



Board of Directors Meeting

Monday, August 28, 2023 @ 11:45 a.m.

**Irving Convention Center
Exhibit Hall B**

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

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU

**BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS
OCTOBER 2022-SEPTEMBER 2023**

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

- P = Present**
- * = Business**
- # = Other**
- β = Represented**

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, August 28, 2023 at 11:45 AM
Irving Convention Center, Exhibit Hall B
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for July 24, 2023
3. Accepting the ICVB Financial Reports – July 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – June and July 2023

Individual Consideration

6. Approval of Reserve Fund Policy Revising the Technology Fund Minimum Balance to \$1,000,000
7. Approval of Reserve Fund Policy Revising the General Fund Minimum Balance to \$3,000,000
8. Approval of 2023-24 Budget Changes as Required by Changes in City Costs:
 - Increase in Interest Income - General Fund; Reserve Fund; Technology Fund; ICC Reserve/CIP Fund
 - Increase in Property and Casualty Insurance
 - Increase in Health Self Insurance Fund (to fund increase in retiree health discounts)
9. Approval of SMG Contract Amendment to Authorize Management and Maintenance of New Monument Sign on Westin Irving Convention Center at Las Colinas property

AGENDA - Continued

Board Reports

10. Board Chair Report

- Next Board Meeting – September 25, ICC, Third Floor Junior Ballroom C-D

11. Board Committee Reports

- Board and Business Development – Herb Gears
 - Next Meeting – September 8
- Community Engagement – Colvin Gibson
 - High Spirited Citizen Luncheon Update
 - Next Meeting – October 10
- Destination Development – Greg Malcolm
 - Next Meeting – November 7

12. City Reports

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

13. Bureau Monthly Management Reports

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

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

15. Industry Partner Reports

- The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
- Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- Restaurant Industry Update – David Cole

AGENDA - Continued

16. Partner Organization & Stakeholder Reports

- DCURD and Irving Flood Control Districts – Dallas Burke
- Chamber of Commerce – Janie Perelman/Beth Bowman
- Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- The Las Colinas Association – Hammond Perot
- TIF – Dick Rogers
- University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

AGENDA ITEMS

MINUTES

**Irving Convention & Visitors Bureau Board of Directors
Monday, July 24, 2023 at 11:45 AM
Irving Convention Center – Grand Ballroom 1-2
500 W. Las Colinas Blvd.
Irving, Texas 75061**

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Dallas Burke, David Cole, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Janie Perelman, Hammond Perot, Joe Philipp, and Sam Reed – Board Members; City Attorney Kuruvilla Oommen, Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Councilmen Kyle Taylor and 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, Brice Petty, Susan Rose, and Monty White – ICVB; Guests – CVB Convention Services Associate Annette Haas-Rios and Vickie Haas.

Board Chair Bob Bourgeois called the meeting to order at 11:55 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve ICVB Board Meeting Minutes for June 26, 2023
- Accept the ICVB Financial Reports – June 2023
- Review the Hotel Occupancy Tax Collections

Bourgeois called for a motion to approve the Consent Agenda. On a motion from Board member Herb Gears, and a second from Board member William Mahoney, the motion was unanimously approved.

PRESENTATION: IRVING HOTEL OUTLOOK AND TOURISM ECONOMICS QUARTERLY UPDATE

Assistant Executive Director Susan Rose gave a presentation to the Board of an overview from the Tourism Economics Quarterly Update.

Discussion was held on local hotel Revenue Per Available Room, noting revenue is up but profit is down, and labor is up, which also takes away from profits.

INDIVIDUAL CONSIDERATION:

APPROVAL OF BUDGET ADJUSTMENT TRANSFER OF \$500,000 IN ARPA FUNDS FROM GENERAL FUND TO ICC CAPITAL IMPROVEMENT PROJECT FUND

Bourgeois called for a motion to approve the Budget Adjustment transfer. On a motion from Board Vice Chair Richard Stewart, Jr., and a second from Board member Karen Cooperstein, the motion was unanimously approved.

APPROVAL OF NAME CHANGE FOR COMPUTER REPLACEMENT FUND TO TECHNOLOGY FUND

It was noted at the August Board meeting the item will be brought forward for approval with the increase in fund balance amount, as a portion of the agenda item was inadvertently cut off.

Bourgeois called for a motion to approve the name change to Technology Fund. On a motion from Stewart, and a second from Board member Colvin Gibson, the motion was unanimously approved.

APPROVING HIGH SPIRITED CITIZEN NOMINATIONS FROM THE COMMUNITY ENGAGEMENT COMMITTEE

- a. Mary Bongfeldt
- b. Kamal Hassan
- c. LaNita Norman Johnson
- d. Clem Lear
- e. Richard L. Lindsey
- f. Fran Mathers
- g. Judy Pierson
- h. Walter O. Theiss
- i. Chris Wallace
- j. Oscar and Kaye Ward
- k. Gary Westerman
- l. Linda Wood

Gibson presented the High Spirited Citizen nominations recommended from the Community Engagement Committee and recognized current Board members who nominated candidates.

Gibson made a motion to approve the High Spirited Citizen nominations, and with a second from Stewart, the motion was unanimously approved. It was further noted that previously approved nominees Ernestine Chapman, Susan Motley and Annette French will also be recognized at the luncheon on September 5.

CHAIR REPORT

Service Award Recognition:

- CVB Convention Services Associate Annette Haas-Rios was recognized for her 25 years of service with the CVB. She is also retiring at the end of the month and will be missed on the Convention Services team. Bourgeois, City Manager Chris Hillman, Mayor Rick Stopfer, Assistant Executive Director Sales and Services Lori Fojtasek, Senior Convention Services Manager Wendy Foster, and Executive Director Maura Gast presented Haas-Rios with her service award.
- Bourgeois reminded Board members to volunteer for the CVB Visitor Information kiosk. There are several upcoming events in the Convention Center where the kiosk will be utilized for guests. Board member David Cole added the interaction with guests and visitors is fun and a fantastic way to serve our community.
- Bourgeois noted the next Board meeting is scheduled for August 28 at the Convention Center in Exhibit Hall B.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Herb Gears:

- The next Committee meeting is scheduled for September 8 at the Irving Convention Center.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The Committee met on July 11 and reviewed the High Spirited Citizen nominations. The High Spirited Citizen recognition luncheon is scheduled for Tuesday, September 5 at the ICC with formal recognition for all the 2023 honorees.
- The Committee also advanced the item of adding up to four non-voting members to the Committee from High Spirited Citizens.
- The Visitor Information kiosk reports were examined and reviewed dates for possible events in August through November for the kiosk to operate with volunteers.
- The next Committee meeting is scheduled for October 10.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The next Committee meeting is scheduled for August 8 at 11:30 a.m.

CITY REPORTS

Councilman Kyle Taylor:

- City Council made progress on the Hotel Occupancy Tax collections. Authorization for tax collections and penalties for three delinquent properties were approved. One property has paid in full, a second has paid half of their tax and one additional property is five months behind. He thanked City staff for their efforts on this item.

Mayor Rick Stopfer:

- DART:
 - The 40th Anniversary Celebration events will be going on over the next few months.
 - The City is negotiating for the purchase of land to include a new fire station.
 - Authorization has been approved for a mural at the entrance into downtown Irving area.
 - City Manager Chris Hillman and other City Managers and Mayors are discussing putting funds into DART and looking at the 20-year financial report, along with how to receive some funds back.
- There are events this month across the City for parks recognition.
- There is a long way to go with street construction projects. It is challenging and running into issues with people in the right-of-way, which creates delays. At the end of the year, four major projects should be complete and will provide some relief for traffic congestion. The Streets Department is down in employees, but still working at full force.
- The Police Department Police Athletic League (PAL) program has a grand opening of the newly designed and reconstructed facility in the next few weeks. Volunteers did 90% of the work.
- The City is in the budget process. Almost every City department is short-staffed, and expenses and salaries will increase by moving all employees to the 80% salary standard.
The City is fortunate to be in the economic development situation it has. He noted that million-dollar facilities are defaulting on loans, office buildings are losing money, and many have stopped making payments with no return on investment, creating situations where people are walking away from deals. Stopfer commended the Irving-Las Colinas Chamber's Economic Development team and their partnerships. He also noted ICVB Executive Director Maura Gast is an excellent partner with the City's many opportunities and projects. There are a tremendous number of

opportunities in the pipeline for business in Irving and the future is bright, but it is not the time to be unrealistic. The City is working with multi-family, parking, and commercial developers.

City Manager Chris Hillman reported:

- Fire Station #8 is on the Council agenda for approval and now can begin to move forward on the redesign. Currently the Irving Fire Department has 10 ambulances and will introduce Medic 8 to the fleet next year. Medic 8 will be staffed during peak emergency hours and during special events.
- Moving forward and addressing infrastructure needs, starting with roads, safe and clean drinking water and parks. Specifically addressing recreation and aquatic centers. Lively pool has been torn out, Lee pool will be replaced, and focus on accessibility standards and safe water. Cost is \$7-8 million.
- Mustang Park property will add 9 acres adjacent to the property and add a \$16 million multi-generational recreation and aquatic center. The business plan will be complete in January.
- Finishing the six-mile loop of Champion Trails with completion by 2025. The project is in the final design stage.
- Expanding parking, trail, energy-efficient lighting, and pickleball court at Keeler Park.
- The Public Safety Wellness Unit won the 2023 National Officer Safety and Wellness Award in the category of Comprehensive Wellness. The unit oversees peer support programs and provides crisis intervention, training, counseling and more. Irving is one of only five winners and the only Texas city to be awarded.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Attended the Destinations International Convention last week in Dallas. Visit Dallas did an excellent job of hosting the first sold-out event with 1,600 attendees from over 20 countries. The event included the induction into the DI Hall of Fame for the Negro Motorist Green Book created in 1936 by Victor Green into the Destinations International Hall of Fame. Gast thanked the Irving Arts and Culture Department for bringing this exhibit to Irving from the Smithsonian.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales team has made their annual goal for the year.
- Highlighting a few groups: Handbell Association in July with over 1,300 room nights, the Church Network group with 1,828 rooms, Texas Judiciary, and Cornhole tournament coming soon. The North Texas Sewing and Quilt Expo is coming in August with 4,000 attendees anticipated.
- The Convention Services team is busy and made over 2,000 custom badges in June.

Marketing Director Monty White reported:

- Website traffic increased over 105,000 sessions to the Irvingtexas.com website.
- Blog traffic increased with over 7,600 page views.
- Social media had an additional 1,002 followers in June and Facebook had the most significant growth with 880 new lines.
- TripAdvisor was the top performer for website visits in June, followed by Houstonian and Priceline. Paid search increased with 20,676 site visits.
- The Staycations campaign generated 10,943 referrals in June and continues to do extremely well.

- Concert-specific campaigns are also running and have resulted in over 2,200 ticket sales and hotel referrals.
- Continue to see articles from the Southern Travelers Explore Conference in March. Recent article “Why Irving Texas Made Me Cry” featured the Stetson hat party, personalized locks on the bridge event and comments on how special people in Irving are.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for June show:
 - There were 600 available listings, which is about a 9.5% increase in listing over last year’s figure of 553.
 - The Average Daily Rate was \$225.10, which was an increase of 6.85% over last year.
 - Occupancy percentage of 64.8%, which was an increase of 4.17% compared to last year.
 - Hotel comparable set reports an Average Daily Rate for June of \$114.22, a decrease of 1.63% from last year, Occupancy at 66.8%.
- The Administration and Finance team activities included:
 - Volunteer Visitor Information Kiosk at the Church Network event with Office Manager Carol Boyer and Board member David Cole.
 - The Salvation Army of Irving luncheon event combining Super Lunch and the Soup, Soap and Hope luncheon is tomorrow at the ICC with Boyer as event Chair.
 - Attended the DI Convention in Dallas, with inspiring opening speaker, Dallas Mavericks CEO Cynthia Marshall.
 - The team is continuing to pay bills, moving contracts forward and keeping staff safe from cyber security attacks.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- There are no financial reports available to include this month. June and July financials will be available at the August Board meeting.
- Revenue numbers are at a record high, but so are expenses. Leads keep pouring in and there are no available weekends for a year.
- Building projects include:
 - Painting walls throughout the building from the Orange to a Navy Blue
 - Replacing carpet in the office areas and adding new updated furniture.
 - Will incorporate contemporary furniture in work grouping areas.
 - New artwork will be installed and may add murals from local artists.
 - Replacing concrete joints in the plaza area in front of the building.
 - Completed a new crosswalk sign by the round-about circle.
 - Continuing the outside LED lighting, waiting on parts but should be completed in next 2-3 weeks.
 - The goal is to have the building in position for the next 10-15 years on trend and in good shape.

INDUSTRY PARTNERS

LIVE NATION UPDATES

Live Nation General Manager Tommy DeBeaudry:

- July 23-August 1 there are 17 events and 4 special events scheduled.
- Currently 35 confirmations for private events and at budget for 2023.
- Upcoming event - Sad Summer Festival, which is an all-day event.
- Noah Kahan on October 15 moved to American Airlines Center.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

- STR report for June shows Occupancy for the City at 72.8%, down 1.5%.
- The Average Daily Rate of \$122.74 and RevPAR at \$89.37, both have increased.
- South side of Irving shows Occupancy of 80.9%, Average Daily Rate at \$137.04, and RevPAR at \$100.82.

Board member Kim Limon:

Hampton Inn Irving/Las Colinas

- Report for June:
 - Occupancy reporting 72.9%.
 - The Average Daily Rate was \$122.95, down 4.1% from the competitive set, but still showing #1 in the comp set.

RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- This is the first year the Texas Restaurant Show Conference competed against the National Restaurant Show and was similar in size. Next year's conference is in San Antonio.
- 2025 Conference is scheduled to be in Dallas, but if no Convention Center it may stay in San Antonio.
- 2026 Conference is scheduled to be in Houston, but the World Cup may be there, so may stay in San Antonio again.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD:

Board member Dallas Burke reported:

- The dredging project at Hwy 114 and 161 is underway.
- The emergency backup generator project is completed.
- Working on the Mandalay Canal Glow Celebration project.
- APT pilot project to put rubber tire vehicles on guideway – financing will happen in 2025.
- Irving Flood Control I – the five-year inspection was completed by the Corps of Engineers and received glowing reviews. It was a wonderful team effort.
- Irving Flood Control III – working on a large erosion control project.
- Currently every single pump has been rebuilt and is back up to design capabilities.

Irving-Las Colinas Chamber of Commerce:
Chamber Chair Janie Perelman:

- Dallas Morning News ranking 150 publicly traded companies in Dallas-Fort Worth based on 2022 revenue and 20 of them call Irving home.
- Business Facilities Magazine annual ranking Texas recognized as best.
- The Economic Development team facilitated a series of round table discussions.
- Irving's Unemployment Rate improved from May at 3.6%, down to 3.4% in June. Irving's rate is now below the State of Texas of 4.2% and National rate of 3.8%.
- Upcoming Events: North Texas Job Fair hosted by Congresswoman Beth Van Duyne at the Irving Convention Center on August 7.
- August 30 is the State of Dallas County program with County Judge Clay Jenkins.

Irving Arts and Culture

Irving Arts Center:

Board member Todd Hawkins reported:

- *Thank God It's Funny Comedy Nights*, featuring Arvin Mitchell on Friday, July 28 with new set up for the Arts Center and the audience will have an opportunity to sit on the stage of Carpenter Theater. The new configuration is called the Carpenter Cabaret.
- Currently the 23rd Annual Connection Members Exhibition is in the Main and Focus Galleries, featuring 127 works by 70 artists.
- May 27 – August 20 at Irving Archives and Museum is the Smithsonian traveling exhibition, *Delores Huerta: Revolution in the Fields*. The exhibition is in both English and Spanish.
- Also featuring a new exhibit NOT ALONE: Working Together in the Fight Against Human Trafficking runs through August 5.

Las Colinas Association

Board member Hammond Perot reported:

- Thanked Burke and DCURD for their efforts with the Mandalay Canal project.
- The LCA Board approved a special election in October.
 - Use change for single family development at Royal and Riverside and includes the school that is associated with it.
 - Use change Texas Card House Social at MacArthur Blvd. and Hwy 114.
 - Make some under-utilized properties more profitable.

Mayor Pro Tem Al Zapanta added a thank you to Gast and Las Colinas Association for their partnership at the U.S. Mexico Chamber event. There were 2,400 people who attended. He thanked everyone for working together to make changes and improvements. On the second floor of the building there are original Native American, Mexican and Civil War art exhibits.

With no further discussion, Bourgeois adjourned the meeting at 1:45 p.m.

Respectfully submitted,

Executive Director Maura Allen Gast, FCDME



ICVB
FINANCIAL STATEMENTS

For Period Ending
July 2023



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JULY 2023

Assets

Cash and equivalents 4,778,087.94
Investments 7,757,030.00

Total Assets 12,535,117.94

Liabilities

Accounts payables 75,429.33
Unearned revenue 5,466,722.31
Due to other funds 350.00

Total Liabilities 5,542,501.64

Fund Balance (Budgetary basis)

Reserve for encumbrances 442,639.64
Unreserved 6,549,976.66

Total Fund Balance 6,992,616.30

Total Liabilities and Fund Balance 12,535,117.94



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	%	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	873,610.79	5,555,761.29	8,000,000.00	69.4%	0.00	2,444,238.71
	PENALTY AND INTEREST	21,508.66	48,815.10	0.00	100.0%	0.00	(48,815.10)
	PRIOR YEAR	13,986.06	327,098.90	0.00	100.0%	0.00	(327,098.90)
	SHORT-TERM RENTALS	28,520.78	81,229.96	0.00	100.0%	0.00	(81,229.96)
	TOTAL HOTEL/MOTEL TAX	937,626.29	6,012,905.25	8,000,000.00	75.2%	0.00	1,987,094.75
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	3,832,067.63	7,324,375.00	52.3%	0.00	3,492,307.37
M4 - INVESTMENT INCOME							
		28,123.72	176,329.88	6,000.00	2938.8%	0.00	(170,329.88)
M5 - MISCELLANEOUS							
		4,647.11	55,900.52	11,000.00	508.2%	0.00	(44,900.52)
TOTAL REVENUE		970,397.12	10,077,203.28	15,341,375.00	65.7%	0.00	5,264,171.72
EXPENDITURES							
N1 - SALARIES							
		197,899.12	2,031,067.13	3,009,995.00	67.5%	0.00	978,927.87
N2 - BENEFITS							
		41,520.79	397,937.42	612,013.00	65.0%	0.00	214,075.58
N4 - SUPPLIES							
		1,641.28	36,920.18	79,530.00	46.4%		42,609.82
O1 - UTILITIES (COMMUNICATIONS)							
		2,844.06	14,067.68	26,500.00	53.1%	0.00	12,432.32
O3 - OUTSIDE SERVICES							
	FREIGHT	148.02	1,696.36	3,300.00	51.4%	0.00	1,603.64
	MARKETING AND SALES RESOURCES	11,363.66	72,209.95	107,970.00	66.9%	0.00	35,760.05
	MEDIA ADVERTISING	27,268.11	393,265.36	602,540.84	65.3%	201,519.72	7,755.76
	POSTAGE EQUIPMENT RENTAL	662.16	1,986.48	2,650.00	75.0%	662.16	1.36
	PROFESSIONAL SERVICES	177,043.05	1,897,182.14	2,662,700.00	71.3%	220,457.76	545,060.10
	PROPERTY MANAGEMENT SERVICES	0.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	TOTAL OUTSIDE SERVICES	216,485.00	3,413,090.29	4,774,160.84	71.5%	422,639.64	938,430.91
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	55,359.31	275,644.12	645,340.00	42.7%	0.00	369,695.88
	MILEAGE REIMBURSEMENT	319.82	1,483.21	3,500.00	42.4%	0.00	2,016.79
	MEMBERSHIP AND DUES	8,290.00	47,628.77	77,900.00	61.1%	0.00	30,271.23
	TOTAL TRAVEL - TRAINING - DUES	63,969.13	324,756.10	726,740.00	44.7%	0.00	401,983.90
O5 - CLAIMS AND INSURANCE							
		34,511.25	138,045.00	138,045.00	100.0%	0.00	0.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	37,505.05	240,516.17	320,000.00	75.2%	0.00	79,483.83
	BUSINESS DEV INCENTIVE PROG	75,442.00	415,803.80	500,000.00	83.2%	0.00	84,196.20
	CONVENTION SERVICES MATERIALS	20.00	62,693.38	110,000.00	57.0%	0.00	47,306.62
	EVENT SPONSORSHIPS	0.00	85,782.75	152,679.00	56.2%	0.00	66,896.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	89,065.98	386,189.26	540,100.00	71.5%	20,000.00	133,910.74
	TOTAL MISCELLANEOUS EXPENSES	202,033.03	1,190,985.36	1,630,619.00	73.0%	20,000.00	419,633.64
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	98,041.00	0.0%	0.00	98,041.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE FUND	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB TECHNOLOGY FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	0.00	1,714,734.00	6,712,524.00	0.0%	0.00	4,997,790.00
TOTAL EXPENDITURES		760,903.66	9,261,603.16	17,808,167.84	52.0%	442,639.64	8,103,925.04

Beginning Fund Balance	6,177,016.18
Revenues	10,077,203.28
Expenditures	(9,261,603.16)
Ending Fund Balance	6,992,616.30

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
JULY 2023

Assets

Cash and equivalents	3,597,235.89
Investments	2,103,000.00
Receivables	8,082,911.14

Total Assets

13,783,147.03

Liabilities

Accounts payables	67,739.94
Unearned revenue	3,433,050.00
Deferred inflow	8,008,441.90

Total Liabilities

11,509,231.84

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	2,273,915.19

Total Fund Balance

2,273,915.19

Total Liabilities and Fund Balance

13,783,147.03



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,412,794.46	2,880,000.00	49.1%	0.00	1,467,205.54
M4 - INVESTMENT INCOME							
		8,736.28	62,999.53	5,000.00	1260.0%	0.00	(57,999.53)
M5 - MISCELLANEOUS							
		51,211.63	255,117.55	764,000.00	33.4%	0.00	508,882.45
M6 - TRANSFER FROM ICVB GENERAL							
		0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
TOTAL REVENUE		59,947.91	3,332,200.54	5,250,289.00	63.5%	0.00	1,918,088.46
EXPENDITURES							
N4 - FURNITURE/FIXTURES LESS THAN \$5000							
		0.00	212,529.00	277,575.00	76.6%	0.00	65,046.00
N7 - STRUCTURE MAINTENANCE							
		160,511.12	721,291.16	964,000.00	74.8%	0.00	242,708.84
O3 - OUTSIDE SERVICES							
		0.00	17,558.00	17,558.00	100.0%	0.00	0.00
P1 - CAPITAL EXPENDITURES							
		26,400.00	865,851.18	1,884,867.00	45.9%	0.00	1,019,015.82
TOTAL EXPENDITURES		186,911.12	1,817,229.34	3,144,000.00	57.8%	0.00	1,326,770.66

Beginning Fund Balance	758,943.99
Revenues	3,332,200.54
Expenditures	(1,817,229.34)
Ending Fund Balance	2,273,915.19

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

July 2023

Check #	Date	Vendor Name Object Description	Check Amount	Invoice Amount ARPA	HOT Tax
80063248	7/11/2023	AJR MEDIA GROUP MEDIA ADVERTISING	495.00	495.00	
		ADVERTISING - TOURTEXAS.COM			
80063249	7/11/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	71,340.67	7,150.00	64,190.67
		JUN 2023 - RECEIPTS			
80063250	7/11/2023	ARIAS, PAOLA PROFESSIONAL SERVICES	200.00	200.00	
		BLOG POSTS - JUL 2023			
80063251	7/11/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	1,495.00	1,495.00	
		AMERICAN COUNTRY DANCE ASSOCIATION/NOV 2022			
80063252	7/11/2023	CUTTS, SUSAN PROFESSIONAL SERVICES	1,251.00	1,251.00	
		DATA ENTRY SERVICES - JUN 16 - 30, 2023			
80063253	7/11/2023	FOJTASEK, LORI COMMUNICATIONS	175.74		75.00
		COMMUNICATIONS			75.00
		MILEAGE REIMBURSEMENT			25.74
		APR 2023 - CELL			
		MAY 2023 - CELL / MILEAGE			
		MAY 2023 - CELL / MILEAGE			
80063254	7/11/2023	FOSTER, WENDY COMMUNICATIONS	250.03		75.00
		CONVENTION SERVICES MATERIALS			10.00
		MILEAGE REIMBURSEMENT			7.79
		COMMUNICATIONS			75.00
		CONVENTION SERVICES MATERIALS			10.00
		MILEAGE REIMBURSEMENT			72.24
		MAY 2023 - CELL / MISC / MILEAGE			
		MAY 2023 - CELL / MISC / MILEAGE			
		MAY 2023 - CELL / MISC / MILEAGE			
		JUN 2023 - CELL / MISC / MILEAGE			
		JUN 2023 - CELL / MISC / MILEAGE			
		JUN 2023 - CELL / MISC / MILEAGE			
80063255	7/11/2023	GREENSPRING MEDIA LLC MEDIA ADVERTISING	917.00	917.00	
		ADVERTISING			
80063256	7/11/2023	GROVES, DONNA COMMUNICATIONS	130.00		65.00
		COMMUNICATIONS			65.00
		APR 2023 - CELL			
		MAY 2023 - CELL			
80063257	7/11/2023	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	1,125.00	1,125.00	
		TEXAS HEARING AID ASSOCIATION CONFERENCE/JUNE 2023			
80063258	7/11/2023	HOPKINS, CHERYL COMMUNICATIONS	165.00		75.00
		COMMUNICATIONS			75.00
		LOCAL PROGRAMS-PROMOTIONS			15.00
		APR 2023 - CELL			
		MAY 2023 - CELL / MISC			
		MAY 2023 - CELL / MISC			
80063259	7/11/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING	321.50	321.50	
		ADVERTISING			
80063260	7/11/2023	JONATHAN C. MILLER BUSINESS DEV INCENTIVE PROG	529.80	529.80	
		REIMBURSEMENT - AIRFARE			
80063261	7/11/2023	LAUDA, MARIANNE COMMUNICATIONS	84.56		75.00
		MILEAGE REIMBURSEMENT			9.56
		MAY 2023 - CELL / MILEAGE			
		MAY 2023 - CELL / MILEAGE			
80063262	7/11/2023	LEVINE, KATHY COMMUNICATIONS	65.44		65.44
		MAY 2023 - CELL			
80063263	7/11/2023	LOPEZ, BRENDA COMMUNICATIONS	75.00		75.00
		MAY 2023 - CELL			
80063264	7/11/2023	MANSELL, LORI TRAVEL AND TRAINING	92.00		5.00
		COMMUNICATIONS			75.00
		LOCAL PROGRAMS-PROMOTIONS			12.00
		TSAE OPEN - APRIL 2023			
		MAY 2023 - CELL / MISC			
		MAY 2023 - CELL / MISC			



Irving Convention and Visitors Bureau

Check Register

July 2023

Check #	Date	Vendor Name Object Description	Check Amount	Invoice Amount	
				ARPA	HOT Tax
80063265	7/11/2023	MANSOUR, KAYLA	278.33		
		COMMUNICATIONS APR 2023 - CELL / MILEAGE / MISC			75.00
		MILEAGE REIMBURSEMENT APR 2023 - CELL / MILEAGE / MISC			14.34
		MARKETING RESOURCES APR 2023 - CELL / MILEAGE / MISC			69.99
		TRAVEL AND TRAINING HSMIAI - ADRIANS / DIGITAL MKTG CONF 2023			25.00
		COMMUNICATIONS MAY 2023 - CELL			75.00
		TRAVEL AND TRAINING SXSXW 2023			19.00
80063266	7/11/2023	MEETING PROFESSIONALS INTERNATIONAL	3,000.00		
		MEDIA ADVERTISING ADVERTISING		3,000.00	
80063267	7/11/2023	PACKAGE EXPRESS LLC	20.91		
		FREIGHT LOCAL DELIVERY SERVICE			20.91
80063268	7/11/2023	PETTY, BRICE	66.15		
		COMMUNICATIONS MAY 2023 - CELL			66.15
80063269	7/11/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC	662.16		
		POSTAGE EQUIPMENT RENTAL POSTAGE EQUIPMENT			662.16
80063270	7/11/2023	ROBERTS, DEBBIE	160.00		
		COMMUNICATIONS MAY 2023 - CELL			75.00
		TRAVEL AND TRAINING NFL TRAVEL DIRECTORS TRADE SHOW 2023			10.00
		COMMUNICATIONS JUN 2023 - CELL			75.00
80063271	7/11/2023	ROSE, SUSAN	10.22		
		MILEAGE REIMBURSEMENT MAY 2023 - MILEAGE			10.22
80063272	7/11/2023	SIMPLEVIEW WORLDWIDE, INC.	72,758.00		
		PROFESSIONAL SERVICES 4TH QUARTER		7,375.00	
		PROFESSIONAL SERVICES 4TH QUARTER		65,383.00	
80063273	7/11/2023	SIRMEN, LORI	158.36		
		TRAVEL AND TRAINING NYC MEDIA MISSION 2022			20.00
		TRAVEL AND TRAINING SXSXW 2023			137.03
		TRAVEL AND TRAINING HSMIAI - ADRIANS / DIGITAL MKTG CONFERENCE 2023			1.33
80063274	7/11/2023	SMG	94,127.48		
		BUILDINGS MAINT WESTIN PARKING GARAGE CAGE		6,120.00	
		BUILDINGS MAINT ELECTRICAL CABLES		12,369.00	
		BUILDINGS MAINT COFFEE MAKER RELOCATION		10,825.95	
		STREETSCAPING WEST CROSSWALK LIGHT INSTALL		26,400.00	
		BUILDINGS MAINT HVAC ADD VFD TO BCU ON 1A		11,216.00	
		BUILDINGS MAINT AERIAL LIFT REPAIR		10,970.53	
		BUILDINGS MAINT PVI BURNER		16,226.00	
80063275	7/11/2023	SPORTS CLUB LC OWNER LLC	1,100.00		
		MEMBERSHIPS, CERTS, & LICENSES JULY 2023			1,100.00
80063276	7/11/2023	STAMATS COMMUNICATIONS, INC.	12,000.00		
		MEDIA ADVERTISING ADVERTISING		12,000.00	
80063277	7/11/2023	TEXAS ASSOCIATION OF STUDENT COUNCILS	12,294.00		
		BUSINESS DEV INCENTIVE PROG TASC HIGH SCHOOL ANNUAL CONFERENCE/APR 2023		12,294.00	
80063278	7/11/2023	THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL	765.00		
		BUSINESS DEV INCENTIVE PROG DKG LEADERSHIP RETREAT/JUNE 2023		765.00	
80063279	7/11/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.	2,703.00		
		BUSINESS DEV INCENTIVE PROG GREYSTONE EVENT/JUNE 2023		1,188.00	
		BUSINESS DEV INCENTIVE PROG DETROIT TIGERS VS TX RANGERS/JUNE 2023		1,515.00	
80063280	7/11/2023	TUCKER & ASSOCIATES, LLC	4,068.02		
		PROFESSIONAL SERVICES MONTHLY RETAINER-JUL 2023 & REIMBURSABLES-JUN 2023		4,068.02	



Irving Convention and Visitors Bureau

Check Register

July 2023

Check #	Date	Vendor Name Object Description	Check Amount	Invoice Amount	
				ARPA	HOT Tax
80063281	7/11/2023	TUNGETT, MATT	173.61		
		COMMUNICATIONS APR 2023 - CELL			70.00
		COMMUNICATIONS MAY 2023 - CELL / MISC			70.00
		LOCAL PROGRAMS-PROMOTIONS MAY 2023 - CELL / MISC			14.93
		TRAVEL AND TRAINING HELMSBRISCOE ABC 2023			18.68
80063282	7/18/2023	A-KON, LLC	11,610.00	11,610.00	
		BUSINESS DEV INCENTIVE PROG A-KON 32/JUNE 2023			
80063283	7/18/2023	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	930.00		
		BUSINESS DEV INCENTIVE PROG EMBRS COURSE II/APR 2023		130.00	
		BUSINESS DEV INCENTIVE PROG INDY CLASS 1/MAY 2023		590.00	
		BUSINESS DEV INCENTIVE PROG JUNE BOARD OF DIRECTORS MEETING/JUNE 2023		210.00	
80063284	7/18/2023	BEVERAGE EDUCATION, LLC	1,425.00	1,425.00	
		BUSINESS DEV INCENTIVE PROG TEXSOM INTERNATIONAL WINE AWARDS/MAY 2023			
80063285	7/18/2023	BH DFW PROPERTY LP	8,523.00		
		BUSINESS DEV INCENTIVE PROG USMEPCOM MEPS/JUNE 2023		2,598.00	
		BUSINESS DEV INCENTIVE PROG MBAISE USA/JULY 2023		5,925.00	
80063286	7/18/2023	CELLCO PARTNERSHIP	481.58		
		COMMUNICATIONS JUNE 2023			159.47
		COMMUNICATIONS JUNE 2023			190.65
		COMMUNICATIONS JUNE 2023			131.46
80063287	7/18/2023	GAST, MAURA	168.34		
		MILEAGE REIMBURSEMENT MAY 2023 - MILEAGE			61.57
		MILEAGE REIMBURSEMENT APR 2023 - MILEAGE			106.77
80063288	7/18/2023	HOYTE, DON	2,856.66	2,856.66	
		PROFESSIONAL SERVICES PREPARATION OF ECONOMIC IMPACT/2022 USA TRIATHLON			
80063289	7/18/2023	IPROMOTEU.COM, INC.	2,999.00	2,999.00	
		SALES RESOURCES BROWN FABRIZIO LUGGAGE TAGS			
80063290	7/18/2023	IRVING - LAS COLINAS ROTARY CLUB	40.00		
		MEMBERSHIPS, CERTS, & LICENSES JUNE 2023			40.00
80063291	7/18/2023	MALONEY STRATEGIC COMMUNICATION INC	46,545.00		
		PROFESSIONAL SERVICES 2022/2023 ICVB ADVERTISING MANAGEMENT Q4		24,405.00	
		PROFESSIONAL SERVICES 2023 ICVB TRAVELERS GUIDE - PHASE I		15,280.00	
		PROFESSIONAL SERVICES 2023 ICVB RESTAURANT MAP UPDATES		6,860.00	
80063292	7/18/2023	NORTHSTAR TRAVEL MEDIA, LLC	4,500.00	4,500.00	
		MEDIA ADVERTISING ADVERTISING			
80063293	7/18/2023	ASHFORD TRS CORPORATION	4,915.00	4,915.00	
		BUSINESS DEV INCENTIVE PROG PAMM MODEL & TALENT EXPO/JUNE 2023			
80063294	7/18/2023	PRICELINE.COM INTERNATIONAL LIMITED	985.20	985.20	
		MEDIA ADVERTISING ADVERTISING			
80063295	7/18/2023	SMG	25,043.70		
		BUILDINGS MAINT WESTIN GARAGE RENTAL - JUL 2023			25,043.70
80063296	7/18/2023	SOTO, MONICA	82.86		
		COMMUNICATIONS CELL PHONE - MAY 2023			25.00
		COMMUNICATIONS CELL PHONE - APRIL 2023			25.00
		MILEAGE REIMBURSEMENT MILEAGE - APRIL-JUNE 2023			7.86
		COMMUNICATIONS CELL PHONE - JUNE 2023			25.00
80063297	7/18/2023	TEXAS FUNERAL DIRECTORS ASSOCIATION	2,120.00	2,120.00	
		BUSINESS DEV INCENTIVE PROG ANNUAL CONVENTION AND EXPO/JUNE 2023			
80063298	7/18/2023	USA TRIATHLON OF COLORADO	21,769.72		
		LOCAL PROGRAMS-PROMOTIONS 2022 USA TRIATHLON EVENT TRUST FUND REIMBURSEMENT		21,769.72	



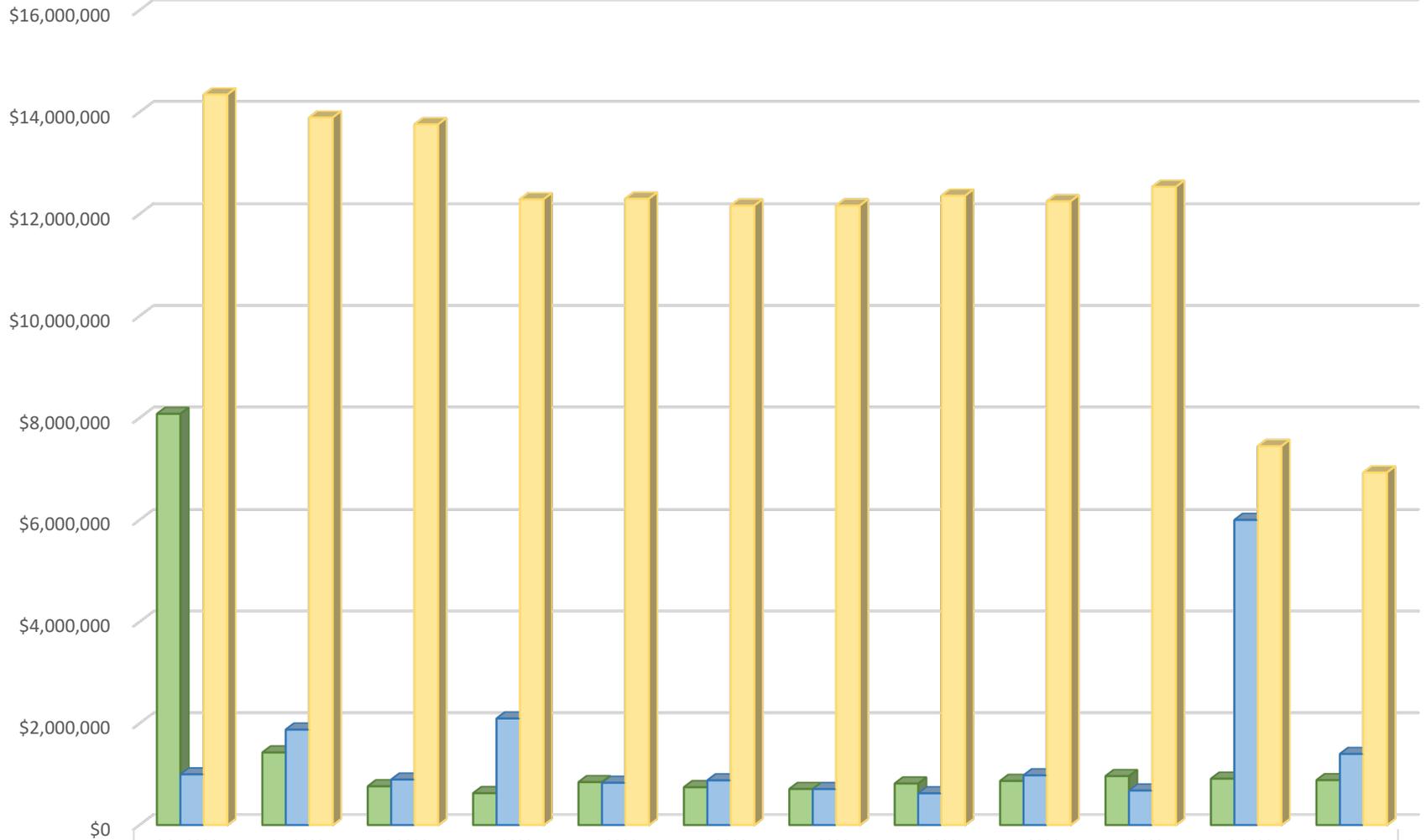
Irving Convention and Visitors Bureau

Check Register

July 2023

Check #	Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description			ARPA	HOT Tax
80063299	7/18/2023	WFAA-TV INC		5,544.41		
		MEDIA ADVERTISING	ADVERTISING		5,544.41	
80063300	7/25/2023	4600 W AIRPORT FREEWAY LLC		505.00		
		BUSINESS DEV INCENTIVE PROG	MCAFFEE FAMILY REUNION/JUNE 2023		505.00	
80063301	7/25/2023	CUTTS, SUSAN		1,206.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JUL 03 - 14, 2023		1,206.00	
80063302	7/25/2023	GAINWELL ACQUISITION CORP		6,096.00		
		BUSINESS DEV INCENTIVE PROG	BUILD A THON VII/MAY 2023		2,020.00	
		BUSINESS DEV INCENTIVE PROG	BUILD A TON V/JANUARY 2023		2,144.00	
		BUSINESS DEV INCENTIVE PROG	BUILD A TON V/NOV 2022		1,932.00	
80063303	7/25/2023	HR BUSINESS SOLUTIONS, INC		3,364.56		
		PROFESSIONAL SERVICES	ICVB COMPENSATION STUDY		3,364.56	
		Total Number of Invoices	102		341,094.35	93,674.66
		Total Number of Checks	56	434,769.01	78.5%	21.5%

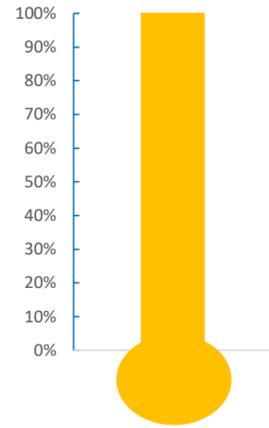
Irving Convention and Visitors Bureau FY23 Cash Flow July 2023



	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEPT 2023
REVENUE	\$8,081,479	\$1,428,426	\$762,507	\$626,966	\$844,550	\$744,328	\$709,317	\$817,700	\$868,162	\$963,493	\$911,903	\$882,758
EXPENSES	\$997,898	\$1,879,106	\$895,163	\$2,098,520	\$832,542	\$879,605	\$708,170	\$624,520	\$978,720	\$678,770	\$6,000,000	\$1,400,000
ENDING CASH	\$14,344,785	\$13,894,105	\$13,761,449	\$12,289,895	\$12,301,903	\$12,166,626	\$12,167,773	\$12,360,953	\$12,250,395	\$12,535,118	\$7,447,021	\$6,929,779

■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH

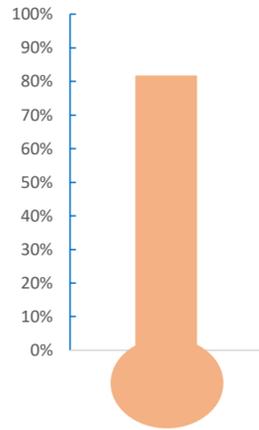
REPAYMENT OF FY21 LOAN FROM CITY



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

FY22 YEAR END GOAL
N/A

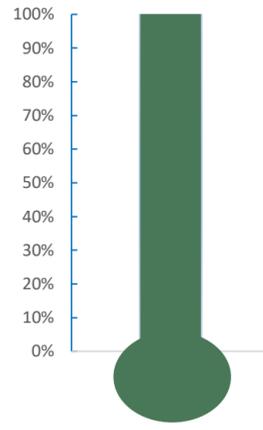
COMBINED FUNDS



GOAL: \$12,000,000
CURRENT: \$9,784,482

FY23 YEAR END GOAL
\$10,500,000

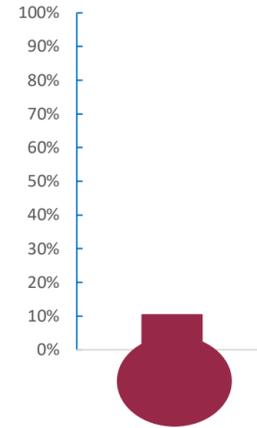
GENERAL FUND



GOAL: \$3,000,000
CURRENT: \$6,992,616

FY23 YEAR END GOAL
\$2,000,000

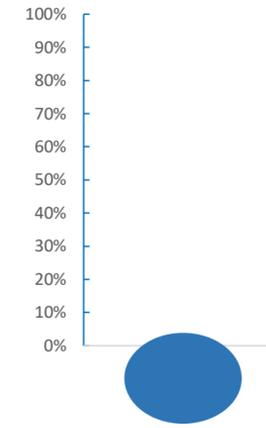
CATASTROPHIC RESERVE



GOAL: \$5,000,000
CURRENT: \$517,744

FY23 YEAR END GOAL
\$5,000,000

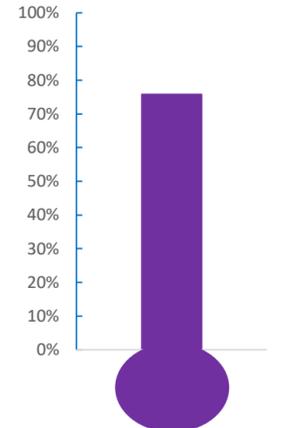
TECHNOLOGY FUND



GOAL: \$1,000,000
CURRENT: \$207

FY23 YEAR END GOAL
\$500,000

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$2,273,915

FY23 YEAR END GOAL
\$3,000,000



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
June 2023

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

LUXURY & FULL SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59	6,242.62	11,830.90	4,483.95	20,579.53	15,408.15	7,879.48
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33	44,992.73	49,067.81	50,706.69	53,404.75	56,364.53	51,002.50
3	DFW Airport Hotel & Conference Center	closed								
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04	51,671.11	32,909.98	62,264.82	42,622.69	42,847.27	49,585.81
5	Doubletree by Hilton DFW Airport North	0.00								
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92	24,295.92	28,013.61	30,272.32	28,942.30	27,019.58	26,624.08
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35	11,694.28	13,987.70	16,319.02	14,250.43	13,978.12	14,425.86
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45	11,723.60	12,909.55	15,559.09	15,882.15	14,846.43	14,505.56
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85	6,505.81	9,993.77	10,591.63	10,642.69	9,758.65	9,401.98
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40	16,453.01	16,551.55	18,994.13	18,463.67	19,690.38	19,066.67
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91	39,801.67	44,849.34	51,350.21	57,858.87	53,714.30	49,614.32
12	Sheraton DFW Airport Hotel	12,748.02	23,683.83	17,557.24	14,608.15	24,310.89	0.00	0.00	0.00	0.00
13	Texican Court	17,319.93	11,488.90	9,838.56	13,536.44	13,978.10	16,159.30	16,596.83	17,850.35	18,416.71
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73	51,087.55	52,540.50	78,610.20	88,738.31	70,250.55	57,395.44
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63	41,337.45	37,642.72	29,707.81	43,328.06	32,309.66	20,843.10
TOTAL LUXURY & FULL SERVICE		423,860.20	303,096.22	260,713.00	333,950.34	348,586.42	385,019.17	411,310.28	374,037.97	338,761.51

16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89	43,731.47	44,877.47	53,010.95	40,409.62	51,928.08	56,567.34
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
1	Candlewood Suites DFW Airport North	closed	5,228.88	7,085.38						
2	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49	5,691.85	6,305.89	7,214.05	6,639.22	6,104.36	6,283.59
3	Comfort Suites Las Colinas	1,329.04	1,173.45	1,123.74	1,135.23	1,718.15	1,685.63	1,681.41	1,405.44	1,565.99
4	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00	2,571.59	3,340.98	4,558.42	4,083.50	4,038.02	4,591.53
5	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26	11,712.77	13,766.39	15,934.49	14,953.60	16,028.66	14,912.42
6	Element DFW Airport North	10,646.42	8,011.76	6,269.73	8,458.02	9,558.45	11,300.44	10,873.99	10,758.81	11,217.54
7	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59	1,084.51	1,171.73	1,454.23	1,527.06	1,311.30	1,217.62
8	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41	2,139.74	1,858.79	2,632.47	2,253.02	1,855.36	2,109.98
9	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65	1,176.12	1,169.81	1,870.67	2,102.31	1,566.23	2,087.70
10	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38	562.96	1,188.97	1,590.97	1,731.70	890.82	1,552.62
11	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02	1,724.53	2,007.92	2,351.11	1,912.54	1,623.29	0.00
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75	11,160.07	12,162.36	14,605.46	14,929.72	14,844.95	15,204.09
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28	0.00	9,082.43	10,910.95	10,543.17	10,105.88	10,201.47
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40	5,438.50	8,321.52	8,217.45	9,027.39	8,761.34	9,517.58
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41	1,966.57	1,815.68	1,648.01	1,647.01	1,416.80	2,329.70
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11	7,754.31	6,281.36	5,402.04	5,077.53	5,586.30	8,804.66
17	Homewood Suites by Hilton Las Colinas	7,958.06	6,642.15	8,917.65	9,540.71	11,090.89	10,844.51	11,494.57	10,254.07	10,758.47
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58	12,031.23	10,294.03	12,337.74	11,202.19	12,783.26	13,580.66
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53	5,070.80	6,468.82	7,667.85	7,331.42	7,566.30	6,344.78
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79	7,705.11	9,067.17	10,316.97	11,017.50	8,851.38	9,065.87
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58	4,122.03	2,015.32	4,223.81	5,490.63	6,276.26	4,379.27
22	Sonesta ES Suites Dallas Las Colinas	5,680.90	3,187.01	2,709.65	3,783.77	3,460.75	5,608.03	4,604.99	3,865.76	2,566.15
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04	1,586.83	2,045.91	3,294.82	3,138.60	3,351.06	3,816.96
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96	6,046.98	7,903.74	8,844.65	7,812.71	6,495.13	6,986.04
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45	4,295.17	4,240.86	5,820.02	5,244.32	5,378.70	5,663.97
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83	6,876.90	7,830.10	9,410.46	8,115.40	7,773.37	7,144.97
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24	6,900.85	7,436.01	8,938.96	8,669.61	8,536.85	8,649.36
28	Woodspring Suites Signature	1,709.73	1,823.30	1,401.69	1,714.27	811.26	1,222.25	1,502.50	2,251.37	2,221.56
TOTAL ALL SUITE / EXTENDED STAY		166,206.69	131,629.96	126,420.21	132,251.42	152,415.29	179,906.46	174,607.61	174,909.95	172,774.55

BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
1	Arya Inn & Suites	986.51	963.32	1,184.61	974.24	852.56	1,105.56	977.41	755.88	692.95
2	Best Western Irving Inn & Suites DFW South	3,545.37	1,437.28	1,565.14	1,325.79	1,365.96	3,032.23	2,419.02	2,276.75	2,430.85
3	Budget Inn & Suites	32.20	49.77	38.02	31.26	36.50	40.86	55.50	47.20	50.27
4	Budget Suites of America Las Colinas	428.31	1,249.18	1,202.56	0.00	1,135.95	0.00	801.36	210.51	924.78
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12	2,794.44	2,657.00	3,431.71	3,748.22	5,117.36	764.11
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07	1,352.38	1,260.97	1,310.70	1,213.86	1,321.49	1,343.36
7	Days Inn	6,733.27	4,896.16	5,181.97	5,720.33	4,616.41	6,554.08	6,374.96	5,913.07	6,518.09
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89	3,414.97	3,317.33	4,148.32	4,037.88	3,951.46	3,761.26
9	Delux Inn	705.02	752.10	779.97	725.35	594.20	819.49	759.38	733.38	775.19
10	Delux Suites Motel	67.78	112.14	0.00	48.45	118.96	107.68	75.10	86.44	114.49
11	Gateway Inn	617.71	422.20	469.77	381.47	408.06	542.27	507.56	469.51	451.44
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23	1,212.96	1,640.11	1,923.71	1,592.24	1,402.63	1,479.53
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38	1,654.36	1,520.87	1,752.35	1,797.55	1,787.46	1,785.41
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31	2,675.47	2,677.19	3,452.35	3,162.55	3,334.76	3,138.23
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15	3,528.81	3,809.97	4,674.12	4,406.31	3,875.87	3,873.89
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26	833.80	835.45	1,094.69	1,141.95	1,136.51	0.00
17	OYO Hotel DFW Airport South	2,342.12	2.00	2,640.83	2,666.67	2,593.77	3,392.54	2,364.83	2,279.69	2,711.39
18	OYO Hotel DFW Airport North	312.11	360.23	334.09	398.79	347.83	376.68	204.48	0.00	0.00
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65	3,480.64	3,384.74	3,293.73	4,247.67	3,436.31	3,369.89	4,091.75
20	Red Roof Inn Dallas DFW Airport North	4,944.57	3,735.46	4,004.84	3,516.22	3,364.92	4,550.40	4,376.65	4,262.60	4,362.62
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46	2,492.40	2,019.27	2,738.85	2,806.65	2,753.35	2,556.08
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35	2,541.31	2,620.93	3,041.34	2,789.15	2,341.18	2,462.84
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22	2,848.22	2,256.29	2,813.26	2,967.24	2,915.10	340.84
TOTAL BUDGET SERVICE		54,602.01	41,072.64	46,022.88	44,522.43	43,344.23	55,150.86	52,016.16	50,342.09	44,629.37

LIMITED SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73	11,786.16	12,105.49	14,523.03	15,190.50	13,580.07	13,883.98
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65	4,455.03	4,569.31	5,423.53	5,580.89	6,015.97	6,258.77
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12	14,081.02	14,774.51	17,276.72	17,295.10	16,936.12	16,919.76
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44	9,983.26	10,960.53	12,551.03	12,529.70	10,910.89	11,362.30
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02	9,829.02	10,026.53	9,554.70	8,260.27	7,528.19	7,416.72
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79	8,184.39	7,408.89	8,940.51	9,734.17	8,889.71	9,680.20
7	Fairfield Inn & Suites Dallas Las Colinas	5,112.01	4,265.17	5,009.19	5,212.07	6,153.03	1,880.76	6,729.03	935.43	977.86
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04	6,687.27	7,099.70	9,156.46	10,293.32	10,530.12	0.00	10,025.08
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57	8,110.47	10,162.68	10,860.53	11,381.86	10,858.58	10,365.43
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13	8,717.45	9,950.21	11,688.00	10,586.66	10,854.80	6,362.93
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52	8,017.30	9,167.26	9,432.30	9,533.64	9,604.55	9,729.84
12	Hyatt Place Dallas Las Colinas	9,963.88	6,859.53	7,645.93	6,649.91	8,169.50	8,910.33	10,067.71	8,567.02	9,293.45
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18	7,890.53	8,421.57	9,127.40	8,937.71	8,979.65	8,543.73
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81	4,756.18	5,615.97	7,721.90	6,822.73	7,298.50	6,765.21
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19	3,417.96	4,510.70	5,218.15	5,043.26	5,194.82	5,057.06
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00	5,694.86	5,744.62	6,763.35	6,790.65	6,972.80	6,685.81
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23	9,779.09	9,670.84	12,159.05	12,955.94	10,407.22	9,239.27
18	Wingate Inn by Wyndham Dallas Las Colinas	5,261.64	3,974.10	3,762.31	4,064.51	4,101.67	4,067.68	6,243.58	5,867.80	5,274.10
19	Wingate Inn by Wyndham DFW Airport North	593.01	8,339.21	4,481.91	4,973.93	4,792.33	4,819.78	5,019.16	5,039.60	4,659.84
TOTAL LIMITED SERVICE		170,957.74	135,105.76	126,775.99	142,702.84	155,462.10	171,212.07	179,232.68	154,441.72	158,501.34

TOTAL SHORT TERM RENTALS		6,647.19	6,898.21	8,518.57	5,101.41	6,389.53	11,623.26	7,531.02	28,520.78	23,942.95
Number of locations		50	67	67	61	62	69	68	81	52

SUMMARY	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
ACTUAL GRAND TOTAL	822,273.83	617,802.79	568,450.65	658,528.44	706,197.57	802,911.82	824,697.75	782,252.51	738,609.72
BUDGET	970,330.00	750,524.00	648,509.00	808,022.00	799,629.00	966,681.00	943,638.00	967,664.00	1,011,903.00
DIFFERENCE	(148,056.17) -15.3%	(132,721.21) -17.7%	(80,058.35) -12.3%	(149,493.56) -18.5%	(93,431.43) -11.7%	(163,769.18) -16.9%	(118,940.25) -12.6%	(185,411.49) -19.2%	(273,293.28) -27.0%
CUMULATIVE YEAR TO DATE									
ACTUAL	822,273.83	1,440,076.62	2,008,527.27	2,667,055.71	3,373,253.28	4,176,165.10	5,000,862.85	5,783,115.36	6,521,725.08
BUDGET	970,330.00	1,720,854.00	2,369,363.00	3,177,385.00	3,977,014.00	4,943,695.00	5,887,333.00	6,854,997.00	7,866,900.00
DIFFERENCE	(148,056.17) -15.3%	(280,777.38) -16.3%	(360,835.73) -15.2%	(510,329.29) -16.1%	(603,760.72) -15.2%	(767,529.90) -15.5%	(886,470.15) -15.1%	(1,071,881.64) -15.6%	(1,345,174.92) -17.1%
COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55	495,418.38	576,535.14	717,735.15	797,264.90	749,618.37	724,062.85



Date Distributed: July 26, 2023

Monthly Financial Summary

For Period Ending June 30, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	105,118	166,803	207,450	159,850	164,600	155,250	151,250	170,660	1,851,287
Service Income	97,643	36,566	60,657	30,308	91,188	90,151	83,534	165,980	69,051	46,000	45,350	53,850	870,278
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(149,746)	(169,087)	(177,730)	(272,008)	(185,612)	(85,000)	(85,000)	(85,000)	(1,631,990)
Total Direct Event Income	186,879	66,080	73,775	45,939	46,560	87,867	113,254	53,822	48,039	116,250	111,600	139,510	1,089,574
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	11,302	21,215	37,932	61,329	64,100	750	3,750	750	287,634
F & B Catering	479,931	212,032	171,372	503,470	326,612	231,759	371,875	418,811	432,438	85,880	156,560	373,540	3,764,281
Parking: Self Parking	67,551	66,091	23,139	17,165	37,445	43,653	64,903	65,005	41,388	9,840	10,660	8,200	455,041
Electrical Services	24,735	9,440	4,775	9,187	2,095	40,985	34,005	14,534	23,360	5,500	7,000	10,500	186,116
Audio Visual	(0)	126	(0)	0	242	4,375	(0)	(62)	(0)	-	-	-	4,680
Internet Services	6,600	989	(81)	2,096	350	3,855	5,862	4,786	60	1,250	1,250	1,250	28,268
Total Ancillary Income	612,521	314,465	210,572	547,567	378,046	345,842	514,577	564,403	561,346	103,220	179,220	394,240	4,726,021
Total Event Income	799,400	380,545	284,347	593,506	424,606	433,709	627,831	618,225	609,385	219,470	290,820	533,750	5,815,595
Other Operating Income	147,411	59,034	49,953	67,036	107,531	91,719	113,767	143,083	108,308	76,586	76,586	74,845	1,115,858
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	532,137	875,428	741,598	761,308	1,066,443	296,056	367,406	956,845	8,326,453
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	220,078	247,772	203,201	227,907	245,616	266,004	259,907	270,998	2,844,489
Benefits	48,225	41,890	59,147	85,751	67,651	65,041	63,871	60,824	66,159	69,482	69,482	73,132	770,657
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(5,184)	(7,086)	(9,818)	(22,131)	(42,221)	(15,000)	(15,000)	(15,000)	(165,764)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	282,545	305,727	257,254	266,601	269,554	320,486	314,389	329,130	3,449,382
Contracted Services	66,364	71,689	66,309	61,840	56,324	61,740	64,432	62,137	75,072	73,248	73,248	88,842	821,243
General and Administrative	90,724	33,624	45,149	47,309	41,376	35,257	26,731	50,046	92,036	63,939	66,605	149,127	741,922
Operations	53,493	59,493	36,500	39,441	30,088	46,103	41,743	50,535	83,224	69,446	69,446	74,164	653,675
Repair & Maintenance	38,235	47,240	36,651	37,170	29,098	50,752	42,391	24,815	83,322	70,558	70,558	93,059	623,848
Supplies	7,781	24,812	8,213	15,153	9,563	6,919	25,777	41,541	27,196	36,618	36,618	95,296	335,486
Insurance	4,130	4,593	37,406	7,420	5,296	3,890	4,986	4,320	(42)	5,417	5,417	5,417	88,250
Utilities	57,878	51,745	48,563	52,093	45,874	46,955	44,414	48,559	50,060	53,916	53,916	59,952	613,925
Other	788	1,658	32,592	500	1,718	72	79	233	178	1,483	1,483	10,072	50,855
ASM Global Management Fees	58,909	42,122	36,068	62,701	52,227	42,766	56,835	63,415	64,231	26,664	32,110	50,431	588,483
Total Operating Expenses	634,812	604,122	630,347	620,769	554,109	600,181	564,642	612,201	744,831	721,775	723,790	955,490	7,967,068
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(21,972)	275,247	176,956	149,107	321,612	(425,719)	(356,384)	1,355	359,385

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending June 30, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	35,017	10,840	24,177	41,736
Events	17	10	7	15
Event Days	35	31	4	28
Direct Event Income	48,039	126,550	(78,511)	101,952
Ancillary Income	561,346	394,116	167,230	480,075
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	609,385	520,666	88,719	582,027
Other Operating Income	108,308	76,586	31,722	83,094
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	717,693	597,252	120,441	665,121
Indirect Expenses	(744,831)	(583,633)	(161,198)	(556,723)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(27,138)</u>	<u>13,619</u>	<u>(40,757)</u>	<u>108,398</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Nine Months Ending June 30, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	197,848	136,164	61,684	151,851
Events	166	127	39	155
Event Days	302	282	20	260
Direct Event Income	722,227	1,006,243	(284,016)	805,117
Ancillary Income	4,049,335	2,817,341	1,231,994	2,436,460
Total Event Income	4,771,562	3,823,584	947,978	3,241,577
Other Operating Income	887,849	665,354	222,495	567,523
Adjusted Gross Income	5,659,411	4,488,938	1,170,473	3,809,100
Indirect Expenses	(5,566,036)	(5,194,955)	(371,081)	(4,450,996)
Net Income (Loss) From Operations	93,375	(706,017)	799,392	(641,896)

ASM - Irving Convention Center
Balance Sheet
June 30, 2023

ASSETS

Current Assets

Cash	\$	2,382,804	
Accounts Receivable		1,452,195	
Prepaid Assets		28,744	
Inventory		88,311	
		3,952,054	
Total Current Assets			3,952,054

Total Assets	\$	3,952,054	
---------------------	-----------	------------------	--

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	1,201,855	
Accrued Expenses		65,952	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,544,121	
Other Current Liabilities		0	
		2,811,928	
Total Current Liabilities			2,811,928

Long-Term Liabilities

Long Term Liabilities		0	
		0	
Total Long-Term Liabilities			0

Total Liabilities		2,811,928	
-------------------	--	-----------	--

Equity

Net Funds Received		16,794,600	
Retained Earnings		(15,747,850)	
Net Income (Loss)		93,376	
		1,140,126	
Total Equity			1,140,126

Total Liabilities & Equity	\$	3,952,054	
---------------------------------------	-----------	------------------	--

ASM - Irving Convention Center
Income Statement
For the Nine Months Ending June 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	164,600	170,050	(5,450)	1,374,128	1,403,404	(29,276)	1,039,461
Service Revenue	69,051	41,500	27,551	725,076	440,853	284,223	386,545
Service Expenses	(185,612)	(85,000)	(100,612)	(1,376,977)	(838,014)	(538,963)	(620,889)
Total Direct Event In	48,039	126,550	(78,511)	722,227	1,006,243	(284,016)	805,117
Ancillary Income							
F & B Concessions	64,100	31,520	32,580	282,377	158,973	123,404	210,155
F & B Catering	432,438	324,932	107,506	3,148,307	2,302,620	845,687	1,819,415
Parking	41,388	30,914	10,474	426,338	250,413	175,925	320,212
Electrical Services	23,360	5,500	17,860	163,116	88,735	74,381	77,602
Audio Visual	0	0	0	4,680	0	4,680	(320)
Internet Services	60	1,250	(1,190)	24,517	16,600	7,917	9,396
Total Ancillary Inco	561,346	394,116	167,230	4,049,335	2,817,341	1,231,994	2,436,460
Total Event Income	609,385	520,666	88,719	4,771,562	3,823,584	947,978	3,241,577
OTHER OPERATING INCOME							
Other Income	108,308	76,586	31,722	887,849	665,354	222,495	567,523
Total Other Operatin	108,308	76,586	31,722	887,849	665,354	222,495	567,523
Adjusted Gross Inco	717,693	597,252	120,441	5,659,411	4,488,938	1,170,473	3,809,100
INDIRECT EXPENSES							
Salaries & Wages	245,616	256,029	10,413	2,047,582	2,256,633	209,051	1,631,732
Payroll Taxes & Ben	66,159	64,496	(1,663)	558,551	566,434	7,883	400,012
Labor Allocations to	(42,221)	(45,000)	(2,779)	(120,765)	(307,576)	(186,811)	(48,084)
Net Salaries and Ben	269,554	275,525	5,971	2,485,368	2,515,491	30,123	1,983,660
Contracted Services	75,072	67,415	(7,657)	585,908	609,482	23,574	570,103
General and Adminis	92,036	40,767	(51,269)	462,271	358,253	(104,018)	259,760
Operating	83,224	34,796	(48,428)	440,620	338,205	(102,415)	275,806
Repairs & Maintenan	83,322	44,808	(38,514)	389,676	387,642	(2,034)	408,448
Operational Supplies	27,196	18,360	(8,836)	166,958	144,950	(22,008)	118,819
Insurance	(42)	5,417	5,459	71,999	47,466	(24,533)	45,349
Utilities	50,060	45,000	(5,060)	446,143	417,878	(28,265)	422,737
Other	178	1,508	1,330	37,816	13,545	(24,271)	45,489
ASM Management F	64,231	50,037	(14,194)	479,277	362,043	(117,234)	320,825
Total Indirect Expens	744,831	583,633	(161,198)	5,566,036	5,194,955	(371,081)	4,450,996

ASM - Irving Convention Center
Income Statement
For the Nine Months Ending June 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(27,138)</u>	<u>13,619</u>	<u>(40,757)</u>	<u>93,375</u>	<u>(706,017)</u>	<u>799,392</u>	<u>(641,896)</u>

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Texas Frightmare Wee... <small>De finite</small> KIM 000 Luke 000	29 Memorial Day Luke 000	30 IES 2023 Quality Summit <small>De finite</small>	31 A-Kon 2023 <small>De finite</small>	1	2	3
4 A-Kon 2023 <small>De finite</small>	5	6 New Western Meeting <small>De finite</small> ASM Regional VPs Mee... <small>De finite - Internal</small> Elevate IT <small>De finite</small> Super Lunch Tasting <small>De finite - Internal</small>	7 All Industry Day 2023 IIAD <small>De finite</small>	8	9 Express Cheer Camp <small>De finite</small> Lambda Phi Epsilon International Fraternity Netw... <small>De finite</small>	10 Sneaker Exit <small>De finite</small> Texas USAG Annual Aw... <small>De finite</small>
11 Texas Funeral Directors TFDA 2023 Annual Convention & Expo <small>De finite</small> Express Cheer Camp <small>De finite</small> Lambda Phi Epsilon Int... <small>De finite</small>	12	13	14 Synergy Dance Competition <small>De finite</small> Tony 000 David 000	15 AFP 2023 DFW Philanthropy in Action <small>De finite</small> Tony 000	16 Tony 000 Rachel - 000 Corey G. 000	17
18 Synergy Dance Co mpe... <small>De finite</small> Father's Day	19 June tenth Learning Forward Texas 2023 <small>De finite</small> Angela - 000 Tina 000	20 Angela - 000 Tina 000	21 Steubenville Lone Star 2023 <small>De finite</small> Angela - 000 Tina 000	22 Angela - 000 Tina 000	23 Angela - 000 Tina 000	24

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
Steubenville Lone Star... <small>De finite</small>	Pri-Med Access 2023 <small>De finite</small>					UDCATE Annual Expo 2... <small>De finite</small>
	ICVB Board of Directo... <small>De finite</small>		Linehaul Summit, LLC <small>De finite</small>			IMEP Conference <small>De finite</small>
				Kayla 000	Josette 000 Luke 000 Corey G. 000 Jeremy 000 Kayla 000	Josette 000 Luke 000

IRVING CONVENTION AND VISITORS BUREAU GENERAL AND RESERVE FUND POLICY

The Irving Convention and Visitors Bureau (ICVB) maintains three reserve funds, in addition to an operating (General) fund.

GENERAL FUND OPERATING RESERVES

The ICVB's major source of revenue is the City of Irving hotel tax which is remitted to the ICVB on a ~~quarterly~~ monthly basis. In order to sustain a sufficient cash flow, the ICVB maintains a fund balance of 90-120 days of operating expenditures. Funds above this level may be used to supplement the operating budget as needed, accommodate un-budgeted priorities approved by the Board that may arise during the fiscal year, or may be transferred to other funds as authorized.

NOTES: ~~There fund balance is a goal for this fund is of \$2-3 million. for the Fund Balance.~~

ICVB RESERVE FUND

This Reserve Fund was originally established to build the Center for the Arts and Irving Convention & Visitors Bureau Office Complex (now known as the Irving Arts Center). After the office portion of the Arts Center was built, and prior to the incidents of 9-11, the fund was used primarily for budget adjustments and to fund additional opportunities that arose during the fiscal year. After 9-11, the ICVB adopted a long-term reserve fund strategy to maintain 6 months of operating funds in this account by FY 2008-09. This provides for business continuity for the ICVB in the event of another incident similar to 9-11, as well as to better protect the organization because of the volatility of this revenue stream. This fund's primary purpose is as a Catastrophic Reserve, to protect the ICVB from events beyond the control of the organization which substantially and negatively impact funding for operations.

This fund is funded by transfers from the General Fund.

NOTES: In FY 2010-11, the City of Irving reduced the ICVB Reserve Fund balance for \$2.136 million to \$20,000 to fund the November 2010 Irving Convention Center debt service payment. It is a priority for the Board of Directors to replenish this operating Reserve Fund as revenues allow. In 2019-20, the available balance of the ICVB Reserve was transferred to the ICVB General Fund to supplement operations in the face of COVID. The new fund balance goal for this fund is \$5 million.

ICVB COMPUTER REPLACEMENT TECHNOLOGY FUND

Funding in this account is used to replace bureau computer hardware and systems, including large software packages (such as the CRM system) and other technology-related upgrades, including those involving cybersecurity.

This fund is funded by transfers that are budgeted annually from the General Fund. Funding is calculated using a depreciation schedule based on the estimated life of each asset.

NOTES: This fund was used to supplement the Convention Center technology infrastructure at a level of \$200,000 in 2010, and has since been reimbursed. In 2019-20, the available balance of the ICVB Reserve was transferred to the ICVB General Fund to supplement operations in the face of COVID. The fund balance goal for this fund is \$300,0001 million.

ICVB CONVENTION CENTER RESERVE / CAPITAL PROJECTS FUND (formerly the ICVB BUILDING FUND)

The ICVB Building Fund was originally established in 1995 to build a proposed visitor center and new home for the ICVB on a site on Decker Drive purchased for that purpose by the CVB. In 2001-02, the

Board determined that a higher priority would be to build a facility that would drive new demand, not simply serve existing visitors. The Decker Drive site was sold and the fund re-prioritized for the Convention Center. Funding in this account supplemented the pre-opening marketing budget and construction of the Convention Center. In the adoption of the 2011-12 budget, the Building Fund was re-prioritized and renamed as the Convention Center Reserve / Capital Projects Fund. Its purpose is to now provide funding for repair and replacement projects and the capital improvement program for the Irving Convention Center. End-of-project savings from project bond funds were used to establish this fund.

Capital items with a “useful life” of one year or less should be considered an annual operating expense; anything over one year “useful life” should be expensed through the reserve fund.

This fund has historically been funded by transfers from the General or Reserve Funds. Any savings achieved annually in the operating subsidy are ~~should be~~ transferred to this fund upon completion of the annual audit, unless otherwise directed by the Board.

NOTES: This fund should maintain a minimum rolling fund balance of \$3 million to accommodate planned capital improvement/repair and replacement priorities, as well as any unplanned but necessary expenditures. (PricewaterhouseCoopers study recommended a minimum contribution of 1% of construction costs be maintained for these purposes.) In 2019-20, the available balance ~~of the ICVB Reserve~~ was transferred to the ICVB General Fund to supplement operations in the face of COVID.

AMENDMENT NO. 1 TO THE SECOND AMENDED AND RESTATED MANAGEMENT AGREEMENT

THIS AMENDMENT NO. 1 TO THE SECOND AMENDED AND RESTATED MANAGEMENT AGREEMENT (this “Amendment”) is dated as of the _____ day of August, 2023 (the “Effective Date”), by and between the City of Irving, a municipality organized and existing under the laws of the State of Texas (“City”), for itself and on behalf of, the Irving Convention and Visitors Bureau (“CVB”) and SMG, a Pennsylvania general partnership (“SMG”), acting by and through its authorized officers, for the purposes and considerations stated below:

RECITALS:

The City and SMG entered a “Pre-Opening Consulting and Management Agreement” dated as of June 28, 2007, and amended with Change Order No. 1 June 25, 2009, for management services at the Irving Convention Center (“Center”) for a five year period commencing October 1, 2010, and thereafter amended and restated the agreement through City of Irving Resolution 2019-399 and City of Irving Resolution 2020-418, (the “Agreement”); and

Simultaneously with the consideration of this Amendment the Irving City Council is considering a signage sub-lease agreement (“Signage Sub-Lease”) attached as Exhibit “Aa” and the parties to this Amendment desire to assign certain rights and responsibilities of the City under the Signage Sub-Lease to SMG; and

The parties desire to amend the Agreement to add additional terms and conditions to allow for SMG to construct and maintain Convention Center signage, on the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises, covenants and agreements herein contained, the parties hereto, intending to be legally bound, hereby agree as follows:

1. Agree the recitals above are true and correct and incorporation herein this Amendment.
2. To amend Section 1 “Center” in its entirety to read: “Center” – refers to the Irving multi-purpose meeting facility; also may be referred to as Irving meeting facility, Irving Convention Center at Las Colinas; and such other lands and facilities as provided in the Scope of Services attached hereto as Exhibit “B”, including the Convention Center Parking Facilities, located in Irving, Texas and any other facilities, public spaces utilized by the ICVB for events/bookings and/or any area where signage for the convention center is located, that the parties agree in writing by the Contract Administrator and SMG Executive Vice President to include within the definition of the “Center”.
3. To add section 13.3 to read: “The Signage Sub-Lease attached as exhibit “Aa” shall be incorporated into this Agreement in its entirety and SMG shall act as the Licensee in the Signage Sub-Lease under sections 2-7 and 9.
4. All other terms, provisions, conditions, and obligations of the Agreement between City and Company shall remain in full force and effect, and said Agreement and this Amendment shall be construed together as a single contractual agreement. In the event of a conflict between the Agreement and this Amendment, this Amendment shall control.

IN WITNESS WHEREOF, this Amendment has been duly executed by the parties hereto as of the day and year first above written.

The City of Irving, Texas ("City")

By: _____

Name: _____

Title: _____

SMG

By:  _____

Name: Mark Rozells

Title: President

CORPORATE ACKNOWLEDGEMENT

THE STATE OF ~~TEXAS~~ §
Pennsylvania §
COUNTY OF Montgomery §

BEFORE ME, the undersigned authority, a Notary Public in and for said County and State, on this day personally appeared Mark Rozells, President of SMG [Company], known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me he/she executed the same as a duly authorized officer of such corporation, and as the act and deed of such corporation, for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this 22 day of August, A.D., 2023

Nancy McNelis

Notary Public

Nancy McNelis

(Typed/Printed Name of Notary)

My Commission Expires:

November 19, 2024

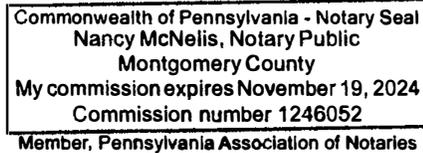
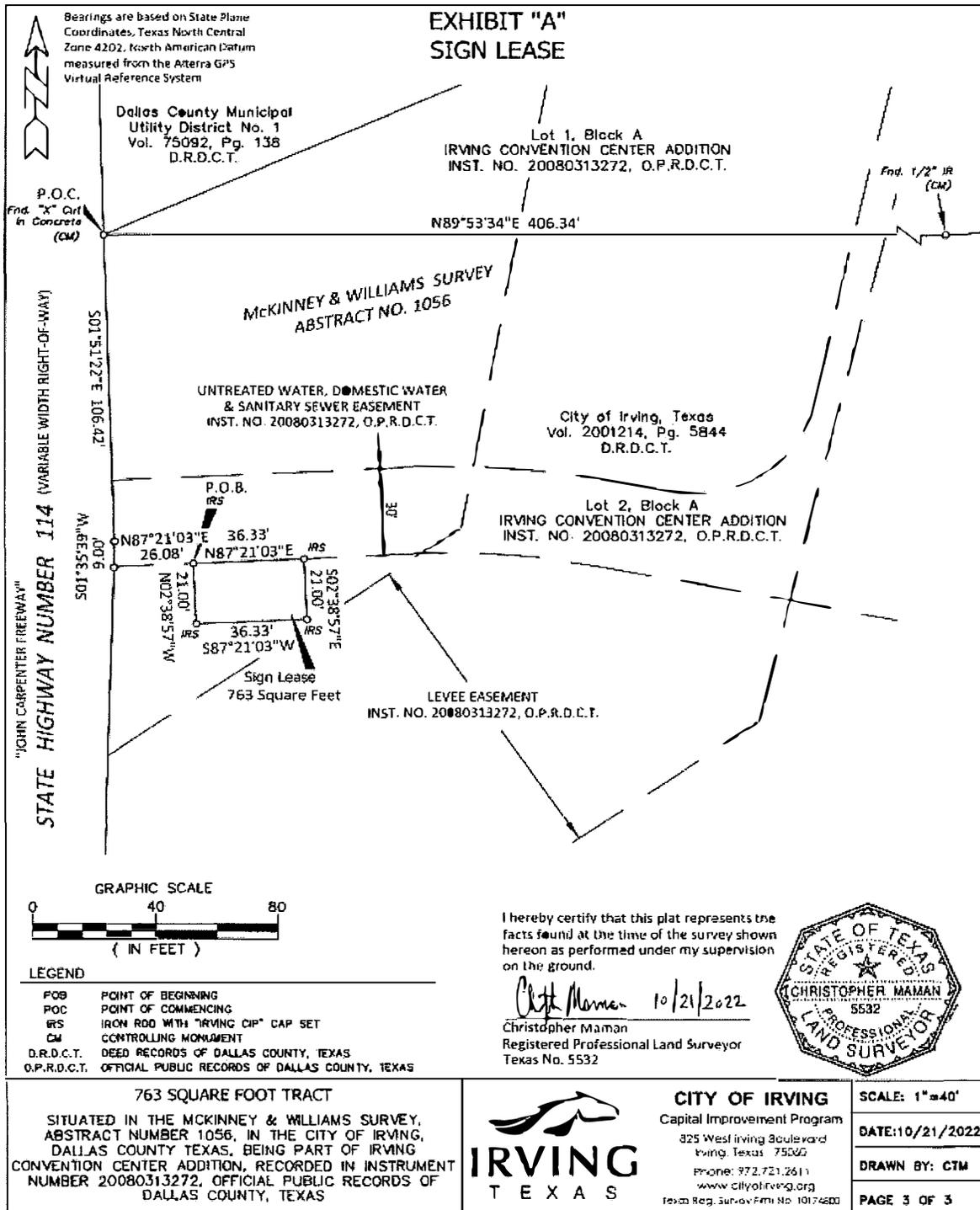


Exhibit "Aa"

Description of Signage Tract



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

BOARD REPORTS

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



City Holiday/No Trash Collection

In observance of Labor Day, there will be no residential trash, curbside recycling or brush collection on Monday, Sept. 4. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Arts Center
- Irving public libraries
- North Lake Natatorium
- Recreation centers

All offices and services will resume normal business hours Tuesday, Sept. 5. Visit CityofIrving.org for more information. ■



page 4

The City of Irving is setting the foundation for roadway maintenance in the future by launching the NEXCO pilot program in spring of 2023.

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AUGUST 2023 / VOL 30 / NO 08

CityofIrving.org

Help Shape the Future & Provide Input on New Facilities



Calling All Irving Teens

The Lively Pool is being removed and Irving teens will help shape the future amenity options at Lively Park! Planning will start in summer 2023 and go into 2024. Join the discussion by emailing your contact information to PlayIrving@CityofIrving.org.

Share Your Input by Aug. 15

The City of Irving is currently conducting a feasibility study for Mustang Park and Senter Park as part of the city's bold vision for Irving aquatics and community centers. This community engagement platform allows residents to share input that will help shape the future of aquatics and recreation in our community. **Provide feedback via the survey, community forum and ideas wall by Aug. 15.**

Scan Me



Scan the QR code to watch Irving leadership share a Bold Vision for the Future of Aquatics and Recreation.



Stay Engaged
CityofIrving.org/PlayIrving

As these projects move forward over the next few years, residents are encouraged to sign up for regular email updates at CityofIrving.org/Newsletters and to follow the city on social media @TheCityofIrving. ■



MOVIE NIGHT FRIDAYS IN SEPTEMBER AT HERITAGE PARK

Movies on Main returns to Heritage Park, 217 S. Main St., Friday nights in September. Grab blankets and lawn chairs, and enjoy a family friendly movie under the stars! Movies start at 7:30 p.m. and will include Spanish subtitles.

Come early, and grab a bite to eat in the Irving Heritage District or from one of the on-site food vendors.

MOVIE LINEUP

Friday Nights | 7:30 p.m.

- Sept. 1: E.T. 1982 (PG)
- Sept. 8: The Bad Guys 2022 (PG)
- Sept. 15: Super Mario Bros. 2023 (PG)
- Sept. 22: Vivo 2021 (PG)

Visit IrvingEvents.org or scan the QR code for more information. ■



Solid Waste Ordinance Revisions Help Address Concerns

50-Year-Old Ordinance Gets Much Needed Update, Plans Continue for Solid Waste Services Assessment

City leadership is working on updating the solid waste ordinance while the professional municipal solid waste collection study and rate analysis moves forward. The ordinance revisions align with the current guidelines established in October 2022 and will help solid waste team members and residents by standardizing the existing collection model. The revised solid waste ordinance would go into effect late summer/early fall.

The ordinance revisions include a variety of updates, such as weight and number of trash bags that can be placed out each collection day, times in which materials should be placed out for collection and that bags must be tied/closed. There will be no limit on the number of leaf and grass clipping bags; however, hired landscapers/tree trimmers must dispose of the material produced by their work.

Public readings of the proposed ordinance revisions are planned for the City Council meetings on Aug. 3 and Aug. 31 at 7 p.m. at Irving City Hall, 825 W. Irving Blvd.



A full overview of the solid waste ordinance will be shared once approved by City Council.

The ordinance revisions help bring structure to collection service and provide the necessary framework to address many of the concerns regarding solid waste collections. The ordinance revisions do not impact the ongoing discussion regarding the future solid waste collection model that will be determined once the study is complete next year. For questions regarding the ordinance, contact the Solid Waste Services Department at (972) 721-8059.

Scan the QR code to watch a video about solid waste collection in Irving. ■



Back to School: Drive Smart, Keep Kids Safe

School is back in session this month, and residents are reminded that the use of cellphones while driving in active school zones is prohibited. Motorists cannot engage in calls by talking, dialing or listening on a hand-held mobile device, nor can they enter or read text or email messages.

This includes:

- Hand-held cellphones
- Personal digital assistants (PDAs)
- Other electronic communications devices

Violation of the ordinance is a Class C misdemeanor. Motorists can use hands-free devices to talk legally on their cellphones in school zones. Drivers may also use

their cellphones in certain emergency situations including fire, police and ambulance calls.

Additionally, the Irving Police Department reminds drivers to:

- Stay alert and slow down.
- Follow school zone speed limits.
- Stop for school buses when red lights are flashing or a stop-arm sign is visible.

For more information, call the police nonemergency number at (972) 273-1010. ■



AFTER-SCHOOL PROGRAM AT RECREATION CENTERS

Register now for one of Irving's recreation centers after-school programs. Students in elementary school will participate in a variety of activities including homework time, gym games and crafts in a safe, supervised setting.

The programs are offered on school days between the hours of 3:15 to 6 p.m. Check the nearest neighborhood recreation center below for participating schools or to register in person.

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

The cost is \$180 per six weeks. Weekly payment plans are also available. Enrollment is limited. Visit CityofIrving.org/IrvingRec to register online. ■



Now Accepting Board, Committee and Commission Applications

Residents interested in serving on a board, committee or commission can apply at Onboard.CityofIrving.org/Apply. Qualified applicants must be a resident of the City of Irving and a registered voter in the city for at least one year immediately prior to the date of their appointment.

The deadline to apply for November board appointments is Sept. 15. For more information, call (972) 721-2493.

Below is a list of boards, committees and commissions:

- Advisory Committee on Disabilities
- Animal Services Advisory Committee
- Arts Board
- Board of Health

- Building and Standards Commission
- Civil Service Commission
- Construction Board of Appeals
- Convention and Visitors Bureau Board
- Green Advisory Board
- Housing and Human Services Board
- Library Board
- Parks and Recreation Board
- Planning and Zoning Commission
- Tax Increment Reinvestment Zone Board, No. 1
- Zoning Board of Adjustments and Appeals

For board description, qualifications and meeting frequency, visit CityofIrving.org/City-Secretary and select "Boards and Commissions." ■

Irving Resident Home Rehabilitation Program

The City of Irving's Home Rehabilitation Program provides low- to moderate-income families with assistance in repairing their homes. The Department of Housing and Urban Development funds the program, which strives to give Irving residents access to safe and suitable housing.

The program provides a range of services, including plumbing, electrical, roofing and HVAC to assist homeowners with various problems. Modifications offered by the program may also increase accessibility for people with impairments. Additionally, the program may provide repair assistance up to \$60,000.

Homeowners must meet certain income standards and reside within the City of Irving in order to be eligible for the program. Additionally, applicants will need to submit supporting evidence, including proof of ownership, insurance and income. Visit CityofIrving.org/HousingApplications to apply for housing assistance programs. ■



PREVENT MOSQUITOES WITH THE 4DS

The City of Irving actively works year-round to control mosquitoes. This helps prevent the spread of the diseases that they can carry. Mosquitoes are most active from April through October. Residents are encouraged to take precautions every time they go outside during mosquito season. Just follow the Four D's.

- **DEET:** Mosquito repellents that contain DEET are known to be the most effective at preventing mosquito bites.
- **DRAIN:** Eliminate standing water around the house. If it can't be drained, treat the water.
- **DRESS:** Cover skin while outdoors and wear light colored clothing.
- **DAWN AND DUSK:** Stay indoors as much as possible during the times the sun is setting.

Visit IrvingFightsTheBite.org for more information. ■

IRVING ARTS CENTER IN THE GALLERIES

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

Windows: Works by Mark Goad Through Aug. 26 | Dupree Lobby Gallery
Mark Goad is an Irving native (an Irving High School and University of Dallas grad) who, after many years in Austin, has returned to North Texas. Finding inspiration in the landscape of his native Texas, Goad creates unique works of art through a most unique process — essentially painting with fiber pulp. Mark's method is unique because his application of liquified paper pulp becomes the handmade paper and the "painted" image together. Solidified in their final form, the pieces are delicate, yet able to hold a weight of detail.

23rd Annual Art Connection Members Show Through Aug. 26 | Main & Focus Galleries
Works by members of the Irving Art Center's Art Connection program will be on display in both the Main and Focus galleries. Awards will be given in three categories: Youth, Nonprofessional and Professional. An overall "Best of Show" prize also will be awarded.



Best of Show: Deep Space by Gail Nash Arnold

Creating for Change Through Sept. 30 | Courtyard Gallery
Works by members of the Texas Sculpture Group will be on display in the Courtyard Gallery. Founded in 2010, the Texas Sculpture Group promotes Texas-based contemporary sculpture and supports the work of sculptors in Texas through exhibitions, publications, educational outreach and programs.

Works by Benjamin Muñoz Aug. 19- Oct. 28 | Carpenter Lobby Gallery
Benjamin Muñoz is a Dallas-based multi-disciplinary artist whose practice spans painting, installation and monumental printmaking. Muñoz grew up in the vibrant Chicano culture of Corpus Christi, Texas, where he found his voice by reflecting on his heritage, upbringing and surroundings. His work can be found in the public collections of The Mexic-Arte Museum, The National Museum of Mexican Art, The Bernard A. Zuckerman Museum of Art and extensive private collections, including the largest collection of Latino art in the world belonging to Gilberto Cardenas. Muñoz has been honored with 17 solo exhibitions throughout the United States and was included in Soy de Tejas, a traveling exhibit of Texas-born Latino artists.



Engage in the Arts: Irving Arts Center's August Exhibits & Events

Aug. 3 | JumpstART Stories & Art: Things that Go!
10 a.m. | Free
Trucks and planes and cars and trains! Enjoy transportation-themed stories and art projects inspired by things that go!

Aug. 12 | Royal Nation Concert
Presented by The Key is Me Foundation
6 p.m. | Ticket Price TBA
A praise and worship concert featuring artists from the Royal Nation family. Visit TheKeyIsMe.org for tickets and more information.

Aug. 13 | Second Sunday Funday: Dog Days of Summer! + Teen Open Studio
1 to 4 p.m. | Free
Beat the heat with art inspired by our cool canine friends. Fun for all ages!

Aug. 18 | Haasya Kavvi Sammelan
Presented by The International Hindi Association
8 p.m. | \$30-\$100
A night of humorous poetry presented by The International Hindi Association.

Aug. 19 | Marko: El Poder De Un Chisme
Presented by Greocca Productions
8 p.m. | \$40-\$100
Marko Perez, the highly viral Venezuelan comedian, humanitarian and Emmy winner, known artistically as Marko or Marko Musica shares the irresistible humor that launched him to fame. With more than 10 million followers on social media, he has emerged as a preeminent Latino comedy influencer. His new comedy show promises to be unforgettable and hilarious.

Aug. 19 | The Mousetrap by Dallas Bangla Theater
8 p.m. | Ticket Price TBA
The performance of Agatha Christie's play is translated by Abdus Salim and directed by Munir Shishir.

Aug. 27 | Mike Kalambay International Tour
Presented by The Oasis Group
4:30 p.m. | \$102.50-\$152.50
Congolesse International Singer and Minister Mike Kalambay brings his International Tour to North Texas.

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

Irving Arts Center Seeks Grant Panelists

Irving Arts Center (IAC) seeks Irving residents to serve as Community Grant Review Panelists. Those wishing to be considered may be nominated by others or apply directly by completing the online nomination form available on the IAC's website (visit IrvingArtsCenter.com, select About, Get Involved) or access the form directly at form.jotform.com/irvingartscenter/grant-panel-review-nomination. The deadline for submission is Sept. 5.

Irving residents who have knowledge of the visual and/or performing arts as practicing artists, experience through other participation in the arts, or attend a variety of arts events as a consumer are eligible to apply. Panelists volunteer their time as a service to the IAC and the Irving arts community and are appointed for a two-year term. Community members join other peer reviewers selected from the ranks of professional arts and nonprofit administrators and artists from across the state. Community panelists are invited to attend events

of funded organizations each year prior to the review process in June of 2024. Tickets will be provided by IAC.

Panelists do not make funding decisions. They review the grant applications online, rank them as to their relative quality and merit and provide feedback shared with the applicants and Arts Board. The Arts Board uses this guidance in making funding decisions.

Members of the pool of candidates will be appointed by the Irving Arts Board in September 2023. Every effort is made to appoint panelists that reflect the diversity of Irving, with balanced representation of expertise, experience and knowledge of the arts. Those selected will participate in an orientation session held via Zoom prior to beginning service.

For more information, contact Kass Prince at (972) 252-4403 or email koprince@cityofirving.org. ■



Irving Summer Fun

Close Out the Summer with Irving Aquatics!

For facility hours of operation, visit: CityofIrving.org/Aquatics

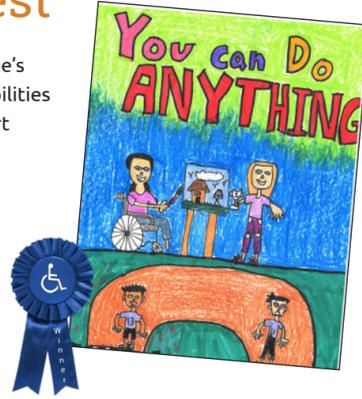
SCAN ME

Student Disability Poster Contest

Irving fourth graders are invited to enter the Irving Disability Advisory Committee's annual poster contest. Participants are asked to express how a person with disabilities can use his or her abilities to be part of the community. Winners will have their art showcased inside City Hall, Baylor Scott & White – Irving and Irving ISD facilities. They will also receive recognition at the Oct. 12 City Council meeting at 7 p.m.

Students in public, private or home schools are invited to participate. The deadline for entries is Monday, Sept. 11 at 5 p.m. Artwork must be created in watercolor, pencil, pastels or crayon on 8.5"x11" card stock.

Visit CityofIrving.org/Posters to download the contest guidelines or call (972) 721-2501 for more information. ■



Parks and Recreation Activities

Cimarron Park Recreation Center

201 Red River Trail | (972) 910-0702

● Aug. 5 | Cimarron Volunteer Fair

11 a.m. to 1 p.m. | Ages 14-17 | Free

Have a passion for helping and giving back to the community? Middle and high school students are encouraged to attend this fair.

Georgia Farrow Recreation Center

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

● Aug. 5 | Annual Back-to-School Backpack Giveaway

11 a.m. to 2 p.m. | Ages 5-17 | Free

Join Georgia Farrow and S&F Athletes for a community backpack giveaway.

Heritage Senior Center

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

Golden Sneaker Games

● Aug. 7 | Pickleball

● Aug. 8 | Racquetball and Texas Hold'em

● Aug. 9 | Minigolf and 1.5-Mile Power Walk

● Aug. 10 | 1.5-Mile Power Walk and 8-Ball Billiards

Ages 50 years and older | Free

A weeklong showcase for active seniors. Game locations and times vary. RSVP required by Aug. 3.

● Aug. 9 | Photography Workshop

2 to 3 p.m. | Ages 50 years and older | Free

Learn fundamentals of photography through your own camera. RSVP required by Aug. 4.

Northwest Park Recreation Center

2800 Cheyenne St. | (972) 721-2529

● Aug. 11 | End of Summer Bash

10 a.m. to 2 p.m. | Ages 5-11 | \$5

A variety of activities for children to say goodbye to summer. Children under 10 must be accompanied by a parent. RSVP required by Aug. 2.

Senter Recreation Center

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

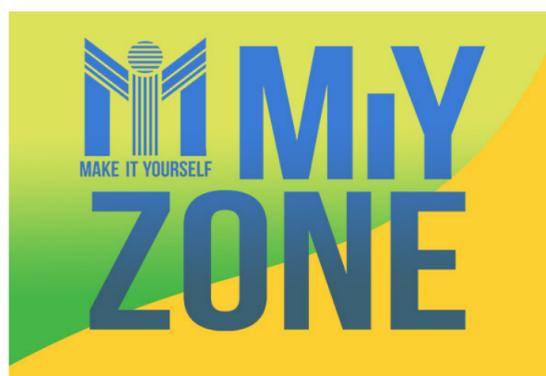
● Aug. 11 | Back to School Bingo

6:30 to 8:30 p.m. | Grades K-5 | \$2

Senter Park is offering a fun interactive way to win school supplies. Participants who win a game of bingo will receive free school supplies.



Did you see the After-School Program information available at Irving recreation centers on page 1?



Library Programs, MiY Zone Classes & Book Clubs

Each library location offers free activities for all ages and interests. In addition, the online library is always open on the website and social media. Contact (972) 721-2440 for information about MiY Zone Makerspace program registration requirements.

Aug. 1-31 | MiY Zone: Zipper Bag

MiY Zone hours | South Irving Library | Adults

Stop by and pick up a ready-to-go kit containing materials needed to make a custom bag. While supplies last.

Aug. 8 | Anywhere eBook Club

7 p.m. | Virtual | Adults

With a selection of titles always available on Hoopla, readers may join this book club from anywhere. The selection for August is "The Dutch House," an award-winning novel of historical fiction by Ann Patchett. Contact Valley Ranch Library at (972) 721-4669 for online login details.

Aug. 10 | MiY Kids: Dashtronaut

4 p.m. | West Irving Library | Ages 6 and older

Children have an opportunity to create a map of the solar system and code a robot to travel through space in a specified sequence.

Aug. 12 | MiY Zone: 3D Name Plate

10:30 a.m. | South Irving Library | Adults

Create a custom name plate at this DIY program.

Aug. 12 | MiY Zone: 3D Print Basics

10:30 a.m. | Valley Ranch Library | Adults

Learn how to use the 3D printer in this beginners' class. Registration is required by contacting Valley Ranch Library.

Aug. 17 | Heritage Book Club

7 p.m. | Heritage Senior Center | Adults

Members of the Senior Center are invited to join this informal group to discuss a wide variety of selections, from recent literary titles to classic novels. Featured in August is "Leave the World Behind," a bestselling suspense novel by Rumaan Alam. Contact the Heritage Senior Center at (972) 721-2496 for more information.

Aug. 28 | Mindful Mondays

7 p.m. | Valley Ranch Library | Adults

Adults find time to relax during these sessions of journaling and coloring.

From Aug. 13-27, library programs and storytimes at all locations, with the exception of the Heritage Book Club on Aug. 17 and career programs, will be on hiatus and resuming as of Aug. 28. Check the online calendar at CityofIrving.org/2203 for more details about programs and other information.

IRVING INDOOR AQUATIC ACTIVITIES

Visit CityofIrving.org/IrvingRec to register online for any aquatic activities.

Aqua Sunrise Aerobics | Tuesday & Thursday

Aug. 1-30 | 7 to 7:45 a.m. | 18+ | \$2

North Lake Natatorium

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



Night Steppers Water Aerobics | Monday & Wednesday

Aug. 1-30 | 6:30 to 7:15 p.m. | 18+ | \$2

Heritage Aquatic Center (HAC)

An upbeat evening class to increase strength, endurance and flexibility.

Senior EZ Water Aerobics | Monday & Wednesday

Aug. 1-30 | 7:30 to 8:15 a.m. | 18+ | \$2 | HAC

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

Senior Pep Water Aerobics | Monday & Wednesday

Aug. 1-30 | 8:30 to 9:15 a.m. | 18+ | \$2 | HAC

Add a little pep to your workout routine and join the Heritage Aquatic Center for this upbeat morning class to increase your strength, endurance and flexibility.

Mermaids and Pirates Movie Series – Shipwrecked

Aug. 3 | 7 to 10 p.m. | All ages | Pool Admission

West Irving Aquatic Center

Bring the whole family out for an evening of swimming and movie fun!

AquaStars

Aug. 12 | noon to 2 p.m. | 18 and younger |

Cimarron Family Aquatic Center

Provides special needs children and their family with an opportunity to experience the excitement of water play every second Saturday. Participants must be accompanied by an adult or guardian.

IN THE CARDS FOR NEXT MONTH AT LIBRARIES

During September's Library Card Sign-Up Month, cardholders may show their valid Irving Public Library Card at participating local restaurants for special promotions and discounts. This perk is in addition to the yearlong benefits of free library services and access to a wide variety of materials in print, audio, visual and electronic formats.

Visit CityofIrving.org/3492 for the list of restaurants, to browse different types of library card accounts and look for more information about sign-up events in September. ■



CLEAR THE SHELTERS: IRVING PETS MAKE THE PERFECT COMPANIONS!

The City of Irving's biggest annual adoption event, Clear the Shelters, returns to the Irving Animal Care Campus, 4140 Valley View Lane, during the month of August.

In celebration of the nationwide campaign, Irving Animal Services (IAS) will waive adoption fees for all pets during the month of August.

Why Adopt an Irving Pet?

- Pet matchmakers on-site. IAS staff understands each pet's unique personality and can match a family with the perfect pet.
- Adoption saves two pets' lives in the community. Adopting a shelter pet provides an open kennel for the next rescue animal.
- Dogs and cats receive daily enriching social interactions. IAS staff provides a nurturing environment at the campus resulting in the pet's good temperament.
- Be a community influencer. Inspire neighbors and friends to "adopt, don't shop."

IAS hours are 1 to 6 p.m. Tuesday, Wednesday, Friday and Saturday. The shelter is closed on Sunday, Monday and Thursday. All adoptions must be processed 30 minutes prior to closing.

This year marks the ninth anniversary of the pet adoption event which originated in the City of Irving. In 2015, NBC and Telemundo rolled Clear the Shelters out to establish a nationwide adoption event and to change people's perceptions on shelter pets and shelters.

Visit CityofIrving.org/Animal-Services or call (972) 721-2256 for more information.



IAS Adoption Benefits

- Adopters receive a free sample bag of Science Diet food
- Dogs and cats are up-to-date on vaccinations
- Spayed or neutered
- Microchipped and registered with 24PetWatch
- Heartworm tested
- Cats are FeLV/FIV tested

For adoption information and to view adoptable pets, visit CityofIrving.org/2086/Adopt. ■

SEEKING RESIDENT INPUT ON BUDGET

Planning for the city's Fiscal Year 2023-24 (FY24) budget is underway. The City of Irving Budget Team is looking for resident suggestions, feedback and opinions on what should be considered for the FY24 budget.

To learn more about the city's budget, visit CityofIrving.org/Budget and check out the "FY23 Budget Executive Summary" tab for an overview of the current budget. Adoption of budget is scheduled for Sept. 14 and the fiscal year runs from Oct. 1, 2023 to Sept. 30, 2024.

Ask the Budget Fiscal Friends (BFFs)

Contact the Budget Team and let them know what the city should focus on for the upcoming annual budget or ask a question about any aspect of the FY24 budget by emailing AskTheBFFs@CityofIrving.org. ■



City Uses Proactive Technology to Assess, Treat Irving's Road Conditions



The City of Irving is setting the foundation for roadway maintenance in the future. The city's Traffic and Transportation/Street Department launched the NEXCO pilot program in Spring of 2023 to obtain information about Irving's road system.

The purpose of the NEXCO program is to use sophisticated computer programs that take roadway images and processes these images to evaluate road surface conditions. The results of this information will help the Traffic and Transportation/Street Department more efficiently evaluate the maintenance needs of the road system, while at the same time enable staff to use the most cost-effective maintenance strategy.

This technology is yet another tool for the department, which launched a citywide pavement assessment program in 2014 to determine the pavement condition index for 1,440 lane-miles of Irving roadways. Since that study, the department has improved 72 miles of streets under its Road to the Future program — which also includes the Summer Overlay Program.

With rising maintenance and supply costs in mind, the NEXCO pilot program will ensure the city is diligent in how it directs its resources for maximum benefit.

Currently, the department is focusing on pavement crack sealing, pavement rejuvenation and pressure paving for maintenance of roadways.

The NEXCO pilot program uses a camera to video an entire road system and then sends back the visual data to a computer program that analyzes the surface of the roads. The program looks for cracks, from how wide to how deep they are in the road. From there, the department determines which of three methodologies it will use to seal the road and to ensure water does not penetrate through the cracks and into the pavement.

Over time, the program will ease the need for full-panel replacement and instead use lower cost maintenance methods to ensure drivers can conveniently and safely reach their destination.

Currently, roads south of SH 183 have been evaluated. Moving forward, the department will review city streets from SH 183 to SH 161 and then SH 161 north. The pilot program is set to run through 2025.



For more information on the city's ongoing Road to the Future program, visit CityofIrving.org/Road2Future. ■

Three Irving Parks Get New Playgrounds

Trinity View Park, Rodeo Park and Mountain Creek Preserve

This fall, construction crews will be installing a new playground at Trinity View Park, 2221 E. Highway 356.

The new facility will replace one that is nearly 30 years old. Among the features of the new playground will be an updated shade structure that will serve the added benefit of blocking foul balls.

The City of Irving also recently replaced playgrounds at Rodeo Park in Valley Ranch and at Mountain Creek Preserve.

There are 114 play units across the city. Parks and Recreation team members conduct regular inspections and track maintenance for all of them. Those reports, combined with data on the facility's age and use, help them determine which playgrounds will be



Crews install new playground equipment at Rodeo Park.

recommended for replacement.

For more information about parks in Irving, visit CityofIrving.org/Parks. ■



Irving Fire Department Does Much More Than Fight Fires



When residents think of the Irving Fire Department (IFD), most imagine firefighters extinguishing flames, but the department does much more. In fact, more than 70% of emergency calls made to the IFD require an ambulance

or Mobile Intensive Care Unit (MICU).

As of July 2023, the department had responded to 20,835 emergencies this year, and of those, 14,756 were for emergency medical services. Currently, the department has 10 ambulances and next fiscal year, Medic 8 will be introduced to the fleet.

IFD plans to staff Medic 8 during peak emergency hours and for special events. The new MICU will allow the department to respond to emergencies during the busiest times to better serve residents and visitors.

Visit CityofIrving.org/Fire to learn more about the Irving Fire Department. ■

Las Colinas Association Turns 50

From a 7,000-acre cattle pasture to the thriving commercial, residential and recreational development it is today, Las Colinas has a rich history as part of the city of Irving. Check out historical photos throughout the years at Anniversary.LasColinas.org/#photos. ■





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST August 2023

Legend	
Permit Pending	Plans are being reviewed
Permit Approved	Plans are approved, but the applicant has not paid all fees and picked up the permit
Permit Issued	Plan review is complete, and the applicant has paid all fees and picked up the permit
Permit Planned	Development project with an estimated application date
Verification	The date that the viability of the project was confirmed
C-FB	Carrollton-Farmers Branch ISD

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr. - N/A	2,110 SF	\$633,000	Permit Issued	3/3/2020	B2002-0378	C-FB	Aug-23
2	Woodwind Apts. (3 Buildings)	3811-3831 Pleasant Run Rd.	Apts. - 66 units	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	2022-10-7423	Irving	Dec-22
3	Rosewood Las Colinas	4955 Fuller Dr.	Apts. - 370 units	655,292 SF	\$68,000,000	Permit Approved	1/11/2023	2023-01-151	Irving	Jun-23
4	Villa Valencia Fourplex	311 Rolston Rd.	Apts. - 4 units	3,270 SF	\$400,000	Permit Approved	1/12/2023	2022-12-9654	Irving	May-23
5	Brownstones Bldg. 10	101 Decker Dr.	Apts - 2 units	6,637 SF	\$597,000	Permit Issued	1/23/2023	2023-01-628/632	Irving	May-23
6	Savannah Apts.	360 O' Connor Ridge Blvd.	Apts. - 8 units	37,758 SF	\$4,800,000	Permit Pending	4/28/2023	2023-04-3452	Irving	May-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	2 Office Buildings	1307 N. Belt Line Rd.	Office	2,400 SF /4,000 SF	\$1,400,000	Permit Issued	8/3/2021	2022-09-6622	Irving	May-23
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	2022-12-8995	C-FB	Jan-23
3	Wells Fargo Parking Garage	451 Promenade Pkwy.	Parking Garage	1,257,208 SF	\$53,100,000	Permit Issued	12/13/2022	2022-12-9333	Irving	Jun-23
4	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
5	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
6	Liberty Demolition Adn.	6000 Valley View Ln.	Office	7132 SF	\$1,500,000	Permit Issued	3/2/2023	2023-02-1475	C-FB	Jun-23
7	Shell Bldg.	200 W. John Carpenter Fwy.	Office	15,276 SF	\$2,200,000	Permit Pending	4/21/2023	2023-04-3025	Irving	May-23
8	Shell Bldg.	230 W. John Carpenter Fwy.	Office	10,888 SF	\$1,600,000	Permit Pending	4/21/2023	2023-04-3026	Irving	May-23
9	Shell Bldg.	210 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3027	Irving	May-23
10	Shell Bldg.	220 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3028	Irving	May-23
11	Shell Bldg.	240 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3029	Irving	May-23
12	Shell Bldg.	260 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3030	Irving	May-23
13	Shell Bldg.	250 W. John Carpenter Fwy.	Office	7,751 SF	\$1,100,000	Permit Pending	4/21/2023	2023-04-3031	Irving	May-23

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
8/1/2023	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	2022-05-2764	Irving	Jun-22

2	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	2022-06-3813	Irving	Dec-22
3	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Issued	7/29/2022	2022-06-3932	C-FB/Irving	Jun-23
4	QTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
5	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Issued	12/5/2022	2022-11-8849	Irving	Jul-23
6	Shell Bldg.	4651 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	2023-02-848	Irving	Feb-23
7	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Pending	4/10/2023	2023-03-2326	Irving	May-23
8	Tire Wholesale Addn.	3321 W. Pioneer Dr.	Tire Shop	5,795 SF	\$330,000	Permit Pending	5/16/2023	2023-05-3920	Irving	Jun-23

RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	2022-08-5750	C-FB/Irving	Sep-22
2	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23
3	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Pending	5/15/2023	2023-05-3939	Irving	Jun-23
4	Pioneer Laundromat	4401 W. Pioneer Dr.	Laundromat	6,207 SF	\$350,000	Permit Pending	6/22/2023	2023-06-5442	Irving	Jul-23
5	Shell Bldg.	3523 World Cup Way	Retail	3,000 SF	\$280,000	Permit Pending	7/7/2023	2023-07-5942	Irving	Aug-23

HOTEL

#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Approved	6/10/2020	B2006-0183	Coppell	Jul-23
2	Staybridge Suites	TBD N. S. H. 161	Hotel - 126 Units	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	2022-04-1575	Irving	May-22
3	Hampton Inn + Suites	4500 Plaza Dr.	Hotel 130 Units	77,763 SF	\$9,000,000	Permit Pending	6/15/2023	2023-06-5194	Coppell	Jul-23

RESTAURANT

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	2023-01-744	Coppell	Feb-23
2	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

INSTITUTIONAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Iglesia Evangelica	1306 N. Union Bower	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	B2202-0087	Irving	Mar-22
2	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/School	24,414 SF	\$12,500,000	Permit Issued	10/5/2022	2022-10-7383	Irving	Jun-23
3	COI VVMC Warehouse	333 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Approved	3/22/2023	2023-03-2183	Grand Prairie	Jul-23
4	COI Landfill Maintenance Bldg.	106 E. Hunter Ferrell	Maint. Building	4,985 SF	\$1,000,000	Permit Pending	6/1/2023	2023-06-4675	Irving	Jul-23
5	Barkaat UL Quran Masjid	2380 W. Northgate Dr.	Religious Fac.	13,488 SF	\$2,576,208	Permit Pending	6/22/2023	2023-05-4539	Irving	Jul-23
6	Yeti Plaza	3529 World Cup Way	Event Center	15,500 SF	\$2,511,000	Permit Pending	7/5/2023	2023-06-5823	Irving	Aug-23

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES

DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
Jul-23	35	\$11,902,314	6	\$2,540,486	29	\$9,361,828	0	\$0

Note: This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

03/01/2023

Maura Gast
Executive Director
Irving Convention & Visitors Bureau



Cc: Bob Bourgeois, Board Chair

Dear Maura,

I want to send a huge congratulations on winning the **Fired Up! Culture Achievement Award for 2022!**

This award is an outstanding achievement and a testament to your leadership and the hard work of the entire team. You all deserve a round of applause, and perhaps a few rounds of your favorite beverage too!

Visit Irving commits to creating a positive and inclusive workplace culture that deserves recognition. Your team is building something extraordinary and that is no easy feat in today's world. You create a workplace where it is clear team members feel valued and respected. That is a meaningful achievement.

Your ability to bring out the best in your team members is truly inspiring. We cannot let this celebration pass without taking a moment to acknowledge your leadership team, including Susan Rose, Marianne Lauda, Lori Fojtasek, Diana Pfaff, Monty White, and Tome Meehan and the role they each play in this award. As a team, you foster a workplace culture where people are inspired to do their best work. The customers and clients of Visit Irving are undoubtedly benefiting from the amazing culture that you have ignited and unleashed.

On behalf of everyone at Fired Up! Culture, I want to thank you for your leadership and vision. Let us all raise a glass to your success, both current and those yet to come. Let us celebrate the outstanding workplace culture you cultivate.

Cheers to the team at Visit Irving, and congratulations once again!

All the best

A handwritten signature in black ink, appearing to read "Chris Irig".

Chris Irig, CEO
Fired Up! Culture



ICVB Memorandum

Date: August 12, 2023
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department Board Report for July 2023

Convention Sales Activities

Leads Generated	July	YTD
Irving CVB – Hotel Leads	115	1423
Irving Convention Center Leads	17	260

July

Room Nights Generated	Monthly Goal	July 2023 Actuals	July 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	July Convention Center	Convention Center YTD
Definite Room Nights	9012	12834	11249	108143	118460	81910	3991	30235
Lost Room Nights		47495	24887		382831	340840	31669	197401

Travel & Activity

July	Organization	Event	Location
24-27	Cvent	Connect	Las Vegas, NV

Customer Services Activity July Servicing & Inventory

Groups Serviced	
July	17
YTD	281

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/ Letter
Name Badge/Lanyard Services	13	3572 Badges/ 5052 Lanyards
Pens	15	4525
Bags	11	3600
Promotional Materials	14	450 Restaurant Maps/4693 TMF maps/ 2875 Water Street
Staffing Services	5	106 Event Hours

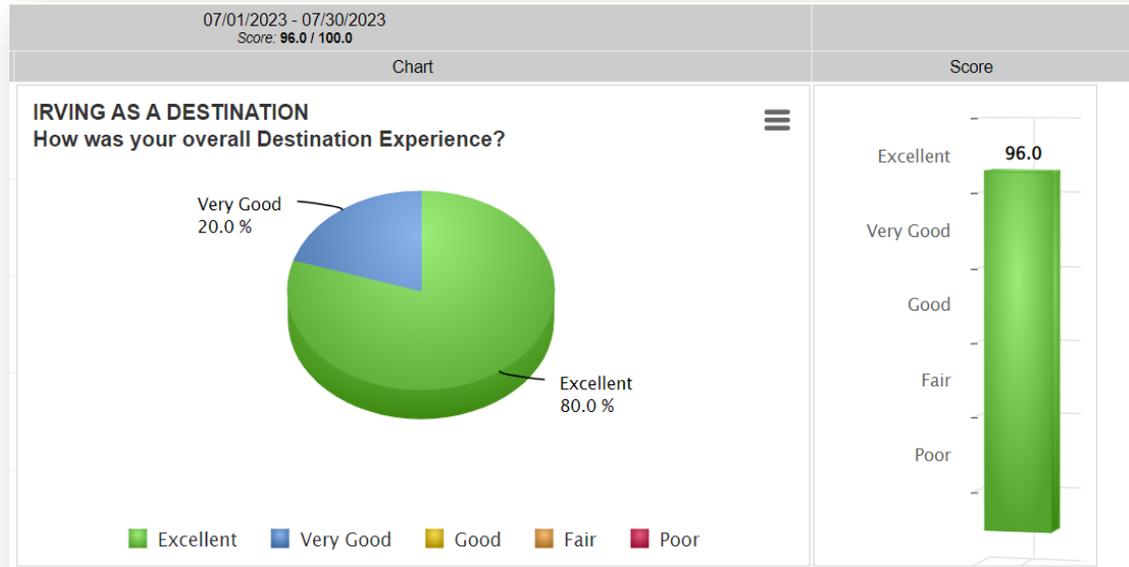
Event Location: **Hotels: 12** **Irving Convention Center: 5** **Other: 2**

Proclamations/Welcomes/Flags:

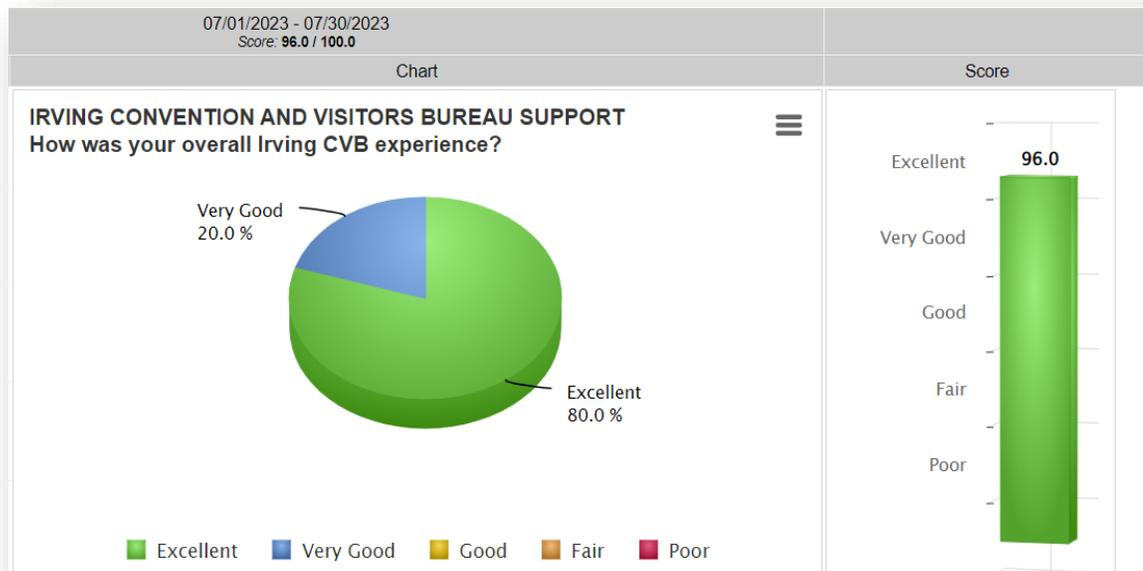
- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer
- Mayor/Elected Official Welcome - North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Pro-Tem Al Zapanta
- Mayor/Elected Official Welcome/Ribbon Cutting - Great American Franchise EXPO, March 25, 2023, Deputy Mayor Pro Tem, Phil Riddle
- Mayor/Elected Official Welcome/Ribbon Cutting - DFW Minority Supplier Showcase, April 20, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Ribbon Cutting – North Texas Business Alliance, May 1, 2023
- Mayor/Elected Official Welcome - Camouflage to Corporate, May 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome – Awakening Africa Magazine, July 29, 2023, Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings
August 2023 – October 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United States Military Entrance Processing Command,	MEPS August 2023	8/1/2023	8/31/2023	27	621
Texas Clown Association	2023 Annual Conference	8/2/2023	8/5/2023	60	95
Alovea	Vision 2023	8/2/2023	8/6/2023	700	505
Student Veterans of America	2023 SVA Regional Summit- Dallas	8/2/2023	8/5/2023	300	156
Vizient, Inc.	Vizient, Inc. 2023 OK/AR CEO Executive Network	8/3/2023	8/3/2023	35	22
Miami Marlins	Miami Marlins vs Texas Rangers	8/3/2023	8/6/2023	250	290
Texas Floodplain Management Association	TFMA Board of Directors' Retreat	8/4/2023	8/4/2023	18	17
Texas State Association of Fire and Emergency Districts	SAFE-D 2023 Board Meeting	8/4/2023	8/4/2023	9	9
Insurance Designers of America	IDA-KOP 2023	8/6/2023	8/9/2023	70	160
McKesson Corporation	Front Line Leader	8/6/2023	8/9/2023	16	35
Cepheid	Cepheid/Sales Training and FAS Meeting Combo	8/6/2023	8/9/2023	15	59
McKesson Corporation	Leadership Academy 2023 Session Two	8/7/2023	8/10/2023	24	78
Texas Cornhole League	Texas Cornhole League Ryder Cup 2023	8/9/2023	8/13/2023	1000	760
Young Presidents' Organization	YPO Networks Committee Onboarding Meeting	8/10/2023	8/12/2023	22	33
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo 2023 Contracted blocks	8/11/2023	8/20/2023	4000	267
Axogen	Axogen Mid-Year Sales Meeting Jun23	8/17/2023	8/19/2023	200	394
Milwaukee Brewers	Milwaukee Brewers vs Texas Rangers	8/17/2023	8/20/2023	240	240

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Total Rewards Conference	Texas Total Rewards 2023 Annual Conference	8/20/2023	8/21/2023	200	200
American College of Emergency Physicians	ACEP EMS Subspecialty Certification Review Course Aug2023	8/20/2023	8/22/2023	35	80
TexSom	2023 TEXSOM Conference - Texican Court Room Block	8/23/2023	8/30/2023	500	309
TexSom	2023 TEXSOM Conference - Westin ICC Room Block	8/24/2023	8/30/2023	500	333
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2023	8/25/2023	9/3/2023	200	420
Las Vegas Raiders NFL Football Team	Las Vegas Raiders Pre Season - Cowboys	8/25/2023	8/26/2023	180	180
Vizient, Inc.	Vizient, Inc. 2023 LISN Strategic Sourcing Institute RBO	8/28/2023	8/29/2023	25	50
Bangladesh Association of North Texas	FOBANA 2023	8/31/2023	9/3/2023	1200	470
Bangladesh Association of North Texas	FOBANA 2023	8/31/2023	9/3/2023	1200	470
Family Reunion	Pierce Family Reunion 2023	8/31/2023	9/3/2023	150	70
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/1/2023	9/2/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/1/2023	9/2/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/1/2023	9/3/2023	20	20
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	9/1/2023	9/3/2023	20	20
National Rifle Association of America NRA	NRA Board of Directors Meeting - Fall 2023	9/4/2023	9/10/2023	200	478
McKesson Corporation	Texas Oncology Liaison Meeting	9/5/2023	9/7/2023	45	80
McKesson Corporation	Finance Forum	9/5/2023	9/7/2023	200	234

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
XTreme Hip Hop with Phil	XTreme Hip Hop with Phil	9/6/2023	9/9/2023	500	775
Oakland Athletics	Oakland A's vs Texas Rangers	9/6/2023	9/10/2023	200	256
Heart of Texas Body Building	Heart of Texas Body Building Competition 2023	9/8/2023	9/10/2023	300	70
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/8/2023	9/9/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/8/2023	9/9/2023	10	24
Lion Street	Lion Street Indaba 2023	9/9/2023	9/13/2023	285	675
McKesson Corporation	FY24 Accelerate High Potential Program - Module 4 - Capstone/ Graduation	9/10/2023	9/14/2023	32	115
Vizient, Inc.	Vizient, Inc. 2023 Q3 Finance All Hands Meeting RBO	9/12/2023	9/13/2023	20	40
P-Con	P-Con 2023	9/13/2023	9/18/2023	500	442
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/15/2023	9/16/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/15/2023	9/17/2023	20	20
New York Jets Football Club	New York Jet vs Dallas Cowboys	9/16/2023	9/17/2023	220	220
Boston Red Sox	Boston Red Sox vs Texas Rangers	9/17/2023	9/20/2023	240	240
Brinker International	Brinker 2023 Supplier Partner Conference	9/18/2023	9/22/2023	325	352
McKesson Corporation	ID#16768 Combined Team Meeting Sept or Oct 2023	9/18/2023	9/21/2023	150	126
Safran USA	Safran Export-Import Conference Sep2023	9/18/2023	9/20/2023	90	210
Burlington Northern Santa Fe Railway Company	Industrial Products Summit	9/19/2023	9/22/2023	200	260

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	ID#16401 Ontada Innovation & Technology - User Conference; Sept 18-22	9/19/2023	9/20/2023	100	200
Health Management Associates	HMA State of Reform - rooms only near Irving Convention Center- Sept 19-21	9/19/2023	9/22/2023	200	20
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	9/20/2023	9/24/2023	240	240
Texas Podiatric Medical Association	2023 TPMA Southwest Foot and Ankle Conference	9/21/2023	9/23/2023	400	293
American Stewards of Liberty	American Stewards of Liberty & Land	9/21/2023	9/23/2023	400	325
Collegiate Sports Travel	Big 12 Officials @ Baylor Home Games	9/22/2023	9/23/2023	10	24
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/22/2023	9/23/2023	10	24
McKesson Corporation	ID#15936 LabForce 2023	9/25/2023	9/28/2023	170	273
University of Arkansas Athletics	University of Arkansas Football Team Travel	9/28/2023	9/30/2023	150	145
Collegiate Sports Travel	University of North Carolina Football Team Travel	9/28/2023	9/29/2023	140	113
Collegiate Sports Travel	Big 12 Officials @ TCU Home games	9/29/2023	9/30/2023	10	24
Collegiate Sports Travel	AACFOA @ SMU Football Officials Game Travel	9/29/2023	10/1/2023	20	20
Collegiate Sports Travel	AACFOA @ UNT Football Officials Game Travel	9/29/2023	10/1/2023	20	20
McKesson Corporation	ID#16699 Pharmacy Manager Meeting	9/29/2023	9/30/2023	100	60
New England Patriots	New England Patriots vs Dallas Cowboys	9/30/2023	10/1/2023	200	200
National Systems Contractors Association	2023 NSCA Pivot to Profit Fall Conference	10/1/2023	10/4/2023	250	282

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Classical Conversations	Classical Conversations Meeting	10/1/2023	10/5/2023	400	630
VidSummit	VidSummit 2023-Rooms Only	10/1/2023	10/6/2023	2500	796
VidSummit	VidSummit 2023-Rooms Only Overflow	10/1/2023	10/6/2023	4000	461
Parker University	Parker Seminar Dallas	10/1/2023	10/8/2023	80	227
Enterprise Holdings	Fall Officers Meeting-Moved to 2023	10/2/2023	10/6/2023	220	750
Euopharma USA	Euopharma USA Workshop Training	10/2/2023	10/5/2023	150	310
McKesson Corporation	ID#15812 2023 McKesson Technology Global Awards	10/2/2023	10/4/2023	60	41
First Business Bank	October 2023 - Specialty Finance Sales Summit	10/2/2023	10/5/2023	50	105
HomeBound	HomeBound October Meeting	10/2/2023	10/3/2023	180	360
The Jensen Project	2023 GrandTank Cohort	10/3/2023	10/5/2023	60	180

**Highlighted items above are Target Industries for Irving



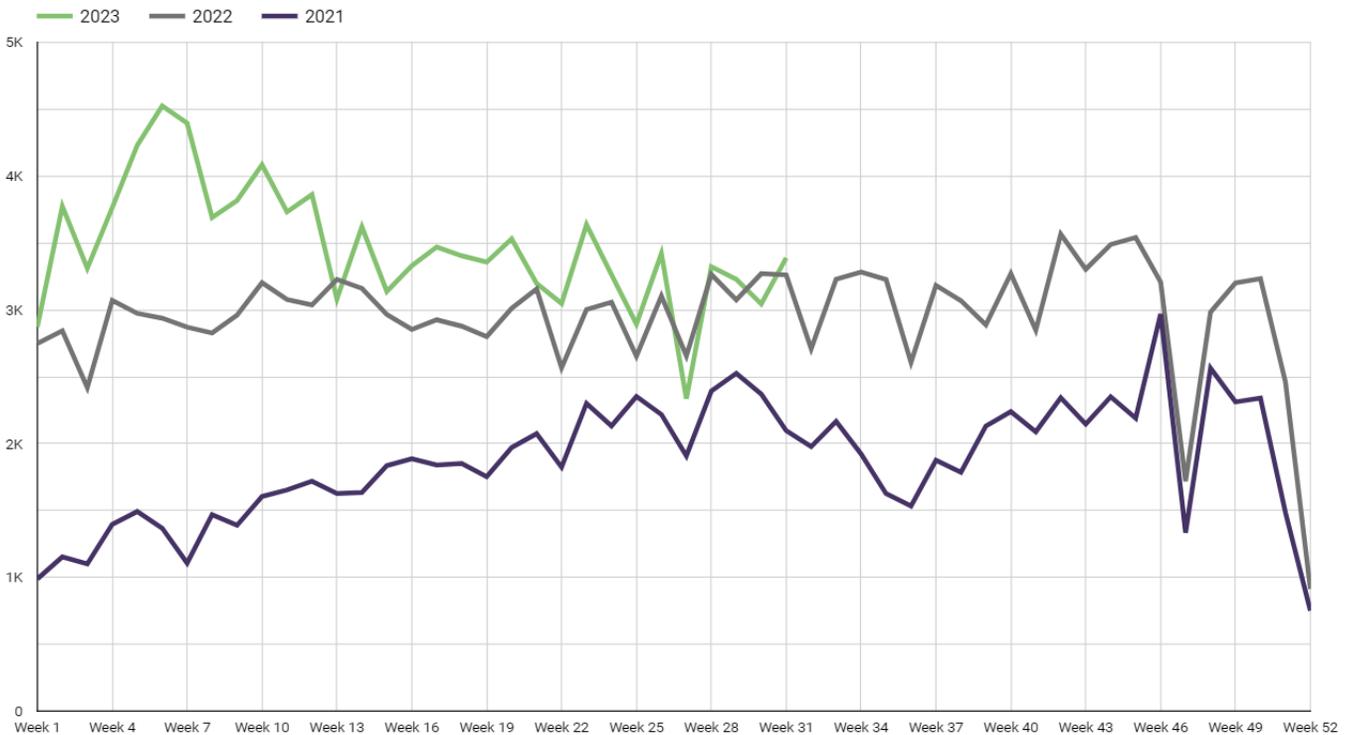
Marketing Communications

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

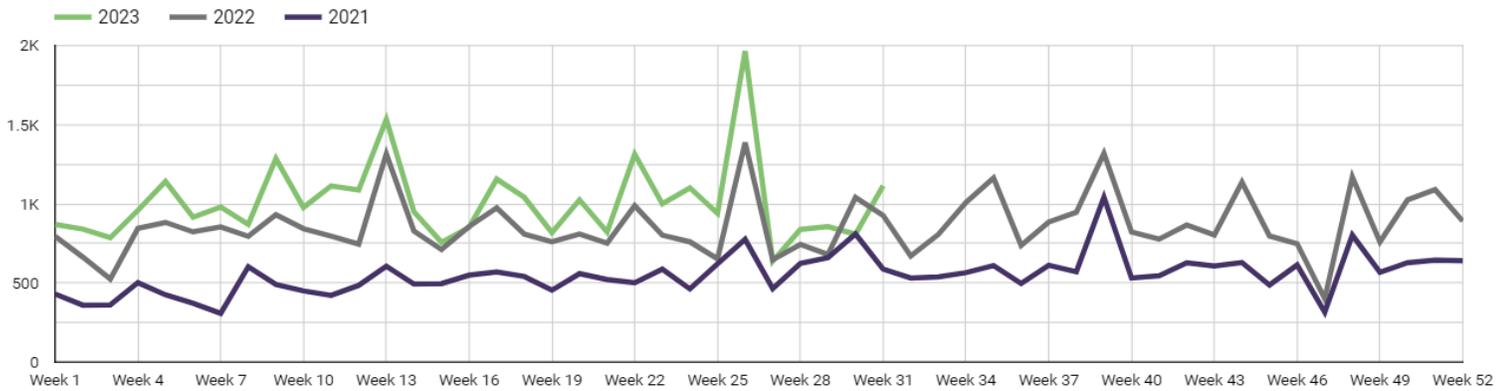
Meeting-Sales Lead Referrals

There were 148 total lead referrals in July. This included 98 Cvent submissions, 24 website submissions, four calls, and 22 email requests.

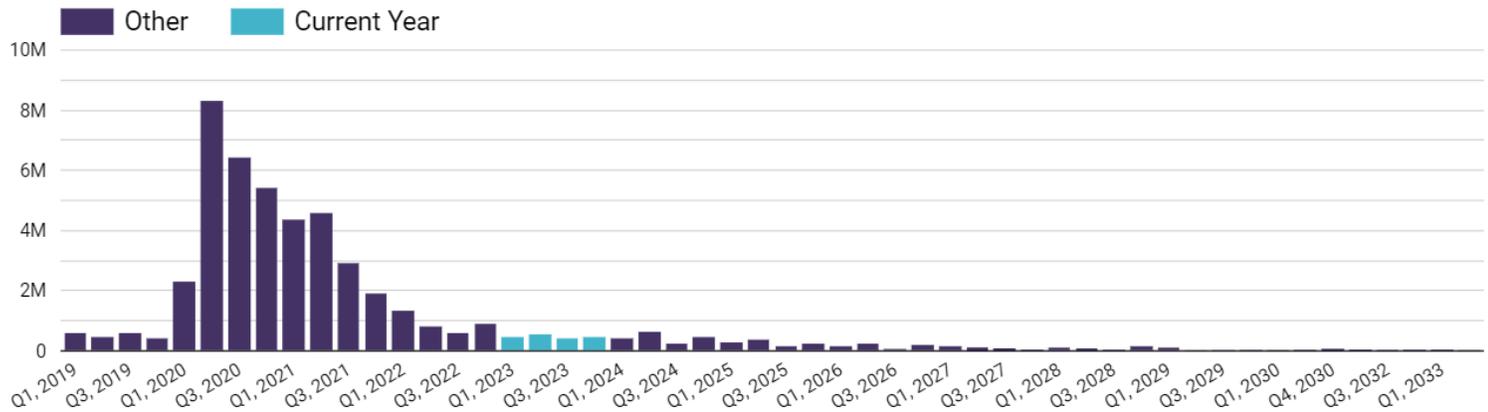
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



Aggregated Quarterly Cancellation Volume of 200+ DMOs



Website Traffic

Website traffic increased in July, with 111,726 sessions to the Irvingtexas.com website, a 30% increase compared to July 2022 sessions. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023, outperforming the previous four years.

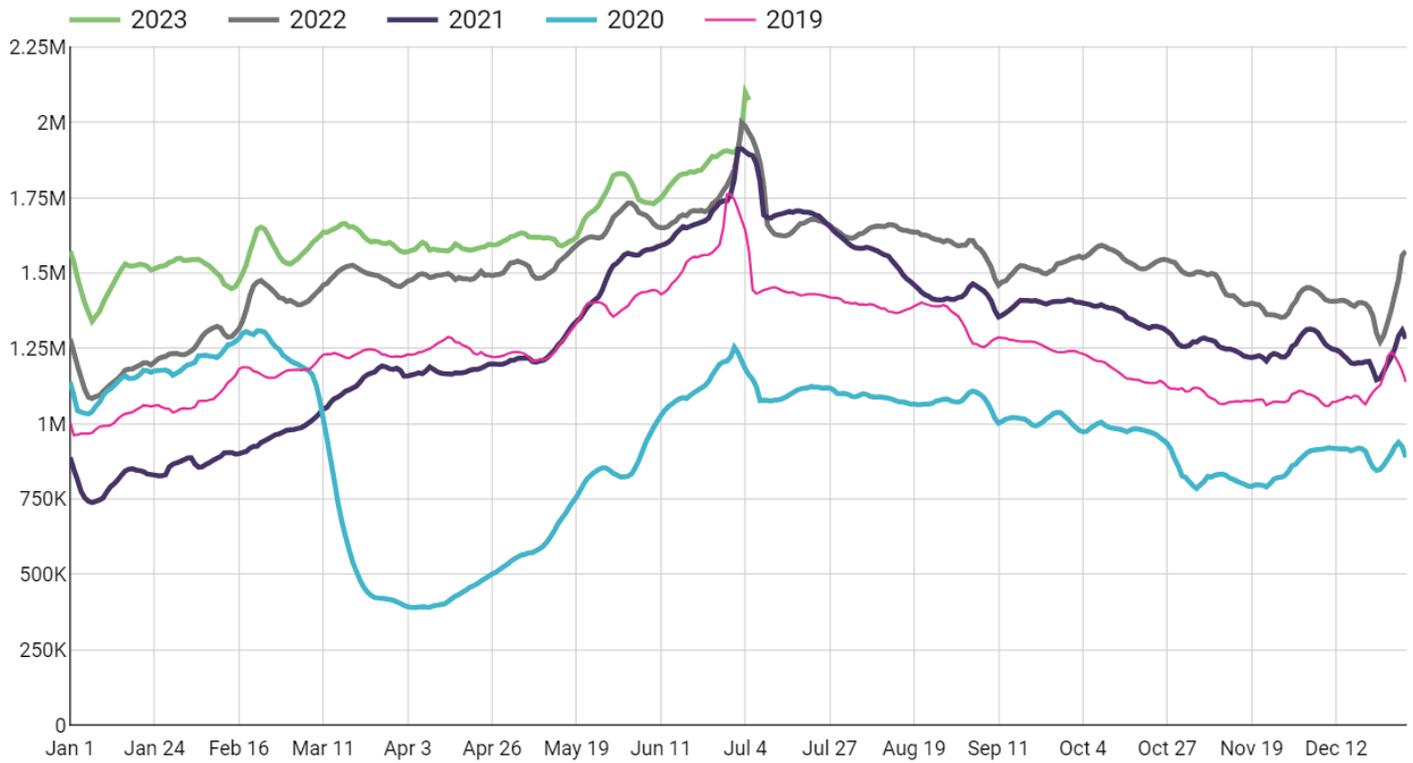
On July 1st, Google sunset Universal Analytics (UA) and replaced it with Google Analytics 4 (GA4). Several metrics marketers have used to measure website performance since 2005 are changing. The most significant change with this new reporting system is that the primary measurement approach moves away from a **session-based model** to an **event-based model**.

A website session, the foundation reporting metric, is a group of user interactions on a website *within a given time frame*. Multiple website interactions can occur within a single website user's session, such as visiting multiple website pages. All this activity, performed by one user within a specific time frame, is aggregated into *one session*.

Event-based analytics look closer at the user journey. Instead of aggregating multiple website interactions within a single session, these individual interactions are now measured as *automatically collected events*. Tracking these individual events provides more context into what a website user is doing and how engaged they are. UA tracks what *all* users do on the website, while GA4 focuses on what active users do on our site.

The ICVB has worked closely with Simpleview, the ICVB's digital marketing agency, to migrate to GA4 and is working to update its reporting to accommodate this new analytics modeling.

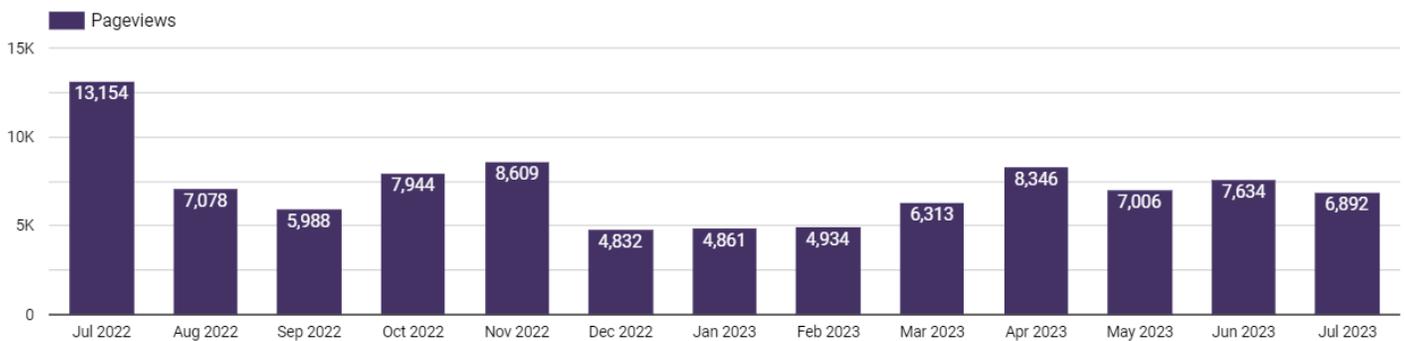
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic decreased slightly in July, with 6,892 pageviews. The top posts were “Five Ways to Have Fun at Lake Carolyn,” with 836 pageviews, “Uniquely Irving Eateries: Momo Spot,” with 544 pageviews, and “Top Martinis in Irving,” with 531 pageviews.

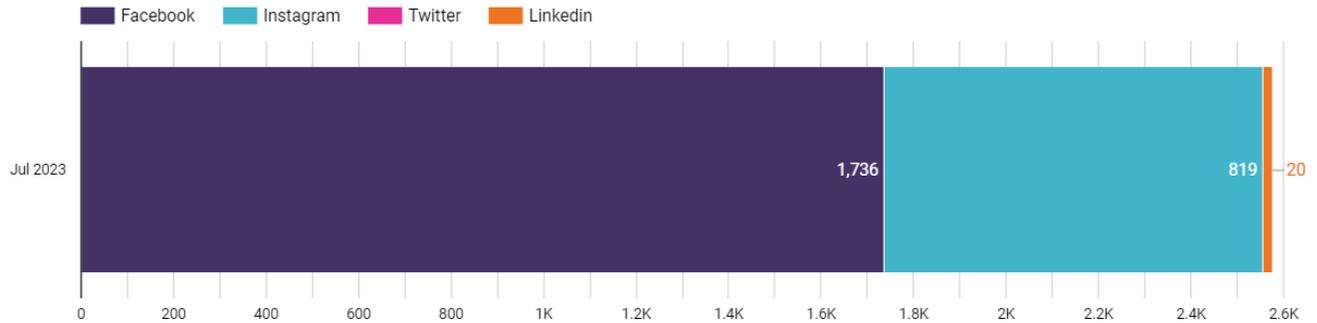
Blog Pageviews



Social Media

2,575 additional followers and likes were added in July. Facebook had the most significant growth at 1,736 new likes, followed by Instagram with 819 and LinkedIn with 20.

Additional Social Media Followers



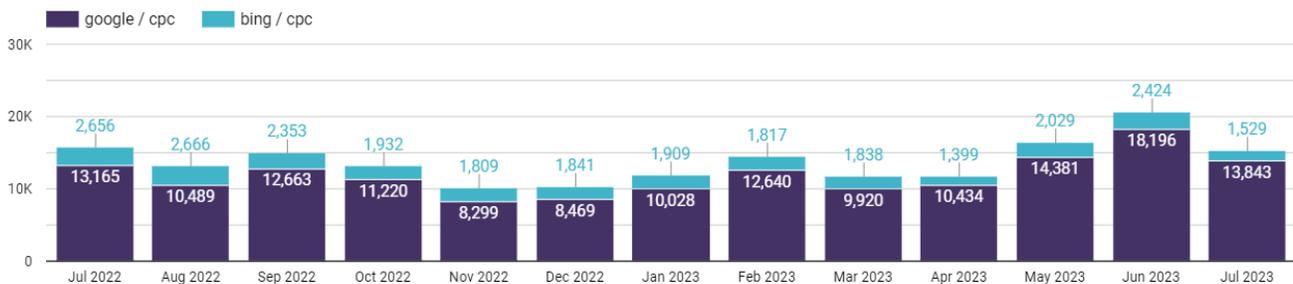
Advertising

Houstonia Magazine was the top performer for website visits in July, followed by TripAdvisor and Priceline. Paid search increased again with 13,843 site visits.

By Site (DCM)

Site (DCM)	Impressions	Clicks
houstoniamag.com	0	1,193
Trip Advisor	575,438	805
Priceline.com	614,601	398
MPI (Multiview)	124,074	126
Tegna	139,415	50
greenspring.com	116,414	43

Advertising Engagement - Clicks



Digital Campaigns

Staycations Campaign

In July, the Staycations campaign generated 12,562 hotel referrals. Year to date, the Staycations Campaign has generated 59,310 hotel referrals.

Micro-Campaigns

In July, the micro-campaigns generated 5,605 hotel referrals.

Promoted Content Campaign:

The Promoted Content Campaign, highlighting local businesses through the ICVB blog and social media, generated 8,787 post engagements and 1,460 blog visits.

Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	368,846,335	14,458,751	565,995,251
ADVERTISING EQUIVALENCY ⁺	\$760,301	\$1,060,148	\$3,119,303	\$100,836	5,040,588
PUBLIC RELATIONS VALUE ^{**}	\$2,280,903	\$3,180,444	\$9,357,909	\$302,508	\$15,121,764

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

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

^{**}From a measurement prospective, public relations value is traditionally estimated at three times (3x) the ad rate since it comes in the form of editorial coverage.

Attachments

-  "The Awakening Trade and Conference 2023," *Good Morning Texas*, July 25, 2023
-  July Social Media Overview
-  July Blog Performance Overview
-  July E-Newsletter Performance
-  July Visit Irving Social Stats
-  July Irving Convention Center Social Stats

WFAA DAL ABC Good Morning Texas
County
Dallas, TX
Circulation: 32,402
Frequency: Daily
July 25, 2023

WFAA-DAL (ABC), 25 Jul 2023 09:41 - Good Morning Texas TV Broadcast

WFAA-DAL (ABC) | Dallas, TX (DMA 5) | 25 Jul 2023 9:51 AM | United States

Previous Clip

Next Clip

09:41 WFAA-DAL (ABC) - Good Morning Texas Tuesday, July 25, 2023



Program Viewership Editor

Audience Information
Tuesday, July 25, 2023

Total Viewership
777,257

Local Market Viewership
Audience: 35,397 *Persons*
Ad Value: 615.42 *US dollars per 30 seconds*

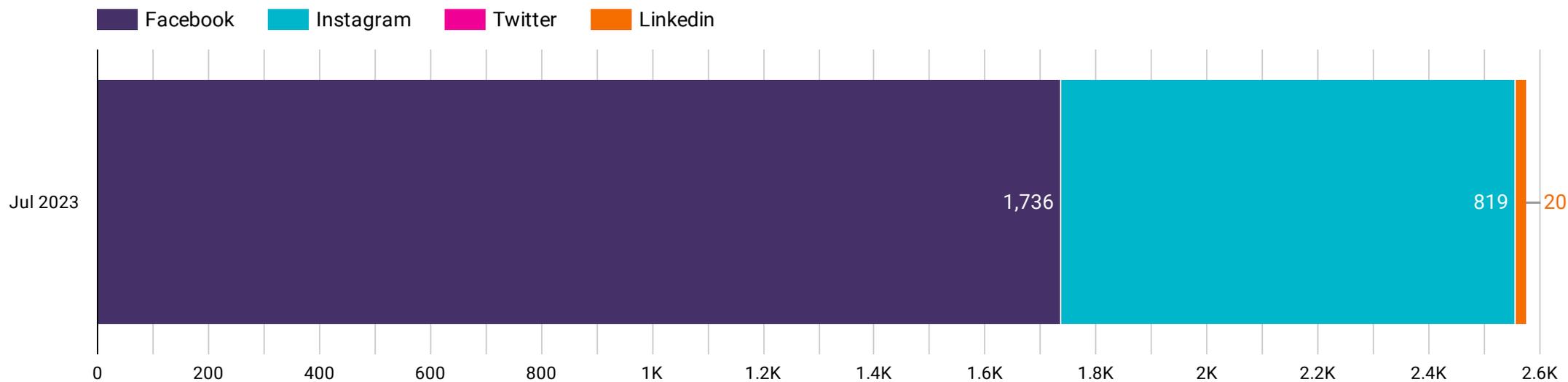
National Viewership
Audience: 777,257 *Persons*
Ad Value: 5,044.40 *US dollars per 30 seconds*

Highlight Scroll ? i

 between the u.s., africa, and the caribbean is in our own backyard. emmanuel with awakening africa hub is here to preview the awakening **trade and conference at the irving convention center**. good morning. good to have you here. and you are from congo, right? >> yes. jane: just fascinating. what is a -- awakening africa hub? emmanuel: a platform to help small business owners raise funds and scale businesses. we are working around the clock to really help them succeed in what they are doing as businesses. jane: dallas is a hub. i have several friends who are from africa, cameroon, sierra leone. what is the goal of the awakening trade and conference specifically? emmanuel: basically, the awakening trade and conference

 is trying to help small business owners to put them all under one roof, investors, small bankers, business owners because sometimes it is hard for them to reach out to those people. so we do the job. we call those people and get them to meet. we have been doing it for the past five years and we create good opportunities for them. jane: it is a way to network. if you are not from here originally, you don't have that network but a lot of folks do. so you have an impressive line of speakers. among them who? emmanuel: mr. irvin austin, the small business administration district manager, one of our keynote

Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	104,086	18,069	5,785	1,011	128,951
CC	19,339	2,911	2,423	501	25,174
Grand Total	123,425	20,980	8,208	1,512	154,125

Blog Pageviews



Blog Traffic Performance

	pages.path	Pageviews
1.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	2,279
2.	/blog/	1,646
3.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	1,144
4.	/blog/stories/post/top-martinis-in-irving/	1,115
5.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	958
6.	/blog/stories/post/uniquely-irving-eateries-momo-spot/	873
7.	/blog/stories/post/irving-iced-coffee-spots/	589
8.	/blog/stories/post/summer-happenings-in-irving/	564
9.	/blog/stories/post/where-to-get-pampered-in-irving/	551
10.	/blog/stories/post/best-places-to-dine-with-a-view-in-irving/	517

Email Performance Overview

Campaign Type ▾

Jun 18, 2023 - Jul 31, 2023 ▾

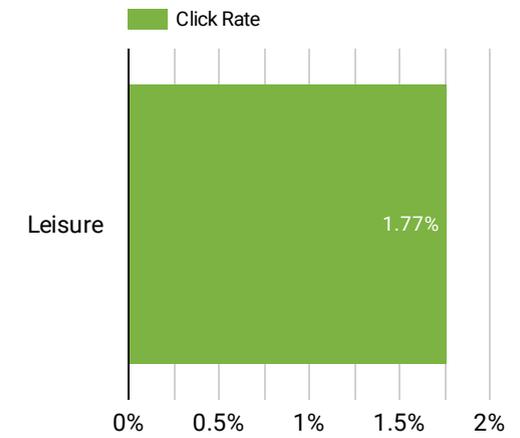
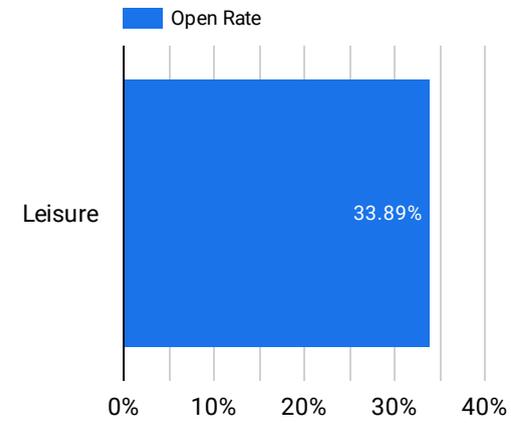
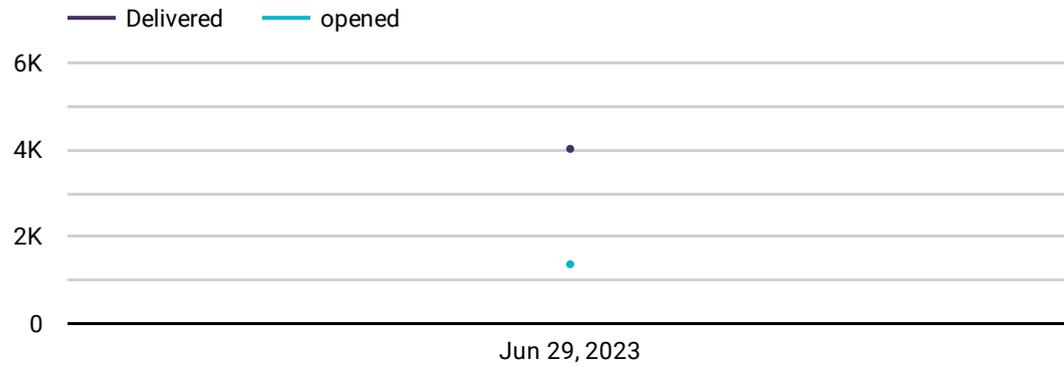
Newsletter Performance

Delivery Rate
98.07%

Open Rate
33.89%

Click Rate
1.77%

CTOR
5.22%



Email List

Date	Campaign Type	Email Title	Sender Email	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1... Jun 2023	Leisure	Leisure Newsletter - J...	info@irvingtexas.co...	4,095	4,016	98.07%	1,361	33.89%	71	1.77%	5.22%	79
Grand total				4,095	4,016	98.07%	1,361	33.89%	71	1.77%	5.22%	79

Social Media Overview

Organization: CVB (1) ▾

Jul 1, 2023 - Jul 31, 2023 ▾

Total All Platforms

Total Followers

128,951

Facebook Instagram Twitter LinkedIn



Total Impressions

3,472,900

↑ 223,194

Facebook Instagram Twitter LinkedIn



Total Engagements

120,696

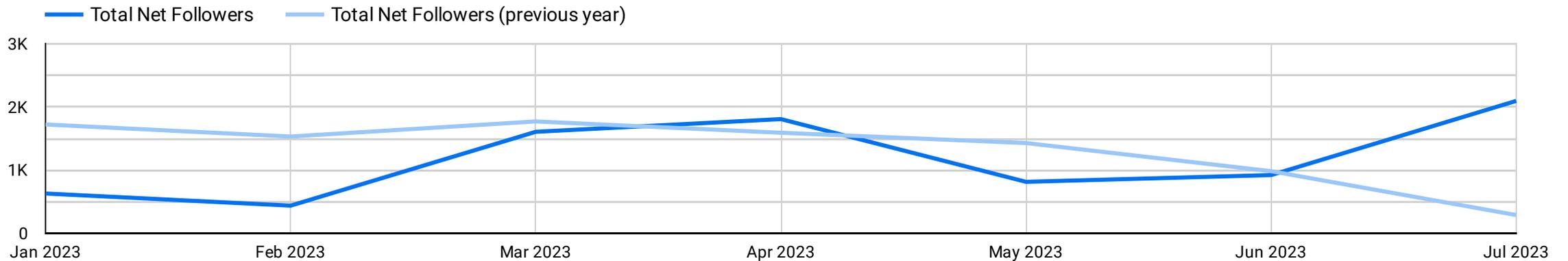
↓ -4,660

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	104,086		18,069		5,785		1,011	-
Impressions	2,574,408	394,128 ↑	897,704	6,798 ↑	8	-15 ↓	780	387 ↑
Engagements	44,725	9,536 ↑	75,870	1,640 ↑	26	23 ↑	75	57 ↑
Net Followers	1,326	890 ↑	756	275 ↑	-	-	15	9 ↑



Social Media Overview

Organization: CC (1) ▾

Jul 1, 2023 - Jul 31, 2023 ▾

Total All Platforms

Total Followers

25,174

Facebook Instagram Twitter LinkedIn



Total Impressions

368,625

↑ 189,359

Facebook Instagram Twitter LinkedIn



Total Engagements

22,448

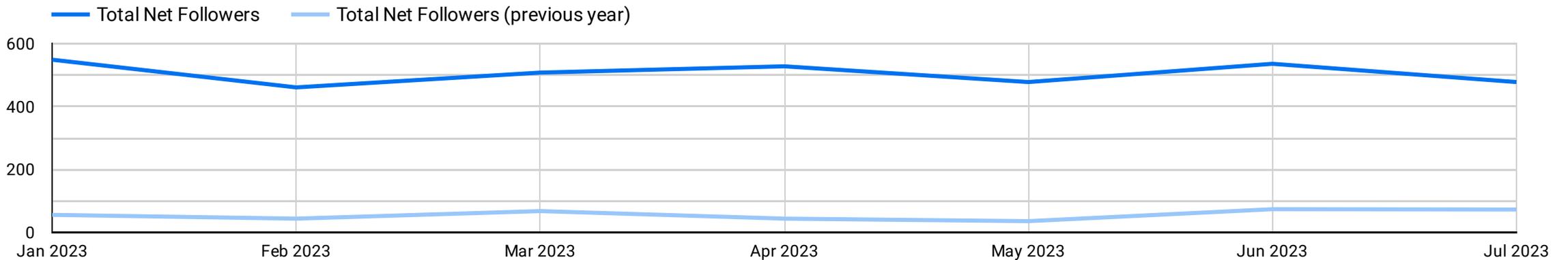
↑ 11,074

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	19,339		2,911		2,423		501	-
Impressions	267,525	-455,851 ↓	100,905	-3,209 ↓	0	-11 ↓	195	145 ↑
Engagements	14,039	-45,923 ↓	8,405	-295 ↓	1	-1 ↓	3	3 ↑
Net Followers	410	-14 ↓	63	-46 ↓	-	-	5	2 ↑





DATE: August 18, 2023
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – July Data

STR

Irving's hotel occupancy rate for July was 66.2%, which is higher than Texas, but lower than that US. When comparing the current month's occupancy numbers to last year, Irving's occupancy increased slightly 0.6%, while Texas figures decreased 0.6% and the US figures decreased 0.5% for the month. Demand for the current period decreased 0.2% and YTD increased 3.9% over last year, while STR data reflects a 0.6% increase for the current period and a 3.4% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$114.15, up 1.6% in July compared to last year, leaving Irving's YTD average daily rate at \$122.39, up 8.4% over last year.

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

AirDNA

For the month of July, there were 569 available listings in Irving which was an 6.2% increase in listings over last year's figure of 536. The average daily rate for July was \$225.59, which was a decrease of 1.16% over last year, with an occupancy percentage of 61.2%, which was a decrease of 2.07% compared to last year.

For the hotel comparable subset, the average daily rate for July was \$110.57, a decrease of 5.30% from last year, with occupancy at 64.5%, an increase of 12.98% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: July 2023

	Current Month - July 2023 vs July 2022												Year to Date - July 2023 vs July 2022											
	Occ %		ADR		RevPAR		Percent Change from July 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.1	69.5	160.31	158.26	110.80	109.91	-0.5	1.3	0.8	1.1	0.2	-0.2	63.8	62.6	155.41	147.53	99.13	92.38	1.9	5.3	7.3	7.6	0.2	2.1
Texas	64.1	64.5	114.71	113.65	73.57	73.32	-0.6	0.9	0.3	1.2	0.9	0.3	64.1	62.6	118.92	112.73	76.28	70.55	2.5	5.5	8.1	9.0	0.8	3.3
Atlanta, GA	68.5	70.5	127.09	126.12	87.12	88.91	-2.8	0.8	-2.0	-0.5	1.6	-1.2	67.0	65.6	127.49	117.39	85.39	77.06	2.0	8.6	10.8	12.2	1.2	3.3
Arlington, TX	70.9	69.6	114.04	105.92	80.87	73.67	2.0	7.7	9.8	11.7	1.7	3.7	69.5	68.0	108.42	102.67	75.31	69.79	2.2	5.6	7.9	9.8	1.7	4.0
Charlotte, NC	68.3	69.0	125.53	125.06	85.70	86.29	-1.1	0.4	-0.7	-1.3	-0.6	-1.7	66.2	63.3	124.39	116.57	82.32	73.79	4.5	6.7	11.6	10.7	-0.8	3.7
Fort Worth, TX+	63.7	65.9	116.31	113.31	74.05	74.69	-3.4	2.6	-0.9	-1.0	-0.2	-3.6	68.3	66.6	130.27	118.91	88.99	79.23	2.5	9.6	12.3	12.4	0.1	2.6
Frisco, TX+	64.7	63.4	159.06	141.26	102.95	89.55	2.1	12.6	15.0	30.1	13.2	15.6	66.3	62.7	161.08	142.72	106.83	89.49	5.8	12.9	19.4	26.4	5.9	12.0
Grapevine, TX+	78.8	77.5	220.94	221.82	174.11	171.85	1.7	-0.4	1.3	1.4	0.0	1.8	76.9	71.9	206.11	199.15	158.40	143.24	6.9	3.5	10.6	10.6	0.0	6.9
Irving, TX+	66.2	65.8	114.15	112.33	75.52	73.86	0.6	1.6	2.2	2.2	-0.0	0.6	70.1	67.8	122.39	112.94	85.78	76.54	3.4	8.4	12.1	13.3	1.1	4.6
Nashville, TN	72.3	71.7	180.74	167.13	130.74	119.90	0.8	8.1	9.0	11.1	1.9	2.8	70.2	67.9	180.47	167.16	126.69	113.58	3.3	8.0	11.5	15.0	3.1	6.5
Phoenix, AZ	58.9	56.9	114.56	112.44	67.53	63.94	3.7	1.9	5.6	5.6	0.0	3.7	70.7	69.1	188.89	170.03	133.56	117.52	2.3	11.1	13.6	13.6	-0.0	2.3
San Jose, CA+	63.5	66.2	154.09	161.30	97.93	106.77	-4.0	-4.5	-8.3	-8.3	0.0	-4.0	62.0	60.8	157.58	147.26	97.77	89.47	2.1	7.0	9.3	16.4	6.5	8.8

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

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

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: July 2023

	Current Month - July 2023 vs July 2022											
	Occ %		ADR		RevPAR		Percent Change from July 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	66.2	65.8	114.15	112.33	75.52	73.86	0.6	1.6	2.2	2.2	-0.0	0.6
Luxury/Full Service Irving+	59.8	60.5	155.75	156.41	93.09	94.60	-1.2	-0.4	-1.6	-1.7	-0.1	-1.3
All Suite/Extended Stay Irving+	75.0	67.5	98.36	95.35	73.73	64.32	11.1	3.1	14.6	14.5	-0.1	11.0
Limited Service Irving+	67.7	72.6	110.66	104.37	74.96	75.78	-6.7	6.0	-1.1	-1.0	0.1	-6.6
Budget Irving+	63.7	67.7	67.56	66.78	43.04	45.21	-5.9	1.2	-4.8	-4.8	0.0	-5.9
Las Colinas+	64.0	62.3	127.13	129.24	81.40	80.51	2.8	-1.6	1.1	1.1	-0.0	2.8
DFW North+	68.0	68.8	113.53	107.73	77.17	74.14	-1.2	5.4	4.1	4.0	-0.1	-1.3
DFW South+	67.4	67.7	95.69	93.29	64.52	63.19	-0.5	2.6	2.1	2.1	0.0	-0.4
Full Service Las Colinas+	55.6	58.3	187.81	193.97	104.45	113.12	-4.6	-3.2	-7.7	-7.8	-0.2	-4.8
Limited Service Las Colinas+	69.9	65.1	93.39	88.60	65.30	57.66	7.4	5.4	13.2	13.3	0.1	7.5
Full Service DFW North+	61.8	59.7	145.76	139.59	90.15	83.32	3.6	4.4	8.2	8.2	0.0	3.6
Limited Service DFW North+	71.9	74.7	95.61	91.31	68.78	68.22	-3.7	4.7	0.8	0.6	-0.2	-3.9
Full Service DFW South+												
Limited Service DFW South+	68.2	68.4	89.23	87.32	60.85	59.70	-0.3	2.2	1.9	2.0	0.0	-0.2

	Year to Date - July 2023 vs July 2022											
	Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	70.1	67.8	122.39	112.94	85.78	76.54	3.4	8.4	12.1	13.3	1.1	4.6
Luxury/Full Service Irving+	69.5	64.9	167.22	155.95	116.22	101.20	7.1	7.2	14.8	14.8	-0.0	7.1
All Suite/Extended Stay Irving+	74.6	70.6	100.64	93.14	75.06	65.79	5.6	8.1	14.1	18.8	4.1	9.9
Limited Service Irving+	72.9	73.6	115.33	104.64	84.02	77.00	-1.0	10.2	9.1	9.1	0.0	-1.0
Budget Irving+	61.9	64.4	68.19	65.65	42.20	42.25	-3.8	3.9	-0.1	-0.1	0.0	-3.8
Las Colinas+	68.5	64.5	139.70	131.05	95.70	84.56	6.2	6.6	13.2	17.2	3.6	9.9
DFW North+	75.3	73.3	118.25	107.29	88.99	78.60	2.7	10.2	13.2	11.9	-1.2	1.5
DFW South+	66.9	66.5	99.91	93.46	66.82	62.19	0.5	6.9	7.4	7.5	0.0	0.5
Full Service Las Colinas+	64.1	59.4	208.24	197.17	133.58	117.20	7.9	5.6	14.0	13.9	-0.1	7.8
Limited Service Las Colinas+	71.6	68.3	96.69	88.21	69.19	60.25	4.7	9.6	14.8	22.0	6.3	11.3
Full Service DFW North+	76.8	70.7	148.51	136.44	114.10	96.41	8.7	8.8	18.4	18.4	0.0	8.7
Limited Service DFW North+	74.2	74.9	97.64	89.56	72.47	67.11	-1.0	9.0	8.0	5.9	-1.9	-2.9
Full Service DFW South+												
Limited Service DFW South+	65.4	65.8	92.09	86.82	60.24	57.17	-0.7	6.1	5.4	5.4	0.0	-0.6

AirBNB Data	Percent Change from Prior Year											
	Occ %		ADR		RevPAR		Percent Change from Prior Year					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	61.2	62.5	225.59	228.24	138.01	142.58	-2.07	-1.16	-3.20	-10.6	9.4	-1.0
Hotel Comparable	64.5	57.08	110.57	116.76	71.31	66.65	12.98	-5.30	6.99	-32.5	-36.9	-28.7

	Percent Change from Prior Year YTD											
	Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	57.2	60.04	217.23	213.21	124.17	128.00	-4.79	1.89	-2.99	7.7	21.9	14.0
Hotel Comparable	59.6	62.69	111.55	113.09	66.44	70.90	-4.99	-1.37	-6.29	-15.5	-9.8	-14.3

Available Listings	2023	2022	% Chg
Entire Place	322	341	(5.6)
Private Room	172	144	19.4
Shared Room	75	51	47.1
Total Available Listings	569	536	6.2

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12909	11481
Luxury/Full Service Irving+	16	14	4844	4244
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5481	5145
DFW North+	25	25	3904	3904
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2255	2255
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1533	1533
Limited Service DFW North+	21	21	2371	2371
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001	74.1	295,894	799,475	4.6%	9.8%	5.0%	9.4%
April	74.5	286,896	1,014,897	73.5	285,997	1,085,472	-0.3%	7.0%	-0.4%	6.7%
May	71.2	280,494	1,295,391	71.1	284,376	1,369,848	1.4%	5.7%	0.1%	5.2%
June	74.3	283,046	1,578,437	72.8	281,951	1,651,799	-0.4%	4.6%	-1.5%	3.9%
July	66.3	265,307	1,843,744	66.2	264,729	1,916,528	-0.2%	3.9%	0.6%	3.4%
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

Irving, Texas & United States Comparison

July 2023

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%
MAR	121.23	8.8%	120.46	12.7%	74.1%	5.0%	68.8%	9.4%	89.89	14.3%	82.90	23.3%
APRIL	127.59	7.5%	122.84	11.5%	73.5%	-0.4%	70.0%	6.7%	93.82	7.1%	86.00	18.9%
MAY	127.15	7.1%	123.80	10.5%	71.1%	0.1%	70.4%	5.2%	90.36	7.3%	87.20	16.3%
JUNE	122.74	4.3%	123.67	9.4%	72.8%	-1.5%	70.8%	3.9%	89.37	2.8%	87.56	13.7%
JULY	114.15	1.6%	122.39	8.4%	66.2%	0.6%	70.1%	3.4%	75.52	2.2%	85.78	12.1%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	120.03	10.3%		Occupancy	68.6%	6.0%		RevPAR	82.33	16.8%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR	126.44	7.0%	118.45	10.2%	69.0%	2.5%	63.0%	6.4%	87.29	9.6%	74.62	17.2%
APRIL	123.88	5.5%	119.95	8.9%	65.9%	0.0%	63.7%	4.6%	81.62	5.5%	76.43	13.9%
MAY	119.79	2.2%	119.94	7.4%	63.7%	0.0%	63.7%	3.7%	76.34	2.3%	76.40	11.3%
JUNE	117.86	1.0%	119.60	6.3%	66.4%	0.3%	64.1%	3.0%	78.28	1.3%	76.72	9.5%
JULY	114.71	0.9%	118.92	5.5%	64.1%	-0.6%	64.1%	2.5%	73.57	0.3%	76.28	8.1%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

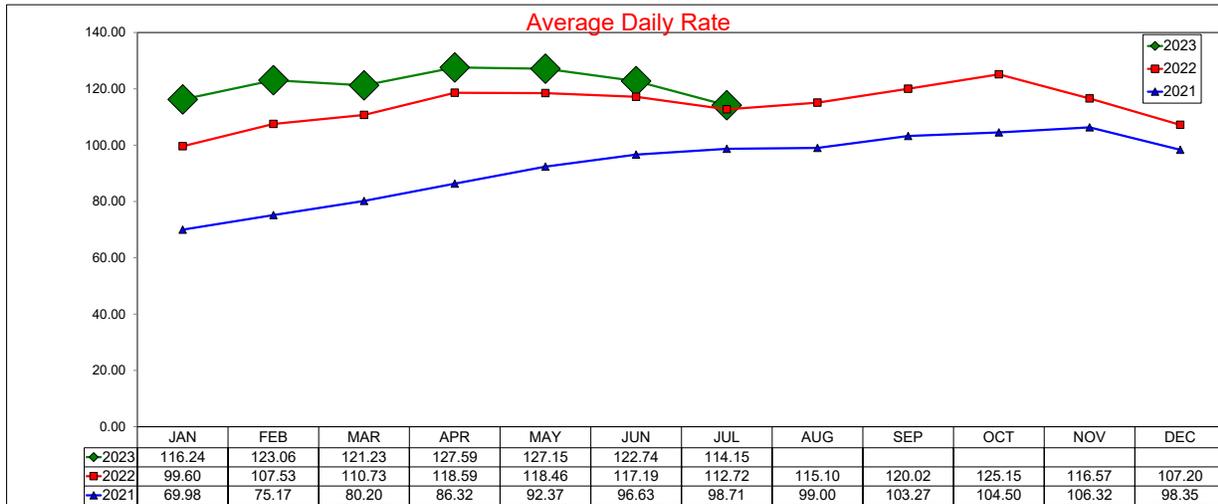
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	65.3%	2.4%	59.3%	5.9%	103.35	10.4%	89.69	16.7%
APRIL	155.77	3.4%	152.68	8.3%	64.4%	-1.4%	60.6%	3.9%	100.39	1.9%	92.59	12.5%
MAY	156.25	3.8%	153.51	7.2%	64.8%	-0.2%	61.5%	3.0%	101.31	3.7%	94.40	10.4%
JUNE	158.40	2.3%	154.45	6.2%	69.7%	-0.4%	62.9%	2.3%	110.33	1.9%	97.08	8.7%
JULY	160.31	1.3%	155.41	5.3%	69.1%	-0.5%	63.8%	1.9%	110.80	0.8%	99.13	7.3%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

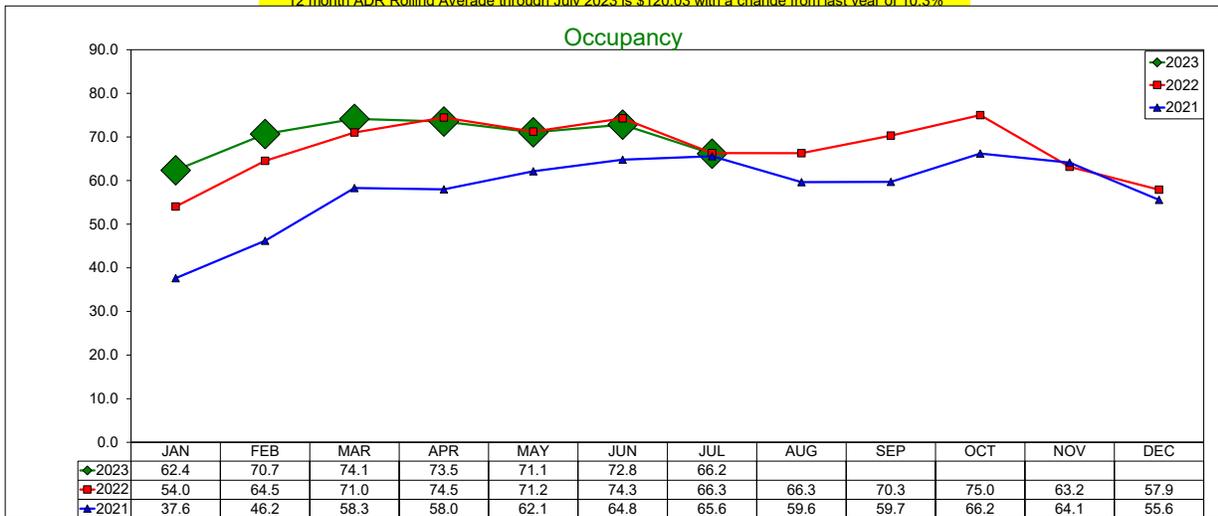
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

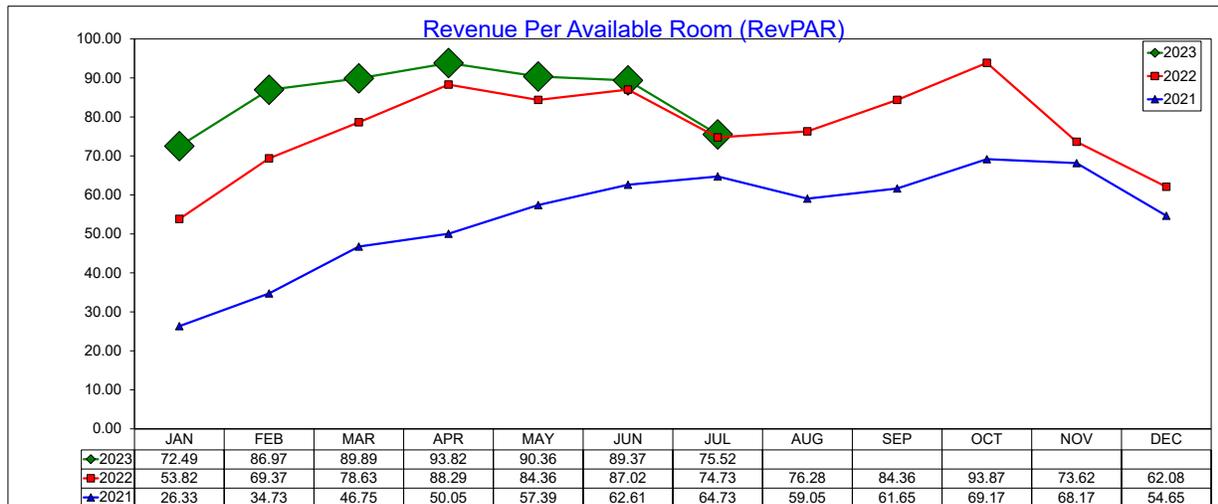
July 2023



12 month ADR Rolling Average through July 2023 is \$120.03 with a change from last year of 10.3%



12 month Occupancy Rolling Average through July 2023 is 68.59% with a change from last year of 6.0%



12 month RevPAR Rolling Average through July 2023 is \$82.33 with a change from last year of 16.8%

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Monthly & YTD AirDNA Data

July 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR	221.25	0.1%	211.76	-3.8%	57.0%	-4.6%	50.9%	-6.8%	126.18	-4.5%	107.85	-10.3%
APRIL	219.02	5.8%	214.09	-0.9%	59.8%	-4.0%	53.5%	-5.9%	131.02	1.6%	114.50	-6.7%
MAY	213.80	9.6%	214.02	1.9%	61.5%	-5.3%	55.2%	-6.4%	131.41	3.7%	118.04	-4.6%
JUNE	225.10	6.9%	215.85	2.7%	64.8%	4.2%	56.5%	-5.1%	145.92	11.3%	122.05	-2.5%
JULY	225.59	-1.2%	217.23	1.9%	61.2%	-2.1%	57.2%	-4.8%	138.01	-3.2%	124.17	-3.0%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

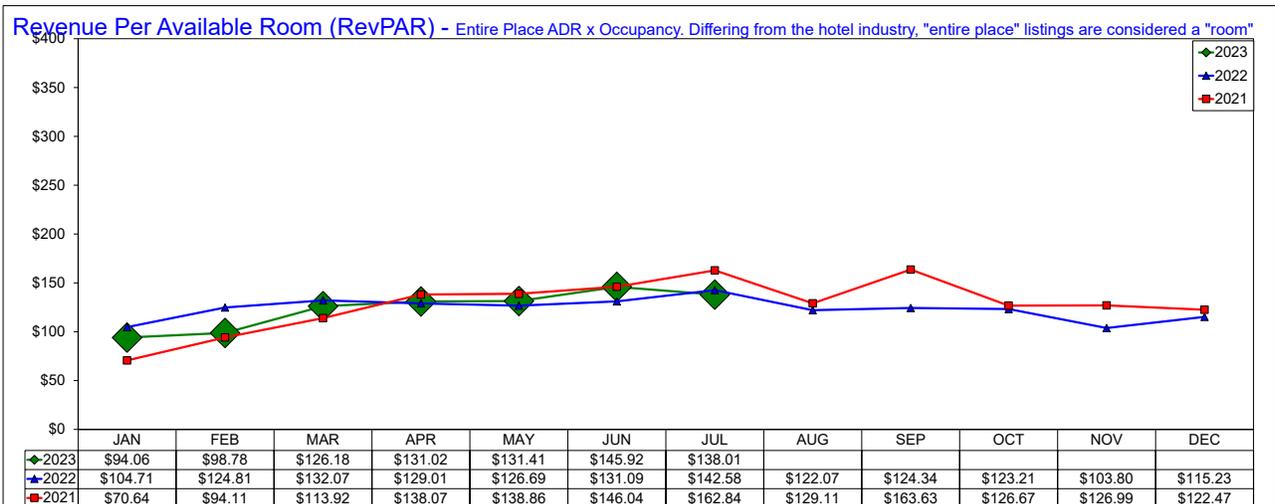
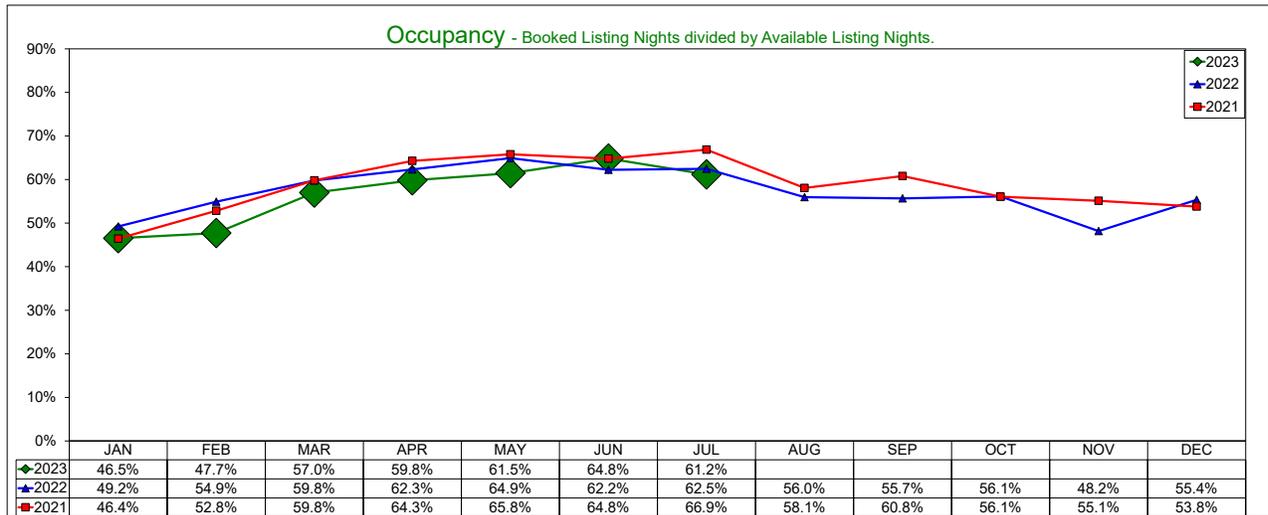
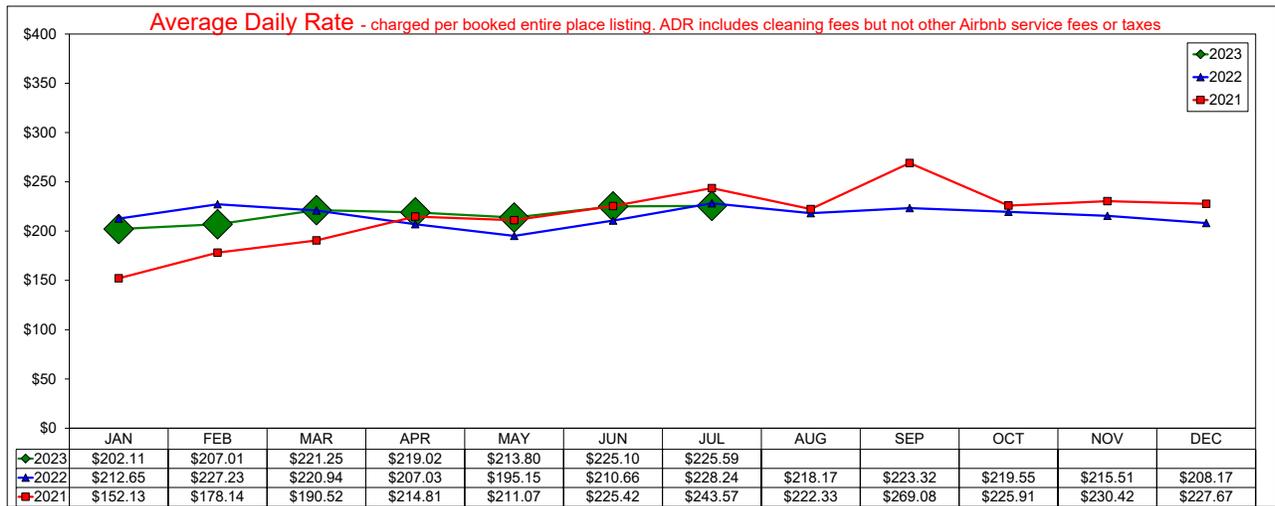
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-0.2%	107.16	-1.2%	56.0%	-8.7%	52.5%	-10.8%	62.78	-9.0%	56.24	-11.9%
APRIL	114.53	2.3%	109.76	0.1%	62.9%	-0.3%	55.7%	-7.5%	72.02	2.0%	61.17	-7.5%
MAY	116.02	0.9%	111.24	-0.2%	65.4%	-8.4%	57.8%	-9.1%	75.88	-7.5%	64.24	-9.2%
JUNE	114.22	-1.6%	111.68	-0.7%	66.8%	3.2%	58.9%	-7.6%	76.31	1.5%	65.81	-8.2%
JULY	110.57	-5.3%	111.55	-1.4%	64.5%	13.0%	59.6%	-5.0%	71.31	7.0%	66.44	-6.3%
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

