



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, January 25, 2021 @ 11:45 a.m.

**Irving Convention Center
Zoom Video Conference**

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

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

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

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

‡ - COUNCIL LIAISON

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, January 25, 2021 at 11:45 AM
Zoom Video Conference

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on January 25, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/83670947402> - Meeting ID: 836 7094 7402. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 836 7094 7402.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for December 14, 2020
3. Accepting the Irving Convention Center Financial Report for October 2020
4. Accepting the ICVB Financial Reports
 - a. September 2020
 - b. October 2020
 - c. November 2020
 - d. December 2020

5. Review of Hotel Occupancy Tax Report

6. Review of ICVB Cash Flow Report

Individual Consideration

7. Acknowledging Proposed Terms for Operating Loan from the City of Irving
8. Approving Further Detailed Investigation and Potential Application for Payroll Protection Program Loan through the CARES Act

Board Reports

9. COVID-19 Update
10. Board Chair Report
 - a. Welcome New/Incoming Board Members
 - b. Board Member Conflict of Interest Form
 - c. Schedule of Upcoming Meetings and Activities
 - d. Next Board Meeting – February 22, 2021

AGENDA - Continued

11. Board Committee Reports

- a. Board & Business Development – Bob Bourgeois
 - Proposed Bylaws Revisions
 - Next Meeting – March 12
- b. Community Engagement – Clem Lear
 - January 12 – Meeting will be Rescheduled
 - Next Meeting – April 6
- c. Destination Development – Greg Malcolm
 - Next Meeting – February 9

12. City Reports

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

13. Bureau Monthly Management Reports

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

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

15. Industry Partner Reports

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

AGENDA - Continued

16. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021**

AGENDA ITEMS



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
December 14, 2020

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Rose Cannaday, Stephanie Fenley-Garcia, Herbert Gears, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Rick Lindsey, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Michael Randall, Sam Reed, and Richard Stewart – Board members; Deputy Mayor Pro Tem Kyle Taylor, Mayor Rick Stopfer, Councilman Oscar Ward, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Operations Manager CeciliaCastillo, Assistant City Manager Philip Sanders, Financial Services Director Bret Starr, and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB.

Board Chair Karen Cooperstein called the meeting to order at 11:45 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. She inquired if there were any citizen comments; there were none.

Cooperstein welcomed all new and returning Board members and introduced Operations Manager Cecilia Castillo who performed the swearing in of new Board members Rose Cannaday, Stephanie Fenley-Garcia, William Mahoney, and Richard Stewart, as well as returning Board members Greg Malcolm and Joe Philipp. Board member Dirk Burghartz and new Board member Roy Santoscoy will be sworn in at a later date. Cooperstein then introduced each Board member, ICVB staff, ICC staff and guests attending the meeting.

Executive Director Maura Gast gave a COVID-19 Update.

- Three phases of pandemic: Response, Recovery and Resilience - currently in the Recovery Phase.
- ICVB will continue to constantly pivot on every front at all times and in crisis management mode vs destination marketing mode.
- Stalemate over the stimulus package
 - Key point of contention is inclusion of more federal aid to state and local governments.
 - Board will be updated and if comfortable can reach out to elected officials.
- Vaccine rollout is beginning and will continue to limit travel and tourism until it is widely available.
- Occupancy Outlook – conservative projection based on available data indicates end of 2023 before recovery and another year before rate returns.
- There is some recovery in events and meetings.
- Staff is managing expenses and still booking business.
- National Recovery Initiatives were reviewed.
- Staff is keeping the Irving pipeline full by continuing to drive room night leads, ICC event leads, CARES Meeting Campaign, CARES Staycation Campaign, Visit Irving website, and advertising engagement.
- Resilience Phase conversation points for future consideration:
 - Rebuild reserves, repayment of loans, ICC will still need a subsidy and pursue Tourism Public Improvement District (TPID) project.

- Ways to Help Irving Right Now:
 - ICC furloughed employees Go Fund Me page – open through December 16.
 - Four Seasons Resort & Club Toys and Turkeys Drive – December 14 from 2:00 – 3:00 p.m.
 - Staff Meal – Sunday, December 20 at the ICC.

CHAIR REPORT

- Cooperstein reported Board Orientation will be scheduled in the new year and invited everyone to attend. It is a great overview of the ICVB/ICC work, Strategic Plan, Marketing and Operating Budget.
- Commitment and perseverance will carry us through 2021 and she thanked City staff for their support.
- Board Committee sign-up sheet was emailed to Board members and Cooperstein encouraged all to sign up for a Committee where their interest dictates, and schedules allow. A draft schedule of Board and Committee meetings and Board activities is included in the packet.
- Next Board meeting is scheduled for Monday, January 25. There has been support to meet in person for those comfortable doing so, possibly in February.
- Irving Industry Hospitality Annual Meeting plans are being evaluated and will be a virtual event. Updates will be sent to Board members.
- Cooperstein encouraged all to donate to the tourism/hospitality industry any way they can in support of the ICC staff and broader industry. She gave a brief background of her passion for travel, tourism and hospitality industry and its value as an economic booster, including local hotels, restaurants, arts and museums and all things that make Irving great.

BOARD REPORTS

Board and Business Development Committee

- Committee Chair Bob Bourgeois gave a recap of the December 4 meeting. He thanked Board member Debbi Haacke for her leadership of the Committee for the past two years. Topics and accomplishments in her tenure were reviewed.
- Going forward, topics will include formalizing ICC bad debt policy, a Related Party policy as suggested by the recent audit, Bylaws revisions, legislative issues, rebuilding reserves and operating fund, 2026 Sunset on the Irving-specific hotel occupancy tax allocations, ongoing Board applications and the TPID. The next Committee meeting is scheduled for March 12 at 9:00 a.m., location TBD.

Community Engagement Committee

- Committee Chair Clem Lear congratulated new Board members and encouraged all to attend Board Committee meetings.
- She gave an overview of the Community Engagement Committee responsibilities and topics discussed: High Spirited Citizen nominations, Irving Industry Hospitality Annual meeting, Spirit of Irving awards, National Travel and Tourism week and community bus tour.
- The next meeting is scheduled for January 12 at 11:30 a.m. via Zoom.

Destination Development Committee

- Committee Chair Greg Malcolm reported the Committee meeting schedule was cut short due to the pandemic, but the Committee did tour The Star in Frisco and Legacy Hall in Legacy West Plano,

toured Texas Live! In Arlington and had a presentation on the Irving Golf Course updates. Hoping to tour the Golf Course and host a meeting there in 2021.

- The next meeting is scheduled for February 9 at 11:30 a.m., location TBD.

CITY REPORTS

Deputy Mayor Pro Tem Kyle Taylor expressed his appreciation for the ICVB efforts to make things happen in Irving at the forefront of the community and visitors. He thanked the volunteers who participated in the recent Las Colinas Association Hot Chocolate with Santa event supporting Irving Cares.

Councilman Oscar Ward welcomed the new Board members. He announced Board member David Cole is the new co-owner and managing partner for Big State Fountain Grill. Ward asked for prayers for the Irving fire fighter recently hit by a drunk driver going the wrong way on Hwy 183, and for the young man's family. He noted there is a Special Council meeting scheduled for December 16 that will canvass votes for City Council Place 3 election. Irving Police Chief Jeff Spivey has made the final list of applicants being considered for Dallas Police Chief. Ward expressed his appreciation and is proud of the ICVB staff for enduring and going through this tough time with dignity.

Councilman Al Zapanta expressed his thanks to the ICVB Marketing and Communications team and Toyota Music Factory team for their efforts in promoting activities slated for the Olympic Day event for North Texas in June 2021. Information is going out to sponsors and volunteers.

City Manager Chris Hillman

- \$6.2 million in CARES Act funds have been distributed and the City is keeping an eye on further Federal initiatives for funding.
- South and Valley Ranch libraries hosting "Makerspaces" with labs for making digital and real-space items. Usage requires an orientation session and signing a license agreement and release form. This initiative is made possible by a grant.
- Irving text to 9-11 services are up and operational.
- The Irving Holiday Parade is canceled.
- Centennial Park is lit up for the holidays with 60,000 lights on the fences, trees, bridge, and walkways.
- Letters to Santa available at City Hall at the East public entrance through December 18. Santa will respond to all letters.
- Irving Animal Services hosting "Comfort and Joy" donation drive through. The event runs through January 20 and offering free animal adoptions through December 19.
- Virtual classes and programs are being offered by the Parks and Recreation Department and Irving libraries.

Mayor Rick Stopfer reported:

- This year there have been a lot of challenges, but also a lot of wins and noted entrepreneurship is at its best in Irving. There have been several ribbon-cutting ceremonies over the recent weeks for new businesses in Irving.
- The COVID-19 vaccine has been FDA-approved and should be available the first quarter of 2021. He is hopeful people will feel comfortable getting the vaccine, noting a survey said 47% of original

participants said they did not want to take the vaccine and it has now dropped to approximately 40%. The sooner people feel comfortable, the sooner business and travel will return.

- Stopfer thanked the Board, Board Committees, and ICVB/ICC staff for their perseverance through this challenging time. Partnerships in Irving are successful, and he is grateful and humbled by all the work that has been done.
- City Committees will be re-evaluated with the election of a new City Council member.
- The ICVB Council liaison will be Deputy Mayor Pro Tem Kyle Taylor.

Reporting on DART, Stopfer attended a DART retreat last week. He reported DART President Gary Thomas is retiring and David Leininger will be stepping in as Interim. Recruiting for new President will take 8-10 months. He thanked the City staff for their efforts in posting the diminished bus route changes to the GoPass app.

MANAGEMENT AND STAFF

Gast reported staff is looking at ways to affordably deliver the Irving Industry Hospitality Annual Meeting in a digital platform, as its funding was among the many cuts from this year's budget. She encouraged all Board members to commit to a Board Committee and sign up where most interested. The Executive Committee reviews the ICC and ICVB finances in depth each month. She wished all a happy holiday season and stressed the need to continue to follow safe guidelines. She thanked the Board and City staff for their continued support of the ICVB and ICC.

SALES AND SERVICES

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The details of her report are included in the meeting packet.
- November was a slow month due to COVID-19 and the Thanksgiving holiday.
- Cancellations from COVID are still happening.
- The economic impact is in the \$27 million range for cancellations and lost business is \$17-18 million. It is a good indication of what the industry is going through.
- The Sports market appears to be rebounding the quickest and Corporate market is hit the hardest and will be the slowest to rebound. Corporate tends to be shorter-term bookings.
- Hopeful the nationwide vaccine rollout will have a positive impact and the Corporate travel market will again begin to meet in person.
- Meeting Professionals International held its World Education Conference in November at the Gaylord in Grapevine. There were 1,739 attendees; 41% were meeting planners and 49% were suppliers. It was a hybrid event. ICVB Sales attended in person and participated in the hosted buyer program. The event had good reviews and she predicts hybrid format meetings will increase in the future.

MARKETING AND COMMUNICATIONS

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Blog traffic slightly decreased in November. Upcoming blog topic of local restaurant holiday gift card options with restaurant deals will be posted soon.
- Advertising clicks reported up year-over-year.
 - Leisure clicks – 14,000
 - Meetings clicks – 4,500, a slight increase.

- CARES Staycation Campaign is doing well and has produced 52,013 sessions and 18,913 hotel referrals, which equates to a potential economic value of \$3,989,616. The Facebook advertising has a conversation rate of 42% and generated 33,232 sessions.
- Meetings Campaign generated 17,057 sessions, generating 57 leads to-date despite a hiccup in tracking sales leads from website feed.
 - Website Traffic declined slightly in November but remained higher than average, with 45,099 total sessions to both websites.
 - Visit Irving website traffic remained high with 43,235 sessions, 29% over the same time last year.
 - The industry is seeing a 22% decline in web traffic, but we are seeing an increase.
 - Campaigns will continue through May and run through Expedia/Priceline with a series of meeting campaigns.
- Pfaff commended Director of Marketing Monty White for his hard work and he was recognized as a top performer for Simpleview software management.
- The ICVB participated in the holiday tree decorating contest at the Irving Arts Center with a “Irving Rocks” theme. There is a Facebook link for voting that was distributed.
- Additionally, Pfaff expressed her appreciation for the holiday lighting at Centennial Park and the Las Colinas area and added the City looks beautiful.

Assistant Executive Director Administration and Finance Susan Rose reported:

- AirBNB for the month of October:
 - 414 available listings, a .7% decrease over last year.
 - Average Daily Rate for October is \$191.68, down 8.25% over last year.
 - Occupancy is 49.4% which is a 23.93% decrease compared to last year.
- The Administration Team is working on a total redesign of the ICVB Board portal and the new Munis HR software system, which will go live on December 27.
- Rose attended City staff training for short-term rentals and LodgingRevs for the Hotel Occupancy Tax and data collections.
- Accounting Director Marianne Lauda will be finalizing the monthly Hotel Occupancy Tax collection report by the end of the week. Collections have dropped to 60%; many hotel properties have not changed to the monthly collection schedule yet. Lauda will have the September, October, and November ICVB financials at the January Board meeting.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- Currently spending time on the ICC financials and budget, continuously looking every day for revenue opportunities and expense adjustments and making tough decisions.
- Staff size likely may have to be decreased, along with other expense cuts.
- There were three large events over the weekend which gave staff a chance to test Venue Shield protocols.
- Virtual/Hybrid events will continue in the future and staff is looking at being ready with the capabilities to produce events and partner with JSAV, the resident audio-visual company, with enough bandwidth, equipment, etc.
- The lighting project in the Grand Ballroom is 70% complete and looks fantastic.
- A heat exchanger went out and is requiring a \$41,000 fix to address the problem.

Director of Sales Matt Tungett reported:

- Bookings are slow and steady.
- December is the busiest month with six events, including: fundraiser event, body building, auto research and dance/cheer competitions.
- Staff is being flexible in adjusting space with a 50% occupancy and focusing on bookings.
- Auto research events have been successful, hosting 6–8-day events.
- Meehan added sporting event protocols requiring expanded space and audience chairs are being set according to protocols.

INDUSTRY PARTNERS

HOTEL INDUSTRY

- Board member Greg Malcolm reported there is no industry STR information available yet for November. However, he reported on South Irving statistics for November: Occupancy is 36.7%, down 49.3% from last year; Average Daily Rate is \$85.91, down 34.4% compared to last year; and RevPAR is \$31.66, down 66.7%.
- December seems to be pacing the same.
- Hilton Garden Inn DFW South has put the airport shuttle service back due to demand; the restaurant is open for breakfast only and there is no bar service at this time.
- Malcolm projects the first quarter of next year will follow November and December outcomes but hoping March will be the beginning of the climb up. He is projecting Occupancy will not be out of the 40% range until the middle of 2021.

Board member Kim Limon reported:

Hampton Inn Irving/Las Colinas shows

- November statistics:
 - Occupancy ended at 23.9% with 94.9% index, which is down 60%.
 - ADR \$65.86, with an index of 114.1%, and down 60%.
 - RevPAR \$64.18, down 79%.
- December looks the same.
- Budget is complete.
- Hotel is offering breakfast grab-and-go only.

RESTAURANT INDUSTRY

Board Vice Chair David Cole reported:

- Hooters Restaurant on Market Place Blvd in North Irving has closed.
- Captain Nemo's restaurant owners have decided to close permanently on December 31.
- Big State Fountain Grill has sold to a group of investors, including Cole. He stated he is happy to be part of the iconic destination restaurant in Irving and it will remain a soda fountain concept. There will be operational changes/improvements and possible new menu items, as well as ADA-compliant restroom renovations.
- He encouraged everyone to read the upcoming Visit Irving blog about local restaurant gift card/deals. Gift cards are a big help to restaurant revenue and means a lot to the smaller restaurants in particular.

- Cole is excited about the City's plans for the Heritage District and the improvements that are planned. He noted it is a good chance for all shop owners and business owners to bring more people to the area.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- The Chamber kicked off FY 2020-21 and the Economic Development team posted three project wins, 280 jobs, \$73 million in capital investment and 364,000 square-foot of commercial space.
- Staff continues to work remotely, over 70 projects in the pipeline with a potential of \$1.6 billion in capital investment and 27,000 jobs.
- Unemployment for Irving in October decreased from 8.0% in September to 6.2%, Texas reports 6.7% and national rate of 6.9%.
- Reed thanked everyone who joined the small business blitz last month, which recognized over 1,000 businesses in the community.
- Chamber held the 87th Texas legislature send-off event last week. Business leaders heard from our state delegation about their priorities for the upcoming legislative session.
- 2021 State of the City "Together Today for a Stronger Tomorrow" virtual event will be held on January 14.
- Chamber Changemakers series is scheduled for December 6 at 9:00 a.m., focusing on mental health.
- Next Business Industry Call with Judge Clay Jenkins will be on December 23 at 10:00 a.m.
- Virtual Five-Star Chamber Mixer is on January 26 from 4:00 – 5:00 p.m.

IRVING ARTS CENTER

Board member Todd Hawkins reported:

- Holiday tree decorating event at the Arts Center is open for voting.
- Galleries will have a limited number of people allowed and reservations are required.
- Performances are open and will be socially distanced at 26% occupancy.
- Las Colinas Symphony Orchestra event will be held this weekend.
- *"Eleanor's Very Merry Christmas Wish - The Musical"* is a virtual event that will stream through December 27 for \$20 per household.
- Irving Archives & Museum exhibit *"Apron Strings – Ties to the Past"* will be displayed virtually or in-person with a group reservation.
- There are several gifts in the gift shop that are Irving-branded and available for purchase.
- Team is working diligently to recover and pursuing a conference and festival for a Texas non-profit theatre to produce room nights in 2022 and 2023.

Arts Board Chair Kim Andres reported:

- Arts Board is meeting and expanding/changing bylaws to add new structure and committees to include more groups in decision making.
- New Arts Board members – Sandra Zavala-Garcia and Gerald Farris.
- She noted the Arts Center is limiting audiences in performances and utilizing the utmost safety.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- Hot Cocoa with Santa event was a big success and he thanked everyone who participated.
- Urban Center rolled out the LCA bike patrol in the Urban Center with the intent of being ambassadors in the Urban Center.
- Wayfinding initiative contract is complete. Signs are ready to be produced and hope to award the bid in January with the first phase of the project in Spring 2021 or early summer.
- The number of developments for the year in the community reports 85 single family homes/condominiums and 1,000 multi-family homes in construction, 100,000 square foot of commercial/retail space construction.
- Element Hotel and Embassy Suites are under construction, and the Sandman property construction will begin soon and will bring another 208 rooms.
- Mrs. Perot participating in the Reliant Gingerbread House competition, benefiting Irving Cares.

TIF

Michael Randall reported:

The TIF Board met on November 17 and included:

- Presentation on proposed development plan for land at Las Colinas Blvd. and O'Connor on the Northwest corner. The property is a 5-acre tract of land. Proposed 400,000 square feet and 13-story office building on 4 acres and an 1,850-space parking garage on the canal off Lake Carolyn on the North side of the property between the transit track and Urban Towers. Renditions of the building are for a build-to-suit single tenant occupancy building for a healthcare company that is relocating there. The one-acre tract on the west side of Las Colinas Area Personal Transit (APT) system is slated for 45,000 square-foot four-story office building for State Bank of Texas office space. It will be a beautiful addition to the gateway into the Urban Center area. TIF is requesting funds for the canal area primarily and turn it into a public green space, with cabanas and covered seating. It is a long-needed plan for the site and gateway. Updates to the project will be provided.

Cooperstein commended the City for the very well thought out transformation of Levy Event Plaza. The space is built with pads for food trucks, vendors, concerts, and arts shows and power throughout the space.

Cooperstein adjourned the meeting at 1:41 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: January 4, 2021

Monthly Financial Summary

For Period Ending October 31, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total	
Event Income														
Direct Event Income														
Rental Income	6,700	58,881	52,600	34,400	59,700	107,580	124,900	186,600	105,750	161,000	216,700	128,275	1,243,086	
Service Income	1,163	3,000	1,500	3,350	10,000	15,500	14,500	18,000	13,000	15,250	12,500	7,500	115,263	
Service Expenses	(912)	-	-	(3,000)	(3,000)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(29,412)	
Total Direct Event Income	6,951	61,881	54,100	34,750	66,700	120,080	135,900	201,600	115,250	173,250	225,700	132,775	1,328,937	
Ancillary Income														
F & B Concessions	-	-	-	7,000	2,100	11,000	10,000	29,500	15,500	8,000	40,000	8,059	131,159	
F & B Catering	-	12,432	21,280	25,000	126,700	46,560	138,360	301,320	311,750	141,920	153,196	375,630	1,654,149	
Parking: Self Parking	1,432	-	-	11,460	22,390	10,700	20,400	34,920	31,100	34,150	56,600	30,500	253,652	
Electrical Services	-	950	-	7,660	2,600	4,500	10,700	25,000	5,000	5,000	14,000	14,500	89,910	
Audio Visual	-	-	-	-	-	-	-	-	-	-	-	-	-	
Internet Services	-	400	-	700	-	-	500	-	-	-	-	-	1,600	
Total Ancillary Income	1,432	13,782	21,280	51,820	153,790	72,760	179,960	390,740	363,350	189,070	263,796	428,689	2,130,470	
Total Event Income	8,383	75,664	75,380	86,570	220,490	192,840	315,860	592,340	478,600	362,320	489,496	561,464	3,459,407	
Other Operating Income	26,152	21,375	21,375	21,375	21,375	21,375	21,625	46,625	46,625	46,625	46,625	46,615	387,767	
Adjusted Gross Income	34,535	97,039	96,755	107,945	241,865	214,215	337,485	638,965	525,225	408,945	536,121	608,079	3,847,174	3,866,967
Operating Expenses														
Employee Salaries and Wages	140,680	146,687	146,687	170,156	170,156	170,156	170,156	170,156	170,156	170,192	170,156	170,092	1,965,430	
Benefits	60,444	62,322	62,322	62,322	61,446	61,446	61,446	61,446	61,446	61,446	61,446	98,661	776,188	
Less: Event Labor Allocations	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Employee Wages and Benefits	201,124	209,009	209,009	232,478	231,602	231,602	231,602	231,602	231,602	231,638	231,602	268,753	2,741,618	
Contracted Services	41,352	42,043	45,522	45,522	45,522	45,522	55,052	55,052	55,052	55,052	55,052	55,051	595,791	
General and Administrative	18,120	15,700	14,595	15,775	22,025	21,225	18,890	25,815	25,610	50,336	30,206	71,500	329,797	
Operations	15,945	14,133	14,133	14,133	14,133	15,433	35,083	35,083	35,083	35,083	35,083	35,083	298,408	
Repair & Maintenance	16,541	20,741	25,740	24,480	24,480	24,480	23,514	23,514	23,514	35,514	23,514	23,514	289,542	
Supplies	5,665	11,283	11,583	11,283	11,283	3,300	13,033	13,033	13,033	13,033	13,033	13,335	133,198	
Insurance	6,036	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	7,544	89,020	
Utilities	37,290	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	43,333	513,953	
Other	(4,826)	-	-	-	-	-	-	-	-	-	-	-	4,826	0
SMG Management Fees	13,750	14,632	15,486	15,500	22,537	19,552	23,232	34,509	38,798	24,342	27,800	40,432	290,570	
Total Operating Expenses	350,997	378,418	386,944	410,047	422,458	411,990	451,282	469,484	473,868	495,874	467,166	563,371	5,281,897	
Net Income (Loss) From Operations	(316,462)	(281,379)	(290,189)	(302,102)	(180,593)	(197,775)	(113,797)	169,481	51,358	(86,929)	68,955	44,708	(1,434,723)	(39,723)

ASM - Irving Convention Center
 Financial Statements Monthly Highlights
 For the Month Ending October 31, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	358	358	0	0
Events	2	2	0	0
Event Days	3	3	0	0
Direct Event Income	6,951	4,128	2,823	0
Ancillary Income	1,432	0	1,432	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	8,383	4,128	4,255	0
Other Operating Income	26,152	21,375	4,777	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	34,535	25,503	9,032	0
Indirect Expenses	(350,997)	(345,038)	(5,959)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(316,462)</u>	<u>(319,535)</u>	<u>3,073</u>	<u>0</u>

ASM - Irving Convention Center
 Financial Statements Year to Date Highlights
 For the One Month Ending October 31, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	358	358	0	0
Events	2	2	0	0
Event Days	3	3	0	0
Direct Event Income	6,951	4,128	2,823	0
Ancillary Income	1,432	0	1,432	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	8,383	4,128	4,255	0
Other Operating Income	26,152	21,375	4,777	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	34,535	25,503	9,032	0
Indirect Expenses	(350,997)	(345,038)	(5,959)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(316,462)</u>	<u>(319,535)</u>	<u>3,073</u>	<u>0</u>

ASM - Irving Convention Center
Balance Sheet
October 31, 2020

ASSETS

Current Assets

Cash	\$	1,012,648	
Accounts Receivable		58,482	
Prepaid Assets		18,080	
Inventory		56,252	
		<hr/>	
Total Current Assets			1,145,462

Total Assets **\$ 1,145,462**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	347,779	
Accrued Expenses		348,978	
Deferred Income		0	
Advance Ticket Sales/Deposits		765,166	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			1,461,923

Long-Term Liabilities

Long Term Liabilities		0	
		<hr/>	
Total Long-Term Liabilities			0

Total Liabilities 1,461,923

Equity

Net Funds Received		13,140,427	
Retained Earnings		(13,140,426)	
Net Income (Loss)		(316,462)	
		<hr/>	
Total Equity			(316,461)

Total Liabilities & Equity **\$ 1,145,462**

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	6,700	6,700	0	6,700	6,700	0	0
Service Revenue	1,163	1,163	0	1,163	1,163	0	0
Service Expenses	(912)	(3,735)	2,823	(912)	(3,735)	2,823	0
Total Direct Event In	6,951	4,128	2,823	6,951	4,128	2,823	0
Ancillary Income							
F & B Concessions	0	0	0	0	0	0	0
F & B Catering	0	0	0	0	0	0	0
Parking	1,432	0	1,432	1,432	0	1,432	0
Electrical Services	0	0	0	0	0	0	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	0	0	0	0	0	0	0
Total Ancillary Inco	1,432	0	1,432	1,432	0	1,432	0
Total Event Income	8,383	4,128	4,255	8,383	4,128	4,255	0
OTHER OPERATING INCOME							
Other Income	26,152	21,375	4,777	26,152	21,375	4,777	0
Total Other Operatin	26,152	21,375	4,777	26,152	21,375	4,777	0
Adjusted Gross Inco	34,535	25,503	9,032	34,535	25,503	9,032	0
INDIRECT EXPENSES							
Salaries & Wages	140,680	139,999	(681)	140,680	139,999	(681)	0
Payroll Taxes & Ben	60,444	60,446	2	60,444	60,446	2	0
Labor Allocations to	0	0	0	0	0	0	0
Net Salaries and Ben	201,124	200,445	(679)	201,124	200,445	(679)	0
Contracted Services	41,352	41,715	363	41,352	41,715	363	0
General and Adminis	18,120	17,689	(431)	18,120	17,689	(431)	0
Operating	15,945	10,409	(5,536)	15,945	10,409	(5,536)	0
Repairs & Maintenan	16,541	11,200	(5,341)	16,541	11,200	(5,341)	0
Operational Supplies	5,665	6,283	618	5,665	6,283	618	0
Insurance	6,036	6,036	0	6,036	6,036	0	0
Utilities	37,290	37,511	221	37,290	37,511	221	0
Other	(4,826)	0	4,826	(4,826)	0	4,826	0
ASM Management F	13,750	13,750	0	13,750	13,750	0	0
Total Indirect Expens	350,997	345,038	(5,959)	350,997	345,038	(5,959)	0

ASM - Irving Convention Center
Income Statement
For the One Month Ending October 31, 2020

	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>(316,462)</u>	<u>(319,535)</u>	<u>3,073</u>	<u>(316,462)</u>	<u>(319,535)</u>	<u>3,073</u>	<u>0</u>

October 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2 ASUG Definite	3
4	5	6	7	8	9	10
11	12 Columbus Day	13	14	15	16	17 Wellness Expo Definite
18 Wellness Expo Definite	19	20	21	22 TY OUT	23 ICVB Executive Committ... Definite TY OUT	24 TY OUT
25 TY OUT	26 TY OUT	27	28	29 Academy Photo Shoot Definite	30	31 Halloween



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
September 30, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
SEPTEMBER 2020

Assets

Cash and equivalents	115,253.90
Investments	1,574,400.00
Hotel motel tax receivables	754,771.14
Accrued interest receivable	224.37

Liabilities

Accounts payables	111,159.00
Accrued wages and benefits	111,808.53
Due to City of Irving General Fund	30,268.73

Total Liabilities 253,236.26

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	2,191,413.15

Total Fund Balance 2,191,413.15

Total Assets 2,444,649.41

Total Liabilities and Fund Balance 2,444,649.41



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
SEPTEMBER 2020

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3	HOTEL/MOTEL TAX	754,771.14	4,921,009.87	8,544,599.00	57.6%	0.00	3,623,589.13
M1	CHARGES FOR SERVICES	0.00	0.00	25,000.00	0.0%	0.00	25,000.00
	STATE OF TEXAS EVENTS TRUST FUND RECEIPTS						
M4	INVESTMENT INCOME	431.25	7,011.22	18,000.00	39.0%	0.00	10,988.78
M5	MISCELLANEOUS	57,000.00	49,631.91	91,000.00	54.5%	0.00	41,368.09
M6	TRANSFER FROM						
	TRSF FROM ICVB RESERVE	0.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00
	TRSF FROM ICVB COMPUTER REPL	0.00	245,600.00	245,600.00	100.0%	0.00	0.00
	TRSF FROM ICVB CONV CENTER	0.00	298,000.00	298,000.00	100.0%	0.00	0.00
	TOTAL TRANSFERS FROM	0.00	1,851,400.00	1,851,400.00		0.00	0.00
TOTAL REVENUE		812,202.39	6,829,053.00	10,529,999.00	64.9%	0.00	3,700,946.00
EXPENDITURES							
N1	SALARIES	255,172.22	2,277,257.14	2,525,054.00	90.2%	0.00	247,796.86
N2	BENEFITS	71,927.05	636,917.95	696,527.00	91.4%	0.00	59,609.05
N4	SUPPLIES	2,438.40	41,597.35	52,606.00	79.1%	0.00	11,008.65
N7	STRUCTURE MAINTENANCE	10,955.00	10,955.00	10,955.00	100.0%	0.00	0.00
O1	UTILITIES (COMMUNICATIONS)	3,631.88	18,796.03	24,900.00	75.5%	0.00	6,103.97
O3	OUTSIDE SERVICES						
	MARKETING RESOURCES	7,383.76	56,169.76	71,060.00	79.0%	0.00	14,890.24
	MEDIA ADVERTISING	6,210.40	263,895.44	510,605.23	51.7%	0.00	246,709.79
	PROFESSIONAL SERVICES	17,994.16	963,656.79	1,400,597.00	68.8%	0.00	436,940.21
	PROPERTY MANAGEMENT SERVICES	390,891.00	1,437,641.00	1,395,000.00	103.1%	0.00	(42,641.00)
	OTHER	903.18	4,599.52	10,925.12	42.1%	0.00	6,325.60
	TOTAL OUTSIDE SERVICES	423,382.50	2,725,962.51	3,388,187.35	80.5%	0.00	662,224.84
O4	TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	13,551.51	368,182.60	652,568.00	56.4%	0.00	284,385.40
	MILEAGE REIMBURSEMENT	0.00	1,847.89	5,600.00	33.0%	0.00	3,752.11
	MEMBERSHIP AND DUES	2,320.00	37,074.00	79,735.00	46.5%	0.00	42,661.00
	TOTAL TRAVEL - TRAINING - DUES	15,871.51	407,104.49	737,903.00	55.2%	0.00	330,798.51
O5	CLAIMS AND INSURANCE	0.00	138,045.00	138,045.00	100.0%	0.00	0.00
O7	MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	30,190.85	196,840.39	341,784.00	57.6%	0.00	144,943.61
	BUSINESS DEV INCENTIVE PROG	7,993.00	258,601.38	500,000.00	51.7%	0.00	241,398.62
	LOCAL PROGRAMS-PROMOTIONS	1,556.84	169,999.38	356,869.00	47.6%	0.00	186,869.62
	OTHER	540.00	95,748.74	194,250.00	49.3%	0.00	98,501.26
	TOTAL MISCELLANEOUS EXPENSES	40,280.69	721,189.89	1,392,903.00	51.8%	0.00	671,713.11
P5	TRANSFERS OUT						
	TRSF TO ICVB RESERVE	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
	TOTAL TRANSFERS OUT	0.00	0.00	564,042.00	0.0%	0.00	564,042.00
TOTAL EXPENDITURES		823,659.25	6,977,825.36	9,531,122.35	73.2%	0.00	2,553,296.99

Beginning Fund Balance	2,340,185.51
Revenues	6,829,053.00
Expenditures	(6,977,825.36)
Ending Fund Balance	<u>2,191,413.15</u>



2202 - ICVB RESERVE
MONTHLY BALANCE SHEET
SEPTEMBER 2020

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	710.78		0.00
		Total Liabilities	<u>0.00</u>
		 Fund Balance (Budgetary basis)	
		Unreserved	710.78
		Total Fund Balance	<u>710.78</u>
Total Assets	<u>710.78</u>	Total Liabilities and Fund Balance	<u>710.78</u>



IRVING CONVENTION AND VISITORS BUREAU - ICVB RESERVE
 MONTHLY FINANCIAL REPORT
 SEPTEMBER 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	0.00	10,500.70	20,000.00	52.5%	0.00	9,499.30
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TOTAL REVENUE	0.00	10,500.70	70,000.00	15.0%	0.00	59,499.30
EXPENDITURES							
	P5 - TRANSFER TO ICVB GENERAL	0.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00
	TOTAL EXPENDITURES	0.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00

Beginning Fund Balance	1,298,010.08
Revenues	10,500.70
Expenditures	(1,307,800.00)
Ending Fund Balance	<u>710.78</u>



2203 - ICVB COMPUTER REPLACEMENT

MONTHLY BALANCE SHEET

SEPTEMBER 2020

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	207.54		0.00
		Total Liabilities	<u>0.00</u>
		Fund Balance (Budgetary basis)	
		Unreserved	207.54
		Total Fund Balance	<u>207.54</u>
Total Assets	<u>207.54</u>	Total Liabilities and Fund Balance	<u>207.54</u>



