



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, March 22, 2021 @ 11:45 a.m.

**Irving Convention Center
Zoom Video Conference**

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

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

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

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

‡ - COUNCIL LIAISON

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, March 22, 2021 at 11:45 AM
Zoom Video Conference

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on March 22, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: <https://us02web.zoom.us/j/83914731930> - Meeting ID: 839 1473 1930. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston), Meeting ID: 839 1473 1930.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for February 22, 2021
3. Accepting the Irving Convention Center Financial Report for February 2021
4. Accepting the ICVB Financial Report for February 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

Board Reports

7. COVID-19 Update
8. Board Chair Report
 - a. Reminder: Board Member Conflict of Interest Form
 - b. Schedule of Upcoming Meetings and Activities
 - c. Next Board Meeting – April 26, 2021
9. Board Committee Reports
 - a. Board & Business Development – Bob Bourgeois
 - March 12 Committee Meeting Recap
 - Next Meeting – June 11
 - b. Community Engagement – Clem Lear
 - Next Meeting – April 6
 - c. Destination Development – Greg Malcolm
 - Next Meeting – May 4

AGENDA - Continued

10. City Reports

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

11. 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

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

13. Industry Partner Reports

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

14. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 22, 2021**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
February 22, 2021

Attendance: Karen Cooperstein – Board Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Stephanie Fenley-Garcia, Herbert Gears, Todd Hawkins, Nydia Hoskins, City Manager Chris Hillman, Julia Kang, Clem Lear, Rick Lindsey, William Mahoney, Hammond Perot, Joe Philipp, Michael Randall, Mike Rilley, Sam Reed, Richard Stewart, and Clare Venegas – Board members; Mayor Rick Stopfer, Councilman Mark Zeske, and Councilman Oscar Ward – City of Irving Elected Officials; General Manager Tom Meehan – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and Senior City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB. Guests – City of Irving Economic Development Project Administrator Jennifer Ramirez and Connor Udasco, Resident.

Board Chair Karen Cooperstein called the meeting to order at 11:46 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. She inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from January 25, 2021
- Accept the ICC Financials for November and December 2020, January 2021
- Accept the ICVB Financials for January 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report

It was noted that the Hotel Occupancy Tax Collections are not available at the time of this meeting. Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Bob Bourgeois and a second from Board member Herb Gears, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

- Approval of High Spirited Citizen Recommendations:
 - Fatema Biviji
 - Mark McKee
 - Elouise McMillian
 - Wanda Zamorano

Community Engagement Committee Chair Clem Lear noted the High Spirited Citizen nomination forms for each candidate are included in the packet. With no further questions or discussion, Lear made a motion to approve the High Spirited Citizen nominations; with a second from Gears, the nominations were unanimously approved.

BOARD REPORTS

COVID-19 Update:

Marketing Director Monty White presented an overview of the Irving CARES Act Marketing Recovery Campaigns.

- The campaign ran from September 1 through December 31 with a goal of stimulating recovery of the tourism industry.
- Safe Meetings Campaign Objectives:
 - Convey the safety protocols Irving has adopted to make meetings and conventions safe.
 - Generate awareness of Irving as a meetings destination.
 - Highlight Irving's meeting and destination attributes.
 - Increase sales leads for future meetings and conventions.
- Results:
 - 2,071,531 Ad Impressions, 19,741 Website Sessions, 77 Meeting-Sales Leads.
- Staycations Campaign Objectives:
 - Market Irving hotels as safe way to getaway for short vacation.
 - Advertise in Drive Markets across Texas, Oklahoma, and Louisiana.
 - Highlight Irving hotel deals and specials.
 - Primarily target families and couples.
 - Frequently update creative to reflect the changing seasons.
- Results:
 - 4,042,130 Impressions, 61,619 Sessions, 23,294 Hotel Referrals, \$4,219,829 Potential Economic Value.
- Website is performing well – more visitors in this past year than any other previously.
- Industry, as a whole, saw a decline of 26% in website traffic, and Irving increased by 2%.
- Advertisement Engagement increased dramatically in both Meetings and Leisure.

Assistant Executive Director Sales and Services Lori Fojtasek reviewed the Sales pipeline and COVID impacts.

- Year-to-date there was a small uptick in Cancellations and 22% in Room Nights Lost.
- Executive Director Maura Gast added for reporting purposes, data is only for bookings the ICVB was involved with. Direct hotel bookings are not calculated in these numbers.
- The Corporate market is still struggling and looking out to 2022 for bookings.
- There has been an uptick in leads for the Sports and Religious markets.
- There are 46,000 bookings in Lead status and 45,000 still in Definite status and hope to retain those.
- Irving is a very short-term booking market.

ICC General Manager Tom Meehan added the ICC in the past two to three weeks has events that are postponing and cancelling. Some are moving into 2022 and some large groups are undecided.

Gast reviewed the proposed national recovery initiatives.

Chair Report:

- Cooperstein thanked City Manager Chris Hillman, City Council, and staff for the CARES Act funding to build traffic to the website and ultimately visitors to the community.

- Board Orientation was a well-attended hybrid event and thanked everyone for their attendance.
- Reminder to Board members to complete the Conflict of Interest form and return to Gast or Office Manager Carol Boyer.
- Next Board meeting date is March 22, 2021.

BOARD REPORTS

Board and Business Development Committee

Committee Chair Bourgeois reported:

- The Board Orientation meeting presentation was recorded and will be available on the Board portal for viewing. He thanked Deputy Mayor Pro Tem Kyle Taylor and Councilman Mark Zeske for making time to attend.
- The Board portal reorganization is a work in progress and thanked Assistant Executive Director Finance and Administration Susan Rose, Boyer and White for their efforts in making the improvements for ease of use to Board members.
- Next Committee meeting is scheduled for March 12.

Community Engagement Committee

Committee Chair Clem Lear gave a recap of the February 3 Committee meeting:

- High Spirited Citizen recommendations were discussed, as well as the nomination process.
- There is a backlog of HSC presentations at City Council meetings due to the pandemic and the committee discussed the possibility of a group presentation when it is safe to meet in person.
- There are other nominations in the pipeline and the list will continue to grow.
- Discussion was held on the Irving Hospitality Industry Annual Meeting that is typically held in January or February, which was the subject of budget cuts. Options for delivering a digital event have been researched but still remain expensive considering the budget environment. Staff will continue to evaluate other opportunities to accomplish the same priorities affordably.
- Spirit of Irving awards typically are presented at the Annual Meeting; discussion was held on the possibility of moving forward with the awards in another setting and staff will continue to evaluate those options.
- May 2-8, 2021 is Travel and Tourism Week and the Mayor will present a proclamation at the City Council meeting on May 5.
- The next Committee meeting is scheduled for April 6.

Destination and Development Committee

Cooperstein reported for Committee Chair Greg Malcolm and gave a recap of the February 9 meeting:

- Discussion was held on the Sales pipeline and impact from COVID-19.
- Board Chair David Cole gave an Irving restaurant update that included recently closed restaurants.
- The Alcohol Ordinance was discussed.
- The next Committee meeting is scheduled for May 4.

CITY REPORTS

Mayor Rick Stopfer reported:

- The pandemic took a back seat to the Texas weather, but had the highest deaths in the past week. He encouraged everyone to practice social distancing, wear masks and get vaccinated.
- The vaccination sites were experiencing challenges due to the weather.

- Weather challenges include communication and getting information out to citizens in need of water, broken pipe maintenance, and food bank demand.
- Shout-out to the first responders and City management staff for working during the freeze and assisting in warming centers 24/7 and providing the necessities for citizens and their pets.
- City staff is looking into better interaction with multi-family unit real estate owners for help with supplies to their tenants.
- The power outages across the state will be addressed in the Texas legislature to work through prevention to ensure it will never happen again.
- Staff continues to work on the budget and working closely with the ICVB to provide assistance during this time.
- Black Arts Council at the Irving Arts Center will hold a roundtable discussion in celebrating Black History Month.
- Two town hall meetings are scheduled with business and citizen input. Elected officials will be invited to participate.
- The Christus Healthcare building in the Urban Center will be a new multi-story office building in the Urban Center and a major undertaking.

Councilman Oscar Ward reported:

- The Council approved the loan to the ICVB, and he noted it is the right thing to do.
- Williams Square Plaza \$7.7 million redevelopment is an agenda item at the next Council meeting.
- Shout-out to City Manager Chris Hillman and City staff for working around the clock over the past week during the weather challenges.

Councilman Zeske noted there is hope in the right direction for visitors and events coming to Irving.

City Manager Chris Hillman reported:

- He expressed his thanks and appreciation to City staff, first responders and local hotels for their support during the freeze. The City Facilities, Fleet and Emergency Operation crews worked diligently with little or no sleep to be sure all facilities were safe and operational.
- Oncor showed weaknesses in the system and it is an opportunity to improve and present to City Council a plan to be better prepared.
- Irving non-profit organizations stepped up and it was amazing to see the community come together. Irving has a "Can Do and Get It Done" attitude.
- The Grand Prairie vaccination site experienced electricity outages and frozen pipes. ServPro is engaged and fixing the issues, but the site is not open this week.
- Kudos to the Irving-Las Colinas Chamber of Commerce team for landing the Christus Healthcare project. It is a win in the heart of the Urban Center and 400,000 square feet of commercial office space, seven years in the making and a lot of great work was done. He expressed his appreciation to the TIF Board for providing the funding for nice infrastructure around the building.
- Irving Police Department celebrated Black History Month with "Shop Talk." The event honored Mitchell's Barber Shop for more than three decades of business in the City.

Gast echoed her thanks to the City staff team for their hard work. She acknowledged the Emergency Operations crew that has been in emergency mode for almost a year. They are great partners and resources. STAFF REPORTS

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Hotels mostly are able to open again; many of those that could open had high occupancies during the storms, but across the city, occupancies came in at about 50%.
- Sales activity did pick up and there were 83 leads generated in January for the ICVB, which is almost double from December. There were 20 ICC leads in January and 13 in December.
- Sales held a strategy meeting on March 4 to discuss trends in the Hospitality Market. Discussion was held on targeting the second part of the CARES Act meeting campaign to those trends, what services should be offered and what is the anticipated result at the end of the pandemic.
- Hybrid meetings and precautions when congregating in large groups will be important.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Pfaff expressed her appreciation to White for his leadership in the Marketing Campaigns and recent Simpleview webinar. No other CVB has accomplished what White has done with these campaigns and their tremendous results.
- The campaigns give real-time data and there is a strong pivot to the Leisure Market.
- The Drive Market has changed from smaller markets to the larger areas.
- Seeing good results in the Trip Advisor ads.
- Several public relations projects have been well received with good results and television/news coverage.
- USA Today ran a Top 10 Romantic Things to do in Dallas and Gondola Adventures came in #1 on the list.
- Irving Blog is doing well – movie reviews have been added.
- Thanked Cooperstein for her involvement in the Catholic Charities Food Drive and noted volunteers handed out 900 food boxes last week.

Assistant Executive Director Finance and Administration Susan Rose reported:

December STR report:

- Occupancy is 37.6%, down 42% from last year.
- Average Daily Rate is \$70.00, down 40%.
- RevPAR is \$26.29, down 65%.
- AirDNA reports 465 available listings in December, a 5% increase from last year.
- Average Daily Rate is \$178.41, down 5.87%.
- Occupancy is 49.6%, an almost 22% decrease from last year.

Hotel Comparable Subset:

- Average Daily Rate is \$84.88, a decrease of 18%.
- Occupancy is 45.8%, a 25% decrease.

The Finance/Administration Team:

- Three volunteers at the Grand Prairie vaccination site.
- Working on Cloud migration project.
- Working through the Munis HR and payroll components.
- Visitor Services Coordinator April Stallings is working daily in the ICC front lobby; this has been implemented as a cost-savings measure to reduce the need for security in this location during primary office hours.
- Board portal project will continue with updates and any input from Board members is appreciated.

Gast applauded the great effort by Accounting Director Marianne Lauda for working through the monthly financials with no electricity.

IRVING CONVENTION CENTER

Gast will work with Hillman once the post-freeze issues have settled to allow the ICC to be a more centralized warming center and partner with City staff to see what is needed.

General Manager Tom Meehan

- Both power feeds to the building went down during the storm at different times, but the switching process continued to work until the power was cut by Oncor.
- Decisions were made quickly. Worked with contractors and the ICC engineers to drain the cooling towers to prevent pipes from cracking.
- Overall, building survived with no flooding or cracked/broken pipes, but damage was done from shifting of the power and big jolt with cut-off of power. There is one small crack in one cell of the cooling tower.
- ICC engineers worked 24/7 and slept at the building taking turns sleeping in 2–3-hour shifts. There were lessons learned, but the contractors and ICC team did an incredible job working together.
- Budget was formed on shifted events to the second half of the year and not cancelling or postponing. When that happens, it leaves a big gap in the budget.
- Forecast was created with only what was 100% Definite but shows behind budget.
- Expenses are stretched and more staff cuts are coming. These are hard decisions and requiring a lot of work.
- Generating more revenue is at the top of the list for the team.
- Two events in February, five in March, five in April and ten still on the books for May.
- As events get closer, cancellations are happening.
- The Sales team is in constant contact with the events to assure them events can happen safely.

Discussion was held on video testimonials from events for safe events in the building. Pfaff added most events are not willing to share they held an event. Also, scheduling a video and finding a client willing to share publicly has been a challenge.

INDUSTRY PARTNERS

Live Nation and Toyota Music Factory

Mike Rilley reported:

- Trying to book events but a huge challenge last week with weather, power outage and The Pavilion suffered a broken pipe. Damage is being assessed but does not anticipate major damage.
- Vaccinations are the key to getting back to normal.
- Following the changing COVID rules is a challenge as well.

Omni Las Colinas

General Manager Nydia Hoskins reported:

Rolling electricity black outs were happening for the better part of three days.

- Experienced a power outage and shut down hotel with evacuation on Monday.
- Discounted residential rate was offered and was well received with residents.
- The electrical start/stops put a lot of strain on the building and there was some water damage.

- January was strong and then three groups cancelled. Ended the month at 10% Occupancy, in comparison to last year's 75%.
- Average Daily Rate held consistent.
- Banquets and Catering doing well, and room leads doubled over the last couple of months.
- Weddings are rescheduling for the end of 2022 and beginning of 2023.
- February is beyond the conservative forecast and some regulars are returning, and some corporate groups have returned.
- Weekday activity is starting to increase.
- Finalizing the budget for 2022 and will continue to be conservative.

Irving-Las Colinas Chamber of Commerce

Chamber Board Chair Sam Reed Reported:

- Busy with inclement weather issues – helping to secure water for many manufacturers, residents, and nearby cities, and secured fresh food for some homes.
- Fiscal year 2021 to date: Seven wins, five recruitment projects, two retention/expansion projects. Over \$276 million in Capital Investment, which equates to 600 jobs and 860,000 square feet of commercial office space.
- The team continues to work remotely, with 83 projects in the pipeline, 17 of which are corporate headquarters.
- Irving unemployment rate is 6.3% and continues to be below Texas at 7.2% and National rate of 6.7%.
- Neither the Texas House of Representatives nor Senate were in action last week due to the weather.
- Governor Greg Abbott has declared ERCOT Reform an emergency item for this legislative session.
- Representative Julie Johnson was named to the Sub-Committee for Health and Human Services.
- Chamber Coffee Break on social media marketing is scheduled for March 3 at 8:00 a.m.
- Business Industry Call with Dallas County Judge Clay Jenkins will be on March 3.
- Virtual 5-Star Chamber Mixer event on March 23 from 4:00 – 5:00 p.m.

Irving Arts and Culture

Executive Director Todd Hawkins reported:

- Echoed thanks as a resident and business partner to the City staff for their hard work during the storm.
- There was no damage from weather to any of the Arts and Culture facilities.
- Irving Arts museum is hosting a temporary gallery *"Away from Home: American Indian Boarding School Stories"* through March 17.
- Arts Center booked a group for Saturday through the Staycations Marketing Campaign.
- Private group invite to view the Irving Arts Museum will be extended to City staff and Boards. Reservations are required and due to popularity, it has been extended for a week.
- Williams Square Plaza Mustang Museum reinstallation project is moving forward.
- Continue to celebrate Black History Month with *"City of Hope: resurrection City & the 1968 Poor People's Campaign"* through April 30 in the Courtyard Gallery and other celebrations over the weekend with the Black Arts Council.

Las Colinas Association

LCA President Hammond Perot reported:

- Lost power to the dispatch/call center that are monitoring accounts in the Las Colinas Association for fire and alarms. Backup generators were also lost after 36 hours but able to keep all alarms monitored.
- Biggest concern was fire and emergency medical needs. Staff did a great job over the week.
- LCA patrol was shut down for a few days.
- Partnered with the City for apprehension of vandals at the Las Colinas Pharmacy.
- Thanked the City for all their efforts and partnership.
- LCA Annual Meeting is scheduled for March 23.

TIF

Michael Randall reported:

Commended the City staff and developer for the Christus Healthcare project. The original estimate for reimbursement of TIF funds for \$5.9 million before the meeting on February 2. The numbers were reviewed and came in at \$4.9 million, which saved \$1 million in TIF funds.

University of Dallas

Assistant Vice President of Marketing and Communication Clare Venegas reported:

- There were some electrical outages on campus during the storm.
- Zoom lecture community event scheduled for Wednesday, February 24 at 6:15 p.m. It is a free event with University of Dallas School of Business legends and leaders.
- Thanked the Irving Arts Center for hosting the UD Art Department exhibition "*Natalie Lambert: I Love You Very Much But ...*"

With no further discussion, Cooperstein adjourned the meeting at 1:32 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: March 12, 2021

Monthly Financial Summary

For Period Ending February 28, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	6,700	58,881	47,350	24,400	82,050	64,875	61,000	112,550	5,750	54,000	74,400	71,775	663,731
Service Income	1,163	2,200	13,388	1,450	32,912	2,000	1,750	2,500	13,000	9,500	14,500	9,250	103,613
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(3,500)	(3,000)	(63,167)
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	63,875	59,250	112,050	15,250	60,500	85,400	78,025	704,176
Ancillary Income													
F & B Concessions	-	-	5,195	4,919	4,287	-	2,500	5,000	1,500	8,000	10,000	5,000	46,401
F & B Catering	-	7,705	24,452	11,352	42,966	14,820	3,000	43,320	71,895	86,520	92,796	199,830	598,655
Parking: Self Parking	1,432	342	6,851	13,268	6,600	-	7,600	4,920	9,100	5,000	5,000	25,500	85,614
Electrical Services	-	950	300	1,560	750	-	2,500	1,500	1,500	1,500	1,500	14,500	26,560
Audio Visual	-	-	(0)	-	-	-	-	-	-	-	-	-	(0)
Internet Services	-	400	(840)	-	405	-	500	-	-	-	-	-	465
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	14,820	16,100	54,740	83,995	101,020	109,296	244,830	757,695
Total Event Income	8,383	68,658	86,727	53,955	144,997	78,695	75,350	166,790	99,245	161,520	194,696	322,855	1,461,871
Other Operating Income	26,152	21,440	17,278	22,428	41,150	21,375	21,625	36,625	36,625	36,625	36,625	36,625	354,573
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	450,070	96,975	203,415	484,620	198,145	231,321	707,730	3,211,443
Operating Expenses													
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	150,092	156,668	156,668	156,668	156,668	156,668	156,662	1,776,857
Benefits	60,444	60,261	61,935	64,201	58,347	61,446	61,446	61,446	61,446	61,446	61,446	61,497	735,358
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	-	-	-	-	-	-	-	(6,306)
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	211,538	218,114	218,114	218,114	218,114	218,114	218,159	2,505,910
Contracted Services	41,352	37,428	38,674	40,001	37,974	44,155	53,685	53,685	53,685	53,685	53,685	53,685	561,694
General and Administrative	18,120	35,920	36,120	23,698	14,053	18,875	17,290	21,365	24,010	45,786	24,606	71,869	351,712
Operations	15,945	10,583	11,742	11,977	12,440	14,433	18,833	18,833	23,833	18,833	18,833	18,833	195,118
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	24,480	23,514	23,514	23,514	23,514	23,514	23,514	283,505
Supplies	5,665	8,613	9,190	8,917	8,924	3,300	7,200	7,200	7,500	8,700	8,700	10,500	94,408
Insurance	6,036	6,036	7,091	6,036	6,036	7,544	7,544	7,544	7,544	7,544	7,544	7,544	84,043
Utilities	37,290	36,007	40,379	37,169	38,234	43,333	43,333	43,333	43,333	43,333	43,333	43,333	492,410
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	-	-	-	-	-	-	-	(11,999)
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	14,959	13,750	17,284	19,615	20,812	21,320	30,072	216,360
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	382,616	403,262	410,871	421,147	440,320	419,648	477,508	4,773,161
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	67,454	(306,287)	(207,456)	63,473	(242,175)	(188,327)	230,222	(1,561,719)

3,866,967

(166,719)

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending February 28, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	4,815	11,000	(6,185)	0
Events	5	3	2	0
Event Days	16	7	9	0
Direct Event Income	89,989	66,700	23,289	0
Ancillary Income	55,008	162,150	(107,142)	0
Total Event Income	144,997	228,850	(83,853)	0
Other Operating Income	41,150	21,375	19,775	0
Adjusted Gross Income	186,147	250,225	(64,078)	0
Indirect Expenses	(348,357)	(422,458)	74,101	0
Net Income (Loss) From Operations	(162,210)	(172,233)	10,023	0

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Five Months Ending February 28, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	13,023	17,263	(4,240)	0
Events	17	14	3	0
Event Days	49	39	10	0
Direct Event Income	229,826	211,559	18,267	0
Ancillary Income	132,895	249,032	(116,137)	0
Total Event Income	362,721	460,591	(97,870)	0
Other Operating Income	128,448	106,875	21,573	0
Adjusted Gross Income	491,169	567,466	(76,297)	0
Indirect Expenses	(1,817,792)	(1,942,905)	125,113	0
Net Income (Loss) From Operations	(1,326,623)	(1,375,439)	48,816	0

ASM - Irving Convention Center
Balance Sheet
February 28, 2021

ASSETS

Current Assets

Cash	\$ 308,656
Accounts Receivable	140,812
Prepaid Assets	3,474
Inventory	45,491
	<hr/>

Total Current Assets		498,433
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Total Assets	\$	498,433
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 378,281
Accrued Expenses	333,463
Deferred Income	0
Advance Ticket Sales/Deposits	722,670
Other Current Liabilities	0
	<hr/>

Total Current Liabilities		1,434,414
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Long-Term Liabilities

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities		0
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Total Liabilities		1,434,414
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Equity

Net Funds Received	13,531,068
Retained Earnings	(13,140,426)
Net Income (Loss)	(1,326,623)
	<hr/>

Total Equity		(935,981)
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Total Liabilities & Equity	\$	498,433
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ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2021

	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	82,050	59,700	22,350	219,381	208,281	11,100	0
Service Revenue	32,912	10,000	22,912	51,113	19,013	32,100	0
Service Expenses	(24,973)	(3,000)	(21,973)	(40,668)	(15,735)	(24,933)	0
Total Direct Event In	89,989	66,700	23,289	229,826	211,559	18,267	0
Ancillary Income							
F & B Concessions	4,287	2,100	2,187	14,401	9,100	5,301	0
F & B Catering	42,966	135,060	(92,094)	86,476	193,772	(107,296)	0
Parking	6,600	22,390	(15,790)	28,493	33,850	(5,357)	0
Electrical Services	750	2,600	(1,850)	3,560	11,210	(7,650)	0
Audio Visual	0	0	0	0	0	0	0
Internet Services	405	0	405	(35)	1,100	(1,135)	0
Total Ancillary Inco	55,008	162,150	(107,142)	132,895	249,032	(116,137)	0
Total Event Income	144,997	228,850	(83,853)	362,721	460,591	(97,870)	0
OTHER OPERATING INCOME							
Other Income	41,150	21,375	19,775	128,448	106,875	21,573	0
Total Other Operatin	41,150	21,375	19,775	128,448	106,875	21,573	0
Adjusted Gross Inco	186,147	250,225	(64,078)	491,169	567,466	(76,297)	0
INDIRECT EXPENSES							
Salaries & Wages	130,489	170,156	39,667	686,765	773,685	86,920	0
Payroll Taxes & Ben	58,347	61,446	3,099	305,191	308,856	3,665	0
Labor Allocations to	(1,711)	0	1,711	(6,306)	0	6,306	0
Net Salaries and Ben	187,125	231,602	44,477	985,650	1,082,541	96,891	0
Contracted Services	37,974	45,521	7,547	195,428	220,323	24,895	0
General and Adminis	14,053	22,025	7,972	127,910	85,784	(42,126)	0
Operating	12,440	14,133	1,693	62,688	66,941	4,253	0
Repairs & Maintenan	24,313	24,480	167	117,945	106,640	(11,305)	0
Operational Supplies	8,924	11,283	2,359	41,310	51,716	10,406	0
Insurance	6,036	7,544	1,508	31,235	36,212	4,977	0
Utilities	38,234	43,333	5,099	189,080	210,843	21,763	0
Other	1,789	0	(1,789)	(12,002)	0	12,002	0
ASM Management F	17,469	22,537	5,068	78,548	81,905	3,357	0
Total Indirect Expens	348,357	422,458	74,101	1,817,792	1,942,905	125,113	0

ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2021

	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>(162,210)</u>	<u>(172,233)</u>	<u>10,023</u>	<u>(1,326,623)</u>	<u>(1,375,439)</u>	<u>48,816</u>	<u>0</u>

February 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 7th Sense Auto Research Definite	5	6 Irving Police Departmen... Definite
7 7th Sense Auto Research Definite Super Bowl LV 2021	8	9	10	11	12	13
14 St. Valentine's Day	15 President's Day	16	17	18	19	20 Southern Baptists of Tex... Tentative 1
21 Southern Baptists of Texas Evangelism Conference Definite	22	23	24 ICC Food Handlers/TABC... Tentative 1 - Internal	25	26 Legacy Dance Championship Definite	27 Irving Cares Board Retreat Definite
28 Legacy Dance Champion... Definite	1	2 7th Sense Research Definite K12 Testing Definite	3	4	5	6 NCL Annual Fashion Show Definite



ICVB FINANCIAL STATEMENTS

For Period Ending:
February 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2021

Assets

Cash and equivalents	110,083.21
Investments	694,400.00

Total Assets	804,483.21
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Liabilities

Accounts payables	465,047.49
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Total Liabilities	465,047.49
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Fund Balance (Budgetary basis)

Reserve for encumbrances	1,051,176.20
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Unreserved	(711,740.48)
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Total Fund Balance	339,435.72
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Total Liabilities and Fund Balance	804,483.21
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	310,562.12	697,590.19	6,490,005.00	10.7%	0.00	5,792,414.81
	M4 - INVESTMENT INCOME	63.00	411.85	4,995.00	8.2%	0.00	4,583.15
	M5 - MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	M6 - TRANSFER FROM CITY OF IRVING	0.00	0.00	1,000,000.00	0.0%	0.00	1,000,000.00
	TOTAL REVENUE	310,625.12	698,002.04	7,500,000.00	9.3%	0.00	6,801,997.96
EXPENDITURES							
	N1 - SALARIES	168,653.29	892,111.71	2,491,575.00	35.8%	0.00	1,599,463.29
	N2 - BENEFITS	51,250.93	252,541.93	673,552.47	37.5%	0.00	421,010.54
	N4 - SUPPLIES	(7,307.66)	8,641.04	39,455.00	21.9%	12,075.00	18,738.96
	O1 - UTILITIES (COMMUNICATIONS)	1,571.14	6,407.46	26,400.00	24.3%	0.00	19,992.54
	O3 - OUTSIDE SERVICES						
	SALES AND MARKETING RESOURCES	620.66	8,827.93	15,560.00	56.7%	0.00	6,732.07
	MEDIA ADVERTISING	109,595.01	144,160.39	350,000.00	41.2%	196,242.94	9,596.67
	PROFESSIONAL SERVICES	144,864.79	359,814.69	1,463,877.00	24.6%	840,871.78	263,190.53
	PROPERTY MANAGEMENT SERVICES	350,000.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	OTHER	0.00	1,109.19	7,026.00	15.8%	1,986.48	3,930.33
	TOTAL OUTSIDE SERVICES	605,080.46	1,211,912.20	3,231,463.00	37.5%	1,039,101.20	980,449.60
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	0.00	2,200.00	252,000.00	0.9%	0.00	249,800.00
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	1,361.50	19,362.48	54,900.00	35.3%	0.00	35,537.52
	TOTAL TRAVEL - TRAINING - DUES	1,361.50	21,603.36	310,900.00	6.9%	0.00	289,296.64
	O5 - CLAIMS AND INSURANCE	34,511.25	69,022.50	138,045.00	50.0%	0.00	69,022.50
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	12,422.48	27,903.60	259,600.00	10.7%	0.00	231,696.40
	BUSINESS DEV INCENTIVE PROG	3,157.00	11,289.00	540,000.00	2.1%	0.00	528,711.00
	LOCAL PROGRAMS-PROMOTIONS	327.95	826.67	145,200.00	0.6%	0.00	144,373.33
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	15,907.43	87,739.27	1,089,150.00	8.1%	0.00	1,001,410.73
	P5 - TRANSFERS OUT						
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL EXPENDITURES	871,028.34	2,549,979.47	8,100,540.47	31.5%	1,051,176.20	4,499,384.80

Beginning Fund Balance	2,191,413.15
Revenues	698,002.04
Expenditures	(2,549,979.47)
Ending Fund Balance	339,435.72



Irving Convention and Visitors Bureau

Check Register

February 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061533	2/10/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			3,717.65
		ACCOUNTS PAYABLE	JAN 2021 - RECEIPTS	3,717.65	
80061534	2/10/2021	CONNECT			25,000.00
		MEDIA ADVERTISING	ADVERTISING	25,000.00	
80061535	2/10/2021	DALLAS FORT WORTH AIRPORT MARRIOTT			1,536.00
		BUSINESS DEV INCENTIVE PROG	DALLAS STARS ELITE HOCKEY CLUB/2021 INVITATIONAL	1,536.00	
80061536	2/10/2021	FOJTASEK, LORI			234.56
		COMMUNICATIONS	AUG 2020 - CELL	34.78	
		COMMUNICATIONS	JUL 2020 - CELL	34.78	
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	165.00	
80061537	2/10/2021	IMAGO MEDIA, INC.			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
80061538	2/10/2021	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIP AND DUES	JANUARY 2021	40.00	
80061539	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			3,975.62
		PROFESSIONAL SERVICES	NETWORK SERVICES	3,975.62	
80061540	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2021	20,625.00	
80061541	2/10/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JAN 2021	20,625.00	
80061542	2/10/2021	PETTY, BRICE			109.10
		COMMUNICATIONS	JAN 2021 - CELL	65.00	
		COMMUNICATIONS	DEC 2020 - CELL	44.10	
80061543	2/10/2021	PFAFF, DIANA			332.65
		COMMUNICATIONS	AUG 2020 - CELL / MISC	65.00	
		LOCAL PROGRAMS-PROMOTIONS	AUG 2020 - CELL / MISC	90.85	
		COMMUNICATIONS	DEC 2019 - CELL	65.00	
		COMMUNICATIONS	OCT 2019 - CELL	65.00	
		COMMUNICATIONS	MAY 2020 - CELL	65.00	
		COMMUNICATIONS	SEPT 2020 - CELL	65.00	
		TRAVEL AND TRAINING	ADRIAN AWARDS 2020	(213.20)	
		COMMUNICATIONS	JUL 2020 - CELL	65.00	
		COMMUNICATIONS	JUN 2020 - CELL	65.00	
80061544	2/10/2021	ROSE, SUSAN			143.69
		COMMUNICATIONS	JAN 2021 - CELL / EQUIPMENT REIMBURSEMENT	143.69	
80061545	2/10/2021	SHERATON DFW AIRPORT HOTEL			357.00
		BUSINESS DEV INCENTIVE PROG	ART OF MOVEMENT 2021/JAN 2021	357.00	
80061546	2/10/2021	SIRMEN, LORI			124.05
		COMMUNICATIONS	DEC 2020 - CELL / MISC	65.00	



Irving Convention and Visitors Bureau

Check Register

February 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061546		LOCAL PROGRAMS-PROMOTIONS	DEC 2020 - CELL / MISC	(5.95)	
		COMMUNICATIONS	NOV 2020 - CELL	65.00	
80061547	2/10/2021	STODDARD, CAROL			64.02
		COMMUNICATIONS	DEC 2020 - CELL	64.02	
80061548	2/10/2021	WHITE, MONTY			47.84
		COMMUNICATIONS	DEC 2020 - CELL	47.84	
80061549	2/25/2021	FOUR SEASONS RESORT & CLUB DALLAS			801.50
		MEMBERSHIP AND DUES	FEBRUARY 2021	801.50	
80061550	2/25/2021	MALONEY STRATEGIC COMMUNICATION INC			205.00
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - FEBRUARY	205.00	
80061551	2/25/2021	MEETING PROFESSIONALS INTERNATIONAL			1,580.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	1,580.00	
80061552	2/25/2021	NORTHSTAR TRAVEL MEDIA, LLC			24,490.00
		MEDIA ADVERTISING	ADVERTISING	5,055.00	
		MEDIA ADVERTISING	ADVERTISING	10,250.00	
		MEDIA ADVERTISING	ADVERTISING	7,500.00	
		MEDIA ADVERTISING	ADVERTISING	1,685.00	
80061553	2/25/2021	PCMA SERVICES			6,830.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	6,830.00	
80061554	2/25/2021	SIMPLEVIEW WORLDWIDE, INC.			86,968.00
		PROFESSIONAL SERVICES	2ND QUARTER	7,875.00	
		PROFESSIONAL SERVICES	2ND QUARTER	79,093.00	
80061555	2/25/2021	SIRMEN, LORI			65.00
		COMMUNICATIONS	OCT 2020 - CELL	65.00	
80061556	2/25/2021	TRIPADVISOR, LLC			1,578.91
		MEDIA ADVERTISING	ADVERTISING	1,578.91	
80061557	2/25/2021	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - FEB 2021	4,000.00	
80061558	2/25/2021	VERIZON WIRELESS SERVICES, LLC			563.22
		COMMUNICATIONS	JANUARY 2021	176.63	
		COMMUNICATIONS	JANUARY 2021	103.32	
		COMMUNICATIONS	JANUARY 2021	283.27	
		Total Number of Invoices	45	206,513.81	
		Total Number of Checks	26		206,513.81



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

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

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Atrium Hotel and Suites DFW Airport	2,104.65	1,350.47	1,717.94		1,032.28
2	Dallas Marriott Hotel Las Colinas	8,972.72	6,318.26	5,874.95		8,098.15
3	DFW Airport Hotel & Conference Center	614.34	416.13	613.22		643.01
4	DFW Airport Marriott	14,047.23	13,398.13	11,944.64		15,237.63
5	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00		0.00
6	Embassy Suites DFW Airport South	0.00	0.00	0.00		0.00
7	Four Seasons Resort & Club	74,294.78	20,807.95	18,699.84		16,747.10
8	Hilton Garden Inn DFW Airport South	4,278.38	3,794.30	2,393.15		4,431.22
9	Hilton Garden Inn Las Colinas	3,534.59	2,088.01	2,655.73		3,820.57
10	Holiday Inn Irving Las Colinas	1,654.54	2,441.05	2,403.20		1,666.45
11	NYLO Las Colinas Tapestry Collection by Hilton	4,807.75	3,172.37	2,726.34		3,575.11
12	Omni Las Colinas Hotel	10,424.47	8,238.86	7,078.09		5,188.86
13	Sheraton DFW Airport Hotel	0.00	0.00	0.00		0.00
14	Texican Court	5,848.19	4,277.56	4,275.50		4,017.60
15	Westin DFW Airport	8,019.52	4,697.05	5,662.14		5,408.38
TOTAL LUXURY & FULL SERVICE		138,601.16	71,000.14	66,044.74	0.00	69,866.36

