

### IRVING CONVENTION AND VISITORS BUREAU

### **Board of Directors Meeting**

Monday, January 27, 2020 @ 11:45 a.m.

Irving Arts Center Suite 200

3333 N. MacArthur Blvd.

(Lunch Served 11:15 a.m.)

#### **IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS REGULAR/SPECIAL MEETINGS** OCTOBER 2019 - SEPTEMBER 2020

NAME	OCT 25	NOV 18	DEC 16	JAN 27	FEB 24	MAR 23	APR 27	MAY 18	JUN 22	JULY 27	AUG 24	SEPT 28
RICK LINDSEY	X	X	X									
KAREN COOPERSTEIN	Х	X	Х									
KIM ANDRES	=	=	Х									
BOB BETTIS	Х	Х	Х									
BOB BOURGEOIS	X	X	X									
BETH BOWMAN	X	X	Х									
JO-ANN BRESOWAR	X	+	+									
DIRK BURGHARTZ	+	+	+									
DAVID COLE	X	+	X									
HERB GEARS	=	II	X									
DEBBI HAACKE	X	X	X									
TODD HAWKINS	X		X									
CHRIS HILLMAN	X	X	X									
JULIA KANG	X	X	#									
JACKY KNOX	+	+	X									
CLEM LEAR	X	X	X									
KIM LIMON	X	X	X									
GREG MALCOLM	X	X	X									
RON MATHAI	X	X	#									
HAMMOND PEROT	X	X	X									
DAVID PFAFF	X	X	+									
JOE PHILIPP	X	X	X									
MICHAEL RANDALL	X	X	X									
KAREN RILLEY	X	#	=									
MICHAEL RILLEY	+	#	X									
‡ JOHN DANISH	X	X	Х									
JOE MARSHALL	Х	X	=									
JUDY PIERSON	Х	Х	=									

X - PRESENT + - ABSENT-COMPANY BUSINESS

<sup># -</sup> ABSENT-OTHER



#### **AMENDED**

#### **AGENDA**

Irving Convention and Visitors Bureau Board of Directors
Monday, January 27, 2020 at 11:45 AM
Irving Arts Center – Suite 200
3333 N. MacArthur Blvd.
Irving, Texas 75062

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

1. Citizen Comments on Items Listed on the Agenda

#### **Consent Agenda**

- 2. Approving ICVB Board Minutes for December 16, 2019
- \*3. Accepting the Irving Convention Center Financial Report for November and December 2019
- 4. Accepting the ICVB Financial Report for October December 2019

#### **Individual Consideration**

- 5. Approving Board & Business Development Committee Recommendations for Bylaws Amendments
- **6.** Approving Community Engagement Committee Recommendations for High Spirited Citizen Nominations
  - Sammy Romero
  - Carolyn Weinzirl

#### Reports

- 7. Board Chair Report
  - a. Schedule of Upcoming Meetings and Activities
  - Next Executive Committee Meeting February 21, 2020
  - Next Board Meeting February 24, 2020
  - Industry Hospitality Annual Meeting February 14, 2020
- 8. Board Committee Reports
  - b. Board & Business Development Debbi Haacke
    - Recap of January 14, 2020 Meeting
    - Next Meeting March 13, 2020
  - c. Community Engagement Bob Bourgeois
    - Recap of January 14, 2020 Meeting
    - Next Meeting April 14, 2020
  - d. Destination Development Greg Malcolm
    - Next Meeting February 11, 2020

## IRVING CONVENTION & VISITORS BUREAU

#### **AGENDA - Continued**

- 9. City Reports
  - e. Council Liaison Councilman John Danish
  - f. Mayor & Other Council Members
  - g. City Manager Chris Hillman
  - · Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates
- 10. Bureau Monthly Management Reports
  - h. Executive Director Maura Gast
  - i. Sales and Services Lori Fojtasek
  - j. Marketing and Communications Diana Pfaff
  - k. Finance and Administration -Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
    - Volunteer Visitor Information Center Update Carol Boyer
- 11. Convention Center Management Report Tom Meehan/Matt Tungett
- 12. Industry Partner Reports
  - I. The Pavilion at the Music Factory/Live Nation Report Mike Rilley
  - m. Hotel Industry Updates Greg Malcolm, Dirk Burghartz, Kim Limon
  - n. Restaurant Industry Update David Cole
- 13. Partner Organization & Stakeholder Reports
  - DART/Transportation and Infrastructure Mayor Rick Stopfer
  - p. DCURD and Irving Flood Control Districts Jacky Knox
  - q. Chamber of Commerce David Pfaff/Beth Bowman
  - r. Irving Arts and Culture Todd Hawkins/Kim Andres
  - s. Salesmanship Club Jon Drago
  - t. The Las Colinas Association Hammond Perot
  - \*u. TIF Michael Randall
  - v. University of Dallas Dr. Thomas Hibbs

,	reby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, 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 27, 2020

### **AGENDA ITEMS**



# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MEETING IRVING CONVENTION CENTER DECEMBER 16, 2019

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Beth Bowman, David Cole, Herbert Gears, Debbi Haacke, Todd Hawkins, Chris Hillman, Jacky Knox, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, and Michael Randal – Members of the Board; Councilman John Danish, City Secretary Shanae Jennings-Conley, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB Staff; Guest: Jon Lambeth – Civitas.

Board Chair Rick Lindsey called the meeting to order at 11:51 a.m. and noted no citizens had signed up for comments.

City Secretary Shanae Jennings-Conley conducted the swearing in of reappointed ICVB Board members: Bob Bourgeois, David Cole, Karen Cooperstein, Clem Lear, and Rick Lindsey. It was noted that Board member Julia Kang was not in attendance and will be sworn in at a later date. Jennings-Conley then conducted the swearing in of newly appointed Board member Herbert Gears. She congratulated all and wished them well in their service to the Board.

#### **CONSENT AGENDA**

- 1. APPROVING ICVB BOARD MINUTES FOR NOVEMBER 18, 2019
- 2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR OCTOBER 2019
- 3. ACCEPTING THE ICVB FINANCIALS FOR SEPTEMBER 2019
- 4. REVIEW OF THE 2018-19 FOURTH QUARTER HOTEL OCCUPANCY TAX COLLECTIONS

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Debbi Haacke made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda unanimously was approved.

#### **PRESENTATION**

Executive Director Maura Gast introduced John Lambeth from Civitas who gave a detailed presentation on the importance of travel and tourism and the evolution of Tourism Public Improvement Districts (TPID). He reviewed the vital role of destination promotion, the challenges and solutions nationally regarding tourism funding. Lambeth reviewed statistics for national TPIDs and national TPID 2017 survey results, noting that, on average, destinations increased their tourism funding by 192% after the formation of a TPID. He also reviewed results from a 2019 DestinationNEXT Futures Study and briefly reviewed case studies from San Diego, Memphis, and Newport Beach. The results of 10-year TPID success and the road map to a TPID formation were reviewed.

#### **BOARD CHAIR REPORT**

Lindsey congratulated ICVB Office Manager Carol Boyer on the success of the Irving Salvation Army Super Lunch event where she served as Chair. He reported the Artrageous Holiday Open House event at the Irving Arts Center was a great event, and there was a good turnout at the Irving Police & Fire Blue Christmas Pancake Breakfast. Lindsey reported he attended the Greater Irving-Las Colinas Chamber of

Commerce quarterly meeting and gained good insight. The ICVB hosted High Spirited Citizens on two horse-drawn carriages during the City's Holiday parade and he noted the Las Colinas Association holiday light project looks spectacular and thanked Las Colinas Association President Hammond Perot for their support. Lindsey complimented ICVB Accounting Director Marianne Lauda on her input and service to the City's accounting software conversion. He reported Gast made a presentation to the City Council Work Session updating them on the ICVB and he complimented her on an excellent job and there were good comments from the Mayor and City Council. Lindsey asked Board members to complete and return the Board of Directors Conflict of Interest form and the Committee sign-up form that were distributed as handouts. He encouraged all Board members to attend the Executive Committee meetings and noted the Board calendar of meetings and activities in the Board packet. The next Board meeting will be held on Monday, January 27 at the Irving Arts Center and February 14 is the Irving Hospitality Industry Annual Meeting at the Irving Convention Center.

#### BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Committee met on December 6 and received an update on the Citizen Comment procedures, discussed the TPID, and reviewed the Board Bylaws. The Bylaws review is important to ensure consistency with State and City law and the Board Strategic Plan. Most of the updates were in tightening up language for consistency. A requirement for voting Board members to participate in a Board Committee was added. The recommended updates will come forward to the Board for approval at the January 27 Board meeting. She reported the Committee newly appointed Vice Chair is Board member Bob Bourgeois and the next meeting will be held on March 14.

#### COMMUNITY ENGAGEMENT COMMITTEE

Lindsey reported the Committee continues to work on the Strategic Plan. The newly appointed Committee Chair is Bourgeois and no Vice Chair has been appointed to date. The next meeting will be held on January 14.

#### **DESTINATION DEVELOPMENT COMMITTEE**

Committee Chair Greg Malcolm reported the next Committee meeting is scheduled for February 11.

#### **CITY REPORTS**

Councilman John Danish reported the City Council is working on the Bond proposal for the May 2 election. A vote in January yielded five affirmative votes on City Council to determine what will be included on the ballot. Each one will have a unique amount of funding to vote on.

Mayor Rick Stopfer reported there continues to be a tremendous amount of activity happening in the city. He commented in looking at the year in review, there were 69 ribbon cuttings and over 200 businesses opened in the City, and a visit from a delegation from Nepal. He thanked the ICVB Board for bringing the hotel development standards forward to the Council and providing guidance for the city. He appreciated Malcolm and the hoteliers for setting standards for Irving. He thanked Gast for discussing the TPID, and the challenge of giving back tax dollars but noted people in businesses are now giving back and need to understand that a third of the debt in the City is being paid for by Hotel Occupancy Tax. He is very appreciative and supportive of those efforts. He reported economic development is great and the City

continues to work on the bond program. He is working with the City Department Heads to get to a point to produce what to vote on. This year there was close to \$700 million on the tax roll and this is the first time it has been at that level. The single and multi-residential and business community are growing. He commended Live Nation's Mike Rilley and Live Nation for being the anchor that puts together the entertainment venue at Toyota Music Factory. He noted they are doing a great job of bringing entertainment and success to the venue. Stopfer further reported that DART signed an agreement with an agency to evaluate ridership versus revenue. Each City will bring in 2-3 City Council members and hold 42 meetings during a timeframe to evaluate every route and ridership in each of those communities. There has been a decline in each category and the TRE line has had the most decline. He noted it is a major undertaking and change for DART service to the community.

City Manager Chris Hillman complimented the Bond Committee for their participation and vision. He thanked the Chamber for their leadership in working on the Microsoft Corporate expansion win. The Irving campus will be the second largest for Microsoft outside of their facility in Redmond, Washington. He reported the Williams Square redesign project is confirmed and he is looking forward to the process. It is a good investment by the City to provide gathering places for residents and visitors. The design will maintain the iconic nature of Williams Square. The City is also working on the Levy Plaza on Lake Carolyn and managing and accruing the Williams Square area and Water Street development. The objective is to have all three anchors around Lake Carolyn. He reported **SmartAsset** ran a study and uncovered the most livable cities in America. Looking at 100 of the largest cities, it considered seven metrics: walkability, violent crime rate, property crime rate, unemployment rate, population density, housing costs as a percentage of income and housing cost burden rate. Irving was named the seventh most livable city. Irving's unemployment rate is 3.4%, the lowest it has been since tracking began. Seven Irving-based companies were named to the Dallas 100 Entrepreneur list. Two Irving restaurants were mentioned in the Dallas Observer: Peak Restaurant and Bar and Cafemandu Flavors of Nepal. The Heritage District's Centennial Park has 60,000 lights for the holidays and the Holiday Parade had the highest attendance this year with over 3,000 people and 80 floats. The Irving Police and Fire Blue Christmas event has a great impact on the community, as well as the Animal Services Comfort and Joy Drive. He introduced newly appointed Assistant to the City Manager Tony Cao.

#### **BUREAU MANAGEMENT AND STAFF**

Gast thanked the Mayor and City Manager for the opportunity to present the semi-annual update for the ICVB. An update for the Hotel Development Ordinance was presented to the Council Planning and Development Committee and the next step is a discussion to full Council in either January or February. One item for discussion is if adopted no variances be allowed in the future. When presented there were questions for reasons why to uphold the no variances item and discussion will continue.

Assistant Executive Director Sales/Services Lori Fojtasek reported the Religious Conference Management Association (RCMA) event will be hosted by the ICVB on February 1-7. The organization is for religious conference meeting planners and there will be opportunities for Board members to participate in welcoming the group. The ICVB will sponsor an opening reception at The Pavilion at the Toyota Music Factory, and a breakfast and closing dinner at the Irving Convention Center. More information will be sent to the Board when available. The event is ahead of pace with approximately 500 registrants thus far. The economic impact for local hotels and restaurants and future business in Irving is priceless. They will also partner with five local charitable organizations for giving back projects.

Assistant Executive Director Marketing/Communications Diana Pfaff noted there is a link included in the Marketing report in the packet for a video with ICVB Sales Manager Katherine DiPietro and the RCMA event. She reported November was a very good month with 106 RFPs, which equates to 46,000 associated room nights. There are several articles included in the packet that were generated from media tours. A 12 Days of Christmas social media giveaway was promoted on Instagram and there are just under 99,000 followers on social media. It will be an exciting milestone to reach 100,000 total social media followers. Pfaff complimented the City for making the downtown area beautiful for the holidays, and thanked Perot and The Las Colinas Association for the holiday lights in the Urban Center and Las Colinas area. She also complimented the Irving Convention Center and the Irving Arts Center for their beautiful decorations and noted how much it adds to the community. She thanked Live Nation and Mike Rilley for assisting with hosting a writer from *USA Today* who attended the Christmas Vacation event with Chevy Chase.

Assistant Executive Director Susan Rose noted the STR reports are included in the packet for October and noted the Hotel Occupancy Rate remained higher than Texas and the U.S. at 79.1%. AirBNB had 417 available listings which is a 35.0% increase over last year's figure of 309.

#### IRVING CONVENTION CENTER

General Manager Tom Meehan reported he attended an event in Las Vegas and this past week in Austin, Texas to honor and celebrate ICC Executive Chef Eduardo Alvarez. Last week the event took place in the Driskill Hotel in Austin, Texas and Chef Alvarez prepared a phenomenal lunch in their kitchen. Their team loved having him there and it was an honor to participate. He reported ICC financials for October are incredible, reporting \$127,000 better than budget and almost \$1 million gross in Food and Beverage revenue for the month of October alone. There are several projects in the building: rebuilding the cooling tower, which is ten years old with stainless steel to last another 15-20 years; new TV monitors around the building; and new parking equipment will be installed to match the Westin Irving Convention Center Hotel garage equipment. The LED lighting project is progressing both inside and outside the building. ICC Director of Sales Matt Tungett reviewed the October measurables, reporting October ended with 100% customer satisfaction rating and 5,000 guest rooms booked in conjunction with programs at the ICC. The goal for the year is 42,000 guest rooms booked and to date the results are on pace. Public shows recently held in the ICC were a cheerleading event and body building. January has scheduled the Las Colinas Bridal show, Texas Prime Meet and Zest Fest, also marking its tenth. The RCMA final planning meeting was held with a final walk through of the facility and a tasting. Sales Managers Collista Cooper and Casey Villaseñor were recognized nationally by ASM.

#### LIVE NATION

Mike Rilley reported there is a lot happening and he thanked everyone for their kind comments. He reported there have been over 120 shows this year in The Pavilion, in addition to 25 other private events, which is considerably more than 2018. October was a monumental month with 26 events in 31 days. This year five events were booked directly from artists either traveling to or from Austin, Texas. Highlights included Mariah Carey rehearsing for eight days at the facility. The Pavilion hosted special company events for Southwest Airlines, Verizon, Vizient, Toyotathon, and Las Vegas hosted an event for Dallas business. In looking at 2020, he is proud of the quality of events that will be coming. There is one more show this year: Mannheim Steamroller, which is sold-out. He thanked everyone for their support.

#### **HOTEL REPORTS**

Malcolm reported for November, South Irving had Occupancy of 72.4%, up 1% to last year. RevPAR was 94.79, down 2.8%. the Hilton Garden Inn at DFW South is doing renovations in the lobby area, which will include the front desk with a fresh look and hopes to be completed mid-January.

Board member Kim Limon reported the Hampton Inn Las Colinas finished with 64.4% Occupancy and Average Daily Rate of \$120.46, up 10.3%. RevPAR is \$77.01 with a 126.6% index. Starting the end of the month, the breakfast serving area will be renovated and should be completed mid-January. AT&T is moving antennas out of view and will make the property more inviting. Limon was congratulated by the Board for her appointment as Chair of The Hotel Association beginning in January 2020.

#### RESTAURANT REPORT

Board member David Cole reported he is honored to serve on the City's Bond Committee with Board member Bob Bourgeois. He noted the Southern Junction Restaurant is re-opening.

#### **DCURD**

Board member Jacky Knox reported weather is always a factor but there have been no major impacts in the last few weeks. The Williams Square Plaza full design effort was approved by City Council. This is a TIF #1 funded project that will greatly improve the interface of the Plaza with the new dynamics of the Plaza. Construction has started on the emergency generators for the Lake Carolyn storm water pump station and Pier 1 drilling is underway. The first quarter of 2021 is the scheduled completion date for the project, and it is a TIF #1 funded project as well. The extension of TIF #1 helps ensure that these needs will continue being addressed in the proper manner. Waterway maintenance and flood control facilities projects are underway, including dredging, wall construction to protect adjacent properties as well as stabilizing shorelines and updating improvements to flood control pump stations. DCURD has been investing in new equipment to maintain Irving waterways and flood control facilities.

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman congratulated Lindsey on his election as Board Chair. She thanked Gast and Meehan for hosting the recent Chamber retreat after the Irving Salvation Army Super Lunch event and complimented Chef Alvarez for the food and his accomplishments. Since October 1, the Chamber's Economic Development team has secured six total project wins, 900 jobs and \$44 million in capital investment, and 200,000square feet in commercial space. The retention and expansion of the Microsoft facility in Irving was a big win and Bowman thanked the team who worked together on the nationally competitive project. She reported the team is looking toward legislative needs and the importance to make local decisions. There are 40 active projects in the pipeline and a few are corporate headquarter opportunities. Irving's unemployment rate is 2.9% and running favorably with Texas at 3.4% and U.S. at 3.5%. The Chamber is working with North Lake College and Irving ISD to work with companies in hiring interns in order to build relationships with students and business industry. Bowman shared a success story of Allstate and MacArthur High School making commitments to students getting licensing and assuring jobs in Irving. The Share Tank celebration will be held on December 18 hosted at the Irving Arts Center. It is an opportunity for non-profit organizations to pitch their needs to local companies for contributions. She thanked Gast for her leadership, Rilley and team for their award-winning hospitality

and bringing business to Irving and showcasing the City. Stumpy's Hatchet House ribbon cutting is scheduled for December 17, and January 16 is the State of the City.

#### **IRVING ARTS CENTER**

Executive Director Irving Arts and Culture Todd Hawkins introduced Kim Andres as the new Chair of the Arts Board. The Art Plaza on Main Street is being installed this week. December 19 is the sneak peak event for the Irving Arts Museum and Spark! Lab. The Smithsonian exhibit *Patios, Pools and the Invention of the American Backyard* is being installed for the opening event. The Spark! Lab will be open and there will be a food truck and indoor/outdoor games. Everyone is invited to celebrate the Sweet 116 Birthday of Irving.

#### LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot reported construction on the dog park has begun. Commercial permits are up, as well as property values, hotels under construction and reviewed, number of restaurants opened, property citations are all up, and occupancy for commercial office space is up 2%. Criminal activity is up as well. There are three new members on the Las Colinas Association Board, out of seven. A vote on signage on top of buildings is on the next LCA agenda. There has been a lot of positive feedback on the holiday lights and decorations in the Urban Center.

Lindsey adjourned the meeting at 1:53 p.m.

Maura Slen Just

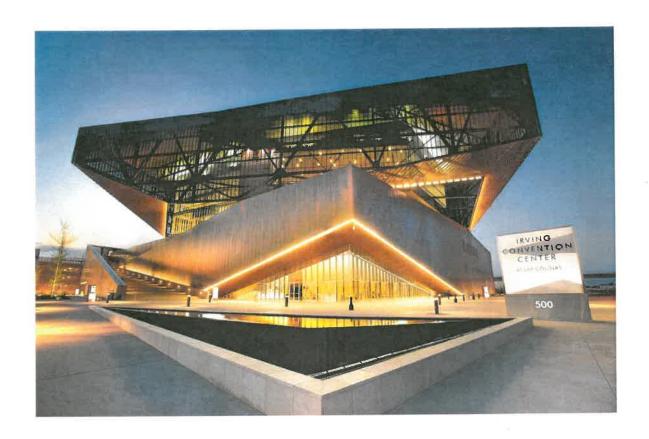
Respectfully submitted,

Maura Allen Gast, FCDME

**Executive Director** 







Date Distributed: December 20, 2019

## **Monthly Financial Summary**

For Period Ending November 30, 2019

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event income				, ,									
Direct Front Income													
Direct Event Income Rental Income	183,185	77,985	37,420	74,350	119,250	138,619	200,315	133,320	38,500	102,641	234,300	140,250	1,480,134
Service Income	77,389	12,540	38,000	18,125	50,750	56,750	56,550	80,250	40,000	31,500	31,000	32,750	525,604
	(133,229)	(35,838)	(65,000)	(75,000)	(90,000)	(85,000)	(90,000)	(80,000)	(80,000)	(75,000)	(75,000)	(80,000)	(964,067)
Service Expenses	127,345	54,687	10,420	17,475	80.000	110,369	166,865	133,570	(1,500)	59,141	190,300	93,000	1.041.671
Total Direct Event Income	127,345	54,687	10,420	17,475	80,000	110,369	100,003	133,370	(1,500)	33,141	130,300	33,000	2,042,072
Ancillary Income													
F & B Concessions	24,866	6,231	3,500	11,000	26,000	24,000	20,000	16,000	13,000	5,000	9,000	16,000	174,597
F & B Catering	605,052	150,709	113,786	350,864	392,935	219,740	295,430	423,654	403,823	114,000	144,020	289,180	3,503,193
Parking: Self Parking	46,410	12,908	3,280	26,404	31,488	30,033	21,279	25,010	20,172	10,250	5,330	20,500	253,064
Electrical Services	12,365	4,750	3,000	21,000	12,000	26,000	16,000	13,000	11,000	5,000	9,000	17,000	150,115
Audio Visual	347	(0)		-	35		-					-	347
Internet Services	*	(595)	150	100	1,000	2,200	3,100	500	1,500	150	2.000	2,500	12,605
Total Ancillary Income	689,040	174,003	123,716	409,368	463,423	301,973	355,809	478,164	449,495	134,400	169,350	345,180	4,093,921
										400 044	010.450	400 400	T 407 500
Total Event Income	816,385	228,690	134,136	426,843	543,423	412,341	522,674	611,734	447,995	193,541	359,650	438,180	5,135,593
Other Operating Income	95,000	26,741	45,000	70,000	60,000	50,000	65,000	55,000	65,000	45,000	50,000	103,375	730,116
other operating monitor		2017-12	13,000	7 4 10 00	22/8/27								
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	911,385	255,431	527,136	496 <b>,8</b> 43	603,423	812,341	587,674	666,734	861,745	238,541	409,650	889,805	7,260,708
Operating Expenses	222.001	200 707	244 446	244 446	244,446	244,446	244,446	244,446	244,446	244,446	244,446	244,447	2,886,338
Employee Salaries and Wages	233,091	208,787	244,446	244,446	,	74,905	74,905	74,905	74,905	74,905	74,905	188,910	1,002,852
Benefits	70,845	68,953	74,905	74,905 (49,730)	74,905 (49,730)	(49,730)	(49,730)	(49,730)	(49.730)	(49,730)	(49.730)	(49,730)	(533,503
Less: Event Labor Allocations	(30,233)	(5,970)	(49,730)					269,621	269,621	269,621	269,621	383,627	3,355,687
Net Employee Wages and Benefits	273,703	271,770	269,621	269,621	269,621 62,090	269,621 62,090	269,621	62,090	62,090	62,090	62,090	62,090	729,978
Contracted Services	56,602	52,476	62,090	62,090			62,090 33,751	34,131	44,174	60,796	42,726	130,397	649,178
General and Administrative	91,072	29,306	50,074	38,876	48,106	45,772	,		48,801	48,801	48,801	48,793	593,476
Operations	65,204	40,269	48,801	48,801	48,801	48,801	48,801	48,801	,	58,808	46,808	47,312	579,375
Repair & Maintenance	63,829	34,962	46,808	46,808	46,808	46,808	46,808	46,808	46,808	,		,	,
Supplies	10,646	31,569	17,349	17,099	17,599	17,099	17,099	17,599	17,099	30,432	30,432	30,441	254,466
Insurance	23,137	8,501	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	133,668
Utilities	48,248	39,696	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	537,943
Other	6	-	208	208	208	208	208	208	208	208	208	212	2,090
ASM Global Management Fees	67,946	29,543	36,323	36,323	36,323	36,323	36,323	36,323	36,323	36,323	33,980	13,823	435,876
Total Operating Expenses	700,393	538,092	586,477	575,029	584,759	581,925	569,904	570,784	580,327	622,282	589,869	771,898	7,271,737
Net Income (Loss) From Operations	210,992	(282,661)	(59,341)	(78,186)	18,664	230,416	17,770	95,950	281,418	(383,741)	(180,219)	117,907	(11,028
				11.21.21									

Budget Forecast Comparison by Month

(35,141)	(11,028)										
355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010

### IRVING CONVENTION CENTER/SMG Financial Statements Monthly Highlights For the Month Ending November 30, 2019

2	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	13,190	11,720	1,470	9,768
Events	20	21	(1)	19
Event Days	31	35	(4)	30
Direct Event Income	54,687	50,350	4,337	2,521
Ancillary Income	174,003	158,172	15,831	232,661
Total Event Income	228,690	208,522	20,168	235,182
Other Operating Income	26,741	60,000	(33,259)	33,334
Adjusted Gross Income	255,431	268,522	(13,091)	268,516
Indirect Expenses	(538,092)	(545,539)	7,447	(501,449)
Net Income (Loss) From Operations	(282,661)	(277,017)	(5,644)	(232,933)

### IRVING CONVENTION CENTER/SMG Financial Statements Year to Date Highlights For the Two Months Ending November 30, 2019

Attendance Events Event Days	Year to Date Actual 35,021 47 78	Year to Date Budget 43,002 46 77	Variance (7,981) 1 1	Prior YTD Actual 41,985 40 60
Direct Event Income	182,033	222,725	(40,692)	102,107
Ancillary Income	863,044	571,270	291,774	591,770
Total Event Income Other Operating Income	1,045,077	793,995	251,082	693,877
	121,742	130,000	(8,258)	54,639
Adjusted Gross Income	1,166,819	923,995	242,824	748,516
Indirect Expenses	(1,238,490)	(1,117,772)	(120,718)	(1,061,816)
Net Income (Loss) From Operations	(71,671)	(193,777)	122,106	(313,300)

#### IRVING CONVENTION CENTER/SMG Balance Sheet November 30, 2019

#### **ASSETS**

Current Assets Cash \$ Accounts Receivable Prepaid Assets Inventory  Total Current Assets	707,775 950,233 27,525 65,693	1,751,226
Total Assets		\$ 1,751,226
LIABILITIES AN	D EQUITY	
Current Liabilities		
Accounts Payable \$	647,404	
Accrued Expenses	384,074	
Deferred Income	0	
Advance Ticket Sales/Deposits	791,419	1
Other Current Liabilities	0	
Total Current Liabilities		1,822,897
Long-Term Liabilities		
Long Term Liabilites	0	
Total Long-Term Liabilities		0
Total Liabilities		1,822,897
Equity	11 000 706	
Net Funds Received	11,202,786	
Retained Earnings	(11,202,786)	
Net Income (Loss)	(71,671)	
Total Equity		(71,671)
Total Liabilities & Equity		\$ 1,751,226

# IRVING CONVENTION CENTER/SMG Income Statement For the Two Months Ending November 30, 2019

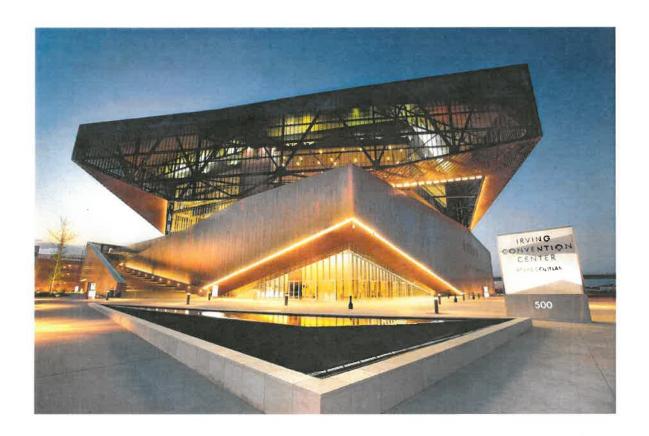
Direct Event Income		Current Month Actual	Current Month Budget	Variance +(-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Direct Event Income   17,985   80,350   (2,365)   261,170   283,175   (22,005)   217,464   Service Revenue   12,540   25,000   (12,460)   89,928   69,550   20,378   100,282   Service Expenses   (35,838)   (55,000)   19,162   (169,065)   (130,000)   (39,065)   (215,639	EVENT INCOME	2101001	Duagor	, ()				
Rental Income         77,985         80,350         (23,65)         261,170         283,175         (22,005)         217,466           Service Revenue         12,540         25,000         (12,460)         89,928         69,550         20,378         100,282           Service Expenses         (35,838)         (55,000)         19,162         (169,065)         (130,000)         (39,065)         (215,639)           Total Direct Event In         54,687         50,350         4,337         182,033         222,725         (40,692)         102,107           Ancillary Income         F & B Concessions         6,231         6,000         231         31,098         41,000         (9,902)         40,573           F & B Concessions         6,231         6,000         231         31,098         41,000         (9,902)         40,573           F & B Catering         12,908         9,906         3,002         59,319         57,097         2,222         53,212           Electrical Services         4,750         7,000         (2,259)         17,115         22,000         (4,885)         18,059           Audio Visual         0         0         0         346         0         346         0         346         0								
Service Reventue 12,540 25,000 (12,460) 89,928 69,550 20,378 100,282 Service Expenses (35,838) (55,000) 19,162 (169,065) (130,000) (39,065) (215,639)    Total Direct Event In 54,687 50,350 4,337 182,033 222,725 (40,692) 102,107    Ancillary Income		77 985	80 350	(2.365)	261.170	283,175	(22,005)	217,464
Service Expenses   (35,838)   (55,000)   19,162   (169,065)   (130,000)   (39,065)   (215,639)								100,282
Total Direct Event In 54,687 50,350 4,337 182,033 222,725 (40,692) 102,107  Ancillary Income F & B Concessions 6,231 6,000 231 31,098 41,000 (9,902) 40,573 F & B Catering 150,709 133,766 16,943 755,761 448,673 307,088 479,246 Parking 12,908 9,906 3,002 59,319 57,097 2,222 53,212 Electrical Services 4,750 7,000 (2,250) 17,115 22,000 (4,885) 18,059 Audio Visual 0 0 0 0 346 0 346 0 346 Internet Services (595) 1,500 (2,095) (595) 2,500 (3,095) 680  Total Ancillary Inco 174,003 158,172 15,831 863,044 571,270 291,774 591,770  Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 41,878 453,490 11,612 442,199 Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637 Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558  Net Salaries & Wages 52,476 62,909 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,342) 79,363 Operating 40,269 45,751 5,482 (10,5474 9),502 (13,972) 99,222  Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,193 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 545,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816								
Ancillary Income F & B Concessions F & B Concessions F & B Catering F & Catering F & B Catering F & Cat	Service Expenses	(55,656)	(33,000)	17,102	(10),000)	(100)000		
F & B Concessions         6,231         6,000         231         31,098         41,000         (9,902)         40,573           F & B Catering         150,709         133,766         16,943         755,761         448,673         307,088         479,246           Parking         12,908         9,906         3,002         59,319         57,097         2,222         53,212           Electrical Services         4,750         7,000         (2,250)         17,115         22,000         (4,885)         18,059           Audio Visual         0         0         0         346         0         348 <th< td=""><td>Total Direct Event In</td><td>54,687</td><td>50,350</td><td>4,337</td><td>182,033</td><td>222,725</td><td>(40,692)</td><td>102,107</td></th<>	Total Direct Event In	54,687	50,350	4,337	182,033	222,725	(40,692)	102,107
F & B Concessions         6,231         6,000         231         31,098         41,000         (9,902)         40,573           F & B Catering         150,709         133,766         16,943         755,761         448,673         307,088         479,246           Parking         12,908         9,906         3,002         59,319         57,097         2,222         53,212           Electrical Services         4,750         7,000         (2,250)         17,115         22,000         (4,885)         18,059           Audio Visual         0         0         0         346         0         348 <th< td=""><td>A 111 T</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	A 111 T							
F & B Catering         150,709         133,766         16,943         755,761         448,673         307,088         479,246           Parking         12,908         9,906         3,002         59,319         57,097         2,222         53,212           Electrical Services         4,750         7,000         (2,250)         17,115         22,000         (4,885)         18,059           Audio Visual         0         0         0         346         0         346         0           Internet Services         (595)         1,500         (2,095)         (595)         2,500         (3,095)         680           Total Ancillary Inco         174,003         158,172         15,831         863,044         571,270         291,774         591,770           Total Event Income         228,690         208,522         20,168         1,045,077         793,995         251,082         693,877           OTHER OPERATING INCOME           Other Income         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Total Other Operatin         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639 </td <td>-</td> <td>C 021</td> <td>6,000</td> <td>221</td> <td>21 008</td> <td>41 000</td> <td>(9.902)</td> <td>40.573</td>	-	C 021	6,000	221	21 008	41 000	(9.902)	40.573
Parking 12,908 9,906 3,002 59,319 57,097 2,222 53,212 Electrical Services 4,750 7,000 (2,250) 17,115 22,000 (4,885) 18,059 Audio Visual 0 0 0 0 346 0 346 0 Internet Services (595) 1,500 (2,095) (595) 2,500 (3,095) 680  Total Ancillary Inco 174,003 158,172 15,831 863,044 571,270 291,774 591,770  Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199 Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637 Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (33,761) 413,558 Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,842) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,719 93,616 (5,175) 110,361 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 551,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816								
Electrical Services 4,750 7,000 (2,250) 17,115 22,000 (4,885) 18,059 Audio Visual 0 0 0 346 0 346 0 Internet Services (595) 1,500 (2,095) (595) 2,500 (3,095) 680  Total Ancillary Inco 174,003 158,172 15,831 863,044 571,270 291,774 591,770  Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199 Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637 Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (33,761) 413,558  Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 SMG Management F 29,543 36,323 6,780 97,447 1,238,490 1,117,772 (120,718) 1,061,816								
Audio Visual 0 0 0 346 0 346 0 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 1 346 0 346 0 1 3								
Internet Services (595) 1,500 (2,095) (595) 2,500 (3,095) 680  Total Ancillary Inco 174,003 158,172 15,831 863,044 571,270 291,774 591,770  Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199  Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637  Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (33,761) 413,558  Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026  General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363  Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,223  Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361  Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819  Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849  Total Indirect Expens 538,092 545,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816		,		, , ,		,	, , ,	,
Total Ancillary Inco 174,003 158,172 15,831 863,044 571,270 291,774 591,770  Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199 Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637 Payroll Taxes & Ben (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558 Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Coperating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Reg Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077  Total Indirect Expens 538,092 545,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816		•		_		•		•
Total Event Income 228,690 208,522 20,168 1,045,077 793,995 251,082 693,877  OTHER OPERATING INCOME Other Income 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Total Other Operatin 26,741 60,000 (33,259) 121,742 130,000 (8,258) 54,639  Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199 Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637  Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558 Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077  Total Indirect Expens 538,092 545,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816	Internet Services	(595)	1,500	(2,095)	(393)	2,300	(3,093)	
OTHER OPERATING INCOME           Other Income         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Total Other Operatin         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Adjusted Gross Inco         255,431         268,522         (13,091)         1,166,819         923,995         242,824         748,516           INDIRECT EXPENSES           Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306	Total Ancillary Inco	174,003	158,172	15,831	863,044	571,270	291,774	591,770
Other Income         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Total Other Operatin         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Adjusted Gross Inco         255,431         268,522         (13,091)         1,166,819         923,995         242,824         748,516           INDIRECT EXPENSES           Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380 <td>Total Event Income</td> <td>228,690</td> <td>208,522</td> <td>20,168</td> <td>1,045,077</td> <td>793,995</td> <td>251,082</td> <td>693,877</td>	Total Event Income	228,690	208,522	20,168	1,045,077	793,995	251,082	693,877
Other Income         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Total Other Operatin         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Adjusted Gross Inco         255,431         268,522         (13,091)         1,166,819         923,995         242,824         748,516           INDIRECT EXPENSES           Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
Total Other Operatin         26,741         60,000         (33,259)         121,742         130,000         (8,258)         54,639           Adjusted Gross Inco         255,431         268,522         (13,091)         1,166,819         923,995         242,824         748,516           INDIRECT EXPENSES           Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380         101,838         (18,542)         79,363           Repairs & Maintenan         34,962         46,808         11,846         98,79	OTHER OPERATING					100.000	(0.050)	54 (20
Adjusted Gross Inco 255,431 268,522 (13,091) 1,166,819 923,995 242,824 748,516  INDIRECT EXPENSES  Salaries & Wages 208,787 226,745 17,958 441,878 453,490 11,612 442,199  Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637  Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558  Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026  General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363  Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222  Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361  Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819  Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849  Utilities 39,696 45,208 5,512 87,950 90,416 2,466 83,541  SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077  Total Indirect Expens 538,092 545,539 7,447 1,238,490 1,117,772 (120,718) 1,061,816	Other Income	26,741	60,000	(33,259)	121,742	130,000	(8,258)	54,639
INDIRECT EXPENSES   Salaries & Wages   208,787   226,745   17,958   441,878   453,490   11,612   442,199   Payroll Taxes & Ben   68,953   68,840   (113)   139,796   137,680   (2,116)   116,637   Labor Allocations to   (5,970)   (49,730)   (43,760)   (36,203)   (99,460)   (63,257)   (145,278)	Total Other Operatin	26,741	60,000	(33,259)	121,742	130,000	(8,258)	54,639
Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380         101,838         (18,542)         79,363           Operating         40,269         45,751         5,482         105,474         91,502         (13,972)         99,222           Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819     <	Adjusted Gross Inco	255,431	268,522	(13,091)	1,166,819	923,995	242,824	748,516
Salaries & Wages         208,787         226,745         17,958         441,878         453,490         11,612         442,199           Payroll Taxes & Ben         68,953         68,840         (113)         139,796         137,680         (2,116)         116,637           Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380         101,838         (18,542)         79,363           Operating         40,269         45,751         5,482         105,474         91,502         (13,972)         99,222           Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819     <		-						
Payroll Taxes & Ben 68,953 68,840 (113) 139,796 137,680 (2,116) 116,637 Labor Allocations to (5,970) (49,730) (43,760) (36,203) (99,460) (63,257) (145,278)  Net Salaries and Ben 271,770 245,855 (25,915) 545,471 491,710 (53,761) 413,558 Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 5,512 87,950 90,416 2,466 83,541 SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077			226 745	17.050	441 070	453 400	11 612	442 199
Labor Allocations to         (5,970)         (49,730)         (43,760)         (36,203)         (99,460)         (63,257)         (145,278)           Net Salaries and Ben Contracted Services         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380         101,838         (18,542)         79,363           Operating         40,269         45,751         5,482         105,474         91,502         (13,972)         99,222           Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819           Insurance         8,501         8,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541								
Net Salaries and Ben         271,770         245,855         (25,915)         545,471         491,710         (53,761)         413,558           Contracted Services         52,476         62,090         9,614         109,079         124,180         15,101         127,026           General and Adminis         29,306         37,322         8,016         120,380         101,838         (18,542)         79,363           Operating         40,269         45,751         5,482         105,474         91,502         (13,972)         99,222           Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819           Insurance         8,501         8,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541           SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077								
Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 5,512 87,950 90,416 2,466 83,541 SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077	Labor Allocations to	(5,970)	(49,730)	(43,760)	(30,203)	(99,400)	(03,237)	(143,270)
Contracted Services 52,476 62,090 9,614 109,079 124,180 15,101 127,026 General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 5,512 87,950 90,416 2,466 83,541 SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077	Mat Calarias and Dan	271 770	2/5 955	(25.015)	545 471	491 710	(53,761)	413,558
General and Adminis 29,306 37,322 8,016 120,380 101,838 (18,542) 79,363 Operating 40,269 45,751 5,482 105,474 91,502 (13,972) 99,222 Repairs & Maintenan 34,962 46,808 11,846 98,791 93,616 (5,175) 110,361 Operational Supplies 31,569 17,849 (13,720) 42,218 35,198 (7,020) 50,819 Insurance 8,501 8,333 (168) 31,638 16,666 (14,972) 12,849 Utilities 39,696 45,208 5,512 87,950 90,416 2,466 83,541 SMG Management F 29,543 36,323 6,780 97,489 72,646 (24,843) 85,077								
Operating         40,269         45,751         5,482         105,474         91,502         (13,972)         99,222           Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819           Insurance         8,501         8,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541           SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816				*				
Repairs & Maintenan         34,962         46,808         11,846         98,791         93,616         (5,175)         110,361           Operational Supplies         31,569         17,849         (13,720)         42,218         35,198         (7,020)         50,819           Insurance         8,501         8,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541           SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816								
Repairs & Walthchart         34,362         15,602         17,849         (13,720)         42,218         35,198         (7,020)         50,819           Insurance         8,501         8,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541           SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816								
Operational Supplies         31,500         17,600         17,849         17,849         18,333         (168)         31,638         16,666         (14,972)         12,849           Utilities         39,696         45,208         5,512         87,950         90,416         2,466         83,541           SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816								
Utilities     39,696     45,208     5,512     87,950     90,416     2,466     83,541       SMG Management F     29,543     36,323     6,780     97,489     72,646     (24,843)     85,077       Total Indirect Expens     538,092     545,539     7,447     1,238,490     1,117,772     (120,718)     1,061,816	Operational Supplies							
SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816	Insurance	8,501						
SMG Management F         29,543         36,323         6,780         97,489         72,646         (24,843)         85,077           Total Indirect Expens         538,092         545,539         7,447         1,238,490         1,117,772         (120,718)         1,061,816	Utilities	39,696	45,208		87,950			
Total multion Expens 550,052 510,055	SMG Management F		36,323	6,780	97,489	72,646	(24,843)	85,077
Total multion Expens 550,052 510,055	_ u	500.000			1 000 400	1 117 770	(120 719)	1 061 916
	Total Indirect Expens	538,092			, ,	1,11/,//2	(120,/18)	1,001,010

