



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, May 18, 2020 @ 11:45 a.m.

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

500 W. Las Colinas Blvd.

(Lunch Served 11:15 a.m.)

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

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

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

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

‡ - COUNCIL LIAISON

**AMENDED
AGENDA**

**Irving Convention and Visitors Bureau Board of Directors
Irving Convention Center
First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039
Monday, May 18, 2020 at 11:45 AM**

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

Directors of the ICVB and the public may participate in the Board of Directors meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:15 a.m. to 11:45 a.m. on May 18, 2020. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The phone numbers to sign-in and participate are 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free) or online at <https://us02web.zoom.us/j/82735419492> Meeting ID: 827 3541 9492

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for April 27, 2020
3. Accepting the Irving Convention Center Financial Report for April 2020
4. Accepting the ICVB Financial Report for April 2020
5. Review of Hotel Occupancy Tax Collections – Second Quarter FY 2019-20

Individual Consideration

- * 6. Approve Reductions to Executive Director Compensation

Reports

7. COVID-19 Update
8. Board Chair Report
 - a. Welcome New Board Members
 - Nydia Hoskins – General Manager, Omni Mandalay
 - Jason Wu Trujillo – Vice President for University Advancement, University of Dallas
 - b. Schedule of Upcoming Meetings and Activities
 - Next Executive Committee Meeting – June 19, 2020
 - Next Board Meeting – June 22, 2020

AGENDA - Continued

9. Board Committee Reports
 - a. Board & Business Development – Debbi Haacke
 - Next Meeting – June 12, 2020
 - b. Community Engagement – Bob Bourgeois
 - Next Meeting – July 7, 2020
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 4, 2020
10. City Reports
 - a. Council Liaison – Councilman John Danish
 - b. Mayor & Other Council Members
 - c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
11. Bureau Monthly Management Reports
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Finance and Administration – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
12. Convention Center Management Report – Tom Meehan/Matt Tungett
13. Industry Partner Reports
 - a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
 - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Nydia Hoskins
 - c. Restaurant Industry Update – David Cole
14. Partner Organization & Stakeholder Reports
 - a. DART/Transportation and Infrastructure - Mayor Rick Stopfer
 - b. DCURD and Irving Flood Control Districts – Jacky Knox/Dallas Burke
 - c. Chamber of Commerce – David Pfaff/Beth Bowman
 - d. Irving Arts and Culture – Todd Hawkins/Kim Andres
 - e. The Las Colinas Association – Hammond Perot
 - f. University of Dallas – Jason Wu Trujillo
 - * g. TIF - Michael Randall

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, MAY 18, 2020**

AGENDA ITEMS

MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
ZOOM VIDEO MEETING
APRIL 27, 2020

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

Board Chair Rick Lindsey called the meeting to order at 11:51 a.m. and noted this meeting is taking place as a video conference due to the COVID-19 restrictions. Lindsey asked for a moment of silence to honor Richard Huff, a longtime supporter of the arts in Irving and community leader. He inquired if there were any citizen comments; there were none.

After welcoming new Board members Jason Wu Trujillo from University of Dallas and Nydia Hoskins – General Manager for Omni Mandalay, Lindsey asked for a roll call of Board member attendance.

Accounting Director Marianne Lauda gave an overview of the ICVB February 2020 financials.

- Revenue report is directly from Munis software. The only Revenue in February was Hotel Occupancy Tax of \$2,068,081.31
- She noted revenues are a credit balance and show as negatives on the report from the software; this is a quirk within Munis and one of many reasons the City is working on creating custom reports.
- February expenditures are 38.3% for the first five months of the fiscal year
- In reviewing the Check Register, the following items were discussed:
 - Irving ISD - \$1,800 for floral arrangements from the Nimitz High School floral studio for the RCMA event
 - American Express – payments include expenses for SXSW event that was cancelled, regular travel and entertainment expenses
 - Keynote Speakers of Canada – keynote speaker fee for the Irving Hospitality Industry Annual Meeting
 - Two checks to the Irving Convention Center (ICC) for monthly network services and catering

In response to a question from Board Vice Chair Karen Cooperstein, Lauda replied the financial report can be adjusted to show monthly revenue and expenses. Customization of reports is being discussed.

Lauda then reviewed the ICVB March 2020 financials.

- Revenue collected was from interest and miscellaneous revenue from joint tradeshow sponsorship payments from other CVBs
- Expenditures show over 48% expended at the end of March
- In reviewing the Quarterly Financial Report, Lauda noted \$50,000 was going to be transferred into the ICC Capital Improvement Project (CIP) Reserve fund. But after further discussion, the decision was made to not transfer funds at this time. The Computer Replacement fund shows no additional purchases. The ICC CIP fund shows a budget adjustment of \$250,000 for the Westin Irving Convention Center hotel parking lot agreement; this was for back payments from August through February. The bond trustee makes payment to the City, which is then transferred to the ICVB and then paid to SMG.
- The following Check Register items were reviewed:
 - Payments to the ICC include:
 - \$34,992 and \$229,774 for CIP
 - \$350,000 subsidy payment from the General Fund
 - \$62,000 meetings catering and network service, also included F&B for RCMA sponsorship
 - \$144,000 payment to SMG for Westin Irving Convention Center hotel parking garage for August 2019 and September 2020; pass-through costs from City transfers

Lauda thanked the Board for their patience with the new software reports and she is looking forward to customizing reports to reflect a more familiar and useful look for the board's review. Lindsey thanked Lauda for all her hard work in the transition to the new software.

Lindsey asked for a motion to accept the ICVB Financial Reports for February and March 2020. Cooperstein made a motion to accept and Board member Bob Bourgeois gave a second. A roll call vote was as follows: Lindsey, Jo-Ann Bresowar, Dirk Burghartz, David Cole, Herb Gears, Debbi Haacke, Julia Kang, Clem Lear, Greg Malcolm, Ron Mathai and Joe Philipp voted in support of the motion; no opposed. The motion passed unanimously.

ICC General Manager Tom Meehan reviewed the ICC February 2020 financial report.

- February was a great month - budgeted to make \$40,000; actual \$178,000 in the month; \$138,000 ahead of budget.
- For the first five months of the year, ICC was budgeted to lose \$386,000, and actually made \$176,000, at \$62,000 ahead of budget.
- F&B Catering was \$146,000 ahead for the month, YTD +\$541,000 which equates to almost \$1 million in catering services.
- Expenses are in-line with budget.

Meehan then reviewed the ICC March 2020 financial report.

- COVID-19 pandemic hit halfway through March 2020 and ICC was budgeted to lose \$121,000, actual loss \$129,000.
- This shows a fairly even forecast, but only due to the \$144,000 payment from the City/ICVB for Westin Irving Convention Center hotel parking garage agreement.

- Six months into the fiscal year shows budgeted to lose \$507,000; actual was \$554,000 ahead of budget.
- Compared to last year at this time, the financials had a great cushion sitting through the first six months of the fiscal year and fortunate to have it.
- Catering was down for the month.
- Other Income shows \$158,000 and includes \$144,000 from parking garage rental that was included in March.

In reviewing the forecast:

- First six months of the fiscal year were outstanding.
- April through September is the forecast for remainder of the year, with numerous unknown variables that affect everything.
- There will be no income in April, other than the parking garage transfer payments.
- May and June have scattered events holding on and hoping they will continue as booked.
- Forecasting through the end of the year looks like a \$1.1 million shortfall right now, but that is very subjective, with a lot of moving pieces remaining.
- Forecast does not yet reflect events that were moved into the August/September timeframe or adjustments to moving capital improvement funds to the operating fund. Next month will show a better picture as these and other operational adjustments are being made.
- June/July timeframe is very important.
- The goal is to work the estimated \$1.1 million shortfall down as low as possible.

Meehan reported 27 events have cancelled from March to October; some from force majeure and will receive a refund, some cancelled and will pay cancellation fees. Sixteen events moved dates: nine into this fiscal year and seven into the next fiscal year (after October 1). Eighteen events are still working with new dates and hoping to rebook. The building is very crowded in August and September and it is getting more difficult to find open dates. There are 13 events considered Lost Business and that have decided not to move forward. Good news is there were 12 new contracts signed over the past two and a half weeks, most within this fiscal year.

He further reported the building had a lot of improvement projects began before the building closure and have continued during this time.

- Parking equipment installation
- Security camera upgrade
- Replacement of main boiler in the kitchen
- New software and electrical for monitors in the building

ICC has also partnered with FestEvents Foundation to prepare 2,400 meals per week for hospitality employees that have been furloughed. There is no cost to ICC as all food is donated. They have four chefs who are volunteering for this cause, plus ICC Executive Chef Eduardo Alvarez. Meals will be distributed every Saturday and hospitality employees will receive breakfast/lunch/dinner for four. There will be a lot of good media coming out of Irving and FestEvents is excited to work with the ICC. In response to a question from Lindsey, Meehan reported due to the COVID-19 event, there will only be a small staff working in the kitchen from our location and if the number of meals rise that need to be distributed, additional volunteers may be needed. In order to be responsible regarding social distancing, volunteer staffing is equally critical. We will let the Board know if there is a need for volunteers.

Lindsey asked for an update on ASM Global initiatives during the COVID-19 crisis as it relates to supporting furloughed employees. Meehan reported their parent company has partnered with different organizations across the country to allow all furloughed employees from ASM Global building to apply for various positions at places like Albertson Companies and Amazon and be hired without interviews. This effort across the country will allow their employees to find work elsewhere until buildings reopen. Meehan is in communication with ICC staff regularly and offers assistance in any way possible to each person. Cooperstein also recommended the “Get Shift Done” area initiative, which was launched to employ affected hourly workers in the hospitality industry to perform shifts for nonprofit organizations and institutions trying to meet community demand during the COVID-19 crisis.

Lindsey asked for a motion to accept the ICC Financial Reports for February and March 2020. Cooperstein made a motion to accept and Board member Clem Lear gave a second. A roll call vote was as follows: Lindsey, Bresowar, Burghartz, Cole, Gears, Haacke, Kang, Lear, Malcolm, Mathai and Philipp voted in support of the motion; no opposed. The motion passed unanimously.

The COVID-19 Irving Visitor Economy Situation Analysis item began with updates from the hoteliers in attendance.

Four Seasons General Manager Dirk Burghartz reported the Four Seasons Resort and Club is closed during the COVID-19 crisis and is waiting for Texas Governor Greg Abbott’s new guidelines that will be addressed this afternoon. The golf club has been open and adhering to the strict safe-distancing guidelines. The golf club is operating with a half crew and the resort has a dozen or so in engineering. The sales team has reduced staff and is rebooking events where possible. Meeting planners are eager to rebook, but reality may not be any time soon. The resort plans to open in June and hoping to capitalize on local and national leisure and business travel. The staff and resort members have held fundraisers to support their employees that are furloughed, and it has been heartwarming to see the outpouring, but the situation is hard for those in limbo. He predicted some markets may bounce back easier than others.

Omni Mandalay General Manager Nydia Hoskins thanked everyone for the opportunity to serve on the Board. The hotel is currently closed and under renovations. The renovations were taking place before the crisis and it has allowed the construction to continue and not disrupt any meetings and groups. Construction inside and outside is on schedule. The hotel will begin taking reservations May 15 but may change based on Governor Abbott’s new guideline announcement today. Some groups and weddings in June are still confirmed and will hopefully stay. Ten employees were kept on staff and another 15 were brought back to work on additional projects.

Hampton Inn Las Colinas General Manager Kim Limon reported the property is open although business is slow. All bookings are last minute or same day arrivals. Only employees staffed are front desk and minimal housekeeping employees. Their staff has been helping the sister property Hilton Garden Inn Las Colinas. May business is holding steady, but no groups are booked. June bookings are questionable.

ICVB Executive Director Maura Gast gave a COVID-19 analysis report

- Hotel Occupancy changes week-to-week:
- Beginning of the year – 70%
- Current Citywide – 22%
- Trending better than many markets

- Average Daily Rate swings. Average daily rate likely will take 12 months minimum to catch up (recovery may be compressed due to rapid decline of remaining business –rate war timing could potentially be limited).
- Cash Flow and Funding Challenges are:
 - ICVB:
 - Reserve fund balance for catastrophic events is half of what it used to be.
 - \$3 million taken from ICVB in 2010 to fund 1st year debt service shortfall of ICC debt.
 - Have been working to rebuild; current balance at \$1.3 million.
 - Computer Reserve Fund - \$244K.
 - Uncommitted ICC Capital Expenditures - \$358K.
 - HOT funds received quarterly; Jan-Mar funds due mid-May.
 - ICC:
 - Event cancellations, postponements, re-bookings, new bookings.
 - Facility still needs to be maintained & protected.
- Three Phases for what we are going through: Response, Recovery and Resilience
 - We are in Recovery Phase:
 - Assumption that ZERO new HOT revenue will be coming in for the next several months
 - If no collections January through March; ICVB will be in dire times even with the use of reserves
 - Will need support from City, even with expenses reduced
 - Suspend all travel and training.
 - Stopping all advertising that could be stopped.
 - BizDIP - honoring what has been committed but nothing else.
 - Ad agency projects – finishing what is underway but then nothing else.
 - Halted all pursuit of a TPID.
 - Suspend executive director incentive.
 - Working with ASM/SMG Global on the possibility of contract extension terms that could allow access for capital projects
 - If ICVB becomes eligible for the federal Paycheck Protection Program, it will be reliant on the city's banking relationship with Bank of America. There are also issues impacting the viability of the PPP due to Texas laws restricting local governments from taking out loans; everything must go through the Attorney General in Texas.
 - Response - Other Issues:
 - 1/3 of the City's debt is tied to Hotel Occupancy Taxes
 - Debt service shortfall on ICC debt for this year.
 - Arts HOT funds will also be reduced.
 - Lingering issues with some regarding the ICVB pay plan changes of 2018
 - Priority to protect staffing levels – ICVB Staff reduced by 23% in 2010 (6 positions); only 1 of those since has been replaced.
 - The pay plan implementation cost \$95,000 across the ICVB's 21 positions
 - Biggest single portion of that was to the Executive Director position at 15%, thus the recommendation to eliminate the incentive eligibility for this year and next year, and to reduce the pay by 25% for 6 months.

Next Steps:

- Request board approval of a budget adjustment to use Catastrophic Reserve, Computer Reserve and uncommitted balance of ICC Capital Reserve into Operating Fund. Committed funds will be used to sustain ICC operations, along with committed ICC subsidy. This will then go to the City Council at its May 7 meeting.
- Approve temporary reduction in ICVB Executive Director pay by 25% and assess situation after six months; eliminate incentive for current year FY2020 and FY2021.
- Operating subsidy will still be needed for ICC; however, funds can begin to be recouped after building reopens.
- ICVB operations down to fundamentals until revenue recovery/rebuilding can begin.

Bresowar asked for the number of furloughed ICVB employees. Gast replied none from ICVB and staff is working remotely; ICC has furloughed half of its staff. Bresowar expressed concern over 25% reduction in Executive Director pay but felt the impact may not be much in the bigger scheme of things and might not be the fix, but she applauded the suggestion from Gast. Gast stated all options are drops in the bucket compared to the situation but feels it is important and is a matter of principle and a stand she believes is important to take. Lindsey noted the recommendation was approved unanimously by the Executive Committee; however, he is now questioning the recommendation as presented and asked voting Board members to reconsider the item.

Gears stated it is important now more than ever for the City to do a great job and ICVB and ICC have done that with a 10-year operation at the ICC. He supports the hospitality industry in the City and Gast is a critical component to how to continue to succeed and has proven over a number of years she knows what needs to be done. He is compelled to support the recommendation from Gast but agrees with no reason to cut the incentive pay for two years and suggested a language change to the item.

Phillip noted this is a fact- and emotionally-based discussion and a symbolic and economically correct motion. Gast sets the pace in the organization to adjust salary. This is an unusual circumstance and he will honor her request to revisit the salary adjustment at year-end, and recommends incentive pay elimination in FY2020 only.

Bettis asked for comments from Mayor Stopfer, Council members and City Manager. Stopfer reported the City is estimating a \$20 million shortfall. The city has furloughed 127 employees and has a potential 130 position eliminations. Each Department Head is working within their departments to see how they can contribute to expense cuts. The City Manager has made tough decisions on his own salary and bonus, and Stopfer agrees that FY2021 should be discussed at a later date. Gast does a phenomenal job and he will support the Board's decision.

Councilman Al Zapanta stated he feels the crisis will have an effect for at least up to 18 months or more. Everyone is taking strong actions to curb expenses and set priorities around essential activities in the City. Leadership is about leading and Gast and Hillman are leaders and setting the tone. Councilman Oscar Ward echoed Gears' and Phillip's comments. He supports the current recommendation. City Manager Chris Hillman reported federal money trickle down is important and has yet to occur. Cities with over 500,000 population have received federal money but there is a limit on how those dollars can be spent and the City will continue to work with federal and state officials for representation. Maintaining the City's triple A bond rating is important.

Perot suggested being consistent with the City's language and recommendation for staff reductions. Cole noted the City Manager, Mayor and Council comments were taken before the Board concluded the vote on the item and should have no bearing on the decision.

Lindsey asked for a motion to approve the recommendation for temporary reduction in Executive Director pay by 25% for a six-month minimum; reassess the situation at that point and elimination for incentive for FY2020 and FY2021. Those in favor: Cooperstein, Gears, Malcolm, Philipp. Those opposed: Lindsey, Bourgeois, Bresowar, Cole, Haacke, Kang, Lear, Mathai. Burghartz not present at time of vote. Motion failed 8-4.

Lear made a motion for an amended recommendation for no temporary reduction in Executive Director pay and elimination for incentive for FY2020; Cole gave a second. After additional discussion, Lear withdrew the amended motion.

Gears made a motion to reduce the pay by 25% for up to 6 months and to eliminate the FY 2020 incentive but to postpone discussion on the 2021 incentive. Those in favor: Cooperstein, Gears, Malcolm, Philipp. Those opposed: Lindsey, Bourgeois, Bresowar, Cole, Haacke, Kang, Lear, Mathai. Burghartz not present at time of vote. Motion failed 8-4.

Bresowar made a motion to approve a recommendation of a 15% reduction in Executive Director pay and revisit after three months to possibly increase or decrease the adjustment as market conditions require or as City implements citywide adjustments and to eliminate the FY2020 incentive pay; Gears gave a second. After further discussion, Bresowar withdrew the motion.

Cole suggested deferring the item to the Executive Committee for further discussion and a new recommendation to bring before the full Board for voting and after the May 7 City Council meeting. It was agreed to schedule an Executive Committee meeting for further discussion of the item.

Lindsey asked for a motion to approve the recommendation of the Executive Committee for budget adjustments from ICVB Reserve, Computer Reserve, and Convention Center Capital Improvement Project Reserve. Bresowar made a motion to accept and Haacke gave a second. A roll call vote was as follows: Lindsey, Bresowar, Cole, Gears, Haacke, Kang, Lear, Malcolm, Mathai and Philipp voted in support of the motion; Burghartz was not present at time of vote. There were no opposed. The motion passed unanimously.

On a motion from Cole and a second from Lear to approve the Board of Directors Minutes of February 24, a roll call vote was as follows: Lindsey, Bresowar, Cole, Gears, Haacke, Kang, Lear, Malcolm, Mathai and Philipp voted in support of the motion; Burghartz was not present at time of vote. There were no opposed. The motion passed unanimously.

Lindsey expressed his thanks for great communication between ICVB and ICC teams and noted the organization is a leader in the hospitality and tourism industry. Cooperstein and the Board offered congratulations to Gast on her 29 years of service at the ICVB.

The meeting was adjourned at 2:22 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Maura Allen Gast". The signature is written in a cursive, flowing style.

Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: May 13, 2020

Monthly Financial Summary

For Period Ending April 30, 2020

ASM GLOBAL - IRVING CONVENTION CENTER
OCTOBER 1, 2019 TO SEPTEMBER 30, 2020
Board Lead Income Statement - Monthly FY 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	101,125	112,619	2,000	32,000	45,750	27,900	172,175	130,025	1,003,513		
Service Income	77,389	12,540	19,135	49,059	133,783	30,892	(400)	-	21,750	32,250	31,500	32,750	440,648		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189,282)	(45,059)	(3,566)	-	(40,000)	(75,000)	(75,000)	(80,000)	(818,130)		
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	98,452	(1,966)	32,000	27,500	(14,850)	128,675	82,775	626,031		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	27,561	18,115	1,842	-	-	-	1,000	-	101,809		
F & B Catering	605,052	150,709	235,426	794,222	541,888	62,432	(12,288)	-	83,860	80,870	112,100	151,290	2,805,561		
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	25,741	-	-	2,952	617	1,640	162	161,158		
Electrical Services	12,365	4,750	5,220	6,790	16,600	29,880	(390)	-	-	-	-	-	75,215		
Audio Visual	347	(0)	(896)	997	(564)	(1,441)	(1,353)	-	-	-	-	-	(2,910)		
Internet Services	-	(595)	-	350	1,207	1,450	-	-	-	-	-	-	2,412		
Total Ancillary Income	689,040	174,003	263,008	836,069	622,645	136,177	(12,189)	-	86,812	81,487	114,740	151,452	3,143,246		
Total Event Income	816,385	228,690	285,677	859,188	668,271	234,629	(14,155)	32,000	114,312	66,637	243,415	234,227	3,769,277		
Other Operating Income	95,000	26,741	24,454	97,002	72,215	158,883	42,448	24,125	24,125	21,625	21,625	21,625	629,867		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	743,512	28,293	56,125	487,187	88,262	265,040	604,102	5,794,144		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	191,036	141,299	175,293	235,619	235,619	235,619	235,624	2,536,723		
Benefits	70,845	68,953	59,915	67,392	62,476	60,164	66,167	67,408	74,509	74,509	74,509	188,518	935,365		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(6,308)	-	-	(5,000)	(10,000)	(10,000)	(10,000)	(128,601)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	244,892	207,466	242,701	305,128	300,128	300,128	414,142	3,343,488		
Contracted Services	56,602	52,476	61,359	57,942	52,715	59,282	44,036	43,833	49,301	61,869	61,772	61,865	663,051		
General and Administrative	91,072	29,306	36,616	98,275	44,210	39,968	14,650	23,404	30,974	44,854	31,571	67,423	552,323		
Operations	65,204	40,269	31,883	40,909	51,535	41,253	12,032	17,084	17,084	48,384	48,384	48,380	462,402		
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	48,468	32,908	33,133	39,683	39,683	39,683	40,187	493,388		
Supplies	10,646	31,569	11,001	21,278	13,178	21,170	4,126	2,625	7,808	16,224	16,224	36,232	192,082		
Insurance	23,137	8,501	6,489	7,544	6,587	7,544	7,544	5,658	5,658	8,500	8,500	8,500	104,162		
Utilities	48,248	39,696	38,576	43,396	42,077	38,500	37,314	40,317	40,317	45,000	45,000	45,000	503,440		
Other	6	-	34	-	835	-	12,057	-	-	-	-	-	12,932		
ASM Global Management Fees	67,946	29,543	36,621	83,042	68,803	22,223	311	13,823	18,823	25,013	25,013	25,013	416,174		
Total Operating Expenses	700,393	538,092	527,119	670,582	561,488	523,300	372,444	422,578	514,776	589,655	576,275	746,742	6,743,440		
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	178,998	220,212	(344,151)	(366,453)	(27,589)	(501,393)	(311,235)	(142,640)	(949,296)	(1,395,000)	(2,344,296)
Budget Forecast Comparison by Month															
	(35,141)	(11,028)	22,219	120,452	49,708	(1,101,217)	(949,296)								
	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010			

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending April 30, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	200	14,800	(14,600)	25,015
Events	1	12	(11)	21
Event Days	1	29	(28)	37
Direct Event Income	(1,966)	163,225	(165,191)	142,531
Ancillary Income	(12,189)	339,849	(352,038)	303,267
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	(14,155)	503,074	(517,229)	445,798
Other Operating Income	42,448	65,000	(22,552)	40,201
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	28,293	568,074	(539,781)	485,999
Indirect Expenses	(372,444)	(544,551)	172,107	(489,722)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(344,151)</u>	<u>23,523</u>	<u>(367,674)</u>	<u>(3,723)</u>

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	105,294	101,114	4,180	135,973
Events	128	110	18	146
Event Days	223	220	3	234
Direct Event Income	369,936	628,914	(258,978)	457,673
Ancillary Income	2,708,757	2,338,534	370,223	2,440,054
Total Event Income	3,078,693	2,967,448	111,245	2,897,727
Other Operating Income	516,740	420,000	96,740	256,190
Adjusted Gross Income	3,595,433	3,387,448	207,985	3,153,917
Indirect Expenses	(3,893,418)	(3,871,860)	(21,558)	(3,756,878)
Net Income (Loss) From Operations	(297,985)	(484,412)	186,427	(602,961)

IRVING CONVENTION CENTER/SMG

Balance Sheet

April 30, 2020

ASSETS

Current Assets

Cash	\$	1,548,368
Accounts Receivable		323,999
Prepaid Assets		64,714
Inventory		75,961