IRVING CONVENTION AND VISITORS BUREAU - ICVB COMPUTER
 MONTHLY FINANCIAL REPORT
 SEPTEMBER 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	0.00	2,040.09	5,000.00	40.8%	0.00	2,959.91
	TOTAL REVENUE	0.00	2,040.09	5,000.00	40.8%	0.00	2,959.91
EXPENDITURES							
	N4 - OFFICE MACHINES <\$5,000	0.00	0.00	45,000.00	0.0%	0.00	45,000.00
	P5 - TRANSFER TO ICVB GENERAL	0.00	245,600.00	245,600.00	100.0%	0.00	0.00
	TOTAL EXPENDITURES	0.00	245,600.00	245,600.00	100.0%	0.00	0.00

Beginning Fund Balance	243,767.45
Revenues	2,040.09
Expenditures	(245,600.00)
Ending Fund Balance	<u>207.54</u>



2204 - ICVB CONVENTION CENTER

MONTHLY BALANCE SHEET

SEPTEMBER 2020

Assets

Cash and equivalents	22,642.35
Investments	113,000.00
Accrued interest receivable	30.24
Due from other funds	53,370.00

Liabilities

Accounts payable	106,776.16
Unearned revenue	20,625.00

Total Liabilities 127,401.16

Fund Balance (Budgetary basis)

Unreserved 61,641.43

Total Fund Balance 61,641.43

Total Assets 189,042.59

Total Liabilities and Fund Balance 189,042.59



IRVING CONVENTION AND VISITORS BUREAU - ICVB CONVENTION CENTER
 MONTHLY FINANCIAL REPORT
 SEPTEMBER 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	241.73	11,889.43	30,000.00	39.6%	0.00	18,110.57
	M5 - MISCELLANEOUS	61,875.00	288,750.00	250,000.00	115.5%	0.00	(38,750.00)
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
TOTAL REVENUE		62,116.73	300,639.43	794,042.00	37.9%	0.00	493,402.57
EXPENDITURES							
	N7 - STRUCTURE MAINTENANCE	834,439.64	1,429,086.36	1,431,250.00	99.8%	0.00	2,163.64
	P5 - TRANSFER TO ICVB GENERAL	0.00	298,000.00	298,000.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		834,439.64	1,727,086.36	1,729,250.00	99.9%	0.00	2,163.64

Beginning Fund Balance	1,488,088.36
Revenues	300,639.43
Expenditures	(1,727,086.36)
Ending Fund Balance	<u>61,641.43</u>



Irving Convention and Visitors Bureau

Check Register

September 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061344	9/10/2020	BH DFW PROPERTY LP			80.00
		BUSINESS DEV INCENTIVE PROG	TEXAS LETTERING ARTS COUNCIL/AUG 2020 RETREAT	80.00	
80061345	9/10/2020	IRVING CONVENTION CENTER AT LAS COLINAS			5,900.81
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,900.81	
80061346	9/10/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - SEPT 2020	20,625.00	
80061347	9/10/2020	IRVING CONVENTION CENTER AT LAS COLINAS			166,000.00
		BUILDINGS MAINT	EMERGENCY OPERATION FUNDING	166,000.00	
80061348	9/10/2020	IRVING CONVENTION CENTER AT LAS COLINAS			348,250.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,250.00	
80061349	9/10/2020	IRVING HERITAGE SOCIETY			250.00
		MEMBERSHIP AND DUES	JUNE 1 , 2020 - MAY 31, 2021	250.00	
80061350	9/10/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	AUG 2020 - CELL	65.00	
80061351	9/10/2020	MANSELL, LORI			54.29
		COMMUNICATIONS	AUG 2020 - CELL / MISC	44.29	
		TRAVEL AND TRAINING	AUG 2020 - CELL / MISC	10.00	
80061352	9/10/2020	PATHWAYS CORE TRAINING INC			100.00
		BUSINESS DEV INCENTIVE PROG	JULY 2020	50.00	
		BUSINESS DEV INCENTIVE PROG	AUGUST 2020	50.00	
80061353	9/10/2020	RESERVE ACCOUNT			1,500.00
		POSTAGE	POSTAGE FOR METER	500.00	
		POSTAGE	POSTAGE FOR METER	500.00	
		POSTAGE	POSTAGE FOR METER	500.00	
80061354	9/10/2020	ROBERTS, DEBBIE			87.72
		COMMUNICATIONS	AUG 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	AUG 2020 - CELL / MISC	22.72	
80061355	9/10/2020	ROCHE, KELLY			65.00
		COMMUNICATIONS	AUG 2020 - CELL	65.00	
80061356	9/10/2020	ROSE, SUSAN			44.57
		COMMUNICATIONS	AUG 2020 - CELL	44.57	
80061357	9/10/2020	STALLINGS, APRIL			53.33
		COMMUNICATIONS	CELL PHONE - SEPTEMBER 2020	53.33	
80061358	9/10/2020	STAPLES			221.19
		OFFICE SUPPLIES	OFFICE SUPPLIES	150.09	
		OFFICE SUPPLIES	OFFICE SUPPLIES	53.87	
		OFFICE SUPPLIES	OFFICE SUPPLIES	17.23	
80061359	9/24/2020	AJR MEDIA GROUP			5,150.00
		MEDIA ADVERTISING	ADVERTISING - NATIVE TEXAN	5,150.00	



Irving Convention and Visitors Bureau

Check Register

September 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061360	9/24/2020	CITY OF GRAPEVINE TRAVEL AND TRAINING	2020 MPI WEC EVENT SPONSORSHIP	5,000.00	5,000.00
80061361	9/24/2020	DIPIETRO, KATHERINE COMMUNICATIONS	AUG 2020 - CELL	40.55	40.55
80061362	9/24/2020	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	15.16	15.16
80061363	9/24/2020	FOJTASEK, LORI COMMUNICATIONS	AUG 2020 - CELL	34.78	69.56
		COMMUNICATIONS	JUL 2020 - CELL	34.78	
80061364	9/24/2020	FOUR SEASONS RESORT & CLUB DALLAS BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TEXAS RANGERS/AUG 2020	1,120.00	3,015.00
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TEXAS RANGERS/AUG 2020	1,100.00	
		BUSINESS DEV INCENTIVE PROG	OAKLAND A'S VS TEXAS RANGERS/SEPT 2020	795.00	
80061365	9/24/2020	FOUR SEASONS RESORT & CLUB DALLAS MEMBERSHIP AND DUES	SEPTEMBER 2020	801.50	801.50
80061366	9/24/2020	HOPKINS, CHERYL COMMUNICATIONS	AUG 2020 - CELL	65.00	65.00
80061367	9/24/2020	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIP AND DUES	AUGUST 2020	40.00	40.00
80061368	9/24/2020	LOPEZ, BRENDA COMMUNICATIONS	AUG 2020 - CELL	65.00	65.00
80061369	9/24/2020	MANSOUR, KAYLA COMMUNICATIONS	JUL 2020 - CELL	65.00	65.00
80061370	9/24/2020	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	2,500.00	2,500.00
80061371	9/24/2020	ON POINT PROMOTIONAL TEAM MARKETING RESOURCES	ICVB LOGOED TWO-LAYER FACE MASKS	1,642.37	1,642.37
80061372	9/24/2020	SOTO, MONICA COMMUNICATIONS	CELL PHONE - SEPTEMBER 2020	25.00	25.00
80061373	9/24/2020	TEXAS DEPARTMENT OF TRANSPORTATION MEDIA ADVERTISING	TEXAS HIGHWAYS - SEPT 2020	2,679.29	2,679.29
80061374	9/24/2020	THE RICHEY COMPANY CONVENTION SERVICES MATERIALS	VISIT IRVING LANYARDS	38,596.66	38,596.66
80061375	9/24/2020	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - SEPT 2020	2,000.00	2,000.00
80061376	9/24/2020	U90C MANAGEMENT GROUP LLC BUSINESS DEV INCENTIVE PROG	U90C SUPERCOPA 2020	1,233.00	1,233.00
80061377	9/24/2020	VERIZON WIRELESS SERVICES, LLC COMMUNICATIONS	AUGUST 2020	176.57	595.12
		COMMUNICATIONS	AUGUST 2020	103.32	



Irving Convention and Visitors Bureau

Check Register

September 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061377		COMMUNICATIONS	AUGUST 2020	315.23	
80061378	9/25/2020	FEDERAL EXPRESS CORPORATION			48.44
		FREIGHT	SHIPPING	23.89	
		FREIGHT	SHIPPING	24.55	
80061379	9/25/2020	IRVING CONVENTION CENTER AT LAS COLINAS			46,145.73
		OTHER SUPPLIES	CARES ACT FUNDING - CLOROX 360 MACHINE/SUPPLIES	46,145.73	
80061380	9/25/2020	IRVING CONVENTION CENTER AT LAS COLINAS			119,784.23
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	119,784.23	
80061381	9/30/2020	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			62,463.11
		ACCOUNTS PAYABLE	SEPT 2020 - RECEIPTS	62,463.11	
80061382	9/30/2020	DESTINATION ANALYSTS, INC			35,000.00
		PROFESSIONAL SERVICES	2019 IRVING MARKET RESEARCH STUDY- COMPLETION	35,000.00	
80061383	9/30/2020	DIPIETRO, KATHERINE			40.55
		COMMUNICATIONS	SEPT 2020 - CELL	40.55	
80061384	9/30/2020	FOUR SEASONS RESORT & CLUB DALLAS			2,305.00
		BUSINESS DEV INCENTIVE PROG	HOUSTON ASTROS VS TEXAS RANGERS/SEPT 2020	2,305.00	
80061385	9/30/2020	HOPKINS, CHERYL			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061386	9/30/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061387	9/30/2020	MALONEY STRATEGIC COMMUNICATION INC			12,741.81
		PROFESSIONAL SERVICES	ICVB INVENTORY STORAGE (SURVEYOR MAG) / MGMT	481.00	
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - AUGUST	205.00	
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - SEPTEMBER	205.00	
		PROFESSIONAL SERVICES	2020 ICVB PANDEMIC GRAPHIC	1,660.00	
		PROFESSIONAL SERVICES	2020 ICVB MASK DESIGN	520.00	
		PROFESSIONAL SERVICES	2020 ICVB ADVERTISING MANAGEMENT Q4	8,585.00	
		PROFESSIONAL SERVICES	2020 ICVB BUSINESS CARDS & NAME TAGS	1,085.81	
80061388	9/30/2020	MANSOUR, KAYLA			65.00
		COMMUNICATIONS	AUG 2020 - CELL	65.00	
80061389	9/30/2020	PFAFF, DIANA			267.65
		COMMUNICATIONS	DEC 2019 - CELL	65.00	
		COMMUNICATIONS	OCT 2019 - CELL	65.00	
		COMMUNICATIONS	MAY 2020 - CELL	65.00	
		TRAVEL AND TRAINING	ADRIAN AWARDS 2020	(213.20)	
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
		COMMUNICATIONS	JUN 2020 - CELL	65.00	



Irving Convention and Visitors Bureau

Check Register

September 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061389		COMMUNICATIONS	AUG 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	AUG 2020 - CELL / MISC	90.85	
80061390	9/30/2020	ROBERTS, DEBBIE			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061391	9/30/2020	ROCHE, KELLY			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061392	9/30/2020	ROSE, SUSAN			43.67
		COMMUNICATIONS	SEPT 2020 - CELL	43.67	
80061393	9/30/2020	STODDARD, CAROL			128.97
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
		COMMUNICATIONS	AUG 2020 - CELL	63.97	
80061394	9/30/2020	TEXAS DEPARTMENT OF TRANSPORTATION			2,679.29
		MEDIA ADVERTISING	TEXAS HIGHWAYS - OCT 2020	2,679.29	
80061395	9/30/2020	TUCKER & ASSOCIATES, LLC			148.13
		PROFESSIONAL SERVICES	SEPT 2020 - REIMBURSABLES	75.88	
		PROFESSIONAL SERVICES	AUG 2020 - REIMBURSABLES	11,225.32	
		PROFESSIONAL SERVICES	AUG 2020 - REIMBURSABLES	(11,153.07)	
80061396	9/30/2020	WHITE, MONTY			130.00
		COMMUNICATIONS	AUG 2020 - CELL	65.00	
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
		Total Number of Invoices	83	889,146.70	
		Total Number of Checks	53		889,146.70



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
October 31, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
OCTOBER 2020

Assets

Cash and equivalents	78,565.03
Investments	1,289,400.00
Tax receivables	754,771.14

Total Assets

2,122,736.17

Liabilities

Accounts payables	191,705.71
Due to other funds	30,190.85
Total Liabilities	<u>221,896.56</u>

Fund Balance (Budgetary basis)

Reserve for encumbrances	402,904.82
Unreserved	1,497,934.79
Total Fund Balance	<u>1,900,839.61</u>

Total Liabilities and Fund Balance

2,122,736.17



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
 MONTHLY FINANCIAL REPORT
 OCTOBER 2020

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	0.00	0.00	6,490,005.00	0.0%	0.00	6,490,005.00
	M4 - INVESTMENT INCOME	0.00	0.00	4,995.00	0.0%	0.00	4,995.00
	M5 - MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
TOTAL REVENUE		0.00	0.00	6,500,000.00	0.0%	0.00	6,500,000.00
EXPENDITURES							
	N1 - SALARIES	82,081.44	82,081.44	2,494,775.00	3.3%	0.00	2,412,693.56
	N2 - BENEFITS	25,971.23	25,971.23	670,352.00	3.9%	0.00	644,380.77
	N4 - SUPPLIES	108.24	108.24	29,455.00	0.4%	0.00	29,346.76
	O1 - UTILITIES (COMMUNICATIONS)	0.00	0.00	26,400.00	0.0%	0.00	26,400.00
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	4,842.11	4,842.11	25,560.00	18.9%	0.00	20,717.89
	MEDIA ADVERTISING	0.00	0.00	697,000.00	0.0%	0.00	697,000.00
	PROFESSIONAL SERVICES	94,668.18	94,668.18	1,008,877.00	9.4%	402,904.82	511,304.00
	PROPERTY MANAGEMENT SERVICES	0.00	0.00	1,395,000.00	0.0%	0.00	1,395,000.00
	OTHER	66.78	66.78	7,026.00	1.0%	0.00	6,959.22
	TOTAL OUTSIDE SERVICES	99,577.07	99,577.07	3,133,463.00	3.2%	402,904.82	2,630,981.11
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	(58.71)	(58.71)	330,000.00	0.0%	0.00	330,058.71
	MILEAGE REIMBURSEMENT	0.00	0.00	4,000.00	0.0%	0.00	4,000.00
	MEMBERSHIP AND DUES	801.50	801.50	54,200.00	1.5%	0.00	53,398.50
	TOTAL TRAVEL - TRAINING - DUES	742.79	742.79	388,200.00	0.2%	0.00	387,457.21
	O5 - CLAIMS AND INSURANCE	34,511.25	34,511.25	138,045.00	25.0%	0.00	103,533.75
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	0.00	0.00	259,600.00	0.0%	0.00	259,600.00
	BUSINESS DEV INCENTIVE PROG	70.00	70.00	540,000.00	0.0%	0.00	539,930.00
	LOCAL PROGRAMS-PROMOTIONS	(208.48)	(208.48)	175,900.00	-0.1%	0.00	176,108.48
	OTHER	47,720.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	47,581.52	47,581.52	1,119,850.00	4.2%	0.00	1,072,268.48
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		290,573.54	290,573.54	8,100,540.00	3.6%	402,904.82	7,407,061.64

Beginning Fund Balance	2,191,413.15
Revenues	0.00
Expenditures	(290,573.54)
Ending Fund Balance	1,900,839.61



Irving Convention and Visitors Bureau

Check Register

October 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061397	10/8/2020	ALOFT LAS COLINAS			360.00
		BUSINESS DEV INCENTIVE PROG	BANG ENERGY DRINK / SEPT 2020	360.00	
80061398	10/8/2020	DIPIETRO, KATHERINE			25.00
		TRAVEL AND TRAINING	RCMA BOARD MEETING 2020	25.00	
80061399	10/8/2020	FEDERAL EXPRESS CORPORATION			14.87
		FREIGHT	SHIPPING	14.87	
80061400	10/8/2020	FOJTASEK, LORI			34.78
		COMMUNICATIONS	SEPT 2020 - CELL	34.78	
80061401	10/8/2020	IRVING CONVENTION CENTER AT LAS COLINAS			53,370.00
		OTHER SUPPLIES	CARES ACT FUNDING- ESCALATOR STERILIZATION DEVICES	53,370.00	
80061402	10/8/2020	IRVING CONVENTION CENTER AT LAS COLINAS			64,361.16
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	53,406.16	
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	10,955.00	
80061403	10/8/2020	LOPEZ, BRENDA			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061404	10/8/2020	MALONEY STRATEGIC COMMUNICATION INC			294.50
		PROFESSIONAL SERVICES	INVENTORY STORAGE/MGMT (COLLATERAL MATERIAL)- SEPT	294.50	
80061405	10/8/2020	MANSELL, LORI			44.29
		COMMUNICATIONS	SEPT 2020 - CELL	44.29	
80061406	10/8/2020	MANSOUR, KAYLA			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061407	10/8/2020	PFAFF, DIANA			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
80061408	10/8/2020	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			825.12
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	825.12	
80061409	10/8/2020	SIRMEN, LORI			179.63
		COMMUNICATIONS	AUG 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	AUG 2020 - CELL / MISC	(9.83)	
		COMMUNICATIONS	SEPT 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	SEPT 2020 - CELL / MISC	(5.54)	
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
80061410	10/8/2020	STODDARD, CAROL			63.94
		COMMUNICATIONS	SEPT 2020 - CELL	63.94	
80061411	10/8/2020	STR, INC			3,350.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 4TH QTR	3,350.00	
80061412	10/8/2020	WHITE, MONTY			65.00
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	



Irving Convention and Visitors Bureau

Check Register

October 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061413	10/22/2020	FLOWSERVE CORPORATION			340.00
		BUSINESS DEV INCENTIVE PROG	PB-OCT 2019 CHALLENGER SALES TRAINING	340.00	
80061414	10/22/2020	FOUR SEASONS RESORT & CLUB DALLAS			801.50
		MEMBERSHIP AND DUES	OCTOBER 2020	801.50	
80061415	10/22/2020	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	SEPTEMBER 2020	40.00	
80061416	10/22/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - OCT 2020	20,625.00	
80061418	10/22/2020	TEXAS HOTEL & LODGING ASSOCIATION			47,720.00
		EVENT SPONSORSHIPS	OCT 1, 2020 - SEPT 30, 2021	47,720.00	
80061419	10/22/2020	TRIPADVISOR, LLC			1,031.11
		MEDIA ADVERTISING	ADVERTISING	347.44	
		MEDIA ADVERTISING	ADVERTISING	347.44	
		MEDIA ADVERTISING	ADVERTISING	336.23	
80061420	10/22/2020	VERIZON WIRELESS SERVICES, LLC			563.17
		COMMUNICATIONS	SEPTEMBER 2020	176.58	
		COMMUNICATIONS	SEPTEMBER 2020	103.32	
		COMMUNICATIONS	SEPTEMBER 2020	283.27	
		Total Number of Invoices	32	194,304.07	
		Total Number of Checks	23		194,304.07



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
November 30, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
NOVEMBER 2020

Assets

Cash and equivalents 98,530.35
Investments 1,539,400.00

Total Assets 1,637,930.35

Liabilities

Accounts payables 101,012.84

Total Liabilities 101,012.84

Fund Balance (Budgetary basis)

Reserve for encumbrances 1,229,142.24

Unreserved 307,775.27

Total Fund Balance 1,536,917.51

Total Liabilities and Fund Balance 1,637,930.35



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
NOVEMBER 2020

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	0.00	0.00	6,490,005.00	0.0%	0.00	6,490,005.00
	M4 - INVESTMENT INCOME	147.40	147.40	4,995.00	3.0%	0.00	4,847.60
	M5 - MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
TOTAL REVENUE		147.40	147.40	6,500,000.00	0.0%	0.00	6,499,852.60
EXPENDITURES							
	N1 - SALARIES	193,101.40	275,182.84	2,494,775.00	11.0%	0.00	2,219,592.16
	N2 - BENEFITS	53,704.94	79,676.17	670,352.00	11.9%	0.00	590,675.83
	N4 - SUPPLIES	165.27	273.51	29,455.00	0.9%	0.00	29,181.49
	O1 - UTILITIES (COMMUNICATIONS)	1,193.95	1,193.95	26,400.00	4.5%	0.00	25,206.05
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	1,318.94	6,161.05	25,560.00	24.1%	0.00	19,398.95
	MEDIA ADVERTISING	38,204.18	38,204.18	697,000.00	5.5%	191,938.18	466,857.64
	PROFESSIONAL SERVICES	20,810.27	115,478.45	1,008,877.00	11.4%	1,037,204.06	(143,805.51)
	PROPERTY MANAGEMENT SERVICES	42,641.00	42,641.00	1,395,000.00	3.1%	0.00	1,352,359.00
	OTHER	0.00	66.78	7,026.00	1.0%	0.00	6,959.22
	TOTAL OUTSIDE SERVICES	102,974.39	202,551.46	3,133,463.00	6.5%	1,229,142.24	1,701,769.30
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	58.71	0.00	330,000.00	0.0%	0.00	330,000.00
	MILEAGE REIMBURSEMENT	0.00	0.00	4,000.00	0.0%	0.00	4,000.00
	MEMBERSHIP AND DUES	9,671.50	10,473.00	54,200.00	19.3%	0.00	43,727.00
	TOTAL TRAVEL - TRAINING - DUES	9,730.21	10,473.00	388,200.00	2.7%	0.00	377,727.00
	O5 - CLAIMS AND INSURANCE	0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	0.00	0.00	259,600.00	0.0%	0.00	259,600.00
	BUSINESS DEV INCENTIVE PROG	5,864.00	5,934.00	540,000.00	1.1%	0.00	534,066.00
	LOCAL PROGRAMS-PROMOTIONS	(2,664.66)	(2,873.14)	175,900.00	-1.6%	0.00	178,773.14
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	3,199.34	50,780.86	1,119,850.00	4.5%	0.00	1,069,069.14
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		364,069.50	654,643.04	8,100,540.00	8.1%	1,229,142.24	6,216,754.72

Beginning Fund Balance	2,191,413.15
Revenues	147.40
Expenditures	(654,643.04)
Ending Fund Balance	1,536,917.51



Irving Convention and Visitors Bureau

Check Register

November 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061421	11/5/2020	ADARA, INC			7,500.00
		MARKETING RESOURCES	IRVING CVB IMPACT - 4TH QTR	7,500.00	
80061422	11/5/2020	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			13,928.23
		ACCOUNTS PAYABLE	OCT 2020 - RECEIPTS	13,928.23	
80061423	11/5/2020	FEDERAL EXPRESS CORPORATION			81.53
		FREIGHT	SHIPPING	14.75	
		FREIGHT	SHIPPING	9.80	
		FREIGHT	SHIPPING	41.52	
		FREIGHT	SHIPPING	15.46	
80061424	11/5/2020	IRVING CONVENTION CENTER AT LAS COLINAS			22,949.18
		PROFESSIONAL SERVICES	NETWORK SERVICES	22,949.18	
80061425	11/5/2020	SIMPLEVIEW WORLDWIDE, INC.			72,018.00
		PROFESSIONAL SERVICES	1ST QUARTER	7,875.00	
		PROFESSIONAL SERVICES	1ST QUARTER	64,143.00	
80061426	11/5/2020	UNIVERSITY OF OKLAHOMA			70.00
		BUSINESS DEV INCENTIVE PROG	OU TX FOOTBALL GAME / OCT 2020	70.00	
80061427	11/19/2020	FOUR SEASONS RESORT & CLUB DALLAS			801.50
		MEMBERSHIP AND DUES	NOVEMBER 2020	801.50	
80061428	11/19/2020	FRIENDS OF THE IRVING MUSEUMS			50.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - JIM MELER	50.00	
80061429	11/19/2020	HSRA - HOME STAGING AND REDESIGN ASSOCIATION			670.00
		BUSINESS DEV INCENTIVE PROG	2020 HOME STAGING SUMMIT / NOV 2020	670.00	
80061430	11/19/2020	INTERACTIVE360			250.00
		MARKETING RESOURCES	VIRTUAL TOUR ANNUAL HOSTING	250.00	
80061431	11/19/2020	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	OCTOBER 2020	40.00	
80061432	11/19/2020	SIMPLEVIEW WORLDWIDE, INC.			420,000.00
		PROFESSIONAL SERVICES	CARES ACT - MICRO-CAMPAIGNS & OTA PROGRAM CAMPAIGN	420,000.00	
80061433	11/19/2020	SOTO, MONICA			25.00
		COMMUNICATIONS	CELL PHONE - OCTOBER 2020	25.00	
80061434	11/19/2020	STALLINGS, APRIL			106.66
		COMMUNICATIONS	CELL PHONE - OCTOBER 2020	53.33	
		COMMUNICATIONS	CELL PHONE - NOVEMBER 2020	53.33	
80061435	11/19/2020	STAPLES			208.44
		OFFICE SUPPLIES	OFFICE SUPPLIES	208.44	
80061436	11/19/2020	TUCKER & ASSOCIATES, LLC			8,074.39
		PROFESSIONAL SERVICES	MONTHLY RETAINER - NOV 2020	4,000.00	
		PROFESSIONAL SERVICES	MONTHLY RETAINER - OCT 2020	4,000.00	
		PROFESSIONAL SERVICES	OCT 2020 - REIMBURSABLES	74.39	



Irving Convention and Visitors Bureau

Check Register

November 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061437	11/19/2020	VERIZON WIRELESS SERVICES, LLC			563.17
		COMMUNICATIONS	OCTOBER 2020	176.58	
		COMMUNICATIONS	OCTOBER 2020	283.27	
		COMMUNICATIONS	OCTOBER 2020	103.32	
80061438	11/23/2020	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES			5,572.90
		MEDIA ADVERTISING	ADVERTISING	5,572.90	
80061439	11/23/2020	CONFERENCE DIRECT			4,000.00
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
80061440	11/23/2020	IMAGO MEDIA, INC.			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
80061441	11/23/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - NOV 2020	20,625.00	
80061442	11/23/2020	IRVING CONVENTION CENTER AT LAS COLINAS			42,641.00
		PROPERTY MANAGEMENT SERVICES	ADDITIONAL SUBSIDY FY20	42,641.00	
80061443	11/23/2020	MALONEY STRATEGIC COMMUNICATION INC			410.00
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - NOVEMBER	205.00	
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - OCTOBER	205.00	
80061444	11/23/2020	MEETING PROFESSIONALS INTERNATIONAL			13,950.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
		MEDIA ADVERTISING	ADVERTISING	11,450.00	
80061445	11/23/2020	MEETINGS TODAY			9,200.00
		MEDIA ADVERTISING	ADVERTISING	5,200.00	
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
80061446	11/23/2020	SOTO, MONICA			25.00
		COMMUNICATIONS	CELL PHONE - NOVEMBER 2020	25.00	
80061447	11/23/2020	TRIPADVISOR, LLC			2,321.03
		MEDIA ADVERTISING	ADVERTISING	2,321.03	
		Total Number of Invoices	39	648,581.03	
		Total Number of Checks	27		648,581.03



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
December 31, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
DECEMBER 2020

Assets

Cash and equivalents (16,578.68)
Investments 1,124,400.00

Total Assets 1,107,821.32

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 1,246,667.23
Unreserved (138,845.91)

Total Fund Balance 1,107,821.32

Total Liabilities and Fund Balance 1,107,821.32



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
DECEMBER 2020

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	221,692.80	221,692.80	6,490,005.00	3.4%	0.00	6,268,312.20
	M4 - INVESTMENT INCOME	100.12	247.52	4,995.00	5.0%	0.00	4,747.48
	M5 - MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
TOTAL REVENUE		221,792.92	221,940.32	6,500,000.00	3.4%	0.00	6,278,059.68
EXPENDITURES							
	N1 - SALARIES	261,803.11	536,985.95	2,494,775.00	21.5%	0.00	1,957,789.05
	N2 - BENEFITS	66,199.63	145,875.80	670,352.00	21.8%	0.00	524,476.20
	N4 - SUPPLIES	8,464.23	8,737.74	29,455.00	29.7%	16,100.00	4,617.26
	O1 - UTILITIES (COMMUNICATIONS)	1,597.92	2,791.87	26,400.00	10.6%	0.00	23,608.13
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	237.49	6,398.54	15,560.00	41.1%	0.00	9,161.46
	MEDIA ADVERTISING	(57,989.92)	(19,785.74)	332,000.00	-6.0%	238,477.40	113,308.34
	PROFESSIONAL SERVICES	48,070.00	163,548.45	1,473,877.00	11.1%	992,089.83	318,238.72
	PROPERTY MANAGEMENT SERVICES	305,359.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	OTHER	19.92	86.70	7,026.00	1.2%	0.00	6,939.30
	TOTAL OUTSIDE SERVICES	295,696.49	498,247.95	3,223,463.00	15.5%	1,230,567.23	1,494,647.82
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	(263.59)	(263.59)	270,000.00	-0.1%	0.00	270,263.59
	MILEAGE REIMBURSEMENT	40.88	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	6,030.50	16,503.50	54,200.00	30.4%	0.00	37,696.50
	TOTAL TRAVEL - TRAINING - DUES	5,807.79	16,280.79	328,200.00	5.0%	0.00	311,919.21
	O5 - CLAIMS AND INSURANCE	0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	8,867.71	8,867.71	259,600.00	3.4%	0.00	250,732.29
	BUSINESS DEV INCENTIVE PROG	(560.00)	5,374.00	540,000.00	1.0%	0.00	534,626.00
	LOCAL PROGRAMS-PROMOTIONS	3,012.23	139.09	145,900.00	0.1%	0.00	145,760.91
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	11,319.94	62,100.80	1,089,850.00	5.7%	0.00	1,027,749.20
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		650,889.11	1,305,532.15	8,100,540.00	16.1%	1,246,667.23	5,548,340.62

Beginning Fund Balance	2,191,413.15
Revenues	221,940.32
Expenditures	(1,305,532.15)
Ending Fund Balance	<u>1,107,821.32</u>



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
DECEMBER 2020

Assets

Cash and equivalents 26,271.12
Investments 556,000.00

Total Assets 582,271.12

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00
Unreserved 582,271.12

Total Fund Balance 582,271.12

Total Liabilities and Fund Balance 582,271.12



IRVING CONVENTION AND VISITORS BUREAU - ICVB CONVENTION CENTER
 QUARTERLY FINANCIAL REPORT
 DECEMBER 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	4.69	4.69	2,000.00	0.2%	0.00	1,995.31
	M5 - MISCELLANEOUS	561,875.00	561,875.00	250,000.00	224.8%	0.00	(311,875.00)
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL REVENUE		561,879.69	561,879.69	352,000.00	159.6%	0.00	(209,879.69)
EXPENDITURES							
	N7 - STRUCTURE MAINTENANCE	41,250.00	41,250.00	350,000.00	11.8%	0.00	308,750.00
TOTAL EXPENDITURES		41,250.00	41,250.00	350,000.00	11.8%	0.00	308,750.00

Beginning Fund Balance	61,641.43
Revenues	561,879.69
Expenditures	(41,250.00)
Ending Fund Balance	<u>582,271.12</u>



Irving Convention and Visitors Bureau

Check Register

December 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061448	12/3/2020	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			17,594.71
		ACCOUNTS PAYABLE	NOV 2020 - RECEIPTS	17,594.71	
80061450	12/3/2020	IRVING CONVENTION CENTER AT LAS COLINAS			5,626.13
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,626.13	
80061451	12/3/2020	MEETING PROFESSIONALS INTERNATIONAL			16,450.00
		MEDIA ADVERTISING	ADVERTISING	5,000.00	
		MEDIA ADVERTISING	ADVERTISING	11,450.00	
80061452	12/3/2020	TEXAS DEPARTMENT OF TRANSPORTATION			660.25
		MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS.COM	660.25	
80061453	12/3/2020	TUCKER & ASSOCIATES, LLC			76.79
		PROFESSIONAL SERVICES	NOV 2020 - REIMBURSABLES	76.79	
80061454	12/9/2020	RODRIGUEZ, REYNALDO			5,194.00
		BUSINESS DEV INCENTIVE PROG	PAMM MODEL AND TALENT EXPO / NOV 2020	5,194.00	
80061455	12/17/2020	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES			4,013.30
		MEDIA ADVERTISING	ADVERTISING	4,013.30	
80061456	12/17/2020	DIPIETRO, KATHERINE			81.16
		COMMUNICATIONS	OCT 2020 - CELL	40.55	
		COMMUNICATIONS	NOV 2020 - CELL	40.61	
80061457	12/17/2020	FEDERAL EXPRESS CORPORATION			9.91
		FREIGHT	SHIPPING	9.91	
80061458	12/17/2020	FOJTASEK, LORI			75.70
		COMMUNICATIONS	OCT 2020 - CELL / MILEAGE	34.82	
		MILEAGE REIMBURSEMENT	OCT 2020 - CELL / MILEAGE	40.88	
80061459	12/17/2020	HOPKINS, CHERYL			65.00
		COMMUNICATIONS	OCT 2020 - CELL	65.00	
80061460	12/17/2020	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	NOVEMBER 2020	40.00	
80061461	12/17/2020	IRVING CONVENTION CENTER AT LAS COLINAS			46,446.00
		PROFESSIONAL SERVICES	FY20 MANAGEMENT INCENTIVE FEE	46,446.00	
80061462	12/17/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	OCT 2020	65.00	
80061463	12/17/2020	LOPEZ, BRENDA			130.00
		COMMUNICATIONS	OCT 2020 - CELL	65.00	
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061464	12/17/2020	MALONEY STRATEGIC COMMUNICATION INC			27,540.00
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - DECEMBER	205.00	
		PROFESSIONAL SERVICES	2020 ICVB CARES ACT AD SERIES	4,925.00	
		PROFESSIONAL SERVICES	2021 ICVB ADVERTISING MANAGEMENT Q1	14,590.00	
		PROFESSIONAL SERVICES	2020 ICVB MARKETING VIDEO	7,820.00	



