



---

**Board of Directors Meeting**

**Monday, May 22, 2023 @ 11:45 a.m.**

**Irving Convention Center  
Third Floor, Junior Ballroom C-D**

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

---

(Lunch Served 11:15 a.m.)

OCTOBER 2022-SEPTEMBER 2023

Place	Last	First	10/21/2022	11/11/2022	12/19/2022	1/24/2023	2/27/2023	3/27/2023	5/01/2023	5/22/2023	6/26/2023	7/24/2023	8/28/2023	9/02/2023
1	Cooperstein	Karen	P	P	*	P	P	P	P					
2	Basoco	Michael	*	P	P	#	P	P	P					
3	Gibson	Colvin	#	P	P	P	P	P	P					
4	Stewart, Jr	Richard	P	P	P	P	P	P	P					
5	Bourgeois	Robert	P	P	P	P	P	P	P					
6	Arafat	Yasir	#	#	#	P	P	P	P					
7	Reed	Sam	*	P	P	P	P	P	P					
8	Mahoney	William	P	P	P	P	P	P	*					
9	Gears	Herbert	P	#	P	P	#	P	P					
10	Hoskins	Nydia	*	P	#	P	*	P	#					
11	Kang	Julia	P	P	P	P	P	P	P					
12	Malcolm	Greg	P	P	P	P	P	P	P					
13	Cole	David	P	P	P	*	*	P	P					
	Bowman	Beth	P	P	P	P	P	P	P					
	Burke	Dallas	*	*	#	P	*	*	#					
	DeBeaudry	Tommy	#	#	#	#	*	P	P					
	Fenley-Garcia	Stephanie	*	#	P	P	P	P	P					
	Hawkins	Todd	*	P	P	P	P	P	P					
	Hillman	Chris	*	*	P	#	P	P	P					
	Limon	Kim	*	P	P	*	P	P	*					
	O'Briant	Kelly	#	#	P	P	P	P	P					
	Perelman	Janie	N/A	P	#	P	*	P	*					
	Perot	Hammond	*	P	P	P	P	P	*					
	Philipp	Joe	P	P	P	P	P	P	P					
	TIF	TBD												
Liaison	Taylor	Councilman Kyle	P	P	P	P	*	*	*					
	Venegas	Clare	#	#	#	#	#	#	#					

**P = Present**  
**\* = Business**  
**# = Other**  
**p = Represented**

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, May 22, 2023 at 11:45 AM**  
**Irving Convention Center, Third Floor Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

---

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

---

1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for May 1, 2023
3. Accepting the ICVB Financial Reports – April 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – April 2023

**Board Reports**

6. Board Chair Report
  - Recognition of Service – Councilman Oscar Ward
  - Las Colinas Association Mobile Experience
  - Next Board Meeting – June 26, Irving Convention Center
7. Board Committee Reports
  - Board and Business Development – Herb Gears
    - Next Meeting – June 9
  - Community Engagement – Colvin Gibson
    - Next Meeting – July 11
  - Destination Development – Greg Malcolm
    - Recap of May 9 Committee meeting
    - Next Meeting – August 8

## AGENDA - Continued

---

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

### CERTIFICATION

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

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

---

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

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

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

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



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

## **AGENDA ITEMS**



**MINUTES**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, May 1, 2023 at 11:45 AM**  
**Hilton Garden Inn DFW South – Orchid and Camelia**  
**2001 Valley View Ln.**  
**Irving, Texas 75061**

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Greg Malcolm, Kelly O’Briant, Joe Philipp, Sam Reed – Board Members; Mayor Rick Stopfer, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Senior Assistant City Attorney Christina Weber, Councilman John Bloch, Councilman Oscar Ward and Councilman Mark Zeske – City of Irving; General Manager Tom Meehan – ICC Staff; Anabel Espinoza, Lori Fojtasek, Maura Gast, Marianne Lauda, Brenda Lopez, Brice Petty and Susan Rose – ICVB.

Board Chair Bob Bourgeois called the meeting to order at 11:48 a.m. and inquired if there were any citizen comments; there were none.

**CONSENT AGENDA**

- Approve ICVB Board Meeting Minutes for March 27, 2023
- Accept the ICVB Financial Reports – March 2023
- Review the Hotel Occupancy Tax Collections
- Accept the ICC Financial Reports – March 2023

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

**CHAIR REPORT**

- Bourgeois reported the next Board meeting will be on May 22, 2023, at the Irving Convention Center.
- He thanked Irving - Las Colinas Chamber of Commerce President Beth Bowman and her team for hosting the Trade Mission from the Republic of Panama. Bourgeois and Executive Director Maura Gast accompanied Mayor Rick Stopfer, Mayor Pro Tem Al Zapanta and others from the Chamber. University of Dallas was the strategic partner in hosting this delegation.
- Bourgeois reported on the Invited Celebrity Classic and the USA Triathlon Multisport National Championships. Both events were well attended. He had the opportunity to tour the Las Colinas Association 50<sup>th</sup> anniversary mobile experience at the tournament.
- Bourgeois congratulated the successful Irving - Las Colinas Chamber of Commerce on the Wells Fargo groundbreaking and luncheon.
- Bourgeois mentioned a [Dallas Morning News](#) article in the packet referencing DFW International Airport remains the second busiest airport in the world.
- Bourgeois congratulated the Irving - Las Colinas Chamber of Commerce on choosing Brad Watson as the Chairman-Elect. An excellent choice and will do well at succeeding Janie Perelman.

#### COMMITTEE REPORTS:

##### Board and Business Development

Committee Chair Herb Gears reported:

- The next Committee meeting is scheduled for June 9 at the Irving Convention Center.

##### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- The Community Engagement Committee met on April 11. Discussion topics were:
  - Kaylen Vessel was the recipient of the ICVB Hospitality Industry scholarship. She will be attending the University of Houston Hilton College of Hospitality. The committee is excited and delighted to use the existing criteria and get an appropriate student.
  - The Irving Convention Center staff has been working with culinary students in the Irving School system.
  - The High Spirited Citizen recognition luncheon is likely to be in September or October and the committee will continue to accept nominations. Also looking at a couple of ways to make the nomination process more organic and opportunities to deploy High Spirited Citizens in activities that will benefit the Convention Center and ICVB.
  - The Volunteer Visitor Information Program will be restarting; this was paused due to COVID.
  - The Committee will be adding up to four non-I CVB Board members to help progress towards the Strategic Plan.
- The next Committee meeting is scheduled for July 11.

##### Destination Development Committee

Committee Chair Greg Malcolm reported:

- Malcolm noted a correction on the agenda of the date of the next meeting. The next Committee meeting is scheduled for May 9 at 11:30 a.m.

#### CITY REPORTS

Councilman Oscar Ward:

- Only six tickets left for the May 12 Fish Fry from 5-7 p.m., please let him know if you are interested.
- Looking forward to continuing attending the Board meetings after his term ends. This is a top-notch Board and is informative of what is going on in Irving.

Councilman Mark Zeske reported:

- Zeske's daughter teaches at Eaton High School, in Haslet, and is the student government sponsor. A group of her students attended the Texas Association of Student Councils at the Convention Center. There was glowing praise for the Irving Convention Center, hotels, and restaurants from the group.

Councilman John Bloch:

- Reported that one of the conversations at Council Work Session will be discussing amendments to entertainment uses in the zoning ordinance. Potentially will be revising how and where certain types of entertainment uses can be zoned and making distinctions between indoor and outdoor.

Mayor Rick Stopfer:

- Reported the Convention Center has been doing outstanding work in recent months. He has spoken at three or four different conferences, including the National Catholic Educational Association convention. They had 3,000 attendees and utilized the Toyota Music Factory and hotels in the area.
- The Albertson's store groundbreaking took place on Friday, April 28, 2023.
- Much has been done in the last few months in recognizing what residents would like to see in the Recreation Centers. Public input will be taken for the location near the Mustang Facility.
- It is great to see the City of Irving showcased with the USA Triathlon Multisport National Championship and Invited Celebrity Classic Golf Tournament.
- Attended the Southern Star Legacy Awards with many of the businesses in Irving. There are about 50 Japanese companies that are represented in Irving. They honored the outgoing CEO and President of Toyota, Akio Toyoda. Toyota is involved in the City of Irving as they sponsor our Music Factory with Live Nation.
- Also reported on the visit from the group from Panama. People are looking more at the City of Irving and what the City can do, and how it can become part of the global economy.
- There are three items on the City Council agenda this week and each is over a million dollars for different road construction projects across the community.
- Ten buildings have changed hands in the last six months in downtown Irving.
- There has been a great response to the Music in the Park series. One was cancelled due to the weather, but the other three events had 250-400 attendees. The park and the area are starting to see great activity, which will increase once all the road construction is complete.
- Encouraged everyone to take time and provide input if there are any projects in their neighborhood.
- Mayor Stopfer and Bowman met with Kelly-Moore Paint's Board of Directors and staff. They are excited to be in Irving. They brought 50 employees with them and are looking to hire 250 locally for their headquarters.
- *Neighborly* offices in the same building as Kelly-Moore, and they are also going through expansion and will be taking up two more floors in the building. They do a lot of work with veterans and give a 30-40% discount on their franchises for veterans.
- Excited to partner on three new homes with Habitat for Humanity. Pioneer Natural Resources has agreed to underwrite and be part of that project on these homes.
- Mayor Stopfer asked the City Manager to work with DART and find out what the City is getting for their dollars. Irving was contributing about \$72-74 million pre-pandemic. This year Irving will invest \$100 million. Some bus routes have been eliminated which causes internal problems with Dallas, and the permits cost DART \$150,000 a day. Stopfer and Hillman have been involved and trying to clean this up.

Board member Michael Basoco asked Mayor Stopfer about the ExxonMobil site. The Mayor reported he initially had thought the site could be a good opportunity as a City facility. The City saw an opportunity to buy and remodel the building and there would be another portion to sell, but they were unable to get bidding on the site. The land was bought by CCI. When Exxon decided it would sell the land, the City agreed that the parcel across the street would go to multifamily development and the bulk of the 290 acres would stay in commercial. If anything is done other than commercial, it will need to come to the Council and Planning and Zoning Commission for a change.

City Manager Chris Hillman reported:

- Congratulated Gast and team on the Invited Celebrity Classic Golf Tournament and the USA Triathlon Multisport National Championships. Two massive events with thousands of people; everything was professionally managed and well handled.
- Congratulated Mayor Stopfer, City Council, the Chamber team, Assistant City Manager Philip Sanders, and Senior Assistant City Attorney Christina Weber on the Wells Fargo groundbreaking event. It has been a 4.5-year process. Phase One includes 800,000 square foot facility, and half a billion dollars. Also, two more phases each with another 400,000 square feet. Wells Fargo will have 5,000 employees and an opportunity to bring in thousands of hotel room nights.
- Budget season is here, and it will be interesting to see what happens relative to the economy. There was recently another bank failure over the weekend. This is the second largest bank failure in the country's history. The economy in Irving is still strong. There is a lower unemployment rate in Irving than in the state and the country. Wells Fargo is a fitting example of how the City is trying to ensure that businesses are highly successful.
- Proposing a budget that focuses on recruitment and retention to ensure the City has all the right people. There are approximately 200 open positions in the City. The City has been aggressive in filling those positions with hiring incentives, referral incentives, flexible schedules, work from home options. There is 11% turnover, which is about three percentage points higher than the previous years. It is the second lowest turnover rate of our comparable cities. Focusing on a competitive pay and benefits programs.
- The City's Annual Financial Report is published. There has been some confusion relative to a City "surplus," but this is not actually a surplus. It was a change in the total asset value from two fiscal years ago. That is the City's net position and not a surplus. The value of all the City's assets rose and increased in value, year-over-year. The newest numbers for this year in the net positions for the City are now about \$120 million. The City is making investments in our infrastructure, which increases the value of the City's net assets. For the General Fund, the actual operating surplus was about \$19 million.
- Election day is Saturday, May 6.
- Music on Main events have been a remarkable success, having hundreds of people attend. There will be movie events in the park later this fall.
- The City's Fusion event celebrates the diversity in Irving. It will take place at Heritage Park on May 20.

#### BUREAU MANAGEMENT AND STAFF REPORTS

Bourgeois welcomed, on behalf of the Board, Anabel Espinoza as the new Marketing and Communications Coordinator. Gast introduced Espinoza. She came to the ICVB from the Irving Convention Center's accounting team. She is an Irving native and lives in Irving with her husband and two children. She worked with the Irving ISD and graduated from Irving ISD.

#### Bureau Management

Executive Director Maura Gast reported:

- The budget process has begun and the CVB is anticipating a flat budget, as far as hotel collections go. There is still concern about softness later this year with the possibility of a recession. The budget process is being approached conservatively.

- Senior Assistant City Attorney Christina Weber reported that the City Attorney's office will be filing for the delinquent hotel occupancy tax payments for litigation, and the item will go to City Council for authorization on June 8.
- The Irving-Las Colinas Chamber of Commerce and the ICVB will have proclamations at the City Council presented in recognition of next week's National Travel and Tourism week. Gast encouraged the Board members to attend on Thursday, May 4 at 7 p.m.
- Gast will be reporting the semi-annual ICVB update at work session on Thursday.

Gast reported for Marketing and Communications:

- The Invited Celebrity Classic, which is the PGA Legends event, was back for a second year. Staff had a presence in the media center, providing support as well as hospitality. They have confirmed that the tournament will be back for another year, with those dates set for April 15-24, 2024.
- The Marketing team created a social activation on the main plaza at the USA Triathlon Multisport National Championship Festival. The Visit Irving-branded photo opportunity was a well-executed, well-located visual rocking swing surrounded by running shoes with the hashtag Irving Rocks.
- There was concern from residents in the Urban Center regarding signage for the event. Working on better communication for road closures in future events. An attendee from La Jolla, California stated they were so impressed with how well everything thing was done and how pleasant and helpful people were.
- There were 238 marketing-generated sales leads in March, which was down slightly from the previous month but is a 25% increase over the previous year.
- In March, the Staycations campaign generated over 6,000 hotel referrals. Over the last twelve months, the Staycations Campaign has generated over 95,000 hotel referrals, representing over \$324 million in potential economic value. The programs are working and grateful for the support of City Management and City Council for the access to the funds.

Gast thanked Zeske for pointing out the National Catholic Education Association and Texas Association of Student Councils conferences. The NCEA group will be going to Pittsburgh next year, it is a big marketplace.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Irving recently hosted several big groups. The National Catholic Education Association conference had approximately 4,000 attendees. This was a big event for Irving and encompassed much of the City. Attendance data on the Invited Celebrity Classic and USA Triathlon Multisport National Championship is being gathered and hope to be able to report the numbers at the next Board meeting.
- There are some great upcoming events. TexSom and Texas Cornhole League, which will have approximately 1,000 attendees. Frightmare is coming in May, they are expecting 8,000 attendees. Irving hosted Frightmare before the Convention Center was built at the Sheraton DFW Airport Hotel and it had to move because they outgrew the space. We are excited to see how the event will work at the Convention Center. A-KON is expecting approximately 16,000 attendees. They are utilizing the Convention Center, the Texas Lottery Plaza, the Westin Convention Center lawn, and many other locations in the Urban Center.
- Steubenville is returning and expecting 5,000 attendees and will be a presence in the area.
- *Neighborly* is a great partner to Irving. They are going through the CVB to source hotels, Sales Manager Matt Tungett has a great relationship with them. We are excited to see their growth.

- Thanked everyone who came out and volunteered for the USA Triathlon or the Invited Celebrity Classic.

#### Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for March shows:
  - There were 621 available listings, which is about a 43.4% increase in listing over last year's figure of 433.
  - The Average Daily Rate was \$221.23, which was an increase of .14% over last year.
  - Occupancy percentage of 57%, which was a decrease of 4.64% compared to last year.
  - For the hotel comparable subset, Average Daily Rate for March was \$112.19, a decrease of .23% from last year, with occupancy at 56%, a decrease of 8.72% from last year.
- The Branding survey closed on April 28. Rose thanked City Manager Hillman and his Communications team for helping promote the survey; each time the deadline was extended they were accommodating. The team that is working on this is in the preliminary stages of reviewing and analyzing the data. The goal is to complete the review in June and will be sharing the next steps with the Board.
- Over the last few weeks many of the Finance and Administration team attended conferences.
  - Office Manager Carol Boyer is attending a conference to obtain continuing education credit for her Certified Meeting Professionals Certificate. Thanked Sales and Services Coordinator Brenda Lopez for filling in while Boyer is out.
  - Accounting and Budget Director Marianne Lauda attended the Government Finance Officers Association of Texas Spring Conference held in Round Rock.
  - Technology Manager Brice Petty attended the Simpleview Conference in Houston.
- The team is working with several departments at City Hall and the ARPA Compliance Readiness Review team. They will be examining our readiness by evaluating the adequacy of the existing control design and structure and providing recommendations for improvement to ensure efficient, effective, and compliant internal processes of the City's ARPA funds.
- Continuing to work on FY 23/24 Budget.

#### CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- The ICC made their budget again in March and have made the budget for five of the first six months of the year. They have only missed one month by about \$20,000. Comparatively right at the doorstep of the 2019 numbers.
- ICC revenues are extremely high, but expenses are also up this year with the cost of labor, food, and supplies.
- For the year, there have been 19 events in March, 104 events for the year, compared to 96 last year. Attendance for the month of March was approximately 20,000 guests, and for the year were over 91,000 guests, compared to 67,000 guests last year. During the National Catholic Education Association conference, all the restaurants in the area were full, which was an amazing site to see.
- Booked 2,187 room nights in March with Convention Center events, year to date at 16,578 compared to last year 14,451 room nights.
- Currently, the customer service score for the year is at 92%.



- There are many events in the Convention Center in the months of May and June. Texas Cornhole, Trampoline and Tumbling, North Texas Business Alliance, Minority Supplier Development Council, and many other events in between.
- Building projects include:
  - Three new Combi commercial ovens, three blast chillers and two smokers have been installed. Currently testing out the smokers. The smokers will hold over 170 pounds of meat and will be able to smoke overnight, which will allow them to extend menu options.
  - The outside lighting equipment has shipped and is on its way to Irving. As the equipment arrives, plans will be made to replace the exterior lights on the building with new color changing LED lights.
  - A new parking system is being installed at the Westin Irving Convention Center garage and should be operational by the end of this week. If all goes well, it will go into the ICC parking garage next.
  - Painting and updating projects throughout the building.

Colvin asked Meehan to highlight what the ICC staff is doing with the Irving ISD culinary students. Meehan reported that the ICC is working with ISD culinary students at events the District has hosted. They are learning how to set tables, clean silverware, and serve with the ICC servers and all the prep work it takes to put on a banquet. It is a great partnership to continue to develop the student's skills and help them learn how to interact with the public.

Gast asked Meehan to comment on the SWAT training on Thursday. Meehan reported that SWAT will be training on suicide jumpers from buildings. There will be police presence, but it will all be training.

#### INDUSTRY PARTNERS

##### LIVE NATION UPDATES

Live Nation General Manager Tommy DeBeaudry:

- Wrapped up five nights of events in a row this past week. Two amphitheater shows and one indoor show were sold out. Officially in the busy season which will continue through the last two weeks of November.
- There have been 15 ticketed events for the year and half of the events were close to, or were, sold out. There will be 12 ticketed events and one private event in May.
- There have been eight private events booked by Vicki Welch; she is already at 75% of her budget for 2023 in terms of booking revenue.
- The Exodus Festival is on May 20 & 21 with Kirk Franklin, who is one of the biggest names in Gospel music.

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

Welcomed everyone to South Irving and is glad to have the opportunity to host the Board meeting. Encouraged everyone to visit the brand-new dining area and living area and fitness center.

- Report for March:
  - Occupancy in Irving for hotels was 74.1%.
  - The Average Daily Rate was \$121.23.
  - Revenue per available room was \$89.89.



- In South Irving, at the south entrance of DFW the hotels in the proximity:
  - Occupancy was 79.9%.
  - The Average Daily Rate was \$147.42.
  - Revenue per available room as \$117.01.

#### RESTAURANT INDUSTRY UPDATES

Board member David Cole:

- There are three Bills that are moving along nicely. Still have a month until Texas Legislature wraps up.
- There was a change in a Bill that would not mandate training for alcohol servers and bartenders on opioid overdose topics.
- Irving Restaurant Openings:
  - Xia Ling's Kitchen, next to Red, Hot and Blue shopping center.
  - Copper and Vine in the old Fish City Grill location.
  - Irving Restaurants coming soon:
  - Billfish Oster Bar, where The Catch was located.
  - Sickies Garage Burgers and Brews is going where Walk On's was located.
  - Sanjh, upscale Indian
  - A restaurant is also going in where The Ginger Man was located, which moved locations within Water Street.
  - Japan House, located in the Sweet Tomatoes building.
  - Tupelo Honey Southern Kitchen and Bar, a Carolina-inspired restaurant at High Point and HWY 161.
  - Dawn to Dusk, at Riverside and Royal Lane.
  - TacoMex has moved into a bigger space with dining in the same shopping center.
  - Aunt Cissy and Tio Carlos are in the same restaurant location. Aunt Cissy's serves breakfast & Tio Carlos serves lunch and dinner. The stand-alone Aunt Cissy's location has closed.

Cooperstein asked if there is anything going into the Jinbeh space. Gast reported that a Mexican restaurant, Cielito, is part of the name and believes there is a sister restaurant in Plano.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

- Thanked Mayor Stopfer, Council and City Manager for the leadership and always being available and for the commitment for always looking for solutions and opportunities for Irving Las Colinas.
- The Economic Development team continues to penetrate the target markets and to bring in new prospects. Currently, there are 100 prospects in the pipeline; one-fifth of those are corporate headquarters. An Economic Development Strategic Plan has been accepted by the Mayor, City Council and the Chamber Board for companies that are coming in and for engaging with prospects.
- The March unemployment rate for Irving is at 3.6%, Texas is at 4.2%, and the National average was at 3.6%. March rates were down for Irving, but slightly higher than expected. At fiscal year-end Irving was at 3.3% and at the end of Q1 in December 2022, numbers were at 2.9%. Still within the range of low unemployment.

- Thanked Meehan and the ICC for the opportunities provided to students to experience what it is like to work for a large convention center.
- Bowman expressed her appreciation for everyone for voting in the Best of Irving. Businesses who won can be found on social media channels.
- National Small Business week highlights their economic impact. The Chamber will continue with the Small Biz Blitz this year and thanked Board member Sam Reed and AlphaGraphics for partnering with the Chamber. There will be an event at Toyota Music Factory on Friday, May 12 celebrating small businesses.
- National Economic Development week brings attention to the economy in Irving.
- The Legislative Session is ending, and local control issues remain a concern for all cities.

#### Irving Arts and Culture

##### Irving Arts Center:

Arts Board Chair Kelly O'Briant reported:

- Thursday, May 18 at 7 p.m. will be the debut performance of the new Steinway Model D concert grand piano. Starring Tony- and Grammy-nominated Michael Cavanaugh.
- May 27 – August 20 at Irving Archives and Museum is the Smithsonian traveling exhibition, *Delores Huerta: Revolution in the Fields*. The exhibition is in both English and Spanish.

#### Las Colinas Association

Board member Julia Kang reported:

- There are two opportunities to visit the Las Colinas Association mobile exhibit.
  - May 13 at University Hills Spring Fling.
  - ICC at Board meeting on May 22.

Bourgeois adjourned the meeting at 1:12 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
April 2023



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
APRIL 2023

**Assets**

Cash and equivalents 6,177,743.98  
Investments 5,990,030.00

**Total Assets** 12,167,773.98

**Liabilities**

Accounts payables 122,331.20  
Unearned revenue 6,794,338.92  
Due to other funds 62.40

**Total Liabilities** 6,916,732.52

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 672,815.30  
Unreserved 4,578,226.16

**Total Fund Balance** 5,251,041.46

**Total Liabilities and Fund Balance** 12,167,773.98



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND

MONTHLY FINANCIAL REPORT

APRIL 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	675,307.62	3,077,924.66	8,000,000.00	38.5%	0.00	4,922,075.34
	PENALTY AND INTEREST	626.32	17,179.02	0.00	100.0%	0.00	(17,179.02)
	PRIOR YEAR	1,408.06	275,097.32	0.00	100.0%	0.00	(275,097.32)
	SHORT-TERM RENTALS	6,389.52	33,554.90	0.00	100.0%	0.00	(33,554.90)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>683,731.52</b>	<b>3,403,755.90</b>	<b>8,000,000.00</b>	<b>42.5%</b>	<b>0.00</b>	<b>4,596,244.10</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	2,504,451.02	7,324,375.00	34.2%	0.00	4,819,923.98
<b>M4 - INVESTMENT INCOME</b>							
		22,123.49	97,390.51	6,000.00	1623.2%	0.00	(91,390.51)
<b>M5 - MISCELLANEOUS</b>							
		0.00	27,333.92	11,000.00	248.5%	0.00	(16,333.92)
<b>TOTAL REVENUE</b>		<b>705,855.01</b>	<b>6,032,931.35</b>	<b>15,341,375.00</b>	<b>39.3%</b>	<b>0.00</b>	<b>9,308,443.65</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		193,967.00	1,329,755.14	3,009,995.00	44.2%	0.00	1,680,239.86
<b>N2 - BENEFITS</b>							
		41,099.54	260,306.67	612,013.00	42.5%	0.00	351,706.33
<b>N4 - SUPPLIES</b>							
		6,161.94	21,968.37	79,530.00	27.6%	6,847.84	50,713.79
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		2,288.57	9,144.64	26,500.00	34.5%	0.00	17,355.36
<b>O3 - OUTSIDE SERVICES</b>							
	FREIGHT	552.62	1,067.62	3,000.00	35.6%	0.00	1,932.38
	MARKETING AND SALES RESOURCES	8,117.13	46,846.45	127,970.00	36.6%	0.00	81,123.55
	MEDIA ADVERTISING	22,284.41	250,434.99	605,040.84	41.4%	294,450.09	60,155.76
	POSTAGE EQUIPMENT RENTAL	0.00	1,324.32	2,650.00	50.0%	1,324.32	1.36
	PROFESSIONAL SERVICES	181,930.67	1,670,491.42	2,583,000.00	64.7%	320,343.05	592,165.53
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>212,884.83</b>	<b>2,668,164.80</b>	<b>4,716,660.84</b>	<b>56.6%</b>	<b>616,117.46</b>	<b>1,432,378.58</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	32,867.28	179,799.84	665,340.00	27.0%	0.00	485,540.16
	MILEAGE REIMBURSEMENT	138.74	846.57	3,500.00	24.2%	0.00	2,653.43
	MEMBERSHIP AND DUES	3,673.77	35,728.77	77,900.00	45.9%	0.00	42,171.23
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>36,679.79</b>	<b>216,375.18</b>	<b>746,740.00</b>	<b>29.0%</b>	<b>0.00</b>	<b>530,364.82</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	69,022.50	138,045.00	50.0%	0.00	69,022.50
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	27,349.26	136,150.21	320,000.00	42.5%	0.00	183,849.79
	BUSINESS DEV INCENTIVE PROG	51,100.00	188,445.00	500,000.00	37.7%	0.00	311,555.00
	CONVENTION SERVICES MATERIALS	31,950.00	35,087.68	110,000.00	31.9%	26,600.00	48,312.32
	EVENT SPONSORSHIPS	0.00	70,782.75	140,000.00	50.6%	0.00	69,217.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	133,293.03	238,969.13	530,100.00	45.1%	23,250.00	267,880.87
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>243,692.29</b>	<b>669,434.77</b>	<b>1,607,940.00</b>	<b>41.6%</b>	<b>49,850.00</b>	<b>888,655.23</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	160,720.00	0.0%	0.00	160,720.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB COMPUTER REPL	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>1,714,734.00</b>	<b>6,712,524.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>4,997,790.00</b>
<b>TOTAL EXPENDITURES</b>		<b>736,773.96</b>	<b>6,958,906.07</b>	<b>17,810,667.84</b>	<b>39.1%</b>	<b>672,815.30</b>	<b>10,178,946.47</b>

Beginning Fund Balance	6,177,016.18
Revenues	6,032,931.35
Expenditures	(6,958,906.07)
Ending Fund Balance	5,251,041.46

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



2204 - ICVB CONV CENTER RESERVE / CIP  
MONTHLY BALANCE SHEET  
APRIL 2023

**Assets**

Cash and equivalents	3,894,643.54
Investments	2,103,000.00
Receivables	8,082,911.14

**Total Assets**

**14,080,554.68**

**Liabilities**

Accounts payables	241,797.29
Unearned revenue	3,674,847.29
Deferred inflow	8,008,441.90

**Total Liabilities**

**11,925,086.48**

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,155,468.20

**Total Fund Balance**

**2,155,468.20**

**Total Liabilities and Fund Balance**

**14,080,554.68**



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
 MONTHLY FINANCIAL REPORT  
 APRIL 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,170,997.17	2,880,000.00	40.7%	0.00	1,709,002.83
M4 - INVESTMENT INCOME		8,239.89	37,032.43	5,000.00	740.6%	0.00	(32,032.43)
M5 - MISCELLANEOUS		23,919.49	167,436.43	764,000.00	21.9%	0.00	596,563.57
M6 - TRANSFER FROM ICVB GENERAL		0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
<b>TOTAL REVENUE</b>		<b>32,159.38</b>	<b>2,976,755.03</b>	<b>5,250,289.00</b>	<b>56.7%</b>	<b>0.00</b>	<b>2,273,533.97</b>
<b>EXPENDITURES</b>							
N4 - FURNITURE/FIXTURES LESS THAN \$5000		192,740.00	212,529.00	21,000.00	1012.0%	0.00	(191,529.00)
N7 - STRUCTURE MAINTENANCE		23,919.48	510,692.64	964,000.00	53.0%	0.00	453,307.36
O3 - OUTSIDE SERVICES		17,558.00	17,558.00	0.00	100.0%	0.00	(17,558.00)
P1 - CAPITAL EXPENDITURES		31,499.29	839,451.18	2,159,000.00	38.9%	0.00	1,319,548.82
<b>TOTAL EXPENDITURES</b>		<b>265,716.77</b>	<b>1,580,230.82</b>	<b>3,144,000.00</b>	<b>50.3%</b>	<b>0.00</b>	<b>1,563,769.18</b>

Beginning Fund Balance	758,943.99
Revenues	2,976,755.03
Expenditures	(1,580,230.82)
Ending Fund Balance	<u>2,155,468.20</u>

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



Irving Convention and Visitors Bureau

Check Register

April 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063048	4/4/2023	AJR MEDIA GROUP MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM	495.00	495.00	
80063049	4/4/2023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE	MAR 2023 - RECEIPTS	105,048.32	0.00	105,048.32
80063050	4/4/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	EATON MANUFACTURING/OPERATIONS MEETING/MAR	2,815.00	2,815.00	
80063051	4/4/2023	DAVID ANTHONY COLE LOCAL PROGRAMS-PROMOTIONS	BOARD LEADERSHIP FOR CEOS	572.70		572.70
80063052	4/4/2023	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	499.02		489.17
			FREIGHT			9.85
80063053	4/4/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	595.00	595.00	
80063054	4/4/2023	IRVING HERITAGE SOCIETY LOCAL PROGRAMS-PROMOTIONS	HERITAGE SOCIETY - FISH FRY TICKETS 2023	175.00		175.00
80063055	4/4/2023	LEWIS MARKETING PARTNERS, LLC PROFESSIONAL SERVICES	NEGOTIATE & CONTRACT 2023 MEDIA BUY	56,000.00	56,000.00	
80063056	4/4/2023	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	ICVB TRIPADVISOR ADVERTISING JAN/FEB 2023	68,285.50	1,450.46	
			PROFESSIONAL SERVICES		3,280.00	
			PROFESSIONAL SERVICES		63,555.04	
80063057	4/4/2023	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST	3,510.00	3,510.00	
80063058	4/4/2023	NATIONS CHANGER GROUP PUBLIC BENEFIT CORPORATION BUSINESS DEV INCENTIVE PROG	IMPACT/FEB 2023	1,490.00	1,490.00	
80063059	4/4/2023	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC POSTAGE EQUIPMENT RENTAL	POSTAGE EQUIPMENT	662.16		662.16
80063060	4/4/2023	TEXAS MONTHLY LLC MEDIA ADVERTISING	ADVERTISING	3,500.00	3,500.00	
80063061	4/4/2023	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	CUSTOM LODGING FORECAST - FINAL INVOICE	6,000.00	6,000.00	
80063062	4/4/2023	TUCKER & ASSOCIATES, LLC PROFESSIONAL SERVICES	MONTHLY-APR 2023 / REIMBURSABLES-MAR 2023	4,317.49	4,068.02	
			PROFESSIONAL SERVICES		249.47	
80063063	4/4/2023	VOICE PUBLISHING COMPANY, INC. MEDIA ADVERTISING	ADVERTISING	2,500.00	2,500.00	
80063064	4/11/2023	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS BUSINESS DEV INCENTIVE PROG	ACEP/ANNALS RETREAT/FEB 2023	220.00	160.00	
			BUSINESS DEV INCENTIVE PROG		60.00	
80063065	4/11/2023	AMERICAN LEGAL AND FINANCIAL NETWORK BUSINESS DEV INCENTIVE PROG	INTERSECT SERVICING-FORECLOSURE/MAR 2023	364.00	364.00	
80063066	4/11/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	TEXAS HOE-DOWN DANCE EVENT/MAR 2023	3,684.00	1,530.00	
			BUSINESS DEV INCENTIVE PROG		2,154.00	
80063067	4/11/2023	CELLCO PARTNERSHIP COMMUNICATIONS	MARCH 2023	440.49		156.51
			COMMUNICATIONS			169.59
			COMMUNICATIONS			114.39





Irving Convention and Visitors Bureau

Check Register

April 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063068	4/11/2023	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 13 - 24, 2023	1,116.00	1,116.00	
80063069	4/11/2023	ECHO COVE ENTERPRISES, LLC CONVENTION SERVICES MATERIALS	VISIT IRVING LANYARDS	28,952.00	28,952.00	
80063070	4/11/2023	FLOWSERVE US INC BUSINESS DEV INCENTIVE PROG	GLOBAL LEADERSHIP MEETING/MAR 2023	2,220.00	2,220.00	
80063071	4/11/2023	FOSTER, WENDY COMMUNICATIONS	JAN 2023 - CELL	75.00		75.00
80063072	4/11/2023	GROVES, DONNA COMMUNICATIONS	OCT 2022 - CELL	135.00		70.00
		COMMUNICATIONS	FEB 2023 - CELL			65.00
80063073	4/11/2023	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	VETERANS AFFAIRS TRAINING/MAR 2023	596.00	596.00	
80063074	4/11/2023	HI-LINE ELECTRIC COMPANY, INC. BUSINESS DEV INCENTIVE PROG	HI-LINE TMAC CONFERENCE/MAR 2023	1,730.00	1,730.00	
80063075	4/11/2023	HOPKINS, CHERYL COMMUNICATIONS	FEB 2023 - CELL	75.00		75.00
80063076	4/11/2023	IRVING CARES INC LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - CHARLES BOYCE	100.00		100.00
80063077	4/11/2023	LEVINE, KATHY COMMUNICATIONS	FEB 2023 - CELL	65.44		65.44
80063078	4/11/2023	LOPEZ, BRENDA COMMUNICATIONS	FEB 2023 - CELL	75.00		75.00
80063079	4/11/2023	NATIONAL ASSOCIATION OF FIRE INVESTIGATORS BUSINESS DEV INCENTIVE PROG	NAFI Q1/FEB 2023	1,785.00	1,785.00	
80063080	4/11/2023	NATIONAL SYSTEMS CONTRACTORS ASSOCIATION BUSINESS DEV INCENTIVE PROG	NSCA CONFERENCE/FEB 2023	4,590.00	4,590.00	
80063081	4/11/2023	PETTY, BRICE COMMUNICATIONS	FEB 2023 - CELL	66.15		66.15
80063082	4/11/2023	PIM HIGHLAND TRS CORPORTATION BUSINESS DEV INCENTIVE PROG	DLAT SOUTHWEST CONFERENCE/MAR 2023	6,917.00	1,530.00	
		BUSINESS DEV INCENTIVE PROG	IMEG CORP ANNUAL MEETING/FEB 2023		1,612.00	
		BUSINESS DEV INCENTIVE PROG	TEDA SPRING ANNUAL STATE CONF/MAR 2023		2,165.00	
		BUSINESS DEV INCENTIVE PROG	ZETA TAU ALPHA FRATERNITY/JAN 2023		1,610.00	
80063083	4/11/2023	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG	NATIONAL GUARD ASSOCIATION OF TEXAS/MAR	4,095.00	1,960.00	
		BUSINESS DEV INCENTIVE PROG	CUSHMAN & WAKEFIELD SERVICES LEADERSHIP/MAR		2,135.00	
80063084	4/11/2023	ROBERTS, DEBBIE COMMUNICATIONS	FEB 2023 - CELL	75.00		75.00
80063085	4/11/2023	ROSE, SUSAN COMMUNICATIONS	MAR 2023 - CELL	75.00		75.00
80063086	4/11/2023	SMG LOCAL PROGRAMS-PROMOTIONS	CATERING	1,581.74		1,581.74
80063087	4/11/2023	SOTO, MONICA COMMUNICATIONS	CELL PHONE - FEBRUARY 2023	59.83		25.00
		MILEAGE REIMBURSEMENT	MILEAGE - FEBRUARY 2023			6.55
		COMMUNICATIONS	CELL PHONE - MARCH 2023			25.00
		MILEAGE REIMBURSEMENT	MILEAGE - MARCH 2023			3.28



Irving Convention and Visitors Bureau

Check Register

April 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063088	4/11/2023	<b>SOUTHERN BAPTISTS OF TEXAS CONVENTION</b>		<b>1,800.00</b>		
		BUSINESS DEV INCENTIVE PROG	SBTC EVAGELISM/MAR 2023		1,800.00	
80063089	4/11/2023	<b>SPORTS CLUB LC OWNER LLC</b>		<b>1,100.00</b>		
		MEMBERSHIPS, CERTS, & LICENSES	APRIL 2023			1,100.00
80063090	4/11/2023	<b>STAPLES INC</b>		<b>65.87</b>		
		OFFICE SUPPLIES	OFFICE SUPPLIES			65.87
80063091	4/11/2023	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>		<b>6,110.00</b>		
		BUSINESS DEV INCENTIVE PROG	KANSAS CITY ROYALS VS TX RANGERS/MAR 2023		1,115.00	
		BUSINESS DEV INCENTIVE PROG	PHILADELPHIA PHILLIES VS TX RANGERS/MAR 2023		2,095.00	
		BUSINESS DEV INCENTIVE PROG	ALM FIRST FINANCIAL ADVISORS CONF/MAR 2023		2,900.00	
80063092	4/11/2023	<b>TUNGETT, MATT</b>		<b>75.00</b>		
		COMMUNICATIONS	FEB 2023 - CELL / MISC		70.00	
		LOCAL PROGRAMS-PROMOTIONS	FEB 2023 - CELL / MISC		5.00	
80063093	4/11/2023	<b>USTA TEXAS SECTION</b>		<b>50.00</b>		
		BUSINESS DEV INCENTIVE PROG	USTA/USPTA TEXAS JOINT ANNUAL MEETING/FEB		50.00	
80063094	4/18/2023	<b>BLOOM EMBRO INC.</b>		<b>404.87</b>		
		SALES RESOURCES	NIKE DRI FIT GOLF SHIRTS WITH VISIT IRVING LOGO			404.87
80063095	4/18/2023	<b>CAROL STODDARD</b>		<b>150.00</b>		
		LOCAL PROGRAMS-PROMOTIONS	SOUTHERN TRAVELERS EXPLORE 2023 - TOUR GUIDE		150.00	
80063096	4/18/2023	<b>CHALLENGE YOUTH CONFERENCE, INC.</b>		<b>1,380.00</b>		
		BUSINESS DEV INCENTIVE PROG	CHALLENGE YOUTH PLANNING CONFERENCE/JAN		1,380.00	
80063097	4/18/2023	<b>CSC HOLDINGS, LLC</b>		<b>2,120.00</b>		
		BUSINESS DEV INCENTIVE PROG	DANCE WITH ME USA/APR 2023		2,120.00	
80063098	4/18/2023	<b>CUTTS, SUSAN</b>		<b>1,170.00</b>		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - MAR 27 - APR 07, 2023		1,170.00	
80063099	4/18/2023	<b>DELL MARKETING LP</b>		<b>3,423.92</b>		
		OFFICE MACHINERY LESS 5000	DELL - LAPTOPS		3,423.92	
80063100	4/18/2023	<b>GREENSPRING MEDIA LLC</b>		<b>945.00</b>		
		MEDIA ADVERTISING	ADVERTISING		945.00	
80063101	4/18/2023	<b>IPROMOTEU.COM, INC.</b>		<b>6,661.63</b>		
		SALES RESOURCES	RECTANGLE CREDIT CARD MINTS FOR USAT		2,992.25	
		MARKETING RESOURCES	INVITED CLASSIC - GOLF BALLS		2,496.60	
		MARKETING RESOURCES	INVITED CLASSIC - SPRAY HAND SANITIZER		1,172.78	
80063102	4/18/2023	<b>MEETING PROFESSIONALS INTERNATIONAL</b>		<b>3,000.00</b>		
		MEDIA ADVERTISING	ADVERTISING		3,000.00	
80063103	4/18/2023	<b>NORTHSTAR TRAVEL MEDIA, LLC</b>		<b>1,500.00</b>		
		MEDIA ADVERTISING	ADVERTISING		1,500.00	
80063104	4/18/2023	<b>PIM HIGHLAND TRS CORPORATION</b>		<b>2,295.00</b>		
		BUSINESS DEV INCENTIVE PROG	EMD SERONO NI POA MEETING/FEB 2023		2,295.00	
80063105	4/18/2023	<b>PROVIDENT RESOURCES GROUP, INC</b>		<b>560.00</b>		
		BUSINESS DEV INCENTIVE PROG	LEGENDS/LIVE NATION ROAD SHOW/FEB 2023		560.00	
80063106	4/18/2023	<b>SIMPLEVIEW WORLDWIDE, INC.</b>		<b>72,758.00</b>		
		PROFESSIONAL SERVICES	3RD QUARTER		7,375.00	
		PROFESSIONAL SERVICES	3RD QUARTER		65,383.00	
80063107	4/18/2023	<b>SMG</b>		<b>576.00</b>		
		BUSINESS DEV INCENTIVE PROG	REGION 16 EDUCATION SERVICE NORTH SUMMIT/APR		576.00	
80063108	4/18/2023	<b>SMG</b>		<b>23,919.48</b>		
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2023			23,919.48



