



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

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

**Irving Convention Center
First Floor Boardroom
and Video Conference**

500 W. Las Colinas Blvd.

(Lunch Served 11:15 a.m.)

**AMENDED
AGENDA**

**Irving Convention and Visitors Bureau Board of Directors
Irving Convention Center
First Floor Conference Room
And Video Conference
500 W. Las Colinas Blvd.
Irving, Texas 75039
Monday, July 27, 2020 at 11:45 AM**

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on July 27, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available. The phone numbers to sign-in and participate are 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free) or online at <https://us02web.zoom.us/j/88128607920> Meeting ID: 881 2860 7920.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for June 22, 2020
3. Accepting the Irving Convention Center Financial Report for June 2020
4. Accepting the ICVB Financial Report for June 2020

Individual Consideration

5. *Recommendation to City Council Regarding 2020 Bond Election

Reports

6. COVID-19 Update
7. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - Next Executive Committee Meeting – August 21, 2020
 - Next Board Meeting – August 24, 2020
8. Board Committee Reports
 - a. Board & Business Development – Debbi Haacke
 - Meeting Recap – July 17, 2020
 - Next Meeting – September 11, 2020
 - b. Community Engagement – Bob Bourgeois
 - Next Meeting – October 13, 2020
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 4, 2020

AGENDA - Continued

9. *City Reports

- a. Council Liaison – Councilman John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
 - Update on Short-Term Rental Occupancy Tax Collections
 - Update on Quarterly Hotel Tax Collections

10. Bureau Monthly Management Reports

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

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

12. Industry Partner Reports

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

13. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**XIRVING 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	X	X		X	X	X			
KAREN COOPERSTEIN	X	X	X	X	X		X	X	X			
KIM ANDRES	=	=	X	X	X		X	X	+			
BOB BETTIS	X	X	X	X	X		X	X	X			
BOB BOURGEOIS	X	X	X	X	X		X	X	X			
BETH BOWMAN	X	X	X	∅	X		X	X	X			
JO-ANN BRESOWAR	X	+	+	X	X		X	X	X			
DIRK BURGHARTZ	+	+	+	+	+		X	+	X			
DAVID COLE	X	+	X	X	+		X	X	X			
HERB GEARS	=	=	X	X	X		X	X	X			
DEBBI HAACKE	X	X	X	X	X		X	X	X			
TODD HAWKINS	X		X	X	X		X	X	X			
CHRIS HILLMAN	X	X	X	+	X		X	X	X			
JULIA KANG	X	X	#	X	X		X	X	X			
JACKY KNOX	+	+	X	∅	∅		∅	∅	∅			
CLEM LEAR	X	X	X	X	X		X	X	X			
KIM LIMON	X	X	X	X	X		X	X	X			
GREG MALCOLM	X	X	X	X	X		X	X	X			
RON MATHAI	X	X	#	+	X		X	+	+			
HAMMOND PEROT	X	X	X	X	X		X	X	X			
DAVID PFAFF	X	X	+	+	X		X	X	X			
JOE PHILIPP	X	X	X	X	X		X	X	X			
MICHAEL RANDALL	X	X	X	X	+		X	X	X			
MICHAEL RILEY	+	#	X	X	X		X	X	X			
JASON WU TRUJILLO	=	=	=	=	=		X	X	X			
‡ COUNCILMAN JOHN DANISH	X	X	X	X	X		+	+	+			
JOE MARSHALL	X	X	=	=	=		=	=	=			
JUDY PIERSON	X	X	=	=	=		=	=	=			
KAREN RILEY	X	#	=	=	=		=	=	=			

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

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

‡ - COUNCIL LIAISON

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 27, 2020**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
JUNE 22, 2020

Attendance: Rick Lindsey – Board Chair; Karen Cooperstein – Board Vice Chair; Bob Bettis, Beth Bowman, Bob Bourgeois, Jo-Ann Bresowar, Dirk Burghartz, David Cole, Herb Gears, Debbi Haacke, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, David Pfaff, Joe Philipp, Michael Randall, Mike Riley and Jason Wu Trujillo – Board members; Mayor Rick Stopfer, Councilman Kyle Taylor and Mayor Pro Tem Oscar Ward– City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders and City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White - ICVB; Dallas Burke, representing Jacky Knox/DCURD.

Board Chair Rick Lindsey called the meeting to order at 11:49 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. He inquired if there were any citizen comments; there were none. Lindsey asked the Board to join in a moment of silence for former ICVB Board member Mike Barns and family.

CONSENT AGENDA

- Approving ICVB Board Minutes for May 18, 2020
- Accepting the Irving Convention Center Financial Report for May 2020
- Accepting the ICVB Financial Report for May 2020

Lindsey asked for a motion to approve the May 18, 2020 ICVB Board meeting minutes. Board member Debbi Haacke made a motion to accept and Board member Jo-Ann Bresowar gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the ICC Financial Report for May 2020. Board member Joe Philipp made a motion to accept and Board member Bob Bourgeois gave a second. With no opposition, the motion passed unanimously.

Lindsey asked for a motion to accept the ICVB Financial Report for May 2020. Philipp made a motion and Board member Clem Lear gave a second. With no opposition, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

- Approving 2020-21 ICVB Budget and Marketing Plan
- Approving Irving Convention Center Capital Improvement Plan
- Accepting Year-2 Update to the ICVB Board 2018-21 Strategic Plan
- Accepting the Destinations International Code of Ethics

Executive Director Maura Gast gave an overview of the 2020-21 ICVB Budget and Marketing Plan and noted a copy of the plan is available on the Board portal for review. She reported the plan was presented

in detail at the June 19 Executive Committee meeting with good discussions. She acknowledged the hard work and persistence of the ICVB Marketing and Communications team and ICVB Director of Accounting Marianne Lauda in getting the plan document produced. She also thanked City Manager Chris Hillman and Chief Financial Officer Jeff Litchfield for their partnership and support. ICVB and ICC will go into next fiscal year hypercautious with cash flow weighing heavily and will be projecting as best as possible based on a lot of unknowns. Monthly revenues will be reviewed, and expenses adjusted accordingly.

Bresowar congratulated the team on good work for a budget that will be very tight. Board Vice Chair Karen Cooperstein asked if the Hotel Occupancy Tax Collections come in higher than anticipated where will funds be allocated. Gast replied the Business Incentive Development Plan would be a considered first, followed by paid advertising and sales travel.

Lindsey asked for a motion to approve the 2020-21 ICVB Budget and Marketing Plan. Philipp made a motion, and Cooperstein gave a second. With no opposition, the motion was unanimously approved.

Lindsey asked Board member David Cole for an update on the restaurant industry. Cole reported the Texas Restaurant Association staff is constantly going to bat for restaurateurs and receiving support from the Governor and his staff. Beginning June 12, the occupancy limit is 75% for restaurants that have less than 51% gross sales from alcoholic beverages. If over that percentage, they will be considered bars and cannot exceed 50% occupancy. Restaurants are following guidelines for six-foot barriers between seating groups. He reported new restaurant El Sombrero closed permanently during the pandemic and Champps could be closed and property for sale. The Texas Restaurant Association Marketplace Food Show is postponed until August 16.

Gast presented an overview of the ICC Capital Improvement Plan.

Key Goals:

- Protect guests and employees.
- Maintain and increase customer satisfaction.
- Extend life of mechanical systems.
- Enhance appearance and thus revenues.

Project Priorities:

- Health & safety requirements.
- Mechanical systems.
- ROI/Revenue enhancement.
- Customer environmental & aesthetic benefits.
- Respond nimbly to emergencies and achieve & sustain a minimum balance of \$1.3 million in this fund. She further reviewed the monetary breakdown of the fund.

Lindsey asked for a motion to approve the ICC Capital Improvement Plan. Bourgeois made a motion to approve, Cooperstein gave a second. With no opposition, the item motion was unanimously approved.

Gast presented an update for Year2 to the ICVB Board 2018-21 Strategic Plan.

- Advocate for Destination Development.
 - Worked on proposal for return of Byron Nelson Tournament.
 - Several Board members served on the Citizen Bond Advisory Taskforce.
 - Encouraging support for City Parks and Rec Department to bring events to Irving.

Enhancing Visitor Experience

- Just started conversations on R-AB Zoning and will reconvene when Destination Development Committee meets again.
- Enhance Community Awareness and Appreciation of Irving as a Visitor Destination.
 - Celebrate the Culture of the City through supporting local artists. Determined it was more appropriate as a role of the Arts & Culture Department.
- Strategy to Encourage Residents to be Brand Ambassadors.
 - Key component was city bus tours that were canceled during National Tourism Week and will revisit at a later date as a new plan is developed.
- Increase Irving's competitiveness in the Marketplace.
 - Pursue legislation to develop a Tourism Public Improvement Plan. Completed at State level and opposed legislation that destruction to Irving's economic liability and economy.
 - Evaluate "Board Development" Committee Title to more accurately reflect its Total Focus.
 - Board and Business Development Committee.

Gast stated the updates to the Strategic Plan must be about resilience and will be needed for both short-term and long-term. Travel and group gatherings will likely be fundamentally changed. Reserves will need to be rebuilt, loans repaid, ICC will still need a subsidy and other funding sources (TPID) will need to be pursued.

Cole stated the Bond election in November, or May 2021 if delayed, could help and assist with everyone becoming like-minded. It was agreed to add an agenda item to the June Board and Business Development Committee regarding the role the ICVB Board plays in support to the City for their conversation in Bond election. City Manager Chris Hillman added the City Council will be discussing the Bond election at the budget retreat and will make a decision by August on proceeding with the November election or delaying. Councilman Kyle Taylor added Board members should reach out and not delay in those conversations. Gast noted the Board will also reach out on Board transitions.

Lindsey asked for a motion to accept the Year 2 Update to the ICVB Board 2018-21 Strategic Plan. Lear made a motion, and Board member Debbi Haacke gave a second. With no opposition, the motion was unanimously approved.

Gast noted the Destinations International Code of Ethics and the Board assurance to follow the best practices and ethical practices are required to maintain Accreditation for the ICVB. She gave an overview of The Code of Ethics and noted it is also included in the 2020-21 Marketing Plan and Budget.

Lindsey asked for a motion to accept the Destinations International Code of Ethics. Cooperstein made a motion, Haacke gave a second. With no opposition, the motion was unanimously approved.

BOARD REPORTS

Lindsey noted the next Executive Committee meeting is scheduled on July 24 and the Board meeting on July 27. Both will likely be video conferences.

BOARD AND BUSINESS DEVELOPMENT

Committee Chair Haacke gave an overview of the Committee's June 12 meeting. She thanked Chief Financial Officer Jeff Litchfield for his time and expertise on the Hotel Occupancy Tax Collections subject. Discussion was held on bringing the City's Ordinance in line with the State mandate for collections. The primary change is how interest is calculated on non-payments. A change to monthly rather than quarterly payments will assist the City and ICSV in cash flow demands. Assuming City Council approval, the change will launch in the new fiscal year, starting October 1. City Finance Director Bret Starr also attended and presented updates on the proposals from vendors for data collection on short-term rentals in Irving. She thanked him for allowing the ICSV to have input on that process. The cost for the project is under \$50,000 and once a vendor is chosen, the project can quickly move forward. The Committee will meet again in July and discuss Board transitions over the next two years and said any input from the Board would be appreciated. The TPID is on hold at this time. Legislative discussion was brief and included a study by Ray Perryman on economic impact of inclusive legislation in Texas business. Haacke encouraged all to read the study.

Lindsey asked Omni Mandalay General Manager Nydia Hoskins for her report at this time. Hoskins reported the Omni Mandalay is excited to re-open this week and lobby renovations are 90% complete. There has been a great response so far to the new look. The lobby and restaurant will be open, followed by the coffee shop and pool. The hotel has been able to share some employees and keep them working; 35% of the Omni Mandalay staff has returned. There will be an introductory event for the newly renovated hotel to the public and neighborhood and encouraged everyone to attend.

COMMUNITY ENGAGEMENT

Committee Chair Bourgeois noted the Community Engagement Committee held its last meeting on March 10. He noted there are no High Spirited Citizen nominations holding at this time. The next Committee meeting will be on September 13.

DESTINATION DEVELOPMENT

Committee Chair Greg Malcom reported the next Committee meeting is scheduled for August 4.

CITY REPORTS

Mayor Rick Stopfer reported:

- Attended a meeting with the Dallas-Fort Worth Airport and discussions on expanding with an additional runway and working closely with them on the Federal Transportation Bill.
- DART is also looking to utilize dollars from not only Transportation Bill, but also COVID relief. Two totally different streams with different requirements. DART is experiencing tremendous downturn in ridership; down 65% and the TRE is down 70% with 1,100-1,200 people a day. Both entities are trying to survive during this time.
- Construction continues at a pretty good pace, single family homes and apartment construction growth continues, as well as airport warehousing growth.

- Meeting regularly with Dallas County Judge Clay Jenkins on COVID-19 and weekly meeting with Governor Abbott and Texas Mayors.
- Restaurants are complying with mask requirements and social distancing. The City is working through the challenges as businesses start to reopen.
- He stressed the City is fortunate to have Irving Police Chief Jeff Spivey and Irving is way ahead of others in public opinion of the police force. There was one protest recently but was done well and had no incidents.
- He gave a shout out to Mike Riley and Live Nation for reopening The Pavilion with guidelines in place.
- Continue to look at legislature and budgeting – two issues: property and sales tax.
- Unemployment numbers in Irving higher than anywhere in the State or Country. Several companies are moving or downsizing, but staff is doing an outstanding job through this challenging time.

Mayor Pro Tem Oscar Ward thanked the Board and Executive Committee for the updates and stated he appreciates knowing the challenges the ICVB and ICC face going into the budget retreat. Discussions on the Bond election will be important, and he agrees with Councilman Taylor's comments to call on Council members with thoughts and input.

Councilman Taylor reported discussions are being held with the Special Events Department on outdoor activities, including the July 4th celebration, offsetting costs and driving citizen attendance. These events are important to lift spirits during this time. The Parks Board will be more active in helping make decisions and learn the process to be better allies with the City. Sharing new ideas is always encouraging and helpful. It is important City Council hears from the ICVB on the budget and the important part it plays in selling and marketing of the City, including saving \$745.00 to citizens on their taxes annually. The ICVB has been playing a major part in the City and it is time to help step up the partnership and have the tools needed to sell the City. He thanked the ICVB staff for their hard work in these efforts.

City Manager Chris Hillman reported:

- Irving Police Department and Chief Spivey has great interaction with the community and has worked for years to put together special programs, including the Family Advocacy program and mental health unit.
- Re-opening of the City has begun: City Hall, libraries have limited service, some recreation centers and indoor pools are open, outdoor pools are still closed, water park is open on weekends.
- Sales and property taxes have been reported up and down: March the State was down 13%, Irving down 19%, compared to April State down 11% and Irving down 1.5%, May is unknown at this time.
- July 4th parade and fireworks are canceled but will be holding a virtual event on ICTN with a video party, starting at 8:30 p.m.
- Heritage Park renovations are continuing – fencing, landscaping, food truck area and complemented by Levy Park for large events.
- Infrastructure bids are coming in under estimate by 30-40% and saving in excess of \$4 million.
- The Assistant City Manager position has been filled with the hiring of Orlando Sanchez who comes from Las Vegas with 32 years of experience. Sanchez will be joining the City on June 29.

MANAGEMENT AND STAFF

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Trying to conduct business as usual – 3,000 rooms booked last week. Things are moving forward safely and slowly.
- Hotels are half-staffed at best and information is slow coming.
- The Sales team is at 93.7% of their year-to-date goal and still thinking positive. Next year will be the big reset.
- Senior Convention Services Manager Wendy Foster compiled speakers and Gast was moderator on a webinar for the Association market. The conversation was about virtual meetings, in-person meetings, and force majeure. Foster is working on a second webinar focused on Corporate clients and is looking for a sponsor.
- The sales team activity report is included in the packet. In May accounts and contacts were updated, sales calls requested, and 11,404 updates were made to the database.
- Fojtasek is optimistic about coming back to the office. In the meantime, the sales team has a virtual weekly meeting.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Advertising has been paused since the middle of the March through September 30.
- Blog posts are the strongest with a 43% increase from last year.
- Major emphasis on social media channels with daily content.
- Working on a Staycation campaign.
- PR analytics are doing well and received a lot of coverage from StaffMeals.
- Sentiment analysis from Simpleview and may be something to share in depth with Destination Development Committee and future Strategic Plan item.

Assistant Executive Director Susan Rose reported:

- AirBNB report: April shows 469 available listings, a 29.6% increase. Occupancy Rate is at 60% and Daily Average Rate is \$182.00.
- Hotel Avg Daily Rate \$106.62 increase over 27% and Occu 61%.
- Administration Team update:
- Budget and cash flow projections.
- Computer files moving to One Drive is in process.
- Integrating Teams through Microsoft Office 365 and ease communication efforts.
- Continuing to work on the ICVB / ICC Return to Work Plan.
- Administration Department is meeting via Zoom weekly.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- Continuing to work on the Return to Work plan.
- There is a wedding scheduled in the building over the weekend with 250 guests in the Grand Ballroom.

- Two smaller events scheduled in July, 7-9 potential events in August, several still on the books in September. Business is ramping up slowly.
- Spending considerable amount of time working on Venue Shield Phase Six protocol. It is a building specific toolbox in partnership with several national companies across the country with ASM facilities. Venue Shield can be used as criteria for the Global Biorisk Advisory Council (GBAC) certification.
- Purchasing equipment to clean and sanitize the building and all the pieces needed to allow people and employees in the building in a safe manner.
- Meeting with chemical suppliers for supplies and equipment and finding product is difficult to get at the moment.

Director of Sales Matt Tungett reported the ICC Sales team is focused on being creative and the best way to move events forward and keeping booking while maintaining relationships.

HOTEL INDUSTRY

Malcolm reported on the STR Report:

- May, Occupancy was 27.3% for the City, down 68.0%. Average Daily Rate was \$63.40, down 43.4% and RevPAR was down 79.1%. Limited Service hotels showing more of an uptick, which is why the Average Daily Rate is low.
- Hilton Garden Inn DFW South ran at 11.2% in May, compared to the competitive set at 15.7%. Average Daily Rate was \$98.00, compared to competitive set at \$88.00, and \$63.00 on the STR report.
- For comparison: April Occupancy was 8%, May was 11% and June was 14% with an Average Daily Rate of \$102.00.

He added their Payroll Protection Plan relief expires in three weeks and may have to furlough more employees at that time.

Board member Kim Limon reported:

- Hampton Inn Las Colinas saw Occupancy in May at 9.4%, up from 7% in April.
- Average Daily Rate was \$73.50, and RevPAR was at 6.94%.
- June looks good at 17% Occupancy and Average Daily Rate of \$75.00.
- She noted reporting numbers have been skewed with some hotels reporting last year numbers and some reporting very low numbers.
- Hotel is clean and protocols are in place.

RESTAURANT INDUSTRY

Cole added to his previous report that the restaurant industry will continue to suffer until office workers return. The business lunch crowd is lost and could be fatal to Irving restaurants. Corporate dollars in the Urban Center has been very strong; however, dine-in and catering business for corporations is crucial to the industry and is a huge void at the moment.

UNIVERSITY OF DALLAS

Gast shared Board member Jason Wu Trujillo's report noting University of Dallas has modified their fall semester schedule and working through planned school calendar breaks and possibly ending the semester the Wednesday before Thanksgiving.

TIF

Board member Michael Randall reported the TIF Board has not met since the last meeting and there is no further update.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- LCA held its annual meeting on June 15 on Zoom; Mayor Stopfer and Councilman Al Zapanta joined the meeting onsite. Members approved three new members, three amendments to governing documents, a declaration amendment to allow top of building signage for some hotels and restaurants, supplementary declarations for the Entertainment Center and land use change.
- Dr. Steve Nguyen was elected as the Chairman of the Board.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President David Pfaff reported:

- Available labor statistics for Irving in April: Irving unemployment rate 13.3%, Texas 12.8% and National 14.7%.
- The Chamber is strategically focused on workforce development, working closely with members and partners.
- Economic Development Team reports ten project wins, representing 55,000 jobs and \$134 million in Capital Investment and 1.5 million commercial office space.
- Recruitment efforts are strong with 40 active projects in the pipeline.
- Awarded four high school students, from 72 submissions, the Technology Leadership Council 2020 Innovation Awards for their continuing education.
- Annual Back to School luncheon will be held digitally on August 3, presented by Michael's and still in need of items and sponsors.
- The State of Dallas County presented by AT&T will be held digitally on August 25.
- Business Industry call on June 24 with Dallas County Judge Jenkins.
- Chamber Five Star Mixer will be held on June 23 from 4:00-5:00 p.m.
- Virtual Coffee Break is scheduled for July 1 from 8:00-9:00 a.m.

Councilman Taylor added the City is working on workforce development and basic skills training as well. There is interest from local companies in how to be involved and retrain and educate citizens to help get through this time. He applauded the City for working together with diversity and different needs. He also thanked the Board for their volunteer efforts in this challenging time.

DCURD

Dallas Burke, representing Jacky Knox reported:

- There has been 3.5 inches of rain since Friday and another 1.5 inch is expected overnight.
- Released 500,000 of water through control gates due to river level being down.
- DCURD Projects include:
 - Waterway repair Quail Creek is underway.
 - Two back-up generators are set to be placed the first of July.
 - Large lake wall project starting soon with 250 feet of new lake wall installed at north end of Lake Carolyn.
 - Large erosion control project at Royal and Beltline.
 - Flood control District I is 50% complete.
 - Flood control District III in Valley Ranch is 60% complete.
 - Out for bids on another 500 feet of shoreline repair to stop erosion.
 - An autonomous swimming drone is expected to arrive at the end of the week and will remove trash from the waterway.

Mayor Stopfer added supplies have been ordered for Diamond Interchange project and came in \$50 million under budget.

Lindsey complimented the ICVB team on the 2020-21 Marketing Plan and Budget document. He expressed his thanks for their creativity and dynamic leadership.

Lindsey adjourned the meeting at 2:05 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: July 17, 2020

Monthly Financial Summary

For Period Ending June 30, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	101,125	112,619	2,000	32,000	1,500	8,400	7,300	51,550	696,413		
Service Income	77,389	12,540	19,135	49,059	133,783	30,892	(400)	-	-	500	30,000	30,000	382,898		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189,282)	(45,059)	(3,566)	-	(1,333)	-	(75,000)	(80,000)	(704,463)		
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	98,452	(1,966)	32,000	167	8,900	(37,700)	1,550	374,849		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	27,561	18,115	1,842	-	-	-	-	-	100,809		
F & B Catering	605,052	150,709	235,426	794,222	541,888	62,432	(12,288)	-	6,481	-	-	143,690	2,527,612		
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	25,741	-	-	-	-	-	162	155,949		
Electrical Services	12,365	4,750	5,220	6,790	16,600	29,880	(390)	-	-	-	-	-	75,215		
Audio Visual	347	(0)	(896)	997	(564)	(1,441)	(1,353)	-	4,189	-	-	-	1,279		
Internet Services	-	(595)	-	350	1,207	1,450	-	-	-	-	-	-	2,412		
Total Ancillary Income	689,040	174,003	263,008	836,069	622,645	136,177	(12,189)	-	10,670	-	-	143,852	2,863,277		
Total Event Income	816,385	228,690	285,677	859,188	668,271	234,629	(14,155)	32,000	10,837	8,900	(37,700)	145,402	3,238,126		
Other Operating Income	95,000	26,741	24,454	97,002	72,215	158,883	42,448	12,665	21,762	21,625	21,625	21,625	616,044		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	743,512	28,293	44,665	381,350	30,525	(16,075)	515,277	5,249,170		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	191,036	141,299	132,652	127,809	134,652	134,652	134,652	2,083,365		
Benefits	70,845	68,953	59,915	67,392	62,476	60,164	66,167	59,641	58,581	65,403	65,453	179,462	884,453		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(6,308)	-	-	-	(5,000)	(5,000)	(5,000)	(108,601)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	244,892	207,466	192,293	186,390	195,055	195,105	309,114	2,859,218		
Contracted Services	56,602	52,476	61,359	57,942	52,715	59,282	44,036	43,400	41,316	49,819	49,722	49,815	618,483		
General and Administrative	91,072	29,306	36,616	98,275	44,210	39,968	14,650	19,041	13,232	12,797	12,797	52,797	464,761		
Operations	65,204	40,269	31,883	40,909	51,535	41,253	12,032	9,425	15,539	23,442	23,442	23,438	378,372		
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	48,468	32,908	23,295	24,727	32,500	32,500	32,500	446,541		
Supplies	10,646	31,569	11,001	21,278	13,178	21,170	4,126	2,012	2,499	6,500	6,500	26,880	157,360		
Insurance	23,137	8,501	6,489	7,544	6,587	7,544	7,544	5,658	6,915	8,500	8,500	8,500	105,418		
Utilities	48,248	39,696	38,576	43,396	42,077	38,500	37,314	38,501	42,350	45,000	45,000	45,000	503,657		
Other	6	-	34	-	835	-	12,057	(2,113)	(8,534)	-	-	-	2,285		
ASM Global Management Fees	67,946	29,543	36,621	83,042	68,803	22,223	311	12,900	13,829	12,899	12,899	17,899	378,915		
Total Operating Expenses	700,393	538,092	527,119	670,582	561,488	523,300	372,444	344,412	338,264	386,512	386,464	565,943	5,915,010		
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	178,998	220,212	(344,151)	(299,747)	43,086	(355,987)	(402,539)	(50,665)	(665,840)	(1,395,000)	(2,060,840)

Budget Forecast Comparison by Month

(35,141)	(11,028)	22,219	120,452	49,708	(1,101,217)	(949,296)	(979,856)	(665,840)
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 June 30, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	190	4,550	(4,360)	21,954
Events	2	4	(2)	14
Event Days	2	13	(11)	38
Direct Event Income	167	(1,500)	1,667	10,691
Ancillary Income	10,670	414,075	(403,405)	436,806
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	10,837	412,575	(401,738)	447,497
Other Operating Income	21,762	65,000	(43,238)	102,476
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	32,599	477,575	(444,976)	549,973
Indirect Expenses	(338,263)	(554,974)	216,711	(498,579)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(305,664)</u>	<u>(77,399)</u>	<u>(228,265)</u>	<u>51,394</u>

IRVING CONVENTION CENTER/SMG
Financial Statements Year to Date Highlights
For the Nine Months Ending June 30, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	105,484	141,064	(35,580)	187,399
Events	130	124	6	185
Event Days	225	260	(35)	315
Direct Event Income	402,102	741,884	(339,782)	726,346
Ancillary Income	2,719,426	3,166,935	(447,509)	3,329,871
Total Event Income	3,121,528	3,908,819	(787,291)	4,056,217
Other Operating Income	551,167	540,000	11,167	400,477
Adjusted Gross Income	3,672,695	4,448,819	(776,124)	4,456,694
Indirect Expenses	(4,576,083)	(4,972,264)	396,181	(4,812,011)
Net Income (Loss) From Operations	(903,388)	(523,445)	(379,943)	(355,317)

IRVING CONVENTION CENTER/SMG

Balance Sheet

June 30, 2020

ASSETS

Current Assets

Cash	\$	1,215,164
Accounts Receivable		339,501
Prepaid Assets		46,294
Inventory		72,136

Total Current Assets		1,673,095
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Total Assets	\$	1,673,095
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	368,819
Accrued Expenses		265,381
Deferred Income		0
Advance Ticket Sales/Deposits		895,533
Other Current Liabilities		0

Total Current Liabilities		1,529,733
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Long-Term Liabilities

Long Term Liabilites		0
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Total Long-Term Liabilities		0
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Total Liabilities		1,529,733
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Equity

Net Funds Received		12,249,536
Retained Earnings		(11,202,786)
Net Income (Loss)		(903,388)

Total Equity		143,362
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Total Liabilities & Equity	\$	1,673,095
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IRVING CONVENTION CENTER/SMG
Income Statement
For the Nine Months Ending June 30, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	1,500	38,500	(37,000)	629,164	987,659	(358,495)	962,467
Service Revenue	0	40,000	(40,000)	322,394	409,225	(86,831)	707,349
Service Expenses	(1,333)	(80,000)	78,667	(549,456)	(655,000)	105,544	(943,470)
Total Direct Event In	167	(1,500)	1,667	402,102	741,884	(339,782)	726,346
Ancillary Income							
F & B Concessions	0	13,000	(13,000)	100,811	154,500	(53,689)	158,881
F & B Catering	6,481	368,403	(361,922)	2,383,920	2,661,803	(277,883)	2,787,575
Parking	0	20,172	(20,172)	155,790	215,582	(59,792)	217,269
Electrical Services	0	11,000	(11,000)	75,215	124,000	(48,785)	160,487
Audio Visual	4,189	0	4,189	1,278	0	1,278	(1,315)
Internet Services	0	1,500	(1,500)	2,412	11,050	(8,638)	6,974
Total Ancillary Inco	10,670	414,075	(403,405)	2,719,426	3,166,935	(447,509)	3,329,871
Total Event Income	10,837	412,575	(401,738)	3,121,528	3,908,819	(787,291)	4,056,217
OTHER OPERATING INCOME							
Other Income	21,762	65,000	(43,238)	551,167	540,000	11,167	400,477
Total Other Operatin	21,762	65,000	(43,238)	551,167	540,000	11,167	400,477
Adjusted Gross Inco	32,599	477,575	(444,976)	3,672,695	4,448,819	(776,124)	4,456,694
INDIRECT EXPENSES							
Salaries & Wages	127,809	226,745	98,936	1,679,408	2,040,705	361,297	2,006,704
Payroll Taxes & Ben	58,581	68,840	10,259	574,123	619,560	45,437	569,899
Labor Allocations to	0	(49,730)	(49,730)	(93,600)	(447,570)	(353,970)	(492,096)
Net Salaries and Ben	186,390	245,855	59,465	2,159,931	2,212,695	52,764	2,084,507
Contracted Services	41,316	62,090	20,774	469,127	558,810	89,683	558,528
General and Adminis	13,232	47,507	34,275	386,375	402,811	16,436	351,551
Operating	15,539	45,751	30,212	308,050	411,759	103,709	412,387
Repairs & Maintenan	24,727	46,808	22,081	349,040	421,272	72,232	422,353
Operational Supplies	2,499	17,099	14,600	117,480	156,141	38,661	139,770
Insurance	6,915	8,333	1,418	79,918	74,997	(4,921)	50,288
Utilities	42,350	45,208	2,858	369,533	406,872	37,339	401,253
Other	(8,534)	0	8,534	1,411	0	(1,411)	0
ASM Management F	13,829	36,323	22,494	335,218	326,907	(8,311)	391,374
Total Indirect Expens	338,263	554,974	216,711	4,576,083	4,972,264	396,181	4,812,011

IRVING CONVENTION CENTER/SMG
Income Statement
For the Nine Months Ending June 30, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(305,664)</u>	<u>(77,399)</u>	<u>(228,265)</u>	<u>(903,388)</u>	<u>(523,445)</u>	<u>(379,943)</u>	<u>(355,317)</u>



ICVB FINANCIAL STATEMENTS

For Period Ending:
June 30, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
JUNE 2020

Assets

Cash and equivalents	178,201.95
Investments	2,599,400.00
Receivables	559.00

Total Assets

2,778,160.95

Liabilities

Unearned revenue	559.00
Due to other funds	51.76

Total Liabilities

610.76

Fund Balance (Budgetary basis)

Reserve for encumbrances	659,784.92
Unreserved	2,117,765.27

Total Fund Balance

2,777,550.19

Total Liabilities and Fund Balance

2,778,160.95



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 -	HOTEL/MOTEL TAX	131,270.32	3,765,026.36	8,544,599.00	44.1%	0.00	4,779,572.64
M1 -	CHARGES FOR SERVICES	0.00	0.00	25,000.00	0.0%	0.00	25,000.00
	STATE OF TEXAS EVENTS TRUST FUND RECEIPTS						
M4 -	INVESTMENT INCOME	514.60	5,430.15	18,000.00	30.2%	0.00	12,569.85
M5 -	MISCELLANEOUS	4,286.00	82,396.91	91,000.00	90.5%	0.00	8,603.09
M6 -	TRANSFER FROM						
	TRSF FROM ICVB RESERVE	0.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00
	TRSF FROM ICVB COMPUTER REPL	0.00	245,600.00	245,600.00	100.0%	0.00	0.00
	TRSF FROM ICVB CONV CENTER	(788,000.00)	298,000.00	298,000.00	100.0%	0.00	0.00
	TOTAL TRANSFERS FROM	(788,000.00)	1,851,400.00	1,851,400.00	100.0%	0.00	0.00
TOTAL REVENUE		(651,929.08)	5,704,253.42	10,529,999.00	54.2%	0.00	4,825,745.58
EXPENDITURES							
N1 -	SALARIES	181,161.11	1,598,766.64	2,535,519.00	63.1%	0.00	936,752.36
N2 -	BENEFITS	51,897.05	450,534.25	679,622.35	66.3%	0.00	229,088.10
N4 -	SUPPLIES	4,172.84	38,479.48	52,606.00	73.1%	3,350.00	10,776.52
O1 -	UTILITIES (COMMUNICATIONS)	1,238.81	11,210.33	24,900.00	45.0%	0.00	13,689.67
O3 -	OUTSIDE SERVICES						
	MARKETING RESOURCES	3,359.53	32,111.06	59,060.00	54.4%	22,500.00	4,448.94
	MEDIA ADVERTISING	347.44	242,781.78	530,605.23	45.8%	249,518.56	38,304.89
	PROFESSIONAL SERVICES	9,339.69	712,973.62	1,289,992.00	55.3%	339,169.46	237,848.92
	PROPERTY MANAGEMENT SERVICES	348,750.00	1,046,750.00	1,395,000.00	75.0%	0.00	348,250.00
	OTHER	48.78	11,391.10	20,925.12	54.4%	1,650.24	7,883.78
	TOTAL OUTSIDE SERVICES	361,845.44	2,046,007.56	3,295,582.35	62.1%	612,838.26	636,736.53
O4 -	TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	(12,733.83)	354,361.10	742,568.00	47.7%	0.00	388,206.90
	MILEAGE REIMBURSEMENT	(9.60)	1,776.10	5,600.00	31.7%	0.00	3,823.90
	MEMBERSHIP AND DUES	12,516.50	31,684.50	79,735.00	39.7%	0.00	48,050.50
	TOTAL TRAVEL - TRAINING - DUES	(226.93)	387,821.70	827,903.00	46.8%	0.00	440,081.30
O5 -	CLAIMS AND INSURANCE	0.00	103,533.75	138,045.00	75.0%	0.00	34,511.25
O7 -	MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	5,250.81	150,601.05	341,784.00	44.1%	0.00	191,182.95
	BUSINESS DEV INCENTIVE PROG	1,350.00	255,689.38	500,000.00	51.1%	0.00	244,310.62
	LOCAL PROGRAMS-PROMOTIONS	(126.04)	167,690.00	376,869.00	44.5%	5,000.00	204,179.00
	OTHER	0.00	56,554.60	194,250.00	29.1%	38,596.66	99,098.74
	TOTAL MISCELLANEOUS EXPENSES	6,474.77	630,535.03	1,412,903.00	44.6%	43,596.66	738,771.31
P5 -	TRANSFERS OUT						
	TRSF TO ICVB RESERVE	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
	TOTAL TRANSFERS OUT	0.00	0.00	564,042.00	0.0%	0.00	564,042.00
TOTAL EXPENDITURES		606,563.09	5,266,888.74	9,531,122.70	55.3%	659,784.92	3,604,449.04

Beginning Fund Balance	2,340,185.51
Revenues	5,704,253.42
Expenditures	(5,266,888.74)
Ending Fund Balance	2,777,550.19



2202 - ICVB RESERVE
MONTHLY BALANCE SHEET
JUNE 2020

Assets

Cash and equivalents 710.78

Total Assets 710.78

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 710.78

Total Fund Balance 710.78

Total Liabilities and Fund Balance 710.78



IRVING CONVENTION AND VISITORS BUREAU - RESERVE FUND
MONTHLY FINANCIAL REPORT
JUNE 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	1,714.28	10,500.70	20,000.00	52.5%	0.00	9,499.30
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TOTAL REVENUE	1,714.28	10,500.70	70,000.00	15.0%	0.00	59,499.30
EXPENDITURES							
	P5 - TRANSFER TO ICVB GENERAL	1,307,800.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00
	TOTAL EXPENDITURES	1,307,800.00	1,307,800.00	1,307,800.00	100.0%	0.00	0.00

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



2203 - ICVB COMPUTER REPLACEMENT
MONTHLY BALANCE SHEET
JUNE 2020

Assets

Cash and equivalents 207.54

Total Assets 207.54

Liabilities

Total Liabilities 0.00

Fund Balance (Budgetary basis)

Reserve for encumbrances 0.00

Unreserved 207.54

Total Fund Balance 207.54

Total Liabilities and Fund Balance 207.54



IRVING CONVENTION AND VISITORS BUREAU - COMPUTER FUND
MONTHLY FINANCIAL REPORT
JUNE 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	343.21	2,040.09	5,000.00	40.8%	0.00	2,959.91
TOTAL REVENUE		343.21	2,040.09	5,000.00	40.8%	0.00	2,959.91
EXPENDITURES							
	N4 - OFFICE MACHINES <\$5,000	0.00	0.00	45,000.00	0.0%	0.00	45,000.00
	P5 - TRANSFER TO ICVB GENERAL	245,600.00	245,600.00	245,600.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		245,600.00	245,600.00	245,600.00	100.0%	0.00	0.00

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



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
JUNE 2020

Assets

Cash and equivalents	964.34
Investments	833,000.00

Total Assets	833,964.34
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Liabilities

