

Board of Directors Meeting

Monday, May 23, 2022 @ 11:45 a.m.

Irving Convention Center Junior Ballroom C-D

500 W. Las Colinas Blvd. Irving, Texas 75039

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS

MEETINGS/SPECIAL MEETINGS

OCTORER	2021-SFP	TEMBER 2022

	OCTOBER 2021-OEF TEMBER 2022													
Place	Last	First	10/23/2021	11/16/2021	12/13/2021	1/24/2022	2/28/2022	3/28/2022	4/25/2022	5/23/2022	6/27/2022	7/25/2022	8/22/2022	9/26/2022
1	Cooperstein	Karen	Р	Р	Р	Р	Р	Р	Р					
2	Basoco	Michael	N/A	Р	Р	Р	Р	Α	Р					
3	Gibson	Colvin	N/A	Р	Р	Р	Р	Р	Р					
4	Stewart, Jr	Richard	Р	Р	Р	Р	Р	Р	Р					
5	Bourgeois	Robert	Р	Р	Р	Р	Р	Р	Р					
6	Arafat	Yasir	N/A	N/A	Р	Р	Р	*	Р					
7	Reed	Sam	N/A	Р	Р	Р	Р	Р	Р					
8	Mahoney	William	Р	Р	Р	Р	Р	Р	Р					
9	Gears	Herbert	Р	#	Α	Р	Α	Р	Р					
10	VACANT													
11	Kang	Julia	Р	Р	Р	Р	Р	Р	Р					
12	Malcolm	Greg	Р	Р	Р	Р	Р	Р	Р					
13	Cole	David	Р	Р	Р	Р	Р	Р	*					
	Nicks	John	N/A	Р	Р	Р		Р	Р					
	Bowman	Beth	Р	Р	Р	Р	Р	*	Р					
	Burke	Dallas	*	*	Р	Р	*	Р	*					
	Fenley-Garcia	Stephanie	*	#	#	*	Р	#	#					
	Hawkins	Todd	*	Р	*	Р	Р	Р	Р					
	Hillman	Chris	*	*	Р	Р	Р	Р	Р					
	Hoskins	Nydia	*	Р	Р	Р	*	Р	Р					
	Limon	Kim	*	Р	Р	Р	Р	Р	Р					
	O'Briant	Kelly	N/A	N/A	#	Р	#	Р	Р					
	Perot	Hammond	*	Р	Р	Р	Р	Р	Р					
	Philipp	Joe	#	Р	Р	Р	Р	#	Р					
	Randall	Michael	#	#	#	Р	*	Р	#					
Liaison	Taylor	Mayor Pro Tem K	Р	Р	Р	*	Р	Р	*					
	Venegas	Clare	#	#	#	#	#	#	#					

P = Present

* = Absent - Company Business

= Absent - Other

p = Represented

∞ = Budget Retreat

C = MEETING CANCELLED

n/a = NOT A MEMBER AT THIS TIME

Lindsey	Richard	Р	Р
Lear	Clementine	Р	Р



AGENDA

Irving Convention and Visitors Bureau Board of Directors Monday, May 23, 2022, at 11:45 a.m. Irving Convention Center – Junior Ballroom C-D 500 W. Las Colinas Blvd. Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for April 25, 2022
- Accepting the ICVB Financial Reports March and April 2022
- **4.** Accepting the Irving Convention Center Financial Report April 2022

Board Reports

- 5. COVID-19/American Rescue Plan Act Update
- **6.** Board Chair Report
 - a. Service Award Recognitions:
 - b. Convention Services Associate Beatriz Campos
 - c. Convention Services Associate Kimberly Kresge
 - d. Convention Services Associate Linda Murray
 - e. Convention Services Associate Hubert Walsh
 - f. Convention Services Associate Barbara Miller
 - g. Next Board Meeting June 27, 2022, Irving Convention Center
- **7.** Board Committee Reports
 - a. Board and Business Development Richard Stewart, Jr.
 - Next Meeting June 10, 9:00 a.m.
 - b. Community Engagement Karen Cooperstein
 - Next Meeting July 12, 9:00 a.m. –note new meeting time
 - c. Destination Development Greg Malcolm
 - Recap of May 10 Meeting Irving Golf Club
 - Next Meeting August 9, 11:30 a.m.

AGENDA - Continued



- 8. City Reports
 - a. Council Liaison Mayor Pro Tem Kyle Taylor
 - b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure Mayor Rick Stopfer
 - c. City Manager Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
- 9. Bureau Monthly Management Reports
 - a. Executive Director Maura Gast
 - Sales and Services Lori Fojtasek
 - c. Marketing and Communications Diana Pfaff
 - d. Administration and Finance Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
- **10.** Convention Center Management Report Tom Meehan
- 11. Industry Partner Reports
 - The Pavilion at the Toyota Music Factory/Live Nation Report Tommy DeBeaudry
 - b. Hotel Industry Updates Greg Malcolm, Kim Limon, Nydia Hoskins
 - c. Restaurant Industry Update David Cole
- **12.** Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts Dallas Burke
 - b. Chamber of Commerce John Nicks/Beth Bowman
 - c. Irving Arts and Culture Kelly O'Briant/Todd Hawkins
 - d. The Las Colinas Association Hammond Perot
 - e. TIF Michael Randall
 - f. University of Dallas Clare Venegas

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:
at and will remain so posted at least 72 hours before said meeting convened.
Deputy Clerk, City Secretary's Office

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

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

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

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MAY 23, 2022

AGENDA ITEMS





MINUTES

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS

Hilton Garden Inn DFW Airport South April 25, 2022

Attendance: Bob Bourgeois – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, Karen Cooperstein, Herbert Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, John Nicks, Kelly O'Briant, Hammond Perot, Joe Philipp, Sam Reed, and Richard Stewart, Jr. – Board members; Interim Chief Financial Officer Bret Starr and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Maura Gast, Brice Petty, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB; Guests: Economic Development Manager Bryan Haywood, representing Assistant City Manager Philip Sanders.

Board Vice Chair Bob Bourgeois called the meeting to order at 11:51 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from March 28, 2022
- Accept the ICVB Financial Reports for March 2022
- Accept the ICC Financial Reports for February and March 2022

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

PRESENTATION

Assistant Executive Director Finance and Administration Susan Rose gave a brief overview of the Tourism Economics Irving Hotel Outlook quarterly report. The report was reviewed in detail at the April 22, 2022, ICVB Executive Committee.

U.S. Context

- Pandemic impact on travel was rapid and severe. Nationally we are in the midst of recovery.
- US hotel room demand is still below pre-pandemic levels but recovering quickly; however, national numbers are still below pre-pandemic numbers.
- US recovery continued in March with an Average Daily Rate of 10.5% ahead of 2019 levels.
- Economic Assumption consumers are spending with confidence. Durable goods are up 38.9% and services are up slightly.
- Wealth accumulation is shifting toward consumption. Household net worth has increased, as well as personal savings.
- Employers face challenges in re-staffing. One in ten positions remain open. This is expected to resolve over time, but slowly.
- Nationally wage rates are rising at 17% higher than pre-pandemic. Wages are rising faster than consumer price and putting pressure on hotel performance to meet the challenge.



- Inflation will accelerate before slowing.
- Intentions to travel remains high at 9 in 10 with travel plans in the next six months. Companies are reporting 8 in 10 planning to travel soon. The war in Ukraine and gas prices are impacting travel decisions.

Irving Lodging Quarterly Forecast will be:

- A review of assumptions.
- An approach to the model based on analysis of historical STR data performance, travel recovery timeline and pricing gains, assumption on new property openings.
- Room revenue is expected to be 8.5% below 2019 levels in 2022.
- The forecast indicates 2023 numbers slightly ahead of 2019.
- Lodging demand in Irving has tracked closely with DFW Airport passenger volumes, and DFW South sub-market has been the least negatively impacted during the pandemic, but still broadly impacted.
- It may take beyond 2024 for RevPAR to recover to its historical average.

Recap:

- Hotel performance in Irving continues to recover with 2022 below 10.4% compared to 2019.
- The next fiscal year forecasts ahead 5.7% of 2019.
- The timing of recovery remains uncertain, but it will take time to recover to pre-pandemic levels.

BOARD REPORTS

BOARD CHAIR

 Bourgeois noted the next ICVB Board of Directors meeting will be held on May 23 at the Irving Convention Center.

BOARD COMMITTEES

Board and Business Development Committee

Committee Chair Richard Stewart, Jr. reported:

- The next Committee meeting is scheduled for June 10.
- Stewart encouraged Board members to review the Committee minutes for additional information.

Community Engagement Committee

Committee Chair Cooperstein:

- In a recap of the April 5 Committee meeting, Cooperstein reported:
 - The Committee discussed the High Spirited Citizen luncheon and reviewed recipient comments. General consensus from the Committee is to continue with the luncheon format going forward. The nomination process will reopen after a slight pause and more information will be provided when available.
 - The Committee also discussed the ICVB 50th Anniversary on November 9. A Council Resolution will be presented and there will be an opportunity to celebrate the ICVB and the impact tourism plays in the community. There will be a small reception at the Irving Convention Center on November 9.
- The next meeting will be held on July 12 and staff will present plans for the ICVB 50th Anniversary celebration.
- The Committee agreed to meet at 9:00 a.m. going forward.

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Destination Development Committee Committee Chair Greg Malcolm reported:

• The next meeting will be held on May 10 at 11:30 a.m. at the Irving Golf Club.

CITY REPORTS

City Manager Chris Hillman reported:

- Hillman thanked Malcolm for hosting the Board meeting at the Hilton Garden Inn DFW South and praised the beautiful facility and welcoming staff.
- Planning for the City's FY2022-23 budget has begun and seeking resident suggestions and feedback. Email input to AskTheBFFs@Cityoflrving.org.
- Budget season kick-off is in May and will work with ICVB Executive Director Maura Gast and Irving Arts and Culture Director Todd Hawkins on the second tranche of American Rescue Plan Act funds.
- Voters approved \$570 million bond projects and the City is moving forward with those projects and issuing bonds. The rise of interest rates has pushed projects up a couple of months.
- Thanked Interim Chief Financial Officer Bret Starr and former Chief Financial Officer Jeff Litchfield, the City Attorney's Office, and City financial advisors for their efforts in keeping the City's AAA rating with Moody's Investor Services and Standard & Poor's. The S&P rating is stable after three years of challenging work.
- Combined with the November 2021 refinance of \$60 million, the City saved more than \$110 million by refinancing existing liabilities at a lower interest rate.
- Celebrating Irving's diversity on May 7 at Heritage Park with a special event "Fusion." Fusion celebrates the many cultures of Irving through arts, crafts, music, and food. Admission and parking are free.
- "On Stage" at Heritage Park every second Friday of the month May 13 is movie night at 6:00 p.m. showing "Encanto." Free admission and parking.
- Working with the Irving-Las Colinas Chamber of Commerce and the Las Colinas Association on economic development projects.

BUREAU MANAGEMENT AND STAFF REPORTS

Gast reported:

- The ICVB has been assisting with two inaugural events: ClubCorp Classic and USA Triathlon Multi-Sport Festival
 - The ClubCorp Classic event has changed its name to "Invited Celebrity Classic." This year's
 event had a good turnout and Irving showed incredibly well. The ICVB team was in the
 media room and had volunteers on the golf course.
 - The USA Triathlon Multi-Sport Festival will be at Levy Plaza this weekend. There have been impressive registration numbers. Sponsorship opportunities are still available. Gast advised to plan accordingly for traffic and road closures.

Sales and Services

 Gast reported Assistant Executive Director of Sales and Services Lori Fojtasek is out of the office today. Gast noted the complete ICVB Sales report is included in the packet. ICVB Board of Directors April 25, 2022 Page **4** of **7**



Marketing and Communications

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- Pfaff thanked everyone for their support and help with the ClubCorp Classic event. The media coverage was good, and the course looked amazing. The media was happy with the turn out and everyone worked hard to make the event successful and next year will be even bigger and better.
- SXSW Conference and Festivals event was smaller this year post-pandemic and the team is confident it will grow next year.
- March was a good month with 184 lead prospects, an increase over previous months.
- Website traffic had 78,655 total sessions to both websites and holding steady.
- Blog traffic had 10,488 pageviews, which is an increase over February.
- Paid search advertising engagement increased with 11,259 site visits.
- Blog traffic increased in February with 9,658 pageviews.
- Social media added 1,840 additional Followers and Likes.
- Staycations Campaign generated 7,186 hotel referrals. In the last twelve months, the Staycations Campaign has generated 22 million impressions, 124,029 hotel referrals year-to-date, with a potential economic value of \$29 million.
- This fiscal year the Meetings Campaign generated 9,238 website sessions and 130 meeting inquiries.
- YTD Promoted Content Campaign generated a combined 27,114 post engagements and 2,410 blog visits.
- Micro-Campaigns to date have seven sports and two concert micro-campaigns, generating 4,494 hotel referrals. The most recent micro-campaigns are for the Club Corp Classic.
- Sr. Director of Marketing Communications Monty White was awarded the Top 25 Extraordinary Mind in Hospitality, Sales, Marketing and Revenue Management. Congratulations, Monty.
- The ICVB received three Bronze, one Silver and one Platinum Adrian Award for 2021. All Gold Adrian Awards are eligible for Platinum Awards, which is the top award for its category. The ICVB "Visit Irving Safely Campaign" received a Platinum award in the Consumer, Group Sales, and Travel Trade advertising category. The Platinum award was up against several other nationally recognized campaigns.
- Pfaff noted an article included in the Marketing and Communications report for Women's Day that includes a quoted section from Gast.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- February AirDNA Report shows:
 - o There were 433 available listings in Irving, which was a 5.3% decrease over last year.
 - The Average Daily Rate was \$220.94, an increase of 15.97% over last year.
 - Occupancy was 59.8%, a decrease of 0.03% compared to last year.
 - The hotel comparable subset Average Daily Rate for March was \$93.70, an increase of 20.01%, Occupancy of 58.9%, an increase of 4.25% from last year.
- Administration/Finance Department:
 - Happy to have hired Matt Tungett to the ICVB Sales team and have been updating the new employee guide and procedures.
 - Continue to work on the Fired Up! Values statements and will roll out to staff for input shortly.

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- Working on the FY 2022-23 budget
- Continue to volunteer as needed with ICC events.
- Honoring the ICVB Administrative Professionals staff for Administrative Professionals
 Week: Carol Boyer, Brenda Lopez, Monica Soto, April Stallings, and Carol Stoddard.

Board member Michael Basoco asked about the differences in the South Irving market compared to North. Board member Greg Malcolm noted the manufacturing companies and DFW Airport transient travelers fill South Irving properties, while Corporate travelers use North Irving properties. The market mix is quite different on the South and North sides of DFW Airport. South properties do get their numbers in Rate but do claim more Occupancy.

In response to a question from Board member Yasir Arafat, Gast replied staff is working with Simpleview on an app having traded in some support hours to do so. She noted that 60% of apps that are built are never downloaded and therefore using caution and focusing on making the website as robust as possible so the user does not have to download an app. Traffic to the website is used for analytics and data compilation. The hospitality and travel industry struggles with destination-specific apps and user education.

IRVING CONVENTION CENTER

General Manager Tom Meehan reported:

- The March 2022 ICC financials show a \$140,000 better-than-budget month, and \$335,000 ahead of budget for the year.
- The forecast looks very strong.
- Projects in the building include lighting, monument signs, ICC/Westin ICC Hotel crosswalk in May, and new ballroom chairs.
- There were 17 new agreements signed in February and 16 in March. The booking pace is happening fast.
- There were 16 events in March and 17,365 guests in the building, with 14,451 hotel room nights.
- Major events in March included Texas Student Councils with 2,500 students for three days, Express Cheer, USA Gymnastics Trampoline and Tumbling 2022 Elite Challenge.
- There are 25 events in May, which includes DFW Minority Showcase, Sneaker Exit, Irving ISD Salute to Service, and return of TEXSOM International Wine Awards.

Hillman asked about staffing and Meehan noted some positions have been posted but applications are slow. Staffing is still a struggle but is more about who you know. Still working with a small staff and ICVB volunteers for larger events. Gast referred to a Thank You note included in the packet from TCBY Yogurt in the Toyota Music Factory. The owner thanked the ICVB and ICC for driving business to the Toyota Music Factory and the impact it has had on their business.

INDUSTRY PARTNERS

Hotel Partners

- Malcolm reported the March report for the City shows Occupancy of 71% for weekends and strong at 75.8% Occupancy for weekends, Average Daily Rate is \$110.73, and RevPAR of \$78.63.
- South Irving reports 79.3% Occupancy, Average Daily Rate of \$129.38 and RevPAR of \$102.61.
- Hilton Garden Inn DFW South short-staffed and all employees are working all departments.

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Board member Nydia Hoskins reported:

- Omni Las Colinas ended March at 49% Occupancy and Average Daily Rate of \$205.00.
- April is trending at 70% Occupancy.
- Echoed the staffing issues and everyone is doing many different jobs at this time.
- Waiting for Group business to return.
- Kitchen is busy and Express catering is doing well.
- The team is positive and excited for the return of business. Feel strong about Spring and Summer.
- Summer Lakeside pool kick off party on May 20, more information will follow.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas ended March with Occupancy of 68.7%, Average Daily Rate of \$104.68, and RevPAR of \$71.97. Happy with ADR of over \$100.00.
- Average Daily Rate for April is trending \$109.00 and should finish the month at 70% Occupancy.
- Echoed the issues in staffing.

RESTAURANT INDUSTRY

Board member William Mahoney reported for Board Chair David Cole:

- Hudson House is officially open at Hwy. 114 and MacArthur Blvd. It is a higher end sit-down restaurant which features an oyster bar.
- Kitchen 101 at the Toyota Music Factory is open and is walk-up counter service with fabulous food.
- It has been reported that the restaurant in the Four Seasons Hotel will transform to include a steakhouse with well-known Executive Chef.

Irving-Las Colinas Chamber of Commerce

Board member John Nicks reported:

- Economic Development Team has recruited and retained 12 companies, six of which are corporate headquarters, representing more than 500 jobs and \$90 million in capital investment.
- Irving's Unemployment rate for March was 3.4%, lower than both the State of Texas at 4.4% and National rate of 3.6%.
- Two Irving-Las Colinas Chamber economic development "wins" have won awards.
 - The Christus Health office building received <u>Dallas CEO's</u> Commercial Real Estate Award for Best Office Project and the <u>Dallas Business Journal's</u> Best Real Estate Deals – Top Suburban Office Development
 - o DFW Park 161 development was also awarded top Industrial Development.
- Early voting kicks off today and VoteForIrving.com serves as a local resource for the community to learn about the candidates running for City Council and Irving, Carrollton-Farmers Branch and Coppell school districts.
- Best in Irving Awards and Five Star Mixer will be held at the Omni Las Colinas Hotel, April 26 at 4:30 p.m.
- Corky's Gaming Bistro ribbon-cutting is scheduled for Thursday, April 28 at 4:00 p.m.
- Small Business Resource Fair on May 4 at 9:00 a.m. at the Chamber offices. It is an opportunity
 for small businesses to learn more about the resources available to them, with representatives
 from the City, Irving ISD, SCORE, and the Small Business Administration.



Arts and Culture

Irving Arts Board Chair Kelly O'Briant reported:

- Saturday, April 30 the Irving Archives and Museum is hosting a family fun day highlighting the latest traveling exhibit *¡Pleibol! In the barrios and the Big Leagues*. The exhibition examines how generations of Latinos and Latinas have helped make the game of baseball what it is today. There are activities planned with a baseball theme. Dog Haus food truck will be on site as well.
- The Queen's Cartoonists on Sunday, May 1 will play music from classic and contemporary animation synchronized to video of the original films.
- Annual Exhibition of Irving ISD artwork is in the final weeks at the IAC galleries.
- The 37th Annual Texas and Neighbors Exhibition awards ceremony and reception on May 15 with \$9,000 in awards across eight media categories.

Bourgeois thanked Malcolm and the Hilton Garden Inn DFW South staff for their hospitality.

The meeting was adjourned at 12:51 p.m.

Respectfully submitted,

Maura Allen Gast, FCDME

Maura Slee Jast

Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending: April 2022



2201 - ICVB GENERAL

MONTHLY BALANCE SHEET APRIL 2022

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	5,164,850.66	Accounts payables	13,769.09
Investments	3,030,400.00	Unearned revenue	7,850,390.81
Receivables	3,346.00	Total Liabilities	7,864,159.90
		Fund Balance (Budgetary basis)	204 204 77
		Reserve for encumbrances	891,021.77
		Unreserved	(556,585.01)
		Total Fund Balance	334,436.76
Total Assets	8,198,596.66	Total Liabilities and Fund Balance	8,198,596.66



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND MONTHLY FINANCIAL REPORT APRIL 2022

Code Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
L3 - HOTEL/MOTEL TAX						
CURRENT YEAR	549,128.38	2,636,256.12	5,397,466.00	48.8%	0.00	2,761,209.88
PENALTY AND INTEREST	100.04	1,273.51	0.00	100.0%	0.00	(1,273.51)
PRIOR YEAR	0.00	122,879.35	0.00	100.0%	0.00	(122,879.35)
SHORT-TERM RENTALS	3,914.21	19,832.46	0.00	100.0%	0.00	(19,832.46)
TOTAL HOTEL/MOTEL TAX	553,142.63	2,780,241.44	5,397,466.00	51.5%	0.00	2,617,224.56
M1 - INTERGOVERNMENTAL						
RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	7,398,345.00	0.0%	0.00	7,398,345.00
M4 - INVESTMENT INCOME	340.73	546.55	3,000.00	18.2%	0.00	2,453.45
M5 - MISCELLANEOUS	3.89	11,686.78	30,000.00	39.0%	0.00	18,313.22
TOTAL REVENUE	553,487.25	2,792,474.77	12,828,811.00	21.8%	0.00	10,036,336.23
EXPENDITURES						
N1 - SALARIES	179,431.13	1,257,561.84	2,617,580.00	48.0%	0.00	1,360,018.16
N2 - BENEFITS	34,325.67	302,601.42	587,842.99	51.5%	0.00	285,241.57
N4 - SUPPLIES	1,864.00	57,466.28	111,488.00	51.5%	12,328.00	41,693.72
O1 - UTILITIES (COMMUNICATIONS)	684.42	8,556.02	26,100.00	32.8%	0.00	17,543.98
	002	0,550.02	20,200.00	32.070	0.00	17,5 10.50
O3 - OUTSIDE SERVICES	7.40	200.44	2 000 00	40.20/	0.00	2 500 56
FREIGHT	7.19	309.41	3,000.00	10.3%	0.00	2,690.59
MARKETING AND SALES RESOURCES	3,120.13	20,507.93	45,380.00	45.2%	0.00	24,872.07
MEDIA ADVERTISING	111,003.18	303,026.13	582,399.80	52.0%	273,253.41	6,120.26
POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	662.16	663.52
PROFESSIONAL SERVICES PROPERTY MANAGEMENT SERVICES	116,065.77 0.00	1,363,967.47 698,000.00	3,193,401.00 1,395,000.00	42.7% 50.0%	554,019.70 0.00	1,275,413.83 697,000.00
TOTAL OUTSIDE SERVICES	230,196.27	2,387,135.26	5,221,830.80	45.7%	827,935.27	2,006,760.27
O4 - TRAVEL - TRAINING - DUES						
TRAVEL AND TRAINING	47,791.74	95,952.98	512,000.00	18.7%	22,945.00	393,102.02
MILEAGE REIMBURSEMENT	0.00	54.48	2,500.00	2.2%	0.00	2,445.52
MEMBERSHIP AND DUES	1,051.00	30,635.90	53,000.00	57.8%	0.00	22,364.10
TOTAL TRAVEL - TRAINING - DUES	48,842.74	126,643.36	567,500.00	22.3%	22,945.00	417,911.64
O5 - CLAIMS AND INSURANCE	0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES						
ADM COST REIMBURSEMENT	22,125.71	111,209.66	215,898.00	51.5%	0.00	104,688.34
BUSINESS DEV INCENTIVE PROG	13,670.00	100,607.13	500,000.00	20.1%	0.00	399,392.87
CONVENTION SERVICES MATERIALS	22,620.64	45,225.38	92,803.83	48.7%	1,813.50	45,764.95
EVENT SPONSORSHIPS	1,560.00	75,727.50	128,800.00	58.8%	6,000.00	47,072.50
ICVB VOLUNTEER PROGRAM	0.00	540.00	5,000.00	10.8%	0.00	4,460.00
LOCAL PROGRAMS-PROMOTIONS	23,194.67	116,494.44	601,500.00	19.4%	20,000.00	465,005.56
TOTAL MISCELLANEOUS EXPENSES	83,171.02	449,804.11	1,544,001.83	29.1%	27,813.50	1,066,384.22
P1 - CAPITAL EXPENDITURES	0.00	0.00	111,353.00	0.0%	0.00	111,353.00
P5 - TRANSFERS OUT						
TRSF TO ICVB RESERVE	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
TRSF TO ICVB CONV CENTER	0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TRSF TO POB RISK MITIGATION	0.00	0.00	23,139.00	0.0%	0.00	23,139.00
TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
TOTAL TRANSFERS OUT	0.00	0.00	976,445.00	0.0%	0.00	976,445.00
TOTAL EXPENDITURES	578,515.25	4,624,279.54	11,902,186.62	38.9%	891,021.77	6,386,885.31

Beginning Fund Balance	2,166,241.53
Revenues	2,792,474.77
Expenditures	(4,624,279.54)
Ending Fund Balance	334,436.76

NOTE:



2204 - ICVB CONV CENTER RESERVE / CIP MONTHLY BALANCE SHEET APRIL 2022

<u>Assets</u>		<u>Liabilities</u>	
Cash and equivalents	1,299,375.72	Unearned revenue	2,959,732.65
Investments	1,603,000.00	Total Liabilities	2,959,732.65
		Fund Balance (Budgetary basis)	
		Reserve for encumbrances	0.00
		Unreserved	(57,356.93)
		Total Fund Balance	(57,356.93)
Total Assets	2,902,375.72	Total Liabilities and Fund Balance	2,902,375.72



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND MONTHLY FINANCIAL REPORT APRIL 2022

Code Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE						
M1 - INTERGOVERNMENTAL						
RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,878,667.00	0.0%	0.00	2,878,667.00
M4 - INVESTMENT INCOME	209.17	475.65	500.00	95.1%	0.00	24.35
M5 - MISCELLANEOUS	21,924.37	1,153,470.59	1,264,000.00	91.3%	0.00	110,529.41
M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	363,000.00	0.0%	0.00	363,000.00
TOTAL REVENUE	22,133.54	1,153,946.24	4,506,167.00	25.6%	0.00	3,352,220.76
EXPENDITURES						
N4 - SUPPLIES	0.00	183,222.24	434,794.00	42.1%	0.00	251,571.76
N7 - STRUCTURE MAINTENANCE	21,924.37	229,376.59	264,000.00	86.9%	0.00	34,623.41
O3 - OUTSIDE SERVICES	8,300.00	145,276.04	362,000.00	40.1%	0.00	216,723.96
04 - TRAVEL / TRAIN / DUES	0.00	11,909.33	35,000.00	34.0%	0.00	23,090.67
P1 - CAPITAL EXPENDITURES	398,564.85	1,318,346.43	2,046,873.00	64.4%	0.00	728,526.57
TOTAL EXPENDITURES	428,789.22	1,888,130.63	3,142,667.00	60.1%	0.00	1,254,536.37

Beginning Fund Balance	676,827.46
Revenues	1,153,946.24
Expenditures	(1,888,130.63)
Ending Fund Balance	(57,356.93)

NOTE:

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



		Vendor Name			Check	Amount
Check #	Check Date	Object Description	Line Item Description	Invoice Amount	ARPA	HOT Tax
80062281	4/7/2022	AJR MEDIA GROUP			3,500.00	
		MEDIA ADVERTISING	ADVERTISING	3,500.00		
80062282	4/7/2022	CSC HOLDINGS, LLC			2,290.00	
		BUSINESS DEV INCENTIVE PROG	HANS JOHNSEN/SECURITY HARDWARE MEETING/MARCH	1,060.00		
		BUSINESS DEV INCENTIVE PROG	DANCE WITH ME USA/MARCH 2022	1,230.00		
80062283	4/7/2022	DIPIETRO, KATHERINE				75.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00		
0062284	4/7/2022	FEDERAL EXPRESS CORPORATION				59.73
		FREIGHT	SHIPPING	11.38		
		FREIGHT	SHIPPING	27.34		
		FREIGHT	SHIPPING	21.01		
0062285	4/7/2022	FOJTASEK, LORI				150.00
		COMMUNICATIONS	FEB 2022 - CELL	75.00		
		COMMUNICATIONS	MAR 2022 - CELL	75.00		
0062286	4/7/2022	FOSTER, WENDY				150.00
		COMMUNICATIONS	MAR 2022 - CELL	75.00		
		COMMUNICATIONS	FEB 2022 - CELL	75.00		
0062287	4/7/2022	EX DALLAS LP			2,250.00	
	, , -	BUSINESS DEV INCENTIVE PROG	ALM FIRST FINANCIAL INSTITUTE/MARCH 2022	2,250.00	,	
0062288	4/7/2022	HCRE LAS COLINAS TRS, LLC			138.00	
70000	.,,,,====	BUSINESS DEV INCENTIVE PROG	PRIMETIME SPORTS NATIONAL BASKETBALL/JULY 2021	138.00	200.00	
0062289	4/7/2022	HOPKINS, CHERYL	TRIVIETIVIE SI ORTS NATIONAL BASICEI BALLISOLT 2021	150.00		150.00
0002289	4///2022	COMMUNICATIONS	JAN 2022 - CELL	75.00		130.00
2002200	4/7/2022	COMMUNICATIONS	FEB 2022 - CELL	75.00	224 50	
0062290	4/7/2022	IMAGO MEDIA, INC.	ADVEDTICING	224.50	321.50	
	. /= /	MEDIA ADVERTISING	ADVERTISING	321.50		
0062291	4/7/2022	IRVING MARATHON GROUP LLC			10,000.00	
		EVENT SPONSORSHIPS	2022 IRVING MARATHON SERIES SPONSORSHIP	10,000.00		
0062292	4/7/2022	LEVINE, KATHY				196.32
		COMMUNICATIONS	MAR 2022 - CELL	65.44		
		COMMUNICATIONS	JAN 2022 - CELL	65.44		
		COMMUNICATIONS	FEB 2022 - CELL	65.44		
0062293	4/7/2022	LOPEZ, BRENDA				225.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00		
		COMMUNICATIONS	FEB 2022 - CELL	75.00		
		COMMUNICATIONS	MAR 2022 - CELL	75.00		
0062294	4/7/2022	MANSELL, LORI			88.00	150.00
		COMMUNICATIONS	JAN 2022 - CELL	75.00		
		COMMUNICATIONS	FEB 2022 - CELL	75.00		
		TRAVEL AND TRAINING	SOUTHWEST SHOWCASE - JAN 2022	60.00		
		TRAVEL AND TRAINING	AUSTIN SALES CALLS / CLIENT LUNCHEON - MAR 2022	28.00		
0062295	4/7/2022	MANUSAMA, DEBORA CHRISTY			1,200.00	
		MARKETING RESOURCES	PHOTOGRAPHY, SOCIAL MEDIA VIDEOGRAPHY	1,200.00		
0062296	4/7/2022	MEETING PROFESSIONALS INTERNAT	IONAL		7,375.00 `	
	•	MEDIA ADVERTISING	ADVERTISING	7,375.00	•	
0062297	4/7/2022	NORTHSTAR TRAVEL MEDIA, LLC		·	6,300.00	
		•			-	



		Vendor Name			Check	Amount
Check #	Check Date		Line Item Description	Invoice Amount	ARPA	HOT Tax
80062298	4/7/2022	DFW H38 OWNER LLC			1,730.00	
		BUSINESS DEV INCENTIVE PROG	ALOVEA IMPACT/MARCH 2022	1,730.00		
80062299	4/7/2022	SIMPLEVIEW WORLDWIDE, INC.			67,519.25	
		PROFESSIONAL SERVICES	3RD QUARTER	7,375.00		
		PROFESSIONAL SERVICES	3RD QUARTER	60,144.25		
80062300	4/7/2022	SMG			65,972.00	
		BUILDINGS MAINT	WATER FEATURE STONE REPAIR	7,869.00		
		BUILDINGS MAINT	BOILER REPAIRS/ REPLACE GATE ARMS ON WESTIN	27,079.00		
		BUILDINGS MAINT	COOLING TOWER #1 REPAIR / WATER FEATURE LIGHTING	31,024.00		
80062301	4/7/2022	TUCKER & ASSOCIATES, LLC			4,074.23	
		PROFESSIONAL SERVICES	MONTHLY RETAINER - APR 2022	4,000.00		
		PROFESSIONAL SERVICES	MAR 2022 - REIMBURSABLES	74.23		
80062302	4/14/2022	AMERICAN EXPRESS TRAVEL RELATED S	ERVICES CO, INC		60,861.23	4,077.99
	- •	ACCOUNTS PAYABLE	MAR 2022 - RECEIPTS	64,939.22	-	,
80062303	4/14/2022	FOUNDATION FOR INSPIRATION & RECO		- ,,,,,,,,	915.00	
	, - ,	BUSINESS DEV INCENTIVE PROG	FIRST IN TEXAS/MARCH 2022	915.00		
80062304	4/14/2022	MALONEY STRATEGIC COMMUNICATIO			26,210.00	
00002304	-, 1-, 2022	PROFESSIONAL SERVICES	2021/2022 ICVB ADVERTISING MANAGEMENT Q3	15,490.00	20,210.00	
		PROFESSIONAL SERVICES	2022 ICVB SIMPLEVIEW AD TRACKING CAMPAIGN	10,720.00		
80062305	4/14/2022	STAMATS COMMUNICATIONS, INC.	2022 ICVB SIIVIFELVIEW AD TRACKING CAIVIFAIGN	10,720.00	13,300.00	
80002303	4/14/2022	•	ADVERTIGIALC	12 200 00	13,300.00	
00003300	4/44/2022	MEDIA ADVERTISING	ADVERTISING	13,300.00	040.00	
80062306	4/14/2022	NATIONAL CATHOLIC BIOETHICS CENTE		040.00	948.00	
	4/44/2022	BUSINESS DEV INCENTIVE PROG	THE NATIONAL CATHOLIC BIOETHICS CENTER/FEB 2022	948.00	0.550.00	
80062307	4/14/2022	NORTHSTAR TRAVEL MEDIA, LLC			9,650.00	
		MEDIA ADVERTISING	ADVERTISING	9,650.00		
80062308	4/14/2022	SMG			419,133.61	
		PROFESSIONAL SERVICES	EXCLAIMER PURCHASE	729.60		
		PROFESSIONAL SERVICES	ONE LOGIN	8,300.00		
		OFFICE FURN AND FIXT LESS 5000	EXTENDED CUBICLE HEIGHT ON LEVEL 1A OFFICE SPACE	11,539.16		
		BUILDINGS	GRAND BALLROOM LIGHTING PROJECT	398,564.85		
80062309	4/14/2022	SMG				21,924.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2022	21,924.37		
80062310	4/14/2022	SOUTHERN BAPTISTS OF TEXAS CONVE	NTION		970.00	
		BUSINESS DEV INCENTIVE PROG	SOUTHERN BAPTIST OF TEXAS CONVENTION/FEB 2022	970.00		
80062311	4/14/2022	WFAA-TV INC			5,499.99	
		MEDIA ADVERTISING	ADVERTISING	5,499.99		
80062312	4/18/2022	FACILITY CONCESSION SERVICES, INC.			7,989.90	
		LOCAL PROGRAMS-PROMOTIONS	CLUB CORP CLASSIC APR 20-24, 2022 - DEPOSIT	7,989.90		
80062313	4/21/2022	BLOOM EMBRO INC.			677.88	
		SALES RESOURCES	NIKE DRI FIT GOLF SHIRTS WITH VISIT IRVING LOGO	677.88		
80062314	4/21/2022	CUTTS, SUSAN			806.25	
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 28 - APR 08, 2022	806.25		
80062315	4/21/2022	PIM HIGHLAND TRS CORPORTATION	·		956.00	
	, ,	BUSINESS DEV INCENTIVE PROG	DENTAL LABORATORY ASSOCIATION OF TX/APRIL 2022	956.00		
80062316	4/21/2022	FEDERAL EXPRESS CORPORATION	. 22	333.03		7.19
	.,,	FREIGHT	SHIPPING	7.19		7.13
80062317	4/21/2022	FIRED UP BRANDS, INC	5	7.13	3,333.33	
50002317	7/ 21/ 2022	PROFESSIONAL SERVICES	ICVB STAFF TRAINING	3,333.33	3,333.33	
		ESSIGNAL SERVICES	ISTS STATE IT WITH	3,333.33		

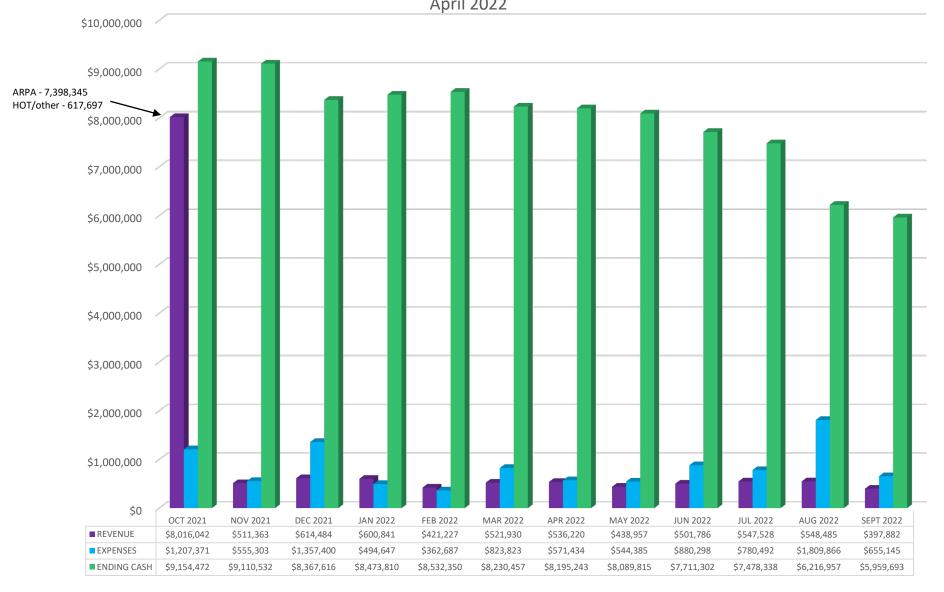


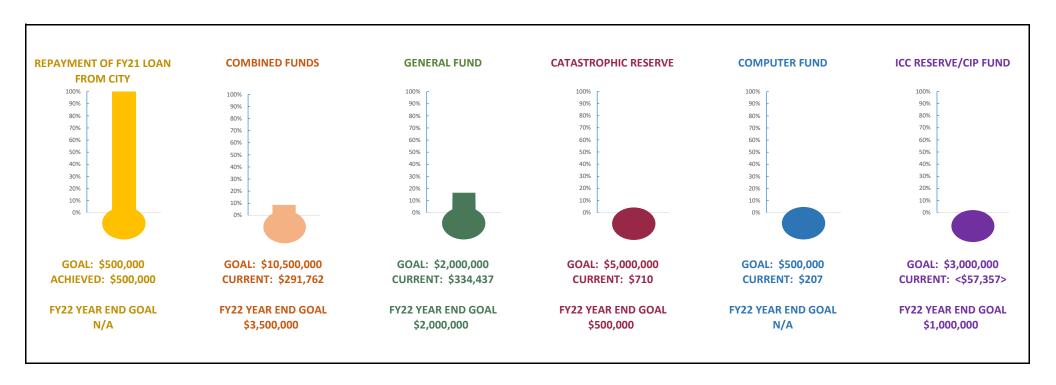
		Vendor Name			Check	Amount
Check #	Check Date	Object Description	Line Item Description	Invoice Amount	ARPA	HOT Tax
80062318	4/21/2022	EX DALLAS LP			926.00	
		MEMBERSHIPS, CERTS, & LICENSES	APRIL 2022	926.00		
80062319	4/21/2022	GREENSPRING MEDIA LLC			3,000.00	
		MEDIA ADVERTISING	ADVERTISING	3,000.00		
80062320	4/21/2022	INTERNATIONAL CITY/COUNTY MANA	GEMENT ASSOCIATION		356.00	
		BUSINESS DEV INCENTIVE PROG	ICMA MOUNTAIN PLAINS REGIONAL CONFERENCE/MAR	356.00		
80062321	4/21/2022	IRVING - LAS COLINAS ROTARY CLUB			101.00	
		MEMBERSHIPS, CERTS, & LICENSES	MARCH 2022	40.00		
		LOCAL PROGRAMS-PROMOTIONS	MARCH 2022	21.00		
		MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2022	40.00		
80062322	4/21/2022	MALONEY STRATEGIC COMMUNICATION	ON INC		6,950.71	
		PROFESSIONAL SERVICES	2022 ICVB SXSW ACTIVATION PHASE II	6,950.71		
80062323	4/21/2022	STAMATS COMMUNICATIONS, INC.			5,500.00	
		MEDIA ADVERTISING	ADVERTISING	5,500.00		
80062324	4/21/2022	PARKHILL, SMITH & COOPER, INC		· · · · · · · · · · · · · · · · · · ·	2,319.00	
		BUSINESS DEV INCENTIVE PROG	UNIVERSITY OF PARKHILL ANNUAL/APRIL 2022	2,319.00	•	
80062325	4/21/2022	PIONEER NATURAL RESOURCES USA, I	<u> </u>	<u> </u>	615.00	
	, , .	BUSINESS DEV INCENTIVE PROG	PIONEER NATURAL RESOURCES DALLAS CASA/NOV 2021	615.00		
80062326	4/21/2022	PITNEY BOWES GLOBAL FINANCIAL SE	<u> </u>			750.00
		POSTAGE	POSTAGE FOR METER	250.00		
		POSTAGE	POSTAGE FOR METER	250.00		
		POSTAGE	POSTAGE FOR METER	250.00		
80062327	4/21/2022	SMG	103//GETOK WETEK		9,534.72	
	., ==, ====	LOCAL PROGRAMS-PROMOTIONS	CATERING	4,529.47	5,55	
		PROFESSIONAL SERVICES	NETWORK SERVICES	5,005.25		
80062328	4/21/2022	STALLINGS, APRIL	HET WORK SERVICES	3,003.23		142.50
00002320	4/21/2022	COMMUNICATIONS	CELL PHONE - APRIL 2022	67.50		142.50
		COMMUNICATIONS	CELL PHONE - MARCH 2022	75.00		
80062329	4/21/2022	STAPLES	CELETITONE WANTED 2022	73.00		258.53
80002323	4/21/2022	OFFICE SUPPLIES	OFFICE SUPPLIES	258.53		238.33
80062330	4/21/2022	TEXAS CASA, INC.	OFFICE SUFFLIES	230.33	605.00	
80002330	4/21/2022	BUSINESS DEV INCENTIVE PROG	TEXAS CASA/THE FORUM/MARCH 2022	605.00	003.00	
00063331	4/20/2022		TEXAS CASAY THE FORUMY MARCH 2022	005.00		220.02
80062331	4/28/2022	CELLCO PARTNERSHIP COMMUNICATIONS	MARCH 2022	159.43		329.02
		COMMUNICATIONS	MARCH 2022	93.33		
00063333	4/20/2022	CUTTE SUSAN	MARCH 2022	76.26	921 25	
80062332	4/28/2022	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY CERVICES ARR 44 22 2022	831.25	831.25	
00000000	4/20/2022		DATA ENTRY SERVICES - APR 11 - 22, 2022	031.23	62.056.60	
80062333	4/28/2022	CVENT INC	ADVEDTICING	62.056.60	62,856.69	
00000000	4/20/2022	MEDIA ADVERTISING	ADVERTISING	62,856.69	550.00	
80062334	4/28/2022	EX DALLAS LP	DNCE DAILWAY A CRICULTURAL CURANUT / ADDU 2022	550.00	558.00	
	4/20/2222	BUSINESS DEV INCENTIVE PROG	BNSF RAILWAY AGRICULTURAL SUMMIT/APRIL 2022	558.00	4 4	
80062335	4/28/2022	GAINWELL ACQUISITION CORP			1,156.00	
		BUSINESS DEV INCENTIVE PROG	BUILD A THON/APRIL 2022	1,156.00		
80062336	4/28/2022	GAST, MAURA				459.29
		LOCAL PROGRAMS-PROMOTIONS	FEB 2022 - MISC	450.35		
		LOCAL PROGRAMS-PROMOTIONS	MAR 2022 - MISC	5.00		
		LOCAL PROGRAMS-PROMOTIONS	DEC 2021 - MISC	3.94		



Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check ARPA	Amount HOT Tax
80062337	4/28/2022	HCD DALLAS CORPORATION			4,035.00	
		BUSINESS DEV INCENTIVE PROG	DEBBIE SARDONE CONSULTING/CBF RETREAT/APR 2022	4,035.00		
80062338	4/28/2022	PARKHILL, SMITH & COOPER, INC			237.00	
		BUSINESS DEV INCENTIVE PROG	UNIVERSITY OF PARKHILL ANNUAL/WESTIN DFW/APR	237.00		
80062339	4/28/2022	THE RICHEY COMPANY			7,150.20	
		CONVENTION SERVICES MATERIALS	RECYCLABLE IMPRINTED PLASTIC BAGS	7,150.20		
		Total Number of Invoices	90	859,845.68	830,740.74	29,104.94
		Total Number of Checks	59		97%	3%

Irving Convention and Visitors Bureau FY22 Cash Flow April 2022







ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending: March 2022

IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX 2021 - 2022

LUX	URY & FULL SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022
1	Atrium Hotel and Suites DFW Airport	3,783.84	4,528.42	4,045.56	634.90	3,383.28	3,245.08
2	Dallas Marriott Hotel Las Colinas	37,970.09	33,483.93	24,467.35	22,307.01	29,716.95	43,897.66
3	DFW Airport Hotel & Conference Center	2,628.37	2,490.29	1,924.10	414.75	29.71	130.68
4	DFW Airport Marriott	40,597.86	44,001.44	24,067.21	40,491.61	35,076.69	43,231.22
5	Doubletree by Hilton DFW Airport North	0.00	0.00	0.00	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	23,760.06	22,304.84	19,367.30	17,870.25	20,520.11	27,134.33
7	Four Seasons Resort & Club	82,177.41	80,697.71	62,241.41	45,428.15	46,937.23	75,634.02
8	Hilton Garden Inn DFW Airport South	10,967.90	10,423.32	7,286.49	7,976.63	10,628.56	11,568.59
9	Hilton Garden Inn Las Colinas	10,627.57	9,520.04	7,534.88	7,252.60	9,901.03	12,187.92
10	Holiday Inn Irving Las Colinas	7,069.28	5,548.92	5,579.88	5,880.13	6,027.03	8,606.09
11	NYLO Las Colinas Tapestry Collection by Hilton	13,102.22	11,870.42	10,551.36	9,080.76	13,767.92	17,126.46
12	Omni Las Colinas Hotel	32,743.44	28,486.90	20,256.44	21,630.77	24,340.89	33,923.52
<i>13</i>	Sheraton DFW Airport Hotel	0.00	0.00	0.00	0.00	0.00	0.00
14	Texican Court	10,626.37	10,238.59	9,334.91	9,358.05	10,929.60	12,073.91
15	Westin DFW Airport	40,206.91	35,351.72	3,075.04	18,305.41	39,040.68	14,391.45
тот	AL LUXURY & FULL SERVICE	316,261.32	298,946.54	199,731.93	206,631.02	250,299.68	303,150.93
16	Westin Irving Convention Center Las Colinas	36,557.50	37,876.68	25,412.52	27,656.24	37,531.47	40,770.42

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

ALL	SUITE / EXTENDED STAY	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022
1	Comfort Inn DFW Airport North	4,642.86	3,309.17	3,780.49	3,794.95	4,719.92	5,920.86
2	Comfort Suites DFW Airport North	5,488.66	4,961.09	4,613.53	4,623.58	5,156.04	5,613.25
3	Comfort Suites Las Colinas	1,207.02	1,001.82	936.22	831.92	911.41	1,603.04
4	Country Inn & Suites by Carlson DFW Airport South	3,521.75	3,282.54	2,924.99	2,693.79	3,297.69	4,048.33
5	Element DFW Airport North	8,065.41	7,212.62	5,896.07	6,217.73	6,986.49	10,150.27
6	Extended Stay America Dallas DFW Airport North	2,337.12	1,394.21	1,320.19	2,452.66	1,777.72	1,358.44
7	Extended Stay America Dallas Las Colinas	1,858.48	1,476.93	1,472.61	1,132.03	1,622.11	1,769.65
8	Extended Stay Deluxe Green Park	1,237.03	1,109.52	1,706.64	1,882.33	1,964.33	2,464.92
9	Extended Stay Deluxe Las Colinas	1,189.45	944.16	653.92	1,290.77	562.14	1,632.04
10	Hawthorne Suites Irving DFW Airport South	2,318.89	1,608.81	1,119.44	1,322.57	1,975.37	1,859.81
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	8,560.70	7,620.69	7,237.90	7,532.27	9,310.69	9,379.83
13	Holiday Inn Express Hotel & Suites DFW Airport South	8,115.66	7,085.52	6,911.36	5,646.19	7,782.53	10,829.59
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	6,643.96	5,913.14	4,722.48	5,347.92	5,927.17	7,328.05
15	Home Towne Studios Dallas Irving	2,154.29	1,795.08	1,689.38	2,003.47	2,434.12	3,028.39
16	Homewood Suites by Hilton DFW Airport North	5,470.96	5,395.49	4,856.84	5,023.29	5,949.35	6,804.74
17	Homewood Suites by Hilton Las Colinas	9,559.37	8,304.84	7,968.12	8,480.67	8,097.22	10,692.47
18	Hyatt House Dallas Las Colinas	0.00	0.00	0.00	7,053.04	7,869.41	10,461.73
19	Oakwood Waterwalk Dallas Las Colinas	1,984.60	1,855.77	2,350.07	2,785.10	1,826.03	3,801.47
20	Residence Inn Dallas DFW Airport North Irving	4,867.76	4,676.38	3,897.89	4,066.10	4,657.35	6,254.38
21	Residence Inn Dallas Las Colinas	5,802.06	5,722.54	6,093.38	5,713.68	5,728.11	6,394.50
22	Sonesta ES Suites Dallas Las Colinas	3,044.44	2,832.77	1,939.41	1,960.49	2,854.54	3,251.66
23	Sonesta Simply Suites Dallas Las Colinas	1,393.66	1,796.70	1,341.21	1,481.41	1,852.85	2,279.43
24	Springhill Suites Dallas DFW Airport East Las Colinas	4,876.33	4,763.28	4,562.12	4,263.30	4,255.58	5,342.00
25	Staybridge Suites DFW Airport North	3,120.31	3,201.63	2,504.37	1,908.88	3,376.41	4,688.40
26	TownePlace Suites Dallas DFW Airport North Irving	7,718.96	6,249.28	2,668.04	5,188.10	5,740.73	8,248.83
27	TownePlace Suites Dallas Las Colinas	4,539.84	4,987.08	3,395.01	3,564.56	5,560.30	6,695.85
28	Woodspring Suites Signature	2,349.47	1,162.23	1,192.49	1,831.95	2,063.81	2,198.17
TOT	AL ALL SUITE / EXTENDED STAY	112,069.04	99,663.29	87,754.17	100,092.75	114,259.42	144,100.10

BUE	OGET SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022
1	Arya Inn & Suites	879.39	888.61	905.60	894.95	893.23	1,037.52
2	Best Western Irving Inn & Suites DFW South	3,431.08	3,713.85	3,820.29	2,920.69	2,920.70	3,691.34
3	Budget Inn & Suites	67.69	64.05	68.02	93.05	54.29	75.52
4	Budget Suites of America Las Colinas	586.81	1,373.32	1,215.12	353.94	0.00	1,462.58
5	Clarion Inn & Suites	3,955.98	3,367.31	3,268.36	2,763.90	3,966.17	2,697.04
6	Crossroads Hotel & Suites	1,412.00	1,128.59	1,584.58	1,579.87	1,408.55	1,489.47
7	Days Inn	4,913.29	4,450.75	4,299.64	4,989.05	5,276.73	6,180.19
8	Days Inn DFW Airport North	4,038.04	3,616.35	3,732.00	3,313.53	3,558.86	4,383.17
9	Delux Inn	812.48	796.11	713.63	687.36	567.92	980.90
10	Delux Suites Motel	63.46	62.08	68.40	76.00	86.66	107.93
11	Gateway Inn	626.89	618.08	531.10	532.47	495.30	619.22
12	Magnuson Extended Stay & Suites Airport Hotel	1,804.86	1,677.43	1,163.84	1,549.53	1,805.92	2,284.49
13	Motel 6 Dallas DFW South	1,721.00	1,672.73	1,680.21	1,558.79	1,595.17	1,648.86
14	Motel 6 Dallas Irving	3,527.81	3,148.09	2,880.32	2,995.02	2,824.98	3,271.14
15	Motel 6 DFW North	3,162.99	2,557.99	2,256.37	2,283.62	3,162.75	3,865.77
16	Motel 6 Irving Loop 12	1,056.56	993.72	929.88	841.71	718.27	1,027.55
17	OYO Hotel DFW Airport South	2,123.70	1,864.07	1,679.80	2,035.61	2,278.36	2,501.06
18	OYO Hotel DFW Airport North	348.26	0.00	558.36	251.13	678.41	464.98
19	Quality Inn & Suites DFW Airport South	2,760.11	2,611.23	2,426.30	1,937.51	2,891.73	3,179.09
20	Red Roof Inn Dallas DFW Airport North	5,648.37	4,819.00	4,412.49	4,391.15	4,232.22	5,195.84
21	Studio 6 / Motel 6 DFW Airport East	2,976.50	2,680.54	2,872.95	2,367.05	2,494.27	3,151.94
22	Super 8 Hotel DFW South	2,981.53	2,347.31	2,381.92	2,705.73	2,674.90	3,268.41
23	Super 8 Motel DFW North	2,893.74	2,790.12	2,738.58	2,640.84	2,625.27	3,030.94
TOT	AL BUDGET SERVICE	51,792.54	47,241.33	46,187.76	43,762.50	47,210.66	55,614.95

LIM	ITED SERVICE	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2021
1	aLoft Las Colinas	9,963.33	9,010.54	7,762.02	8,115.09	9,369.19	12,066.05
2	Best Western Plus DFW Airport Suites North	4,582.23	4,054.27	3,477.43	3,444.02	4,454.45	5,314.51
3	Courtyard Dallas DFW Airport North Irving	13,203.24	12,661.84	10,210.14	10,399.35	12,885.67	16,671.27
4	Courtyard Dallas DFW Airport South Irving	12,273.74	10,168.05	7,959.26	6,584.26	7,719.90	8,942.21
5	Courtyard Dallas Las Colinas	7,753.24	7,210.28	5,366.04	4,358.72	7,321.51	10,345.84
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	7,950.62	7,232.38	6,818.02	7,404.65	7,994.04	8,932.21
7	Fairfield Inn & Suites Dallas Las Colinas	3,972.25	3,847.11	3,656.16	3,041.89	3,534.58	5,345.62
8	Fairfield Inn Dallas DFW Airport North Irving	6,026.25	6,927.03	6,498.87	6,573.18	7,702.62	9,686.16
9	Hampton Inn Dallas Irving Las Colinas	6,961.53	6,651.29	5,594.17	5,697.70	6,707.49	8,629.07
10	Home2 Suites by Hilton DFW Airport North	8,814.52	7,626.08	6,272.30	6,428.71	7,125.52	9,069.09
11	Home2 Suites by Hilton DFW Airport South Irving	8,736.38	7,253.49	6,041.81	8,164.25	8,780.34	9,771.86
12	Hyatt Place Dallas Las Colinas	8,272.42	6,694.98	6,003.59	5,886.38	7,206.03	6,414.78
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	<i>8,532.36</i>	9,274.42	1,696.48	7,247.16	8,343.70	0.00
15	La Quinta Inn & Suites DFW Airport South	6,177.91	5,317.02	4,875.56	5,478.81	5,656.81	0.00
16	La Quinta Inn Hotel & Suites Las Colinas	4,027.91	4,342.81	1,967.45	3,228.70	4,032.31	4,741.03
17	Quality Inn & Suites DFW Airport	5,650.45	5,134.51	5,148.08	4,999.60	5,438.59	6,501.07
18	Residence Inn Dallas DFW Airport South Irving	9,455.50	9,282.06	7,089.43	5,441.52	8,486.24	8,261.74
19	Wingate Inn by Wyndham Dallas Las Colinas	4,139.93	3,224.25	3,131.11	3,760.30	3,370.93	0.00
20	Wingate Inn by Wyndham DFW Airport North	3,940.92	3,105.10	3,189.95	2,565.88	3,886.97	4,685.34
тот	AL LIMITED SERVICE	140,434.73	129,017.51	102,757.87	108,820.17	130,016.89	135,377.85

TOTAL SHORT TERM RENTALS	4,166.11	4,483.18	4,107.53	3,040.47	3,000.41	4,323.03
Number of locations	52	56	54	40	38	40

SUMMARY	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022
GRAND TOTAL	624,723.74	579,351.85	440,539.26	462,346.91	544,787.06	642,566.86
BUDGET	455,404.00	400,078.00	336,177.00	415,184.00	433,768.00	438,957.00
DIFFERENCE	169,319.74	179,273.85	104,362.26	47,162.91	111,019.06	203,609.86
DIFFERENCE	37.2%	44.8%	31.0%	11.4%	25.6%	46.4%
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CUMULATIVE YEAR TO DATE ACTUAL	624,723.74	1,204,075.59	1,644,614.85	2,106,961.76	2,651,748.82	3,294,315.68
BUDGET	455,404.00	855,482.00	1,191,659.00	1,606,843.00	2,040,611.00	2,479,568.00
DIFFERENCE	169,319.74	348,593.59	452,955.85	500,118.76	611,137.82	814,747.68

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IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX

MONTHLY COMPARISON: MARCH

LUX	CURY & FULL SERVICE	MAR 2021	MAR 2022	DIFFERENCE	PERCENT
1	Atrium Hotel and Suites DFW Airport	3,281.09	3,245.08	(36.01)	-1.10%
2	Dallas Marriott Hotel Las Colinas	14,276.17	43,897.66	29,621.49	207.49%
3	DFW Airport Hotel & Conference Center	2,265.65	130.68	(2,134.97)	-94.23%
4	DFW Airport Marriott	20,804.58	43,231.22	22,426.64	107.80%
5	Doubletree by Hilton DFW Airport North	10,256.80	0.00	(10,256.80)	-100.00%
6	Embassy Suites DFW Airport South	19,798.65	27,134.33	7,335.68	37.05%
7	Four Seasons Resort & Club	30,537.18	75,634.02	45,096.84	147.68%
8	Hilton Garden Inn DFW Airport South	9,662.75	11,568.59	1,905.84	19.72%
9	Hilton Garden Inn Las Colinas	6,736.69	12,187.92	5,451.23	80.92%
10	Holiday Inn Irving Las Colinas	4,361.44	8,606.09	4,244.65	97.32%
11	NYLO Las Colinas Tapestry Collection by Hilton	6,344.98	17,126.46	10,781.48	169.92%
12	Omni Las Colinas Hotel	13,474.53	33,923.52	20,448.99	151.76%
13	Sheraton DFW Airport Hotel	11,060.55	0.00	(11,060.55)	-100.00%
14	Texican Court	6,359.93	12,073.91	5,713.98	89.84%
15	Westin DFW Airport	closed	14,391.45	14,391.45	100.00%
TO	TAL LUXURY & FULL SERVICE	159,220.99	303,150.93	143,929.94	90.40%
16	Westin Irving Convention Center Las Colinas	12,876.23	40,770.42	27,894.19	216.63%

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

ALL	SUITE / EXTENDED STAY	MAR 2021	MAR 2022	DIFFERENCE	PERCENT
1	Comfort Inn DFW Airport North	3,876.05	5,920.86	2,044.81	52.75%
2	Comfort Suites DFW Airport North	4,222.31	5,613.25	1,390.94	32.94%
3	Comfort Suites Las Colinas	1,121.76	1,603.04	481.28	42.90%
4	Country Inn & Suites by Carlson DFW Airport South	2,716.29	4,048.33	1,332.04	49.04%
5	Element DFW Airport North	5,801.45	10,150.27	4,348.82	74.96%
6	Extended Stay America Dallas DFW Airport North	2,573.46	1,358.44	(1,215.02)	-47.21%
7	Extended Stay America Dallas Las Colinas	1,417.07	1,769.65	352.58	24.88%
8	Extended Stay Deluxe Green Park	1,873.02	2,464.92	591.90	31.60%
9	Extended Stay Deluxe Las Colinas	1,523.49	1,632.04	108.55	7.13%
10	Hawthorne Suites Irving DFW Airport South	1,144.27	1,859.81	715.54	62.53%
11	Hawthorne Suites DFW Airport North	closed	closed	0.00	0.00%
12	Holiday Inn Express Hotel & Suites DFW Airport North	4,263.50	9,379.83	5,116.33	120.00%
13	Holiday Inn Express Hotel & Suites DFW Airport South	5,224.59	10,829.59	5,605.00	107.28%
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	4,540.48	7,328.05	2,787.57	61.39%
15	Home Towne Studios Dallas Irving	2,358.83	3,028.39	669.56	28.39%
16	Homewood Suites by Hilton DFW Airport North	4,572.52	6,804.74	2,232.22	48.82%
17	Homewood Suites by Hilton Las Colinas	6,009.83	10,692.47	4,682.64	77.92%
18	Hyatt House Dallas Las Colinas	8,704.21	10,461.73	1,757.52	20.19%
19	Oakwood Waterwalk Dallas Las Colinas	3,355.22	3,801.47	446.25	13.30%
20	Residence Inn Dallas DFW Airport North Irving	3,306.36	6,254.38	2,948.02	89.16%
21	Residence Inn Dallas Las Colinas	5,782.88	6,394.50	611.62	10.58%
22	Sonesta ES Suites Dallas Las Colinas	3,344.46	3,251.66	(92.80)	-2.77%
23	Sonesta Simply Suites Dallas Las Colinas	1,631.97	2,279.43	647.46	39.67%
24	Springhill Suites Dallas DFW Airport East Las Colinas	3,492.56	5,342.00	1,849.44	52.95%
25	Staybridge Suites DFW Airport North	4,815.96	4,688.40	(127.56)	-2.65%
26	TownePlace Suites Dallas DFW Airport North Irving	5,435.14	8,248.83	2,813.69	51.77%
27	TownePlace Suites Dallas Las Colinas	3,641.45	6,695.85	3,054.40	83.88%
28	Woodspring Suites Signature	2,874.37	2,198.17	(676.20)	-23.53%
TO	AL ALL SUITE / EXTENDED STAY	99,623.50	144,100.10	44,476.60	44.64%

BUI	OGET SERVICE	MAR 2021	MAR 2022	DIFFERENCE	PERCENT
1	Arya Inn & Suites	1,019.29	1,037.52	18.23	1.79%
2	Best Western Irving Inn & Suites DFW South	3,190.65	3,691.34	500.69	15.69%
3	Budget Inn & Suites	90.35	75.52	(14.83)	-16.41%
4	Budget Suites of America Las Colinas	558.21	1,462.58	904.37	162.01%
5	Clarion Inn & Suites	2,697.04	2,697.04	0.00	0.00%
6	Crossroads Hotel & Suites	901.06	1,489.47	588.41	65.30%
7	Days Inn	3,963.61	6,180.19	2,216.58	55.92%
8	Days Inn DFW Airport North	3,975.66	4,383.17	407.51	10.25%
9	Delux Inn	747.11	980.90	233.79	31.29%
10	Delux Suites Motel	69.85	107.93	38.08	54.52%
11	Gateway Inn	566.92	619.22	52.30	9.23%
12	Magnuson Extended Stay & Suites Airport Hotel	2,358.22	2,284.49	(73.73)	-3.13%
13	Motel 6 Dallas DFW South	1,640.69	1,648.86	8.17	0.50%
14	Motel 6 Dallas Irving	2,723.02	3,271.14	548.12	20.13%
15	Motel 6 DFW North	2,808.70	3,865.77	1,057.07	37.64%
16	Motel 6 Irving Loop 12	1,018.09	1,027.55	9.46	0.93%
17	OYO Hotel DFW Airport South	2,724.87	2,501.06	(223.81)	-8.21%
18	OYO Hotel DFW Airport North	234.44	464.98	230.54	98.34%
19	Quality Inn & Suites DFW Airport South	2,075.04	3,179.09	1,104.05	53.21%
20	Red Roof Inn Dallas DFW Airport North	4,787.59	5,195.84	408.25	8.53%
21	Studio 6 / Motel 6 DFW Airport East	4,071.36	3,151.94	(919.42)	-22.58%
22	Super 8 Hotel DFW South	2,035.81	3,268.41	1,232.60	60.55%
23	Super 8 Motel DFW North	1,594.18	3,030.94	1,436.76	90.13%
TO	TAL BUDGET SERVICE	45,851.76	55,614.95	9,763.19	21.29%

LIM	ITED SERVICE	MAR 2021	MAR 2022	DIFFERENCE	PERCENT
1	aLoft Las Colinas	4,924.33	12,066.05	7,141.72	145.03%
2	Best Western Plus DFW Airport Suites North	4,257.74	5,314.51	1,056.77	24.82%
3	Courtyard Dallas DFW Airport North Irving	9,047.74	16,671.27	7,623.53	84.26%
4	Courtyard Dallas DFW Airport South Irving	5,994.13	8,942.21	2,948.08	49.18%
5	Courtyard Dallas Las Colinas	5,256.76	10,345.84	5,089.08	96.81%
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	5,740.05	8,932.21	3,192.16	55.61%
7	Fairfield Inn & Suites Dallas Las Colinas	4,734.32	5,345.62	611.30	12.91%
8	Fairfield Inn Dallas DFW Airport North Irving	closed	9,686.16	6,026.25	100.00%
9	Hampton Inn Dallas Irving Las Colinas	4,598.54	8,629.07	4,030.53	87.65%
10	Home2 Suites by Hilton DFW Airport North	6,656.50	9,069.09	2,412.59	36.24%
11	Home2 Suites by Hilton DFW Airport South Irving	7,434.46	9,771.86	2,337.40	31.44%
12	Hyatt Place Dallas Las Colinas	8,988.66	6,414.78	(2,573.88)	-28.63%
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	0.00	0.00%
14	La Quinta Inn & Suites DFW Airport North	2,569.18	0.00	(2,569.18)	-100.00%
15	La Quinta Inn & Suites DFW Airport South	6,599.31	0.00	(6,599.31)	-100.00%
16	La Quinta Inn Hotel & Suites Las Colinas	3,749.00	4,741.03	992.03	26.46%
17	Quality Inn & Suites DFW Airport	3,534.24	6,501.07	2,966.83	83.95%
18	Residence Inn Dallas DFW Airport South Irving	7,251.67	8,261.74	1,010.07	13.93%
19	Wingate Inn by Wyndham Dallas Las Colinas	3,248.48	0.00	(3,248.48)	-100.00%
20	Wingate Inn by Wyndham DFW Airport North	3,243.73	4,685.34	1,441.61	44.44%
TOT	AL LIMITED SERVICE	97,828.84	135,377.85	37,549.01	38.38%

TOTAL SHORT TERM RENTALS	4,725.74	4,323.03	(402.71)	-8.52%
Number of locations	45	40	(5)	-11.11%
GRAND TOTAL	407,250.83	642,566.86	235,316.03	57.78%

IRVING CONVENTION AND VISITORS BUREAU HOTEL OCCUPANCY TAX

QUARTERLY COMPARISON: JANUARY - MARCH (Q2)

LUX	(URY & FULL SERVICE	2022	2021	2020
1	Atrium Hotel and Suites DFW Airport	7,263.26	6,564.54	10,722.05
2	Dallas Marriott Hotel Las Colinas	95,921.62	32,489.76	103,374.98
3	DFW Airport Hotel & Conference Center	575.14	3,796.51	4,543.84
4	DFW Airport Marriott	118,799.52	54,629.34	129,467.75
5	Doubletree by Hilton DFW Airport North	0.00	19,773.98	51,120.25
6	Embassy Suites DFW Airport South	65,524.69	47,348.38	68,891.50
7	Four Seasons Resort & Club	167,999.40	64,417.69	151,638.38
8	Hilton Garden Inn DFW Airport South	30,173.78	20,910.10	34,976.05
9	Hilton Garden Inn Las Colinas	29,341.55	14,827.18	35,398.16
10	Holiday Inn Irving Las Colinas	20,513.25	9,474.31	21,757.40
11	NYLO Las Colinas Tapestry Collection by Hilton	39,975.14	14,592.38	24,249.48
12	Omni Las Colinas Hotel	79,895.18	27,809.39	112,486.01
13	Sheraton DFW Airport Hotel	0.00	25,213.67	62,853.19
14	Texican Court	32,361.56	14,496.63	26,752.62
15	Westin DFW Airport	71,737.54	8,877.29	112,846.97
TO	TAL LUXURY & FULL SERVICE	760,081.63	365,221.15	951,078.63
16	Westin Irving Convention Center Las Colinas	105,958.13	29,515.02	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%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL	SUITE / EXTENDED STAY	2022	2021	2020
1	Comfort Inn DFW Airport North	14,435.73	8,651.05	11,364.45
2	Comfort Suites DFW Airport North	15,392.87	10,384.31	11,857.68
3	Comfort Suites Las Colinas	3,346.37	2,480.89	5,550.02
4	Country Inn & Suites by Carlson DFW Airport South	10,039.81	5,511.03	8,810.41
5	Element DFW Airport North	23,354.49	12,097.45	23,544.82
6	Extended Stay America Dallas DFW Airport North	5,588.82	5,450.12	6,898.72
7	Extended Stay America Dallas Las Colinas	4,523.79	3,870.09	6,907.73
8	Extended Stay Deluxe Green Park	6,311.58	3,311.61	3,667.00
9	Extended Stay Deluxe Las Colinas	3,484.95	2,556.27	3,286.90
10	Hawthorne Suites Irving DFW Airport South	5,157.75	2,467.87	5,299.82
11	Hawthorne Suites DFW Airport North	0.00	3,251.90	9,451.21
12	Holiday Inn Express Hotel & Suites DFW Airport North	26,222.79	9,586.66	22,468.77
13	Holiday Inn Express Hotel & Suites DFW Airport South	24,258.31	10,068.97	16,263.74
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	18,603.14	10,066.90	16,907.11
15	Home Towne Studios Dallas Irving	7,465.98	5,837.99	5,764.95
16	Homewood Suites by Hilton DFW Airport North	17,777.38	11,396.56	18,269.68
17	Homewood Suites by Hilton Las Colinas	27,270.36	10,991.54	28,727.71
18	Hyatt House Dallas Las Colinas	25,384.18	15,079.72	25,083.41
19	Oakwood Waterwalk Dallas Las Colinas	8,412.60	6,640.93	8,721.39
20	Residence Inn Dallas DFW Airport North Irving	14,977.83	8,960.32	16,808.66
21	Residence Inn Dallas Las Colinas	17,836.29	13,817.04	19,332.64
22	Sonesta ES Suites Dallas Las Colinas	8,066.69	6,732.18	19,944.84
23	Sonesta Simply Suites Dallas Las Colinas	5,613.69	2,866.45	9,441.51
24	Springhill Suites Dallas DFW Airport East Las Colinas	13,860.88	7,331.49	22,548.08
25	Staybridge Suites DFW Airport North	9,973.69	10,147.78	16,065.76
26	TownePlace Suites Dallas DFW Airport North Irving	19,177.66	12,565.73	20,916.61
27	TownePlace Suites Dallas Las Colinas	15,820.71	6,328.25	18,246.60
28	Woodspring Suites Signature	6,093.93	5,675.71	5,840.75
TOI	TAL ALL SUITE / EXTENDED STAY	358,452.27	214,126.81	387,990.97

BU	OGET SERVICE	2022	2021	2020
1	Arya Inn & Suites	2,825.70	2,374.34	1,750.17
2	Best Western Irving Inn & Suites DFW South	9,532.73	7,588.40	12,484.80
3	Budget Inn & Suites	222.86	228.87	413.95
4	Budget Suites of America Las Colinas	1,816.52	2,003.17	1,692.45
5	Clarion Inn & Suites	9,427.11	6,818.77	8,667.11
6	Crossroads Hotel & Suites	4,477.89	2,470.42	3,830.34
7	Days Inn	16,445.97	9,526.31	9,355.62
8	Days Inn DFW Airport North	11,255.56	8,600.75	10,435.81
9	Delux Inn	2,236.18	1,657.89	1,722.11
10	Delux Suites Motel	270.59	190.60	531.99
11	Gateway Inn	1,646.99	1,261.75	1,367.54
12	Magnuson Extended Stay & Suites Airport Hotel	5,639.94	5,161.22	0.00
13	Motel 6 Dallas DFW South	4,802.82	4,513.41	3,950.39
14	Motel 6 Dallas Irving	9,091.14	6,991.64	7,065.09
15	Motel 6 DFW North	9,312.14	6,554.46	4,549.97
16	Motel 6 Irving Loop 12	2,587.53	2,493.59	2,370.47
17	OYO Hotel DFW Airport South	6,815.03	6,920.30	6,675.20
18	OYO Hotel DFW Airport North	1,394.52	359.41	712.45
19	Quality Inn & Suites DFW Airport South	8,008.33	3,861.94	7,640.31
20	Red Roof Inn Dallas DFW Airport North	13,819.21	12,158.70	11,423.04
21	Studio 6 / Motel 6 DFW Airport East	8,013.26	8,364.70	7,599.63
22	Super 8 Hotel DFW South	8,649.04	4,941.65	4,169.10
23	Super 8 Motel DFW North	8,297.05	4,346.44	6,613.04
TOI	AL BUDGET SERVICE	146,588.11	109,388.73	115,020.58

LIM	ITED SERVICE	2022	2021	2020
1	aLoft Las Colinas	29,550.33	9,015.17	28,191.98
2	Best Western Plus DFW Airport Suites North	13,212.98	9,386.07	11,562.1
3	Courtyard Dallas DFW Airport North Irving	39,956.29	19,151.85	35,738.90
4	Courtyard Dallas DFW Airport South Irving	23,246.37	11,136.13	23,841.10
5	Courtyard Dallas Las Colinas	22,026.07	12,199.70	27,778.2
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	24,330.90	14,116.27	27,490.9
7	Fairfield Inn & Suites Dallas Las Colinas	11,922.09	4,734.32	14,447.13
8	Fairfield Inn Dallas DFW Airport North Irving	23,961.96	0.00	0.00
9	Hampton Inn Dallas Irving Las Colinas	21,034.26	10,095.60	25,060.6
10	Home2 Suites by Hilton DFW Airport North	22,623.32	15,694.87	22,260.4
11	Home2 Suites by Hilton DFW Airport South Irving	26,716.45	16,822.32	22,082.12
12	Hyatt Place Dallas Las Colinas	19,507.19	8,988.66	25,367.8
13	Jefferson Street Bed & Breakfast Inn	0.00	0.00	36.48
14	La Quinta Inn & Suites DFW Airport North	15,590.86	12,272.53	24,422.98
15	La Quinta Inn & Suites DFW Airport South	11,135.62	14,807.65	17,288.0
16	La Quinta Inn Hotel & Suites Las Colinas	12,002.04	9,147.02	11,936.6
17	Quality Inn & Suites DFW Airport	16,939.26	7,845.96	12,809.3
18	Residence Inn Dallas DFW Airport South Irving	22,189.50	15,643.16	23,792.5
19	Wingate Inn by Wyndham Dallas Las Colinas	7,131.23	8,063.09	5,106.7
20	Wingate Inn by Wyndham DFW Airport North	11,138.19	6,535.11	7,423.3
тот	AL LIMITED SERVICE	374,214.91	205,655.48	366,637.8
TOT	AL SHORT TERM RENTALS	10,363.91	10,926.12	0.0
101	AL SHORT TERIVINEIVIALS	•	•	0.0
		118	130	
CD/	AND TOTAL	1,649,700.83	905,318.29	1,820,728.0







Date Distributed: May 13, 2022

Monthly Financial Summary For Period Ending April 30, 2022

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income								,		,			
Direct Event Income													
Rental Income	84,120	97,552	38,325	127,975	82,275	143,319	141,320	118,700	208,125	116,000	210,575	110,525	1,478,811
Service Income	38,043	41,347	22,029	29,134	30,944	75,707	33,636	31,100	23,000	22,000	26,600	26,100	399,638
Service Expenses	(55,054)	(59,933)	(27,912)	(47,174)	(46,087)	(94,789)	(70,999)	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)	(651,948)
Total Direct Event Income	67,109	78,967	32,442	109,935	67,132	124,237	103,957	99,800	181,125	88,000	187,175	86,625	1,226,501
Ancillary Income													
F & B Concessions	16,413	39,965	11,425	33,076	14,921	17,438	30,507	2,000	25,000	1,500	5,000	10,000	207,244
F & B Catering	111,491	199,961	146,540	130,994	143,660	233,529	197,441	214,320	300,372	184,680	164,540	394,972	2,422,500
Parking: Self Parking	37,393	55,938	17,618	30,735	32,981	31,574	33,834	12,505	17,917	16,605	20,032	19,065	326,197
Electrical Services	10,160	4,790	2,600	4,125	5,955	35,612	1,105	6,250	6,250	6,250	7,750	6,250	97,097
Audio Visual	-	162	(0)	(0)	(1,181)	(900)	0	-	-	-	-	-	(1,919)
Internet Services	1,445	(140)	105	(820)	350	630	6,900	-	-	-	-	-	8,470
Total Ancillary Income	176,902	300,676	178,288	198,110	196,686	317,883	269,787	235,075	349,539	209,035	197,322	430,287	3,059,589
Table	244.044	270.642	240 720	200.045	262.040	442.420	272 744	224.075	520.664	207.025	204 407	546.042	4 205 004
Total Event Income	244,011	379,642	210,730	308,045	263,818	442,120	373,744	334,875	530,664	297,035	384,497	516,912	4,286,094
Other Operating Income	59,701	46,198	47,409	39,897	48,876	70,848	81,952	46,424	46,424	46,424	46,424	46,424	627,003
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
icve Operating Subsidy			348,000			330,000			346,730			346,230	1,393,000
Adjusted Gross Income	303,712	425,841	606,139	347,942	312,694	862,968	455,696	381,299	925,839	343,459	430,921	911,586	6,308,096
Operating Expenses													
Employee Salaries and Wages	170,316	181,153	174,735	177,058	172,087	184,697	195,520	197,520	197,220	197,220	197,220	251,212	2,295,958
Benefits	48,886	47,313	48,014	54,607	51,576	59,290	(28,541)	61,164	61,164	61,164	61,164	61,164	586,965
Less: Event Labor Allocations	(5,711)	(6,778)	(3.582)	(3,504)	(5,279)	(3,660)	(5,356)	(7,500)	(7.500)	(7,500)	(7,500)	(7,500)	(71,370)
Net Employee Wages and Benefits	213,491	221,688	219,167	228,161	218,384	240,327	161,623	251,184	250,884	250,884	250,884	304,876	2,811,553
Contracted Services	62,204	56,194	89,302	57,582	62,085	59,711	61,491	65,038	65,038	65,038	65,038	65,038	773,760
General and Administrative	42,538	94,338	(38,562)	40,894	19,098	19,179	13,614	41,329	40,576	41,251	40,266	142,169	496,691
Operations	29,106	25,867	20,351	21,016	27,250	27,165	33,900	24,527	24,527	24,527	24,527	24,638	307,401
Repair & Maintenance	46,573	41,920	38,218	39,912	55,278	40,846	30,583	32,042	32,042	32,042	32,042	39,042	460,540
Supplies	10,689	7,687	7,347	12,977	8,055	17,697	10,968	9,041	9,041	9,041	9,041	8,852	120,437
Insurance	4,761	5,305	5,561	5,994	5,195	4,876	8,230	8,230	8,230	8,230	8,230	8,230	81,072
Utilities	49,414	40,756	43,366	44,237	43,028	49,006	42,854	43,333	43,333	43,333	43,333	80,179	566,170
Other	516	41,144	1,309	353	49	174	224	42	42	42	42	42	43,980
SMG Management Fees	26,985	35,662	28,761	31,555	30,322	36,668	37,031	32,756	43,273	31,466	30,173	49,471	414,123
Total Operating Expenses	486,277	570,560	414,820	482,681	468,744	495,649	400,518	507,522	516,986	505,854	503,576	722,537	6,075,727
Net Income (Loss) From Operations	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(126,223)	408,853	(162,395)	(72,655)	189,049	232,369
reconce (2009) from operations	(102,503)	(144,720)	131,313	(254,755)	(130,030)	307,313	33,170	(120,223)	.00,033	(102,333)	(12,033)	103,043	232,303
Net Income After Other Income (Expenses)	(182,565)	(144,720)	191,319	(134,739)	(156,050)	367,319	55,178	(126,223)	408,853	(162,395)	(72,655)	189,049	232,369

FYE22 APR P&L.xlsx Board Lead Income Statement

ASM - Irving Convention Center Financial Statements Monthly Highlights For the Month Ending April 30, 2022

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	25,760	11,165	14,595	7,110
Events	22	9	13	6
Event Days	28	17	11	19
Direct Event Income	103,957	126,750	(22,793)	69,644
Ancillary Income	269,787	231,845	37,942	48,650
Total Event Income	373,744	358,595	15,149	118,294
Other Operating Income	81,952	66,421	15,531	27,675
Adjusted Gross Income	455,696	425,016	30,680	145,969
Indirect Expenses	(400,518)	(492,659)	92,141	(366,241)
Net Income (Loss) From Operations	55,178	(67,643)	122,821	(220,272)

ASM - Irving Convention Center Financial Statements Year to Date Highlights For the Seven Months Ending April 30, 2022

Attendance	Year to Date Actual 93,099	Year to Date Budget 84,515	Variance 8,584	Prior YTD Actual 25,313
Events	118	85	33	29
Event Days	198	171	27	84
Direct Event Income	583,787	605,205	(21,418)	370,463
Ancillary Income	1,638,328	1,208,177	430,151	248,559
Total Event Income	2,222,115	1,813,382	408,733	619,022
Other Operating Income	394,883	464,947	(70,064)	185,784
Adjusted Gross Income	2,616,998	2,278,329	338,669	804,806
Indirect Expenses	(3,319,245)	(3,439,093)	119,848	(2,523,835)
Net Income (Loss) From Operations	(702,247)	(1,160,764)	458,517	(1,719,029)

ASM - Irving Convention Center Balance Sheet April 30, 2022

ASSETS

HOOFIG	•		
\$	1,513,969		
	75,030		
			1,811,783
		\$ 	1,811,783
IES ANI	D EQUITY		
\$	550,877		
	192,712		
	0		
	1,072,442		
	0		
			1,816,031
	0		
			0
			1,816,031
	15,652,139		
	(14,954,139)		
_	(702,248)		
			(4,248)
		\$	1,811,783
	\$ IES ANI	205,889 18,889 73,036 Second Secon	\$ 1,513,969 205,889 18,889 73,036 SIES AND EQUITY \$ 550,877 192,712 0 1,072,442 0 0 15,652,139 (14,954,139) (702,248)

ASM - Irving Convention Center Income Statement For the Seven Months Ending April 30, 2022

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME		C	. ,		υ	· /	
Direct Event Income							
Rental Income	141,320	134,000	7,320	714,886	637,836	77,050	349,456
Service Revenue	33,636	22,500	11,136	270,837	175,619	95,218	73,061
Service Expenses	(70,999)	(29,750)	(41,249)	(401,936)	(208,250)	(193,686)	(52,054)
Total Direct Event In	103,957	126,750	(22,793)	583,787	605,205	(21,418)	370,463
Ancillary Income							
F & B Concessions	30,507	7,500	23,007	163,743	70,310	93,433	38,834
F & B Catering	197,441	200,260	(2,819)	1,163,613	950,377	213,236	115,553
Parking	33,834	17,835	15,999	240,074	131,569	108,505	81,034
Electrical Services	1,105	6,250	(5,145)	64,347	55,921	8,426	12,163
Audio Visual	0	0	0	(1,919)	0	(1,919)	0
Internet Services	6,900	0	6,900	8,470	0	8,470	975
Total Ancillary Inco	269,787	231,845	37,942	1,638,328	1,208,177	430,151	248,559
Total Event Income	373,744	358,595	15,149	2,222,115	1,813,382	408,733	619,022
OTHER OPERATING	INCOME						
Other Income	81,952	66,421	15,531	394,883	464,947	(70,064)	185,784
Total Other Operatin	81,952	66,421	15,531	394,883	464,947	(70,064)	185,784
Adjusted Gross Inco	455,696	425,016	30,680	2,616,998	2,278,329	338,669	804,806
INDIRECT EXPENSE	S						
Salaries & Wages	195,520	210,155	14,635	1,255,566	1,471,085	215,519	985,350
Payroll Taxes & Ben	(28,541)	62,769	91,310	281,151	439,383	158,232	416,571
Labor Allocations to	(5,356)	(26,524)	(21,168)	(33,871)	(185,668)	(151,797)	(8,901)
Net Salaries and Ben	161,623	246,400	84,777	1,502,846	1,724,800	221,954	1,393,020
Contracted Services	61,491	51,732	(9,759)	448,566	362,124	(86,442)	253,275
General and Adminis	13,614	46,021	32,407	191,093	340,031	148,938	172,176
Operating	33,900	24,527	(9,373)	184,652	171,689	(12,963)	84,957
Repairs & Maintenan	30,583	32,042	1,459	293,330	224,294	(69,036)	170,913
Operational Supplies	10,968	9,041	(1,927)	75,420	64,037	(11,383)	42,345
Insurance	8,230	7,083	(1,147)	39,922	49,581	9,659	43,603
Utilities	42,854	43,333	479	312,662	303,331	(9,331)	262,996
Other	224	42	(182)	43,770	294	(43,476)	(9,097)
ASM Management F	37,031	32,438	(4,593)	226,984	198,912	(28,072)	109,647
Total Indirect Expens	400,518	492,659	92,141	3,319,245	3,439,093	119,848	2,523,835

ASM - Irving Convention Center Income Statement For the Seven Months Ending April 30, 2022

	Current Month	Current Month	Variance	Year to Date	Year to Date	Variance	Year to Date
	Actual	Budget	+ (-)	Actual	Budget	+ (-)	Prior Year
Net Income (Loss)	55,178	(67,643)	122,821	(702,247)	(1,160,764)	458,517	(1,719,029)

			April 2022				
Sunday	M on day	Tuesday	Wedn es day	Thursday	Friday	Saturday	
27	28	29	30	31	1	2	
WI Core Market National Ro Definite	elationship Meeting				Express Cheer Definite		
	Escalent Definite					Maliyil Wedding Definite	
Je re my - 000	Auto Research group	Auto Research group	Auto Research group	Auto Research group	■ Kim-000	■ Kim-000	
3	4	5	6	7	8	9	
Express Cheer Definite		ICVB Committee Meeti Definite	Camden Awards Lunch Definite	Medical City Health LDI Definite	T ASC Annual Conference Definite		
Josette-000					Kayla 000	Kayla 000	
10	11	12	13	14	15	16	
T ASC Annual Conference Definite			2022 Spring Special Ed Definite				
		Women's Business Cou Definite					
Kayla 000				Lvl 3 Brdrm-Strate gic Franchising			
17 Easter	18	19	20	21	22	23	
	Regional Hispanic Contrac Definite	tors Association Expo &	Trampoline & Tumbling 20 Definite	Trampo line & Tumbling 2022 Elite Challenge Definite			
	Community Event Definite		QuikTrip Spring Meeting Definite	Jose-Thomas Wedding Definite - Internal	Irving PD Banquet Definite		
			TRAPS Meeting Definite				
24	25	26	27	28	29	30	
Trampoline & Tumblin Definite	DFWAE A-Days Definite		IES 2022 Quality Summit Definite		Frito Lay Employee Cel De firite		
	Breakfast with the Stars Definite		Texas School of Profe Definite		Girls Inc. Bold Dreams Definite		
		USA Triathlon All-City De finite	DFW Minority Supplier Definite - Internal		Legacy Dance Championship		
	Bleacher Repairs Tentative 1 - Blackout					USA Triathlon of Colo. Definite	

5/19/2022

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MAY 23, 2022

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING





MEMO

To: Chris Hillman, City Manager

From: Bret W. Starr, Interim Chief Financial Officer

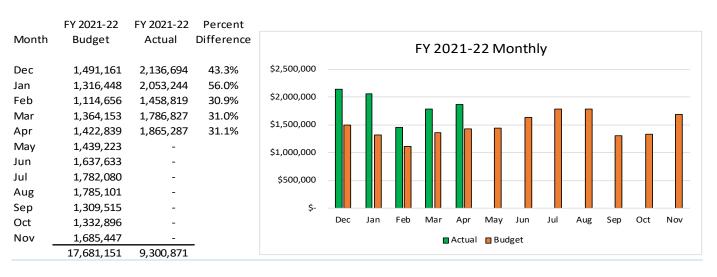
Date: April 29, 2022

Subject: Hotel Occupancy Tax Collections Report – April 2022

As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for April 2022 (for February sales) were \$1,865,287, \$442,448 or 31.1% above the projected budget of \$1,364,153. This is the fifth month of collections for FY 2021-22. The FY 2021-22 budget projection was developed jointly by Financial Services and the Irving Convention and Visitors Bureau (ICVB) and is based on revenue and occupancy estimates as of July 10, 2021. Collections for the month include \$243,061.51 in prior period collections, penalties, and interest. Collections from short term rentals (STR) account for \$9,414 or 0.50% of the total.