Irving Convention and Visitors Bureau

Check Register

December 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061465	12/17/2020	MANSELL, LORI COMMUNICATIONS	OCT 2020	65.00	65.00
80061466	12/17/2020	MANSOUR, KAYLA COMMUNICATIONS	OCT 2020 - CELL	65.00	65.00
80061467	12/17/2020	MEETINGS TODAY MEDIA ADVERTISING	ADVERTISING	5,200.00	5,200.00
80061468	12/17/2020	PCMA SERVICES MEDIA ADVERTISING	ADVERTISING	7,320.00	7,320.00
80061469	12/17/2020	PFAFF, DIANA COMMUNICATIONS	OCT 2020	65.00	65.00
80061470	12/17/2020	ROBERTS, DEBBIE COMMUNICATIONS	OCT 2020	65.00	65.00
80061471	12/17/2020	ROCHE, KELLY COMMUNICATIONS	OCT 2020	65.00	130.00
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061472	12/17/2020	ROSE, SUSAN COMMUNICATIONS	OCT 2020	43.67	87.36
		COMMUNICATIONS	NOV 2020 - CELL	43.69	
80061473	12/17/2020	STAPLES OFFICE SUPPLIES	OFFICE SUPPLIES	217.44	217.44
80061474	12/17/2020	STODDARD, CAROL COMMUNICATIONS	NOV 2020 - CELL	64.02	111.81
		COMMUNICATIONS	OCT 2020 - CELL / MISC	63.97	
		SUBSCRIPTIONS-PUBLICATIONS	OCT 2020 - CELL / MISC	(16.18)	
80061475	12/17/2020	THE FULCRUM GROUP INC. PROFESSIONAL SERVICES	ADOBE PREMIERE PRO TEAM LICENSE SUBSCRIP - 1 USER	360.80	360.80
80061476	12/17/2020	TRIPADVISOR, LLC MEDIA ADVERTISING	ADVERTISING	3,326.78	3,326.78
80061477	12/17/2020	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - DEC 2020	4,000.00	4,000.00
80061478	12/17/2020	CELLCO PARTNERSHIP COMMUNICATIONS	NOVEMBER 2020	232.77	619.36
		COMMUNICATIONS	NOVEMBER 2020	103.32	
		COMMUNICATIONS	NOVEMBER 2020	283.27	
80061479	12/17/2020	WHITE, MONTY COMMUNICATIONS	OCT 2020 - CELL	65.00	65.00
80061480	12/29/2020	EAUTOFEEDBACK, LLC PROFESSIONAL SERVICES	ANNUAL CONTRACT FEE - 2/1/21-1/31/22	1,800.00	1,800.00



Irving Convention and Visitors Bureau

Check Register

December 2020

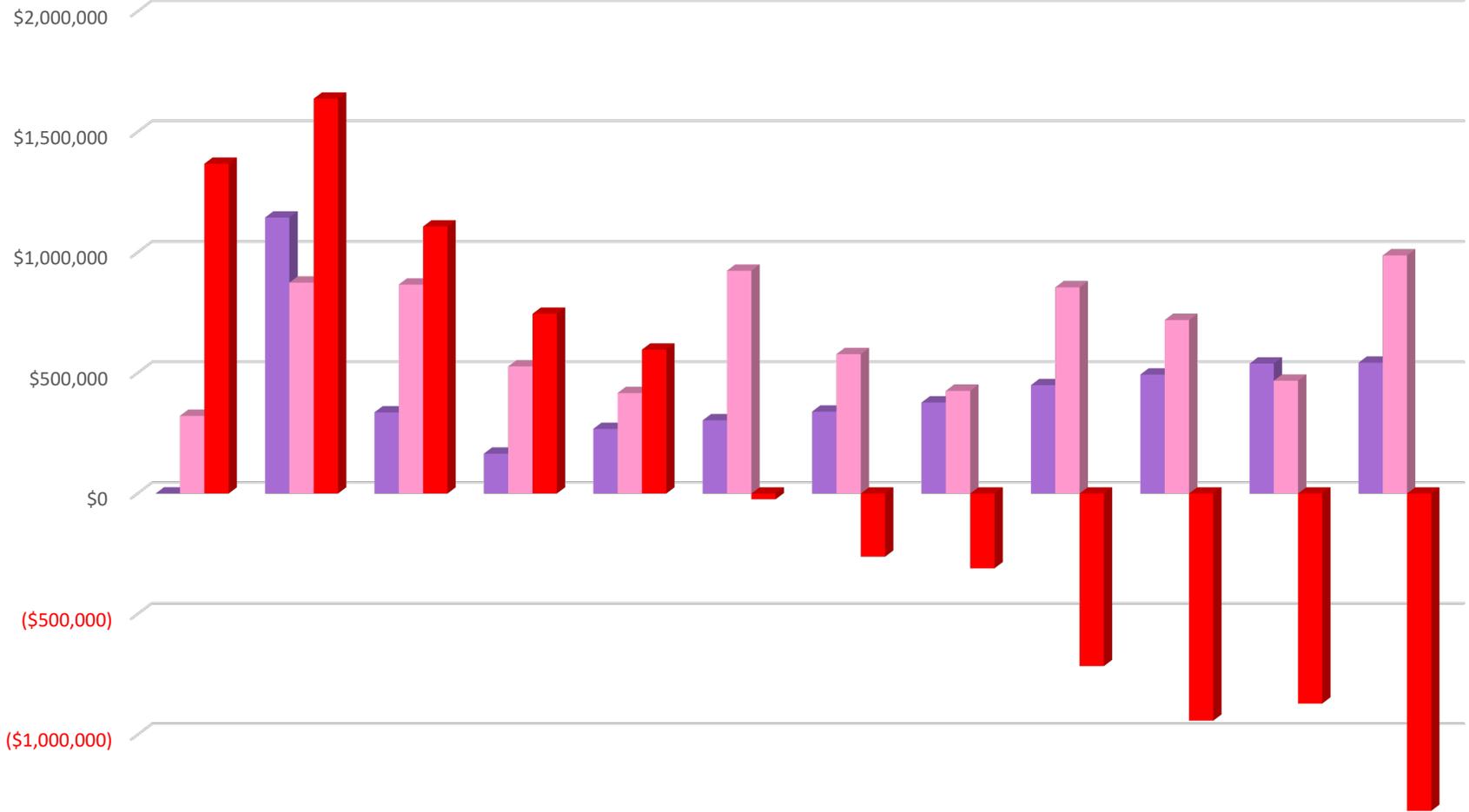
Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061481	12/29/2020	FEDERAL EXPRESS CORPORATION			10.01
		FREIGHT	SHIPPING	10.01	
80061482	12/29/2020	FOUR SEASONS RESORT & CLUB DALLAS			801.50
		MEMBERSHIP AND DUES	DECEMBER 2020	801.50	
80061483	12/29/2020	IRVING CONVENTION CENTER AT LAS COLINAS			348,000.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,000.00	
80061484	12/29/2020	MANSOUR, KAYLA			307.96
		COMMUNICATIONS	NOV 2020 - CELL / MISC	65.00	
		OFFICE SUPPLIES	NOV 2020 - CELL / MISC	242.96	
80061485	12/29/2020	MEETING PROFESSIONALS INTERNATIONAL			17,700.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	7,700.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	5,000.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	5,000.00	
80061486	12/29/2020	MEETINGS TODAY			3,000.00
		MEDIA ADVERTISING	ADVERTISING	3,000.00	
80061487	12/29/2020	ROCHE, KELLY			65.00
		COMMUNICATIONS	AUG 2020 - CELL	65.00	
80061488	12/29/2020	SIMPLEVIEW WORLDWIDE, INC.			13,500.00
		PROFESSIONAL SERVICES	SIMPLE SUPPORT - Q1	13,500.00	
80061489	12/29/2020	SOTO, MONICA			25.00
		COMMUNICATIONS	CELL PHONE - DECEMBER 2020	25.00	
80061490	12/29/2020	TUCKER & ASSOCIATES, LLC			74.23
		PROFESSIONAL SERVICES	DEC 2020 - REIMBURSABLES	74.23	
		Total Number of Invoices	58	531,050.20	
		Total Number of Checks	42		531,050.20

CARES Act Grant Fund Reconciliation

The Bureau requested funding for various projects relating to a cleaning, disinfection, and infectious disease prevention program for the ICC as well as marketing initiatives for the Bureau from the CARES Act grant the city received; six requests were approved. Since the City recorded the receipt of the grant funds as revenue, the Bureau recorded the receipt of funds from the city as a reimbursement (deposit) into the expenditure accounts; therefore, the Bureau financials do not reflect an increase in revenue when funds were transferred to the Bureau, and the net effect in our expenditure accounts is zero.

Vendor	Description	Invoice or Order Number	Date	Amount	Invoice	Payment Data	Account Number	Reimbursed by City
DHPACE	Aluminum frame partitions for concessions stand	17565	06/04/20	\$3,663.48				
DHPACE	Install new counter top mounted glass, glass partitions for the main office entry	17028	06/08/20	\$3,151.65				
DHPACE	Install new glass partitions onto counter top at café point of sale area	17531	06/04/20	\$3,305.77				
DHPACE	Install new glass partitions onto counter top at café point of sale area	17574	06/04/20	\$5,680.27				
DHPACE	Install new aluminum frame partitions/concession stand in Hall B (large openings)	17572	06/04/20	\$6,711.79				
Pollock	Face masks	9007152929	04/30/20	\$1,900.00				
Pollock	Hand sanitizer	9007155109	05/05/20	\$864.00				
Pollock	Sanitizer wipes	9007183962	05/23/20	\$1,303.30				
Pollock	Portable mister wand and disinfectant	9007192136	05/30/20	\$5,708.70				
Pollock	Thermometers and hand sanitizer	9007198300	06/02/20	\$910.50				
Pollock	Clorox 360 sprayer	9007213203	06/13/20	\$4,007.49				
Pollock	Clorox 360 disinfectant	9007222117	06/18/20	\$302.43				
Pollock	Mister	9007222118	06/18/20	\$1,734.67				
Pollock	Sanitizer dispenser and stand	9007223637	06/20/20	\$3,200.00				
Pollock	Foam hand sanitizer	9007224130	06/19/20	\$886.50				
Pollock	Clorox 360 sprayer	9007233400	06/26/20	\$4,007.49				
Sysco	Pedal dispenser stand and liquid sanitizer	396476353	06/13/20	\$897.00				
Ben E.Keith	Gloves	19445191	06/06/20	\$990.00				
Ben E.Keith	Gloves	19445192	06/08/20	\$990.00				
Ben E.Keith	Gloves	19441142	06/04/20	\$870.00				
Ben E.Keith	Gloves	19431915	05/29/20	\$870.00				
	Reimbursement to ICC	Funded	TOTAL	\$51,955.04	CARESACT-2	Pd 8/27/20 - Ck # 80061330	22045200-600201	9/3/20
Simpleview	Integrated Marketing Campaign Safety		06/30/20	\$130,000.00				
	Resolution Number 2020-248 - Payment to Simpleview	Funded	TOTAL	\$130,000.00	INV114217	Pd 8/27/20 - Ck # 80061338	22015202-640021	9/3/20
Simpleview	Micro-Campaign		09/22/20	\$300,000.00				
Simpleview	Online Travel Agencies Program		09/20/20	\$120,000.00				
	Resolution Number 2020-357 - Payment to Simpleview	Funded	TOTAL	\$420,000.00	INV116750	Pd 11/19/20- Ck # 80061432	22015202-640021	11/19/20
Pollock	Sanitizer Dispensers (50 total / \$212.00 each)			\$10,600.00				
Pollock	Gel Sanitizer (300 gallons / \$24.03 per gallon)			\$7,209.00				
	Reimbursement to ICC	Funded	TOTAL	\$17,809.00	CARESACT-1	Pd 8/27/20 - Ck # 80061329	22045200-600201	9/3/20
Pollock	Clorox 360 Machines (7 total / \$4,000.00 each)			\$28,000.00				
Pollock	Disinfectant, sanitizer (180 cases / \$100.81 per case)			\$18,145.73				
	Reimbursement to ICC	Funded	TOTAL	\$46,145.73	CARESACT-3	Pd 9/25/20 - Ck # 80061379	22045200-600201	9/28/20
Schindler Elevator	Escalator Handrail Sterilization Device - 2 UV modules (6 total / \$8,895.00 each)							
	Reimbursement to ICC	Funded	TOTAL	\$53,370.00	CARESACT-4	Pd 10/08/20 - Ck # 80061401	22045200-600201	10/13/20
Various	Travel Ads for the reopening and the steps taken to keep it safe							
	Resolution Number 2020-419 - Payments to various media publishers	Funded	TOTAL	\$115,000.00	MULTIPLE	MULTIPLE	22015202-640053	12/8/20
GRAND TOTAL				\$834,279.77				

Irving Convention and Visitors Bureau
FY21 Cash Flow
December 2020



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
■ REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$268,196	\$303,571	\$339,884	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
■ EXPENSES	\$321,914	\$874,763	\$866,901	\$527,520	\$416,762	\$924,173	\$578,163	\$425,940	\$855,178	\$719,603	\$468,173	\$987,482
■ ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$745,636	\$597,070	(\$23,532)	(\$261,811)	(\$310,102)	(\$715,541)	(\$941,527)	(\$870,641)	(\$1,315,400)

■ REVENUE ■ EXPENSES ■ ENDING CASH



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2020 - 2021**

LUXURY & FULL SERVICE		OCT 2020	NOV 2020
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26
3	DFW Airport Hotel & Conference Center	614.34	416.13
4	DFW Airport Marriott	14,047.23	13,398.13
5	Doubletree by Hilton DFW Airport North	0.00	0.00
6	Embassy Suites DFW Airport South	0.00	0.00
7	Four Seasons Resort & Club	74,294.78	20,807.95
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37
12	Omni Las Colinas Hotel	10,424.47	8,238.86
13	Sheraton DFW Airport Hotel	0.00	0.00
14	Texican Court	0.00	0.00
15	Westin DFW Airport	0.00	0.00
TOTAL LUXURY & FULL SERVICE		124,733.45	62,025.53

16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020
1	Comfort Inn DFW Airport North	2,609.71	2,025.07
2	Comfort Suites DFW Airport North	3,171.31	2,368.47
3	Comfort Suites Las Colinas	0.00	0.00
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85
5	Element DFW Airport North	2,567.72	2,166.92
6	Extended Stay America Dallas DFW Airport North	494.65	423.91
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39
8	Extended Stay Deluxe Green Park	953.96	551.80
9	Extended Stay Deluxe Las Colinas	729.20	475.72
10	Hawthorne Suites by Wyndham Irving DFW Airport South	585.57	476.79
11	Hawthorne Suites DFW Airport North	0.00	0.00
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	0.00	0.00
15	Home Towne Studios Dallas Irving	0.00	0.00
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36
17	Homewood Suites by Hilton Las Colinas	0.00	0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91
19	Oakwood Waterwalk Dallas Las Colinas	0.00	0.00
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69
22	Sonesta ES Suites Dallas Las Colinas	0.00	0.00
23	Sonesta Simply Suites Dallas Las Colinas	0.00	0.00
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28
25	Staybridge Suites DFW Airport North	0.00	0.00
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10
28	Woodspring Suites Signature	0.00	0.00
TOTAL ALL SUITE / EXTENDED STAY		36,828.26	27,351.06

BUDGET SERVICE		OCT 2020	NOV 2020
1	Arya Inn & Suites	695.41	594.56
2	Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97
3	Budget Inn & Suites	79.94	31.82
4	Budget Suites of America Las Colinas	0.00	0.00
5	Clarion Inn & Suites	0.00	0.00
6	Days Inn	0.00	0.00
7	Days Inn DFW Airport North	2,926.49	2,191.26
8	Delux Inn	622.90	538.10
9	Delux Suites Motel	160.29	123.98
10	Gateway Inn	509.18	371.64
11	Magnuson Extended Stay & Suites Airport Hotel	0.00	0.00
12	Motel 6 Dallas DFW South	1,346.43	1,214.36
13	Motel 6 Dallas Irving	1,933.16	1,666.13
14	Motel 6 DFW North	1,577.78	1,633.80
15	Motel 6 Irving Loop 12	909.07	793.11
16	OYO Hotel	2,034.44	1,539.01
17	OYO Hotel DFW Airport North	0.00	0.00
18	Quality Inn & Suites DFW Airport South	0.00	0.00
19	Red Roof Inn Dallas DFW Airport North	0.00	0.00
20	Studio 6 / Motel 6 DFW Airport East	0.00	0.00
21	Super 8 Hotel DFW South	0.00	0.00
22	Super 8 Motel DFW North	1,376.26	798.10
23	The Crossroads Hotel & Suites	926.95	783.14
TOTAL BUDGET SERVICE		17,686.25	14,604.98

LIMITED SERVICE		OCT 2020	NOV 2020
1	aLoft Las Colinas	3,011.24	2,055.77
2	Best Western Plus DFW Airport Suites North	2,261.03	1,566.26
3	Courtyard Dallas DFW Airport North Irving	0.00	0.00
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	0.00	0.00
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	0.00	0.00
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53
10	Home2 Suites by Hilton DFW Airport North	0.00	0.00
11	Home2 Suites by Hilton DFW Airport South Irving	0.00	0.00
12	Hyatt Place Dallas Las Colinas	0.00	0.00
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	0.00
20	Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24
TOTAL LIMITED SERVICE		29,399.00	23,013.43

SHORT TERM RENTALS		OCT 2020	NOV 2020
1	Akli at Escena	118.79	0.00
2	Goldnest Oren-Amit Oren	239.24	201.50
3	Goldnest Oren-Asher Oren 1	155.83	214.82
4	Goldnest Oren-Asher Oren 2	132.05	137.49
5	Goldnest Oren-Haid Enterprises 1	245.93	0.00
6	Goldnest Oren-Haid Enterprises 2	335.63	227.11
7	Goldnest Oren-Tyngo Group	102.12	110.63
8	Goldnest Oren-Yuval Ayesh	197.35	209.18
TOTAL SHORT TERM RENTALS		1,526.94	1,100.73
GRAND TOTAL		210,173.90	128,095.73
BUDGET		202,959.00	234,853.00
DIFFERENCE		7,214.90	(106,757.27)
		3.6%	-45.5%

Resolution -- Approve Interfund Loan from the General Fund to the Irving Convention and Visitors Bureau Fund for the purpose of promoting tourism and the convention and hotel industry.

Administrative Comments

1. This item is recommended by Financial Services. It supports Strategic Objective 1.1 – Contain costs and increase operational efficiency.
2. **Impact:** This resolution documents the Council's direction to use General Fund Revenues and Fund Balance to provide an interfund loan to the Irving Convention and Visitors Bureau (ICVB) for the purpose of promoting tourism and the convention and hotel industry in instances where 57% of the five-sevenths Hotel Occupancy Tax is not sufficient to cover those costs.
3. The City Council adopted an ordinance on December 9, 1999, which levied a tax upon the cost of occupancy of any room furnished by any hotel equal to 7% of the consideration paid by the occupant of the room.
4. The City Council adopted an ordinance on March 13, 2008, which provided that 57% of the revenue derived from five-sevenths of the Hotel Occupancy Tax be used for the purpose of promoting tourism and the convention and hotel industry.
5. The impact of the COVID-19 virus on the travel and tourism industry has drastically reduced the Hotel Occupancy Tax revenues available for use by the ICVB. The ICVB has identified and made available all reserve funds that can be used to support the tourism and the convention and hotel industry.
6. The Chief Financial Officer and the Executive Director of the IVCB anticipate those funds may not be sufficient to cover FY20-21 costs, but also project the travel and tourism industry will recover within 18 months.
7. This resolution intends to create a mechanism for an interfund loan from the General Fund to the ICVB Fund in any month as is necessary to pay the tourism and the convention and hotel industry incurred by the ICVB, which will be repaid when Hotel Occupancy Taxes recover.

Recommendation

The resolution be approved.

ADDITIONAL COMMENTS:

Contract Required: No

Review Completed By:

Previous Action: ?

Council Action: ?

CITY OF IRVING

COUNCIL RESOLUTION NO. RES-2021-

WHEREAS, the City Council adopted ordinance 7590 on December 9, 1999 which levied a tax upon the cost of occupancy of any room furnished by any hotel equal to 7% of the consideration paid by the occupant of the room (the “HOT”); and

WHEREAS, the City Council adopted ordinance 8930 on March 13, 2008 provided that 57% of the revenue derived from five-sevenths of the hotel occupancy tax to be used as provided in Tex. Tax Code 351.101 for the purpose of promoting tourism and the convention and hotel industry; and

WHEREAS, during the COVID-19 Pandemic 57% of the five-sevenths of the HOT revenue may not be adequate to cover authorized expenses of the Irving Convention and Visitors Bureau; and

WHEREAS, the City Council, by this resolution, intends to create a mechanism for an interfund loan from the General Fund to the Irving Convention and Visitors Bureau Fund in any month as is necessary to pay the authorized expenses of the Irving Convention and Visitors Bureau and the repayment of the loan when 57% of the five-sevenths of the HOT revenue is in excess of the amount required to cover the authorized expenses due in any month of the Irving Convention and Visitors Bureau;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF IRVING, TEXAS:

SECTION 1. That the declarations in the preamble to this resolution are adopted and restated.

SECTION 2. Creation of interfund loan. That upon the use of General Fund revenues or fund balance to make a transfer to the Irving Convention and Visitors Bureau Fund in any month, for the sole purpose of paying authorized expenses of the Irving Convention and Visitors Bureau. The amount of such loan shall be recorded and an interfund loan receivable in the General Debt Fund and an interfund loan payable in the Irving Convention and Visitors Bureau Fund in the records maintained by the Chief Financial Officer.

SECTION 3. Obligation to repay. At such time that 57% of the five-sevenths of the HOT revenue exceeds the amount necessary to pay authorized expenses of the Irving Convention and Visitors Center, any excess revenue will be used to reduce the interfund loan payable to repay the loan authorized by Section 2.

SECTION 4. That the City Manager and Chief Financial Officer shall take those actions reasonable and necessary to comply with the intent of this Resolution.

SECTION 5. That this resolution shall take effect from and after its final date of passage, and it is accordingly so ordered.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF IRVING, TEXAS,
on February 11, 2011.

RICHARD H. STOPFER
MAYOR

ATTEST:

Shanae Jennings
City Secretary

APPROVED AS TO FORM:

Kuruvilla Oommen
City Attorney

DRAFT

U.S. TRAVEL ASSOCIATION®

CORONAVIRUS RELIEF (HR.133) Top Highlights (Divisions M, N, O, U, EE)

Paycheck Protection Program (PPP)

- Provides \$284 billion for PPP and extends the application deadline to March 31, 2021.
- Expands eligibility to both nonprofit and quasi-governmental destination marketing organizations (DMOs) with 300 employees or less (full time and part-time combined), as long as no more than 15% of their activities consist of lobbying activities and they did not spend more than \$1 million on lobbying in 2019.
 - Sets aside at least \$35 billion for eligible recipients that have not previously received a PPP loan.
- Provides a second round of forgivable loans to businesses with 300 employees or less and a 25% decline in revenue in any quarter in 2020, compared to the same quarter in 2019.
- Expands the list of PPP-covered expenses to the cost of supplies and inventory, software and cloud-based services, uninsured damages from public disturbances in 2020, and measures to address COVID-19 health and safety guidelines (i.e. PPE)—in addition to payroll, mortgage debt interest, rent, and utilities.
- Allows borrowers to deduct expenses covered by PPP loans from their taxes.
- Continues to require at least 60% of loan proceeds to be used on payroll, capping covered non-payroll expenses to 40% of the loan.
- Going forward, for both first-time and second-time PPP applicants, the loan amount is based on 2.5x average monthly payroll, up to \$2 million, for each loan.
 - However, for lodging and food services businesses, the loan amount is based on 3.5x average monthly payroll, up to \$2 million.
- Expressly forbids PPP loans to publicly traded companies.

Economic Injury Disaster Loan (EIDL) Program

- Provides \$40 billion to extend Small Business Administration (SBA) EIDL grants through December 31, 2021.
- Sets aside \$20 billion for employers in low-income areas with 300 or less employees, and experiencing at least a 30% economic loss, allowing them to receive a \$10,000 grant, or an amount equal to the difference between what they previously received and \$10,000.
- Removes the requirement for EIDL advances to be deducted from the calculation of PPP loan forgiveness.

Live Venue Grant Program

- Provides \$15 billion for SBA grants to concert venues, performing art centers, theaters, and museums with 500 or less full-time equivalent employees. Eligible employers must demonstrate at least a 25% decline in revenue.
- Recipients are ineligible for PPP loans.
- The grant amount is based on 45% of the employer's gross revenue in 2019, up to \$10 million.

- Grants can only be used on payroll costs, rent, utilities, interest on preexisting debt, maintenance, advertising, insurance payments, theatrical productions, state and local taxes, and measures to address COVID-19 health and safety guidelines (i.e. PPE).

Employee Retention Tax Credit (ERTC)

- Extends the ERTC through July 1, 2021.
- Increases the credit to 70% of compensation paid to employees, up to \$10,000 per quarter per employee for employers experiencing a revenue decline of 20% or more. Under the CARES Act, the credit was worth 50% of compensation, up to \$10,000 for the calendar year, for those experiencing at least a 50% decline in revenue.
- Increases the threshold for employers to be considered small employers, from those with 100 full-time employees or less to those with up to 500 full-time employees or less. This allows more businesses to utilize the credit even if their employees are working.

Coronavirus Relief Fund

- Extends the deadline to use money provided through the Coronavirus Relief Fund until December 31, 2021.

Vaccines, Testing, and Contact Tracing

- Provides \$32 billion for vaccine procurement and distribution.
- Provides \$22 billion to states for testing, contact tracing, and COVID-19 mitigation efforts.

Transportation

- Provides \$2 billion for airports, including:
 - \$1.75 billion in grants for commercial service airports. Funding is distributed using the standard apportionment formulas and enplanement levels, but without Passenger Facility Charge givebacks, double entitlements or grant limits. The funds must be used to prevent, prepare for or respond to COVID-19 and must be spent on costs related to operations, personnel, cleaning and debt service. The CARES Act workforce retention requirements are extended through February 15, 2021.
 - \$200 million for airport concessionaire relief (such as on-airport rental car companies, restaurants or shops) from rent and minimum annual guarantee (MAG) payments. Airports would receive concessionaire grants based on enplanements and the provide rent or MAG relief to concessionaires based on their relative size.
 - \$5 million is for help small communities address air service issues.
- Provides \$2 billion for passenger transportation services, including bus companies and private motorcoaches.
- Provides \$10 billion for highways, including \$9.8 billion is for Surface Transportation Block Grants (STBG) to state DOTs, \$115 million is allocated to the Tribal Transportation Program, \$36 million is allocated to the Puerto Rico Highway Program, and \$9 million is allocated to the Territorial Highway Program.
- Provides \$1 billion for Amtrak to maintain current level of service, prevent additional furloughs, and prevent further reductions to service through the end of March 31, 2021.

- Provides \$14 billion for Transit Infrastructure Grants to prevent, prepare for, and respond to coronavirus.

Troubled Debt Restructuring

- Extends the suspension of certain accounting and reporting requirements for Troubled Debt Restructuring (TDR) through January 1, 2022, making it easier for financial institutions to modify the terms of commercial loans to accommodate a borrower's economic hardship.

Airline Payroll Support Program

- Provides \$15 billion for airlines to cover worker payroll and benefits through March 31, 2021. The funds must be used exclusively for continuing the payment of employee wages, salaries, and benefits. Funds can also be used to rehire workers laid off after September 30, 2020. Recipients must also comply with other CARES Act terms and conditions, including continuation of certain air service deemed necessary by the Secretary of Transportation.
- Provides an additional \$1 billion for airline contractors.

Main Street Lending Program

- Rescinds \$429 billion from CARES Act lending programs administered by the Federal Reserve, including the Main Street Lending Program.

H2B Visas

- Continues the authorization to issue up to approximately 69,000 H-2B visas above the current cap if the Secretary deems employment needs cannot be met with U.S. workers.

Customs and Border Protection (CBP)

- Extends CBP authority to accept donations of property and services at ports of entry.

REAL ID Transition

- Includes the following provisions from the REAL ID Modernization Act:
 - Ensures digital driver's licenses can qualify as REAL-ID compliant,
 - Allows the electronic submission of any identification document needed to obtain a REAL ID, and
 - Requires airlines to notify customers about the REAL ID transition at least 90 days before the enforcement deadline.

Unemployment Insurance

- Requires states receiving funds for extended unemployment benefits to have in effect a method to address any circumstances in which claimants of unemployment compensation refuse to return to work or to accept an offer of suitable work without good cause, including an easy way for employers to report individuals who refuse to work.
- Extends the period nonprofit organizations and governmental entities can reduce their reimbursements to states for unemployment benefits paid to their workers through March 14, 2021. The CARES Act allowed them to reduce their reimbursements by 50% through December 31, 2020.

Business Meal Expense Deduction

- Allows for full deductibility of ordinary business meal expenses incurred in 2021 and 2022.

Payroll Tax Deferral

- Extends the time that employers have to pay back the employee's portion of payroll taxes, as authorized through an executive order, to December 31, 2021.

Other Tax Provisions

- Extends the seven-year depreciation schedule for motorsports facilities through December 31, 2025.
- Makes permanent the tax deduction for energy efficient commercial buildings.
- Extends the tax credit for electric vehicle charging stations through December 31, 2021.

PAYCHECK PROTECTION PROGRAM

The Paycheck Protection Program (PPP) provides forgivable loans of up to \$10 million (1st Draw Loan) or \$2 million (2nd Draw Loan) to eligible entities through banks and credit unions. The current application deadline for PPP loans is March 31, 2021.

For information beyond what is provided below, please see regulations from the Small Business Administration (SBA) for [1st Draw Loans](#) and [2nd Draw Loans](#), or contact your nearest [SBA District Office](#).

WHO QUALIFIES?

	1st Draw Size Limit	2nd Draw Size Limit
Self-employed individuals, independent contractors, and sole proprietors	Not Applicable	Not Applicable
Small Businesses	500 Employees, SBA Size Standard , or Alternative Size Standard ¹	300 Employees
501(c)(3) Nonprofits	500 Employees or SBA Size Standard	300 Employees
501(c)(6) Nonprofits that meet specified lobbying restrictions²	300 Employees	300 Employees
501(c)(19) Nonprofits	500 Employees or SBA Size Standard	300 Employees
501(c) or Quasigovernmental DMOs that meet specified lobbying restrictions²	300 Employees	300 Employees
News Organizations	500 Employees or SBA Size Standard	300 Employees

Additional Conditions	1st Draw Loans	2nd Draw Loans
	Was fully operational on February 15, 2020	Received a 1st Draw Loan and will exhaust it by time the 2nd Draw Loan is issued
	Must self-certify that current economic conditions necessitate the loan.	Used all of 1st Draw Loan on eligible expenses
		Experienced at least a 25 percent revenue ³ decline in a quarter in 2020, compared to the same quarter in 2019
		Must self-certify that current economic conditions necessitate the loan.

For more information, please see SBA regulations for [1st Draw Loans](#) and [2nd Draw Loans](#).

NOTE: Professional sports leagues, publicly-traded companies, political organizations, and any entity that receives a Shuttered Venue grant are ineligible for either a 1st or 2nd Draw Loan. Borrowers owned by an entity with significant operations in China are ineligible for a 2nd Draw Loan.

PAYCHECK PROTECTION PROGRAM

DEFINITION OF ELIGIBLE DESTINATION MARKETING ORGANIZATIONS (DMOS)

Under the law, eligible DMOs are defined as any entity that meets ALL of the following criteria:

- Is either:
 - A tax-exempt organization described under 501(c) of the tax code and exempt from tax under 501(a); or
 - Part of a state, county, or local government (or an instrumentality of such entities);
- Engages in marketing and promoting communities and facilities to businesses and leisure travelers; AND
- Meets specified lobbying restrictions.²

CALULATING EMPLOYEE SIZE

To determine whether you meet the applicable employee size limit, you must count all part-time, full-time, and other basis employees you have (combined) at the time of loan application.

SPECIAL ALLOWANCE FOR FOOD AND LODGING BUSINESSES

Food, lodging and news organizations (according to NAICS Codes 72,⁴ 511110, or 5151) with multiple locations, that have more employees than allowed under the applicable size limit (300 or 500 employees) but less than the applicable limit at each physical location, can apply for a separate loan per physical location meeting the applicable employee size limit—provided each location uses a separate Employer Identification Number (EIN).

LOAN AMOUNT

MAXIMUM LOAN AMOUNT

In general: For 1st and 2nd Draw Loans, the maximum loan amount is based on 2.5x average monthly payroll costs (over the previous 12 months, 2020, or 2019).⁵

- Up to \$10 million for 1st Draw Loans
- Up to \$2 million for 2nd Draw Loans

For food and lodging businesses (as defined under NAICS Code 72) seeking a 2nd Draw Loan: The maximum loan amount is based on 3.5x average monthly payroll costs, up to \$2 million.

NOTE: The aggregate limit for all affiliates within a corporate group is \$20 million for 1st Draw Loans and \$4 million for 2nd Draw Loans, regardless of any exemption to affiliation rules.

PAYROLL COSTS

Payroll costs include wages, commission, payment of cash tips or equivalent, severance, retirement benefits, state or local payroll taxes, paid leave, group health benefits (including group life, disability, vision, and dental insurance). It does not include any cash compensation paid to an employee in excess of \$100,000, or any compensation claimed under the Employee Retention Tax Credit.

PAYCHECK PROTECTION PROGRAM

FEATURES

Covered Period. The loan can be used to cover expenses over any period between eight weeks and 24 weeks after the loan is issued, at the discretion of the borrower.

Loan Forgiveness: Tax free loan forgiveness is available for any amount used on eligible expenses during the covered period. (see Loan Forgiveness section)

Loan fees, certain credit requirements and collateral are waived: Borrowers do not have to pay any loan fees, prove they cannot find credit elsewhere, provide collateral or a personal guarantee or pay a penalty for prepayment.

Tax Deductibility of Covered Expenses: You can deduct any expense paid for with PPP funds if it is normally a tax-deductible expense.

EIDL Refinancing: A 1st Draw Loan can be used to refinance an Economic Injury Disaster Loan (EIDL).

LOAN APPLICATION PROCESS

To apply for a loan, you must contact a [participating lender](#) and submit an application, along with any supporting documentation needed to demonstrate eligibility, which may include payroll records, payroll tax filings, income tax filings or bank records.

If you fail to provide requested documents within 20 days of loan approval, the loan will be cancelled.

For more information on how to apply, please visit the SBA's website [here](#).

NOTE: Business partners must apply on a consolidated bases at the partnership level, rather than individually as self-employed individuals.

LOAN FORGIVENESS

Tax free loan forgiveness is provided for amounts used to cover eligible expenses during the covered period (8-24 weeks). Details on the application process for loan forgiveness are pending updated SBA rulemaking and/or guidance.