Total Liabilities	0.00
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Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	833,964.34

Total Fund Balance	833,964.34
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Total Liabilities and Fund Balance	833,964.34
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
MONTHLY FINANCIAL REPORT
JUNE 2020

Code	Account	QTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M4 - INVESTMENT INCOME	0.00	11,647.70	30,000.00	38.8%	0.00	18,352.30
	M5 - MISCELLANEOUS	20,625.00	226,875.00	250,000.00	90.8%	0.00	23,125.00
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
TOTAL REVENUE		20,625.00	238,522.70	794,042.00	30.0%	0.00	555,519.30
EXPENDITURES							
	N7 - STRUCTURE MAINTENANCE	125,811.00	594,646.72	1,431,250.00	41.5%	0.00	836,603.28
	P5 - TRANSFER TO ICVB GENERAL	298,000.00	298,000.00	298,000.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		423,811.00	892,646.72	1,729,250.00	51.6%	0.00	836,603.28

Beginning Fund Balance	1,488,088.36
Revenues	238,522.70
Expenditures	(892,646.72)
Ending Fund Balance	833,964.34



Irving Convention and Visitors Bureau

Check Register

June 2020

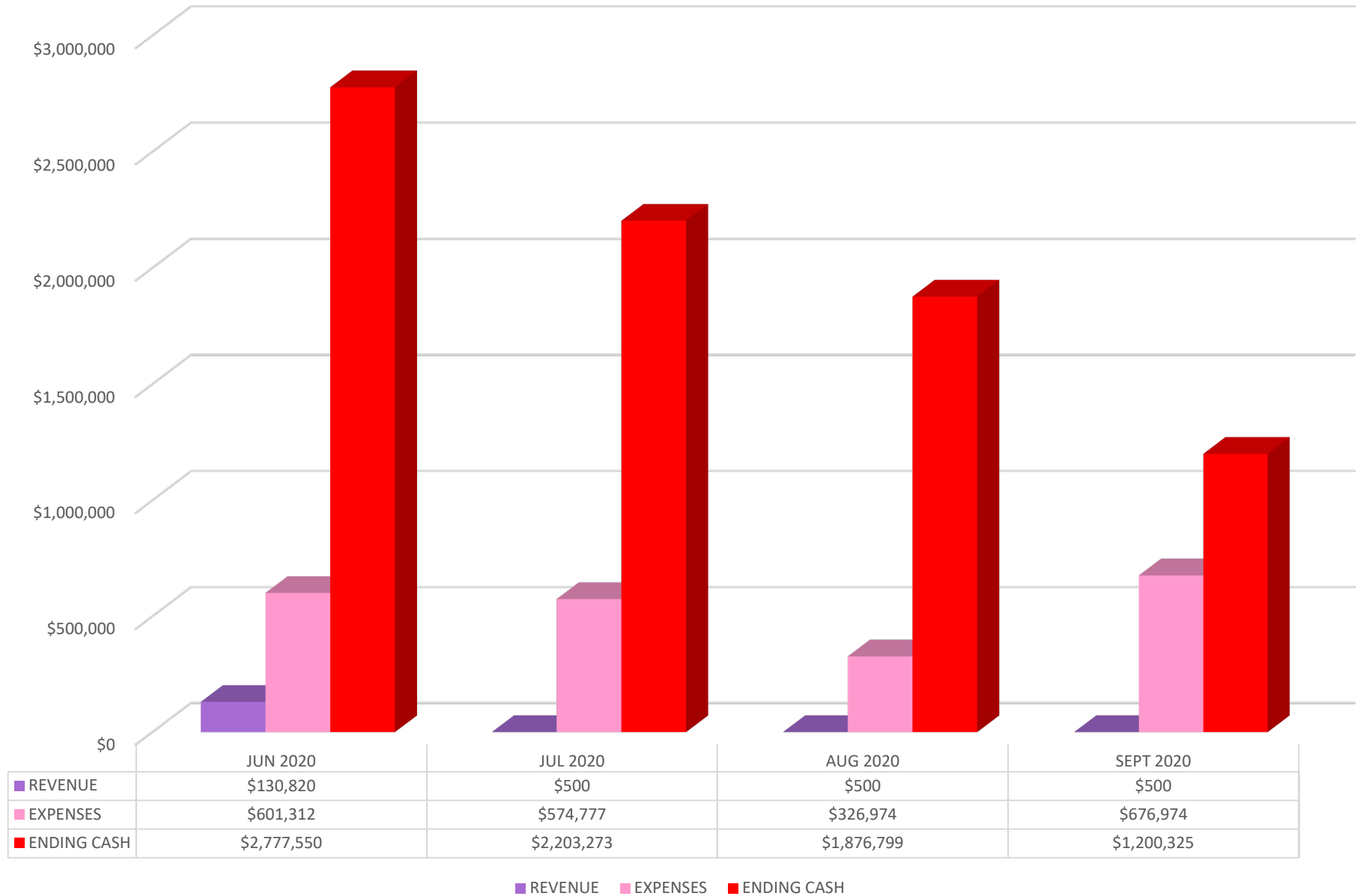
Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061251	6/4/2020	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			5,497.62
		ACCOUNTS PAYABLE	MAY 2020 - RECEIPTS	5,497.62	
80061252	6/4/2020	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	MAY 2020	40.00	
80061253	6/4/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	JAN 2020 - CELL	65.00	
80061254	6/4/2020	MANSELL, LORI			15.00
		TRAVEL AND TRAINING	TX CVB DC RECEPTION/SALES CALLS DC/VA - DEC 2019	15.00	
80061255	6/4/2020	TEXAS A&M TRANSPORTATION INSTITUTE			1,350.00
		BUSINESS DEV INCENTIVE PROG	TTI-ITS19	1,350.00	
80061256	6/18/2020	FEDERAL EXPRESS CORPORATION			48.78
		FREIGHT	SHIPPING	9.89	
		FREIGHT	SHIPPING	38.89	
80061257	6/18/2020	FOUR SEASONS RESORT & CLUB DALLAS			1,221.50
		MEMBERSHIP AND DUES	MAY 2020 & JUNE 2020	1,221.50	
80061258	6/18/2020	IRVING CONVENTION CENTER AT LAS COLINAS			6,317.81
		PROFESSIONAL SERVICES	NETWORK SERVICES	6,317.81	
80061259	6/18/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JUN 2020	20,625.00	
80061260	6/18/2020	IRVING CONVENTION CENTER AT LAS COLINAS			348,750.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY	348,750.00	
80061261	6/18/2020	LAUDA, MARIANNE			130.00
		COMMUNICATIONS	APR 2020 - CELL	65.00	
		COMMUNICATIONS	MAY 2020 - CELL	65.00	
80061262	6/18/2020	MALONEY STRATEGIC COMMUNICATION INC			205.00
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - JUNE	205.00	
80061263	6/18/2020	MANSOUR, KAYLA			141.79
		COMMUNICATIONS	APR 2020 - CELL / MILEAGE	65.00	
		MILEAGE REIMBURSEMENT	APR 2020 - CELL / MILEAGE	11.04	
		COMMUNICATIONS	MAR 2020 - CELL / MILEAGE	65.00	
		MILEAGE REIMBURSEMENT	MAR 2020 - CELL / MILEAGE	0.75	
80061264	6/18/2020	ROSE, SUSAN			65.00
		COMMUNICATIONS	MAY 2020 - CELL	65.00	
80061265	6/18/2020	STR, INC			3,350.00
		SUBSCRIPTIONS-PUBLICATIONS	DESTINATION REPORT - 3RD QTR	3,350.00	
80061266	6/18/2020	TRIPADVISOR, LLC			347.44
		MEDIA ADVERTISING	ADVERTISING	347.44	
80061267	6/18/2020	TUCKER & ASSOCIATES, LLC			78.56
		PROFESSIONAL SERVICES	MAY 2020 - REIMBURSABLES	78.56	



Irving Convention and Visitors Bureau
 Check Register
 June 2020

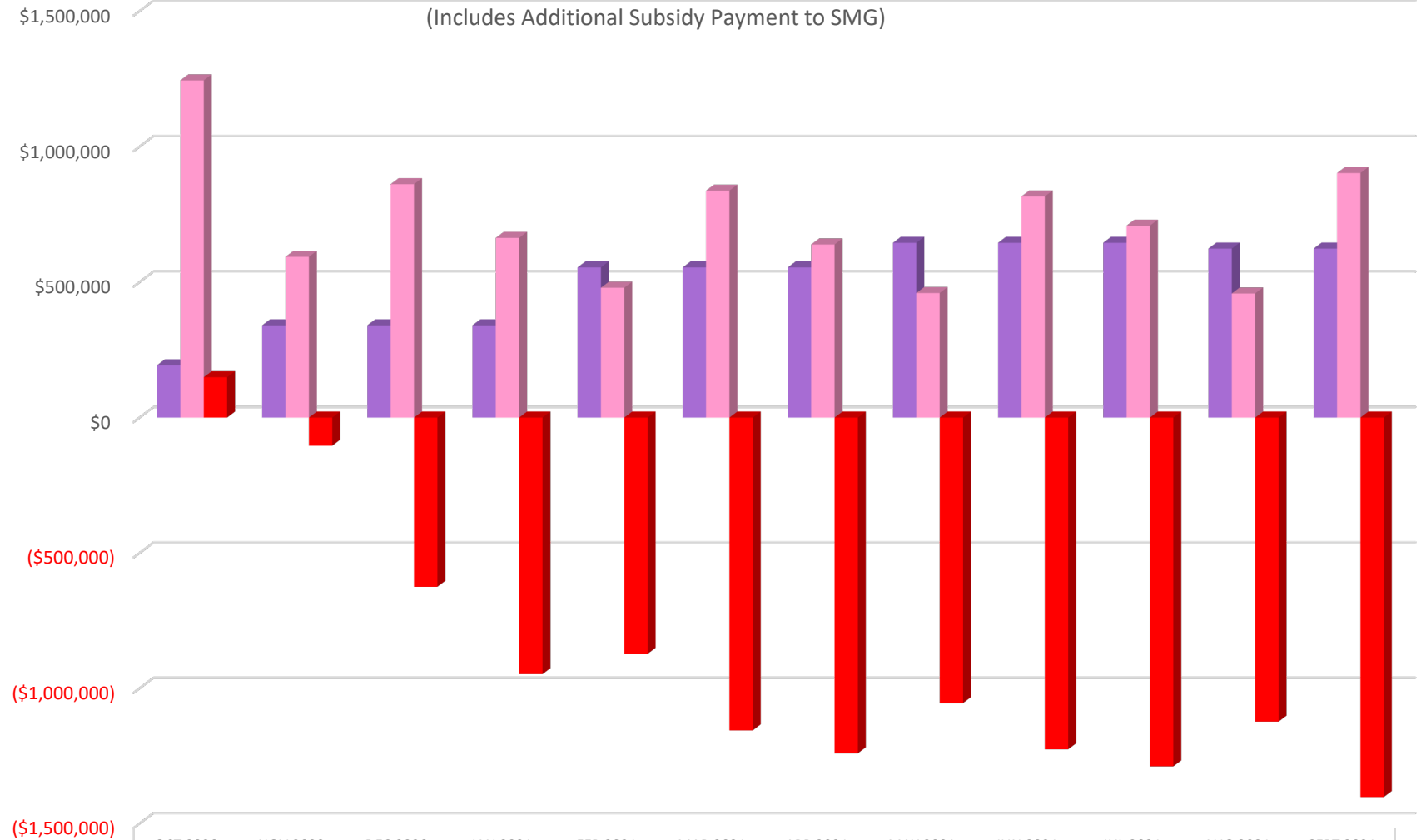
Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061268	6/18/2020	VERIZON WIRELESS SERVICES, LLC			692.91
		COMMUNICATIONS	MAY 2020	391.02	
		COMMUNICATIONS	MAY 2020	86.25	
		COMMUNICATIONS	MAY 2020	215.64	
		Total Number of Invoices	25	388,941.41	
		Total Number of Checks	18		388,941.41

Irving Convention and Visitors Bureau
FY20 Cash Flow
June 30, 2020



Irving Convention and Visitors Bureau
FY21 Cash Flow
June 30, 2020

(Includes Additional Subsidy Payment to SMG)



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$193,092	\$340,420	\$340,420	\$340,420	\$554,253	\$554,253	\$554,253	\$645,114	\$645,114	\$645,114	\$623,547	\$623,547
EXPENSES	\$1,244,392	\$593,291	\$861,291	\$663,285	\$479,244	\$837,344	\$638,838	\$459,629	\$816,079	\$708,223	\$458,016	\$902,330
ENDING CASH	\$149,025	(\$103,845)	(\$624,716)	(\$947,581)	(\$872,572)	(\$1,155,663)	(\$1,240,248)	(\$1,054,763)	(\$1,225,728)	(\$1,288,836)	(\$1,123,305)	(\$1,402,088)

REVENUE EXPENSES ENDING CASH



**ICVB
HOTEL OCCUPANCY TAX COLLECTIONS**

Second Quarter 2019-20
UPDATED

IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
JANUARY - MARCH

	HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
1	Atrium Hotel and Suites	13,448.37	10,722.05	(2,726.32)	-20.27%
2	Dallas Marriott Las Colinas	114,986.81	103,374.98	(11,611.83)	-10.10%
3	DFW Airport Hotel & Conf Center	5,012.33	4,543.84	(468.49)	-9.35%
4	DFW Airport Marriott	139,335.65	129,467.75	(9,867.90)	-7.08%
5	Doubletree DFW Airport North	58,571.00	0.00	(58,571.00)	-100.00%
6	Embassy Suites - DFW Airport South	88,917.26	68,891.50	(20,025.76)	-22.52%
7	Four Seasons Resort & Club	198,439.57	151,638.38	(46,801.19)	-23.58%
8	Hilton Garden Inn - DFW South	41,221.64	34,976.05	(6,245.59)	-15.15%
9	Hilton Garden Inn - Las Colinas	44,765.39	35,398.16	(9,367.23)	-20.93%
10	Holiday Inn Las Colinas	28,929.29	21,757.40	(7,171.89)	-24.79%
11	NYLO Dallas/Las Colinas	51,189.39	24,249.48	(26,939.91)	-52.63%
12	Omni Mandalay Hotel at Las Colinas	140,900.23	112,486.01	(28,414.22)	-20.17%
13	Sheraton Grand Hotel	77,641.52	0.00	(77,641.52)	-100.00%
14	Texican Court	22,180.11	26,752.62	4,572.51	20.62%
15	Westin DFW	139,254.95	112,846.97	(26,407.98)	-18.96%
	TOTAL LUXURY & FULL SERVICE	1,164,793.51	837,105.19	(327,688.32)	-28.13%

16 Westin Irving Convention Center 0.00 95,150.28

Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5% of 9%) in order to compare with payments from other hotels. Amount is not included in the totals above.

ALL-SUITE / EXTENDED STAY					
1	Best Western - DFW Airport Suites	15,082.10	11,562.15	(3,519.95)	-23.34%
2	Candlewood Suites - Las Colinas	11,655.56	9,441.51	(2,214.05)	-19.00%
3	Comfort Inn - DFW North	14,979.38	11,364.45	(3,614.93)	-24.13%
4	Comfort Suites - DFW Airport	15,189.69	11,857.68	(3,332.01)	-21.94%
5	Comfort Suites - Las Colinas	6,728.98	0.00	(6,728.98)	-100.00%
6	Country Inn & Suites - DFW South	11,791.10	8,810.41	(2,980.69)	-25.28%
7	Element DFW North	28,644.52	23,544.82	(5,099.70)	-17.80%
8	Extended Stay America	4,461.93	3,667.00	(794.93)	-17.82%
9	Extended Stay America - DFW North	6,651.16	6,898.72	247.56	3.72%
10	Extended Stay America - Las Colinas	7,918.41	6,907.73	(1,010.68)	-12.76%
11	Extended Stay Deluxe	3,609.84	3,286.90	(322.94)	-8.95%
12	Hawthorne Suites - DFW North	10,159.59	9,451.21	(708.38)	-6.97%
13	Hawthorne Suites - DFW South	4,586.35	5,299.82	713.47	15.56%
14	Holiday Inn Express - DFW North	26,092.59	0.00	(26,092.59)	-100.00%
15	Holiday Inn Express - DFW South	24,173.69	16,263.74	(7,909.95)	-32.72%
16	Holiday Inn Express - Las Colinas	19,968.96	16,907.11	(3,061.85)	-15.33%
17	Home Towne Studios	5,773.82	5,764.95	(8.87)	-0.15%
18	Home2 Suites - DFW North	26,487.15	22,260.47	(4,226.68)	-15.96%
19	Home2 Suites - DFW South	24,538.60	22,082.12	(2,456.48)	-10.01%
20	Homewood Suites - DFW Airport	23,391.06	18,269.68	(5,121.38)	-21.89%
21	Homewood Suites - Las Colinas	27,049.81	28,727.71	1,677.90	6.20%
22	Hyatt House Dallas-Las Colinas	34,267.60	25,083.41	(9,184.19)	-26.80%
23	Hyatt Place Las Colinas	33,177.95	25,367.87	(7,810.08)	-23.54%
24	Motel 6 / Studio 6 - DFW East	7,075.40	7,599.63	524.23	7.41%
25	Residence Inn - DFW North	16,340.89	16,808.66	467.77	2.86%
26	Residence Inn - DFW South	20,301.40	23,792.58	3,491.18	17.20%
27	Residence Inn - Las Colinas	23,702.02	19,332.64	(4,369.38)	-18.43%
28	Springhill Suites	28,057.21	22,548.08	(5,509.13)	-19.64%
29	Staybridge Suites Las Colinas	24,997.89	19,944.84	(5,053.05)	-20.21%
30	Staybridge Suites North	19,950.04	16,065.76	(3,884.28)	-19.47%
31	Studio 6 - DFW North	230.51	712.45	481.94	209.08%
31	Towneplace Suites - DFW North	0.00	20,916.61	20,916.61	100.00%
32	Towneplace Suites - Las Colinas	22,955.67	18,246.60	(4,709.07)	-20.51%
33	Waterwalk - Las Colinas	6,275.35	8,721.39	2,446.04	38.98%
34	Woodspring Suites Signature	5,563.75	5,840.75	277.00	4.98%
35	Extended Stay Properties*	1,064.95	2,817.67	1,752.72	164.58%
	TOTAL ALL SUITE / EXTENDED STAY	562,894.92	476,167.12	(86,727.80)	-15.41%

HOTEL OCCUPANCY TAX
JAN - MAR (page 2)

HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	33,478.84	28,191.98	(5,286.86)	-15.79%
2 Courtyard by Marriott - DFW North	41,512.95	35,738.96	(5,773.99)	-13.91%
3 Courtyard by Marriott - DFW South	29,156.00	23,841.16	(5,314.84)	-18.23%
4 Courtyard by Marriott - Las Colinas	33,607.27	27,778.22	(5,829.05)	-17.34%
5 Fairfield Inn & Suites	25,571.20	27,490.98	1,919.78	7.51%
6 Fairfield Inn - DFW North	22,440.21	0.00	(22,440.21)	-100.00%
7 Fairfield Inn - Las Colinas	27,229.78	14,447.13	(12,782.65)	-46.94%
8 Hampton Inn - Las Colinas	30,891.58	25,060.62	(5,830.96)	-18.88%
9 Jefferson Street Bed & Breakfast	42.15	36.48	(5.67)	-13.45%
10 La Quinta Inn & Suites - Las Colinas	15,326.91	0.00	(15,326.91)	-100.00%
11 La Quinta Inn & Suites - DFW South	24,225.72	17,288.04	(6,937.68)	-28.64%
12 La Quinta Inn & Suites - DFW North	25,099.23	24,422.98	(676.25)	-2.69%
13 Wingate Inn - DFW North	7,485.92	7,423.39	(62.53)	-0.84%
14 Wingate Inn - Las Colinas	17,481.13	5,106.71	(12,374.42)	-70.79%
TOTAL LIMITED SERVICE	333,548.89	236,826.65	(96,722.24)	-29.00%

BUDGET				
1 America's Best Value Inn	3,712.32	6,675.20	2,962.88	79.81%
2 Arya Inn & Suites	2,642.68	1,750.17	(892.51)	-33.77%
3 Best Western Irving Inn & Suites	14,102.97	12,484.80	(1,618.17)	-11.47%
4 Budget Inn	1,098.96	2,370.47	1,271.51	115.70%
5 Budget Inn & Suites	552.07	413.95	(138.12)	-25.02%
6 Budget Lodge of Irving (renovating)	2,493.40	0.00	(2,493.40)	-100.00%
7 Budget Suites of America - Las Colinas	960.29	1,692.45	732.16	76.24%
8 Clarion Inn & Suites	11,893.09	8,667.11	(3,225.98)	-27.12%
9 Crossroads Hotel	3,450.05	3,830.34	380.29	11.02%
10 Days Inn	10,263.09	9,355.62	(907.47)	-8.84%
11 Days Inn - DFW North	11,224.81	10,435.81	(789.00)	-7.03%
12 Delux Inn	1,913.94	1,722.11	(191.83)	-10.02%
13 Delux Suites	603.75	531.99	(71.76)	-11.89%
14 Gateway Suites	1,693.70	1,367.54	(326.16)	-19.26%
15 Motel 6 - Dallas / Irving	8,040.97	7,065.09	(975.88)	-12.14%
16 Motel 6 - DFW North	8,845.80	4,549.97	(4,295.83)	-48.56%
17 Motel 6 - DFW South	2,909.94	3,950.39	1,040.45	35.76%
18 Quality Inn & Suites - DFW Airport	15,750.17	12,809.37	(2,940.80)	-18.67%
19 Quality Inn & Suites - DFW South	11,700.74	7,640.31	(4,060.43)	-34.70%
20 Red Roof Inn - DFW North	14,583.30	8,884.59	(5,698.71)	-39.08%
21 Super 8 Motel - DFW North	8,247.55	6,613.04	(1,634.51)	-19.82%
22 Super 8 Motel - DFW South	5,282.40	4,169.10	(1,113.30)	-21.08%
TOTAL BUDGET	141,965.99	116,979.42	(24,986.57)	-17.60%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	2,203,203.31	1,667,078.38	(536,124.93)	-24.33%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
2ND QUARTER	2,203,207.00	1,667,078.38	(536,128.62)	-24.33%

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2019 - 2020 BUDGET**

BUDGET VS ACTUAL	BUDGET 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC 2018	2,021,096	2,067,359	46,263	2.29%
2ND QUARTER JAN - MAR 2019	2,203,207	1,667,078	(536,129)	-24.33%
3RD QUARTER APR - JUN 2019	0	0	0	0.00%
4TH QUARTER JUL - SEP 2019	0	0	0	0.00%
YTD TOTALS	4,224,303	3,734,437	(489,866)	-11.60%

PRIOR YEAR VS CURRENT YEAR	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC	2,023,945	2,067,359	43,414	2.15%
2ND QUARTER JAN - MAR	2,203,203	1,667,078	(536,125)	-24.33%
3RD QUARTER APR - JUN	0	0	0	0.00%
4TH QUARTER JUL - SEP	0	0	0	0.00%
YTD TOTALS	4,227,148	3,734,437	(492,711)	-11.66%

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 27, 2020**

BOARD REPORTS

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





ECONOMIC RECOVERY

JUNE 29, 2020

Restaurant
and Hospitality
Advisory
Committee

Stabilization
and Recovery
Requests of the
City of Dallas

In response to the coronavirus pandemic, Dallas Mayor Eric Johnson established an Ad Hoc Committee on COVID-19 Economic Recovery and Assistance, chaired by Dallas City Councilmember Casey Thomas.

Mayor Johnson stated that this committee “will enable Dallas City Council to consider concrete steps that will help mitigate any negative effects of our painful but necessary emergency measures on our economy and our society.”

Two areas of focus for the Ad Hoc Committee were restaurants and hotels.

As the committee’s liaison to the hospitality sector, Dallas City Councilmember Adam Bazaldua formed a Restaurant and Hospitality Advisory Committee on May 8, 2020.

The scope of the advisory committee expanded to include the needs and interests of cultural organizations, special events, music venues, and tourism venues.

Councilmember Bazaldua said that the purpose of his advisory committee was “to provide council with recommendations and best practices for the reopening phase, and to be a collective industry voice for most proposed ideas as we move forward.”

Members of the committee were recommended by Dallas city council members. The committee met multiple times over a period of six weeks to develop the following recommendations.

On behalf of Dallas restaurants, hotels, cultural organizations, events, music venues, and tourism venues, our Restaurant and Hospitality Advisory Committee requests council approval and staff action on each of these requests.



ACTIVE COMMITTEE MEMBERS

Christopher Aslam, Rock Strategic
Quick Service Restaurants

Craig Davis, VisitDallas
Conventions and Tourism

Antonio Everett, Sandaga 813
*District 3 Councilmember Casey Thomas
Appointee*

Jeffrey Frankel, Mattito’s Tex-Mex
Full Service Restaurants

Chris Heinbaugh, AT&T Performing Arts
Center
Arts and Culture

Irfaan Lalani, Vibe Restaurants
*District 7 Councilmember Adam Bazaldua
Appointee*

Brian Luallen, Fair Park First
Tourism

George Majdalani, Majdalani Consulting
Fine Dining

Traci Mayer, Hotel Association of North
Texas
Large Hotel Operations

Iris Midler McCallister, Chefs for Farmers
Special Events

Arzu Molubhoy, Atlantic Hotels Group
Small Hotel Operations

Terri Mooney, North Texas Food Truck
Association
Food Trucks

Caroline Perini, Easy Slider
Food Trucks

Todd Quigley, Craft and Growler
Bars/Brewpubs

Tracy Rathbun, Lovers Seafood & Market
*District 13 Councilmember Jennifer Staubach
Gates Appointee*

Shane Spillers, Spillers Works
*District 1 Councilmember Chad West
Appointee*

Randall White, 24HourDallas
Chair

Erin Wills, RM 12:20 Bistro
*District 10 Councilmember Adam McGough
Appointee*



FOOD TRUCKS

Since 2010, when the first gourmet food trucks opened in Dallas, the food truck community has been investing in the local economy, creating jobs, feeding residents and guests, and adding life to public spaces across the city.

To help this sector of our economy stabilize and recover, we present four items for your consideration:

REQUEST 1 - PRIORITY

Initiate interlocal agreements between municipalities in the Dallas/Fort Worth metropolitan statistical area for one-stop, regional food service and fire permits for food trucks.

REQUEST 2 - PRIORITY

Introduce a City of Dallas-sponsored food truck promotional campaign that touts, specifically, online ordering.

REQUEST 3

Allow food trucks to be able to park:

- in public parks,
- at parking meters, and
- on public property.

REQUEST 4

Allow food trucks catering on private property to also sell to the public directly (i.e., a neighborhood) without the need for additional permits.

RESTAURANTS, BARS, AND MUSIC VENUES

The Texas Restaurant Association estimates that 10% of all employees in the Dallas-Fort Worth-Arlington work in the food service industry. Prior to the coronavirus pandemic, that equaled 385,000 of our area's workforce. Recognized in 2019 by *Bon Appetit* as its Restaurant City of the Year, Dallas also carries its share of the \$66 billion Texas restaurant industry.

To help this sector of our economy stabilize and recover, we present 24 items for your consideration:

REQUEST 1 - PRIORITY

Establish clear, consistent, and transparent web communications of federal, state, county and city executive orders, related ordinances, and how they currently affect the restaurant and hospitality sector.

REQUEST 2 - PRIORITY

Create a pilot program for restaurants, bars, and other businesses in sociable districts to offer food and other services in the public right-of-way on weekends.

REQUEST 3 - PRIORITY

Introduce City of Dallas-sponsored cleanliness and sanitation measures in sociable districts.

REQUEST 4 - PRIORITY

Introduce a City of Dallas-sponsored public awareness campaign to:

- re-instill confidence in the food service industry, and
- increase foot traffic back into our sociable districts.

REQUEST 5 - PRIORITY

Work with state organizations and agencies to continue and expand the regulatory waivers that allow restaurants to sell:

- retail bulk items,
- alcohol-to-go with food orders, and
- prepared food in grocery stores.

REQUEST 6 - PRIORITY

Provide tax and fee relief to existing restaurants and bars that have been negatively affected by COVID-19 and government-mandated closures.

REQUEST 7 - PRIORITY

Suspend for 120 days new local municipal mandates that would affect food service businesses.



Restaurants, Bars, and Music Venues continued on Pg. 5 →

REQUEST 8 - PRIORITY

Introduce City of Dallas signage that requires face coverings for customers and employees at businesses which choose to maintain this policy.

REQUEST 9 - PRIORITY

Introduce a City of Dallas-sponsored restaurant carry-out and curbside promotional campaign that touts, specifically, online ordering.

REQUEST 10 - PRIORITY

Establish a program where service industry professionals caught without other public assistance can receive financial relief.

REQUEST 11 - PRIORITY

Wave ordinances on promotional signage for restaurants and bars for the duration of the pandemic.

REQUEST 12 - PRIORITY

Enforce occupancy and safety requirements and penalize violators without bias.

REQUEST 13 - PRIORITY

Consider in detail how the City of Dallas might protect commercial tenants from defaults by commercial landlords as the result of business negatively affected by the COVID-19 pandemic, taking into account the needs of both the tenant and the landlord, and encouraging all parties to work together to ensure the survival of all businesses in Dallas and the protection of their employees.

REQUEST 14 - PRIORITY

Reduce the review and approval time for special event permits to 15 days instead of 30-60 days, so some outdoor music events can be produced this summer.

REQUEST 15

Establish formal sociable districts to:

- pedestrianize streets,
- encourage public, private and foundation investment,
- set environmental standards for public spaces,
- coordinate multi-modal transportation options,
- incubate innovative, City-sponsored public health and public safety initiatives, and
- better integrate arts audiences with restaurant, bar, and hotel customers.

REQUEST 16

Streamline and build flexibility in the parklets application so economic recovery can become more of a priority.

REQUEST 17

Award workforce development grants to deploy high-quality, COVID-19 health and sanitation training to restaurants, bars, and their employees.

REQUEST 18

Set a 15% total fee cap for third-party restaurant food-delivery companies.

REQUEST 19

Participate in a program like Best Bar None or Purple Flag with restaurants, bars, and a non-profit organization to help anticipate and mitigate problems that might surface in sociable districts. [See <https://bbnuk.com/> and <https://atcm.org/purple-flag>]

REQUEST 20

Offer simple, clear, and complete procedures for any business or organization to start up, open, and operate in Dallas' nighttime economy. [See <https://www.24hourdallas.org/pdfs/economic-development-guide-new-south-wales-2019.pdf>]

REQUEST 21

Create economic development goals for these new sociable districts that prioritize:

- public health,
- urban biodiversity,
- sustainability,
- racial justice,
- mobility, and
- affordability.

REQUEST 22

Pilot a program like the Arlington (VA) Restaurant Initiative to help make sociable districts safer destinations. [See <https://police.arlingtonva.us/arlington-restaurant-initiative/>]

REQUEST 23

Support state and federal efforts to establish legislation that would set limits on employee and customer coronavirus-related claims against good-faith employers and businesses.

REQUEST 24

Expedite new building permits and approvals during the COVID -19 pandemic and eliminate all associated fast-track fees.

SPECIAL EVENTS AND FESTIVALS

Dallas residents and visitors love our city's large-scale outdoor gatherings. From fairs and art festivals to culinary events and lawn concerts, hundreds or popular activities have been canceled, postponed, or rescheduled because of the coronavirus pandemic. Still, the public health is never more important than when we come together at a community celebration.

To help this sector of our economy stabilize and recover, we present five items for your consideration:

REQUEST 1 - PRIORITY

Waive special event permit fees for 2020 and 2021.

REQUEST 2 - PRIORITY

Require guests to wear face coverings for the duration of the coronavirus pandemic.

REQUEST 3 - PRIORITY

Require guest temperature readings at entrances for the duration of the coronavirus pandemic.

REQUEST 4

Limit event festival attendees a 40% of capacity for the duration of the coronavirus pandemic.

REQUEST 5

Increase spacing requirements between tents for the duration of the coronavirus pandemic.





TOURISM

The coronavirus pandemic has triggered an unprecedented crisis in the tourism economy. The World Travel & Tourism Council states that, once the outbreak is over, it could take up to 10 months for the industry to recover. As a city that draws visitors from around the nation and the world, tourism may be our most vulnerable sociable economy.

To help this sector of our economy stabilize and recover, we present four items for your consideration:

REQUEST 1 - PRIORITY

Provide financial relief to our most visited tourism destinations that were negatively impacted by COVID-19 and government-mandated closures.

REQUEST 2 - PRIORITY

Establish clear, consistent, and transparent web communications of federal, state, county and city executive orders, related ordinances, and how they currently affect the restaurant and hospitality sector.

REQUEST 3 - PRIORITY

Advocate for and help redirect available federal infrastructure funding to provide funding for local facility needs.

REQUEST 4 - PRIORITY

Act swiftly to address the urgent need for jobs and stimulus for our arts and culture organizations by directing federal infrastructure packages to invest in arts and culture programs that prioritize shovel-ready development and acquisition projects. Prioritize those projects that will:

- expand equitable programming opportunities in Dallas communities which lack sufficient close-to-home outdoor venues and performance spaces,
- engage public-private partnerships,
- create jobs, and
- help stimulate local economic development.

ARTS AND CULTURE

In the 2018 Dallas Cultural Plan, we learned that the arts in our city had grown to an \$891 million industry responsible for driving 33,000 jobs. Before the COVID-19 pandemic, that workforce was projected at over 50,000. Each of our requests reinforces one of the crucial arts and culture priorities articulated in the city's cultural plan.

To help this sector of our economy stabilize and recover, we present 12 items for your consideration:

REQUEST 1 - PRIORITY

Allocate federal COVID relief funding to help individual artists and non-profit arts and culture organizations that are hurting financially because of the global health emergency.

REQUEST 2 - PRIORITY

Advocate for and help redirect available federal infrastructure and COVID relief funding to provide resources to pay for COVID related protections, equipment, and practices at arts venues, especially those owned by the City of Dallas. Ensure no COVID funds are returned.

REQUEST 3 - PRIORITY

Support efforts to re-open the arts and cultural community as quickly as possible to attract visitor spending.

REQUEST 4 - PRIORITY

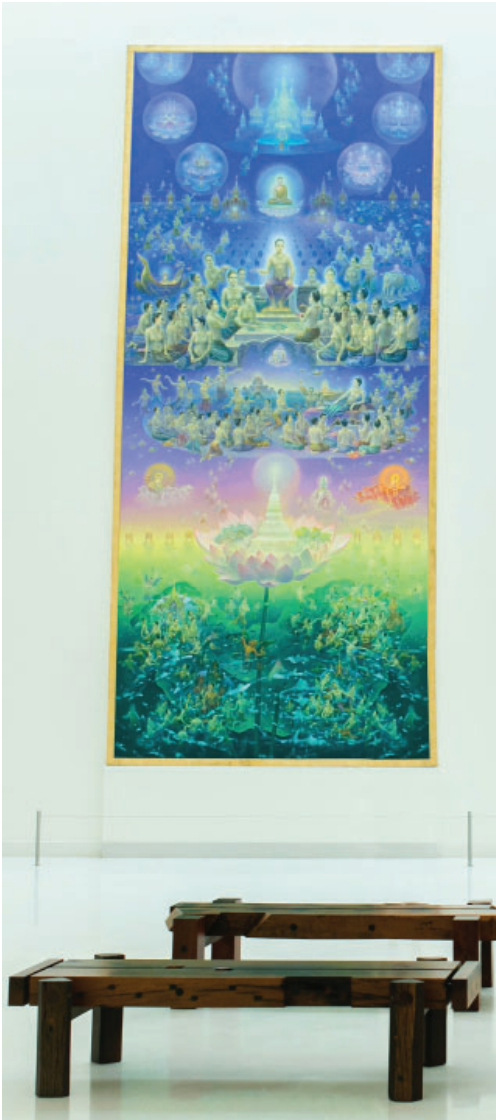
Be strategic about budget cuts. Do not balance the budget on the backs of arts, parks, and libraries.

REQUEST 5 - PRIORITY

Make it possible for our smaller cultural organizations to utilize our city's larger venues.

Arts and Culture continued on Pg. 9 →





← Arts and Culture continued from Pg. 8

REQUEST 6

Work with the City of Dallas Office of Arts and Culture, Dallas Park & Recreation Department, and other departments to identify, activate and program more outdoor venues for performances, exhibitions, and productions.

REQUEST 7

Continue to impress upon Texas Governor Greg Abbott's office that our arts and cultural industry is a priority and very valued.

REQUEST 8

Utilize the city's television studio to stream Dallas arts and cultural programming to Dallas residents

REQUEST 9

Encourage a coalition that can develop a campaign to promote the arts and hospitality to promote to locals and visitors. Dallas is open for business. Leverage the city's marketing reach as part of that.

REQUEST 10

Establish tax incentives to encourage developers to factors the arts into new developments, especially in the southern sector of Dallas.

REQUEST 11

Provide a new permit and fire safety standards category for pop-up arts and cultural uses of underutilized ground floor commercial spaces.

REQUEST 12

If the city is providing incentives to developers, include incentives that encourage the creation and inclusion of low-rent arts spaces (workshop, rehearsal, exhibition, or performance space) and/or affordable housing for artists.

HOTELS

There are 217 hotel properties in the City of Dallas employing thousands of workers and offering a total of 34,000 guestrooms. In 2019, Dallas hotels generated \$1.07 billion in revenue. Due to the coronavirus pandemic, hotel revenue is anticipated to drop by 50% in 2020 and the hotel workforce is projected to drop by 25-40%.

