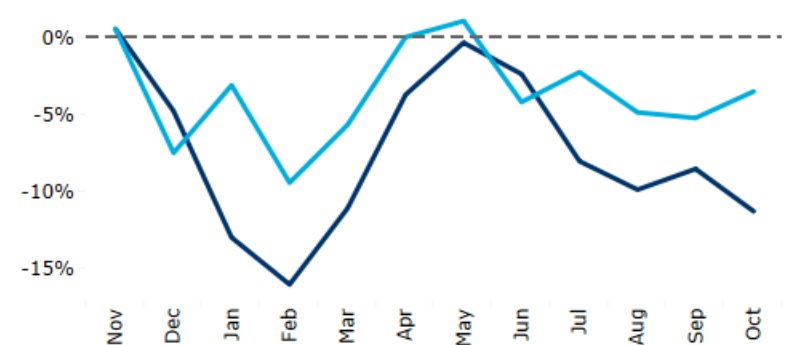


Occupancy Comparison



Occupancy vs. Same Month in Previous Year

Last 12 Months



Hotel Performance by Booking Segment

Irving, TX vs. Comp. Markets

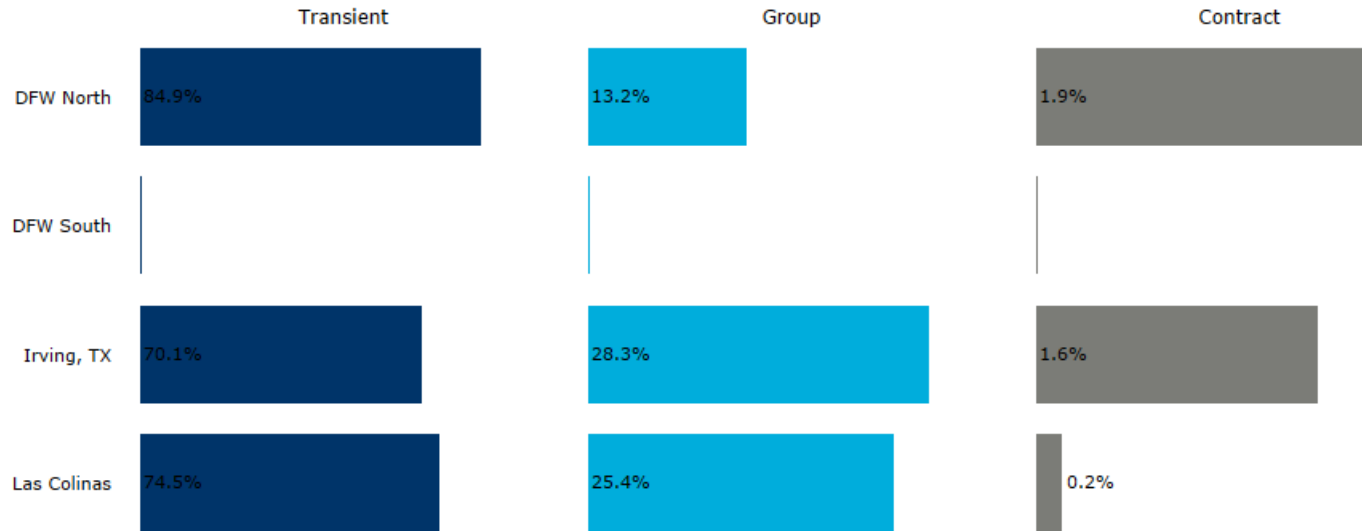
Month
October 2024

Report
Month

Compare to
Previous Year

Markets
All

October 2024, Comp. Markets Share of Room Nights by Segment



October 2024, Room Nights vs. Previous Year

	Total		Transient		Group		Contract	
DFW North	89.6K	▼ -2.9%	76.1K	▲ 3.2%	11.8K	▼ -25.8%	1.7K	▼ -36.4%
DFW South	66.6K	▼ -13.1%						
Irving, TX	277.9K	▼ -4.2%	194.8K	▲ 2.6%	78.6K	▼ -14.7%	4.4K	▼ -45.5%
Las Colinas	121.7K	▲ 0.3%	90.6K	▲ 0.0%	30.9K	▲ 4.7%	183	▼ -84.2%

History for markets varies.