16	Westin Irving Convention Center Las Colinas	9,658.90	8,918.25	7,420.36		7,411.83
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Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Comfort Inn DFW Airport North	2,609.71	2,025.07	1,913.42		1,776.65
2	Comfort Suites DFW Airport North	3,171.31	2,368.47	3,105.01		2,703.50
3	Comfort Suites Las Colinas	448.60	426.28	322.50		608.58
4	Country Inn & Suites by Carlson DFW Airport South	2,029.83	1,474.85	1,746.56		1,208.37
5	Element DFW Airport North	2,567.72	2,166.92	2,000.87		2,650.43
6	Extended Stay America Dallas DFW Airport North	494.65	423.91	1,006.45		1,665.88
7	Extended Stay America Dallas Las Colinas	1,777.48	862.39	1,446.46		1,269.81
8	Extended Stay Deluxe Green Park	953.96	551.80	919.27		740.98
9	Extended Stay Deluxe Las Colinas	729.20	475.72	485.83		371.20
10	Hawthorne Suites Irving DFW Airport South	585.57	476.79	692.68		524.09
11	Hawthorne Suites DFW Airport North	2,021.14	1,639.21	2,021.00		2,008.12
12	Holiday Inn Express Hotel & Suites DFW Airport North	1,916.98	1,849.26	2,358.41		0.00
13	Holiday Inn Express Hotel & Suites DFW Airport South	2,092.00	1,561.44	1,748.94		1,701.39
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,014.92	1,474.14	2,152.44		2,171.23
15	Home Towne Studios Dallas Irving	2,199.98	1,565.12	1,947.78		1,888.00
16	Homewood Suites by Hilton DFW Airport North	3,323.61	2,848.36	2,967.65		3,012.48
17	Homewood Suites by Hilton Las Colinas	7,589.78	326.89	0.00		0.00
18	Hyatt House Dallas Las Colinas	3,845.11	1,630.91	4,611.68		2,113.93
19	Oakwood Waterwalk Dallas Las Colinas	2,287.60	2,289.07	1,798.33		1,089.97
20	Residence Inn Dallas DFW Airport North Irving	3,413.20	1,876.10	2,425.20		3,022.72
21	Residence Inn Dallas Las Colinas	4,258.41	3,432.69	4,031.18		3,564.84
22	Sonesta ES Suites Dallas Las Colinas	3,177.28	2,186.73	676.02		1,244.96
23	Sonesta Simply Suites Dallas Las Colinas	1,116.67	758.03	675.78		839.46
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,402.29	1,329.28	1,408.75		1,388.33
25	Staybridge Suites DFW Airport North	2,839.84	2,472.53	2,586.62		2,947.51
26	TownePlace Suites Dallas DFW Airport North Irving	0.00	0.00	0.00	5,413.33	2,872.14
27	TownePlace Suites Dallas Las Colinas	1,657.23	1,997.10	1,558.83		1,564.81
28	Woodspring Suites Signature	0.00	0.00	0.00	2,494.29	0.00
TOTAL ALL SUITE / EXTENDED STAY		60,524.07	40,489.06	46,607.66	7,907.62	44,949.38

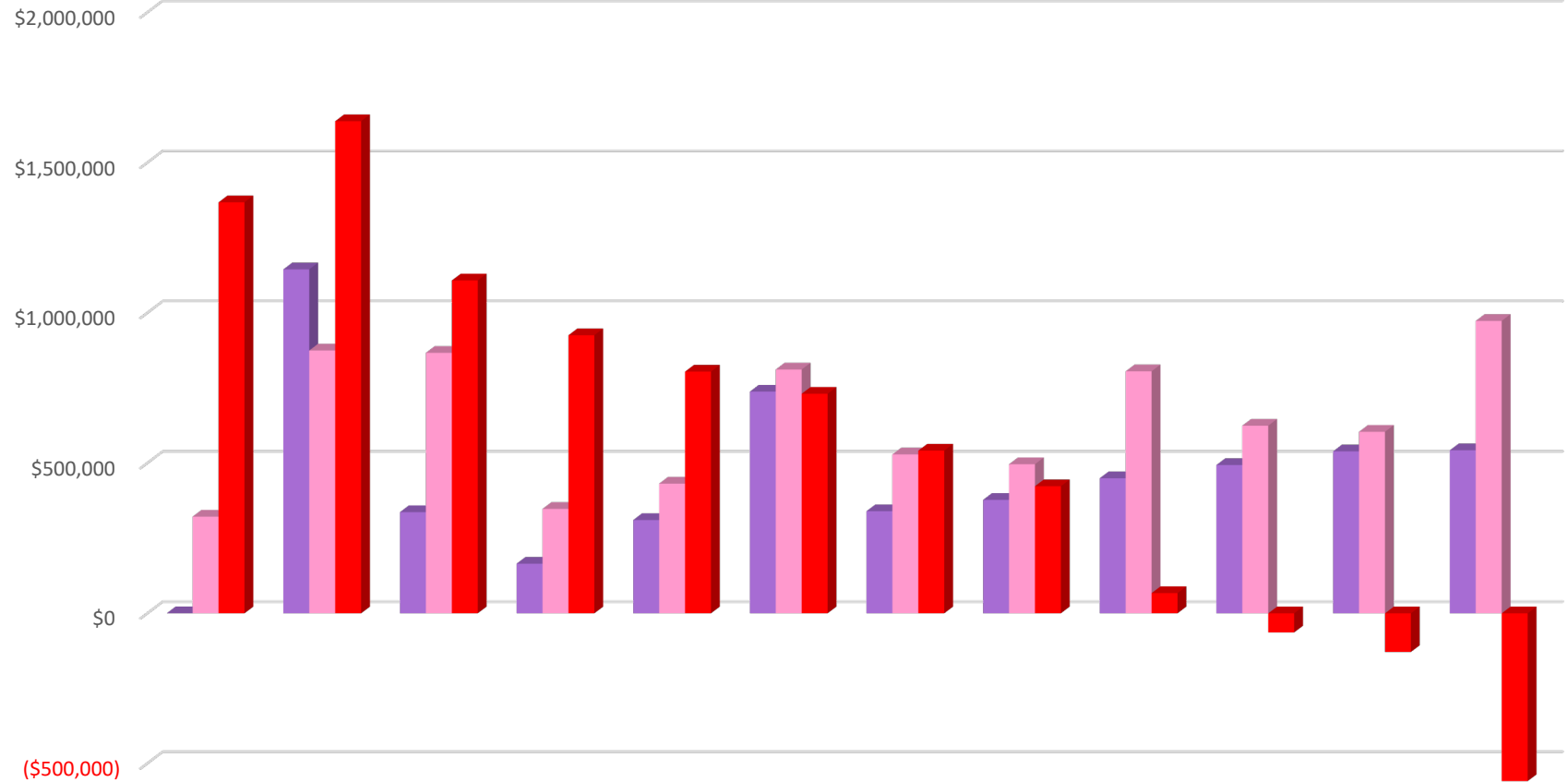
BUDGET SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	Arya Inn & Suites	695.41	594.56	481.58		559.46
2	Best Western Irving Inn & Suites DFW South	2,587.95	2,325.97	2,494.69		2,561.43
3	Budget Inn & Suites	79.94	31.82	33.63		46.46
4	Budget Suites of America Las Colinas	0.00	0.00	0.00	2,300.73	22.56
5	Clarion Inn & Suites	1,486.65	1,006.81	999.23		1,218.74
6	Crossroads Hotel & Suites	926.95	783.14	354.91		743.36
7	Days Inn	2,742.91	2,226.42	2,342.59		2,240.56
8	Days Inn DFW Airport North	2,926.49	2,191.26	1,780.51		1,926.47
9	Delux Inn	622.90	538.10	452.94		356.90
10	Delux Suites Motel	160.29	123.98	52.58		65.98
11	Gateway Inn	509.18	371.64	375.09		317.12
12	Magnuson Extended Stay & Suites Airport Hotel	0.00	0.00	0.00		0.00
13	Motel 6 Dallas DFW South	1,346.43	1,214.36	1,026.93		1,368.43
14	Motel 6 Dallas Irving	1,933.16	1,666.13	2,013.60		2,134.74
15	Motel 6 DFW North	1,577.78	1,633.80	1,780.31		1,544.13
16	Motel 6 Irving Loop 12	909.07	793.11	727.35		0.00
17	OYO Hotel	2,034.44	1,539.01	1,962.14		0.00
18	OYO Hotel DFW Airport North	0.00	0.00	0.00		0.00
19	Quality Inn & Suites DFW Airport South	798.30	580.48	684.92		813.98
20	Red Roof Inn Dallas DFW Airport North	0.00	0.00	0.00	12,100.20	3,876.72
21	Studio 6 / Motel 6 DFW Airport East	2,094.60	1,880.73	1,924.57		2,154.89
22	Super 8 Hotel DFW South	1,230.68	999.82	1,098.61		1,153.44
23	Super 8 Motel DFW North	1,376.26	798.10	1,041.94		1,396.24
TOTAL BUDGET SERVICE		26,039.39	21,299.24	21,628.12	14,400.93	24,501.61

LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
1	aLoft Las Colinas	3,011.24	2,055.77	2,132.88		2,347.38
2	Best Western Plus DFW Airport Suites North	2,261.03	1,566.26	1,738.27		1,903.10
3	Courtyard Dallas DFW Airport North Irving	4,151.82	3,201.29	3,453.65		3,860.93
4	Courtyard Dallas DFW Airport South Irving	3,512.83	2,182.55	3,126.66		2,134.99
5	Courtyard Dallas Las Colinas	1,819.43	2,439.12	2,418.13		2,898.25
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	3,421.96	2,680.91	4,314.62		4,039.52
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	0.00	0.00	644.67	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	closed	closed	closed		closed
9	Hampton Inn Dallas Irving Las Colinas	2,894.26	1,795.53	1,485.40		2,505.26
10	Home2 Suites by Hilton DFW Airport North	4,083.85	3,278.44	3,284.21		3,896.09
11	Home2 Suites by Hilton DFW Airport South Irving	5,624.70	4,888.82	3,367.53		4,543.52
12	Hyatt Place Dallas Las Colinas	0.00	0.00	5,236.41		0.00
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00		0.00
14	La Quinta Inn & Suites DFW Airport North	3,827.38	4,209.23	1,032.28		4,422.23
15	La Quinta Inn & Suites DFW Airport South	2,472.14	2,035.75	2,211.31		3,191.32
16	La Quinta Inn Hotel & Suites Las Colinas	0.00	0.00	0.00	3,721.06	0.00
17	Quality Inn & Suites DFW Airport	2,103.72	1,788.98	1,934.92		2,219.85
18	Residence Inn Dallas DFW Airport South Irving	4,038.81	3,872.00	3,918.98		4,027.49
19	Wingate Inn by Wyndham Dallas Las Colinas	2,535.59	1,551.55	2,324.05		0.00
20	Wingate Inn by Wyndham DFW Airport North	922.57	1,068.24	1,868.22		1,215.38
TOTAL LIMITED SERVICE		46,681.33	38,614.44	43,847.52	4,365.73	43,205.31

TOTAL SHORT TERM RENTALS		1,947.58	1,627.32	3,116.63	n/a	2,768.89
Number of locations		9	6	47		36

SUMMARY	OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021
GRAND TOTAL	273,793.53	173,030.20	181,244.67	26,674.28	185,291.55
			207,918.95		
BUDGET (per Aug 26 projections)	202,959.00	234,853.00	268,196.00		303,571.00
DIFFERENCE	70,834.53	(61,822.80)	(60,277.05)		(118,279.45)
	34.9%	-26.3%	-22.5%		-39.0%
YEAR TO DATE					
ACTUAL					840,034.23
BUDGET					1,009,579.00
DIFFERENCE					(169,544.77)
					-16.8%

Irving Convention and Visitors Bureau
FY21 Cash Flow
February 2021



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,849	\$339,884	\$377,649	\$449,739	\$493,616	\$539,060	\$542,723
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$811,470	\$529,114	\$496,243	\$805,470	\$624,505	\$604,170	\$973,246
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$730,862	\$541,631	\$423,037	\$67,307	(\$63,582)	(\$128,692)	(\$559,215)

REVENUE EXPENSES ENDING CASH

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 22, 2021**

BOARD REPORTS

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



SUPPORT THE HOSPITALITY AND COMMERCE JOB RECOVERY ACT (S.477 / H.R.1346)

U.S. TRAVEL
ASSOCIATION®

Travel Needs Stimulus

The COVID-19 pandemic has had a devastating effect on all areas of the travel industry—from convention centers to entertainment venues, airlines and airports, hotels and lodging, as well as every destination across the U.S. According to Tourism Economics, the U.S. lost nearly \$500 billion in travel spending in 2020 due to COVID-19. This is 10 times the impact of 9/11.

Cosponsor the Hospitality and Commerce Job Recovery Act

The bipartisan Hospitality and Commerce Job Recovery Act provides the type of stimulus needed to help bring back the millions of jobs lost to the pandemic. Specifically, the bill:

- **Provides a temporary business tax credit** to revitalize business meetings, conferences and other structured events.
- **Restores the entertainment business expense deduction** temporarily to help entertainment venues and performing arts centers recover.
- **Provides an individual tax credit** to stimulate nonbusiness travel.
- **Provides tax relief for restaurants and food and beverage companies** to help restore food service jobs and strengthen America's food supply chain.

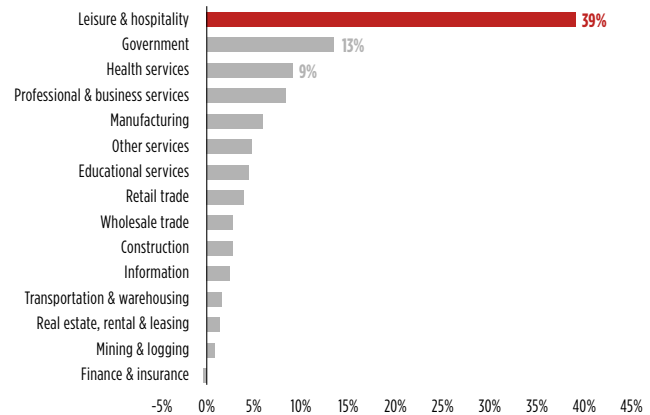
The sooner the bill is enacted, the sooner the country can:

- ✓ Bring back travel jobs.
- ✓ Shorten travel's recovery from 5 years to 3 years.
- ✓ Provide economic stability to countless communities.

To add your boss to the bill, please contact the offices of Senator Cortez Masto (Bridget Kelleher), Senator Cramer (Jason Stverak), Representative Horsford (Kevin Herzik), or Representative LaHood (Ashley Antoskiewicz).

SHARE OF TOTAL U.S. EMPLOYMENT LOSS BY INDUSTRY

% of all U.S. jobs lost from Feb. 2020-Jan. 2021



ECONOMIC IMPACT

- ▶ The bill will directly add nearly **1.5 million jobs** back to the economy, contributing over **\$599 billion** to the country's GDP.
- ▶ The bill will also boost federal, state, and local tax revenue by **\$43 billion**.

More than 30 additional industry groups support the bill, including:

- American Gaming Association
- American Hotel & Lodging Association
- American Society of Association Executives
- Exhibitions and Conferences Alliance
- International Association of Exhibitions and Events
- International Association of Amusement Parks & Attractions
- International Foodservice Distributors Association
- International Franchise Association
- National Coalition of Black Meeting Professionals
- National Beer Wholesalers Association
- Student & Youth Travel Association

From: [Tori Emerson Barnes, U.S. Travel Association](#)
To: [Maura Gast](#)
Subject: American Rescue Plan Passes
Date: Wednesday, March 10, 2021 5:51:02 PM



PUBLIC AFFAIRS UPDATE

Dear Maura,

Congress just passed President Biden's American Rescue Plan Act of 2021. The \$1.9 trillion COVID-19 relief package includes much-needed federal assistance and substantial support to aid our industry's recovery:

- **\$350 billion to states and local governments, with explicit authority given to allow funds to aid the travel and tourism industry**
- **\$3 billion for Economic Development Administration grants, with 25% (\$750 million) set aside for communities affected by job loss in travel and tourism**
- **Extends the Employee Retention Tax Credit through the end of 2021** and adds enhancements for businesses experiencing at least a 90% decline in revenue
- **\$8 billion in grants for airports with an \$800 million set-aside for airport concessionaires**
- **\$15 billion to airlines** through the Payroll Support Program
- **Ensures that eligible applicants for the Shuttered Venue Operators Grant (SVOG) program can access both SVOG and the Paycheck Protection Program (PPP)**
- **\$7.25 billion to the PPP** and allows larger nonprofits to qualify
- **\$12.7 billion for a national vaccination program**, which creates community inoculation centers nationwide along with mobile units for hard-to-reach areas
- **\$50 billion to improve testing and contact tracing capabilities**

You can find a more [comprehensive summary of all travel-related provisions](#) here. A summary of the full bill [can be found here](#).

ACCESSING RELIEF

Join us on Tuesday, March 16 at 12:00 p.m. ET for a webinar where our government relations team will walk through the travel-related provisions provided by the American Rescue Plan Act, as well as share details on how to access available relief.

REGISTER FOR WEBINAR

In the coming days, we will also be updating our [Travel Relief Resources](#) webpage with the latest information and links to relevant government agencies.

MORE WORK TO BE DONE

While we are highly supportive of the latest COVID recovery package and the critical relief it provides, **several additional much-needed provisions are not included**. We are calling on Congress to:

- [Extend the PPP deadline](#) through June 30 and provide a third draw loan for the **hardest-hit industries**. The PPP is set to expire in just three weeks with plenty of money still available. Travel businesses of all sizes still need access to the loans the program provides to keep their doors open and staff employed.
- [Pass the Hospitality and Commerce Job Recovery Act](#). This legislation would accelerate rehiring and drive demand to travel through temporary tax credits.

We will be sharing these asks directly with members of Congress on March 17 during Destination Capitol Hill and we will likely be calling on all our industry to activate in the near term as we advance our collective priorities.

Thank you for your continued support and engagement as we work to secure additional relief, as well as the stimulus needed to spur travel demand. Together, we will revive our vibrant industry, help rebuild the U.S. economy and put Americans back to work.

Best,

Tori Barnes



Tori Emerson Barnes
Executive Vice President, Public Affairs and Policy
U.S. Travel Association

U.S. Travel



U.S. TRAVEL

ASSOCIATION®

Hospitality and Commerce Job Recovery Act of 2021

Section-by-Section Summary

SEC. 2. ESTABLISHMENT OF TAX CREDIT TO SUPPORT THE CONVENTION AND TRADE

SHOW INDUSTRY: Provides a general business credit (or a refundable payroll tax credit in the case of nonprofit organizations) for the cost of attending or hosting a convention, business meeting, or trade show in the United States between January 1, 2022 and December 31, 2024.

- Specifically, creates a convention and trade show restart credit equal to:
 - 50% of the qualified participation costs paid or incurred by the taxpayer, and
 - 100% of the qualified restart costs paid or incurred by an eligible provider.
- Qualified participation costs would be defined as any cost incurred to attend or participate in a qualified event, including registration fees, lodging, and costs associated with trade show exhibitions.
- Qualified restart costs would be defined as any cost associated with reopening facilities designed for conventions, business meetings, or trade shows, if the facility was forced to close down or reduce operations due to the COVID-19 pandemic—including any renovation, remediation, personal protective equipment, cleaning, testing, or labor cost needed to prevent the spread of COVID-19.

SEC. 3. EXTENSION OF EMPLOYEE RETENTION TAX CREDIT: Extends the Employee Retention Tax Credit from July 1, 2021 to January 1, 2022.

SEC. 4. REPEAL OF LIMITATION ON ENTERTAINMENT, ETC. EXPENSES RELATED TO

TRADE OR BUSINESS: Temporarily restores the Entertainment Business Expense Deduction by repealing the changes made by the 2017 Tax Cuts and Jobs Act for taxable years after December 31, 2020 and before January 1, 2023.

SEC. 5. ESTABLISHMENT OF TAX CREDIT TO SUPPORT THE RESTAURANT INDUSTRY:

Provides a general business tax credit for restaurants or food service businesses (including carry-out food businesses whose primary operations function is prepared foods), covering any cost associated with reopening or increasing service at an establishment forced to close down or reduce operations due to the COVID-19 pandemic—including any renovation, remediation, testing, or labor cost needed to prevent the spread of COVID-19. Credit would be effective between the date of enactment and December 31, 2022.

- Specifically, creates a restaurant and dining restart credit equal to the qualified restart costs paid or incurred by the taxpayer.
- Qualified restart costs include costs in reopening a trade or business property or increasing meal and beverage services provided at such property including renovation, remediation, additional labor, or rental costs or testing of employees.

SEC. 6. CREDIT FOR TRAVEL EXPENDITURES: Provides an individual tax credit for qualified travel expenses occurring in the United States between January 1, 2021 and December 31, 2023.

- Specifically, creates a credit for individuals worth 50 percent of qualified travel expenses up to a maximum of \$1,500 per household plus \$500 for each qualifying child (providing a maximum

benefit of \$3,000 for a family of five). The credit begins phasing out for individuals making over \$75,000 per year (\$150,000 for married couples).

- Qualified travel expenses would include any travel expense above \$25 incurred at least 50 miles from the individual's home and includes an overnight stay, including expenses related to meals, lodging, recreation, transportation, amusement or entertainment, and gasoline.
- The tax credit can be carried back to the previous tax year, to provide a for a quicker benefit.

SEC. 7. ESTABLISHMENT OF TEMPORARY TAX CREDIT FOR UNMERCHANTABLE

INVENTORY: Provides a temporary credit for unmerchantable inventory between March 13, 2020 and September 30, 2020 at 90 percent of the qualified unmerchantable food and beverage costs for any taxpayer engaged in active trade of sale of food or beverage as a manufacturer, importer, wholesale distributor, or retailer.

U.S. TRAVEL ASSOCIATION®

AMERICAN RESCUE PLAN ACT

Travel-Related Highlights

TESTING AND VACCINE SUPPORT

Provides \$62 billion to improve testing, contact tracing, and vaccine distribution capabilities. *US Travel advocated for improved access to vaccines and testing supplies.*

- \$50 billion for coronavirus testing and contact tracing.
- \$12 billion to support vaccine distribution and supply chains.

CORONAVIRUS FISCAL RECOVERY FUNDS

Provides \$350 billion to States and local governments to address the fiscal effects of the pandemic through 2024, including revenue loss. *US Travel helped secure language in the bill that specifies funds can be used to aid the travel and tourism industry.*

- A \$220 billion fund for States, tribal governments, and U.S. territories.
 - \$25 billion will be distributed equally among the states with the remaining \$195 billion distributed based on the proportion of unemployed Americans in each state, but no less than what was awarded under the Coronavirus Relief Fund.
 - Funds can't be used to offset tax cuts.
- A \$130 billion fund for local governments.
 - Funds will be distributed based on population, issued in two tranches, 12 months apart.
- Funds can be transferred to certain nonprofits or any special-purpose unit of a State or local government.

ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) GRANTS

Provides \$3 billion to EDA for Economic Adjustment Assistance grants, with 25% (750 million) set aside for communities and States that have suffered economic injury due to job losses in the travel, tourism, or outdoor recreation sectors. *US Travel pushed Congressional leaders to ensure a significant amount of EDA funds were reserved for travel promotion activities and the House and Senate reports for the bill direct EDA to consider projects that advance tourism marketing and promotion activities.*

EMPLOYEE RETENTION TAX CREDIT

Extends and expands the ERTC through the end of 2021, *which US Travel aggressively pushed for.*

- Expands the credit to startups and allows employers of any size to use the credit to cover non-furloughed employees if they experience at least a 90% decline in revenue.
- Allows employers to calculate eligibility using losses experienced in the preceding calendar quarter, rather than just the current calendar quarter.

PAYCHECK PROTECTION PROGRAM (PPP)

Adds \$7.25 billion to PPP. *US Travel continues to advocate for an extension of the March 31st application deadline and an allowance for a 3rd Draw.*

- Extends eligibility to large nonprofit organizations if they have no more than 500 employees (or 300 employees in the case of 501(c)(4) and (c)(6) organizations) at each physical location.

SHUTTERED VENUE OPERATORS GRANT PROGRAM (SVOG)

Allows businesses to access both SVOG and PPP since PPP closes on March 31 and SVOG is not expected to come online until shortly before then. *US Travel is leading an effort to expand eligibility to more travel businesses.*

AIRLINE PAYROLL SUPPORT

Provides an additional \$15 billion in payroll support for airlines and airline contractors until September 30, 2021.

AIRPORT RELIEF

Provides \$8 billion in grants to airports to prevent, prepare for, and respond to COVID-19. ***US Travel worked with key members of Congress to secure relief for both airports and airport concessionaires.***

- An additional \$800 million is provided to give relief to concessionaires.

RESTAURANT REVITALIZATION FUND

Provides \$28 billion in grants to restaurants, bars, tasting rooms and other food service businesses to cover operational expenses between February 15, 2020 and December 31, 2021—with SBA given the authority to extend the covered period into 2023. ***US Travel long advocated for grants to travel-dependent businesses and continues to work on both sides of the aisle to increase access to grants.***

- Grants will be awarded on a first-come first-serve basis, with the amount based on any loss in revenue between 2020 and 2019, up to \$10 million.
 - Alternative formulas apply for new businesses.
- Prohibits grants to publicly traded companies or any business that owned or operated more than 20 locations on March 13, 2020.



Legislative Update: American Rescue Plan Act of 2021

We continue to make progress in our efforts to gain support for our still-developing proposal to expand the Shuttered-Venue Grant Program (SVOG) to: a) include a broader range of the live events industry (not just music venues and talent agencies) and b) find a path to increase its funding. So far, we are finding a much broader audience in Congress for this path, and have been fine tuning our strategy to make this happen, while simultaneously building consensus between our organization and other industry leaders.

We know that opening SVOG to *all* of us is, by far, the best way for Congress to help our industry's businesses, but it's not done yet. All the same, there are a number of smaller wins to be found in the relief package just passed by Congress.

The "American Rescue Plan" will be signed into law by President Biden in the next few days. As part of that plan, the event industry and its workforce can look for these relief measures to roll out in the coming weeks:

- \$1,400 checks will be sent to millions of low- and middle- income Americans, on top of the \$600 payments issued through December's stimulus bill.
- The existing \$300 weekly unemployment benefit will be extended through September 6.
- Exempts up to \$10,200 in unemployment benefits received in 2020 from federal income taxes for households making less than \$150,000.
- Extends both the Pandemic Unemployment Assistance (PUA) program and the Pandemic Emergency Unemployment Compensation (PEUC) program through September 6.
- Businesses with fewer than 10 employees whose revenues were down 50% or more in 2020 will be granted \$5,000 through the new targeted EIDL program.
- The Employee Retention Tax Credit will be extended through December 31, 2021, expanding the credit to include employees who are working but whose businesses have suffered a significant revenue loss.
- Most caterers will be eligible for grants through the \$28.66b Restaurants program.
- An additional \$1.2b of new funding to the Shuttered Venues program.
- An additional \$7.25b of new funding to the PPP-2 program.

For a comprehensive review of the American Rescue Plan, please visit:

<https://www.washingtonpost.com/us-policy/2021/03/10/house-stimulus-biden-covid-relief-checks/>

The Live Events Coalition extends our thanks to our elected officials for approving the additional relief package before the March 14 deadline, but we recognize that our fight isn't over, and more relief is needed to ensure our industry can survive and ultimately recover.

Please note that while the LEC tries to share as much information as possible, we are not legal or financial experts. If you have questions about this post, we advise you reach out to your own lawyer, accountant, bankers, or business manager for expert opinions and advice. Thank you!



Legislative UPDATE

March 12, 2021
Number 9

“Our Home, Our Decisions” Launches New Website

TML’s “Our Home, Our Decisions” campaign has launched a [new website](#) focusing on the importance of local governments to maintain the ability to govern locally. The goal of the campaign is to emphasize the necessity for local decision-making and to preserve the ability for cities to retain the experts needed to achieve the goals of their communities.

The website contains a variety of resources for city officials including information that highlights the difficulties of a one-size-fits-all approach, and support for community advocacy. The website can be found [here](#).

“Our Home, Our Decisions” will play an active role on [Twitter](#) and we encourage city officials to follow and share posts on social media. If your city would like to highlight articles illustrating the great work that your city is doing in your community, please email articles to TML’s Grassroots and Legislative Services Manager JJ Rocha at jj@tml.org.

87th Legislative Session Bills to Watch

The Legislature has until March 12 to file bills to be considered during the 140-day legislative session. We will continue to summarize all city-related bills filed and you can find a comprehensive list of those bills [here](#). However, here are some bills worth noting. We ask all city

officials to begin conversations with your state representative and state senator on these important issues.

H.B. 749 (Middleton) – Community Censorship: would: (1) prohibit a political subdivision from spending public funds to: (a) hire an individual required to register as a lobbyist for the purpose of lobbying a member of the Texas legislature; or (b) pay a nonprofit state association or organization that: (i) primarily represents political subdivisions; and (ii) hires or contracts with an individual required to register as a lobbyist; (2) provide that if a political subdivision engages in activity prohibited by (1), above, a taxpayer or resident of the political subdivision is entitled to injunctive relief to prevent any further prohibited activity or any further payments of public funds; and (3) provide that a taxpayer or resident who prevails in an action under (2), above, is entitled to recover reasonable attorney’s fees and costs from the political subdivision. (Companion bill is **S.B. 234** by **Hall**.)

H.B. 1869 (Burrows) – Debt Financing: would modify the definition of “debt” for purposes of the debt service property tax rate calculation to only include debt approved at an election. (Note: this means that debt obligations like certificates of obligation, time warrants, anticipation notes, and lease-purchase agreements must be financed through a city’s maintenance and operations tax rate if payable solely through property tax revenue.)

H.B. 3 (Burrows) – Texas Pandemic Response Act: this bill, known as the Texas Pandemic Response Act, would make numerous changes regarding how the state and local governments prevent, prepare for, respond to, and recover from a pandemic disaster. Of primary importance to cities, the bill would, among many other things:

1. define the term “pandemic disaster” to mean the occurrence or imminent threat of an outbreak of an infectious disease that spreads to a significant portion of the population of multiple countries or the world and that threatens widespread or severe damage, injury, or loss of life or property in the state resulting from any natural or man-made cause related to the outbreak;
2. authorize the governor, by executive order or proclamation, to declare a state of pandemic disaster if the governor determines that a state of pandemic disaster is occurring in the state or that the occurrence or threat of a pandemic disaster is imminent;
3. authorize the governor to, on request of a city, waive or suspend a deadline, including a deadline relating to a budget or property tax rate, imposed on the political subdivision by a statute or a state agency order or rule if he waiver or suspension is reasonably necessary to cope with the pandemic disaster;
4. authorize the governor to temporarily reassign resources, personnel, or functions of state agencies and cities for the purpose of performing or facilitating emergency services during a pandemic disaster;
5. provide that the presiding officer of a city council is designated as the pandemic emergency management director for the city;
6. authorize a pandemic emergency management director to serve as the governor’s designated agent in the administration and supervision of duties under the Texas Disaster Pandemic Act, and authorize the pandemic emergency management director to exercise the powers granted to the governor on an appropriate local scale;

7. authorize a pandemic emergency management director to designate a person to serve as pandemic emergency management coordinator, who serves as an assistant to the pandemic emergency management director;
8. provide that a deadline imposed by local law on a city, including a deadline relating to a budget or property tax, is suspended if: (a) the city is wholly or partly located in an area in which a pandemic disaster has been declared by the president of the United States or the governor; and (b) the city's presiding officer proclaims that the city is unable to comply with the requirement because of the pandemic disaster;
9. authorize a city's presiding officer to issue an order ending the suspension of a deadline under Number 8, above, and provide that a deadline may not be suspended for more than 30 days after the date the presiding officer issues the proclamation described by Number 8(b), above;
10. provide that any local order or rule issued in response to a state or local state of pandemic disaster is superseded and void to the extent that it is inconsistent with orders, declarations, or proclamations issued by the governor or Department of State Health Services;
11. prohibit an election official of a political subdivision from seeking to alter, in response to a pandemic disaster, any voting standard practice, or procedure in a manner not otherwise expressly authorized by state law, unless the election official first obtains approval of the proposed alternation from the secretary of state by submitting a written request for approval to the secretary of state;
12. provide that if the governor issues a written determination finding that the presiding officer of a city council has taken issued an order requiring the closure of a private business in response to a pandemic, the city council for that city may not adopt a property tax rate for the current tax year that exceeds the lesser of the city's no-new-revenue tax rate or voter-approval tax rate for that tax year;
13. provide that, for a tax year in which the restriction in Number 12, above, applies to a city, the difference between the city's actual tax rate and voter-approval tax rate for purposes of calculating the city's unused increment rate is considered to be zero;
14. provide that a city is no longer subject to the limitation prescribed by Number 12, above, in the first tax year in which the governor rescinds the governor's written determination;
15. provide that a person commits an offense if the person violates a provision of the pandemic components of a state, local, or interjurisdictional emergency management plan or a rule, order, or ordinance adopted under those provisions, and that a violation is punishable by a fine only in an amount not to exceed \$1000 to be enforced by state and local officials; and
16. authorize the attorney general to provide legal counsel to a city subject to a declared state of pandemic disaster on issues related to pandemic disaster mitigation, preparedness, response, and recovery applicable to the area subject to the pandemic disaster declaration, if a request for legal counsel is submitted by the emergency management director or mayor of a city.

H.B. 233 (Murr) – Building Materials and Methods: would provide that the prohibition on city regulation of building products, materials, or methods passed by H.B. 2439 in 2019 does not apply to a city with a population of less than 25,000.

H.B. 1030 (Shaheen) – Newspaper Notice: would: (1) allow a political subdivision to satisfy any law that requires notice to be published in a newspaper by publishing the notice in the following

locations: (a) social media, free newspapers, school newspapers, a homeowners' association newsletter or magazine, utility bills, direct mailings, or any other form of media authorized by the comptroller; and (b) the internet websites maintained by the political subdivision and the comptroller; (2) provide that before providing notice under (1), a political subdivision must hold a public meeting about the alternative notice under (1)(a) and demonstrate that the circulation will be greater than the circulation of the newspaper with the greatest circulation in the political subdivision; (3) authorize the comptroller to grant a city's request for a waiver from (1)(b) if the city provides sufficient proof that Internet access is limited in the city, and if the comptroller grants the waiver, the city must provide additional notice on a public agenda board within the city; (4) require a city using alternative media described in (1)(a) to submit notice to the comptroller describing the alternative notice method in (1)(a) and certain other information; (5) authorize the comptroller to require a political subdivision to provide notice in a newspaper if the comptroller determines that the means under (1)(a) do not have greater circulation than a newspaper with the greatest circulation in the political subdivision; and (6) require the comptroller to prepare a report identifying and comparing the effectiveness of different methods of notice publication used by political subdivisions and provide the report to the governor, lieutenant governor, and the speaker of the house.

H.B. 1241 (Shine) – **Annexation of Rights-of-Way**: would provide that: (1) a city annexing an area on request of the owners, an area with less than 200 population by petition, an area with at least 200 population by election, or certain special districts may also annex with the area: (a) the right-of-way of a street, highway, alley or other public way or of a railway line spur, or roadbed that is contiguous to the city's boundaries and the area being annexed or a right-of-way described in (b); or (b) the right-of-way of a public road or highway connecting the area being annexed to the city by the most direct route; (2) a city may only annex a right-of-way described under (1) if the city: (a) provides written notice of the annexation to the owner of the right-of-way not later than the 61st day before the date of the proposed annexation; and (b) the owner of the right-of-way does not submit a written objection to the city before the date of the proposed annexation; and (3) certain width requirements do not apply to the annexation of a right-of-way under (1). (Companion bill is **S.B. 374** by Seliger.)

S.B. 402 (Johnson) – **Street Maintenance Sales Tax**: would, among other things, provide that: (1) for a city in which a majority of the voters voting in each of the last two consecutive elections concerning the adoption or reauthorization of the street maintenance sales tax favored adoption or reauthorization and in which the tax has not expired since the first of those two consecutive elections, the city may call an election to reauthorize the tax for a period of eight or ten years, instead of four years; and (2) revenue from the street maintenance sales tax may be used to maintain and repair: (a) a city street or sidewalk; and (b) a city water, wastewater, or stormwater system located in the width of a way of a city street. (Companion bill is **H.B. 1538** by Julie Johnson.)

H.B. 1888 (Fierro) – **Open Meetings**: would: (1) authorize a governmental body to hold an open or closed meeting by conference call; (2) define "conference call" to mean a meeting held by telephone conference call, videoconference call, or telephone conference and videoconference call; (3) require that each part of a meeting held by conference call required to be open to the public shall: (a) be audible to the public; (b) be visible to the public if it is a videoconference call; and

(c) have two-way communication with each participant; (4) provide that a member or employee of a governmental body may participate in a meeting by conference call only if the audio signal of the participant is heard live at the meeting; (5) provide that a member of a governmental body who participates in a meeting by conference call shall: (a) be counted as present at the meeting for all purposes; and (b) be considered absent from any portion of the meeting during which audio communication with the member is lost or disconnected, but allow the governmental body to continue the meeting if a quorum of the body continues to participate in the meeting; (6) provide that a governmental body may allow a member of the public to testify at a meeting by conference call; (7) provide that a meeting held by conference call is subject to the notice requirements applicable to other meetings and also must include certain instructions to the public; (8) require that a meeting held by conference call be recorded, and that the recording be made available to the public; and (9) require the Department of Information Resources by rule to specify minimum standards for the recording of a meeting held by conference call.

S.B. 639 (Menéndez) – **Open Meetings:** would: (1) provide that, without regard to whether a member of the governmental body is participating in a meeting from a remote location by telephone conference call, a governmental body may allow a member of the public to speak at a meeting from a remote location by telephone conference call; (2) provide that, when a member of a governmental body loses audio or video during a videoconference meeting, the meeting may continue when a quorum of the body remain audible and visible to each other and, during the open portion of the meeting, to the public; (3) allow a meeting by videoconference so long as the presiding officer is present at a physical location open to the public where members of the public may observe and participate in the meeting; (4) set out the notice requirements for a videoconference meeting; and (5) provide that, without regard to whether a member of the governmental body is participating in a meeting from a remote location by videoconference call, a governmental body may allow a person to speak at a meeting from a remote location by videoconference call.

H.B. 5 (Ashby) – **Broadband Development Office:** would, among other things:

1. require the governor's broadband development council to: (a) research the progress of deployment of broadband statewide and the purchase of broadband by residential and commercial customers; and (b) study industry and technology trends in broadband;
2. establish a broadband development office within the comptroller's office;
3. for purposes of the broadband development office, define "broadband service" as internet service with the capability of providing: (a) a download speed of 25 megabits per second or faster; and (b) an upload speed of three megabits per second or faster;
4. authorize the comptroller by rule to adjust the threshold speeds for broadband services defined in Number 3, above, if the Federal Communications Commission adopts upload or download threshold speeds for advanced telecommunications capability that are different from those listed in Number 3, above;
5. require the broadband development office to: (a) serve as a resource for information regarding broadband service in the state; (b) engage in outreach to communities regarding the expansion and adoption of broadband service and the programs administered by the office; and (c) serve as an information clearinghouse in relation to federal programs providing assistance to local entities with respect to broadband service;

6. require the broadband development office to create, update annually, and publish on the comptroller's website a map classifying each designated area in the state as: (a) an eligible area, if fewer than 80 percent of the addresses in the designated area have access to broadband service; or (b) an ineligible area, if 80 percent or more of the addresses in the designated area have access to broadband service;
7. require the map described in Number 6, above, to display: (a) the number of broadband service providers that serve each designated area; (b) for each eligible area, an indication of whether the area has access to Internet service that is not broadband service, regardless of the technology used to provide the service; and (c) each public school in the state and an indication of whether the area has access to broadband service;
8. provide that if information available from the Federal Communications Commission is not sufficient for the broadband development office to create or update the map, the office may request the necessary information from a political subdivision or broadband service provider, and the subdivision or provider may report the information to the office;
9. establish a petition process, under which a political subdivision or broadband service provider may petition the broadband development office to re-designate designated area on the map as an eligible area or ineligible area;
10. require the broadband development office to establish a program to award grants, low-interest loans, and other financial incentives to applicants for the purpose of expanding access to, and adoption of, broadband service in designated areas determined to be eligible areas;
11. require the broadband development office to establish and publish eligibility criteria for award recipients under Number 10, above, limiting grants, loans, and other financial incentives awarded to the program for use on capital expenses, purchase or lease of property, and other expenses, including backhaul and transport that will facilitate the provision or adoption of broadband service;
12. provide that the office may not award a grant, loan, or other financial incentive to a noncommercial provider of broadband service for an eligible area if a commercial provider of broadband service has submitted an application for the eligible area;
13. provide that an award granted under the broadband development program does not affect distributions received by a broadband provider from the state universal service fund;
14. require the broadband development office to prepare, update, and publish on the comptroller's Internet website a state broadband plan that establishes long-term goals for greater access to and the adoption of broadband service in Texas;
15. require the broadband development office, in developing the state broadband plan, to: (a) to the extent possible, collaborate with state agencies, political subdivisions, broadband industry stakeholders and representatives, and community organizations that focus on broadband services; (b) consider the policy recommendations of the governor's broadband development council; (c) favor policies that are technology-neutral and protect all members of the public; and (d) explore state and regional approaches to broadband development; and
16. establish the broadband development account in the state's general revenue fund consisting of: (a) appropriations of money to the account by the legislature; (b) gifts, donations, and grants, including federal grants; and (c) interest earned on the investment of the money in the account.

(H.B. 5 is similar, but not identical, to S.B. 5 by Nichols.)

S.B. 861 (Paxton) – **Open Meetings:** would provide for remote meetings under the Open Meetings Act, and:

For city meetings held by telephone conference:

1. provide the governmental body is not prohibited from holding an open or closed meeting from one or more remote locations by telephone conference;
2. remove the requirement that an emergency or public necessity exist;
3. require the notice of the meeting: (a) include the statement “Telephone conference call under Section 551.125, Government Code” in lieu of the place of the meeting; (b) list each physical location where members of the public may listen to or participate in the meeting; (c) include access information for an audio feed of the meeting; and (d) if applicable, include instructions for members of the public to provide testimony to the governmental body;
4. require that any method of access that is provided to the public for listening to or participating in the telephone conference call meeting be widely available at no cost to the public;
5. require that each part of the meeting that is required to be open to the public shall be audible to the public and shall be recorded, and the recording shall be made available to the public;
6. require the identification of each party to the telephone conference be clearly stated prior to speaking;
7. require that, if the governmental body prepares an agenda packet that would have been distributed to members of the public at a face-to-face meeting, the packet must be available electronically so that members of the public listening remotely can follow along with the meeting.

For city meetings held by videoconference:

1. provide the governmental body is not prohibited from holding an open or closed meeting from one or more remote locations by videoconference;
2. allow a member of the governmental body to participate remotely in a meeting by videoconference call if the audio feed and, if applicable, video feed of the member’s or employee’s participation complies with the other requirements for a videoconference meeting;
3. provide that a member of a governmental body who participates as described in Number 2, above, shall be counted as present at the meeting for all purposes;
4. provide that a member of a governmental body shall be considered absent from any portion of the meeting during which audio communication with the member is lost or disconnected, and that the body may continue the meeting only if members in a number sufficient to constitute a quorum remain audible and visible to each other and, during the open portion of the meeting, to the public;
5. require the notice of the meeting: (a) include the statement “Videoconference call under Section 551.127, Government Code” in lieu of the place of the meeting; (b) list each physical location where members of the public may observe or participate in the meeting; (c) include access information for both audio-only and audiovisual feeds of the meeting;

and (d) if applicable, include instructions for members of the public to provide testimony to the governmental body;

6. require that any method of access that is provided to the public for the purpose of observing or participating in a meeting be widely available at no cost to the public;
7. require each portion of a meeting held by videoconference call that is required to be open to the public shall be audible and, if applicable, visible to the public;
8. provide that if a problem occurs that causes a meeting to no longer be audible to the public, the meeting must be recessed until the problem is resolved;
9. require an audio recording of the meeting, and that the recording be made available to the public;
10. provide that the face of each participant who is participating in the call using video communication, while that participant is speaking, be clearly visible and audible to each other participant, and during the open portion of the meeting, to the members of the public, including at any location described by Number 5(b);
11. provide that participant using solely audio communication: (a) shall, while speaking, be clearly audible to each other participant and, during the open portion of the meeting, to the members of the public, including at any location described by Number 5(b);
12. authorize the Department of Information by rule to specify minimum technical quality standards for the meeting, and require that access information described by Number 5(c) be of sufficient quality so that members of the public can observe the demeanor or hear the voice, as applicable, of each participant in the open portion of the meeting;
13. provide that a governmental body: (a) may allow a member of the public to testify at a meeting from a remote location by videoconference call; and (b) must allow a member of the public testify from a remote location using video or audio communication if holding a meeting by videoconference call where public testimony is taken; and
14. require that, if the governmental body prepares an agenda packet that would have been distributed to members of the public at a face-to-face meeting, the packet must be available electronically so that members of the public observing remotely can follow along with the meeting.

H.B. 2500 (Bailes) – **Newspaper Notice:** would provide that a governmental entity or representative may publish notice on a third-party Internet website, as an alternative to certain newspaper notice requirements, if: (1) the governing body finds, after holding a public hearing on the matter that: (a) Internet publication of notices is in the public interest; (b) Internet publication of notices will not, after consideration of the level of Internet access in the applicable area, unreasonably restrict public access to the notices; and (c) the cost of publishing the notices in a newspaper exceeds the cost of Internet publication; (2) the governmental entity or representative posts the findings in (1) on the entity's or representative's website; and (3) the governmental entity or representative also prominently posts each notice for public review at the office location of the governmental entity or representative that is the most accessible to the intended recipients of the notice.



page 2

Check out all the fun at Irving Arts Center including virtual activities, ticketed events, art gallery exhibits, family programs and more.



page 3

The North Texas Teen Book Festival returns March 5-6 with a virtual experience that allows readers from every corner of Earth to participate.



page 4

Irving Water Utilities Department faced extraordinary obstacles keeping the water system running during the extreme, prolonged winter storm in February.

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CityofIrving.org



Winter Weather Storm Impacts and Response: Stay Prepared

The winter storm that impacted Texas in mid-February caused widespread issues, from multiday power outages and water challenges during freezing temperatures to damage of critical infrastructure, homes and buildings. At one point, more than 100,000 electricity customers were without power in Irving. The weather-related crisis provided many lessons learned for everyone, and highlighted the need for residents to be prepared for severe weather and unexpected challenges.

The City of Irving communicates critical information in several ways during a severe weather event. Residents should bookmark [CityofIrving.org](https://www.cityofirving.org) and follow the City of Irving on Twitter, Facebook and Instagram by searching @TheCityofIrving. Updates on city operations, important information and resources for residents and businesses are shared regularly.

Emergency Numbers:

- City of Irving Water Utilities: (972) 721-2281 or (972) 721-2664
- City of Irving Code Enforcement: (972) 721-4829 or (972) 721-4929
- Irving Police Nonemergency: (972) 273-1010

The spring months mark the beginning of severe weather season, and during a weather incident — such as a storm, tornado or flood — preparation will make all the difference.

Be prepared when a disaster strikes:

1. Stay informed about approaching severe weather.
2. Learn to understand weather warnings.
3. Prepare an emergency supply kit and communication plan for the family.

Keeping an eye on local news during a severe weather event and owning a battery-operated weather alert radio ensures consistent communications. National Weather Service watches or warnings can sometimes be confusing. A watch means conditions are right for dangerous weather. A warning means that dangerous weather is threatening the area. For severe thunderstorms, tornadoes and flash floods, a warning means the event is occurring and residents should take shelter immediately. Outdoor warning sirens are intended to be heard while outdoors; anyone indoors may not hear sirens.

It takes time to recover from large-scale emergencies, and planning and preparation make a huge difference. Residents may need to relocate or evacuate with little or no notice. Having a prepared kit with survival basics such as flashlights, changes of clothes, food and water (including for pets), first-aid supplies and medications will be vitally important.

For additional information, go to [Knowwhat2Do.com](https://www.knowwhat2do.com), [Ready.gov](https://www.ready.gov) or [CityofIrving.org/Emergency-Management](https://www.cityofirving.org/Emergency-Management). ■

PROPERLY RETIRE OLD FLAGS

Throughout the COVID-19 pandemic, the City of Irving has learned to adjust to new social distancing norms to keep everyone safe — in both big and small ways. So, when the Irving Fire Department needed a safe and secure method for residents to drop off old flags for proper retirement, FedEx Corporation offered a solution.

The company donated a brand-new drop-off box and Hightech Signs graciously wrapped the box for free. Residents seeking to properly dispose of old flags can access the box 24/7 at the front entry of the Fire Administration Building, 845 W. Irving Blvd. ■



FREE LANDFILL DISPOSAL DAYS MARCH 20-21

Cleaning up around the house and wondering how to dispose of the materials? Solid Waste Services announced it will open from 7 a.m. to 5:30 p.m., daily, March 20-21 at the Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road. Irving residents can dispose of waste, including construction materials, free of charge. Proof of residency — a current City of Irving utility bill or current driver's license — is required.

The landfill disposal fee will still apply for contractors disposing of waste that results from work performed for Irving residents.

Residents can call (972) 721-8059 for more information or visit [CityofIrving.org/Landfill](https://www.cityofirving.org/Landfill). ■



Town Hall Meetings to Discuss Irving Housing

Housing — it affects a community's health, financial situation and even its commutes to work and school. The City of Irving needs resident feedback to develop a plan that will provide a 20-year roadmap to help guide its actions that affect the availability, affordability and quality of housing. The roadmap will help inform decisions about the city's housing assistance programs, planning and zoning, investments into parks, libraries, streets and water systems, as well as other budget items.

In order to obtain resident ideas and comments, the city is hosting two town hall meetings (held in-person and virtually) that will allow residents to talk with city representatives about housing issues. The city also created a survey to gather public input regarding the types of housing and assistance programs it should consider. Take the survey at [CityofIrving.org/HousingSurvey](https://www.cityofirving.org/HousingSurvey).

Before attending the forum, residents can review the first part of the plan — a brief document that:

- Explains the concept of "housing affordability."

- Discusses when financial assistance is needed to encourage the development of affordable housing.
- Proposes new approaches to encourage the preservation and production of housing.

To review the first part of the roadmap and take the survey, go to [CityofIrving.org/FutureHousing](https://www.cityofirving.org/FutureHousing).

Two Public Meetings Scheduled

Meetings will be held in-person at City Hall, 825 W. Irving Blvd., as well as virtually via Zoom.

- 7 p.m. | March 23 (English)
- 7 p.m. | March 24 (en Español)

Current COVID-19 governmental orders, including face mask requirements and social distancing guidelines, will be observed during the in-person meetings.

Public Participation Encouraged

Interested in participating in the virtual public comment period? For more information and to register for the meetings, visit [CityofIrving.org/FutureHousing](https://www.cityofirving.org/FutureHousing). ■

DAYLIGHT SAVING TIME: CHANGE YOUR CLOCK, CHANGE YOUR BATTERY

Daylight saving time begins at 2 a.m. on Sunday, March 14, and clocks should be advanced one hour. The Irving Fire Department encourages residents to replace smoke detector batteries in its "Change Your Clock, Change Your Battery!" campaign. ■



March is Texas SmartScape™ Month, a regionally coordinated effort to promote the water conservation, pollution prevention, composting, proper lawn care maintenance and waste reduction principles of Texas SmartScape™.

These principles offer a variety of advantages for local ecosystems and homeowners' wallets. SmartScape™ methods not only add aesthetic value, but also contribute to the control of temperature, erosion and invasive species while providing a habitat for a variety of pollinators. These methods also mitigate the excessive amounts of fertilizer and water required by conventional lawns, which can harm local bodies of water and the wildlife that rely on them.

SmartScape™ approved plants are native, have adapted to the North Central Texas climate and need less water and fertilizer to thrive in the intense heat of Texas summers. As March kicks off landscaping season in



North Texas, this is an excellent time to turn the yard into a resilient and attractive SmartScape™ yard by planting native and adapted plants making it *Texas Tough, Texas True!*

Visit the Texas SmartScape™ program's website, TxSmartScape.com, to find ideas, resources and tools for success this growing season. ■

A close-up photograph of a hand holding a red and grey spray nozzle. The nozzle is spraying a fine mist of water onto a lush green lawn. The background is a soft-focus green field.

To promote good watering habits, minimize water waste and preserve Irving's water supply, the city enforces time-of-day irrigation restrictions. These limits make it a violation of city ordinance to water between 10 a.m. and 6 p.m. from April 1 through Oct. 31.

Although people readily understand water restrictions during drought conditions, it is important to develop good water use habits for the long-term protection of Irving's water supply.

That is the goal of the city's Water Conservation Plan. For example, in warmer weather, irrigation water is more

susceptible to evaporation during warm, sunny days. As a result, early morning or late evening watering is more effective. Additionally, the cycle-soak method of running sprinklers for two or three, seven-minute cycles, with one hour rest periods in between, optimizes irrigation.

Other Water Conservation Plan features that can minimize water consumption include:

- Watering no more than twice per week from April through October (in warm weather) and only once per month if needed in winter (in cold weather).
- Repairing private property leaks.
- Attaching positive shutoff nozzles when hoses are used for hand watering or car washing.
- Installing water-conserving landscaping including native and adaptive plants.
- Using water-conserving plumbing fixtures in residences and businesses.
- Purchasing water-conserving appliances.
- Registering at [WaterMyYard.org](https://www.watermyyard.org) for a weekly message about how much to irrigate.

For more information on Irving's Water Conservation Plan or tips for conserving, visit CityofIrving.org/WaterUtilities. ■

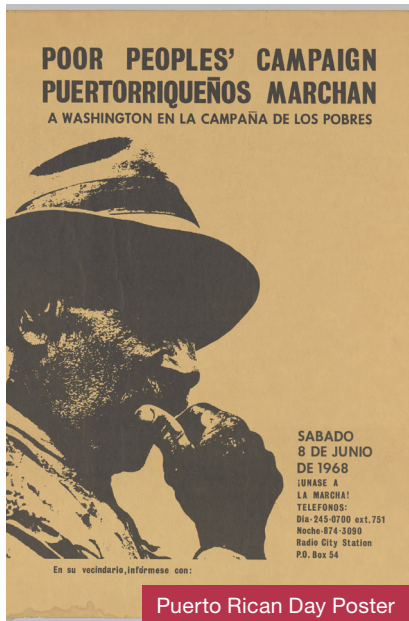


Open noon to 5 p.m., Tuesday through Saturday. Free admission; reservations are recommended. To make a reservation, visit IrvingArtsCenter.com. For virtual tours of the galleries, visit IACOnlineArt.com.

NEW! City of Hope: Resurrection City and the 1968 Poor People's Campaign

Through April 30 | Courtyard Gallery

A collection of posters toured by The Smithsonian Institution Traveling Exhibition Service, this historic exhibition commemorates Dr. Martin Luther King, Jr.'s daring vision to end poverty in the United States. The Poor People's Campaign, an anti-poverty initiative organized by Dr. King and carried out by Ralph David Abernathy in the wake of King's assassination in April 1968, confronted poverty as a human rights issue. It demanded economic and human rights for poor Americans of diverse backgrounds. The exhibition captures this spirit and encourages visitors to explore an important chapter in U.S. history.



Continuing: Artistry and Inspiration: Annual Black History Month Exhibition

Through March 27 | Main Gallery
Presented by the Irving Black Arts Council, the exhibition features paintings, drawings, photographs and mixed media works by eight artists.

NEW! Lonesome Dove: Photographs by Bill Wittliff
March 6-July 11 | Dupree Lobby

Capturing the sweeping visual imagery of the original miniseries “Lonesome Dove” (inspired by Larry McMurtry’s novel), the exhibition presents classic images taken during filming by Bill Wittliff, renowned photographer, writer and executive producer of “Lonesome Dove.” The images, however, are worlds apart from ordinary production stills, depicting an extraordinary union of art, literature and history, surrounding a story, which has captured the public’s imagination. Created by the Wittliff Collections at the Alkek Library, Texas State University, the exhibit is presented in partnership with Humanities Texas.



Continuing: Natalie Lambert: I Love You Very Much But...

Through March 27 | Focus Gallery
MFA Thesis Exhibition for University of Dallas graduate student in painting Natalie Lambert. Featuring drawings and paintings that explore the perception, materiality and communication of skin as form.

Shredding documents to safeguard from identity theft can be a costly service. Residents are invited to a free shredding event from 11 a.m. to 2 p.m. (or until truck reaches capacity) March 26 at 128 N. Briery Road.

There is a two-box limit and proof of residency is required. Shredding events provide residents with an opportunity to have sensitive documents properly destroyed and offers residents an easy way to conserve resources by recycling paper.

For more information, visit CityofIrving.org/Recycling or call (972) 721-8059. ■



The City of Irving Code Enforcement Department reminds residents to not dispose of trash or unwanted items in or around trash containers/dumpsters located on private property without the owner's prior authorization.

Residents may place trash/bulk waste at the curb for regular collection or dispose of items at the Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road. For landfill hours of operation, visit CityofIrving.org/Landfill. ■

March 3 | Hayden and The Hen
Presented by Lone Star Youth Orchestra
7 p.m. | \$6.50-\$13.50

March 12-27 | Lives of the Saints
Presented by MainStage
Streaming | \$19-\$29
A collection of six short plays by David Ives will
be available to stream on-demand.

March 20 | Jonathan Jones, Clarinet
Presented by Las Colinas Symphony Orchestra
7:30 p.m. | \$16.50-\$46.50

March 21 | Jason Coleman and Meagan Taylor: Nashville Legacy

2:30 p.m. | \$20
Pianist Jason Coleman and guitarist Meagan Taylor perform the songs of Jason's grandfather, Country Music Hall of Famer Floyd Cramer, and Meagan's uncle, guitar virtuoso Chet Atkins.

March 27 | Asleep at the Wheel
Presented by Irving Symphony Orchestra (ISO)
7:30 p.m. | \$48-\$59
ISO performs with legendary country and western swing band Asleep at the Wheel.

March 28 | Spring Performance
Presented by New Philharmonic Orchestra of
Irving
3:30 p.m. | \$6-\$10

Join virtually with activity videos posted on IrvingArtsCenter.com.

March 4 | JumpstART Stories and Art: Happy Birthday Dr. Seuss
8 a.m. to noon | Free (Pick up To-Go Kits)

March 14 | Second Sunday Funday: Playing with Patterns
1 to 4 p.m. | Free (Pick up To-Go Kits)

Virtual NTTBF, Craft Kits, Library Briefs

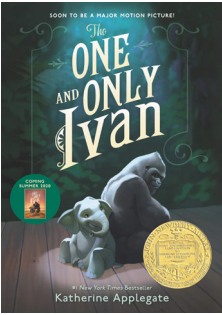
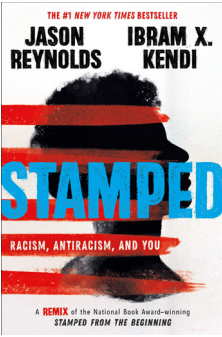
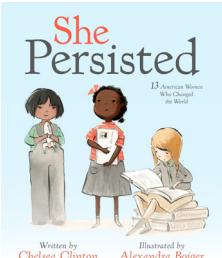
NTTBF 2021

The North Texas Teen Book Festival (NTTBF) returns March 5-6 with a virtual experience that allows readers from every corner of Earth to join. More than 90 middle grade and Young Adult authors will participate, including Dr. Ibram X. Kendi and Jason Reynolds (“Stamped: Racism, Antiracism, and You”), Angie Thomas (“Concrete Rose”), Amie Kaufman and Jay Kristoff (“The Aurora Cycle”), Hena Kahn (“Amina’s Song”) and Sabaa Tahir (An Ember in the Ashes series).

There will be 24 exciting panels to showcase each author and their works. Plan now to see favorites live and others in taped conversations that will be available on YouTube for two months after the festival weekend.

Keynotes include:

- **March 5 | She Persisted with Chelsea Clinton**
9:30 a.m. | Honor women who stood up, spoke up and rose up against the odds. Panelists include Atia Abawi, Lesa Cline-Ransome and Andrea Davis Pinkney in conversation with advocate, author and teacher Chelsea Clinton.
- **March 5 | Stamped: Ibram X. Kendi in conversation with Jason Reynolds**
Noon | Shine a light on the many insidious forms of racist ideas — and on ways readers can identify and stamp out racist thoughts in their daily lives.
- **March 6 | The One and Only Katherine Applegate**
9:30 a.m. | Celebrate the works of Katherine Applegate, author of “The One and Only Ivan.”



Other highlights include a virtual take on the popular interactive game show Middle Grade Madness, links to genre-themed panels and publisher activities that will be available through the NTTBF website. Visit NorthTexasTeenBookFestival.com for all the details and follow @NTTBfest on Twitter, Instagram and Facebook for breaking news.



Craft Kits

Swing by the South Irving Library, 601 Schulze Drive, West Irving Library, 4444 W. Rochelle Road or Valley Ranch Library, 401 Cimarron Trail for free craft kits, while supplies last.

- **Starting March 1 | Mosaic Paper Shamrocks Kit**
Adults | Go green by creating a fun St. Patrick’s Day craft.
- **Starting March 15 | Percy Jackson Survival Kits**
Grades K-5 | Children can see if they have what it takes to survive Camp Half Blood. Inside the Percy Jackson Survival Kits discover everything needed to navigate around the camp, fun trivia questions and much more. Limit one per child. Small parts not intended for children 3 years and younger.
- **Starting April 1 | Poetry in Nature Kits**
Grades K-5

Library Briefs

Starting March 1 | Dr. Seuss Scavenger Hunt
South Irving, West Irving and Valley Ranch libraries children are invited to look for and write down the names of five Dr. Seuss characters posted around a library to win a fun prize pack filled with stickers, activity sheets, a snack and more. Limit one prize pack per child. Available while supplies last.

March 17 | Dragons: Return of the Ice Sorceress Presented by Talewise Premiering on YouTube.com/IrvingPublicLibrary. Two brave villagers go on a daring journey to release the dragon and save their kingdom from the Evil Ice Sorceress using science. This presentation is designed for children in grades K-5.

ADULT CLASSES AND BOOK CLUBS ON ZOOM

For a link and credentials to attend the Zoom meeting, email LibAdmin@CityofIrving.org, or send a direct message on Facebook, Twitter or Instagram using the handle [@IrvingLibrary](https://Instagram.com/IrvingLibrary). Include the program title, date and time.

- **March 10 | 7 p.m. | I “Heart” YA**
Discuss “Children of Blood and Bone” by Tomi Adeyemi.
- **March 11 | 7 p.m. | Tried & True**
Discuss “Narrative of the Life of Frederick Douglass, an American Slave.”
- **March 19 | 1 p.m. | Live to Read**
Discuss a book of your choice.
- **March 20 | 10 a.m. | Novel Fiction**
Discuss “Lilac Girls” by Martha Hall Kelly.
- **March 20 | 2 p.m. | Create A Website for Your New Small Business**
Learn the basics of creating a website for a small business by discussing domains, page-building, payment setup and more.
- **March 24 | 6 p.m. | Easy Resumes with Google Docs**
- **March 25 | 6:30 p.m. | Nutrition on a Budget**
Learn tips and tricks from a health expert on how to stay healthy while keeping the wallet happy.
- **March 27 | Noon | Cook the Book**
Topic: The Best of America’s Test Kitchen
- **March 29 | 7 p.m. | Book Lovers Happy Hour**
Topic: What a Title!



Parks Briefs, Spring Break Camp, Shamrocks

March 15-19 | Spring Break Camp

7 a.m. to 6 p.m. | Grades K-5 | \$80 per child
Recreation centers will offer a Spring Break Camp with a variety of activities including arts and crafts, games, gym fun and more. Campers need to bring a sack lunch each day. Masks are mandatory for all attendees, and Centers for Disease Control and Prevention guidelines will be followed. Prepackaged snacks are included. Registration can be done in person at any of the recreation centers or online at CityofIrving.org/IrvingRec. Spaces are limited and registration is required by March 10.

Heritage Senior Center

- 200 S. Jefferson St. | (972) 721-2496
- **March 17 | St. Patrick’s Shenanigans**
9:15 to 10:15 a.m. | Free
Members and guests can join Zoom for a morning of Irish music and fun. Wear green and be part of the celebration. Call (972) 721-2496 to register.
 - **April 1 | Parking Lot Breakfast Bingo**
9:15 to 10:15 a.m. | Free
Seniors are invited for a morning of bingo and a light breakfast from the comfort of their vehicles. Participants will be able to hear the numbers from the radio. CDC guidelines will be followed, and face masks must be worn. Spaces are limited and registration is required by March 29. Visit CityofIrving.org/IrvingRec to register online.
 - **Through April 15 | Tax Preparation Services**
By Appointment Only; No Walk-ins
To schedule an appointment, call (972) 721-2496 between the hours of 8 a.m. and 5 p.m., Monday through Friday. Tax packets must be picked up and filled out prior to appointment time. Appointments are scheduled up to one week in advance only; voicemails are not accepted as valid appointment times. Appointments are held at 8 a.m., 9 a.m., 10 a.m. and 11 a.m., Mondays and Thursdays. Tax preparation services are provided by volunteers trained by the Internal Revenue Service and AARP.

Lee Park Recreation Center

- 3000 Pamela Drive | (972) 721-2508
- **March 10 | All Green Party**
4 to 7 p.m. | Grades K-5 | \$5 per child
Be green and make slime, hunt for shamrocks and create a green craft. Children 8 years old and younger must be accompanied by an adult. Space is limited and registration is required by March 3.

Lively Pointe Youth Center

- 909 N. O’Connor Road | (972) 721-8090
- **Irving’s Got Talent Goes Virtual**
7 p.m. | Premiere is April 2 with voting through April 8
Watch the contestants on ICTN Channel 1, [ICTN.tv](https://YouTube.com/ICTN) and on Facebook [@IrvingParksandRec](https://Facebook.com/IrvingParksandRec). Irving’s best musicians, dancers and other performers compete in the annual teen talent competition. Contestants will compete in a variety of categories, and Irving residents can vote for the best performance through April 8. To cast a vote for this year’s People Choice Award recipient, visit CityofIrving.org/IrvingGotTalent.



Mustang Park Recreation Center

- 2223 Kinwest Parkway | (972) 556-1334
- **March – May | Spring DIY Series**
Ages 10-17 | \$5 per person
Create a do-it-yourself project from the comfort of home each month. Craft kit and directions will be available for pick up. Instructional videos and all supplies will be provided to registered participants. Registration is required each month. Visit CityofIrving.org/IrvingRec to register.

Northwest Park Recreation Center

- 2800 Cheyenne St. | (972) 721-2529
- **March 30 | Green, Gold and Shamrocks**
3 to 6 p.m. | Grades K-5 | \$5
Limited space available. Register by March 23. All participants must bring a white T-shirt. Supplies to tie-dye the T-shirt green and gold will be provided. Refreshments will be available. Children 8 years old and younger must be accompanied by a parent.

VOLUNTEERS NEEDED FOR TEXAS TRASH-OFF

Keep Irving Beautiful (KIB) invites residents, businesses and civic groups to make a clear and clean difference in the community by participating in the 2021 Don’t Mess with Texas Trash-Off from 8:15 a.m. to noon, Saturday, April 10, at Trinity View Park, 2221 E. State Highway 356. The annual trash-off is Texas’ signature event for the Great American Cleanup.

- Modifications for this year’s event include:**
- Group size limited to 100.
 - Four 15-minute sign-in times beginning at 8:15 a.m.
 - KIB provides cleanup supplies — bags, litter pickers, single-use gloves and masks.
 - Volunteers ages 2 and older must wear masks.
 - Social distancing of 6 feet at all times.
 - Groups of 10 or less in an area at a time.
 - Do not attend if have been in close contact with someone who exhibits signs of COVID-19 or if not feeling well.
 - Volunteers who bring a canned food item will receive a T-shirt, while supplies last. Canned food drive will support Crisis Ministries.

For more information, call (972) 721-2175 or email rhose@cityofirving.org.

For individual or group registration, visit KeepIrvingBeautiful.org. ■

Don’t mess with Texas®

TRASH-OFF

2021

CITY SNAPSHOTS

City of Irving employees across all departments responded to the mid-February winter weather event.



The Office of Emergency Management opened an Emergency Operations Center to help respond to residents and coordinate city crews during the winter storm.



Two 24-hour warming centers were established to house residents without power.



The Irving Police Department never stopped. Officers assisted a number of drivers stranded by the storm and snow.





Irving Traffic and Transportation used 2,627 cubic yards of sand equal to 131 semi-truck loads to keep Irving roads drivable for residents during the winter storm.



The Irving Fire Department responded to a number of emergency calls in the February snow, from help with broken pipes to vehicle crashes.



Irving Water Utilities employees braved the road conditions and brutal winter weather to help residents in need.



Investing in our future

The City of Irving Water Utilities Department faced extraordinary obstacles keeping the water system running during the extreme, prolonged winter weather in February.

Irving's Water System Performs Well During Winter Storm

Between Feb. 14 and 22, the city's water distribution system suffered 15 water main breaks, predominately affecting aging infrastructure. During normal winter weather in Texas, Irving's water system experiences less than one water main break per day. During the February storm, the numbers more than doubled. In spite of the increased breaks, crews were able to respond quickly and make repairs to keep Irving's water utilities customers in service during the freezing weather.

The majority of the water main breaks were on 6-inch and 8-inch cast iron pipes, which were originally installed in the 1950s and 1960s. Typically, these pipes are brittle and can fail at a higher rate when water temperatures drop. Aging infrastructure can cause interruptions to service and requires regular maintenance, repair and replacement. As Irving's pipelines and infrastructure age, the city has continued to take a proactive and innovative approach to water and wastewater system maintenance, including updates to Water and Wastewater System Master Plans, condition assessments of critical infrastructure and continual updates to the five-year capital improvement program to ensure reliable systems.

During February's winter events, the Water Utilities Department relied on backup generators to keep Irving's pump stations running. Staff scrambled to warm up frozen field instruments that provide critical information on water storage tank levels and system pressures. Fuel deliveries to generators were continuous, and staff operated in the field 24/7 to monitor the systems and to ensure everything continued to run.

The amount of water delivered to customers doubled overnight due to private plumbing breaks and increased demand from running and dripping faucets. However, pump stations were able to maintain pressure throughout the water distribution system. Staff was in constant communication internally, as well as with the City of Dallas, which cleans and processes Irving's water supply. City staff continuously ensured enough water was delivered from water treatment plants to Irving pump stations and storage tanks, where it could be delivered to residents and businesses as needed.

The Water Utilities Department also responded to an influx of calls. On a normal week, the department receives about 260 calls in operations. During the winter weather, the department received 1,315 service requests with a peak of almost 400 on Feb. 17. The majority of the service calls were from residents requesting that their water be turned off. Later in the week, the department began to receive more requests to turn water back on after plumbing repairs were made.

The Fire Department also assisted in shutting off water supplies at residential and commercial properties and followed up on issues with fire protection systems.

With every surface covered with snow, Water Utilities field crews also faced the challenge of locating meter boxes to shut off water services. Field crews used GIS technology and aerial photos from Google Earth at each location to find where the water services were located. Once the general location was determined, crews cleared the snow and quickly completed the work without a prolonged search.

Water Utilities employees worked around the clock at operations facilities and outside, in freezing temperatures, to keep Irving's water supply system functioning properly and providing service to residential and business properties across the city.

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

Municipal Court Finds Solution to Hearings During COVID-19 Restrictions

Irving Municipal Court not only was affected by the governor's orders and local governments, but also were required to follow additional directives given by the Texas Supreme Court regarding COVID-19.

Beginning in March of 2020, Texas Supreme Court emergency orders greatly limited the ability for all Texas courts to hold in-person hearings. Approximately every 90 days, the Supreme Court issued amended orders extending these limitations and requiring courts to file very specific Operation Plans with the Regional Administrative Judge, under the guidance of the state's Office of Court Administration (OCA), detailing how the court intended to manage health and safety while balancing constitutional rights.

In response, Irving Municipal Court implemented a variety of creative and innovative case disposition alternatives to ensure the protection of court participants, while still providing expected service levels and access to the court. Virtual hearings were held by videoconferencing and upheld the same constitutional protections to all parties. These included pretrials, property dispute hearings, Teen Court, juvenile hearings and jail magistration/arraignment hearings.

Court clerks made proactive phone calls to individuals with pending cases to provide available disposition options, while prosecutors worked with local attorneys to facilitate case resolution in the absence of in-person appearance.

A live chat online feature was implemented to offer real time responses to questions during normal business hours. This application allows court clerks to interact with multiple users and provide important information efficiently.

Online disposition options were added, allowing deferred disposition and driving safety course requests to be processed without in-person contact with the court. All forms and other applicable documents can be uploaded electronically. The requestor is notified upon judicial approval or denial of the requested option and instructions are provided.

Each of these options proved very useful and effective, but the court still required a method to allow limited in-person access. A queuing system seemed to be a good fit for this task.

Whyline was offered as a pilot program, using \$5,000 of CARES Act Funding, in collaboration with the Innovation and Performance Office and their participation in the Urban Leap cohort.

Whyline made it possible to offer defendants an opportunity to meet in-person to discuss the details of their case during pretrial settings. By agreeing to receive notifications through a smart device or email, their case was added to an electronic queue. Details about the service were emailed and included instructions and options for its use. On the day of a hearing, defendants use a smart device to check-in from their vehicle when they arrive onsite. Inside, court bailiffs see they have checked in, and when the prosecutor is ready to see them, the bailiff notifies them it is safe to report to the court room through the web-based application. This limits the number of people in the building at any given time.

In the future, Irving Municipal Court hopes to expand Whyline use by allowing defendants to schedule their own hearings and appearance times using access to an online preset docket calendar and as a convenient method to submit preliminary paperwork for review ahead of a scheduled hearing. ■



PLANNING & INSPECTIONS DEPARTMENT CONS

March 2021

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Issued	5/3/2020	Irving	Feb-21
4	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20
5	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
6	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
7	Reflections At Valley Ranch	8821 Rodeo Dr.	Apts	15,422 SF	\$1,005,000	Permit Pending	11/23/2020	Irving	Dec-20
8	Lakeview Preserve Apts.	2300-2330 S. MacArthur Blvd.	Apts	90,444 SF	\$10,900,000	Permit Pending	3/1/2021	Irving	Mar-21

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	5100 W. John Carpenter Fwy.	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	Lindemood Demolition	2010 S. Nursery Rd.	Ofc.	20,269 SF	\$3,800,000	Permit Issued	8/19/2020	Irving	Feb-21
4	Irving Reg. Dialysis Ctr. Addn.	2535 W. Airport Fwy	Medical Office	1,930 SF	\$450,000	Permit Issued	9/25/2020	Irving	Jan-21
5	Parking Garage	925 W. John Carpenter Fw	Parking Garage	349,514 SF	\$10,500,000	Permit Issued	10/22/2020	Irving	Jan-21
6	2-story shell building	2101 Kinwest Pkwy.	Office	39,627 SF	\$14,000,000	Permit Pending	2/22/2021	C-FB	Mar-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	MRB Contractors	1615 W. Irving Blvd.	Office/Warehouse	20,998 SF	\$2,000,000	Permit Issued	8/12/2020	Irving	Mar-21
3	Coast Southwest	5225 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20
4	Shell Bldg.	2201 Chemsearch	Office/Warehouse	327,146 SF	\$10,700,000	Permit Issued	9/3/2020	Irving	Mar-21
5	Dr. Pepper Equipment Bldg	2304 Century Center	Industrial	488 SF	\$1,992,000	Permit Issued	9/17/2020	Irving	Mar-21
6	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
7	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
8	Elite Trailer Svc	2764 E. Grauwyler	Warehouse	3,550 SF	\$200,000	Permit Pending	12/17/2020	Irving	Jan-21
9	Auto Repair	3703 Jackson	Auto Repair	4,254 SF	\$1,200,000	Permit Pending	1/8/2021	Irving	Feb-21

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

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

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	950 S. Belt Line Rd.	Restaurant	5,230 SF	\$2,000,000	Permit Issued	7/8/2020	Irving	Mar-21
2	Starbucks	4080 W. Airport Fwy	Restaurant	931 SF	\$450,000	Permit Issued	11/4/2020	Irving	Feb-21
3	Starbucks	313 W. Irving Blvd.	Restaurant	1,905 SF	\$750,000	Permit Issued	11/20/2020	Irving	Mar-21
4	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Pending	12/17/2020	Irving	Jan-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Feb-21	47	\$12,098,552	35	\$9,768,552	12	\$2,330,000	0	\$0

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 22, 2021**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: March 10, 2021

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

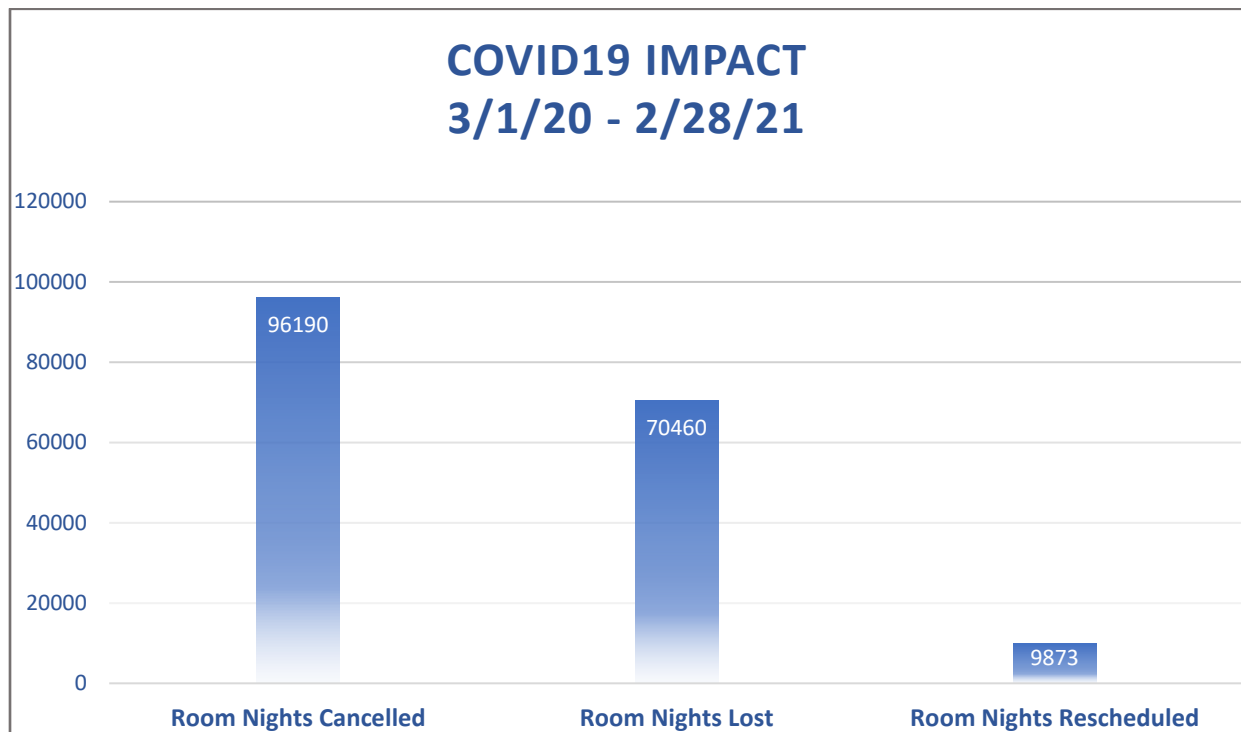
RE: Sales & Services Department Board Report for February 2021

Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	63	298
Irving Convention Center Leads	16	75

February

Room Nights Generated	Monthly Goal	February 2021 Actuals	February 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	6493	670	23040	77916	31537	78810	178	5306
Lost Room Nights		15767	59553		74962	257847	6297	40747



Customer Services Activity February Servicing & Inventory

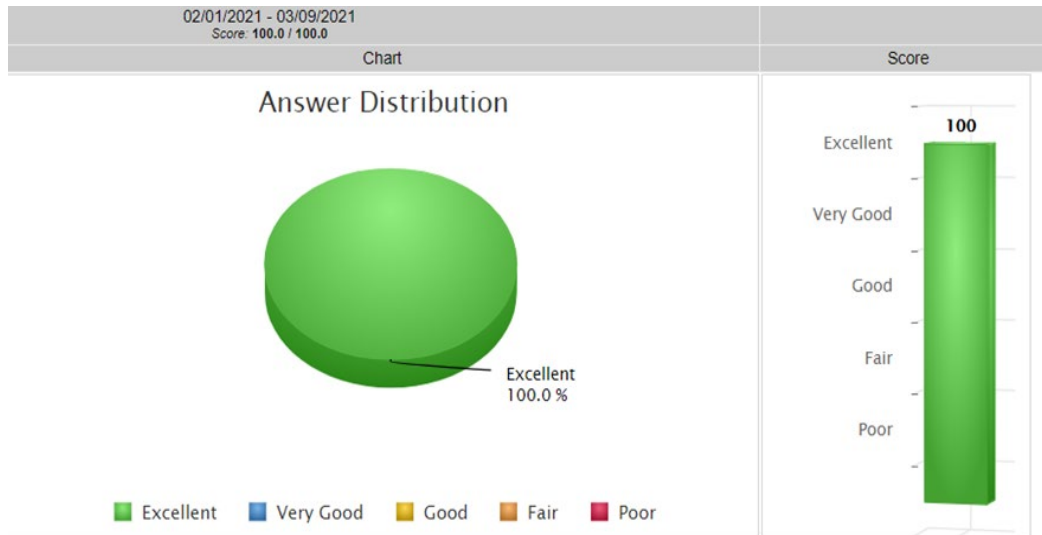
Groups Serviced	
February	2
YTD	8

	February	
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	Badges/ Lanyards
Pens	1	100 Pens
Bags	1	100 Bags
Promotional Materials	1	200 Restaurant Maps/TMF maps/ 0 Surveyors, Welcome Sign
Staffing Services	0	0 Event Hours

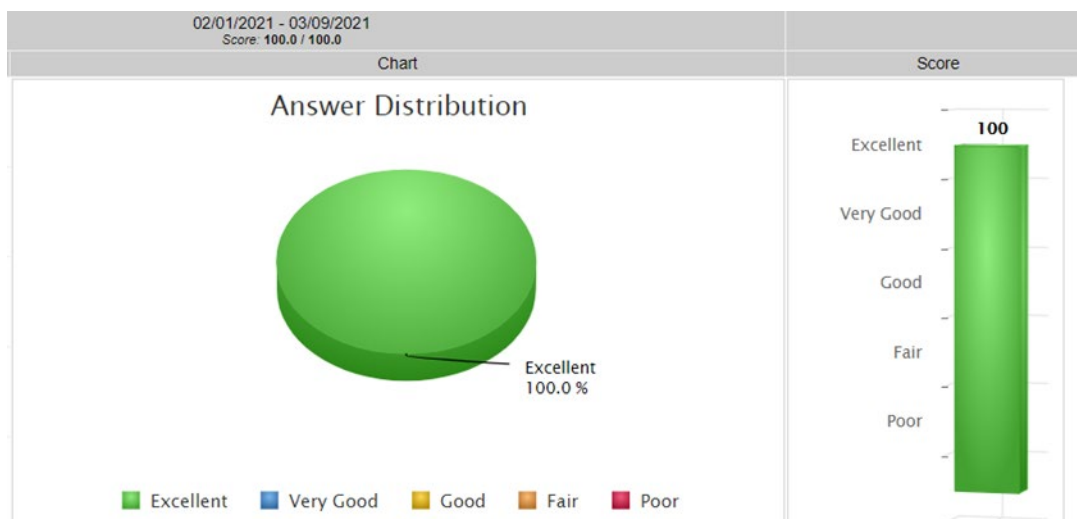
Event Location: Hotels: 0 Irving Convention Center: 2 Other: 0

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings February 2021 - August 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Petroleum Equipment Institute	Strategic Long-Range Planning Committee Meeting	3/4/2021	3/5/2021	10	15
a360inc	2020 a360inc Solutions Summit	3/8/2021	3/11/2021	120	204
Dance With Me USA	Dance With Me Texas - March	3/10/2021	3/14/2021	100	175
Southern Baptist Convention	SBTC 2021-03 Pause Retreat DFW	3/18/2021	3/20/2021	55	31
Scrapbooking Expo	Scrapbooking Expo	3/24/2021	3/27/2021	3000	1075
Confluent Health	Confluent Health PTVille2/ Key Leader	3/25/2021	3/27/2021	115	124
BNSF Railway Company	BNSF 2021 Railway Agricultural Summit	4/4/2021	4/7/2021	109	193
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers 2021	4/4/2021	4/6/2021	70	210
Design-Build Institute of America - Southwest	DBIA-SW Annual Conference	4/7/2021	4/8/2021	150	140
San Diego Padres	San Diego Padres vs Texas Rangers 2021	4/7/2021	4/10/2021	67	268
Institute for Portfolio Alternatives (IPA)	IPA Policy & Government Affairs Board Strategic Planning Session 2021	4/11/2021	4/14/2021	45	105
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	4/12/2021	4/15/2021	120	322
Central Region Users Group	Central Region Users Group (CRUG)	4/19/2021	4/22/2021	120	252
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 Staff Rooms	4/21/2021	4/25/2021	500	63

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Hall of Fame Dance Challenge	Hall of Fame Dance Challenge 2020 ATTENDEE	4/21/2021	4/25/2021	500	20
Big 12 Conference	National Referee Conference 2021	4/22/2021	4/24/2021	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2021	4/22/2021	4/25/2021	200	300
TexSom	TEXSOM 2021 International Wine Awards	4/23/2021	4/29/2021	200	390
The Unified Group	Unified Group Financial Forum 2020	4/28/2021	4/30/2021	20	90
Windsor National Associates	Windsor National Associates	4/29/2021	5/2/2021	158	158
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	5/2/2021	5/8/2021	100	280
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/2/2021	5/3/2021	35	17
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2021 - Overflow Room Block at Texican Court	5/2/2021	5/4/2021	400	30
CSL Plasma Inc	CSL Plasma Meeting	5/3/2021	5/7/2021	90	360
Texas Court Appointed Special Advocates	The Forum 2020	5/5/2021	5/7/2021	120	100
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/5/2021	5/8/2021	400	765
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	5/5/2021	5/8/2021	60	240
Texas Economic Development Connections	The Texas ED Connection Launch Event	5/6/2021	5/6/2021	100	50
NBM Incorporated	The NBM Show - March 2021	5/9/2021	5/16/2021	4000	506
American Horse Publications	American Horse Publication 2021	5/17/2021	5/22/2021	110	301
Home Staging and Redesign Association	2021 Home Staging Summit	5/19/2021	5/22/2021	400	210
Tech Conferences	Share Point Fest	5/23/2021	5/28/2021	400	420

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
SENPA	SENPA 2021 Conference	6/3/2021	6/6/2021	160	350
Tampa Bay Rays	Tampa Bay Rays vs TX Rangers 2021	6/3/2021	6/5/2021	76	228
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242
INSURICA	2021 INSURICA Summit	6/7/2021	6/9/2021	200	205
Texas Trial Lawyers Association	2021 TTLA Midyear Meeting and CLE Seminar	6/8/2021	6/11/2021	290	220
United In Purpose	United in Purpose	6/15/2021	6/19/2021	350	946
Lantz Medical	Lantz Medical National Sales Meeting	6/15/2021	6/19/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	6/15/2021	6/19/2021	80	247
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Retrainer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
Steubenville	Steubenville / Life Teen Host and Overflow hotels	6/23/2021	6/27/2021	5000	2885
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220
The Falcon Car Club of America	The Falcon Car Club of America	7/6/2021	7/10/2021	350	640
Texas Center for the Judiciary	Magistrate Training A	7/7/2021	7/8/2021	50	100
Pathways Core Training Inc.	Pathways Monthly July 2021	7/9/2021	7/24/2021	100	242
Building Professional Institute	2021 Building Professional Institute	7/10/2021	7/15/2021	700	114

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American Peanut Research and Education Society	2021 APRES - American Peanut Research & Education Society	7/11/2021	7/15/2021	150	450
Big 12 Conference	Joint Officials Conference 2021	7/15/2021	7/18/2021	400	470
First Fitness	First Fitness July 2021	7/15/2021	7/18/2021	300	249
Novelty Salt & Pepper Shakers Club	Novelty Salt and Pepper Shakers Club 36th Annual Convention	7/16/2021	7/25/2021	200	510
Texas Industrial Vocational Association	TIVA Summer Conference	7/17/2021	7/23/2021	800	1695
TexSom	Court of Master Sommelier Theory Exam 2021	7/17/2021	7/19/2021	100	160
JLM Creative Events	Applique Getaway 2020	7/18/2021	7/26/2021	450	403
Region 10	Region 10 Conference	7/21/2021	7/23/2021	500	600
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	7/25/2021	7/28/2021	70	60
Arizona Diamondbacks	Arizona Diamondbacks vs TX Rangers 2021	7/25/2021	7/27/2021	70	210
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	7/28/2021	7/31/2021	60	240
Texas Municipal Police Association	2021 TMPA Annual Conference	7/29/2021	8/1/2021	350	1150
Freedom Founders	Freedom Founders Workshop - August 2021	8/2/2021	8/8/2021	150	140
Pathways Core Training Inc.	Pathways Monthly August 2021	8/6/2021	8/21/2021	100	242
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	8/6/2021	8/12/2021	85	287
FASTSIGNS International, Inc.	FASTSIGNS Sales Summit 2021	8/8/2021	8/15/2021	350	1035
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/8/2021	8/10/2021	350	60
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo Host Hotel	8/13/2021	8/21/2021	4000	345
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	8/13/2021	8/15/2021	250	120

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	8/15/2021	8/18/2021	60	240
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	8/18/2021	8/23/2021	300	337
ECI Software Solutions	ECI ELT Meeting 2020	8/28/2021	9/5/2021	100	322
Kingdom Global Ministries	KGM World Connect 2020	8/29/2021	9/5/2021	350	335

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

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

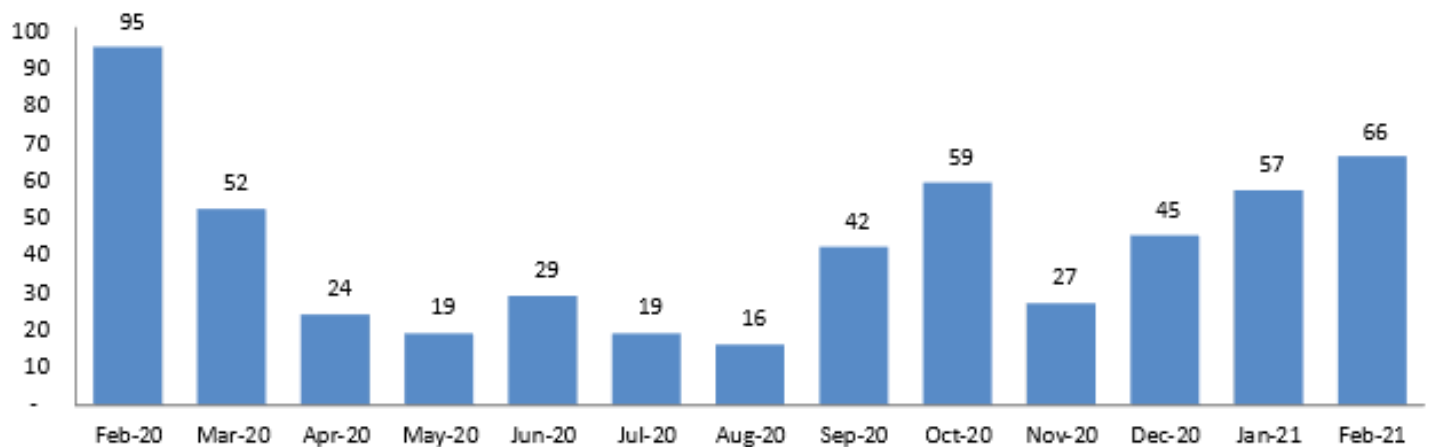
Date: March 10, 2021

Re: February 2021 Board Report

Meetings Leads

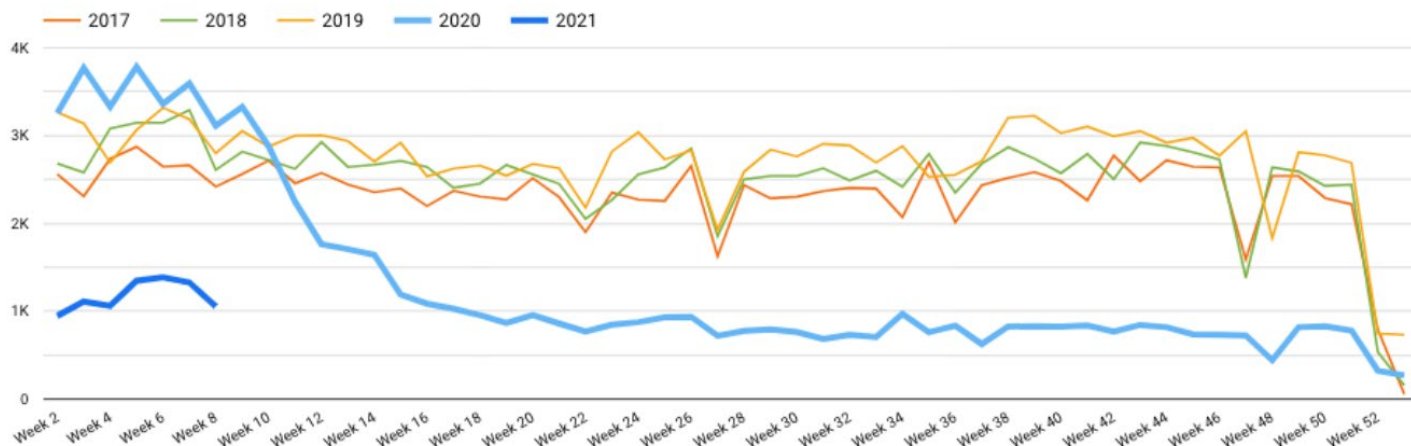
February saw another increase in meetings leads from the previous month with **66 total leads**, which was the highest month in total leads since February of 2020. Of those leads, 23 were sourced through Cvent, 21 were from click-to-call ads, and 22 came through the websites.

Leads and RFPs



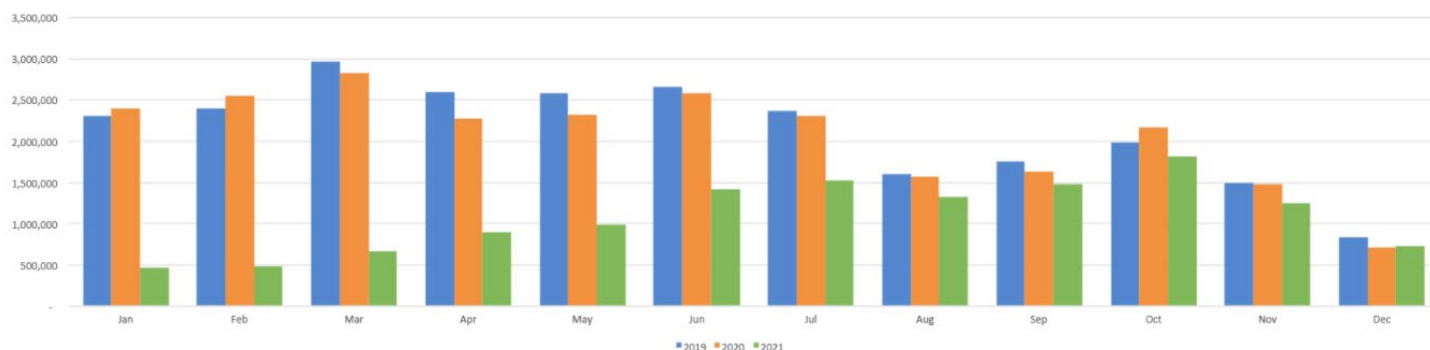
The pandemic's impact on meetings continues to depress lead volume below previous years; however, there has been a continuous improvement over the past several months. The first several weeks of 2021 indicate aggregated lead volume has remained over 1,000, which is above levels not seen since April 2020.

Lead Volume 2017-2021
Aggregated Data of 200+ U.S. DMOs



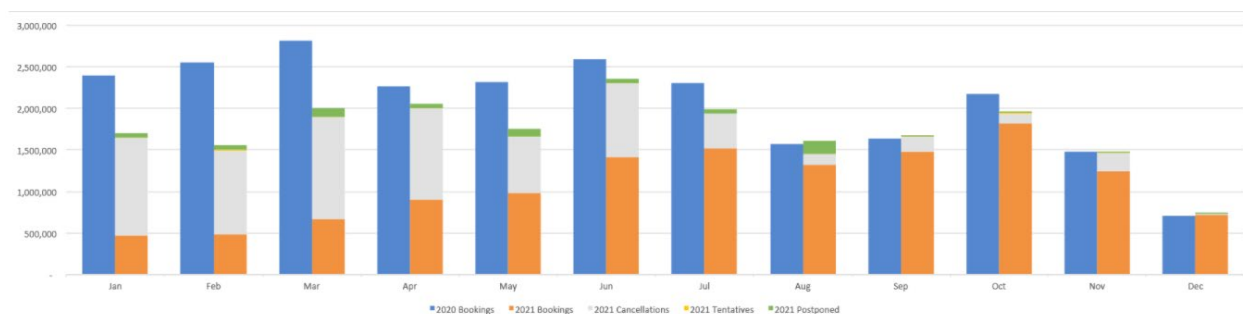
Insights provided by Simpleview show that as of February 22, 2021, data from their sample set of more than 200 U.S. DMOs are reporting **11.8 million fewer** room nights on the books vs. 2020 and **12.5 million fewer** room nights on the books vs. 2019. In the graph below, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

As of February 22, 2021:
Room Nights on the Books 2021 vs. 2019 & 2020
Aggregated Data of 200+ U.S. DMOS



The graph below indicates that bookings are down for most of the year but improve somewhat this fall while postponements did not change much. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

As of February 22, 2021:
2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements
 Aggregated Data of 200+ U.S. DMOs



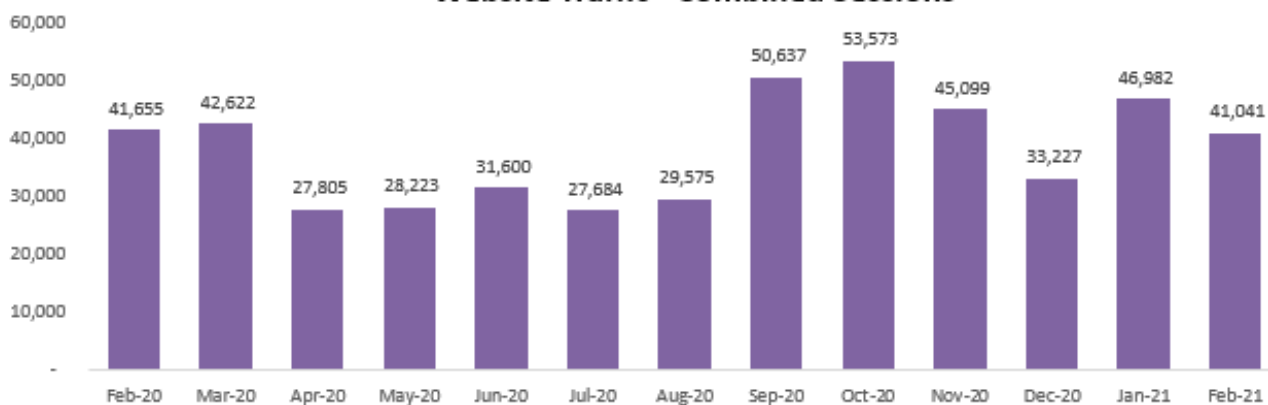
CARES Staycations and Meetings Campaigns

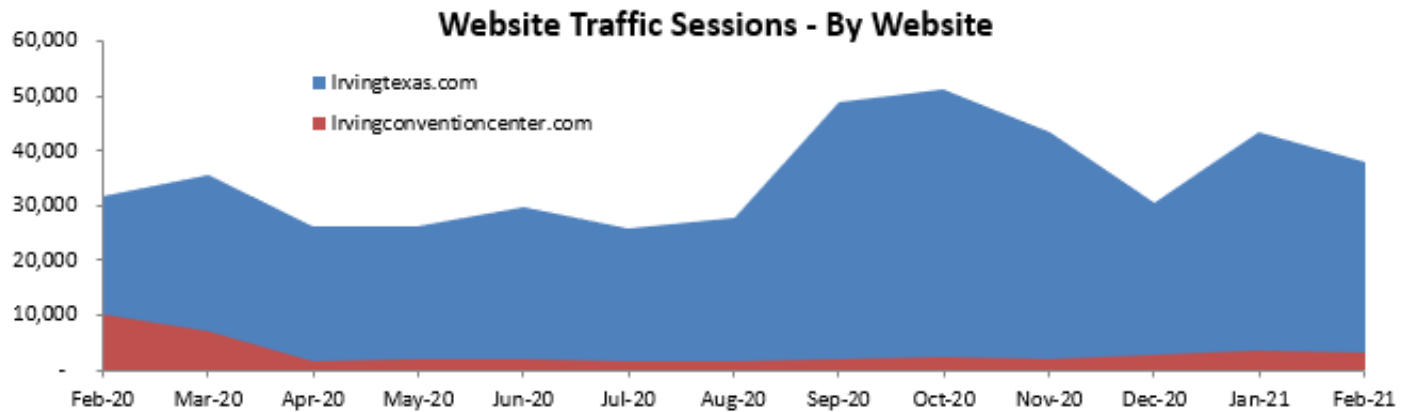
Phase two of the Staycations and Meetings campaigns began January 1st and continues to show a strong performance. From January 1st through March 3rd, the Staycations campaign generated **2.6 million impressions**, **33,664 website sessions** and **15,242 hotel referrals**, representing **\$1.5 million in potential economic value**. Conversion rates remain high for this campaign at 45%. The Meetings campaign had **977,238 impressions**, producing **4,729 website sessions**, generating **46 meetings-sales leads**.

Website Traffic

Website traffic decreased slightly in February with **41,041 total sessions** and **35,734 total users** to both websites, which is nearly the same as February of 2020. Traffic to the Visit Irving website had **37,910 sessions** and **33,050 users**, while the Irving Convention Center website had **3,131 sessions** and **2,684 users**. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the building resumes hosting more frequent events and large public shows.

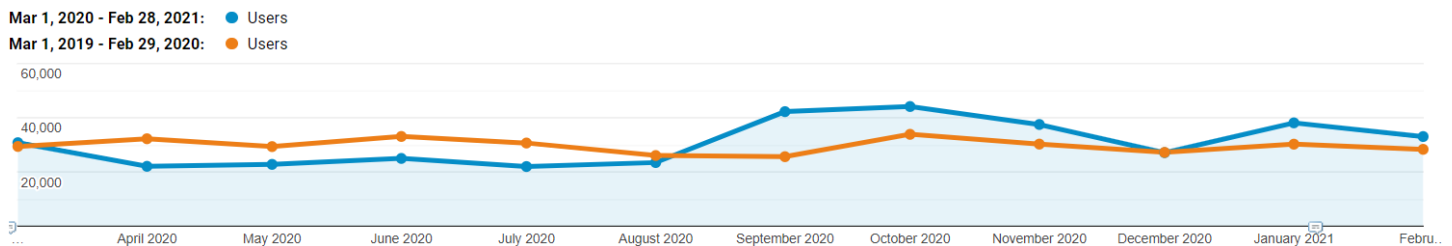
Website Traffic - Combined Sessions





Visit Irving Overall YOY Website Traffic

March 2019 – February 2020 (orange) vs. March 2020 – February 2021 (blue)

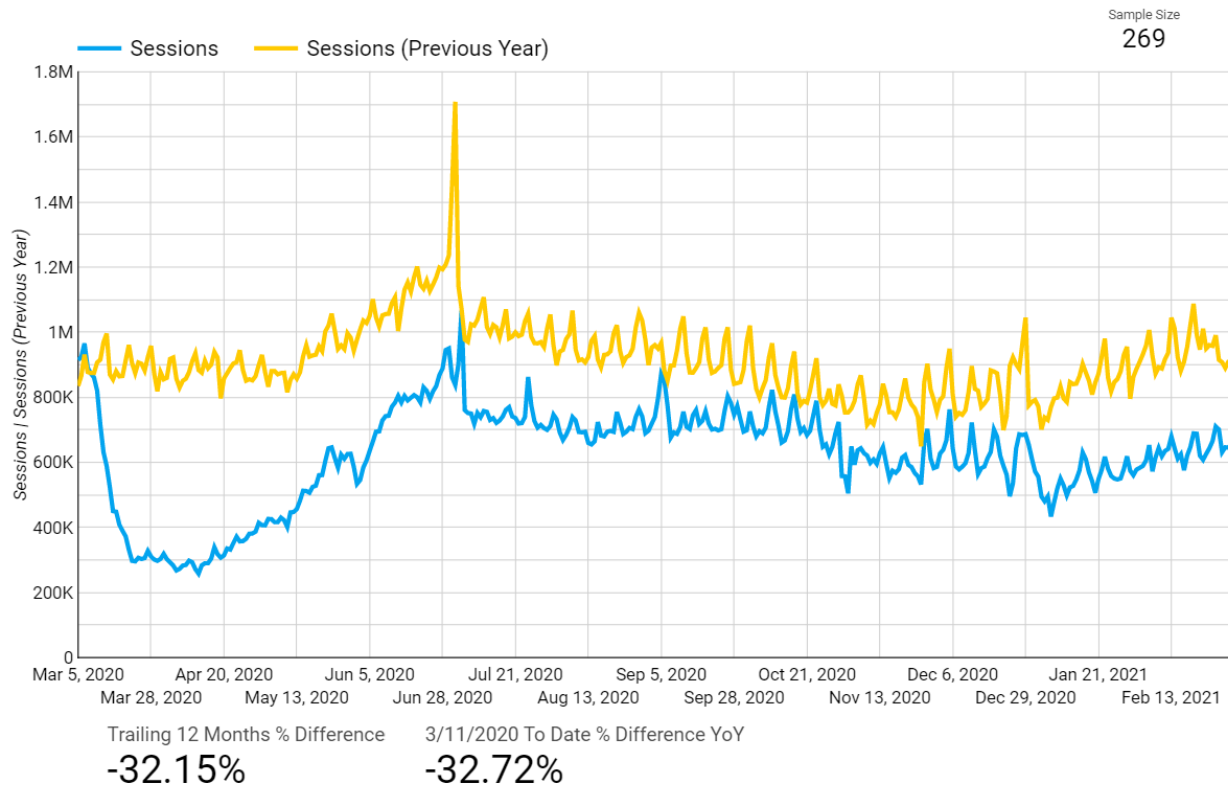


On Irvingtexas.com, year-over-year **sessions increased by 2.15%**, with **426,798 total sessions**. Users declined slightly by **-.22%**, while new users increased by **3.65%**, and session duration (time on site) increased by **15.89%**.

The Visit Irving website continues to perform well relative to the industry. Aggregated data provided by Simpleview shows that the industry has experienced a YOY decline in sessions of **-32%**, and our region has experienced a YOY decline of **-29.88%**.

Aggregated YOY Overall DMO Website Traffic

Provided by Simpleview Inc.

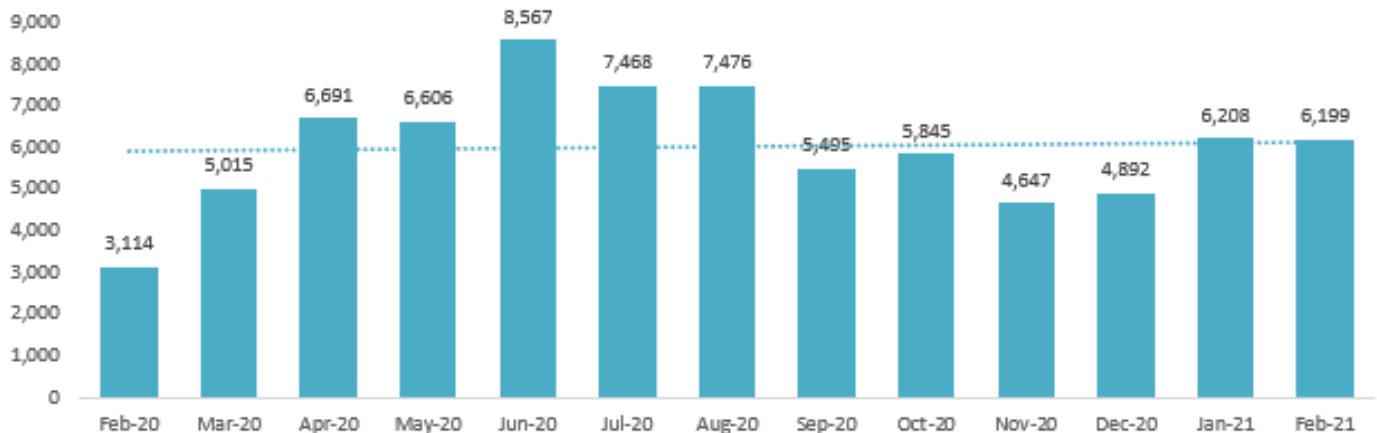


Blog Traffic

Blog pageviews remained the same in February, with **6,199 pageviews**, which is a 99% increase over February 2020.

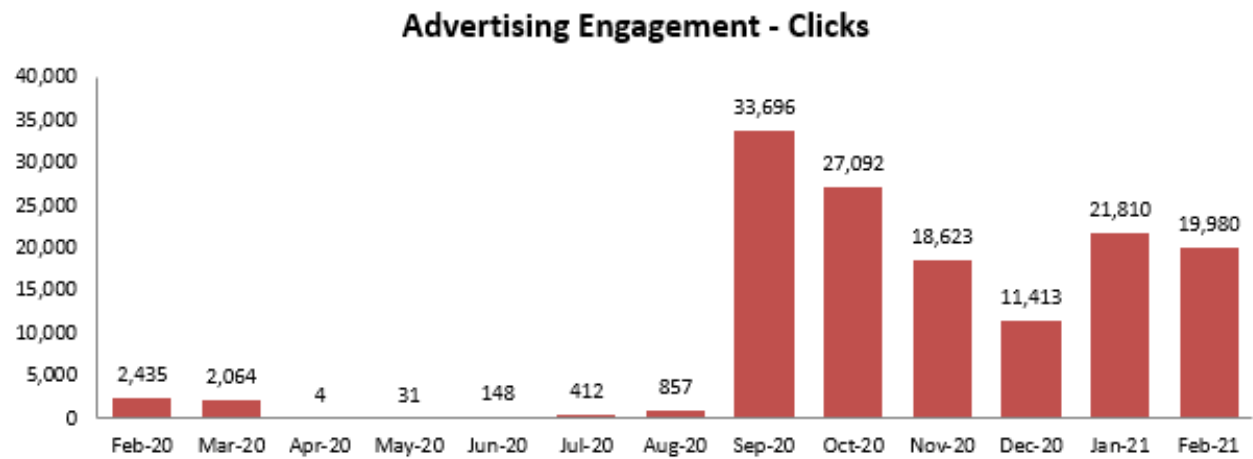
The top posts were “Irving Trails and Nature Parks,” with 561 pageviews, “Celebrate National Pizza Pie Day in Irving, Texas,” with 537 pageviews, and “10 Hot Spots to Indulge in Chips and Salsa in Irving,” with 213 pageviews.

Blog Pageviews

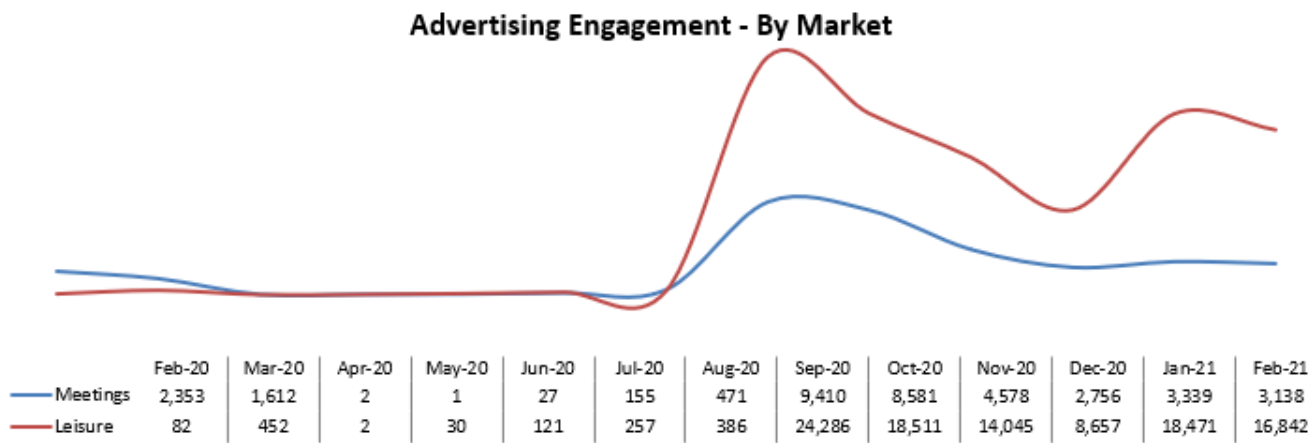


Advertising

Advertising engagement decreased slightly but remained high with **19,982 site visits** and 1,958,095 advertising impressions.

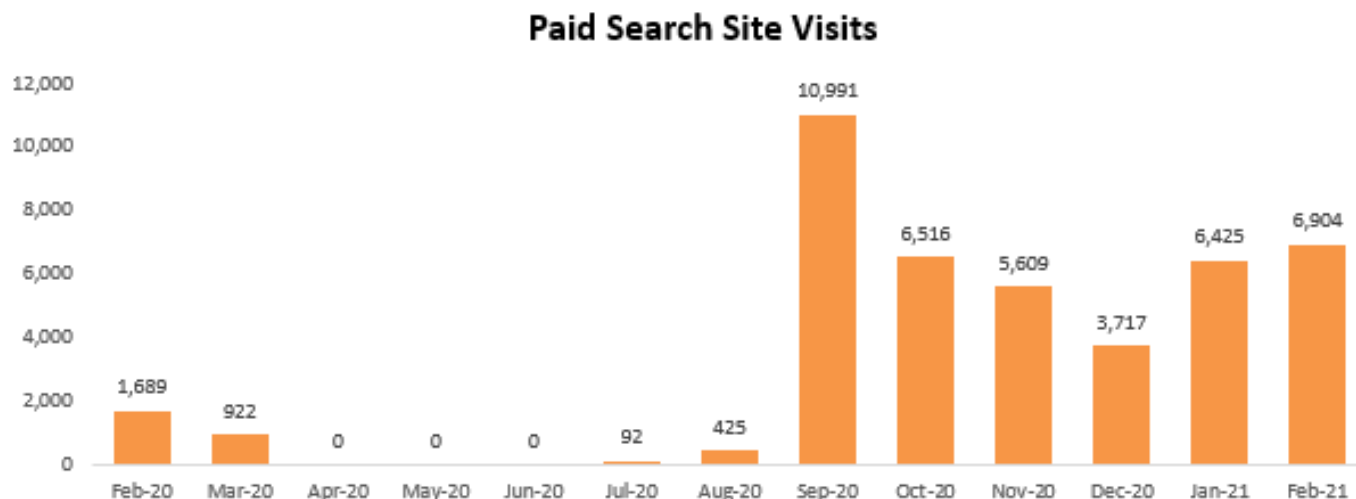


The leisure market saw the largest amount of engagement with **16,842 site visits**. Advertisements on Facebook, paid search, and TripAdvisor, were the top performers in the leisure market. The meetings market had **3,138 site visits**, with LinkedIn and paid search performing the best.



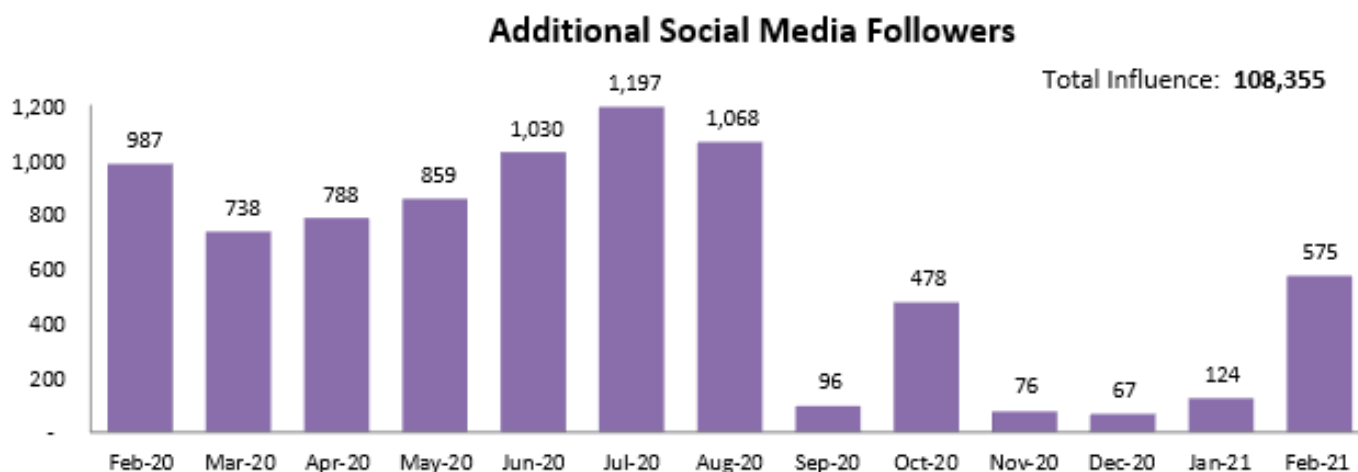
Paid Search

In February, paid search continued to be used entirely for the CARES Act Meetings and Staycations campaigns and accounted for **6,904 clicks** and **66,070 impressions**. Of that, 5,876 site visits were for the Staycations campaign, and 1,028 were for the Meetings campaign.



Social Media

In February, the number of new social media followers increased by **575 new followers** for a **total influence of 108,355**. The Visit Irving Facebook page performed the best, with 342 new likes.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	75,077		5,742	7,447	743
<i>Impressions</i>	1,227,898		9,877	43,883	
<i>Profile Visits</i>	1,057,713		604		
Convention Center	13,135	209,277	2,498	2,087	374
<i>Impressions</i>	n/a		578	291	
<i>Profile Visits/Users</i>	n/a		115		
Impacting Irving	1,245				

Hashtags #VisitIrving
#IrvingRocks

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

EARNED MEDIA

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	173,116,440			456,466,856
ADVERTISING EQUIVALENCY*	\$2,620,995	\$1,591,325			\$4,212,320
PUBLIC RELATIONS VALUE**	\$7,862,985	\$4,773,975			\$12,636,960

*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 perspective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

- ✚ “Travel & Leisure: My Complete Review of The Four Seasons Resort and Club Dallas at Las Colinas,” by Isabel Tran, *Hustler Money Blog*, Feb 2021
- ✚ Irving Recovery Campaign\Phase I Final Report
- ✚ Visit Irving Social Stats | Irving Convention Center Social Stats

Travel & Leisure: My Complete Review of The Four Seasons Resort and Club Dallas In Las Colinas

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February 2021 – Isabel Tran – Hustler Money Blog



See our Four Seasons Resort Club Dallas Las Colinas Review; a luxury hotel between Dallas & Fort Worth, exudes the relaxed warmth of a private country club.

This fabulous resort is on 400 secluded acres of land and is perfect for those who love golf. It is all about luxury, but it still has that laidback Texan feel. You can go for a round of golf, take a dip in the pool, head to the sports club, or relax at the spa. If you get hungry, you can try a meal filled with big Texas flavor.

In this review, you'll get to explore all that the Four Seasons Resort and Club Dallas in Las Colinas has to offer.



As you come up to the hotel, the building is Spanish colonial-styled and has the gorgeous green landscape. When you venture inside, you will see the rustic Texas-chic feel with earthen brown and tan color palette, as well as plenty of leather and wood accents. Additionally, there are many sculptures on the property made by local artists.



There are a total of 431 rooms, suites, and villas that showcase the muted and earthen colors brought from the public spaces. They feature high ceilings, step-out balconies or patios, and floor-to-ceiling windows.

The 420-square-foot Signature Tower Room features contemporary and classic furnishings, along with a magnificent view of the pool, golf courses, and skyline. The marble bathroom is furnished with a deep soaking tub, a separate glass shower, thick terry bathrobes, and L'Occitane bath products.

The room rate includes standard WiFi, twice-daily housekeeping, and daily newspapers.

Facilities



There is an endless amount of things to do at the Four Seasons Resort. There is two golf courses, one of which hosted the annual AT&T Byron Nelson PGA Tour for decades. There is also a massive 6,000-square-foot sports club, home to a variety of state-of-the-art fitness equipment, a wide range of daily classes, an indoor pool and running track, tennis, racquetball and squash courts, a half-court for basketball, and a kid's center.

Furthermore, there is a 25,000-square-foot resort pool with a high-tech SnappyScreen booth for touchless sunscreen application. Then, you can head to the spa, which has private treatment rooms, a relaxation area, and its own cafe and pool.

Lastly, the Four Seasons offers 24-hour business services, such as printing, wireless meeting rooms, A/V equipment, computers, and more.

Food & Drink



At the Four Seasons Resort, you can enjoy various food and beverages.

The Agave Pool & Bar offers a Mexican taqueria-inspired menu. You can try pulled pork and chicken salad sandwiches.

LAW, which stands for land, air, and water, showcases bold Texan fare. They have Akaushi ribeye steak and crispy red fish.

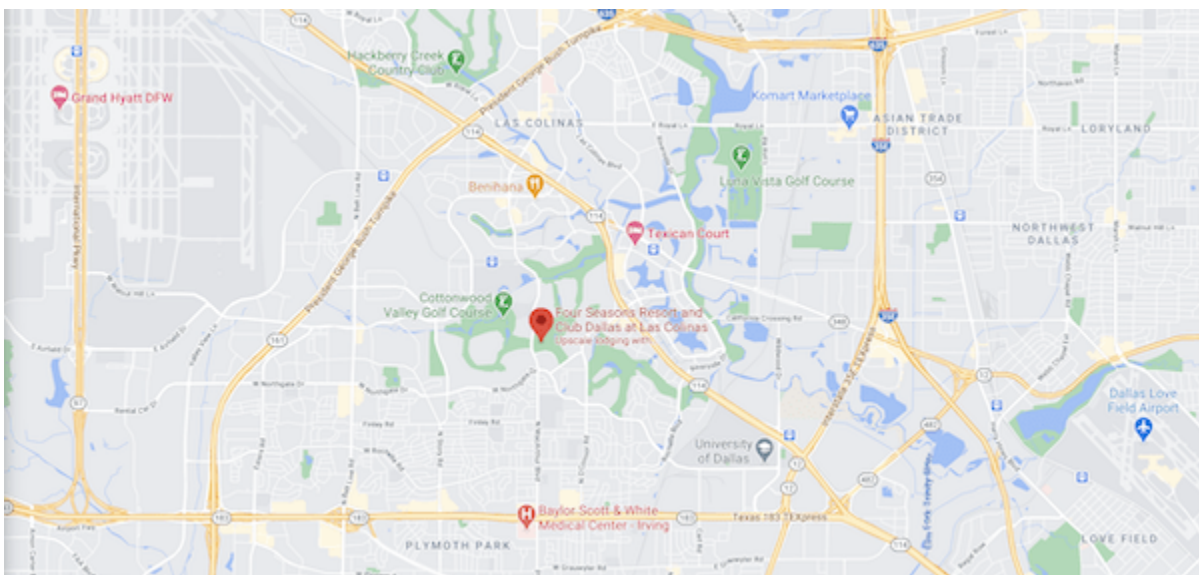
Outlaw Taproom serves local beers, wine, and craft cocktails and is the perfect place to sip a signature cocktail before heading to your room. You can sit back and relax while enjoying your stay.

Service



When you enter the Four Seasons, you are immediately greeted by resort staff who will open your car doors and welcome you, offer to take your bags, and ask to valet your car. This high standard of service sets the tone for your stay and is one of the best. The staff are incredibly friendly and accommodating. Someone is always there to offer help.

Location



The Four Seasons Resort Club Dallas Las Colinas is located seven miles away from the Dallas/Fort Worth International Airport, in the upscale Las Colinas neighborhood. Nearby is Lake Carolyn, the Toyota Music Factory, and Ruth Pain House Museum.

Address: 4150 North MacArthur Boulevard, Irving

Bottom Line

If you are looking to enjoy a nice resort with many amenities for sports lovers, visit the Four Seasons Resort and Club Dallas Las Colinas. There are two golf courses, tennis facilities, plenty of group fitness classes, courts and an indoor lap pool. Even if you aren't sporty, there is a full-service spa and a beautiful outdoor pool. All of these great amenities are topped off with luxurious accommodations, Texan dining, and spectacular service.

The Four Seasons Resort and Club Dallas Las Colinas is a member of the American Express Fine Hotels & Resorts (FHR).

####

IRVING CARES RECOVERY

Post Campaign Report

September 1 - December 31, 2020



Contents

4	Executive Summary
5	Campaign Objective
7	Meetings Campaign
14	Meetings Campaign Results
18	Staycation (Leisure) Campaign
24	Staycation Campaign Results



Executive Summary



Executive Summary

The leisure Staycation campaign was effective in driving economic value to the city of Irving. Overall, the leisure campaign saw more than 3.8 million impressions, the landing page had nearly ~62,000 sessions and drove 23,294 hotel referrals. The website conversion rate was 36.70% and the overall cost per action was \$2.58. Overall, the potential economic value to Irving was approximately \$7.2 million.

The meetings campaign did well as an awareness driver and saw more than 2 million impressions. The meetings landing pages had 19,531 sessions, which drove 61 phone calls, 6 Contact Us form submits, 8 Email Us submits and 2 RFP form submits. Irving also saw an increase in RFPs during the campaign period which was likely influenced by the campaign.



Meetings Campaign - Results

Duration	September 1 - December 31, 2020
Media Spend	\$45,829
Ad Impressions	2,071,531
Website Sessions	19,741
RFPs	10 (2 Direct)
Phone Calls	61
Contact Us	6
Emails	8



Leisure Campaign - Results

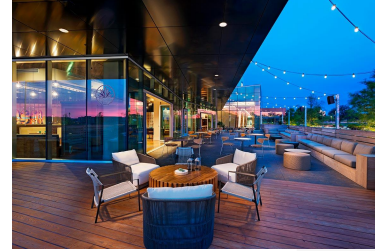
Duration	September 1 - December 31, 2020
Media Spend	\$56,745
Ad Impressions	4,042,130
Website Sessions	61,619
Hotel Referrals	23,294
Potential Economic Value	\$7,203,000
Measured Arrivals	1,493

Campaign Objective



Overall Objectives

- The City of Irving received CARES Act funding to combat the economic impact of COVID
- Visit Irving was allocated funding to create a “safe reopening marketing campaign”
- Visit Irving and Simpleview promoted this message to support local partners through a digital marketing campaign
- The campaign needed to drive immediate leisure visitation as well as generate long-term meetings leads. To meet these objectives two campaigns were executed:
 - **Meeting Sales**
 - **Consumer Leisure (Staycation)**



Meetings Campaign





Approach

- Generate awareness and consideration for hosting a meeting or event in Irving by marketing to a national meeting planner audience
- Leverage the existing national meeting planner contact list to profile and create look-alike audiences
- Highlight Irving's meetings package and destination attributes
- Develop campaign messaging that mitigates potential concerns meetings planners and attendees may have
- Convey the safety protocols Irving has adopted to make meetings and conventions safe particularly with the COVID situation
- The campaign objective were to generate awareness, generate leads and RFP submissions.



Campaign Mechanics

TACTICS

Newsfeed Ads
(Facebook and LinkedIn Ads)



PPC Search (Google + Bing Ads)
Remarketing (Search, Facebook)
Campaign Landing Page



Click to Call (Google Ads)
Lead Form Ads (LinkedIn)



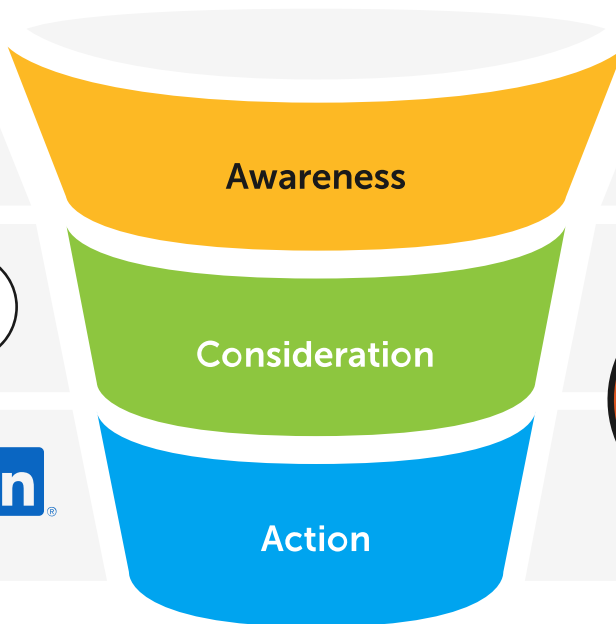
KPIs

Impressions, clicks, CTR, CPC

Sessions, bounce rate,
avg. session duration,
pages / session



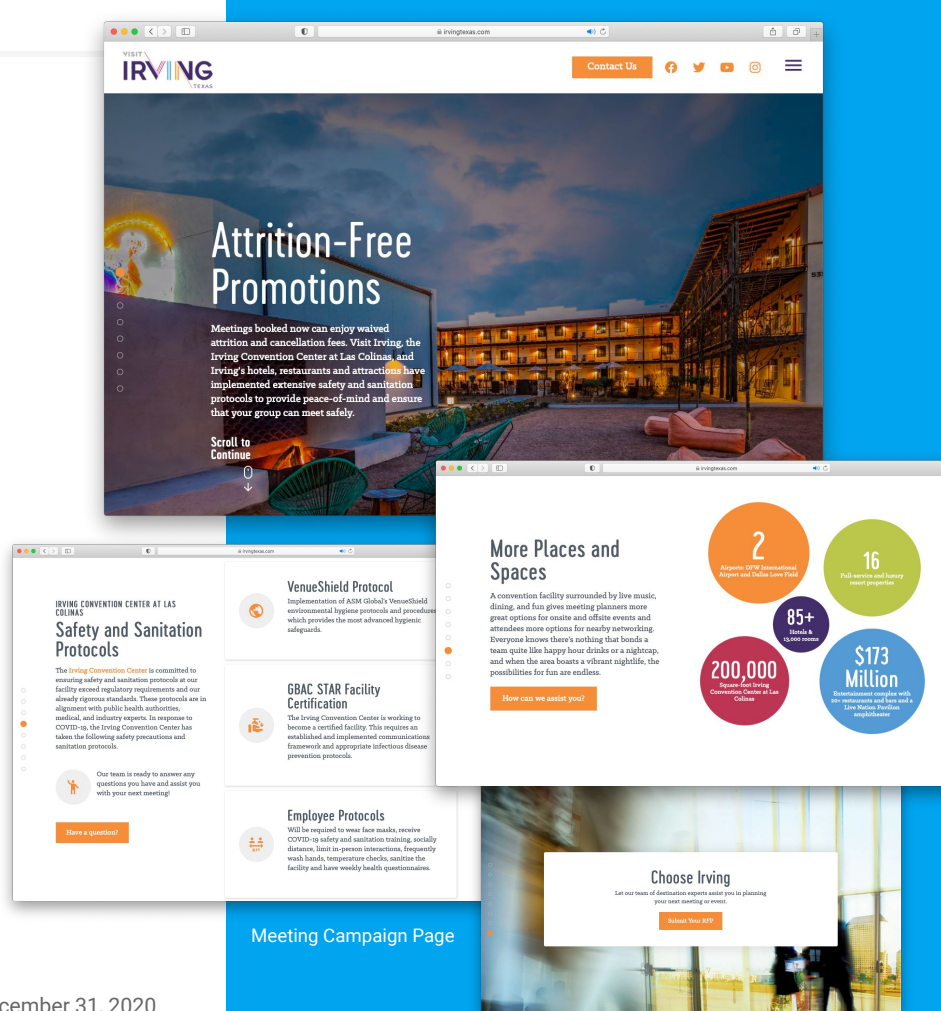
RFP submissions,
leads generated,
phone calls





Campaign Landing Page

- Campaign call to action that emphasized:
 - Irving's meeting package and highlighted key selling points
 - Hotel and Convention Center sanitation and safety protocols
 - Amenities relevant to meeting planners
 - Encouraged RFP submissions
- Meeting Campaign Page
 - <https://www.irvingtexas.com/meet-in-irving/>



Facebook Targeting



- **Prospecting:** look-alike audience based off of sales email list (~12,000), finding users who have similar demographics, interests, etc. to those on the sales list.
 - Age range: 25-65+
 - Location: Entire US
 - Audience size of about 2.3 million nationwide
- **Remarketing:** visitors to the [/meet-in-irving/](#) page who did not submit and RFP and those who have previously interacted with the prospecting meetings ads via reactions, comments, shares, etc.
- **Narrative:** While Facebook prospecting was running, the Mustangs ads had the best CTR/CPC, while the Texican ads drew the most comments/reactions. For remarketing, which ran the full three months, the meeting non-converters audiences from [/meet-in-irving/](#) visitors had the best CTR/CPC. A variety of images were used in remarketing, with the Mustangs also performing the best

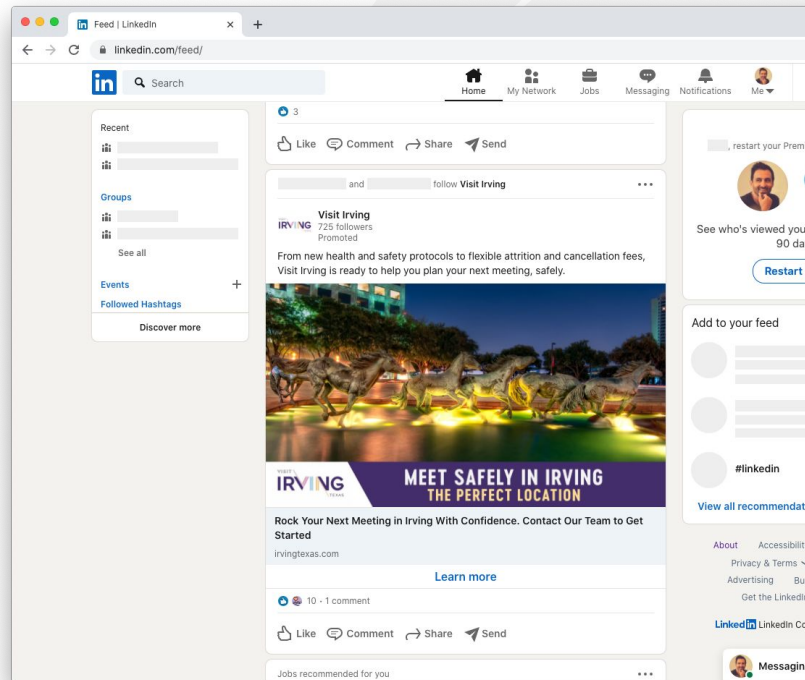




LinkedIn Targeting



- **Prospecting:**
 - Look-alike audience based off of sales list, similar to Facebook
 - Event Meeting Planner Template on LinkedIn - pre-saved audiences that compiles a list of relevant job titles across the meetings/events industry
 - Estimated audience size of 340,000 when targeting the entire US
- **Remarketing:** /meet-in-irving/ non-converters - similar to Facebook remarketing, pushing users to submit an RFP or contact the sales team
- **Narrative:** the built-in event planner audience from LinkedIn outperformed the lookalike audience. For imagery, the canal had the best CTR/CPC. Remarketing lead form ads ran for about two and a half months but did not collect any leads, indicating an alternative ad format should be test for remarketing, just as message ads.





Search Targeting

- **Search Prospecting** - capitalize on demand for searches related to:
 - Meeting planning/meeting venues in Irving, Dallas, and Texas
 - Top KWs included dallas conference centers, meetings in texas, and event centers in irving tx
 - General unbranded meeting planning/venues terms without location qualifiers
 - Top KWs included event venues for rent, meeting rooms, event rooms for rent, and meeting planners
 - Information on the Irving Convention Center
 - Top KWs included irving convention center, las colinas convention center, irving convention center at las colinas, and irving convention center facilities
- **Remarketing:**
 - Targeted visitors to the /meet-in-irving/ landing page who did not fill out an contact/RFP form or click to contact via email, bidding on general keywords related to meetings, event planning, dallas, irving, and texas.
- **Narrative:** The Dallas Meetings campaign returned the best conversion rate for email/form contacts, although the Irving Convention Center campaign had the lowest cost/conversion. The general unbranded campaign spent the most, as the search terms targeted had much higher search volume than the more lower-funnel campaign, making it one of the main drivers for keeping the budget on track.



Meetings Results





Meetings Results

- The Irving Meetings campaign was a huge success. The primary objective of the campaign was to raise awareness of Irving for Meeting planners. The campaign had over 2 million impressions resulting in 2 direct RFP submissions and 75 sales leads (phone calls, emails, and contact form submissions).
- During the campaign, Irving saw an additional 8 RFPs submitted which was significantly higher than prior to the campaign start (during the pandemic).
- Some of the contributing factors to the success of the campaign include:
 - Attrition free messaging
 - Addressing the needs of meetings planners directly (safety protocols, etc)
- Visit Irving should consider continuing a meetings-focused awareness campaign throughout the year.
- Paid search was most effective channel for converting the meetings audience. In addition to awareness advertising, consider increasing paid search budget to help drive conversions year-round.



Meetings Campaign - Results

Duration	September 1 - December 31, 2020
Media Spend	\$45,829
Ad Impressions	2,071,531
Website Sessions	19,741
RFPs	10 (2 Direct)
Phone Calls	61
Contact Us	6
Emails	8



All Ad Results



Ad	Spend	Impressions	Clicks	CPC	CTR
Prospecting	\$8,612	849,132	9,462	\$0.91	1.11%
Remarketing	\$1,343	77,752	969	\$1.39	1.25%
Event Planner - Prospecting	\$14,102	749,416	4,632	\$3.04	0.62%
ICC - Brand - Recovery	\$7,053	283,491	1,150	\$6.13	0.41%
Lead Gen - Remarketing	\$2,395	22,996	217	\$11.04	0.94%
Google	\$8,031	48,271	3,091	\$2.60	6.4%
Bing	\$4,290	32,423	1,569	\$2.73	4.84%

Facebook Top Engaged Ads



Image Subject	Impressions	Clicks	CPC	CTR
Texican	186,136	1,929	\$1.03	1.04%
Mustangs	164,428	1,372	\$0.68	1.28%



Terry Birkes
Love it there. 😊

Like · Reply · Message · 18w



Steven G. Foster
I LOVE the Texican Court, by Valencia Hotel Group!

Like · Reply · Message · 19w



Jean Robinson
Wonderful place to stay and great staff. Thank you Mr. Allen

Like · Reply · Message · 15w



Nancy Jasper
Great Hotel and awesome food!!!



Sylvia Hilliard Klos
My husband's office is in the central tower behind the mustangs. They are still there. Beautiful.

Like · Reply · Message · 12w



Barbara Wommack Philbrook
Amen 🙏 I have been there and these horses look so real going through the water.

Like · Reply · Message · 13w



Linda Turknnett Gage
I have always wanted to see this

Like · Reply · Message · 10w

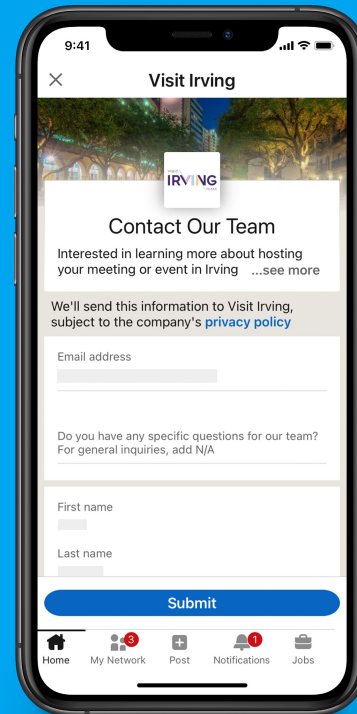
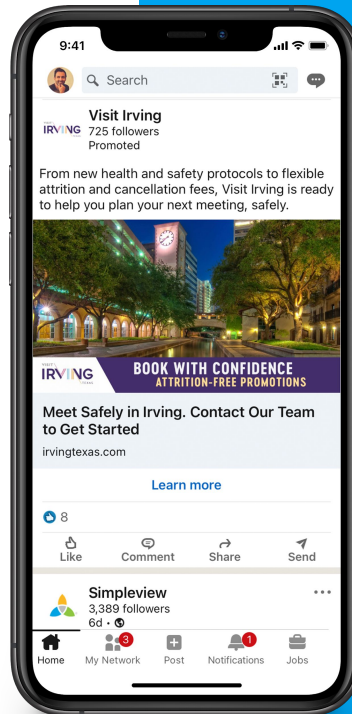
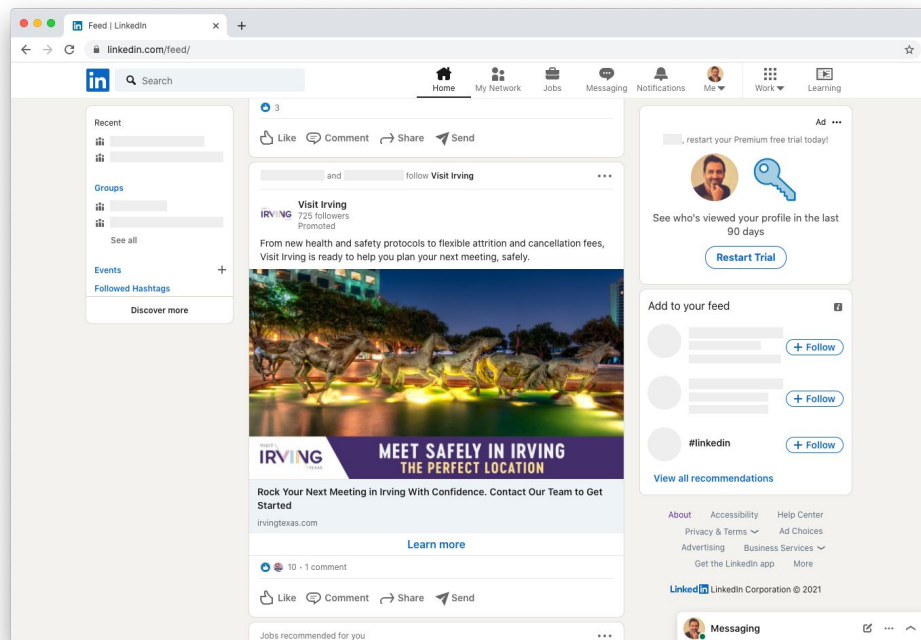


Gail Quesnel
Beautiful.

Like · Reply · Message · 9w



LinkedIn Ad



Staycation Campaign





Staycation Strategy

- Generate awareness of Irving as a vacation destination with the leisure/drive markets
- Convey how Irving Hotels are safely reopening
- Capitalize on the existing travel demand for deals and accommodations to drive immediate leisure visitation
- Encourage immediate visitation by promoting Irving as an ideal place for a “Staycation” during COVID
- Feature hotel deals and packages as the value proposition
- Target travel-related searches for the greater DFW area
- Drive partner referrals to participating hotel partners to increase occupancy rates

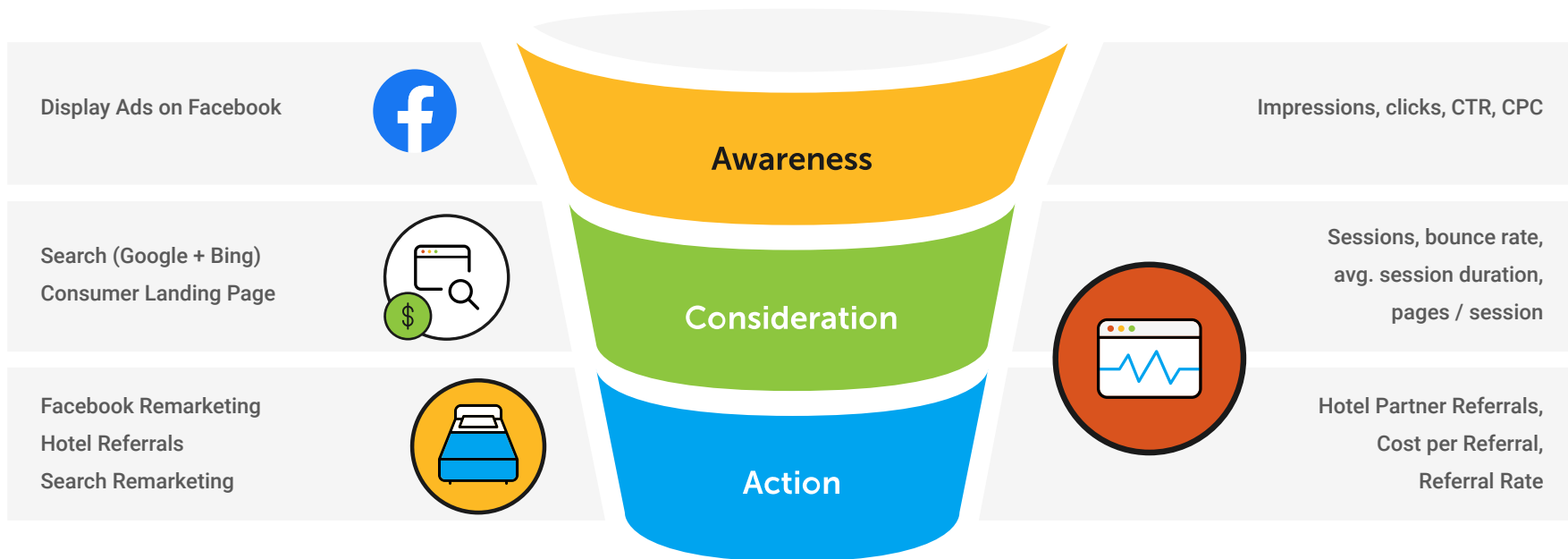




Campaign Mechanics

TACTICS

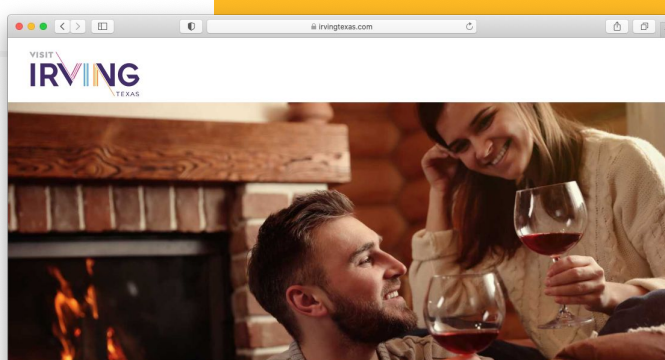
KPIs





Campaign Landing Page

- Leisure call to action for all media with a focus on:
 - Safely re-opening (safety protocols)
 - Staycation
 - Driving Hotel Referrals
 - Leisure Campaign
- Leisure Campaign Page
 - <https://www.irvingtexas.com/deals/>



ESCAPE & UNWIND

We are safely re-opening.

Start the new year off right with a relaxing staycation in Irving. Whether it's a weekend getaway, family vacation or last minute trip, Irving is offering discounted rates to give you a fresh start to 2021.

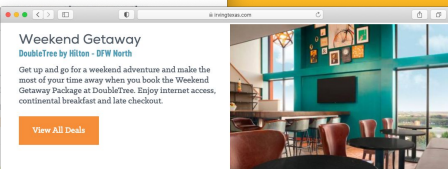
Irving hotels have the safety of their guests at the top of mind and have implemented safety and health policies and procedures based on the advice of health authorities. Irving, Texas is also closely monitoring COVID-19 and is diligently working with local organizations to stay up-to-date on the news, protocols and to share the information.

Deals & Packages at Irving's Top Hotels



Save on a DFW Airport Marriott

Experience the best of DFW with dining to outdoor perks, choose from a variety of rooms are in store for a perfect property and



Weekend Getaway DoubleTree by Hilton - DFW North

Get up and go for a weekend adventure and make the most of your time away when you book the Weekend Getaway Package at DoubleTree. Enjoy internet access, continental breakfast and late checkout.

[View All Deals](#)



Park & Go Sheraton DFW Airport Hotel

Avoid the hassle of rushing to your travel point and paying expensive parking fees when you book our Park and Go package. Stay with us the night before your next trip and enjoy complimentary or discounted parking, plus transportation to your travel point.

[View All Deals](#)

Essential Extras Package Embassy Suites DFW South

Enjoy a \$50 daily, on-property retail shop credit, premium Wi-Fi, a hot breakfast and late check-out. Guests are always welcomed with spacious suites and refreshing getaway at Embassy Suites DFW South.

[View All Deals](#)



Leisure Campaign Page



Target Group

- **Location:** State of Texas
- **Prospecting audience**
 - Audiences for general travel/resort interests, family vacation, and couples getaway
 - Audience sizes of 7.2 million, 4.1 million, and 5.9 million, respectively
 - **Family vacations audience:** demographic - parents, in addition to interests in vacations, family vacations, long weekends, travel deals, resorts, staycations, etc. Age 22-60
 - **General travel audience:** demographic - single or unspecified relationship status, in addition to interests in vacations, long weekends, travel deals, resorts, staycations, road trips, etc. Age 20-60
 - **Couples travel audience:** demographic - in a relationship, married, or engaged, in addition to interests in vacations, long weekends, travel deals, resorts, staycations, road trips. Ages 20-55
- **Lookalike audience** based on deal-converters was added later on, with an audience size of around 2.4 million across the US
- **Remarketing:**
 - Audience of landing page visitors who did not complete partner referral, similar to Google
 - Additional audience of users who interacted with prospecting ads but did not click through to landing page
- **Narrative:** the couples audience returned the highest conversion rate for much of the campaign, but the converter look-alike was the better performer for cost/referral. Across all audiences, the Texican ad performed the best. Conversion focused FB campaigns put in place after two weeks returned noticeably higher conversion rates, although cost/referral also increased slightly





Target Group

- **Search Prospecting** - capitalize on demand for searches related to:
 - **Resorts**
 - Top KWs were mostly unbranded, with some dallas terms: all inclusive resorts/vacations, dallas resorts, resorts near dallas, resort getaways
 - **General getaways**
 - Top KWs included unbranded and Dallas terms: weekend getaways, romantic getaways, romantic getaways dallas, dallas weekend getaways, dallas staycations, etc.
 - **Deals/packages**
 - Top KWs were mostly unbranded: vacation packages, dallas hotel packages, hotel packages/deals, etc.
 - **Family vacations**
 - Top KWs were all unbranded: family vacations, family resorts, family getaway, family trips
- **Remarketing:**
 - Utilize the audience of visitors to the consumer landing page who did not click off to one of the partners' websites/deals
 - Expanded keyword lists used with this audience will encourage them to choose Irving as they continue to research a variety of vacation types and destinations
- **Narrative:** Google outperformed the Microsoft campaigns, with the Getaways and Resorts campaigns returning the best conversion rates. The Getaways campaign had the lowest cost/referral by a good margin, however. A variety of smart bidding strategies were put in place across the campaigns that were meant to maximize conversions.



Staycation Results





Staycation Campaign Results

- The Staycation campaign was a huge success for Visit Irving. The campaign drove 23,294 hotel referrals with a Potential Economic Value (PEV) of \$7.2 Million.
- Some of the key factors in the success of this campaign were:
 - Identifying the leisure demand and reaching audiences with a compelling value proposition
 - Continuous optimization of the Campaign landing page
- The results of the campaign indicate there is opportunity for Visit Irving to market to Leisure Audiences.
- From an advertising perspective Facebook was the most efficient advertising channel and the couples audience performed the strongest.
- As a next step, we'd like to work with your team to further refine the Economic Impact of this campaign. There is a range of potential economic impact to the community of Irving that our team would like your input on.



Leisure Campaign - Results

Duration	September 1 - December 31, 2020
Media Spend	\$56,745
Ad Impressions	4,042,130
Website Sessions	61,619
Hotel Referrals	23,294
Potential Economic Value	\$7,203,000
Measured Arrivals	1,493



Results



LEISURE	Spend	Impressions	Clicks	CPC	CTR	Hotel Referrals	CVR	CPA
Couples	\$9,661	1,106,945	13,249	\$0.73	1.20%	5,622	42.4%	\$1.72
General	\$10,478	1,160,034	11,516	\$0.91	0.99%	4,598	39.93%	\$2.28
Family	\$6,287	484,544	5,295	\$1.19	1.09%	1,922	37.24%	\$3.19
Converters Look-alike	\$6,158	659,723	7,635	\$0.81	1.16%	3,220	45.33%	\$1.91
Remarketing	\$1,538	195,766	2,486	\$0.62	1.27%	845	35.26%	\$1.82



LEISURE	Spend	Impressions	Clicks	CPC	CTR	Hotel Referrals	CVR	CPA
Google	\$18,410	152,194	16,783	\$1.10	11.03%	4,502	27.63%	\$4.09
Bing	\$4,210	102,734	5,495	\$0.77	5.35%	961	19.27%	\$4.38





Facebook Top Engaged Ads



Visit Irving, Texas
Sponsored

Need a change of scenery? Explore fall getaways in Las Colinas with these great packages and weekend rates.

RELAX THIS FALL
RESORT & HOTEL DEALS

IRVINGTEXAS.COM/DEALS/
Book Your Relaxing Getaway
Whether you are wanting a roma... [LEARN MORE](#)

Like Comment Share

37 Comments 97 Shares

The top engaged ads were mostly all Texican, this was the top performing ad set across leisure/meetings and received the largest budget in each campaign.

- Amy Kat Pat**
I think that's the Texican Court. It's a great property! I can't wait to go back.
Like · Reply · Message · 10w
- Tamichah Tuggle**
I sooo would love a relaxing get away! ❤️
Like · Reply · Message · 13w
- Vannessa Wade**
Christopher Allen 1
Like · Reply · Message · 8w
1 Reply
- Azer Mtz**
Zamantha Jaz Res
Like · Reply · Message · 13w
- John Vega**
Dallas tailgate game
Like · Reply · Message · 12w
- Rhonda Wren**
I live in Irving and love it! 30 years and counting.
Like · Reply · Message · 8w
- Nikki BeSolo**
Etta 1
Like · Reply · Message · 8w
- Corey Miller**
This is a great hotel I loved it and can't wait to go back
Like · Reply · Message · 8w

505 37 Comments 97 Shares

Like Comment Share

Most Relevant

Comment as Visit Irving, Texas

Jen Jen Madrid
Miranda Gonzales Serna Royd this is the mini vaycay lets 🍷🍷🍷
Like · Reply · Message · 6w
2 Replies

Phyllis Perry
Ayana T. Raveen Cranford **Krissy Worrell Houston** **Kae Lynae** check this place out.
Like · Reply · Message · 13w 1

Keva Jackson Taylor
Komeak Edwards **Keasha Jackson Henson** **Kerenda ReRe Randle** **Rasharda Jackson Wanda Roberson...** We need a girl's weekend
Like · Reply · Message · 11w 2
1 Reply

ItsLady L Brooken
Erica Johnson Barnes **Rendell Barnes** **Darrick GodsChosen Brooken** check these out
Like · Reply · Message · 12w · Edited 2

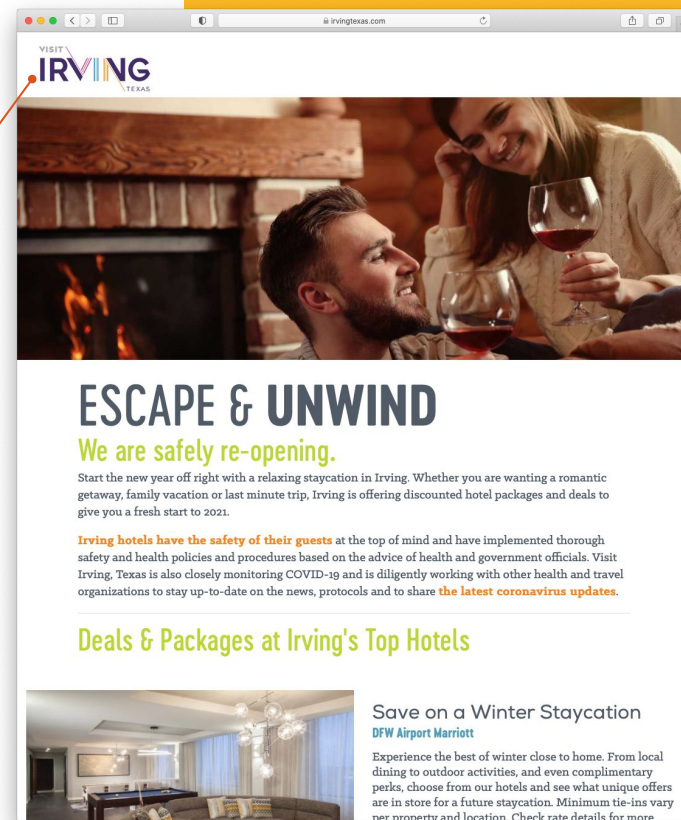
Jody Alexander
April Alexander look
Like · Reply · Message · 6w

La Quanda Donel
We had such an amazing staycation weekend there this past weekend! It's beautiful! You won't be disappointed.
Like · Reply · Message · 9w 4 Replies

Impressions	Clicks	CPC	CTR
352,310	3,749	\$0.79	1.06%

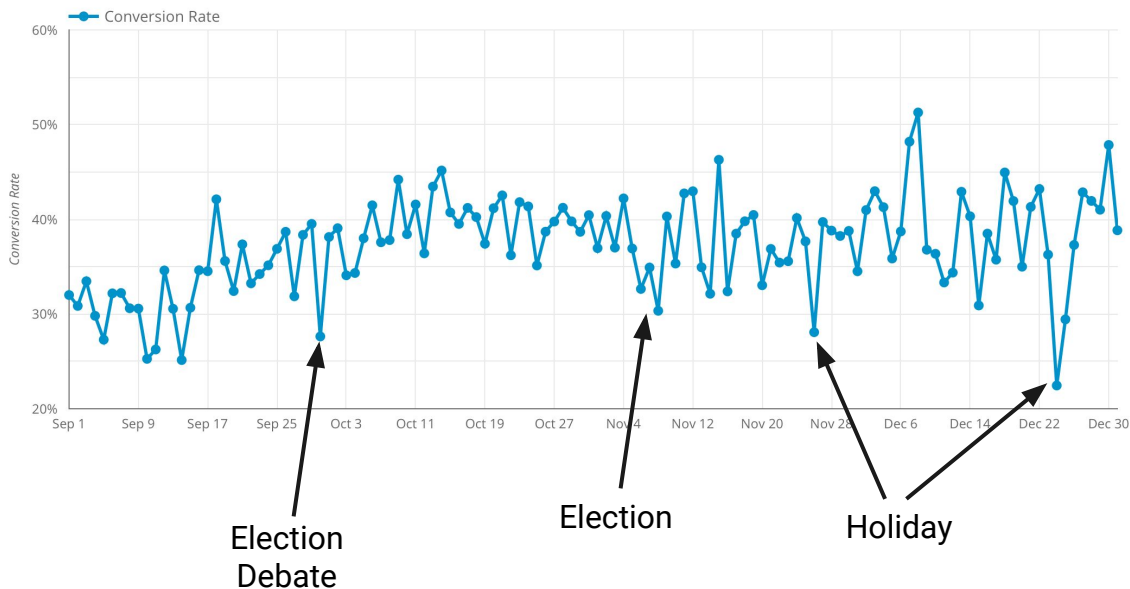


Example of Remarketing Ad





Website Conversion Rate



Test 1.3

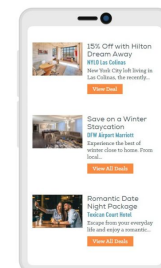
Test Element: Deal + full description (1 deal in view of mobile devices) vs deal + truncated description (3-4 deals in view of mobile devices)

Test Page(s): Deals

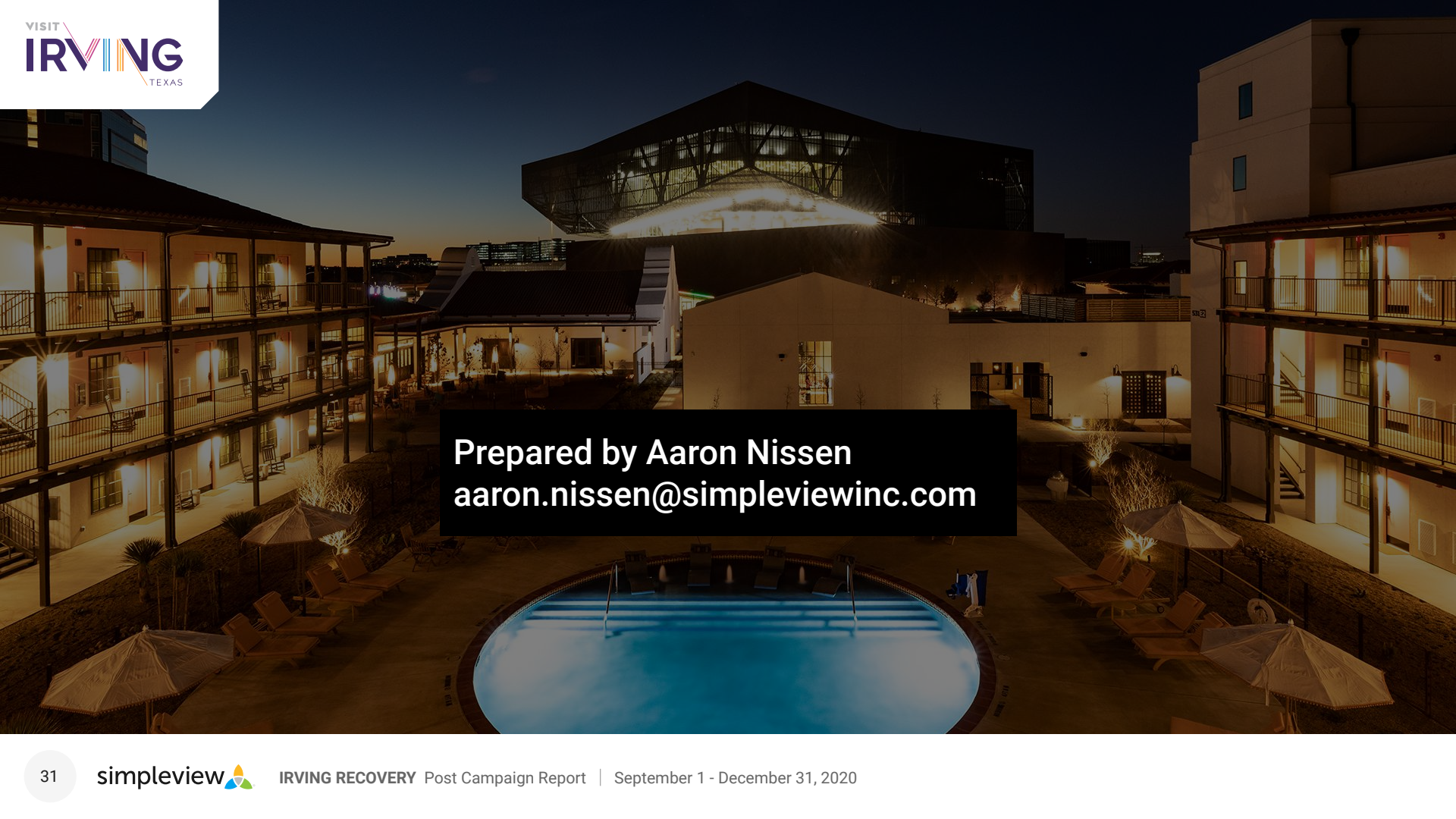
Original



Variation



The Staycation campaign was continually optimized to increase performance. Ads were continually A/B tested and modified. The Staycation landing page was also continually tested and optimized to increase the hotel referral rate. The campaign started about a 33% conversion rate and towards the end was averaging 42%.



Prepared by Aaron Nissen
aaron.nissen@simpleviewinc.com

SOCIAL MEDIA FACTS

FEB
2021



FOLLOWERS



75,077
+342



5,742
+21



7,447
+188



88,266
+551

FACEBOOK

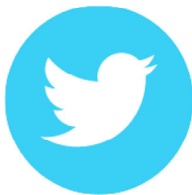


1,227,898 Impressions



1,057,713 Users

TWITTER



9,877 Impressions



604 Profile Visits

INSTAGRAM



43,883 Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.

SOCIAL MEDIA FACTS

**FEB
2021**



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,505
+7



2,087
+4



17,727
+11

FACEBOOK



0

Impressions



0

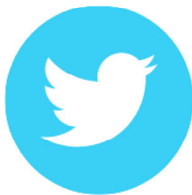
Users



0

Check-Ins

TWITTER



578

Impressions



115

Profile Visits

INSTAGRAM



291

Impressions



Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.



DATE: February 26, 2021
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for January was lower than the US and Texas at 37.6%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 41.9%, while Texas figures decreased 24.5% and the US figures were down 28.3% for the month. Demand for the current period is down 42%, and YTD is down 42% over last year, while STR data reflects a 41.9% decrease for the current period and a 41.9% decrease in YTD occupancy compared to 2020.

For average daily rate, Irving was \$69.98 down 39.7% in January compared to last year, leaving Irving's YTD average daily rate at \$69.98, down 39.7% over last year.

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

AirBNB

For the month of January, there were 467 available listings in Irving which is a 50.2% increase in listings over last year's figure of 311. The average daily rate for January is \$152.13, which is down 10.62% over last year, with an occupancy percentage of 46.4%, which is a 21.76% decrease compared to last year. For the hotel comparable subset, the average daily rate for January is \$81.51, a decrease of 17.12% from last year, with occupancy at 46.2%, a decrease of 22.77% 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: January 2021

	Current Month - January 2021 vs January 2020												Year to Date - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from January 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	39.3	54.9	90.79	125.74	35.72	68.99	-28.3	-27.8	-48.2	-49.2	-2.0	-29.7	39.3	54.9	90.79	125.74	35.72	68.99	-28.3	-27.8	-48.2	-49.2	-2.0	-29.7
Texas	43.3	57.3	73.80	100.93	31.93	57.82	-24.5	-26.9	-44.8	-44.0	1.4	-23.4	43.3	57.3	73.80	100.93	31.93	57.82	-24.5	-26.9	-44.8	-44.0	1.4	-23.4
Atlanta, GA	47.1	61.7	78.87	115.44	37.13	71.21	-23.7	-31.7	-47.9	-47.1	1.5	-22.5	47.1	61.7	78.87	115.44	37.13	71.21	-23.7	-31.7	-47.9	-47.1	1.5	-22.5
Arlington, TX	47.3	61.1	69.11	87.77	32.71	53.67	-22.6	-21.3	-39.1	-38.1	1.5	-21.4	47.3	61.1	69.11	87.77	32.71	53.67	-22.6	-21.3	-39.1	-38.1	1.5	-21.4
Charlotte, NC	37.9	57.8	76.48	108.58	28.95	62.71	-34.5	-29.6	-53.8	-51.8	4.5	-31.5	37.9	57.8	76.48	108.58	28.95	62.71	-34.5	-29.6	-53.8	-51.8	4.5	-31.5
Fort Worth, TX+	45.6	64.2	76.37	112.88	34.81	72.49	-29.0	-32.3	-52.0	-50.0	4.1	-26.1	45.6	64.2	76.37	112.88	34.81	72.49	-29.0	-32.3	-52.0	-50.0	4.1	-26.1
Frisco, TX+	32.2	64.2	99.69	141.29	32.10	90.76	-49.9	-29.4	-64.6	-58.3	17.9	-40.9	32.2	64.2	99.69	141.29	32.10	90.76	-49.9	-29.4	-64.6	-58.3	17.9	-40.9
Grapevine, TX+	28.4	67.9	148.50	177.48	42.16	120.49	-58.2	-16.3	-65.0	-64.1	2.7	-57.1	28.4	67.9	148.50	177.48	42.16	120.49	-58.2	-16.3	-65.0	-64.1	2.7	-57.1
Irving, TX+	37.6	64.8	69.98	116.04	26.33	75.16	-41.9	-39.7	-65.0	-65.0	-0.1	-42.0	37.6	64.8	69.98	116.04	26.33	75.16	-41.9	-39.7	-65.0	-65.0	-0.1	-42.0
Nashville, TN	33.8	59.4	83.89	131.97	28.34	78.39	-43.1	-36.4	-63.8	-62.0	5.1	-40.2	33.8	59.4	83.89	131.97	28.34	78.39	-43.1	-36.4	-63.8	-62.0	5.1	-40.2
Phoenix, AZ	49.3	73.2	99.13	152.65	48.83	111.80	-32.7	-35.1	-56.3	-57.0	-1.5	-33.7	49.3	73.2	99.13	152.65	48.83	111.80	-32.7	-35.1	-56.3	-57.0	-1.5	-33.7
San Jose, CA+	31.6	65.0	95.73	191.90	30.23	124.76	-51.4	-50.1	-75.8	-76.7	-3.9	-53.3	31.6	65.0	95.73	191.90	30.23	124.76	-51.4	-50.1	-75.8	-76.7	-3.9	-53.3

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	39.3	90.79	35.72	39.3	90.79	35.72	US	-28.3	-27.8	-48.2	-28.3	-27.8	-48.2	
Texas	43.3	73.80	31.93	43.3	73.80	31.93	Texas	-24.5	-26.9	-44.8	-24.5	-26.9	-44.8	
Irving	37.6	69.98	26.33	37.6	69.98	26.33	Irving	-41.9	-39.7	-65.0	-41.9	-39.7	-65.0	
Best USA	Phoenix	Grpvine	Phoenix	Phoenix	Grpvine	Phoenix	Best USA	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Arlngtn	
	49.3	148.50	48.83	49.3	148.50	48.83		-22.6	-16.3	-39.1	-22.6	-16.3	-39.1	
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Grpvine	Arlngtn	
	47.3	148.50	42.16	47.3	148.50	42.16		-22.6	-16.3	-39.1	-22.6	-16.3	-39.1	
Worst USA	Grpvine	Arlngtn	Irving	Grpvine	Arlngtn	Irving	Worst USA	Grpvine	SanJose	SanJose	Grpvine	SanJose	SanJose	
	28.4	69.11	26.33	28.4	69.11	26.33		-58.2	-50.1	-75.8	-58.2	-50.1	-75.8	
Worst Texas	Grpvine	Arlngtn	Irving	Grpvine	Arlngtn	Irving	Worst Texas	Grpvine	Irving	Grpvine	Grpvine	Irving	Grpvine	
	28.4	69.11	26.33	28.4	69.11	26.33		-58.2	-39.7	-65.0	-58.2	-39.7	-65.0	
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only														

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: January 2021

	Current Month - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from January 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	37.6	64.8	69.98	116.04	26.33	75.16	-41.9	-39.7	-65.0	-65.0	-0.1	-42.0
Luxury/Full Service Irving+	25.7	64.8	101.35	159.71	26.09	103.50	-60.3	-36.5	-74.8	-74.8	0.0	-60.3
All Suite/Extended Stay Irving+	47.9	67.5	61.38	97.08	29.37	65.48	-29.1	-36.8	-55.1	-55.1	0.0	-29.1
Limited Service Irving+	40.9	68.0	65.45	112.51	26.75	76.49	-39.9	-41.8	-65.0	-65.0	0.0	-39.9
Budget Irving+	43.3	58.1	50.05	54.78	21.67	31.83	-25.5	-8.6	-31.9	-32.2	-0.5	-25.8
Las Colinas+	34.0	62.6	76.61	135.13	26.06	84.55	-45.6	-43.3	-69.2	-69.2	0.0	-45.6
DFW North+	39.0	70.6	65.62	112.48	25.58	79.41	-44.8	-41.7	-67.8	-67.8	-0.0	-44.8
DFW South+	41.4	61.3	66.59	91.78	27.59	56.29	-32.4	-27.4	-51.0	-51.1	-0.3	-32.7
Full Service Las Colinas+	17.5	58.9	142.50	192.59	24.88	113.38	-70.3	-26.0	-78.1	-78.1	0.0	-70.3
Limited Service Las Colinas+	46.5	65.4	57.99	96.20	26.95	62.87	-28.9	-39.7	-57.1	-57.1	0.0	-28.9
Full Service DFW North+	25.9	72.9	91.21	149.05	23.59	108.60	-64.5	-38.8	-78.3	-78.3	0.0	-64.5
Limited Service DFW North+	47.5	69.0	56.17	86.38	26.65	59.65	-31.3	-35.0	-55.3	-55.3	-0.0	-31.3
Full Service DFW South+												
Limited Service DFW South+	40.6	59.6	62.79	81.29	25.52	48.44	-31.8	-22.8	-47.3	-47.5	-0.4	-32.1

	Year to Date - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	37.6	64.8	69.98	116.04	26.33	75.16	-41.9	-39.7	-65.0	-65.0	-0.1	-42.0
Luxury/Full Service Irving+	25.7	64.8	101.35	159.71	26.09	103.50	-60.3	-36.5	-74.8	-74.8	0.0	-60.3
All Suite/Extended Stay Irving+	47.9	67.5	61.38	97.08	29.37	65.48	-29.1	-36.8	-55.1	-55.1	0.0	-29.1
Limited Service Irving+	40.9	68.0	65.45	112.51	26.75	76.49	-39.9	-41.8	-65.0	-65.0	0.0	-39.9
Budget Irving+	43.3	58.1	50.05	54.78	21.67	31.83	-25.5	-8.6	-31.9	-32.2	-0.5	-25.8
Las Colinas+	34.0	62.6	76.61	135.13	26.06	84.55	-45.6	-43.3	-69.2	-69.2	0.0	-45.6
DFW North+	39.0	70.6	65.62	112.48	25.58	79.41	-44.8	-41.7	-67.8	-67.8	-0.0	-44.8
DFW South+	41.4	61.3	66.59	91.78	27.59	56.29	-32.4	-27.4	-51.0	-51.1	-0.3	-32.7
Full Service Las Colinas+	17.5	58.9	142.50	192.59	24.88	113.38	-70.3	-26.0	-78.1	-78.1	0.0	-70.3
Limited Service Las Colinas+	46.5	65.4	57.99	96.20	26.95	62.87	-28.9	-39.7	-57.1	-57.1	0.0	-28.9
Full Service DFW North+	25.9	72.9	91.21	149.05	23.59	108.60	-64.5	-38.8	-78.3	-78.3	0.0	-64.5
Limited Service DFW North+	47.5	69.0	56.17	86.38	26.65	59.65	-31.3	-35.0	-55.3	-55.3	-0.0	-31.3
Full Service DFW South+												
Limited Service DFW South+	40.6	59.6	62.79	81.29	25.52	48.44	-31.8	-22.8	-47.3	-47.5	-0.4	-32.1

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	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	PAR	Rev	Avail	Sold
Entire Place	46.4	59.3	152.13	170.21	70.64	101.02	-21.76	-10.62	-30.07	-26.7	-12.6	-26.5	46.4	59.35	152.13	170.21	70.64	101.02	-21.76	-10.62	-30.07	-26.7	-12.6	-26.5
Hotel Comparable	46.2	59.78	81.51	98.35	37.63	58.79	-22.77	-17.12	-35.99	-21.5	22.6	-5.3	46.2	59.78	81.51	98.35	37.63	58.79	-22.77	-17.12	-35.99	-21.5	22.6	-5.3

Available Listings	2020	2019	% Chg
Entire Place	251	129	94.6
Private Room	187	148	26.4
Shared Room	29	34	(14.7)
Total Available Listings	467	311	50.2

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

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Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065							
March	43.7	174,320	692,385							
April	22.6	79,279	771,664							
May	27.1	98,249	869,913							
June	33.4	127,470	997,383							
July	34.3	135,465	1,132,848							
August	39.7	156,844	1,289,692							
September	44.0	168,128	1,457,820							
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

January 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 75.28 -31.9% Occupancy 36.4% -48.8% RevPAR 27.38 -65.1%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

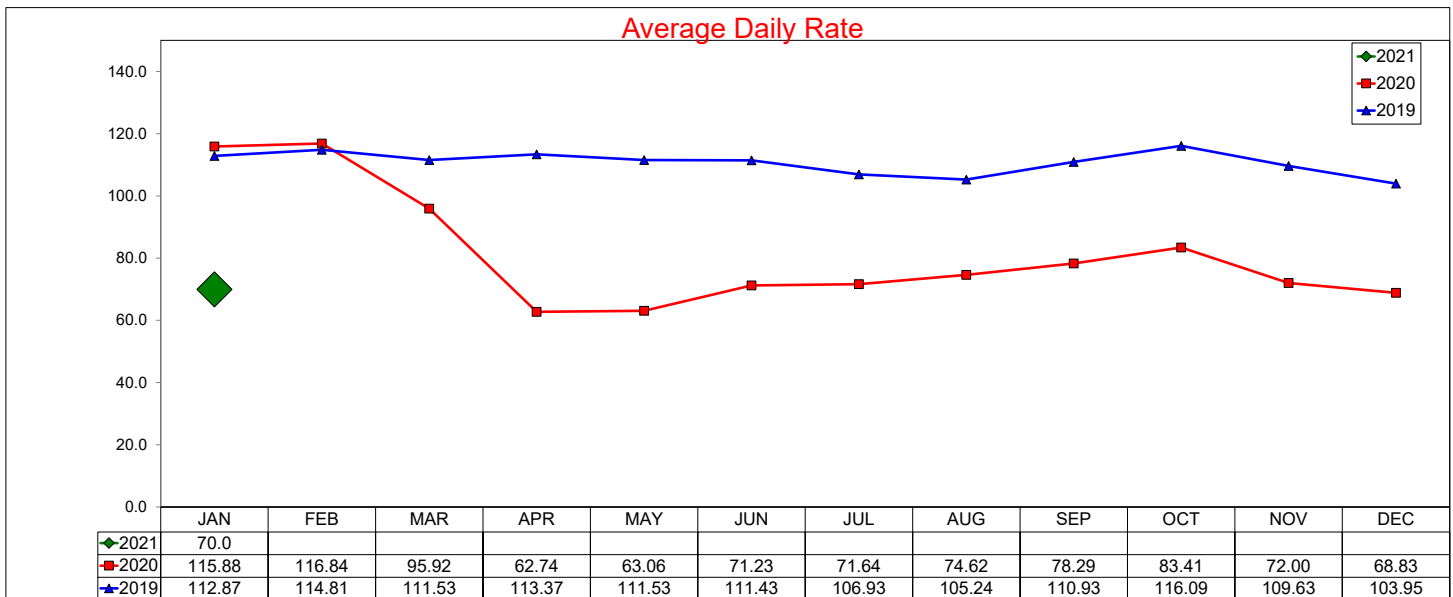
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

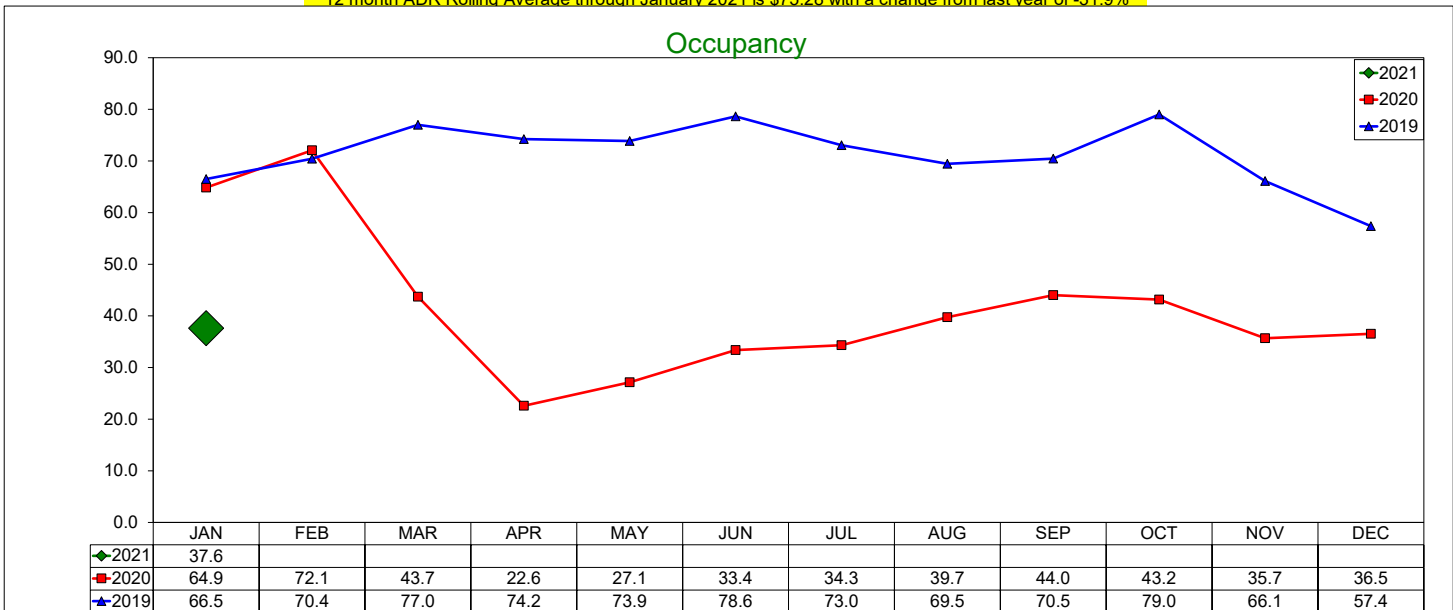
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

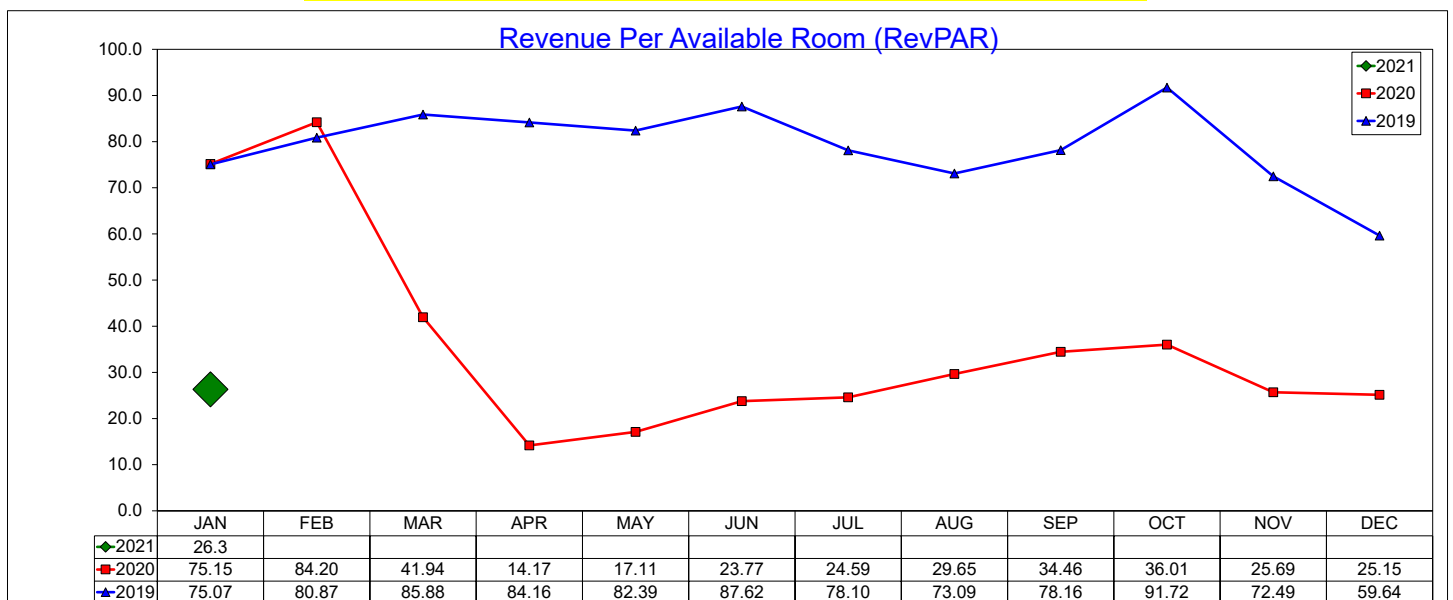
January 2021



12 month ADR Rolling Average through January 2021 is \$75.28 with a change from last year of -31.9%



12 month Occupancy Rolling Average through January 2021 is 36.38% with a change from last year of -48.8%



12 month RevPAR Rolling Average through January 2021 is \$27.38 with a change from last year of -65.1%

Monthly & YTD AirBNB Data

January 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

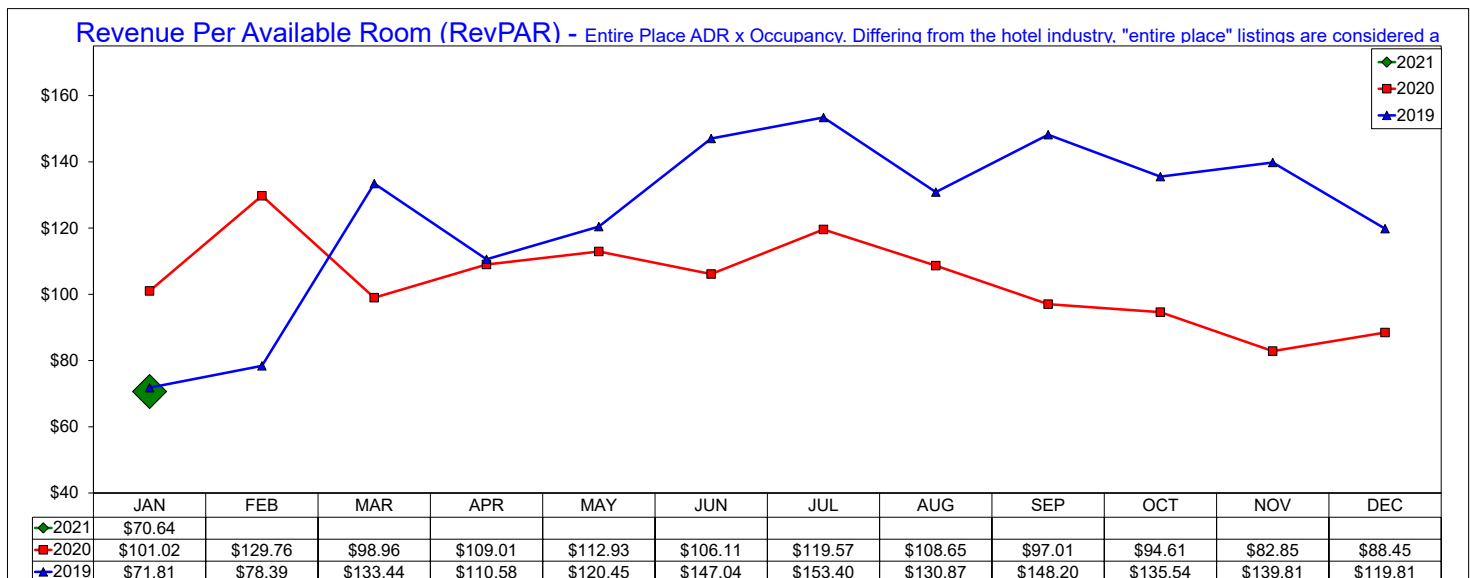
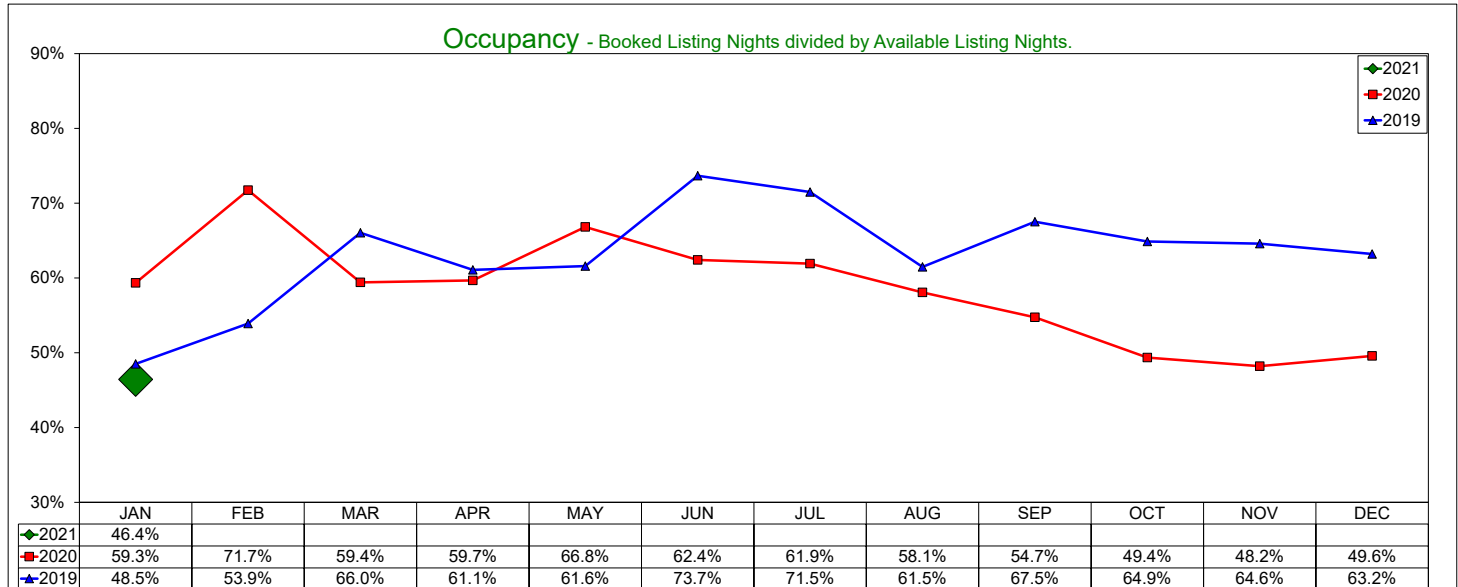
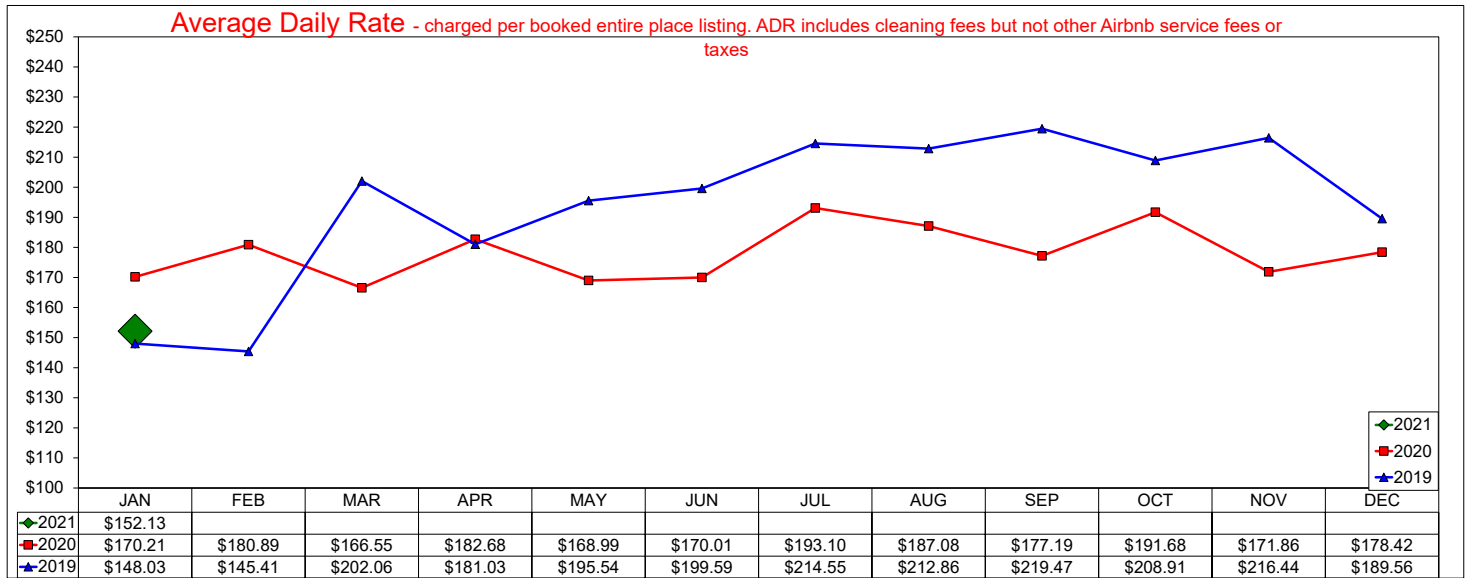
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

January 2021

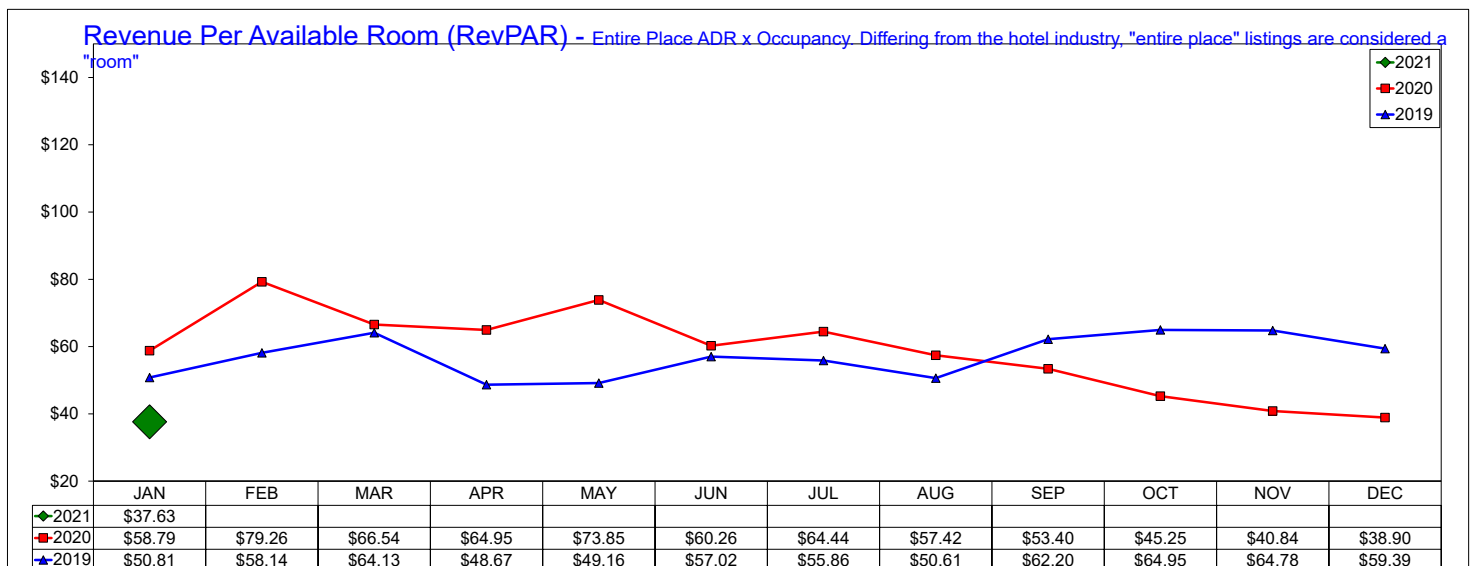
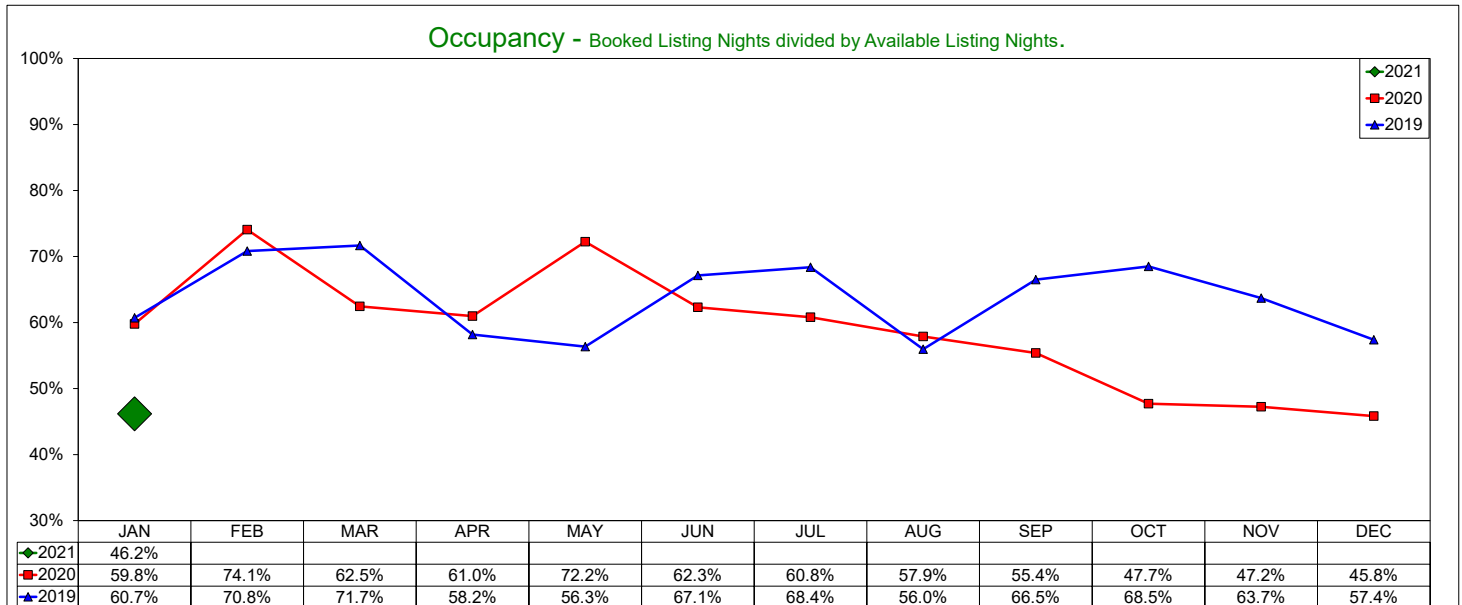
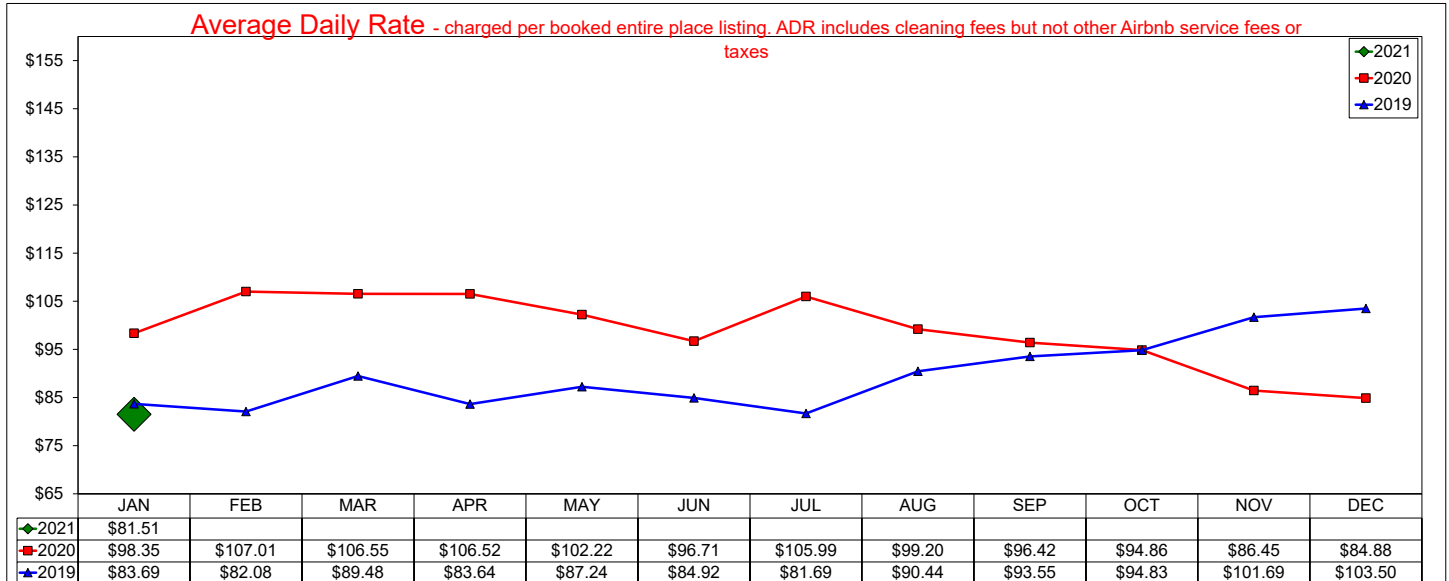
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

January 2021

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, MARCH 22, 2021**

CONVENTION CENTER MANAGEMENT REPORTS





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

March 12, 2021

TO: Maura Gast, Executive Director ICVB
FROM: Verenis Pedraza, ASM Global Director of Finance
Matt Tungett, ASM Global Director of Sales
SUBJECT: **Monthly Financial & Sales Report – February 2021**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	89,989	66,700	45,626	229,826	211,559	273,447
Ancillary Income	55,008	162,150	622,645	132,895	249,032	2,584,770
Total Event Income	144,997	228,850	668,271	362,721	460,591	2,858,217
Other Income	41,150	21,375	72,215	128,448	106,875	315,409
Adjusted Gross Income	186,147	250,225	740,486	491,169	567,466	3,173,626
Indirect Expenses	(348,357)	(422,458)	(561,488)	(1,817,792)	(1,942,905)	(2,997,672)
Net Income (Loss)	(162,210)	(172,233)	178,998	(1,326,623)	(1,375,439)	175,954

- Total direct event income consisted of rental, and service revenue received from the five events we had for the month: Legacy Dance Championship, Southern, Baptist, Irving Cares Board, 7th Sense Auto Research, and IPD.
- Due to COVID-19, we had one group cancel that would have generated a minimum of \$45,900.
- Other operating income includes February's Westin garage rental, Enterprise's rent, and transient parking loss for the month.
- Indirect expenses were under budget by \$74,101.
- Overall, the ICC was under budget by \$10,023.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	68,396	171,540	875,564	143,062	248,909	3,478,157
Net Income/(Loss)	42,966	135,060	541,888	86,476	193,772	2,327,299
Net Income/(Loss) %	62.82%	78.73%	61.89%	60.45%	77.85%	66.91%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
5	17	4,815	13,023
Current Year	Current Year	Current Year	Current Year
30	119	21,659	86,384
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
178	5,306	0	-
Current Year	Current Year	This Month	Current Month
5,788	22,954	3	93.3%
Prior Year	Prior Year	Year to Date	Year to Date

March 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Legacy Dance Champion... Definite	1	2 7th Sense Research Definite K12 Testing Definite	3	4	5	6
						NCL Annual Fashion Show Definite
7 7th Sense Research Definite NCL Annual Fashion Show Definite	8	9	10	11 Test Event for 3rd Floor Definite Jeremys Signage Test Ev... Definite	12 Max is here Definite	13
14 Start of daylight saving time	15	16	17	18	19	20
21	22	23	24 7x24 Exchange Lone Star... Definite	25	26 Spirit Network Definite 📄 TY Out of Town	27 📄 TY Out of Town
28 Spirit Network Definite 📄 TY Out of Town	29 📄 American Airlines lvl 4	30 📄 American Airlines lvl 4	31 QuikTrip Manager's Meet... Definite 📄 American Airlines lvl 4	1 📄 American Airlines lvl 4	2 📄 American Airlines lvl 4	3

April 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Spirit Network Definite TY Out of Town	29 American Airlines lvl 4	30 American Airlines lvl 4	31 QuikTrip Manager's Meet... Definite American Airlines lvl 4	1 American Airlines lvl 4	2 American Airlines lvl 4	3
4 Easter	5 K-12 Testing Definite					10 Quince Expo Definite
11 K-12 Testing Definite Quince Expo Definite						17 Express Cheer Definite
18 Express Cheer Definite K-12 Testing Definite				22 Hall of Fame Dance Competition Definite		24
25 Hall of Fame Dance Com... Definite					30 Nexstar National Talent Competition Definite TY Out - Wedding	1 Coppell High School Ba... Definite TY Out - Wedding

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Hall of Fame Dance Com... Definite	26	27	28	29	30 Nexstar National Talent Competition Definite TY Out - Wedding	1 Coppell High School Ba... Definite TY Out - Wedding
2 Coppell High School Ba... Definite Nexstar National Talent ... Definite TY Out - Wedding	3 K12 Testing Tentative 3 DFW Minority Supplier Showcase Tentative 2	4	5 Future Com Definite Future Com looking to move	6 2021 USA Wrestling Women's Nationals Definite Future Com looking to move	7	8 Sam Houston Prom Definite lvl 4 available Prom may move
9 Mother's Day 2021 USA Wrestling Wom... Definite K12 Testing Tentative 1	10 GRAPHICS PRO EXPO Definite Ming Wang Photoshoot Prospect	11	12	13	14	15
16 GRAPHICS PRO EXPO Definite K12 Testing Tentative 1	17 K12 Testing Definite	18 Elevate IT Definite	19 Home Staging & Redesign Association Definite	20 Footlights Dance Recital Definite TY Out	21 TY Out	22

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23 The Sneaker Exit Definite TY Out Sneaker Exit - Non-Compete	24	25	26	27	28 See Casey for EH	29 See Casey for EH
30 Zest Fest Definite	31 Memorial Day	1	2	3	4	5
See Casey for EH				If JR is needed, please see Tom	If JR is needed, please see Tom	Texas USAG Annual Awar... Tentative 1 If MR 1 & 2 are needed, see Tom

June 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31 Memorial Day	1	2	3	4	5
Zest Fest Definite						
See Casey for EH				If JR is needed, please see Tom	If JR is needed, please see Tom	Texas USAG Annual Awar... Tentative 1 If MR 1 & 2 are needed, see Tom
6	7	8	9	10	11	12
Zest Fest Definite	Urban Land Institute Definite			TY Out for a Wedding See Casey for space	TY Out for a Wedding See Casey for space	TY Out for a Wedding See Casey for space
DFW Church Tentative 1						
13	14 Flag Day (USA)	15	16	17	18	19
DFW Church Tentative 2	Learning Forward Texas 2021 Definite			Envy Gaming - Call of Duty Tentative 2		
TY Out for a Wedding See Casey for space	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	Express Cheer Cheer Camp Tentative 1	
20 Father's Day	21	22	23	24	25	26
Express Cheer Cheer Camp Tentative 1		North Texas Diversity, Eq... Tentative 1	Steubenville Dallas 2021 Definite			
Envy Gaming - Call of Duty Tentative 2						AM out for a Wedding
27	28	29	30	1	2	3
Steubenville Dallas 2021 Definite						LAMA USA National Rally Definite

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 22, 2021**

INDUSTRY REPORTS / BOARD PARTNERS



CONTACT: Katy Kiser
Communications Director
CHRISTUS Health
Cell .361.658.5351
katy.kiser@christushealth.org



NEWS RELEASE


CHRISTUS Health Announces new Corporate Office Location in Irving

Feb. 12, 2021 (IRVING, TEXAS) – CHRISTUS Health, an international Catholic, faith-based health system, announced today that it has selected a new location for its corporate headquarters in Las Colinas. The system is finalizing its purchase of a 4.2-acre parcel of land at the corner of N. O'Connor Blvd. and W. Las Colinas Blvd. in Irving where it plans to construct a 400,000-plus square-foot space for its Associates to work supporting the system's healing ministry.

The leadership team at CHRISTUS, whose current headquarters is located in leased space in Irving, began considering alternative options for the system's headquarters last year. "We're excited about our new office space," said Ernie Sadau, president and CEO of CHRISTUS Health. "But honestly, this announcement is about more than just a building. It's about the great work that's going to be done there. I'm proud that CHRISTUS is leading the way in envisioning a future in which a vibrant, safe and supportive workplace will allow our Associates to do their best work and support our caregivers and all our ministries from Santa Fe to Santiago," he said.

The new building, which is estimated to be complete in 2023, will be within walking distance of over 20 restaurants, a number of hotels, the Toyota Music Factory, and multiple lifestyle housing options.

"We are proud of CHRISTUS Health's continued commitment and investment in Irving," said Irving Mayor Rick Stopfer. "We believe CHRISTUS' decision to establish this unique build-to-suit, corporate headquarters in the heart of the Las Colinas Urban Center will be beneficial to not only its workforce with nearby residential options and quality amenities, but also to the community through new job creation and significant capital investment. We look forward to continuing our strong partnership with this healthcare leader and its employees into the future."



“Irving-Las Colinas is the Headquarters of Headquarters in Texas because of the quality companies choosing our community to call home,” said Beth A. Bowman, President & CEO of the Greater Irving-Las Colinas Chamber and Irving Economic Development Partnership. “We’re thrilled to retain and expand CHRISTUS Health’s corporate headquarters in Irving-Las Colinas and the investment made is a testament to our vibrant, welcoming and business-friendly community. Securing this exciting project was a team effort. We thank CHRISTUS, the City of Irving, Dallas County Utility & Reclamation District, Irving Tax Increment Finance District Board, Irving Convention & Visitors Bureau and the Las Colinas Association for their partnership in supporting our community’s continued economic success.”

“We’re thankful for the incentives provided by the City of Irving and the support and guidance from the Irving-Las Colinas Chamber, which made this project possible,” Sadau said. “As a not-for-profit health system, every dollar CHRISTUS saves is one that can be reinvested back into care for our communities and those in need, new technology and training for our staff. It will also provide our health ministry with economic and operational efficiencies to help us expand care and continue to invest in the strength of our ministry. And we’re proud to be bringing more jobs and more economic investment home to DFW as well as the partnerships we’ve made here in supporting those most vulnerable in our backyard,” he said.

The site, previously owned by State Bank of Texas, will include not only a building of 13-15 stories, but a 10-story parking garage as well.

“We’re thrilled that CHRISTUS will build their international headquarters here, and are excited to build our headquarters next door to such great neighbors,” said Sushil Patel, President of State Bank of Texas. “We have a shared vision of an active location with walking trails and outdoor space to encourage movement and reflection where employees could do their best work.”

Real estate development firm Fidelis Healthcare Partners, an affiliate of Fidelis Realty Partners, led CHRISTUS through the site selection and pre-development planning for the new system office location. They will serve as the developer upon completion of the site acquisition. The Fidelis Healthcare team includes Kevin O’Neil and Mark Allyn, as well as support from their partner, Mark Fewin, leader of Guidon Project Solutions. The building, which is being designed by architect BOKA Powell by a team led by Don Powell and Joe Hilliard, will be created with a focus on the system’s mission and our Associates, and will not only include thoughtfully integrated work spaces, outdoor patios, conference rooms and large areas for collaboration to further promote its healing work.

“Irving has been a great home for our CHRISTUS system headquarters,” Sadau said. “Since CHRISTUS consolidated corporate offices in Las Colinas 9 years ago, we’ve grown from 30,000 to 45,000 Associates in 4 countries and from \$4.5 billion to over \$8 billion in assets under management. Not only that, but true to our mission, we’ve expanded from 3.8 to 6.3 million lives touched. Now that we’ve outgrown our current rented space, we’re ready to put down roots in the community that has supported us just as we’ve supported it. I’m proud that we can literally design a space from the ground up that will be safe and supportive for our teams who are so committed to fulfilling our mission of extending the healing ministry of Jesus Christ everywhere we serve—in Mexico, Colombia, Chile the U.S. and right here at home.”

###

About CHRISTUS Health

At CHRISTUS Health, we deliver a complete healing experience that respects the individual. We serve our communities with dignity. And with a good deal of admiration. CHRISTUS Health is a Catholic, not-for-profit system made up of more than 600 centers, including community hospitals, urgent care centers, health insurance companies and physician clinics. We are a community of 45,000 Associates, with over 15,000 physicians providing individualized care—and all focused on our charitable mission. Sponsored by the Sisters of Charity of the Incarnate Word in Houston and San Antonio and the Sisters of the Holy Family of Nazareth, our mission is to extend the healing ministry of Jesus Christ to every individual we serve.

From: [Beth Bowman](#)
Cc: sreed@alphagraphics.com
Subject: ANNOUNCEMENT: The HQ of HQ "Wins" 2 Headquarter Projects in Irving-Las Colinas
Date: Friday, February 12, 2021 9:12:16 AM
Attachments: [image001.png](#)
[image003.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image002.png](#)
[image004.png](#)
[CHRISTUS Office Media Release.pdf](#)

Good morning Chamber Member-Investors,

On behalf of the Irving Economic Development Partnership, we are excited to share the announcement of two headquarter “wins” for Irving-Las Colinas!

CHRISTUS Health has chosen to retain and expand its global headquarter operations in Irving-Las Colinas, adding 150 new jobs to its current estimated workforce of 1300. The addition of these jobs will make them one of the top ten largest employers in Irving-Las Colinas.

CHRISTUS, currently located at 919 Hidden Ridge, is making a significant investment in Irving-Las Colinas, building at least a 400,000 square-foot, 15-story office building at the corner of North O'Connor Boulevard and West Las Colinas Boulevard. Additional information can be found in the attached Press Release from CHRISTUS Health.

The State Bank of Texas is relocating its corporate headquarters from within the region and will be building a second, four-story office building with 47,000 square-feet of space on the same five-acre parcel of land, along the State Highway 114 frontage road.

The commitment by these companies to building new office space, bring capital investment and new jobs in our community is why Irving-Las Colinas continues to retain its title as the *Headquarters of Headquarters in Texas*.

This was a major team effort! Please join me in congratulating those who worked diligently to secure these “wins”. 5-Star shout out to the entire CHRISTUS Health team and specifically Ernie Sadau, CHRISTUS Health’s President & CEO and Marty Margetts, EVP and Chief Administrative Officer, the State Bank of Texas and Sushil Patel, State Bank of Texas President.

Thank you to Irving Mayor Rick Stopfer, the Irving City Council, Irving’s City Manager Chris Hillman, Assistant City Manager Philip Sanders and Economic Development Project Manager Bryan Haywood, as well as City Attorney Kuruvilla Oommen, and his team, specifically Janet Spugnardi and Christina Weber, and City Secretary/Chief Compliance Officer Shanae Jennings and her team. The Dallas County Utility & Reclamation District Board, the Irving Tax Increment Finance District One Board, Hammond Perot and the Las Colinas Association, as

well as Maura Gast at the Irving Convention & Visitors Bureau played a critical role in making this project happen. A final thank you to our team for its hard work – Diana Velazquez, Chris O’Brien and Erica Mulder. This truly was a 5-Star team effort!

Finally, thank YOU for your continued leadership as we remain focused on recruiting, retaining and expanding businesses in the *Headquarters of Headquarters* – Irving, Texas.

Sincerely,
Beth Bowman

Beth A. Bowman, IOM, CCE | President & CEO

Irving Economic Development Partnership

Irving-Las Colinas Chamber of Commerce

5201 N. O'Connor Blvd., Suite 100 | Irving, TX 75039

214-217-8484 (main) | 214-217-8471 (direct)

214-384-8819 (cell) | 214-389-2513 (fax)

www.IrvingChamber.com

Connect with us on:



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Spirit OF LAS COLINAS

MARCH-APRIL
2021

News | Features | Events
Published Bi-monthly



A STRONG START TO 2021

NEW COMPANY HEADQUARTERS COMING TO LAS COLINAS, A RESIDENT'S MOMENTOUS ACHIEVEMENTS, SPRING EVENTS AND MORE





Las Colinas
ASSOCIATION



SPRING BREAK

Photo Contest

MARCH 13-21



GABLES WATER STREET



TEXAS LOTTERY® PLAZA

Snap a pic during Spring Break for the chance to win gift cards to your favorite spots

March 13-16: Gables Water Street
March 17-21: Texas Lottery® Plaza at Toyota Music Factory

Learn more at lascolinas.org/springbreak

Spring Events Calendar



City of Hope: Resurrection City & The 1968 Poor People's Campaign

Irving Arts Center Galleries

Now until April 30th

A collection of posters toured by the Smithsonian Institution Traveling Exhibition Service is on display at the Irving Arts Center. This historic exhibition commemorates Dr. Martin Luther King Jr.'s daring vision to end poverty in the United States.



Lives of the Saints

Irving Arts Center

March 12 - March 27

See MainStage Irving-Las Colinas perform six one act plays by David Ives at the Irving Arts Center. This collection of short plays is filled with thoughtfulness, silly wordplay, metaphysical questions and dark humor. Tickets are available at MainStageIrving.com.



Irving Marathon

In-Person or Virtual

March 27th at 7 am

The Irving Marathon Running Series Presents the ninth annual Irving Marathon at Toyota Music Factory. There are virtual and in-person options. This race is a Boston Marathon qualifier and benefits the Irving Baylor Scott & White Foundation. Register at IrvingMarathon.com



Irving Schools Foundation Breakfast with the Stars

Virtual

April 27 at 9 am

The 34th annual Breakfast with the Stars will be held virtually on April 27th at 9 am. This event awards students and teachers with scholarships for the 2021-2022 school year and presents teacher of the year awards. Learn more and donate at irvingschoolsfoundation.org.



AN HISTORIC WINTER IN LAS COLINAS



The Las Colinas community continues to recover after the record breaking winter storm event that impacted the entire state of Texas. Starting February 14th through February 17th, five inches of snow fell in Las Colinas while temperatures plunged to as low as -2 degrees. During the storm many residents lost power and access to water. Immediately and without hesitation, our community came together to help one another.



The **Irving Fire Department** responded to 3,406 calls, 1,795 dispatched runs, 14 structure fires, 651 service requests, 284 EMS requests and 10 major accidents during the winter weather.



NYLO Las Colinas offered their common spaces to residents without power or water free of charge. They also provided free coffee, hot tea, Wi-Fi and electrical outlets.



The **Irving Police Department** received 5,180 emergency calls and 8,149 non-emergency calls during the storm. Which is a 52% increase of the usual call volume the department receives.



The **City of Irving** opened two warming centers for residents without power. The warming centers were located at the Senter Park Recreation Center and Northwest Recreation Center.



Due to high call volume, Fire Fighters did not have time to cook at the firehouses. **Via Real** kept their kitchen open during the winter weather to feed firefighters



Several restaurants hosted Valentine's Day do-overs. **Blaze Brazilian Steakhouse, The Ranch, Whiskey Cake** and **Venetian Terrace** all offered specials the weekend of February 19th.



COMMUNITY NEWS



Irving and Grand Prairie open COVID-19 vaccine hub

The two cities have partnered to open a vaccination hub at the Theatre at Grand Prairie. Vaccines are being administered by Irving and Grand Prairie firefighters. To register for the vaccine visit www.dallascounty.org/COVID-19.

Governor Abbott lifts mask mandate and opens the state

On Tuesday, March 2nd Governor Greg Abbott announced he would lift the Texas mask mandate and allow businesses to open to 100% capacity. This order takes effect Wednesday, March 10th.



Nothing Bundt Cakes donates cakes to first responders

In honor of their third birthday, the Las Colinas Nothing Bundt Cakes location donated bundlets and bundtinis to the Irving Fire Department, Irving Police Department and Baylor Scott & White Hospital Irving.

City of Irving plans to use 100% renewable energy by 2023

The Environmental Protection Agency recognized Irving for its commitment to double its use of renewable energy to 100% by 2023. This announcement elevated Irving's designation in the EPA's Green Power Partnership to the organizational level.



Best in Irving voting open

The Irving-Las Colinas Chamber of Commerce has opened voting for their annual "Best in Irving" awards. You can cast your vote by visiting www.irvingchamber.com/bestinirving. Voting is open until March 16th.

Bluebonnets in Las Colinas

Spring is almost here and the picturesque Texas state wildflower will be blooming soon. Bluebonnets are expected to blossom in late March and early April. The best places to see the bluebonnets in Las Colinas are Texican Court, Las Colinas Blvd., the field across from the Toyota Music Factory, along Highway 114 and North Lake College.





BUSINESS NEWS



Four companies make World's Most Admired list

Las Colinas companies Kimberly-Clark, Keurig Dr. Pepper, McKesson and Abbott made Fortune magazine's 2021 most admired ranking. The business magazine partners with global management firm Korn Ferry for its annual survey gauging corporate reputations. The winners were picked from a pool of 670 high-revenue companies in 30 countries and various industries.



CHRISTUS Health announces new headquarters

CHRISTUS has purchased a 4.2-acre parcel of land at the northwest corner of North O'Connor and West Las Colinas boulevards. The land is being sold by State Bank of Texas, which has plans of its own to build a future headquarters next door. The new CHRISTUS office will stand between 13-15 stories tall and will include a 10-story parking garage.



Pasha Group leases space in the Urban Towers

California-based shipping and logistics firm, the Pasha Group, has leased 45,228 square feet in the Urban Towers. They are quadrupling their office space in Las Colinas with this new lease. Founded in the late 1940s, Pasha Group has operations in North America, Europe and Asia serving clients in the automotive industry, maritime services and other logistics.



Company invests in emerging technology firms

Abidali Neemuchwala and Dayakar Puskoor founded Dallas Venture Capital to give back to communities in India and Texas. Dallas Venture Capital invests in early-stage business-to-business companies specializing in emerging technologies like cloud-based software, artificial intelligence/machine learning and extended reality.



Las Colinas is a top site for corporate relocation

Local brokers have mentioned Las Colinas as one of the top markets for companies thinking about a relocation to North Texas. The Irving Economic Development Partnership has more than 72 prospective companies in its current pipeline, representing \$1.6 billion in capital investment, 27,000 jobs and 7.5 million square feet of space requirements.



MEMBER SPOTLIGHT

Victor Sansone



One of the most influential leaders in country music radio resides right here in Las Colinas. Victor Sansone grew up in Syracuse, New York where his love for jazz and playing piano followed him into college. While in school, he found success as a pianist and made the decision to put his studies aside and perform full time.

Shortly after, the US government would call on him to serve in the Vietnam War. His love of music never subsided and after returning from the war, he opened and ran a jazz club for 18 months. An old friend soon came calling on Victor to work for him in radio. Victor jumped at the opportunity making the rounds at numerous stations from Buffalo to New York and then Atlanta where he was

appointed general sales manager at WKHX Atlanta. It was during this time in the early 1980s where his love for country music began. As Victor puts it, "I fell in love with country

music because of the accessibility of the musicians and how thankful they were. The more he heard the art of a great song, the more he embraced the music on a personal level."

In 1987, Victor was appointed president and operating manager of KSCS in Dallas, a sister station of WKHX Atlanta. Victor ran the KSCS station for nine years before being transferred back to Atlanta for 12 years and then retiring.

The milestones of Victor's accomplished career include raising \$1 million dollars for St. Jude Children's Research Hospital through the radio stations. He also worked with John Rich, formerly of Big and Rich, to build a statue of Vietnam veteran, Niles Harris, at the Fort Benning military base in Georgia. Harris was one of very few survivors of the 173rd Airborne Brigade during a major firefight on November 8, 1965. He received a Purple Heart for his service.

At the pinnacle of his career, Victor served as President and then Chairman of the Country Music Association Board of Directors. He was part of the group that helped bring the CMA Awards to New York City for the first time. This helped expose country music to the world stage forum and launch country into the mainstream music category.

During his nine years working in Dallas, Victor and his family called Las Colinas home. First in Cottonwood Valley and later in Fairway Vista where he has lived for 16 years. A member of the Sports Club at the Four Seasons since 1989, Victor is currently spending his retirement relaxing with his wife and enjoying time with his family and two grandsons.





LCA NEWS AND UPDATES



The LCA homepage has a new look

Now offering a more user-friendly experience for our members, the homepage of lascolinas.org has been refreshed. Everything you need is now just a click away. The update includes a cleaner look, easier access to member resources, featured articles and the Las Colinas events calendar.

2021 Annual Meeting of Members

**Tuesday, March 23, 2021
at 4 pm**

The Las Colinas Association's 2021 Annual Meeting of Members will be held virtually on March 23rd. For member validation and security purposes, please email us at laisons@lascolinas.org with your participation request, including the property or properties you represent, by March 22nd. A meeting registration link will be emailed to you as soon as your membership has been validated.

The key component of this year's Annual Meeting is the election of two (2) Directors to the Las Colinas Association Board.

The Annual Meeting voting packet was emailed and direct mailed to members in February. If you have not received the packet or have an issue, please contact Jennifer Austin, Managing Director, at jaustin@lascolinas.org or 972-541-2345.



Spring landscaping

The severity of the recent winter storm likely resulted in damage to much of our residential and commercial landscaping. With spring on the horizon, if you are thinking of using this opportunity to make modifications to your current landscape plan rather than simply replacing damaged plants, please remember to submit any new changes to your current landscaping to LCA's Architectural Control. Submission forms and instructions can be found on our website at lascolinas.org.



New date for LCA's 3rd Annual Bowl-A-Thon

Due to the pandemic, the 3rd Annual Bowl-A-Thon charity event has been rescheduled to Wednesday, September 15th. The event will return to Pinstack Las Colinas with all proceeds benefiting the Irving Schools Foundation. Space is still available to join in on the fun. To participate as a team or if you just want to enjoy the show, visit lascolinas.org/bowl.

Paws Colinas progress

If you've recently made your way down Riverside Drive, you might have noticed the large patch of land off California Crossing looking more like a dog park. The concrete has been poured with landscape being installed in March through early April. Be sure to follow us on social media @LasColinasTex to keep up with the progress of the Paws Colinas dog park...coming soon!





3838 Teleport Blvd.
Irving, Texas 75039-4303



MARCH-APRIL
2021



liaisons@LasColinas.org
972-541-2345



@LasColinasTex



LasColinas.org

From: [Clare Venegas](#)
To: [Clare Venegas](#)
Subject: Univ of Dallas / New President
Date: Friday, March 5, 2021 5:11:12 PM

Hello!


Please find the attached press release regarding the appointment of the University of Dallas' 10th president, Dr Jonathan J Sanford.

Best,
Clare

Clare Venegas
Chief Marketing & Communications Officer
[UNIVERSITY OF DALLAS](#)
o 972.721.5179
c 949.892.8545
cvenegas@udallas.edu

**Provost Jonathan J. Sanford to Assume Office as University of Dallas' 10th President
March 8**

Irving, TX (March 5, 2021) — The Board of Trustees of the University of Dallas has announced that Provost Jonathan J. Sanford, Ph.D., will take office as the University of Dallas' 10th president effective Monday, March 8.

Current President Thomas S. Hibbs, Ph.D., BA '82 MA '83,  has chosen to return to a full-time faculty position at Baylor University on July 1, where he served prior to UD. He will continue to serve as a professor of philosophy at UD for the remainder of the academic year.

Board of Trustees Chairman Richard Hussein, BS '88, said, "We are very excited that Provost Sanford will become our 10th president. Provost Sanford's vast experience in academic planning and operations, his deep understanding and articulate defense of our mission, and his network of relationships and the trust he has built with internal and external stakeholders of the university, as well as his leadership in developing the new strategic plan over the past year, make him perfectly suited to advance the university's mission of educational excellence and its commitment to the formation of the whole student. He already has a strong leadership team in place to succeed in leading the university in the long term. We are committed to working with Provost Sanford and his leadership team to see the goals of the new strategic plan realized, and we fully trust that under his leadership, UD's future is set on a course for growth and success."

BIOGRAPHY: Jonathan J. Sanford

Incoming President Sanford came to the university as dean of Constantin College in 2015 and was elevated to provost in 2018. As provost, Sanford oversees all academic deans of the

university's four schools (Constantin College of Liberal Arts, Braniff Graduate School of Liberal Arts, Satish and Yasmin College of Business, and the Ann and Joe O. Neuhoﬀ School of Ministry), the dean of the library, the dean of students, the dean of the Rome campus, Athletics and Campus Ministry. He also oversees special outreach projects such as UD's Studies in Catholic Faith and Culture program, as well as the Office of Personal Career Development.

Sanford managed the development of the university's new strategic plan, and as Hussein noted, "Dr. Sanford is ideally suited to ensure the implementation of the strategic plan as president. Both as dean and as provost, he has excelled in strengthening the faculty and encouraging our students to excel in their studies and in their post-graduate appointments; developed a greater focus on grants and awards; built new philanthropic opportunities; strengthened UD's Catholic identity; overseen the development of new programs and initiatives; and elevated the university's reputation."

Sanford, who holds the rank of professor and is tenured in the Philosophy Department, graduated summa cum laude from Xavier University in classical languages and philosophy in 1997, received his doctorate from the University of Buffalo, State University of New York in 2001, and received a postdoctoral fellowship from Fordham University in 2001-02. Sanford served at Franciscan University of Steubenville for 13 years before joining the University of Dallas in 2015. In his administrative work at Franciscan University, he held the positions of associate vice president for academic affairs and chair of philosophy, and also served in the role of the principal elected faculty representative.

Sanford has published widely on philosophical figures and topics and has made significant contributions especially in foundational questions in moral philosophy, as evidenced in "Before Virtue: Assessing Contemporary Virtue Ethics" (The Catholic University of America Press 2015, paperback 2019). Sanford is currently writing a book on virtue and education. He lectures widely to both scholarly and popular audiences on a variety of topics. For the past three years, on the third Monday of each month, he has hosted the "[Good News at UD](#)" portion of the Good News Show on Guadalupe Radio (KATH 910 AM). Sanford is a trustee of the Hildebrand Project, a member of the executive committee and the executive council of the American Catholic Philosophical Association, a member of the Dallas board of Legatus, a fellow of the Dallas Institute for Humanities and Culture, and a board member of the Fellowship of Catholic Scholars, and is active in several other professional and academic organizations. His wife, Rebecca, is a registered nurse and founding board member of Mighty Is Her Call, a Catholic mothers' ministry recognized by the Diocese of Dallas. The Sanfords, parishioners at St. Rita Catholic Church in Dallas, have nine children and one granddaughter, and live with their younger children in Irving, Texas.

###

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 22, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



Signs Show Planners Are Getting Back to Booking

Participants in Northstar's latest digital event say face-to-face meetings are a priority again.



by [Loren G. Edelstein](#)

February 24, 2021

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ADVERTISEMENT

Meet With Us

Northstar Meetings Group's hosted-buyer events enable you to experience first-hand the most desirable destinations, hotels, and activities for successful meetings and incentive programs, connecting you with top suppliers, speakers and colleagues.

Meeting planners and suppliers are itching to do business again — and with good reason. That was the overriding sentiment during the [Interact Back to Booking](#) digital event yesterday, produced by Northstar Meetings Group. The hosted-buyer meeting drew 80 participants from across the U.S. and the world for virtual networking, one-on-one appointments and timely education.

Most Popular

View the 2021 event calendar [here](#).

In his welcome to participants, [David Blansfield](#), Northstar's executive vice president and group publisher, pointed to strong signs of a rebound: Covid-19 case numbers are steadily decreasing

in the U.S., and countries around the world are easing gathering restrictions. In the U.K., for example, some larger events are expected to resume in mid-May, with restrictions further eased in late June per a [recovery roadmap](#) released by the government this week.

A flurry of anecdotal evidence is consistent with the early results of Northstar Meetings Group's latest [PULSE Survey](#), which has been tracking planners' response to the pandemic since March 2020. With nearly 500 responses recorded to date, findings show a significant uptick in the number of planners actively booking new business, Blansfield noted. (The [survey remains open](#) for planner responses through March 2.)

Business is definitely picking up, attested participant Carla Bascope, director of group sales for [Visit Alexandria](#) in Virginia. "I've seen more leads come through in the last three days than I have seen in the last three weeks," she said, including several from her one-on-one meetings with buyers during Back to Booking. While the pace of business has picked up, she noted, "most are looking at Q4 or Q1 2022."

Education and Entertainment on the Agenda

With Covid-19 and security issues top of mind, the day began with an informative session about mitigating the heightened risks associated with in-person events. In a live Q&A format, [Mark Herrera](#), director of education for the [International Association of Venue Managers](#), addressed questions about on-site Covid testing, civil unrest, suspicious activity and more.

Event-Security Lessons from the Capitol Riot

"We used to think international terrorism was what should be focused on," said Herrera. "Not in today's world. It's domestic terrorism. After what happened at the Capitol, that risk is high, and we



Planning Virtual Events: 25 Sponsorship Ideas



Which Convention Centers Are Open?



What's Open in Orlando Right Now

ADVERTISEMENT

Mark Herrera discusses how risk assessment is evolving and what the Capitol riot means for venue security on this episode of the Eventful podcast. [Listen here.](#)

have to be more vigilant now than ever before."
(See related story, [Assessing Risk and Preparing for Civil Unrest in 2021.](#))

The event's premier sponsor, [Visit Scotland Business Events](#), invited partner [Mercat Tours Ltd.](#) to transport the group to Edinburgh during

the afternoon. "The Scots are very superstitious, and we love gothic horror," explained by [Tania Dron](#), Mercat's creative development manager. A master at storytelling, she captivated participants with three chilling ghost stories — all true, of course.

Northstar's Live Events Resume in April

In addition to planned digital events for 2021, Northstar is getting back to business, too. [Incentive Live: 2021 GMID Edition](#) takes place April 7-9 in Tucson, Ariz., with a special agenda to celebrate Global Meetings Industry Day. And Northstar's signature [Independent Planner Education Conference \(IPEC\)](#) will be held in Louisville, Ky., April 21-23. Applications for hosted buyers and suppliers are still be accepted for both events. The full calendar of Northstar Meetings Group's upcoming events can be viewed [here](#).

TAGS ► [TRADE SHOWS, VIRTUAL EVENTS](#)



EARNINGS

Hyatt CEO: Groups Booking Faster Than Expected

Leisure Travel Remains Primary Demand Driver



Hyatt Hotels Corp. officials said resort properties such as the Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, Florida, would benefit from an earlier-than-expected return of group business. (Hyatt)

By [Sean McCracken](#)
Hotel News Now

Feb 19, 2021 | 2:08 P.M.

While conventional wisdom says the rebound for the hotel industry will be driven by leisure transient demand, Hyatt Hotels Corp. President and CEO Mark Hoplamazian said his company is already seeing “interesting and very positive data in group activity.”

A quicker-than-projected return of group demand for hotels would be a boon for a company such as Hyatt, which is disproportionately reliant on both group business and the type of business transient traveler that have been almost completely sidelined by the ongoing COVID-19 pandemic, he said during the company's fourth-quarter and full-year 2020 earnings call.

Throughout 2020, Hyatt's managed hotels in the Americas earned roughly \$340 million in revenue from group business, and Hoplamazian said 87% of that came in the first quarter of the year before the effects of the pandemic hit. But it's been slowly and steadily clawing its way back through 2020.

"It sequentially improved over the course of the year," he said, noting half of the \$44 million in group revenue from the three previous quarters was realized in the fourth quarter of 2020.

Hoplamazian said his company booked \$170 million in new group business — not inclusive of rebookings for canceled or postponed events — in January alone.

"That represents a 20% acceleration over [the third quarter] in pure new group bookings," he said. "We are, for the first time since COVID-19 began, seeing association and corporate activity pick up for 2022 and beyond. And we have early signs that we will actually host corporate meetings as early as the second quarter of 2021."

He said rebookings are also substantial.

"We've rebooked approximately \$300 million of business, or 28% of our canceled group revenue from March 2020 through December 2020," Hoplamazian said, noting that lead generation has also risen to a level not seen since early 2020.

He said his company's earlier projections of a more substantial return of corporate and group business could be realized in the second half of 2021, dependent on successful coronavirus mitigation efforts and more widespread vaccinations.

"As we head into 2021, our expectation is that we will have sequential improvement" in the first and second quarters from the realized group revenues in the fourth quarter of 2020, "with much more significant increases" in the third and fourth quarters of 2021, he said.

All of this adds up to, in Hoplamazian's estimation, the possibility of group business coming back earlier than many industry observers might expect.

"I have to tell you that we had previously been saying that the sequence would be leisure transient followed by business transient followed by group, and I think that the potential upside surprise in that progression is that we might see group come back in a more purposeful way and in a more significant way," he said, adding demand has skewed more to resort properties than city centers.

While all of this is positive news, Hoplamazian said leisure transient still makes up the lion's share of demand for his company, like all others in the hotel industry right now.

"I spent a lot of time on group because it caught my attention in a big way, as you can tell from my tone, but it remains true that the vast majority of our business" in the fourth quarter, and as the company heads into the first quarter of 2021, "is still transient," he said. "It was close to 85% of our total revenue base in [the fourth quarter]. Leisure is still leading the way. Seventy percent of that transient is leisure and 30% is business."

Canary in a Coal Mine

Hoplamazian said the earlier indicators for the potential group demand rebound in the hotel industry come from China, which was ahead of the curve both in the initial spread of COVID-19 and the containment of the disease. He said the group business his company saw in 2020 was "what you would have seen pre-COVID."

"New product launches by car companies, a lot of new line introductions by luxury brands," he said. "And these were very, very extensively programmed. I mean, I'm talking about food and beverage and entertainment and AV programming. So we're seeing that type of business come back with some significance."

Hoplamazian described the demand seen in China as the "canary in the coal mine" for an eventual global return to travel.

He said his company has prepared for this rebound, including pioneering new approaches to hybrid events.

“While many people in the industry have launched so-called hybrid meetings solutions, we went back to the drawing board and started from scratch and recognized that cobbling together pre-existing [audiovisual] capabilities and having a digital leg to a meeting isn’t really satisfying the core needs of most of our biggest customers,” he said.

Hoplamazian said he has a “live design effort” underway for a hybrid meeting solution that will “span 11 different hotels and 11 different markets” in the U.S. that will allow for up to 1,000 attendees to gather at a single property while physically distanced and connect with other attendees at other hotels or even at home.

“There is an essential human-connection component of how companies are thinking about getting back together and what the *raison d’etre*, what the reasoning is that they want to get back together. And we’re figuring out ways to actually make that come to life, both on-property and in relation to the digital participants,” he said, noting the company is “codesigning” the hybrid meeting experience “with several of [their] largest customers.”

The company’s initial optimism about hybrid events had to be tempered somewhat by their partners because they come with more costs than originally anticipated, he said.

“Between the extra AV staffs they’ve had to put on plus what I would describe as the help-desk issues, which I’m sure everyone on this call has experienced in their own lives, it’s actually an additional increment of costs for them to hold these hybrid meetings,” he said.

Fourth Quarter and 2020 Performance

The highlight in terms of performance for Hyatt in 2020 was net rooms growth, which was 5.2% for the full year.

Hoplamazian said roughly 20% of net rooms growth came from conversions in 2020, and he expects that to be in a similar range in 2020.

One possible headwind for Hyatt in terms of potential rooms growth is ongoing negotiations between Hyatt and Service Properties Trust, a real estate investment trust that over the past year has severed relationships with several hotel branding companies and converted them to their affiliated Sonesta brands. Hoplamazian said he remains hopeful the 22 hotels owned by Service Properties will remain flagged with Hyatt brands.

“We were in discussions with them and are hopeful that we will find a path forward with them,” he said.

Hyatt reported a net loss for the year of \$703 million with adjusted earnings before interest, taxes, depreciation and amortization of negative \$177 million, according to the [earnings release](#). Revenue per available room was down 65.4% for the full year compared to 2019 and was down 68.9% year over year for the fourth quarter.

As of press time, Hyatt was trading at \$78.56 a share, up 5.8% year to date. The NYSE Composite Index was up 5.3% for the same period.

TRENDING

1. Brokerage Selected To Market US Government Portfolio of Surplus Real Estate

2. CBRE's Industrious Acquisition Could Signal More Deals by Brokerages To Buy Coworking Firms

3. Opportunities Abound for Growing Office Users Amid Pandemic's Disruption

4. Indiana Mall Facing Foreclosure in Starwood Debt Restructuring Shows Deepening Retail Struggle

5. Chattanooga Erases Polluted Past With Fast Internet, Focus on Tennessee River for Downtown Revival

6. Cushman Says Esports Arenas, Hospitals Could Be Future of Vacated Malls

PROCUREMENT

IHG: Death of Business Travel Exaggerated, Remote Work Could Offer Boost

By **Donna M. Airoidi** / February 23, 2021 / **Contact Reporter**

"The death of business travel has been exaggerated by a number of pundits, people saying it's going to be down 50 percent or 30 percent. I think it's going to be impacted on the margin," IHG Hotels & Resorts president and CEO Keith Barr said Tuesday during a quarterly earnings call.

Barr agreed that some business trips will be replaced by technology, but he's bullish on medium-term business travel returning. "Travel budgets will gradually increase as people have more and more confidence to travel," he said.

IHG has less exposure to the declines in corporate transient and group bookings, given its core mainstream business leans toward nondiscretionary business travel and has a high component of leisure travel, he explained. Still, full-year 2020 group revenue per available room was down 63 percent year over year on a comparable basis and includes the adverse impact from hotels that were temporarily closed, said IHG CFO Paul Edgecliffe-Johnson. "The travel restrictions and physical distancing measures in our key markets around the world contributed to an occupancy decline of just under 30 percentage points, with rates down 17 percent," he said.

“

I think the business recovery will be more robust than people are giving it credit for."

IHG Hotels & Resorts' Keith Barr

But Barr sees opportunity. Referencing calls he said he recently held with CEOs, he said many are looking to reduce office-space footprints and have at least some people continue to work remotely. "Instead of driving to the office five days a week, they may have to fly in once a month," Barr said. With smaller offices and less meeting space, those workers will

"have to use hotels as gathering places to do things in the past they've done in their offices, which could be true drivers of demand overall. So I think the business recovery will be more robust than people are giving it credit for."

Push on Rooms Growth

IHG's year-over-year net rooms growth in 2020 totaled 0.3 percent to 886,000 rooms across 5,964 hotels—or 2.2 percent **excluding the loss of 17,000 Service Properties Trust rooms**—but the company is seeing conversion activity pick up, the company reported. Its pipeline, though down 3.8 percent to 272,000 rooms across 1,815 hotels, now represents about 30 percent of its current system size, the company said.

"The long-term confidence we share with our owners was reflected by another 285 hotels opening during the year and an average of almost one new signing a day," Barr said in a statement. "Conversion activity increased across our brand portfolio, including the launch of Voco in the U.S. and China, taking the brand to more than 20 countries. We're building Avid and Atwell Suites to be future brands of scale, while continuing to drive the growth of our established brands, with strong performances for Hotel Indigo and Kimpton, and our Holiday Inn brand family accounting for 60 percent of all openings and half of all signings in 2020."

The 285 hotels with about 39,000 rooms represented 4.5 percent gross growth for openings year over year. The company signed 56,000 rooms across 360 hotels in 2020. Conversions represented 25 percent of all new openings for the year, as well as 25 percent of 2020 signings. About 40 percent of the current pipeline was under construction as of Dec. 31.

The company's pipeline is strongly weighted toward the currently better-performing midscale segment, with midscale and upper-midscale properties accounting for 61 percent. Upscale accounts for 31 percent, while luxury represents 8 percent.

IHG's Voco brand now is in more than 20 countries with 50 hotels opened and signed since its launch in 2018, and the company aims to have 200 hotels within 10 years. It represented 13 percent of IHG's conversion signings globally in 2020. The midscale Avid is the next brand poised to scale, according to the company. Since its 2017 launch, there have been more than 200 signings, with 24 open to date.

Holiday Inn Express had 136 new openings in 2020, with 132 signings. Its pipeline, at 683 hotels, is about 20 percent of the brand's current portfolio. IHG extended-stay brands Staybridge Suites and Candlewood Suites reported nearly 60 percent occupancy for the year. Combined, they represented 25 signings and 44 openings in 2020.

Q4 and Full-Year 2020 Performance Metrics

IHG's fourth-quarter global comparable revenue per available room declined 53.2 percent year over year. Average daily room dropped 22.4 percent, and occupancy was down 26.5 percentage points to 40.4 percent.

The Europe, the Middle East, Africa and Asia region reported the steepest fourth-quarter RevPAR and occupancy declines at 70.5 percent and 44.9 percentage points, respectively. Greater China had the best results of all the regions, with quarterly RevPAR down just 18.2 percent, ADR off by 8.6 percent and occupancy dropping only 6.7 percentage points year over year. The Americas were in the middle, with a 49.5 percent RevPAR decline, 24.4 percent ADR drop and occupancy off by 23.1 percentage points to 41.7 percent.

For full-year 2020, IHG's RevPAR was down year over year by 52.5 percent, ADR declined 17 percent and occupancy tumbled 29.5 percentage points to 39.5 percent. Again, Greater China reported the best results, followed by the Americas, then EMEAA. Among the brands, IHG's extended-stay portfolio declined the least in key performance metrics, mirroring other hotel company results for the quarter and year.

IHG recently **enhanced its Meet with Confidence program** and announced a **10-year sustainability plan**.

RELATED: IHG Q3 2020 earnings



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