To help this sector of our economy stabilize and recover, we present 10 items for your consideration:

REQUEST 1 - PRIORITY

Provide a six-month grace period (to June 30, 2021) for hotels to pay 2020 property taxes. This will allow hotels to build up the cash flow they need to pay. At the same time, provide a 5% discount to those hotels that can pay 2020 taxes in full and on time.

REQUEST 2 - PRIORITY

Allow local hotels flexibility on hotel occupancy tax payments and request city assistance in support of relief grants, loans and credits involving hospitality venues.

REQUEST 3 - PRIORITY

Reopen our convention and event venues.

REQUEST 4 - PRIORITY

Provide relief on interest rate charges for hotel occupancy tax payments over the 2020 summer months.

REQUEST 5 - PRIORITY

Defer code enforcement on issues that require capital improvement, such as reflective tape on stairwells.

REQUEST 6 - PRIORITY

Defer any adoption of new fire and building code ordinances for existing properties through the full pandemic recovery period.

REQUEST 7 - PRIORITY

Establish clear, consistent, and transparent web communications of federal, state, county and city executive orders, and related ordinances on the city's website.

REQUEST 8 - PRIORITY

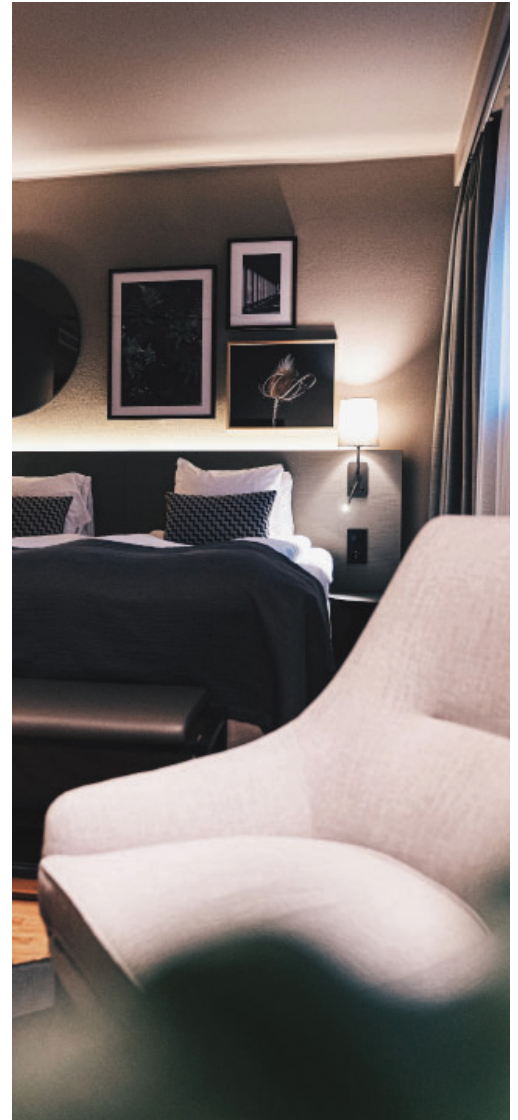
Aggressively promote Dallas as a destination of choice for visitors and groups.

REQUEST 9 - PRIORITY

Promote ISSA's (The Worldwide Cleaning Industry Association) GBAC STAR Facility Accreditation Program as a "seal of approval."

REQUEST 10

Waive or reduce municipally owned utility charges for the duration of the pandemic.



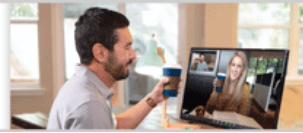


Members of the City of Dallas Restaurant and Hospitality Advisory Committee developed 59 requests by consensus during multiple meetings in May and June, 2020. From these sessions, 24HourDallas generated this “Empty Chairs” report *pro bono*. All images are courtesy of Unsplash artists: Chloe Evans (cover); Robin Schreiner (p2); Artem Beliaikin (p3); Michał Mancewicz (p4); Sangga Rima Roman Selia (p6); Briana Tozour (p7); Nacho Capelo (p8); Thong Vo (p9); Linus Mimietz (p10); and Tetiana Shyshkina (this page). Learn more about 24HourDallas at 24hourdallas.org. Let’s create a safe, vibrant, and diverse nighttime culture for businesses, residents, and guests.



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GOP's Proposal Limits Virus Liability Claims Against Businesses, Schools, Caregivers

Senate Majority Leader Mitch McConnell wants to give federal courts jurisdiction over liability claims arising from coronavirus infections to limit the legal exposure of businesses, schools and other organizations as they reopen, according to a summary of legislation he plans to offer.

McConnell and Texas Republican Senator John Cornyn are working on a measure to be included in a GOP-only virus relief package that could be released next week. That will be the opening for negotiations with Democrats on legislation to bolster the economy, which has been hobbled by the continuing spread of the coronavirus.

The legislation, a top priority of the Senate GOP leader, would temporarily give businesses, schools, colleges, charities and other organizations a shield from lawsuits as long as they make "reasonable" efforts to follow public health guidelines and didn't commit an act of "gross negligence" or "intentional misconduct," according to the summary.

Senate Republicans also want to shield medical workers and health facilities from medical liability claims, according to the draft of the plan.

The proposal would move to federal courts medical liability claims against caregivers that arise from care provided for the virus by licensed health care facilities and medical workers. Like employers generally, they could only be successfully sued if they engaged in gross negligence and intentional misconduct. Federal courts could decide such matters as the burden of proof by a claimant or any caps on damages.

The limits would be in place through 2024 under the Republican plan.

Business groups aligned with congressional Republicans, including the U.S. Chamber of Commerce, are pressing for federal control of cases to escape what they call a "patchwork" of state laws, statutes that depending on the jurisdiction can subject them to higher risks that employers will lose to plaintiffs in court.

But House Speaker Nancy Pelosi argues that such sweeping liability changes are not necessary if the Occupational Safety and Health Administration issues a new standard for dealing with the virus. Defendants in civil actions could cite compliance with the standard.

"In terms of the immunity that they want, we're saying the best way to do that is to pass the Heroes Act. In the Heroes Act we have a very strong OSHA provision," Pelosi said on MSNBC Wednesday, referring to the \$3.5 trillion plan passed by the House. She called The Republican plan to unfair to workers.

—With assistance from Erik Wasson.

Top Photo: Senate Majority Leader Mitch McConnell, a Republican from Kentucky, center, arrives for a closed door briefing with top intelligence officials at the U.S. Capitol in Washington, D.C., U.S., on Thursday, July 2, 2020.

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JUNE 2020

THE CASE FOR TARGETED FEDERAL AID TO DMOS AND TOURISM AGENCIES

Thomas Hazinski, MPP
Managing Director

Joseph Hansel, MPP
Research Analyst

*HVS Convention, Sports & Entertainment
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The COVID-19 pandemic has placed at risk the substantial investment of state and local governments in the tourism and hospitality industries. Publicly funded destination marketing organizations (“DMOs”), tourism agencies, and convention centers face budget shortfalls, staffing reductions, and growing financial uncertainty. Targeted federal aid is urgently needed to support DMOs, tourism agencies, and convention centers whose work is critical to the recovery of vital sectors of the US economy.

Introduction

The COVID-19 crisis has shined a spotlight on the importance of public sector investment in the hospitality and tourism industries. State and local governments support the industry through spending on tourism promotion, destination management, and tourism infrastructure such as convention centers, stadiums, and arenas. With drastically reduced resources, continued public sector investment in the industry is in jeopardy.

Federal aid to the hospitality and tourism industry, thus far, has provided some direct aid to private sector partners and owners of properties affected by the pandemic, primarily through Small Business Administration (“SBA”) loans and grants, but these amounts have not been sufficient to cover the extreme industry-wide financial losses. The U.S. Travel Association, in tandem with Tourism Economics, projects cumulative losses since the beginning of March totaling \$195 billion for the travel industry.¹ Estimates of the quantifiable effect of COVID-19 on the industry vary; however, the common thread of these projections show an industry at risk.

The federal government provided roughly \$274 billion in aid to state and local governments in the CARES Act.² But most of that aid was directed at paying for COVID-19 pandemic response and cannot be used for revenue replacement. Federal aid that would address revenue shortfalls is currently being debated in the US Congress. Such aid could indirectly support the hospitality and tourism industries by shoring up the overall fiscal health of state and local governments and preventing the diversion of hospitality and tourism spending to other services.

Targeted aid to state and local governments, aimed at direct stimulus to the hospitality industry, may allow for faster recovery for the entire economy. The hospitality and tourism industries have proven to be the most vulnerable of industries to the COVID-19 pandemic with percentages of revenue losses far exceeding that of the overall economy. The Bureau of Economic Analysis showed a 5% decline in real GDP during the first quarter of 2020.³ The Federal Reserve Bank of Atlanta projects, in the second quarter of 2020, a 52.8% decline in real GDP.⁴ The Congressional Budget Office projects annual GDP growth for real GDP to only fall by 5.6% in 2020.⁵ By comparison, projections of travel industry losses are greater than overall decreases in GDP. An Oxford Economics study from April 2020 projected an 81% loss in travel industry revenue in April and May 2020—with losses continuing through the rest of the year—and a decline of 45% of the travel industry’s contribution to US GDP for the year 2020.⁶

Tourism agencies and destination management organizations (“DMOs”) face dual challenges of convincing the public that travel to their destinations is safe and affordable. Additional effort will be required to secure convention, group and meeting business, rescheduling postponed events, and making health related accommodations to event organizers. This additional workload cannot be accomplished with reduced staff levels. Many convention centers rely on lodging tax revenue and other tourism taxes that support their operations and

¹ “COVID-19 Travel Industry Research,” U.S. Travel Association, June 2, 2020. (ustravel.org)

² Jared Walczak, “Designing a State and Local Government Relief Package,” Tax Foundation, May 12, 2020. (taxfoundation.org)

³ “Gross Domestic Product, 1st Quarter 2020 (Second Estimate); Corporate Profits, 1st Quarter 2020 (Preliminary Estimate),” Bureau of Economic Analysis, May 28, 2020. (bea.gov)

⁴ “GDPNow,” Federal Reserve Bank of Atlanta, June 1, 2020. (frbatlanta.org)

⁵ Phill Swagel, “CBO’s Current Projections of Output, Employment, and Interest Rates and a Preliminary Look at Federal Deficits for 2020 and 2021,” Congressional Budget Office, April 24, 2020. (cbo.gov)

⁶ “The Impact of COVID-19 on the United States Travel Economy,” Oxford Economics, April 15, 2020. (ustravel.org)

capital investments. Their continued operation and necessary capital improvements are also threatened by the dramatic reduction in revenue. Consequently, targeted relief to the tourism agencies and DMOs is an essential piece of effort to revive the hospitality and tourism industries.

The public sector engages in large public investment into the hospitality industry

Some public sector efforts in the hospitality industry are highly visible—such as the Pure Michigan campaign and Las Vegas marketing efforts. In reality, the tourism industry as a whole relies, in part, on all contributions made by public sector partners. Taking place at the state and local level, tourism promotion, the operation of convention and visitor bureaus, and many other efforts are undertaken to ensure the health of the industry. The following figure summarizes the U.S. Travel Association’s State Tourism Office Budget Dashboard.⁷

Average State Tourism Office Budgets (Years Ending 2014 to 2019)

	2014	2015	2016	2017	2018	2019*
State Budget Average (\$ millions)	\$17.1	\$18.6	\$19.0	\$18.6	\$19.5	\$21.1
Percent Change		8.6%	1.9%	-1.9%	5.1%	7.7%

*Projected

Source: U.S. Travel Association

By FY 2019, the average state tourism budget, based on data from 45 states, reached \$21 million. The U.S. Travel Association also reports that, compared to 2018 spending, 35 states reported an increase or no change in their state tourism budget. Of the 18 states and territories with public and private funding, over 68% of funding is public.

Efforts to promote tourism come from the local level as well. The following figure summarizes the budgets of the 20 largest DMOs in the US, and their reliance on public sector funding.

⁷ “State Tourism Office Budgets Dashboard (FY 2018-19),” U.S. Travel Association, January 29, 2019. (ustravel.org)

Top 20 DMO Budgets and Funding Sources

Organization	Budget		Public Sector Funding	
	Year	(\$000's)	(\$000's)	% of Budget
Las Vegas Convention and Visitors Authority	2019	\$408,000	\$319,000	78%
LA Tourism and Convention Board	2017	\$57,000	\$48,000	85%
San Diego Tourism Authority	2019	\$48,000	\$41,000	87%
Visit Dallas	2017	\$44,000	\$42,000	95%
San Francisco Travel	2020	\$43,000	\$33,000	76%
Visit Denver	2018	\$40,000	\$34,000	86%
NYC and Co	2018	\$40,000	\$21,000	54%
Atlanta Convention and Visitors Bureau	2018	\$35,000	\$26,000	75%
Choose Chicago	2018	\$34,000	\$29,000	86%
Nashville CVB	2018	\$33,000	\$27,000	83%
Greater Miami and the Beach CVB	2016	\$32,000	\$28,000	88%
Go to Louisville	2018	\$31,000	\$27,000	85%
Travel Portland	2017	\$26,000	\$25,000	95%
Visit San Antonio	2017	25,000	23,000	93%
Destination DC	2018	\$25,000	\$20,000	81%
Seattle King County CVB	2017	24,000	20,000	86%
Detroit Metro CVB	2018	\$20,000	\$18,000	93%
Visit Austin	2017	17,000	15,000	91%
Visit Phoenix	2018	\$16,000	\$14,000	86%
Memphis CVB	2018	16,000	15,000	95%
Average		50,700	41,250	81%

Source: HVS, Respective Organizations

Among the top 20 DMOs, on average, 81% of their funding comes from the public sector. For state and local agencies, funding comes from a variety of sources. For example, California does not impose a statewide lodging tax and funding of Visit California comes from a tourism assessment program for businesses operating in the tourism industry.⁸ In most cases, funding for public sector agencies relies on taxes on services related to tourism—car rentals, accommodations, and other tourism taxes.

The following figure provides the distribution of lodging tax revenues for those states with a separate lodging tax.

⁸ “Welcome,” California Office of Tourism, June 2, 2020. (tourism.ca.gov)

Distribution of Lodging Tax Revenues

State	General Fund	Convention and Tourism Promotion	Other
Alabama	75.00%	25.00%	
Arkansas		100.00%	
Connecticut		66.66%	33.33%
Delaware	62.50%	25.00%	12.50%
Hawaii		Fixed Amount	
Idaho		90.00%	10.00%
Illinois	50.00%	50.00%	
Kentucky		100.00%	
Massachusetts		Fixed Amount	
Montana	42.86%	57.14%	
Nebraska		100.00%	
Nevada	92.50%	7.50%	
New Hampshire	60.00%		40.00%
New Jersey		12.76%	87.24%
Oregon		100.00%	
Pennsylvania	100.00%		
Rhode Island	25.00%	50.00%	25.00%
South Carolina			100.00%
South Dakota		100.00%	
Texas	100.00%		
Utah			100.00%
Vermont			100.00%
Average % Distribution	30.39%	44.20%	25.40%

Source: HVS, Respective States

On average, 44.2% of lodging taxes in these states go to convention and tourism promotion and 30.39% of revenues go to state general funds.

HVS previously projected that lodging tax losses in 2020 across the top 25 hotel markets in the United States could range from 52% to 60%.⁹ If those same losses are applied to the 2019 revenues from states with a dedicated lodging tax, state lodging tax revenues in those states could decline from \$3.47 billion in 2019 to between \$1.39 and \$1.65 billion in 2020. Assuming 2019 total lodging taxes in the US were \$21.52 billion, the COVID-19 pandemic could reduce lodging taxes in 2020 to between \$8.64 to \$10.25 billion.¹⁰

Budgetary constraints created by COVID-19 will result in budget cuts for public sector agencies in the hospitality industry

State and local government allocation of spending on convention and tourism promotion will be affected by general revenue declines. Estimates of the magnitude of state budget shortfalls created by COVID-19 for Fiscal Years 2020 and 2021 vary from 15% to 25%.

⁹ Thomas Hazinski, "HVS COVID-19 Impact on Lodging Tax Revenues," HVS, April 20, 2020. (hvs.com)

¹⁰ Estimate of taxable room revenues comes from taking a percentage of total rooms revenue, which we assume is equal to the total number of hotel rooms ([statista.com](https://www.statista.com)), multiplied by the annual RevPAR reported by STR for 2019 ([str.com](https://www.str.com)). We multiply taxable room revenues by the average tax rate across the United States (14% as reported in the 2019 HVS Lodging Tax Study).

- The Center on Budget and Policy Priorities estimates state budget shortfalls reaching 15% in Fiscal Year 2020 and 25% in Fiscal Year 2021.¹¹
- Moody's Investor Services estimated that state tax revenues in Fiscal Year 2021 would fall 14.2% lower than Fiscal Year 2019 levels.¹²
- The National Conference of State Legislators has projected state revenue losses of 15 to 20%.¹³

Some local governments that are highly dependent on property taxes may experience less of a decline in revenue than those that rely more heavily on income or sales taxes. But a reduction in intergovernmental transfers from state to local governments will exacerbate local government budget shortfalls. Losses of this magnitude will force state and local lawmakers to decide where to best use tax revenues. Traditionally, public agencies in the tourism and hospitality industry face budget cuts during periods of fiscal stress because preference is given to public services that are deemed more essential such as public safety and health and welfare services. According to the National Conference of State Legislatures, "during the Great Recession, tourism budgets were often on the chopping block as states struggled to balance their budgets. Tourism office budgets reached a low of an average of \$13.3 million, but have since rebounded, according to the U.S. Travel Association."¹⁴

In a status quo without federal aid, public sector agencies will suffer under a prolonged recovery

As seen in the figures and discussion above, state and local tourism agencies and DMOs rely on public funding for their operations. Given the unreliability of these public funds, state and local agencies face budget shortfalls and staffing changes that impede their ability to complete their jobs. Due to the size of its impact, the effect of COVID-19 on agency budgets may return them to levels lower than they fell in the Great Recession.

Staffing changes also pose an additional issue when looking at the recovery of these agencies. For example, the Las Vegas Convention and Visitors Authority, the largest CVB in the United States by budget, saw furloughs and layoffs of 350 of its 455 employees—over 3/4^{ths} of their staff.¹⁵ Losses of this size, albeit some temporary, will prevent these agencies from effectively carrying out their missions. The tourism and hospitality industry has always relied on the expertise and excellence of the employees at these agencies. With these employees on the sidelines—or let go completely—the industry will face a prolonged recovery due to loss of institutional knowledge and effective manpower.

According to the U.S. Travel Association, the trade surplus from international spending in the United States peaked at \$99 billion in 2015 and declined to \$59 billion in 2019.¹⁶ The Department of Commerce identified almost a 30% decline in the trade surplus as a result of the Great Recession in 2009.¹⁷ The economic fallout from COVID-19, along with an already declining trade surplus, may push the United States to become a net exporter of tourism dollars rather than a net importer. The work of state and local agencies is pivotal to help buoy the trade surplus and continue to promote travel and tourism to and around the United States.

¹¹ "States Grappling with Hit to Tax Collections," Center on Budget and Policy Priorities, June 2, 2020. (cbpp.org)

¹² "Revenue Recovery from Coronavirus Hit Will Lag GDP Revival, Prolonging Budget Woes," Moody's Investors Service, Apr. 24, 2020. (law360.com)

¹³ "Re: Flexible Stimulus Funds for States to Stabilize Economy," National Conference of State Legislatures, Apr. 16, 2020. (ncsl.org)

¹⁴ Erica MacKellar, "State Tourism Office Budgets," National Conference of State Legislatures, July 30, 2019. (ncsl.org)

¹⁵ Hector Mejia, "LVCVA to lay off, furlough 350 employees as part of \$79M budget cut," CBS 8 News Now Las Vegas, April 14, 2020. (8newsnow.com)

¹⁶ "Reducing the Trade Deficit by Growing International Travel," U.S. Travel Association, February 2020. (ustravel.org)

¹⁷ "United States Travel and Tourism Exports, Imports, and the Balance of Trade: 2012," U.S. Department of Commerce International Trade Administration, Office of Travel and Tourism Industries. (travel.trade.gov)

Remedies

The COVID-19 pandemic introduced something into each of our lives: uncertainty. Great uncertainty surrounds the longevity of the virus, the potential for a vaccine, and what the world will look like on the other side of this pandemic. But one thing is clear: state and local agencies dedicated to the tourism and hospitality industry face dramatic losses of resources that, if left unaddressed, will hinder their vital work for the foreseeable future. The federal government, knowing the impact these agencies have on tourism promotion and the economic impact of tourism, should consider targeted relief to state and local governments designed to assist these agencies.

The recovery of the tourism and hospitality industry is inextricably tied to the recovery of related industries. For example, the airline industry benefits from the reintroduction of leisure and group travel. The hotel industry, which supports 8.3 million jobs, benefits from tourism and travel across the United States.¹⁸ The list goes on and the message is the same: tourism and travel are key to the recovery of several industries and the economy writ large. State and local partners in the tourism and hospitality industry are as necessary as ever to promote safe tourism and help revitalize our struggling economy.

¹⁸ Chuck Dobrosielski, “AH&LA projects COVID-19’s state-by-state jobs impact,” Hotel Management, March 24, 2020. (hotelmanagement.net)

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JUN. 2020
22

McSally Introduces Bill to Incentivize Domestic Travel

U.S. SENATE – U.S. Senator Martha McSally (R-AZ) introduced [legislation](#) on Monday encouraging Americans to support the tourism industry following the COVID-19 pandemic. The bill, called the American TRIP Act, would provide tax credits to Americans who spend money on lodging, entertainment, and other expenses related to travel in the United States and its territories. Additionally, the bill provides funding for Destination Marketing Organizations (DMOs) to promote the travel and tourism industry across the nation.

In the State of Arizona, travel and tourism account for more than \$3 billion in tax receipts and employs in total more than 180,000 people. As a result of the economic downturn due to the coronavirus, this sector is experiencing one of the highest unemployment rates, which was over 35 percent in May.

“The tourism and hospitality industries were among the hardest hit sectors across the country and their revival is critical to our economic recovery,” McSally said. “Arizona has lost billions in revenue this year alone due to the pandemic. My legislation will help boost domestic travel and jumpstart the comeback of our hotels, entertainment sectors, local tourism agencies, and the thousands of businesses that make Arizona one of the best places in the world to visit. It will also encourage Americans to safely get out of their homes and discover or rediscover Arizona along with the rest of the amazing destinations our country has to offer after a difficult several months stuck inside. I look forward to working with both sides of the aisle in the Senate and House to restart an important part of the economy by passing this bill.”

Read the bill text [HERE](#).

Background:

- [The American TRIP Act](#) provides a \$4,000 travel credit for individuals, and \$8,000 for joint filers (plus an additional \$500 credit for dependent children), for 2020, 2021, and 2022.
- This credit applies to all travel within the United States and its territories, so long as the travel and expenses and final destination is 50 miles from the principal residence of the filer(s).
- Qualified expenses for the credit include lodging, travel, and entertainment.
- For filers who own a second home, expenses related to live entertainment, food and beverage, and transportation qualify, but expenses related to the dwelling would not qualify (mortgage, interest, maintenance, etc.)
- Provides \$50 million to help Destination Marketing Organizations (DMOs) promote travel and tourism across the nation.

###

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Tourism in Turmoil

By: Dr. M. Ray Perryman
Published in syndication July 01, 2020

Texas is struggling to strike the appropriate balance in the tragic choice between effective public health measures and restoring vitality to the economy. Moving ahead with reopening before recommended safety milestones were met has led to reversals and setbacks on the path to progress. Physical health and economic health are both essential. Nowhere is this tension more intensely evident than in the tourism industry.

People traveling to new areas inherently involves enormous public health implications as cases of COVID-19 escalate. On the other hand, tourism is a major driver of the economy in urban and rural areas alike. Estimates by my firm indicate that travel spending added \$155.3 billion in total gross product to Texas in 2019 and supported over 1.5 million jobs.

To put it mildly, tourism and related services have experienced a turbulent few months in what is usually a bustling season. In April, the first full month of shutdowns, 518,000 jobs were lost in the Texas leisure and hospitality industry, a decrease of 38.1%. In May, the economy started to rebound and the leisure and hospitality industry gained back 193,400 jobs, but is still down 24.5% from January.

Performance in the hotel industry has followed a similar pattern. In April, hotel gross operating profits fell by 116.9% and into negative across the US, led by Houston which reported a decline of 135.3%, according to data produced by STR. Hotel occupancy hit a low of 22.0%, and individual cities recorded even lower rates (such as Austin, with 3.4% occupancy the first week of April). Airline performance followed a similar pattern.

Once restrictions began to ease in early May, many Texas cities saw the beginnings of a rebound in hotel occupancy. The first weekend of May saw increases of 31 and 24 percentage points in the beach communities of Galveston and Corpus Christi, respectively. As of the week ending June 20th, hotel occupancy across the US was 43.9%, up from historic lows in April but still down 41.8% from the previous year. With an uptick in COVID-19 cases and renewed restrictions, tourism-related businesses may be further impacted, though some activity will continue.

Moving forward, the near-term solutions likely will require distancing, facial coverings, increased sanitation procedures, and other measures to help people feel (and be) secure for traveling. Over a longer horizon, vaccines, treatments, tracing, and innovations will allow us to move forward. As I have often noted, this is an economic crisis that was spawned by a health crisis. You can only fully overcome the former by dealing with the latter. People love to travel and Texas is an iconic destination. Tourism will resume and prosper, though it may look a bit different. Be safe!!

Tags: [tourism](#), [coronavirus](#), [COVID-19](#)

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Texas Service Sector Outlook Survey



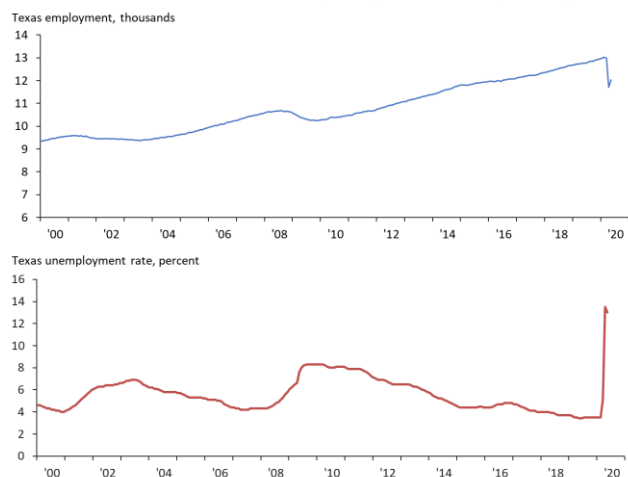
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2020 Mid-Year Overview

Economic distress caused by the COVID-19 pandemic has sent the Texas and U.S. economies into a tailspin. Virus containment measures have prompted unprecedented declines in demand and triggered mass layoffs, shaking business and consumer confidence.

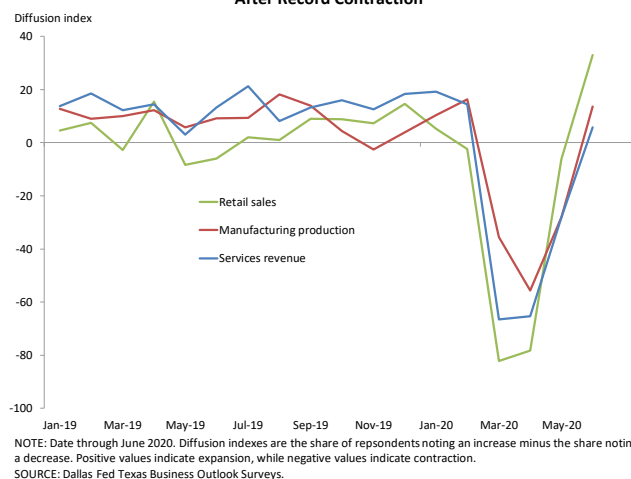
The Texas economy shed 1.26 million jobs in April—nearly 10 percent of total employment—and the state unemployment rate surged to an all-time high of 13.5 percent (Chart 1). The contraction was widespread across sectors, though leisure and hospitality were hit hardest. The latest data available indicate the bottom has been reached, and a tentative recovery began in May.

Chart 1: COVID-19 Pandemic Prompts Unprecedented Layoffs in April



Real-time data from the Dallas Fed's Texas Business Outlook Surveys show production and revenue increased in June (Chart 2). Keep in mind the survey diffusion indices do not track the *level* of aggregate activity, but the *direction of change*. The positive June survey readings mark an end to the three-month contraction, but do not suggest activity has recovered fully. In fact, results from a special survey question show that three-fourths of Texas firms say their June revenues are down from a typical June, by about 33 percent on average.

Chart 2: Dallas Fed Business Surveys Show Growth in June After Record Contraction



Looking ahead, firms are generally optimistic for stronger business activity six months from now, though several noted that the upward trend in new COVID-19 cases is causing concern. The Dallas Fed employment forecast is for continued job growth through December, ending the year with jobs down 3.2 percent from last December. The state unemployment rate is expected to trend down to just under 9 percent by yearend. However, forecast uncertainty remains elevated as the unprecedented economic decline continues to unwind, and the rising infection count presents significant downside risk to the outlook.

Perspectives from Pres. Kaplan

On Jun. 26, Dallas Fed President and CEO Rob Kaplan was interviewed by the Houston Chronicle. He shared his views on how containing the coronavirus and tackling racial inequity would help spark an economic recovery, not slow it. He was also interviewed in June by Bloomberg, CBS News, and Marketplace on other aspects of the U.S. economy. The interviews can be viewed at www.dallasfed.org/news/Interviews.aspx.

President Kaplan and Dallas Fed economists also regularly post insights and analysis on our blog, **Dallas Fed Economics**. You can sign up to receive electronic notification when we publish new articles at www.dallasfed.org/research/economics.

Thank You

This year we have been including special questions more frequently than usual, as hearing directly from businesses on the impact of COVID-19 is our best way to keep informed during these rapidly changing times. Your responses are highly valuable to us—thank you for your extra time and willingness to share your insights!



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

July 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.

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	The Luxe At Las Colinas	5000 N. S.H. 161	Apts	149,076 SF	\$12,000,000	Permit Pending	3/6/2020	Irving	May-20
4	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Pending	5/3/2020	Irving	May-20

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Star Park Las Colinas	5901, 5941, 5981 High Point Dr.	Shell Bldgs.	37,341 SF	\$7,600,000	Permit Issued	12/14/2019	Irving	May-20
2	Market Place Shopping Ctr	2150 Market Place Blvd	Shell Bldg.	18,078 SF	\$1,260,000	Permit Issued	1/23/2020	Coppell	May-20
3	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
4	The Parking Spot	00 W. John Carpenter Fw	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	DCURD	780 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Approved	8/29/2019	Irving	Oct-19
2	RDO	3200 E. Airport Fwy.	Auto Repair	36,405 SF	\$8,800,000	Permit Issued	12/20/2019	Irving	Mar-20
3	Shell Bldg.	8480 Esters Blvd.	Warehouse	8,028 SF	\$4,000,000	Permit Issued	1/9/2020	Coppell	Mar-20
4	Xtra Lease	3080 Recognition Point Dr.	Office/Warehouse	14,262 SF	\$850,000	Permit Pending	4/1/2020	Irving	Apr-20

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	CVS	8700 N. Belt Line Road	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19
2	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Permit Pending	10/29/2019	Irving	Nov-19
3	Lee Plaza	5101 N. Belt Line Rd.	Retail/Apts.	22,880 SF	\$3,000,000	Permit Issued	11/6/2019	Irving	Mar-20
4	SOS Collision	222 W. Airport Fwy.	Auto Repair	29,598 SF	\$410,000	Permit Issued	8/27/2019	Irving	Apr-20
5	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20
6	Q-Mart	900 E Grauwlyer Rd	Retail	2,280 SF	\$700,000	Permit Pending	6/11/2020	Irving	Jul-20

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Approved	11/8/2019	Coppell	May-20
2	Fairfield Inn & Suites/ Marriott	4800 W. John W. Carpenter Fwy.	Hotel	59,700 SF	\$8,000,000	Permit Issued	1/23/2020	Coppell	Apr-20
3	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20

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

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
2	COI Heritage Park Outdoor Stage	175 W. Third	Govt	3,211 SF	\$1,500,000	Permit Issued	4/8/2020	Irving	Jul-20

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Jun-20	33	\$10,834,418	23	\$8,611,617	10	\$2,222,801	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, JULY 27, 2020

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: June 20, 2020

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for June 2020

Convention Sales & Services Staff Activities

Leads Generated	June	YTD
Irving CVB – Hotel Leads	57	1112
Irving Convention Center Leads	8	362

June Bookings

Room Nights Generated	Monthly Goal	June 2020 Actuals	June 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	June Convention Center	Convention Center YTD
Definite Room Nights	16822	12253	29387	201853	126602	166791	5979	32413
Lost Room Nights		20789	57693		403238	329956	9746	171332

June Sales Team Activity

Accounts Added or Updated	Contacts Added or Updated	Leads Added or Updated	Leads Updated	Profiles Added or Updated	Notes Added	Emails Sent	Traces Added	Traces Open	Traces Completed	Total
605	891	308	377	191	57	127	3565	153	3596	9562

Sales Travel

June	Organization	Event	Location
4-6	Meeting Professionals International	Visit Irving Pre Event Familiarization Trip	CANCELLED
7-10	Meeting Professionals International	World Education Conference	Rescheduled for November
14-18	Cvent	Connect Tradeshow	CANCELLED
15-17	Religious Conference Management Association	Board Meeting	CANCELLED

June Servicing & Inventory

Groups Serviced	
June	1
YTD	92

Proclamations/Welcomes/Flags:

- Welcome Back- Zest Fest, January 24, 2020 - Councilman Al Zapanta
- Welcome/ Flag Presentation – Religious Conference Management Association, February 5, 2020 - Mayor Pro Tem Oscar Ward
- Welcome/Special Recognition/Flag-Texas Council of Deliberation, March 7 - Mayor Rick Stopfer

Cancelled:

- Welcome/Ribbon Cutting/Proclamation/Flag - National Guard Association of Texas, March 27, 2020 - Mayor Rick Stopfer
- Proclamation/Flag - National Guard Association of Texas, March 28, 2020 - Councilman Al Zapanta
- Ribbon Cutting/Welcome Back- Opening of DFW Minority Supplier, July 21, 2020 – Councilman Kyle Taylor
- Luncheon/Welcome Back- DFW Minority Supplier, July 21, 2020 - Mayor Rick Stopfer

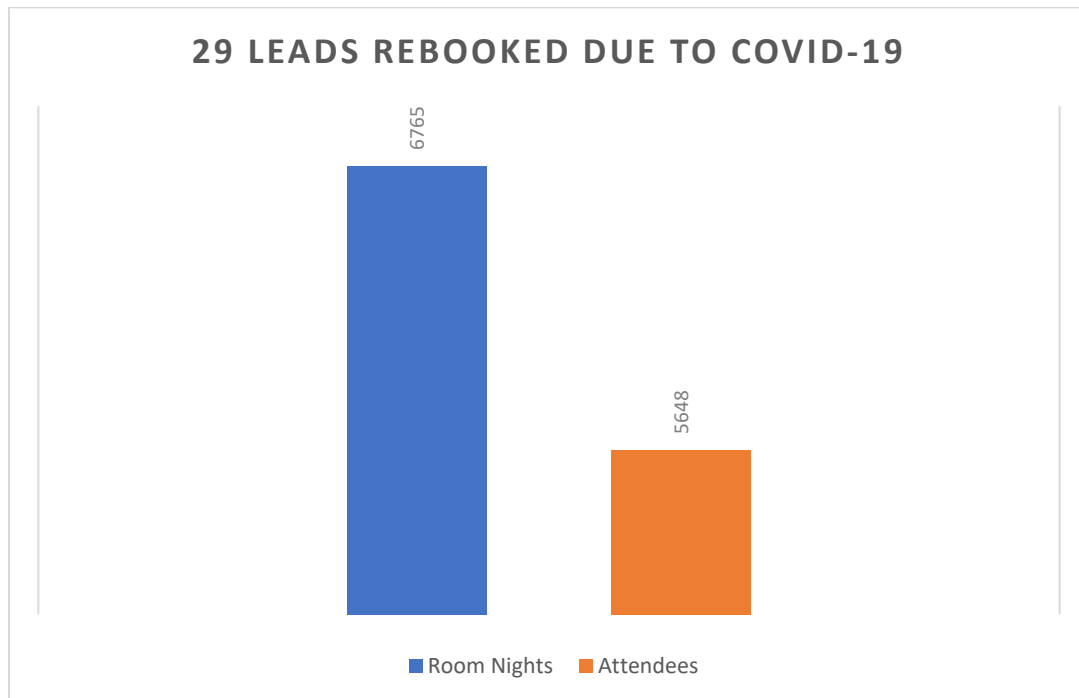
June Servicing & Inventory Cont.