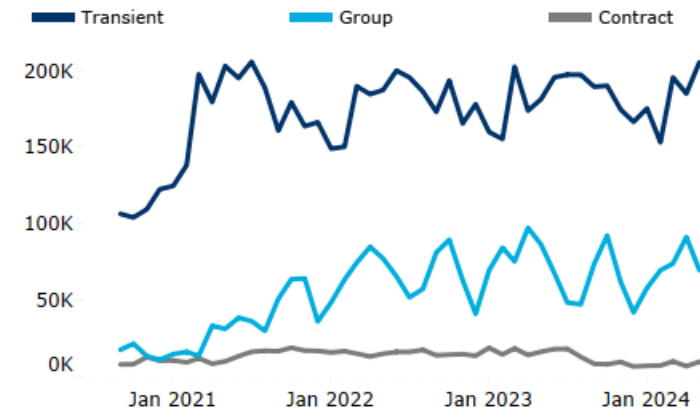
Source: STR

Primary Location
Irving, TX

Measure
Room Nights

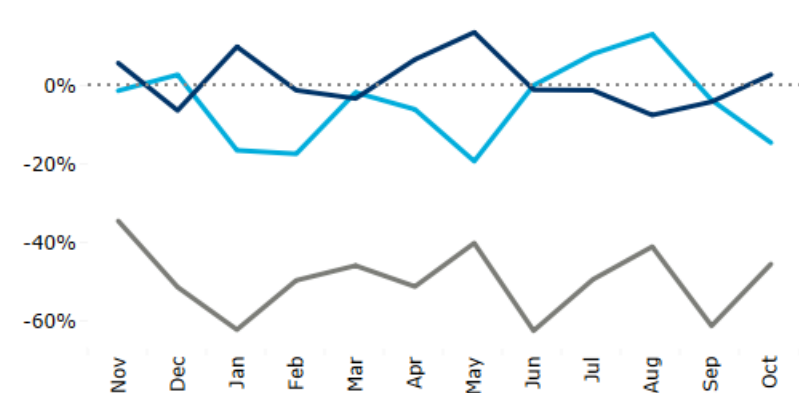
Room Nights Long-Term Trend

Irving, TX



Room Nights vs. Same Month in Previous Year

Irving, TX



Short Term Rental Summary

Irving, October 2024



Month: October 2024 | Location: Irving | Property Type: Entire Place | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	51.5%	\$226.25	\$116.43	9.0K	4.6K	\$1.1M
YOY Change	▲ +4.6%	▲ +11.5%	▲ +16.7%	▼ -2.8%	▲ +1.7%	▲ +13.4%
Calendar Year-to-Date	53.5%	\$218.81	\$117.08	80.6K	43.1K	\$9.4M
YOY Change YTD	▲ +0.9%	▲ +8.3%	▲ +9.2%	▲ +6.9%	▲ +7.9%	▲ +16.8%

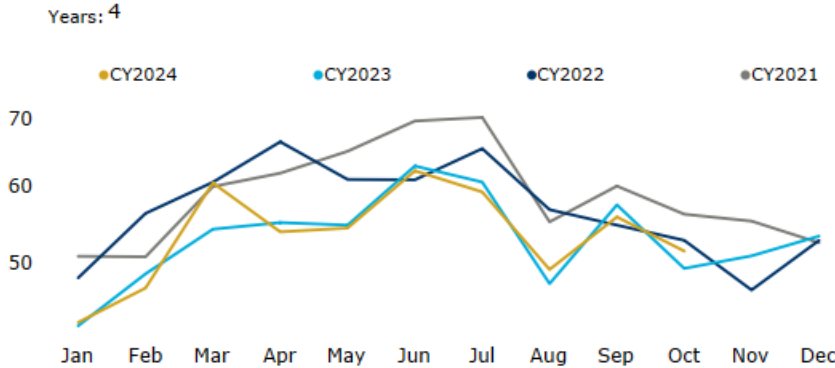
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
May 24	54.5%	-0.7%	\$205	2.8%	\$112	2.1%	8.4K	7.1%	4.6K	6.4%	\$933.2K	9.4%
Jun 24	62.0%	-1.0%	\$224	6.3%	\$139	5.2%	7.4K	9.3%	4.6K	8.2%	\$1.0M	15.0%
Jul 24	59.2%	-2.1%	\$238	9.5%	\$141	7.1%	8.6K	24.3%	5.1K	21.6%	\$1.2M	33.2%
Aug 24	49.1%	3.9%	\$226	7.4%	\$111	11.7%	8.5K	18.6%	4.2K	23.2%	\$941.4K	32.4%
Sep 24	55.9%	-2.7%	\$219	5.7%	\$123	2.8%	8.0K	3.1%	4.4K	0.3%	\$975.7K	6.0%
Oct 24	51.5%	4.6%	\$226	11.5%	\$116	16.7%	9.0K	-2.8%	4.6K	1.7%	\$1.1M	13.4%