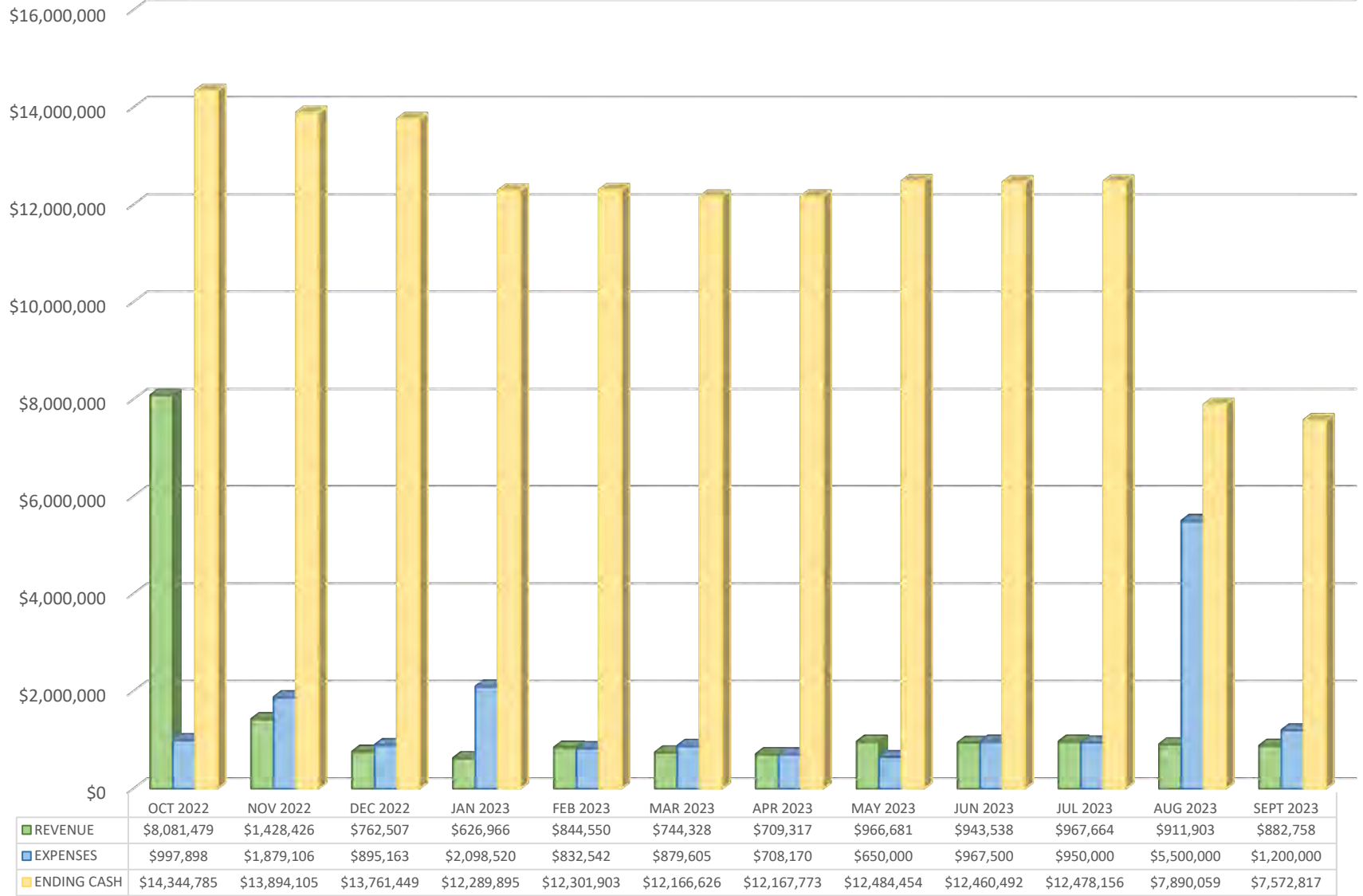
Irving Convention and Visitors Bureau

Check Register

April 2023

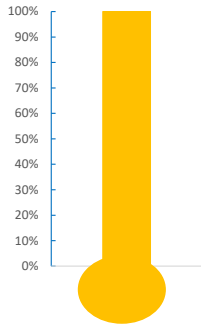
Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80063109	4/18/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	BALTIMORE ORIOLES VS TX RANGERS/APR 2023	1,105.00	1,105.00	
80063110	4/18/2023	WFAA-TV INC MEDIA ADVERTISING	ADVERTISING	5,544.41	5,544.41	
80063111	4/25/2023	BURDETTE FUTUREZ, LLC BUSINESS DEV INCENTIVE PROG	TEXAS PRIME MEET/JAN 2023	675.00	675.00	
80063112	4/25/2023	DELTA ZETA SORORITY BUSINESS DEV INCENTIVE PROG	DELTA ZETA SORORITY PRESIDENTS ACADEMY/JAN	2,230.00	2,230.00	
80063113	4/25/2023	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	17.02		17.02
80063114	4/25/2023	SCRAPBOOK EXPO INC BUSINESS DEV INCENTIVE PROG	SCRAPBOOKING EXPO/MAR 2023	1,815.00	1,815.00	
80063115	4/25/2023	SMG TRAVEL AND TRAINING	2023 SMALL MARKET MEETINGS-DONNA GROVES	2,600.00	2,600.00	
80063116	4/25/2023	SOUTHWEST SHOWCASE, INC. TRAVEL AND TRAINING	2024 INDUSTRY SUPPORTER SPONSORSHIP	1,100.00	1,100.00	
80063117	4/25/2023	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	SYMPHONY SERVICES - QTR 2	12,000.00	12,000.00	
<b>Total Number of Invoices</b>				<b>92</b>		
<b>Total Number of Checks</b>				<b>70</b>		
				<b>472,709.04</b>	<b>337,420.95</b>	<b>135,288.09</b>
					<b>71.4%</b>	<b>28.6%</b>

## Irving Convention and Visitors Bureau FY23 Cash Flow April 2023



■ REVENUE   
 ■ EXPENSES   
 ■ ENDING CASH

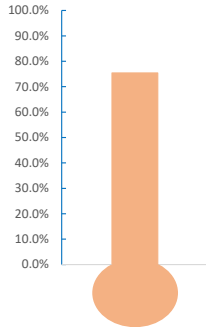
**REPAYMENT OF FY21 LOAN FROM CITY**



**GOAL: \$500,000**  
**ACHIEVED: \$500,000**  
**PERCENT: 100%**

**FY22 YEAR END GOAL**  
**N/A**

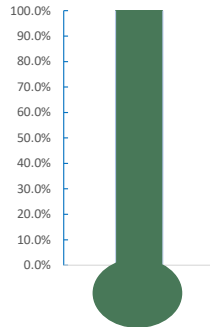
**COMBINED FUNDS**



**GOAL: \$10,500,000**  
**CURRENT: \$7,918,246**  
**PERCENT: 75.4%**

**FY23 YEAR END GOAL**  
**\$10,500,000**

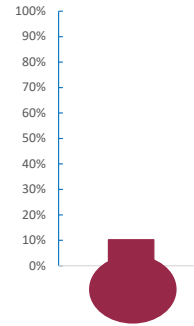
**GENERAL FUND**



**GOAL: \$2,000,000**  
**CURRENT: \$5,251,041**  
**PERCENT: 262.6%**

**FY23 YEAR END GOAL**  
**\$2,000,000**

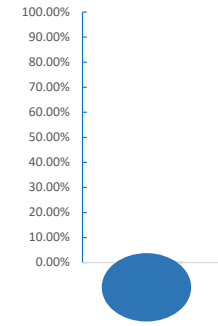
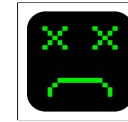
**CATASTROPHIC RESERVE**



**GOAL: \$5,000,000**  
**CURRENT: \$511,530**  
**PERCENT: 10.2%**

**FY23 YEAR END GOAL**  
**\$5,000,000**

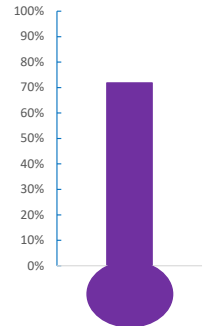
**COMPUTER FUND**



**GOAL: \$500,000**  
**CURRENT: \$207**  
**PERCENT: 0.04%**

**FY23 YEAR END GOAL**  
**\$500,000**

**ICC RESERVE/CIP FUND**



**GOAL: \$3,000,000**  
**CURRENT: \$2,155,468**  
**PERCENT: 71.8%**

**FY23 YEAR END GOAL**  
**\$3,000,000**



ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
February 2023

**IRVING CONVENTION AND VISITORS BUREAU  
HOTEL OCCUPANCY TAX  
2022 - 2023**

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59	6,242.62	11,830.90
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33	44,992.73	49,067.81
3	DFW Airport Hotel & Conference Center	closed	closed	closed	closed	closed
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04	51,671.11	32,909.98
5	<b><i>Doubletree by Hilton DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92	24,295.92	28,013.61
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35	11,694.28	13,987.70
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45	11,723.60	12,909.55
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85	6,505.81	9,993.77
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40	16,453.01	16,551.55
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91	39,801.67	44,849.34
12	<b><i>Sheraton DFW Airport Hotel</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
13	Texican Court	17,319.93	11,488.90	9,838.56	13,536.44	13,978.10
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73	51,087.55	52,540.50
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63	41,337.45	37,642.72
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>411,112.18</b>	<b>279,412.39</b>	<b>243,155.76</b>	<b>319,342.19</b>	<b>324,275.53</b>
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89	43,731.47	44,877.47

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 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023
1	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49	5,691.85	6,305.89
<b>2</b>	<b>Comfort Suites Las Colinas</b>	<b>1,329.04</b>	<b>1,173.45</b>	<b>1,123.74</b>	<b>1,135.23</b>	<b>0.00</b>
3	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00	2,571.59	3,340.98
4	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26	11,712.77	13,766.39
5	Element DFW Airport North	10,646.42	8,011.76	6,269.73	8,458.02	9,558.45
6	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59	1,084.51	1,171.73
7	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41	2,139.74	1,858.79
8	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65	1,176.12	1,169.81
9	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38	562.96	1,188.97
10	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02	1,724.53	2,007.92
11	Hawthorne Suites DFW Airport North	closed	closed	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75	11,160.07	12,162.36
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28	0.00	9,082.43
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40	5,438.50	8,321.52
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41	1,966.57	1,815.68
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11	7,754.31	6,281.36
<b>17</b>	<b>Homewood Suites by Hilton Las Colinas</b>	<b>7,958.06</b>	<b>6,642.15</b>	<b>1,879.26</b>	<b>0.00</b>	<b>0.00</b>
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58	12,031.23	10,294.03
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53	5,070.80	6,468.82
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79	7,705.11	9,067.17
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58	4,122.03	2,015.32
22	Sonesta ES Suites Dallas Las Colinas	5,680.90	3,187.01	2,709.65	3,783.77	3,460.75
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04	1,586.83	2,045.91
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96	6,046.98	7,903.74
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45	4,295.17	4,240.86
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83	6,876.90	7,830.10
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24	6,900.85	7,436.01
28	Woodspring Suites Signature	1,709.73	1,823.30	1,401.69	1,714.27	811.26
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>166,206.69</b>	<b>131,629.96</b>	<b>119,381.82</b>	<b>122,710.71</b>	<b>139,606.25</b>



BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023
1	Arya Inn & Suites	986.51	963.32	1,184.61	974.24	852.56
2	Best Western Irving Inn & Suites DFW South	closed	closed	closed	closed	closed
3	Budget Inn & Suites	32.20	49.77	38.02	31.26	36.50
<b>4</b>	<b><i>Budget Suites of America Las Colinas</i></b>	<b>428.31</b>	<b>1,249.18</b>	<b>1,202.56</b>	<b>0.00</b>	<b>1,135.95</b>
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12	2,794.44	2,657.00
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07	1,352.38	1,260.97
7	Days Inn	6,733.27	4,896.16	5,181.97	5,720.33	4,616.41
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89	3,414.97	3,317.33
9	Delux Inn	705.02	752.10	779.97	725.35	594.20
<b>10</b>	<b><i>Delux Suites Motel</i></b>	<b>67.78</b>	<b>112.14</b>	<b>0.00</b>	<b>48.45</b>	<b>118.96</b>
11	Gateway Inn	617.71	422.20	469.77	381.47	408.06
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23	1,212.96	1,640.11
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38	1,654.36	1,520.87
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31	2,675.47	2,677.19
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15	3,528.81	3,809.97
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26	833.80	833.80
17	OYO Hotel DFW Airport South	2,342.12	2.00	2,640.83	2,666.67	2,593.77
<b>18</b>	<b><i>OYO Hotel DFW Airport North</i></b>	<b>312.11</b>	<b>360.23</b>	<b>334.09</b>	<b>398.79</b>	<b>0.00</b>
19	Quality Inn & Suites DFW Airport South	3,846.31	3,327.65	3,480.64	3,384.74	3,293.73
20	Red Roof Inn Dallas DFW Airport North	4,944.57	3,735.46	4,004.84	3,516.22	3,364.92
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46	2,492.40	2,019.27
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35	2,541.31	2,620.93
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22	2,848.22	2,256.29
<b>TOTAL BUDGET SERVICE</b>		<b>51,056.64</b>	<b>39,635.36</b>	<b>44,457.74</b>	<b>43,196.64</b>	<b>41,628.79</b>

<b>LIMITED SERVICE</b>		<b>OCT 2022</b>	<b>NOV 2022</b>	<b>DEC 2022</b>	<b>JAN 2023</b>	<b>FEB 2023</b>
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73	11,786.16	12,105.49
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65	4,455.03	4,569.31
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12	14,081.02	14,774.51
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44	9,983.26	10,960.53
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02	9,829.02	10,026.53
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79	8,184.39	7,408.89
7	Fairfield Inn & Suites Dallas Las Colinas	5,112.01	4,265.17	5,009.19	5,212.07	6,153.03
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04	6,687.27	7,099.70	9,156.46
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57	8,110.47	10,162.68
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13	8,717.45	9,950.21
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52	8,017.30	9,167.26
<b>12</b>	<b>Hyatt Place Dallas Las Colinas</b>	<b>9,963.88</b>	<b>6,859.53</b>	<b>7,645.93</b>	<b>6,649.91</b>	<b>0.00</b>
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18	7,890.53	8,421.57
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81	4,756.18	5,615.97
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19	3,417.96	4,510.70
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00	5,694.86	5,744.62
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23	9,779.09	9,670.84
18	Wingate Inn by Wyndham Dallas Las Colinas	5,261.64	3,974.10	3,762.31	4,064.51	4,101.67
19	Wingate Inn by Wyndham DFW Airport North	593.01	8,339.21	4,481.91	4,973.93	4,792.33
<b>TOTAL LIMITED SERVICE</b>		<b>170,957.74</b>	<b>135,105.76</b>	<b>126,775.99</b>	<b>142,702.84</b>	<b>147,292.60</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>6,647.19</b>	<b>6,898.21</b>	<b>8,518.57</b>	<b>5,101.41</b>	<b>6,389.53</b>
Number of locations		50	67	67	61	62

SUMMARY	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023
ACTUAL GRAND TOTAL	805,980.44	592,681.68	542,289.88	633,053.79	659,192.70
BUDGET	970,330.00	750,524.00	648,509.00	808,022.00	799,629.00
DIFFERENCE	(164,349.56)	(157,842.32)	(106,219.12)	(174,968.21)	(140,436.30)
	-16.9%	-21.0%	-16.4%	-21.7%	-17.6%
<b>CUMULATIVE YEAR TO DATE</b>					
ACTUAL	805,980.44	1,398,662.12	1,940,952.00	2,574,005.79	3,233,198.49
BUDGET	970,330.00	1,720,854.00	2,369,363.00	3,177,385.00	3,977,014.00
DIFFERENCE	(164,349.56)	(322,191.88)	(428,411.00)	(603,379.21)	(743,815.51)
COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55	495,418.38	576,535.14



Date Distributed: May 16, 2023

# Monthly Financial Summary

For Period Ending April 30, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	105,118	166,803	207,450	225,700	185,550	154,750	110,300	152,910	1,878,887
Service Income	97,643	36,566	60,657	30,308	91,188	90,151	83,534	45,600	45,000	45,500	42,100	51,600	719,846
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(149,746)	(169,087)	(177,730)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(1,344,370)
Total Direct Event Income	186,879	66,080	73,775	45,939	46,560	87,867	113,254	186,300	145,550	115,250	67,400	119,510	1,254,363
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	11,302	21,215	37,932	750	31,520	750	3,750	750	194,475
F & B Catering	479,931	212,032	171,372	503,470	326,612	231,759	371,875	318,547	364,992	81,320	148,960	349,220	3,560,091
Parking: Self Parking	67,551	66,091	23,139	17,165	37,445	43,653	64,903	19,942	30,914	9,840	10,660	8,200	399,504
Electrical Services	24,735	9,440	4,775	9,187	2,095	40,985	34,005	5,500	5,500	5,500	7,000	10,500	159,222
Audio Visual	(0)	126	(0)	0	242	4,375	(0)	-	-	-	-	-	4,743
Internet Services	6,600	989	(81)	2,096	350	3,855	5,862	1,250	1,250	1,250	1,250	1,250	25,922
Total Ancillary Income	612,521	314,465	210,572	547,567	378,046	345,842	514,577	345,989	434,176	98,660	171,620	369,920	4,343,955
Total Event Income	799,400	380,545	284,347	593,506	424,606	433,709	627,831	532,289	579,726	213,910	239,020	489,430	5,598,320
Other Operating Income	147,411	59,034	49,953	67,036	107,531	91,719	113,767	76,586	76,586	76,586	76,586	76,826	1,019,620
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	532,137	875,428	741,598	608,875	1,005,062	290,496	315,606	914,506	8,012,941
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	220,078	247,772	203,201	247,690	247,690	253,523	253,523	283,999	2,860,482
Benefits	48,225	41,890	59,147	85,751	67,651	65,041	63,871	67,111	67,111	67,111	67,111	68,675	768,696
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(5,184)	(7,086)	(9,818)	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)	(131,413)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	282,545	305,727	257,254	299,801	299,801	305,634	305,634	337,674	3,497,766
Contracted Services	66,364	71,689	66,309	61,840	56,324	61,740	64,432	70,748	70,748	70,748	70,748	94,919	826,608
General and Administrative	90,724	33,624	45,149	47,309	41,376	35,257	26,731	42,553	52,268	63,939	66,605	141,284	686,818
Operations	53,493	59,493	36,500	39,441	30,088	46,103	41,743	54,296	54,296	54,296	54,296	67,260	591,305
Repair & Maintenance	38,235	47,240	36,651	37,170	29,098	50,752	42,391	54,058	54,058	54,058	54,058	79,862	577,630
Supplies	7,781	24,812	8,213	15,153	9,563	6,919	25,777	28,068	28,818	28,068	28,068	92,941	304,180
Insurance	4,130	4,593	37,406	7,420	5,296	3,890	4,986	5,417	5,417	5,417	5,417	5,417	94,806
Utilities	57,878	51,745	48,563	52,093	45,874	46,955	44,414	53,916	53,916	53,916	53,916	59,867	623,053
Other	788	1,658	32,592	500	1,718	72	79	1,483	1,508	1,483	1,483	7,492	50,855
ASM Global Management Fees	58,909	42,122	36,068	62,701	52,227	42,766	56,835	46,144	52,331	26,292	32,110	44,303	552,812
Total Operating Expenses	634,812	604,122	630,347	620,769	554,109	600,181	564,642	656,484	673,161	663,851	672,335	931,019	7,805,831
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(21,972)	275,247	176,956	(47,609)	331,901	(373,355)	(356,729)	(16,513)	207,110

ASM - Irving Convention Center  
Financial Statements Monthly Highlights  
For the Month Ending April 30, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	40,330	13,945	26,385	25,760
Events	18	13	5	22
Event Days	41	28	13	28
Direct Event Income	113,254	160,700	(47,446)	103,957
Ancillary Income	514,577	241,732	272,845	269,787
Total Event Income	627,831	402,432	225,399	373,744
Other Operating Income	113,767	76,586	37,181	81,952
Adjusted Gross Income	741,598	479,018	262,580	455,696
Indirect Expenses	(564,642)	(563,315)	(1,327)	(400,518)
Net Income (Loss) From Operations	176,956	(84,297)	261,253	55,178

ASM - Irving Convention Center  
Financial Statements Year to Date Highlights  
For the Seven Months Ending April 30, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	131,753	106,509	25,244	93,099
Events	122	104	18	118
Event Days	222	219	3	198
Direct Event Income	620,364	715,343	(94,979)	583,787
Ancillary Income	2,923,583	2,127,358	796,225	1,638,328
Total Event Income	3,543,947	2,842,701	701,246	2,222,115
Other Operating Income	636,457	512,182	124,275	394,883
Adjusted Gross Income	4,180,404	3,354,883	825,521	2,616,998
Indirect Expenses	(4,208,996)	(4,045,893)	(163,103)	(3,319,245)
Net Income (Loss) From Operations	(28,592)	(691,010)	662,418	(702,247)

ASM - Irving Convention Center  
Balance Sheet  
April 30, 2023

**ASSETS**

**Current Assets**

Cash	\$	1,662,313	
Accounts Receivable		1,359,938	
Prepaid Assets		35,152	
Inventory		91,746	
		3,149,149	
<b>Total Current Assets</b>			3,149,149

<b>Total Assets</b>	<b>\$</b>	<b>3,149,149</b>	<b>3,149,149</b>
---------------------	-----------	------------------	------------------

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	899,486	
Accrued Expenses		126,529	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,453,725	
Other Current Liabilities		0	
		2,479,740	
<b>Total Current Liabilities</b>			2,479,740

**Long-Term Liabilities**

Long Term Liabilities		0	
		0	
<b>Total Long-Term Liabilities</b>			0

Total Liabilities		2,479,740	2,479,740
-------------------	--	-----------	-----------

**Equity**

Net Funds Received		16,445,850	
Retained Earnings		(15,747,850)	
Net Income (Loss)		(28,591)	
		669,409	
<b>Total Equity</b>			669,409

<b>Total Liabilities &amp; Equity</b>	<b>\$</b>	<b>3,149,149</b>	<b>3,149,149</b>
---------------------------------------	-----------	------------------	------------------



ASM - Irving Convention Center  
Income Statement  
For the Seven Months Ending April 30, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	207,450	204,450	3,000	1,049,678	1,027,354	22,324	714,886
Service Revenue	83,534	41,250	42,284	490,047	356,003	134,044	270,837
Service Expenses	(177,730)	(85,000)	(92,730)	(919,361)	(668,014)	(251,347)	(401,936)
Total Direct Event In	113,254	160,700	(47,446)	620,364	715,343	(94,979)	583,787
Ancillary Income							
F & B Concessions	37,932	29,500	8,432	156,948	126,704	30,244	163,743
F & B Catering	371,875	167,352	204,523	2,297,054	1,709,262	587,792	1,163,613
Parking	64,903	38,130	26,773	319,946	199,557	120,389	240,074
Electrical Services	34,005	5,500	28,505	125,222	77,735	47,487	64,347
Audio Visual	0	0	0	4,742	0	4,742	(1,919)
Internet Services	5,862	1,250	4,612	19,671	14,100	5,571	8,470
Total Ancillary Inco	514,577	241,732	272,845	2,923,583	2,127,358	796,225	1,638,328
Total Event Income	627,831	402,432	225,399	3,543,947	2,842,701	701,246	2,222,115
<b>OTHER OPERATING INCOME</b>							
Other Income	113,767	76,586	37,181	636,457	512,182	124,275	394,883
Total Other Operatin	113,767	76,586	37,181	636,457	512,182	124,275	394,883
Adjusted Gross Inco	741,598	479,018	262,580	4,180,404	3,354,883	825,521	2,616,998
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	203,201	256,029	52,828	1,574,061	1,744,575	170,514	1,255,566
Payroll Taxes & Ben	63,871	64,496	625	431,573	437,442	5,869	281,151
Labor Allocations to	(9,818)	(41,627)	(31,809)	(56,413)	(217,576)	(161,163)	(33,871)
Net Salaries and Ben	257,254	278,898	21,644	1,949,221	1,964,441	15,220	1,502,846
Contracted Services	64,432	67,415	2,983	448,698	474,652	25,954	448,566
General and Adminis	26,731	31,703	4,972	320,178	286,434	(33,744)	191,093
Operating	41,743	34,796	(6,947)	306,862	268,613	(38,249)	184,652
Repairs & Maintenan	42,391	44,808	2,417	281,539	298,026	16,487	293,330
Operational Supplies	25,777	17,610	(8,167)	98,219	108,980	10,761	75,420
Insurance	4,986	5,417	431	67,721	36,632	(31,089)	39,922
Utilities	44,414	45,000	586	347,523	327,878	(19,645)	312,662
Other	79	1,483	1,404	37,405	10,554	(26,851)	43,770
ASM Management F	56,835	36,185	(20,650)	351,630	269,683	(81,947)	226,984
Total Indirect Expens	564,642	563,315	(1,327)	4,208,996	4,045,893	(163,103)	3,319,245

ASM - Irving Convention Center  
Income Statement  
For the Seven Months Ending April 30, 2023

	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>176,956</u>	<u>(84,297)</u>	<u>261,253</u>	<u>(28,592)</u>	<u>(691,010)</u>	<u>662,418</u>	<u>(702,247)</u>

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
<b>National Guard Associ...</b> National Guard Association of Texas Definite	<b>Connected America</b> Total Telecom/Terrapinn Definite			<b>IBAT Luncheon</b> Independent Bankers Association ... Definite	<b>Express Cheer</b> Express Cheer Definite	
<b>Great American Franch...</b> Great American Franchise Expo Definite	<b>Maven Meeting</b> Maven Definite	<b>SiFi Meeting</b> SiFi Networks Definite			<b>Richardson High Scho ...</b> Richardson Independent School Di... Definite	
	<b>ICVB Board of Directo...</b> ICVB Definite	<b>ICVB Marketing Meeting</b> ICVB Definite			<b>Hi-Line Meetings</b> Hi-Line Definite	
2	3	4	5	6	7	8
<b>Express Cheer</b> Express Cheer Definite	<b>Region 16 Education Service Center 2023 North Summit</b> Parent and Family Engagement Statewide Initiative Definite					<b>National Catholic Edu...</b> The National Catholic Education As... Definite
		<b>Women's Business Cou...</b> Women's Business Council Southw... Definite	<b>Breakfast with the Stars</b> Irving Schools Foundation Definite			
9	10	11	12	13	14	15
<b>National Catholic Education Association Conf</b> The National Catholic Education Association Definite					<b>HCA Medical City Healt...</b> HCA Medical City Healthcare Definite	
					<b>Legacy Dance</b> Legacy Dance Championship Definite	
						<b>Irving High School Pro...</b> Irving Independent School District Definite

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16 <b>Legacy Dance</b> Legacy Dance Champions hip Definite	17	18	19	20	21	22
<b>2023 Regional A</b> Texas Center for the Judiciary Definite		<b>USAT All-City</b> USA Triathlon of Colorado Definite		<b>Inno tech</b> Prospera Events Definite		
			<b>TASC Annual Conference</b> Texas Association of Student Councils Definite			
23	24	25	26	27	28	29
<b>Hillsdale College NLS</b> Hillsdale College Definite			<b>ID Life</b> Selective Meetings and Incentives Definite			
<b>TASC Annual Conference</b> Texas Association of Student Cou... Definite		<b>Southwest Drycleaners Association Cleaners Showcase</b> Southwest Drycleaners Association Definite				
				<b>7x24 Exchange Confer...</b> 7x24 Exchange Lone Star Chapter Definite	<b>A4 LE</b> A4LE Definite	
30	1	2	3	4	5	6
<b>ID Life</b> Selective Meetings and Incentives Definite		<b>2023 TEXSOM International Wine Awards</b> Wine Comp, LLC dba TEXSOM Awards Definite			<b>Texas Cornhole Signature Series #4</b> Texas Cornhole League Definite	
<b>Southwest Drycleaner...</b> Southwest Drycleaners Association Definite		<b>Mastery Partners Business Transition Summit</b> Mastery Partners Definite			<b>FMI - Camouflage to C...</b> Forward March Inc (FMI) Definite	
		<b>NTBA</b> North Texas Business Alliance Co-op. Definite				
			<b>DynaTen Meeting</b> DYNATEN Definite			

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

## **BOARD REPORTS**

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







### City Holiday/No Trash Collection

In observance of Memorial Day, there will be no residential trash, curbside recycling or brush collection Monday, May 29. In addition, the following facilities will be closed:

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

All offices and services will resume normal business hours Tuesday, May 31. Visit [CityofIrving.org](http://CityofIrving.org) for more information. ■



page 4

Irving Parks and Recreation adopts into automated irrigation technologies as part of the city's Smart Cities Initiative, "Irving Connects."

RESIDENTIAL  
CUSTOMER

PRINTED  
IN THE  
U.S.A.  
PAID  
IRVING, TX  
PERMIT NO. 8893

# IRVING CITY Spectrum

MAY 2023 / VOL 30 / NO 05

[f](https://www.facebook.com/cityofirving) [i](https://www.instagram.com/cityofirving) [y](https://www.youtube.com/c/cityofirving) [t](https://www.tiktok.com/@cityofirving) [CityofIrving.org](http://CityofIrving.org)

## FUSION

Celebrating Irving's Diversity

**Saturday, May 20**  
**Noon to 6 p.m.**

Heritage Park | 217 S. Main St.

Celebrate the many cultures of Irving with music, dance & food.

- ▶ Eclectic Live Performances
- ▶ Food from Around the World
- ▶ Multicultural Dance Experiences
- ▶ Artisan & Community Vendors
- ▶ Crafts & Kids Area
- ▶ Free Henna Tattoos & Calligraphy Art

**Live Performances**

- Panorama Steel Drums Band
- XICLON Latin Alternative Band
- Grace Hula Dance Group
- Watusi Reggae Band
- Bandan Koro African Drums
- and more!

[IrvingEvents.org](http://IrvingEvents.org)

IRVING TEXAS HERITAGE DISTRICT



### IRVING CITY COUNCIL GENERAL ELECTION MAY 6

The office of the Mayor and single-member district council places 3 and 5 are up for election. Early voting runs from April 24 - May 2, 2023. Irving voters will head to the polls on May 6, 2023. Additionally, Irving residents can vote on 10 proposed home rule charter amendments.

Residents of Dallas County may vote at any Dallas County Voting Polling location during Early Voting and on Election Day. A district map, candidate information and other details are at [CityofIrving.org/Elections](http://CityofIrving.org/Elections). For more information, contact the City Secretary's Office at (972) 721-2493. ■

### ELECCIONES GENERALES DEL CONCEJO MUNICIPAL DE LA CIUDAD DE IRVING: 6 DE MAYO

La oficina del Alcalde y Los Lugares 3 y 5 de los Distritos uninominales del Concejo Municipal están disponibles para las Elecciones Generales. La votación temprana se llevará a cabo desde el 24 de abril al 2 de mayo de 2023. Además, Los residentes de Irving pueden votar sobre 10 enmiendas propuestas a los Estatutos de la Carta Consitucional del Municipio.

Los residentes del Condado de Dallas pueden votar en cualquier centro de votación localizado en el condado de Dallas durante la votación anticipada y en el día de las elecciones regulares. Un mapa del distrito, información de los candidatos y otros detalles se encuentran listados en la página web en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Para obtener más información, comuníquese con la oficina de la Secretaria Municipal al (972) 721-2493. ■

### Cuộc Tổng Tuyển Cử cho Nghị Viên Hội Đồng Thành Phố Irving: Ngày 6 Tháng 5

Văn phòng Thị Trưởng và các nghị viên vị trí số 3 và số 5 của khu vực một thành viên sẽ được bầu cử. Thời gian bỏ phiếu sớm diễn ra từ ngày 24 tháng 4 đến ngày 2 tháng 5 năm 2023. Các Cử Tri của Irving sẽ đi bỏ phiếu vào ngày 6 tháng 5 năm 2023. Ngoài ra, các cư dân của Thành Phố Irving đều có thể bỏ phiếu cho 10 dự luật để sửa đổi Điều Lệ của Thành Phố

Các cư dân của Quận Dallas có thể bỏ phiếu tại bất kỳ địa điểm bỏ phiếu nào của Quận Dallas trong thời hạn Bỏ Phiếu Sớm và vào Ngày Bầu Cử. Bản đồ khu vực, thông tin ứng cử viên và các chi tiết khác có tại [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Để biết thêm chi tiết, hãy liên lạc với Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■

## Let's Play Irving Summer Camp

One great camp — six convenient locations!  
June 5-Aug. 11 | 7 a.m. to 6 p.m. | \$100 per child, per week

Children in grades K-5 are invited to have the best summer ever with games, crafts and many more fun activities. Each week, campers will have the opportunity to go on a variety of adventures. The camp is offered Monday through Friday.

Camp will be 10 week-long sessions offered beginning June 5. Breakfast and lunch will be provided daily. Residents must present a valid IPAR card at the time of registration, along with payment in full or a nonrefundable \$10 deposit to secure a space.

Registration is available on a first-come, first-served basis. Register in-person with an IPAR card at a neighborhood recreation center or online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec).



SCAN ME



## Irving Annual Report Available Online

The City of Irving Fiscal Year 2021-22 Popular Annual Financial Report (PAFR) is available online and in print at Irving City Hall, 825 W. Irving Blvd. The Annual Report presents the city's financial position, accomplishments and activities in an easy-to-read format. This edition highlights the city's operations and work throughout the year, as well as future projects, strategic plans and goals.

The PAFR can be accessed online at [CityofIrving.org/PAFR](http://CityofIrving.org/PAFR). ■



SCAN ME





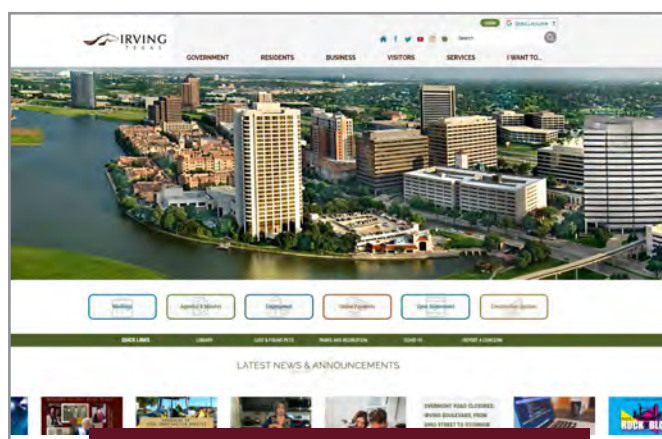
## City Website Redesign Project

After nine years with the current City of Irving website, the Communications Department plans to redesign the website to provide better functionality and navigation, and to improve the overall user experience.

Earlier this year, the city conducted an online survey and met with Irving 360° Academy graduates to gain insight into website visitors' impressions of the current site, and to gather information on what users want in the next version. A few key takeaways the staff learned from the survey and focus group include:

- Improved site search, organization and navigation
- Faster page loading for mobile users
- Enhanced accessibility for ADA compliance

This project is still in the research and planning stage. Armed with resident input and data from current website analytics, the Communications Department will develop a



CityofIrving.org

plan for the future website that enhances user experience and functionality, and creates an inclusive platform for city communication. ■

## Visit the 'Observing With NASA' Exhibit at IAM

Want to experience something out of this world?

The Irving Archives and Museum (IAM) is hosting "Observing With NASA," an exhibit kiosk from the Smithsonian Astrophysical Observatory that engages visitors in the art and science of NASA imagery.

"Observing With NASA" offers an introduction to the tools, data and skills that NASA space scientists and data visualization experts use to create the images of deep space objects that we all know and love.

On display at IAM through May 28, "Observing With NASA" features a range of NASA's most iconic images to explore, and opportunities for visitors to put their own artistic spin on these images through image analysis and processing.



Intrepid explorers will also be able to receive recent images of various objects in space sent via email.

The Observing With NASA project is a partnership between the Smithsonian Astrophysical Observatory and Smithsonian Affiliations, supported by NASA award number 80NSSC19M0158.

Plan a visit to explore all the exhibits, the Spark! Lab and the gift shop. The Irving Archives and Museum, located at 801 W. Irving Blvd., is open Wednesday through Saturday 10 a.m. to 4 p.m. and Sunday from noon to 4 p.m.

Visit [IrvingArchivesAndMuseum.com](http://IrvingArchivesAndMuseum.com) for additional information including ticket prices and current exhibits.

### PLANNING A CARPORT? REQUEST A PERMIT FIRST

Carports are a popular and great addition to a home. But before construction begins, the City of Irving needs to issue a permit.

Residents can apply for a permit online at [mgoconnect.org/cp/portal](http://mgoconnect.org/cp/portal). To apply in person, bring construction plans, a permit application and fee to the Inspections Department, 825 W. Irving Blvd., second floor.

For more information on permits for carports, email [Irving-Permits@cityofirving.org](mailto:Irving-Permits@cityofirving.org), visit [CityofIrving.org/Inspections](http://CityofIrving.org/Inspections) or call (972) 721-2371. ■



### IRVING ARTS CENTER IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed. Guided tours are offered the first Saturday and second Sunday of every month at 2 p.m.

**Creating for Change**  
May 6-July 15 | Courtyard Gallery  
This exhibit features art created by Irving Arts Center Teen Ambassadors and volunteers.

**Windows: Works by Mark Goad**  
Through July 8 | Dupree Lobby Gallery  
Mark Goad is an Irving native finding inspiration in the landscape of Texas, as well as a myriad of other subjects. He creates works of art through a most unique process — essentially painting with fiber pulp. The fiber literally becomes the medium and the canvas. In final form, the pieces are delicate, yet able to hold a weight of detail.

**Evolution: Paintings by Jo Temming**  
Through July 29 | Carpenter Lobby Gallery  
Jo Temming is an Asian-American artist that creates contemporary minimalist art ranging from small- to large-scale multipaneled works. Her objective is to eliminate the extraneous and reduce her art to the simplest form.



**Texas Sculpture Group Membership Show**  
May 20-July 8 | Main & Focus Galleries  
Reception | May 27 | 5:30 to 7:30 p.m.  
Works by members of the Texas Sculpture Group will be on display in both the Main and Focus Galleries. Founded in 2010, the Texas Sculpture Group promotes Texas-based contemporary sculpture and supports the work of sculptors in Texas through exhibitions, publications, educational outreach and programs.



On May 12, Entertainment Series of Irving presents Selena Forever.



Michael Cavanaugh will perform the hits of Billy Joel and Elton John on May 18.

## Memorable May: Music and Art at Irving Arts Center

### UPCOMING PERFORMANCES

**May 5-20 | The Light in the Piazza**  
Presented by MainStage  
\$25-\$32  
This lush, romantic musical is like transporting to Italy in the summer of 1953. When a gust of wind blows Clara's hat into the hands of a young Italian gentleman, nothing can stop their whirlwind love affair.

**May 5-7 | Spotlight Dance Cup**  
Visit [SpotlightEvents.com/Dallas](http://SpotlightEvents.com/Dallas) for more information.

**May 10 | Letters From Home: The 50 States Tour, Erinn Dearth and Dan Beckmann**  
7 p.m. | \$22.50  
Infused with the classic style of the USO with a witty, modern edge, this performance features high-energy singing and tap-dancing by founder Erinn Dearth.

**May 10-11 | Peak Music Festival**  
To learn more about Texas' largest nonprofit music festival for school band and orchestra, visit [PeakMusicFestivals.org](http://PeakMusicFestivals.org).

**May 12 | Selena Forever, A Tribute to Selena**  
Presented by Entertainment Series of Irving  
7:30 p.m. | \$27.50  
Celebrate the legacy of the Queen of Tejano Music with a stunning concert by tribute band Selena Forever, the most sought out Latin tribute band in the nation.

**May 13 | Albert Cano Smit, Piano**  
Presented by Las Colinas Symphony Orchestra (LCSO)  
7:30 p.m. | \$17-\$50  
LCSO's 2022-23 season finale features Albert Cano Smit.

**May 14 | Towering Composers**  
Presented by New Philharmonic Orchestra  
3:30 p.m. | \$10-\$20  
The orchestra performs music of Brahms (Symphony No. 2) along with von Suppe's thrilling overture to "The Queen of Spades" to close its 2022-23 season.