Total Current Assets 2,013,042

Total Assets \$ **2,013,042**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	407,546
Accrued Expenses		356,407
Deferred Income		0
Advance Ticket Sales/Deposits		849,074
Other Current Liabilities		0

Total Current Liabilities 1,613,027

Long-Term Liabilities

Long Term Liabilites		0
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Total Long-Term Liabilities 0

Total Liabilities 1,613,027

Equity

Net Funds Received	11,900,786
Retained Earnings	(11,202,786)
Net Income (Loss)	(297,985)

Total Equity 400,015

Total Liabilities & Equity \$ **2,013,042**

IRVING CONVENTION CENTER/SMG
Income Statement
For the Seven Months Ending April 30, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	2,000	196,675	(194,675)	595,664	834,189	(238,525)	781,997
Service Revenue	(400)	56,550	(56,950)	322,394	289,725	32,669	386,220
Service Expenses	(3,566)	(90,000)	86,434	(548,122)	(495,000)	(53,122)	(710,544)
Total Direct Event In	(1,966)	163,225	(165,191)	369,936	628,914	(258,978)	457,673
Ancillary Income							
F & B Concessions	1,842	20,000	(18,158)	100,811	125,500	(24,689)	130,153
F & B Catering	(12,288)	279,470	(291,758)	2,377,440	1,933,584	443,856	2,021,341
Parking	0	21,279	(21,279)	155,790	170,400	(14,610)	154,601
Electrical Services	(390)	16,000	(16,390)	75,215	100,000	(24,785)	128,312
Audio Visual	(1,353)	0	(1,353)	(2,911)	0	(2,911)	(172)
Internet Services	0	3,100	(3,100)	2,412	9,050	(6,638)	5,819
Total Ancillary Inco	(12,189)	339,849	(352,038)	2,708,757	2,338,534	370,223	2,440,054
Total Event Income	(14,155)	503,074	(517,229)	3,078,693	2,967,448	111,245	2,897,727
OTHER OPERATING INCOME							
Other Income	42,448	65,000	(22,552)	516,740	420,000	96,740	256,190
Total Other Operatin	42,448	65,000	(22,552)	516,740	420,000	96,740	256,190
Adjusted Gross Inco	28,293	568,074	(539,781)	3,595,433	3,387,448	207,985	3,153,917
INDIRECT EXPENSES							
Salaries & Wages	141,299	226,745	85,446	1,418,947	1,587,215	168,268	1,574,100
Payroll Taxes & Ben	66,167	68,840	2,673	455,907	481,880	25,973	443,057
Labor Allocations to	0	(49,730)	(49,730)	(93,600)	(348,110)	(254,510)	(397,457)
Net Salaries and Ben	207,466	245,855	38,389	1,781,254	1,720,985	(60,269)	1,619,700
Contracted Services	44,036	62,090	18,054	384,412	434,630	50,218	427,817
General and Adminis	14,650	37,084	22,434	354,102	317,841	(36,261)	267,743
Operating	12,032	45,751	33,719	283,087	320,257	37,170	318,578
Repairs & Maintenan	32,908	46,808	13,900	301,020	327,656	26,636	337,986
Operational Supplies	4,126	17,099	12,973	112,969	121,443	8,474	106,441
Insurance	7,544	8,333	789	67,346	58,331	(9,015)	45,188
Utilities	37,314	45,208	7,894	288,682	316,456	27,774	315,651
Other	12,057	0	(12,057)	12,057	0	(12,057)	0
ASM Management F	311	36,323	36,012	308,489	254,261	(54,228)	317,774
Total Indirect Expens	372,444	544,551	172,107	3,893,418	3,871,860	(21,558)	3,756,878

IRVING CONVENTION CENTER/SMG
Income Statement
For the Seven Months Ending April 30, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(344,151)</u>	<u>23,523</u>	<u>(367,674)</u>	<u>(297,985)</u>	<u>(484,412)</u>	<u>186,427</u>	<u>(602,961)</u>

April 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12 Easter	13	14	15	16	17	18
			Scrapbook Expo 2020 Scrapbook Expo Inc Definite			
19	20	21	22	23	24	25
Scrapbook Expo 2020 Scrapbook Expo Inc Definite					ICVB Executive Committee Me...	Irving Police Department... City of Irving Police Department Definite
26	27	28	29	30	1	2



ICVB FINANCIAL STATEMENTS

For Period Ending: April 30, 2020



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
APRIL 2020

Assets

Cash and equivalents	92,397.73
Investments	86,000.00
Receivables	4,465.00

Total Assets

182,862.73

Liabilities

Unearned revenue	4,465.00
Due to other funds	102.00

Total Liabilities

4,567.00

Fund Balance (Budgetary basis)

Reserve for encumbrances	666,860.02
Unreserved	(488,564.29)

Total Fund Balance

178,295.73

Total Liabilities and Fund Balance

182,862.73



IRVING CONVENTION AND VISITORS BUREAU
MONTHLY FINANCIAL REPORT - APRIL 2020
2201 - GENERAL FUND

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	L3 - HOTEL/MOTEL TAX	0.00	2,068,081.31	8,544,599.00	24.2%	0.00	6,476,517.69
	M1 - CHARGES FOR SERVICES	0.00	0.00	25,000.00	0.0%	0.00	25,000.00
	M4 - INVESTMENT INCOME	746.64	4,805.79	18,000.00	26.7%	0.00	13,194.21
	M5 - MISCELLANEOUS	9,301.90	78,110.91	91,000.00	85.8%	0.00	12,889.09
	TOTAL REVENUE	10,048.54	2,150,998.01	8,678,599.00	24.8%	0.00	6,527,600.99
EXPENDITURES							
	N1 - SALARIES	172,738.15	1,244,905.24	2,535,519.00	49.1%	0.00	1,290,613.76
	N2 - BENEFITS	53,500.28	348,179.58	679,622.35	51.2%	0.00	331,442.77
	N4 - SUPPLIES	7,291.77	34,189.47	43,700.00	78.2%	6,700.00	2,810.53
	O1 - UTILITIES (COMMUNICATIONS)	1,758.88	8,032.02	24,900.00	32.3%	0.00	16,867.98
	O3 - OUTSIDE SERVICES						
	PROFESSIONAL SERVICES	62,298.48	697,766.77	1,262,992.00	55.2%	336,637.99	228,587.24
	MARKETING RESOURCES	14,464.85	28,751.53	49,060.00	58.6%	22,500.00	(2,191.53)
	MEDIA ADVERTISING	13,807.07	236,525.21	530,605.23	44.6%	255,775.13	38,304.89
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	OTHER	857.51	11,337.72	20,925.12	54.2%	1,650.24	7,937.16
	TOTAL OUTSIDE SERVICES	91,427.91	1,672,381.23	3,258,582.35	51.3%	616,563.36	969,637.76
	O4 - TRAVEL - TRAINING - DUES						
	TRAVEL AND TRAINING	67,186.39	367,094.74	767,568.00	47.8%	0.00	400,473.26
	MILEAGE REIMBURSEMENT	106.69	1,689.74	5,600.00	30.2%	0.00	3,910.26
	MEMBERSHIP AND DUES	2,795.00	18,708.00	79,735.00	23.5%	0.00	61,027.00
	TOTAL TRAVEL - TRAINING - DUES	70,088.08	387,492.48	852,903.00	45.4%	0.00	465,410.52
	O5 - CLAIMS AND INSURANCE	0.00	69,022.50	138,045.00	50.0%	0.00	69,022.50
	O7 - MISCELLANEOUS EXPENSES						
	ADM COST REIMBURSEMENT	0.00	82,723.25	341,784.00	24.2%	0.00	259,060.75
	BUSINESS DEV INCENTIVE PROG	6,846.84	241,591.38	500,000.00	48.3%	0.00	258,408.62
	LOCAL PROGRAMS-PROMOTIONS	8,588.14	167,816.04	397,775.00	42.2%	5,000.00	224,958.96
	OTHER	227.78	56,554.60	194,250.00	29.1%	38,596.66	99,098.74
	TOTAL MISCELLANEOUS EXPENSES	15,662.76	548,685.27	1,433,809.00	38.3%	43,596.66	841,527.07
	P5 - TRANSFERS OUT						
	TRSF TO ICVB RESERVE	0.00	0.00	50,000.00	0.0%	0.00	50,000.00
	TRSF TO ICVB CONV CENTER	0.00	0.00	514,042.00	0.0%	0.00	514,042.00
	TOTAL TRANSFERS OUT	0.00	0.00	564,042.00	0.0%	0.00	564,042.00
	TOTAL EXPENDITURES	412,467.83	4,312,887.79	9,531,122.70	45.3%	666,860.02	4,551,374.89

Beginning Fund Balance	2,340,185.51
Revenues	2,150,998.01
Expenditures	(4,312,887.79)
Ending Fund Balance	178,295.73



Irving Convention and Visitors Bureau

Check Register

April 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061179	4/9/2020	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			55,538.47
		ACCOUNTS PAYABLE	MAR 2020 - RECEIPTS	55,538.47	
80061180	4/9/2020	BOY SCOUTS OF AMERICA			785.00
		BUSINESS DEV INCENTIVE PROG	NATIONAL EXECUTIVE BOARD & COMMITTEES MTG 2/2020	785.00	
80061181	4/9/2020	BOYER JAUDS, CAROL			40.49
		COMMUNICATIONS	DEC 2019 - CELL / MILEAGE	65.00	
		MILEAGE REIMBURSEMENT	DEC 2019 - CELL / MILEAGE	18.27	
		TRAVEL AND TRAINING	CMP CONCLAVE 2019	(262.85)	
		COMMUNICATIONS	JAN 2019 - CELL / MILEAGE	65.00	
		MILEAGE REIMBURSEMENT	JAN 2019 - CELL / MILEAGE	10.29	
		COMMUNICATIONS	FEB 2019 - CELL / MILEAGE	65.00	
		MILEAGE REIMBURSEMENT	FEB 2019 - CELL / MILEAGE	14.78	
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061182	4/9/2020	CONFERENCE DIRECT			4,000.00
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
80061183	4/9/2020	DALLAS FORT WORTH AIRPORT MARRIOTT			260.00
		BUSINESS DEV INCENTIVE PROG	FLOWSERVE / CENTRIFUGAL PUMP FUNDAMENTALS JAN 2020	120.00	
		BUSINESS DEV INCENTIVE PROG	FLOWSERVE / MECHANICAL SEAL FUNDAMENTALS MAR 2020	140.00	
80061184	4/9/2020	DALLAS MARRIOTT LAS COLINAS			465.00
		BUSINESS DEV INCENTIVE PROG	THE OUTRAGEOUS CAMPAIGNS LIVE EVENT	465.00	
80061185	4/9/2020	DIPIETRO, KATHERINE			62.25
		COMMUNICATIONS	FEB 2020 - CELL	62.25	
80061186	4/9/2020	FEDERAL EXPRESS CORPORATION			32.39
		FREIGHT	SHIPPING	32.39	
80061187	4/9/2020	IRVING - LAS COLINAS ROTARY CLUB			78.00
		MEMBERSHIP AND DUES	MARCH 2020	40.00	
		LOCAL PROGRAMS-PROMOTIONS	MARCH 2020	38.00	
80061188	4/9/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAR 2020	20,625.00	
80061189	4/9/2020	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2020	20,625.00	
80061190	4/9/2020	IRVING CONVENTION CENTER AT LAS COLINAS			43,311.00
		BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	43,311.00	
80061191	4/9/2020	LEVINE, KATHY			65.00
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061192	4/9/2020	MALONEY STRATEGIC COMMUNICATION INC			205.00
		PROFESSIONAL SERVICES	2020 ICVB STORAGE FEE - APRIL	205.00	



Irving Convention and Visitors Bureau

Check Register

April 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061193	4/9/2020	MANSELL, LORI			53.27
		BUSINESS DEV INCENTIVE PROG	SITE INSPECTION - US PAIN FOUNDATION 3/10/20	8.00	
		COMMUNICATIONS	MAR 2020 - CELL	45.27	
80061194	4/9/2020	MCKESSON CORPORATION			1,515.00
		BUSINESS DEV INCENTIVE PROG	BOOKING ID #10717	630.00	
		BUSINESS DEV INCENTIVE PROG	BOOKING ID #12615	180.00	
		BUSINESS DEV INCENTIVE PROG	BOOKING ID #11955	500.00	
		BUSINESS DEV INCENTIVE PROG	BOOKING ID #11739	205.00	
80061195	4/9/2020	MEETING PROFESSIONALS INTERNATIONAL			2,500.00
		MEDIA ADVERTISING	ADVERTISING	2,500.00	
80061196	4/9/2020	OMNI MANDALAY HOTEL			280.00
		BUSINESS DEV INCENTIVE PROG	FLOWSERVE / FEB 2020	280.00	
80061197	4/9/2020	PFAFF, DIANA			65.00
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061198	4/9/2020	ROBERTS, DEBBIE			65.00
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061199	4/9/2020	ROCHE, KELLY			108.96
		COMMUNICATIONS	MAR 2020 - CELL / MILEAGE / MISC	65.00	
		MILEAGE REIMBURSEMENT	MAR 2020 - CELL / MILEAGE / MISC	23.96	
		LOCAL PROGRAMS-PROMOTIONS	MAR 2020 - CELL / MILEAGE / MISC	20.00	
80061200	4/9/2020	STR, INC			2,250.00
		SUBSCRIPTIONS-PUBLICATIONS	ADDITION - WEEKLY SEGMENTATION DOW REPORT	2,250.00	
80061201	4/9/2020	WHITE, MONTY			120.39
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
		COMMUNICATIONS	FEB 2020 - CELL / MISC	65.00	
		MARKETING RESOURCES	FEB 2020 - CELL / MISC	(9.61)	
80061202	4/23/2020	DALLAS FORT WORTH AIRPORT MARRIOTT			1,390.00
		BUSINESS DEV INCENTIVE PROG	BIG 12 CONFERENCE/CFO WEST FOOTBALL CLINIC 2020	1,390.00	
80061203	4/23/2020	FOJTASEK, LORI			65.00
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061204	4/23/2020	FOUR SEASONS RESORT & CLUB DALLAS			420.00
		MEMBERSHIP AND DUES	MARCH 2020	420.00	
80061205	4/23/2020	HOPKINS, CHERYL			114.05
		COMMUNICATIONS	FEB 2020 - CELL / MILEAGE / MISC	65.00	
		MILEAGE REIMBURSEMENT	FEB 2020 - CELL / MILEAGE / MISC	21.39	
		LOCAL PROGRAMS-PROMOTIONS	FEB 2020 - CELL / MILEAGE / MISC	27.66	
80061206	4/23/2020	IRVING CONVENTION CENTER AT LAS COLINAS			49,645.10
		TRAVEL AND TRAINING	CATERING - RCMA 2020	42,281.25	



Irving Convention and Visitors Bureau

Check Register

April 2020

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061206		LOCAL PROGRAMS-PROMOTIONS	ON POINT GIVEAWAY ITEMS- JOINT ICC/CVB SALES BLITZ	268.99	
		PROFESSIONAL SERVICES	NETWORK SERVICES	7,094.86	
80061207	4/23/2020	LEGACY DANCE CHAMPIONSHIPS			95.00
		BUSINESS DEV INCENTIVE PROG	STAFF AND ATTENDEE ROOM / FEB 2020	70.00	
		BUSINESS DEV INCENTIVE PROG	OVERFLOW ROOM BLOCK / FEB 2020	25.00	
80061208	4/23/2020	LIVE NATION WORLDWIDE, INC.			1,532.00
		BUSINESS DEV INCENTIVE PROG	FEBRUARY 2020 GM MEETING	1,532.00	
80061209	4/23/2020	LOPEZ, BRENDA			65.00
		COMMUNICATIONS	MAR 2020 - CELL	65.00	
80061210	4/23/2020	MALONEY STRATEGIC COMMUNICATION INC			6,715.49
		PROFESSIONAL SERVICES	2020 ICVB SURVEYOR MAGAZINE DISTRIBUTION	6,715.49	
80061211	4/23/2020	MCKESSON CORPORATION			175.00
		BUSINESS DEV INCENTIVE PROG	BOOKING ID #12440	175.00	
80061212	4/23/2020	MEETINGS TODAY			4,000.00
		MEDIA ADVERTISING	ADVERTISING	4,000.00	
80061213	4/23/2020	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			825.12
		POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	825.12	
80061214	4/23/2020	SIMPLEVIEW WORLDWIDE, INC.			43,465.00
		PROFESSIONAL SERVICES	3RD QUARTER - (CM1619 & CM1620 INCLUDED)	7,875.00	
		PROFESSIONAL SERVICES	3RD QUARTER - (CM1619 & CM1620 INCLUDED)	35,590.00	
80061215	4/23/2020	STODDARD, CAROL			53.34
		COMMUNICATIONS	MAR 2020 - CELL / MILEAGE	35.34	
		MILEAGE REIMBURSEMENT	MAR 2020 - CELL / MILEAGE	18.00	
80061216	4/23/2020	TRIPADVISOR, LLC			347.44
		MEDIA ADVERTISING	ADVERTISING	347.44	
80061217	4/23/2020	TUCKER & ASSOCIATES, LLC			4,000.00
		PROFESSIONAL SERVICES	MONTHLY RETAINER - APR 2020	4,000.00	
80061218	4/23/2020	VERIZON WIRELESS SERVICES, LLC			1,771.01
		COMMUNICATIONS	MARCH 2020	401.50	
		COMMUNICATIONS	MARCH 2020	86.25	
		COMMUNICATIONS	MARCH 2020	283.27	
		OFFICE MACHINERY LESS 5000	MARCH 2020	999.99	
80061219	4/23/2020	WFAA-TV INC			2,959.63
		MEDIA ADVERTISING	ADVERTISING	2,959.63	
Total Number of Invoices			68	270,688.40	
Total Number of Checks			41		270,688.40



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

Second Quarter – FY 2019-20

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

	QTR ENDING 3/31/20 ACTUAL
STATE TAX (estimated) - 6%	2,850,075
CITY OF IRVING TAX - 9%	4,275,112
TOTAL ADMINISTRATIVE COST	91,202
CONVENTION & VISITORS BUREAU - 57% OF 5%	1,353,785
Administrative Cost	(54,151)
Remittance Amount	1,299,634
ARTS CENTER - 35.5% of 5% + 1.6M	843,134
Administrative Cost	(33,725)
Remittance Amount	809,409
MUSEUM - 2.5% of 5%	59,376
Administrative Cost	(2,375)
Remittance Amount	57,001
DOWNTOWN & EVENTS - 1% of 5%	23,750
Administrative Cost	(950)
Remittance Amount	22,800
CONVENTION CENTER FUND - 2% of 9% (effective 01/01/00)	950,010
DEBT SERVICE - 4% of 5%	95,001
TOTAL	1,045,011
ENTERTAINMENT VENUE - 2% of 9% (effective 04/01/08)	950,010
WESTIN IRVING CONVENTION CENTER	300,475
(Hotel pays 9% tax (not included in totals above) which is applied to bond payments for Headquarter Hotel, ICC, and Entertainment Venue)	

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
JANUARY - MARCH**

HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
1 Atrium Hotel and Suites	13,448.37	10,722.05	(2,726.32)	-20.27%
2 Dallas Marriott Las Colinas	114,986.81	103,374.98	(11,611.83)	-10.10%
3 DFW Airport Hotel & Conf Center	5,012.33	4,543.84	(468.49)	-9.35%
4 DFW Airport Marriott	139,335.65	129,467.75	(9,867.90)	-7.08%
5 Doubletree DFW Airport North	58,571.00	0.00	(58,571.00)	-100.00%
6 Embassy Suites - DFW Airport South	88,917.26	0.00	(88,917.26)	-100.00%
7 Four Seasons Resort & Club	198,439.57	0.00	(198,439.57)	-100.00%
8 Hilton Garden Inn - DFW South	41,221.64	34,976.05	(6,245.59)	-15.15%
9 Hilton Garden Inn - Las Colinas	44,765.39	35,398.16	(9,367.23)	-20.93%
10 Holiday Inn Las Colinas	28,929.29	21,757.40	(7,171.89)	-24.79%
11 NYLO Dallas/Las Colinas	51,189.39	24,249.48	(26,939.91)	-52.63%
12 Omni Mandalay Hotel at Las Colinas	140,900.23	112,486.01	(28,414.22)	-20.17%
13 Sheraton Grand Hotel	77,641.52	0.00	(77,641.52)	-100.00%
14 Texican Court	22,180.11	26,752.62	4,572.51	20.62%
15 Westin DFW	139,254.95	112,846.97	(26,407.98)	-18.96%
TOTAL LUXURY & FULL SERVICE	1,164,793.51	616,575.31	(548,218.20)	-47.07%

16 Westin Irving Convention Center 0.00 95,150.28

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

ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	15,082.10	11,562.15	(3,519.95)	-23.34%
2 Candlewood Suites - Las Colinas	11,655.56	9,441.51	(2,214.05)	-19.00%
3 Comfort Inn - DFW North	14,979.38	0.00	(14,979.38)	-100.00%
4 Comfort Suites - DFW Airport	15,189.69	11,857.68	(3,332.01)	-21.94%
5 Comfort Suites - Las Colinas	6,728.98	0.00	(6,728.98)	-100.00%
6 Country Inn & Suites - DFW South	11,791.10	6,852.56	(4,938.54)	-41.88%
7 Element DFW North	28,644.52	0.00	(28,644.52)	-100.00%
8 Extended Stay America	4,461.93	3,667.00	(794.93)	-17.82%
9 Extended Stay America - DFW North	6,651.16	6,898.72	247.56	3.72%
10 Extended Stay America - Las Colinas	7,918.41	6,907.73	(1,010.68)	-12.76%
11 Extended Stay Deluxe	3,609.84	3,286.90	(322.94)	-8.95%
12 Hawthorne Suites - DFW North	10,159.59	9,451.21	(708.38)	-6.97%
13 Hawthorne Suites - DFW South	4,586.35	5,299.82	713.47	15.56%
14 Holiday Inn Express - DFW North	26,092.59	0.00	(26,092.59)	-100.00%
15 Holiday Inn Express - DFW South	24,173.69	16,263.74	(7,909.95)	-32.72%
16 Holiday Inn Express - Las Colinas	19,968.96	16,907.11	(3,061.85)	-15.33%
17 Home Towne Studios	5,773.82	5,764.95	(8.87)	-0.15%
18 Home2 Suites - DFW North	26,487.15	22,260.47	(4,226.68)	-15.96%
19 Home2 Suites - DFW South	24,538.60	22,082.12	(2,456.48)	-10.01%
20 Homewood Suites - DFW Airport	23,391.06	18,269.68	(5,121.38)	-21.89%
21 Homewood Suites - Las Colinas	27,049.81	28,727.71	1,677.90	6.20%
22 Hyatt House Dallas-Las Colinas	34,267.60	25,083.41	(9,184.19)	-26.80%
23 Hyatt Place Las Colinas	33,177.95	0.00	(33,177.95)	-100.00%
24 Motel 6 / Studio 6 - DFW East	7,075.40	7,599.63	524.23	7.41%
25 Residence Inn - DFW North	16,340.89	16,808.66	467.77	2.86%
26 Residence Inn - DFW South	20,301.40	23,792.58	3,491.18	17.20%
27 Residence Inn - Las Colinas	23,702.02	19,332.64	(4,369.38)	-18.43%
28 Springhill Suites	28,057.21	22,548.08	(5,509.13)	-19.64%
29 Staybridge Suites Las Colinas	24,997.89	19,944.84	(5,053.05)	-20.21%
30 Staybridge Suites North	19,950.04	16,065.76	(3,884.28)	-19.47%
31 Studio 6 - DFW North	230.51	0.00	(230.51)	-100.00%
31 Towneplace Suites - DFW North	0.00	20,916.61	20,916.61	100.00%
32 Towneplace Suites - Las Colinas	22,955.67	7,047.24	(15,908.43)	-69.30%
33 Waterwalk - Las Colinas	6,275.35	8,721.39	2,446.04	38.98%
34 Woodspring Suites Signature	5,563.75	5,840.75	277.00	4.98%
35 Extended Stay Properties*	1,064.95	2,817.67	1,752.72	164.58%
TOTAL ALL SUITE / EXTENDED STAY	562,894.92	402,020.32	(160,874.60)	-28.58%

HOTEL OCCUPANCY TAX
JAN - MAR (page 2)

		ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
LIMITED SERVICE					
1	Aloft Las Colinas	33,478.84	28,191.98	(5,286.86)	-15.79%
2	Courtyard by Marriott - DFW North	41,512.95	35,738.96	(5,773.99)	-13.91%
3	Courtyard by Marriott - DFW South	29,156.00	23,841.16	(5,314.84)	-18.23%
4	Courtyard by Marriott - Las Colinas	33,607.27	27,778.22	(5,829.05)	-17.34%
5	Fairfield Inn & Suites	25,571.20	27,490.98	1,919.78	7.51%
6	Fairfield Inn - DFW North	22,440.21	0.00	(22,440.21)	-100.00%
7	Fairfield Inn - Las Colinas	27,229.78	0.00	(27,229.78)	-100.00%
8	Hampton Inn - Las Colinas	30,891.58	25,060.62	(5,830.96)	-18.88%
9	Jefferson Street Bed & Breakfast	42.15	36.48	(5.67)	-13.45%
10	La Quinta Inn & Suites - Las Colinas	15,326.91	0.00	(15,326.91)	-100.00%
11	La Quinta Inn & Suites - DFW South	24,225.72	17,288.04	(6,937.68)	-28.64%
12	La Quinta Inn & Suites - DFW North	25,099.23	24,422.98	(676.25)	-2.69%
13	Wingate Inn - DFW North	7,485.92	7,423.39	(62.53)	-0.84%
14	Wingate Inn - Las Colinas	17,481.13	5,106.71	(12,374.42)	-70.79%
TOTAL LIMITED SERVICE		333,548.89	222,379.52	(111,169.37)	-33.33%