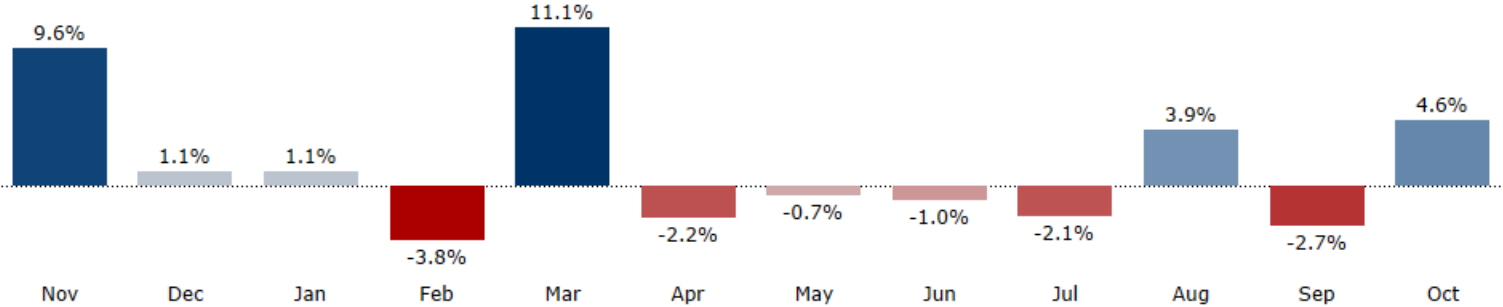
Occupancy YOY Comparison

Irving



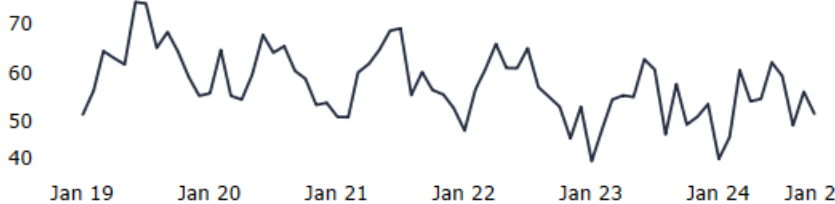
Occupancy vs. Previous Year

Irving



Occupancy

Irving



Source: AirDNA

Short Term Rental Summary

Irving, October 2024



Month: October 2024 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	55.5%	\$65.81	\$36.53	7.5K	4.2K	\$274.1K
YOY Change	▲ +9.6%	▼ -5.8%	▲ +3.2%	▼ -5.8%	▲ +3.3%	▼ -2.8%
Calendar Year-to-Date	53.0%	\$66.21	\$35.10	71.1K	37.7K	\$2.5M
YOY Change YTD	▼ -0.2%	▼ -2.6%	▼ -2.7%	▲ +2.3%	▲ +2.1%	▼ -0.5%

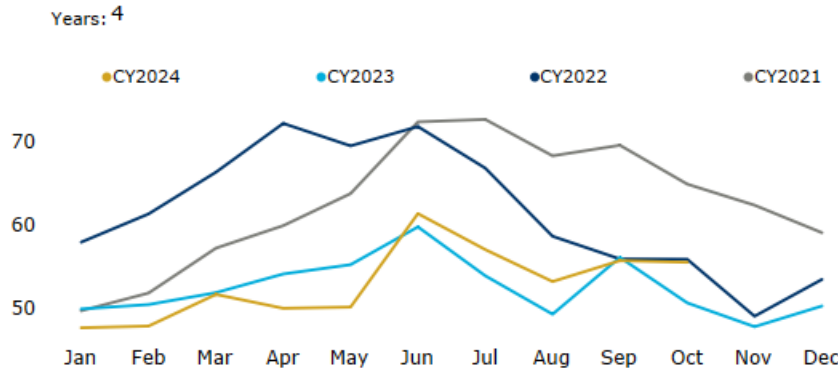
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
May 24	50.2%	-9.2%	\$65	-4.3%	\$33	-13.1%	7.8K	7.6%	3.9K	-2.3%	\$254.4K	-6.5%
Jun 24	61.3%	2.7%	\$62	-7.5%	\$38	-5.0%	6.9K	7.2%	4.2K	10.1%	\$263.7K	1.8%
Jul 24	57.0%	5.8%	\$68	0.2%	\$39	6.0%	7.1K	5.1%	4.0K	11.2%	\$272.5K	11.4%
Aug 24	53.2%	7.9%	\$63	-5.9%	\$34	1.6%	7.2K	10.6%	3.8K	19.4%	\$241.6K	12.4%
Sep 24	55.7%	-0.7%	\$64	-8.7%	\$36	-9.3%	7.0K	-0.1%	3.9K	-0.8%	\$248.3K	-9.4%
Oct 24	55.5%	9.6%	\$66	-5.8%	\$37	3.2%	7.5K	-5.8%	4.2K	3.3%	\$274.1K	-2.8%