## IRVING CONVENTION CENTER/SMG Income Statement For the Two Months Ending November 30, 2019

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	(282,661)	(277,017)	(5,644)	(71,671)	(193,777)	122,106	(313,300)







Date Distributed: January 17, 2020

# Monthly Financial Summary For Period Ending December 31, 2019

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income	- Indicated	movember	December	January	replusiy	IVIGICII ]	April 1	IAIGIA	Julie	July 1	Abgust	Jepternoer	10141
Direct Event Income											43		
Rental Income	183,185	77,985	38,650	78,450	112,950	138,619	209,315	140,870	38,500	102,641	154,300	120,000	1,395,464
Service Income	77,389	12,540	19,135	18,125	50,750	56,750	57,050	78,750	40,000	31,500	31,000	32,750	505,739
Service Expenses	(133,229)	(35,838)	(35,116)	(75,000)	(90,000)	(85,000)	(90,000)	(80,000)	(80,000)	(75,000)	(75,000)	(80,000)	(934,183)
Total Direct Event Income	127,345	54,687	22,669	21,575	73,700	110,369	176,365	139,620	(1,500)	59,141	110,300	72,750	967,020
Ancillary Income													
F & B Concessions	24,866	6,231	10,154	11,000	26,000	24,000	20,000	16,000	13,000	5,000	9,000	16,000	181,251
F & B Catering	605,052	150,709	235,426	643,008	364,755	208,340	279,470	359,374	368,863	114,000	128,820	215,460	3,673,277
Parking: Self Parking	46,410	12,908	13,104	26,404	30,176	31,345	21,279	24,190	20,172	10,250	5,330	20,500	262,068
Electrical Services	12,365	4,750	5,220	21,000	12,000	26,000	16,000	13,000	11,000	5,000	9,000	17,000	152,335
Audio Visual	347	4,730	(896)	21,000	12,000	20,000	10,000	13,000	11,000	3,000	5,000	17,000	(549)
Internet Services	347	(595)	(030)	100	1.000	2,200	3,100	500	1,500	150	2,000	2,500	12,455
	689,040		263,008	100		291,885	339,849	413,064	414,535	134,400	154.150	271,460	4,280,837
Total Ancillary Income	589,040	174,003	263,008	701,512	433,931	291,883	339,049	413,064	414,333	134,400	154,150	2/1,460	4,200,037
Total Event Income	816,385	228,690	285,677	723,087	507,631	402,253	516,214	552,684	413,035	193,541	264,450	344,210	5,247,857
Other Operating Income	95,000	26,741	24,454	60,000	50,000	40,000	55,000	45,000	55,000	35,000	40,000	65,000	591,195
Other Operating moorne	33,000	20,741	27,777	00,000	30,000	40,000	33,000	43,000	33,000	00,000	40,000	00,000	331,233
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	911,385	255,431	658,131	783,087	557,631	792,253	571,214	597,684	816,785	228,541	304,450	757,460	7,234,052
Operating Expenses													
Employee Salaries and Wages	233,091	208,787	217,242	242,888	242,888	242,888	242,888	242,888	242,888	242,888	242,888	242,893	2,845,116
Benefits	70,845	68,953	59,915	74,509	74,509	74,509	74,509	74,509	74,509	74,509	74,509	188,518	984,303
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(49.730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(497,707)
Net Employee Wages and Benefits	273,703	271,770	263,223	267,667	267,667	267,667	267,667	267,667	267,667	267,667	267,667	381,681	3,331,712
Contracted Services	56,602	52,476	61,359	62,090	62,090	62,090	62,090	62,090	62,090	62,090	62,090	62,090	729,247
General and Administrative	91,072	29,306	36,616	56,896	43,173	45,772	33,751	34,131	44,174	60,796	42,726	130,397	648,807
Operations	65,204	40,269	31,883	49,134	49,134	49,134	49,134	49,134	49,134	49,134	49,134	49,122	579,550
Repair & Maintenance	63,829	34,962	41,317	46,808	46,808	46,808	46,808	46,808	46,808	58,808	46,808	47,312	573,883
Supplies	10,646	31,569	11,001	17,099	17,849	17,099	17,099	17,849	17,099	30,432	30,682	30,941	249,368
Insurance	23,137	8,501	6,489	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	129,954
Utilities	48,248	39,696	38,576	45,000	45,000	45,000	45,000	45,000	45,000 .	45,000	45,000	45,000	531,519
Other	6	-	34	208	208	208	208	208	208	208	208	212	1,916
ASM Global Management Fees	67.946	29,543	36,621	36,323	36,323	36,323	36,323	36,323	36,323	36,323	33.682	13,823	435,876
Total Operating Expenses	700,393	538,092	527,119	591,428	578,455	580,304	568,283	569,413	578,706	620,661	588,200	770,781	7,211,833
Net Income (Loss) From Operations	210,992	(282,661)	131.012	191,659	(20,824)	211,949	2.931	28,271	238,079	(392,120)	(283,750)	(13,321)	22,219
ines meetine feest, i telli ekelenelle	210,002	(202,001)	202/012	101/033	(20,024)	2441473	2,001	LOILIT	200,073	1002/110/	(===/.55/	120,022/	44744

Budget Forecast Comparison by Month

(1,395,000) (1,372,781)

(35,141)	(11,028)	22,219									
355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010

#### IRVING CONVENTION CENTER/SMG Financial Statements Monthly Highlights For the Month Ending December 31, 2019

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	9,932	6,690	3,242	13,113
Events	17	16	1	17
Event Days	24	25	(1)	21
Direct Event Income	22,669	31,695	(9,026)	19,496
Ancillary Income	263,008	196,456	66,552	349,953
Total Event Income	285,677	228,151	57,526	369,449
Other Operating Income	24,454	45,000	(20,546)	25,594
Adjusted Gross Income	310,131	273,151	36,980	395,043
Indirect Expenses	(527,119)	(543,884)	16,765	(624,687)
Net Income (Loss) From Operations	(216,988)	(270,733)	53,745	(229,644)

## IRVING CONVENTION CENTER/SMG Financial Statements Year to Date Highlights For the Three Months Ending December 31, 2019

Attendance Events Event Days	Year to Date Actual 44,953 64 102	Year to Date Budget 49,692 62 102	Variance (4,739) 2 0	Prior YTD Actual 55,098 57 81
Direct Event Income	204,702	254,420	(49,718)	121,602
Ancillary Income	1,126,054	767,726	358,328	941,724
Total Event Income Other Operating Income	1,330,756	1,022,146	308,610	1,063,326
	146,193	175,000	(28,807)	80,233
Adjusted Gross Income	1,476,949	1,197,146	279,803	1,143,559
Indirect Expenses	(1,765,609)	(1,661,656)	(103,953)	(1,686,503)
Net Income (Loss) From Operations	(288,660)	(464,510)	175,850	(542,944)

#### IRVING CONVENTION CENTER/SMG

#### Balance Sheet December 31, 2019

#### **ASSETS**

AS	OL I	5		
Current Assets Cash Accounts Receivable Prepaid Assets Inventory	\$	904,400 792,206 22,269 60,857		
Total Current Assets				1,779,732
Total Assets			\$	1,779,732
LIABILITIE	S AN	D EOUITY		
Current Liabilities				
Accounts Payable	\$	340,476		
Accrued Expenses		406,947		
Deferred Income		0		
Advance Ticket Sales/Deposits		972,969		
Other Current Liabilities		0		
Total Current Liabilities				1,720,392
Long-Term Liabilities				-,,
Long Term Liabilites		0		
Total Long-Term Liabilities			_	0
Total Liabilities				1,720,392
Equity Net Funds Received		11,550,786		
Retained Earnings		(11,202,786)		
Net Income (Loss)		(288,660)		
Total Equity			====	59,340
Total Liabilities & Equity			\$	1,779,732

## IRVING CONVENTION CENTER/SMG Income Statement

### For the Three Months Ending December 31, 2019

	Current Month Actual	Current Month Budget	Variance +(-)	Year to Date Actual	Year to Date Budget	Variance	Year to Date Prior Year
EVENT INCOME	Actual	Duaget	' (-)	Actual	Duaget	+ (-)	PHOT I car
Direct Event Income							
Rental Income	38,650	38,695	(45)	299,820	321,870	(22,050)	251,434
Service Revenue	19,135	38,000	(18,865)	109,063	107,550	1,513	139,466
Service Expenses	(35,116)	(45,000)	9,884	(204,181)	,	,-	,
Service Expenses	(33,110)	(43,000)	7,004	(204,101)	(175,000)	(29,181)	(269,298)
Total Direct Event In	22,669	31,695	(9,026)	204,702	254,420	(49,718)	121,602
Ancillary Income							
F & B Concessions	10,154	3,500	6,654	41,253	44,500	(3,247)	43,673
F & B Catering	235,426	185,706	49,720	991,186	634,379	356,807	820,635
Parking	13,104	4,100	9,004	72,425	61,197	11,228	52,359
Electrical Services	5,220	3,000	2,220	22,335	25,000	(2,665)	24,374
Audio Visual	(896)	0	(896)	(550)	0	(550)	3
Internet Services	0	150	(150)	(595)	2,650	(3,245)	680
Total Ancillary Inco	263,008	196,456	66,552	1,126,054	767,726	358,328	041.724
Total Allemary files	203,008	190,430	00,332	1,120,034	707,720	330,320	941,724
Total Event Income	285,677	228,151	57,526	1,330,756	1,022,146	308,610	1,063,326
OTHER OPERATING	INCOME						
Other Income	24,454	45,000	(20,546)	146,193	175,000	(28,807)	80,233
Total Other Operatin	24,454	45,000	(20,546)	146,193	175,000	(28,807)	80,233
Adjusted Gross Inco	310,131	273,151	36,980	1,476,949	1,197,146	279,803	1,143,559
INDIRECT EXPENSES	S						
Salaries & Wages	217,242	226,745	9,503	659,120	680,235	21,115	738,147
Payroll Taxes & Ben	59,915	68,840	8,925	199,713	206,520	6,807	182,738
Labor Allocations to	(13,934)	(49,730)	(35,796)	(50,137)	(149,190)	(99,053)	(195,701)
Net Salaries and Ben	263,223	245,855	(17,368)	808,696	737,565	(71,131)	725,184
Contracted Services	61,359	62,090	731	170,436	186,270	15,834	198,001
General and Adminis	36,616	36,167	(449)	156,997	138,005	(18.992)	127,828
Operating	31,883	45,751	` /	137,359	137,253	(106)	
Repairs & Maintenan	41,317		13,868			, ,	137,165
		46,808	5,491	140,108	140,424	316	151,597
Operational Supplies	11,001	17,349	6,348	53,217	52,547	(670)	59,359
Insurance	6,489	8,333	1,844	38,127	24,999	(13,128)	19,394
Utilities	38,610	45,208	6,598	126,559	135,624	9,065	136,499
SMG Management F	36,621	36,323	(298)	134,110	108,969	(25,141)	131,476
Total Indirect Expens	527,119	543,884	16,765	1,765,609	1,661,656	(103.953)	1,686,503
		An A	SM Global Man	aged Facility			

#### IRVING CONVENTION CENTER/SMG

### Income Statement

### For the Three Months Ending December 31, 2019

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	(216,988)	(270,733)	53,745	(288,660)	(464,510)	175,850	(542,944)



### ICVB FINANCIAL STATEMENTS

For Period Ending: October 1 – December 31, 2019

ORG	CHARACTER CODE	ACCOUNT DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
ICVB .	ADMINISTR <i>)</i>	ATION						
	N1	Total N1 SALARIES	939,954	939,954	166,329	0	773,625	17.70
	N2	Total N2 BENEFITS	268,915	268,915	49,344	0	219,570	18.30
	N4	Total N4 SUPPLIES	25,050	31,750	12,431	13,400	5,919	81.40
	01	Total O1 UTILITIES	7,300	7,300	797	0	6,503	10.90
	О3	Total O3 OUTSIDE SERVICES	108,680	133,255	56,921	69,475	6,859	94.90
	04	Total O4 TRAVEL, TRAIN, DUES	157,785	157,785	18,318	0	139,467	11.60
	O5	Total O5 CLAIMS AND INSURANCE	58,307	58,307	14,577	0	43,730	25.00
	07	Total O7 MISCELLANEOUS EXP	516,059	516,059	70,571	0	445,488	13.70
	P5	Total P5 TRANSFERS OUT	50,000	50,000	0	0	50,000	0.00
		Total 22015200 ICVB ADMINISTRATION	2,132,050	2,163,325	389,289	82,875	1,691,161	21.80

ORG	CHARACTER CODE	ACCOUNT DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
ICVB S	SALES							
	N1	Total N1 SALARIES	1,031,485	1,031,485	191,376	0	840,109	18.60
	N2	Total N2 BENEFITS	255,204	255,204	,	0	204,601	19.80
	N4	Total N4 SUPPLIES	2,950	2,950	482	0	2,468	16.40
	01	Total O1 UTILITIES	11,200	11,200	2,468	0	8,732	22.00
	03	Total O3 OUTSIDE SERVICES	78,850	78,850	15,265	40,613	22,973	70.90
	04	Total O4 TRAVEL, TRAIN, DUES	514,841	514,841	49,821	0	465,020	9.70
	07	Total O7 MISCELLANEOUS EXP	827,400	827,400	149,791	0	677,609	18.10
		Total 22015201 ICVB SALES	2,721,930	2,721,930	459,805	40,613	2,221,512	18.40

ORG	CHARACTER CODE	ACCOUNT DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
ICVB I	MARKETING							
	N1	Total N1 SALARIES	559,080	559,080	114,484	0	444,596	20.50
	N2	Total N2 BENEFITS	155,504	155,504	33,147	0	122,357	21.30
	N4	Total N4 SUPPLIES	4,000	4,000	2,425	0	1,575	60.60
	01	Total O1 UTILITIES	5,400	5,400	813	0	4,587	15.10
	О3	Total O3 OUTSIDE SERVICES	1,347,495	1,485,600	290,631	656,377	538,593	63.70
	04	Total O4 TRAVEL, TRAIN, DUES	157,277	157,277	19,949	0	137,328	12.70
	07	Total O7 MISCELLANEOUS EXP	90,350	90,350	25,098	0	65,252	27.80
		Total 22015202 ICVB MARKETING	2,319,106	2,457,211	486,546	656,377	1,314,288	46.50
ORG	CHARACTER CODE	ACCOUNT DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
ICVB I	RVING CON	VENTION CENTER - OPERATING						
	О3	Total O3 OUTSIDE SERVICES	1,560,877	1,560,877	348,000	0	1,212,877	22.30
	O5	Total O5 CLAIMS AND INSURANCE	79,738	79,738	19,935	0	59,804	25.00
	P5	Total P5 TRANSFERS OUT	200,000	200,000	0	0	200,000	0.00
		Total 22015203 ICVB ICC	1,840,615	1,840,615	367,935	0	1,472,681	20.00
ORG	CHARACTER CODE	ACCOUNT DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
ICVB I	RVING CON	VENTION CENTER - CIP						
	N7	Total N7 STRUCTURE MAINT	1,181,250	1,181,250	333,641	0	847,609	28.20
		Total 22045200 ICVB ICC CIP	1,181,250	1,181,250	333,641	0	847,609	28.20

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Entity	Check Date	Check #	Vendor Name	Amount
ICVB				
	10/3/2019	80060696	CONFERENCE DIRECT	10,800.00
	10/3/2019	80060697	CUTTS, SUSAN	306.25
	10/3/2019	80060698	DIPIETRO, KATHERINE	23.23
	10/3/2019	80060699	FOJTASEK, LORI	82.40
	10/3/2019	80060700	MANSELL, LORI	75.00
	10/3/2019	80060701	PARK PLACE MOTORCARS & BODYWERKS DALLAS	5,000.00
	10/3/2019	80060702	PFAFF, DIANA	204.87
	10/3/2019	80060703	ROCHE, KELLY	161.29
	10/3/2019	80060705	SIRMEN, LORI	15.76
	10/3/2019	80060706	TIGER OAK MEDIA, INC	2,500.00
	10/10/2019	80060707	ADARA, INC	7,500.00
	10/10/2019	80060708	BH DFW PROPERTY LP (WESTIN DFW)	660.00
	10/10/2019	80060709	BOYER JAUDES, CAROL	65.00
	10/10/2019	80060710	BT HOTEL LAS COLINAS LLC (NYLO)	1,405.00
	10/10/2019	80060711	DALLAS FORT WORTH AIRPORT MARRIOTT	69.00
	10/10/2019	80060712	DALLAS MARRIOTT LAS COLINAS	785.00
	10/10/2019	80060713	FEDERAL EXPRESS CORPORATION	105.32
	10/10/2019	80060714	FOUR SEASONS RESORT & CLUB DALLAS	21,616.00
	10/10/2019	80060715	HAMPTON INN - LAS COLINAS	1,130.00
	10/10/2019	80060716	HILTON GARDEN INN DFW AIRPORT SOUTH	95.00
	10/10/2019	80060717	IRVING CONVENTION CENTER AT LAS COLINAS	310,577.93
	10/10/2019	80060718	LEVINE, KATHY	65.00
	10/10/2019	80060719	LOPEZ, BRENDA	65.00
	10/10/2019	80060720	MCKESSON CORPORATION	265.00
	10/10/2019	80060721	NORTH TEXAS DIGNITARY ESCORT	1,750.00

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	10/10/2019	80060722	OMNI MANDALAY HOTEL	485.00
	10/10/2019	80060723	PATHWAYS CORE TRAINING INC	1,160.00
	10/10/2019	80060724	PEDICAB PRIME, LLC	500.00
	10/10/2019	80060725	PETTY CASH	29.13
	10/10/2019	80060726	PFAFF, DIANA	65.00
	10/10/2019	80060727	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC	825.12
	10/10/2019	80060728	ROBERTS, DEBBIE	65.00
	10/10/2019	80060729	SEARCHWIDE GLOBAL	13,887.39
	10/10/2019	80060730	SIMPLEVIEW WORLDWIDE, INC.	10,000.00
	10/10/2019	80060731	SOURCE STRATEGIES, INC.	100.00
	10/10/2019	80060732	STODDARD, CAROL	49.17
	10/10/2019	80060733	TEXAS USA WRESTLING INC	4,994.00
	10/17/2019	80060734	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC	65,656.72
	10/17/2019	80060735	BH DFW PROPERTY LP (WESTIN DFW)	105.00
	10/17/2019	80060736	BOYER JAUDES, CAROL	100.09
	10/17/2019	80060737	DALLAS MARRIOTT LAS COLINAS	510.00
	10/17/2019	80060738	DIPIETRO, KATHERINE	88.69
	10/17/2019	80060739	DOUBLETREE DALLAS DFW AIRPORT	1,048.00
	10/17/2019	80060740	FENCON	2,082.00
	10/17/2019	80060741	FOUR SEASONS RESORT & CLUB DALLAS	800.00
	10/17/2019	80060742	GUARANTEED EXPRESS, INC.	147.47
	10/17/2019	80060743	IMAGO MEDIA, INC.	2,500.00
	10/17/2019	80060744	IRVING - LAS COLINAS ROTARY CLUB	112.00
	10/17/2019	80060745	LAUDA, MARIANNE	137.19
	10/17/2019	80060746	MANSELL, LORI	688.76
	10/17/2019	80060747	MEETING PROFESSIONALS INTERNATIONAL	2,500.00

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	10/17/2019	90060749	MEETINGS TODAY	1,800.00
1012	10/17/2019			
	10/17/2019	80060749	NATIONAL SYSTEMS CONTRACTORS ASSOCIATION	1,148.00
	10/17/2019	80060750	OPERATION FIRST RESPONSE, INC	970.00
	10/17/2019	80060751	ROCHE, KELLY	165.38
	10/17/2019	80060752	SHERATON DFW AIRPORT HOTEL	1,655.00
	10/17/2019	80060753	TRIPADVISOR, LLC	1,376.03
	10/17/2019	80060754	WHITE, MONTY	65.00
	10/24/2019	80060755	BH DFW PROPERTY LP (WESTIN DFW)	270.00
	10/24/2019	80060756	CAIN, GERIANNE	40.00
	10/24/2019	80060758	DALLAS MARRIOTT LAS COLINAS	730.00
	10/24/2019	80060759	DELTA AIR LINES, INC.	4,400.00
	10/24/2019	80060760	FOUR SEASONS RESORT & CLUB DALLAS	2,809.00
	10/24/2019	80060761	GAST, MAURA	52.91
	10/24/2019	80060762	HOPKINS, CHERYL	40.00
	10/24/2019	80060763	J SHEA CONSULTING INC	6,560.00
	10/24/2019	80060764	MANSOUR, KAYLA	104.63
	10/24/2019	80060765	MCKESSON CORPORATION	1,660.00
	10/24/2019	80060766	OMNI MANDALAY HOTEL	1,330.00
	10/24/2019	80060767	SHERATON DFW AIRPORT HOTEL	1,095.00
	10/24/2019	80060768	SIRMEN, LORI	268.16
	10/24/2019	80060769	TERRI SAVELLE FOY MINISTRIES INC	1,140.00
	10/24/2019	80060770	TEXAS HOTEL & LODGING ASSOCIATION	47,720.00
	10/24/2019	80060771	VERIZON WIRELESS SERVICES, LLC	526.83
	10/31/2019	80060772	AMERICAN COLLECTORS ASSOCIATION OF TEXAS	532.00
	10/31/2019	80060773	BH DFW PROPERTY LP (WESTIN DFW)	1,665.00
	10/31/2019	80060774	BOYER JAUDES, CAROL	174.79

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	10/31/2019	90060775	CROWDRIFF INC.	4,374.00
1012	10/31/2019		CUTTS, SUSAN	887.50
	10/31/2019		·	
	10/31/2019		DALLAS TATTOO EXPO	515.00
			DOUBLETREE DALLAS DFW AIRPORT	405.00
	10/31/2019		FLECK, DEBORAH	43.30
	10/31/2019		FOJTASEK, LORI	85.70
	10/31/2019	80060781	FOUR SEASONS RESORT & CLUB DALLAS	7,415.00
	10/31/2019	80060783	HOPKINS, CHERYL	114.27
	10/31/2019	80060784	IRVING CONVENTION CENTER AT LAS COLINAS	8,732.46
	10/31/2019	80060785	MALONEY STRATEGIC COMMUNICATION INC	43,160.21
	10/31/2019	80060786	MANSELL, LORI	80.00
	10/31/2019	80060787	POWERPLAY MARKETING	6,500.00
	10/31/2019	80060788	UNIVERSITY OF DALLAS	1,475.00
	10/31/2019	80060789	WFAA-TV INC	3,700.00
	11/7/2019	80060790	AERIAL PHOTOGRAPHY	97.00
	11/7/2019	80060791	AMERICAN CONCRETE PIPE ASSOCIATION	220.00
	11/7/2019	80060792	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	5,410.59
	11/7/2019	80060793	COWBOYS EXPERIENCE	295.00
	11/7/2019	80060794	CUTTS, SUSAN	950.00
	11/7/2019	80060795	DALLAS FORT WORTH AIRPORT MARRIOTT	270.00
	11/7/2019	80060796	FEDERAL EXPRESS CORPORATION	144.19
	11/7/2019	80060797	FOSTER, WENDY	32.36
	11/7/2019	80060798	FOUR SEASONS RESORT & CLUB DALLAS	870.00
	11/7/2019	80060799	GUARANTEED EXPRESS, INC.	13.44
	11/7/2019	80060800	HIDDEN VALLEY PROMOTIONS, LLC	750.00
	11/7/2019	80060801	MANSELL, LORI	35.00

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	11/7/2019	80060802	PATHWAYS CORE TRAINING INC	1,035.00
	11/7/2019	80060803	PROVIDENT GROUP - IRVING PROPERTIES, LLC	615.00
	11/7/2019	80060804	SOUTHWEST AIRLINES CO.	2,010.00
	11/7/2019	80060805	STR, INC	3,350.00
	11/7/2019	80060806	TIGER OAK MEDIA, INC	3,500.00
	11/14/2019	80060807	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC	46,477.85
	11/14/2019	80060808	BH DFW PROPERTY LP (WESTIN DFW)	1,970.00
	11/14/2019	80060809	DALLAS FORT WORTH AIRPORT MARRIOTT	815.00
	11/14/2019	80060810	FOUR SEASONS RESORT & CLUB DALLAS	3,816.00
	11/14/2019	80060811	GROOM LAKE MEDIA, LLC	18,750.00
	11/14/2019	80060812	HYATT PLACE DALLAS/LAS COLINAS	405.00
	11/14/2019	80060813	IRVING ARTS CENTER	60.00
	11/14/2019	80060814	MALONEY STRATEGIC COMMUNICATION INC	9,251.05
	11/14/2019	80060815	MEETING PROFESSIONALS INTERNATIONAL	10,145.00
	11/14/2019	80060816	MEETINGS TODAY	7,200.00
	11/14/2019	80060817	MILLER, BARBARA	64.95
	11/14/2019	80060818	OMNI MANDALAY HOTEL	5,400.00
	11/14/2019	80060819	PROVIDENT GROUP - IRVING PROPERTIES, LLC	350.00
	11/14/2019	80060820	SDI MEETINGS AND INCENTIVES	869.52
	11/14/2019	80060822	SIMPLEVIEW WORLDWIDE, INC.	67,393.00
	11/14/2019	80060823	STR, INC	3,350.00
	11/14/2019	80060824	TRIPADVISOR, LLC	1,039.26
	11/14/2019	80060825	TUCKER & ASSOCIATES, LLC	8,074.64
	11/14/2019	80060826	UNITED STATES-MEXICO CULTURAL AND EDUCATIONAL	1,000.00
	11/14/2019	80060827	UNIVERSITY OF OKLAHOMA	3,160.00
	11/21/2019	80060828	BOYER JAUDES, CAROL	76.83

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	11/21/2019	80060829	CREATIVE SOLUTIONS IN HEALTHCARE INC	402.00
	11/21/2019	80060830	CUTTS, SUSAN	431.25
	11/21/2019	80060831	DALLAS MARRIOTT LAS COLINAS	480.00
	11/21/2019	80060832	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	400.00
	11/21/2019	80060833	FOSTER, WENDY	88.54
	11/21/2019	80060834	GAST, MAURA	11.88
	11/21/2019	80060835	GROOM LAKE MEDIA, LLC	37,500.00
	11/21/2019	80060836	GUARANTEED EXPRESS, INC.	12.32
	11/21/2019	80060837	INTERACTIVE360	250.00
	11/21/2019	80060838	IRVING - LAS COLINAS ROTARY CLUB	130.00
	11/21/2019	80060839	KEYNOTE SPEAKERS CANADA INC	2,500.00
	11/21/2019	80060840	LAUDA, MARIANNE	89.19
	11/21/2019	80060841	MANSOUR, KAYLA	93.71
	11/21/2019	80060842	PFAFF, DIANA	65.00
	11/21/2019	80060843	SHERATON DFW AIRPORT HOTEL	1,515.00
	11/21/2019	80060844	STAPLES	1,096.76
	11/21/2019	80060845	TEXAS HOUSE OF REPRESENTATIVES	45.26
	11/21/2019	80060846	VERIZON WIRELESS SERVICES, LLC	526.83
	11/21/2019	80060847	WFAA-TV INC	2,450.00
	11/26/2019	80060848	AMERICAN LEGAL AND FINANCIAL NETWORK	246.00
	11/26/2019	80060849	BH DFW PROPERTY LP (WESTIN DFW)	1,140.00
	11/26/2019	80060850	BOY SCOUTS OF AMERICA	680.00
	11/26/2019	80060851	CROWDRIFF INC.	2,187.00
	11/26/2019	80060852	DOUBLETREE DALLAS DFW AIRPORT	300.00
	11/26/2019	80060853	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	455.00
	11/26/2019	80060854	FAMILY LIFE	2,455.00
	11/26/2019	80060855	FOUR SEASONS RESORT & CLUB DALLAS	1,400.00

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	11/26/2019	80060856	FOUR SEASONS RESORT & CLUB DALLAS	800.00
	11/26/2019		MCKESSON CORPORATION	1,355.00
	11/26/2019		MILITARY REUNION PLANNERS, LLC	490.00
	11/26/2019		PATHWAYS CORE TRAINING INC	960.00
	11/26/2019		ROCHE, KELLY	121.03
	11/26/2019		SHERATON DFW AIRPORT HOTEL	2,140.00
	11/26/2019		SIRMEN, LORI	708.74
	11/26/2019		STODDARD, CAROL	82.07
	11/26/2019		·	
	11/26/2019		UNIVERSITY OF DALLAS	70.00
	12/5/2019		WHITE, MONTY	73.16
			BH DFW PROPERTY LP (WESTIN DFW)	1,662.00
	12/5/2019		CUTTS, SUSAN	918.75
	12/5/2019		DALLAS FORT WORTH AIRPORT MARRIOTT	880.00
	12/5/2019		DALLAS MARRIOTT LAS COLINAS	908.00
	12/5/2019	80060870	FEDERAL EXPRESS CORPORATION	160.89
	12/5/2019	80060871	FOJTASEK, LORI	80.62
	12/5/2019	80060872	FOUR SEASONS RESORT & CLUB DALLAS	2,738.00
	12/5/2019	80060873	HIDDEN VALLEY PROMOTIONS, LLC	2,150.00
	12/5/2019	80060874	IRVING CONVENTION CENTER AT LAS COLINAS	21,610.04
	12/5/2019	80060875	LEVINE, KATHY	65.00
	12/5/2019	80060876	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	795.00
	12/5/2019	80060877	OMNI MANDALAY HOTEL	1,200.00
	12/5/2019	80060878	ROBERTS, DEBBIE	206.30
	12/12/2019	80060879	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	280.00
	12/12/2019	80060880	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC	51,413.00

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Entity	Check Date	Check #	Vendor Name	Amount
ICVB	12/12/2019	80060881	CONFERENCE DIRECT	3,900.00
	12/12/2019		CUTTS, SUSAN	487.50
	12/12/2019		DIPIETRO, KATHERINE	82.69
	12/12/2019		EAST AFRICA CHAMBER OF COMMERCE	670.00
	12/12/2019		HAMPTON INN - LAS COLINAS	610.00
	12/12/2019		HOPKINS, CHERYL	159.96
	12/12/2019		INTERNATIONAL MEETING MAKER	440.60
	12/12/2019			
	12/12/2019		IRVING CONVENTION CENTER AT LAS COLINAS	10,309.00
			IRVING CONVENTION CENTER AT LAS COLINAS	89,007.00
	12/12/2019		MALONEY STRATEGIC COMMUNICATION INC	205.00
	12/12/2019		MANSELL, LORI	149.74
	12/12/2019	80060892	MEETING PROFESSIONALS INTERNATIONAL	2,500.00
	12/12/2019	80060893	NORTHSTAR TRAVEL MEDIA, LLC	1,685.00
	12/12/2019	80060894	SHERATON DFW AIRPORT HOTEL	3,304.00
	12/12/2019	80060895	STATE BAR OF TEXAS	996.00
	12/12/2019	80060896	TEXAS ASCD	2,958.00
	12/12/2019	80060897	TUCKER & ASSOCIATES, LLC	84.55
	12/19/2019	80060898	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	585.00
	12/19/2019	80060899	BT HOTEL LAS COLINAS LLC (NYLO)	500.00
	12/19/2019	80060900	DIPIETRO, KATHERINE	72.84
	12/19/2019	80060901	FEDERAL EXPRESS CORPORATION	116.10
	12/19/2019	80060902	FOUR SEASONS RESORT & CLUB DALLAS	1,235.00
	12/19/2019	80060903	FOUR SEASONS RESORT & CLUB DALLAS	800.00
	12/19/2019	80060904	GAST, MAURA	76.49
	12/19/2019	80060905	IRVING CONVENTION CENTER AT LAS COLINAS	7,375.89
	12/19/2019	80060906	IRVING CONVENTION CENTER AT LAS COLINAS	12,754.00

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Run by: Marianne Lauda

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	12/19/2019	80060907	IRVING CONVENTION CENTER AT LAS COLINAS	348,000.00
	12/19/2019	80060908	LEVINE, KATHY	65.00
	12/19/2019	80060909	LOPEZ, BRENDA	130.00
	12/19/2019	80060910	OMNI MANDALAY HOTEL	1,995.00
	12/19/2019	80060911	ROBERTS, DEBBIE	65.00
	12/19/2019	80060912	ROCHE, KELLY	143.25
	12/19/2019	80060913	STAPLES	1,020.63
	12/19/2019	80060914	TEXAS OPTOMETRIC ASSOCIATION	690.00
	12/19/2019	80060915	VERIZON WIRELESS SERVICES, LLC	1,277.88
	10000B	216		1,482,278.09
		216		1,482,278.09

# 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 <u>ICVB Board Orientation Manual.</u>)

# <u>Per the City Charter, Article IX – GENERAL PROVISIONS, Sec. 10 – independent boards\*:</u>

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.