BUDGET					
1	America's Best Value Inn	3,712.32	6,675.20	2,962.88	79.81%
2	Arya Inn & Suites	2,642.68	1,750.17	(892.51)	-33.77%
3	Best Western Irving Inn & Suites	14,102.97	12,484.80	(1,618.17)	-11.47%
4	Budget Inn	1,098.96	2,370.47	1,271.51	115.70%
5	Budget Inn & Suites	552.07	413.95	(138.12)	-25.02%
6	Budget Lodge of Irving (renovating)	2,493.40	0.00	(2,493.40)	-100.00%
7	Budget Suites of America - Las Colinas	960.29	1,692.45	732.16	76.24%
8	Clarion Inn & Suites	11,893.09	8,667.11	(3,225.98)	-27.12%
9	Crossroads Hotel	3,450.05	3,830.34	380.29	11.02%
10	Days Inn	10,263.09	9,355.62	(907.47)	-8.84%
11	Days Inn - DFW North	11,224.81	10,435.81	(789.00)	-7.03%
12	Delux Inn	1,913.94	1,722.11	(191.83)	-10.02%
13	Delux Suites	603.75	531.99	(71.76)	-11.89%
14	Gateway Suites	1,693.70	1,367.54	(326.16)	-19.26%
15	Motel 6 - Dallas / Irving	8,040.97	7,065.09	(975.88)	-12.14%
16	Motel 6 - DFW North	8,845.80	4,549.97	(4,295.83)	-48.56%
17	Motel 6 - DFW South	2,909.94	3,950.39	1,040.45	35.76%
18	Quality Inn & Suites - DFW Airport	15,750.17	12,809.37	(2,940.80)	-18.67%
19	Quality Inn & Suites - DFW South	11,700.74	7,640.31	(4,060.43)	-34.70%
20	Red Roof Inn - DFW North	14,583.30	8,884.59	(5,698.71)	-39.08%
21	Super 8 Motel - DFW North	8,247.55	6,613.04	(1,634.51)	-19.82%
22	Super 8 Motel - DFW South	5,282.40	0.00	(5,282.40)	-100.00%
TOTAL BUDGET		141,965.99	112,810.32	(29,155.67)	-20.54%

		ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL		2,203,203.31	1,353,785.47	(849,417.84)	-38.55%

		BUDGET	ACTUAL	DIFFERENCE	PERCENT
2ND QUARTER		2,203,207.00	1,353,785.47	(849,421.53)	-38.55%

**IRVING CONVENTION AND VISITORS BUREAU
YEAR-TO-DATE HOTEL OCCUPANCY TAX
OCTOBER 2019 - MARCH 2020**

HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
LUXURY & FULL SERVICE				
1 Atrium Hotel and Suites	25,503.64	23,596.64	(1,907.00)	-7.48%
2 Dallas Marriott at Las Colinas	218,425.93	217,403.03	(1,022.90)	-0.47%
3 DFW Airport Hotel & Conf Center	11,330.10	9,961.95	(1,368.15)	-12.08%
4 DFW Airport Marriott	262,774.99	267,607.51	4,832.52	1.84%
5 Doubletree DFW Airport North	107,817.43	45,379.77	(62,437.66)	-57.91%
6 Embassy Suites - DFW Airport South	177,386.84	83,704.96	(93,681.88)	-52.81%
7 Four Seasons Resort & Club	409,822.66	206,383.32	(203,439.34)	-49.64%
8 Hilton Garden Inn - DFW South	80,796.27	73,552.35	(7,243.92)	-8.97%
9 Hilton Garden Inn - Las Colinas	83,362.41	75,361.57	(8,000.84)	-9.60%
10 Holiday Inn Las Colinas	50,627.48	46,038.27	(4,589.21)	-9.06%
11 NYLO Dallas/Las Colinas	95,727.15	73,031.65	(22,695.50)	-23.71%
12 Omni Mandalay Hotel at Las Colinas	267,205.22	239,718.38	(27,486.84)	-10.29%
13 Sheraton Grand Hotel	141,992.07	61,145.05	(80,847.02)	-56.94%
14 Texican Court	23,909.53	55,964.35	32,054.82	134.07%
15 Westin DFW	266,674.68	211,118.14	(55,556.54)	-20.83%
TOTAL LUXURY & FULL SERVICE	2,223,356.40	1,689,966.94	(533,389.46)	-23.99%
16 Westin Irving Convention Center	0.00	201,629.45		
Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5% of 9%) in order to compare with payments from other hotels. Amount is not included in the totals above.				
ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	29,751.54	25,076.44	(4,675.10)	-15.71%
2 Candlewood Suites - Las Colinas	20,400.21	19,063.17	(1,337.04)	-6.55%
3 Comfort Inn - DFW North	30,138.23	14,490.70	(15,647.53)	-51.92%
4 Comfort Suites - DFW Airport	30,961.67	26,214.16	(4,747.51)	-15.33%
5 Comfort Suites - Las Colinas	13,166.12	5,543.84	(7,622.28)	-57.89%
6 Country Inn & Suites - DFW South	22,325.22	18,081.19	(4,244.03)	-19.01%
7 Element DFW North	53,639.53	24,585.16	(29,054.37)	-54.17%
8 Extended Stay America	7,083.79	7,640.85	557.06	7.86%
9 Extended Stay America - DFW North	11,545.46	12,750.93	1,205.47	10.44%
10 Extended Stay America - Las Colinas	16,028.88	14,974.81	(1,054.07)	-6.58%
11 Extended Stay Deluxe	6,521.55	7,055.50	533.95	8.19%
12 Hawthorne Suites - DFW North	19,512.55	19,025.40	(487.15)	-2.50%
13 Hawthorne Suites - DFW South	9,892.90	11,337.67	1,444.77	14.60%
14 Holiday Inn Express - DFW North	51,970.18	25,649.89	(26,320.29)	-50.64%
15 Holiday Inn Express - DFW South	45,651.12	39,531.91	(6,119.21)	-13.40%
16 Holiday Inn Express - Las Colinas	39,545.67	37,677.47	(1,868.20)	-4.72%
17 Home Towne Studios	11,457.63	12,911.01	1,453.38	12.68%
18 Home2 Suites - DFW North	51,153.64	48,513.95	(2,639.69)	-5.16%
19 Home2 Suites - DFW South	45,177.84	44,906.21	(271.63)	-0.60%
20 Homewood Suites - DFW Airport	42,983.10	37,868.19	(5,114.91)	-11.90%
21 Homewood Suites - Las Colinas	58,286.27	59,705.91	1,419.64	2.44%
22 Hyatt House Dallas - Las Colinas	65,978.71	56,030.58	(9,948.13)	-15.08%
23 Hyatt Place Las Colinas	62,536.22	29,232.95	(33,303.27)	-53.25%
24 Motel 6 / Studio 6 - DFW East	14,619.46	16,344.61	1,725.15	11.80%
25 Residence Inn - DFW North	26,078.66	36,492.41	10,413.75	39.93%
26 Residence Inn - DFW South	38,467.09	49,136.84	10,669.75	27.74%
27 Residence Inn - Las Colinas	44,957.05	39,232.49	(5,724.56)	-12.73%
28 Springhill Suites	53,299.50	48,263.73	(5,035.77)	-9.45%
29 Staybridge Suites - Las Colinas	46,113.60	42,307.29	(3,806.31)	-8.25%
30 Staybridge Suites - North	40,538.62	35,121.89	(5,416.73)	-13.36%
31 Studio 6 - DFW North	494.23	638.87	144.64	29.27%
32 Towneplace Suites - DFW North	0.00	42,656.75	42,656.75	100.00%
33 Towneplace Suites - Las Colinas	44,318.19	26,946.78	(17,371.41)	-39.20%
34 Waterwalk - Las Colinas	9,357.07	17,389.46	8,032.39	85.84%
35 Woodspring Suites Signature	10,324.83	10,472.54	147.71	1.43%
36 Extended Stay Properties*	1,858.13	4,301.72	2,443.59	131.51%
TOTAL ALL-SUITE / EXTENDED STAY	1,076,134.46	967,173.27	(108,961.19)	-10.13%

HOTEL OCCUPANCY TAX
OCT 2019 - MAR 2020 (page 2)

	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	66,099.06	60,339.02	(5,760.04)	-8.71%
2 Courtyard by Marriott - DFW North	80,207.60	75,831.73	(4,375.87)	-5.46%
3 Courtyard by Marriott - DFW South	55,097.08	52,870.66	(2,226.42)	-4.04%
4 Courtyard by Marriott - Las Colinas	65,597.65	57,333.28	(8,264.37)	-12.60%
5 Fairfield Inn & Suites	48,130.30	47,951.66	(178.64)	-0.37%
6 Fairfield Inn - DFW North	44,671.59	15,421.28	(29,250.31)	-65.48%
7 Fairfield Inn - Las Colinas	49,865.40	18,280.27	(31,585.13)	-63.34%
8 Hampton Inn - Las Colinas	57,616.76	53,555.00	(4,061.76)	-7.05%
9 Jefferson Street Bed & Breakfast	145.69	77.24	(68.45)	-46.98%
10 La Quinta Inn & Suites - Las Colinas	31,426.86	14,445.15	(16,981.71)	-54.04%
11 La Quinta Inn & Suites - DFW South	47,537.94	35,042.39	(12,495.55)	-26.29%
12 La Quinta Inn & Suites - DFW North	49,097.38	49,646.76	549.38	1.12%
13 Wingate Inn - DFW North	16,186.86	15,261.30	(925.56)	-5.72%
14 Wingate Inn - Las Colinas	33,911.66	21,242.52	(12,669.14)	-37.36%
TOTAL LIMITED SERVICE	645,591.83	517,298.26	(128,293.57)	-19.87%

BUDGET				
1 America's Best Value Inn	8,157.42	12,993.59	4,836.17	59.29%
2 Arya Inn & Suites	4,341.57	4,294.89	(46.68)	-1.08%
3 Best Western Irving Inn & Suites	29,184.62	26,845.60	(2,339.02)	-8.01%
4 Budget Inn	2,595.94	5,525.63	2,929.69	112.86%
5 Budget Inn & Suites	1,182.95	891.75	(291.20)	-24.62%
6 Budget Lodge of Irving	4,275.45	0.00	(4,275.45)	-100.00%
7 Budget Suites of America - Las Colinas	2,935.48	3,314.16	378.68	12.90%
8 Clarion Inn & Suites	22,041.55	18,338.12	(3,703.43)	-16.80%
9 Crossroads Hotel	6,402.54	8,622.46	2,219.92	34.67%
10 Days Inn	20,781.61	19,244.17	(1,537.44)	-7.40%
11 Days Inn - DFW North	21,923.54	21,707.93	(215.61)	-0.98%
12 Delux Inn	3,795.36	3,574.88	(220.48)	-5.81%
13 Delux Suites	1,163.86	1,174.30	10.44	0.90%
14 Gateway Suites	3,450.33	3,015.98	(434.35)	-12.59%
15 Motel 6 - Dallas / Irving	17,067.44	15,573.80	(1,493.64)	-8.75%
16 Motel 6 - DFW North	16,702.14	11,143.35	(5,558.79)	-33.28%
17 Motel 6 - DFW South	6,289.19	7,095.80	806.61	12.83%
18 Quality Inn & Suites - DFW Airport	31,972.88	26,707.24	(5,265.64)	-16.47%
19 Quality Inn & Suites - DFW South	21,531.65	17,057.54	(4,474.11)	-20.78%
20 Red Roof Inn - DFW North	29,329.51	19,113.21	(10,216.30)	-34.83%
21 Super 8 Motel - DFW North	16,740.97	18,096.45	1,355.48	8.10%
22 Super 8 Motel - DFW South	10,199.53	2,375.19	(7,824.34)	-76.71%
TOTAL BUDGET	282,065.53	246,706.04	(35,359.49)	-12.54%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	4,227,148.22	3,421,144.51	(806,003.71)	-19.07%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
2 QUARTERS	4,224,303.00	3,421,144.51	(803,158.49)	-19.01%

*A-1 Commercial & Residential Services; Amli at Escena; National Corporate Housing; Paradise Rental Property; The Wild Wild West; Tijarah Properties; 555 Vacations; Sijia Zhao; Various AirB&B locations

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

BUDGET VS ACTUAL	BUDGET 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC 2018	2,021,096	2,067,359	46,263	2.29%
2ND QUARTER JAN - MAR 2019	2,203,207	1,353,785	(849,422)	-38.55%
3RD QUARTER APR - JUN 2019	2,248,820	0	(2,248,820)	-100.00%
4TH QUARTER JUL - SEP 2019	2,071,476	0	(2,071,476)	-100.00%
YTD TOTALS	8,544,599	3,421,145	(5,123,454)	-59.96%

PRIOR YEAR VS CURRENT YEAR	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC	2,023,945	2,067,359	43,414	2.15%
2ND QUARTER JAN - MAR	2,203,203	1,353,785	(849,418)	-38.55%
3RD QUARTER APR - JUN	0	0	0	0.00%
4TH QUARTER JUL - SEP	0	0	0	0.00%
YTD TOTALS	4,227,148	3,421,145	(806,004)	-19.07%

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 18, 2020**

BOARD REPORTS

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



For more information, visit Cityofirving.org/Water-Utilities or call (972) 721-2281. ■



A Message from the Irving Arts Center Executive Director, Todd Hawkins

In response to COVID-19, the Irving Arts Center has canceled or postponed in-person events through May 15, as recommended by the Centers for Disease Control and Prevention and Dallas County guidelines.

The Irving Arts Center facility and Irving Archives and Museum are closed to the public until the government and public health officials determine it is safe to open. Since this situation is extremely fluid, I recommend checking IrvingArtsCenter.com for the latest information on cancelations, rescheduled performances and facility status.



While we look forward to sharing the beauty of the arts with patrons again soon, we have been hard at work devising “virtual” and “to go” experiences for you and your family. We have used our resources, along with Irving Community Television Network to produce online content and stories to showcase gallery exhibitions. We also transitioned two of our most popular family programs to an “at home” format. Learn more about the modified JumpstART Stories and Art and Second Sunday Family Funday programs in the article below.

My hope is that we can inspire the public to channel their own inner artist by creating works of art at home. Let the term “artist in residence” take on a new meaning during this time, and fill your homes with art. Tune into some of the streaming concerts and online experiences offered from performing artists locally, nationally and around the world. Visit our social media [@IrvingArts](https://IrvingArts.com) on Facebook, Twitter and Instagram for ideas and suggestions.

As we shelter-in-place, the feeling of being shut-in and closed-off is something we all face, but the arts are a great tool to get us through this time. Do not shut the arts out! Let them in! In challenging times like these, art is one of our greatest comforts and most important resources.

Take care of yourselves and one another, and the Irving Arts Center will see you soon.

Todd Eric Hawkins
Irving Arts Center Executive Director

Programs Designed to Bring Art into Irving Homes

May 7 | JumpstART Stories and Art “To Go”

8 a.m. (while supplies last) | Free
Story time moves online with take-home craft projects offered for curbside parking lot pickup on the first Thursday of the month. The theme for JumpstART this month is “Moms are Amazing!” featuring stories (read online) about everyone’s favorite super hero, mom! With Mother’s Day falling on May 10, craft projects are great for kids and parents looking to make something to give mom on her special day.

May 10 | Mother’s Day Second Sunday Funday “To Go” Edition

1 to 4 p.m. (while supplies last) | Free
Second Sunday Funday falls on Mother’s Day and moves to a “to go” format with take-home craft projects offered for curbside parking lot pickup. The theme is “Masterpieces with Mom.” Celebrate this special day by making masterpieces with (or for) your mom, aunt, grandmother or other significant person in your life.

March-May Rescheduled Performances

The following events have been rescheduled. Visit IrvingArtsCenter.com for updates and more information.

Cinderella, presented by Ballet Ensemble of Texas
Originally scheduled for April 4-5
NEW rescheduled dates: June 5-6

"Disaster the Musical", presented by MainStage
Originally scheduled for May 8-23
NEW rescheduled dates: July 17-Aug. 1

Dave Washburn Jazz Band, presented by Entertainment Series of Irving
Originally scheduled for May 16
NEW rescheduled date: Aug. 9

The Texas Tenors, presented by Irving Symphony Orchestra
Originally scheduled for March 28
NEW rescheduled date: Aug. 15

"Inherit the Wind", presented by MainStage
Originally scheduled for March 20-April 4
NEW rescheduled dates: Sept. 4-13

Modern Cajon Jazz Ensemble, presented by Entertainment Series of Irving
Originally scheduled for April 17
NEW rescheduled date: Sept. 13

Phooloon Ke Rang Se, presented by Ramesh Krishnamurthi
Originally scheduled for April 11
NEW rescheduled date: Sept. 19

The Column Awards
Originally scheduled for March 22
NEW rescheduled date: Feb. 7, 2021

Bella Gaia, presented by Irving Arts Center
Originally scheduled for April 19
Postponed: new date TBA

Summer Art and Theater Camp Registration Open

July 6-Aug. 7 | Summer Art and Theater Camp

This summer campers can experience “most excellent” time travel adventures exploring art and cultures throughout the ages with hands-on classes in visual arts, theater, music, creative writing and more. The Irving Arts Center offers a variety of fun, carefully curated educational experiences for kids and teens, ages 4-16 with eight unique camps. Taught by professional art educators, experience a unique art camp tradition that parents have counted on for more than 25 years. Register today at IrvingArtsCenter.com.

Virtual Gallery Tours and Stories

While the Irving Arts Center galleries are closed, visit IrvingArtsCenter.com to see the art virtually. Enjoy ICTN-produced stories and other great video content.

In the Galleries

North Lake College Student Photography Exhibition

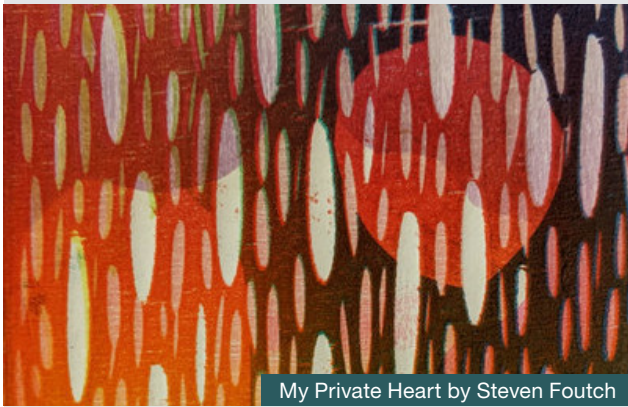
Courtyard Gallery
Photographs taken by North Lake College students are on display.



Honeycomb by Mark Farinholt

Steven Foutch: Prints

Dupree Lobby Gallery
Recent work by Steven Foutch, department chair and assistant professor of Printmaking at the University of Dallas is on display.



My Private Heart by Steven Foutch

J.J. L'Heureux: Faces from the Southern Ocean

Carpenter Lobby Gallery
"Photographer, painter, adventurer and naturalist" are the words that describe artist J.J. L'Heureux. She made her first trip to Antarctica in 2000 where she collected digital images of ice and snow for a white-on-white color field series of landscape paintings. During the expedition, L'Heureux became fascinated with the pristine environment, history and animals she discovered there. Her life's work has resulted in two books and her work has been displayed in exhibitions throughout the United States and Europe.



King Penguin, photo by J.J. L'Heureux

Exhibition of Irving ISD Elementary Student Artwork

Main Gallery
The artwork of Irving ISD elementary students is on display.



Spring 2019 Elementary Student Work

35th Annual Texas and Neighbors Regional Art Competition

May 17-June 13 | Online Show
Co-sponsored by the Irving Art Association and Irving Arts Center, the five-state competition includes Texas, Louisiana, New Mexico, Oklahoma and Arkansas. The 35th installment will be an online only show, juried by Kristin Rivas, Director, Samuel Lynne Galleries. Visit TexasandNeighbors.com to learn more.



Postponing General and Special Bond Election from May 2, 2020 to November 3, 2020

The Texas Governor has issued a proclamation to allow local political subdivisions to postpone the May 2, 2020 Election to November 3, 2020. Following the Governor’s proclamation, the Dallas County Elections Department announced they will not contract with any Dallas County entity for the May 2 uniform election date. Dallas County noted under the disaster declaration, guidelines put in place to “social distance” should be adhered to, and gatherings of more than 10 people at any time working up to the election to train, meet or move equipment, would be almost impossible.

As a result, the Irving City Council approved an ordinance, out of an abundance of caution for the residents of Irving, to postpone the May 2, 2020 General and Special Bond Election to November 3, 2020 at their March 31, 2020 Special Council meeting.

The Elections Division of the Texas Secretary of State’s Office has issued guidelines for entities postponing to the November 3, 2020 uniform election in which the City of Irving will adhere:

- 1) **Candidate Filings** – The postponement does not have the effect of reopening candidate filings
- 2) **Ballots by Mail** – All applications to vote by mail will be preserved
- 3) **Election Records** – All records, including candidate filings, applications to vote by mail, ballot proofs, and printed ballots shall be retained and preserved
- 4) **Holdovers in Public Office** – Under Art. XVI, Sec. 17 of the Texas Constitution, the individuals who currently hold public offices that are scheduled to be on the ballot on the May uniform election date will continue to exercise the duties of those offices until the new officers take their oaths of office, following the November uniform election date.

For inquiries regarding the elections contact Shanae Jennings, City Secretary, at (972) 721-2493 or at sjennings@cityofirving.org.■

Postergando la Elección General y la Elección Especial de Bonos del 2 de mayo del 2020 al 3 de noviembre del 2020

El Gobernador de Texas ha emitido un mandato permitiendo a entidades políticas locales a postergar la elección del 2 de mayo del 2020 al 3 de noviembre del 2020. Seguido del mandato del Gobernador, el Departamento Electoral del Condado de Dallas anunció que no establecerán contratos con ninguna entidad del Condado de Dallas para la fecha uniforme electoral del 2 de mayo. El Condado de Dallas manifestó, ante la declaración de desastre, pautas en referencia a la “distancia social” que deben adherirse, y reuniones de más de 10 personas en cualquier momento trabajando por las elecciones a fin de entrenar, encontrarse, o mover equipos, sería casi imposible.

Como resultado, el Concejo de la Ciudad aprobó una ordenanza como una medida de precaución para los residentes de Irving, de postergar la Elección General y la Elección Especial de Bonos del 2 de mayo del 2020 al 3 de noviembre en la reunión del Concejo Especial del 31 de marzo del 2020.

La División Electoral del Secretario del Estado de Texas ha emitido unas pautas para las entidades postergando para el 3 de noviembre del 2020, la elección uniforme en la cual la Ciudad de Irving se adherirá:

- 1) **Inscripciones de los Candidatos** – La postergación no tiene como efecto de abrir las inscripciones de los candidatos
- 2) **Boletas Electorales por Correo** – Todas la solicitudes para votar por correo serán preservadas
- 3) **Archivos Electorales** – Todos los archivos, incluyendo las inscripciones de los candidatos, solicitudes para votar por correo, boletas de prueba, y boletas impresas deberán ser retenidas y preservadas
- 4) **Funcionarios Reteniendo Cargo en Oficinas Públicas** – De acuerdo al Artículo XVI, Sección 17 de la Constitución de Texas, las personas que actualmente ocupan un cargo público que estaban programadas a estar en la boleta electoral en la elección uniforme de mayo continuarán ejerciendo las funciones respectivas de aquellas posiciones hasta que los nuevos funcionarios juramenten, pasada la fecha de la elección uniforme de noviembre.

Para preguntas sobre las elecciones, comuníquese con Shanae Jennings, Secretaria de la Ciudad al (972) 721-2493 o a sjennings@cityofirving.org. ■



Pet's Excessive Barking, Howling Can Be a Nuisance to Neighbors

Excessive barking, howling or other noises from animals can disturb the peace and quiet of surrounding neighbors. It is also a violation of Section 6-5 Loud Animals of the Irving Code of Ordinances.

The American Kennel Club (AKC) recommends that pet owners identify the cause of their pet’s barking. In doing so, dog owners can positively correct their pet’s excessive barking behavior. When a pet owner is home, AKC says it is best to avoid an immediate response to their pet’s barking. Wait until the dog is quiet, and reward that behavior with positive reinforcement. In doing so, pet owners can teach their pet a “quiet” command and reduce the excessive barking.