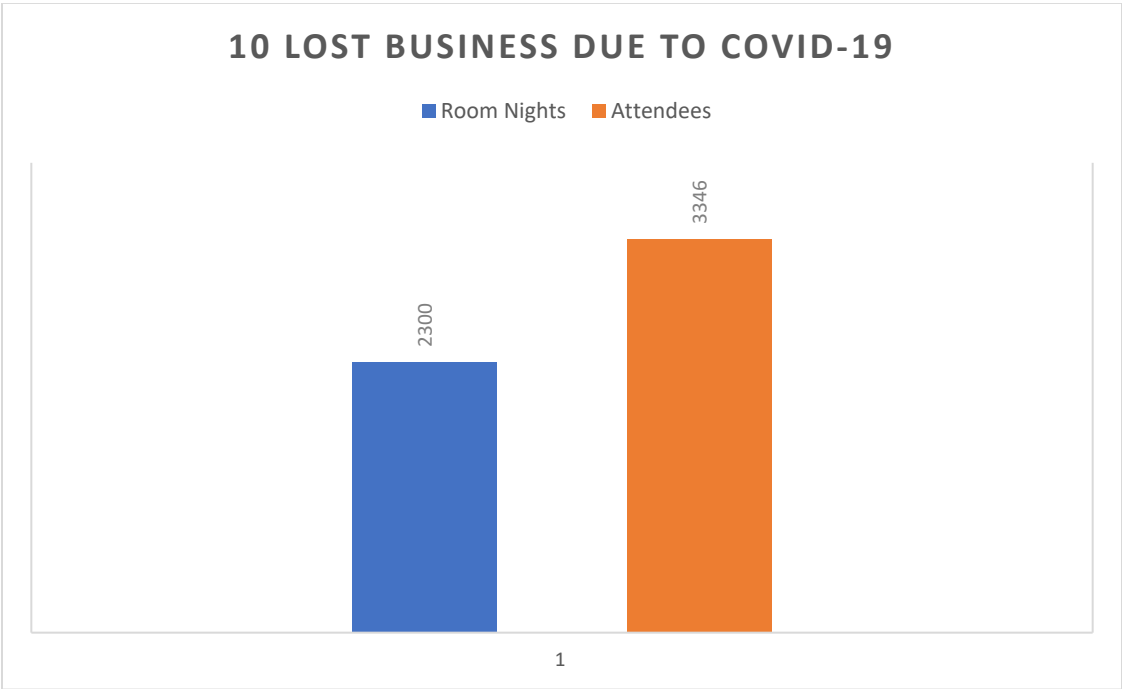
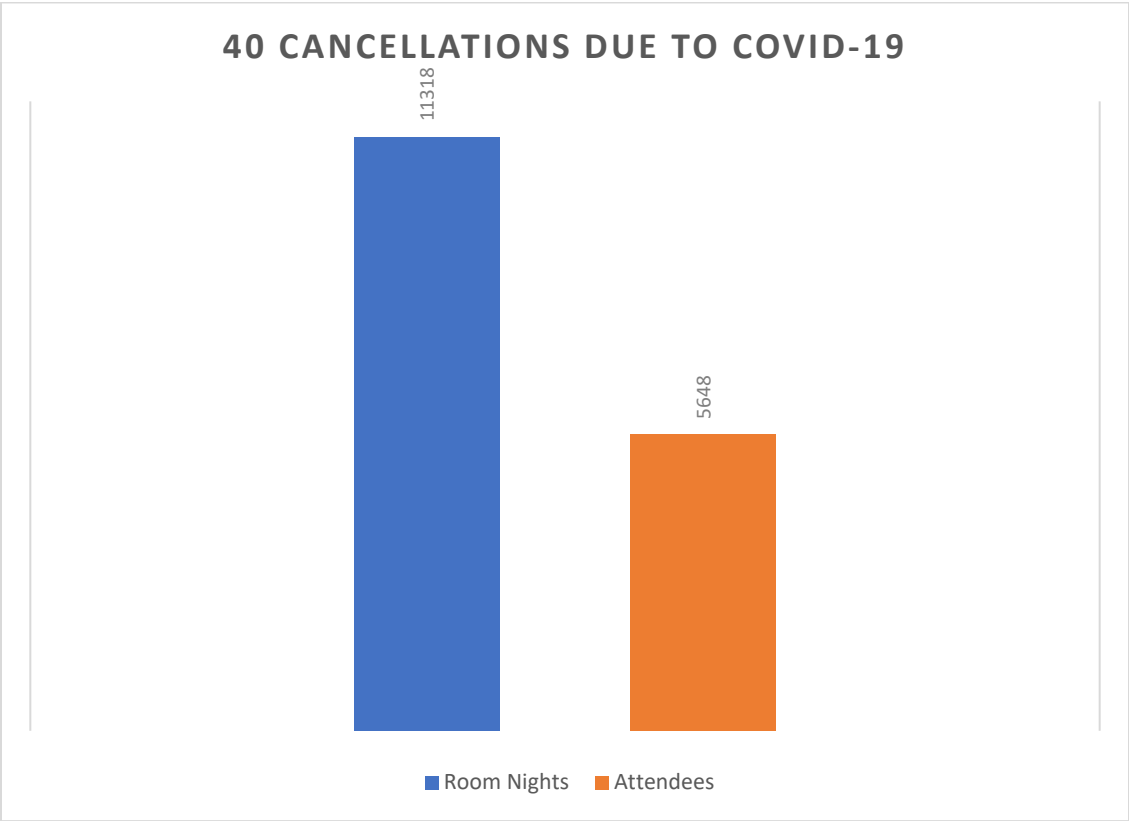
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	0	0 Badges/0 Lanyards
Pens	0	0
Bags	0	0
Promotional Materials	1	Restaurant Maps/ 0 TMF maps/ Surveyors
Staffing Services	0	00 Event Hours

Event Location:

Hotels: 1 Irving Convention Center: 0 Other: 0

Covid-19 Booking Status





June Servicing & Inventory Cont.

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Chicago White Sox	Chicago White Sox vs Texas Rangers 2020	7/2/2020	7/5/2020	100	201
Flowserve Corporation	CRT Between Bearing Pump Repair-July 13	7/13/2020	7/17/2020	14	56
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	7/19/2020	7/23/2020	100	280
Flowserve Corporation	Pump System Analysis-July 27	7/27/2020	7/31/2020	12	48
Literacy Texas	Literacy Texas	8/2/2020	8/5/2020	200	384
Flowserve Corporation	Pump & Mechanical Seal Principles-Aug 3	8/3/2020	8/7/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Aug 3	8/3/2020	8/6/2020	14	42
Louisiana Farm Bureau Insurance	Louisiana Farm Bureau Insurance - President's Weekend 2020	8/6/2020	8/8/2020	100	135
Pathways Core Training Inc.	Pathways Monthly August 2020	8/7/2020	8/22/2020	100	272
North Texas Sewing and Quilt Expo	Original Sewing & Quilt Expo & North Texas Quilt Festival	8/8/2020	8/15/2020	5000	296
North Texas Sewing and Quilt Expo	OVER FLOW HOTEL -Original Sewing & Quilt Expo & North Texas Quilt Festival	8/9/2020	8/15/2020	5000	850
American Red Cross	Donor Recruitment Training	8/10/2020	8/13/2020	15	48
Flowserve Corporation	Centrifugal Pump Fundamentals-Aug 10	8/10/2020	8/14/2020	12	48
Philadelphia Phillies	Philadelphia Phillies vs Texas Rangers 2020	8/10/2020	8/13/2020	100	170
CMG Financial	CMG Financial - Sales Mastery	8/11/2020	8/13/2020	75	65

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	2020 TEXSOM Conference - Guest Room Block	8/11/2020	8/19/2020	500	645
TexSom	2020 TEXSOM Conference - Vendor Room Block	8/11/2020	8/19/2020	500	747
Vizient, Inc.	Vizient, Inc. 2020 Supplier Orientation (August)	8/12/2020	8/13/2020	200	100
BioTE Medical	Aug-20	8/13/2020	8/15/2020	150	300
CEDIA	Business Summit Dallas-Grapevine	8/17/2020	8/18/2020	100	80
Flowserve Corporation	Pump & Mechanical Seal Reliability-Aug 17	8/17/2020	8/21/2020	12	48
International Association for Orthodontics	2020 IAO Institute Meeting - August 2020	8/20/2020	8/22/2020	15	27
Oklahoma Society of Anesthesiologists	2020 Annual Meeting	8/21/2020	8/22/2020	80	80
Equis Financial	Equis Financial Training Conference Aug 2020	8/21/2020	8/22/2020	400	150
Colorado Rockies	Colorado Rockies vs. Texas Rangers 2020	8/23/2020	8/26/2020	100	140
Flowserve Corporation	Root Cause - August 24	8/24/2020	8/27/2020	12	36
Baltimore Orioles	Baltimore Orioles vs Texas Rangers 2020	8/26/2020	8/30/2020	100	280
ECi Software Solutions	Eci ELT Meeting 2020	8/28/2020	9/4/2020	100	322
Marine GSE Reunion	Reunion	8/28/2020	8/30/2020	110	90
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Aug 31	8/31/2020	9/3/2020	14	42
BNSF Railway Company	BNSF 2020 Coal Conference	9/1/2020	9/5/2020	50	150
U90C Management Group (soccer)	U90C SuperCopa 2020 (resch)	9/1/2020	9/8/2020	1500	880

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Dallas Chess Club	Dallas Chess Club	9/2/2020	9/8/2020	75	275
Terri Savelle Foy Ministries	Terry Savelle Foy Ministries	9/3/2020	9/6/2020	3000	273
Pathways Core Training Inc.	Pathways Monthly September 2020	9/4/2020	9/19/2020	100	272
Rangaraya Medical College Alumni of North America	RMCANA Alumni Meeting	9/4/2020	9/6/2020	500	570
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers 2020	9/6/2020	9/10/2020	100	264
Transplace, Incorporated	2020 Transplace Carrier Symposium	9/7/2020	9/10/2020	286	313
Professional Fraternity Association	2020 PFA Annual Conference	9/9/2020	9/13/2020	100	255
Dallas Security Traders Association	2020 DSTA Annual Convention	9/9/2020	9/12/2020	100	183
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	9/9/2020	9/9/2020	25	25
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	9/9/2020	9/13/2020	100	320
Women's Business Council- Southwest	2020 Annual Conference	9/9/2020	9/10/2020	375	7
BioTE Medical	Sep-20	9/10/2020	9/12/2020	150	300
Plunder Design	Plunder Palooza	9/10/2020	9/12/2020	600	550
Lion Street	Lion Street Indaba 2020	9/12/2020	9/15/2020	265	570
National Council for State Authorization Reciprocity Agreements	NCSARA State Meeting	9/14/2020	9/17/2020	115	256
American Red Cross	Donor Recruitment Training	9/14/2020	9/17/2020	15	48
Flowserve Corporation	Mechanical Seal Fundamentals-Sept 14	9/14/2020	9/18/2020	12	48
Flowserve Corporation	CRT Between Bearing Pump Repair-Sept 14	9/14/2020	9/18/2020	14	56

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Productive Dentist Academy	Productive Dentist Academy September	9/16/2020	9/18/2020	150	225
National Procedures Institute	NPI Conference 2020	9/16/2020	9/20/2020	65	236
Auto Body Association of Texas	2020 Texas Auto Body Trade Show	9/17/2020	9/19/2020	750	200
Texas Association of Life and Health Insurers	2020 TALHI Round Up	9/20/2020	9/22/2020	90	120
LLL Event Marketing for RMI	Resource Management Global Symposium	9/20/2020	9/25/2020	150	257
Oakland Athletics	Oakland A's vs Texas Rangers 2020	9/20/2020	9/24/2020	100	260
BNSF Railway Company	BNSF 2020 Industrial Products Summit	9/21/2020	9/24/2020	115	145
Flowserve Corporation	Pump System Analysis-Sept 21	9/21/2020	9/25/2020	12	48
Texas Podiatric Medical Association	2020 Southwest Foot and Ankle Conference	9/23/2020	9/26/2020	400	315
The Southwestern Invitational	Southwestern Invitational Championship 2020	9/24/2020	9/27/2020	312	298
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers 2020	9/24/2020	9/27/2020	100	198
University of Arkansas Athletics	University of Arkansas vs TX A&M 2020	9/25/2020	9/26/2020	150	123
Collegiate Sports Travel	University of Arkansas Team Travel	9/25/2020	9/26/2020	75	123
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020	9/27/2020	9/29/2020	70	60
American Recovery Association	2020 NARS and Annual Meeting	9/27/2020	10/3/2020	300	838
East African Chamber of Commerce	East African Chamber of Commerce - 2020 Meeting	9/29/2020	10/4/2020	200	104
Masters Dermatological Association	MDA 2020	9/30/2020	10/5/2020	50	235

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2020	9/30/2020	10/5/2020	300	337
PLH Group	PLH Group Safety Summit Sept 2020	9/30/2020	10/2/2020	75	134
BioTE Medical	Oct-20	10/1/2020	10/3/2020	150	300
Pathways Core Training Inc.	Pathways Monthly October 2020	10/2/2020	10/17/2020	100	272
Marcus Evans	Real Estate Investors Summit	10/3/2020	10/7/2020	130	335
Flowserve Corporation	Pump & Mechanical Seal Principles-Oct 5	10/5/2020	10/9/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Oct 5	10/5/2020	10/8/2020	14	42
GlobauxSource	Halftime Coaches Conference 2020	10/5/2020	10/6/2020	15	30
Enterprise Holdings	Fall Officers Meeting	10/6/2020	10/10/2020	220	750
The Unified Group	Unified Group Financial Forum 2020	10/7/2020	10/9/2020	20	90
Southern Region A-Plus	A-Plus Southern Region 2020	10/7/2020	10/10/2020	200	280
University of Oklahoma - Alumni Association	OU TX Football Game 2020	10/8/2020	10/11/2020	400	675
Irving Arts Center	Damien Sneed We Shall Overcome Show	10/8/2020	10/9/2020	20	14
ServiceNow	5678 ServiceNow NowSummit 2020 DC	10/10/2020	10/13/2020	90	229
Southwest Collectors Association	2020 Annual Regional Conference	10/10/2020	10/14/2020	120	135
Insurance Designers of America	2020 Annual Fall Conference 2020	10/11/2020	10/17/2020	89	214
American Red Cross	Donor Recruitment Training	10/12/2020	10/15/2020	15	48
Kimley-Horn and Associates, Inc.	Kimley-Horn Fundamentals of Consulting Oct 2020	10/14/2020	10/16/2020	150	160

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Confluent Health	Confluent Health PTVille2/ Key Leader	10/15/2020	10/17/2020	115	124
Assemblies of God/Marriage	Marriage Encounters	10/16/2020	10/18/2020	80	80
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	10/16/2020	10/17/2020	400	700
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/16/2020	10/17/2020	200	200
Globallee, Inc.	DISCOVER Globallee	10/16/2020	10/17/2020	800	400
The University of Texas at Dallas	Hardin-Simmons University vs UT Dallas	10/16/2020	10/16/2020	20	8
Gathering of the Eagles International Worship Summit	Gathering of The Eagles International Summit	10/17/2020	10/26/2020	1500	1282
SANS Institute	SANS Dallas Fall 2020	10/17/2020	10/24/2020	100	589
National Brokerage Agencies, Inc.	National Brokerage Agencies Fall Conference	10/19/2020	10/22/2020	120	255
Vizient, Inc.	Vizient, Inc. 2020 Leadership Development	10/19/2020	10/22/2020	12	35
Flowserve Corporation	Pump & Mechanical Seal Reliability-Oct 19	10/19/2020	10/23/2020	12	48
BW (Ben) Marguglio, LLC	HPI-HEP Seminars	10/19/2020	10/22/2020	24	45
Monster Vision Productions	12th Annual Dallas Bachata Festival	10/21/2020	10/25/2020	250	405
Federation of Fire Chaplains	Federation of Fire Chaplains Training	10/21/2020	10/29/2020	150	448
Hispanic IT Executive Council	2020 IT Leadership Summit	10/24/2020	10/29/2020	200	453
Flowserve Corporation	Centrifugal Pump Fundamentals-Oct 26	10/26/2020	10/30/2020	12	48
Career Colleges and Schools of Texas	2020 Annual Conference	10/28/2020	10/30/2020	150	90
Kimley-Horn and Associates, Inc.	Kimley-Horn Fundamentals of Practice Oct 2020	10/28/2020	10/30/2020	100	160

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Fujitsu America	Fujitsu Americas SKO 2020	11/1/2020	11/6/2020	300	764
Flowserve Corporation	Pump & Mechanical Seal Principles-Nov 2	11/2/2020	11/6/2020	12	48
FamilyLife	Weekend to Remember	11/4/2020	11/9/2020	500	585
Brownell Motivation/Incentive Travel	Brownell Academy 2020	11/4/2020	11/8/2020	260	740
Home Staging and Redesign Association	2020 Home Staging Summit	11/4/2020	11/7/2020	400	210
Independent Insurance Agents of Dallas	IIAD Jim Millerman Insurance Convention 2020	11/4/2020	11/5/2020	500	30
Texas State Genealogical Society	Texas State Genealogical Society 2020 Conference	11/5/2020	11/8/2020	300	400
BioTE Medical	Nov-20	11/5/2020	11/7/2020	150	300
Dallas Dance Festival	Dallas Dance Festival 2020	11/5/2020	11/8/2020	200	455
International Association for Orthodontics	2020 IAO Institute Meeting - November 2020	11/5/2020	11/7/2020	15	27
American College of Veterinary Dermatologists	ACVD Testing	11/5/2020	11/7/2020	26	56
Pathways Core Training Inc.	Pathways Monthly November 2020	11/6/2020	11/21/2020	100	272
American Legal and Financial Network	2020 ALFN Foreclosure Intersect	11/8/2020	11/10/2020	120	96
Texas Association of Local Housing Finance Agencies	TALHFA 2020 Annual Conference	11/8/2020	11/10/2020	200	295
ED311	International Conference NEDRP	11/8/2020	11/11/2020	800	160
JLM Creative Events	Applique Getaway 2020	11/9/2020	11/16/2020	450	403
American Red Cross	Donor Recruitment Training	11/9/2020	11/12/2020	15	48

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Flowserve Corporation	Pump & Mechanical Seal Reliability-Nov 9	11/9/2020	11/13/2020	12	48
Flowserve Corporation	CRT Between Bearing Pump Repair-Nov 9	11/9/2020	11/13/2020	14	56
American College of Emergency Physicians	ACEP - EMBRS Room Block November 2020	11/15/2020	11/20/2020	15	90
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	11/16/2020	11/20/2020	100	280
Flowserve Corporation	Centrifugal Pump Fundamentals-Nov 16	11/16/2020	11/20/2020	12	48
Flowserve Corporation	Root Cause - Nov 16	11/16/2020	11/19/2020	12	36
PAMM Expo, LLC	Model and Talent Expo November 2020	11/17/2020	11/21/2020	400	1140
American Bar Association	2020 November Council Committee Meeting	11/18/2020	11/21/2020	60	102
USA Judo	2020 USA Judo President's Cup	11/18/2020	11/22/2020	500	280
American Country Dance Association	ACDA American Country Dance Association 2020	11/19/2020	11/22/2020	300	230
Flowserve Corporation	Pump System Analysis-Nov 30	11/30/2020	12/4/2020	12	48
MADD National Headquarters	MADD Board Member Room Block December 2020	11/30/2020	12/3/2020	26	45
DFW Business Group on Health	2020 DFW Business Group on Health - Westin ICC Block	12/1/2020	12/2/2020	400	40
DFW Business Group on Health	2020 DFW Business Group on Health – Texican Block	12/1/2020	12/2/2020	400	25
NPC Battle of Texas Body Building National Qualifier	NPC Battle of Texas Body Building National Qualifier 2020	12/2/2020	12/5/2020	500	99
BioTE Medical	Dec-20	12/3/2020	12/5/2020	150	300

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Empower Texans	Empower Texans Room Block 2020	12/4/2020	12/6/2020	40	80
United Network for Organ Sharing	December 2020 Board of Directors' Meeting	12/5/2020	12/7/2020	800	263
TexSom	Court of Master Sommelier MSE Theory Exam 2020	12/5/2020	12/8/2020	100	160
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center 2019	12/6/2020	12/9/2020	300	300
American Red Cross	Donor Recruitment Training	12/7/2020	12/10/2020	15	48
Flowserve Corporation	Centrifugal Pump Fundamentals-Dec 7	12/7/2020	12/11/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Dec 7	12/7/2020	12/10/2020	14	42
International Association for Orthodontics	2020 IAO Institute Meeting - December 2020	12/10/2020	12/12/2020	15	27
Tech Conferences	Share Point Fest	12/13/2020	12/18/2020	400	420

*Blue highlighted items above are Target Industries for Irving

**Gray highlighted items were still pending in status between rebooking and cancellation at the time the report was run.



Marketing Communications

To: Maura Gast, Executive Director

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

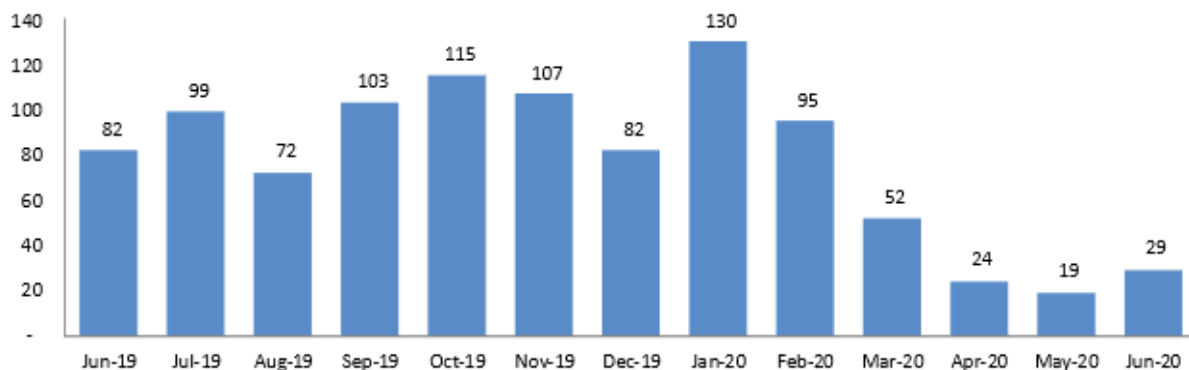
Date: July 20, 2020

Re: June 2020 Board Report

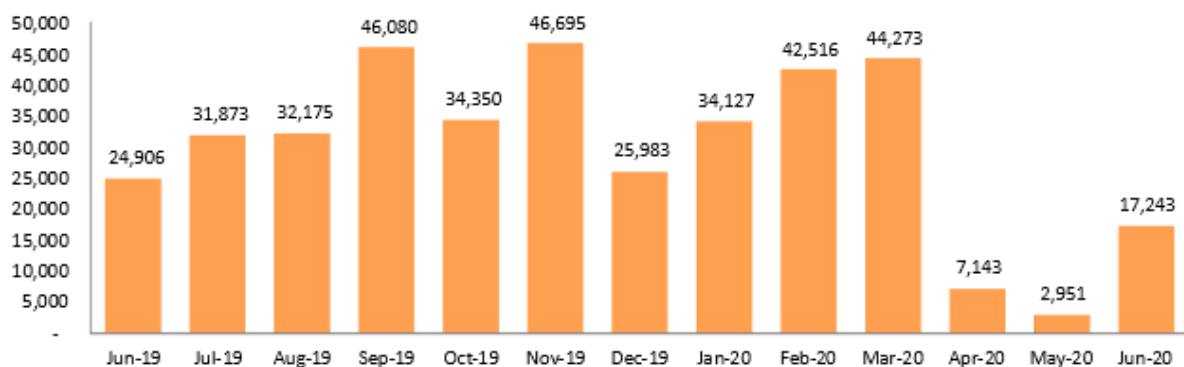
RFPS

June saw the highest number of RFPs and associated room nights since March with **29 RFPs** and **17,243 associated room nights**, which is a year-over-year decline of 66% for RFPs and 31% for associated room nights.

Requests for Proposal

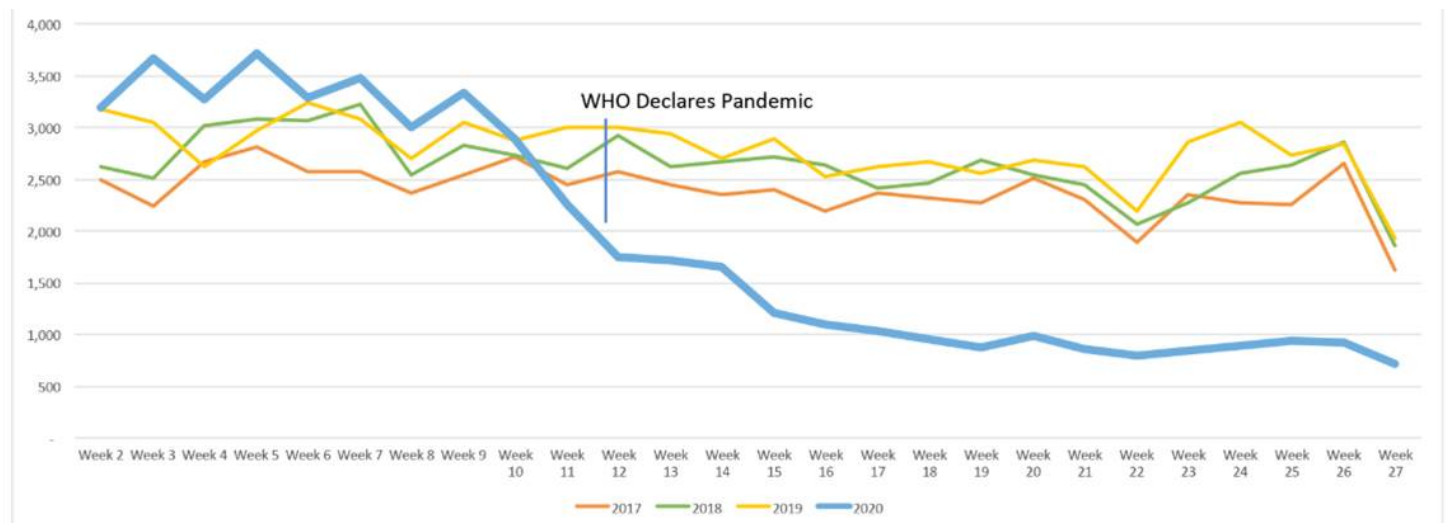


Requested Room Nights



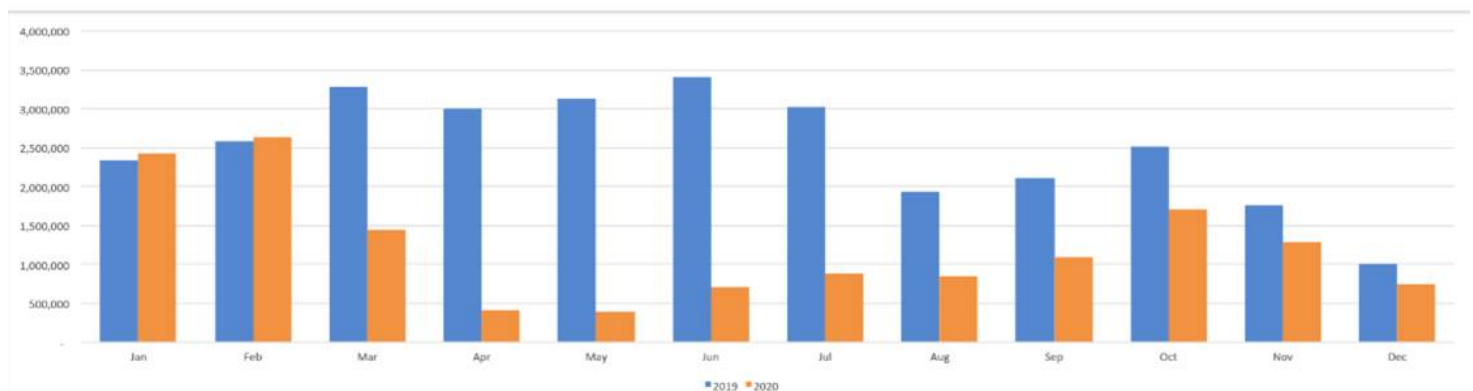
While June marked a three-month high point in RFPs and room nights, data from Simpleview, the ICVB's digital agency, indicates that this trend might not extend into July. The aggregated data of more than 200 DMOs in the United States is showing a 22% decline in the number of new leads from the previous week.

Number of New Leads by Week: n=200 North American DMOs



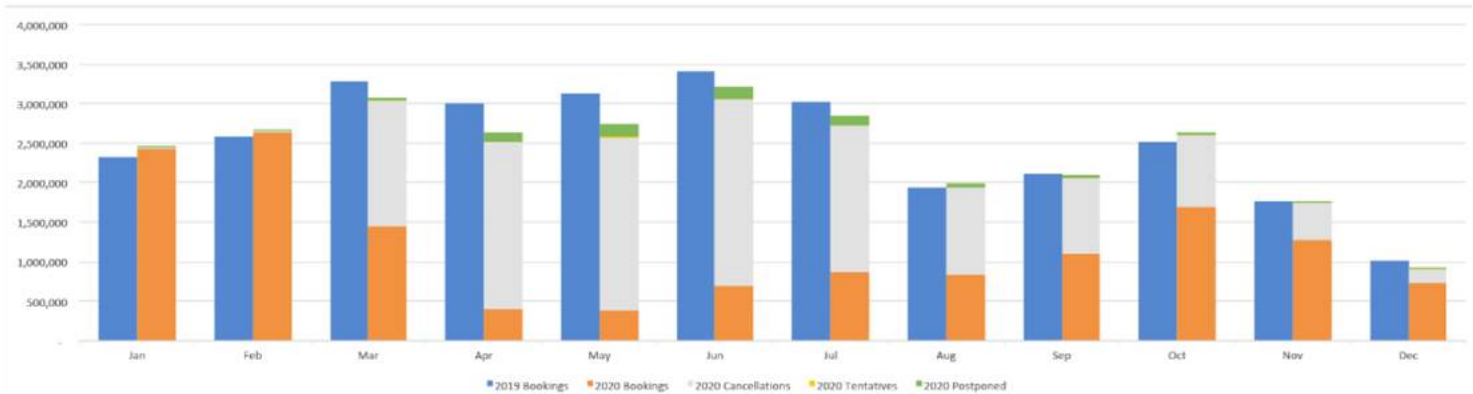
As of July 5th, Simpleview's sample set of 200 DMOs is reporting **15.5 million fewer** room nights on the books vs. the same time last year.

Number of Room Nights on the Books vs. the Previous Year: n=200 North American DMOs



Cancellations are continuing, but the pace of cancellations is slowing and has been trending down for three weeks in a row. Cancellations are shown in gray, postponements are in green, and bookings are in orange.

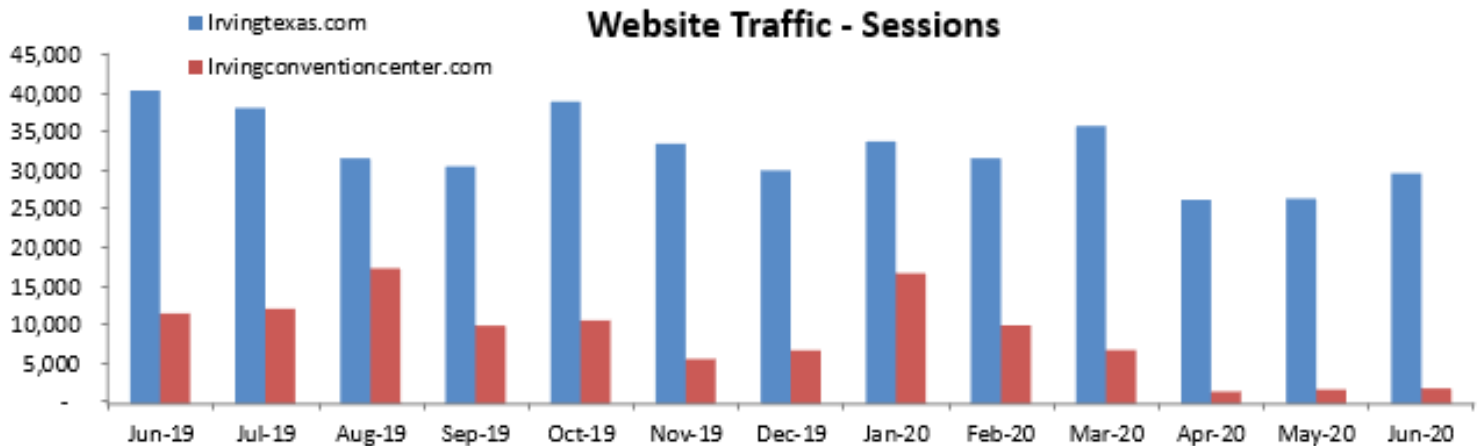
Bookings Cancellations, and Postponements: n=200 North American DMOs



Website Traffic

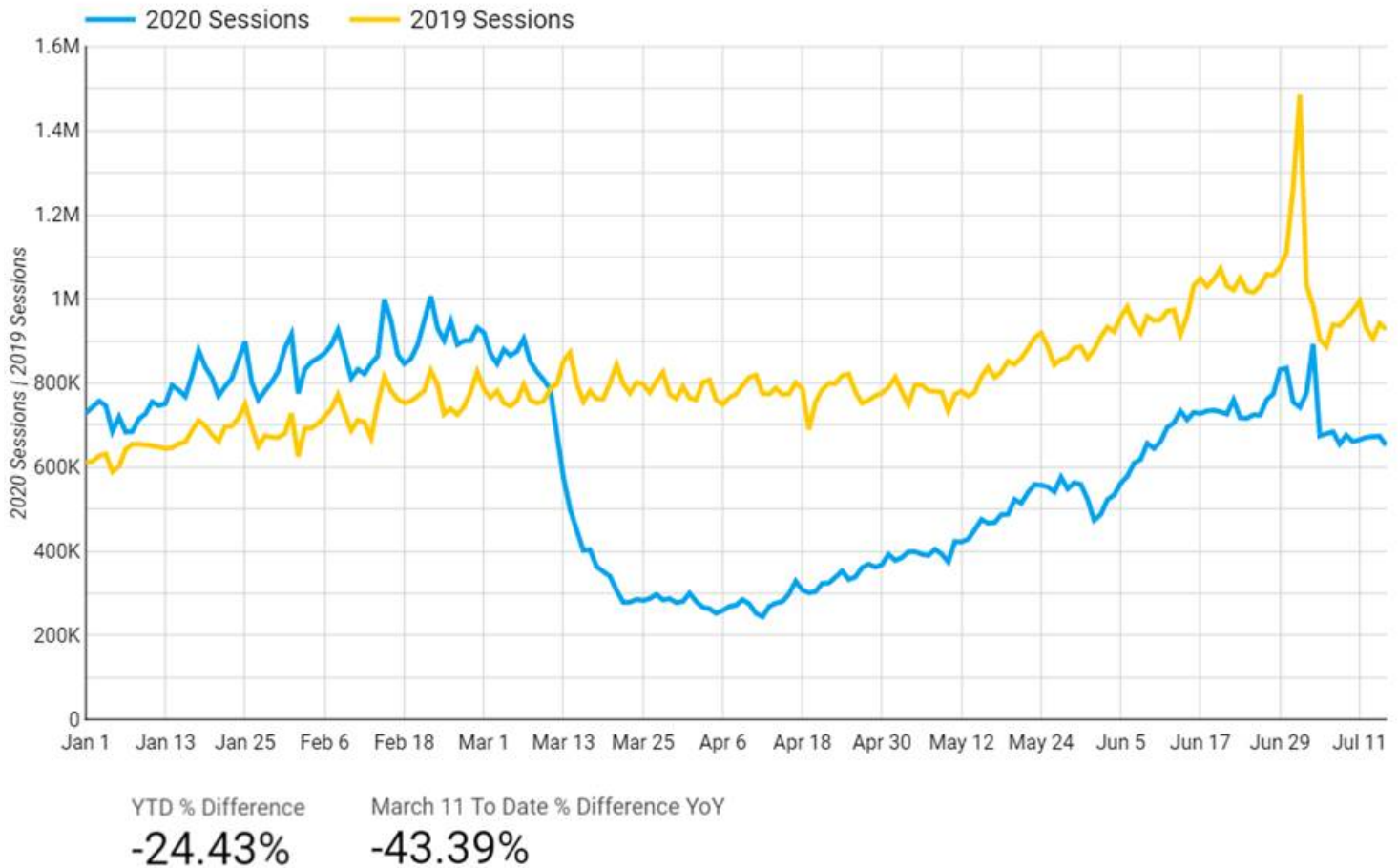
Website traffic in June increased with **31,600 total sessions** and **26,619 users** visiting both Traffic to both websites. websites increased from the previous month with 29,615 sessions to the Visit Irving site, and 1,985 sessions to the Irving Convention Center site.

Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events. Traffic to the Irving Convention Center website will remain at lower levels until the building resumes hosting regular events and large public shows.

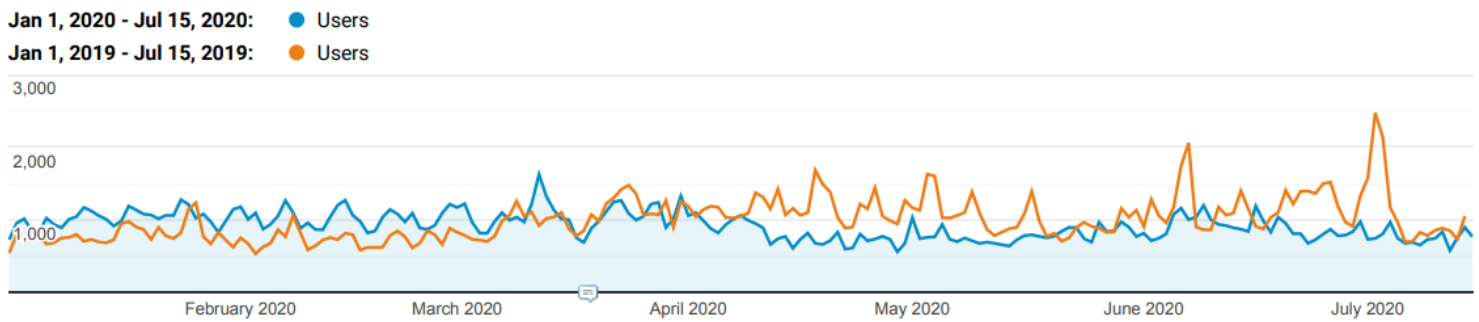


The ICVB website traffic and is continuing to perform well relative to the industry. The ICVB has experienced a 10.64% YTD decline in traffic vs. 24.43% for the industry and a 25.1% decline since March 11, 2020 vs. 43.39% for the industry.

