



**Board of Directors Meeting**

**Monday, January 22, 2024 @ 11:45 a.m.**

**Irving Convention Center  
Third Floor, Junior Ballroom C-D**

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

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(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU  
 BOARD OF DIRECTORS  
 MEETINGS/SPECIAL MEETINGS  
 OCTOBER 2023-SEPTEMBER 2024

Place	Last	First	10/20/2023	11/13/2023	12/18/2023	1/22/2024	2/26/2024	3/25/2024	4/29/2024	5/20/2024	6/24/2024	7/29/2024	8/26/2024	10/25/2024
1	Jones	Cambria	n/a	n/a	P									
2	Basoco	Michael	P	P	P									
3	Gibson	Colvin	P	P	P									
4	Stewart, Jr	Richard	#	P	P									
5	Booker	Stephanie	n/a	n/a	P									
6	Arafat	Yasir	P	P	#									
7	Reed	Sam	P	P	P									
8	Mahoney	William	P	P	P									
9	Gears	Herbert	P	P	P									
10	Hoskins	Nydia	*	*	P									
11	Kang	Julia	P	P	#									
12	Malcolm	Greg	P	P	P									
13	Cole	David	P	P	P									
	Bowman	Beth	P	P	P									
	Burke	Dallas	#	#	*									
	DeBeaudry	Tommy	*	P	*									
	Fenley-Garcia	Stephanie	P	P	P									
	Hawkins	Todd	*	*	P									
	Hillman	Chris	*	*	P									
	Limon	Kim	*	*	P									
	O'Briant	Kelly	#	P	#									
	Perot	Hammond	*	P	P									
	Philipp	Joe	P	P	P									
	TIF	TBD												
Liaison	Taylor	Councilman Kyle	*	P	P									
	Watson	Brad	N/A	*	P									
	Venegas	Clare	#	#	#									

**P = Present**  
**\* = Business**  
**# = Other**  
**þ = Represented**  
  
**C = Cancelled**  
**n/a = Not a member at this time**

**REVISED  
AGENDA**

**Irving Convention and Visitors Bureau Board of Directors  
Monday, January 22, 2024 at 11:45 AM  
Irving Convention Center – Third Floor, Jr. Ballroom C-D  
500 W. Las Colinas Blvd.  
Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for December 18, 2023
3. Accepting the ICVB Financial Reports for September, October, and November 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for November and December 2023

**Presentation**

6. \*Irving Civic Center Complex Site & Space Planning Discussion – City Manager Chris Hillman

**Board Reports**

7. Board Chair Report
  - a. ICVB Service Award
    - Assistant Executive Director/Sales & Services Lori Fojtasek – 30 years
  - b. Next Board Meeting – February 26, 2024
  - c. Review of Committee Leadership Assignments
  - d. 2024 Board Calendar and Roster
8. Board Committee Reports
  - a. Board and Business Development – Sam Reed
    - Next Meeting – March 8
  - b. Community Engagement – Colvin Gibson
    - Recap of January 17 Meeting
    - Next Meeting – April 16
  - c. Destination Development – Greg Malcolm
    - Next Meeting – February 13

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## AGENDA - Continued

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9. City Reports
  - a. Council Liaison – Councilman Kyle Taylor
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - Visitor Development Updates
    - Other City Updates
  
10. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
  
11. Convention Center Management Report – Tom Meehan/Jeremy Pierce
  
12. Industry Partner Reports
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
  
13. Partner Organization & Stakeholder Reports
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Brad Watson/Beth Bowman
  - c. Irving Arts and Culture – Kelly O’Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – Dick Rogers
  - f. University of Dallas – 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

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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, JANUARY 22, 2024**

## **AGENDA ITEMS**

## MINUTES

**Irving Convention & Visitors Bureau Board of Directors  
Monday, December 18, 2023 at 11:45 AM  
Irving Convention Center – Junior Ballroom C-D  
500 W. Las Colinas Blvd.  
Irving, Texas 75039**

Attendance: Richard Stewart, Jr. – Board Chair; Herb Gears – Board Vice Chair; Michael Basoco, Stephanie Booker, Beth Bowman, David Cole, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, Chris Hillman, Nydia Hoskins, Cambria Jones, Kim Limon, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Sam Reed, Brad Watson, and Council Liaison Kyle Taylor – Board Members; Assistant City Manager Philip Sanders, Senior Assistant City Attorney Christina Weber, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Councilman Mark Cronenwett, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB; Guests: City Secretary's Office Operations Manager Cecelia Castillo.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:48 a.m. and inquired if there were any citizen comments; there were none.

### SWEARING IN OF NEW AND RE-APPOINTED BOARD MEMBERS

The City Secretary's Office Operations Manager Cecilia Castillo presented the oath to new and reappointed Board members. CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for November 13, 2023
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the ICC Financial Reports – October 2023

Stewart called for a motion to approve the Consent Agenda. On a motion from Board member William Mahoney, and a second from Board member David Cole, the motion was unanimously approved.

### BOARD CHAIR REPORT

- The Board Committee assignments were presented, and Stewart asked to advise if there were any concerns with an assignment.
- The State of the City event is scheduled for January 23. Any Board member wishing to attend should let Executive Director Maura Gast know as soon as possible.
- A draft of the 2024 ICVB Board and Activities calendar is included in the packet.
- The next Board meeting is scheduled for Monday, January 22 at the Irving Convention Center.
- Stewart recognized new Board members Stephanie Booker and Cambria Jones, also new Irving-Las Colinas Chamber of Commerce Chair Brad Watson.
- Required Board member training is mandatory, and Stewart asked when completed to send a copy of the certification to Gast and the City Secretary's Office.

## COMMITTEE REPORTS

### Board and Business Development

Committee Chair Sam Reed reported:

- The Committee met on December 8 with a full agenda. Discussion was held on new Board Orientation planning, Board Homecoming Luncheon review and future plans, and a review of the Committee's Strategic Plan. It was a very productive meeting and he encouraged Board members to attend.
- The next Committee meeting is TBD.

### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- Gibson participated in the Board Homecoming Luncheon and the December 2 Holiday Parade. The High Spirited Citizens who participated, ICVB staff and Board members were engaging with attendees to make it a big celebration for all segments of Irving's diverse community. He hopes there will continue to be opportunities to reach out to all segments of the City and advocate for this organization that assists in reducing taxes that might otherwise accrue to citizens based on conventions and meetings. Gibson invited Board members to give their all to execute the Strategic Plan for 2024.
- The next Committee meeting is TBD.

### Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee meets once a quarter for informative conversation, debates, and innovative ideas. He invited Board members to join the Committee and contribute.
- The next Committee meeting is TBD.

Stewart added the trip to EpicCentral in Grand Prairie was an eye-opening meeting and he looks forward to other similar events with the Committee.

## CITY REPORTS

Councilman Kyle Taylor reported:

- City Council will continue with the lawsuit for delinquent Hotel Occupancy Taxes and the request for more discovery items. The court hearing date has been pushed back until March 2024, and the City's legal team and their out-sourced representation continue to work through the discovery requested.
- Future Council discussions will include short term rentals, especially in apartment complexes.
- Taylor, Councilman Brad LaMorgese and the Boards and Commissions Committee have discussed a more robust training program. A new onboarding process will include explanation of roles, how to work with City Council and City staff.

Councilman Al Zapanta reported:

- Wishing everyone a happy holiday season and he is looking forward to a new year.

Councilman Mark Cronenwett reported:

- The City has purchased land at Hwy 161 and Rochelle for tournament baseball fields, and recently approved cricket fields with more potential opportunities for tourism via tournaments.
- The upcoming Council meeting will include discussion of land uses.

Mayor Rick Stopfer reported:

- The City has many opportunities for residents and visitors over the holiday season with the Arts Center and Recreation Centers.
- The Parks Department over the weekend held an event for children to rent booths and sell goods. It was well attended and a wonderful opportunity to see young ones make some money.
- The City is moving forward with upgrading and building pool facilities, parks and acquiring new equipment.
- Water and sewer projects are ahead of schedule and systems are being replaced along the way.
- Economic Development is a high priority and Irving continues to be at the table. There is a significant amount of interest in data warehousing and artificial intelligence.
- Continuing to see progress and development in the Wells Fargo project, which is about 1.5 months ahead of schedule.
- There is a lot of discussion around the Planned Unit Development (PUD)6 land. There will be more information coming later. There are deed restrictions that are in place and will be evaluated.
- The economic development process has many layers to it, and the Mayor has said that his goal is to be more involved throughout the process, to get to know the broker side of the relationships better. The City should be at all the tables for any discussions about any projects anywhere in Irving, even though some brokers may not understand that. Ultimately, the incentives required by many companies can only be provided by the City Council.
- The Ritz Carlton will raise its flag at the newly renovated property toward the end of January. He is excited about the new opportunities it brings, and the next two phases of the project will be starting soon.
- Stopfer thanked volunteers, employees and staff for their efforts and support. He gave his special gratitude to the ICVB and ICC team and wished everyone a Merry Christmas and Happy New Year.

Board member Michael Basoco applauded the Mayor and City's taskforce that are working with the homeless situation. There are signs at Belt Line Rd. and Hwy 183 for non-profit organizations to help shelter people in the upcoming colder weather. Stopfer added it is a joint effort with Irving's non-profit organizations. The taskforce is overloaded and teams up with the Irving Police Department to handle the calls that come in and has made over 14,000 interactions. The focus is to get funds and donations to the non-profits to let them continue with programs.

City Manager Chris Hillman added the mental health response team started five years ago with an initial grant for one taskforce and now there are three teams. The Irving Fire Department is included for medical calls. Arrests have been reduced by 85% because of resources, trained staff and following up on calls. Working in tandem with the non-profit organizations is a great accomplishment.

Hillman reported:

- The delinquent Hotel Occupancy Tax court hearing is set for March 28 and staff is continuing to comb through the discovery process and is in communication with the other legal team. Chief Financial Officer Bret Starr added since August small payments have been received off and on for both delinquent hotels. The last payment for either property was November 28, and the current balance is \$656,000, down from \$1.2 million. Progress is slow.
- The City is working with Toyota Music Factory management team Brookfield Properties. There is a special session tonight to review the points of the agreement. There was a public presentation in September and the final agreement with improvements should be concluded by the end of the year. The partnership is strong with needed and exciting, significant improvements at TMF.
- The “Let’s Play Irving” program is in the final aquatic design for the Lee Park pool. It will be under construction through next year and will open May/June of 2025.
- Continuing to work on final plans for Senter Park with a multi-generational facility at Mustang Park. The year-round facilities should be completed in 36 months and open the summer of 2026.
- Southwest Park updates with \$3 million in new amenities – starting next year and completed in summer of 2025.
- Irving Boulevard project is 95% completed with bushes and trees being installed late spring 2024.
- The last City Council meeting directed staff to move forward with a bond program for a new City Hall. There will be more details on the project coming next month. An Open House at the current City Hall building will allow people to see how the 50-year-old City Hall looks and operates and see the vision for the future. City Council toured the whole building in October and their comments afterwards centered around “claustrophobic” and “depressing.” Council will be presented an agenda item in February to call for an election in May. The recommendation to build on other city-owned land in the Heritage District was met initially with hesitancy; Council had significant discussion about building instead on the current site. The building was built 50 years ago when Irving was half the size it is today.

## BUREAU MANAGEMENT AND STAFF REPORTS

### Bureau Management

Executive Director Maura Gast reported:

- Headshot photographs of the Board and staff are scheduled for today and tomorrow, and additional time slots will be available in conjunction with the January Board meeting.
- A document in follow-up to the ICC audit is included in the packet, in response to questions raised after the last Board meeting. Gast reiterated that no issues were identified in the audit findings and the opinion was that of a good, clean audit. It was a record-setting year for the ICC team and expenses were up because of food, labor, and equipment costs. The ICC will return over \$800,000 back to the ICC Capital Improvement Fund. Gast opened the item up for questions, and there were none.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Fojtasek announced the promotion of Matt Tungett to the new ICVB Director of Sales.
- The team is slightly below target for the month. The holiday season is historically slow.

- Fojtasek pointed out new items on the Sales and Services report in the Board packet.
  - Leads by Source shows Cvent as the number one source. For the last three fiscal years, incoming leads are 3,842 and 1.6 million requested room nights. However, in reviewing the Conversion Rate, Cvent is near the bottom of the chart. She explained third party planners often use Cvent to “window shop” for meeting locations.
- Events:
  - The National Physique Competition was recently held and generated 1,100 room nights.
  - The Cotton Bowl Association media will be in Irving over the holiday and will gladly welcome them back to Irving, especially during this slow period of the year.
  - Hilti will hold an event in January with 2,400 room nights.
  - Insurance Meeting Network has 1,000 room nights.

Gast added the Director of Sales position has been vacant since 2010 and it has been a priority to have it back and funded in this year’s budget. The position was created by re-classifying a vacant sales position for no increase in total head count.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The Marketing team will add a specialist position to their team in the next few months.
- The November report shows a slight decrease from the previous month in marketing prospects. There were 210 prospects, 108 from Cvent, 75 from website and 27 were email prospects.
- Website traffic in November had 83,876 total sessions and 47,067 engaged sessions.
- Blog traffic reports 6,332 pageviews in November.
- Social media added 2,849 new followers, which brought total influencers to 161,161 followers.
- Advertising, paid search, and digital marketing campaigns generated 4,595 referrals and the micro-campaigns generated an additional 1,675 hotel referrals.
- A “12 Days of Holiday Giving” promotional campaign ran from December 1-12 with \$15,000 in prizes and generated 6,500 entries opting into the newsletter mailing list and leisure database.
- The Marketing Team added an additional three Adrian Awards. The international competition honored two awards for the Southern Travelers Explorer Conference and one award for SXSW activation program.
- The January edition of the ICVB Leisure newsletter will be sent to Board members in January.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for October:
  - There were 667 available listings, which is a 20.4% increase in listing over last year’s figure of 554.
  - The Average Daily Rate was \$216.44, which was a decrease of 1.42% over last year.
  - Occupancy percentage of 53.1%, which was a decrease of 5.44% compared to last year.
  - Hotel comparable subset reports an Average Daily Rate for October was \$118.65, a decrease of 1.24% from last year, and Occupancy was 56.5%, a decrease of 0.83%.
- The Administration and Finance team continues to update the Board portal for 2024.
- A calendar notice program is being developed to deliver calendar notices to Board members and will roll out in January 2024.
- Converting the expense software system, as the current program is no longer being supported.

- Continuing to work with City staff on year-end reports and will have FY2022-23 year-end financials in the January Board meeting packet.
- The ICVB and ICC teams held festive activities all last week and ended with a potluck lunch and gift exchange.
- The Admin/Finance team rang bells for the Irving Salvation Army Red Kettle Campaign at Hobby Lobby in Grapevine and generated close to \$500 in five hours. Other teams from ICVB and ICC will be ringing in shifts during December.

The ICVB and ICC teams donated over \$600 in gifts to The Salvation Army Angel Tree program in Irving for those in need in our community. The team's donations focused on forgotten angels for teens and older adults who often get overlooked.

#### CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- ICC October financials are included in the packet. October is the first month of the year and beat budget significantly, and the forecast looks solid for the rest of the year. The challenge now is how to achieve the same level of success.
- The ICC received the Global Biorisk Advisory Council (GBAC) re-accreditation, which is the highest industry standard for cleaning. The certification is an annual award and re-applying is a great team effort.
- Hired a Sous Chef who has worked with Chef Alvarez previously. He comes on board just in time as January business ramps back up.
- Projects in the building:
  - Working on outside lighting of the grand staircase in front of the building and other lighting projects.
  - The monument sign on Hwy 114 will be completed soon.
  - Experimenting with a new scent profile that works through the HVAC system. The fragrance will rotate with new seasonal scents.

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- Reporting for South Irving:
  - Occupancy in November shows 74.9%, down 4%.
  - Average Daily Rate \$138.97
  - RevPAR \$104.14.

Board member Kim Limon reported:

- Reporting for Hampton Inn Las Colinas:
  - STR for November shows Occupancy at 68.4%
  - Average Daily Rate of \$118.93.
  - RevPAR is 107%, up for the year.
- The team will celebrate the holidays this week on Thursday with a party.

Board member Nydia Hoskins reported:

- Reporting for the Omni Las Colinas:
  - November was a great month with an Occupancy of 66.2%.
  - Average Daily Rate \$215.93

- RevPAR at \$140.38.
- Statistics for the full calendar year will be available at the next Board meeting.
- The Ballroom renovation is complete and will have its first group on January 12.
- The 2024 budget has been approved and it is a renovation year. Guest rooms will begin construction at the end of May for six months. The model guest room is open to view at any time.
- The Omni team is ringing bells for the Irving Salvation Army at Grapevine Hobby Lobby on Wednesday.

#### INDUSTRY-AT-LARGE UPDATE

Board member Stephanie Fenley-Garcia reported for the Trade Show industry:

- The holiday season is slow, but January will kick off the Consumer Electronics Show, PPAI Expo and World of Concrete trade shows; all three shows are in Las Vegas.
- Trade shows continue to see growth, with upgrades to convention facilities and aesthetic improvements.
- Artificial Intelligence and what it brings to the industry is an issue on the horizon.
- If COVID and airlines continue to be safe, it should be a good year.

#### RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- The Texas Restaurant Association finalized their budget for 2024 and it has been approved.
- The Texas Restaurant Association Dallas Chapter will hold a retreat in January and the Texas Board meeting will be in Dallas in February.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber Chair Brad Watson reported:

- The Chamber will have its annual planning session and focus on the implementation of a five-year strategic plan, *Forging Our Future*.
- An Australian company, Acquire BPO, has chosen Irving for its first main U.S. office and plans to add more than 130 new jobs with 17,000 square feet of space.
- The Chamber's Equity and Inclusion Fellowship will accept applicants through December 31.
- Unemployment decreased to 3.4%, Texas is 3.8% and the national rate is 3.6%.
- Economic Development team participated in ECONOMIX in Atlanta, Georgia with 24 national site consultants that included roundtable discussions and networking to share Irving's story.
- The State of the City event with Mayor Stopfer is scheduled for January 23 and will highlight the accomplishments of 2023 and future opportunities for 2024.

Irving-Las Colinas Chamber President Beth Bowman added her appreciation for Watson and his involvement globally in business. The 2024 pipeline is strong, and the team is working on 327 prospective projects, which equates to 200,000 job opportunities and \$70 billion in capital investment, with 1.7 million square feet of potential new commercial space. She thanked Gast and the CVB team for their partnership and the Board in sharing the community story.

#### IRVING ARTS AND CULTURE

Executive Director Irving Arts and Culture Todd Hawkins reported:

- Hawkins expressed his gratitude for the new partnership with Brookfield management at the Toyota Music Factory and their willingness to involve local artists in the project.

- Irving Arts Center
  - The Ruth Paine conversation on November 20 at the Dupree Theater had the most zip codes recorded in attendance ever.
  - Encouraged all to attend Ann Hampton-Callaway event on January 5 at 7:30 p.m. in the Dupree Theater.
- January 19, *The Beat Goes On*, starring Lisa McClowry as Cher.
- The Arts and Culture Department is committed to scheduling events with groups that generate room nights. Last month a group from Alaska visited.
- Thanked Gast and Hillman for their efforts in funding issues and working toward long-term solutions.

#### LAS COLINAS ASSOCIATION

Las Colinas President Hammond Perot reported:

- Perot expressed his appreciation for the recognition of holiday lights at Hwy 114 and O'Connor.
- The LCA 50<sup>th</sup> anniversary celebration was a success and now in event planning for 2024 to carry over some events on Mandalay Canal and through the Urban Center.
- Focusing on year-end financials and interviewing new board members for installment in the Spring.
- The Brookfield Properties team has interesting plans for the Toyota Music Factory and will highlight the opening of Raleigh Underground. It is an exceptional venue and should bring more events and guests into the Urban Center.

Stewart reminded the Board they are ambassadors for the City of Irving. The Board's role is to make sure the right information goes out into the community. He noted that Perot and the LCA staff and City Manager are easy to work with and excellent partners in telling the story. Stewart also acknowledged Board member Joe Philipp. Philipp is a former voting member of the Board, and City Council member, and is a wealth of knowledge and an excellent ambassador for Irving.

Stewart wished everyone happy holidays. With no further discussion, Stewart adjourned the meeting at 1:11 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
September 2023

**IRVING CONVENTION AND VISITORS BUREAU  
FINANCIAL POSITION SUMMARY  
2022 - 2023**

**REVENUE BY FUND**

	BUDGET	ACTUAL	DIFFERENCE	%
General	15,341,375	14,951,914	(389,461)	97.46%
HOT Tax	8,000,000	9,134,767	1,134,767	114.18%
Reserve	4,499,290	4,546,629	47,339	101.05%
Technology	501,500	502,910	1,410	100.28%
ICC CIP	5,750,289	5,549,589	(200,700)	96.51%

**EXPENDITURES BY FUND**

	BUDGET	ACTUAL	DIFFERENCE	%
General	18,308,168	16,303,541	2,004,627	89.05%
Reserve	0	0	0	0.00%
Technology	0	0	0	0.00%
ICC CIP	3,371,539	3,366,391	5,148	99.85%

**EXPENDITURES BY DEPARTMENT**

	BUDGET	ACTUAL	DIFFERENCE	%
Administration	7,577,528	7,327,682	249,846	96.70%
Sales	3,071,870	2,926,695	145,175	95.27%
Marketing	3,674,374	3,383,989	290,385	92.10%
Conv Center	3,984,396	2,665,175	1,319,221	66.89%

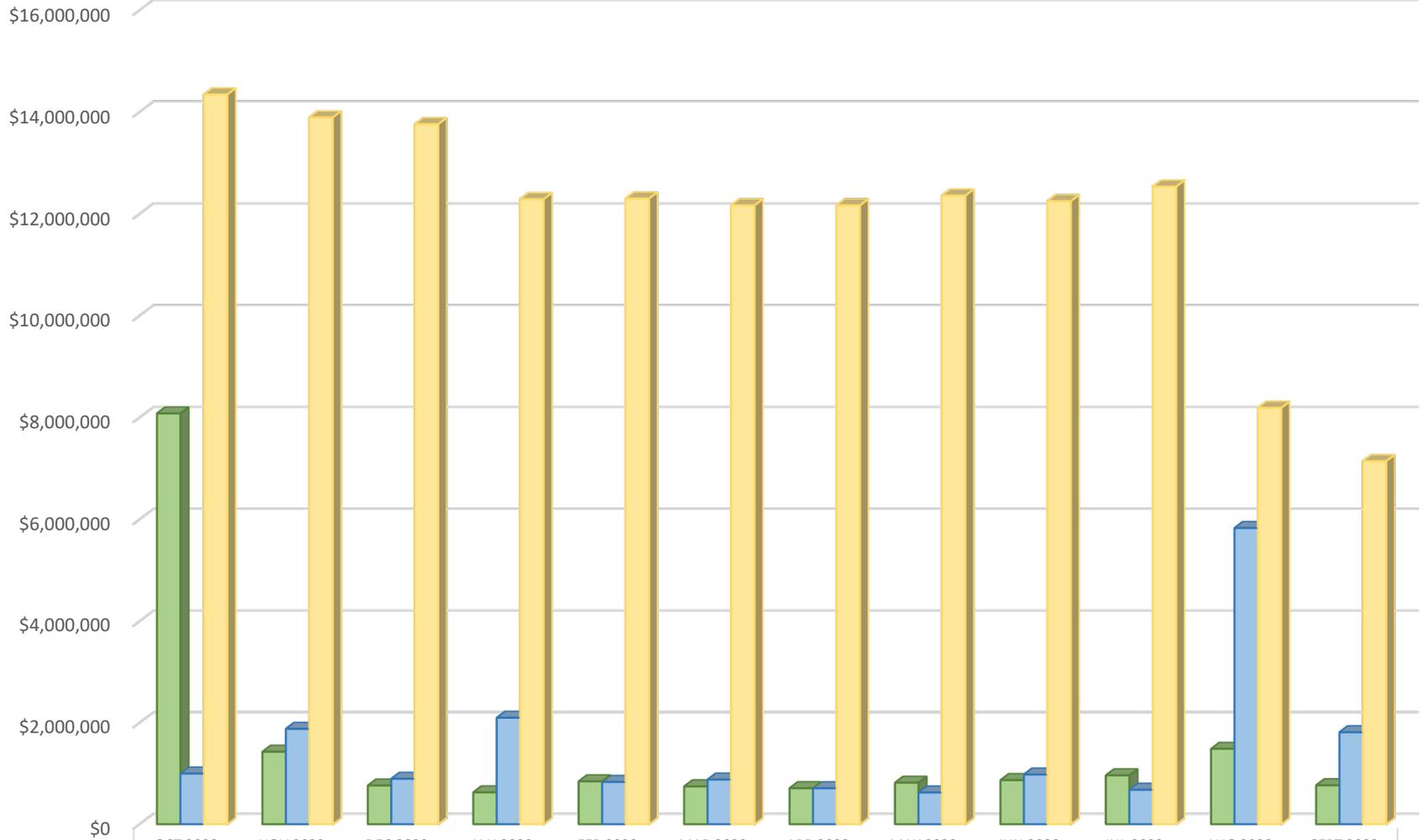
**FUND BALANCE**

	BEGINNING	ENDING	DIFFERENCE	%
General	6,177,016	4,825,389	(1,351,627)	78.12%
Reserve	501,682	5,048,311	4,546,629	1006.28%
Technology	207	502,910	502,703	242951.69%
ICC CIP	758,944	2,942,141	2,183,197	387.66%

**ARPA**

	TOTAL RECEIPTS	EXPENDED	BALANCE	%
General	16,914,159	13,069,822	3,844,337	77.27%
ICC CIP	6,585,132	6,585,130	2	100.00%
	23,499,291	19,654,952	3,844,339	83.64%

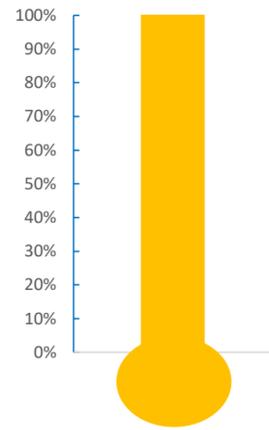
Irving Convention and Visitors Bureau  
 FY23 Cash Flow  
 September 2023



	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	\$1,485,783	\$767,048
EXPENSES	\$997,898	\$1,879,106	\$895,163	\$2,098,520	\$832,542	\$879,605	\$708,170	\$624,520	\$978,720	\$678,770	\$5,830,765	\$1,812,557
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	\$8,190,136	\$7,144,627

■ REVENUE   
 ■ EXPENSES   
 ■ ENDING CASH

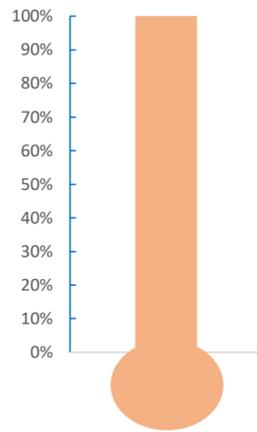
**REPAYMENT OF FY21 LOAN FROM CITY**



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

**FY22 YEAR END GOAL**  
**N/A**

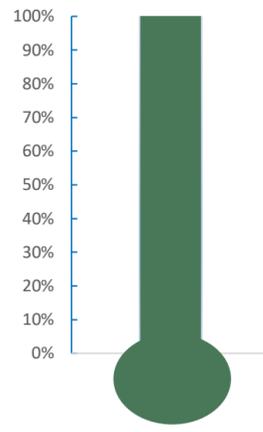
**COMBINED FUNDS**



**GOAL: \$12,000,000**  
**CURRENT: \$13,046,498**

**FY23 YEAR END GOAL**  
**\$10,500,000**

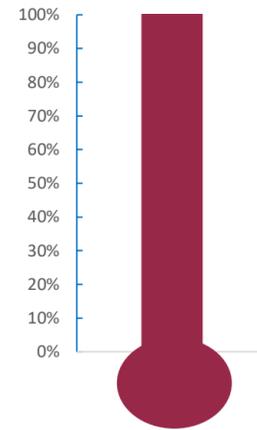
**GENERAL FUND**



**GOAL: \$3,000,000**  
**CURRENT: \$4,825,389**

**FY23 YEAR END GOAL**  
**\$2,000,000**

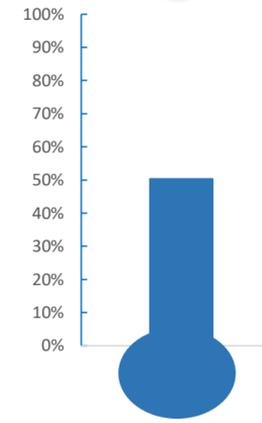
**CATASTROPHIC RESERVE**



**GOAL: \$5,000,000**  
**CURRENT: \$5,048,311**

**FY23 YEAR END GOAL**  
**\$5,000,000**

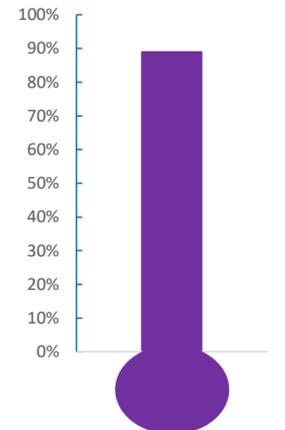
**TECHNOLOGY FUND**



**GOAL: \$1,000,000**  
**CURRENT: \$503,117**

**FY23 YEAR END GOAL**  
**\$500,000**

**ICC RESERVE/CIP FUND**



**GOAL: \$3,000,000**  
**CURRENT: \$2,669,681**

**FY23 YEAR END GOAL**  
**\$3,000,000**



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
SEPTEMBER 2023

**Assets**

Cash and equivalents	3,387,597.49
Investments	3,757,030.00
Tax receivables	1,555,791.87
Receivables	819,221.00
Accrued interest rec	16,429.37

**Liabilities**

Accounts payables	505,031.27
Accr wages & benf	422,451.60
Unearned revenue	3,720,397.98
Due to other funds	62,799.82

**Total Liabilities** 4,710,680.67

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	4,825,389.06

**Total Fund Balance** 4,825,389.06

**Total Assets** 9,536,069.73

**Total Liabilities and Fund Balance** 9,536,069.73



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

Code	Account	MID Actual	YTD Actual	Revised Budget	YTD	encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	2,354,084.62	8,658,703.53	8,000,000.00	108.2%	0.00	(658,703.53)
	PENALTY AND INTEREST	33,063.64	89,056.97	0.00	100.0%	0.00	(89,056.97)
	PRIOR YEAR	(136,009.90)	212,184.98	0.00	100.0%	0.00	(212,184.98)
	SHORT-TERM RENTALS	69,649.10	174,822.01	0.00	100.0%	0.00	(174,822.01)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>2,320,787.46</b>	<b>9,134,767.49</b>	<b>8,000,000.00</b>	<b>114.2%</b>	<b>0.00</b>	<b>(1,134,767.49)</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	1,246,324.33	5,078,391.96	7,324,375.00	69.3%	0.00	2,245,983.04
<b>M4 - INVESTMENT INCOME</b>							
		45,534.64	252,252.54	6,000.00	4204.2%	0.00	(246,252.54)
<b>M5 - MISCELLANEOUS</b>							
		0.00	486,501.52	11,000.00	4422.7%	0.00	(475,501.52)
<b>TOTAL REVENUE</b>		<b>3,612,646.43</b>	<b>14,951,913.51</b>	<b>15,341,375.00</b>	<b>97.5%</b>	<b>0.00</b>	<b>389,461.49</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		572,938.40	2,814,555.34	3,004,745.00	93.7%	0.00	190,189.66
<b>N2 - BENEFITS</b>							
		94,410.96	535,455.02	600,263.00	89.2%	0.00	64,807.98
<b>N4 - SUPPLIES</b>							
		25,214.65	62,320.25	79,030.00	78.9%		16,709.75
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		4,602.38	20,942.26	26,500.00	79.0%	0.00	5,557.74
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	21,000.00	21,000.00	21,000.00	100.0%	0.00	0.00
	FREIGHT	666.06	2,550.27	3,800.00	67.1%	0.00	1,249.73
	MARKETING AND SALES RESOURCES	48,467.51	127,441.10	137,470.00	92.7%	0.00	10,028.90
	MEDIA ADVERTISING	46,829.52	541,168.14	605,040.84	89.4%	62,568.14	1,304.56
	POSTAGE EQUIPMENT RENTAL	662.16	2,648.64	2,650.00	99.9%	0.00	1.36
	PROFESSIONAL SERVICES	519,183.60	2,516,291.36	2,616,700.00	96.2%	0.00	100,408.64
	PROPERTY MANAGEMENT SERVICES	(470,971.00)	575,779.00	1,395,000.00	41.3%	0.00	819,221.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>165,837.85</b>	<b>3,786,878.51</b>	<b>4,781,660.84</b>	<b>79.2%</b>	<b>62,568.14</b>	<b>932,214.19</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	51,171.71	341,303.09	419,590.00	81.3%	0.00	78,286.91
	MILEAGE REIMBURSEMENT	314.75	2,061.48	4,250.00	48.5%	0.00	2,188.52
	MEMBERSHIP AND DUES	4,442.00	53,810.77	64,900.00	82.9%	0.00	11,089.23
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>55,928.46</b>	<b>397,175.34</b>	<b>488,740.00</b>	<b>81.3%</b>	<b>0.00</b>	<b>91,564.66</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	138,045.00	138,045.00	100.0%	0.00	0.00
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	92,831.49	365,390.65	384,000.00	95.2%	0.00	18,609.35
	BUSINESS DEV INCENTIVE PROG	71,007.00	533,923.26	540,000.00	98.9%	0.00	6,076.74
	CONVENTION SERVICES MATERIALS	159.89	62,853.27	75,000.00	83.8%	0.00	12,146.73
	EVENT SPONSORSHIPS	0.00	85,782.75	112,679.00	76.1%	0.00	26,896.25
	ICVB VOLUNTEER PROGRAM	588.00	588.00	7,840.00	7.5%	0.00	7,252.00
	LOCAL PROGRAMS-PROMOTIONS	31,910.08	779,028.98	810,100.00	96.2%	0.00	31,071.02
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>196,496.46</b>	<b>1,827,566.91</b>	<b>1,929,619.00</b>	<b>94.7%</b>	<b>0.00</b>	<b>102,052.09</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	8,078.00	47,041.00	17.2%	0.00	38,963.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE FUND	0.00	4,497,790.00	4,497,790.00	100.0%	0.00	0.00
	TRSF TO ICVB TECHNOLOGY FUND	0.00	500,000.00	500,000.00	100.0%	0.00	0.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	1,601,289.00	2,101,289.00	76.2%	0.00	500,000.00
	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
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>6,712,524.00</b>	<b>7,212,524.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>500,000.00</b>
<b>TOTAL EXPENDITURES</b>		<b>1,115,429.16</b>	<b>16,303,540.63</b>	<b>18,308,167.84</b>	<b>89.1%</b>	<b>62,568.14</b>	<b>1,942,059.07</b>

Beginning Fund Balance	6,177,016.18
Revenues	14,951,913.51
Expenditures	(16,303,540.63)
Ending Fund Balance	<u>4,825,389.06</u>

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



2202 - ICVB RESERVE  
MONTHLY BALANCE SHEET  
SEPTEMBER 30, 2023

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**Assets**

Cash and equivalents	28,706.78
Investments	4,997,790.00
Accrued interest rec	21,814.15

**Total Assets**

5,048,310.93

**Liabilities**

**Total Liabilities**

0.00

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	5,048,310.93

**Total Fund Balance**

5,048,310.93

**Total Liabilities and Fund Balance**

5,048,310.93



**IRVING CONVENTION AND VISITORS BUREAU - RESERVE FUND**  
**MONTHLY FINANCIAL REPORT**  
**SEPTEMBER 2023**

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
	M4 - INVESTMENT INCOME	0.00	48,838.79	1,500.00	3255.9%	0.00	(47,338.79)
	M6 - TRANSFER FROM ICVB GENERAL	0.00	4,497,790.00	4,497,790.00	100.0%	0.00	0.00
	<b>TOTAL REVENUE</b>	<b>0.00</b>	<b>4,546,628.79</b>	<b>4,499,290.00</b>	<b>101.1%</b>	<b>0.00</b>	<b>(47,338.79)</b>
<b>EXPENDITURES</b>							
	NONE	0.00	0.00	0.00	0.0%	0.00	0.00
	<b>TOTAL EXPENDITURES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>0.00</b>

Beginning Fund Balance	501,682.14
Revenues	4,546,628.79
Expenditures	0.00
Ending Fund Balance	5,048,310.93

**NOTE:**

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



2203 - ICVB TECHNOLOGY  
MONTHLY BALANCE SHEET

SEPTEMBER 30, 2023

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**Assets**

Cash and equivalents	934.67
Investments	500,000.00
Accrued interest rec	2,182.39

**Total Assets**

503,117.06

**Liabilities**

**Total Liabilities**

0.00

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	503,117.06

**Total Fund Balance**

503,117.06

**Total Liabilities and Fund Balance**

503,117.06



**IRVING CONVENTION AND VISITORS BUREAU - TECHNOLOGY FUND**  
**MONTHLY FINANCIAL REPORT**  
**SEPTEMBER 2023**

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
	M4 - INVESTMENT INCOME	0.00	2,909.52	1,500.00	194.0%	0.00	(1,409.52)
	M6 - TRANSFER FROM ICVB GENERAL	0.00	500,000.00	500,000.00	100.0%	0.00	0.00
	<b>TOTAL REVENUE</b>	<b>0.00</b>	<b>502,909.52</b>	<b>501,500.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>(1,409.52)</b>
<b>EXPENDITURES</b>							
	NONE	0.00	0.00	0.00	0.0%	0.00	0.00
	<b>TOTAL EXPENDITURES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>0.00</b>

Beginning Fund Balance	207.54
Revenues	502,909.52
Expenditures	0.00
Ending Fund Balance	503,117.06

**NOTE:**

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



2204 - ICVB CONV CENTER RESERVE / CIP  
MONTHLY BALANCE SHEET  
SEPTEMBER 30, 2023

**Assets**

Cash and equivalents	2,615,099.38
Investments	2,103,000.00
Receivables	8,008,030.34
Accrued interest rec	9,198.66

**Liabilities**

Accounts payables	338,511.56
Unearned revenue	1,866,314.67
Deferred inflow	7,860,820.90
<b>Total Liabilities</b>	<b>10,065,647.13</b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,669,681.25
<b>Total Fund Balance</b>	<b>2,669,681.25</b>

**Total Assets** 12,735,328.38

**Total Liabilities and Fund Balance** 12,735,328.38



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	1,933,402.00	3,346,196.46	2,880,000.00	116.2%	0.00	(466,196.46)
M4 - INVESTMENT INCOME		18,673.51	90,824.62	5,000.00	1816.5%	0.00	(85,824.62)
M5 - MISCELLANEOUS		83,496.24	363,657.50	764,000.00	47.6%	0.00	400,342.50
M6 - TRANSFER FROM ICVB GENERAL		0.00	1,601,289.00	2,101,289.00	76.2%	0.00	500,000.00
M7 - LEASES		147,621.00	147,621.00	0.00	-100.0%	0.00	(147,621.00)
<b>TOTAL REVENUE</b>		<b>2,183,192.75</b>	<b>5,549,588.58</b>	<b>5,750,289.00</b>	<b>96.5%</b>	<b>0.00</b>	<b>200,700.42</b>
<b>EXPENDITURES</b>							
N4 - FURNITURE/FIXTURES LESS THAN \$5000		141,366.17	322,664.97	322,665.00	100.0%	0.00	0.03
N7 - STRUCTURE MAINTENANCE		675,923.64	1,623,478.90	1,623,489.00	100.0%	0.00	10.10
O3 - OUTSIDE SERVICES		90,434.59	107,992.59	107,993.00	100.0%	0.00	0.41
P1 - CAPITAL EXPENDITURES		446,403.67	1,312,254.85	1,317,392.00	99.6%	0.00	5,137.15
<b>TOTAL EXPENDITURES</b>		<b>1,354,128.07</b>	<b>3,366,391.31</b>	<b>3,371,539.00</b>	<b>99.8%</b>	<b>0.00</b>	<b>5,147.69</b>

Beginning Fund Balance	758,943.99
Revenues	5,549,588.58
Expenditures	(3,366,391.31)
Ending Fund Balance	<u>2,942,141.26</u>

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



Irving Convention and Visitors Bureau

Check Register  
September 2023

Check #	Check Date	Line Item Description	Check	Invoice Amount	
			Amount	ARPA	HOT TAX
80063374	9/5/2023	CONFERENCEDIRECT LLC MEDIA ADVERTISING                      ADVERTISING	6,500.00	6,500.00	
80063375	9/5/2023	CUTTS, SUSAN PROFESSIONAL SERVICES                      DATA ENTRY SERVICES - AUG 14-25, 2023	1,341.00	1,341.00	
80063376	9/5/2023	FEDERAL EXPRESS CORPORATION FREIGHT                      SHIPPING	187.85		30.17
		FREIGHT                      SHIPPING			49.34
		FREIGHT                      SHIPPING			27.54
		FREIGHT                      SHIPPING			80.80
80063377	9/5/2023	GAST, MAURA MILEAGE REIMBURSEMENT                      JUN 2023 - MILEAGE	211.57		149.34
		MILEAGE REIMBURSEMENT                      JUL 2023 - MILEAGE			62.23
80063378	9/5/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING                      ADVERTISING	321.50	321.50	
80063379	9/5/2023	IPROMOTEU.COM, INC. MARKETING RESOURCES                      COCKTAIL TRAIL- CONFETTI POPPERS/POP ROCKS CANDY	4,529.67	568.69	
		MARKETING RESOURCES                      DART COOLING STATION EVENT-BOTTLE WATER		988.77	
		MARKETING RESOURCES                      SWAG-COCKTAIL KIT		2,972.21	
80063380	9/5/2023	LAS COLINAS COURTYARD BY MARRIOTT BUSINESS DEV INCENTIVE PROG                      USSSA DFW WORLD SERIES/JULY 2023	235.00	235.00	
80063381	9/5/2023	LIFE TEEN INC BUSINESS DEV INCENTIVE PROG                      STEUBENVILLE/LIFE TEEN/JUNE 2023	10,680.00	10,680.00	
80063382	9/5/2023	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING                      ADVERTISING	3,000.00	3,000.00	
80063383	9/5/2023	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG                      AXOGEN MID-YEAR SALES MEETING/AUG 2023	2,160.00	2,160.00	
80063384	9/5/2023	STUDENT VETERANS OF AMERICA BUSINESS DEV INCENTIVE PROG                      SVA REGIONAL SUMMIT/AUG 2023	164.00	164.00	
80063385	9/5/2023	TEXAS CORNHOLE LEAGUE, LLC BUSINESS DEV INCENTIVE PROG                      RYDER CUP/AUG 2023	2,745.00	2,745.00	
80063386	9/5/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG                      MILWAUKEE BREWERS VS TX RANGERS/AUG 2023	2,275.00	1,175.00	
		BUSINESS DEV INCENTIVE PROG                      LAS VEGAS RAIDERS-COWBOYS/AUG 2023		1,100.00	
80063387	9/5/2023	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES                      SPEAKER ZEEK COLEMAN-MEET THE BUREAU 9/19/23	3,000.00	3,000.00	
80063388	9/12/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE                      AUG 2023 - RECEIPTS	87,277.07	43,000.00	44,277.07
80063389	9/12/2023	CLUBCORP USA, INC. LOCAL PROGRAMS-PROMOTIONS                      EVENT TRUST FUND REIMBURSEMENT	356,207.00	356,207.00	
80063390	9/12/2023	ESPINOZA, ANABEL COMMUNICATIONS                      MAY 2023 - CELL	100.42		75.00
		MILEAGE REIMBURSEMENT                      SCAVENGER HUNT 2023 - MILEAGE			25.42
80063391	9/12/2023	FOJTASEK, LORI COMMUNICATIONS                      JUL 2023 - CELL	75.00		75.00
80063392	9/12/2023	GROVES, DONNA TRAVEL AND TRAINING                      FEA ANNUAL CONFERNECE 2023	123.76		58.76
		COMMUNICATIONS                      JUL 2023 - CELL			65.00
80063393	9/12/2023	HOPKINS, CHERYL COMMUNICATIONS                      JUL 2023 - CELL	75.00		75.00
80063394	9/12/2023	LAUDA, MARIANNE COMMUNICATIONS                      JUN 2023 - CELL	150.00		75.00
		COMMUNICATIONS                      JUL 2023 - CELL			75.00