July 2023

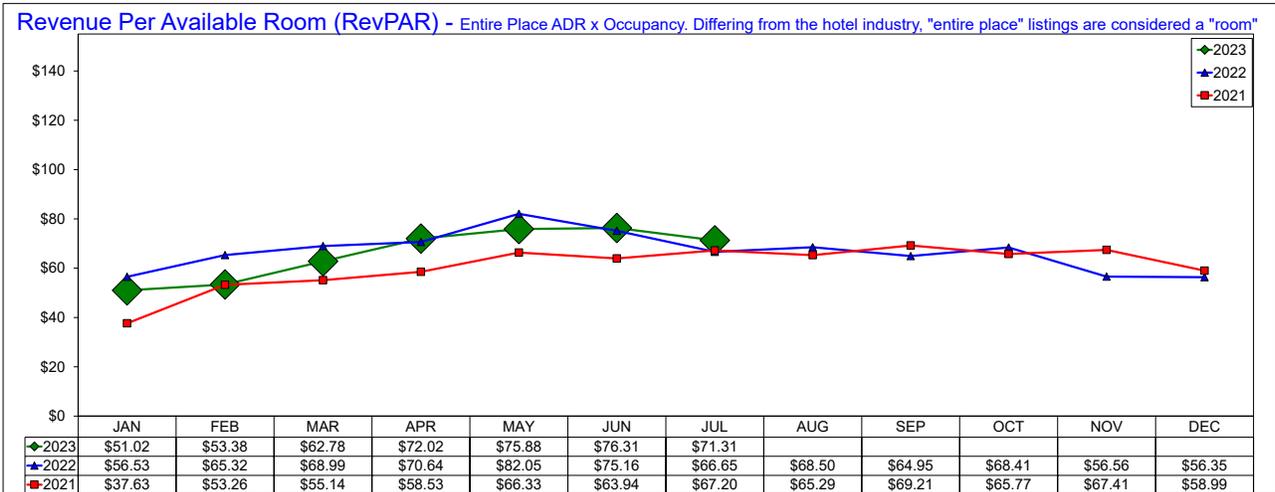
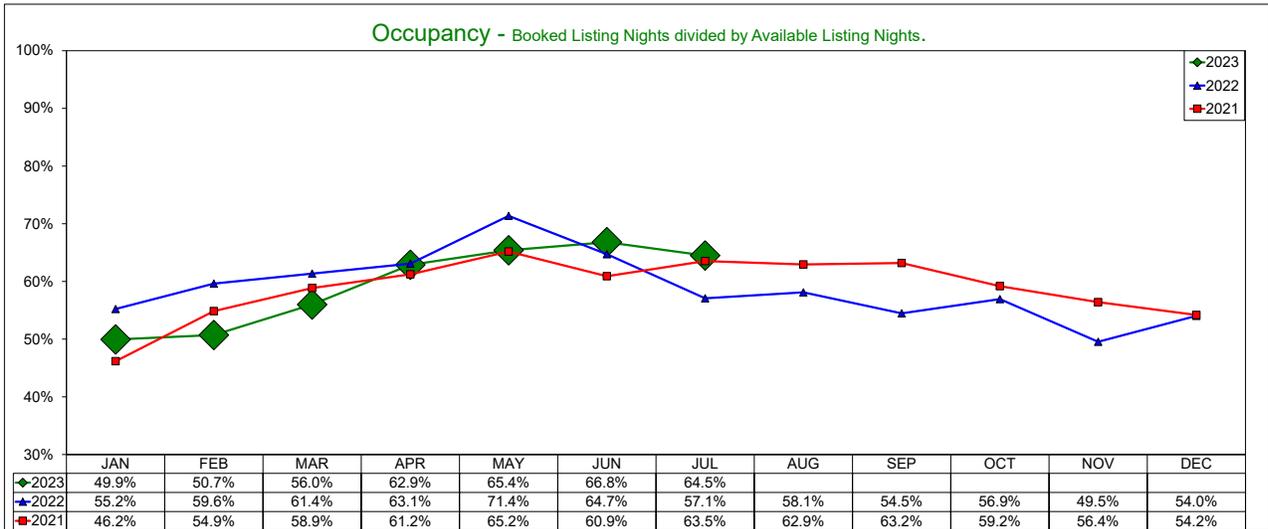
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

July 2023

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



2023 - 2022 - 2021 COMPARISON
Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February	70.70	64.50	46.20	\$123.06	\$107.53	\$75.17	\$86.97	\$69.37	\$34.73
March	74.10	71.00	58.30	\$121.23	\$110.73	\$80.20	\$89.89	\$78.63	\$46.75
April	73.50	74.50	58.00	\$127.59	\$118.59	\$86.32	\$93.82	\$88.29	\$50.05
May	71.10	71.20	62.10	\$127.15	\$118.46	\$92.37	\$90.36	\$84.36	\$57.39
June	72.80	74.30	65.60	\$122.74	\$117.19	\$98.71	\$89.37	\$87.02	\$64.73
July	66.20	66.30	65.60	\$114.15	\$112.72	\$98.71	\$75.52	\$74.73	\$64.73
August		66.30	59.60		\$115.10	\$99.00		\$76.28	\$59.05
September		70.30	59.60		\$120.02	\$103.46		\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

**CONVENTION CENTER
MANAGEMENT REPORTS**



IRVING
CONVENTION CENTER
AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

July 26, 2023

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	48,039	126,550	101,952	722,227	1,006,243	805,117
Ancillary Income	561,346	394,116	480,075	4,049,335	2,817,341	2,436,460
Total Event Income	609,385	520,666	582,027	4,771,562	3,823,584	3,241,577
Other Income	108,308	76,586	83,094	887,849	665,354	567,523
Adjusted Gross Income	717,693	597,252	665,121	5,659,411	4,488,938	3,809,100
Indirect Expenses	(744,831)	(583,633)	(556,723)	(5,566,036)	(5,194,955)	(4,450,996)
Net Income (Loss)	(27,138)	13,619	108,398	93,375	(706,017)	(641,896)

- Total direct event income consisted of rental and service revenue from the seventeen revenue-producing events we had for the month.
- Total event income was under budget due to the increase in security and cleaning services needed due to the large quantity of events the ICC held.
- Other operating income includes June's Westin garage rent, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were over budget by \$161,198. We had several major renewals for computer software, repairs and modifications to our landscaping, and additional supplies for various repairs throughout the building.
- Overall, the ICC came in over budget by \$40,757.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	835,070	530,280	659,251	5,611,395	3,707,221	3,167,144
Net Income/(Loss)	432,438	332,407	391,719	3,148,307	2,313,847	1,819,415
Net Income/(Loss) %	51.78%	62.69%	59.42%	56.11%	62.41%	57.45%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
17	166	35,017	197,848
Current Year	Current Year	Current Year	Current Year
15	155	41,736	151,851
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
5,288	26,280	2	90%
Current Year	Current Year	This Month	Current Month
3,438	20,926	29	92.4%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
18	145
Current Year	Current Year
15	161
Prior Year	Prior Year

Target Industry Bookings

Tech Conferences – November 2024

USA Badminton Competition – July 2024

July and August at a Glance

- July 1 UDCATE Annual Expo
- July 1 IMEP Church Conference
- July 6-10 Swim Spa Blowout Expo
- July 7-9 Kidz Con
- July 11-16 Handbell National Seminar
- July 15 Dated Faded Worn Event
- July 16-22 Church Network Annual Meeting
- July 22 Dallas Black Expo
- July 23-27 Building Officials Association of Texas BPI
- July 24-25 Super Lunch 2023
- July 27-29 Awakening Africa Expo
- August 6 Sneaker Exit
- August 7 Office of Congresswoman Beth Van Duyne Job Fair
- August 8 Irving ISD Parking
- August 9-10 Irving Independent School District Training
- August 10-13 Texas Cornhole League
- August 13-19 Original Sewing & Quilting Expo
- August 18 Association of Certified Fraud Examiners Conference
- August 20 Texas Total Rewards Conference
- August 23 DynaTen Meeting
- August 23-30 TEXSOM Conference
- August 24-27 Auto Body Association of Texas

cc: Tom Meehan, General Manager, ASM Global

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
TEXSOM Conference De finite			BANT De finite			
ABAT De finite	ICVB Board of Directo... De finite		PartyFest			
3	4 Labor Day	5	6	7	8	9
BANT De finite		High Spirited Citizens ... De finite	Fotona Ultra Performance Lasers De finite			
			GRACE Tasting De finite - Internal	Swim Spa Blow out De finite		
					Heart of Texas Body Building De finite	
10	11	12	13	14	15	16
Fotona Ultra Perform... De finite			Hiring Event Septemb... De finite			
Swim Spa Blow out De finite			Fiber Fest De finite			
The Sneaker Travelers De finite	PPAS Expo De finite			DFWRIMS Annual Conf ... De finite	The Great Harvest - Irv... De finite	
		Irving 360 Civic Academy De finite				
17	18	19	20	21	22	23
Fiber Fest De finite		CCST 2023 Annual Conference De finite				
		Meet the Bureau De finite	2023 TPMA Southwest Foot and Ankle Conference De finite			
			2023 North Texas State of Reform Health Policy C... De finite			

September 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29	30
Chick-Fil-A <small>De finite</small>	Cocina Sabrosa 2023 <small>De finite</small>					
Quince Expo <small>De finite</small>	ICVB Board of Directo... <small>De finite</small>	QuikT rip <small>De finite</small>			Biontx Event <small>De finite</small>	
				MDA Uncork a Cure Gala <small>De finite</small>		
					Ultimate Women's Expo <small>De finite</small>	
						CAFE - Open <small>De finite - Blackout</small>
						Special Education and ... <small>De finite</small>

October 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Ultimate Women's Expo De finite	2 VidSummit 2023 De finite	3	4	5	6 U.S. Pet Pro Classic 2023 De finite Kubernetes Communit... De finite	7
8 U.S. Pet Pro Classic 2023 De finite	9 Columbus Day Direct Selling News De finite	10	11	12	13	14 Texas Federation of Republican Women 2023 Biennial Convention De finite
15 2023 PepsiCo Fleet Event De finite	16	17 TxCIA De finite	18	19 Fan Days 2023 De finite	20 ICVB Executive Commi... De finite	21 Josette 000
22 Fan Days 2023 De finite	23 ServiceNow: World Forum De finite	24	25	26 2023 Technology Prayer Breakfast De finite ACHE Reception De finite Texas Regional Convention De finite	27 DFW Hospital Council ... De finite She Is The Sign Women's Gathering De finite Save-The-Date Expo De finite	28
	Service Now: Non-compete	Service Now: Non-compete	Service Now: Non-compete			

October 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Texas Regional Conve... <small>De finite</small>			Ford AV <small>De finite</small>			
She Is The Sign Wome... <small>De finite</small>					GRACE <small>De finite</small>	
Save-The-Date Expo <small>De finite</small>						The Navigators - Colle... <small>De finite</small>
						Bravo Spirit Events <small>De finite</small>

November 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Texas Regional Conve... <small>De finite</small>			Ford AV <small>De finite</small>		GRACE <small>De finite</small>	The Navigators - Colle... <small>De finite</small>
She Is The Sign Wome... <small>De finite</small>						Bravo Spirit Events <small>De finite</small>
Save-The-Date Expo <small>De finite</small>						
5	6	7	8	9	10	11 Veterans Day
The Navigators - Collegiate Staff Conference 2023 <small>De finite</small>						
GRACE <small>De finite</small>		ICVB Destination Deve... <small>De finite</small>				
Bravo Spirit Events <small>De finite</small>						
12	13	14	15	16	17	18
The Navigators - Collegiate Staff Conference 2023 <small>De finite</small>		Board Member Luncheon <small>De finite</small>	DynaTen Meeting <small>De finite</small>	USA Judo Dallas Invitational and National Presidents Cup 2023 <small>De finite</small>		
	ICVB Board of Directo... <small>De finite</small> Christmas Décor Install		DFW Real Producers M... <small>De finite</small>	Preserve Halloween Festival <small>De finite</small>		
19	20	21	22	23 Thanksgiving	24	25
Preserve Halloween F... <small>De finite</small>	EH A - See Casey (Bleacher Ins...	EH A - See Casey (Bleacher Ins...				
USA Judo Dallas Invita... <small>De finite</small>						
26	27	28	29	30	1	2
Sneaker Exit <small>Tentative 1</small>		DFW Business Group on Health <small>De finite</small>		Texas Cornhole League Signature Series #2 <small>De finite</small>		
		ISS Education Roadshow <small>Tentative 1</small>				

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

**INDUSTRY REPORTS /
BOARD PARTNERS**

NEWS

Wyndham Announces Development of Extended Stay Hotels

By Jordan Bradley

Wyndham Hotels and Resorts announced it is developing 60 new hotels in its ECHO Suites Extended Stay by Wyndham brand throughout the United States. The expansion of the brand will also debut ECHO Suites in Canada.

The new development is being produced in partnership with Canadian developer MasterBUILT Hotels, Wyndham said.

Extended stay properties have maintained and even grown their popularity as the hospitality industry and the world continue to recover from the pandemic, with every major hotel brand vying for a foothold in the extended stay segment.

“Since announcing ECHO Suites last year, we’ve seen unprecedented interest from among the industry’s most-successful extended stay developers, helping make ECHO the fastest-growing brand launch of 2022,” said Chip

Ohlsson, Chief Development Officer for Wyndham.

Wyndham launched the ECHO Suites brand, its 24th brand and second extended stay offering, in March of last year. With the addition of the 60 MasterBUILT Hotels properties, the brand boasts 265 ECHO Suites hotels with approximately 33,000 rooms in various stages of development. Wyndham expects to have 100 hotels open within five years. The brand’s first wave of open locations is also expected “to make a meaningful contribution to Wyndham’s overall portfolio in 2024,” the company said.

“The success Wyndham is seeing with ECHO is not by chance—it’s a testament to the care that was put into designing the brand,” said David Donaldson, President and CEO of MasterBUILT Hotels.

Wyndham’s ECHO Suites caters to the long-term traveler by offering guest laundry facilities open 24 hours per day all year, pet-friendly accommodations, fitness centers, free Wi-Fi, in-room storage, and kitchenettes. Longer

stays at ECHO Suites also offer more savings, appealing to traveling professionals such as contract nurses or specialized construction workers as well as remote employees looking to pepper in some travel without taking vacation days.

A tenet of the brand, Wyndham said ECHO Suites “was engineered with one specific goal in mind: creating an ROI-driven prototype that is as cost efficient to build as it is to operate,” said Wyndham President and CEO Geoff Ballotti.

The standard ECHO Suites property is an economy hotel, only requires 2 acres of land, and yields a 124-room hotel. With its offerings of amenities

for guests, properties are also designed to run well with smaller staffs.

“From day one, Wyndham made a point of seeking the input of experienced developers and then actioning on their insights. The result is a brand that resonates as strongly with hotel developers as it will with guests,” Donaldson added.

ECHO Suites properties are currently in construction across Virginia, Texas, and South Carolina. At least a dozen more are breaking ground this year, the company said.





The WaterWalk Tucson lobby

OPENINGS / PIPELINE

by Adam Perkowsky August 4, 2023

Waterwalk opens Live | Stay property in Tucson

WaterWalk has opened its newest property under the brand's Gen 2.0 model, WaterWalk Tucson, in Arizona. The upscale property blends an upscale extended-stay hotel and home with fully furnished "Stay" units and ready-to-furnish "Live" units. "Tucson hosts thriving aerospace and defense companies; government and military sectors; and healthcare institutions, making it an attractive destination for travelers of all types—from business to leisure," said Mimi Oliver, CEO, WaterWalk. "As WaterWalk's mission is to create spaces in communities that give people the option to live flexibly and confidently, we are excited to provide guests of another great city in Arizona with accommodations that can be personalized to fit their unique needs."

The property is located in the South Park neighborhood in between downtown Tucson and the Tucson International Airport. It features 126 rooms—76 fully furnished Stay units and 50 ready-to-furnish Live units that range in size from studios to two-bedroom spaces with and without balconies.

"With the convenience of downtown Tucson being less than five miles away and the University of Arizona Tech Park at The Bridges located adjacent to the property, WaterWalk Tucson will support the increasing residential and traveler traffic," said Stephen Armstrong, SVP, WaterWalk Brand. "With the debut of our Gen 2.0 model happening just six months ago in Phoenix, we see this additional development in the state as our continued contribution to meeting the area's demand for quality, flexible extended-stay options."

Each accommodation style features a fully equipped kitchen with full-size appliances including a refrigerator, dishwasher, microwave and range, along with a pantry and kitchen island. Additionally, each unit features a full-size washer and dryer, as well as a bathroom that includes a vanity with storage space and a walk-in shower.

The common areas of the property include The Living Room in the lobby, featuring a bean-to-cup espresso station, work stations with a printer, seating areas, oversized wall-mounted board games and a TV. Amenities include a fitness center; a back patio with lounging furniture, firepits, lawn games and a grilling area; 24/7 concierge service; complimentary WiFi and all-inclusive utilities.

WaterWalk's pipeline, which will result in a portfolio that doubles in size by the end of 2024, consists of numerous Gen 2.0 properties being constructed and additional properties under development. This includes properties currently underway in Jacksonville, FL (slated to open this fall) and Huntsville, AL (expected to open this winter).

Posted in [Openings / Pipeline](#) | Tagged [Mimi Oliver](#), [Stephen Armstrong](#), [WaterWalk](#), [WaterWalk Tucson](#)

Related Posts



ADIS/I-94

Port of Entry

June 2023

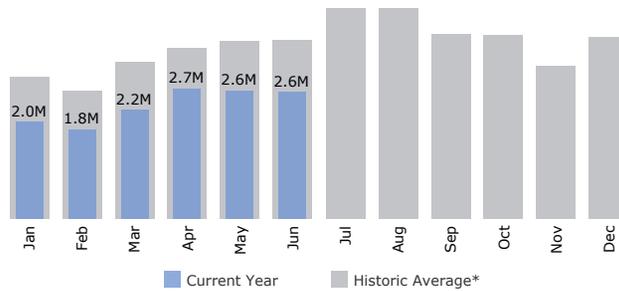


2.6M

Arrivals

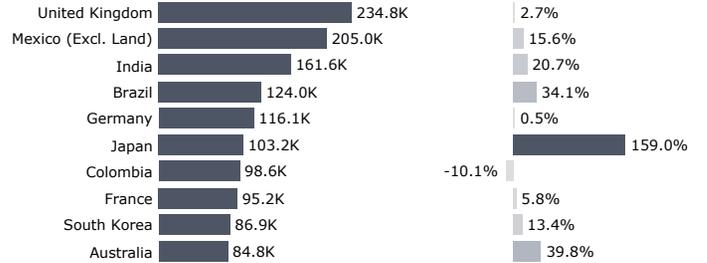
22.0% vs. Previous Year

Current vs. Historic Arrivals*

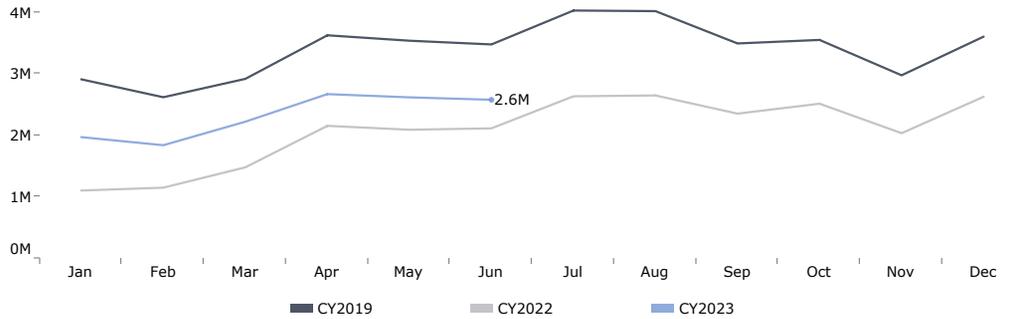


Top Origin Countries

Monthly Arrivals, % Change vs. Previous Year

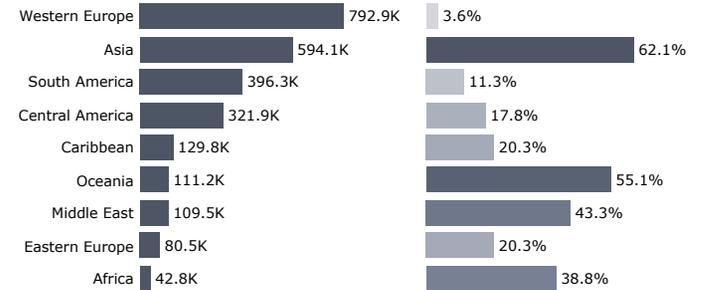


Arrivals by Calendar Year



Top Origin Regions

Monthly Arrivals, % Change vs. Previous Year



Source: NTT; *History represents the Calendar Year 2012 - 2019 average

Raw Monthly Data

Month All State All Airport Multiple values Details Airport Details Data Through June 2023

Raw Monthly Data

			2019	2020	2021	2022	2023
January	Texas	DAL - Dallas Love Field	433,032	435,597	184,350	327,943	400,393
		DFW - Dallas/Fort Worth International	1,517,018	1,619,469	809,917	1,258,998	1,655,561
February	Texas	DAL - Dallas Love Field	400,217	409,459	163,503	334,754	380,919
		DFW - Dallas/Fort Worth International	1,407,229	1,503,153	701,471	1,196,475	1,522,172
March	Texas	DAL - Dallas Love Field	497,471	244,907	310,315	442,990	478,362
		DFW - Dallas/Fort Worth International	1,750,747	948,739	1,168,462	1,702,071	1,934,664
April	Texas	DAL - Dallas Love Field	471,256	21,908	336,058	444,357	474,363
		DFW - Dallas/Fort Worth International	1,668,445	152,160	1,204,856	1,661,942	1,841,066
May	Texas	DAL - Dallas Love Field	507,400	72,210	411,240	502,402	526,593
		DFW - Dallas/Fort Worth International	1,954,540	285,008	1,522,388	1,918,827	2,127,420
June	Texas	DAL - Dallas Love Field	508,112	168,693	437,703	475,358	529,244
		DFW - Dallas/Fort Worth International	2,042,095	499,506	1,721,679	1,979,998	2,237,949
July	Texas	DAL - Dallas Love Field	508,862	178,428	468,045	487,079	
		DFW - Dallas/Fort Worth International	2,079,938	721,791	1,847,743	2,007,901	
August	Texas	DAL - Dallas Love Field	470,604	191,714	400,734	452,492	
		DFW - Dallas/Fort Worth International	1,883,692	727,943	1,515,082	1,805,205	
September	Texas	DAL - Dallas Love Field	454,452	186,452	388,393	480,328	
		DFW - Dallas/Fort Worth International	1,715,639	773,436	1,376,677	1,734,573	
October	Texas	DAL - Dallas Love Field	510,898	208,068	447,409	532,891	
		DFW - Dallas/Fort Worth International	1,865,424	913,745	1,600,661	1,903,178	
November	Texas	DAL - Dallas Love Field	481,245	199,891	452,586	479,989	
		DFW - Dallas/Fort Worth International	1,704,866	864,353	1,618,001	1,774,982	
December	Texas	DAL - Dallas Love Field	519,615	233,633	421,052	470,256	
		DFW - Dallas/Fort Worth International	1,809,074	922,561	1,609,433	1,860,527	

Source: TSA

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, AUGUST 28, 2023**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

Maura Gast

From: Candacy Taylor <candacy@taylormadeculture.com>
Sent: Thursday, July 27, 2023 11:23 AM
To: Chelsea Dunlop Welter; Maura Gast
Cc: Don Welsh; Al Hutchinson; rori Ferensic
Subject: Thank you...

Hello, I hope everyone is recovering in one piece after such an incredible conference. I was so impressed with how well everything was produced, designed, planned, and executed. Congratulations on a fantastic event.

I also wanted to thank you for hosting me in Dallas and inviting me to the ceremony to receive the award on behalf of Victor and Alma Green. I had an fabulous time and it will be something that I will always remember.

I wanted to let you know that the award arrived safely. It's absolutely stunning. I will probably keep it for a few years and then donate it to the Library of Congress since they have archived part of my Green Book project. That way it can be available to a larger audience. But in the meantime, I will enjoy looking at it. And I have to say it was also lovely to come home and open probably one of the largest Tiffany boxes I have ever seen.

Please continue to do the important work you are doing to broaden the travel community, and I'm looking forward to the next time we have an opportunity to cross paths and execute even more compelling strategies to build an inclusive travel experience where everyone is welcome.

With sincere thanks and gratitude.

All my best,
Candacy

TAYLOR MADE CULTURE

Candacy Taylor

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twitter: @candacytaylor

415-994-3840

Harvard University, Schomburg Center, NEH, Library of Congress, and ACLS Fellow

Author of OVERGROUND RAILROAD: The Green Book and the Roots of Black Travel in America