Aggregated YOY Overall DMO Website Traffic: January 1 – July 16, 2020, provided by Simpleview Inc.



Visit Irving Overall YOY Website Traffic: January 1 – July 16, 2020



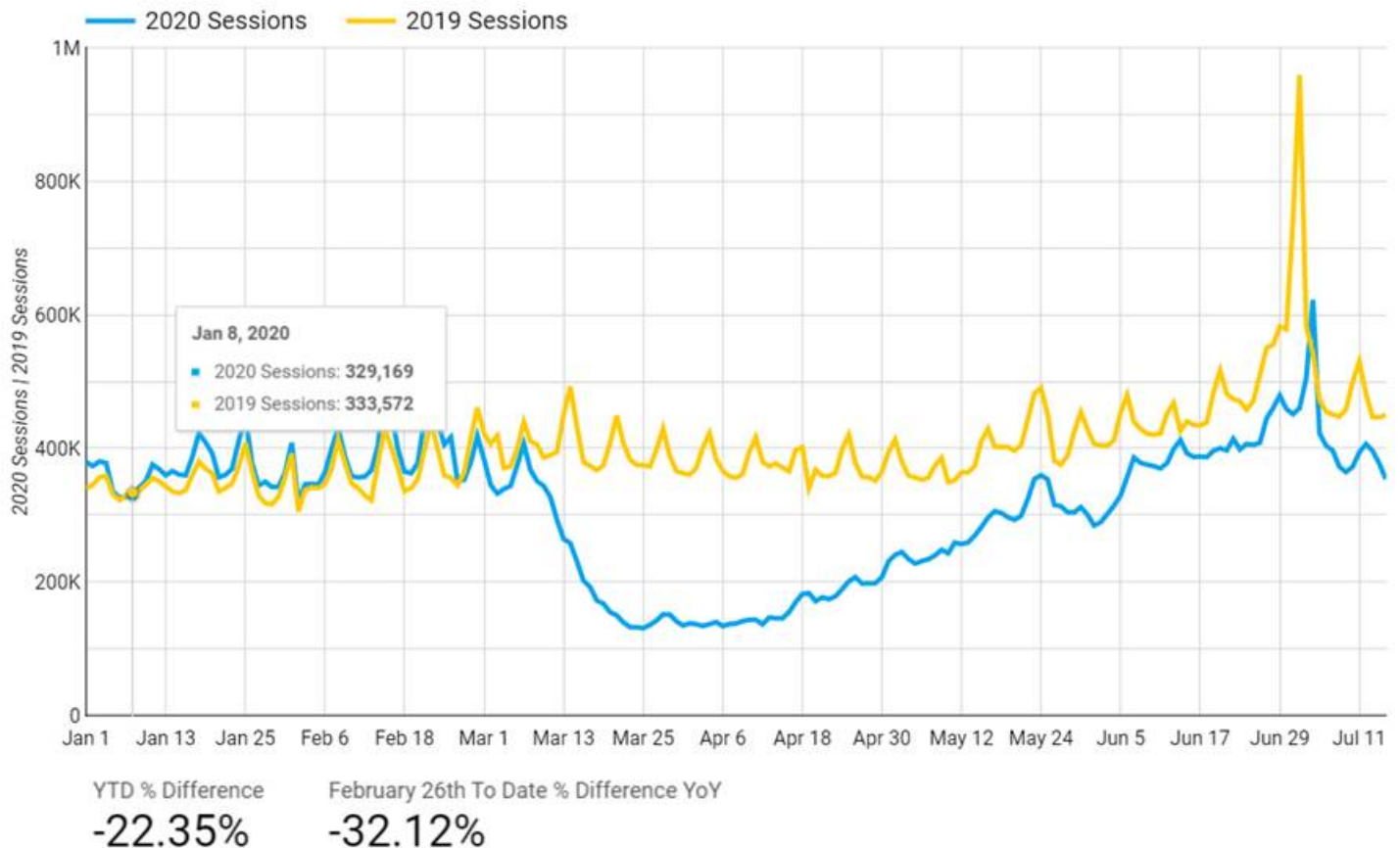
Irving YTD % Difference: YOY Total Sessions:

-10.64%

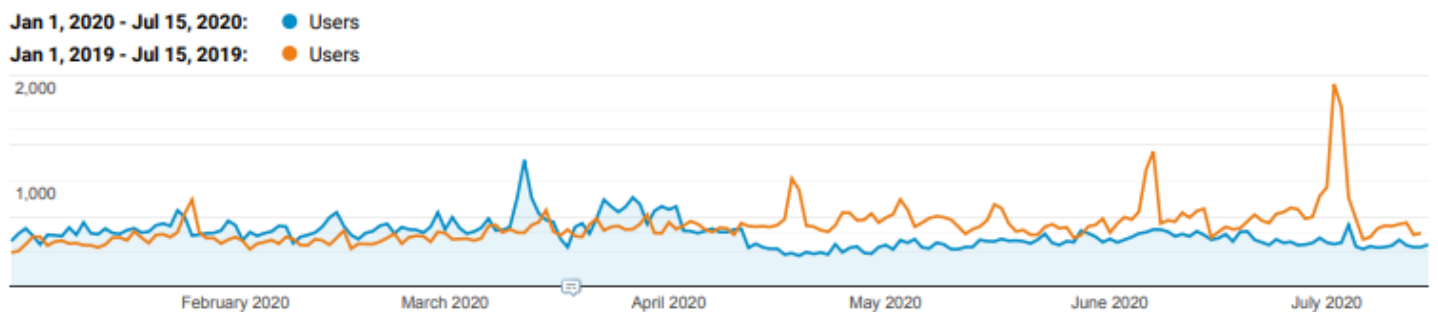
Irving March 11th to Date % Difference: YOY Total Sessions

-25.10%

Aggregated YOY Organic DMO Website Traffic: January 1 – June 15, 2020, provided by Simpleview Inc



Visit Irving Organic YOY Website Traffic: January 1st – June 15, 2020



Irving YTD % Difference: YOY Organic Sessions

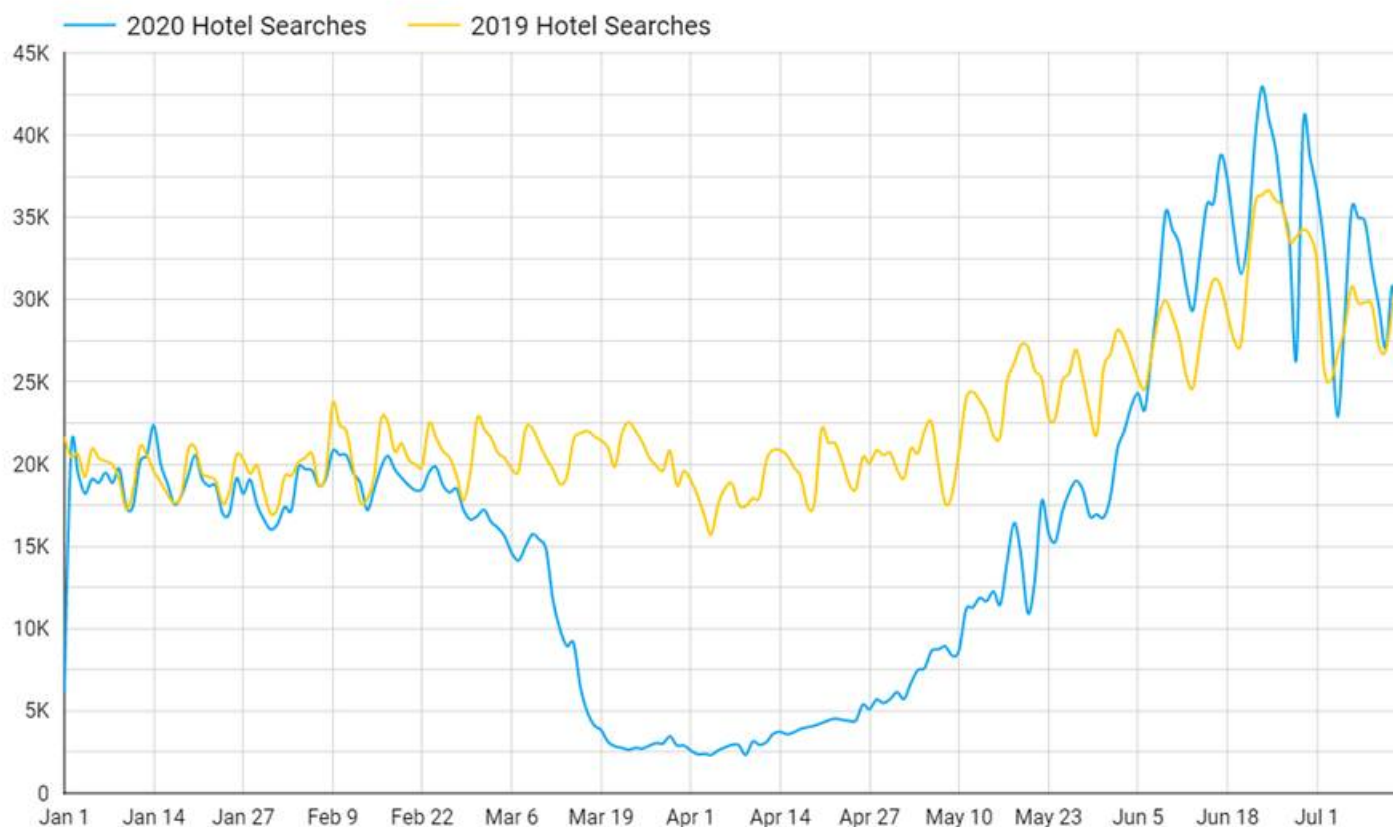
-12.96%

Irving March 11th to Date % Difference: YOY Organic Sessions

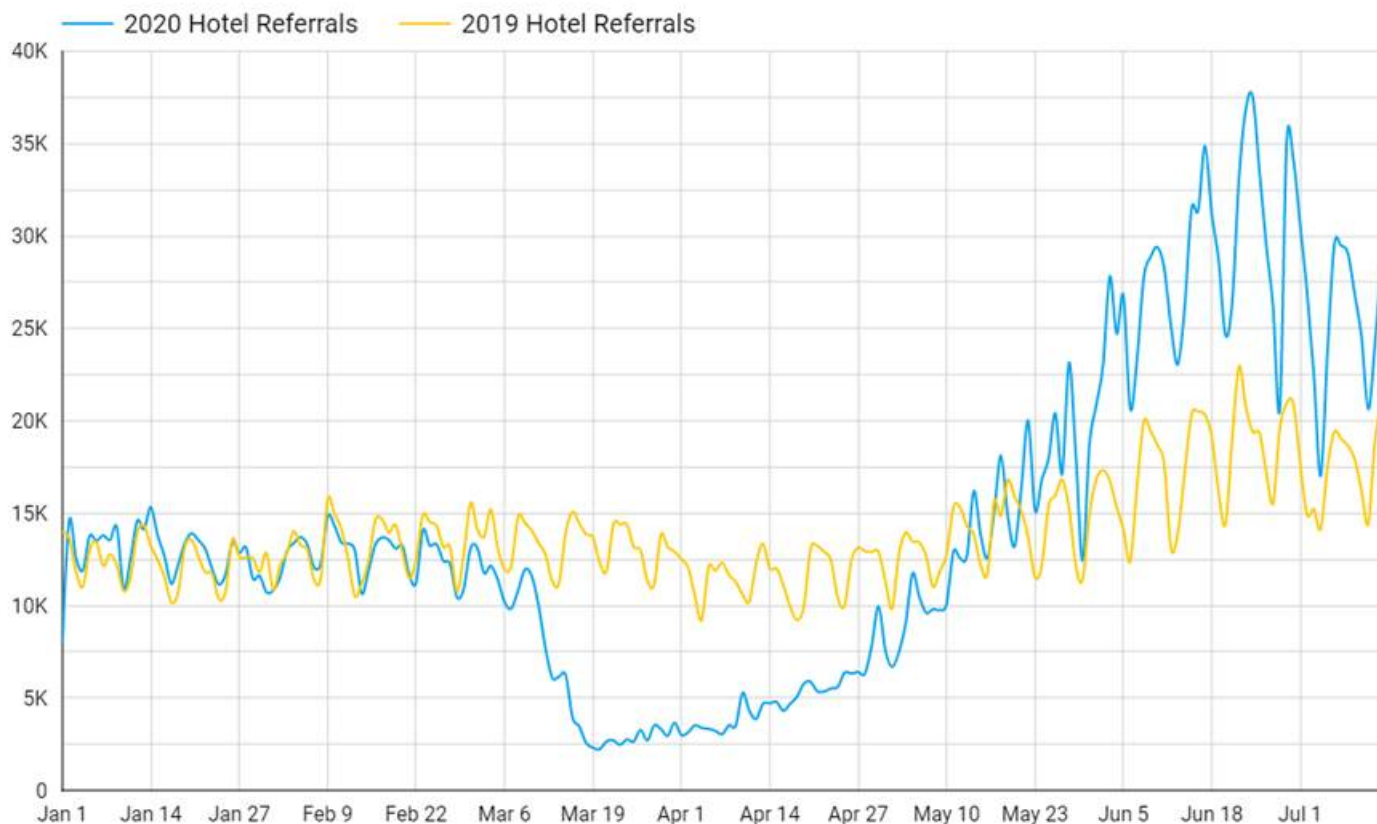
-25.90%

While website traffic, in general, has slowed down industry-wide, data from Simpleview indicates that partner searches and hotel referrals have increased both in recent weeks and YOY.

Year-to-Date Hotel Partner Searches YOY: n=200 North American DMOs

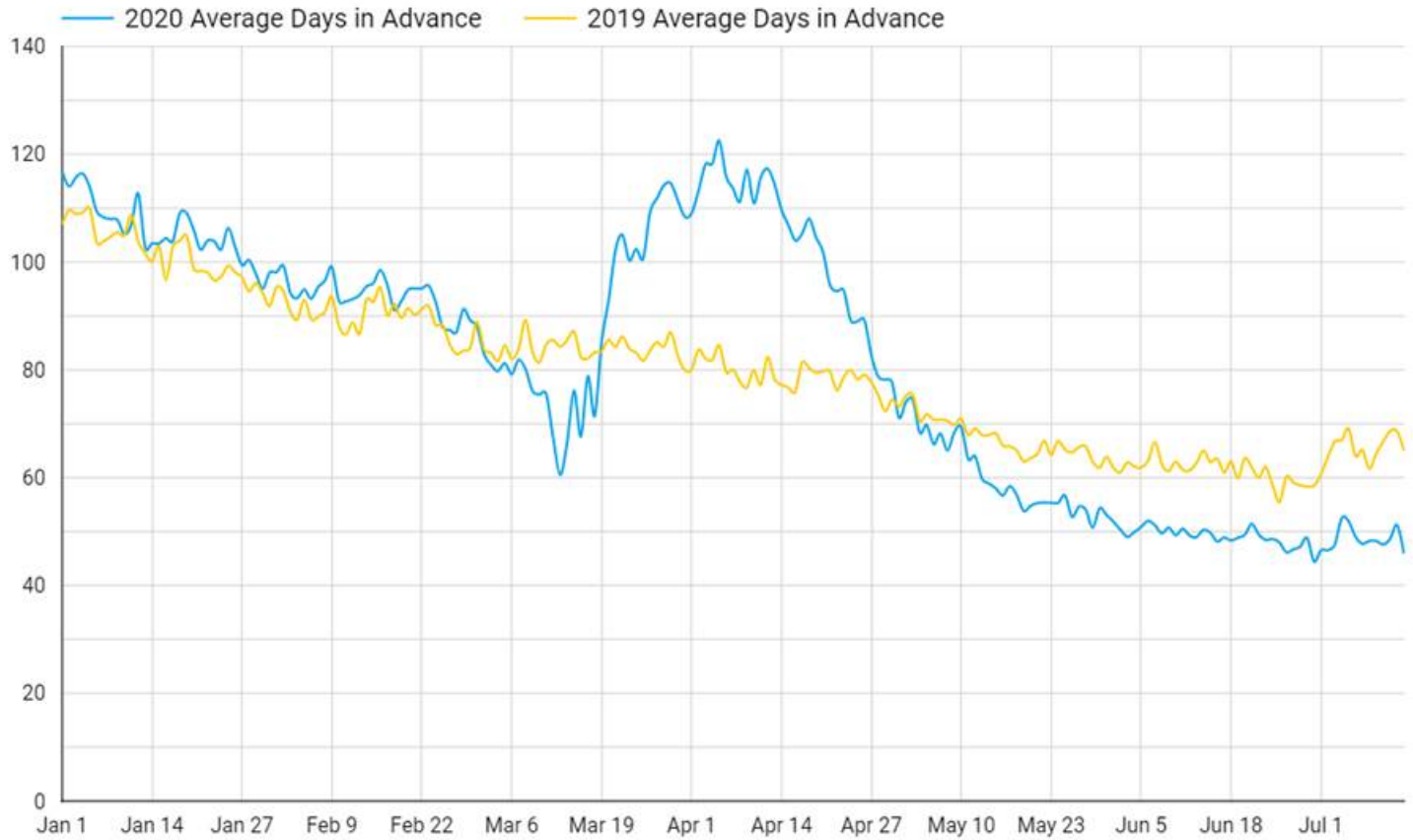


Year-to-Date Hotel Partner Referrals YOY: n=200 North American DMOs

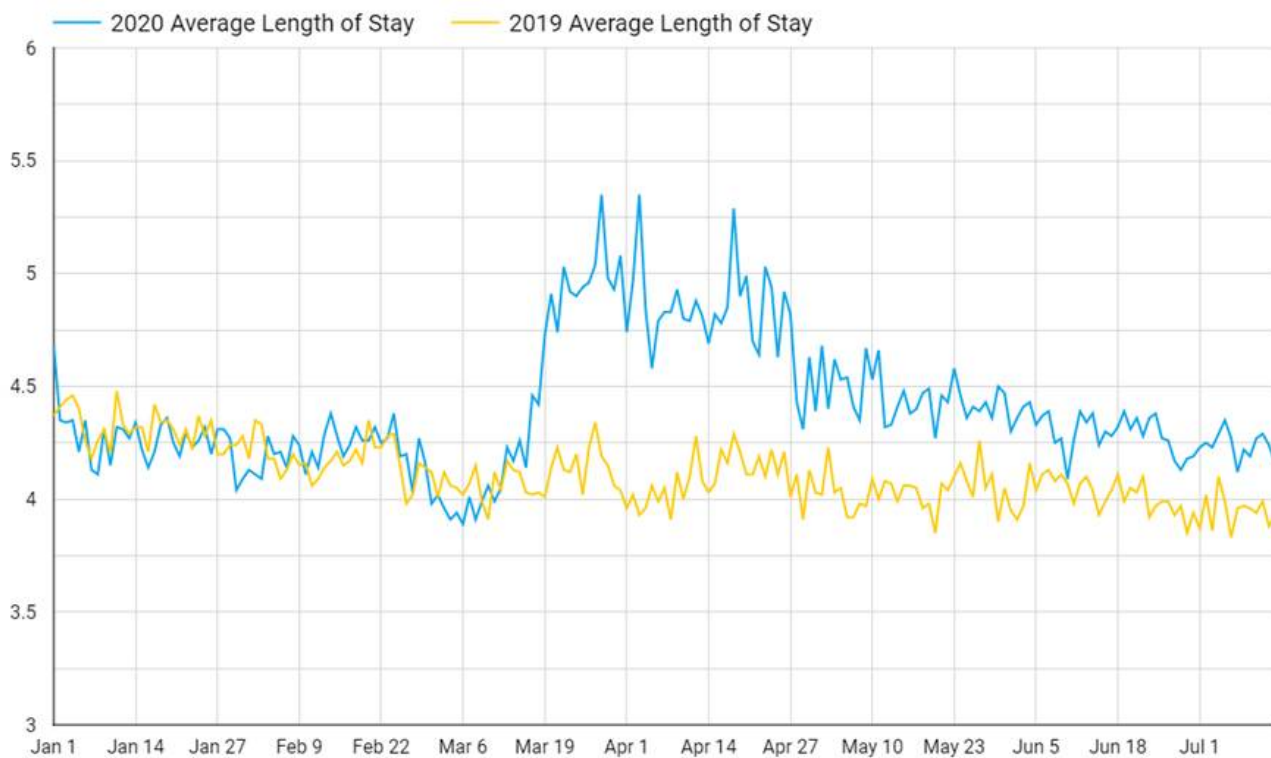


Hotel booking windows are decreasing when compared to the previous year, and the length of stay is increasing.

Year-to-Date Hotel Booking Average Days in Advance Compared YOY: n=200 North American DMOs



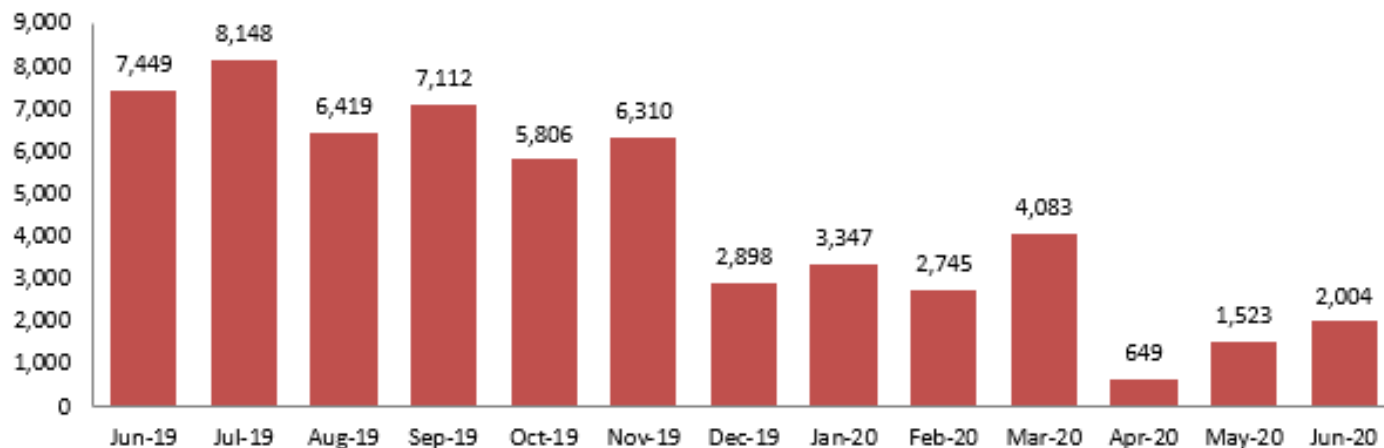
Year-to-Date Hotel Booking Length of Stay Compared YOY: n=200 North American DMOs



Advertising

With the prohibition on public gatherings, the ICVB suspended most of its advertising. As a result, advertising impressions remained low again in June with **2,004 advertising impressions** and **148 site visits**.

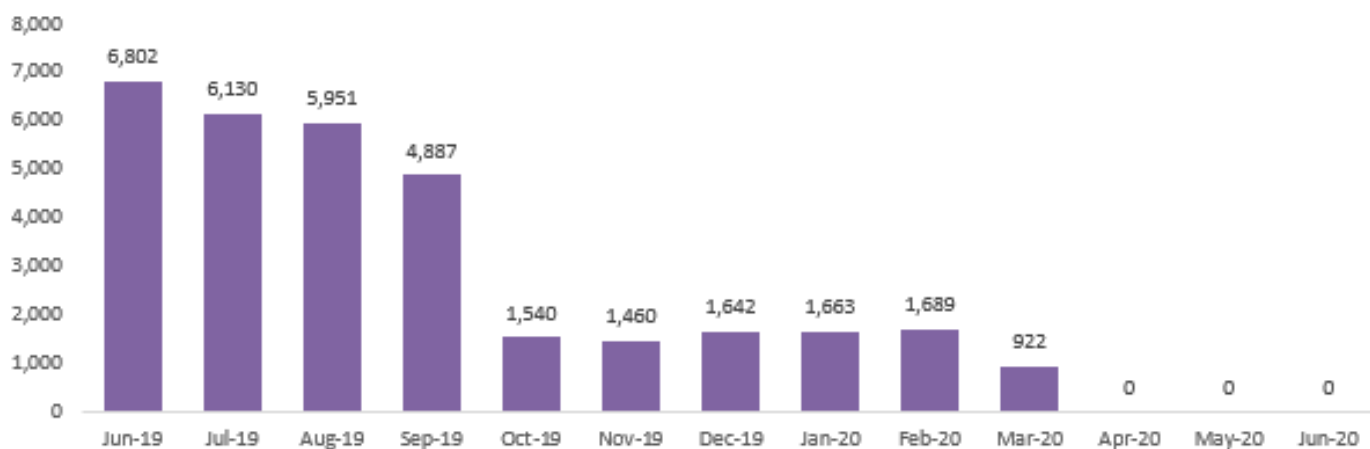
Advertising Engagement



Paid Search

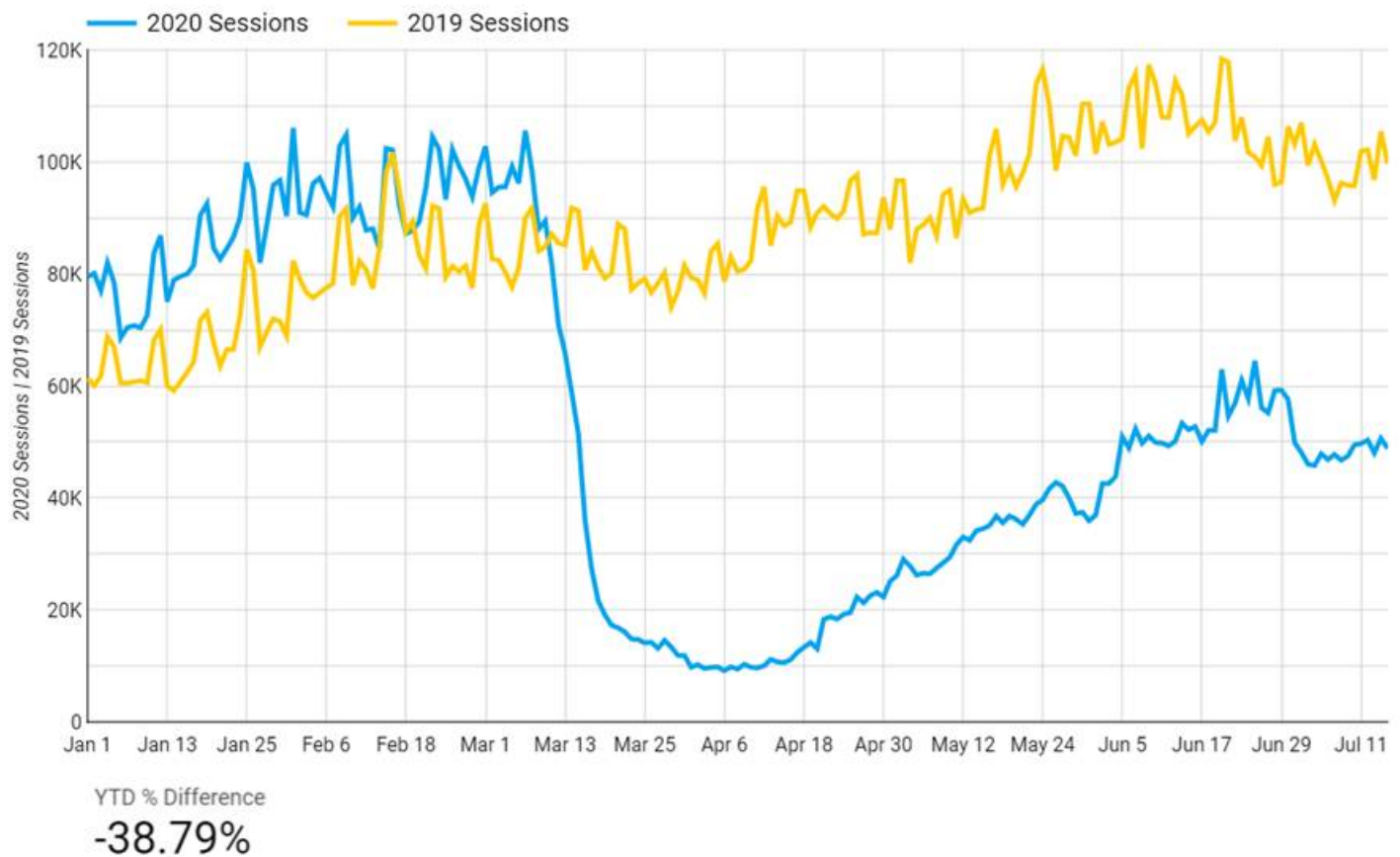
The Google AdWords paid search campaigns have also been suspended, which resulted in zero impressions and site visits in June. The resources allocated for the AdWords campaigns continue to accrue, which will allow these campaigns to have an outsized impact when the ICVB's Integrated Meetings Campaign launches this month.

Adwords Site Visits



As with the ICVB, DMOs across the U.S. suspended their paid search campaigns. As a result, paid sessions have fallen farther than other channels. As DMOs slowly reengage their paid search campaigns to position their destinations in front of hopeful travelers and planners, paid sessions are showing the greatest rebound in traffic.

Aggregated YOY DMO Paid Search Traffic: January 1 – July 15, 2020, *provided by Simpleview Inc.*

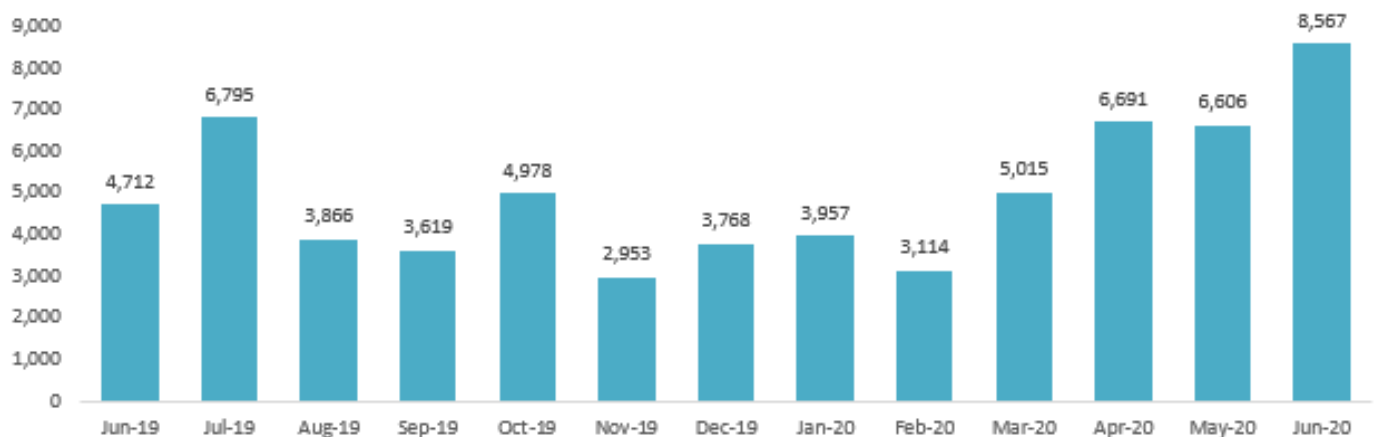


Blog Traffic

Blog traffic increased substantially in June with **8,567 pageviews** and **7,381** unique pageviews, an 82% YOY increase. June was the second-highest for pageviews to date, just two pageviews short of the highest in April 2019.

The top three blog posts in June were “Snow Cones of Irving,” with 1,239 pageviews, “Foodie Friday, Five New Spots to Begin Your Next Love Affair with Food,” with 1,103 pageviews, and “Top Five Places to Get Tacos in Irving at Gas Stations,” 1,013 pageviews.

Blog Pageviews

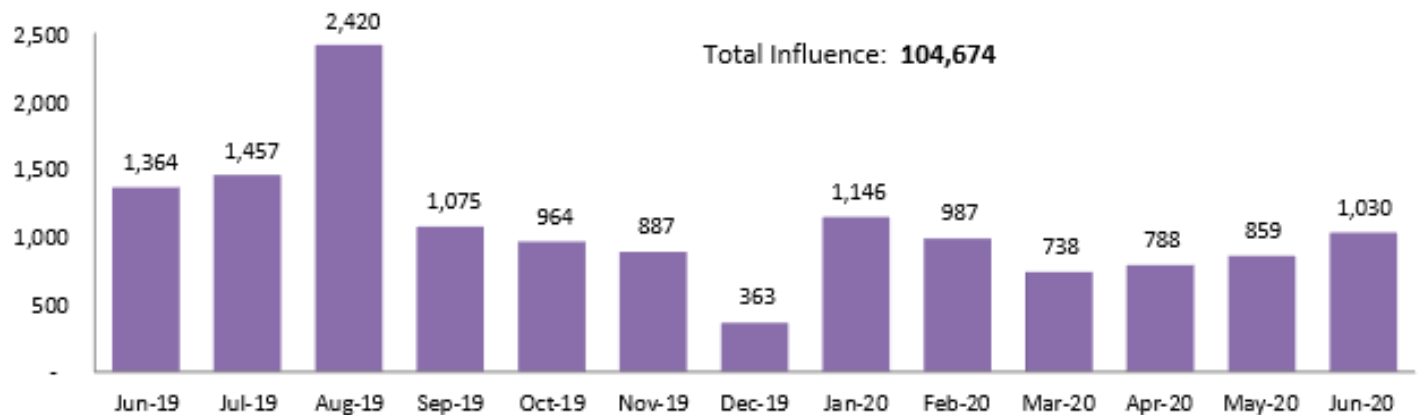


As an essential element of Visit Irving's SEO strategy, the frequency of fresh content from blog postings continues to be an essential driver of traffic to the Visit Irving site. The blog postings also serve to keep the organization visible to visitors, clients, and the community while helping to support Irving's local business partners. From January 1st through June 30th, 2020, the blog has had **31,068 pageviews**.

Social Media

The number of new social media followers increased again in June with **1,030 new followers**, and the **total influence is now at 104,674**. The Visit Irving Facebook Page saw the most significant increase with 951 new likes for a total of 72,095 likes.

Additional Social Media Followers



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	72,095 161,815 130,639		5,775 21,900 369	6,756 25,269	695
Convention Center Impressions Profile Visits/Users	13,157 209,035 93,690	209,035	2,555 963 38	2,066 N/A	365
Impacting Irving	1,210				

Hashtags #VisitIrving
#IrvingRocks

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

EARNED MEDIA

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629	293,859,985	152,424,455		487,905,069
ADVERTISING EQUIVALENCY ⁺	\$384,991	\$2,946,784	\$1,410,922		\$4,742,697
PUBLIC RELATIONS VALUE ⁺⁺	\$1,154,973	\$8,840,352	\$4,232,766		\$14,228,091

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

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

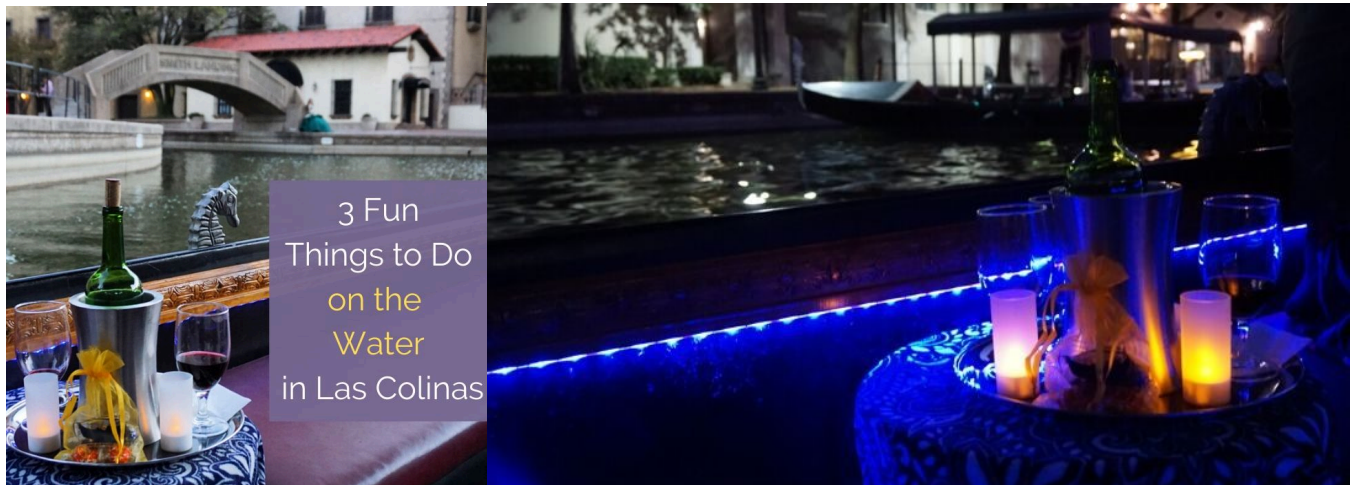
⁺⁺From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

ATTACHMENTS

- ✚ “3 Fun Things to Do on the Water in Las Colinas,” by Nedra McDaniel, *Adventure Mom Blogger*, May 28, 2020
- ✚ “Gondola rides, ax throwing, international cuisine: Irving has a wide range of date-night ideas for Couples,” by Sarah Bahari, *Dallas Morning News*, June 11, 2020
- ✚ “FestEvents Foundation Receives \$40,000 Grant To Help Support Restaurant Industry,” by Anna Davis, *Bubblelife*, June 12, 2020
- ✚ “Coronavirus relief program for Dallas Restaurant workers dishes free grub,” by Teresa Gubbins, *Culture Map Dallas*, June 12, 2020
- ✚ “For a slice of Italy, hop aboard a romantic gondola in Irving,” by Sarah Bahari, *Dallas Morning News*, July 15, 2020

3 FUN THINGS TO DO ON THE WATER IN LAS COLINAS

May 28, 2020 – Nedra McDaniel – Adventure Mom Blogger



If you are visiting the Dallas Metro, you need to plan a visit to Las Colinas in Irving, Texas. There are great restaurants, shops, and several unique adventures on the water that you will want to add to your list. This article is written in partnership with Visit Irving.