Timeline: Borrowers must submit a loan forgiveness request within 10 months of the end of the covered period. Loan forgiveness requests must be approved or denied by the lender and SBA within 150 days.

Eligible Expenses: Eligible expenses include payroll costs, mortgage debt interest, rent, utilities, supplies and inventory, software and cloud-based services, uninsured damages from public disturbances in 2020 and measures to meet COVID-19 health and safety guidelines.⁶

60/40 Requirement: To be eligible for loan forgiveness, at least 60% of loan proceeds must be used on payroll expenses, limiting nonpayroll costs to 40% of the loan. Any amount of nonpayroll costs exceeding the 40% limit will not be forgiven.

PAYCHECK PROTECTION PROGRAM

Loan Forgiveness Penalty: The loan forgiveness amount is reduced by the percentage of employment and the amount of wages that is reduced over the covered period, compared to the “applicable period.”⁷ However, the penalty does not apply if the borrower makes a good-faith effort to rehire employees, but is unable to do so for any reason, including if the borrower is unable to fully restore operations due to ongoing health and safety restrictions.

Loan Repayment: Any amount not forgiven must be paid back within five years, with an interest rate of 1%. Principal and interest payments on the loan are deferred for up to 10 months after the end of the covered period. However, interest accrues during this deferment period.

1. Under SBA's alternative size standard, a business concern may qualify as a small business concern if it, together with any affiliates: (1) has a maximum tangible net worth of not more than \$15 million; and (2) the average net income after federal income taxes (excluding any carry-over losses) for the two full fiscal years before the date of application is not more than \$5 million.
2. To be eligible, 501(c)(6) organizations and DMOs cannot (1) receive more than 15 percent of their revenue from lobbying activities; (2) have their lobbying activities amount to more than 15% of their total activities; and (3) spend more than \$1 million on lobbying activities in 2019. Details on what constitutes lobbying activities and how the lobbying activity thresholds are calculated are pending SBA rulemaking and/or guidance.
3. Total revenue is generally defined as anything received or accrued from any source during the entity's annual accounting period, excluding capital gains, any forgiven amount of a PPP loan, collected sales taxes, and any third-party funds held by an intermediary.
4. Defined as establishments primarily engaged in providing short-term lodging in facilities, such as hotels, motels, casino hotels, and bed-and-breakfast inns AND/OR or preparing meals, snacks and beverages for immediate consumption.
5. For seasonal businesses, the time period for determining average monthly payroll is any 12-week period between February 15, 2019 and February 15, 2020. Seasonal businesses are defined as businesses that (1) operate for no more than seven months out of the year, or (2) earn no more than 1/3 of their annual revenue in any six months during the preceding year.
6. Defined as any measure designed to adapt to any requirement or guideline issued by a state, local government, The U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention, or the U.S. Occupational Safety and Health Administration to reduce the spread of COVID-19, including the installation of (1) drive-through windows, (2) upgraded HVAC systems, (3) sneeze guards, (4) space to accommodate physical distancing, (5) onsite or offsite health screenings, and (6) personal protective equipment. Residential real estate and intellectual property are NOT eligible expenses.
7. Details on the “applicable period” are pending updated SBA rulemaking.

**Alert | Health Emergency Preparedness Task Force:
COVID-19 Economic Stimulus**



January 2021

Paycheck Protection Program – Expected Impact of ‘Second Draw’ Loans

On Dec. 21, 2020, Congress approved H.R. 133, referred to as the “Consolidated Appropriations Act, 2021” (the Act). The legislation, signed into law by President Trump on Dec. 27, 2020, enhances and expands certain provisions of the Coronavirus Aid, Relief, and Economic Security Act of 2020 (the CARES Act) (H.R. 748) and changes the Paycheck Protection Program (PPP) administered by the U.S. Department of the Treasury’s Small Business Administration (SBA) by (i) authorizing additional liquidity for a second round of PPP loans and (ii) expanding PPP borrower eligibility in some instances, while implementing changes to PPP loans that will impact both new and existing PPP borrowers. The SBA is expected to issue new guidance in the coming days to address the particulars of the revitalized PPP and to answer questions that have arisen since the date of enactment of the Act.

Second Draw Loan Amounts

The Act creates a second loan from the PPP, called a “PPP second draw” loan for smaller and harder-hit businesses, with a maximum amount of \$2 million.

Eligibility

In order to receive a PPP second draw loan under the Act, eligible entities must:

- Employ not more than 300 employees (as opposed to 500 employees in the first round of PPP). Unless subject to an exemption, e.g., hospitality (NAICS code 72), the SBA affiliation rules apply in determining the number of employees;
- Have used or will use the full amount of their first PPP loan; and
- Demonstrate at least a 25% reduction in gross receipts in the first, second, or third quarter of 2020 relative to the same quarter in 2019.

Eligible entities must be businesses, certain nonprofit organizations, housing cooperatives, veterans' organizations, tribal businesses, self-employed individuals, sole proprietors, independent contractors, and small agricultural co-operatives.

Similar to the first round, ineligible entities include:

- a) those entities listed in 13 C.F.R. § 120.110 and subsequent SBA guidance, excluding (i) such listed entities which have otherwise been made eligible by statute or guidance and (ii) nonprofits and religious organizations;
- b) entities primarily involved in political and lobbying activities including engaging in advocacy in areas such as public policy or political strategy, or that otherwise describe themselves as a think tank in any public document;
- c) entities affiliated with entities in the People's Republic of China;
- d) registrants under the Foreign Agents Registration Act; and
- e) entities that receive a grant under the Shuttered Venue Operator Grant program.

Eligibility of News Organizations for Loans under the Paycheck Protection Program

The Act makes eligible (a) FCC license holders and newspapers with more than one physical location, as long as the business has no more than 500 employees per physical location or the applicable SBA size standard, and (b) section 511 public colleges and universities that have a public broadcasting station, if the organization certifies that the loan will support locally focused or emergency information. The Act waives affiliation rules for newspapers, television and radio broadcasters, and public broadcasters, as long as the organization has no more than 500 employees per physical location or the applicable SBA size standard and further waives the prohibition against publicly traded news organizations from being eligible if the business certifies that the loan will support locally focused or emergency content.

Eligibility of Certain 501(c)(6) and Destination Marketing Organizations Under the Paycheck Protection Program

Excluded from PPP participation in the first round, the following organizations are now eligible to receive a PPP loan under the Act's expanded criteria:

- 501(c)(6) organizations if:
 - the organization does not receive more than 15% of receipts from lobbying;
 - the lobbying activities do not comprise more than 15% of activities;

- the cost of lobbying activities of the organization did not exceed \$1,000,000 during the most recent tax year that ended prior to Feb. 15, 2020; and
- the organization has 300 or fewer employees.

Professional sports leagues or organizations with the purpose of promoting or participating in a political campaign or other political activities are not eligible under this section.

- Destination Marketing Organizations if:
 - the organization does not receive more than 15% of receipts from lobbying;
 - the lobbying activities do not comprise more than 15% of activities;
 - the organization has 300 or fewer employees; and
 - that destination marketing organization is registered as a 501(c) organization, a quasi-government entity, or a political subdivision of a state or local government.

Guidance to Prioritize Underserved Communities

The Act directs the SBA administrator to issue guidance addressing barriers to access to capital for underserved communities no later than 10 days after the date of the Act's enactment.

Churches and Religion Organizations

The Act codifies that the prohibition on eligibility in 13 CFR § 120.110(k) – businesses principally engaged in teaching, instructing, counseling, or indoctrinating religion or religious beliefs, whether in a religious or secular setting – does not apply for initial and second draw PPP loans.

Loan Terms

In general, PPP borrowers may receive a loan amount of up to 2.5 times their average monthly payroll costs in the one year prior to the loan or the calendar year. No loan can be greater than \$2 million.

Entities in industries assigned to NAICS code 72 (Accommodation and Food Services) may receive loans of up to 3.5 times their average monthly payroll costs. Such businesses with multiple locations that are eligible entities under the initial PPP requirements may employ not more than 300 employees per physical location. The waiver of affiliation rules that applied during initial PPP loans applies to these NAICS code 72 second loans; however, an eligible entity may only receive one PPP second draw loan.¹

For loans of not more than \$150,000, the borrower entity may submit a certification attesting that it meets the revenue loss requirements on or before the date the entity submits its loan forgiveness application. Nonprofit and veterans organizations may use gross receipts to calculate their revenue loss standard.

Loan Forgiveness

Borrowers of a PPP second draw loan are eligible for loan forgiveness equal to the sum of their payroll costs, as well as covered mortgage, rent, and utility payments, covered operations expenditures, covered property damage costs, covered supplier costs, and covered worker protection expenditures incurred

¹ The waiver of affiliation rules that applied during initial PPP loans applied to NAICS code 72 entities, meaning that each individual applicant was assessed independently with regard to the employee cap, and any affiliates of such PPP borrowers were not aggregated in determining the number of employees with regard to the borrower's business size.

during the covered period. Borrowers are still required to use at least 60% of PPP loan proceeds on eligible payroll costs in order to receive full forgiveness.

The Act extends existing safe harbors on restoring FTE and salaries and wages.

‘Covered Period’ for Loan Forgiveness

In calculating the amount of eligible expenses paid or incurred that would qualify for loan forgiveness, borrowers who received loans before June 5, 2020, previously could choose between an eight-week period contemplated by the CARES Act or a 24-week period contemplated by the new PPP legislation. The duration of the “covered period” impacts the amount of expenses that could be included in the borrower’s forgiveness calculation and also impacts the measurement period for potential reductions to loan forgiveness that are based on changes in full-time employee equivalents (FTEs) or salary or hourly wage reductions. Borrowers who received their first loan on or after June 5, 2020, were required to use the longer 24-week “covered period.” The new legislation provides that PPP borrowers will be provided the option to choose between an eight-week covered period and a 24-week covered period. However, it is not clear whether this flexibility to choose a customized covered period will apply retroactively to loans made prior to the enactment of the new legislation.

Additional Eligible Expenses

The Act makes the following additional expenses of a borrower allowable and forgivable uses for PPP funds:

- Covered operations expenditures. Includes the payment for any software, cloud computing, and other human resources and accounting needs.
- Covered property damage costs. Costs related to property damage due to public disturbances that occurred during 2020 that are not covered by insurance.
- Covered supplier costs. Expenditures to a supplier pursuant to a contract, purchase order, or order for goods in effect prior to taking out the loan that were essential to the recipient’s operations at the time at which the expenditure was made. Supplier costs of perishable goods can be made before or during the life of the loan.
- Covered worker protection expenditure. Personal protective equipment and adaptive investments to help a loan recipient comply with federal health and safety guidelines or any equivalent state and local guidance related to COVID-19 during the period between March 1, 2020, and the end of the national emergency declaration.

Loans made under the first round of PPP are eligible to use the expanded forgivable expenses, except for borrowers who have already had their loans forgiven.

Lender Safe Harbor

Under the Act, a lender may rely on any certification or documentation submitted by a borrower for an initial or second draw PPP loan and that no enforcement action may be taken against the lender, and the lender will not be subject to any penalties relating to loan origination or forgiveness, if: (1) the lender acts in good faith relating to loan origination or forgiveness; and (2) all relevant federal, state, local and other statutory and regulatory requirements are satisfied.

Tax Treatment

The Act contains several tax provisions that will benefit companies that have or will receive PPP loans. Below is a top-line summary; however, the IRS will likely publish guidance further clarifying the new law, so this discussion should be considered preliminary and subject to change:

- **Deductibility of Expenses and Other Tax Benefits:** The new law clarifies that the expenses paid with the proceeds of a forgiven PPP loan are deductible, legislatively overruling IRS Notice 2020-32, which disallowed deductions for such expenses. The new law goes further, stating that no tax benefit shall be denied, and no loss carryovers or basis adjustment will be required as a result of the tax-free forgiveness of a PPP loan. This will prevent the IRS from taking the position that a company must reduce loss carryovers or the basis of its assets by the amount of the forgiven loan (which, but for this clarification, would be the general treatment when a forgiven loan is excluded from income under the special cancellation of debt provision of the tax code).

In addition, the new law clarifies that for pass-through entities, the amount of the forgiven PPP loan will be treated as tax-exempt income received by the entity. This will result in an increase in the basis of the entity owner's ownership interest. This technical refinement will ensure that the economic benefit to the pass-through entity resulting from the exclusion from income of the PPP loan forgiveness will carry through to the pass-through entity owner's interest when they sell their interest in the company, or the company distributes its assets in liquidation (without this basis increase, the owners of the pass-through entity would ultimately pay tax on their share of the forgiven amount).

- **Eligibility for Employee Retention Tax Credit:** The CARES Act enacted a 50% tax credit for wages paid to employees when business operations have been fully or partially suspended, or the company has experienced a significant decline in gross receipts. However, the CARES Act did not allow the credit to a company which received a PPP loan – even if the loan was not forgiven. The new law changes this, now allowing the credit – except that the credit is not available for the wages paid with the proceeds of a PPP loan which are forgiven. This change is especially welcome because the employee retention credit has been increased effective Jan. 1, 2021, (from 50% to 70%) and the maximum credit per employee has been increased from \$5,000 for wages paid in 2020 up to a total of \$ 14,000 for wages paid during the first two quarters of 2021 (\$7,000 maximum credit per quarter). There are several requirements and limitations for this credit. See [this GT Alert](#) for more details.

Since the employee retention credit is only available for wages paid with non-PPP loan funds, a company wishing to maximize its tax credit may benefit from the use of PPP loan proceeds to pay the minimum amount of wages required for loan forgiveness, and use of non-PPP loan funds to pay as much of other eligible expenditures allowed with PPP loan funds.

Because the credit is only available for wages paid with non-PPP loan funds, a company should be able to trace funds used to pay wages to be able to demonstrate that the wages are not paid with PPP money. Until guidance is issued by the IRS on tracing funds, a PPP borrower who is otherwise eligible for the employee retention tax credit should consider keeping PPP loan proceeds in a separate account so that it can prove which wages are not eligible for the credit (those paid from the PPP account) and which wages are eligible for the credit (those not paid from the PPP account).

- **Retention Credit for Related Companies:** Under the CARES Act, not only was a company receiving a PPP loan ineligible to claim the employee retention tax credit, but any other related company sharing more than 50% common ownership was likewise barred from claiming the credit. This limitation affected private equity firms, since if one of its portfolio companies received a PPP loan, its other portfolio companies would not be eligible to claim the credit. Since the new law eliminates the

prohibition against a PPP borrower from claiming the credit, companies related to a PPP borrower would be eligible to claim the credit.

- **Refund Claims:** The change in the law allowing a PPP borrower (and its related companies) to claim the employee retention credit is retroactive to the effective date of the CARES Act. Consequently, a PPP borrower should be eligible to file amended payroll tax returns to claim the credit for wages that were not paid with PPP loan proceeds that were forgiven, assuming the credit requirements were otherwise satisfied. The same is true for companies related to a PPP borrower which did not file a refund claim because of the prior rule.
- **Size of Company for Employee Retention Tax Credit Purposes:** An additional change to the employee retention tax credit rules is especially relevant to PPP borrowers. Under the CARES Act, a company with 100 or fewer employees was eligible to claim the credit, even if its employees were working. By contrast, a company with more than 100 employees was eligible for the credit only for wages paid to employees who were not working. The new law increases this threshold to a company with 500 employees or less. This 500-employee threshold would cover any company eligible under the second round of PPP company size threshold of no more than 300 employees (*but see* the discussion below on the special PPP rule for hotel and restaurant businesses). Consequently, a company eligible for a second round PPP loan would also be eligible for the favorable employee retention credit rule for wages paid, even if its employees are working (but remember that the credit is not available for wages paid with a PPP loan that is forgiven).

However, this tax credit benefit for companies of 500 or fewer employees may not be available to all companies in the hotel or restaurant industry taking a PPP loan. A special rule for PPP loan eligibility for hotel or restaurant businesses tests the number of employees on a separate location basis, rather than the number of employees system-wide. On the other hand, the 500-employee threshold for the favorable tax credit rule is still tested on a company-wide basis, even for a hotel or restaurant business. For example, a company that owns 10 hotels, where each location has 75 employees, would be eligible for a second round PPP loan, since the PPP rules test the employee-count threshold on the number of employees at each separate location; however, the company would not be eligible for the favorable retention credit rule allowing the credit for wages paid to employees who are working, since it would have a total of 750 employees, which exceeds the new 500-employee threshold for this beneficial tax credit treatment.

Simplified Application

The Act creates a simplified application process for loans under \$150,000, such that:

- A borrower shall receive forgiveness if a borrower signs and submits to the lender a certification that is not more than one page in length and includes a description of the number of employees the borrower was able to retain because of the covered loan, the estimated total amount of the loan spent on payroll costs, and the total loan amount. The borrower must also attest that borrower accurately provided the required certification and complied with PPP loan requirements. SBA must establish this form within 24 days of enactment and may not require additional materials unless necessary to substantiate revenue loss requirements or satisfy relevant statutory or regulatory requirements. Additionally, borrowers are required to retain relevant records related to employment for four years and other records for three years. The SBA administrator may review and audit these loans to ensure against fraud.
- At the discretion of the borrower, the borrower may complete and submit demographic information for all PPP loans.

- This applies to loans made before, on, or after the date of enactment, including the forgiveness of the loan.

Reduced Document Retention Requirements for Loans Under \$150,000

Unlike larger loans that require borrowers to retain relevant supporting documentation for six years, for loans of up to \$150,000, borrowers will only be required to retain applicable documents for four years, as to employment records, or three years as to other records. These changes are retroactive to the passage of the CARES Act.

Increased Ability for PPP Borrowers to Request an Increase in Loan Amount Due to Updated Regulations

The Act requires the SBA administrator to release guidance to lenders within 17 days of enactment that allows borrowers who returned all or part of their PPP loan to reapply for the maximum amount applicable, so long that they have not received forgiveness. Additionally, this section allows borrowers whose loan calculations have increased due to changes in interim final rules to work with lenders to modify their loan value regardless of whether the loan has been fully disbursed, or if Form 1502 has already been submitted.

Oversight of SBA Audits

The Act directs the SBA to provide to Congress audit plans detailing the policies and procedures of the SBA for conducting forgiveness reviews and audits of PPP loans, including the criteria that the SBA will use to determine which PPP loans will be audited. The SBA has 45 days to submit these PPP audit plans.

* * * * *

This GT Alert speaks as of the date of issuance. Guidance is expected soon from SBA that may materially alter or supplement the information set out in this GT Alert. Interested parties should review any updated guidance posted on SBA's website and consult with counsel prior to submitting their application for forgiveness.

For more information and updates on the developing situation, visit [GT's Health Emergency Preparedness Task Force: Coronavirus Disease 2019](#) or [GT's COVID-19 Economic Stimulus Team](#).

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**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021**

BOARD REPORTS

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



For Emails and Packets

2021 ICVB Board Committee Assignments

The Board Chair and Vice Chair are members of all committees. Committee meetings are open to all members of the board and to the public; committee chairs may solicit committee participation by non-board members. Committees are not required to have a chair and a vice chair.

Executive Committee

Standing Monthly Meeting: Friday prior to each full board meeting, 9a.m. at TBD unless otherwise notified.

Chair – Karen Cooperstein

Vice Chair – David Cole

Committee Members: Karen, David, Greg Malcolm, Julia Kang, Rick Lindsey, Bob Bourgeois, Clem Lear

Staff Liaisons: Maura Gast, Susan Rose and Marianne Lauda

Committee Support & Communications: Carol Boyer

Board & Business Development Committee

Standing Quarterly Meetings: Dec. 4 (Prior chair), Mar. 12, June 11, Sept. 10, Dec. 3; all meetings at 9 a.m. at TBD unless otherwise notified.

Chair – Bob Bourgeois

Vice Chair – Richard Stewart Jr.

Committee Members: Karen, David, Bob, Richard, Joe Philipp, Julia Kang, Rick Lindsey, Rose Cannaday, Herb Gears, Clem Lear

Staff Liaisons: Maura Gast and Susan Rose

Committee Support & Communications: Carol Boyer

Community Engagement Committee

Standing Quarterly Meeting: Jan. 12, Apr. 6, July 13, Oct. 12; all meetings at 11:30 at TBD unless otherwise notified

Chair – Clem Lear

Vice Chair - Julia Kang

Committee Members: Karen, David, Clem, Julia, Clare Venegas, Stephanie Fenley-Garcia

Staff Liaisons: Maura Gast and Diana Pfaff

Committee Support & Communications: Carol Boyer and Carol Stoddard

Destination Development Committee

Standing Quarterly Meeting: Feb. 9, May 4, Aug. 10, Nov. 9; all meetings at 11:30 at TBD unless otherwise notified

Chair – Greg Malcolm

Vice Chair – Roy Santoscoy

Committee Members: Karen, David, Greg, Roy, Joe Philipp, Bill Mahoney, Julia Kang, Nydia Hoskins, Clem Lear

Staff Liaisons: Maura Gast and Lori Fojtasek; Tom Meehan (ICC)

Committee Support & Communications: Carol Boyer and Brenda Lopez

2021 ICVB Board & Committee Meetings

January 12	Community Engagement Committee, 11:30 a.m., ICC - Location TBD
January 22	Executive Committee, 9 a.m., Location: TBD
January 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location: TBD
DATE TBD	New Board Member Orientation
DATE TBD	Irving Hospitality Industry Annual Meeting, Digital
February 9	Destination Development, 11:30 a.m., TBD
February 19	Executive Committee, 9 a.m., Location: TBD
February 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
March 12	Board & Business Development; 9 a.m., Location TBD
March 19	Executive Committee, 9 a.m., Location TBD
March 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
April 6	Community Engagement, 11:30 a.m., Location TBD
April 23	Executive Committee, 9 a.m., ICC; Executive Director Semi-Annual Update
April 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
May 4	Destination Development, 11:30 a.m., Location TBD
May 6	<i>TENTATIVE – Semi-Annual City Council Update; National Travel & Tourism Week proclamation</i>
May 21	Executive Committee, 9 a.m., Location TBD
May 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
June 11	Board & Business Development; 9 a.m., ICC
June 25	Executive Committee, 9 a.m., ICC
June 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD (TENTATIVE: Budget Presentation)
DATE TBD	Strategic Planning Retreat
July 13	Community Engagement, 11:30 a.m., ICC
**July 16	Executive Committee, 9 a.m., ICC
**July 19	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
August 10	Destination Development, 11:30 a.m., ICC
August 18	<i>City Council Budget Retreat</i>
August 20	Executive Committee, 9 a.m., ICC
August 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
September 10	Board & Business Development; 9 a.m., ICC
September 24	Executive Committee, 9 a.m. ICC
September 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
October 12	Community Engagement, 11:30 a.m., ICC
October 22	SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC
November 9	Destination Development, 11:30 a.m., ICC
*November 12	Executive Committee, 9 a.m. ICC
*November 15	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
December 3	Board & Business Development; 9 a.m., ICC
December 9	<i>TENTATIVE – Semi-Annual City Council Update</i>
*December 10	Executive Committee, 9 a.m. ICC
*December 13	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC

**Early meetings due to holidays. ** Early meetings due to Destinations International Annual Convention.*

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
BYLAWS**

ARTICLE I. PURPOSE

The Irving Convention and Visitors Bureau (hereafter “the Bureau”) and its Board (hereinafter “the Board”) were established by Ordinance No. 2414 on November 9, 1972. (Chapter 16B of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.) The Ordinance establishes that the Bureau shall function as a separate entity from the City of Irving, but it shall remain responsible only to the Irving City Council (hereafter “the City Council”) and shall have the following duties:

- (a) To make recommendations to the City Council concerning the acquisition, construction, lease or purchase of convention center facilities including but not limited to civic center convention buildings, auditoriums, coliseums and parking areas or facilities for the parking or storage of motor vehicles or other conveyances located at or in the immediate vicinity of the convention center facilities.
- (b) Provide or locate facilities, personnel and materials for the registration of convention delegates or registrants.
- (c) Advertise for general promotional and tourist advertising of the City and its vicinity and conducting solicitations and operating programs to attract conventions and visitors.
- (d) Employ a Director whose duties shall be the promotion of Irving as a convention and tourist attraction.

The Board further has designated its purpose by the adoption of a mission statement. As the Board may act in the future to amend this mission, the Bylaws will be considered updated immediately upon the action of the Board to adopt a new mission.

The mission of the Organization shall be to enhance Irving’s economy and quality of life by marketing and advocating for the development of Irving as a premier destination.

ARTICLE II. RULES GOVERNING BOARDS AND COMMISSIONS

The Board operates within the guidelines set out within the City Charter and the City of Irving Code of Civil and Criminal Ordinances. (Details are provided in the ICVB Board Orientation Manual.)

Per the City Charter, Article IX – GENERAL PROVISIONS, Sec. 10 – independent boards:

The City Council may by ordinance provide that the management and operation of the Bureau shall be conducted independently of the office of city manager and the general management of the city. Such ordinance may provide that the Board shall have the exclusive right to appoint, remove and supervise the Executive Director of the Bureau and may give the Executive Director the exclusive authority to hire, discharge and supervise the employees of the Bureau.

The Board of the Bureau shall recommend to the City Council the Bureau's annual budget and the manner and use of the expenditures and allocation of Bureau revenues and funds. Final approval of the Bureau budget and the expenditure of Bureau funds, as well as the classification and salary structure of Bureau employees, shall be recommended by the Board and shall be the sole responsibility and prerogative of the City Council.

By approval of the Bureau's annual budget, its expenditures and allocation of Bureau revenues and funds, administrative services required by other city departments in support of the approved budget are authorized.

ARTICLE III. ORGANIZATION AND MEMBERSHIP

Section 1

The governance of the Bureau shall be vested in the Board as provided in these Bylaws. The Board shall set policy for, and oversee the Bureau's operations on behalf of the Irving City Council. The Board shall have the authority to adopt and enforce such policies, procedures and regulations as deemed appropriate to the Bureau, the visitor industry and the City of Irving. Members of the Board shall serve without compensation.

Membership shall consist of the following: a twenty-seven (27) member Board of Directors: thirteen (13) voting members, and fourteen (14) non-voting members, three (3) of whom are ex officio members. All members of the Board are appointed by the Irving City Council. Only the City Council has the authority to remove members of the Board.

Nine (9) voting members shall not be employed by, nor own an interest in, the hospitality or tourism industry; one (1) voting member shall be the current chair of the Greater Irving-Las Colinas Hotel Association; one (1) voting member shall be representative of the Irving hotel/motel industry; one (1) voting member shall be representative of the hospitality industry at-large (although not restricted to the hotel/motel industry); and one (1) voting member shall be representative of the restaurant industry.

Two (2) non-voting members shall be representatives of the hospitality industry, based upon the recommendation of the Board and the Greater Irving-Las Colinas Hotel Association; ~~one-two (2)~~ (2) non-voting members shall be representative of the hospitality industry at-large; one (1) non-voting member shall be representative of The Las Colinas

Association; one (1) non-voting member shall be representative of the University of Dallas; one (1) non-voting member shall be the current chair of Irving Tax Increment Reinvestment Zone No. 1 Board; one (1) non-voting member shall be the current chair of Dallas County Utility and Reclamation District Board or a designee of the chair; ~~one (1) non-voting member shall be representative of the Salesmanship Club of Dallas AT&T Byron Nelson Championship~~; one (1) non-voting member shall be a past Board member, based upon the recommendation of the Board; one (1) non-voting member shall be the Executive Director of the Irving Arts and Culture Department; and one (1) non-voting member shall be the Chair of the Irving Arts and Culture Board.

The three (3) ex officio, non-voting members shall be the chief executive officer of the Greater Irving-Las Colinas Chamber of Commerce, the chair of the board of the Greater Irving-Las Colinas Chamber of Commerce and the city manager or designee of the city manager.

One (1) of the voting members of the Board shall be elected by the Board as Chair and one (1) of the voting members shall be elected by the Board as Vice Chair. (Chapter 16B-1 of The Code of Civil and Criminal Ordinances of the City Of Irving, Texas, as amended by Ordinance 7217, February 19, 1998; as amended by Ordinance 8602, January 26, 2006; as amended by Ordinance 2011-9299, November 17, 2011; and as amended by Ordinance 2013-9421, January 10, 2013.)

The nine (9) voting members who shall not be employed by, nor own an interest in the hospitality or tourism industry must be residents of the City of Irving, eligible to vote in city elections. There is no residency requirement for the representative of the hotel/motel industry, representative of the hospitality industry at-large, representative of the restaurant industry, and the chair of the Greater Irving-Las Colinas Hotel Association.

All voting members of the Board shall serve for a period of two (2) years, unless sooner removed, with the exception of the voting member that is the chair of the Greater Irving-Las Colinas Hotel Association, whose term shall be defined by the term of service as its chair. Voting members of the Irving Convention and Visitors Bureau Board shall serve no more than three (3) full consecutive terms. When a member is appointed to complete a partial term, that partial term shall not count in computing the three (3) full consecutive terms. Non-voting and/or ex officio members may not be limited to three (3) consecutive terms, except that the one (1) non-voting member who is a past Board member should serve no more than one (1) full term; the Board may recommend to the City Council that the one (1) non-voting member who is a past Board member may serve a second full consecutive term.

The thirteen (13) voting members shall occupy a place on the Board, such places being numbered 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, and 13. The terms of office for places 1, 3, 5, 7, 9, 11, and 13 shall expire on odd-numbered years and the terms of office for places 2, 4, 6, 8, and 10 shall expire on even-numbered years; the term of office for place 12 is tied to the term of service as chair. The voting member representing the hotel/motel industry shall occupy place number 10, the voting member representing the hospitality industry at-large shall occupy place number 11; the voting member that is the chair of the Greater Irving-Las Colinas Hotel Association shall occupy place number 12; and the voting member representing the restaurant industry shall occupy place number 13.

(Section 16B-2 (c) (2) of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.)

The terms of office for all non-voting members of the Board will be defined by their terms of service as chairs of their respective entities or as designated by their respective entities.

In addition, the Board requests that the Mayor designate a member of the City Council to serve as City Council liaison to the Board, whose service is requested to ensure the Council's priorities are aligned with the Board's and to ensure the industry's priorities and concerns are conveyed to the Council. It is requested that the Council liaison be an active participant in the Board's regular meetings, including that of its Executive Committee.

Section 2

It shall be the duty of each member of the Board to take an active part in the deliberations of the Board and to act in whatever capacity he/she may be called.

It also shall be the duty of each Voting Member of the Board to actively participate in at least one committee of the Board each year.

Section 3

If a Board member is absent from three (3) consecutive regularly scheduled meetings within a twelve-month period without providing notice to the staff liaison, the Board member shall immediately forfeit the Board position. Enforcement of these attendance provisions are at the discretion of the City Council. Attendance rolls will be provided to the Office of the City Secretary annually or as otherwise requested. (Chapter 38, Sec. 38-5 Attendance of The Code of Civil and Criminal Ordinances of the City of Irving, Texas.)

Section 4

In the spirit of serving all of the City of Irving, a Board member may not concurrently serve on the Board of a related organization that creates a conflict of interest and should avoid any conflict of interest. Board members shall act in good faith, with undivided loyalty to the Bureau and with the high degree of diligence, care and skill which reasonably prudent persons would exercise in the conduct of their own affairs. Members of the Board may not take advantage of their positions, nor the knowledge gained there from, for private gain or other personal advantage, either for themselves, their families or anyone else with whom they have a direct or indirect personal or financial interest, to the detriment of the Bureau.

Board members must reveal conflicts of interest and apparent conflicts of interest which may exist through the disclosure of interests and activities, such as: the ownership, direct or indirect, of a financial or other interest in organizations supplying goods or services to the Bureau, or in the organizations which provide services competitive with the Bureau; the receipt or acceptance of benefits from any organization doing, or seeking to do, business with the Bureau or with a competitor of the Bureau; or participation in or taking advantage of any business opportunity or activity in which the Bureau has an interest or which may be competitive with the Bureau.

In addition to the background information required by the City of Irving's Application for Boards, Commissions and Committees, to assure compliance with applicable State law and City ordinances, Board Members are required to submit a Conflict of Interest Disclosure Statement annually (or within 30 days of appointment to the ICVB Board) to the Chair. The Bureau will retain file copies of all statements, which are documents of public record. It is understood that Conflicts of Interest on individual issues or items may arise throughout the year that may not otherwise be assumed at the time the statement is signed. As these conflicts arise, Board members are required to provide a revised Conflict of Interest Disclosure Statement that will replace the document on file.

The Executive Committee will review the statements upon submission. Should there be a determination there is a conflict noted that may cause detriment to the organization, the Executive Committee will meet with the Board member in question, review the noted conflict and determine an appropriate course of action. If requested by the Chair, or if the Board member in question does not agree there is a conflict and the Executive Committee disagrees, the Executive Committee will request in writing an opinion from the City Attorney, with notification to the City Council liaison and the Mayor.

If any member of the Board perceives another member has a conflict of interest, the Chair must be notified in writing of the perceived conflict. The Executive Committee will meet with the Board member in question to review the issue that has been raised. If requested by the Chair, or if the Board member in question does not agree there is a conflict and the Executive Committee disagrees, the Executive Committee will request in writing an opinion from the City Attorney, with notification to the City Council liaison and the Mayor.

Section 5

The Board will adhere to all City of Irving policies and procedures relating to Boards and Commissions. The Board may adopt policies and procedures specifically for the Bureau, and may adopt addendums or exceptions to existing City of Irving policies specifically for the Bureau. The Board will provide documentation of any new policies, procedures and addendums to the City Council liaison. Any policies considered by the Board that are in direct conflict with City policies may require the review of the Office of the City Attorney and/or the authorization of the City Council before they may be adopted.

Section 6

The Board shall have a long-range strategic plan, which is reviewed annually and is updated at least every three years.

Section 7

The Board shall not discuss, engage in, facilitate or condone activities that restrain competition in violation of state or federal laws or otherwise.

Section 8

Under no circumstances is any member to take action or make any statement purporting to commit the Board unless given authority by a vote of the Board.

Section 9

Only the Board may take action on the Board's behalf.

ARTICLE IV. MEETINGS

Section 1

Regular Meetings: The Board shall meet monthly in regular session on dates approved by the Board and published annually. A monthly Board meeting may be omitted if authorized by the Chair.

Section 2

Special Meetings: Special meetings of the Board may be called by the Chair, or by any three (3) voting Board members, and upon written request to the Executive Director. The call for a special meeting shall specify the day and the hour of such special meeting, shall list the subject or subjects to be considered and a Public Notice shall be posted at least 72 hours before the meeting is scheduled to begin. The agenda for any special meeting shall include a designation of the person(s) who called such meeting. In accordance with state law, the notice to the public of an emergency meeting must be posted at least two hours before the meeting is scheduled to begin. An emergency meeting exists only if immediate action is required of a governmental body because of an “imminent threat to public health and safety” or a “reasonably unforeseeable situation” and/or state law.