\* Amendment to City Charter – May 11, 2013

# 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-five (25) member Board of Directors: thirteen (13) voting members, and twelve (12) non-voting members, three (3) of whom are ex officio members.

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 (1) non-voting member shall be representative of the Dallas Cowboys Football Clubhospitality 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; and one (1) non-voting member shall be a past Board member, based upon the recommendation of the 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 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 ICVB Bylaws Page 5 of 15

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, encompassing the organization and/or the destination, which is reviewed annually at a minimum and is updated at least every three years.

# Section 6

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

# Section 7

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 8

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

# **ARTICLE IV. MEETINGS**

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### 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.

# 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 will 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

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may include matters dealing with personnel, leases, land purchases, economic development and litigation. Ex-officio and non-voting members are considered a part of the ICVB Board under Section 16B-1(a) of the City's ordinances, and therefore Aall Board members may attend closed meetings (executive sessions); however, pursuant to the Open Meetings Act and Attorney General opinions or other legal reasons, 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; public comments as allowed; 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, provided prior to the start of the meeting, said guest completes and delivers to the Executive Director (or ranking staff executive) a Speaker's Card providing name, address and agenda item number. Comments by guests shall be limited to a time period of not more than three (3) minutes with one (1) additional minute to conclude at the option of the presiding officer or the consent of the Board, for each speaker are allowed to speak according to the rules established by State of Texas law, and the procedures established by the City of Irving.

# 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: Voting shall be by hand 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 15

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.

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# 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 <u>ICVB Board Orientation Manual.</u>)

# ARTICLE VI. ELECTIONS, OFFICERS AND DUTIES

# Section 1

The ICVB Board at its November first regular 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. Elections are conducted by the current seated Board. The election may be delayed until the next regularly scheduled meeting of the Board at the recommendation of the Chair. All voting Board members are eligible to serve as officers. Board elections may be held by hand 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.

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.

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### 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.

# Section 9

The Board of Directors shall meet at least once annually to approve goals and objectives for the Executive Director and the organization, to approve performance criteria and to review the performance of the Executive Director, and to approve any determinations regarding incentive performance, as well as any opportunities for improvement, at the recommendation of the Executive Committee. These will be communicated to the Executive Director at the Chair's discretion either individually, with the Executive Committee or with the Board as a whole.

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# 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. Committees only make recommendations for the full Board's action. All members of the Board may serve as members of the standing committees, however committee membership Such committees 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.

As committees only make recommendations for the full Board's action, aAll committee members are eligible to vote indicate their consensus, support or opposition within the committee's deliberations.

# Section 3

The Board shall have the following standing committees: Executive, Board <u>& Business</u> Development, Community <u>RelationsEngagement</u>, and Destination Development.

# Section 4

The Executive Committee <u>will\_should</u> include a minimum of <u>six\_seven</u> (67) 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 requested to serve as a non-voting member of the Executive Committee.

The Executive Committee is responsible for the performance management of the Executive Director, and for any issues related to compensation for the Executive Director and the organization, including performance management programs and any disciplinary procedures. The Executive Committee shall meet at least once annually 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. The Executive Committee shall report to the Board the results of the review, including any adjustments in compensation and determinations regarding incentive performance, as well as any opportunities for improvement, for their the Board's action. At the Chair's discretion, the annual performance review may be conducted with the Board as a whole.

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 <a href="interim">interim</a> Executive Director. If the vacancy is considered permanent, the Executive Committee will <a href="make">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 recommendation to the City Council 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—Secure Irving's Competitiveness and Resources Increase the ICVB's Competitiveness in the Marketplace. This committee is responsible for the Board's Bylaws, Legislative Affairs, Governance and Charter issues, Board Member Orientation, Strategic Planning, Tourism Public Improvement District formulation, Accreditation, and other projects as determined by the Board Chair or as requested by the Executive Director.

# Section 6

The Community Relations 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 to Advocate for the Enhancement of the Community's Bottom LineEnhance 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, activities or initiatives in conjunction with events such as National Travel and Tourism Week, 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 Create Destination Defining Development 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.

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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 city attorney's office 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 the Board & Business Development Committee, the Executive Director shall facilitate an orientation for new board appointees. An orientation shall be conducted for new Board appointees that would describe the responsibility and accountability of the entire Board in overseeing the Executive Director. This may be included as part of a comprehensive Board orientation through the Board Development Committee, or may be conducted separately at the Chair's discretion.

# 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

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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 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 will be reported to the Board for review, any necessary action and acceptance.

# Section 4

Expenditures of hotel occupancy tax collections by the Bureau may only 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 XI. 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.

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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).

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 1/120/06
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
Revisions Drafted: December 2019

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS <u>BYLAWS</u>

# **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.)

# <u>Per the City Charter, Article IX – GENERAL PROVISIONS, Sec. 10 – independent boards\*:</u>

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.

\* Amendment to City Charter – May 11, 2013

# ARTICLE III. ORGANIZATION AND MEMBERSHIP

# Section 1

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-five (25) member Board of Directors: thirteen (13) voting members, and twelve (12) non-voting members, three (3) of whom are ex officio members.

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 (1) non-voting member 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; and one (1) non-voting member shall be a past Board member, based upon the recommendation of the 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 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, encompassing the organization and/or the destination, which is reviewed annually at a minimum and is updated at least every three years.

# Section 6

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

# Section 7

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 8

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

# **ARTICLE IV. MEETINGS**

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.

# 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 will 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. Ex-officio and non-voting members are considered a part of the ICVB Board under Section 16B-1(a) of the City's ordinances, and therefore all Board members may attend closed meetings (executive sessions); however, pursuant to the Open Meetings Act and Attorney General opinions or other legal reasons, 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; public comments as allowed; 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 are allowed to speak according to the rules established by State of Texas law, and the procedures established by the City of Irving.

# 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: Voting shall be by hand 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 15

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 <u>ICVB Board Orientation Manual.</u>)

# **ARTICLE VI. ELECTIONS, OFFICERS AND DUTIES**

# Section 1

The ICVB Board at its November meeting shall elect from its members a Chair and Vice Chair as Officers for one-year terms and until their successors are elected. 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, 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.

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.

# Section 9

The Board of Directors shall meet at least once annually to approve goals and objectives for the Executive Director and the organization, to approve performance criteria and to review the performance of the Executive Director, and to approve any determinations regarding incentive performance, as well as any opportunities for improvement, at the recommendation of the Executive Committee. These will be communicated to the Executive Director at the Chair's discretion either individually, with the Executive Committee or with the Board as a whole.

# 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. Committees only make recommendations for the full Board's action. All members of the Board may serve as 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 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.

As committees only make recommendations for the full Board's action, all committee members are eligible to indicate their consensus, support or opposition 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 should 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 requested to serve as a member of the Executive Committee.

The Executive Committee is responsible for the performance management of the Executive Director, and for any issues related to compensation for the Executive Director and the organization, including performance management programs and any disciplinary procedures. The Executive Committee shall meet at least once annually 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. The Executive Committee shall report to the Board the results of the review, including any adjustments in compensation and determinations regarding incentive performance, as well as any opportunities for improvement, for the Board's action. At the Chair's discretion, the annual performance review may be conducted with the Board as a whole.

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 recommendation to the City Council 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, Board Member Orientation, Strategic Planning, Tourism Public Improvement District 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, activities or initiatives in conjunction with events such as National Travel and Tourism Week, 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 city attorney's office 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 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 Capital Improvement Program budget.

# Section 2

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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 will be reported to the Board for review, any necessary action and acceptance.

# Section 4

Expenditures of hotel occupancy tax collections by the Bureau may only 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 XI. 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).

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 ICVB Bylaws Page 15 of 15

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 Revisions Drafted: December 2019

High Spirited Citizen Nomination						
First Name:	Sammy					
Last Name:	Romero					
Address:	2605 Encina					
Zip:	75039					
Primary Phone:	(214) 316-2437					
Email:						
Please list nominee's civic affiliations in Irving, and note if affiliations are past or present:	North Lake College – volunteer since 1990 with Phi Theta Kappa Honor Society, and also with the Green Team, Sustainable Blazers and the Student Government Association - current Keep Irving Beautiful – volunteer since 2006 - current Las Brisas Hills Homeowners Association - current					
volunteer accomplishments within their affiliations,	Keep Irving Beautiful – Sammy has volunteered at KIB's two largest cleanups, the Don't Mess with Texas Trash-Off in the sand the Trash Bash in the fall for many years, first as a member of the litter collection teams and set-up/pack up crew, but we found that Sammy had a lot of skills that could be used in other areas. He has a talent for seeing what needs to be do finding a way to do it. He has volunteered supervising the students who were distributing supplies and been stationed at					
Honors and awards:	Keep America Beautiful – National Volunteer Spotlight Award – 2017 Mayor and Keep Irving Beautiful Awards – KIB Hometown Award - 2016 North Lake College – Volunteer Service Award - 2014 Civic Service Award – an award which recognizes the ten values of compassion, courage, forgiveness, generosity, humility, inclusiveness, integrity, kindness, respect and service					
Additional Info:	Sammy Romero personifies what a volunteer should be – always willing to help, outstanding attitude, hard worker, and there for the good of the organization and not himself. It is an honor to nominate him for the High-Spirited Citizen Award.					

No of yrs an Irvingite 30

Nominated by (Your information)

Name: Rick Hose
Email: rhose@cityofirving.org
Physical Zip: 75060
Primary Phone: (972) 721-2175

Privacy Policy

I have read and agree to the privacy policy.: Yes

# NOMINATE A HIGH-SPIRITED-CITIZEN

To nominate an outstanding Irving resident for this award, please fill out the form below. If you prefer to submit a hard copy of your nomination, download a PDF of the nomination form and mail it to:

Irving Convention and Visitors Bureau c/o Diana Pfaff
500 W. Las Colinas Blvd
Irving, Texas 75039
972-252-7476 ph
972-401-7729 fax
dpfaff@irvingtexas.com

# Nominee Biography (The person you are nominating)

First Name\*:

Carolyn\_==

Last Name\*:

Weinzirl

Address\*:

123 Lavaca Dr.

Irving, = X 75039

email- egwernzirl & gmail. com

City\*:

Irving

State\*:

TX

Zip\*:

75039

Primary Phone:

314-397-3581

Alternate Phone:

972-803-1389

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present\*:

Example: Rotary Board of Directors, Salvation Army, Garden Club, church/synagogue/mosque ministry, hospital

· La Buena Mda Foundattanxiliary, etc. Past (2013)

· Baylor Scott and White Irving Foundation (Irving Healthcare Foundation) 2015 - present

· Canine - Companions For Independence - 2016 - present

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present\*:

Do not include any paid positions, as the award recognizes an individual's volunteer accomplishments. Example: Chaired the Rotary Club, assisted with clothing drive for The Salvation Army, chaired TexasFest, etc.

- · La Buena Vida Foundation Carpenter Cup Gala Monster BASH Committee, 2013
- Baylor Scott and White Irving Foundation CIrving Healthcure Foundation) Steering Committee for Treemendous, 2014 https://www.irvingtexas.com/about-jcvb/high-spirited-citizens/nomination-form/

- Irving CVB High Spirited Citizen Nomination Form (Irving Kids Charty Classic) = 3 of 4

  Brandel Chamblee's Irving Charly Goff Tournament Volunteer 2014Present

  Texas Fest Chair 2015 . Item Solicitation Chair for Texas Fest
  - · Cool Events/Cure Four all Seasons volunteer 2016-2019
  - officer 2016, 2017 Secretary 2017, 2018 Vice Chair-2018, 2019 Chair Flect 2019 CBoard of Directors) Please list nominee's honors and awards\*:
    - . The Pat Carnell Volunteer Award 2019

Additional Information about the nominee\*:

2014, 2016, 2017, 2018, 2019, 2020

Canine Companions For Independence - Volunteer, 2016-2020 Office Help 2018-present / Puppy sitter 2017-present
Weekend Puppy Raiser for Prison Puppy Program 2018-present
Co-chair - Nacho Ordinary Dogs Event, April, 2019 / Outreach Comm. 2018-present
Co-Chair - Dog Fest, Oct., 2019 / Volunteer Committee 2017-2018
Number of years nominee has resided in Irving:

9475.

Tour Ducent, 2017-present

# Nominated by (Your information)

	First	Name	*:
--	-------	------	----

Last Name\*:

Email\*:

Email addresses are required solely the purpose of contacting you about your nomination if we should have any questions. Your email address will not be sold or given to any other entity, for any other purpose.

Physical Zip\*:

Primary Phone:

# Privacy Policy

We respect your privacy. By providing us your information, you are saying it is OK for us to e-mail you in the future. Information about you or your requests will not be shared. Click here for our <u>Privacy Policy</u>.

 $\square$  I have read and agree to the privacy policy.

* Indicates	a	required	field.

I'm not a robot	reCAPTCHA Privacy - Terms

SUBMIT RESET

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 27, 2020

## **BOARD REPORTS**

## BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING



#### **2020 ICVB Board Committee Assignments**

Based on responses received by Board Members, the following have been established as this year's committees. (Some board members have indicated they are not able to serve on any committees due to work demands.) The following schedule assumes a standing quarterly meeting for each committee; however, if a meeting is not needed, that determination will be made no later than one week prior. Please also be aware that some issues may arise that require a committee to meet more frequently; if and as those issues arise, every effort will be made to identify a meeting time that can work for the majority of committee members.

If you did not return your "Sign Me Up" Committee volunteer form, and you'd still like to participate on a committee, please let Maura Gast know.

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 the ICC unless otherwise notified.

Chair – Rick Lindsey

Vice Chair – Karen Cooperstein

Committee Members: Debbi Haacke; Bob Bourgeois; Greg Malcolm; Clem Lear; Julia Kang

(\*David Cole/Restaurant Seat, pending Bylaws changes)

Staff Liaisons: Maura Gast and Susan Rose

Committee Support & Communications: Carol Boyer

#### **Board & Business Development Committee**

## Standing Quarterly Meetings: Mar. 13, June 12, Sept. 11, Dec. 4; all meetings at 9 a.m. at the ICC office unless otherwise notified.

Chair – Debbi Haacke

Vice Chair – Bob Bourgeois

Committee Members: Rick Lindsey; Karen Cooperstein; Bob Bettis; Beth Bowman; David Cole; Herbert Gears;

Julia Kang; Clem Lear; Joe Philipp

Staff Liaisons: Maura Gast and Susan Rose

Committee Support & Communications: Carol Boyer

#### Community Engagement Committee

## Standing Quarterly Meeting: Jan. 14, Apr. 14, July 7, Oct. 13; all meetings at 11:30 at the ICC unless otherwise notified

Chair – Bob Bourgeois

Committee Members: Rick Lindsey; Karen Cooperstein; Jo-Ann Bresowar; Herbert Gears; Debbi Haacke; Julia

Kang

Staff Liaisons: Maura Gast and Diana Pfaff

Committee Support & Communications: Carol Boyer and Carol Stoddard

#### **Destination Development Committee**

## Standing Quarterly Meeting: Feb. 11, May 5, Aug. 4, Nov. 13; all meetings at 11:30 at the ICC unless otherwise notified

Chair – Greg Malcolm

Vice Chair - David Cole

Committee Members: Rick Lindsey; Karen Cooperstein; Beth Bowman; Julia Kang; Clem Lear; Kim Limon;

Jacky Knox; Joe Philipp

Staff Liaisons: Maura Gast and Lori Fojtasek; Tom Meehan (ICC)
Committee Support & Communications: Carol Boyer and Brenda Lopez

#### **2020 ICVB Board & Committee Meetings**

January 14	C
-	Community Engagement Committee, 11:30 a.m., ICC - TBD
<i>January 16</i> January 24	Irving Chamber State of the City Luncheon, Irving Convention Center Executive Committee, 9 a.m., ICC
January 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Irving Arts Center
January 27	board of Directors Weeting, 11.13 Lunch, 11.43 Weeting Start, IIVing Arts Center
February 11	Destination Development, 11:30 a.m., TBD
February 14	Irving Hospitality Industry Annual Meeting, 11:00, ICC
February 18	City of Irving Boards & Commissions Banquet, ICC
February 21	Executive Committee, 9 a.m., ICC
February 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
March 13	Board & Business Development; 9 a.m., ICC
March 20	Executive Committee, 9 a.m., ICC
March 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
April 14	Community Engagement, 11:30 a.m., ICC
April 24	Executive Committee, 9 a.m., ICC; Executive Director Semi-Annual Update
April 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
May 5	Destination Development, 11:30 a.m., ICC
May 6	TENTATIVE — Semi-Annual City Council Update
*May 15	Executive Committee, 9 a.m., ICC
*May 18	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Location TBD
June 12	Board & Business Development; 9 a.m., ICC
June 19	Executive Committee, 9 a.m., ICC
June 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC (TENT: Budget Presentation)
Julie 22	Board of Directors Meeting, 11.15 Lunch, 11.45 Meeting Start, ICC (TENT. Budget Fresentation)
July 7	Community Engagement, 11:30 a.m., ICC
July 24	Executive Committee, 9 a.m., ICC
July 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
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August 4	Destination Development, 11:30 a.m., ICC
-	
August 4 August 19	Destination Development, 11:30 a.m., ICC  City Council Budget Retreat
August 4 August 19 August 21 August 24	Destination Development, 11:30 a.m., ICC  City Council Budget Retreat  Executive Committee, 9 a.m., ICC  Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
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<sup>\*</sup>Board meeting early due to holidays.



page 2

Check out the January spectacular line up at the Irving Arts Center — special events, entertainment and art exhibits in the galleries.



Look back at the City of Irving's achievements during Fiscal Year 2018-19 in the special Year in Review insert.



This update highlights the renovations to the Senter Park Recreation Center as part of the city's

ongoing infrastructure initiative program.

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# IRVINGS DECTION JANUARY 2020 / VOL 27 / NO 01 Cityoflrving.org





# More Frost, More Fest

#### The City of Irving's annual Frost Fest is bigger than ever before.

Frost Fest runs from 10 a.m. to 1 p.m. Feb. 1 at Cimarron Park, 201 Red River Trail. With the growing popularity of the event, staff planned a snow-packed experience for 2020. Attractions will include:

- Four snow tubing hills
- A designated hill for children
- A play area, sprayed with fresh snow every 30 minutes
- Live animals, including a penguin from Dallas Zoo's Animal Adventures
- Train rides around the park
- A photo station

Organizers have festivities planned inside Cimarron Park Recreation Center too. Irving Public Library staffers will be signing up new library card memberships. Visitors also can participate in winter crafts, listen to story readings and watch puppet shows.

Food will be available for purchase. Parking and admission are free. Event parking is located at Ranchview High School, 8401 E. Valley Ranch Parkway. Complimentary ADA accessible shuttle service is provided. For more information, visit IrvingEvents.org. ■

# Share Tank Connects Irving Nonprofits with Local Business Leaders

Irving business leaders awarded nearly \$37,000 to 14 nonprofits at a ceremony Dec. 18 for this year's Share Tank program. The philanthropic grassroots education program matches businesses wanting to improve the community with nonprofits that administer services in Irving.

The City of Irving, Irving-Las Colinas Chamber of Commerce, Irving Convention and Visitors Bureau, Irving Arts Center, University of Dallas, The Study USA and Philanthropology LLC worked together for the 2019 Share Tank program. Share Tank provides a platform for Irving nonprofits to pitch project ideas benefiting the community to local business leaders who are interested in giving back.

Share Tank Pitch Day took place Dec. 5 at The Study USA. Participating nonprofits had seven minutes to deliver their pitches for a chance to be awarded a grant to help support their efforts. Business leaders had an allotted amount of time to ask questions.

To participate in Share Tank, nonprofit leaders were required to attend four half-day sessions between August and November to learn skills to promote and grow their organizations in order to better assist those in need.



GIVING . GROWING . IRVING



The sessions also prepared participants for their Share Tank pitches. The nonprofits support a variety of causes including homelessness, education, veterans' assistance, health care, protective services and animal rescue.

This year, 40 nonprofits participated in the program. A total of \$129,000 in funding has been awarded to 58 nonprofits since the program began in 2016. ■

# Join Irving Mayor at the 2020 State of the City

Join the Irving business community for the 2020 State of the City held at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. It will feature Mayor Rick Stopfer talking about Irving-Las Colinas's successes during 2019.

11:30 a.m. to 1 p.m. | Jan. 16

This event is open to the public. Individual tickets are available to Irving-Las Colinas Chamber of Commerce members for \$95 each and \$105 for nonmembers. To reserve a seat, call (214) 217-8484 or visit Local.IrvingChamber.com/Events. ■



#### MARTIN LUTHER KING JR. 2020 OBSERVANCE

Each January, the Irving Parks and Recreation Department holds a special event to recognize and appreciate the life and achievements of Dr. Martin Luther King Jr. This annual observance takes place at the Irving Arts Center, 3333 N. MacArthur Blvd., and features a variety of music and dance performances.

#### 6 p.m. | Jan. 19

This year, the City of Irving will host an essay contest promoting the theme "Keep Moving Forward." There will be three age categories: grades 3-5, 6-8 and 9-12. Judging will be based on clarity, grammar and how well the theme is developed, depending on the age of the writer. The essay should be no more than a page in length or 500 words. Deadline for entry is Jan. 4.

For more information, visit IrvingEvents.org or call (972) 721-2501. ■

#### VEHICLE HEADLIGHT SAFETY

Shorter daylight hours, cloudy days and inclement weather all require special attention from motorists. The Irving Police Department recommends drivers take special care on the roads when driving at night and during winter weather events. Travelers should keep in mind:

- In Texas, headlights must be turned on no later than 30 minutes after sunset while driving until 30 minutes before sunrise.
- According to Texas law, drivers are not required to use vehicle headlights when the wipers are on.
- Headlights are required if visibility is less than 1.000 feet.
- Motorcyclists are required to use headlights during both day- and nighttime hours to increase visibility to other vehicles.
- Texas Transportation Code requires all motor vehicles to have two working headlights that are white in color and are not obscured in any way, such as a cover or grill.
- All vehicles must have at least two stop lamps/taillights that produce a red or amber light. Taillights must be visible from at least 300 feet behind the vehicle in normal sunlight.

Visit CityofIrving.org/2910 for more vehicle safety equipment information and the Police Department's crime prevention videos. ■







# Spectacular Exhibits and Events for the New Year

Irving Arts Center, 3333 N. MacArthur Blvd., is a Smithsonian affiliate institution that is home to many forms of art and entertainment. To learn more, visit IrvingArtsCenter.com or call (972) 252-7558.

#### Jan. 2 | JumpstART – Winnie the Pooh Day! 10 a.m. | Suite 200 | Free

Explore new stories and fun art projects on the first Thursday of each month during this creative story time that combines art and children's literature. January celebrates author A.A. Milne's birthday with stories about the beloved bear from the Hundred Acre Wood. Afterwards, browse the galleries as part of this fun morning activity.

#### Jan. 11 | Rock-N-Roll Heaven: Kraig Parker and Al Nelson, presented by Entertainment Series of Irving

7:30 p.m. | Carpenter Hall | \$26.50-\$46.50 Entertainment Series of Irving presents a special doubletribute bill featuring Kraig Parker, who performs as Elvis, and Al Nelson, performing as Roy Orbison. Parker has performed his world-class show for nearly 20 years across America and Europe, delighting crowds at casinos, performance halls and cruise ships. With a powerful voice, electric moves and tasteful charisma, Parker delivers just as Elvis did. Nelson has performed his spoton Roy Orbison tribute at such notable venues as the Starlight Theater in Branson, Missouri; the Roxy Theater in Atlanta, Georgia; and The Sands Hotel and Casino in Las Vegas, Nevada.

#### Jan. 11-Feb. 15 | Saturday School Session 2: The Art of Illustration

2 to 4 p.m. Saturdays | Ages 6-10 | Suite 200 | \$75 Experiment and have fun learning the art of illustration, a powerful tool in conveying the ideas of an author and capturing a reader's interest. Students will learn techniques in drawing, painting, cartooning and printmaking. They will explore the work of Illustrator Melissa Sweet and create a flip book filled with their own

#### Jan. 12 | Second Sunday Funday: Chinese New Year (Year of the Rat)

1 to 4 p.m. (Drop in) | Suite 200 | Free Every second Sunday, Irving Arts Center hosts Family Funday — a guided craft program that is fun for the whole family. This month will commemorate the Chinese New Year with traditional paper crafts. Guided tours of the exhibitions will be offered at 2:30 p.m.

#### Jan. 18 | Cicely Parnas – Cello, Las Colinas Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50 The Las Colinas Symphony Orchestra presents cellist Cicely Parnas. Musical selections include "Holst's St. Paul's Suite" and "Bartok's Divertimento."

#### Jan. 21 | Memories in the Making and Creative Arts **Expression Caregiver Workshop (Painting)** 10 a.m. | Suite 200 | Free

A program of side-by-side art workshops for persons with Alzheimer's and other dementia-related illnesses and their caregivers are offered. Attendees can participate in a painting workshop by trained facilitators with the Alzheimer's Association, Dallas-Northeast Texas Chapter in collaboration with Lifetime Wellness LTD. Meanwhile, caregivers can participate in a fun one-hour "Painting for Caregivers" session, led by a professional artist. All supplies are provided. Register at EventLeaf.com/MemoriesintheMaking.

#### Jan. 22 | Home-schooler Happening – Connect with Art!

10 a.m. to noon | Suite 200 | \$3 per student Home-school students and parents are invited to a fun morning of creating original paintings and drawings based on the works of artist Ed Wheeler. Bring a photograph of the student to use in class. There will be a discussion on art history, and the photographs will be used to create one-of-a-kind originals based on some of the great masterpieces.

# Jan. 24-Feb. 8 | "Pride and Prejudice," presented by

2:30 p.m. (Sunday Matinees) and 7:30 p.m. | Dupree Theater | \$21-\$28

MainStage presents Kate Hamill's effervescent adaptation of Jane Austen's novel "Pride and Prejudice." This "Pride and Prejudice" for a new era is bold, surprising, boisterous and timely. It explores the absurdities and thrills of finding a perfect (or imperfect) match in life. The outspoken Lizzy Bennet is determined to never marry, despite mounting pressure from society. Literature's greatest tale of latent love has never felt so theatrical, or so full of life.

#### Jan. 25 | The Four Seasons Twice, Irving Symphony Orchestra (ISO)

7:30 p.m. | Carpenter Hall | \$38-\$49 With his impeccable tone and musicianship, former concertmaster of the ISO Vesselin Demirev returns to Irving to perform not one but two towering masterpieces for violin and string orchestra.

Jan. 31-Feb. 2 | Youth American Grand Prix Performance times and locations vary The world's largest student ballet scholarship competition, the Youth America Grand Prix, is open to dance students ages 9-19 and awards \$250,000 in scholarships to leading dance schools worldwide.

In the Galleries

Free guided gallery tours are offered at 6:30 p.m. Thursdays and 2:30 p.m. Sundays.

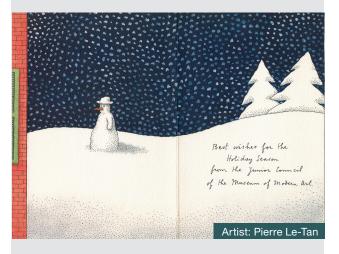
#### 2019 IAA Traveling Animal Art **Competition and Exhibition**

Through Jan. 12 | Courtyard Gallery Award-winning entries and curated selections from the Irving Art Association's annual Animal Art Competition and Exhibition.



#### Season's Greetings: Holiday Cards by **Celebrated Artists from The Monroe** Wheeler Archive

Through Jan. 12 | Focus Gallery Holiday cards created by celebrated artists from the private collection of Vincent Cianni are on display. The exhibition includes unique handmade Christmas and greeting cards created by celebrated artists. The beautifully and intricately designed minimasterpieces were sent to and collected by Monroe Wheeler, director of Exhibitions and Publications at the Museum of Modern Art from 1939 to 1967. Included are greetings from such luminaries as Alexander Calder, Marc Chagall, Jean Cocteau, Henri Matisse and more. The exhibition is organized by art2art Circulating Exhibitions.



# Some Illustrator: Pictures by Melissa

Through Jan. 26 | Dupree Lobby This exhibition features works of art created by acclaimed author, illustrator and artist Melissa Sweet. She has won several awards for her illustrations, most notably a Caldecott Honor in 2009 for "A River of Words" and in 2015 for "The Right Word," both by Jen Bryant. The exhibition is organized by the National Center for Children's Illustrated Literature.



#### **Ed Wheeler: Santa Classics**

Through Jan. 26 | Carpenter Lobby Gallery Santa Classics is a series of images created by artist and photographer Ed Wheeler. He imagines Santa entering into great masterworks of art, with humor and reverence for the originals.



#### **Gallery Hours**

9 a.m. to 5 p.m. Mon., Tues., Wed. and Fri.; 9 a.m. to 8 p.m. Thur.; 10 a.m. to 5 p.m. Sat.; and 1 to 5 p.m. Sun.

## On Sale Now: Look Ahead to Next Month's Attractions

#### Feb. 8 | We Shall Overcome with Damien Sneed | 7:30 p.m.

Multigenre international recording artist, Damien Sneed, performing a special tribute concert inspired by the words and actions of Dr. Martin Luther King Jr. "We Shall Overcome with Damien Sneed," is a joyful celebration of music from across African



American music traditions that electrified generations of civil rights activists and defenders with interwoven spoken word from Dr. King's recorded speeches.

#### Feb. 16 | A Capella Live! | 2:30 p.m.

Irving Arts Center presents a quadruple bill of three A Cappella groups and one soloist singer/songwriter/ beatboxer. The three featured a cappella groups are Committed, a Grammy-

nominated act that won



Season 2 of NBC's hit musical competition "The Sing Off"; The Filharmonic, an act featured in Universal Picture's "Pitch Perfect 2"; and Women of The World, a quartet of musicians who perform in more than 31 languages and winners of the 2017 International A Cappella Open. Singer/songwriter and beatboxer Blake Lewis, runner-up on the sixth season of ABC's "American Idol" rounds out the bill.

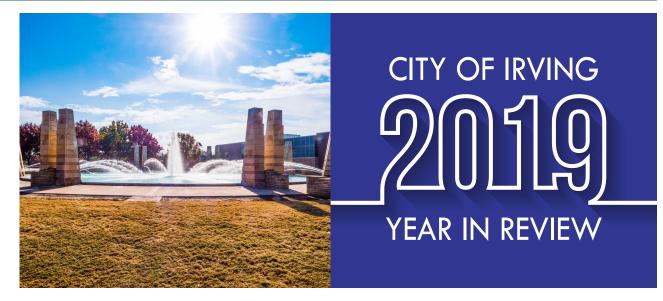
#### Feb. 25 | Les Ballets Trockadero De Monte Carlo |

7:30 p.m. The famed ballet company commonly

known as "The Trocks" returns and guarantees this experience to be the funniest night anyone will ever have at the ballet. An amazing show blending incredible technique, impeccable comic timing and the astounding fact that men can, indeed, dance en pointe (in drag) without falling flat on their faces. Enjoy hilarious twists on classics like "Swan Lake," "Don Quixote" and "Giselle" from this all-male troupe.

Visit IrvingArtsCenter.com for tickets and more details. ■

To identify the community's desired direction and the steps necessary to execute that vision for the future, City Council has identified six strategic goals and a total of 25 objectives that support the attainment of these goals. Through this, the city is able to stay focused on issues that are of the greatest importance to its customers and what drives advancement in the areas that matter most. Resident satisfaction with code enforcement, the appearance of the city, quality of life and other indicators of success have risen. Irving continues to enhance recreational and cultural opportunities to provide residents with a variety of special events and programs that families can enjoy. In addition, a significant emphasis has been placed on addressing infrastructure needs. All of these improvements have resulted in a heightened quality of life for Irving residents. This special Year in Review insert contains a look at many of the related accomplishments achieved in 2019.



# GOAL 1 FINANCIAL SUSTAINABILITY

- Contain costs and increase operational efficiency.
- Maintain adequate financial reserves.
- Develop and deploy a long-range financial planning process.
- Establish appropriate equipment replacement funding levels.
- Manage long-term pension liabilities.



#### **HIGHLIGHTS:**

Irving's large corporate tax base, formal investment and reserve policies and healthy reserves have allowed the city to maintain its AAA/Aaa bond rating for general obligation debt and AA+/Aa2 for water and sewer revenue debt. The city's overall strong credit ratings have saved taxpayers and ratepayers millions in annual interest costs related to outstanding debt.

The adopted budget projects revenues and expenditures required to sustain or improve service levels and presents a structurally balanced budget, where operating costs are funded from operating revenues to maintain fund balances. It addresses capital needs for the present and future. This strong financial management approach has allowed the city to endure

The city successfully recovered \$290,000 in damages to city property, allowing departments to be better positioned to repair or replace damaged vehicles and property. Money that would not have been available to replace or repair street signs, traffic lights, fire hydrants

economic ups and downs with resiliency.

\$290,000 in damages to city property

and even brick walls was collected either from the insurance company or the individual that caused the damage.

The city experienced a 32 percent reduction in workers' compensation claims costs, likely due to the constant reinforcement of timely accident reporting, which attributed to employees receiving immediate treatment. A combination of safety training and retraining regarding common occurring accident types, as well as effective nurse case management and professional relationships with medical providers, has greatly attributed to the reduction of claims cost.

## BY THE NUMBERS:

- 35 years the city has received the Government Finance Officers Association (GFOA)
   Certificate of Achievement for Excellence in Financial Reporting
- 31 years the city has received the GFOA Distinguished Budget Presentation Award

# **GOAL 2** SYSTEMATIC INFRASTRUCTURE INVESTMENT

- Secure a reliable future water supply.
- Develop and fund an aggressive multiyear capital improvement program.
- Expand, extend and maintain the major thoroughfare network.
- Maintain and extend water, wastewater and storm water systems.
- Support strategic investments in city facilities.

#### **HIGHLIGHTS:**

The city completed updates to the Water Conservation Plan and Drought Management Plan to ensure Irving's water supplies are used efficiently and conserved to withstand future droughts. To protect the city from water loss, a satellite leak detection pilot study was completed. This study resulted in the discovery and subsequent repair of 38 public and private leaks in the water system.

Resident surveys have consistently shown that road maintenance and improvement is the highest ranked priority throughout the city. With this in mind, the city developed "Road to the Future," a plan to achieve the goal of investing \$100 million in street improvements over five years. In the first three years, \$3.3 million in pay-as-you-go capital funding and \$46.9 million in general obligation bonds have been allocated for street reconstruction and rehabilitation. Additionally, \$6.3 million in revenue bonds have been allocated for water and wastewater main replacements, which have been coordinated with street reconstruction projects. As part of this initiative, approximately 19.2 miles of road throughout Irving was overlaid to help improve the ride quality for residents and visitors driving on city streets.

The city completed construction of its new traffic operations center, which is the nucleus of its Advanced Traffic Management System. The project, which includes a wireless communication



network, is aimed at improving traffic safety and synchronizing traffic flow. Since 2017, the Traffic and Transportation Department has upgraded 216 traffic signals, 114 school zone indicators and added 90 traffic signal battery backup systems. Through enhanced communication, the city's new wireless traffic management system helps motorists navigate Irving streets, as city staff monitor roadway issues throughout the day and traffic signals communicate with one another. This real-time information allows the traffic signal system to be proactive and adjust to current traffic flows.

Nearly \$27 million in capital projects were completed, all within the initial award amount. This includes improvements to the Brockbank Channel (Phase 1) with \$6 million in drainage improvements; \$300,000 in water main improvements; five water and wastewater main replacement projects with \$4.4 million in utility

improvements and \$172,060 in Road to the Future pavement replacement; and Las Colinas Boulevard Phase 1 (Fuller to O'Connor) and Phase 2 (O'Connor to end of retail near Brazos) projects with \$13 million in pavement and utility upgrades. In addition, the city managed the Campion

\$26.8 million value of completed CIP projects

Trail MacArthur Extension Trail project, which was funded by Dallas County and included 2.75 miles of trail, a 300-feet pedestrian bridge and a trail connection into Coppell.