TAKE A PRIVATE GONDOLA CRUISE WITH GONDOLA ADVENTURES, 357 West Fork, Irving, TX - 855-466-3652

You don't have to travel to Italy to experience a ride in a gondola. This unique adventure is located in Irving, Texas, and doesn't require a passport. Gondola Adventures offers private gondola cruises that perfect for a birthday celebration, special date, girls' night, or an adventure as a family. "Classic Cruise" is the most popular cruise for 1 or 1.5 hours. During your cruise, you can enjoy a bottle of sparkling cider or regular water and gourmet chocolates. There are also dinner cruises and dessert cruises available.

For a service fee, you can bring your own wine or champagne and I highly recommend doing that if you can. A gondola cruise is such a fun and relaxing way to spend time on the water.

GONDOLA RIDE WITH A SERENADE IN LAS COLINAS TEXAS

During your gondola ride, your gondolier can either sing or play an instrument. We enjoyed a serenade from our gondolier named Woody during the sunset cruise. He took us through canals that included 4 waterfalls and demonstrated impressive turnaround skills while navigating.

MAKE IT EXTRA SPECIAL WITH A MESSAGE IN A BOTTLE

There are additional cruise upgrades that can make your gondola ride even more special. Send the special message via email and then it will be transferred to a parchment scroll paper in a pretty font. The special message is rolled and tied with a ribbon and sealed in a clear cork glass wine bottle. During the cruise, the bottle will appear near the special guest in an exciting way. A gondola ride in Texas is definitely a bucket list adventure to add to your list, especially if you are trying to create a romantic date night or planning a special proposal.

MORE WAYS TO EXPLORE MANDALAY CANAL ON LAKE CAROLYN

You can walk along the canals but it's even more fun to be out on the water in my opinion. Lake Carolyn has depths varying between 12 -33 feet. No swimming is allowed in the canals and the water is tested every month so if you fall off of your stand up paddleboard it's ok.

RENTALS AT THE SUP SHACK, 113 Las Colinas Blvd. E, Irving, Texas 972-567-7871

Lake Carolyn is a private lake and you are not allowed to bring your own watercraft to launch but you can rent kayaks and stand up paddleboards from SUP NTX at the SUP Shack. It's recommended that you reserve your kayak or SUP rental by booking online.

TRY STAND UP PADDLEBOARDING

Paddleboards are rented by the board not the person for 1 or 2 hours. This is a great option for families if you want to switch out paddlers. There are even kid boards available to rent. 3 Hour Sunset Paddles are available on Saturdays. 2 Hour Paddleboard lessons are available where you have 1 hour of instruction followed by 1 hour of "free" paddle. For the best value on a SUP lesson, book with a group of 4 people. If you want to challenge yourself even more on a SUP board, sign up for a 60 minute SUP Yoga Class or Package. There are plenty of wide-open spaces to paddle on Lake Carolyn. If you are newer to paddleboarding you might want to start toward the wider area of the lake.

SUP TIPS

You can paddle a 1-mile lap and I would recommend starting on your knees so that you can get used to balancing on the board before you try to stand. Keep your eyes gazing ahead of you like you would while riding a bike with your feet spread apart in the middle of the board.

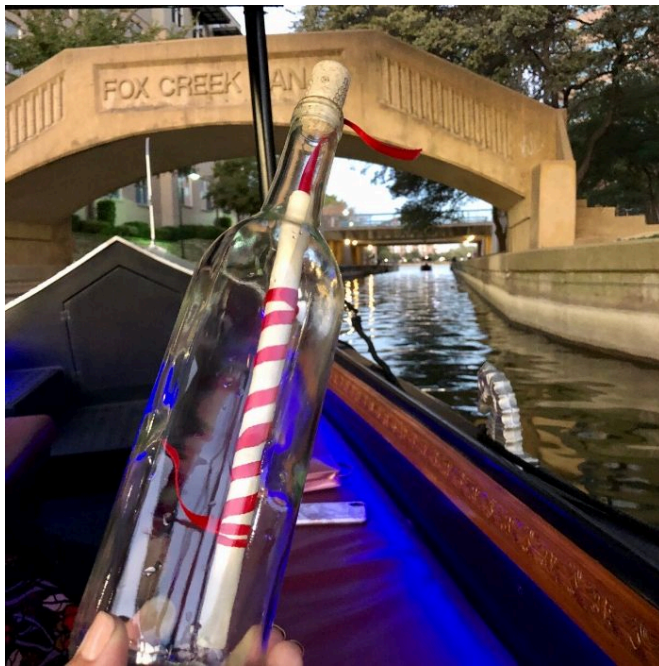
Stand up paddle boarding in the canal areas can be a little intimidating because it's narrower. The trickiest part is turning your SUP around. If you do want to turn around on your SUP while standing up, I found that it was WAY easier to turn around while paddling backward.

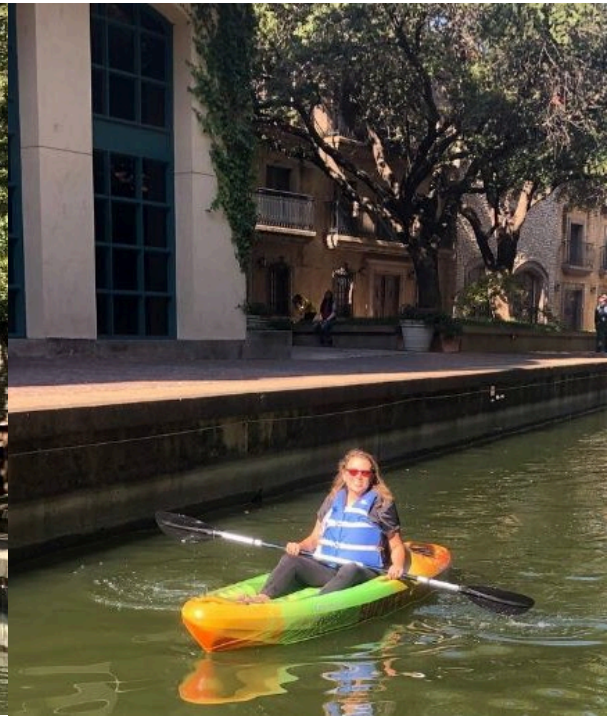
GO KAYAKING

Kayaking is another great option on the water that allows you to enjoy the weather and get exercise. If you don't feel comfortable on a Stand Up Paddleboard is the perfect alternative. You can rent a single or tandem kayak for 1 or 2 hours. 3-hour Sunset Paddles are available on Saturdays.

WHICH ADVENTURE ON THE WATER IN LAS COLINAS DO YOU WANT TO TRY NEXT? ###







Gondola rides, ax throwing, international cuisine: Irving has wide range of date-night ideas for couples

With quarantine restrictions lifting and restaurants reopening for dine-in service, here are some options.

June 11, 2020 – Sarah Bahari – Dallas News Staff Writer



Quarantine restrictions are slowly lifting, and for many, date night beckons. Irving has couples covered with a variety of options, from Venetian-style gondola rides to poolside cocktails.

Throw an axe to get over an ex

What better way to connect with a new flame or get over an old one than throwing an ax or two? Ax throwing relieves stress relief and offers a good workout, according to Stumpy's Hatchet House in Las Colinas. Just don't wear open-toed shoes or sandals for safety reasons. **Stumpy's Hatchet House, Toyota Music Factory, 370 West Las Colinas Blvd., Suite 120**

Venice by way of Irving

For some Italian-style romance, couples can cruise down Lake Carolyn in a gondola. Through **Gondola Adventures**, a gondolier will steer couples around the waterway. Gondolas operate 365 days a year, weather permitting.

Poptails at the Texican

Sip "poptails" poolside at Texican Court. The boutique hotel in Las Colinas will donate 15% of proceeds from "poptails," a combination of adult beverage and popsicle, to the Baylor Scott & White Irving Foundation through Aug. 31. Texican Court, 501 West Las Colinas Blvd.



International fare

International travel might be difficult right now, but the good news is that Irving's 75038 ZIP code is one of the most diverse in the U.S., according to the real estate website Trulia, and it has the cuisine to prove it. Here's a sampling:

Laotian: Nalinh Market, 1716 E. State Highway 356

Peruvian: El Tesoro del Inca, 733 N. Belt Line Road

Nepalese: Everest Restaurant, 3310 W. Rochelle Road

Japanese izakaya: Mr. Max, 3028 N. Belt Line Road

Take a stroll

Sections of the North Campion Trail along the Elm Fork of the Trinity River have reopened after recent flooding. Now open are T.W. Richardson Grove, Sam Houston Trail Park, Keenan Crossing Trail Park and Spring Trail Park at Riverside Drive, heading north. ###

<https://www.dallasnews.com/news/2020/06/11/gondola-rides-ax-throwing-international-cuisine-irving-has-wide-range-of-date-night-ideas-for-couples/>

FestEvents Foundation Receives \$40,000 Grant To Help Support Restaurant Industry

June 12, 2020 – Anna Davis – Guest Contributor, Bubblelife



FestEvents Foundation, founders and producers of Staff Meal, received a welcoming \$40,000 grant from Restaurant Workers' Community Foundation to continue its support of the restaurant industry. Since April 11, the Staff Meal program has been providing free meal kits every Saturday to struggling hospitality workers who lost their jobs due to coronavirus restrictions.

This Saturday will mark the last weekend of free meal distribution at Irving Convention Center as the foundation restructures the program. Staff Meal will have served a total of 25,000 meals during its 10-week run. The foundation projects the total value of the project, including donated food, packaging, commercial kitchen use, and labor, to be \$250,000.

With the \$40,000 grant, FestEvents Foundation Co-Founders Alison Matis and Cheryl Weis and Marketing Director Emily Mantooth will restructure the program. Mindful that more restaurants are opening at a larger capacity, the new program, now called Staff Meal Special, will continue to feed restaurant workers in need, plus support restaurant owners.

"You can only imagine our surprise when we received an e-mail from RWCF who said that they were interested in providing a grant for our efforts," says Matis. "We were in need of a miracle and received one."

Staff Meal Special will fund a different local restaurant each week to provide complimentary four-meal packs to restaurant workers in need. The meal kits will be available for pickup once a week on a designated day. Staff Meal Special officially launches July 1st. For further details, visit www.staffmeal.org.

“It is bittersweet to conclude this version of Staff Meal,” says Weis, “but my heart is full knowing that so many people are returning to work and getting back on their feet. We hope that the new program will reach the needs of more industry members and help create stability as restaurants open to the new normal.”

Staff Meal would like to thank the numerous businesses and organizations that provided funding and food and product donations to enable its success: 3015 at Trinity Groves, Ace Mart, Artscape Creative, Bisous Bisous Pâtisserie, Blaze Brazilian Steakhouse, Cava Group Inc., Chef’s Produce Company, The Chefs’ Warehouse, Coyote Outdoor Living, Dairy Max, Eden Green Technologies, FreshPoint, Friedman Marketing and Public Relations, Gordon Food Service, Greater Dallas Restaurant Association, Heritage Barbecue, iHeartMedia, Irving Convention Center, La Madeleine, M&M Concessions, Maple Leaf Farms, New York Bagel & Bakery, Omni Hotels & Resorts, Paige McKinney: Martin Preferred Foods, Profound Foods, Sysco, Taco y Vino, Tailwater Capital, Texas Beef Council, THE! Staffing Company, Verlasso Salmon, Vipin Nambiar, and Wackym’s Kitchen.



About FestEvents Foundation

FestEvents Foundation, created by Alison Matis and Cheryl Weis, is a registered 501c3 that supports workforce development in the restaurant and hospitality industry. Through scholarship initiatives and strategic partnerships with like-minded organizations in the food and beverage industry, their mission is to provide access to training and professional development for those looking to make a career in the restaurant industry.

www.festeventsfoundation.org

About Restaurant Workers' Community Foundation

Restaurant Workers' Community Foundation is an advocacy and action nonprofit created by and for restaurant workers. We are a community dedicated to making the restaurant industry more hospitable to everyone. Our public education seeks to change a policy and workplace culture. One third of the funds we raise goes to our efforts to speak out for our community. We support other nonprofits that provide career training, conduct research on restaurant industry practices, and advocate for fair wage policies and worker rights. One third of our budget is dedicated to grantmaking. In our impact investing area, we aim to use dollars to affect the industry in two ways – supporting restaurant businesses that operate ethically and, eventually, using investment strategies to engage in shareholder advocacy. One third of our funds go to impact investing. www.RestaurantWorkersCF.org ###

https://uptown.bubblelife.com/community/uptown_reporter/library/3562443/key/356345034/FestEvents_Foundation_Receives_40000_Grant_To_Help_Support_Restaurant_Industry

Coronavirus relief program for Dallas restaurant workers dishes free grub

June 12, 2020 – Teresa Gubbins – Culture Map Dallas



A Coronavirus-related charitable project for Dallas-area restaurant employees is pivoting with a new program that will work hand-in-hand with restaurants. The project is Staff Meal Dallas, which has been making meals for restaurant workers since in April, in response to the mass layoffs wrought by COVID-19. The program has been located at the Irving Convention Center, distributing free meal kits every Saturday to hospitality workers who lost their jobs. They're leaving Irving, and will now pop up at restaurants, who will help make the meals.

To execute this new model, the program received a \$40,000 grant from Restaurant Workers' Community Foundation, an advocacy and action nonprofit created by and for restaurant workers. Co-founders Alison Matis and Cheryl Weis and marketing director Emily Mantooth have restructured the program to make the most of the fact that restaurants are now reopening.

Called "Staff Meal Special", it'll set up shop at one local restaurant each week. The new Staff Meal Special launches July 1. The old model ends on June 13. It will have served a total of 25,000 meals during its 10-week run.

Weis says the pivot is bittersweet. "But my heart is full knowing that so many people are returning to work and getting back on their feet," she says. "We hope that the new program will reach the needs of more industry members and help create stability as restaurants open to the new normal." ###

<https://dallas.culturemap.com/news/restaurants-bars/06-12-20-staff-meal-coronavirus/>

For a slice of Italy, hop aboard a romantic gondola in Irving

The coronavirus wrecked summer travel for many. Venetian-style gondolas in Las Colinas offer a quirky alternative.

July 15, 2020 – Sarah Bahari – Dallas News Staff Writer



Greg Mohr, who owns Gondolier Adventures, rows his gondola on Irving's Lake Carolyn. (Jeffrey McWhorter / Special Contributor)

At least one Irving business owner has weathered the coronavirus pandemic with little trouble. In fact, Gondola Adventures has even noticed an uptick in customers. Yes, gondolas in Irving.

"Gondolas are like hammocks on the water. It shifts you down to first gear, or even neutral," said Greg Mohr, who owns the gondolas on Irving's Lake Carolyn and goes by the nickname Gondola Greg.

Riders can choose from a list of offerings, including breakfast cruises with pancakes and coffee, casual dinners with takeout pizza from nearby Olivella's or late-night desserts featuring chocolate cake and tiramisu. The majority of customers are couples celebrating marriage proposals, anniversaries or just looking for something new to do on date night, Mohr said.

Mohr took his first gondola ride in 1993 and was so enthralled he proposed to his girlfriend on the spot.

"Fortunately, she said yes," he said. "Or I would probably not be such a fan of gondolas."

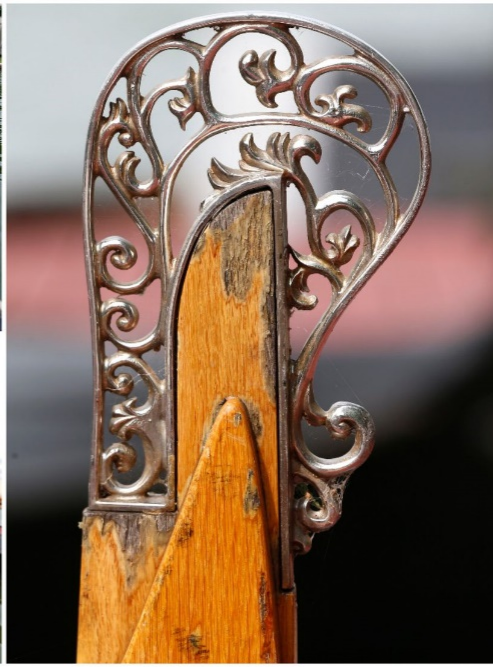
Not long after, Mohr traveled to Venice, Italy to learn how to become a gondolier, then joined a competitive gondola team in the U.S. As he grew his fleet in Newport Beach, Calif., he looked to expand to a new city. A fellow gondolier who had lived in Texas told him about Lake Carolyn, and in 2002 he expanded his business to Irving, where he now operates a dozen boats.

"Lake Carolyn is a neat location," he said. "It's a liquid oasis, if you will, with the right mixture of city and nature."

In recent weeks, Covid-19 has required some small tweaks to business. For example, gondoliers no longer shake hands of customers, and boats are sanitized more frequently. But the gondolas are proving popular in an exceedingly unusual time.

"Gondolas are timeless. It's an escape," he said. "It's a vacation without ever taking a flight." ###

<https://www.dallasnews.com/news/2020/07/15/for-a-slice-of-italy-hop-aboard-a-romantic-gondola-in-irving/>



DATE: June 25, 2020
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: May STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for May was lower than the US and Texas at 27.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 63.2%, while Texas figures decreased 45.7% and the US figures were down 51.7% for the month. Demand for the current period is down 66.3%, and YTD is down 36.8% over last year, while STR data reflects a 63.2% decrease for the current period and a 35.6% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$63.06, down 43.4% in May compared to last year, leaving Irving's YTD average daily rate at \$101.16, down 10.0% over last year.

While the prior months' occupancy rates May have been misleading due the new inventory that had come online, it is important to understand that the May numbers now reflect reductions in inventory as hotels have temporarily closed. STR reports factor in that reduction in inventory only in full month increments, so May's data likely reflects the majority of those closures. As hotels come back on line beginning in mid-summer, while occupancy will continue to be an important data point, until all of our hotels are operational with a full (calendar) month of operations, these data points need to be accepted simply at "face value."

AirBNB

For the month of May, there were 457 available listings in Irving which is a 20.6% increase in listings over last year's figure of 379. The average daily rate for May is \$168.99, which is down 13.58% over last year, with an occupancy percentage of 66.8%, which is a 8.48% decrease compared to last year. For the hotel comparable subset, the average daily rate for May is \$102.22, up 27.35% from last year, with occupancy at 61.0%, up 4.79% 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: May 2020

	Current Month - May 2020 vs May 2019												Year to Date - May 2020 vs May 2019											
	Occ %		ADR		RevPAR		Percent Change from May 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	33.1	68.6	79.57	132.38	26.35	90.83	-51.7	-39.9	-71.0	-74.2	-11.2	-57.2	43.3	64.3	112.27	130.26	48.61	83.79	-32.7	-13.8	-42.0	-44.1	-3.7	-35.2
Texas	36.2	66.6	68.96	106.64	24.93	71.03	-45.7	-35.3	-64.9	-66.3	-4.0	-47.9	46.2	65.7	90.88	107.05	41.98	70.36	-29.7	-15.1	-40.3	-40.3	0.0	-29.7
Atlanta, GA	37.3	71.0	67.07	111.22	24.99	78.92	-47.5	-39.7	-68.3	-70.7	-7.6	-51.5	47.8	70.9	97.76	121.24	46.77	85.94	-32.5	-19.4	-45.6	-46.4	-1.5	-33.5
Arlington, TX	41.3	70.9	59.58	90.78	24.59	64.36	-41.8	-34.4	-61.8	-62.2	-1.1	-42.4	52.2	70.0	80.11	91.19	41.79	63.82	-25.5	-12.1	-34.5	-32.3	3.4	-22.9
Charlotte, NC-SC	34.1	71.4	69.15	112.51	23.57	80.27	-52.2	-38.5	-70.6	-71.8	-3.8	-54.0	46.6	69.1	97.53	114.47	45.40	79.11	-32.6	-14.8	-42.6	-42.1	0.9	-32.0
Fort Worth, TX+	34.3	71.2	68.43	110.51	23.49	78.70	-51.8	-38.1	-70.2	-70.3	-0.5	-52.0	48.5	70.7	97.68	110.81	47.38	78.29	-31.3	-11.9	-39.5	-39.2	0.5	-31.0
Frisco, TX+	18.0	65.8	87.98	139.86	15.84	92.03	-72.6	-37.1	-82.8	-83.5	-4.4	-73.8	40.5	69.2	132.35	148.32	53.59	102.60	-41.5	-10.8	-47.8	-45.2	4.9	-38.6
Grapevine, TX+	15.5	74.7	107.52	171.82	16.70	128.32	-79.2	-37.4	-87.0	-94.0	-53.6	-90.4	47.3	76.3	179.21	181.89	84.69	138.77	-38.1	-1.5	-39.0	-52.2	-21.7	-51.5
Irving, TX+	27.1	73.7	63.06	111.48	17.11	82.10	-63.2	-43.4	-79.2	-80.9	-8.3	-66.2	46.5	72.3	101.16	112.38	47.08	81.24	-35.6	-10.0	-42.0	-43.0	-1.7	-36.7
Nashville, TN	30.1	78.8	74.79	157.47	22.54	124.06	-61.7	-52.5	-81.8	-83.7	-10.1	-65.6	45.4	72.4	122.34	150.64	55.53	109.05	-37.3	-18.8	-49.1	-48.7	0.7	-36.8
Phoenix, AZ	36.7	68.8	78.97	120.80	29.00	83.10	-46.6	-34.6	-65.1	-69.6	-12.8	-53.4	54.1	77.6	146.73	159.81	79.36	124.05	-30.3	-8.2	-36.0	-37.8	-2.8	-32.3
San Jose, CA+	25.1	79.4	96.10	205.25	24.17	162.90	-68.3	-53.2	-85.2	-86.3	-7.3	-70.6	41.9	75.3	171.22	205.64	71.70	154.93	-44.4	-16.7	-53.7	-51.9	3.9	-42.3

Competitive Set Comparison														
Actual Figures							Percent of Change from Last Year							
	Current Month			Year-To-Date			Current Month			Year-To-Date				
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR		
US	33.1	79.57	26.35	43.3	112.27	48.61	US	-51.7	-39.9	-71.0	-32.7	-13.8	-42.0	
Texas	36.2	68.96	24.93	46.2	90.88	41.98	Texas	-45.7	-35.3	-64.9	-29.7	-15.1	-40.3	
Irving	27.1	63.06	17.11	46.5	101.16	47.08	Irving	-63.2	-43.4	-79.2	-35.6	-10.0	-42.0	
Best USA	Arlngtn	Grpvine	Phoenix	Phoenix	Grpvine	Grpvine	Best USA	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Grpvine	Arlngtn	
	41.3	107.52	29.00	54.1	179.21	84.69		-41.8	-34.4	-61.8	-25.5	-1.5	-34.5	
Best Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Grpvine	Best Texas	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Grpvine	Arlngtn	
	41.3	107.52	24.59	52.2	179.21	84.69		-41.8	-34.4	-61.8	-25.5	-1.5	-34.5	
Worst USA	Grpvine	Arlngtn	Frisco	Frisco	Arlngtn	Arlngtn	Worst USA	Grpvine	SanJose	Grpvine	SanJose	Atlanta	SanJose	
	15.5	59.58	15.84	40.5	80.11	41.79		-79.2	-53.2	-87.0	-44.4	-19.4	-53.7	
Worst Texas	Grpvine	Arlngtn	Frisco	Frisco	Arlngtn	Arlngtn	Worst Texas	Grpvine	Irving	Grpvine	Frisco	Arlngtn	Frisco	
	15.5	59.58	15.84	40.5	80.11	41.79		-79.2	-43.4	-87.0	-41.5	-12.1	-47.8	
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only														

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Tab 6 - Multi-Segment Custom Sets+

Currency: USD - US Dollar

Irving TX CVB
For the month of: May 2020

	Current Month - May 2020 vs May 2019												Year to Date - May 2020 vs May 2019												Participation				
	Occ %		ADR		RevPAR		Percent Change from May 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
Irving, TX+	27.1	73.7	63.06	111.48	17.11	82.10	-63.2	-43.4	-79.2	-80.9	-8.3	-66.2	46.5	72.3	101.16	112.38	47.08	81.24	-35.6	-10.0	-42.0	-43.0	-1.7	-36.7	83	72	11681	10141	
Luxury/Full Service Irving+	13.6	72.5	84.49	150.46	11.51	109.16	-81.2	-43.8	-89.5	-91.7	-21.5	-85.3	41.1	71.9	147.98	151.60	60.89	108.97	-42.8	-2.4	-44.1	-47.5	-6.1	-46.2	13	11	3844	3244	
All Suite/Extended Stay Irving+	35.5	75.2	62.02	95.56	22.01	71.87	-52.8	-35.1	-69.4	-68.4	3.3	-51.3	50.5	74.4	86.19	96.58	43.49	71.86	-32.2	-10.8	-39.5	-37.5	3.3	-29.9	33	30	3713	3321	
Limited Service Irving+	24.3	75.4	68.62	110.71	16.66	83.45	-67.8	-38.0	-80.0	-82.5	-12.3	-71.7	45.3	73.3	104.26	113.61	47.21	83.23	-38.2	-8.2	-43.3	-47.9	-8.1	-43.2	12	12	1567	1567	
Budget Irving+	38.2	72.3	50.16	58.36	19.15	42.20	-47.2	-14.1	-54.6	-55.0	-0.8	-47.6	51.6	69.3	52.83	57.47	27.25	39.82	-25.6	-8.1	-31.6	-31.9	-0.5	-26.0	24	18	2438	1890	
Las Colinas+	28.1	72.4	63.39	128.21	17.80	92.76	-61.2	-50.6	-80.8	-85.1	-22.2	-69.8	45.5	71.4	116.83	128.54	53.13	91.82	-36.3	-9.1	-42.1	-45.9	-6.5	-40.5	27	25	4092	3634	
DFW North+	21.6	78.8	61.85	106.84	13.38	84.15	-72.5	-42.1	-84.1	-83.6	3.4	-71.6	45.8	77.2	100.76	107.82	46.10	83.27	-40.8	-6.6	-44.6	-42.8	3.4	-38.8	26	25	4065	3902	
DFW South+	32.4	69.9	63.66	91.54	20.61	63.99	-53.7	-30.5	-67.8	-67.9	-0.4	-53.9	48.9	68.0	81.81	93.56	39.99	63.66	-28.2	-12.6	-37.2	-37.3	-0.2	-28.3	30	22	3524	2605	
Full Service Las Colinas+	7.4	67.6	116.58	180.14	8.66	121.75	-89.0	-35.3	-92.9	-96.2	-46.6	-94.1	37.4	66.8	188.76	180.72	70.66	120.76	-44.0	4.4	-41.5	-49.4	-13.6	-51.6	5	5	1207	1207	
Limited Service Las Colinas+	36.7	75.9	58.88	93.44	21.62	70.96	-51.7	-37.0	-69.5	-70.7	-3.9	-53.6	50.5	74.7	83.77	95.55	42.27	71.38	-32.4	-12.3	-40.8	-41.6	-1.5	-33.4	22	20	2885	2427	
Full Service DFW North+	8.9	78.0	94.54	138.30	8.44	107.94	-88.6	-31.6	-92.2	-92.2	0.0	-88.6	41.0	77.6	140.88	140.61	57.80	109.14	-47.1	0.2	-47.0	-47.0	0.0	-47.1	4	4	1581	1581	
Limited Service DFW North+	30.5	79.3	55.37	86.01	16.90	68.16	-61.5	-35.6	-75.2	-75.1	0.6	-61.3	49.2	77.0	77.88	85.59	38.29	65.88	-36.1	-9.0	-41.9	-41.5	0.6	-35.8	21	20	2365	2202	
Full Service DFW South+																								4	2	1056	456		
Limited Service DFW South+	34.4	67.8	61.54	81.84	21.14	55.45	-49.3	-24.8	-61.9	-62.1	-0.6	-49.6	49.4	65.7	73.62	83.02	36.34	54.58	-24.9	-11.3	-33.4	-33.6	-0.3	-25.2	26	20	2468	2149	

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Entire Place	66.8	61.6	168.99	195.54	112.93	120.45	8.48	-13.58	-6.25	36.0	25.9	25.3	63.3	58.70	173.51	179.05	109.76	105.10	7.76	-3.10	4.43	86.7	66.3	83.4
Hotel Comparable	72.2	56.35	102.22	87.24	73.85	49.16	28.22	17.17	50.24	176.3	83.9	135.8	65.9	62.99	104.27	85.30	68.68	53.74	4.57	22.23	27.81	150.9	96.3	105.2

Available Listings	2020	2019	% Chg
Entire Place	274	187	46.5
Private Room	149	157	(5.1)
Shared Room	34	35	(2.9)
Total Available Listings	457	379	20.6

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	83	71	11699	10024
Luxury/Full Service Irving+	13	11	3844	3244
All Suite/Extended Stay Irving+	33	31	3713	3484
Limited Service Irving+	12	12	1585	1585
Budget Irving+	24	16	2438	1592
Las Colinas+	27	25	4110	3652
DFW North+	26	26	4065	4065
DFW South+	30	20	3524	2307
Full Service Las Colinas+	5	5	1207	1207
Limited Service Las Colinas+	22	20	2903	2445
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2468	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2019			2020			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Current Occ %	Month Demand	Year To Date Demand	Current Occ %	Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815	43.7	174,320	692,385	-42.6%	-13.6%	-43.1%	-16.1%
April	74.2	283,519	1,085,334	22.6	79,279	771,664	-72.0%	-28.9%	-69.5%	-28.9%
May	73.9	291,548	1,376,882	27.1	98,249	869,913	-66.3%	-36.8%	-63.2%	-35.6%
June	78.6	300,278	1,677,160							
July	73.0	288,175	1,965,335							
August	69.5	273,955	2,239,290							
September	70.5	268,938	2,508,228							
October	79.0	317,464	2,825,692							
November	66.1	257,066	3,082,758							
December	57.4	230,578	3,313,336							

Irving, Texas & United States Comparison

May 2020

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR	95.92	-13.6%	111.26	-1.0%	43.7%	-43.1%	59.8%	-16.1%	41.94	-50.8%	66.52	-16.9%
APRIL	62.74	-44.7%	106.19	-5.7%	22.6%	-69.5%	51.1%	-28.9%	14.17	-83.1%	54.30	-33.0%
MAY	63.06	-43.4%	101.16	-10.0%	27.1%	-63.2%	46.5%	-35.6%	17.11	-79.2%	47.08	-42.0%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 108.34 -1.3% Occupancy 61.0% -13.6% RevPAR 66.05 -14.7%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%
MAR	89.23	-19.9%	99.73	-6.7%	44.1%	-37.9%	55.3%	-14.2%	39.34	-50.3%	55.14	-19.9%
APRIL	63.38	-41.3%	94.81	-11.5%	27.7%	-59.7%	48.7%	-25.6%	17.53	-76.3%	46.22	-34.2%
MAY	68.96	-35.3%	90.88	-15.1%	36.2%	-45.7%	46.2%	-29.7%	24.93	-64.9%	41.98	-40.3%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%
MAR	110.66	-16.5%	123.76	-4.0%	39.4%	-42.3%	51.8%	-15.9%	43.54	-51.9%	64.14	-19.3%
APRIL	73.23	-44.4%	117.75	-9.2%	24.5%	-63.9%	45.7%	-27.7%	17.93	-79.9%	53.84	-34.3%
MAY	79.57	-39.9%	112.27	-13.8%	33.1%	-51.7%	43.3%	-32.7%	26.35	-71.0%	48.61	-42.0%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

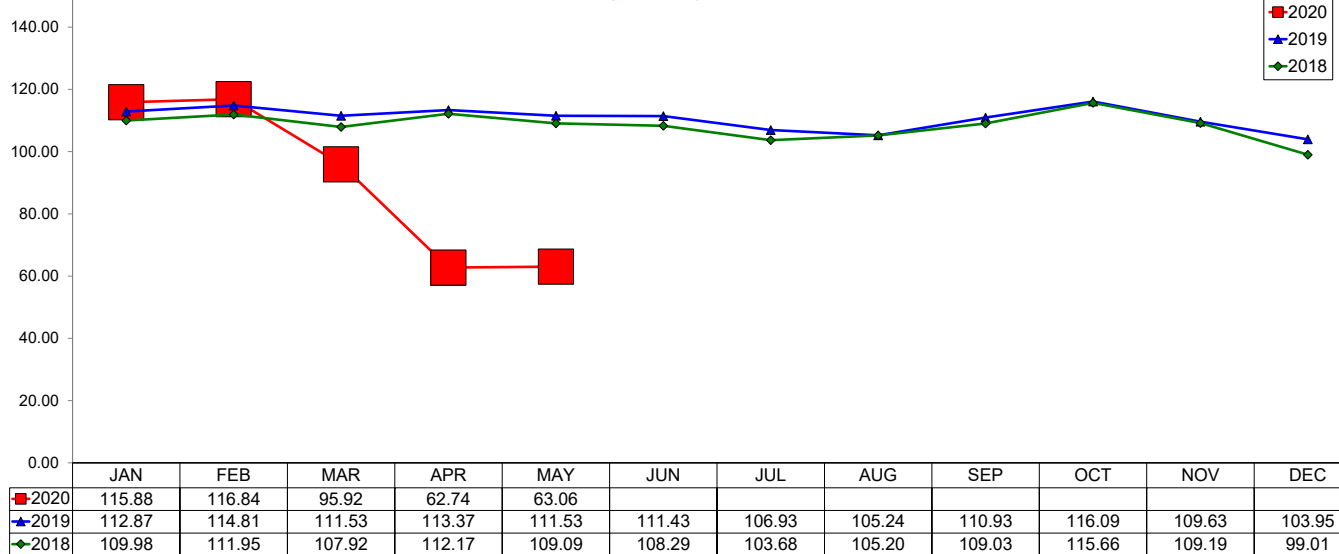
Note: The "Change %" column refers to the change from the prior year's figure.