A Special Meeting will be called at least once annually to review the performance of the Executive Director.

Section 3

Quorum: Seven (7) of thirteen (13) voting members shall constitute a quorum.

Section 4

Conducting Meetings: All meetings of the Board and its committees or task forces are conducted in accordance with the Texas Open Meetings Act in its most current version and all meetings will be posted in accordance with applicable law.

Section 5

It is the responsibility of the Executive Director to see that posting of all meetings (regular, special and committee) is: correct in content; posted timely (in accordance with Texas Open Meetings Act); and distributed to all concerned.

Section 6

Meeting agendas are prepared by the Executive Director and upon request, will be submitted to the Chair of the Board for review prior to posting. The Chair may place items on the agenda or request that items be removed from the agenda, provided that the request is made to the Executive Director in writing five (5) working days prior to the meeting. Three (3) voting members of the Board may place an item(s) on the agenda, provided that request is made to the Executive Director in writing five (5) working days prior to the meeting. If three voting members of the Board place an item on the agenda, it may not be removed by the Chair.

Copies of agendas shall be delivered to the City Secretary’s office for posting.

Section 7

Minutes of all open meetings are taken and filed appropriately.

Section 8

Meetings are governed by Robert's Rules of Order (latest edition) in all applicable cases.

Section 9

All meetings of the Board and its committees are "open" meetings unless closed. Closed meetings (executive sessions) are those that are allowed by state statute to be closed and may include matters dealing with personnel, leases, land purchases, economic development and litigation. All Board members may attend closed meetings (executive sessions); however, pursuant to the Open Meetings Act and Attorney General opinions, the Chair may exclude one or more members from a closed meeting.

Section 10.

Meetings will follow open meeting procedure and all applicable state and local laws, to include: call to order; roll call (may be conducted non-verbally by staff); determination of quorum (may be conducted non-verbally by staff); recognition of guests; minutes approval; acceptance of financial reports; individual action items, including a consent agenda if published; staff reports; committee reports; announcements; and adjournment.

At the Chair's discretion, the meeting's agenda may be adjusted to accommodate other priorities. Special Presentations may be scheduled at the Chair's discretion and the meeting agenda amended to accommodate these presentations.

Section 11

Guests wishing to express a position on an agenda item shall be allowed to speak per the requirements of the Texas Open Meetings Act and in accordance with the City of Irving Citizen Comments Process.

Section 12

Following input from guest(s) on any agenda item, the discussion will be closed to the audience and the Board will proceed with its discussion and action.

Section 13

Voting shall be by hand vote, voice vote or by written ballot by all voting members in attendance; individual votes will be recorded in the minutes.

Section 14

In the case of extraordinary or exigent events that may occur between meetings, when action to protect the interests of the organization is required and cannot wait until the next regularly scheduled meeting, a special meeting may be called with the appropriate notifications, and actions taken as posted, provided a quorum of all voting Board members is present for any actions.

Section 14

Action: Under no circumstances is any member to take action nor make any statement purporting to commit the Board unless given authority by a vote of the Board.

ARTICLE V. CODE OF CONDUCT

Each Board member has obligation to give his/her input into any subject being discussed by the Board. Each Board member's input should be solicited and considered. Each Board member should be made to feel his/her contribution is important.

The City of Irving Code of Ethics as adopted by Resolution No. 2014-278 is applicable to all Board members. (Details are provided in the ICVB Board Orientation Manual.)

ARTICLE VI. ELECTIONS, OFFICERS AND DUTIES

Section 1

The ICVB Board at its November meeting following the annual appointment of new members and re-appointments by the City Council shall elect from its members a Chair and Vice Chair as Officers for one-year terms and until their successors are elected. A slate will be created by the Board & Business Development Committee, and nominations may also be taken from the floor. Elections are conducted by the current seated board. All voting Board members are eligible to serve as officers. Board elections may be held by hand vote, voice vote or by written ballot by all voting members in attendance; individual votes will be recorded in the minutes.

The November meeting is the last meeting for any outgoing Board members; newly appointed board members assume their duties at the following meeting.

The Chair shall, when present, preside at all meetings of the Board. The Chair shall generally provide oversight for issues requiring authorization beyond the Executive Director's for the governance of the Convention and Visitors Bureau, including the signing of special resolutions and other such documents requiring the Chair's signature and such other duties as may from time to time be prescribed by resolution of the Board or that are otherwise incidental to this office, including all documents that also may be forwarded to the appropriate City of Irving department.

The Chair is the Chair of the Executive Committee, and also shall serve as an ex officio member of all other committees and shall make all required appointments of standing and special committees.

The Vice Chair shall, in the absence of the Chair, preside over meetings of the Board and its Executive Committee and otherwise exercise all the powers and duties of the Chair. The Vice Chair is the Vice Chair of the Executive Committee, and shall serve as an ex officio member of all other committees.

At least once annually, the Chair shall call a Special Meeting of the Board to establish goals and objectives for the Executive Director and the Bureau, to determine performance criteria and to review the performance of the Executive Director, and to make any determinations regarding incentive performance, as well as any opportunities for improvement. The Chair will encourage input from all Board Members in this meeting. Any direction, input or action approved by the Board as a result of this meeting will be

communicated to the Executive Director either privately by the Chair or with the Board as a whole, at the Chair's discretion.

No action by any officer shall be binding upon nor constitute an expression of the policy of the Bureau or Board until it has been approved by the Board.

Section 2

Board Officers shall hold offices for one (1) year and until their successors are elected. A person may hold the same office for a maximum of two consecutive years.

Section 3

In the event that a vacancy occurs in the office of Chair, the Vice Chair shall assume the duties of Chair. An election shall be held to fill the position of Vice Chair at the next regularly scheduled meeting, unless the situation warrants a special meeting be called.

Section 4

In the event that a vacancy occurs in the office of Vice Chair, the Chair may appoint a Board member temporarily to assume the duties of that office until the next regular Board meeting, at which time an election shall be held to fill the existing vacancy.

Section 5

In the event that a vacancy occurs in the offices of the Chair and Vice Chair at the same time, a special meeting may be called of the Board of Directors. If the vacancies are considered permanent, the Board shall elect from its members a Chair and Vice Chair. If the vacancies are temporary and are not expected to exceed three (3) months, the Board shall elect from its members an Acting Chair and an Acting Vice Chair.

Section 6

In the event of the absence of the Chair and Vice Chair from a meeting of the Board of Directors or the Executive Committee, the Chair of the Board Development Committee shall serve as Chair for the meeting. In the event of the absence of the Board Development Committee Chair, as well as the Board Chair and Vice Chair, the Destination Development Committee Chair shall serve as Chair for the meeting.

Section 7

No member of the Board of Directors has the ability to appoint or remove a person from the Board of Directors, nor does the Board as a body; this authority lies only with the City Council.

Section 8

The Board shall employ an Executive Director who shall be the chief executive officer of the Bureau, and in that capacity, serve as a non-voting member of the Board and all its committees. The Executive Director shall be responsible for the preparation and preservation of all records detailing the administrative affairs of the Bureau and the Board. The Executive Director may delegate Board committee and reporting responsibilities to other employees of the Bureau.

ARTICLE VII. COMMITTEES AND DUTIES

Section 1

Standing committees are appointed by order of the Chair, as are the Chairs and Vice Chairs of these. All members of the board may serve as voting members of the standing committees; however, committee membership shall not necessarily be restricted to members of the Board. However, the Chair of said standing committees shall be a member of the Board and shall be appointed by the Board Chair. Committee chairs and member appointments should be made by the Chair at the first meeting following each annual meeting of members at which the officers are elected (typically the December meeting), and their appointments are in effect for the following calendar year. The standing committee Chairs and Vice Chairs are appointed by the Chair and ~~therefore~~ may serve multiple years as Chair or Vice Chair at the respective Board Chair's discretion.

The Board Chair shall have the authority to appoint task forces, liaisons or special committees at will; any such appointment shall report directly to the Chair and shall terminate at the end of the Chair's term. Appointees to these task forces, liaisons or special committees shall not necessarily be restricted to members of the Board.

The Board Chair shall ensure that an orientation shall be conducted for new Board members within the first three months of appointment that would include the responsibilities and accountability of the entire Board, including its oversight of the Executive Director. This orientation should be coordinated through the Board & Business Development Committee or may be conducted separately at the Chair's discretion; all board members are welcome to attend. At the invitation of the Board Chair, newly elected members of the City Council should be encouraged to attend an orientation; all current City Council members are welcome to attend.

No action by any committee shall be binding upon nor constitute an expression of the policy of the Bureau or its Board until it has been approved by the Board.

All committee reports and recommendations shall be submitted to the full Board, but they shall be deemed only advisory in nature until after they have been reviewed and confirmed by the full Board, and any actions requested taken by the full Board. If any committee deems a matter sufficiently urgent to require action before the next meeting of the full Board, it shall convey its recommendation to the Executive Committee.

Section 2

The committees meet at their discretion and shall consider such matters as are referred to them by the Board Chair or requested by the Executive Director, shall keep records of their activities and recommendations, and shall report to the Board at such intervals as required by the Board. Standing committee chairs may appoint subcommittees, liaisons, task forces or work groups to assist the committee in its responsibilities provided, however, that the leader of any such subcommittee, task force or work group or a liaison is a member of the standing committee and will report back to the standing committee.

All committee members are eligible to vote within the committee's deliberations.

Section 3

The Board shall have the following standing committees: Executive, Board & Business Development, Community Engagement, and Destination Development.

Section 4

The Executive Committee will include a minimum of seven (7) voting members and consists of the Chair and Vice Chair of the Board and the chair of each standing committee; must also include one Voting Hotelier as well as one other hotel or the industry representative at-large and the restaurant industry representative, if not otherwise represented as committee chairs. If the Immediate Past Chair remains a voting member of the Board, the Immediate Past Chair is also designated a member of the Executive Committee. The City Council liaison is also a ~~non-voting~~ member of the Executive Committee.

The Executive Committee shall have the authority to make recommendations to the Board as a whole to negotiate, hire, determine compensation, discipline, and dismiss the Executive Director.

If there is a temporary vacancy in the position of the Executive Director, the Executive Committee will make a recommendation to the full Board for an Interim Executive Director. If the vacancy is considered permanent, the Executive Committee will make a recommendation to the full Board for an Acting Executive Director and will determine the procedure and priorities for identifying and hiring a successor.

The Executive Committee shall review and study budget requests, income, and expenditures and recommend a comprehensive budget; review and study required audits and report on same; study and review the management of all funds held by the Bureau and the Irving Convention Center and submit reports and recommendations regarding same; review the insurance programs of the Bureau and submit reports and recommendations regarding same; and generally become familiar with any and all other matters relative to the fiscal affairs of the Bureau and submit such reports and recommendations as it deems necessary and appropriate. The Executive Committee may also provide review for any other issues that may require budgetary adjustments during the course of a fiscal year.

The Executive Committee may independently, or at the request of the Executive Director, obtain and consider independent compensation studies for any or all Bureau positions for changes in the salary structure in order for the Bureau to remain competitive in recruiting and retention initiatives.

Section 5

The Board & Business Development Committee is responsible for enhancing board development and effectiveness. Its primary goal is to Increase the ICVB's Competitiveness in the Marketplace. This committee is responsible for the Board's Bylaws, Legislative Affairs, Governance and Charter issues, Slate of Officers, Board Member Orientation, Strategic Planning, Tourism Public Improvement District (TPID) formulation, Accreditation and other projects as determined by the Board Chair or as requested by the Executive Director.

Section 6

The Community Engagement Committee is responsible for increasing awareness, appreciation and support for the Irving hospitality industry and the Convention and Visitors Bureau. Its primary goal is to Enhance the Community's Awareness and Appreciation of Irving as a Visitor Destination. This committee is responsible for the High Spirited Citizens recognition program, the Spirit of Irving Awards, the Hospitality Industry Annual Meeting, and other projects as determined by the Board Chair or as requested by the Executive Director.

Section 7

The Destination Development Committee is responsible for all Destination Development initiatives, including but not limited to: signage, hotel development, visitor amenities, zoning, ordinances, attractions development, meeting facilities, transportation issues, and other projects as determined by the Board Chair, or as requested by the Executive Director. Its primary goal is to Advocate for Destination-Defining Development and to Endeavor to Enhance the Visitor Experience.

ARTICLE VIII. COMMUNICATIONS

Matters coming from the public and from civic organizations, in order to be sure of consideration at the stated meeting of the Board, must be in writing and received by the Executive Director at the offices of Bureau at least five (5) working days prior to the Board meeting.

ARTICLE IX. EXECUTIVE DIRECTOR

Section 1

The Executive Director shall provide direct and daily leadership and administration of the Bureau in its mission to generate economic growth for the City of Irving by: marketing and promoting Irving as a competitive meeting, event, corporate and leisure destination; oversight and direction of the operation and administration of the Irving Convention Center at Las Colinas as its contract administrator; and developing and expanding the hospitality industry and its products.

The Executive Director reports directly to the Board and is accountable to the Board on all aspects of the performance of duties and responsibilities of the organization, the total budget of the organization, and the performance of both the Bureau and the Convention Center.

The Executive Director is responsible for implementing the long-range strategic plans of the Board and City Council, while simultaneously supporting the short-term requirements and needs of the hospitality industry in Irving.

Section 2

The Executive Director or his/her staff designee shall serve as a non-voting member of all of the Board's committees, standing or special, as well as of any task forces established. The Executive Director may delegate Board committee and reporting responsibilities to other employees of the Bureau.

Section 3

The Executive Director shall provide the Board an annual self-evaluation based on the goals and objectives established by the Board.

Section 4

With the concurrence of the Board, the Executive Committee shall have the authority to negotiate, hire, determine compensation, discipline, and dismiss the Executive Director.

The Board shall notify and involve the Office of the City Attorney in any disciplinary actions against the Executive Director.

Section 5

In the event of the temporary inability of the Executive Director to carry out his or her duties, an Acting Executive Director shall be appointed by the Executive Committee.

Section 6

At the direction of the Board Chair ~~or~~ and the Board & Business Development Committee, the Executive Director shall facilitate an orientation for new board appointees.

Section 7

The Executive Director shall hire all employees of the Bureau, set all employee job responsibilities and provide recommendations for compensation. The Executive Director may request the Board to consider independent compensation studies for any or all Bureau positions for changes in the salary structure in order for the Bureau to remain competitive in recruiting and retention initiatives.

ARTICLE X. FISCAL AFFAIRS

Section 1

The Executive Director shall submit a proposed annual budget to the Board on the forms and on a schedule to coincide with the City of Irving budget process. The Bureau's fiscal year coincides with the City of Irving fiscal year, and shall begin on October 1 and end on the following September 30. The Bureau's annual budget shall be approved by the Board no later than June 30 each year, and submitted to the Irving City Council for its review and authorization.

The budget submittal will also include a Marketing Plan (Program of Work) for the Bureau and Performance Goals.

The budget submittal will also include the budget for the Irving Convention Center at Las Colinas, including a detailed, long-range Capital Improvement Program budget.

Section 2

The Executive Director shall provide the Board with Financial Reports for the Bureau and the Irving Convention Center at Las Colinas on a monthly basis, in the formats required by the Government Accounting Standards Board (GASB) and the City of Irving.

Section 3

The Bureau shall be subject to audit by the City of Irving/its designee upon reasonable notice to the Bureau. The Bureau shall cause to be conducted an annual audit of the Irving Convention Center at Las Colinas, which results shall be reported to the Board for review, any necessary action and acceptance.

Section 4

Expenditures of hotel occupancy tax collections by the Bureau must be made in accordance with Texas Tax Code Chapter 351. Municipal Hotel Occupancy Taxes, Subchapter B. Use and Allocation of Revenue, Sec. 351.101. Use of Tax Revenue.

Section 5

The Bureau may accept any contribution, gift, bequest or device for any purpose consistent with its objectives and mission. The Bureau shall document receipt of all gifts and in-kind contributions, and shall compile a report of same as requested by the Board.

Section 6

All fiscal affairs of the Bureau shall be controlled and administered in accordance with the City of Irving financial policies, and any supplemental policies established by the Board.

ARTICLE XI. INDEMNIFICATION

The City of Irving Officer and Liability Plan (Chapter 27A, Article V, Irving Code of Ordinances) provides coverage for members of the Board for acts during the discharge of the member's official duties within the course and scope of the office.

ARTICLE XII. AMENDMENTS

The bylaws listed here, with the exception of those established by Ordinance No. 2414 dated November 9, 1972; Ordinance No. 8602, dated January 26, 2006; Ordinance No. 8913, dated February 7, 2008; Ordinance No. ORD-2011-9299 dated November 17, 2011; Ordinance No. ORD-2012-9320 dated February 23, 2012, and Ordinance No. ORD-2013-9421 dated January 20, 2013), may be amended at any regular or special meeting of the Board by two-thirds vote of members (provided notification in writing of the proposed amendment(s) shall have been made to all members at least fifteen working days prior to a regular or called meeting at which such action is proposed to be taken).

ICVB Bylaws
Page 16 of 16

Approved – 4/24/98
Revised – 7/28/99
Approved – 9/27/99
Revised – 5/1/06
Approved – 6/12/06
Revised – 9/13/06 & 10/18/06
Approved 11/20/06
Revised June 08
Approved 7/21/08
Revised August 2013
Approved: ICVB Board of Directors 9/23/13; Irving City Council 10/17/13
Revised July 2016
Approved: ICVB Board of Directors 7/25/16
Approved: ICVB Board of Directors, September 2017
Revised January 2020
Approved: ICVB Board of Directors; 1/27/20
[Revised January 2021](#)



MEMO

To: Chris Hillman, City Manager
From: Bret W. Starr, Finance Director
Date: December 11, 2020
Subject: Update on Short Term Rentals and Contract with LODGINGRevs/MUNIREvs

In September 2020, the city contracted with LODGINGRevs/MUNIREvs to provide services to identify, monitor, and collect local Hotel Occupancy Taxes from short term rentals (STR) in Irving. Over the past few months, staff has been working with LODGINGRevs to set up the system and to map property data to identify STR properties. A \$1 payment test has been made from the MUNIREvs system to the city's bank and has been refunded. City staff from both Financial Services and ICVB have attended training under the new system this week to prepare to use the system collections, reports and analytics.

Based on the initial review by LODGINGRevs, they have identified 158 properties in Irving offering STR in addition to the ten STR properties currently reporting and paying local HOT taxes. The city will notify all property owners of the new collection service and the requirement for them to register with MUNIREvs to remit and report taxes owed. The letter will be mailed out Friday, December 11. A sample letter has been attached to this memo for your information. This notification will give property owners several weeks to register with MUNIREvs and set up their information prior to the end of the month. A reminder letter will be sent to those properties who do not register after two weeks. December 2020 will be the first month of collections for STR properties. All payments and reports from STRs will be filed electronically on the MUNIREvs website.



December 8, 2020

BRAYDEN'S TESTING PROPERTY
1040 MAIN AVE
DURANGO, CO 81301

Dear BRAYDEN'S TESTING PROPERTY,

The purpose of this correspondence is to inform you that pursuant to state law and City of Irving ordinances the City of Irving requires the reporting and remittance of hotel occupancy taxes from the operation of short-term rental properties in the same manner as other hotels and motels in the city. It has come to our attention that you are operating the property located at 3321 UNIVERSITY PARK LN as a Short-Term Rental.

We have associated this property record with the following advertisement(s):

<https://www.airbnb.com/rooms/46300997>

The City of Irving began using a new online tax and licensing system called MUNIRevs in December 2020. City staff is confident you will find this new platform to be user friendly. The City requests that you register your property in this new system and begin filing your taxes in accordance with state law and City of Irving ordinances. You are required to file a zero dollar return when no revenue is to be reported. Beginning October 1, 2020, the city now collects municipal hotel occupancy taxes on a monthly basis.

The online filing portal allows business owners to create a free registration account that enables them to file directly and pay hotel occupancy tax. There is no credit card convenience fee when paying by credit card. To access your account, go to <https://irving.munirevs.com>. After registering your email address and selecting a password, you will be prompted to utilize the following information to link to your property:

- 6 Digit Business License Number: 000110
- MUNIRevs Activation Code: OSKE6E

If you have any questions or feel you have received this letter in error, please contact Donna Savala at dsavala@cityofirving.org or 972-721-4836.

Sincerely,

Bret W. Starr

Bret W. Starr
Finance Director

Need Assistance?

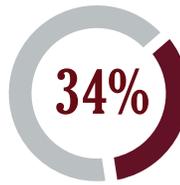
Unlimited phone and web support is available Monday through Friday from 8 a.m. to 5 p.m. by contacting MUNIRevs at 1-888-751-1911 or support@lodgingrevs.com.

BUDGET OVERVIEW & FINANCIAL HIGHLIGHTS

CITY OF IRVING FISCAL YEAR 2020-21

The City of Irving fiscal year begins Oct. 1 and ends Sept. 30. The Fiscal Year 2020-21 (FY 21) Budget is the most important document approved by City Council annually and guides the city's priorities and work plan.

Irving City Council
Adopted a **Balanced**
\$687.9 M
Operating Budget,
which includes the
General Fund and
Several Dedicated
Funds



34% THE GENERAL FUND ACCOUNTS
FOR 34% OF ALL FUNDS COMBINED

66% Dedicated Funds

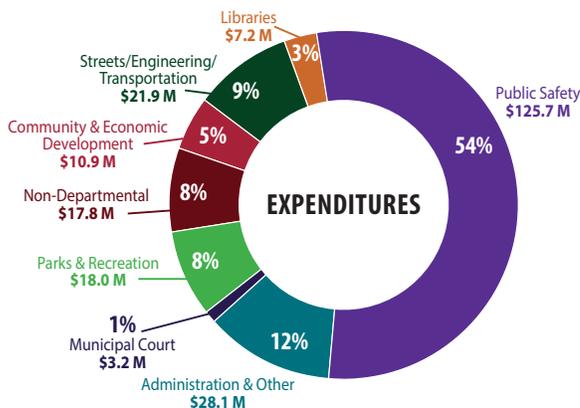
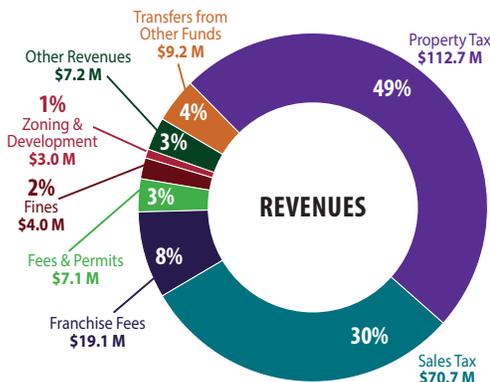
- ▶ 17% Water and Sewer System Funds
- ▶ 14% Capital Improvement Funds
- ▶ 12% Debt Service Funds
- ▶ 11% Special Revenue Funds
- ▶ 12% Other Funds Include Internal Services, Grants, Solid Waste Services, Hotel/Motel Tax and Municipal Drainage Utility

FY 21 KEY PROJECTS INCLUDE

- ▶ Additional Public Safety Mental Health and Social Services Support
- ▶ Capital Improvement Projects
 - ▶ Water and Wastewater Improvements
 - ▶ Drainage Solutions for a Better Tomorrow
 - ▶ Road to the Future
 - ▶ Park Improvements
- ▶ Infrastructure Support and Equipment
 - ▶ Water and Sewer
 - ▶ Drainage Utility
- ▶ Animal Services Kennel Replacement

FY 21 GENERAL FUND \$232.9 M

The **GENERAL FUND** is the City's Main Operating Fund Containing the Majority of Revenues, Operating Expenditures and Departmental Budgets



PROPERTY AND SALES TAX

City Property Tax Rate Remains Constant for **7th** Consecutive Year:
\$0.5941/\$100 Valuation



79% OF THE CITY'S GENERAL FUND REVENUE
COMES FROM PROPERTY AND SALES TAX

54% Goes Toward Funding Police, Fire and Emergency Medical Services

FY 21 TOTAL PROPERTY TAX BILL BREAKDOWN

Based on Average Single Family Taxable* Home Value of **\$209,809** with a 20% Homestead Exemption

School Districts in Irving Average	Dallas County Entities	City of Irving
53%	25%	22%
Tax Rate \$1.2799	Tax Rate \$0.6398	Tax Rate \$0.5941
Annual Total \$2,365.43	Annual Total \$1,073.95	Annual Total \$997.18

*The average Irving homeowner will pay \$997.18 per year, or \$2.73 per day in city property taxes

FY 21 SALES TAX ALLOCATION

The City Estimates **\$583.1 M** in Sales Tax Revenues for FY 21, **76%** of which Goes to the State of Texas

State of Texas	DART	Irving
\$441.7 M	\$70.7 M	\$70.7 M
6.25%	1%	1%

VIEW THE CITY OF IRVING FY 21 BUDGET AT CityofIrving.org/Budget

SOLID FINANCIAL POSITION

AAA Municipal Bond Rating from Moody's and Standard & Poor's

As of October 1, 2020, the Fund Balance of the General Fund is Projected to be **\$73.4 M**

The City's Debt Service Reserve Balance is Projected to be **\$17.3 M**

In FY 20 the City Saved **\$15.3 M** in Interest Savings by Restructuring and Refinancing Debt

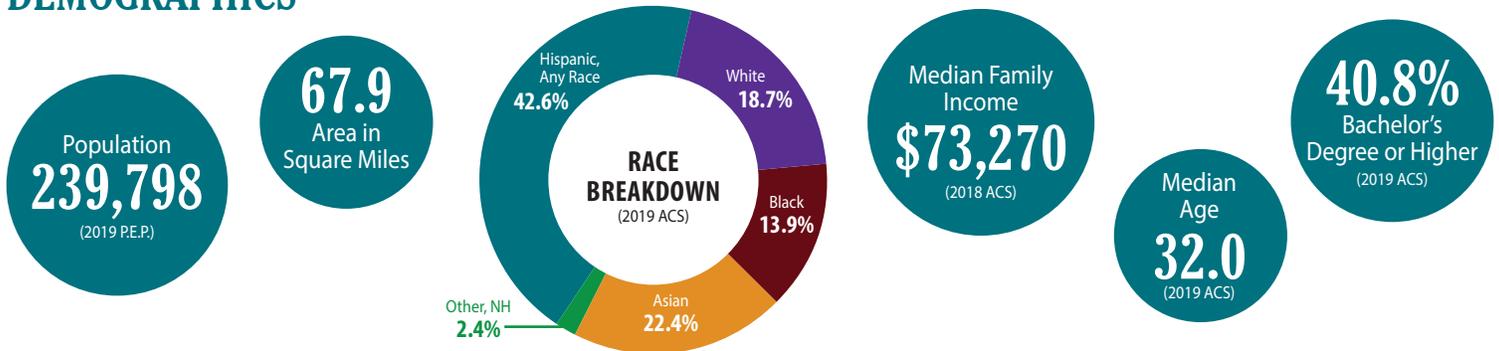
TAXABLE VALUES

According to the Dallas Central Appraisal District, the Total Estimated Taxable Value for the 2020 Tax Year is **\$28,154,059,329**, an Increase of **\$239,414,248**

New Residential Construction Added **1,145** New Properties with an Average Value of **\$176,531**, and New Commercial Construction Increased by **47** Properties with an Average Value of **\$7.3 M**

The Average Taxable Value for an Irving Home is **\$209,809** with an Average Market Value of **\$273,391**

DEMOGRAPHICS



VIBRANT ECONOMY

8 FORTUNE 500 HEADQUARTERS

- ▶ Exxon Mobil
- ▶ McKesson
- ▶ Kimberly-Clark
- ▶ Fluor
- ▶ Vistra Energy
- ▶ Pioneer Natural Resources
- ▶ Celanese
- ▶ Commercial Metals

FY 20 Capital Investments
\$486 M

Number of Businesses
8,500

Jobs Created/Retained
14,448

Commercial Space Occupied
5.8 M Sq. Ft.

ACCESS • AMENITIES • LIFESTYLE

Home of **DFW International Airport** and Adjacent to **Dallas Love Field Airport**

Trinity Railway Express (TRE) with **Two** Stations in Irving Connecting Passengers to Destinations Throughout Dallas and Tarrant Counties

DART Commuter **Rail Line & Local Buses**

Four 18-hole Championship Golf Courses

Over **80** Parks, **32** Miles of Trails, **Four** Libraries and a Newly Remodeled Municipal Golf Course

Smithsonian-Affiliated **Arts Center**

Four Museums, **Three** Symphonies and Award-Winning Theater Productions

GOVERNANCE

Founded in **1903** and Incorporated in **1914**

2,208 Full-Time-Equivalent City Employees Budgeted

The City of Irving is Governed by an **At-Large** Mayor, **Six** Single-District Council Members and **Two** At-Large District Council Members

21 Appointed Boards, Commissions and Committees with Almost **200** Irving Residents Serving Various Functions



PLANNING & INSPECTIONS DEPARTMENT CONS
January 2021

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	The Luxe At Las Colinas	5000 N. S.H. 161	Apts	149,076 SF	\$12,000,000	Permit Issued	3/6/2020	Irving	Oct-20
4	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Approved	5/3/2020	Irving	Oct-20
5	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20
6	Reflections At Valley Ranch	8801 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
7	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
8	Reflections At Valley Ranch	8821 RodeoDr.	Apts	15,422 SF	\$1,005,000	Permit Pending	11/23/2020	Irving	Dec-20

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	00 W. John Carpenter Fw	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Lindemood Demolition	2010 S. Nursery Rd.	Ofc.	20,269 SF	\$3,800,000	Permit Pending	8/19/2020	Irving	Sep-20
4	Irving Reg. Dialysis Ctr. Addn.	2535 W. Airport Fwy	Medical Office	1,930 SF	\$450,000	Permit Issued	9/25/2020	Irving	Jan-21
5	Parking Garage	225 W. John Carpenter Fw	Parking Garage	349,514 SF	\$10,500,000	Permit Issued	10/22/2020	Irving	Jan-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	MRB Contractors	1615 W. Irving Blvd.	Office/Warehouse	20,998 SF	\$2,000,000	Permit Pending	8/12/2020	Irving	Sep-20
3	Coast Southwest	5225 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20
4	Shell Bldg.	2201 Chemsearch	Office/Warehouse	327,146 SF	\$10,700,000	Permit Pending	9/3/2020	Irving	Oct-20
5	Dr. Pepper Equipment Bldg	2304 Century Center	Industrial	488 SF	\$1,992,000	Permit Approved	9/17/2020	Irving	Oct-20
6	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
7	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
8	Elite Trailer Svc	2764 E. Grauwlyer	Warehouse	3,550 SF	\$200,000	Permit Pending	12/17/2020	Irving	Jan-21

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Aug-20
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	3420 W. Shady Grove	Restaurant	5,230 SF	\$2,000,000	Permit Pending	7/8/2020	Irving	Aug-20
2	Starbucks	4080 W. Airport Fwy	Restaurant	931 SF	\$450,000	Permit Approved	11/4/2020	Irving	Jan-21
3	Starbucks	313 W. Irving Blvd.	Restaurant	1,905 SF	\$750,000	Permit Pending	11/20/2020	Irving	Dec-20
4	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Pending	12/17/2020	Irving	Jan-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	COI Heritage Park Outdoor Stage	175 W. Third	Govt	3,211 SF	\$1,500,000	Permit Issued	4/8/2020	Irving	Jul-20

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Dec-20	28	\$8,805,412	22	\$7,500,412	6	\$1,305,000	0	\$0

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

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

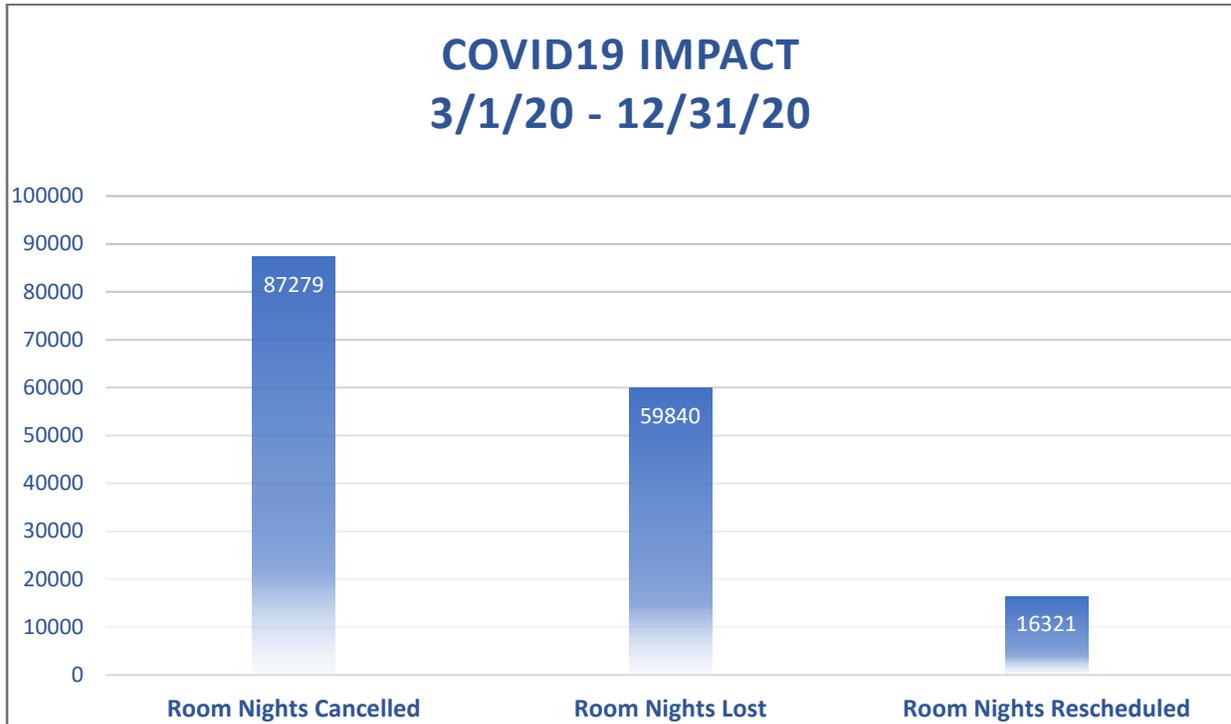
Date: January 14, 2021
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for December 2020