Irving Convention and Visitors Bureau

Check Register  
September 2023

Check #	Check Date	Line Item Description	Check	Invoice Amount	
			Amount	ARPA	HOT TAX
80063395	9/12/2023	LOPEZ, BRENDA COMMUNICATIONS JUL 2023 - CELL	75.00		75.00
80063396	9/12/2023	MANSELL, LORI COMMUNICATIONS JUL 2023 - CELL / MISC LOCAL PROGRAMS-PROMOTIONS JUL 2023 - CELL / MISC	91.44		56.44 35.00
80063397	9/12/2023	MANSOUR, KAYLA COMMUNICATIONS JUN 2023 - CELL COMMUNICATIONS OCT 2022 - CELL	150.00		75.00 75.00
80063398	9/12/2023	PETTY, BRICE COMMUNICATIONS JUN 2023 - CELL COMMUNICATIONS JUL 2023 - CELL COMMUNICATIONS MAR 2023 - CELL	198.45		66.15 66.15 66.15
80063399	9/12/2023	ROSE, SUSAN TRAVEL AND TRAINING DI ANNUAL CONFERENCE 2023 COMMUNICATIONS JUL 2023 - CELL / MILEAGE MILEAGE REIMBURSEMENT JUL 2023 - CELL / MILEAGE	126.06		39.20 75.00 11.86
80063400	9/12/2023	SMG PROPERTY MANAGEMENT SERVICES SUBSIDY	348,250.00	348,250.00	
80063401	9/12/2023	SMG OFFICE FURN AND FIXT LESS 5000 MUSTANGE LOUNGE FURNITURE OFFICE FURN AND FIXT LESS 5000 PIPE AND DRAPE FOR STAGE BACKDROPS BUILDINGS MAINT LEVEL 1 LOBBY PAINTING BUILDINGS PERFORMANCE STAGE OFFICE FURN AND FIXT LESS 5000 GLASS WALL INSTALL / MISC OFFICE FURNITURE OTHER SUPPLIES BANQUET WARES BUILDINGS MAINT DIGITAL SIGNAGE UPGRADES BUILDINGS MAINT PACKET SHAPPER (NETWORK ENHANCEMENTS) OFFICE MACHINERY LESS 5000 NETWORK SWITCHES PROFESSIONAL SERVICES NETWORK DISASTER AND RECOVERY PROFESSIONAL SERVICES NETRAVEN NOC	806,543.53		39,784.63 9,114.59 43,550.00 139,380.00 28,303.55 25,664.97 152,315.50 139,832.90 152,197.39 21,500.00 54,900.00
80063402	9/12/2023	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES CUSTOM LODGING FORECAST - JULY 2023	6,000.00	6,000.00	
80063403	9/12/2023	TUNGETT, MATT COMMUNICATIONS JUL 2023 - CELL	70.00		70.00
80063404	9/12/2023	WHITE, MONTY TRAVEL AND TRAINING COMMUNICATIONS TRAINING	137.00		137.00
80063405	9/19/2023	ANGEL HOSPITALITY VIII LLC BUSINESS DEV INCENTIVE PROG PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023	300.00	300.00	
80063406	9/19/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG USMEPCOM MEPS/AUG 2023	3,291.00	3,291.00	
80063407	9/19/2023	CAROL STODDARD PROFESSIONAL SERVICES HIGH SPIRITED CITIZENS CERTIFICATES - CALLIGRAPHY	150.00	150.00	
80063408	9/19/2023	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC MEDIA ADVERTISING ADVERTISING MEDIA ADVERTISING ADVERTISING	750.00		250.00 500.00
80063409	9/19/2023	CUTTS, SUSAN PROFESSIONAL SERVICES DATA ENTRY SERVICES - AUG 28 - SEPT 08, 2023	1,350.00	1,350.00	
80063410	9/19/2023	DANIEL CAMPBELL PROFESSIONAL SERVICES HIGH SPIRITED CITIZENS AWARDS - PHOTOGRAPHY	300.00	300.00	
80063411	9/19/2023	GREENSPRING MEDIA LLC MEDIA ADVERTISING ADVERTISING	945.00	945.00	
80063412	9/19/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING ADVERTISING	321.50	321.50	



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				ARPA	HOT TAX	
80063413	9/19/2023	<b>IPROMOTEU.COM, INC.</b>	4,724.95			
		MARKETING RESOURCES			1,920.08	
		MARKETING RESOURCES			2,804.87	
80063414	9/19/2023	<b>IRVING - LAS COLINAS ROTARY CLUB</b>	40.00			
		MEMBERSHIPS, CERTS, & LICENSES		AUGUST 2023		40.00
80063415	9/19/2023	<b>LAS COLINAS COURTYARD BY MARRIOTT</b>	125.00			
		BUSINESS DEV INCENTIVE PROG		PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023		125.00
80063416	9/19/2023	<b>LAS COLINAS JOINT VENTURE LLC</b>	270.00			
		BUSINESS DEV INCENTIVE PROG		PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023		270.00
80063417	9/19/2023	<b>LEO HOSPITALITY, LLC</b>	555.00			
		BUSINESS DEV INCENTIVE PROG		PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023		555.00
80063418	9/19/2023	<b>MALONEY STRATEGIC COMMUNICATION INC</b>	13,825.24			
		PROFESSIONAL SERVICES		ICVB TRAVELERS GUIDE - PHASE II		10,540.00
		PROFESSIONAL SERVICES		ICVB 4TH QUARTER COLLATERAL REPRINTS		3,285.24
80063419	9/19/2023	<b>MANUSAMA, DEBORA CHRISTY</b>	2,343.02			
		PROFESSIONAL SERVICES		DIGITAL CONTENT SPECIALIST		2,343.02
80063420	9/19/2023	<b>PACKAGE EXPRESS LLC</b>	404.21			
		FREIGHT		LOCAL DELIVERY SERVICE		365.32
		FREIGHT		LOCAL DELIVERY SERVICE		38.89
80063421	9/19/2023	<b>PANADE II, LTD</b>	105.00			
		BUSINESS DEV INCENTIVE PROG		PIERCE FAMILY REUNION/SEPT 2023		105.00
80063422	9/19/2023	<b>SMG</b>	1,630.85			
		LOCAL PROGRAMS-PROMOTIONS		CATERING		1,630.85
80063423	9/19/2023	<b>SMG</b>	25,043.70			
		BUILDINGS MAINT		WESTIN GARAGE RENTAL - SEPT 2023		25,043.70
80063424	9/19/2023	<b>SOURCE STRATEGIES, LLC</b>	750.00			
		SUBSCRIPTIONS-PUBLICATIONS		ANNUAL TX HOTEL FACTBOOK		750.00
80063425	9/19/2023	<b>STAMATS COMMUNICATIONS, INC.</b>	2,000.00			
		MEDIA ADVERTISING		ADVERTISING		2,000.00
80063426	9/19/2023	<b>STAPLES INC</b>	914.22			
		OFFICE SUPPLIES		OFFICE SUPPLIES		490.25
		OFFICE SUPPLIES		OFFICE SUPPLIES		348.28
		OFFICE SUPPLIES		OFFICE SUPPLIES		75.69
80063427	9/19/2023	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b>	2,679.00			
		MEDIA ADVERTISING		ADVERTISING - TEXAS HIGHWAYS		2,679.00
80063428	9/19/2023	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>	1,200.00			
		BUSINESS DEV INCENTIVE PROG		OAKLAND A'S VS TX RANGERS/SEPT 2023		1,200.00
80063429	9/19/2023	<b>TUCKER &amp; ASSOCIATES, LLC</b>	4,146.62			
		PROFESSIONAL SERVICES		MONTHLY RETAINER-SEP 2023/REIMBURSABLES-AUG 2023		4,146.62
80063430	9/19/2023	<b>WFAA-TV INC</b>	5,544.41			
		MEDIA ADVERTISING		ADVERTISING		5,544.41
80063431	9/26/2023	<b>ASHFORD TRS CORPORATION</b>	4,417.00			
		BUSINESS DEV INCENTIVE PROG		COCAINE ANONYMOUS WORLD SERVICE CONFERENCE		4,417.00
80063432	9/26/2023	<b>BOYER JAUDES, CAROL</b>	150.00			
		COMMUNICATIONS		AUG 2023 - JUL/AUG CELL		150.00
80063433	9/26/2023	<b>ESPINOZA, ANABEL</b>	271.89			
		COMMUNICATIONS		AUG 2023 - CELL / MILEAGE		75.00
		MILEAGE REIMBURSEMENT		AUG 2023 - CELL / MILEAGE		42.31
		COMMUNICATIONS		JUN 2023 - CELL / MILEAGE		75.00
		MILEAGE REIMBURSEMENT		JUN 2023 - CELL / MILEAGE		4.58
		COMMUNICATIONS	JUL 2023 - CELL		75.00	



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			Amount	ARPA	HOT TAX
80063434	9/26/2023	<b>FEDERAL EXPRESS CORPORATION</b>	57.66		
		FREIGHT SHIPPING			12.49
		FREIGHT SHIPPING			45.17
80063435	9/26/2023	<b>FOJTASEK, LORI</b>	90.00		
		COMMUNICATIONS AUG 2023 - CELL			75.00
		TRAVEL AND TRAINING TACVB 2023			15.00
80063436	9/26/2023	<b>FOSTER, WENDY</b>	231.78		
		TRAVEL AND TRAINING MPI WEC 2023			16.42
		COMMUNICATIONS AUG 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT AUG 2023 - CELL / MILEAGE			19.26
		COMMUNICATIONS JUL 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT JUL 2023 - CELL / MILEAGE		46.10	
80063437	9/26/2023	<b>GROVES, DONNA</b>	176.21		
		COMMUNICATIONS AUG 2023 - CELL			65.00
		TRAVEL AND TRAINING CONNECT MARKETPLACE 2023			111.21
80063438	9/26/2023	<b>HOPKINS, CHERYL</b>	184.52		
		TRAVEL AND TRAINING CVENT CONNECT 2023			27.84
		COMMUNICATIONS AUG 2023 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS AUG 2023 - CELL / MISC			40.00
		TRAVEL AND TRAINING CONNECT MARKETPLACE 2023		41.68	
80063439	9/26/2023	<b>IMAGO MEDIA, INC.</b>	2,500.00		
		MEDIA ADVERTISING ADVERTISING			2,500.00
80063440	9/26/2023	<b>IPROMOTEU.COM, INC.</b>	11,085.62		
		SALES RESOURCES SINGLE LOOP SHADE PREST-O-SHADE			2,254.10
		SALES RESOURCES ARC TELESCOPIC FOLDING TRAVEL UMBRELLAS			2,994.02
		SALES RESOURCES ZEN ON THE GO - LAVENDAR USB DRIVES			2,837.83
		MARKETING RESOURCES BRANDED SWAG - APPLE AIR TAG		2,999.67	
80063441	9/26/2023	<b>LAS COLINAS RESIDENCE INN</b>	170.00		
		BUSINESS DEV INCENTIVE PROG PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023			170.00
80063442	9/26/2023	<b>LAUDA, MARIANNE</b>	75.00		
		COMMUNICATIONS AUG 2023 - CELL			75.00
80063443	9/26/2023	<b>LEVINE, KATHY</b>	130.88		
		COMMUNICATIONS JUL 2023 - CELL			65.44
		COMMUNICATIONS AUG 2023 - CELL			65.44
80063444	9/26/2023	<b>LOPEZ, BRENDA</b>	75.00		
		COMMUNICATIONS AUG 2023 - CELL			75.00
80063445	9/26/2023	<b>MANSOUR, KAYLA</b>	217.57		
		COMMUNICATIONS AUG 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT AUG 2023 - CELL / MILEAGE			63.44
		COMMUNICATIONS JUL 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT JUL 2023 - CELL / MILEAGE		4.13	
80063446	9/26/2023	<b>PACKAGE EXPRESS LLC</b>	93.38		
		FREIGHT LOCAL DELIVERY SERVICE			46.69
		FREIGHT LOCAL DELIVERY SERVICE			46.69
80063447	9/26/2023	<b>PETTY, BRICE</b>	66.15		
		COMMUNICATIONS AUG 2023 - CELL			66.15
80063449	9/26/2023	<b>ROBERTS, DEBBIE</b>	223.04		
		COMMUNICATIONS SEPT 2023 - CELL			75.00
		COMMUNICATIONS JUL 2023 - CELL / MISC			75.00
		LOCAL PROGRAMS-PROMOTIONS JUL 2023 - CELL / MISC			(11.96)
		COMMUNICATIONS AUG 2023 - CELL			75.00
		TRAVEL AND TRAINING CONNECT MARKETPLACE 2023		10.00	



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			Amount	ARPA	HOT TAX
80063450	9/26/2023	<b>ROSE, SUSAN</b>	<b>89.80</b>		
		COMMUNICATIONS AUG 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT AUG 2023 - CELL / MILEAGE			14.80
80063451	9/26/2023	<b>SMG</b>	<b>520.00</b>		
		BUSINESS DEV INCENTIVE PROG TEXAS TOTAL REWARDS CONFERENCE/AUG 2023		520.00	
80063452	9/26/2023	<b>SMG</b>	<b>425,259.09</b>		
		BUILDINGS MAINT MIXING VALVE		4,928.22	
		BUILDINGS MAINT CHILLER 2 REPAIR		9,372.00	
		BUILDINGS MAINT TERRACE LEDGE WOOD REPLACEMENT		18,000.00	
		OFFICE MACHINERY LESS 5000 F&B EQUIPMENT		9,908.93	
		BUILDINGS MAINT WESTIN GARAGE REPAIRS		18,000.00	
		STREETSCAPING CROSSWALK INSTALL		20,000.00	
		BUILDINGS MAINT OFFICE FLOORING		9,376.56	
		OFFICE FURN AND FIXT LESS 5000 GUEST CHAIRS & LEVEL 1 BOARD ROOM CHAIRS		47,216.80	
		BUILDINGS PREPAID OVERAGE (EXTERIOR BLDG LIGHTING)		(58,000.00)	
		OFFICE MACHINERY KITCHEN EQUIPMENT		276,023.51	
		OFFICE MACHINERY TRIMARK CREDIT (F&B EQUIPMENT)		(6,883.33)	
		OTHER SUPPLIES KITCHEN CHINA		27,820.40	
		BUILDINGS MAINT FLOOR REPAIRS		49,496.00	
80063453	9/26/2023	<b>STAMATS COMMUNICATIONS, INC.</b>	<b>5,500.00</b>		
		MEDIA ADVERTISING ADVERTISING		5,500.00	
80063454	9/26/2023	<b>TRIPADVISOR, LLC</b>	<b>576.00</b>		
		MEDIA ADVERTISING ADVERTISING		576.00	
80063455	9/26/2023	<b>TSDC, INC.</b>	<b>2,060.00</b>		
		BUSINESS DEV INCENTIVE PROG LEARNING FORWARD TEXAS/JUNE 2023		2,060.00	
80063456	9/26/2023	<b>TUNGETT, MATT</b>	<b>289.00</b>		
		TRAVEL AND TRAINING CONNECT MARKETPLACE 2023			92.00
		TRAVEL AND TRAINING CVENT CONNECT 2023			127.00
		COMMUNICATIONS AUG 2023 - CELL			70.00
80063457	9/29/2023	<b>AMERICAN COLLEGE OF EMERGENCY PHYSICIANS</b>	<b>1,630.00</b>		
		BUSINESS DEV INCENTIVE PROG CORPORATE COUNCIL MEETING/JULY 2023		750.00	
		BUSINESS DEV INCENTIVE PROG EMS SUBSPECIALTY CERTIFICATION REVIEW/AUG 2023		660.00	
		BUSINESS DEV INCENTIVE PROG BOARD OF DIRECTORS STRATEGIC PLANNING/SEPT 2023		220.00	
80063458	9/29/2023	<b>AMERICAN CONCRETE PIPE ASSOCIATION</b>	<b>175.00</b>		
		BUSINESS DEV INCENTIVE PROG ACPA GUEST ROOM BLOCK/AUG 2023		175.00	
80063459	9/29/2023	<b>AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC</b>	<b>71,728.55</b>		
		ACCOUNTS PAYABLE SEPT 2023 - RECEIPTS		17,579.00	54,149.55
80063460	9/29/2023	<b>ASHFORD TRS CORPORATION</b>	<b>5,360.00</b>		
		BUSINESS DEV INCENTIVE PROG XTREME HIP HOP WITH PHIL/SEPT 2023		4,925.00	
		BUSINESS DEV INCENTIVE PROG SAFRAN EXPORT-IMPORT CONFERENCE/SEPT 2023		435.00	
80063461	9/29/2023	<b>BH DFW PROPERTY LP</b>	<b>630.00</b>		
		BUSINESS DEV INCENTIVE PROG P-CON/SEPT 2023		630.00	
80063462	9/29/2023	<b>COLLEGIATE SPORTS TRAVEL, INC</b>	<b>875.00</b>		
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT TCU HOME GAMES/SEPT 2023		40.00	
		BUSINESS DEV INCENTIVE PROG AACFOA-SMU FOOTBALL OFFICIALS TRAVEL/SEPT2023		90.00	
		BUSINESS DEV INCENTIVE PROG AACFOA-UNT FOOTBALL OFFICIALS TRAVEL/SEPT2023		80.00	
		BUSINESS DEV INCENTIVE PROG AACFOA-SMU FOOTBALL OFFICIALS TRAVEL/SEPT2023		65.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT TCU HOME GAMES/SEPT 2023		110.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT BAYLOR HOME GAMES/SEPT 2023		60.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT BAYLOR HOME GAMES/SEPT 2023		105.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT BAYLOR HOME GAMES/SEPT 2023		135.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT TCU HOME GAMES/SEPT 2023		65.00	
		BUSINESS DEV INCENTIVE PROG BIG 12 OFFICIALS AT BAYLOR HOME GAMES/SEPT 2023		125.00	



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			Amount	ARPA	HOT TAX
80063463	9/29/2023	<b>CUTTS, SUSAN</b> PROFESSIONAL SERVICES DATA ENTRY SERVICES - SEPT 11-22, 2023	1,251.00	1,251.00	
80063464	9/29/2023	<b>ETERNAL HOSPITALITY SERVICES LLC</b> BUSINESS DEV INCENTIVE PROG PRIMETIME BASKETBALL CHAMPIONSHIP/JULY 2023	595.00	595.00	
80063465	9/29/2023	<b>FEDERAL EXPRESS CORPORATION</b> FREIGHT SHIPPING	7.80		7.80
80063466	9/29/2023	<b>FLOWSERVE US INC</b> BUSINESS DEV INCENTIVE PROG MECHANICAL SEAL FUNDAMENTALS/OCT 2022	610.00	60.00	
		BUSINESS DEV INCENTIVE PROG TRAIN THE TRAINER/NOV 2022		10.00	
		BUSINESS DEV INCENTIVE PROG PUMP & MECHANICAL SEAL PRINCIPLES/DEC 2022		100.00	
		BUSINESS DEV INCENTIVE PROG MECHANICAL SEAL FUNDAMENTALS/DEC 2022		100.00	
		BUSINESS DEV INCENTIVE PROG CENTRIFUGAL PUMP FUNDAMENTALS/DEC 2022		160.00	
		BUSINESS DEV INCENTIVE PROG ROOT CAUSE ANALYSIS/NOV 2022		120.00	
		BUSINESS DEV INCENTIVE PROG CENTRIFUGAL PUMP FUNDAMENTALS/OCT 2022		40.00	
		BUSINESS DEV INCENTIVE PROG PUMP AND MECHANICAL SEAL PRINCIPLES/OCT 2022		20.00	
80063467	9/29/2023	<b>GAST, MAURA</b> TRAVEL AND TRAINING DI ANNUAL CONFERENCE 2023	247.59		57.00
		TRAVEL AND TRAINING SIMPLEVIEW ADVISORY BOARD MTG & SUMMIT 2023			28.00
		TRAVEL AND TRAINING TACVB 2023			15.00
		MILEAGE REIMBURSEMENT AUG 2023 - MILEAGE / MISC			77.29
		LOCAL PROGRAMS-PROMOTIONS AUG 2023 - MILEAGE / MISC			70.30
80063468	9/29/2023	<b>HCRE LAS COLINAS TRS, LLC</b> BUSINESS DEV INCENTIVE PROG USSSA DFW WORLD SERIES/JULY 2023	750.00	750.00	
80063469	9/29/2023	<b>MALONEY STRATEGIC COMMUNICATION INC</b> PROFESSIONAL SERVICES 2023 ICVB TRAVELER'S GUIDE FULFILLMENT	49,947.23	1,156.63	
		PROFESSIONAL SERVICES 2023 ICC STATIONERY CAMPAIGN		4,760.00	
		PROFESSIONAL SERVICES 2023 ICVB BUSINESS CARD PRINTING		287.00	
		PROFESSIONAL SERVICES 2023 INVENTORY STORAGE / MGMT- AUG/SEPT		649.60	
		PROFESSIONAL SERVICES ICVB TRAVELERS GUIDE UPDATES (2 VERSIONS)		34,619.00	
		PROFESSIONAL SERVICES 2023 IRVING ON THE ROCKS CAMPAIGN		8,475.00	
80063470	9/29/2023	<b>MANSELL, LORI</b> COMMUNICATIONS AUG 2023 - CELL	93.62		45.63
		TRAVEL AND TRAINING AUSTIN CLIENT APPRECIATION LUNCHEON / SALES CALLS			47.99
80063471	9/29/2023	<b>MEETING PROFESSIONALS INTERNATIONAL</b> MEDIA ADVERTISING ADVERTISING	3,000.00	3,000.00	
80063472	9/29/2023	<b>NOME DFW LLC</b> BUSINESS DEV INCENTIVE PROG PRIMETIME BASKETBALL CHAMPIONSHIP/JULY 2023	650.00	650.00	
80063473	9/29/2023	<b>PFAFF, DIANA</b> COMMUNICATIONS APR 2023 - CELL	650.00		75.00
		COMMUNICATIONS AUG 2023 - CELL			75.00
		COMMUNICATIONS SEPT 2023 - CELL			75.00
		TRAVEL AND TRAINING DI INNOVATION SUMMIT 2023			10.00
		TRAVEL AND TRAINING HSMIAI - ADRIANS / DIGITAL MKTG CONF 2023			20.00
		COMMUNICATIONS OCT 2022 - CELL			75.00
		COMMUNICATIONS NOV 2022 - CELL			75.00
		COMMUNICATIONS DEC 2022 - CELL			75.00
		COMMUNICATIONS FEB 2023 - CELL			75.00
		COMMUNICATIONS MAR 2023 - CELL			75.00
		TRAVEL AND TRAINING ESTO 2023			20.00
80063474	9/29/2023	<b>SAIBABA DFW LODGING LLC</b> BUSINESS DEV INCENTIVE PROG PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023	265.00	265.00	



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			Amount	ARPA	HOT TAX
80063475	9/29/2023	<b>SMG</b>	<b>5,301.00</b>		
		BUSINESS DEV INCENTIVE PROG TPMA SOUTHWEST FOOT & ANKLE CONF/SEPT 2023		1,946.00	
		BUSINESS DEV INCENTIVE PROG TEXSOM CONFERENCE/TEXICAN BLOCK/AUG 2023		1,745.00	
		BUSINESS DEV INCENTIVE PROG TEXSOM CONFERENCE/WESTIN ICC BLOCK/AUG 2023		1,595.00	
		BUSINESS DEV INCENTIVE PROG TEXSOM CONFERENCE/OVERFLOW BLOCK/AUG 2023		15.00	
80063476	9/29/2023	<b>SOTO, MONICA</b>	<b>86.79</b>		
		COMMUNICATIONS CELL PHONE - JULY 2023			25.00
		COMMUNICATIONS CELL PHONE - AUGUST 2023			25.00
		COMMUNICATIONS CELL PHONE - SEPTEMBER 2023			25.00
		MILEAGE REIMBURSEMENT MILEAGE - JULY-AUGUST 2023			11.79
80063477	9/29/2023	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>	<b>6,240.00</b>		
		BUSINESS DEV INCENTIVE PROG NEW YORK JETS VS DALLAS COWBOYS/SEPT 2023		1,205.00	
		BUSINESS DEV INCENTIVE PROG BOSTON RED SOX VS TX RANGERS/SEPT 2023		1,145.00	
		BUSINESS DEV INCENTIVE PROG SEATTLE MARINERS VS TX RANGERS/SEPT 2023		1,420.00	
		BUSINESS DEV INCENTIVE PROG LION STREET INDABA/ SEPT 2023		2,470.00	
80063478	9/29/2023	<b>TUNGETT, MATT</b>	<b>5.00</b>		
		TRAVEL AND TRAINING TACVB 2023			5.00
80063479	9/29/2023	<b>WHITE, MONTY</b>	<b>115.95</b>		
		COMMUNICATIONS MAY 2023 - CELL			75.00
		COMMUNICATIONS JUL 2023 - CELL			75.00
		COMMUNICATIONS AUG 2023 - CELL			75.00
		TRAVEL AND TRAINING ESTO 2023			(96.58)
		TRAVEL AND TRAINING TACVB 2023			(162.47)
		COMMUNICATIONS JUN 2023 - CELL			75.00
		COMMUNICATIONS FEB 2023 - CELL			75.00
		<b>Total Number of Invoices</b>			<b>232</b>
		<b>Total Number of Checks</b>			<b>105</b>
			<b>2,321,433.16</b>	<b>2,188,823.38</b>	<b>132,609.78</b>
				<b>94.3%</b>	<b>5.7%</b>



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
October 2023



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
OCTOBER 2023

**Assets**

Cash and equivalents	2,938,666.67
Investments	4,449,130.00
Tax receivables	834,842.06
Receivables	819,221.00

**Total Assets**

**9,041,859.73**

**Liabilities**

Accounts payables	1,095,413.45
Accr wages & benf	301,556.52
Unearned revenue	3,720,397.98
Due to other funds	34,214.18

**Total Liabilities**

**5,151,582.13**

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	720,828.83
Unreserved	3,169,448.77

**Total Fund Balance**

**3,890,277.60**

**Total Liabilities and Fund Balance**

**9,041,859.73**



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

Code	Account	10/10 Actual	YTD Actual	Revised Budget	YTD	encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	0.00	0.00	10,089,968.00	0.0%	0.00	10,089,968.00
	PENALTY AND INTEREST	0.00	0.00	0.00	0.0%	0.00	0.00
	PRIOR YEAR	0.00	0.00	0.00	0.0%	0.00	0.00
	SHORT-TERM RENTALS	0.00	0.00	0.00	0.0%	0.00	0.00
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>0.00</b>	<b>0.00</b>	<b>10,089,968.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>10,089,968.00</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,298,790.00	0.0%	0.00	2,298,790.00
<b>M4 - INVESTMENT INCOME</b>							
		0.00	0.00	120,000.00	0.0%	0.00	120,000.00
<b>M5 - MISCELLANEOUS</b>							
		0.00	0.00	20,000.00	0.0%	0.00	20,000.00
<b>TOTAL REVENUE</b>		<b>0.00</b>	<b>0.00</b>	<b>12,528,758.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>12,528,758.00</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		95,237.94	95,237.94	3,112,235.00	3.1%	0.00	3,016,997.06
<b>N2 - BENEFITS</b>							
		20,337.14	20,337.14	594,135.00	3.4%	0.00	573,797.86
<b>N4 - SUPPLIES</b>							
		6,620.50	6,620.50	67,110.00	9.9%		60,489.50
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		25.00	25.00	27,500.00	0.1%	0.00	27,475.00
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	0.00	0.00	155,530.00	0.0%	0.00	155,530.00
	FREIGHT	24.91	24.91	2,700.00	0.9%	0.00	2,675.09
	MARKETING AND SALES RESOURCES	1,303.16	1,303.16	90,500.00	1.4%	0.00	89,196.84
	MEDIA ADVERTISING	0.00	0.00	632,568.14	0.0%	62,568.14	570,000.00
	POSTAGE EQUIPMENT RENTAL	0.00	0.00	2,650.00	0.0%	0.00	2,650.00
	PROFESSIONAL SERVICES	696,235.56	696,235.56	2,532,150.00	27.5%	658,260.69	1,177,653.75
	PROPERTY MANAGEMENT SERVICES	0.00	0.00	1,395,000.00	0.0%	0.00	1,395,000.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>697,563.63</b>	<b>697,563.63</b>	<b>4,811,098.14</b>	<b>14.5%</b>	<b>720,828.83</b>	<b>3,392,705.68</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	(1,075.91)	(1,075.91)	668,000.00	-0.2%	0.00	669,075.91
	MILEAGE REIMBURSEMENT	0.00	0.00	3,600.00	0.0%	0.00	3,600.00
	MEMBERSHIP AND DUES	3,620.00	3,620.00	78,990.00	4.6%	0.00	75,370.00
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>2,544.09</b>	<b>2,544.09</b>	<b>750,590.00</b>	<b>0.3%</b>	<b>0.00</b>	<b>748,045.91</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		37,962.50	37,962.50	151,850.00	25.0%	0.00	113,887.50
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	0.00	0.00	403,600.00	0.0%	0.00	403,600.00
	BUSINESS DEV INCENTIVE PROG	25,733.00	25,733.00	450,000.00	5.7%	0.00	424,267.00
	CONVENTION SERVICES MATERIALS	0.00	0.00	98,350.00	0.0%	0.00	98,350.00
	EVENT SPONSORSHIPS	48,668.75	48,668.75	137,500.00	35.4%	0.00	88,831.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	418.91	418.91	440,610.00	0.1%	0.00	440,191.09
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>74,820.66</b>	<b>74,820.66</b>	<b>1,535,060.00</b>	<b>4.9%</b>	<b>0.00</b>	<b>1,460,239.34</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	45,000.00	0.0%	0.00	45,000.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,100,000.00	0.0%	0.00	1,100,000.00
	TRSF TO POB RISK MITIGATION FUND	0.00	0.00	23,139.00	0.0%	0.00	23,139.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	0.00	3,550.00	0.0%	0.00	3,550.00
	TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>0.00</b>	<b>1,716,995.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>1,716,995.00</b>
<b>TOTAL EXPENDITURES</b>		<b>935,111.46</b>	<b>935,111.46</b>	<b>12,811,573.14</b>	<b>7.3%</b>	<b>720,828.83</b>	<b>11,155,632.85</b>

Beginning Fund Balance	4,825,389.06
Revenues	0.00
Expenditures	(935,111.46)
Ending Fund Balance	3,890,277.60

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  
OCTOBER 2023

**Assets**

Cash and equivalents	2,310,830.19
Investments	2,103,000.00
Receivables	8,008,030.34

**Total Assets**

**12,421,860.53**

**Liabilities**

Accounts payables	25,043.70
Unearned revenue	1,866,314.67
Deferred inflow	7,860,820.90

**Total Liabilities**

**9,752,179.27**

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,669,681.26

**Total Fund Balance**

**2,669,681.26**

**Total Liabilities and Fund Balance**

**12,421,860.53**



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	90,137.00	0.0%	0.00	90,137.00
<b>M4 - INVESTMENT INCOME</b>							
		0.00	0.00	60,000.00	0.0%	0.00	60,000.00
<b>M5 - MISCELLANEOUS</b>							
		25,043.71	25,043.71	333,858.00	7.5%	0.00	308,814.29
<b>M6 - TRANSFER FROM ICVB GENERAL</b>							
		0.00	0.00	1,100,000.00	0.0%	0.00	1,100,000.00
<b>TOTAL REVENUE</b>		<b>25,043.71</b>	<b>25,043.71</b>	<b>1,583,995.00</b>	<b>1.6%</b>	<b>0.00</b>	<b>1,558,951.29</b>
<b>EXPENDITURES</b>							
<b>N7 - STRUCTURE MAINTENANCE</b>							
		25,043.70	25,043.70	300,525.00	8.3%	0.00	275,481.30
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	1,190,137.00	0.0%	0.00	1,190,137.00
<b>TOTAL EXPENDITURES</b>		<b>25,043.70</b>	<b>25,043.70</b>	<b>1,490,662.00</b>	<b>1.7%</b>	<b>0.00</b>	<b>1,465,618.30</b>

Beginning Fund Balance	2,669,681.25
Revenues	25,043.71
Expenditures	(25,043.70)
Ending Fund Balance	2,669,681.26

**NOTE:**

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



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063480	10/6/2023	<b>ASHFORD TRS CORPORATION</b> BUSINESS DEV INCENTIVE PROG	AMERICAN STEWARDS OF LIBERTY/SEPT 2023	955.00	955.00	
80063481	10/6/2023	<b>BH DFW PROPERTY LP</b> BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/SEPT 2023	2,772.00	2,772.00	
80063482	10/6/2023	<b>BOYER JAUDES, CAROL</b> COMMUNICATIONS	SEPT 2023 - CELL	75.00		75.00
80063483	10/6/2023	<b>CUTTS, SUSAN</b> PROFESSIONAL SERVICES	DATA ENTRY SERVICES - SEPT 25 - 29, 2023	576.00	576.00	
80063484	10/6/2023	<b>DFW FIBER FEST</b> BUSINESS DEV INCENTIVE PROG	DFW FIBER FEST/SEPT 2023	4,000.00	4,000.00	
80063485	10/6/2023	<b>ESPINOZA, ANABEL</b> COMMUNICATIONS	SEPT 2023 - CELL / MILEAGE	91.25		75.00
		MILEAGE REIMBURSEMENT	SEPT 2023 - CELL / MILEAGE			16.25
80063486	10/6/2023	<b>FLOWSERVE US INC</b> BUSINESS DEV INCENTIVE PROG	JANUARY TRAINING 2023	4,395.00	445.00	
		BUSINESS DEV INCENTIVE PROG	FEBRUARY TRAINING 2023		970.00	
		BUSINESS DEV INCENTIVE PROG	MARCH TRAINING 2023		340.00	
		BUSINESS DEV INCENTIVE PROG	APRIL TRAINING 2023		590.00	
		BUSINESS DEV INCENTIVE PROG	MAY TRAINING 2023		40.00	
		BUSINESS DEV INCENTIVE PROG	JUNE TRAINING 2023		380.00	
		BUSINESS DEV INCENTIVE PROG	JULY TRAINING 2023		120.00	
		BUSINESS DEV INCENTIVE PROG	AUGUST TRAINING 2023		1,350.00	
		BUSINESS DEV INCENTIVE PROG	SEPTEMBER TRAINING 2023		160.00	
80063487	10/6/2023	<b>FOTONA, LLC</b> BUSINESS DEV INCENTIVE PROG	FOTONA LASERS COMPANY SYMPOSIUM/SEPT 2023	3,185.00	3,185.00	
80063488	10/6/2023	<b>GREENSPRING MEDIA LLC</b> MEDIA ADVERTISING	ADVERTISING	917.00	917.00	
80063489	10/6/2023	<b>HCD DALLAS CORPORATION</b> BUSINESS DEV INCENTIVE PROG	NRA BOARD OF DIRECTORS MEETING/SEPT 2023	2,280.00	2,280.00	
80063490	10/6/2023	<b>HOFFMAN MEDIA, LLC</b> BUSINESS DEV INCENTIVE PROG	NORTH TX SEWING & QUILT EXPO OVERFLOW/AUG 2023	1,820.00	370.00	
		BUSINESS DEV INCENTIVE PROG	NORTH TX SEWING & QUILT EXPO/AUG 2023		1,450.00	
80063491	10/6/2023	<b>HOPKINS, CHERYL</b> COMMUNICATIONS	SEPT 2023 - CELL / MISC	95.00		75.00
		LOCAL PROGRAMS-PROMOTIONS	SEPT 2023 - CELL / MISC			20.00
80063492	10/6/2023	<b>HR BUSINESS SOLUTIONS, INC</b> PROFESSIONAL SERVICES	ICVB COMPENSATION STUDY	1,998.75	1,998.75	
80063493	10/6/2023	<b>IPROMOTEU.COM, INC.</b> MARKETING RESOURCES	SWAG-MINI SPEAKER/STYLUS PEN/SWIVEL/POWER BANK	10,902.84	2,991.66	
		MARKETING RESOURCES	SWAG-FOLIO TECH ORGANIZER/CABLEKEEPER		1,913.17	
		MARKETING RESOURCES	SWAG-PHONE SCREEN CLEANER/USB CORD/CHARGING CABLE		1,643.67	
		MARKETING RESOURCES	SWAG/IRVING ON THE ROCKS-TOTE BAG		1,274.52	
		MARKETING RESOURCES	IRVING ON THE ROCKS-WOMEN SHIRTS		1,559.91	
		MARKETING RESOURCES	IRVING ON THE ROCKS-SHIRTS		1,519.91	
80063494	10/6/2023	<b>IRVING - LAS COLINAS ROTARY CLUB</b> MEMBERSHIPS, CERTS, & LICENSES	SEPTEMBER 2023	40.00		40.00



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		Object Description	Line Item Description		ARPA	HOT TAX
80063495	10/6/2023	LAUDA, MARIANNE		75.00		
		COMMUNICATIONS	SEPT 2023 - CELL			75.00
80063496	10/6/2023	LEVINE, KATHY		65.44		
		COMMUNICATIONS	SEPT 2023 - CELL			65.44
80063497	10/6/2023	LOPEZ, BRENDA		75.00		
		COMMUNICATIONS	SEPT 2023 - CELL			75.00
80063498	10/6/2023	PANADE II, LTD		95.00		
		BUSINESS DEV INCENTIVE PROG	HISPANIC SOUTH REGION CHURCH OF GOD/SEPT 2023		95.00	
80063499	10/6/2023	PETTY, BRICE		66.15		
		COMMUNICATIONS	SEPT 2023 - CELL			66.15
80063500	10/6/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC		662.16		
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT			662.16
80063501	10/6/2023	RANDAL DFW HOSPITALITY, LLC		645.00		
		BUSINESS DEV INCENTIVE PROG	PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023		645.00	
80063502	10/6/2023	ROSE, SUSAN		82.20		
		COMMUNICATIONS	SEPT 2023 - CELL / MILEAGE			75.00
		MILEAGE REIMBURSEMENT	SEPT 2023 - CELL / MILEAGE			7.20
80063503	10/6/2023	SMG		95,667.85		
		BUILDINGS MAINT	LEVEL 3 AND ADMIN LIGHTING RETROFIT		36,709.53	
		BUILDINGS MAINT	PACKET SHAPPER PROJECT PART2		14,100.00	
		OFFICE MACHINERY LESS 5000	KITCHEN EQUIPMENT		25,638.12	
		BUILDINGS MAINT	FOUNTAIN VALVE REPAIR		7,530.55	
		BUILDINGS MAINT	SECURITY CAMERA STORAGE		11,689.65	
80063504	10/6/2023	STAMATS COMMUNICATIONS, INC.		2,000.00		
		MEDIA ADVERTISING	ADVERTISING		2,000.00	
80063505	10/6/2023	STAPLES INC		40.98		
		OFFICE SUPPLIES	OFFICE SUPPLIES			40.98
80063506	10/6/2023	TEXAS HOTEL & LODGING ASSOCIATION		48,668.75		
		EVENT SPONSORSHIPS	OCT 1, 2023 - SEPT 30, 2024			48,668.75
80063507	10/6/2023	TEXAS MONTHLY LLC		2,500.00		
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
80063508	10/6/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,143.00		
		BUSINESS DEV INCENTIVE PROG	BNSF AGRICULTURAL SUMMIT/APR 2023		582.00	
		BUSINESS DEV INCENTIVE PROG	BNSF INDUSTRIAL PRODUCTS SUMMIT/SEPT 2023		561.00	
80063509	10/6/2023	TUNGETT, MATT		70.00		
		COMMUNICATIONS	SEPT 2023 - CELL			70.00
80063510	10/17/2023	ASHFORD TRS CORPORATION		584.00		
		BUSINESS DEV INCENTIVE PROG	THE JENSEN PROJECT/GRANTTANK COHORT/OCT 2023			584.00
80063511	10/17/2023	AUTO BODY ASSOCIATION OF TEXAS		1,280.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS AUTO BODY TRADE SHOW/AUG 2023		1,280.00	
80063512	10/17/2023	BH DFW PROPERTY LP		3,065.00		
		BUSINESS DEV INCENTIVE PROG	CLASSICAL CONVERSATIONS MEETING/OCT 2023			3,065.00
80063513	10/17/2023	BIONORTHTEXAS FOUNDATION (BIONTX)		124.00		
		BUSINESS DEV INCENTIVE PROG	THE IC3 LIFE SCIENCE SUMMIT/SEPT 2023		124.00	
80063514	10/17/2023	COLLEGIATE SPORTS TRAVEL, INC		840.00		
		BUSINESS DEV INCENTIVE PROG	BIG 12 OFFICIALS AT TCU HOME GAMES/SEPT 2023		110.00	
		BUSINESS DEV INCENTIVE PROG	UNIV OF NORTH CAROLINA TEAM TRAVEL/SEPT 2023		545.00	
		BUSINESS DEV INCENTIVE PROG	AACFOA AT SMU/UNT OFFICIALS TRAVEL/SEPT 2023		185.00	