Lack of Activity

Excessive barking also can be a result of a dog’s boredom, and AKC mentions the following solutions:

- Exercise – A tired dog is more likely to rest when you are not at home. Consider walking your pet a couple of times a week.
- Use dog toys or puzzles – Consider toys and puzzles to distract your pet’s attention from outside noise. There are a variety of pet products that can be filled with peanut butter or treats.

Separation Anxiety

Separation anxiety for dogs can be one reason for a

pet’s excessive barking. When a pet owner leaves the residence, the dog can become stressed. The AKC suggests that pet owners consider:

- Crate training – If a dog is introduced to a crate positively, it can provide a safe, quiet place to relax.
- Introduce Positive Associations – Pet owners can try giving their dog a treat before leaving or begin with short periods of separation time to acclimate the pet to being left alone.

For more information, search for “separation anxiety” at AKC.org.

New Environment

Loud noises or unknown visitors also can cause stress in dogs and lead to barking.

- Manage surroundings – Pet owners can play soothing music or leave the TV on when the dog is left home alone.
- Socialization – Pet owners can introduce their dog to positive experiences with all ages and types of people, including people on bikes, in wheelchairs, children, etc., so the dog will become less likely to bark at them.

For more information about noise complaints and to report a problem, visit CityofIrving.org/3548 or call (972) 721-2256 to speak to an Irving Animal Services Officer. ■

HIGH GRASS AND WEEDS

The City of Irving’s Code Enforcement Department reminds residents to be mindful about high grass and weeds.

Grass and weeds over 10 inches in height are a violation of city code. Grass and weeds must be mowed to the edge of the roadway, including any alleyways. Edging is required along sidewalks and curbs. Do not blow leaves and grass into streets/storm drains. Property owners and tenants are responsible for keeping lawns maintained. Refusal to comply within seven days of a notice can result in a citation and the city bringing the property into compliance at the owner’s expense.

For more information, call Code Enforcement at (972) 721-4929. ■



SMART IRRIGATION CAN SAVE MONEY ON WATER BILL

Water conservation is crucial to ensuring future water supply availability, but it is also helps prevent over-spending on water bills. As the temperature heats up and lawns “green” up, the tendency is to increase irrigation. This practice leads to much higher water bills due to the high volume of water used for irrigation.

The City of Irving places an emphasis on “Smart Irrigation”, which means making wise choices about water use. That includes conducting maintenance on the irrigation system before using it after a long rest, and checking the system monthly thereafter. In addition, monitor water usage, make sure sprinklers function properly and carefully consider when and how much water should be used. Because irrigation is the highest use of domestic water, it is good to be intentional about conserving water:

- Turn irrigation controllers off; turn on only when watering is needed.
 - Eliminates accidental/unnecessary irrigation.
 - Prevents irrigation system resetting due to electrical surges.
- Pay attention to the weather, and only water when appropriate.
 - Visit WaterMyYard.org.
 - Monitor local rainfall news.
 - Use a soil moisture meter to determine needs across a landscape.



- Review restrictions and watering tips to maximize irrigation effectiveness.
 - Visit CityofIrving.org/Water-Utilities.
 - Sign up for WaterMyYard.org weekly emails.
- Water no more than twice each week on designated days.
 - Odd addresses water on Sunday and Wednesday.
 - Even addresses water on Saturday and Tuesday.
 - Irrigate in the early morning and late evening; do not water between 10 a.m. and 6 p.m.
 - Use the cycle/soak watering method to prevent runoff.
- When using a hose, always attach a positive shutoff spray nozzle.

For more information, visit CityofIrving.org/Water-Utilities or call (972) 721-2281. ■


MEMORIAL DAY CEREMONY

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. US Marine Corps Sergeant Robert Moffatt will reflect on the Battle of Iwo Jima. Irving Fire Chief Victor Conley will speak about the memorial that honors fallen Irving firefighters.

Sunday, May 24 | 2:30 p.m.
Jack D. Huffman Community Building
Auditorium
801 W. Irving Blvd.

A ceremony will be held at the Veterans Memorial Park at the Wall of Commemoration, 644 Rock Island Road, following the program.

The city will continue to follow all county and state regulations in place at the time of the event. For more information, call (972) 721-2501. ■



2020 CENSUS SELF-RESPONSE PHASE EXTENDED

The 2020 Census is underway! In response to the COVID-19 outbreak, the U.S. Census Bureau extended the period in which people can respond online, by phone or by mail through Oct. 31.

Information collected in the 2020 Census will determine the congressional representation, help communities and businesses plan for the future and determine the allocation of more than \$675 billion in federal funds every year for the next decade. Every household living in the United States is required by law to respond to the 2020 Census. Households that do not respond on their own will be visited by Census Bureau enumerators.


Individual answers cannot be shared with law enforcement, ICE, DEA, landlords, courts or anyone until 72 years have passed and they become valuable for genealogical and historical researchers.

For more information or to respond to the Census today, visit 2020Census.gov. ■

SUMMER READING CHALLENGE 2020

Children, teens and adults can spark their creativity, get active and enjoy lots of books between June 1 and July 31 for the annual Summer Reading Challenge: Imagine Your Story. To participate in reading and learning activities, complete each level to be eligible for grand prize drawings, including book baskets, tablets and e-readers, per age group.

Visit IrvingLibrary.ReadSquared.com to register and track reading progress. Complete rules and prizes will be available mid-May. Visit the Irving Public Library website at CityofIrving.org/Library for details. ■





Summer Overlay Project Kicks Off Ahead of Schedule

Irving residents will see crews rehabilitating roads ahead of schedule as part the city’s Road to the Future Summer Overlay Project. The milling and overlay work on residential streets usually begins in June when the school year ends and runs through August. This year, construction began April 20.

The city’s five-year Road to the Future program supports road reconstruction and rehabilitation across the city. Now in the third year of the program, the city’s Traffic and Transportation Department has improved 95 roads and 45 miles of Irving thoroughfares. This year, the department’s Streets Division will improve 18 roads, beginning with Second Street.

The Streets Division notifies residents and businesses that may be affected prior to construction work. Door hangers, written in English and Spanish, are placed at each residence notifying those in the area that work will begin, weather permitting. The Streets Division, also indicates the start date so that residents can remove vehicles from the affected roadway and businesses can inform their employees and patrons of possible traffic delays.

Milling and overlay is a more rapid process than street reconstruction. The process involves two sets of crews. The milling crew removes the existing asphalt down to the street’s base. Then, an asphalt crew follows behind, laying and paving new asphalt. If traffic lines are affected, additional crews will repaint roadway safety markings. If the asphalt in front of a street’s storm drain is sagging or impaired, crews will pave the road to help mitigate ponding water.

Most milling and overlay projects can be completed in a week. Once the work is complete, vehicles can immediately resume driving on the freshly paved roads.

However, roads that are longer, have more lanes and intersections, or are in need of rehabilitation can take multiple weeks to complete.

- Street Improvements**
- Residents will see the city’s Traffic and Transportation Department’s Streets Division, milling and overlaying the following Irving roads during the spring and summer:
- Second Street from O’Connor Road to Lee Street
 - Main Street from Second Street to Fifth Street
 - Cheyenne Street from Rochelle Road to Northgate Drive
 - Story Road from Irving Boulevard to Shady Grove Road
 - Story Road from State Highway 183 to Irving Boulevard
 - Senter Road from Shady Grove Road to Sixth Street
 - Shady Grove Road from Park Grove Drive to Nursery Road
 - Rogers Road from Sixth Street to Pioneer Drive
 - Rogers Road from Pioneer Drive to Grauwylar Road
 - Irving Heights Drive from Shady Grove Road to State Highway 356
 - Rock Island Road from O’Connor Road to Main Street
 - Hastings Street from Rock Island Road to Second Street
 - Ohio Street from Rock Island Road to Second Street
 - Jefferson Street from Irving Boulevard to Second Street
 - Delaware Street from Irving Boulevard to Second Street

Do not text and drive, slow down, be patient and stay alert while driving in work zones. When driving in a construction zone, be sure to remain aware of workers, pedestrians and other drivers.

The Road to the Future program is slated for completion in 2022. Visit CityofIrving.org/3088 for more information on Road to the Future, including a full list of street projects. ■

Library Cards, Virtual Programming Available

Online Card Registration
Through the month of May, Irving residents and Irving ISD students can enjoy convenient alternatives for obtaining a new library card to access a world of entertainment and educational content.

First-time members can sign up for a library card online. Visit CityofIrving.org/2424 to complete the Self Registration form and submit the appropriate documents. Once the information is processed, a physical card, which can be used to check out materials from the library’s online services and physical items from the library’s collections, will be mailed to the recipient’s address. Check CityofIrving.org/Library for check out limits and more details on new cards.

Irving ISD students in grades 6-12 can receive a card through the online method that gives access to digital resources, such as eBooks, streaming movies and online databases, study room check out and the use of public computers. Student cards are valid until Aug. 30, and must be renewed each new school year. Visit CityofIrving.org/2777 to complete the Self Registration form and submit a photo or scan of their Irving ISD student badge. For details, call (972) 721-2460.

Virtual Programming Schedule
Stay connected to Irving Public Library programming on Facebook, Instagram and Twitter. Families on Facebook can attend two new virtual story time events: Mindful Minutes and Story Bytes.

Tuesdays | Mindful Minutes
10:30 a.m. | Facebook.com/IrvingLibrary
In the stress of life, children can take a moment to practice mind-calming activities, such as breathing exercises, light meditation and a little yoga in this short weekly video presentation. The program is led by children’s staff from the Valley Ranch and South Irving libraries.

Thursdays | Story Bytes
10:30 a.m. | Facebook.com/IrvingLibrary



Get a taste of story time while enjoying a sing-a-long, puppet show, flannel board story or other fun activity each week on Story Bytes. Children will see their favorite children’s librarians and staff from the East Library and Learning Center, South Irving, West Irving and Valley Ranch libraries, who serve as hosts and activity leaders for each episode.

Twitter and Instagram also will feature innovative adult and teen content, such as book talks, recommended reads and fun pictures of staff and their pets. [#IPLBookBuddies](https://CityofIrving.org/2665)

Mondays | Book Talk
Noon | Instagram.com/IrvingLibrary
Irving librarians pull out their best recommendations for fiction readers in weekly video installments of Book Talk. Each suggested title comes from the library’s robust e-book and e-audiobook collections. To get started, visit CityofIrving.org/2665.

Saturdays | Cozy Coloring and Craft Time for Kids
10:30 a.m. | Twitter.com/IrvingLibrary
Beginning artists and crafters can create simple projects from start to finish using tools found around the house. Step-by-step instructions for these biweekly videos are provided by Irving Public Library programming and communications staff.

Content will be rebroadcast on various social media channels as the schedule permits. For questions, reach out to library staff on Facebook, Instagram or Twitter.



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

May 2020

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

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

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

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	DCURD	780 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Approved	8/29/2019	Irving	Oct-19
2	Electrical Surplus of Texas	822 E. Shady Grove Rd.	Storage Bldg.	4,800 SF	\$149,650	Permit Revoked	9/24/2019	Irving	Mar-20
3	RDO	3200 E. Airport Fwy.	Auto Repair	36,405 SF	\$8,800,000	Permit Issued	12/20/2019	Irving	Mar-20
4	Shell Bldg.	8480 Esters Blvd.	Warehouse	8,028 SF	\$4,000,000	Permit Issued	1/9/2020	Coppell	Mar-20
5	Xtra Lease	3080 Recognition Point Dr.	Office/Warehouse	14,262 SF	\$850,000	Permit Pending	4/1/2020	Irving	Apr-20

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	CVS	8700 N. Belt Line Road	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19
2	Shell Bldg.	1625 W. Airport Fwy	Retail	5,100 SF	\$490,000	Permit Cancelled	9/6/209	Irving	Apr-20
3	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Permit Pending	10/29/2019	Irving	Nov-19
4	Murphy Express	5140 N. Belt Line Rd.	Gas Station	7,940 SF	\$2,500,000	Permit Issued	10/28/2019	Irving	Feb-20
5	Lee Plaza	5101 N. Belt Line Rd.	Retail/Apts.	22,880 SF	\$3,000,000	Permit Issued	11/6/2019	Irving	Mar-20
6	Goody Goody	3340 W. Royal Lane	Retail	19,602 SF	\$2,195,000	Permit Issued	11/22/2019	Coppell	Feb-20
7	SOS Collision	222 W. Airport Fwy.	Auto Repair	29,598 SF	\$410,000	Permit Issued	8/27/2019	Irving	Apr-20
8	Shell Bldg.	1215 N. Belt Line Road	Retail	3,500 SF	\$290,000	Permit Issued	9/18/2019	Irving	Feb-20

HOTEL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Approved	11/8/2019	Coppell	May-20
2	Fairfield Inn & Suites/ Marriott	4800 W. John W. Carpenter Fwy.	Hotel	59,700 SF	\$8,000,000	Permit Issued	1/23/2020	Coppell	Apr-20

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

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

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Apr-20	45	\$17,726,614	37	\$15,576,614	8	\$2,150,000	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

C-FB = Carrollton-Farmers Branch

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 18, 2020**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum



Date: May 8, 2020
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department Board Report for April 2020

Convention Sales & Services Staff Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	72	1007
Irving Convention Center Leads	143	340

April

Room Nights Generated	Monthly Goal	April 2020 Actuals	April 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	16822	17047	10748	201853	109346	141247	1597	25490
Lost Room Nights		51693	19533		356555	241770	30393	146952

Travel & Activity Customer Services Activity

April	Organization	Event	Location
3-5	Collinson Publishing	Connect Sports Diversity	CANCELLED
20-21	Dallas Fort Worth Association Executives	A-Day	Virtual Show
20-24	ETA Sports	Marketplace	CANCELLED

April Servicing & Inventory

Groups Serviced	
April	0
YTD	91

Proclamations/Welcomes/Flags:

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

Rescheduled:

- Ribbon Cutting/Welcome Back - Opening of DFW Minority Supplier
July 21, 2020, Councilman Kyle Taylor (Tentative)
- Luncheon/Welcome Back - DFW Minority Supplier
July 21, 2020, Mayor Rick Stopfer (Tentative)

Cancelled:

- Welcome/Ribbon Cutting/Proclamation/Flag - National Guard Association of Texas
March 27, 2020, Mayor Rick Stopfer
- Proclamation/Flag - National Guard Association of Texas
March 28, 2020, Councilman Al Zapanta

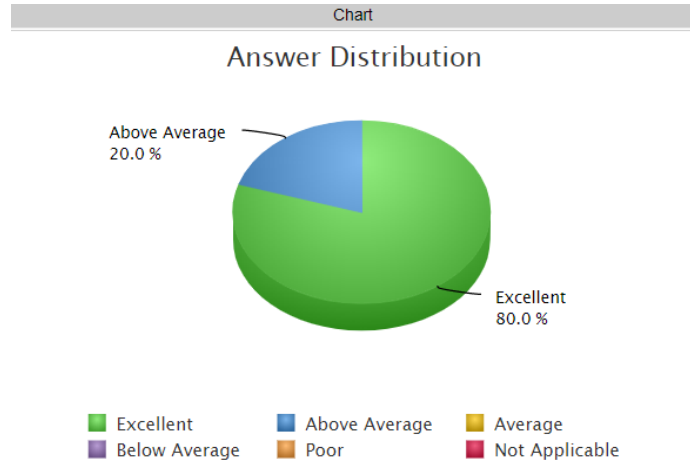
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	0	0 Badges/0 Lanyards
Pens	0	0
Bags	0	0
Promotional Materials	0	0 Restaurant Maps/ 0 TMF maps/ 0 Surveyors
Staffing Services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

Event Location:

Hotels: 0 Irving Convention Center: 0 Other: 0

Customer Service Satisfaction Survey Results April 2020

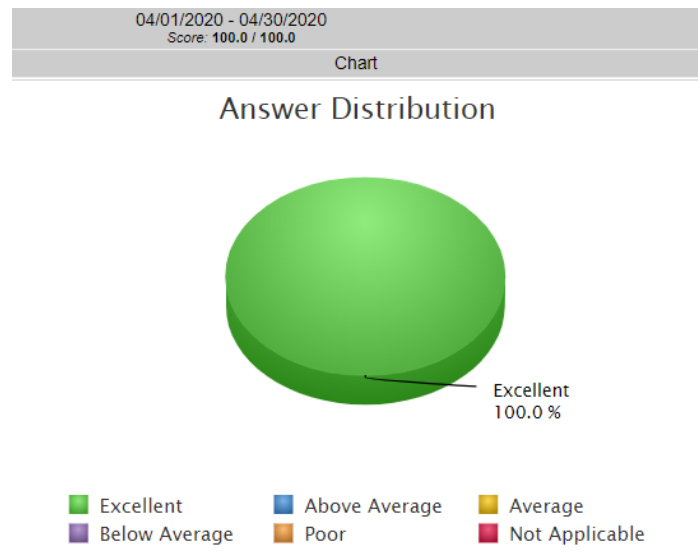
How was your overall destination experience?



4/01/2020 -4/30/2020

Score: **96.0%** / **100.0**

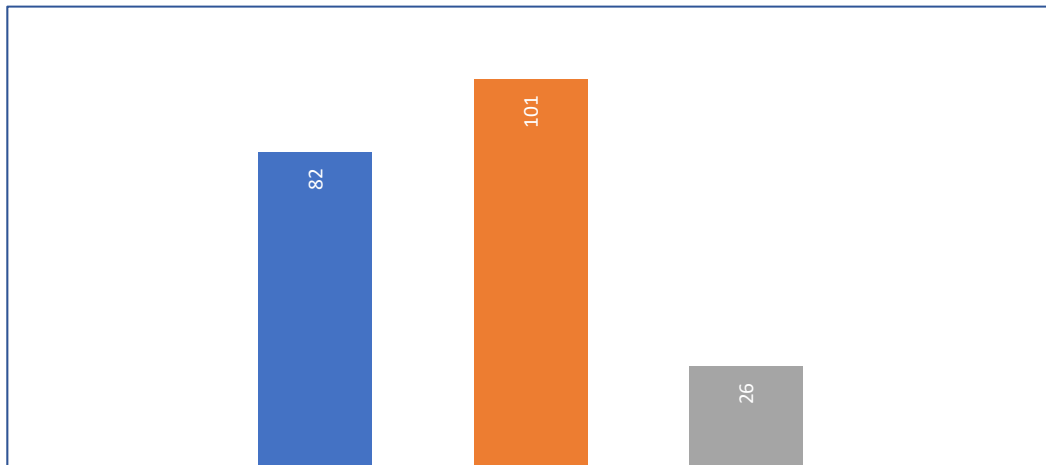
How was your overall Convention and Visitors Bureau experience?



4/01/2020 -4/30/2020

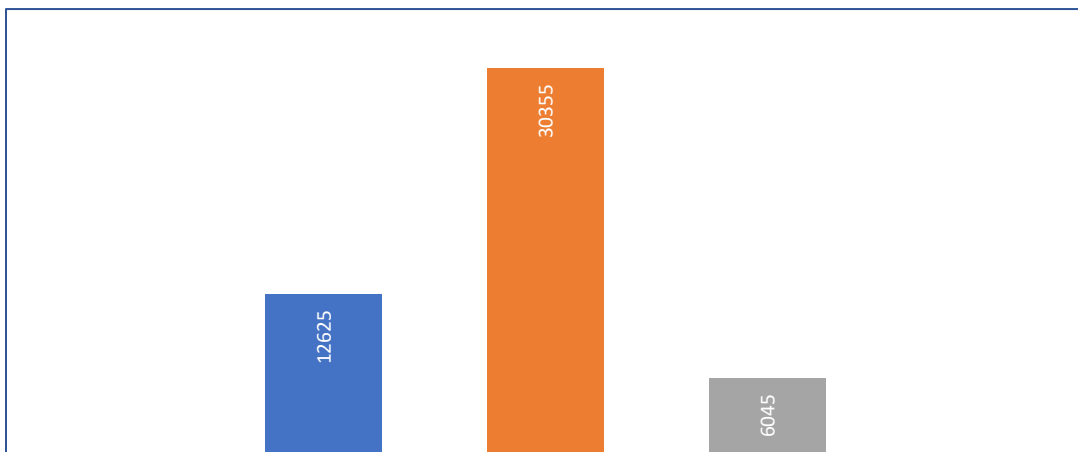
Score: **100.0%** / **100.0**

Booking Status Change Due to Covid19



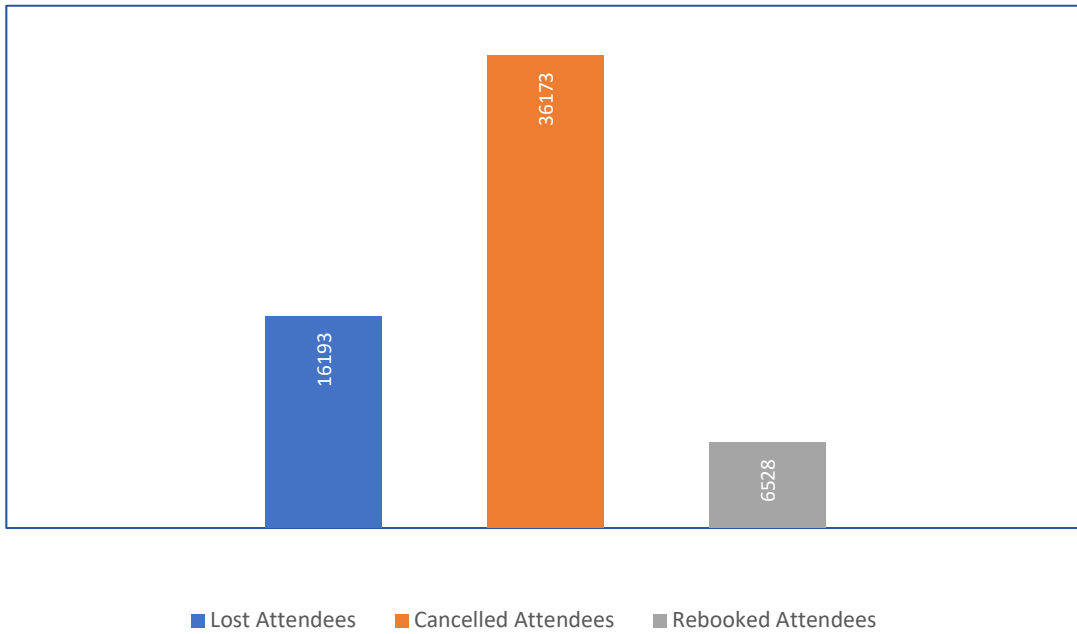
■ Number of Leads Lost ■ Number of Cancelled Bookings ■ Number of Rebooked Bookings

Room Nights Lost Due to Covid19

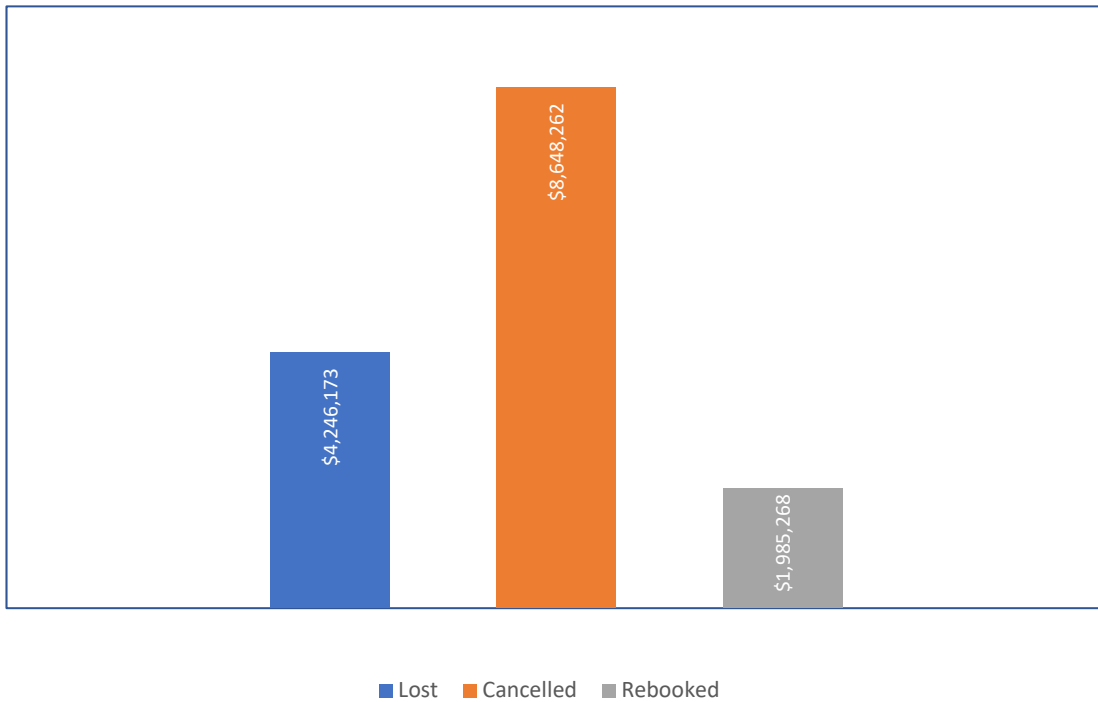


■ Number of Lost Room Nights ■ Number of Cancelled Room Nights ■ Number of Rebooked Room Nights