Convention Sales Activities

Leads Generated	December	YTD
Irving CVB – Hotel Leads	42	154
Irving Convention Center Leads	13	39

December

Room Nights Generated	Monthly Goal	December 2020 Actuals	December 2019 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	December Convention Center	Convention Center YTD
Definite Room Nights	6493	2095	25957	77916	26161	46249	10	3553
Lost Room Nights		18328	40585		42300	165243	13069	30692



Customer Services Activity December Servicing & Inventory

Groups Served	
December	2
YTD	4

	December # of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	2	1529 Badges/ Lanyards
Pens	1	300
Bags	1	300
Promotional Materials	2	1000 Restaurant Maps/TMF maps/ Surveyors, Welcome Sign
Staffing Services	0	0 Event Hours

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

Definite Bookings January 2021 - June 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Archer Travel Services	Sarafina Thomas Ministries, Inc	1/7/2021	1/10/2021	350	180
Flying Eagles	Flying Eagles Reunion	1/8/2021	1/10/2021	150	237
Pathways Core Training Inc.	Pathways Monthly January 2021	1/15/2021	1/31/2021	100	242
200x85	CCM World Invite - Dallas January	1/15/2021	1/17/2021	1000	555
Southwest Society of Periodontists	Southwest Society of Periodontists 2021 Winter Meeting	1/21/2021	1/23/2021	150	240
Art of Movement (Dance)	Art of Movement 2021	1/22/2021	1/23/2021	300	250
Spicy Foods Productions, LLC	ZestFEST Staff & Vendor Rooms	1/22/2021	2/1/2021	125	180
Marcus Evans	Healthcare CMO/CNO/CIO Fall Summit	1/23/2021	1/27/2021	240	595
PLH Group	Annual Management Meeting	1/25/2021	1/28/2021	125	250
Youth America Grand Prix	Youth America Grand Prix 2021 Staff	1/27/2021	1/31/2021	50	50
Dallas Stars Elite Hockey Club	3rd Annual 2021 Dallas Stars Elite Invitational	1/28/2021	1/30/2021	300	435
IMEG Corporation	IMEG Corp Annual Meeting	2/1/2021	2/3/2021	60	120
Lantz Medical	Lantz Medical National Sales Meeting	2/2/2021	2/5/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	2/2/2021	2/5/2021	80	247
ELAM Ministries	Founders Weekend	2/3/2021	2/7/2021	100	260
Diamond Tours	Diamond Tours 2021	2/7/2021	4/16/2021	50	162
Gaelco Darts USA	Gaelco Darts USA Tournament 2021	2/10/2021	2/14/2021	200	305
Pathways Core Training Inc.	Pathways Monthly February 2021	2/12/2021	2/27/2021	100	242
Women's Basketball Hall of Fame	Ladies Ball Regional Championship 2021	2/12/2021	2/15/2021	2000	980

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Boy Scouts of America	National Executive Board & Committees Meeting 02/2021	2/14/2021	2/16/2021	75	153
Big 12 Conference	CFO West Football Officiating Clinic 2021	2/18/2021	2/20/2021	400	316
US Youth Soccer Association	US Youth Soccer U15-U17 Girls National Showcase Dallas TX_Feb2021.	2/18/2021	2/20/2021	700	597
Southern Baptists of Texas Convention	Evangelism Conference	2/19/2021	2/24/2021	3500	615
INSURICA	2021 INSURICA Summit	2/21/2021	2/23/2021	200	205
HCA Healthcare	HCA 2021 ASD Medical Directors Conference	2/23/2021	2/28/2021	175	392
McTeggart Irish Dancers of North Texas	Texas State Championships, and Cowtown Feis	2/26/2021	2/27/2021	600	520
American Legal and Financial Network	2021 ALFN Bankruptcy Intersect	3/3/2021	3/4/2021	100	70
Prospanica - The Association of Hispanic Professionals	2020 Prospanica Leadership Summit	3/4/2021	3/5/2021	150	110
TexSom	TEXSOM 2021 International Wine Awards	3/6/2021	3/10/2021	200	390
NBM Incorporated	The NBM Show - March 2021	3/7/2021	3/15/2021	4000	506
a360inc	2020 a360inc Solutions Summit	3/8/2021	3/11/2021	120	204
Texas Steel Guitar Association	Annual Meeting for 2021	3/10/2021	3/14/2021	400	845
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2021	3/10/2021	3/12/2021	60	90
Dance With Me USA	Dance With Me Texas - March	3/10/2021	3/14/2021	100	175
Texas Steel Guitar Association	Annual Meeting for 2021 - Overflow Rooms	3/11/2021	3/14/2021	400	100
Pathways Core Training Inc.	Pathways Monthly March 2021	3/12/2021	3/27/2021	100	242
Aselia Con	Aselia Con 2021	3/17/2021	3/21/2021	800	156
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/18/2021	3/21/2021	350	354

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ALM First Financial Advisors, LLC	2021 ALM First Financial Institute	3/21/2021	3/24/2021	150	441
Scrapbooking Expo	Scrapbooking Expo	3/24/2021	3/27/2021	3000	1075
Confluent Health	Confluent Health PTVille2/ Key Leader	3/25/2021	3/27/2021	115	124
Institute for Portfolio Alternatives (IPA)	IPA Policy & Government Affairs Board Strategic Planning Session 2021	3/28/2021	3/31/2021	45	105
BNSF Railway Company	BNSF 2021 Railway Agricultural Summit	4/4/2021	4/7/2021	109	193
Design-Build Institute of America - Southwest	DBIA-SW Annual Conference	4/7/2021	4/8/2021	150	140
Pathways Core Training Inc.	Pathways Monthly April 2021	4/9/2021	4/24/2021	100	242
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	4/10/2021	4/14/2021	85	287
American Recovery Association	2021 NARS and Annual Meeting	4/11/2021	4/17/2021	300	838
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	4/12/2021	4/15/2021	120	322
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	4/14/2021	4/19/2021	300	337
Assemblies of God/Marriage	Marriage Encounters	4/16/2021	4/18/2021	80	80
Central Region Users Group	Central Region Users Group (CRUG)	4/19/2021	4/22/2021	120	252
Lean Construction Institute	LCI National Practice Team F2F Meeting	4/20/2021	4/21/2021	40	35
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 Staff Rooms	4/21/2021	4/25/2021	500	63
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 ATTENDEE	4/21/2021	4/25/2021	500	20
Big 12 Conference	National Referee Conference 2021	4/22/2021	4/24/2021	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2021	4/22/2021	4/25/2021	200	300

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American Association of Veterinary State Board	2020 AAVSB RACE Committee Spring Meeting	4/23/2021	4/25/2021	18	32
The Unified Group	Unified Group Financial Forum 2020	4/28/2021	4/30/2021	20	90
Andromeda Consultants	Tabletop Gamers	4/28/2021	5/2/2021	350	229
Windsor National Associates	Windsor National Associates	4/29/2021	5/2/2021	158	158
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	5/2/2021	5/8/2021	100	280
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2021 - Over-flow Room Block at Texican Court	5/2/2021	5/4/2021	400	30
CSL Plasma Inc	CSL Plasma Meeting	5/3/2021	5/7/2021	90	360
Texas Court Appointed Special Advocates	The Forum 2020	5/5/2021	5/7/2021	120	100
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765
Pathways Core Training Inc.	Pathways Monthly May 2021	5/7/2021	5/22/2021	100	242
American Horse Publications	American Horse Publication 2021	5/17/2021	5/22/2021	110	301
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Tech Conferences	Share Point Fest	5/23/2021	5/28/2021	400	420
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
SENPA	SENPA 2021 Conference	6/3/2021	6/6/2021	160	350
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242
Texas Trial Lawyers Association	2021 TTLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
United in Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Re-Trainer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
Steubenville	Steubenville / Life Teen Host and Overflow hotels	6/23/2021	6/27/2021	5000	2885
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220

**Highlighted items above are Target Industries for Irving



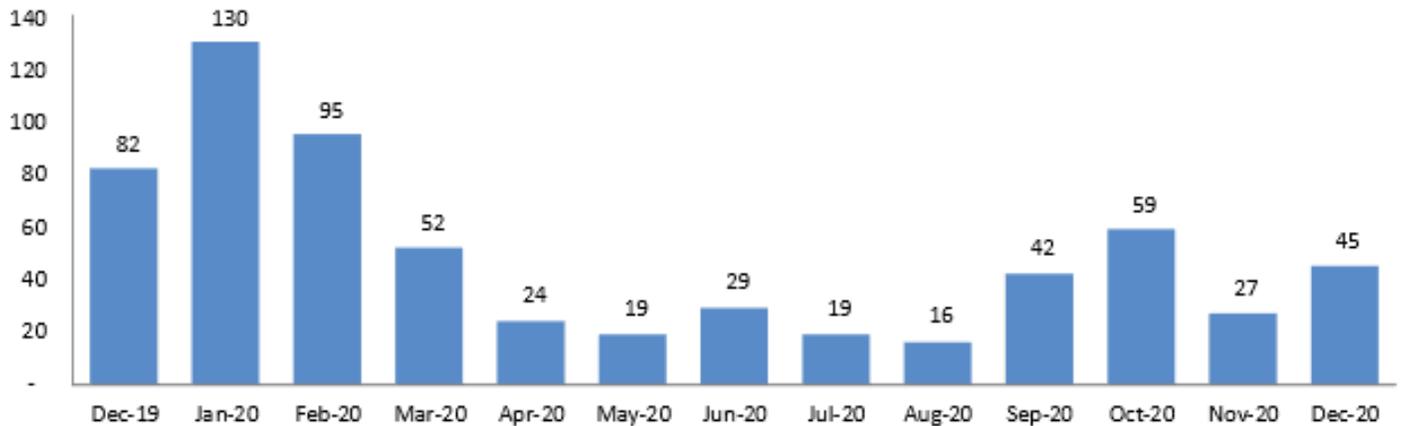
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: January 21, 2021
Re: December 2020 Board Report

Meetings Leads

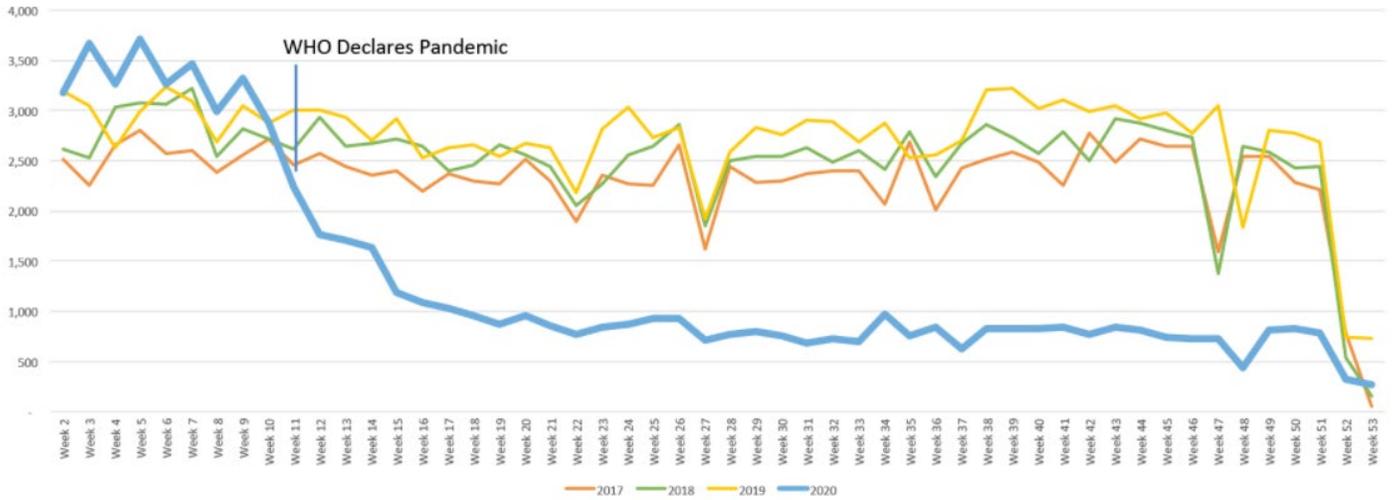
December saw an increase in meetings leads from the previous month with **45 total leads**. Of those leads, ten were sourced through Cvent, 20 were from click-to-call ads, and 15 came through the websites. From January 2020 through December 2020, there were 557 total leads.

Leads and RFPs



The pandemic's impact on meetings continues to depress lead volume below previous years and aggregated DMO lead volume dropped further in December, likely due to the holidays. While not indicated in the graph below, during second week of January 2021, leads increased to their highest volume since August 2020.

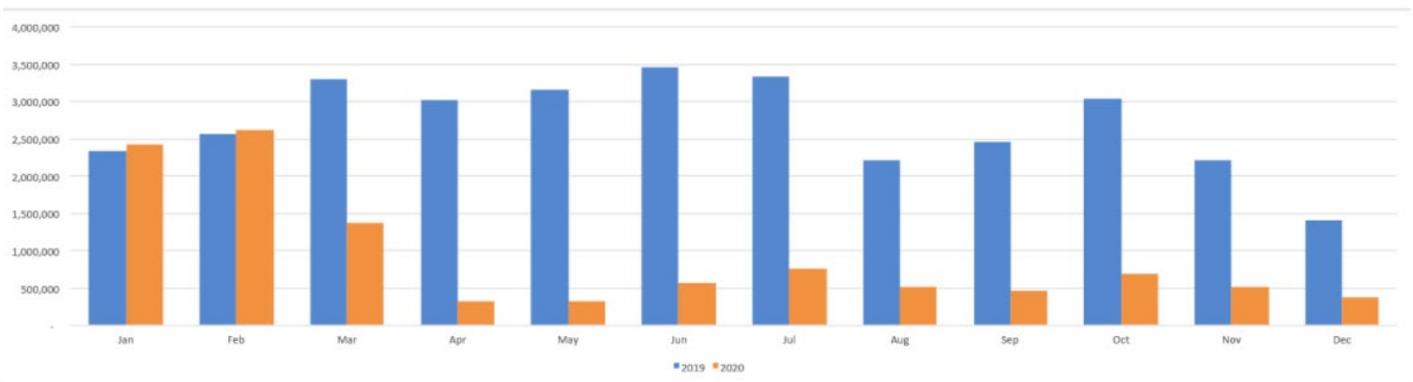
Lead Volume vs. Previous Three Years Aggregated Data of 200 U.S. DMOs



Insights provided by Simpleview show that as of December 31, 2020, data from their sample set of 200 U.S. DMOs are reporting **21.6 million fewer** room nights on the books vs. the same time last year.

As of December 31, 2020: Room Nights on the Books December 2020 vs. December 2019

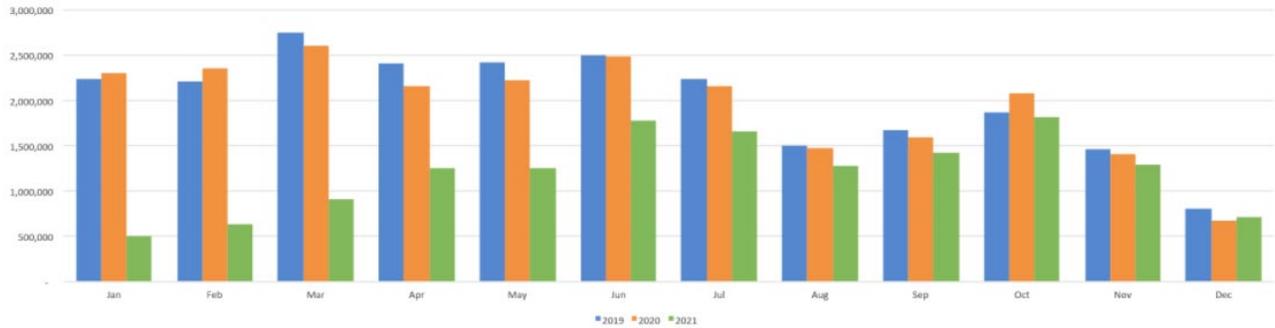
Aggregated Data of 200 U.S. DMOs



As of January 10 2021, there are 8.9 million fewer room nights than in 2020 (orange) and 9.5 million fewer room nights than in 2019 (blue).

As of January 10, 2021: Room Nights on the Books January 2021 vs. January 199 & 2020

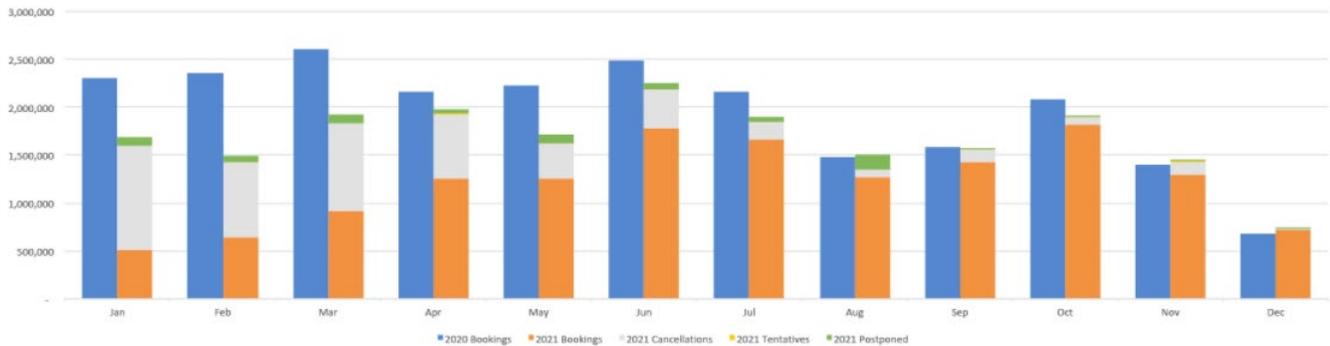
Aggregated Data of 200 U.S. DMOs



This week's booking totals decreased for the year, but there were increases from August through December.

As of January 10, 2021: 2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements

Aggregated Data of 200 U.S. DMOs



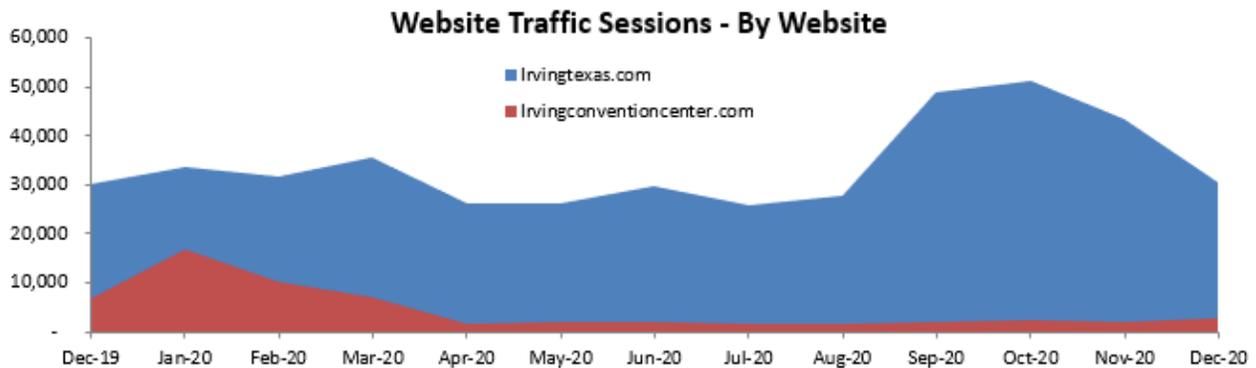
CARES Staycations and Meetings Campaigns

The Staycations campaign continues to perform well. From September through December 2020, the campaign has produced **59,729 sessions** and **21,927 hotel referrals** with a **potential economic value of \$4,260,800**. The meetings campaign generated **18,195 sessions** and **81 leads**.

The conversion rate for the Staycations campaign remains high in December at an average of 39%. Facebook advertising performed the best in December generating 33,232 sessions and 14,201 hotel referrals, while paid search generated an additional 18,781 sessions and 4,712 hotel referrals. In December, the Meetings Campaign generated **1,138 sessions**. 907 site visits came from paid search ads, while Facebook produced 250 site visits, and LinkedIn advertising produced 59 site visits. The meetings campaign generated 24 leads last month.

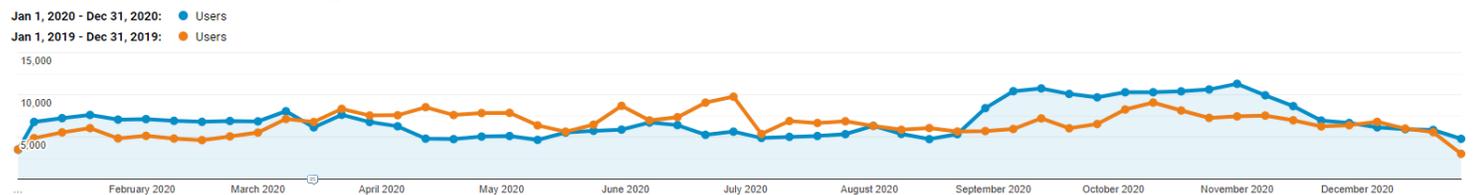
Website Traffic

Website traffic decreased in December with **33,227 total sessions** and **29,419 total users** to both websites, which is just under the amount of traffic in December 2019. The Visit Irving website had **30,546 sessions** and **27,130 users**. Traffic to the Irving Convention Center website increased from the previous month with **2,681 sessions** and **2,289 users**. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting regular events and large public shows.



Visit Irving Overall YOY Website Traffic

January – December 2019 (orange) vs. 2020 (blue)

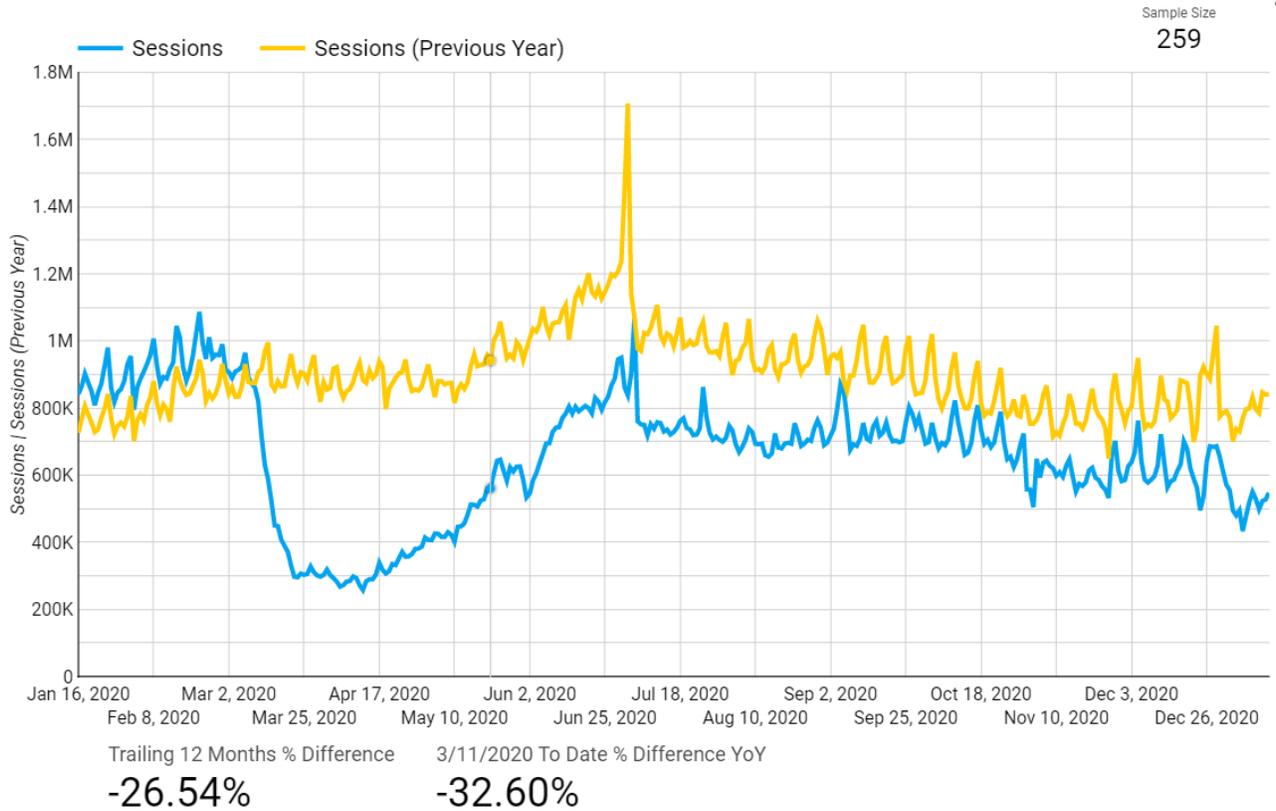


On Irvingtexas.com, year-over-year **sessions increased by 2.17%** with **410,814 total sessions** in 2020. Users increased by 4.8%, new users increased by 5.9%, and session duration (time on site) increased by 10.46%.

The Visit Irving website also continues to perform well relative to the industry. Aggregated data provided by Simpleview shows that the industry has experienced a YOY decline in sessions of -26.54%, and our region has experienced a YTD decline of -29.68%.

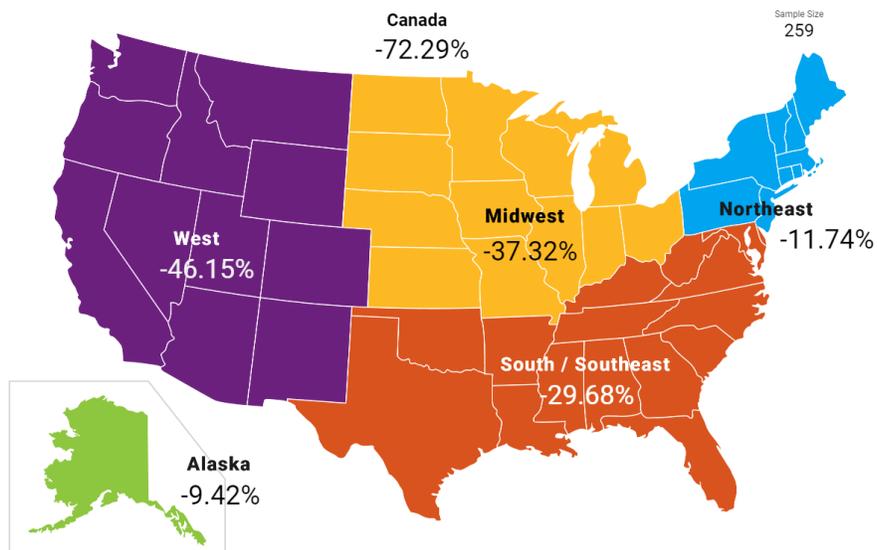
Aggregated YOY Overall DMO Website Traffic

January 1 – December 2020, provided by Simpleview Inc.



Aggregated YOY Overall DMO Website Traffic By Region

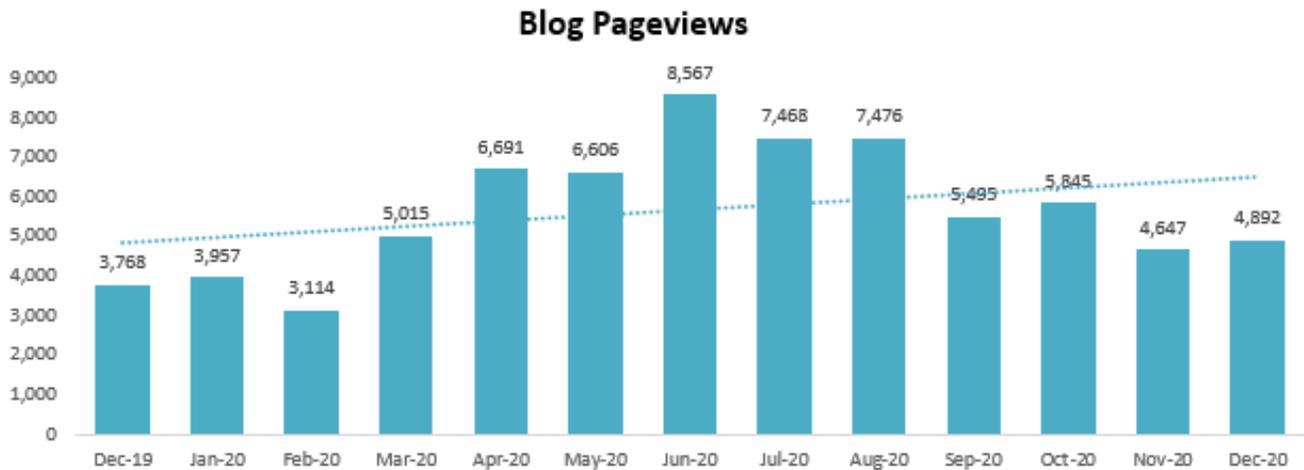
January 1 – December 2020, provided by Simpleview Inc.



Blog Traffic

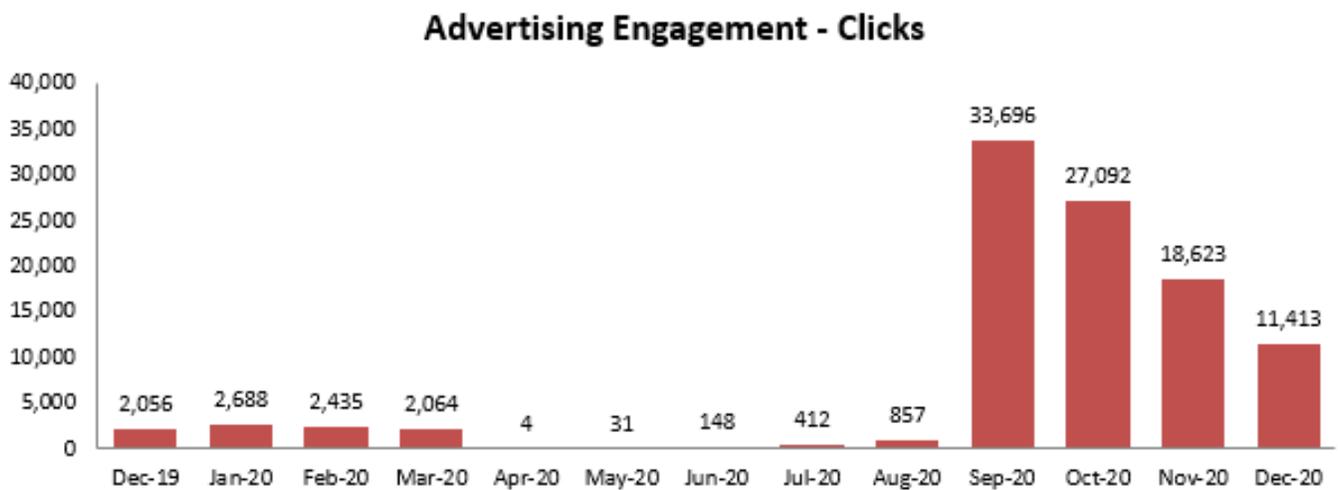
Blog pageviews increased in December, with **4,892 pageviews** and performed better than December 2019 with a YOY increase of 29.8%. Year-to-date, the blog had **69,779 total pageviews**, which was an 18.79% increase over 2019 and the average time on page increased by 32%.

The top posts in December “We Tried the Three Day Juice Cleanse at Freshii, Here’s What Happened,” with 485 pageviews, “Twas the Night Before Quarantine,” with 245 pageviews, and “Irving Hot Spots for New Year’s Eve,” with 190 pageviews.



Advertising

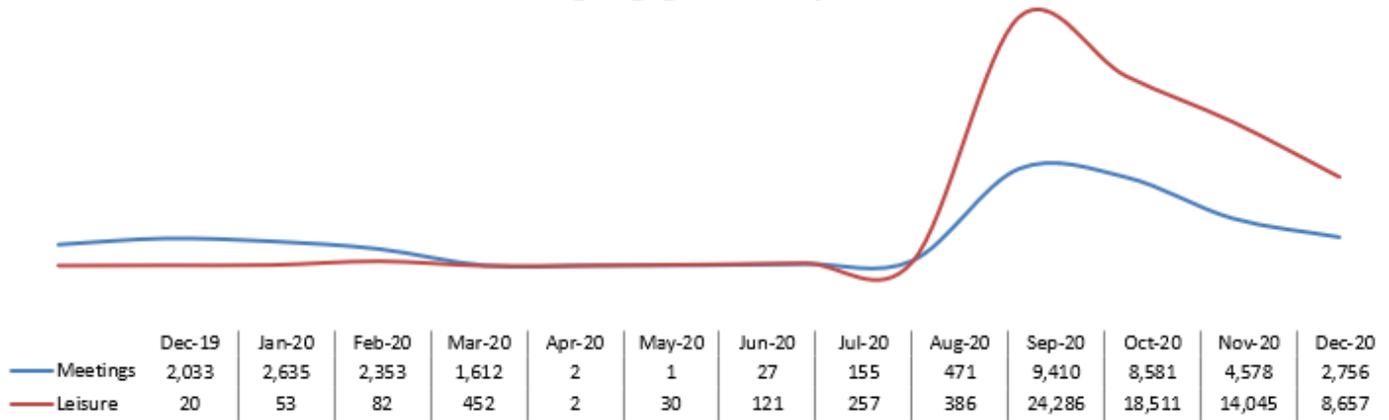
Advertising engagement declined from the previous month with **11,413 site visits** and 508,538 advertising impressions. In 2020, there was a total of **99,463 site visits** and over **6.5 million impressions**.



Advertising cont.

The leisure market saw the largest amount of engagement with **8,657 site visits**. Advertisements on Facebook, paid search, and Tegna, were the top performers in this market. The meetings market had **2,756 site visits**, with MPI and NorthStar performing the best. Year-to-date, the leisure market had 66,882 site visits, while the meetings market had 32,581 site visits.

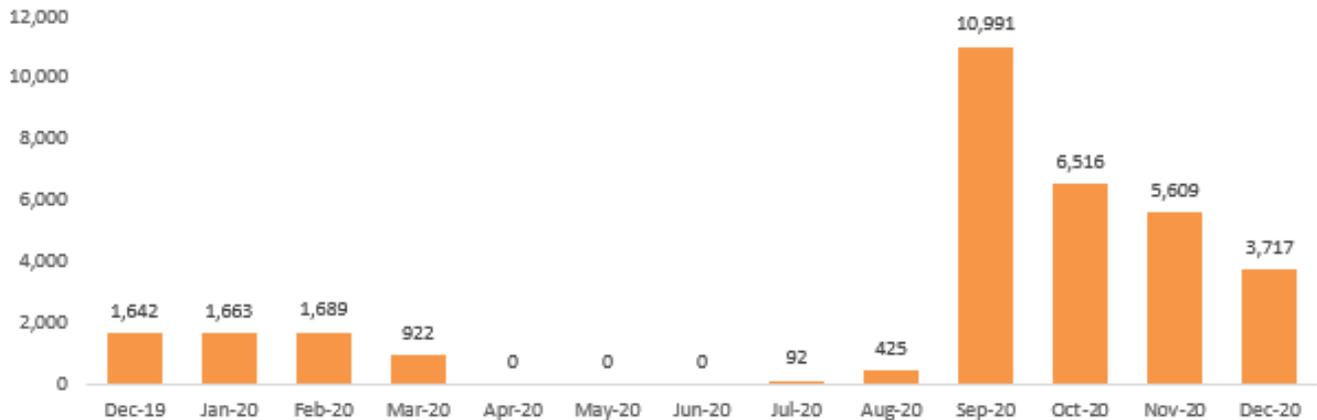
Advertising Engagement - By Market



Paid Search

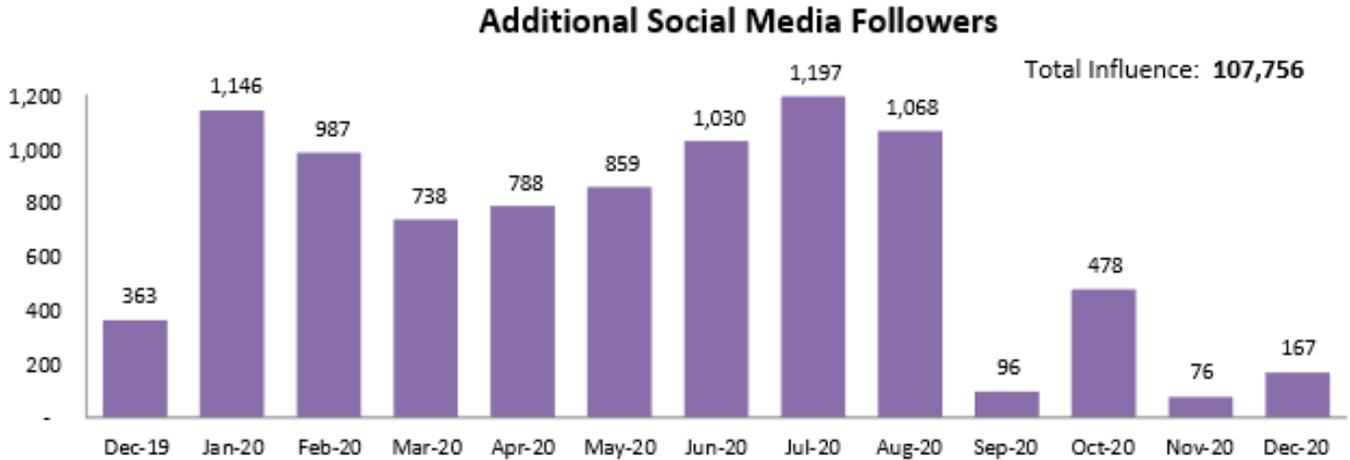
In December, paid search was used entirely for the CARES Act Meetings and Staycations campaigns and accounted for **3,717 clicks** and **46,734 impressions**. Of that, 2,810 clicks were for the Staycations campaign, and 907 were for the Meetings campaign.

Paid Search Site Visits



Social Media

The number of new social media followers in November increased by **167 new followers** for a **total influence of 107,756**. The Visit Irving Facebook page performed the best, with 15 new likes.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	74,711		5,777	7,111	724
<i>Impressions</i>	<i>n/a</i>		<i>n/a</i>	<i>n/a</i>	
<i>Profile Visits</i>	<i>n/a</i>		<i>n/a</i>		
Convention Center	13,135	209,277	2,525	2,081	372
<i>Impressions</i>	<i>n/a</i>		<i>n/a</i>	<i>n/a</i>	
<i>Profile Visits/Users</i>	<i>n/a</i>		<i>n/a</i>		
Impacting Irving	1,320				

Hashtags #VisitIrving
#IrvingRocks

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

EARNED MEDIA

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416				283,350,416
ADVERTISING EQUIVALENCY ⁺	\$2,620,995				\$2,620,995
PUBLIC RELATIONS VALUE ⁺⁺	\$7,862,985				\$7,862,985

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

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

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

Attachments

 [“Don’t feel like cooking for Christmas? These Irving restaurants have you covered,” by Sarah Bahari, Dallas News, Dec 15, 2020](#)

 [“Chefs Cook Up Free Holiday Meal Kits,” KTVT CBS-11, Dec 21, 2020](#)

 [“Restaurant Workers ‘still need our support and help as pandemic stretched on, nonprofit says,” by Sarah Bahari, Dallas News, Dec 21, 2020](#)

 [Visit Irving Social Stats](#)

 [Irving Convention Center Social Stats](#)

Don't feel like cooking for Christmas? These Irving restaurants have you covered

Prime rib. Soup dumplings. And glazed ham. Here's a look at take-out options for Christmas.

December 15, 2020 – Sarah Bahari, Special Contributor – Dallas News



Several restaurants in Irving will offer take-out meals for Christmas this year. (Kye R. Lee - Staff Photographer)

Several Irving restaurants will offer to-go dinners for Christmas, with options ranging from budget conscious to elaborate, from traditional to something a little different. Just make sure you get your orders in soon as some deadlines for securing your Christmas meals are quickly approaching.

Here is our round-up:

Fortune House, 8150 N. MacArthur Blvd.

For authentic Shangahi-style food, try Fortune House. The restaurant is best known for its soup dumplings and pan-fried pork buns, but it also offers mapo tofu and smoked duck, as well as classic American Chinese favorites like kung pao chicken and crab rangoon.

Price: Items are à la carte.

Hours: 11a.m.-3 p.m. and 5-10 p.m. Christmas Eve and Christmas Day

Call: 972-831-9888 or order online.

LAW Restaurant at Four Seasons Dallas at Las Colinas, 4150 N MacArthur Blvd.

A holiday feast includes traditional roast turkey, Akaushi roast beef ribeye roll or roasted leg of lamb, with shareable appetizers, sides and desserts.

Price: \$400 for turkey meal; \$540 for roast beef ribeye; \$510 for leg of lamb. All meals serve 8. Add a bottle of wine or a mimosa kit for an additional \$65 per bottle.

Deadline to order: 5 p.m. Thursday, Dec. 17

Call: LAW at 972-717-2420 to order the meal.

The Ranch at Las Colinas, 857 W. John Carpenter Freeway

Holiday meal kits include smoked turkey, beef tenderloin with shrimp cocktail or smoked ham. Sides are whipped potatoes, smoked jalapeño sausage gravy, green beans, asparagus, cornbread muffins and a dinner salad with honey herb vinaigrette.

Price: Range from \$90 to \$150, with optional add-ons, like an adult eggnog gift set. Serves 4.

Deadline to order: Noon Dec. 22

Call: 972-506-7262 or order online by December 22.

Empress of China Valley Ranch, 10045 N MacArthur Blvd.

This casual Chinese restaurant will be open Christmas Eve and Day for dine-in and take-out, with Japanese-style fried udon noodles, chow mai fun, lo mein and plenty of egg rolls, fried rice and hot soups.

Prices: Items are à la carte.

Hours: 11 a.m.-9:30 p.m. Christmas Eve and Christmas Day

Call: 972-556-1899 to order or order online.

Whiskey Cake, 3225 Regent Blvd.

“Treat Yo Elf” kits offer Duroc glazed ham or prime rib with smoked garlic au jus. Sides are roasted baby carrots with cashews, green bean casserole, sage-roasted potatoes and local artisan rolls. Optional add-ons include macaroni and cheese, whiskey cake and bacon and bourbon chocolate chip cookie dough.

Price: \$85 for ham meal; \$125 for prime rib meal; optional add-ons include whiskey face. Serves 4-6.

Deadline to order: Dec. 20.

####

Staff Meal Holiday Edition

Monday, Dec 21, 2020

KTVT-DAL CBS 11 News at 10 p.m.

KTVT-DAL (CBS) - CBS 11 News at 10 PM Monday, December 21, 2020

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KTVT-DAL (CBS) — CBS 11 News at 10 PM
Monday, December 21, 2020
CBS 11 News at 10 PM

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Restaurant workers ‘still need our support and help as pandemic stretches on, nonprofit says

The Irving Convention Center and Staff Meal partnered to provide hundreds of free meals to hospitality workers struggling during the COVID-19 pandemic.

December 21, 2020 – Sarah Bahari, Special Contributor – Dallas News



Volunteers in Irving passed out hundreds of meal kits, including chicken piccata and pasta, to struggling restaurant and hospitality workers this week. (FestEvents Foundation)

Hundreds of struggling Dallas-Fort Worth restaurant and hospitality workers received free meals this week, thanks to a partnership between the Irving Convention Center and a local nonprofit group.

Volunteers prepared 300 meal kits as part of Staff Meal, which has delivered thousands of meals to hospitality workers since the pandemic shut down much of the country in the spring.

Each kit contained four meals of two breakfasts and two dinners, including bagels and smoked salmon, steak, egg and potato casserole, chicken piccata with pasta and chili with cornbread.

All ingredients were donated by local suppliers, and Irving Convention Center’s executive chef, Eduardo Alvarez, oversaw the preparation.

FestEvents Foundation, a nonprofit organization that supports workforce development in the restaurant and hospitality industry, launched Staff Meal this spring in response to the pandemic.

Co-founder Alison Matis said restaurants are closing, hotels are being sold and event companies are shutting down as the country grapples with the pandemic and rising unemployment.

“The impact of COVID on the restaurant, hospitality and live-events industry is going to continue for months to come,” she said. “These employees in our service industries still need our support and help.”

####

SOCIAL MEDIA FACTS

DEC
2020



FOLLOWERS



74,711
+15



5,777
-8



7,111
+61



87,599
+68

FACEBOOK



515,228

Impressions



445,588

Users

TWITTER



14,500

Impressions



395

Profile Visits

INSTAGRAM



21,053

Impressions



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SOCIAL MEDIA FACTS

DEC
2020



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,525
-10



2,081
+7



17,741
-3

FACEBOOK



0

Impressions



0

Users



0

Check-Ins

TWITTER



560

Impressions



29

Profile Visits

INSTAGRAM



0

Impressions



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DATE: December 22, 2020
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for November was lower than the US and Texas at 35.7%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 46.2%, while Texas figures decreased 30.9% and the US figures were down 34.5% for the month. Demand for the current period is down 46.5%, and YTD is down 42.7% over last year, while STR data reflects a 46.2% decrease for the current period and a 42.0% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$72.00 down 33.9% in November compared to last year, leaving Irving's YTD average daily rate at \$88.07, down 20.7% over last year.

This year's Occupancy trends may be misleading as earlier in the year they were complicated by new inventory that had come online, and then were adjusted in one month increments by STR as hotels temporarily closed. As most hotels have now begun to reopen, that will continue to skew Occupancy data. Additionally, there are hotels that were closed for renovations/rebuilds (not influenced by COVID) that will continue to impact Occupancy data. While Occupancy rate remains important, for the next 12-18 months, it will be important to understand the data and its influences and limitations.

AirBNB

For the month of November, there were 463 available listings in Irving which is a 10.2% increase in listings over last year's figure of 420. The average daily rate for November is \$171.86, which is down 20.59% over last year, with an occupancy percentage of 48.2%, which is a 25.37% decrease compared to last year. For the hotel comparable subset, the average daily rate for November is \$86.45, a decrease of 14.98% from last year, with occupancy at 47.2%, an decrease of 25.85% from last year.

NOTE: Commencing in January 2019, the AirDNA rate and occupancy figures include HomeAway data, in addition to AirBNB data. Therefore, prior year data reflected on the graphs will not correlate with the prior year data from previously published graphs. Prior year data sets have been updated to include HomeAway data as well.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: November 2020

	Current Month - November 2020 vs November 2019												Year to Date - November 2020 vs November 2019											
	Occ %		ADR		RevPAR		Percent Change from November 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	40.3	61.6	90.92	125.70	36.67	77.40	-34.5	-27.7	-52.6	-53.5	-1.9	-35.7	44.7	67.1	104.10	131.56	46.57	88.31	-33.3	-20.9	-47.3	-49.2	-3.8	-35.9
Texas	42.5	61.5	75.96	102.30	32.29	62.95	-30.9	-25.7	-48.7	-47.9	1.7	-29.8	46.0	65.8	84.05	105.05	38.67	69.15	-30.1	-20.0	-44.1	-43.8	0.5	-29.7
Atlanta, GA	46.5	65.2	76.89	108.08	35.75	70.51	-28.7	-28.9	-49.3	-48.5	1.6	-27.6	48.1	70.4	87.44	115.70	42.02	81.44	-31.7	-24.4	-48.4	-48.5	-0.1	-31.8
Arlington, TX	48.0	67.0	75.95	101.54	36.46	67.99	-28.3	-25.2	-46.4	-45.6	1.4	-27.3	52.3	70.4	76.90	96.13	40.23	67.69	-25.7	-20.0	-40.6	-38.7	3.1	-23.4
Charlotte, NC-SC	39.7	64.9	77.87	107.49	30.95	69.77	-38.8	-27.6	-55.6	-53.4	5.0	-35.7	44.0	69.6	87.26	111.76	38.41	77.73	-36.7	-21.9	-50.6	-49.3	2.6	-35.1
Fort Worth, TX+	43.5	67.9	74.34	103.32	32.33	70.17	-36.0	-28.0	-53.9	-51.9	4.3	-33.2	47.0	69.9	85.55	107.20	40.17	74.96	-32.9	-20.2	-46.4	-45.4	2.0	-31.5
Frisco, TX+	31.2	62.4	95.63	133.02	29.83	83.00	-50.0	-28.1	-64.1	-57.6	17.9	-41.1	35.3	67.4	113.48	141.27	40.09	95.21	-47.6	-19.7	-57.9	-53.9	9.4	-42.7
Grapevine, TX+	31.6	72.0	161.06	181.67	50.85	130.87	-56.2	-11.3	-61.1	-60.1	2.7	-55.0	37.5	77.5	170.23	183.34	63.92	142.02	-51.5	-7.1	-55.0	-59.1	-9.1	-55.9
Irving, TX+	35.7	66.3	72.00	108.86	25.69	72.16	-46.2	-33.9	-64.4	-64.7	-0.9	-46.6	42.0	72.4	88.07	111.02	37.02	80.41	-42.0	-20.7	-54.0	-54.6	-1.3	-42.7
Nashville, TN	37.7	69.8	92.73	149.85	35.00	104.58	-45.9	-38.1	-66.5	-63.9	7.9	-41.6	41.5	75.0	106.14	152.22	44.08	114.15	-44.6	-30.3	-61.4	-59.9	3.9	-42.4
Phoenix, AZ	49.6	72.3	103.25	132.66	51.24	95.86	-31.3	-22.2	-46.5	-46.9	-0.7	-31.8	50.3	71.2	118.00	134.08	59.34	95.53	-29.4	-12.0	-37.9	-39.5	-2.7	-31.3
San Jose, CA+	34.4	71.3	98.65	190.91	33.94	136.19	-51.8	-48.3	-75.1	-75.6	-2.1	-52.8	39.2	76.5	135.95	201.57	53.33	154.18	-48.7	-32.6	-65.4	-65.0	1.1	-48.2

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	40.3	90.92	36.67	44.7	104.10	46.57	-34.5	-27.7	-52.6	-33.3	-20.9	-47.3
Texas	42.5	75.96	32.29	46.0	84.05	38.67	-30.9	-25.7	-48.7	-30.1	-20.0	-44.1
Irving	35.7	72.00	25.69	42.0	88.07	37.02	-46.2	-33.9	-64.4	-42.0	-20.7	-54.0
Best USA	Phoenix	Grpvine	Phoenix	Arlngtn	Grpvine	Grpvine	-28.3	-11.3	-46.4	-25.7	-7.1	-37.9
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	-28.3	-11.3	-46.4	-25.7	-7.1	-40.6
Worst USA	Frisco	Irving	Irving	Frisco	Arlngtn	Irving	-56.2	-48.3	-75.1	-51.5	-32.6	-65.4
Worst Texas	Frisco	Irving	Irving	Frisco	Arlngtn	Irving	-56.2	-33.9	-64.4	-51.5	-20.7	-57.9

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: November 2020

	Current Month - November 2020 vs November 2019												Year to Date - November 2020 vs November 2019											
	Occ %		ADR		RevPAR		Percent Change from November 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	35.7	66.3	72.00	108.86	25.69	72.16	-46.2	-33.9	-64.4	-64.7	-0.9	-46.6	42.0	72.4	88.07	111.02	37.02	80.41	-42.0	-20.7	-54.0	-54.6	-1.3	-42.7
Luxury/Full Service Irving+	25.1	64.0	104.66	150.55	26.24	96.40	-60.8	-30.5	-72.8	-72.8	0.0	-60.8	32.8	71.2	132.80	150.48	43.57	107.11	-53.9	-11.7	-59.3	-60.4	-2.7	-55.1
All Suite/Extended Stay Irving+	46.3	70.0	62.70	92.63	29.02	64.85	-33.9	-32.3	-55.2	-55.2	0.0	-33.9	50.0	75.4	74.68	95.37	37.33	71.94	-33.7	-21.7	-48.1	-47.0	2.1	-32.4
Limited Service Irving+	37.1	67.9	66.71	105.26	24.74	71.45	-45.4	-36.6	-65.4	-67.3	-5.7	-48.5	41.4	72.9	87.10	110.84	36.05	80.79	-43.2	-21.4	-55.4	-59.7	-9.8	-48.8
Budget Irving+	40.3	64.3	50.95	55.24	20.53	35.52	-37.3	-7.8	-42.2	-42.5	-0.5	-37.7	48.4	70.4	51.14	57.37	24.75	40.40	-31.3	-10.9	-38.7	-39.1	-0.6	-31.7
Las Colinas+	34.7	65.6	79.49	126.31	27.57	82.92	-47.2	-37.1	-66.8	-66.8	0.0	-47.2	40.7	72.0	101.89	127.70	41.47	91.98	-43.5	-20.2	-54.9	-56.7	-3.9	-45.7
DFW North+	34.0	67.2	65.95	104.21	22.41	70.04	-49.4	-36.7	-68.0	-68.8	-2.5	-50.7	40.9	75.3	84.73	106.30	34.69	80.04	-45.6	-20.3	-56.7	-56.2	1.2	-45.0
DFW South+	39.1	66.2	68.13	88.67	26.66	58.66	-40.9	-23.2	-54.5	-54.7	-0.3	-41.0	45.2	69.8	73.93	91.48	33.42	63.82	-35.2	-19.2	-47.6	-47.8	-0.3	-35.4
Full Service Las Colinas+	19.4	60.2	145.48	182.65	28.21	110.01	-67.8	-20.4	-74.4	-74.4	0.0	-67.8	27.2	67.1	181.01	180.65	49.16	121.17	-59.5	0.2	-59.4	-61.8	-5.9	-61.9
Limited Service Las Colinas+	46.2	69.7	58.65	89.70	27.08	62.55	-33.8	-34.6	-56.7	-56.7	0.0	-33.8	50.2	75.7	71.72	93.35	36.04	70.62	-33.6	-23.2	-49.0	-50.2	-2.5	-35.2
Full Service DFW North+	23.5	66.5	90.00	135.85	21.12	90.31	-64.7	-33.7	-76.6	-76.6	0.0	-64.7	32.0	74.9	121.93	137.34	39.04	102.87	-57.3	-11.2	-62.1	-62.1	0.0	-57.3
Limited Service DFW North+	41.4	68.0	56.79	83.98	23.51	57.12	-39.1	-32.4	-58.8	-60.6	-4.2	-41.7	47.1	75.9	67.61	85.94	31.83	65.24	-38.0	-21.3	-51.2	-51.8	-1.2	-38.7
Full Service DFW South+																								
Limited Service DFW South+	38.9	65.2	65.16	78.41	25.35	51.09	-40.3	-16.9	-50.4	-50.6	-0.4	-40.6	45.3	67.9	68.16	81.23	30.86	55.16	-33.3	-16.1	-44.0	-44.3	-0.4	-33.6

AirBNB Data

	Occ %				ADR				RevPAR				Percent Change from Prior Year						Occ %				ADR				RevPAR				Percent Change from Prior Year YTD					
	2020	2019	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold
Entire Place	48.2	64.6	171.86	216.44	82.85	139.81	-25.37	-20.59	-40.74	-16.9	12.9	-13.3		59.3	63.54	177.81	200.18	105.41	127.20	-6.71	-11.17	-17.13	29.2	32.8	24.1											
Hotel Comparable	47.2	63.71	86.45	101.69	40.84	64.78	-25.85	-14.98	-36.96	16.0	84.0	36.5		60.2	63.89	100.63	88.93	60.57	56.82	-5.79	13.16	6.61	110.3	97.3	85.9											

Available Listings	2020	2019	% Chg
Entire Place	310	228	36.0
Private Room	115	166	(30.7)
Shared Room	38	26	46.2
Total Available Listings	463	420	10.2

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12851	11423
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2438	1717
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4065	4065
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2019			2020			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	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160	33.4	127,470	997,383	-57.5%	-40.5%	-57.4%	-39.5%
July	73.0	288,175	1,965,335	34.3	135,465	1,132,848	-53.0%	-42.4%	-52.8%	-41.4%
August	69.5	273,955	2,239,290	39.7	156,844	1,289,692	-42.7%	-42.4%	-42.4%	-41.5%
September	70.5	268,938	2,508,228	44.0	168,128	1,457,820	-37.5%	-41.9%	-37.2%	-41.1%
October	79.0	317,464	2,825,692	43.2	170,392	1,628,212	-46.3%	-42.4%	-45.3%	-41.6%
November	66.1	257,066	3,082,758	35.7	137,553	1,765,765	-46.5%	-42.7%	-46.2%	-42.0%
December	57.4	230,578	3,313,336							

Monthly & YTD AirBNB Data

November 2020

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL	182.68	0.9%	174.65	0.6%	59.7%	-2.3%	62.4%	8.0%	109.01	-1.4%	109.01	8.6%
MAY	168.99	-13.6%	173.51	-3.1%	66.8%	8.5%	63.3%	7.8%	112.93	-6.2%	109.76	4.4%
JUNE	170.01	-14.8%	172.92	-5.6%	62.4%	-15.3%	63.1%	3.2%	106.11	-27.8%	109.13	-2.5%
JULY	193.10	-10.0%	176.21	-6.5%	61.9%	-13.4%	62.9%	0.4%	119.57	-22.1%	110.87	-6.2%
AUGUST	187.08	-12.1%	177.38	-7.8%	58.1%	-5.5%	62.4%	-0.2%	108.65	-17.0%	110.61	-8.0%
SEPTEMBER	177.19	-19.3%	177.37	-9.6%	54.7%	-18.9%	61.6%	-2.4%	97.01	-34.5%	109.32	-11.8%
OCTOBER	191.68	-8.2%	178.37	-9.9%	49.4%	-23.9%	60.6%	-4.5%	94.61	-30.2%	108.05	-13.9%
NOVEMBER	171.86	-20.6%	177.81	-11.2%	48.2%	-25.4%	59.3%	-6.7%	82.85	-40.7%	105.41	-17.1%
DECEMBER												

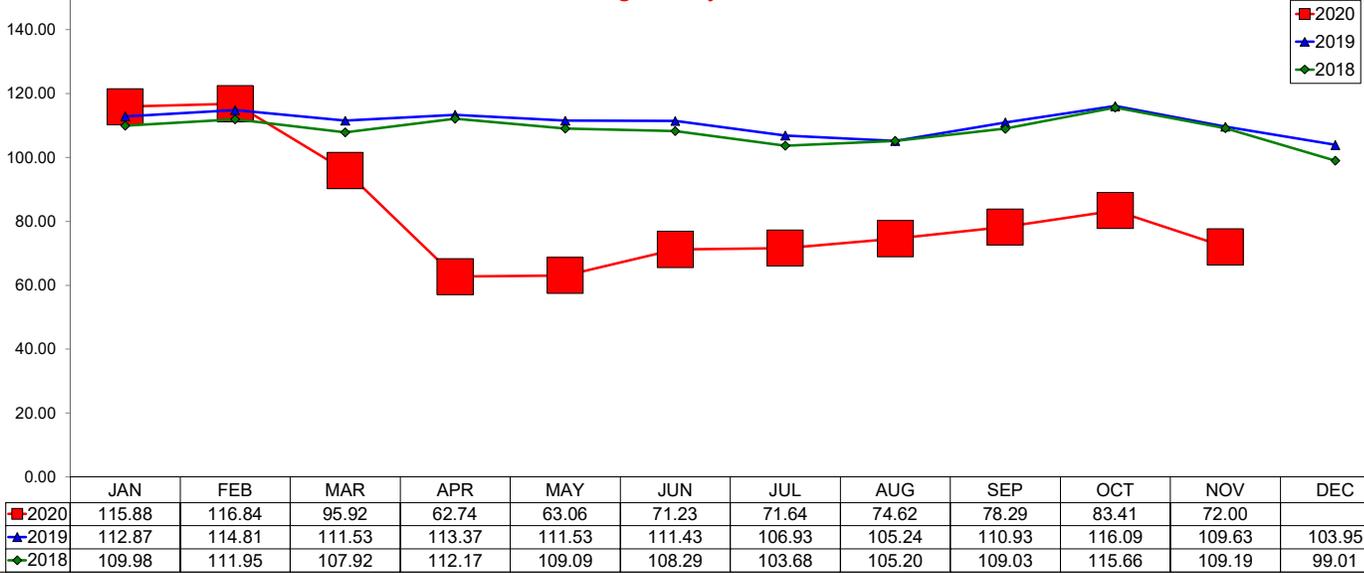
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL	106.52	27.4%	104.91	23.7%	61.0%	4.8%	64.1%	-1.4%	64.95	33.4%	67.25	22.0%
MAY	102.22	17.2%	104.27	22.2%	72.2%	28.2%	65.9%	4.6%	73.85	50.2%	68.68	27.8%
JUNE	96.71	13.9%	102.81	20.6%	62.3%	-7.2%	65.2%	2.3%	60.26	5.7%	66.98	23.4%
JULY	105.99	29.7%	103.33	21.9%	60.8%	-11.1%	64.4%	0.2%	64.44	15.4%	66.55	22.1%
AUGUST	99.20	9.7%	102.91	20.3%	57.9%	3.4%	63.7%	1.0%	57.42	13.5%	65.52	21.5%
SEPTEMBER	96.42	3.1%	102.37	18.6%	55.4%	-16.7%	62.9%	-0.8%	53.40	-14.2%	64.39	17.6%
OCTOBER	94.86	0.0%	101.93	16.8%	47.7%	-30.4%	61.7%	-3.4%	45.25	-30.3%	62.93	12.8%
NOVEMBER	86.45	-15.0%	100.63	13.2%	47.2%	-25.8%	60.2%	-5.8%	40.84	-37.0%	60.57	6.6%
DECEMBER												

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

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

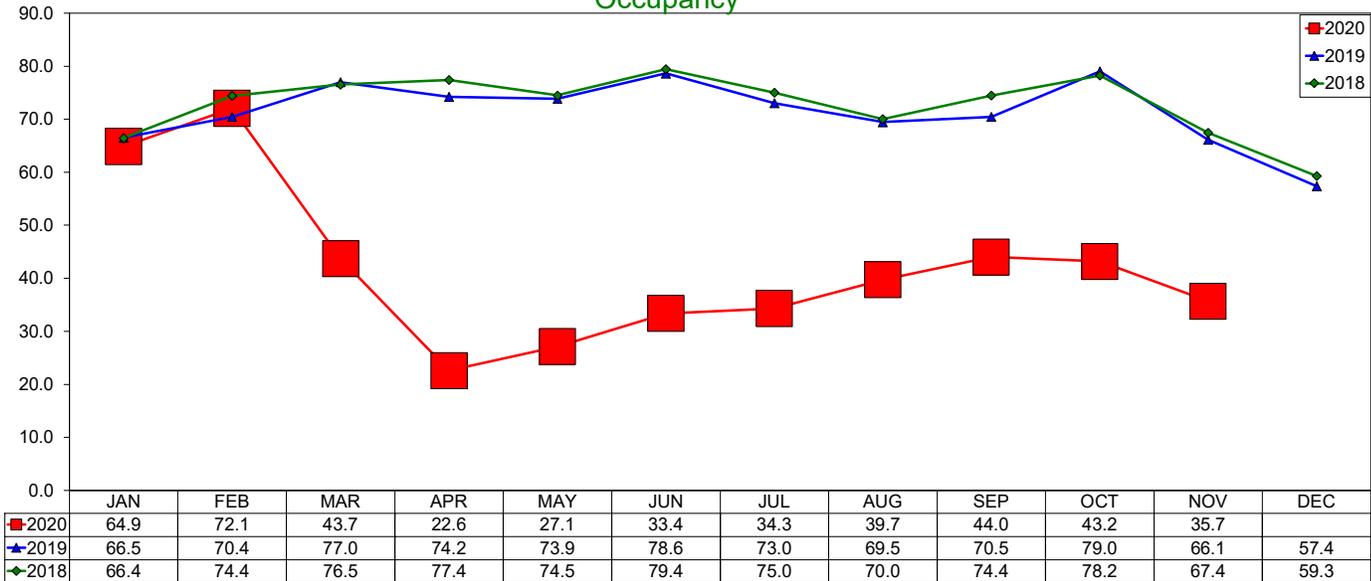
November 2020

Average Daily Rate



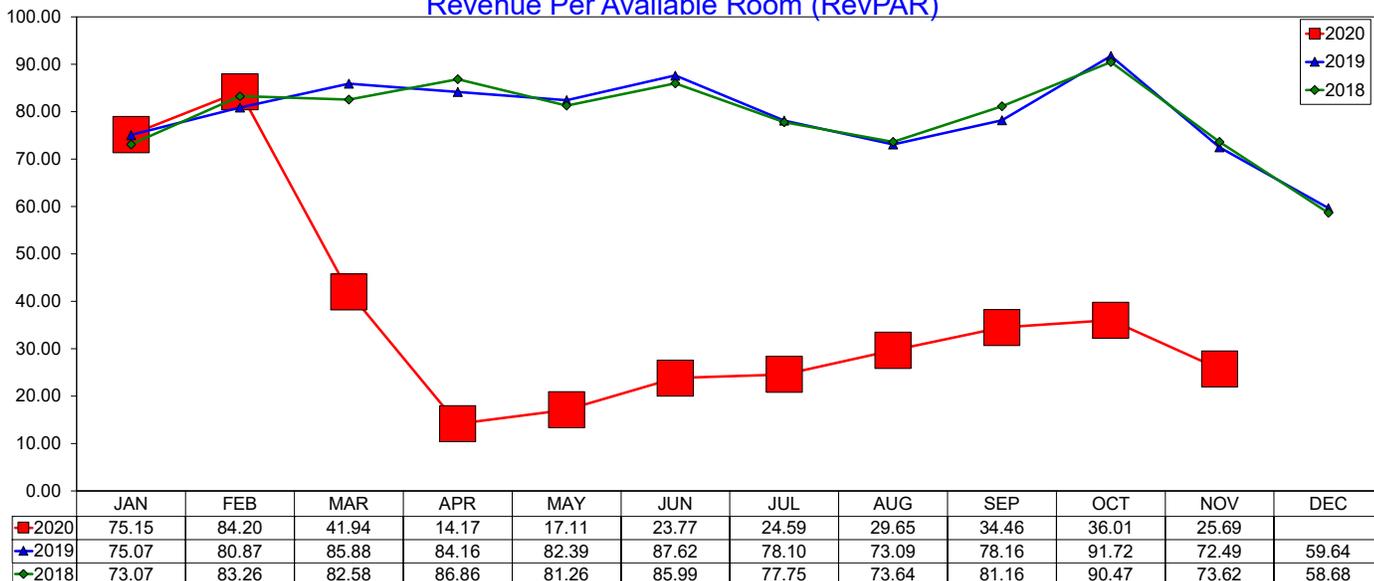
12 month ADR Rolling Average through November 2020 is \$101.38 with a change from last year of -10.1%

Occupancy



12 month Occupancy Rolling Average through November 2020 is 46.23% with a change from last year of -37.4%

Revenue Per Available Room (RevPAR)