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					ARPA	HOT TAX	
80063515	10/17/2023	FEDERAL EXPRESS CORPORATION		103.01			
			FREIGHT		SHIPPING		20.93
			FREIGHT		SHIPPING		82.08
80063516	10/17/2023	FOJTASEK, LORI		82.60			
			COMMUNICATIONS		SEPT 2023 - CELL / MILEAGE		75.00
		MILEAGE REIMBURSEMENT	SEPT 2023 - CELL / MILEAGE			7.60	
80063517	10/17/2023	FOSTER, WENDY		75.00			
		COMMUNICATIONS	SEPT 2023 - CELL			75.00	
80063518	10/17/2023	GAST, MAURA		191.92			
		LOCAL PROGRAMS-PROMOTIONS	SEPT 2023 - MISC			191.92	
80063519	10/17/2023	MANSELL, LORI		65.63			
		COMMUNICATIONS	SEPT 2023 - CELL			45.63	
		TRAVEL AND TRAINING	TSAE NEW IDEAS CONFERENCE			20.00	
80063520	10/17/2023	MANUSAMA, DEBORA CHRISTY		1,745.73			
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST			1,745.73	
80063521	10/17/2023	MCKESSON CORPORATION		954.00			
		BUSINESS DEV INCENTIVE PROG	ID #15936 LABFORCE/SEPT 2023			954.00	
80063522	10/17/2023	NATIONS CHANGER GROUP PUBLIC BENEFIT CORPORATION		830.00			
		BUSINESS DEV INCENTIVE PROG	VISION/AUG 2023			830.00	
80063523	10/17/2023	NORTHSTAR TRAVEL MEDIA, LLC		5,000.00			
		MEDIA ADVERTISING	ADVERTISING			5,000.00	
80063524	10/17/2023	PROFESSIONAL FRATERNITY ASSOCIATION, INC.		300.00			
		MEMBERSHIPS, CERTS, & LICENSES	MEMBERSHIP RENEWAL			300.00	
80063525	10/17/2023	SIRMEN, LORI		69.50			
		COMMUNICATIONS	SEPT 2023 - CELL / MISC			75.00	
		LOCAL PROGRAMS-PROMOTIONS	SEPT 2023 - CELL / MISC			(5.50)	
80063526	10/17/2023	SMG		242,843.71			
		LANDSCAPE MAINTENANCE	LANDSCAPING			14,034.59	
		BUILDINGS MAINT	POWER TO THE 114 MARQUEE			26,639.00	
		BUILDINGS MAINT	EXPANSION JOINTS			58,153.00	
		BUILDINGS MAINT	WESTIN GARAGE TAKEOVER			46,147.03	
		OFFICE MACHINERY	BANQUET CARTS			37,376.49	
		BUILDINGS	EXTERIOR LIGHTING EXTRAS			38,507.00	
		BUILDINGS MAINT	LEVEL 3 PRE-FUNCTION LIGHTING			5,040.00	
		OFFICE FURN AND FIXT LESS 5000	LEVEL 3 BOARDROOM CHAIRS			16,946.60	
80063527	10/17/2023	SPORTS CLUB LC OWNER LLC		2,200.00			
		MEMBERSHIPS, CERTS, & LICENSES	OCTOBER 2023			1,100.00	
		MEMBERSHIPS, CERTS, & LICENSES	SEPTEMBER 2023			1,100.00	
80063528	10/17/2023	TEXAS TRAVEL ALLIANCE		2,520.00			
		MEMBERSHIPS, CERTS, & LICENSES	MEMBERSHIP 2024			2,520.00	
80063529	10/17/2023	THE PETROLEUM ALLIANCE OF OKLAHOMA, INC.		2,612.00			
		BUSINESS DEV INCENTIVE PROG	OIPA ANNUAL MEETING/JUNE2023			2,612.00	
80063530	10/17/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,735.00			
		BUSINESS DEV INCENTIVE PROG	NEW ENGLAND PATRIOTS VS DALLAS COWBOYS/OCT 2023			1,080.00	
		BUSINESS DEV INCENTIVE PROG	PIONEER NATURAL RESOURCES DALLAS CASA/OCT 2023			655.00	
80063531	10/17/2023	TRIPADVISOR, LLC		552.20			
		MEDIA ADVERTISING	ADVERTISING			552.20	



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		Object Description	Line Item Description		ARPA	HOT TAX
80063532	10/17/2023	WFAA-TV INC		5,544.41		
		MEDIA ADVERTISING	ADVERTISING		5,544.41	
80063533	10/17/2023	WHITE, MONTY		75.00		
		COMMUNICATIONS	SEPT 2023 - CELL			75.00
80063534	10/24/2023	BANGLADESH ASSOCIATION OF NORTH TEXAS, INC.		2,760.00		
		BUSINESS DEV INCENTIVE PROG	FOBANA/SEPT 2023		2,760.00	
80063535	10/24/2023	CAVALIER TEXAS LP		115.00		
		BUSINESS DEV INCENTIVE PROG	PRIMETIME BASKETBALL CHAMPIONSHIPS/JULY 2023		115.00	
80063536	10/24/2023	CUTTS, SUSAN		657.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - OCT 02 - 06, 2023			657.00
80063537	10/24/2023	EMERALD X, INC		3,660.00		
		BUSINESS DEV INCENTIVE PROG	COCINA SABROSA - FP 9088/SEPT 2023		1,315.00	
		BUSINESS DEV INCENTIVE PROG	COCINA SABROSA - FP 9088/SEPT 2023		1,255.00	
		BUSINESS DEV INCENTIVE PROG	COCINA SABROSA - FP 9088/SEPT 2023		1,090.00	
80063538	10/24/2023	GROVES, DONNA		135.06		
		COMMUNICATIONS	SEPT 2023 - CELL			65.00
		TRAVEL AND TRAINING	SMALL MARKET MEETINGS - SEPT 2023			70.06
80063539	10/24/2023	HCD DALLAS CORPORATION		100.00		
		BUSINESS DEV INCENTIVE PROG	CLASSIC ELEGANCE COACHES COWBOYS JETS/SEPT 2023		100.00	
80063540	10/24/2023	HIDDEN VALLEY PROMOTIONS, LLC		500.00		
		LOCAL PROGRAMS-PROMOTIONS	IRVING CHRISTMAS PARADE HORSE DRAWN WAGON/DRIVERS			500.00
80063541	10/24/2023	HOMEBOUND TECHNOLOGIES, INC.		1,280.00		
		BUSINESS DEV INCENTIVE PROG	HOMEBOUND MEETING/OCT 2023			1,280.00
80063542	10/24/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC		800.00		
		POSTAGE	POSTAGE FOR METER			450.00
		POSTAGE	POSTAGE FOR METER			200.00
		POSTAGE	POSTAGE FOR METER			150.00
80063543	10/24/2023	SMG		32,061.20		
		CLOUD BASED SOFTWARE SUB FEES	ANNUAL PORTNOX SUBSCRIPTION			21,000.00
		LOCAL PROGRAMS-PROMOTIONS	CATERING			3,872.77
		LOCAL PROGRAMS-PROMOTIONS	CATERING			5,185.68
		LOCAL PROGRAMS-PROMOTIONS	CATERING			2,002.75
80063544	10/24/2023	SMG		693.00		
		BUSINESS DEV INCENTIVE PROG	TPMA SOUTHWEST FOOT & ANKLE OVERFLOW/SEPT 2023		693.00	
80063545	10/24/2023	TUCKER & ASSOCIATES, LLC		4,068.02		
		PROFESSIONAL SERVICES	OCT 2023 - MONTHLY RETAINER / REIMBURSABLES			4,068.02
80063546	10/31/2023	ASHFORD TRS CORPORATION		956.00		
		BUSINESS DEV INCENTIVE PROG	EUROPHARMA USA WORKSHOP TRAINING/OCT 2023			956.00
80063547	10/31/2023	BH DFW PROPERTY LP		800.00		
		BUSINESS DEV INCENTIVE PROG	ACADEMY OF PREFERRED FINANCIAL ADVISORS/OCT 2023			800.00
80063548	10/31/2023	CUTTS, SUSAN		1,161.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - OCT 09 - 20, 2023			1,161.00
80063549	10/31/2023	DELL MARKETING LP		6,407.88		
		OFFICE MACHINERY LESS 5000	LAPTOPS		6,407.88	
80063550	10/31/2023	EAST AFRICA CHAMBER OF COMMERCE		330.00		
		BUSINESS DEV INCENTIVE PROG	EAST AFRICAN BUSINESS NETWORK MTG/OCT 2023			330.00
80063551	10/31/2023	GAINWELL ACQUISITION CORP		1,790.00		
		BUSINESS DEV INCENTIVE PROG	GAINWELL TECHNOLOGIES BAT/OCT 2023			1,790.00



Irving Convention and Visitors Bureau

Check Register

October 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063552	10/31/2023	<b>IPROMOTEU.COM, INC.</b> MARKETING RESOURCES	IRVING ON THE ROCKS - 10X10 POP UP TENT	1,743.52		1,743.52
80063553	10/31/2023	<b>JORGE A ELIZONDO</b> BUSINESS DEV INCENTIVE PROG	15TH ANNUAL DALLAS BACHATA FESTIVAL/OCT 2023	2,910.00		2,910.00
80063554	10/31/2023	<b>NATIONAL SYSTEMS CONTRACTORS ASSOCIATION</b> BUSINESS DEV INCENTIVE PROG	NSCA PIVOT TO PROFIT FALL CONFERENCE/OCT 2023	1,028.00		1,028.00
80063555	10/31/2023	<b>PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC</b> POSTAGE	POSTAGE FOR METER	5,000.00		500.00
			POSTAGE FOR METER			500.00
			POSTAGE FOR METER			4,000.00
80063556	10/31/2023	<b>TEXAS AGGREGATES &amp; CONCRETE ASSOCIATION</b> BUSINESS DEV INCENTIVE PROG	ENVIROMENTAL SEMINAR/EMERGING LEADERS/OCT 2023	575.00		575.00
		<b>Total Number of Invoices</b>	<b>124</b>			
		<b>Total Number of Checks</b>	<b>77</b>	<b>528,882.76</b>	<b>411,914.37</b>	<b>116,968.39</b>
					<b>77.88%</b>	<b>22.12%</b>



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
November 2023



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
NOVEMBER 2023

**Assets**

Cash and equivalents 2,710,894.62  
Investments 4,449,130.00

**Total Assets** 7,160,024.62

**Liabilities**

Accounts payables 9,275.83  
Unearned revenue 3,720,397.98  
Due to other funds 132.80

**Total Liabilities** 3,729,806.61

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 735,459.80  
Unreserved 2,694,758.21

**Total Fund Balance** 3,430,218.01

**Total Liabilities and Fund Balance** 7,160,024.62



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

Code	Account	11/14 Actual	YTD Actual	Revised Budget	YTD	encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	0.00	0.00	10,089,968.00	0.0%	0.00	10,089,968.00
	PENALTY AND INTEREST	0.00	0.00	0.00	0.0%	0.00	0.00
	PRIOR YEAR	0.00	0.00	0.00	0.0%	0.00	0.00
	SHORT-TERM RENTALS	0.00	0.00	0.00	0.0%	0.00	0.00
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>0.00</b>	<b>0.00</b>	<b>10,089,968.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>10,089,968.00</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,298,790.00	0.0%	0.00	2,298,790.00
<b>M4 - INVESTMENT INCOME</b>							
		18,612.46	18,612.46	120,000.00	15.5%	0.00	101,387.54
<b>M5 - MISCELLANEOUS</b>							
		0.00	0.00	20,000.00	0.0%	0.00	20,000.00
<b>TOTAL REVENUE</b>		<b>18,612.46</b>	<b>18,612.46</b>	<b>12,528,758.00</b>	<b>0.1%</b>	<b>0.00</b>	<b>12,510,145.54</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		192,973.82	288,211.76	3,112,235.00	9.3%	0.00	2,824,023.24
<b>N2 - BENEFITS</b>							
		40,854.30	61,191.44	594,135.00	10.3%	0.00	532,943.56
<b>N4 - SUPPLIES</b>							
		58.98	6,679.48	73,110.00	9.1%		66,430.52
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		620.47	645.47	27,500.00	2.3%	0.00	26,854.53
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	11,303.54	11,303.54	155,530.00	7.3%	0.00	144,226.46
	FREIGHT	52.83	77.74	2,700.00	2.9%	0.00	2,622.26
	MARKETING AND SALES RESOURCES	1,149.40	2,452.56	54,500.00	4.5%	0.00	52,047.44
	MEDIA ADVERTISING	36,692.87	36,692.87	632,568.14	5.8%	46,475.47	549,399.80
	POSTAGE EQUIPMENT RENTAL	0.00	0.00	2,650.00	0.0%	2,648.64	1.36
	PROFESSIONAL SERVICES	10,751.25	706,986.81	2,597,150.00	27.2%	686,335.69	1,203,827.50
	PROPERTY MANAGEMENT SERVICES	3.00	3.00	1,395,000.00	0.0%	0.00	1,394,997.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>59,952.89</b>	<b>757,516.52</b>	<b>4,840,098.14</b>	<b>15.7%</b>	<b>735,459.80</b>	<b>3,347,121.82</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	28,405.48	27,329.57	633,000.00	4.3%	0.00	605,670.43
	MILEAGE REIMBURSEMENT	0.00	0.00	3,600.00	0.0%	0.00	3,600.00
	MEMBERSHIP AND DUES	1,930.00	5,550.00	78,990.00	7.0%	0.00	73,440.00
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>30,335.48</b>	<b>32,879.57</b>	<b>715,590.00</b>	<b>4.6%</b>	<b>0.00</b>	<b>682,710.43</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	37,962.50	151,850.00	25.0%	0.00	113,887.50
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	0.00	0.00	403,600.00	0.0%	0.00	403,600.00
	BUSINESS DEV INCENTIVE PROG	25,900.20	51,633.20	450,000.00	11.5%	0.00	398,366.80
	CONVENTION SERVICES MATERIALS	594.46	594.46	98,350.00	0.6%	0.00	97,755.54
	EVENT SPONSORSHIPS	2,500.00	51,168.75	137,500.00	37.2%	0.00	86,331.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	7,886.45	8,305.36	440,610.00	1.9%	0.00	432,304.64
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>36,881.11</b>	<b>111,701.77</b>	<b>1,535,060.00</b>	<b>7.3%</b>	<b>0.00</b>	<b>1,423,358.23</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	45,000.00	0.0%	0.00	45,000.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,100,000.00	0.0%	0.00	1,100,000.00
	TRSF TO POB RISK MITIGATION FUND	23,139.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	3,550.00	3,550.00	3,550.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	90,306.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>116,995.00</b>	<b>116,995.00</b>	<b>1,716,995.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>1,600,000.00</b>
<b>TOTAL EXPENDITURES</b>		<b>478,672.05</b>	<b>1,413,783.51</b>	<b>12,811,573.14</b>	<b>11.0%</b>	<b>735,459.80</b>	<b>10,662,329.83</b>

Beginning Fund Balance	4,825,389.06
Revenues	18,612.46
Expenditures	(1,413,783.51)
Ending Fund Balance	3,430,218.01

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  
NOVEMBER 2023

**Assets**

Cash and equivalents	2,295,358.00
Investments	2,103,000.00
Receivables	8,008,030.34

**Total Assets**

**12,406,388.34**

**Liabilities**

Unearned revenue	1,866,314.67
Deferred inflow	7,860,820.90
<b>Total Liabilities</b>	<b><u>9,727,135.57</u></b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,679,252.77
<b>Total Fund Balance</b>	<b><u>2,679,252.77</u></b>

**Total Liabilities and Fund Balance**

**12,406,388.34**



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	90,137.00	0.0%	0.00	90,137.00
<b>M4 - INVESTMENT INCOME</b>							
		9,571.50	9,571.50	60,000.00	16.0%	0.00	50,428.50
<b>M5 - MISCELLANEOUS</b>							
		25,043.71	50,087.42	333,858.00	15.0%	0.00	283,770.58
<b>M6 - TRANSFER FROM ICVB GENERAL</b>							
		0.00	0.00	1,100,000.00	0.0%	0.00	1,100,000.00
<b>TOTAL REVENUE</b>		<b>34,615.21</b>	<b>59,658.92</b>	<b>1,583,995.00</b>	<b>3.8%</b>	<b>0.00</b>	<b>1,524,336.08</b>
<b>EXPENDITURES</b>							
<b>N7 - STRUCTURE MAINTENANCE</b>							
		25,043.70	50,087.40	300,525.00	16.7%	0.00	250,437.60
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	1,190,137.00	0.0%	0.00	1,190,137.00
<b>TOTAL EXPENDITURES</b>		<b>25,043.70</b>	<b>50,087.40</b>	<b>1,490,662.00</b>	<b>3.4%</b>	<b>0.00</b>	<b>1,440,574.60</b>

Beginning Fund Balance	2,669,681.25
Revenues	59,658.92
Expenditures	(50,087.40)
Ending Fund Balance	<u>2,679,252.77</u>

**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  
November 2023

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80063557	11/8/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC		56,928.58		
		ACCOUNTS PAYABLE	OCT 2023 - RECEIPTS			56,928.58
80063558	11/8/2023	DESTINATION ANALYSTS		49,500.00		
		PROFESSIONAL SERVICES	2022 ECONOMIC IMPACT TREND ANALYSIS			49,500.00
80063559	11/8/2023	HCD DALLAS CORPORATION		4,235.00		
		BUSINESS DEV INCENTIVE PROG	ASSN FOR COMPENSATORY EDUCATORS/OCT 2023			4,235.00
80063560	11/8/2023	LAURA M OLVERA		300.00		
		PROFESSIONAL SERVICES	EAUTOFEEDBACK TEMPLATE			300.00
80063561	11/8/2023	PROVIDENT RESOURCES GROUP, INC		2,235.07		
		BUSINESS DEV INCENTIVE PROG	TFRW BIENNIAL CONVENTION/OCT 2023			2,235.07
80063562	11/8/2023	SIMPLEVIEW WORLDWIDE, INC.		624,481.52		
		PROFESSIONAL SERVICES	ANNUAL LICENSING FEE		6,000.00	
		PROFESSIONAL SERVICES	MARKETING & CONSULTING SERVICES		550,000.00	
		PROFESSIONAL SERVICES	1ST QUARTER FEE-SALES		7,764.70	
		PROFESSIONAL SERVICES	1ST QUARTER FEE-MARKETING		60,716.82	
80063563	11/8/2023	SMG		2,179.93		
		BUSINESS DEV INCENTIVE PROG	TFRW BIENNIAL CONVENTION/OCT 2023			1,024.93
		BUSINESS DEV INCENTIVE PROG	TFRW BIENNIAL CONVENTION/OCT 2023			1,155.00
80063564	11/8/2023	SMG		25,043.70		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - OCT 2023			25,043.70
80063565	11/8/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,000.00		
		BUSINESS DEV INCENTIVE PROG	LOS ANGELES RAMS VS DALLAS COWBOYS/OCT 2023			1,000.00
80063566	11/8/2023	TOURISM ECONOMICS LLC		12,000.00		
		PROFESSIONAL SERVICES	SYMPHONY SERVICES - QTR 4			12,000.00
80063567	11/8/2023	TUCKER & ASSOCIATES, LLC		4,068.02		
		PROFESSIONAL SERVICES	MONTHLY RETAINER / REIMBURSABLES - NOV 2023			4,068.02
80063568	11/14/2023	ARIAS, PAOLA		200.00		
		PROFESSIONAL SERVICES	BLOG POSTS - OCT 2023			200.00
80063569	11/14/2023	BG SPORTS MARKETING, LLC		145.00		
		BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE-NEW YORK JETS/SEPT 2023		145.00	
80063570	11/14/2023	BH DFW PROPERTY LP		1,923.00		
		BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/OCT 2023			1,923.00
80063571	11/14/2023	COLLEGIATE SPORTS TRAVEL, INC		1,650.00		
		BUSINESS DEV INCENTIVE PROG	AACFOA AT UNT FOOTBALL OFFICIALS TRAVEL/OCT 2023			80.00
		BUSINESS DEV INCENTIVE PROG	BIG 12 OFFICIALS AT BAYLOR HOME GAMES/OCT 2023			130.00
		BUSINESS DEV INCENTIVE PROG	UNIVERSITY OF ARKANSAS TEAM TRAVEL/SEPT 2023			920.00
		BUSINESS DEV INCENTIVE PROG	BIG 12 OFFICIALS AT BAYLOR GAMES/OCT 2023			235.00
		BUSINESS DEV INCENTIVE PROG	AACFOA AT UNT FOOTBALL OFFICIALS TRAVEL/OCT 2023			90.00
		BUSINESS DEV INCENTIVE PROG	BIG 12 OFFICIALS AT TCU HOME GAMES/OCT 2023			135.00
		BUSINESS DEV INCENTIVE PROG	AACFOA AT SMU FOOTBALL OFFICIALS TRAVEL/OCT 2023			60.00
80063572	11/14/2023	CUTTS, SUSAN		306.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - OCT 23 - NOV 03, 2023			306.00
80063573	11/14/2023	FEDERAL EXPRESS CORPORATION		24.91		
		FREIGHT	SHIPPING			24.91
80063574	11/14/2023	HCD DALLAS CORPORATION		360.00		
		BUSINESS DEV INCENTIVE PROG	THAIMURIYIL WEDDING/OCT 2023			360.00
80063575	11/14/2023	HIDDEN VALLEY PROMOTIONS, LLC		1,500.00		
		LOCAL PROGRAMS-PROMOTIONS	IRVING CHRISTMAS PARADE-HORSE DRAWN WAGON			1,500.00
80063576	11/14/2023	HR BUSINESS SOLUTIONS, INC		1,199.25		
		PROFESSIONAL SERVICES	ICVB COMPENSATION STUDY			1,199.25



Irving Convention and Visitors Bureau

Check Register  
November 2023

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80063577	11/14/2023	PROVIDENT RESOURCES GROUP, INC		965.00		
		BUSINESS DEV INCENTIVE PROG	BROTHERHOOD OF MEN/OCT 2023			965.00
80063578	11/14/2023	RENEE C SPEER		185.00		
		BUSINESS DEV INCENTIVE PROG	ST THOMAS SOCCER/OCT 2023			65.00
		BUSINESS DEV INCENTIVE PROG	ACDMY SOCCER/ AUG 2023			120.00
80063579	11/14/2023	SMG		196.00		
		BUSINESS DEV INCENTIVE PROG	TEXAS CAPTIVE INSURANCE ASSOCIATION/OCT 2023			196.00
80063580	11/14/2023	SPECIALTY PUBLICATIONS OF MICHIGAN, LLC		6,500.00		
		MEDIA ADVERTISING	ADVERTISING		6,500.00	
80063581	11/17/2023	IRVING FAMILY ADVOCACY CENTER, INC.		100.00		
		LOCAL PROGRAMS-PROMOTIONS	HONOREE DONATION - KAREN COOPERSTEIN			100.00
80063582	11/17/2023	IRVING HEALTHCARE FOUNDATION		100.00		
		LOCAL PROGRAMS-PROMOTIONS	HONOREE DONATION - BOB BOURGEOIS			100.00
80063583	11/17/2023	MANUSAMA, DEBORA CHRISTY		2,040.00		
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - OCT 1 - 31, 2023			2,040.00
80063584	11/17/2023	SMG		632.40		
		LOCAL PROGRAMS-PROMOTIONS	CATERING			632.40
80063585	11/17/2023	SMG		25,043.70		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - NOV 2023			25,043.70
80063586	11/17/2023	SPORTS CLUB LC OWNER LLC		1,100.00		
		MEMBERSHIPS, CERTS, & LICENSES	NOVEMBER 2023			1,100.00
80063587	11/29/2023	AJR MEDIA GROUP		495.00		
		MEDIA ADVERTISING	ADVERTISING		495.00	
80063588	11/29/2023	ASHFORD TRS CORPORATION		732.00		
		BUSINESS DEV INCENTIVE PROG	VTM GROUP/ONGO ALLIANCE MEMBERS MTG/OCT 2023			732.00
80063589	11/29/2023	BOY SCOUTS OF AMERICA		264.00		
		BUSINESS DEV INCENTIVE PROG	NAT'L EXECUTIVE BOARD & COMMITTEES MTG/OCT 2023			264.00
80063590	11/29/2023	CONFERENCE DIRECT LLC		3,000.00		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063591	11/29/2023	CUTTS, SUSAN		1,161.00		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - NOV 06 - 17, 2023			1,161.00
80063592	11/29/2023	EDGE, INC.		1,335.00		
		BUSINESS DEV INCENTIVE PROG	EDGE FALL CONFERENCE/NOV 2023			1,335.00
80063593	11/29/2023	GREENSPRING MEDIA LLC		945.00		
		MEDIA ADVERTISING	ADVERTISING		945.00	
80063594	11/29/2023	HCD DALLAS CORPORATION		4,280.00		
		BUSINESS DEV INCENTIVE PROG	CREDIT UNION BSA/AML CONFERENCE/NOV 2023			3,135.00
		BUSINESS DEV INCENTIVE PROG	SYNERLINK EOY MEETING/NOV 2023			1,145.00
80063595	11/29/2023	IMAGO MEDIA, INC.		3,143.00		
		MEDIA ADVERTISING	ADVERTISING		321.50	
		MEDIA ADVERTISING	ADVERTISING		321.50	
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
80063596	11/29/2023	JORGE A ELIZONDO		185.00		
		BUSINESS DEV INCENTIVE PROG	15TH ANNUAL DALLAS BACHATA OVERFLOW/OCT 2023			185.00
80063597	11/29/2023	MEETING PROFESSIONALS INTERNATIONAL		3,000.00		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063598	11/29/2023	NORTHSTAR TRAVEL MEDIA, LLC		4,000.00		
		MEDIA ADVERTISING	ADVERTISING		2,500.00	
		MEDIA ADVERTISING	ADVERTISING		1,500.00	
80063599	11/29/2023	PANADE II, LTD		395.00		
		BUSINESS DEV INCENTIVE PROG	PRANAV/PATEL WEDDING/NOV 2023			395.00

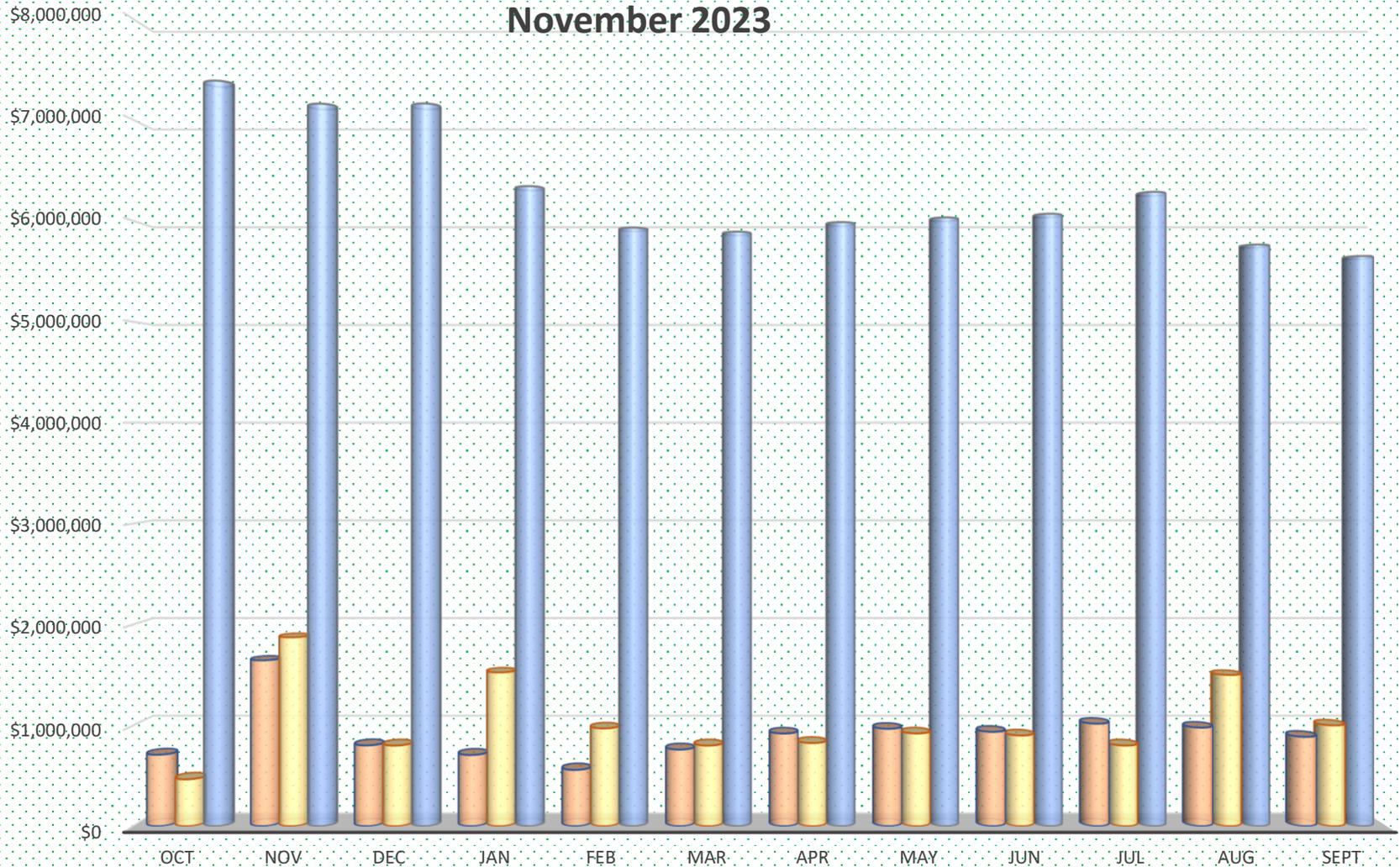


Irving Convention and Visitors Bureau

Check Register  
November 2023

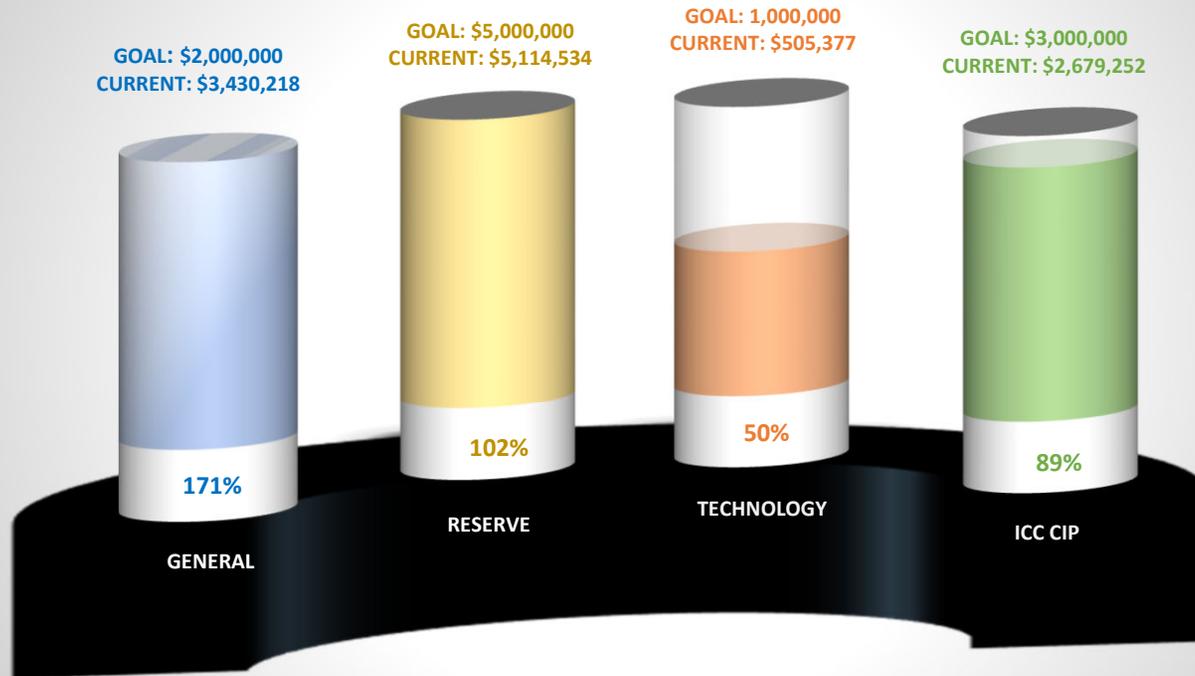
Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80063600	11/29/2023	SMG		912.00		
		BUSINESS DEV INCENTIVE PROG	PEPSICO FLEET EVENT/OCT 2023			844.00
		BUSINESS DEV INCENTIVE PROG	TEXAS CAPTIVE INSURANCE ASSN/OCT 2023			68.00
80063601	11/29/2023	SMG		387,369.00		
		PROFESSIONAL SERVICES	FY23 MANAGEMENT INCENTIVE FEE			387,369.00
80063602	11/29/2023	STAMATS COMMUNICATIONS, INC.		15,500.00		
		MEDIA ADVERTISING	ADVERTISING			3,500.00
		MEDIA ADVERTISING	ADVERTISING			12,000.00
80063603	11/29/2023	STAPLES INC		228.20		
		BUSINESS DEV INCENTIVE PROG	SUPPLIES FOR USA JUDO AT ICC			228.20
80063604	11/29/2023	SUPERNUS PHARMACEUTICALS, INC.		192.00		
		BUSINESS DEV INCENTIVE PROG	SUPERNUS PHARMACEUTICALS MTG Q4/OCT 2023			192.00
80063605	11/29/2023	TEXAS MONTHLY LLC		500.00		
		MEDIA ADVERTISING	ADVERTISING			500.00
80063606	11/29/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		1,015.00		
		BUSINESS DEV INCENTIVE PROG	NEW YORK GIANTS VS COWBOYS/NOV 2023			1,015.00
80063607	11/29/2023	TRIPADVISOR, LLC		565.46		
		MEDIA ADVERTISING	ADVERTISING			565.46
80063608	11/29/2023	U.S. PET PRO CLASSIC		3,035.00		
		BUSINESS DEV INCENTIVE PROG	U.S. PET PRO CLASSIC/OCT 2023			1,740.00
		BUSINESS DEV INCENTIVE PROG	U.S. PET PRO CLASSIC OVERFLOW/OCT 2023			1,295.00
80063609	11/29/2023	WFAA-TV INC		5,544.41		
		MEDIA ADVERTISING	ADVERTISING			5,544.41
		<b>Total Number of Invoices</b>	<b>71</b>	<b>1,263,938.15</b>	<b>1,055,188.39</b>	<b>208,749.76</b>
		<b>Total Number of Checks</b>	<b>53</b>		<b>83.48%</b>	<b>16.52%</b>

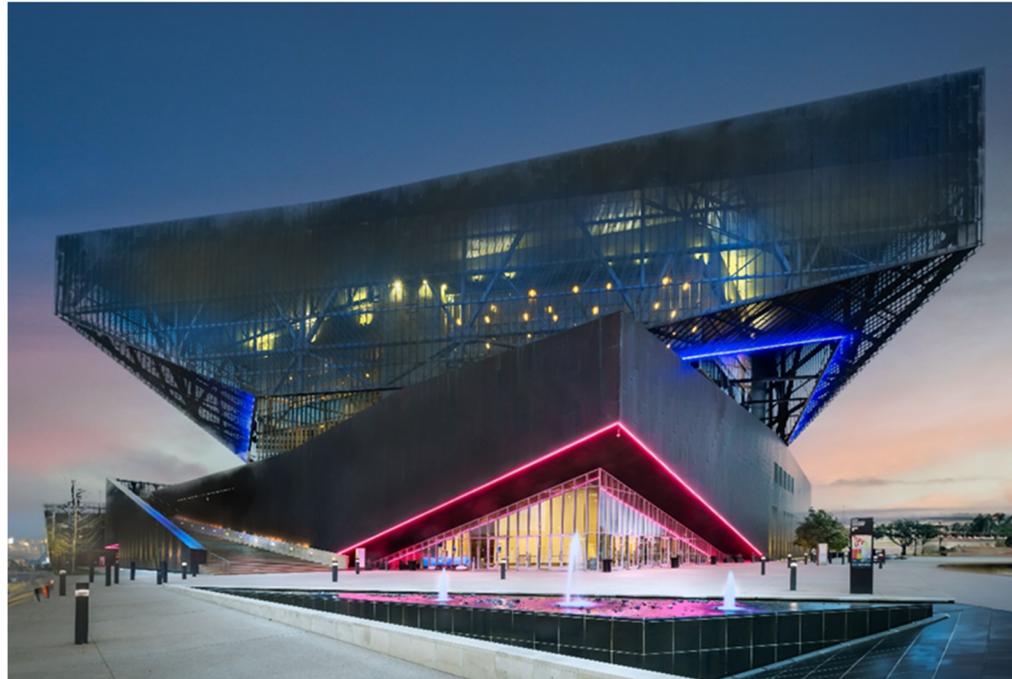
## Irving Convention and Visitors Bureau FY24 Cash Flow November 2023



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$708,541	\$1,644,623	\$801,730	\$706,600	\$558,854	\$760,219	\$919,438	\$966,503	\$936,361	\$1,017,089	\$977,976	\$886,298
EXPENSES	\$465,372	\$1,872,395	\$800,000	\$1,525,000	\$970,000	\$800,000	\$825,000	\$920,000	\$900,000	\$800,000	\$1,500,000	\$1,000,000
ENDING CASH	\$7,387,796	\$7,160,024	\$7,161,754	\$6,343,354	\$5,932,208	\$5,892,427	\$5,986,865	\$6,033,368	\$6,069,729	\$6,286,818	\$5,764,794	\$5,651,092

## FUND BALANCES NOVEMBER 2023





**Date Distributed: December 22, 2023**

# **Monthly Financial Summary**

**For Period Ending November 30, 2023**

	October	November	December	January	February	March	April	May	June	July	August	September	Total
<b>Event Income</b>													
<b>Direct Event Income</b>													
Rental Income	174,950	78,969	100,825	159,100	198,600	204,120	241,127	201,625	112,000	140,000	131,500	155,500	1,898,316
Service Income	204,624	53,686	3,550	18,800	23,250	17,250	18,750	16,500	10,100	8,000	9,750	10,000	394,260
Service Expenses	(306,191)	(149,542)	(19,200)	(74,600)	(116,350)	(77,500)	(85,901)	(72,500)	(46,600)	(27,800)	(38,611)	(43,800)	(1,058,595)
<b>Total Direct Event Income</b>	<b>73,383</b>	<b>(16,887)</b>	<b>85,175</b>	<b>103,300</b>	<b>105,500</b>	<b>143,870</b>	<b>173,976</b>	<b>145,625</b>	<b>75,500</b>	<b>120,200</b>	<b>102,639</b>	<b>121,700</b>	<b>1,233,981</b>
<b>Ancillary Income</b>													
F & B Concessions	31,705	5,828	27,000	13,625	12,550	12,250	21,750	32,250	10,750	-4,000	8,500	6,000	186,209
F & B Catering	603,360	411,399	152,340	352,260	445,360	129,200	410,134	261,440	322,240	236,360	115,520	276,260	3,715,874
Parking: Self Parking	85,628	28,196	12,915	17,220	36,900	23,780	37,310	33,770	22,550	9,430	16,400	4,920	329,018
Electrical Services	54,092	8,030	6,050	3,500	4,950	26,950	7,295	5,600	20,450	7,500	2,050	21,000	167,467
Audio Visual	7,745	(7,746)	-	-	-	-	-	-	-	-	-	-	(1)
Internet Services	9,253	4,399	3,500	2,500	6,800	1,950	2,050	4,200	250	1,350	150	1,600	38,002
<b>Total Ancillary Income</b>	<b>791,783</b>	<b>450,106</b>	<b>201,805</b>	<b>389,105</b>	<b>506,560</b>	<b>194,130</b>	<b>539,339</b>	<b>337,260</b>	<b>376,240</b>	<b>258,640</b>	<b>142,620</b>	<b>309,780</b>	<b>4,497,368</b>
<b>Total Event Income</b>	<b>865,166</b>	<b>433,219</b>	<b>286,980</b>	<b>492,405</b>	<b>612,060</b>	<b>338,000</b>	<b>713,315</b>	<b>482,885</b>	<b>451,740</b>	<b>378,840</b>	<b>245,259</b>	<b>431,480</b>	<b>5,731,349</b>
<b>Other Operating Income</b>	<b>201,505</b>	<b>180,315</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,167</b>	<b>107,163</b>	<b>1,453,486</b>
<b>ICVB Operating Subsidy</b>			<b>348,000</b>			<b>350,000</b>			<b>348,750</b>			<b>348,250</b>	<b>1,395,000</b>
<b>Adjusted Gross Income</b>	<b>1,066,671</b>	<b>613,534</b>	<b>742,147</b>	<b>599,572</b>	<b>719,227</b>	<b>795,167</b>	<b>820,482</b>	<b>590,052</b>	<b>907,657</b>	<b>486,007</b>	<b>352,426</b>	<b>886,893</b>	<b>8,579,835</b>
<b>Operating Expenses</b>													
Employee Salaries and Wages	280,814	266,613	286,934	280,351	286,601	291,101	286,601	286,601	291,101	286,601	286,601	290,782	3,420,699
Benefits	67,010	65,376	80,668	80,668	80,668	80,668	80,668	80,668	80,668	80,668	80,668	80,668	939,070
Less: Event Labor Allocations	(62,070)	(47,615)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(403,015)
<b>Net Employee Wages and Benefits</b>	<b>285,754</b>	<b>284,374</b>	<b>338,269</b>	<b>331,686</b>	<b>337,936</b>	<b>342,436</b>	<b>337,936</b>	<b>337,936</b>	<b>342,436</b>	<b>337,936</b>	<b>337,936</b>	<b>342,117</b>	<b>3,956,753</b>
Contracted Services	70,219	67,926	73,192	73,192	73,192	73,192	73,192	73,192	73,192	73,192	73,192	73,192	870,064
General and Administrative	61,033	36,631	66,314	42,586	58,871	34,726	66,513	40,611	46,684	39,518	45,368	153,118	691,972
Operations	52,582	55,247	60,754	60,129	60,129	60,754	60,129	60,129	60,754	64,629	60,129	65,549	720,914
Repair & Maintenance	46,564	51,162	49,745	69,437	48,245	49,745	69,437	48,245	49,745	90,029	48,245	66,767	687,366
Supplies	12,352	15,770	14,416	15,416	14,416	14,916	14,416	15,916	16,116	15,416	15,416	15,416	211,112
Insurance	9,729	103,115	9,729	10,468	9,729	9,729	10,032	9,729	9,729	14,326	9,729	9,729	215,773
Utilities	54,518	52,608	53,967	53,967	53,967	53,967	47,302	47,302	47,302	47,302	47,302	57,154	616,658
Other	307	747	625	625	625	625	625	625	625	1,425	625	1,725	9,204
ASM Global Management Fees	80,766	66,332	31,720	52,183	62,765	33,848	57,716	46,636	49,446	41,765	32,357	35,607	591,145
<b>Total Operating Expenses</b>	<b>673,824</b>	<b>733,912</b>	<b>698,731</b>	<b>709,689</b>	<b>719,875</b>	<b>673,938</b>	<b>737,298</b>	<b>680,321</b>	<b>696,029</b>	<b>725,538</b>	<b>670,299</b>	<b>851,504</b>	<b>8,570,962</b>
<b>Net Income (Loss) From Operations</b>	<b>392,847</b>	<b>(120,378)</b>	<b>43,416</b>	<b>(110,117)</b>	<b>(648)</b>	<b>121,229</b>	<b>83,184</b>	<b>(90,269)</b>	<b>211,628</b>	<b>(239,531)</b>	<b>(317,873)</b>	<b>35,389</b>	<b>8,872</b>

