



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, June 28, 2021 @ 11:45 a.m.

**Irving Convention Center
Junior Ballroom A-D**

**500 W. Las Colinas Blvd.
Irving, Texas 75039**

(Lunch Served 11:15 a.m.)

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, June 28, 2021, at 11:45 AM
Irving Convention Center, Third Floor Junior Ballroom A-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 Minutes for May 24, 2021
3. Accepting the Irving Convention Center Financial Report for May 2021
4. Accepting the ICVB Financial Report for May 2021
5. Review of Hotel Occupancy Tax Report
6. Review of ICVB Cash Flow Report

Individual Consideration

7. Related Party Transaction Policy for Irving Convention Center
8. Formalizing the Irving Convention Center Bad Debt Policy
9. Approving 2021-22 ICVB Budget and Marketing Plan
10. Approving Irving Convention Center Capital Improvement Plan
11. Accepting Year 3 Update to the ICVB Board 2018-21 Strategic Plan
12. Accepting the Destinations International Code of Ethics

Board Reports

13. COVID-19 Update
14. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - b. Board Applicant Recruitment Process and Formalizing Board Officer Nomination Process
 - c. Next Board Meeting – July 19, 2021
 - d. Board Strategic Planning Meeting – New dates pending: Sept. 23-24

AGENDA - Continued

15. Board Committee Reports

- a. Board and Business Development – Bob Bourgeois
 - Meeting Recap - June 11
- b. Community Engagement – Clem Lear
 - Next Meeting – July 13
- c. Destination Development – Greg Malcolm
 - Next Meeting August 10

16. City Reports

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

17. Bureau Monthly Management Reports

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

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

19. Industry Partner Reports

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

20. Partner Organization & Stakeholder Reports

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

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

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

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

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

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

‡ - COUNCIL LIAISON

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JUNE 28, 2021**

AGENDA ITEMS



MINUTES
IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
IRVING CONVENTION CENTER – JUNIOR BALLROOM
AND
ZOOM VIDEO MEETING
May 24, 2021

Attendance: Karen Cooperstein – Board Chair; David Cole – Board Vice Chair; Kim Andres, Beth Bowman, Bob Bourgeois, Rose Cannaday, Stephanie Fenley-Garcia, Herb Gears, Todd Hawkins, City Manager Chris Hillman, Nydia Hoskins, Julia Kang, Rick Lindsey, Kim Limon, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Sam Reed, Richard Stewart, and Clare Venegas – Board members; Mayor Rick Stopfer, Council Liaison Deputy Pro Tem Kyle Taylor, Councilman Oscar Ward, and Councilman Al Zapanta – City of Irving Elected Officials; Director of Sales Matt Tungett – Irving Convention Center; Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, and Senior Assistant City Attorney Christina Weber – City of Irving; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Susan Rose, Carol Stoddard, and Monty White – ICVB. Guests – Chamber Manager of Irving International Affairs and Sister Cities Joe Lopez - City of Irving Economic Development Project Administrator Jennifer Ramirez.

Board Chair Karen Cooperstein called the meeting to order at 11:47 a.m. and noted this meeting is taking place as a hybrid meeting due to the COVID-19 restrictions. She inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board of Directors meeting minutes from April 26, 2021.
- Accept the ICC Financials for April 2021
- Accept the ICVB Financials for April 2021
- Review of Hotel Occupancy Tax Collections
- Review of ICVB Cash Flow Report

Cooperstein asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Rick Lindsey and a second from Board member Bob Bourgeois, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

Cooperstein asked for a motion to approve the Budget Adjustment of Revenues and Expenditures from ASM Global for CIP Projects. On a motion from Board member William Mahoney and a second from Board member Greg Malcolm, the item was unanimously approved.

BOARD REPORTS

Executive Director Maura Gast

- Staff will continue to work with City staff through the process to submit requests for items that can be included in the American Rescue Plan Act.
- The City has received one tranche payment and will receive another 12 months from now.

- The funds can help rebuild the industry by giving ICVB the ability to implement and provide programming that responds to the negative impacts of the pandemic.
- Data indicates hotels are recovering.
- Beginning in July, ICVB and ICC staff will return to in-office work full time and the office doors will be open for walk-ins once again.

Chair Report:

- Cooperstein reported Gast gave a presentation to City Council at the Budget Retreat with great information, which was well received.
- ICVB Board Strategic Planning meeting is tentatively planned for late July, and she encouraged all Board members to review the 2018-21 Strategic Plan that is posted in the Board portal beforehand. Location and dates will be communicated soon.
- Next Board meeting is scheduled for June 28 and will communicate if hybrid or in-person only.

BOARD REPORTS

Board and Business Development Committee

Committee Chair Bob Bourgeois reported:

- City Council passed the recommended ICVB Bylaw amendments at the May 6 Council meeting.
- Next Committee meeting is scheduled for June 11.

Community Engagement Committee

Committee Vice Chair Julia Kang reported:

- National Travel and Tourism week was recognized at the City Council meeting and a proclamation was issued.
- There are several upcoming volunteer opportunities available, including Irving Olympic Day on June 26. The official Olympic Day app is available for download and volunteers may register there. Keep Irving Beautiful Trinity River Bash is on September 25.
- Next Committee meeting is scheduled for July 13.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- Brief recap of May 4 Committee meeting:
 - Presentation on bus network re-design from DART.
 - Review of the Irving 2019 Hotel Visitor Research and Economic Impact Studies.
 - Update on ICVB Group sales pipeline and COVID impact.
 - Update on Irving restaurants.
- Next Committee meeting is scheduled for August 10.

CITY REPORTS

Council Liaison Kyle Taylor reported:

- City Budget and Strategic Planning Retreat has concluded. Gast gave an excellent presentation to Council that gave a good understanding on how the American Rescue Plan Act fits with the tourism industry and the importance for continuation of funding for ICVB programs. Discussion was also held on the funding opportunities to get ICVB programming back for the importance of the tourism industry to the City.

Mayor Rick Stopfer

- The City Budget and Strategic Planning Retreat gave the Council an opportunity to discuss the challenges for the City and the importance of managing the dollars available for maximum benefit.
- Council is looking at every way to utilize existing internal funds and funding coming from the Federal government.
- Looking at options for potentially issuing pension bonds, which really don't function any differently than any "normal" bond program; there are the costs of the bonds plus the interest costs that ultimately determine the schedule of payments.
- Compensation study was done for employees and entry level police and fire to be competitive. Several other positions need to be raised as well.
- Will be hearing from Moody's on ratings for bonds being sold this year. Working diligently with Finance to hopefully stay where we are in terms of our bond rating.
- Bottom line is to maximize and utilize the potential dollars available to accomplish the challenges the City is facing.
- Will be looking at Georgia Farrow Open House soon, with a \$3 million expansion at that facility.
- Looking forward to the July 4th celebrations with the parade on July 3 and fireworks event on the 4th.
- Upcoming groundbreaking for the park along the TRE and finishing the first section of the trail system from downtown to Champion Trail.

Councilman Al Zapanta

- Thanked Gast and Assistant Executive Director Marketing and Communications Diana Pfaff and her staff for their efforts in promoting the Irving-Las Colinas Olympic Days June 25-26. The event is a way to showcase Irving and the City was selected by the Olympic Committee.
- The creative and content for the Irving Olympic Day app was developed by ICVB Marketing; Board members can download the app, as well as register to volunteer and support the cause. "Irving Day" is name of the app.
- Irving Police and Fire will participate, as well as University of Dallas.
- Irving-Las Colinas Chamber of Commerce will host a business roundtable with Japanese and United States companies. Zapanta thanked Chamber President Beth Bowman and Chamber Chair Sam Reed for their support.
- Zapanta thanked and recognized Chamber Manager of Irving International Affairs and Sister Cities Joe Lopez for his continued assistance and support.

Councilman Oscar Ward

- Ward attended last week's City Budget Retreat and thought it was very informative and robust, while identifying challenges.
- Thanked Zapanta for bringing the Olympic Day event to Irving and getting the City into the spotlight.
- State legislature is still in session, and he voiced his concern about last minute funding issues.
- Ward happily reported a University of Dallas student called regarding the UD "Big Event" next fall and looking for ways UD students can get involved in the community. He is looking forward to that event.

City Manager Chris Hillman reported on upcoming special events:

- Memorial Day virtual event will be available with a Zoom link on May 28 at 10:30 a.m.
- Annual Memorial Day event at Memorial Park on May 30.
- Independence Day parade will be held on July 3rd with fireworks on July 4th.

BUREAU MANAGEMENT AND STAFF

Gast reported:

- Extending the message of Travel and Tourism Week all month long at Rotary. Each week has featured ICVB & ICC speakers; Assistant Executive Director Sales and Services Lori Fojtasek, Marketing Director Monty White, Assistant Executive Director Marketing and Communications Diana Pfaff and Irving Convention Center General Manager Tom Meehan were presenters. It is a good opportunity to talk about the work that is being done during this strange year.
- Gast added her acknowledgement to Pfaff and team for their work on Irving Olympic Day. It is a first-class event with their first-class talent.
- Live Nation Update: New General Manager Tommy DeBeaudry was formerly the Operations Manager and will succeed Mike Riley in the position. He will be invited to attend a future Board meeting.

Sales and Services

- Assistant Executive Director Lori Fojtasek reported:
- Sales are going well, currently 115% ahead of pace tracking against 2019.
- April reports 97,000 cancelled room nights and lost rooms nights were 48,749. Lost room nights due to COVID were at 80,200 but have leveled off.
- Senior Convention Services Manager Wendy Foster and Meehan are working together to potentially host a job fair for the hospitality industry.
- Staff is working hard to increase sales numbers and attending a few trade shows. Everyone is looking forward to touching base with their customers face-to-face.

Marketing and Communications:

Marketing Director Monty White reported:

- **Staycations**
- From January first through the end of April, the Staycations campaign has generated:
 - Over 37,800 hotel referrals, \$5.2 million in potential economic value – through yesterday, that number is now over \$6.5 million with 46,000 hotel referrals.
- When combined with the campaign results from September through April, the campaign has generated:
 - Over 58,500 hotel referrals and over \$9 million in potential economic value – when adding in the last 24 days, that number is over \$10.3 million.
- So far, an investment of \$123,000 of CARES Act funding on this campaign means that for every dollar spent, it generated about \$74.
- **Online Travel Agencies (OTA) Campaign**
- This campaign is running through the Expedia and Priceline networks, two of the biggest OTA players.
- From mid-February through the end of April, the campaign has generated:
 - Over 10,000 room nights from over 1,400 hotel reservations

- The total direct hotel revenue generated through April was \$941,000. Through today, that number tops \$1 million.
- This was generated from a \$60,000 campaign.
- **Safe-Meetings Campaign**
- The campaign continues to do well and as of yesterday has generated:
 - Over 32,000 website sessions and 176 meeting leads for Sales.
- **Promoted Content Campaign**
- This campaign promotes content on our social media and blog, which profiles local stories of local restaurants, attractions, hotels, and other tourism-related entities.
- This is a very inexpensive campaign; less than \$5,000 has been spent and it has generated over 32,000 interactions which are defined as likes, shares, and comments and has been creating a buzz for local businesses and partners.
- **Meetings Sales Leads**
 - 90 leads, the highest amount since February 2020
 - Industry-wide is seeing a similar pattern of increasing lead volume, which is now the highest since March 2020.
- **Website Traffic**
 - Over 69,000 sessions from over 60,000 users to both websites, the highest amount of combined traffic in any month to date and the second record breaking month in a row
 - Industry-wide is showing that U.S. DMO's are now at roughly the same level of website traffic as 2019.
- **Blog Traffic**
 - Second record-breaking month in a row with over 14,000 blog pageviews, a 143% increase over April 2020
 - Top Blogs:
 - Best Places to Dine with a View in Irving.
 - Irving Bluebonnets Guide
 - The Top Five Picnic Spots in Irving and Las Colinas
- **Advertising**
 - Advertising engagement increased again in April with over 3 million advertising impression and over 35,000 site visits.
 - This was the highest month for site visits and impressions to date.
- **Social Media**
 - Social media also performed well with over 2,000 new followers, bringing our total influence to 112,000.
- **Communications**
 - Included in the packet for review:
 - Visit Irving's Gold Best Practice award for Corporate Social Responsibility
 - Two articles from the Dallas Morning News: one is about where to find Bluebonnets in Irving; the other is where to see live music in Irving.

Finance and Administration:

Assistant Executive Director Susan Rose reported:

- AirDNA April reports
 - 469 available listings in April, which is a 30% increase over last year.
 - Average Daily Rate is \$214.80, increase of 17%.

- Occupancy is 64.3%, up slightly compared to last year.
- Hotel subset reports Average Daily Rate was \$95.58, a 10% increase and Occupancy was 61.2%.
- She added from a weekly report of May 9, citywide hotel Occupancy was at 64%, compared to last year's 27%.
- The Finance and Administration team is focused on the budget process and continues to monitor spending and cutting expenses.
- Preparing to return to the office early July with a full staff.
- Continuing to work with the new Munis HR system.
- Reducing some software expenses and working on computer projects with Technology Manager Brice Petty.
- Working with the ICVB Executive team to review ways to be more efficient.

IRVING CONVENTION CENTER

Director of Sales Matt Tungett reported:

- Seeing some good signs of business returning, but still a long way to go.
- In May the Convention Center hosted 12 events, which is double any months since the pandemic began.
- Weekends are starting to bounce back for events.
- MBM Graphics Pro Expo event has historically been the largest trade show at the ICC, and last year had to shut down during their event due to the pandemic. The event has chosen the ICC to kick off again this year with half their normal size event, but it is a good steppingstone. They have requested to come back next year in a larger capacity.
- In June, Zest Fest is back. This event may move to June in the future from their normal January dates.
- A Texas Cornhole Tournament has booked for the second week in June with 700-800 players, and guest rooms at the Texican and Irving Convention Center Westin Hotel. The event should generate significant concessions and parking revenues.
- Upcoming events include:
 - A wrestling event with 1,000 people expected.
 - Steubenville youth program, with 2000 attendees
 - Working with City on July 4th celebration concessions.
 - In July, Lucky Leaf Expo, a Quinceañera, Wellness Expo.
- Waiting for Corporate events to bounce back for weekday revenues.

Cooperstein added the Cornhole tournament in Shreveport, Louisiana two months ago had 700 players, \$60,000 in beer sales, and \$40,000-50,000 in food sales, along with parking revenues. There is a \$25,000 championship purse. If things go well, staff is hoping to book their return in the fall and early next spring.

INDUSTRY PARTNERS

Board member Greg Malcolm reported:

- April STR reports – Weekday Occupancy is 52.4% and Weekend Occupancy is 70.0%.
- Driving Rate – Weekday at \$85.35 and Weekend at \$88.60.
- Hilton Garden Inn South reports for April – Occupancy at 65.2% and Average Rate is \$106.30.
- Things are moving in the right direction.

Board member Kim Limon reported:

- Hampton Inn Irving/Las Colinas reported Occupancy index for April is 102.3%
- Average Daily Rate Index is at 113.70; pushing rate when possible.
- RevPAR Index is 116.30.
- Finished April over new budget for the second quarter.
- New Dual Sales Manager has been hired and currently in training.

Board member Nydia Hoskins reported:

- Omni Las Colinas Hotel reports similar story and continuing to exceed expectations.
- April finished at 26% Occupancy, up 4% from March.
- Average Daily Rate is up but mid-week Occupancy is still struggling.
- Group business is coming back with less cancellations.
- Excited to welcome back their Group Sales Manager.
- Sales team closed on a large Liberty Tax event and a big piece of business in August.
- Five weddings booked in June; six in July and contracts are out in the year/for the year.
- New invitation to the Lakeside Pool Party on June 18 will be sent out soon to all Board members.

RESTAURANT UPDATE

Board Vice Chair David Cole reported:

- Texas Restaurant Association Convention Marketplace event will be held in San Antonio, July 10-12. TRA Marketplace is the largest in the country, just below the National Restaurant Association. The event will be in-person this year and the event comes back to Dallas in 2022.
- Legislative Affairs items:
 - Three big Bills were signed – Alcohol-to-go, Grocery Waiver Bill, and PPP Money Tax Deductible.
 - The House postponed Bill 114 that requires food and general retail establishments to notify hourly employees of their scheduled shifts at least 14 days in advance – formerly 10-day advance and adding payment of overtime for an employee called into to cover a shift.
 - iFratelli Valley Ranch and Las Colinas locations have had the highest increase in business from all 23 iFratelli locations.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Sam Reed reported:

- Fiscal year 2021 to date: 13 wins, five recruitments, eight retention/expansion projects. Over \$290 million in capital investment, which equates to 2,100 jobs and four are new construction projects.
- The team continues to work remotely, with 106 projects in the pipeline, potential capital investment of \$9 million, and 23 are corporate headquarters.
- Irving unemployment rate for April decreased to 5.7%, Texas reports 6.7%.
- 87th Texas Legislative session included government pandemic compensation program including \$300 per week unemployment and prohibiting government entities requiring mask wearing.
- School campuses will not require masks.
- Five Star Virtual Mixer tomorrow at 4:00 p.m.
- Thursday, May 27 at 9:00 a.m. the Chamber will host the Changemaker Conversation.

IRVING ARTS AND CULTURE

Executive Director Todd Hawkins reported:

- Hawkins acknowledged Arts Board Chair Kim Andres and her invaluable contribution.
- Irving Arts Center to host events which highlight culture of Olympic Host Nation Japan on June 19. Activities range from tea ceremonies to martial arts demonstrations. Events will continue through June 25-26 for Irving Olympic Day and available on the app.
- The Irving Museum is free admission through Memorial Day weekend.
- Museum will be open starting June 2 on Wednesday through Saturdays from 10:00 a.m. to 4:00 p.m.
- Irving Arts Center is open Tuesday through Saturdays from 12:00 to 5:00 p.m. Reservations and mask wearing are suggested. Staff is excited to be back in business.

LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- Las Colinas Newsletter for May-June is included in the packet and copies were distributed at the meeting.
- Paws Colinas Dog Park will hold its grand opening on June 19 from 8:00 a.m. to 12:00 p.m.
- Las Colinas Association office will officially re-open fully staffed on July 6 and in the process of filling some positions.
- LCA rolled out new Human Resources system and had a total redo of the CRM system and updating the technology of the website.
- Working on the final monument signs plan.
- A new Customer Way Park design is underway on DCURD property and hoping to break ground soon.
- There has been a major uptick in activity for new construction in residential and office space.
- Carefully watching the multitude of Bills for property owner associations being introduced during the Texas Legislative session.

UNIVERSITY OF DALLAS

Board member Clare Venegas reported:

- Happy to complete the 62nd annual commencement last weekend at the Toyota Music Factory with 1,400 attendees.

Cooperstein reminded Board members to promote within their circles the events at the Irving Convention Center and the message of the ICVB and the tourism impact to the City. She thanked Gast, Meehan and Tungett for the ability to cut costs and monitor expenses. She encouraged all to keep shopping, eating, and playing in Irving.

IRVING CONVETNION AND VISITORS BUREAU

MAY 24, 2021

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With no further discussion, Cooperstein adjourned the meeting at 12:50 p.m

Respectfully submitted,

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

Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: June 21, 2021

Monthly Financial Summary

For Period Ending May 31, 2021

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	6,700	58,881	47,350	24,400	82,050	66,975	63,100	134,200	15,500	66,650	121,350	80,675	767,831		
Service Income	1,163	2,200	13,388	1,450	32,912	8,880	13,069	25,633	13,750	8,000	15,250	9,750	145,444		
Service Expenses	(912)	(1,820)	(9,969)	(2,994)	(24,973)	(4,861)	(6,525)	(18,745)	(3,500)	(3,000)	(3,500)	(3,000)	(83,799)		
Total Direct Event Income	6,951	59,261	50,769	22,856	89,989	70,994	69,644	141,088	25,750	71,650	133,100	87,425	829,476		
Ancillary Income															
F & B Concessions	-	-	5,195	4,919	4,287	13,112	11,320	15,286	23,500	8,000	21,500	8,500	115,620		
F & B Catering	-	7,705	24,452	11,352	42,966	27,207	1,870	49,057	31,800	6,916	245,810	527,030	527,030		
Parking: Self Parking	1,432	342	6,851	13,268	6,600	22,264	30,275	24,485	19,100	9,000	39,000	39,500	212,117		
Electrical Services	-	950	300	1,560	750	4,173	4,430	20,980	1,500	1,500	1,500	14,500	52,143		
Audio Visual	-	-	(0)	-	-	-	-	1,007	-	-	-	-	1,007		
Internet Services	-	400	(840)	-	405	255	755	(1,625)	-	-	-	-	(650)		
Total Ancillary Income	1,432	9,397	35,958	31,099	55,008	67,011	48,650	109,190	121,995	50,300	68,916	308,310	907,268		
Total Event Income	8,383	68,658	86,727	53,955	144,997	138,005	118,294	250,278	147,745	121,950	202,016	395,735	1,736,743		
Other Operating Income	26,152	21,440	17,278	22,428	41,150	29,661	27,675	34,031	36,625	36,625	36,625	35,826	365,517		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	34,535	90,098	452,005	76,382	186,147	517,666	145,969	284,309	533,120	158,575	238,641	779,811	3,497,257	3,866,967	
Operating Expenses															
Employee Salaries and Wages	140,680	146,675	157,405	111,514	130,489	151,976	146,611	150,091	156,668	156,668	156,668	156,662	1,762,107		
Benefits	60,444	60,261	61,935	64,201	58,347	53,863	57,515	52,239	61,446	61,446	61,446	61,497	714,638		
Less: Event Labor Allocations	-	(1,755)	(1,880)	(960)	(1,711)	(2,060)	(535)	(2,467)	-	-	-	-	(11,368)		
Net Employee Wages and Benefits	201,124	205,181	217,460	174,755	187,125	203,779	203,591	199,863	218,114	218,114	218,114	218,159	2,465,378		
Contracted Services	41,352	37,428	38,674	40,001	37,974	29,978	27,867	28,926	53,685	53,685	53,685	53,685	496,940		
General and Administrative	18,120	35,920	36,120	23,698	14,053	10,284	33,990	13,618	24,010	45,786	24,606	69,799	350,004		
Operations	15,945	10,583	11,742	11,977	12,440	10,812	11,457	15,146	23,833	18,833	18,833	18,833	180,434		
Repair & Maintenance	16,541	22,755	32,712	21,623	24,313	23,496	29,472	10,626	23,514	23,514	23,514	23,514	275,592		
Supplies	5,665	8,613	9,190	8,917	8,924	336	699	5,139	7,500	8,700	8,700	10,500	82,882		
Insurance	6,036	6,036	7,091	6,036	6,036	6,332	6,036	7,544	7,544	7,544	7,544	7,544	79,815		
Utilities	37,290	36,007	40,379	37,169	38,234	36,481	37,435	37,786	43,333	43,333	43,333	43,333	474,113		
Other	(4,826)	(6,777)	(4,256)	2,070	1,789	1,954	951	-	-	-	-	-	(9,095)		
SMG Management Fees	13,750	14,632	17,831	14,866	17,469	16,350	14,749	18,472	20,565	16,748	15,389	34,248	215,069		
Total Operating Expenses	350,997	370,377	406,943	341,112	348,357	339,802	366,247	335,612	422,097	436,256	413,717	479,614	4,611,133		
Net Income (Loss) From Operations	(316,462)	(280,279)	45,062	(264,729)	(162,210)	177,864	(220,278)	(51,303)	111,023	(277,681)	(175,076)	300,197	(1,113,876)	(2,508,876)	

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending May 31, 2021

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	9,620	10,950	(1,330)	0
Events	15	13	2	0
Event Days	41	46	(5)	0
Direct Event Income	141,088	201,600	(60,512)	0
Ancillary Income	109,190	390,740	(281,550)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	250,278	592,340	(342,062)	0
Other Operating Income	34,031	46,625	(12,594)	0
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	284,309	638,965	(354,656)	0
Indirect Expenses	(335,612)	(469,484)	133,872	0
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(51,303)</u>	<u>169,481</u>	<u>(220,784)</u>	<u>0</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Eight Months Ending May 31, 2021

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	34,933	42,798	(7,865)	0
Events	44	43	1	0
Event Days	125	117	8	0
Direct Event Income	511,551	678,339	(166,788)	0
Ancillary Income	357,749	922,892	(565,143)	0
Total Event Income	869,300	1,601,231	(731,931)	0
Other Operating Income	219,815	196,500	23,315	0
Adjusted Gross Income	1,089,115	1,797,731	(708,616)	0
Indirect Expenses	(2,859,449)	(3,275,661)	416,212	0
Net Income (Loss) From Operations	(1,770,334)	(1,477,930)	(292,404)	0

ASM - Irving Convention Center
Balance Sheet
May 31, 2021

ASSETS

Current Assets

Cash	\$	268,530
Accounts Receivable		194,169
Prepaid Assets		4,724
Inventory		49,043

Total Current Assets 516,466

Total Assets \$ **516,466**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	295,976
Accrued Expenses		305,513
Deferred Income		0
Advance Ticket Sales/Deposits		812,935
Other Current Liabilities		0

Total Current Liabilities 1,414,424

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,414,424

Equity

Net Funds Received		14,012,802
Retained Earnings		(13,140,426)
Net Income (Loss)		(1,770,334)

Total Equity (897,958)

Total Liabilities & Equity \$ **516,466**

ASM - Irving Convention Center
Income Statement
For the Eight Months Ending May 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	134,200	186,600	(52,400)	483,656	636,561	(152,905)	0
Service Revenue	25,633	18,000	7,633	98,694	67,013	31,681	0
Service Expenses	(18,745)	(3,000)	(15,745)	(70,799)	(25,235)	(45,564)	0
Total Direct Event In	141,088	201,600	(60,512)	511,551	678,339	(166,788)	0
Ancillary Income							
F & B Concessions	15,286	29,500	(14,214)	54,117	59,600	(5,483)	0
F & B Catering	49,057	301,320	(252,263)	164,612	710,412	(545,800)	0
Parking	24,485	34,920	(10,435)	105,520	99,870	5,650	0
Electrical Services	20,980	25,000	(4,020)	33,143	51,410	(18,267)	0
Audio Visual	1,007	0	1,007	1,007	0	1,007	0
Internet Services	(1,625)	0	(1,625)	(650)	1,600	(2,250)	0
Total Ancillary Inco	109,190	390,740	(281,550)	357,749	922,892	(565,143)	0
Total Event Income	250,278	592,340	(342,062)	869,300	1,601,231	(731,931)	0
OTHER OPERATING INCOME							
Other Income	34,031	46,625	(12,594)	219,815	196,500	23,315	0
Total Other Operatin	34,031	46,625	(12,594)	219,815	196,500	23,315	0
Adjusted Gross Inco	284,309	638,965	(354,656)	1,089,115	1,797,731	(708,616)	0
INDIRECT EXPENSES							
Salaries & Wages	150,091	170,156	20,065	1,135,441	1,284,153	148,712	0
Payroll Taxes & Ben	52,239	61,446	9,207	468,806	493,193	24,387	0
Labor Allocations to	(2,467)	0	2,467	(11,368)	0	11,368	0
Net Salaries and Ben	199,863	231,602	31,739	1,592,879	1,777,346	184,467	0
Contracted Services	28,926	55,051	26,125	282,199	375,948	93,749	0
General and Adminis	13,618	25,815	12,197	185,803	151,714	(34,089)	0
Operating	15,146	35,083	19,937	100,102	152,540	52,438	0
Repairs & Maintenan	10,626	23,514	12,888	181,539	178,147	(3,392)	0
Operational Supplies	5,139	13,033	7,894	47,484	81,082	33,598	0
Insurance	6,036	7,544	1,508	49,639	58,844	9,205	0
Utilities	37,786	43,333	5,547	300,782	340,842	40,060	0
Other	0	0	0	(9,097)	0	9,097	0
ASM Management F	18,472	34,509	16,037	128,119	159,198	31,079	0
Total Indirect Expens	335,612	469,484	133,872	2,859,449	3,275,661	416,212	0

ASM - Irving Convention Center
Income Statement
For the Eight Months Ending May 31, 2021

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(51,303)</u>	<u>169,481</u>	<u>(220,784)</u>	<u>(1,770,334)</u>	<u>(1,477,930)</u>	<u>(292,404)</u>	<u>0</u>

May 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Hall of Fame Dance Com...	26 ICVB Board of Directors ...	27	28	29	30 Nexstar National Talent Competition TY Out - Wedding	1 Coppell High School Ba... TY Out - Wedding
2 Coppell High School Ba... Nexstar National Talent ... TY Out - Wedding	3 K12 Testing	4 Destination Developmen...	5	6 2021 USA Wrestling Women's Nationals	7	8 Sam Houston Prom
9 Mother's Day K12 Testing 2021 USA Wrestling Wom...	10 GRAPHICS PRO EXPO	11 Misook Photoshoot	12	13	14	15
16 GRAPHICS PRO EXPO K12 Testing	17 K12 Testing	18 Elevate IT	19	20 Home Staging & Redesign Association	21 Footlights Dance Recital ICVB Executive Committ... TY Out	22 TY Out
23 YMCA TY Out	24 ICVB Board of Directors ...	25	26 The Great Harvest Tasting	27	28	29
30 Zest Fest	31 Memorial Day	1	2	3	4	5 Texas USAG Annual Awar...
				If JR is needed, please see Tom	If JR is needed, please see Tom	If MR 1 & 2 are needed, see Tom



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
May 2021



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
MAY 2021

Assets

Cash and equivalents 30,362.10
Investments 589,400.00

Total Assets 619,762.10

Liabilities

Accounts payables 13.92
Due to other funds 12.00

Total Liabilities 25.92

Fund Balance (Budgetary basis)

Reserve for encumbrances 854,440.70
Unreserved (234,704.52)

Total Fund Balance 619,736.18

Total Liabilities and Fund Balance 619,762.10



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
MAY 2021

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3	HOTEL/MOTEL TAX	401,181.42	1,658,929.86	6,490,005.00	25.6%	0.00	4,831,075.14
M4	INVESTMENT INCOME	5.97	448.85	4,995.00	9.0%	0.00	4,546.15
M5	MISCELLANEOUS	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
M6	TRANSFER FROM CITY OF IRVING	0.00	500,000.00	1,000,000.00	50.0%	0.00	500,000.00
TOTAL REVENUE		401,187.39	2,159,378.71	7,500,000.00	28.8%	0.00	5,340,621.29
EXPENDITURES							
N1	SALARIES	179,525.50	1,413,674.58	2,491,575.00	56.7%	0.00	1,077,900.42
N2	BENEFITS	50,771.85	399,878.08	673,552.00	59.4%	0.00	273,673.92
N4	SUPPLIES	1,173.57	16,379.08	39,455.00	41.5%	8,050.00	15,025.92
O1	UTILITIES (COMMUNICATIONS)	1,252.54	10,760.77	26,400.00	40.8%	0.00	15,639.23
O3 - OUTSIDE SERVICES							
	SALES AND MARKETING RESOURCES	1,286.25	11,611.60	15,560.00	74.6%	0.00	3,948.40
	MEDIA ADVERTISING	13,455.75	213,978.25	350,000.00	61.1%	127,825.08	8,196.67
	PROFESSIONAL SERVICES	16,551.09	514,778.95	1,463,877.00	35.2%	717,241.30	231,856.75
	PROPERTY MANAGEMENT SERVICES	0.00	872,375.00	1,395,000.00	62.5%	0.00	522,625.00
	OTHER	29.77	1,854.11	7,026.00	26.4%	1,324.32	3,847.57
	TOTAL OUTSIDE SERVICES	31,322.86	1,614,597.91	3,231,463.00	50.0%	846,390.70	770,474.39
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	491.73	1,695.49	252,000.00	0.7%	0.00	250,304.51
	MILEAGE REIMBURSEMENT	0.00	40.88	4,000.00	1.0%	0.00	3,959.12
	MEMBERSHIP AND DUES	4,233.50	26,400.98	54,900.00	48.1%	0.00	28,499.02
	TOTAL TRAVEL - TRAINING - DUES	4,725.23	28,137.35	310,900.00	9.1%	0.00	282,762.65
O5	CLAIMS AND INSURANCE	0.00	103,533.75	138,045.00	75.0%	0.00	34,511.25
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	16,047.26	66,357.19	259,600.00	25.6%	0.00	193,242.81
	BUSINESS DEV INCENTIVE PROG	9,862.00	25,530.23	540,000.00	4.7%	0.00	514,469.77
	LOCAL PROGRAMS-PROMOTIONS	405.57	4,486.74	145,200.00	3.1%	0.00	140,713.26
	OTHER	0.00	47,720.00	144,350.00	33.1%	0.00	96,630.00
	TOTAL MISCELLANEOUS EXPENSES	26,314.83	144,094.16	1,089,150.00	13.2%	0.00	945,055.84
P5 - TRANSFERS OUT							
	TRSF TO ICVB CONV CENTER	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
	TOTAL TRANSFERS OUT	0.00	0.00	100,000.00	0.0%	0.00	100,000.00
TOTAL EXPENDITURES		295,086.38	3,731,055.68	8,100,540.00	46.1%	854,440.70	3,515,043.62

Beginning Fund Balance	2,191,413.15
Revenues	2,159,378.71
Expenditures	(3,731,055.68)
Ending Fund Balance	<u>619,736.18</u>



Irving Convention and Visitors Bureau

Check Register

May 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061679	5/13/2021	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			8,147.43
		ACCOUNTS PAYABLE	APR 2021 - RECEIPTS	8,147.43	
80061680	5/13/2021	BH DFW PROPERTY LP			1,655.00
		BUSINESS DEV INCENTIVE PROG	HEART OF TEXAS H.O.T. LINE DANCE EVENT/APR 2021	1,655.00	
80061681	5/13/2021	DALLAS MARRIOTT LAS COLINAS			645.00
		BUSINESS DEV INCENTIVE PROG	DFW CHURCH MARRIAGE RETREAT/APR 2021	645.00	
80061682	5/13/2021	EMBASSY SUITES DFW INT'L AIRPORT SOUTH			280.00
		BUSINESS DEV INCENTIVE PROG	SPORT-TRAVEL/MADE SPRING CIRCUIT DALLAS/APR 2021	280.00	
80061683	5/13/2021	FAIRFIELD INN & SUITES DFW SOUTH			290.00
		BUSINESS DEV INCENTIVE PROG	SPORT-TRAVEL/MADE SPRING CIRCUIT DALLAS/APR 2021	290.00	
80061684	5/13/2021	FEDERAL EXPRESS CORPORATION			15.85
		FREIGHT	SHIPPING	15.85	
80061685	5/13/2021	FOSTER, WENDY			79.00
		COMMUNICATIONS	MAR 2021 - CELL / MISC	75.00	
		BUSINESS DEV INCENTIVE PROG	MAR 2021 - CELL / MISC	4.00	
80061686	5/13/2021	FOUR SEASONS RESORT & CLUB DALLAS			2,576.00
		BUSINESS DEV INCENTIVE PROG	BALTIMORE ORIOLES VS TEXAS RANGERS/APR 2021	732.00	
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS VS TX RANGERS/MAY 2021	816.00	
		BUSINESS DEV INCENTIVE PROG	BOSTON RED SOX VS TX RANGERS/APR 2021	1,028.00	
80061687	5/13/2021	FOUR SEASONS RESORT & CLUB DALLAS			843.50
		MEMBERSHIP AND DUES	MAY 2021	843.50	
80061688	5/13/2021	HOPKINS, CHERYL			75.00
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061689	5/13/2021	IRVING CONVENTION CENTER AT LAS COLINAS			4,059.08
		PROFESSIONAL SERVICES	NETWORK SERVICES	4,059.08	
80061690	5/13/2021	IRVING CONVENTION CENTER AT LAS COLINAS			20,625.00
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAY 2021	20,625.00	
80061691	5/13/2021	LAUDA, MARIANNE			75.00
		COMMUNICATIONS	APR 2021 - CELL	75.00	
80061692	5/13/2021	LEVINE, KATHY			65.44
		COMMUNICATIONS	MAR 2021 - CELL	65.44	
80061693	5/13/2021	MANSOUR, KAYLA			75.00
		COMMUNICATIONS	MAR 2021 - CELL	75.00	
80061694	5/13/2021	MEETING PROFESSIONALS INTERNATIONAL			4,080.00
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	2,500.00	
		MEDIA ADVERTISING	CARES ACT - ADVERTISING	1,580.00	
80061695	5/13/2021	MEETINGS TODAY			2,000.00
		MEDIA ADVERTISING	ADVERTISING	2,000.00	



Irving Convention and Visitors Bureau

Check Register

May 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061696	5/13/2021	PFAFF, DIANA COMMUNICATIONS	MAR 2021 - CELL	75.00	75.00
80061697	5/13/2021	PLYMOUTH PARK UNITED METHODIST CHURCH LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - DON OBERLIN	100.00	100.00
80061698	5/13/2021	ROSE, SUSAN COMMUNICATIONS	APR 2021 - CELL	43.75	43.75
80061699	5/13/2021	SHERATON DFW AIRPORT HOTEL BUSINESS DEV INCENTIVE PROG	ANDROMEDA CONSULTANTS/TABLE TOP GAMERS/MAY 2021	882.00	882.00
80061700	5/13/2021	SOUTHERN STAR LAS COLINAS, LP BUSINESS DEV INCENTIVE PROG	SOUTHERN BAPTISTS OF TEXAS/PAUSE RETREAT MAR 2021	155.00	155.00
80061701	5/13/2021	STAPLES OFFICE SUPPLIES	OFFICE SUPPLIES	74.61	74.61
80061702	5/13/2021	STODDARD, CAROL COMMUNICATIONS	MAR 2021 - CELL	64.07	64.07
80061703	5/13/2021	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY RETAINER - MAY 2021	4,000.00	4,000.00
80061704	5/13/2021	WHITE, MONTY COMMUNICATIONS	MAR 2021 - CELL	75.00	75.00
80061705	5/27/2021	BILBIA, CHELSEA PROFESSIONAL SERVICES	BLOG POSTS APRIL/MAY 2021	150.00	150.00
80061706	5/27/2021	CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION MEDIA ADVERTISING	CARES ACT - ADVERTISING	212.50	212.50
80061707	5/27/2021	DALLAS FORT WORTH AIRPORT MARRIOTT BUSINESS DEV INCENTIVE PROG	ALOVEA/IMPACT 2021	1,175.00	1,175.00
80061708	5/27/2021	FOUR SEASONS RESORT & CLUB DALLAS BUSINESS DEV INCENTIVE PROG	TEXSOM 2021 INTERNATIONAL WINE AWARDS/APR 2021	1,360.00	1,360.00
80061709	5/27/2021	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIP AND DUES	APRIL 2021	40.00	61.00
		LOCAL PROGRAMS-PROMOTIONS	APRIL 2021	21.00	
80061710	5/27/2021	IRVING CONVENTION CENTER AT LAS COLINAS BUILDINGS MAINT	CAPITAL IMPROVEMENT PROJECT	41,464.00	41,464.00
80061711	5/27/2021	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - MAY	205.00	1,525.31
		PROFESSIONAL SERVICES	ICVB INVENTORY STORAGE (SURVEYOR MAG) / MGMT	1,115.31	
		PROFESSIONAL SERVICES	2021 ICVB STORAGE FEE - APRIL	205.00	
80061712	5/27/2021	OMNI MANDALAY HOTEL BUSINESS DEV INCENTIVE PROG	SENPA/SOHO 2021 CONFERENCE	840.00	840.00



Irving Convention and Visitors Bureau

Check Register

May 2021

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80061713	5/27/2021	SIMPLEVIEW WORLDWIDE, INC.			5,200.00
		PROFESSIONAL SERVICES	MINT+ SUBSCRIPTION: JAN 1, 2021 – DEC 31, 2021	5,200.00	
80061714	5/27/2021	TEXAS DEPARTMENT OF TRANSPORTATION			1,600.00
		MEDIA ADVERTISING	ADVERTISING - TEXAS HIGHWAYS.COM	1,600.00	
80061715	5/27/2021	TUCKER & ASSOCIATES, LLC			74.23
		PROFESSIONAL SERVICES	MAY 2021 - REIMBURSABLES	74.23	
80061716	5/27/2021	VERIZON WIRELESS SERVICES, LLC			523.83
		COMMUNICATIONS	APRIL 2021	176.64	
		COMMUNICATIONS	APRIL 2021	103.32	
		COMMUNICATIONS	APRIL 2021	243.87	
80061717	5/27/2021	WFAA-TV INC			5,563.25
		MEDIA ADVERTISING	ADVERTISING	5,563.25	
		Total Number of Invoices	48	110,804.85	
		Total Number of Checks	39		110,804.85



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

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

LUXURY & FULL SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	
1	Atrium Hotel and Suites DFW Airport	4600 W APIRPORT	2,104.65	1,350.47	1,717.94	1,032.28	2,251.17	3,281.09	3,182.89	
2	Dallas Marriott Hotel Las Colinas	223 W LAS COLINAS	8,972.72	6,318.26	5,874.95	8,098.15	10,115.44	14,276.17	16,024.69	
3	DFW Airport Hotel & Conference Center	4440 W AIRPORT	614.34	416.13	613.22	643.01	887.85	2,265.65	2,533.76	
4	DFW Airport Marriott	8440 FREEPORT	14,047.23	13,398.13	11,944.64	15,237.63	18,587.13	20,804.58	20,757.66	
5	Doubletree by Hilton DFW Airport North	4441 JOHN CARPENTER	2,316.93	0.00	0.00	0.00	0.00	0.00	0.00	
6	Embassy Suites DFW Airport South	4650 W AIRPORT	10,012.68	8,754.21	10,204.59	11,835.34	15,714.39	19,798.65	18,469.63	
7	Four Seasons Resort & Club	4150 N MACARTHUR	74,294.78	20,807.95	18,699.84	16,747.10	17,133.41	30,537.18	41,673.53	
8	Hilton Garden Inn DFW Airport South	2001 VALLEY VIEW LANE	4,278.38	3,794.30	2,393.15	4,431.22	6,816.13	9,662.75	8,888.23	
9	Hilton Garden Inn Las Colinas	7516 LAS COLINAS	3,534.59	2,088.01	2,655.73	3,820.57	4,269.92	6,736.69	6,847.20	
10	Holiday Inn Irving Las Colinas	110 W JOHN CARPENTER	1,654.54	2,441.05	2,403.20	1,666.45	3,446.42	4,361.44	4,381.55	
11	NYLO Las Colinas Tapestry Collection by Hilton	1001 WEST ROYAL	4,807.75	3,172.37	2,726.34	3,575.11	4,672.29	6,344.98	7,379.70	
12	Omni Las Colinas Hotel	221 E LAS COLINAS	10,424.47	8,238.86	7,078.09	5,188.86	9,146.00	13,474.53	15,343.37	
13	Sheraton DFW Airport Hotel	4440 W JOHN CARPENTER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
14	Texican Court	501 LAS COLINAS BLVD	5,848.19	4,277.56	4,275.50	4,017.60	4,119.10	6,359.93	8,434.49	
15	Westin DFW Airport	4545 W JOHN CARPENTER	8,019.52	4,697.05	5,662.14	5,408.38	3,468.91	closed	4,771.06	
TOTAL LUXURY & FULL SERVICE			150,930.77	79,754.35	76,249.33	0.00	81,701.70	100,628.16	137,903.64	158,687.76
16	Westin Irving Convention Center Las Colinas		9,658.90	8,918.25	7,420.36	7,411.83	9,226.96	12,876.23	15,645.56	

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

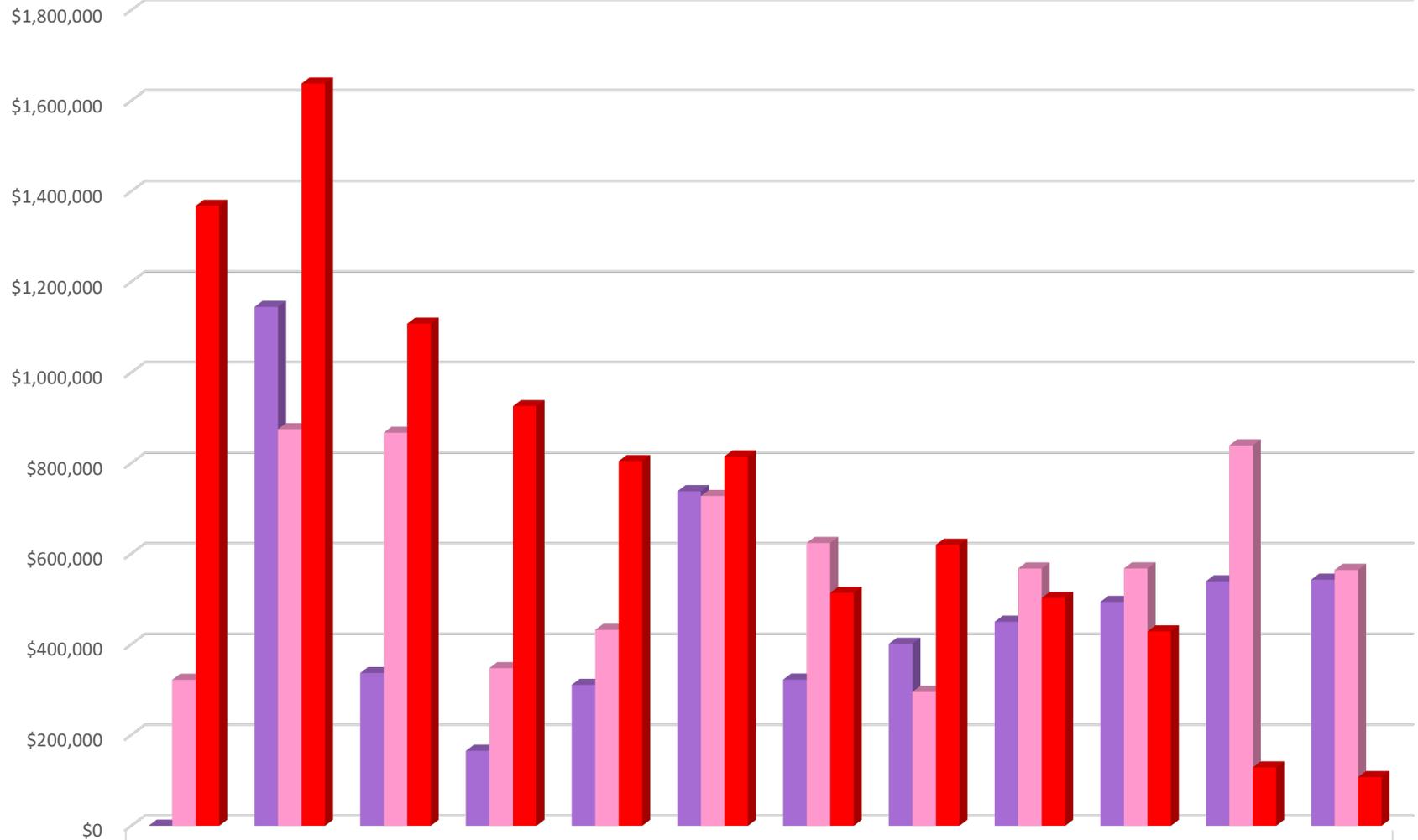
ALL SUITE / EXTENDED STAY		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	
1	Comfort Inn DFW Airport North	5000 W JOHN CARPENTER	2,609.71	2,025.07	1,913.42	1,776.65	2,998.35	3,876.05	3,761.47	
2	Comfort Suites DFW Airport North	4700 W JOHN CARPENTER	3,171.31	2,368.47	3,105.01	2,703.50	3,458.50	4,222.31	3,572.39	
3	Comfort Suites Las Colinas	1223 GREENWAY	448.60	426.28	322.50	608.58	750.55	1,121.76	1,130.25	
4	Country Inn & Suites by Carlson DFW Airport South	2000 HARDROCK (new)	2,029.83	1,474.85	1,746.56	1,208.37	1,586.37	2,716.29	2,404.13	
5	Element DFW Airport North	3550 HWY 635	2,567.72	2,166.92	2,000.87	2,650.43	3,645.57	5,801.45	5,913.96	
6	Extended Stay America Dallas DFW Airport North	7825 HEATHROW	494.65	423.91	1,006.45	1,665.88	1,210.78	2,573.46	2,055.22	
7	Extended Stay America Dallas Las Colinas	5315 CARNABY (original) (homes	1,777.48	862.39	1,446.46	1,269.81	1,183.21	1,417.07	2,117.65	
8	Extended Stay Deluxe Green Park	5401 GREEN PARK	953.96	551.80	919.27	740.98	697.61	1,873.02	476.49	
9	Extended Stay Deluxe Las Colinas	605 MEADOW CREEK	729.20	475.72	485.83	371.20	661.58	1,523.49	1,184.62	
10	Hawthorne Suites Irving DFW Airport South	2323 IMPERIAL	585.57	476.79	692.68	524.09	799.51	1,144.27	1,160.91	
11	Hawthorne Suites DFW Airport North	5000 PLAZA	2,021.14	1,639.21	2,021.00	2,008.12	1,243.78	closed	closed	
12	Holiday Inn Express Hotel & Suites DFW Airport North	4550 W JOHN CARPENTER	1,916.98	1,849.26	2,358.41	2,534.84	2,788.32	4,263.50	3,585.59	
13	Holiday Inn Express Hotel & Suites DFW Airport South	4235 W AIRPORT FRWY	2,092.00	1,561.44	1,748.94	1,701.39	3,142.99	5,224.59	4,566.35	
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	333 W JOHN CARPENTER (ml wa	2,014.92	1,474.14	2,152.44	2,171.23	3,355.19	4,540.48	4,955.85	
15	Home Towne Studios Dallas Irving	3440 W WALNUT HILL	2,199.98	1,565.12	1,947.78	1,888.00	1,591.16	2,358.83	2,613.48	
16	Homewood Suites by Hilton DFW Airport North	7800 DULLES (new)	3,323.61	2,848.36	2,967.65	3,012.48	3,811.56	4,572.52	5,182.86	
17	Homewood Suites by Hilton Las Colinas	4300 WINGREN	7,589.78	5,007.87	4,161.41	0.00	1,856.56	6,009.83	5,883.55	
18	Hyatt House Dallas Las Colinas	5901 N MACARTHUR	3,845.11	1,630.91	4,611.68	2,113.93	4,261.58	4,333.32	0.00	
19	Oakwood Waterwalk Dallas Las Colinas	1711 West Royal	2,287.60	2,289.07	1,798.33	1,089.97	2,195.74	3,355.22	840.68	
20	Residence Inn Dallas DFW Airport North Irving	8600 ESTERS	3,413.20	1,876.10	2,425.20	3,022.72	2,631.24	3,306.36	2,836.03	
21	Residence Inn Dallas Las Colinas	950 WALNUT HILL	4,258.41	3,432.69	4,031.18	3,564.84	4,469.32	5,782.88	6,184.03	
22	Sonesta ES Suites Dallas Las Colinas	1201 EXECUTIVE	3,177.28	2,186.73	676.02	1,244.96	2,142.76	3,344.46	3,288.26	
23	Sonesta Simply Suites Dallas Las Colinas	5300 GREENPARK	1,116.67	758.03	675.78	839.46	395.02	1,631.97	1,859.41	
24	Springhill Suites Dallas DFW Airport East Las Colinas	5800 HIGHPOINT	1,402.29	1,329.28	1,408.75	1,388.33	2,450.60	3,492.56	3,069.48	
25	Staybridge Suites DFW Airport North	2220 MARKET PLACE (NEW)	2,839.84	2,472.53	2,586.62	2,947.51	2,384.31	4,815.96	4,096.52	
26	TownePlace Suites Dallas DFW Airport North Irving	4800 PLAZA	0.00	0.00	0.00	5,413.33	2,872.14	4,258.45	5,435.14	
27	TownePlace Suites Dallas Las Colinas	900 W WALNUT HILL	1,657.23	1,997.10	1,558.83	1,564.81	1,121.99	3,641.45	2,644.10	
28	Woodspring Suites Signature	380 W LBJ FRWY	0.00	0.00	0.00	2,494.29	1,141.32	1,660.02	2,874.37	
TOTAL ALL SUITE / EXTENDED STAY			60,524.07	45,170.04	50,769.07	7,907.62	48,625.54	62,752.62	95,252.61	82,461.58

BUDGET SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	
1	Arya Inn & Suites	3232 W IRVING BLVD	695.41	594.56	481.58		559.46	795.59	1,019.29	800.06
2	Best Western Irving Inn & Suites DFW South	4110 W AIRPORT FRWY	2,587.95	2,325.97	2,494.69		2,561.43	1,836.32	3,190.65	4,199.56
3	Budget Inn & Suites	2440 E AIRPORT	79.94	31.82	33.63		46.46	92.06	90.35	91.03
4	Budget Suites of America Las Colinas	700 WALNUT RIDGE	0.00	0.00	0.00	2,300.73	22.56	1,422.40	558.21	1,882.54
5	Clarion Inn & Suites	4770 PLAZA	1,486.65	1,006.81	999.23		1,218.74	2,902.99	2,697.04	2,614.67
6	Crossroads Hotel & Suites	3135 E JOHN CARPENTER	926.95	783.14	354.91		743.36	826.00	901.06	1,257.48
7	Days Inn	2200 E AIRPORT	2,742.91	2,226.42	2,342.59		2,240.56	3,322.14	3,963.61	3,499.06
8	Days Inn DFW Airport North	4325 W HWY 114	2,926.49	2,191.26	1,780.51		1,926.47	2,698.62	3,975.66	3,435.65
9	Delux Inn	1400 E AIRPORT	622.90	538.10	452.94		356.90	553.88	747.11	757.91
10	Delux Suites Motel	1409 N LOOP 12	160.29	123.98	52.58		65.98	54.77	69.85	69.05
11	Gateway Inn	1918 E GRAUWYLER	509.18	371.64	375.09		317.12	377.71	566.92	648.57
12	Magnuson Extended Stay & Suites Airport Hotel	110 W AIRPORT	1,180.07	1,104.81	1,105.01		1,359.90	1,443.10	2,358.22	1,648.98
13	Motel 6 Dallas DFW South	2531 W AIRPORT	1,346.43	1,214.36	1,026.93		1,368.43	1,504.29	1,640.69	1,594.88
14	Motel 6 Dallas Irving	510 S LOOP 12	1,933.16	1,666.13	2,013.60		2,134.74	2,133.88	2,723.02	2,999.98
15	Motel 6 DFW North	7800 HEATHROW	1,577.78	1,633.80	1,780.31		1,544.13	2,201.63	2,808.70	2,418.61
16	Motel 6 Irving Loop 12	1205 S LOOP 12	909.07	793.11	727.35		728.41	747.09	1,018.09	1,051.05
17	OYO Hotel DFW Airport South	2611 W AIRPORT	2,034.44	1,539.01	1,962.14		2,143.55	2,051.88	2,724.87	2,633.96
18	OYO Hotel DFW Airport North	4100 W JOHN CARPENTER	0.00	0.00	0.00		0.00	124.97	0.00	0.00
19	Quality Inn & Suites DFW Airport South	4940 W AIRPORT	798.30	580.48	684.92		813.98	972.92	2,075.04	1,955.04
20	Red Roof Inn Dallas DFW Airport North	8150 ESTERS	0.00	0.00	0.00	12,100.20	3,876.72	3,494.39	4,787.59	4,773.12
21	Studio 6 / Motel 6 DFW Airport East	3950 W AIRPORT	2,094.60	1,880.73	1,924.57		2,154.89	2,138.45	4,071.36	2,965.81
22	Super 8 Hotel DFW South	4245 W AIRPORT (original)	1,230.68	999.82	1,098.61		1,153.44	1,752.40	2,035.81	2,384.91
23	Super 8 Motel DFW North	4770 W JOHN CARPENTER	1,376.26	798.10	1,041.94		1,396.24	1,356.02	1,594.18	1,968.81
TOTAL BUDGET SERVICE			27,219.46	22,404.05	22,733.13	14,400.93	28,733.47	34,803.50	45,617.32	45,650.73

LIMITED SERVICE		OCT 2020	NOV 2020	DEC 2020	Q1: OCT-DEC	JAN 2021	FEB 2021	MAR 2021	APR 2021	
1	aLoft Las Colinas	122 E JOHN CARPENTER	3,011.24	2,055.77	2,132.88		2,347.38	1,743.46	4,924.33	5,126.42
2	Best Western Plus DFW Airport Suites North	5050 W JOHN CARPENTER	2,261.03	1,566.26	1,738.27		1,903.10	3,225.23	4,257.74	4,085.94
3	Courtyard Dallas DFW Airport North Irving	4949 REGENT	4,151.82	3,201.29	3,453.65		3,860.93	6,243.18	9,047.74	8,571.88
4	Courtyard Dallas DFW Airport South Irving	2280 VALLEY VIEW	3,512.83	2,182.55	3,126.66		2,134.99	3,007.01	5,994.13	5,878.73
5	Courtyard Dallas Las Colinas	1151 W WALNUT HILL	1,819.43	2,439.12	2,418.13		2,898.25	4,044.69	5,256.76	4,253.01
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	4210 W AIRPORT	3,421.96	2,680.91	4,314.62		4,039.52	4,336.70	5,740.05	5,364.62
7	Fairfield Inn & Suites Dallas Las Colinas	630 W JOHN CARPENTER	0.00	0.00	0.00	644.67	0.00	0.00	4,734.32	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	4800 W JOHN CARPENTER	closed	closed	closed		closed	closed	closed	closed
9	Hampton Inn Dallas Irving Las Colinas	820 W WALNUT HILL	2,894.26	1,795.53	1,485.40		2,505.26	2,991.80	4,598.54	5,488.30
10	Home2 Suites by Hilton DFW Airport North	4700 PLAZA DRIVE	4,083.85	3,278.44	3,284.21		3,896.09	5,142.28	6,656.50	6,539.69
11	Home2 Suites by Hilton DFW Airport South Irving	4340 W AIRPORT	5,624.70	4,888.82	3,367.53		4,543.52	4,844.34	7,434.46	5,820.67
12	Hyatt Place Dallas Las Colinas	5455 GREENPARK (ml was calling	0.00	0.00	5,236.41		0.00	0.00	8,988.66	0.00
13	Jefferson Street Bed & Breakfast Inn	512 S JEFFERSON	0.00	0.00	0.00		0.00	0.00	0.00	0.00
14	La Quinta Inn & Suites DFW Airport North	4850 W JOHN CARPENTER	3,827.38	4,209.23	1,032.28		4,422.23	5,281.12	2,569.18	6,148.82
15	La Quinta Inn & Suites DFW Airport South	4105 W AIRPORT (original)	2,472.14	2,035.75	2,211.31		3,191.32	5,017.02	6,599.31	4,653.07
16	La Quinta Inn Hotel & Suites Las Colinas	4225 N MACARTHUR	0.00	0.00	0.00	3,721.06	2,198.62	3,199.40	3,749.00	3,748.38
17	Quality Inn & Suites DFW Airport	8205 ESTERS	2,103.72	1,788.98	1,934.92		2,219.85	2,091.87	3,534.24	3,687.20
18	Residence Inn Dallas DFW Airport South Irving	2200 VALLEY VIEW (NEW)	4,038.81	3,872.00	3,918.98		4,027.49	4,364.00	7,251.67	5,529.36
19	Wingate Inn by Wyndham Dallas Las Colinas	850 W WALNUT HILL	2,535.59	1,551.55	2,324.05		2,111.72	2,702.89	3,248.48	0.00
20	Wingate Inn by Wyndham DFW Airport North	8220 ESTERS	922.57	1,068.24	1,868.22		1,215.38	2,076.00	3,243.73	0.00
TOTAL LIMITED SERVICE			46,681.33	38,614.44	43,847.52	4,365.73	47,515.65	60,310.99	97,828.84	74,896.09

TOTAL SHORT TERM RENTALS			1,947.58	1,627.32	3,487.37	n/a	3,163.99	3,036.39	4,706.90	4,136.82
Number of locations			9	6	53		40	45	44	37

Irving Convention and Visitors Bureau
FY21 Cash Flow
May 2021



	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEPT 2021
REVENUE	\$225	\$1,144,728	\$336,793	\$165,335	\$310,625	\$737,871	\$322,317	\$401,187	\$449,739	\$493,616	\$539,060	\$542,723
EXPENSES	\$321,914	\$874,763	\$866,901	\$347,540	\$431,758	\$727,395	\$623,641	\$295,060	\$567,252	\$567,318	\$838,965	\$564,051
ENDING CASH	\$1,367,964	\$1,637,929	\$1,107,821	\$925,616	\$804,483	\$814,959	\$513,635	\$619,762	\$502,250	\$428,548	\$128,642	\$107,315

■ REVENUE ■ EXPENSES ■ ENDING CASH

RELATED PARTY TRANSACTIONS

Related parties are those parties who do not deal with one another at arm's length. A related party transaction is any situation in which an SMG employee is involved in their SMG capacity on the one side and there is a "related party" on the other side. SMG employees should avoid such transactions.

Related parties include:

- An organization of which an SMG employee is an officer, director, or partner;
- An organization of which an SMG employee is the beneficial owner of ten percent (10%) or more of any class of securities;
- Any trust in which an SMG employee has a substantial interest, or serves as trustee or in a similar fiduciary capacity; or
- Any relative of an SMG employee who may significantly influence or be influenced by a business transaction with an organization of which they are an officer, director or partner.

Generally, SMG should not be involved in a related party transaction because it creates similar conflicting pressures as those found in general conflict of interest situations. If any employee believes such a transaction exists or might occur, full disclosure must be made to SMG's Counsel. SMG's Counsel, acting with advice from Senior Management, will decide whether an exception to the policy may be made.

Please refer to the following examples to determine whether or not there is a conflict of interest or related party situation. If there is any doubt, ask for advice.

Examples: Conflict of Interest & Related Party Transactions

The following are examples of conflict of interest and related party situations. If you are involved in or aware of a potential conflict of interest or a related party transaction, you must disclose all of the relevant facts to your Supervisor, SMG's Counsel's Office, or to Internal Audit so that a determination can be made.

Example 1:

An SMG employee's spouse purchases an office supply business which can supply paper, stationery and office equipment to an SMG facility in which the SMG employee works. The SMG employee does not make the purchasing decisions directly, but does have influence on the purchasing decisions.

Analysis: Although there is nothing improper in the spouse's ownership of an office supply store, SMG should not make purchases from it because this would create a conflict of interest. Conflicting pressures may be placed on the employee. On the one hand, potential sales to SMG may be in the best interest of the office supply store. On the other hand, SMG's interest may or may not be best served by purchasing from this particular office supply store.

If purchases were actually made from the office supply store, numerous questions would arise. At what price should the items be purchased? How should return of substandard items be handled? How much of each item should be ordered? What should the payment terms be? The conflict of interest cannot be avoided simply by selling to SMG at a fair or favorable price. The conflict is inherent in the situation because of the spouse's interest in the office supply store.

How could the store establish that all the prices charged are fair? How often would the price have to be monitored? Who would pay the costs of such monitoring? There is no practical way to be sure that the situation will remain trouble free if SMG were to make such purchases.

Example 2:

An Operations Manager employed by an SMG managed facility purchases an equipment rental business together with an SMG client liaison. The business does not rent to SMG and is not competitive with SMG.

Analysis: Here again, the problem is one of conflicting pressures. For example, if the front line Manager must negotiate price relief or an extension of the SMG operating contract term, the Manager will be under conflicting pressures when dealing with the client liaison/partner. On the one hand, the Manager must represent SMG and get the maximum relief possible and perhaps even terminate the contract; on the other hand, tough negotiations may adversely affect the Manager's relationship with the liaison/partner, thereby, perhaps, adversely affecting the joint personal investment.

CONFLICTS OF INTEREST

It is essential that all SMG employees avoid any situation or interest which might interfere with their judgment concerning their responsibilities to SMG and the related municipality.

A conflict of interest exists if an SMG employee or an immediate family member is in a position where they may derive a personal benefit from a company transaction, or when their judgment may be influenced because of a financial or other relationship with a client or supplier.

Conflicts of interest can arise, for example, where employees:

- Have a financial interest, which could affect their personal judgment;
- Gain personal enrichment through access to confidential information; or
- Misuse their position at SMG in a way, which results in personal gain.

A conflict of interest can also arise when an employee has a personal interest, direct or indirect, in any supplier or customer of SMG. An indirect interest would arise if an employee's immediate family member has an interest in a supplier or customer of SMG.

A conflict of interest does not necessarily imply anything improper. It is, simply, a situation in which an SMG employee is or may be under conflicting pressures: the pressure to do what is best for SMG on the one hand and the pressure to do what is best for themselves, or an immediate family member or partner on the other hand.

SMG has determined that once an employee becomes involved in such a situation, they often do a disservice to themselves in benefit to SMG, and, occasionally, an employee does a disservice to SMG in order to benefit themselves. In order to evaluate whether an employee is or may be subject to such conflicting pressures, the Business Conduct Policy requires that the employee disclose both actual and potential situations that may give rise to such a problem.

If an employee thinks they may have a conflict of interest, or is aware of potential conflicts of interest others may have, the potential conflict must be disclosed to SMG's Counsel. A determination will then be made as to whether the interest should be divested or if any other action is appropriate.

An employee or their immediate family member may, however, acquire and hold up to two percent (2%) of the outstanding stock of a corporation which is an SMG supplier or client or which engages in any business in which SMG is engaged, if the stock is available to the general public on a registered securities exchange market.



IRVING CONVENTION CENTER
AT LAS COLINAS

Debt Management & Bad Debt Write-off Policy

Background

As part of the management of its financial resources, the Irving Convention Center continues to ensure that the most effective cash collection procedures are in place and that income generated is reported correctly. The Irving Convention Center is audited by a 3rd party auditor each year to verify our compliance with income generated and reported as well as collected.

Income to the Convention Center is reported through the Event and Other Income section on the financial statements and is calculated to reflect the income generating activity for that time period, regardless of whether or not the cash has been received yet by the convention center.

Clients of the Irving Convention Center generally pay deposits leading up to the event that cover rent, food and beverage, and any estimated ancillary costs that may be incurred. However, there are certain organizations and state associations, particularly those with history in the facility, that are allowed credit to pay post event in one final settlement. Most events generate revenue by selling tickets or through registration of attendees that allow them to cover the cost of an event. Credit applications are filled out and references checked before issuing credit to most organizations of this nature. Deposit schedule is generally:

- 25% due at signing of contract
- 75% due 30 days prior to event

As part of the contracting process, each client fills out a credit card authorization form that we hold to cover any additional costs or F & B overages that may occur. The client has the option to write a check or have the additional charges paid by the card on file at the conclusion of the event.

While most clients are paid up upon arrival for an event, there are often additional expenses that are incurred during an event and posted to the client's account. These expenses are generally billed to the client post-event to collect or charged to the credit card on file. There are many

types of events that the convention center hosts each year; each come with different financial situations and structures that the convention center has to work through.

Treating income as a bad debt is the final stage of the convention center's debt collection process. To mitigate against the impact of writing off bad debts, the convention center makes an annual provision in the budget referred to as the account for bad debt.

Purpose Statement

The purpose of this document is to outline the policy and procedures that must be followed for any account to be written off to bad debt.

Responsibilities

Responsibility for this policy lies with the General Manager of the Irving Convention Center.

The Finance Director is responsible for the management and administration of the policy. The policy will be reviewed on an annual basis with the external auditors to ensure it reflects current accounting practices and is reflective of the financial risks around income collection faced by the Irving Convention Center.

The Director of Sales and the Director of Events, as well as their respective teams, are responsible for ensuring that the sales information/deposit schedule contained in the contract is correct and payment deadlines are met to reduce the risk of subsequent late payments. They are also required to provide accurate/relevant information and documentation for any expenses and/or costs incurred that will be billed to the client for final settlement.

All inquiries relating to this policy should be directed to the General Manager.

Key Policy Actions

The Irving Convention Center conducts a monthly review of the financial reports as well as a review of the aged receivables. The focus of the review is to look at receivables in the 30-60- and 60-90-day range to determine if/what the issue may be and what the next steps will be to collect the debt.

We first determine if there is a billing issue/dispute that client is waiting to get resolved; if so, management meets with the event manager to determine where we are in that process. We will promptly decide whether an adjustment needs to be made to the final bill or if it is the client's responsibility. If the decision is to make an adjustment to the final bill, then the Event Manager fills out the "Adjustment Form," which is then reviewed and signed by the Sales and Event Managers, Director of Events, and the General Manager.

If the issue/dispute is deemed the client's responsibility, we will notify them of our decision and ask for payment to be made immediately.

At the 60-day mark, the Sales Manager will contact the client to see if there are any issues that may need to be addressed.

At the 90-day mark, if we have not had any communication from the client, the General Manager will send an email to the client asking for payment to be paid immediately. The email also states that if payment is not made by a certain date, the account will be turned over to our attorney.

Every event is different and every situation with a client is different. Our goal is to work through the process in the most effective way possible to avoid any type of write-off. Most of the time it depends on the client's communication with us. We can work with clients in many ways, including making adjustments when appropriate, establishing payment plans, or simply extending time if the client continues to communicate with us.

If there is no response/communication with a client after repeated phone calls or emails, then a decision is made as to what the debt is versus the cost of getting an attorney involved. If it is cost-effective to involve the attorney, then we proceed in that direction.

As the very last resort, if it becomes impossible to collect the debt and is not cost-effective to involve an attorney, then the debt will be written off to the bad debt account. In this case the Adjustment Form must be filled out and signed by the General Manager, Director of Finance, and the Event/Sales Manager for that event and detailed information must be provided as to the steps that were taken to collect the debt.

Calculation of the bad debt provision

A bad debt provision will be determined each year and will be based on previous years' history. The bad debt allowance will be included in the budget planning process in August for fiscal year beginning October 1 each year.

Summary

With a wide variety of events in the facility including conventions, banquets, consumer/public shows, sporting events, assemblies, and meetings, each brings its own set of dynamics as far as payment structure and each is contracted according to what those dynamics are. There is always risk involved, but the goal is always to minimize that risk in the best way possible while putting business on the books. It is very rare that an event or part of an event would ever be written off to bad debt. In most cases we work with the client to formulate a solution that works for both parties and maintains the client relationship.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JUNE 28, 2021**

BOARD REPORTS

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





MEMO

To: Chris Hillman, City Manager
From: Jon Weist, Legislative Officer
Date: June 2, 2021
Subject: Final Update, Regular Legislative Session

Chris

As I'm sure everyone knows, this legislative update can't be a wrap-up for the 87th session, since there are additional items that will be the subject of a special session. This is more of an update while we have a chance to catch our breath.

This list covers the issues that we had to spend time trying to improve or trying to kill all together. With just a couple of narrow exceptions, the entirety of this session consisted of working to defeat harmful legislation. Failing that, the effort was to make bills that we were concerned about less bad.

Development Restrictions

HB 754 – reduction in apartment inspection fees. The bill would have reduced Irving's revenue from fees charged to multi-family owners for inspections by 90 percent. It failed in the House Urban Affairs Committee.

HB 4447 – additional deadlines for plat/development plan approval. Enhanced deadlines approved in 2019, making them even less functional and allowing more plans to be declared approved if deadlines weren't met. It wouldn't allow applicants to waive the deadlines to work out issues with city staff. It died on the House calendar the last day for approval of House bills on second reading.

HB 900 – prohibitions on city's enacting eviction moratoriums. The bill passed, but it included an amendment in the waning days of the session that would undermine city regulations that caused landlords undefined "financial harm." Thanks to work by the Texas Municipal League, the amendment came off the bill in conference committee.

Micromanagement of Police Budgets

HB 1900, SB 23 – both bills, along with about half a dozen others, were filed to fix a problem that didn't exist. Cities and counties are not reducing their public safety budgets, though some are trying to address public safety issues – homelessness, mental health – in different ways. SB 23 by Senator Joan Huffman of Houston was the bill we thought would be the chief vehicle on this issue, since it was the only one filed in the Senate.

Huffman worked with cities and allowed exceptions for fluctuations in expenses such as one-time expenses, retiring debt, changed in overtime, etc. Her remedy, if a budget was challenged, is for there to be an election, so the city could still change the police budget with voter approval.

Unfortunately, when SB 23 came to the House, it was rewritten to only affect county governments in counties of more than 1,000,000 people, so six counties in the state. All the work cities had done to make it more manageable didn't matter.

HB 1900, had far fewer exemptions, penalized cities much more harshly – withholding of sales tax revenue, restrictions on property tax revenue increases, restrictions on increases in municipal utility rates (mostly electric, for municipally owned utilities, such as Austin). HB 1900 was not negotiated despite city efforts. Rep. Craig Goldman of Fort Worth moved this bill pretty much as it was introduced and accepted none of the modifying language that went into SB 23.

Neither of these are good bills. The saving grace, at least for now, is that HB 1900 applies only to cities of 250,000 or more.

It's ironic, given last sessions' arguments about property tax caps that these measures passed this session. If you recall, during negotiations on the tax cap bill, cities tried to get carve-outs to ensure they could maintain public safety spending. Those measures weren't enacted, but this session the Legislature went from not allowing flexibility on police funding to imposing inflexibility on the same spending.

Revenue, Financial Issues

HB 753 – reduction in solid waste franchise fees. This bill would have reduced franchise fees to a maximum of 2 percent. Irving's current rate is 5%, so it would have been about a \$600,000 revenue loss. The bill never made it out of committee.

HB 1438 – tax rate exemptions triggered by a disaster declaration. When SB2 passed in 2019, it included a clause that allowed cities to exceed the 3.5 percent revenue cap without having an election if their area was included in a state or national declared disaster. HB 1438 reigns in that language to specify that it only applies to disasters with physical damage, not pandemics. Hardly any cities used this latitude.

HB 1869 -- restrictions on how debt that is not voted on by the public is used. This was very bad when it was filed and exempted almost everything when it was finally passed. The legislation in its final form requires that any debt not approved at an election cannot be counted in the debt-service portion of the tax rate if it's used to build a new public building. Most other uses, such as certificates of obligation or tax notes used to purchase vehicles, make road or utility repairs, building repairs, can still be excluded from the maintenance and operations portion of the tax rate.

Legislative Interference with City Operations

SB 19 – prohibitions on doing business with companies that refuse to do business with gun or ammunition manufacturers. The House version of this bill had been amended to leave discretion up to local officials, but it was substituted on the House floor for the Senate version, which did not have the flexibility language in the bill.

HB 610 – right to sue local governments if regulations caused "economic harm." This bill would have allowed any business with a state license or permit to sue a local government if a regulation caused perceived "economic harm." Almost all business have sales tax permits, so anyone would have been

given the right to sue. This bill died on the House calendar the last day for approval of House bills on second reading. We had been told it would not come out of the committee that heard the bill, but apparently the chairman changed his mind.

SB 646 and 786 – requirements that county commissioners have to give approval for a city in the county to rehabilitate a building or purchase a building to be used as a homeless shelter. Both bills were voted down in the House Urban Affairs Committee.

HB 652 – notices regarding disease at animal shelters. Irving and several other cities opposed this legislation, which initially would have required shelters to notify anyone who adopted an animal if a list of diseases was present at the shelter 15 days before or after the adoption. The objections centered on this process creating an impression that public shelters were unsafe places from which to adopt animals. Private-sector animal distributors – breeders, pet stores – were not included. Under pressure, the bill author watered down the notice requirement to just posting a sign at the shelter to have animals checked by a veterinarian, but still only applicable to the public sector. The bill passed the House but never got a hearing in the Senate. Second session in a row the bill has died the same way.

Local-Option Street Sales Tax

Bills were introduced in both chambers to give cities in transit districts such as DART the ability to ask voters to approve a one-quarter cent increase in the sales tax, with all of the revenue dedicated to street repairs. The bills were not heard in either the House Ways and Means or Senate Local Government committees.

Police Issues

Outside of the defunding argument, most of the police discussions were related to the George Floyd Act, a series of measures to require different types of tactics when engaging suspects, changing hiring and promotion practices and damages paid by cities when suspects successfully sue for police brutality or similar charges. Hardly anything on those measures passed and many were not even heard. Efforts to reform civil service hiring and discipline issues also failed.

There was some good news, however:

HB 4110 – metal recyclers. Businesses that recycle metals will have to keep better documentation when purchasing catalytic converters, theft of which has reached epidemic proportions.

HB 2911 – next generation 911. This was originally a bill to increase the 911 fee on phone bills, allowing local jurisdictions control over funding used to upgrade 911 technology. The governor's office opposed the fee increase, but said it will use federal money to create a fund outside the budget to upgrade 911 systems. Details about how much will be distributed and what criteria will be used were not included in the legislation.



page 2

Register for the online utility billing portal at MyIrvingBill.org to make payments, analyze water consumption and submit work orders.



page 3

Join the Irving Public Library Summer Reading Challenge. This year's theme, Tails and Tales, runs from June 1 to July 31.



page 4

Campion Trail remains a popular outdoor fitness amenity for cycling, running, roller skating and walking despite pandemic.

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f t v i CityofIrving.org



★ INDEPENDENCE DAY CELEBRATION ★

SATURDAY
JULY 3

★
9 A.M.

★
DOWNTOWN IRVING

★
PARADE
INCLUDING FLOATS,
CARS & MORE

★
IRVINGEVENTS.ORG

SUNDAY
JULY 4

★
6 TO 10 P.M.

★
LEVY EVENT PLAZA

★
FIREWORKS SHOW
LIVE MUSIC
FOOD VENDORS
FAMILY FUN

Irving Brings Back the Spark for In-Person Two-Day Event

July 3 | Independence Day Parade

9 a.m. | Heritage District, 217 S. Main St

Parade application deadline is June 21. Application and parade route is available at IrvingEvents.org.

There is a mandatory meeting for all participants on Tuesday, June 29 at Irving City Hall, 825 W. Irving Blvd. For more information, call (972) 721-2501.



July 4 | Live Music and Fireworks Show

6 to 10 p.m. | Levy Event Plaza, 501 E. Las Colinas Blvd.

- 6:10 p.m. | Alex Aguilar
- 8 p.m. | Downtown Fever
- 9:30 p.m. | Fireworks show

Event features include:

- More than 20 food vendors including local favorites NOLA Cajun Catering, JBW Vending and Papa's Homemade Ice Cream
- Kids' Fun Area
- Beer Garden

The Texas Lottery® Plaza at Toyota Music Factory will carry a simulcast of the event from Levy Event Plaza and will host a post celebration on the plaza.

For those celebrating at home, the event will be livestreamed on [YouTube @TheCityofIrving](https://www.youtube.com/TheCityofIrving). Residents can also watch on Irving Community Television Network's cable Channel 95 – Charter and Channel 31 – Frontier, Channel 99 – AT&T, and at ICTN.tv Channel 2. ■

May 2021 City of Irving Official Election Results

During the May 1, 2021 municipal election, Irving voters passed all 12 bond propositions and re-elected Phil Riddle, Al Zapanta and Dennis Webb to the City Council.

Council Member Place 4 District 4 – Single Member

- Sunil Mosa: 805 votes
- Phil Riddle: 988 votes

Council Member Place 6 District 6 – Single Member

- Al Zapanta: 982 votes

Council Member Place 8 – At Large

- David Palmer: 2,593 votes
- Dennis Webb: 3,642 votes

Council meetings are held at least once a month on Thursdays, beginning at 7 p.m. Meeting dates are posted at CityofIrving.org/Agendas. All of the City Council meetings can be viewed live on Irving Community Television Network's cable Channel 95 – Charter and Channel 31 – Frontier, Channel 99 – AT&T, and at ICTN.tv Channel 2. ■

IRVING CITY FACILITIES REOPEN JUNE 1

▶ The information below is subject to change anytime as new information and resources become available. ◀

Irving City Hall fully reopens for business on June 1! Most Irving facilities have resumed regular operations with a few exceptions. Face masks are no longer required to use city facilities; however, guests should continue to follow Centers for Disease Control and Prevention guidelines regarding COVID-19.

Recreation Centers, Summer Camp and several aquatic opportunities await Irving residents looking for fun this summer! Aquatic facilities and spray parks are open with reduced hours due to the limited number of lifeguards on staff as a result of the pandemic. Due to COVID-19 budget reductions the three inground neighborhood pools at Lee, Lively and Senter will not reopen for the summer.

For complete details on reopened Parks and Recreation services and facilities, visit CityofIrving.org/COVID-Parks.

Irving Municipal Court will resume limited, in-person court proceedings beginning June 1. Contact the court directly for more information or to request an in-person hearing. Virtual hearing options will continue to be available and online requests for a pretrial may now be made by visiting CityofIrving.org/330. ■

SEEKING RESIDENT INPUT ON FISCAL YEAR 2021-22 BUDGET

Planning for the city's Fiscal Year 2021-22 budget is underway, and residents have the opportunity to provide input on the budget during public hearings, as well as online. Resident comments can be made to the City Council on any aspect of the budget including tax rates, fees, programs and services.

Public Input Sessions

City Hall, 825 W. Irving Blvd.

June 3 | 7 p.m.

June 17 | 7 p.m.

Two additional public hearings will be held on the proposed budget following the budget retreat in August. Adoption of the budget is scheduled for Sept. 16 and the city's budget year runs from Oct. 1 to Sept. 30. Call the City Secretary's Office at (972) 721-2493 to confirm public hearing dates.

Check out ICTN's 'Irving's Budget Adoption Process' video to learn more about the city's annual budget process at [YouTube.com/watch?v=OBhR3LFqrjA](https://www.youtube.com/watch?v=OBhR3LFqrjA). Scan this code with a smartphone to view the video.



Ask the Budget Fiscal Friends (BFFs)

Let the budget team and City Council know what the city should focus on for the upcoming annual budget or ask a question about any aspect of the FY 2021-22 budget by emailing askthebffs@cityofirving.org or visiting CityofIrving.org/AsktheBFFs. ■



Shop Local This Summer, Support Irving Small Businesses

Irving is home to a wide array of small businesses, from food establishments that sell homemade tacos and home-cooked dinners to vintage store fronts and local shops. Supporting local businesses not only helps maintain a healthy, thriving economy, but also reinvests sales tax dollars back into the community.

Why Shop Local?

Small businesses make up 80% of Irving's business community. Supporting Irving small businesses fosters community connections, helps establish local jobs and supports the economy. For every \$1 spent at an Irving small business, 67 cents stays in the local economy, according to a national average.

Dine

Irving's restaurant options reflect the city's diverse population. Residents and visitors alike can enjoy home cooking at a 1950s soda fountain on Main Street or a newly opened vegan restaurant. Diners can taste world cuisine across the city, from Nepalese and Latin food to Mediterranean-style meals.

The Irving Convention and Visitors Bureau has an

updated online list of restaurants and dining options, such as dine-in, open patio and curbside availability. View the list at IrvingTexas.com.

Visitors also can learn more about Irving food by following the Visit Irving Blog at IrvingTexas.com/Blog.

Shop

Whether looking for vintage goodies, summer flower arrangements or gifts, residents can shop at a local business for almost any need.

Last month, the Irving-Las Colinas Chamber of Commerce announced its 2021 Best in Irving Award winners. Residents voted for their favorite businesses in 42 categories, including Best Florist, Best Jeweler and Best Spa.

The list of winners is available at IrvingChamber.com/news/1531.

For good food and fun events across Irving, follow [@VisitIrvingTx](https://www.facebook.com/VisitIrvingTx) on Facebook, Twitter and Instagram. Business news is available at IrvingChamber.com.

SAVE MONEY AND WATER: REGISTER FOR ONLINE UTILITY PORTAL

Irving utility billing customers are encouraged to sign up at MyIrvingBill.org.

The portal allows customers to streamline the billing and payment process and provides access to several other features, such as:

- Water consumption: View real-time data to monitor usage, catch costly leaks and prevent over-irrigation.
- Billing history: Review transactions and payments, sign up for paperless billing and enroll in auto-pay.
- Analyze and download usage: Better manage consumption and practice conservation.
- Submit work orders.



The portal is accessible from a computer, smartphone or tablet. To sign up, residents need their most recent bill.

For more information, visit MyIrvingBill.org.



Choose Your Own Art Adventure: June Camps

VIRTUAL SUMMER ART CAMPS

ZOOM ART CAMPS (AGES 6-12)

Class A (M-F, 10 a.m. to noon); Class B (M-F, 1 to 3 p.m.)
Enrollment Fees: \$65 per class (art supplies included)

● June 14-18 | To Infinity and Beyond: Intergalactic Art Adventures

Class A: Paint the Planet and Solar System Creations
Class B: Outer Space Art Explorations: Pastel Galaxies and Splatter Stars

● June 21-25 | World Travels: Passport to Art Adventures

Class A: Latin American Masks
Class B: Art Adventure Travel Journals and Mini-Museums

● June 28-July 2 | Welcome to the Jungle

Class A: The Painted Garden: Art Inspired by Nature
Class B: Animal Art Adventures

ZOOM TEEN SCENE CAMPS (AGES 13-16)

Class A (M-F, 10 a.m. to noon); Class B (M-F, 1 to 3 p.m.)
Enrollment Fees: \$65 per class (art supplies included)

● June 21-25 | Myths, Monsters and Magic

Class A: Fantastic Creatures, Heroes and Demigods
Class B: Creation Stories: Beliefs, Traditions and Symbolism

IN-PERSON SUMMER ART CAMPS

IN-PERSON ART CAMPS (AGES 6-12)

Class A (M-F, 10 a.m. to noon); Class B (M-F, 1 to 3 p.m.)
Enrollment Fees: \$65 per class (art supplies included)

Optional Lunch: \$25. Cost covers additional activities and supervision, noon to 1 p.m. Lunch not provided.

● June 14-18 | The Art of Upcycling

Class A: Environmental Art: Focus on the Air and Sea
Class B: Making Art that Blossoms: Reuse and Recycle Flower Designs

● June 21-25 | Back to Basics: Drawing and Painting

Class A: Wild Things: Painting like Henri Rousseau
Class B: Altered Portrait Projects

● June 28-July 2 | 3-D Art Explorations:

Sculpture and Ceramics
Class A: Cute as a Bug Clay Creations
Class B: Super-Sized Papier Mâché Crayon Sculptures

IN-PERSON TEEN SCENE CAMPS (AGES 13-16)

Class A (M-F, 10 a.m. to noon);
Class B (M-F, 1 to 3 p.m.)

Enrollment Fees: \$60 per class (art supplies included)
Optional Lunch: \$25. Cost covers additional activities and supervision, noon to 1 p.m. Lunch not provided.

● June 21-25 | Building a Better Tomorrow:

Art for the Future
Class A: Designing the Future: Exploring Ideas through Art
Class B: What Can Architecture Do? Study the Past/Find the Future

Choose your own adventure with a summer art camp by registering today at IrvingArtsCenter.com.

REGISTER FOR SUMMER ART ADVENTURE CAMPS

Registration for Irving Arts Center's Summer Art Camps, offered in both virtual and in-person formats, now is open. Fun, thoughtfully-curated educational art experiences for kids and teens, ages 4-16, will be offered June 14-Aug. 6. These hands-on classes, taught by professional art educators and teaching artists, will be offered in virtual and in-person formats.



Participants will learn about a variety of art disciplines, engaging in projects and activities that develop skill sets, self-confidence and an appreciation for lifelong learning. Choose your own adventure with a summer art camp by registering today at IrvingArtsCenter.com.

COMING SOON: MINI-CAMPS AND THEATRE CAMPS

MINI-CAMPS (Ages 4-5)

Animal Art Safari

Virtual: July 12-16 | 10 to 11 a.m.
In-person: July 12-16 | 1 to 2:30 p.m.
Enrollment Fees: \$60 per class
Art supplies are included.

THEATRE CAMPS (Ages 6-14)

All the World's a Stage

In-person: Aug. 2 - 6
Class A: 10 a.m. to noon | Class B: 1 to 3 p.m.
Enrollment Fees: \$60 per class
Optional lunch hour: \$25

Irving Arts Center In the Galleries

Open noon to 5 p.m., Tuesday through Saturday. Free admission; reservations are recommended. In-person guided tours are offered the first Saturday of each month at 2:30 p.m. with advance reservation. To make a reservation, visit IrvingArtsCenter.com. For virtual tours of the galleries, visit IACOnlineArt.com.

CONTINUING EXHIBITIONS

36th Annual Texas and Neighbors Five State Competition

Through July 10 | Main Gallery

An annual collaboration between the Irving Art Association and Irving Arts Center. For 36 years, artists from Texas, Louisiana, New Mexico, Arkansas and Oklahoma have participated in this juried exhibition.

Amy Werntz: Portraits

Through July 10 | Focus Gallery

Amy Werntz meticulously crafts highly realistic portraits, figures and faces which seek to capture the seemingly insignificant moments of everyday life.

Lonesome Dove: Photographs by Bill Wittliff

Through July 10 | Dupree Lobby

Capturing the visual imagery of the original miniseries "Lonesome Dove" (inspired by Larry McMurtry's novel) the exhibition presents classic images taken during filming by Bill Wittliff, renowned photographer, writer and executive producer of "Lonesome Dove."

Sol Hill: Signal from Noise

Through July 24 | Carpenter Lobby

California artist Sol Hill explores the medium of digital imaging and the intersection of art, science and spirit.

NEW EXHIBITION

Robert Batson: New Works

June 12-Sept. 25 | Courtyard Gallery

Robert Batson is an artist and retired architect with a degree in architecture from Texas Tech University and a masters degree in art from the University of Dallas.

JUNE SPECIAL EVENTS AND PROGRAMS

June 2 | Celtic Throne

7:30 p.m. | \$35-\$65

June 3 | Virtual JumpstART Stories & Art: Camping!

8 a.m. to noon | Free
To-go kits available for pickup; videos posted to IrvingArtsCenter.com.

June 12 | Soul Sisters Soul Music

7:30 p.m. | \$15-\$20
Presented by Irving Black Arts Council (IBAC)
A night of talented vocalists and musicians celebrate soul music with music for the soul.



IBAC presents Soul Sisters Soul Music on June 12

June 13 | Virtual Second Sunday Funday: Summer Splash!

1 to 4 p.m. | Free
To-go kits available for pickup; videos posted to IrvingArtsCenter.com.

Parks and Recreation Summer Camps, Activities

Cimarron Park Rec Center

201 Red River Trail | (972) 721-2501

- **June 12 | Father's Day Kite Flying**

10 a.m. to noon | Free
Create a kite with dad, or bring one from home. Participation is limited; registration deadline is June 11.

Heritage Senior Center

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

- **June 18 | Father's Day Cookout**

10:30 to 11:30 a.m. | Ages 50 and older | \$3 per person
Celebrate Father's Day with hot dogs and all of the fixin's on the patio. Do not miss fun with friends and music. Register by 5 p.m. June 11. Heritage Senior Center membership required.

- **June 21 | Summer Kickoff Celebration**

10:30 to 11:30 a.m. | Ages 50 and older | Free
Celebrate the start of summer with free ice cream and cornhole for members. Register by June 14.

Lee Park Recreation Center

3000 Pamela Drive | (972) 721-2508

- **June 1 – July 22 | Basic Football Camp**

10 a.m. to noon | Tuesday and Thursday | Ages 6-12 | Free
Learn the basic skills needed to play football. Beginners are welcome to attend.

- **June 2 – July 23 | Exploration Camp**

10 a.m. to noon | Wednesday and Friday | Ages 3-6 | \$5 per person
Engage children in all things big and small in this world with crafts and activities.

- **June 2 – July 23 | Real-World Life Skills**

5 to 6 p.m. | Wednesday and Friday | Ages 13-17 | Free
This class will get teens on the right track to manage any situation that may occur.

- **June 5 – July 24 | Creative Crafts Camp**

10 a.m. to noon | Saturday | Ages 7 – 12 | \$8
This hands-on class will keep children busy with craft projects all summer long.

- **June 4 – July 30 | Parents Night Out**

6 to 8 p.m. | Friday | Grades K-5 | \$10 week
Parents can take a break while the kids are busy with a variety of activities. Reservations are required each Friday by 1 p.m.

- **June 5 – July 24 | Family Game Room**

2 to 4 p.m. | Saturday | Ages 6 and older | Free
Playing together and learning new things will help build strong family relationships.



Lively Pointe Youth Center

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

- **June 3 – July 23 | Field Trip Series**

Ages 11-17 | Thursday | \$10 per person
Irving middle school and high school students can join in the fun, weekly excursions around the DFW area. Scheduled activities include paintball, go-karts, whirlyball, movies and more. Trip fee includes transportation and admission. For specific trip details and to register, visit CityofIrving.org/IrvingRec.

Mustang Park Rec Center

2223 Kinwest Parkway | (972) 556-1334

- **June 18 | Father's Day Volleyball BBQ Bash**

5:30 to 8 p.m. | Free
Celebrate dad with a cookout, music and sand volleyball. Registration required and space is limited.

Northwest Park Rec Center

2800 Cheyenne St. | (972) 721-2529

- **June 4-July 30 | Parents Night Out**

6 to 8 p.m. | Friday | Grades K-5 | \$10 week
Parents can take a break while the kids are busy with a variety of activities. Reservations are required by 1 p.m. Friday, each week.

- **June 12 | Family Lunch and Hike**

9 a.m. to noon | Free
Bring the family and lunch for a 1- or 2-mile roundtrip hike along the Champion Trails at T.W. Richardson Grove park, 333 E. Interstate Highway 635. Hike begins at 9:15 a.m. and will conclude with a family picnic.

- **June 29 | Sand Castle Creations Contest**

10 a.m. to 1 p.m. | Grades K-5 | \$5 per person
Create a sand castle! The cost includes the sand castle creation supplies, goodie bag and refreshments. Reservation deadline is June 22. Children under the age of 8 must be accompanied by a parent.

Senter Park Rec Center

901 S. Senter Road | (972) 721-2641

- **Starting June 7 | Cornhole Mini-Tournament Series**

6 to 8 p.m. | Mondays | Ages 18 and older | \$5 per person

- **Starting in July | Racquetball Mini-Tournament Series**

6 to 8 p.m. | Wednesdays | Ages 10 and older | \$5 per person
Registration is limited to the first 8 players who will be randomly assigned to teams. Games will be modified to fit into the time allowed. Teams will compete until an overall winner is crowned. Each night is a separate bracket with new teams/players.

A complete summer schedule including classes and activities, is available at CityofIrving.org/Rec-Schedules.

ADULT RECESS, E-GAMING LOCK IN AND JUNETEENTH

June 4 and 11 | Adult Recess

6 to 8 p.m. | Ages 18 and older | Free
Bring a friend and your inner kid to the Irving Parks and Recreation tent at the Texas Lottery Plaza located at 316 W. Las Colinas Blvd on Friday, June 4 and 11 for a new spin on an old favorite. Each week will feature outdoor games such as cornhole, washers and tetherball, as well as equipment free to rent with photo ID.

June 12 | E-Gaming Lock-In Series

6 to 11 p.m. | Ages 11-17 | Free
Gamers can challenge opponents across Irving in this tournament-style lock-in event. Participants will have access to a variety of gaming systems to compete against staff and enjoy complimentary refreshments. This event will be held simultaneously at Cimarron Park and Georgia Farrow Recreation Centers. Lock-in events also will be held July 17 at Lee and Senter Park Recreation Centers; and Aug. 21 at Lively Pointe. Register at CityofIrving.org/IrvingRec.



June 19 | Juneteenth Celebration

3 to 7 p.m. | Free
Join Georgia Farrow Recreation Center and the West Irving Improvement Association for this year's Juneteenth celebration. Enjoy a kids' play zone, DJ, live music, free food and museum tours. For more information, call (972) 721-2519. The event will be held at the Jackie Townsell Bear Creek Heritage Center, 3925 Jackson St.

CRAFT KITS AVAILABLE AT LIBRARIES

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

Starting June 7 | DIY Geek Chic: Unicorn Slime
Grades 6-12 | Add some sparkle and shine to create great unicorn slime!

Starting June 14 | Craftastic! DIY Candle Kit
Adults | Make a candle with this craft kit and add a special scent.

Starting June 21 | DIY Geek Chic: Mermaid Luminaries
Grades 6-12 | Let these mermaids light the way!

Library Activities, Summer Reading Challenge

June 7-Aug. 13 | Summer Meals Return

CitySquare is back this summer to provide meals to children and teens ages 1-18. Meals will be served grab-and-go style at South Irving, West Irving and Valley Ranch Library locations Monday through Friday. Registration is not required. For more information, visit CityofIrving.org/3453.

Summer Reading Challenge

The Irving Public Library Summer Reading Challenge (SRC) is here! Babies, children and adults can participate in this year's program with the theme, Tails and Tales. Teens have a fun summer ahead with Fantastical Tales. It has never been a better time to enjoy reading and engage in learning and community, all while earning prizes between June 1 and July 31.

The library encourages participants to use the online service IrvingLibrary.READSquared.com to register, track reading progress and engage in novel activities, such as book reviews, recommended reads and games. Here's how to play to qualify for weekly incentives:*

Babies (ages 0-2) – Caregiver and child perform early literacy activities together. *The entire program must be completed to earn a prize pack.

Children (ages 3 and older) – Children reach milestones every five days by reading 20 minutes a day or complete daily missions. Each milestone has an incentive and chances to win weekly drawings starting June 14 and ending with a Grand Prize Basket drawing on Aug. 14.

Teens (Grades 6-12) – Read for at least 30 minutes or complete missions five times each week. The teen logs also earn a prize of their choice and double as an entry for a weekly prize pack and end of summer iPad Mini drawing.

Adults (ages 18 and older) – For every five books read, five activities completed, or five items donated to Irving Cares or Irving Animal Services at a library branch, earn a prize and be entered into a weekly drawing and Grand Prize giveaway.

Pick up a paper log at any library location or sign up at IrvingLibrary.READSquared.com.

▶▶▶ June SRC Events for Children and Teens

These activities take place at the South Irving, West Irving and Valley Ranch Library locations:

Starting June 1 | SRC Kick-off Tails and Tales Adoption Event | Ages 3 and older

Sign up for SRC, pick up a reading log and adopt a stuffed summer reading buddy at the library, while supplies last! Just promise to read to the adopted pet at least 20 minutes a day.

June 1 to July 31 | SRC Kids Scavenger Hunt | Ages 3 and older

Pick up a sticker log to fill up with new animals starting each Monday during the Summer Reading Challenge. Collect all 8 stickers. Participation counts as an activity on the reading log too!

Starting June 1 | Fantastical Book Nooks | Grades 6-12

Unicorns and Dragons and Mermaids, Oh My! Find hidden Fantastical Book Nook scenes within each library's teen collection and claim a sweet treat at each stop.

▶▶▶ June Adult SRC Events on Zoom

For Zoom credentials, visit CityofIrving.org/3612 and click on the Zoom registration button.

Trivia Night/Noche de Trivia

Topic: Famous Animals / Animales Más Famosos

6 p.m. June 17 (in English)

7 p.m. Junio 17 (en español)

2 p.m. June 26 | Texas is for the Birds!

Urban conservation biologist Tania Homayoun, Nature Trackers Biologist for the Texas Parks and Wildlife Department discusses the importance of Texas' natural and urban landscape conservation to migratory birds, why these birds are important to Texas and projects to help monitor native bird populations.

FRIENDS SUMMER BOOK SALE, JUNE 4-6

Many items are less than a dollar at the Annual Friends of the Irving Library Book Sale at the Friends Warehouse, 3000 Rock Island Road. Stock up for summer with books, music and videos for all ages. Proceeds support the Irving Public Library.

3 to 7 p.m. June 4 | Members Only Preview.

Memberships are available at the door.

10 a.m. to 4 p.m. June 5 | Open to the public.

1 to 4 p.m. June 6 | Open to the public.

Visit FriendsOfIrvingPublicLibrary.com for more information and visitor guidelines. ■



BOOK CLUBS ON ZOOM

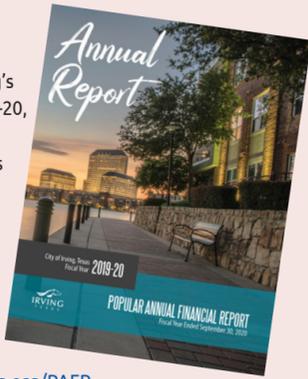
Visit CityofIrving.org/3249 for more information about Book Clubs and how to join.

7 p.m. June 7 | Girls Night Out
7 p.m. June 9 | I "Heart" YA
7 p.m. June 10 | Tried & True
1 p.m. Jun 18 | Live to Read
10 a.m. June 19 | Novel Fiction
Noon June 26 | Cook the Book
7 p.m. June 28 | Unicorns in Space

IRVING PUBLISHES INAUGURAL PAFR

The City of Irving has published its first Popular Annual Financial Report (PAFR), which is available on the City website or in print at City Hall. The PAFR serves as the city's Annual Report and provides financial data, community information, accomplishments and activities in an easy-to-read format.

This edition chronicles Irving's Fiscal Year 2019-20, highlighting the city's operations and work throughout the year, as well as future projects, strategic plans and goals.



Visit CityofIrving.org/PAFR to access the PAFR online. Print copies are available at Irving City Hall, 825 W. Irving Blvd., free of charge. ■

CITY OF IRVING EMPLOYMENT OPPORTUNITIES

The City of Irving is currently seeking to fill multiple positions across the organization. Working for the City of Irving is a great opportunity for those seeking a career with competitive pay and benefits that is close to home and serves the community.

Irving employees help make a difference in the lives of residents and positively impact the community.

To apply for a city position or to view other available employment opportunities, visit CityofIrving.org/Employment. ■



IRVING'S 2020 WATER QUALITY REPORT AVAILABLE ONLINE

In accordance with Congress' 1996 amendment to the Safe Drinking Water Act, all water utilities, including the City of Irving Water Utilities Department, must provide customers with an annual report on drinking water quality. Each year, the Texas Commission on Environmental Quality and the City of Dallas provide water quality data that is compiled into a report and made available to Irving water customers by July 1.



Data gathered from ongoing testing confirms Irving's tap water is safe to drink, and it meets or exceeds all standards set by the US Environmental Protection Agency (EPA).

To learn more about the sources of the city's water supply, as well as detailed information on the substances contained therein, review the City of Irving's 2020 Water Quality Report at CityofIrving.org/Water-Report. ■



Campion Trail Usage Soars

City Working to Connect Master-Planned Greenbelt with Regional Trail System



Between March 2020 and March 2021, use of the City of Irving's Campion Trail system increased by more than 300%.

In 2019, the City of Irving began placing counters throughout the Campion Trail system. The counters help monitor usage along the trail system. Resident and visitor use of the outdoor trails surged as many indoor gyms and recreational facilities were closed during the height of the COVID-19 pandemic in 2020.

While trail use is subject to weather conditions, much of Campion is available for recreational use. From cycling

to running to roller skating and walking, Campion Trail offers a safe, healthy outdoor workout experience along the Trinity River.

In the future, Campion Trail also will tie into the Fort Worth to Dallas Regional Trail system, an initiative led by the North Central Texas Council of Governments. Once completed, the 64-mile paved trail will weave through five participating cities: Fort Worth, Arlington, Grand Prairie, Irving and Dallas.

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

Olympic Day Irving-Las Colinas 2021

The Olympic Rings have made their way to Irving. On June 25 and 26, Irving will hold its first Olympic Day celebration, joining others around the world to commemorate the modern Olympic Games and the Tokyo 2020 summer Olympic Games.

The events will kick off June 25 with a series of presentations, seminars and musical performances, as well as art exhibits highlighting Japanese arts and culture.

The family-fun games and activities are open to the public to participate or watch. The myriad of local Olympic Day activities to take place June 25 and 26 include:

- Olympic Day Run with a family fun run, 5K and 10K.
- Archery, sports field day and cricket demonstration.
- Youth basketball, volleyball and table tennis tournaments.
- Skateboarding exhibition, water polo exhibition and much more.



OLYMPIC DAY IRVING-LAS COLINAS 2021

To view a full list of events and learn more about Olympic Day, visit IrvingOlympicDay.com or follow [@IrvingLasColinasOlympics](https://www.facebook.com/IrvingLasColinasOlympics) on Facebook.

Residents and participants also can download the event's app, Irving Day, on Apple or Google Play stores. ■

Summer Pet Care Tips

Spring and summer are natural times for animals to breed, meaning more litters of dogs and cats. As a result, the Irving Animal Care Campus sees a drastic increase in the number of animals brought to the shelter.

An animal with a microchip and a pet identification tag can be returned to its owner without ever setting foot in an animal shelter. Microchips are an easy way to ensure a pet makes its way home and can be implanted for only \$10 at the Irving Animal Care Campus.

Do not leave animals locked inside a car for any period of time, even with the windows cracked. Temperatures inside a car can jump dramatically in only a few minutes.

Watch for signs of heatstroke, especially if a pet is very young, very old or overweight. A pet suffering from heatstroke will display several signs, which may include



rapid panting; bright red tongue; red or pale gums; thick, sticky saliva; depression; weakness; dizziness; vomiting (sometimes with blood); diarrhea; shock and coma.

For more information, call (972) 721-2256. ■

Annual Supplies for Success Drive Starts June 14

Financial status should not determine a student's success in the classroom. To help ensure that, the City of Irving, Irving Fire Department, Irving Schools Foundation and several other organizations are teaming up for the annual "Supplies for Success Drive," running June 14 through July 23. For the past 15 years, the drive has collected and distributed school supplies to Irving Independent School District students from low-income families.

New supplies needed include backpacks (no wheels), pencil boxes, headphones, notebook paper, washable markers (eight-count packages), crayons (24 count), small scissors, composition books and glue sticks. A full list of school



supplies can be found at CityofIrving.org/Supplies. Organizers say backpacks are the most requested item, but students need an array of supplies from folders to colored pencils.

Donations can be dropped off at any Irving fire station. Visit CityofIrving.org/Fire to find a station. Financial donations also are accepted. Checks can be made payable to Irving Schools Foundation and mailed to the foundation, P.O. Box 152637, Irving, TX 75015. Donations also can be made online at IrvingSchoolsFoundation.org/Donation.

Families in need of supplies should contact their school directly. For more information about "Supplies for Success," call (972) 721-4909. ■



PLANNING & INSPECTIONS DEPARTMENT CONS'

June 2021

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Issued	2/14/2020	Irving	Jul-20
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
3	Texas Plaza Ph. 2	2050-2070 Texas Plaza Dr.	Apts	398,709 SF	\$40,000,000	Permit Issued	5/3/2020	Irving	Feb-21
4	Avalon Villas	4403 Rainier	Apts	11,974 SF	\$1,066,000	Permit Pending	8/26/2020	Irving	Oct-20
5	Reflections At Valley Ranch	8829 Rodeo Dr.	Apts	unknown	\$1,400,000	Permit Pending	11/2/2020	Irving	Nov-20
6	Remington Hills	1205 Meadow Creek	Apts	10,000 SF	\$750,000	Permit Pending	11/17/2020	Irving	Dec-20
7	Reflections At Valley Ranch	8821 RodeoDr.	Apts	15,422 SF	\$1,005,000	Permit Pending	11/23/2020	Irving	Dec-20
8	Lakeview Preserve Apts.	2300-2330 S. MacArthur Blvd.	Apts	90,444 SF	\$10,900,000	Permit Pending	3/1/2021	Irving	Mar-21
9	Savannah Apts, Bldg 2	310 O'Connor Ridge	Apts	49,387 SF	\$6,000,000	Permit Pending	5/4/2021	Irving	Jun-21

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20
2	The Parking Spot	5100 W. John Carpenter Fwy.	Car Wash	608 SF	\$201,427	Permit Pending	2/27/2020	Irving	Apr-20
3	2-story shell building	2101 Kinwest Pkwy.	Office	39,627 SF	\$14,000,000	Permit Pending	2/22/2021	C-FB	Mar-21
4	Shell building	660 Walnut Ridge Dr.	Office	15,660 SF	\$1,200,000	Permit Pending	3/23/2021	C-FB	Jun-21
5	Ofc Shell building	610 N Britain	Office	4,496 SF	\$314,000	Permit Pending	4/26/2021	Irving	Jun-21
6	Ofc Shell building	220 Virginia	Office	4,810 SF	\$300,000	Permit Pending	5/4/2021	Irving	Jun-21
7	Christus Ofc & parking garage	5101 N O'Connor Blvd	Office	456,556 SF ofc 609,908 SF garage	\$108,000,000	Permit Pending	5/6/2021	Irving	Jun-21

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Wrench Bros Auto Repair	635 S. Belt Line Rd.	Auto Repair	4674 SF	\$260,000	Permit Pending	7/28/2020	Irving	Sep-20
2	Coast Southwest	5225 Bear Creek	Office/Warehouse	105,660 SF	\$4,944,600	Permit Pending	8/28/2020	Irving	Oct-20
3	American Golf Cars	851 S. Loop 12	Warehouse	13,830 SF	\$700,000	Permit Pending	9/24/2020	Irving	Oct-20
4	Shell Bldg.	4371 Oakview Dr.	Office/Warehouse	6,500 SF	\$750,000	Permit Pending	10/15/2020	Irving	Oct-20
5	Elite Trailer Svc	2764 E. Grauwlyer	Warehouse	3,550 SF	\$200,000	Permit Pending	12/17/2020	Irving	Jan-21
6	Auto Repair	3703 Jackson	Auto Repair	4,254 SF	\$1,200,000	Permit Pending	1/8/2021	Irving	Feb-21
7	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Pending	4/7/2021	C-FB	Jun-21
8	Padrino Foods	3210 Conflans	Manufacturing	1,550 SF	\$225,000	Permit Pending	5/12/2021	Irving	Jun-21

RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Islamic Ctr of Irving Mix Use	2525 Esters Road	Retail/Apts.	62,000 SF	\$5,500,000	Permit Pending	5/7/2020	Irving	May-20
2	Addn to Liquor Store	4910 W. Airport Fwy	Liquor Store	850 SF	\$90,000	Permit Pending	3/9/2021	Irving	Jun-21
3	Addn to Kroger	7505 N. MacArthur Blvd	Retail	930 SF	\$150,000	Permit Pending	3/10/2021	C-FB	Jun-21
4	Shell Bldg	Royal Lane	Retail	12,020 SF	\$1,200,000	Permit Pending	5/25/2021	Irving	Jun-21

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Aug-20
2	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
3	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Pending	9/29/2020	Irving	Oct-20
4	Indigo Hotel	455 E John Carpenter	Hotel	97,385 SF	\$18,000,000	Permit Pending	5/17/2021	Irving	Jun-21

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Popeyes	1900 E. S.H. 356	Restaurant	2,407 SF	\$725,000	Permit Pending	12/17/2020	Irving	Jan-21
2	McDonald's	2410 N Story Rd	Demo & rebuild	6,145 SF	\$2,000,000	Permit Pending	3/15/2021	Irving	Jun-21

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shirdi Sai Center of Texas	3600 Carbon Road	Church	27,999 SF	\$1,539,945	Permit Pending	3/1/2021	Irving	Mar-21
2	Great Hearts	World Cup Way	School	61,000 SF	\$11,500,000	Permit Pending	5/4/2021	Irving	Jun-21
3	Holy Family Trinity	2323 Cheyene	School Addn	5,000 SF	\$2,400,000	Permit Pending	5/28/2021	Irving	Jun-21

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	May-21	31	\$8,385,521	16	\$5,450,521	15	\$2,935,000	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, JUNE 28, 2021

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



June 7, 2021

MEMORANDUM

TO: ICVB Board of Directors

FR: Maura Allen Gast, FCDME

RE: Proposed Hotel Ordinance Changes – Hotelier Survey Responses

CC: City of Irving - Chris Hillman, Philip Sanders, Steven Reed, Jocelyn Murphy

Per the direction of the Irving City Council, a survey was sent to the Irving hotel community in May requesting input on the proposed changes to Irving's Hotel Development Ordinance. The survey was sent to the approximately 80 General Manager contacts in our database, requesting input and also requesting the survey to be forwarded to the property's ownership, developer and or/management company as appropriate. Reminders were sent to the properties that were not responsive, and the survey closed on Friday, May 28, 2021. Eighteen responses were received – 16 General Managers, 2 Owner/Developers and 1 Asset Manager/Owner Representative.

The following hotels were represented in the responses (listed alphabetically): Comfort Suites Las Colinas, Comfort Suites DFW Airport North, Courtyard by Marriott Las Colinas, Days Inn – Irving, DFW Staybridge Suites, DoubleTree DFW Airport North, Fairfield Inn DFW North, Four Seasons Resort & Club, Hampton Inn Las Colinas, Hilton Garden Inn Las Colinas, Holiday Inn Irving-Las Colinas, Motel 6, Omni Las Colinas, Residence Inn Las Colinas, Sheraton DFW Airport North, Westin DFW Airport North and Westin Irving Convention Center.

In general, the responses largely showed **very little support for changes** to the ordinance in any category, with two exceptions: the courtesy shuttle requirement (63% support eliminating this) and requiring each property in a multi-brand complex to meet the ordinance requirements (74% support this change). On the recaps of the major items below, open-ended responses have been captured as submitted (sic).

An open-ended question at the end of the survey asked if there were any other regulatory concerns not noted elsewhere that should be addressed within the City's update of its Hotel Development standards, generated the following responses:

- "The hospitality industry has been negatively impacted by COVID 19, and no new hotels should be considered until the Irving market reaches a strong, sustained occupancy of over 75%."
- "...every time there is a variance given to a new project on a case by case basis means that the City Council does not support the current Hotel community and one of the biggest employers in the city and their needs to keep all of us following the set of rules and regulations."
- "We built here due to the regulation by the city to keep too many hotel rooms out. Now relaxing the rule will attract many hotels to start developing and will drive the existing hotels out of business. Too many rooms will dilute the market."

Following is a recap of responses by ordinance change item.

Page 2

On the subject of the minimum number of sleeping rooms being reduced from the current 200 to 125, 74% of the respondents were opposed to the changes. Responses included the following comments:

- “The current volume of hotels and the occupancy levels do not support lowering the thresholds to accommodate more supply. Furthermore, the growth for Irving is upper scale residential and corporate. There is not need for more economical lodging offerings. This will only deteriorate the overall area.”
- “No new hotels should be approved in the near future due to the impact of COVID 19 on the hospitality industry.”
- “There are brand standards that may prevent development. Many of the economy brands have 100-110 rooms. Do you want to push those players out of the market?”
- “This will hurt our hotels as many more hotels will start opening up in the area and will dilute us out. May drive us out of business and all you will have dark buildings. Coming out of Pandemic, we need help, not more competition...”

On the subject of the reduction in meeting space from the current 5,000 to 500 sf minimum everywhere except the Las Colinas Urban Center and Planned Unit Development (PUD) 6 overlay sites, 53% of the respondents were opposed to the changes. Responses included the following comments:

- “Need to keep current ordinance in place.”
- “Our hotels have built per the old ordinance. This is going to impact us.”
- “The market has a sufficient number of hotel rooms at this time.”

On the subject of the changes to the Recreational Facilities, clarifying what these would be, 53% of the respondents supported the changes. The only open-ended comment here came from an Opposing vote:

- “Our hotel was built with much more square footage per current ordinance. Reducing this will not keep us competitive. As new hotels come with lower cost basis with reduced requirements and our hotels built with all this fluff will not be able to meet the debt service requirements.”

On the subject of reducing the requirement for a Full Service restaurant open for Breakfast and Dinner daily, 53% of the respondents were opposed to the changes. Responses included the following comments:

- “There are plenty of smaller limited service hotels. There are no need for more of the same service.”
- “I am ok allowing some breakfast only. As full service restaurants are not very popular in Select service hotels. The food served in those are usually Sysco Heat and Serve and not palatable.”

There was an almost equally mixed response to the subject of changes to the parking ordinance, with 42% opposing any changes, 32% supporting a change to .7/space and 1 space/125 sf of meeting space. There was no support for requiring shared parking to be designated on the deed, independent instrument or mutual access easement on all plats involved. Comments included:

- “...We are built as 1 room 1 parking. Bringing in new hotels with less parking requirements puts our hotels in a compromising position.”

On proposed changes to Lobby requirements from 500 square feet, or 5 feet/guest room not to exceed 1500 square feet, 63% were opposed. Comments included:

- “Our hotel with built with the requirement of 5 ft lobby space per guest (room). Lowering that may not look appealing and will compromise our competitive edge.”

On the proposed addition of a 6-story minimum height requirement, either citywide or strictly in the overlay districts of the Las Colinas Urban Center and PUD 6, there was 47% support, with 16% supported it in the overlay districts only, and 37% were opposed to it period.

- “Keeps us competitive. And will require new buildings to be steel structure so the building can have long term life and look nicer.”

ICVB Memorandum

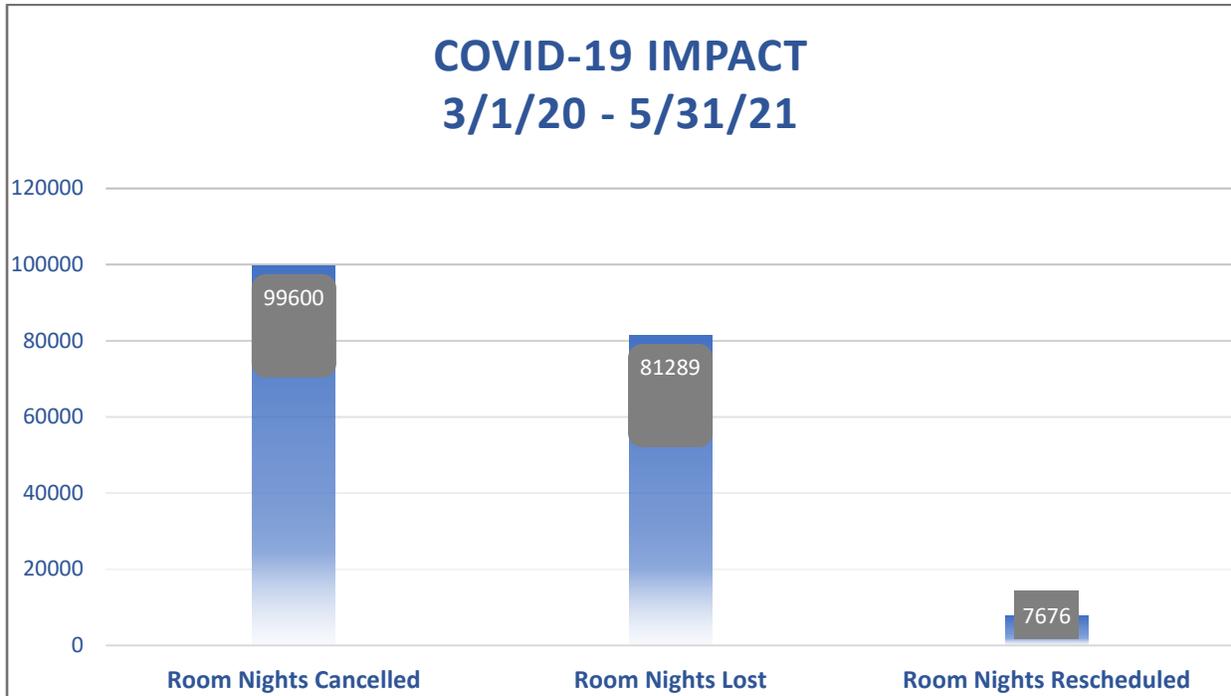
Date: June 13, 2021
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for May 2021

Convention Sales Activities

Leads Generated	May	YTD
Irving CVB – Hotel Leads	66	521
Irving Convention Center Leads	19	150

May

Room Nights Generated	Monthly Goal	May 2021 Actuals	May 2020 Actuals	FY 2020-21 Annual Goal	FY 2020-21 YTD Actuals	FY 2019-20 YTD Actuals	May Convention Center	Convention Center YTD
Definite Room Nights	6493	5668	2307	77916	57686	110314	1155	7799
Lost Room Nights		13832	47385		174484	383645	8279	76487



Customer Services Activity May Servicing & Inventory

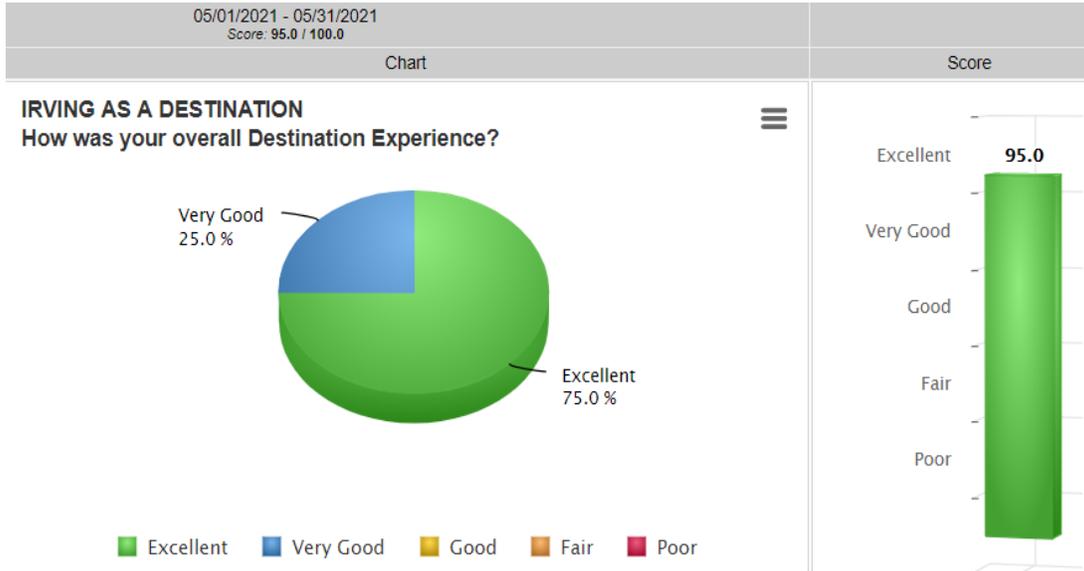
Groups Serviced	
May	5
YTD	20

	May	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	2	900 Badges/ 900 Lanyards
Pens	4	1670 Pens
Bags	1	400 Bags
Promotional Materials	5	420 Restaurant Maps/6520 TMF maps 0 Welcome Sign
Staffing Services	0	0 Event Hours
Covid Resources	0	COVID19 Awareness Signage (printed in house)

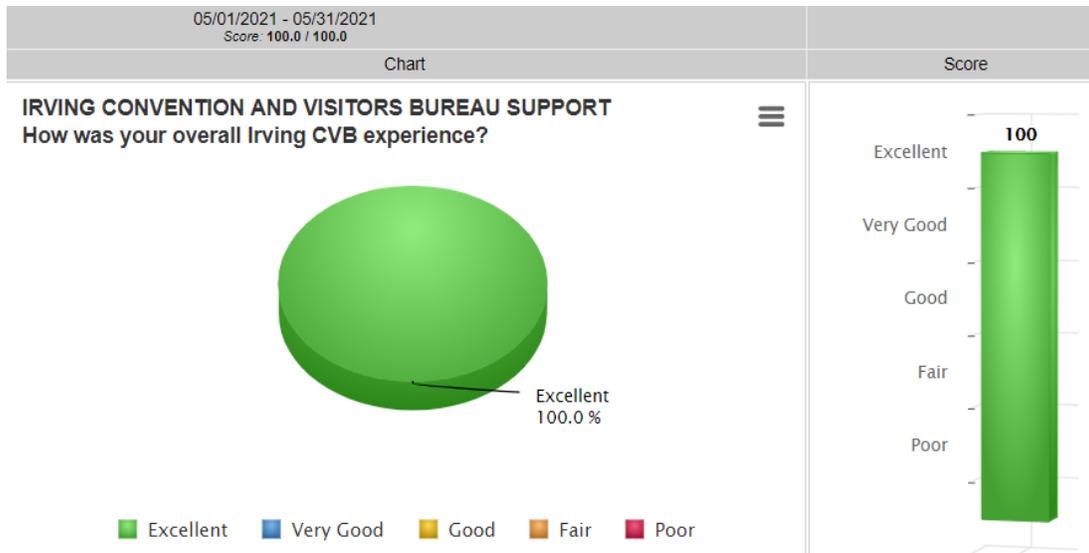
Event Location: **Hotels: 14** **Irving Convention Center: 3** **Other: 1**

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings June 2021 – October 2021

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
North Texas RPG-Con	North Texas RPG-Con 2021	6/2/2021	6/6/2021	500	547
Diamond Tours	Diamond Tours 2021	6/2/2021	11/6/2021	50	189
Tampa Bay Rays	Tampa Bay Rays vs TX Rangers 2021	6/3/2021	6/5/2021	76	228
Westcoast Takeover Inc.	Battle of the South	6/3/2021	6/5/2021	150	150
Pathways Core Training Inc.	Pathways Monthly June 2021	6/4/2021	6/19/2021	100	242
Lausanne Consultation on Jewish Evangelism	Lausanne Consultation on Jewish Evangelism - NA Conference 2021	6/5/2021	6/9/2021	90	217
INSURICA	2021 INSURICA Summit	6/7/2021	6/9/2021	200	205
Texas Cornhole League	Texas Cornhole League Competition June 2021	6/10/2021	6/13/2021	700	210
National Lawn and Garden Show	National Lawn and Garden Show 2021	6/12/2021	6/16/2021	150	385
Lantz Medical	Lantz Medical National Sales Meeting	6/15/2021	6/19/2021	50	145
Thuasne USA	Thuasne USA - Townsend Design	6/15/2021	6/19/2021	80	247
U90C Management Group (soccer)	U90C Premier SuperCopa June 2021	6/16/2021	6/20/2021	9000	2804
HelmsBriscoe	Trucking Guru Tour DAL	6/17/2021	6/20/2021	250	98
Express Cheer	Express Cheer Summer Cheer Camp - June 2021	6/18/2021	6/20/2021	200	105
Oakland Athletics	Oakland A's vs TX Rangers 2021	6/20/2021	6/23/2021	60	240
Greystone Interests, LLC	The Greystone Event 2021	6/21/2021	6/25/2021	160	360

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Association of Law Enforcement Polygraph Investigators	TALEPI - Annual Conference - Summer 2021	6/21/2021	6/24/2021	115	260
Federal Bureau of Investigation National Academy Associates of Texas	2021 FBINA - State Re-Trainer Conference	6/22/2021	6/25/2021	300	380
PAMM Expo, LLC	Model & Talent EXPO Jun2021	6/22/2021	6/27/2021	400	1626
AZZ, Inc.	AZZ 2021-06 ALT meeting DFW	6/22/2021	6/24/2021	60	180
Steubenville	Steubenville / Life Teen	6/23/2021	6/27/2021	5000	2885
Kansas City Royals	Kansas City Royals vs TX Rangers 2021	6/24/2021	6/26/2021	100	231
United States Arm Wrestling and Wrist Wrestling Association, Inc.	US Arm Wrestling National Championship 2021	6/25/2021	6/27/2021	500	750
Latin American Motorcycle Association USA	LAMA USA National Rally	6/28/2021	7/4/2021	1400	1220
The Falcon Car Club of America	2021 FCA National Meet	7/6/2021	7/10/2021	350	640
Texas Center for the Judiciary	Magistrate Training A	7/7/2021	7/8/2021	50	100
Lucky Leaf Expo	Lucky Leaf Expo 2021	7/8/2021	7/10/2021	2000	122
Oakland Athletics	Oakland A's vs TX Rangers 2021	7/8/2021	7/10/2021	60	180
Pathways Core Training Inc.	Pathways Monthly July 2021	7/9/2021	7/24/2021	100	242
a360inc	2020 a360inc Solutions Summit	7/10/2021	7/13/2021	120	204
Building Professional Institute	2021 Building Professional Institute	7/10/2021	7/15/2021	700	114
American Peanut Research and Education Society	2021 APRES -	7/11/2021	7/15/2021	150	450
Buckets and Bows Maid Service	Pro Field Trip Summer 2021	7/13/2021	7/17/2021	125	39

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
First Fitness	First Fitness July 2021	7/15/2021	7/18/2021	300	249
Novelty Salt and Pepper Shakers Club	Novelty Salt and Pepper Shakers Club 36th Annual Convention	7/16/2021	7/25/2021	200	510
Texas Industrial Vocational Association	TIVA Summer Conference	7/17/2021	7/23/2021	800	1695
TexSom	Court of Master Sommelier Theory Exam 2021	7/17/2021	7/19/2021	100	160
JLM Creative Events	Applique Getaway 2020	7/18/2021	7/26/2021	450	403
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	7/25/2021	7/28/2021	70	60
Arizona Diamondbacks	Arizona Diamondbacks vs TX Rangers 2021	7/25/2021	7/27/2021	70	210
CSL Plasma Inc	CSL Plasma Meeting	7/26/2021	7/31/2021	90	360
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	7/28/2021	7/31/2021	60	240
Texas Municipal Police Association	2021 TMPA Annual Conference	7/29/2021	8/1/2021	350	1150
The Petroleum Alliance of Oklahoma	OIPA Annual Meeting 2021	8/2/2021	8/7/2021	300	804
Freedom Founders	Freedom Founders Workshop - August 2021	8/2/2021	8/8/2021	150	140
Reliance Steel and Aluminum Company	Reliance Steel and Aluminum Conference August 2021	8/4/2021	8/5/2021	200	170
Pathways Core Training Inc.	Pathways Monthly August 2021	8/6/2021	8/21/2021	100	242
TexSom	The Court of Master Sommeliers Advanced Course #1 - 2021	8/6/2021	8/12/2021	85	287
Oakland Athletics	Oakland A's vs TX Rangers 2021	8/12/2021	8/14/2021	60	180

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo - Exhibitors Block	8/13/2021	8/21/2021	4000	345
Ultimate Dream Queen Pageant	Ultimate Dream Queen Pageant	8/13/2021	8/15/2021	250	120
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo	8/15/2021	8/21/2021	4000	1050
Seattle Mariners Baseball Club	Seattle Mariners vs TX Rangers 2021	8/15/2021	8/18/2021	60	240
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2021	8/18/2021	8/23/2021	300	337
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	8/26/2021	8/29/2021	100	210
ECI Software Solutions	ECI ELT Meeting 2021	8/28/2021	9/5/2021	100	322
Kingdom Global Ministries	KGM World Connect 2020	8/29/2021	9/5/2021	350	335
Colorado Rockies	Colorado Rockies vs TX Rangers 2021	8/29/2021	8/31/2021	70	210
Lifestyles Unlimited, INC.	Lifestyles Unlimited-Rooms Only	9/1/2021	9/6/2021	400	1400
Dallas Chess Club	Dallas Chess Club	9/2/2021	9/6/2021	75	70
Professional Fraternity Association	2021 PFA Annual Conference	9/8/2021	9/12/2021	100	255
National Procedures Institute	NPI Conference 2020	9/8/2021	9/12/2021	65	236
Dallas Security Traders Association	2021 DSTA Annual Convention	9/8/2021	9/11/2021	100	186
Plunder Design	Plunder Palooza 2021	9/9/2021	9/12/2021	600	820
Pathways Core Training Inc.	Pathways Monthly September 2021	9/10/2021	9/25/2021	100	242
Adapt2 Solutions	ACCELERATE 2021	9/12/2021	9/16/2021	50	125
Houston Astros Baseball Club	Astros vs Texas Rangers 2021	9/12/2021	9/16/2021	100	280
American Horse Publications	American Horse Publication 2021	9/13/2021	9/18/2021	110	301
Property Management Inc	PMI Annual Summit 2021	9/13/2021	9/19/2021	200	582

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Masters Dermatological Association	MDA 2020	9/15/2021	9/21/2021	50	235
Productive Dentist Academy	Productive Dentist Academy September	9/15/2021	9/19/2021	150	225
FenCon	2021 FenCon	9/16/2021	9/20/2021	400	400
Motivated Mom's Retreat	Motivated Mom's Reunion	9/16/2021	9/19/2021	200	160
Chicago White Sox	Chicago White Sox vs TX Rangers 2021	9/16/2021	9/18/2021	67	201
Auto Body Association of Texas	2021 Texas Auto Body Trade Show	9/16/2021	9/18/2021	750	200
Heart of Texas Body Building	Heart of Texas Body Building Competition	9/17/2021	9/19/2021	300	624
Lion Street	Lion Street Indaba 2021	9/18/2021	9/21/2021	285	645
Brinker International	Brinker 2021 Supplier Partner Conference	9/21/2021	9/24/2021	325	360
Texas Podiatric Medical Association	2021 TPMA Southwest Foot and Ankle Conference	9/22/2021	9/25/2021	600	315
Karen Zupko & Associates, Inc.	2021 Dallas Coding Workshop	9/23/2021	9/27/2021	180	320
Southwest Drycleaners Association	Cleaners Showcase for 2021	9/27/2021	10/3/2021	400	737
BNSF Railway Company	BNSF 2021 Industrial Products Summit	9/27/2021	9/29/2021	115	145
Parker College of Chiropractic	Parker Seminar	9/28/2021	10/2/2021	100	120
BNSF Railway Company	BNSF 2021 Coal Conference	9/29/2021	10/1/2021	50	175
Vizient, Inc.	Vizient, Inc. 2021 Apexus Joint Councils Meeting	9/29/2021	9/30/2021	40	80
Women's Basketball Hall of Fame	The Ladies Ball SW Regional Qualifier 2021	9/30/2021	10/3/2021	2000	980
Cleveland Indians	Cleveland Indians vs TX Rangers 2021	9/30/2021	10/2/2021	80	240

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core Training Inc.	Pathways Monthly October 2021	10/1/2021	10/16/2021	100	242
Enterprise Holdings	Fall Officers Meeting- Moved from 2020 to 2021	10/2/2021	10/6/2021	220	750
The Unified Group	Unified Group Financial Forum 2020	10/2/2021	10/7/2021	20	90
American Recovery Association	2021 NARS and Annual Meeting	10/3/2021	10/10/2021	300	838
East African Chamber of Commerce	East African Chamber of Commerce - 2021 Meeting	10/5/2021	10/10/2021	200	104
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/8/2021	10/9/2021	200	200
Insurance Designers of America	Annual Fall Conference 2021- rescheduled from 2020 to 2021	10/9/2021	10/15/2021	89	214
Southwest Collectors Association	2021 Annual Regional Conference	10/9/2021	10/13/2021	120	135
Boy Scouts of America	National Executive Board & Committees Meeting	10/10/2021	10/12/2021	75	153
Porsche Cars North America	Porsche Parts and Service Conference	10/10/2021	10/15/2021	655	655
Tech Conferences	Share Point Fest	10/10/2021	10/15/2021	400	420
Monster Vision Productions	13th Annual Dallas Bachata Festival	10/13/2021	10/17/2021	250	405
Society of Professors in Christian Education	SPCE AYME 2021 Academic Conferences	10/13/2021	10/17/2021	150	365
Subin Mathew Wedding Guest Rooms	Wedding Guest Room Block	10/15/2021	10/16/2021	400	40
Council of Petroleum Accountants Societies	COPAS - Council of Petroleum Accountants Societies - 2021 Fall National Meeting	10/17/2021	10/23/2021	250	450

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas A&M University	Texas A & M Master Naturalists 22nd Annual Meeting	10/21/2021	10/23/2021	600	600
Confluent Health	Confluent Health PTVille2/ Key Leader	10/21/2021	10/23/2021	115	124
Liberty University Athletics	Liberty University Football Team Travel	10/22/2021	10/23/2021	140	206
National Brokerage Agencies, Inc.	National Brokerage Agencies Fall Conference	10/25/2021	10/29/2021	85	255
100th Bomb Group Foundation	100th Bomb Reunion	10/25/2021	10/31/2021	350	495
International Academy of Sleep/Dental	International Academy of Sleep/Dental - 2021 Annual Conference	10/27/2021	10/30/2021	200	304
Brotherhood of Men	Brotherhood of Men	10/28/2021	10/30/2021	400	170

**Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

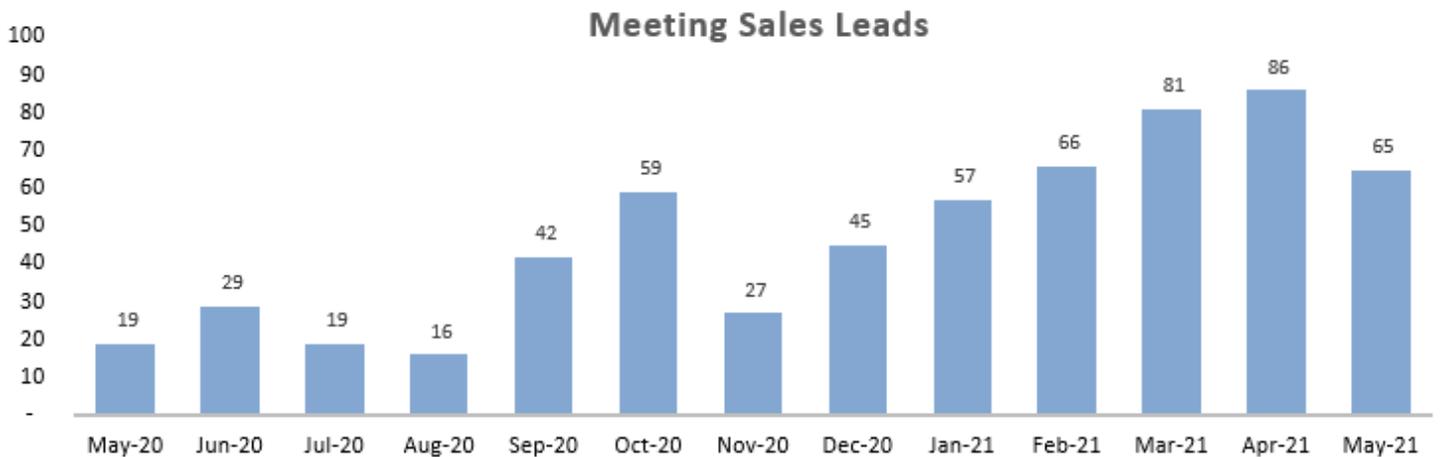
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: June 23, 2021

Re: May 2021 Board Report

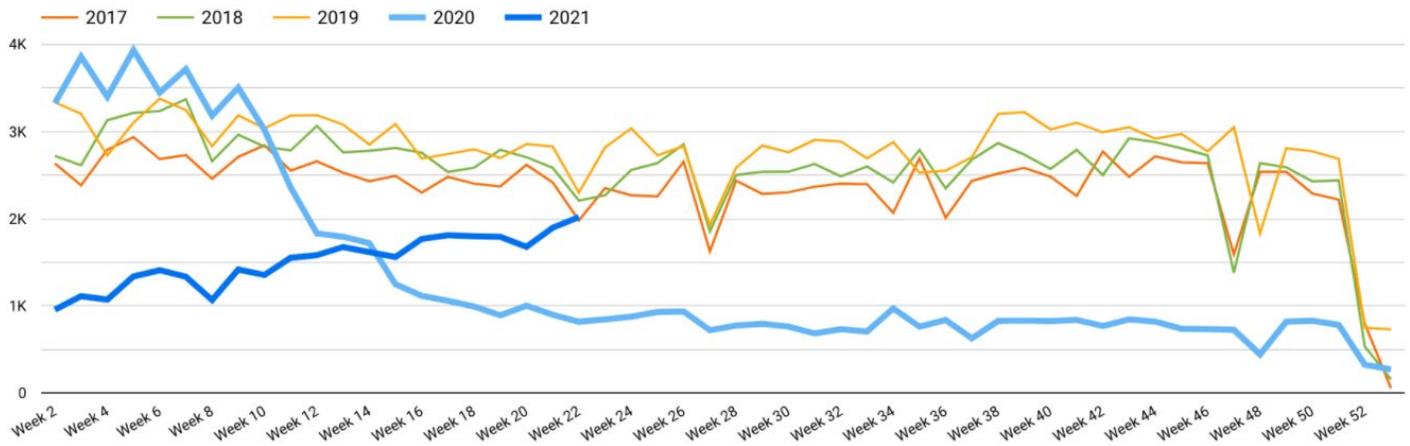
Meetings Leads

Meeting sales leads decreased in May with **65 total leads**. Of those leads, 25 were sourced through Cvent, 18 were from click-to-call ads, and 22 came through the websites.



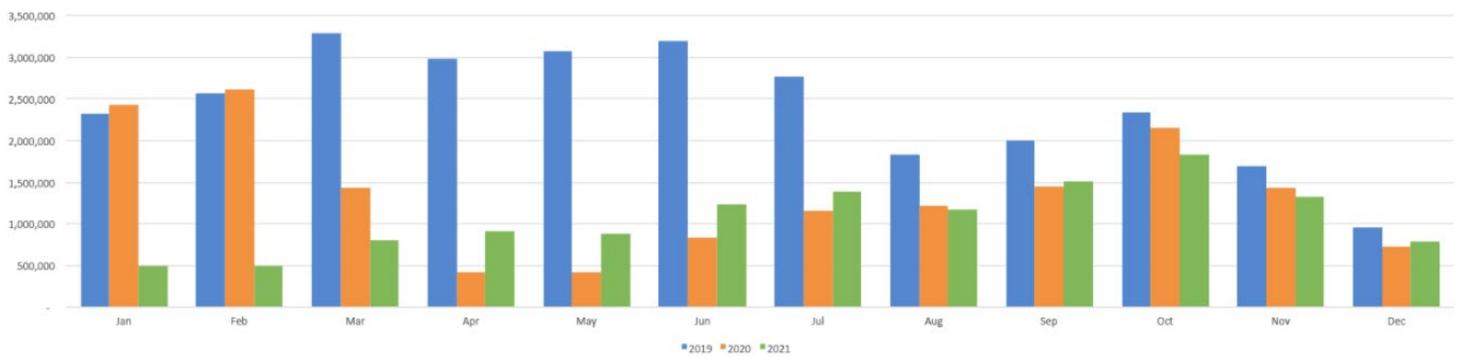
Insights provided by Simpleview show that at the end of May, aggregated meeting-sales lead volume briefly reached the same level as they were at the same point in 2017. In June, that volume declined slightly, likely due to Memorial Day; however, the general upward trend appears to continue, indicating a trajectory toward recovery.

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



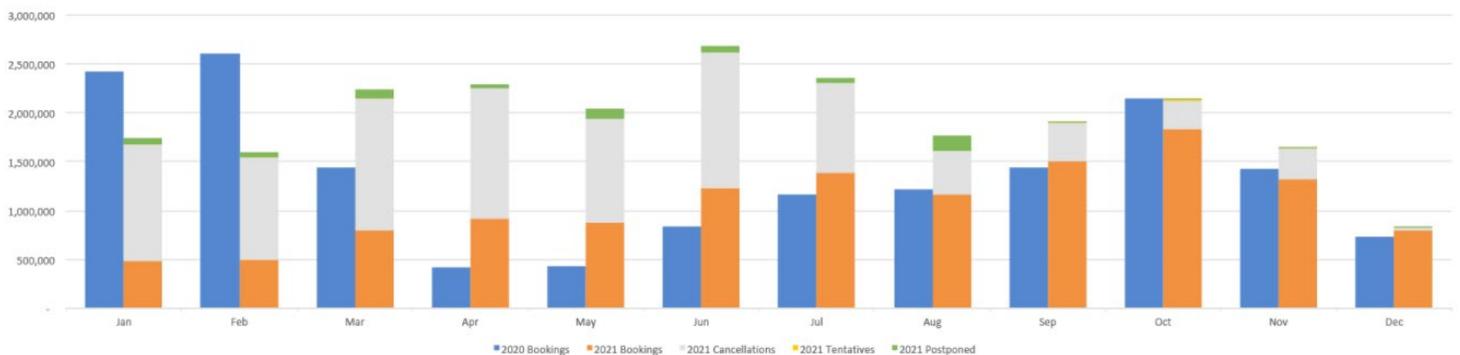
As of May 31, 2021, data from Simpleview’s sample set of more than 200 U.S. DMOs report **3.5 million fewer** room nights on the books vs. 2020 and **16.2 million fewer** room nights on the books vs. 2019. In the graph on the next page, blue represents room nights on the books in 2019, orange represents 2020, and 2021 is represented in green.

Room Nights on the Books 2021 vs. 2019 & 2020 | Aggregated Data of 200+ U.S. DMOs



Despite fewer room nights on the books when compared to previous years, booked rooms continue to increase each week with increases through the end of the year. 2020 bookings are shown in blue, while 2021 bookings are indicated in orange, cancellations this year are in grey, and postponements are in green.

2020 Bookings vs. 2021 Bookings, Cancellations, Tentatives, & Postponements | Aggregated Data of 200+ U.S. DMOs



CARES Act Campaigns: Phase 2

Staycations Campaign:

The Staycations campaign continues to perform well and in May reached a website conversion rate near 55%. Year-to-date, the Staycations Campaign has generated **9.1 million impressions, 119,755 website sessions** and **55,369 hotel referrals**. Those hotel referrals represent **\$7,753,518 in Potential Economic Value**.

Meetings Campaign:

Year-to-date, the Meetings Campaign has generated **3.8 million impressions, 14,237 website sessions** and **96 meeting-sales leads**.

OTA Campaign:

Since mid-February, the OTA Campaign, running with Expedia and Priceline, has generated 15,103 hotel room nights, from 8,155 hotel bookings, resulting in **\$1,463,972 in direct hotel revenue**.

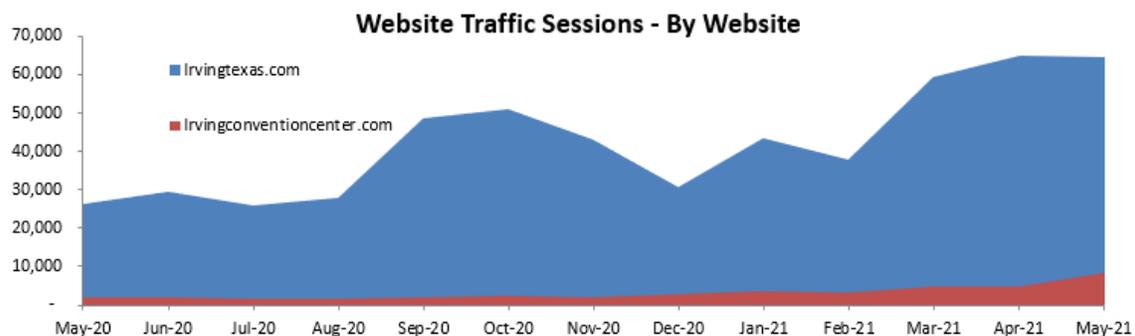
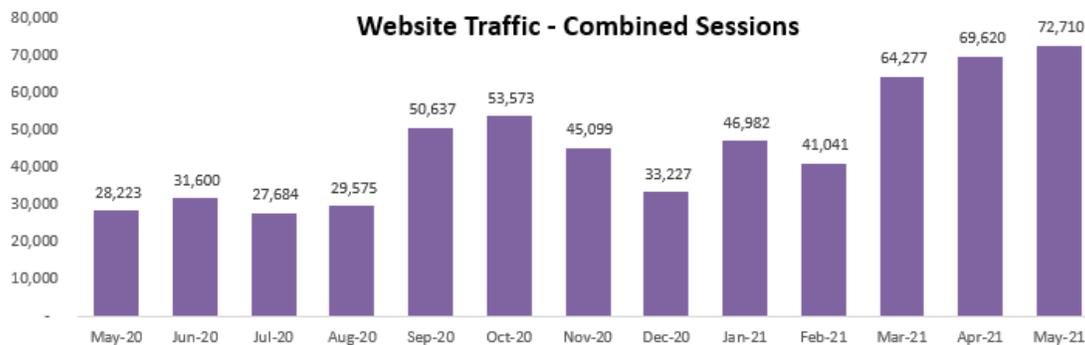
Promoted Content Campaign:

The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated a combined **13,952 blog visits** and **73,465 post engagements** on social media this spring.

Website Traffic

Website traffic set a record for the third month in a row with **72,710 total sessions** and **60,464 total users** to both websites, which is the highest amount of combined traffic in any month to date. Traffic to the Visit Irving website had **64,416 sessions** and **53,546 users**, while traffic to the Irving Convention Center website nearly doubled with **8,294 sessions** and **6,918 users**.

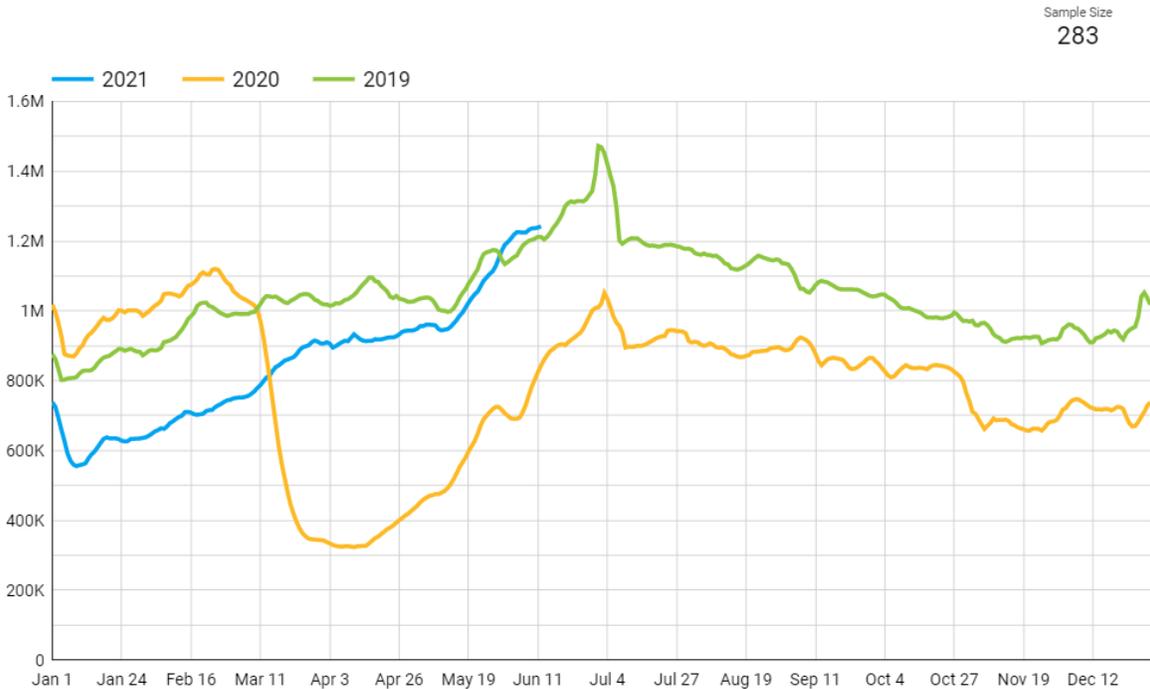
While traffic to the Irving Convention Center website shows significant improvement, it remains below its pre-pandemic average of around 12,000 sessions per month. Traffic to the Irving Convention Center website is primarily driven by attendees and is highly influenced by events and will remain at lower levels until the facility resumes hosting more frequent events and large public shows.



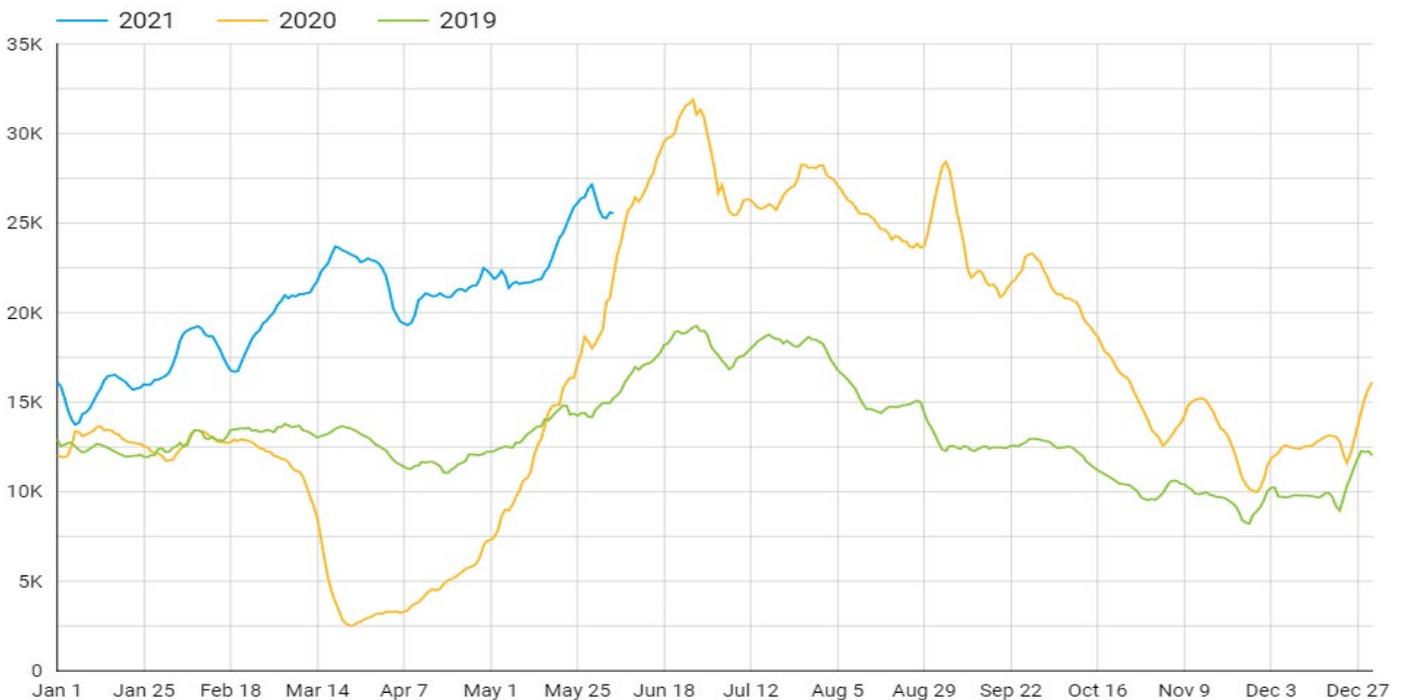
Aggregated data provided by Simpleview continues to show that website sessions have, for the first time since March 2020, surpassed its same-date session total for 2019. This long-awaited breakthrough in growth comes from multiple channels, including organic and paid search and all segments. All regions, especially the South and West, show this growth, likely indicating a strong summer.

Hotel referrals from DMO websites also surpassed 2019 and 2020 levels with a 58% increase compared to 2019 and a 93% increase compared to 2020.

Aggregated YOY Overall DMO Website Traffic | Provided by Simpleview Inc.

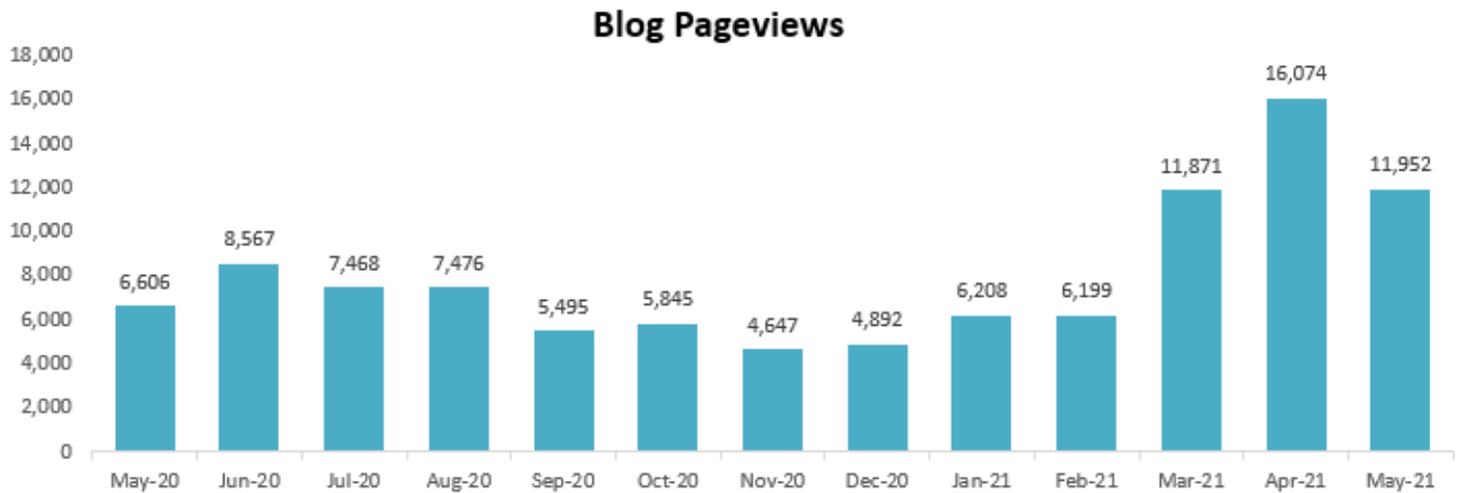


**Aggregated YOY Overall DMO Lodging Referrals
Provided by Simpleview Inc.**



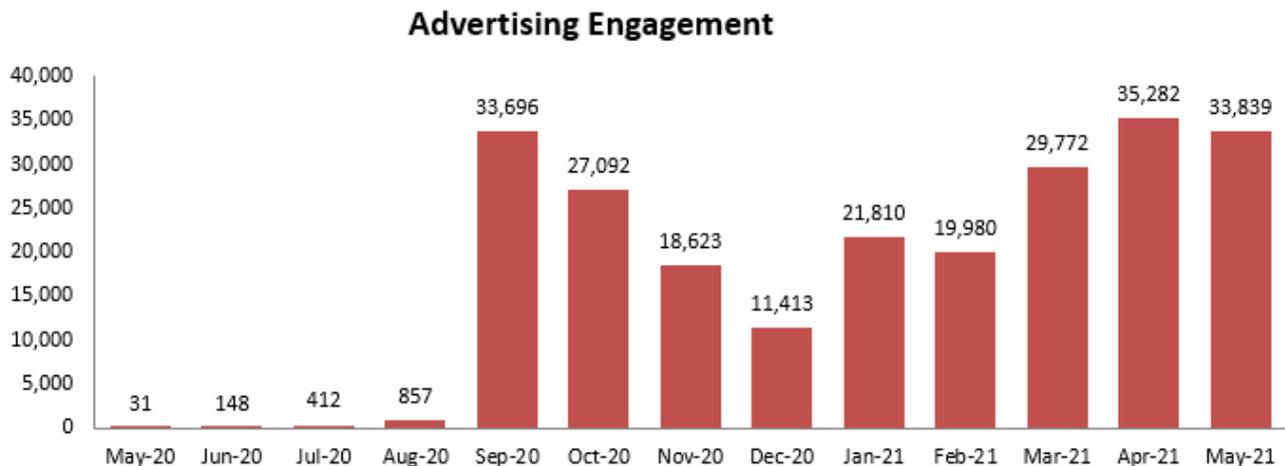
Blog Traffic

In May, blog pageviews decreased to **11,952 pageviews**; however, pageviews remained above average for the past three months. The top posts were “New Irving Restaurants Are Ready to Welcome You,” with 2,093 pageviews, “Top 5 Picnic Spots in Irving and Las Colinas,” with 1,466 pageviews, and “Five Splurge-Worthy Dining Destinations in Irving,” with 748 pageviews.



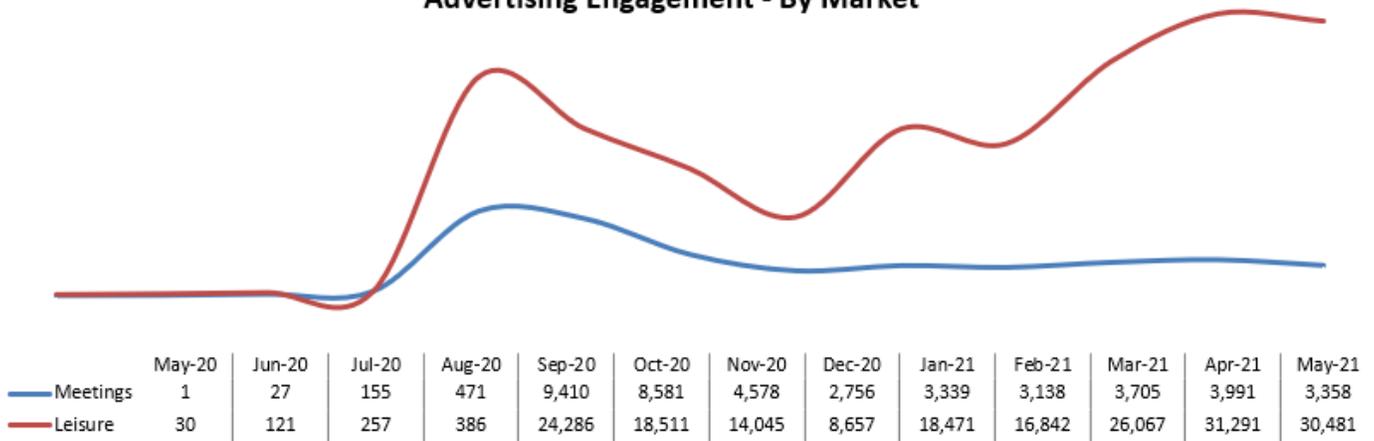
Advertising

Advertising engagement decreased slightly in May but remained high with **33,839 site visits** and **3,269,833 advertising impressions**, which is the **second-highest month for site visits and impressions to date**.

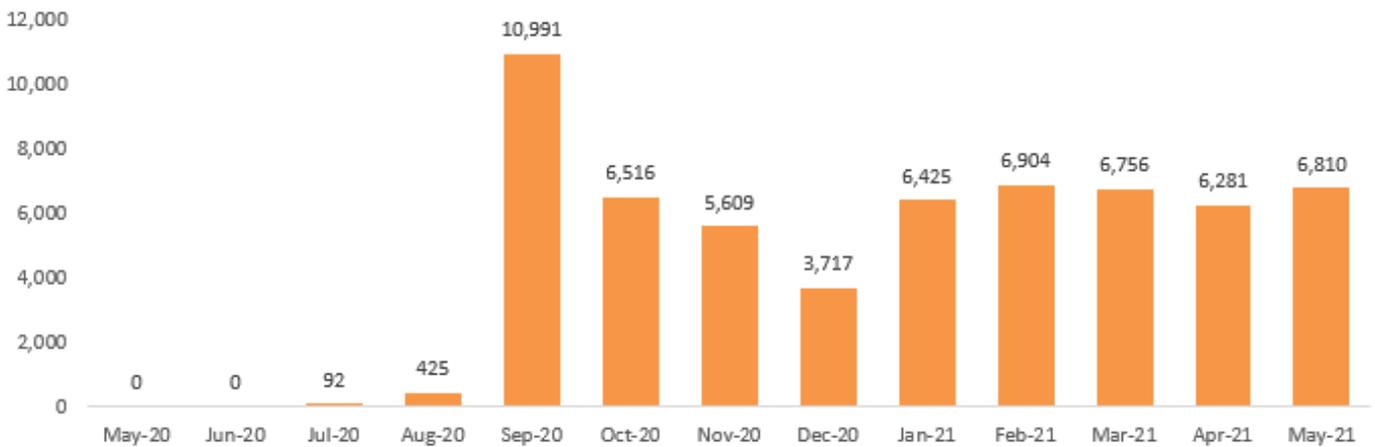


The leisure market had the largest engagement with **30,481 site visits** with advertisements on Facebook/Instagram and paid search performing the best in the leisure market. The meetings market had **3,358 site visits**, with LinkedIn, paid search and MPI performing the best.

Advertising Engagement - By Market



Paid Search Site Visits

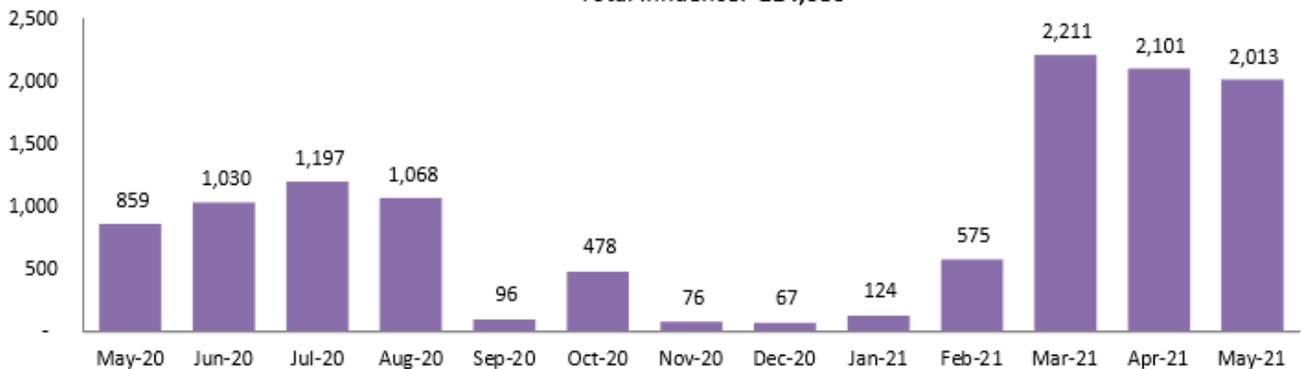


Social Media

Social media decreased slightly but remained high with **2,013 new followers** and a **total influence of 114,680**. The Visit Irving Facebook page performed the best, with 1,610 new likes.

Additional Social Media Followers

Total Influence: 114,680



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	80,367		5,692	8,469	760
<i>Impressions</i>	<i>10,920,229</i>		<i>10,800</i>	<i>29,010</i>	
<i>Profile Visits</i>	<i>2,300,958</i>		<i>792</i>		
Convention Center	13,135	209,277	2,476	2,146	380
<i>Impressions</i>	<i>n/a</i>		<i>186</i>	<i>n/a</i>	
<i>Profile Visits/Users</i>	<i>n/a</i>		<i>95</i>		
Impacting Irving	1,255				

Hashtags #VisitIrving
#IrvingRocks

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

Earned Media

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1st Quarter	2nd Quarter	3rd Quarter**	4th Quarter	TOTALS
MEDIA IMPRESSIONS*	283,350,416	173,116,440	107,930,954		564,397,810
ADVERTISING EQUIVALENCY*	\$2,620,995	\$1,591,325	\$1,004,570		\$5,216,890
PUBLIC RELATIONS VALUE**	\$7,862,985	\$4,773,975	\$3,013,710		\$15,650,670

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

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

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

Attachments

-  "Where to Celebrate Cinco de Mayo Across Texas," *Texas Highways*, May 4, 2021
-  "The Heat is on at ZestFest June 4-6 at the Irving Convention Center," *DART Daily*, May 19, 2021
-  "Five things to do in Irving this weekend," by Sarah Bahari, *Dallas News*, May 20, 2021
-  Visit Irving Social Stats
-  Irving Convention Center Social Stats

Where to Celebrate Cinco de Mayo Across Texas

[texashighways.com/travel-news/where-to-celebrate-cinco-de-mayo-across-texas](https://www.texashighways.com/travel-news/where-to-celebrate-cinco-de-mayo-across-texas)

May 4, 2021



Children dress in traditional costumes for a Cinco de Mayo event in San Marcos. Photo by Kevin B. Stillman.

While it's not a major holiday in Mexico, Cinco de Mayo has become a widely celebrated occasion across the United States, especially in Texas. The holiday commemorates the Mexican army's victory over France on May 5, 1862, at the Battle of Puebla during the Franco-Mexican War. Despite the common misconception, it is not a celebration of Mexican Independence Day. That holiday takes place on Sept. 16 and honors Mexico's war with Spain.

Cinco de Mayo festivities typically celebrate Mexican culture and include indulging in margaritas and taco tastings and enjoying mariachi bands and salsa dancing—perhaps that's why we love celebrating the day so much? Here's where to say *salud* around the state.

May 5

Arlington

Texas Live!, the dining and entertainment complex near the Texas Rangers Globe Life Field, rings in the holiday with a free salsa class, music, tequila cocktail specials, a *grito* (a traditional Mariachi yell) contest, and a prize raffle.

Austin

Taste the flavors of Mexico at a four-course meal and tequila dinner at Casa Chapala Mexican Cuisine and Tequila Bar. You'll learn how tequila is grown and distilled and then taste tequila from Bad Stuff Tequila. Dinner includes blue corn *huitlacoche* quesadillas, beef filets with chimichurri sauce, *abuelita* chocolate cake, and a tequila Q&A and raffle.

Hear some of Selena's greatest hits at a Selena tribute concert featuring Jennifer Fuentes, who brings Latin, pop, jazz, blues, and Motown classics to the stage.

Little Woodrow's Burnet is hosting a queso cookoff for anyone wanting to flex those cheesy skills. Drop off your queso by 5 p.m. for judging and sample some of the best melted-cheese dips in the area.

Bryan

Casa Rodriguez Mexican Restaurant hosts its sixth annual Cinco de Mayo Block Party, which offers—get ready—seven hours of live music, plus a DJ and vendors.

Burleson

Looking for an alternative to margaritas? Lost Oak Winery's Cinco celebration has wine-a-ritas, plus live music and a taco food truck on site. Guests are welcome to bring their own food and drink, but outside alcohol is not allowed.

Dallas

The Lites Dallas, a community of women motorcyclists, is hosting Cinco de Mayo Bike Night at The Cottage, the oldest biker bar in Dallas. The evening kicks off at 6 p.m. and includes a bike wash, tacos, michelada and margarita specials, live music, vendors, and a raffle.

Irving

The Toyota Music Factory celebrates Cinco de Mayo with a free concert by DFW-based Fusión Latina, a group that plays a mix of salsa, Top 40, merengue, and other Spanish-influenced music styles. There is also a taco-eating contest, a Latin market, a mariachi band, and folklórico dancing.

Houston

Kids can enjoy the fun at the Woodlands Children's Museum with the Mini Masterminds: Colorful Mexico event, full of vibrant Mexican displays from 10 a.m. to noon. There's also a

Link:

<https://dartdaily.dart.org/posts/community-post/the-heat-is-on-at-zestfest-june-4-to-6-2021-at-the-i...>

The Heat is on at ZestFest June 4-6 at the Irving Convention Center



ZestFest at the Irving Convention Center

[f](#) [t](#) [i](#) [v](#) [Leave a comment](#)

Posted on May 19, 2021 by DART Daily

Heads up, heat lovers: [ZestFest](#) has returned! Like most events, this celebration of all things spicy took a year off. On the weekend of June 4-6, you'll find the fieriest foods in the country all under one roof when local and national vendors converge on the Irving Convention Center at Las Colinas.

Link:

<https://dartdaily.dart.org/posts/community-post/the-heat-is-on-at-zestfest-june-4-to-6-2021-at-the-i...>

ZestFest brings together the spiciest exhibitors and products from around the country for one sizzling weekend. With everything from mom-and-pop brands to big industry names in attendance, you'll have plenty of opportunities to tip the **Scoville scale**.

In addition to the picante wares at the booths, there will be cooking demos by celebrity chefs, live music, thousands of bold food samples, and interactive contests – including the Fiery Food Challenge and Wingstop's Atomic-flavored wing eating contest.

Admission Friday, 1-6 p.m. is \$15. Saturday and Sunday tickets are \$16. Admission to the event includes tastings, beer and liquor sampling, entertainment, as well as all the cooking demonstrations. Tickets will be available at the door. Children under 10 are free with a paid adult.

ZestFest details:

Dates:

- Friday, June 4: 1-6 p.m.
- Saturday, June 5: 10 a.m.-6 p.m.
- Sunday, June 6: 10 a.m.-5 p.m.

Location: [Irving Convention Center at Las Colinas](#), 500 West Las Colinas Boulevard, Irving, TX 75039

Website: [ZestFest.net](#)

Transit connection: DART Rail Orange Line to Irving Convention Center Station

#DARTable

Categories : *Community Special Events*

■ -----▲

5 things to do in Irving this weekend: K-pop performances, Frida Kahlo pop-up, half marathon and more

dallasnews.com/arts-entertainment/things-to-do/2021/05/20/5-things-to-do-in-irving-this-weekend-k-pop-performances-frida-kahlo-pop-up-half-marathon-and-more

May 20, 2021

Check out what's going on in Irving this weekend.



The Dallas Museum of Art is hosting a pop-up installation featuring its exhibition "Frida Kahlo: Five Works," in Irving. (Chadwick Redmon)

Irving has a busy calendar this weekend, with races, live music and a celebration for Asian American & Pacific Islander Heritage Month.

Here's a round-up of what's coming up:

Celebrate Asian American & Pacific Islander Heritage Month

The **Irving Mall** will host a celebration from noon to 3 p.m. Saturday featuring K-pop performers, hula dancers and more. Meet at the Center Court, between Shoppers World and La Vida.

The event is free, but attendees should register. *3880 Irving Mall.*

Check out the Frida Kahlo pop-up exhibit

The Dallas Museum of Art has brought a free, pop-up exhibition, “Frida Kahlo: Five Works,” to the city. The outdoor installation is inspired by Kahlo’s home and museum in Mexico City and features reproductions of “Still Life” and “Still Life with Parrot and Flag,” two of Kahlo’s paintings on view at the DMA.

The exhibit will be on display through June 20. *360 W. Las Colinas Blvd.*

Listen to live music

There will be plenty of free, live music all weekend. The Vinyl Stripes will perform rock and roll and surf classics at 7:15 p.m. Friday at Texas Lottery Plaza, *316 W Las Colinas Blvd.*

Rahim Quazi will perform folk-pop melodies, rock, jazz and Latin music at 7 p.m. Saturday at Texican Court. *501 W. Las Colinas Blvd.*

Madeline Enna will bring country music to the patio of Four Seasons OUTLAW Taproom patio, *4150 N MacArthur Blvd.*, at 6 p.m. Saturday.

Cheer on the runners

Irving’s Fiesta de Mayo half-marathon, 10K and 5K will be Saturday morning, beginning at 6:30 a.m.

The route begins at the Toyota Music Factory, *360 W. Las Colinas Blvd.*, and runners will head north on Las Colinas Boulevard. Baylor Scott & White Irving will be on hand delivering Johnson & Johnson vaccines to any adults over the age of 18.

Bring your dogs to a playdate

Homegrown Hounds will host a free doggie playdate from 2 to 4 p.m. Sunday. *5260 N. O’Connor Blvd.*

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

✉ sarahbahari@gmail.com

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Real. local. Journalism.

SOCIAL MEDIA FACTS

MAY
2021



FOLLOWERS



80,367
+1,610



5,692
-54



8,469
+430



94,528
+1,986

FACEBOOK



10,920,229 Impressions



2,300,958 Users

TWITTER



10,800 Impressions



729 Profile Visits

INSTAGRAM



29,010 Impressions



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



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

SOCIAL MEDIA FACTS

**MAY
2021**



IRVING
CONVENTION CENTER
AT LAS COLINAS

FOLLOWERS



13,135
0



2,476
-21



2,146
+40



17,757
+19

FACEBOOK



0

Impressions



0

Users



0

Check-Ins

TWITTER



186

Impressions



95

Profile Visits

INSTAGRAM



0

Impressions



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



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



DATE: May 19, 2021
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 58%, which is higher than the US, but lower than Texas. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 157.4%, while Texas figures increased 127.6% and the US figures were up 136.1% for the month. Demand for the current period has increased 182.1%, and YTD is down .1% over last year, while STR data reflects a 157.4% increase for the current period and a 1.9% decrease in YTD occupancy compared to 2020.

For average daily rate, Irving was \$86.32 up 40% in April compared to last year, leaving Irving's YTD average daily rate at \$78.45, down 26% 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 the nearly complete stoppage of travel. While the data may reflect an uptick from last year's lowest times, it should definitely not be mistaken for a complete recovery.

AirBNB

For the month of April, there were 469 available listings in Irving which is a 29.6% increase in listings over last year's figure of 362. The average daily rate for April is \$214.81, which is an increase of 17.59% over last year, with an occupancy percentage of 64.3%, which is a 7.72% increase compared to last year.

For the hotel comparable subset, the average daily rate for April is \$95.58, a decrease of 10.27% from last year, with occupancy at 61.2%, an increase of .43% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: April 2021

	Current Month - April 2021 vs April 2020											Year to Date - April 2021 vs April 2020												
	Occ %		ADR		RevPAR		Percent Change from April 2020					Occ %		ADR		RevPAR		Percent Change from YTD 2020						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	57.5	24.4	110.34	73.03	63.46	17.79	136.1	51.1	256.8	314.2	16.1	174.2	49.2	45.6	102.58	117.61	50.45	53.64	7.8	-12.8	-6.0	-4.1	2.0	10.0
Texas	62.5	27.4	90.98	63.24	56.82	17.36	127.6	43.9	227.4	261.9	10.5	151.6	55.3	48.6	83.50	94.69	46.14	46.01	13.7	-11.8	0.3	4.1	3.8	18.0
Atlanta, GA	62.2	27.4	92.71	62.43	57.69	17.10	127.1	48.5	237.3	278.1	12.1	154.7	54.7	50.2	85.53	102.97	46.80	51.68	9.0	-16.9	-9.5	-5.8	4.1	13.4
Arlington, TX	69.5	36.7	85.99	57.04	59.79	20.94	89.3	50.8	185.4	231.2	16.0	119.7	60.9	55.2	78.09	83.76	47.58	46.20	10.5	-6.8	3.0	7.1	4.0	14.9
Charlotte, NC	56.3	27.6	87.86	64.79	49.46	17.87	104.1	35.6	176.8	223.8	17.0	138.8	47.3	49.6	81.92	102.11	38.78	50.62	-4.5	-19.8	-23.4	-17.7	7.4	2.6
Fort Worth, TX+	62.9	28.7	93.01	63.87	58.52	18.32	119.4	45.6	219.5	271.9	16.4	155.4	57.4	52.3	85.20	102.64	48.91	53.72	9.7	-17.0	-8.9	-1.8	7.9	18.4
Frisco, TX+	53.3	11.2	113.64	81.89	60.53	9.15	376.6	38.8	561.4	963.3	60.8	666.2	46.8	45.8	106.60	136.49	49.84	62.55	2.0	-21.9	-20.3	1.7	27.6	30.2
Grapevine, TX+	48.2	9.8	162.60	113.01	78.44	11.05	393.3	43.9	609.8	1,522.8	128.6	1,027.9	40.8	51.7	162.43	182.18	66.30	94.13	-21.0	-10.8	-29.6	-15.8	19.5	-5.6
Irving, TX+	58.0	22.5	86.32	61.67	50.05	13.89	157.4	40.0	260.2	295.9	9.9	182.9	50.2	51.1	78.45	106.06	39.36	54.25	-1.9	-26.0	-27.4	-26.6	1.2	-0.7
Nashville, TN	56.9	20.8	111.86	71.10	63.67	14.81	173.3	57.3	330.0	414.7	19.7	227.2	45.1	48.8	98.02	127.84	44.20	62.36	-7.6	-23.3	-29.1	-23.5	7.9	-0.3
Phoenix, AZ	67.5	25.6	134.21	71.05	90.63	18.22	163.3	88.9	397.5	492.1	19.0	213.4	61.4	58.5	128.70	154.10	79.04	90.11	5.0	-16.5	-12.3	-9.6	3.0	8.2
San Jose, CA+	45.5	15.2	101.80	104.33	46.35	15.87	199.3	-2.4	192.1	187.0	-1.7	194.1	38.0	45.7	100.83	180.72	38.35	82.64	-16.8	-44.2	-53.6	-55.2	-3.4	-19.7

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	57.5	110.34	63.46	49.2	102.58	50.45	US	136.1	51.1	256.8	7.8	-12.8	-6.0
Texas	62.5	90.98	56.82	55.3	83.50	46.14	Texas	127.6	43.9	227.4	13.7	-11.8	0.3
Irving	58.0	86.32	50.05	50.2	78.45	39.36	Irving	157.4	40.0	260.2	-1.9	-26.0	-27.4
Best USA	Arlngtn	Grpvine	Phoenix	Phoenix	Grpvine	Phoenix	Best USA	Grpvine	Phoenix	Grpvine	Arlngtn	Arlngtn	Arlngtn
	69.5	162.60	90.63	61.4	162.43	79.04		393.3	88.9	609.8	10.5	-6.8	3.0
Best Texas	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine	Grpvine	Best Texas	Grpvine	Arlngtn	Grpvine	Arlngtn	Arlngtn	Arlngtn
	69.5	162.60	78.44	60.9	162.43	66.30		393.3	50.8	609.8	10.5	-6.8	3.0
Worst USA	SanJose	Arlngtn	SanJose	SanJose	Arlngtn	SanJose	Worst USA	Arlngtn	SanJose	Charlotte	Grpvine	SanJose	SanJose
	45.5	85.99	46.35	38.0	78.09	38.35		89.3	-2.4	176.8	-21.0	-44.2	-53.6
Worst Texas	Grpvine	Arlngtn	Irving	Grpvine	Arlngtn	Irving	Worst Texas	Arlngtn	Frisco	Arlngtn	Grpvine	Irving	Grpvine
	48.2	85.99	50.05	40.8	78.09	39.36		89.3	38.8	185.4	-21.0	-26.0	-29.6

Note: "Best" and "Worst" notations above refer to destinations within this competitive set only

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: April 2021

	Current Month - April 2021 vs April 2020											Year to Date - April 2021 vs April 2020												
	Occ %		ADR		RevPAR		Percent Change from April 2020					Occ %		ADR		RevPAR		Percent Change from YTD 2020						
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	58.0	22.5	86.32	61.67	50.05	13.89	157.4	40.0	260.2	295.9	9.9	182.9	50.2	51.1	78.45	106.06	39.36	54.25	-1.9	-26.0	-27.4	-26.6	1.2	-0.7
Luxury/Full Service Irving+	45.1	10.8	125.15	80.94	56.49	8.76	317.1	54.6	545.0	722.8	27.6	432.1	37.0	47.1	112.87	151.93	41.80	71.54	-21.3	-25.7	-41.6	-39.8	2.9	-19.0
All Suite/Extended Stay Irving+	70.0	27.6	72.66	62.48	50.84	17.24	153.6	16.3	195.0	195.0	0.0	153.6	61.8	54.4	67.93	90.25	42.00	49.05	13.8	-24.7	-14.4	-14.4	0.0	13.8
Limited Service Irving+	61.9	16.4	78.59	73.55	48.62	12.08	276.6	6.8	302.4	327.7	6.3	300.3	55.6	50.4	72.75	108.48	40.44	54.62	10.4	-32.9	-26.0	-24.8	1.5	12.1
Budget Irving+	61.4	37.9	58.77	48.77	36.06	18.47	62.0	20.5	95.3	95.3	0.0	62.0	53.3	54.7	54.82	53.22	29.21	29.10	-2.6	3.0	0.4	-0.0	-0.4	-2.9
Las Colinas+	56.3	21.1	97.26	61.43	54.78	12.99	166.4	58.3	321.8	440.0	28.0	241.1	46.0	49.2	86.75	123.23	39.92	60.66	-6.5	-29.6	-34.2	-30.4	5.8	-1.1
DFW North+	56.7	17.9	81.53	61.46	46.22	10.98	217.3	32.7	320.8	321.7	0.2	217.9	51.7	51.9	74.32	104.97	38.45	54.53	-0.4	-29.2	-29.5	-31.7	-3.1	-3.5
DFW South+	61.9	29.5	76.54	62.03	47.41	18.31	109.8	23.4	158.9	158.9	0.0	109.8	54.7	52.9	72.37	84.82	39.56	44.90	3.3	-14.7	-11.9	-12.1	-0.2	3.0
Full Service Las Colinas+	40.6	3.8	160.34	112.75	65.03	4.31	961.1	42.2	1,409.0	2,724.1	87.2	1,886.0	28.8	42.1	148.72	190.75	42.79	80.34	-31.7	-22.0	-46.7	-39.7	13.2	-22.7
Limited Service Las Colinas+	68.2	28.3	69.04	58.55	47.08	16.60	140.6	17.9	183.7	193.4	3.4	148.8	59.0	54.0	64.01	87.93	37.75	47.47	9.2	-27.2	-20.5	-19.8	0.8	10.2
Full Service DFW North+	38.0	7.6	114.08	94.31	43.36	7.21	397.1	21.0	501.4	504.4	0.5	399.6	34.2	49.3	102.57	143.05	35.13	70.56	-30.6	-28.3	-50.2	-54.2	-8.0	-36.1
Limited Service DFW North+	67.6	25.1	69.67	54.79	47.11	13.76	169.3	27.1	242.5	242.5	0.0	169.3	61.4	53.9	64.82	81.19	39.82	43.77	13.9	-20.2	-9.0	-9.1	-0.0	13.9
Full Service DFW South+																								
Limited Service DFW South+	60.3	32.1	71.06	59.98	42.88	19.23	88.2	18.5	123.0	123.0	0.0	88.2	53.0	52.9	67.12	75.71	35.57	40.01	0.3	-11.3	-11.1	-11.4	-0.3	-0.1

AirBNB Data	Occ %				ADR				RevPAR				Percent Change from Prior Year				Occ %				ADR				RevPAR				Percent Change from Prior Year YTD							
	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	Occ	ADR	PAR	Rev	Avail	Sold			
Entire Place	64.3	59.7	214.81	182.68	138.07	109.01	7.72	17.59	26.66	70.8	34.0	47.1	56.3	62.41	188.30	174.65	106.05	109.01	-9.77	7.82	-2.71	-7.8	-13.2	-17.9												
Hotel Comparable	61.2	60.97	95.58	106.52	58.53	64.95	0.43	-10.27	-9.88	10.2	22.3	22.8	55.3	64.10	92.05	104.91	50.86	67.25	-13.80	-12.26	-24.37	-24.3	0.1	-13.7												

Available Listings	2021	2020	% Chg
Entire Place	286	167	71.3
Private Room	149	157	(5.1)
Shared Room	34	38	(10.5)
Total Available Listings	469	362	29.6

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12859	11431
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	33	32	3713	3606
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	17	2438	1717
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4073	4073
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2020			2021			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	64.9	258,560	258,560	37.6	149,888	149,888	-42.0%	-42.0%	-41.9%	-41.9%
February	72.1	259,505	518,065	46.2	166,232	316,120	-35.9%	-39.0%	-35.7%	-38.8%
March	43.7	174,320	692,385	58.3	232,397	548,517	33.3%	-20.8%	33.4%	-20.7%
April	22.6	79,279	771,664	58.0	223,663	772,180	182.1%	0.1%	157.4%	-1.9%
May	27.1	98,249	869,913							
June	33.4	127,470	997,383							
July	34.3	135,465	1,132,848							
August	39.7	156,844	1,289,692							
September	44.0	168,128	1,457,820							
October	43.2	170,392	1,628,212							
November	35.7	137,553	1,765,765							
December	36.5	145,563	1,911,328							

Irving, Texas & United States Comparison

April 2021

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	69.98	-39.7%	69.98	-39.7%	37.6%	-41.9%	37.6%	-41.9%	26.33	-65.0%	26.33	-65.0%
FEBRUARY	75.17	-35.7%	72.42	-37.8%	46.2%	-35.7%	41.7%	-38.8%	34.73	-58.7%	30.23	-61.9%
MAR	80.20	-16.0%	75.74	-31.8%	58.3%	33.4%	47.4%	-20.7%	46.75	12.1%	35.93	-46.0%
APRIL	86.32	40.0%	78.45	-26.0%	58.0%	157.4%	50.2%	-1.9%	50.05	260.2%	39.36	-27.4%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 75.80 -30.2% Occupancy 41.2% -36.0% RevPAR 31.25 -55.3%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	73.80	-26.9%	73.80	-26.9%	43.3%	-24.5%	43.3%	-24.5%	31.93	-44.8%	31.93	-44.8%
FEBRUARY	77.97	-26.5%	75.97	-26.6%	51.2%	-21.0%	47.0%	-22.7%	39.93	-41.9%	35.73	-43.3%
MAR	86.76	-2.7%	80.56	-19.1%	64.0%	46.1%	52.9%	-3.9%	55.56	42.2%	42.65	-22.3%
APRIL	90.98	43.9%	83.50	-11.8%	62.5%	127.6%	55.3%	13.7%	56.82	227.4%	46.14	0.3%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.79	-27.8%	90.79	-27.8%	39.3%	-28.3%	39.3%	-28.3%	35.72	-48.2%	35.72	-48.2%
FEBRUARY	98.31	-24.8%	94.65	-26.2%	45.3%	-26.6%	42.2%	-27.5%	44.57	-44.8%	39.94	-46.5%
MAR	106.08	-4.1%	99.35	-19.6%	54.6%	40.1%	46.5%	-10.1%	57.87	34.4%	46.16	-27.7%
APRIL	110.34	51.1%	102.58	-12.8%	57.5%	136.1%	49.2%	7.8%	63.46	256.8%	50.45	-6.0%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

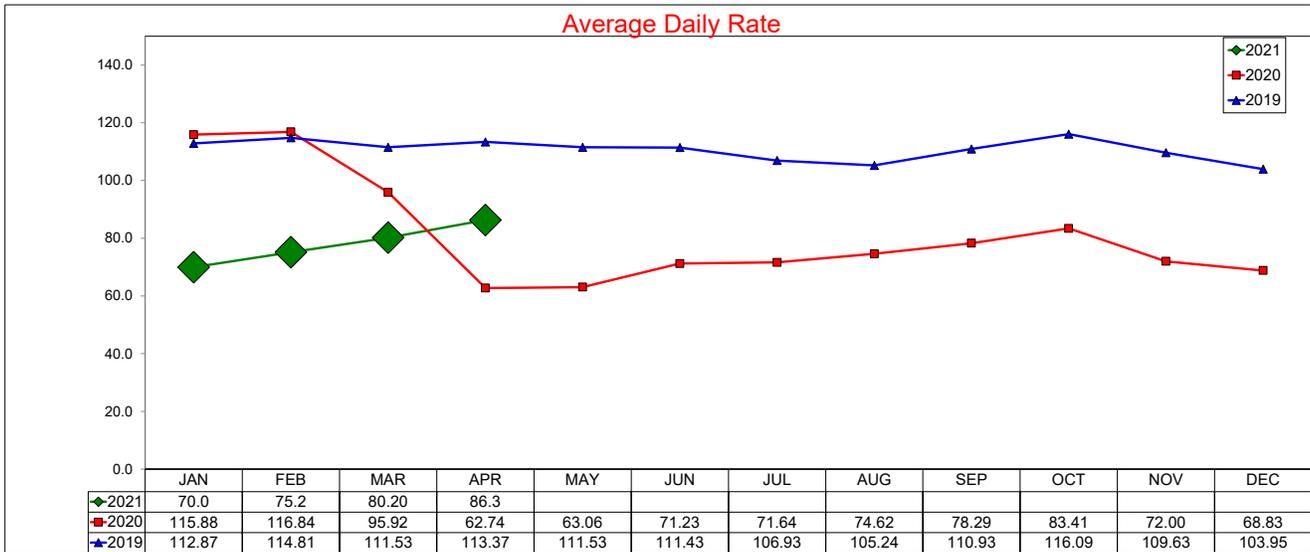
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2021 - 2020 - 2019 COMPARISON Occupancy/ADR/RevPAR

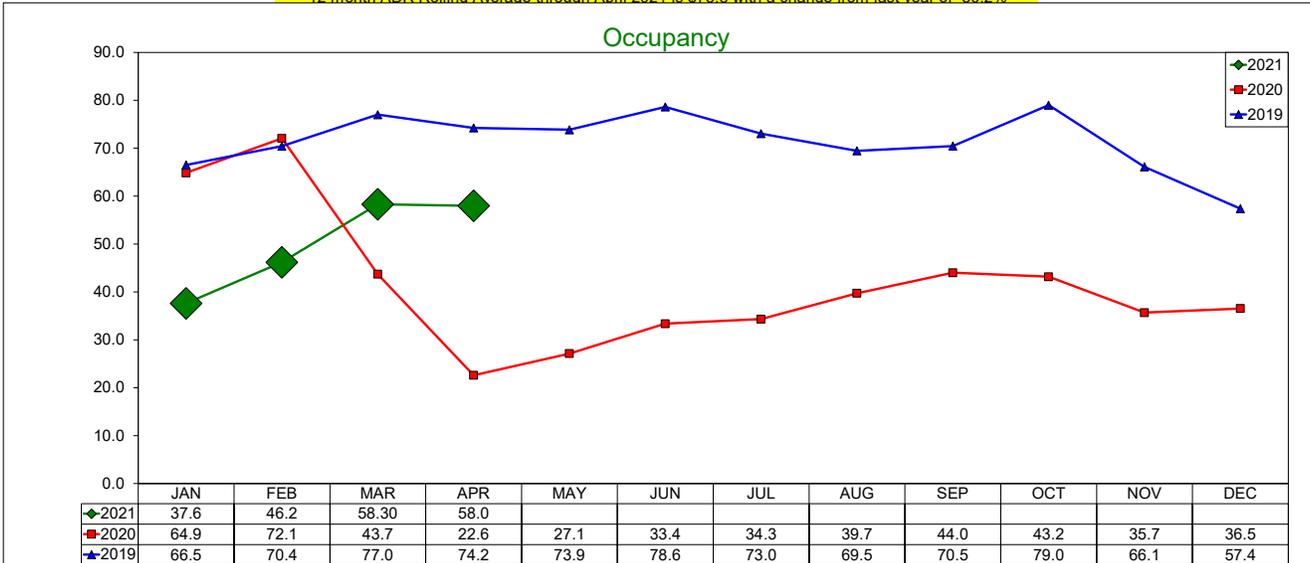
Month	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
January	37.62	64.85	66.51	69.98	115.88	112.87	26.33	75.15	75.07
February	46.20	72.06	70.43	75.17	116.84	114.81	34.73	84.20	80.87
March	58.30	43.72	77.00	80.20	95.92	111.53	46.75	41.94	85.88
April	58.00	22.59	74.23	86.32	62.74	113.37	157.40	14.17	84.16
May		27.13	73.87		63.06	111.53		17.11	82.39
June		33.37	78.63		71.23	111.43		23.77	87.62
July		34.32	73.04		71.64	106.93		24.59	78.10
August		39.74	68.79		74.62	105.30		29.65	72.44
September		44.01	70.15		78.29	110.85		34.46	77.76
October		43.17	79.07		83.41	116.05		36.01	91.76
November		35.68	66.12		72.00	109.63		25.69	72.49
December		36.54	57.38		68.83	103.95		25.15	59.64

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

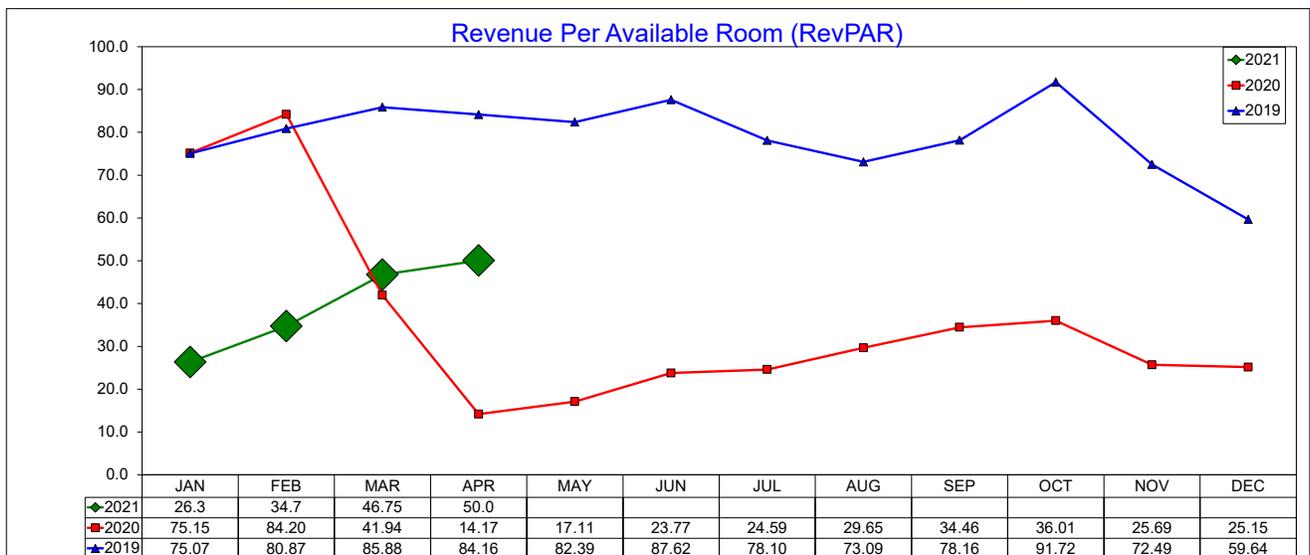
April 2021



12 month ADR Rolling Average through April 2021 is \$75.8 with a change from last year of -30.2%



12 month Occupancy Rolling Average through April 2021 is 41.23% with a change from last year of -36.0%



12 month RevPAR Rolling Average through April 2021 is \$31.25 with a change from last year of -55.3%

Monthly & YTD AirBNB Data

April 2021

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	152.13	-10.6%	152.13	-10.6%	46.4%	-21.8%	46.4%	-21.8%	70.64	-30.1%	70.64	-30.1%
FEBRUARY	178.14	-1.5%	163.01	-7.4%	52.8%	-26.4%	48.9%	-25.3%	94.11	-27.5%	79.73	-30.8%
MAR	190.52	14.4%	174.31	1.0%	59.8%	0.6%	52.9%	-16.3%	113.92	15.1%	92.15	-15.5%
APRIL	214.81	17.6%	188.30	7.8%	64.3%	7.7%	56.3%	-9.8%	138.07	26.7%	106.05	-2.7%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

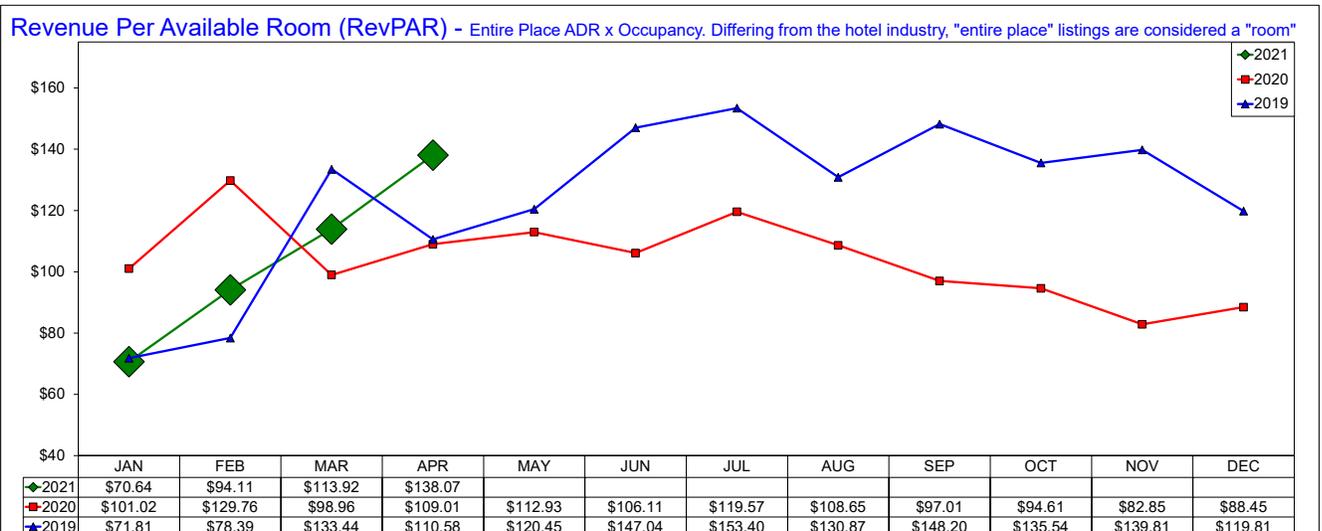
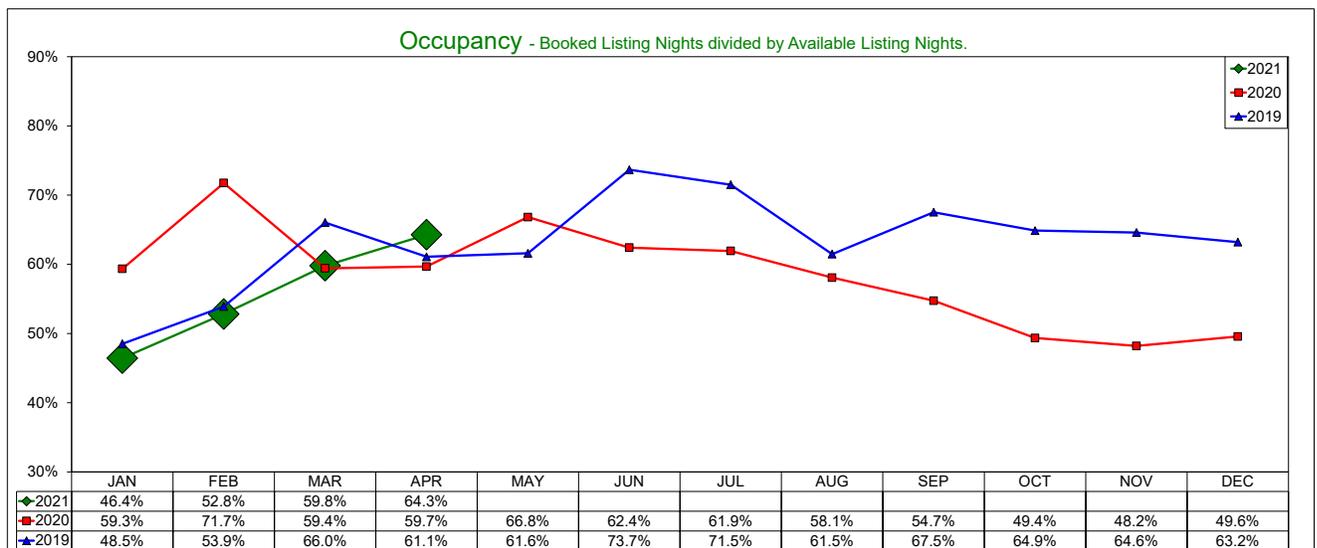
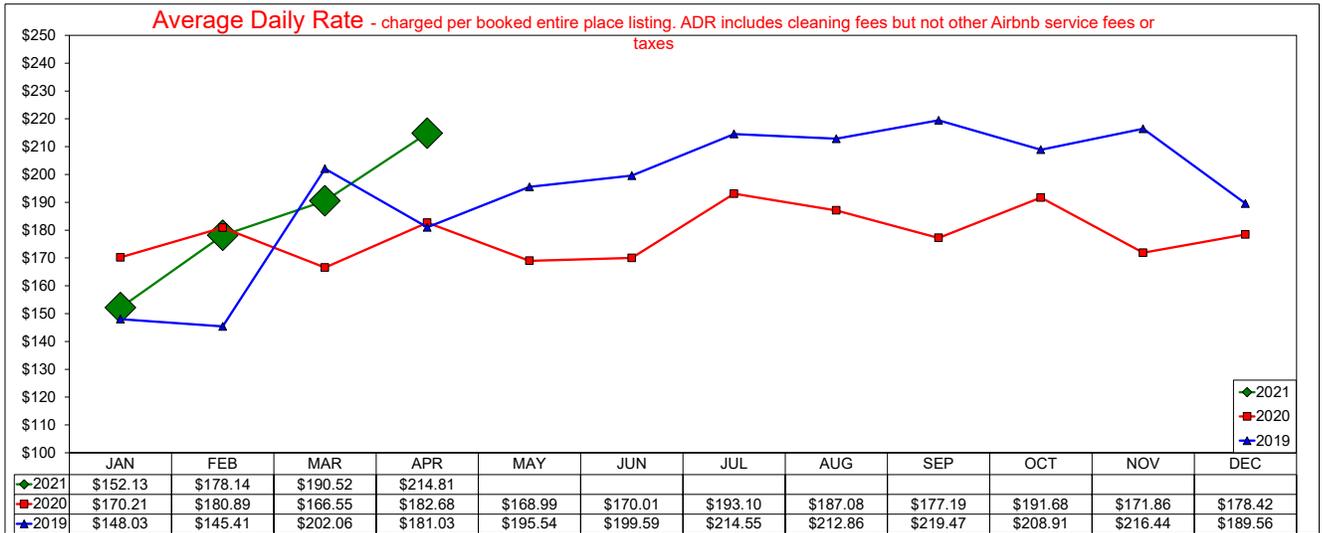
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	81.51	-17.1%	81.51	-17.1%	46.2%	-22.8%	46.2%	-22.8%	37.63	-36.0%	37.63	-36.0%
FEBRUARY	97.10	-9.3%	88.25	-14.4%	54.9%	-25.9%	49.6%	-25.9%	53.26	-32.8%	43.73	-36.5%
MAR	93.70	-12.1%	90.38	-13.5%	58.9%	-5.8%	52.8%	-18.8%	55.14	-17.1%	47.75	-29.7%
APRIL	95.58	-10.3%	92.05	-12.3%	61.2%	0.4%	55.3%	-13.8%	58.53	-9.9%	50.86	-24.4%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

April 2021

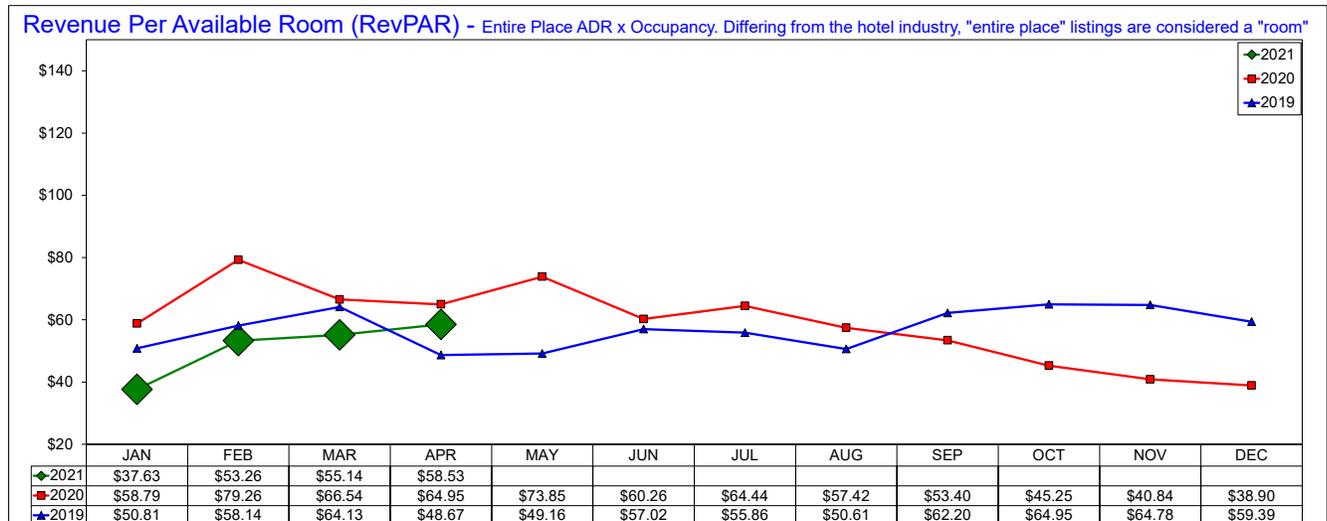
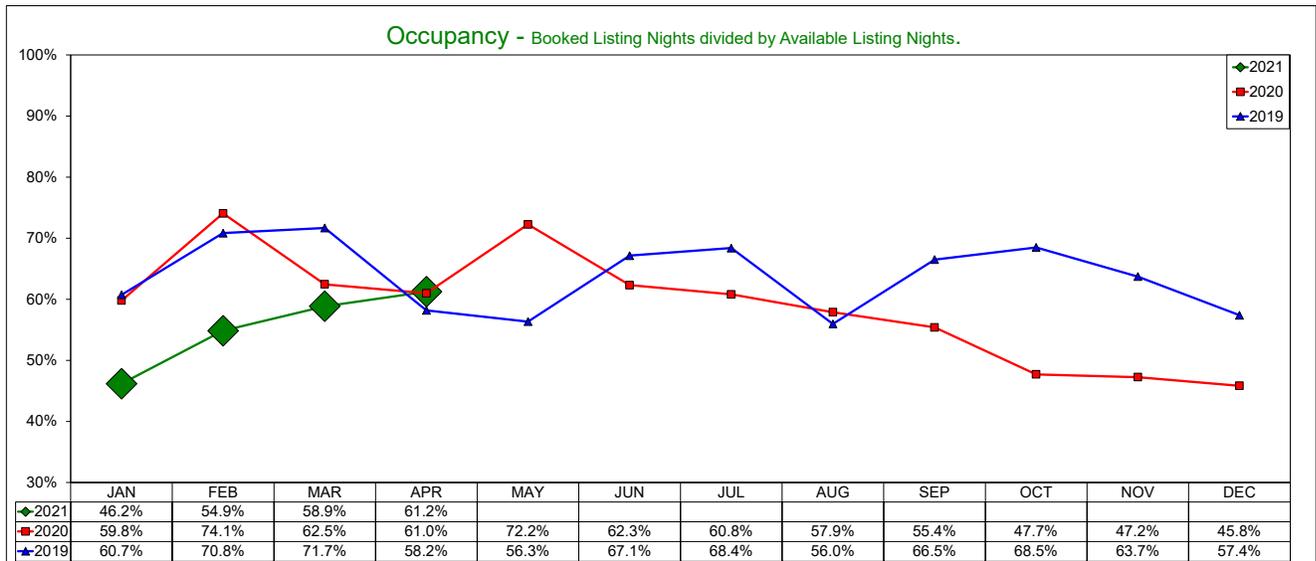
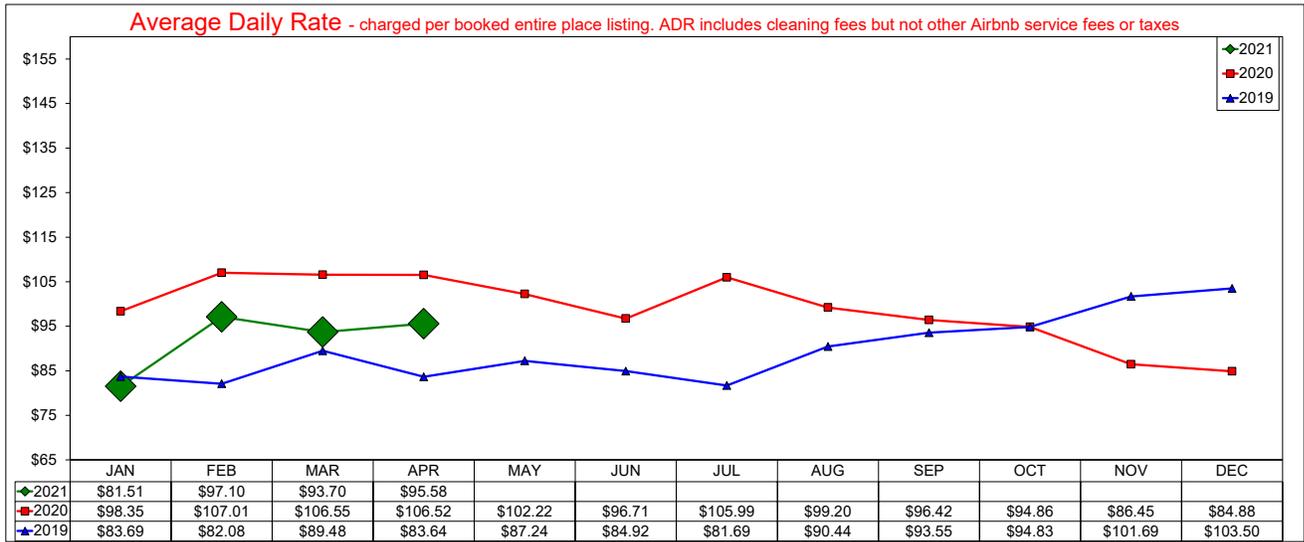
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

April 2021

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



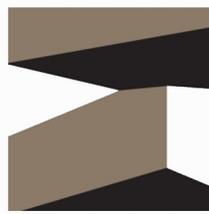
2021 - 2020 - 2019 COMPARISON Occupancy/ADR/RevPAR

Month	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
January	37.62	64.85	66.51	69.98	115.88	112.87	26.33	75.15	75.07
February	46.20	72.06	70.43	75.17	116.84	114.81	34.73	84.20	80.87
March	58.30	43.72	77.00	80.20	95.92	111.53	46.75	41.94	85.88
April	58.00	22.59	74.23	86.32	62.74	113.37	50.05	14.17	84.16
May		27.13	73.87		63.06	111.53		17.11	82.39
June		33.37	78.63		71.23	111.43		23.77	87.62
July		34.32	73.04		71.64	106.93		24.59	78.10
August		39.74	68.79		74.62	105.30		29.65	72.44
September		44.01	70.15		78.29	110.85		34.46	77.76
October		43.17	79.07		83.41	116.05		36.01	91.76
November		35.68	66.12		72.00	109.63		25.69	72.49
December		36.54	57.38		68.83	103.95		25.15	59.64

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JUNE 28, 2021**

CONVENTION CENTER MANAGEMENT REPORTS





IRVING CONVENTION CENTER AT LAS COLINAS

AN ASM GLOBAL MANAGED FACILITY

June 18, 2021

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	141,088	201,600	32,000	511,551	678,339	401,936
Ancillary Income	109,190	390,740	0	357,749	922,892	2,708,757
Total Event Income	250,278	592,340	32,000	869,300	1,601,231	3,110,693
Other Income	34,031	46,625	12,665	219,815	196,500	529,405
Adjusted Gross Income	284,309	638,965	44,665	1,089,115	1,797,731	3,640,098
Indirect Expenses	(335,612)	(469,484)	(344,412)	(2,859,449)	(3,275,661)	(4,237,829)
Net Income (Loss)	(51,303)	169,481	(299,747)	(1,770,334)	(1,477,930)	(597,731)

- Total direct event income consisted of rental and service revenue from the twelve revenue-producing events we had for the month: Coppell HS Band Banquet, Sam Houston HS Prom, YCMA, Elevate IT, Home Staging & Redesign Association, two K 12 events, USAW Women’s National Championship, Footlights, NBM Show & Misook Photo Shoot.
- Due to COVID-19, there were six groups whose business we either lost or who moved to FYE22. Their combined minimum revenue would have been \$136,930.
- Other operating income includes May’s Westin garage rental, Enterprise’s rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$133,872.
- Overall, the ICC missed budget by \$220,784.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	73,816	390,600	0	257,015	924,189	3,564,778
Net Income/(Loss)	49,057	301,320	0	164,612	710,412	2,377,440
Net Income/(Loss) %	66.46%	77.14%	-	64.05%	76.87%	66.69%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
15	44	9,620	34,933
Current Year	Current Year	Current Year	Current Year
0	128	0	105,294
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,155	7,799	0	-
Current Year	Current Year	This Month	Current Month
79	25,561	6	96.7%
Prior Year	Prior Year	Year to Date	Year to Date

June 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31 Memorial Day	1	2	3	4	5
Zest Fest						
				If JR is needed, please see Tom	If JR is needed, please see Tom	Texas USAG Annual Awar... If MR 1 & 2 are needed, see Tom
6	7	8	9	10	11	12
Zest Fest	Urban Land Institute			Texas Cornhole League Signature Series		
				TY Out for a Wedding	Board & Business Develo... TY Out for a Wedding	Universal Academy Grad... TY Out for a Wedding
13	14 Flag Day (USA)	15	16	17	18	19
Texas Cornhole League S...					SWE Fury	
					Express Cheer Cheer Camp	
TY Out for a Wedding	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	Bleacher Inspection	BioWorld Photoshoot	
20 Father's Day	21	22	23	24	25	26
SWE Fury			Steubenville Dallas 2021			
Express Cheer Cheer Camp					ICVB Executive Committ...	AM out for a Wedding
27	28	29	30	1	2	3
Steubenville Dallas 2021	ICVB Board of Directors ...	D&L Active Shooter Trai...				LAMA USA National Rally

Green - Definite
Red - Contract Sent
Blue - Prospect

July 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 Steubenville Dallas 2021	28 ICVB Board of Directors ...	29 D&L Active Shooter Trai...	30	1	2	3 LAMA USA National Rally
4 Independence Day	5	6	7	8 Lucky Leaf Expo	9	10
11 Building Professional Institute Quinceanera Expo The Sneaker Exit Lvl 4 available	12 Lvl 4 available	13 Lvl 4 available	14 Lvl 4 available	15 Job Fair Lvl 4 available	16 ICVB Executive Committ...	17 Wellness Expo
18 Wellness Expo DFW Church	19 ICVB Board of Directors ...	20	21	22	23	24
25 Trial Advocacy College of Texas	26	27	28	29	30 2021 TMPA Annual Conference	31

August 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2021 TPA Annual Confe...	2	3 Mathew Wedding Tasting	4	5 Guadalupe Radio Network	6	7 America Matters IEC Graduation
8	9	10 AATC - AAGD Business Ex...	11	12 Texas Pro Bodybuilding Championships Irving ISD Parking Regional Transportation...	13	14 America Matters
15 Original Sewing & Quilt Expo/North Texas Quilt Festival	16	17	18	19	20 ICVB Executive Committ...	21
DFW Church	22	23	24	25	26	27
Liberty Tax	7th Sense Drive Test					28 Dobson Wedding Annive... SWE Fury
29	30	31	1 LifeStyle Unlimited	2 Texas Funeral Directors ...	3	4
7th Sense Auto Research	7th Sense Drive Test					
DFW Church						

September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
			LifeStyle Unlimited			
7th Sense Auto Research			Texas Funeral Directors ...			
7th Sense Drive Test						
DFW Church						
5	6 Labor Day	7	8	9	10	11
	NTBA			Plunder Event		
				Technology Prayer Breakfast		
				DFW Fraud Conference		
				Enterprise Staffing Services		
				North Texas Diversity, Eq...		PFA 2021 Conference Rec...
12	13	14	15	16	17	18
Plunder Event		Financial Planning Assoc...		Future Com		
				ABAT		
				The Great Harvest		
				Heart of Texas Body Building		
Enterprise Staffing Services						
	NTC move GB Jr					
19	20	21	22	23	24	25
ABAT		Pri-Med Access 2021				
The Sneaker Exit		QuiKTrip				
			2021 TPMA Southwest Foot and Ankle Conference			
				ICVB Executive Committ...		
Enterprise Staffing Services						

September 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
	Innotech Dallas ICVB Board of Directors ...  NTC move GB Jr		2021 North Texas State of Reform Health Policy Confere...		Deaf Nation Expo	Quinceanera Fashion Sh...

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JUNE 28, 2021**

**INDUSTRY REPORTS /
BOARD PARTNERS**



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JUNE 28, 2021**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



Dear Board & Directors,

Thank you for honoring Bill with a donation to LPCCI, a cause he was most passionate about. Your gift will help someone in need and also continue his legacy of serving others. We appreciate you!

Patti



*Perhaps you sent a lovely card or sat quietly in a chair;
perhaps you sent a floral piece, if so we saw it there;
perhaps you spoke the kindest words, as any friend could say;
perhaps you were not there at all, just thought of us that day.*

*Whatever you did to console our hearts,
we thank you so much whatever the part.*

—The Family of Bill Hooten



Lions, Lionesses & Leos Working Together to Help Provide Exceptional Dogs for Exceptional People

May 12, 2021

Irving Convention & Visitors Bureau
c/o Maura A. Gast, Executive Director
500 W Colinas Blvd.
Irving, TX 75039

Dear Irving Convention & Visitors Bureau Board of Directors and Staff:

Thank you for your donation to the Lions Project for Canine Companions for Independence (LPCCI) in memory of Lion Bill Hooten.

Please take pleasure in the knowledge that your gift will make a difference in the life of a person with a disability through Canine Companions for Independence's special program. Your tribute will help Canine Companions provide more trained service, hearing, and skilled companion dogs.

By helping them overcome physical and social barriers, these dogs enable Canine Companions graduates to lead more independent, satisfying lives. A new acceptance and greater capability in public places and an increased feeling of safety and confidence everywhere are the feelings expressed by all grateful Canine Companions for Independence graduates.

Thank you again for this generous gift in memory of our kind friend and Lion, Bill Hooten. A letter acknowledging your memorial donation will be sent to the Hooten Family.

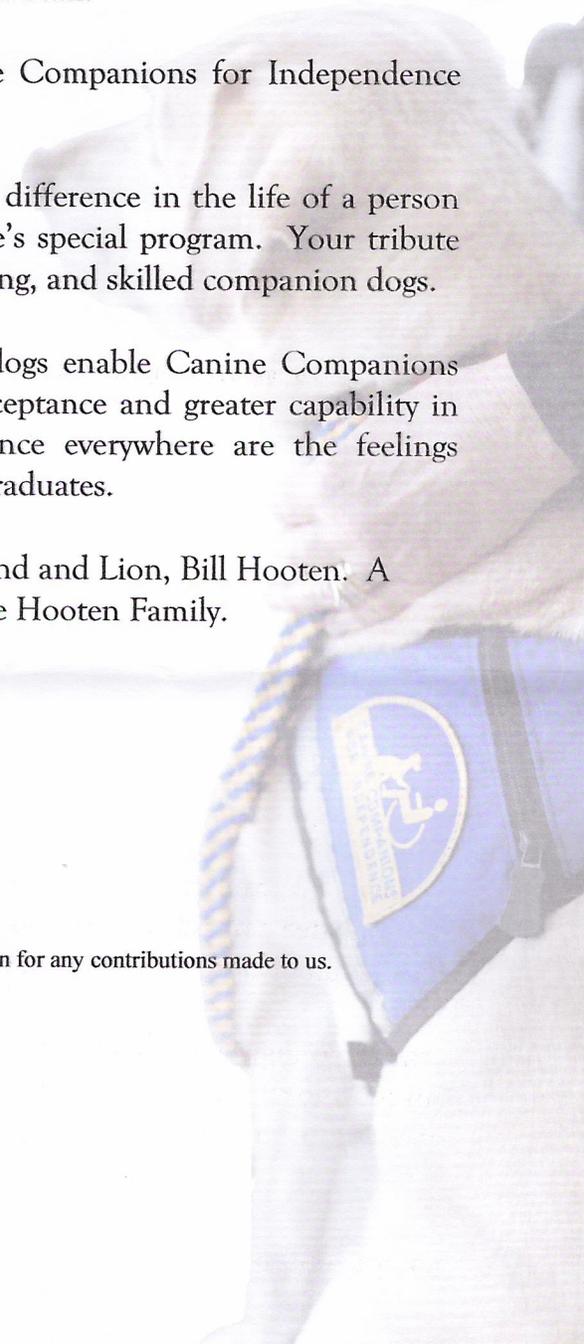
Yours in Lionism,

Lion Sarah Haberthur
LPCCI Administrator

Received: \$50.00. LPCCI does not provide goods or services in whole or partial consideration for any contributions made to us.

Lions Project for Canine Companions for Independence

Sarah Haberthur, Administrator
P.O. Box 3896
Santa Rosa, CA 95402-3896
(707) 577-1774
lpcci@cci.org
www.lpcci.com ~ www.cci.org



US Travel Recovery Tracker

File created on: 5/31/2021 5:41:35 PM

Data Sources & Partners

Impact Summary

Travel Indicators

Int'l Arrivals to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Vaccination

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

Hotel Forecast

The U.S. Travel Association and its members wish to thank each of these organizations for their generous contributions of valuable data and insights to the U.S. Travel Recovery Tracker



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Destination (filter impacts entire page)
United States

Cumulative Losses Since January 2020

United States, through April 2021

United States	
Travel Spending (difference)	(\$620.7B)
Federal Taxes	(\$44,457M)
State Taxes	(\$19,419M)
Local Taxes	(\$11,302M)

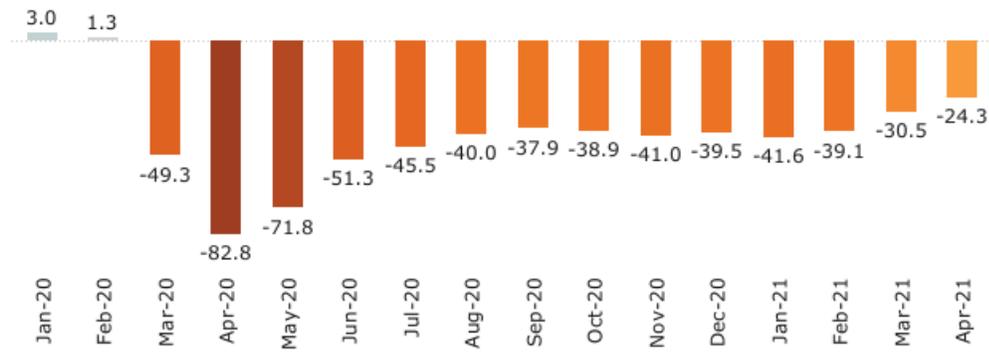
Travel Spending Losses

United States

	Travel Spending	Travel Spending (difference)	Travel Spending % Chg vs. 2019
Jan-20	\$91.8B	\$2.7B	3.0%
Feb-20	\$89.4B	\$1.1B	1.3%
Mar-20	\$50.7B	(\$49.3B)	-49.3%
Apr-20	\$16.8B	(\$80.9B)	-82.8%
May-20	\$28.5B	(\$72.6B)	-71.8%
Jun-20	\$50.3B	(\$53.0B)	-51.3%
Jul-20	\$57.3B	(\$48.0B)	-45.5%
Aug-20	\$61.9B	(\$41.2B)	-40.0%
Sep-20	\$59.9B	(\$36.5B)	-37.9%
Oct-20	\$61.2B	(\$39.0B)	-38.9%
Nov-20	\$55.0B	(\$38.2B)	-41.0%
Dec-20	\$56.6B	(\$37.0B)	-39.5%
Jan-21	\$55.2B	(\$39.3B)	-41.6%
Feb-21	\$55.1B	(\$35.4B)	-39.1%
Mar-21	\$69.5B	(\$30.5B)	-30.5%
Apr-21	\$73.9B	(\$23.8B)	-24.3%

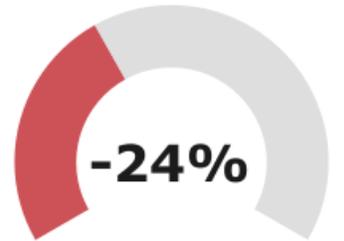
Travel Spending (% change vs. 2019)

United States



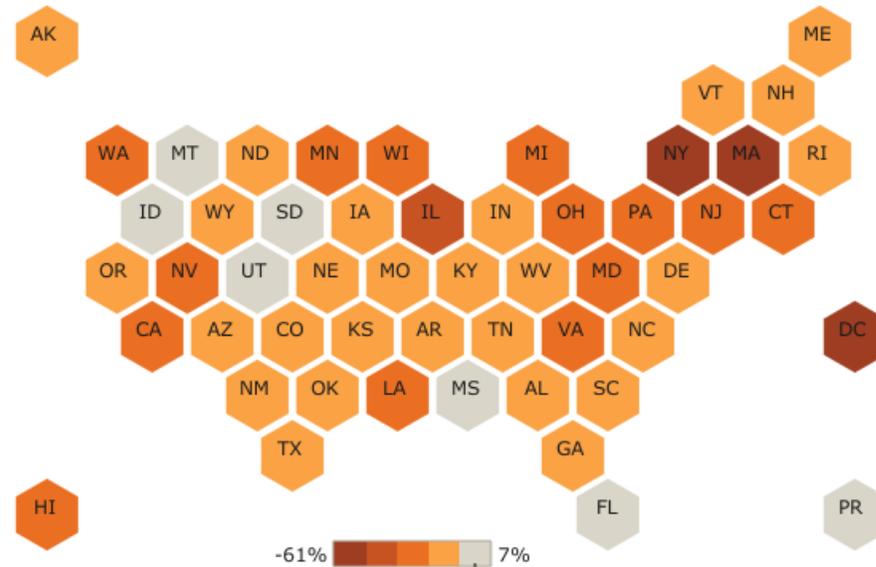
Travel Spending (% change vs. 2019)

Travel Spending
United States
April 2021, % change vs. 2019



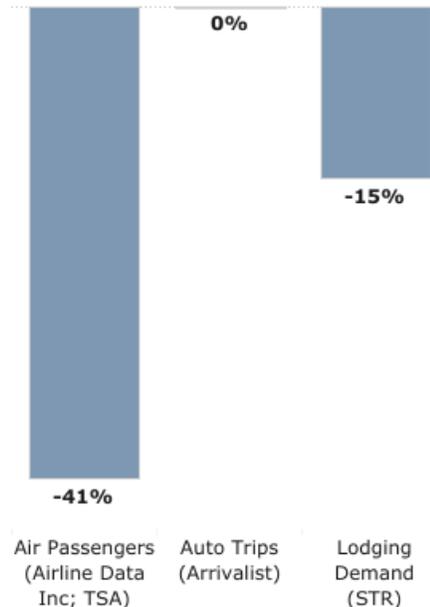
U.S. Travel Spending by State

April 2021, % change vs. 2019



Travel & Tourism Recovery

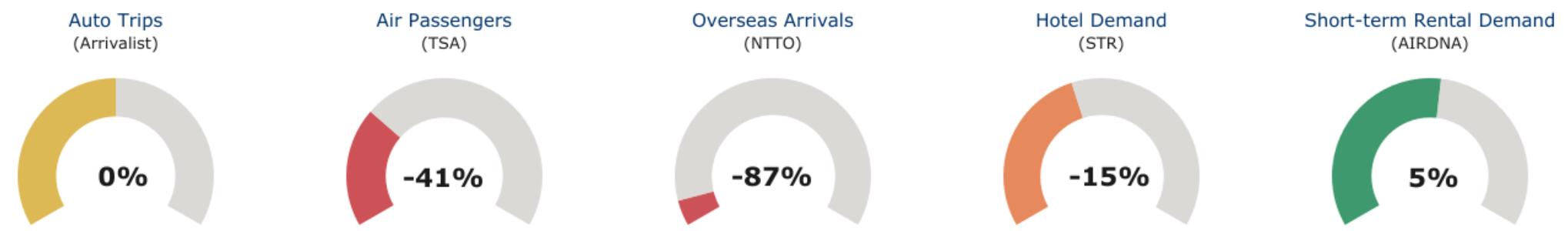
United States
April 2021, % change vs. 2019



- Data Sources & Partners
- Impact Summary
- Travel Indicators**
- Int'l Arrivals to the U.S.
- Economic Conditions
- Employment
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Travel Recovery Indicators

United States, April 2021 % change relative to same month in 2019



Insights

The travel recovery accelerated in April as warmer weather, improved vaccine coverage, and the easing of pandemic-related restrictions facilitated the return of domestic travel.

Air passenger volume trailed April 2019 levels by 41% - once again its best month since the onset of the pandemic. The environment for international travel remains severely restricted; overseas arrivals to the US in April registered 87% below 2019 volumes.

Auto travel and short-term rental demand marked a full recovery in April, as auto trips matched its 2019 level and short-term rental demand exceeded its 2019 level by 5%.

While not fully recovered, hotel room demand climbed to just 15% below its 2019 level in April.

Despite these broadly improving measures, visitation to national parks regressed in April, slipping to 30% short of 2019 levels.

Auto Trips (Arrivalist)

Air Passengers (TSA)

Overseas Arrivals (NTTO)

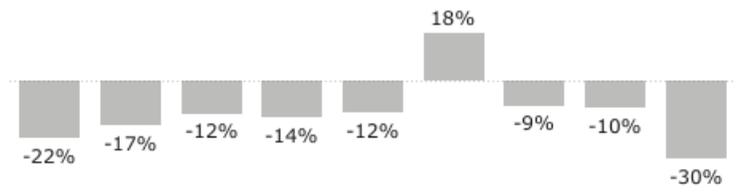
Hotel Demand (STR)

Short-term Rental Demand (AIRDNA)

	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
Auto Trips (Arrivalist)	-22%	-22%	-20%	-18%	-6%	-11%	-27%	-23%	-17%	-20%	-14%	0%
Air Passengers (TSA)	-90%	-81%	-74%	-71%	-68%	-64%	-62%	-62%	-60%	-57%	-48%	-41%
Overseas Arrivals (NTTO)	-99%	-99%	-98%	-96%	-95%	-93%	-90%	-88%	-87%	-91%	-87%	-87%
Hotel Demand (STR)	-57%	-46%	-39%	-34%	-30%	-32%	-36%	-34%	-29%	-27%	-20%	-15%
Short-term Rental Demand (AIRDNA)	-29%	-18%	-16%	-20%	-22%	-17%	-17%	-26%	-17%	-8%	-3%	5%

National Park Visits

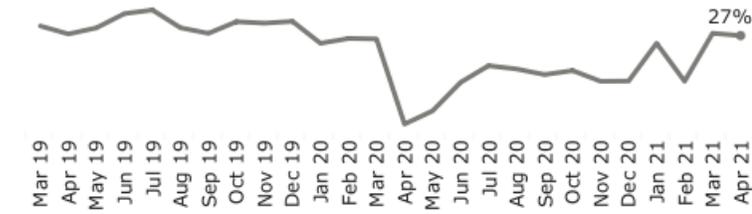
Person visits, % change relative to 2019



Source: National Park Service

Art Museum Attendance

Out-of-town visitors as share of total visitors

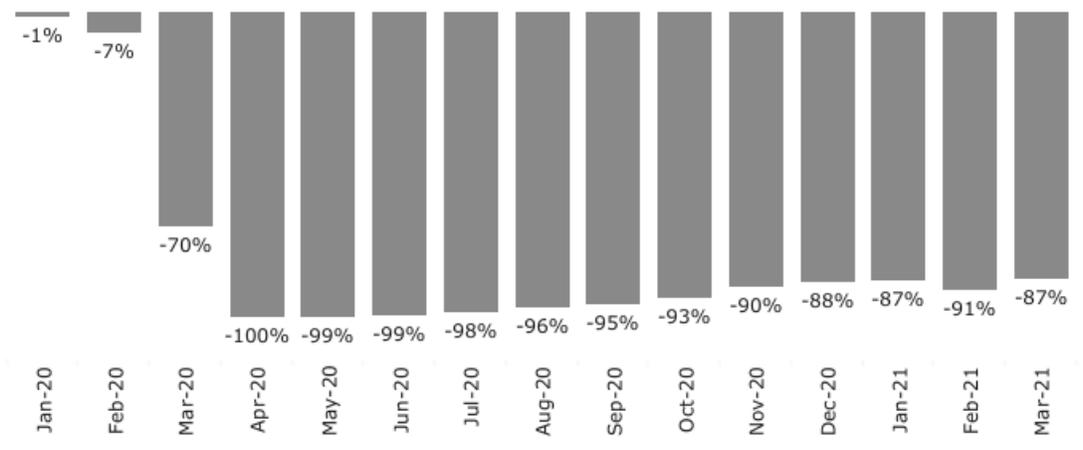


Source: UberMedia

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- Predictive Industry Indicators
- Economic Forecast
- Domestic Travel Forecast
- International Travel Forecast
- US Hotel Forecast

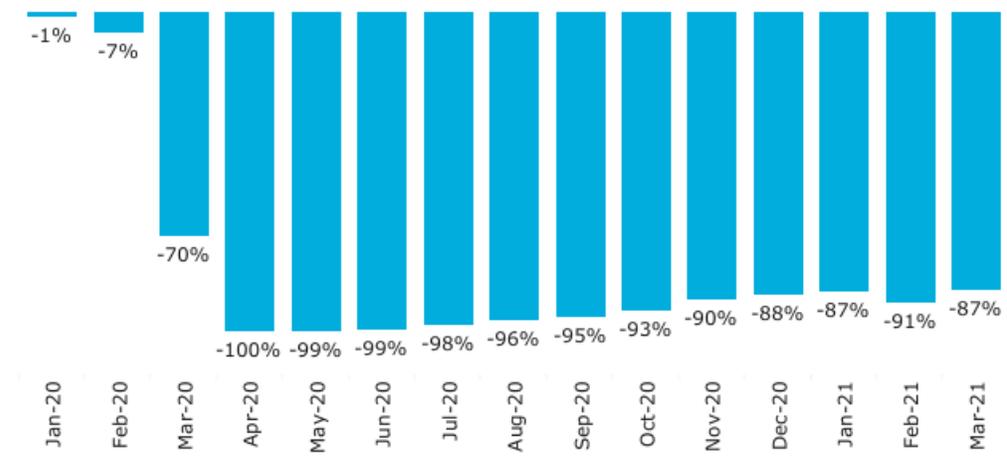
Arrivals to the U.S. by Origin

Visitors from Total Overseas, compared to same month in 2019



Overseas Arrivals to US

Overseas Arrivals, compared to same month prior year



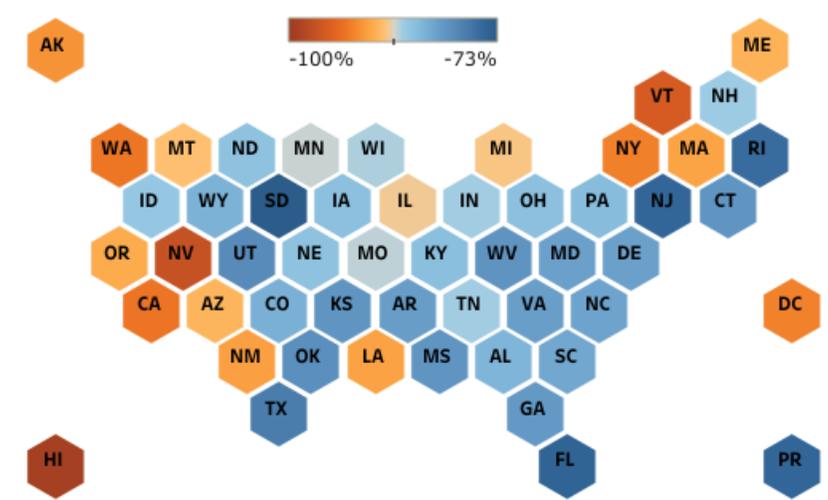
International Origin Market Comparison to US

Arrivals, compared to same month in 2019

	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
UK	-100%	-99%	-99%	-99%	-99%	-99%	-99%	-98%	-97%	-99%	-98%
Total Overseas	-99%	-99%	-98%	-96%	-95%	-93%	-90%	-88%	-87%	-91%	-87%
Spain	-99%	-99%	-99%	-97%	-97%	-96%	-96%	-95%	-87%	-93%	-91%
Russia	-98%	-97%	-95%	-90%	-88%	-87%	-85%	-81%	-77%	-75%	-74%
Mexico (air)	-97%	-89%	-81%	-69%	-62%	-52%	-45%	-45%	-37%	-40%	16%
Israel	-99%	-96%	-96%	-93%	-89%	-93%	-85%	-86%	-84%	-96%	-70%
India	-98%	-97%	-94%	-91%	-88%	-84%	-81%	-76%	-63%	-66%	-72%
Germany	-100%	-99%	-99%	-98%	-99%	-99%	-97%	-97%	-93%	-97%	-97%
France	-100%	-99%	-99%	-99%	-98%	-98%	-97%	-97%	-94%	-98%	-98%
Colombia	-100%	-100%	-99%	-98%	-89%	-64%	-53%	-45%	-48%	-54%	-19%
Canada (air)	-99%	-98%	-96%	-95%	-96%	-95%	-94%	-93%	-92%	-96%	-98%
Argentina	-100%	-99%	-99%	-98%	-95%	-86%	-78%	-71%	-76%	-83%	-76%

Overseas Arrivals by State

Arrivals, March 2021 compared to same month in 2019



Data Sources & Partners

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US Hotel Forecast

US Economic Conditions

In early 2021, the US economy was served a strong cocktail of improving health conditions and rapid vaccinations along with a shot of fiscal stimulus and a steady flow of monetary policy support. With employment firming, optimism rising, and weather improving, real GDP registered a 6.4% (annualized) gain in Q1 (or, 1.6% simple rate).

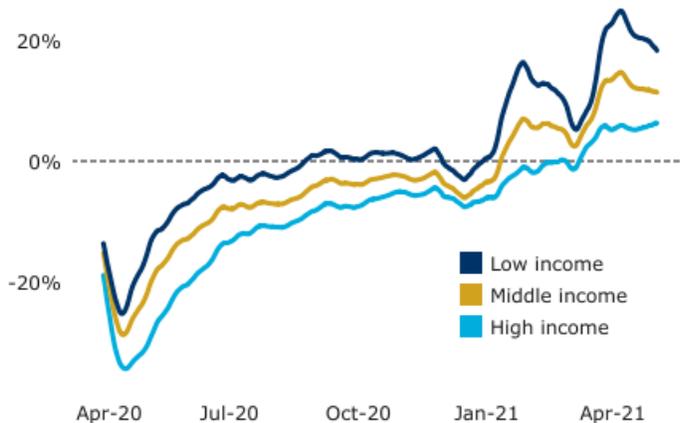
The advance was led by a robust 10.7% (annualized) gain in consumer spending, boosted by fiscally stimulated incomes and reduced virus fear. Spending on travel-related services rose to 12.7% below 2019 levels in March, and overall consumer spending rose to 7.2% ahead of 2019 levels.

Increased spending is evident across income tiers, with high-, middle- and low-income household credit and debit card spending ahead of pre-Covid 19 levels.

Household net worth gains continued in 2020Q4 and household financial obligations, such as debt payments, remain low.

Credit and Debit Card Spending

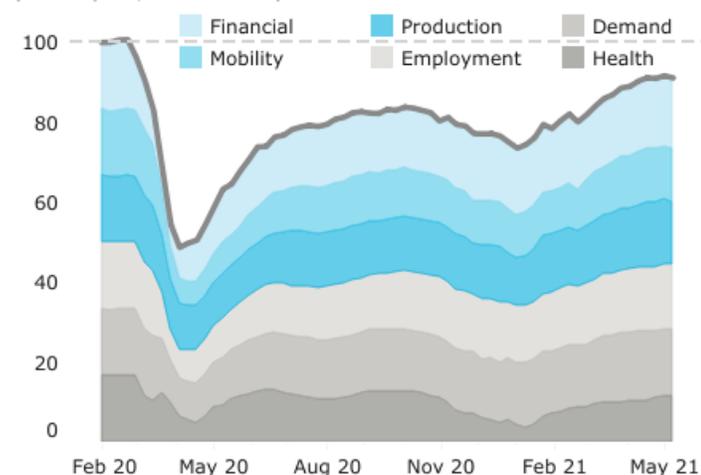
Difference from pre-Covid-19 baseline, seasonally adjusted 21-day moving average, index: Feb-20=100



Source: Affinity Solutions via Opportunity Insights

U.S. Economy Recovery Tracker

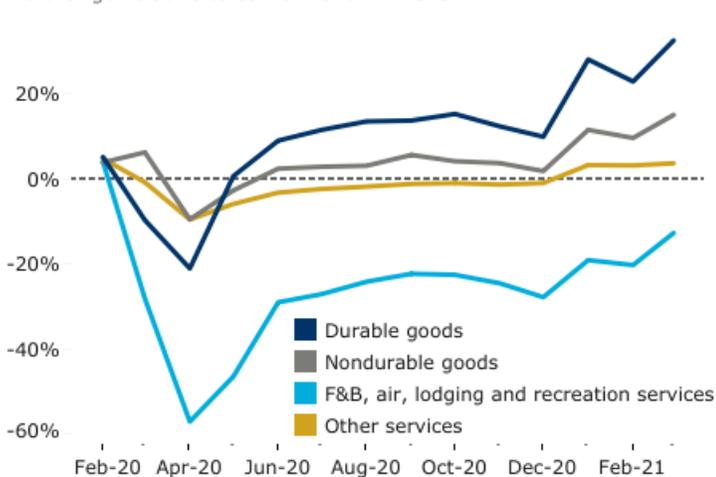
(January 31, 2020 = 100)



Source: Oxford Economics

Consumer Spending

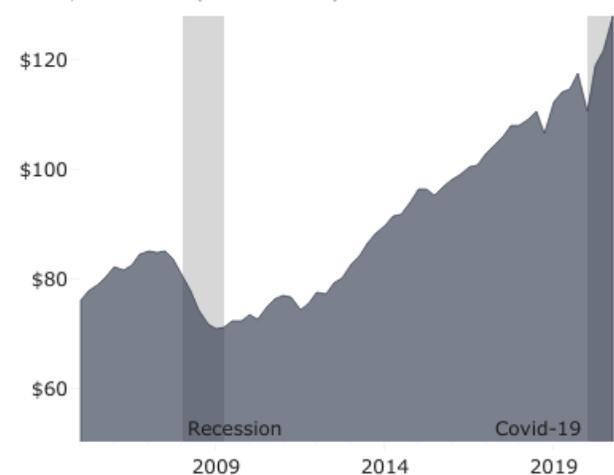
% change relative to same month in 2019



Source: BLS

Household Net Worth

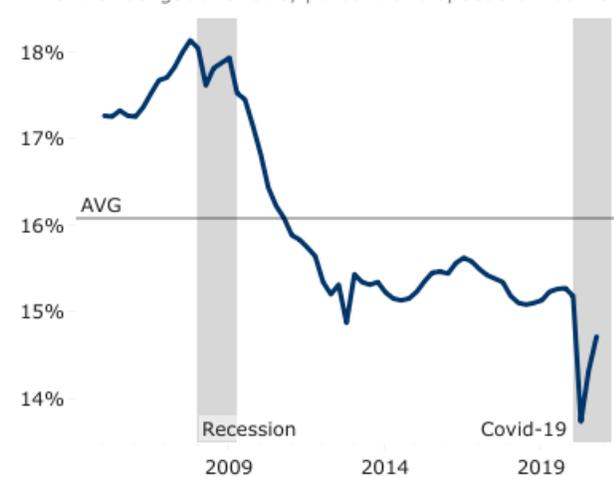
Real, in trillions (2019 dollars)



Source: Federal Reserve (quarterly release)

Household Debt Service

Financial obligations ratio, percent of disposable income



Source: Federal Reserve (quarterly release)

Data Sources & Partners

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The Leisure & Hospitality (L&H) sector recovered nearly 950,000 jobs between February and April 2021, but remains 17% below its pre-pandemic level, representing a net loss of 2.8 million jobs. The sector accounts for 35% of the total US job loss since February 2020.

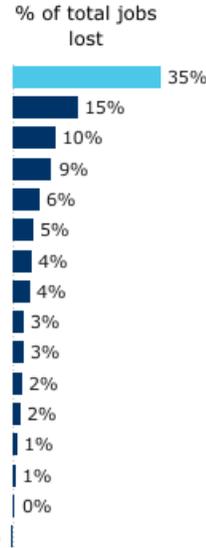
L&H added 331,000 jobs in April 2021, whereas the economy overall added a mere 266,000 jobs, a result of losses in other industries such as Professional & Business Services (-79,000 jobs) and Transportation & Warehousing (-74,000 jobs).

The Food & Beverage segment has outperformed the other L&H sub-sectors due to the resiliency of local demand insulating it from the loss of travel demand. However, the continued easing of pandemic-related restrictions in many parts of the country has produced positive momentum in the Arts, Entertainment, & Recreation and Accommodation sectors

Jobs Lost

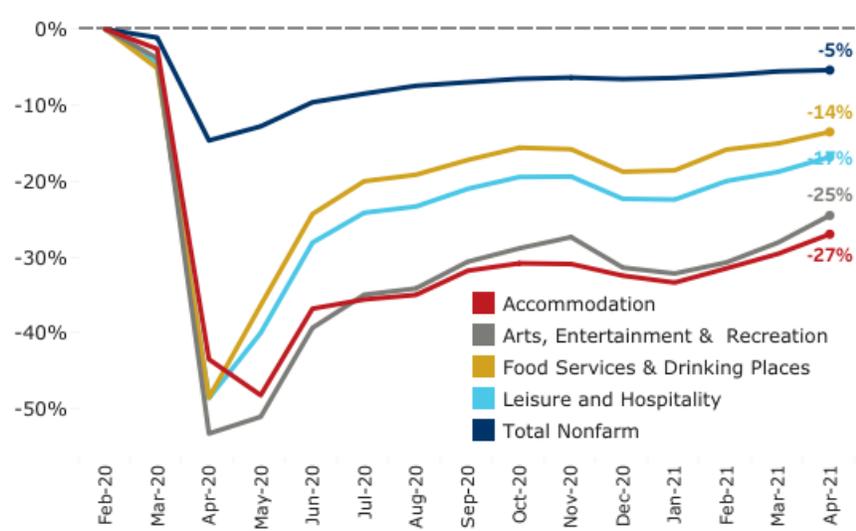
April 2021, compared to Feb-2020

	Jobs Lost	% of jobs lost
Leisure and Hospitality	-2,848K	-17%
Government	-1,244K	-5%
Health Care & Social Services	-828K	-4%
Professional & Business Services	-748K	-3%
Manufacturing	-515K	-4%
Retail Trade	-400K	-3%
Other Services	-352K	-6%
Educational Services	-342K	-9%
Wholesale Trade	-228K	-4%
Information	-227K	-8%
Construction	-196K	-3%
Transportation & Warehousing	-142K	-2%
Real Estate, Rental & Leasing	-101K	-4%
Mining and Logging	-75K	-11%
Utilities	-7K	-1%
Finance and Insurance	39K	1%



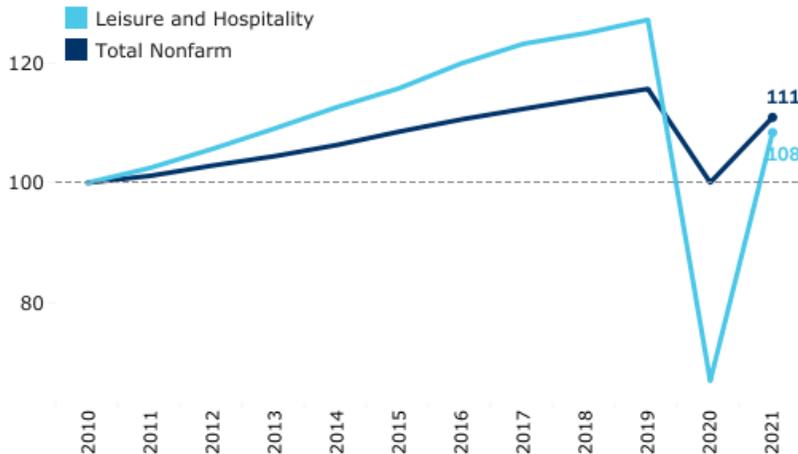
Job Losses in Leisure and Hospitality

% difference compared to Feb-20



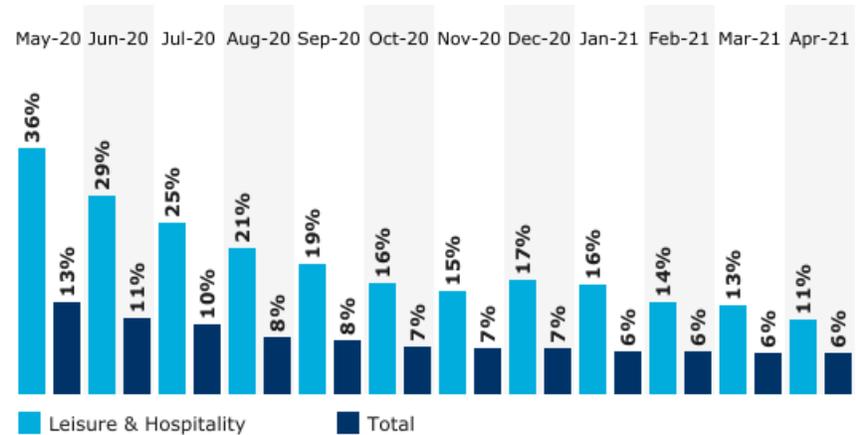
Employment Index

Index (April 2010 = 100)



Unemployment Rate

Unemployment rate among those previously employed in the industry, seasonally adjusted



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U.S. Resident Vacation Intentions

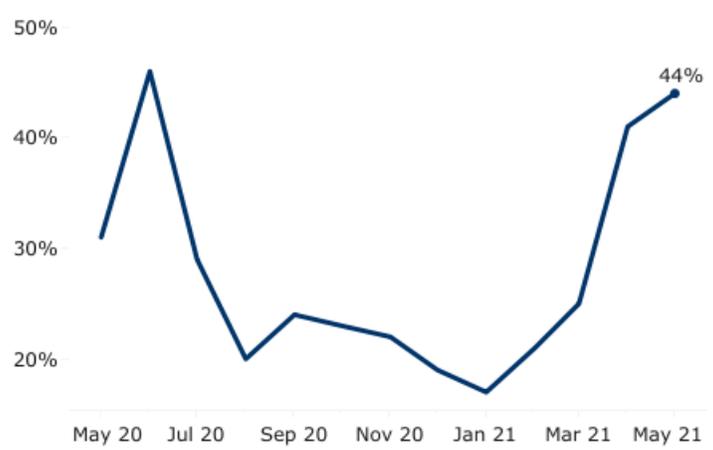
% of U.S. residents intending to travel in the next 6-months



Source: The Conference Board

U.S. Business Travel Sentiment

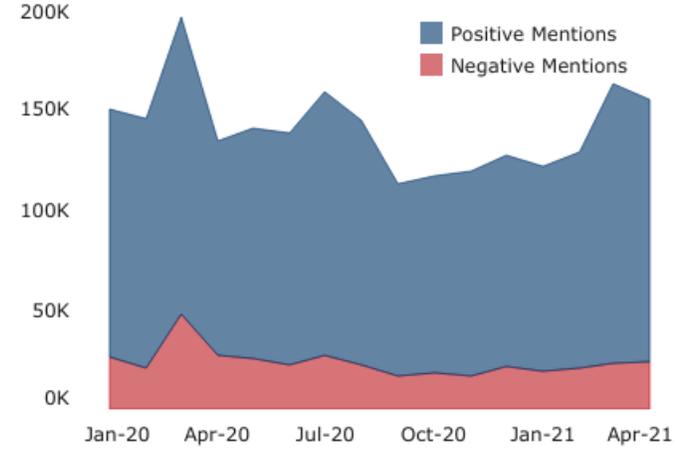
Companies that plan to resume domestic travel in the next 1-3 m..



Source: GBTA Business Travel Survey

Social Travel Sentiment by Month

Positive vs. negative mentions of travel Jan-20 to Apr-21



Source: MMGY Global

Consumer Travel Sentiment

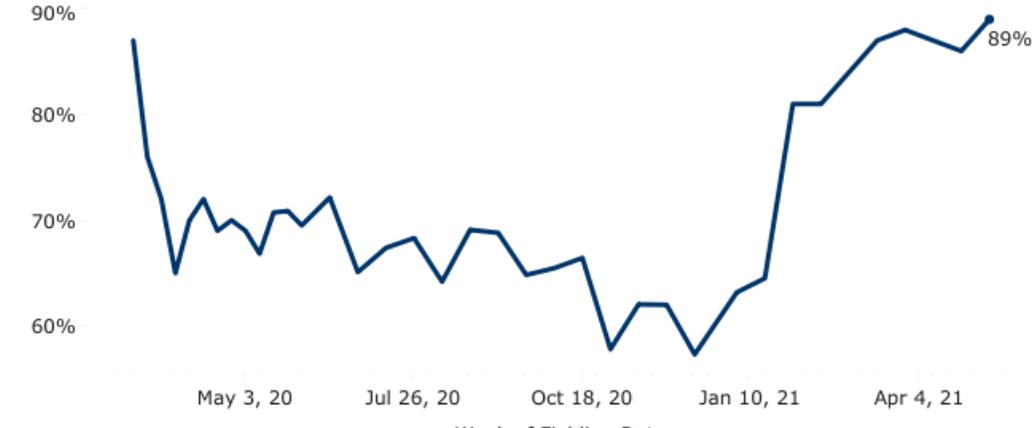
% of travelers that are ready to travel



Source: Destination Analysts

Consumer Travel Sentiment

Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

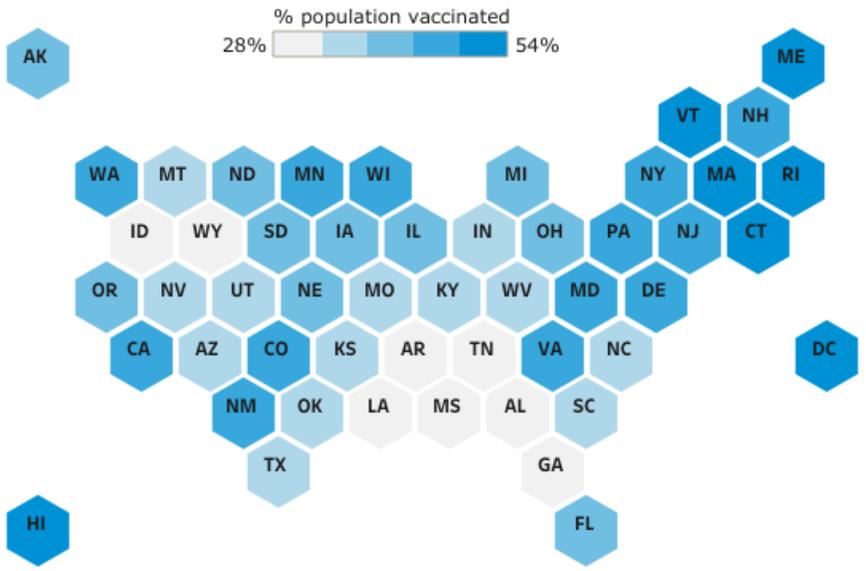
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US Vaccine Tracker

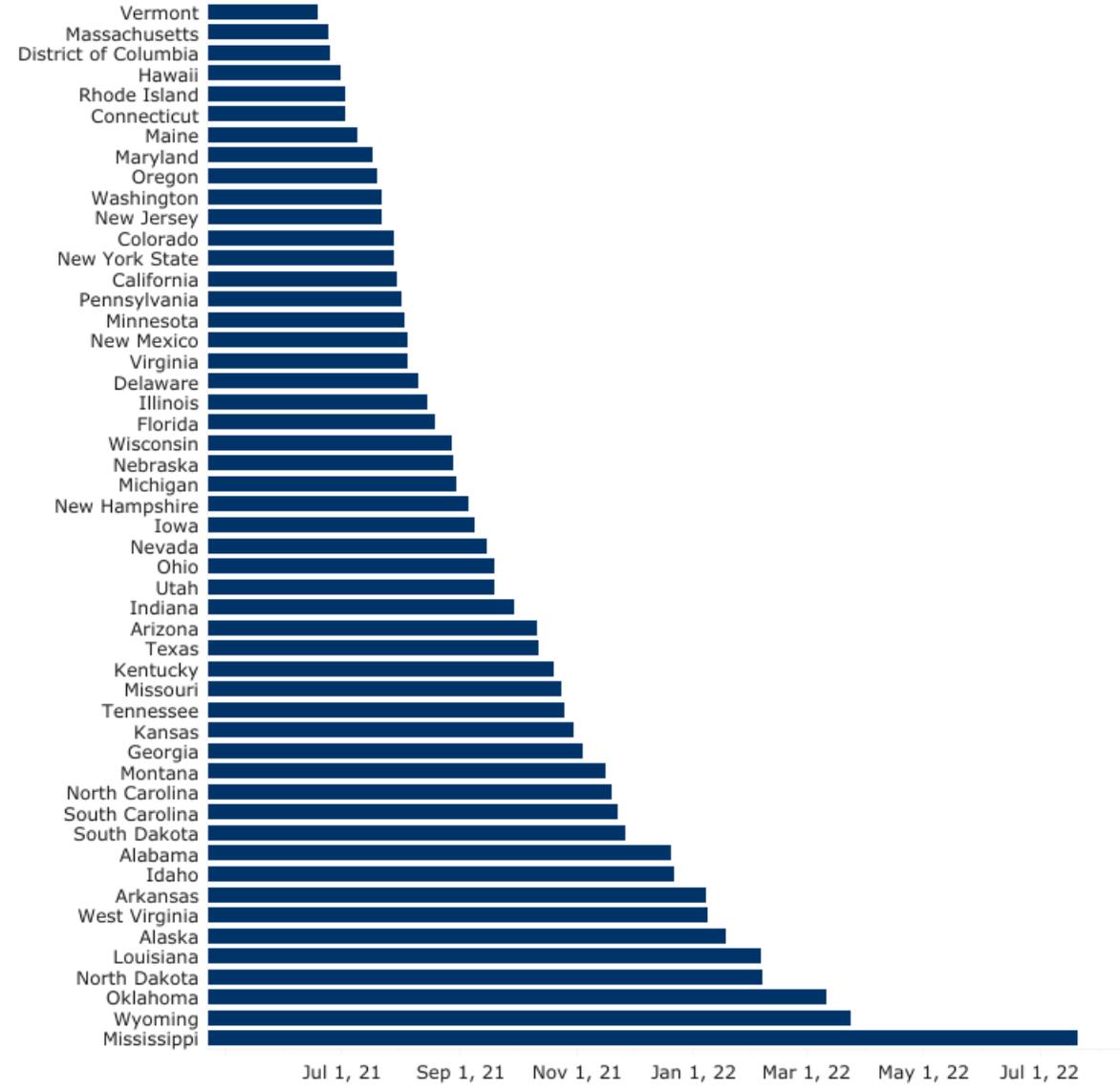
Vaccine rollout across the US continues to be promising, with the majority of states on track to vaccinate 70% of their populations by Q2 and Q3 of this year. The only exception to this is Mississippi, which has seen a slowdown in its vaccine distribution over the past week and would be on course to reach herd immunity in 2022 if it maintains its current rate.

Most of the Northeastern states are seeing great progress in their vaccination programmes and could reach the herd immunity threshold in Q2 of 2021

Vaccination completed
% population vaccinated, as of May 16, 2021



Vaccination completion timeframe at current rate
Time Period to vaccinate 70% of Population, as of May 16, 2021



Insights

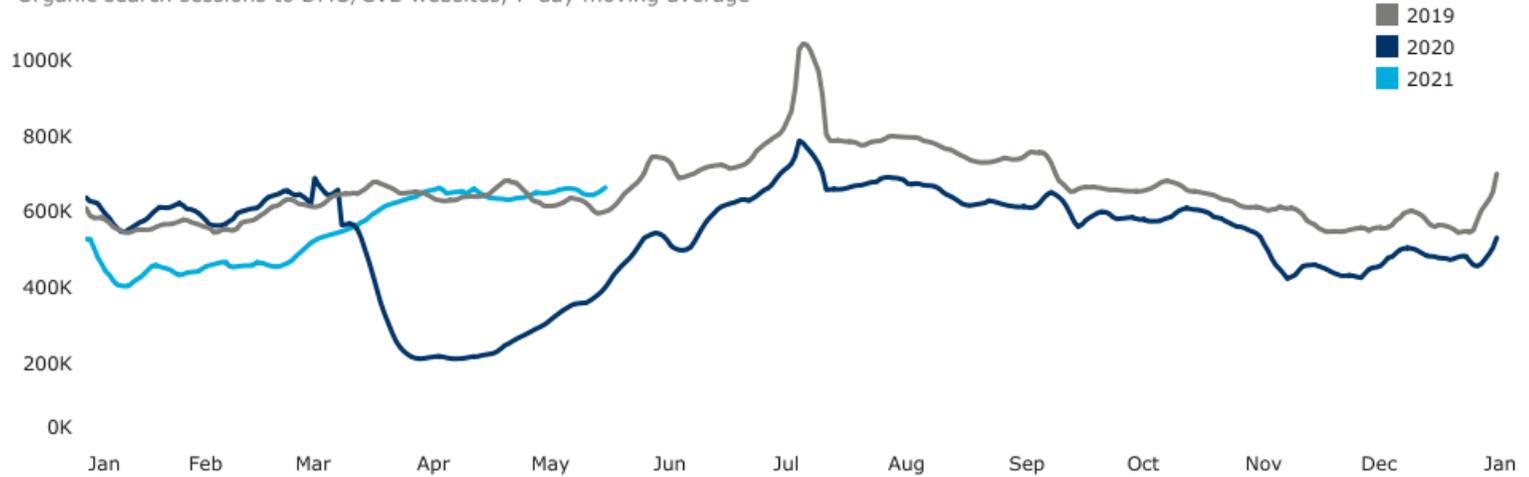
Organic search sessions on Destination Organization (DMO/CVB) websites continued to rise, posting an 8% gain through May 15th relative to 2019 – a stark contrast to the 39% decline relative to 2019 seen through the first half of May 2020.

Business travel conditions have seen a marked improvement recently, which has materialized into group lead volume rising to 38% of its 2019 level in April from just 25% in February.

Actual DMO/CVB group bookings rose to 76% of 2019 levels following a dip in March to 68% of pre-pandemic levels.

Website Traffic

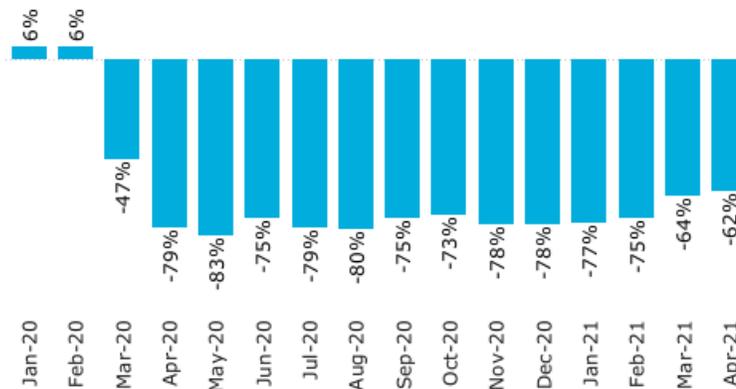
Organic search sessions to DMO/CVB websites, 7-day moving average



Source: Simpleview & Tempest (300+ U.S. DMOs)

US Group Lead Volume

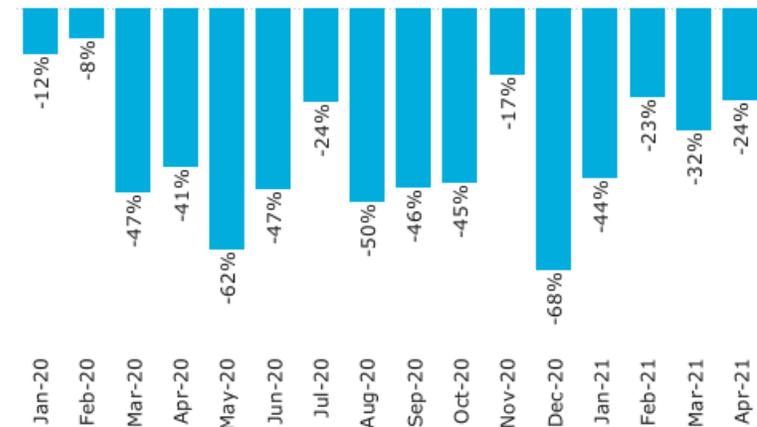
Event leads sourced during most recent months for future dates
% change from 2019



Source: Cvent

DMO/CVB Group Bookings

Hotel room nights contracted during most recent months
% change from 2019



Source: Simpleview CRM (250+ U.S. DMOs)

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DMO/CVB room nights on the books for the fourth quarter of 2021 stands at 20% behind its pace at the same point in time ahead of 2019Q4 – slipping slightly from being down 18% last month.

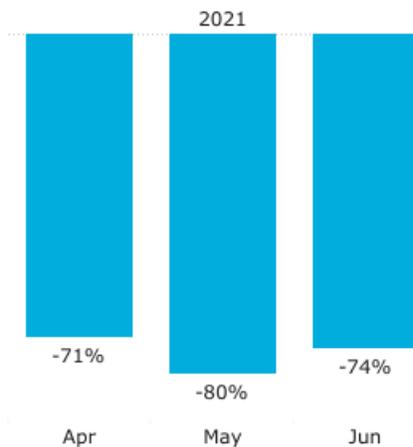
Air bookings pace for the next three months remains 73% behind the same period in 2019. However, a shortened booking window is as much to blame as lower demand.

Booking windows for leisure travel have also shortened relative to 2019; hotel bookings within the next week were up 12% relative to 2019 – the only booking window that exceeded its 2019 level.

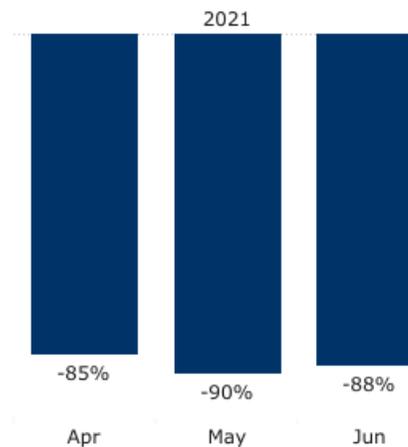
Air Trips Booked for Future Months

Booking pace relative to same time in 2019

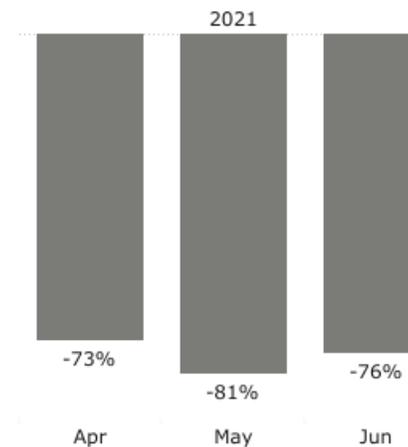
US Domestic



International Inbound



Total US



Source: OAG

Hotel Booking Window

Transient occupancy, relative to 2019

Booking Window	Bookings vs. 2019 (Index, 2019=100)
0-7 days	112
8-14 days	80
15-30 days	81
31-90 days	94

Source: TravelClick (as of May 2, 2021)

Hotel Booking Activity

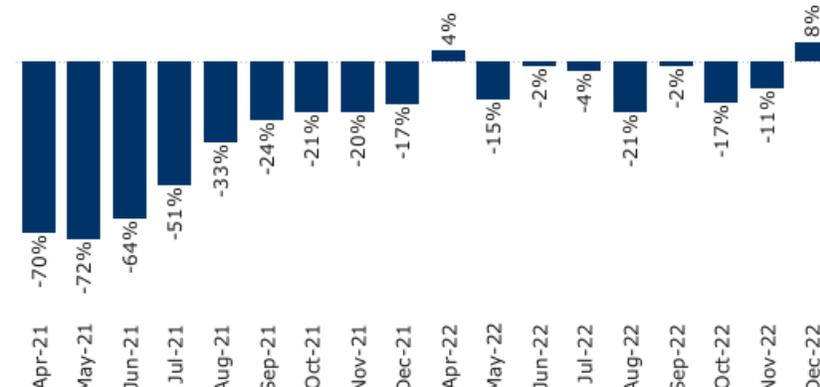
Net Reservations for the next 365-day period



Source: TravelClick

US DMO/CVB Group Room Night Pace

Room nights on the books, relative to 2019



Source: Simpleview CRM (250+ U.S. DMOs)

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US Economic Outlook

Oxford Economics May 2021

Generous fiscal stimulus and significant improvements in health conditions should support an unprecedented rebound in consumer spending and steady housing activity in 2021. In response, business investment and employment are expected to accelerate significantly over the summer.

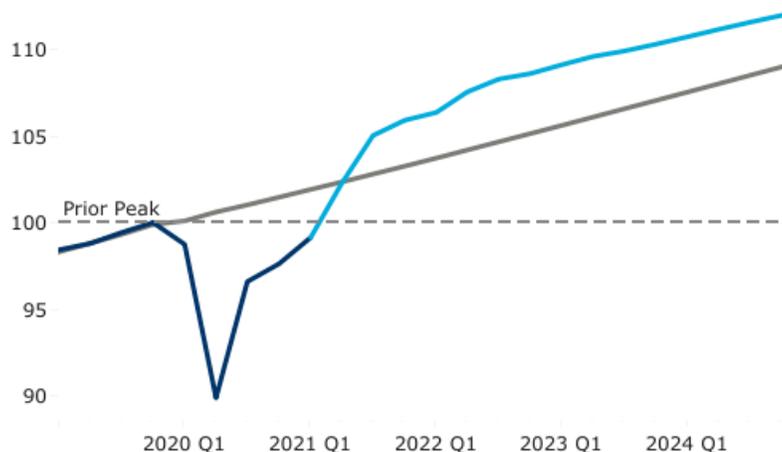
We have revised our GDP growth forecast up by 0.5ppts to 7.7% in 2021, the fastest rate since 1951. We have also increased our 2022 GDP forecast by 1.1ppt to 4.5% to reflect the expected lift from President Joe Biden's American Jobs Plan.

We foresee real consumption growth above 9% this year – the strongest performance since 1946; and anticipate the economy will add over eight million jobs this year, leading the unemployment rate to decline to 4.3% by year-end.

Business investment will be propelled by strong tailwinds, including large fiscal stimulus, buoyant demand, and strong corporate profits.

Gross Domestic Product (GDP)

Real, seasonally adjusted, index (2019 Q4 = 100)



Source: BEA; Oxford Economics

Unemployment Rate

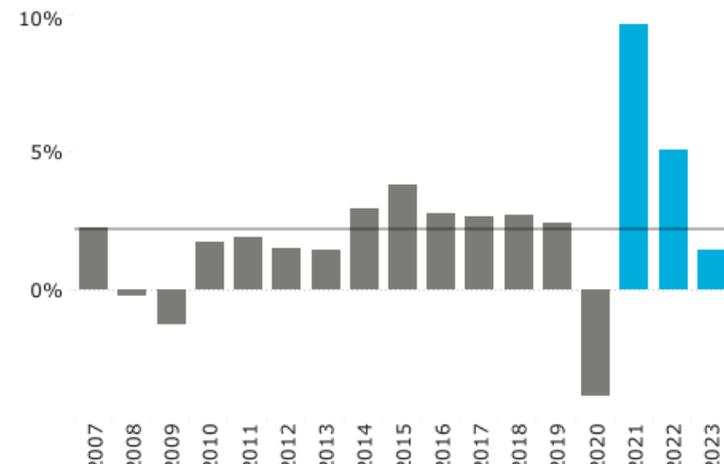
Seasonally adjusted



Note: Grey periods indicate recessions
Source: BEA; NBER; Oxford Economics

Consumer Spending

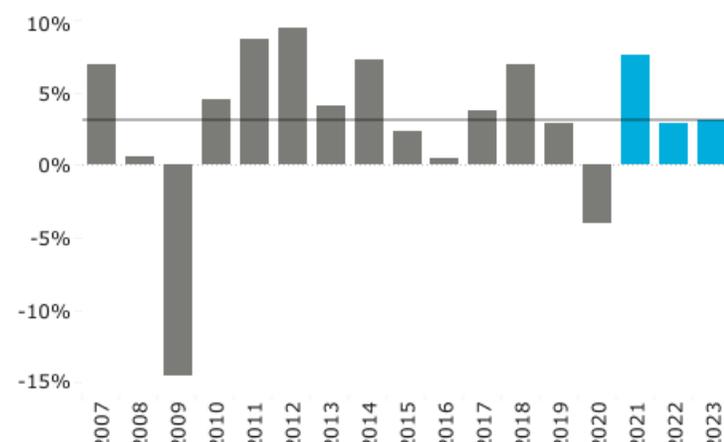
Real, annual growth



Source: BEA; Oxford Economics

Business Investment

Real, annual growth



Note: Nonresidential, private, fixed investment
Source: BEA; Oxford Economics

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Travel activity is expected to improve substantially in the summer of 2021 with domestic leisure travel leading the way.

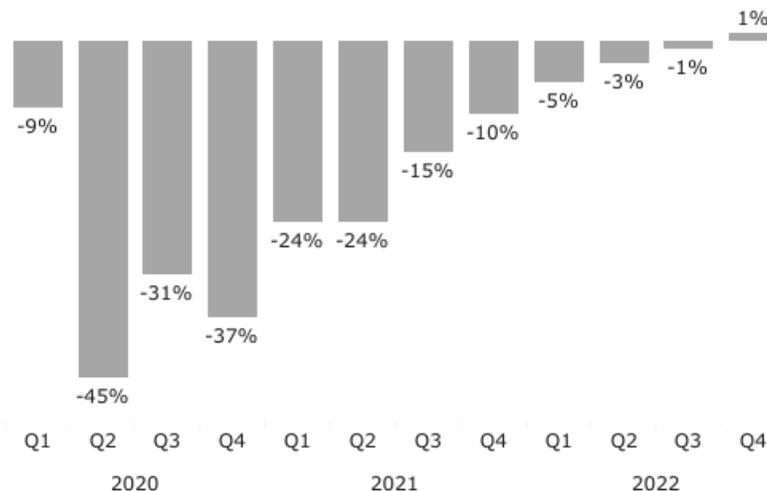
Air travel is expected to gain traction in the latter half of 2021 and recover strongly in 2022.

While the recovery is expected to accelerate through 2021, the number of domestic person trips is not expected to recover to 2019 levels until the end of 2022.

Even with the recovery of person trips, subdued spending per trip leads to domestic travel spending not recovering until after 2024, due to the prolonged reduction in business travel and long-haul travel and the lingering effects of the economic recession.

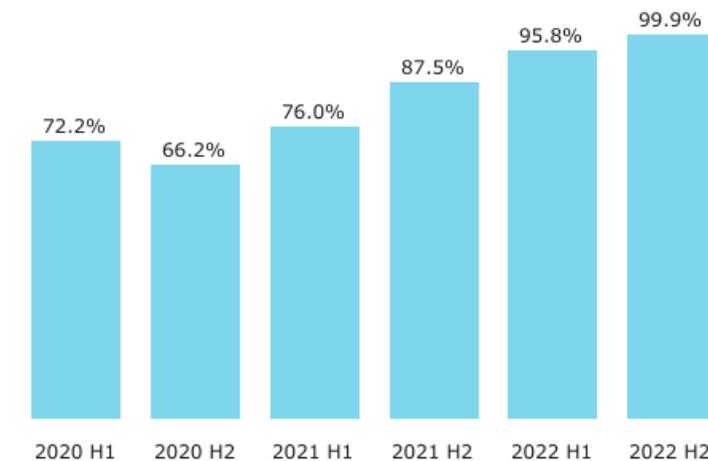
Domestic Person Trips

% change relative to same quarter in 2019



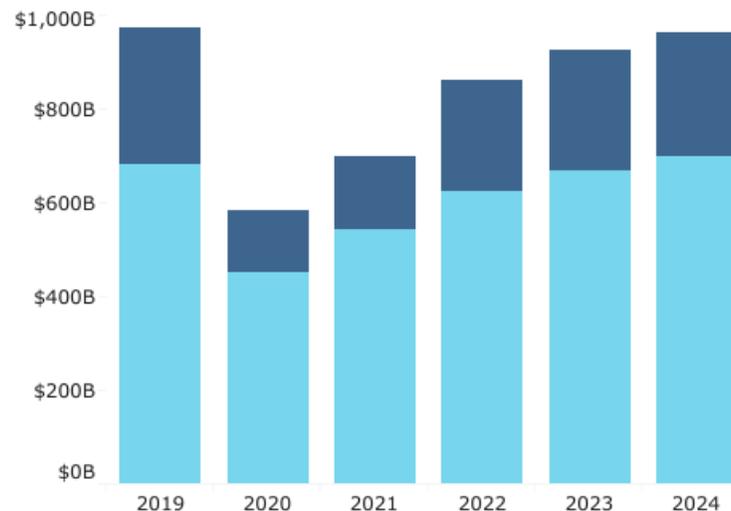
Domestic Person Trips

Level relative to the same period in 2019 (2019 = 100%)



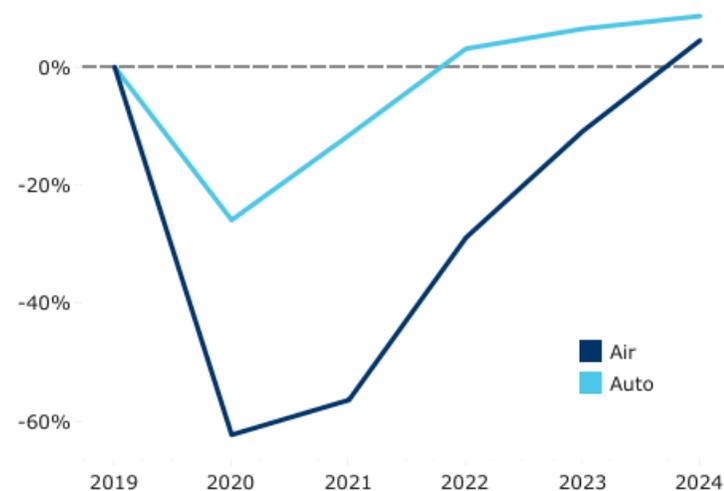
Domestic Travel Expenditures

Spending by segment



Domestic Trips by Mode of Transportation

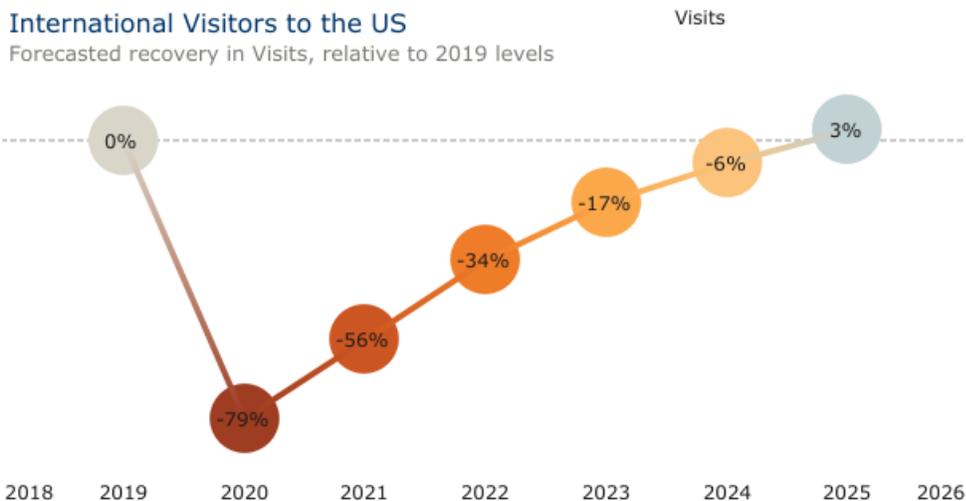
% change relative to 2019



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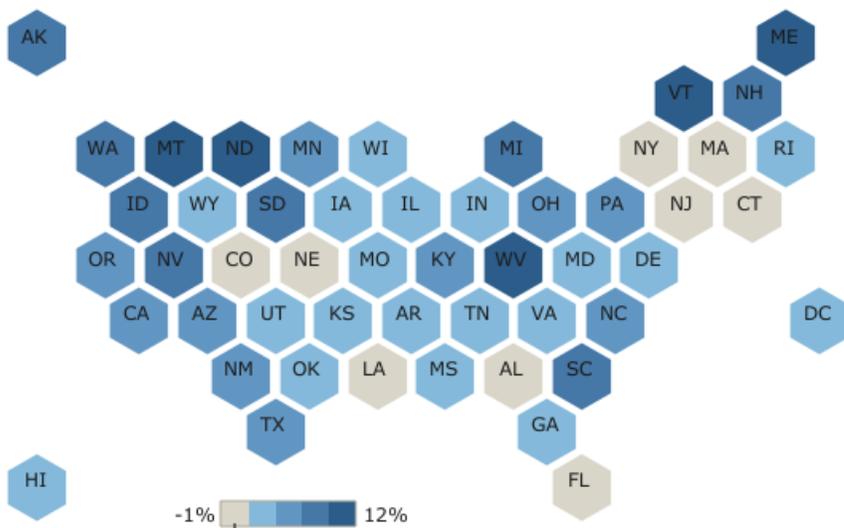
International Visitors to the US

Forecasted recovery in Visits, relative to 2019 levels



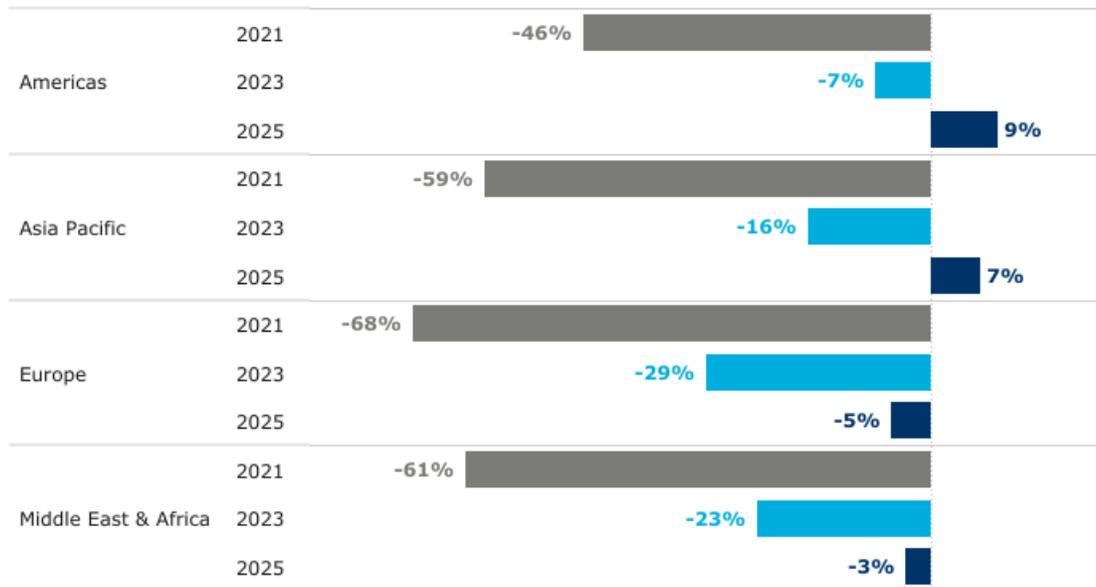
2025 Forecasted Visits by State

% change relative to 2019



International Visitation

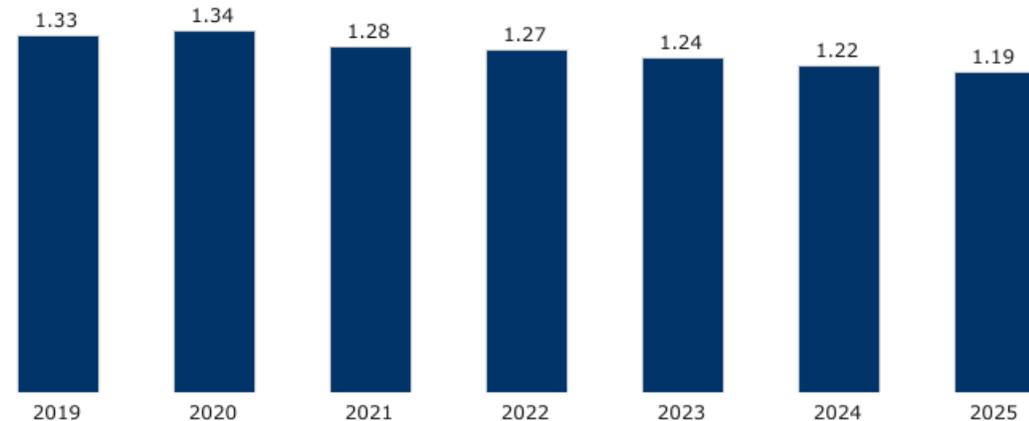
Forecasted recovery relative to 2019



Exchange Rates

Forecasted exchange rate by year, C\$ per US\$

Currency
C\$ per US\$



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Underpinned by stronger-than-expected demand during Q1, STR and Tourism Economics upgraded the latest U.S. hotel forecast (May 2021). Even with 2021 projections higher, full recovery of demand remains on the same timeline for 2023, while close-to-complete recovery of revenue per available room (RevPAR) is still projected for 2024.

Room demand in Q2 2021 is expected to be 15.1% below 2019 levels, representing a strong improvement relative to the 24.7% decline experienced in Q1.

Overall, 2021 room revenue is estimated to average 30.2% below 2019. In 2022, room revenue is forecast to increase to a level that is 14.8% below 2019.

According to the STR Market Recovery Monitor, in April, 45% of markets were classified as depression or recession, compared to 61% in March. Markets are classified as Depression if RevPAR (total room inventory) is less than 50% of 2019 level for the same month, Recession (between 50% and 80%), Recovery (80% and 100%), or Peak (above 100%).

U.S. Hotel Forecast Summary

YOY % change, as of May 11, 2021 forecast

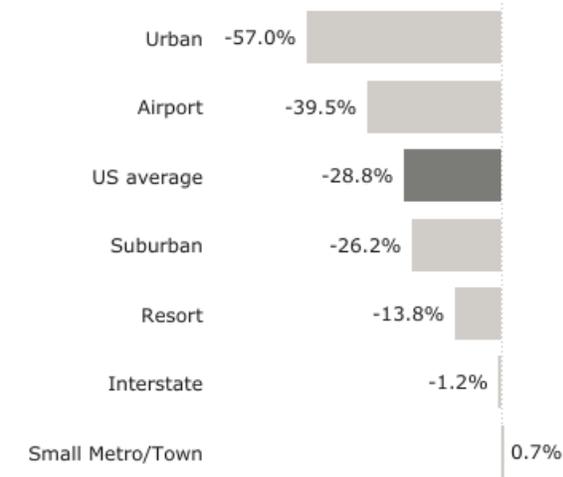
	2020	2021	2022
Supply	-3.8%	5.5%	2.7%
Supply (total room inventory)*	1.3%	1.3%	1.1%
Demand	-35.8%	29.8%	14.0%
ADR	-21.3%	6.3%	7.2%
RevPAR	-47.4%	-31.3%	-18.3%
RevPAR (total room inventory)*	-50.1%	36.2%	20.9%

* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR; Tourism Economics

U.S. Actual RevPAR Growth by Location

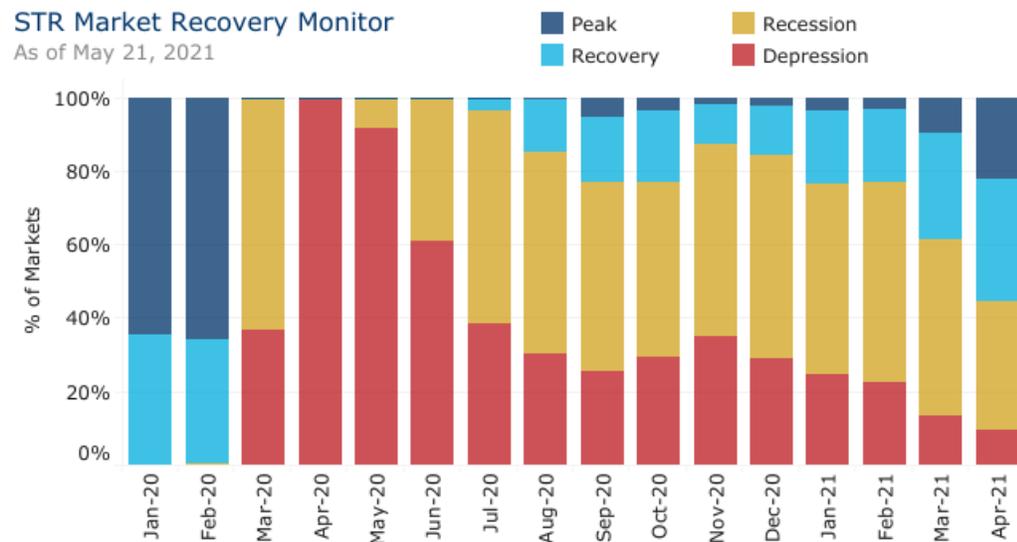
April 2021, % change relative to 2019



Source: STR

STR Market Recovery Monitor

As of May 21, 2021

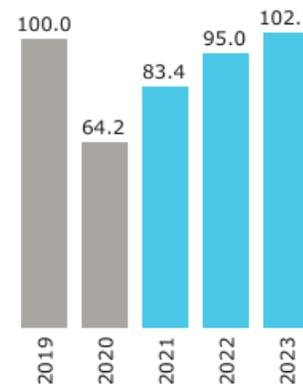


Source: STR

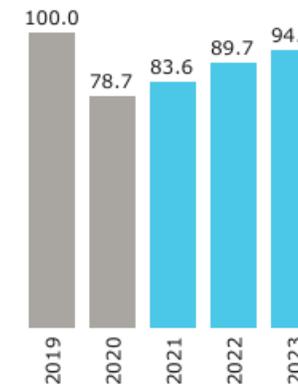
U.S. Hotel Forecast Indexed to 2019

Forecast released May 11, 2021 (2019 = 100)

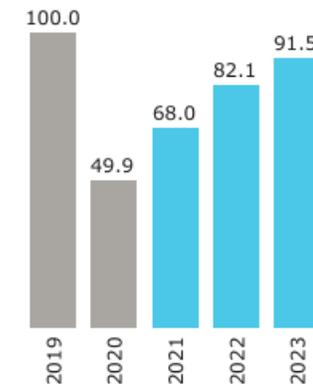
Demand Index



ADR Index



RevPAR Index*



* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.
Source: STR; Tourism Economics

From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] Ray Perryman: The outlook for the Texas economy
Date: Sunday, June 6, 2021 8:20:01 AM

USE CAUTION when clicking links & opening attachments!

Ray Perryman: The outlook for the Texas economy

wacotrib.com

With COVID-19 cases continuing to fall and vaccination rates rising, things are beginning to feel a bit more normal. The economy is growing, and the outlook remains positive as the health crisis abates. Here's a quick look at current conditions and our latest projections for business activity in the state.

Texas has recovered more than one million of the nearly 1.5 million jobs lost in March and April of last year due to the pandemic. The state added 13,000 jobs in April (on a seasonally-adjusted basis) as strong gains in a few industry groups, such as leisure and hospitality, and professional and business services, were partly offset by losses in construction, manufacturing, mining and logging — which in Texas is essentially oil and gas activity — and several others. The state's unemployment rate has improved significantly, but is still above the national level. The bottom line is that while we're moving in the right direction overall, there are still a few bumps in the road.

One issue is worker shortages, which were already a significant problem before the pandemic. Competition for knowledge workers and other skilled occupations is intense, industries such as restaurants and hospitality are having difficulty coaxing employees back, and school and child care challenges restrain the entry of many (particularly women). Supply chain challenges also remain. The pandemic disrupted the entire global manufacturing and distribution complex and it is quite a process to restore the relatively smooth functioning that typically supports production processes. This situation results in both cost escalation and bottlenecks that inhibit or even interrupt activity.

Our most recent forecast indicates an estimated 1.6 million net new jobs are projected to be added to the Texas economy by 2025, representing a 2.39% annual rate of growth over the period. This expansion is somewhat front-loaded, as the state continues to regain the activity lost during the downturn and returns to long-term patterns. Services industries will drive job gains, with wholesale and retail trade businesses also forecast to see notable hiring. Real gross product is projected to gain \$424.4 billion over the next five years and output in all major industry groups is forecast to expand, with the mining and services segments leading the way. In particular, the energy sector is expected to continue its strong comeback.

I expect Texas to reach pre-pandemic employment levels in the next year or two. The state's combination of natural resources, a large and growing population, and expansion in emerging industries position it well for growth. While there are challenges ahead, such as providing the requisite education and training for future jobs and assuring the provision of essential infrastructure, Texas has the potential to remain a growth leader for the foreseeable future.

Economist Ray Perryman is president and CEO of the Perryman Group, an economic research group and analysis firm based in Waco.

From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] Operator of three Dallas-Fort Worth shopping centers files for bankruptcy
Date: Tuesday, June 15, 2021 6:54:25 AM

Operator of three Dallas-Fort Worth shopping centers files for bankruptcy

Washington Prime owns 13 shopping centers in Texas, from El Paso to Longview, including the three in Dallas-Fort Worth and several in Austin.

Shopping center owner and operator Washington Prime Group has filed for Chapter 11 bankruptcy after COVID-19 left it with empty stores, unpaid rent and declines in shopper traffic.

Washington Prime operates 101 malls and strip centers, including 13 in Texas. Locally, the company owns Irving Mall, The Shops at North East Mall in Hurst and Richardson Square.

The Columbus, Ohio-based real estate investment trust, which controls 53 million square feet of retail space, was spun off from Simon Property Group in 2014 and included many of Simon's oldest malls and big box shopping centers.

Bankruptcy appeared likely after Washington Prime missed a \$23.2 million semi-annual interest payment in February and lenders entered into a forbearance agreement that was extended several times, including twice this month.

Washington Prime filed late Sunday in U.S. Bankruptcy Court in Houston and listed assets of about \$4 billion and debt of almost \$3.5 billion. Under Chapter 11, the company will be able to restructure and continue to operate its shopping centers.

Washington Prime's other Texas properties are Longview Mall, Fairfield Town Center in Houston, Sunland Park Mall in El Paso, Rolling Oaks Mall in San Antonio, Palm Crossing in McAllen, Wolf Ranch in Georgetown, and four in and around Austin: The Shops at Arbor Walk, The Arboretum, Gateway Centers and Lakeline Plaza in Cedar Park.

While traffic at malls is recovering since being closed temporarily during the health crisis, the pandemic has accelerated the decline of weaker malls. In many cases, mall appraisals have fallen below the value of the loans backed by the properties, making refinancing almost impossible. Instead, lenders are being asked for extensions on maturity dates.

MEETINGSNET



GLOBAL EVENTS PLANNING

A Snapshot of Sentiments about the Return to Meetings and Incentives

Two industry surveys show that getting back to in-person meetings and incentives before the end of 2021 looks promising but will come with changes in planning and execution.

Rob Carey | May 11, 2021

As vaccinations move along and rates of Covid-19 transmission drop across America, there's good news on the meetings and incentives front: 70 percent of more than 400 planners surveyed last month by Global DMC Partners said that their

organizations will begin holding in-person events by Q4 2021, while 84 percent of planners surveyed in the past month by the Society for Incentive Travel Excellence said that their first post-pandemic domestic reward-travel programs will take place by the end of Q1 2022. Further, 59 percent of the SITE survey respondents said that international travel-reward programs will happen in that time frame as well.

With 2021 in-person programs, though, many things will not be as they were in 2019. Global DMC Partners' Q1 2021 Pulse Survey found that meetings will become smaller than most planners expected. The percentage of respondents who said their largest in-person meeting in 2021 would be 250 or fewer people rose to 67 percent in April from 47 percent just three months prior, reflecting growing pessimism among respondents about event budgets in the near term: 52 percent said that their 2021 in-person budget will be reduced from 2020, up from 37 percent who said so three months earlier.

Also, 55 percent of respondents said that their meetings in the foreseeable future might require proof of Covid vaccination—although just 12 percent of respondents to Meeting Professionals International's Spring 2021 Meetings Outlook said as of last month that they will definitely require that. Meanwhile, 48 percent of Global DMC Partners' respondents said that Covid testing on site will be likely; 27 percent will likely require attendees to sign a liability release based on the event host's due diligence in keeping the event health-secure; and 25 percent will likely conduct contact tracing and tracking in the event an attendee tests positive for Covid on site.

Among those who responded to SITE's survey, titled "The Changing Face of Incentive Travel," contracting and risk management was ranked the most important issue (8.26 out of 10) among the issues deemed central to event success in the near future. The only other issues that came close in importance to contracting and risk management were destination selection (7.66) and improved analytics (5.26).

One stat that will make planners smile: 94 percent of SITE respondents said that their executives were "100-percent supportive" of resuming incentive-travel

programs in the post-Covid environment, while the remaining six percent said their executives were somewhat supportive of future reward-travel programs.

As for permanent changes to organizations' meetings portfolios, 30 percent of respondents to Global DMC Partners' survey said that more than half of their in-person meetings will use a hybrid format from now on, while another 30 percent said that more than half of their meetings will be fully virtual. For advice on how to manage a meetings team that must now balance a portfolio of in-person, hybrid, and virtual events, check out this MeetingsNet article .

Source URL: <https://www.meetingsnet.com/global-events-planning/snapshot-sentiments-about-return-meetings-and-incentives>

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BUSINESS > REAL ESTATE

Here's why the city of Grand Prairie is building hotels and restaurants at Epic Central

The latest developments are part of a \$75 million bond recently approved by voters.



A rendering from Merriman Anderson Architects shows the hotels planned at Epic Central in Grand Prairie. (Courtesy Grand Prairie)



By [Sarah Bahari](#)

11:24 AM on May 24, 2021



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Grand Prairie plans to build two new hotels, several new restaurants and a large outdoor lawn, thanks to \$75 million in bonds **approved by voters** May 1.

City officials say they are receiving bids for the projects, with construction scheduled to begin later this year.

These will be the latest pieces of the city's Epic Central development, which already includes five lakes, a water park and a recreation center.

ADVERTISING



“Our goal here is to create a destination spot for our citizens and people from this region and beyond to enjoy,” City Manager Tom Hart said. “This will really put our city on the map.”

Construction is expected to take 12 to 18 months.

Here's a look at what's included, why and how much everything will cost:

The hotels

Grand Prairie will spent about \$50 million to build two hotels connected by a conference center, swimming area and other shared amenities with a total of 272 rooms. The city plans to lease management and operation to a hotel company, with one hotel being a Hilton Garden Inn and the other a Homewood Suites.

Both hotels will draw business visitors from nearby Lockheed Martin and Airbus Helicopters, Hart said, as well as families visiting Epic Central, which is just off State Highway 161.



NEWS

These 10 companies in Grand Prairie employ more than 17,000 people

BY SARAH BAHARI

Why is the city building the hotels?

Texas is providing Grand Prairie an incentive to build the hotels by returning all sales tax generated at the hotels and conference center, as well as anything located within 1,000 feet, to the city, Hart said.

Conservative estimates have the deal returning \$25 million back to Grand Prairie over the next 10 years, according to the city. The revenue generated will exceed the cost of bond payments and boost the tax base, Hart said.

The restaurants

Grand Prairie will spend roughly \$16 million to build restaurant shell spaces in Epic Central and has negotiated to bring Stirr, Vidorra and Serious Pizza to three spaces. A fourth spot will become Loop 9 BBQ, an upscale barbecue restaurant by Larry Levine, the founder of Chili's.

In addition, the project will include a more casual food hall.

These restaurants will be near Chicken N Pickle, a rotisserie chicken restaurant and pickle ball venue, which is currently under construction.

Entertainment zone

The city is working with the State Legislature to establish an entertainment zone at Epic Central that would allow patrons to carry alcoholic beverages within the area, Hart said. That's especially important because an outdoor lawn area would host events.

Both Sundance Square in Fort Worth and Texas Live in Arlington have this legislative approval.

Downtown improvements

Grand Prairie plans to use the remaining funds, roughly \$9 million, to purchase or build new amenities downtown and invest public-private partnerships.

"We're working hard to bring downtown back to life, and this will give us tools in our toolbox," Hart said. "We want people living, eating and shopping downtown."



POLITICS

Grand Prairie mayor urges city council and manager to lower the tax rate

BY SARAH BAHARI

MBN TEXAS

MINORITY & MULTICULTURAL BUSINESS NEWS



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Options shown



Impeccable execution

After 26 years with PepsiCo Inc., the global food and beverage giant made an enticing early retirement offer to Sam Reed Jr., a sales and operations executive. It was a blessing in disguise for him. He had always wanted to own a small business and viewed the company's offer as an opportunity to pivot into the life-changing role of entrepreneur.

He took a year off after retirement to study more than 30 independent and franchise investment options. Based on his professional experience, a business broker suggested he consider a retail operation with a customer-service focus. That insight narrowed his search to franchises, preferring a proven operating model that — with impeccable execution — would be successful.

In 2012, Reed became one of only about a dozen minority owners among AlphaGraphics Inc.'s 250 worldwide print, marketing, graphics design and signage locations.

He said finding the right geographic location was a critical business decision; he settled on Irving, Texas, in the epicenter of Dallas-Fort Worth.

"I did a lot of research and decided that Irving is like a mini-Silicon Valley, filled with businesses of all shapes and sizes," Reed said. "It's known as the 'headquarters of headquarters' in Texas for its Fortune 500 companies, and I was confident that I could grow my business — not at the typical rate, but even faster — because of the city's aggressive recruitment of international corporations. It's proven to be a good decision."

What's the biggest difference between being an executive with a global corporation and a small-business owner? "You have to be a self-starter to be an entrepreneur. You make all the decisions. You must be goal-focused and passionate about your work," he said. "You need team leadership and people. While you never have a day off, it's also the most satisfying work I've ever done. For me, this is my legacy. I'm building this business for my family."

Reed is so committed to community engagement and public service that it's in his company's mission statement. He currently serves as chairman of the Irving-Las Colinas



Sam Reed Jr., owner, AlphaGraphics Irving/Las Colinas

Chamber of Commerce, which includes 1,900 member-investors representing 250,000 employees. He's led the organization through the trials of a pandemic, but one of his proudest achievements was the chamber's "boots on the ground" blitz campaign supporting local small businesses.

"In a single day, in the middle of a pandemic, our chamber staff, volunteers and public officials personally visited nearly 1,000 small businesses. We weren't asking for anything. We just wanted to thank them for creating great goods and services in Irving-Las Colinas," he said. "We wanted to see what their issues were and how we might help them. They were so grateful. We left them with resource materials prepared by AlphaGraphics. It was a herculean effort and one of the most gratifying — and exhausting — days of my life."

In the 10 years Reed has been in business, his AlphaGraphics franchise was voted the 2018 "Most Improved" among AlphaGraphics' worldwide affiliates and 2019 "Small Business of the Year" from the chamber. His secret? With more than 450 enthusiastic customer testimonials, it's "outstanding service and great employees!" ■



While [as an entrepreneur] you never have a day off, it's also the most satisfying work I've ever done. For me, this is my legacy. I'm building this business for my family.

— Sam Reed Jr.

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