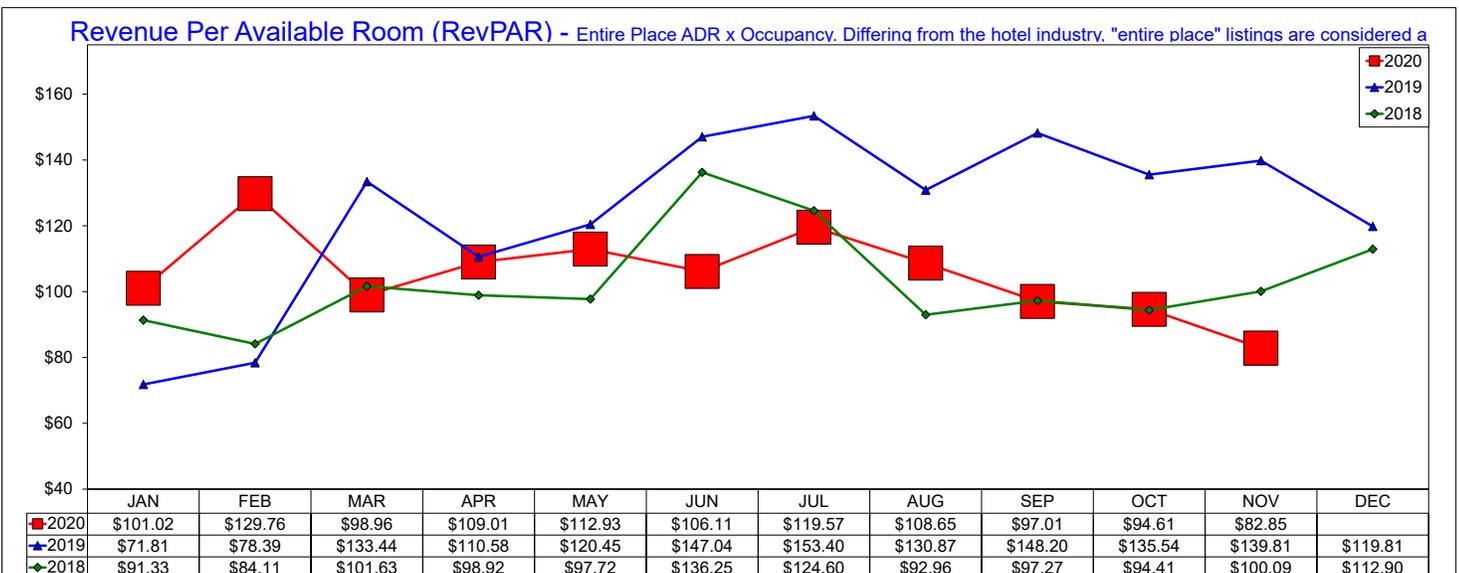
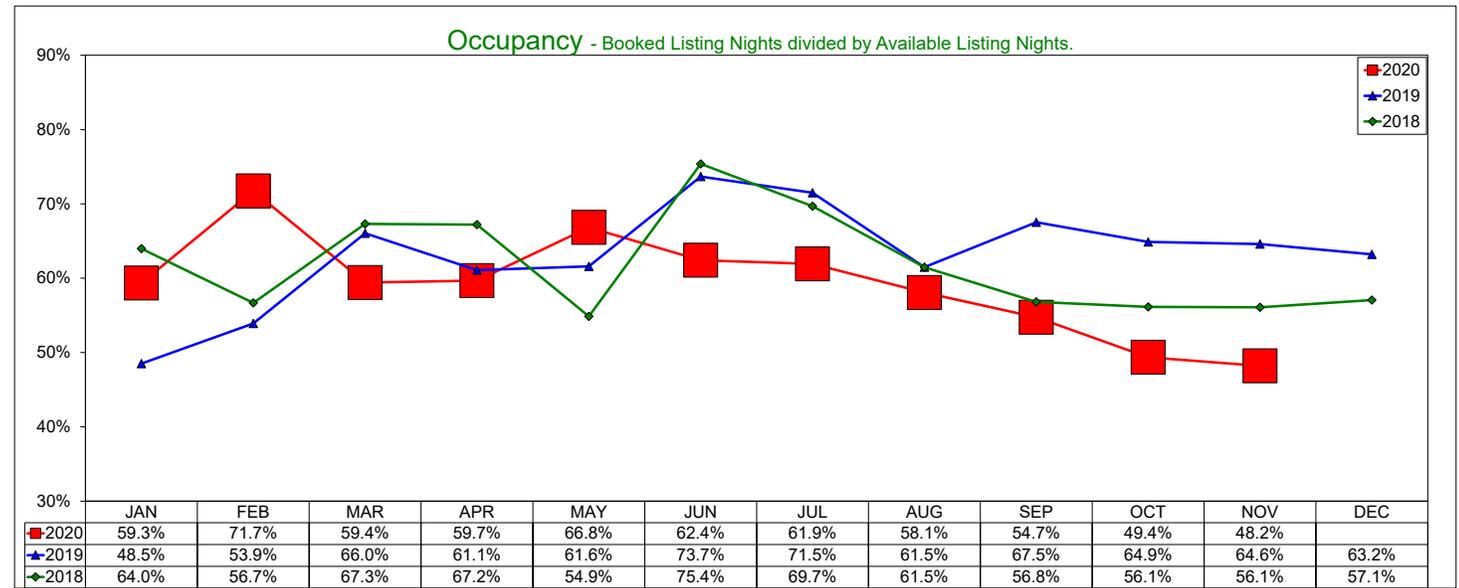
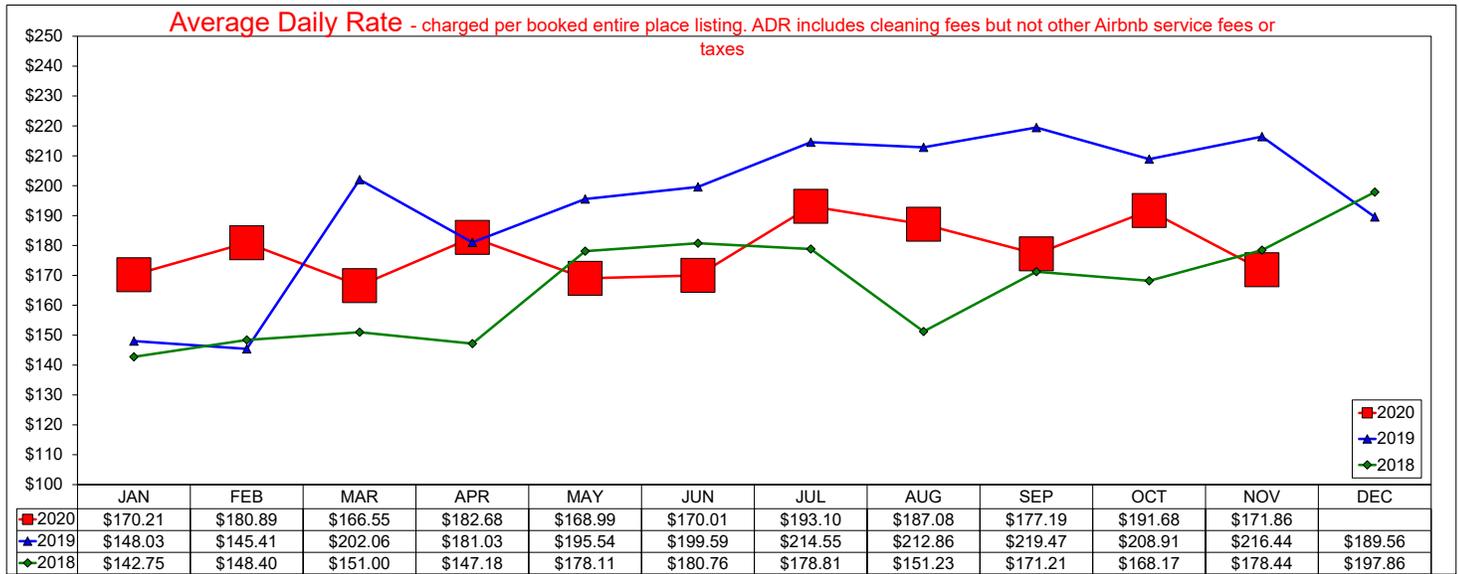


12 month RevPAR Rolling Average through November 2020 is \$46.87 with a change from last year of -43.7%

AirBNB - Entire Place

November 2020

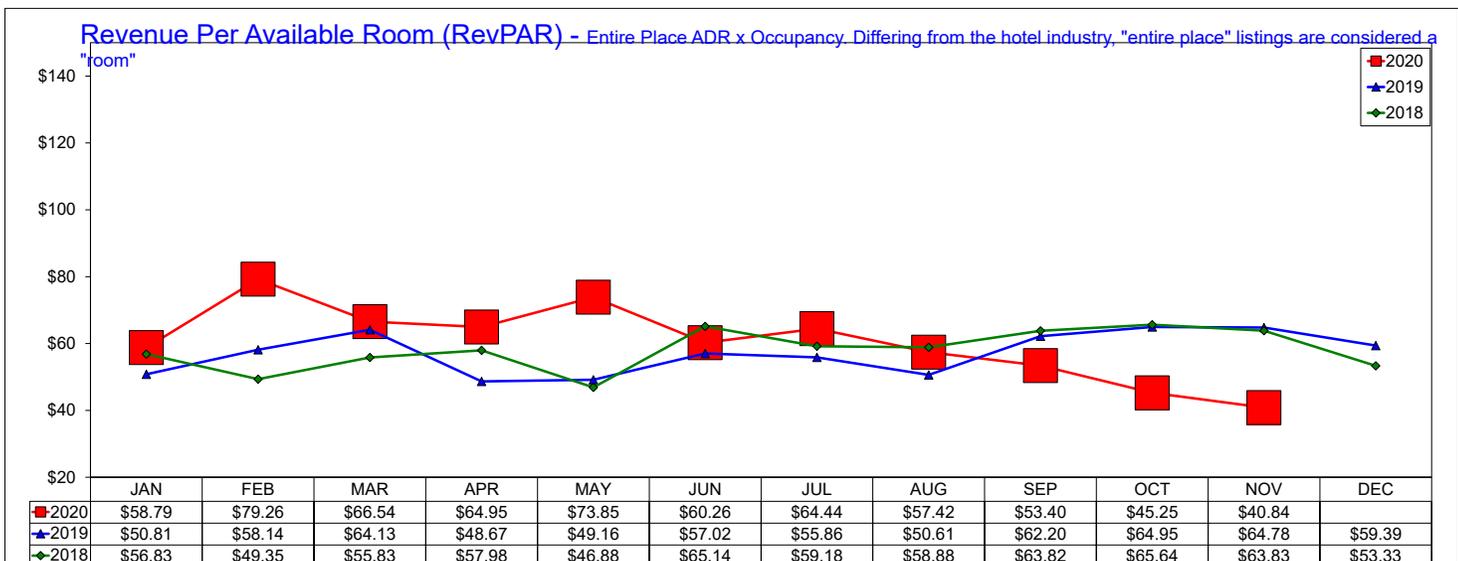
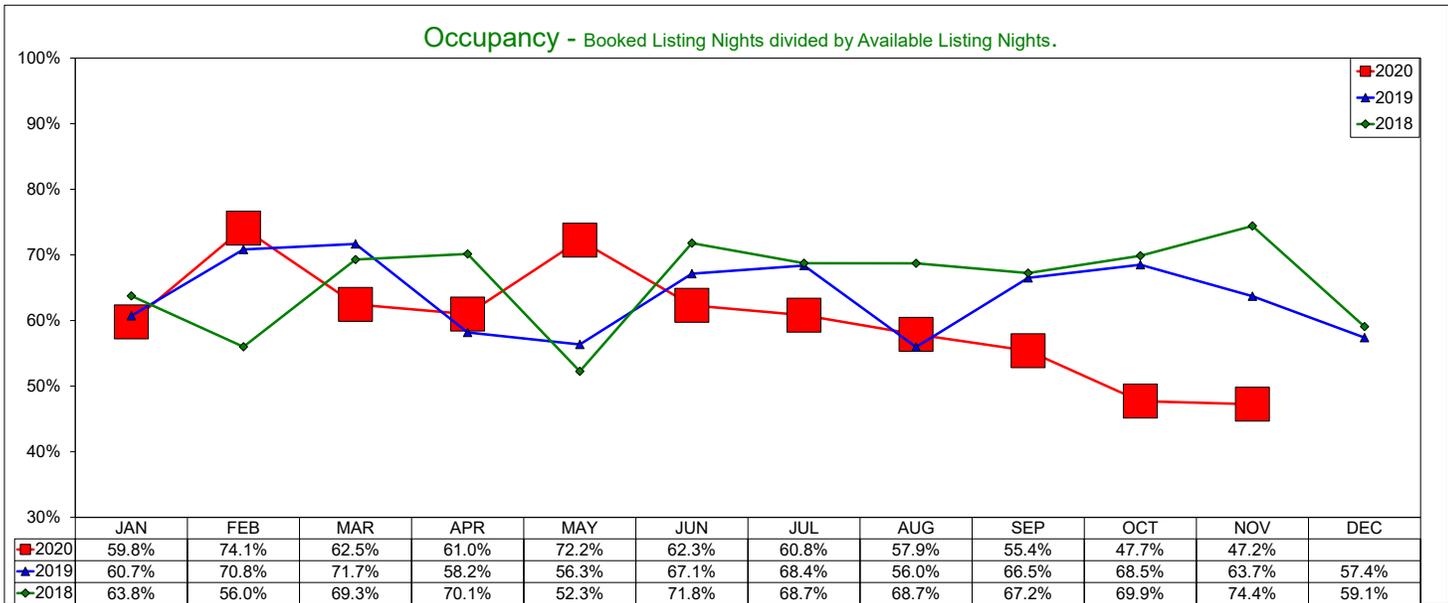
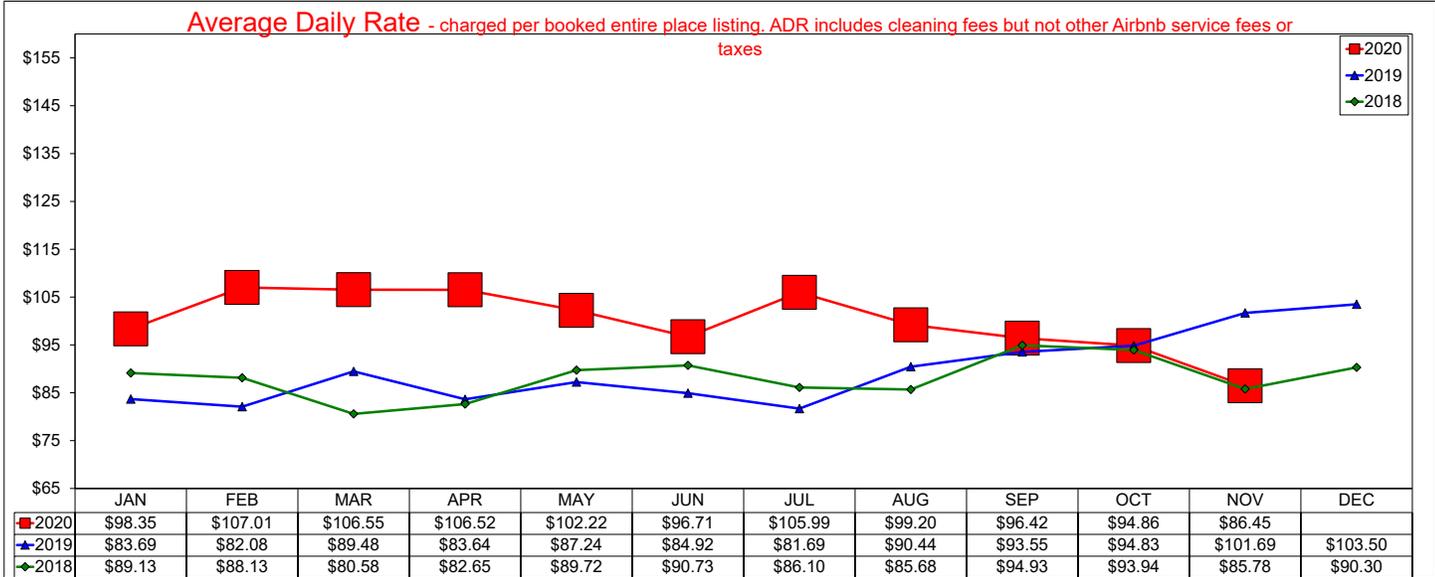
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

November 2020

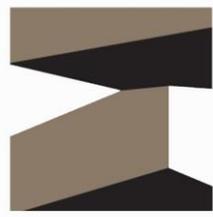
Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021**

CONVENTION CENTER MANAGEMENT REPORTS





**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

January 4, 2021

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Matt Tungett, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – October 2020**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	6,951	4,128	127,345	6,951	4,128	127,345
Ancillary Income	1,432	0	689,040	1,432	0	689,040
Total Event Income	8,383	4,128	816,385	8,383	4,128	816,385
Other Income	26,152	21,375	95,000	26,152	21,375	95,000
Adjusted Gross Income	34,535	25,503	911,385	34,535	25,503	911,385
Indirect Expenses	(350,997)	(345,038)	(700,393)	(350,997)	(345,038)	(700,393)
Net Income (Loss)	(316,462)	(319,535)	210,992	(316,462)	(319,535)	210,992

- Total event income for October consists of license fee, services, and parking for the two groups that were in house: Wellness Expo and Academy Sports Photo Shoot.
- Due to COVID-19, we had a total of ten groups that either canceled or postponed. These events would have generated a ***minimum*** of \$353,000.
- Other operating income consists of October's Westin garage rental, Enterprise's rent, and transient parking.
- Indirect expenses were over budget by \$5,959.
- Overall, the ICC was under budget by \$3,073.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	0	0	854,435	0	0	854,435
Net Income/(Loss)	0	0	605,052	0	0	605,052
Net Income/(Loss) %	0.00%	0.00%	70.81%	0.00%	0.00%	70.81%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
2	2	358	358
Current Year	Current Year	Current Year	Current Year
27	27	21,831	21,831
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,923	2,923	0	-
Current Year	Current Year	This Month	Current Month
5,029	5,029	0	-
Prior Year	Prior Year	Year to Date	Year to Date

January 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 New Year's Day	2
3	4	5	6	7 State of the City Recordi... Definite	8	9 Las Colinas Bridal Show Definite
10 Las Colinas Bridal Show Definite	11	12	13	14	15 TY Out	16 TY Out
17 TY Out	18 Martin Luther King Jr. Day	19	20	21 Texas Prime Meet Definite	22	23
24 Texas Prime Meet Definite	25	26	27	28	29	30
31	1	2	3	4 7th Sense Auto Research Definite	5	6 Irving Police Departmen... Tentative 1

February 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 7th Sense Auto Research Definite	5	6 Irving Police Departmen... Tentative 1
7 7th Sense Auto Research Definite Super Bowl LV 2021	8	9	10	11	12 TAV Volleyball - EH	13 TAV Volleyball - EH
14 St. Valentine's Day TAV Volleyball - EH	15 President's Day	16	17	18	19	20 Express Cheer Tentative 1
21 Southern Baptists of Texas Evangelism Conference Definite	22	23	24	25 Legacy Dance Hold Prospect	26 Legacy Dance Championship Definite	27 Irving Cares Board Retreat Tentative 1
28 Legacy Dance Champion... Definite	1	2 7th Sense Research Definite	3	4	5	6

March 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Legacy Dance Champion... Definite	1	2 7th Sense Research Definite	3	4	5	6
7 7th Sense Research Definite	8	9	10	11	12	13
14 Start of daylight saving time	15	16	17	18	19	20 Quince Expo Definite
21 Quince Expo Definite	22	23	24 7x24 Exchange Lone Star... Definite	25	26 Spirit Network Definite TY Out of Town	27 TY Out of Town
28 Spirit Network Definite TY Out of Town	29	30	31 QuikTrip Manager's Meet... Definite	1	2	3

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021**

**INDUSTRY REPORTS /
BOARD PARTNERS**





FORT WORTH

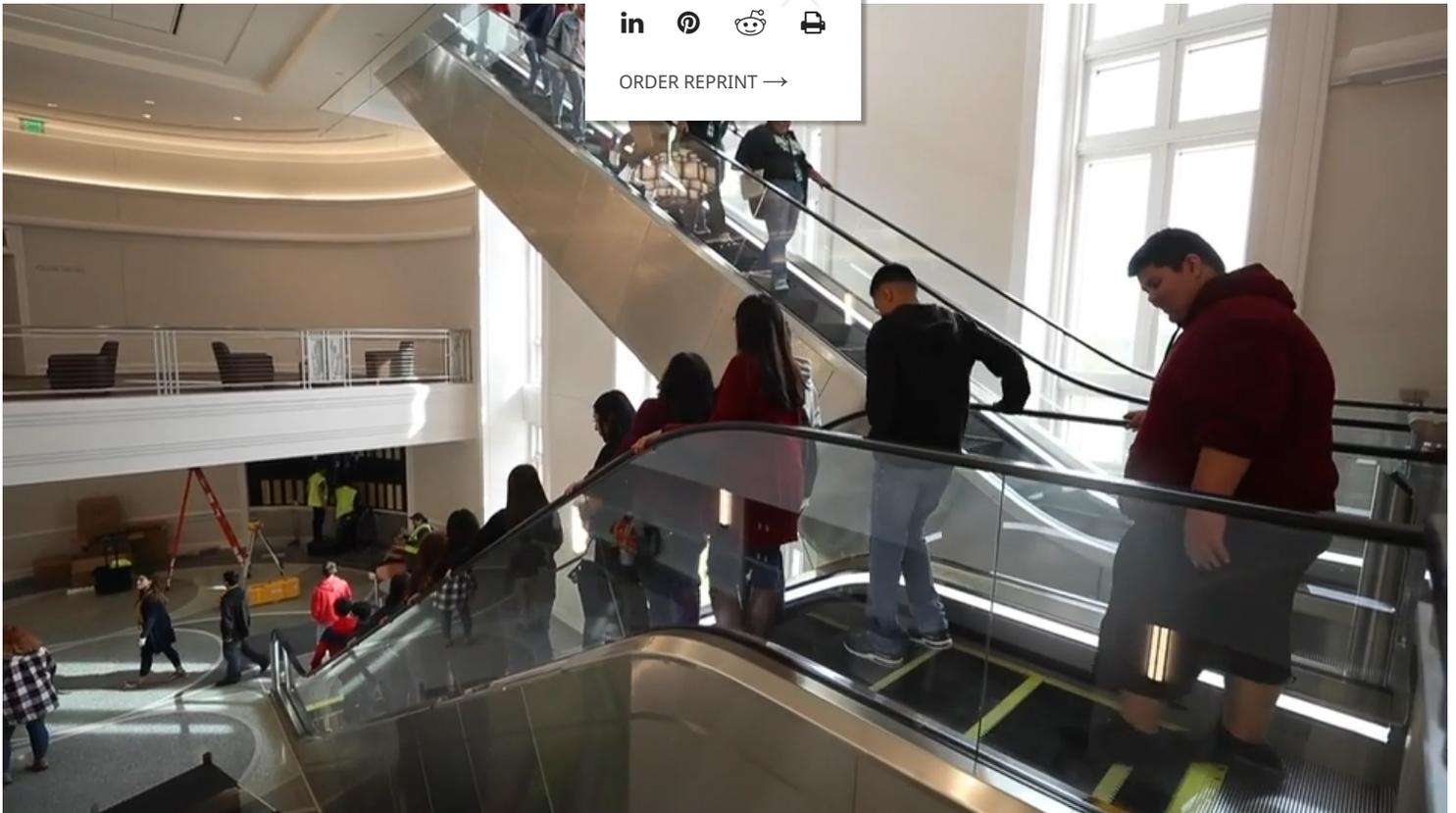
A boutique hotel is in the works across from Fort Worth's Kimbell Museum, again

BY LUKE RANKER

DECEMBER 30, 2020 12:44 PM



ORDER REPRINT →



The 14,000-seat Dickies Arena was built for the Fort Worth Stock Show and Rodeo, but the ornate detail makes it a unique place in the Cultural District for concerts, graduations and sports. BY [YFFY YOSSFOR](#) ✉



Listen to this article now
03:34 Powered by [Trinity Audio](#)

Another hotel concept is taking shape on the vacant lots north of the Kimbell Art Museum and the Modern Art Museum of Fort Worth in [the city's Cultural District](#).

Fort Worth's Crescent Real Estate filed permits last week with the Texas Department of Licensing and Regulation for a 200-room "Cultural District Hotel" at the corner of Camp Bowie Boulevard and Van Cliburn Way. Both sides of Van Cliburn between West 7th and Camp Bowie are grassy lots, but previous developers focused hotel speculations on the western lot.

Representatives for Crescent did not return a call for comment, but the filing indicates the roughly 200,000-square-foot hotel will feature a conference room, ballroom, restaurant and a rooftop event area. Costs are estimated at a little more than \$53 million.

TOP ARTICLES

Crescent is responsible for a number of high-end and large-scale projects across the country including the [American Airlines campus in Fort Worth and several Dallas properties](#). The company's chairman, John Goff, is the co-leader of an [economic recovery task force Mayor Betsy Price established to respond to the coronavirus](#).

The concept is a better fit for the area than past attempts, said Dustin Van Orne, chairman of the Cultural District Alliance. One concept was tall enough to be seen from within the

Kimbell. Van Orne said both the scope and architecture of the Crescent plan match the Cultural District.

“It’s very compatible with what exists in neighborhood, so it’s not like, you know, you’re plopping in a suburban hotel development in an urban museum district,” he said.

The alliance and the museums were briefed on the plans, he said, which include construction on both sides of Van Cliburn. He anticipates all will send letters of support for the project to the city as the current plan doesn’t include changes to the zoning.

Besides the hotel, plans call for a mix of office, ground-floor retail and residential, he said.

Denver-based OZ Architecture is listed as the architect. According to the firm’s website, OZ Architecture has worked on projects ranging from fire stations to resorts. The portfolio includes the The Ritz-Carlton resort in Lake Tahoe, the Richardson Design Center on the Colorado State University campus and the interior remodel of the Magnolia Houston hotel.

OZ also did a design and master plan for [McMurdo Station, a sub-zero United States Antarctic research station.](#)

The location, across from Fort Worth's three major art museums and within walking distance to Dickies Arena and the West Seventh bar and restaurant district, is prime for development, but past concepts never got to construction.

This will be the third time a developer has attempted to turn the lots into a luxury hotel in recent years.

Illinois-based Heart of America Group tried two concepts on the site, called Hotel Renovo. The first would have cast a shadow on the Kimbell's sculpture garden. In early 2018, after the design was downsized to 10 stories, the [city denied tax incentives for the project](#).

Hoping to avoid being overshadowed by hotel development and encroachment from the West 7th corridor, museums in the district, including the Kimbell and the [Amon Carter Museum of American Art](#) worked with the city to establish protections for views.

After the debacle with Hotel Renovo, a height limit of 60 feet was applied to any future construction.

[21c Museum Hotels](#), a Louisville, Kentucky-based company that offers both art galleries and high-end dining in its hotels, resurrected plans for a hotel at the site about a year later with Fort Worth's [Bennett Benner Partners](#). The 171-room concept did not get off the ground.

Meanwhile, another boutique hotel has been approved up the street at the corner of Dorothy Lane and Camp Bowie. [The 120-room Bowie House](#) is on the former site of the Ginger Man bar

and a church, which have both been bulldozed. The concept includes a high-end restaurant and 11 townhomes.

RELATED STORIES FROM FORT WORTH STAR-TELEGRAM

FORT-WORTH

This planned hotel has been called the gateway to Camp Bowie. Residents are anxious.

OCTOBER 30, 2020 5:30 AM

FORT-WORTH

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Fort Worth will spend \$87 million in battle with urban flash flooding

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FORT-WORTH

An art museum in a hotel? This developer is looking for a site near the Kimbell

MARCH 19, 2019 5:44 PM

FORT-WORTH

Remember the debacle over a hotel by the Kimbell Museum? A new hotel is in the works

DECEMBER 18, 2018 6:00 AM



Developers are taking another crack at putting at hotel the corner of Van Cliburn and Camp Bowie. STAR-TELEGRAM ARCHIVES



LUKE RANKER

Twitter Facebook Email WhatsApp 817-390-7747

Luke Ranker covers the intersection of people and government focused on Fort Worth and Tarrant County. He came to Texas from the plains of Kansas, where he wrote about

Jan 6, 2021 - Economy & Business

Why the decline of business travel matters



Erica Pandey, author of [@Work](#)



Illustration: Eniola Odetunde/Axios

Gone are the days of jet-setting for work. Even as we return to offices, the pandemic's effect on business travel will likely last.

Why it matters: The fate of business travel has big ramifications for the economy at large. Its decline could cost millions of jobs, shutter even more small businesses and

[Skip to main content](#)

Driving the news: Business travel will drop by up to 36% in the post-pandemic world, according to a [Wall Street Journal analysis](#) that individually examined different categories of travel, like sales, conventions and intra-company meetings.

- Bill Gates is even less optimistic. He [recently projected](#) business travel would decline by more than 50%, saying there will be a "very high threshold" for trips now that salespeople, consultants and others have shown that they can do their jobs without traveling. On top of that, cutting business travel saves companies lots of money.
- "Basically, no matter what we do, this pandemic has wiped out a chunk of business travel," says Charlie Leocha, president of Travelers United, a passenger-advocacy organization, and one of the architects of the Journal's analysis. "That is a big problem for the airlines."

The stakes: Business travelers only make up around 10% of airline passengers across the major global carriers, but they account for 55%–75% of revenue because they're typically the ones who spend big on last-minute tickets or book premium seats, the [New York Times' Jane Levere reports](#).

- In 2020, the business travel industry — which encompasses airlines, rental car companies, hotels and more — lost nearly a trillion dollars, according to the Global Business Travel Association, a trade group with around 9,000 members.
- The industry also laid off millions, and many of those jobs will disappear forever as business travel sees a permanent setback.

Fewer business trips will also affect leisure travel. "Airlines losing business traffic is going to change the dynamic for all of us," says Leocha.

- **Less choice:** Airlines could reduce the number of domestic and international routes.
- **Higher fares:** With fewer business travelers bringing in revenue, ticket prices could go up for everyone else.

There are some bright spots for the industry. While certain types of business travel

[Skip to main content](#) [Flying in for meetings with colleagues from other cities — are expected to fall](#)

the long run, airports say.

- Steve Black, co-founder at Topia, an HR tech company, tells Axios chief transportation correspondent Joann Muller that he expects an "arms race" in the return to travel for sales teams. "The first time my competitor is in the room pitching, I'm getting on a plane. I guarantee you," he says.
- Singapore's Changi Airport is betting big on the return of travel, including business trips, [per Bloomberg](#). It's adding 840 guest and meeting rooms at a nearby complex and building "glamping" sites for families.

Go deeper: [A grim future for business travel](#)



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JANUARY 25, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**





Texas Service Sector Outlook Survey



2020 in Review

Economic distress caused by the COVID-19 pandemic sent the Texas and U.S. economies into a tailspin earlier this year, and the recovery began in June. The service sector was particularly hard-hit, as contact-driven industries such as tourism and hospitality saw steep declines in activity. The ensuing recovery was uneven throughout the year, as surges in COVID-19 infections led to some pullback in activity over the summer.

Despite signs of improvement by yearend, over 60 percent of firms noted that they were below their normal revenues, by an average of nearly 30 percent. Nevertheless, optimism for 2021 is quite widespread, with nearly two-thirds of services firms expecting 2021 revenues to exceed 2020 levels.

The broader Texas economy saw a steep decline in activity and employment during the initial onset of the pandemic. At its worst point in April, the state had shed over 11 percent of jobs relative to the February peak. While lower than the nearly 15 percent decline in jobs nationally, the 1.4 million lost jobs represent the steepest decline on record for Texas. The state has since regained over 700,000 of those jobs, ending the year with employment down about 5.6 percent from pre-COVID levels.

For 2021, the Dallas Fed expects job growth to rebound to above the state's long-term two percent average, as the recovery from the pandemic continues. However, even at this elevated pace the state is unlikely to regain all of the jobs lost during the pandemic by yearend.

Perspectives from President Kaplan

On Dec. 2, 2020, Dallas Fed President and CEO Rob Kaplan was interviewed on CNBC. He shared his views on the pandemic's impact on growth, the role of the Fed in aiding the recovery, and the national economic outlook going into 2021. Commenting on GDP growth, President Kaplan stated: "Our base case at the Dallas Fed is [GDP growth] in excess of 3.5 percent, so we are going to have a very solid year of growth. A good part of it, though, is going to be back-end loaded."

The interview can be viewed at www.dallasfed.org/news/Interviews/int201202.aspx

Additionally, President Kaplan discussed his views on the economy and monetary policy amidst the pandemic in a community town hall on Jan. 11, 2021. A recording of the webcast can be viewed at www.dallasfed.org/news/events/2021/0111townhall.aspx

President Kaplan also publishes several essays a year, which can be found at www.dallasfed.org/news/speeches/kaplan.aspx.

Thank You

We used your input from our special questions surveys last year more than ever, as hearing directly from businesses on the impact of COVID-19 is our best way to keep informed during these rapidly changing times. Your insights were particularly helpful as we gauged the impacts of the pandemic on the economy, and the many ways in which businesses are adapting to it. Your responses were very valuable to us—thank you for participating in the special questions surveys in 2020!



Texas Service Sector Outlook Survey



Federal Reserve
Bank of Dallas

In the News

The survey reports continue to garner increasing media attention from local, national, and even international news outlets. The media find your comments as insightful as we do; the news stories often quote your (anonymous) comments. Some top media mentions from 2020:

3/30 *Austin American-Statesman*, [Coronavirus crisis hammers Texas service, retail sectors](#)¹

4/30 *The Bond Buyer*, [Consumer confidence continues to wane as coronavirus worries hit sentiment](#)²

6/30 *Austin American-Statesman*, [Texas service sector perks up but virus threat still looms](#)³

10/27, *The Bond Buyer*, [Decline in consumer confidence, 'robust' durable goods orders, offer mixed view of economy](#)⁴

12/1 *San Antonio Express-News*, [Dallas Fed: Service activity 'flattened out,' retail sales plunged in November](#)⁵

In Case You Missed It

To express our appreciation for your participation in the Texas Service Sector Outlook Survey and your contributions to the work we do here at the Dallas Fed, we held an exclusive webcast for survey panelists on Nov. 12, 2020. Dallas Fed President and CEO Rob Kaplan shared his views on the state of the economy and then took participants' questions. For those who were unable to tune in live, a recording of the event can be viewed at

www.dallasfed.org/research/events/2020/20survey.aspx

Be on the lookout for details about this year's exclusive survey panelist appreciation event.

Got Connections?

If you are connected with a business or industry group that might be a good source of additional survey contacts, please contact Christopher Slijk at christopher.slijk@dal.frb.org—or simply reply to this email—and we'll follow up with you. We are looking for additional survey panelists this year—namely executives at Texas-based services, retail or manufacturing firms.

¹ www.statesman.com/business/20200331/coronavirus-crisis-hammers-texas-service-retail-sectors

² www.bondbuyer.com/news/consumer-confidence-continues-to-wane-as-coronavirus-worries-weigh

³ www.statesman.com/story/news/coronavirus/2020/06/30/texas-service-sector-perks-up-but-virus-threat-still-looms/42449881/

⁴ www.bondbuyer.com/news/decline-in-consumer-confidence-robust-durable-goods-orders-offer-mixed-view-of-economy

⁵ www.expressnews.com/business/local/article/Dallas-Fed-Service-activity-flattened-out-15766712.php

From: [Friends of Irving Museums](#)
To: [Maura Gast](#)
Subject: Thank you for remembering Jim Meler with your memorial to the Friends of the Irving Museums
Date: Wednesday, December 30, 2020 12:30:52 PM



December 30, 2020

Dear Maura and the ICVB Board of Directors and Staff,

Thank you so much for your generous gift of \$50 as a memorial for Jim Meler. The Irving Archives and Museum was a special project to Jim. His dedication over the years continued even after his term on the Museum Advisory Board was completed. He was always interested as each step was completed and the brief opening in February of 2020 before COVID-19.

Now with the re-opening, visitors are sure to find it fascinating and informative.

The Friends of the Irving Museums' mission is to support the programs and activities of the Irving Museums. Your gift to our ongoing efforts to bring history and culture to the community will help to ensure that this continues.

Thank you again for your thoughtfulness in remembering Jim. His family has been notified.

Friends of the Irving Museums

Total transaction Amount: \$50

Gift Amount: \$50, tax year 2020

Value of benefits: No Goods or Services Provided