FY2021-22 HOT Cash Flow Projections vs Actuals

Updated on 4/15/2022



ICVB has engaged Tourism Economics, an Oxford Economics company, to prepare a custom forecast of key indicators for the City of Irving. The analysis relies on historical data developed in Tourism Economics' prior research on the Dallas tourism economy, Smith Travel Research hotel data, economic forecasts prepared by Oxford Economics, parent company of Tourism Economics, and assumptions on the future path of tourism sector recovery. They will be preparing quarterly and annual estimates key lodging measures (supply, demand, room revenue, occupancy, ADR, RevPAR) over the next several years.

Their second report was presented to the ICVB Board in April and included hotel data collected through February 2022.

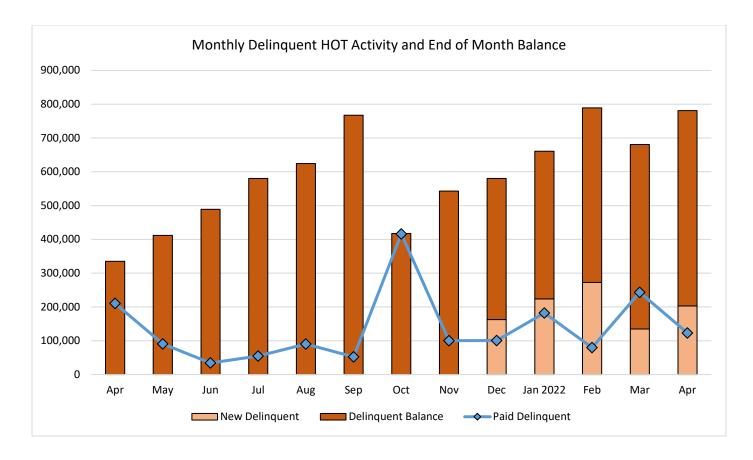
Key assumptions from the report include:

- Impacts of Omicron surge assumed to be in concentrated in Q1.
- In 2022, Covid-19 recedes as a major cause of death, but outbreaks continue.
- US economic recovery continues to be supported by strong consumer spending.
- Corporate travel normalizes progressively through 2022.
- Leisure travel continues to be boosted by favorable factors.
- Group demand improves steadily but remains below 2019 levels.

Key data points from the report include:

- Hotel room demand is below pre-pandemic levels but is recovering quickly.
 - STR hotel room revenue in the fiscal year ending September 2022 is expected to be 10.4% below the fiscal year ending September 2019.
 - The current forecast anticipates STR hotel room revenue in the fiscal year ending September 2023 will recover to 5.7% above the fiscal year ending September 2019.
- 90% of people have plans to travel in the next six months.
- The timing of the recovery remains uncertain.
 - Recent national trends have shown strong gains in hotel pricing, which is critical as
 operating costs have continued to climb and revenue numbers are no keeping pace yet
 with inflation.
- Revenue Per Available Room (RevPAR) in Irving is not expected to reach 2019 levels until 2024 or later.
- Business travel (both transient and meetings) remains slower to return; however, 8 in 10 companies do plan to resume travel soon.
- The Accommodations and Food Service sectors continue to face significant re-staffing challenges and increasing operating costs resulting in profit margins being squeezed further. Wage growth is at 17.4% compared to total private sector hourly wages at 12.6%. One in 10 industry positions still remain unfilled.

For April 2022 the outstanding delinquent collections balance, including penalty and interest, was \$781,115. Of this amount, \$203,199 is newly delinquent for the month with the remainder outstanding from prior months. Five properties have outstanding balances due from prior months. The city continues to work with the property owners to bring collections current. The chart below shows total delinquent amounts for April 2022, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$17.68 million for FY 2021-22 represents the total 9 percent city HOT. Of the city's 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the entertainment venue in the Convention Center complex.

The remaining 5 percentage points are allocated to the operations of the Irving Convention and Visitors Bureau (ICVB), Irving Arts Center (IAC), and Museums, as well as to preservation and redevelopment efforts and debt service for the Convention Center. Revenue is distributed to each area as follows: 57.0 percent to the ICVB, 35.5 percent to the IAC, 4.0 percent to debt service, 2.5 percent to Museums, and 1.0 percent to historic preservation. State law further limits how much HOT revenues can be spent on the arts, so the IAC distribution may be reduced marginally to comply with required maximums, with any excess funds dedicated to debt service.



WHEREAS: Irving's robust visitor economy has provided significant economic stability for

our community for many decades, welcoming just over four million visitors

annually, generating more than \$3 billion in direct visitor spending,

supporting 25,104 jobs and generating \$64.7 million in local tax revenues to support essential services and programs, saving every Irving household \$776

a year; and

WHEREAS: Promoting Irving as a premier destination for travelers is more important

than ever, as we continue to recover from steep losses; and

WHEREAS: Travel and tourism-dependent businesses, 83% of which are small

businesses, depend on our community's support through and after this crisis;

and

WHEREAS: Irving's substantial economic strength depends greatly on the full return of

travel, meetings and events; the return of these across the U.S. will continue

to drive the rebuilding of our economy and workforce.

NOW, THEREFORE, I, Rick Stopfer, Mayor of the City of Irving, and the City Council do hereby proclaim May 1, 2022 to May 7, 2022 as:

National Travel and Tourism Week

in Irving, Texas.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City to be affixed this 1st day of May, 2022.

Richard H. Stopfer, Mayor



City Holiday/No Trash Collection

In observance of Memorial Day, there will be no residential trash, curbside recycling or brush collection Monday, May 30. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving Arts Center
- North Lake Natatorium
- Heritage Aquatic Center
- Irving Archives and Museum
- Irving public libraries Recreation centers

All offices and services will resume normal business hours Tuesday, May 31. Visit CityofIrving.org for more information. ■



Irving's Traffic and Transportation Department will begin Year Five of the Road to the Future Summer Overlay Project.

IRVINGC ectrun f D Cityoflrving.org MAY 2022 / VOL 29 / NO 05





Bond Sale, Refinancing Saves City Additional \$51 Million Over Time

Combined with the November 2021 refinance of \$60 Million, the City of Irving saved over \$110 million this fiscal year by refinancing existing liabilities at a lower interest rate.

On April 21, the City of Irving sold \$80 million in Fire Pension Obligation bonds, which City Council approved at its Aug. 19, 2021, meeting. By refinancing the majority of the pension fund's outstanding liability, the city will save \$48 million over the next 25 years. Additionally, the city refinanced \$19 million in 2012 Solid Waste Revenue bonds, which will save the city \$2.8 million over 10 years by locking in a fixed interest rate.

City leaders anticipate interest rates will continue rising through the end of 2022, which necessitates the sale of bonds as early as possible. ■

May 2021 Bond Election Projects

Council also approved the sale of \$156 million in Capital Improvement Program (CIP) bonds that were approved by voters in the May 2021 Bond election. Projects include:

- Road to the Future street improvements
- Renovations of Southwest and Oak Meadows
- Mustang Park Recreation Center expansion
- A new roof for Irving Arts Center
- Critical technology upgrades for city facilities

In addition to the projects approved by voters, the bond sale also includes the West Irving Creek Drainage Project, and water and wastewater infrastructure improvements.

Federal Money Available for Internet Service

The Affordable Connectivity Program is a Federal Communications Commission program that helps connect families and households struggling to afford internet service. This new benefit provides a discount of up to \$30 per month toward broadband service for eligible households, as well as a one-time discount of up to \$100 to purchase a laptop, desktop computer or tablet from participating providers.

Eligible households can enroll through a participating broadband provider or directly with the Universal Service Administrative Company (USAC) using an online or mailin application. To learn more about the benefit, including eligibility and enrollment information, visit FCC.gov/ACP or call (877) 384-2575. ■

Affordable Connectivity Program

The Affordable Connectivity Program is an FCC program that helps connect families and households struggling to afford internet service.

See if You Qualify and Apply Call: 877-384-2575 Visit: ACPBenefit.org



Learn more at: fcc.gov/ACP



SECURE REFUSE TO AVOID LITTERING

Prevent litter from escaping trash and recycling bags by securing the bags closed using a knot, twist tie or other method to keep refuse contained. Bags must be of sufficient strength to move materials from curb to collection vehicles without tearing or spilling. The most effective way to deter animals from scattering the waste is to place bags at the curb before 7 a.m. on the morning of your collection day. If taking bags to the curb the night before collection, then place a paper towel soaked with ammonia inside the bag to help deter animals.

For questions, contact Solid Waste Services at (972) 972-2232. ■



FREE RABIES, MICROCHIP CLINIC AT IRVING ANIMAL CARE CAMPUS

Irving residents can get free rabies and distemper vaccinations and microchip services for dogs and cats on May 14 from 10 a.m. to noon at the Irving Animal Care Campus, 4140 Valley View Lane.

Proof of residency is required. Services are provided by the Texas Coalition for Animal Protection. No appointment is necessary.

Irving Animal Services (IAS) reminds residents that microchips and chip registration are now required for all dogs and cats 4 months and older. Microchips should be registered with a national registry, such as 24Pet Watch.

Contact Irving Animal Services at (972) 721-2256 for more information.



Prevent Disease

Rabies, distemper and parvo are highly contagious and deadly diseases for pets. Vaccinating pets against these diseases is the best way to protect pets and keep them from getting sick.

Pet owners are encouraged to make sure pets are up-to-date on vaccinations.

Additionally, IAS provides low-cost vaccination clinics each month for pet owners. Visit CityofIrving.org/Animal-Services for upcoming vaccination events. ■





Best Places for Picnics in Irving

Warm weather and sunny skies are the perfect combination for a picnic! Round up the family, friends or a special someone, and pack up a bite to eat. Or better yet, pick up a takeout order from one of Irving's world-class restaurants. Irving has plenty of picturesque places to throw down a blanket and enjoy a meal outdoors. Here are the top five places for a picnic in Irving.

Levy Event Plaza along Lake Carolyn – 501 E. Las Colinas Blvd.

Levy Event Plaza is one of Irving's newest event locations. The large open area overlooks Lake Carolyn and features plenty of lawn space and built-in seating. Pro tip: Plan a sunset picnic here.

Cottonwood Creek Park - 4051 N. Story Road

The park has 25 picnic tables, grills, a pond and a playground for the kids and kids-at-heart. Pro tip: Bring a soccer ball. There is a field to play nearby!

Victoria Park - 3051 W. Northgate

Imaginations will run wild at Victoria Park's Castle Kingdom Playground. The space features picnic tables, walking/running trails and a pond. Pro tip: Bring the kids, they will love it!

Centennial Park - 444 W. Second St.

This park is all about the views. Whether it's the pond or the wildlife that call the park home, Centennial Park is an Instagrammer's dream! Also, there are picnic tables and plenty of grass. Pro tip: Place a takeout order at one of the restaurants in Irving's Heritage District and enjoy a meal in the park.

Heritage Park - 217 S. Main St.

The city recently renovated the space and added a playground, picnic tables, lighting and a performance stage. Pro tip: Plan a picnic during an On Stage at Heritage event. Enjoy a meal and then stay for the fun!

TxDOT Loop 12 Public, Virtual Meetings

The Texas Department of Transportation (TxDOT) is proposing to improve Loop 12 from Spur 408 to south of State Highway 183 in Dallas County. TxDOT is hosting public meetings to provide input on the proposed improvements. An online virtual public meeting will be held along with two in-person public meetings. The information presented at the virtual and in-person meetings will be identical.

Virtual Meeting

The virtual meeting material will be posted on May 3 at 5:30 p.m. and remain online through May 20 at 11:59 p.m. This is not a live event and the materials can be viewed

anytime. To view the public meeting materials, visit the project website at KeepItMovingDallas.com/Loop12.

In-Person Meetings

- May 3 | 5:30 to 7:30 p.m.
- Jack D. Huffman Community Building 801 W. Irving Blvd., Irving, TX 75060
- May 5 | 5:30 to 7:30 p.m.

The Lighthouse Church 5525 W. Illinois Ave., Dallas, TX 75211

For more information, email Jordan.Mrayyan@txdot.gov or visit KeepItMovingDallas.com/Loop12. ■



Memorable May: Upcoming Events at Irving Arts Center

UPCOMING PERFORMANCES

May 1 | The Queen's Cartoonists

Presented by Irving Arts Center | 2:30 p.m. | \$22.50-

The performances are synchronized to video projections of the original films with music from classic cartoons and contemporary animation, and the band leads the audience through a world of virtuosic musicianship, multi-instrumental mayhem and comedy.

May 6-21 | Enchanted April

Presented by MainStage | 2:30 and 7:30 p.m. | \$22-\$29 Based on the novel "The Enchanted April," this story overflows with charm, exploring the rejuvenating effects of an Italian sojourn on two beleaguered London housewives, and the two upper-class women they recruit to split the rent on a vacation villa. Wisteria, romance and comedy!

May 8 | Music that Dances!

Presented by New Philharmonic Orchestra of Irving | 3:30 p.m. | \$5-\$20

New Philharmonic Orchestra of Irving concludes their 2021-22 season with a performance that will get you moving.

May 12 | Peak Music Festival

To learn more about this nonprofit music festival for youth band and orchestra performances, visit PeakMusicFestivals.org.

May 13 | Shabnam Surayo and Qais Ulfat

Presented by Tuti Media | 8 p.m. | \$49-\$245 Tuti Media presents Shabnam Surayo and Qais Ulfat on their first Kulab to Kabul: USA Tour 2022.

May 14 | Eldred Marshall, Pianist

Presented by Las Colinas Symphony Orchestra | 7:30 p.m. | \$17.50-\$47.50

Pianist Eldred Marshall performs selections composed by Mozart.

May 15 | May Flowers

Presented by Irving Symphonic Band | 3 p.m. | \$12.50 Enjoy the sounds of spring through music.

May 18 | Fire

Presented by Lone Star Youth Orchestra | 7 p.m. | \$7.50-

The Lone Star Youth Orchestra presents its final concert of the 2021-22 season.

May 20-22 | Hall of Fame Dance Challenge

To learn more about this regional dance competition, visit HallofFameDance.com.

YOUTH AND FAMILY PROGRAMS May 5 | JumpstART Stories and Art: Moms are

10 a.m. | Free

With Mother's Day approaching, moms are the focus for this month's stories and art.

May 8 | Second Sunday Funday: Masterpieces with Mom

1 to 4 p.m. | Free

Bring a mom, aunt, grandma or other significant person and make some art together to celebrate Mother's Day.

For more information about all activities planned, visit IrvingArtsCenter.com.

MEMORIAL DAY **CEREMONY**

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. The guest speaker will be Irving Councilman Allan E. Meagher, and the moment of reflection will be presented by Annette French, a retired U.S. Navy Petty Officer Second Class

Sunday, May 29 | 2:30 p.m.

Jack D. Huffman Community Building Auditorium, 801 W. Irving Blvd.

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

For more information, call (972) 721-2501. ■



IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed.

CONTINUING EXHIBITIONS Partituren/Time Stands Still: Photographs by

Michael Matthews and Michael Kruscha Through June 25 | Dupree Lobby Gallery Berlin-based artists Michael Matthews and Michael Kruscha come from different backgrounds, work in different media, and

have very different artistic experiences and perspectives. Primarily an abstract painter, Kruscha is also an avid photographer and world traveler. The Canadian composer Matthews creates fully abstract, microcosmic images based on found textures and colors.

Selections from Irving Arts Center's permanent collection are featured in the galleries below. The Art of Engaging: Creations by Irving Arts **Center Teen Volunteers**

Through June 25 | Courtyard Gallery

Selections from the Irving Arts Center Permanent Collection

Through June 25 | Carpenter Lobby Gallery

NEW EXHIBITIONS

37th Annual Texas and Neighbors Regional **Art Exhibition**

May 14-June 11 | Main Gallery

This is an annual collaboration between the Irving Art Association and Irving Arts Center. 2022 is the 37th year that artists from Texas and neighboring states are invited to compete. The Juror for 2022 will be Billy Hassell, a Texas artist. A total of \$9,000 in awards will be given across eight media categories.

May 15 | 2 to 5 p.m. | Reception and Awards



Billy Hassell: Continuum (Paintings and Prints 1990-2020)

May 14-June 25 | Focus Gallery

Hassell is a Texas-based artist with a focus on nature, conservation and the environment who produces oil paintings, color lithographs and watercolors. Hassell's journey to becoming an artist began in Irving, where he attended Cistercian, before going on to Notre Dame and eventually moving back to Fort Worth to work as a professional artist. The New York Times recently complemented his work by referring to him as "Mother Nature's Stylist."

May 15 | 2 to 5 p.m. | Meet the Artist Reception

Parks and Recreation Spring Activities

Summer Camp Starts June 1

7 a.m. to 6 p.m. | Grades K-5 | \$100 per child per week Campers will participate in gym games, arts and crafts and swimming in a supervised environment. Breakfast, lunch and snacks will be provided daily. Residents must have a valid IPAR ID card at the time of registration, along with payment or a nonrefundable \$10 deposit to secure a space. Registration is available in person at any recreation center or online at CityofIrving.org/IrvingRec. Spaces are limited.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

May 17 | Frisco RoughRiders 10 a.m. to 3 p.m. | Ages 50 and older | \$10 per person Enjoy a day at the ballpark. Cost includes transportation, all-you-can-eat buffet and beverages.

 Mondays and Wednesday | Breakfast Club 9:30 to 11:30 a.m. | Ages 50 and older | Free Enjoy a free breakfast along with a variety of fun activities such as painting, yoga, pickleball and more.



Heritage Senior Center

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

May 6 | Mother's Day Recognition 9 a.m. to noon | Ages 50 and older | Free Stop by for a special Mother's Day gift and refreshments. This is a come and go event.

May 13 | Older American's Month Celebration 8 to 11:30 a.m. | All Ages | Free Celebrate Older American's Month with refreshments and an auto show in the parking lot.

Second and Fourth Friday | Texas Hold'em Poker 6 to 8:30 p.m. | Ages 50 and older | \$3 Join a friendly game of poker. Play starts at 6:20 p.m., and last hand is dealt no later than 8:20 p.m. New

players welcome but must be a member.

May 24 | Karaoke Night

6:30 to 8:30 p.m. | Ages 6 and older | Free Join the last Tuesday of the month for some fun Karaoke. Pick a song and be the star of the show.

May 26 | Choctaw Casino Trip

7 a.m. to 6 p.m. | Ages 50 and older | \$20 for Members/\$25 for Nonmembers Cost covers transportation and participants are responsible for all spending money while at the casino. Space is limited; register by May 23.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

May 20 | Preschool Prom

5 to 8 p.m. | Ages 3-5 | \$5 per person Dance the night away, play games and enjoy refreshments. Children must be accompanied by a parent. Registration deadline is May 11.

Lively Pointe Youth Center

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

May 26 | End of School Bash

1 to 4 p.m. | Ages 12-17 | Free Celebrate the end of the school year and the beginning of summer with outdoor activities, water games and refreshments.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

Saturdays | Robotik4Kids

10 a.m. to noon | Ages 5-12 | \$20 per session A robotics workshop featuring a series of building and coding challenges. Kids of all abilities are welcome from beginners to kids with experience building and coding for robots.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

May 26 | Summer Luau

1 to 5 p.m. | Ages 6 to 17 | \$2 per person Celebrate the start of summer with field events, games and refreshments. Must register by May 17.

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

Pools, Aquatic Centers, Spray Parks

Outdoor aquatics facilities, including seasonal pools and spray parks, will open late May through early September. Due to staffing availability, days and hours of operation may vary.

Due to extensive winter storm damage and facility maintenance needs, Lively and Lee pools will not open this summer. For the most up-to-date information, visit CityofIrving.org/Aquatics. ■



Library Activities, Hotspots, AWE Computers

Each library location offers programs and activities for all ages and interests. Check out CityofIrving.org/ Calendar for more details, and contact the library at (972) 721-2440 for information about MiY Zone program registration requirements.

May 7, 14, 21 | Self-Care Saturdays | Kids

All day | South Irving Library

On selected Saturdays in May and in recognition of Mental Health Awareness Month, kids may receive special treats, participate in self-care activities and follow along with updates on social media. Giveaways are while supplies last. Each Saturday features a different theme: May 7 is Soothing Sweets, May 14 is Yoga: Simple Savasana with a yoga session at 2 p.m. and 3 p.m. and May 21 is Calm and Scents.

May 7 | InSPAration | Adults

3 p.m. | South Irving Library In honor of Mother's Day, ladies are invited to enjoy an afternoon of pampering with DIY scrubs, henna painting, back massages, games and more.

May 11, 18, 25 | Renewable Energy Series for

Teens | Grades 6-12 6:30 p.m. | Valley Ranch Library

This series focuses on renewable energy sources, with a new topic each Saturday: May 11 highlights solar power, May 18 covers wind turbines and May 25 features water turbines.

May 14 | Spring Fling for Families | All ages

2:30 p.m. | Valley Ranch Library Celebrate spring with a story, crafts, games and a scavenger hunt. Also take soil and seeds to plant a flower at home.

May 21 | Mystery Club for Teens | Ages 14 and older

2 p.m. | West Irving Library

This new monthly meetup for teens includes thrills, chills and snacks galore. Investigate mysteries and discuss favorite unsolved cases with other aspiring detectives.

All library locations will be closed on May 17 for staff in-service. The online library is always open by visiting the website at CityofIrving.org/library and social media.



AWE Computers for Kids

Two library locations have introduced AWE (Advanced Workstations in Education) Early Literacy Station computers just for kids ages 2-8. Valley Ranch Library has two stations, and South Library has four in English and Spanish. These computers offer avatars, animated interfaces and more than 75 award-winning STREAM (Science, Technology, Reading, Engineering, Art and Mathematics) educational software titles and games. No internet connection is required, creating a secure cyber environment for youth.

Hotspots at the Library

Irving residents with current library cards that allow checkout of physical materials may borrow hotspots to access free Wi-Fi at home. The hotspots are able to connect up to 10 devices, so the entire family may use the internet to read emails, play games and stream standard definition videos. The checkout period is three weeks, and although no renewals are available, patrons may place an additional device on hold. Hotspots may be checked out only at the first floor information desk at South Irving Library, 601 Schulze Drive.

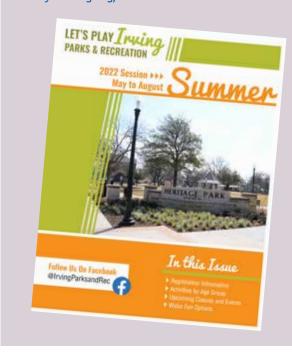
For more information, visit CityofIrving.org/4015/ Hotspots which includes device instructions and tips.

STAY CONNECTED AND READY TO PLAY

The Irving Parks and Recreation Department's Summer Session Brochure is full of information residents need to schedule, sign up and register for the upcoming camps, classes, programs and activities through August.

The brochure will feature schedules by age groups and information for all Irving recreation centers. The Summer 2022 Brochure is available at all recreation centers and online at CityofIrving.org/983/Class-Schedules.

Search Facebook for @IrvingParksandRec and "Like" the page to stay up-to-date with what is going on in Irving Parks and Recreation events, programs, information and more. Visit CityofIrving.org/Parks for more information. ■



ANIMAL CONNECTION EXPERIENCE IS OPEN

The animal experience features petting zoo animals, pony rides, exotic animal displays, gifts and snack shop, a duck pond and children's activity area.

May 19-July 30 | Open Wednesdays - Sundays Fritz Park | 312 E. Vilbig St.

Hours are 10 a.m. to 5 p.m. Wednesday -Saturday and noon to 5 p.m. on Sunday. Admission is \$5 or \$4 for Irving residents with ID. ■

SUMMER READING CHALLENGE: OCEANS OF POSSIBILITIES

Dive into the 2022 Summer Reading Challenge by attending one of the kickoff events May 28 at 2:30 p.m. at all library locations. This year's theme is "Oceans of Possibilities," and the launch parties feature activities for kids, as well as everything needed for all ages to sign up for this year's reading program, which ends July 31.

Each of these celebrations will feature balloon artists and crafts. The events at Valley Ranch and West Irving Libraries also will include a trackless train, and South Irving Library will have an on-site ice cream truck.

Printed reading logs will be available at the events as well as all season long at each location. Online registration will open May 28 at IrvingLibrary.READsquared.com. All participants have the chance to earn prizes during the summer, and once an individual challenge is completed, the reader will be entered into the grand prize drawing. ■









Summer Overlay Project Kicks Off



Irving Traffic and Transportation
Department's Streets Division will
begin Year Five of the Road to the
Future Summer Overlay Project,
with improvements scheduled on
21 roadways across the city. The
targeted roadways range from major

corridors such as Belt Line Road to residential streets. Typically, this work begins in May, close to when the school year ends, running throughout the summer.

The milling and overlay process involves multiple crews. First, a milling crew removes existing asphalt down to a street's base. Then an asphalt crew follows behind, laying and paving new asphalt. The process can be completed in a few weeks, weather permitting.

The following streets are included in this year's Summer Overlay Project:

- O'Connor Road from Rock Island Road to Sixth Street
 Sixth Street from MacArthur Boulevard to Senter
- Sixth Street from MacArthur Boulevard to Senter Street
- Country Club Drive from Cheyenne Street to Belt Line Road
- Kinwest Parkway from Royal Lane to Regent Boulevard
- Kinwest Parkway from Regent Boulevard to Mustang Pass Parkway
- Market Place Boulevard from MacArthur Boulevard to Olympus Boulevard
- Santa Fe Trail to the end of the road

- Walnut Hill Lane from Belt Line Road to State Highway (SH) 161
- Winslow Street from Harvard Street to Witton Street
- Witton Street from Finley Road to Posey Drive
- StreetPosey Drive from Dewitt Street to Harvard Street
- Belt Line Road from Valley View Lane to Gateway

Dewitt Street from McCarthy Street to Cartwright

- Premier Drive from Belt Line Road to Shorthorn Drive
- Belt Line Road from SH 183 to Walnut Hill Lane
- Irving Heights Drive from Carl Road to Grauwyler
- Country Club Court from Country Club West to end of road
- East Seventh Street from Senter Road to Delaware Street
- Hadrain Street from MacArthur Boulevard to Gloucester Street
- Estrada Parkway from Pioneer Drive to SH 183
- Compton Avenue from Pioneer Drive to Conflans Road
- Esters Road from Royal Lane to end of road

Drivers are reminded to drive slowly, stay alert and look out for workers, pedestrians and other drivers. Do not text and drive, and be patient when driving in work zones.

Additional streets may be added to this list throughout the summer. For a full list of street projects, visit CityofIrving.org/Road2Future. ■



Be a Good Neighbor: Abide by the Noise Ordinance

The City of Irving Noise Ordinance prohibits noise that unreasonably disturbs the peace, quiet and comfort of neighbors in residential areas, including multifamily or single-family dwellings. Enforced by the Irving Police Department, factors for enforcement include noise level, duration and/or recurrence of sound, time of day and the location of noise. The Noise Ordinance also covers emergency and non-emergency signaling devices, radios, televisions, radios/loudspeakers, amplifiers, animals, construction, yelling, vehicle noise and more. Convicted violators of the city's Noise Ordinance are subject to fines between \$370 and \$559.

To view the Noise Ordinance in its entirety, visit CityofIrving.org/Ordinances and choose "Civil and Criminal". The complete Noise Ordinance is in Chapter 22. Report violations of this ordinance to the Irving Police Department at (972) 273-1010. ■

Free Landfill Disposal Days May 13 and 14

Cleaning up around the house and wondering how to dispose of the materials? Each year Solid Waste Services provides two free disposal days at the landfill. This year's days are listed below:

May 13 and 14 | 7 a.m. to 5:30 p.m.

Hunter Ferrell Landfill | 110 E. Hunter Ferrell Road

Proof of residency – a current City of Irving utility bill or current driver's license – is required.

Residents can dispose of waste, including construction materials, free of charge. The landfill disposal fee will apply for contractors disposing of waste that results from work performed for Irving residents.



Residents can call (972) 721-8059 for more information or visit CityofIrving.org/Landfill. ■

Irving Annual Report Available Online

The City of Irving Fiscal Year 2020-21 edition of the Popular Annual Financial Report (PAFR) is available online and in print at Irving City Hall, 825 W. Irving Blvd. The Annual Report presents the city's financial position, accomplishments and activities in an easy-to-read format. This edition highlights the city's operations and work throughout the year, as well as future projects, strategic plans and goals.

The PAFR can be accessed online at CityofIrving.org/PAFR. ■









PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST May 2022

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	THE LECTION	SCHOOL DISTRICT	VERIFICATION	
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20	
2	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20	
3	Heritage Square Apts Parking Garage	151-351 W. Irving Blvd.	Apts	248,768 SF	\$32,000,000	Permit Issued	7/30/2021	Irving	May-22	
4	Savannah Apts	320 O'Connor Ridge Blvd.	Apts	49,220 SF	\$6,000,000	Permit Pending	1/12/2022	Irving	Feb-22	
5	4-Plex	818-824 Bluebird Dr.	Apts	5,436 SF	\$640,000	Permit Pending	2/7/2022	Irving	Mar-22	
6	Peregrine Apts	6001 Love Dr.	Apts	652,850 SF	\$78,000,000	Permit Pending	2/28/2022	C-FB	Mar-22	
7	The Heights @ MacArthur	400 S. MacArthur Blvd	Apts	109,769 SF	\$13,550,000	Permit Pending	4/20/2022	Irving	May-22	

				OFFICE					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
					VALUATION		DATE	DISTRICT	
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
3	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
4	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21
5	Biolife Plasma	4033 W. Airport Fwy.	Med. Office	10,610 SF	\$7,253,541	Permit Issued	2/9/2022	Irving	May-22

			WAI	REHOUSING/INI	DUSTRIAL				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
					VALUATION		DATE	DISTRICT	
1	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
2	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
3	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Approved	4/7/2021	C-FB	May-22
4	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21
5	Auto Repair	2717 Altman Dr.	Auto Repair	3,000 SF	\$300,000	Permit Pending	6/18/2021	Irving	Jul-21
6	Auto Repair Shop	3551 N. Country Club	Auto Repair	1,770 SF	\$65,000	Permit Pending	6/22/2021	Irving	Jul-21
		Rd.							
7	Addition to warehouse	2205 Century Circle	Warehouse	3,080 SF	\$500,000	Permit Issued	8/17/2021	Irving	May-22
8	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
9	Shell Bldg.	505 N. Wildwood	Warehouse	167,950 SF	\$9,121,000	Permit Issued	11/9/2021	Irving	May-22
10	Rush Truck Centers Addition	525 N. Loop 12	Warehouse	6,230 SF	\$1,000,000	Permit Approved	11/12/2021	Irving	Apr-22
11	Shell Bldg.	4501 Regent Blvd.	Warehouse	141,275 SF	\$9,300,000	Permit Issued	12/13/2021	Irving	May-22
12	Shell Bldg.	4401 Regent Blvd.	Warehouse	186,900 SF	\$11,000,000	Permit Issued	12/13/2021	Irving	May-22
13	Pinpoint Merchandising	1451 Greenway Dr.	Office/Warehouse	39,702 SF	\$4,200,000	Permit Pending	12/17/2021	Irving	Jan-22
14	Shell Bldg.	4651 W. John Carpenter	Warehouse	155,050 SF	\$11,200,000	Permit Pending	12/29/2021	Irving	Jan-22
		Fwy.							
15	Shell Bldg.	4528 W. Royal Ln.	Warehouse	46,261 SF	\$3,700,000	Permit Pending	12/29/2021	Irving	Jan-22

	WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION	
					VALUATION		DATE	DISTRICT		
16	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22	
17	Shell Bldg.	4536 W. Royal Ln.	Warehouse	152,120 SF	\$10,700,000	Permit Pending	12/29/2021	Irving	Jan-22	
18	McCormick	3235 International Pl.	Industrial	2,947 SF	\$7,000,000	Permit Issued	2/14/2022	Irving	May-22	
19	Warehouse Addition	5425 FAA Blvd.	Warehouse	163,150 SF	\$11,676,000	Permit Pending	3/11/2022	Grand Prairie	Apr-22	
20	SafStor	3451 N. Country Club	Self Storage	102,075 SF	\$8,715,680	Permit Pending	3/14/2022	Irving	Apr-22	
21	Regio Flooring Addition	2215 River Hill	Warehouse	3,310 SF	\$155,570	Permit Pending	3/24/2022	Irving	Apr-22	
22	Shell Bldg	2450 Valley View Ln.	Warehouse	120,900 SF	\$11,071,029	Permit Pending	4/5/2022	Irving	May-22	
23	Shell Bldg	3244 N. Skyway Circle	Warehouse	84,406 SF	\$15,000,000	Permit Pending	4/19/2022	Irving	May-22	
24	New Car Wash Bay	3119 N. S.H. 161	Industrial	5,619 SF	\$980,000	Permit Pending	4/27/2022	Irving	May-22	

				RETAIL					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
2	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Issued	3/10/2021	C-FB	May-22
3	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Pending	10/1/2021	Irving	Oct-21
4	Shell Bldg.	525 W. Airport Fwy.	Retail	4,772 SF	\$500,000	Permit Pending	11/4/2021	Irving	Dec-21
6	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Approved	12/9/2021	Irving	May-22
7	Shell Bldg.	4500 N. MacArthur Blvd.	Retail	14,100 SF	\$1,500,000	Permit Pending	3/7/2022	C-FB/Irving	Mar-22
8	Shell Bldg.	4510 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
9	Shell Bldg.	4520 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
10	Shell Bldg.	4530 N. MacArthur Blvd.	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
11	Shell Bldg.	4540 N. MacArthur	Retail	5,922 SF	\$625,000	Permit Pending	2/8/2022	C-FB/Irving	Mar-22
12	Lifetime Fitness	N. S.H. 161	Gym	105,813 SF	\$35,000,000	Permit Pending	3/30/2022	C-FB/Irving	Apr-22
13	Green Acres Addn.	2800 Ranch Trail	Botanical Nursery	20,888 SF	\$3,800,000	Permit Pending	4/4/2022	Coppell	Apr-22

	HOTEL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	DISTRICT	VERIFICATON		
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Approved	11/8/2019	Coppell	Jul-21		
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20		
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20		
4	Indigo Hotel	455 E John Carpenter	Hotel	97,385 SF	\$18,000,000	Permit Pending	5/17/2021	Irving	Jun-21		
5	Hampton Inn & Suites	701 W. Airport Fwy.	Hotel	61,840 SF	\$6,600,000	Permit Issued	6/22/2021	Irving	May-22		
6	Staybridge Suites	2350 Valley View	Hotel	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	Irving	May-22		

	RESTAURANT										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS		SCHOOL	VERIFICATION		
					VALUATION		DATE	DISTRICT			
1	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Issued	3/15/2021	Irving	Mar-22		
2	Chick-Fil-A	2525 N. Belt Line Rd.	Restaurant	4,818 SF	\$1,200,000	Permit Issued	10/25/2021	Irving	Apr-22		
3	Shell Bldg	2203 W. Irving Blvd.	Restaurant	10,922 SF	\$1,500,000	Permit Pending	10/25/2021	Irving	Apr-22		

	INSTITUTIONAL										
	#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	ALL LEICHTION	SCHOOL DISTRICT	VERIFICATION	
						VALUATION		DATE	DISTRICT		
	1 S	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Issued	3/1/2021	Irving	May-22	
	2 E	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21	
	3 A	Addition to Bear Creek Church	2700 Finley	Church	7,828 SF	\$850,000	Permit Pending	8/31/2021	Irving	Oct-21	
	4 E	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21	
5/16/202	82 F	Ebenezer Full Gospel Assembly	1927 Rosebud Dr.	Church	8,454 SF	\$1,000,000	Permit Pending	12/22/2021	Irving	Jan-22	

	INSTITUTIONAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	THE LECTION	SCHOOL DISTRICT	VERIFICATION		
6	Iglesia Evangelica	1306 N. Union Bower Rd.	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	Irving	Mar-22		
7	Lien Hoa Buddhist Monastery	2020 Rose St.	Church	900 SF	\$250,000	Permit Issued	2/11/2022	Irving	May-22		

	NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE	
		ISSUED						HOMES		
	Apr-22	15	\$4,740,650	11	\$3,840,650	4	\$900,000	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 23, 2022

BUREAU MANAGEMENT AND STAFF REPORTS





ICVB Memorandum

Date: May 11, 2022

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for April 2022

Convention Sales Activities

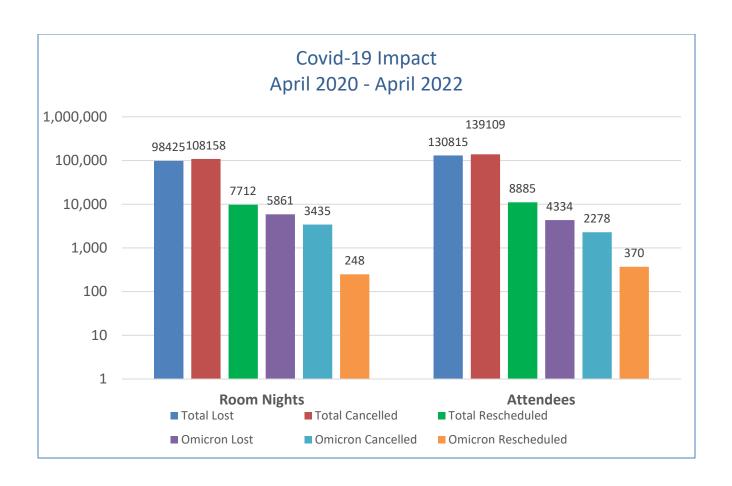
Leads Generated	April	YTD
Irving CVB – Hotel Leads	126	680
Irving Convention Center Leads	97	271

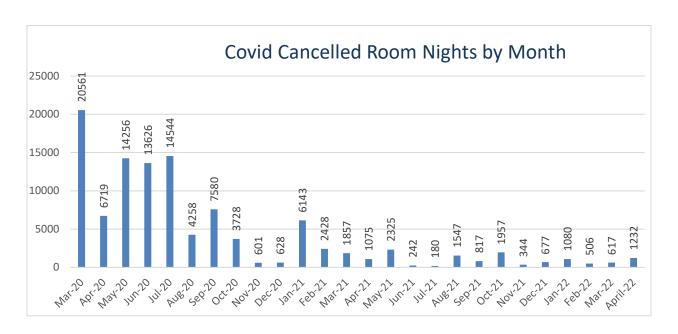
December

Room Nights Generated	Monthly Goal	April 2022 Actuals	April 2021 Actuals	FY 2021-22 Annual Goal	FY 2021-22 YTD Actuals	FY 2020-21 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	7842	9229	10230	94098	50481	50592	2156	16607
Lost Room Nights		33843	48749		213782	155652	13877	124896

Travel & Activity

April	Organization	Event	Location
18-21	National Catholic Educational Association	Presentation at Convention	New Orleans, LA
25	Dallas Fort Worth Association Executives	A-Day	Irving, TX
27-28	Texas Society of Association Executives	TSAE Open	Austin, TX
27-28	Irving Convention & Visitors Bureau	Sales Calls	Austin, TX





Customer Services Activity April 2022

Groups Served						
April	14					
YTD	82					

Proclamations/Welcomes/Flags:

- Welcome/Proclamation/Flag(s) 100th Bomb Group Foundation, November 29, 2021 –
 Councilman Zapanta
- Welcome/Proclamation Black Girls Golf Summit, November 4, 2021 Mayor Stopfer
- Welcome/Proclamation Weekend of Honor, November 13, 2021 Councilman Taylor
- Mayor/Official Welcome/Proclamation/Flag Texas Association of Student Councils, April 11, 2022 - Mayor Stopfer

Pending:

- Mayor/ Welcome/Ribbon Cutting DFW Minority Supplier, May 3, 2022 Mayor Stopfer
- Welcome/Proclamation/Flag(s) 173rd Airborne Brigade, May 2022, TBD

April Servicing & Inventory:

Service Type	16 Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag
Name Badge/Lanyard Services	7	5104 Badges/ 5135 Lanyards
Pens	12	2822
Bags	6	2425
Promotional Materials	9	2050 Restaurant/2850 TMF maps
Staffing Services	5	225 hours total

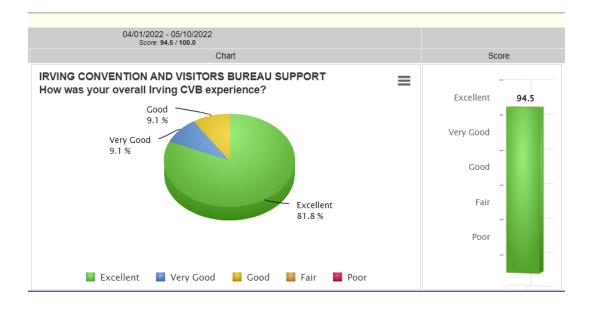
Event Location: Hotels: 10 Irving Convention Center: 3 Other: 1

April Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings May 2022 – September 2022

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ConferenceDirect	JEDEC Board May 2021 Dallas or Rosemont, IL	5/1/2022	5/2/2022	35	17
BioWorks Inc	BioWorks Inc Sales Training Meeting	5/1/2022	5/4/2022	25	75
McKesson Corporation	Amplify High Potential Program Kick-Off Meeting May 2022	5/1/2022	5/6/2022	35	165
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2022 - Overflow Room Block	5/1/2022	5/2/2022	1000	15
Gainwell Technologies	In-Person TX PBM Internal Project Kickoff - April 2022	5/2/2022	6/2/2022	20	118
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	5/4/2022	5/8/2022	400	765
Neighborly, Inc.	Neighborly Meeting- 2022	5/4/2022	5/6/2022	550	250
Neighborly, Inc.	Neighborly Meeting- 2022	5/4/2022	5/6/2022	550	250
Kansas City Royals	Kansas City Royals vs Texas Rangers	5/8/2022	5/12/2022	100	312
Confidential	Beyond Coaching	5/11/2022	5/14/2022	30	50
Boston Red Sox	Boston Red Sox vs Texas Rangers	5/11/2022	5/15/2022	72	288
Big 12 Conference	NCAA 2022 National Referee Conference	5/12/2022	5/14/2022	300	328
Sini Roy Reception	Reception	5/13/2022	5/14/2022	700	100
TexSom	TEXSOM 2022 International Wine Awards	5/14/2022	5/17/2022	300	440
Ariat International	May 2022 Meeting	5/15/2022	5/20/2022	500	409
Insurance Designers of America	IPSOctober 2021	5/16/2022	5/19/2022	70	146
Insurance Designers of America	IPSOctober 2021	5/16/2022	5/19/2022	70	146
McKesson Corporation	ID#14837 PSaS Legal Offsite - May 2022	5/16/2022	5/18/2022	65	106
Greystar Management Services LP	Greystar Management Services, LP - Revised	5/16/2022	5/17/2022	45	80
National Multifamily Housing Council	National Multifamily Housing Council 2022	5/17/2022	5/20/2022	250	450
Caterpillar	HR Meeting	5/18/2022	5/20/2022	70	120

Customer	Customer Meeting		Departure	Attendees	Requested Rooms
Trustmark Insurance Company	2022 Trustmark Producer Conference	5/20/2022	5/25/2022	250	712
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	5/20/2022	5/22/2022	250	120
Texas Society of CPA's	Texas Society of CPA's, CPE Foundation Meeting	5/22/2022	5/23/2022	250	80
Texas State Foosball Network	Texas State Foosball 2022	5/26/2022	5/30/2022	300	260
Bob Rogers Travel	Bob Rogers Travel	5/27/2022	5/28/2022	65	34
Tampa Bay Rays	Tampa Bay Rays vs Texas Rangers	5/29/2022	6/2/2022	78	312
North Texas RPG-Con	North Texas RPG-Con 2022	6/1/2022	6/5/2022	500	547
Vizient, Inc.	Vizient, Inc. 2022 Service Awards Luncheon	6/2/2022	6/4/2022	125	25
Diamond Tours	Diamond Tours	6/4/2022	6/10/2022	50	54
SANS Institute	SANS Institute - Dallas Summer 2022	6/4/2022	6/11/2022	100	589
FY23 Ignite Cohort 1 & McKesson Corporation 2 Meeting Series		6/6/2022	6/9/2022	18	56
Cvent, Incorporated	Professional Advancement and Instructor Seminar	6/9/2022	6/11/2022	15	21
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 1st Session	6/9/2022	6/11/2022	15	21
Texas Association of School Business Officials	TASBO	6/11/2022	6/16/2022	1000	1370
National Lawn and Garden Show	National Lawn and Garden Show 2022	6/12/2022	6/16/2022	150	260
American Cancer Society	ACS/ Southeastern Colorectal Cancer Consortium	6/15/2022	6/16/2022	110	230
McKesson Corporation	#14188 APP Onboarding - June 2022	6/19/2022	6/23/2022	50	200
Learning Forward Texas	Learning Forward Texas	6/20/2022	6/22/2022	1000	700
PAMM Expo, LLC	Model & Talent EXPO Jun2022	6/21/2022	6/26/2022	400	1626
Greystone Interests, LLC	The Greystone Event 2022	6/21/2022	6/25/2022	160	248
American College of Emergency Physicians	ACEP June Board Meeting	6/21/2022	6/23/2022	20	37

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Steubenville	Steubenville / Life Teen	6/22/2022	6/26/2022	5000	3000
JLM Creative Events	Applique Getaway 2022	6/22/2022	6/27/2022	450	315
Family Reunions Blanket Account	Ferguson Family Reunion	6/23/2022	6/26/2022	150	105
AtriCure, Inc.	Advanced Hybrid	6/23/2022	6/24/2022	40	43
United States Armwrestling and Wristwrestling Association, Inc.	US Armwrestling National Championship 2022	6/24/2022	6/26/2022	500	200
Pri-Med	Pri-Med Regional CME/CE Conference	6/26/2022	7/1/2022	500	73
Building Professional Institute	2022 Building Professional Institute	7/9/2022	7/14/2022	700	82
American Peanut Research and Education Society	2022 APRES - American Peanut Research & Education Society	7/10/2022	7/14/2022	150	450
Debbie Sardone Consulting	Pro Field Trip Summer 2022	7/12/2022	7/14/2022	40	38
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2022	7/17/2022	7/19/2022	100	105
American College of Emergency Physicians	ACEP Corporate Council Meeting	7/18/2022	7/19/2022	230	244
TruckSpy	Linehaul Summit	7/20/2022	7/23/2022	600	305
TexSom	The Court of Master Sommeliers - July 2022	7/23/2022	7/25/2022	100	145
Solution Tree	2022 Team Institute	7/25/2022	7/29/2022	525	435
Apostolic Affiliation Inc.	Apostolic Affiliation 2022	7/28/2022	7/30/2022	300	135
Tech Conferences	Share Point Fest	8/7/2022	8/12/2022	400	420
Insurance Designers of America	IDA-KOP 2022	8/7/2022	8/10/2022	70	160
Herzog Contracting	Herzog August 2022	8/8/2022	8/11/2022	115	400
Snap On, Incorporated	Snap On 2022 Franchise Conference Overflow from Grapevine	8/9/2022	8/15/2022	1800	370
International Association for Orthodontics	Professional Advancement and Instructor Seminar - 2nd Session	8/11/2022	8/13/2022	15	21
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo	8/12/2022	8/21/2022	4000	1581
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/21/2022	8/23/2022	350	60
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Services Conference 2022	8/26/2022	9/4/2022	200	420

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Kingdom Global Ministries	KGM World Connect 2022	8/27/2022	9/3/2022	350	335
Dallas Chess Club	Dallas Chess Club	9/1/2022	9/6/2022	75	135
Texas Society of Association Executives	TSAE 2022 New Ideas Annual Conference	9/9/2022	9/13/2022	450	980
Lion Street	Lion Street Indaba 2022	9/10/2022	9/14/2022	285	675
National Council for State Authorization Reciprocity Agreements	NCSARA State Meeting	9/11/2022	9/14/2022	115	256
Black Box Intelligence	2022 Global Best Practices Conference	9/13/2022	9/17/2022	275	355
Texas Podiatric Medical Association	2022 TPMA Southwest Foot and Ankle Conference	9/14/2022	9/17/2022	400	291
FenCon	2022 FenCon	9/15/2022	9/18/2022	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/15/2022	9/18/2022	200	160
Strategic Franchising	Strategic Franchising 2022	9/17/2022	9/22/2022	375	710
Diamond Tours	Diamond Tours	9/18/2022	9/23/2022	50	54
American College of Osteopathic Obstetricians & Gynecologists	ACOOG - 2022 Fall Conference	9/21/2022	9/24/2022	425	685
The Southwestern Invitational	The Southwestern Invitational 2022	9/22/2022	9/25/2022	400	298
Parker University	2022 Seminar	9/26/2022	10/1/2022	60	170
Monster Vision Productions	14th Annual Dallas Bachata Festival 2022	9/28/2022	10/3/2022	500	471
University of Dallas	University of Dallas	9/29/2022	10/2/2022	250	120

^{**}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 17, 2022

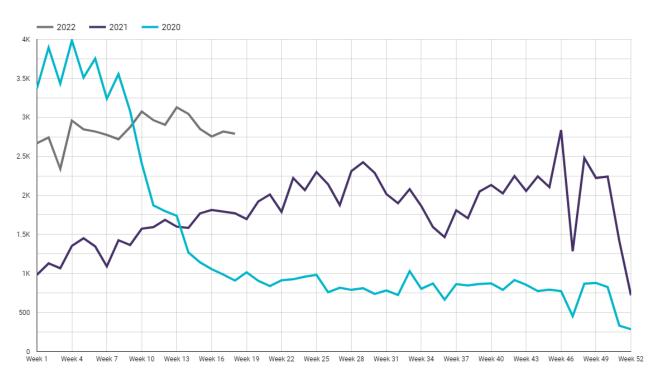
Re: May 2022 Board Report

Meeting-Sales Leads & Inquiries

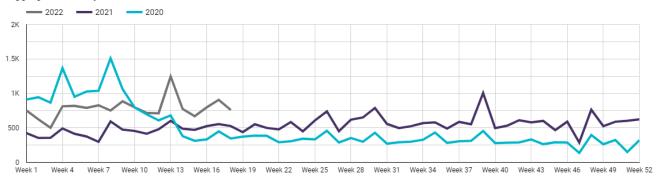
Leads and inquiries decreased in April with 140 total prospects. There were 31 RFP form submissions, 9 phone calls, 13 contact form submissions, 24 email requests, and 63 Cvent submissions.

The aggregated weekly lead volume of over 200 U.S. DMOs, shows weekly lead volume and definites in 2022 remain higher than the same period in 2020 and 2021.

Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs

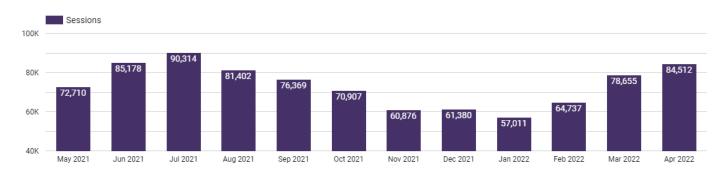


Website Traffic

In April, website traffic increased with 84,512 total sessions to both websites. The Visit Irving website had 75,907 sessions and the Irving Convention Center website had 8,605 sessions.

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

Website Traffic - Total Sessions



Website Traffic - Sessions by Market



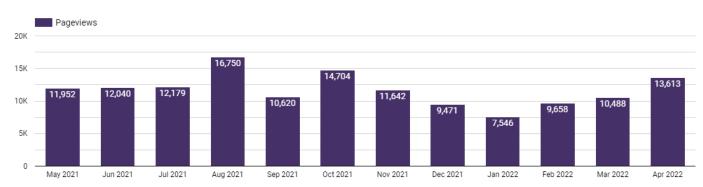
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic increased with 13,613 pageviews. The top posts were "Irving, Texas Bluebonnets Guide," with 4,007 pageviews, "A New Kitchen in Town" with 886 pageviews, and "Five Ways to Have Fun at Lake Carolyn" with 670 pageviews.

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews +	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/irving-texas-bluebonnets-guide/	4,007	3,638	00:15:46	11.15%
2.	/blog/list/post/a-new-kitchen-in-town/	886	842	00:11:37	16.75%
3.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	670	603	00:07:20	11.33%
4.	/blog/list/post/what-you-need-to-know-about-the-clubcorp-classic/	575	505	00:11:30	5.93%
5.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	397	346	00:04:35	12.89%

:

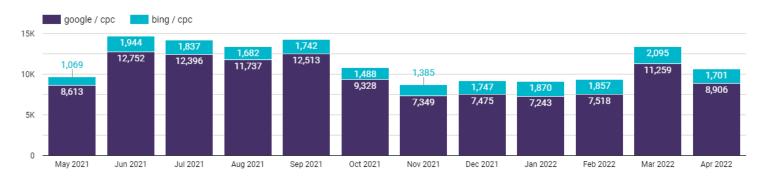
Advertising

TripAdvisor was the top performer for website visits in April, followed by Priceline and MPI. Paid search had 10,607 site visits.

By Placement

Placement	Impressions	Clicks +
Trip Advisor Targeted Ads	1,860	1,137
Priceline Targeted Ads	677,939	738
MPI Programmatic	83,328	607
Meetings Today Display Remarketing	54,142	208
TSAE Programmatic	2,838	95
Tiger Oak Publications Custom eBlast	1,828	19
Tiger Oak Publications eNews Display	0	11
Grand total	838,820	2,873

Advertising Engagement - Clicks



Digital Campaigns

Staycations Campaign:

In April, the Staycations campaign generated 7,241 hotel referrals. In the last twelve months, the Staycations Campaign has generated nearly 18 million impressions, 231,180 website sessions, and 120,973 hotel referrals, which represent over \$30 million in Potential Economic Value.

Meetings Campaign:

This fiscal year, the Meetings Campaign generated 10,602 website sessions and 165 meetings-sales inquiries.

Promoted Content Campaign:

In April, the Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated 54,148 post engagements and 5,690 blog visits.

Micro-Campaigns:

To date, seven sports and two concert micro-campaigns have been run, which generated 6,010 hotel referrals. The most recent micro-campaigns are for the Judas Priest, HAIM, Jack White, and Tears for Fears concerts at the Toyota Music Factory.

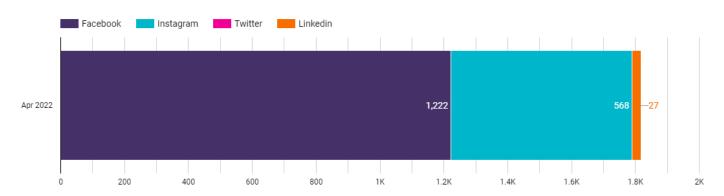
OTA Campaign:

This year, the OTA campaign with Expedia has generated 3,060 hotel bookings, 6,820 room nights, and \$890,917 in hotel revenue.

Social Media

1,817 additional followers and likes were added in April bringing the total influence to 130,594. Facebook had the largest growth at 1,222 new likes, followed by Instagram with 568 and LinkedIn with 27 new followers.

Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	94,408	11,547	5,758	821	112,534
CC	12,906	2,282	2,468	404	18,060
Grand Total	107,314	13,829	8,226	1,225	130,594

Selfie Cube at USA Triathlon Multisport Festival







Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	95,543,791	134,261,658	94,079,050		323,884,499
ADVERTISING EQUIVALENCY [†]	\$849,007	\$1,838,429	\$1,018,400		\$3,705,836
PUBLIC RELATIONS VALUE**	\$2,547,021	\$5,515,287	\$3,055,200		\$11,117,508

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

Attachments

- # "Close-Up Irving TX: Where 'Big Texas' becomes compact, "by Tyler Davidson, Meetings Today, April 1, 2022
- # "Behind the Scenes at the ClubCorp Classic," by Junior Reporters, ClubCorp Classic Blog, April 27, 2022
- # "ClubCorp Classic," BurbNews, April/May 2022
- # "Staying Power: SMERF Groups fuel recovery as destinations work to meet their need," by Autumn Cafiero Giusti, Convention South, May 1, 2022
- April Social Media Overview
- April Blog Performance Overview
- April Irving Social Stats
- April Convention Center Social Stats

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

^{**}From a measurement perspective, public relations value is traditionally estimated at three times (3x) the ad rate since it comes in the form of editorial coverage.

Meetings Today Linn County Cedar Rapids, IA Circulation: 51,525

Frequency: Monthly

April 1, 2022



Where 'Big Texas' becomes compact for groups

By Tyler Davidson

lthough Texas and the Dallas-Fort Worth Metroplex are generally described in superlatives that center around the word "big," its city of Irving packs a lot of punch in a compact package that combines upscale accommodations with a sizable convention center and an electric entertainment district, all within a walkable core in its master-planned Las Colinas development.

The primary example is Las Colinas Urban Center, a 12,000-acre development that features the 275,000-square-foot Irving Convention Center, located across the street from 350-room The Westin Irving Convention Center at Las Colinas (with almost 100,000 square feet of meeting space), which in turn is next to the Toyota Music Factory entertainment district.



Formerly named Irving Music Factory, a Gensler project that opened in late 2017, the Toyota Music Factory offers 25 restaurant and entertainment concepts, including the 8,000-capacity, indoor-outdoor The Pavilion at Toyota Music Factory amphitheater, operated by leading live-music promoter Live Nation. The venue also contains 2,500-seat and 4,000-seat indoor theaters.

A top events option within the complex is the 50,000-square-foot Texas Lottery Plaza, with two outdoor bars, and which itself offers an outdoor concert series.

Another notable resort property that is popular for meetings and conventions groups is Four Seasons Resort and Club Dallas at Las Colinas, located a little over two miles from the convention center and Toyota Music Factory area.

The Four Seasons offers both traditional and very unique options for groups, whether they are staying on-property or coming in for the day for an offsite excursion. Besides golf tournaments on its TPC Four Seasons Las Colinas-which is also a Certified Audubon Sanctuary-groups can work with Group Exercise Director Meg Plotsky, who pushes the envelope via innovative programs while also having a firm understanding of the time and other limitations inherent with group programs.

"We work cohesively with our clients to create inclusive group experiences that are focused on enhancing wellness," Plotsky said. "Our 15-minute stress relief breaks are ideal for jump-starting a meeting or as a way to reintegrate after a lunch break, and we tailor our private group exercise classes to all participants regardless of their fitness levels."



VISIT IRVING TEXAS (972) 252-7476

www.irvingtexas.com/meetings

Metroplex and is approximately a 20-minute drive from both Dallas/Fort Worth International Airport, offering airliff to 229 destinations, and Dallas Love Field, which provides nonstop access to 57 cities.

FANTASTIC OFFSITES

Four Seasons Resort and Club Dallas at Las Colinas

While maybe not officially an "offsite" venue, the Las Colinas Four Seasons' AntiGravity Aerial Yoga is just too cool to not include! Led by an instructor who is certified in eight levels of AntiGravity Fitness. the activity can accommodate 12 participants. Larger groups can experience Sound Meditation.



Stumpy's Hatchet House // https://stumpyshh.com/irvingtx

Featuring 11 throwing pits along with other games such as Giant Jenga, beer pong, comhole, darts and ring on the string, Stumpy's also offers a 20-tap, self-pour beer system with a mix of beers, seltzers and ciders.

The venue allows for catering to be brought in but also offers snacks and non-alcoholic beverages

The Ranch of Las Colinas www.theranchlc.com

Billing itself as offering "Texas-sized events." The Ranch specializes in Gulf seafood and authentic Tex-Mex cuisine. Its Fleetwood and Eldorado rooms can each accommodate up to 100 for an event, but the star performer here is the 150-person-capacity Ranch Pavilion that comes alive with neon signs and offers a porch and stage for live entertainment.

Elm Fork Shooting Sports // https://elmfork.com

Featuring shotgun clays as well as rifle and pistol sports, Elm Fork has an events team that can arrange a package that includes gun rentals, ammo. instructors, eye and ear protection, snacks, water and golf carts. The facility can also provide a catered meal. Elm Fork's clubhouse can accommodate up to 60 and also has an outdoor pavilion that can hold more than 200.



Momentous Institute is one of the charitable beneficiaries of the inaugural ClubCorp Classic. In addition to raising funds to support

Momentous Institute's goal of changing the odds for all children to build healthy and equitable communities, the ClubCorp Classic also invited students from the Momentous School to serve as junior reporters for the event.

Here are their stories:

Behind-The-Scenes at the ClubCorp Classic

April 22, 2022

By Yuliana Sandoval, 5th grade student at Momentous School, 2022 Junior Reporter

You may have been wondering what exactly makes a golf tournament possible. Well, this may surprise you, but it takes a lot of people. People like Diana Pfaff

Ms. Pfaff is a Vice President of Marketing Communications at Visit Irving which means she works in Public Relations (PR). PR benefits the economy by promoting Irving, Texas to more visitors and tourists, and then more people visit. More visitors means more people spending money in restaurants and hotels, which leads to them paying taxes, which in turn benefits the city. In getting ready for the ClubCorp Classic, Pfaff said that about thirty-thousand visitors would be coming to this event.

Now you may be wondering how exactly this is related to ClubCorp Classic. Well, since Diana promotes the city, she needs something to actually say about it. This is why media is important, and why Visit Irving hosted a Media Center at ClubCorp Classic.

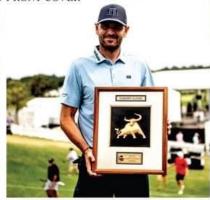


We spoke with Diana about many different aspects of her job. One, she gets to travel. If she can't get people to come to Irving, then she goes to them to talk about her city. According to Diana her favorite place is NYC because "everything's cool in New York City," and she likes spending time there. Two, things change over time. She explained how becoming a Vice President of Marketing Communications, "didn't happen overnight". It took her many promotions and hard work to get where she is now. As well as the ability to "Be willing to change and learn." She also says, "You really have to like people."

During her interview with the Junior Reporters from Momentous School she jokingly said to "Run and don't do it!" when talking about advice. But then she got serious.

"Everything leads to something," according to Diana. She started as a Coordinator at Visit Irving, then she became a Manager, then a Senior Manager, then a Director, and now Vice President. This just shows how committed she is to her work. She is a good role model for younger people dreaming of working in PR in the future. This was all new to me, and it sounds like a cool job.

CONTINUED FROM FRONT COVER





VOLUNTEERS ARE A HOLE IN ONE!





Diana Pfaff and Monty White with the ICVB, dont just volunteer, they make things happen in Las Colinas

CLUBCORP CLASSIC CLUBCORP AT LAS COLINAS 7CHOCTAW

ASINOS A RESORTS

Parel on the par-5 18th hole and became the winner of the inaugural at the tourney ending on Sunday. And In the celebrity division, former Dallas Cowboys quarterback Tony Romo was left "swimming with the Fishes" when, on the verge of winning the division, he bogied on the 18th hole and his competition, former tennis player Mardy Fish. They finished at 106 points, and Fish won the playoff, when once again, Romo went into the hazard and Fish made birdie. This tournament will be back! If you missed it - there is always next time!!



"Day 2 of Volunteering for Club Corp Classic on green #17 ... Choctaw Club SuiteRan into three of my favorite people Nick Starkweather, Brooke Brignac and Trace Wilkins." - Marilyn Guse-Noble



















Junior reporters from the Momentous Institute, one of the tournament's charitable organizations, interviewed Diana Pfaff, VP of Marketing Communications for VIstit Irving Convention South Baldwin County Gulf Shores, AL Circulation: 18,000 Frequency: Monthly

May 1, 2022



STAYING POWER

SMERF groups fuel recovery as destinations work to meet their needs

By Autumn Cafiero Giusti

he mighty SMERF market is propping up the meetings and events industry at a time when business and corporate groups have been slow to return.

Consisting of social, military, education, religious, and fraternal groups, the SMERF market has consistently booked in-person meetings and events to fill the gaps left by large corporate groups since the start of the pandemic. The challenge destinations now face is finding the workforce to support these events as bookings continue to roll in.

"Corporate America has realized they can have events remotely, via Zoom or Teams, versus having to meet in person on a wider scale, whereas your religious and education markets love to meet in person," says Katherine DiPietro, SMERF and travel industry sales manager for Visit Irving in Texas. **Boosting recovery**

When meetings and events started returning to Lexington, Ky., in 2021, the first large group the city hosted came from the SMERF sector. It was the biennial convention of the Lutheran Women's Missionary League (LWML), a citywide event that brought more than 2,700 attendees and gave the city an economic jolt.

That a religious group heralded the return of events to Lexington came as no surprise to Stephen Barnett, destination sales manager for VisitLex.

"We believe the SMERF market will be key to our city getting back to pre-pandemic tourism activities, thanks in large part to Lexington being an easy driving destination, an affordable city to host meetings, and a city that is now home to new and revitalized meeting facilities and hotels," he says. Lexington has long been a sought-after destination for groups from all SMERF segments. But Barnett says there's been a significant uptick in religious and fraternal groups, specifically, who are booking Lexingt not only for future years, but also to host even that were scheduled before the pandemic.

A major draw for these groups is the Centra Bank Center in downtown Lexington. The venue opened a new exhibit hall in April 2021 as part of a \$300 million expansion and renovation. Last June's LWML convention was the first event to take place in the new space. This spring, the entire project was completed, giving the convention center 200,000 square f of flexible space.

"We're also working with other religious groups this year and in future years that will b important for our city and believe Lexington's

8 | ConventionSouth | MAY 2022

www.conventionsouth.co

central location, affordability, and familyfriendly activities have been a strong influence in booking these events," Barnett says.

With Lexington known as the Horse Capital of the World, visiting groups often venture out to the Kentucky Horse Park and book tours of private horse farms in the region. In nearby Williamstown, the Ark Encounter features a 510-foot-long Noah's Ark and is a popular attraction for religious groups.

"Guests are dazzled by these fun, familyfriendly activities you can't find anywhere else in the world," Barnett says.

Leading the charge

The SMERF-driven recovery is playing out similarly in Memphis, Tenn., which saw a tourism bump in March when the city hosted Alpha Kappa Alpha (AKA) Sorority Inc.'s 90th South Eastern Regional Conference. Sessions took place at the newly renovated Renasant Convention Center, and attendees filled rooms in hotels across the city. The conference brought in nearly 5,800 attendees—about double the projections for the 2021 event, which was canceled because of COVID-19. The group's last regional conference took place in Knoxville, Tenn., in 2019, and 2022 marked the fourth time since 2004 the event took place in Memphis.

Malvin Gipson, vice president of sales, sports, and convention services for Memphis Tourism, says the AKA regional conference and other recent events serve as an indicator of SMERF market growth in the year to come.

"The SMERF market has continued to thrive in our destination," Gipson says.

What's more, groups in this segment appear to be leading the charge of events making their way back to Memphis. "As the travel industry continues to recover from the pandemic, one trend we've noticed is social and smaller meetings for individuals traveling because of mutual or shared interest have been the first to come back," Gipson says.

Although SMERF activity in Memphis isn't limited to a single category, Gipson says the religious market has been the most active this past year in the city, which has a deep religious history. Memphis is home to the headquarters of the Church of God in Christ, where the renowned Pentecostal Bishop G.E. Patterson presided.

"Religion plays an important role in our cultural identity," Gipson says. "So, it's quite natural for Memphis to be an attractive destination for religious groups."



Waterfront Park along the Ohio River in Louisville, Ky., continues to draw crowds.



The SMERF sector provided the first large group Lexington, Ky., hosted when meetings started returning in 2021. Venues such as the mixed-use City Center complex are a draw to the downtown area.

Among all SMERF categories, cultural experiences tend to be the most popular activities for groups visiting Memphis. Groups are drawn to attractions such as the National Civil Rights Museum, Beale Street, Elvis Presley's Graceland mansion, the Stax Museum of American Soul Music, and driving tours of the area's cultural landmarks.

Time crunch

In Jacksonville, Fla., SMERF bookings have varied, with some groups planning events further out than others, says Bob Doering, senior national accounts manager for Visit Jacksonville.

Religious groups, for example, are Jacksonville's most popular SMERF



According to Visit Irving, the Texas town is seeing occupancy rates at local properties, such as Texican Court Hotel, nearly back to pre-pandemic levels.



Visit Jacksonville has a positive outlook on the increase in SMERF market events in the Florida city, which offers numerous event venues, including Brick and Beam.

category, and those groups are scheduling events a year or more in advance.

"Social and military are the most active for immediate events—those booked in the year for that same year," he says. "Faith-based is planning now and booking mostly in 2023 and beyond."

With unknowns like future COVID variants, booking and planning times have been much shorter overall, and venues have been more flexible with attrition and cancellations, Doering says. At the same time, groups have expressed frustration over having to pay higher rates for hotels, which are full of leisure travelers and have been raising prices amid surging demand and workforce shortages.

Given all of those factors, Doering has maintained a "very positive" outlook on the SMERF market in Jacksonville as the pandemic continues to wane. "We're seeing increased interest now versus the last two years and are expecting to carry it through next year," he says.

Along with its reputation as a faith-friendly destination, Jacksonville appeals to military groups because of its status as a military town. The area is home to multiple bases and military complexes, including Naval Air Station Jacksonville, Naval Station Mayport, Naval Submarine Base Kings Bay, Camp Blanding Joint Training Center, and Blount Island

Command and Marine Corps Support Facility Blount Island.

Doering says SMERF groups appreciate Jacksonville's accessibility; it sits at the intersection of Interstates 95 and 10 and offer nonstop flights from more than 30 locations. They also like that it's an affordable beach town with plenty of options for outdoor activities and dining, Doering says.

Turning a corner

Although SMERF business has been known to power the industry through tough times, that wasn't the case everywhere during the pandemic.

Louisville, Ky., is a perennial favorite meeting destination for educational and religious groups. But during 2020 and 2021, Louisville saw a decline in meetings for these and other SMERF categories, says Kate Burger, director of convention sales for Louisville Tourism.

"Educational meetings, which have made up a large part of our convention business historically, somewhat halted everywhere due to the unique impact that the pandemic had on students and those in the university community," Burger says, adding many universities, colleges, and school districts instituted strict travel regulations or took a hit from drastic budget cuts. "These challenges correlated with the number of groups that cancelled and rebooked our destination during the peak of the pandemic."

With SMERF business lacking, sports and trade-business commercial groups accounted for the most event activity in Louisville during the peak of the pandemic and last fall, Burger says

Things seem to be turning a corner, though, and Louisville is seeing the religious and educational sectors returning this spring, summer, and fall, as well as into future calenda years. "More and more groups are resuming face-to-face meetings, have a clearer outlook o the future, and are sourcing RFPs in Louisville again," Burger says.

Louisville's largest convention center, the Kentucky Exposition Center near Louisville Muhammad Ali International Airport, features an attached arena and 1.2 million square feet cevent space. Popular with SMERF groups is a smaller venue, the recently expanded Kentuck International Convention Center, located downtown and offering more than 200,000 square feet of exhibit space. Also downtown

are the Muhammad Ali Center and the KFC Yum! Center.

Within walking distance of downtown hotels, groups can access attractions such as the Louisville Slugger Museum & Factory, the Kentucky Derby Museum, and distilleries along the Urban Bourbon Trail.

Unlike other markets

Since the start of the pandemic, DiPietro of Visit Irving has observed a distinct shift in the industry that has had ripple effects for SMERF events. Longtime hotel employees have left, either because of a furlough or to pursue other opportunities. Many hotels remain short-staffed while also helping newer employees through the learning curve.

"Now we're finding the hospitality industry is on an upswing, and our occupancy is almost back to pre-pandemic levels. But it's hard to find good people," DiPietro says. "It takes some time to gain that knowledge of the industry and get the training and experience."

That's created challenges for SMERF groups and their planners, particularly because many of these groups are smaller and require contract clauses that are different from their corporate counterparts.

"In the SMERF market, I'd say 99 percent of my clients are nonprofit. So, understanding the nonprofit market and where their budgets are is key," DiPietro says, adding nonprofits don't have the same financial resources as corporate groups, some of which can cancel an event without taking a major financial hit. "They can completely go under because they don't have that endless checkbook."

SMERF is unlike other markets, DiPietro says, and as the pandemic recovery continues, understanding the key differences between it and corporate groups is essential to attracting and serving SMERF groups. "Relationships are so important in these markets," she says.

Unlike corporate America, where event planners often come and go, the planners and decision-makers for SMERF groups generally remain in those roles for years. "A lot of my clients are my really good friends," she says. "When we go to a conference, it's like a family reunion. I know about their families and their kids, and they know about mine."

DiPietro points to the example of a religious group's executive who spoke at a marketing conference about the importance of connections. "He said he would rather book an event with



The SMERF market continues to thrive in Memphis, Tenn., where groups enjoy music-related attractions such as Elvis Presley's Graceland mansion (left) and the colorfu mural of B.B. King.

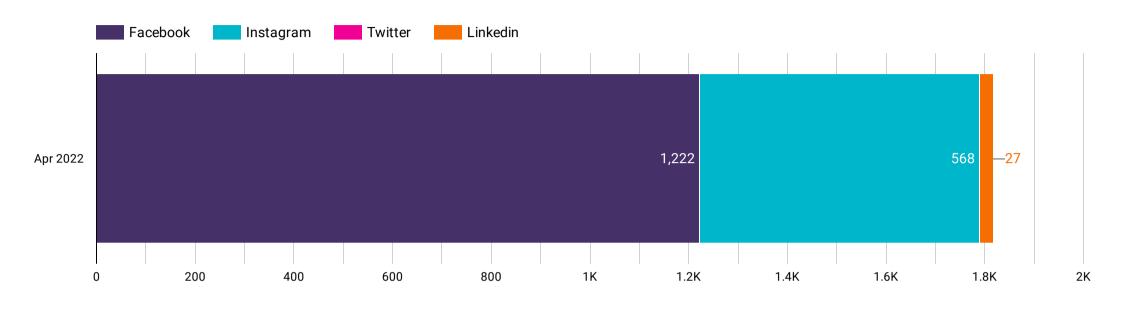


a person he has a relationship with instead of letting the choice of venue or destination drive his decision," she says. "I thought that was interesting, because he felt more comfortable knowing that person would be there to assist him through the process of not only negotiating the event, but also planning it and executing it, making sure everything was successful when they were at the event."

DiPietro is optimistic about the SMERF market and says the first few months of 2022 have been busy for Irving. And judging from meetings she's had with SMERF planners and her industry counterparts in other cities, groups in this market are eager to reunite.

"We like to be together," she says. "We want to meet in person. We don't like Zoom or Teams. We want to be there. We want to give the person a hug. We want to say, 'How are you doing?' So, I think that's different from other markets."

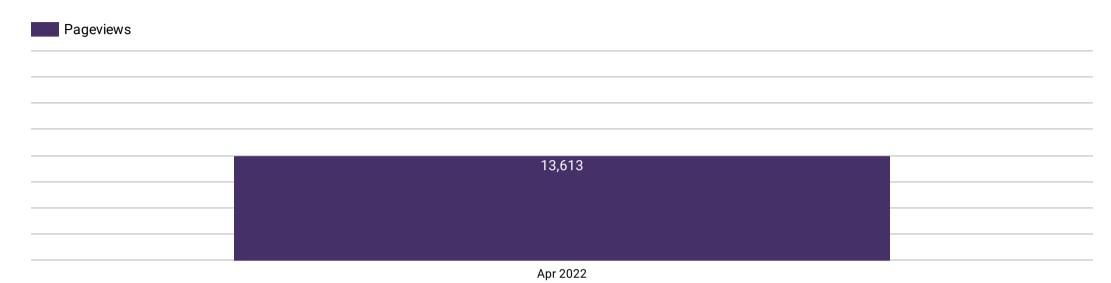
Additional Social Media Followers



Social Media Breakdown

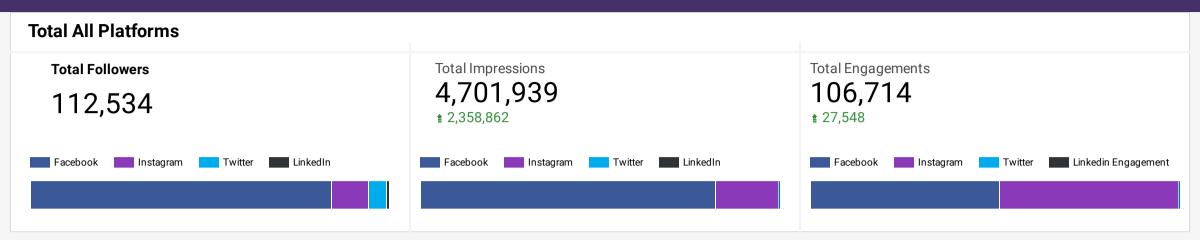
Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	94,408	11,547	5,758	821	112,534
CC	12,906	2,282	2,468	404	18,060
Grand Total	107,314	13,829	8,226	1,225	130,594

Blog Pageviews



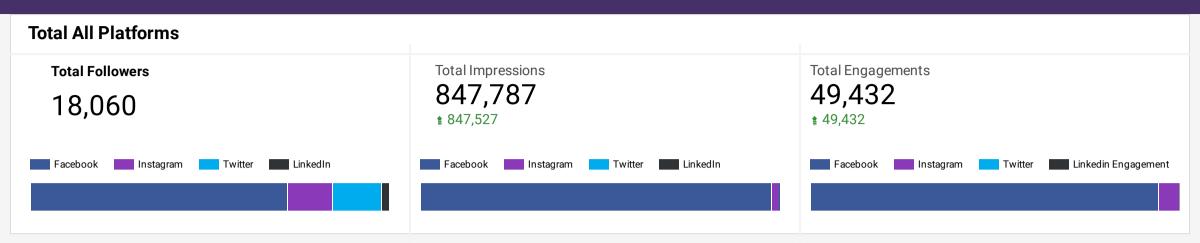
Blog Traffic Performance

	Page	Pageviews *	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/list/post/irving-texas-bluebonnets-guide/	4,007	3,638	00:15:46	11.15%
2.	/blog/list/post/a-new-kitchen-in-town/	886	842	00:11:37	16.75%
3.	/blog/list/post/five-ways-to-have-fun-at-lake-carolyn/	670	603	00:07:20	11.33%
4.	/blog/list/post/what-you-need-to-know-about-the-clubcorp-classic/	575	505	00:11:30	5.93%
5.	/blog/list/post/top-5-picnic-spots-in-irving-and-las-colinas/	397	346	00:04:35	12.89%
6.	/blog/home/	271	208	00:01:46	48.68%
7.	/blog/list/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	265	238	00:09:23	7.41%
8.	/blog/list/post/throwback-thursday-exploring-dfw-international-airport/	252	218	00:19:15	8.11%
9.	/blog/list/post/treat-mom-to-a-solo-staycay-for-mothers-day/	233	216	00:13:56	10.9%
10.	/blog/list/post/easter-fun-around-irving/	226	214	00:08:53	15.53%



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	94,408		11,547		5,758		821	
Impressions	3,860,795	408,081 🛊	831,107	16,444 🛊	9,631	5,620 🛊	406	146 🛊
Engagements	54,782	6,765 🛊	51,656	186 🛊	244	151 🛊	32	12 🛊
Net Followers	1,205	-58 ₹	530	26 🛊	-1	-12 🖡	17	12 🛊
— Total Net Followers	—— Total Net Foll	lowers (previous y	ear)					



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	12,906		2,282		2,468		404	
Impressions	829,431	317,428 🛊	18,160	-97 ▮	196	-2 •	0	0
Engagements	46,561	24,445 🛊	2,871	-73 ▮	0	-8 •	0	0
Net Followers	17	-9 ‡	38	0	2	-4 🖡	10	6 🛊
Total Net Followers	—— Total Net Foll	owers (previous ye	ear)					
0								
-5								
-10								
-15								



DATE: May 18, 2022

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration RE: STR and AirDNA Data Reports – April Data

STR

Irving's hotel occupancy rate for April was 74.5%, which is higher than the US and Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 28.8%, while Texas figures increased 6.6% and the US figures increased 14.4% for the month. Demand for the current period increased 28.3%, and YTD has increased 31.4% over last year, while STR data reflects a 28.8% increase for the current period and a 31.5% increase in YTD occupancy compared to 2021.

For the average daily rate, Irving was \$118.59, up 37.7% in April compared to last year, leaving Irving's YTD average daily rate at \$109.97, up 40.7% over last year.

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

AirDNA

For the month of April, there were 487 available listings in Irving which was a 5.4% decrease in listings over last year's figure of 515. The average daily rate for April was \$207.03, which was a decrease of 3.62% over last year, with an occupancy percentage of 62.3%, which was a decrease of 3.05% compared to last year.

For the hotel comparable subset, the average daily rate for April was \$111.97, an increase of 17.15% from last year, with occupancy at 63.1%, an increase of 3.02% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: April 2022

					Current Mo	onth - April	2022 vs /	April 2021									Year to Dat	e - April 20	22 vs April	2021				
	Осс	%	AD	R	RevP	AR		Perce	nt Change	from April	2021		Oce	: %	AD	R	RevP	AR		Percent (Change fr	om YTD	2021	
							_			D	Room Avail	Room							_			Room	Room	Room
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Room Rev		Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold
United States	65.5	57.3	149.90	110.95	98.20	63.57	14.4	35.1	54.5	59.2	3.1	17.8	58.5	49.0	140.75	103.05	82.36	50.50	19.4	36.6	63.1	69.1	3.7	23.8
Texas	66.4	62.3	117.52	91.70	78.05	57.10	6.6	28.2	36.7	38.8	1.5	8.3	61.4	55.1	110.33	84.09	67.69	46.36	11.3	31.2	46.0	48.6	1.8	13.3
Atlanta, GA	69.4	62.2	120.63	92.91	83.68	57.76	11.6	29.8	44.9	50.1	3.6	15.6	62.5	54.7	112.86	85.65	70.50	46.82	14.3	31.8	50.6	56.2	3.8	18.6
Arlington, TX	73.8	69.2	111.02	86.18	81.95	59.63	6.7	28.8	37.4	37.7	0.2	6.9	66.9	60.6	101.40	78.30	67.81	47.46	10.3	29.5	42.9	43.0	0.1	10.4
Charlotte, NC	71.0	56.2	121.98	87.84	86.61	49.40	26.2	38.9	75.3	79.4	2.3	29.2	60.6	47.4	111.02	81.84	67.24	38.80	27.8	35.7	73.3	79.7	3.7	32.5
Fort Worth, TX+	70.1	63.0	125.13	93.04	87.71	58.63	11.2	34.5	49.6	52.3	1.8	13.2	66.2	57.5	119.73	85.31	79.25	49.02	15.2	40.3	61.7	67.9	3.9	19.7
Frisco, TX+	66.4	53.2	147.15	113.64	97.77	60.51	24.8	29.5	61.6	61.6	0.0	24.8	58.4	46.7	140.41	106.60	82.05	49.83	25.0	31.7	64.7	67.3	1.6	27.0
Grapevine, TX+	75.8	48.2	192.09	162.60	145.52	78.44	57.0	18.1	85.5	85.5	0.0	57.0	67.4	41.2	191.17	160.94	128.88	66.30	63.7	18.8	94.4	99.1	2.4	67.6
Irving, TX+	74.5	57.8	118.59	86.15	88.29	49.78	28.8	37.7	77.4	78.8	8.0	29.9	65.9	50.1	109.97	78.17	72.44	39.15	31.5	40.7	85.1	88.6	1.9	34.0
Nashville, TN	74.7	56.9	178.73	113.02	133.51	64.35	31.2	58.1	107.5	117.7	4.9	37.7	63.3	45.2	158.18	99.33	100.20	44.87	40.2	59.3	123.3	134.6	5.1	47.3
Phoenix, AZ	76.4	67.4	190.47	134.64	145.56	90.70	13.4	41.5	60.5	61.0	0.3	13.8	74.5	61.3	195.87	129.13	145.84	79.10	21.5	51.7	84.4	89.1	2.6	24.7
San Jose, CA+	61.8	45.4	140.87	101.71	87.03	46.22	36.0	38.5	88.3	112.1	12.6	53.1	55.4	37.9	129.34	99.31	71.70	37.63	46.3	30.2	90.6	91.3	0.4	46.9

					Comp	oetitive Se	et Comparison									
										nt of Chang	•					
		Actual I	igures						fron	n Last Year						
	C	urrent Mo	nth	Y	ear-To-Da	ate	Current Month Year-To-Da									
	occ	ADR	RvPAR	occ	ADR	RvPAR		OCC	ADR	RvPAR	occ	ADR	RvPAR			
US	69.6	143.30	99.71	56.2	117.11	65.77	us	47.7	40.2	107.0	28.6	8.6	39.6			
Texas	65.7	105.97	69.67	59.2	92.24	54.60	Texas	49.7	38.6	107.5	30.3	6.3	38.4			
Irving	65.6	98.71	64.73	56.2	87.07	48.95	Irving	91.6	37.5	163.4	31.3	-7.6	21.3			
Best USA	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best USA	Grpvine	Nshvlle	Nshvlle	Frisco	Arlngtn	Arlngtn			
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	69.0	227.7	43.4	13.8	42.5			
Best Texas	Grpvine	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Frisco	Arlngtn	Arlngtn			
	78.7	210.08	165.27	64.9	179.71	94.20		145.5	51.9	189.4	43.4	13.8	42.5			
Worst USA	SanJose	Irving	SanJose	SanJose	Irving	SanJose	Worst USA	Phoenix	SanJose	SanJose	SanJose	SanJose	SanJose			
	54.5	98.71	63.05	43.6	87.07	46.34		40.9	11.7	79.6	10.6	-31.8	-24.6			
Worst Texas	Frisco	Irving	Irving	Frisco	Irving	Irving	Worst Texas	Arlngtn	Grpvine	Arlngtn	Arlngtn	Irving	Irving			
	60.8	98.71	64.73	52.3	87.07	48.95		44.1	17.9	118.9	25.2	-7.6	21.3			
		Note: "E	Best" and	"Worst" no	tations a	bove refer	to destinations w	vithin this	competitiv	ve set only						

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: April 2022

					Current Mont	th - April 20	22 vs Ap	ril 2021									Year to Date	- April 2022	2 vs April	2021				
	Осс	%	AD	R	RevP	AR		Percer	nt Change fr	om April	2021		Occ	%	AD	R	RevP	AR		Percen	t Change	from YT	D 2021	\neg
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	74.5	57.8	118.59	86.15	88.29	49.78	28.8	37.7	77.4	78.8	0.8	29.9	65.9	50.1	109.97	78.17	72.44	39.15	31.5	40.7	85.1	88.6	1.9	34.0
Luxury/Full Service Irving+	73.9	45.1	162.33	124.93	119.93	56.38	63.7	29.9	112.7	112.7	0.0	63.7	62.4	37.0	152.42	112.72	95.17	41.70	68.8	35.2	128.2	134.6	2.8	73.5
All Suite/Extended Stay Irving+	75.7	70.3	94.66	72.15	71.69	50.73	7.7	31.2	41.3	41.3	0.0	7.7	69.1	61.7	89.96	67.46	62.17	41.65	11.9	33.4	49.3	49.3	0.0	11.9
Limited Service Irving+	81.0	61.9	108.59	78.56	87.92	48.61	30.8	38.2	80.9	92.6	6.5	39.3	71.5	56.3	102.20	71.80	73.08	40.45	26.9	42.3	80.7	92.4	6.5	35.1
Budget Irving+	68.5	60.4	71.71	58.06	49.09	35.10	13.2	23.5	39.9	39.6	-0.2	13.1	63.1	53.0	64.73	54.55	40.86	28.92	19.1	18.6	41.3	41.1	-0.2	18.9
Las Colinas+	73.6	56.3	138.98	97.25	102.34	54.78	30.7	42.9	86.8	86.8	0.0	30.7	62.3	46.3	127.08	86.29	79.12	39.91	34.6	47.3	98.2	98.2	0.0	34.6
DFW North+	76.2	56.7	109.05	80.95	83.13	45.89	34.5	34.7	81.2	86.0	2.7	38.1	71.3	51.3	104.03	73.89	74.22	37.94	39.0	40.8	95.6	108.0	6.3	47.7
DFW South+	73.6	61.2	99.50	76.29	73.25	46.69	20.3	30.4	56.9	56.8	-0.0	20.2	65.0	54.4	93.02	72.25	60.42	39.31	19.4	28.7	53.7	53.7	-0.0	19.4
Full Service Las Colinas+	72.4	40.6	204.35	160.34	147.89	65.03	78.4	27.5	127.4	127.4	0.0	78.4	55.9	28.8	192.73	148.72	107.73	42.79	94.3	29.6	151.7	151.7	0.0	94.3
Limited Service Las Colinas+	74.6	68.2	91.26	69.02	68.08	47.07	9.4	32.2	44.6	44.6	0.0	9.4	67.0	59.4	85.90	63.54	57.59	37.75	12.9	35.2	52.6	52.6	0.0	12.9
Full Service DFW North+	74.3	38.0	136.91	113.17	101.77	43.01	95.6	21.0	136.6	136.6	0.0	95.6	68.5	34.2	133.46	101.69	91.45	34.82	100.1	31.2	162.6	186.9	9.3	118.6
Limited Service DFW North+	77.5	69.2	91.85	69.07	71.15	47.82	11.9	33.0	48.8	55.4	4.5	16.9	73.2	61.9	86.30	64.43	63.14	39.85	18.3	33.9	58.4	65.5	4.5	23.6
Full Service DFW South+																								
Limited Service DFW South+	72.4	59.3	92.76	70.57	67.16	41.86	22.1	31.4	60.4	60.4	-0.0	22.0	64.0	52.7	85.44	66.84	54.65	35.23	21.4	27.8	55.1	55.1	-0.0	21.3

AirBNB Data	Осс	%	ΑI	DR .	Revi	PAR		Percen	t Change f	rom Pric	or Year		Occ	c %	ΑĽ)R	Revi	PAR	Pe	rcent Ch	nange fr	om Prio	r Year Y	TD
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Room	Room	Room	2022	2021	2022	2021	2022	2021	Осс	ADR	Rev	Room	Room	Room
	2022	2021	2022	2021	2022	2021	OCC	ADI	Kevrak	Rev	Avail	Sold	2022	2021	2022	2021	2022	2021	OCC	ADK	PAR	Rev	Avail	Sold
Entire Place	62.3	64.3	207.03	214.81	129.01	138.07	-3.05	-3.62	-6.56	10.9	8.0	2.1	56.8	56.32	215.98	188.30	122.77	106.05	0.93	14.70	15.77	44.5	30.9	25.1
Hotel Comparable	63.1	61.24	111.97	95.58	70.64	58.53	3.02	17.15	20.69	61.2	33.5	37.6	60.2	55.26	109.70	92.05	66.09	50.86	9.03	19.18	29.95	50.1	15.5	26.0

Available Listings	2022	2021	% Chg
Entire Place	320	342	(6.4)
Private Room	119	132	(9.8)
Shared Room	48	41	17.1
Total Available Listings	487	515	(5.4)

		Partic	ipation	
	Prope	rties	Roc	oms
	Census	Sample	Census	Sample
Irving, TX+	87	75	12845	11182
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	32	30	3594	3391
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	16	2434	1574
Las Colinas+	31	30	5262	4926
DFW North+	26	25	4060	3964
DFW South+	30	20	3523	2292
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	22	21	2471	2375
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2467	1836
ICC Comp Set No Boutiques+				

Irving, Texas Room Demand Source: Smith Travel Research

		2021			2022			ed Demand er prior year	-	rted Change rior year
	Осс %	Current Month Demand	Year To Date Demand	Осс %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	37.6	149,888	149,888	54.0	213,194	213,194	42.2%	42.2%	42.5%	42.5%
February	46.2	166,232	316,120	64.5	232,046	445,240	39.6%	40.8%	40.7%	41.7%
March	58.3	232,397	548,517	71.0	282,761	728,001	21.7%	32.7%	20.7%	33.0%
April	58.0	223,663	772,180	74.5	286,896	1,014,897	28.3%	31.4%	28.8%	31.5%
May	62.1	245,810	1,017,990							
June	64.8	248,066	1,266,056							
July	65.6	259,433	1,525,489							
August	59.6	235,957	1,761,446							
September	59.7	230,535	1,991,981							
October	66.2	266,062	2,258,043							
November	64.1	244,834	2,502,877							
December	55.6	219,242	2,722,119							

Irving, Texas & United States Comparison

April 2022

Irving		A.D	.R.			OCCUF	PANCY			Rev	PAR	
livilig	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	99.60	45.4%	99.60	45.4%	54.0%	42.5%	54.0%	42.5%	53.82	107.1%	53.82	107.1%
FEBRUARY	107.53	42.7%	103.66	43.8%	64.5%	40.7%	59.1%	41.7%	69.37	100.7%	61.29	103.8%
MAR	110.73	40.4%	106.44	42.1%	71.0%	20.7%	63.1%	33.0%	78.63	69.5%	67.21	89.1%
APRIL	118.59	37.7%	109.97	40.7%	74.5%	28.8%	65.9%	31.5%	88.29	77.4%	72.44	85.1%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling a	verages:	ADR	103.33	37.2%	Oc	ccupancy	63.5%	54.0%		RevPAR	65.58	111.3%

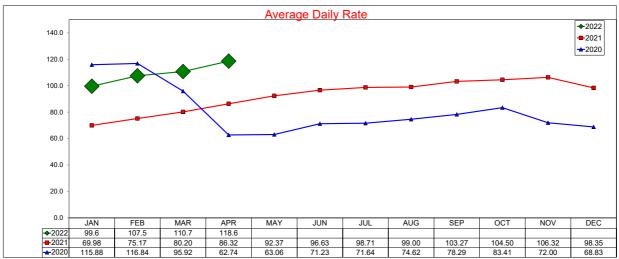
Texas		A.D	.R.			OCCUF	PANCY		RevPAR			
Texas	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	96.11	29.9%	96.11	29.9%	51.3%	19.2%	51.3%	19.2%	49.33	54.8%	49.33	54.8%
FEBRUARY	104.86	33.4%	100.65	31.8%	60.0%	17.6%	55.4%	18.3%	62.95	56.8%	55.80	55.9%
MAR	118.40	35.2%	107.64	32.8%	67.8%	6.0%	59.7%	13.1%	80.24	43.3%	64.22	50.2%
APRIL	117.52	28.2%	110.33	31.2%	66.4%	6.6%	61.4%	11.3%	78.05	36.7%	67.69	46.0%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

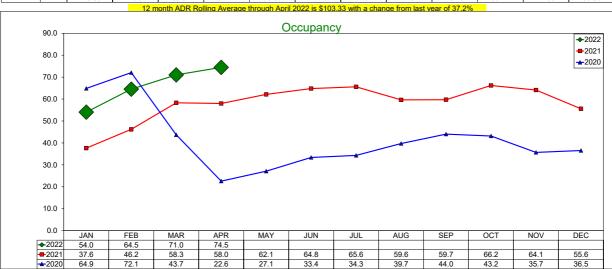
USA		A.D	.R.			OCCUF	PANCY			Rev	/PAR	
UUA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.51	36.0%	123.51	36.0%	47.8%	22.4%	47.8%	22.4%	58.98	66.4%	58.98	66.4%
FEBRUARY	137.39	38.7%	130.80	37.6%	56.9%	26.0%	52.1%	24.2%	78.24	74.8%	68.15	70.9%
MAR	146.61	37.5%	137.13	37.5%	64.0%	17.9%	56.2%	21.6%	93.82	62.1%	77.06	67.2%
APRIL	149.90	35.1%	140.75	36.6%	65.5%	14.4%	58.5%	19.4%	98.20	54.5%	82.36	63.1%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

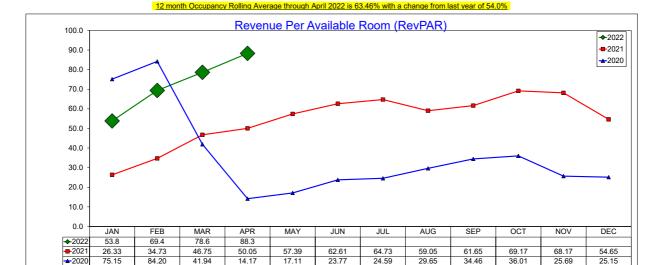
Note: The "Change %" column refers to the change from the prior year's figure.

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 April 2022







Monthly & YTD AirDNA Data

April 2022

Entire Place		A.D	.R.			OCCUF	PANCY			Revl	PAR	
Little Flace	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	212.65	39.8%	212.65	39.8%	49.2%	6.0%	49.2%	6.0%	104.71	48.2%	104.71	48.2%
FEBRUARY	227.23	27.6%	219.59	34.7%	54.9%	4.0%	51.8%	5.9%	124.81	32.6%	113.72	42.6%
MAR	220.94	16.0%	220.11	26.3%	59.8%	0.0%	54.6%	3.3%	132.07	15.9%	120.25	30.5%
APRIL	207.03	-3.6%	215.98	14.7%	62.3%	-3.1%	56.8%	0.9%	129.01	-6.6%	122.77	15.8%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

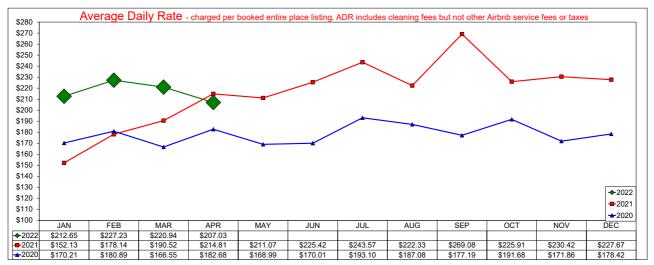
Hotel		A.D	.R.			OCCUF	PANCY		RevPAR			
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.37	25.6%	102.37	25.6%	55.2%	19.6%	55.2%	19.6%	56.53	50.2%	56.53	50.2%
FEBRUARY	109.56	12.8%	105.73	19.8%	59.6%	8.7%	57.2%	15.4%	65.32	22.6%	60.48	38.3%
MAR	112.45	20.0%	108.48	20.0%	61.4%	4.2%	58.8%	11.4%	68.99	25.1%	63.82	33.6%
APRIL	111.97	17.1%	109.70	19.2%	63.1%	3.0%	60.2%	9.0%	70.64	20.7%	66.09	29.9%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

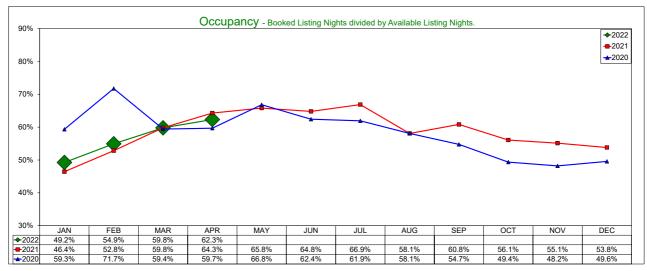
Note: The "Change %" column refers to the change from the prior year's figure.

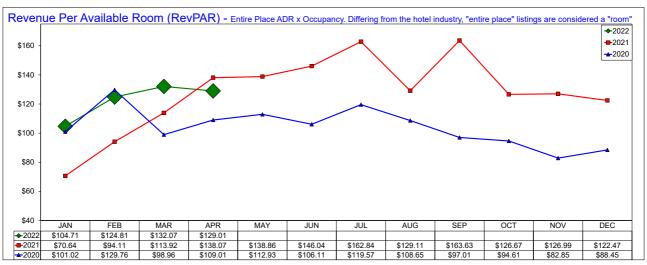
AirDNA - Entire Place

April 2022

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

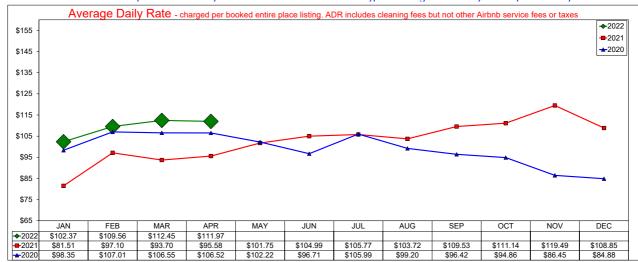


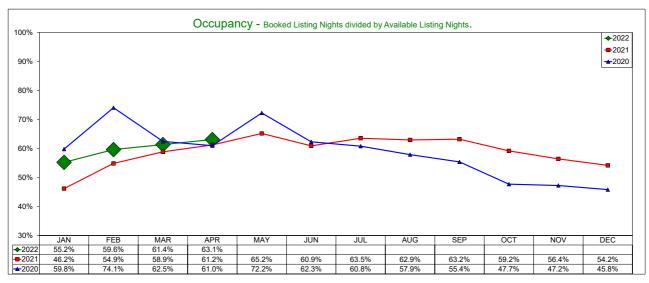


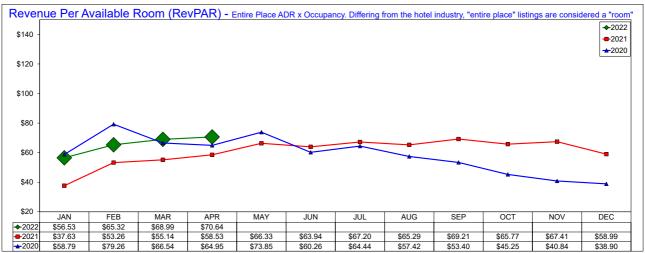


AirDNA - Hotel Comparable Subset

April 2022
Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels







2022 - 2021 - 2020 COMPARISON Occupancy/ADR/RevPAR

Month		Occ %			ADR			RevPAF	3
WIOTILLI	2022	2021	2020	2022	2021	2020	2022	2021	2020
January	54.00	37.62	64.85	99.60	69.98	115.88	53.82	26.33	75.15
February	64.50	46.20	72.06	107.53	75.17	116.84	69.37	34.73	84.20
March	71.00	58.30	43.72	110.73	80.20	95.92	78.63	46.75	41.94
April	74.50	58.00	22.59	118.59	86.32	62.74	88.29	50.05	14.17
May		62.10	27.10		92.37	63.06		57.39	17.11
June		65.60	33.37		98.71	71.23		64.73	23.77
July		65.60	34.32		98.71	71.64		64.73	24.59
August		59.60	39.74		99.00	74.62		59.05	29.65
September		59.60	44.01		103.46	78.29		61.66	34.46
October		66.20	43.17		104.50	83.41		69.17	36.01
November		64.10	35.68		106.32	72.00		68.17	25.69
December		55.60	36.54		98.35	68.83		54.65	25.15

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MAY 23, 2022

CONVENTION CENTER MANAGEMENT REPORTS





May 13, 2022

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Casey Villaseñor, ASM Global Senior Sales Manager

SUBJECT: Monthly Financial & Sales Report – April 2022

Convention Center	Current	Current	Prior Year	Year to Date	Year to Date	Prior YTD
	Actual	Budget	Actual	Actual	Budget	Actual
Direct Event Income	103,957	126,750	69,644	583,787	605,205	370,463
Ancillary Income	269,787	231,845	48,650	1,638,328	1,208,177	248,559
Total Event Income Other Income	373,744	358,595	118,294	2,222,115	1,813,382	619,022
	81,952	66,421	27,675	394,883	464,947	185,784
Adjusted Gross Income	455,696	425,016	145,969	2,616,998	2,278,329	804,806
Indirect Expenses	(400,518)	(492,659)	(366,241)	(3,319,245)	(3,439,093)	(2,523,835)
Net Income (Loss)	55,178	(67,643)	(220,272)	(702,247)	(1,160,764)	(1,719,029)

- Total direct event income consisted of rental and service revenue from the
 eighteen revenue-producing events we had for the month: Maliyil Wedding,
 Breakfast with the Stars, Camden Awards Luncheon, Girls Inc. Bold Dreams
 Breakfast, Irving PD Banquet, Frito Lay Employee Celebration, TASC, DFWAE,
 Women's Business Council, Medical City, ED311 Spring Conference, QuikTrip, IEC
 Quality Summit, Regional Hispanic Contractors, USA Triathlon of Colorado,
 Community Event, Trampoline & Tumbling, and Express Cheer.
- Other operating income includes April's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$92,141, 90% due to the reversal of prior year's vacation.
- Overall, the ICC beat budget by \$122,821.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	370,856	326,740	3,422	2,033,211	1,550,895	183,199
Net Income/(Loss)	197,441	212,620	1,870	1,163,613	964,537	115,553
Net Income/(Loss) %	53.24%	65.07%	54.65%	57.23%	62.19%	63.08%

ICC by the Numbers

EVENTS	
This month	To date
22	118
Current Year	Current Year
6 Prior Year	29 Prior Year

VISITORS	
This month	To date
25,760	84,515
Current Year	Current Year
7,110	25,313
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED						
This month	To date					
2,156	16,607					
Current Year	Current Year					
1,432	7,794					
Prior Year	Prior Year					

SURVEY RESULTS						
Returned	Score					
4	90%					
This Month	Current Month					
13	95.4%					
Year to Date	Year to Date					

EXECUTED AGREEMENTS	
This month	To date
19 Current Year	136 Current Year
10	63
Prior Year	Prior Year

Target Industry Bookings

National Catholic Education Association – April 2023 JP Morgan Chase – September 2022 International Association of Fire Chiefs – October 2022

May and June at a Glance

•	May 2-3	DFW Minority Suppliers Showcase
•	May 7	Sneaker Exit
•	May 10	Irving ISD Salute to Services
•	May 10-11	Innotech Dallas
•	May 15-18	TEXSOM International Wine Awards
•	May 27-24	Texas Society of CPAs Meeting
•	May 25-26	Elevate IT
•	June 1-6	AKON 2022
•	June 7-8	Future Com
•	June 9-12	Texas Cornhole League Series
•	June 12-15	Texas Association of School Business Officials
•	June 16-17	Association of Fundraising Professionals
•	June 17-19	Vision Inmigrante Inc Expo
•	June 20-23	Learning Forward Texas 2022
•	June 22-26	Steubenville Lone Star 2022
•	June 27-29	Pri-Med Irving Regional Conference

cc: Tom Meehan, General Manager, ASM Global

			May 2022			
Sunday	M on day	Tu es day	Wedn es day	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Legacy Dance Championshi Definite	p		Neighborly Definite			Sneaker Exit Definite
	DFW Mino rity Supplier Shov Definite	vcase				Coppell High School B Definite
Tom, Je re my, Kayla, Cori, Eduard	Tom, Je re my, Kayla, Cori, E duard	Tom, Je re my, Kayla, Cori, E duard	Tom, Je re my, Kayla, Cori, E duard	Tom, Je re my, Kayla, Cori, E duard	Tom, Jeremy, Kayla, Cori, Eduard	
8 Mother's Day	9	10	11	12	13	14
Coppell High School B Definite		Innotech Dallas Definite		Mid Cities Women's Cli Definite - Internal		MySquarefeet India Pr Definite
		Irving ISD Salute to Se Definite				University of Dallas Gr Definite
						Irving High School Prom Definite
	GB - Lighting (See Casey)		GB - Lighting (See Casey)	GB - Lighting (See Casey)	GB - Lighting (See Casey)	Josette-000
15	16	17	18	19	20	21
2022 T EXSO M Wine Awards Definite						
University of Dallas Gr Definite	Urban Land Institute Definite		Art of Living Meditation Ev Definite	ent		
MySquarefeet India Pr Definite			A-Kon Tasting Definite - Internal	AARC Workshop Definite		
				7x24 Exchange Lone S Definite	IEC Graduation De finite	Arling ton HS Prom Definite
		Fire wall Switch Over (Network D	Fire wall Switch Over (Network D	Fire wall Switch Over (Network D		
22	23	24	25	26	27	28
AARC Workshop De firite	Texas Society of CPAs Meet Definite	ting	Elevate IT Definite		Universal Academy Gra Definite	Jose - Thomas Wedding Definite
	ICVB Board of Directo Definite		AFP Tasting Definite - Internal			
			MarCom Meeting Definite - Internal			
GB - Lighting (See Casey)						

5/19/2022

May 2022									
Sunday	M on day	Tu es day	Wedn es day	Thursday	Friday	Saturday			
29	30 Me morial Day	31	1	2	3	4			
Jose - Thomas Wedding Definite			A-Ko n 2022 De finite						
	GB - Lighting (Se e Casey)	GB - Lighting (See Casey)	GB - Lighting (See Casey)						

5/19/2022 2/2

June 2022								
Sunday	M on day	Tuesday	Wedn es day	Thursday	Friday	Saturday		
29	30 Me morial Day	31	1	2	3	4		
Jose - Thomas Wedding Definite			A-Ko n 2022 Definite					
	GB - Lighting (Se e Casey)	GB - Lighting (See Casey)	GB - Lighting (See Casey)					
5	6	7	8	9	10	11		
A-Ko n 2022 De finite		Triathlon Celebration Definite		Texas Cornhole League Ser Definite	ries			
		Future Com Definite						
		New Western Meeting Tentative 1	Intern Bash Tentative 1					
	GB - Lighting (See Casey)				Josette 000			
12	13	14 Flag Day (USA)	15	16	17	18		
Texas Cornhole Leagu De finite				AFP 2022 DFW Philanthropy in Action Definite				
TASBO Summer Conferenc	e 2022				Mujer Expo 2022 Definite			
						Texas USAG Annual Aw Definite		
19 Father's Day, June teenth	20	21	22	23	24	25		
Mujer Expo 2022 De finite	Learning Forward Texas 20 Definite	22						
			Steubenville Lone Star 202 Definite	22				
GB - Lighting (See Casey)			Josette 000	Josette 000	Josette 000	Josette 000		
26	27	28	29	30	1	2		
Steubenville Lone Star Definite	Pri-Med Irving Regional Cl Definite	ME/CE Conference						
Josette 000	Josette 000	Josette 000						

5/19/2022 1/1

July 2022								
Sunday	Monday	Tu es day	Wednesday	Thursday	Friday	Saturday		
26	27	28	29	30	1	2		
Steubenville Lone Star	Pri-Med Irving Regional Control Definite	ME/CE Conference						
Josette 000	Josette 000	Josette 000						
3	4 Independence Day	5	6	7	8	9		
10	11	12	13	14	15	16		
Building Professional Inst Definite	Building Professional Institute Definite							
		ICVB Committee Meeti Definite						
BPI2 Tentative 2								
			Kayla 000	Kayla 000	Kayla 000	Kayla 000		
17	18	19	20	21	22	23		
Trial Advo cacy College of Definite	Texas			The Line Haul Summit Definite				
		BOMA Dallas De finite						
24	25	26	27	28	29	30		
	ICVB Board of Directo Definite	Solution Tree 2022 Team II De finite	nstitutes					
					UMANT Meeting Tentative 1			
					Josette 000	Josette 000		

5/19/2022

July 2022									
Sunday	Monday	Tuesday	Wedn es day	Thursday	Friday	Saturday			
31	1	2	3	4	5	6			
Kicksfest Prospect	Irving ISD Definite								
				Greater Dallas Vetera Definite					
				Texas Summer Cup Tentative 1					
					Legacy Star Leadership Tentative 2				
						George - Matthew Wed Tentative 1			

5/19/2022 2/2

			August 2022			
Sunday	Monday	Tuesday	Wednes day	Thursday	Friday	Saturday
·						
31	1	2	3	4	5	6
Kicksfest Prospect	Irving ISD Definite					
				Greater Dallas Vetera Definite		
				Texas Summer Cup Tentative 1		
					Legacy Star Leadership Tentative 2	
						George - Matthew Wed Tentative 1
7	8	9	10	11	12	13
365 EduCon presented by S Definite	PFest					
	AAT C - AAGD Business Exchange Definite			Texas Pro Bodybuilding Ch Definite		
		ICVB Committee Meeti De finite				
14	15	16	17	18	19	20
Texas Pro Bodybuildin Definite						
Original Sewing & Quilt Ex	po/North Texas Quilt Festiva					
Alpha Kappa Alpha Lun Tentative 1			City of Irving Infrastructu Definite	re and Economic Develop	Association of Certifi Definite	
21	22	23	24	25	26	27
Texas Society of CPAs Summit 2022 Conference Definite			AAHOA Definite			
Sneaker Travelers Expo Definite	ICVB Board of Directo Definite		T EXSOM Conference Definite			
				ABAT Definite		
				North Texas Commissi Tentative 1		

5/19/2022

August 2022									
Sunday	M on day	Tuesday	Wedn es day	Thursday	Friday	Saturday			
28	29	30	31	1	2	3			
TEXSOM Conference Definite				Swim Spa Blowout Expo Definite					
ABAT De firite	NTBA Tentative 3			IPSOS Auto Research Tentative 1					

5/19/2022 2/2

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MAY 23, 2022

INDUSTRY REPORTS / BOARD PARTNERS





MAY-JUNE 2022

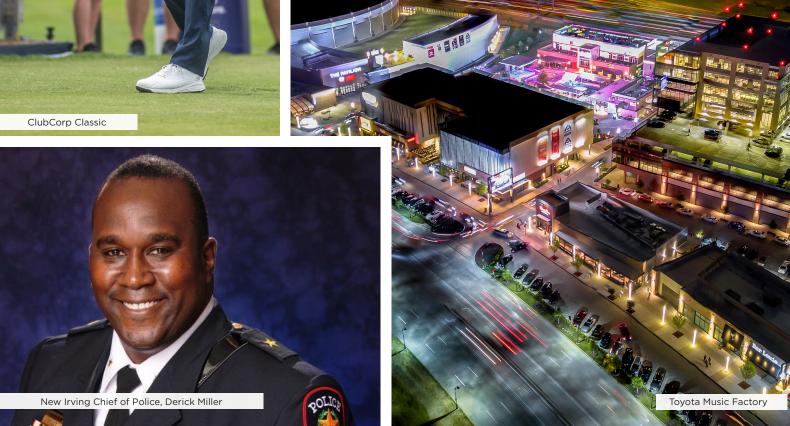
News | Features | Events Published Bimonthly





AN EVENTFUL SEASON

CLUBCORP CLASSIC TEES OFF, USA TRIATHLON RECAP, SUMMER CAMP GUIDE AND MORE





LCA EVENT PARTNERSHIPS



2022 Urban Land Institute Marketplace

The Las Colinas Association participated in the Urban Land Institute's (ULI) signature Marketplace event on Tuesday, April 5th. This networking event brought together developers, architects, engineers and municipalities from across the DFW Metroplex to showcase the latest market trends and development projects.



Irving Police Department Blue Tie Banquet

The annual Irving Police
Department Blue Tie Banquet
was held at the Irving
Convention Center at Las
Colinas on April 22nd. Officers
and staff were recognized for
their 2021 accomplishments
while a silent auction was
held to raise money for the
Irving Police Foundation. LCA
donated a table for officers to
attend the event.



Irving Marathon Running Series

The Irving Marathon Running
Series hosts eight races a
year in the Las Colinas Urban
Center. The themed races vary
in length encouraging active
participation from any level of
fitness. LCA supports the Irving
Marathon Running Series as a
title partner of the Paws Colinas
5K-9 and a community partner
for the seven additional races
hosted year-round.

Toyota Music Factory turns four







It's hard to believe the highly anticipated opening of the Toyota Music Factory took place four years ago. On April 13th, 2018, TMF opened its doors to music lovers and foodies alike bringing Las Colinas its first large-scale entertainment complex. With non-stop entertainment, an array of cuisine options and premier office space, the Toyota Music Factory was an immediate hit and continues to be a celebrated landmark of Las Colinas.



LCA EVENT PARTNERSHIPS







ClubCorp Classic presented by Choctaw Casino and Resorts

he inaugural ClubCorp Classic presented by Choctaw Resorts and Casinos was held April 20th through 22nd at the Las Colinas Country Club. The PGA Tour Champions tournament featured 50 celebrity golfers competing alongside the pros for an exciting week of golf and entertainment. Former pro tennis player, Mardy Fish, beat out former Dallas Cowboys QB1, Tony Romo, in a sudden-death match-up in the celebrity division. Scott Parel took home the trophy and a \$2 million prize purse for the professional division.





USA Triathlon Multisport National Championships Festival presented by Toyota

SA Triathlon hosted the Multisport National Championships Festival at Levy Event Plaza on April 28th to May 1st. Nearly 2,500 registrants competed in nine distinct multisport races featuring running, biking and swimming formats over the course of four days. The event was open to any fitness level and age allowing athletes of all abilities to compete for a national title.











Photos courtesy of Archi Trujillo



BUSINESS NEWS



CHRISTUS Health named Best Office Project

CHRISTUS Health was awarded Best Office Project in D CEO Magazine's Commercial Real Estate Awards. By the time the 15-story build-to-suit is complete in 2023, CHRISTUS expects to add 150 jobs to its current workforce of 15 000



Darling Ingredients turns grease into alternative fuel

Las Colinas-based Darling Ingredients has partnered with Chick-fil-a to use their leftover chicken grease to produce an alternative fuel. The company is part of a joint venture with Valero called Diamond Green Diesel that turns waste fat into renewable fuel which releases fewer emissions than fossil fuels.



McKesson and Fluor named Best Large Employers

According to Forbes' recent list, Las Colinas' headquartered McKesson and Fluor are top employers in Texas. Forbes partnered with market research firm Statista to compile the list by surveying 60,000 Americans working for businesses with at least 1,000 employees.



KOA Partners sells 3-acre site for hotel development

KOA Partners recently sold a 3-acre lot adjacent to its office building at 500 East John Carpenter Freeway to Utah-based PEG Companies for the development of a Marriott hotel. The hotel will feature 220 rooms and be dual-branded with Marriott's Residence Inn and Courtyard concepts.



Las Colinas will soon be home to fine art storage

Dallas art collector, Howard Rachofsky, and art advisor, John Runyon have partnered with the New York firm, Uovo, to create an 85,000-square-foot fine art storage space at 2111 West Walnut Hill Lane. Uovo is the nation's leading storage and logistics provider for art, archives and collectibles.



COMMUNITY NEWS



Derick Miller announced as Irving's Chief of Police

Chief Derick Miller has been selected as the next Chief of Police for Irving. Upon confirmation by City Council on May 5th, Chief Miller will begin his new role as police chief in Irving on May 31st. Chief Miller is currently the Police Chief in Carrollton.

Lamberti's opening new location in Gables Water Street

Lamberti's Ristorante and Wine Bar is opening a second location in Gables Water

Street. Their new restaurant will be next door to Pacific Table at 5238 N O'Connor Blvd.

#134. The beloved Italian restaurant expects to open its doors in July 2022.





Irving receives statewide award

Irving has received a statewide Governor's Community Achievement Award from Keep
Texas Beautiful for its outstanding efforts to maintain and enhance the environment.
Irving will be honored at the Keep Texas Beautiful annual conference in Austin.

New golf concept, Eight Under, now open

A new indoor golf concept, Eight Under, opened in Las Colinas Plaza on April 1st. The premier indoor golf facility allows players to practice on world-renowned courses with TrackMan simulators. Eight Under is in Las Colinas Plaza at 4150 North MacArthur Blvd.





Define Orthodontics one year anniversary ribbon cutting

The Irving-Las Colinas Chamber of Commerce and Irving Hispanic Chamber of Commerce hosted a joint ribbon cutting for Define Orthodontics to celebrate their one-year anniversary. Congratulations to Dr. Sodhi and her team.

Abbott Laboratories employees plant trees in Irving

On March 2nd, Abbott Laboratories partnered with Keep Irving Beautiful and the City of Irving Urban Forestry Team to plant 21 trees. The trees are a mix of cedar elm, bur oak, red oak and pecan to replace ash trees damaged in the 2021 freeze.



SUMMER CAMP GUIDE



Irving YMCA

Monday to Friday, May 31st to August 4th

The Irving YMCA is offering summer day camps for Pre-K (3-5 years) and school-age (5-12 years) children. Campers' days will be filled with weekly theme-based enrichment activities, outdoor learning, creative and performing arts and more. To learn more and register visit **vmcadallas.org.**



City of Irving

Monday to Friday May 31st to August 4th

The City of Irving Parks and Recreation Department provides a full-time day camp program throughout the summer for children kindergarten through fifth grade. The camp is offered at all six full-time recreation centers. Activities include arts and crafts, sports, video games and more. Visit **cityofirving.org/irvingrec** to register.



Forever Gymnastics

Monday to Friday May 31st to August 13th

Forever Gymnastics is offering summer camps from May 31st to August 13th for children ages 3 to 12 years old. The camp includes gymnastics, crafts, cooking and lots of games. Visit **forevergymnastics.com** to sign up.



Great Hearts Irving

June 6th to 10th, June 13th to 17th

Great Hearts Irving is hosting three summer camps to keep kiddos learning through the summer. Their Kinder Readiness summer program is designed to help students transition into the classroom community with ease. Kids grades Kindergarten to fourth grade can enjoy two summer camps at Great Hearts: Adventures in Space and Farm to Table. To learn more and register visit **irving.greatheartsamerica.org**.



Irving Arts Center

Monday to Friday, June 13th to August 5th

Each week this summer the Irving Arts Center is hosting camps for all ages. From art camps, theatre camps, and teen camps, there is a camp for every interest. Their hands-on immersive classes are taught by professional art educators and teaching artists. To register for their Art Adventure Summer Camps, visit **irvingartscenter.com**.



Four Seasons Resort and Club Dallas at Las Colinas

June, July and August

The Four Seasons is offering four-day camps for golf, tennis, basketball and a swing, serve and splash camp. In the swing, serve and splash camp kids are introduced to a variety of sports including golf, tennis and swimming. Classes are complimentary for resort guests and will take place during various weeks this summer. Visit **fourseasons.com/dallas** to learn more.



Camp Skylark

June, July and August

Camp Skylark will be held at Irving Bible Church this summer, every week from May 30th to August 5th. Each week has a different theme and children will enjoy games, inflatables, team competitions, challenge courses and more. Visit **campskylark.com** to learn more.



RBR Muzik

July 18th to 22nd, July 25th to 29th

RBR Muzik is offering four summer camps for kiddos who love the performing arts. Their summer camps include Keyboard Kids, Let's Strum! Ukulele Camp, Let's Dance! Ballet & Jazz Core Skills and DRAMA CAMP Sing, Act and Dance. Kids can attend half-day or full-day classes. Visit **rbrmuzik.org** to sign up.



Challenger Sports

August 1st to 5th

Challenger Sports is hosting a weeklong international soccer camp at The Highlands School. There are two age groups for the camps: TinyTykes (ages 3 to 5) and ages 6 to 12. Soccer enthusiasts can enjoy a half-day or full-day camp. Visit **challenger.configo.com** to register your soccer star.



LCA NEWS AND UPDATES

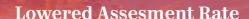


Pet-iquette 101

It's a foul fact. Dog waste can harbor bacteria, viruses and parasites that are dangerous to people, other pets and wildlife. Please help keep Las Colinas pet-friendly for everyone by practicing proper petiquette.

- 1. Always pick up after your pup
- Keep your dog on a leash at all times unless properly secured in a play pin

Pro-tip: secure your pet bag dispenser to the leash and dispose of used bags into waste receptacles available throughout Las Colinas.



For the first time in 25 years, the Las Colinas Association has lowered the Annual Assessment rate from \$0.14 to \$0.13 (thirteen cents). The assessment calculation uses the appraised value of the property based on the preceding year's certified roll by Dallas County Appraisal District. The new assessment rate for LCA is \$0.13 per \$100 of that appraised value.

The 2022 Annual Assessment will be mailed at the end of May to all property owners in Las Colinas and are due on **July 1, 2022**.

2022 Annual Meeting of Members Recap

Board Candidates Election Results

Harry Lake as commercial representative

Carl Klinke as residential representative, returning board member

2022 Board Officers

Sushil Patel – Chairman Danny Opitz – Vice Chairman Kenneth Gwyn – Board Secretary Barbara McNutt - Treasurer

Staff Service Recognition

Raquel Burns, Administrative Assistant to ACC, 5 years
Amanda Espinoza, Patrol Supervisor, 5 years
Anita Moss, Community Relations Coordinator, 5 years
Zach Orr, Property Compliance Representative, 5 years
Hammond Perot, President and CEO, 5 years
Jeff Posival, Director of Property Compliance, 5 years
Jim Kolm, Property Compliance Representative, 10 years
Diane Sainton, Office Coordinator, 15 years
Stephen Craig, Patrol Supervisor, 15 years
Kelly Reeves, Senior Plan Reviewer, 25 years
Lynn Strickland, Director of Finance, Administration and
HR, 40 years



Landscape Reminder

We have officially entered the season for regular and ongoing lawn and landscape maintenance. Landscaping plays a vital role in our community's overall look and feel, and we all must take part to help keep Las Colinas looking beautiful. Please begin scheduling and performing weekly or bi-weekly lawn and landscape maintenance.

All revisions to the landscape plan need to be submitted and approved by the Architectural Control Committee before installation or removal. These revisions will include changes in the planting material selection, count, landscape design, or the addition of landscape borders to the front, rear and side yards for all properties. An application will need to be submitted to the Architectural Control department prior to the revisions. The application can be found on our website at lascolinas.org/architectural-control.



3838 Teleport Blvd. Irving, Texas 75039-4303



Mandalay Canal







IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MAY 23, 2022

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES





April 18, 2022

Dear Member of Congress:

The U.S. Travel Association is a national nonprofit organization, comprised of more than 1,100 members representing every aspect of the American travel industry. While the COVID-19 pandemic has had a devastating impact on the industry, the right policies could help travel workers and businesses not only recover what was lost but also ensure a prosperous future.

When travel thrives, so does America's economy. That's why we respectfully request that you consider the following policy priorities as you work to develop appropriations bills for fiscal year 2023, particularly our top priorities, which would be the most impactful toward helping the industry recover.

TOP PRIORITIES

VISA PROCESSING (DEPARTMENT OF STATE)

Inefficient visa processing acts as a deterrent to valid inbound international travel, discouraging ordinary people from coming to the U.S. and spending money on local businesses. Excessive wait times for visa interviews in particular are a result of outdated processes and procedures that ignore technology advances that the rest of the world has embraced—such as videoconferencing technology. Even before the pandemic, wait times for visa interviews regularly exceeded 25 days in places like Colombia, India, and Israel. The pandemic only made the problem worse, with wait times exceeding 230 days on average across the U.S.'s top 20 inbound markets in January 2022. International inbound travel spending was still 78% below pre-pandemic levels in 2021, which amounts to a loss of \$141 billion. To ensure the U.S. has the tools and resources it needs to remain competitive in the international travel market and build a more efficient system for the future, we ask that Congress (1) provide \$843 million in supplemental appropriations to the Bureau of Consular Affairs and (2) attach the following modernization measures to FY23 Appropriations:

<u>Appropriation</u>: \$843 million.¹ <u>Bill Text</u>: Provisions that—

- Waive the in-person interview requirement for low-risk B1/B2 visa renewals;
- Direct the State Department to use its pilot authority to test the use of video conferencing technology at consulates that lack the manpower to meet reasonable visa interview wait times (10 days or less); and
- Allow travel groups to have their visa applications processed together.

H-2B CAP RELIEF (DEPARTMENT OF HOMELAND SECURITY)

While other sectors of the economy have recovered from the pandemic, the travel workforce remains disproportionately depleted. In February, the leisure and hospitality sector accounted for

¹ Based on the State Department's projected collections from newly proposed visa fee increases. <u>The State Department's FY23 Budget Justification (p. 33)</u>. Supplemental appropriations would allow the State Department to phase in the proposed visa fee increases, giving the travel industry more time to recover before being impaired with higher fees.

15% of all U.S. job openings, despite only accounting for 11% of jobs before the pandemic.² Furthermore, for every 100 jobs open, there are only 65 unemployed domestic workers actively looking for a job. That means even if every unemployed American took a job right now, we would still have more than 5 million job openings. That's why we need continued access to international labor markets through the H-2B program. Therefore, we ask that the following bill text be added to FY23 Appropriations:

<u>Bill Text</u>: Notwithstanding the numerical limitation set forth in section 214(g)(1)(B) of the Immigration and Nationality Act (8 U.S.C. 1184(g)(1)(B)), the Secretary of Homeland Security, after consultation with the Secretary of Labor, and upon the determination that the needs of American businesses cannot be satisfied in fiscal year 2022 with United States workers who are willing, qualified, and able to perform temporary nonagricultural labor, shall increase the total number of aliens who may receive a visa under section 101(a)(15)(H)(ii)(b) of such Act (8 U.S.C. 1101(a)(15)(H)(ii)(b)) in such fiscal year above such limitation by the highest number of H–2B nonimmigrants who participated in the H–2B returning worker program in any fiscal year in which returning workers were exempt from such numerical limitation.

REAL ID (DEPARTMENT OF HOMELAND SECURITY)

On May 3, 2023, the Transportation Security Administration will no longer accept an ordinary driver's license as a valid form of identification unless it meets the strict requirements of the REAL ID Act. That means millions of Americans will be turned away at the airport security checkpoint if they don't have a REAL ID-compliant driver's license or another accepted form of ID, like a passport or military ID.

To avoid this scenario, we suggest the following bill text to delay enforcement of the REAL ID Act for air travel until either (1) TSA makes alternative screening procedures available to passengers or (2) DHS certifies to Congress that at least 90% of state-issued identification held by Americans is REAL ID-compliant:

<u>Bill Text</u>: No funds shall be used by the Transportation Security Administration to implement Section 202(a)(1) of the REAL ID Act of 2005 until—

- (1) the Secretary of Homeland Security makes alternative screening procedures (in accordance with section 7220(c) of Title VII, P.L. 108–458 (49 U.S.C. 44901 Note)) widely available for passengers who do not have credentials that meet the requirements of Section 202 of the REAL ID Act of 2005 (49 U.S.C. § 30301 Note); or
- (2) the Secretary certifies to Congress that at least 90% of state-issued identification held by Americans meets the minimum standards established under Section 202 of the REAL ID Act of 2005.

ONE-STOP BAGGAGE SECURITY (DEPARTMENT OF HOMELAND SECURITY)

For too long, international inbound travelers have been required to claim their checked luggage after their international flight and then be rescreened for their domestic connecting flight. This creates unnecessary stress on travelers and airline workers, and inefficiencies within airport and airline operations. One-stop baggage security would solve this problem, minimize the possibility of

² U.S. Travel's Leisure & Hospitality Employment Update, April 2022 (p. 8)

missed connections, and make America a more attractive place for travel. Therefore, we ask that the text of H.R.4094 or Subtitle B of S.3375 be inserted into the bill text of FY23 Appropriations.

Bill Text: H.R.4094 or Subtitle B of S.3375

OTHER PRIORITIES

National Park Service (Department of the Interior): The National Park Service preserves America's natural and cultural treasures, attracting visitors from across the country and around the world. The importance of our national parks to the travel economy cannot be understated. They attracted 327 million visitors in 2019, providing an overall economic impact of \$41.7 billion. To preserve the ecological, economic, and cultural power of our national parks, U.S. Travel supports the President's FY23 budget request for the National Park Service.³

<u>Appropriation</u>: The President's Budget Request, with full funding in accordance with the Great American Outdoors Act (P.L.116-152).

Refugee Employment (Department of State): The U.S. travel industry lies at the crossroads of commerce and community, serving millions of people from around the world in every corner of America. With labor shortages at an all-time high and the need for workers with knowledge of different customs and languages never greater, the travel industry provides a welcome opportunity for the refugee community to find stable and fulfilling employment. To that end, we're seeking the following report language to maximize the potential of the industry to help with the refugee resettlement process:

<u>Report Language</u>: The Secretary of State shall consult with representatives of the travel, tourism, and food service industries to develop an efficient way to quickly place refugees in job openings that have been vacant for more than 20 days.

TSA Biometric Identification (Department of Homeland Security): In order to meet the challenges of evolving security threats and health risks at the same time of increasing demand for air travel and resource constraints, the Transportation Security Administration (TSA) needs to make substantially greater progress in the deployment of touchless identification technology as an alternative to card-based identification procedures. Therefore, we suggest supplemental appropriations in addition to fee collections to ensure TSA has at least \$106 million available to accelerate the procurement and deployment of 2,000 CAT-C units.⁴

Appropriation: \$106 million

CBP Biometric Exit (Department of Homeland Security): In 2004, the 9/11 Commission recommended the creation of a "biometric entry-exit screening system" for travelers to and from the United States, as an essential component of our national security. Over 15 years later, the biometric entry-exit system has not yet been fully operationalized—largely due to insufficient funding.

³ NPS's FY23 Budget Justification

⁴ Based on TSA's estimate of a \$53K per unit cost. TSA's FY23 Budget Justification (p. 138)

Currently, Customs and Border Protection (CBP) funds its entry-exit biometric program entirely through immigration user fees collected through the 9-11 Response and Biometric Exit account. Originally, the account was expected to collect \$1 billion over 10 years. However, according to CBP's FY23 budget documents,⁵ actual fee collections are 44 percent below the Congressional Budget Office's (CBO's) original estimate of \$115 million a year. Based on the current collection trends, CBP now expects to receive 30 percent less than the original \$1 billion estimate. Therefore, we suggest Congress provide at least \$75 million in supplemental appropriations in FY23 for the 9-11 Response and Biometric Exit account to make up for the \$300 million in cumulative fee shortfalls through FY26;⁶ or allow other fee income to contribute to the account.⁷

Appropriation: \$75 million

YouthBuild (Department of Labor): YouthBuild is a work-based pre-apprenticeship program that provides job training and educational opportunities to young adults aged 16-24, with a primary focus on the construction trades, but with growing focus on in-demand occupations outside of construction, including information technology, healthcare, and manufacturing. Given the high rate of vacancy within travel employment, greater effort should be made to leverage the needs of the travel industry with the mission of the YouthBuild program. Therefore, we suggest the following report language:

<u>Report Language</u>: The Secretary of Labor shall consult with representatives of the travel and tourism industries to ensure the YouthBuild program incorporates career opportunities in such industries, including careers as hotel managers, certified meeting professionals and certified cruise counselors.

⁵ CBP's FY23 Budget Justification (p. 199)

⁶ Based on USCIS collection estimates, as provided in <u>CBP's FY23 Budget Justification (p. 558)</u>, CBP would need an additional \$75 million in each fiscal year from FY23 through FY26 to make up for the \$300M shortfall in the 9-11 Response and Biometric Exit Account.

⁷ Currently, only H-1B and L-1 visa fees contribute to the 9-11 Response and Biometric Exit Account.



THE FUTURE OF **MEGAPROJECTS**

In cities around the world, major companies have announced megaprojects with growing regularity. Hear Guild member perspective on these big deals.

*Information based on survey of Site Selectors Guild members, April 2022

World Regions Likely to See the Highest Future **Growth of Megaprojects North America** Asia Europe

64%

*Percentage of Guild members who selected those world regions

43%

Top 3 "Non-Negotiables" for **Consultants Siting a Megaproject**



100%

69%





67%



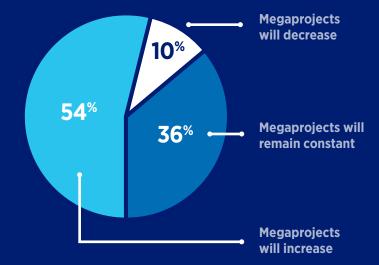


40% \$



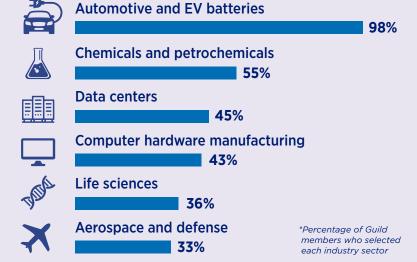
Site Selectors' Five-Year Outlook

on the Frequency of Megaprojects



Industry Sectors Likely to

See Megaprojects



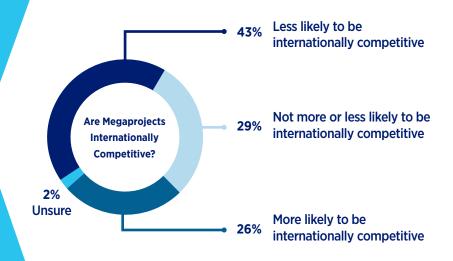
For projects of this magnitude and strategic importance, decision-making rises to the highest corporate levels.

Nearly 80%

of site selectors say the Board of **Directors or Chairman/CEO/President is** the ultimate corporate decision maker.

Megaproject Planning

It can take 3-10 years for states/provinces/regions to lay the groundwork to successfully attract a megaproject







U.S. TRAVEL'S LEGISLATIVE PRIORITIES: IT'S TIME TO REVIVE THE TRAVEL INDUSTRY

Domestic business travel spending remained **56% below 2019 levels** in 2021 and international travel spending remained **78% below 2019 levels**. When travel thrives, so does America's economy. It is imperative that Congress does all it can to revive these critical sectors of the travel economy.

Prior to the pandemic, the U.S. travel industry experienced 10 straight years of growth due to the strength of the domestic leisure travel, domestic business travel and international inbound travel segments. **Travel was a significant economic driver in every region of the country, representing one in 10 jobs** and generating a travel trade surplus.

The U.S. travel industry suffered unparalleled losses amid the COVID-19 pandemic and the recovery remains uneven across travel sectors. Domestic business travel and international inbound travel spending remain severely depressed, dragging the overall industry's recovery.

We not only need to get back to pre-pandemic levels but also make up for **years of lost growth**. While we are years away from returning to 2019 levels, the right stimulative policies can **return us to the trajectory of growth**.

U.S. Travel has outlined our legislative priorities for the months ahead below.

REBUILD THE WORKFORCE ///

Persistent labor shortage, particularly for seasonal workers, is threatening travel's recovery and will only prolong the economic pain of the pandemic—especially ahead of the busy summer travel season.

U.S. TRAVEL IS ENCOURAGING CONGRESS TO:

- Provide H-2B Cap relief the travel industry's workforce desperately need. The H-2B Returning Worker Exemption Act (H.R. 3897) would permanently increase H-2B visas by exempting returning workers from the cap.
- Support language in FY23 appropriations that require DHS to issue additional visas above the cap.
- Encourage long-term structural reforms to temporary worker programs that would provide the
 travel industry with dedicated, increased and predictable access to temporary seasonal work
 visas.
- Explore moderated immigration reform measures specific to the industry's workforce needs.

REIGNITE IN-PERSON BUSINESS MEETINGS AND EVENTS ///

Business travel was still 56% below pre-pandemic levels in 2021 and remains severely depressed. This is having a disproportionate impact on the overall travel industry's recovery. Despite making up 20% of total trip volume, business travelers account for 40-60% of lodging and air revenue (pre-pandemic). It is time for corporate leaders and the federal government to get back to business to reignite these valuable face-to-face connections and restore this critical segment of the U.S. economy.

U.S. TRAVEL IS ENCOURAGING CONGRESS TO:

- **Help revive business travel spending** in restaurants and entertainement venues by ensuring any year-end tax package:
 - Restores the deductibility of entertainment business expenses to spur recovery in the live entertainment and events sector.
 - Extends full expensing for business meals beyond 2022 to support recovery in the
 restaurant sector, similar to Senator Tim Scott's (R-SC) Supporting America's Restaurant
 Workers Act.
- Provide a more stable environment for large in-person meetings, conferences, conventions, trade shows and exhibitions, by enacting legislation that ensures event cancellation insurance continues to cover losses related to disease outbreaks and other public health risks.

RESTORE THE PRE-DEPARTURE TESTING REQUIREMENT

In 2021, international travel spending was a staggering 78% below pre-pandemic levels—remaining severely depressed and damaging communities around the country. Surveys show that pre-departure testing requirements are a deterrent for travelers. In fact, according to a recent survey by Morning Consult, nearly half of respondents (47%) who are unlikely to travel abroad in the next 12 months cited pre-departure testing requirements as one of the reasons and more than half of international travelers (54%) said the added uncertainty of potentially having to cancel a trip due to U.S. pre-departure testing requirements would have a big impact on their likelihood to visit the U.S.

In the same survey, a large majority of adults (71%) agreed that they prioritize traveling to destinations without cumbersome entry requirements.

With pandemic-era restrictions such as the pre-departure testing requirement still in effect, international inbound travel cannot fully recover.

U.S. TRAVEL IS ENCOURAGING THE ADMINISTRATION TO:

- Remove the pre-departure testing requirement for inbound travel to the U.S.
 - Recent progress: Over 260 organizations signed a letter led by U.S. Travel, urging White
 House COVID-19 Response Coordinator Dr. Ashish Jha to immediately remove the inbound
 testing requirement for vaccinated air travelers.

MODERNIZE VISITOR VISA PROCESSING ///

Inefficient visa processing acts as a deterrent to valid inbound international travel, discouraging ordinary people from coming to the U.S. and spending money on local businesses. According to a January 2022 survey by Destinations Analysts, excessive visa wait times, the cost of visa fees, and an overall cumbersome visa application process are some of the top reasons international travelers are discouraged from coming to the United States.

Even before the pandemic, wait times for visa interviews regularly exceeded 25-60 days in places like Colombia, India, and Israel. The pandemic only made the problem worse, with wait times now exceeding 280 days on average across the U.S.'s top 20 inbound markets. As of May 2022, 33% of our consulates in our top 20 markets had wait times exceeding a year on average.

U.S. TRAVEL IS ENCOURAGING CONGRESS TO:

- Modernize the security and efficiency of non-immigrant visa processing by:
 - Developing a pilot program for the use of videoconferencing technology in visa interviews
 with low risk, returning visa applicants and visa applicants with urgent or time sensitive
 travel.
 - **Prioritizing** visa processing resources to the embassies and consulates that have a high demand for visas or facilitate a high amount of travel exports (through B1/B2 visas).
 - **Temporarily extending** all tourist visas for a year or waiving visa interview requirements for applicants seeking a valid renewal particularly for those presently in the U.S.
 - **Allowing** certain low-risk visa holders, such as returning temporary workers and students, currently in the U.S. to renew their visa while staying in the U.S. rather than adding inefficient and unnecessary barriers to renewal; contributing to increased wait times abroad.
 - Developing new ways to make the visa process more efficient for medium-to-large group travelers.
 - **Delaying and resconsidering** the proposed non-immigrant visa fee increase, at least until international travel has recovered.

REIMAGINE THE **ROLE OF TRAVEL AND TOURISM** IN IMPROVING GLOBAL COMPETITIVENESS

The pandemic decimated the travel industry, resulting in a two-year loss of \$755 billion in travel spending from which the industry is not expected to fully recover until 2024. Proactive government planning will be necessary to shortening that timeline, restoring jobs more quickly and reclaiming significant losses in export income.

U.S. TRAVEL IS ENCOURAGING CONGRESS TO:

Cosponsor the Omnibus Travel and Tourism Act of 2021 (S. 3375), and support companion
legislation in the House. The bill would establish an Assistant Secretary of Travel and Tourism at
the Department of Commerce, focused on working across government to consistently develop
strategies that increase travel to the U.S.—creating opportunities to increase America's export
income while enhancing the country's global competitiveness.