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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

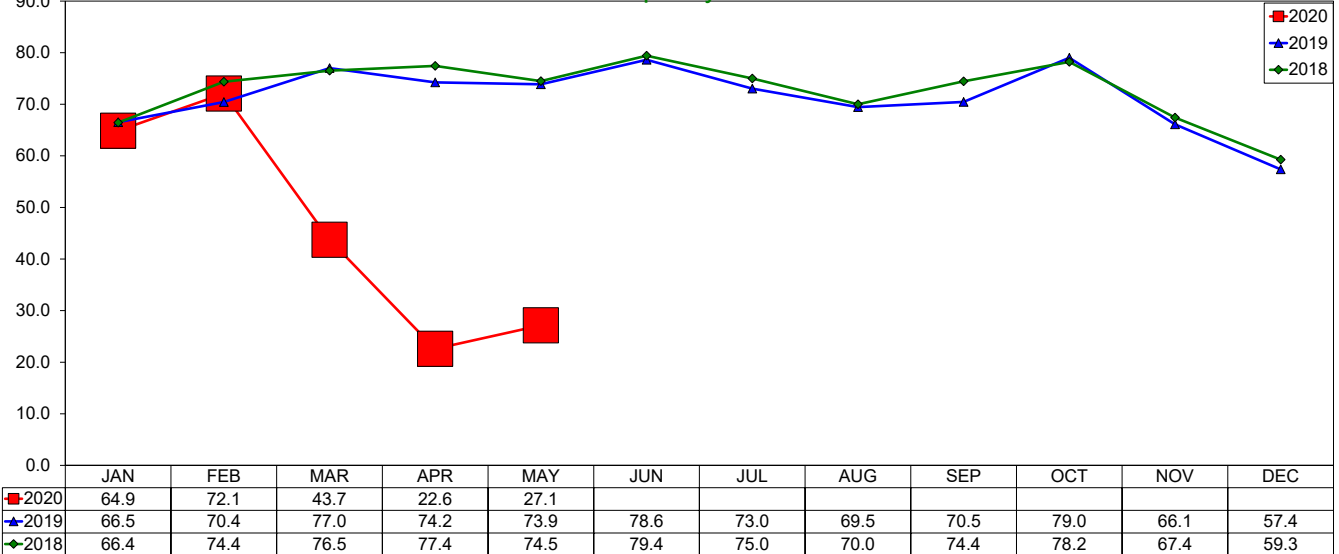
May 2020

Average Daily Rate



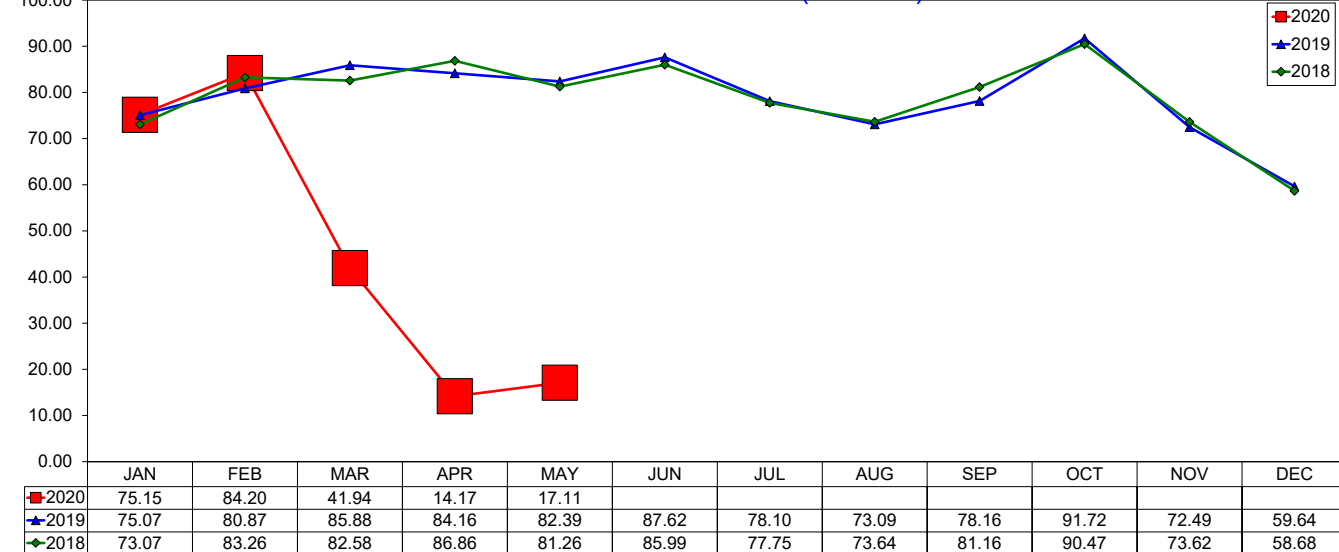
12 month ADR Rolling Average through May 2020 is \$108.34 with a change from last year of -1.3%

Occupancy



12 month Occupancy Rolling Average through May 2020 is 60.96% with a change from last year of -13.6%

Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through May 2020 is \$66.05 with a change from last year of -14.7%

Monthly & YTD AirBNB Data

May 2020

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL	182.68	0.9%	174.65	0.6%	59.7%	-2.3%	62.4%	8.0%	109.01	-1.4%	109.01	8.6%
MAY	168.99	-13.6%	173.51	-3.1%	66.8%	8.5%	63.3%	7.8%	112.93	-6.2%	109.76	4.4%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

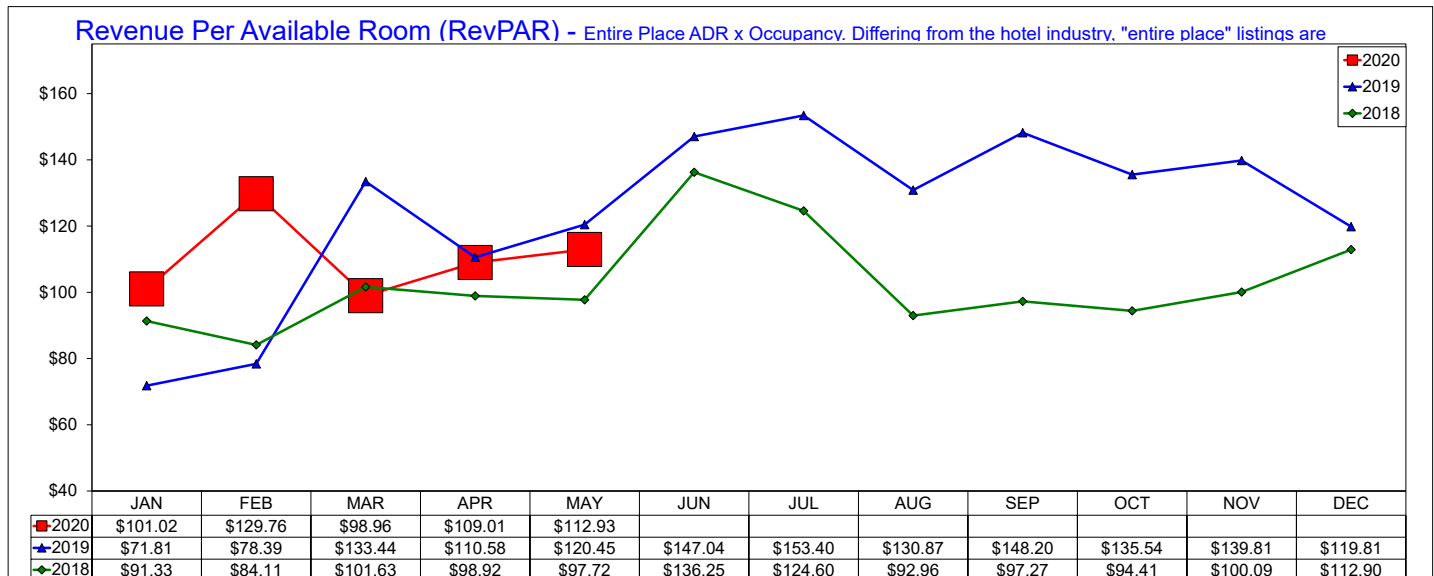
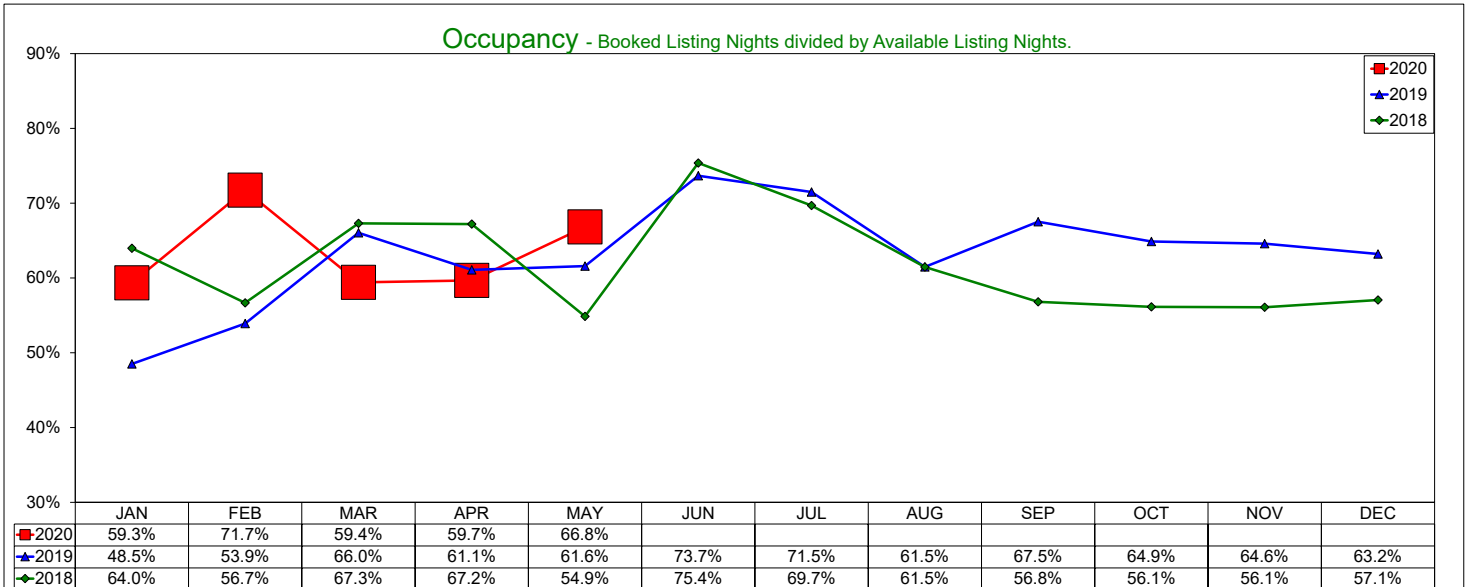
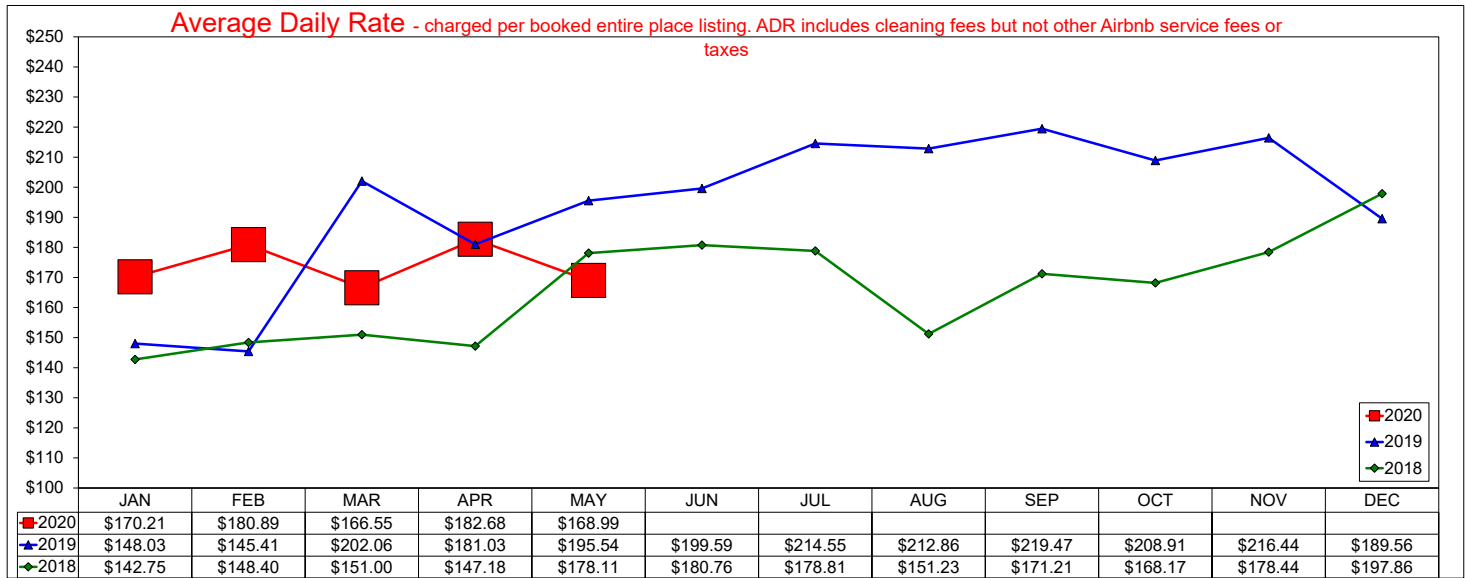
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL	106.52	27.4%	104.91	23.7%	61.0%	4.8%	64.1%	-1.4%	64.95	33.4%	67.25	22.0%
MAY	102.22	17.2%	104.27	22.2%	72.2%	28.2%	65.9%	4.6%	73.85	50.2%	68.68	27.8%
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

May 2020

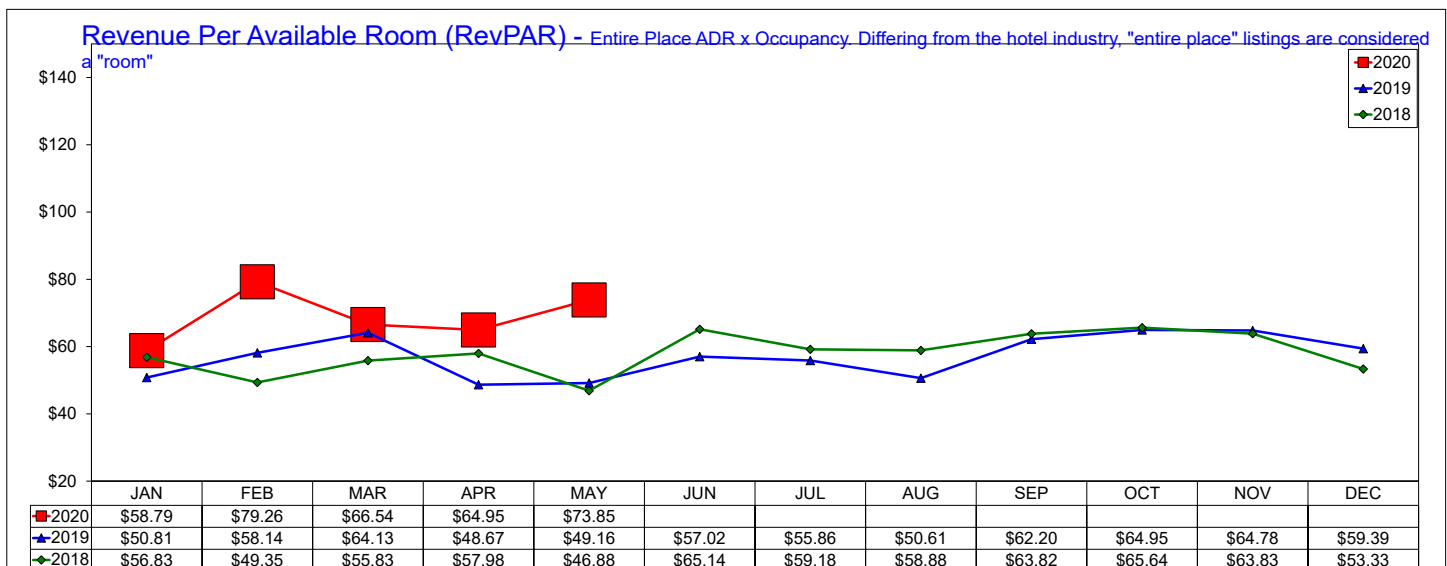
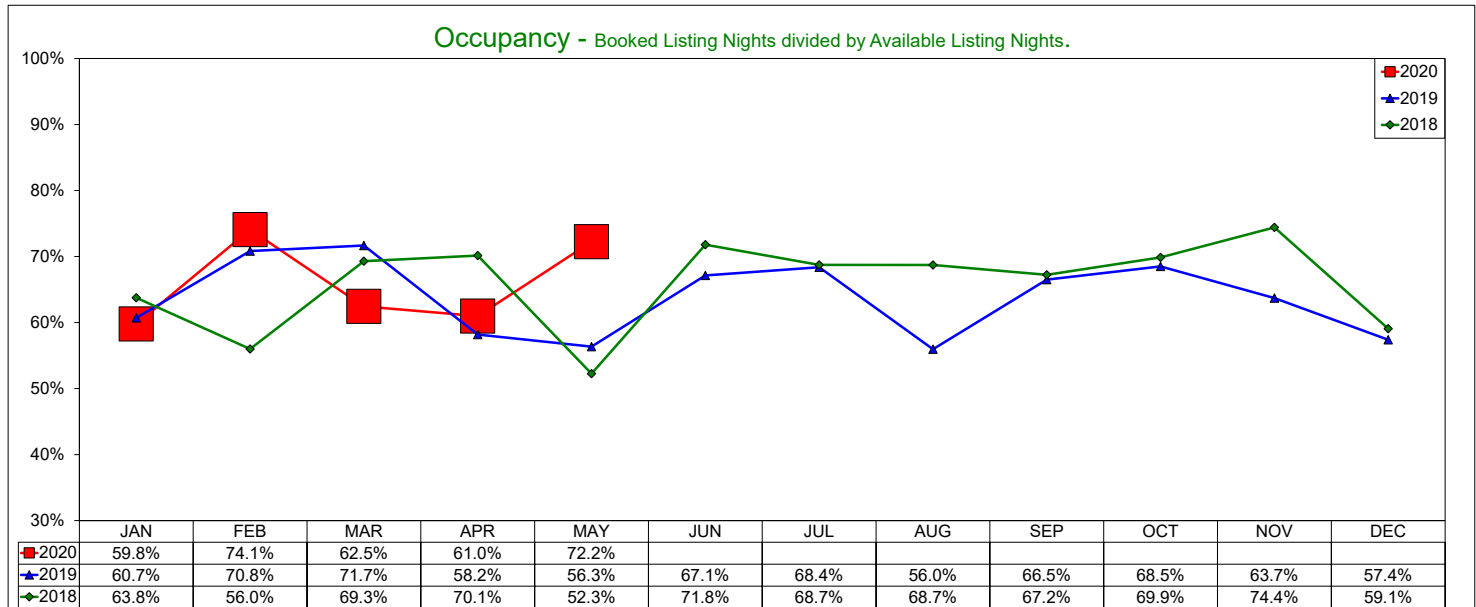
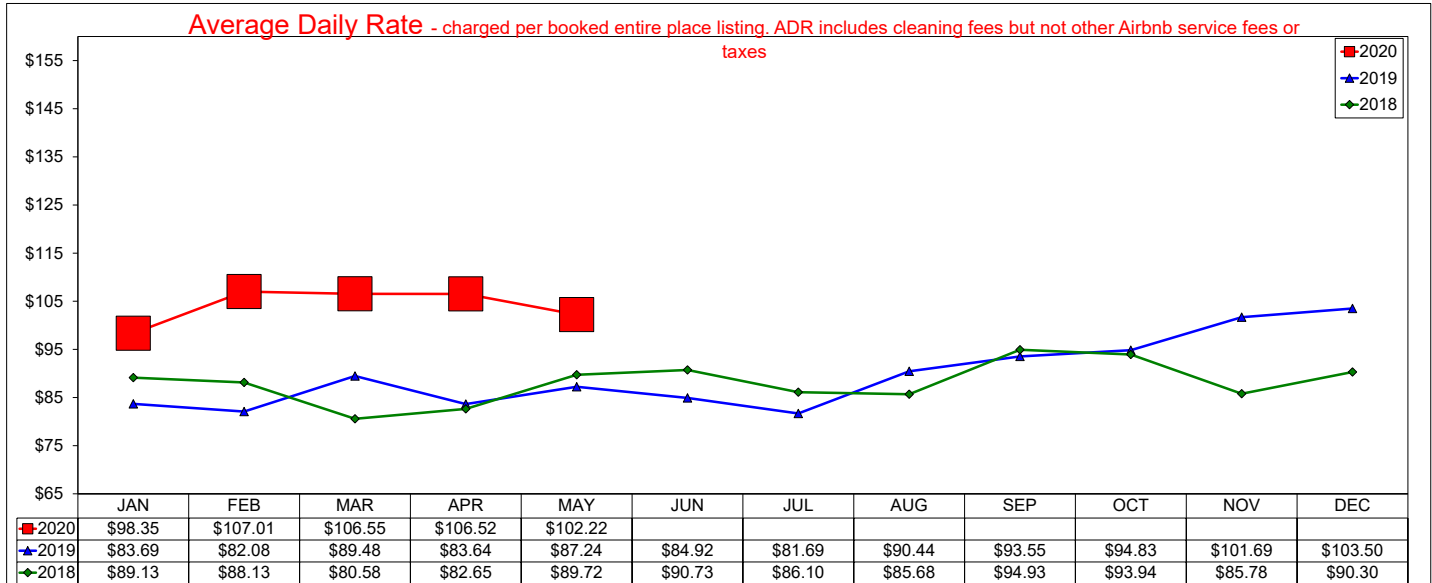
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

May 2020

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



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 27, 2020**

CONVENTION CENTER MANAGEMENT REPORTS





IRVING
CONVENTION CENTER
AT LAS COLINAS
AN ASM GLOBAL MANAGED FACILITY

July 17, 2020

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 – June 2020**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	167	-1,500	10,691	402,102	741,884	726,346
Ancillary Income	10,670	414,075	436,806	2,719,426	3,166,935	3,329,871
Total Event Income	10,837	412,575	447,497	3,121,528	3,908,819	4,056,217
Other Income	21,762	65,000	102,476	551,167	540,000	400,477
Adjusted Gross Income	32,599	477,575	549,973	3,672,695	4,448,819	4,456,694
Indirect Expenses	(338,263)	(554,974)	(498,579)	(4,576,083)	(4,972,264)	(4,812,011)
Net Income (Loss)	(305,664)	(77,399)	51,394	(903,388)	(523,445)	(355,317)

- Total event income for June consists of the rental for the Ming Photo Shoot, catering for the Varughese-Cherian Wedding, and an adjustment for the Varidesk Holiday party event from December.
- Due to COVID-19, we had a total of ten groups that either canceled or postponed. These events would have generated a minimum of \$275,000.
- Other operating income consists of June's Westin garage rent, Enterprise's rent, and ATM commission minus expenses for the south garage.
- Indirect expenses were under budget for the month.
- Overall, the ICC missed the budget target by \$228,265.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	15,500	601,395	639,147	3,580,278	4,380,097	4,722,517
Net Income/(Loss)	6,481	400,323	398,930	2,383,920	2,768,123	2,787,575
Net Income/(Loss) %	41.81%	66.57%	62.42%	66.58%	63.20%	59.03%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
2	130	190	105,484
Current Year	Current Year	Current Year	Current Year
14	185	21,954	187,399
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
5,979	32,413	0	-
Current Year	Current Year	This Month	Current Month
2,945	32,586	23	95.7%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS			
This month	To date		
9	115		
Current Year	Current Year		
18	201		
Prior Year	Prior Year		

COVID-19 Event Cancellations

Cancelled event name	Month Originally Scheduled	Rescheduled? Y/N/In Progress	Rescheduled Date	Regular Repeats
Head Start of Greater Dallas	Mar-20	N		X
Mary Kay Career Conference	Mar-20	N		
Medical City Healthcare	Mar-20	N		
National Guard Assn. of Texas	Mar-20	Y	Mar-23	
CVS Caremark	Mar-20	In Progress	Mar-21	
Elevate IT	Mar-20	N		
DFW Church	Mar-20	Y	Sep-20	X
Gamestop	Mar-20	N		X
Success Partners	Apr-20	N		
DFW Fiber Fest	Apr-20	N		X
US Bank	Apr-20	Y	Oct-20	
HCA	Apr-20	N		X
IREM	Apr-20	N		
NACAC	Apr-20	N		X
Spring Conference on Special Education	Apr-20	N		
TASC	Apr-20	N		
Breakfast with the Stars	Apr-20	N		X
Texas Trial Lawyers	Apr-20	Y	Sep-20	
UT Southwestern	Apr-20	Y	Jul-20	
NTBA	Apr-20	N		X
Varughese & Cherian Wedding	Apr-20	Y	Jun-20	
Women's Business Council	Apr-20	Y	Sep-20	
Innotech	Apr-20	Y	Aug-20	X
7x24 Exchange	Apr-20	N		
Urban Land Institute	Apr-20	Y	Jun-21	
DFWAE	Apr-20	Y	Apr-21	
Kameha Con	May-20	N		X
Future Com	May-20	Y	Nov-20	X
Building Professional Institute	May-20	N		X
Coppell High School Band Banquet	May-20	N		X
Nexstar	May-20	N		
Informa 5G Event	May-20	N		
McKesson	May-20	N		
TX USA Wrestling - USA Women's National Championship	May-20	N		X
Ranchview HS Prom	May-20	N		
Edward Jones	May-20	N		
Association of Certified Fraud Examiners	May-20	Y	Sep-20	
Legacy Dance	May-20	Y	Feb-21	
Lucky Leaf	May-20	N		X
JP Morgan Chase	Jun-20	N		
Association for Fundraising Professionals	Jun-20	N		X
TX USAG	Jun-20	N		X
American Airlines	Jun-20	N		
Learning Forward	Jun-20	N		X
Steubenville	Jun-20	N		X

EAN Holdings	Jun-20	N		X
IEC Graduation	Jun-20	N		X
DFW Church	Jun-20	Y	Aug-20	X
VRM Mortgage	Jun-20	N		X
Region 10	Jul-20	N		
Godfrey Financial	Jul-20	N		
Southwest Benefits Association	Aug-20	N		
Pre-Wedding Event	Aug-20	N		
TX Society of CPAs	Aug-20	N		
AATC	Aug-20	N		X
Grocers' Supply Food Show	Aug-20	N		X
Original Sewing and Quilting Expo	Aug-20	In Progress	Aug-21	
Irving ISD	Aug-20	N		X
Sage Show	Aug-20	N		X
Ultimate Women's Expo	Sep-20	In Progress	Dec-20	X
BANT	Sep-20	N		
Partner Summit (Dallas Fan Fares)	Sep-20	N		
Southwest Society of Cosmetic Chemists	Sep-20	In Progress	Dec-21	X
ABAT	Sep-20	N		
DFW Hospital Council	Oct-20	N		X
TPTA	Oct-20	In Progress	October 2022 & 2024	
UDMC	Oct-20	N		X
Interface - F2F	Oct-20	N		
Old Republic Title	Nov-20	N		
Redtail Technology	Nov-20	N		

* Regular/Repeat denotes groups that typically meet with us annually. Many of these groups have plans to return in 2021 and beyond, but those programs are not considered "rescheduled" since we are losing the projected revenue for 2020.

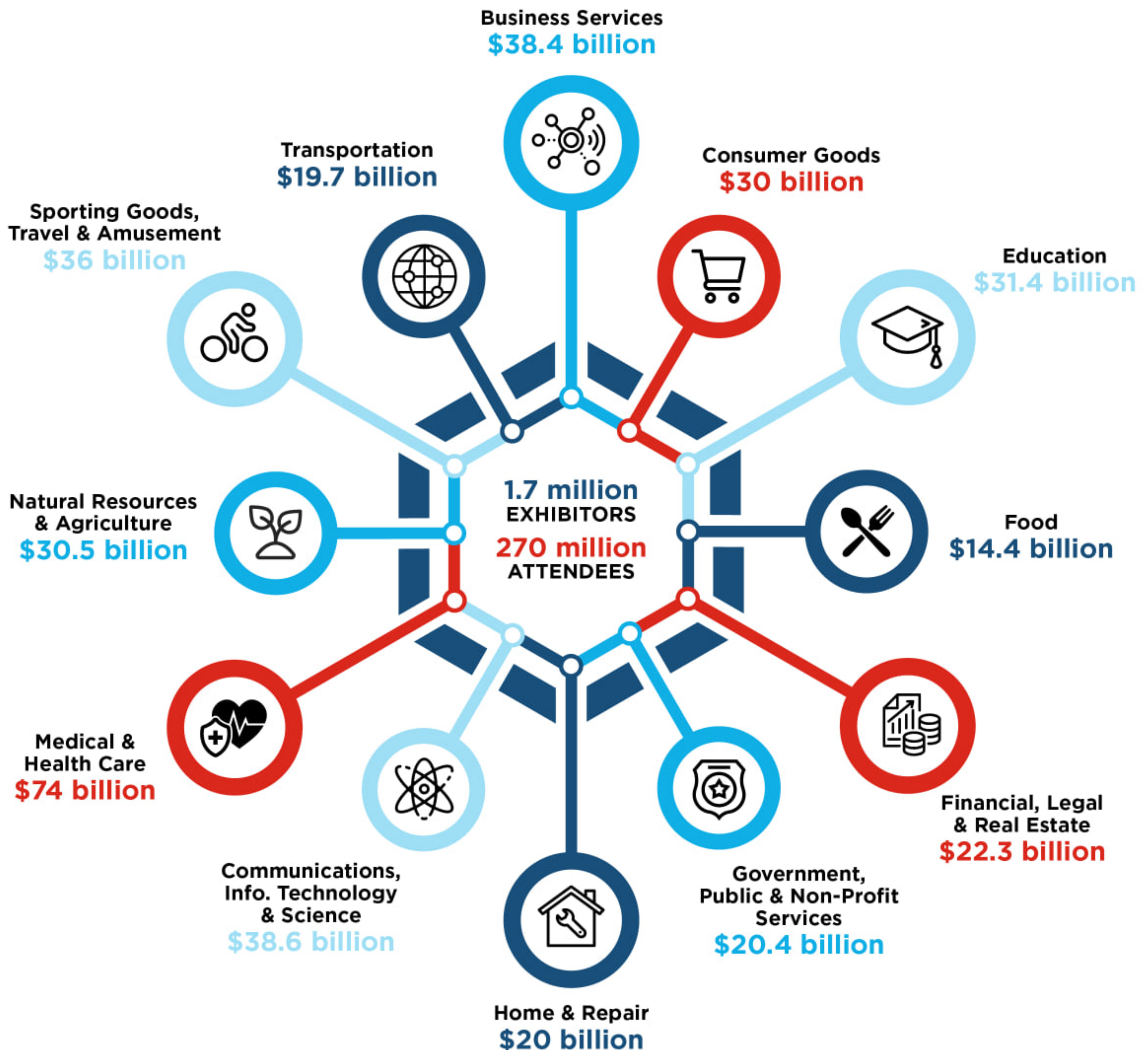
**IRVING CONVENTION AND VISITORS BUREAU
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EVENTS DRIVE GROWTH FOR ALL INDUSTRIES

From agriculture to healthcare to technology, every major sector of the GDP relies on conferences and exhibitions as a platform to accelerate commerce and innovation. Bringing together buyers and sellers at live events will be critical to fueling growth within each of these industries, and in turn, to restarting the U.S. economy.



Based on 2020 projections (pre-COVID-19)

Research

Big profit hit for most, but not all US hotels in April

02 JUNE 2020 8:21 AM

STR's monthly profit-and-loss report shows the effects the first full month of the coronavirus pandemic had on the U.S. hotel industry.



By Joseph Rael
jrael@str.com
@JRael_STR

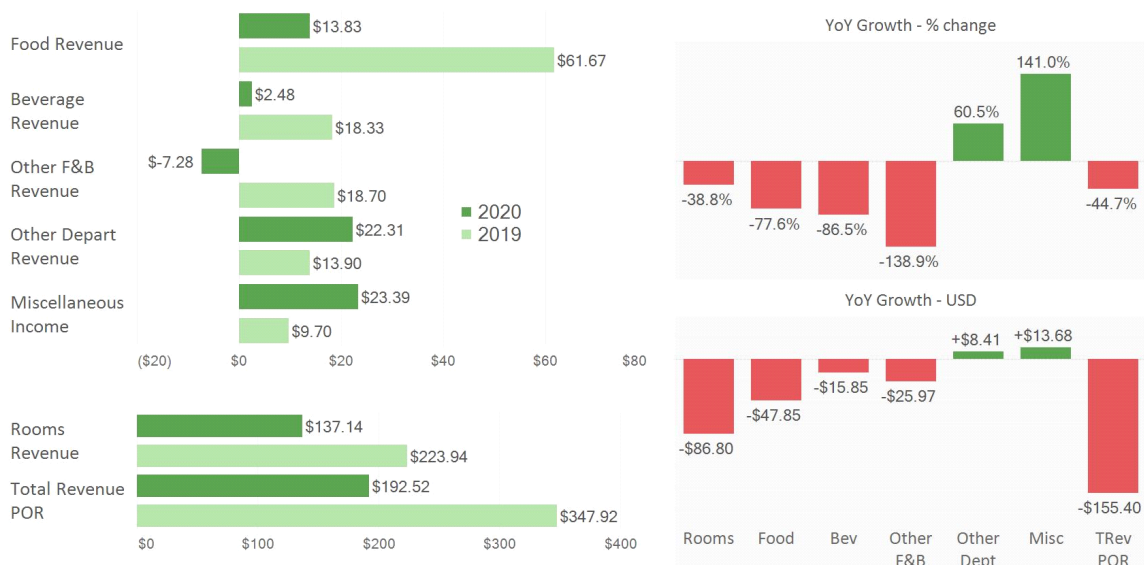
BROOMFIELD, Colorado—The profit losses to the U.S. hotel industry in April were as bad as expected, considering the revenue declines and lack of demand due to the COVID-19 pandemic, but the results still hold some surprises.

STR's Monthly P&L program, in its second month of reporting, offers insights into the first full-month of COVID-19 impact on the U.S. hotel industry.

1. Food and beverage operations have disappeared

Food revenues declined 97.7% and beverage revenues declined 98.6% in April, compared to April 2019. That's somewhat to be expected, since demand declined 84.9%. However, on a per-occupied room night basis, food revenue declined from \$61.67 last year to \$13.83 POR this year, indicating food spend of actual guests was only 22% of last year's level.

This is more of an indication of unopened hotel restaurants and meeting space facilities than actual spend, however. Many full-service hotels have left F&B operations closed, while opting for room service or grab-n-go. This is also happening with other amenities and departments, meaning large, full-service hotels are operating effectively as limited-service.



Source: STR, © 2020 CoStar Realty Information, Inc.

2. Other F&B revenue turns negative

Other F&B revenues include revenue from meeting space rentals, audiovisual equipment rental and F&B service charges. This department is heavily dependent on meetings and group business.

In April, these revenues declined 104.2%, for a loss of \$7.28 per occupied room night. We know that group demand has dried up industrywide, but a large number of hotels reported negative revenues in this department. This is a result of group cancellations and hotels having to refund deposits.

3. Reduction in labor costs show impact of scaled-down operations

Labor costs declined 73% on revenue declines of 93%. Typically, labor costs have declined at half the rate of revenues in previous downturns—for example, a 93% decline in revenue would roughly equate to a 46.5% decline in labor costs.

The magnified decline in labor costs illustrates the impact of mass-furloughed employees, as well as the bare-bones operations throughout the industry.

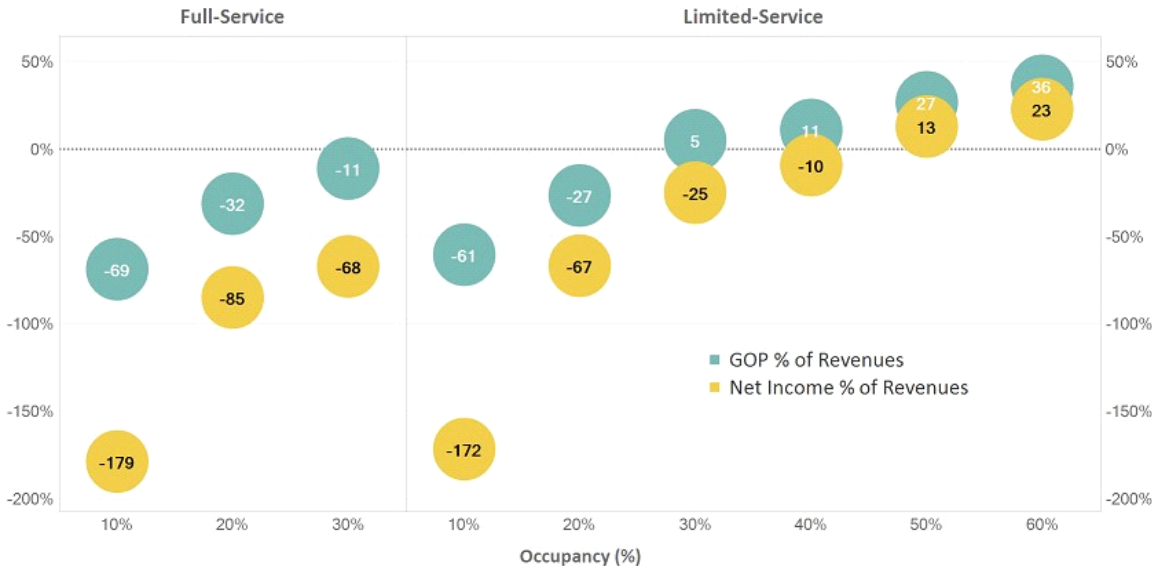
4. Wage costs dip below benefit costs

Typically, payroll benefits (including payroll tax) make up 25% to 30% of labor costs. In April, benefits actually exceeded wages, accounting for 52.7% of total labor costs.

This again illustrates the impact of the furloughs, where wages have been significantly reduced while maintaining employee benefits.

5. Some limited-service hotels were actually profitable

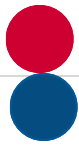
Only 19% of full-service hotels turned a profit in April, but a decent amount (35%) of limited-service hotels were profitable in terms of net income. Net income accounts for fixed expense, reserve for replacement and owners' expense.



Source: STR, © 2020 CoStar Realty Information, Inc.

The majority of hotels that were profitable in April achieved occupancies of more than 50%. Generally, these hotels still saw significant declines in revenues, but managed to stave-off losses through reduced operations and cost-cutting measures. Average occupancy for economy hotels the week ending 23 May was 49.4%, an encouraging sign for limited-service hotels moving forward.

Joseph Rael is the Senior Director of Financial Performance of STR'S Consulting & Analytics division.