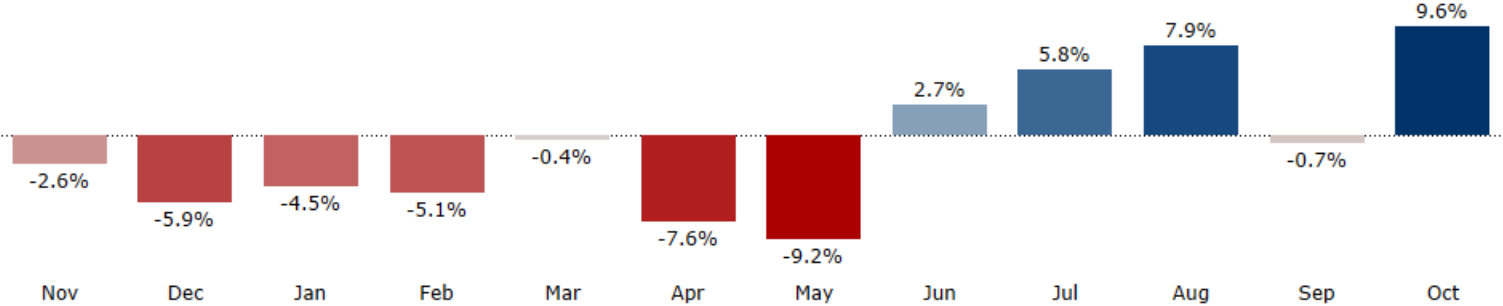
Occupancy YOY Comparison

Irving



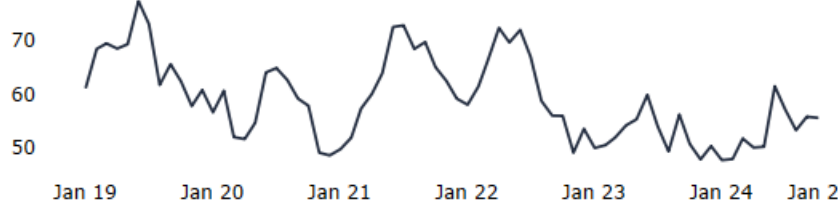
Occupancy vs. Previous Year

Irving



Occupancy

Irving



Source: AirDNA

Powered by SYMPHONY | TOURISM ECONOMICS



CONVENTION CENTER MANAGEMENT REPORTS

IRVING
CONVENTION &
VISITORS BUREAU



December 6, 2024

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Casey Villaseñor, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – October 2024**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	71,608	191,367	73,383	71,608	191,367	73,383
Ancillary Income	1,059,527	902,836	791,783	1,059,527	902,836	791,783
Total Event Income	1,131,135	1,094,203	865,166	1,131,135	1,094,203	865,166
Other Income	242,197	139,117	201,505	242,197	139,117	201,505
Adjusted Gross Income	1,373,332	1,233,320	1,066,671	1,373,332	1,233,320	1,066,671
Indirect Expenses	(780,062)	(853,597)	(673,824)	(780,062)	(853,597)	(673,824)
Net Income (Loss)	593,270	379,723	392,847	593,270	379,723	392,847

- We had eighteen revenue-producing events for the month.
- Total event income surpassed budget by \$36,933.
- Other operating income includes October's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were under budget by \$73,534.
- Overall, the ICC exceeded budget by \$213,547.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	1,397,858	1,325,374	1,099,990	1,397,858	1,325,374	1,099,990
Net Income/(Loss)	908,673	812,325	603,360	908,673	812,325	603,360
Net Income/(Loss) %	65.00%	61.29%	54.85%	65.00%	61.29%	54.85%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
18	18	21,605	21,605
Current Year	Current Year	Current Year	Current Year
17	17	24,618	24,618
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
573	573	2	100%
Current Year	Current Year	This Month	Current Month
1,376	1,376	2	100%
Prior Year	Prior Year	Year to Date	Year to Date
EXECUTED AGREEMENTS			
This month		To date	
10		10	
Current Year		Current Year	
14		14	
Prior Year		Prior Year	