**May 17 | Memorable Melodies**  
Presented by Lone Star Youth Orchestra (LSYO)  
7 p.m. | \$7.50-\$14.50  
The LSYO's 2022-23 season concludes with a program featuring performances of Gioachino Antonio Rossini's Overture to The Barber of Seville and Ludwig van Beethoven's Symphony No. 5 in C Minor, Op. 67.

**May 18 | The Music of Billy Joel & Elton John Starring Michael Cavanaugh**, Presented by Irving Arts Center  
7:30 p.m. | \$32.50-\$52.50  
The performance celebrates the acquisition of Irving Arts Center's new Steinway Model D Concert Grand Piano, features Tony and Grammy Award nominee Michael Cavanaugh performing the hits of Billy Joel and Elton John. Cavanaugh scored his big break when Billy Joel handpicked the charismatic performer and musician for the lead role in Broadway's smash hit "Movin' Out" which made its debut in 2002. Following his Broadway success, Cavanaugh began touring the world performing the music of Billy Joel and Elton John to sold out audiences. Hailed as "Entertainer of the Year" by Reuters and called the "New Voice of the American Rock 'n Roll Songbook" by Billboard Magazine, his performance has been described as "Brilliant" by Variety Magazine, and "Amazing" by The New York Times.

### YOUTH AND FAMILY PROGRAMS

**May 4 | JumpstART Stories & Art: Moms are amazing!**  
10 a.m. | Free  
With Mother's Day right around the corner, moms are the theme for this month's stories and art.

**May 14 | Second Sunday Funday: Masterpieces with Mom! + Teen Open Studio**  
1 to 4 p.m. | Free  
On Mother's Day, celebrate a mom, aunt, grandma or other significant person by making amazing art together!

For more information about all activities planned, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

SUMMER HEATS UP WITH VISUAL ARTS • MUSIC • CREATIVE WRITING • THEATRE • AND MORE

IRVING ARTS CENTER

ART ADVENTURE CAMPS

JUNE 12 - AUGUST 4 2023

IrvingArtsCenter.com



# Parks and Recreation Activities

## Ms. Mature Irving Pageant

The Heritage Senior Center is now accepting applications through June 1 for anyone 65 years and older to become the next Ms. Mature Irving. The pageant strives to showcase the talents of senior residents. Call or visit the Heritage Senior Center for more information.



## Cimarron Park Recreation Center

201 Red River Trail | (972) 910-0702

- **May 5, 12, 19, 26 | Spring Clean Garage Sale**  
8 a.m. to 1 p.m. | All ages | \$15 per booth  
It is time for spring cleaning! Purchase a booth and sell any knickknacks or trinkets collecting dust at home. A table and two chairs can be supplied for an additional \$5. Register by May 5.
- **May 7-26 | Irving Ninja Warrior**  
5 to 7 p.m. | Ages 5-12 | \$60  
Learn how to become Irving's next ninja warrior with an off-site field trip for obstacle training and coaching.

## Georgia Farrow Recreation Center

530 W. Davis Drive | (972) 721-2519

- **May 19 | Mommy and Me Tea Party**  
6 to 8 p.m. | All ages | \$2  
Come dressed in tea party attire and enjoy tea and cookies. Don't forget to invite aunts and grandmothers too. Register by May 15.

## Heritage Senior Center

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

- **May 10 | Mother's Day Recognition**  
10:30 to 11:30 a.m. | Ages 50 and older | Free  
Members are encouraged to stop by for refreshments and a special Mother's Day gift, while supplies last. This is a come and go event.
- **May 12 | Older American's Month Celebration and ICAN Resource Fair**  
8:30 a.m. to noon | Ages 50 and older | Free

Cruise into the parking lot to see some cool cars, listen to great music and celebrate Aging Unbound. Vendors will offer information regarding transportation, housing services, health and wellness, senior scams, long-term care, financial services and more. Refreshments provided, while supplies last.

- **May 19 | Walk on the Wild Side**  
9 to 10:30 a.m. | Ages 50 and older | Free  
Discover the many trails in Irving. Each month attendees will be transported to a different trail.

## Mustang Park Recreation Center

2223 Kinwest Parkway | (972) 556-1334

- **May 31 | Homeschool Spelling Bee**  
11 a.m. to noon | Grades 1-6 | Free  
Homeschoolers are invited to compete in a format similar to the National Spelling Bee. Words will be grade appropriate but challenging.

## Northwest Park Recreation Center

2800 Cheyenne St. | (972) 721-2529

- **May 12 | Mother's Day Pottery Painting**  
5:30 to 8:30 p.m. | All ages | \$5+  
Paint pottery with mom or create a Mother's Day gift. Children 8 years and younger must be accompanied by an adult. Staff will glaze and fire the pottery.

## Senter Recreation Center

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

- **May 13 | Mother's Day Breakfast**  
10 a.m. to noon | All ages | Free  
Celebrate all mothers with a Mother's Day Breakfast. There will be breakfast, games and prizes. Register by May 10.

## Memorial Day Photo Dedication

In honor of remembering the country's heroes, residents can submit photos of loved ones through May 15 at 5 p.m. to be a part of the Memorial Day Video Dedication. Photos will be displayed on the Heritage Park Video Screen Monday, May 29 from 8 a.m. to 8 p.m. Visit [IrvingEvents.org](http://IrvingEvents.org) to complete the online photo submission form.



## IRVING INDOOR AQUATIC ACTIVITIES

### Indoor Pool Open Swim Hours

#### Heritage Aquatic Center (HAC)

200 S. Jefferson St. | (972) 721-7310

- Monday, Wednesday, Friday | 7:30 a.m. to 12:15 p.m.
- Tuesday, Wednesday, Thursday | 5 to 8:30 p.m.
- Saturday | 1 to 5 p.m.

#### North Lake Natatorium (NLN)

5001 N. MacArthur Blvd. | (972) 756-0860

- Monday, Wednesday, Friday | 5 to 9 p.m.
- Tuesday, Thursday | 11:30 a.m. to 2 p.m.
- Saturday | noon to 4 p.m.

Register online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) for any of the following aquatic activities and others.

### Senior EZ Water Aerobics | Monday, Wednesday & Friday

**May 1-31** | 7:30 to 8:15 a.m. | 18+ | \$2 | HAC

This low-impact class is performed in shallow water and is designed to improve joint stability, coordination, heart health and strength.

### Senior Pep Water Aerobics | Monday, Wednesday & Friday

**May 1-31** | 8:30 to 9:15 a.m. | 18+ | \$2 | HAC

Add a little pep to a workout routine and join upbeat morning class to increase strength, endurance and flexibility.

### Aqua Sunrise Aerobics | Tuesday & Thursday

**May 2-30** | 7 to 7:45 a.m. | 18+ | \$2 | NLN

Morning aqua aerobics class as the sun comes up over the pool. This low-impact class is performed in shallow water and is designed to improve joint stability, coordination, heart health and strength.

### Power H2O

**May 6, 13, 20, 27** | 10 to 10:45 a.m. | 18+ | \$2 | NLN

A medium- to high-intensity water fitness class designed to improve cardio-conditioning, endurance and body-toning.

### Guard Ready

**May 6, 13, 20, 27** | Noon to 2 p.m. | 14+ | Free | NLN

Get ready to be a lifeguard. Work with an instructor to improve swimming skills and pass the pretests. Participants that pass pretests are eligible to attend the Lifeguard Certification.

# NEA Big Read, Summer Reading Challenge Kickoff



## NEA BIG READ THROUGH MAY 13

"Interior Chinatown" by Charles Yu is Irving Public Library's selection for this year's National Endowment for the Arts (NEA) Big Read. All library locations offer themed programs for a variety of ages through May 13.

The NEA Big Read is a program of the National Endowment for the Arts in Partnership with Arts Midwest. The program series in Irving is made possible by an NEA grant and by the Friends of Irving Public Library.



Visit [CityofIrving.org/Library](http://CityofIrving.org/Library) for a complete schedule.

- **May 6 | Little Chinatown** | Adults  
10 a.m. | Valley Ranch Library  
Learn about writing a screenplay, calligraphy demonstration and discuss the NEA book selection.
- **May 9 | Family Storytime and Crafts** | All ages  
7 p.m. | Valley Ranch Library  
Celebrate Asian culture with a story and a dragon mask craft.
- **May 11 | Not Your Model Minority Panel** | Adults  
7 p.m. | West Irving Library  
Join the conversation regarding issues facing today's Asian-American community.
- **May 13 | Keynote with Author Charles Yu** | Adults  
7 p.m. | Irving Arts Center | 3333 MacArthur Blvd.  
Participate in a Q&A session and book signing with the author of "Interior Chinatown".

## MAY SCHEDULE & PROGRAMS

Each library location offers free programs and activities for all ages and interests. Visit the online calendar at [CityofIrving.org/Library](http://CityofIrving.org/Library) for more information. In addition, the online library is always open by visiting the website and social media.

Call (972) 721-2440 for information about MiY Zone Makerspace program registration requirements. This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-249990-OLS-21).\* (2021)

- **May 8, 15, 22 | Mindful Mondays** | Adults  
7 p.m. | Valley Ranch Library  
Stay calm and relaxed through journaling and coloring.
- **May 9, 23, 30 | Adulthood 101** | Teens  
6 p.m. | Valley Ranch Library  
In this multi-part program series, teens learn practical skills to build positive habits for daily life, including meal prep and cooking, nutrition and mental health.
- **May 18 | MiY Kids: STEM Boats** | Kids 6 and older  
4 p.m. | West Irving Library  
Create a wind-powered sailboat, fine-tune it and put it into action.
- **May 20 | MiY Zone: Flower Shadow Box (Bilingual)** | Adults  
10:30 a.m. | South Irving Library  
Create one-of-a-kind flowers to decorate shadow boxes just in time for summer.

## DIY Geek Chic: Kindness Rocks

Paint rocks with inspiring art and quotes.

- **May 20** | 2 p.m. | South Irving Library
- **May 20** | 2 p.m. | Valley Ranch Library
- **May 26** | 4 p.m. | West Irving Library

## May 27 | Volunteer Fair

Noon | Valley Ranch Library  
Explore ways to give back to the community and learn valuable job skills.

## SUMMER READING CHALLENGE

Irving Public Library holds the secret to a thrilling summer for all ages. Join the kickoff events for live performances, reading logs, free activity books and more.

- **May 27 | Brett Roberts' Puppet Circus** | All ages  
2:30 p.m. | West Irving Library
- **May 31 | Spectacular Summer Party** | All ages  
2:30 p.m. | South Irving Library
- **May 31 | James Wand Magic Show** | All ages  
2:30 p.m. | Valley Ranch Library

Visit [CityofIrving.org/SRC](http://CityofIrving.org/SRC) for a full list of the upcoming festivities in June and July.



## Learn to Swim Meet the Instructors Night

**May 6** | 5 to 8 p.m. | All ages | Free | NLN

Staff will be available to answer questions, provide swim evaluations and assist in registration.

## Learn to Swim | Monday, Tuesday & Wednesday

Summer session registration begins May 8 at 9 a.m.

- **June 5-14** | Session 1
- **June 19-28** | Session 2
- **July 10-19** | Session 3
- **July 24-Aug. 2** | Session 4

Visit [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) for course information. All sessions will be held at NLN.

## Water Safety Carnival

**May 20** | Noon to 4 p.m. | All ages | Free | NLN

In celebration of Water Safety Month, Irving Aquatics is presenting an afternoon of water safety education. Topics covered include pool and waterfront safe practices, proper life jacket fittings and boat safety.





CITY SNAPSHOTS

From entertainment and history to outdoor activities and educational programs — Irving's got it all! Take a peek at community engagement throughout the city at [Facebook.com/TheCityofIrving](https://www.facebook.com/TheCityofIrving) or [Instagram/TheCityofIrving](https://www.instagram.com/TheCityofIrving). ■



More than 8,000 teens attended the North Texas Teen Book Festival on March 4 for its ninth year. Visit [NTTBF.com](https://www. NTTBF.com) and follow @NTTBFest on Twitter and Facebook for details.



Irving hosted a job fair March 23. City departments were on hand to answer questions on job openings. Take a look at the current positions available, and apply at [CityofIrving.org/Jobs](https://www.CityofIrving.org/Jobs).



Children across Irving found more than 12,000 eggs during the Citywide Egg Hunt at five of Irving's recreation centers. Check out the recap video at [CityofIrving.org/YouTube](https://www.CityofIrving.org/YouTube).



Live music took the stage at Heritage Park each Friday in April for the Music on Main Concert Series. Look for more events at Heritage Park. Visit [IrvingEvents.org](https://www.IrvingEvents.org) for details.



Irving Animal Services offers free adoptions for all pets 1 year and older during "May the Fur Be with You" May 2-6. Visit [CityofIrving.org/Animal-Services](https://www.CityofIrving.org/Animal-Services) for details and other services.



Applications for the 2023 Independence Day Parade are accepted May 15-June 19. The parade will be July 4 at 9 a.m. Complete the online entry form at [IrvingEvents.org](https://www.IrvingEvents.org).



Heritage Park



Crew Leader Richard Rogers manages automated irrigation lines for the city

# Irving Puts Technology to Work

## Irving Parks and Recreation Expands into Automated Irrigation Technology



The City of Irving Parks and Recreation Department oversees the maintenance and beautification of more than 2,000 acres of land and 80 parks. The sprawling acres of trails and park grounds provide a challenge for the department — irrigation and water conservation.

from their cellphones, saving the city time and money, and ensuring that excess water does not overflow and damage other areas of the park.

Additionally, the system can provide accurate data to irrigators and technicians who go out to address problems. The mobile data can pinpoint the location of broken components, as well as provide weather information to notify irrigators if rain is in the forecast.

Now, Parks and Recreation, with the assistance of the Information Technology (IT) Department, is engaging a new automated, central irrigation system that will save money and serve as a backup conservation effort when irrigation lines break or malfunction. The central irrigation system is an IT system that allows for scheduling, flow monitoring and management of irrigation installations from one or several sites through a computer or device. The new technology is part of the city's Smart Cities Initiative, "Irving Connects."

Currently, the city has automated central irrigation controllers in place at Heritage Park and is looking to add Centennial Park, Trinity View Park and Irving Boulevard, once construction wraps up in the fall. Central controllers are currently installed at the Irving Soccer Complex, but the athletic fields use a radio system versus the new digital system.

Parks and Recreation relies on two irrigation crew members to oversee its vast acreage of park land and 300 irrigation controllers scattered across Irving. This provides a challenge when water loss failures are experienced and there's a delay in notifying the city to go out and shut off the system. With the new system, irrigation crew members can manage issues directly

While Irving's parks follow the same water restriction guidelines as residential areas, the added technology will ensure the city is taking extra steps to conserve water, particularly during excessive heat and drought during the summer.

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

## Sowing for the Future: Borrow, Grow, Give Back

The Irving Public Library's Seed Library is a project that keeps on giving. Maintained at the South Irving Library, 601 Schulze Drive, the program gathers and maintains local seeds that have been passed down from generation to generation or from neighbor to neighbor. This practice, around for thousands of years, saves money and helps develop stronger seeds that provide healthy nutrition and are more adaptable to local climate.



Irving gardeners are encouraged to visit the Seed Library collection to check out seeds to plant in their own gardens. There are dozens of plants, flowers and vegetables available for immediate use: carrots, peas, sunflowers and basil to name a few. At the end of the season, let the plants go to seed, save those seeds and donate them back to restock the collection.

### Need Additional Help?

Most seed packets come with growing instructions and tips. Ask a librarian about the Seed Library's donor process or where to find books on gardening and herb growing. Different seeds are available throughout the growing seasons, and patrons can find new selections during various times of the year.

The collection is in a card catalog on the South Library's first floor. Cardholders can select seed packets and check them out at the circulation desk.

Irving's Seed Library is dependent on donations, but it's a different kind of "green" to pay forward. So, dig in and start planting for Irving's future. ■

## \$3,000 Incentive for New Full-Time Employees



The City of Irving is recruiting the best and brightest, and the city is paying \$3,000 to all new full-time employees hired by June 30.

Eligible new hires will receive:

- \$1,000 after the first 30 days.
- \$1,000 after the first six months.
- \$1,000 after the first year.

Incentive payments are made as long as there are no attendance or disciplinary issues. For more information, visit [CityofIrving.org/Jobs](https://www.CityofIrving.org/Jobs). ■

## Memorial Day Ceremony May 28

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. The ceremony will feature a guest speaker, music and a moment of reflection speaker.

Sunday, May 28 | 2:30 p.m.  
Jack D. Huffman Community Building  
Auditorium | 801 W. Irving Blvd.

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

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







## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST May 2023

Legend	
<b>Permit Pending</b>	Plans are being reviewed
<b>Permit Approved</b>	Plans are approved, but the applicant has not paid all fees and picked up the permit
<b>Permit Issued</b>	Plan review is complete, and the applicant has paid all fees and picked up the permit
<b>Permit Planned</b>	Development project with an estimated application date
<b>Verification</b>	The date that the viability of the project was confirmed
<b>C-FB</b>	Carrollton-Farmers Branch ISD

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr - N/A	2,110 SF	\$633,000	Permit Pending	3/3/2020	B2002-0378	C-FB	Mar-20
2	Woodwind Apts. (3 Bldgs)	3811-3831 Pleasant Run Rd.	Apts - 66 units	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	2022-10-7423	Irving	Dec-22
3	Rosewood Las Colinas	4955 Fuller Dr.	Apts - 370 units	655,292 SF	\$68,000,000	Permit Pending	1/11/2023	2023-01-151	Irving	Feb-23
4	Villa Valencia 4plex	311 Rolston Rd.	Apts - 4 units	3,270 SF	\$400,000	Permit Approved	1/12/2023	2022-12-9654	Irving	May-23
5	Brownstones Bldg. 10	101 Decker Dr.	Apts - 2 units	6,637 SF	\$597,000	Permit Issued	1/23/2023	2023-01-628/632	Irving	May-23
6	Savannah Apts	350 O' Connor Ridge Blvd.	Apts	37,758 SF	\$4,800,000	Permit Pending	4/28/2023	2023-04-3452	Irving	May-23

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	2 Office Bldgs	1307 N. Belt Line Rd.	Office	2,400 SF /4,000 SF	\$1,400,000	Permit Issued	8/3/2021	2022-09-6622	Irving	May-23
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	2022-12-8995	C-FB	Jan-23
3	Wells Fargo Office	401 W Las Colinas Blvd.	Office	858,204 SF	\$239,000,000	Permit Issued	12/13/2022	2022-12-9331	Irving	Mar-23
4	Wells Fargo Parking Garage	451 Promenade Pkwy.	Parking Garage	1,257,208 SF	\$53,100,000	Permit Pending	12/13/2022	2022-12-9333	Irving	Jan-23
5	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
6	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
7	Liberty Demolition Addn.	6000 Valley View Ln.	Office	7132 SF	\$1,500,000	Permit Pending	3/2/2023	2023-02-1475	C-FB	Mar-23
8	Shell Bldg.	200 W. John Carpenter Fwy.	Office	15,276 SF	\$2,200,000	Permit Pending	4/21/2023	2023-04-3025	Irving	May-23
9	Shell Bldg.	230 W. John Carpenter Fwy.	Office	10,888 SF	\$1,600,000	Permit Pending	4/21/2023	2023-04-3026	Irving	May-23
10	Shell Bldg.	210 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3027	Irving	May-23
11	Shell Bldg.	220 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3028	Irving	May-23
12	Shell Bldg.	240 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3029	Irving	May-23
13	Shell Bldg.	260 W. John Carpenter Fwy.	Office	5,994 SF	\$854,000	Permit Pending	4/21/2023	2023-04-3030	Irving	May-23
14	Shell Bldg.	250 W. John Carpenter Fwy.	Office	7,751 SF	\$1,100,000	Permit Pending	4/21/2023	2023-04-3031	Irving	May-23

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION

1	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	B2108-0346	Irving	Sep-21
2	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Issued	12/29/2021	B2112-0276	Irving	Apr-23
3	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	2022-05-2764	Irving	Jun-22
4	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	2022-06-3813	Irving	Dec-22
5	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Approved	7/29/2022	2022-06-3932	C-FB/Irving	May-23
6	OTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
7	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Pending	12/5/2022	2022-11-8849	Irving	Jan-23
8	Classic Leasing	2101 Gateway Dr.	Warehouse	16,219 SF	\$7,400,000	Permit Issued	12/27/2022	2022-12-9608	C-FB	Apr-23
9	Shell Bldg.	4651 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	2023-02-848	Irving	Feb-23
10	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Pending	4/10/2023	2023-03-2326	Irving	May-23

### RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	2022-08-5750	C-FB/Irving	Sep-22
2	Dallas Indian Motorcycles	2865 W. Airport Fwy.	Retail	15,533 SF	\$2,500,000	Permit Issued	8/25/2022	2022-08-6132	Irving	Apr-23
3	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23

### HOTEL

#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	B2006-0183	Coppell	Jul-20
2	TRU Hotel	2100 Valley View Ln.	Hotel - 120 Units	53,490 SF	\$6,400,000	Permit Issued	9/29/2020	B2009-0430	Irving	Feb-23
3	Staybridge Suites	TBD N. S. H. 161	Hotel - 126 Units	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	2022-04-1575	Irving	May-22

### RESTAURANT

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg	2203 W. Irving Blvd.	Restaurant	10,922 SF	\$1,500,000	Permit Issued	10/25/2021	2022-04-1839	Irving	Jan-23
2	Fogo De Chao	3080 Ranch Trail	Restaurant	9,705 SF	\$2,000,000	Permit Issued	12/20/2022	2022-12-9541	Coppell	Apr-23
3	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	2023-01-744	Coppell	Feb-23
4	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

### INSTITUTIONAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	B2109-0296	Irving	Oct-21
2	Iglesia Evangelica	1306 N. Union Bower	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	B2202-0087	Irving	Mar-22
3	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/School	24,414 SF	\$12,500,000	Permit Pending	10/5/2022	2022-10-7383	Irving	Dec-22
4	COI Fire Station	135 S. Jefferson St.	Fire Station	10,200 SF	\$7,500,000	Permit Issued	12/27/2022	2022-12-9646	Irving	Mar-23
5	COI VVMC Warehouse	333 Valley View Ln.	Warehouse	5,000 SF	\$1,300,000	Permit Pending	3/22/2023	2023-03-2183	Grand Prairie	Apr-23

### NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES

DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
Apr-23	3	\$1,214,058	3	\$1,214,058	0	\$0	0	\$0

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

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**



## ICVB Memorandum

Date: May 12, 2023  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Vice President, Sales & Services  
 RE: Sales & Services Department Board Report for April 2023

### Convention Sales Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	135	1033
Irving Convention Center Leads	38	195

### April

Room Nights Generated	Monthly Goal	April 2023 Actuals	April 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	9012	17251	9880	108143	81942	51241	3339	15048
Lost Room Nights		33843	47644		260222	221333	32299	135354

### Travel & Activity

April	Organization	Event	Location
3	Dallas Fort Worth Association Executives	A-Day	Denton, TX
19-20	Texas Society of Association Executives	TSAE Open	Austin, TX

## Customer Services Activity April Servicing & Inventory

Groups Serviced	
April	16
YTD	236

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	1 Mayoral/Council Appearance/ 1 Letter/
Name Badge/Lanyard Services	6	7318 Badges/ 5540 Lanyards
Pens	10	1750
Bags	7	2527
Promotional Materials	11	175 Restaurant Maps/3700 TMF maps/ 1400 Water Street
Staffing Services	8	172 Event Hours

**Event Location:**                      **Hotels: 6**            **Irving Convention Center: 9**            **Other: 1**

### Proclamations/Welcomes/Flags:

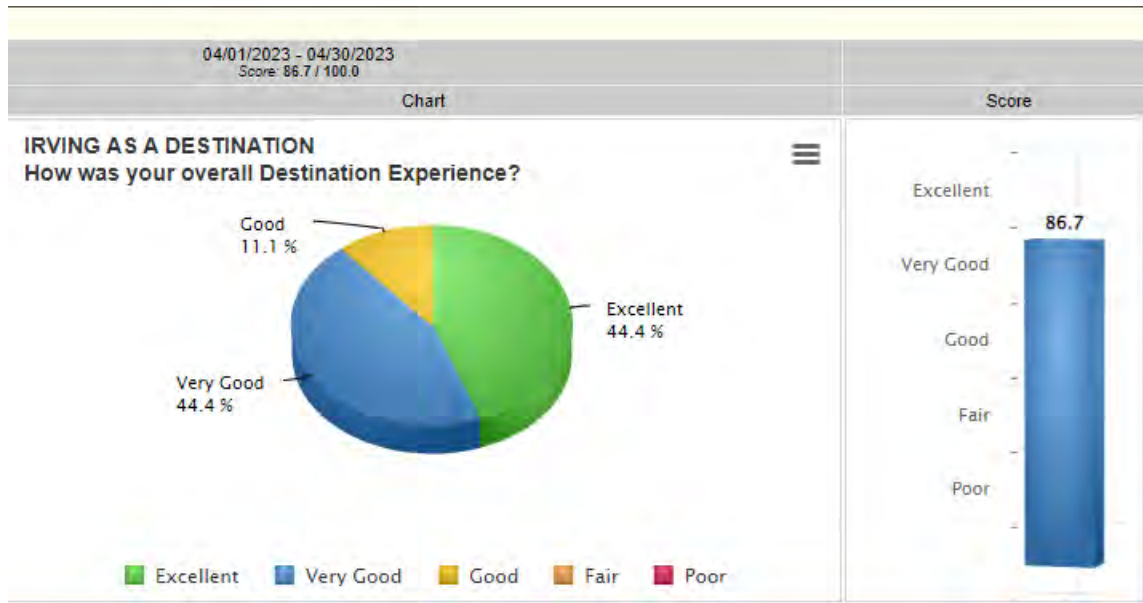
- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer
- Mayor/Elected Official Welcome - North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor/Elected Official Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Pro-Tem Al Zapanta
- Mayor/Elected Official Welcome/Ribbon Cutting - Great American Franchise EXPO, March 25, 2023, Deputy Mayor Pro Tem, Phil Riddle
- Mayor/Elected Official Welcome/Ribbon Cutting - DFW Minority Supplier Showcase, April 20, 2023, Mayor Stopfer

### Pending:

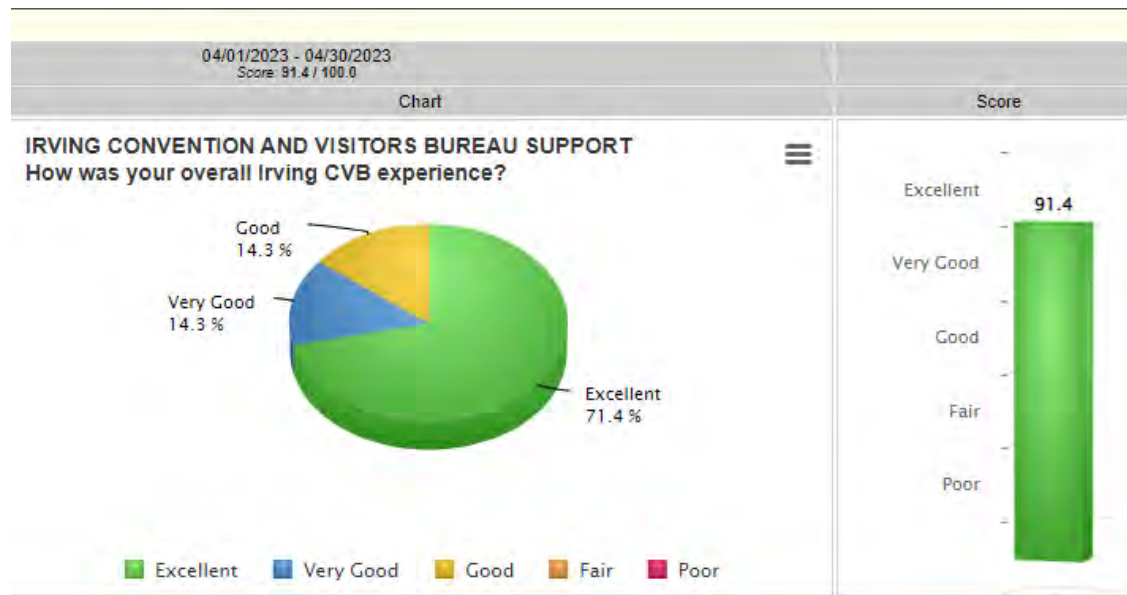
- Mayor/Elected Official Welcome - Camouflage to Corporate, May 4, 2023, Mayor Stopfer- Pending

# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience?



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



## Definite Bookings May - July 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Owens Corning	Roofing Site Leaders Meeting-Vegas	5/1/2023	5/4/2023	50	150
Vizient, Inc.	Vizient, Inc. 2023 PA Forum RBO	5/1/2023	5/3/2023	35	50
Vizient, Inc.	Vizient, Inc. 2023 PS Boot Camp RBO	5/1/2023	5/2/2023	15	20
United States Military Entrance Processing Command	MEPS May 2023	5/1/2023	5/31/2023	27	621
Vizient, Inc.	Vizient, Inc. 2023 Information Technology Council	5/2/2023	5/3/2023	16	26
Dr. Fabrizio Mancini D.C., P.C	Mentorship - TX - Chicago	5/3/2023	5/6/2023	80	136
Confluent Health	Confluent Health CH Manager's Course May 2023	5/3/2023	5/5/2023	52	90
Texas Cornhole League	Texas Cornhole League Signature Series #4	5/4/2023	5/7/2023	1000	385
The Association of Buffalo Soldiers and Troopers Motorcycle Club	Buffalo Soldiers Motorcycle Club	5/4/2023	5/6/2023	200	150
Confluent Health	Confluent Health - PTville May 2023	5/5/2023	5/6/2023	80	80
Populus Financial Group	Populus Financial Leadership Program	5/8/2023	5/18/2023	70	320
McKesson Corporation	FY24 SLDP High Potential Program - Module 1 - Grow Yourself (Launch Week)	5/8/2023	5/11/2023	32	100
USA Gymnastics	T&T Elite Challenge	5/9/2023	5/15/2023	1000	396
Vizient, Inc.	Vizient, Inc. 2023 Operations & Quality Leadership Meeting	5/9/2023	5/9/2023	56	56
National Ovarian Cancer Coalition	NOCC 2023 Fall Meeting	5/10/2023	5/13/2023	400	816
Big 12 Conference	NCAA National Referee Conference 2023	5/10/2023	5/13/2023	100	171
Sunbelt Rentals	Sunbelt Rentals - Region 7 - Dallas D	5/10/2023	5/10/2023	225	225
Gainwell Technologies	GWT Build a Thon VII 2023	5/14/2023	5/25/2023	50	600



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Atlanta Braves Baseball Club	Atlanta Braves vs Texas Rangers	5/14/2023	5/17/2023	250	246
McKesson Corporation	Advanced Practice Provider Leadership Academy 2023	5/15/2023	5/17/2023	15	32
Neighborly, Inc.	Neighborly 2023-05 Enrichment Day	5/15/2023	5/18/2023	500	1236
McKesson Corporation	Ontada Commercial LT Meeting	5/15/2023	5/17/2023	28	34
Gainwell Technologies	GWT Legal Offsite - May 2023	5/15/2023	5/17/2023	35	45
Southwest Benefits Association	SWBA 2023 Conference - Westin ICC Room Block	5/16/2023	5/18/2023	200	215
Southwest Benefits Association	SWBA 2023 Conference - Texican Court Room Block	5/16/2023	5/18/2023	200	115
Colorado Rockies	Colorado Rockies vs Texas Rangers	5/17/2023	5/21/2023	200	225
Colonial Funding Group	Summer Summit	5/18/2023	5/20/2023	150	75
United States Armwrestling and Wristwrestling Association, Inc.	2023 IFA U.S. Nation Championship Armwrestling	5/19/2023	5/20/2023	500	100
Texas Center for the Judiciary	2023 Regional B	5/21/2023	5/22/2023	250	550
Carnegie Learning	CL Professional Development	5/21/2023	5/25/2023	100	427
McKesson Corporation	#14859-Board & Committee Meeting May 2023	5/21/2023	5/24/2023	20	91
Gainwell Technologies	GWT Client Engagement - May 2023	5/22/2023	5/23/2023	13	26
Texas Nightmare	Texas Nightmare	5/25/2023	5/30/2023	8000	2325
Texas State Foosball Network	Texas State Foosball 2023	5/25/2023	5/29/2023	300	260
North Texas RPG-Con	North Texas RPG-Con 2023	5/31/2023	6/4/2023	500	547
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers	6/1/2023	6/4/2023	180	180
McKesson Corporation	FY24 Accelerate High Potential Program - Module 1 - Grow Yourself (Launch)	6/4/2023	6/8/2023	32	85

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
St. Louis Cardinals	St Louis Cardinals vs Texas Rangers	6/4/2023	6/7/2023	240	240
Nalu Medical	Nalu Meeting	6/4/2023	6/8/2023	15	75
Vizient, Inc.	Vizient, Inc. 2023 Burch Team Meeting	6/5/2023	6/7/2023	90	230
The Petroleum Alliance of Oklahoma	OIPA Annual Meeting 2023	6/6/2023	6/10/2023	300	688
Wolf & White Limited	Redken Symposium on Tour	6/7/2023	6/13/2023	2500	1806
Axogen	Axogen Mid-Year Sales Meeting Jun23	6/8/2023	6/10/2023	200	394
Texas Funeral Directors Association	TFDA 2023 Annual Convention and Expo	6/11/2023	6/14/2023	300	720
McKesson Corporation	ID#16029 2023 June APP Onboarding Course	6/11/2023	6/15/2023	40	200
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers	6/15/2023	6/18/2023	240	240
PAMM Expo, LLC	Model & Talent Expo 2023	6/20/2023	6/25/2023	800	1546
Steubenville	Steubenville / Life Teen	6/21/2023	6/25/2023	5000	3050
Texas Hearing Aid Association	THAA 2023 Annual Conference	6/22/2023	6/24/2023	200	280
Delta Kappa Gamma Society International	DKG Leadership Retreat July 2023	6/22/2023	6/25/2023	200	385
Detroit Tigers Baseball Club	Detroit Tigers vs Texas Rangers	6/25/2023	6/29/2023	312	312
McKesson Corporation	PSaS Legal Team Meeting	6/26/2023	6/28/2023	70	149
TruckSpy	Linehaul Summit	6/28/2023	6/30/2023	1000	702
Family Reunion	McAfee Family Reunion	6/30/2023	7/2/2023	100	60
Mbaise USA	Mbaise USA - Dallas 2023	7/5/2023	7/9/2023	1000	1240
Handbell Musicians of America	Handbell Musicians of America National Seminar 2023	7/7/2023	7/16/2023	400	1328
JLM Creative Events	Applique Getaway 2023	7/12/2023	7/17/2023	800	330
Cleveland Guardians	Cleveland Guardians vs Texas Rangers	7/13/2023	7/16/2023	230	234
Family Reunion	Stewart Taylor Reunion	7/13/2023	7/17/2023	75	120
The Church Network	2023 The Church Network Annual meeting	7/15/2023	7/23/2023	800	1828
Big 12 Conference	CFO West Summer Clinic 2023	7/20/2023	7/23/2023	300	352

<b>Customer</b>	<b>Meeting</b>	<b>Arrival</b>	<b>Departure</b>	<b>Attendees</b>	<b>Requested Rooms</b>
USA Water Polo	USA Water Polo Junior Olympics Sessions III Dallas	7/23/2023	7/31/2023	500	260
Umuada Igbo Organization	Umuada Igbo Summer 2023 Meeting	7/28/2023	7/29/2023	400	400

\*\*Highlighted items above are Target Industries for Irving



# Marketing Communications

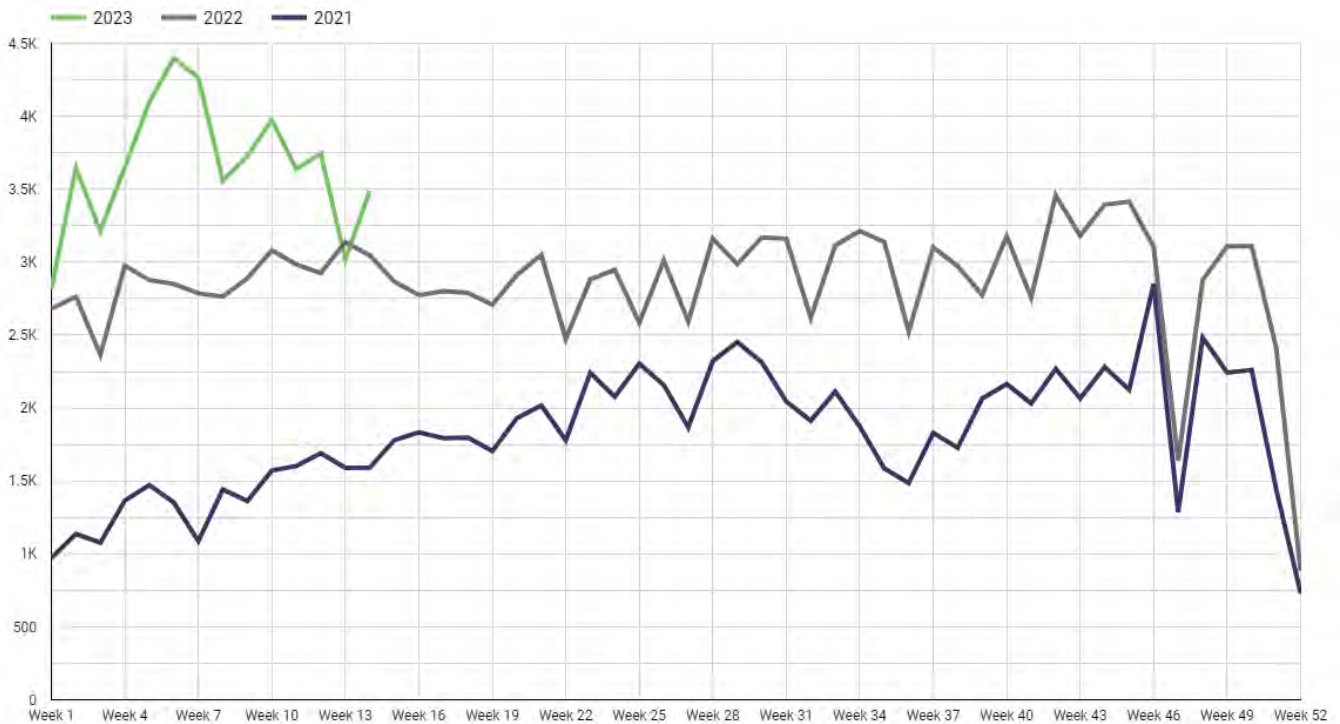
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** April 20, 2023  
**Re:** March 2023 Board Report

---

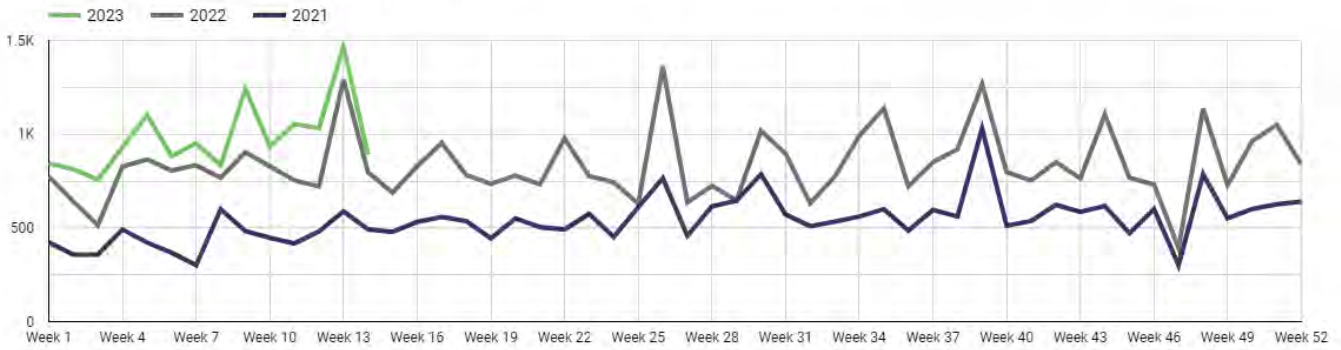
## Meeting-Sales Leads & Inquiries

The number of leads and inquiries declined slightly in March, with 238 total prospects. This included 128 Cvent submissions, 75 website submissions, two calls, and 33 email requests.

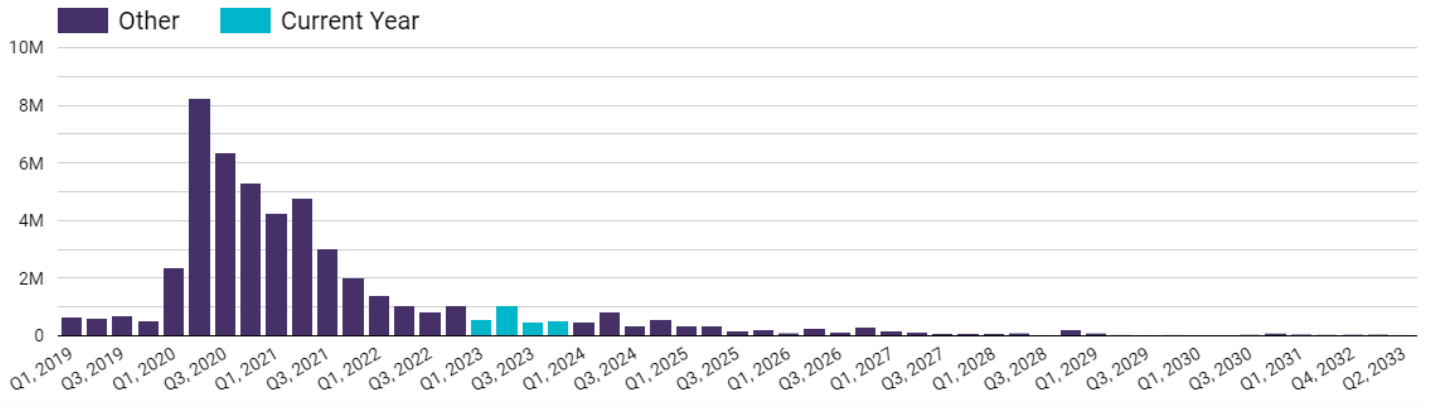
Aggregated Weekly Lead Volume of 200+ DMOs



### Aggregated Weekly Definite Volume of 200+ DMOs



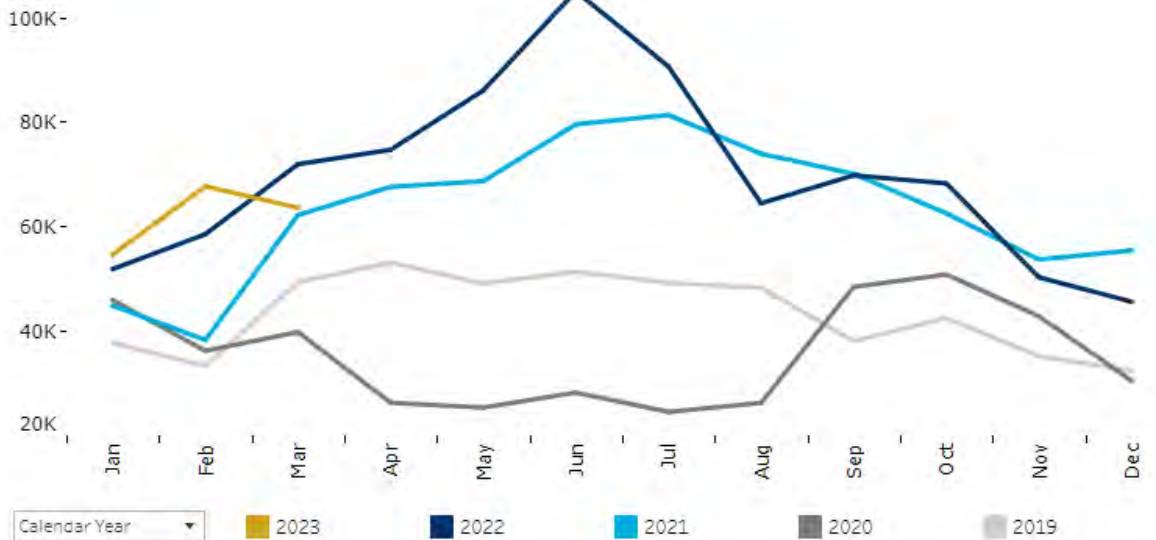
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



## Website Traffic

Website traffic decreased slightly in March, with 64,385 sessions to the Irvingtexas.com website. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023 and continues to outperform the previous four years.

### Sessions



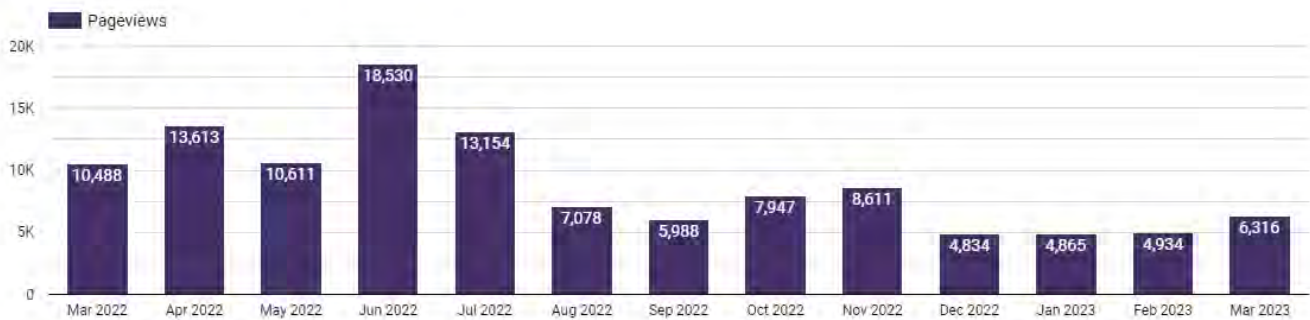
### Aggregated YOY Overall DMO Website Traffic



## Blog Traffic

Blog traffic increased in March, with 6,316 pageviews. The top posts were “Irving, Texas Bluebonnets Guide,” with 1,485 pageviews, “Five Ways to Have Fun at Lake Carolyn,” with 641 pageviews, and “Events are Blooming this March in Irving,” with 176 pageviews.

### Blog Pageviews

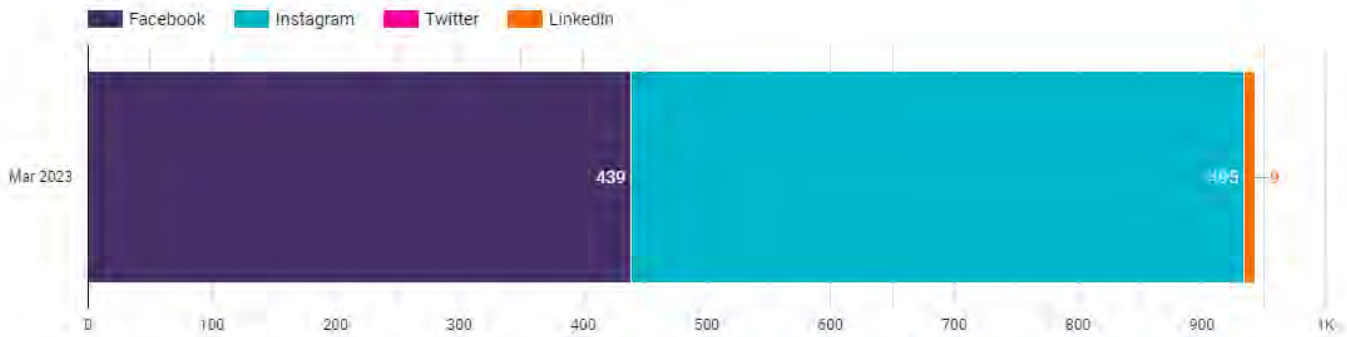


## Social Media

1,394 additional followers and likes were added in March, bringing the total influence to 146,533. Facebook had the most significant growth at 493 new likes, followed by Instagram with 495 and LinkedIn with nine new followers.



**Additional Social Media Followers**



**Advertising**

Meetings Today remained the top performer for website visits in March, followed by MPI and TripAdvisor. Paid search had 11,772 site visits.

**By Site (DCM)**

Site (DCM)	Impressions	Clicks
Meetings Today	0	300
MPI (Multiview)	44,635	468
Trip Advisor	23,917	208
Priceline.com	13	15
greenspring.com	57,217	12
RCMA - Meetings	0	11
Northstar Meetings Group	6,111	10
Texas Monthly	60	5

**Advertising Engagement - Clicks**



## E-Newsletters

One e-newsletter was sent to the leisure market in March, which had a 35.37% open rate.

## Staycations Campaign

In March, the Staycations campaign generated 6,055 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 95,609 hotel referrals, representing over \$324 million in Potential Economic Value.

## Micro-Campaigns

To date, the micro-campaigns have generated 13,424 hotel referrals, representing over \$5.2 million in Potential Economic Value.

## Earned Media






IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	90,762,956		287,911,872
ADVERTISING EQUIVALENCY <sup>+</sup>	\$760,301	\$1,060,148	\$990,350		\$2,810,799
PUBLIC RELATIONS VALUE <sup>++</sup>	\$2,280,903	\$3,180,444	\$2,971,050		\$8,432,397

\*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.

<sup>+</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

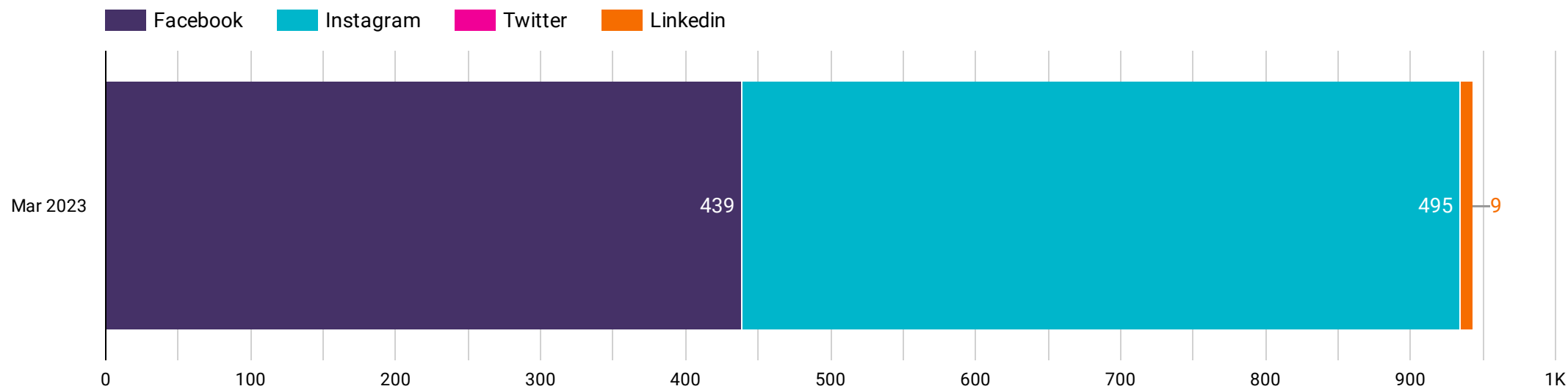
<sup>++</sup>From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

## Attachments

-  March Social Media Overview
-  March Blog Performance Overview
-  March E-Newsletter Performance
-  March Visit Irving Social Stats
-  March Irving Convention Center Social Stats



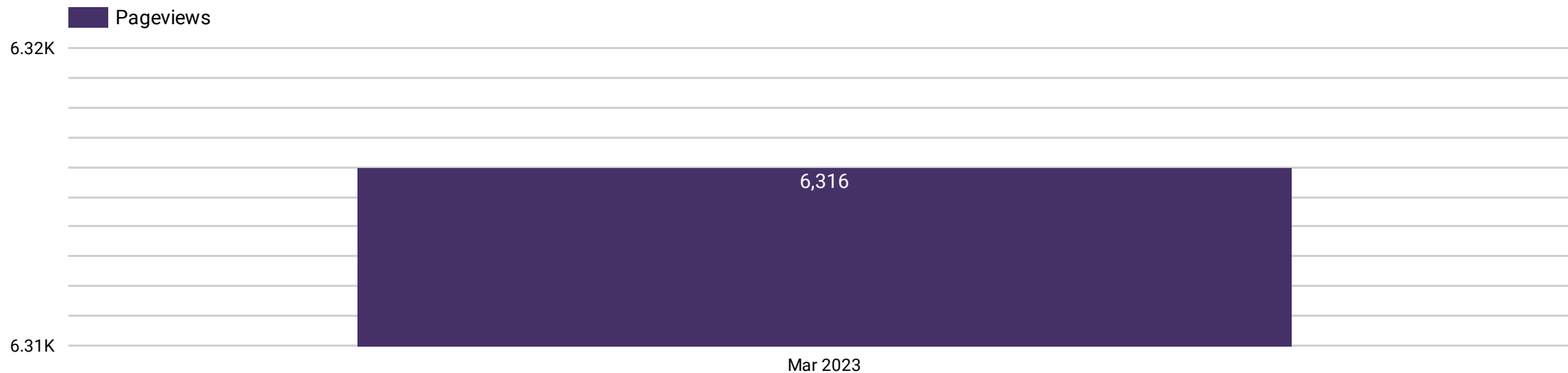
## Additional Social Media Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	101,274	15,549	5,832	974	123,629
CC	17,305	2,692	2,448	479	22,924
<b>Grand Total</b>	<b>118,579</b>	<b>18,241</b>	<b>8,280</b>	<b>1,453</b>	<b>146,553</b>

## Blog Pageviews



## Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/irving-texas-bluebonnets-guide/	1,485	1,328	00:12:18	49.66%
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	641	560	00:06:10	34.5%
3.	/blog/	185	159	00:01:24	41.38%
4.	/blog/stories/post/events-are-blooming-this-march-in-irving/	176	156	00:01:52	39.33%
5.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	172	158	00:14:31	27.95%
6.	/blog/stories/post/six-sexy-spots-for-date-night/	158	153	00:12:52	32.05%
7.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	144	132	00:05:32	21.24%
8.	/blog/stories/post/top-5-picnic-spots-in-irving-and-las-colinas/	134	120	00:05:16	29.91%
9.	/blog/stories/post/best-places-to-dine-with-a-view-in-irving/	119	102	00:05:58	26.21%
10.	/blog/stories/post/where-to-get-pampered-in-irving/	109	97	00:01:13	22.58%

# Email Performance Overview

Campaign Type ▾

Mar 1, 2023 - Mar 31, 2023 ▾

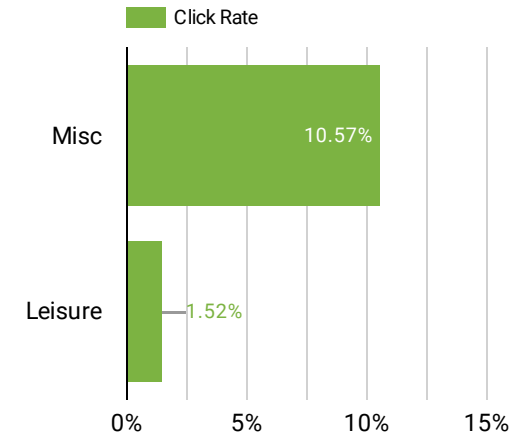
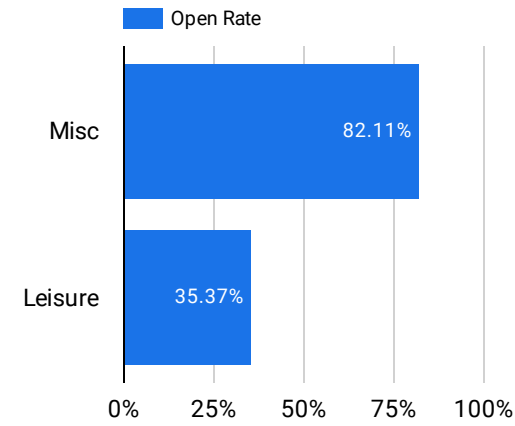
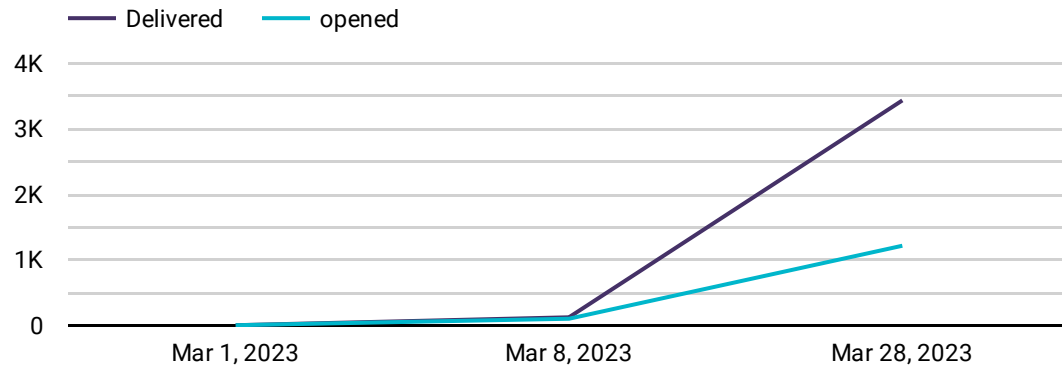
## Newsletter Performance

Delivery Rate  
**97.18%**

Open Rate  
**36.99%**

Click Rate  
**1.83%**

CTOR  
**4.94%**



## Email List

Date ▾	Campaign Type	Email Title	Sender Email	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1... Mar 2023	Misc	Irving Rocks - Hangov...	info@irvingtexas.co...	34	32	94.12%	20	62.5%	11	34.38%	55%	2
2... Mar 2023	Misc	[Test] QR Code	tangell@simpleview...	1	1	100%	1	100%	0	0%	0%	0
3... Mar 2023	Misc	Irving Rocks - Hangov...	info@irvingtexas.co...	94	90	95.74%	80	88.89%	2	2.22%	2.5%	4
4... Mar 2023	Leisure	Leisure Newsletter - M...	info@irvingtexas.co...	3,529	3,432	97.25%	1,214	35.37%	52	1.52%	4.28%	97
<b>Grand total</b>				<b>3,658</b>	<b>3,555</b>	<b>97.18%</b>	<b>1,315</b>	<b>36.99%</b>	<b>65</b>	<b>1.83%</b>	<b>4.94%</b>	<b>103</b>

# Social Media Overview

Organization: CVB (1)

Mar 1, 2023 - Mar 31, 2023

## Total All Platforms

Total Followers

124,148

Facebook Instagram Twitter LinkedIn



Total Impressions

2,636,689

↓ -1,633,560

Facebook Instagram Twitter LinkedIn



Total Engagements

110,893

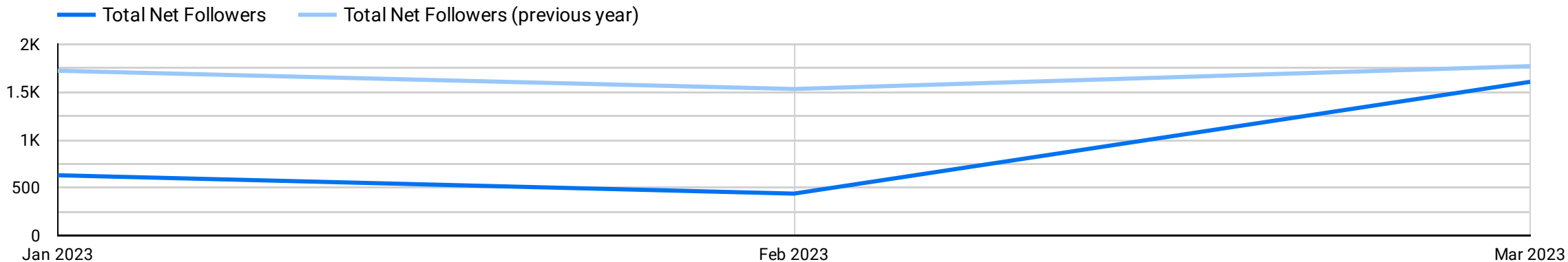
↑ 13,897

Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	101,476		15,866		5,832		974	
<b>Impressions</b>	1,657,732	-797,442 ↓	976,713	-16,070 ↓	2,096	524 ↑	148	-800 ↓
<b>Engagements</b>	30,691	-18,062 ↓	80,125	8,116 ↑	64	26 ↑	13	-43 ↓
<b>Net Followers</b>	497	70 ↑	1,105	-	68	68 ↑	6	-6 ↓



# Social Media Overview

Organization: CC (1) ▾

Mar 1, 2023 - Mar 31, 2023 ▾

## Total All Platforms

Total Followers

23,175

Facebook Instagram Twitter LinkedIn



Total Impressions

729,376

↑ 199,078

Facebook Instagram Twitter LinkedIn



Total Engagements

54,363

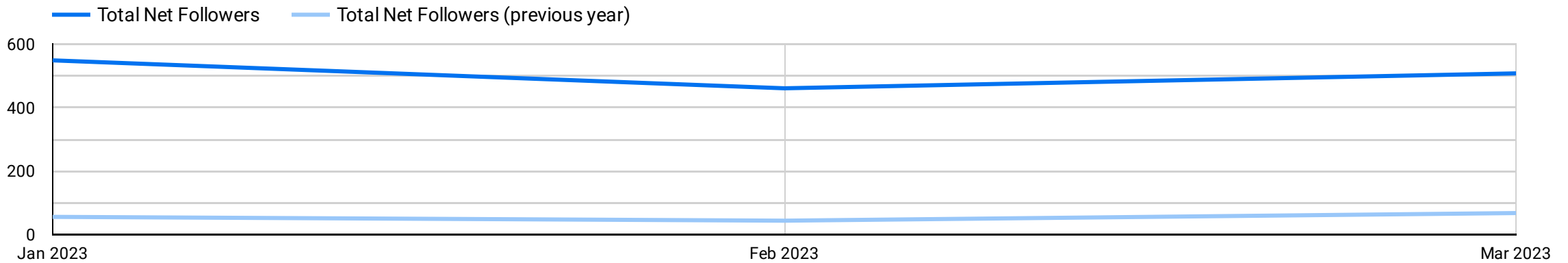
↑ 29,428

Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	17,543		2,705		2,448		479	
<b>Impressions</b>	655,049	190,439 ↑	74,051	3,160 ↑	230	-90 ↓	46	11 ↑
<b>Engagements</b>	47,944	20,081 ↑	6,414	1,091 ↑	4	-3 ↓	1	1 ↑
<b>Net Followers</b>	446	-7 ↓	59	-	-5	-10 ↓	3	-5 ↓





# Marketing Communications

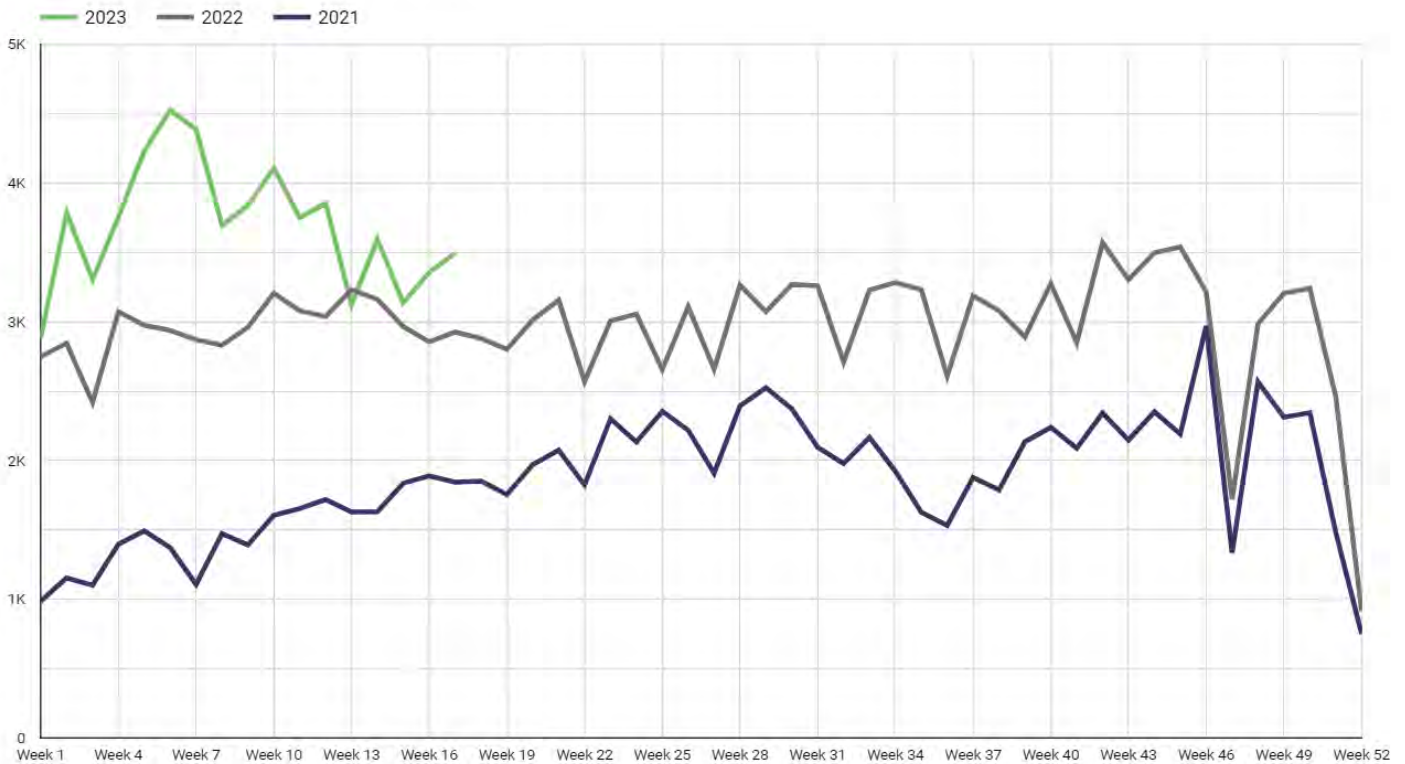
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** May 15, 2023  
**Re:** April 2023 Board Report

---

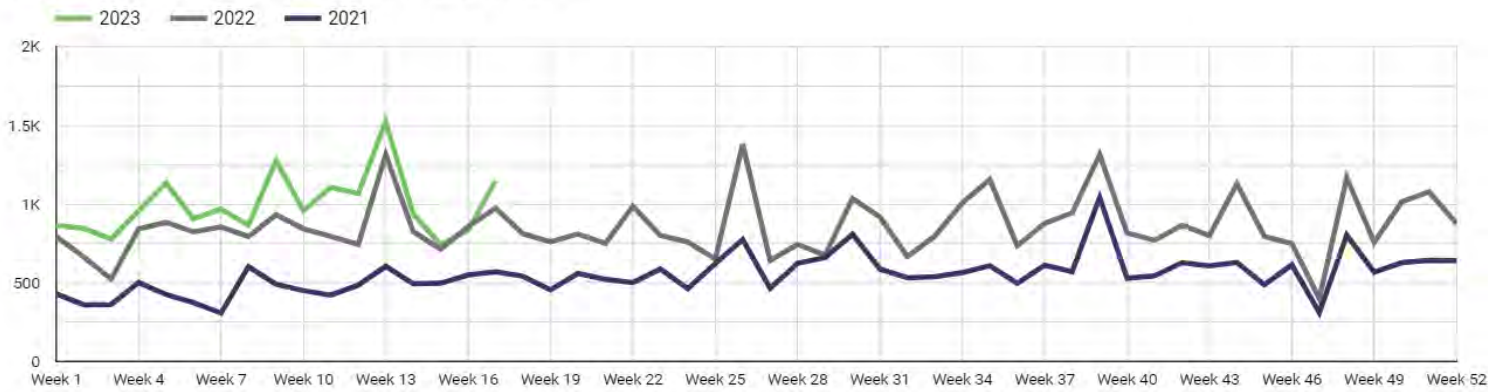
## Meeting-Sales Leads & Inquiries

The number of leads and inquiries declined in April, with 180 total prospects. This included 78 Cvent submissions, 73 website submissions, two calls, and 27 email requests.

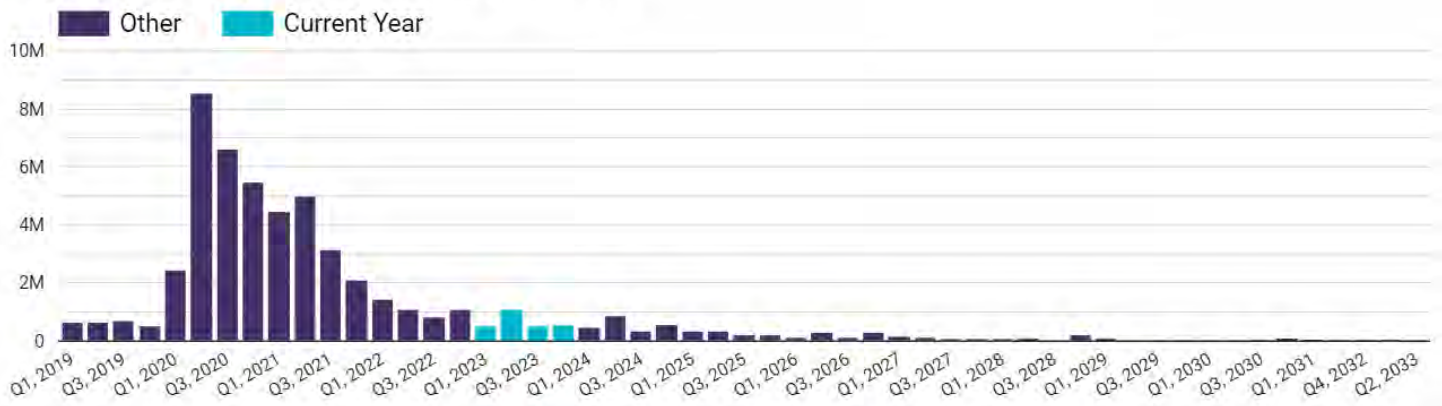
Aggregated Weekly Lead Volume of 200+ DMOs



### Aggregated Weekly Definite Volume of 200+ DMOs



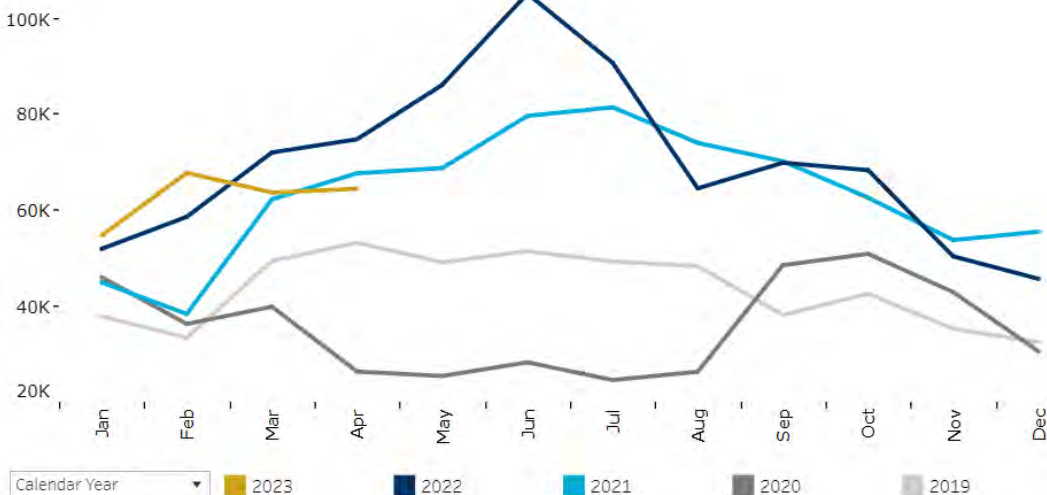
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



## Website Traffic

Website traffic increased in April, with 65,160 sessions to the Irvingtexas.com website. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023 and continues to outperform the previous four years.

### Sessions



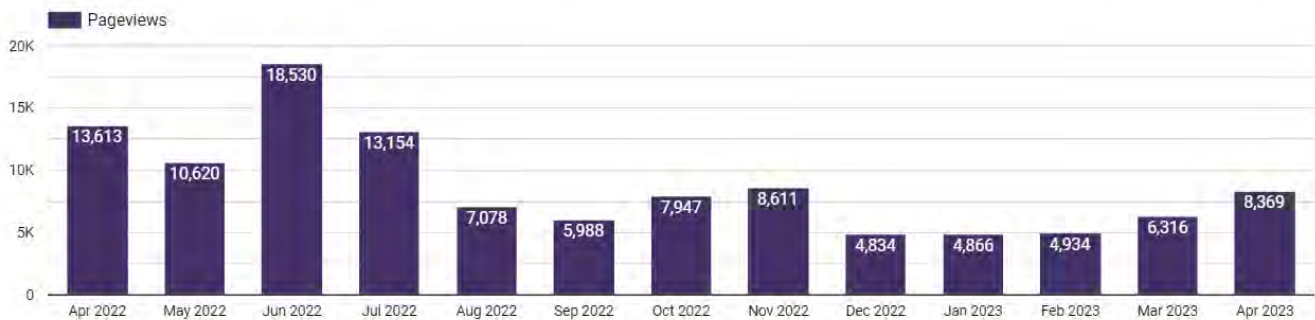
### Aggregated YOY Overall DMO Website Traffic



### Blog Traffic

Blog traffic increased in April, with 8,369 pageviews. The top posts were “Irving, Texas Bluebonnets Guide,” with 2,614 pageviews, “Five Ways to Have Fun at Lake Carolyn,” with 582 pageviews, and “Seven Days a Week, A Happy Hour Run Down in Irving,” with 253 pageviews.

### Blog Pageviews

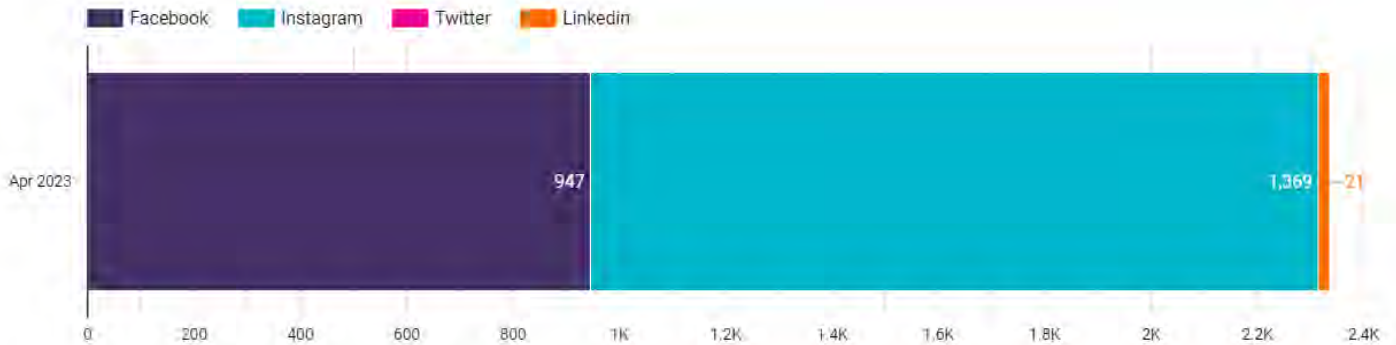




## Social Media

2,337 additional followers and likes were added in April, bringing the total influence to 149,405. For the first time, Instagram had the most significant growth at 1,369 new likes, followed by Facebook with 947 and LinkedIn with 21 new followers.

### Additional Social Media Followers



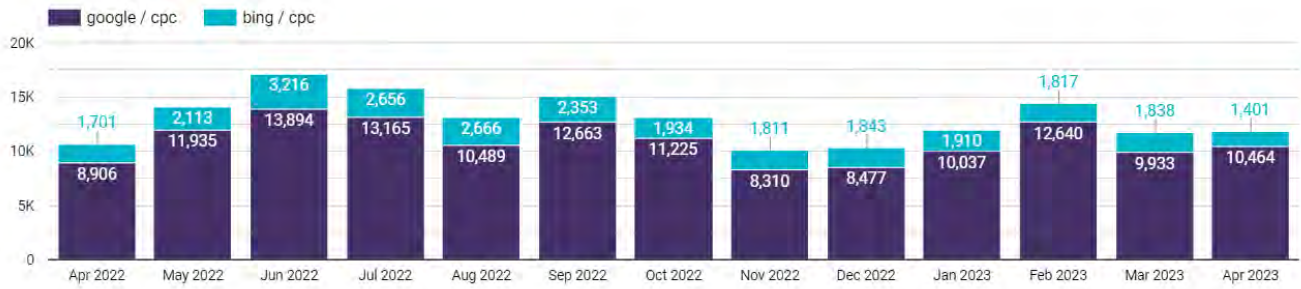
## Advertising

Meetings Today remained the top performer for website visits in April, followed by MPI and Priceline. Paid search had 11,865 site visits.

### By Site (DCM)

Site (DCM)	Impressions	Clicks +
Meetings Today	0	759
MPI (Multiview)	95,056 ■	499
Priceline.com	631,589 ■	372
Northstar Meetings Group	6,121	22
greenspring.com	115,701 ■	21
RCMA - Meetings	0	18
Tegna	139,556 ■	16
Texas Monthly	145	6

### Advertising Engagement - Clicks



## Staycations Campaign

In April, the Staycations campaign generated 6,704 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 95,057 hotel referrals, representing over \$33 million in Potential Economic Value.

## Micro-Campaigns

To date, the micro-campaigns have generated 17,905 hotel referrals, representing over \$6.1 million in Potential Economic Value.

## Earned Media

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264	349,444,293		546,593,209
ADVERTISING EQUIVALENCY*	\$760,301	\$1,060,148	\$2,227,091		\$4,047,540
PUBLIC RELATIONS VALUE**	\$2,280,903	\$3,180,444	\$6,681,273		\$12,142,620

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

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

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

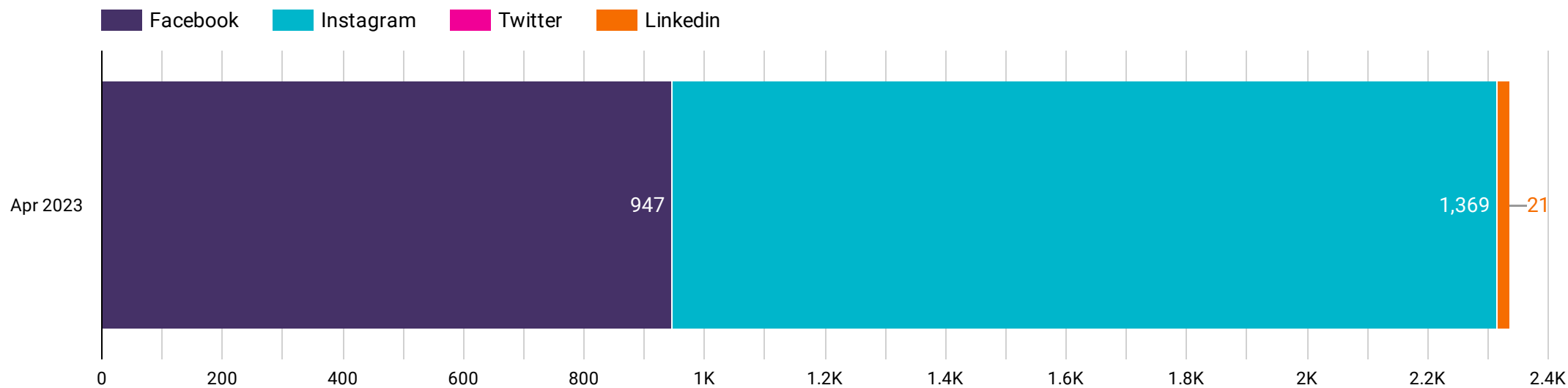
## Attachments

Assortment of Blog Postings from Southern Travelers Explore

"Close-Up Irving, Texas: Where "bleisure" goes above and beyond," Meetings Today, April 1, 2023

- ✚ “15 Road Trips from Houston That Show Off the Best Part of Texas,” [purewow.com](#), April 3, 2023
- ✚ “30+ Fun Outdoor Date Ideas in Dallas to Go On This Spring,” [streetsbeatseats.com](#), April 11, 2023
- ✚ April Social Media Overview
- ✚ April Blog Performance Overview
- ✚ April E-Newsletter Performance
- ✚ April Visit Irving Social Stats
- ✚ April Irving Convention Center Social Stats

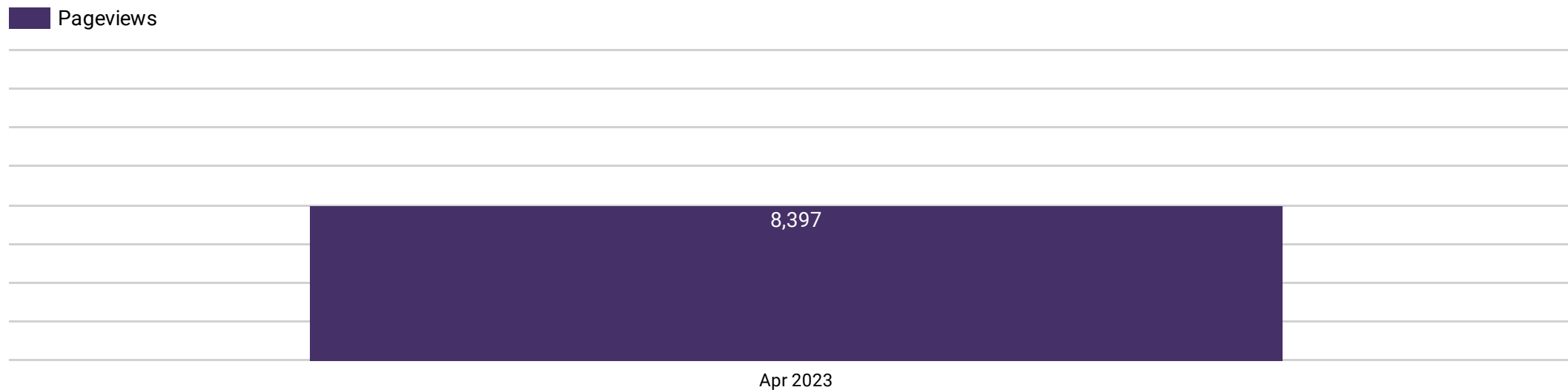
## Additional Social Media Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	101,897	17,006	5,827	985	125,715
CC	18,012	2,738	2,450	490	23,690
<b>Grand Total</b>	<b>119,909</b>	<b>19,744</b>	<b>8,277</b>	<b>1,475</b>	<b>149,405</b>

## Blog Pageviews



## Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/irving-texas-bluebonnets-guide/	2,614	2,292	00:13:13	44.85%
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	582	522	00:06:50	30.36%
3.	/blog/	253	213	00:01:18	35.9%
4.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	198	170	00:04:04	25.71%
5.	/blog/stories/post/april-happenings-in-irving/	191	168	00:05:01	28.44%
6.	/blog/stories/post/top-5-picnic-spots-in-irving-and-las-colinas/	177	159	00:05:49	25.19%
7.	/blog/stories/category/things-to-do/5a7cc53910eb2c18a107d158/	156	129	00:00:57	14.13%
8.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	142	128	00:17:33	29.23%
9.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	142	128	00:05:38	38.93%
10.	/blog/stories/post/where-to-get-pampered-in-irving/	131	104	00:02:00	27.37%

# Social Media Overview

Organization: CVB (1) ▾

Apr 1, 2023 - Apr 30, 2023 ▾

## Total All Platforms

Total Followers

125,715

Facebook Instagram Twitter LinkedIn



Total Impressions

2,355,870

↓ -2,344,311

Facebook Instagram Twitter LinkedIn



Total Engagements

79,857

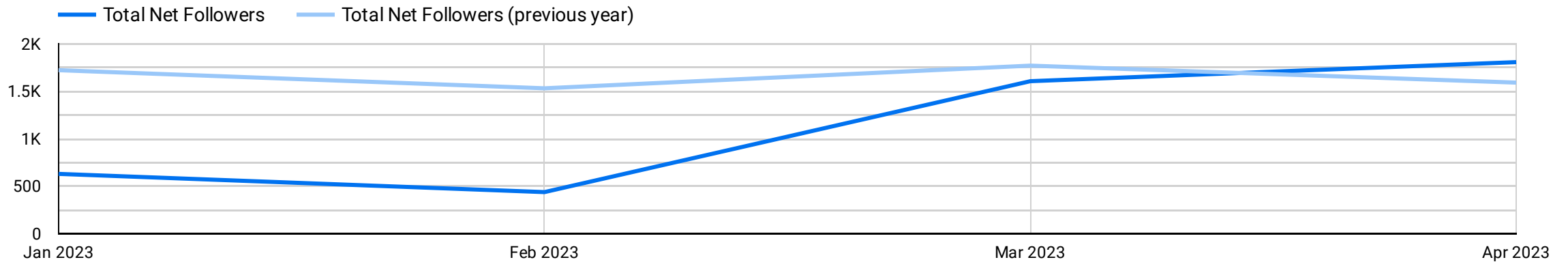
↓ -24,750

Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	101,897		17,006		5,827		985	
<b>Impressions</b>	1,441,997	-215,735 ↓	913,215	-63,402 ↓	262	-1,834 ↓	396	248 ↑
<b>Engagements</b>	30,086	-605 ↓	49,747	-29,416 ↓	11	-53 ↓	13	0
<b>Net Followers</b>	482	-15 ↓	1,317	212 ↑	-5	-73 ↓	10	4 ↑





# Social Media Overview

Organization: CC (1) ▾

Apr 1, 2023 - Apr 30, 2023 ▾

## Total All Platforms

Total Followers  
**23,690**



Total Impressions  
**758,765**  
↓ -88,796

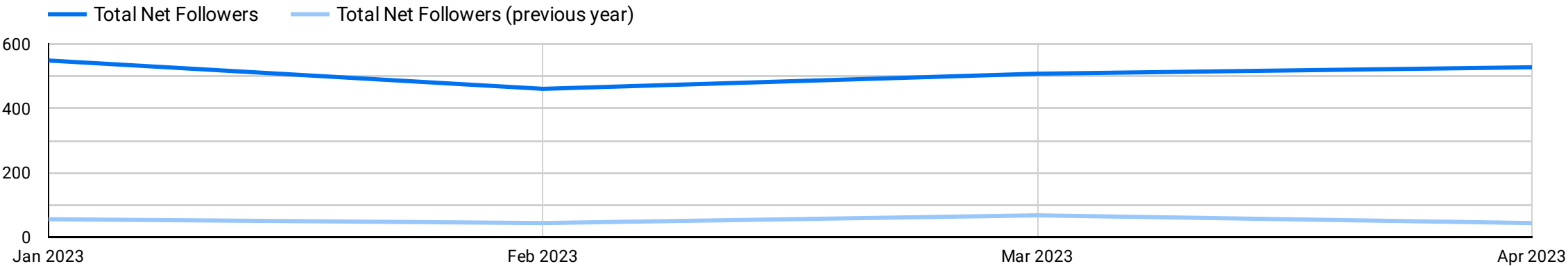


Total Engagements  
**52,340**  
↑ 3,232



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	18,012		2,738		2,450		490	
<b>Impressions</b>	688,349	33,300 ↑	69,722	-4,240 ↓	130	-100 ↓	564	518 ↑
<b>Engagements</b>	48,047	103 ↑	4,180	-1,897 ↓	2	-2 ↓	111	110 ↑
<b>Net Followers</b>	465	19 ↑	52	-7 ↓	2	7 ↑	11	8 ↑



## Discover Local Flavors During A Staycation at Texican Court in Irving

[focusdailynews.com/discover-local-flavors-during-a-staycation-at-texican-court-in-irving](https://focusdailynews.com/discover-local-flavors-during-a-staycation-at-texican-court-in-irving)

Jo Ann Holt

March 29, 2023

- [Food](#)
- [Alcohol](#)
- [Entertainment](#)
- [Travel](#)



Tom Talleur sports new Stetson at Texican Courts, Holt photo

Planning a Staycation for yourself or your family? Look no further than Irving Texas! Just drive northwest (less than 30 minutes from most Best Southwest cities) and pull into one of Irving's most unique hotels, the Texican Court. You'll be greeted with friendly, Texas-style hospitality at this adorably funky hotel on Las Colinas Blvd. I recently spent several days there attending Southern Travelers Explorer's conference (#STEIrving) and discovered how many great restaurants and fun activities our neighboring city offers.

## Staycation at Texican Courts Las Colinas

---

Having our stay at the Texican Court was an inspired choice by the conference planners since those attending came from many cities across the U.S., and some were first-time visitors to Texas. The hotel provides an ideal introduction to all things Texan. **Visit Irving** was the primary sponsor of #STEIrving, and they treated conferencegoers to an amazing opening night experience. We enjoyed an outdoor BBQ on the hotel grounds on our first night. Conference attendees were warmly welcomed by Irving's Mayor and Chamber officials, while a Longhorn steer waited patiently for photo ops.



Visit Irving's Lori Sirmen photo by Holt

Everyone received a wide-brimmed Stetson hat of their choosing from FleaStyle Hat Bar, after decorating and branding it with their initials. Great idea, since everyone now looked and felt like an honorary Texan. As a native Texan, I loved experiencing “how to be Texan” through the eyes of people who had never visited here. It was fun watching visitors from Kansas, New York, and Wisconsin try boot-scootin', line dancing to country music, and cheer for their favorite at the armadillo racing. The evening ended as we roasted s'mores over the courtyard's firepits.



Texican Court is within easy walking distance from several attractions, and just across from the Toyota Music Factory featuring numerous restaurants and bars. Their nightly entertainment features live music on the outdoor pavilion stage and other activities, including first-run films at the Alamo Drafthouse Cinema. Irving on the Rocks, a new promotion, invites you to “Claim Your Rock Star Kit” for prizes while strolling the entertainment district.

## Diners, Drive-Ins, and Dives in Irving

---

After informative seminars Saturday morning, conference-goers are divided into smaller groups to try local adventures suggested by Visit Irving. As a foodie, I boarded the van for “Diners, Drive-Ins and Dives” offering five “uniquely Irving” venues and a “trip around the world.” Irving is justifiably proud of having a large number of ethnic bakeries, markets, and restaurants in the city.



Midori Chef Owner photo by Holt

Our first stop was to locally popular Midori Sushi, a Japanese/Asian Fusion restaurant that opened in 1999. Owner/Chef Steve Midori was such a delightful, generous host that some visitors (myself included) couldn't resist eating several plates of his fresh sushi and sashimi

dishes. Irresistible, after watching Chef Steve demonstrate his sushi-making skills with a fresh Yellow Fin Tuna. Midori Sushi Japanese Restaurant Las Colinas is located at 4020 N. Macarthur #114 in Irving, phone 972-887 -1818. Visit [midorisushi.com](http://midorisushi.com).



Midori sushi photo by Holt

Our next stop: Empa Mudo, a small bakery with Buenos Aires flavors whose specialty is Argentinian gourmet empanadas. The “over-stuffed pillows of gooey goodness in a golden, crispy pastry crust” lived up to their description. Our next restaurant was Po Melvin’s, where we were entertained by Brent Rozell. He’s a well-known local singer/guitarist whose band, “Brent Rozell and the Soulmates,” perform around the country.





Brent Rozell at Po Melvin's, Holt photo

## Po Melvin's Cajun Cooking

---

We were offered a vast array of dishes at Po Melvin's, which "marries Cajun flavors with all kinds of southern favorites," and tried valiantly to sample them all. Wait staff brought out tray after tray of delicious dishes from steaming bowls of NOLA-style file gumbo, fried chicken and seafood, red beans and rice, and so much more. If you plan a Staycation in Irving, please put this place on your must-try list—and please go hungry!





Yo Mama at Po Melvin's photo by Holt

They also brought everyone a rainbow-colored drink called Yo Mama that I doubt my mama would have approved for daytime drinking. As they like to say at Po Melvin's, "Laissez le bons temps rouler" or let the good times roll. Visit [pomelvins.com](http://pomelvins.com) for info.

Our next stop was MoMo Spot, inside a Chevron Station and featuring the flavors of Nepal. The mom-and-pop shop serves a variety of Nepalese dishes, ranging from their flaky momos to my favorite, a spicy noodle dish. Visit [MoMoSpot.Shop](http://MoMoSpot.Shop) for information.



MoMo Nepalese dishes photo by Holt

## Argentina Bakery

The foodie van's last scheduled stop was at the Argentina Bakery, which I'm told is a popular destination for natives of Argentina and anyone else who loves baked goods. When Argentina won the World Cup, all the locals flocked there to celebrate their country's victory. It's described as "one part coffee house, one part international grocery store, and two parts bakery."

Tantalizing cases are stacked with gorgeously decorated, made-from-scratch cakes and other pastries that look too good to eat but too yummy not to! Another must-do stop for any Staycation plans! Visit [ArgentinaBakery.com](http://ArgentinaBakery.com) for info.





Argentina Bakery, Holt photo

Another surprise was still in store from the creative team at Visit Irving. Our van joined the other groups by the picturesque Las Colinas Canal, where we watched gondolas gliding by. We were invited to board our gondola for a trip around the canal, while each of us received a special lock inscribed with our names. Mine read Jo Ann & Durhl Forever, so they had done their research to personalize these love locks. We were allowed to place them on the Bridge of Locks, a popular local tradition, during our gondola trip.

## Staycation for Food Lovers

---

That evening we divided into small groups again for #STEIrving Dine Around, (maybe not necessary for someone who had been dining around all day like me). But those who had been more active, engaging in water activities, goat yoga, or strolling through the art district, deserved a great meal at one of Irving's fine restaurants.



The Ranch Prime Rib photo by Holt

My group enjoyed a true Texas experience at The Ranch at Las Colinas, a sprawling, rustic restaurant with a sophisticated menu. The Ranch boasts a large, covered patio with a fire pit and live music, and the menu features locally sourced, farm-to-fork ingredients. We tried Texas Whiskey BBQ Ribs, crispy fried oysters, Spicy Elk Picadillo Tacos, and Branding Iron Onion Rings as appetizers. Entrees included steaks, seafood, and chicken fried steak. For information, visit TheRanch.com.

There's more than enough to do in Irving to keep you or your family entertained—and exceedingly well-fed—on this Staycation. Just think of the money you'll save on fuel, enough to try more of their great restaurants.

---



<https://texasraveltalk.com/things-to-do-in-las-colinas/?fbclid=IwAR09YWgRsrPQjAxdxKmQBLAQqK59iyqa35OuthIJbkV259Pw0jEzLMeVLDk>

You are here: [Home](#) / [Recent](#) / Things To Do In Las Colinas

FEATURED RECENT

## THINGS TO DO IN LAS COLINAS



Group of #STEIrving Attendees at Texican Court - Irving, TX

### HERE ARE THE TOP THINGS TO DO IN LAS COLINAS (IRVING, TX).

Las Colinas is one of Irving, Texas's most popular dining and entertainment spots. With dozens of restaurants, bars, and hotels, you have plenty of options when planning a night out or a full

WELCOME TO TEXAS!



**Texas Travel Talk**

is proud to present fun places in Texas to spend a vacation, a weekend

getaway, or a day at a festival, picking strawberries, or perhaps walking through Texas Bluebonnets, and a whole lot more!

Howdy, I'm Kim Croisant, girl boss, editor, and writer of this site. We hope these articles inspire you to start planning your next Texas vacation. [Read More...](#)

weekend getaway. If you're looking for fun things to do in Las Colinas, keep reading!

Las Colinas's live music venues are second-to-none, with outdoor concerts at The Pavilion at Toyota Music Factory and indoor shows at Irving Convention Center. There are also plenty of other activities for visitors to do in and around the area, including shopping at Irving Towne Center, playing golf at Las Colinas Country Club, and seeing cultural exhibits at the Perot Museum of Nature and Science (Dallas).

The Dallas/Fort Worth International Airport (DFW) is conveniently located just outside Las Colinas, making it easy for travelers to fly into DFW Airport and then drive about 20 minutes into the urban center.

Visit Irving, TX, graciously served our small group with free gifts and memorable experiences throughout our weekend.





Love Locket Bridge in Las Colinas

## THINGS TO DO IN LAS COLINAS

As you stroll through Las Colinas, either by walking or driving, make sure to go by the Love Locket Bridge over the Mandalay Canal. You might find my love locket on the bridge – *Kim & Brody* – given to me by Visit Irving. This was such a surprise, and I was about to shed a tear when it was presented to me because Brody is my son (actually, our grandson whom we've raised since birth). The others in our group also got one.



MANDALAY CANALS ON LAKE CAROLYN

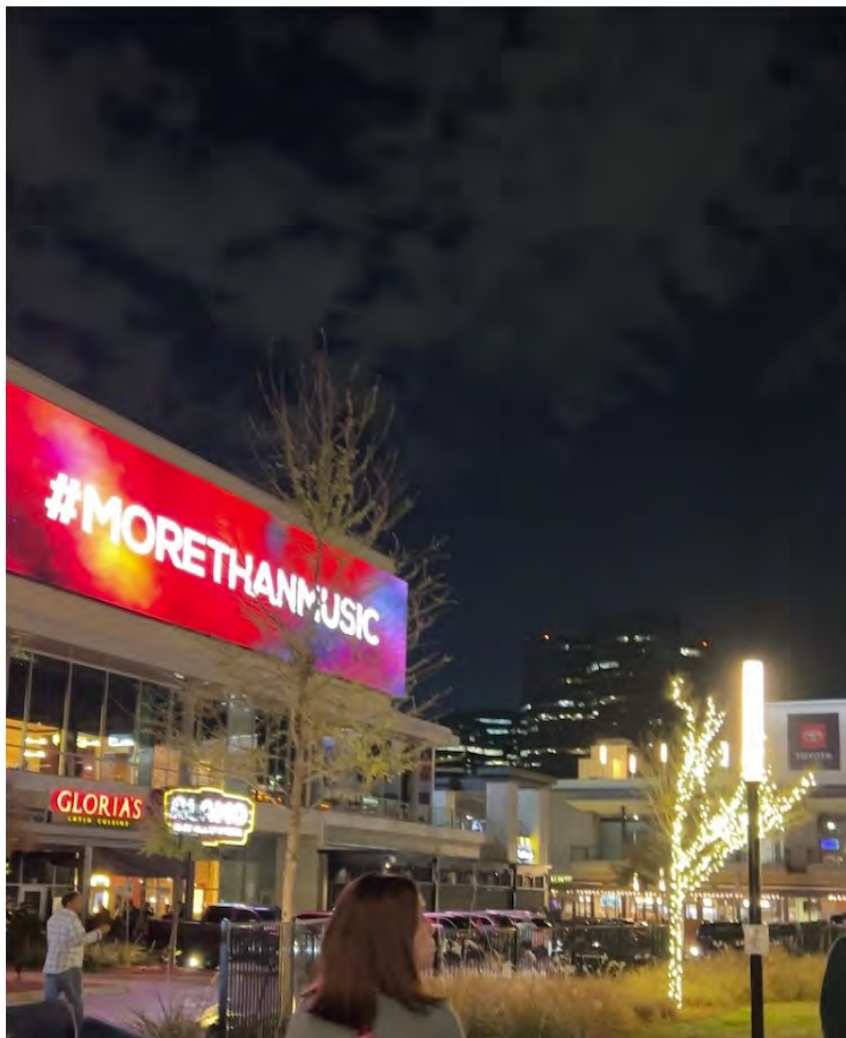
<https://texastraveltalk.com/things-to-do-in-las-colinas/?fbclid=IwAR09YWgRsrPQjAxdxKmQBLAQqK59iyqa35OuthIJBkV259Pw0jEzLMeVLDk>

Lake Carolyn is a small lake with canals in Irving. There is a 3.2-mile loop trail that is easy to walk. Depending on how fast you walk, it can take roughly an hour – and the views are beautiful too.

**Gondola Cruises** – If you have something special you’re celebrating, opt for a dinner cruise by [Gondola Adventures](#) on the Mandalay Canal. Make it more special with a song or two sung by the gondolier! There are eight types of cruises, not all for romance, and they can serve lunch too.

**Kayak/Paddleboard** – Or, if you prefer to get your feet (a little) wet, kayaking or stand-up paddleboarding are other options to do on the Mandalay Canal. My young son and I kayaked two years ago. It was inexpensive and not very far—perfect for us. You can rent both from [Stand Up Paddle North Texas](#).

**Dining** – The Mandalay Canal is home to some of Irving’s most popular restaurants, including Pax & Beneficia Coffee, Pacific Table, Via Real, Hugo’s Invitados, The Ginger Man Pub, and many more.







## TOYOTA MUSIC FACTORY

**Music Scene** – If you're looking for an unbeatable live music venue in the Dallas-Fort Worth area, you've come to the right place. The Toyota Music Factory is a huge part of the food and entertainment scene in Las Colinas. The venue is home to several restaurants which offer unique dining experiences, an open-air pavilion for live music, and a cinema.

**Toyota Music Factory** has something for everyone. Whether you want to see your favorite band or comedian perform live on stage or want to grab dinner with friends or family after work, this venue has something for everyone!

The Pavilion has become an important part of the North Texas music scene, with three areas to see live music and bands. It's also become a destination for those who want to enjoy some good food while listening to live music.

**Dining** – The Toyota Music Factory has a ton of eateries, with some adjacent to the large lawn that provides picnic tables and plenty of places to lay a blanket down on the grass to enjoy food, drink, & music. The best part is you can choose to eat at the restaurants (most, if not all, have outdoor seating) or bring your food to an available picnic table out on the lawn to enjoy while listening to the band play.

**Parking** – There's plenty of on-site self-parking at restaurants, behind restaurants, and in a nearby garage.

**Fact:** Superstars who have played here include Ringo Starr, Harry Styles, Post Malone, Chris Rock, Demi Lavato, Backstreet Boys, and The Chicks. WOW!



## THE MUSTANGS OF LAS COLINAS

**The Mustangs of Las Colinas** is a sculpture park featuring a herd of wild horses. It's located in Irving, Texas, at William Square. The sculpture park is open daily from 9:00 AM to 9:00 pm. Admission is free, but donations are welcome.

The visitor center has information about the Mustangs and several other animals native to North Texas. Visitors can also learn more about these animals from live animal presentations.

Not every day do you see wild mustangs galloping across the water. But if you come to Las Colinas, you can visit the Mustangs of Las Colinas at William Square and enjoy seeing these magnificent sculptures in person.

**Fact:** For the 20th Anniversary of the Mustangs, country singer LeAnn Rimes narrated a video on the creation of the bronze sculptures with her behind it.









## PLACES TO STAY IN LAS COLINAS

From rustic modern boutique chic to luxury hotels on the canal, Las Colinas will have what you're looking for

**Texican Court** – A boutique rustic chic hotel with pink doors and orange refrigerators across the street from the convention center. Two Mules Cantina is the onsite restaurant and bar offering food, wine, & spirits. This urban-style vibe restaurant is open for breakfast, lunch & dinner. Whether you want to dine inside or out in the relaxed beer garden featuring beanbag-style chairs, tables, picnic tables, and fire pits, the choice is yours.

Read more about Texican Court and the other five [boutique hotels in Texas](#) owned by Valencia Hotel Group.

The **Omni Hotel** is located on the canal with a beautiful pool, spa, lush dining options, and nice rooms overlooking the canal.

The **Westin Irving Convention Center** – adjacent to the convention center, is a pet-friendly hotel with nice rooms, wellness, and dining.

**Las Colinas Resort** (formerly The 4 Seasons but soon to be a Ritz Carlton). When the hotel finishes its \$60 million facelift, it will officially be a Ritz Carlton. This is going to be a remarkable place to stay and make memories. A small group of us enjoyed a fabulous lunch at the Outlaw and a marvelous spa treatment compliments of Vist Irving.





Visit Irving Event for Travel Writers/Bloggers March 2023

## SMALL EVENT VENUES IN LAS COLINAS

### TEXICAN COURT

Our travel writer event was held at the **Texican Court Little Chapel Ballroom** adjacent to the outdoor lawn. It was the perfect small event space for our small group – **Southern Travelers Explore**. They brought in the biggest longhorn we'd ever seen, armadillos, so we could see them race, live music, and more. Texican Court is also an option for weddings. Parking is plentiful.

### IRVING CONVENTION CENTER

Small or large – they can handle it all! The **Irving Convention Center** is a premier convention, trade show, and sports facility in the heart of Las Colinas. It is home to many conventions, such as pet shows, art fairs, and other events like weddings and job fairs.

**Fun Fact:** There are 123 tons of copper on the convention center's exterior, which is equal to 46 million pennies.

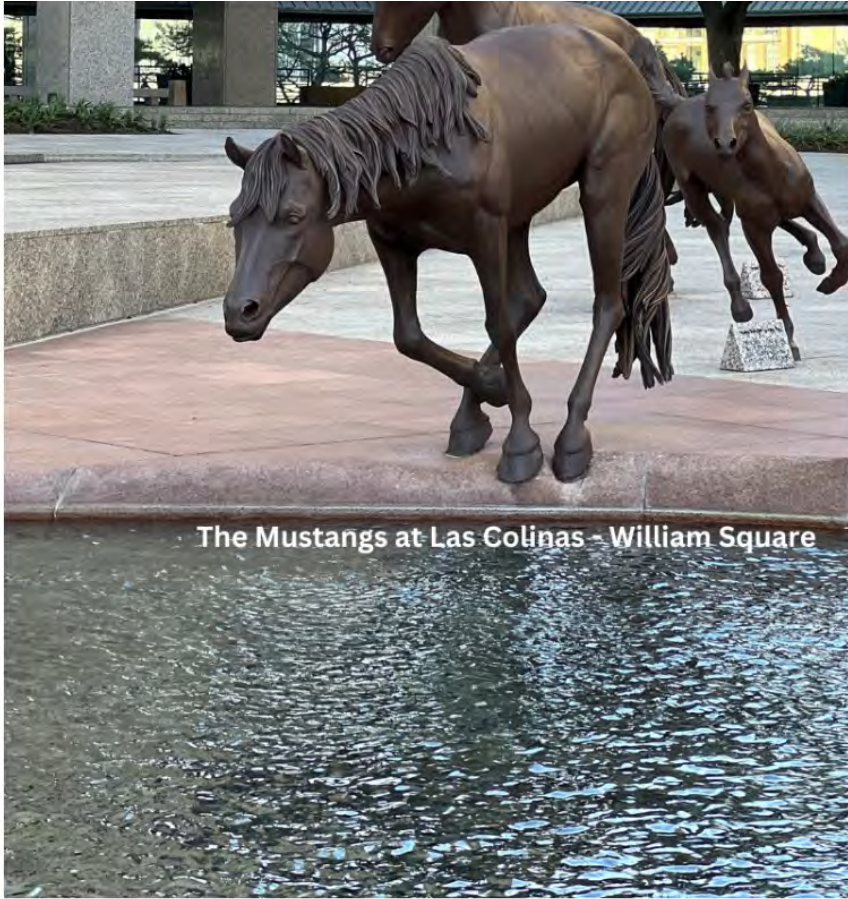
### VENETIAN TERRACE

**Venetian Terrace** is an upscale Italian restaurant and a luxurious small wedding venue on the ceremony terrace on the Mandalay Canal.

With these wonderful things to do in Las Colinas, when will you visit?

**PIN IT!**





The Mustangs at Las Colinas - William Square



  
LEAVE A COMMENT



#### ABOUT KIM CROISANT

Travel writer, travel blogger, and road trip enthusiast Kim Croisant is a proud native Texan passionate about seeing Texas by car. Kim is raising her grandson and takes him on as many trips as possible. When she's feeling the love, she lets her darling 83-year-old mother come along as well. But her favorite way to travel is solo. When Kim's not writing, she is hiking through nature and camping in the woods in a cabin full of amenities.



<https://coupleplaces.com/travel-ideas/the-love-lock-bridge-tradition-a-symbol-of-everlasting-devotion.html?fbclid...>

## Love Lock Bridge Tradition: A Symbol of Everlasting Devotion That Every Couple Should Try



The love lock bridge tradition is a romantic gesture that has been practiced for centuries. Couples attach padlocks to bridges as a symbol of their indestructible bond and everlasting devotion. This tradition has been around since the early 1900s, but it was popularized in Hungary in the early 2000s when young couples began attaching locks to the Széchenyi Chain Bridge in Budapest.

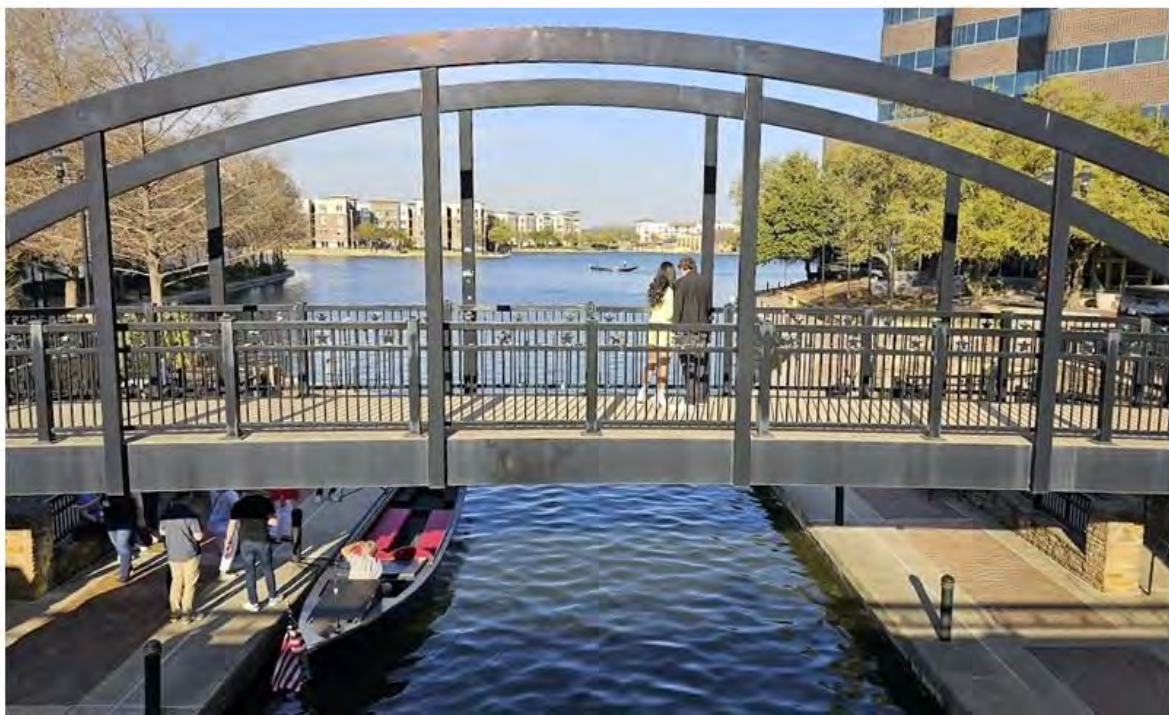
Since then, this custom has spread all over the world. However, it's really only been the past twenty years, since the early 2000's where this tradition has caught fire. That's likely since this is such a cute thing to do ... and then show off on social media. Afterall, who doesn't love love?!

For Heather and I we've participated in the tradition a few different times - though only most recently in Irving, Texas did I actually have a lock to attach. Previously, in Cologne, Germany and Amsterdam, we visited the locations and sort of did a "virtual lock" and then gave each other a kiss. While not quite as impactful as the full experience ... it was fun and meaningful for us. I can't wait to go somewhere and do the whole tradition together though!

<https://coupleplaces.com/travel-ideas/the-love-lock-bridge-tradition-a-symbol-of-everlasting-devotion.html?fbclid...>

In each of these dozens of locations around the world, couples inscribe their initials or names on a padlock and attach it to a bridge as a sign of their undying love. The most famous love lock bridge is located in Paris on the Pont des Arts bridge over the Seine River. However, this bridge became so popular with lovers that it had to be closed down due to safety concerns after thousands of locks were attached to it!

Love lock bridges are now a worldwide phenomenon and are not just found in Europe - they can be found all over the world and across the United States as well! From South Korea's N Seoul Tower and Japan's Hohenzollern Bridge to Italy's Ponte Milvio and Spain's Puente de los Suspiros de Triana, there are plenty of places where you can show your partner your everlasting devotion by attaching a lock to a bridge.



## 20+ Locations Where You Can Find A Love Lock Bridge:

There are also many other locations around the United States where people have created fences and other areas where people can attach locks. We've not included those locations since we're focused specifically on bridges where you can attach a lock as a romantic gesture. Notable non-bridge locations include Canfield, Ohio's 'The Big Lock' art project, Lovelock, Nevada where the entire town has joined in on the tradition and the Paris Las Vegas Casino where there's a wall where you can attach your lock.



1. Carolyn Promenade Lake, Las Colinas, Irving Texas (as featured on Love Is Blind reality TV show!)
2. Santa Fe Trestle Trail Bridge, East Oak Cliff, Dallas Texas
3. Napa Valley Wine Train Love Lock Bridge, Napa, California
4. Augusta Love Lock Bridge, Augusta, Georgia
5. Love Lock Sculptures, Loveland, Colorado
6. Schenley Park Bridge, Pittsburgh, Pennsylvania
7. Niagara Falls Love Locks Bridge, Ontario, Canada
8. Most Ljubavi, Vrnjačka Banja, Serbia
9. Punda Love Heart, Willemstad, Curaçao
10. Pont des Artes, Paris, France
11. Magere Brug, Amsterdam, Netherlands
12. Staalmeestersbrug, Amsterdam, Netherlands
13. Father Bernatek Footbridge, Krakow, Poland
14. Čertovka Pedestrian Bridge, Kampa, Prague, Czech Republic
15. Butcher's Bridge, Ljubjana, Slovenia
16. Wedding Lock Bridge, Riga, Latvia
17. Hohenzollern Bridge, Cologne, Germany
18. Makartsteg Bridge, Salzburg, Austria
19. St. Maarten Causeway Bridge, Philipsburg, Saint Maarten
20. Mount Huangshan, China
21. North Seoul Tower, Seoul, South Korea
22. Luzhkov Bridge, Moscow, Russia

So, if you're looking for an extra special way to show your partner how much you care, why not take them on an adventure around the world and visit some of these beautiful love lock bridges? It's sure to be an unforgettable experience that will stay with you both forever!



<https://coupleplaces.com/travel-ideas/the-love-lock-bridge-tradition-a-symbol-of-everlasting-devotion.html?fbclid...>





## How You Can Join The Love Lock Bridge Tradition

The love lock bridge tradition has been around for centuries and continues to be a popular way for couples to show their everlasting devotion and commitment to each other. If you want to join in on this romantic gesture, here are some steps you should take to ensure your experience is meaningful and special:

### Talk About Your Expectations

Before doing anything else, take some time to talk about what you both hope to get out of the experience. Discuss how much time you want to spend together writing the inscription, attaching the lock to the bridge, etc. Having a clear understanding of each other's expectations ahead of time will make it easier for both of you to enjoy the experience when it actually happens.

We're going to assume you are already in a committed relationship so this step should be easy!

### Choose a Symbolically Significant Location

Once you have discussed your expectations, it's time to choose a location with a special meaning for both of you. This could be any place where there is an accessible bridge with locks already attached - such as Cologne in Germany or Irving, Texas, or somewhere closer that has personal importance like a spot where you first met or had your first kiss. If there's nothing close or that are you able to travel to, you might even start your own tradition.

This could even be a great opportunity to propose to someone by making this a symbol that represents your everlasting love.

A word of caution though, in some areas the act of attaching a lock to a bridge can be seen as vandalism and you could be fined or arrested if caught. Likewise, you should never trespass or go to parts of the bridge that are not readily accessible by pedestrians.

## Writing a Meaningful Inscription





Have fun creating an inscription that expresses your feelings for each other! It could be something simple like your initials or names, but it could also be a phrase like "together forever" or "love never fails". Be creative - the sky's the limit!

There are many vendors on sites like Etsy as well as Amazon where you can get personalized locks engraved with your names. You can also take a lock that you've purchased and bring it to a local award shop or engraver to have it customized with your own personal message.

## Attach The Lock To The Bridge

Once you get to the bridge, give your partner a kiss, a hug, or whatever gesture is appropriate and you can attach the lock to the bridge together or by yourself if that's easier.

Tradition states that you should throw the key into the river so your love can never be broken. For Heather and I though, we don't like littering - especially throwing something like this into the river. So, instead you can just place it into a trashcan or even into a super hot campfire where the key can melt down into a pool of aluminum or whatever metal it was made of.

 WRITTEN BY: JAMES HILLS ✓  CATEGORY: TRAVEL IDEAS ✓  PUBLISHED: 16 MARCH 2023 ✓  HITS: 209



https://ourlittlifestyle.com/2023/03/16/texican-court-hotel-a-hidden-gem-in-irving-texas/?fbclid=IwAR3bJ3Z2duk1ZHRJdkeEEIM6GqSLosoWTt2ucorVHu-rqkIstRGMKjB2R2K0



# Our Little Lifestyle

**LOVE. LIFE. STYLE. SMILES.**



HOTELS / TEXAS / TRAVEL

## Texican Court Hotel: a Hidden Gem in Irving, Texas

March 16, 2023 · Leave a Comment

|| We may earn money or products from the companies mentioned in this post. All opinions are our own. ||

If you are looking for a place that can take you back in time to the golden age of southern road trips and Texan hospitality, look no further than the [Texican Court Hotel](#) in Irving, Texas.

Operated by Valencia Hotel Group, this charming boutique hotel is an excellent choice for both business and leisure travelers. The laid-back atmosphere will make you feel right at home!



Before I tell you about the hotel itself and my stay, it's important for me to share a bit about its location and the Irving, Texas, and Las Colinas area.

We visit Texas quite often, especially the Dallas area, because my sister lives here. But I actually didn't know anything about this particular area until my recent visit, and I was blown away by how nice it is and all that there is to do!



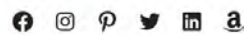
The Texican Court Hotel in Irving, Texas



### ABOUT US...

Hello! We are Sarah, Matt, Abby and Jake and this is our story. We love adventure, trying new things and visiting new places, family travel, and living on the bright side. Come and join us. And make yourself at home. Or better yet, let's go somewhere together!

### FOLLOW US



### RECENT POSTS



A Guide to the Iconic Key West Conch Train Tour







Located in the heart of the Dallas-Fort Worth metropolitan area, Irving, Texas, is known for its thriving business district, cultural attractions, fantastic restaurants, and live music. But for those seeking a more rustic and relaxed getaway in the Las Colinas area, the **Texican Court Hotel** offers a unique experience that blends Texan hospitality with a bit of a Palm Springs midcentury chic vibe.



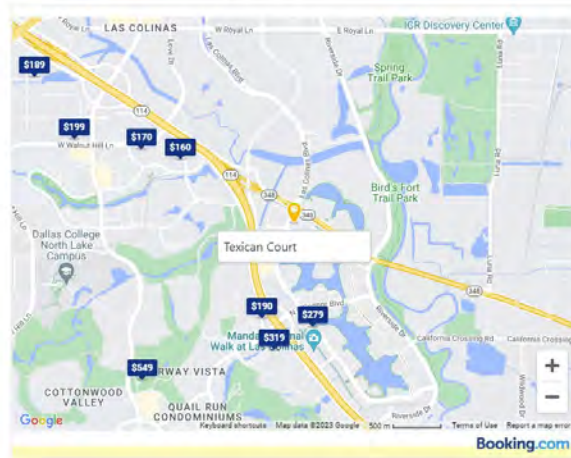
The Texican Court Hotel opened in 2018 and is a boutique hotel with 152 guest rooms, each with an Instagram-worthy pink door.

Inspired by the midcentury motor courts and haciendas of West Texas and Mexico, the hotel's intentionally laidback design creates a warm and welcoming atmosphere that will have you forget that you are smack dab in the middle of a large metropolitan area!



### Texican Court Location

Address: 501 W Las Colinas Blvd., Irving, TX 75039



The **Texican Court Hotel** is located in Las Colinas, a master-planned community in Irving, Texas. Las Colinas is known for its high-end residential properties, corporate offices, and entertainment venues.



### Texican Court Hotel: a Hidden Gem in Irving, Texas



Our Ride on the Brightline Train (Fort Lauderdale to Miami)



18 Exciting Things for Families to do in Key West



Choosing the Best Coffee Maker for Airbnb Vacation Rentals



Want to Swim with Manatees in Crystal River, Florida? Read this first!



Austin Duck Adventures (Unique Things To Do In Austin, Texas)



What is the Best Mattress for Airbnb Vacation Rentals?



Your Guide to 30A Airports

Toyota Music Factory, a live music and entertainment complex, and the Irving Convention Center are just a block away from the property, making it a great central location for all types of travelers.



The hotel offers easy access to major highways, such as I-635 and TX-114, and to Dallas-Fort Worth International Airport and Dallas Love Field, which are only 15 minutes away. It truly is at the center of everything in the Dallas-Fort Worth area!



### Las Colinas

Las Colinas, where the Texican Court is located, is a planned community within Irving, Texas, that covers an area of about 12,000 acres and features a variety of commercial and residential properties, as well as recreational areas and cultural attractions.



Developed in 1972 by cattle ranching millionaire Ben H. Carpenter, Las Colinas was originally called *El Rancho de Las Colinas*, which means **The Little Ranch of the Hills**.

It was actually one of the very first master-planned communities in the United States and inspired much of the future urban planning in the Dallas-Fort Worth metropolitan area. Every time I visit, I am just in awe of the growth in this area!



When is the Best Time to Book a Family Vacation in 2023?



Visiting the Museum of the Weird (Austin, Texas)



Don't Ghost Your Host + other Airbnb tips for guests!



Exploring the Driftwood Beach (Jekyll Island, Georgia)







Some notable landmarks in Las Collinas include the Mandalay Canal, the Mustangs of Las Collinas sculpture, the Toyota Music Factory, and the Irving Convention Center, which hosts various events and conferences throughout the year.



Staying at the Texican Court Hotel



One of the highlights of the **Texican Court Hotel** is its spacious courtyards, which serve as the hotel's central gathering points. Their unique circular pool is at the center of the courtyard-style property. The pool area is just steps away from most of the guest rooms and offers a desert oasis vibe.



The remaining space is made up of two courtyards with plenty of cozy gathering spaces, fire pits, and lawn games. It truly is a place to connect with family and friends as you enjoy smores and laughter under the warm string lights and evening stars.



Adjacent to the courtyard is the hotel's restaurant, **Two Mules Cantina**, which serves Tex-Mex cuisine and handcrafted cocktails in a casual Texan setting.

The restaurant features indoor and outdoor seating areas. And if you visit on the weekends, you can enjoy live music and a fun, festive atmosphere.



Are you craving Tequila? The hotel also has a warm and welcoming tequila bar located just across from the check-in office. On nice days, which are abundant in Texas, the doors of **Salt Tequila Bar** are open, offering a unique open-air ambiance.







Other amenities at the *Texican Court Hotel* include a small fitness center, a business center, pet-friendly rooms, room service, and complimentary bikes to take you all around Lake Carolyn and throughout the Las Colinas areas.

Self Parking is free on a first-come, first-service basis, and valet is available if desired.



### Accommodations

The [Texican Court Hotel](#) offers a range of accommodations perfect for couples and families. And with its spacious courtyards and photo opp around every corner, it is also a popular destination for a girl's trip or a guy's getaway.



The standard Classic Rooms are spacious and comfortable, with king or double queen beds, flat-screen TVs, fully stocked SMEG refrigerators, coffee makers, complimentary Wi-Fi, and the cutest robes!





The Deluxe Rooms offer everything above but are centrally located near the pool and fire pits.

The Junior Suites offer more space to spread out. They feature a living area with a sofa, a dining table for four, and a vintage-inspired claw-foot bathtub.



Are you looking for even more space?

The Texican Court's Presidential Suite is a two-room suite featuring a separate living room and an oversized bathroom with a double vanity, the spacious walk-in shower offered in all rooms, plus the vintage-inspired claw-foot bathtub.



Share



Share





Each room at the Texican Court is tastefully decorated with traditional and modern elements, eclectic accents, colorful textiles, and rustic wood furnishings.

The bathrooms are equally stylish, with large walk-in showers, floor tiles letting you know that you are indeed in TX, plush towels and spa-quality soaps, body washes, shampoo, and conditioner.







## My Stay at the Texican Court

A comfortable bed is very important to me when I travel. And I have to say that I found the bed incredibly comfortable and wasn't ready to leave at the end of my four-night stay.

I ate a few different meals at Two Mules Cantina and enjoyed a couple of margaritas at the Tequila Bar. Everything was fantastic!





My room was spotless, and the staff was always friendly and welcoming. I stayed at the Texican Court while attending the Southern Travelers Explore conference put on by [Travel The South](#). The meeting room was perfect for our educational sessions.



I will mention that the signature orange SMEG refrigerator is fully stocked with a variety of drinks - many local to Texas. These are available for purchase mini-bar style. I heard from a few peers that they really enjoyed having these local drinks, such as Lone Star beer, available.

On the other hand, one or two mentioned they were expecting an empty refrigerator for their food and drinks. So, I wanted to give you a heads-up there.



I would stay here again and highly recommend the [Texican Court Hotel](#) to all my family and friends who want a true lone-star experience! And after reading many [Texican Court reviews](#) prior to my trip, I believe others feel the same!

There is a reason why [Trip Advisor](#) guests rank it #2 (of 88) hotels in Irving!



**Dallas: Cowboys AT&T Stadium Tour with Transportation**

🕒 Duration: 3.5 hours  
★ 4.5 (145)



**From Dallas: Fort Worth Guided Day Tour**

🕒 Duration: 4.5 hours  
★ 4.5 (30)



**Dallas CityPASS®: Save 47% at 4 Top Attractions**

🕒 Duration: 9 days  
★ 4.5 (10)

Powered by [GetYourGuide](#). [Become a partner.](#)

## Attractions near the Texican Court Hotel Irving, Texas



While the **Texican Court** is a destination in itself, plenty of attractions and activities are nearby for you to explore.



Here are a few highlights:

**Toyota Music Factory:** Enjoy live music and numerous unique dining options and bars at this entertainment venue just a block away. Or enjoy a movie at The Alamo Dratthouse.

**Mustangs of Las Colinas:** This bronze sculpture of nine wild mustangs running across a granite stream captures the spirit of the American West and is a must-see for visitors to Las Colinas.

**Irving Arts Center:** This cultural hub features a variety of art exhibitions, concerts, and theater performances throughout the year.

**Mandalay Canal Walk:** This scenic walkway along the canal in Las Colinas features fountains, bridges, and landscaped gardens and is an excellent spot for a leisurely daytime stroll.

**Lake Carolyn:** Take a boat tour of 125-acre Lake Carolyn. Or better yet, make it a Gondola ride.

**Irving Convention Center:** This state-of-the-art facility hosts trade shows, conventions, and events throughout the year.

**Water Street District:** Enjoy some vibrant shopping and fantastic dining in this section of Las Colinas, located along the shores of Lake Carolyn with stunning views of the water.

**Campion Trail:** This 22-mile hiking and biking trail runs along the Trinity River in Las Colinas, offering scenic views and is an excellent spot for outdoor enthusiasts.

**Ruth Palne House Museum:** This historic home in Irving played a role in a pivotal event in American history. In 1963, Lee Harvey Oswald spent the evening here before assassinating President John F. Kennedy. The museum offers guided tours and exhibits that explore the assassination and its aftermath.



## Book Your Stay at the Texican Court Hotel

The Texican Court is a fantastic choice for anyone looking for a unique and memorable hotel experience in Irving, Texas. The hotel's charming decor, top-notch amenities, and friendly staff make it a true gem in the heart of the Lone Star State.

But, fair warning, your Instagram photos will likely make your friends jealous. So make sure to invite them along for the fun!

[You can click here to check for rates and availability!](#)

## PIN my Texican Court Hotel Blog Post





County

Circulation:  
Frequency:  
April 1, 2023



# CLOSE-UP Irving, TX

Where “bleisure” goes above and beyond

By Taylor Smith

With a variety of unique offsite venues and attractions, planners looking to host meetings and events in Irving, Texas, will be delighted to find an abundance of opportunities to expand their meeting agendas beyond the boardroom and into the increasingly popular “bleisure” travel segment.

The Irving Convention Center at Las Colinas offers nearly 100,000 square feet of meeting and exhibit space for all things business, including a 50,000-square-foot column-free exhibition hall. The 275,000-square-foot, Silver LEED-certified convention center can accommodate groups of 800-4,000.

The Irving Convention Center’s Covered Terrace and Lower Cafe Terrace offer panoramic, picturesque views of Las Colinas

and are available for outdoor events for groups of up to 440 in rounds to 1,900 reception-style, and the building’s unique vertical design allows attendees to move across the spaces fluidly, facilitating easier interaction and collaboration.


Surrounding the convention center is 40 acres of land comprising Irving’s mixed-use entertainment district at Las Colinas Urban Center. The area includes a 350-room Westin Convention Center Hotel and a \$173 million entertainment complex, the Toyota Music Factory, anchored by an 8,000-seat indoor/outdoor amphitheater operated by Live Nation, offering groups an ideal balance of work and play.

And Irving is stealing the spotlight as another music city in the Lone Star State, featuring superstars, world-renowned

headliners, local bands and more on stages like Toyota Music Factory’s Live Nation Pavilion. Plus, attendees can immerse themselves in Irving’s buzzing nightlife scene with easy access to dozens of bars featuring local live music, nearly 20 dining options and the open-air, 50,000-square-foot Texas Lottery Plaza, featuring axe-throwing at Stumpy’s Hatchet House and an Alamo Drafthouse Movie Theater, all within walking distance of the Irving Convention Center’s front doors.

Groups looking to experience Irving’s natural beauty can visit Lake Carolyn for classes and excursions on the water like paddle boarding and kayaking, or enjoy a gondola ride showcasing views of the lake and its natural surroundings. Daring attendees are welcome to give Lake Carolyn’s Aqua-cycle Water Trikes for two to three people a try for a unique teambuilding experience on the water.

Planners can even book an event at Levy Plaza, the new \$2.8 million outdoor plaza along Lake Carolyn that offers six acres of open green space for hosting festivals, community and sporting events, as well as private gatherings. The plaza features parking, drinking fountains, a paved walkway, benches and picnic tables, as well as charging stations and free Wi-Fi. Levy Plaza was designed for vendor tents and food trucks and features a permanent stage.

 VISIT IRVING TEXAS  
(972) 252-7476  
[www.irvingtexas.com/meetings](http://www.irvingtexas.com/meetings)

**GETTING THERE**  
Irving is located in the Dallas-Fort Worth Metroplex and is approximately a 20-minute drive from both Dallas-Fort Worth International Airport, offering airlift to 229 destinations, and Dallas Love Field, which provides nonstop access to 57 cities.

## 4 FANTASTIC OFFSITES

**Stumpy’s Hatchet House** // [www.stumpyssh.com/irvingtx](http://www.stumpyssh.com/irvingtx)  
Featuring 11 throwing pits along with other games such as Giant Jenga, beer pong, cornhole, darts and ring on the string, Stumpy’s also offers a 20-tap, self-pour beer system with a mix of beers, seltzers and ciders.

**Texican Court by Valencia Hotel Group** // [www.texicancourt.com](http://www.texicancourt.com)  
Meeting space at Texican Court consists of 3,500 square feet of retro-inspired indoor and outdoor options, including three distinct courtyards, The Good, The Bad and The Ugly, offering 600, 1,200 and 2,200 square feet, respectively, to accommodate small, intimate gatherings to large parties. Each courtyard has its own theme reminiscent of the Wild West and lit by twinkling lights.



STUMPY’S HATCHET HOUSE

**Irving Arts Center** // [www.irvingartscenter.com](http://www.irvingartscenter.com)  
The center’s six distinct galleries, Sculpture Garden and two state-of-the-art theaters serve as unique backdrops for events—from large corporate dinners and concerts to meetings and film screenings.

**Williams Square Plaza** // [www.williamssquare.com](http://www.williamssquare.com)  
Following a multimillion-dollar redevelopment, Williams Square Plaza reopened in May 2022 to reveal its once-stone-covered grounds completely transformed into a comfortable public gathering and event space surrounding the world’s largest equestrian sculpture, Mustangs of Las Colinas.

## 15 Road Trips from Houston That Show Off the Best Part of Texas

 [purewow.com/travel/road-trips-from-houston](https://purewow.com/travel/road-trips-from-houston)

travel



By Lauren Dana Ellman

•  
Published Apr 3, 2023

PureWow editors select every item that appears on this page, and the company may earn compensation through affiliate links within the story. You can [learn more about that process here](#).

While Houston, [Texas](#) is chock-full of culture and things to do, The Lone Star State is home to dozens of just-as-incredible destinations within easy driving distance. Whether you prefer to hit the beach, explore a new city or spend the weekend wine-tasting away, these road trip destinations are sure to impress any type of traveler. Have we got your attention yet? Read on for the [best road trips](#) you can take from Houston that make for an easy—and fun!—[weekend getaway](#). Happy travels, y'all!



Andrea Evangelo-Giamou / EyeEm

### 1. Dallas, Texas

- **Driving Distance:** 240 miles (approx. four hours)
- **Why We Love It:** great food and drink, shopping, arts and culture, history



- **Where to Stay:** The Joule (from \$262/night), Wild Stallion (from \$136/night), Loft Penthouse Suite (from \$89/night), Thompson Dallas (from \$263/night)

Embark on a road trip to Dallas to experience some of the Lone Star State's best food and drink offerings, which range from artisan bread and pastries at Eatzi's Market & Bakery to fresh sushi at Nobu Dallas, to innovative cocktails at Punch Bowl Social. Tight on time? Take a food and culture walking tour to experience everything this modern metropolis has to offer in both realms. Meanwhile, art lovers can spend some time in the city's Arts District, home to the Dallas Museum of Art, the Crow Collection of Asian Art and the Nasher Sculpture Center. Indulge in some retail therapy at the boutique-lined Highland Park Village followed by a celebratory happy hour drink at Uchi and The Standard Pour.

Explore



Grapevine CVB (The Wood Agency)

## 2. Grapevine, Texas

- **Driving Distance:** 261 miles (approx. four hours)
- **Why We Love It:** historic charm, quaint Main Street, wine tasting, outdoor adventure
- **Where to Stay:** Hotel Vin, Autograph Collection (from \$308/night), Robin's Nest (from \$134/night)

Grapevine is best known for its historic centuries-old buildings, most of which can be found along quaint Main Street. Here, you'll also find a slew of mom-and-pop eateries, shops (don't miss the Texas General Store for fun Texas-themed souvenirs) and galleries. Don't skip town without spending an afternoon exploring the historic Cotton Belt Railroad District, either. Wine lovers, rejoice: Grapevine is also home to seven tasting rooms where you can kick back, relax and sip on a glass (or two) of vino. Lastly, if the weather's nice, make your way to the 8,000-acre Lake Grapevine, where outdoor activities—from boating, fishing, water-skiing, hiking and biking—abound.

Explore



Photo by [Daniel Jerez on Unsplash](#)

### 3. Irving, Texas

---

- **Driving Distance:** 253 miles (approx. 4 hours)
- **Why We Love It:** art and culture, history, spas, golf
- **Where to Stay:** [Texican Court](#) (from \$149/night), [Luxury Lake Loft](#) (from \$118/night)

Like Grapevine, the city of [Irving](#) is located right outside of Dallas. The destination is home to the namesake [Irving Arts Center](#), which has over 90,000 square feet of performing and visual arts space. [The Ruth Paine House Museum](#)—where JFK’s assassin spent the night before committing the heinous act—is a must-visit for U.S. history buffs. Golf enthusiasts can even practice their swing at one of four [courses](#). Besides, no trip to Irving is complete without checking out the [Mandalay Canals](#), best explored via gondola or stand-up paddle board. Afterward, treat yourself to a rejuvenating massage at a nearby [spa](#) (there are around a dozen to choose from). Lastly, for ample shopping, drinking and dining, make your way to the bustling [Las Colinas Entertainment District](#).

[Explore](#)



[Fort Worth Stockyards](#)

### 4. Fort Worth, Texas

---



- **Driving Distance:** 265 miles (approx. 4 hours)
- **Why We Love It:** history, art, entertainment, shopping, mouthwatering food
- **Where to Stay:** [Hotel Drover](#), [Autograph Collection](#) (from \$369/night), [Western-Inspired Home](#) (from \$182 /night)

For a fun-filled getaway, hit the road and head to the [Forth Worth Stockyards](#). Here, you'll find over two-dozen bars and restaurants that run the gamut from fresh-baked biscuits at [The Biscuit Bar](#) to haute Italian fare at [Caterina's](#), to ice-cold brews at [Second Rodeo Brewing](#). Later, head to [Billy Bob's](#)—home of the world's largest honky-tonk—to catch a show or hop on the mechanical bull. The next day, spend the morning strolling through [Mule Alley](#) before checking out the world's only year-round rodeo at the [Cowtown Coliseum](#). Alternatively, catch the world's only twice-daily cattle drive on [Exchange Street](#) before listening to live music at [Tannahill's Tavern & Music Hall](#). Don't skip town without snagging an epic souvenir: We recommend customizing a hat at [Flea Style](#).

[Explore](#)



[Beaumont CVB](#)

## 5. [Beaumont, Texas](#)

---

- **Driving Distance:** 85 miles (approx. 1.5 hours)
- **Why We Love It:** nature, outdoors, food, art
- **Where to Stay:** [MCM Elegante Hotel](#) (from \$100/night), [Stylish, Cozy, Peaceful Home](#) (from \$131/night)

Just one-and-a-half hours from Houston is the coastal city of Beaumont. A popular place for nature enthusiasts, Beaumont offers loads of outdoor activities like birding, paddling (don't miss the [Village Creek Paddling Trail](#)) and hiking, the latter of which can be enjoyed at [Big Thicket National Preserve](#), the first Preserve in the National Park System. After a day spent exploring the outdoors, you're likely to work up an appetite. In this case, check out some stops along the stops on the [Cajun Food Trail](#) and savor regional delicacies like gumbo,

crawfish and etouffee. Art lovers will also appreciate a visit to Beaumont, which is home to the [Art Museum of Southeast Texas](#), the [Dishman Art Museum](#) and lots of 'gram-worthy [murals](#).

[Explore](#)



[Pierce Ingram](#), Courtesy of [Travel Texas](#)

## 6. [Waco, Texas](#)

---

- **Driving Distance:** 185 miles (approx. 3 hours)
- **Why We Love It:** history, shopping, nature, shops
- **Where to Stay:** [Hotel Indigo](#) (from \$138/night), [Red Oak Cabin 102](#) (from \$82/night), [Bagby Bungalow](#) (from \$99/night)

This central Texas city—about halfway between Houston and Dallas—is home to an abundance of antique shops (including [Sparrow](#) and [Central Goods](#), among many others) and local boutiques, making it the perfect place for a shopping spree. Waco's vibrant Downtown Cultural District is home to some of the destination's best galleries, bars and restaurants, making it well worth a stroll. Other must-see attractions include the [Dr. Pepper Museum](#), [Magnolia Silos](#), [Waco Mammoth National Monument](#) and [Cameron Park Zoo](#). Meanwhile, [HGTV fans](#) should certainly check out the [Magnolia Trail](#), a list of locales featured on locals Chip and Joanna Gaines' Magnolia Network. Finally, feast on local favorites like Texas BBQ at [Vitek's](#) or decadent 'wiches at [Schmaltz Sandwich Shop](#).

[Explore](#)





## Travel Texas

### **7. Tyler, Texas**

---

- **Driving Distance:** 198 miles (approx. 3.5 hours)
- **Why We Love It:** flowers, scenery, shopping, antiques, arts
- **Where to Stay:** The Thomas Hotel (from \$219/night), High Hill Farm (from \$302/night), Modern 2 Bedroom in Azalea District (from \$134/night)

As The Rose Capital of Texas, Tyler is a fantastic spot for floral lovers. From late March to early April, visitors can admire springtime flowers along the Azalea & Spring Flower Trail, in which you'll find azaleas, tulips, wisteria, dogwood and more. The Texas Rose Festival, which takes place every fall, is also spectacular. Meanwhile, the 14-acre Tyler Rose Garden is open year-round and boasts over 200 varieties of roses. Beyond the blooms, Tyler boasts a great shopping scene (especially for antique lovers!), a vibrant local arts scene and a namesake state park with a 64-acre lake and 13 miles of hiking and biking trails. Culinary connoisseurs will also love it here: Eclectic food and drink options also abound, from locally roasted brews at Big Shot Coffee House to fresh seafood at Black Pearl, to mouthwatering Mexican at Don Juan.

## Explore



## South Padre Island CVB

## 8. South Padre Island, Texas

---

- **Driving Distance:** 374 miles (approx. 6 hours)
- **Why We Love It:** beaches, nature, seafood, scenery, wildlife
- **Where to Stay:** [Margaritaville Beach Resort South Padre Island](#) (from \$135/night), [Courtyard by Marriott South Padre Island](#) (from \$111/night)

South Padre Island offers 34 miles of coastline and 300-plus days of sunshine, making it one of [America's top beach destinations](#). Soak up the sun from the sand or splash around in the clear, warm waters. With its prime oceanfront locale, the island is home to some great seafood joints, like [Sea Ranch](#) and [Daddy's Seafood & Cajun Kitchen](#). Once you've refueled, try your hand at surfing, snorkeling or fishing—and, if you're lucky, you may even spot some dolphins. If you want to escape the party vibes, check out [SPI Birding, Nature Center & Alligator Sanctuary](#) for a guided birding tour or a meet-and-greet (from a safe distance) with rescued alligators. There's also the very special [Sea Turtle Inc.](#), an organization's dedicated to saving the sea turtle population. There, you can visit some rehabilitating patients and non-releasable residents. For local arts, check out the [Sea Turtle Art Trail](#), which is comprised of 12 sea turtle art sculptures—and the [Sandcastle Trail](#), which boasts around 30 magnificent sand sculptures.

[Explore](#)



[VisitSanAntonio.com](#)

## 9. San Antonio, Texas

---

- **Driving Distance:** 197 miles (approx. three hours)
- **Why We Love It:** food, culture, arts, history, scenery
- **Where to Stay:** [Hotel Emma](#) (from \$495/night), [Hyatt Regency San Antonio Riverwalk](#) (from \$275/night), [Omni La Mansión del Río](#) (from \$244/night), [At Ease](#) (from \$132/night) [Southtown Casita](#) (from \$66/night)



San Antonio offers something for every traveler, including a fascinating history, iconic eats and plenty of arts and culture. Start your trip with a stroll along the scenic River Walk. Then, make your way to some of the city's most iconic sites, including The Alamo, the King William Historic District and the Historic Market Square, the latter of which is the largest Mexican market in the country. But above all, this city is about the food. In fact, you may be surprised to learn that San Antonio is one of just two U.S. destinations that's been designated a UNESCO Creative City of Gastronomy. As such, innovative food offerings can be found at nearly every corner of the city, and local favorites include Cured, Southerleigh Fine Food and Brewery and Best Quality Daughter. Make sure to get your reservations on early (and often).

Explore



Cavan Images/Getty Images

## 10. Austin, Texas

---

- **Driving Distance:** 162 miles (approx. 2.5 hours)
- **Why We Love It:** college town, food, culture, arts, history, scenery, shopping
- **Where to Stay:** The Line (from \$233/night), Lone Star Court (from \$233/night), Austin Proper Hotel (from \$399/night), Blue Sky Thoughts (from \$272/night), Beautiful Luxe 2 Bedroom (from \$103/night)

The state's capital city and home of University of Texas is loaded with cool things to do. What's more, it's nearly impossible to be bored in this fun- and food-filled locale. If the weather's warm, cool off in the Barton Springs Municipal Pool located on the grounds of Zilker Park. Alternatively, paddle along Lady Bird Lake or explore Austin's vibrant street art on foot (or via e-bike!) Beer enthusiasts will especially love it here: The city and its surrounding area are home to over 20 breweries, including the beloved Lazarus Brewing. For endless shopping opps, head straight to South Congress Ave. Once you've shopped the afternoon away, get ready for dinner at trendy Aba for Mediterranean fare or the more laid-back (albeit still delicious!) Gabriela's for Mexican food and refreshing cocktails. The fun doesn't stop there, though: After your meal, make your way to Sixth Street for a fun night of bar hopping.

Explore



## **11. Fredericksburg, Texas**

---

- **Driving Distance:** 237 miles (approx. 4 hours)
- **Why We Love It:** wine, charm, history, flowers, shopping
- **Where to Stay:** Hoffman Haus (from \$219/night), Luxury Tree House (from \$684/night), Blue Bungalow (from \$110/night), The Loft on Main St (from \$191/night), Ashlee's Farmhaus (from \$303/night)

Fredericksburg is famous for two things: Its wineries and German heritage, which dates back centuries. Speaking of the former, travelers can—and should!—embark on a wine-tasting tour through the area's many wineries. Spring is arguably the best time to visit since it's when thousands of wildflowers (including bluebonnets, Indian paintbrushes, poppies and more) begin to bloom. Admire the colorful florals at Wildseed Farms, the nation's largest working wildflower farm. In town, you'll find a charming Main Street lined with boutiques, galleries and tasting rooms. Enjoy a scenic hike on Enchanted Rock—which offers panoramic Hill Country Views—before listening to live music at Hondo's on Main, Hill Top Cafe or Crossroads Saloon & Steakhouse.

Explore



Sean Pavone/Getty Images



## 12. Corpus Christi, Texas

---

- **Driving Distance:** 207 miles (approx. 3 hours)
- **Why We Love It:** beaches, scenery, outdoor activities, wildlife, nature
- **Where to Stay:** Omni Corpus Christi Hotel (from \$135/night), Charming Guesthouse (from \$95/night), Cozy & Stylish Home (from \$110/night)

Ideally situated along the Gulf of Mexico, Corpus Christi is an absolute must-visit for sun-seekers. With over 100 miles (!) of sandy shoreline, the destination is sure to delight beach bums of all ages. Whether you prefer to lounge out on the sand or head into the warm waters for a refreshing soak, this oceanfront oasis is beloved for good reason. Travelers can also sign up for a surfing lesson, go fishing, get paddling, try a floating yoga class or embark on an uber-romantic oceanfront horseback ride. Among the city's most famous attractions is the awe-inspiring Padre Island National Seashore, which offers 66 miles of unspoiled coastline, where you might just spot some wildlife. If you need a break from the beach (though, TBH, why would you?), consider visiting the waterfront Texas State Aquarium or step back in time with a visit to the USS Lexington.

Explore



Travel Texas

## 13. Galveston, Texas

---

- **Driving Distance:** 51 miles (approx. one hour)
- **Why We Love It:** under 1-hr, wildlife, beaches, scenery, family-friendly attractions
- **Where to Stay:** The Tremont House (from \$209/night), Little Gem (from \$128/night), Beachfront Vacation Home (from \$155/night)

You don't need to travel too far from Houston to enjoy an epic beach getaway—just drive an hour south to Galveston! This island city is best known for its sunny weather and pristine beaches. Between dips in the ocean, travelers can partake in water sports like kayaking or fishing; if they're lucky, they may also be able to spot dolphins, too. At Galveston Island State Park, visitors can enjoy 2,000 scenic acres of beaches, dunes, coastal prairie, wetlands and so

much more. Animal lovers can check out the family-friendly Moody Gardens, which is home to creatures like penguins, sharks and monkeys, to name a few. Finally, no trip to Galveston is complete without a stroll through [The Historic Strand District](#) or a visit to the nostalgia-inducing [Pleasure Pier](#), an amusement park that boasts plenty of rides, games, shops and entertainment.

[Explore](#)



[Travel Texas](#)

## 14. [New Braunfels, Texas](#)

---

- **Driving Distance:** 175 miles (approx. 3 hours)
- **Why We Love It:** adventure, charm, scenery, family-friendly attractions, waterparks
- **Where to Stay:** [The Resort at Schlitterbahn](#) (from \$198/night), [The NB White Haus](#) (from \$163/night), [Dean's Den](#) (from \$137/night)

Located near San Antonio, the riverfront city of New Braunfels is chock-full of charm and natural beauty. Unwind with a picnic in Landa or Cypress Bend Parks before tubing or paddling down the Comal River. Adventure enthusiasts should certainly check out the underground limestone caves at the [Natural Bridge Caverns](#) or [Schlitterbahn](#), one of [the country's best water parks](#). Thanks to its riverfront location, tubing is also popular here. And if getting your hair wet isn't your thing, head to town to explore the Gruene Historic District's 1800s-era architecture, plus an array of great shops and restaurants such as [Gristmill](#) (the chops here are \*chef's kiss\*) and [Mozie's](#) (don't miss the burgers). Cheer to an excellent trip with a beer along the [Hill Country Craft Beer Trail](#).

[Explore](#)





Art Wager

## 15. Arlington, Texas

---

- **Driving Distance:** 258 miles (approx. 4 hours)
- **Why We Love It:** entertainment, family-friendly attractions, sports, museums
- **Where to Stay:** Live! by Loews - Arlington, Texas (from \$191/night), Kasa (from \$79/night), Cozy Townhome (from \$108/night), Sophisticated Pecan (from \$121/night)

Arlington is best known as the home of the Dallas Cowboys and the Texas Rangers (AT&T Stadium and Globe Life Field are both located here), but that's just the tip of the iceberg. Beyond football and baseball, theme parks Six Flags Over Texas & Six Flags Hurricane Harbor. Alternatively, get out and explore the outdoors at the 1,3000-acre River Legacy Parks, which offers miles of hiking and biking trails. Here, you'll also find the River Legacy Living Science Center, which houses aquariums, terrariums and interactive exhibits for the whole family. The museums here are equally impressive —albeit a bit quirky!—like the International Bowling Museum & Hall of Fame and the National Medal of Honor Museum. Not only is Downtown Arlington a hub for arts and culture, but it's also where you'll find some of the city's best shopping and dining.

Explore

### **More Stories You'll Love**

---

©2010-2022 Wow MediaProducts, Inc doing business as PureWow. All rights reserved.

## 30+ Fun Outdoor Date Ideas in Dallas to Go On This Spring

[streetsbeatseats.com/outdoor-date-ideas-dallas](https://streetsbeatseats.com/outdoor-date-ideas-dallas)

April 11, 2023 ·

Need some fresh air? Want to spend some quality time with your s/o? Then you're in the right spot! I love sharing about my favorite Dallas date ideas, and this post is focusing on outdoor date ideas in Dallas (and the suburbs). While quite a few of these can be gone on year round, my focus is on spring date ideas in Dallas.

PS- be sure to follow @SBE.Dallas on Instagram and TikTok for more fun around DFW!



I know spring is short lived in Texas before the summer heat comes creeping in... But these outdoor date ideas in Dallas Fort Worth are worth squeezing in!

### Explore New Heights at the Zip Line at Go Ape

Want to do something completely out of the box? Head to Go Ape in Plano for some zip lining! The "Treetop Adventure" typically takes 2-3 hours and the "Treetop Discovery" takes around an hour. Be sure to wear comfy clothes that can get a little dirty and closed toed shoes.

## Listen to Live Music

---



Live music is the best, don't you agree? Whether you're looking for some local tunes or a mega superstar, you can find it all in Dallas!

If you want free outdoor live music, check out the series at CityLine in Richardson and Watters Creek in Allen. Live music while you eat and/or drink? Head to a restaurant like The Rustic in Uptown, Sundown at the Granada in Lower Greenville or The Box Garden at Legacy West.

You can also check out the calendars of outdoor concert venues like [Toyota Music Factory](#) in Irving and Dos Equis Pavilion in Fair Park to see what shows are coming up.



# Go Golfing

---





## **Golf Course**

---

Golfing tends to be thought of for a day with the guys, but it also makes for a great outdoor date in Dallas. If you or your date is a bit newer to golf, try booking a tee time later in the day. It tends to be less crowded (and can save you some money on your green fee!).

## **TopGolf**

---

If going to an actual golf course isn't your speed, you can always head to TopGolf! They have a few locations in DFW to choose from. Plus you can have food and drinks delivered right to your bay.

## **Driving Range**

---

Another great alternative to a full golf game is spending a few hours at the driving range! You can go to a driving range at a golf course near you, or visit a spot like The Golf Ranch in Richardson.

## **Learn Something New**

---

Speaking of golf, if you've never played, you and your partner could take lessons together! And tennis lessons... Both are fun outdoor date ideas in Dallas that will keep you busy with a set date for multiple weeks!

## Attend a Sporting Event

---



### Baseball Games

---

There are a few different ways you can enjoy a baseball game in DFW. Of course there is college baseball, and we're not short on colleges in this metroplex. You can also go to a Frisco RoughRiders and take advantage of a fun atmosphere with fairly cheap drinks. Plus they have a lazy river which is a blast to watch the game from during a hot Texas summer.

If you want to go to an MLB game, of course you can go watch the Texas Rangers play in Arlington. They now play in a field with a retractable roof, which makes summer games way more bearable in the Texas heat. PS- You can use **code SBE for 25% off Texas Rangers tickets** in the Outfield Pavilion,

Outfield Mezzanine and Home Plate Mezzanine! Note, the code is not active for Red Sox Series, Yankees Series, Braves Series and all 2022 Saturday night games.

## Rugby Games

---

A new sport to Dallas is Rugby! You can watch the Dallas Jackals play at at Choctaw Stadium (former home of the Texas Rangers).

## Golf Tournaments

---

Golf tournaments in DFW are a pretty fun experience if you've never been! It would make for a great outdoor date idea in Dallas if you enjoy sports, people watching and cold beverages. The AT&T Bryon Nelson in McKinney at TPC Craig Ranch is May 8-14 (2023). The Charles Schwab Challenge Fort Worth at Colonial Country Club is May 22-28 (2023).

## Enjoy the Food Trucks at Klyde Warren Park

---

If you're looking for a spring date idea in Dallas and you love to eat unique food, be sure to visit the food trucks at Klyde Warren Park! They are in the park every week day from 11am-3pm and then 11am-8pm on Saturday and Sunday.

## Go to the Dog Park

---



If you have a dog (or dogs), then you've got to add the dog park to your date ideas in Dallas list! Whether you go to a "regular" dog park where you can sit on a park bench and let your pup play, or go to a dog park like Mutts Canine Cantina, this is the perfect way to spend time together outside.

I personally love going to Mutts for lunch or spending time there in the afternoon with a cold drink in hand. Mutts has a few location in DFW, including Allen, Uptown Dallas and Fort Worth.



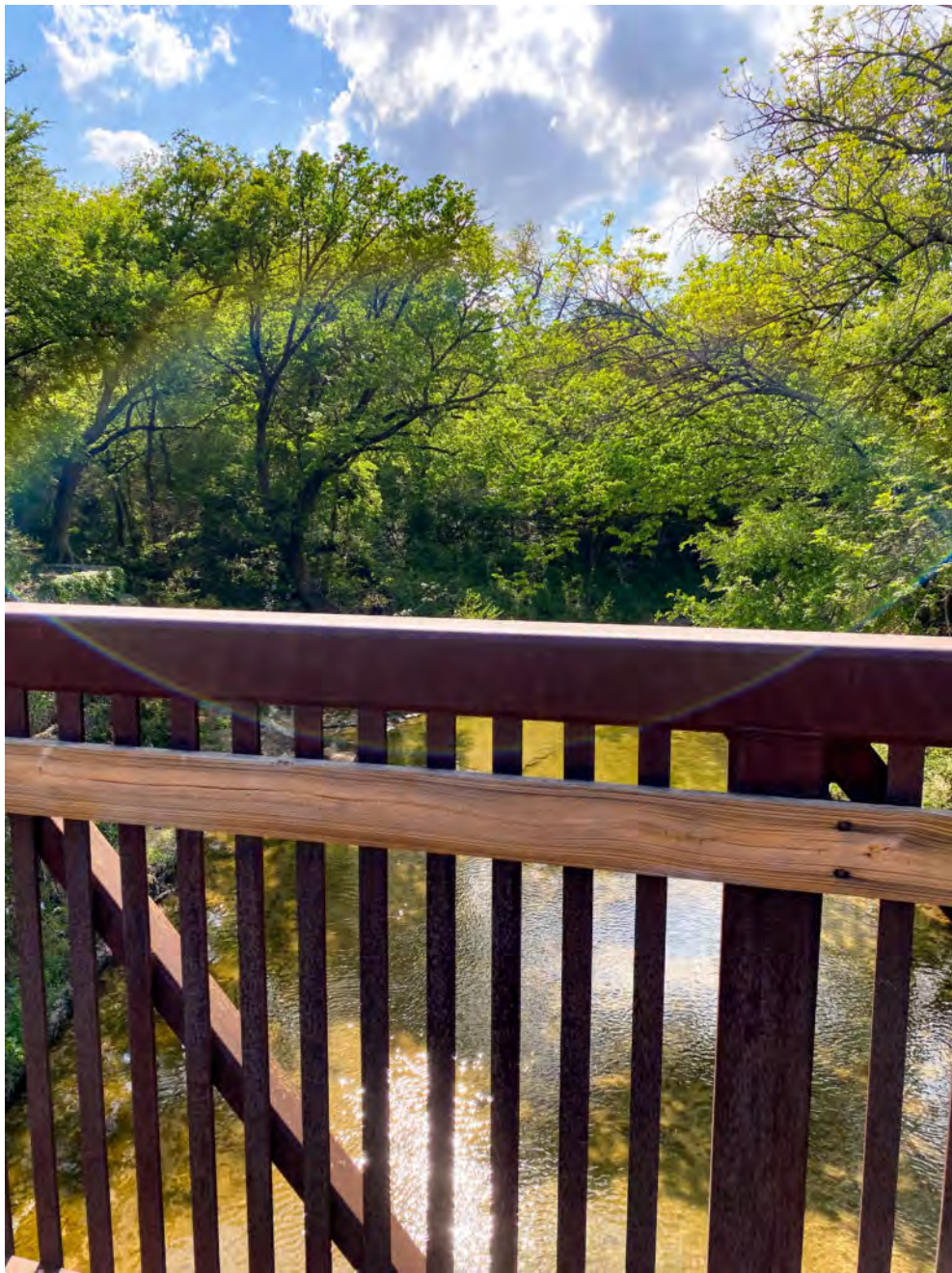
## Giggle with the Goats and Do Yoga

---

Ever wanted to do a yoga class with goats? It's a great way to be outside, move your body and get in some laughs. While I haven't personally done goat yoga, it's on my list of spring date ideas in Dallas for my husband and I. You can check out Goat Yoga Dallas on Facebook, Instagram and TikTok for more.

## Take a Hike in DFW

---



For all my lovers of the HGW, let me introduce you to the HDW, or the “hot date walks”. Of course you can walk around your neighborhood, but why not elevate the surroundings with a walking trail? Of course there's the trail around White Rock Lake and Katy Trail, but there are also gems like the Cedar



Ridge Preserve, Chisholm Trail Greenbelt, Bluebonnet Trail and Spring Creek Park.

## Join a Dallas Fort Worth Run Group

---

If you and your partner like to run, it could be a fun date day to join in on a fun run! In Richardson, they do a 5 N Wine Run with Whole Foods near CityLine a few times a month. Dallas Sport and Social Club does a “Pub Run Series” every month. And of course there is the Dallas Running Club with a variety of events to choose from!

## Have a Picnic

---

I think picnics make for a great date activity! You can start with a trip to Eataly (or Trader Joe’s) to pick up some tasty food, desserts and something to sip on. There are quite a few places that you could go, but a few of my favorites include Prairie Creek Waterfall, White Rock Lake and the Dallas Arboretum.

## Eat Ice Cream and Explore DFW Neighborhoods

---



Okay so I am a little bias on this because I am a big ice cream lover, but I think there is nothing better than grabbing ice cream and sitting outside enjoying it or walking around in the neighborhood your favorite ice cream shop is in! I know it can get a little warm, but that’s why these spring date ideas in DFW include a frozen treat.

A few of my favorite places to grab ice cream in DFW include: Jeni’s Ice Cream in Deep Ellum, Cauldron in Know Henderson, Azucar in Bishop Arts, Sweet Firefly in Richardson, Cow Tipping Creamery in Frisco and Van Leeuwen in Uptown.

## Explore the Dallas Fort Worth 'Burbs

---



I feel like the suburbs of Dallas get overlooked! There is so much fun to be had walking around in the historic downtown areas of places like Garland, Grapevine, Plano and McKinney. You can pop in and out of shops and restaurants, or just stroll through the downtown for the evening.

### Get Sporty

---

If you and your partner enjoy sports, why not join a group league for weekly dates? You can play on the team and then enjoy some quality time together before and after! Dallas Sport and Social Club offers a variety of leagues for adults to play in.

If organized leagues aren't flipping your switch, you can also play volleyball at Sandbar Cantina in Deep Ellum or Game On in Fort Worth.

Another fun activity to do together is pickleball! You can play pickleball throughout DFW at local parks, and there are three bar + courts in DFW, Chicken N Pickle in Grand Prairie and Grapevine, as well as Courtside Kitchen in Fort Worth.

## Have Drinks at a Dallas Patio

---



I would be amiss to leave out drinks on a DFW patio! You can visit places like Truck Yard in the Colony and Lower Greenville, Toller Patio in Dallas, Paradiso in Bishop Arts or one of these other cool patios in Dallas, for a wonderful time outside.

## Go on a Wine Tour

---

If you love a good drink and love supporting local businesses, this outdoor date idea is calling your name. Do yourself a favor and go to Grapevine Wine Tours.

Not quite a tour, but you can also visit the Oak Cliff Brewing outdoor beer garden.



## Cool Down with These Water Activities

---



It can get a little warm to enjoy all of these outdoor date ideas in DFW depending on the weather. For those extra warm days, here are a few DFW date ideas that include the water to help cool you off!

### **Gondala Ride in Irving**

---

There is no need to hop on a plane and go across the world to ride on a romantic gondola... Just get in your car and head to Irving! They offer classic gondola rides, as well as a special Italian dinner cruise.



## **DFW Surf**

---

There are a variety of water activities available to Dallasites with DFW Surf! From paddle boarding, SUP Yoga, wake surfing and more, you can get your fix with DFW Surf! They have locations in Grapevine, Little Elm and Frisco.

## **Enjoy a Hotel Pool with Resort Pass or Booking.com**

---

Honestly, I love booking last minute staycations in DFW, especially during pool season. I like to use Booking.com for last minute deals and special rates. If you want to forgo the stay element, you can also use ResortPass to enjoy a DFW pool for the day at a low cost.

## **Go Kayaking**

---

Another one of my favorite spring date ideas in DFW is to go kayaking! If you're close to Fort Worth, try the Trinity River. For my Dallas proper friends, White Rock Lake!

## **More Date Ideas in Dallas**

---

If you're looking for some other date ideas in Dallas, check out this post for some great date night restaurants, or this one for first date ideas!

## **Festive Date Ideas in Dallas**

---

If you're heading on your date in the fall, you could go to a pumpkin patch in Dallas, Oktoberfest celebration or try out one of these other festive fall date ideas in Dallas.

Stop by a Christmas Pop Up Bar or have a drink at a festive hotel bar for a fun Christmas time first date in Dallas. This post has you covered for even more holiday first date ideas in Dallas.



**DATE:** May 18, 2023  
**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 73.5% which is higher than the US. When comparing the current month's occupancy numbers to last year, Irving's occupancy was down 0.4%, while Texas figures remained the same and the US figures decreased 1.4% for the month. Demand for the current period decreased 0.3%, and YTD increased 7.0% over last year, while STR data reflects a 0.4% decrease for the current period and a 6.7% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$127.59, up 7.5% in April compared to last year, leaving Irving's YTD average daily rate at \$122.84, up 11.5% over last year.

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

### **AirDNA**

For the month of April, there were 636 available listings in Irving which was a 30.6% increase in listings over last year's figure of 487. The average daily rate for April was \$219.02, which was an increase of 5.79% over last year, with an occupancy percentage of 59.8%, which was a decrease of 4.0% compared to last year.

For the hotel comparable subset, the average daily rate for April was \$114.53, an increase of 2.29% from last year, with occupancy at 62.9%, a decrease of 0.32% from last year.

All STR & AirDNA graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).

# Tab 4 - Multi-Segment

Irving TX CVB

For the month of: April 2023

	Current Month - April 2023 vs April 2022												Year to Date - April 2023 vs April 2022											
	Occ %		ADR		RevPAR		Percent Change from April 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	64.4	65.4	155.77	150.61	100.39	98.49	-1.4	3.4	1.9	2.2	0.3	-1.2	60.6	58.4	152.68	141.00	92.59	82.30	3.9	8.3	12.5	12.9	0.4	4.3
Texas	65.9	65.9	123.88	117.38	81.62	77.33	0.0	5.5	5.5	6.4	0.8	0.8	63.7	60.9	119.95	110.18	76.43	67.09	4.6	8.9	13.9	14.8	0.8	5.5
Atlanta, GA	68.6	69.3	131.09	119.71	89.90	82.98	-1.1	9.5	8.3	9.8	1.3	0.3	66.3	62.5	126.92	111.94	84.21	69.94	6.2	13.4	20.4	22.1	1.4	7.7
Arlington, TX	71.2	72.8	117.62	110.53	83.74	80.48	-2.2	6.4	4.1	5.9	1.7	-0.5	69.0	65.9	107.83	101.04	74.36	66.58	4.6	6.7	11.7	13.6	1.7	6.5
Charlotte, NC	69.2	70.2	127.77	122.41	88.44	85.97	-1.4	4.4	2.9	1.9	-0.9	-2.4	64.5	59.7	123.01	111.48	79.34	66.59	8.0	10.3	19.1	18.3	-0.7	7.2
Fort Worth, TX+	71.0	70.2	133.64	124.66	94.86	87.48	1.1	7.2	8.4	9.8	1.2	2.4	69.2	65.9	132.27	119.35	91.53	78.65	5.0	10.8	16.4	16.4	0.0	5.1
Frisco, TX+	68.1	66.2	157.12	147.17	106.99	97.50	2.8	6.8	9.7	9.7	0.0	2.8	66.5	58.4	156.18	140.39	103.89	82.01	13.9	11.2	26.7	26.9	0.2	14.1
Grapevine, TX+	76.0	75.8	201.62	192.09	153.15	145.52	0.3	5.0	5.2	5.2	0.0	0.3	76.0	67.4	201.62	191.17	153.14	128.88	12.7	5.5	18.8	18.8	0.0	12.7
Irving, TX+	73.5	73.8	127.59	118.65	93.82	87.57	-0.4	7.5	7.1	8.9	1.7	1.3	70.0	65.6	122.84	110.16	86.00	72.31	6.7	11.5	18.9	20.3	1.1	7.9
Nashville, TN	74.4	74.7	192.59	179.21	143.29	133.88	-0.4	7.5	7.0	10.4	3.2	2.8	67.8	63.3	173.46	158.61	117.53	100.36	7.1	9.4	17.1	21.3	3.6	10.9
Phoenix, AZ	72.3	75.9	186.49	190.10	134.84	144.35	-4.8	-1.9	-6.6	-6.3	0.3	-4.5	76.6	74.0	224.23	195.56	171.85	144.73	3.6	14.7	18.7	18.6	-0.1	3.4
San Jose, CA+	59.9	61.9	153.18	142.78	91.74	88.36	-3.2	7.3	3.8	7.3	3.3	-0.0	59.9	55.4	156.41	129.98	93.62	72.01	8.0	20.3	30.0	43.9	10.7	19.6

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

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

A blank row indicates insufficient data.

# Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: April 2023

	Current Month - April 2023 vs April 2022											
	Occ %		ADR		RevPAR		Percent Change from April 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	73.5	73.8	127.59	118.65	93.82	87.57	-0.4	7.5	7.1	8.9	1.7	1.3
Luxury/Full Service Irving+	74.9	73.6	173.30	161.94	129.83	119.20	1.8	7.0	8.9	8.8	-0.1	1.7
All Suite/Extended Stay Irving+	75.8	76.2	104.05	95.46	78.89	72.74	-0.5	9.0	8.5	15.2	6.2	5.7
Limited Service Irving+	77.2	81.0	118.98	108.59	91.79	87.92	-4.7	9.6	4.4	4.4	0.0	-4.7
Budget Irving+	63.9	65.0	70.67	68.69	45.18	44.63	-1.6	2.9	1.3	1.3	0.0	-1.5
Las Colinas+	73.5	73.9	147.00	138.59	108.05	102.41	-0.5	6.1	5.5	9.9	4.2	3.6
DFW North+	77.9	76.2	120.77	110.03	94.07	83.89	2.2	9.8	12.1	12.0	-0.1	2.0
DFW South+	68.7	70.9	103.98	98.05	71.40	69.52	-3.1	6.0	2.7	2.7	0.0	-3.1
Full Service Las Colinas+	71.5	72.4	216.62	204.47	154.96	147.97	-1.2	5.9	4.7	4.5	-0.2	-1.3
Limited Service Las Colinas+	74.9	75.0	100.50	90.80	75.26	68.14	-0.2	10.7	10.4	18.6	7.4	7.2
Full Service DFW North+	81.4	74.3	150.35	136.91	122.39	101.77	9.5	9.8	20.3	20.3	0.0	9.5
Limited Service DFW North+	75.5	77.5	99.41	92.80	75.09	71.94	-2.6	7.1	4.4	4.2	-0.2	-2.8
Full Service DFW South+												
Limited Service DFW South+	67.1	69.1	96.24	91.74	64.56	63.36	-2.9	4.9	1.9	1.9	0.0	-2.8

	Year to Date - April 2023 vs April 2022											
	Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	70.0	65.6	122.84	110.16	86.00	72.31	6.7	11.5	18.9	20.3	1.1	7.9
Luxury/Full Service Irving+	69.9	62.3	168.27	151.79	117.67	94.61	12.2	10.9	24.4	24.3	-0.0	12.2
All Suite/Extended Stay Irving+	73.1	69.4	100.01	90.79	73.13	63.04	5.3	10.2	16.0	20.8	4.2	9.7
Limited Service Irving+	74.5	71.4	114.46	102.23	85.22	73.03	4.2	12.0	16.7	16.7	0.0	4.2
Budget Irving+	61.7	61.9	67.54	64.19	41.68	39.71	-0.2	5.2	5.0	5.0	0.0	-0.2
Las Colinas+	68.6	62.3	139.99	126.95	96.00	79.12	10.0	10.3	21.3	26.5	4.2	14.7
DFW North+	75.0	71.3	119.04	105.01	89.33	74.87	5.3	13.4	19.3	17.0	-1.9	3.2
DFW South+	66.7	64.2	100.11	92.26	66.76	59.27	3.8	8.5	12.7	12.7	0.0	3.9
Full Service Las Colinas+	64.4	55.9	209.82	192.85	135.16	107.80	15.2	8.8	25.4	25.3	-0.0	15.2
Limited Service Las Colinas+	71.5	67.2	95.95	85.69	68.60	57.55	6.4	12.0	19.2	28.0	7.4	14.3
Full Service DFW North+	77.0	68.5	149.92	133.46	115.38	91.45	12.3	12.3	26.2	26.2	0.0	12.3
Limited Service DFW North+	73.7	73.2	96.76	87.19	71.33	63.79	0.8	11.0	11.8	8.2	-3.2	-2.5
Full Service DFW South+												
Limited Service DFW South+	64.8	63.1	91.85	85.78	59.50	54.17	2.6	7.1	9.9	9.9	0.0	2.6

## AirBNB Data

	Occ %		ADR		RevPAR		Percent Change from Prior Year					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	59.8	62.3	219.02	207.03	131.02	129.01	-4.00	5.79	1.56	31.8	42.5	29.8
Hotel Comparable	62.9	63.09	114.53	111.97	72.02	70.64	-0.32	2.29	1.96	13.0	10.8	10.5

	Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	53.5	56.84	214.09	215.98	114.50	122.77	-5.91	-0.88	-6.74	21.5	37.4	26.9
Hotel Comparable	55.7	60.25	109.76	109.70	61.17	66.09	-7.50	0.05	-7.45	9.6	18.4	9.5

Available Listings	2023	2022	% Chg
Entire Place	411	320	28.4
Private Room	161	119	35.3
Shared Room	64	48	33.3
Total Available Listings	636	487	30.6

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	87	77	12965	11537
Luxury/Full Service Irving+	16	14	4900	4300
All Suite/Extended Stay Irving+	32	31	3716	3609
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2436	1715
Las Colinas+	32	31	5481	5145
DFW North+	25	25	3960	3960
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2255	2255
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	21	21	2371	2371
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.



## Irving, Texas Room Demand

Source: Smith Travel Research

	2022			2023			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	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001	74.1	295,894	799,475	4.6%	9.8%	5.0%	9.4%
April	74.5	286,896	1,014,897	73.5	285,997	1,085,472	-0.3%	7.0%	-0.4%	6.7%
May	71.2	280,494	1,295,391							
June	74.3	283,046	1,578,437							
July	66.3	265,307	1,843,744							
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

# Irving, Texas & United States Comparison

## April 2023

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%
MAR	121.23	8.8%	120.46	12.7%	74.1%	5.0%	68.8%	9.4%	89.89	14.3%	82.90	23.3%
APRIL	127.59	7.5%	122.84	11.5%	73.5%	-0.4%	70.0%	6.7%	93.82	7.1%	86.00	18.9%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	118.66	14.7%		Occupancy	68.7%	8.8%		RevPAR	81.55	24.9%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR	126.44	7.0%	118.45	10.2%	69.0%	2.5%	63.0%	6.4%	87.29	9.6%	74.62	17.2%
APRIL	123.88	5.5%	119.95	8.9%	65.9%	0.0%	63.7%	4.6%	81.62	5.5%	76.43	13.9%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

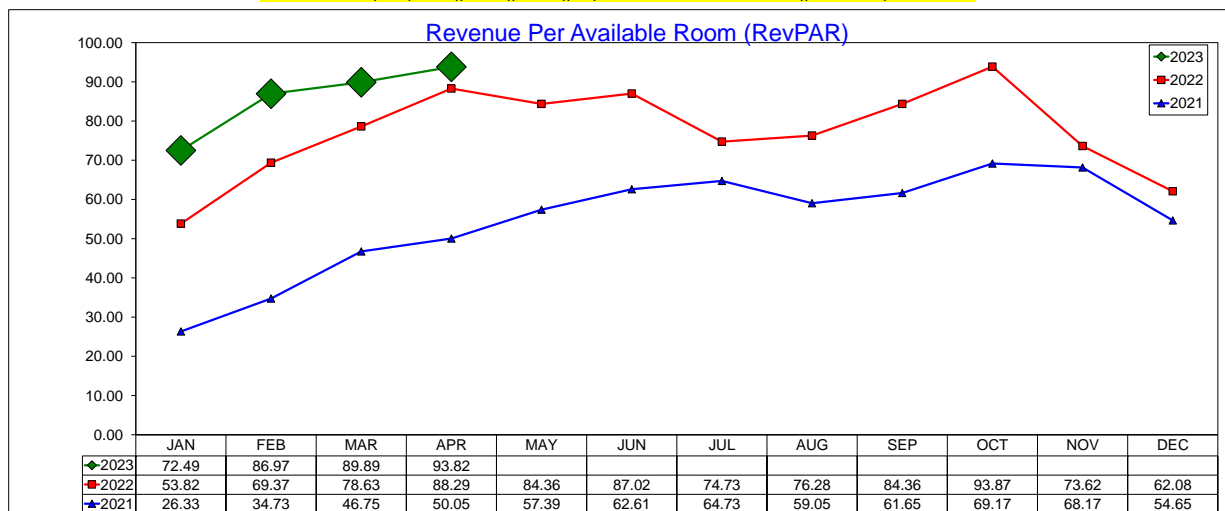
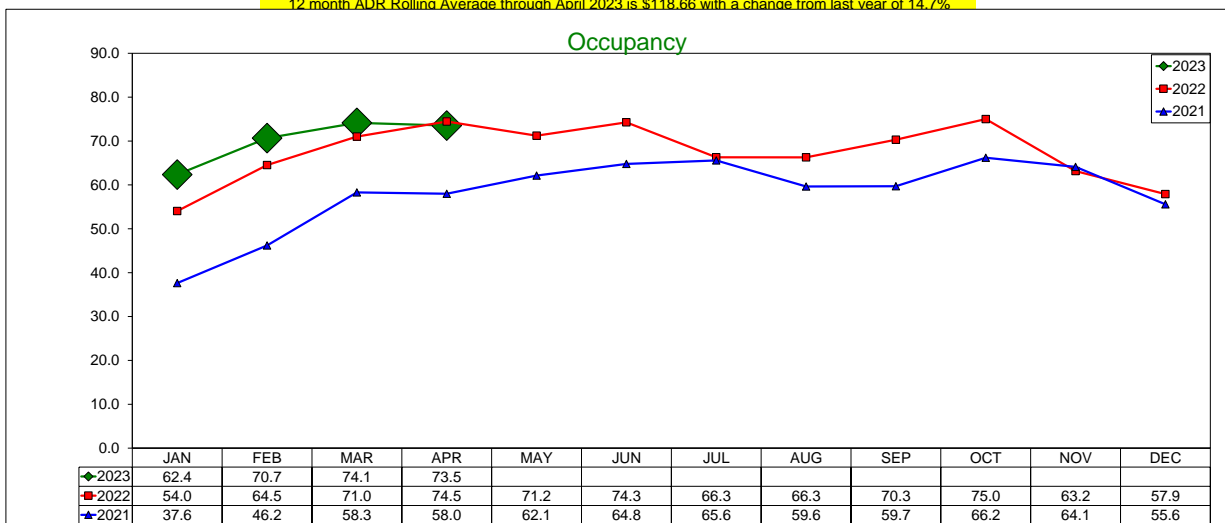
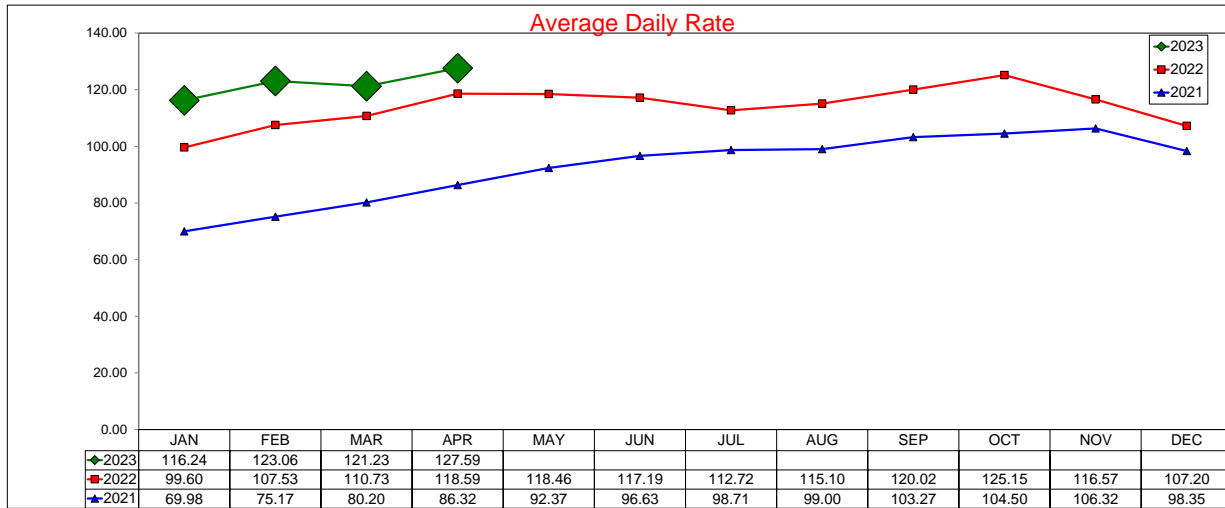
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR	158.17	7.8%	151.16	10.2%	65.3%	2.4%	59.3%	5.9%	103.35	10.4%	89.69	16.7%
APRIL	155.77	3.4%	152.68	8.3%	64.4%	-1.4%	60.6%	3.9%	100.39	1.9%	92.59	12.5%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

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

# Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

April 2023



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

## Monthly & YTD AirDNA Data

### April 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR	221.25	0.1%	211.76	-3.8%	57.0%	-4.6%	50.9%	-6.8%	126.18	-4.5%	107.85	-10.3%
APRIL	219.02	5.8%	214.09	-0.9%	59.8%	-4.0%	53.5%	-5.9%	131.02	1.6%	114.50	-6.7%
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	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR	112.19	-0.2%	107.16	-1.2%	56.0%	-8.7%	52.5%	-10.8%	62.78	-9.0%	56.24	-11.9%
APRIL	114.53	2.3%	109.76	0.1%	62.9%	-0.3%	55.7%	-7.5%	72.02	2.0%	61.17	-7.5%
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

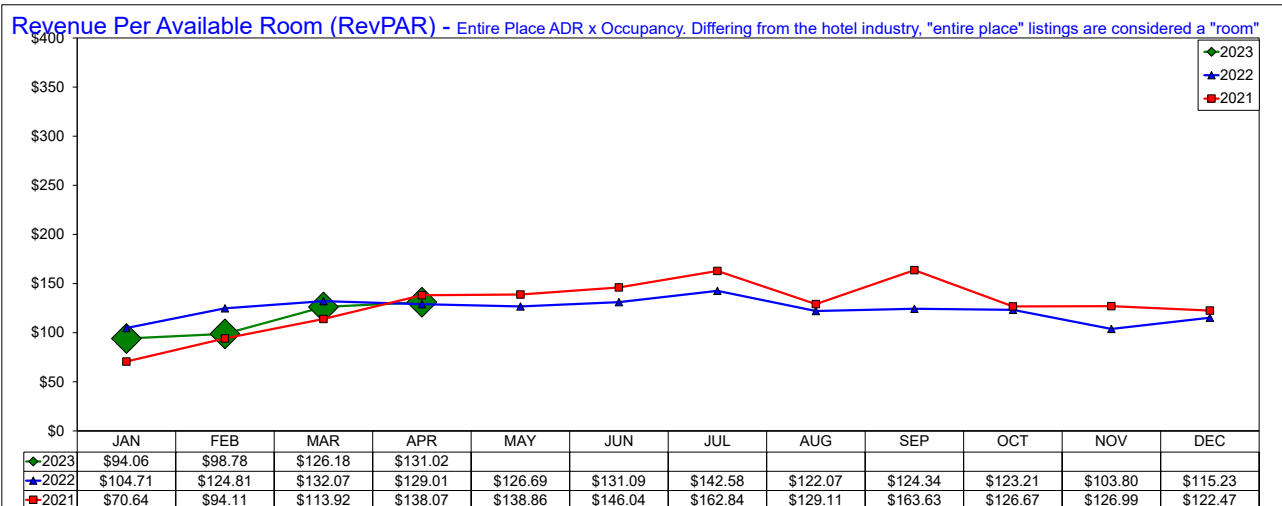
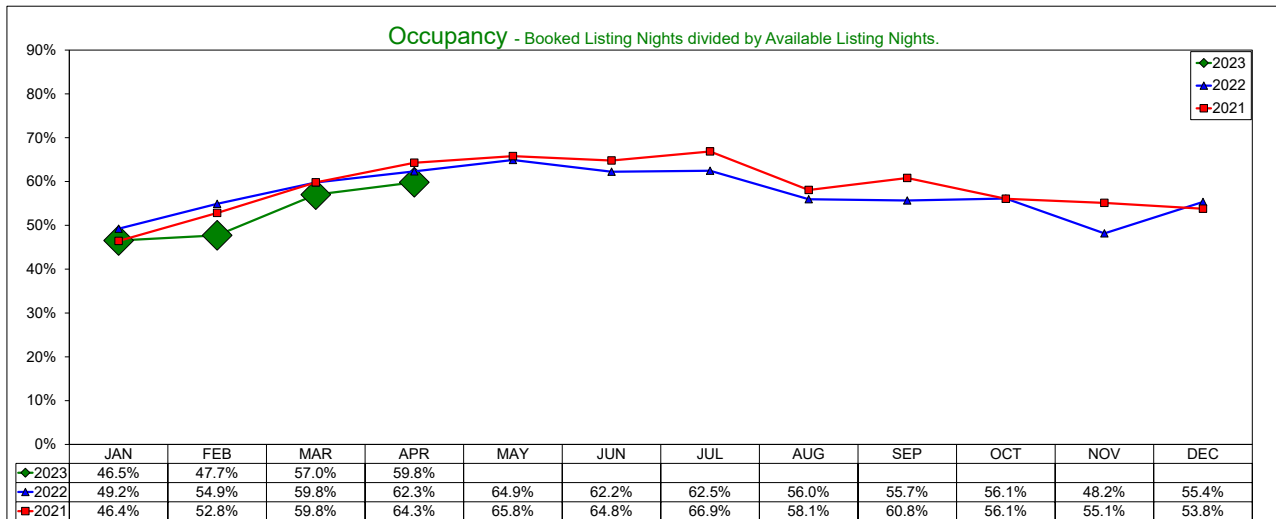
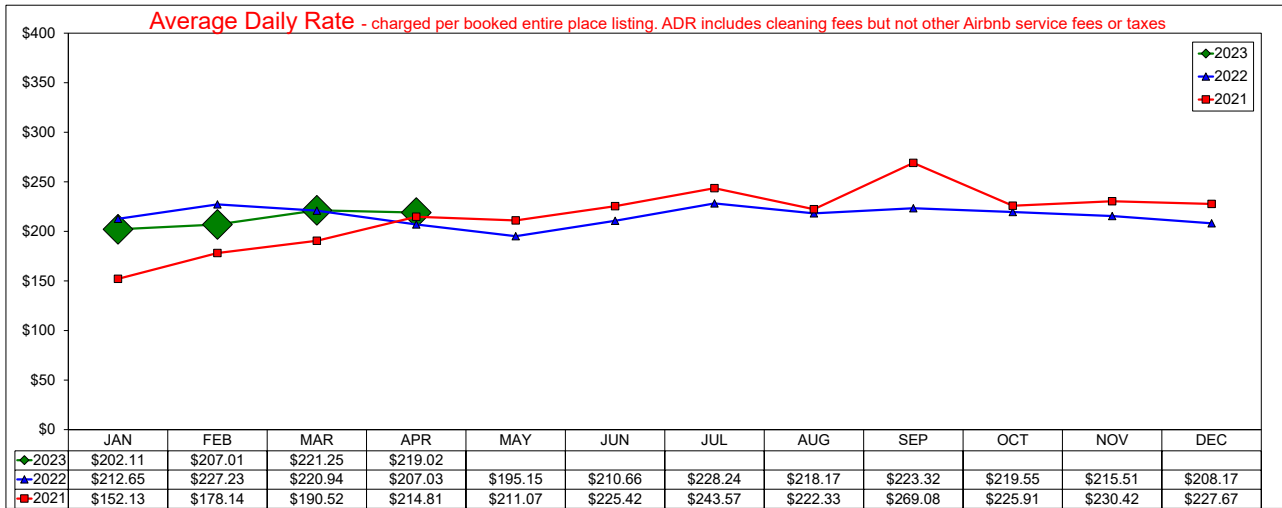
Note: The "Change %" column refers to the change from the prior year's figure.



# AirDNA - Entire Place

## April 2023

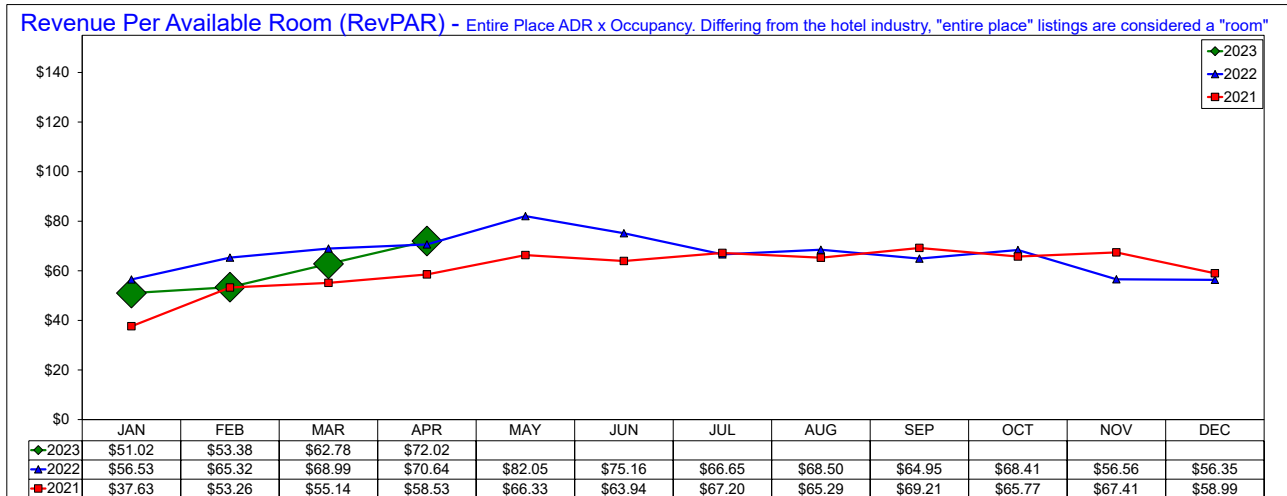
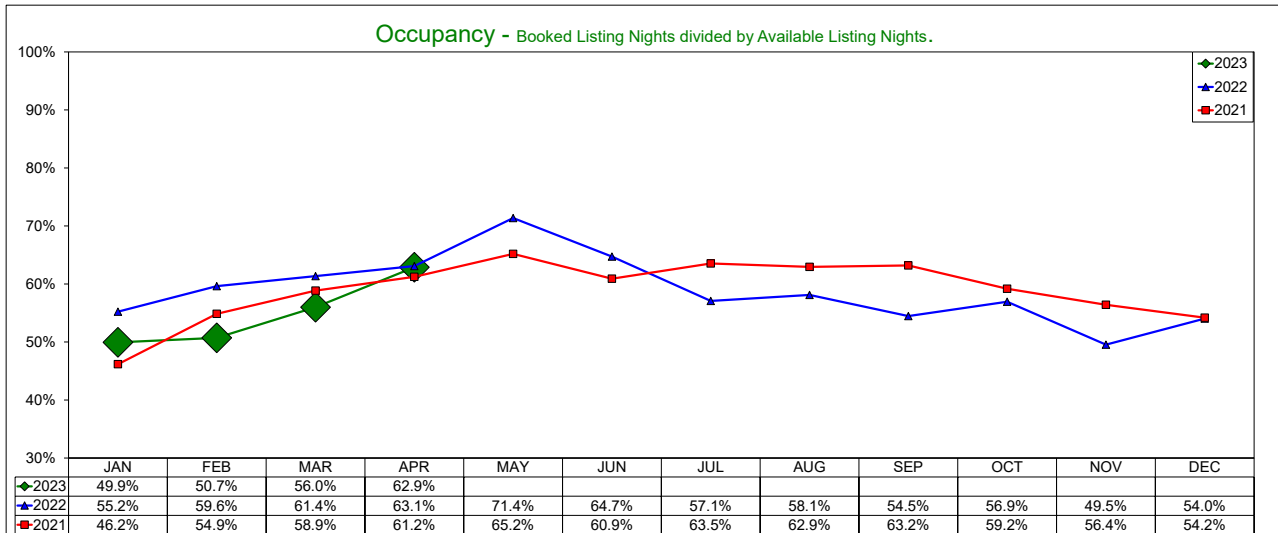
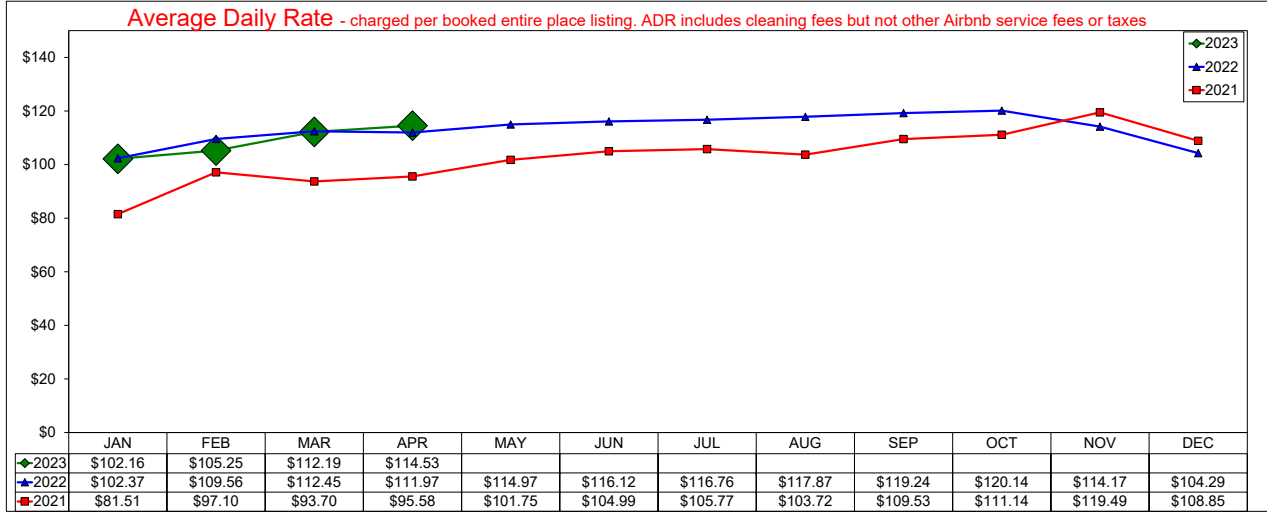
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



# AirDNA - Hotel Comparable Subset

## April 2023

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



**2023 - 2022 - 2021 COMPARISON**  
**Occupancy/ADR/RevPAR**

Month	Occ %			ADR			RevPAR		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
January	62.40	54.00	37.62	\$116.24	\$99.60	\$69.98	\$72.49	\$53.82	\$26.33
February	70.70	64.50	46.20	\$123.06	\$107.53	\$75.17	\$86.97	\$69.37	\$34.73
March	74.10	71.00	58.30	\$121.23	\$110.73	\$80.20	\$89.89	\$78.63	\$46.75
April	73.50	74.50	58.00	\$127.59	\$118.59	\$86.32	\$93.82	\$88.29	\$50.05
May		71.20	62.10		\$118.46	\$92.37		\$84.36	\$57.39
June		74.30	65.60		\$117.19	\$98.71		\$87.02	\$64.73
July		66.30	65.60		\$112.72	\$98.71		\$74.73	\$64.73
August		66.30	59.60		\$115.10	\$99.00		\$76.28	\$59.05
September		70.30	59.60		\$120.02	\$103.46		\$84.36	\$61.66
October		75.00	66.20		\$125.15	\$104.50		\$93.87	\$69.17
November		63.20	64.10		\$116.57	\$106.32		\$73.62	\$68.17
December		57.90	55.60		\$107.20	\$98.35		\$62.08	\$54.65

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

# **CONVENTION CENTER MANAGEMENT REPORTS**







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

May 16, 2023

TO: Maura Gast, Executive Director ICVB  
 FROM: Verenis Pedraza, ASM Global Director of Finance  
 Casey Villaseñor, ASM Global Director of Sales  
 SUBJECT: **Monthly Financial & Sales Report – April 2023**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	113,254	160,700	103,957	620,364	715,343	583,787
Ancillary Income	514,577	241,732	269,787	2,923,583	2,127,358	1,638,328
Total Event Income	627,831	402,432	373,744	3,543,947	2,842,701	2,222,115
Other Income	113,767	76,586	81,952	636,457	512,182	394,883
Adjusted Gross Income	741,598	479,018	455,696	4,180,404	3,354,883	2,616,998
Indirect Expenses	(564,642)	(563,315)	(400,518)	(4,208,996)	(4,045,893)	(3,319,245)
Net Income (Loss)	176,956	(84,297)	55,178	(28,592)	(691,010)	(702,247)

- Total direct event income consisted of rental and service revenue from the eighteen revenue-producing events we had for the month.
- Total event income surpassed budget thanks to a strong showing from Hillsdale College Seminar, National Catholic Education Conference, and Express Cheer.
- Other operating income includes April's Westin garage rent, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$1,327.
- Overall, the ICC came in under budget by \$261,253.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	687,430	273,048	370,856	3,980,750	2,734,927	2,033,211
Net Income/(Loss)	371,875	167,352	197,441	2,297,054	1,709,262	1,163,613
Net Income/(Loss) %	54.10%	61.29%	53.24%	57.70%	62.50%	57.23%

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>18</b>	<b>122</b>	<b>40,330</b>	<b>131,753</b>
Current Year	Current Year	Current Year	Current Year
<b>22</b>	<b>118</b>	<b>25,760</b>	<b>93,099</b>
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>3,339</b>	<b>15,048</b>	<b>1</b>	<b>100%</b>
Current Year	Current Year	This Month	Current Month
<b>2,156</b>	<b>16,607</b>	<b>30</b>	<b>92.4%</b>
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>23</b>	<b>107</b>
Current Year	Current Year
<b>19</b>	<b>136</b>
Prior Year	Prior Year

## **Target Industry Bookings**

International Association of Fire Chiefs – December 2023  
Quest Trust Annual Expo – June 2024

## **May and June at a Glance**

- April 30-May 3           TEXSOM International Wine Awards
- May 1-2                 Mastery Partners Business Transition Summit
- May 1-3                 North Texas Business Alliance
- May 4-7                 Texas Cornhole Signature Series #4
- May 9                   DFW Airport Meeting
- May 10                 U.S. Department of Treasury Hiring Event
- May 10                 Weaver CPE Day
- May 10-14             Trampoline & Tumbling Elite Challenge
- May 11                 Brown & Brown Meeting
- May 11                 Irving ISD Salute to Service
- May 12                 DFW Hospital Council Foundation
- May 15                 Neighborly Meeting
- May 17-19             Southwest Benefits Association Conference
- May 18-21             Hall of Fame Dance Competition
- May 21-23             Texas Center for Judiciary
- May 23-24             DFW Minority Suppliers Development Council
- May 25-28             Texas Nightmare Weekend
- May 30-31             Integrative Emergency Services Meeting
- May 31-June 5         A-KON Annual Anime Convention
- June 6                 New Western Meeting
- June 6-8               Elevate IT Expo & Meeting
- June 7-8               Independent Insurance Agents of Dallas All Industry Day
- June 9-11              Express Cheer Camp
- June 9-11              Lambda Phi Epsilon International Fraternity Event
- June 10                Texas USA Gymnastics Annual Awards
- June 10                Sneaker Exit
- June 11-14             Texas Funeral Directors Annual Convention & Expo
- June 14-18             Synergy Dance Competition
- June 15-16             Association of Fundraising Professionals
- June 19-22             Learning Forward Texas
- June 21-25             Steubenville Lone Star 2023
- June 26-28             Pri-Med Access 2023
- June 28-30             Linehaul Summit

cc: Tom Meehan, General Manager, ASM Global

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
<b>ID Life</b> Selective Meetings and Incentives Definite	<b>2023 TEXSOM International Wine Awards</b> Wine Comp, LLC dba TEXSOM Awards Definite			<b>Texas Cornhole Signature Series #4</b> Texas Cornhole League Definite		
<b>Southwest Drycleaner...</b> Southwest Drycleaners Association Definite	<b>Mastery Partners Business Transition Summit</b> Mastery Partners Definite		<b>FMI - Camouflage to C...</b> Forward March Inc (FMI) Definite			
	<b>NTBA</b> North Texas Business Alliance Co-op. Definite					
			<b>DynaTen Meeting</b> DYNATEN Definite			
7	8	9	10	11	12	13
<b>Texas Cornhole Signat...</b> Texas Cornhole League Definite	<b>DFW Airport</b> DFW Airport Definite		<b>Trampoline &amp; Tumbling 2023 Elite Challenge</b> USA Gymnastics Definite			
		<b>ICVB Destination Deve...</b> ICVB Definite	<b>Weaver CPE Day</b> Weaver Definite	<b>Brown &amp; Brown</b> Brown & Brown Definite	<b>The City of Irving's In ...</b> City of Irving Definite	<b>Sam Houston Prom</b> Sam Houston High School Definite
			<b>U.S. Department of Tr...</b> U.S. Department of Treasury Definite	<b>IISD - Salute to Service</b> Irving Independent School District Definite	<b>DFWHC Board Meeting</b> DFW Hospital Council Definite	
14	15	16	17	18	19	20
<b>Trampoline &amp; Tumbli...</b> USA Gymnastics Definite	<b>Neighborly Meeting</b> Neighborly Definite			<b>SouthWest Benefits Association Conference</b> SouthWest Benefits Association Definite		
				<b>Hall of Fame Dance Competition</b> Hall of Fame Dance Challenge Definite		
					<b>Hiring Event May 2023</b> HCA Medical City Healthcare Definite	<b>Arlington Prom</b> Arlington High School Definite



May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22	23	24	25	26	27
<b>Hall of Fame Dance Co...</b> Hall of Fame Dance Challenge Definite	<b>2023 Regional B</b> Texas Center for the Judiciary Definite		<b>Texas Frightmare Weekend</b> Texas Frightmare Weekend, LLC Definite			
	<b>ICVB Board of Directo...</b> ICVB Definite	<b>DFW Minority Supplier Showcase</b> Dallas/Fort Worth Minority Supplier Development Council Definite				
			<b>Destination Forum</b> ICVB Definite			
28	29 Memorial Day	30	31	1	2	3
<b>Texas Frightmare Wee...</b> Texas Frightmare Weekend, LLC Definite	<b>IES 2023 Quality Summit</b> Integrative Emergency Services Definite		<b>A-Kon 2023</b> A-KON, LLC Definite			

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 <b>Texas Nightmare Wee...</b> Texas Nightmare Weekend, LLC Definite	29 Memorial Day	30 <b>IES 2023 Quality Summit</b> Integrative Emergency Services Definite	31 <b>A-Kon 2023</b> A-KON, LLC Definite	1	2	3
4 <b>A-Kon 2023</b> A-KON, LLC Definite	5	6 <b>New Western Meeting</b> New Western Definite	7 <b>Elevate IT</b> Elevate Events LLC Definite	8 <b>All Industry Day 2023 IIAD</b> Independent Insurance Agents of Dallas Definite	9 <b>Lambda Phi Epsilon International Fraternity Netw...</b> Lambda Phi Epsilon International Fraternity, Inc. Definite	10 <b>Express Cheer Camp</b> Express Cheer Definite
11 <b>Lambda Phi Epsilon Int...</b> Lambda Phi Epsilon International F... Definite	12 <b>Texas Funeral Directors TFDA 2023 Annual Convention &amp; Expo</b> Texas Funeral Directors Association Definite	13	14	15 <b>Synergy Dance Competition</b> Synergy Performing Arts, LLC Definite	16 <b>AFP 2023 DFW Philanthropy in Action</b> Association of Fundraising Professionals Definite	17 <b>Sneaker Exit</b> The Sneaker Exit Definite
18 <b>Synergy Dance Compe...</b> Synergy Performing Arts, LLC Definite	19 June tenth <b>Learning Forward Texas 2023</b> Learning Forward Texas Definite	20	21 <b>Steubenville Lone Star 2023</b> Conference Direct Definite	22	23	24

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
<b>Steubenville Lone Star...</b> Conference Direct Definite	<b>Pri-Med Access 2023</b> DBC Pri-Med, LLC Definite		<b>Linehaul Summit, LLC</b> Linehaul Summit, LLC Definite			<b>UDCATE Annual Expo 2...</b> Ugandan Diaspora Culture and Touri... Definite
	<b>ICVB Board of Directo...</b> ICVB Definite					<b>IMEP Conference</b> IMEP Definite

July 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 <b>Steubenville Lone Star...</b> Conference Direct Definite	26 <b>Pri-Med Access 2023</b> DBC Pri-Med, LLC Definite	27	28	29	30	1 <b>UDCATE Annual Expo 2...</b> Ugandan Diaspora Culture and Touri... Definite
	<b>ICVB Board of Directo...</b> ICVB Definite		<b>Linehaul Summit, LLC</b> Linehaul Summit, LLC Definite			<b>IMEP Conference</b> IMEP Definite
2	3	4 Independence Day	5	6 <b>Swim Spa Blowout Expo</b> Atlas Spas Definite	7	8 <b>Kidz Con</b> Kidz Con Definite
9 <b>Kidz Con</b> Kidz Con Definite	10	11 <b>Handbell National Seminar</b> Handbell Musicians of America Definite	12	13	14	15 <b>Dated Faded Worn Event</b> Dated Faded Worn Definite
16 <b>The Church Network Annual Meeting</b> The Church Network Definite	17	18	19	20	21	22 <b>Dallas Black Expo</b> Dallas Black Expo Definite
23 <b>Building Professional Institute</b> Building Officials Association of Texas Definite	24 <b>ICVB Board of Directo...</b> ICVB Definite	25	26	27 <b>Awakening Africa Expo</b> Awakening Africa Magazine Definite	28	29
	<b>Super Lunch 2023</b> Irving Salvation Army Definite					



July 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
				<b>Wellness By Choice Expo</b> Wellness By Choice Tentative 6		

August 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3 <b>Wellness By Choice Expo</b> Wellness By Choice Tentative 6	4	5
6 <b>Sneaker Exit</b> The Sneaker Exit Definite	7	8 <b>ICVB Destination Deve...</b> ICVB Definite <b>U.S. Secret Service</b> United States Secret Service Tentative 1	9 <b>Irving ISD Training</b> Irving Independent School District Tentative 1	10 <b>Texas Cornhole League Ryder Cup</b> Texas Cornhole League Definite	11	12
13 <b>Texas Cornhole Leagu...</b> Texas Cornhole League Definite	14	15	16	17	18	19
<b>Original Sewing &amp; Quilt Expo/North Texas Quilt Festival</b> Hoffman Media Definite						
					<b>Association of Certifi...</b> Association of Certified Fraud Exa... Definite	
20 <b>Texas Total Rewards Conference 2023</b> Texas Total Rewards Definite	21	22	23 <b>TEXSOM Conference</b> Beverage Education, LLC Definite	24 <b>ABAT</b> Auto Body Association of Texas (ABAT) Definite	25	26
27 <b>TEXSOM Conference</b> Beverage Education, LLC Definite <b>ABAT</b> Auto Body Association of Texas (... Definite	28 <b>ICVB Board of Directo...</b> ICVB Definite	29	30	31 <b>BANT</b> Bangladesh Association of North Texas BANT Definite	1	2

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

**INDUSTRY REPORTS /  
BOARD PARTNERS**





## Hilton to Join Wave of Extended Stay Brand Launches

**By Jordan Bradley**

Hilton will be adding a lower-midscale, new-build extended stay brand later in the year.