News

Hotel CEOs Prepare for Recovery of Meetings Business

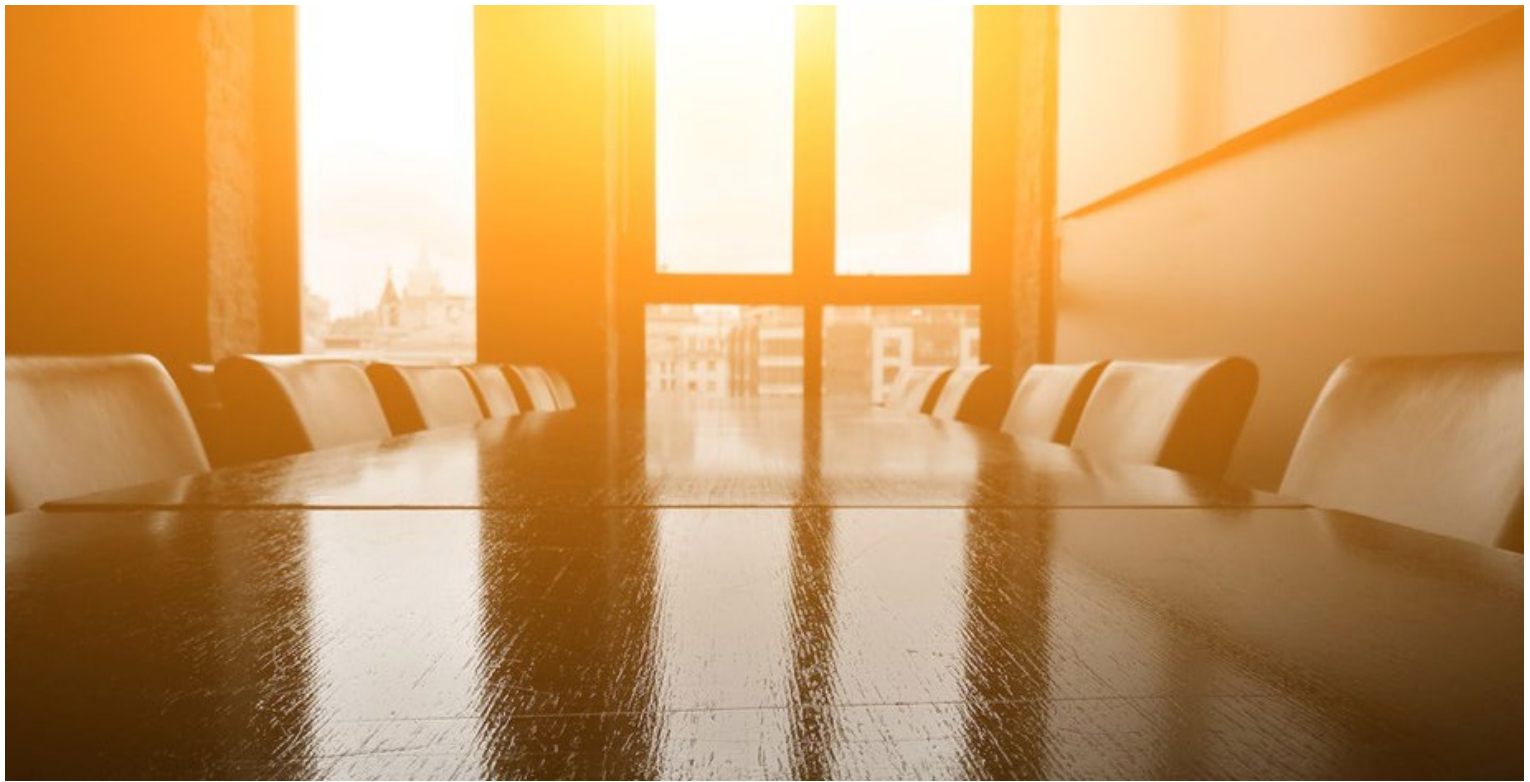
Group bookings are reappearing for late 2020, but it will take years to come back from the COVID-19 pandemic.



by [Michael J. Shapiro](#)

June 5, 2020

0



Coronavirus and Meetings

[Head here](#) to see Northstar Meetings Group's comprehensive and continuing coverage of how coronavirus is affecting meetings.

Hotel company executives expect some group business to return this year, according to hospitality leaders participating in this week's Virtual CEOs Check-In Panel, a digital preview to this year's [New York University International Hospitality Industry Investment Conference](#). But a recovery to 2019 levels of meetings business will likely be years in the making, and will require gradual stages of acceptance that traveling is safe, or even necessary.

That said, there are definite signs of recovery in overall hotel business, the CEOs participating on the Zoom call



Chris Nassetta, president and CEO, Hilton

noted. "Let me provide a little bit of optimism, since I like to be optimistic," offered Hilton

president and CEO [Chris Nassetta](#). "We are double the occupancy we were at the bottom. Sadly, that's still not a very high level of occupancy — I think we bottomed out at 13 percent, and we're running 25 to 30 percent at this point. I think we ended last year at 75 percent, so obviously we have a long, long way to go. Still, trends have to start somewhere."

That trend started with leisure travel, Nassetta added, with business travel and group expected to follow, in that order.

Memorial Day weekend occupancy numbers were promising, a number of hoteliers agreed. "We learned there is tremendous pent-up demand for the leisure segment," noted [David Kong](#), president and CEO of Best Western. "And I think that demand is going to be dominated by road trips; people



David Kong, president and CEO, Best Western

prefer to drive in the safety of their cars rather than fly. And I think open-air destinations such as beaches and parks will get the lion's share of that pent-up demand.

"The business segment is far more challenged," Kong continued. "Unless there's a vaccine that's proven, big conventions will take years to recover, probably, because of social-distancing requirements and companies being conservative about what they want to do."

When Will Business Travel Be Permitted?

"I'm frustrated by the fact that many corporations are going the most conservative route," said Marriott International president and CEO [Arne Sorenson](#), "which is to keep offices closed for a long, long period of time and sometimes to communicate travel bans that are extending many months in advance, maybe even to the end of 2020 or well into 2021."

"I don't think any of us would advocate that these corporations should put their people into harm's way and make them take risky business trips," he added. But he does think that younger employees in particular are going to push corporate America back into traveling and meeting face-to-face: "Younger



Arne Sorenson, president and CEO, Marriott International

employees are often at home with less square footage, and possibly trying to raise kids in the same environment. Their careers depend on being seen and being connected with folks for informal communications in the office. And I think no matter what the corporate policy is, we will see folks say, 'I

want to get back to the office. I want to get back to travel, provided travel is safe. Let me get out there and do the things that turn me on about my work.'

"That's going to be about seeing customers," Sorenson continued. "It's going to be about seeing colleagues. It's going to be about having a meeting to do the things that need to get done. They will force the change on these big institutions and say, 'You don't need any longer to force me to be at home. Let me out.'"

When Will Meetings Bookings Return?

Signs point to late 2020 for an uptick in group business, a finding consistent with Northstar's latest [Pulse Survey](#). "I think that we'll start to see some meetings volume maybe even later this year, probably in the fourth quarter," said [Mark Hoplamazian](#), president and CEO of Hyatt Hotels. But he and other execs are acknowledging the likelihood that not all of the meeting attendees will be physically on-site.

"We've already been in discussions with a



Mark Hoplamazian, president and CEO, Hyatt Hotels

number of association customers who depend on their annual meetings for their revenues, and we're helping them devise and design new hybrid-meeting models — where you've got part virtual, part physical meetings — to accommodate their needs and make sure that we can maintain social distancing and appropriate density," explained Hoplamazian. "That's really the short-term picture."

Hilton's Nassetta agreed: "We're working very closely with a lot of our customers, and people are booking group business — not certainly at the volumes that we would have seen at this time last year, but we are starting to see a meaningful uptick in activity — discussions and actual bookings that are going to occur later in this year."

What Will Hotel Meetings Look Like?

"I think when we wake up in two or three years, the group business will be back and it'll look a lot like it did a few months ago, and I think people will be congregating a lot like they did a few months ago," said Nassetta. "Between here and there, we're going to all come up with different protocols to keep them safe and secure. That's going to include the [better cleaning standards and hygiene standards](#), different food and beverage, social distancing, using technology for hybrid meetings."

The people who are booking now, Nassetta added, are very serious about those protocols.

"They want to know exactly what we are going to do in all those areas, from a hygiene point of view, cleaning protocols, how we can serve the food and beverage, how we can use technology to create the right mixture for them."

"When we wake up in two or three years, the group business will be back and it'll look a lot like it did a few months ago."

Chris Nassetta, Hilton

In the long term, however, it's going to take either an effective therapeutic treatment or a vaccine for COVID-19 for meetings business to bounce back, said Hyatt's Hoplamazian. Not until that point will the true recovery process even start. "From there it will take probably the succeeding 12 months to get back to the level that we were at in 2019," he said. "It's not going to instantaneously click back into gear — people will wait to see those events occur before they actually start planning and booking more."

TAGS

[HOTELS AND RESORTS](#), [HILTON HOTELS & RESORTS](#), [HYATT](#), [MARRIOTT](#),
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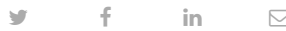
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HotelAVE: New Protocols Could Cost Industry \$9B Annually

BY HOTEL BUSINESS ON JUNE 9, 2020

INDUSTRY

PROVIDENCE, RI—Hotel Asset Value Enhancement (HotelAVE) estimates that new cleaning protocols could potentially cost the hotel industry as much as \$9 billion on an annual basis, based on factors such as the increased frequency of cleaning guestrooms and public spaces; new supply costs; and reopening expenses. The projections came from Post Script, hotelAVE's operational efficiency division.

"Hotel operations are fundamentally changing as result of this pandemic, and the ability to create staffing plans and job classifications that reflect the new reality will serve as a major differentiator as hotels prepare to reopen and welcome back their employees and guests," said Michelle Russo, CEO of HotelAVE. "It is absolutely necessary for hotels to reimagine many fundamental standards and practices if they expect to address guest concerns and eventually recover profitably. Rather than assuming that new cleaning and social-distancing protocols require additional staff and operating costs, owners, asset managers and operational efficiency experts should quantify a customized solution for each hotel in order to install the necessary cleaning and sanitation protocols; mitigate additional costs; and adapt to changing consumer behaviors."

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changing expectations.

Potential Impact of Room Attendant Payroll: According to Post Script, a hotel's ability to maintain a neutral room attendant payroll upon reopening will be dependent on its capacity to reduce the frequency of stay-over service—a service that consumers don't highly value at this time. Based on a thorough and in-depth analysis of prior efficiency projects, Post Script estimates the average hotel housekeeper will incur an additional five to seven minutes of cleaning time per checkout room in order to address new and necessary cleaning standards. For hotels with an average length of stay (LOS) of more than 1.9 nights that can reduce the frequency of stay-over service to at least every third night, Post Script estimates a neutral impact to room attendant labor expense. Hotels that either have a LOS of less than 1.9 nights or deliver the same frequency of stay-over service as before the pandemic will see an incremental increase in total payroll.

While high-touch and nonporous surfaces such as door handles, light switches, lamps, clock radios, remote controls and phones will require additional attention, the process to remove and launder terry and bedding will also be different, as will the application of electrostatic equipment to spray soft goods and other hard-to-clean surfaces.

Increased Cleaning in Public Areas: Public spaces will also require as much as 50% more labor in order to effectively disinfect high-touch areas at an increased frequency. Hoteliers looking to minimize impact should evaluate how to reduce the footprint of the public areas and transform complimentary breakfast buffets.

Incremental Operating Supply Costs: Hotels can expect to see a 30% increase in related cleaning supplies, which will be driven by greater cleaning frequency and potentially more expensive disinfectant products. Post Script estimates the addition of in-room personal sanitizers, single-use collateral and costly PPE changes required for each room cleaning could cost the average hotel an additional \$3 per occupied room (POR). In order to combat these increases, Post Script recommends reducing the amount of in-room terry; exchanging vs. adding bath amenities; and decluttering rooms of collateral, compendiums and other infrequently used items to reduce cleaning and restocking requirements.

One-Time Reopening Expenses: In addition to ongoing PPE purchases, hotels must account for the cost of implementing and communicating the new safety initiatives and measures to guests throughout the property. The average 150-room hotel should plan to budget approximately \$30,000 for related supplies, such as hand-sanitizer stations in public spaces; plexiglass barriers; and new signage and floor markers to ensure proper guest distancing. While employee training, personal thermometers and handheld electrostatic sprayers will be as necessary as vacuums, they will come at four times the cost.

Creative Restructuring and Reinvention: Hotels must adapt to changing consumer behavior, which will mandate less frequent face-to-face guest interaction and more technology. That affects everything from the arrival experience and role of the bell staff to mobile check-in. Hotels must approach the new cleanliness/sanitation requirements as one component of the "new normal" that should be implemented simultaneously with other operational modifications to ensure a guest-driven solution that also manages to the bottom line.

[Cleaning and safety](#)
[hotel Asset Value Enhancement \(hotelAVE\)](#)
[Michelle Russo](#)
[Post Script](#)
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Several Projects In the Works
Across U.S.

JUNE 9, 2020



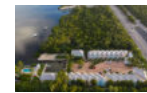
RLHC Appoints John Russell
CEO

JUNE 9, 2020



StayNTouch, Fuel Travel and
ReviewPro Release COVID-19
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HotelAVE: New Protocols
Could Cost Industry \$9B
Annually

JUNE 9, 2020

[CURRENT ISSUE](#)


May 15, 2020

Hotel Business Editor-in-Chief Christina Trauthwein shares some of the highlights of the May 15th issue, including a cover story on COVID-19 and the law, the annual sources of funding report and list, and a piece on streaming content in hotels' public spaces.

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OYO plans to lay off about 90% of its U.S. workforce

July 14, 2020 - Kevin Cummings – NTX Inno* Staff Writer



Ritesh Agarwal, the founder of Oyo, a website founded to organize and standardize India's budget hotels, at the company's corporate offices in Gurugram, outside of New Delhi, India, in Oct. 2019.

Despite backing from giants like SoftBank, Airbnb and Lightspeed Venture Partners and more than \$3 billion in funding, OYO – the world's third largest hotel chain – has been hit hard by the pandemic.

Now, the India-based company, which has its U.S. headquarters in Dallas, is planning to lay off about 90 percent of its U.S. workforce, most of whom were furloughed in April amid declining revenue as COVID-19 shut down hotels business across the globe. Employees who weren't furloughed at the time took paycuts of about 25 percent.

"We knew this crisis was real and could take time, but we were hopeful that we could leverage our global resources to re-engage after the furlough," OYO COO Abhinav Sinha wrote in an email to employees that was obtained by the news site Skift. "However, the reality is, the impact on our business has been deeper, and the recovery has been slower than what we had anticipated."

According to startup layoff tracking website Layoffs.fyi, while the company is seeing its U.S. business beginning to recover, OYO's revenue is 25 percent below its January totals, and worldwide its revenue is only at about 30 percent of its pre-COVID levels. The company said it doesn't fully expect to recover from its losses until the second half of next year.

The company has not yet publicized how many employees were furloughed. However, the recent news follows thousands of global furloughs at OYO in April. It's unclear how many outside the U.S. will also be affected by the new round of layoffs.

However, OYO's troubles aren't entirely due to the recent crisis. In January, the company laid off about 3,000 employees, 360 of whom were based in the U.S. That round of layoffs was in part due to a reported \$335 million revenue loss in the financial year ending in March 2019. Late 2019 also saw OYO make headlines about a toxic work culture and some of its business asset owners and hotel partners making police complaints about deceptive practices and corruption. At the time CEO Aditya Ghosh stepped down and was replaced by Rohit Kapoor. Although, Ghosh still holds a seat on the company's board.

According to Sinha's email, OYO is creating an \$18 million pool to help fund employee stock options. It is also helping laid off employees with job-placement support and extended health care support.

"While it was a very difficult decision for us to make, I would like to emphasize that it was not in any way a reflection of the work that [employees] did or [their performance]. It is just a reflection of new realities of the market and the new realities for OYO globally in the midst of the pandemic," Sinha wrote in the email.

*NTX Inno is sister publication to the Dallas Business Journal.

Dallas Stars owner Gaglardi preps for Irving hotel project

July 7, 2020 - Steve Brown, Dallas News Real Estate Editor



The Sandman Signature hotel will include a bar and grill on the ground floor. (Northland Properties)

Dallas Stars owner Tom Gaglardi has detailed plans for the luxury hotel he plans to build in Las Colinas. The hotel company headed by the owner of Dallas' professional hockey team has been working for more than a year on the project on State Highway 161 near Carpenter Freeway. The planned Sandman Signature Hotel is part of a larger mixed-use development by Dallas Cowboys owner Jerry Jones' Blue Star Land.

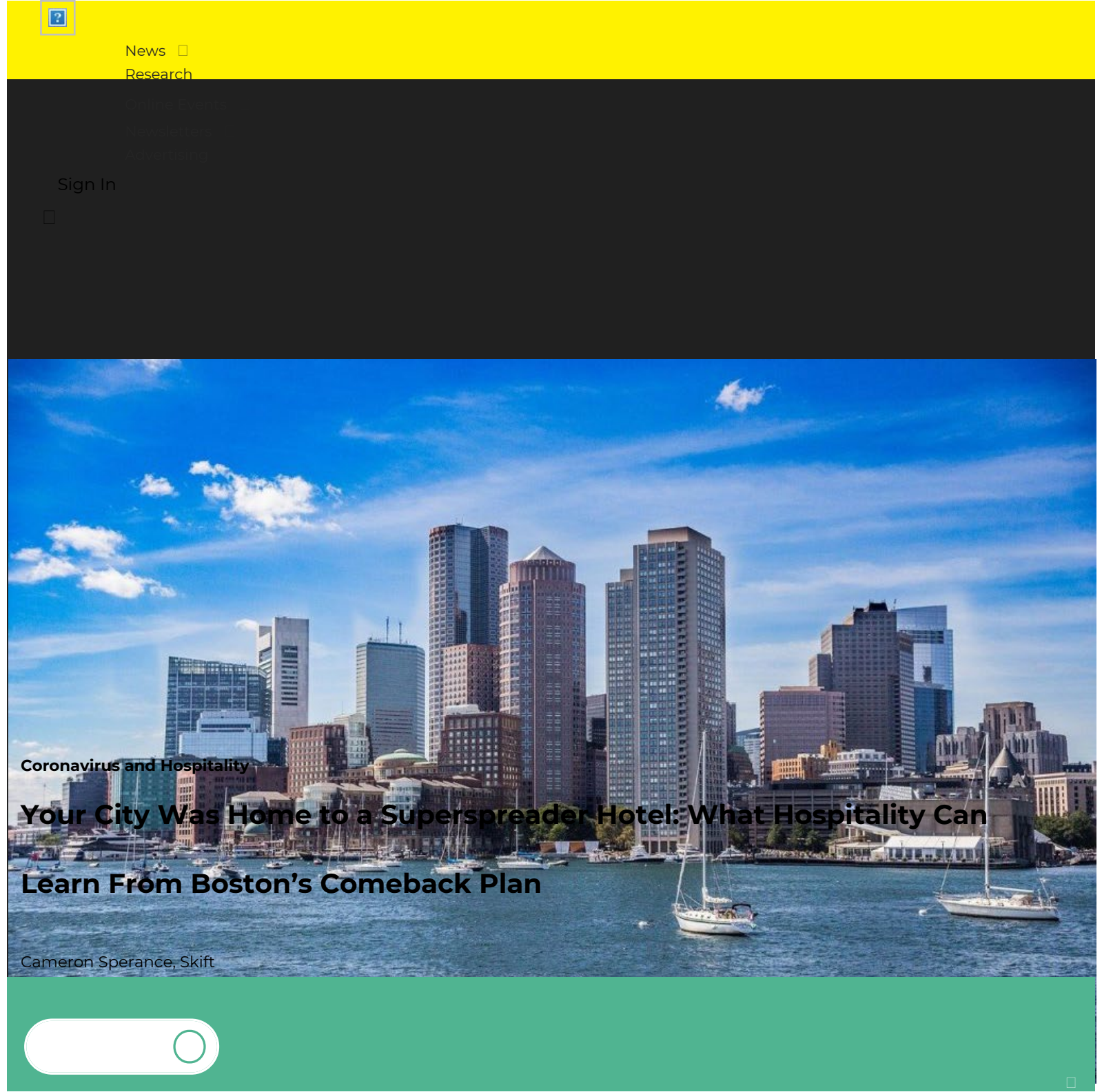
Gaglardi's Northland Properties Corp. has given plans to the city of Irving for the 205-room, six-story hotel it wants to build in 36-acre Star Park development. The hotel will include a 6,788 square-foot, 224-seat Moxie's Grill restaurant with an outdoor patio. The Las Colinas hotel is one of the first Texas projects for Northland Properties' hotel group.

Gaglardi's Canada-based Sandman Signature Hotel chain already operates a 233-room hotel in Plano, its first location in the U.S. Gaglardi bought the Dallas Stars in 2011. His company operates a chain of dozens of Sandman and Sutton Place hotels in Canada and the U.K.

Along with the new hotel, the Star Park development in Las Colinas includes a 288-unit apartment community being built by Lincoln Property Co. And Blue Star Land and Lincoln Property are building a 36,000-square-foot retail strip adjoining apartments and hotel site.



② NORTH WEST VIEW (FACING ALONG HWY 161)



The world’s hotels need events and meetings to return, likely before a coronavirus vaccine is released, in order to survive financially. Boston’s rebound plan is a solution with global implications.

— Cameron Sperance

Boston travel organizations know they have a giant thorn from their past to overcome for state officials to green light a plan to once again allow the private events and meetings the state's largest hotels need in order to survive.

A Biogen conference at the Boston Marriott Long Wharf hotel in late February **has been labeled an early coronavirus superspreader event** — tied to cases both in Massachusetts as well as across the U.S. and Europe when attendees returned home. Massachusetts, one of the hardest hit in the U.S. during the coronavirus pandemic, eventually went into one of the toughest state-mandated lockdowns in the U.S. and has since seen its new case count plummet while other regions see their confirmed cases soar.

Massachusetts entered the third phase of its economic reopening this week, enabling indoor dining and many tourist attractions to reopen. But Gov. Charlie Baker's administration has capped indoor event capacity to 25 people, well below the range hotels need in order to make money.

The state's travel leaders' pitch to once again allow indoor events could set a precedent for the hoteliers in hard-hit areas around the world.

"Many of these hotels can't open until they can host meetings. They can't sustain themselves on the current market mix of small corporate travel and leisure business," said Martha Sheridan, president of the Greater Boston Convention & Visitors Bureau. "To reopen, they'd need assurances they can host larger groups than 25 people."

Sheridan along with the leaders of businesses and organizations like the Massachusetts Health Council, the Cambridge Office for Tourism, and five of Boston's convention hotels — including three Marriott-affiliated properties — submitted a request to the Baker administration to allow bigger events to happen across the state. But these events would look a lot different than the impacted Biogen conference from earlier this year.

Tourism officials want to initially start with meetings and events capped at 100 people in the initial return to business before eventually growing to a 250-person maximum in a later point in the current reopening phase.

Events would respect six-foot social distancing, utilize technology to reduce close interactions, and abide by coronavirus guidelines outlined by the World Health Organization, Centers for Disease Control and Prevention, state government, as well as the individual hotel companies.

"We are working with the hotel community here, and they are committed to doing what's right and safe for their employees and guests," Sheridan said. "They by no means want to put anyone in a situation where there's a risk of infection or outbreak."

The convention leader acknowledged there is obviously a high hurdle to overcome in convincing the public it is once again safe to attend a meeting or event at a hotel, given the Biogen conference. While political leaders haven't brought up the Biogen conference as a potential reason to block events and meetings from happening, Sheridan said it does come up more in public discussions.

But she emphasized hoteliers, like the rest of the world, have learned a lot since February and responded with entirely new health and safety protocols.

“Some questioned whether the Long Wharf should be able to reopen. Is any place where an infection occurred not able to reopen? That’d be thousands of businesses,” Sheridan said. “Every hotel in the city is committed to following appropriate protocols and standards.”

Marriott declined to comment specifically for this story and directed Skift’s questions to Boston’s visitors bureau.

A BLOCKED RECOVERY

Drive-to and leisure travel sparked the hotel industry’s initial recovery from record-low occupancy rates seen earlier this year, but analysts and executives acknowledge there is a **threat of a recovery plateau** until group business and convention travel returns.

Group business travel accounted for 51 percent of room nights at convention hotels and 40 percent at resort hotels in 2019, according to CBRE. Group business travel generally hovered between 22 and 24 percent of overall U.S. hotel occupancy between 2012 and 2019, according to STR.

“Room revenue is only part of the story,” Nathan Seitzman, a partner in McKinsey & Co.’s travel practice, told Skift last month. “Group business drives hotel profitability as a source of food and beverage revenue and high occupancy nights, and because it typically books further in advance it will inform everything from marketing strategy to revenue management. So even when business and leisure transient travel fully recover, a lagging group recovery could have a disproportionate impact on hotel profitability.”

Boston, normally a top-performing hotel market, faces a particularly tough road to recovery.

Hotels were only allowed to reopen to non-essential travel last month following nearly three months of shutdowns. Most of the city’s convention hotels remain closed due to current demand levels not justifying reopening. While the average occupancy rate in Panama City, Florida, hit nearly 89 percent the week of June 20, it barely surpassed 26 percent in Boston, according to STR.

Midweek occupancy in Boston is now in the 30 percent range — a sign some business demand is returning, Sheridan said. But hotels still need meetings and events to survive.

NOT YOUR TYPICAL EVENT

Sheridan recognizes there may be local fear in hosting events that attract visitors from growing coronavirus hot spots like Florida and Texas. But the GBCVB isn't planning on major, city-wide events until at least next year.

Instead, the organization plans to focus on smaller meetings and events that would attract visitors from northeastern U.S. states, seven of which the Baker administration has exempted from a 14-day quarantine advisory placed on arriving visitors from the rest of the country.

"We will be strategic in our approach to luring meetings," Sheridan said. "We certainly don't see international meetings in the near-future, and national meetings are a long way out as well."

Many companies have put a freeze on in-person meetings until health conditions improve or there is a widely available treatment or vaccines. But that hasn't stopped hotel companies like Accor from rolling out their own plans to show they can safely host a small event before a medical breakthrough.

Several companies have expressed interest in hosting meetings in Boston ahead of a vaccine rollout, Sheridan said while declining to give specific names.

But Massachusetts travel organizations need Baker's approval the most. The Massachusetts governor's press office did not respond to Skift's request for comment in time for publication.

"They do not show their hand. For me, they've been good to work, with but they hold their cards close to the vest. Their mantra is 'data not dates,' and I respect that," Sheridan said. "The good news is the data is trending in the right direction."

Tags: boston, coronavirus, coronavirus recovery, marriott

Photo Credit: A Boston conference tied to coronavirus cases around the world isn't deterring travel groups in their push to once again host indoor meetings. usmc0491 / Pixabay

DFW Retail Experts Say 30% To 35% Of Restaurants May Not Reopen

April 23, 2020 | Kerri Panchuk, Bisnow Dallas-Fort Worth

The impact of the first modern-day pandemic on North Texas is still unfolding, but once it ends, retail professionals expect to find a much smaller shopping and dining footprint in Dallas-Fort Worth.



"Some mom-and-pop [outlets], those guys just didn't have a lot of cash in the bank," Transwestern Managing Director of Retail Services **Steve Williamson** said during a *Bisnow* webinar Thursday.

Williamson said any retailer operating on the margins before the national crisis has even less hope now with retail traffic virtually down to zero and customers expected to demand different on-site experiences when they return.

He's even hearing predictions from retail industry contacts that when the restaurant business reopens, at least 30% to 35% of the locations that closed due to the coronavirus will remain shuttered for good.

Prior to the shutdowns, Williamson's clients were filling big-box retail spaces with gyms, places for kids and entertainment centers as part of a national push toward **experiential retail**.

After the **coronavirus**, the experiences offered inside these facilities are expected to change once again with lower-density crowds and higher-quality sanitation now taking precedence over exercise and fun.

"I think there is going to be a lot of emphasis on cleanliness, sanitizing ... and social distancing," Williamson said. "There will be people that will be very concerned about it."

Restaurant operators have told Williamson they will be spacing out tables, not having as many seats and placing limits on the number of people who enter a premises at the same time.

premises at the same time.

[Sam Moon Group's Daniel Moon](#), who is part of the well-known Sam Moon retail store and hotel development group, has watched both parts of the business derailed by the pandemic.

"First, all of our retail stores, we were forced to shut them down like most retail," Moon said. "From the hotel side, our occupancy is extremely low. It's been tough, and we had to unfortunately furlough a lot of our employees."

Moon expects a comeback at some point and hopes it happens quickly even though he's cautiously planning months in advance and applying for different government Small Business Administration loans to assist in the process.

"We are preparing for a slow ramp-up," Moon said. "So we're trying to preserve as much capital flow as possible ... while also trying [for] additional liquidity so that we can last through a very slow ramp-up."

Even still, Moon is confident in the [Hyatt Regency hotel](#) his company has under development at [Stonebriar Centre mall](#) in [Frisco](#). With this asset already in the development stage, it could eventually benefit from an overall slowdown in the hotel development space, he said.

Many hotel projects halted in the wake of the virus and will not be moving forward for at least a few years. This gives established and newer hotel projects more runway to compete in the coming cycle.

That means hotel values could reach even higher levels in 2021 and 2022 if the coronavirus crisis slows down the creation of competing product, according to Moon.

But it could take some time for that to happen, and now is not the time to offload hotel or retail assets.

"If you have to sell now, your values are going to be much lower with retail," Moon said. "I would not recommend selling anything today if you don't have to."

See Also: [These Brands Are Expanding Despite The Tough Retail Environment](#)

Related Topics: [Steve Williamson](#), [Sam Moon Group](#), [Daniel Moon](#), [coronavirus](#), [coronavirus impact on hospitality](#), [coronavirus retail](#), [Transwestern DFW](#), [coronavirus hospitality](#). [hotels DFW](#)



Kelli Valade
President and CEO,
Black Box Intelligence

The restaurant industry is slowly clawing its way back from the devastation of restrictions put in place to try to stem the tide of the COVID-19 pandemic, Kelli Valade, president and CEO of restaurant data analysis firm Black Box Intelligence.

OPERATIONS

Restaurants Rise: Kelli Valade of Black Box says devastated industry will come back

Although \$240 billion in sales could be lost, customers say they're eager to dine out again

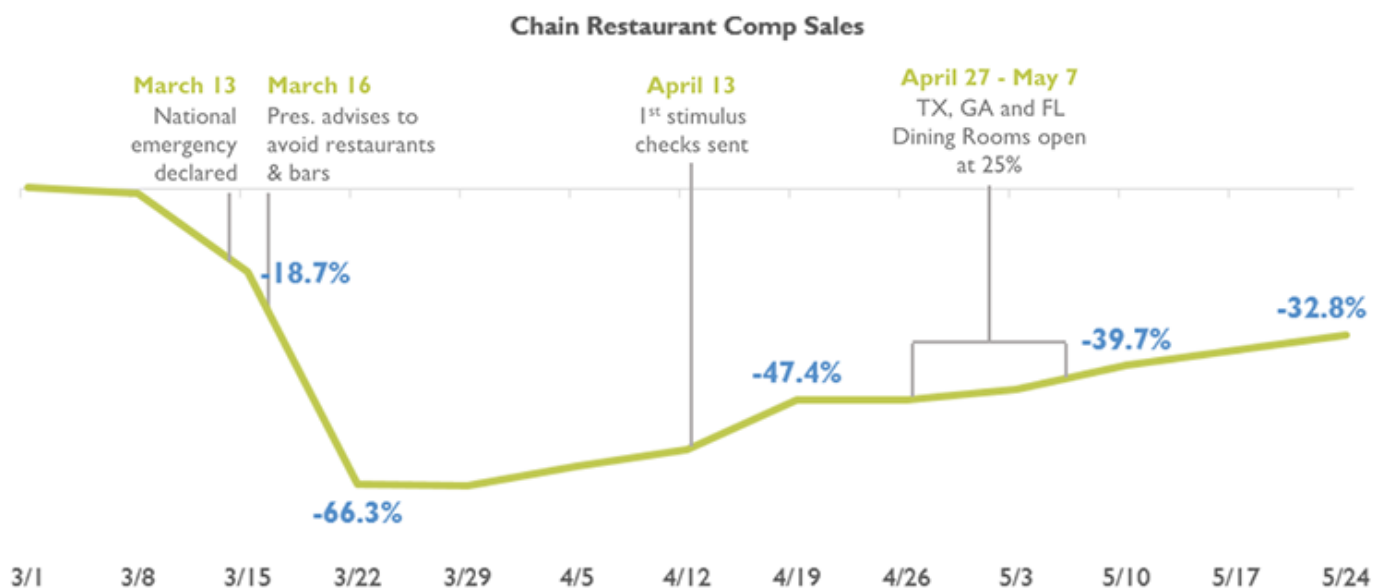
The restaurant industry is slowly clawing its way back from the devastation of restrictions put in place to try to stem the tide of the COVID-19 pandemic, Kelli Valade, president and CEO of restaurant data analysis firm Black Box Intelligence, told attendees of the Restaurant Rise webinar series Wednesday.

That improvement was due in part to restaurant operators innovating — selling groceries, creating large family meals and quickly adapting to what their customers needed.

“The industry ... got really scrappy, really creative and really smart about how to react and react quickly,” she said.

Sales plummeted by 66.3% in the second half of March as a national emergency was declared and restaurant dining rooms across the country were ordered closed. They slowly crept back, aided by stimulus checks that people started receiving in the second week of April, and improved further as states such as Texas and Georgia allowed restaurants to reopen. Even at limited dining-room capacity of 25% in those states, sales improved to being down by “just” 32.8% Valade said.

US SALES HIT BOTTOM IN MARCH



But the industry has seen, “nonetheless, unbelievable destruction by this pandemic.” The industry as a whole normally has more than \$830 billion in annual sales, but \$80 billion of that was lost in March and April, and the National Restaurant Association has projected a loss of \$240 billion for the year. Currently four out of 10 restaurants have closed, at least temporarily, and 8 million jobs have been lost, Valade said, citing NRA figures.



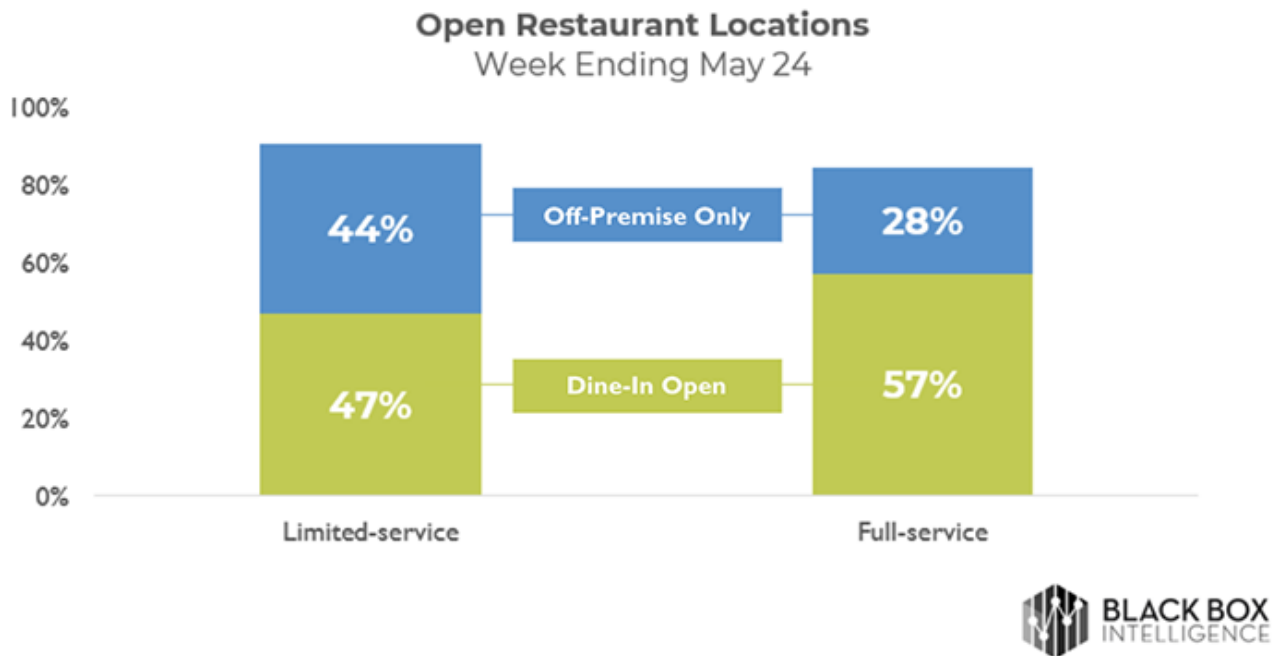
Although the industry as a whole as suffered greatly, Valade, left, who collects data specifically for large and small chain restaurants, said some segments have performed well. Pizza chains in particular , who are well experienced in delivery, saw same-store sales rise by 15% in May. Chicken chains saw a 4% bump and burger chains were up by 2%.

In general, quick-service and fast-casual chains have performed better than the rest of the industry and fine-dining restaurants and family-dining restaurants — particularly buffets — have been hardest hit.

Quick-service restaurants had many qualities going for them during this period of social distancing and working from home. Drive-thru windows helped many of them, and so did the meal bundles that they offered, resulting in higher average checks. Across the industry, takeout sales were up by 66.8% in April and 96.4% in May, Valade said.

Casual-dining and fine-dining restaurants suffered from not being able to sell alcohol. Although a number of states allowed takeout and delivered alcohol for the first time, customers at full-service restaurants want the full experience if they’re going to order alcohol.

13% OF RESTAURANTS STILL CLOSED



“It’s really about people being in your bars and being in your restaurants and ordering alcohol,” she said.

Restaurant employees have been particularly hard-hit, with about 60% front-of-house and 50% back-of-house workers, as well as 15%-20% of managers being laid off or furloughed.

Valade said about half of limited-service restaurants and almost all full-service restaurants had to let go of staff.

Operators surveyed by Black Box said they didn’t expect many of the employees who were laid off and furloughed to return. They said a quarter of furloughed employees were unlikely to come back, and two-thirds of laid-off staff would seek employment elsewhere — many outside the industry. Snagajob data indicates that supermarkets and healthcare are likely to be industries they would go to, she said.

Customers are eager to come back, though, Valade said. Of people surveyed, 87% said they wanted to get back into restaurants — on the same level as wanting to go to

church and getting their hair done.

And indeed, early-opening states such as Texas and Georgia have seen sales jump, relatively speaking: Sales in those states are only down by 26%, compared to 40% elsewhere, as of May 10.

“For the uptick to be that apparent early on really does say something about that pent-up demand,” Valade said.

RESTAURANT SAFETY MEASURES



53% taking
Employee temperature



61% removing
some tables



76% requiring
gloves for all staff



63% using
plexi-glass shields



89% requiring
masks for all staff



97% have hand
sanitizer throughout



She did warn that off-premise sales would likely slow down as dining rooms reopen, “as people seek to be out in restaurants.”

As customers return, Valade said they will hold operators to their assurances of safety.

“If you are saying [on your website] that there will be masks, then there better be masks on everybody,” she said.

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