Target Industry Bookings

Texas Health Leadership – May 2025

Exterior Financial Group – May 2025

November and December at a Glance

- November 1 Emporio Group Entertainment
- November 1-2 Lindsey Wilson College Residence Class
- November 1-4 U.S. Pet Pro Classic 2024
- November 6 ASM Global Meeting
- November 6 DynaTen Meeting
- November 6-9 National Assn of Social Workers Annual State Conference
- November 7 UTA School of Social Work
- November 10 Sneaker Exit
- November 10-15 Tech Conferences, LLC
- November 11-12 Technology Prayer Breakfast
- November 13 Taski/Pollock Innovation Day
- November 15-17 Bravo Spirit Events
- November 20-24 USA Judo Dallas Invitational
- November 21-22 Muscular Dystrophy Assn Uncork a Cure Gala
- December 2-3 Texas Society of CPA's Meeting
- December 3-5 Digital Summit
- December 5-8 Battle Up Productions
- December 5-8 Feed My Starving Children
- December 6 JPI Holiday Party
- December 11-12 DFW Business Group on Health
- December 12-15 Bodybuilding NPC Nationals
- December 14 CoreLogic Solutions Gala

cc: Tom Meehan, General Manager, ASM Global

December 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Texas Society of CPAs Meeting Definite	3 Digital Summit Definite Economic Developme... Definite	4	5 Battle of Texas Definite FMSC Definite	6 JPI Holiday Party Definite	7
8 Battle of Texas Definite FMSC Definite	9 Board Member Luncheon Definite	10	11 DFW Business Group on Health Definite	12 Bodybuilding NPC Nationals Definite	13	14 CoreLogic Solutions, L... Definite
15 Bodybuilding NPC Nati... Definite CoreLogic Solutions, L... Tentative 1	16 ICVB Board of Directo... Definite	17 Economic Development Meeting Definite	18	19	20	21
22	23	24	25 Christmas Day	26	27	28
29	30	31 Vogel Alcove Day 1 Dallas Definite	1 New Year's Day	2 Hilti Definite	3	4

January 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31 Vogel Alcove Day 1 Dallas Definite	1 New Year's Day	2 Hilti Definite	3	4
5 Hilti Definite	6	7	8	9	10	11
12 DECA Definite	13	14	15	16 Texas Prime Meet Definite	17	18
				2025 State of the City ... Tentative 1		Civil Service Exam 2025 Definite
19 Texas Prime Meet Definite	20 Martin Luther King Jr. Day	21	22 Mr. Cooper Group Meeting Tentative 12 Wells Fargo Town Hall Tentative 6	23	24	25 Legacy Leadership Dev... Definite
26 Lindsey Wilson College Residence Class Definite AMPT Running Meeting Tentative 6	27 Family First Life Definite ICVB Board of Directo... Definite	28	29	30	31	1
					SAAS 2025 Definite	

February 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Lindsey Wilson College Residence Class De finite						
AMPT Running Meeting Tentative 6	Family First Life De finite					
	ICVB Board of Directo... De finite				SAAS 2025 De finite	
2	3	4	5	6	7	8
Quinceanera Expo De finite					Bravo Spirit Events De finite	
SAAS 2025 De finite						
	SRC 2025 Meeting De finite					
9	10	11	12	13	14	15
Bravo Spirit Events De finite	Lead4ward De finite			Financial Planning Ass... De finite		
				Talent On Parade De finite		
				Hiring Event Tentative 6		TEXSOM Awards De finite
16	17 Presidents' Day	18	19	20	21	22
TEXSOM Awards De finite			TEDA Annual State Conference De finite			
Talent On Parade De finite					World Oddities Expo De finite	
23	24	25	26	27	28	1
Southern Baptists of Texas Evangelism Conference De finite				North Texas Teen Book Festival De finite		



INDUSTRY REPORTS/ BOARD PARTNERS

IRVING
CONVENTION &
VISITORS BUREAU

INNOVATION LIVES HERE



25th STATE OF THE CITY

SAVE THE DATE
JANUARY 16, 2025



IRVING-LAS COLINAS
CHAMBER OF COMMERCE

[REGISTER HERE](#)

The Greater Irving-Las Colinas Chamber of Commerce is excited to announce the **2025 State of the City** will be held on **January 16, 2025 from 11:00 a.m. – 1:00 p.m. at the Irving Convention Center at Las Colinas**. The 2025 State of the City will feature Irving **Mayor Rick Stopfer** for a conversation discussing the accomplishments of 2024 and the future opportunities for our community in 2025.

Sponsorships Available! Contact (214) 217- 8480 or

mrandolph@irvingchamber.com

Registration is required



ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES