



Board of Directors Meeting

Monday, March 28, 2022 @ 11:45 a.m.

Irving Arts Center - Suite 200

**3333 N. MacArthur Blvd., Suite 200
Irving, Texas 75060**

(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MEETINGS/SPECIAL MEETINGS
OCTOBER 2021-SEPTEMBER 2022**

Place	Last	First	10/23/2021	11/16/2021	12/13/2021	1/24/2021	2/28/2021	3/28/2021	4/25/2021	5/23/2021	6/27/2021	7/25/2021	8/22/2021	9/26/2021
1	Cooperstein	Karen	P	P	P	P	P							
2	Basoco	Michael	N/A	P	P	P	P							
3	Gibson	Colvin	N/A	P	P	P	P							
4	Stewart, Jr	Richard	P	P	P	P	P							
5	Bourgeois	Robert	P	P	P	P	P							
6	Arafat	Yasir	N/A	N/A	P	P	P							
7	Reed	Sam	N/A	P	P	P	P							
8	Mahoney	William	P	P	P	P	P							
9	Gears	Herbert	P	#	A	P	A							
10	VACANT													
11	Kang	Julia	P	P	P	P	P							
12	Malcolm	Greg	P	P	P	P	P							
13	Cole	David	P	P	P	P	P							
	Nicks	John	N/A	P	P	P	P							
	Bowman	Beth	P	P	P	P	P							
	Burke	Dallas	*	*	P	P	*							
	Fenley-Garcia	Stephanie	*	#	#	*	P							
	Hawkins	Todd	*	P	*	P	P							
	Hillman	Chris	*	*	P	P	P							
	Hoskins	Nydia	*	P	P	P	*							
	Limon	Kim	*	P	P	P	P							
	O'Briant	Kelly	N/A	N/A	#	P	#							
	Perot	Hammond	*	P	P	P	P							
	Philipp	Joe	#	P	P	P	P							
	Randall	Michael	#	#	#	P	*							
Liaison	Taylor	Mayor Pro Tem K	P	P	P	*	P							
	Venegas	Clare	#	#	#	#	#							

P = Present

*** = Absent - Company Business**

= Absent - Other

p = Represented

∞ = Budget Retreat

C = MEETING CANCELLED

n/a = NOT A MEMBER AT THIS TIME

Lindsey	Richard	P	P
Lear	Clementine	P	P

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, March 28, 2022, at 11:45 a.m.
Irving Arts Center, Suite 200
3333 N. MacArthur Blvd.
Irving, Texas 75062

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for February 28, 2022**
- 3. Accepting the ICVB Financial Reports – February 2022**

Individual Consideration

- 4. Approving the Board and Business Development Committee Recommendation:
Live Nation General Manager Tommy DeBeaudry – Industry-at-Large Board position**

Board Reports

- 5. COVID-19/American Rescue Plan Act Update**
- 6. Board Chair Report**
 - a. Service Award Recognitions:**
 - Assistant Executive Director Administration and Finance Susan Rose
 - Accounting and Budget Director Marianne Lauda
 - National Sales Manager Katherine DiPietro
 - Convention Services Manager Kathy Levine
 - Senior Convention Services Manager Wendy Foster
 - b. Next Board Meeting – April 22, 2022, Hilton Garden Inn DFW South**
- 7. Board Committee Reports**
 - a. Board and Business Development – Richard Stewart, Jr.**
 - March 11 Meeting Recap
 - Next Meeting – June 10, 9:00 a.m.
 - b. Community Engagement – Karen Cooperstein**
 - Recap of High Spirited Citizens “Backlog” Luncheon
 - Next Meeting – April 5, 9:00 a.m.
 - c. Destination Development – Greg Malcolm**
 - Next Meeting – May 10, 11:30 a.m.

AGENDA - Continued

8. City Reports

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

9. Bureau Monthly Management Reports

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

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

11. Industry Partner Reports

- a. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
- b. Restaurant Industry Update – David Cole

12. Partner Organization & Stakeholder Reports

- a. DCURD and Irving Flood Control Districts – Dallas Burke
- b. Chamber of Commerce – John Nicks/Beth Bowman
- c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
- d. The Las Colinas Association – Hammond Perot
- e. TIF – Michael Randall
- f. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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 28, 2022**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
Jack D. Huffman Community Building - Auditorium
February 28, 2022

Attendance: David Cole – Board Chair; Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Karen Cooperstein, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Hammond Perot, Joe Philipp, Sam Reed, and Richard Stewart, Jr. – Board members; Council Liaison Mayor Pro Tem Kyle Taylor, Mayor Rick Stopfer and Councilman Oscar Ward – City of Irving Elected Officials; Assistant City Manager Philip Sanders, Interim Chief Financial Officer Brett Star, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brice Petty, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Lazaro Alvarez – Irving Marathon Running Series; Lori Mansell, Lori Sirmen, Monica Soto – ICVB staff.

Board Chair David Cole called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from January 24, 2022
- Accept the ICVB Financial Reports for January 2022
- Accept the Irving Convention Center January 2022 Financial Reports

Cole called for a motion to approve the Consent Agenda as presented. On a motion from Board member Richard Stewart, Jr. and a second from Board member Julia Kang, the motion was unanimously approved.

PRESENTATION

- Cole introduced Irving Marathon Race Director Lazaro Alvarez who gave a presentation on the Irving Marathon Running Series.
- The Marathon Running Series consists of eight featured events:
 - Irving Marathon – Boston Marathon Qualifier
 - St. Patrick's Day 5K
 - Fiesta de Mayo
 - Love on the Run
 - Paws Colinas 5K-9
 - Oktoberfest
 - Turkey Trot
 - Frost Half Marathon
- The Series believes in providing healthy lifestyle opportunities and community involvement.
- The Irving Schools Foundation is the main beneficiary and donations are made directly to the Foundation by participants at each race.
- In addition, a separate scholarship is donated by the Irving Marathon Running Series and Irving Schools Foundation at each race (8 scholarships per year).

- 2021 statistics show 7,386 registrants, 363 volunteers, 5,000 spectators and \$15,699 donated funds to Irving Schools Foundation.
- Projected participation for 2022 is 16,000 registrants.
- Several levels of scholarship packages are available.
- Currently working with the local hotel industry to add hotel package as part of the registration options and the Omni Las Colinas is engaged.

Cole suggested an ICVB Board of Directors team to participate in one or more of the races either as runners/walkers or volunteers. Alvarez added a component to building relationships with the local hotels to track hotel visitors. The Texican Court, Omni Las Colinas and Westin Irving Convention Center Hotel are all packet pick-up areas. Cole noted that Alvarez is an Irving ISD graduate and has a passion for Irving and building relationships. Executive Director Maura Gast thanked Alvarez for his commitment to the event and Irving and appreciates the highly professionally produced events.

BOARD REPORTS

BOARD CHAIR

- Cole congratulated the ICVB staff members receiving their City of Irving service awards from 2020.
- Due to the pandemic with no in-person Board meetings, the service award presentations from 2020 were delayed. At next month's Board meeting, the 2021 service awards will be presented and later in the fiscal year 2022 recipients will receive their awards. Cole and Gast recognized and thanked the following awardees for their service:
 - Assistant Executive Director Marketing and Communications Diana Pfaff – 25 years
 - Sales Manager Lori Mansell – 5 years
 - Communications Manager Lori Sirmen – 5 years
 - Senior Accounting & Purchasing Manager Monica Soto – 5 years
- Cole noted the next ICVB Board of Directors meeting will be held on March 28 at the Irving Arts Center.
- There will be tours available today of the Irving Museum after the meeting.

BOARD COMMITTEES

Board and Business Development Committee

Committee Chair Richard Stewart, Jr. reported:

- The next Committee meeting is scheduled for March 11.
- The Committee is completed with Board members who signed up and have an interest to serve, but he noted all Board members are encouraged to attend Committee meetings.

Community Engagement Committee

Committee Chair Cooperstein reported:

- A luncheon to honor the High Spirited Citizen awardees will be held on March 15 at the Irving Convention Center and the full Board is invited to attend and support the program and recipients.
- There will be a temporary pause in nominations for the program.
- The next meeting will be held on April 5. The meeting time has been changed to 9:00 a.m. to accommodate those attending the Irving Salvation Army Soup, Soap, and Hope luncheon.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee met on February 11 at the Williams Square Mustang Plaza and received a guided “behind-the-scenes” tour of the project construction. All who attended were impressed with the project and excited to see the outcome when completed.
- The next meeting will be held on May 10 at 11:30 a.m.

CITY REPORTS

Mayor Pro Tem Kyle Taylor reported:

- Thanked Cole for participating at Planning and Zoning meetings in support of the R-AB Ordinance recommendations. The P&Z Committee has voted to table the Ordinance changes at this time. There is agreement on approximately 85% of the changes and some adjustments may be able to be made to be beneficial for the City and hotel industry, however, education is still needed for the decision-makers and community.
- Encouraged everyone to vote in the primary elections.

Mayor Rick Stopfer reported:

- Thanked the ICVB staff for their commitment in facing the challenges over the last two years.
- The City is starting to see commercial and office buildings torn down to make room for residential properties. Townhomes and single-family homes are the main focus. This will impact a decision for the City to stay in the commercial business or change. He noted 74% of the tax base currently is paid for by commercial buildings.
- Several restaurant openings have happened over the last few weeks, including Eggholic, Crumbl Cookie, Kitchen 101 in Toyota Music Factory and The Padaek, a Thai food restaurant in downtown Irving on Main Street.
- Economic development and competition continue to grow and remote work options are not consistent between companies.
- Outdoor entertainment will ramp up as the weather improves.

In response to a question from Board member Michael Basoco, Stopfer replied the two property sites next to the Four Seasons Club and Resort will be residential and free-standing offices. Board member Stephanie Fenley-Garcia asked for feedback on the downtown Irving new Starbucks location. Stopfer replied it is doing better than the other two locations in Irving and is presently considered to be the best Starbucks in the region. They have been encouraged by their reception in Irving and have enjoyed working with City staff. The location has three employees who are enrolled in the college tuition program Starbucks provides. The company is looking for other Irving locations to develop.

Councilman Oscar Ward reported:

- City Council meeting last week passed item for short-term rental registration requirements and regulations. This will go into effect October 1, and it was confirmed there will be a penalty for non-compliance.

City Manager Chris Hillman reported:

- The Toyota Music Factory mixed beverage sales tax has reported earnings equal to the highest-level pre-pandemic. This is a continued sign of recovery from COVID, and he is hopeful it will continue.
- Hillman gave a shout-out to Irving Las Colinas Chamber of Commerce President Beth Bowman and the Chamber staff for the highly successful small business blitz event. Over 1,000 small businesses were visited and thanked for their support and perseverance through this tough time.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- There is a City Council agenda item later this month regarding the Events Trust Fund for a USA Triathlon event. ICVB Sales worked hard with City staff to present all the integral parts of the event and the synergy of the teams works well. Taylor added he was honored to hear how impressed the Professional Triathletes Organization staff was with everyone they came into contact in Irving. Basoco asked if the presentation that was shared at the Henry Holmes breakfast can be shared on the Board portal.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The 2022 Multisport National Championships Festival will be held April 28-May 1 in Irving. This is the first ever event bringing together six multiple race formats. All races will be held at Irving's Levy Event Plaza. She thanked the Las Colinas Association staff for their assistance.
- The ICVB is also hosting the Texas Society of Association Executives (TSAE) with approximately 600 meeting planners. She noted there may be some volunteer opportunities for Board members during the event.
- The Sales team is on pace and had a great January, however, the Corporate market is still the slowest to recover.
- Preparing to hire a Corporate Sales Manager in the next few months.

Marketing and Communications

Assistant Executive Director Diana Pfaff reported:

- January saw an increase in meeting sales weekly lead volume.
- Website traffic had 57,011 total sessions to both websites and holding steady.
- Blog traffic had 7,546 pageviews in January.
- Advertising engagement increased with 19,040 site visits, and most visits were from the leisure market.
- Social media added 1,780 additional Followers and Likes.
- Staycations Campaign generated 7,669 hotel referrals and 27.1 million impressions, 154,091 hotel referrals year-to-date, with a potential economic value of \$33 million.
- This fiscal year the Meetings Campaign generated 4,868 website sessions and 47 meeting inquiries.
- YTD Promoted Content Campaign generated a combined 7,885 visits through social media and the ICVB blog.
- The Marketing and Communications team has received five Adrian Awards from Hospitality Sales and Marketing Association Industry (HSMAI), two Bronze and one Silver for Public Relations

efforts, which includes multiple social media and blog postings; one Gold for Visit Irving Safe Meetings and Staycations Campaigns.

- Marketing Director Monty White was named by HSMAI a Top 25 Extraordinary Mind for his outstanding work on the Staycation and Safe Meetings Campaigns. Those programs for September 2020-21 generated 151,000 hotel referrals and added \$25 million in economic value. It is the most successful campaign ever run and has the highest ever web traffic.
- Pfaff congratulated Alvarez on the Irving Marathon Series and added he is the most hard working and creative person to work with and the Series is professionally done. Visitors are attending and staying in hotels. He also worked on the Irving Olympic Day event. She thanked Alvarez for all he is doing in Irving.

Administration and Finance

Assistant Executive Director Administration and Finance Susan Rose reported:

- November AirDNA Report shows:
 - There were 434 available listings in Irving, which was a 9.2% decrease over last year.
 - The Average Daily Rate was \$212.65, an increase of 39.78% over last year.
 - Occupancy increased 6.04% compared to last year.
 - The hotel comparable subset Average Daily Rate for January was \$102.37, an increase of 25.58%, Occupancy of 55.2%, an increase of 19.60% from last year.
- Administration/Finance Department:
 - The team will attend several days of meetings to rebuild, refocus, and leverage our strengths. All ICVB staff will participate and review results from the Birkman Study assessment.

Basoco expressed his support of the Birkman Study assessment and asked if it could be expanded to other City departments. Gast noted that the Birkman study ICVB staff participated in was included in a Fired Up! Tourism Industry program but will share with Hillman and Director of Human Resources Jill McAdams.

Rose reported:

- During the recent ice storm and staff working remotely, the Department of Homeland Security contacted ICVB regarding a cyber-security incident.
- It was discovered there was possible exposure to two hosts for ransom groups actively targeting the network through a malicious phishing email received by an end-user.
- IT Manager Brice Petty notified the City Information Technology team of the incident and worked with them for additional resources.
- The system was isolated within several hours after the email receipt on January 19 and has remained isolated since. Homeland Security notified the ICVB on February 4.
- Data backup had recently taken place.
- ARPA funding was recently used to upgrade the security network, which better positioned us for this incident.
- The majority of ICVB documents are housed in the Cloud so there has been little disruption in daily processes for staff.
- Rose expressed her appreciation for Petty, City Hall IT Department's responsiveness and specifically mentioned Chief Technology Officer Chad Powell, Assistant Information Technology Director Bennie Boysen, and Information Security Officer Jose Mendez for their invaluable assistance.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- There were 18 events in January, which is an improvement.
- This is the fourth month in a row the ICC has made budget and is showing \$200,000 ahead of budget.
- Recovery is slow and steady.
- This fiscal year is very different with Rental income up and Catering remaining down. The dynamics of events are different, with Corporate business not back into full swing, but Public shows that pay Rental fees have increased. Will continue to work to balance and end the year on target.
- Concessions and room-set labor is being fulfilled by staff to cut costs.
- Projects in the building include changing out the lighting in the Exhibit Hall and Grand Ballroom, \$100,000 in new landscaping, Grand Ballroom chair replacement and installation of monument signs in the front of the building.

Director of Sales Matt Tungett reported:

- There were five cancellations in January, and zero in February.
- Starting to build back staff travel into the schedules. ARPA funds are being used for travel to an Association Market event in Austin and a national tradeshow later in the year.
- March is the first month in two years comparable to 2019 for the number for events.
- Southern Baptist, North Texas Teen Book Festival, Quinceañera Expo, and First Robotics are all back again.
- Closing out the month with a four-day corporate program, which is the first one in two years.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the January report for the City shows 54.3% Occupancy.
- Average Daily Rate is \$99.48.
- RevPAR is \$53.98 for the month.
- Hilton Garden Inn DFW South for January 2022 is showing 78% Occupancy, \$126.97 Average Daily Rate.
- Should beat budget in March and all indications are trending in the right way.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended December with Occupancy of 53.3%, Average Daily Rate of \$94.96, growth index 120% over the competitive set.
- Numbers continue to grow, and February looks good and should end with a 63% increase over January.
- The Hilton Garden Inn Las Colinas and Hampton Inn Irving/Las Colinas hired a dual Sales Manager.

RESTAURANT INDUSTRY

Board Chair David Cole reported:

- Texas Restaurant Association Board of Directors met for their bi-annual meeting at the Dallas Marriott Uptown. The Board spent three days looking hard at the restaurant industry. Their leadership has brought Texas to the forefront and people all over the country and world are looking to see what Texas is doing in the industry.
- Six of the eight legislative bills brought by the TRA were passed.
- The new normal for fine dining restaurants shows 60% are doing take-out business and 40% are doing delivery now, and many have smaller menus.
- There is growth in the restaurant business in Irving and some are opening into restaurant locations that closed during the pandemic. Foodistaan has opened in the Rodizio location. Sapp Sapp is now The Padaek who is owned by a seasoned restaurateur. Champps restaurant location is under construction for a new Brazilian steakhouse, Crumbl Cookie and Fajita Pete's moved into previously closed spaces.
- Irving Boulevard construction is a needed development but need to educate the community on traffic flow and to visit restaurant locations along the construction area and be patient.
- Friday Fish Fry benefitting the Irving Heritage Society begins March 4 through April 8 from 4:00-8:00 p.m. at Big State.
- Greg Den Herder with Amber Green Corporation and a member of the Houston Texas Restaurant Association is looking to open a business at DFW Airport area. Cole to contact the Irving Chamber to seek potential properties.

Greater Irving-Las Colinas Chamber of Commerce

Board member John Nicks reported:

- Economic Development Team continues to fill the pipeline, representing \$28 million in capital investment and 28,000 jobs.
- U.S. Department of Labor reports Unemployment rate declined in Irving to 3.7%, compared to the peak in January 2021 of 6.8%.
- The Chamber team, alongside a group of volunteers did an Irving small business blitz on February 14. The relationships built are valuable and he thanked the team and volunteers for their commitment to the community.
- Deadline to file for local elections is this week – there are three open seats on the May ballot. The Chamber is working with candidates to highlight their priorities and post on the Chamber website and serve as a local resource.
- Ribbon cutting on March 2 for On the Road Garage at 1:00 p.m.
- Women's Leadership Forum: Creating a Gender-Equal World on March 8 at the Irving Arts Center.

Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

- A tour of the Irving Archives Museum will be available after the meeting.
- Archives and Museum:
 - *I Am A Man: Photographs of the Civil Rights Movement, 1960-70*
 - *She*: Phase 2 of an exhibition about the Bear Creek Community, curated by Phyllis Caraway Franklin.

- *Citizens at Last: The Women's Suffrage Moment in Texas* another curated exhibition with the League of Women Voters of Irving.
- *Her Story* curated by the City of Irving's Diversity and Inclusion Committee, highlighting five Irving women who have had a significant impact on Irving.
- There is virtual and in-person programming for these exhibitions to meet the challenges of the pandemic, as well as reach out with digital content.
- Next month the first bilingual exhibition *Pleibol!* In the Barrios and the Big Leagues opens, partnering with Irving Hispanic Chamber and the Dallas Mexican American Historical League.
- A communication and marketing campaign is ongoing to increase awareness of the Museum.
- There is an electronically distributed newsletter that highlights exhibits, collections, and upcoming events. Currently there are 1,098 individual emails.
- Ads were placed in Tour Texas publications (Texas Highways Events, Texas State Travel Guide, Texas Highways, and TourTexas.com), The Burb, Hackberry Creek newsletter, Heritage Herald, Texas Rangers Yearbook and DFW Child.
- New website continues to drive traffic with 1,419 visitors in January and 2,354-page impressions.
- The IAM Facebook page reached 21,771 people last month.
- Restoration work continues at the Jackie Townsell Bear Creek Heritage Center.
- The Masonic Lodge siding and balcony repairs are complete, as well as exterior painting. Currently waiting for delivery of new exterior doors. The first-floor interior has been painted and drywall work is complete.
- The Davis House structural repairs are underway with siding, paint, and concrete work for a new ADA ramp.
- Green House repairs are progressing on schedule.
- The Mustang Museum lease has been signed and work will begin to reinstall the Mustang Museum at Williams Square. The goal is to be ready to open at the same time as the newly remodeled Williams Square Plaza.
- Excited to host the ICVB Board of Directors meeting in March at the Irving Arts Center.

The Las Colinas Association

Board member Hammond Perot reported:

- The Las Colinas Association Annual Meeting is scheduled for March 22. Board member elections will be held.
- The Urban Center wayfinding project is 80% complete – redesign of monument sign has been delayed but hoping to have the project complete by the end of March.
- Upcoming projects: infrastructure enhancement, history exhibit, book project, LCA 50th Anniversary event.

Cole adjourned the meeting at 1:39 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending:
February 2022



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2022

Assets

Cash and equivalents	5,501,950.30
Investments	3,030,400.00

Total Assets	<u>8,532,350.30</u>
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Liabilities

Accounts payables	355,529.18
Unearned revenue	7,847,044.81

Total Liabilities	<u>8,202,573.99</u>
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Fund Balance (Budgetary basis)

Reserve for encumbrances	1,051,407.52
Unreserved	(721,631.21)

Total Fund Balance	<u>329,776.31</u>
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Total Liabilities and Fund Balance	<u>8,532,350.30</u>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	432,433.50	1,603,739.23	5,397,466.00	29.7%	0.00	3,793,726.77
	PENALTY AND INTEREST	0.00	1,016.92	0.00	100.0%	0.00	(1,016.92)
	PRIOR YEAR	0.00	71,652.73	0.00	100.0%	0.00	(71,652.73)
	SHORT-TERM RENTALS	4,113.44	12,517.71	0.00	100.0%	0.00	(12,517.71)
	TOTAL HOTEL/MOTEL TAX	436,546.94	1,688,926.59	5,397,466.00	31.3%	0.00	3,708,539.41
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME							
		48.25	123.56	3,000.00	4.1%	0.00	2,876.44
M5 - MISCELLANEOUS							
		0.00	7,650.00	30,000.00	25.5%	0.00	22,350.00
TOTAL REVENUE		436,595.19	1,696,700.15	12,828,811.00	13.2%	0.00	11,132,110.85
EXPENDITURES							
N1 - SALARIES							
		186,234.10	900,192.13	2,617,580.00	34.4%	0.00	1,717,387.87
N2 - BENEFITS							
		38,616.19	229,202.99	701,288.00	32.7%	0.00	472,085.01
N4 - SUPPLIES							
		2,426.37	50,372.81	111,488.00	45.2%	13,200.00	47,915.19
O1 - UTILITIES (COMMUNICATIONS)							
		1,567.82	5,946.20	26,100.00	22.8%	0.00	20,153.80
O3 - OUTSIDE SERVICES							
	FREIGHT	(0.55)	70.49	3,000.00	2.3%	0.00	2,929.51
	MARKETING AND SALES RESOURCES	9,191.87	14,102.87	45,380.00	31.1%	0.00	31,277.13
	MEDIA ADVERTISING	24,900.50	153,224.96	582,399.80	26.3%	320,197.89	108,976.95
	POSTAGE EQUIPMENT RENTAL	(0.85)	662.16	2,650.00	25.0%	1,324.32	663.52
	PROFESSIONAL SERVICES	11,385.16	1,133,357.97	3,173,401.00	35.7%	701,721.61	1,338,321.42
	PROPERTY MANAGEMENT SERVICES	350,000.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	TOTAL OUTSIDE SERVICES	395,476.13	1,999,418.45	5,201,830.80	38.4%	1,023,243.82	2,179,168.53
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	22,137.03	39,398.92	555,000.00	7.1%	0.00	515,601.08
	MILEAGE REIMBURSEMENT	(0.90)	40.95	2,500.00	1.6%	0.00	2,459.05
	MEMBERSHIP AND DUES	1,514.75	26,922.90	50,000.00	53.8%	0.00	23,077.10
	TOTAL TRAVEL - TRAINING - DUES	23,650.88	66,362.77	607,500.00	10.9%	0.00	541,137.23
O5 - CLAIMS AND INSURANCE							
		0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	17,461.88	67,557.06	215,898.00	31.3%	0.00	148,340.94
	BUSINESS DEV INCENTIVE PROG	10,994.00	74,887.13	500,000.00	15.0%	0.00	425,112.87
	CONVENTION SERVICES MATERIALS	19,504.00	22,562.56	92,803.83	24.3%	8,963.70	61,277.57
	EVENT SPONSORSHIPS	2,750.00	54,167.50	128,800.00	42.1%	6,000.00	68,632.50
	ICVB VOLUNTEER PROGRAM	(0.10)	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	3,625.44	27,984.52	581,500.00	4.8%	0.00	553,515.48
	TOTAL MISCELLANEOUS EXPENSES	54,335.22	247,158.77	1,524,001.83	16.2%	14,963.70	1,261,879.36
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	111,353.00	0.0%	0.00	111,353.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	100.0%	0.00	363,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	863,000.00	0.0%	0.00	863,000.00
TOTAL EXPENDITURES		702,306.71	3,533,165.37	11,902,186.63	29.7%	1,051,407.52	7,317,613.74

Beginning Fund Balance	2,166,241.53
Revenues	1,696,700.15
Expenditures	(3,533,165.37)
Ending Fund Balance	329,776.31

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



2204 - ICVB CONVENTION CENTER
MONTHLY BALANCE SHEET
FEBRUARY 2022

Assets

Cash and equivalents	2,092,123.97
Investments	1,603,000.00

Total Assets	<u>3,695,123.97</u>
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Liabilities

Accounts payables	260,154.92
Unearned revenue	2,959,732.65

Total Liabilities	<u>3,219,887.57</u>
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Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	475,236.40

Total Fund Balance	<u>475,236.40</u>
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Total Liabilities and Fund Balance	<u>3,695,123.97</u>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE/CIP FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2022

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME		51.14	188.77	500.00	37.8%	0.00	311.23
M5 - MISCELLANEOUS		21,924.37	1,109,621.85	1,264,000.00	87.8%	0.00	154,378.15
M6 - TRANSFER FROM ICVB GENERAL		0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE		21,975.51	1,109,810.62	4,506,167.00	24.6%	0.00	3,396,356.38
EXPENDITURES							
N4 - SUPPLIES		123,908.48	123,908.48	114,794.00	107.9%	0.00	(9,114.48)
N7 - STRUCTURE MAINTENANCE		21,924.37	119,555.85	264,000.00	45.3%	0.00	144,444.15
O3 - OUTSIDE SERVICES		136,246.44	136,246.44	352,000.00	38.7%	0.00	215,753.56
O4 - TRAVEL / TRAIN / DUES		11,909.33	11,909.33	35,000.00	34.0%	0.00	23,090.67
P1 - CAPITAL EXPENDITURES		152,751.50	919,781.58	2,376,873.00	38.7%	0.00	1,457,091.42
TOTAL EXPENDITURES		446,740.12	1,311,401.68	3,142,667.00	41.7%	0.00	1,831,265.32

Beginning Fund Balance	676,827.46
Revenues	1,109,810.62
Expenditures	(1,311,401.68)
Ending Fund Balance	475,236.40

NOTE:

EXPENDITURES INCLUDE PAYMENTS MADE FROM HOTEL TAX AND ARPA FUNDS.

PLEASE REFER TO THE MONTHLY CHECK REGISTER FOR A BREAKDOWN EXPENDITURES BY TYPE.



Irving Convention and Visitors Bureau

Check Register

February 2022

Check #	Check Date	Vendor Name	Line Item Description	Invoice Amount	Check Amount	
		Object Description			ARPA	HOT Tax
80062134	2/3/2022	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC			2,400.00	
		TRAVEL AND TRAINING	CMCA 2022 SHOWCASE REGISTRATION/MARCH 1-3,	2,400.00		
80062135	2/3/2022	CUTTS, SUSAN			487.50	
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 17 - 28, 2022	487.50		
80062136	2/3/2022	DALLAS FORT WORTH ASSOCIATION EXECUTIVES			2,750.00	
		LOCAL PROGRAMS-PROMOTIONS	2022 ASSOCIATION DAY LUNCH SPONSORSHIP	1,500.00		
		MEDIA ADVERTISING	ADVERTISING	1,250.00		
80062137	2/3/2022	DELL MARKETING L P			1,050.00	
		OFFICE MACHINERY LESS 5000	DELL COMPUTERS / LAPTOPS FOR STAFF	1,050.00		
80062138	2/3/2022	FIRED UP BRANDS, INC			3,333.33	
		PROFESSIONAL SERVICES	ICVB STAFF TRAINING	3,333.33		
80062139	2/3/2022	FOSTER, WENDY				75.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062140	2/3/2022	HOPKINS, CHERYL				150.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00		
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062141	2/3/2022	LEVINE, KATHY				65.44
		COMMUNICATIONS	DEC 2021 - CELL	65.44		
80062142	2/3/2022	LOPEZ, BRENDA				75.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062143	2/3/2022	MALONEY STRATEGIC COMMUNICATION INC			15,870.00	
		PROFESSIONAL SERVICES	2021/2022 ICVB ADVERTISING MANAGEMENT Q2	15,870.00		
80062144	2/3/2022	MANSOUR, KAYLA				150.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
		COMMUNICATIONS	NOV 2021 - CELL	75.00		
80062145	2/3/2022	PFAFF, DIANA				75.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062146	2/3/2022	TIGER OAK MEDIA, INC			4,500.00	
		MEDIA ADVERTISING	ADVERTISING	3,500.00		
		MEDIA ADVERTISING	ADVERTISING	1,000.00		
80062147	2/3/2022	TUCKER & ASSOCIATES, LLC			74.23	
		PROFESSIONAL SERVICES	JAN 2022 - REIMBURSABLES	74.23		
80062148	2/10/2022	AJR MEDIA GROUP			3,979.00	
		MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM	3,979.00		
80062149	2/10/2022	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			18,880.03	585.23
		ACCOUNTS PAYABLE	JAN 2022 - RECEIPTS	19,465.26		
80062150	2/10/2022	BILBIA, CHELSEA			250.00	
		PROFESSIONAL SERVICES	BLOG POSTS - DEC 2021-JAN 2022	250.00		
80062151	2/10/2022	CHALLENGE YOUTH CONFERENCE, INC.			1,080.00	
		BUSINESS DEV INCENTIVE PROG	CHALLENGE YOUTH CONFERENCE/JAN 2022	1,080.00		
80062152	2/10/2022	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC			425.00	
		MEDIA ADVERTISING	ADVERTISING	425.00		
80062153	2/10/2022	COWBOYS EXPERIENCE			261.00	
		BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE/OCT 2021	42.00		
		BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE/OCT 2021	117.00		
		BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE/NOV 2021	63.00		
		BUSINESS DEV INCENTIVE PROG	COWBOYS EXPERIENCE/JAN 2022	39.00		
80062154	2/10/2022	DALLAS FORT WORTH AIRPORT MARRIOTT			855.00	
		BUSINESS DEV INCENTIVE PROG	FLYING EAGLES REUNION/JAN 2022	855.00		



Irving Convention and Visitors Bureau

Check Register

February 2022

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount ARPA	HOT Tax
80062155	2/10/2022	FIRED UP BRANDS, INC PROFESSIONAL SERVICES	ICVB STAFF TRAINING	3,333.33	3,333.33	
80062156	2/10/2022	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	321.50	321.50	
80062157	2/10/2022	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	11,375.00	11,375.00	
80062158	2/10/2022	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING	ADVERTISING	3,300.00	8,800.00	
		MEDIA ADVERTISING	ADVERTISING	5,500.00		
80062159	2/10/2022	PROVIDENT GROUP - IRVING PROPERTIES, LLC BUSINESS DEV INCENTIVE PROG	SERRA INTERNATIONAL/JAN 2022	860.00	860.00	
80062160	2/10/2022	ROWE, KRISTINA PROFESSIONAL SERVICES	BLOG POSTS - DEC 2021 - JAN 2022	300.00	300.00	
80062161	2/10/2022	SUPERIOR EXPOSITION SERVICES, LLC TRAVEL AND TRAINING	SOUTHWEST SHOWCASE IRVING BOOTH/JAN 26, 2022	6,859.00	6,859.00	
80062162	2/10/2022	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - FEB 2022	4,000.00	4,000.00	
80062163	2/10/2022	PITTMAN, MELODY EVENT SPONSORSHIPS	2022 DINE AROUND SPONSORSHIP	2,750.00	2,750.00	
80062164	2/10/2022	YDRINK LLC SUBSCRIPTIONS-PUBLICATIONS	YDRINK ANNUAL SUBSCRIPTION	349.00	349.00	
80062165	2/17/2022	CELLCO PARTNERSHIP COMMUNICATIONS	JANUARY 2022	159.44		329.03
		COMMUNICATIONS	JANUARY 2022	93.33		
		COMMUNICATIONS	JANUARY 2022	76.26		
80062166	2/17/2022	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 24 - FEB 11, 2022	537.50	537.50	
80062167	2/17/2022	DALLAS FORT WORTH AIRPORT MARRIOTT BUSINESS DEV INCENTIVE PROG	IMEG CORPORATION ANNUAL MEETING/JAN 2022	628.00	628.00	
80062168	2/17/2022	DIPIETRO, KATHERINE COMMUNICATIONS	DEC 2021 - CELL	75.00		150.00
		COMMUNICATIONS	NOV 2021 - CELL	75.00		
80062169	2/17/2022	FOJTASEK, LORI COMMUNICATIONS	DEC 2021 - CELL	75.00		150.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00		
80062170	2/17/2022	FOSTER, WENDY COMMUNICATIONS	JAN 2022 - CELL	75.00		75.00
80062171	2/17/2022	EX DALLAS LP MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2022	882.00		882.00
80062172	2/17/2022	ANGEL HOSPITALITY VIII LLC BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	207.00	207.00	
80062173	2/17/2022	LAUDA, MARIANNE COMMUNICATIONS	JAN 2022 - CELL	75.00		75.00
80062174	2/17/2022	MANSELL, LORI COMMUNICATIONS	DEC 2021 - CELL	75.00		75.00
80062175	2/17/2022	MELTWATER NEWS US INC MARKETING RESOURCES	MEDIA MONITORING & REPORTS RENEWAL 4/1/22-	8,500.00	8,500.00	
80062176	2/17/2022	PETTY, BRICE COMMUNICATIONS	JAN 2022 - CELL	71.66		71.66
80062177	2/17/2022	PFAFF, DIANA COMMUNICATIONS	JAN 2022 - CELL	75.00		75.00
80062178	2/17/2022	REGENT HOSPITALITY LTD.			480.00	

Begin Date 2/1/2022 End Date 2/28/2022



Irving Convention and Visitors Bureau

Check Register

February 2022

Check #	Check Date	Vendor Name	Line Item Description	Invoice Amount	Check Amount	
		Object Description			ARPA	HOT Tax
80062179	2/17/2022	BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	480.00		
		ROBERTS, DEBBIE				150.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062180	2/17/2022	COMMUNICATIONS	JAN 2022 - CELL	75.00		
		ROSE, SUSAN				43.65
		COMMUNICATIONS	JAN 2022 - CELL	43.65		
80062181	2/17/2022	SHERATON DFW AIRPORT HOTEL			2,375.00	
		BUSINESS DEV INCENTIVE PROG	DALLAS DANCE FESTIVAL/ADDITIONAL ROOMS/NOV	935.00		
		BUSINESS DEV INCENTIVE PROG	ART OF MOVEMENT/JAN 2022	580.00		
		BUSINESS DEV INCENTIVE PROG	FRANK GLAZIER FOOTBALL CLINIC/FEB 2022	860.00		
80062182	2/17/2022	SMG			152,751.50	
		OFFICE MACHINERY	BUILDING FIREWALL	143,401.50		
		OFFICE MACHINERY	RADIO BATTERY REPLACEMENT	9,350.00		
80062183	2/17/2022	SMG				21,924.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2022	21,924.37		
80062184	2/17/2022	STALLINGS, APRIL				225.00
		COMMUNICATIONS	CELL PHONE - DECEMBER 2021	75.00		
		COMMUNICATIONS	CELL PHONE - JANUARY 2022	75.00		
		COMMUNICATIONS	CELL PHONE - FEBRUARY 2022	75.00		
80062185	2/17/2022	STODDARD, CAROL				75.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00		
80062186	2/17/2022	WHITE, MONTY				75.00
		COMMUNICATIONS	DEC 2021 - CELL	75.00		
80062187	2/16/2022	2SYNERGIZE, INC.				0.65
		SUBSCRIPTIONS-PUBLICATIONS	BANK OF AMERICA UPLOAD TEST	0.65		
80062188	2/16/2022	ADCO ADVERTISING				0.10
		COMMUNICATIONS	BANK OF AMERICA UPLOAD TEST	0.10		
80062189	2/16/2022	ARROW ELECTRONICS, INC				0.17
		POSTAGE EQUIPMENT RENTAL	BANK OF AMERICA UPLOAD TEST	0.17		
80062190	2/16/2022	B + B PRODUCTIONS, LLC				0.20
		PROFESSIONAL SERVICES	BANK OF AMERICA UPLOAD TEST	0.20		
80062191	2/16/2022	BRIGHT BUSINESS MEDIA				0.25
		LOCAL PROGRAMS-PROMOTIONS	BANK OF AMERICA UPLOAD TEST	0.25		
80062192	2/16/2022	CINA, BENJAMIN				0.35
		TRAVEL AND TRAINING	BANK OF AMERICA UPLOAD TEST	0.35		
80062193	2/16/2022	CIRCLE R RANCH				0.40
		POSTAGE	BANK OF AMERICA UPLOAD TEST	0.40		
80062194	2/16/2022	DELI MANAGEMENT, INC.				0.42
		LOCAL PROGRAMS-PROMOTIONS	BANK OF AMERICA UPLOAD TEST	0.42		
80062195	2/16/2022	DHD FILMS				0.47
		FREIGHT	BANK OF AMERICA UPLOAD TEST	0.47		
80062196	2/16/2022	EDELMAN				0.55
		MEMBERSHIPS, CERTS, & LICENSES	BANK OF AMERICA UPLOAD TEST	0.55		
80062197	2/16/2022	EFW INC				0.60
		ICVB VOLUNTEER PROGRAM	BANK OF AMERICA UPLOAD TEST	0.60		
80062198	2/16/2022	ESP, INC.				0.05
		MILEAGE REIMBURSEMENT	BANK OF AMERICA UPLOAD TEST	0.05		
80062199	2/16/2022	INTACCT CORPORATION				0.70
		SUBSCRIPTIONS-PUBLICATIONS	BANK OF AMERICA UPLOAD TEST	0.70		



Irving Convention and Visitors Bureau

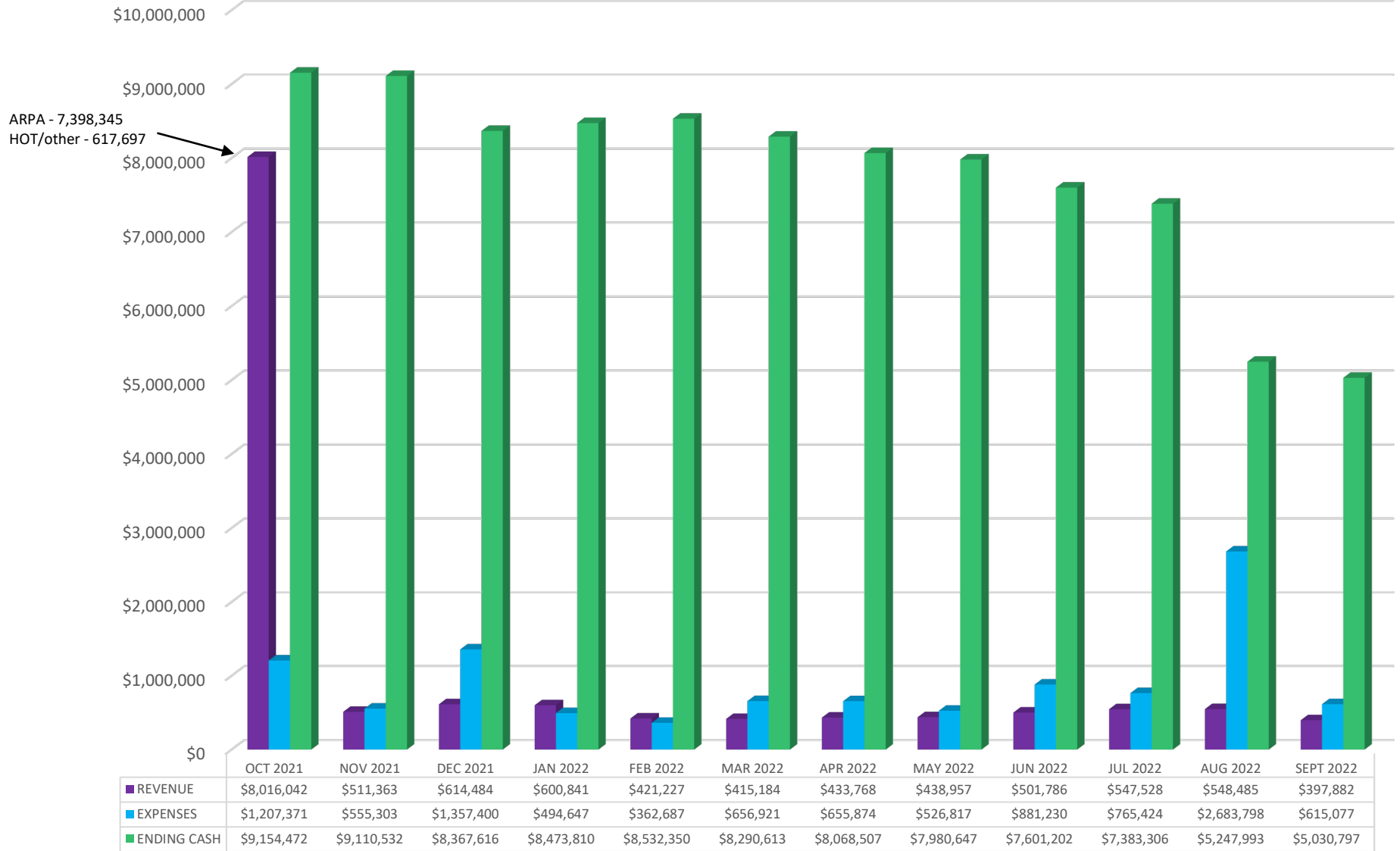
Check Register

February 2022

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount ARPA	HOT Tax
80062200	2/16/2022	JR PRODUCTIONS INC. TRAVEL AND TRAINING	BANK OF AMERICA UPLOAD TEST	0.75		0.75
80062201	2/16/2022	KANE RUSSELL COLEMAN LOGAN PC COMMUNICATIONS	BANK OF AMERICA UPLOAD TEST	0.80		0.80
80062202	2/16/2022	MONSTER VISION PRODUCTIONS PROFESSIONAL SERVICES	BANK OF AMERICA UPLOAD TEST	0.85		0.85
80062203	2/16/2022	NESTLE USA SUBSCRIPTIONS-PUBLICATIONS	BANK OF AMERICA UPLOAD TEST	0.90		0.90
80062204	2/16/2022	ORTHOFIX INC TRAVEL AND TRAINING	BANK OF AMERICA UPLOAD TEST	0.95		0.95
80062205	2/16/2022	PICTURE THIS GREEN SCREEN MEMBERSHIPS, CERTS, & LICENSES	BANK OF AMERICA UPLOAD TEST	1.00		1.00
80062206	2/16/2022	R FOX DESIGNS, LP MILEAGE REIMBURSEMENT	BANK OF AMERICA UPLOAD TEST	1.01		1.01
80062207	2/16/2022	RASHADA, LUQMAN POSTAGE	BANK OF AMERICA UPLOAD TEST	1.10		1.10
80062208	2/16/2022	REAL RESOURCES, INC. SUBSCRIPTIONS-PUBLICATIONS	BANK OF AMERICA UPLOAD TEST	1.15		1.15
80062209	2/16/2022	SELLINGER'S POWER GOLF, LTD PROFESSIONAL SERVICES	BANK OF AMERICA UPLOAD TEST	1.20		1.20
80062210	2/16/2022	THE GLASS DOCTOR COMMUNICATIONS	BANK OF AMERICA UPLOAD TEST	1.22		1.22
80062211	2/16/2022	XRX INC. LOCAL PROGRAMS-PROMOTIONS	BANK OF AMERICA UPLOAD TEST	1.35		1.35
80062212	2/24/2022	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	SIGMA KAPPA SORORITY/JAN 2022	765.00	765.00	
80062213	2/24/2022	FLOWSERVE US INC BUSINESS DEV INCENTIVE PROG	CENTRIFUGAL PUMP FUNDAMENTALS/OCT 4-8, 2021	130.00	1,175.00	
		BUSINESS DEV INCENTIVE PROG	CENTRIFUGAL PUMP FUNDAMENTALS/OCT 25-29, 2021	185.00		
		BUSINESS DEV INCENTIVE PROG	ROOT CAUSE ANALYSIS/NOV 2021	35.00		
		BUSINESS DEV INCENTIVE PROG	CENTRIFUGAL PUMP FUNDAMENTALS/DEC 2021	40.00		
		BUSINESS DEV INCENTIVE PROG	BOOT CAMP/OCT 2021	525.00		
		BUSINESS DEV INCENTIVE PROG	PUMP AND MECHANICAL SEAL PRINCIPLES/DEC 2021	180.00		
		BUSINESS DEV INCENTIVE PROG	PUMP AND MECHANICAL SEAL RELIABILITY/OCT 2021	80.00		
80062214	2/24/2022	EX DALLAS LP BUSINESS DEV INCENTIVE PROG	JOHN DEERE/CEO SUMMIT/FEB 2022	2,105.00	2,105.00	
80062215	2/24/2022	PROVIDENT GROUP - IRVING PROPERTIES, LLC BUSINESS DEV INCENTIVE PROG	FOCUS FELLOWSHIP OF CATHOLIC UNIVERSITY/FEB 2022	425.00	425.00	
80062216	2/24/2022	SMG TRAVEL AND TRAINING	SOUTHWEST SHOWCASE & RCMA CONF 2022	4,505.40	11,909.33	
		TRAVEL AND TRAINING	OSHA TRAINING	1,503.93		
		TRAVEL AND TRAINING	CATERSOURCE CONFERENCE REGISTRATION 2022	5,900.00		
80062217	2/24/2022	STAPLES OFFICE SUPPLIES	OFFICE SUPPLIES	46.84		134.67
		OFFICE SUPPLIES	OFFICE SUPPLIES	87.83		
80062218	2/24/2022	SUPERIOR EXPOSITION SERVICES, LLC TRAVEL AND TRAINING	2022 SOUTHWEST SHOWCASE-MATERIAL HANDLING	2,213.70	2,213.70	
80062219	2/24/2022	THE RICHEY COMPANY CONVENTION SERVICES MATERIALS	BIC GRIP ROLLER PENS	19,504.00	19,504.00	
		Total Number of Invoices	113	324,422.19	298,718.95	25,703.24
		Total Number of Checks	86		92%	8%

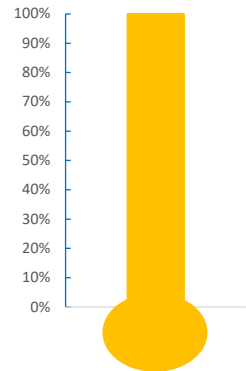
Begin Date 2/1/2022 End Date 2/28/2022

Irving Convention and Visitors Bureau FY22 Cash Flow February 2022



REVENUE EXPENSES ENDING CASH

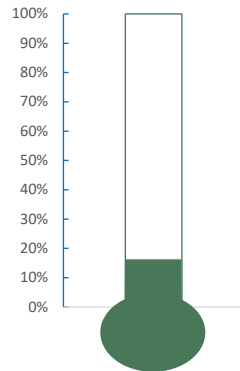
REPAYMENT OF FY21 LOAN



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

FY22 YEAR END GOAL
N/A

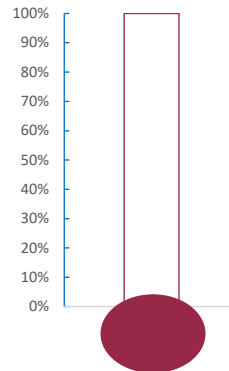
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$329,776

FY22 YEAR END GOAL
\$2,000,000

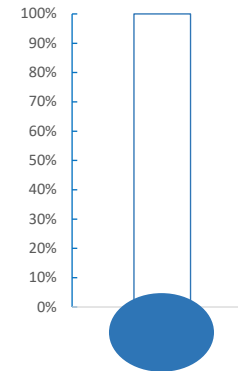
CATASTROPHIC RESERVE



GOAL: \$5,000,000
CURRENT: \$710

FY22 YEAR END GOAL
\$500,000

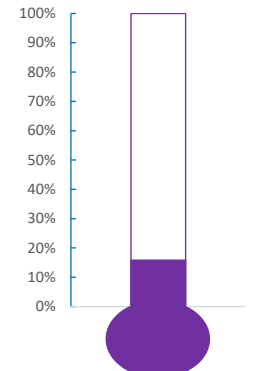
COMPUTER FUND



GOAL: \$500,000
CURRENT: \$207

FY22 YEAR END GOAL
N/A

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$475,236

FY22 YEAR END GOAL
\$1,000,000



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending:
January 2022

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2021 - 2022**

LUXURY & FULL SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022
1	<i>Atrium Hotel and Suites DFW Airport</i>	<i>3,783.84</i>	<i>4,528.42</i>	<i>4,045.56</i>	<i>0.00</i>
2	Dallas Marriott Hotel Las Colinas	37,970.09	33,483.93	24,467.35	22,307.01
3	DFW Airport Hotel & Conference Center	2,628.37	2,490.29	1,924.10	414.75
4	DFW Airport Marriott	40,597.86	44,001.44	24,067.21	40,491.61
5	<i>Doubletree by Hilton DFW Airport North</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>
6	Embassy Suites DFW Airport South	23,760.06	22,304.84	19,367.30	17,870.25
7	Four Seasons Resort & Club	82,177.41	80,697.71	62,241.41	45,428.15
8	Hilton Garden Inn DFW Airport South	10,967.90	10,423.32	7,286.49	7,976.63
9	Hilton Garden Inn Las Colinas	10,627.57	9,520.04	7,534.88	7,252.60
10	Holiday Inn Irving Las Colinas	7,069.28	5,548.92	5,579.88	5,880.13
11	NYLO Las Colinas Tapestry Collection by Hilton	13,102.22	11,870.42	10,551.36	9,080.76
12	Omni Las Colinas Hotel	32,743.44	28,486.90	20,256.44	21,630.77
13	<i>Sheraton DFW Airport Hotel</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>
14	Texican Court	10,626.37	10,238.59	9,334.91	9,358.05
15	Westin DFW Airport	40,206.91	35,351.72	3,075.04	18,305.41
TOTAL LUXURY & FULL SERVICE		316,261.32	298,946.54	199,731.93	205,996.12
16	Westin Irving Convention Center Las Colinas	36,557.50	37,876.68	25,412.52	27,656.24

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 2021	NOV 2021	DEC 2021	JAN 2022
1	Comfort Inn DFW Airport North	4,642.86	3,309.17	3,780.49	3,794.95
2	Comfort Suites DFW Airport North	5,488.66	4,961.09	4,613.53	4,623.58
3	Comfort Suites Las Colinas	1,207.02	1,001.82	936.22	831.92
4	Country Inn & Suites by Carlson DFW Airport South	3,521.75	3,282.54	2,924.99	2,693.79
5	Element DFW Airport North	8,065.41	7,212.62	5,896.07	6,217.73
6	Extended Stay America Dallas DFW Airport North	2,337.12	1,394.21	1,320.19	2,452.66
7	Extended Stay America Dallas Las Colinas	1,858.48	1,476.93	1,472.61	1,132.03
8	Extended Stay Deluxe Green Park	1,237.03	1,109.52	1,706.64	1,882.33
9	Extended Stay Deluxe Las Colinas	1,189.45	944.16	653.92	1,290.77
10	Hawthorne Suites Irving DFW Airport South	2,318.89	1,608.81	1,119.44	1,322.57
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	8,560.70	7,620.69	7,237.90	7,532.27
13	Holiday Inn Express Hotel & Suites DFW Airport South	8,115.66	7,085.52	6,911.36	5,646.19
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	6,643.96	5,913.14	4,722.48	5,347.92
15	Home Towne Studios Dallas Irving	2,154.29	1,795.08	1,689.38	2,003.47
16	Homewood Suites by Hilton DFW Airport North	5,470.96	5,395.49	4,856.84	5,023.29
17	Homewood Suites by Hilton Las Colinas	9,559.37	8,304.84	7,968.12	8,480.67
18	Hyatt House Dallas Las Colinas	0.00	0.00	0.00	7,053.04
19	Oakwood Waterwalk Dallas Las Colinas	1,984.60	1,855.77	2,350.07	2,785.10
20	Residence Inn Dallas DFW Airport North Irving	4,867.76	4,676.38	3,897.89	4,066.10
21	Residence Inn Dallas Las Colinas	5,802.06	5,722.54	6,093.38	5,713.68
22	Sonesta ES Suites Dallas Las Colinas	3,044.44	2,832.77	1,939.41	1,960.49
23	Sonesta Simply Suites Dallas Las Colinas	1,393.66	1,796.70	1,341.21	1,481.41
24	Springhill Suites Dallas DFW Airport East Las Colinas	4,876.33	4,763.28	4,562.12	4,263.30
25	Staybridge Suites DFW Airport North	3,120.31	3,201.63	2,504.37	1,908.88
26	TownePlace Suites Dallas DFW Airport North Irving	7,718.96	6,249.28	2,668.04	5,188.10
27	TownePlace Suites Dallas Las Colinas	4,539.84	4,987.08	3,395.01	3,564.56
28	Woodspring Suites Signature	2,349.47	1,162.23	1,192.49	1,831.95
TOTAL ALL SUITE / EXTENDED STAY		112,069.04	99,663.29	87,754.17	100,092.75

BUDGET SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022
1	Arya Inn & Suites	879.39	888.61	905.60	894.95
2	Best Western Irving Inn & Suites DFW South	3,431.08	3,713.85	3,820.29	2,920.69
3	Budget Inn & Suites	67.69	64.05	68.02	93.05
4	Budget Suites of America Las Colinas	586.81	1,373.32	1,215.12	353.94
5	Clarion Inn & Suites	3,955.98	3,367.31	0.00	2,763.90
6	Crossroads Hotel & Suites	1,412.00	1,128.59	1,584.58	1,579.87
7	Days Inn	4,913.29	4,450.75	4,299.64	4,989.05
8	Days Inn DFW Airport North	4,038.04	3,616.35	3,732.00	3,313.53
9	Delux Inn	812.48	796.11	713.63	687.36
10	Delux Suites Motel	63.46	62.08	68.40	76.00
11	Gateway Inn	626.89	618.08	531.10	532.47
12	Magnuson Extended Stay & Suites Airport Hotel	1,804.86	1,677.43	1,163.84	1,549.53
13	Motel 6 Dallas DFW South	1,721.00	1,672.73	1,680.21	1,558.79
14	Motel 6 Dallas Irving	3,527.81	3,148.09	2,880.32	2,995.02
15	Motel 6 DFW North	3,162.99	2,557.99	2,256.37	2,283.62
16	Motel 6 Irving Loop 12	1,056.56	993.72	929.88	841.71
17	OYO Hotel DFW Airport South	2,123.70	1,864.07	1,679.80	2,035.61
18	<i>OYO Hotel DFW Airport North</i>	348.26	0.00	558.36	0.00
19	Quality Inn & Suites DFW Airport South	2,760.11	2,611.23	2,426.30	1,937.51
20	Red Roof Inn Dallas DFW Airport North	5,648.37	4,819.00	4,412.49	4,391.15
21	Studio 6 / Motel 6 DFW Airport East	2,976.50	2,680.54	2,872.95	2,367.05
22	Super 8 Hotel DFW South	2,981.53	2,347.31	2,381.92	2,705.73
23	Super 8 Motel DFW North	2,893.74	2,790.12	2,738.58	2,640.84
TOTAL BUDGET SERVICE		51,792.54	47,241.33	42,919.40	43,511.37

LIMITED SERVICE		OCT 2021	NOV 2021	DEC 2021	JAN 2022
1	aLoft Las Colinas	9,963.33	9,010.54	7,762.02	8,115.09
2	Best Western Plus DFW Airport Suites North	4,582.23	4,054.27	3,477.43	3,444.02
3	Courtyard Dallas DFW Airport North Irving	13,203.24	12,661.84	10,210.14	10,399.35
4	Courtyard Dallas DFW Airport South Irving	12,273.74	10,168.05	7,959.26	6,584.26
5	Courtyard Dallas Las Colinas	7,753.24	7,210.28	5,366.04	4,358.72
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	7,950.62	7,232.38	6,818.02	7,404.65
7	Fairfield Inn & Suites Dallas Las Colinas	3,972.25	3,847.11	3,656.16	3,041.89
8	Fairfield Inn Dallas DFW Airport North Irving	6,026.25	6,927.03	6,498.87	6,573.18
9	Hampton Inn Dallas Irving Las Colinas	6,961.53	6,651.29	5,594.17	5,697.70
10	Home2 Suites by Hilton DFW Airport North	8,814.52	7,626.08	6,272.30	6,428.71
11	Home2 Suites by Hilton DFW Airport South Irving	8,736.38	7,253.49	6,041.81	8,164.25
12	Hyatt Place Dallas Las Colinas	8,272.42	6,694.98	6,003.59	5,886.38
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	8,532.36	9,274.42	1,696.48	7,247.16
15	La Quinta Inn & Suites DFW Airport South	6,177.91	5,317.02	4,875.56	5,478.81
16	La Quinta Inn Hotel & Suites Las Colinas	4,027.91	4,342.81	1,967.45	3,228.70
17	Quality Inn & Suites DFW Airport	5,650.45	5,134.51	5,148.08	4,999.60
18	Residence Inn Dallas DFW Airport South Irving	9,455.50	9,282.06	7,089.43	5,441.52
19	Wingate Inn by Wyndham Dallas Las Colinas	4,139.93	3,224.25	3,131.11	3,760.30
20	Wingate Inn by Wyndham DFW Airport North	3,940.92	3,105.10	3,189.95	2,565.88
TOTAL LIMITED SERVICE		140,434.73	129,017.51	102,757.87	108,820.17

TOTAL SHORT TERM RENTALS		4,117.33	4,438.29	3,589.42	2,781.76
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Number of locations	51	55	51	35
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SUMMARY	OCT 2021	NOV 2021	DEC 2021	JAN 2022
GRAND TOTAL	624,674.96	579,306.96	436,752.79	461,202.17
BUDGET	455,404.00	400,078.00	336,177.00	415,184.00
DIFFERENCE	169,270.96 37.2%	179,228.96 44.8%	100,575.79 29.9%	46,018.17 11.1%

CUMULATIVE YEAR TO DATE				
ACTUAL	624,674.96	1,203,981.92	1,640,734.71	2,101,936.88
BUDGET	455,404.00	855,482.00	1,191,659.00	1,606,843.00
DIFFERENCE	169,270.96	348,499.92	449,075.71	495,093.88

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
MONTHLY COMPARISON - JANUARY**

LUXURY & FULL SERVICE		JAN 2021	JAN 2022	DIFFERENCE	PERCENT
1	<i>Atrium Hotel and Suites DFW Airport</i>	1,032.28	0.00	(1,032.28)	-100.00%
2	Dallas Marriott Hotel Las Colinas	8,098.15	22,307.01	14,208.86	175.46%
3	DFW Airport Hotel & Conference Center	643.01	414.75	(228.26)	-35.50%
4	DFW Airport Marriott	15,237.63	40,491.61	25,253.98	165.73%
5	<i>Doubletree by Hilton DFW Airport North</i>	3,954.32	0.00	(3,954.32)	-100.00%
6	Embassy Suites DFW Airport South	11,835.34	17,870.25	6,034.91	50.99%
7	Four Seasons Resort & Club	16,747.10	45,428.15	28,681.05	171.26%
8	Hilton Garden Inn DFW Airport South	4,431.22	7,976.63	3,545.41	80.01%
9	Hilton Garden Inn Las Colinas	3,820.57	7,252.60	3,432.03	89.83%
10	Holiday Inn Irving Las Colinas	1,666.45	5,880.13	4,213.68	252.85%
11	NYLO Las Colinas Tapestry Collection by Hilton	3,575.11	9,080.76	5,505.65	154.00%
12	Omni Las Colinas Hotel	5,188.86	21,630.77	16,441.91	316.87%
13	<i>Sheraton DFW Airport Hotel</i>	4,453.17	0.00	(4,453.17)	-100.00%
14	Texican Court	4,017.60	9,358.05	5,340.45	132.93%
15	Westin DFW Airport	5,408.38	18,305.41	12,897.03	238.46%
TOTAL LUXURY & FULL SERVICE		90,109.19	205,996.12	115,886.93	128.61%

16	Westin Irving Convention Center Las Colinas	7,411.83	27,656.24	20,244.41	273.14%
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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		JAN 2021	JAN 2021	DIFFERENCE	PERCENT
1	Comfort Inn DFW Airport North	1,776.65	3,794.95	2,018.30	113.60%
2	Comfort Suites DFW Airport North	2,703.50	4,623.58	1,920.08	71.02%
3	Comfort Suites Las Colinas	608.58	831.92	223.34	36.70%
4	Country Inn & Suites by Carlson DFW Airport South	1,208.37	2,693.79	1,485.42	122.93%
5	Element DFW Airport North	2,650.43	6,217.73	3,567.30	134.59%
6	Extended Stay America Dallas DFW Airport North	1,665.88	2,452.66	786.78	47.23%
7	Extended Stay America Dallas Las Colinas	1,269.81	1,132.03	(137.78)	-10.85%
8	Extended Stay Deluxe Green Park	740.98	1,882.33	1,141.35	154.03%
9	Extended Stay Deluxe Las Colinas	371.20	1,290.77	919.57	247.73%
10	Hawthorne Suites Irving DFW Airport South	524.09	1,322.57	798.48	152.36%
11	Hawthorne Suites DFW Airport North	2,008.12	closed	(1,639.21)	-100.00%
12	Holiday Inn Express Hotel & Suites DFW Airport North	2,534.84	7,532.27	4,997.43	197.15%
13	Holiday Inn Express Hotel & Suites DFW Airport South	1,701.39	5,646.19	3,944.80	231.86%
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	2,171.23	5,347.92	3,176.69	146.31%
15	Home Towne Studios Dallas Irving	1,888.00	2,003.47	115.47	6.12%
16	Homewood Suites by Hilton DFW Airport North	3,012.48	5,023.29	2,010.81	66.75%
17	Homewood Suites by Hilton Las Colinas	3,125.15	8,480.67	5,355.52	171.37%
18	Hyatt House Dallas Las Colinas	2,113.93	7,053.04	4,939.11	233.65%
19	Oakwood Waterwalk Dallas Las Colinas	1,089.97	2,785.10	1,695.13	155.52%
20	Residence Inn Dallas DFW Airport North Irving	3,022.72	4,066.10	1,043.38	34.52%
21	Residence Inn Dallas Las Colinas	3,564.84	5,713.68	2,148.84	60.28%
22	Sonesta ES Suites Dallas Las Colinas	1,244.96	1,960.49	715.53	57.47%
23	Sonesta Simply Suites Dallas Las Colinas	839.46	1,481.41	641.95	76.47%
24	Springhill Suites Dallas DFW Airport East Las Colinas	1,388.33	4,263.30	2,874.97	207.08%
25	Staybridge Suites DFW Airport North	2,947.51	1,908.88	(1,038.63)	-35.24%
26	TownePlace Suites Dallas DFW Airport North Irving	2,872.14	5,188.10	2,315.96	80.64%
27	TownePlace Suites Dallas Las Colinas	1,564.81	3,564.56	1,999.75	127.80%
28	Woodspring Suites Signature	1,141.32	1,831.95	690.63	60.51%
TOTAL ALL SUITE / EXTENDED STAY		51,750.69	100,092.75	48,342.06	93.41%

BUDGET SERVICE		JAN 2021	JAN 2022	DIFFERENCE	PERCENT
1	Arya Inn & Suites	559.46	894.95	335.49	59.97%
2	Best Western Irving Inn & Suites DFW South	2,561.43	2,920.69	359.26	14.03%
3	Budget Inn & Suites	46.46	93.05	46.59	100.28%
4	Budget Suites of America Las Colinas	22.56	353.94	331.38	1468.88%
5	Clarion Inn & Suites	1,218.74	2,763.90	1,545.16	126.78%
6	Crossroads Hotel & Suites	743.36	1,579.87	836.51	112.53%
7	Days Inn	2,240.56	4,989.05	2,748.49	122.67%
8	Days Inn DFW Airport North	1,926.47	3,313.53	1,387.06	72.00%
9	Delux Inn	356.90	687.36	330.46	92.59%
10	Delux Suites Motel	65.98	76.00	10.02	15.19%
11	Gateway Inn	317.12	532.47	215.35	67.91%
12	Magnuson Extended Stay & Suites Airport Hotel	1,359.90	1,549.53	189.63	13.94%
13	Motel 6 Dallas DFW South	1,368.43	1,558.79	190.36	13.91%
14	Motel 6 Dallas Irving	2,134.74	2,995.02	860.28	40.30%
15	Motel 6 DFW North	1,544.13	2,283.62	739.49	47.89%
16	Motel 6 Irving Loop 12	728.41	841.71	113.30	15.55%
17	OYO Hotel DFW Airport South	2,143.55	2,035.61	(107.94)	-5.04%
18	OYO Hotel DFW Airport North	0.00	0.00	0.00	0.00%
19	Quality Inn & Suites DFW Airport South	813.98	1,937.51	1,123.53	138.03%
20	Red Roof Inn Dallas DFW Airport North	3,876.72	4,391.15	514.43	13.27%
21	Studio 6 / Motel 6 DFW Airport East	2,154.89	2,367.05	212.16	9.85%
22	Super 8 Hotel DFW South	1,153.44	2,705.73	1,552.29	134.58%
23	Super 8 Motel DFW North	1,396.24	2,640.84	1,244.60	89.14%
TOTAL BUDGET SERVICE		28,733.47	43,511.37	14,777.90	51.43%

LIMITED SERVICE		JAN 2021	JAN 2022	DIFFERENCE	PERCENT
1	aLoft Las Colinas	2,347.38	8,115.09	5,767.71	245.71%
2	Best Western Plus DFW Airport Suites North	1,903.10	3,444.02	1,540.92	80.97%
3	Courtyard Dallas DFW Airport North Irving	3,860.93	10,399.35	6,538.42	169.35%
4	Courtyard Dallas DFW Airport South Irving	2,134.99	6,584.26	4,449.27	208.40%
5	Courtyard Dallas Las Colinas	2,898.25	4,358.72	1,460.47	50.39%
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	4,039.52	7,404.65	3,365.13	83.31%
7	Fairfield Inn & Suites Dallas Las Colinas	0.00	3,041.89	3,041.89	100.00%
8	Fairfield Inn Dallas DFW Airport North Irving	closed	6,573.18	6,026.25	100.00%
9	Hampton Inn Dallas Irving Las Colinas	2,505.26	5,697.70	3,192.44	127.43%
10	Home2 Suites by Hilton DFW Airport North	3,896.09	6,428.71	2,532.62	65.00%
11	Home2 Suites by Hilton DFW Airport South Irving	4,543.52	8,164.25	3,620.73	79.69%
12	Hyatt Place Dallas Las Colinas	0.00	5,886.38	5,886.38	100.00%
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00%
14	La Quinta Inn & Suites DFW Airport North	4,422.23	7,247.16	2,824.93	63.88%
15	La Quinta Inn & Suites DFW Airport South	3,191.32	5,478.81	2,287.49	71.68%
16	La Quinta Inn Hotel & Suites Las Colinas	2,198.62	3,228.70	1,030.08	46.85%
17	Quality Inn & Suites DFW Airport	2,219.85	4,999.60	2,779.75	125.22%
18	Residence Inn Dallas DFW Airport South Irving	4,027.49	5,441.52	1,414.03	35.11%
19	Wingate Inn by Wyndham Dallas Las Colinas	2,111.72	3,760.30	1,648.58	78.07%
20	Wingate Inn by Wyndham DFW Airport North	1,215.38	2,565.88	1,350.50	111.12%
TOTAL LIMITED SERVICE		47,515.65	108,820.17	61,304.52	129.02%

TOTAL SHORT TERM RENTALS		3,163.99	2,781.76	(382.23)	-12.08%
Number of locations		40	35	(5)	-12.50%

GRAND TOTAL		221,272.99	461,202.17	239,929.18	108.43%
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**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
QUARTERLY COMPARISON - OCTOBER-DECEMBER (Q1)**

LUXURY & FULL SERVICE		2021	2020	2019
1	Atrium Hotel and Suites DFW Airport	12,357.82	5,173.06	12,874.59
2	Dallas Marriott Hotel Las Colinas	95,921.37	21,165.93	114,028.05
3	DFW Airport Hotel & Conference Center	7,042.76	1,643.69	5,418.11
4	DFW Airport Marriott	108,666.51	39,390.00	138,139.76
5	Doubletree by Hilton DFW Airport North	0.00	17,216.97	45,379.77
6	Embassy Suites DFW Airport South	65,432.20	28,971.48	83,704.96
7	Four Seasons Resort & Club	225,116.53	113,802.57	206,383.32
8	Hilton Garden Inn DFW Airport South	28,677.71	10,465.83	38,576.30
9	Hilton Garden Inn Las Colinas	27,682.49	8,278.33	39,963.41
10	Holiday Inn Irving Las Colinas	18,198.08	6,498.79	24,280.87
11	NYLO Las Colinas Tapestry Collection by Hilton	35,524.00	10,706.46	48,782.17
12	Omni Las Colinas Hotel	81,486.78	25,741.42	127,232.37
13	Sheraton DFW Airport Hotel	0.00	16,665.46	61,145.05
14	Texican Court	30,199.87	14,401.25	29,211.73
15	Westin DFW Airport	78,633.67	18,378.71	98,271.17
TOTAL LUXURY & FULL SERVICE		814,939.79	338,499.95	1,073,391.63
16	Westin Irving Convention Center Las Colinas	99,846.70	25,997.51	106,479.17

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		2021	2020	2019
1	Comfort Inn DFW Airport North	11,732.52	6,548.20	14,490.70
2	Comfort Suites DFW Airport North	15,063.28	8,644.79	14,356.48
3	Comfort Suites Las Colinas	3,145.06	1,197.38	5,543.84
4	Country Inn & Suites by Carlson DFW Airport South	9,729.28	5,251.24	11,228.63
5	Element DFW Airport North	15,278.03	6,735.51	24,585.16
6	Extended Stay America Dallas DFW Airport North	5,051.52	1,925.01	5,852.21
7	Extended Stay America Dallas Las Colinas	4,808.02	4,086.33	8,067.08
8	Extended Stay Deluxe Green Park	4,053.19	2,425.03	3,973.85
9	Extended Stay Deluxe Las Colinas	2,787.53	1,690.75	3,768.60
10	Hawthorne Suites Irving DFW Airport South	5,047.14	1,755.04	6,037.85
11	Hawthorne Suites DFW Airport North	0.00	5,681.35	9,574.19
12	Holiday Inn Express Hotel & Suites DFW Airport North	23,419.29	6,124.65	25,649.89
13	Holiday Inn Express Hotel & Suites DFW Airport South	22,112.54	5,402.38	23,268.17
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	17,279.58	5,641.50	20,770.36
15	Home Towne Studios Dallas Irving	5,638.75	5,712.88	7,146.06
16	Homewood Suites by Hilton DFW Airport North	15,723.29	9,139.62	19,598.51
17	Homewood Suites by Hilton Las Colinas	17,864.21	16,759.06	30,978.20
18	Hyatt House Dallas Las Colinas	0.00	10,087.70	30,947.17
19	Oakwood Waterwalk Dallas Las Colinas	6,190.44	6,375.00	8,668.07
20	Residence Inn Dallas DFW Airport North Irving	13,442.03	7,714.50	19,683.75
21	Residence Inn Dallas Las Colinas	17,617.98	11,722.28	19,899.85
22	Sonesta ES Suites Dallas Las Colinas	7,816.62	6,040.03	22,362.45
23	Sonesta Simply Suites Dallas Las Colinas	4,531.57	2,550.48	9,621.66
24	Springhill Suites Dallas DFW Airport East Las Colinas	14,201.73	4,140.32	25,715.65
25	Staybridge Suites DFW Airport North	8,826.31	7,898.99	19,056.13
26	TownePlace Suites Dallas DFW Airport North Irving	16,636.28	5,413.33	21,740.14
27	TownePlace Suites Dallas Las Colinas	12,921.93	5,213.16	19,899.54
28	Woodspring Suites Signature	4,704.19	2,494.29	4,631.79
TOTAL ALL SUITE / EXTENDED STAY		285,622.31	164,370.80	437,115.98

BUDGET SERVICE		2021	2020	2019
1	Arya Inn & Suites	2,673.60	1,771.55	2,544.72
2	Best Western Irving Inn & Suites DFW South	10,965.22	7,408.61	14,360.80
3	Budget Inn & Suites	199.76	145.39	477.80
4	Budget Suites of America Las Colinas	3,175.25	2,300.73	1,621.71
5	Clarion Inn & Suites	7,323.29	3,492.69	9,671.01
6	Crossroads Hotel & Suites	4,125.17	2,065.00	4,792.12
7	Days Inn	13,663.68	7,311.92	9,888.55
8	Days Inn DFW Airport North	11,386.39	6,898.26	11,272.12
9	Delux Inn	2,322.22	1,613.94	1,852.77
10	Delux Suites Motel	193.94	336.85	642.31
11	Gateway Inn	1,776.07	1,255.91	1,648.44
12	Magnuson Extended Stay & Suites Airport Hotel	4,646.13	3,389.89	0.00
13	Motel 6 Dallas DFW South	5,073.94	3,587.72	3,145.41
14	Motel 6 Dallas Irving	9,556.22	5,612.89	8,508.71
15	Motel 6 DFW North	7,977.35	4,991.89	6,593.38
16	Motel 6 Irving Loop 12	2,980.16	2,429.53	3,155.16
17	OYO Hotel DFW Airport South	5,667.57	5,535.59	6,318.39
18	OYO Hotel DFW Airport North	906.62	0.00	638.87
19	Quality Inn & Suites DFW Airport South	7,797.64	2,063.70	9,417.23
20	Red Roof Inn Dallas DFW Airport North	14,879.86	12,100.20	10,228.62
21	Studio 6 / Motel 6 DFW Airport East	8,529.99	5,899.90	8,744.98
22	Super 8 Hotel DFW South	7,710.76	3,329.11	2,375.19
23	Super 8 Motel DFW North	8,422.44	3,216.30	11,483.41
TOTAL BUDGET SERVICE		141,953.27	86,757.57	129,381.70

LIMITED SERVICE		2021	2020	2019
1	aLoft Las Colinas	26,735.89	7,199.89	32,147.04
2	Best Western Plus DFW Airport Suites North	12,113.93	5,565.56	13,514.29
3	Courtyard Dallas DFW Airport North Irving	36,075.22	10,806.76	40,092.77
4	Courtyard Dallas DFW Airport South Irving	22,441.79	8,822.04	29,029.50
5	Courtyard Dallas Las Colinas	20,329.56	6,676.68	29,555.06
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	22,001.02	10,417.49	20,460.68
7	Fairfield Inn & Suites Dallas Las Colinas	11,475.52	644.67	18,280.27
8	Fairfield Inn Dallas DFW Airport North Irving	19,452.15	0.00	15,421.28
9	Hampton Inn Dallas Irving Las Colinas	19,206.99	6,175.19	28,494.38
10	Home2 Suites by Hilton DFW Airport North	22,712.90	10,646.50	26,253.48
11	Home2 Suites by Hilton DFW Airport South Irving	22,031.68	13,881.05	22,824.09
12	Hyatt Place Dallas Las Colinas	20,970.99	5,236.41	29,232.95
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	40.76
14	La Quinta Inn & Suites DFW Airport North	19,503.26	9,068.89	25,223.78
15	La Quinta Inn & Suites DFW Airport South	16,370.49	6,719.20	17,754.35
16	La Quinta Inn Hotel & Suites Las Colinas	10,338.17	3,721.06	14,445.15
17	Quality Inn & Suites DFW Airport	15,933.04	5,827.62	13,897.87
18	Residence Inn Dallas DFW Airport South Irving	25,826.99	11,829.79	25,344.26
19	Wingate Inn by Wyndham Dallas Las Colinas	7,364.18	6,411.19	16,135.81
20	Wingate Inn by Wyndham DFW Airport North	10,235.97	3,859.03	7,837.91
TOTAL LIMITED SERVICE		361,119.74	133,509.02	425,985.68
TOTAL SHORT TERM RENTALS		11,511.32	7,062.27	1,484.05
GRAND TOTAL		1,615,146.43	730,199.61	2,067,359.04

March 15, 2022

MEMORANDUM

TO: ICVB Board of Directors
FR: Maura Allen Gast, FCDME 
RE: Tommy DeBeaudry, Board Candidate Background

Attached please find a resume from prospective Board Candidate Tommy DeBeaudry, who has been recommended by the Board & Business Development Committee to fill the non-voting board position formerly held by Mike Rilley.

Although the attached resume has not been updated to include Tommy's most recent promotion, he is the new General Manager of the Live Nation Pavilion at the Toyota Music Factory.

Tommy is looking forward to the opportunity to serve and to engage with the Irving community in this new role.

THOMAS MICHAEL DEBEAUDRY

507 Twin View St Heath, TX 75032 • Cell: 214-629-2978 tommyville@gmail.com,
ThomasDeBeaudry@livenation.com

WORK HISTORY

Production Manager

Live Nation/Pavilion at Toyota Music Factory

Irving, TX

July 2017-Present

Manage and produce all promoted and special events for TMF.

- Primary liaison between artist tour/production reps and venue including all advances and show expense reconciliation.
- Oversee and supervise 3rd party stagehand labor company, technical vendors, technicians and artist caterers.
- Work closely with talent buyers, promoter reps, sales managers and GM to maintain and support all financial and budget-based protocols. ROME savvy.
- Spearheaded major cap-ex initiative by supervising, consulting and recommending a full construction project to improve limited aesthetics of venue acoustics.
- Solicited, interviewed and vetted several A/V companies as the principal sound and lights lease vendor for venue.

Production Manager

Live Nation/House of Blues

Dallas, TX 75202

Mar 2007-July 2017

Managed and produced all events at House of Blues Dallas (capacity 1625) for Live Nation. Included offsite regional Live Nation event production for LN Sponsorship Division.

- Oversaw maintenance and operation of audio, video and lighting systems on 3 stages. Managed department of over 35.
- Generated all show Flash reports.
- Managed all show budgets for over 300 events per year.
- Advanced all shows and settlement drafting.
- Production Manager for annual Live Nation SXSW showcases.

Stage Manager

C3 Presents

*Austin, TX 78701
Sep 2008 to Oct 2016*

Stage Manager for BMI Stage at Austin City Limits Music Festival

- Advance for all artists performing over 6 day fest.
- Supervise audio, lighting, backline and stagehand crew during fest.
- Supervise set up and tear down of stage and all staging elements.

Production Manager/Head Audio Engineer

Gypsy Tea Room/Entertainment Collaborative

*Dallas, TX 75226
Sep 2001 to Jan 2007*

Manage all production on two stages (1125, 300 capacity) including maintenance of all audio and lighting systems

- Supervise and staff all production members
- Head audio engineer
- Promoter rep for CA Presents (C3 Presents). Settle all shows

EDUCATION

DePaul University

BS Music

*Chicago, IL 60614
Sep 1990 to Jun 1994*

Bachelor of Science in Music. Included core studies in physics, math and engineering as it pertains to acoustics and audio engineering.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 28, 2022**

BOARD REPORTS

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

From: [Annette French](#)
To: [Maura Gast](#)
Subject: Good to see you today!!!
Date: Tuesday, March 15, 2022 3:12:48 PM

Dear Director Maura,

Thank you for an awesome presentation.

It is soooooo nice to be out and around people! Thank you for putting this on and I ♥ my centerpiece flowers!!!

So glad Dr. Wanda went last.....she IS a tough act to follow!!

Please send and share all slides and photos!

~♥ Annette ♥~

From: [Fatema Biviji](#)
To: [Diana Pfaff](#); [Maura Gast](#); [Carol Stoddard](#)
Subject: Outstanding Program for HSC Awards
Date: Saturday, March 19, 2022 4:56:37 PM

Dear Diana, Maura, Carol, and Karen,

I don't know where to begin about conveying to you all how much the Irving High Spirited Citizen award means to me.

I love this City and its communities so much! I have had the good fortune of living in other places, but there's no place like Irving. So to be recognized by the City is truly the greatest honor for me.

It was so wonderful for my parents to experience it all too. This program gave me the opportunity to share with them how wonderful this City and its citizens are. The other nine awardees are all powerhouse community leaders in service. I'm glad my parents got to hear their stories too.

I have received so much support and encouragement as a result of this recognition. I pray that I can pay it forward by helping others to realize the joys that come with community service.

You all did a FANTASTIC job of organizing - down to the little details!

Thanks again for all you do! Please convey my gratitude to all those who made this program possible.

Best regards,
Fatema

Sent from my iPhone

IRVING CITY Spectrum

MARCH 2022

briefs

Daylight Saving Time

Daylight saving time begins Sunday, March 13, at 2 a.m., and clocks will advance one hour. The Irving Fire Department encourages residents to replace smoke detector batteries in its "Change Your Clock, Change Your Battery!" campaign.

Water Conservation

To promote good water use 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 from April 1 through Oct. 31 between 10 a.m. and 6 p.m. It is important to develop good water use habits for the long-term protection of Irving's water supply to help conserve water for future generations. Visit CityofIrving.org/WaterUtilities for more information.

Irving Archives and Museum

The Irving Archives and Museum, 801 W. Irving Blvd., engages visitors through dynamic exhibits that explore history and cultures.

March Exhibits:

- **Through March 16 | I AM A MAN: Civil Rights Photographs in the American South, 1960-1970**
A wide range of photographs taken by amateurs, local photojournalists and internationally known photographers.
- **Through March 31 | Citizens at Last: The Woman Suffrage Movement in Texas**
Focuses on the decades-long fight for woman suffrage in Texas with panel topics covering the national beginnings of the movement, early Texas leaders, transnational networks, anti-suffrage sentiments, segregated suffrage and the ratification of the 19th Amendment.
- **Beginning March 26 | ¡Pleibol! In the Barrios and The Big Leagues/En los barrios y las grandes**
A bilingual journey into the heart of American baseball. ¡Pleibol! examines how generations of Latinos have helped make the game what it is today.
- **Beginning March 26 | Dallas County Latino Baseball Leagues**
Photography exhibition of local Latino teams from the 1930s – 2000s.

The Irving Archives and Museum is open Wednesday through Saturday from 10 a.m. to 4 p.m. Visit IrvingArchivesandMuseum.com or call (972) 721-3700 for more information.



CityofIrving.org



Join Irving Lifeguard Team

Looking for a summer job? The City of Irving Parks and Recreation Department is hiring lifeguards for the 2022 season.

Visit CityofIrving.org/Lifeguard to apply or call (972) 721-2718 for more information.

IRVING CITY Spectrum

MARZO 2022

briefs

Horario De Verano

El horario de verano comienza a las 2 a.m. del domingo 13 de marzo y los relojes avanzarán una hora. El Departamento de Bomberos de Irving anima a los residentes a reemplazar las baterías del detector de humo en su "¡Cambie su reloj, cambie su batería!" campaña.

Conservación de Agua

Para promocionar hábitos buenos de usar agua, minimizar desperdicio de agua y preservar el suministro de agua de Irving, la ciudad aplica restricciones de riego. Estas restricciones hacen que sea una violación de la ordenanza de la ciudad para regar entre 10 a.m. hasta 6 p.m. de 1 de abril al 31 de octubre. Desarrollar buenos hábitos de uso del agua es importante para la protección a largo plazo del suministro de agua de Irving para ayudar a conservar el agua para las generaciones futuras. Visite CityofIrving.org/WaterUtilities para más información.

Archivos y museo de Irving

El Museo y Archivos de Irving, 801 W. Irving Blvd., atrae a los visitantes a través de exhibiciones dinámicas que exploran la historia y las culturas.

Exposiciones de Marzo:

- **Hasta el 16 de marzo | I AM A MAN: Civil Rights Photographs in the American South, 1960-1970**
Una amplia gama de fotografías realizadas por aficionados, fotoperiodistas locales y fotógrafos de renombre internacional.
- **Hasta el 31 de marzo | Citizens at Last: The Woman Suffrage Movement in Texas**
Se enfoca en la lucha de décadas por el sufragio femenino en Texas con temas de paneles que cubren los comienzos nacionales del movimiento, los primeros líderes de Texas, las redes transnacionales, los sentimientos contra el sufragio, el sufragio segregado y la ratificación de la Enmienda 19.
- **Comienza el 26 de marzo | ¡Pleibol! In the Barrios and The Big Leagues/ En los barrios y las grandes**
Un viaje bilingüe al corazón del béisbol americano. pleibo! analiza cómo generaciones de latinos han ayudado a hacer del juego lo que es hoy.
- **Comienza el 26 de marzo | Dallas County Latino Baseball Leagues**
Exhibición de fotografías de equipos latinos locales desde la década de 1930 hasta la década de 2000.

El Museo y Archivos de Irving está abierto de miércoles a sábado de 10 am a 4 pm. Visite IrvingArchivesandMuseum.com o llame al (972) 721-3700 para obtener más información.



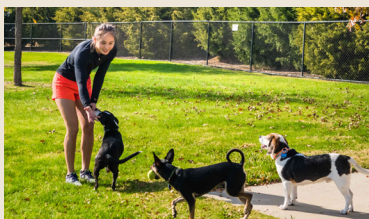
CityofIrving.org



Únase al equipo de salvavidas de Irving

¿Buscando un trabajo de verano? El Departamento de Parques y Recreación de la Ciudad de Irving está contratando salvavidas para la temporada de 2022.

Visite CityofIrving.org/Lifeguard para presentar una solicitud o llame al (972) 721-2718 para obtener más información.



page 2

Spring forward into a lovable companionship with a shelter pet. Free pet adoptions at the Irving Animal Care Campus the week of March 22-25.



page 3

Irving's Lively Pointe Youth Center brings Irving's Got Talent, annual teen talent competition, back to the Irving Arts Center on March 4.



page 4

Irving capital improvement projects include the Wyche Park Detention Basin and the Carbon Road Pump Station Project in West Irving.

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IRVING CITY Spectrum

MARCH 2022 / VOL 29 / NO 03



CityofIrving.org



City of Irving Responds to February Winter Storms

The City of Irving partially activated an Emergency Operations Center on Feb. 2 in response to the winter weather that blanketed North Texas with 1 to 3 inches of snow and sleet. During the storm, which lasted through Feb. 4, city crews responded around the clock to calls for broken water pipes, medical emergencies, sanding streets, power outages and vehicular accidents.

Nonessential services across the city closed due to the treacherous weather conditions. The city's emergency services, including Police, Fire and the Office of Emergency Management, and essential services teams from Fleet, Traffic and Transportation, Water Utilities, Solid Waste Services, Building Services and Communications, continued to operate throughout the storm.

By the Numbers

- **165 emergency response calls** for wellness checks, downed power lines, stuck vehicles, flooding, etc.
- **6 sand trucks** operated during 12-hour shifts.
- **975 cubic yards of sand** applied to streets.
- **171 bridges, 23 major intersections**, city facilities, hospitals and steep roadways sanded.
- **188 calls for Water Utilities services**, including one water main break and two fire hydrants hit by motorists that required repairs.
- **47 water work orders.**
- **2 regional water districts** coordinated with Irving to ensure continuous water supply.

The Irving Parks and Recreation Department was on standby to open warming centers and provide shuttle service for residents who might have lost power.

A second winter weather event swept through the area Feb. 23-24. Although the recent weather activity did not impact the city like the February 2021 storm, the extreme weather conditions provide an opportunity for residents to make sure a household preparedness plan is in place and current. For emergency preparedness tips, visit [KnoWhat2Do.com](https://www.cityofirving.org/knowwhat2do).

During inclement weather events, important information about city operations are available at [CityofIrving.org](https://www.cityofirving.org), as well as on the city's Twitter feed and Facebook page [@TheCityofIrving](https://www.facebook.com/TheCityofIrving). ■

REPORT A CONCERN PILOT PROGRAM

The City of Irving has implemented the "Report a Concern" pilot program and is requesting residents test the system, then provide input and feedback on user friendliness and usefulness of the online reporting tool.

The Report a Concern pilot program allows residents to submit non-emergency concerns, such as loose animals, water leaks, potholes and more. When a concern has been submitted, it is forwarded to the appropriate department for resolution. Once completed, a survey is sent and residents can provide their feedback directly on the survey.

Visit [CityofIrving.org/ReportAConcern](https://www.cityofirving.org/ReportAConcern) to report a concern and provide input. ■



NORTH TEXAS TEEN BOOK FESTIVAL: ENDLESS STORIES

The North Texas Teen Book Festival (NTTBF) returns March 5 from 8 a.m. to 5 p.m., at the Irving Convention Center at Las Colinas (ICC) for a full day of book-ish activities and 40+ bestselling and debut writers of Young Adult and Middle Grade literature. Keynotes from Max Brallier, Stuart Gibbs, V.E. Schwab and author signings bookend a day filled with unique and thrilling author discussions.

By popular demand, NTTBF author panels will be live captioned by VITAC, the nation's largest company for video accessibility services. Festival organizers are excited to offer live captions for the deaf and hard of hearing community. Festival Day attendees on March 5 can scan a special QR code available at each ballroom entrance to access this service. The live captioning has a 98% accuracy rate with only a two- to five-second delay.

Speed Date with a Book returns for teens that snag a wristband at the ICC box office starting at 7:45 a.m. Presenting sponsors Epic Reads and Shelf Stuff will also be driving up in the Harper book truck for galley giveaways between 10 a.m. and 2:30 p.m. Visit [NTTBF.com](https://www. NTTBF.com) for the full Festival Day schedule.

Follow [@NTTBFest](https://twitter.com/NTTBFest) on social media for more information on Festival Day giveaways and more! Admission is free and parking at ICC is \$10. This project is supported in part by an award from the National Endowment for the Arts. ■



FREE ADMISSION HERITAGE PARK • 217 S. MAIN ST.

Enjoy entertainment for all ages the second Friday of the month at Heritage Park!

Irving On Stage is a free series featuring live music, movies, comedy and more!

Dine in the Irving Heritage District or purchase dinner from food trucks.

BRING BLANKETS & LAWN CHAIRS

MARCH – SEPTEMBER

FRIDAYS AT 6:30 P.M.

MARCH
11

Live Music • 6:30 to 7:30 p.m.
Chaz Marie
Live performance with a fusion of musical influences in country, blues, R&B and rock and roll

APRIL
8

Trivia Night • 6:30 to 8:30 p.m.
An Evening of Fun, Facts and Food
Trivia begins at 6:30 p.m. with an animated movie trivia round followed by a "weird" trivia round at 7:30 p.m.

MAY
13

Movie Night • 6:30 p.m.
Encanto (2021)
Walt Disney Animation Studios' "Encanto" tells the tale of an extraordinary family, the Madrigals

JUNE
10

Live Music • 6:30 to 7:30 p.m.
Donovan Keith
Live performance with classic soul vocals and infectious showmanship

JULY
8

Movie Night • 6:30 p.m.
Raya and the Last Dragon (2021)
Walt Disney Animation Studios' "Raya and the Last Dragon" travels to the fantasy world of Kumandra

AUG
12

Comedy Show • 6:30 to 7:30 p.m.
Dorie McLemore
Stand-up comedian delivering a fun, entertaining, clean comedy show for all ages

SEPT
9

Car Show • 6:30 to 8:30 p.m.
Classic Cars on Display
Car lovers will enjoy a variety of more than 60 cars with live music and food trucks

[IrvingEvents.org](https://www.IrvingEvents.org)



Parks and Recreation Spring Activities

March 4 | Irving's Got Talent
7 p.m. | All ages welcome | Free
Irving Arts Center, 3333 N. MacArthur Blvd.
Irving's Lively Pointe Youth Center presents the annual teen talent competition. A panel of judges will select winners in various categories. The audience votes on the best performance via text. For more information, call (972) 721-8090 or visit CityofIrving.org/LivelyPointe.



March 14-18 | Spring Break Camp
7 a.m. to 6 p.m. | Grades K-5 | \$100 per child
Irving recreation centers will offer camps featuring a variety of activities in a fun and safe environment, including arts and crafts, sports and more. Campers are asked to bring a sack lunch each day. Spaces are limited. Register in person at a neighborhood recreation center or online at CityofIrving.org/IrvingRec.

Cimarron Park Recreation Center
201 Red River Trail, (972) 910-0702

- March 30 | Field Trip for Adults to Studio Movie Grill**
10:30 a.m. to 2 p.m. | Ages 30 and older
Jump on board for free transportation to the Studio Movie Grill. Participants are responsible for the purchase of the movie ticket and refreshments.

Georgia Farrow Recreation Center
530 Davis Drive, (972) 721-2519

- March 25 | Who's Got Next (Laser Tag/Gaming)**
6 to 9 p.m. | Ages 7-17 years | Free
This will include a display of gaming along with opportunities to engage in battle.

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

- March 17 | St. Patrick's Day Party**
10 to 11:15 a.m. | Ages 50 and older | Free
Celebrate St. Patrick's Day with Heritage and feel like you are in Dublin. Register by March 10.
- March 24 | Spring Luau**
Noon to 2 p.m. | Ages 50 and older | \$6
Enjoy an afternoon of Hawaiian fun to welcome spring. Wear a Hawaiian shirt or dress, and hula the afternoon away. Register by March 17.

Lee Park Recreation Center
3000 Pamela Drive, (972) 721-2508

- Every Wednesday and Friday | Get up and Go Movement**
4 to 6 p.m. | Ages 6-11 years | Free
Learn to play a variety of gym games and sports while being active and moving around.

- Every Tuesday and Thursday | Home School P.E.**
noon to 2 p.m. | Ages 6-14 years | Free
Play a variety of gym games, sports and wacky games to keep kids moving and active.

Lively Pointe Youth Center
909 N. O'Connor Road, (972) 721-8090

- March 15 and 17 | Spring Break Field Trip Series**
Ages 14-17 years | \$10 per trip
Looking for a Spring Break staycation? Discover area attractions and entertainment venues around Dallas and Fort Worth. Past field trips included paintball, go karts, whirlyball, museums, movies and more. Trip fee includes transportation and admission.

Mustang Park Recreation Center
2223 Kinwest Parkway, (972) 556-1334

- March 11 | Drive-In Movie**
7 p.m. | All ages | Free
Watch a movie from a vehicle or bring some chairs and blankets for lawn area. Space is limited.



- March 15 | Creative Canvas**
4 to 5:30 p.m. | Ages 6-12 years | \$5
Bring creativity to the table to create a canvas using acrylic, glitter and other materials. Space is limited.
- Every Wednesday | Newscasters**
4 to 5:30 p.m. | Ages 6-12 years | Free
Participants will learn fundamentals of newscasting, including taking videos, being an anchor, setting up lighting and sound.

Northwest Park Recreation Center
2800 Cheyenne St., (972) 721-2529

- March 4 | Pottery Painting**
5:30 to 8:30 p.m. | All ages | Pricing per piece
Come and paint pottery. Children 8 and younger must be accompanied by an adult.
- March 26 | Backyard Bash**
10 a.m. to 2 p.m. | All ages | \$5 per person
Kick back in the sunshine, play games and listen to music. Children 8 and younger must be accompanied by an adult. Register by March 16 at 1 p.m.

Senter Park Recreation Center
901 S. Senter Road, (972) 721-2641

- March 18 | Lock Down Glow**
6:30 to 8:45 p.m. | Ages 10-14 years | \$3 per person
Includes laser tag, glow in the dark dodgeball, painting with a twist and corn hole. Refreshments will be provided. Register by March 15.

Visit CityofIrving.org/IrvingRec to register in person or online. Call the recreation center for more information.

REGISTER NOW FOR DON'T MESS WITH TEXAS TRASH-OFF, APRIL 2

Keep Irving Beautiful (KIB) encourages Irving residents to participate in the 2022 "Don't Mess with Texas Trash-Off" happening Saturday, April 2 from 9 a.m. to noon at Trinity View Park, 2221 E. State Highway 356.

Registration is open to all ages, but those under 18 must be accompanied by a parent or guardian. Participants should register online at CityofIrving.org/2480 by March 25.

During the event, KIB will provide cleanup supplies for on-site volunteers, including trash bags, gloves and grabbers. Following the event, volunteers will receive a free lunch.

In conjunction with the event, Crisis Ministries will host a canned food donation drive for their food pantry. Participating volunteers will receive a free KIB t-shirt, while supplies last.

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

The statewide cleanup is a signature event for the national "Great American Cleanup."

Participate in Virtual Cleanup
KIB is also offering a virtual cleanup option for residents who wish to participate in smaller groups. Virtual volunteers should pick a safe location to conduct their own cleanups.

- After the cleanup is completed, the group should share on their social media account:
- A picture of the group
 - The number of volunteers
 - Total hours of participation
 - Total number of trash and/or recycling bags collected

Posts can be shared on Facebook, Instagram or Twitter using [#IrvingTrashOff2022](https://twitter.com/IrvingTrashOff2022). ■



LIBRARY OVERDRIVE WITH THE LIBBY APP

Earlier this year, the OverDrive digital content provider announced that its mobile app would be replaced by the Libby app, which will then become the primary way to access online OverDrive materials on personal devices.

- Current users may continue to use the OverDrive app until it is completely phased out later this year.
- All users may continue to borrow and open titles from the library's OverDrive webpage when using a personal computer.
- New mobile users will be directed to Libby.
- As of Feb. 1, all app stores removed the OverDrive option, with the exception of Amazon Fire. These customers may access the OverDrive app until Libby becomes available for Amazon Fire.



Visit IrvingLibrary.OverDrive.com for more information, or for assistance installing Libby, call the Irving Public Library at (972) 721-2440. ■

Library STEAM Break, Spring Break Activities

Spring Break is gaining STEAM! During the week of March 14, join Irving Public Library for kids' activities focusing on the fields of science, technology, engineering, art and mathematics.

While visiting any of the library locations March 14-19, venture outdoors to enjoy a self-paced story walk.



South Irving Library | 601 Schulze Drive

- March 18 | LEGO® Puzzle Play**
12:30 p.m. | Grades K-5
Enjoy free play with LEGO®s and complete challenging puzzles to earn prizes.
- March 19 | Weather Wonders**
2 p.m. | Grades K-5
Meteorologist Maggie demonstrates weather phenomena using magic.

Valley Ranch Library | 401 Cimarron Trail

- March 14 | Astronomer Annie: Reach for the Stars**
2:30 p.m. | Grades K-5
Learn about planets and outer space.
- March 15 | Build It with LEGO®s and More!**
2:30 p.m. | Grades K-5
Get creative with a variety of building blocks.

- March 16 | Singalong Movie and Popsicles**
2:30 p.m. | Grades K-5
Chill with sweet treats while watching a movie on the big screen.
- March 17 | Professor Pop's Bubble Show**
2:30 p.m. | Grades K-5
Learn about the science of bubbles.
- March 18 | Color Me Calm for Kids**
2:30 p.m. | Grades K-5
Color spring scenes while listening to relaxing music.

West Irving Library | 4444 W. Rochelle Road

- March 14 | Make-a-Bookmark**
2:30 p.m. | Grades Pre-K-8
Create a custom bookmark.
- March 15 and 19 | Movie Time**
2:30 p.m. | Grades Pre-K-8
Enjoy the afternoon with a movie.
- March 16 | Animal Adventures with the Dallas Zoo**
2:30 p.m. | Grades Pre-K-8
Get wild while learning about animals.
- March 17 | St. Patrick's Day Party**
2:30 p.m. | Grades Pre-K-8
Celebrate the holiday with crafts and green treats.
- March 18 | Build It! with LEGO®s**
2:30 p.m. | Grades Pre-K-8
Make imaginative structures with building blocks.



HOME-BASED
BUSINESSES ASKED TO
COMPLETE SURVEY


The City of Irving wants to hear from owners of small or home-based businesses operating in Irving.

To better serve its small business community, the city is asking small and home-based businesses to participate in a survey. Information gathered will be used to develop new programs to address the specific needs of Irving's small business community.

Scan the QR code to take the survey through March 31.

The survey is also available in Spanish.

Visit [Cityofirving.org/Business](https://cityofirving.org/Business) for more information or call Imelda Speck at (972) 721-2398. ■



INTERNATIONAL
TRIATHLETES COMING
TO IRVING

The City of Irving is once again thrust onto the international stage. The Professional Triathletes Organization (PTO) is bringing the 2022 PTO U.S. Open to Irving on Sept. 17 and 18.

The inaugural PTO U.S. Open is the third race of the PTO Tour, which also consists of the PTO Canadian Open, the Collins Cup, the PTO Asian Open and the PTO European Open. The U.S. stage of the PTO Tour will see the world's best professional male and female triathletes competing in Irving for a prize purse of \$1 million.

"Irving is no stranger to the international spotlight or sporting events of this caliber," said Mayor Rick Stopfer. "We're absolutely thrilled to be given another opportunity to welcome new visitors to Irving."


The competition includes a swim in Lake Carolyn, and cycling and running along Las Colinas Boulevard, Lake Carolyn Parkway and Royal Lane. The event will be at Irving's newest outdoor special event site, Levy Event Plaza, 501 E. Las Colinas Blvd.

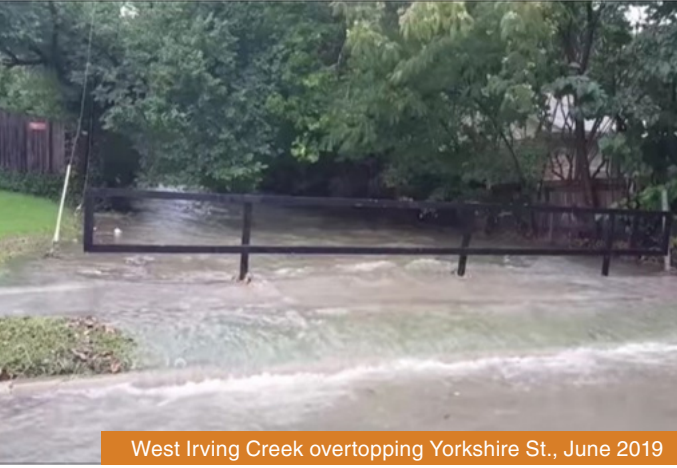
For more information, visit ProTriathletes.org. ■



DAYLIGHT SAVING TIME:
CHANGE YOUR CLOCK,
CHANGE YOUR BATTERY

Daylight saving time begins at 2 a.m. on Sunday, March 13, and clocks should be advanced one hour. The Irving Fire Department encourages residents to also replace smoke detector batteries. ■





West Irving Creek overtopping Yorkshire St., June 2019



Live Oak Drive Bridge over Delaware Creek Channel

Excavation Work to Begin on Wyche Park Detention Basin

The Wyche Park Detention Basin, part of the city's West Irving Creek Channel, will undergo construction this month as part of a short-term solution to the long-term improvement project.

The long-term Wyche Park Detention Basin project will be completed as part of Phase A of the West Irving Creek Channel improvements. Many areas along the West Irving Creek Channel, which runs for 3 miles south of State Highway 183 from Pioneer Drive through Shady Grove Road, is relatively flat and historically does not provide adequate drainage for stormwater.

Constructed in the 1960s, the existing channel was designed to handle a five to 10-year flood. After completing a West Irving Creek Study, the city developed a plan to help about 250 properties from Oakdale Road/Markland Street to Wyche Park that are at risk of flooding during a 100-year storm.

Phase A of the project, which runs from Wyche Park to Alan-A-Dale, will take 165 houses in the Barton Estates

and Sherwood Forest neighborhoods out of a 100-year flood zone.

Excavation will begin in March on a short-term project to lower the bottom of the detention pond by nearly 2 feet. The \$525,000 project will decrease the likelihood of a flood risk for seven homes in the area. This construction is estimated to be completed within four months. The east side of Wyche Park, including the parking lot accessed from Pioneer Drive, will be closed for the duration of construction.

The city anticipates starting the West Irving Creek Phase A improvements in spring 2023, weather permitting.

The West Irving Creek Project is part of the city's Drainage Solutions for a Better Tomorrow.

Visit CityofIrving.org/WestIrvingCreek for more information on the project. ■



Existing Facility



Artist Rendering

Design Underway on Carbon Road Pump Station Project

IRVING Investing in our future

Since the 1970s, Carbon Road Pump Station has provided service for West Irving residents, who make up nearly a third of the city's population. The facility at Belt Line and Carbon roads is currently under design in order to increase its pumping capacity from 25 million to 33 million gallons of water per day.

The facility is the oldest running Water Utilities station in Irving and the existing equipment is outdated. The pumps and motors are outside and have deteriorated due to exposure to sun, rain, heat and cold. The building is small, and it is difficult to maintain the valves, piping and

electrical equipment inside. The existing facility will be demolished, and a larger building will be constructed with modern equipment located inside and protected from the elements.

The city is planning to enhance the pump station's outward appearance — pulling aesthetics from surrounding neighborhoods, as well as other Irving water distribution facilities. With design currently underway, construction is expected to begin by the end of 2022. The facility is scheduled to open in 2024.

Visit CityofIrving.org/IrvingInvests for more information on the city's ongoing infrastructure initiatives. ■

Outside Storage Reminders for Residents

Beautiful neighborhoods with well kept homes contribute to the health and overall quality of life in Irving. The city's outside storage ordinance ensures that equipment, materials or furnishings that would ordinarily not be used outdoors are stored appropriately and out of view.

In 2021, Irving Code Enforcement received 543 outside storage complaints, and residents play a key role in keep the city clean and orderly. Help maintain the natural beauty of Irving neighborhoods by keeping your property free of illegal outside storage items, including:

- Trash bags or other debris
- Building materials
- Wrecked, dismantled, inoperable vehicle
- Truck tractor parked on driveway
- Inoperable vehicle parked in street
- Oversized commercial boxed truck
- Car parts, mechanical equipment and tires
- Appliances
- Any vehicle, boat, trailer that is parked on an unimproved surface



Some items are acceptable for outside storage when placed in approved areas. Examples include outdoor furniture, barbecue grills, children's toys, playground equipment, hot tubs, satellite antennas and yard swings in rear or side yards.

Visit CityofIrving.org/Code-Enforcement to report code violations or call (972) 721-4929. ■

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 28, 2022**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: March 16, 2022

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for February 2022

Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	103	434
Irving Convention Center Leads	26	150

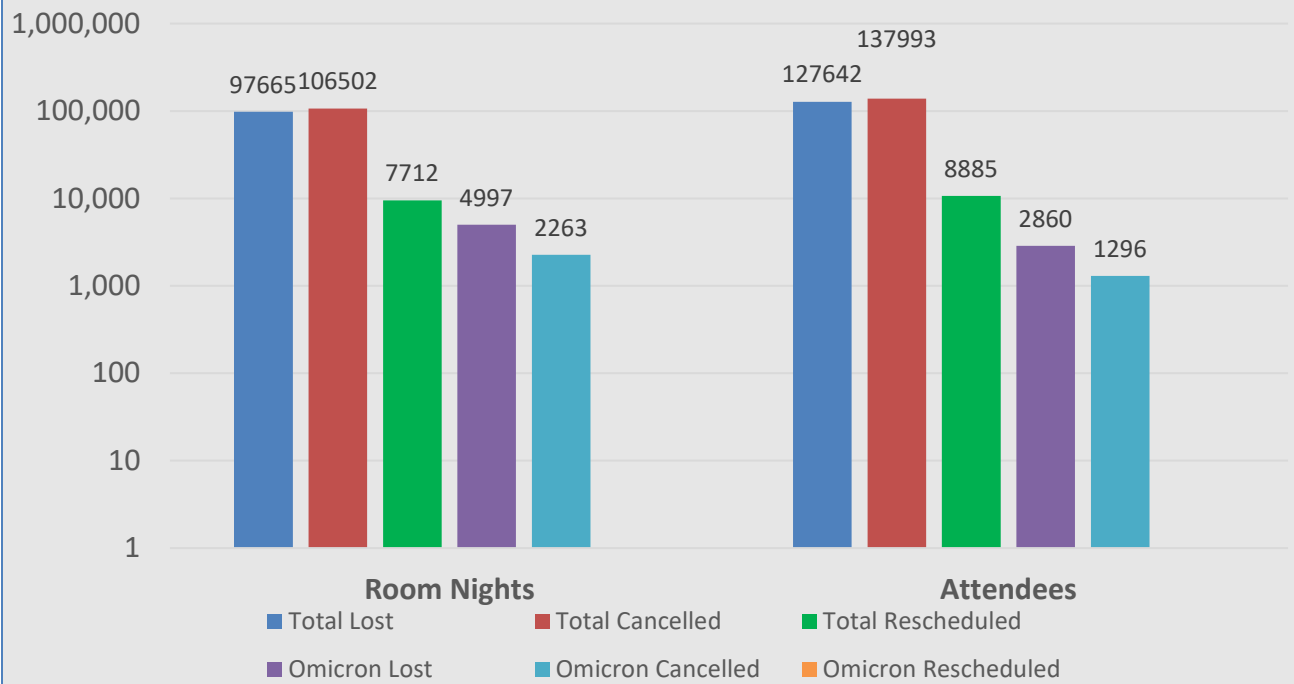
December

Room Nights Generated	Monthly Goal	February 2022 Actuals	February 2021 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	7842	8356	670	94098	39349	31537	1910	14154
Lost Room Nights		35867	15767		151615	74962	22560	100567

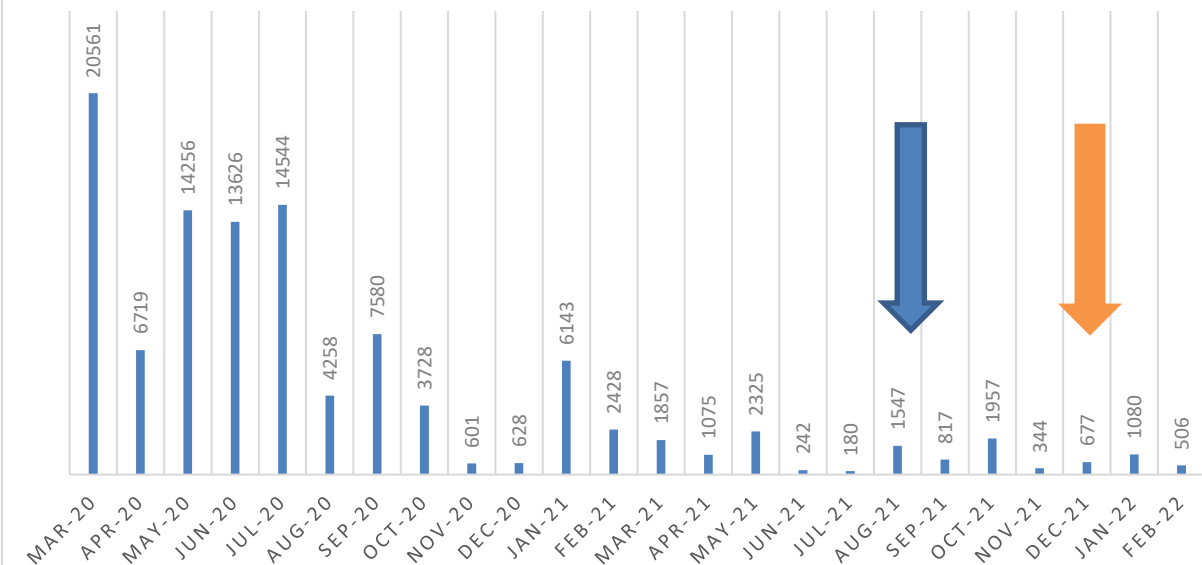
Travel & Activity

February	Organization	Event	Location
1-4	Religious Conference Management Association	Emerge 2022	Sacramento, CA

Covid-19 Impact March 2020 - February 2022



IRVING CVB CANCELLATION ROOM NIGHTS



Customer Services Activity February 2022

Groups Served	
February	9
YTD	52

Proclamations/Welcomes/Flags:

- Welcome/Proclamation/Flag(s) – 100th Bomb Group Foundation, November 29, 2021 – Councilman Zapanta
- Welcome/Proclamation - Black Girls Golf Summit, November 4, 2021 – Mayor Stopfer
- Welcome/Proclamation - Weekend of Honor, November 13, 2021 – Councilman Taylor

Pending:

- Mayor/Elected Official Welcome/Proclamation/Flag - Texas Assn of Student Councils, April 11, Mayor Stopfer
- Welcome/Proclamation/Flag(s) – 173rd Airborne Brigade, May 2022, TBD

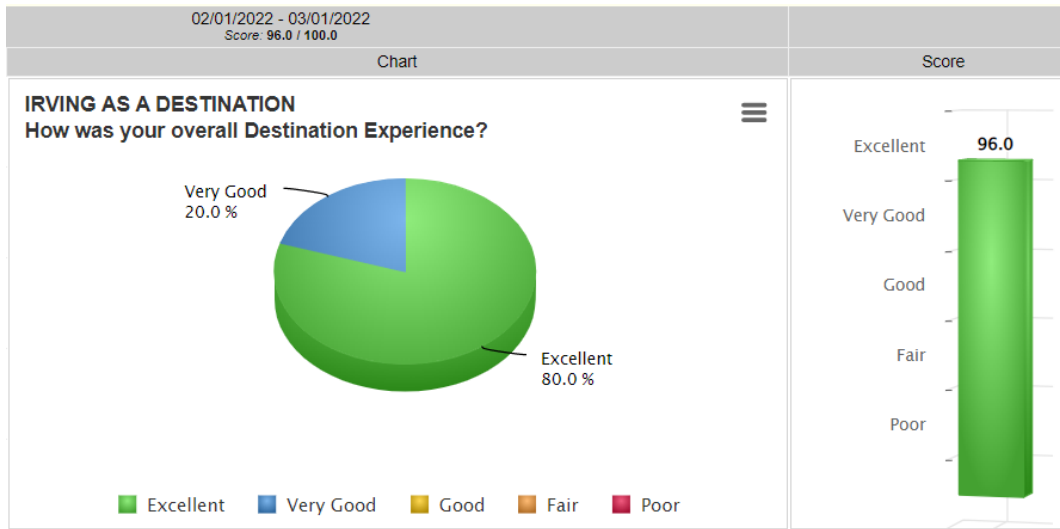
February Servicing & Inventory:

Service Type	9 Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag
Name Badge/Lanyard Services	5	2001 Badges/ 797 Lanyards
Pens	1	116
Bags	1	300
Promotional Materials	5	900 Restaurant/900 TMF maps
Staffing Services	2	20 hours total

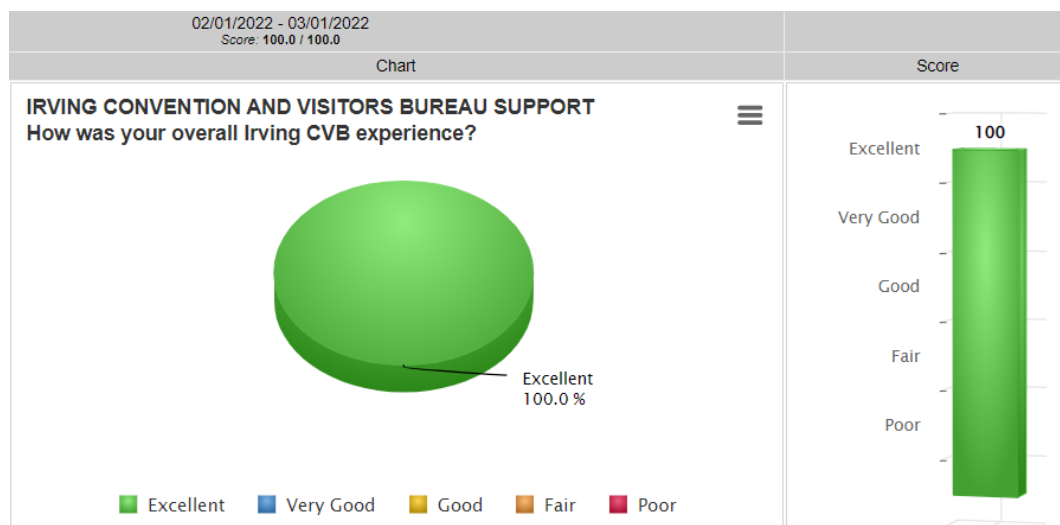
Event Location: Hotels: 7 Irving Convention Center: 1 Other: 1

February Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings
March 2022 – July 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Association of College and University Auditors	TACUA Conference	3/1/2022	3/6/2022	100	290
Hans Johnsen Company	Security Hardware Meeting	3/2/2022	3/7/2022	100	220
Southwest Commission on Religious Studies	Annual Conference	3/3/2022	3/6/2022	200	230
Boston Scientific US	Vertiflex Procedure Physician Education	3/4/2022	3/5/2022	44	81
ELAM Ministries	Elam Ministries Staff Meeting	3/6/2022	3/8/2022	30	45
NBM Incorporated	The NBM Show 2022	3/6/2022	3/14/2022	200	384
American Legal and Financial Network	March 2022 ALFN Intersect Servicing + Bankruptcy	3/8/2022	3/10/2022	100	86
International City/County Management Association	2022 ICMA Mountain Plains Regional Conference	3/8/2022	3/10/2022	150	170
ELAM Ministries	Founders Weekend	3/9/2022	3/13/2022	100	260
Texas Steel Guitar Association	Annual Meeting for 2022	3/9/2022	3/13/2022	300	835
LRP Conferences, LLC	DA Leadership Institute National Superintendents Academy	3/9/2022	3/12/2022	50	98
Prospanica - The Association of Hispanic Professionals	2022 Prospanica Leadership Summit	3/10/2022	3/12/2022	150	110
Bob Rogers Travel	Rich Hill High School	3/10/2022	3/12/2022	50	51
JPAR	JPAR-Rooms Only	3/10/2022	3/13/2022	350	130

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Campus Crusade for Christ Int'l (Cru)	CCCI - Cru Spring Break Outreach 2022 (Revised TX)	3/12/2022	3/18/2022	50	92
Pleasant Holidays	Pleasant Holidays	3/13/2022	3/18/2022	33	120
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/17/2022	3/21/2022	350	354
Bob Rogers Travel	Cimmaron High School Band	3/17/2022	3/19/2022	50	36
ALM First Financial Advisors, LLC	2022 ALM First Financial Institute	3/20/2022	3/23/2022	150	441
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2022	3/23/2022	3/25/2022	60	90
Alovea	Impact 2022	3/23/2022	3/28/2022	500	328
Dallas and Fort Worth Chapters of TX Association of Addiction Professionals	DFW Behavioral Health Symposium 2022	3/23/2022	3/25/2022	400	149
Dance With Me USA	Dance with Me USA 2022	3/23/2022	3/27/2022	500	365
Fidelity Investments	WI Core Market National Relationship Meeting	3/26/2022	3/31/2022	400	570
SMU Dedman School of Law	SMU Dedman School of Law	3/28/2022	4/1/2022	500	595
TexSom	The Court of Master Sommeliers - March 2022	3/28/2022	4/1/2022	100	272
Texas Court Appointed Special Advocates	The Forum 2022	3/29/2022	4/1/2022	120	100
Dental Laboratory Association of Texas	DLAT Southwest Conference	3/31/2022	4/2/2022	250	188
Pleasant Holidays	Pleasant Holidays	4/3/2022	4/7/2022	40	96
Populous Financial Group	2022 Leadership Meetings-April 4-8, 2021	4/4/2022	4/7/2022	70	180

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Parkhill	University of Parkhill Annual	4/4/2022	4/9/2022	500	1200
Debbie Sardone Consulting	CBF Retreat	4/5/2022	4/10/2022	330	692
Texas Association of Student Councils	TASC	4/6/2022	4/12/2022	5000	3640
Tour-Rific of Texas	Memorial HS Band	4/7/2022	4/10/2022	95	105
Libertarian Party of Texas	2022 State Convention	4/8/2022	4/10/2022	400	160
Green Light Group Tours	Green Light Tours	4/9/2022	4/10/2022	55	50
Populous Financial Group	2022 Leadership Meetings-April 11-15, 2022	4/11/2022	4/15/2022	70	160
Wedding Receptions	Patel Wedding	4/14/2022	4/17/2022	500	225
Club Corp	ClubCorp Golf Classic 2022 2nd Tier	4/18/2022	4/24/2022	300	679
Club Corp	ClubCorp Golf Classic 2022 - Media/Spectators/Guests	4/18/2022	4/24/2022	30	320
Club Corp	PGA Entertainment for Golf Channel for ClubCorp Classic 2022	4/18/2022	4/24/2022	125	261
USA Gymnastics	T&T Elite Challenge 2022	4/20/2022	4/24/2022	1000	290
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2022	4/21/2022	4/24/2022	200	300
SENPA	SENPA 2022 Conference	4/21/2022	4/24/2022	160	350
Lockheed Martin Corporation	Rooms Only	4/21/2022	4/23/2022	350	215
Assemblies of God/Marriage	Marriage Encounters	4/22/2022	4/24/2022	80	80
Surgical Infection Society	Surgical Infection Society 2022 Annual Conference	4/23/2022	4/26/2022	200	720
LLL Event Marketing for RMI (Resource Management)	Resource Management Global Symposium	4/24/2022	4/29/2022	150	257

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa 2022	4/24/2022	4/25/2022	100	100
Association for Early Learning Leaders	Association of Early Learning	4/25/2022	4/30/2022	400	770
Diamond Tours	Diamond Tours	4/25/2022	4/29/2022	50	54
Tabletop Gamers	Tabletop Gamers	4/27/2022	5/1/2022	350	229
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	4/28/2022	4/30/2022	250	120
Tour-Rific of Texas	Cy Falls School	4/29/2022	4/30/2022	75	52
DFW Church	DFW Church Marriage	4/29/2022	4/30/2022	300	225
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/1/2022	5/2/2022	35	17
BioWorks Inc	BioWorks Inc Sales Training Meeting	5/1/2022	5/4/2022	25	75
McKesson Corporation	Amplify High Potential Program Kick-Off Meeting May 2022	5/1/2022	5/6/2022	35	165
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/4/2022	5/8/2022	400	765
Neighborly, Inc.	Neighborly Meeting-2022	5/4/2022	5/6/2022	550	250
Insurance Designers of America	IPS October 2021	5/9/2022	5/12/2022	70	146
Ariat International	May 2022 Meeting	5/15/2022	5/20/2022	500	409
National Multifamily Housing Council	National Multifamily Housing Council 2022	5/17/2022	5/20/2022	250	450
Trustmark Insurance Company	2022 Trustmark Producer Conference	5/20/2022	5/25/2022	250	712
Bob Rogers Travel	Bob Rogers Travel	5/27/2022	5/28/2022	65	34
North Texas RPG-Con	North Texas RPG-Con 2022	6/1/2022	6/5/2022	500	547
Vizient, Inc.	Vizient, Inc. 2022 Service Awards Luncheon	6/2/2022	6/4/2022	125	25
Diamond Tours	Diamond Tours	6/4/2022	6/10/2022	50	54

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Cvent, Incorporated	Professional Advancement and Instructor Seminar	6/9/2022	6/11/2022	15	21
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 1st Session	6/9/2022	6/11/2022	15	21
Texas Association of School Business Officials	TASBO	6/11/2022	6/16/2022	1000	1370
National Lawn and Garden Show	National Lawn and Garden Show 2022	6/12/2022	6/16/2022	150	260
American Cancer Society	ACS/ Southeastern Colorectal Cancer Consortium	6/15/2022	6/16/2022	110	230
McKesson Corporation	#14188 APP Onboarding - June 2022	6/19/2022	6/23/2022	50	200
Learning Forward Texas	Learning Forward Texas	6/20/2022	6/22/2022	1000	700
PAMM Expo, LLC	Model & Talent EXPO June 2022	6/21/2022	6/26/2022	400	1626
Steubenville	Steubenville / Life Teen	6/22/2022	6/26/2022	5000	3000
JLM Creative Events	Applique Getaway 2022	6/22/2022	6/27/2022	450	315
Family Reunions Blanket Account	Ferguson Family Reunion	6/23/2022	6/26/2022	150	105
United States Armwrestling and Wristwrestling Association, Inc.	US Armwrestling National Championship 2022	6/24/2022	6/26/2022	500	200
Building Professional Institute	2022 Building Professional Institute	7/9/2022	7/14/2022	700	82
American Peanut Research and Education Society	2022 APRES - American Peanut Research & Education Society	7/10/2022	7/14/2022	150	450
Debbie Sardone Consulting	Pro Field Trip Summer 2022	7/12/2022	7/14/2022	40	38
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2022	7/17/2022	7/19/2022	100	105

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TexSom	The Court of Master Sommeliers - July 2022	7/23/2022	7/25/2022	100	145
Solution Tree	2022 Team Institute	7/25/2022	7/29/2022	525	435

**Highlighted items above are Target Industries for Irving in the Economic Development Strategic Plan

From: [Wendy Foster](#)
Subject: FW: Staff confirmation for Prospanica at Westin ICC
Date: Tuesday, March 22, 2022 1:12:33 PM

Had to share the client love sent our way for our convention services team members, Barb Miller and Peggy Masters. To be seen as an "extension of our team" is what we aim for every time we go out!

Hi Wendy,

I just wanted to reach out again to say Thank You for your assistance with our event at the Westin. I also must say again that Barb and Peggy were superb and we were delighted to have them as an extension of our team for the two days that they assisted us.

Should we have another event in Irving, I look forward to work with you.

Warm Regards,
Brandie

Brandie Steadham | Events Manager



**The Association of Hispanic MBAs
& Business Professionals**
bsteadham@prospanica.org

Thanks Barb and Peggy!

Wendy

Wendy Foster, CMP

Senior Convention Services Manager
972.401.7717 d

wfoster@irvingtexas.com

[Visit Irving – Coronavirus Resources & Protocol](#)



Marketing Communications

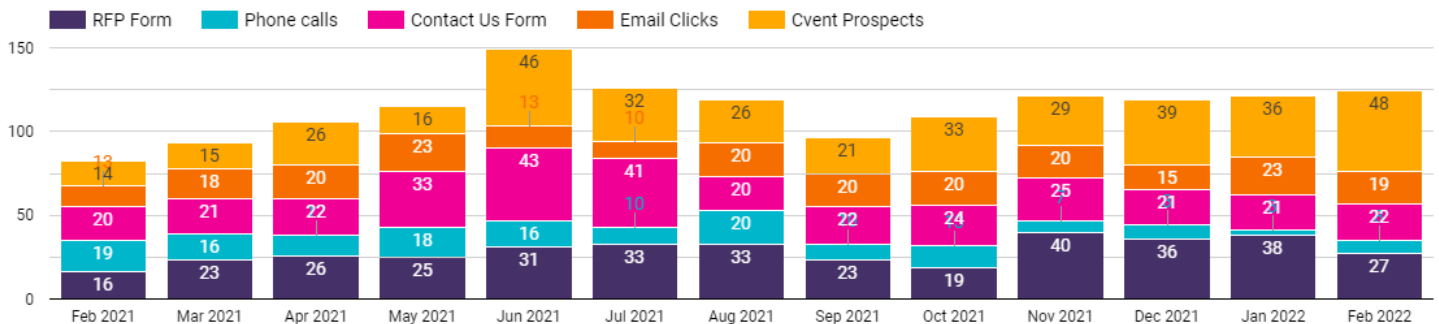
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: March 24, 2022
Re: February 2022 Board Report

Meeting-Sales Leads & Inquiries

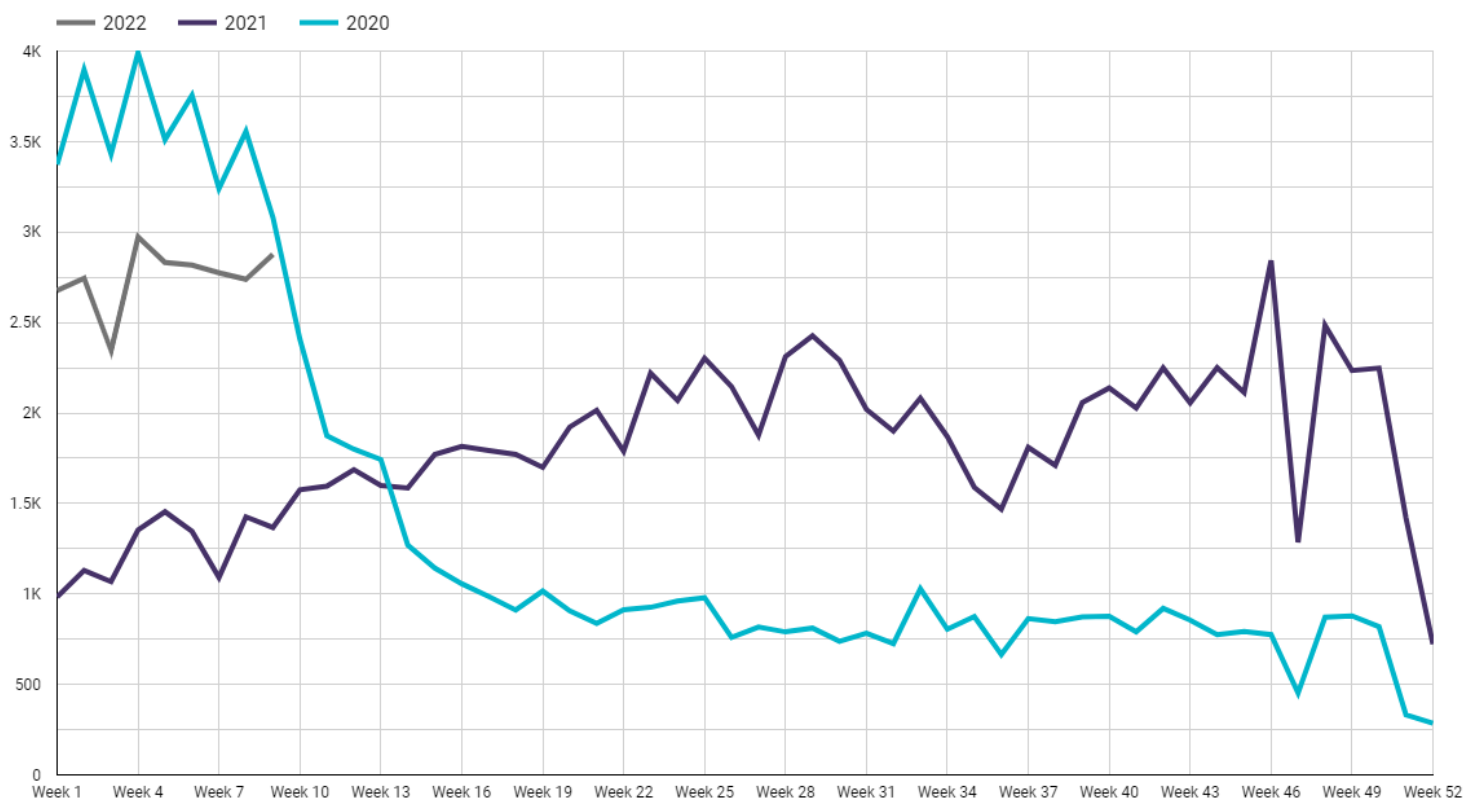
Leads and inquiries increased in February with 124 total prospects. There were 27 RFP form submissions, 8 phone calls, 22 contact form submissions, 19 email requests, and 48 Cvent submissions.

The aggregated weekly lead volume of over 200 U.S. DMOs, shows weekly lead volume and definites in 2022 is higher than in 2021, but below this same month in 2020.

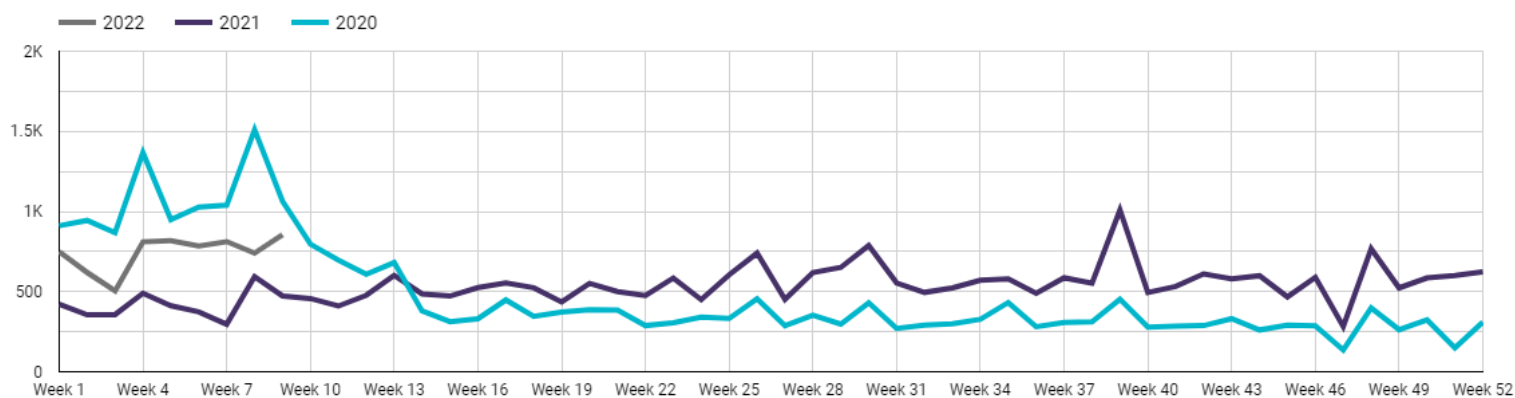
Marketing Prospects



Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs

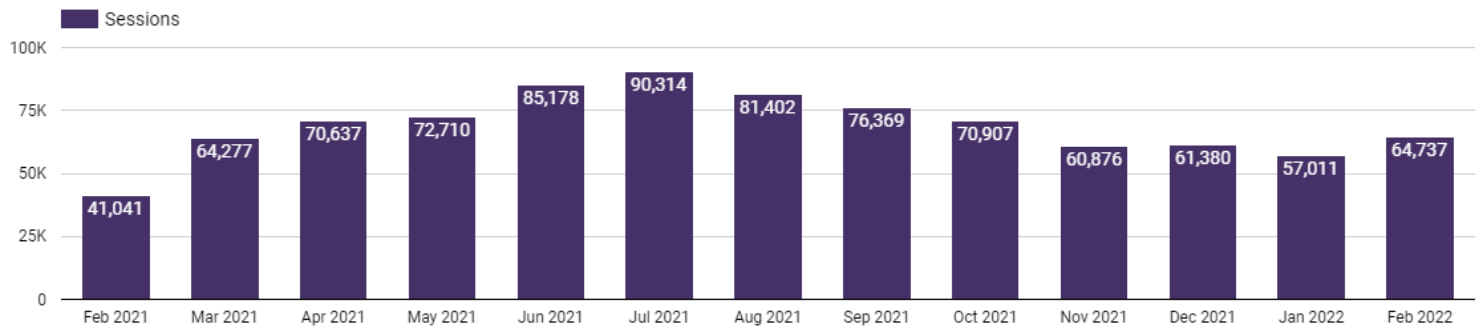


Website Traffic

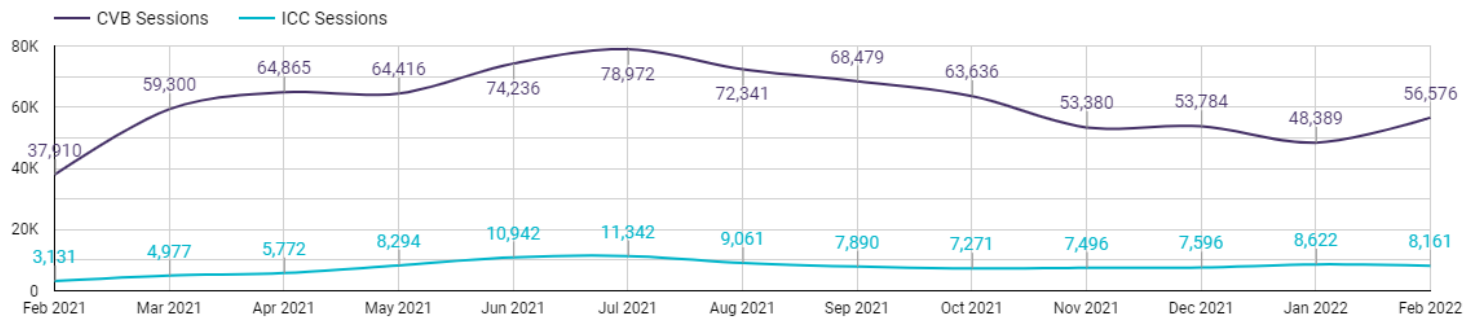
In February, website traffic increased with 64,737 total sessions to both websites. The Visit Irving website had 56,576 sessions and the Irving Convention Center website had 8,161 sessions.

Aggregated data provided by Simpleview shows overall website sessions are higher than the previous three years.

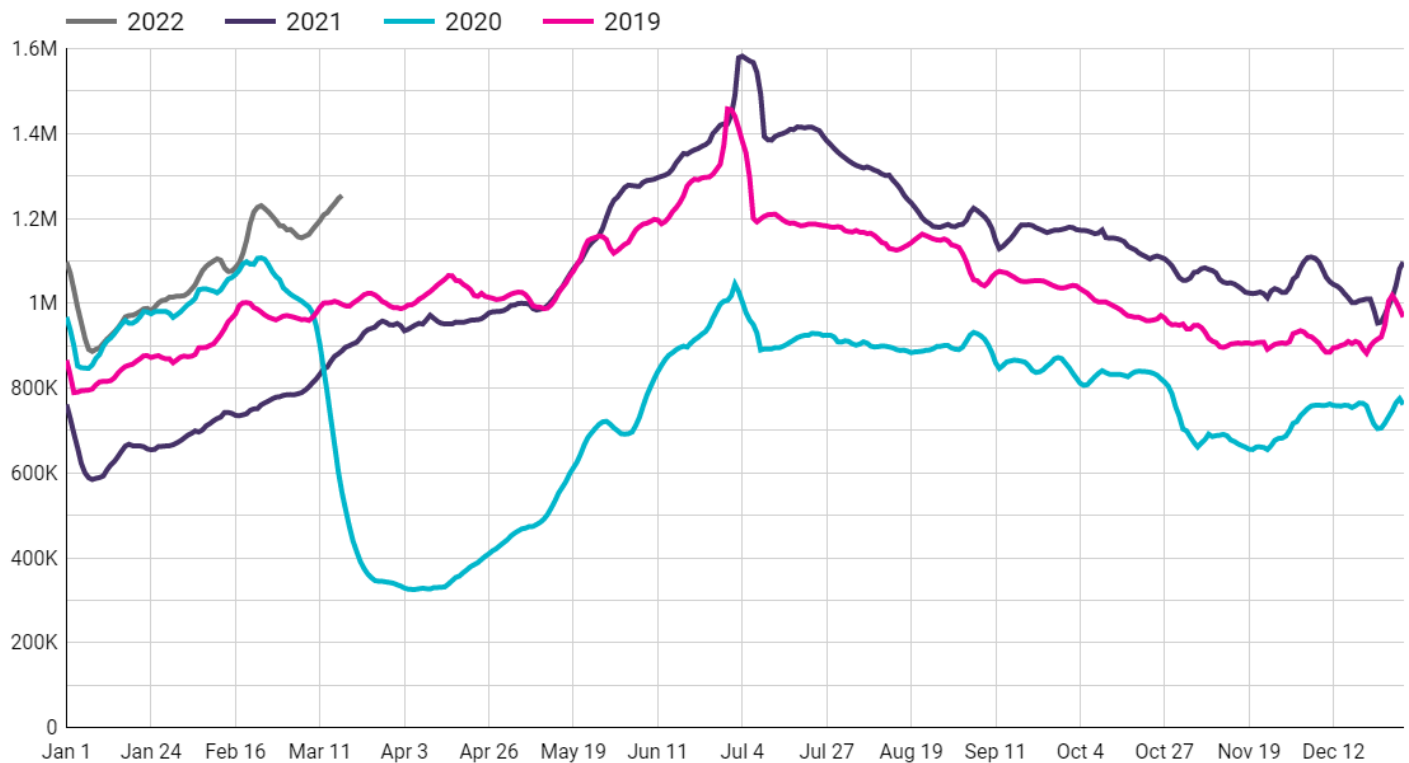
Website Traffic - Total Sessions



Website Traffic - Sessions by Market



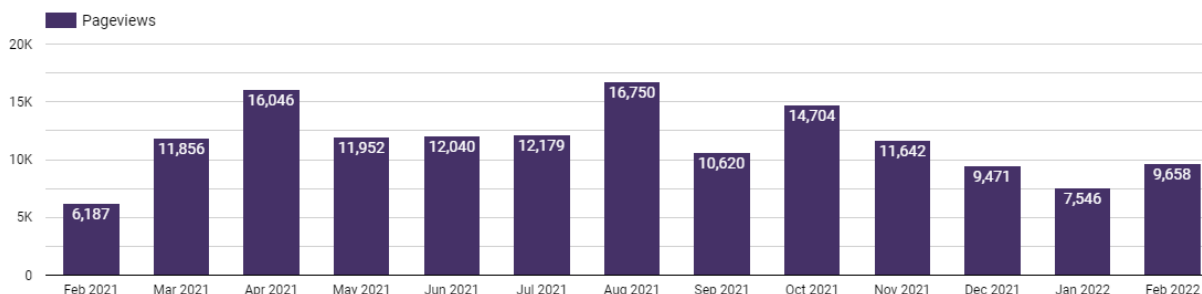
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic increased in February with 9,658 pageviews. The top posts were “Uniquely Irving: Mr. Max Izakaya Restaurant,” with 1,167 pageviews, “Meet the Newly Updated Heritage Park in Irving,” with 639 pageviews, and “Uniquely Irving: Argentina Bakery” with 539 pageviews.

Blog Pageviews



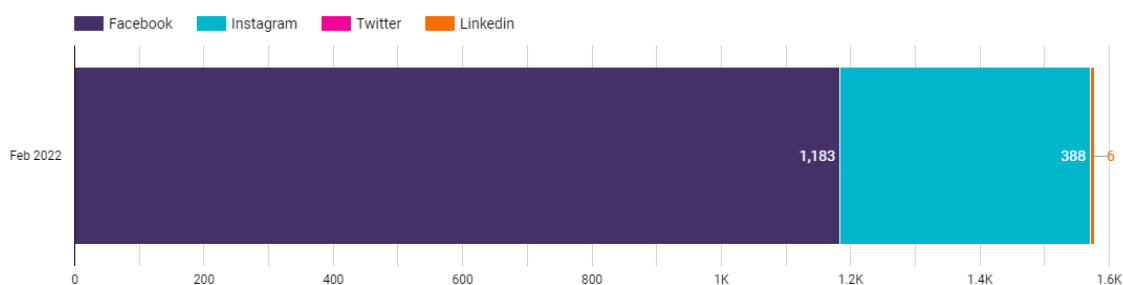
Blog Traffic Performance

	Page	Pageviews ▾	Unique Pageviews	Avg. Time on Page
1.	/blog/list/post/uniquely-irving-mr-max-izakaya-restaurant/	1,167	1,079	00:13:38
2.	/blog/list/post/meet-the-newly-updated-heritage-park-in-irving/	639	605	00:09:01
3.	/blog/list/post/uniquely-irving-argentina-bakery/	539	497	00:08:38
4.	/blog/list/post/uniquely-irving-vinnies-pizzeria-pastaria/	411	380	00:08:05
5.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	323	295	00:08:43

Social Media

1,577 additional followers and likes were added in February bringing the total influence to 127,342. Facebook had the largest growth at 1,183 new likes, followed by Instagram with 388 and LinkedIn with 6 new followers.

Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Follow...	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers ▾
CVB	92,071	10,770	5,748	795	109,384
CC	12,865	2,239	2,460	394	17,958
Grand total	104,936	13,009	8,208	1,189	127,342

Advertising

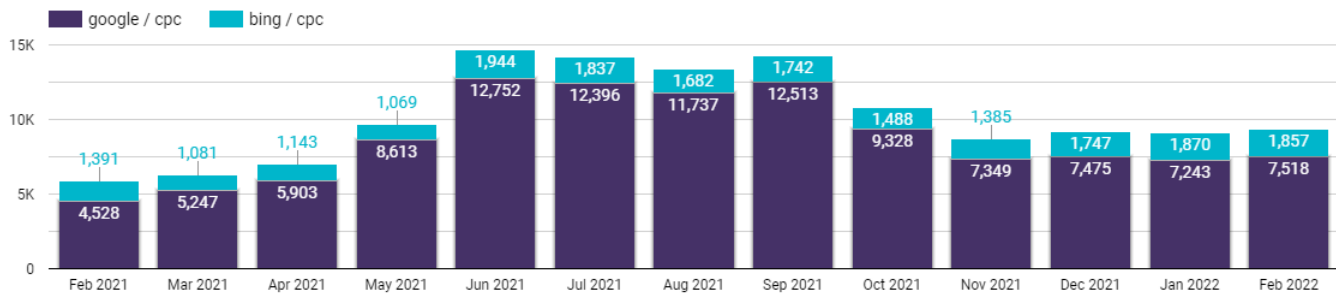
MPI was the top performer for website visits in February, followed by Meetings Today and TSAE. Paid search remained level with 9,375 site visits.

Meetings Today Display...	19,325	874
MPI Programmatic	54	822
MPI Homepage Banner ...	0	574
TSAE Programmatic	2,617	86
Tiger Oak Publications ...	0	20
RCMA eNews Leaderbo...	0	14
Northstar Meetings Gro...	32	9

By Placement

Placement	Impressio...	Clicks ▾
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Advertising Engagement - Clicks



Digital Campaigns:

Staycations Campaign:

In February, the Staycations campaign generated 6,949 hotel referrals. In the last twelve months, the Staycations Campaign has generated 22 million impressions, 273,001 website sessions, and 127,048 hotel referrals, which represent nearly \$28 million in Potential Economic Value.

Meetings Campaign:

This fiscal year, the Meetings Campaign generated 7,068 website sessions and 93 meetings-sales inquiries.

OTA Campaign

The OTA Campaign has produced 10,680 hotel bookings and 21,562 room nights, which generated \$2,377,593 in direct hotel revenue

Promoted Content Campaign:

In February, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated 10,040 post engagements and 1,917 blog visits.

Micro-Campaigns:

To date, six sports and two concert micro-campaigns have been run, which generated 3,036 hotel referrals. Combined they represent \$1,342,947 in potential economic value. The most recent micro-campaigns are for the Irving Marathon, Judas Priest concert, and the ClubCorp Classic.

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*	95,543,791	40,182,608			76,746,085
ADVERTISING EQUIVALENCY*	\$849,007	\$820,029			\$1,669,036
PUBLIC RELATIONS VALUE**	\$2,547,021	\$2,460,087			\$5,007,108

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

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

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

Attachments

-  "New Developments Abound in Fast-Growing Dallas-Fort Worth Metroplex," *meetingstoday.com*, Feb 14, 2022
-  "HSMIA Announce The Top 25 Extraordinary Minds of 2021," *hospitalitynet.org*, Feb 17, 2022
-  "Attention, 'sneakerheads': Irving's got the show for you," Dallas Morning News, Feb 18, 2022
-  "HSMIA Announces Top 25 Extraordinary Minds," *USAE Magazine*, Feb 28, 2022
-  Marketing Automation Report
-  "Blog Performance Overview
-  Visit Irving Social Stats
-  Irving Convention Center Social Stats

meetingstoday.com
Linn County
Cedar Rapids, IA
Circulation: Online
Frequency: Daily
February 14, 2022

New Developments Abound in Fast-Growing Dallas-Fort Worth Metroplex

 meetingstoday.com/articles/143156/new-developments-dallas-fort-worth-metroplex

February 14, 2022

Danielle LeBreck



Rendering of Loews Arlington Hotel

The Dallas-Fort Worth Metroplex is home to some of the fastest-growing cities in America, which means more hotel and event space options for planners, plus a host of new attractions to help attendees get a real feel for the Texan life.

To help you keep up with all of the new projects, we distilled the most noteworthy new openings and developments enhancing the DFW area.

Dallas



Street view rendering of new convention center planned for Dallas

Dallas continues to stride forward, leading the North Texas metro into the next phase of hospitality. Currently, 147 hotel construction projects with more than 17,700 new rooms are in the pipeline, according to a new report by Lodging Econometrics—and matches Atlanta as the U.S.’s top hotel building market.

To VisitDallas CEO Craig Davis, this explosion of development is just another day in Texas’ largest city, where entrepreneurial spirit thrives and expansion is constant. “The fact is that we are such a business-friendly city. We have this culture of continuing to build and not stop,” he said.

Meeting planners can expect progress on many of these projects within the next year. In the third quarter of 2021, Dallas had 18 projects totaling 1,756 rooms in the works, and another 48 Dallas-area hotels with 5,643 rooms are scheduled to break ground in the next 12 months.

Most notably, Dallas city council has approved plans for a new 2.5-million-square-foot convention center located adjacent to the current Kay Bailey Hutchison Convention Center Dallas. The new center will feature 800,000 square feet of exhibit space and 400,000 square feet of breakout space, including a 100,000-square-foot ballroom. Construction on the \$2 billion center is expected to begin in 2024 with completion in 2028.

“This news is a game-changer for Dallas and will put our city on the map as the preeminent large-city convention and meeting destination in the nation,” Davis said. “The center will be the anchor for a lively new Convention Center District that will excite convention goers and revitalize southern Downtown Dallas, making it a place for locals to enjoy alongside our convention attendees.”

More especially exciting news for the meetings market is the addition of three luxury products that will elevate Dallas’ corporate allure:

- **JW Marriott Dallas:** This 15-story hotel is scheduled to open in February 2022 in the heart of Dallas’ Downtown Arts District. The 283-room hotel is set to feature a 25,000-square-foot grand ballroom and meeting space, spa, restaurant, lobby bar, fitness center and a rooftop pool deck and bar.

- **InterContinental Dallas:** Also coming in 2022, InterContinental Hotels & Resorts will return to Dallas at Cityplace Tower in Uptown, featuring panoramic views of the Dallas skyline. Guests will enjoy spacious, high-end rooms and amenities, including a rooftop infinity pool and lounge and over 21,000 square feet of event space.
- **Four Seasons Dallas:** More luxe is on the way to the Dallas area in 2025 with the introduction of the city's first Four Seasons. The property is slated to bring a 250-room resort-style hotel to Dallas' Turtle Creek neighborhood, situated between Uptown and Highland Park. The high rise, which will include residential units, will occupy one of the last undeveloped properties along Turtle Creek.

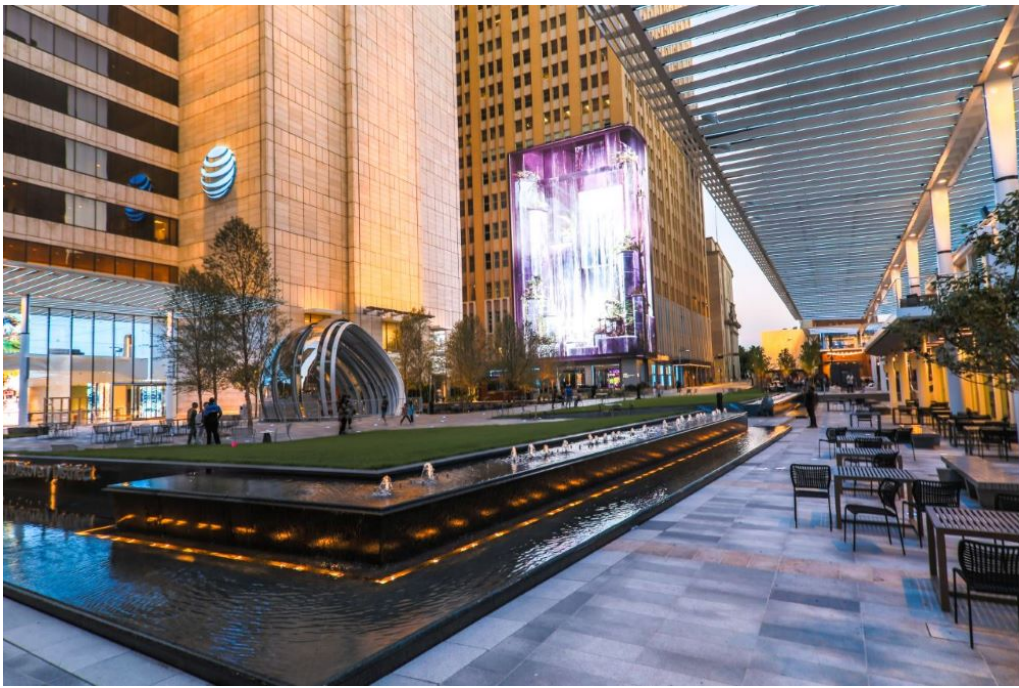
Planners can also look forward to booking events at recently opened hotels:



Thompson Dallas hotel lobby. Credit: Gustav Schmiede

- **The Kimpton Pittman Hotel:** Housed in historic 1916 building originally designed by Dallas' first African American architect, restoration has returned this hotel and famed fourth-floor ballroom to its original Beaux Arts glory in the Deep Ellum neighborhood.
- **The Thompson Dallas:** This new entrant to downtown includes 219 rooms, 14,000 square feet of ballroom space, four restaurants and two acres of outdoor terrace space.
- **Marriott Dallas Uptown:** This 255-guest room, contemporary hotel is in the trendy Uptown neighborhood, boasting six event venues and a unique 14th-floor rooftop event space with 360-degree views of Dallas.

In conjunction with the hotel boom in Dallas, new multi-purpose districts elevate the convention experience in town. Most notable is downtown's AT&T Discovery District, which opened in June 2021, as a public gathering place for conventioners and local employees complete with green space and creative high-tech features.



AT&T District. Credit: AT&T District

“It’s a really incredible district that’s walking distance from the convention center and it includes restaurants and a 104-foot media wall,” Davis noted.

The AT&T Theater at the district is fit for advanced screenings or corporate meetings; and multiple dining outlets including JAXON Beer Garden and a forthcoming food hall provide casual networking spaces post-meetings. The entire area has 5G and free Wi-Fi.

For impressive offsite events and experiences, planners should also check out Echo Lounge & Music Hall, the newest entrant to Dallas’ Design District. The 1,000-person capacity concert venue sits next to the Mavericks training facility and features an immersive sound system, a concert hall with an open floor surrounded by sound-enhanced walls and floors, and luminescent lighting that changes throughout the evening. The facility also has an outdoor patio, which can host up to 125 for private events.

[Related: These Texas Brands Add Authentic Flavor to Group Agendas]

Fort Worth



Renovated historic Mule Alley, Fort Worth. Credit: Austin James

Now the 12th-largest city in the nation, the rapidly expanding Fort Worth continues to innovate, but while it grows, its convention space and walkability don't rank in the nation's top 25 in size, according to Visit Fort Worth. To address this, a 100,000-square-foot expansion of the convention center is forthcoming, along with other enhancements that the CVB expects to double the number of annual events.

The Fort Worth City Council **recently approved** the use of \$52 million of COVID-19 federal relief money to fund the expansion of the five-decade-old convention center. Phase 1 of the project will begin in 2022, including a new, state-of-the-art kitchen and demolishing the underused annex. In Phase 2, tentatively scheduled for 2026, the outdated arena will be replaced with a ballroom and flexible space.



*Ballroom, Hotel Drover.
Courtesy Visit Fort Worth*

More enhancements will happen across the street from the convention center, where Texas A&M University announced a \$350 million expansion of its nationally ranked law school to include Tier 1 research facilities, alongside a new Education Alliance Building, which would host conferences and house university courses.

New hotel inventory comes to Fort Worth too, with the roughly 4,000 rooms surrounding the convention center all being new or renovated by 2022.

The Stockyards National Historic District—a popular attraction in town—also has received a facelift that will enhance the experience for groups in the area with the addition of the 200-room Hotel Drover, a Marriott Autograph Collection hotel with 40,000 square feet of unique indoor and outdoor event space. The property—which opened in 2021—anchors the Stockyards Heritage Development Co.’s multi-million-dollar renovation of historic Mule Alley in the Fort Worth Stockyards which includes shops, eateries, creative workplaces and live entertainment venues.

[Related: Iconic Texas Filming Destinations That Add Box Office Appeal to Meetings]

Arlington



Loews Arlington Hotel rendering

Big news is afoot for conventions in Arlington. An \$810 million expansion of Arlington’s Convention Campus is underway, which will include a host of exciting new developments for meetings and events, including:

- A new convention center, which will provide 216,000 square feet of indoor and outdoor meeting space.
- An 888-room, \$550 million Loews Arlington Hotel, which broke ground in October 2021. The hotel will be connected to the new convention center via skybridge.
- A mixed-use residential building with 280 units and 100,000 square feet of retail, entertainment and coworking space.
- A planned 200,000-square-foot corporate office headquarters in the Arlington Entertainment District.
- A public parking garage providing an additional 1,900 spaces.

“The new convention center plus Loews Arlington Hotel is a game changer,” said Chad Enloe, vice president, sales for the Arlington Convention & Visitors Bureau. “Our existing world-class sports and entertainment venues will now be complimented by incredible hotel and meeting facilities that will attract national events of all kinds. We are already a leading destination for meetings and events and this new development will further strengthen Arlington’s robust convention opportunities.”

Recent sports and entertainment venues that have elevated Arlington's profile are **Globe Life Field**—home of the Texas Rangers—which is a part of the recent Texas Live! entertainment complex, which provides unique entertainment venues, restaurants and retail options for events and post-meeting nightlife.

Plano

One of Plano's most popular and versatile venues—Plano Event Center—is getting a \$1.85 million facelift starting in Q2 of 2022. The event center's courtyard will receive a complete renovation; hardscape paving, site lighting, site furniture, shade structures, fireplace, audio/visual equipment and connections, utility adjustments, new fencing and entry gates, landscape planting beds, tree plantings, and reconfiguration of the irrigation system will all be completed over the course of 9-12 months.

"The renovation project will also significantly expand upon programmable and rentable spaces for outdoor events by providing extensive shaded areas and expanded hardscape to accommodate receptions, impromptu meeting spaces and live entertainment," added Millerann Moya, senior marketing manager for Visit Plano.

"The fireplace area will draw patrons out to enjoy cocktails and tapas while listening to live or recorded music from the wireless sound system located throughout the courtyard area," Moya continued. "The games section will capitalize on the large outdoor game trend for lawn chess or outdoor tic tac toe. There will be a stage area for performance artists or musical groups and plenty of outdoor seating with tables for al fresco dining provided courtesy of the Plano Event Center culinary team."

Moya added that with the demand for flexible outdoor spaces for networking breaks, weddings, breakout sessions and other special events, the courtyard renovation will significantly help the venue meet planner's needs moving forward.

Irving



Hotel Indigo bar area rendering

While not nearly as large as its northwest neighbor Dallas, Irving too is growing quickly, while still maintaining the smaller city charm that sets it apart from its Metroplex counterparts.

“With a beautiful lake and Venetian-like waterways throughout the city’s walkable visitors district, Irving is a convention city with character,” said Diana Pfaff, VP of marketing and communications for Visit Irving Texas.

Pfaff said that the city’s entertainment district, in particular, holds many attractions for conventioners. “The district provides walkable entertainment options at the Toyota Music Factory, Water Street and the Mandalay Canal.”

“And we are the most conveniently located to DFW Airport,” she continued. “We’re easily accessible and affordable, but still offer all the bells and whistles.”

Less than five minutes from Irving Convention Center at Las Colinas, a string of new hotels are planned:

- **Element by Westin Las Colinas:** Opening this February, Irving’s Las Colinas will soon welcome this new, 12-story, upscale extended stay hotel. The property has 159 suites that include kitchenettes. The hotel is perfect for small groups needing extended-stay accommodations with 2,277 square feet of event space with two breakout rooms.
- **Hotel Indigo:** Groundbreaking on this new boutique hotel in Las Colinas began in August 2021. Upon completion in 2023, the Hotel Indigo by IHG will feature a six-story tower, 150 rooms with canal views, and a 90-seat, full-service restaurant and bar. The design includes 3,300 square feet of meeting space, an infinity edge swimming pool, fitness center and 155 surface parking spaces.
- **TEMPO by Hilton:** Located in the heart of Las Colinas’ robust corporate and entertainment district, this 138-room hotel opening in 2024 will have more than 2,500 square feet of meeting space and a large outdoor patio perfect for evening social gatherings.

In addition to hotels, a new a \$2.8 million project along Lake Carolyn opened in 2020 on the southwest corner of Lake Carolyn in the Urban Center. Levy Plaza, a new outdoor venue option, was purchased by the city in June 2018 in anticipation of a dedicated location for the City of Irving Special Events festivities.

Pfaff noted that Heritage Park is also undergoing renovations. The open space at this 32-year-old park in South Irving will be reconfigured for concerts, featuring a permanent stage with a large video screen and speaker system. There will also be parking for food trucks, new public restrooms and a fountain feature with dancing water jets. The \$6.5 million construction project adds another post-meeting option or special event space for groups.

With all the new development plus the convention center’s unique design that includes outdoor meeting spaces with waterfront views, paired with many more fresh-air plazas, patios and more, Pfaff believes Irving can offer much of what planners and groups crave for meetings right now.

“With pent-up demand for travel, attendees will be thrilled to learn that Irving is an ideal ‘bleisure’ destination,” she added. “With resort-style hotels, spas, outdoor recreation and water activities, Irving provides customizable and unique experiences for spouses and families that want to tag along or join for the weekend.”

Connect

Arlington CVB

(800) 433-5374

VisitDallas

(214) 571-1000

Visit Fort Worth

(800) 433-5747

Visit Irving Texas

(972) 252-7476

Visit Plano

(800) 817-5266

Read this next: Iconic Foods of Austin and Texas Hill Country—And Where Groups Can Try Them**About the author**

Danielle LeBreck | Lead Destinations Content Strategist

Danielle started at Meetings Today in March 2019 after seven years of editorial experience in the travel and food industries. She oversees all of the destination content for Meetings Today and collaborates with the team on digital content strategy and content marketing initiatives.



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<https://www.hospitalitynet.org/news/4109009.html>

Press Release · Sales & Marketing

HSMAI Announces The Top 25 Extraordinary Minds of 2021



HSMAI
4 min read · 17 February 2022

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Source: HSMAI

The Hospitality Sales & Marketing Association (HSMAI) is proud to recognize the brightest minds in the hospitality industry with the 2021 HSMAI Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization. These professionals have been selected by a panel of senior industry executives and will be celebrated March 30 at The Boca Raton in Boca Raton, Florida, in conjunction

with the annual Adrian Awards Celebration.

HSMAI's 2021 Top 25 Extraordinary Minds have shared innovative ideas and overcome obstacles in the last two years. Each of these individuals has exemplified leadership and brilliance in their respective roles. Collectively, they are empowering the hospitality industry recovery.

"The 'Top 25' always celebrates the sales, marketing and revenue optimization leaders and innovators in our industry," said Robert A. Gilbert, CHME, CHBA, President and CEO of HSMAI. "Throughout the pandemic, these extraordinary professionals have risen to each challenge and met unprecedented circumstances with creativity, strength, and ingenuity. These innovators and top performers will be a guiding light that will accelerate the industry's recovery."

The 2021 HSMAI Americas Top 25 Extraordinary Minds are as follows:

- Jamieson Asselta, Director of Global Enterprise Sales, IDEaS - A SAS Company
- Kevin Barosso, Director of Convention Sales, Mohegan Sun
- Mercedes Blanco, Vice President of Strategic Partnerships, The Hotels Network
- Victoria Cimino, Chief Executive Officer, Visit Williamsburg
- Alex J. Cisneros, Senior Vice President of Revenue Generation, Red Roof
- Heidi Cosio, Vice President of Revenue Effectiveness, Aimbridge Hospitality
- Jessica Davidson, CHDM, Senior Vice President of Digital & Brand Marketing, Wyndham Hotels & Resorts
- Nina Georgoulis Garrison, Senior Brand Manager of Global Brands, Hyatt Hotels Corporation
- Michelle Gilman Jasen, Vice President of Hotel Sales and Marketing, Accor
- George Horaitis, Executive Director of Reservations & Distribution, Preferred Hotel Group
- Liz Jaquez, CHDM, CRME, Vice President of Revenue Generation, Janko Hospitality
- Lori Kiel, CHDM, Chief Commercial Officer, Kessler Collection
- Flo Lugli, Principal, Navesink Advisory Group, LLC
- Michael Mason, Chief Creative Officer, Ideas Collide

- Kelly McGuire, Managing Principal of Hospitality, ZS Associates
- Karen McWilliams, CRME, Vice President of Revenue Strategy, Concord Hospitality Enterprises
- Mary Monroe Brown, Director, Wisconsin Office of Outdoor Recreation
- Alexa Montgomery Krnjaic, Vice President of Channel Management & Strategic Initiatives, Sonesta International Hotels Corporation
- Kim Moore, CHDM, Director of MDS Client Services, Marriott International
- Jeremy Murray, CHDM, Vice President of Digital Marketing, Apple Hospitality REIT
- Stephanie Ochs, Head of Commercial of Above Property Services, IHG
- Andres Orta, Senior Director of Marketing Analytics U.S. & Canada, Marriott International
- Katarina Stanisic, Managing Director of Marketing, BWH Hotel Group
- Monty White, CHDM, Senior Director of Marketing Communications, Visit Irving
- Paula Zeller, Divisional Vice President of Sales & Marketing, Remington Hotels

For additional information on the Top 25, HSMAI Adrian Awards and the HSMAI Lifetime Achievement Awards, visit <http://www.adrianawards.com>.


About HSMAI

HSMAI is a global organization of sales, marketing, and revenue optimization professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI leads the way in identifying and communicating trends in the hospitality industry. Operating as a leading voice for both hospitality and the sales, marketing, and revenue optimization disciplines, HSMAI connects its members with customers. Founded in the United States in 1927, HSMAI is a membership organization comprising 5,000 members from 35 countries and chapters worldwide. HSMAI operates around the globe via regional boards of directors and staff. There are four regions: the Americas, Asia Pacific, Europe, and the Middle East. Each region has signature programs and services for association members. HSMAI has a Global board which is made up of delegates from each region

Miranda Brown

HSMAI

HSMAI

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February 18, 2022

Attention, ‘sneakerheads’: Irving’s got the show for you

 dallasnews.com/news/2022/02/18/attention-sneakerheads-irvings-got-the-show-for-you

February 18, 2022



Sneaker Exit is coming to Irving this Sunday, with attendees buying, selling, trading and browsing thousands of pairs of sneakers, including some rare finds. (Lynda M. González / Staff Photographer)

Harrison Clottey once owned some 250 pairs of sneakers.

Although his collection has dwindled to a more manageable 50 pairs, Clottey says his love of the ultimate shoe has not dwindled.

The sneaker enthusiast from Atlanta, Ga., will bring Sneaker Exit, the national trade show he founded in 2015, to the **Irving Convention Center** on Sunday.

“Sneaker enthusiasts are always hunting for that next pair,” he said.

More than 3,000 “sneakerheads” — the term given to enthusiasts — are expected to attend the show, where they’ll buy, sell, trade and browse thousands of sneakers.

Attendees can expect to see rare finds like Trophy Room Jordan 1s, Chunky Dunky Nike Dunks and Off-White Sneakers. An online search shows some of those shoes can sell for several thousand dollars.

“Sneakers are one of the best ways to express yourself,” Clotey said. “And interest has grown now that they’ve become acceptable in business casual situations.”

Sneaker Exit is 1 to 7 p.m. Sunday at the Irving Convention Center, 500 W. Las Colinas Blvd.

Tickets are available online at TheSneakerExit.com or at the door using cash, card or Apple Pay. General admission for ages 11 and up is \$20. VIP tickets are \$50. Children 10 and under are free with a paid adult.

Sarah Bahari, Special Contributor. Sarah Bahari is a freelance writer covering Arlington, Irving and Grand Prairie. She previously worked as a features writer for the Fort Worth Star-Telegram, where she covered a little of everything. Email her tips at sarahbahari@gmail.com.

✉ sarahbahari@gmail.com



USAE Magazine
Montgomery County
Bethesda, MD
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February 28, 2022

HSMAI Announces Top 25 Extraordinary Minds

By [Grant Broadhurst](#)

HSMAI has announced the 2021 HSMAI Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization.

The 25 professionals were chosen by a panel of industry leaders for their "exemplary leadership and brilliance in their respective roles." They will be honored on March 30 at The Boca Raton in Boca Raton, Florida, during the annual Adrian Awards Celebration.

"The 'Top 25' always celebrates the sales, marketing and revenue optimization leaders and innovators in our industry," said Robert A. Gilbert, CHME, CHBA, President and CEO of HSMAI. "Throughout the pandemic, these extraordinary professionals have risen to each challenge and met unprecedented circumstances with creativity, strength, and ingenuity. These innovators and top performers will be a guiding light that will accelerate the industry's recovery."

Kevin Barosso, Director of Convention Sales at Mohegan Sun, told *USAE*: "I'm honored and humbled by it. I've worked with several folks throughout my career who made this list and they're all people I respect and learned a lot from, so I feel honored to be considered in that same class of folks for sure."

He said his favorite accomplishments have been when he has been able to build something from the ground up such as the new convention center at Mohegan Sun.

"Any time you can kind of ground up and take something that was dirt and see it to fruition, it's a lot of work but it's also probably one of the most

rewarding things you can do in your career," Barosso said.

"I'm grateful and flattered to be acknowledged alongside this impressive group of individuals," **Victoria Cimino, CEO of Visit Williamsburg**, said.

She said her favorite accomplishment is content creation for her destination, such as the launch of *The WilliamsBLOG*.

Monty White, CHDM, Sr. Director of Marketing Communications at

Visit Irving, told *USAE*: "Honestly, I'm still a bit surprised. The Top 25 is an accomplished group and I'm honored to be a part of it. I work with an amazing team here at Visit Irving and none of this would be possible if it weren't for their support and everything they do."

He said he is particularly proud of Visit Irving's Staycations campaign, which the destination is running in partnership with Simpleview.

"It played a significant role in helping us weather the downturn, so we're extremely pleased with the results we've seen," White said.

To see a full list of honorees, [click here](#).



Marketing Automation Report

February 2022

Leisure Email Summary

Jan 1, 2022 - Dec 31, 2022

The open rate has gown down from January to February but is still up double from the Act-On average. Additionally, we saw an increase in the bounce rate of 100 people, nearly doubling the January total. Almost all of these are soft bounces. Many of those contacts are now being entered into the reengagement campaign, so we should see that number go back down over the next few months. The click rate is also much higher that the Act-on average, but did decrease slightly from January to February.

Act-On Simpleview Clients vs. Irving February Send

Open Rate > 16.73%

Open Rate > 32.6%

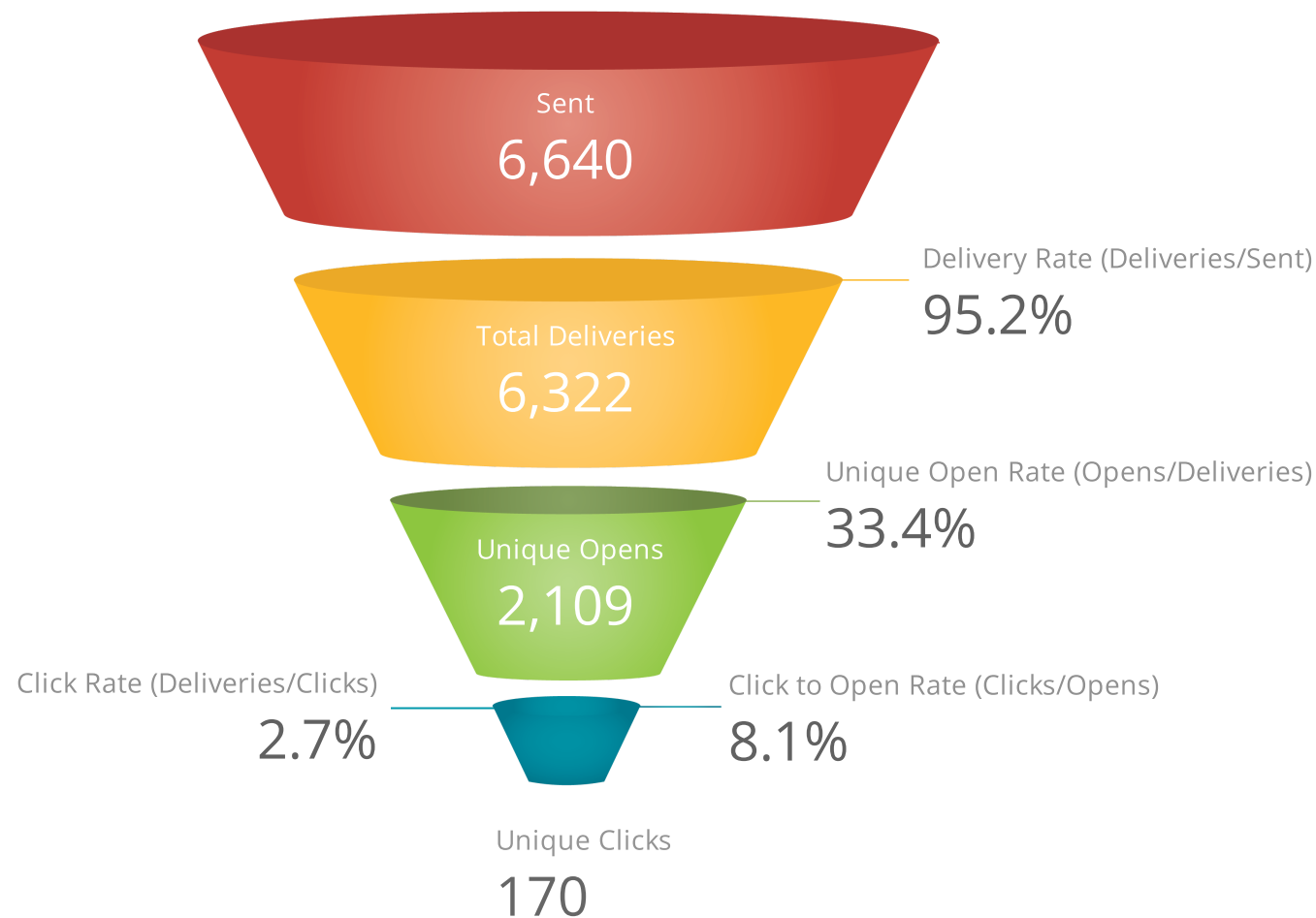
Click Rate > 1.83%

Click Rate > 2.29%

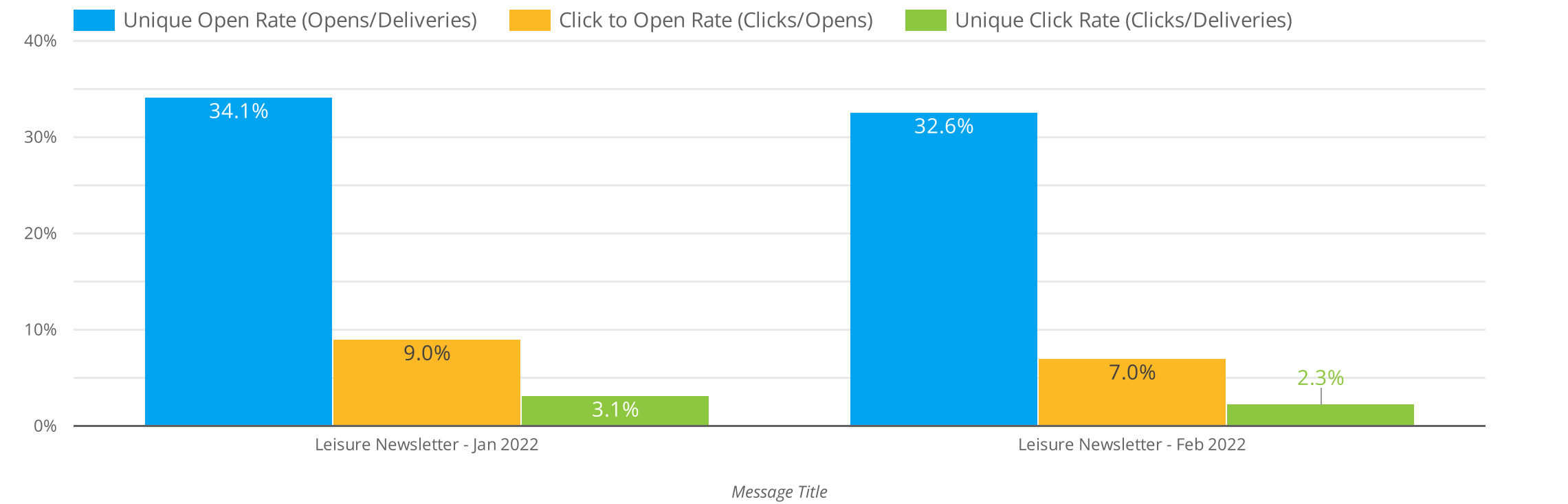
CTOR > 10.90%

CTOR > 7.0%

Leisure YTD Email Performance



Monthly Campaign Summary | Leisure



Date Sent ▾	Message Title	Deliveries	Unique Opens	Unique Clicks	Opt-Outs	Spam-Complaints	Bounce Rate	Sent-Delivered Rate
Feb 2, 2022	Leisure Newsletter ...	3,140	1,024	72	30	0.03%	6.2%	93.8%
Jan 4, 2022	Leisure Newsletter ...	3,182	1,085	98	25	0.00%	3.3%	96.7%

Grand total

6,322

2,109

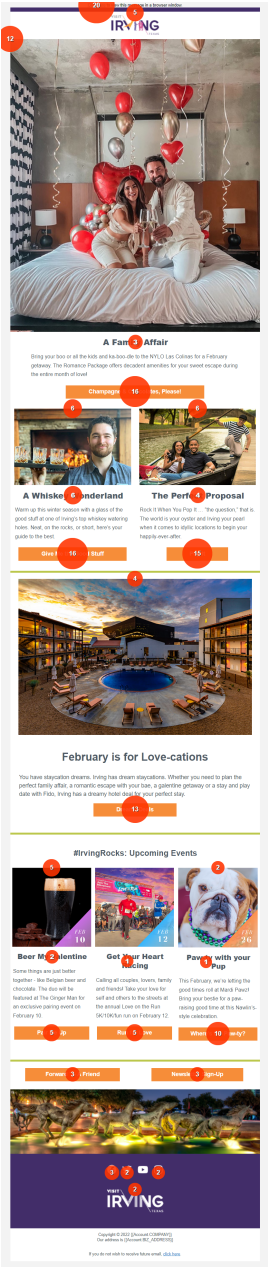
170

55

0.02%

4.8%

95.2%



February 2022 Send Stats

Sent 3,349	
Total Deliveries 3,140	Delivery Rate (Deliveries/Sent) 93.8%
Unique Opens 1,024	Unique Open Rate (Opens/Deliveries) 32.6%
Unique Clicks 72	Click to Open Rate (Clicks/Opens) 7.0%
Click Rate (Clicks/Deliveries) 2.3%	

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/uniquely-irving-mr-max-izakaya-restaurant/	1,167	1,079	00:13:38	13.04%
2.	/blog/list/post/meet-the-newly-updated-heritage-park-in-irving/	639	605	00:09:01	13.75%
3.	/blog/list/post/uniquely-irving-argentina-bakery/	539	497	00:08:38	16.63%
4.	/blog/list/post/uniquely-irving-vinnies-pizzeria-pastaria/	411	380	00:08:05	20.75%
5.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	323	295	00:08:43	23.33%
6.	/blog/list/post/celebrate-national-margarita-day-in-irving/	299	270	00:12:19	23.46%
7.	/blog/home/	283	208	00:01:13	44.83%
8.	/blog/list/post/uniquely-irving-brunos-ristorante/	280	266	00:08:05	12.44%
9.	/blog/list/post/uniquely-irving-peak-restaurant-and-bar/	253	243	00:12:29	19.74%
10.	/blog/list/post/celebrate-black-history-month-with-the-irving-black-arts-council/	245	219	00:07:25	13.79%

SOCIAL MEDIA FACTS

FEB
2022



FOLLOWERS



92,071
+1,166



5,748
+6



10,770
+363



108,589
+1,535

FACEBOOK

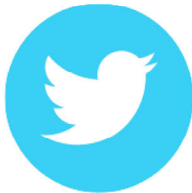


1,841,674 Impressions



805,561 Users

TWITTER



5,423 Impressions



1,103 Profile Visits

INSTAGRAM



806,405 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
2022



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



12,865
+17



2,460
+2



2,239
+25



17,564
+44

FACEBOOK



700,796 Impressions



231,117

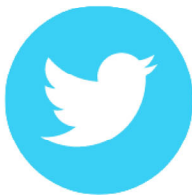
Users



832

Check-Ins

TWITTER



272

Impressions



1,103

Profile Visits

INSTAGRAM



16,732

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: March 21, 2022
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – February Data

STR

Irving's hotel occupancy rate for February was 64.5%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 40.7%, while Texas figures increased 17.6% and the US figures increased 26.0% for the month. Demand for the current period increased 39.6%, and YTD has increased 40.8% over last year, while STR data reflects a 40.7% increase for the current period and a 41.7% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$107.53, up 42.7% in February compared to last year, leaving Irving's YTD average daily rate at \$103.66, up 43.8% over last year.

As you review the current data, please remember that this time last year, we were seeing the onslaught of the pandemic and confidence in traveling had not yet returned. While the data may reflect an uptick from last year's lowest times, it should definitely not be mistaken for a complete recovery.

AirDNA

For the month of February, there were 395 available listings in Irving which was a 4.4% decrease in listings over last year's figure of 413. The average daily rate for February was \$227.23, which was an increase of 27.56% over last year, with an occupancy percentage of 54.9%, which was an increase of 3.97% compared to last year.

For the hotel comparable subset, the average daily rate for February was \$109.56, an increase of 12.82% from last year, with occupancy at 59.6%, an increase of 8.70% from last year.

All STR & AirDNA 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: February 2022

	Current Month - February 2022 vs February 2021												Year to Date - February 2022 vs February 2021											
	Occ %		ADR		RevPAR		Percent Change from February 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	56.9	45.2	137.39	99.04	78.24	44.77	26.0	38.7	74.8	81.7	4.0	31.0	52.1	41.9	130.80	95.06	68.15	39.88	24.2	37.6	70.9	78.0	4.1	29.3
Texas	60.0	51.1	104.86	78.60	62.95	40.14	17.6	33.4	56.8	59.7	1.8	19.7	55.4	46.9	100.65	76.38	55.80	35.80	18.3	31.8	55.9	58.9	1.9	20.6
Atlanta, GA	59.6	50.0	106.52	81.30	63.45	40.64	19.2	31.0	56.1	62.3	4.0	23.9	56.0	48.4	106.31	80.09	59.53	38.77	15.7	32.7	53.5	59.6	3.9	20.2
Arlington, TX	64.8	54.7	91.26	71.47	59.15	39.10	18.5	27.7	51.3	51.2	-0.0	18.4	60.6	50.8	97.14	70.35	58.87	35.71	19.4	38.1	64.8	64.8	-0.0	19.3
Charlotte, NC	57.9	43.6	105.93	79.35	61.35	34.61	32.8	33.5	77.3	84.7	4.2	38.3	52.3	40.6	102.03	77.95	53.41	31.66	28.9	30.9	68.7	76.4	4.6	34.7
Fort Worth, TX+	66.0	55.3	118.51	80.43	78.21	44.50	19.3	47.3	75.7	84.3	4.9	25.1	61.9	50.0	115.01	78.83	71.14	39.40	23.8	45.9	80.6	90.3	5.4	30.4
Frisco, TX+	53.2	43.9	132.27	101.47	70.34	44.54	21.1	30.4	57.9	63.0	3.2	25.1	50.2	37.7	134.40	100.67	67.47	38.00	33.0	33.5	77.6	83.3	3.2	37.3
Grapevine, TX+	64.7	34.6	178.24	139.71	115.25	48.27	87.1	27.6	138.8	146.6	3.3	93.3	57.5	32.1	176.63	140.41	101.52	45.06	79.1	25.8	125.3	132.7	3.3	85.0
Irving, TX+	64.5	45.9	107.53	75.36	69.37	34.56	40.7	42.7	100.7	102.5	0.9	41.9	59.1	41.7	103.66	72.08	61.29	30.08	41.7	43.8	103.8	105.6	0.9	42.9
Nashville, TN	57.8	38.8	144.56	89.78	83.52	34.85	48.8	61.0	139.6	151.7	5.0	56.3	52.5	36.1	137.44	87.53	72.16	31.59	45.5	57.0	128.4	140.4	5.2	53.1
Phoenix, AZ	77.9	58.0	201.96	122.30	157.31	70.92	34.3	65.1	121.8	129.3	3.4	38.9	69.5	53.2	181.00	111.40	125.79	59.22	30.7	62.5	112.4	120.0	3.6	35.4
San Jose, CA+	52.8	33.8	121.35	99.07	64.03	33.52	56.0	22.5	91.0	83.4	-4.0	49.7	49.0	32.5	120.50	97.59	59.07	31.75	50.7	23.5	86.0	80.1	-3.2	45.8

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

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: February 2022

	Current Month - February 2022 vs February 2021												Year to Date - February 2022 vs February 2021											
	Occ %		ADR		RevPAR		Percent Change from February 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	64.5	45.9	107.53	75.36	69.37	34.56	40.7	42.7	100.7	102.5	0.9	41.9	59.1	41.7	103.66	72.08	61.29	30.08	41.7	43.8	103.8	105.6	0.9	42.9
Luxury/Full Service Irving+	60.4	33.2	147.79	106.94	89.32	35.47	82.2	38.2	151.8	152.3	0.2	82.5	53.7	29.2	144.79	104.22	77.77	30.47	83.7	38.9	155.2	155.6	0.2	84.0
All Suite/Extended Stay Irving+	67.8	56.7	89.91	65.01	60.99	36.85	19.6	38.3	65.5	65.5	0.0	19.6	63.0	52.1	86.61	63.03	54.59	32.85	20.9	37.4	66.2	66.2	0.0	20.9
Limited Service Irving+	70.8	53.8	101.30	70.77	71.72	38.07	31.6	43.1	88.4	100.6	6.5	40.1	63.7	48.5	97.88	66.23	62.31	32.12	31.3	47.8	94.0	106.5	6.5	39.7
Budget Irving+	62.4	48.5	63.10	54.06	39.40	26.22	28.7	16.7	50.3	50.0	-0.2	28.5	60.0	46.0	61.04	50.76	36.60	23.33	30.4	20.3	56.9	56.6	-0.2	30.2
Las Colinas+	59.2	41.1	121.70	80.67	72.00	33.17	43.9	50.9	117.1	117.1	0.0	43.9	53.8	37.9	118.19	77.70	63.61	29.43	42.1	52.1	116.1	116.1	0.0	42.1
DFW North+	71.6	47.2	104.68	73.13	74.96	34.54	51.6	43.2	117.0	123.3	2.9	56.0	66.1	42.8	99.66	69.30	65.86	29.66	54.4	43.8	122.0	128.4	2.9	58.9
DFW South+	64.4	51.4	91.71	71.32	59.02	36.68	25.1	28.6	60.9	60.9	-0.0	25.1	59.1	46.3	89.04	68.10	52.58	31.52	27.6	30.8	66.8	66.8	-0.0	27.5
Full Service Las Colinas+	50.7	24.3	185.33	139.05	93.89	33.79	108.5	33.3	177.8	177.8	0.0	108.5	44.4	20.7	183.83	140.58	81.67	29.11	114.5	30.8	180.5	180.5	0.0	114.5
Limited Service Las Colinas+	65.6	53.8	84.70	60.81	55.53	32.69	21.9	39.3	69.8	69.8	0.0	21.9	60.9	50.8	82.16	58.42	50.02	29.67	19.9	40.6	68.6	68.6	0.0	19.9
Full Service DFW North+	71.1	30.0	133.09	99.75	94.60	29.95	136.7	33.4	215.9	217.5	0.5	137.9	63.3	27.8	129.18	94.83	81.71	26.40	127.2	36.2	209.5	211.1	0.5	128.4
Limited Service DFW North+	71.9	58.7	86.63	64.03	62.32	37.61	22.5	35.3	65.7	73.1	4.5	28.0	67.9	52.8	81.98	60.30	55.66	31.84	28.6	35.9	74.8	82.6	4.5	34.4
Full Service DFW South+																								
Limited Service DFW South+	63.9	49.1	83.90	65.41	53.64	32.13	30.2	28.3	66.9	66.9	-0.0	30.1	59.0	44.9	81.22	62.65	47.91	28.11	31.4	29.6	70.4	70.3	-0.0	31.4

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold
Entire Place	54.9	52.8	227.23	178.14	124.81	94.11	3.97	27.56	32.63	98.1	69.4	68.1	51.8	48.91	219.59	163.01	113.72	79.73	5.89	34.71	42.64	84.0	49.0	45.5
Hotel Comparable	59.6	54.85	109.56	97.10	65.32	53.26	8.70	12.82	22.64	43.2	16.8	26.9	57.2	49.56	105.73	88.25	60.48	43.73	15.41	19.81	38.28	40.3	1.5	17.1

Available Listings	2021	2020	% Chg
Entire Place	250	232	7.8
Private Room	92	145	(36.6)
Shared Room	53	36	47.2
Total Available Listings	395	413	(4.4)

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	76	12845	11321
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	30	3594	3391
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2434	1713
Las Colinas+	31	30	5262	4926
DFW North+	26	25	4060	3964
DFW South+	30	21	3523	2431
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	22	21	2471	2375
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2467	1975
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand

Source: Smith Travel Research

	2021			2022			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	37.6	149,888	149,888	54.0	213,194	213,194	42.2%	42.2%	42.5%	42.5%
February	46.2	166,232	316,120	64.5	232,046	445,240	39.6%	40.8%	40.7%	41.7%
March	58.3	232,397	548,517							
April	58.0	223,663	772,180							
May	62.1	245,810	1,017,990							
June	64.8	248,066	1,266,056							
July	65.6	259,433	1,525,489							
August	59.6	235,957	1,761,446							
September	59.7	230,535	1,991,981							
October	66.2	266,062	2,258,043							
November	64.1	244,834	2,502,877							
December	55.6	219,242	2,722,119							

Irving, Texas & United States Comparison

February 2022

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	99.60	45.4%	99.60	45.4%	54.0%	42.5%	54.0%	42.5%	53.82	107.1%	53.82	107.1%
FEBRUARY	107.53	42.7%	103.66	43.8%	64.5%	40.7%	59.1%	41.7%	69.37	100.7%	61.29	103.8%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 95.68 18.3% Occupancy 59.6% 52.1% RevPAR 57.04 79.9%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	96.11	29.9%	96.11	29.9%	51.3%	19.2%	51.3%	19.2%	49.33	54.8%	49.33	54.8%
FEBRUARY	104.86	33.4%	100.65	31.8%	60.0%	17.6%	55.4%	18.3%	62.95	56.8%	55.80	55.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

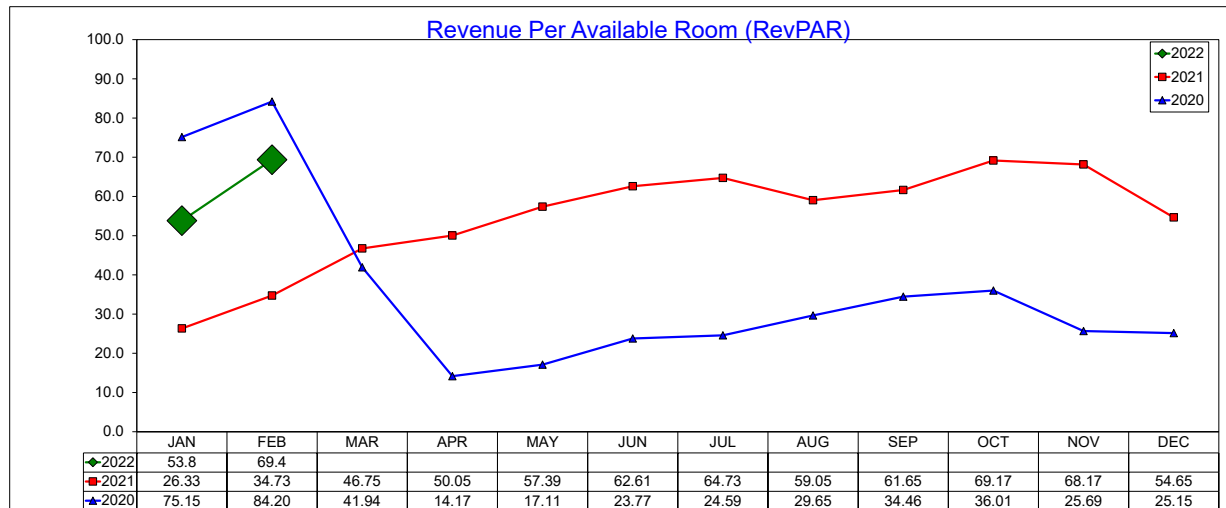
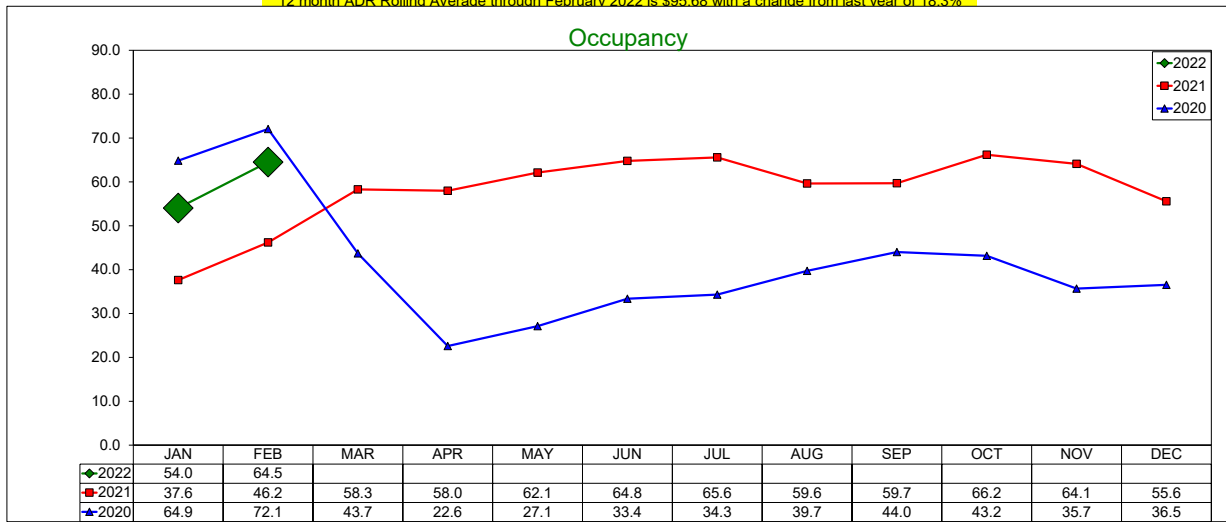
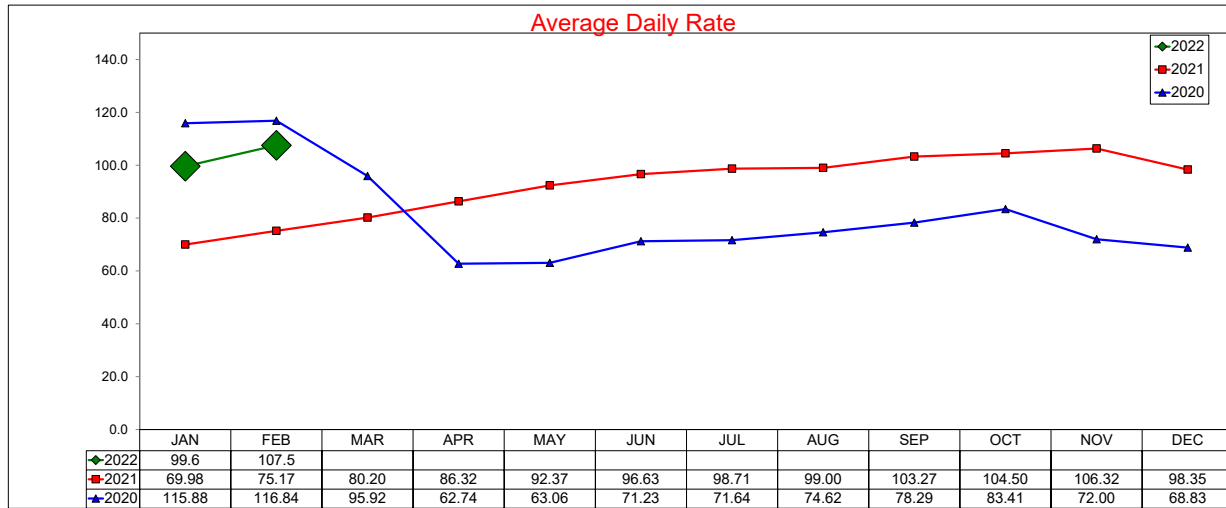
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.51	36.0%	123.51	36.0%	47.8%	22.4%	47.8%	22.4%	58.98	66.4%	58.98	66.4%
FEBRUARY	137.39	38.7%	130.80	37.6%	56.9%	26.0%	52.1%	24.2%	78.24	74.8%	68.15	70.9%
MAR												
APRIL												
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

February 2022



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

Monthly & YTD AirDNA Data

February 2022

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	212.65	39.8%	212.65	39.8%	49.2%	6.0%	49.2%	6.0%	104.71	48.2%	104.71	48.2%
FEBRUARY	227.23	27.6%	219.59	34.7%	54.9%	4.0%	51.8%	5.9%	124.81	32.6%	113.72	42.6%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

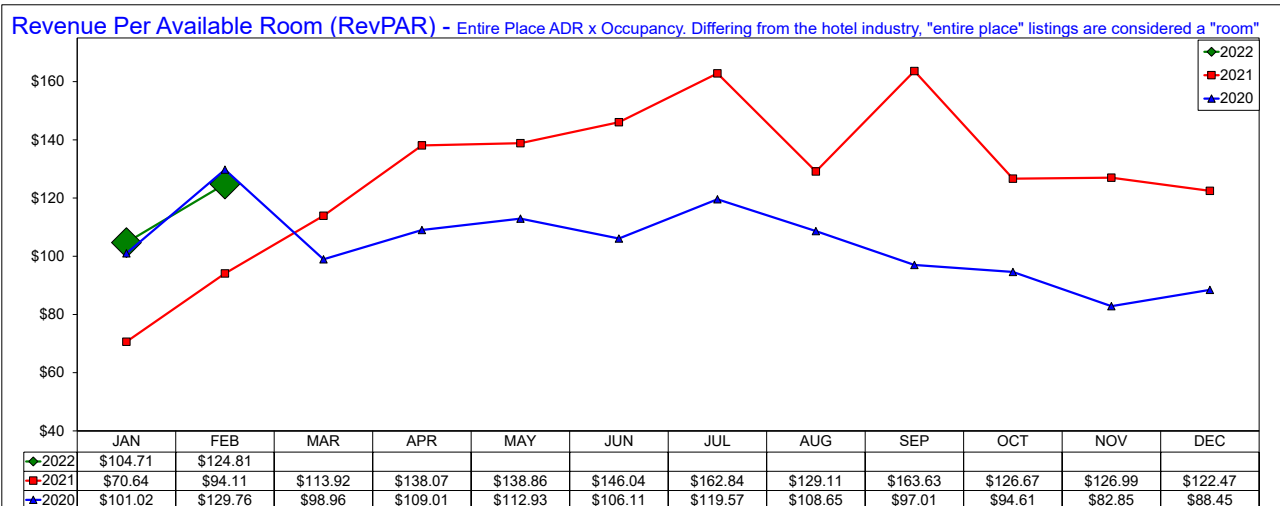
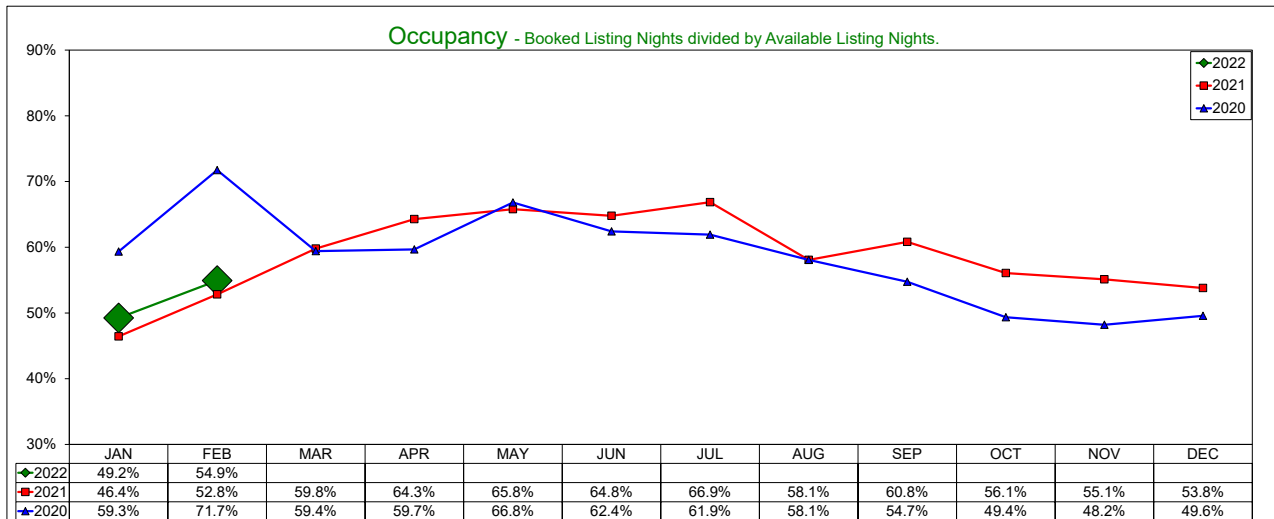
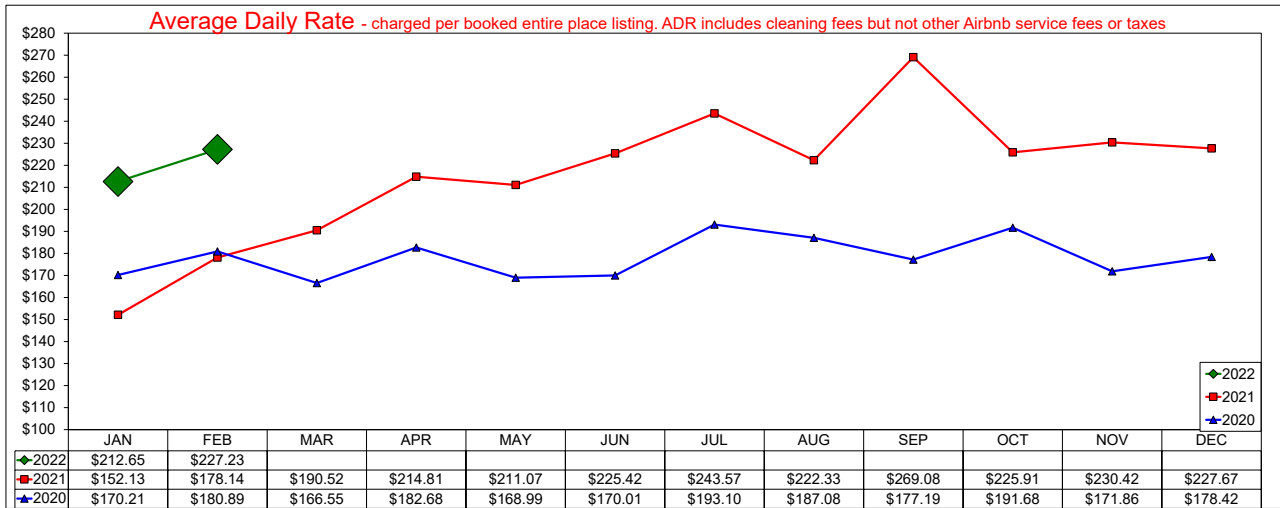
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.37	25.6%	102.37	25.6%	55.2%	19.6%	55.2%	19.6%	56.53	50.2%	56.53	50.2%
FEBRUARY	109.56	12.8%	105.73	19.8%	59.6%	8.7%	57.2%	15.4%	65.32	22.6%	60.48	38.3%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

February 2022

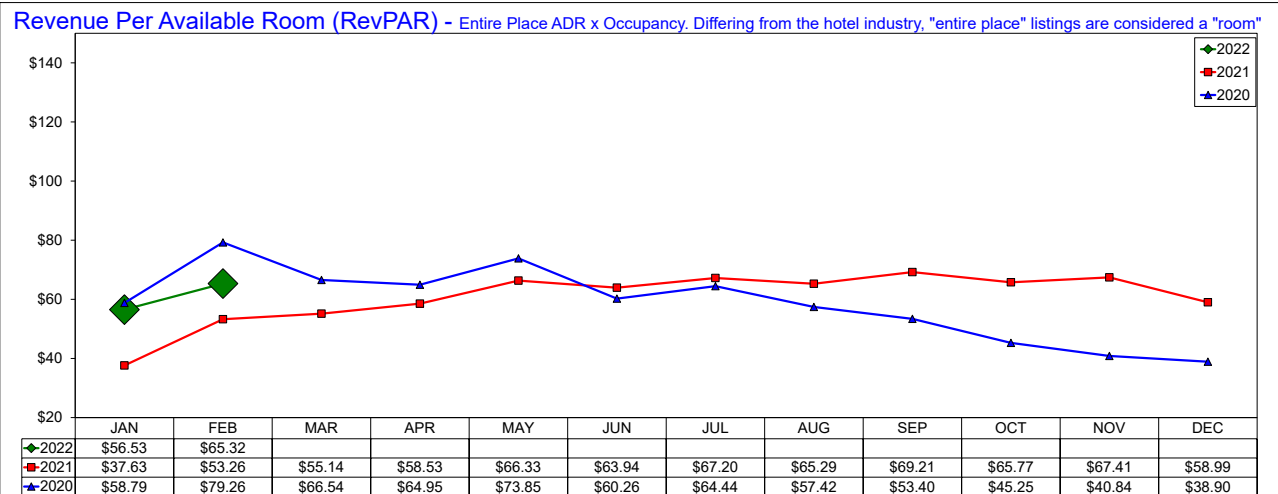
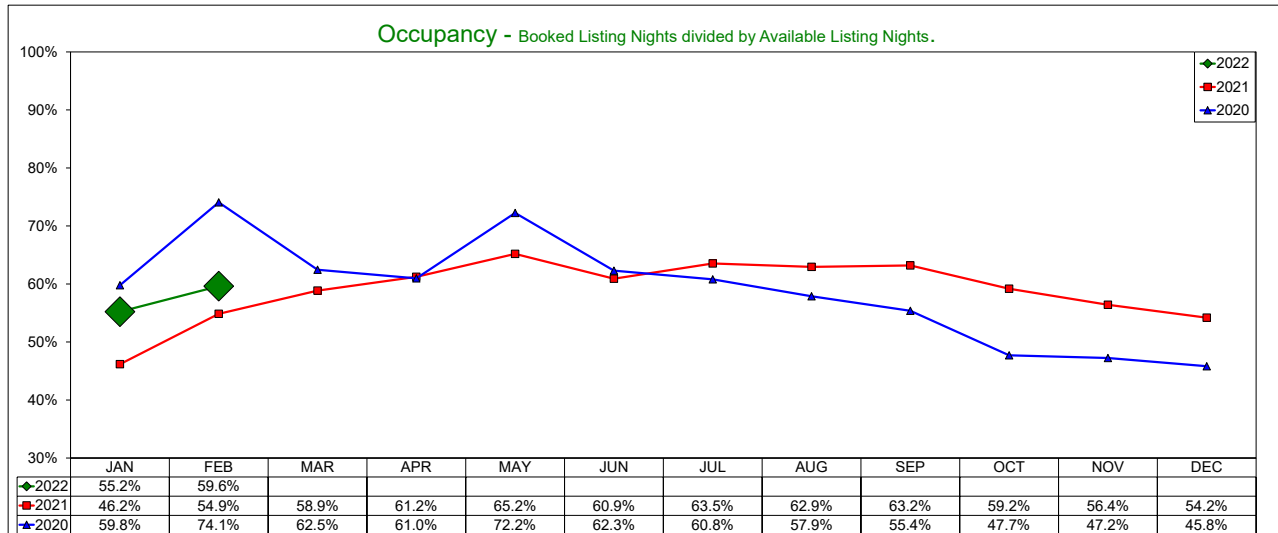
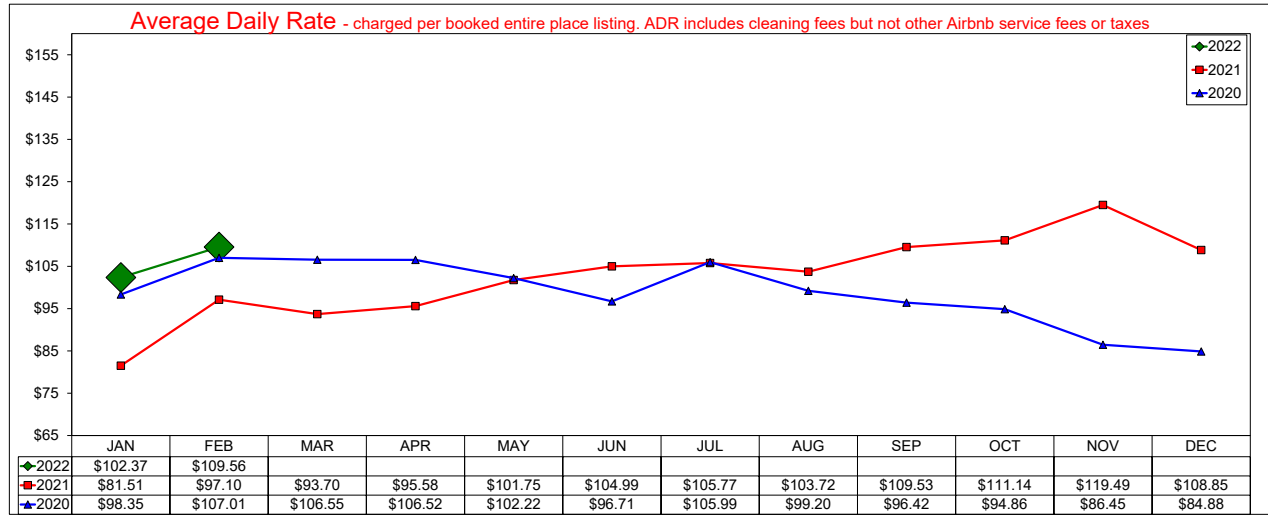
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

February 2022

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



2022 - 2021 - 2020 COMPARISON



Occupancy/ADR/RevPAR

Month	Occ %				ADR				RevPAR		
	2022	2021	2020		2022	2021	2020		2022	2021	2020
January	54.00	37.62	64.85		99.6	69.98	115.88		53.8	26.33	75.15
February	64.5	46.20	72.06		107.53	75.17	116.84		69.4	34.73	84.20
March		58.30	43.72			80.20	95.92			46.75	41.94
April		58.00	22.59			86.32	62.74			50.05	14.17
May		62.10	27.10			92.37	63.06			57.39	17.11
June		65.60	33.37			98.71	71.23			64.73	23.77
July		65.60	34.32			98.71	71.64			64.73	24.59
August		59.60	39.74			99.00	74.62			59.05	29.65
September		59.60	44.01			103.46	78.29			61.66	34.46
October		66.20	43.17			104.50	83.41			69.17	36.01
November		64.10	35.68			106.32	72.00			68.17	25.69
December		55.60	36.54			98.35	68.83			54.65	25.15






**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 28, 2022**

CONVENTION CENTER MANAGEMENT REPORTS

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 Texas Cornhole League Texas Cornhole League Definite	31	1 Financial Planning Ass... Financial Planning Association of DFW Definite	2	3	4 Spirit Network Spirit Network Definite	5 FOCUS Conf Fellowship of Catholic University ... Definite Herbalife Conference Herbalife Definite
6 Spirit Network Spirit Network Definite Red Raider Roadshow Texas Tech University Definite	7 Comerica Ignite Conf Comerica Corporate Headquarters Definite	8	9	10	11 Express Cheer Express Cheer Definite	12
13 Express Cheer Express Cheer Definite Super Bowl	14 St. Valentine's Day Grocer's Supply Food Show The Grocer Supply Company, Inc. Definite Vistage Executive Summit 2022 Vistage International, Inc. Definite	15	16 TEXO Association Net... TEXO Association Definite	17	18	19
20 TEXO Foundation Student Competition TEXO Foundation Definite Sneaker Exit The Sneaker Exit Definite	21 President's Day Las Colinas Women's A... LCVB Definite	22 State of the Chamber ... Irving Hispanic Chamber of Commerce ... Definite Texas Radiological Society 109th Annual Meeting Texas Radiological Society Definite Boards and Commissi... City of Irving Definite	23	24 Texas Radiology Business Management Associatio ... Infinity Events Group Definite	25	26

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1	2	3	4	5
Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite			Pre-Rigging for NBM Irving Convention Center Tentative 1 - Blackout	North Texas Teen Book Festival City of Irving Definite		
Texas Radiological Society Texas Radiological Society Definite					 MC 000	 MC 000

March 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1	2	3	4	5
Southern Baptists of Texas Evangelism Conference Southern Baptists of Texas Convention Definite		Pre-Rigging for NBM Irving Convention Center Tentative 1 - Blackout		North Texas Teen Book Festival City of Irving Definite		
Texas Radiological Society Texas Radiological Society Definite					MC 000	MC 000
6	7	8	9	10	11	12
Quinceanera Expo Quinceaneras Expos Definite	NBM - Graphics Pro Expo National Business Media Definite					
	Irving ISD Luncheon Irving Independent School District Definite		Japan Currents Symposium Japan-America Society of Dallas/Fort Worth Definite	JPAR Convention JP and Associates Definite		
			Irving ISD Hospitality ... Irving Convention Center Definite - Internal			
13 Start of daylight saving time	14	15	16	17	18	19
NBM - Graphics Pro Expo National Business Media Definite		High-Spirited Citizens ... ICVB Definite			Great American Franchise Expo Great American Franchise Expo Definite	
				Tony - 000	Tony - 000	Jeremy - 000
20	21	22	23	24	25	26
Great American Franchise Expo Great American Franchise Expo Definite	Century 21 Judge Fite Awards Banquet Century 21 Judge Fite Definite			FIRST in Texas FIRST in Texas Definite		
Sneaker Travelers Expo The Sneaker Travelers Definite			City Council Retreat City of Irving Tentative 1			Decatur HS Prom Decatur High School Definite
Jeremy - 000	Jeremy - 000	Jeremy - 000	Jeremy - 000	Jeremy - 000	Jeremy - 000	WI Core Market Nation... Fidelity Investments Tentative 1 Jeremy - 000

March 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	Escalent Escalent Definite				Express Cheer Express Cheer Definite	
WI Core Market National Relationship Meeting Fidelity Investments Tentative 2						Maliyil Wedding Maliyil Wedding Definite
 Jeremy - 000	 Auto Research group	 Auto Research group	 Auto Research group	 Auto Research group		

April 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	Escalent Escalent Definite				Express Cheer Express Cheer Definite	
WI Core Market National Relationship Meeting Fidelity Investments Tentative 2						Maliyil Wedding Maliyil Wedding Definite
📅 Jeremy - OOO	📅 Auto Research group	📅 Auto Research group	📅 Auto Research group	📅 Auto Research group		
3	4	5	6	7	8	9
Express Cheer Express Cheer Definite		ICVB Committee Meeti... ICVB Definite	Camden Awards Lunch... Camden Definite	Medical City Health LDI... Medical City Health Definite	TASC Annual Conference Texas Association of Student Councils Definite	
	📅 2 Auto Research Groups	📅 2 Auto Research Groups	📅 2 Auto Research Groups	📅 2 Auto Research Groups		📅 Kayla OOO
10	11	12	13	14	15	16
TASC Annual Conference Texas Association of Student Councils Definite			2022 Spring Special Ed... Ed311 Definite			
		Women's Business Cou... Women's Business Council Southw... Definite				
📅 Kayla OOO						
17 Easter	18	19	20	21	22	23
	Regional Hispanic Contractors Association Expo & ... Regional Hispanic Contractors Association Definite		Trampoline & Tumbling 2022 Elite Challenge USA Gymnastics Definite			
			QuikTrip Spring Meeting QuikTrip Definite		Irving PD Banquet City of Irving Police Department Definite	
24	25	26	27	28	29	30
Trampoline & Tumbli... USA Gymnastics Definite	DFWAE A-Days DFWAE Definite		IES 2022 Quality Summit Integrative Emergency Services Definite		Girls Inc. Bold Dreams ... Girls Inc of Metropolitan Dallas Definite	
	Breakfast with the Stars Irving Schools Foundation Definite				Legacy Dance Championship Legacy Dance Championship Definite	
	Bleacher Repairs Irving Convention Center Tentative 1 - Blackout					USA Triathlon of Colo ... USA Triathlon of Colorado Definite

May 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Legacy Dance Champi... Legacy Dance Champions hip Definite	2 DFW Minority Supplier Showcse Dallas/Fort Worth Minority Supplie r Deve lopment Council Definite	3	4 Neighborly Neighborly Definite	5	6	7 Sneaker Exit The Sneaker Exit Definite Coppell High School B... Coppell High School Definite
8 Mother's Day Coppell High School B... Coppell High School Definite	9	10 Innotech Dallas Techstrong Group Definite Irving ISD Salute to Se... Irving Independent School District Definite ICVB Committee Meeti... ICVB Definite	11 DAP Consulting - Tax Growth Con DAP Consulting Tentative 1	12	13	14 University of Dallas Gr... University of Dallas Definite Irving High School Prom Irving is d Definite India Property Show India Property Online PVT. LTD Tentative 1
15 2022 TEXSOM International Wine Awards Wine Comp, LLC dba TEXSOM Awards Definite University of Dallas Gr... University of Dallas Definite India Property Show India Property Online PVT. LTD Tentative 1	16 Urban Land Institute Urban Land Institute Tentative 1	17	18 Escalent Auto Research Escalent Definite	19 7x24 Exchange Lone S... 7x24 Exchange Lone Star Chapter Definite	20 IEC Graduation Independent Electrical Contractors Definite AARC Workshop American Association for Respiratory Care Tentative 1	21 Arlington HS Prom Arlington High School Definite
22 Escalent Auto Research Escalent Definite AARC Workshop American Association for Respirato... Tentative 1	23 Texas Society of CPAs Meeting Texas Society for CPAs, CPE Foundation Definite ICVB Board of Directo... ICVB Definite	24 Whitley Penn Annual E... Whitley Penn Prospect	25 Elevate IT Elevate Events LLC Definite	26	27 Universal Academy Gra... Universal Academy Definite	28 Jose - Thomas Wedding Judith Jose Definite

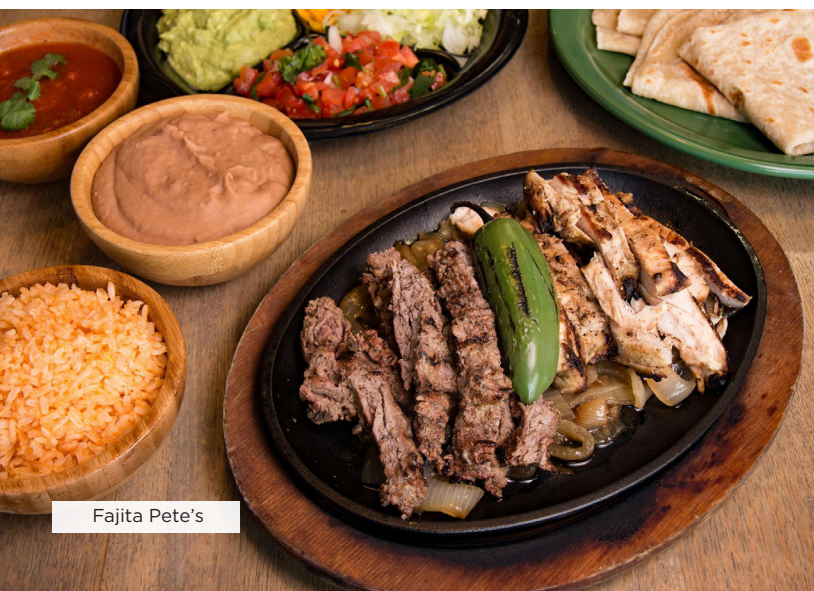
May 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30 Memorial Day	31	1	2	3	4
Jose - Thomas Wedding Judith Jose De finite			A-Kon 2022 A-KON , LLC De finite			

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 28, 2022**

INDUSTRY REPORTS / BOARD PARTNERS



FULL SPRING AHEAD
SNOW IN LAS COLINAS, CHIEF SPIVEY RETIRES, ANNUAL MEETING NOTICE, WAGS & KISSES POP-UP AND MORE





LCA POP-UP EVENTS



@amykevorkian



@tangowiggles



@lascolinas_puppies

Wags & Kisses Pop-up

The Las Colinas Association held a Valentine's Day activation at the Paws Colinas Dog Park on Monday, February 14th. The Wags & Kisses pop-up featured free pup caricatures, The Pet Treat Truck, Paws Colinas bandanas, a pup kissing booth photo op and Cajun on the Go! food truck. As an extra special treat, dog park visitors were surprised with complimentary mini Crumbl Cookies to sweeten the day.



@rusty_kingcharles



@linda.acosta.dfw



@champagnedakpapi

Mardi Paw-ty

On March 1st, Fat Tuesday, LCA brought Mardi Gras festivities to the Paws Colinas Dog Park. This Mardi Paw-ty hosted The Pet Treat Truck, free pup caricatures and complimentary beignets from Cork & Pig Tavern. LCA staff could be found in the middle of the action passing out Mardi Gras themed bandanas, beads, frisbees and pet pickup bag dispensers.



@thelabnamedbrady



@toby_the.floor



@teddy__gramss



@mylildood_charlie



Veronica Cortez



@melvin.the.cavapoo



LAS COLINAS PARTNERSHIPS

State of the City presented by Mercury One

Tuesday, January 25

The Irving-Las Colinas Chamber of Commerce hosted the 2022 State of the City presented by Mercury One on Tuesday, January 25th at the Irving Convention Center at Las Colinas. Irving Mayor Rick Stopfer discussed the accomplishments of 2021 and the future opportunities for the community in 2022. The Las Colinas Association was a silver sponsor.



Photo courtesy: Irving-Las Colinas Chamber of Commerce



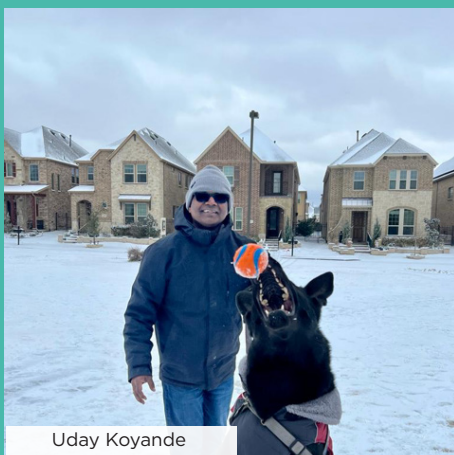
Photo courtesy: Irving-Las Colinas Chamber of Commerce

Irving Economic Development Partnership Small Business Blitz

Monday, February 14th

The Irving Economic Development Partnership showed some love to Irving-Las Colinas businesses on Valentine's Day as part of the 3rd Annual Small Business Blitz. Irving-Las Colinas Chamber of Commerce staff along with city partners, including LCA, stopped by local businesses to present resource boxes and messages of gratitude.

Las Colinas Snow Day



Uday Koyande



Aariv Gupta



@natdell

On Thursday, February 3rd, winter storm Landon brought another rare snow event to Las Colinas. Between three and five inches of snow fell across the metroplex. Las Colinas residents took advantage of the uncommon weather by enjoying some fun in the snow. Las Colinas Security dispatch and alarm monitoring continued through the winter storm, with several employees working overnight to ensure alarms across Las Colinas were monitored and calls to dispatch were answered.



BUSINESS NEWS



Alkegen relocating HQ to Towers at Williams Square

Alkegen, a New York based company that designs specialty materials used in products such as electric vehicle batteries and N95 masks, is relocating their headquarters to the Towers at Williams Square. Alkegen was drawn to Las Colinas because of its proximity to DFW International Airport and the region's booming market.



Mandalay Tower 2 receives TOBY award

For the third year in a row, Mandalay Tower 2, won The Outstanding Building of the Year (TOBY) award in the 250,000 to 499,999 square feet category at the BOMA Greater Dallas Awards. Congratulations to Mandalay Tower 2 and their management company, Parmenter Realty Partners.



A1 Physical Therapy opens new office

A1 Physical Therapy clinic has called Las Colinas home since 2012. After over a decade, they made the decision to move their offices to 240 O' Connor Ridge Blvd, Suite 110. On January 12th, the Irving-Las Colinas Chamber of Commerce held a Grand Opening celebration for A1 Physical Therapy's new clinic.



Four Seasons ranked one of the best hotels in Texas

The Four Seasons Resort and Club Dallas at Las Colinas has been ranked the fourth best hotel in Texas on U.S. News & World Report's new list. The hotels were ranked based on an analysis of industry awards, hotel star ratings and hotel visitor ratings.



Irving-Las Colinas ranked 5th hardest working city

In recognition of Employee Appreciation Day on March 4th, WalletHub released their rankings of the hardest working U.S. cities. For the second year in a row, Irving came in at number five. To determine the rankings, WalletHub compared the 116 largest cities in the U.S. across 11 key measures.



COMMUNITY NEWS



Irving Police Chief Jeff Spivey Retires

After 35 years of service with the Irving Police Department, Chief Jeff Spivey retired on January 21st. Spivey served as Irving's Chief of Police since 2017 and has held numerous roles within the department including criminal investigation and patrol.

New restaurant openings in Las Colinas

Kitchen 101, Crumbl Cookies and Fajita Pete's opened this January. Kitchen 101 is in the Toyota Music Factory at 300 W. Las Colinas Blvd. Crumbl Cookies is located at 7707 N. MacArthur Blvd. Fajita Pete's famous Tex-Mex can be found at 6550 N. MacArthur Blvd.



Irving Convention Center celebrates 11th birthday

The Irving Convention Center at Las Colinas turned 11 on January 27th. The copper-clad building, located in the heart of the Urban Center, is Silver LEED certified and 275,000 square feet. Happy birthday to this Las Colinas architectural icon!

Las Colinas welcomes two Triathlon events in 2022

Las Colinas will be home to two new triathlon events this year. The inaugural USA Triathlon Multisport National Championship will be held April 28-May 1. The Professional Triathletes Organisation (PTO) announced their first ever stateside PTO tour event-The PTO USA Open- taking place September 17-18 at Levy Events Plaza.



Mustangs of Las Colinas are restored

As part of the Williams Square Plaza renovation, the Mustangs of Las Colinas have been restored to their original bronze metal. Leaders on the project have consulted with original sculptor, Robert Glen, to ensure the restoration aligns with his original vision. The City of Irving is aiming to have the project complete by the first quarter of 2022.

Presenting sponsor named for the ClubCorp Classic

Choctaw Resorts & Casinos was named the presenting sponsor for the ClubCorp Classic that will be held at the Las Colinas Country Club April 19-24. ClubCorp has agreed to a four-year presenting sponsorship deal with Choctaw Casinos & Resorts.





COMMUNITY SPOTLIGHT

Member Spotlight: Penny Hayter

Retired LCA Security Services Director

Penny Hayter dedicated 36 incredible years to passionately serving the Las Colinas community. LCA Security wouldn't be what it is today without her drive and determination to advance the department, keep up with the changing world and provide a valuable service to Las Colinas members and visitors.

Penny started as a dispatcher for Las Colinas Security back in 1985 when it was a separate entity from the Las Colinas Association. She quickly moved up to a dispatch supervisor position within a year. She helped computerize dispatch and train staff on the new software when the station moved from analog to digital.

While working a full-time position at Las Colinas Security, Penny was also pursuing a history degree from the University of Texas at Arlington. Concerned with efficiently juggling both work and school, she considered becoming a full-time student until her supervisor offered a mutually beneficial solution.

Penny's supervisor recognized her countless talents and re-imagined her role to utilize those strengths. Penny became an equipment operator where she oversaw the cable that LCA provided for all members, served as a liaison between LCA and Las Colinas Security and continued to train staff on the new software.

In 2000, Penny took on the role she would hold for the next 21 years as Director of Security for LCA. During that time, she successfully oversaw operations and took on the daunting task of moving the central security station on three separate occasions, which is no small undertaking. But the most significant of Penny's accomplishments is the vital role she played in helping LCA Security's Central Station earn its security alarm service certification "UL Listing".

Penny moved to Irving from Ohio at two years old when her father accepted a role as Founding Dean of the Graduate School of Management at the University of Dallas. She watched Las Colinas grow into what it is now and remembers walking past the barbed wire fence of the Carpenter Ranch as a child.

Penny's ties to LCA go deeper than the 36 years of service. LCA was also where she met and fell in love with her husband, Rick. With strict policies against office romances, at the time, Penny and her husband had to receive special permission from Las Colinas founder, Ben Carpenter, to get married.

Penny says she stayed at LCA for 36 years because of the intangibles, connections and wanting to see through what she had started. Having a front row seat and taking part in the evolution of Las Colinas was an exciting experience that money couldn't buy.

Penny and her husband currently reside in Grand Treviso while they prepare for their next adventure – country living.





LCA NEWS AND UPDATES



Las Colinas Association Security Services receives Five Diamond Certification

Las Colinas Association's Security Services department has earned a Five Diamond designation from The Monitoring Association (TMA). TMA's Five Diamond designation is granted annually to monitoring centers that satisfy all the requirements of the five points of excellence. The Five Diamond designation means that a monitoring company has demonstrated an exceptionally high degree of responsibility to their local community through the investment of time, money and commitment to quality operator training.

Pick up after your pet

A friendly reminder to please pick up after your pup when in Las Colinas public spaces. Many parks and walkways throughout Las Colinas provide pet pickup stations. While you're out enjoying the 190 acres of Las Colinas green space, it's imperative to keep your pet on a leash for the safety of the community and your dog.



Annual Meeting Reminder

The 2022 Annual Meeting of Members will take place in a virtual format on Tuesday, **March 22nd at 4 p.m.** Please email your request to join the meeting via Zoom to liaisons@lascolinas.org before Monday, March 21, 2022.

The Annual Meeting notice, proxy and candidate biographies for the Board of Directors was e-mailed and mailed to members. If you have not received either version of the Annual Meeting notice or have an issue, please contact Jennifer Austin, Managing Director, at jaustin@lascolinas.org or 972-541-2345.

Members will have the opportunity to cast their vote online or by mail until noon on March 22nd. In order to obtain a quorum to hold the meeting and elect new Board members, we must receive 58,896,291.50 votes. It is important that members vote online or by mail as soon as possible.

LAS COLINAS THROWBACK



Easter on Mandalay Canal

Easter weekend in 1983, Peter Cottontail arrived in style, via Las Colinas water taxi to surprise children staying at the Mandalay Four Seasons (now Omni Las Colinas). The Easter bunny brought candy filled eggs to pass out to eager little ones clad in their Easter Sunday best.



3838 Teleport Blvd.
Irving, Texas 75039-4303



Spirit

OF LAS COLINAS

MARCH-APRIL
2022

Rochelle Park



liaisons@LasColinas.org
972-541-2345

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[@LasColinasTex](#)



LasColinas.org

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 28, 2022**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

Maura Gast

From: Lewis McLain <lewis=mclaindss.com@send.aweber.com> on behalf of Lewis McLain <lewis@mclaindss.com>
Sent: Wednesday, March 9, 2022 8:12 AM
To: IRVING
Subject: [External] Airbnb hosts hope they can eliminate Fort Worth's reservations about short-term rentals

USE CAUTION when clicking links & opening attachments!

Airbnb hosts hope they can eliminate Fort Worth's reservations about short-term rentals



Cristian ArguetaSoto

/

Fort Worth Report Lauren Brady stands on the patio of an Airbnb in the Fairmount neighborhood.

Lauren Brady wasn't always an Airbnb host. Before 2016, she used her home to provide shelter for a family member with a disability. But as her expenses continued to rise, Brady found herself unable to financially support them. So she took a dive into the world of short-term rentals and quickly found the extra revenue life-changing.

"It was an answered prayer because it has allowed us to keep her there and keep her safe and even make improvements to the home to make her more comfortable and to adapt to her physical needs," she said.

But there's a catch; under Fort Worth city ordinance, short-term rentals in residential areas are illegal. After facing years of public criticism and city citations, hosts are organizing to make their voices heard. Brady created the Fort Worth Short Term Rental Alliance several weeks ago, a 501(c)(6) organization she said will work to bridge the gap between hosts and city government.

"There is a robust hosting community that wants to do things the right way, and they want to be responsible neighbors," Brady said. "They just want to be able to earn an income with their home and their largest asset."



Cristian ArguetaSoto

/

Fort Worth Report Flowers and plants decorate the interior of a renovated home in Fairmount. The house was meant to be rented through Airbnb, but the owners received a citation from the city shortly before opening.

A plan put forward by the [city manager's office](#) proposes hiring a third-party data mining firm to determine how many short-term rentals are operating in Fort Worth's neighborhoods. The report also would include those rentals' locations, booking frequency and operating characteristics.

The data gathered would help decide whether the city should [amend its ordinance](#) to allow short-term rentals in residential areas and begin collecting taxes from hosts.

"I think it's 100% the right thing to do," Brady said. "In fact, I think it should be done tomorrow. Any responsible host that is living in fear of their livelihood being taken away, would gladly register and pay taxes tomorrow."

City missing out on tax revenue from short-term rentals

Traditional hotels are required to pay a 9% hotel occupancy tax in Fort Worth and use an online app to submit their payment and receipts.

In 2018, the city passed an ordinance defining short-term rentals as stays less than 30 days. The ordinance allowed the rentals in mixed-use and industrial areas, which were allowed to register and pay through the app on a voluntary basis, and barred short-term rentals in residential neighborhoods.

The ordinance didn't stop hosts from renting out their homes in neighborhoods and playing Russian roulette with code enforcement. As a result, no method exists for the city to register and collect taxes from them and no way to tell how much money the city is missing out on.

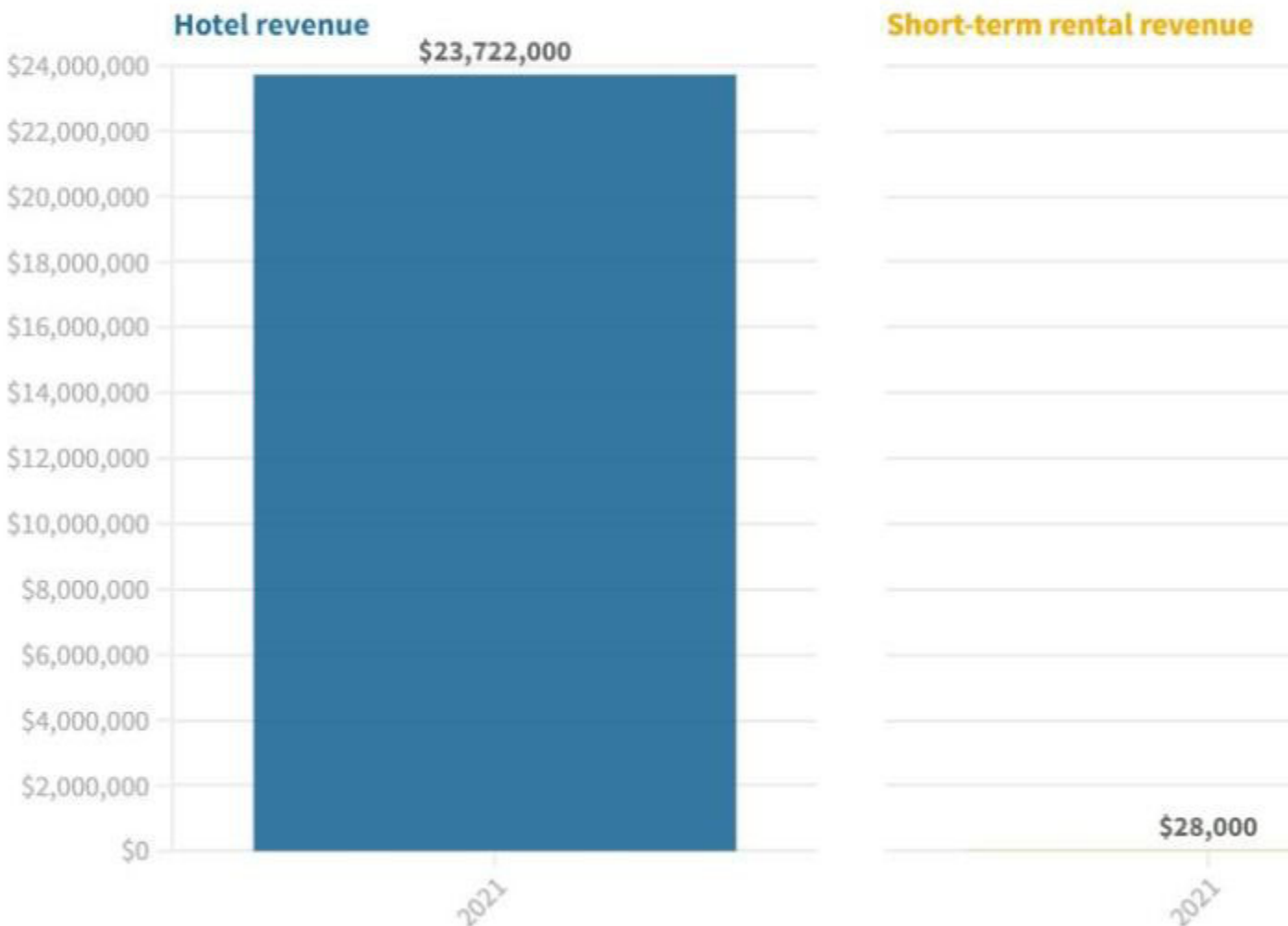
"We really just need to get a handle on what we are dealing with," City Treasurer John Samford said.

The app the city uses to collect hotel occupancy revenue was created in the early 2000s. In order to add rentals to the application, staff have to manually enter their information and mark them as a short-term rental.

In fiscal year 2021, Fort Worth collected \$23,750,000 in hotel occupancy tax. Only \$28,000 of that came from 20 registered short-term rentals. The remainder came from 200 hotels.

Occupancy tax revenues broken down by type

Short-term rentals account for less than 1% of total occupancy tax revenue. The city is working to gather data on the number of unregistered short-term rentals operating in Fort Worth, and determine how much revenue is being missed.



City of Fort Worth
/

Fort Worth draws visitors [throughout the year](#); attractions like the Stock Show and Rodeo, races at Texas Motor Speedway, and annual art festivals keep people flowing in and out of the city on a regular basis.

One solution under consideration is requiring all short-term rental owners to register their properties and pay the hotel occupancy tax on a separate app. While Airbnb collects a state hotel occupancy tax, it has not entered an agreement with Fort Worth to collect the city tax.

Brady suggested the city work with sites like [Airbnb](#) and [VRBO](#) to start a registration program, rather than shell out money to a data mining company. In Texas, Airbnb already has contract agreements with [several cities and counties](#).

“The city’s proposal to hire a data mining company that could take six months to get that data and would cost who knows how much money feels like red tape that doesn’t need to be there,” she said.

Other Texas cities experiment with data mining, short-term rental ordinances

Several Texas cities have already started using data mining technology. Austin staff collected data in-house and used those results to register and regulate properties. The system allows the city to [track and restrict renting](#) at properties with a history of complaints.

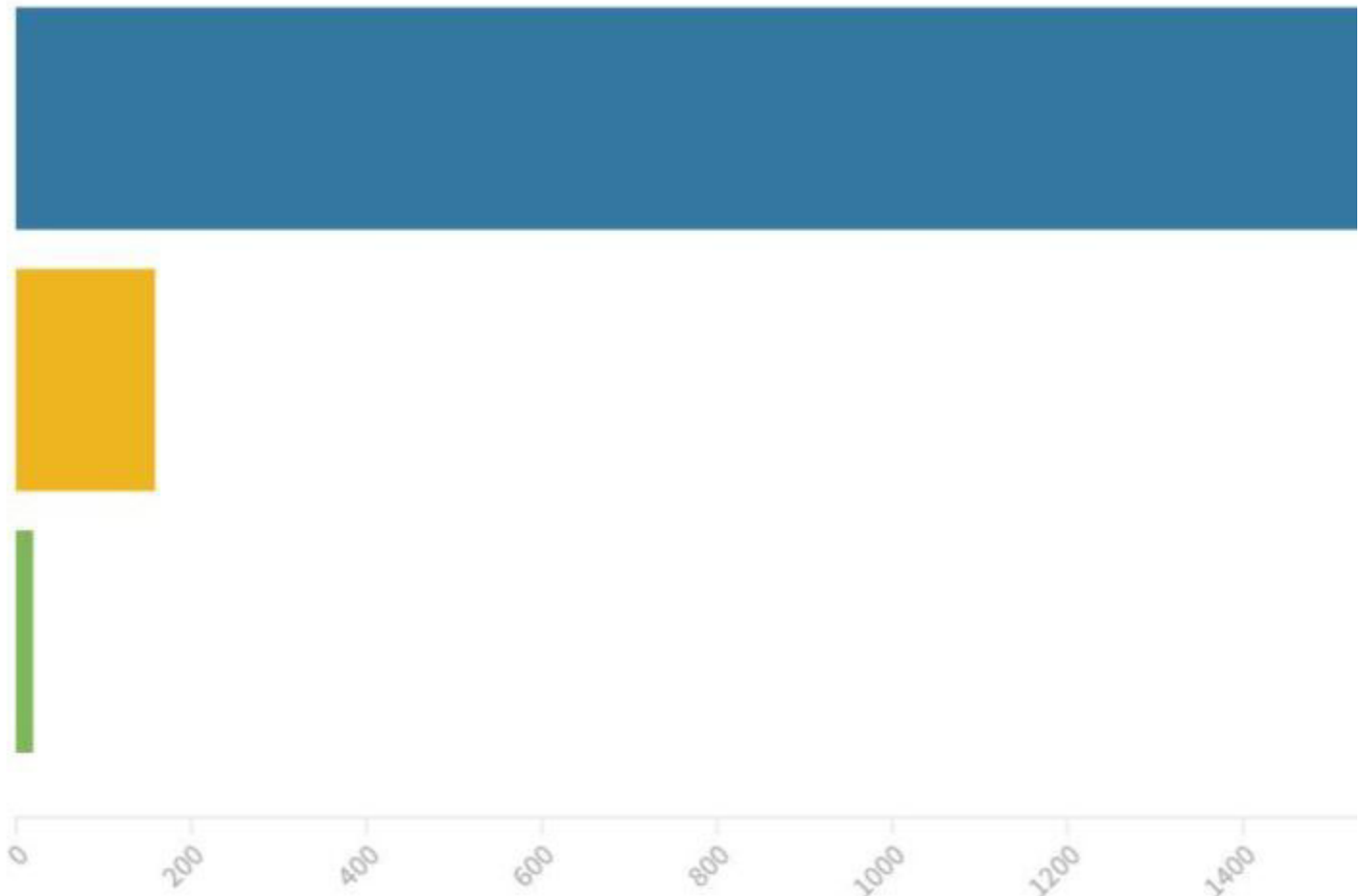
In Dallas, city staff initially collected data on its own, but had little success. After hiring a firm, hundreds of short-term rentals were identified. The city currently allows residential short-term rentals, but like Fort Worth, [does not require registration](#). The lack of a concrete accountability system has left Dallas residents frustrated.

Registered short-term rental properties

Fort Worth lags far behind other Texas cities with more robust registrat

■ Austin ■ Arlington ■ Fort Worth

2022



City of Arlington, City of Austin, City of Fort Worth

“There’s a lot of different options,” Assistant City Manager Dana Burghdoff said. “Fort Worth is not the same as Galveston, for example, with a lot of seasonal visitation, so it won’t be the same answer.”

Arlington opted to create a specific entertainment district where residential short-term rentals are allowed, and outlawed them in other areas. Arlington’s model likely wouldn’t work for Fort Worth, Burghdoff said.

“Short-term rentals are much more spread out in Fort Worth,” she said. “We’ll likely need to have a mix of language (in a new ordinance).”

Residents frustrated by slow code enforcement process

Because short-term rentals aren’t registered with the city, code enforcement officers rely on resident complaints to initiate investigations. Through fiscal year 2021, there were 65 total complaints.

Once a complaint is filed, it can take enforcement officers between three to five days to gather enough evidence to prove a property is being improperly rented out — time that could be spent on other, more pressing issues.

“It’s really hard to prove when short-term rental activity is happening,” Burghdoff said. “It’s very resource intensive staking out these private properties.”

Officers have to time their visits when someone is home, check the license plates of cars parked in front of the building, and conduct interviews with neighbors who may have information about the problem. Even if the code enforcement department has evidence that the property is being advertised on a site like Airbnb or Vrbo, advertising on its own isn’t enough to cite someone for an ordinance violation.

“That’s one of the reasons we want to do the data mining, to help us understand how many short term rentals there are. Not just the ones where we get complaints but ones where we can validate that they not only advertised a short term rental but that they actually had a booking,” she said.

Once data on the properties is collected, Burghdoff said, it will be easier for the code enforcement department to identify and educate owners when a complaint is filed.

Short-term rental hosts draw power in numbers

While still in its infancy, the Fort Worth Short Term Rental Alliance has attracted host members across all walks of life. Some are real estate investors; others are retired couples looking to supplement their income. By organizing the group, Brady is hopeful its interests will be better represented in city government.

“Our group really does run the gamut of anyone who wants to participate in short-term rental activities,” she said. “But the one thing that we all have in common is we want to do it the right way and want to be great.”



Cristian ArguetaSoto

/

Fort Worth Report A welcome guide is set out to greet visitors inside the Fairmount Airbnb.

One of the primary arguments against legalizing residential short-term rentals is a fear of increased noise and partying in neighborhoods. The city could hold hosts accountable if the practice was made legal and a registration system was put in place, Brady said.

“We know that there are things that the government is not prepared for or has the capacity to handle if this ordinance is amended and short-term renting is allowed in the future,” she said. “So we would help with things like educating hosts on how to fully vet your guests and how to contribute to the economic development within your own community.”

Susan Wilson, a retired middle school teacher, said she’s made several good friends from her time as a host. She enjoys being able to show off her city to newcomers and provide a safe space for women traveling alone.

“I feel like I’m a good person for them because I can kind of watch out for them,” she said. “Women traveling alone need an advocate. If there’s ever a situation or they need something I’m a phone call away, and they’ve met me already so they know me. Airbnb hosts give a personal face to Fort Worth.”

The money Wilson earns from hosting helps supplement her retirement income and keeps her busy and social now that her kids have moved out of the family home.

Brady said she's had several couples stay with her while adopting a baby in Fort Worth. Prospective parents have to stay within city limits for around two weeks before leaving with the child.

"Those parents don't want to have a newborn baby in a hotel," she said. "They want a home. So I've hosted seven or eight parents that are literally here adopting children."

The full city council likely won't see a resolution on legalization of residential short-term rentals for several months. In the meantime, hosts have started an [online petition](#) requesting a pause to current enforcement measures. As of Monday, the petition had garnered 222 signatures.

4906 Morning Glory Way
McKinney TX 75072
USA

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From: [Tori Emerson Barnes, U.S. Travel Association](#)
To: [Maura Gast](#)
Subject: Travel Industry Provisions in Omnibus Funding Package
Date: Monday, March 14, 2022 3:37:47 PM

PUBLIC AFFAIRS UPDATE

Dear Maura,

Soon, President Biden will sign the [\\$1.5 trillion omnibus spending bill](#), which includes the Restoring Brand USA Act to provide \$250 million in relief funding to the nation's destination marketing organization.

- This has been one of our top legislative priorities and its passing is a testament to the dedication, hard work and powerful advocacy of U.S. Travel and our members. Its inclusion in the fiscal spending bill is a major win for the entire U.S. travel industry, which has suffered more than any other industry throughout the pandemic.

Why it matters: The bipartisan agreement helps address the challenges in safely reopening international inbound travel and welcoming back global visitors as well as other measures that will provide essential resources to drive a full and even economic recovery for the U.S. travel industry.

What else is included: The omnibus includes a number of other [key travel-related priorities](#) that U.S. Travel has been advocating for on behalf of the travel industry which will help expedite a return to growth and address our workforce challenges.

- **H-2B Visas:** Authorizes DHS to exempt returning H-2B workers from the statutory cap on H-2B visas.
- **Visa Processing:** Requires the State Department to create an action plan to address factors contributing to excessive visa application wait times. The State Department is also directed to submit a report to Congress analyzing the feasibility of increased interview waivers and the use of videoconferencing technology.
- **Consular Staffing:** Authorizes the State Department to use certain fee income and unspent funds from previous years to restore consular services, including visa interviews.

Other inclusions:

- **Alternative Fuel Corridors for Travel & Tourism:** Directs the Federal Highway Administration to designate future alternative fuel corridors in a way that supports travel and tourism traffic patterns and aligns with the National Travel and Tourism Infrastructure Strategic Plan.
- **National Park Service:** Increases National Park funding by \$142 million and authorizes the Department of the Interior to transfer funds to the Federal Highway Administration for National Park transportation projects.

U.S. Travel [thanks](#) Senate Majority Leader Chuck Schumer, Senate Republican Leader Mitch McConnell, House Speaker Nancy Pelosi and House Republican Leader Kevin McCarthy for leading the passage of the omnibus. We also thank Senators Roy Blunt and Amy Klobuchar and Representatives Gus Bilirakis and Peter Welch for their critical leadership on Brand USA.

This is an incredible accomplishment, and we are so grateful to all our members for activating and making sure lawmakers heard the importance of Brand USA and other programs to our industry's full recovery.

Sincerely,

Tori Barnes

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

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Travel Is Back, in Case You Missed It

The pandemic has changed the way we travel, but the industry is bouncing back.

Sam Kemmis | Mar 21, 2022



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Many people are curious when travel will come back. This is a difficult question to answer, because in many ways it already has — travel is nearly back to pre-pandemic levels and has been for months.

The number of passengers who entered Transportation Security Administration checkpoints in January and February of 2022 was down only 19% from the same period in 2019. That's a big recovery from the pandemic lows, when the number of passengers was down 89% in the second quarter of 2020 relative to the same period in 2019.



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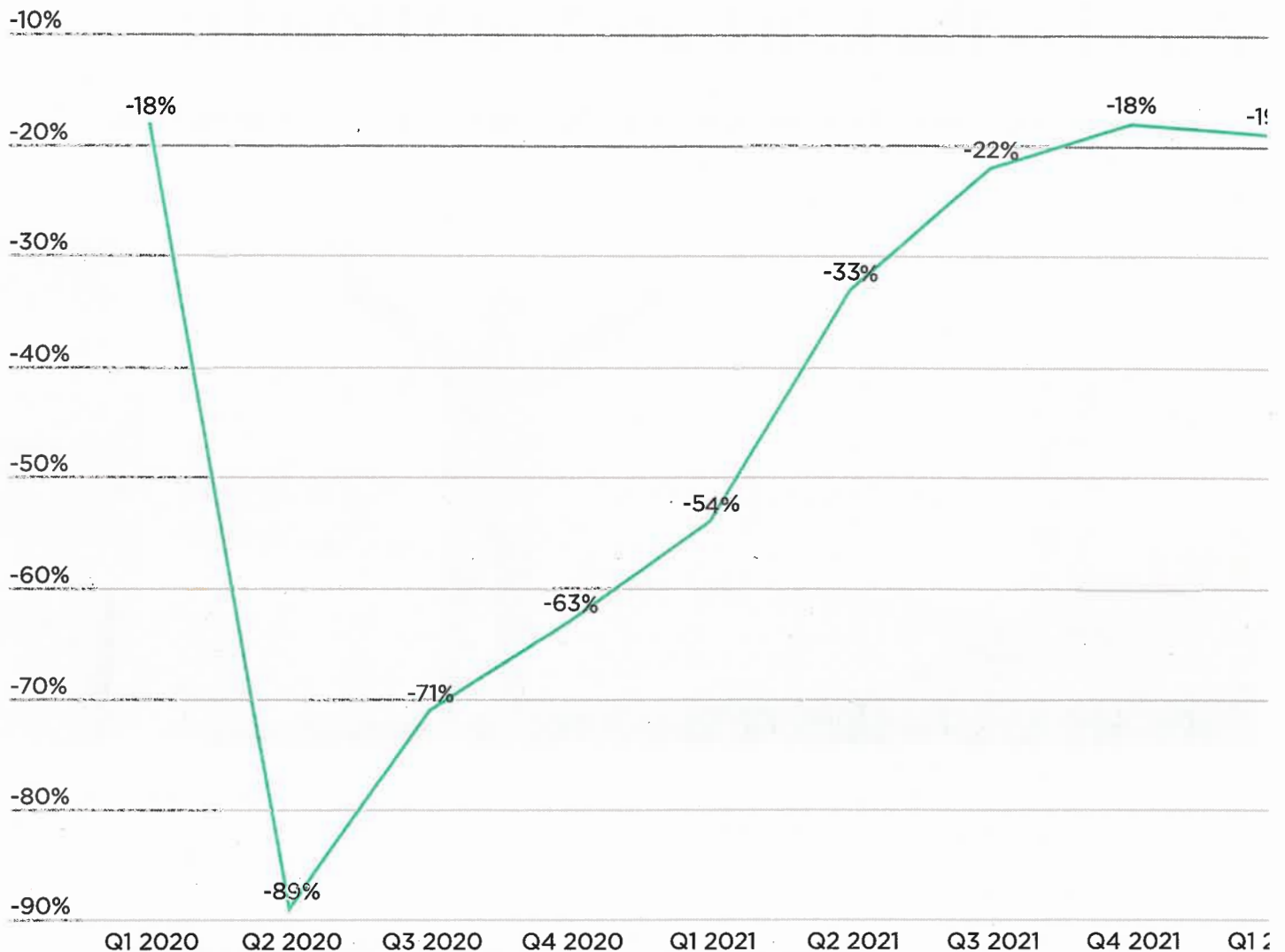


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In fact, passenger numbers edged closer and closer toward pre-pandemic levels each quarter in 2021, despite the delta and omicron variants' surges.

The number of TSA checkpoint travelers, relative to 2019

The chart displays how the number of travelers passing through TSA checkpoints from 2020 through early 2022 differs from those that passed through for the same periods in 2019 (pre-pandemic).



Note: Q1 2022 data only includes January and February compared to the same months in 2019.

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This is especially surprising given that business travel, which usually accounts for a large portion of air traffic volume, has been slow to recover. According to a February poll by the Global Business Travel Association, corporate travel buyers estimate that they are



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So planes are full, despite business travelers staying home. Which means that leisure travel isn't just picking back up. It is already way up.

And yet, "returning to pre-pandemic levels" whitewashes the complexity of how the travel industry has changed.

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Remote work has changed the game

Business travel may remain slow, but a new kind of traveler has helped fill the gap: remote workers. [Working from anywhere](#) means leisure travel is no longer limited to vacation for these so-called "laptop luggers." Some have even become [full-time digital nomads](#), traveling from one location to the next without a permanent home.

According to a survey by Deloitte, workers who could bring their jobs with them planned twice as many holiday trips as those who planned to disconnect from work. This suggests a fundamental shift in the way remote work has enabled more frequent travel.

And it's not just how often, but when these travelers are choosing to leave home. Rather than cramming vacations into a few months in the summer and a few weeks in the winter, untethered travelers are now expanding the "[shoulder seasons](#)" in the spring and fall, when leisure travel usually dips.

[A report from AirDNA](#), which tracks vacation rental data, suggests that peak travel seasons have become flatter and broader in some destinations. For example, vacation rental bookings along the Maine coast, which includes Acadia National Park, were up 50% in May and 42% in October of 2021. However, demand was actually down slightly during summer months compared to 2019.



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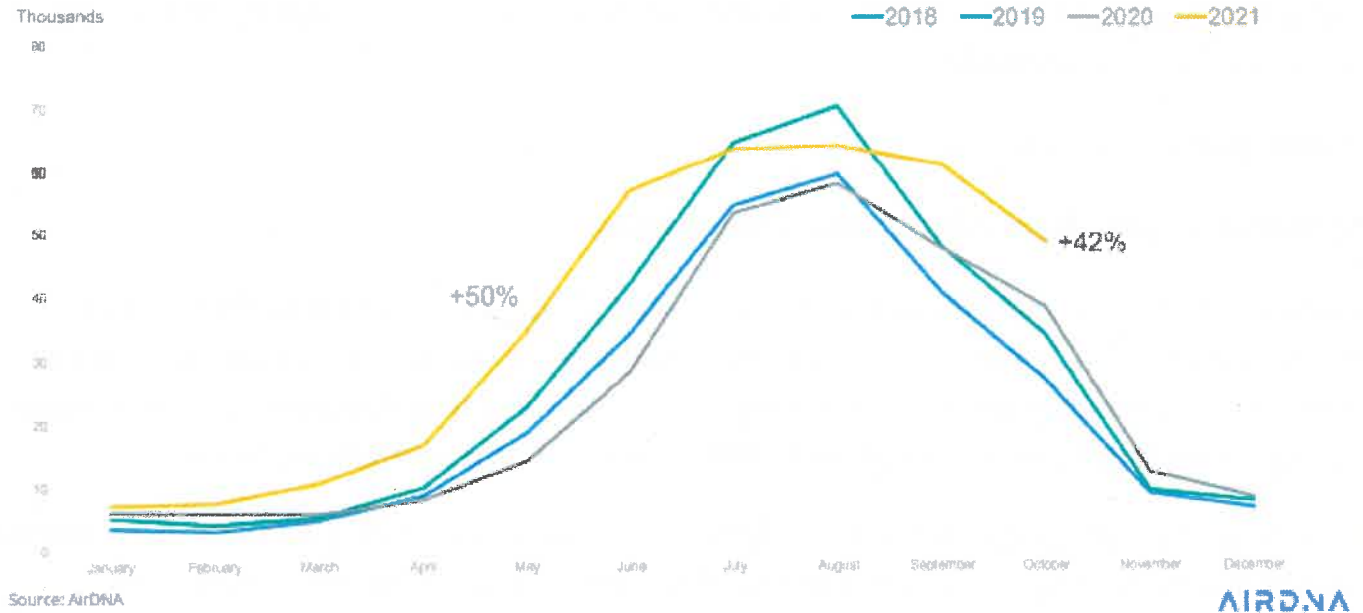
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Two Month Peak is now Four in Maine

Maine Down East/Acadia Coastal Demand (Nights) Sold - 2018 - 2021



AirDNA data shows a shift in seasonal vacation rental trends. (Graph courtesy of AirDNA)

In many ways, this is good for everyone. Tourist and accommodation businesses will enjoy longer seasons, and vacationers won't be competing with each other so feverishly during a few peak months.

It's also good news for airlines, which will shuttle far more passengers over a longer travel window than they can over a short period of peak demand.

Consider Thanksgiving, which usually taps out the limited supply of aircraft in the few days that workers are able to get off work and travel. Remote workers can book longer trips that avoid peak dates, saving money and flattening the peak, while airlines can move more passengers overall.

International travel has been slower to recover

Peeling the "travel is back" onion back one more layer, we can see that it's more complicated for international travel. Although domestic leisure travel has bounced back, [border and testing restrictions](#) have slowed the pace for U.S. travelers heading overseas.

According to data from the International Trade Administration, 2.5 million U.S. citizens departed the country in January 2022 compared to nearly 4 million in 2019. This is far



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If you go back another layer, the picture becomes even more interesting. Travel by U.S. citizens to Mexico actually exceeded 2019 levels, while Australia — which only recently opened its borders — saw only 11% as many U.S. visitors in January 2022 compared to 2019. Travel to Europe in January 2022 stood at only 44% of pre-pandemic levels.

On the flip side, only 44% as many overseas travelers came to the U.S. in January. So businesses that depend on foreign tourists remain hard hit by the pandemic, even as domestic travel rebounds.

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Travel is back — it just looks different

If you live in a major U.S. city that followed lockdown restrictions rigorously for the past two years, you might be surprised to learn how much the travel industry has already rebounded.

It's worth reconsidering some basic ideas of what travel coming "back" really means. In terms of raw numbers, nearly as many travelers are passing through airports now as they were in 2019. But the pattern and distribution of these travelers has fundamentally changed.

Remote work has loosened the restrictions on how and when many people travel. This means longer seasons, fewer peaks and possibly more travelers overall. That said, most of this travel remains domestic, and the number of foreign tourists visiting the U.S. is far from "back."



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