Attendance Lost Due to Covid19



Lost Estimated Economic Impact



Definite Bookings

May - July 2020

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core Training Inc.	Pathways Monthly May 2020	5/1/2020	5/16/2020	100	272
CSL Plasma Inc	CSL Plasma Meeting	5/4/2020	5/8/2020	90	360
Drive Nation Sports	Nike ProSkills Boys EYBL Session 4 DFW	5/8/2020	5/9/2020	20	20
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers 2020	5/10/2020	5/13/2020	100	210
BioTE Medical	May-20	5/14/2020	5/16/2020	150	300
International Association for Orthodontics	2020 IAO Institute Meeting - May 2020	5/14/2020	5/16/2020	15	27
Smurfit Kappa	Smurfit Kappa Group	5/18/2020	5/21/2020	85	86
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	5/20/2020	5/20/2020	25	25
Washington Nationals	Washington Nationals vs Texas Rangers 2020	5/25/2020	5/27/2020	100	183
AmerisourceBergen	RFP #3 – Amerisource Bergen Board of Directors Meetings May 2020	5/26/2020	5/27/2020	30	60
Washington Nationals	Washington Nationals Sponsor Group 2020	5/26/2020	5/27/2020	100	48
Upper Room	Upper Room Irving	5/27/2020	5/31/2020	4000	5900
SENPA	SENPA 2020 Conference	5/28/2020	5/31/2020	160	350
Oakland Athletics	Oakland A's vs Texas Rangers	5/28/2020	5/31/2020	100	180
United In Purpose	United in Purpose	5/30/2020	6/3/2020	350	946
Oklahoma Independent	OIPA Annual Meeting 2020	6/1/2020	6/6/2020	450	802

Petroleum Association					
Flowserve Corporation	Pump & Mechanical Seal Reliability-June 1	6/1/2020	6/5/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-June 1	6/1/2020	6/4/2020	14	42
Reliance Steel and Aluminum Company	Reliance Steel and Aluminum Conference Jun2020	6/1/2020	6/2/2020	200	170
North Texas RPG-Con	North Texas RPG-Con 2020	6/3/2020	6/8/2020	500	439
Express Cheer	Cheer Express Summer Camp Guest Rooms Only	6/4/2020	6/7/2020	450	189
Pathways Core Training Inc.	Pathways Monthly June 2020	6/5/2020	6/20/2020	100	272
Mutual of America Life Insurance Company	2020 National Sales Conference	6/5/2020	6/12/2020	320	1005
Bob Rogers Travel	Cincinnati Boys Choir	6/5/2020	6/6/2020	75	50
National Association of Railroad Trial Counsel	College of Railroad Trial Advocacy	6/7/2020	6/12/2020	50	263
American Red Cross	Donor Recruitment Training	6/8/2020	6/11/2020	15	48
BioTE Medical	Jun-20	6/11/2020	6/13/2020	150	300
Cleveland Indians	Cleveland Indians vs Texas Rangers 2020	6/11/2020	6/14/2020	100	222
Marcus Evans	Healthcare CMO/CNO/CIO Fall Summit	6/12/2020	6/16/2020	240	595
Cleveland Indians	Cleveland Indians Sponsor Group Trip 2020	6/12/2020	6/14/2020	27	56
Learning Forward Texas	Learning Forward	6/14/2020	6/18/2020	1000	700

Kansas City Royals	Kansas City Royals vs Texas Rangers 2020	6/14/2020	6/17/2020	100	231
JLM Creative Events	Applique Getaway 2020	6/15/2020	6/22/2020	450	403
Fresenius Medical Care	2020 June 15-19--CMT West Training Series	6/15/2020	6/19/2020	70	360
Flowserve Corporation	Pump & Mechanical Seal Principles-June 15	6/15/2020	6/19/2020	12	48
NHS Global Events	Texas Association of Law Enforcement Polygraph Investigators 2020	6/15/2020	6/18/2020	115	260
Steubenville	Steubenville Lone Star 2020 Host Hotel Guest Room Block	6/17/2020	6/20/2020	4600	2800
USA Volleyball	USAV Girl's Junior National Championships 2020	6/21/2020	7/5/2020	30000	1573
VRM	VRM - Financial Services Industry Week	6/22/2020	6/26/2020	500	150
American College of Emergency Physicians	ACEP - Finance Committee & BOD Meeting Room Block June 2020	6/22/2020	6/25/2020	27	70
Flowserve Corporation	Centrifugal Pump Fundamentals-June 22	6/22/2020	6/26/2020	12	48
McKesson Corporation	#11956 APP ONBOARDING	6/22/2020	6/25/2020	30	112
Greystone Interests, LLC	The Greystone Event 2020	6/23/2020	6/27/2020	160	360
Wounded Warrior Project	South Central Texas Leadership Workshop	6/24/2020	6/28/2020	75	143
Lucky Leaf Expo	Lucky Leaf Expo 2020	6/25/2020	6/27/2020	2000	320

Atlanta Braves Baseball Club	Atlanta Braves vs Texas Rangers 2020	6/28/2020	7/1/2020	100	231
Chicago White Sox	Chicago White Sox vs Texas Rangers 2020	7/2/2020	7/5/2020	100	201
USA Rice Federation	2020 USA Rice Federation Annual Business Meeting	7/5/2020	7/9/2020	200	455
PAMM Expo, LLC	MB Model and Talent Expo July 2020	7/6/2020	7/11/2020	900	1755
Flowserve Corporation	CRT Engineered Overhung Pump Repair-July 6	7/6/2020	7/9/2020	14	42
State Bar of Texas	Texas Bar CLE - IP Litigation 2020	7/8/2020	7/10/2020	125	125
Texas Center for the Judiciary	Magistrate Training A	7/8/2020	7/9/2020	50	100
BioTE Medical	Jul-20	7/9/2020	7/11/2020	150	300
Pathways Core Training Inc.	Pathways Monthly July 2020	7/10/2020	7/25/2020	100	272
University of Texas Southwestern UT Southwestern	Research COMMunity Forum	7/11/2020	7/16/2020	500	890
Capgemini U.S., LLC	Campus Orientation 2020 Dallas	7/12/2020	7/23/2020	40	300
Fresenius Medical Care	2020 July 13-17-CMT West Training Series	7/13/2020	7/17/2020	70	280
American Red Cross	Donor Recruitment Training	7/13/2020	7/16/2020	15	48
Flowserve Corporation	CRT Between Bearing Pump Repair-July 13	7/13/2020	7/17/2020	14	56
Big 12 Conference	Joint Officials Conference 2020	7/16/2020	7/21/2020	400	517
Kojain	Kojain 2020	7/16/2020	7/19/2020	500	450
First Fitness	First Fitness July 2020	7/16/2020	7/19/2020	300	249

Young Presidents' Organization	YPO Management Organization Meeting 2020	7/17/2020	7/23/2020	75	251
TexSom	Court of Master Sommelier MSE Theory Exam 2020	7/18/2020	7/20/2020	100	160
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020 - Staff Room Block	7/19/2020	7/21/2020	400	14
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	7/19/2020	7/23/2020	100	280
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020 - Over-flow at Texican Court	7/19/2020	7/21/2020	25	30
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020	7/20/2020	7/22/2020	400	42
Fresenius Medical Care	2020 July 20-24-- CMT West Training Series	7/20/2020	7/24/2020	90	360
ACE Cash Express, Incorporated	July 2020- Quarterly Meeting-(3) of 4 meetings	7/20/2020	7/23/2020	15	66
International Myeloma Foundation	IMF Support Group Leaders Summit 2020	7/21/2020	7/26/2020	98	295
Cedar Crest Cathedral CME Church	Christian Methodist Episcopal Church	7/21/2020	7/24/2020	400	460
Region 10	Region 10 Conference	7/22/2020	7/23/2020	500	600
National Lawn and Garden Show	National Lawn and Garden Show 2020	7/25/2020	7/30/2020	150	385
Flowserve Corporation	Pump System Analysis-July 27	7/27/2020	7/31/2020	12	48

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

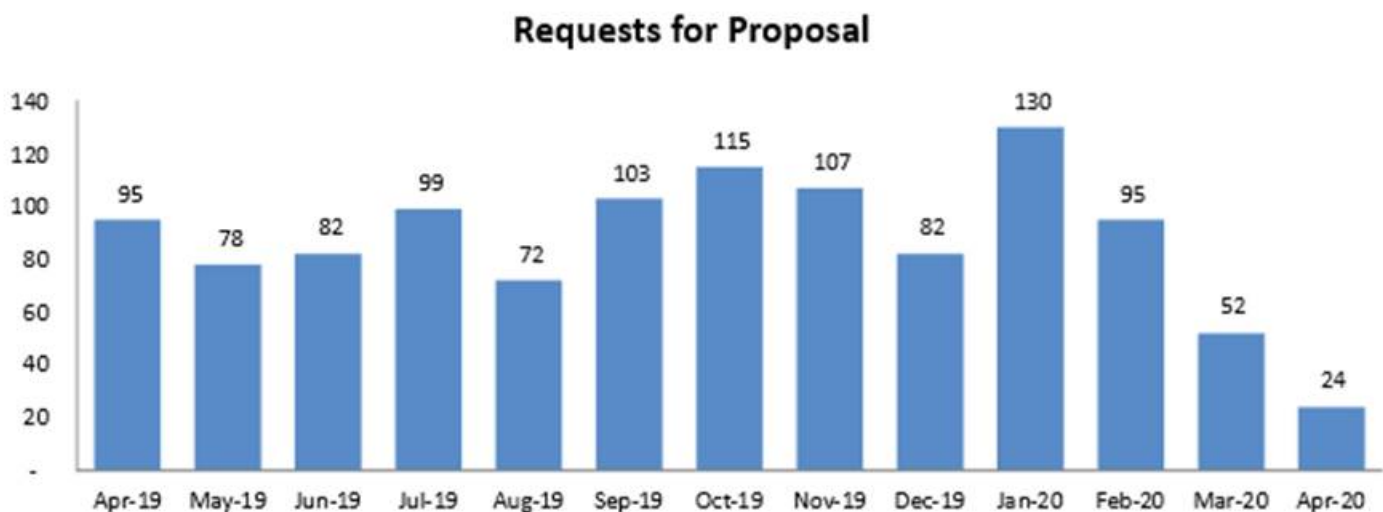
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: May 11, 2020

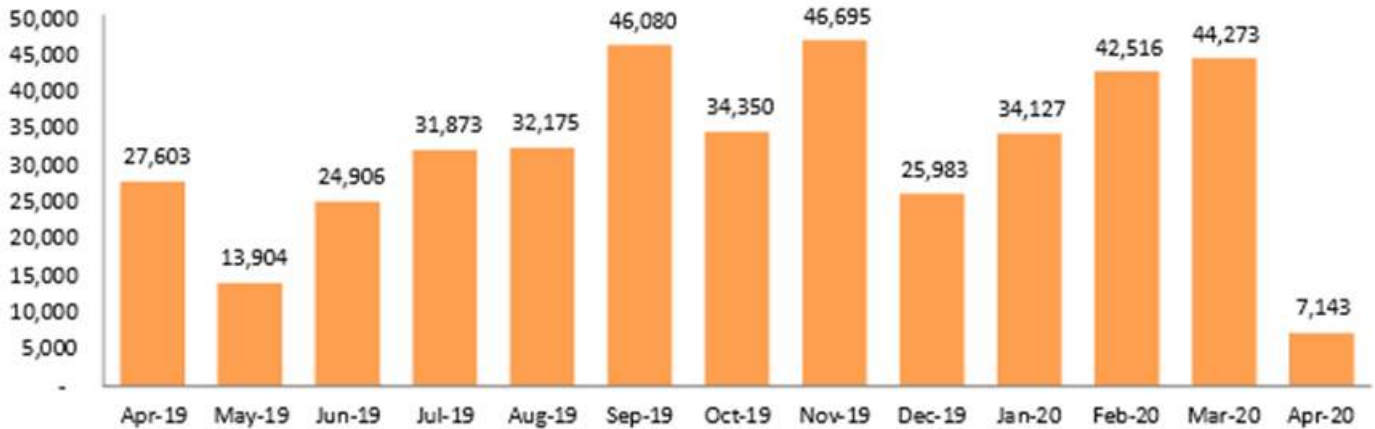
Re: April 2020 Board Report

RFPs

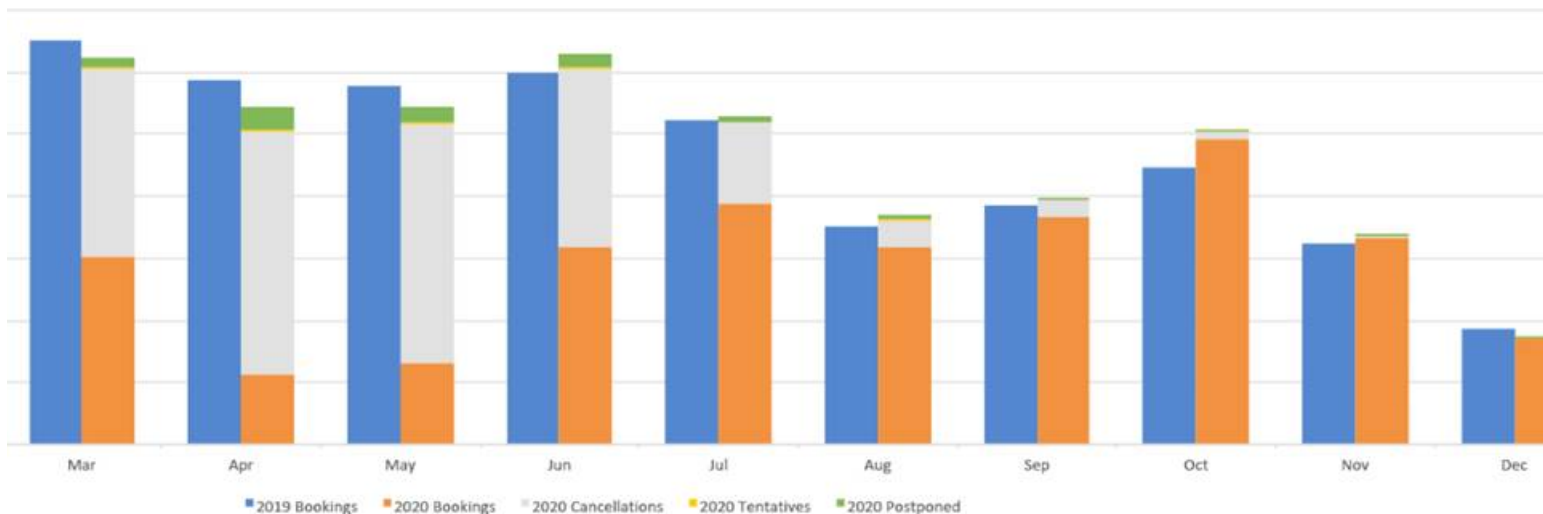
April saw another decline in the number of RFPs from the previous month with **24 RFPs**, a year-over-year decline of 74%. There was also a decline in the number of associated room nights in April with **7,143 associated room nights**, which also represents a year-over-year decline of 74%. With the national emergency declaration and most of the U.S. under shelter-in-place orders during the month of April, these results were not unexpected. Simpleview, the ICVB's digital agency, has provided insights into the impact on meeting sales in destination marketing in the U.S. market. Using a sample set of 257 DMOs of all sizes, including 34 of Cvent's top 50 meetings destinations in the U.S., their sample set is representative of 67% of DMO-influenced room nights. The data indicates that on March 1, 2020, prior to the national emergency, the sample set showed 451,000 more room nights on the books vs. the same time last year. As of April 26, 2020, that same sample set now shows **8.3 million fewer** room nights on the books vs. the same time the previous year.



Requested Room Nights

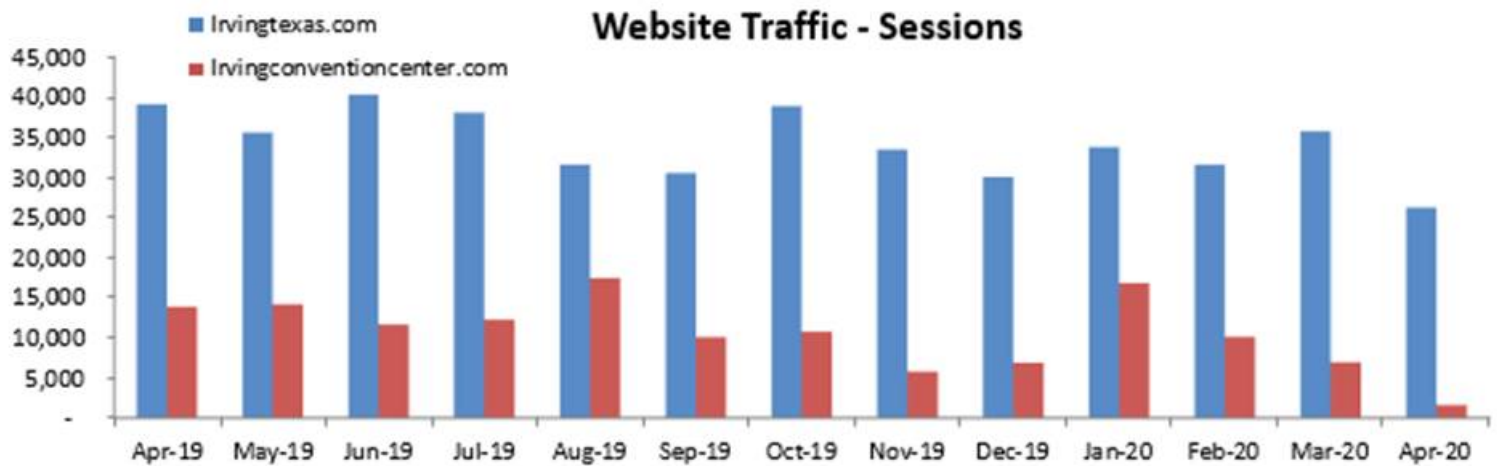


Simpleview's sample set, shown below, shows that as of April 26, 2020, most lost business is canceled (shown in gray) and not postponed (in green), with more canceling in June and July. However, it also shows that 2020 bookings (in orange) in August and beyond are continuing to hold.



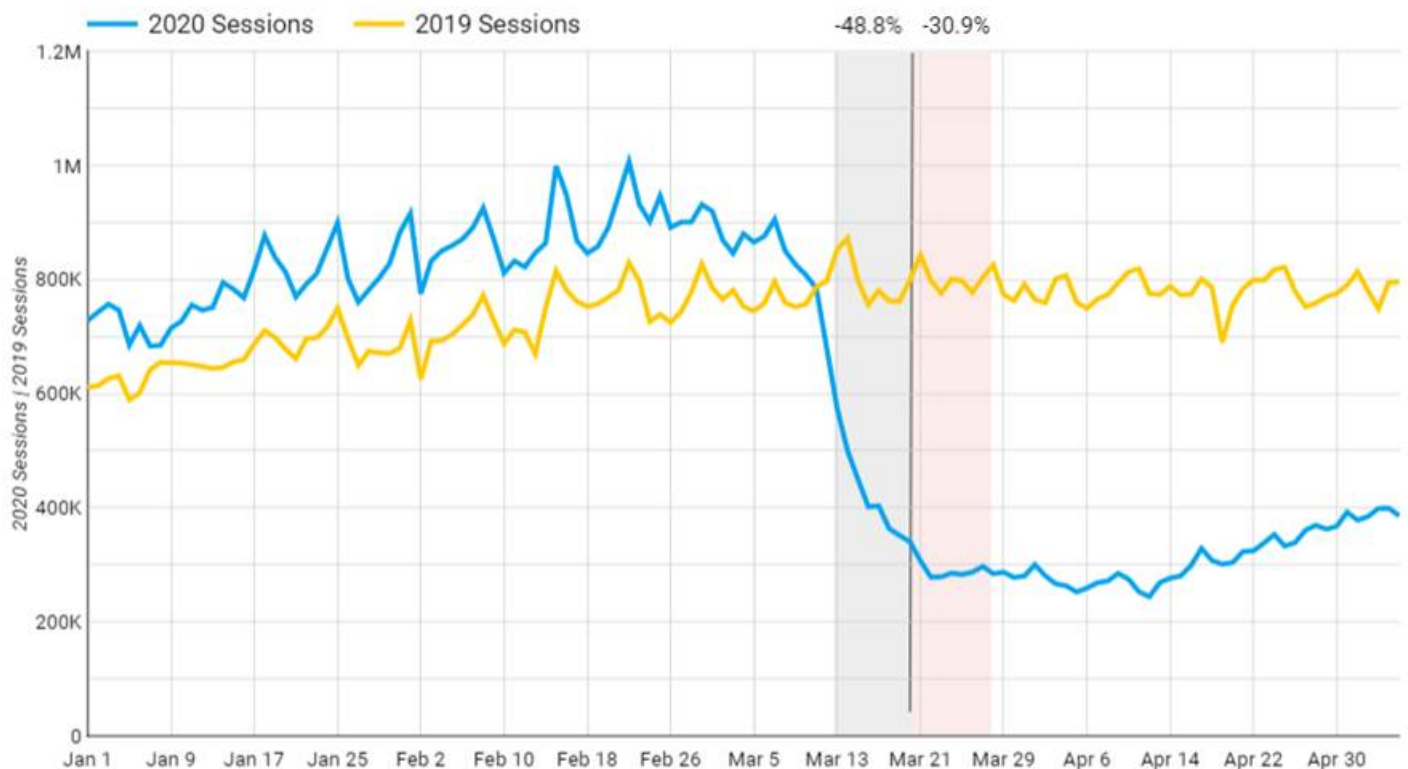
WEBSITE TRAFFIC

Overall website traffic in April decreased with **27,805 total sessions** and **23,448 users** visiting both websites. The Visit Irving website's decrease was more modest with 26,207 sessions, while the Irving Convention Center site decreased significantly with 1,598 sessions. Traffic to the Irving Convention Center website is largely driven by attendees and is highly influenced by events. The cancellation of events in the facility is the reason for the minimal traffic to the website in April, which will continue to remain at lower levels until the building begins hosting regular events again.

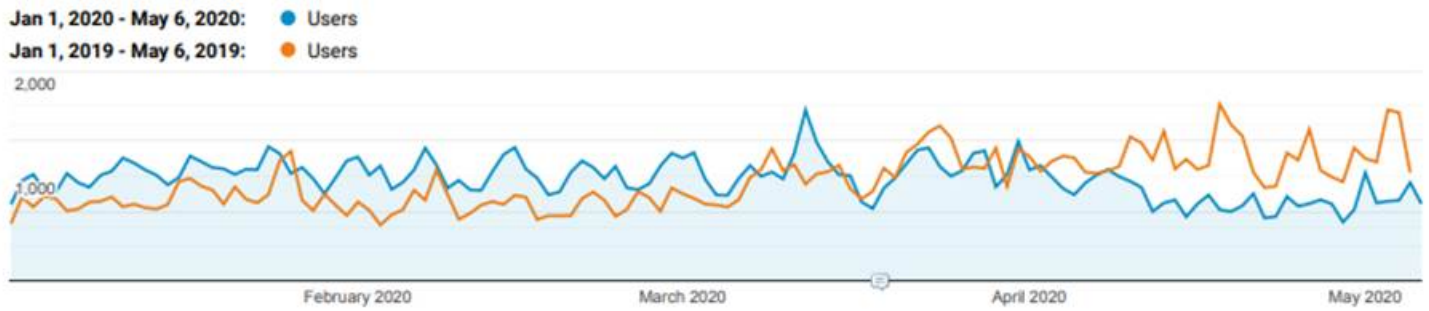


The Visit Irving website is continuing to perform well relative to the industry. Simpleview has provided insights on the impact on a sample set of aggregated website traffic of 200 DMOs from the beginning of the year through May 7. The sample set continues to show a sharp decline in overall traffic to DMO websites since the declaration of the national emergency. By comparison, the Visit Irving website has experienced a smaller decline in traffic. In April, organic search traffic for the industry is down 55% year-over-year, while the Visit Irving site is down by 31% year-over-year. Traffic to the Visit Irving website continues to largely be driven by the [Coronavirus Resources pages](#) and the popularity of the [frequent blog postings](#).

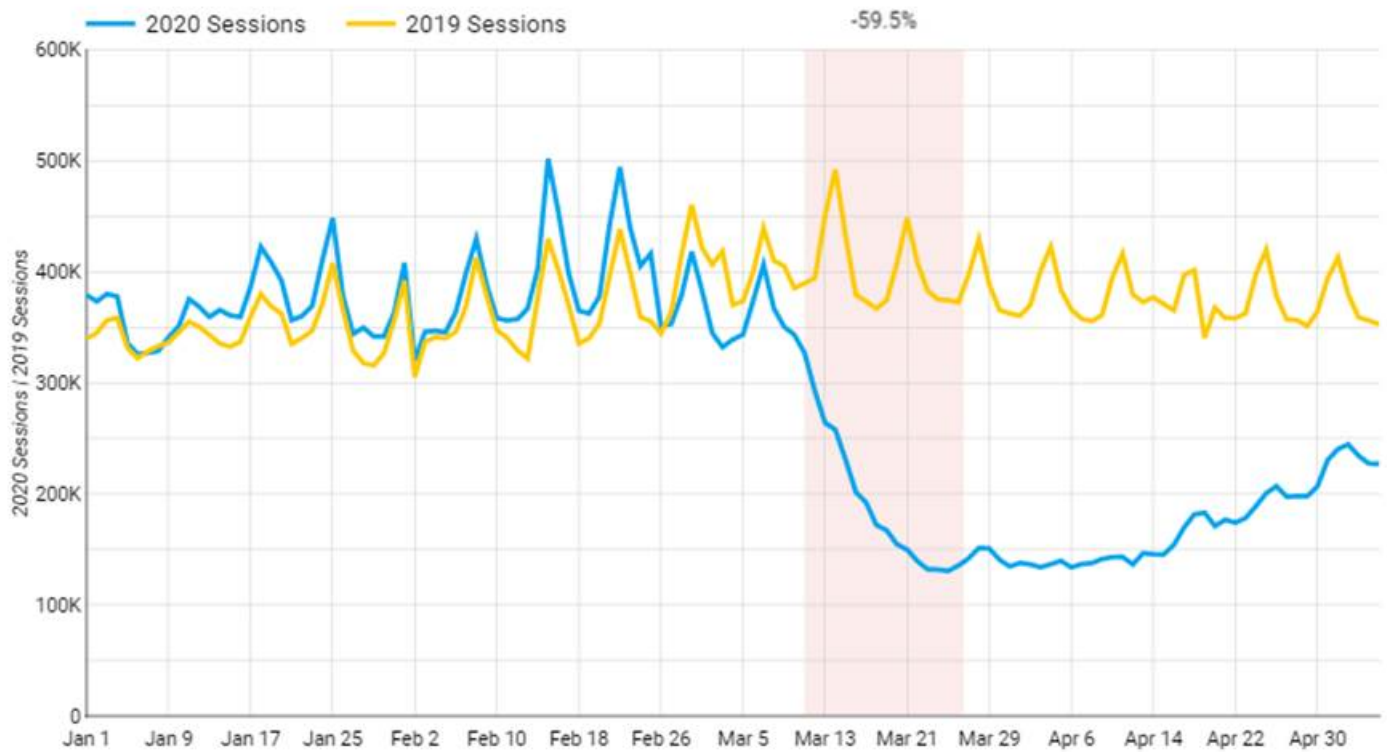
Aggregated YOY Overall DMO Website Traffic: January 1 – May 7, 2020, provided by Simpleview Inc.



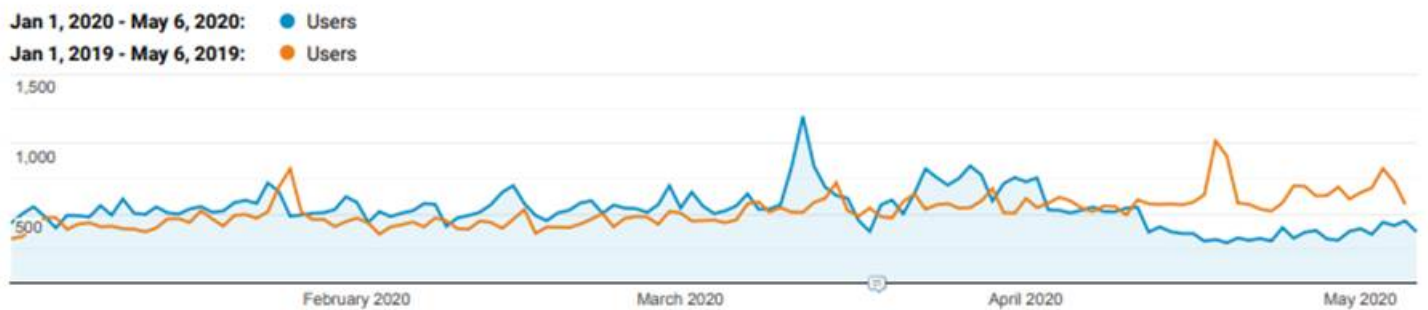
Visit Irving Overall YOY Website Traffic: January 1 – May 6, 2020



Aggregated YOY Organic DMO Website Traffic: January 1 – May 7, 2020, *provided by Simpleview Inc*

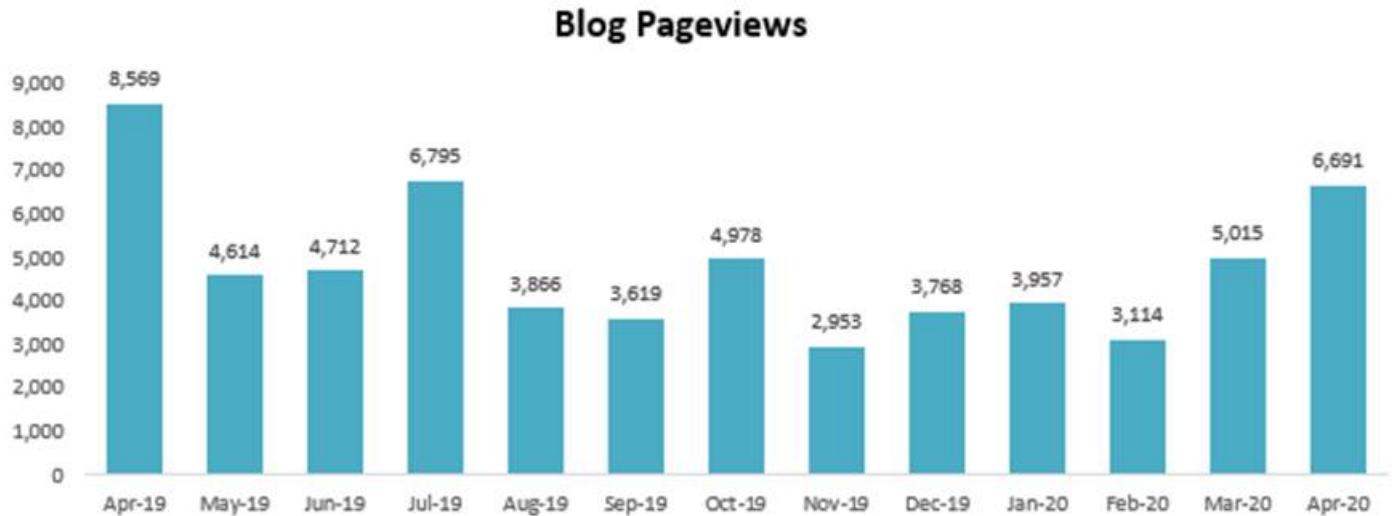


Visit Irving Organic YOY Website Traffic: January 1 – May 6, 2020



BLOG TRAFFIC

Blog traffic increased again in April with **6,691 pageviews** and **5,795** unique pageviews, a 33% increase over the previous month. The top three blog posts in April were "Irving Dine-Around Bingo," with 1,114 pageviews, "Eat Locally While Distancing Socially," with 707 pageviews, and "Throwback Thursday, the Story of Irving," with 360 pageviews.



As an essential element of Visit Irving's SEO strategy, the frequency of fresh content from blog postings continues to be an important driver of traffic to the Visit Irving site. The blog postings also serve to keep the organization visible to visitors, clients, and the community while helping to support Irving's local business partners. From January 1 through April 30, 2020, the blog has had 18,777 pageviews.

Blog Pageviews: January 1 - April 30, 2020



EMAIL COMMUNICATIONS

In April, the ICVB sent out a total of eight email blasts with three sent to industry partners and five sent to clients. On April 9, an email was sent from Maura to the ICVB's industry partners communicating the state of the Irving hospitality industry, and the steps the ICVB is taking to support its partners. A follow-up email was sent on April 24 with more updates on the state of the Irving hospitality industry, along with news updates and important partner resources. On April 30, another email was sent to partners announcing the Staff Meal Dallas program that recently moved to the Irving Convention Center.

Open Rate: The number (%) of recipients that opened the email (a good rate is 15-25%).

Click Rate: The number of links clicked (a good rate is 2.5%)

April 9, 2020

Subject: A Message to Our Visit Irving Partners

From: Maura Gast (mgast@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
42.1% 225	3.18% 17	7.6%

April 24, 2020

Subject: Your Visit Irving Team is Still Here for You

From: Visit Irving (info@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
32.1% 170	7.18% 38	22.4%

April 30, 2020

Subject: Staff Meals Available at the Irving Convention Center Saturdays in May

From: Visit Irving (info@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
22.7% 120	3.22% 17	14.2%

Five client emails were sent out on April 23, one from each ICVB sales manager (and Maura) to their top clients, with the objective of keeping the lines of communication open and Visit Irving top-of-mind. The tone set in this email is our COVID response messaging (care not sell) that can be found in the handful of ads running this fiscal year. (E-Mail and "Harmony" Ad attached to report.)

Subject: We'll Meet Again

From: Cheryl Hopkins (chopkins@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
36.1% 82	3.52% 8	9.8%

Subject: We'll Meet Again

From: Debbie Roberts (droboterts@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
60.3% 38	3.17% 2	5.3%

Subject: We'll Meet Again

From: Katherine DiPietro (kdipietro@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
61.6% 53	4.65% 4	7.5%

Subject: We'll Meet Again

From: Kelly Roche ([kroche@irvingtexas.com](mailto: kroche@irvingtexas.com))

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
27.8% 96	4.64% 16	16.7%

Subject: We'll Meet Again

From: Lori Mansell (lmansell@irvingtexas.com)

OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE
45.4% 54	3.36% 4	7.4%

ADVERTISING

With a ban on public gatherings and severe budget cuts, the CVB suspended nearly all its advertising through the remainder of the fiscal year. As a result, advertising impressions decreased in April with **1,129 impressions** and **55 site visits**.

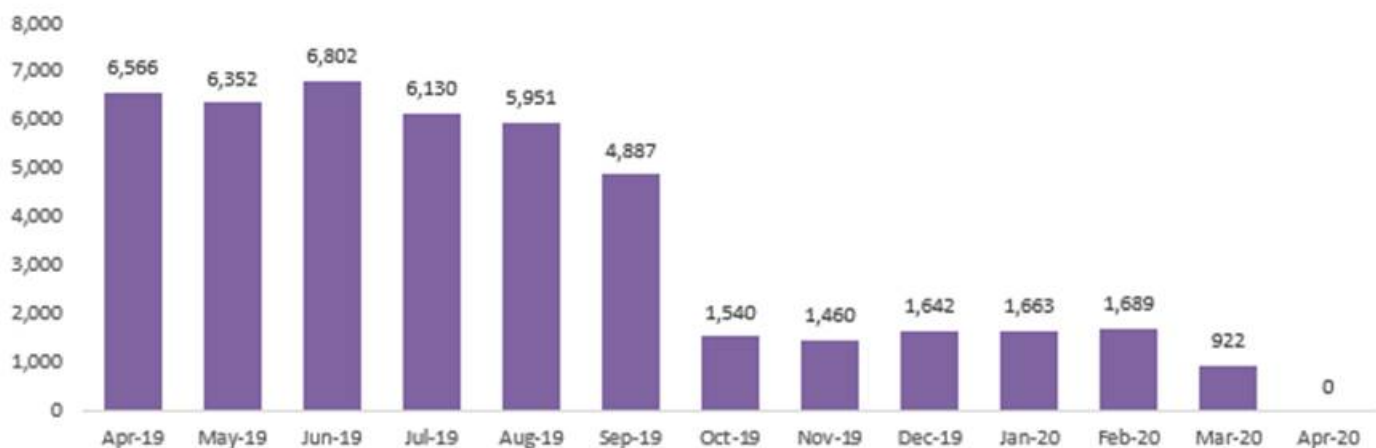
Advertising Engagement



PAID SEARCH

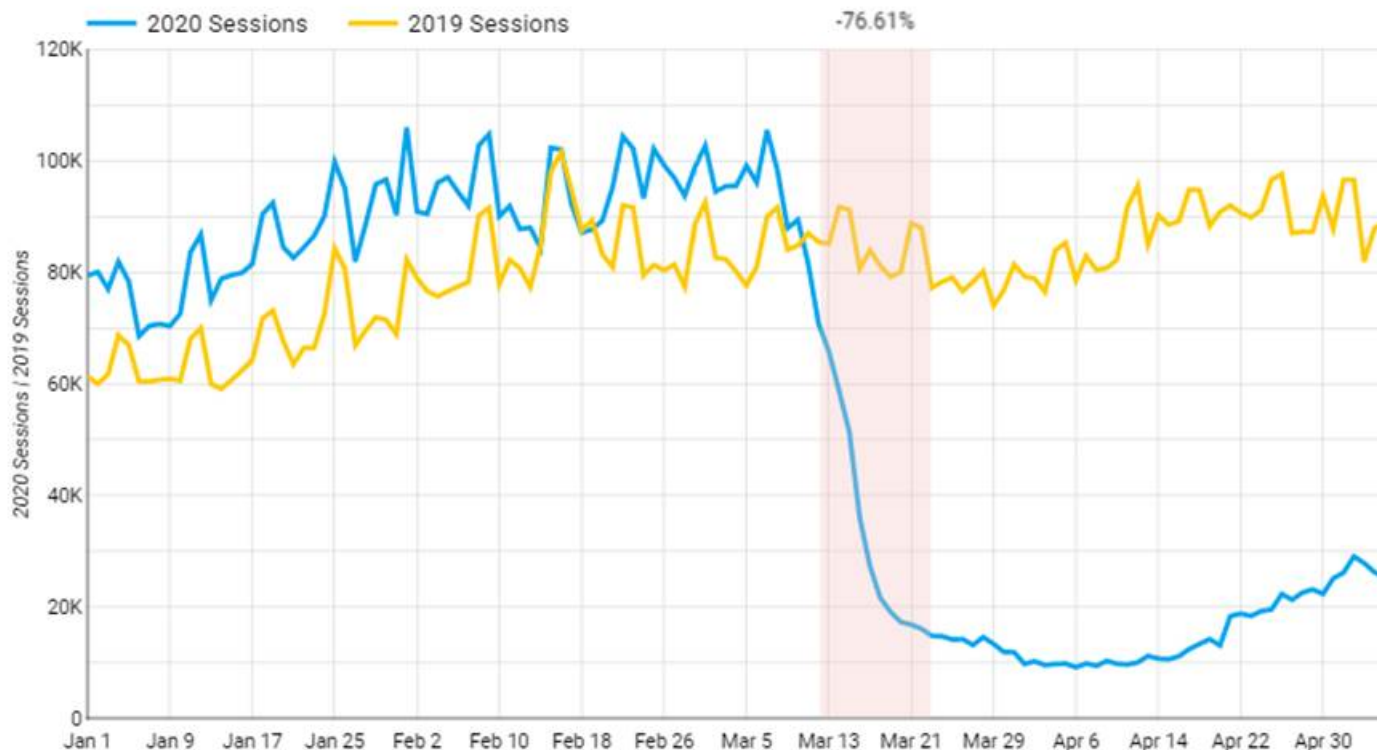
The Google AdWords paid search campaigns have also been suspended, which resulted in zero impressions and site visits for the month of April. Prior to the suspension, resources were shifted to meetings-focused campaigns, which increased the number of RFPs generated from these campaigns during this fiscal year despite the drop in overall impressions and site visits. The resources allocated for the AdWords campaigns during the suspension continues to accrue, which will allow these campaigns to have an outsized impact when these meetings-focused campaigns resume.

Adwords Site Visits



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

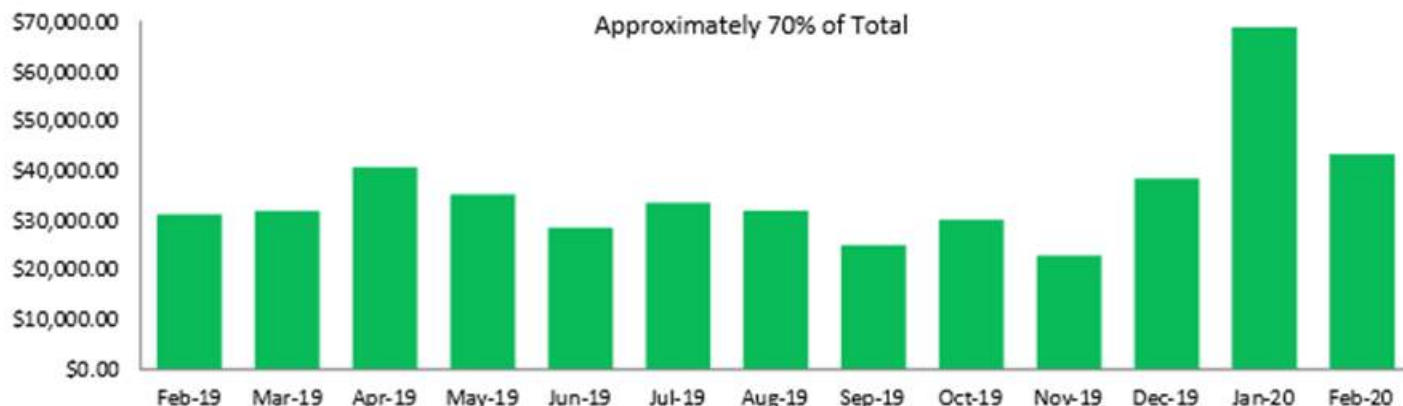
Aggregated YOY DMO Paid Search Traffic: January 1 – May 7, 2020, provided by Simpleview Inc.



HOTEL AND FLIGHT BOOKINGS

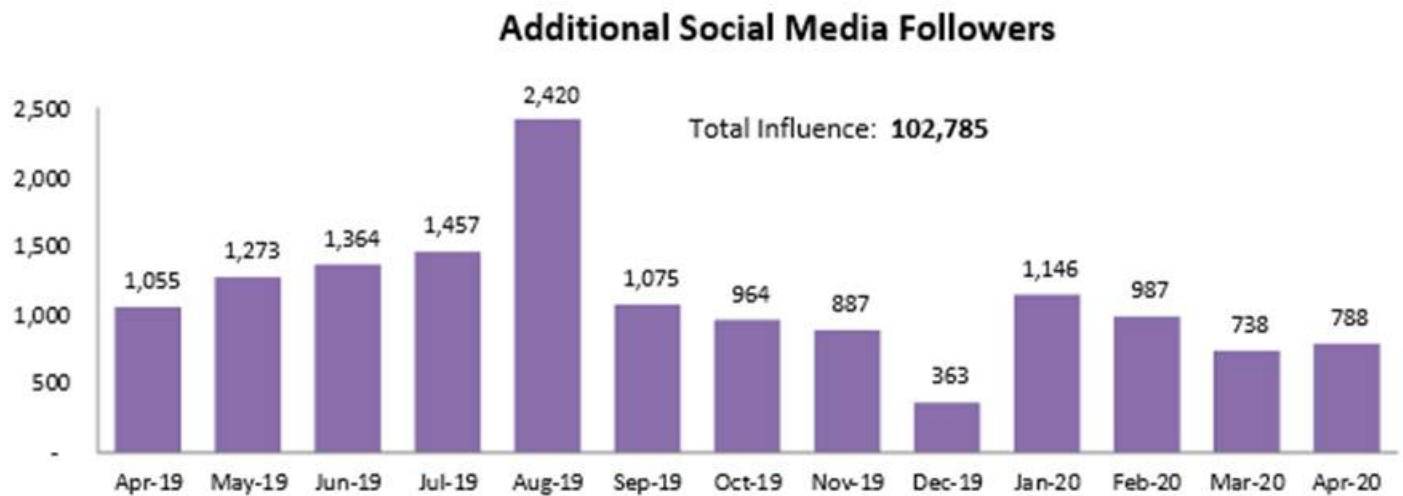
Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue, and flights booked by travelers who viewed the bureau’s digital advertising or visited either website. The attribution window is 60 days, which means that the most complete information available to date is from February. In February, 111 hotel reservations were booked, which accounts for 250 room nights and \$43,290 in hotel revenue. Travelers also booked 146 flights in February.

Hotel Booking Revenue from Website Visitors



SOCIAL MEDIA

The number of new social media followers increased in April with **788 new followers**, and the **total influence is now at 102,785**. The Visit Irving Facebook Page saw the largest increase with 582 new likes for a total of 70,344 likes.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	70,344		5,771	6,617	692
<i>Impressions</i>	153,839		94,300	35,820	
<i>Profile Visits</i>	112,353		379		
Convention Center	13,166	209,000	2,571	2,061	363
<i>Impressions</i>	161,634		4,736	2,736	
<i>Profile Visits/Users</i>	88,853		88		
Impacting Irving	1,200				

Hashtags #VisitIrving
#IrvingRocks

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

EARNED MEDIA

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629	293,859,985	40,134,260		375,614,874
ADVERTISING EQUIVALENCY*	\$384,991	\$2,946,784	\$371,241		\$3,703,016
PUBLIC RELATIONS VALUE**	\$1,154,973	\$8,840,352	\$1,113,723		\$11,109,048

*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

📌 "Play 'Dine-Around Bingo' to support local Irving restaurants during coronavirus pandemic" / The game created by Visit Irving boasts gift cards and event tickets as prizes. by Hunter Johnson, *The Dallas Morning News*, April 23, 2020

📌 "Program that feeds Dallas restaurant workers moves to bigger digs," by Teresa Gubbins, *culturemap Dallas*, April 30, 2020

📌 "Staff Meals Moves to Irving Convention Center," by Jo Ann Holt, *Focus Daily News*, April 30, 2020

📌 April Broadcast Media Clips

📌 "We'll Meet Again" Client Email

📌 "Harmony" Group Meetings Ad (COVID-19 Response)

📌 Visit Irving Social Facts

📌 ICC Social Stats

FOOD > RESTAURANT NEWS

Play 'Dine-Around Bingo' to support local Irving restaurants during coronavirus pandemic

The game created by Visit Irving boasts gift cards and event tickets as prizes.



Lupe Tortilla is one of the Irving restaurants featured in Visit Irving's "Dine-Around Bingo." (Courtesy of Lupe Tortilla)

By Hunter Johnson
4:08 PM on Apr. 23, 2020



Irving residents who want to support local restaurants now have a unique way to keep track of where they dine — and prizes are involved.

The website [Visit Irving](#), which typically serves as a guide to city events and places to go, has pivoted to encouraging Irving residents to continue frequenting local eateries during the coronavirus pandemic.

The organization launched “Dine-Around Bingo” toward the end of March. To participate, residents can go to [Visit Irving’s Facebook page](#) to download bingo cards with the names of Irving restaurants in the blocks. They can then check the restaurants off after ordering food from them. The games run weekly, with this week’s game — complete any row of the card — running until April 27.

The restaurants featured on the two cards include Lamberti’s, Lupe Tortilla, PJ’s Cafe, Po’ Melvins, The Ranch and Tio Carlos.



FOOD

See if your favorite Irving restaurant is opening its dining room or sticking to delivery, curbside pickup during coronavirus outbreak

BY HUNTER JOHNSON

Completing the bingo card puts diners in the running for prizes, such as \$50 American Express gift cards and \$25 restaurant gift cards. This week’s prize has the added bonus of two tickets to a concert at The Pavilion at Toyota Music Factory once they resume operations.

Restaurants were picked by recommendations from hundreds of residents, according to Visit Irving, and have been split onto two different bingo cards. Participants can play on either or both cards each week.

Visit Irving, run by the Irving Convention and Visitors Bureau, has posted the full rules to the game [on its blog](#). To play, residents must share pictures of their meals on Twitter, Facebook or Instagram and tag @VisitIrvingTX in the post. Direct messages or pictures of receipts are also accepted, as well as images sent to info@irvingtexas.com if someone isn’t on social media. Entries for the week are due by 10 a.m. each Monday, and winners are chosen randomly from those who have submitted cards and proof of purchases.

The game aimed at boosting restaurant purchases comes as restaurants have felt the pinch of the coronavirus-slowed economy, with many forced to lay off or furlough employees, if not close down. Congress has set aside billions to aid small businesses including eateries, but these [funds haven’t eased much of the stress](#) on the struggling industry.

The Dallas Morning News

[IRVING](#) matters.

<https://www.dallasnews.com/food/restaurant-news/2020/04/23/irving-dine-around-bingo-encourages-diners-to-support-local-restaurants-during-coronavirus/>



ENJOY RESPONSIBLY. DRINK WISE

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[Home](#) » [Restaurants + Bars](#)

CORONAVIRUS NEWS

Program that feeds Dallas restaurant workers moves to bigger digs

By [Teresa Gubbins](#)

Apr 30, 2020, 3:34 pm



39



1



A nonprofit that arose after coronavirus to feed the food & beverage industry is moving to bigger new digs: **Staff Meal**, which provides 2,400 free chef-crafted meals every weekend to hospitality workers in need, is moving its program from 3015 at Trinity Groves to the Irving Convention Center, beginning Saturday, May 2.

Irving Convention Center donated the space, providing a larger, state-of-the-art kitchen and workspace for the volunteer culinary team and a more central location for curbside pick-up for F&B workers across North Texas.

"Staff Meal is providing a service that my entire team can support and embrace," says Tom Meehan, the GM at Irving Convention Center, in a release. "We are pleased to be able to give back to the community during this time of need."

Staff Meals was launched on April 11 in response to the growing amount of restaurant and hospitality workers unemployed due to COVID-19. Founders include Cheryl Weis, Alison Matis, and Emily Mantooth of FestEvents Foundation, a 501c3 that supports workforce development in the hospitality industry, collaborating with chef Nick Walker of Virgin Hotels Dallas and Steve DeShazo, of El Centro College.

The program provides 300 free to-go food packages, including four servings of breakfast and four servings of lunch/dinner.

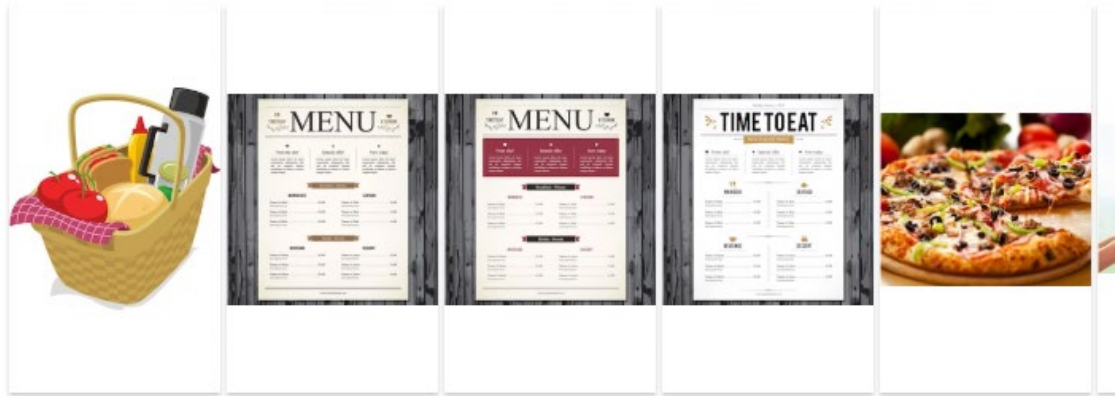
Reservations for the meals are required through www.staffmeal.org, and the food is ready for no-touch pickup on Saturdays from 10 am-1 pm. The new pickup is at Irving Convention Center, at 500 W. Las Colinas Blvd. in Irving.

Associations and businesses who have donated funding, product, and services include 3015 at Trinity Groves, Artscape Creative, Cava Group Inc., Chef's Produce Company, The Chefs' Warehouse, Dairy Max, Fresh Point, Friedman Marketing and Public Relations, Gordon Food Service, Greater Dallas Restaurant Association, Irving Convention Center, La Madeleine, M&M Concessions, Maple Leaf Farms, Omni Hotels & Resorts, Profound Foods, Tailwater Capital, Texas Beef Council, Verlasso Salmon, Vipin Nambiar, and Wackym's Kitchen.

DeShazo says in a statement that they needed a bigger kitchen to accommodate demand.

"There are 677,000 unemployed service industry workers across the state of Texas," DeShazo says. "Due to the overwhelming response that we received from North Texans over the last three weeks for the meal distribution, we knew we needed a much larger kitchen. We will see Staff Meal continue to grow and expand outreach, especially now that we are more accessible to sectors that are heavily populated with displaced industry workers but offer fewer free meal plans."

<https://dallas.culturemap.com/news/restaurants-bars/04-30-20-staff-meal-nonprofit-irving-convention-center/>



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[Home](#) > [Food](#) > [Staff Meal Moves to Irving Convention Center](#)

[Food](#) [News](#)

Staff Meal Moves to Irving Convention Center

By **Jo Ann Holt** - April 30, 2020

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Staff Meal, a nonprofit that provides meals to hospitality industry members in-need, moves to Irving Convention Center May 2. Irving Convention Center donated the space, providing a larger, state-of-the-art kitchen and workspace for the volunteer culinary team. They provide chef-made meals every weekend for curbside pick-up for unemployed North Texas industry workers.

"Staff Meal is providing a service that my entire team can support and embrace," says Tom Meehan, general manager of Irving Convention Center. "We are pleased to be able to give back to the community during this time of need."

Cheryl Weiss, Alison Matis and Emily Mantooth of Fest Events Foundation realized the needs of [unemployed restaurant and hospitality workers](#) due to COVID-19. With Chef Nick Walker of Virgin [Hotels Dallas](#) and Steve DeShazo, they launched Staff Meal April 11. The program provides 300 free to-go food packages. Packages include four servings of breakfast and four servings of lunch/dinner, to industry workers.

Reservations Required for Meals

Reservations for the meals are through [staffmeal.org](#). The packages are available to pick up every Saturday between 10 a.m. and 1 p.m. at Irving Convention Center. Their address is 500 W. Las Colinas Blvd. in Irving.

DeShazo said, "There are 677,000 unemployed service industry workers across the state of Texas. Due to the overwhelming response that we received from North Texans over the last three weeks for the meal distribution, we knew we needed a much larger kitchen. We will see Staff Meal [continue to grow](#) and expand outreach, especially now that we are more accessible to sectors that are heavily populated with displaced industry workers but offer fewer free meal plans."

Other associations and businesses donating funding, product, and in-kind services include: 3015 at Trinity Groves, Artscape Creative, Cava Group Inc., Chef's Produce Company, The Chefs' Warehouse, Dairy Max, Fresh Point, Friedman Marketing and Public Relations, Gordon Food Service, Greater Dallas Restaurant Association, Irving Convention Center, La Madeleine, M&M Concessions, Maple Leaf Farms, Omni Hotels & Resorts, Profound Foods, Tailwater Capital, Texas Beef Council, Verlasso Salmon, Vipin Nambiar, and Wackym's Kitchen.

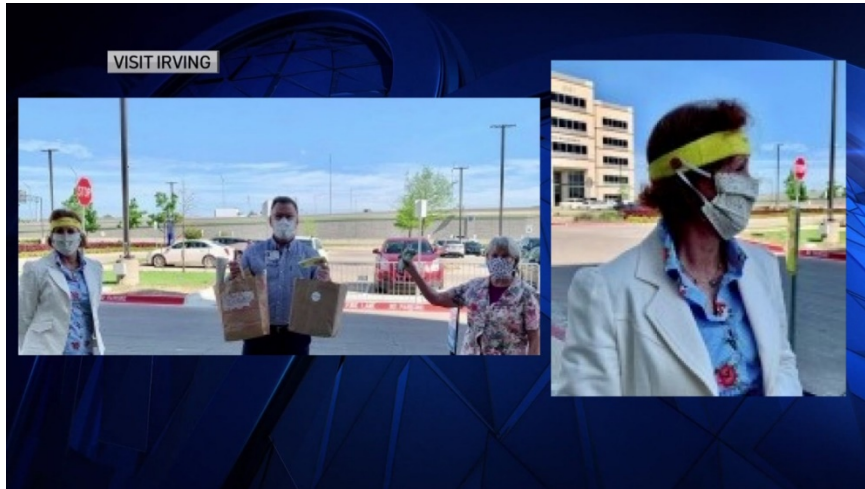
MEDIA CLIPS | BROADCAST

[Headbands Help Irving Health Care Workers in Their Fight Against COVID-19...](#)

KXAS (NBC)

By [Deborah Ferguson](#) • Published April 10, 2020 • Updated on April 10, 2020 at 9:04 am

Nurses can get burns and sores behind their ears from prolonged mask use



[Hotel Cooking Staff Serves Breakfast to Sanitation Workers...](#)

KXAS (NBC)

By [Larry Collins](#) • Published April 17, 2020 • Updated on April 17, 2020 at 11:34 am

The staff of Best Western Plus DFW Suites cooked and served breakfast to Irving sanitation workers.



[Artwork is starting to pop up around the Irving Convention Center...](#)

KXAS (NBC)

NBC First at Four

Published April 29, 2020



[ICVB Celebrates National Travel and Tourism Week with Chalk Art ...](#)

ICTN

By [Thomas Gandy](#) • Published May 8, 2020 •

People turned out to add color and cheer to the Irving Convention Center during National Travel and Tourism Week. The observance comes as the hospitality industry experiences unprecedented challenges. Even so, supporters found ways to offer hope and encouragement. Also in this story, learn about the new nonprofit Staff Meal. It is now operating out of the Irving Convention Center kitchen.



[Click here](#) to view this message in a browser window.



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Monty,

Our hearts go out to everyone during this challenging time, and especially our clients and industry partners that have been significantly impacted. Your safety and well-being matter first and foremost.

We want to shine some light on the future. Our industry is resilient. Collaboration. Connection. Relationships. Partnership. These are the strands in our DNA that set the meetings and events industry apart. Our DNA simply will not allow face-to-face connection to be replaced by virtual meetings. 83 percent of Americans working remotely during this crisis say they miss in-person meetings and conventions.* We hope you find these words reassuring.

We also hope you are inspired by the acts of kindness all around us ... and that you are taking time to nurture yourself with gifts of learning, music, art, exercise and creativity. Our Toyota Music Factory partner, Live Nation, is sharing daily live streams from various artists around the world through [LIVE FROM HOME](#). We recently posted an uplifting blog, [Love Is Not Canceled – Ways To Love Others From Afar](#), and for some distraction, we encourage you to tap into your inner artist with our adult coloring book, [Color Me Irving](#).

We miss you! If you can, please let us know how you are doing. We look forward to having you Visit Irving ... later. Until then – stay home, stay kind, stay connected! The beat will go on in Irving, and when it does, we hope you'll be here to rock with us.

A handwritten signature in black ink, appearing to read "Kelly Roche".

Kelly Roche
National Sales Manager
kroche@irvingtexas.com

A handwritten signature in black ink, appearing to read "Maura Gast".

Maura Gast, FCDME
Executive Director
mgast@irvingtexas.com

*study conducted by APCO Worldwide



IRVING CONVENTION & VISITORS BUREAU
500 W. Las Colinas Boulevard, Irving, Texas 75039
irvingtexas.com | 972.252.7476

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“Harmony”

“Our industry is resilient and our future full of promise. Collaboration. Connection. Relationships. Partnership. These are the strands in our DNA that set the meetings and events industry apart.”

– Maura Allen Gast, FCDME, Executive Director, Visit Irving



Our hearts go out to everyone during this challenging time. We hope you've been inspired by the acts of kindness all around us. We look forward to having you Visit Irving . . . later. Until then – stay home, stay kind, stay connected! The beat will go on in Irving, and when it does, we hope you'll be here to rock with us.

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APR
2020



FOLLOWERS



70,344
+582



5,771
+47



6,617
+69



82,732
+698

FACEBOOK



153,839 Impressions



112,353 Users

TWITTER



93,300 Impressions



379 Profile Visits

INSTAGRAM



35,820 Impressions



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SOCIAL MEDIA FACTS

**APR
2020**



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,166
+41



2,571
+20



2,061
+12



17,798
+73

FACEBOOK



161,634

Impressions



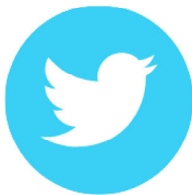
88,853

Users



209,000 Check-Ins

TWITTER



4,736

Impressions



88

Profile Visits

INSTAGRAM



2,736

Impressions



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

DATE: April 30, 2020
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: March STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for March remained higher than the US at 43.7%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 43.1%, while Texas figures decreased 37.9% and the US figures were down 42.3% for the month. Demand for the current period is down 42.6%, and YTD is down 13.6% over last year, while STR data reflects a 43.1% decrease for the current period and a 16.1% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$95.92, down 13.6% in March compared to last year, leaving Irving's YTD average daily rate at \$111.26, down 1.0% over last year.

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

AirBNB

For the month of March, there were 531 available listings in Irving which is a 51.7% increase in listings over last year's figure of 350. The average daily rate for March is \$166.55, which is down 17.57% over last year, with an occupancy percentage of 59.4%, which is a 10.02% decrease compared to last year. For the hotel comparable subset, the average daily rate for March is \$106.55, up 19.08% from last year, with occupancy at 62.5%, down 12.86% from last year.

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

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

Tab 4 - Multi-Segment

Irving TX CVB
For the month of: March 2020

	Current Month - March 2020 vs March 2019												Year to Date - March 2020 vs March 2019											
	Occ %		ADR		RevPAR		Percent Change from March 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	39.4	68.2	110.66	132.57	43.54	90.46	-42.3	-16.5	-51.9	-50.9	2.0	-41.2	51.8	61.6	123.76	128.90	64.14	79.46	-15.9	-4.0	-19.3	-17.6	2.0	-14.2
Texas	44.1	71.0	89.23	111.36	39.34	79.08	-37.9	-19.9	-50.3	-48.8	2.9	-36.1	55.3	64.5	99.73	106.86	55.14	68.87	-14.2	-6.7	-19.9	-17.5	3.0	-11.6
Atlanta, GA	43.9	74.8	93.69	115.27	41.10	86.23	-41.4	-18.7	-52.3	-51.1	2.6	-39.8	57.5	70.1	108.99	126.23	62.62	88.50	-18.0	-13.7	-29.2	-27.4	2.7	-15.9
Arlington, TX	50.4	75.4	82.68	93.58	41.69	70.54	-33.1	-11.6	-40.9	-35.9	8.4	-27.5	60.5	69.4	88.58	91.10	53.57	63.19	-12.8	-2.8	-15.2	-8.6	7.9	-6.0
Charlotte, NC-SC	44.5	73.1	95.77	114.89	42.66	83.97	-39.1	-16.6	-49.2	-47.0	4.3	-36.4	56.3	67.3	107.78	116.25	60.72	78.26	-16.3	-7.3	-22.4	-18.7	4.8	-12.3
Fort Worth, TX+	45.6	73.3	94.08	108.14	42.92	79.24	-37.7	-13.0	-45.8	-44.4	2.7	-36.1	59.6	70.2	108.21	110.46	64.45	77.51	-15.1	-2.0	-16.8	-14.6	2.6	-12.9
Frisco, TX+	31.6	72.8	133.73	147.69	42.21	107.51	-56.6	-9.5	-60.7	-55.2	14.1	-50.5	54.6	70.0	139.31	152.14	76.02	106.57	-22.1	-8.4	-28.7	-17.6	15.6	-10.0
Grapevine, TX+	30.0	84.9	195.79	201.68	58.72	171.17	-64.7	-2.9	-65.7	-65.7	0.0	-64.7	58.1	77.1	184.00	187.54	106.94	144.62	-24.6	-1.9	-26.1	-26.1	0.0	-24.6
Irving, TX+	43.7	76.8	95.92	111.03	41.94	85.28	-43.1	-13.6	-50.8	-50.3	1.0	-42.5	59.8	71.3	111.26	112.35	66.52	80.05	-16.1	-1.0	-16.9	-14.5	2.9	-13.7
Nashville, TN	45.0	79.1	126.08	154.50	56.76	122.23	-43.1	-18.4	-53.6	-50.2	7.2	-39.0	57.2	68.1	135.12	143.34	77.23	97.67	-16.1	-5.7	-20.9	-15.6	6.8	-10.4
Phoenix, AZ	47.9	87.5	163.32	197.33	78.27	172.65	-45.2	-17.2	-54.7	-53.0	3.6	-43.3	67.6	81.5	165.38	175.23	111.73	142.80	-17.1	-5.6	-21.8	-19.0	3.5	-14.2
San Jose, CA+	32.3	78.0	169.17	208.27	54.71	162.52	-58.6	-18.8	-66.3	-63.2	9.4	-54.7	55.0	75.0	186.96	208.49	102.82	156.30	-26.6	-10.3	-34.2	-28.4	8.9	-20.1

Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	39.4	110.66	43.54	51.8	123.76	64.14	US	-42.3	-16.5	-51.9	-15.9	-4.0	-19.3
Texas	44.1	89.23	39.34	55.3	99.73	55.14	Texas	-37.9	-19.9	-50.3	-14.2	-6.7	-19.9
Irving	43.7	95.92	41.94	59.8	111.26	66.52	Irving	-43.1	-13.6	-50.8	-16.1	-1.0	-16.9
Best USA	Arlngtn	Grpvine	Phoenix	Phoenix	SanJose	Phoenix	Best USA	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Arlngtn
	50.4	195.79	78.27	67.6	186.96	111.73		-33.1	-2.9	-40.9	-12.8	-1.0	-15.2
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Arlngtn
	50.4	195.79	58.72	60.5	184.00	106.94		-33.1	-2.9	-40.9	-12.8	-1.0	-15.2
Worst USA	Grpvine	Arlngtn	Atlanta	Frisco	Arlngtn	Arlngtn	Worst USA	Grpvine	SanJose	SanJose	SanJose	Atlanta	SanJose
	30.0	82.68	41.10	54.6	88.58	53.57		-64.7	-18.8	-66.3	-26.6	-13.7	-34.2
Worst Texas	Grpvine	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Grpvine	Irving	Grpvine	Grpvine	Frisco	Frisco
	30.0	82.68	41.69	54.6	88.58	53.57		-64.7	-13.6	-65.7	-24.6	-8.4	-28.7
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: March 2020

	Current Month - March 2020 vs March 2019												Year to Date - March 2020 vs March 2019											
	Occ %		ADR		RevPAR		Percent Change from March 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	43.7	76.8	95.92	111.03	41.94	85.28	-43.1	-13.6	-50.8	-50.3	1.0	-42.5	59.8	71.3	111.26	112.35	66.52	80.05	-16.1	-1.0	-16.9	-14.5	2.9	-13.7
Luxury/Full Service Irving+	34.5	76.5	137.62	148.01	47.43	113.16	-54.9	-7.0	-58.1	-58.1	-0.0	-54.9	56.5	71.0	155.56	151.62	87.92	107.70	-20.4	2.6	-18.4	-14.4	4.9	-16.5
All Suite/Extended Stay Irving+	49.2	78.5	84.73	96.23	41.69	75.56	-37.3	-12.0	-44.8	-43.0	3.3	-35.3	63.3	73.5	94.30	96.84	59.67	71.23	-14.0	-2.6	-16.2	-13.5	3.3	-11.1
Limited Service Irving+	41.8	76.7	104.83	112.05	43.82	85.92	-45.5	-6.4	-49.0	-51.9	-5.7	-48.6	61.1	71.7	111.39	114.48	68.01	82.13	-14.9	-2.7	-17.2	-21.9	-5.7	-19.7
Budget Irving+	55.6	75.1	54.27	57.90	30.20	43.46	-25.9	-6.3	-30.5	-30.7	-0.3	-26.1	60.1	67.9	54.66	57.32	32.86	38.95	-11.5	-4.6	-15.6	-15.9	-0.3	-11.8
Las Colinas+	37.8	74.8	108.26	126.80	40.89	94.82	-49.5	-14.6	-56.9	-56.9	0.0	-49.5	56.5	70.7	129.36	127.54	73.05	90.15	-20.1	1.4	-19.0	-15.3	4.6	-16.5
DFW North+	45.2	82.7	95.66	106.10	43.27	87.70	-45.3	-9.8	-50.7	-49.0	3.4	-43.4	63.3	75.7	109.07	108.65	69.09	82.30	-16.4	0.4	-16.0	-13.2	3.4	-13.5
DFW South+	50.8	73.3	82.53	93.30	41.96	68.39	-30.6	-11.5	-38.6	-38.7	-0.1	-30.7	60.6	67.1	88.81	94.23	53.85	63.19	-9.6	-5.7	-14.8	-14.9	-0.1	-9.7
Full Service Las Colinas+	23.2	69.9	186.14	174.95	43.10	122.36	-66.9	6.4	-64.8	-64.8	0.0	-66.9	48.9	66.2	191.83	179.81	93.88	119.10	-26.1	6.7	-21.2	-12.3	11.3	-17.8
Limited Service Las Colinas+	48.8	78.4	80.45	94.49	39.23	74.10	-37.8	-14.9	-47.0	-47.0	0.0	-37.8	62.1	73.7	92.34	95.79	57.38	70.59	-15.7	-3.6	-18.7	-18.7	0.0	-15.7
Full Service DFW North+	41.5	84.4	127.79	136.32	53.03	115.09	-50.9	-6.3	-53.9	-53.9	0.0	-50.9	63.2	76.3	145.01	142.41	91.67	108.62	-17.1	1.8	-15.6	-15.6	0.0	-17.1
Limited Service DFW North+	48.2	81.5	76.65	85.05	36.98	69.29	-40.8	-9.9	-46.6	-46.3	0.6	-40.4	63.6	75.4	84.71	85.68	53.85	64.60	-15.7	-1.1	-16.6	-16.1	0.6	-15.2
Full Service DFW South+																								
Limited Service DFW South+	52.0	71.1	75.51	82.90	39.25	58.95	-26.9	-8.9	-33.4	-33.5	-0.2	-27.0	59.7	64.8	78.95	83.60	47.17	54.16	-7.8	-5.6	-12.9	-13.1	-0.2	-7.9

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Entire Place	59.4	66.0	166.55	202.06	98.96	133.44	-10.02	-17.57	-25.84	58.8	77.7	64.7	63.2	56.54	172.60	170.55	109.01	96.43	11.69	1.20	13.04	133.3	90.5	133.9
Hotel Comparable	62.5	71.67	106.55	89.48	66.54	64.13	-12.86	19.08	3.76	166.7	157.1	124.0	65.1	67.93	104.44	85.22	67.96	57.90	-4.22	22.55	17.38	156.6	118.6	109.4

Available Listings	2020	2019	% Chg
Entire Place	321	170	88.8
Private Room	174	146	19.2
Shared Room	36	34	5.9
Total Available Listings	531	350	51.7

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	76	12862	11298
Luxury/Full Service Irving+	16	14	4895	4295
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	16	2450	1593
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4066	4066
DFW South+	30	20	3534	2306
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2366	2366
Full Service DFW South+	4	2	1055	455
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

Irving, Texas Room Demand - Source: Smith Travel Research

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

Irving, Texas & United States Comparison

March 2020

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR	95.92	-13.6%	111.26	-1.0%	43.7%	-43.1%	59.8%	-16.1%	41.94	-50.8%	66.52	-16.9%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 109.92 1.3% Occupancy 67.4% -5.7% RevPAR 74.04 -4.5%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%
MAR	89.23	-19.9%	99.73	-6.7%	44.1%	-37.9%	55.3%	-14.2%	39.34	-50.3%	55.14	-19.9%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

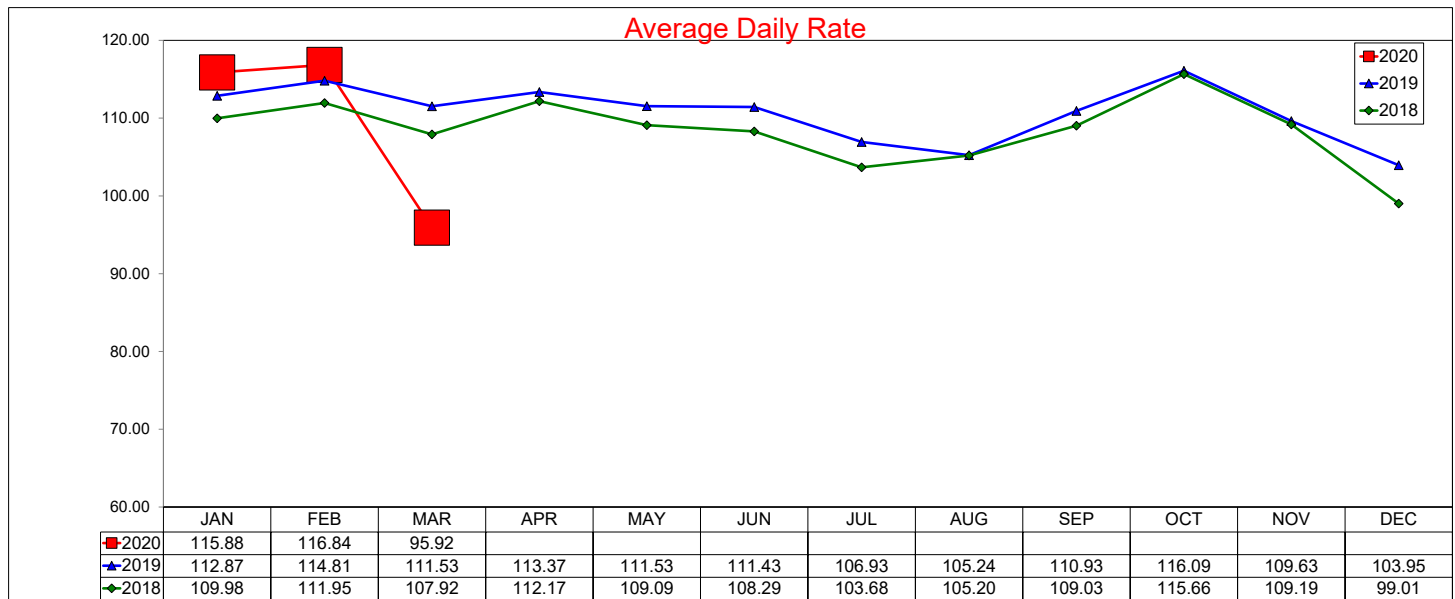
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%
MAR	110.66	-16.5%	123.76	-4.0%	39.4%	-42.3%	51.8%	-15.9%	43.54	-51.9%	64.14	-19.3%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

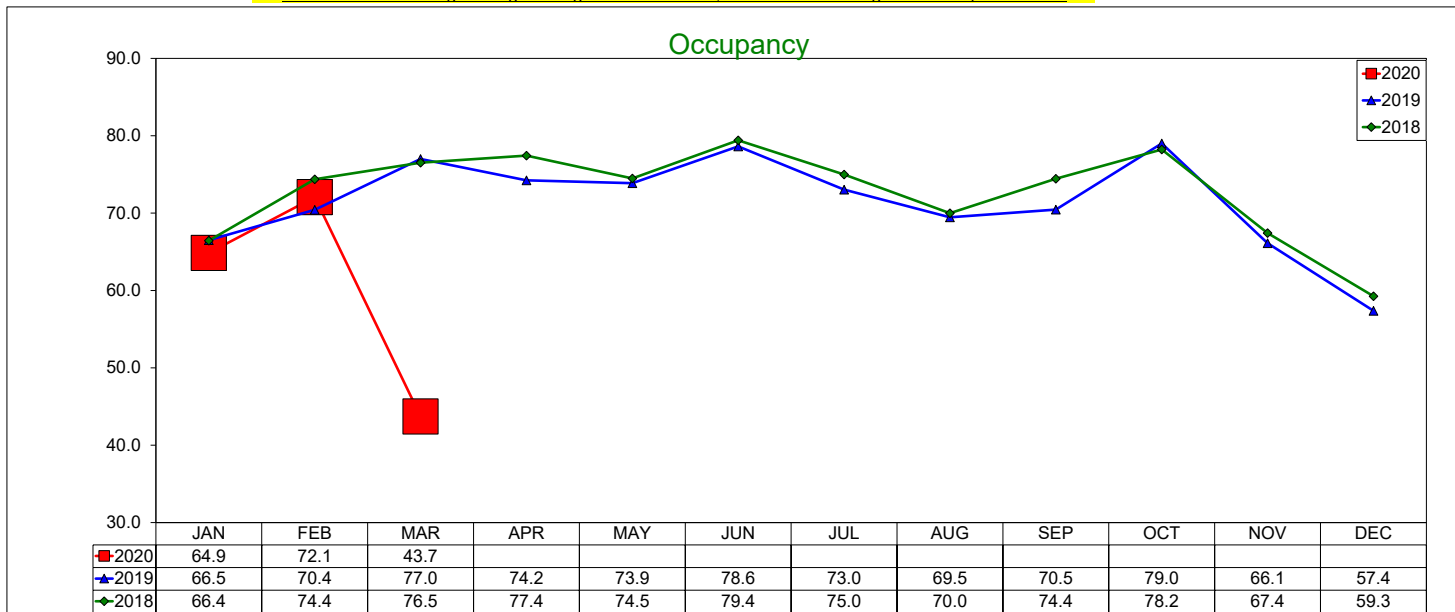
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

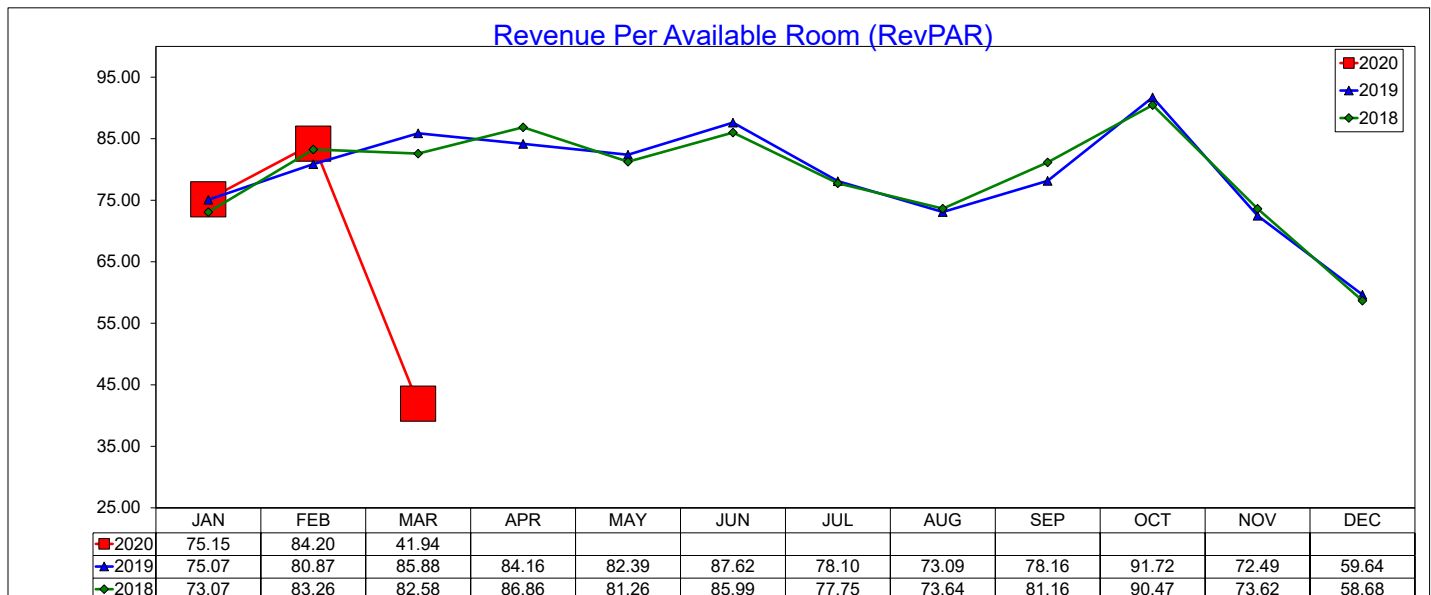
March 2020



12 month ADR Rolling Average through March 2020 is \$109.92 with a change from last year of 1.3%



12 month Occupancy Rolling Average through March 2020 is 67.36% with a change from last year of -5.7%



12 month RevPAR Rolling Average through March 2020 is \$74.04 with a change from last year of -4.5%

Monthly & YTD AirBNB Data

March 2020

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%
MAR	166.55	-17.6%	172.60	1.2%	59.4%	-10.0%	63.2%	11.7%	98.96	-25.8%	109.01	13.0%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

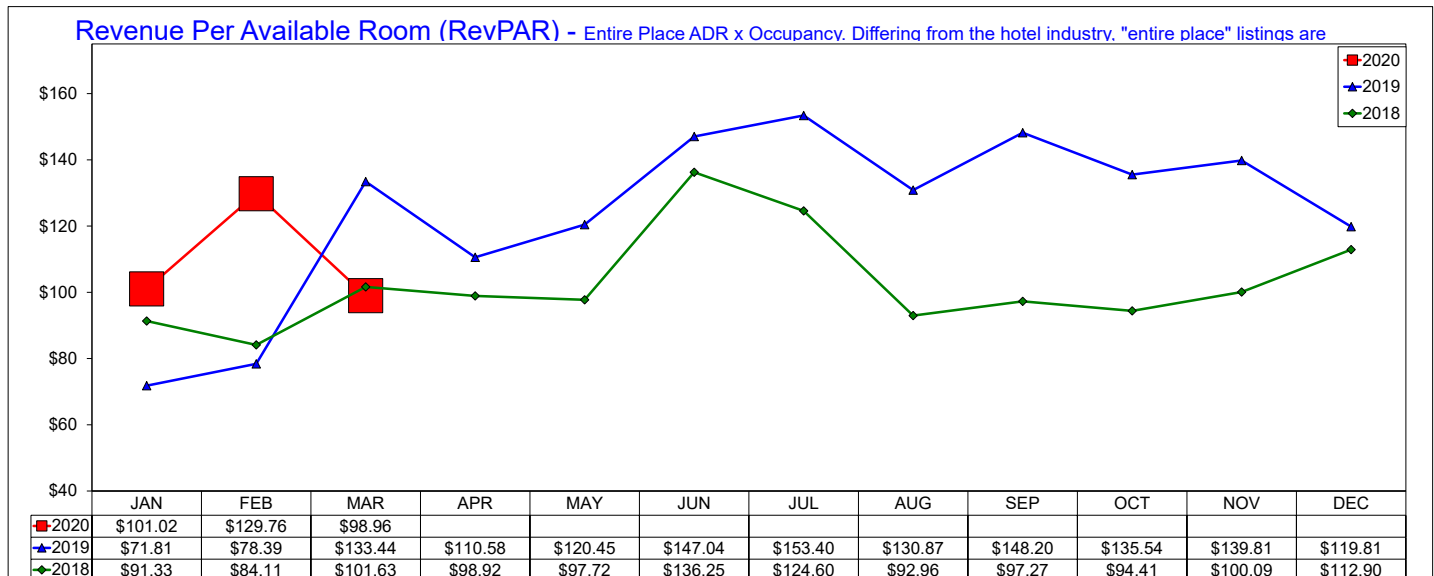
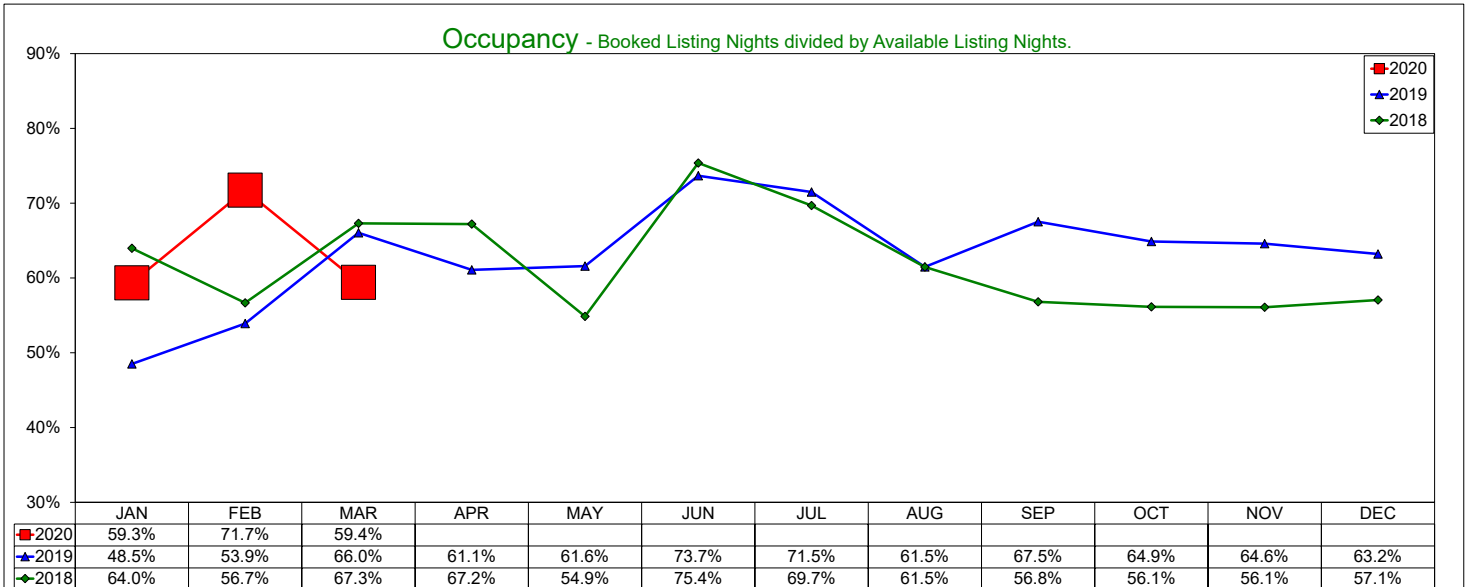
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%
MAR	106.55	19.1%	104.44	22.5%	62.5%	-12.9%	65.1%	-4.2%	66.54	3.8%	67.96	17.4%
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

March 2020

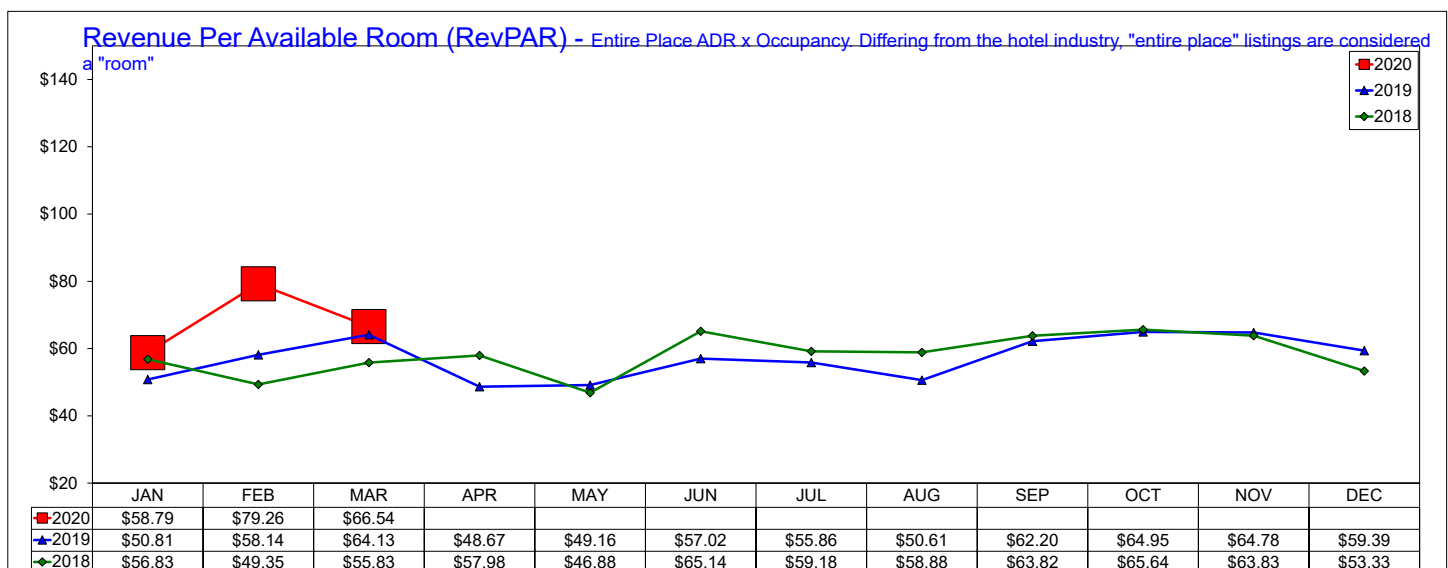
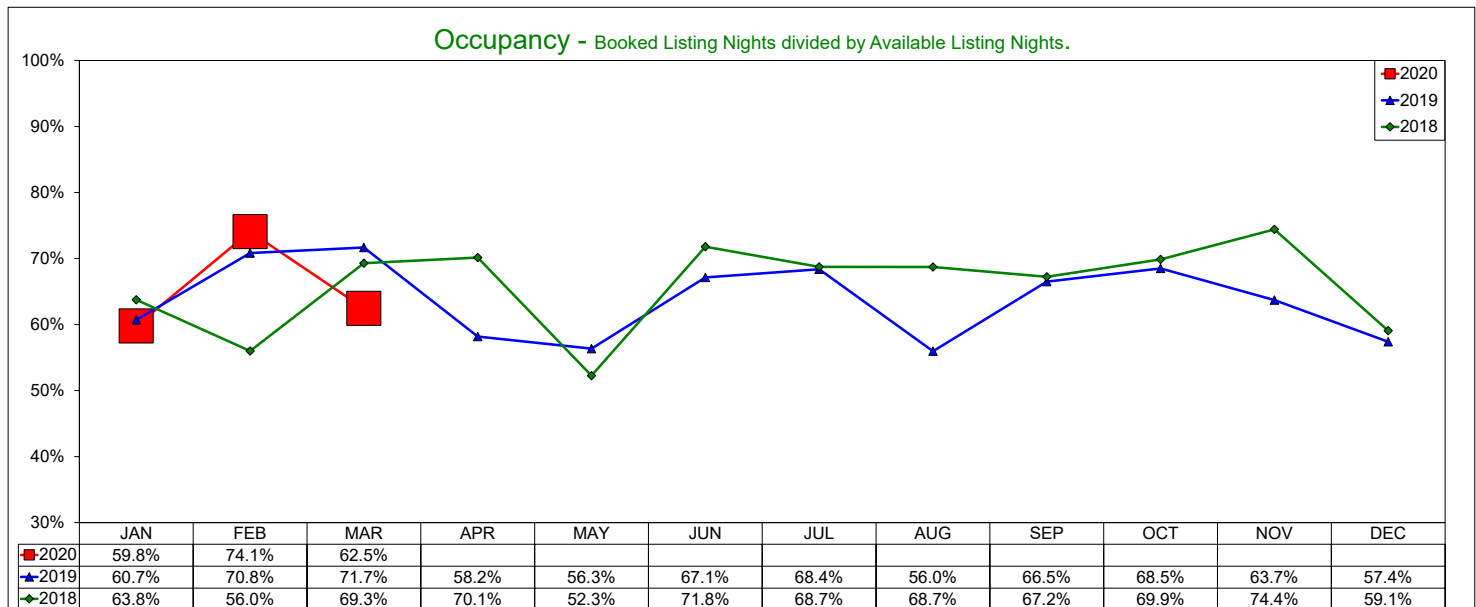
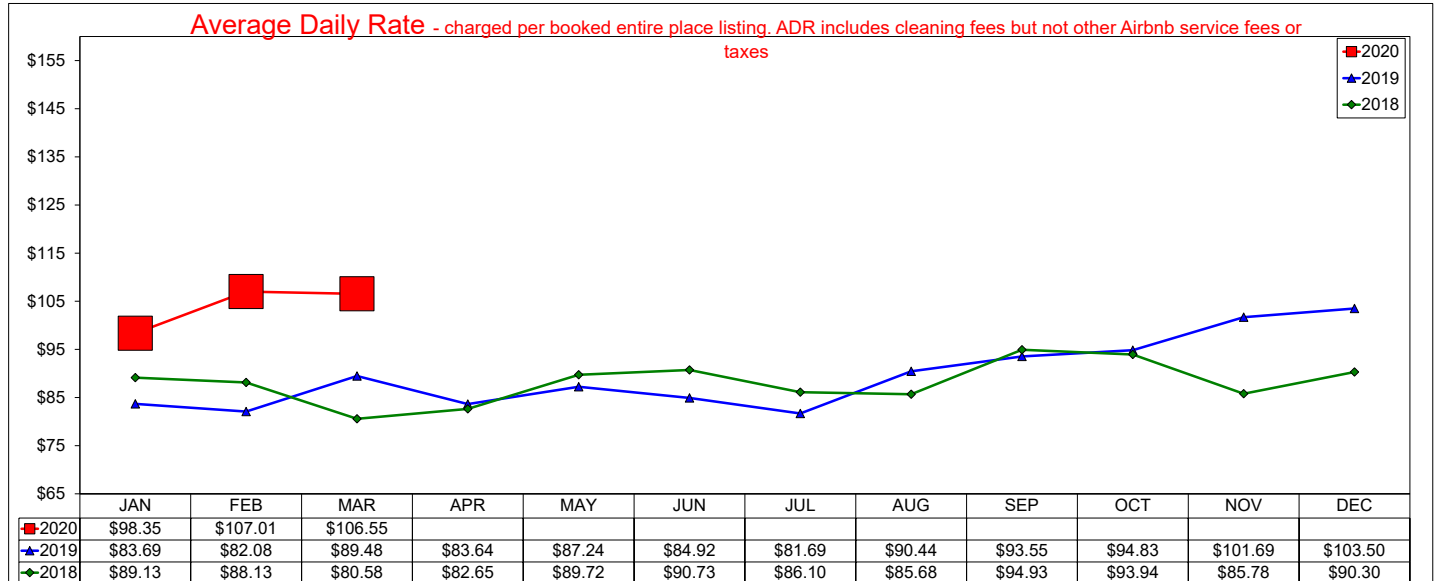
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

March 2020

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



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 18, 2020**

CONVENTION CENTER MANAGEMENT REPORTS





IRVING
CONVENTION CENTER
AT LAS COLINAS
AN ASM GLOBAL MANAGED FACILITY

May 12, 2020

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	(1,966)	163,225	142,531	369,936	628,914	457,673
Ancillary Income	(12,189)	339,849	303,267	2,708,757	2,338,534	2,440,054
Total Event Income	(14,155)	503,074	445,798	3,078,693	2,967,448	2,897,727
Other Income	42,448	65,000	40,201	516,740	420,000	256,190
Adjusted Gross Income	28,293	568,074	485,999	3,595,433	3,387,448	3,153,917
Indirect Expenses	(372,444)	(544,551)	(489,722)	(3,893,418)	(3,871,860)	(3,756,878)
Net Income (Loss)	(344,151)	23,523	(3,723)	(297,985)	(484,412)	(602,961)

- Direct event income loss consists of rental income from our one event this month, Irving Police Department, minus two adjustments made for prior events.
- Total ancillary income loss consists of four separate changes made for previous events – all adjustments made were to actualize our aged receivables.
- Total event income for the month fell short by \$517,229. Due to COVID-19, we had a total of eighteen groups that either canceled or postponed. These events would have generated a minimum of \$403,000, making up for almost all of the shortage of the month.
- Other operating income did not meet expectations due to not receiving any commissions that our events would have generated. That number consists of April's Westin garage rent minus expenses for the south garage.
- Indirect expenses were under budget for the month.
- Overall, the ICC missed the budget target by \$367,674.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	(12,289)	456,830	366,365	3,564,778	3,162,932	3,458,096
Net Income/(Loss)	(12,289)	299,270	201,074	2,377,440	1,997,604	2,021,341
Net Income/(Loss) %	100.00%	65.51%	54.88%	66.69%	63.16%	58.45%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
1	128	200	105,294
Current Year	Current Year	Current Year	Current Year
21	146	25,015	135,973
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,597	26,860	0	-
Current Year	Current Year	This Month	Current Month
20	22,035	23	95.7%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS			
This month	To date		
9	100		
Current Year	Current Year		
19	132		
Prior Year	Prior Year		

COVID-19 Event Cancellations





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

EAN Holdings	Jun-20	N		X
IEC Graduation	Jun-20	N		X
DFW Church	Jun-20	Y	Aug-20	X
Region 10	Jul-20	In Progress	Jul-21	
Partner Summit (Dallas Fan Fares)	Sep-20	N		
Southwest Society of Cosmetic Chemists	Sep-20	Y	Dec-20	X
Interface - F2F	Oct-20	N		

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

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10 Mother's Day	11	12	13	14	15 ICVB Executive Committee Me...	16
17 DFW Church	18	19	20	21	22	23
24	25 Memorial Day	26	27	28	29	30
31	1	2	3 EAN HOLDINGS BRANCH ... EAN Holdings, LLC Definite	4	5	6

Green - Definite
Blue - Tentative
Yellow - Prospect

June 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3 EAN HOLDINGS BRANCH ... EAN Holdings, LLC Definite	4	5	6
7	8	9	10	11 IEC Graduation Independent Electrical Contract... Definite	12 Legacy Dance Championship Legacy Dance Championship Definite  Board & Business Development	13
14 Flag Day (USA) Legacy Dance Champions... Legacy Dance Championship Definite	15 Learning Forward Texas 2020 Learning Forward Texas Definite Ming Wang Photoshoot Ming Wang Tentative 1	16	17	18	19  ICVB Executive Committee Me...	20
21 Father's Day	22 ICVB Board of Directors ... ICVB Definite	23 VRM Mortgage Services VRM Mortgage Definite	24	25	26	27 Varughese & Cherian We... Varughese and Cherian Wedding Definite
28	29 DFW Minority Supplier Showcase Dallas/Fort Worth Minority Supplier Development Council Tentative 3	30	1 Edward Jones Edward Jones Tentative 1	2  TY Out	3  TY Out	4 Independence Day

July 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4 Independence Day
	DFW Minority Supplier Showcase Dallas/Fort Worth Minority Supplier Development Council Tentative 3		Edward Jones Edward Jones Tentative 1	TY Out	TY Out	
5	6	7	8	9	10	11
	TY Out	ICVB Community Engage... ICVB Definite			G-Force Convention Primerica Definite	
12	13	14	15	16	17	18
G-Force Convention Primerica Definite	Research Community Forum The University of Texas Southwestern Medical Center Definite			Lucky Leaf Expo Lucky Leaf Tentative 1		
				Islamic School of Irving ... Islamic School of Irving Prospect		
			FiberFest L1	FiberFest L1&L3	FiberFest L1&L3	FiberFest L1&L3
19	20	21	22	23	24	25
	DFW Minority Supplier Showcase Dallas/Fort Worth Minority Supplier Development Council Definite			25th Annual State Dyslexia Summer Institute Region 10 Definite		
		Berkshire Hathaway Automotive Berkshire Hathaway Automotive Tentative 2			CFBISD Graduations Carrollton Farmers Branch ISD Tentative 1	
FiberFest L1&L3					ICVB Executive Committee Me...	
26	27	28	29	30	31	1
	ICVB Board of Directors ... ICVB Definite		Scrapbook Expo 2020 Scrapbook Expo Inc Tentative 1			
	Medical City Health Nurs... Medical City Health Tentative 1					
	Entrepreneur Conference & Expo eWomenNetwork, Inc. Prospect					
						TY OUT