7,117,205

1,403,872

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

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	9,507	9,616	(109)	12,990
Events	14	14	0	13
Event Days	29	34	(5)	24
Direct Event Income	(16,887)	39,790	(56,677)	66,080
Ancillary Income	450,106	487,611	(37,505)	314,465
Total Event Income	433,219	527,401	(94,182)	380,545
Other Operating Income	180,315	107,167	73,148	59,034
Adjusted Gross Income	613,534	634,568	(21,034)	439,579
Indirect Expenses	(733,912)	(676,884)	(57,028)	(604,122)
Net Income (Loss) From Operations	(120,378)	(42,316)	(78,062)	(164,543)

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	34,125	36,006	(1,881)	31,232
Events	31	31	0	39
Event Days	75	81	(6)	75
Direct Event Income	56,500	185,625	(129,125)	252,959
Ancillary Income	1,241,894	1,245,593	(3,699)	926,993
Total Event Income	<u>1,298,394</u>	<u>1,431,218</u>	<u>(132,824)</u>	<u>1,179,952</u>
Other Operating Income	<u>381,819</u>	<u>214,334</u>	<u>167,485</u>	<u>206,447</u>
Adjusted Gross Income	1,680,213	1,645,552	34,661	1,386,399
Indirect Expenses	<u>(1,407,740)</u>	<u>(1,434,023)</u>	<u>26,283</u>	<u>(1,238,946)</u>
Net Income (Loss) From Operations	<u><u>272,473</u></u>	<u><u>211,529</u></u>	<u><u>60,944</u></u>	<u><u>147,453</u></u>

ASM - Irving Convention Center  
Balance Sheet  
November 30, 2023

**ASSETS**

**Current Assets**

Cash	\$	979,226	
Accounts Receivable		2,256,690	
Prepaid Assets		47,324	
Inventory		93,423	
Total Current Assets			3,376,663

<b>Total Assets</b>			<b>\$ 3,376,663</b>
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	1,053,550	
Accrued Expenses		209,204	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,841,438	
Other Current Liabilities		0	
Total Current Liabilities			3,104,192

**Long-Term Liabilities**

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			3,104,192
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**Equity**

Net Funds Received		16,323,632	
Retained Earnings		(16,323,632)	
Net Income (Loss)		272,471	
Total Equity			272,471

<b>Total Liabilities &amp; Equity</b>			<b>\$ 3,376,663</b>
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ASM - Irving Convention Center  
Income Statement  
For the Two Months Ending November 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	78,969	72,190	6,779	253,919	281,425	(27,506)	357,115
Service Revenue	53,686	7,000	46,686	258,310	24,300	234,010	134,208
Service Expenses	(149,542)	(39,400)	(110,142)	(455,729)	(120,100)	(335,629)	(238,364)
Total Direct Event In	(16,887)	39,790	(56,677)	56,500	185,625	(129,125)	252,959
Ancillary Income							
F & B Concessions	5,828	10,250	(4,422)	37,537	45,750	(8,213)	59,489
F & B Catering	411,399	453,640	(42,241)	1,014,760	1,086,370	(71,610)	691,972
Parking	28,196	20,621	7,575	113,824	90,323	23,501	133,642
Electrical Services	8,030	200	7,830	62,122	16,200	45,922	34,175
Audio Visual	(7,746)	0	(7,746)	0	0	0	126
Internet Services	4,399	2,900	1,499	13,651	6,950	6,701	7,589
Total Ancillary Inco	450,106	487,611	(37,505)	1,241,894	1,245,593	(3,699)	926,993
Total Event Income	433,219	527,401	(94,182)	1,298,394	1,431,218	(132,824)	1,179,952
<b>OTHER OPERATING INCOME</b>							
Other Income	180,315	107,167	73,148	381,819	214,334	167,485	206,447
Total Other Operatin	180,315	107,167	73,148	381,819	214,334	167,485	206,447
Adjusted Gross Inco	613,534	634,568	(21,034)	1,680,213	1,645,552	34,661	1,386,399
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	266,613	267,719	1,106	547,427	535,438	(11,989)	444,603
Payroll Taxes & Ben	65,376	105,029	39,653	132,385	210,058	77,673	90,114
Labor Allocations to	(47,615)	(29,333)	18,282	(109,685)	(58,666)	51,019	(11,063)
Net Salaries and Ben	284,374	343,415	59,041	570,127	686,830	116,703	523,654
Contracted Services	67,926	73,192	5,266	138,145	146,384	8,239	138,053
General and Adminis	36,631	27,028	(9,603)	97,671	96,091	(1,580)	124,361
Operating	55,247	49,379	(5,868)	107,827	98,758	(9,069)	112,987
Repairs & Maintenan	51,162	48,324	(2,838)	97,726	117,840	20,114	85,474
Operational Supplies	15,770	14,416	(1,354)	28,122	28,832	710	32,593
Insurance	103,115	9,729	(93,386)	112,844	19,458	(93,386)	8,723
Utilities	52,608	50,550	(2,058)	107,125	101,100	(6,025)	109,624
Other	747	625	(122)	1,054	1,250	196	2,445
ASM Management F	66,332	60,226	(6,106)	147,099	137,480	(9,619)	101,032
Total Indirect Expens	733,912	676,884	(57,028)	1,407,740	1,434,023	26,283	1,238,946

ASM - Irving Convention Center  
Income Statement  
For the Two Months Ending November 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>(120,378)</u>	<u>(42,316)</u>	<u>(78,062)</u>	<u>272,473</u>	<u>211,529</u>	<u>60,944</u>	<u>147,453</u>



Date Distributed: January 12, 2024

# Monthly Financial Summary

For Period Ending December 31, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	174,950	78,969	68,325	159,100	198,600	204,120	241,127	201,625	112,000	140,000	131,500	155,500	1,865,816		
Service Income	204,624	53,686	39,231	18,800	23,250	17,250	18,750	16,500	10,100	8,000	9,750	10,000	429,942		
Service Expenses	(306,191)	(149,542)	(101,844)	(74,600)	(116,350)	(77,500)	(85,901)	(72,500)	(46,600)	(27,800)	(38,611)	(43,800)	(1,141,239)		
Total Direct Event Income	73,383	(16,887)	5,712	103,300	105,500	143,870	173,976	145,625	75,500	120,200	102,639	121,700	1,154,518		
Ancillary Income															
F & B Concessions	31,705	5,828	4,624	13,625	12,550	12,250	21,750	32,250	10,750	-4,000	8,500	6,000	163,832		
F & B Catering	603,360	411,399	141,229	352,260	445,360	129,200	410,134	261,440	322,240	236,360	115,520	276,260	3,704,762		
Parking: Self Parking	85,628	28,196	27,010	17,220	36,900	23,780	37,310	33,770	22,550	9,430	16,400	4,920	343,114		
Electrical Services	54,092	8,030	5,315	3,500	4,950	26,950	7,295	5,600	20,450	7,500	2,050	21,000	166,732		
Audio Visual	7,745	(7,746)	0	-	-	-	-	-	-	-	-	-	(1)		
Internet Services	9,253	4,399	4,350	2,500	6,800	1,950	2,050	4,200	250	1,350	150	1,600	38,852		
Total Ancillary Income	791,783	450,106	182,528	389,105	506,560	194,130	539,339	337,260	376,240	258,640	142,620	309,780	4,478,091		
Total Event Income	865,166	433,219	188,240	492,405	612,060	338,000	713,315	482,885	451,740	378,840	245,259	431,480	5,632,609		
Other Operating Income	201,505	180,315	57,155	107,167	107,167	107,167	107,167	107,167	107,167	107,167	107,167	107,163	1,403,474		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	1,066,671	613,534	593,395	599,572	719,227	795,167	820,482	590,052	907,657	486,007	352,426	886,893	8,431,083	7,117,205	
Operating Expenses															
Employee Salaries and Wages	280,814	266,613	253,076	284,851	286,601	291,101	286,601	286,601	291,101	286,601	286,601	291,101	3,391,660		
Benefits	67,010	65,376	70,824	77,868	77,868	77,868	77,868	77,868	77,868	77,868	77,868	76,968	903,125		
Less: Event Labor Allocations	(62,070)	(47,615)	(32,575)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(406,257)		
Net Employee Wages and Benefits	285,754	284,374	291,325	333,386	335,136	339,636	335,136	335,136	339,636	335,136	335,136	338,736	3,888,529		
Contracted Services	70,219	67,926	70,816	73,192	73,192	73,192	73,192	73,192	73,192	73,192	73,192	73,192	867,688		
General and Administrative	61,033	36,631	67,542	38,916	58,521	34,726	66,513	40,611	46,684	39,518	45,368	130,302	666,364		
Operations	52,582	55,247	30,042	60,129	60,129	60,754	60,129	60,129	60,754	64,629	60,129	64,204	688,857		
Repair & Maintenance	46,564	51,162	45,595	69,437	48,245	49,745	69,437	48,245	49,745	90,029	48,245	57,877	674,326		
Supplies	12,352	15,770	6,406	15,416	14,916	14,916	14,916	15,916	16,116	15,416	15,416	52,152	208,708		
Insurance	9,729	103,115	9,729	10,468	9,729	9,729	10,032	9,729	9,729	14,326	9,729	9,729	215,773		
Utilities	54,518	52,608	49,438	53,967	53,967	53,967	47,302	47,302	47,302	47,302	47,302	58,838	613,813		
Other	307	747	577	625	625	625	625	625	625	1,425	625	2,350	9,782		
ASM Global Management Fees	80,766	66,332	36,435	52,183	62,765	33,848	57,716	46,636	49,446	41,765	32,357	30,892	591,145		
Total Operating Expenses	673,824	733,912	607,905	707,719	716,725	671,138	734,498	677,521	693,229	722,738	667,499	818,272	8,424,985		
Net Income (Loss) From Operations	392,847	(120,378)	(14,510)	(108,147)	2,502	124,029	85,984	(87,469)	214,428	(236,731)	(315,073)	68,621	6,098	1,401,098	

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

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	13,960	7,940	6,020	12,136
Events	6	6	0	17
Event Days	16	18	(2)	28
Direct Event Income	5,712	85,175	(79,463)	73,775
Ancillary Income	182,528	137,455	45,073	210,573
Total Event Income	188,240	222,630	(34,390)	284,348
Other Operating Income	57,155	107,167	(50,012)	49,953
Adjusted Gross Income	245,395	329,797	(84,402)	334,301
Indirect Expenses	(607,905)	(691,800)	83,895	(630,347)
Net Income (Loss) From Operations	(362,510)	(362,003)	(507)	(296,046)

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	48,085	43,946	4,139	43,368
Events	37	37	0	56
Event Days	91	99	(8)	103
Direct Event Income	62,207	270,800	(208,593)	326,736
Ancillary Income	1,424,419	1,383,048	41,371	1,137,560
Total Event Income	1,486,626	1,653,848	(167,222)	1,464,296
Other Operating Income	438,974	321,501	117,473	256,401
Adjusted Gross Income	1,925,600	1,975,349	(49,749)	1,720,697
Indirect Expenses	(2,015,640)	(2,125,823)	110,183	(1,869,291)
Net Income (Loss) From Operations	(90,040)	(150,474)	60,434	(148,594)

ASM - Irving Convention Center  
Balance Sheet  
December 31, 2023

**ASSETS**

**Current Assets**

Cash	\$	2,115,839	
Accounts Receivable		732,547	
Prepaid Assets		24,825	
Inventory		90,694	
Total Current Assets			2,963,905

<b>Total Assets</b>	<b>\$</b>	<b>2,963,905</b>	
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	687,896	
Accrued Expenses		54,028	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,964,020	
Other Current Liabilities		0	
Total Current Liabilities			2,705,944

**Long-Term Liabilities**

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			2,705,944
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**Equity**

Net Funds Received		16,671,632	
Retained Earnings		(16,323,632)	
Net Income (Loss)		(90,039)	
Total Equity			257,961

<b>Total Liabilities &amp; Equity</b>	<b>\$</b>	<b>2,963,905</b>	
---------------------------------------	-----------	------------------	--

ASM - Irving Convention Center  
Income Statement  
For the Three Months Ending December 31, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	68,325	100,825	(32,500)	322,244	382,250	(60,006)	457,407
Service Revenue	39,231	3,550	35,681	297,541	27,850	269,691	194,865
Service Expenses	(101,844)	(19,200)	(82,644)	(557,578)	(139,300)	(418,278)	(325,536)
<b>Total Direct Event In</b>	<b>5,712</b>	<b>85,175</b>	<b>(79,463)</b>	<b>62,207</b>	<b>270,800</b>	<b>(208,593)</b>	<b>326,736</b>
Ancillary Income							
F & B Concessions	4,624	13,910	(9,286)	42,159	59,660	(17,501)	70,854
F & B Catering	141,229	101,080	40,149	1,155,987	1,187,450	(31,463)	863,340
Parking	27,010	12,915	14,095	140,834	103,238	37,596	156,781
Electrical Services	5,315	6,050	(735)	67,437	22,250	45,187	38,950
Audio Visual	0	0	0	0	0	0	126
Internet Services	4,350	3,500	850	18,002	10,450	7,552	7,509
<b>Total Ancillary Inco</b>	<b>182,528</b>	<b>137,455</b>	<b>45,073</b>	<b>1,424,419</b>	<b>1,383,048</b>	<b>41,371</b>	<b>1,137,560</b>
<b>Total Event Income</b>	<b>188,240</b>	<b>222,630</b>	<b>(34,390)</b>	<b>1,486,626</b>	<b>1,653,848</b>	<b>(167,222)</b>	<b>1,464,296</b>
<b>OTHER OPERATING INCOME</b>							
Other Income	57,155	107,167	(50,012)	438,974	321,501	117,473	256,401
<b>Total Other Operatin</b>	<b>57,155</b>	<b>107,167</b>	<b>(50,012)</b>	<b>438,974</b>	<b>321,501</b>	<b>117,473</b>	<b>256,401</b>
<b>Adjusted Gross Inco</b>	<b>245,395</b>	<b>329,797</b>	<b>(84,402)</b>	<b>1,925,600</b>	<b>1,975,349</b>	<b>(49,749)</b>	<b>1,720,697</b>
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	253,076	276,386	23,310	800,504	811,824	11,320	672,879
Payroll Taxes & Ben	70,824	105,029	34,205	203,207	315,087	111,880	149,265
Labor Allocations to	(32,575)	(29,333)	3,242	(142,259)	(87,999)	54,260	(15,589)
<b>Net Salaries and Ben</b>	<b>291,325</b>	<b>352,082</b>	<b>60,757</b>	<b>861,452</b>	<b>1,038,912</b>	<b>177,460</b>	<b>806,555</b>
Contracted Services	70,816	73,192	2,376	208,959	219,576	10,617	204,362
General and Adminis	67,542	59,658	(7,884)	165,209	155,749	(9,460)	169,506
Operating	30,042	50,004	19,962	137,868	148,762	10,894	149,486
Repairs & Maintenan	45,595	49,824	4,229	143,322	167,664	24,342	122,125
Operational Supplies	6,406	14,416	8,010	34,526	43,248	8,722	40,806
Insurance	9,729	9,729	0	122,573	29,187	(93,386)	46,129
Utilities	49,438	50,550	1,112	156,565	151,650	(4,915)	158,185
Other	577	625	48	1,632	1,875	243	35,037
ASM Management F	36,435	31,720	(4,715)	183,534	169,200	(14,334)	137,100
<b>Total Indirect Expens</b>	<b>607,905</b>	<b>691,800</b>	<b>83,895</b>	<b>2,015,640</b>	<b>2,125,823</b>	<b>110,183</b>	<b>1,869,291</b>

ASM - Irving Convention Center  
 Income Statement  
 For the Three Months Ending December 31, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u><u>(362,510)</u></u>	<u><u>(362,003)</u></u>	<u><u>(507)</u></u>	<u><u>(90,040)</u></u>	<u><u>(150,474)</u></u>	<u><u>60,434</u></u>	<u><u>(148,594)</u></u>

November 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
<b>Save-The-Date Expo</b> <small>De finite</small>			<b>Ford AV</b> <small>De finite</small>	<b>US Bank New Leaders</b> <small>De finite</small>		<b>B-Side Soft Launch</b> <small>De finite</small>
<b>Texas Regional Conve...</b> <small>De finite</small>					<b>GRACE</b> <small>De finite</small>	<b>The Navigators - Nati...</b> <small>De finite</small>
<b>She Is The Sign Wome...</b> <small>De finite</small>						
5	6	7	8	9	10	11 Veterans Day
<b>The Navigators - National Staff Gathering 2023</b> <small>De finite</small>						
<b>GRACE</b> <small>De finite</small>						
<b>Bravo Spirit Events</b> <small>De finite</small>						
12	13	14	15	16	17	18
<b>The Navigators - National Staff Gathering 2023</b> <small>De finite</small>		<b>Board Member Luncheon</b> <small>De finite</small>	<b>DynaTen Meeting</b> <small>De finite</small>	<b>USA Judo Dallas Invitational and National Presidents Cup 2023</b> <small>De finite</small>		
	<b>ICVB Board of Directo...</b> <small>De finite</small>		<b>DFW Real Producers M...</b> <small>De finite</small>	<b>Preserve Halloween Festival</b> <small>De finite</small>		
19	20	21	22	23 Thanksgiving	24	25
<b>Preserve Hallo ween F...</b> <small>De finite</small>						
<b>USA Judo Dallas Invita...</b> <small>De finite</small>						
26	27	28	29	30	1	2
		<b>DFW Business Group on Health</b> <small>De finite</small>		<b>Texas Cornhole League Signature Series #2</b> <small>De finite</small>		
		<b>ISS Education Roadshow</b> <small>De finite</small>				

December 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28 <b>DFW Business Group on Health</b> De finite <b>ISS Education Roadshow</b> De finite	29	30 <b>Texas Cornhole League Signature Series #2</b> De finite	1	2
3 <b>Texas Cornhole League...</b> De finite	4 <b>Fire Technology Conference</b> De finite	5	6	7 <b>Bodybuilding NPC Nationals</b> De finite	8	9
10 <b>Bodybuilding NPC Nati...</b> De finite	11 <b>Digital Summit</b> De finite	12	13	14	15 <b>FMSC</b> De finite	16
17 <b>FMSC</b> De finite	18 <b>ICVB Board of Directo...</b> De finite	19	20	21	22	23
24	25 Christmas Day	26	27	28	29	30
31 <b>Vogel Alcove Day 1 Dallas</b> De finite	1 New Year's Day	2	3 <b>Hilti</b> De finite	4	5	6

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JANUARY 22, 2024**

## **BOARD REPORTS**

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



# MEMO

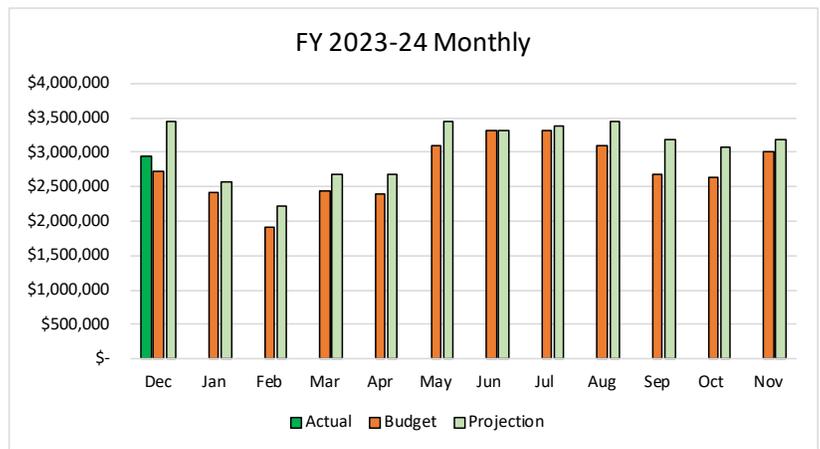
To: Chris Hillman, City Manager  
 From: Bret W. Starr, Chief Financial Officer  
 Date: December 22, 2023  
 Subject: Hotel Occupancy Tax Collections Report – December 2023

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for December 2023 (for October sales) were \$2,945,599, \$212,688 or 7.8% above the projected budget of \$2,732,911. This is the first month of collections for FY 2023-24. The FY 2023-24 budget projection was held constant from the prior year with monthly projections and allocations based on collection patters for the prior two years and revenue and occupancy forecasts by Tourism Economics as of July 2023. Collections for the month include \$55,756 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$73,721 or 2.50% of the total. HOT collections are above prior year to date collections by \$314,660.

**FY2023-24 HOT Cash Flow Projections vs Actuals**

**Updated on 12/15/2023**

Month	FY 2023-24 Budget	FY 2023-24 Actual	FY 2023-24 Projection	Percent Difference
Dec	2,732,911	2,945,599	3,448,712	7.8%
Jan	2,421,711	-	2,573,407	0.0%
Feb	1,902,384	-	2,213,248	0.0%
Mar	2,447,005	-	2,690,360	0.0%
Apr	2,387,992	-	2,678,179	0.0%
May	3,100,340	-	3,449,797	0.0%
Jun	3,320,055	-	3,313,348	0.0%
Jul	3,311,442	-	3,390,828	0.0%
Aug	3,088,302	-	3,446,311	0.0%
Sep	2,683,347	-	3,177,088	0.0%
Oct	2,638,029	-	3,067,233	0.0%
Nov	3,019,447	-	3,189,870	0.0%
	<u>33,052,964</u>	<u>2,945,599</u>	<u>36,638,380</u>	<u>-90.2%</u>



ICVB has engaged Tourism Economics, an Oxford Economics company, to prepare a custom forecast of key indicators for the City of Irving. The analysis relies on historical data developed in Tourism Economics' prior research on the Dallas tourism economy, Smith Travel Research hotel data, economic forecasts prepared by Oxford Economics, and assumptions on the future path of tourism sector recovery. They will be preparing semi-annual estimates of key lodging measures (supply, demand, room revenue, occupancy, ADR, RevPAR) over the next several years.

Their latest report was presented to the ICVB Board in July 2023 and included hotel data collected through June 2023. This report projected a slight increase in revenues for FY 2023-24 from the March 2023 projections. The budget is being held at the same amount as the FY 2022-23 budget. The next update is scheduled for January 2024.

Key assumptions from the report include:

- US economy is experiencing a mild recession with a soft landing in early 2024.
- This recession is assumed to slow, but not upend, the travel recovery.
- Corporate travel continues growth but a slower rate during the recession.
- Leisure travel is starting to see a decline as inflation concerns increase and are greatly affecting travel pricing thus directly hitting traveler wallets at the same time as all other costs are increasing for them personally.
- Group demand is still below the economic trend.

Key data points from the report include:

- Hotel performance in Irving continues to recover.
  - STR hotel room revenue in the fiscal year ending September 2023 is expected to be 8.0% above the fiscal year ending September 2019.
  - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2024 will recover to 12.8% above the fiscal year ending September 2019.
  - Room revenue is expected to be 6.9% above 2019 levels in 2023.
  - Revenue Per Available Room (RevPAR) is still considerably below the economic trend due to the increased costs of labor and goods.
- Job growth remains solid; however, consumers continue to feel uneasy.
  - Inflation has eroded income gains, undermining potential for consumer spending growth.
- Banks have tightened lending, which will slow activity over time.

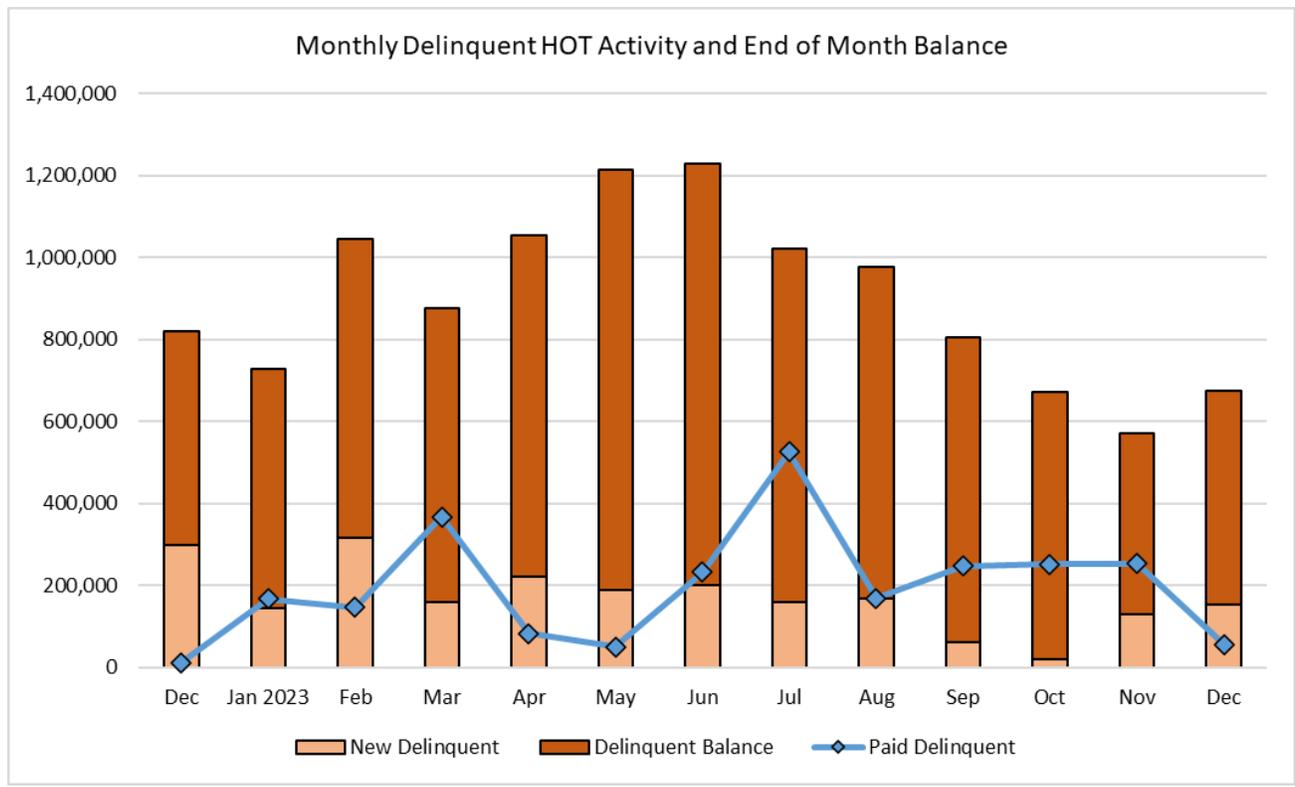
Recovery has been accompanied by inflation.

- It may take until beyond 2025 for RevPAR to recover to its historical average.
- Business travel (both transient and meetings) is expected to exceed 2019; however, room demand is still below the economic trend and continuing to rebuild. This key customer category will likely not see its performance back to or above the economic trend until the workforce has a more defined and steady return to the office.

Based on past history through recessions and other cycles, the Irving market will remain vulnerable, due to its dependence on business travel. Staff will remain highly conservative in its projections as projections for recession, no matter how mild, continue.

For December 2023 the outstanding delinquent collections balance, including penalty and interest, was \$673,761 of which \$152,224 is newly delinquent for the month with the remainder outstanding from prior months. Two

properties have had significant outstanding balances due from prior months. On June 8, Council authorized the city’s tax collection contractor, Linebarger, to file suit for the recovery of unpaid taxes, penalties, interest, and legal fees associated with collection efforts. In the past four months, the two delinquent properties have made small weekly payments to reduce the amount outstanding. Additionally, a large payment was received for November approximately equal to the taxes owed for the current period. The chart below shows total delinquent amounts for December 2023, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$33.05 million for FY 2023-24 represents the total 9 percent city HOT assessed. Of the city’s 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the Entertainment Venue in the Convention Center complex.

The remaining 5 percentage points are allocated to the operations of the Irving Convention and Visitors Bureau (ICVB), Irving Arts Center (IAC), and Museums, as well as to preservation and redevelopment efforts and debt service for the Convention Center. Revenue is distributed to each area as follows: 57.0 percent to the ICVB, 35.5 percent to the IAC, 4.0 percent to debt service, 2.5 percent to Museums, and 1.0 percent to historic preservation. State law further limits how much HOT revenues can be spent on the arts, so the IAC distribution may be reduced marginally to comply with required maximums, with any excess funds dedicated to the Museum fund.



### City Holiday/No Trash Collection

In observance of New Year's Day and Martin Luther King Jr. Day, there will be no residential trash, curbside recycling or brush/bulky collection on Mondays, Jan. 1 and 15. In addition, the following facilities will be closed those dates:

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

All offices will resume normal business hours Tuesdays, Jan. 2 and 16. Visit [CityofIrving.org](http://CityofIrving.org) for more information. ■



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Peruse the 2023 Year In Review to learn about several accomplishments, highlights and awards over the past year.

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# IRVING CITY Spectrum

JANUARY 2024 / VOL 31 / NO 01

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## Irving Voters May be Asked to Vote on a New City Hall Complex in May 2024

Irving City Council has been discussing the need for a new City Hall for over a year, and building a new City Hall Complex may be up to the voters in May.

City Hall, located off Irving Boulevard and Rock Island Road, was built 50 years ago and no longer meets industry standards in terms of space, functionality and requirements set forth in the Americans with Disabilities Act (ADA). Since City Hall opened its doors 50 years ago, the city's population has more than doubled in size and so has its workforce.

Over the years, workspaces have been divided to provide space for additional employees and entire departments have moved out of the building to reduce overcrowding. Irving City Hall is 110,000 square feet; however, the city needs at least 190,000 square feet to house critical operations and provide a one-stop shop for residents and guests.

### Quick Facts

- City Hall building is 50 years old and reached it's expected life
- Reached a pivotal point in time: either invest in significant renovations or build a new City Hall Complex for about \$200 million
- Every year the project delays adds an estimated \$24 million to construction cost (12% annually)
- City Hall building no longer big enough to house essential operations

A new City Hall would provide easy access to all services a visitor may need, including utility billing, pulling a permit, picking up an inspection report, meeting for a project or checking out the latest job postings. The new building would feature centralized customer service solutions in one place, unlike the current City Hall where customer-facing operations are spread across four floors of the building or located at other facilities.

Bringing new businesses to downtown Irving is critical for the future success of the city, and a new City Hall would help drive economic development in the area. Investing in a new City Hall would develop a center for new talent, creativity and innovation, as well as attract companies looking to establish businesses in an area where the city is not only investing, but also reinvesting.

### Vision for Future City Hall Complex

- One-Stop Shop for City Services
- Centralized Customer Service Solutions
- Safe, Inclusive, Accessible and Engaging Public Space
- Investing in Downtown Area
- Sustainable and Cost-Efficient Building
- Construct a New Class A City Hall Facility
- Efficient and Flexible Workspaces

### MARTIN LUTHER KING JR. OBSERVANCE JAN. 13

For the 2024 Martin Luther King Jr. Observance, the City of Irving will honor the 60th anniversary of the civil rights leader winning the Nobel Peace Prize.

The event will take place at 6 p.m. Jan. 13 in the Carpenter Performance Hall at the Irving Arts Center, 3333 N. MacArthur Blvd.

The three winners of the city's Martin Luther King Jr. essay contest will read their entries. This year's event also will feature performances by Dallas Black Dance Theatre and singer-songwriter Kamica King.

For more information, visit [IrvingEvents.org](http://IrvingEvents.org). ■



### Irving City Hall Open House

Come See for Yourself

Jan. 23 | 6 p.m.

Jan. 27 | 10 a.m.

Irving City Hall  
825 W. Irving Blvd.



Irving residents deserve a one-stop shop for convenient customer service and easy access to their local government. Tour Irving's 50-year-old city hall and hear about why a new building will benefit the community and future generations.

For more information, visit [CityofIrving.org/CityHall](http://CityofIrving.org/CityHall).



The City of Irving is seeking feedback as part of ongoing discussions about the future of Irving City Hall Complex. Visit [CityofIrving.org/CityHall](http://CityofIrving.org/CityHall) or scan the QR code to provide input.

## Central Fire Station Construction Underway



Construction of the new Central Fire Station in downtown Irving is underway and on schedule to open mid-2024. Crews have erected structural steel beams, poured concrete for the driveway, laid masonry stones on the outside façade and started the structure's electrical and plumbing infrastructure.

The Irving Fire Department plans to pay homage to the Irving Heritage District's previous station by incorporating the bricks saved from the former building to a portion of the exterior structure. The department is exploring options for an outdoor wall mural and adorning interior walls with photos of the former station.

The new station will be a two-story building with living quarters on the ground level and sleeping quarters



upstairs, and will provide fire poles to access emergency vehicles from the upper level. The station will have a crew of four firefighters and a fire engine.

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

### 2024 IRVING CITY COUNCIL MEETINGS

Irving City Council regular session meetings are generally held on Thursdays and begin at 7 p.m. in the Council Chambers at City Hall, 825 W. Irving Blvd. Residents are encouraged to attend Council meetings or view proceedings live on Irving Community Television Network (ICTN) cable broadcast (Channel 95 on Spectrum or Channel 31 on Frontier). Livestream and on-demand services also are available at [CityofIrving.org/ICTN](http://CityofIrving.org/ICTN) or [ICTN.tv](http://ICTN.tv).

#### 2024 City Council Meeting Schedule

- Jan. 11 and 25
- Feb. 8 and 22
- March 21
- April 11
- May 2 and 30
- June 13 and 27
- July 11
- Aug. 1 and 29
- Sept. 12
- Oct. 3 and 24
- Nov. 7
- Dec. 12

Meeting times and dates are subject to change. Visit [CityofIrving.org/Agendas](http://CityofIrving.org/Agendas) or call the City Secretary's Office at (972) 721-2493 to confirm a meeting date. ■

## State of the City Jan. 23

Join the Irving business community on Jan. 23 from 11:30 a.m. to 1 p.m. for the city's State of the City address at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. The 2024 State of the City event will feature Irving Mayor Rick Stopfer and moderator Cathy Whiteman for a conversation discussing the accomplishments of 2023 and future opportunities for the community in 2024.

To register for the 2024 State of the City, visit [IrvingChamber.com](http://IrvingChamber.com) or call (214) 217-8484. ■



## Local Control Legislation Passed, Threatens City's Ability to Support Community Interests

A broad sweeping bill was passed by the Texas Legislature in 2023 that not only erodes local control but could result in frivolous lawsuits against the city. House Bill (HB) 2127 and its companion item Senate Bill (SB) 814 pre-empt local ordinances in several sections of state law, though specifically which city ordinances and regulations are prohibited is unclear. Instead of the state allowing each city to define its business practices, the state has passed overreaching legislation that hamstring the city to state regulations with ambiguous terms and impacts.

The bill identifies a few specific prohibitions, such as not allowing cities to enact new restrictions on payday lenders, not allowing cities to require water breaks for construction workers or not requiring private sector companies to provide paid sick leave. In most cases, however, until a local government is sued, cities will not know what regulations are prohibited.

The eight statutory "fields" in which cities are prohibited to regulate:

- The Agriculture Code
- The Finance Code
- The Labor Code
- The Natural Resources Code
- The Occupations Code
- The Business and Commerce Code
- The Insurance Code
- The Property Code



### 2024 IRVING LEGISLATIVE INSIDER Texas Legislature Explained

HB 2127 was to be effective September 1, 2023, but in August a Travis County district court ruled the legislation unconstitutional. The cities of Houston and San Antonio sued challenging HB 2127. The state has appealed the ruling.

Visit [CityofIrving.org/Legislative-Insider](http://CityofIrving.org/Legislative-Insider) for more information and to subscribe to email updates. ■



### PEDESTRIAN CLEAR ZONE ORDINANCE AIMS TO KEEP PEDESTRIANS AND DRIVERS SAFE

With the rising concern for the safety of people lingering in medians and intersections, Irving City Council passed the Pedestrian Clear Zones ordinance in November 2023.

The ordinance prohibits stopping, standing, laying, resting and walking on medians in high-traffic intersections. Ordinance violations can result in a fine up to \$500. ■

### 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.

#### Matthew Cordell's Neighborhood Through Feb. 4 | Dupree Lobby Gallery

Featuring the works of author and illustrator Matthew Cordell, the exhibit was organized by the National Center for Children's Illustrated Literature in Abilene, Texas. Cordell, the winner of the 2018 Caldecott Medal, has illustrated many works of poetry, children's books and other novels. He also has released writings of his own, including "Hello, Neighbor! The Kind and Caring World of Mister Rogers," an authorized picture book biography of Mister Rogers. Cordell's artistic style, specifically in his Caldecott-awarded book "Wolf in the Snow," combines realistic and cartoon-like techniques in his illustrations.



Illustration from Wolf in the Snow by Matthew Cordell

#### Close to Me, Far from Me: Paintings by Tuncay Topcu Through Feb. 24 | Carpenter Lobby Gallery

This exhibition, presented in collaboration with the Contemporary Islamic Art Forum, features the work of Tuncay Topcu. Topcu is an important representative of the Abstract Expressionist approach in contemporary Turkish painting, whose works can be found in prestigious institutions and private collections around the world. His abstract paintings are notable for their expressive paint strokes and rich colors, as well as organic and amorphous areas which are defined by the presence of a bold black line.

#### Colors of Peru Feb. 24 | Focus Gallery

Presented in collaboration with the Consulate General of Peru, the exhibition features the work of several Peruvian artists.



### NOTICE OF SUMMER 2024 CLOSURE

Irving Arts Center (IAC) will be closed to the public this summer from June through August in order to make much-needed facility upgrades.

All programs at IAC will be paused during this time and the box office will not be open for in-person sales. Scheduled repairs and upgrades include roof replacement, dressing/green room renovation, replacement of HVAC rooftop units, and upgrading/replacing theatrical lighting. These upgrades will allow IAC to better serve the community, while reducing operational costs.



Relive the '70s with classic songs plus originals performed by Ann Hampton Callaway Friday, Jan. 5



On Jan. 19, Irving Arts Center presents Cher tribute artist, Lisa McClowry

## Winter Wonders: January's Irving Art Center Happenings

### TICKETED EVENTS

#### Jan. 5 | Ann Hampton Callaway Sings the '70s Plus Inspired Originals

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

Do not miss the Tony nominated Broadway star and platinum selling singer/songwriter in "Ann Hampton Callaway Sings the '70s" for a night of rousing and beautiful classics. Callaway covers hits from the great songwriters of the time — Carole King, James Taylor, Joni Mitchell, Billy Joel and John Lennon — along with some '70s-inspired originals. For a feel-good time of holding hands, clapping, singing along and taking a walk down memory lane, this is the show to see!

#### Jan. 6 | Kraig Parker as Elvis: The King Lives!

Presented by Entertainment Series of Irving  
7:30 p.m. | \$37.50-\$42.50

Hailed as the ultimate image of Elvis Presley, Kraig Parker returns to Irving for another soul-satisfying performance! Kraig looks and sounds just like the king of rock 'n' roll, showcasing his powerful voice, electric moves and charisma. He will sing favorite songs, leaving everyone "All Shook Up" and screaming for more!

#### Jan. 19 | The Beat Goes On Starring Lisa McClowry as CHER

Presented by Irving Arts Center  
7:30 p.m. | \$34.50-\$57.50

CHER is uncannily captured in this Broadway-style live stage show featuring the talented Lisa McClowry. This theatrical extravaganza incorporates dynamic dialogue, humor, seriously fun audience participation, costume changes, video projection with amazing visuals and animations. Expect to hear Cher's hits spanning from the '60s to present including: "I Got You Babe," "Gypsies Tramps and Thieves," "I Found Someone," "The Way of Love," "If I Could Turn Back Time," songs from ABBA — Cher's Dancing Queen album, "Welcome to Burlesque," "Believe" and more. Backed by a live band, the show is like having the real CHER strut her stuff on the stage.

#### Jan. 19-Feb. 3 | The 39 Steps

Presented by MainStage  
Times Vary | \$24-\$31

Set in London in 1935, "The 39 Steps" is a farcical tale of an ordinary man on an extraordinarily entertaining adventure! Richard Hannay, a rather dull man, encounters a woman who claims to be a spy. When she's suddenly murdered, he finds himself the focus of a nationwide manhunt led by a mysterious organization called "The 39 Steps." This fast-paced whodunit combines a Hitchcock masterpiece with a juicy spy novel (plus a dash of Monty Python), and features nonstop laughs, more than 150 zany characters (played by a

ridiculously talented cast of four), an onstage plane crash, handcuffs, missing fingers and some good old-fashioned romance!

#### Jan. 20 | London is Calling: Mario Rocco Ferrari, Marimba

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

Las Colinas Symphony Orchestra presents its 2023-24 London is Calling season. January's concert features Mario Rocco Ferrari performing Séjourné's "Concerto for Marimba and Orchestra."

### YOUTH & FAMILY EVENTS

#### Jan. 4 | JumpstART Stories & Art: Winnie the Pooh Day!

10 a.m. | Free | Ages 2 years and older  
Join the stories about the beloved bear from the Hundred Acre Wood and celebrate author A. A. Milne's birthday with a special craft project.

#### Jan. 6-Feb. 10 | Saturday School (Session 2): Illustrated Quilts

2 to 4 p.m. | \$95 | Ages 6-10  
This class meets on six consecutive Saturdays and focuses on the art of illustrated quilts, which have often served as recorded histories of families, events and cultures. Students will view samples of quilts and storytelling in art, especially the well-known story quilts of celebrated African American artist, Faith Ringgold. Students will select a story to illustrate and create a selected scene on fabric using watercolor pencils and pastels. Students will progress to in-depth dives into the mediums of painting, drawing, storytelling, stitching, collaging and printmaking to create a truly unique and original work of art.

#### Jan. 14 | Second Sunday Funday: Making a Mark + Teen Open Studio

1 to 4 p.m. | Free | All ages  
Find your inner artist and join in a Sunday of drawing. Drop-in for this free, fun-for-all-ages event.

#### Jan. 24 | Homeschooler Happenings: Let's Tell a Tale

10 a.m. to noon | \$5 for ages 5 or older; \$3 for siblings  
Free for those ages 3 and under  
January's Quarterly Homeschooler program is inspired by the current exhibition, "Matthew Cordell's Neighborhood." With such beautiful illustrations as examples, attendees will play with patterns, shapes, ideas and words to create amazing tales and stories. Registration is required to attend.

For more information about all activities planned, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com).



2023

# City of Irving YEAR IN REVIEW

Strategic thinking, planning and data-informed decision making play a strong role in the City of Irving's organizational culture. The city's organizational strategy, Future in Focus, consists of five focus areas and 18 operating strategies. Based on input from city leadership and key stakeholders, the plan works in tandem with the city's five-year capital plans, City Council priorities and annual budgets. Future in Focus encompasses key initiatives that allow the city to stay focused on what matters most which is to deliver exceptional services and promote a high quality of life for residents, businesses and visitors.



## INFRASTRUCTURE INVESTMENT



- Maintain roadways, sidewalks and transportation infrastructure.
- Maintain water, wastewater and drainage infrastructure.
- Provide an adequate water supply now and in the future.
- Support strategic investment in city facilities.

## VIBRANT ECONOMY



- Support strategic development and redevelopment including revitalization of targeted areas.
- Support business retention and recruitment.
- Effectively plan and manage land use.
- Market Irving as a destination.

### Highlights

Irving recognized by CVENT as a **Top 50 List of Meeting Destinations in North America**

Launched the Small Business Recovery and Resiliency Grant Program and **awarded 36 grants** to Irving small businesses



Provided **\$30,000 in façade and sign improvements** for downtown properties, including a new mural

Launched the **Small Business Resource Guide** with information on starting a small business in Irving

Completed multiyear construction of 12 mixed-use townhome projects in the Heritage District which provided **4 affordable units sold to first-time homebuyers**



Adopted the **updated Imagine Irving future land use categories** and map designations

**Approved an agreement** to provide recommendations and develop a Toyota Music Factory Venue Assessment & Maintenance Plan

Continued operation of **20 subtenant leases at the Toyota Music Factory**, including 11 full-service restaurants



### By the Numbers

- Hosted **209 events** at the Irving Convention Center with **178,919 attendees**
- Retained/added **4,661 jobs** and approximately **\$190 million in new private investments**
- Provided **\$190,000 to assist 19 small businesses** in recovery and resiliency efforts
- Conducted **7,906 plan reviews, 5,024 health inspections** and **26,682 building-related inspections**
- Processed **188 zoning changes, variances and development plan cases and plats**
- Reached **\$1.344 billion in construction valuation** with **8,259 permits** issued



### Highlights

Started construction on the **\$6.9 million Central Fire Station**

Started construction on the **\$26.7 million Cottonwood Hackberry Wastewater Interceptor** project

Started construction on **MacArthur Boulevard, Campion Trail center section, Embassy Channel drainage improvements** and various ADA projects totaling **over \$45.5 million**



**Completed 23** drainage, water, wastewater and parks & recreation improvement projects totaling **\$23.9 million**

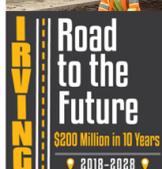
Executed 2 Affordable Housing Agreements to convey **8 city-owned lots for the development of affordable housing**, 3 with Habitat for Humanity and 5 with Bear Creek Development Corporation

**Reduced Sanitary Sewer Overflows by 65%** through preventative maintenance, focused cleaning, repairs and public education

**Inspected over half of approximately 50,000 water service lines** for lead and copper, and no lead lines have been found to date

### By the Numbers

- **Completed \$22 million** in capital improvement projects
- **\$265 million in capital improvement projects** under construction
- **\$42 million in capital improvement projects** in design
- **Tested 1,899 water samples** to ensure it meets and exceeds water quality standards
- **Completed 482 water main and 2,877 water service repairs**



## SENSE OF COMMUNITY



- Provide exceptional recreational, cultural and educational opportunities.
- Actively engage and communicate with the community.
- Foster a culture of diversity and inclusion.

### Highlights

Implemented **'Let's Play Irving – Elevating Aquatics and Recreation'** plan to rebuild Lee Park and Senter Park pools, re-envision Lively Park Pool area with teen input and build Irving's first multigenerational mixed-use recreation and aquatics community center



**Increased number of active neighborhood associations** from 72 to 92 since 2020

**Provided over \$1.48 million in rental assistance**, mitigating eviction for over 694 Irving households

Approved HOME-ARP Plan **allocating \$2 million for the development of a noncongregate shelter** and **\$492,000 for supportive services**

**Expanded public Wi-Fi access** at Lively Point Youth Center, Senter Park Recreation Center, Georgia Farrow Recreation Center, West Irving Aquatic Center, Heritage Park and Levy Event Plaza



**Returned to fully staffed aquatic facilities with regular schedule** for the first time since the COVID-19 pandemic, **servicing more than 213,000 guests and teaching 5,630 people to swim**

Offered **3,800 classes and programs** with more than **176,000 participants**

**Served 23,103 meals** to seniors

**Allocated \$1,084,706 in grant funds** for public improvements at King Square, West Park, East Branch Library, Georgia Farrow Recreation Center and Lively Pointe Youth Center

**Replaced 110 public computers** at all libraries



### By the Numbers

- **1,260,006 unique visitors** to [CityofIrving.org](http://CityofIrving.org)
- **426,154 library visits**
- Keep Irving Beautiful picked up **24,305 pounds of litter** and collected **7,691 pounds of recycling**
- **391,144 recreation, aquatic and therapeutic day program participants**
- **Published 455 videos** with 409,924 views on YouTube



2023

# City of Irving YEAR IN REVIEW



## GOVERNMENT SUSTAINABILITY



- Protect the city's financial integrity and credibility.
- Recruit, retain and develop a qualified, competent and diverse workforce.
- Improve efficiency through data, technology, and thoughtful, innovative approaches.
- Ensure government transparency.

### Highlights

Passed structurally balanced budget with **no change to the tax rate**



SCAN FOR ICTN VIDEO

Received **\$45 million in grant dollars with zero percent financing** from the Texas Water Development Board, which is expected to **save the city \$26.3 million in interest**

Completed a year-long public safety suicide awareness and prevention campaign called 'Let's Talk About It' to destigmatize mental health conversations

Funded all employee positions at the **70th percentile of the market**, and approved moving to the **80th percentile in 2024**, as part of the city's recruitment and retention strategy



Planned, organized and executed the **inaugural Irving Values YOU! Employee Development Day** and the Supervisor Accelerator Workshop

Implemented open records management software, **JustFOIA**, to provide a more user-friendly online platform for the public to submit requests

Modernized the City Council Chambers and Conference Room with **next-generation audio-visual technologies** to improve meeting capabilities and broadcast viewing experience



### By the Numbers

- Filled **35% of eligible positions** with internal promotions
- Out of **21,897 applicants** that applied for a job at the city, about **58% were of diverse backgrounds**
- Irving's overall turnover rate was **the 2nd lowest among comparator cities at 10.61%**
- Managed **\$54 million in ARPA COVID-19 relief funds**
- **16% of contract dollars** awarded to **M/WBE vendors**

## SAFE AND BEAUTIFUL CITY



- Safeguard public safety, security and health.
- Improve property conditions and overall appearance of the city.
- Promote environmental stewardship.



### Highlights

Deployed **Flock Cameras at 16 locations throughout the city** that provide real-time police intelligence resulting in **107 arrests and 69 recovered stolen vehicles**

**Homeless Outreach Team responded to 561 calls, made 900 contacts, and connected 110 individuals to resources/services**, including **10 who were permanently housed**

**Purchased a Police Department Gaming Trailer** to deploy at community events to positively engage and interact with the community

**Renovated and reopened new Police Athletic League (PAL) Facility**, which provides sports and fitness programs for youth ages 8-18

Stuffed more than **7,000 backpacks collected and distributed through Supplies for Success** that help Irving's underprivileged children

Conducted over **109,000 code enforcement property inspections** resulting in more than **8,500 improved properties**

Implemented the **Short-term Rental Registration program** with over **160 short-term rentals registered in year one**

**Saved \$1,485,791,230 in property from fire loss**



### By the Numbers

- **91% of 911 calls** were answered within **15 seconds**
- Responded to **17,241 EMS and 6,480 fire calls for service**
- **Returned 424 pets** to their owners
- **Maintained 1,452 city vehicles** – 897 on-road and 555 off-road
- **Collected 109 million pounds** of residential waste material



SCAN FOR ICTN VIDEO



## 2023 AWARDS

Irving Convention Center & Visitors Bureau received **three Bronze Adrian Awards** – Hospitality Sales & Marketing Association International

Irving Convention Center & Visitors Bureau is a **Platinum Choice Award winner** – Smart Meetings

Irving Archives and Museum and the Irving Black Arts Council received the **Award for Excellence for "A Local Green Book" exhibition** – American Association for State and Local History

Irving Archives and Museum was awarded the **John L. Nau III Award for Excellence in Museums** for its exhibit "The Irving Story" – Texas Historical Commission

Public Safety Wellness Unit won the **Destination Zero Award** in the Comprehensive Wellness Program category – National Law Enforcement Officers Memorial Fund

Received **certification as a Mother Friendly Workplace** – Texas Department of State Health Services

Fleet received the **Clean Cities Silver Award** for six consecutive years – Dallas-Fort Worth Clean Cities Coalition



Irving Communication Television Network **won 9 awards** – National Association of Telecommunications Officers and Advisors

Irving Communication Television Network **won 17 awards** – Texas Association of Telecommunications Officers and Advisors

Communications **won 3 Awards of Excellence** – Texas Association of Municipal Information Officers

Received **Certificate of Achievement for Excellence in Financial Reporting** for 39 consecutive years – Government Finance Officers Association

Received the **Distinguished Budget Presentation Award** for 36 consecutive years – Government Finance Officers Association

Heritage Park received **President's Award for Best Public Improvement** – Texas Downtown



Keep Irving Beautiful won the **President's Circle Award and First Place National Affiliate Innovation Award** – Keep America Beautiful

Water Utilities received the **Gold Award for Exceptional Utility Performance** – Association of Metropolitan Water Agencies

# Parks and Recreation Activities

## Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Jan. 8 | Scout Badge Workshops**  
5 to 7 p.m. | Grades K-5 | \$5  
Grab a friend and earn badges! Ranks by grade correlate with Cub/Girl Scouts, but participants do not have to be in Scouts to enroll.
- **Jan. 29 | Chop It Up/Gathering of Men Field Trip: Maple Bacon**  
10 a.m. to 1 p.m. | Ages 25 years and older | Free  
Gather with a group of men and socialize over breakfast. The trip will depart and return to Cimarron Park Recreation Center.

## Georgia Farrow Recreation Center

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

- **Jan. 13 | Dora Joyner MLK Day of Service**  
2 to 4 p.m. | All ages | Free  
The Dora Joyner MLK Day of Service, sponsored by the Irving NAACP, is a day that honors Dr. Martin Luther King Jr.'s life and legacy for civil rights through public service, food, fun and fellowship. This year's event will recognize the 60th Anniversary of the Civil Rights Act of 1964 and the influential role Dr. King played in its passage. A panel discussion will focus on equitable housing and congratulate the winners of the Georgia Farrow Recreation Center After School Program MLK poster contest.

## Heritage Senior Center

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

- **Jan. 12 | Martin Luther King Jr. Day Recognition**  
8:30 to 9:30 a.m. | Ages 50 years and older | Free  
Members are encouraged to stop by the dining room area and celebrate Martin Luther King Jr. Day with activities and breakfast, while supplies last.



- **Jan. 16 | New Year, New Me, New Tai Chi Workshop**  
9 to 10 a.m. | Ages 50 and older | Free  
Discover the benefits of Wu Style Tai Chi. Focus on self-defense, balance, coordination and knee strengthening. The principle of self-defense in Wu Style is built around yielding and softly diverting the incoming attacks with the opponent's own inertia. Learn how to be centered and calm during life-threatening situations. RSVP required by Jan. 12.

- **Jan. 31 | Medicare Info Session**

10 to 11 a.m. | Ages 50 years and older | Free  
Join an informative Medicare Open Enrollment event. Learn about recent changes and maximize financial assistance. Discover ways to get help with groceries, rent, utilities, pet supplies, nonmedical transportation and more. RSVP required by Jan. 16.

## Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Jan. 20 | Annual Family Winter Games**  
10 a.m. to 2 p.m. | Ages 5 years and older | \$5  
Families will compete against each other in relays, gym games and minute-to-win-it games. Refreshments are provided, and prizes awarded for winners. RSVP required by Jan. 10.

## Lively Pointe Youth Center Ribbon Cutting

**Jan. 5 |** 3 p.m. | 909 N. O'Connor Road

The newly renovated Lively Pointe Youth Center features an expanded kitchen for demonstration and cooking classes, a reorganized cafe area complete with vending machines and microwaves, and a new sound studio for middle and high school youth. In addition, the remodel includes new office space and expanded storage to better serve patrons.

For Information, call (972) 721-2501.

## Lively Pointe Youth Center

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

- **Jan. 5 | Silent Disco**  
2 to 6 p.m. | Grades 6-12 | Free  
Immerse yourself in an unforgettable experience of music and dancing. Attendees will be given wireless headphones to groove to their own beats with neon lights and glow accessories. It will be an ultimate silent celebration to kick off the new year at Lively Pointe Youth Center. Refreshments will be provided.

## Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Jan. 20 | Pickleball Palooza**  
9 a.m. to 5 p.m. | Ages 18 and older | Free  
Calling all pickleball enthusiasts! Want to make new friends and have fun in the process? Join this come-and-go event. All players must bring their own paddles and balls. Registration is not required.
- **Jan. 26 | Superhero Training Party**  
10 to 11:30 a.m. | Ages 3-6 | Free  
A hands-on experience learning what it takes to fight crime through various fun activities with trained superhero actors. Participants are encouraged to dress as their favorite superheroes and must be accompanied by an adult. Registration is required.

## VOLUNTEERS NEEDED FOR 2024 POINT-IN-TIME COUNT

Volunteer for the 2024 Point-in-Time (PIT) count. The event takes place on Jan. 25 to search, survey and take a census of unhoused residents across Dallas and Collin counties. Register by Jan. 19.

To volunteer, visit [CityofIrving.org/PITcount](https://CityofIrving.org/PITcount). ■



## IRVING INDOOR AQUATIC ACTIVITIES

### Indoor Pool Open Swim Hours

#### Heritage Aquatic Center (HAC)

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

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

#### North Lake Natatorium (NLN)

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

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

For the most up-to-date information, visit [CityofIrving.org/Aquatics](https://CityofIrving.org/Aquatics).

### Blended Lifeguard Certification Training

**Jan. 2-4 |** 15 and older | \$125 | NLN

Become a certified lifeguard. Irving Parks and Recreation hires Red Cross-certified lifeguards, ages 15 and older, for part- and full-time summer and year-round positions at its aquatic facilities.

Blended learning combines online learning with in-person sessions to practice skills and demonstrate competency. Complete all e-Learning modules, including the CPR/AED for Professional Rescuers and First Aid final e-Learning exam at least two days prior to the first in-person skills session. Must provide proof of completed e-Learning content. Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications.

### Penguin Plunge

**Jan. 27 |** All ages | \$2 Children; \$3 Adults | NLN  
Become a penguin and slide down the icy waters of the slide. Then enjoy icy treats and hot chocolate. Bring the whole family for a fun winter night at the pool.



Register in person or online at [CityofIrving.org/IrvingRec](https://CityofIrving.org/IrvingRec).

# Library Programs, MiY Zone Classes & Book Clubs

## JANUARY SCHEDULE AND PROGRAMS

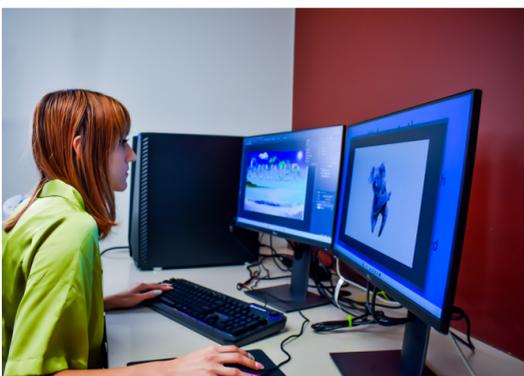
Each library location offers free activities for all ages and interests. In addition, the online library is always open by visiting the website and social media. Contact (972) 721-2440 for information about MiY Zone Makerspace age and other requirements.

### Jan. 6 | Mad Science: Fire and Ice

2:30 p.m. | Valley Ranch Library | Kids  
Experiment with how heat and cold transform matter.

### Jan. 9 | MiY Zone New Year, New Tech

4 p.m. | West Irving Library | Adults  
Stop by the West Digitizing Lab for a tour of the library's makerspace technology.



### Jan. 11 | Origami Club

4:30 p.m. | South Irving Library | Teens  
Explore the Japanese art of paper folding on the second Thursday of every month. Open to all skill levels.

### Career Talks

Career professionals provide an exclusive insight to the day-to-day business of their vocations and discuss the paths to achieve success.

- **Jan. 13 | Mortuary Science**  
2 p.m. | West Irving Library | Teens
- **Jan. 27 | Mechanical Engineering**  
4 p.m. | Valley Ranch Library | Teens



### Jan. 16 | Craftastic: Mandala Dot Painting

6:30 p.m. | South Irving Library | Adults  
Engage in a relaxing activity and create art to take home.

### Jan. 20 | MiY Kids: CoDrones

2:30 p.m. | West Irving Library | Ages 8 and older  
Using block-based coding, make a drone fly and perform tricks.

### Jan. 27 | MiY Zone Edible Education: Roll Into the New Year

2 p.m. | West Irving Library | Teens ages 13-18  
Level up on kitchen skills by learning new culinary tips and tricks. Space is limited, and registration is required at the West Irving Library reference desk beginning one week before the program.

## UPCOMING IN FEBRUARY

### Feb. 1 | Libraries Closed

All library locations and Library Administration will be closed Feb. 1 for staff in-service training. Locations will reopen Feb. 2.

### Feb. 2 | Friday Night Library: Many Tales

7 p.m. | South Irving Library | All ages  
Celebrate African American Heritage Month with award-winning storyteller Toni Simmons and community performers. Participate in crafts, a scavenger hunt and other activities.

## LIBRARY WINTER CLOTHING DRIVE

Help others by donating to South Irving Library's third annual winter clothing drive. Requested items include gently-used and prewashed coats, jackets, sweaters, hoodies, scarves, gloves and other warm clothing for all sizes and ages.

The donation site is located near the first floor elevators. Anyone in need may take necessary items free of charge. For more information, visit South Irving Library at 601 Schulze Drive or call (972) 721-2606. ■



## CITY COUNCIL CANDIDATE PACKETS AVAILABLE FOR 2024 GENERAL ELECTION

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet beginning Thursday, Jan. 4 for the May 6, 2024, General Election from the City Secretary's Office at City Hall, 825 W. Irving Blvd. Packets also will be available on the city's website at [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

This year, Council Districts 4, 6 and 8 will be elected in the General Election. Districts 4 and 6 represent "single-member" districts, which require that the candidate live within the boundaries of the district in which they plan to run. Place 8 is an "at-large" position which will allow the candidate to reside anywhere within the city limits of the City of Irving. A candidate must be a resident of the city and their district in which they intend to run for at least 12 months immediately prior to Election Day.

The filing period is Jan. 17 through Feb. 16. The City Secretary's Office is open from 8 a.m. to 5 p.m. Monday through Friday. For more information, call the City Secretary's Office at (972) 721-2493. ■

## ESTÁN DISPONIBLES LOS PAQUETES DE CANDIDATOS AL CONCEJO MUNICIPAL PARA LAS ELECCIONES GENERALES DEL 2024

Los residentes que estén interesados en convertirse en candidatos para un puesto en el Concejo Municipal pueden recoger un paquete de candidatura a partir del 4 de enero para las Elecciones Generales del 6 de mayo del 2024 en la Oficina de La Secretaria Municipal, localizada en 825 W. Irving Blvd. Los paquetes también estarán disponibles en la página de internet: [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

Este año, Los miembros postulados para el consejo de los Distritos 4, 6 y 8 serán elegidos en las Elecciones Generales. Los Distritos 4 y 6 representan Distritos de "miembro-único", lo cual requiere que el candidato viva dentro de los límites del distrito en el cual planea postularse. El Lugar 8 es una posición "En General", lo cual permite que el candidato resida en cualquier área dentro de los límites de la Ciudad de Irving. Un candidato debe ser residente de la ciudad y su distrito en el que pretende postularse durante al menos 12 meses inmediatamente antes del Día de las Elecciones.

El período de inscripción es del 17 de enero al 16 de febrero. La Oficina de La Secretaria Municipal está abierta de 8 a.m. a 5 p.m. De lunes a viernes. Para obtener más información, llame a la Oficina de La Secretaria Municipal al número (972) 721-2493. ■

## NHỮNG BƯU KIẾN THÔNG TIN CÓ SẴN CHO CÁC ỨNG CỬ VIÊN HỘI ĐỒNG THÀNH PHỐ CHO CUỘC TỔNG TUYỂN CỬ NĂM 2024

Những cư dân có ngõ ý trở thành ứng cử viên cho một vị trí của Hội Đồng Thành Phố có thể nhận bưu kiện thông tin cho ứng cử viên bắt đầu từ Thứ Năm Ngày 4 Tháng Giêng cho Cuộc Tổng Tuyển Cử Ngày 6 Tháng 5, Năm 2024 từ văn phòng của Thư Ký Thành Phố tại Tòa Thị Chính, 825 W. Irving Blvd. Các bưu kiện thông tin cũng sẽ có sẵn trên mạng của thành phố tại [CityofIrving.org/Elections](http://CityofIrving.org/Elections).

Năm nay, vị trí Nghị Viên Hội Đồng cho khu vực 4, 6, và 8 sẽ được bầu trong cuộc Tổng Tuyển Cử. Khu vực 4 và 6 sẽ đại diện cho các quận chỉ có "một thành viên", nên cần yêu cầu ứng cử viên phải cư trú trong ranh giới của khu vực mà họ dự định tranh cử. Khu vực 8 là một vị trí "tự do" nên vị trí này cho phép ứng cử viên có thể cư trú bất kỳ ở đâu trong giới hạn thành phố của Thành Phố Irving. Ứng cử viên phải là cư dân của thành phố và trong khu vực mà họ dự định tranh cử trong ít nhất là 12 tháng ngay trước Ngày Bầu Cử.

Thời gian nộp đơn là từ Ngày 17 tháng 1 đến ngày 16 tháng 2. Văn Phòng Thư Ký Thành Phố mở cửa từ 8 giờ sáng đến 5 giờ chiều. Từ Thứ Hai đến Thứ Sáu. Để biết thêm thông tin, xin hãy gọi Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■



## Irving Public Works Departments: Backbone of City Operations



The City of Irving's public works teams include the Capital Improvement Program, Fleet Operations, Traffic and Transportation, Solid Waste Services and Water Utilities. Public works departments serve as the foundation

of city operations, such as city facility maintenance, public infrastructure, park design and construction, water and wastewater, municipal drainage, solid waste services, street cleaning, graffiti abatement, fleet operations and environmental initiatives.

The **Capital Improvement Program (CIP)** oversees the design and construction of city infrastructure projects that focus on the public's welfare, safety and quality of life. These projects include street construction, water and wastewater improvements, city facility construction, design and construction of parks, and municipal drainage renovation and maintenance. Currently, CIP is managing several projects, including MacArthur Boulevard, Regent Boulevard, West Irving Creek, Irving Boulevard and Central Fire Station, as well as the upcoming Rochelle Road Bridge and Esters Road projects.

Irving's **Fleet Services** is responsible for the operation and maintenance of city vehicles, equipment and city generators. The division repairs and provides preventive maintenance on 1,452 city vehicles and equipment tools. The division also oversees fuel inventory for city vehicles, 26 fuel tanks and orders of more than 1.1 million gallons of fuel annually.

Irving's **Solid Waste Services (SWS) Department** includes three divisions: administration, collection and

landfill operations. On Dec. 4, the department resumed its twice-per-week trash collection, along with once-per-week recycling, brush and bulky item pickup. This year, excavation of new disposal cells will begin at Hunter Ferrell Landfill, as well as constructing a new maintenance building for SWS equipment and a trash and recycling drop-off location for residents.

The **Traffic and Transportation Department** oversees 1,440 lane-miles of road, more than 60,000 street signs, 225 traffic signals and a road system valued at over \$1.5 billion. This year, the city moves into Year 7 of the Road to the Future program. Since the program began, Traffic and Transportation has dedicated \$26.5 million toward maintenance, including 118 overlaid roads, 194 pavement restoration projects and more than 1,000 replaced street panels.

The **Water Utilities Department** provides high-quality drinking water and safe wastewater disposal. The department oversees 1,479 miles of pipeline, 19 storage tanks, 6,362 fire hydrants, 18 pump stations and 51,390 water meters across the city. Operations include 24/7 remote monitoring, maintenance and repairs, state and federal regulatory compliance and conservation enforcement. In 2024, the department will finalize plans to expand the Princeton Booster Pump Station to transfer water from Lake Ralph Hall to the Upper Trinity Regional Water District.



Stay in the know with the city's road construction and infrastructure projects by visiting [CityofIrving.org/Road2Future](http://CityofIrving.org/Road2Future) and [CityofIrving.org/IrvingInvests](http://CityofIrving.org/IrvingInvests). ■

## Rochelle Road Bridge Demolition and Road Closure Coming Soon



As part of the larger \$15.2 million Embassy Channel Drainage project, Rochelle Road bridge between Fairbrook Street and Stonebrook Street will be demolished and closed to all traffic in late January 2024. Work will last about one year, weather permitting.

### Public Meeting Jan. 16

A public meeting to provide details on several projects in the area will be held on Tuesday, Jan. 16 at 6 p.m. at Lee Park Recreation Center, 3000 Pamela Drive. Residents can learn more about three projects:

- Rochelle Road Bridge Replacement and Drainage Improvements
- MacArthur Road Construction
- Lee Park Pool Replacement (construction begins next summer)

### Rochelle Road Bridge Project Includes:

- Widening and deepening the channel
- Installing a 10'x7' box culvert in the channel under Rochelle Road
- Lowering a 20-inch water line
- Lowering a 15-inch sewer line
- Construction of a clear-span bridge

### What is the Detour Plan?

Since the Rochelle bridge between Fairbrook Street



and Stonebrook Street will be demolished, a portion of Rochelle will be closed to thru traffic while the bridge is reconstructed. Cut-through traffic can use the east- and westbound Airport Freeway (SH 183) frontage road.

### How Do Residents Stay Updated on Road Construction?

To receive Irving road construction updates to your inbox, sign up at [CityofIrving.org/Join](http://CityofIrving.org/Join) and/or bookmark [CityofIrving.org/Rochelle](http://CityofIrving.org/Rochelle) and/or follow the City of Irving on social media @TheCityofIrving. Road construction updates are also shared on the city website home page, City Briefs utility bill insert and monthly City Spectrum newspaper.



For more information, visit [CityofIrving.org/Rochelle](http://CityofIrving.org/Rochelle) or call (972) 721-2611. ■

## Save the Date: Frost Fest Feb. 17

Join this free, family friendly event that promises a magical escape into the winter wonderland right here in Irving. Frost Fest returns on Saturday, Feb. 17, from 10 a.m. to 1 p.m. at Levy Event Plaza, located at 501 E. Las Colinas Blvd.

This snowy event includes snow-tubing hills, snow play areas, interactive inflatables, face painters, free train rides, photo opportunities and food vendors.

For more information, visit [IrvingEvents.org](http://IrvingEvents.org). ■





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST January 2024

Legend	
<b>Permit Pending</b>	Plans are being reviewed
<b>Permit Approved</b>	Plans are approved, but the applicant has not paid all fees and picked up the permit
<b>Permit Issued</b>	Plan review is complete, and the applicant has paid all fees and picked up the permit
<b>Permit Planned</b>	Development project with an estimated application date
<b>Verification</b>	The date that the viability of the project was confirmed
<b>C-FB</b>	Carrollton-Farmers Branch ISD
<b>Highlighted Entries</b>	New entries and/or Project Status changes are highlighted as shown

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	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
2	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
3	Fourplex	818 Bluebird Dr.	Apts. - 4 units	3,186 SF	\$600,000	Permit Pending	9/14/2023	2023-09-7742	Irving	Oct-23
4	Savannah Bldg. 6	350 O'Connor Ridge Blvd.	Apts. - 8 units	22,312 SF	\$4,800,000	Permit Pending	11/9/2023	2023-11-9955	Irving	Oct-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
2	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
3	Shell Bldg.	660 Walnut Ridge Dr.	Office	4,862 SF	\$608,000	Permit Issued	9/22/2023	2023-09-8416	C-FB	Dec-23
4	T-Mobile Addition	8333 Ridgepoint Dr.	Office	5,506 SF	\$1,000,000	Permit Pending	11/9/2023	2023-11-9951	C-FB	Dec-23

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	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	QTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
4	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Issued	4/10/2023	2023-03-2326	Irving	Jan-24
5	Tire Wholesale Addn.	3321 W. Pioneer Dr.	Tire Shop	5,795 SF	\$330,000	Permit Issued	5/16/2023	2023-05-3920	Irving	Oct-23
6	Market Place Self Storage	2488 Market Place Blvd.	Self Storage	17,100 SF	\$1,500,000	Permit Pending	8/2/2023	2023-07-6679	Coppell	Sep-23
7	McCorvey Sheet Metal Dallas	7640 Esters Blvd.	Warehouse	26,450 SF	\$5,100,000	Permit Pending	8/11/2023	2023-08-7044	Coppell	Sep-23
8	QTS Substation	6400 Longhorn Dr.	Utility Substation	656 SF	\$1,500,000	Permit Pending	9/1/2023	2023-08-7651	C-FB	Oct-23
9	Shell Bldg.	2371 N. SH 161	Warehouse	27,277 SF	\$3,000,000	Permit Pending	9/7/2023	2023-09-7733	Irving	Oct-23
10	HOLT CAT Wash Rack Bldg.	2000 E. Airport Fwy.	Industrial	5,466 SF	\$1,200,000	Permit Approved	9/8/2023	2023-09-7883	Irving	Jan-24
11	HOLT CAT Yard House Bldg.	2000 E. Airport Fwy.	Industrial	2,462 SF	\$800,000	Permit Approved	9/8/2023	2023-09-7886	Irving	Jan-24
12	Shell Bldg.	4951 Valley Ridge Dr.	Warehouse	28,125 SF	\$4,000,000	Permit Pending	10/5/2023	2023-10-8674	Irving	Nov-23
13	Shell Bldg.	Jetstar Dr., Bldg. 1	Warehouse	69,160 SF	\$6,000,000	Permit Pending	11/1/2023	2023-10-9471	Coppell	Dec-23
14	Shell Bldg.	Jetstar Dr., Bldg. 2	Warehouse	104,520 SF	\$7,000,000	Permit Pending	11/1/2023	2023-10-9470	Coppell	Dec-23
15	Shell Bldg.	4300 Horizon Way	Warehouse	53,152 SF	\$5,000,000	Permit Pending	11/17/2023	2023-11-10161	Coppell	Dec-23
16	Shell Bldg.	4203 W. Royal Ln.	Warehouse	149,827 SF	\$14,000,000	Permit Pending	11/17/2023	2023-11-10162	Coppell	Dec-23
17	Shell Bldg.	4000 Horizon Way	Warehouse	133,740 SF	\$13,000,000	Permit Pending	11/17/2023	2023-11-10163	Coppell	Dec-23
18	QTS	6300 Longhorn Dr.	Data Center	264,400 SF	\$180,000,000	Permit Pending	11/27/2023	2023-10-9002	C-FB	Jan-24

RETAIL										
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#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	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
2	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Pending	5/15/2023	2023-05-3939	Irving	Jun-23
3	Pioneer Laundromat	4401 W. Pioneer Dr.	Laundromat	6,207 SF	\$350,000	Permit Pending	6/22/2023	2023-06-5442	Irving	Jul-23
4	Shell Bldg.	3523 World Cup Way	Retail	3,000 SF	\$280,000	Permit Pending	7/7/2023	2023-07-5942	Irving	Aug-23
5	7 Eleven	7480 N. SH 161	Retail	4,761 SF	\$1,000,000	Permit Pending	12/8/2023	2023-12-10581	C-FB	Jan-24

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	Hampton Inn + Suites	4500 Plaza Dr.	Hotel - 130 Units	77,763 SF	\$9,000,000	Permit Approved	6/15/2023	2023-06-5194	Coppell	Dec-23
3	Home 2 Suites Addition	4700 Plaza Dr.	Hotel - 40 Additional Units	22,253 SF	\$3,000,000	Permit Pending	11/29/2023	2023-11-10469	Coppell	Jan-24

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 Issued	1/30/2023	2023-01-744	Coppell	Nov-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	COI VVMC Warehouse	367 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Issued	3/22/2023	2023-03-2183	Grand Prairie	Nov-23
2	COI Landfill Maintenance Bldg.	106 E. Hunter Ferrell Rd.	Maint. Building	4,985 SF	\$1,000,000	Permit Approved	6/1/2023	2023-06-4675	Irving	Nov-23
3	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
4	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
5	VR Islamic Center Addition	351 Ranchview Dr.	Church	50,407 SF	\$8,000,000	Permit Pending	9/7/2023	2023-09-7851	C-FB	Oct-23
6	COI Fleet Maintenance Bldg.	108 N. Briery Rd.	Auto Repair	21,530 SF	\$7,500,000	Permit Pending	11/20/2023	2023-11-10255	Irving	Dec-23

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES										
DATE			TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
December 2023			9	\$5,149,048	3	\$2,571,436	6	\$2,577,612	0	\$0

**Notes:**

1. 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, JANUARY 22, 2024**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**

## ICVB Memorandum

Date: January 8, 2024  
To: Maura Gast, FCDME, Executive Director  
From: Lori Fojtasek, Vice President, Sales & Services  
RE: Sales & Services Department Board Report for December 2023

### Convention Sales Activities

Leads Generated	December	YTD
Irving CVB – Hotel Leads	97	345
Irving Convention Center Leads	25	81

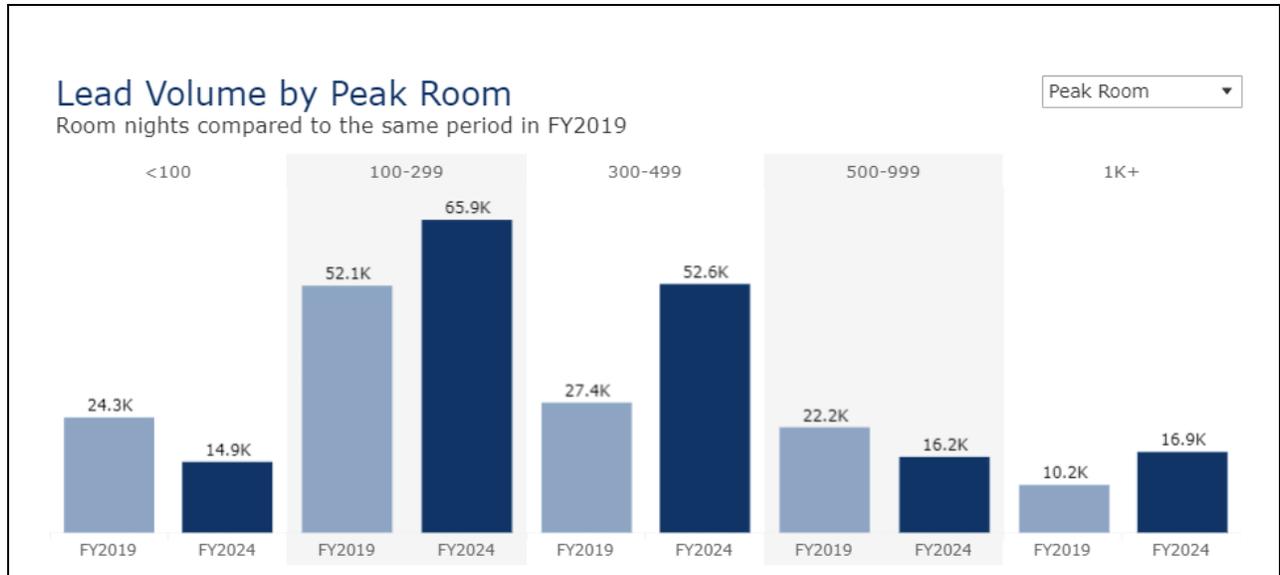
### December

Room Nights Generated	Monthly Goal	December 2023 Actuals	December 2022 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	December Convention Center	Convention Center YTD
Definite Room Nights	11944	12610	9025	143318	31001	30940	6302	9691
Lost Room Nights		41317	19144		130316	91824	27227	75988

### Travel & Activity

December	Organization	Event	Location
13-15	Texas Society of Association Executives	Holiday Celebration	Austin, TX
14-15	Meeting Professionals International Texas Hill Country Chapter	Jingle & Mingle Reception	San Antonio, TX

# Lead Volume 2019 vs 2024



# Customer Services Activity

## December Servicing & Inventory

Groups Served	
December	5
YTD	30

Event Location:      Hotels: 5      Irving Convention Center: 0      Other: 0

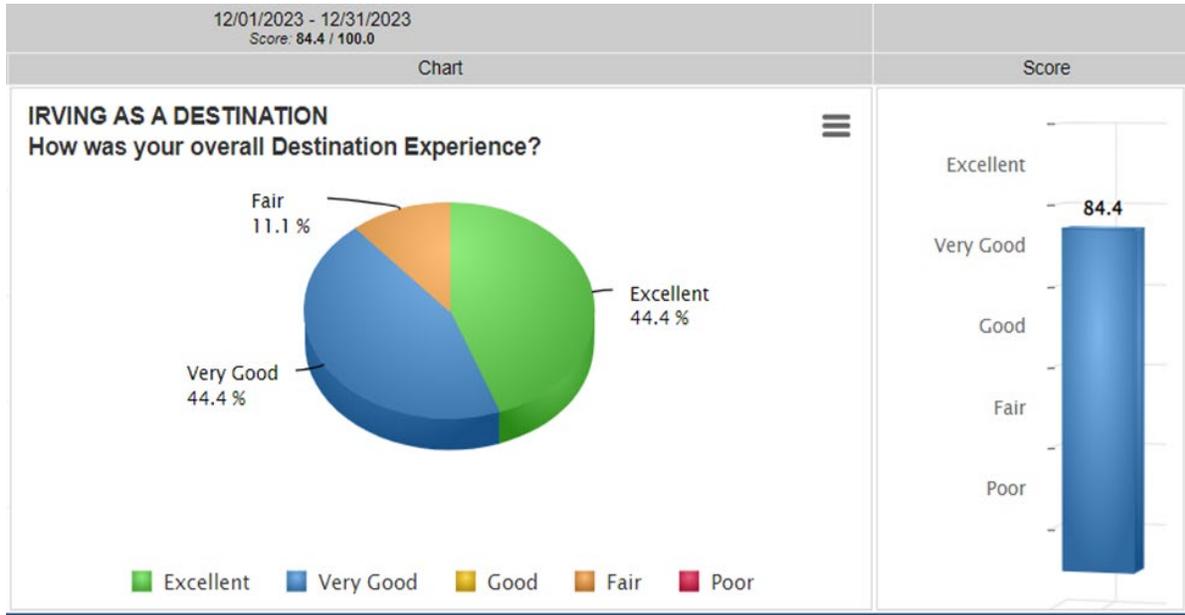
	December	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	1	475 Badges/ 475 Lanyards
Pens	2	925
Bags	2	1675
Promotional Materials	3	400 Restaurant Maps/200 TMF maps/500 Traveler's Guide
Staffing Services	1	8 Event Hours

### Proclamations/Welcomes/Flags:

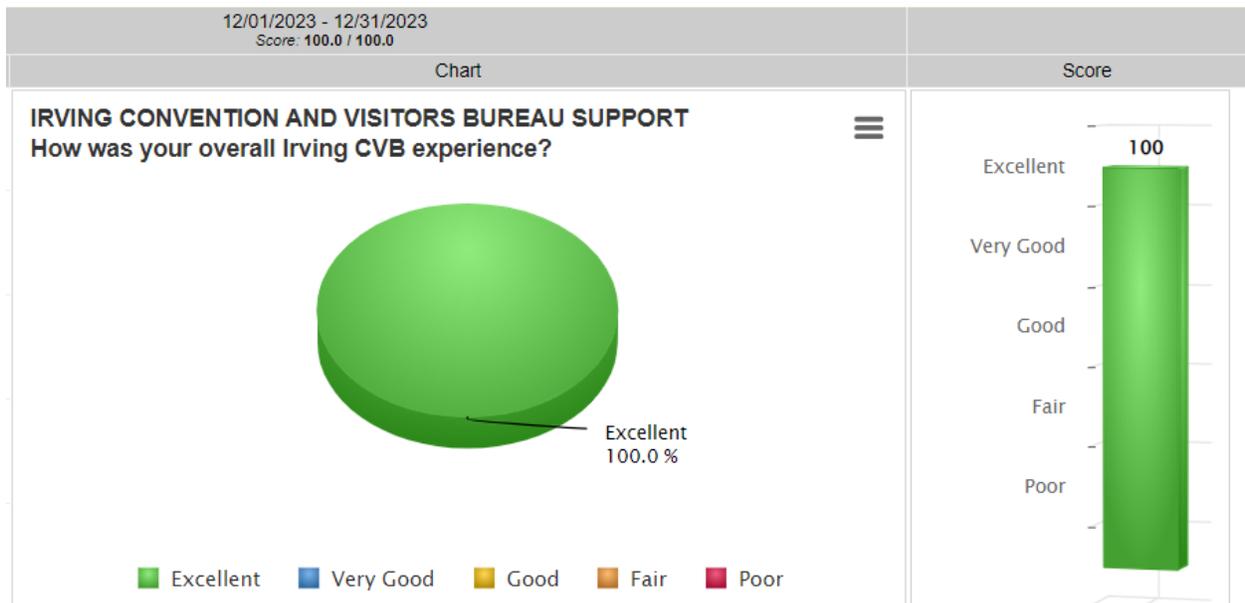
- Mayor/Proclamation- Marine Corps League/State Conference, Oct. 6, 2023, Mayor Stopfer

# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience?



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



**Definite Bookings**  
**January 2024 – March 2024**

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
National Rifle Association of America NRA	NRA Board of Directors Meeting - Winter 2024	1/1/2024	1/7/2024	200	478
Hilti North America	Hilti Annual Sales Meeting 2024	1/3/2024	1/12/2024	700	2401
Blue Grey Events	Blue Grey Bowl January 2024	1/5/2024	1/8/2024	150	260
American Red Cross	American Red Cross Service Delivery 2024	1/8/2024	1/11/2024	100	400
Greystar Management Services LP	Greystar - Cohort Rooms Only - January	1/8/2024	1/10/2024	30	90
Gainwell Technologies	GWT IP Leader Meeting - January 2024	1/8/2024	1/11/2024	10	30
Flying Eagles	Flying Eagles 2024	1/10/2024	1/13/2024	300	244
Challenge Youth Planning	Challenge Youth 2024	1/12/2024	1/14/2024	650	367
Vizient, Inc.	Vizient, Inc. 2024 Apexus AKO	1/16/2024	1/18/2024	150	330
Zeta Tau Alpha Fraternity	Zeta Tau Alpha Fraternity Officer Leadership Academies Jan2024	1/18/2024	1/21/2024	350	389
Delta Zeta Sorority	Delta Zeta Presidents Academy 2024	1/18/2024	1/20/2024	300	383
Cadillac and LaSalle Club	2024 CLC WBOD	1/22/2024	1/28/2024	65	215
Vizient, Inc.	Vizient, Inc. 2024 Indirect Spend Summit	1/22/2024	1/23/2024	175	310
Insurance Meeting Network	National Convention	1/24/2024	1/29/2024	1500	945
APCO Holdings	GWC Refresh Training Regional Meetings - TX	1/24/2024	1/25/2024	19	32
Southwest Society of Periodontists	Southwest Society of Periodontists 2024 Winter Meeting	1/25/2024	1/27/2024	150	240
Family First Life	Family First Life	1/27/2024	2/4/2024	3500	252
McKesson Corporation	#16613-Board & Committee Meeting Jan 2024	1/27/2024	1/31/2024	20	85

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/2/2024	2/10/2024	200	450
John Deere Company World Headquarters	CEO Summit 2024	2/4/2024	2/9/2024	300	616
American College of Emergency Physicians	ACEP - Indy Class 1 - 2024	2/5/2024	2/7/2024	60	125
AMN Healthcare, Inc	AMN Sales Summit 2024	2/5/2024	2/9/2024	225	343
Canon Medical Systems USA	Canon Medical Systems Kick Off Meeting Feb2024	2/5/2024	2/8/2024	300	1000
Flowserve Corporation	PB Flowserve Room Block - Feb 2023	2/5/2024	2/7/2024	40	120
United States Tennis Association, Texas	USTA/USPTA Texas Joint Annual Meeting 2024	2/7/2024	2/11/2024	250	456
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2024	2/8/2024	2/11/2024	200	471
DFW Church of Christ	DFW Marriage Retreat	2/9/2024	2/10/2024	800	200
Energy Utility & Environment Conference	ENERGY UTILITY & ENVIRONMENT CONFERENCE	2/11/2024	2/15/2024	1000	200
TexSom	TEXSOM 2024 International Wine Awards	2/16/2024	2/20/2024	300	174
American College of Emergency Physicians	ACEP - Indy Class 2 - 2024	2/18/2024	2/20/2024	60	162
American Council for Construction Education	ACCE 2024 Conference	2/20/2024	2/24/2024	450	575
Womack Machine Supply	2024 Womack Machine Supply Sales Meeting	2/20/2024	2/22/2024	145	258
Texas State Association of Fire and Emergency Districts	23rd Annual Conference	2/21/2024	2/24/2024	700	954
National Systems Contractors Association	2024 National Systems Contractors Association Conference	2/24/2024	2/29/2024	1020	955
Texas Veterinary Medical Association	2024 TVMA Annual Conference	2/28/2024	3/2/2024	400	680
Zweig Group	ElevateHer 2024	3/5/2024	3/7/2024	55	140
Texas Steel Guitar Association	Texas Steel Guitar 2024	3/6/2024	3/10/2024	300	856

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Hispanic Association on Corporate Responsibility	HACR - LATINA EMPOW(H)ER Summit 2024	3/7/2024	3/14/2024	200	651
The Job Shop Company	Design 2 Part Show	3/10/2024	3/16/2024	1000	298
Texas Independent Ginners Association	TIGA Annual Conference 2024	3/10/2024	3/12/2024	75	82
Environmental Impact Management Agency	2024 EIMA Annual Meeting	3/11/2024	3/14/2024	100	215
Texas Hoe-Down Dance	Texas Hoe-Down Dance Event 2024	3/21/2024	3/24/2024	200	330
Texas Educational Diagnostician's Association	2024 Spring Annual State Conference - Contracted Room Blocks	3/21/2024	3/22/2024	600	340
Texas Society of Professional Engineers	2024 State MATHCOUNTS Competition	3/21/2024	3/23/2024	400	172
Texas Society of Professional Engineers	2024 TSPE and TEF Board Meetings	3/21/2024	3/22/2024	35	20
ALM First Financial Advisors, LLC	2024 ALM Conference	3/24/2024	3/27/2024	150	450
National Agriculture in the Classroom (NAITCO)	NAITCO 2024 Leadership Summit	3/24/2024	3/27/2024	75	126

\*\*Highlighted items above are Target Industries for Irving



# Marketing Communications

**To:** Maura Gast, Executive Director

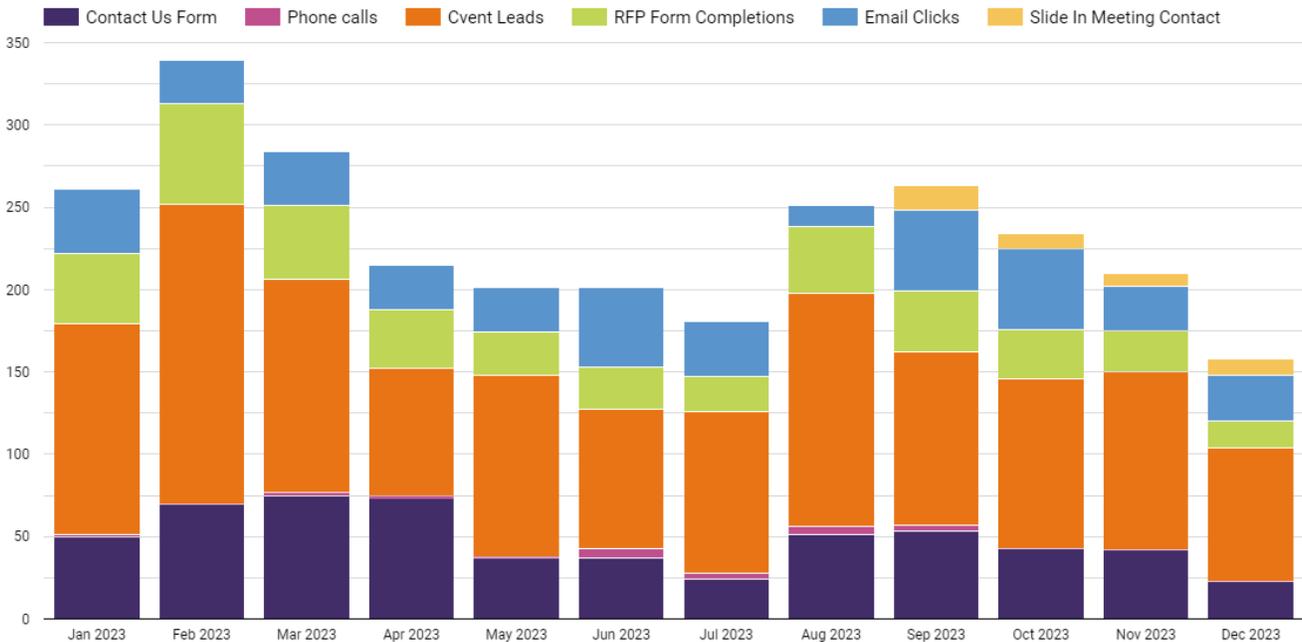
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing

**Date:** January 16, 2024

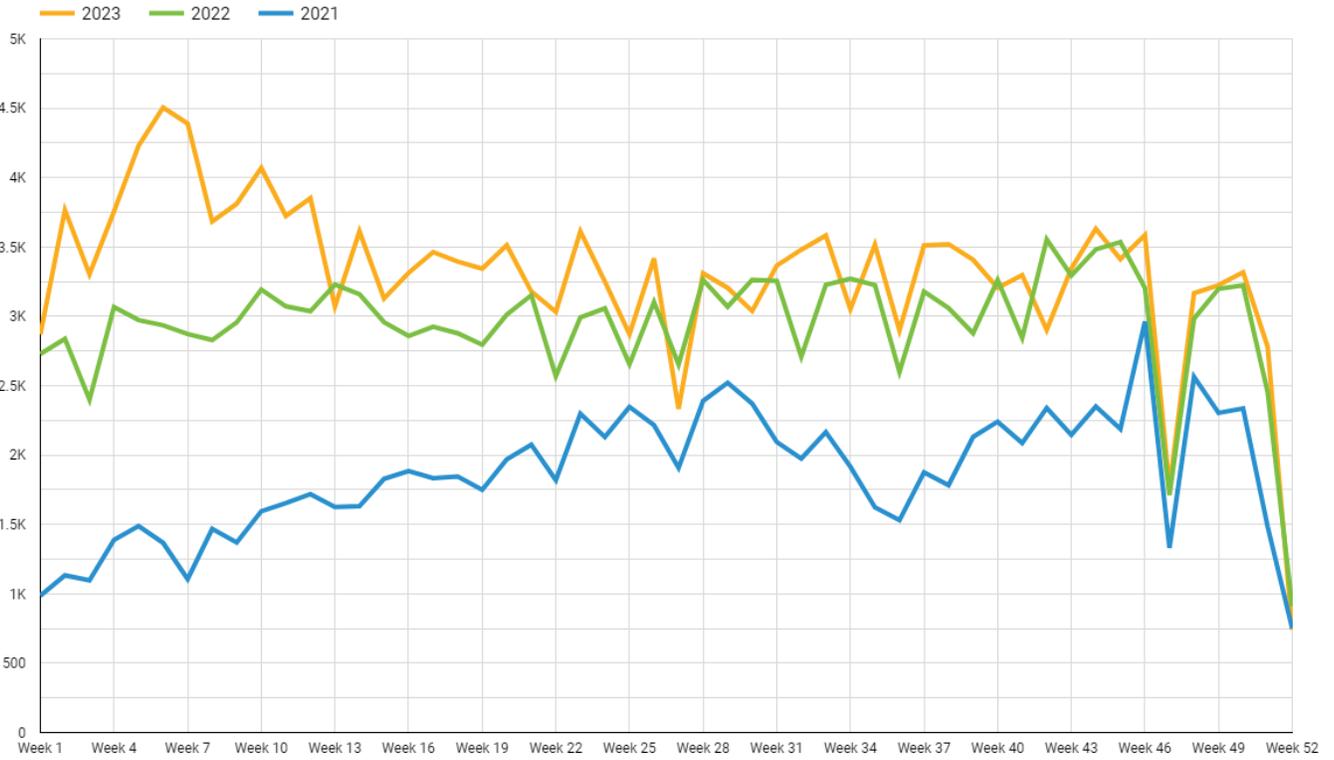
**Re:** December Board Report

## Marketing Prospects

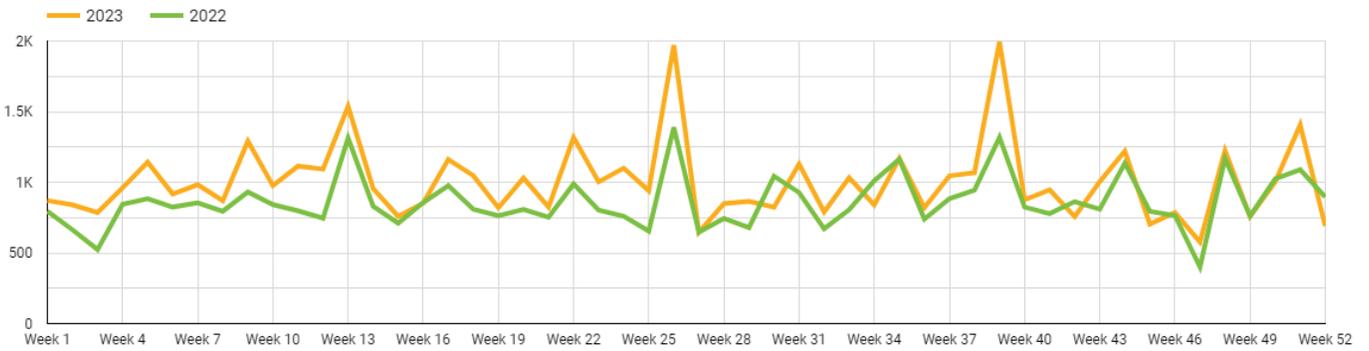
In December 2023, there were **158 total prospects**. Of those, 81 came from Cvent, 49 came from the website, and 28 were email prospects.



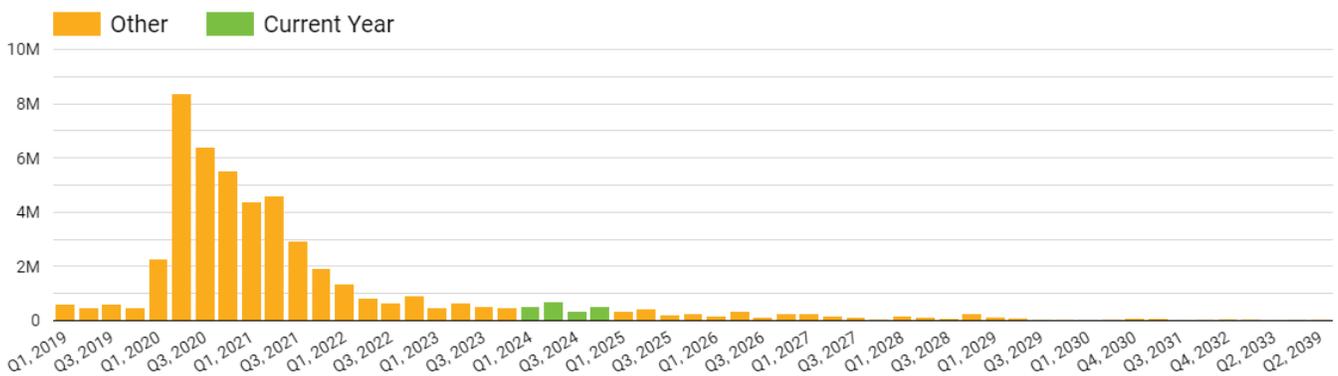
### Aggregated Weekly Lead Volume of 200+ DMOs



### Aggregated Weekly Definite Volume of 200+ DMOs



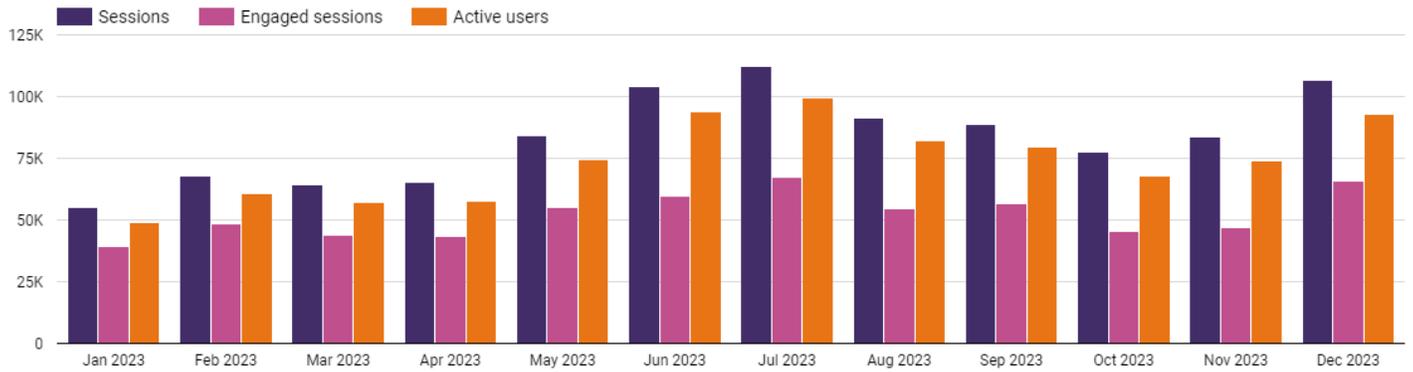
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



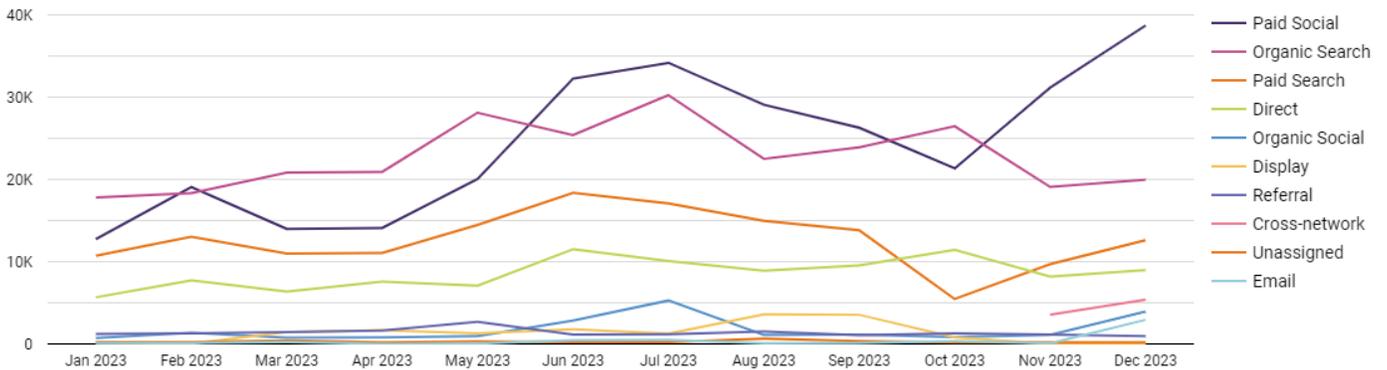
# Website Traffic and Engagement

Website traffic increased significantly in December, with the second-highest number of monthly sessions in 2023. There were **106,416 total sessions** and **65,794 engaged sessions** from **93,104 active users** who triggered **949,914 events**.

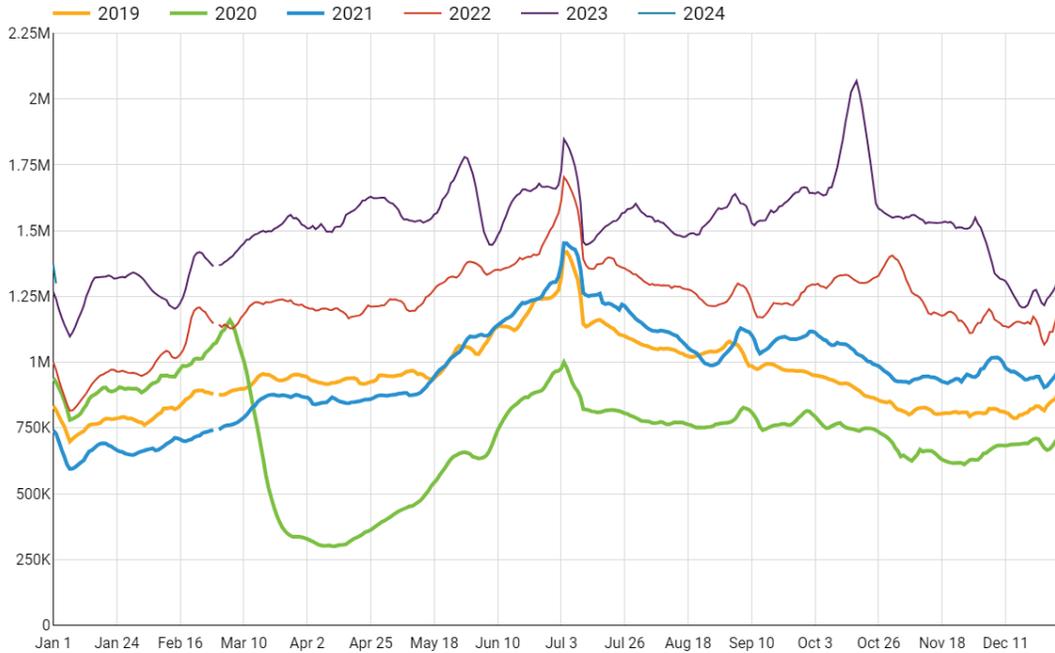
Sessions / Engaged Sessions / Active Users



Users by Channel



Aggregated data from Simpleview shows that overall website sessions in 2023 exceeded the previous four years.

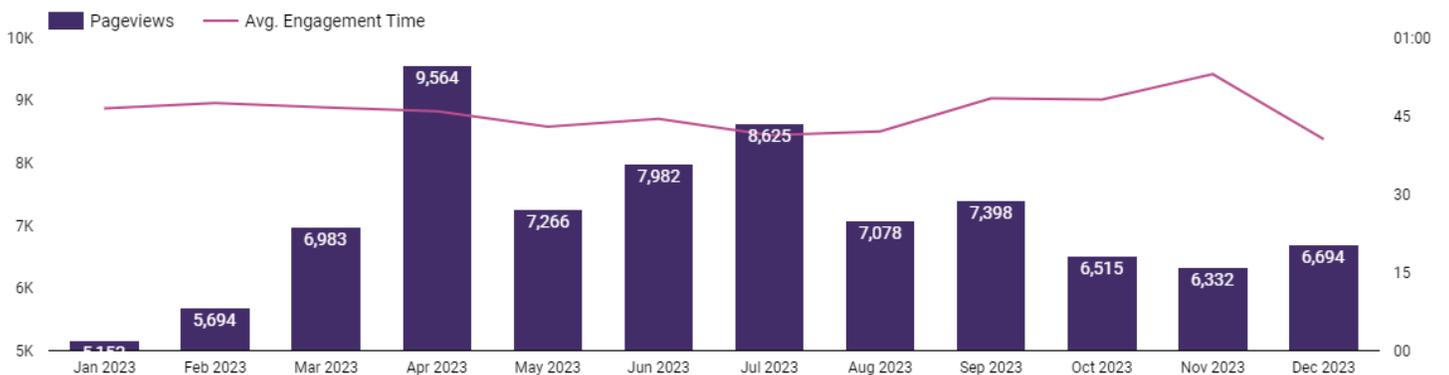


## Blog Traffic

Blog traffic increased in December with **6,694 pageviews**. The top five posts were:

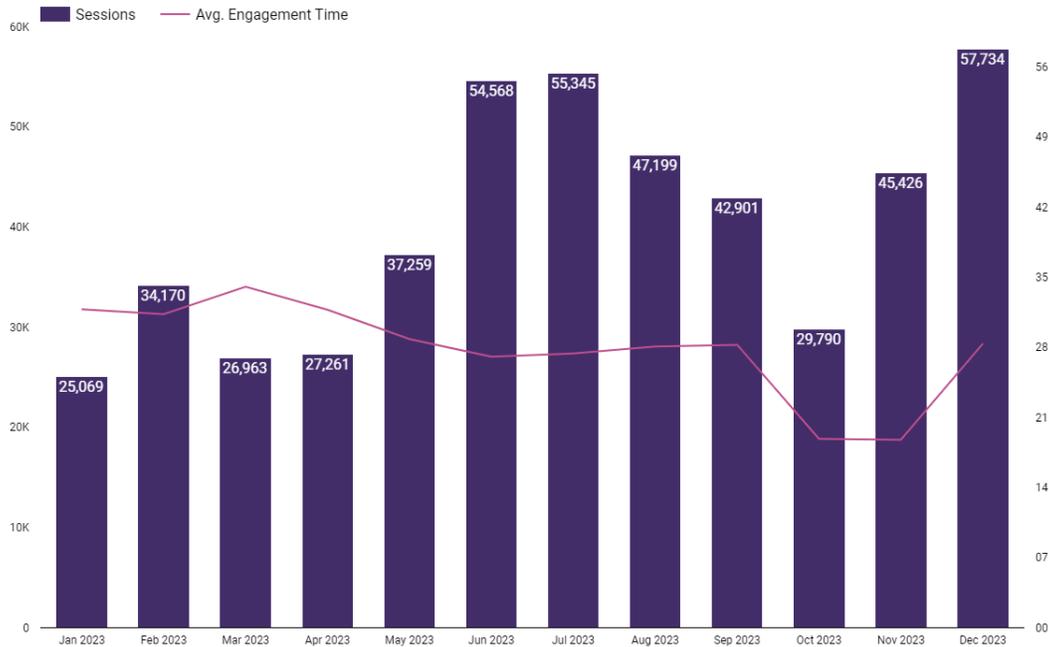
1. Irving’s Lucky Charm Dive into the Delightful World of Po Melvin’s Famous Black-Eyed Peas – 1,394 pageviews
2. A Guide to DFW International Airport Restaurants – 407 pageviews
3. Five Brunch Spots in Irving You Need to Try this Sunday – 407 pageviews
4. Five Ways to Have Fun at Lake Carolyn – 321 pageviews
5. Seven Days a Week, a Happy Hour Run Down in Irving – 289 pageviews

## Blog Pageviews



## Paid Search (SEM)

Paid search generated **57,7341 sessions** in December, the highest for the calendar year.



## Digital/Leisure Campaigns

### Staycations Campaign

In December, the Staycations campaign generated **6,561 hotel referrals** and the micro-campaigns generated an additional **583 hotel referrals**.

### Twelve Days of Holiday Giveaways

The Twelve Days of Holiday Giveaways campaign generated **15,292 sessions** from **7,760 unique visitors** and had an **81.6% engagement rate**. The campaign also resulted in **967 new newsletter subscribers**. This holiday campaign was a leading contributor to the overwhelming overall traffic growth for December. Another positive win for the month was the strong increase in organic YoY growth, which ended a four month lull in engaged sessions.

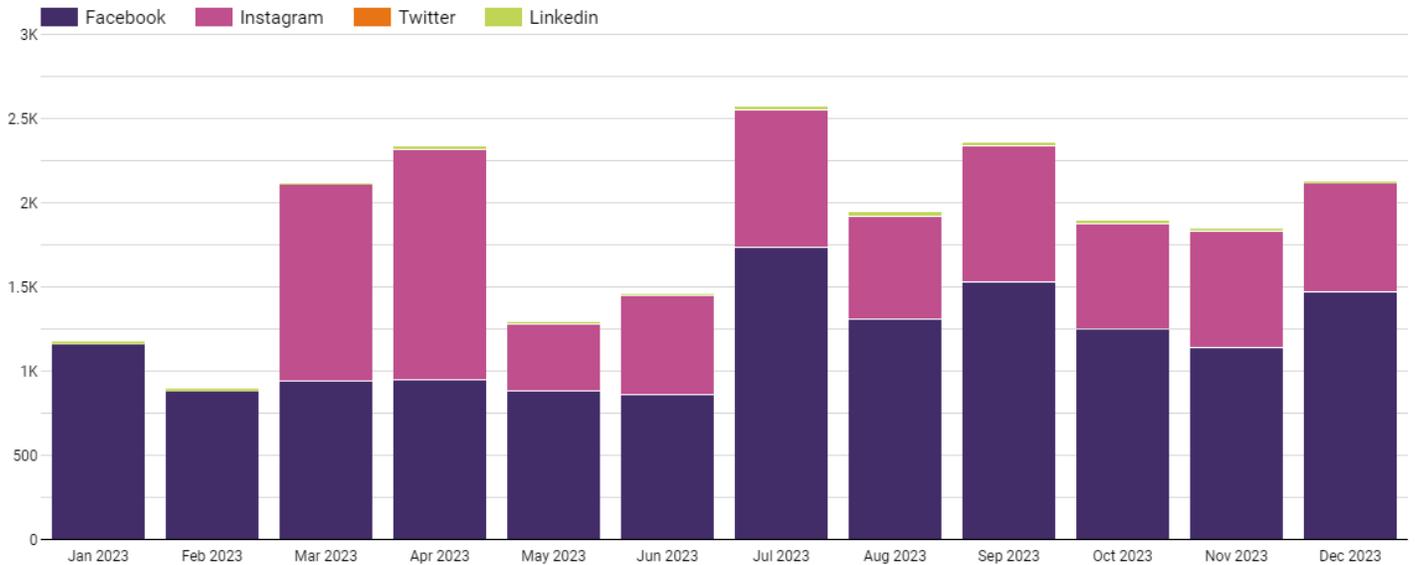
## Social Media

December saw the addition of **2,128 new social media followers**, which brought the total influence to 162,936 followers.

## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	108,618	20,046	5,789	1,020	135,473
CC	21,387	3,120	2,415	541	27,463
Grand Total	130,005	23,166	8,204	1,561	162,936

## Social Media Net Followers



## Attachments

- 📎 “How Irving, Texas has transformed into a “bleisure” magnet,” (transcript of podcast with Maura Gast), Tyler Davidson, *Meetings Today*, Dec 26, 2024
- 📎 December Organic Search Overview
- 📎 December Social Media Overview
- 📎 December Blog Performance Overview
- 📎 December Visit Irving Social Stats
- 📎 December Irving Convention Center Social Stats

# How Irving, Texas, has Transformed Into a Bleisure Magnet

[m meetingstoday.com/podcasts/144318/how-irving-texas-transformed-bleisure](https://meetingstoday.com/podcasts/144318/how-irving-texas-transformed-bleisure)



December 26, 2023

Tyler Davidson



*Maura Gast*

Visit Irving Executive Director Maura Gast shares how this Dallas Metroplex convention magnet, often described as the "headquarters of headquarters" due to the proliferation of Fortune 500 HQs, has transformed into an entertainment mecca and Bleisure draw.

**[Related: [Irving Packs a Lot of Texas Into One Compact Package](#)]**

Gast also details the new Ritz-Carlton taking over for the Four Seasons as well as the most recent meeting facility news and the 50th anniversary of Las Colinas, one of the first master-planned communities of its kind.

**Listen now:**

**[Related: [Maura Gast, Chief of Visit Irving, Talks Trends and Local Haps](#)]**

**Transcript:**

*Editors note: The following transcription was facilitated by AI program Otter.ai and proofed by our editors. Although it is very accurate, there inevitably will be some mistakes, so please consider that when reading. Thank you.*

**Tyler Davidson**

Hello, and welcome to this Meetings Today Podcast. I'm Tyler Davidson, vice president and chief content director for Meetings Today, and really pleased to welcome an old friend, of myself and to the industry, to this broadcast: Maura Gast, who is the executive director for the Irving Convention and Visitor's Bureau. Thanks for joining us...

**Maura Gast**

Oh, it's a pleasure, Tyler.

**Tyler Davidson**

And, wow, I mean, you have kind of been running the business there for like 20 years now, and at the bureau for 32 and a half. And lots of things happening in the destination during that time that we're going to talk about, but, you know, since it's a football season right now and the Dallas Cowboys at the moment are on a big giant run—they may be kind of colliding with my 49ers at some point—but you guys used to have the stadium there and the Cowboys headquarters. And when they departed, I mean, it could have been really rough for any destination, but all the stuff that is happening there, you've really done so much. And I'm always just kind of rooting for you and for your continued success.

**Maura Gast**

Well, thank you, sir. You know, it was a little bit of a heartbreaker when it happened. Obviously, we'd been home for a while the only place where any Super Bowls have ever been won—and just want to go on the record with all five of them only happened when the team was here. I'm not saying there's a change, but you know, whatever.

Now, they're still such a part of our identity. So that when they left, it was really a little bit of, "Okay, you know, they were part of us." And it's kind of like they grew up and moved out of the house, right? They're not coming back. But we had the ability to be empty nesters and reimagine what our future would look like without the Cowboys in our immediate backyard.

Obviously, they're still in the region. Obviously, they're still called the Dallas Cowboys, you know, so they're still good for us, and they're still good for the region.

The way the new stadium was built, it's drawn much bigger and larger events to the area. And because of where Irving sits geographically, we're in a great position to continue to capitalize on their presence here. But we've also made sure that we built some things of our own to stand on literally and figuratively, and because they left, I think we had the impetus to do those things.

**Tyler Davidson**

I mean, you've turned into a massive entertainment destination, like the Toyota Music Factory. Of course, Las Colinas is celebrating—just celebrated—its 50th anniversary and is home to this massive amount of Fortune 500 companies. I think the statistic is there's a lot more people working there than in downtown Dallas?

**Maura Gast**

Yeah, it's huge. You know, it is a huge urban center in the middle of a huge urban market. And you know, Las Colinas is a real estate development within the city of Irving...Today you see masterplan developments everywhere, but 50 years ago, this was a first of its kind, and because of how it was structured from a legal and financial standpoint, there's been nothing like it ever done again.

They were able to create and put to use a wide range of, for the time, just unheard-of financing structures and flood mitigation. I mean, this is a floodplain. The canals in the lake that are here are utilitarian and purposed. When Mr. Carpenter built this area, he saw an opportunity to make something out of utility and to make something more than functional, right? And so, that's kind of what we've tried to live by with everything that we've done and tried to really honor that.

But because of how he approached things out here, we've been able to stand on those shoulders. Irving is the headquarter of headquarters. You know, we have so many headquarter regional or international headquarters here within minutes of our offices in the convention center, within minutes of DFW International Airport and Love Field. We're equidistant between both amazing airports. It is easy to get here from everywhere.

### **Tyler Davidson**

Even more businesses are coming to Texas, too, that's the trend.

### **Maura Gast**

That's exactly true. You know, the amount of people that have come, that continue to come, to Texas every day...and Dallas Fort Worth—something like 30% of the state's jobs are here in Dallas/Fort Worth. I mean, it's just a huge central area and part of that is the airport. Part of that is that central location, not just in the country, but especially from a business standpoint, a doing business standpoint.

If you're bringing people together, the easier it is to get everybody to a place and get down to business, the better it is for the bottom line and for the organization. So, the ability to fly out on a Monday morning for Monday meetings that start Monday afternoon and go Tuesday, Wednesday, Thursday and get people back home on Friday, that's a luxury we have, and we've always had, and we now have it with even better and more air service.

### **Tyler Davidson**

Getting back to Las Colinas, there's big news there with the Four Seasons, and I guess the Ritz-Carlton is taking that over. And normally one would really hate to see luxury property like the Four Seasons leave, but a Ritz Carlton. I mean...

### **Maura Gast**

Right, right. You know, it's so funny, because you started with the Cowboys—you know, the Cowboys leaving. And of course, you know, we're like, "Oh, okay, we'll get through that." And, "Oh, my God, what do you mean, the Four Seasons is leaving?!" Then you realize, okay, well, when you have a property of that caliber, you know—getting into the just the nuts and bolts of the money side of it—when you have a property of that caliber, it takes a property of that caliber to pay the bills.

You know, that was one of our conversation points in the community, as people were hearing that the Four Seasons was leaving, and not really having a frame of reference to say, "Well, what does that mean?" You know, there were a lot of people who thought, because we lost the Byron Nelson golf tournament 5, 6, 7 years ago, that that was going to cripple the hotel. Like, it's one week a year, folks, you know?! They have to make a living the other 51...It's a very emotional and visceral reaction, understandably, you know? It's a crown jewel, not just for Irving but in the Metroplex, but then you say, "Okay, but look what's coming." Okay, you have this beautiful, high-end, elegant property that has [unintelligible] that are the scale of a beautiful high end elegant property, right?

So, you need something of that caliber to come in—I mean, just from the pure business functionality of a deal. And once we could kind of get people off the ledge and kind of thinking through that practically, and then obviously seeing as how it's playing out, seeing how the new ownership is putting a lot of money into what was already a lovely property, right? Putting a lot of money into the property to scale it even further up to where it'll wear that Ritz-Carlton flag come January,

**Tyler Davidson**

With a significant amount of property renovations...

**Maura Gast**

Nearly \$60 million worth of property improvements. All the guest rooms are being touched, all the villas, the food and beverage outlets, the meeting spaces, everything is being touched. You know, it's going to be new and beautiful in a place that was always new and beautiful.

**Tyler Davidson**

And then how about some other different renovations or significant hotel properties?

**Maura Gast**

Well, I've got a funny one for you. I guess it's funny; I'm entertained by it. So, we have an Embassy Suites opening—should be opening in January—which is maybe three miles from the convention center; great location right at 114 and MacArthur. But the first time that piece of property was originally zoned for an Embassy Suites was more than 20 years ago. It has changed hands. It has changed developers. I don't know that it's fair to say it ever really started; it got as far as zoning several times that this time when it all came together, this time it actually came to fruition.

So, they will be opening soon and it's a lovely property. You know, one of the great things that happened with the Westin Irving Convention Center opening is that it allowed some of the other hotels close by—which were still in great shape—but you know, competition drives investment. So, you know, with the Westin coming online...The Marriott Las Colinas, its owners reinvested in that property, the Omni Las Colinas; their ownership reinvested in that

property. They made the absolute most of the downtime during COVID and really chose to close down for a couple months to do the things that they needed to do to advance reinvestment.

So, you know, there's a beautiful new look at the Omni and more coming still. We've got the Embassy, we've got the Hotel Indigo; it's probably about a mile and a half east of where the Omni is that will be opening summer of '24.

We have some properties that have changed hands; we have a new Element, I think that's probably open since the last time you were here, at 114 and Green Park/Hidden Ridge. So, again, another couple of miles. None of our hotels in the city are more than seven or eight miles from the convention center. None is more than seven or eight miles from DFW airport. So, all of them are in an easy location. So, that Element's been open for a couple of years now.

We've got a property that's now branded as a Candlewood. We've got some Sonesta flags where they took over certain things. We have what was originally once upon a time a Holiday Inn Holidome—for those people who've been around a long time—that will be reopening probably right around the end of this calendar year. Two Wyndham brands; so, Wyndham and Ramada within the one hotel.

So, certainly this area has always been a hotbed for hotel activity. And as you know, the hotel industry continues to invent new brands; Irving continues to be a place where those new brands are going to pop up.

But then at the Music Factory, too, there's a lot of reinventing happening there as well. The first property there opened in September of 2017, which is kind of hard to imagine it was that long ago, and it feels like yesterday. But there's new ownership there that now owns the lease and the agreement with the city. And they have brought forth some really big, bold ideas to the city for consideration. The city is working through those right now.

But one of the assets that is getting ready to open is a project called the Rayleigh Underground; it's right at the base of the Live Nation Pavilion, which is another great event space; about 40,000 feet of private space for private events, smaller-scale concerts, all those kinds of things. Brookfield, which is the new ownership group for the lease at the Music Factory, is looking at a lot more activations of the plaza itself, a lot more scaling of the plaza. And then, some of the simple things—we'll call it weather conditioning of the plaza. And, you know, thinking about shade structures, thinking about some of the other things and really thinking about trying to bring to the outside.... So, I think over time, they're looking at some different kinds of tenant strategies. There are office tenants that are now in there.

So, that's going to help support the restaurant tenants. But really making sure that the mix of restaurants and the mix of entertainment tenants that are in that structure really are a lot more diverse in what they have to offer.

## **Tyler Davidson**

And yeah, sounds like all sorts of great stuff. Music Factory—it's a kind of surprise now that Irving is like a big entertainment destination. And you must have a lot of not only business travelers, which you always have had because of your Fortune 500 base, but also probably leisure travelers to come in there.

## **Maura Gast**

Absolutely. That is exactly right. And it's funny, when we first started down this convention center, and ultimately entertainment district, project, one of our goals was to try to help drive weekend demand. Because corporate travel is cyclical, when the market is high, it's great. And when the market isn't, it isn't. So, how do we build something that can help stabilize Irving over the long term?

And really, since we opened the convention center in January of 2011, opened the Music Factory in '17, opened the Westin in '19, we have been able to drive weekend occupancy and weekend rates accordingly by bringing new demand into the market. So, it's definitely doing that. But also, now when we survey customers post-event, "What did you like the most? What did you like the least..." One of the things that pushed us down the road to try to make something happen on the entertainment venue side, because it was the number-one reason why we lost business.

You know, we lost over lack of things to do in Irving proper. We used to have a line item in our budget to bus people out of Irving for their off nights. We don't have to do that anymore. But that was something that would come up; they would come up with hotels with groups they were trying to book on their own: "What's your number one reason for lost business, if you had availability?" So, that became a really important piece of the conversation.

But now, it's not an issue anymore. You know, now when we ask questions in our visitor data gathering about, "Would you consider extending your travel time..." "Yes, we'll think about it!" We didn't rate really highly on that before.

You know, we have to kind of acknowledge that we weren't that place before, and we're getting there but we can't rest on our laurels. "We can't say, 'Okay, we're done,'" Because every day somebody else is building and improving and doing something else. I think what we've done really well—and it's hard to do especially in a marketplace like Dallas/Fort Worth, where it's so competitive, and there's so much—you know, there's 23, 25, 35, I don't know how many cities and CVBS there are in this area—but you know, everybody's always trying to do the next thing, because if you don't, somebody else is gonna get to it.

And, you know, we can't be all things to all people, but what we can be is a really good place for grownups. And, you know, who we are by day and during the week for business is not a bad role for who we can be on the weekends, too. It doesn't mean we're not attractive to families, but the activities and things that we have and that we've built are really

complementary to the grownups who are here during the week, We don't have to reinvent ourselves for the weekend. Stay a day longer, stay two or three. It's not such a big deal if you need to come here on a weekend anymore. It's a good thing; there's going to be things to do. If you're a convention or a meeting, and you've got an opening night and a closing night end event and one or two empty days in between, there are places for your sponsors, your convention sponsors, to take their clients out or to host offsite venues without having to go through a lot of expense or a lot of shuttle expense.

So, we knew where our opportunities were, and I think we've been really smartly focused, but we also know we can't just sit still now.

**Tyler Davidson**

Anything else on the horizon that you can think of?

**Maura Gast**

I learn so much every week, whether it's the acts coming into the Live Nation Pavilion, where—you know, I'm officially old at this point, because almost everything that comes in, I have to Google and go, "Is that a person? Is that a group? What is that thing that this is the name of? So, I learned a lot.

You know, the conventions that happen in the convention center itself, there's all sorts of groups of all kinds. You know, we had 800 people playing cornhole here all weekend. You know, three years ago, there was no such thing as a cornhole tournament, now it's really big business—players with play-by-play guys and sponsors and you know, patches and all that crazy stuff, so it's nuts. It's nuts, but it's great.

Things like that are growing—like crazy things like anime and the Comic-Con—things are growing like crazy. So are things like quilting and knitting and some old school things that have found new fans in much younger generations. So, to me it's just fascinating, and I love it and I love that every day is different here. It's probably why so many of us are still here. I love when I come into the parking garage and I can't find a spot because we're full. I love when I try to park in the loading dock and forget that it's a loading day and there's, you know, 20 minutes of trailers stacked up waiting for the dock to open so they can move in. And the boneyard looks full, and it makes me happy, happy, happy.

**Tyler Davidson**

This is endless fascination. There's always something every day in this industry. Absolutely. Well, thank you for joining us for this podcast today.

**Maura Gast**

My pleasure. It's always good to see you, Tyler, and happy move.

**Tyler Davidson**

Talk to me in about a week with all that, yeah...

## **Maura Gast**

When I see you next summer at the DI convention, let me know if your boxes are unpacked.

## **Tyler Davidson**

That was Maura Gast, the executive director for the Irving Convention and Visitors Bureau.

I'm Tyler Davidson, vice president and chief content director for Meetings Today.

Thank you for joining us for this Meetings Today Podcast. If you're interested in any of our other podcasts with industry thought leaders, head on over to MeetingsToday.com and check out our podcast section for a wealth of material.

I hope you enjoyed it today, and no matter what you're up to with the rest of it, go out and make it a great one.

*This podcast was produced in collaboration with [Visit Irving Texas](#).*

**Read next: [6 Storied Texas Music Venues for Special Events](#)**



### About the author

Tyler Davidson | Editor, Vice President & Chief Content Director

Tyler Davidson has covered the travel trade for nearly 30 years. In his current role with Meetings Today, Tyler leads the editorial team on its mission to provide the best meetings content in the industry.





# ORGANIC SEARCH QUERY PERFORMANCE

Dec 1, 2023 - Dec 31, 2023

Organic Clicks

24,266

↑ 32.6%

Organic Impressions

3,888,292

↑ 61.1%

Organic CTR%

0.62%

↓ -17.7%

Average Ranking Position

14.78

↓ -12.9%

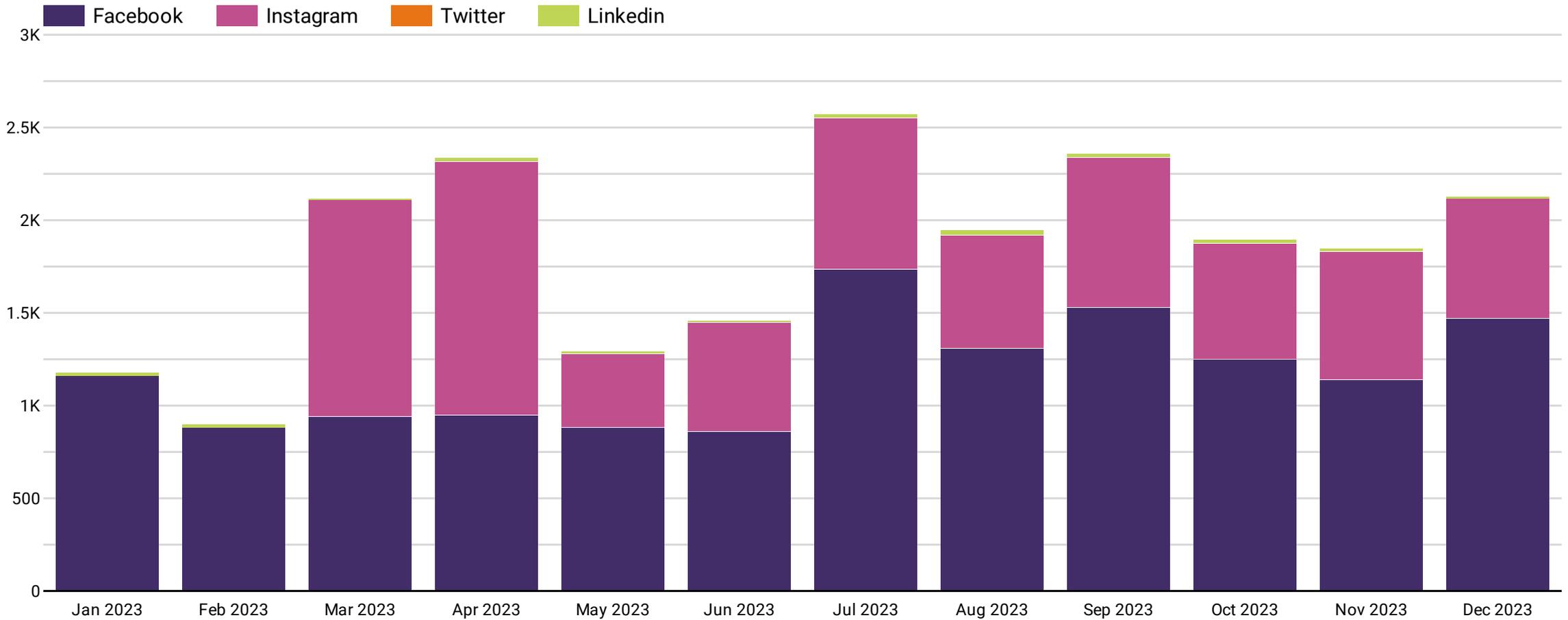
## Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
irving convention cen...	384	1.66	-0 ↓	12.8%
christmas lights irvin...	245	2.25	-7.4 ↓	39.07%
rayleigh underground	190	2.33	-	8.5%
things to do near me	175	12.66	-3.52 ↓	8.92%
things to do in irving tx	172	1.99	-0.03 ↓	16.85%
irving texas	122	7.23	0.86 ↑	0.52%
christmas lights near ...	119	4.06	-15.14 ↓	9.41%
centennial holiday lig...	113	3.45	-8.38 ↓	18.62%
irving christmas lights	108	2.18	-5.3 ↓	24.22%
mandalay canal	100	2.1	0.25 ↑	8.45%
las colinas	94	6.16	2.06 ↑	0.67%
mandalay canal walk ...	77	2	0.15 ↑	10.14%
mandalay canal walk ...	75	2.21	0.21 ↑	7.43%
vista ridge mall	75	5.39	-3.15 ↓	3.1%
christmas lights in irvi...	72	2.24	-5.08 ↓	39.78%
toyota music factory	71	7.18	0.65 ↑	0.42%
queens of the stone a...	66	3.36	-	6.62%
lake carolyn	63	1.11	-0.49 ↓	9%
events near me	56	14.93	-15.72 ↓	5.41%





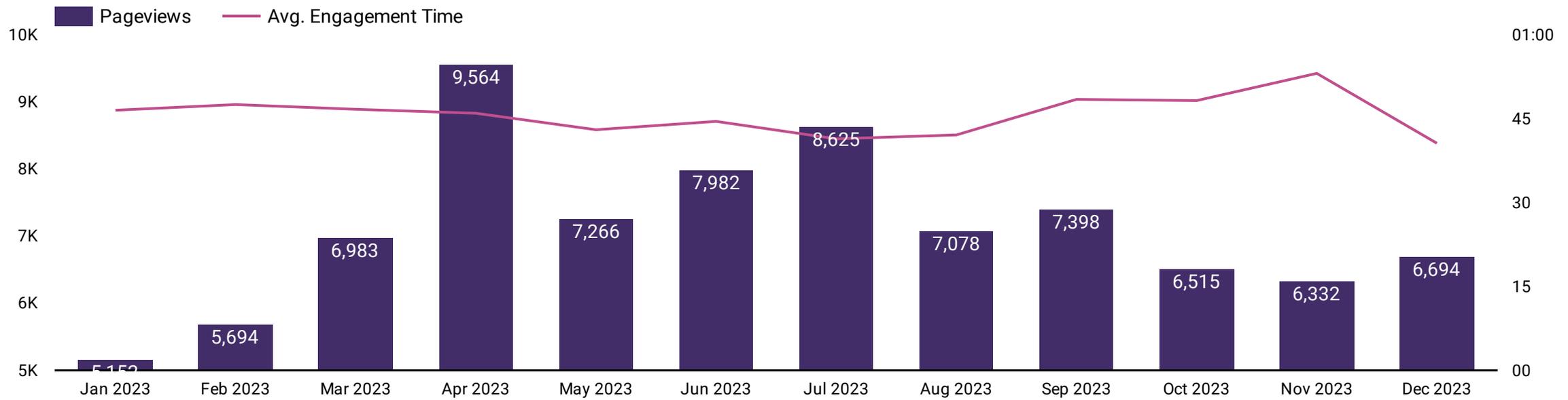
## Social Media Net Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	108,613	20,046	5,789	1,020	135,468
CC	21,386	3,120	2,415	541	27,462
<b>Grand Total</b>	<b>129,999</b>	<b>23,166</b>	<b>8,204</b>	<b>1,561</b>	<b>162,930</b>

## Blog Pageviews



## Blog List

	Page path	Pageviews
1.	/blog/stories/post/irvings-lucky-charm-dive-into-the-delightful-world-of-po-melvins-famou...	1,394
2.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	407
3.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	374
4.	/blog/	342
5.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	321
6.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	289
7.	/blog/stories/post/texas-stadium-looking-back-at-a-legend/	240
8.	/blog/stories/post/irving-gift-guide-eat-drink-be-merry/	185
9.	/blog/stories/post/december-happenings-in-irving/	183
10.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	133

# Social Media Overview

Organization: CVB (1) ▾

Dec 1, 2023 - Dec 31, 2023 ▾

## Total All Platforms

Total Followers

135,468

Facebook Instagram Twitter LinkedIn



Total Impressions

3,994,885

↑ 1,933,313

Facebook Instagram Twitter LinkedIn



Total Engagements

204,249

↑ 119,237

Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	108,613		20,046		5,789		1,020	
<b>Impressions</b>	3,196,218	827,740 ↑	794,715	24,375 ↑	2,272	1,270 ↑	1,680	495 ↑
<b>Engagements</b>	113,773	17,832 ↑	90,236	14,232 ↑	128	98 ↑	112	-64 ↓
<b>Net Followers</b>	1,130	335 ↑	588	-44 ↓	18	26 ↑	9	1 ↑

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



# Social Media Overview

Organization: CC (1) ▾

Dec 1, 2023 - Dec 31, 2023 ▾

## Total All Platforms

Total Followers

27,462

Facebook Instagram Twitter LinkedIn



Total Impressions

656,756

↓ -127,047

Facebook Instagram Twitter LinkedIn



Total Engagements

48,021

↓ -28,367

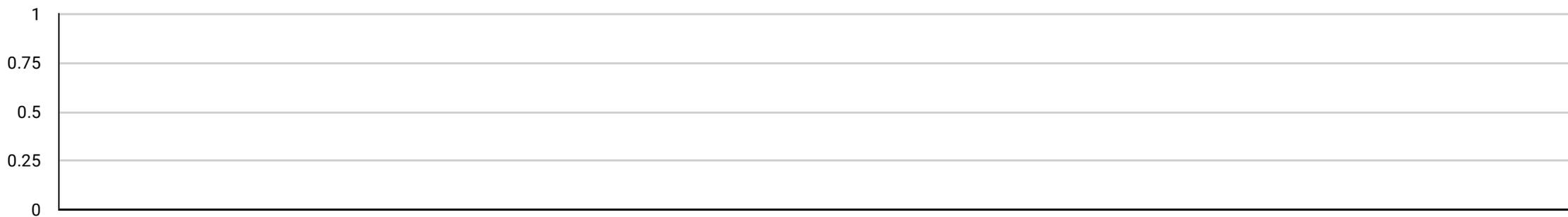
Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	21,386		3,120		2,415		541	
<b>Impressions</b>	530,793	-236,637 ↓	125,733	4,459 ↑	121	-5 ↓	109	-138 ↓
<b>Engagements</b>	37,966	-5,665 ↓	10,037	1,179 ↑	6	-5 ↓	12	-42 ↓
<b>Net Followers</b>	337	-10 ↓	60	0	4	12 ↑	4	-3 ↓

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





**DATE:** December 19, 2023  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** STR and AirDNA Data Reports – November Data

### **STR**

Irving's hotel occupancy rate for November was 63.5%. When comparing the current month's occupancy numbers to last year, Irving's occupancy increased 0.6%, while Texas figures decreased 0.4% and the US figures decreased 1.2% for the month. Demand for the current period increased 0.9% and YTD increased 2.1% over last year, while STR data reflects a 0.6% increase for the current period and a 1.5% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$124.91, up 7.1% in November compared to last year, leaving Irving's YTD average daily rate at \$122.91, up 6.7% over last year.

As you review the current data, please remember that at 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 November, there were 675 available listings in Irving which was a 19.7% increase in listings over last year's figure of 564. The average daily rate for November was \$244.39, which was an increase of 13.40% over last year, with an occupancy percentage of 51.1%, which was an increase of 6.15% compared to last year.

For the hotel comparable subset, the average daily rate for November was \$125.15, an increase of 9.62% from last year, with occupancy at 49.8%, an increase of 0.56% from last year.

All STR & AirDNA graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).

# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: November 2023

	Current Month - November 2023 vs November 2022											Year to Date - November 2023 vs November 2022												
	Occ %		ADR		RevPAR		Percent Change from November 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	58.4	59.1	151.23	145.98	88.36	86.33	-1.2	3.6	2.4	2.8	0.5	-0.7	63.9	63.4	155.99	149.33	99.71	94.69	0.8	4.5	5.3	5.6	0.3	1.1
Texas	59.5	59.7	117.99	113.62	70.19	67.88	-0.4	3.8	3.4	4.4	1.0	0.5	63.1	62.3	118.95	113.81	75.08	70.89	1.3	4.5	5.9	6.8	0.8	2.2
Atlanta, GA	60.9	63.1	120.34	119.06	73.32	75.15	-3.5	1.1	-2.4	-1.6	0.9	-2.6	66.0	65.6	126.52	118.74	83.53	77.95	0.6	6.6	7.2	8.2	1.0	1.6
Arlington, TX	61.8	61.4	124.56	107.72	76.92	66.14	0.6	15.6	16.3	16.3	-0.0	0.6	68.2	67.6	113.91	107.63	77.72	72.76	0.9	5.8	6.8	8.5	1.6	2.5
Charlotte, NC	62.7	62.5	124.00	123.43	77.73	77.19	0.2	0.5	0.7	1.1	0.4	0.6	66.0	64.2	124.70	119.94	82.29	76.98	2.8	4.0	6.9	6.6	-0.3	2.5
Fort Worth, TX+	61.0	62.6	137.48	123.84	83.89	77.48	-2.5	11.0	8.3	11.1	2.6	0.0	66.8	66.2	131.55	121.09	87.92	80.15	1.0	8.6	9.7	10.2	0.5	1.5
Frisco, TX+	65.2	66.1	161.62	141.51	105.41	93.53	-1.3	14.2	12.7	27.6	13.2	11.7	65.6	63.9	163.59	142.22	107.35	90.95	2.6	15.0	18.0	28.1	8.5	11.4
Grapevine, TX+	70.3	71.2	205.79	204.38	144.62	145.54	-1.3	0.7	-0.6	-0.5	0.1	-1.2	75.4	72.1	203.88	197.49	153.71	142.38	4.6	3.2	8.0	8.0	0.0	4.6
Irving, TX+	63.5	63.2	124.91	116.67	79.36	73.72	0.6	7.1	7.7	8.4	0.7	1.3	69.0	68.0	122.91	115.21	84.82	78.32	1.5	6.7	8.3	9.4	1.0	2.5
Nashville, TN	64.3	66.9	171.92	170.11	110.54	113.78	-3.9	1.1	-2.9	-2.7	0.1	-3.8	70.1	69.2	180.74	170.43	126.76	117.95	1.3	6.0	7.5	9.8	2.2	3.5
Phoenix, AZ	70.1	73.2	174.55	172.91	122.42	126.56	-4.2	0.9	-3.3	-2.0	1.3	-2.9	69.1	68.6	175.82	162.46	121.45	111.52	0.6	8.2	8.9	9.3	0.3	1.0
San Jose, CA+	59.3	59.5	154.00	161.61	91.27	96.09	-0.3	-4.7	-5.0	-4.5	0.6	0.3	63.8	62.5	159.91	153.94	102.05	96.22	2.1	3.9	6.1	10.6	4.3	6.5

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

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

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# Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: November 2023

	Current Month - November 2023 vs November 2022												Year to Date - November 2023 vs November 2022											
	Occ %		ADR		RevPAR		Percent Change from November 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
Irving, TX+	63.5	63.2	124.91	116.67	79.36	73.72	0.6	7.1	7.7	8.4	0.7	1.3	69.0	68.0	122.91	115.21	84.82	78.32	1.5	6.7	8.3	9.4	1.0	2.5
Luxury/Full Service Irving+	62.7	63.5	174.71	161.51	109.62	102.59	-1.2	8.2	6.9	6.8	-0.1	-1.3	68.0	66.2	169.13	159.39	115.04	105.58	2.7	6.1	9.0	8.9	-0.1	2.6
All Suite/Extended Stay Irving+	68.7	67.1	102.26	93.25	70.21	62.53	2.4	9.7	12.3	15.3	2.7	5.1	73.9	70.3	100.95	94.22	74.63	66.25	5.2	7.1	12.7	16.7	3.6	8.9
Limited Service Irving+	62.6	64.3	116.88	106.60	73.15	68.55	-2.7	9.6	6.7	6.7	0.0	-2.7	71.1	72.9	115.82	105.81	82.37	77.19	-2.5	9.5	6.7	6.7	0.0	-2.5
Budget Irving+	57.7	55.7	65.35	65.65	37.71	36.57	3.6	-0.5	3.1	3.1	0.0	3.6	61.5	63.7	67.63	66.18	41.61	42.19	-3.5	2.2	-1.4	-1.3	0.0	-3.4
Las Colinas+	63.4	61.5	142.17	134.37	90.14	82.66	3.1	5.8	9.0	9.0	-0.1	3.0	67.9	65.0	140.83	134.02	95.61	87.12	4.4	5.1	9.7	12.2	2.2	6.7
DFW North+	66.2	68.2	116.00	111.76	76.77	76.21	-2.9	3.8	0.7	3.3	2.5	-0.5	73.6	73.5	117.57	109.37	86.49	80.42	0.0	7.5	7.5	7.7	0.2	0.2
DFW South+	60.8	60.4	107.67	94.61	65.48	57.10	0.8	13.8	14.7	14.7	0.0	0.8	65.8	66.4	100.72	94.30	66.23	62.64	-1.0	6.8	5.7	5.8	0.0	-1.0
Full Service Las Colinas+	61.3	59.0	204.33	203.83	125.27	120.35	3.8	0.2	4.1	3.9	-0.2	3.6	64.0	61.5	208.95	201.31	133.72	123.72	4.1	3.8	8.1	7.9	-0.1	4.0
Limited Service Las Colinas+	64.9	63.3	101.08	88.93	65.56	56.25	2.5	13.7	16.5	16.5	0.0	2.5	70.6	67.6	97.63	89.48	68.94	60.47	4.5	9.1	14.0	18.4	3.9	8.5
Full Service DFW North+	61.1	69.4	156.26	140.64	95.54	97.58	-11.9	11.1	-2.1	-2.1	0.0	-11.9	73.0	72.3	150.25	138.72	109.76	100.29	1.0	8.3	9.4	9.4	0.0	1.0
Limited Service DFW North+	69.4	67.4	93.08	91.73	64.63	61.82	3.0	1.5	4.6	9.0	4.2	7.4	73.9	74.3	96.45	90.66	71.28	67.40	-0.6	6.4	5.7	6.0	0.3	-0.3
Full Service DFW South+																								
Limited Service DFW South+	57.7	58.6	90.40	86.74	52.15	50.79	-1.5	4.2	2.7	2.7	0.0	-1.5	64.2	65.9	92.05	87.40	59.12	57.57	-2.5	5.3	2.7	2.7	0.0	-2.5

AirBNB Data	Occ %				ADR		RevPAR		Percent Change from Prior Year					Occ %				ADR		RevPAR		Percent Change from Prior Year YTD				
	2023	2022	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	51.1	48.2	244.39	215.51	124.95	103.80	6.15	13.40	20.37	26.2	14.5	19.4	55.6	57.65	220.21	215.44	122.51	124.20	-3.50	2.21	-1.36	7.0	18.6	12.0		
Hotel Comparable	49.8	49.54	125.15	114.17	62.35	56.56	0.56	9.62	10.23	-9.6	-18.0	-17.5	58.1	59.88	114.48	114.71	66.51	68.69	-2.99	-0.20	-3.18	-13.6	-10.7	-13.4		

Available Listings	2023	2022	% Chg
Entire Place	373	354	5.4
Private Room	229	146	56.8
Shared Room	73	64	14.1
Total Available Listings	675	564	19.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12907	11479
Luxury/Full Service Irving+	16	14	4844	4244
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1792	1792
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5479	5143
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	3224	2888
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	63.9	255,500	2,172,028	-2.2%	3.2%	-2.8%	2.6%
September	70.3	268,063	2,372,986	70.2	271,725	2,443,753	1.4%	3.0%	0.7%	2.4%
October	75.0	299,270	2,672,256	71.9	287,564	2,731,317	-3.9%	2.2%	-3.9%	1.6%
November	63.2	243,885	2,916,141	63.5	246,020	2,977,337	0.9%	2.1%	0.6%	1.5%
December	57.9	231,094	3,147,235							

# Irving, Texas & United States Comparison

## November 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	113.41	-0.6%	121.37	7.3%	63.9%	-2.8%	69.3%	2.6%	72.42	-3.4%	84.05	10.1%
SEPTEMBER	122.54	2.5%	121.50	6.7%	70.2%	0.7%	69.4%	2.4%	86.00	3.2%	84.27	9.3%
OCTOBER	132.94	6.4%	122.75	6.7%	71.9%	-3.9%	69.5%	1.6%	95.54	2.2%	85.36	8.4%
NOVEMBER	124.91	7.1%	122.91	6.7%	63.5%	0.6%	69.0%	1.5%	79.36	7.7%	84.82	8.3%
DECEMBER												
12 mo. rolling averages:		ADR	121.44	6.5%	Occupancy	68.1%	2.0%	RevPAR	82.75	8.6%		

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	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	110.19	1.8%	117.83	5.1%	59.9%	-0.6%	63.6%	2.1%	66.01	1.2%	74.93	7.3%
SEPTEMBER	119.22	3.2%	117.99	4.8%	61.9%	0.2%	63.4%	1.9%	73.83	3.4%	74.82	6.8%
OCTOBER	127.66	2.5%	119.01	4.6%	64.1%	-2.0%	63.5%	1.5%	81.78	0.5%	75.55	6.1%
NOVEMBER	117.99	3.8%	118.95	4.5%	59.5%	-0.4%	63.1%	1.3%	70.19	3.4%	75.08	5.9%
DECEMBER												

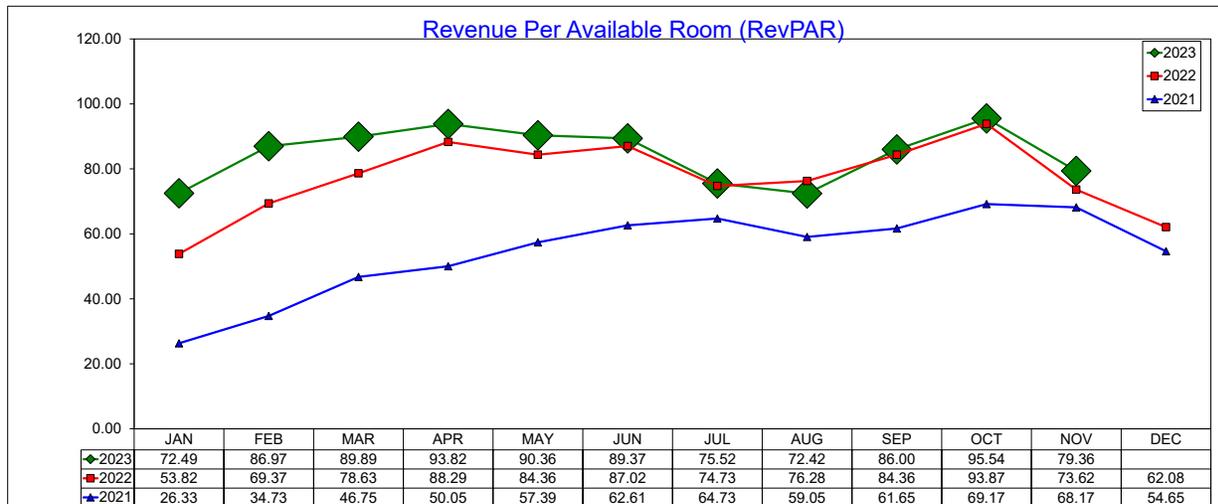
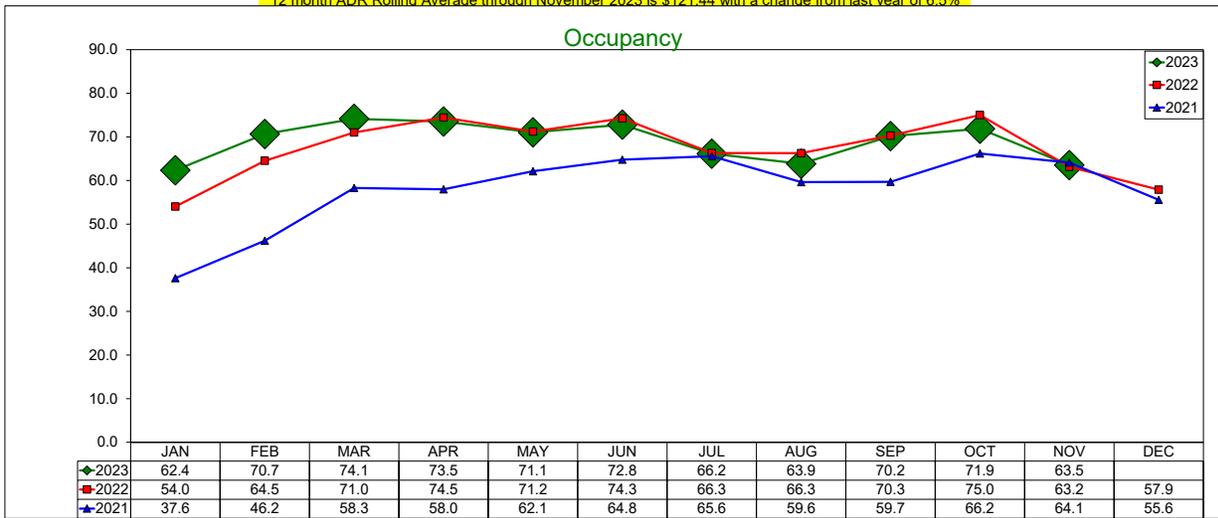
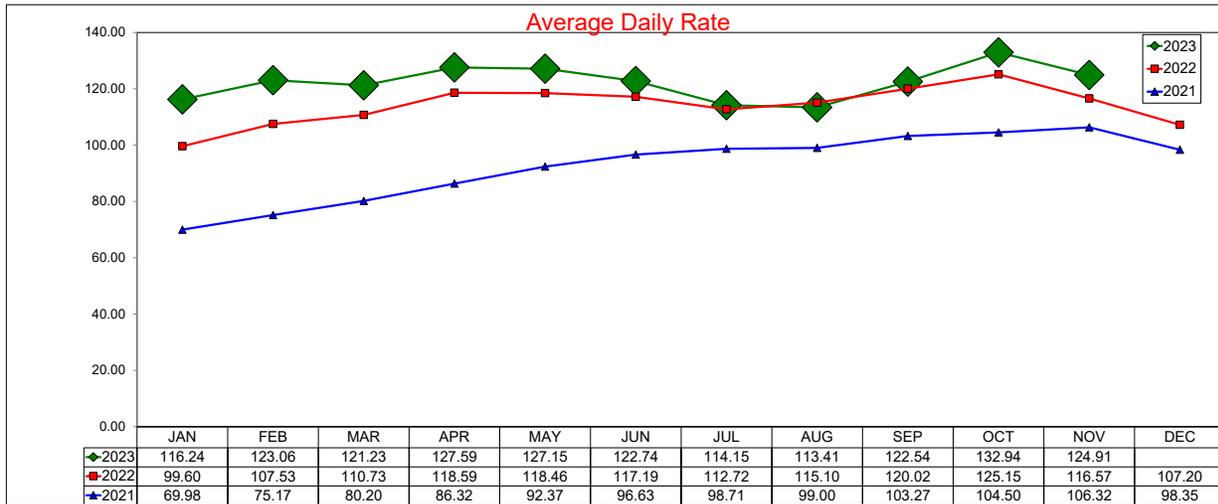
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	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	153.60	1.8%	155.19	4.9%	66.0%	-0.3%	64.1%	1.6%	101.35	1.5%	99.43	6.5%
SEPTEMBER	160.18	3.5%	155.77	4.7%	66.2%	-0.5%	64.3%	1.3%	106.07	2.9%	100.16	6.1%
OCTOBER	161.56	3.0%	156.37	4.5%	65.8%	-1.8%	64.5%	1.0%	106.38	1.2%	100.79	5.5%
NOVEMBER	151.23	3.6%	155.99	4.5%	58.4%	-1.2%	63.9%	0.8%	88.36	2.4%	99.71	5.3%
DECEMBER												

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

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

# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

## November 2023



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

## Monthly & YTD AirDNA Data November 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	219.54	0.6%	217.48	1.7%	52.3%	-6.5%	56.6%	-4.9%	114.72	-6.0%	123.07	-3.2%
SEPTEMBER	222.30	-0.5%	218.06	1.4%	55.9%	0.5%	56.5%	-4.2%	124.37	0.0%	123.22	-2.9%
OCTOBER	216.44	-1.4%	217.88	1.1%	53.1%	-5.4%	56.1%	-4.4%	114.86	-6.8%	122.25	-3.3%
NOVEMBER	244.39	13.4%	220.21	2.2%	51.1%	6.2%	55.6%	-3.5%	124.95	20.4%	122.51	-1.4%
DECEMBER												

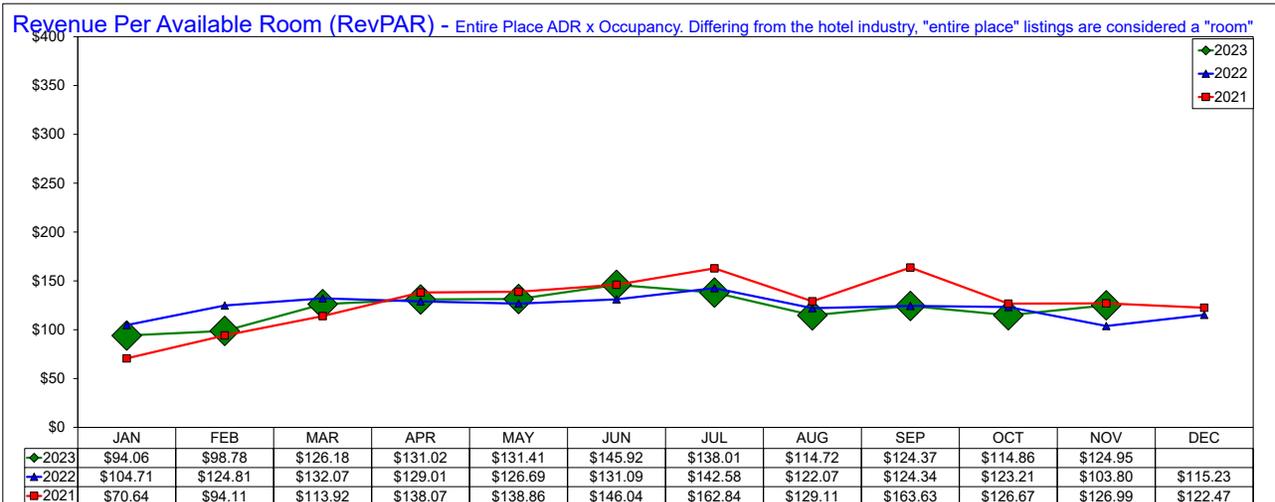
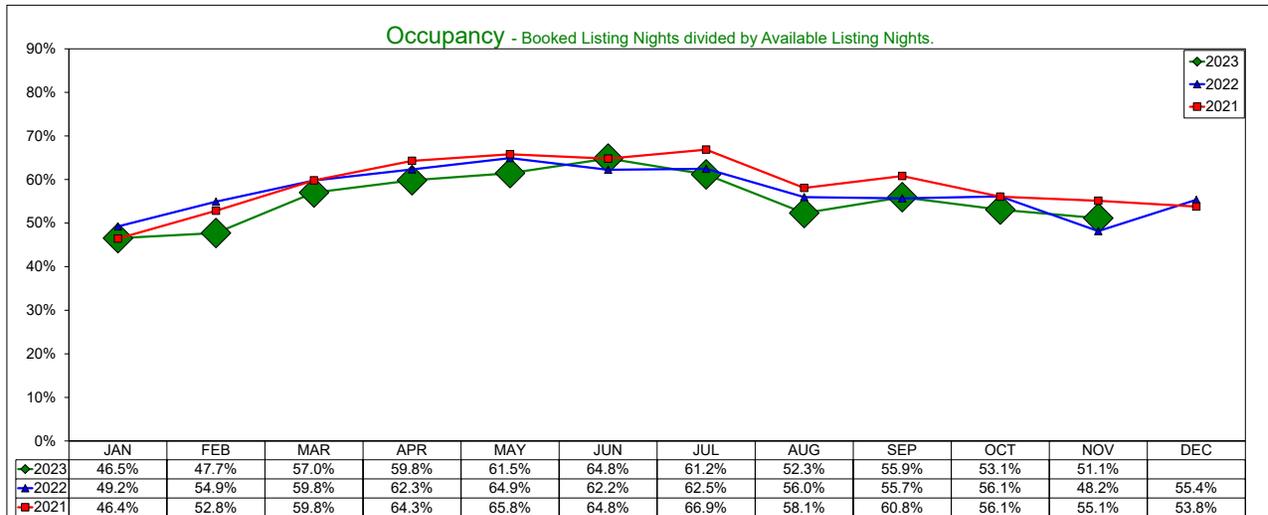
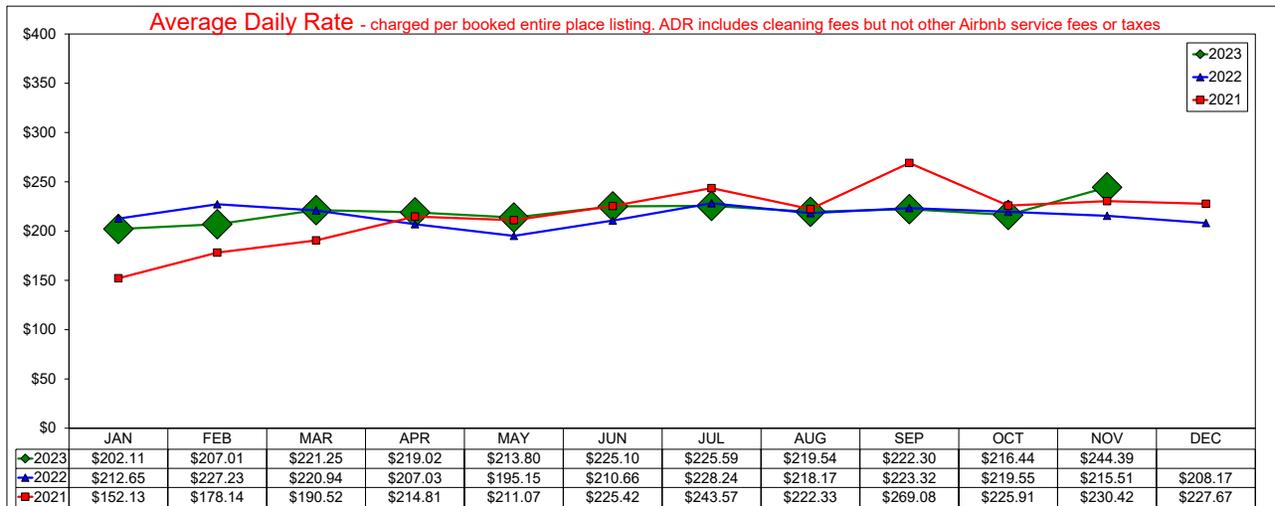
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-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	117.83	0.0%	112.15	-1.3%	53.2%	-8.5%	58.9%	-5.2%	62.66	-8.5%	66.03	-6.5%
SEPTEMBER	120.52	1.1%	113.15	-0.9%	60.6%	11.2%	59.1%	-3.6%	73.00	12.4%	66.84	-4.5%
OCTOBER	118.65	-1.2%	113.72	-0.9%	56.5%	-0.8%	58.8%	-3.4%	67.00	-2.1%	66.86	-4.2%
NOVEMBER	125.15	9.6%	114.48	-0.2%	49.8%	0.6%	58.1%	-3.0%	62.35	10.2%	66.51	-3.2%
DECEMBER												

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

# AirDNA - Entire Place

## November 2023

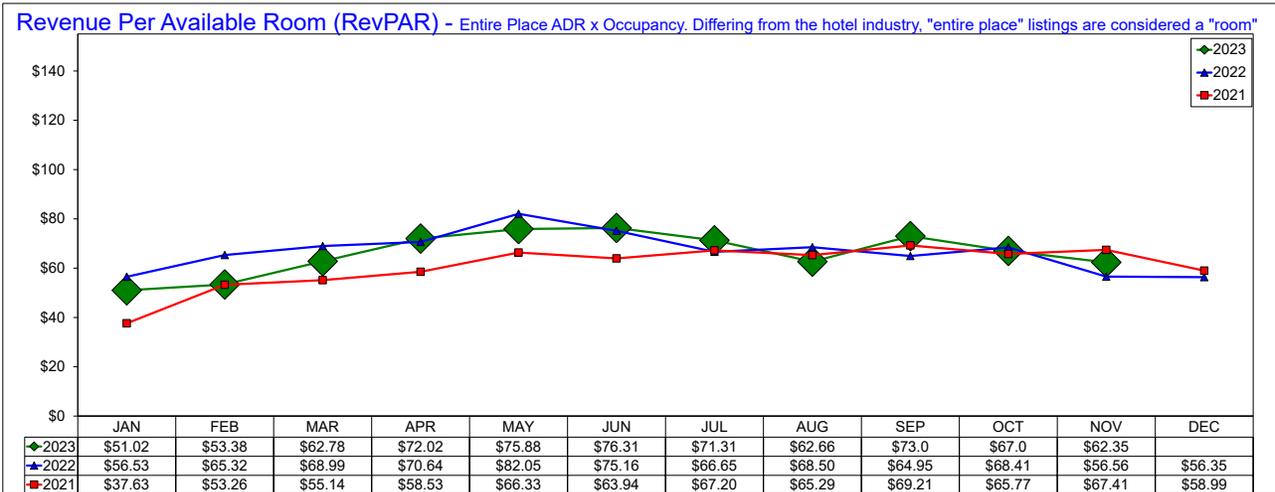
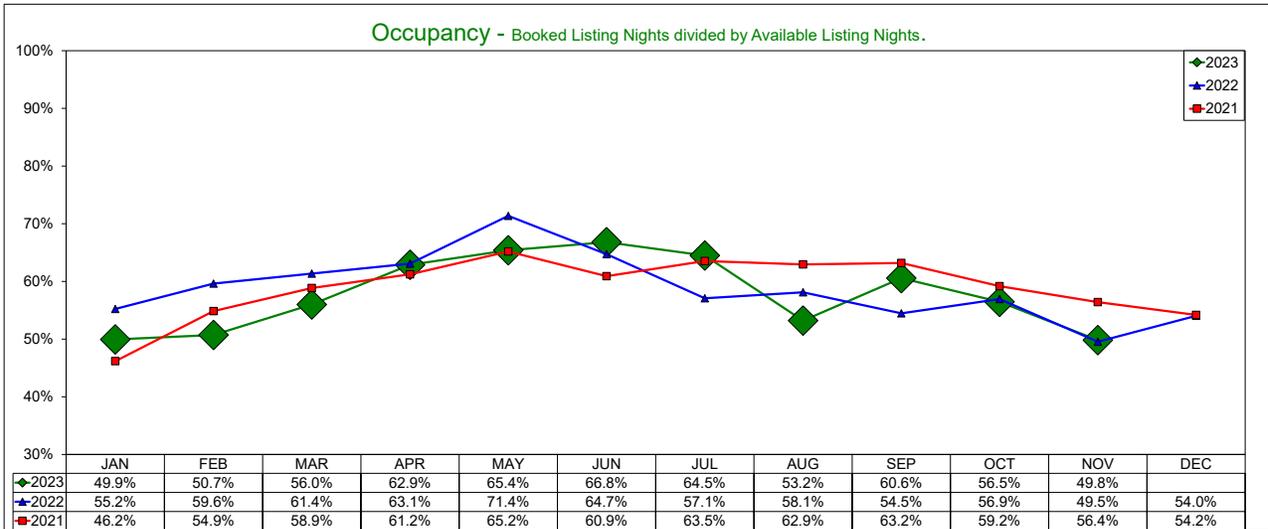
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



# AirDNA - Hotel Comparable Subset

## November 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	63.90	66.30	59.60	\$113.41	\$115.10	\$99.00	\$72.42	\$76.28	\$59.05
September	70.20	70.30	59.60	\$122.54	\$120.02	\$103.46	\$86.00	\$84.36	\$61.66
October	71.90	75.00	66.20	\$132.94	\$125.15	\$104.50	\$95.54	\$93.87	\$69.17
November	63.50	63.20	64.10	\$124.91	\$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, JANUARY 22, 2024**

**CONVENTION CENTER  
MANAGEMENT REPORTS**



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

December 22, 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 – November 2023**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>(16,887)</b>	<b>39,790</b>	<b>66,080</b>	<b>56,500</b>	<b>185,625</b>	<b>252,959</b>
Ancillary Income	<b>450,106</b>	<b>487,611</b>	<b>314,465</b>	<b>1,241,894</b>	<b>1,245,593</b>	<b>926,993</b>
Total Event Income	<b>433,219</b>	<b>527,401</b>	<b>380,545</b>	<b>1,298,394</b>	<b>1,431,218</b>	<b>1,179,952</b>
Other Income	<b>180,315</b>	<b>107,167</b>	<b>59,034</b>	<b>381,819</b>	<b>214,334</b>	<b>206,447</b>
Adjusted Gross Income	<b>613,534</b>	<b>634,568</b>	<b>439,579</b>	<b>1,680,213</b>	<b>1,645,552</b>	<b>1,386,399</b>
Indirect Expenses	<b>(733,912)</b>	<b>(676,884)</b>	<b>(604,122)</b>	<b>(1,407,740)</b>	<b>(1,434,023)</b>	<b>(1,238,946)</b>
Net Income (Loss)	<b>(120,378)</b>	<b>(42,316)</b>	<b>(164,543)</b>	<b>272,473</b>	<b>211,529</b>	<b>147,453</b>

- We had fifteen revenue-producing events for the month.
- Total event income missed budget by \$94,182. This loss includes substantial expenses for the largest event of the month, The Navigators.
- Other operating income includes November's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were over budget by \$57,028 – solely due to a liability audit that resulted in an unexpected invoice reflected in the month of November in the amount of \$93,386.
- Overall, the ICC missed budget by \$78,062.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>854,634</b>	<b>742,360</b>	<b>385,082</b>	<b>1,954,623</b>	<b>1,774,786</b>	<b>1,114,261</b>
Net Income/(Loss)	<b>411,399</b>	<b>453,640</b>	<b>212,034</b>	<b>1,014,760</b>	<b>1,086,370</b>	<b>691,972</b>
Net Income/(Loss) %	<b>48.14%</b>	<b>61.11%</b>	<b>55.06%</b>	<b>51.92%</b>	<b>61.21%</b>	<b>62.10%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>14</b>	<b>13</b>	<b>9,507</b>	<b>12,990</b>
Current Year	Current Year	Current Year	Current Year
<b>31</b>	<b>39</b>	<b>34,125</b>	<b>31,232</b>
Prior Year	Prior Year	Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>2,013</b>	<b>3,389</b>	<b>4</b>	<b>80%</b>
Current Year	Current Year	This Month	Current Month
<b>2,745</b>	<b>6,328</b>	<b>7</b>	<b>88.6%</b>
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>9</b>	<b>23</b>
Current Year	Current Year
<b>17</b>	<b>35</b>
Prior Year	Prior Year

## **Target Industry Bookings**

Fotona Ultra Lasers – October 2024

Southwest Society of Cosmetic Chemists – September 2024

## **December and January at a Glance**

- November 30-Dec 3 Texas Cornhole League
- December 4-7 International Association of Fire Chiefs Conference
- December 7-10 Bodybuilding National Physique Committee
- December 11-13 TechMedia Digital Summit
- December 15-17 Feed My Starving Children
- December 31-Jan 1 Vogel Alcove
- January 3-12 Hilti
- January 13-14 Las Colinas Bridal Show
- January 15-17 DECA
- January 18 HCA Medical City New Grad Event
- January 18-21 TX Dreams Gymnastics Prime Meet
- January 23 State of the City
- January 24-29 Insurance Meeting Network National Convention
- January 26-27 Lindsey Wilson College Residence Class
- January 28 Delta Sigma Theta Brunch

cc: Tom Meehan, General Manager, ASM Global



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

January 12, 2024

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>5,712</b>	<b>85,175</b>	<b>73,775</b>	<b>62,207</b>	<b>270,800</b>	<b>326,736</b>
Ancillary Income	<b>182,528</b>	<b>137,455</b>	<b>210,573</b>	<b>1,424,419</b>	<b>1,383,048</b>	<b>1,137,560</b>
Total Event Income	<b>188,240</b>	<b>222,630</b>	<b>284,348</b>	<b>1,486,626</b>	<b>1,653,848</b>	<b>1,464,296</b>
Other Income	<b>57,155</b>	<b>107,167</b>	<b>49,953</b>	<b>438,974</b>	<b>321,501</b>	<b>256,401</b>
Adjusted Gross Income	<b>245,395</b>	<b>329,797</b>	<b>334,301</b>	<b>1,925,600</b>	<b>1,975,349</b>	<b>1,720,697</b>
Indirect Expenses	<b>(607,905)</b>	<b>(691,800)</b>	<b>(630,347)</b>	<b>(2,015,640)</b>	<b>(2,125,823)</b>	<b>(1,869,291)</b>
Net Income (Loss)	<b>(362,510)</b>	<b>(362,003)</b>	<b>(296,046)</b>	<b>(90,040)</b>	<b>(150,474)</b>	<b>(148,594)</b>

- We had six revenue-producing events for the month.
- Total event income missed budget by \$34,390.
- Other operating income includes December's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were under budget by \$83,895.
- Overall, the ICC missed budget by \$507.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>250,741</b>	<b>164,920</b>	<b>310,080</b>	<b>2,205,364</b>	<b>1,939,706</b>	<b>1,424,338</b>
Net Income/(Loss)	<b>141,229</b>	<b>101,080</b>	<b>171,372</b>	<b>1,155,987</b>	<b>1,187,450</b>	<b>863,340</b>
Net Income/(Loss) %	<b>56.32%</b>	<b>61.29%</b>	<b>55.27%</b>	<b>52.42%</b>	<b>61.22%</b>	<b>60.61%</b>

## ICC by the Numbers

EVENTS	
This month	To date
<b>6</b>	<b>17</b>
Current Year	Current Year
<b>37</b>	<b>56</b>
Prior Year	Prior Year

VISITORS	
This month	To date
<b>13,960</b>	<b>12,136</b>
Current Year	Current Year
<b>48,085</b>	<b>43,368</b>
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
<b>6,302</b>	<b>9,691</b>
Current Year	Current Year
<b>4,198</b>	<b>10,476</b>
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
<b>4</b>	<b>85.0%</b>
This Month	Current Month
<b>11</b>	<b>87.3%</b>
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>11</b>	<b>31</b>
Current Year	Current Year
<b>14</b>	<b>49</b>
Prior Year	Prior Year

## **Target Industry Bookings**

Southwest Drycleaners Association – March 2026  
VidSummit – September 2024 and October 2025

## **January and February at a Glance**

- December 31-Jan 1 Vogel Alcove
- January 3-12 Hilti
- January 13-14 Las Colinas Bridal Show
- January 15-17 DECA
- January 18 HCA Medical City New Grad Event
- January 18-21 TX Dreams Gymnastics Prime Meet
- January 23 State of the City
- January 24-29 Insurance Meeting Network National Convention
- January 26-27 Lindsey Wilson College Residence Class
- January 28 Delta Sigma Theta Brunch
- January 29-Feb 4 Family First Life Conference
- February 4 Quinceañera Expo
- February 5-6 Vistage Executive Summit
- February 7-9 Zelle Law
- February 9-11 Bravo Spirit Events
- February 12-14 Rebel Athletic Events
- February 12-15 Energy Utility & Environment Conference
- February 15 Financial Planning Association of DFW Meeting
- February 16-18 Talent on Parade
- February 17-20 TEXSOM International Wine Awards
- February 20-21 Oldcastle Meeting
- February 21-22 Berkshire Hathaway Automotive Meeting
- February 21-24 TX State Association of Fire & Emergency Districts
- February 22 DynaTen Meeting
- February 24-28 Southern Baptists of TX Evangelism Conference
- February 28 Independent Bankers of Association of Texas

cc: Tom Meehan, General Manager, ASM Global

January 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 New Year's Day	2	3	4	5	6
<b>Vogel Alcove Day 1 Dallas</b> De finite			<b>Hilti</b> De finite			
7	8	9	10	11	12	13
<b>Hilti</b> De finite						<b>Las Colinas Bridal Show</b> De finite
14	15 Martin Luther King Jr. Day	16	17	18	19	20
<b>Las Colinas Bridal Show</b> De finite	<b>DECA</b> De finite			<b>Texas Prime Meet</b> De finite		
				<b>New Grad Event Janua...</b> De finite		<b>Muslim Coalition</b> Prospect
21	22	23	24	25	26	27
<b>Texas Prime Meet</b> De finite	<b>ICVB Board of Directo...</b> Tentative 1	<b>2024 State of the City...</b> De finite	<b>National Convention</b> De finite			
					<b>Lindsey Wilson College Residence Class</b> De finite	
28	29	30	31	1	2	3
<b>National Convention</b> De finite						
<b>Delta Sigma Theta Br...</b> De finite	<b>Family First Life Conference</b> De finite					
	<b>CDME Strategic Planning Session</b> De finite					

February 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
<b>National Convention</b> De finite						
<b>Delta Sigma Theta Br...</b> De finite	<b>Family First Life Conference</b> De finite					
	<b>CDME Strategic Planning Session</b> De finite					
4	5	6	7	8	9	10
<b>Quinceaneras Expos</b> De finite	<b>Vistage Executive Summit 2024</b> De finite		<b>Zelle Law</b> De finite			
<b>Family First Life Confe...</b> De finite					<b>Bravo Spirit Events</b> De finite	
11	12	13	14	15	16	17
<b>Bravo Spirit Events</b> De finite	<b>Energy Utility &amp; Environment Conference</b> De finite				<b>Talent On Parade</b> De finite	
	<b>Rebel Athletic Meeting</b> De finite			<b>Financial Planning Ass...</b> De finite	<b>Smith Personnel</b> Tentative 1	<b>2024 TEXSOM Interna...</b> De finite
18	19 Presidents' Day	20	21	22	23	24
<b>2024 TEXSOM International Wine Awards</b> De finite						
<b>Talent On Parade</b> De finite	<b>Oldcastle Meeting</b> De finite					
			<b>SAFE-D</b> De finite			
				<b>DynaTen Meeting</b> De finite		<b>Southern Baptists of ...</b> De finite
			<b>Berkshire Hathaway Automotive Meeting</b> Tentative 1			

February 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	1	2
<b>Southern Baptists of Texas Evangelism Conference</b> De finite			<b>2024 TVMA Annual Conference</b> De finite			
			<b>IBAT Tour de Texas</b> De finite		<b>Great American Franchise Expo</b> De finite	
			<b>Austin Industries Meet...</b> Tentative 1			

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	1	2
<b>Southern Baptists of Texas Evangelism Conference</b> De finite			<b>2024 TVMA Annual Conference</b> De finite			
			<b>IBAT Tour de Texas</b> De finite		<b>Great American Franchise Expo</b> De finite	
			<b>Austin Industries Meet...</b> Tentative 1			
3	4	5	6	7	8	9
<b>2024 TVMA Annual Con...</b> De finite	<b>The CMG Graphics Pro Expo</b> De finite					
<b>Great American Franch...</b> De finite	<b>IISD - State of the District</b> De finite			<b>City of Irving Boards &amp;...</b> Tentative 1	<b>Irving Police Departm...</b> Tentative 1	
10	11	12	13	14	15	16
	<b>Connected America</b> De finite				<b>Lindsey Wilson Colleg e Residence Class</b> De finite	
	<b>Design 2 Part Tradeshow</b> De finite				<b>7th Sense</b> Tentative 1	
					<b>Kidz Con</b> Tentative 1	
17	18	19	20	21	22	23
<b>7th Sense</b> Tentative 1			<b>Scrapbook Expo 2024</b> De finite			
<b>Kidz Con</b> Tentative 1			<b>TEDA Annual State Conference</b> De finite			
24	25	26	27	28	29	30
<b>7th Sense</b> Tentative 1						<b>Embassy City Church S...</b> De finite
	<b>ICVB Board of Directo...</b> Tentative 1			<b>Bible Crusade Day</b> Pros pe ct		

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Embassy City Church S...</b> De finite 31	<b>SER Jobs for Progress 2024 60th Anniversary Annual Conference</b> De finite 1 2 3 4				<b>TASC Annual Conference</b> De finite 5 6	
	<b>Direct Selling News</b> De finite					

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, JANUARY 22, 2024

## INDUSTRY REPORTS / BOARD PARTNERS

Article: CoStar Hotel News - Don't Know Brand Differences, Don't Worry About It

Article: CoStar News - The Major Hurdles Hotel Borrowers Faced in 2023

Article: CoStar News - Lending Conditions Likely More Certain for Hotels in 2024



By **Stephanie Ricca**

Hotel News Now

December 7, 2023 | 7:48 AM

The latest consumer hot take on the hotel industry is making the rounds this week: [“There Are a Zillion Hotel Brands Now, and That’s Just the Hiltons,”](#) published Tuesday in the Wall Street Journal.

The article starts with a zinger of a quiz, asking readers to identify “which of these is not a new hotel chain?” then listing out Spark, StudioRes, Garner and Tempo. The joke of course is that they’re all new hotel brands and poor Joe Consumer is confused. (Editor’s note: Only one of these brands actually has an open hotel, Tempo, so how can we expect people to even guess what’s what in this scenario?)

Then the article pokes some fun at the new self-designated chain scales brand companies have been adopting for a while, such as “premium economy” and “classic” vs. “distinctive” luxury.

Again, Joe Consumer is just trying to book a business trip or his honeymoon, and the brands are too confusing, blah blah blah.

Mind you, I’m not one to back away from taking big hotel brands to task. Of course the whole “white space in consumer demand” reasoning behind brand launches that leads companies to carve out fake chain-scale tiers is ridiculous! And of course none of us can look at a typical Holiday Inn guestroom and point out exactly how it’s different from a Courtyard by Marriott room!

But, spoiler alert: We don’t need to. It’s okay. This story about consumers not knowing the difference between some hotel brands is tired at this point.

It’s time to acknowledge that none of us knows the differences between all these brands. And it’s time to acknowledge that it doesn’t matter. I’m giving us all permission to shed that worry from our brains.

So here's my note to the traveling public: Choose your loyalty if you want to. It's a good idea in the long run. Be a die-hard Marriott Bonvoy member, or a Hilton Honors superstar, and just leave it there. Do some research into the basic amenity differences between these brands that are confusing you — for example, is breakfast included or not — but then just pick your hotel based on what's important to you for that trip.

This isn't difficult.

Think of it this way: You can buy Dawn dish soap at Target, Walmart, the grocery store and a million other places. But where you end up buying it is going to depend on whatever's important to you at the time: Is it location and proximity to where you need to be? Purely price? The experience of being in the store while you're buying it?

And then within that decision, you make the various sub-decisions that guide you to your purchase: Maybe you know you want to buy the soap from Target because you get rewards points, but you also know that the Target shopping experience at the store 20 minutes away from your house is much better than the one that's on your way home from work, so you go a little out of your way to go to your favorite Target.

And there you have it. It's the same way people choose hotels. These are decisions we make every day and they're not difficult.

So we as travelers don't need to overthink this. Let's recognize what those of us in the industry have always known and what WSJ article author Dawn Gilbertson finally manages to point out low in her article for consumers — **new hotel brands are largely for developers and owners, especially now that the big game-changer brands have long been established already.**

And I gently urge all of us in the industry to recognize this, too. **Each new brand is not, in fact, a precious unicorn that demands instant global recognition for its uniqueness from travelers. Yes, you're making these nice and somewhat different and so on, but you are filling your pipelines and meeting shareholder demand for unit growth.** That's fine! I promise, someone will stay at that hotel and just love it.

# The Major Hurdles Hotel Borrowers Faced in 2023

Interest Rates, Banking Crisis Made It a Difficult Year for Financing Hotels



U.S. Federal Reserve Chair Jerome Powell attends a press conference in Washington, D.C., on Dec. 13. (Getty Images)

By **Sean McCracken**

Hotel News Now

January 3, 2024 | 7:34 A.M.

This year represented a rare and unique moment in the history of the modern hotel industry.

In 2023, the hotel segment saw a rare combination of thriving operating metrics with businesses healthy and growing but a languishing financing environment with increasing costs and limited availability of debt, making it harder to pencil deals or refinance maturing debt.

Hotel News Now recently took a look at some of the major issues that affected borrowing in the hotel industry in 2023 to help put the overall environment into context as hoteliers move into what experts believe will be a more stable and open 2024.

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## The Fed and Interest Rates

Ask any lender or borrower what makes debt more difficult today than in 2019, and it's likely they'll point to the Federal Reserve — and central banks across the globe — increasing interest rates in an ongoing battle against inflation.

With interest rates hovering just above zero as recently as early 2022, the Fed has pushed rates up a stunning 525 basis points since March 2022, with Chair Jerome Powell openly waging a war to stabilize prices across the economy.

There are some signs that the Fed could soon declare victory in that war, with the consumer price index cooling off considerably in late 2023 and job growth noticeably slowing.

There is now widespread [hope that the Fed could soon reverse course and lower rates](#) somewhat, although investors similarly hope they don't see the economic downturn many had predicted earlier in 2023, as that is usually the impetus for interest rate decreases.

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## Banking Crisis and Regulations

The simultaneous crash of two regional banks — [Silicon Valley Bank and Signature Bank](#) — in the early stages of 2023 cast a pall on the year as similarly sized banks sought to shore up for a potential crisis and regulators decided to clamp down and avoid a widespread problem.

A lack of liquidity among small and midsize banks and new rules about how much risk they could take on was a huge limiting factor for borrowers in the hotel industry and across commercial real estate. Such banks are traditionally the bread and butter among real estate lenders.

Heading into a presidential election year in the U.S. means there could be even more regulatory uncertainty in 2024, though, as each party and candidate is likely to adopt a different approach to banking regulations going forward.

## Commercial Real Estate Struggles

Despite 2023 being a strong operating year for hotels, there were huge parts of the larger commercial real estate sector that didn't fare as well, giving lenders yet another reason to be hesitant about lending to real estate investments. Offices in particular were plagued with continued vacancies as big businesses struggled to get employees back into offices or generally downsized their office footprints.

There are signs that this could be a long-term silver lining for the hotel industry, which some experts consider as a hedge against inflation. The hotel industry has the power to reprice on a daily basis and could now be viewed more favorably compared to other struggling sectors.

## Mounting Maturities

The amount of debt maturities in hotels and real estate continues to be a hot button issue heading into 2024, and while there hasn't been wide-scale distress in the industry because of it, it has spurred some high-profile instances of companies handing back keys to lenders.

Two hotel-focused real estate investment trusts handed back keys in 2023.

Park Hotels & Resorts [walked away from a \\$725 million loan](#) that covered the Parc 55 San Francisco and the Hilton San Francisco Union Square, putting those properties into receivership.

Similarly, Ashford Hospitality Trust is in the midst of handing back the keys on a portfolio of 19 hotels that required \$255 million in paydowns to extend loan terms that executives deemed to have "negative equity value." So far the REIT has [handed back five of those 19 hotels](#).

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# Lending Conditions Likely More Certain for Hotels in 2024

Money Is Available Heading Into New Year, Experts Say



The Federal Reserve Building in downtown Washington D.C. at night. (Getty Images)

By [Sean McCracken](#)

Hotel News Now

January 3, 2024 | 8:34 A.M.

While the hotel lending environment isn't expected to be nearly as favorable to borrowers in 2024 as it was in 2019, experts do believe we'll see something hoteliers have been lacking in recent years: predictability and consistency.

Lenders, investors and debt brokers seem to agree that financing, while still difficult, will have a comparatively easier path in the new year.

2024 "is going to be better than most people think," said Peter Berk, co-CEO and president of PMZ Realty Capital.

Part of the basis for that optimism is Berk believes worries about a so-called "wave of maturities" in hotels are somewhat overblown because fundamentals remain strong.

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Revenue per available room "isn't growing as aggressively as it was, especially with year-over-year comparisons, but there's still plenty of cash flow, and rates are coming down," he said.

PMZ Realty Capital, which focuses on brokering debt for borrowers, was doing deals in the "mid to high eights" in the summer, and now rates have dipped below 8%, Berk said.

News that the Federal Reserve — and likely other central banks across the globe — have pivoted to start thinking about rate cuts instead increases only bolsters that belief.

Another aspect that gives Berk optimism is how hotels are increasingly viewed as a favorable asset class across commercial real estate.

"When lenders have to put out money and they look at their plate of real estate assets that they can possibly lend to, there's office, which is troubled, there's retail, which is certainly better than it was but still has a big question market around it, ... then there's hospitality, which has bounced back strong since COVID," he said.

Greg Friedman, managing principal and CEO at Peachtree Group, agreed about the relative appeal of hotels among commercial real estate.

"You look at the current value of office, and it's probably around 20% of the total commercial real estate ecosystem," he said. "So using office as an example, there's really a very limited trade to no trade in office, so those dollars groups were allocating to office

[but are] trying to be diversified ... so if only a couple of points that would normally go towards office was allocated into hotels, that would be a huge tailwind to drive potentially some cap rate compression."

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One of the biggest challenges in hotel lending in 2023 was the regional banking crisis spurred on by the failures of Silicon Valley Bank and Signature Bank, which caused many small- to medium-sized banks to pull back on financing.

That void has been filled somewhat by a rise in alternative lenders in the hotel space fueled by private equity money.

Friedman said that banking pullback continues to be what concerns him about upcoming real estate maturities, but firms like Peachtree Group that operates as an investor, operator and lender help to a certain degree but not completely.

"Most traditional lenders aren't lending," he said. "Forty percent of the debt market is traditionally made up of regional banks, community banks, national banks, and it's been in the press that banks are under pressure. So 40% of the market is struggling, the CMBS market makes up close to 25% to 30% of lending to hotels and that market is well under pressure, as well."

But he said what is left of the market is attracted to hotels due to "really good asset-level performance."

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What remains of bank lending is going almost exclusively to borrowers with established relationships.

"They're going to be very focused on lending where they have huge depository relationships, where they have true related partnerships and relationships with borrowers where they're using them for other services that the bank is offering," Friedman said.

Sean Hehir, president and CEO of Trinity Investments, agreed about the value of relationships.

"My great friend Warren de Haan who runs ACORE Capital says they look at the three B's: borrowers, basis and business plan," he said. "And that's even more true today."

Trinity has managed to close on some pretty large loans in 2023, including a [\\$555 million CMBS loan to purchase The Diplomat Beach Resort](#), a [\\$750 million refinancing for the Grande Lakes Orlando Resort](#) and a [\\$515 million refinancing for The Westin Maui Resort & Spa](#).

With that in mind, Hehir said debt is clearly available today for the right borrowers, but less than in past years.

"If we're running a debt process, before we'd have a dozen potential lenders show up, and now it's maybe a third of that," he said. "We're still having lenders show up but there's less liquidity."

Berk said it's important to note that the debt available in the market is mostly focused on transactions and refinancing, and the construction lending landscape remains relatively barren.

"We haven't seen the construction lenders come back," he said, adding there are some specialty lenders that focus on that space, but they're a relatively small piece of the pie.

"The construction loans we've seen getting done are regional lenders who do a very, very

low loan-to-value, like 50% to 55%. ... And that's low single digits plus points. It's very, very hard to make those deals pencil."

Friedman said his firm continues to focus on construction because its executives take a more long-term view.

"We like to do construction loans because I think personally that in our industry, new wins," he said.

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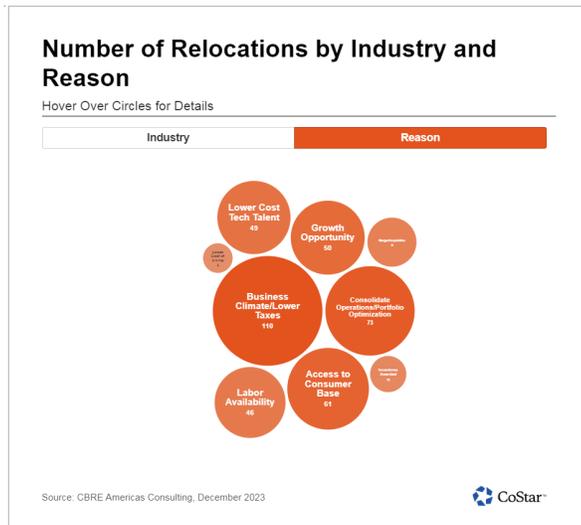
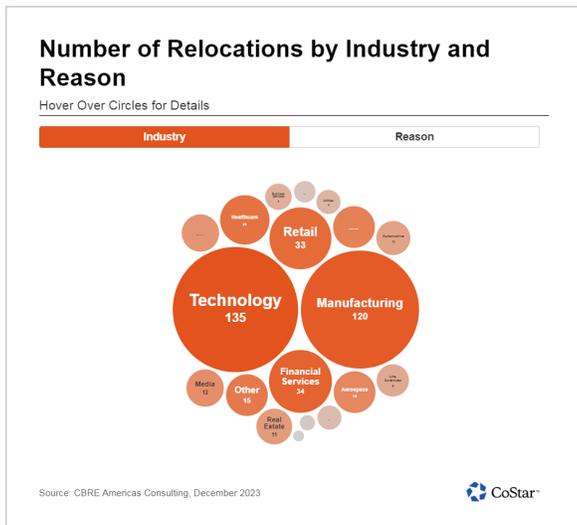
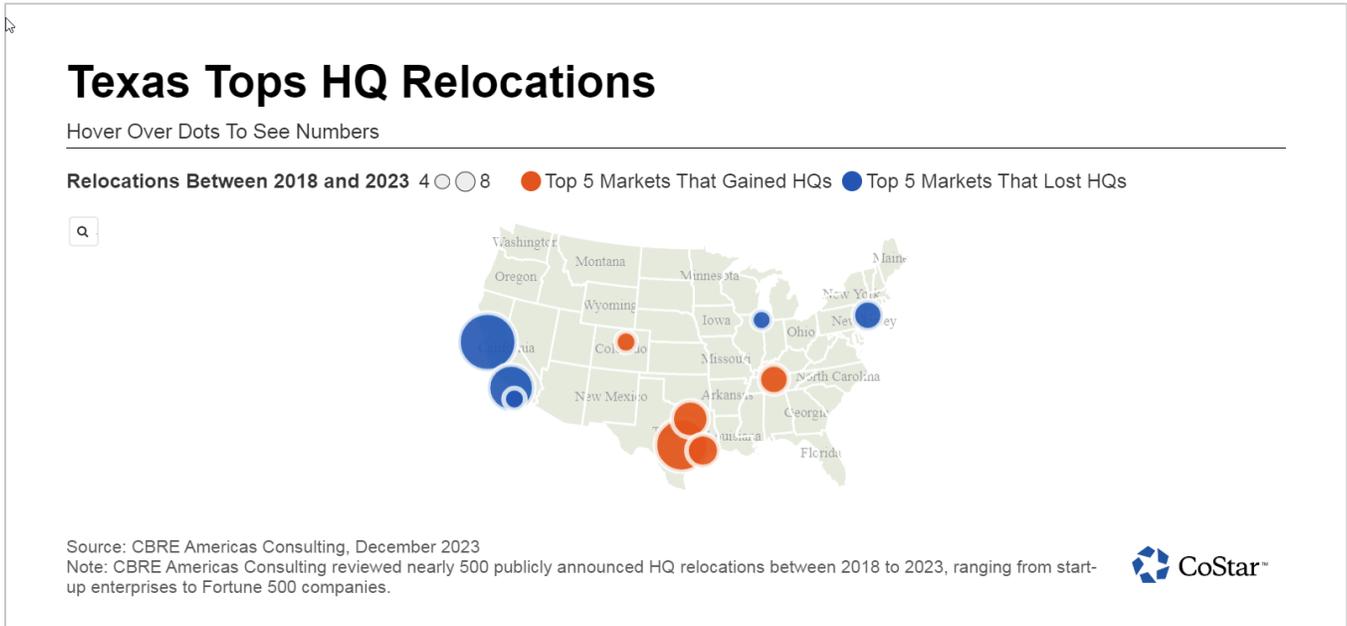
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### CHART OF THE DAY

# Corporate Headquarters Relocations Decline

## Texas Had the Most Company Moves Over the Past Six Years, CBRE Says



By **Parimal M. Rohit** and **Nicole Shih**  
CoStar News

January 1, 2024 | 5:24 P.M.

Almost 500 companies relocated their U.S. headquarters between 2018 and 2023, with nearly half of those corporations deciding Texas is the best place to call home.

There were 465 corporate headquarters relocated over the past six years with the top reasons listed for the moves being business climate and lower taxes, according to a report published this month by commercial real estate brokerage CBRE. With 209 relocations, it found, Texas had the most companies move to the state in that time.

During the six years, the most company moves took place in 2021 and have since edged lower, signaling a potential slowdown in corporate headquarters relocations. One reason behind the slowdown could be that higher capital costs have made it harder for companies to sell or sublease office space, according to CBRE.

Austin, Texas, had more corporate headquarters relocate than any other city in the country with 66 moves, half of which were tech companies. Some of the most notable company moves to Austin included Oracle and Tesla, which both relocated from California.

A headquarters move from Silicon Valley to Austin can save a company between 15% and 20% in tech employee wages, CBRE said.

Most moves were tied directly to cost savings, with companies moving to states with lower costs of living and lower or no state income tax. Business leaders are expanding what they consider to be important factors behind a relocation to another city to include the prospective new area's regulatory policies, crime, homelessness and other social factors, and health department policies, including vaccine requirements, according to CBRE.

CBRE, the world's largest property brokerage by revenue [relocated its headquarters](#) from Los Angeles to Dallas in 2020 in what it called a cost-savings move.

# Casino Magnates Up the Ante in Texas on Heels of \$3.5 Billion NBA Deal

New Majority Owners of Dallas Mavericks Add To Real Estate Holdings in Dallas-Fort Worth Region



Dallas Mavericks minority owner Mark Cuban has sold several tracts of real estate surrounding the team's practice facility in Dallas, seen here. (Candace Carlisle/CoStar News)

By **Candace Carlisle**  
CoStar News

January 3, 2024 | 4:53 P.M.

Mark Cuban, the longtime face of the Dallas Mavericks and now a holder of a minority stake in the NBA team, sold several properties near the American Airlines Center in Dallas to the team's new majority owners who also control the Las Vegas Sands, adding to that gaming and resort company's holdings in the area.

The deals, including several tracts just west of Stemmons Freeway in Dallas, closed before the end of the year for an undisclosed sum as Cuban signed over deeds to three

properties, including the practice facility that sits on 14 acres for the Dallas Mavericks and a Live Nation-operated music venue. Cuban didn't immediately return an interview request from CoStar News regarding the sale of the properties.

Cuban said the sale of the Dallas Mavericks stake to the partnership between Miriam Adelson and Patrick and Sivan Dumont played to each parties' strengths with them not being "basketball people" and Cuban not being a "real estate person," according to a statement from the Mavericks about the sale. The Adelson and Dumont families are also majority owners of the Las Vegas Sands, one of the largest U.S. casino operations and known for investing in destination resorts. A Sands spokesman told CoStar News the properties were included as part of the Dallas Mavericks sale to the families.

The deals reflect the growing interest in professional sports franchises around the country as sources of economic development. The real estate transactions also make way for what could be a larger bet on Texas real estate by the Adelson and Dumont families after the NBA Board of Governors [approved the majority sale of the Mavericks in a deal valued at \\$3.5 billion](#) last month, according to Bloomberg.

The Las Vegas Sands has invested millions of dollars in the Lone Star State seeking to make gambling legal in Texas with some support for various sports betting and gambling bills in the last state legislative session even though those proposals were eventually shot down by lawmakers.

## Shifting Ownership Stakes

Cuban retains a 27% stake in the Mavericks, ending his decadeslong term as the majority stakeholder and governor of the team. He purchased the Mavericks on Jan. 4, 2000, from Ross Perot Jr., a billionaire real estate tycoon, for \$285 million. Patrick Dumont will now serve as governor of the Dallas Mavericks. Cuban will continue to be the face of the team as its managing owner.

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The real estate deals closed the same day the NBA Governors approved the sale of the majority ownership stake to the Adelson and Dumont families. They bring fresh eyes — and the potential for new investment — to properties along one of the city's most high-profile transportation corridors. Terms of the deals were undisclosed, with Texas being the nation's largest non-disclosure state.

The sale of the properties to Adelson, who is the fifth wealthiest woman in the world with a net worth of \$35 billion, according to [Forbes](#), and to the Dumont family also signal development potential in the future for what could be a new arena or destination resort. At the closing of the Mavericks deal, Patrick Dumont said in a statement, “We are committed to the long-term success of the Mavericks and delivering a world-class hospitality experience for our fans, players, employees, sponsors and partners.”

An entity tied to Cuban called Radical 1530 Inspiration LP sold the Dallas Mavericks practice facility at [1530 Inspiration Drive](#) to a Sands-affiliated entity called DSG Practice Facility, helping wipe out a \$29.9 million lien on the property from JPMorgan Chase, according to Dallas County deed records. Two other properties — [1500 Inspiration Drive](#) and [1323 N. Stemmons Freeway](#) — were also sold by entities tied to Cuban to other affiliates with ties to the Sands organization, according to county deed records.

The North Stemmons Freeway property houses the Live Nation-anchored venue, called The Echo Lounge & Music Hall. The property, with a lounge, music hall and outdoor patio, can accommodate upward of 850 people for events.

The trade of the Dallas properties comes months after another affiliate of the Sands organization bought a 108-acre tract near the former Texas Stadium site in Irving, Texas, a suburb just outside of Dallas, as well as two other nearby parcels. In December, a Sands spokesman confirmed the real estate deals with CoStar News, saying, "Sands has long



The Live Nation-anchored music venue and lounge offer private events that can accommodate up to 850 people.  
(Candace Carlisle/CoStar News)

expressed a desire to develop a world class destination resort in Texas, and specifically Dallas-Fort Worth," with more real estate acquisitions anticipated by Sands in the future.

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## **Mixed signals: Texas economy exists in two realities heading into 2024**

### **Will housing costs and inflation finally stop the ‘Texas Miracle’ or will job growth and expansion prevail?**

Staff Illustration  
(Michael Hogue)

*Editor’s Note: This story is part of our Mixed Signals: 2024 Economic Forecast for Texas, featuring stories about labor, [inflation](#), housing, migration, rising utility costs and other factors propelling the North Texas economy.*

The Dallas Morning News  
By [Arcelia Martin](#)  
6:00 AM on Dec 26, 2023

Texas touted record-setting job growth this year, painting a picture of economic resiliency and prosperity. And while Texas’ economy is forecasted to fare better in the upcoming year than its peers, it’s not immune from the effects of anticipated up and down labor markets, affordability issues, geopolitical tensions and a contentious presidential election.

The state benefited from trends that swept the U.S. economy in the early years of the pandemic. Americans moved from coastal cities to sunbelt suburbs, where businesses grew

alongside incomes and spending. But all of those sunny attributes lost momentum in 2023, said Comerica Bank Chief Economist Bill Adams.

Look Ahead 2024  
(Michael Hogue/DMN)

Despite all of the state's growth, including major investments in healthcare research, DFW International Airport, semiconductor manufacturing and real estate, there are two realities: There's the economy academics are following and celebrating for remarkable disinflation and the one everyday people are living through, said Bankrate Analyst Sarah Foster.

Sixty percent of workers — a 5% increase from the year before — say their incomes haven't kept pace with the increases in household expenses due to inflation, Foster said.

“Every day people are really seeing their lives pre-pandemic and post-pandemic,” Foster said. “They know how much it costs to fill up their gas tanks, they know how much it cost to buy a gallon of milk three years ago. That's really what's standing out.”

Foster said it seems unlikely that prices will ever be as cheap as they were pre-pandemic. While the inflation rate year-over-year from October 2022 to October 2023 was 3.2%, since February 2021 inflation has driven prices 16.7% higher. “That's the feeling workers are struggling with,” Foster said.

Families in Texas are likely to spend less thanks to higher interest rates and a rise in the cost of living. One dollar today has the same purchasing power as \$0.85 in January 2021, according to the Bureau of Labor Statistics.

People eyeing a move to Texas are considering those calculations, Adams said, with migration expected to slow as prospective Texans are less eager to sell their homes in other parts of the

country. Mirroring the last few months of job numbers, Texas' economic growth is forecasted to slow in the first half of 2024 while still outpacing the nation, Adams said.

## **The cost of living**

The North Texas Food Bank, which pairs with more than 500 partner agencies across 13 counties, including Dallas, Denton and Collin County, is not immune from that financial hardship. The food bank is bracing for a \$16 million deficit this fiscal year, as it dips into cash reserves to purchase the food needed by North Texans.

The nonprofit's CEO Trisha Cunningham said that in the last fiscal year, ending in June, the food bank distributed more than 140 million meals, or double the meals that were served in 2018.

"We're serving needs now higher than the pandemic with physically distributed food because of inflation and because of the situation with SNAP."

Pandemic-era benefits from the Supplemental Nutrition Assistance Program have ended and the wait time for approval into the program has prolonged from 30 days to up to 150 days in Texas, she said. The state's backlog has led to residents turning to the food pantry system to get access to food while they await their SNAP application to be approved, Cunningham said.

"We end up becoming the safety net for the safety net," Cunningham said. "And we are not equipped to be able to do that."

Hester Moore, 72, works substitute teaching jobs to supplement her social security. By visiting the food pantry at MetroCrest, she's able to bring home produce she otherwise might not be able to afford. She is photographed at her Carrollton home, December 19, 2023.

(Tom Fox / Staff Photographer)

Residents like Hester Moore have come to rely on the web of services aimed at helping Dallas-Fort Worth residents get by in recent years.

Moore, 72, supplements social security payments with substitute teaching jobs three or four times a week at Lewisville and Frisco ISD schools. But when the pandemic closed schools and by extension her additional cash flow, she wasn't sure how she was going to pay rent at the Carrollton senior living community she's been at for nearly a decade.

She was referred to Metrocrest Services, a partner agency of the food bank, for rental assistance. It was the first time Moore had reached out to an agency for help paying her bills, she said.

Since then, Metrocrest has helped Moore a couple of times with rent, arranged visits for her with a counselor, and continues to stock her refrigerator with produce through their food pantry.

"I can see a difference in me," Moore said. "Me being able to get food from them — I'm eating fruit every day. I wouldn't eat fruit every day because I couldn't afford it."

The fruits and vegetables she receives from the pantry allow her to offset the rising and unpredictable cost of groceries in her budget, so she can allocate the money for other expenses. She remembers when gas prices rose this summer and can hardly recount the last time she went to the mall.

"I just work to pay bills," Moore said. "I don't really have enough to save anything. I just have enough to pay my bills."

In Texas, more than half of adults in a U.S. Money Reserve study reported feeling very stressed about price increases. That share of stressed adults grows to 59% when thinking about future price increases.

## **The job market in 2024**

In an annual forecast, Bankrate said the new year may bring slower job growth across the country and it might be harder to find new jobs. Two-thirds of economists see employers adding more jobs than they cut over the next year, according to the Bankrate report. The other third, however, expects businesses to cut more jobs than they post. Those economists estimate that job growth between September 2023 and 2024 will be in the negatives.

"Survey measures suggest labor market conditions are beginning to deteriorate more markedly, which we expect to be reflected in job losses by the end of the year," stated Michael Pearce, the lead U.S. economist at Oxford Economics. "That will help push the unemployment rate up gradually to a peak of close to 5 percent, much lower than in past downturns."

Roughly 40% of economists see employers adding an average of 80,000 jobs each month for the next year, and about 30% say job gains averaging 100,000 each month, Bankrate reports.

"We are still more than one million jobs short of the pre-pandemic trend in employment, and the economy continues to grow," stated Robert Frick, corporate economist at Navy Federal Credit Union. "That suggests hiring will continue at a steady clip, especially in areas still lacking workers, such as healthcare."

Dallas-Fort Worth's selection by the federal government for ARPA-H and the multibillion investments to follow point to the catalyst for growth in the healthcare sector Dallas-Fort

Worth will become, Ray Perryman, CEO of The Perryman Group, a Texas economic analysis firm.

To find perspective on Texas' economic situation, Perryman has also found it helpful to compare the pre-pandemic days of February 2020 to now.

While it took the U.S. economy roughly 26 months to get back the jobs lost, it took Texas 18 months and Dallas-Fort Worth, just 15 months, he said at a Dallas Regional Chamber event in November.

Despite Dallas-Fort Worth making up 2% of the nation's population, the area has scored 10% of the net jobs created in the U.S. since February 2020, Perryman said.

“This area is very well poised to do very well in the future and we feel very optimistic,” Perryman said.

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## Citi's Public Finance Exit Is Warning for Municipal Banking Industry

Yahoo Finance  
Amanda Albright and Tanaz Meghjani  
Wednesday, December 20, 2023 at 12:10 PM EST

(Bloomberg) -- Municipal bonds, often marketed by US banks as a do-good line of business, are taking a hit as Wall Street looks to cut costs.

Last week, Citigroup Inc. announced it would shutter its powerhouse municipal-bond department, marking the biggest departure of an underwriter since at least the 2008 financial crisis. The firm's exit came after years of pressures that had already forced out some small shops.

Higher interest rates are largely to blame. US banks are struggling with a massive slowdown in investment banking revenue after a boom in 2021. They have been in cost-cutting mode, and public finance departments at the likes of Morgan Stanley have seen layoffs and turnover as a result. Meanwhile, dealmaking has also slowed within the muni market compared to the period before interest-rate hikes began. UBS Group AG even announced in October it would exit a key part of the muni banking business.

While small shops have long been a dying breed, the pullback by large Wall Street banks is one of the biggest blows to the muni-bond industry. Dealmaking has slumped in the era of higher interest rates. Increasingly fraught dealings with politicians from Texas — the No. 1 market for muni sales this year — and other GOP states over banks' policies on guns and

fossil fuels present another obstacle.

Read more: [Citi Shuts Down Muni Business That Once Was Envy of Rivals](#)

The \$4 trillion muni marketplace is likely to continue to see underwriters depart as firms sell themselves to rivals or exit the business entirely. Just 87 firms are credited as managers of municipal-bond transactions this year, down 41% from a decade ago, according to data compiled by Bloomberg. Meanwhile, rival firms are seizing on the contraction and are already seeing major boosts to their business. That could give them an advantage in 2024 as interest rates are expected to continue to drop, creating a better dealmaking environment.

Fewer underwriters competing to win transactions could ultimately translate to higher borrowing costs for US municipalities as they replace aging roads, finance new schools and expand public transit.

“It’s hard to see any situation where fewer underwriters is good,” said Justin Marlowe, a professor at the University of Chicago’s Harris School of Public Policy. He said it could mean banks have smaller sales forces to pitch investors on transactions, resulting in less demand for deals and higher prices for municipalities. On the trading side, those big banks also play an important role providing liquidity to investors. They often can step in and buy when prices are dislocated.

The space has been shrinking for some time: The number of registered broker-dealers with the MSRB has dropped for at least five straight years. Lower fees present a major challenge, and they dropped again in 2023 to an average of \$4.92 for every \$1,000 of bonds sold, compared to \$5.11 the year before.

Some firms have bought other shops because of competitive pressures. L.J. Hart & Co., an underwriting firm that specializes in working with Missouri school districts, sold to Commerce Bank earlier this year, but it still underwrites deals using the company’s name.

In 2022, Boenning & Scattergood’s municipal bankers and traders joined Stifel Financial Corp. The firm, which specialized in working with Pennsylvania municipalities, no longer has a muni bond department. Representatives there did not respond to requests for comment.

UBS decided to exit the industry after re-entering about five years ago, hiring dozens of bankers as part of that effort. While it will no longer underwrite bonds sold via negotiated sales — which account for the vast majority of new debt deals — the bank will continue to trade municipals and buy deals via auction.

### Smaller Firm Advantage

Not all large banks are in retrenchment mode. RBC Capital Markets and Jefferies Financial Group have both boosted their market shares considerably. Stifel and Raymond James Financial, both smaller-sized banks ranked within the top 10 of underwriting firms, could also benefit if more banks depart.

“It’s a lean year for sure, and firms are struggling with the challenge of low volume — but this kind of environment presents more of an opportunity for middle market firms than for bulge brackets,” said Michael Decker, senior vice president for research and public policy at Bond Dealers of America, a trade group representing dozens of firms. Some companies may look to

hire talent that's exited big Wall Street shops, he said.

Edmond Hurst, head of capital markets and public finance at Carty & Co. in Little Rock, Arkansas, said the consolidation creates openings for him. "That gives us an opportunity for our niche to step in and fill those gaps," he said.

Matt Fabian, a partner at Municipal Market Analytics, an independent market research firm, said it's an inopportune time for big banks to leave the space because he expects a large pipeline of supply in the next five to 10 years.

Municipalities will need to tap the market to finance infrastructure for climate change adaptation and to upgrade aging structures, he said. Federal pandemic aid is running out, which could also spur new sales. Some analysts are expecting a better issuance environment as early as next year.

"It's bad timing for the firms to leave because they're losing out on what should be a very profitable decade ahead," Fabian said. "But also, for the country at large, we'll have to pay more for its infrastructure if they do leave."

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