#### BY THE NUMBERS:

- 546,814 linear feet of water mains tested for leaks
- 275 large water meters tested and repaired
- 8,156 lane miles swept
- 3,307 street signs replaced

# **GOAL 3** VIBRANT ECONOMY

- Promote revitalization of targeted areas.
- Create a thriving downtown.
- Develop a comprehensive economic development strategy and funding model.
- Complete "signature projects" (i.e., the former stadium site, Heritage District and Las Colinas Urban Center).
- Effectively plan and manage land use.

#### **HIGHLIGHTS:**

The city's continued focus on economic development has made Irving a leading national and international business hub. As a front-runner in North Texas for attracting and retaining top corporations, Irving boasts 54 Fortune 500 companies with headquarters or a corporate presence in the city. To respond to the highly competitive economic development environment, Irving developed an Economic Development Strategic Plan in 2017. The plan provides a roadmap for Irving's economic development program and guides staff activities to further advance Irving's economy over a five-year period.

The city approved seven economic incentive agreements in support of 1,000 new jobs; 3,701 current jobs; \$10 million in new investment; \$30 million in new annual taxable sales sourced to the city; and a combined \$49 million in net new taxable value on real property and business personal property.

In March, the city opened a new \$113 million hotel, the Westin Irving Convention Center at Las Colinas, the final piece to a multidecade entertainment and convention district vision. Irving now has a vibrant, fun-filled location in the heart of North Texas that is easily accessible by plane, train or automobile. For the business and convention crowd, the city now delivers a complete destination package — beautiful meeting space, a luxury hotel and loads of entertainment, including a variety of music options, movies and great restaurants. And all of it is easily walkable.

In support of council's strategic objectives focused on creating a thriving downtown and completing signature projects, including those in the Heritage District, the following initiatives were completed:

Approved an Interlocal Agreement with Dallas County to participate in Tax Increment Reinvestment Zone No. 2 for the reconstruction of portions of Irving Boulevard through tax increment financing (TIF) No. 2.

\$904 million
in permitted valuation, the third
highest since 1985

Established a new attraction in downtown
Irving with the lease of a city-owned
facility to MainStage Irving-Las Colinas that provides the public with six live theatrical performances each year.

- Managed the design and construction of the Main Street Plaza, a downtown art gallery plaza, which included the demolition of the existing building, new decorative pavement, lighting, and street furniture.
- Created 33 new public parking spaces in downtown Irving with the approval of a Corridor Enhancement Incentive agreement for exterior improvements to property located at 124 S. Hastings St.

Another area of focus for council is the Urban Center. In 2019, the Pavilion at Toyota Music Factory was recognized as the No. 1 concert amphitheater in the United States ranking and the No. 2 in the world for ticket sales ranking by Pollstar. There also were numerous new restaurant and business openings at the Toyota Music Factory, including the Tacos Pacheco Bar, Reservoir, The Green Gator, Mama Tried and Blue Fire Catering, LLC.

#### **NUMBERS:**

- \$12.04 million allocated to the city's six TIF districts
- \$49 million in new net taxable value on real and business property
- 5,844 high wage jobs added and 6,306 high wage jobs retained
- 91 percent commercial occupancy rate



CITYOFIRVING.ORG P.3

To identify the community's desired direction and the steps necessary to execute that vision for the future, City Council has identified six strategic goals and a total of 25 objectives that support the attainment of these goals. Through this, the city is able to stay focused on issues that are of the greatest importance to its customers and what drives advancement in the areas that matter most. Resident satisfaction with code enforcement, the appearance of the city, quality of life and other indicators of success have risen. Irving continues to enhance recreational and cultural opportunities to provide residents with a variety of special events and programs that families can enjoy. In addition, a significant emphasis has been placed on addressing infrastructure needs. All of these improvements have resulted in a heightened quality of life for Irving residents. This special Year in Review insert contains a look at many of the related accomplishments achieved in 2019.



# **GOAL 4** SERVICE EXCELLENCE

- Safeguard public safety, security and health.
- Leverage information technology to drive efficient and responsive service delivery.
- Improve community appearance and protect neighborhood integrity.
- Clearly define service levels and the associated resource requirements.
- Implement enhancements to cultural and recreational facilities.

#### HIGHLIGHTS:

Irving's Police Department launched a Mental Health Response Team, providing training to police officers with the goal of improving outcomes to calls for service involving the mentally ill. The team conducts follow-ups with individuals with mental illness who have had an interaction with the police and work to connect them with mental health service providers. This allows

the individual to receive the help they need while reducing future calls for police and fire services. In 2019, the team conducted 40 crisis intervention training classes and contacted 1,372 mental health consumers.

\$339,752,945 in property saved from fire loss

In July, the Fire Department was recertified through the Texas Fire Chiefs Association Best Practices

Recognition Program based on compliance with more than 117 best business practices for fire departments in the State of Texas. This program was developed by fire service professionals to assist agencies in the efficient and effective delivery of service to communities and covers all aspects of fire department management and services. Irving was the first city in the state to receive this certification.

The city received the Municipal Traffic Safety Initiatives Award through the Texas Municipal Courts Education Center, which recognize those who work in local municipalities and have made outstanding contributions to increase traffic safety by preventing impaired driving in their communities.

The city joined the North Central Texas Public Works Emergency Response Team (PWERT) Mutual Aid Agreement. When an emergency or disaster overwhelms local resources, Irving now has the ability to call on regional PWERT members to provide public works assistance. This agreement additionally provides the city the opportunity to provide assistance outside of its borders.

# 99 percent

of property code complaints responded to by next day

In order to enhance response capabilities, Irving utilized a Tarrant County 911 grant to upgrade antiquated systems in the mobile command vehicle, improving dispatch, communications and video capabilities. The mobile command vehicle is used to respond to special events, and natural and man-made disasters that occur in the city and throughout the state.

Irving created a targeted parking enforcement task force to help minimize the impact of illegal on-and off-street parking. The task force provides educational outreach and targeted enforcement within neighborhoods identified as having excessive vehicles parked on both private property and the public right-of-way.

In January 2019, the West Irving Library increased weekly service hours from 54 to 64. This change has resulted in a continual increase in library services utilized. As a result, visitors to the library have increased by 6 percent for the year, and computer sessions increased by 9 percent. New library card registrations increased by 11 percent, and attendance for children's programs increased by 36 percent.

After significant renovation, the former Twin Wells Golf Course has reopened as the Irving Golf Club. The remodeled 18-hole course winds along the Trinity River. The renovation included rerouting eight holes and installing a new irrigation system. Architects reshaped the greens and built them to United States Golf Association specifications. Additionally, architects

reconstructed and leveled the tees and recontoured the fairways to improve drainage and increase strategic interest.

Luzon Park and AS Johnston Elementary School playgrounds were rededicated. Luzon Park received a much-needed renovation, which included new shade structures, park amenities, improved lighting and a new playground. The AS Johnston playground site was on the top of the replacement priority list because of its



age and heavy usage. Input was requested from Irving ISD students on design elements, and they were recognized during the ribbon cutting ceremony.

The city worked with a historic preservation architecture firm to complete a Historic Structures Report and Master Plan for the Jackie Townsell Bear Creek Heritage Center, identifying the most pressing structural needs of the property. This report included an assessment of the three historic structures at the Heritage Center and provided a clear plan for addressing the preservation and maintenance needs of the site, as well as cost estimates.

## BY THE NUMBERS:

- 1,680 motor vehicle injury accident responses
- 18,490 EMS responses
- 7,256 fire responses
- 6,022 pounds of debris removed by Keep Irving Beautiful volunteers

# **GOAL 5** INCLUSIVE AND **COLLABORATIVE GOVERNANCE**

- Actively engage and communicate with the community.
- Ensure transparent and inclusive government.

#### HIGHLIGHTS:

Following the success of the Irving 360° Civic Academy, in its third year, the city created the Youth 360° Civic Academy in order to engage with high school students interested in local government.

1,142,526 visitors to the city's website,

Cityoflrving.org

Participants attended an 11-week program in which they were exposed to various aspects of city operations. Highlights included backstage tours at the Irving Arts Center, a crash course on the science behind the city's landfill and an in-depth review of how the city generates and allocates revenue for programs and services.

In June, Irving launched a Junior Police Academy, offering seventh and eighth graders the opportunity to experience law enforcement firsthand. Participants were versed in the basic functions of a police department and had the chance to learn about a career in law enforcement. The program also provided an opportunity for police officers to mentor participants and encourage them to help build a safer community.

Irving was recognized for its dedication to going above and beyond in transparency efforts with an award from the Texas Comptroller of Public Accounts Transparency Stars program. This award was received in recognition of the city's efforts to ensure transparency in the areas of finance, contracting, procurement, economic development, public pensions and debt obligations. The city was recognized for posting financial documents online that contain thorough summaries, visualizations, downloadable data and other relevant information.

The City of Irving established a data governance structure to ensure that the highest quality data is collected, used and made available to key stakeholders through coordinated efforts within the organization for the purpose of improving efficiency, enhancing community engagement and enabling better decision-making. In addition, departments across the organization completed comprehensive data inventories in order to make the city's data more discoverable and accessible.

The city launched Irving Open Data. The open data portal is used to implement council's open data policy, ensuring transparency and engaging the public through data. This initiative was carried out as part of the city's ongoing work with the What Works Cities initiative. Internal and external focus groups were conducted to ensure data sets of relevance to stakeholders were identified and prioritized for release.

### BY THE NUMBERS:

- 87,703 Facebook engaged users
- 15,735 Twitter engaged users
- 39,700 ICTN on-demand views
- 2,175 open records requests processed
- 716,082 library visitors
- 428,382 participants in parks programming
- 2,035 Irving Open Data users
- 216,812 rows of CSV-formatted data made available



# **GOAL 6** TALENTED AND ENERGIZED WORKFORCE

- Encourage and reward employee innovation and creativity.
- Recruit, retain and develop a diverse municipal workforce.
- Develop a succession plan and succes sion management process.

#### **HIGHLIGHTS:**

Through the Irving Innovation Project, grants worth up to \$25,000 are available to all city departments for innovative projects with the potential to improve city services and deliver a positive, meaningful impact on the community. The project builds upon Irving's history of performance excellence that benefits the city and residents. Several departments submitted innovative solutions, two of which were awarded funds to help with their innovative projects.

Irving launched new value statements (PRIDE) in May 2019 following a nearly year-long process during which the city manager met with employees from all departments and work groups to discuss the organization's values and culture. Employees then created, proposed and voted on the winning statements PRIDE, which encompasses professional, resilient, innovative, dependable and ethical values.

The city implemented a new learning management system to assist in maintaining a highquality, well-trained workforce and ensure that employees remain competent, competitive, and compliant with internal policies and procedures.

Irving conducted data analytics training and launched multiple projects as part of a pilot program with various departments. Participants received training on how to develop problem statements and build project plans with a focus on solving pressing issues through the use of data analytics. The focus was set on approaches to generate new insights into city service.

#### BY THE NUMBERS:

- \$49,948 Irving Innovation Project grant funds awarded
- 32 percent of full-time vacancies filled by promotion

For more information, call (972) 721-2521.

JANUARY 2020 P. 4

# Parks and Recreation Activity Briefs, Programs

#### **Cimarron Park Recreation Center**

201 Red River Trail, (972) 910-0702

Feb. 8 | Celebrating Black History Month
 10 a.m. to 1 p.m. | Free
 Gather the family and enjoy the Celebrating Black
 History Month event.

#### Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

 Jan. 20 | NAACP Luncheon and MLK Celebration 11 a.m. to 2 p.m. | Free Celebrate the life and legacy of Dr. Martin Luther King Jr. at the annual MLK spaghetti lunch.

#### **Heritage Aquatic Center**

200 Jefferson St., (972) 721-7310

Jan. 12 | AquaStars Swim Program
 11:30 a.m. to 1 p.m. | \$1-Ages 4-17; \$1.50-Ages 18-50
 A program that provides special needs children and their families with an opportunity to sidestep crowds and experience the excitement of play in an indoor 20-yard, temperature-controlled lap pool.
 Participants must be accompanied by an adult or

guardian. For more information, call (972) 721-7311.

#### **Heritage Senior Center**

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

- Jan. 20 | MLK Celebration/Observance
   10:30 to 11:15 a.m. | All ages
   Come honor the life and legacy of a truly great
   American.
- Jan. 25 | Crop Til' You Drop Scrapbooking
   10 a.m. to 8 p.m. | \$10 and 4 to 8 p.m. | \$7. | Ages 18 and older

Bring scrapbooking materials and enjoy a day of fun and friends. Registration deadline is Jan. 22.

• Feb. 3-April 15 | Free Tax Service by AARP

#### Volunteers

8 a.m. to noon Monday and Thursday |
By appointment only
Bring all applicable tax forms and last year's tax
return. For seniors and low- to middle-income
(less than \$80,000 adjusted gross income before
deductions). Starting Jan. 20, to schedule an
appointment, call Ms. Beckner at (214) 770-5599.

#### Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

Jan. 18 | Family Winter Games
 10 a.m. to 3 p.m. | Ages 6 and older
 This annual event features family friendly games, lunch and an award ceremony for everyone.
 Registration deadline is Jan. 9.



#### **Lively Pointe Youth Center**

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

Jan. 6 | New Year Cutz-n-Stylez 11 a.m. to 3 p.m. | Grades K-12 | Free Haircut or hairstyle by a local barber and hairstylist for students before the new school session begins. Walk-ins are welcome, but space is limited. The first 50 to register will receive school supplies. For more information including registration, contact Kensley Cunningham at Lively Pointe (972) 721-8090 or Travis Bennett at Georgia Farrow (972) 721-2519.

#### Jan. 18 | Irving's Special Olympics Basketball Invitational

8 a.m. to 5 p.m. | Free admission
This annual event showcases special needs basketball teams from across DFW. Come support Irving's all-star athletes as they compete for bragging rights.
Games are played at Lively Pointe Youth Center and Georgia Farrow Recreation Center, 530 Davis Drive.
Those interested in volunteering can email Emory Caballero at ecaballero@cityofirving.org.

#### **Mustang Park Recreation Center**

2223 Kinwest Parkway, (972) 556-1334

• Feb. 7 | Father Daughter Dance

7 to 9 p.m. | Ages 4-13 | \$25 per couple; \$10 each additional daughter
Fathers, father figures and daughters can enjoy a magical evening including, dinner DJ, gifts, door prizes and pictures by a professional photographer.

#### **Northwest Park Recreation Center**

2800 Cheyenne St., (972) 721-2529

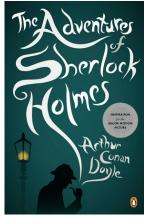
Jan. 4 | Pottery Painting

11 a.m. to 3 p.m. | Ages 5 and older | Prices vary Enjoy a day of relaxation while painting various pieces of pottery. Children ages 12 and younger must be accompanied by a parent.

Visit CityofIrving.org/Parks for all the Parks and Recreation upcoming activities.







## Library Briefs, East Library, Reading Challenge

#### Jan. 11 | East Library and Learning Center

Big changes are happening at the East Library! Since mid-December, East Library has been closed to complete a library redesign. The Irving Public Library will host a sneak peek event at 2:30 p.m. Jan. 11 with a storybook dance class, face painting and crafts. Check the library calendar at CityofIrving.org/Library for official reopening dates and times.

The library is perfectly positioned in the community to make a great impact through special programming that focuses on science, math, technology, reading and more. The location will be unlike any building in the Irving Public Library system. New additions include an adult learning space and an early childhood discovery center. Plans are to use these dedicated areas for classes ranging from computer software to workforce readiness. In keeping with popular demand, the library also will be adding more courses through Irving ISD, including English as a Second Language and Adult Basic Education courses at times of greater convenience for the community.

The most distinctive change for the transformed East Library will be new express hours. The location will be open to the public during peak times, from 3 to 7 p.m. Monday through Thursday, just after school lets out for the day and into the evening hours when working adults need to complete errands. In addition to classes, East Library will continue to serve area families with quality story time programs in English and Spanish during the week and big monthly cultural community events every second Saturday. Plans are underway to expand programming initiatives for young learners and adults.

This transformation marks the beginning of a new chapter for the East Library and the community it serves. During the library redesign, the public may return materials to the East Library book drop. However, holds should be placed for pickup at the South Irving, West Irving or Valley Ranch libraries. For more information on the East Library and Learning Center, call (972) 721-4612.

#### Sherlocked: Irving's Adult Winter Reading Challenge

Mystery lovers can get Sherlocked in 2020 during the Adult Winter Reading Challenge. Through Feb. 29, register on the library's reading program website, IrvingLibrary. ReadSquared.com. Attend any Sherlocked event to pick up a free copy of "The Adventures of Sherlock Holmes," a collection of short stories by Sir Arthur Conan Doyle. This year, readers will do some super sleuthing with the masters of mystery by picking up clues at any open Irving library location and online. Take home a customized puzzle booklet and a 3D bookmark for completing five books during the challenge. Adults also are invited to attend Winter Reading Challenge events, including a trivia night, book clubs and an author visit.

#### Jan. 4 | Sherlocked Author Visit with Sherry Thomas

2 p.m. | South Irving Library, 601 Schulze Drive What if Sherlock was a woman? Explore the possibilities with Sherry Thomas, author of the beloved series Lady Sherlock. During the visit, see live demonstrations on the library's e-book services Axis360 and Hoopla. Attendees may register for a chance to win a Kindle Fire.

Visit CityofIrving.org/Library for a full list of programs and Winter Reading Challenge rules.

#### 2020 CENSUS: SIMPLE QUESTIONS THAT HELP US ALL

In March 2020, every household across the United States will be invited to fill out the 2020 Census online, by phone or by mail. The information collected by this survey will be used to determine congressional representation, help businesses and local governments understand their community and distribute more than \$675 billion in federal funds every year. The questions themselves are simple. The household member who fills out the form is asked:

- How many people were living or staying in this house, apartment or mobile home?
- Were there any additional people staying here on April 1, 2020 that you did not include in question 1?
- Is this house, apartment or mobile home owned by an occupant free and clear? Owned with a mortgage? Rented? Or occupied without paying rent?
- What is your telephone number?

Then for each person in that home, the following questions are asked:

- First and last name, sex (male or female), age and date of birth.
- Is that person of Hispanic, Latino or Spanish origin? Four "Yes" options to indicate heritage, or "No."
- What is that person's race? There are 15 checkbox options and spaces to designate a more specific heritage (White, Black or African American, American Indian or Alaska Native, Chinese, Vietnamese, Native Hawaiian, Filipino, Korean, Samoan, Asian Indian, Japanese, Chamorro, Other Asian, Other Pacific Islander or Some Other Race).

For each person after the first, two additional questions are asked:

- Does this person usually live or stay somewhere else? Eight "Yes" options or "No."
- How is this person related to the householder?
   Sixteen options including "Nonrelative."

This works out to about seven questions per household member, plus four about the household as a whole. All of the answers collected in an area are combined for statistical use. Individual responses cannot be shared with law enforcement, ICE, DEA, landlords, courts or anyone until 72 years have passed. Then records become available for historical and genealogical research.

Visit 2020census.gov for more information. ■



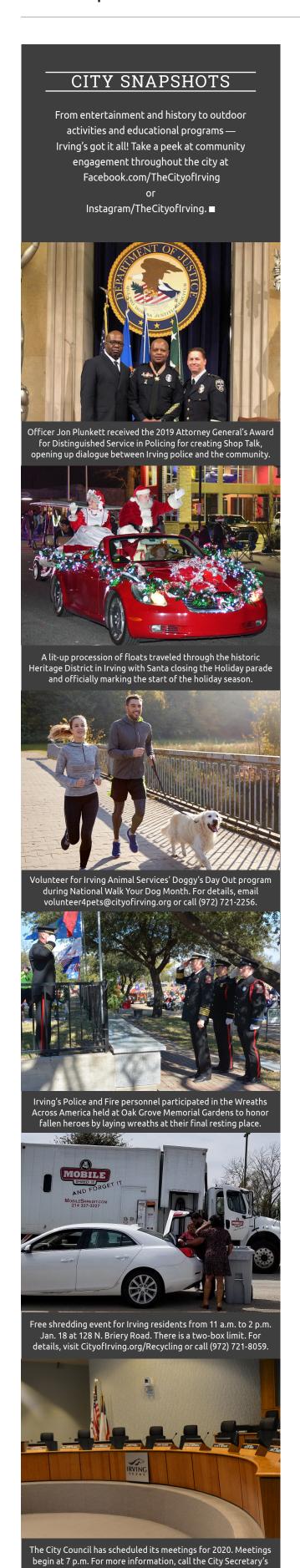
# SAVE THE DATE: FEB.11 IRVING BOULEVARD COMMUNITY MEETING

The City of Irving has initiated a downtown revitalization project to redesign a section of Irving Boulevard as a multimodal urban corridor. The section runs from Sowers Road to Strickland Plaza. This project will transform the highway into a roadway to accommodate vehicular, pedestrian and bicycle traffic by reducing the number of vehicle lanes to two and using the remaining right-of-way for parallel parking, wider sidewalks, a bike lane and streetscape amenities.

The city will hold two community input meetings where residents and property owners can get more information and share ideas.

The meetings will be held from 9:30 to 11:30 a.m. and 5:30 to 7:30 p.m., Feb. 11, at Jack D. Huffman Community Building, 801 W. Irving Blvd.

For more information, contact ispeck@ cityofirving.org. ■







# Senter Park Recreation Center Now Open

Join the Reopening

Celebration Jan. 10

Senter Park Recreation Center will

hold a Grand Opening from 11 a.m. to

6 p.m. Jan. 10 at 901 Senter Road.

Residents and visitors are invited

to tour the newly renovated space

as well as sample the workout

equipment in the gym. The event

will include giveaway prizes and

refreshments. For more information,

call (972) 721-2641.



After a year of renovations, Senter Park Recreation Center at 901 Senter Road is open for business. New developments are breathing life into the communities along Delaware Creek. As the City of Irving and its neighborhoods evolve, so too must

its amenities to meet the needs of the community.

In early 2019, renovation began on the recreation center. Senter Park has been in operation since 1954 and was in need of an update, as the previous layout was not user

friendly for staff nor inviting to guests. The renovation was the third component of a four-phase project to improve the facility's interior and its exterior grounds.

#### Modernizing the Gym

The city partially closed the center last winter. The interior overhaul included relocating the fitness and weight room from the first floor to the second floor. The new workout area provides added space for structured classes and abundant natural light for patrons.

Now, the fitness room features a modern warehouse interior with warm lighting and exposed duct work pipes. The area also includes new lockers and cabanastyle family restrooms with shower facilities. Audio and sprinkler system upgrades also were installed throughout the building.

The exercise room on the first floor was converted into an activity room, complete with added storage, laminate wood flooring and fresh paint. The first and second level facilities now meet Americans with Disabilities Act (ADA) requirements.

One of the most notable features in the renovation is the main reception area. The 180-degree glass front entry provides an open and inviting space to meet with recreation center staff. Additionally, staff can now monitor both the front and rear entrances of the building with ease.

The Sports Hall of Fame and its athletic memorabilia now reside at the Irving Archives and Museum. Offices for staff now occupy the reconfigured space.

#### Securing the Funding

The project was made possible through Community Development Block Grant (CDBG) funding, which is provided to the City of Irving from the U.S. Department

> of Housing and Urban Development. CDBG funds are used in Irving to help improve the quality of life for moderate income neighborhoods.

In 2017, phase one improvements began on the Senter Park playground and tennis court. In 2018, phase two included replacement of the Senter Park gymnasium and pool roofs and an upgrade of the outside marquee sign to a modern, digital monument sign. Additionally, parking lot lights received energy-efficient LED lighting updates and a fresh coat of paint.

Senter Park Recreation Center is open from 9 a.m. to 10 p.m. Monday-Tuesday and Thursday-Friday; 6 a.m. to 10 p.m. Wednesday; 9 a.m. to 5 p.m. Saturday; and 1 to 5 p.m. Sunday. For more information,

#### **Renovations Moving Forward**

visit Cityoflrving.org/2811.

In addition to Senter Park, the city also is renovating Georgia Farrow Recreation Center at 530 Davis Drive. The project began in fall 2019 and includes a second gym, new restroom, locker rooms, an expanded weight room and additional parking. The project is made possible through the Department of Housing and Urban Development Section 108 Loan Guarantee Program and completion is slated for summer 2020.

Visit CityofIrving.org/2255/Investing-in-Our-Future for more information on the city's ongoing infrastructure initiative. ■

# City Council Candidate Packets Available

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet beginning Friday, Jan. 3 from the City Secretary's Office at City Hall, 825 W. Irving Blvd. Packets also will be available on the city's website at CityofIrving.org.

This year, the mayor and single-member district council Places 3 and 5 will be elected in the General Election. The mayor is an at-large position and candidates running for mayor may reside anywhere within the Irving city limits. Places 3 and 5 are single-member districts; to qualify to run, candidates must be a resident of the city and have lived in their respective district for at least 12 months immediately prior to Election Day.

The filing period is Jan. 15 through Feb. 14. The City Secretary's Office is open from 8 a.m. to 5 p.m. Early voting dates are April 20 through April 28 and Election Day is May 2. For more information, call the City Secretary's Office at (972) 721-2493. ■

## Paquetes Disponibles para Candidatos al Concejo Municipal

Los residentes que estén interesados en ser candidatos para una posición en el Concejo Municipal pueden recoger un paquete de candidatos a partir del 3 de enero en la Oficina de la Secretaria de la Ciudad, 825 W. Irving Blvd. Los paquetes también estarán disponibles en la página web de la ciudad en www.CityofIrving.org.

Este año, el alcalde y los distritos concejales de miembro-único de los Lugares 3 y 5 serán elegidos en la Elección General. El alcalde es una posición a nivel general y los candidatos para tal posición pueden residir en cualquier lugar dentro de los límites de la Ciudad de Irving. Los lugares 3 y 5 son distritos de miembro-único, en los cuales para calificar, los candidatos deben ser residentes de la ciudad y haber vivido en su distrito respectivo por lo menos 12 meses inmediatamente antes del Día de la Elección.

El período para presentar las candidaturas es a partir del 15 de enero hasta el 14 de febrero. La Oficina de la Secretaria de la Ciudad está abierta desde las 8 a.m. hasta las 5 p.m. Las fechas de votación adelantada serán del 20 de abril al 28 de abril, y el día de las elecciones es el 2 de mayo. Para obtener más información, llame a la Oficina de la Secretaria de la Ciudad al (972) 721-2493. ■



Office at (972) 721-2493 or visit CityofIrving.org/City-Secretary.





# **MEMO**

To: Chris Hillman, City Manager

From: Jeff Litchfield, Chief Financial Officer

Date: January 17, 2020

Subject: Projected Bond Capacity Calculation Logic

A Councilmember has asked for a description of the logic used to calculate Bond Capacity for the proposed projects. The steps used were:

1 Property Taxable Value for Prior Year

2 Multiplied by the projected change in Property Taxable Value

Equals the Projected Taxable Value for the year
 Multiplied by the Projected Debt Service Tax Rate
 Multiplied by the Projected Collection Rate of 98.5%
 Equals the Projected Debt Service Taxes for the year
 Less the Debt Service amount of outstanding Debt

8 Less the new Debt Service associated with Tax Notes for Fire Apparatus

9 Equals the amount of Debt Service available to pay for new Debt

We then calculated how much debt could be issued using the amount available to pay for new Debt Service

The calculation was repeated for each year with the following modifications:

- The Property Taxable Value in Step 1 used the Projected Taxable Value in Step 3, and
- The Debt Service amount of outstanding Debt in Step 7 included existing debt and the Debt Service for the debt we projected to be issued in Steps 8 and Step 9.

This is the logic we use each year when we update the five year Capital Improvement Plan. In future years, we expect to perform this calculation in conjunction with the May Budget and Strategic Planning Session and again after the Certified Roll has been issued. The second calculation will be the basis for each year's Debt Issuance.



# **MEMO**

To: Philip Sanders, Assistant City Manager

From: Steven A. Reed, Planning and Community Development Director

**Date:** January 16, 2020

**Subject:** Proposed Goody Goody Liquor Store at 3340 W. Royal Lane

Several City Council members have inquired about a new Goody Goody Liquor store proposed to be constructed at 3340 W. Royal Lane (W. Royal at N. Belt Line). The following is the timeline relative to this project.

- 1. On August 23, 2019, an application was submitted to the Planning and Community Development Department for Texas Alcoholic Beverage Commission (TABC) off premises permit verification. The retail zoning was verified by Planning staff also on August 23. The separation requirements were field verified by Inspections staff on September 6, and the application was signed off by Planning on September 9. The TABC application is for a Change of Licensed Location, Permit No. P 251692, currently licensed at 910 S. Pearl St. in Dallas.
- 2. On September 10, 2019, the City Secretary signed off on the TABC permit at 3340 W. Royal Ln. The applicant has picked up the permit from the City Secretary's Office, but the address has not yet been changed in the TABC records at the time of this communication.
- 3. On November 22, 2019, a permit application was submitted for Civil Review for a proposed 19,070 sq. ft. building for a Goody Goody Liquor Store. On January 16, 2020 the civil plans were completed and approved, and the civil permit is ready for applicant to pick up. No building permit application for a structure has been submitted for building code review at this time.

Per State law, the City cannot treat a liquor store any differently from any other retail use, with the exception of the separation requirements (300 feet) from a church, public or private school, or public hospital. There are no churches, public or private schools, or public hospitals within 300 feet of the location. There is a Montessori school across Bent Branch Drive from the proposed store, but it does not meet the State definition of a private school: "Private school means a private school, including a parochial school, that: 1) Offers a course of instruction for students in one (1) or more grades from kindergarten through grade 12; and 2) Has more than one hundred (100) students enrolled and attending courses at a single location." The Montessori school is considered to be a day care facility, and not a school. Staff verified with the day care facility that it does not offer kindergarten level classes.

Once the applicant submits an application for a building permit and staff confirms that it complies with all development codes, the City will be able to issue a permit to begin construction of the building. Please contact me if you have any questions.



#### PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

January 2020

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.

				MULTIFAMI	LY				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	ALLECATION	DISTRICT	VERIFICATION
1	Texas Plaza	2011 - 2071 Texas Plaza Dr.	Apts	360,611 SF	\$26,750,000	Permit Issued	11/8/2018	Irving	Jun-19
2	Star Park @ Las Colinas	1501-1541 Meridian Dr.	Apts	422,186 SF	\$31,000,000	Permit Issued	2/13/2019	Irving	Jun-19
3	JPI 2 Apts	515 Promende Parkway	Apts	724,285 SF	\$50,000,000	Permit Issued	3/21/2019	Irving	Aug-19
4	Brownstones of Las Colinas TH	101 Decker #801-#804	Condos	12,971 SF	\$931,843	Permit Issued	11/25/2019	Irving	Nov-19

				OFFICE					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	DR/Retail Office - Expired	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Expired	6/15/2018	Irving	Jun-18
3	Shell Bldg.	1153 W. John Carpenter Fwy,	Office	5,571 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
4	Shell Bldg.	1163 W. John Carpenter Fwy,	Office	4.544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
5	Shell Bldg.	1173 W. John Carpenter Fwy,	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
6	Shell Bldg.	1183 W. John Carpenter Fwy,	Office	4,544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
7	Shell Bldg.	1193 W. John Carpenter Fwy,	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
8	TXU Garage	6555 Sierra Dr.	Office Parking Garage	224,576 SF	\$11,000,000	Permit Issued	7/17/2019	Irving	Sep-19
9	Shells Buildings (5)	200-240 O'Connor Ridge Blvd.	Office	27,651 SF	\$2,075,000	Permit Issued	4/17/2019	Irving	Sep-19
10	Plasma Bldg Intelligence	777 Meadow Creek Dr.	3-story office	17,126 SF	\$3,500,000	Permit Issued	6/25/2019	C-FB	Nov-19
11	Texasland & Bus	410 E. Airport Fwy.	3-story office	18,900 SF	\$3,100,000	Permit Pending	10/1/2019	Irving	Dec-19
12	Star Park Las Colinas	5901, 5941, 5981 High Point Dr.	Shell Bldgs.	37,341 SF	\$7,600,000	Permit Pending	12/14/2019	Irving	Jan-20

	WAREHOUSE/INDUSTRIAL												
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION				
					VALUATION		DATE	DISTRICT					
1	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18				
2	Shell Bldg	9151 Currency St.	Warehouse	37,573 SF	\$2,800,000	Permit Issued	12/12/2018	Irving	Oct-19				
3	FritoLay	701 N. Wildwood Dr.	Accessory Bldg	750 SF	\$400,000	Permit Issued	9/3/2019	Irving	Oct-19				
4	DCURD	780 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Approved	8/29/2019	Irving	Oct-19				
5	Lindamood Demo	2020 S. Nursery	Warehouse	5,280 SF	\$155,000	Permit Issued	9/12/2019	Irving	Nov-19				
	Lindamood Demo	2014 S. Nursery	Warehouse	4,940 SF	\$145,000	Permit Issued	9/12/2019	Irving	Nov-19				
207	Electrical Surplus of Texas	822 E. Shady Grove Rd.	Storage Bldg.	4,800 SF	\$149,650	Permit Pending	9/24/2019	Irving	Nov-19				

I	8	RDO	3200 E. Airport Fwv.	Auto Repair	36 405 SF	\$8,800,000	Permit Pending	12/20/2019	Irving	Jan-20
	U	RDO	5200 E. Aliport I'w y.	Auto repair	30, <del>4</del> 03 51	Ψ0,000,000	1 chint i chang	12/20/2017	nving	Jun-20

				RETAIL					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Issued	10/15/2018	Irving	Jan-20
2	7-Eleven	1901 E. Highway 356	Convenience Store	3,185 SF	\$600,000	Permit Issued	5/9/2019	Irving	Aug-19
3	Retail Center	8455 Walton Blvd.	Retail	45,816 SF	\$4,000,000	Permit Issued	5/9/2019	Irving	Dec-19
4	Senior Living (Civils only)	8465 Walton Blvd.	Senior Living	45,816 SF	\$4,000,000	Permit Issued	5/9/2019	Irving	Dec-19
5	Clay Cooley Nissan	1000 E. Airport Fwy.	Car Dealership	61,845 SF	\$12,000,000	Permit Issued	3/12/2019	Irving	Dec-19
6	CVS	SEC Hackberry Road and S. Belt Line	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19
7	Shell Bldg.	1625 W. Airport Fwy	Retail	5,100 SF	\$490,000	Permit Pending	9/6/209	Irving	Oct-19
8	Shell Bldg.	1424 N. Belt Line	Retail	2,064 SF	\$170,000	Permit Issued	9/26/2019	Irving	Dec-19
9	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Permit Pending	10/29/2019	Irving	Nov-19
10	Murphy Express	5140 N. Belt Line Rd.	Gas Station	2,852 SF	\$2,500,000	Permit Pending	10/28/2019	Irving	Nov-19
11	Lee Plaza	5101 N. Belt Line Rd.	Retail/Apts.	22,880 SF	\$3,000,000	Permit Pending	11/6/2019	Irving	Nov-19
12	Goody Goody	3340 W. Royal Lane	Retail	19,602 SF	\$2,195,000	Permit Pending	11/22/2019	Coppell	Dec-19
13	SOS Collision	222 W. Airport Fwy.	Auto Repair	29,598 SF	\$410,000	Permit Pending	8/27/2019	Irving	Jan-20

	HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON	
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Issued	8/30/2016	Irving	Feb-19	
2	Hampton Inn & Suites	4500 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Dec-19	

				RESTAURA	NT			
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION SCHOOL	VERIFICATION

	INSTITUTIONAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	ALLECATION	SCHOOL	VERIFICATION		
					VALUATION		DATE	DISTRICT			
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18		
2	CareNow	2675 N. Belt Line Rd.	Medical Clinic	4,655 SF	\$1,400,000	Permit Issued	6/28/2019	Irving	Dec-19		

	NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	# DATE TOTAL UNITS TOTAL VALUE SINGLE FAMILY VALUE TOWNHOUSES VALUE HOMES VALUE									
	Dec-20	59	\$19,543,853	40	\$15,000,812	19	\$4,543,042	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 27, 2020

## BUREAU MANAGEMENT AND STAFF REPORTS





#### **ICVB Memorandum**

Date: January 17, 2019

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for December 2019

#### **Convention Sales & Services Staff Activities**

Leads Generated	December	YTD
Irving CVB – Hotel Leads	144	478
Irving Convention Center Leads	22	80

#### December

Room Nights Generated	Monthly Goal	December 2019 Actuals	December 2018 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	December Convention Center	Convention Center YTD
Definite Room Nights	16822	25957	25917	201853	46249	60819	7239	14735
Lost Room Nights		40585	31049		165243	70759	15048	58143

Travel & Activity
Customer Services Activity

#### **December Servicing & Inventory**

Groups Serviced			
December	6		
YTD	36		

#### Pending:

- Welcome– Zest Fest, January 24, 2020, Councilman Zapanta
- Welcome/ Flag Presentation Religious Conference Management Association, February 5, 2020, Mayor Pro Tem (tentative)

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council
		Appearance/Letter/Flags for
		Convention Programs
Name Badge/Lanyard Services	5	1495 Badges/1118 Lanyards
Pens	2	700
Bags	1	400
Promotional Materials	72	200 restaurant maps/ 300 TMF maps
Staffing Services	43	48 Event Hours

December	Organization	Event	Location
8-10	NorthStar Meetings Group	Destination Texas	Austin, TX
9	Texas Society of Association Executives	Holiday Luncheon	Austin, TX
10-12	SportAccord	Regional SportAccord	Fort Lauderdale, FL
11-12	Texas CVB Joint Initiative	Holiday Reception	Washington DC
13-17	Collinson Publishing	Connect DC	Washington DC
15-18	Destinations International	Leadership Forum	Chicago, IL

#### **Event Location:**

Hotels: 3 Irving Convention Center: 2 Other: 1

#### Answer Distribution Above Average 25.0 % **Service** Customer Excellent Satisfaction Survey 75.0 % Results December 1-31, 2019 Excellent Above Average Average Below Average Poor Not Applicable How was your overall

12/01/2019 -12/31/2019 Score: **95.0%/ 100.0** 

destination experience?

How was your overall Convention and Visitors Bureau Experience?

# Excellent 100.0 % Excellent 100.0 % Above Average Average Not Applicable

**Answer Distribution** 

12/01/2019 -12/31/2019 *Score:* 100.0% / 100.0

## January-April 2020 Definite Bookings

Customer						Paguested
Hilti North America	Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core   Training Inc.   2020   1/31/2020   1	İ	<u> </u>		· ·		
Training Inc.   2020   1/3/2020   1/3/2020   1/00   272     North Arkansas   North Arkansas College Men's College   Basketball Team Travel   1/3/2020   1/5/2020   30   14     PepsiCo   Bottlers Meeting   1/6/2020   1/8/2020   200   375     PAE   PAE-CBP   1/6/2020   1/8/2020   55   190     Boy Scouts of   Boy Scouts - Foundation Staff   Meeting - Jan 2020   1/6/2020   1/9/2020   45   80     Health Occupations Students of America   HOSA - Board Meeting 2020   1/8/2020   1/9/2020   45   80     Health Occupations Students of America   HOSA - Board Meeting 2020   1/8/2020   1/11/2020   35   79     BioTE Medical   Jan-20   1/9/2020   1/11/2020   150   300     BioTE Medical   Jan-20   1/9/2020   1/11/2020   1/10   230     BioTE Medical   Jan-20   1/19/2020   1/11/2020   1/10   250     BioTE Medical   Jan-20   1/19/2020   1/11/2020   1/10   25		<del> </del>	, ,	, ,		
College         Basketball Team Travel         1/3/2020         1/5/2020         30         14           PepsiCo         January 2020         1/6/2020         1/8/2020         200         375           PAE         PAE-CBP         1/6/2020         1/10/2020         55         190           Boy Scouts of America America         Boy Scouts - Foundation Staff America         1/6/2020         1/9/2020         45         80           Health Occupations Students of America - Texas Association         HOSA - Board Meeting 2020         1/8/2020         1/13/2020         35         79           BioTE Medical         Jan-20         1/9/2020         1/11/2020         150         300           American Academy of Allergy, Asthma & Immunology         Academic Leaders Winter         1/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in America Mid-Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigm	· ·		1/3/2020	1/31/2020	100	272
PepsiCo	North Arkansas	North Arkansas College Men 's				
PepsiCo         January 2020         1/6/2020         1/8/2020         200         375           PAE         PAE-CBP         1/6/2020         1/10/2020         55         190           Boy Scouts of America America America         Meeting - Jan 2020         1/6/2020         1/9/2020         45         80           Health Occupations Students of America - Texas Association         HOSA - Board Meeting 2020         1/8/2020         1/13/2020         35         79           BioTE Medical         Jan-20         1/9/2020         1/11/2020         150         300           BioTE Medical         Jan-20         1/9/2020         1/11/2020         150         300           Remerican Academy of Allergy, Asthma & Meeting         Academic Leaders Winter         Meeting         1/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in America Mid-America         Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK         Automotive Canada Sales Internatio	College	Basketball Team Travel	1/3/2020	1/5/2020	30	14
PAE		PepsiCo - Bottlers Meeting				
Boy Scouts of America	PepsiCo	January 2020	1/6/2020	1/8/2020	200	375
America         Meeting - Jan 2020         1/6/2020         1/9/2020         45         80           Health Occupations Students of America - Texas Association         HOSA - Board Meeting 2020         1/8/2020         1/13/2020         35         79           BioTE Medical         Jan-20         1/9/2020         1/11/2020         150         300           American Academy of Allergy, Asthma & Immunology         Assembly Winter Meeting & Academic Leaders Winter         1/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in America         Full Gospel Businessmen's Fellowship in America Mid- Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK International         Automotive Canada Sales Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Orporation         Meeting         1/13/2020         1/16/2020         <	PAE	PAE-CBP	1/6/2020	1/10/2020	55	190
Health Occupations	Boy Scouts of	Boy Scouts - Foundation Staff				
Students of America - Texas Association         HOSA - Board Meeting 2020         1/8/2020         1/13/2020         35         79           BioTE Medical         Jan-20         1/9/2020         1/11/2020         150         300           American Academy of Allergy, Asthma & Academic Leaders Winter Meeting & I/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in America Mid-America         Fellowship in America Mid-Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK International Cox Automotive Canada Sales International         Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         Meeting         1/12/2020         1/18/2020         75         240           Vizient, Inc.         1 January 2020 Meeting         1/13/2020 <td>America</td> <td>Meeting - Jan 2020</td> <td>1/6/2020</td> <td>1/9/2020</td> <td>45</td> <td>80</td>	America	Meeting - Jan 2020	1/6/2020	1/9/2020	45	80
Texas Association	Health Occupations					
BioTE Medical   Jan-20	Students of America -					
American Academy of Allergy, Asthma & Academic Leaders Winter Meeting & 1/9/2020 1/11/2020 150 230 Full Gospel Businessmen's Full Gospel Businessmen's Fellowship in America Mid-America Year Council Meeting 1/9/2020 1/11/2020 25 25 Sigma Sigma Sigma Sorority Prevention Institute 1/9/2020 1/11/2020 180 180 Art of Movement (Dance) Art of Movement 2020 1/10/2020 1/11/2020 300 250 Rymark International Cox Automotive Canada Sales International Conference Jan 2020 1/12/2020 1/16/2020 101 252 MPI 2020 MPI All Team Summit 1/12/2020 1/17/2020 85 87 MCKesson #11823-Faber All Hands HR Corporation Meeting 1/12/2020 1/18/2020 75 240 Vizient, Inc. 2020 Pharmacy Vizient, Inc. 2020 Pharmacy Team Meeting 1/13/2020 1/16/2020 75 90 American Red Cross Donor Recruitment Training 1/13/2020 1/16/2020 15 48 Greystar Management Services LP Greystar GOAT Meeting 1/13/2020 1/14/2020 100 200 MCKesson	Texas Association	HOSA - Board Meeting 2020	1/8/2020	1/13/2020	35	79
American Academy of Allergy, Asthma & Immunology         Assembly Winter Meeting & Academic Leaders Winter Meeting         1/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in America Mid-America         Full Gospel Businessmen's Fellowship in America Mid-America         Fellowship in America Mid-America Mid-America         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK         Automotive Canada Sales International         Automotive Canada Sales         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Train	BioTE Medical	Jan-20	1/9/2020	1/11/2020	150	300
of Allergy, Asthma & Immunology         Academic Leaders Winter Meeting         1/9/2020         1/11/2020         150         230           Full Gospel Businessmen's Fellowship in Fellowship in Fellowship in America Mid-America         Full Gospel Businessmen's Fellowship in America Mid-Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK Automotive Canada Sales International         Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020 <td< td=""><td></td><td>2020 AAAAI Program Directors</td><td></td><td></td><td></td><td></td></td<>		2020 AAAAI Program Directors				
Immunology   Meeting   1/9/2020   1/11/2020   150   230     Full Gospel   Businessmen's   Full Gospel Businessmen's   Fellowship in America Mid-America   Year Council Meeting   1/9/2020   1/11/2020   25   25     Sigma Si	American Academy	Assembly Winter Meeting &				
Full Gospel         Full Gospel Businessmen's         Full Gospel Businessmen's         Fellowship in America Mid-America         Fellowship in America Mid-Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK (Dance)         Automotive Canada Sales (Dance)         1/12/2020         1/16/2020         101         252           International (Dance)         Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson (McKesson)         #11823-Faber All Hands HR (Dance)         1/12/2020         1/17/2020         119         426           DuraServ Corp. (Danuary 2020 Meeting)         1/13/2020         1/18/2020         75         240           Vizient, Inc. (Danuary 2020 Pharmacy (Vizient, Inc. 2020 Pharmacy	of Allergy, Asthma &	Academic Leaders Winter				
Businessmen's   Full Gospel Businessmen's   Fellowship in   Fellowship in America Mid-Year Council Meeting   1/9/2020   1/11/2020   25   25   25   25   25   39   39   39   39   39   39   39   3	Immunology	Meeting	1/9/2020	1/11/2020	150	230
Fellowship in America         Fellowship in America Mid-America         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK (Dance)         Automotive Canada Sales (Dance)         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR (Corporation)         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar Management         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200	Full Gospel					
America         Year Council Meeting         1/9/2020         1/11/2020         25         25           Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK (Dance)         Rymark International Cox Automotive Canada Sales International         Automotive Canada Sales Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit International Hands HR Corporation         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting January 2020 Meeting Vizient, Inc. 2020 Pharmacy Vizient, Inc. 2020 Pharmacy Team Meeting January 2020 International		•				
Sigma Sigma Sigma Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK (Dance)         Rymark International Cox Automotive Canada Sales International         Automotive Canada Sales Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         2020 Pharmacy         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar Management         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200	•	·				
Sorority         Prevention Institute         1/9/2020         1/11/2020         180         180           Art of Movement (Dance)         Art of Movement 2020         1/10/2020         1/11/2020         300         250           RYMARK         Rymark International Cox Automotive Canada Sales International         Automotive Canada Sales Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR Corporation         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar Management         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200		Year Council Meeting	1/9/2020	1/11/2020	25	25
Art of Movement (Dance)  Art of Movement 2020  Rymark International Cox  RYMARK  Automotive Canada Sales International  Conference Jan 2020  MPI  2020 MPI All Team Summit  1/12/2020  1/17/2020  1/17/2020  85  87  McKesson  #11823-Faber All Hands HR Corporation  Meeting  1/12/2020  1/13/2020  1/17/2020  1/17/2020  1/19  426  DuraServ Corp.  January 2020 Meeting  1/13/2020  1/13/2020  1/16/2020  75  90  American Red Cross  Donor Recruitment Training  1/13/2020  1/16/2020						
CDance   Art of Movement 2020	, , , , , , , , , , , , , , , , , , ,	Prevention Institute	1/9/2020	1/11/2020	180	180
Rymark International Cox					200	0.50
RYMARK         Automotive Canada Sales         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR         1/12/2020         1/17/2020         119         426           Corporation         Meeting         1/13/2020         1/18/2020         75         240           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200	(Dance)		1/10/2020	1/11/2020	300	250
International         Conference Jan 2020         1/12/2020         1/16/2020         101         252           MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR         Corporation         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200	DVA 4 A DV	•				
MPI         2020 MPI All Team Summit         1/12/2020         1/17/2020         85         87           McKesson         #11823-Faber All Hands HR			1/12/2020	1/16/2020	101	252
McKesson         #11823-Faber All Hands HR         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Vizient, Inc. 2020 Pharmacy         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200						
Corporation         Meeting         1/12/2020         1/17/2020         119         426           DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         100         200			1/12/2020	1/1//2020	85	87
DuraServ Corp.         January 2020 Meeting         1/13/2020         1/18/2020         75         240           Vizient, Inc.         2020 Pharmacy         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020			1/12/2020	1/17/2020	110	126
Vizient, Inc. 2020 Pharmacy         1/13/2020 1/16/2020 75         90           American Red Cross         Donor Recruitment Training 1/13/2020 1/16/2020 15         48           Greystar         Management         1/13/2020 1/14/2020 100         200           McKesson         McKesson         1/13/2020 1/14/2020 100         200		<u> </u>				
Vizient, Inc.         Team Meeting         1/13/2020         1/16/2020         75         90           American Red Cross         Donor Recruitment Training         1/13/2020         1/16/2020         15         48           Greystar         Management         Vizient, Inc.         1/13/2020         1/16/2020         15         48           Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         McKesson         1/13/2020         1/14/2020         1/14/2020         1/14/2020	Duraserv Corp.	1	1/13/2020	1/18/2020	/5	240
American Red Cross Donor Recruitment Training 1/13/2020 1/16/2020 15 48  Greystar  Management Services LP Greystar GOAT Meeting 1/13/2020 1/14/2020 100 200  McKesson	Vizient Inc		1/12/2020	1/16/2020	75	00
Greystar Management Services LP Greystar GOAT Meeting 1/13/2020 1/14/2020 100 200 McKesson		-				
ManagementGreystar GOAT Meeting1/13/20201/14/2020100200McKesson1/14/20201/14/20201/14/2020		Donor Recruitment Training	1/15/2020	1/10/2020	12	48
Services LP         Greystar GOAT Meeting         1/13/2020         1/14/2020         100         200           McKesson         Image: Modern of the content	•					
McKesson	_	Greystar GOAT Meeting	1/13/2020	1/14/2020	100	200
		Greystal GOAT Wiceting	1,13,2020	1, 17, 2020	100	200
COLDOLULIO   JOULIEV C.J. [7.3]   1   1   1   1   1   1   1   1   1	Corporation	Southwest ASM / Lab Summit	1/14/2020	1/18/2020	11	33

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Unity Church	Unity Church She Favor				
Charlotte	Women's Conference	1/15/2020	1/20/2020	100	170
	Spireon National Sales and				
Spireon	Service Meeting Jan 2020	1/15/2020	1/18/2020	200	370
Challenge Youth					
Planning	Challenge Youth Conference	1/16/2020	1/19/2020	500	320
First Fitness	First Fitness January 2020	1/16/2020	1/19/2020	300	249
Flowserve	Flowserve Global Leadership				
Corporation	Conference Jan 2020	1/19/2020	1/22/2020	120	130
McKesson	#11316-PSaS Senior				
Corporation	Leadership Meeting	1/20/2020	1/23/2020	75	170
Converge Technology Solutions	Converge Technology Solutions National Sales Meeting	1/20/2020	1/22/2020	200	400
ACE Cash Express, Incorporated	January 2020-Quarterly Meeting. (1) of 4 meetings	1/20/2020	1/23/2020	15	66
Capgemini U.S., LLC	NA MARCOM Team Meeting Dallas	1/20/2020	1/23/2020	50	104
Sherwin Williams	Sherwin Williams - Lowes North Division	1/20/2020	1/23/2020	60	135
Core-Mark	Core-Mark Strategy Meeting	1/21/2020	1/26/2020	60	207
Paycom	Executive Rep Training	1/21/2020	1/26/2020	200	420
CMG Financial	CMG Financial - January 2020	1/21/2020	1/24/2020	75	150
Campus Crusade for Christ Intl. (DBA Cru)	CCCI-Cru- Church Movements- January Training 2020	1/21/2020	1/24/2020	40	75
National Athletic Trainers' Association	NATA 2020 Joint Committee Meeting/iLEAD	1/22/2020	1/26/2020	400	724
Penhall Company	Penhall Branch Manager Meeting Sep 2019	1/22/2020	1/24/2020	90	140
McKesson	iKnowMed Generation 2 Physician Advisory Board	1/23/2020	1 /25 /2020	25	25
Corporation Tennessee Farmers	Meeting TN Farm Bureau Room Block	1/25/2020	1/25/2020	25	25
Bureau	DFW Jan 2020	1/24/2020	1/24/2020	125	75
Venafi, Inc.	SKO	1/25/2020	2/1/2020	115	840
vendii, iiie.	2020 Global Best Practices	1/23/2020	2/1/2020	113	040
TDn2K	Conference	1/26/2020	1/29/2020	275	355
Atos, Incorporated	Sales Kickoff Meeting 2020	1/26/2020	1/28/2020	250	440
Inform Diagnostics	Inform Diagnostics 2020 National Sales Meeting	1/26/2020	1/31/2020	90	264
Association Societies Alliance	2020 Winter Meeting	1/26/2020	1/27/2020	25	50
DCP Operating Company, LP	DCP Annual Meetings Wave 1 2020	1/26/2020	1/29/2020	150	400

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	Technical Information				
Vistra Energy	Exchange Jan 2020	1/27/2020	1/29/2020	120	240
Aerie	Aerie 2020 Calibration				
Pharmaceuticals, Inc.	Meeting	1/27/2020	1/28/2020	23	46
IMEG Corporation	IMEG Corp Annual Meeting	1/27/2020	1/30/2020	50	95
Southwest Regional					
Council of the					
National Association					
of Housing &					
Development	SW NAHRO 2020 Winter	4 /20 /2020	4 /24 /2020		105
Officials	Committee Meeting	1/28/2020	1/31/2020	80	185
The Conference	The Conference Board -				
The Conference	Strategic Workforce Planning	4 /20 /2020	4 /20 /2020	10	20
Board	Council - Rooms only program	1/28/2020	1/30/2020	10	30
Religious Conference	DCNAA FNAFDCE Arrayal				
Management	RCMA EMERGE Annual	4 /20 /2020	2/0/2020	1000	2740
Association	Conference 2020	1/29/2020	2/8/2020	1000	2740
Texas Osteopathic		. /2.2 /2.2.2	0 /0 /0 00 0		0.50
Medical Association	TOMA Winter Meeting 2020	1/29/2020	2/2/2020	150	353
DCP Operating	DCP Annual Meetings Wave 2	. /2.2 /2.2.2	0 /4 /0 000	450	
Company, LP	2020	1/29/2020	2/1/2020	150	450
Youth America Grand	Youth America Grand Prix	4 /20 /2020	2 /2 /2 22	50	407
Prix	2020 Staff/Attendees	1/29/2020	2/2/2020	50	137
Texas Association of	Texas Association of				
Neurological	Neurological Surgeons 2020	1 /20 /2020	2/4/2020	7.5	225
Surgeons	Annual Meeting	1/30/2020	2/1/2020	75	225
Sigma Kappa Sorority	Sigma Kappa Sorority	1/30/2020	2/2/2020	150	191
	Sigma Phi Epsilon 2020				
Ciama Dhi Fnailea	Carlson Leadership Academy-	1/20/2020	2/2/2020	450	225
Sigma Phi Epsilon	Dallas	1/30/2020	2/2/2020	450	225
NCA Corporate Office	2020 NCA Sr/Jr High School Nationals	1/20/2020	2/2/2020	5000	165
·		1/30/2020	2/2/2020	3000	105
The National Catholic	The National Catholic	2/2/2020	2/42/2020	200	502
Bioethics Center	Bioethics Center	2/2/2020	2/12/2020	200	583
Philips North America	RespirTech Dallas Regional	2/2/2020	2 /5 /2020	40	4.0
LLC	Meting - PHI10513	2/3/2020	2/5/2020	40	46
Young Presidents'	YPO - February 2020 New Hire	2/2/2022	2/6/2022	4.0	30
Organization	Orientation	2/3/2020	2/6/2020	10	30
American College of	ACEP - Council Steering				
Emergency	Committee & BOD Meeting	2/2/2020	2/5/2020	10	40
Physicians Tayas Association for	Room Block Feb 2020	2/3/2020	2/5/2020	19	40
Texas Association for					
Literacy & Adult Education	TALAE Annual Conforma	2/4/2020	2/0/2020	150	CEE
	TALAE Annual Conference	2/4/2020	2/8/2020	150	655
Haynes and Boone, LLP	2020 Partners Potrest	2/5/2020	2/0/2020	220	427
LLY	2020 Partners Retreat	2/5/2020	2/8/2020	230	437

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	2/5/2020	2/5/2020	25	25
Frank Glazier	Frank Glazier Football Clinic				
Football Clinics, Inc.	2020	2/6/2020	2/9/2020	200	425
BioTE Medical	Feb-20	2/6/2020	2/8/2020	150	300
Zeta Tau Fraternity	Zeta Tau Fraternity Conference	2/6/2020	2/9/2020	400	326
American Planning Association Focus North Texas	American Planning Association Focus North Texas	2/6/2020	2/7/2020	300	20
Allergan USA, Inc.	PRM   Financial Acumen Dallas Ft Worth, TX   Feb 2020	2/6/2020	2/6/2020	100	0
Pathways Core Training Inc.	Pathways Monthly February 2020	2/7/2020	2/22/2020	100	272
Irving Arts Center	Irving Arts Center Performers	2/8/2020	2/9/2020	12	12
American Red Cross	Donor Recruitment Training	2/10/2020	2/13/2020	15	48
McKesson Corporation	11797 - Ignite - Corp Fx	2/10/2020	2/14/2020	40	120
Vizient, Inc.	2020 Health Plan Alliance - Medicare Advantage Product Design & Implementation	2/10/2020	2/10/2020	30	30
Mercer (US) Inc.	Mercer XLT Kick-Off	2/10/2020	2/14/2020	140	350
American Legal and Financial Network	2020 ALFN Bankruptcy Intersect	2/11/2020	2/13/2020	120	96
Gaelco Darts USA	Gaelco Darts USA Tournament 2020	2/12/2020	2/16/2020	200	305
Dance with Me USA	Dance with Me Dallas	2/12/2020	2/16/2020	100	255
DFW Church	DFW Church of Christ Marriage Retreat	2/14/2020	2/15/2020	950	200
TexSom	TEXSOM 2020 International Wine Awards	2/15/2020	2/19/2020	300	390
Juvenile Diabetes Research Foundation	Juvenile Diabetes Research Foundation	2/15/2020	2/15/2020	400	30
Boy Scouts of America	National Executive Board & Committees Meeting 02/2020	2/16/2020	2/18/2020	75	153
Fresenius Medical Care	2020-February CMT West Training Series	2/17/2020	2/21/2020	70	280
Verizon Communications, Inc.	February 2020 Business Markets New Employee Experience	2/17/2020	2/20/2020	40	160
Texas Wine and Grape Growers Association	Annual Conference for 2020	2/18/2020	2/23/2020	600	515

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Wine and					
Grape Growers	Annual Conference for 2020 -				
Association	Overflow Room Block	2/18/2020	2/22/2020	500	145
AICC, The					
Independent					
Packaging	AICC F Common Washington	2/40/2020	2/20/2020	200	100
Association	AICC E-Commerce Xperience	2/18/2020	2/20/2020	200	190
Produce Marketing	Center for Growing Talent by	2/40/2020	2/20/2020	100	204
Association	PMA Immersion Academy	2/19/2020	2/20/2020	102	204
Productive Dentist Academy	Productive Dentist Academy	2/10/2020	2/22/2020	150	225
Academy	CFO West Football Officiating	2/19/2020	2/22/2020	130	225
Big 12 Conference	Clinic 2020	2/20/2020	2/22/2020	400	316
Nutrien AG Solutions	SH&E Meeting	2/21/2020	2/28/2020	280	841
	STOCE WEETING	2/21/2020	2/20/2020	200	941
Southern Baptists of Texas Convention	Evangelism Conference	2/21/2020	2/27/2020	3500	630
		2/21/2020	2/2//2020	3300	030
National Sorority of Phi Delta Kappa	NSPDK Southwest Region Youth Conference	2/21/2020	2/22/2020	400	266
American College of	Toutif Conference	2/21/2020	2/22/2020	400	200
Emergency	ACEP 2020 Annals Board				
Physicians	Retreat	2/22/2020	2/23/2020	42	84
National Systems	2020 National Systems	, , ,	, -, -		
Contractors	Contractors Association				
Association	Conference	2/23/2020	2/28/2020	1020	1020
Golden Corral	Golden Corral Regional				
Corporation	Workshop- Dallas	2/24/2020	2/27/2020	150	132
Allstate Insurance	2020 Texas CSA Leadership				
Company	Conference	2/25/2020	2/28/2020	145	303
	Vizient, Inc. 2020 Provista	- / /	- / /		
Vizient, Inc.	Channel Partner Meeting	2/25/2020	2/26/2020	50	56
Susan G. Komen					
Breast Cancer Foundation	Komon Scholars Mooting	2/26/2020	2/27/2020	80	150
StarQuest	Komen Scholars Meeting StarQuest Dance Competition	2/20/2020	2/2//2020	80	150
Performing Arts	2020 Staff/Attendees	2/27/2020	3/2/2020	100	70
r criorining / ires	2020 Spotlight Events Dallas	2/27/2020	3/2/2020	100	70
Spotlight Dance	Regional	2/27/2020	3/1/2020	750	80
Legacy Dance	Legacy Dance Championships	_,,	57 =7 = 5 = 5		
Championships	Staff and Attendee Rooms	2/27/2020	3/1/2020	700	56
Legacy Dance	Legacy Dance Championships	, ,	, , ===		
Championships	Overflow Room Block	2/27/2020	3/1/2020	100	120
Tour-Rific of Texas	Westfield Choir	2/27/2020	2/29/2020	80	50
Southwest		_, _, _, _	_, _, _, _	- 55	- 55
Commission on	Southwest Commission on				
Religious Studies	Religious Studies	2/28/2020	3/2/2020	150	230

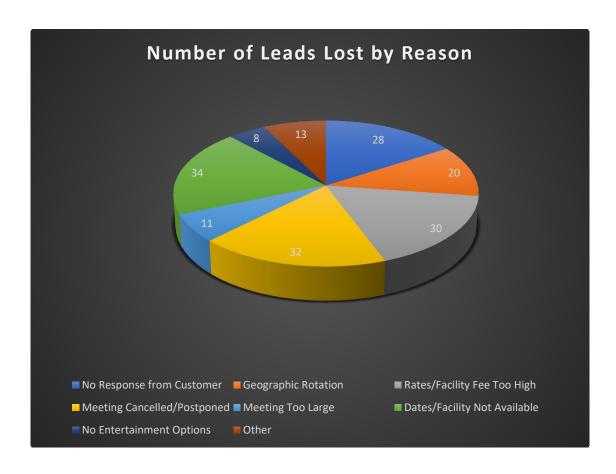
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
SPORTING Blue	SPORTING Blue Valley Soccer				
Valley Soccer Club	Club Team Rooms	2/28/2020	2/29/2020	140	70
McTeggart Irish	2020 Texas State				
Dancers of North	Championship and Cowtown				
Texas	Feis	2/28/2020	3/1/2020	250	105
Fresenius Medical	2020 March 2-6, 2020 -CMT				
Care	West Training Series	3/2/2020	3/6/2020	70	280
Verizon	March 2020 Business Markets				
Communications, Inc.	New Employee Experience	3/2/2020	3/5/2020	40	160
Texas Council of					
Deliberation	Texas Council of Deliberation	3/4/2020	3/8/2020	300	253
Texas Steel Guitar					
Association	Annual Meeting for 2020	3/4/2020	3/8/2020	350	845
Texas Steel Guitar	Annual Meeting for 2020 -				
Association	Overflow Rooms	3/4/2020	3/8/2020	350	105
The National Due	The National Due Diligence				
Diligence Alliance	Alliance 2020 Conference	3/4/2020	3/8/2020	90	200
BioTE Medical	Mar-20	3/5/2020	3/7/2020	150	300
Pathways Core	Pathways Monthly March				
Training Inc.	2020	3/6/2020	3/22/2020	100	272
NBM Incorporated	The NBM Show - March 2020	3/8/2020	3/15/2020	4000	506
American Red Cross	Donor Recruitment Training	3/9/2020	3/12/2020	15	48
Prospanica - The	<b>5</b>	.,.,			
Association of					
Hispanic	2020 Prospanica Leadership				
Professionals	Summit	3/12/2020	3/13/2020	150	110
Heart of Texas H.O.T.	Heart of Texas H.O.T. Line				
Line Dance Event	Dance Event 2020	3/12/2020	3/15/2020	200	300
2029 Kansas United	2029 Kansas United Girls				
Girls Basketball Club	Basketball Club Team Travel	3/13/2020	3/15/2020	20	20
	Mary Kay Career Conference	-, -, -			
Mary Kay Inc.	2020	3/18/2020	3/21/2020	2000	340
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/19/2020	3/22/2020	350	354
Aselia Con	Aselia Con	3/20/2020	3/23/2020	800	150
SPORTING Blue	SPORTING Blue Valley Soccer	0,10,101	0, 20, 2020		
Valley Soccer Club	Club Team Rooms	3/21/2020	3/22/2020	140	70
•	National Guard Association of	3/21/2020	3/22/2020	140	, 0
National Guard Association of Texas	Texas	3/24/2020	3/31/2020	700	808
International	TEAdS	3/24/2020	3/31/2020	700	808
City/County					
Management	2020 ICMA Mountain Plains				
Association	Regional Conference	3/24/2020	3/26/2020	200	172
The Holdsworth		3,2.,2020	3, 20, 2020	200	
Center	The Holdsworth Center	3/25/2020	3/28/2020	400	510

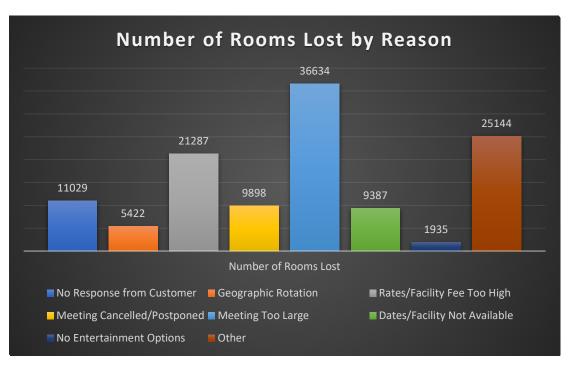
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Sheet Metal and Air					
Conditioning	SMACNA Association				
National Association	Leadership Meeting 2020	3/25/2020	3/27/2020	60	90
National Guard	National Guard	3/25/2020	3/29/2020	750	1840
T T	Trial Advocacy College of				
Texas Trial Lawyers Association	Texas (TACT) 2020 at the	2/20/2020	2/21/2020	70	60
Bank CEO Network	Irving Convention Center  Bank CEO Network	3/29/2020	3/31/2020	120	180
Success Partners	Success Partners University	3/30/2020	4/2/2020	600	420
	,	3/30/2020	4/2/2020	000	420
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	3/30/2020	4/2/2020	120	322
Agencies, inc.	2020 a360inc Solutions	3/30/2020	4/2/2020	120	322
a360inc	Summit	3/30/2020	4/2/2020	120	204
SMU Dedman School		3/30/2020	1,2,2020	120	201
of Law	SMU Dedman School of Law	3/30/2020	4/4/2020	500	655
Fresenius Medical	CM Tier 3: Leading Your				
Care	Business	3/30/2020	4/3/2020	64	320
	March 30-April 3, 2020				
Verizon	Business Markets New				
Communications, Inc.	Employee Experience	3/30/2020	4/2/2020	40	160
	DFW Fiber Fest Host Hotel &				
DFW Fiber Fest	Over flow hotels	3/31/2020	4/5/2020	750	1185
Church Of God					
International Office	Kid Fest	4/2/2020	4/5/2020	750	310
BioTE Medical	Apr-20	4/2/2020	4/4/2020	150	300
Windsor National	M/index a Netional Associates	4/2/2020	4 /5 /2020	450	450
Associates	Windsor National Associates	4/2/2020	4/5/2020	158	158
Pathways Core Training Inc.	Pathways Monthly April 2020	4/3/2020	4/18/2020	100	272
		4/3/2020	4/18/2020	100	272
Southern Collegiate Athletic Conference	Trinity University Women's Softball Team Travel	4/3/2020	4/5/2020	25	19
CMG Financial	CMG Financial - Sales Mastery	4/6/2020	4/10/2020	75	65
USA Volleyball	Mizuno Lone Star Classic 2020	4/9/2020	4/10/2020	50	60
USA VOIIEYDAII	CEDIA Technology & Business	4/9/2020	4/12/2020	30	60
CEDIA	Summit Dallas-Grapevine	4/13/2020	4/14/2020	100	80
American Red Cross	Donor Recruitment Training	4/13/2020	4/16/2020	15	48
The Holdsworth	Donor Recruitment Training	4/13/2020	4/10/2020	13	40
Center	The Holdsworth Center	4/14/2020	4/17/2020	50	150
American College of	ACEP - Board Meeting and	., = ., ===	., =: , ===		
Emergency	Candidate Interviews - April				
Physicians	2020	4/14/2020	4/15/2020	25	42
Texas Boyz	All Black and Bling Steppers				
Entertainment	Ball 2020	4/15/2020	4/20/2020	300	339
USA Volleyball	Mizuno Lone Star Classic 2020	4/16/2020	4/19/2020	100	60
Tour-Rific of Texas	Deer Park High	4/17/2020	4/18/2020	110	112

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	ACO & Payer Leadership				
Marcus Evans	Summit 2020	4/17/2020	4/24/2020	100	170
	The Court of Master				
	Sommeliers Advanced				
TexSom	Sommelier Course 2020	4/18/2020	4/22/2020	85	287
Dallas/Fort Worth					
Association of					
Executives	DFWAE 2020 Association Day	4/19/2020	4/20/2020	300	30
McKesson	#11527 TMJ VIP Customer				
Corporation	Visit April 2020	4/19/2020	4/23/2020	16	80
McKesson	Texas Oncology PA/PD		. / /		
Corporation	Meeting	4/21/2020	4/23/2020	110	110
D. 10.0 f	National Referee Conference	. /2.2 /2.2.2	. /0 = /0.00		222
Big 12 Conference	2020	4/23/2020	4/25/2020	400	320
Mensa Board Games	Mensa Mind Board Games	4/23/2020	4/26/2020	525	525
Texas Association of	TASC - 2020 High School				
Student Councils	Annual Conference	4/24/2020	4/29/2020	5200	2675
Pioneer Natural	Pioneer Natural Resources -				
Resources	Dallas Casa Event	4/26/2020	4/26/2020	100	100
Fujitsu America	Fujitsu Americas SKO 2020	4/26/2020	4/30/2020	300	779
	CCCI- Cru- Church				
	Movements- April Training				
CCCI - Cru	2020	4/26/2020	4/30/2020	40	100
ACE Cash Express,					
Incorporated	April 2020-Quarterly Meeting	4/27/2020	4/30/2020	22	66
Verizon	April 2020 Business Markets				
Communications, Inc.	New Employee Experience	4/27/2020	4/30/2020	40	160
	Texas Association of Law Enforcement Polygraph				
NHS Global Events	Investigators 2020	4/27/2020	4/30/2020	115	260
		4/2//2020	4/30/2020	113	200
National Multifamily	National Multifamily Housing Council 2020	4/20/2020	E /1 /2020	250	450
Housing Council Andromeda	Council 2020	4/28/2020	5/1/2020	250	450
	Tablatan Camara	4/20/2020	F /2 /2020	250	220
Consultants	Tabletop Gamers	4/29/2020	5/3/2020	350	229
SLS Event Planning	0 11 0 1 5 2000	4/20/2020	F /2 /222	1000	500
and Consulting LLC	Credit Repair Expo 2020	4/29/2020	5/3/2020	1000	592
Kamaha Car	Overflow Hotel and host hotel	4/20/2020	F /4/2020	F000	4700
Kameha Con	Room Block	4/30/2020	5/4/2020	5000	1700
The Humane Society		4/00/000	F /0 /000		
of the United States	Homes for Horses	4/30/2020	5/2/2020	140	110

<sup>\*\*</sup>Highlighted items above are Target Industries for Irving

#### **Quarterly Lost Business Report**







# **Marketing Communications**

To: Maura Gast, Executive Director

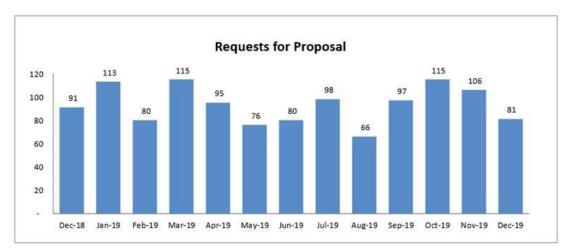
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

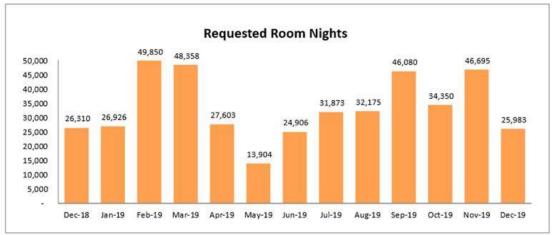
**Date**: January 20, 2020

Re: December 2020 Board Report

#### **RFPS**

December is typically the lowest-performing month of the year for most marketing metrics. This December indicated a similar trend with **81 RFPs** (below average) and **25,983 associated room nights** (below average). The year-over-year performance was lower for the number of RFPs but remained steady in the number of requested room nights.

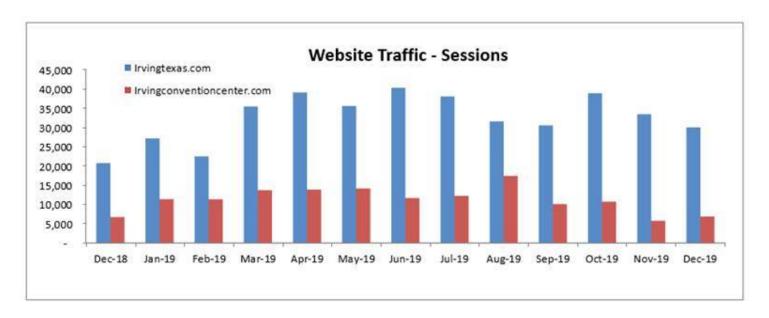


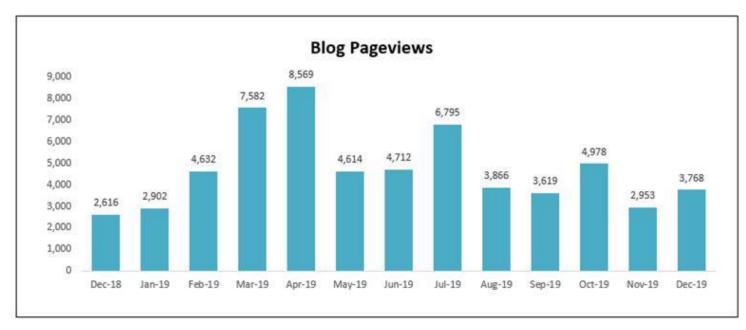


#### **Website Traffic**

Website traffic decreased in December with **36,875 total sessions** and **32,880 total users** visiting both websites. The Visit Irving website had 29,999 sessions and 27,203 users (average), while the Irving Convention Center had 6,876 sessions and 5,677 users (below average). The year-over-year performance showed a 61% increase in overall traffic from December 2018 to December 2019.

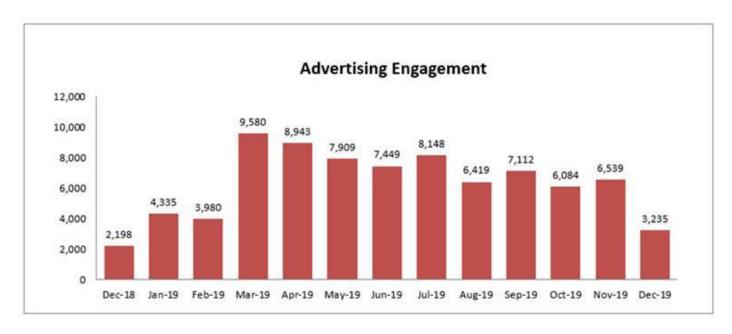
Blog traffic in December increased to **3,768 pageviews** and 3,229 unique pageviews, which is a 44% year-over-year increase and a 28% increase over the previous month. The top two blog posts were "Five Holiday Must-Dos In Irving, with 596 pageviews, followed by "Irving Hot Spots for New Year's Eve," with 431 pageviews.

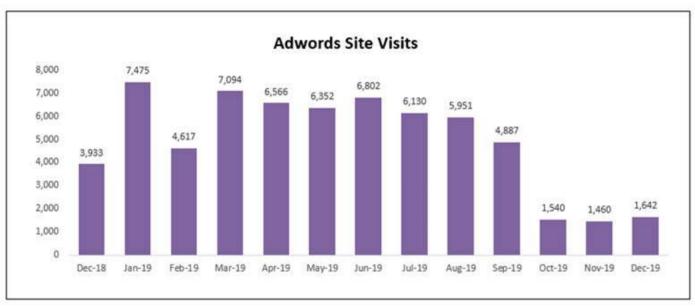




#### **Advertising and Paid Search**

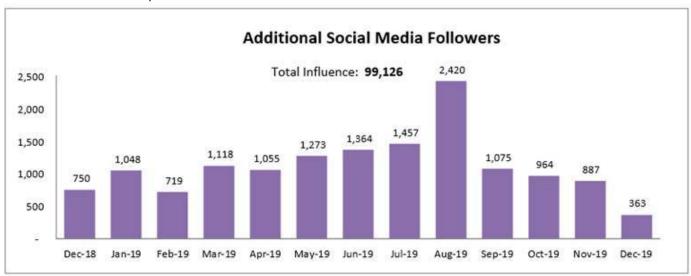
Advertising engagement saw **3,235 advertising impressions** and **424 site visits**, which was an expected decrease for December. Connect was the top performer with 480 impressions and 232 site visits, followed by Meetings Today 449 impressions. The Google Adwords paid search campaign performed well with **17,071 impressions** and **1,642 site visits**, which generated **14 RFP submissions**, an increase over the previous month.





#### **Social Media**

Social media in November increased by **363 new followers,** and total influence is now at **99,126**, just 874 followers short of the 100,000 total influence milestone. The Visit Irving Facebook Page saw the largest increase with 272 news likes for a total of 67,181 likes.



IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	<b>66,909</b> 54,729 42,639		<b>5,689</b> <i>77,700</i> 213	<b>6,397</b> 13,066	674
Convention Center Impressions Profile Visits/Users	<b>13,023</b> <i>537,260</i> 257,058	202,278	<b>2,552</b> <i>1,693</i> 103	<b>2,015</b> N/A	339
Impacting Irving	1,165				

**Hashtag**s #VisitIrving #IrvingRocks

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

#### **Featured Social Post**



#### **Earned Media Analytics**

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629	131,536,680			173,157,309
ADVERTISING EQUIVALENCY*	\$384,991	\$1,216,713			\$1,601,704
PUBLIC RELATIONS VALUE**	\$1,154,973	\$3,650,139			\$4,805,112

<sup>\*</sup>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.

#### **Attachments**

- "House where Oswald stayed before JFK assassination is now museum," Jackie Scheckler Finch, The Herald-Times, Nov 23, 2019
- ♣ "Reasons to Stay at the Texican Court," Nedra McDaniel, adventure:mom, Dec 2019
- "Irving's Toyota Music Factory offers fantastic weekend getaway," Cynthia Calvert, The Tribune, Dec 11, 2019
- ♣ "Plan a Girls Gone Texas Trip to Irving," Just Short of Crazy, Dec 18, 2019
- Visit Irving Social Facts
- ♣ ICC Social Stats

<sup>&</sup>lt;sup>†</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

<sup>\*\*</sup>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.

# ON THE COURT

NO. 18 IU WOMEN BEAT FLORIDA, 73-49



Oswald's old home now a museum HOMEST CT



# The Herald-Times

\$1.00 - Bloomington, Ind. - Saturday, November 23, 2019 - HeraldTimesOnline.com - 4 sections

# House where Oswald stayed before JFK assassination is now museum



The simple home opened as a museum In November 2013.

Story and photos by Jackie Sheckler Finch JackieSFinch@gmall.com

eading off to work, the 24-year-old tucked a brown-paperwrapped cylindrical package into the back of his ride. Curtain rods for his Dallas apartment, he told the driver.

Before he left the bedroom heshared with his wife, Marlna, and two young daughters, the former Marine placed his wedding ring and \$170 on the nightstand.

He never returned.

Later that day, the man firedthree shots from a sixth-floor window of the Texas School Book Depository-killing Prestdent John R Kennedy and severely wounding Texas Gov. John Connally. The man's name was Lee Harvey Oswald. The daywas Nov. 22, 1963.



Marina and Lee Harvey Oswald were married In 1961 In the Soviet Uni



TV screens show videos of the assassination and its aftermath.

#### **OSWALD**

#### CONTINUED FROM PAGE C1

More than half a century later, I am standing in the house where Oswald spent his final night with his family before heading off on his murderous mission. Owned by Ruth Paine at the time, the home in Irving, Texas, was bought by the city of Irving in 2009 and has been returned as much as possible to the way it was when the Oswalds stayed with Ruth. The home opened as a museum in November 2013.

"The fact that Lee Harvey Oswald was here that night was very unusual," says docent Chris Strange. "The arrangement was that he would spend the week in a boarding house in Dallas



Videos of Ruth Paine recount her memories of the Oswalds



A hologram is shown in the garage where Oswald hid his gun.

where Ruth Paine had helped him get a job at the Texas School Book Depository. Then he would catch a ride to Irving to spend the weekend with his family."

No one knew, Chris says, that Oswald had come to the Irving home on Thursday, Nov. 21, to pick up a mail-order rifle he had hidden in Ruth Paine's garage. The disassembled gun was what he carried back to Dallas with him.

"Ruth Paine didn't know that he had a rifle," Chris says. "She said in an interview that she wondered if events would have turned out differently if she had known that, if she had realized that 'this very ordinary man' was capable of murder."



Holograms of actors add to the feeling of turning back the clock.

#### **OSWALD**

CONTINUED FROM PAGE C4

#### 1963 time capsule

Built in 1956, the simple ranch home has domestic touches that would have been there when the Oswalds lived with Ruth. Glass baby bottles, dishes drying in a rack on the kitchen counter, a black rotary dial telephone, "grease" container on the General Electric stove that would have held bacon droppings saved for cooking, family photos, old-time stereo cabinet with Everly Brothers vinyl album out for playing, children's toys scattered on the living room floor, small screen TV playing 1960s sitcoms, and other aspects of 1960s American life.

The original knotty pine kitchen cabinets are still there and a pink-tiled bathroom was the popular style of the day. A massive 1950s washing machine was found to complete the kitchen as shown in old photos.



The kitchen looks as it did when the Oswalds lived there.



The room where the Oswalds stayed is decorated as it was when they stayed there.

Museum archivists were so intent on "getting it right" that they scoured photos and used memories shared by Ruth to make even the



The home's pink bathroom was part of 1960s décor.

smallest details accurate. For example, the patterned living room drapes are a perfect match for the material seen in a Christmas photo of Ruth and her daughter. Even the green and brown blanket that hid the rifle in Ruth's garage was matched to her description.

"But the only thing that was actually here when Ruth Paine lived here was this hi-fi speaker," Chris says, gesturing to a huge woodencased speaker in the home's living room.

encased speaker in the home's living room.
Chilling holograms with actors portraying the Oswalds and Ruth going about their everyday lives add human touches to the horrible act that will happen. In the small bedroom where the Oswalds slept, the sound of children laughing in the background of the acted scene is a sad reminder of how many lives were affected by the sniper's bullets.

#### **How Ruth Paine met the Oswalds**

"Ruth Paine and Marina Oswald met at a party," Chris says. "That's how they became friends."

SEE OSWALD | PAGE C10



The large speaker cabinet had been in the Ruth Paine home.

#### RDAY, NOVEMBER 23, 2019 | THE HERALD-TIMES | HOMES



Lee Harvey Oswald's mother and wife are shown with Ruth Paine standing at the sink in her home.



The linoleum floor and furnishings are accurate to the 1960s.

The room where Ruth Paine and her daughter stayed has childhood toys.



## **OSWALD**

CONTINUED FROM PAGE C5

Nine months before the assassination, Ruth went to a party hosted by members of her madrigal singing group. The host also invited several members of the local Russian émigré community, including the Oswalds.

A Quaker, Ruth had studied Russian in college and had taught it. She was eager to practice her language speaking skills with Marina, a native Russian who had married Oswald in 1961 when he had defected to the Soviet Union. The next year, Oswald became disillusioned with the Soviet Union and returned to the United States with his bride.

"Both women were young and somewhat lonely with small children at home and troubled marriages," Chris says. "Despite the language barrier, they became friends."

When Lee Harvey Oswald had difficulty finding a job and left the area to seek work, Ruth invited Marina and her children to stay in her two-bedroom, one-bathroom home. With two small children herself, Ruth was separated from her husband, Michael, and didn't like the way Oswald treated his young wife. But, as Ruth noted in one of the museum's videos, she

SEE OSWALD | PAGE C11

## **OSWALD**

CONTINUED FROM PAGE C10

tried to hold her tongue around Lee Harvey Oswald because she sensed he could be quick to anger.

#### Taking a van to the museum

To tour the museum, visitors meet at the Ruth Paine House Visitors' Center at 810 W. Irving Boulevard. Visitors can watch a large bank of television sets recalling the Kennedy assassination and Lee Harvey Oswald's capture. A flat-screen TV plays interviews with Ruth about the Oswalds, as well as Ruth's grief about the assassination and the terrible aftermath. Photographs and documents also are on display.

A maximum of 12 visitors are then taken by van to the nearby house. After all, the former Ruth Paine home is in a residential neighborhood where museum traffic is kept to a minimum by using the official van.

A large oak tree still stands in the front yard where Lee Harvey Oswald played with his 21-month-old daughter, June, on the night before John F. Kennedy was killed. The next



Photos from the JFK assassination are part of the museum.

morning, Ruth said she awoke to find no sign of Oswald. He had quietly left, leaving a dirty plastic coffee cup in the kitchen sink.

The two women later watched television news of the presidential visit to Dallas. Marina was hanging laundry on the backyard clothesline when police rang the doorbell Friday afternoon. A hologram scene recreates a question from a police officer about whether Lee

Harvey Oswald had

a gun.

Ruth answers "no," then translates the question into Russian for Marina. Ruth is surprised when Marina answers that her husband did have a gun that he kept wrapped in a blanket in the garage. Officers then find the empty blanket.

Lee Harvey Oswald was arrested less than an hour after the shooting. Two days later as he

was being transferred from jail, Oswald was killed by a pistol shot fired at close range by nightclub owner Jack Ruby.

Oswald is buried in Rose Hill Cemetery in Fort Worth. After her death from cancer on Jan. 17, 1981, his mother, Marguerite Oswald was laid to rest in a grave next to her son.

## What happened afterwards

After the assassination, investigators took Marina and her children to Dallas. Ruth was questioned several times by law enforcement officers and was a prime witness in the Warren Commission investigation into the JFK assassination.

> The Warren Commission ruled in 1964 that it was from a window in the Texas School Book Depository's sixth floor that Lee Harvey Oswald fired the shots that killed President Kennedy as the presidential motorcade passed through Dealey Plaza in Dallas. The Warren Commission concluded that Oswald acted alone.

Ruth lost contact with Marina Oswald and left Irving in 1966. Ruth worked as a teacher and school

psychologist in Pennsylvania and Florida before retiring to Santa Rosa, California, in 2006 where the 87-year-old still lives.

Marina Oswald married Kenneth Porter in 1965 and continues to live in the Dallas area. She became an American citizen in 1989. The wedding ring that Lee Harvey Oswald left

behind was sold to an anonymous bidder in 2013 for \$108,000. Inside Oswald's ring is a miniature engraving of a hammer and sickle, a Communist symbol.

At the time, Oswald's widow said she didn't want to keep the ring because she wanted "to let go of my past that is connecting with Nov. 22, 1963."

Although she has kept a low profile over the years, Marina Oswald Porter has said that she doesn't believe her husband murdered JFK because she knew that Lee Harvey Oswald "loved" Kennedy.

Ruth, however, has never faltered in her belief that Oswald killed Kennedy and acted alone to do it. All the controversy surrounding the assassination, Ruth has said, is the result of people being unable to believe that one very nondescript man could commit such a horrendous act.

In one of the museum videotapes, Ruth describes Oswald as "a weird young man and not somebody the KGB would be hiring to do some kind of job. . . . There was no way for me to know that this was a dangerous man. He didn't seem terribly competent in a lot of

But, Ruth concludes, "A lot of the world doesn't want to believe that."

And probably never will.

For more information: Contact the Irving Convention & Visitors Bureau at 972-252-7476, www.irvingtexas.com.



Newspaper clippings in the museum show Lee Harvey Oswald being killed by Jack Ruby.



HOME ABOUT & CONTACT TRAVEL BUCKETLIST ADVENTURES OF THE HEART CI

## REASONS TO STAY AT THE TEXICAN COURT

By Nedra McDaniel / Leave a Comment



Located in Irving, Texas, the boutique hotel is well branded and a throwback in the best kind of way.

This story is written in partnership with Visit Irving.



Normally, I'm not a huge fan of motel style accommodation setups because they are typically outdated.

The Texican Court changed my mind because it gives you the nostalgic feel of a motel but with modern updates and amenities.





## IT'S A THROWBACK IN THE BEST KIND OF WAY

As you walk into the Texican you'll be transported back in time to Old Texas. The laid back atmosphere at the Texican Court is perfect for families, couples, or girlfriend getaway.

The style of the boutique hotel is refreshing and a fun way to change things up from your typical overnight accommodations.



## IT'S ALL ABOUT THE DETAILS

From the cool "TX" on my bathroom tile to the branded embroidered sheets, the Texican Court knows how to create an experience from the moment that you walk into the room.



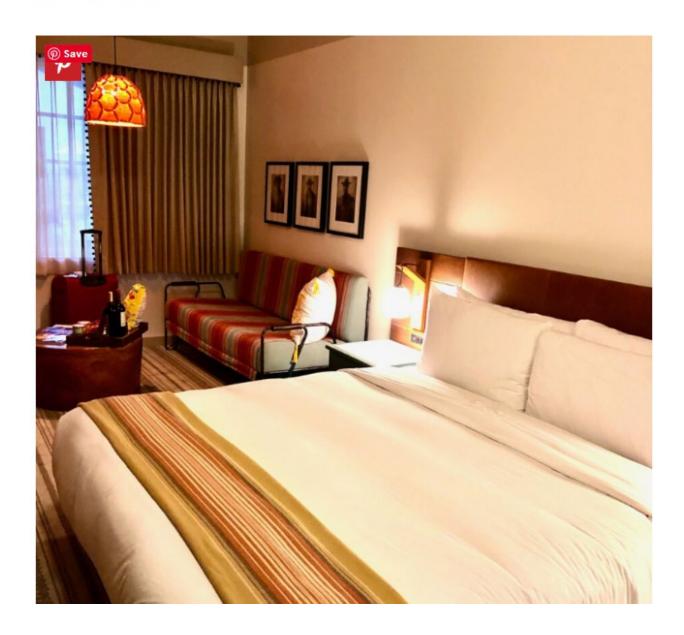
I instantly fell in love.



## TAKE A LOOK INSIDE A ROOM AT THE TEXICAN COURT

The Old Texas-themed room is stylish and designed with the traveler in mind with a great mix of new and old.

You can charge your phone on the nightstand, next to the vintage-looking alarm clock. The sliding barn door leading to the bathroom gives you privacy and more space in the room.



#### ROOM OPTIONS AT THE TEXICAN COURT

The Boutique Hotel has several room options to choose from to meet the needs of every style traveler.

- Classic Room -Custom king bed or two full-size beds
- Delux Room -Custom king bed or two full-size beds
- Junior Suite Oversized bathrooms with double vanity, living area with sofa & dining table for four
- Presidential Suite- Two-room suite with separate living and bedroom area, living area with sofa & dining table for four

You'll find plenty of room in the bathroom and you'll sleep great on the plush Stearns & Foster pillow-top beds topped with luxurious Egyptian cotton linens.



In case you forgot snacks, your room has you covered.

# IF YOU FORGOT SOMETHING THERE IS A GOOD CHANCE IT'S IN YOUR SMEG FRIDGE

The refrigerator inside your room is STOCKED.

Seriously, if you can't find something that you love to drink in the retro style SMEG fridge, I can't help you.



#### YOU CAN BRING HOME ONE OF THEIR COLORFUL ROBES

You'll find a colorful robe displayed in your bathroom that you will definitely want to take back home with you. The good news is that you can purchase one from the gift shop along with lots of other cool t-shirts.

The robe is really lightweight and the bright colors put a smile on my face each time that I wear it.

## I absolutely LOVE my robe from the Texican!



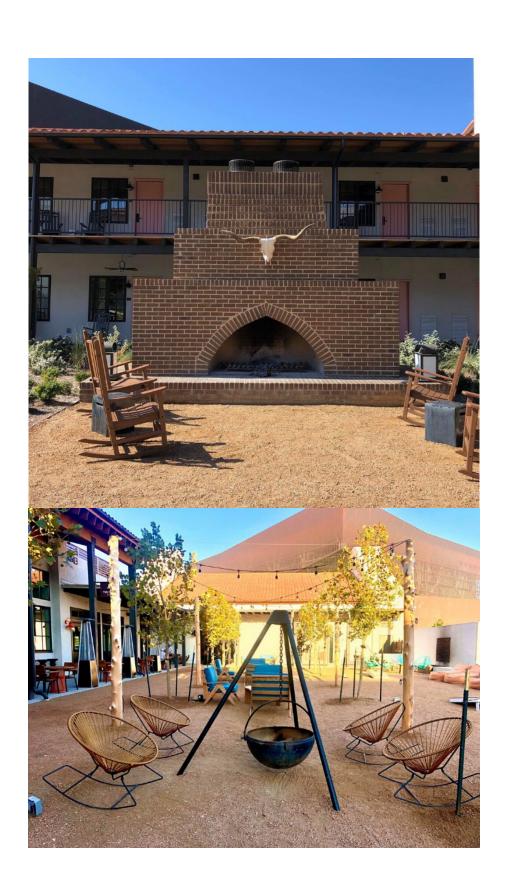
#### THE COURTYARD AREAS ARE MAGICAL

When you are relaxing in the courtyard during the day or at night it's hard to believe that you are still close to everything in Irving in this urban oasis.

Kick back with a drink and enjoy a fireside chat with friends new or old.

I enjoyed relaxing with my morning coffee in the courtyard and it was also nice to sit around the fire at night.

There are two different courtyard sections. One outside of the Two Mules Cantina and the other is on the opposite side of the Tequila Bar.



## YOU CAN ROAST MARSHMALLOWS

There are S'More kits available for purchase at the front desk if you want the campfire experience.





#### THE TEXICAN COURT LOCATION IS SUPER CONVENIENT

You can walk to the Irving Convention Center at Las Colinas located directly across the street.(pictured above)

The Toyota Music Factory concert venue, restaurants, and shops are also a short walk from the Texican Court. I highly recommend eating at Gloria's Latin Cuisine and watching a concert there. I don't think there is a bad seat in the venue.

The Texican Court allows you to be close to all of the action and you don't need to drive if you don't want to.

If you in town to watch a big game you are only 5 miles from Texas Stadium.



## ADDITIONAL PERKS OF STAYING AT THE TEXICAN COURT

- Ovenight guests receive complimentary continental breakfast
- Guests can access complimentary Wi-Fi
- Self-parking in complementary, based on availability



- Circular-styled swimming pool
- Texican Court offers a shuttle within (5) mile radius based on availability
- Complimentary beverage upon check-in
- Custom Bicycles for overnight guests to check out and use for free
- Outdoor games such as Cornhole and Jenga
- Tequila bar
- Lively outdoor courtyard environment
- Live music each weekend
- Fitness center

Overnight guests at the Texican Court receive a complimentary continental breakfast at The Two Mules Cantina Restaurant onsight.



You can opt to dine inside or there is a seating area in the courtyard that perfect for a sunny day. If you want more breakfast options you can purchase a hot breakfast at the Two Mules Cantina Restaurant too.



# HOW TO SAVE ON YOUR OVERNIGHT STAY AT THE TEXICAN COURT

The location, the attention to detail, and even more surprising, the price is another reason to stay at the Texican.

I was shocked at how reasonable the prices were, especially because of its convenient location. This is an affordable option for all budgets.

You can save on your next stay at the Texican Court with Booking.com.



## A PET-FRIENDLY OPTION

If you are traveling with your dog, you'll discover that the Texican Court is a great pet-friendly option.

They even have a pup-friendly package available that includes.

- Luxurious accommodations for two
- Pup welcome amenity "pup snack box" of assorted pup treats
- Texican pup bandanna
- A \$10.00 credit towards the mini-bar food and beverage items per night per room
- Complimentary check-out of 2:00 PM
- All stays include Complimentary Continental Breakfast, Wi-Fl, and parking



#### WHERE IS THE TEXICAN COURT LOCATED?

The Texican Court is located at 501 West Las Colinas Boulevard, Irvina, TX.

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Reasons to Stay at the **Texican Court** 



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# Irving's Toyota Music Factory offers fantastic weekend getaway

Written by Cynthia Calvert

Published: 11 December 2019

Texas is full of treasures and the Toyota Music Factory in Irving is a gem! Come for the music and stay for the amazing amenities -- you won't be short on entertainment options here.

With a music venue made for 8,000 attendees, a movie theater and more than 20 restaurants and bars, the Toyota Music Factory is a premier destination for all things fun.



Situated in the heart of Toyota Music Factory in Irving, TX and surrounded by restaurants and bars to suit every taste, Texas Lottery Plaza is an openair plaza equipped with a stage where local bands play every weekend. Photos by Cynthia Calvert



Blue Fire Catering is located near the music center.



Irving, Texas is the perfect spot for your next family vacation, night out, or meeting.

#### Stay

With four accommodation options all in the Visitors District, you have your pick of places to stay that are very near the action -- none are more than a 5-minute walk to the Toyota Music Factory or a 10-minute walk to the convention center! Staying within the Visitors District means you won't need to spend money on transportation.

The Westin Irving Convention Center at Las Colinas

We enjoyed two nights at the Westin Irving Convention Center at Las Colinas, a contemporary hotel with an "art is music" theme. Well suited for business or pleasure, the Westin boasts easy access to both the Irving Convention Center and Toyota Music Factory. Take advantage of the nearby Mandalay Canal Walk where you will find a waterfront trail running alongside restaurants and more. When you've finished your walk, opt for a dip in the indoor pool or wash off in your inroom rainfall shower.

#### Texican Court

This boutique hotel is full of personality! Guests can anticipate more than 150 relaxed, yet luxe, guest rooms, a circular swimming pool, wood-burning fire pits, wraparound porches and even live music on weekends. Pop by the tequila bar for a tasting or grab a bite at Two Mules Cantina. Also near to the Toyota Music Factory, you are never far from the main attraction. For more information, visit texicancourt.com (http://www.texicancourt.com).



Nosh and Bottle is an airy, casual market doubling as a deli for sandwiches & soups alongside beer, wine & coffee.



The Reservoir Bar at the Toyota Music Factory offers a modern, industrial, patio-driven gastropub. The menu is an integration of bar and spirits meshed with southern comfort favorites.

#### Eat

#### Nosh & Bottle

Looking for a great happy hour spot before a show? Or perhaps just hoping to grab something and go? Nosh & Bottle is your answer. Stop by for charcuterie and wine or browse their gourmet market. For more information, visit noshandbottle.com (http://www.noshandbottle.com).

#### Hugos Invitados

Hugo Miranda welcomes you to dine at Hugos Invitados, with a Mexican-influenced menu featuring dishes made from scratch. Think vibrant decor, colorful cocktails, fresh food and flavors that pack a punch. Expect superior service and a warm, inviting atmosphere. For more information, visit hugosinvitados.com (http://www.hugosinvitados.com).

#### Mesa Mescal

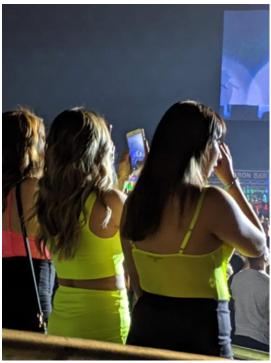
What could be better than an order of huevos rancheros the morning after a late night out? At Mesa Mescal you will find that and more. With menu items like chilaquiles, steel cut oatmeal, blue corn pancakes and rompope french toast, there really is something for everyone. For a full list of menu items, visit mesamezcal.com (http://www.mesamezcal.com).

#### Olivella's

At Olivella's you will find authentic Italian style cuisine made from recipes dating back more than 100 years. What was started by one of the oldest pizza-making families in Naples has evolved into a pizzeria unlike any other. Other menu items include salad, pasta, paninis and dessert. For more information, visit olivellas.com (http://www.olivellas.com).

#### Reservoir

Toyota Music Factory really has thought of it all. With everything in one place, you never have to go far to find what you're looking for. Try Reservoir, their onsite gastropub, for your favorite southern foods or a quick cocktail.



Watching the band inside the Toyota Music Factory.



The Mandalay Canals are a charming part of the Las Colinas Urban Center. Inspired by the canals of Venice, the Mandalay Canals wind through restaurants, shops and office buildings. Offering visitors scenic views of waterfalls, vine-covered bridges, and "Old World" charm, the canals are charming. Follow the tree-lined, cobblestone walkway stretching 3-miles around Lake Carolyn and the canals. It's both peaceful and stirring--the perfect gathering spot for those wanting to take a break from workday stress or get in a morning run.

#### Do

#### Texas Lottery Plaza

Featuring a variety of music series throughout the year, the Texas Lottery Plaza is an outdoor music venue where you will find all sorts of artists and where local bands play every weekend. During our trip to the Toyota Music Factory, we caught a performance by country artist Joe Diffie. Sway to the music as the sun sets or dance the night away -- the choice is yours!

#### The Pavilion

Situated within the Las Colinas community, The Pavilion at Toyota Music Factory has room for close to 15,000 -- it is three venues in one! Choose a seat in the open-air section of the venue or grab one indoors -- you can anticipate a hot lineup throughout the year. We had the pleasure of experiencing a Wisin and Yandel concert during our time there. This Latin music duo has been performing together for more than a decade and have won a Grammy, two Latin Grammys and multiple Billboard Latin Airplay #1s. These two know how to put on a show!



Take these steps from the VIP entrance into the Pavilion at Toyota Music Factory, a state-of-the-art, 8,000-capacity convertible boutique amphitheater is the centerpiece of Toyota Music Factory. Managed and booked by global leader in concert promotion, Live Nation, The Pavilion at Toyota Music Factory's diverse programming brings some of the biggest names in entertainment to Irving!



Toyota Music Factory is a world-class entertainment destination as diverse as the world of music itself. With its central location in Irving, TX, Toyota Music Factory is the soul of the entire DFW Metroplex, bringing an energy that will satisfy any taste in food, music, and movies. Day and night the Toyota Music Factory invites you to come for the thrills and leave with the chills.

#### Alamo Drafthouse

Reserve a seat at Alamo Drafthouse where they are playing the latest new releases as well as family and independent films. Plush seating, servers ready to offer you a beverage or bite to eat and superior digital projection -- they've made it easy for you to grab your popcorn, relax, sit back and enjoy the show. For reservations, visit drafthouse.com (https://www.drafthouse.com).

#### Gondola Adventures

Yes, you heard that right -- gondolas! Gondola Adventures offers a variety of cruise options. Choose from their classic cruise, dinner cruise, breakfast cruise, lunch cruise or dessert cruise! They are open 365 days a year. For more information or to book your cruise, visit irving.gondola.com (http://www.irving.gondola.com).

Makora Spa, situated right on the water, is a beautiful oasis where your worries will be washed away. The excellent staff will cater to your every need as you find respite from the busy world outside. The massages here are top-notch. For a full list of services, visit omnihotels.com/hotels/dallas-mandalay/spa (http://www.omnihotels.com/hotels/dallas-mandalay/spa).

What are you waiting for? Start planning your action-packed, music-themed adventure today. For more information about the Toyota Music Factory, visit toyotamusicfactory.com (http://www.toyotamusicfactory.com).

Author: Cynthia Calvert Email: ccalvert+joomla@ourtribune.com (mailto:ccalvert+joomla@ourtribune.com)

#### Owner

A trained journalist with a masters degree from Lamar University, a masters from the University of North Carolina-Chapel Hill, as well as extensive coursework toward a masters of science in psychology from the University of New Orleans, Calvert founded the Tribune Newspapers in 2007. Her experiences as an investigative, award winning



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You are here: Home / TRAVEL / Plan A Girls Gone Texas Trip to Irving

## PLAN A GIRLS GONE TEXAS TRIP TO IRVING

12/18/19

## Sharing is caring!



If you're wondering where to go on your next adventure see why you should round up your best girlfriends and head to Irving, Texas. I'm sharing **things to do in Irving**, Texas on your getaway and you are about to be impressed.

There is so much more here than I ever anticipated. From finding your bliss to paddleboarding canals to rocking out at the Toyota Music Center to dining on some of the best international eats.



## Getting to Irving, Texas

Take a flight to the Dallas Fort Worth airport and you've landed in Irving. Grab an Uber or the train to the **Texican Court**, check-in, drop your bag and let the fun begin.

Once you're in Irving there is really no reason to have a car. Rideshare services can take you anywhere you'd like to go PLUS its a really walkable area when you stay at the Texican Court.



Things To Do In Irving Texas

#### Find Your Bliss

**Mokara Spa at the Omni Mandalay** – Let yourself be carried away in bliss at the Mokara Spa at the Omni Mandalay. The spa is a delight to the senses from the time you arrive to the time you leave.

I was there for a facial and it did not disappoint. Slipping into a spa robe and slippers I spent a few minutes in the relaxation lounge. Before long the esthetician called me back and I was relaxing and being pampered. If you haven't had a facial before its definitely a great experience.



My skin was refreshed, hydrated, and smoothed by the time I was done and I was feeling great.

Before I realized it I was back in my street clothes, looking and feeling good, and heading out to discover more things to do in Irving.



**Four Seasons** – I mean, it's the Four Seasons, it's going to be awesome. Indulgent is the only word I have for the experience. From the moment I checked in until I left I was completely stress-free because I knew the Four Seasons would completely take care of me. That is something that women need in their lives from time to time, in my opinion.

After checking in I'm directed to the changing area and relaxation room where a spa assistant provides me with a locker, robe, slippers, and changing area. She is sure to let me know that if I need absolutely anything during my visit to let her know and she'll take care of it.

Breathing in the spa ambiance I quickly change into my provided spa gear and pull up a seat in the relaxation area.



Before long I'm being called back for my 60-minute relaxation spa. The room is cozy with gentle music playing and, as is par for the course, the massage is over much too quickly. Feeling completely relaxed I wish I had time to indulge in the soaking pool and sauna.

Instead, I make use of the shower and get ready for a Four Seasons brunch and then my flight home.



Both the Mokara Spa and the Four Seasons Spa are fantastic. It's hard to pick one over the other, but I loved the extra amenities at the Four Seasons plus there are incredible dining experiences there that can make your spa visit an all-day affair.

Note-If you are staying at the Texican Court you'll need to take an Uber to the Four Seasons. The Mokara Spa is a short walk.

## **Liquid Fun**

Did you know that there are canals and a lake in Irving? I know!! Pretty awesome, right? With that comes a variety of water sports and activities that will make your visit more complete.



**Paddleboarding and kayaking** are the most popular water sports. You'll grab your choice at **Stand Up Paddle North Texas**, the provider for water fun.

Also, check with them to see when paddleboard yoga is offered if that is your thing. Personally, I'm lucky enough to stay on the board without adding yoga moves to it, but I know lots of people love it.

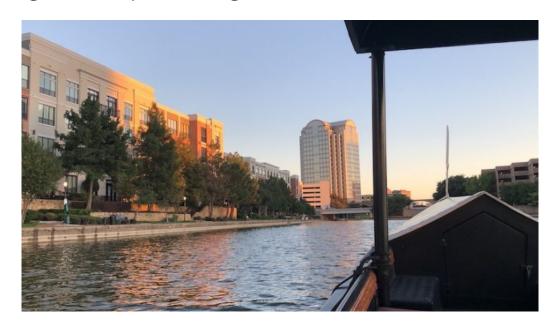




Also, check with them to see when paddleboard yoga is offered if that is your thing. Personally, I'm lucky enough to stay on the board without adding yoga moves to it, but I know lots of people love it.



The most unique activity on the lake though, in my opinion, is a **Venetian gondola ride**. Yes, that's right. You can take a **gondola ride in Irving, Texas**. No need to dust off the passport or buy that expensive ticket to Italy. You can have a gondola experience right here in Texas.



Our gondolier even sang to us as he guided us through the canals. Taking the gondola ride at dusk was perfect timing as we watch the sunset over the city and cast everything in the pretty golden glow of dusk.

You can bring your own beverage aboard the gondola if you like so we enjoyed a glass of wine while traversing the waters of Mandalay Canals and Lake Carolyn.



## **Dance the Night Away**

**Toyota Music Factory** – Seriously, y'all, this is one of the best concert venues. The front 2/3rds is all closed in while the back 1/3rd is open-air making it this really cool blend of inside concert venue/amphitheater. That might not be the best way to describe it, but it is an incredible location.



I don't think there is a bad seat in the house. I was there for a Blue October concert and the place was packed.



**Honkytonkin' at Mama Tried** - Mama Tried is a new kid on the block but it offers up great music, tequila shots and plenty of space to perfect your boot scootin' boogie.

I don't do tequila shots very often, but when in Texas...



In front of Mama Tried is the Texas Lottery Plaza with live music that has a huge green space.

There is so much music happening in Irving that you'll be sure to find a concert happening somewhere during your visit.



In front of Mama Tried is the Texas Lottery Plaza with live music that has a huge green space.

There is so much music happening in Irving that you'll be sure to find a concert happening somewhere during your visit.

## So Much Delicious Food

**Mr. Max** - Mr. Max's location in a strip mall may have you wondering if you're in the right spot, but trust me, you are and you'll want to dine here.

This small Japanese restaurant has a small bar area on one side and a dining area on the other. If you sit at a table you'll be required to remove your shoes.

Not sure what to order? The wait staff is more than happy to make suggestions and everything we had was fantastic.



We tried the following dishes and there wasn't one that we didn't like:

- Salmon sashimi
- Grilled miso marinated salmon
- Kobe beef skewers
- · Grilled shishito pepper
- Karagge sweet and sour
- Shrimp and veggie tempura
- Salmon bowl
- Ramen

**Hugo's Invitados** – **Hugo's Invitados** menu is influenced by Mexico and inspired by their guests: authentic, wholesome, and true.





Each and every dish is handcrafted from all-natural, nutritious ingredients that are always fresh and flavorful.

**Gloria's Latin Cuisine** – **Gloria's** features Salvadoran & Tex-Mex favorites, plus mojitos & margaritas. Located in the Toyota Music Factory area it's a great place to grab a bite to eat before a concert.



**Outlaw Taproom** - The **Outlaw Taproom at the Four Seasons** perfect place to have a pre-dinner cocktail or a nightcap. The taproom has an abundance of outdoor seating and live music.

It was the perfect place to kick back and relax for a bit before dinner.





**The Ranch** - You haven't officially dined in Irving until you've dined at **The Ranch**.

This is quintessential Texas and you won't want to miss it!

An incredible steakhouse with some of the tastiest sides and a warm, western decor with an ambiance that will make you want to come back again and again.





**LAW** - **LAW** is located at the Four Seasons Resort has one of the most elaborate brunches I've had the opportunity to enjoy.





A plethora of hot, made to order, dishes, seafood, desserts, specialty coffee, mimosas and so much more.

**Empa Mundo**- You'll find the best empanadas at **Empa Mundo**. A small restaurant with mostly take out service they are serving up hand made empanadas in 18 different varieties.





I recommend ordering a variety and sharing them with friends. This is an inexpensive meal since each empanada is only \$3. We tried the Texas brisket, Chilipanzinga, banana and Nutella, spinach and cheese. All of them were fantastic!

**Pop-Factory** – Serving up artisanal popsicles. Fruit pops, milk pops, stuffed pops and even boozy pops the **Pop Factory** has something for everyone. The Pop Factory will customize your popsicle to create your favorite flavor combination.



#### **Don't Miss**

**Iconic Mustangs** – You can't go to Irving without seeing the **iconic Mustangs**. These giant bronze animals are a tribute to the free spirit of Texas and live in the plaza in front of the Mustangs of Las Colinas Museum & Sculpture.



There is so much to see and do in Irving that you'l definitely want to spend a weekend. Plan a minimum of 2 nights, but you might want 3 depending on when you'll arrive and when you have to depart. You'll want to make sure you have time to enjoy without rushing. Go. Have fun and make some epic memories in Irving, TX.

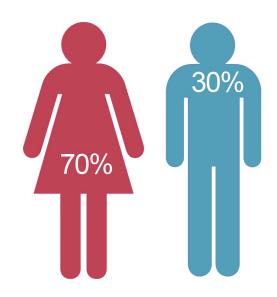
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# HOW TO PLAN A GIRLS GONE TEXAS TRIP TO IRVING



Social Media Facts - December 2019



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11,021 IMPRESSIONS

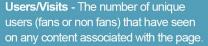


Breakdown

Geographical



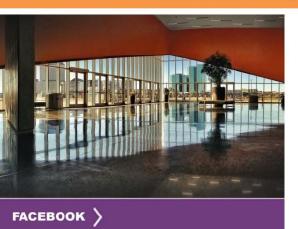








### Social Media Insights - December 2019





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903,801 IMPRESSIONS

**374,879** USERS

**203,872** CHECK-INS





-4

1,896 IMPRESSIONS

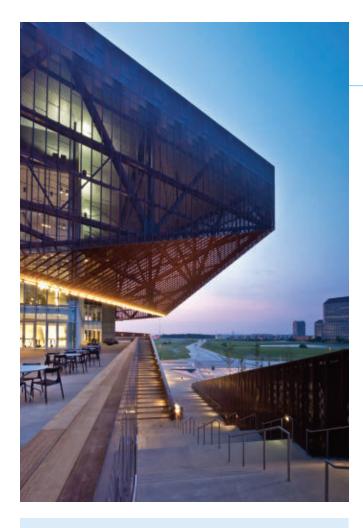
PROFILE VISITS



### Followers 2,016

**0** IMPRESSIONS





**Centrally Located** The Irving Convention Center is in the heart of a walkable dining and entertainment district (p. 34).

#### **Departments**

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In early 2018, when Marriott reduced its longtime commission structure by 3 percent, everything changed for independent meeting professionals. Nearly two years later, here's a look at how three have strategically worked through that challenge. The Spark: The Emerging Association Renaissance Learning: No Questions, No Learning Plus: Convene on Site in Irving and Aspen

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**CONVENE ON SITE** 

### **Two Texas Destinations** in One

A fam trip to Irving's Las Colinas showcased the planned community's walkable nature.

n the past two years, an entertainment complex and two new hotels have risen up in Irving, Texas, within spitting distance of the architecturally awe-inspiring Irving Convention Center at Las Colinas. Well, within walking distance.

And that was the goal of the late-September media trip sponsored by the Irving Convention & Visitors Bureau (ICVB) — to show off this walkable and vibrant new visitor district.

After arriving at Dallas/Fort Worth International Airport, I grabbed a cab for the under-20-minute ride to my host hotel, the Westin Irving Convention Center at Las Colinas, which is next door to the Irving Convention Center. The DART Light Rail Orange Line also can bring you from the airport to a station that's a five- to 10-minute walk from the convention center in around 17 minutes.

The first question I had about my visit was to clear up whether I was in Irving or Las Colinas. Actually, both. Las Colinas is a 12,000-acre, masterplanned development within the city of Irving. Its mix of corporate buildings, residences, restaurants, and hotels dot the land around 56 small lakes, canals, parks, and part of Campion Trails, a 22-mile greenbelt along the Trinity River.

The March opening of the Westin added more than 30,000 square feet of flexible meeting space and 350 guest rooms to the destination, just steps from the Irving Convention



Free Spirited Nine larger-than-life bronze mustangs have been a fixture in Irving for decades.

Center – 78 steps, exactly, for Renee Reding, the Westin's destination sales executive, from the hotel's Harmony Ballroom entrance to the center's exhibit entrance. The hotel's architects, she said, tried to mirror the convention center by lining up the side and front doors, the car park, and even the restaurant with similar parts of the center.

For our first group meet-up, we had drinks at the hotel's roomy Mesa Mezcal restaurant and bar. Then we strolled over to Boi Na Braza Brazilian Steakhouse at the Toyota Music Factory entertainment complex, just steps away, for dinner. The Factory, opened in September 2017, includes restaurants, bars, The Pavilion concert hall, Alamo Drafthouse Cinema, and Texas Lottery Plaza, a 50,000-square-foot outdoor event space.

#### **Farther Than a Walk**

Here are two other spots we visited, just a 15- to 20-minute ride from the convention district.

- The Ranch steakhouse and honkytonk is a popular place for locals and for business travelers – including the attendees of a real estate convention who were fascinated by the 32-ounce A Bar N Wagyu Tomahawk Ribeye our table ordered.
- The Four Seasons Dallas Resort at Las Colinas hosted the Park Place Luxury & Supercar Showcase during our stay. The annual event included a fashion show, car show, food tastings, and a giant tent that offered some relief from the strong Texas sunshine. We enjoyed dinner at the property's LAW restaurant, and toasted to our stay with a drink called "You're a Hoot" - served in a copper owl.



if available. Entertainment is never in short supply here.

#### **Feast for the Eyes**

The next morning, we traded the dragons of "Game of Thrones" for the Mustangs of Los Colinas — a sculpture by Robert Glen installed 35 years ago of nine larger-than-life bronze mustangs galloping across Williams Square Plaza. But not before getting a tour of the Irving Convention Center, guided by Maura Allen Gast, ICVB's executive director.

The convention center was a long time in the making - 12 years from the first project studies to its opening in 2011. Gast couldn't be happier with the end result — what she calls "my baby."

"I love that we didn't build a box with docks," she told Convene, adding that architect Barbara Hillier "thought way outside the standard. When we saw the first drawings, I thought, 'there's no way they're going to let us build this," she said. "And they did."

Because of its vertically stacked layout, it doesn't seem possible that the facility offers 100,000 square feet of meeting and exhibit space. A nearly 50,000-squarefoot, column-free exhibition hall dominates the ground floor, but the lobby and prefunction area outside the hall — with so many eye-popping architectural choices - set the tone for what we would see as we went skyward on the escalator.

A natural copper "skin" wraps around the upper part of the building's



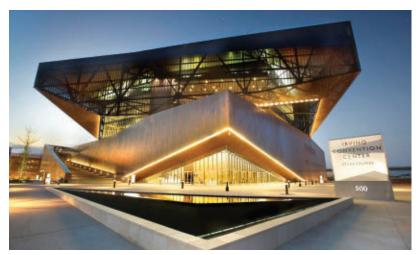
Take a Stroll Irving's walkable visitors' district includes the Toyota Music Factory (clockwise from top left), the Westin Irving Convention Center at Las Colinas hotel, the Irving Convention Center at Las Colinas, and the Texican Court.



**Neighborly** The patio of the Westin Irving's Mesa Mezcal faces the convention center.

Various cuts of meat and poultry sliced from the skewer onto my plate served as the ideal carnivore prelude to the butchery and ballads of the "Games of Thrones" Live Concert Experience at The Pavilion, our afterdinner activity. The concert hall can be converted into an intimate 2,500-seat theater, a 4,000-seat indoor theater, or an 8,000-seat indoor/outdoor amphitheater. The main floor can be transformed into a dance floor or mosh pit, which was the case two nights later when EDM (electronic dance music) powerhouse Zedd performed.

Planners can buy seating blocks for scheduled events, or even do a takeover of The Pavilion. In fact, any of the Toyota Music Factory venues can be rented, including Blue Fire Catering's three spaces on site. And when there are no evening events planned, attendees can purchase tickets night-of,





Wrapped in Copper The distinctive Irving Convention Center at Las Colinas features a copper "skin" and a terrace with views of Irving.

exposed beam framework, creating mesmerizing grids as light shines through its perforations. When first added to the building, the reflection off the copper was so bright that drivers in the area complained, Gast said. But as planned, the metal is aging naturally and currently is a deep bronze on its way to a green patina.

Beyond aesthetics, the perforated pattern helps reduce air-conditioning demand, and contributed to the facility earning LEED Silver status. Another bonus, according to Gast, is that copper acts as a natural repellant to grackles, birds that look like crows but act like pigeons. You may find them roosting all over the Southwest, but not on the convention center structure.

The two upper floors offer a variety of meeting rooms, a 6,840-square-foot junior ballroom, a 19,264-square-foot grand ballroom, and a covered outdoor terrace with steps leading to the mezzanine level terrace and café, and to the ground level.

#### A Pedicab Ride Away

After our tour, pedicabs took us for a 10-minute ride to lunch at Hugo's Invitados, one of many Irving Water Street development restaurants, which sits next to Lake Carolyn and a large urban park, and across the street from the Mustangs sculpture.



Impressive Welcome The convention center's main lobby doubles as prefunction space.

After taking photos in the bright sunlight, we hopped back on the pedicabs for a quick ride-by of the area, where we saw people gliding in gondolas and paddle-boarding on the Mandalay Canals. We also got a peek at two nearby lakeside hotels, the Omni Mandalay Hotel at Las Colinas and the Marriott Dallas Las Colinas. Both offer meeting spaces and are just a short pedicab ride — and even shorter car ride – from the convention center.

For our final stop on the walkable Irving tour, we stepped across the street from the convention center to Texican Court, a boutique hotel from the Valencia Hotel Group that looks like a revamped older motel - a charming architectural style I mentally classified as "Southwest Kitsch." The property offers 3,500 square feet of meeting

space and 152 guest rooms, decked out in bright Southwest colors.

With its communal wood-burning fire pit, circular pool, outdoor mini-bars in small covered wagons, Two Mules Cantina restaurant, tequila bar — and rocking chairs set out on the porches of each room — the hotel invited me to sit a while. Exactly what I needed after our walking tour of two destinations in one, Irving and Los Colinas.

-Curt Wagner

+ ON THE WEB

Learn more about Irving at irvingtexas.com.



DATE: December 27, 2019

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 remained higher than Texas and US figures at 66.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 2.4% \*, while Texas figures were up 0.5% and the US figures were slightly up at 0.3% for the month. Demand for the current period is up 2.4% and YTD is up2.6% over last year, while STR data reflects a 2.4% decrease for the current period and a 1.5% decrease in YTD occupancy compared to 2018.

For average daily rate, Irving was \$109.63, up 1.3% in November compared to last year, leaving Irving's YTD average daily rate at \$111.09, up 1.9% over last year. Both current month and YTD ADR figures were higher than Texas' numbers.

\*As previously noted, do not be mislead by a decrease in occupancy, as new inventory has come online which then causes a lower occupancy figure. When the inventory level is static, then the Occupancy figure is a good performance indicator. However, when there are increases or decreases in inventory, then "Demand" must be looked at as well. Demand is the actual amount of room nights sold during the period being reviewed.

#### **AirBNB**

For the month of November, there were 420 available listings in Irving which is a 27.7% increase in listings over last year's figure of 329. The average daily rate for November is \$216.44, which is up 21.3% over last year, with an occupancy percentage of 64.6%, which is a 15.2%increase compared to last year. For the hotel comparable subset, the average daily rate for November is \$101.69, up 18.5% from last year, with occupancy at 63.7%, down 14.4% 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 2019

		.8 61.6 125.55 124.32 77.62 76.63 0.3 1.0 1.3 3														Year	to Date - N	ovember	r 2019 vs N	ovember	2018			
	Осс	%	AD	R	RevP	AR	ge from No	vember 2	2018				Осс	%	AD	R	RevF	PAR	ange from	YTD 201	8			
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail F	loom Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail R	Room Sold
United States	61.8	61.6	125.55	124.32	77.62	76.63	0.3	1.0	1.3	3.4	2.1	2.4	67.2	67.3	131.53	130.40	88.42	87.71	-0.1	0.9	0.8	2.8	2.0	1.9
Texas	61.9	61.7	102.28	102.84	63.35	63.42	0.5	-0.5	-0.1	2.9	3.0	3.4	66.0	65.8	105.13	106.23	69.37	69.92	0.3	-1.0	-0.8	2.2	3.0	3.3
Atlanta, GA	65.7	67.2	107.84	108.57	70.82	73.00	-2.3	-0.7	-3.0	0.1	3.2	0.8	70.5	71.1	115.64	110.88	81.56	78.84	-0.8	4.3	3.4	5.8	2.3	1.4
Arlington, TX	67.1	67.4	107.84	98.21	68.07	66.17	-2.3	3.2	2.9	10.0	7.0	6.6	70.5	69.8	96.04	94.23	67.75	65.78	1.0	1.9	3.4		3.1	4.2
Charlotte, NC-SC	65.3	66.9	107.51	109.04	70.17	72.95	-2.4	-1.4	-3.8	0.4	4.3	1.8	69.7	71.0	111.78	110.66	77.96	78.62	-1.8	1.0	-0.8	2.7	3.6	1.7
Fort Worth, TX+	67.9	67.4	103.34	105.39	70.14	70.99	0.8	-1.9	-1.2	0.2	1.4	2.2	70.0	72.3	107.29	106.77	75.06	77.15	-3.2	0.5	-2.7	0.2	3.0	-0.3
Frisco, TX+	62.4	65.5	133.07	142.31	83.03	93.20	-4.7	-6.5	-10.9	5.4	18.3	12.7	67.4	69.3	141.35	142.84	95.27	99.05	-2.8	-1.0	-3.8	5.7	9.9	6.8
Grapevine, TX+	72.0	70.1	181.70	180.09	130.89	126.25	2.8	0.9	3.7	3.7	0.0	2.8	77.5	75.9	183.52	182.50	142.16	138.48	2.1	0.6	2.7	5.6	2.9	5.0
Irving, TX+	66.1	67.7	109.63	108.19	72.49	73.29	-2.4	1.3	-1.1	3.5	4.7	2.2	72.5	73.6	111.09	109.05	80.57	80.26	-1.5	1.9	0.4	5.2	4.8	3.3
Nashville, TN	70.0	69.8	149.31	147.86	104.48	103.23	0.2	1.0	1.2	8.3	7.0	7.3	75.1	74.5	151.97	148.45	114.08	110.60	8.0	2.4	3.2	10.9	7.5	8.3
Phoenix, AZ	72.5	71.4	133.96	130.26	97.12	92.99	1.6	2.8	4.4	7.5	2.9	4.5	71.4	70.5	134.74	131.27	96.15	92.49	1.3	2.6	4.0	4.9	0.9	2.2
San Jose, CA+	71.3	72.5	190.94	195.83	136.18	141.97	-1.6	-2.5	-4.1	3.5	7.9	6.1	76.4	80.4	201.63	199.08	154.14	160.10	-4.9	1.3	-3.7	-1.6	2.2	-2.9

					Comp	etitive Se	et Comparison						
		Actual	Figures					Р		of Chang ast Year			
	Cı	ırrent Moı	nth	Υ	ear-To-Da	te		Cu	rrent Mo	nth	Y	ear-To-Da	ite
	OCC	ADR	RvPAR	occ	ADR	RvPAR		OCC	ADR	RvPAR	occ	ADR	RvPAR
US	61.8	125.55	77.62	67.2	131.53	88.42	us	0.3	1.0	1.3	-0.1	0.9	0.8
Texas	61.9	102.28	63.35	66.0	105.13	69.37	Texas	0.5	-0.5	-0.1	0.3	-1.0	-0.8
Irving	66.1	109.63	72.49	72.5	111.09	80.57	Irving	-2.4	1.3	-1.1	-1.5	1.9	0.4
Best USA	Phoenix	SanJose	SanJose	Grpvine	SanJose	SanJose	Best USA	Grpvine	Arlngtn	Phoenix	Grpvine	Atlanta	Phoenix
	72.5	190.94	136.18	77.5	201.63	154.14		2.8	3.2	4.4	2.1	4.3	4.0
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Grpvine	Arlngtn	Arlngtn
	72.0	181.70	130.89	77.5	183.52	142.16		2.8	3.2	3.7	2.1	1.9	3.0
Worst USA	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst USA	Frisco	Frisco	Frisco	SanJose	Frisco	Frisco
	62.4	101.38	68.07	67.4	96.04	67.75		-4.7	-6.5	-10.9	-4.9	-1.0	-3.8
Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Frisco	Frisco	Frisco	Ft Worth	Frisco	Frisco
	62.4	101.38	68.07	67.4	96.04	67.75		-4.7	-6.5	-10.9	-3.2	-1.0	-3.8
		Note: "L	Best" and	"Worst" r	otations	above refer	to destinations wit	hin this co	mpetitive	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 2019

			Cur	rent Mon	th - Novem	ber 2019	vs Nove	ember 2	2018			
	Осс	%	AD	R	RevP	AR	Perc	ent Ch	ange fro	m Nove	mber 2	018
	2019	2018	2019	2018	2019	2018	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	66.1	67.7	109.63	108.19	72.49	73.29	-2.4	1.3	-1.1	3.5	4.7	2.2
Luxury/Full Service Irving+	64.1	64.8	150.50	149.84	96.51	97.07	-1.0	0.4	-0.6	7.1	7.7	6.6
All Suite/Extended Stay Irving+	70.0	71.9	92.95	92.68	65.09	66.59	-2.5	0.3	-2.3	0.9	3.3	0.6
Limited Service Irving+	68.1	67.3	105.06	110.88	71.56	74.59	1.3	-5.3	-4.1	-4.1	0.0	1.3
Budget Irving+	63.0	67.6	57.99	56.49	36.54	38.16	-6.7	2.7	-4.2	-4.5	-0.3	-7.0
Las Colinas+	65.7	66.4	126.40	121.18	83.01	80.47	-1.1	4.3	3.2	10.5	7.1	5.9
DFW North+	67.2	73.0	104.29	105.48	70.12	76.98	-7.9	-1.1	-8.9	-3.5	6.0	-2.4
DFW South+	65.5	63.8	91.07	92.87	59.62	59.23	2.7	-1.9	0.7	0.5	-0.1	2.5
Full Service Las Colinas+	60.2	55.9	182.65	183.34	110.01	102.47	7.8	-0.4	7.4	27.0	18.3	27.5
Limited Service Las Colinas+	69.8	73.1	89.83	90.94	62.68	66.47	-4.5	-1.2	-5.7	-5.8	-0.1	-4.6
Full Service DFW North+	66.5	72.6	135.95	139.81	90.38	101.50	-8.4	-2.8	-11.0	-11.0	0.0	-8.4
Limited Service DFW North+	68.1	73.2	84.05	82.60	57.20	60.49	-7.1	1.8	-5.4	-0.8	4.9	-2.5
Full Service DFW South+												
Limited Service DFW South+	64.0	61.5	81.72	81.50	52.29	50.12	4.0	0.3	4.3	4.2	-0.2	3.9
ICC Comp Set No Boutiques+												

		Ye	ar to Date	e - Novemb	er 2019 v	s Nove	mber 2	018			
Occ	%	AD	R	RevP	AR	F	ercent	Change	from Y	TD 2018	3
2019	2018	2019	2018	2019	2018	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
72.5	73.6	111.09	109.05	80.57	80.26	-1.5	1.9	0.4	5.2	4.8	3.3
71.2	72.4	150.42	149.01	107.16	107.86	-1.6	1.0	-0.6	9.0	9.7	7.9
75.6	76.1	95.45	94.65	72.13	72.04	-0.7	0.8	0.1	2.6	2.5	1.8
73.1	74.1	110.81	111.75	81.00	82.81	-1.4	-0.8	-2.2	-0.6	1.7	0.3
70.4	71.8	57.71	56.78	40.65	40.78	-1.9	1.6	-0.3	-0.3	-0.0	-1.9
72.1	74.2	127.72	124.04	92.12	92.07	-2.8	3.0	0.1	10.1	10.0	6.9
75.3	77.8	106.35	105.73	80.10	82.22	-3.1	0.6	-2.6	-0.3	2.4	-0.9
69.9	68.1	91.69	91.32	64.11	62.21	2.6	0.4	3.1	3.7	0.7	3.3
67.1	68.9	180.65	183.10	121.17	126.09	-2.6	-1.3	-3.9	19.2	24.1	20.9
75.8	77.4	93.42	92.55	70.84	71.67	-2.1	0.9	-1.2	0.4	1.5	-0.6
74.9	77.8	137.42	136.95	102.92	106.61	-3.8	0.3	-3.5	-3.5	0.0	-3.8
76.0	77.7	85.98	84.64	65.31	65.77	-2.2	1.6	-0.7	1.4	2.1	-0.2
		•									
68.0	67.3	81.61	81.66	55.50	54.93	1.1	-0.1	1.0	2.0	0.9	2.1
	,							•			

AirBNB Data	Осс	%	AD	R	RevP	AR	Р	ercent	Change	from Pr	ior Yea	r
										Room	Room	Room
	2019	2018	2019	2018	2019	2018	Осс	ADR	RevPAR	Rev	Avail	Sold
Entire Place	64.6	55.1	216.44	159.28	139.81	87.74	15.2	21.3	39.7	115.4	51.7	100.8
Hotel Comparable	63.7	74.7	101.69	88.20	64.78	65.85	-14.4	18.5	1.5	77.5	74.9	49.7

ı	Осс	%	AD	R	RevP	AR	Per	cent Cl	nange fro	m Prio	r Year Y	TD
ı										Room	Room	Room
ı	2019	2018	2019	2018	2019	2018	Осс	ADR	RevPAR	Rev	Avail	Sold
ı	63.5	61.5	200.18	146.61	127.20	90.17	3.2	21.0	25.0	106.7	89.1	109.2
	63.9	65.7	88.93	89.02	56.82	58.51	-4.6	0.9	-3.7	32.4	37.6	31.2

Available Listings	2019	2018	% Chg
Entire Place	228	147	55.1
Private Room	166	153	8.5
Shared Room	26	29	(10.3
Total Available Listings	420	329	27.7

		Partici	pation	
	Prope	rties	Roo	ms
	Census	Sample	Census	Sample
Irving, TX+	88	77	12960	11396
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3708	3601
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	16	2451	1594
Las Colinas+	31	30	5258	4922
DFW North+	27	27	4167	4167
DFW South+	30	20	3535	2307
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	2999	2663
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	22	22	2467	2467
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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## Irving, Texas Room Demand - Source: Smith Travel Research

		2018					Calculated	Demand	STR Reporte	ed Change
		2018			2019		Change over	prior year	over pric	or year
		Current			Current					
		Month	Year To Date		Month	Year To Date	Current	Year To	Current	Year To
	Осс %	Demand	Demand	Occ %	Demand	Demand	Month	Date	Month	Date
January	66.4	247,296	247,296	66.5	254,496	254,496	2.9%	2.9%	0.5%	0.5%
February	74.4	250,037	497,333	70.4	243,421	497,917	-2.6%	0.1%	-5.1%	-2.3%
March	76.5	284,818	782,151	77.0	303,898	801,815	6.7%	2.5%	0.9%	-1.0%
April	77.4	281,441	1,063,592	74.2	283,519	1,085,334	0.7%	2.0%	-3.5%	-1.7%
May	74.5	279,748	1,343,340	73.9	291,548	1,376,882	4.2%	2.5%	-0.5%	-1.4%
June	79.4	288,650	1,631,990	78.6	300,278	1,677,160	4.0%	2.8%	-0.3%	-1.2%
July	75.0	285,044	1,917,034	73.0	288,175	1,965,335	1.1%	2.5%	-2.1%	-1.4%
August	70.0	266,054	2,183,088	69.5	273,955	2,239,290	3.0%	2.6%	-0.3%	-1.3%
September	74.4	273,701	2,456,789	70.5	268,938	2,508,228	-1.7%	2.1%	-5.1%	-1.7%
October	78.2	297,171	2,753,960	79.0	317,464	2,825,692	6.8%	2.6%	1.7%	-1.3%
November	67.4	250,958	3,004,918	66.1	257,066	3,082,758	2.4%	2.6%	-2.4%	-1.5%
December	59.3	226,764	3,231,682							

## Irving, Texas & United States Comparison

November 2019

Irving		A.D	.R.			OCCU	PANCY			Revl	PAR	
iiviiig	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	112.87	2.2%	112.87	2.2%	66.5%	0.5%	66.5%	0.5%	75.07	2.8%	75.07	2.8%
FEBRUARY	114.81	2.3%	113.84	2.2%	70.4%	-5.1%	68.4%	-2.3%	80.87	-3.0%	77.82	-0.2%
MAR	111.53	2.9%	112.84	2.3%	77.0%	0.9%	71.4%	-1.0%	85.88	3.8%	80.57	1.3%
APRIL	113.37	1.0%	112.52	1.5%	74.2%	-3.5%	72.1%	-1.7%	84.16	-2.5%	81.15	-0.1%
MAY	111.53	2.5%	112.27	1.7%	73.9%	-0.5%	72.5%	-1.4%	82.39	2.0%	81.37	0.3%
JUNE	111.43	2.9%	112.08	1.9%	78.6%	-0.3%	73.5%	-1.2%	87.62	2.5%	82.39	0.6%
JULY	106.93	3.4%	111.33	2.1%	73.0%	-2.1%	73.4%	-1.4%	78.10	1.3%	81.73	0.7%
AUGUST	105.28	0.7%	110.58	1.9%	69.1%	-0.3%	72.8%	-1.3%	72.76	0.4%	80.55	0.6%
SEPTEMBER	111.01	2.5%	110.68	2.1%	70.3%	-5.1%	72.6%	-1.7%	78.09	-2.7%	80.38	0.3%
OCTOBER	116.05	1.2%	111.21	1.9%	79.1%	1.7%	73.2%	-1.3%	91.76	3.0%	81.44	0.6%
NOVEMBER	109.63	1.3%	111.09	1.9%	66.1%	-2.4%	72.5%	-1.5%	72.49	-1.1%	80.57	0.4%
DECEMBER												
12 mo. rolling a	verages:	ADR	110.49	2.2%	00	ccupancy	71.6%	-1.1%		RevPAR	79.05	1.1%

Texas		A.D	).R.			OCCU	PANCY			Revl	PAR YTD 58.63 63.66 69.06 70.36 70.54 70.93 70.96 70.15 69.61 69.99 69.37	
TEXAS	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.12	-0.1%	102.12	-0.1%	57.4%	-2.7%	57.4%	-2.7%	58.63	-2.8%	58.63	-2.8%
FEBRUARY	106.31	-0.2%	104.26	-0.1%	65.1%	-1.8%	61.1%	-2.3%	69.22	-2.0%	63.66	-2.4%
MAR	111.45	-1.1%	106.97	-0.5%	71.2%	-0.9%	64.6%	-1.8%	79.36	-2.0%	69.06	-2.3%
APRIL	108.15	-2.7%	107.28	-1.1%	68.8%	0.8%	65.6%	-1.1%	74.35	-2.0%	70.36	-2.2%
MAY	106.70	-0.3%	107.16	-0.9%	66.8%	0.7%	65.8%	-0.8%	71.26	0.4%	70.54	-1.7%
JUNE	104.36	-1.1%	106.64	-0.9%	70.0%	-0.6%	66.5%	-0.8%	73.06	-1.7%	70.93	-1.7%
JULY	102.29	0.0%	105.99	-0.8%	69.5%	2.4%	67.0%	-0.3%	71.09	2.4%	70.96	-1.1%
AUGUST	99.25	-1.0%	105.19	-0.8%	64.9%	1.5%	66.7%	-0.1%	64.38	0.4%	70.15	-0.9%
SEPTEMBER	103.79	-1.3%	105.04	-0.9%	63.0%	1.6%	66.3%	0.1%	65.35	0.3%	69.61	-0.8%
OCTOBER	108.52	-2.7%	105.40	-1.1%	67.6%	1.8%	66.4%	0.3%	73.36	-0.9%	69.99	-0.8%
NOVEMBER	102.28	-0.5%	105.13	-1.0%	61.9%	0.5%	66.0%	0.3%	63.35	-0.1%	69.37	-0.8%
DECEMBER												

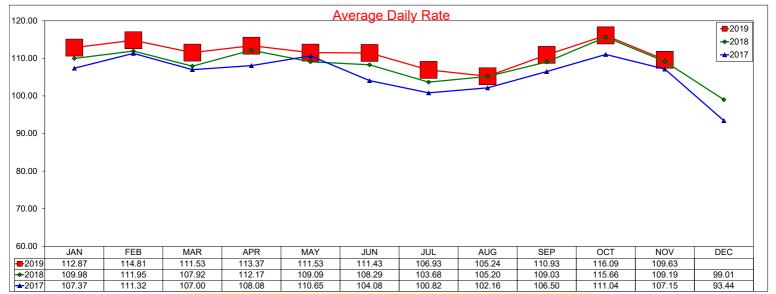
USA		A.D	.R.			OCCUF	PANCY			Revl	PAR	
USA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	124.39	0.8%	124.39	0.8%	54.8%	0.7%	54.8%	0.7%	68.13	1.5%	68.13	1.5%
FEBRUARY	128.94	1.9%	126.72	1.4%	62.2%	0.7%	58.3%	0.7%	80.15	2.6%	73.82	2.0%
MAR	132.66	0.6%	129.02	1.1%	68.4%	0.0%	61.8%	0.4%	90.78	0.6%	79.68	1.5%
APRIL	131.85	0.9%	129.82	1.0%	68.0%	0.3%	63.3%	0.3%	89.67	1.2%	82.18	1.4%
MAY	132.43	1.6%	130.42	1.2%	68.7%	0.9%	64.4%	0.4%	91.01	2.5%	84.02	1.6%
JUNE	134.52	0.9%	131.20	1.1%	73.5%	-1.3%	65.9%	0.1%	98.85	-0.4%	86.51	1.2%
JULY	135.04	0.7%	131.85	1.1%	73.8%	0.4%	67.1%	0.1%	99.62	1.1%	88.45	1.2%
AUGUST	132.47	0.9%	131.95	1.1%	71.4%	0.0%	67.6%	0.1%	94.55	0.9%	89.24	1.2%
SEPTEMBER	131.93	0.6%	131.92	1.0%	67.4%	-0.9%	67.6%	0.0%	88.91	-0.3%	89.18	1.0%
OCTOBER	133.34	-0.5%	132.07	0.9%	69.3%	-0.8%	67.8%	-0.1%	92.35	-1.2%	89.50	0.8%
NOVEMBER	125.55	1.0%	131.53	0.9%	61.8%	0.3%	67.2%	-0.1%	77.62	1.3%	88.42	0.8%
DECEMBER												

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

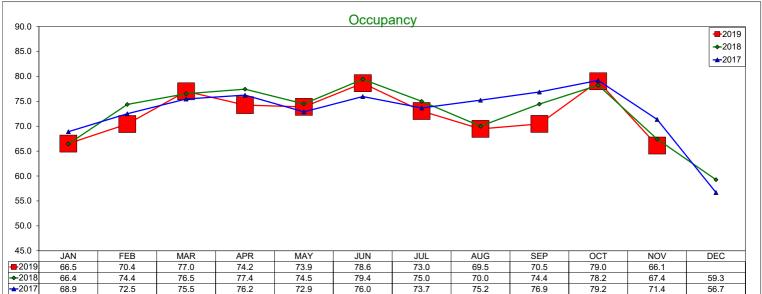
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#### Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

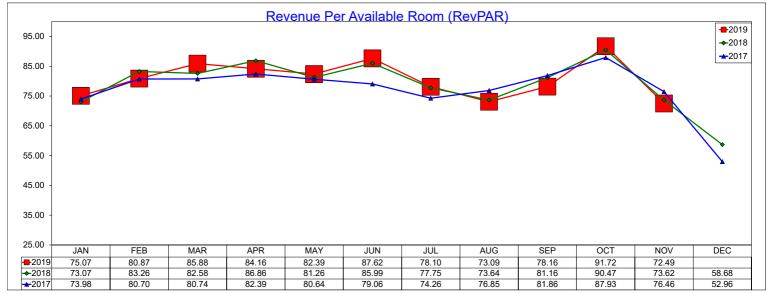
November 2019



12 month ADR Rolling Average through November 2019 is \$110.49 with a change from last year of 2.2%



12 month Occupancy Rolling Average through November 2019 is 71.55% with a change from last year of -1.1%



# Monthly & YTD AirBNB Data November 2019

Entire Place		A.D	.R.			OCCUF	PANCY		RevPAR			
Entire Place	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	148.03	3.7%	148.03	3.7%	48.5%	-24.2%	48.5%	-24.2%	71.81	-21.4%	71.81	-21.4%
FEBRUARY	145.41	-2.0%	146.75	1.0%	53.9%	-4.9%	51.0%	-15.5%	78.39	-6.8%	74.85	-14.7%
MAR	202.06	33.8%	170.55	15.4%	66.0%	-1.9%	56.5%	-10.5%	133.44	31.3%	96.43	3.3%
APRIL	181.03	23.0%	173.63	17.6%	61.1%	-9.1%	57.8%	-10.1%	110.58	11.8%	100.37	5.7%
MAY	195.54	9.8%	179.05	16.1%	61.6%	12.3%	58.7%	-5.3%	120.45	23.3%	105.10	9.9%
JUNE	199.59	10.4%	183.08	14.5%	73.7%	-2.3%	61.1%	-5.1%	147.04	7.9%	111.94	8.6%
JULY	214.55	20.0%	188.45	15.2%	71.5%	2.6%	62.7%	-4.1%	153.40	23.1%	118.13	10.5%
AUGUST	212.86	40.7%	192.35	19.0%	61.5%	0.0%	62.5%	-3.5%	130.87	40.8%	120.20	14.9%
SEPTEMBER	219.47	28.2%	196.28	20.4%	67.5%	18.9%	63.2%	-0.5%	148.20	52.4%	124.00	19.9%
OCTOBER	208.91	24.2%	197.99	20.9%	64.9%	15.6%	63.4%	1.7%	135.54	43.6%	125.53	23.0%
NOVEMBER	216.44	21.3%	200.18	21.0%	64.6%	15.2%	63.5%	3.2%	139.81	39.7%	127.20	25.0%
DECEMBER												

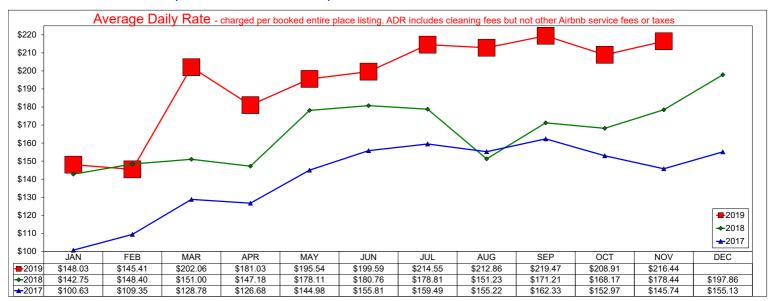
Hotel		A.D.R.			OCCUPANCY				RevPAR			
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	83.69	-6.1%	83.69	-6.1%	60.7%	-4.8%	60.7%	-4.8%	50.81	-10.6%	50.81	-10.6%
FEBRUARY	82.08	-6.9%	82.79	-6.6%	70.8%	26.5%	66.0%	10.0%	58.14	17.8%	54.62	2.7%
MAR	89.48	11.0%	85.22	0.0%	71.7%	3.4%	67.9%	6.7%	64.13	14.9%	57.90	6.8%
APRIL	83.64	1.2%	84.80	0.4%	58.2%	-17.0%	65.0%	-0.6%	48.67	-16.1%	55.12	-0.2%
MAY	87.24	-2.8%	85.30	-0.2%	56.3%	7.8%	63.0%	0.9%	49.16	4.8%	53.74	0.7%
JUNE	84.92	-6.4%	85.23	-1.5%	67.1%	-6.5%	63.7%	-0.7%	57.02	-12.5%	54.30	-2.1%
JULY	81.69	-5.1%	84.76	-1.9%	68.4%	-0.5%	64.3%	-0.9%	55.86	-5.6%	54.49	-2.8%
AUGUST	90.44	5.6%	85.52	-0.9%	56.0%	-18.6%	63.0%	-3.7%	50.61	-14.0%	53.91	-4.6%
SEPTEMBER	93.55	-1.5%	86.35	-1.3%	66.5%	-1.1%	63.4%	-3.5%	62.20	-2.5%	54.73	-4.8%
OCTOBER	94.83	0.9%	87.29	-1.2%	68.5%	-2.0%	63.9%	-3.5%	64.95	-1.0%	55.79	-4.7%
NOVEMBER	101.69	18.5%	88.93	0.9%	63.7%	-14.4%	63.9%	-4.6%	64.78	1.5%	56.82	-3.7%
DECEMBER												

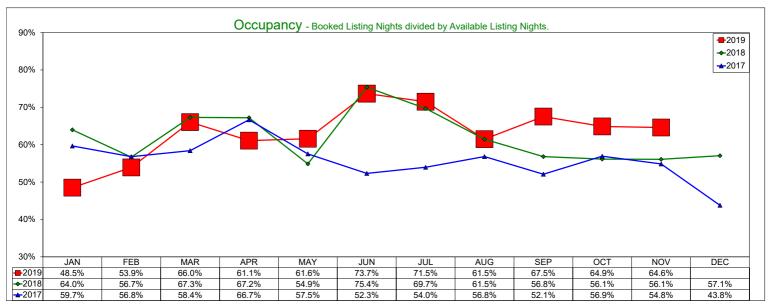
Note: The "Change %" column refers to the change from the prior year's figure.

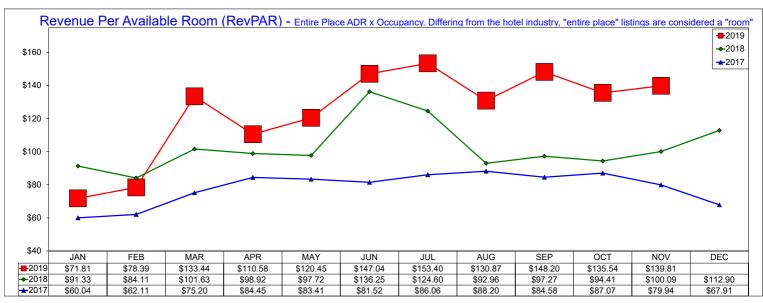
### **AirBNB - Entire Place**

### November 2019

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



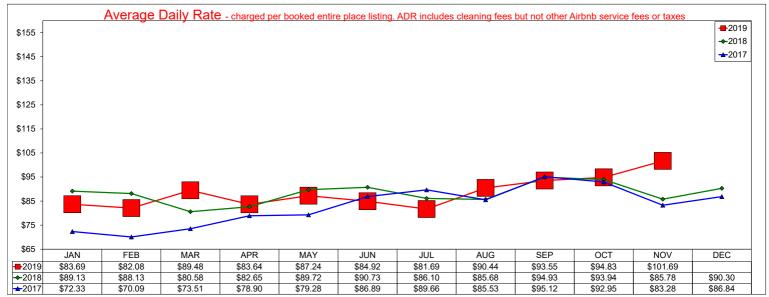


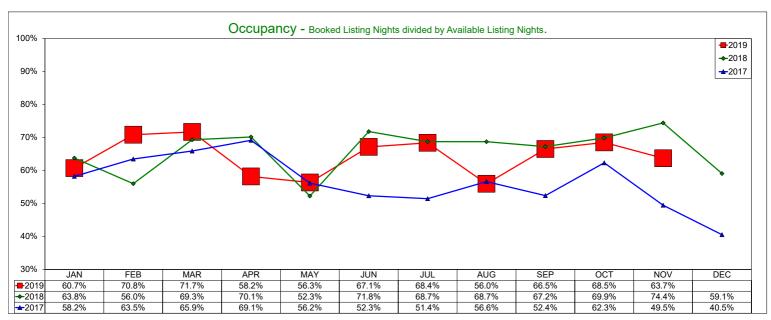


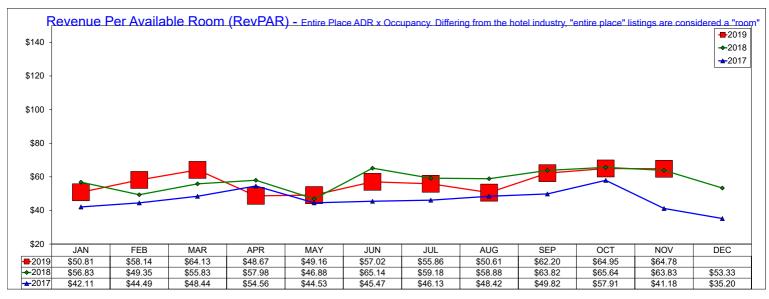
# AirBNB - Hotel Comparable Subset

### November 2019

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 27, 2020

# CONVENTION CENTER MANAGEMENT REPORTS





January 17, 2019

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 – November 2019

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	54,687	50,350	2,521	182,033	222,725	102,107
Ancillary Income	174,003	158,172	232,661	863,044	571,270	591,770
Total Event Income	228,690	208,522	235,182	1,045,077	793,995	693,877
Other Income	26,741	60,000	33,334	121,742	130,000	54,639
Adjusted Gross Income	255,431	268,522	268,516	1,166,819	923,995	748,516
Indirect Expenses	(538,092)	(545,539)	(501,449)	(1,238,490)	(1,117,772)	(1,061,816)
Net Income (Loss)	(282,661)	(277,017)	(232,933)	(71,671)	(193,777)	(313,300)

- Despite falling short in rental income and service revenue for November, service expenses were significantly lower, which helped reach our overall direct income budget.
- We met and surpassed F&B Concessions and Catering goals for the month thanks to events such as Economic Forecast for Real Estate, NEDRP 2019 Conference, Muscular Dystrophy Association, and Greater DFW FCA.
- Indirect expenses stayed within budgeted amounts. Operating supplies nearly doubled due to the purchase of large quantities of bulbs to replace lighting fixtures throughout the building.
- Overall, the ICC missed the budget for the month by just under \$6,000.00.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	246,537	218,742	450,077	1,100,971	734,925	869,325
Net Income/(Loss)	150,709	133,766	219,548	755,761	448,673	479,246
Net Income/(Loss) %	61.13%	61.15%	48.78%	68.64%	61.05%	55.13%

### **ICC** by the Numbers

EVENTS						
This month	To date					
20	47					
Current Year	Current Year					
19 Prior Year	40 Prior Year					

VISITORS	
This month	To date
13,190	35,021
Current Year	Current Year
9,768	41,985
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED					
This month	To date				
2,467	7,496				
Current Year	Current Year				
<b>4,413</b> Prior Year	6,268 Prior Year				
Prior fear	Prior Year				

SURVEY RESULTS					
Returned	Score				
7	97.1%				
This Month	Current Month				
13	98.5%				
Year to Date	Year to Date				

SIGNED CONTRACTS					
This month	To date				
12	40				
Current Year	Current Year				
26 Prior Year	45 Prior Year				

#### **Target Industry Bookings**

Future Com – May 2020 McKesson – May 2020 Medical City Health – January 2020

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

December 2-4 **Digital Summit** The Spirit Championships • December 6-7 • December 9-10 Super Lunch 2019 TSCPA CPE Expo • December 11-13 • December 13-14 Battle of Texas January 2-10 Hilti January 11-12 Las Colinas Bridal Show January 13-14 **DECA District 7** January 16-19 **Texas Prime Meet** • January 16 State of the City • January 19-27 Zest Fest

cc: Tom Meehan, General Manager, ASM Global



January 17, 2019

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 – December 2019

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	22,669	31,695	19,496	204,702	254,420	121,602
Ancillary Income	263,008	196,456	349,953	1,126,054	767,726	941,724
Total Event Income	285,677	228,151	369,449	1,330,756	1,022,146	1,063,326
Other Income	24,454	45,000	25,594	146,193	175,000	80,233
Adjusted Gross Income	310,131	273,151	395,043	1,476,949	1,197,146	1,143,559
Indirect Expenses	(527,119)	(543,884)	(624,687)	(1,765,609)	(1,661,656)	(1,686,503)
Net Income (Loss)	(216,988)	(270,733)	(229,644)	(288,660)	(464,510)	(542,944)

- Despite falling short in rental income and service revenue for December, service expenses remained within budget, reducing the shortfall for the overall category.
- We met and surpassed F&B Concessions and Catering goals for the month thanks to events such as TechMedia, Davis Crane Holiday Party, Varidesk Holiday Party, Empower Texans, and 2019 Texas Society for CPAs, CPE Expo.
- Indirect expenses stayed within budgeted amounts.
- Overall, the ICC surpassed the budget target for by more than \$50,000.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	366,600	304,258	547,979	1,467,569	1,039,183	1,417,305
Net Income/(Loss)	235,426	189,426	341,388	991,186	638,099	820,635
Net Income/(Loss) %	64.22%	62.26%	62.30%	67.54%	61.40%	57.90%

### **ICC** by the Numbers

EVENTS					
This month	To date				
17	64				
Current Year	Current Year				
17 Prior Year	57 Prior Year				

VISITORS	
This month	To date
9,932	44,953
Current Year	Current Year
13,113	55,098
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
7,239	14,735
Current Year	Current Year
<b>5,362</b> Prior Year	<b>11,630</b> Prior Year

SURVEY RESULTS	
Returned	Score
5	92%
-1 ' A4 -1	2
This Month	Current Month
18	96.7%

SIGNED CONTRACTS	
This month	To date
13	<b>53</b>
Current Year	Current Year
11 Prior Year	<b>56</b> Prior Year

#### **Target Industry Bookings**

• February 27

Medical City Health – February 2020

#### January and February at a Glance

January 2-10 Hilti January 11-12 Las Colinas Bridal Show • January 13-14 **DECA District 7** January 16-19 **Texas Prime Meet** January 16 State of the City January 19-27 Zest Fest January 30-February 2 **AVC Conventions** January 31-February 1 Lone Star Wrestling February 3-7 **RCMA** February 9 Health and Wellness Expo February 12-13 Financial Planning Association of DFW February 14-16 Great American Franchise Expo North Texas Comic Book Show February 14-16 • February 17-22 TX Wine and Grape Growers • February 23-25 Southern Baptists of TX Evangelism Conference

**Apartment Association of Tarrant County** 

cc: Tom Meehan, General Manager, ASM Global

# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 27, 2020

# INDUSTRY REPORTS / BOARD PARTNERS



From: Maura Gast

To: <a href="mailto:ICVBStaff">ICVBStaff</a>; <a href="mailto:ICCStaff">ICCStaff</a> (icc@irvingconventioncenter.com)

Subject: FW: PGA TOUR announcement

Date: Sunday, January 12, 2020 8:18:53 AM

Attachments: image001.png

image003.png image002.png

From: Maura Gast

**Sent:** Sunday, January 12, 2020 8:04 AM **Subject:** PGA TOUR announcement

Late last night, news began to trickle out regarding the article below which is on the front page of The Dallas Morning News today. The PGA Tour has made the decision that the 2020 AT&T Byron Nelson will be the last one held at Trinity Forest Golf Club.

As we said back in 2017, our relationship with the Salesmanship Club of Dallas and Momentous Institute stopped being a "transactional" one many, many years ago. We believe in the cause of better lives for young people and their families everywhere, and the revenues raised by the tournament have made those things possible, each and every day. As the Salesmanship Club and the PGA Tour work to determine how this important event will move forward, please know that every door has remained open here in Irving, and that the conversations and relationships have never stopped. We will look forward to the possibilities this decision will bring and will keep you posted.

# SOUTHERN DALLAS PGA to abandon Trinity Forest Disappointing attendance, weather, revenue mean new home for Byron Nelson in 2021

By CHERYL HALL
Business Columnist
cherylhall@dallasnews.com

After two years of weather setbacks, disappointing attendance and declining financial results, the PGA Tour has decided that the 2020 AT&T Byron Nelson in May will be the last one held at Trinity Forest Golf Club.

The Tour's decision to pull the plug on Trinity Forest, which is just south of downtown Dallas, will end an innovative initiative by the Florida-based professional golfers' touring organization, the Salesmanship Club of Dallas and the private golf club to use the Tour's annual event as a magnet for economic development in the city's southern sector.

Officials of the Salesmanship Club and Trinity Forest gave exclusive interviews to The Dallas Morning News, and the formal announcement will be made Sunday morning.

Trinity Forest was built in 2014 over a toxic landfill. The 18-hole, 72-par course was designed by Bill Coore and Ben Crenshaw of Coore & Crenshaw Inc. as an environmentally sensitive, rugged and natural, links-style championship course.

The city of Dallas owns the land, and the Trinity Golf Club leases it. The Salesmanship Club, through its charitable golf organization, hosts the event wherever and whenever the Tour decides to play it.

Dallas is not a party in the agreements with the Tour but was briefed about the change late last week. The meeting was described by Salesmanship officials as amicable.

Dallas Mayor Eric Johnson said: "We are disappointed to hear the AT&T Byron Nelson will no longer be held at the Trinity Forest Golf Course after this year, but the tournament's departure opens up other potential opportunities to offer more recreational activities to our city's residents and visitors at this southern Dallas asset. We look forward to discussing the course's future with our partners there."

AT&T, which took over the tournament's title sponsorship in 2015, used its clout to get the Tour to move the event to Dallas' southern sector in 2018, leaving the TPC Four Seasons Resort Dallas at Las Colinas, where it had been held for 35 years.

The Tour hasn't decided where the 2021 Nelson will be, but a likely contender is the TPC Four Seasons. PGA Frisco — two championship courses being built by the PGA of America (a separate entity from the Tour), Omni Stillwater Woods and the city of Frisco — won't be finished for three years.

The Tour is exploring other options around North Texas, said Tyler Dennis, chief of operations at PGA Tour. "As the necessary footprint to grow the event continues to expand, collectively, we will be evaluating other facilities in the Dallas area for 2021 to ensure a premium fan experience and allow the Salesmanship Club to continue to do great things through its support of the Momentous Institute."

#### **Protecting Momentous**

Everyone seems to agree that the move is necessary because the substantial loss of revenue has hurt the Salesmanship Club's Momentous Institute, the sole beneficiary of the tournament's net proceeds.

Founded by the club in 1920, the widely lauded nonprofit provides innovative education and therapeutic services for 5,500 children and family members each year. That's more than 100,000 served since its inception.

The Nelson has raised more than \$163 million for Momentous in the last 51 years, making it the most successful charity event on the PGA Tour.

But tournament expenses went up and ticket and sponsorship revenue declined sharply after the move to Trinity Forest. Net contributions to Momentous peaked at more than \$6 million at the Nelson's final Four Seasons event. The 2019 Nelson netted less than half that amount, the club said.

That meant budget cutbacks at Momentous for this academic year.

And that's not acceptable to anyone.

"We all thought this was going to be something that would actually increase revenues," said Mike McKinley, chairman of Salesmanship Charitable Golf of Dallas Inc., which oversees the upcoming 2020 tournament that begins May 4. "The fact that it's gone in a different direction has disappointed everybody involved and is the primary concern.

"The Salesmanship Club's only focus is the Momentous Institute. Our ability to change the odds for kids in the Dallas area and transform the lives of kids and families — most of whom that we serve live in southern Dallas — is more meaningful to us than anything else. That drives everything that we do."

Jonas Woods, co-founder of Trinity Forest, echoed those sentiments: "Most important to all of us is the amazing work of Momentous. We understand the need for this change. We must pivot to continue supporting the services needed by these children and families in our southern sector."

Jessica Trudeau, executive director of Momentous, said she's had to cut expenses while maintaining programs for some of Dallas' most underserved.

"I'm so grateful that the Salesmanship Club and the PGA Tour are thinking about the longterm sustainability and viability of Momentous Institute," she said. "My understanding is that our welfare was a significant factor in forming this decision."

#### Byron would approve

The legendary Byron Nelson was an integral part of the tournament from the time it was created until he died in 2006.

In 1945, Nelson went on an incredible winning streak that will likely stand forever: 18 victories, including 11 straight. The Byron Nelson Championship was the first PGA Tour event to be named for a professional golfer.

"Byron once said that helping people was the best thing that happened to him in golf — better than winning the Masters or the U.S. Open or even 11 in a row," said his widow, Peggy Nelson Jaros. "He dearly loved the game of golf, but he loved the work of Momentous Institute even more. I know he'd support any decision made for the sake of the children and families this amazing charity serves."

McKinley said the club still supports Trinity Forest.

"We absolutely believe that it remains a great, noble cause. And while the Tour has determined that, for its long-term purposes, the tournament should be played elsewhere, we've got other programs in place there. We're going to host other events there that aren't directly related to the AT&T Byron Nelson.

"This isn't the end of the story on Trinity Forest."

Trinity Forest is the home of the SMU Mustangs men's and women's college golf teams. It is also the host location for the Bush Institute Warrior Open, the American Junior Golf Association's Under Armour/Jordan Spieth Championship and a half dozen charity tournaments.

First Tee of Greater Dallas, the Tour's outreach youth program, has its facility next to Trinity Forest's practice complex.

AT&T's sponsorship runs through 2021. If the communications giant is upset about uprooting the tournament, it isn't saying so publicly.

"We were proud to answer the call and step up to help the community five years ago by becoming the sponsor of the Byron Nelson tournament because it benefits thousands of local kids and family members," an AT&T spokesman said Friday. "Our commitment to the community and the tournament continues today."

#### Heat and mud, oh my

So what went wrong?

Severe weather for starters: a record heat wave on a shadeless course in 2018 and unrelenting, miserably cold rain in year two.

The course didn't flood, but the area immediately surrounding it did. This created an insurmountable logistical problem because vehicles used to move supplies and to shuttle spectators were forced to share the cart paths with 50,000 spectators who were trying to watch golf.

"Having all of that co-exist on cart paths is impossible," Woods said. "We realized last year that losing a very important artery of infrastructure because of weather creates a problem from a safety and an operations perspective. That's just one of several problematic things that the weather pointed out."

The road along the course boundary is in an environmental area protected by the U.S. Army Corps of Engineers, so it can't be raised high enough to keep it from being submerged.

The course is covered by a two-foot cap of clay to keep toxic materials from oozing out. That cap can't be penetrated, which meant that it was much more expensive to anchor temporary venues than it was at TPC Four Seasons.

#### **Player holdouts**

A Tour spokesman declined to say whether player resistance contributed to the decision.

But the Nelson at Trinity Forest took a beating in player and spectator social media posts for its lack of parking and shade.

Only four of the top 20 players in the world competed there in 2018 and just two last year. Both tournaments were won by first-time winners who haven't won again. The final Nelson at the TPC Four Seasons had nine of the world's top 20 players, including four of the top six.

One group the links-style Trinity Forest course did attract: talented international players, many of whom didn't play the event at TPC Four Seasons.

But despite a vow from Dallas resident and Trinity Forest member Jordan Spieth to do his best to recruit his friends to play in the event, the Trinity Forest-era Nelson tournaments struggled to attract high-profile American golfers.

One particularly hard knock came from fan-favorite Matt Kuchar, when he played in 2018. "If you don't have anything nice to say, don't say anything at all," Kuchar told The Golf Channel after his first round.

After his second round, Kuchar said, "I'm mostly disappointed with myself that I probably let my dislike of the golf course affect my performance. As a professional, if they put 18 holes in a field and tell you this is where the tournament is, you go figure out how to play it."

He did not return in 2019.

"We expected the fields to get better and they did not," Woods conceded. But he attributes that to other factors, not the course. "The vast majority of the players — like the 90-plus percentile — thought the golf course was fantastic. But the other inconveniences with the location, the infrastructure and amenities weren't ideal."

In its latest rankings, Golf Digest named Trinity Forest the sixth-best course in Texas.

Changing the date of the Nelson to the week before the PGA Championship meant that some players were resting, Woods said. "The fields before the PGA Championship are always weaker than the average field on tour."

#### Stemming the tide

McKinley said the club has learned to control costs but hasn't been able to offset the continuing drain in ticket and sponsorship revenue. So far, revenue is tracking lower than last year.

"We're trying things to turn that around," said the co-founding partner of law firm Shackelford Bowen McKinley & Norton LLP.

For many people, watching golf at the Nelson is secondary to people watching and socializing. Attendees were used to convenient parking and the ability to finish the day with an evening meal at a hip nearby restaurant in Las Colinas.

Google eating places near Trinity Forest, and you get a handful of small restaurants offering comfort food.

So the club is paying more attention to on-course entertainment value.

The main pavilion last year was sponsored by the Katy Trail Ice House. "It was great. It was

packed at all times," McKinley said. "This year, we're doing even more. It's like, 'OK, Dallas, we heard you. Here's what's coming next.'

"While that might further impact the bottom line this year, the Salesmanship Club is determined that this 2020 tournament will be a grand finale for Trinity Forest. Those people in Dallas who haven't had the great experience of seeing this awesome golf course need to come out and see the tournament."

And he's praying for sunshine — just not too much of it.

"The object of a new year is not that we should have a new year, it is that we should have a new soul." GK Chesterton

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# The Las Colinas Herd

The "Las Colinas Herd", as they are warmly called, are back and bigger than ever! The Las Colinas herd are the lighted reindeer that graze at Island Greens during the holidays. This year they are accompanied by light wrapped trees and more reindeer. Twenty new deer have been added to make a total of thirty-eight deer, including Rudolph who is easily identified by his bright red nose. Eighty trees have been wrapped and can be seen at the E.O. Perry Flower Clock, the intersection of Highway 114 and O'Connor, and Island Greens. Over 150,000 individual lights have been installed in these areas.

The herd was started by the Las Colinas Land Limited Partnership in 1992 and eventually taken over by Las Colinas Association (LCA) in 1998. Eighteen reindeer were originally around the Flower Clock when the Las Colinas Land Limited Partnership started the herd. They were moved to Island Greens as they expanded and then took a hiatus for a few years because of construction on Highway 114. The construction caused Island Greens to have no electricity, so the deer were moved to the LCA headquarters for a while. The herd returned in 2018 and are here to stay! Grab your family and go enjoy the beautiful lights put up by LCA.

#### LCA DEPARTMENTS

#### **Community Relations & Marketing**

LCA Community Relations & Marketing
Department serves as a liaison between the
Association, its membership, subgroups of
the membership and various community, civic
cultural and municipal entities. Our team
strives to stay in the know about new offerings
such as restaurants, stores, homes and
apartments, as well as community news.

Community photographs, videos, hosting events, trivia contests, web design, publishing and newsletter and restaurant guide and digital marketing are just some of the functions this department performs. They also attend trade shows, ribbon cuttings, events, mixers, and host staff engagement activities.

When it comes to event planning, this team is responsible for planning LCA's annual signature Charity Bowl-A-Thon that benefits a different non-profit each year. Each spring, teams, and attendees gather at PINSTACK-Las Colinas for a night of bowling, spectating, raffle drawings, food, drinks and fun. Teams compete for awards: Most Team Strikes, Most Team Gutter Balls, Best Team Shirts and Highest Individual Score. All donations and proceeds from the event registrations and raffle tickets go to the selected charity.

The Community Relations & Marketing team maintains several great print and digital resources for community members to get information on events, new businesses, ribbon cuttings, grand openings, venues, live music, outdoor activities, LCA news, and ways to experience Las Colinas.

Las Colinas Community Event Calendar – an online calendar that includes 5ks, happy hours, concerts, farmers markets, charity events, festivals, expos, conventions, trivia events, wine tastings, cultural events, city events and more can be found here at LasColinas.org/events/.

**Restaurants of Las Colinas Guide** – a print guide, with 200+ Las Colinas restaurants, that is updated quarterly and mailed to our members. Looking for a pet-friendly restaurant with a happy hour? Download Restaurants of Las Colinas at LasColinas.org/community

Las Colinas Life Blog – read about special experiences that you can only have here! Las Colinas Life will give you ideas on how you might spend your time in Las Colinas. LasColinas.org/community/life/

**Spirit of Las Colinas Newsletter** – a bi-monthly community newsletter mailed to members. You can expect to see information on area events, new restaurants, construction updates, business profiles, and non-profit features. Downloadable at LasColinas.org under 'News'.

@LasColinasTex - our social media handle for Facebook, Instagram and Twitter. This is the quickest way to stay up to date on ribbon cuttings, new restaurants, association news, events, community news, and construction. Connect with us to participate in monthly trivia contests and win our elaborate trivia bag.

#### OTHER THINGS TO KNOW

LCA's Community Relations & Marketing Department loves hearing from followers, fans and members about Las Colinas. If you have a story idea, photo, or suggestion that you'd like to share, email them at liaisons@lascolinas.org or directly message them via Facebook, Twitter or Instagram.

#### **COMMUNITY EVENTS**





#### Zestfest 2020

Zestfest 2020, the hot sauce expo will be held at the Irving Convention Center on January 24th-26th. The festival will feature celebrity chefs live music, interactive contests and food samples. Visit https://zestfest.net/ for more details!



### Groundhog Weekend at The University of Dallas

Groundhog Weekend at the University of Dallas will be held Thursday, January 30 through Saturday, February 1st. Called the 2nd largest celebration of Groundhog Day, the festivities will include a Champagne Breakfast, Powderpuff and Rugby games, and the Party in the Park! For ticket information, go to www.udallas.edu or call 972-721-5000.



#### Martin Luther King, Jr. Observance

There will be a Martin Luther King, Jr Observance at the Irving Arts Center on January 19th. This event is free and celebrates the life and achievements of Dr. King.



#### The Las Colinas Bridal Show

Getting married? The Las Colinas Bridal show is coming to the Irving Convention Center on January 12th! Attendees can anticipate a fashion show, new wedding trends, door prizes and more. Call (972) 713-9920 for more information.

#### **EVENT DATES**

Zestfest 2020

Friday, January 24th to Sunday, January 26th

Groundhog Weekend at the University of Dallas

Thursday, January 30th to Saturday, February 1st

Martin Luther King Jr. Observance

Sunday, January 19th

Las Colinas Bridal Show

Sunday, January 12th

### **LCA NEWS**



#### Safety

Holiday fun can be ruined quickly by Grinches that are out to steal your joy as well as your property! Make your holiday celebration one to remember for all the right reasons by following these safety tips:

**Property Theft** - Keep things out of the view! Don't leave packages where they can be seen. It only takes seconds to break into a vehicle, walk into an open garage or lift that package off your porch! Hide your items, keep your garage shut and have packages delivered to the office or scheduled for when you are home with a required signature.

**Stay in the Light**—When you're out shopping or meeting up with friends, park and walk in well-lit areas. Thieves prefer to work where they are not on display.

**Do Not Advertise Vacations or Purchases**— Going out of town for the holidays? Tell a trusted neighbor or friend; do not post it to your social media! You can always post your awesome pictures when you get home, as your friends may not be the only ones "liking" your photos! Have your mail held and put some lights on timers to give your home a lived-in look. When going out of town, you may notify LCA security for patrol to keep an extra eye out while you are away. You can contact LCA's Security Services at 972-541-2345. You may also consider completing a "Vacation Watch Form" with the Irving Police Department online at their website: https://www.cityofirving.org/884/Vacation-Watch

Lastly, dispose of holiday packaging in a way that does not advertise the new gifts now in your home!

Arm Your Alarm When You're Out and Check Your Cameras— Alarms and camera systems are great when used! If your alarm system is monitored by LCA, call Dispatch and test your system at (972-541-1312) to make sure it is working as it should. Considering adding cameras, smoke detectors or having your alarm system serviced? 'Tis the season to schedule! Need some help with the holiday security planning? Use LCA's Security Services as your member resource; safety@lascolinas.org or 972.541.2345.

Have a happy and safe holiday season!



100 Royal Lane

# Property of the Month

#### **HOURS**

LCA offices will be closed on Tuesday, December 24th and Wednesday, December 25th. LCA office will also be closed at noon on Tuesday, December 31st, the day of January 1st, and resume normal business hours on Thursday, January 2st. Happy New Year!

#### ARCHITECTURAL CONTROL

Want to stain your fence a different color? Make sure to fill out and an ACC submission first. The ACC submission form can be found on our website at https://lascolinas.org/architectural-control/. For questions, email plans@lascolinas.org.

#### PROPERTY COMPLIANCE

We are approaching the shortest period of daylight and the longest night of the year, Saturday, December 21st. If you notice any commercial building lights or parking lot lights that are out, please report them to Property Compliance at 972-541-2345 or email compliance@lascolinas.org.

#### **COMMON PROPERTY**

Fishing is prohibited at Lake Carolyn, Rochelle Park, Old Rochelle Park, Lago de Claire, Rosita Park, Pea Patch Lake and Wingren Park. Hooks attached to lines have been found around waterways in Las Colinas which pose a threat to wildlife, domestic animals and humans enjoying the parks. Help protect the beauty and safety of our LC lakes and waterways. Please call Las Colinas Security at 972-541-1312 to report fishing in Las Colinas.

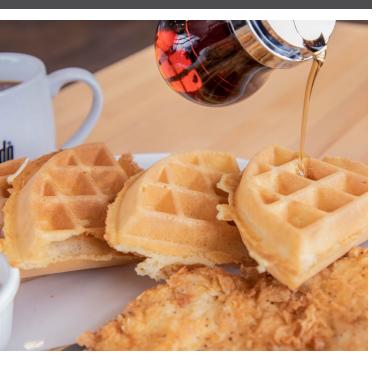
## LAS COLINAS LIGHTS







#### **EXPERIENCE**





#### **Comfort Food**

The weather has turned cold which means the slow cookers and Dutch ovens have fired up. The scents of classic comfort food waft through the air; soups, chili, fried chicken and everything that warms your insides and fills your heart with nostalgia. Las Colinas is home to over 200 unique restaurants, but which has fantastic comfort food? We turned to our Facebook fans and the resounding answer was Jam + Toast.

Jam + Toast is a cozy café located at 3351 Regent Blvd. They opened last December to much praise. Breakfast and lunch is served from 7 a.m. to 2:30 p.m.; perfect for early risers and those who like to catch some extra Zs. The interior decor is modern but laid-back and the staff are responsive, never letting your coffee cup get below half full.

We asked our Facebook followers what menu item was the most coveted and the top recommendation was chicken and waffles. What can be more comforting than crisp fried chicken and a buttery waffle? Jam + Toast's chicken and waffles come with four waffle triangles, a hearty portion of fried chicken breast, cream gravy and maple syrup.

Want to know more, check out our blog at LasColinas.org/community/life

The fried chicken is perfectly golden brown with the right amount of crunch. The inside is not dry and cooked just right. Seasoned to delight your taste buds, the breading coats the chicken with the perfect amount of spice and goes well with the cream gravy. The waffles are a wonderful sweet companion to the salty fried chicken. As waffles melt in your mouth, you are reminded of a childhood ice cream cone.

To accompany this delectable dish, I recommend a hot cup of coffee, sure to warm anyone up on a cold day. Their coffee is not run of the mill coffee, they serve Segafredo brand coffee straight from Italy. A sip will transport you to Rome with silky, rich chocolate notes and an almond finish. Both hazelnut and regular cream are available to dress your coffee.

If you are looking for good, down-home comfort food, Jam + Toast is the place to go! Indulge yourself in their mouthwatering menu and take some extra time to sip their coffee while enjoying the company friends.



3838 Teleport Blvd. Irving, Texas 75039-4303







**RESTAURANT GUIDE**Download at LasColinas.org



Search "Weather Link" in Apple App store or Google Play store



**STORY SUGGESTIONS**Email us at liasons@LasColinas.org



LasColinas.org liaisons@LasColinas.org 972-541-2345



Find our Las Colinas event calendar at LasColinas.org/events



# IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 27, 2020

# ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



The New York Times | https://nyti.ms/2teUp1w

### Oyo Scales Back as SoftBank-Funded Companies Retreat

The Indian hospitality start-up is losing hotel rooms and has stepped back from more than 200 cities as part of a broader pullback by firms financed by SoftBank.







By Vindu Goel, Karan Deep Singh and Erin Griffith

Published Jan. 13, 2020 Updated Jan. 14, 2020, 12:22 a.m. ET

MUMBAI, India — Oyo, once one of India's fastest-growing tech start-ups, is now rapidly scaling back.

In recent weeks, Oyo, a budget hospitality company, has pulled out of dozens of cities, cut thousands of hotel rooms, started laying off employees and slashed other costs as it faced pressure from its biggest investor, the Japanese conglomerate SoftBank, to curb vast operating losses.

The retreat has been swift and sweeping. In India alone, Oyo has lost more than 65,000 rooms — or about a quarter of what it had offered to travelers — since October, according to internal data from current and former employees that was reviewed by The New York Times. This month, Oyo also stopped selling rooms in more than 200 small Indian cities, according to company documents and one current employee and one former employee.

The moves come on top of more than 2,000 layoffs around the world, which Oyo began rolling out last week, according to six current and former employees. Before the cutbacks, Oyo had about 20,000 employees in 80 countries.

Oyo said some of the data obtained by The Times was inaccurate but declined to be specific. In an email to employees on Monday, Ritesh Agarwal, the company's chief executive, said Oyo was focused on sustainable growth and profitability — which meant layoffs.

"Unfortunately, some roles at Oyo will become redundant as we further drive tech-enabled synergy, enhanced efficiency, and remove duplication of effort across businesses or geographies," he wrote in the email.

The Economic Times, an Indian publication, first reported in December that job cuts at Oyo were coming.

Oyo's actions are part of a broader pullback by start-ups funded by SoftBank. Armed with a \$100 billion fund known as the Vision Fund, SoftBank has shoveled money into start-ups across the globe in recent years. That has given many young companies fuel to expand, often with little thought for profit.

Last year, some SoftBank-funded start-ups began running into trouble — most notably WeWork, the office space company, which failed to go public when investors began questioning its losses. WeWork ultimately ousted its chief executive and slashed its valuation to less than \$8 billion from \$47 billion.

WeWork's fall led to questions about other start-ups that SoftBank had financed and whether those young firms could make money. Last month, the dog-walking service Wag underwent several rounds of layoffs before SoftBank sold its shares at a loss. The construction startup Katerra, another SoftBank-funded company, also cut its staff.

This month, layoffs have gathered momentum at start-ups that SoftBank had invested in. The South American delivery service Rappi and the San Francisco car-sharing start-up Getaround said they were laying off employees. Zume, a company that used robots to make pizzas and had been valued at \$2 billion, cut more than half of its work force. It also stopped making pizzas.

Some investors and start-ups said they were now approaching SoftBank's Vision Fund cautiously — or, in some cases, avoiding it altogether.

"We have advised almost all of our companies to steer clear," said Josh Wolfe, an investor at the venture capital firm Lux Capital who has been critical of SoftBank's strategy. "Everyone else was fearful to say the emperor had no clothes."

SoftBank declined to comment on Oyo and other start-ups in which it has invested.

Mr. Agarwal founded Oyo in 2013 to organize India's small independent hotels into a chain. The company markets rooms online and takes a cut of each stay. Mr. Agarwal, who has become a business star in India, has said he aspired to make Oyo the world's largest hotel chain by 2023, displacing Marriott.

But as Oyo tried to expand globally, in part pushed by SoftBank, it spent heavily on incentives to attract hotel owners and customers to its site. That resulted in losses in India, where Oyo has said it will lose money through at least 2021.

Masayoshi Son, SoftBank's chief executive, began investing in Oyo in 2015. SoftBank and its Vision Fund now own half its stock. While Mr. Son has called Oyo a jewel of his fund and urged it to grow quickly, he has since changed his stance.

As Oyo's losses have mounted, senior leaders at the company have told employees that SoftBank had demanded that it become profitable on a basis known as EBITDA — earnings before interest, taxes, depreciation and amortization — by mid-2020, according to current and former employees.

In another sign of SoftBank's shifting position, Yahoo Japan, which is half-owned by SoftBank, pulled the plug in November on a Japanese apartment-rental venture with Oyo. Most of the Oyo employees involved in the Japan venture have been laid off or relocated, current and former employees said.

Oyo faces other troubles in India. On Friday, the Indian income-tax authorities visited the company's headquarters just outside New Delhi, requesting reams of documents. The tax department and Oyo said the government was examining whether the company was properly withholding and remitting income taxes on payments to vendors.

The Times reported this month that Oyo had offered thousands of unlicensed hotel rooms and sometimes offered free rooms to government officials to deter enforcement. The Times also described how some Oyo employees worked together to commit fraud against the company.

In his email on Monday, Mr. Agarwal said the behavior described by The Times would violate the company's code of conduct. "We take all the allegations very seriously and are looking into each and every one," he wrote.

To stem losses, Oyo has also cut back on staff and supplies such as mineral water and cleaning fluids in the hotels it runs itself, according to the current and former employees. Oyo staff members managing some of the hotels have been instructed to save more money on electricity bills by switching off lights, elevators and even boilers for hot water, they said.

Morale has plummeted among thousands of Oyo workers globally, current and former employees have said.

Prabhjeet Singh, an Oyo business development manager who left the company in September, said employees who criticized the company ran a greater risk of losing their jobs.

"It's a culture of silence," he said.

Oyo's reputation has deteriorated so much in India that other employers are reluctant to hire its former workers, said Mr. Singh, who has been unable to land another job.

"They look at me as if I've done a crime working at Oyo," he said.

Vindu Goel reported from Mumbai, Karan Deep Singh from New Delhi and Erin Griffith from San Francisco.

Vindu Goel, a reporter based in Mumbai, India, covers the impact of technology on South Asia's economy and culture. He previously reported on technology and social media from San Francisco. He joined The Times from The San Jose Mercury News in 2008. @vindugoel • Facebook

Karan Deep Singh is a reporter based in New Delhi, India. He covers business and technology in South Asia and contributes to The Times's visual journalism from the region. @Karan Singhs

Erin Griffith reports on technology start-ups and venture capital from the San Francisco bureau. Before joining The Times she was a senior writer at WIRED and Fortune. @eringriffith

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