During Hilton's 2023 first quarter earnings call, Hilton President and CEO Chris Nassetta told investors the hotel conglomerate will be unveiling a lower-midscale, extended stay, new build brand situated below Home2Suites by Hilton later this year.

The new brand is yet to be officially unveiled, but Nassetta said it's a "brand that can deliver just astronomical margins on a very efficient per unit build cost."

The launch comes as big hotel brands have been pushing into the segment. Most recently, Hyatt announced its newest extended stay brand in the upper-midscale segment, Hyatt Studios, in mid-April.

"We launched because customers want it and owners want to build it," Nassetta said.

Hilton currently has extended stay brands in the upscale segment with Homewood Suites by Hilton and the midscale segment with Home2Suites by Hilton, but the unnamed brand will address a different market.

"We're talking about an average length of stay of probably 20 to 30 days on average, versus most of the core extended-stay brands with five to 10 days, in that range," he said. "It's a different demand base, different types of locations, which is why we love it because we're not already serving it. It's not competitive with Home2 and certainly not competitive with Homewood."

Nassetta said Hilton is expecting to officially launch the brand within the next 30 to 60 days.

(https://m

CON

SUBS

FACI

TW

FIVE

ADVI

M

ARI

PREVIOUS STORY

NEXT STORY

1 OF 1

PREVIOUS PAGE

NEXT PAGE



# As Office Leasing Changes by City, Hotel Occupancy Follows

San Francisco and Miami Represent Two Extremes in a Changing World



Occupancy at Upper Upscale hotels has suffered as fewer corporate travelers visit clients, which is apparent in the relationship between office and hotel usage. (Getty Images)

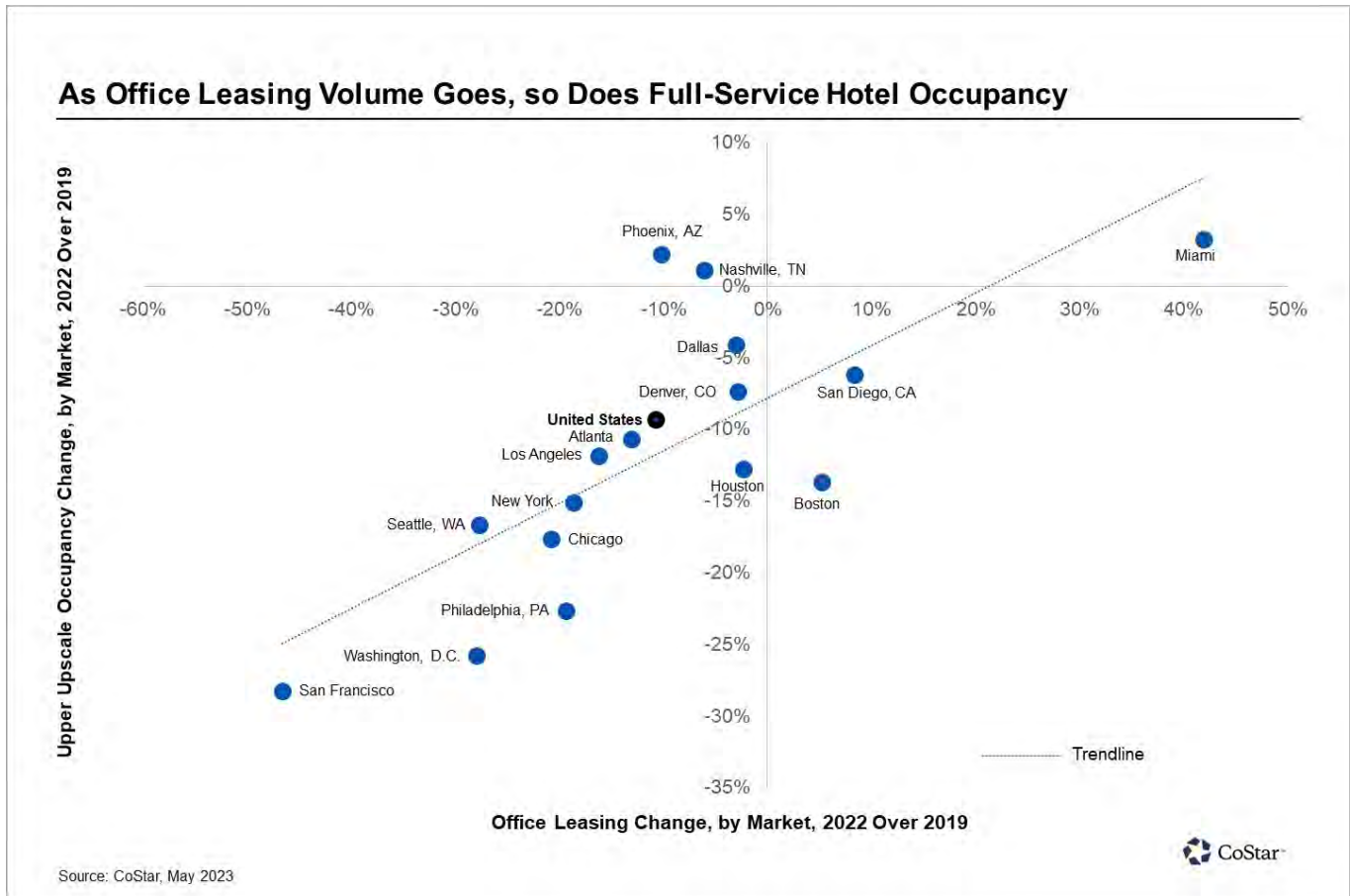
By [Phil Mobley](#) and [Jan Freitag](#)  
Market Analyst

May 5, 2023 | 4:05 P.M.

The performance of different types of commercial real estate is [often interconnected](#), and this has become clearly visible in the relationship between office and hotel use. Workplaces attract business travelers, be they vendors, clients, partners, or coworkers.

This is especially true for the so-called Upper Upscale, or full-service category of hotels, which has traditionally catered to business travelers. To better understand the current state of the full-service hotel industry, a look at the state of the office market is helpful.

Nationally, office leasing volume fell precipitously with the onset of COVID-19 and remained 11% lower in 2022 than in 2019. This persistent dip has come as many companies re-examine their office footprints, with one result being a general decline in leasing volume across major U.S. markets.



There have been some notable exceptions in markets such as Boston, San Diego and Miami, some of which were driven by specific circumstances — new life sciences companies taking hold in Boston, for example. But even these exceptions help demonstrate the strong relationship between demand for hotels and offices in urban areas.

One outcome of the post-pandemic office is that it has become rarer for all staff members to be in the office at the same time. Where attendance is less frequent, travel to these offices and markets is impacted because there is less opportunity to meet in-person with key stakeholders at the office. Thus, occupancy at Upper Upscale hotels has suffered as fewer corporate travelers visit clients, and instead rely on technology to remain connected and productive.

The change in office leasing volume between 2019 and 2022 and the change in Upper Upscale class occupancy in the same period illustrate markets that are impacted by a slowdown in both. Office tenants in markets such as San Francisco have struggled to get workers to return to their offices and hotel occupancy has equally suffered.

A similar effect can be found in Seattle and Washington, D.C. Other markets, however, have shown robust occupancy and leasing volume as found in Miami. Phoenix is an outlier in this data set since its hotel performance was boosted by the Super Bowl earlier this year.

Given these insights, it appears that office leasing numbers will need to recover more robustly to have a more positive impact on full-service hotel occupancy in a market. As companies more firmly establish where and how to work, hotel occupancy should follow suit, leading to stabilized demand and increasing occupancy in the future.

---

Follow us on Social Media

Have feedback or questions? Email us at [news@costar.com](mailto:news@costar.com)

---

## PROCUREMENT

## After an Arduous Hotel RFP Season, Lessons Learned

---

By **Angelique Platas** / April 07, 2023 / **Contact Reporter**

---

The 2023 hotel request-for-proposals season was fraught with challenges. For many suppliers, it started too late and resulted in rushed response times. Travel buyers often felt the pinch of hoteliers' selective business choices and cited exercises in frustration from properties that engaged with an initial rate but made negotiations so difficult that partnerships were contentious from the get-go.

Through the arduous journey, both sides learned some lessons, but panelists at Tripbam's BamCon conference in Dallas last month exchanged some pointed remarks, and it was clear from the tenor of conference conversations that frustrations remain as economic uncertainties loom and leisure travel demand—and margins—still outpace business travel.

### Negotiation Strategies

Both suppliers and buyers had grievances around negotiation choices. For suppliers, the late start added pressure to turn RFP responses around. And whether a negotiation tactic or not, there was some willingness among hoteliers to wait in the hopes that buyers could achieve more clarity around anticipated travel.

"I think a lot of folks were wondering if [they] go later, more of a strategy sort of appears on their side ... because if you have a promise of volume, it makes life a little easier through the [RFP] process," Marriott International global account executive Dave Alston said. According to hotel executives at the conference, however, that clarity didn't materialize for a lot of buyers, which added a lack of data to tight RFP lead times, compounding the challenge to craft strategic replies.

From some buyers' perspective, leading an RFP response with an intense rate hike didn't strike a note of partnership. "Raising the rate shouldn't be the tactic. The tactic should be the conversation," an audience member added. Panelists agreed that in a perfect world this would be standard practice, but the demand for such conversations will have to be more targeted and backed by strong volume data, suggested Tripbam EVP of hotel solutions David Mollov.

The challenge facing global sales executives, he said, "is to help provide these solutions, and what's really difficult about the RFP process [is that] it's really hard to have strategic conversations when you're going through 1,000 hotels."

### Hot Leisure Fuels Static Rate Strategy

One backhanded benefit of the pandemic for the supply side was that more buyers were willing to accept dynamic rates in an environment where rates generally were on the downturn. As rates heated up coming out of the pandemic—largely in response to leisure travel demand—that shift to dynamic looked less advantageous to buyers. Yet, clawing back a static rate status quo for the corporate market has been more difficult as hotels "are being a little



bit more selective” about which pieces of business should earn that rate, according to Hyatt Hotels Corp. global sales director Susan Bingham. To which a buyer in the audience responded, “It would be nice, in that situation, just [to] say that ... as opposed to making us go through this incredibly ridiculous negotiation period.”

Buyers also commented on a potential disconnect between global sales organizations and local market realities, often directed by hotel management companies—with the former setting overall strategies to attract the corporate market, but the latter looking at the situation differently on the ground.

“There’s a lot of friction, especially for those of us who share our business markets with leisure cities,” said the buyer. “I don’t think the ownership groups this year are going to find a lot of value in working with managed travel when they can charge leisure rates and get tons of money from leisure. So how do you anticipate that conversation going? ‘We’ll communicate with them and tell them how it’s going to go’ is usually not how that works.”

Hotels for years have pushed dynamic rates, and executives have defended the reticence of some franchisees and the global sales team to reengage fully in a static rate environment. First and foremost, they have said, many corporates still don’t have the proven volumes to earn that rate. Plus, an uncertain economic outlook doesn’t help.

“What we were hearing from the [franchise] hotels and just seeing throughout the process was, if they were offering this dynamic [rate], it was because of anticipated travel,” Bingham said, referring to that lack of clarity from buyers during the RFP process. According to Bingham, even when buyers can’t guarantee volume, prospective hotel partners “still want to offer you something, so here’s what we can offer you.”

### **Hybrid and Flexible Pricing Solutions**

Looking ahead, several hotel executives said they foresee the RFP process evolving with more customers fashioning “hybrid” programs that utilize various pricing solutions—dynamic, rate cap and static—based on the region, market, economic situation and travel purpose, if possible.

“You can apply the 80-20 rule very easily—all those RFPs are not necessary,” panelist and Accor executive director of business travel Michael Laumanns said. In some instances, he said, “clients have decided to let us run the process on their behalf because they determined that the RFP management plays a lesser role in their value proposition.”

Not many buyers would likely go that direction, but easing the RFP process overall has been among Tripbam’s central value propositions as a platform that enables auditing for dynamic rates and performance metrics that can show delivery of contract terms. The supply side, which once kept providers like Tripbam at arm’s length, have warmed to the platform for its **potential to shift the RFP process** to a more evergreen renewal process that requires fewer resources and back-and-forth negotiations. Some buyers have also seen value in real-market rate visibility.

Hotel executives remain hopeful for “an open-style RFP with an evergreen sort of solution,” according to Alston, so partners are not “dreading the launch of the traditional fixed price transient RFP.” Toward that end, hotel executives “worked really hard with our partners over the pandemic to create dynamic pricing models that made sense,” even when “rates were all over the place,” Bingham said.

The panelists agreed that in times of economic uncertainty or not, a well-planned program benefits all parties—but in order to achieve this, no matter the market, there needs to be flexibility.

"That's where it really comes back to us being committed to that partnership that we have with our customers, to come up with hybrid pricing approaches and to have that flexibility," said Choice Hotels director of travel partnerships AngeLis Davidson. "Flexibility, collaboration and regular communication is key."



Copyright ©2023 Northstar Travel Media LLC. All Rights Reserved. 301 Rte. 17N, Suite 1150, Rutherford, NJ 07070 USA |  
Telephone: (201) 902-2000

# What Was Great About The Great Resignation?

By [Aimee Mangold](#) VP of Human Resources, Kolter Hospitality | March 2023



The invasion of COVID-19 caused an elevated rate of employees quitting their jobs in what researchers have termed "The Great Resignation."

Voluntary and involuntary quits caused the skyrocketing turnover rate of workers from late 2020 to early 2021 due to early retirements, reluctance to take COVID-19 vaccines as required by employers, and availability of remote jobs, among other reasons.

Organizational insecurities and struggles to meet the national provision for the reduction of COVID spread attracted the resignation of

employees. During the same period, most people whose jobs were satisfying and effective in remote areas became hesitant to resume workplace-based offices, forcing many to resign.

Most workers enjoyed the fruits of work and personal life balance for the first time, which they did not desire to lose. The negative balance between work and personal life imposed by employers increased the number of resignations rather than workers' productivity. The great resignation has resulted in loss of talent in the hospitality hotel industry. The workforce reevaluated their focus from work to family requiring employers to take note of life-work balance as a part of their culture.

The workforce re-imagined spending more time with their loved ones. As a result, nearly 33% of employees who previously worked in the hospitality sector have decided to pursue opportunities outside of the industry. Some of the factors that have contributed to the above issue include COVID-19 fears, vaccination concerns, long working hours, lack of benefits and low pay. This implies that it might take a long period before businesses operating in the industry are back to operating pre-pandemic staffing.

As we move into 2023 it's time to recognize some of the silver linings from the past two years and appreciate what was great about the great resignation.



*The Westin Sarasota*

One thing that was great about the great resignation is that it led to positive workplace changes. The great resignation has resulted in an increase of organizations offering increased flexible work arrangements. A paradigm shift would be allowing employees to determine their work schedule. There are more employees who are allowed to work from home by their employers in this post pandemic world. This has benefited employees who are now able to save more since they do not have to incur expenses related to commuting.

In the hotel industry we need to evaluate whether our employees need to work five days a week 8 hours a day. Some hotels are already offering four 10-hour shifts or three 12-hour shifts. One of our hotels is offering a schedule where the employees work 10 days straight and then they are off for 10 days straight. This has also catapulted human resources departments of many companies to reexamine their mental wellness and health programs in their organizations, including their employee assistance program and adding mental health days as a benefit. Notably, there is a direct relationship between flexible work arrangements and mental wellness. A survey by PwC showed 72 percent of organizations will be improving their mental health offerings.

The great resignation has been beneficial since it has enabled workers and employers to engage in self-reflection. The workforce took time in determining whether they are headed in the right direction with relation to the careers they are pursuing. The same self-reflection has provided employers with an opportunity to reflect on work policies, procedures, pay and practices. This explains the reason there have been positive changes in the hospitality industry since some of the policies and procedures have been amended to suit employee well-being and compensation.

The other great thing about the great resignation is that it has led to increased adoption of technology. Digital transformation has enabled companies to retain or improve their performance despite increased resignation. This includes talent management, and e-learning, allowing employees to work from anywhere at any time. In 2022, our company created a twelve-week supervisory development training program, facilitated online. Every week, our team members met on Microsoft Teams for two hours to learn various topics such as How to be a



Top Performer, Culture Matters, Team Engagement and Personal Accountability. Providing these opportunities for our team members to grow and develop is our highest calling as leaders.



There are numerous firms that have adopted AI-enabled solutions to fill the gaps left by staff who have resigned. Technology platforms such as Daily Pay and Fuego provide employees on demand pay. Employees have the ability to withdraw a certain amount of their pay based on what has been accrued. McDonalds, Target, Walmart, and Hilton Hotels are already offering this service. For organizations that may not be able to increase wages, this is an alternative offering. This is the future of how employers can compete with GIG work and is an example of providing employees flexibility and control over their finances.

The great resignation led to the transformation of many organizational cultures. For the hospitality industry, organizational cultures today are focusing on enhancing the level of inclusivity and diversity in the workplace. These positive changes in the culture are likely to lead to improved morale among employees, and this would consequently lead to improvement in performance and productivity. Apart from the loss of talent, the great resignation has increased industry competition. The emerging competition affects not only the employees but also organizations alike. To the employees, the increased turnover rate facilitates advanced recruitment and training of new staff into vacated positions. Organizations that are able to communicate their core values with messaging that resonates with the workforce will have the competitive advantage.

Today demand from employees in the workplace have increased, which is attributed to self-reflection. According to Statista.com, it is projected 50 percent of the U.S. workforce will be freelancers by the year 2027. The industry should be addressing how they will compete in this market for talent. Employees working in hospitality are demanding more control and say in how their work is done. They are demanding more pay, better benefits, and flexibility to balance their work and personal needs.

To retain employees, there are employers who have been compelled to meet some of those demands. The result has contributed to an increase in the cost of operations, which has affected the profits earned by firms operating in the industry. Money matters, however, increasing pay rates is not the sole solution. In December

2022 the national unemployment rate was 3.5% and the Florida unemployment rate was 2.5%. The lowest unemployment rate in December was 1.4% in Miami-Dade and Monroe County. Low unemployment rates and a shortage of talent will require organizations to be innovative and accommodating to stay competitive. For every two jobs in the market there is only 1 person available to fill it.



*Hyatt Place Boca Raton*

Governor DeSantis's recently announced Education and Health Services, Construction and Trade gained the most jobs. There is a demand for workers, the question employers need to ask is why would they want to work for me? The hospitality industry was pushed to reset how they operated as they tried to bring their employees back to work and saw how they transitioned to other sectors. Positions such as customer service, front desk jobs are transferable skills and highly sought after. Housekeeping positions found work in hospitals and public schools.

As a result, many of the brands are now offering housekeeping services every other day or on a request basis. One factor that resulted in this transition was higher pay in other industries. Additionally, the availability of fixed schedules that provide workers with weekends off which is another factor that has resulted in the shift from the hospitality sector to other industries.

Lastly, the great resignation shined a light on how resilient the hospitality industry is and when times got tough, the team came together to deliver on the promise of providing service excellence. Our General Managers, Directors of Sales and Human Resource teams were cleaning rooms, working in laundry, the front desk and food and beverage. They came together to navigate the unknown and find creative solutions to workplace challenges. This also garnered a greater appreciation for the work hospitality employees perform day in and day out.

The pendulum is swinging. Organizations have been afforded the ability to seize this opportunity to reset and reinvent themselves According to McKinsey research, organizations should create a more empathetic

environment for their workers to realize stable working conditions and reduce ongoing employee attrition. Employees want to feel connected with the organization, they want flexibility, and they want to learn and grow. Human Resources alone cannot accomplish this. In the true spirit of teamwork, it takes a village. To retain today's workforce, organizations need to focus on the following:

1. Hire, train and retain employees
2. Care about their employees
3. Demonstrate empathy
4. Be open minded
5. Be flexible
6. Offer competitive pay
7. Provide good benefits
8. Listen to their employees

This is the opportunity for organizations to move from the Great Resignation to the Great Rejuvenation and create a great workplace for all.

*Main Image: Hyatt Centric Lounge in Fort Lauderdale*



*Ms. Mangold*

*As Vice President of Human Resources for Kolter Hospitality, Aimee Mangold (SHRM-SCP) oversees all Human Resources initiatives to include talent acquisition, benefits & compensation, payroll, employee relations, training & development and legal compliance. Ms. Mangold brings over 20 years of professional human resource leadership experience having worked with The Procaccianti Group and Interstate Hotels where she held various roles as Area Director of Human Resources, Regional Director of Human Resources and Regional Trainer. She has been a member Palm Beach County SHRM since 2006 and has held a variety of volunteer positions including Workforce Readiness chairperson, Director at Large and past President for the association. Additionally, she has earned her Senior Professional Human Resources certification along with her SHRM Senior Certified Professional certification.*

### ***Extended Biography & Contact Information***

*HotelExecutive retains the copyright to the articles published in the Hotel Business Review. Articles cannot be republished without prior written consent by HotelExecutive.*

[\*Share this article with your industry colleagues\*](#)

---





NORTH AMERICA | TRAVEL

## 20 Cool Things To Do in Irving, Texas

*by erin burke last updated on march 30, 2023*



Let's start with some honesty: I had never heard of Irving, Texas until I attended a travel blogging conference there. But goodness am I glad I've heard of it now because there are some pretty awesome things to do in Irving, Texas!

Irving, TX is located in the Dallas area. It was founded in 1903 as a rail stop connecting Dallas and Fort Worth. But it really became a popular location in the 1970s when DFW Airport, Texas Stadium, and Las Colinas (a planned development) all opened in Irving.



Today it offers historic sites, outdoor adventures, and luxury stays to visitors. In fact, during the pandemic, it became a popular “staycation” destination for locals. Now though, it’s just a great place to visit in Texas with plenty of fun things to do and see!

*Note: This post contains affiliate links. This means if you make a purchase using a link, I may get a small commission at no cost to you.*

## Things To Do in Irving, Texas

### See the Mustangs of Las Colinas

The Mustangs of Las Colinas are the most iconic sight to see in Irving. These huge bronze mustangs were unveiled in 1984 as a tribute to the wild mustangs that used to roam the area. They were made by an African wildlife artist, Robert Glen, who developed the molds for them in Kenya and then had them poured in England.

Today, these mustangs sit in the center of Williams Square Plaza of the Las Colinas area of Irving. Not only are these a great photo op, but it’s also a lovely plaza to hang out in for a bit.

### Visit the Mustang Museum

If you want to learn more about the history of the Mustangs of Las Colinas and the process of making them, you can visit the nearby [Mustang Museum of Las Colinas](#).

The museum is located in the East Tower of Williams Square Plaza. It features other sculptures by Robert Glen, who created the Mustangs of Las Colinas, as well as a film about the process of creating the Mustangs and models he used for the sculpture.

This is a small museum that will just take a bit of time to visit, but if you have an interest in art and sculpture it is definitely worth it! They do have limited hours though: They are open Wednesday – Friday from 11:00 a.m. to 4:00 p.m., and Saturday from 10:00 a.m. to 1:00 p.m.



DALLAS, TEXAS

**Dallas' Reunion Tower GeO-Deck  
Observation Ticket**

★★★★☆ 363

**\$24.50** and up

---



DALLAS, TEXAS

**JFK Assassination and Museum  
Tour with Lee Harvey Oswald  
Rooming House**

★★★★★ 991

**\$76.92** and up

---



DALLAS, TEXAS

**John F. Kennedy Trolley Tour in  
Dallas**

## Walk Along the Mandalay Canals

Las Colinas is a planned mixed-use development that opened in 1972. It features apartments, homes, Fortune 500 Company Headquarters, hotels, dining, and more. One of the center features of Las Colinas is Lake Carolyn, which is home to the Mandalay Canals.

You can enjoy a relaxing walk along these European-style canals (seriously, they were modeled after Venice) that run between Lake Carolyn and the apartments and restaurants that line the lake. This is a great place to take the family, and it's a generally quiet area that doesn't get too crowded, so it makes for a peaceful escape in the middle of the city.

## Take a Gondola Ride

Did you know you can take a European-style gondola ride in Texas!? [Gondola Adventures, Inc.](#) provides gondola rides through the Mandalay canals and Lake Carolyn. This is definitely one of the most popular things to do in Irving, Texas, especially if you are there on a romantic getaway.

Gondola Adventures has all kinds of cruise packages you can book, ranging from the Classic Cruise (the least expensive option) to an Exquisite Dinner Cruise (the most expensive option).

If you are celebrating a special occasion, this is definitely one of the things you'll want to do in Irving. And it's a great place to propose—in fact, they told us that a huge number of their cruises

are for proposals!



Mandalay Canal Gondola Ride

## Try Stand Up Paddleboarding

Not only can you take a gondola ride on the Mandalay Canals, you can also go stand up paddleboarding and kayaking! **Stand Up Paddle North Texas** offers paddle boarding, kayaks, aqua-cycles, and pedalboats.

If you want to get out on the water of the canals, but a gondola ride is a bit out of your price range, this is a great option! And if you need help learning how to stand up paddleboard (or SUP), they also offer lessons.

---



Planning a trip to Texas? Here are some [books about Texas](#) to read before you go!

---

## Put A Lock on the Love Lock Bridge

Another romantic thing you can do in Irving, Texas is to put a lock on the love lock bridge in Las Colinas. For fans of the show *Love is Blind*, you may recognize this as the bridge two contestants put a lock on.

If you want to find the bridge, it's on the Lake Carolyn Promenade right next to the Waterway Tower. If you're strolling along the canals, you can easily make this one of your stops.

You can stop by just to see it of course, but if you want to put a lock on you'll need to bring your own lock. Make sure to bring one that is relatively big too, because the bars are kind of thick and some of the smaller locks won't fit around them.

## Dine in Las Colinas

Las Colinas also has some fantastic dining options! Whether you want European-style dining, seafood, or Tex-Mex, you'll find great options for everything. I've listed a few options that I know are beloved or that I've eaten at, but there are SO MANY more options in Irving for amazing restaurants!



- **Monaco** — European-style restaurant in the Water Street development on the Mandalay Canals. The food here is fantastic! (I'm still thinking about the bone marrow butter on my steak-frites!)
- **Pacific Table** — Another option at Water Street, this restaurant focuses on seafood. Their menu features everything from sushi to sandwiches to entrees like cedar-plank salmon.
- **The Ranch at Las Colinas** — Come here for a real Texas feel! This restaurant often has live music and their menu features all kinds steaks along with things like Gulf shrimp and BBQ ribs.
- **Via Real** — A popular fine dining spot with Southwest cuisine.
- **Hugo's Invitados** — Modern Mexican food with an organic and largely gluten free menu.
- **Thirsty Lion Gastropub** — A bar in the Toyota Music Factory area with great burgers, sandwiches, and pub food.



Appetizers at Monaco in Irving, TX

## See the Oldest Area of Irving in the Heritage District

The Heritage District is the oldest area of Irving that is undergoing some restoration. Here you can find Heritage Park with a small historic depot, dining options, and antique shops. It's also where the Heritage House is located.

The Heritage House is one of Irving's oldest homes, built in 1912. The home has been restored and furnished with antiques from the family that originally owned the home. It's a little tricky to

visit though, because they only offer tours on the first Sunday of the month. But you can always stop by and see the outside of it!

## Enjoy the Outdoors at Centennial Park

Behind the Heritage House you'll find Irving's Centennial Park. This park opened in 2003 to mark 100 years of Irving.

It's a gorgeous outdoor space along the water with statues of Irving's founders, a history wall marking important points in Irving's history, walking trails, and a picnic pavilion.

This is a perfect place to get a little sunshine in Irving, Texas and enjoy the outdoors while also learning a bit more about Irving as a city.

## Learn About Irving's History at the Irving Archives and Museum

**The Irving Archives and Museum** is a small museum about Irving's history located in the Heritage District. But just because it's small doesn't mean it's not worth visiting!

This museum tells the history of Irving from early settlers to present modernity in its permanent exhibit: The Irving Story. There are some fun interactive elements like a wagon you can climb into, a plane cockpit that simulates a takeoff, and a general store.

There is also always a temporary exhibit on display. When I visited in Spring 2023, it was about African American experiences in WWII. Later in Spring 2023 it's going to change to an exhibit about Dolores Huerta and her agricultural activism. So you'll definitely always find something interesting!

This history museum is also a great place for kids to visit! Besides some of the interactive elements in the museum, this museum is home to Texas's only Smithsonian Spark!Lab, where kids can become inventors with all kinds of STEM resources.





## Visit the Ruth Paine House Museum

The **Ruth Paine House** may be a small footnote in the history of our country, but I thought it was one of the most interesting things to do in Irving! This small house was where Lee Harvey Oswald spent the night before he assassinated President Kennedy.

But the story behind that is even more interesting. Oswald wasn't living in the house, but his wife was, with her friend Ruth Paine. Oswald came to visit the day before the assassination. His wife thought it was because they had had an argument. But really it was to get his gun.



The house has been restored to look just how it was when Oswald's wife lived there. Really, they did so much research and looked at so many photographs to replicate things as closely as they could!

There is of course exhibit information throughout the house telling the story, along with photographs taken by a reporter inside the house in the aftermath of the assassination (I could not get over this!). And the museum had local actors reenact Oswald and members of the family talking in short films which are projected in various rooms of the house.

Because the Ruth Paine House is in a residential area, the address is not published online. If you want to visit, you can reserve a time through the [Irving Archives and Museum](#) and they will give you all the information you need for your visit then.



Ruth Paine House in Irving, TX

Visit the Jackie Townsell Bear Creek Heritage Center

Irving's Bear Creek community is an important part of Black history in Irving, and you can visit some of the central buildings of this early community at the [Jackie Townsell Bear Creek Heritage Center](#).

After emancipation, former enslaved people began moving to Bear Creek. The area became an enclave for African Americans during a time of harsh racial segregation.

Today you can visit three different buildings: The Bear Creek Masonic Lodge, The Green House, and the J.O. Davis House. Inside, exhibits tell the story of Bear Creek from emancipation through the Civil Rights Movement.

The Jackie Townsell Bear Creek Heritage Center does not have regular hours, so if you want to visit you will need to [make an appointment](#). This is such an important part of Irving's history though, so if you're trying to get the full picture definitely make a point to visit.

## Get Inspired at the Irving Arts Center

The Irving Arts Center is Irving's central hub for community art. Not only do they have art galleries you can visit, but they also offer community music and theater performances.

If you're visiting Irving, you can easily stop by to see some art. They have multiple galleries that feature a wide variety of artwork. One thing I think is so cool about this museum is the variety of their art sources: at the same time they can have art from an artist whose art is featured across the world to art from local students. In the Spring they host an annual exhibition of art from Irving Elementary, Middle, and High Schools, and I love that they give these young artists a chance to be featured in Irving's galleries.

You can visit the Irving Arts Center Tuesday through Saturday from noon to 5:00 p.m. Admission is free.

## Walk on Champion Trail

Champion Trail is a greenway that goes through Irving. It travels along some of the local rivers and is a perfect place to walk or bike and enjoy some outdoor time!



The ultimate plan for Campion Trail is for it to run 22 miles by 2025 and it will connect several Dallas/Ft. Worth area cities. Currently, there are several access points throughout Irving, making it a great place to get outside for a walk or a bike ride.

**You can find a map of the access points on the City of Irving site.**

## Enjoy the Outdoors at Mountain Creek Preserve

**Mountain Creek Preserve** in Irving is one of the areas connected to Campion Trail, but it offers tons of other amenities you can enjoy. There's a playground, picnic areas, a basketball court, a cricket field, a canoe launch, and an equestrian trail.

This a great place to bring the family for some outdoor fun!

## Treat Yourself at the Spa

If you need a relaxing day on your trip to Irving, there are several different resort spas you can enjoy. These spots offer a variety treatments for a luxurious experience.

- **The Spa and Salon at Las Colinas Resort**
- **Mokara Salon and Spar at Omni Las Colinas Hotel**

## Spend an Evening at the Toyota Music Factory

When you're done with the day and ready for a fun evening, head to Irving's **Toyota Music Factory**. This entertainment area in Las Colinas offers everything from live music to dining to movies and more.

The Pavilion is where they host their big concerts, while you'll find FREE smaller concerts and even Saturday yoga classes at the Texas Lottery Plaza.

The Texas Lottery Plaza at the Toyota Music Factory is a great place to spend a Friday or Saturday night. It's a green space to hang out in with places to get food and drink, picnic tables, and family friendly games like cornhole.



Texas Lottery Plaza at the Toyota Music Factory

## Have Indoor Fun at Pinstack

Looking for some indoor fun? Definitely make a trip to [Pinstack](#). They may be known for offering bowling, but that have tons more indoor activities including arcade games, bumper cars, laser tag, and even a high ropes course.

They also offer food and drink, so you can easily spend a whole afternoon or evening here. Perfect for if you need to get out of the weather or want some evening entertainment!



## Go Ax Throwing

For another indoor fun option, you can go ax throwing at [Stumpy's Hatchet House](#) in the Toyota Music Factory. Not only do they have ax throwing, but they also have giant games you can play (like giant jenga).

On their website, they also list A/C as one of their amenities. Which, if you've experienced the brutal heat Texas can get, makes sense.

## Go Golfing

If you have a golfer in the family, there is no shortage of golf courses in Irving. Golfers can enjoy several world class courses in Irving:

- [Hackberry Creek Country Club](#)
- [Irving Golf Club](#)
- [TPC Las Colinas](#)
- [Cottonwood Valley Golf Course](#)

## Where To Stay in Irving, TX

My top recommendation of where to stay in Irving, Texas is the [Texican Court by Valencia Hotel Group](#). I stayed here during my trip and LOVED. It's charming hotel with a retro-Texas feel, relaxing outdoor spaces, and a super convenient location across the street from the Toyota Music Factory. It also happens to be one of the most Instagrammed places in Irving.



Texican Court Hotel Room

Another option near the Toyota Music Factory is [The Westin Irving Convention Center at Las Colinas](#).

If you want to stay near the Mandalay Canals, try the [Omni Las Colinas Hotel](#) or [Marriott Dallas Las Colinas](#).

---

When I went to Irving I really had no idea what to expect, and I was truly delighted at how much they had to offer. [Visit Irving](#) showed us a really great time, and I'm so glad I got to know this friendly Texas city!

---

*Like this post? Save it for later!*



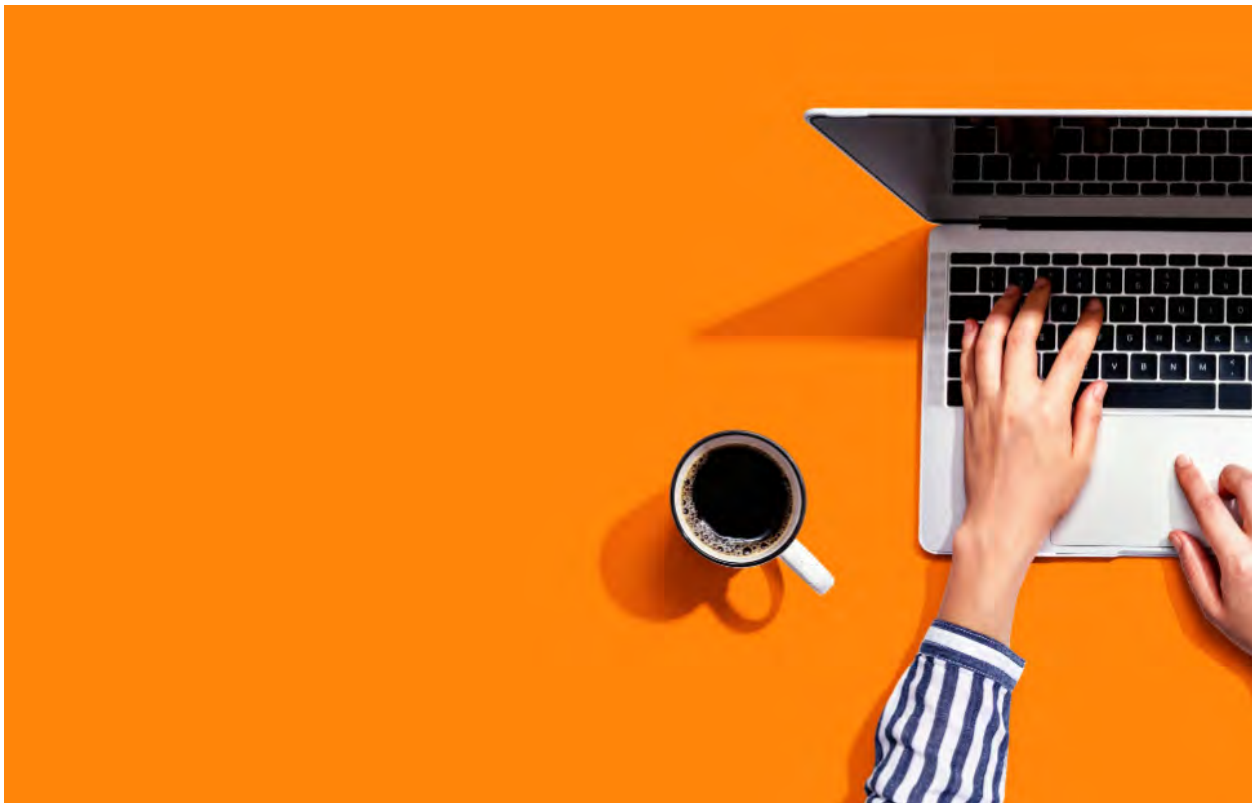
Related Posts:





# Office Index: Placer.ai. Office Index: March 2023 Recap

by **Lila Margalit** on April 19, 2023



**The Placer.ai Nationwide Office Building Index:** *The office building index analyzes foot traffic data from 800 office buildings across the country. It only includes commercial office buildings, and commercial office buildings on the first floor (like an office building that might include a national coffee chain on the ground floor). It does NOT include mixed-use buildings that are both residential and commercial.*

Three years after COVID first began to upend traditional work patterns, [many employers](#) are trying to bring more workers back to the office. But how successful have these efforts been? As the first quarter of 2023 drew to a close, we checked in with our office index to see how the post-pandemic office recovery is shaping up in cities across the country.

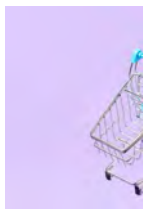
## Office Visits Remain Steady Nationwide

Comparing quarterly office visits to a Q1 2019 baseline – the last full quarter to be unaffected by the pandemic – shows that overall visits to office buildings continue to hover around 60% of pre-pandemic levels. Month-over-month data also shows that the average number of office visits per [workday](#) has not changed very much over the past several months.

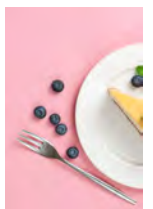
Search...



**Bring On The Joe**



**A Dollar (or more) For Your Thoughts: Five Below and pOpshelf**



**Dining Out With The Cheesecake Factory**

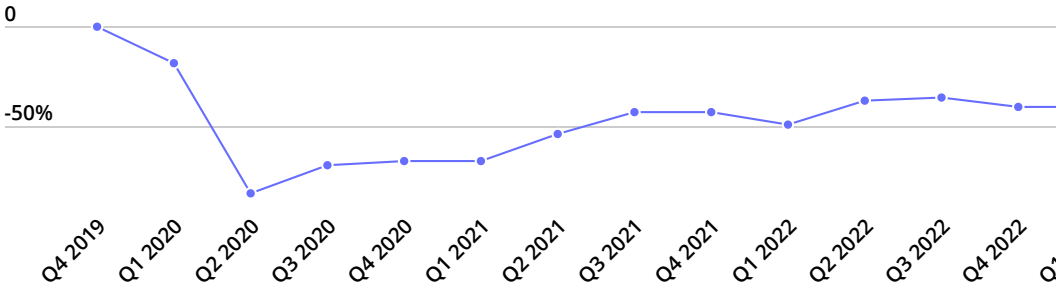




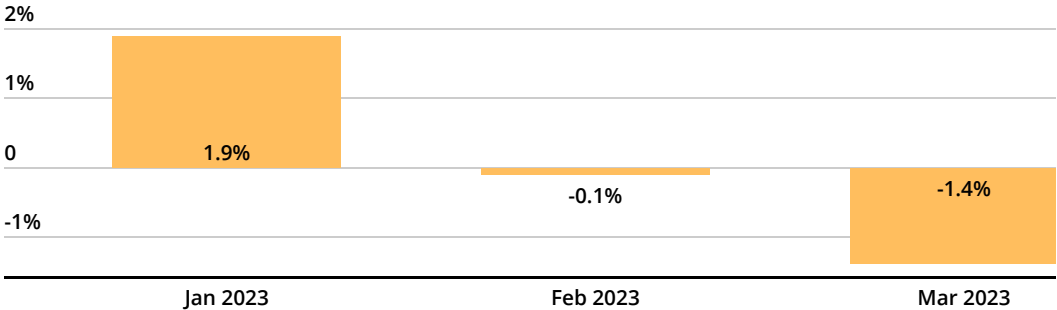
As we've noted, the persistence of this pattern appears to reflect a new hybrid normal, which sees employees coming in less frequently and concentrating visits in the middle of the week. This holding pattern seems to indicate a stalled recovery.

### Nationwide Office Index: Visits Remain Steady

Quarterly Change in Office Visits Compared to Q4 2019 Baseline



Average Visits Per Workday, Jan – Mar 2023, Month-Over-Month Change (MoM, Each Month C Previous Month)



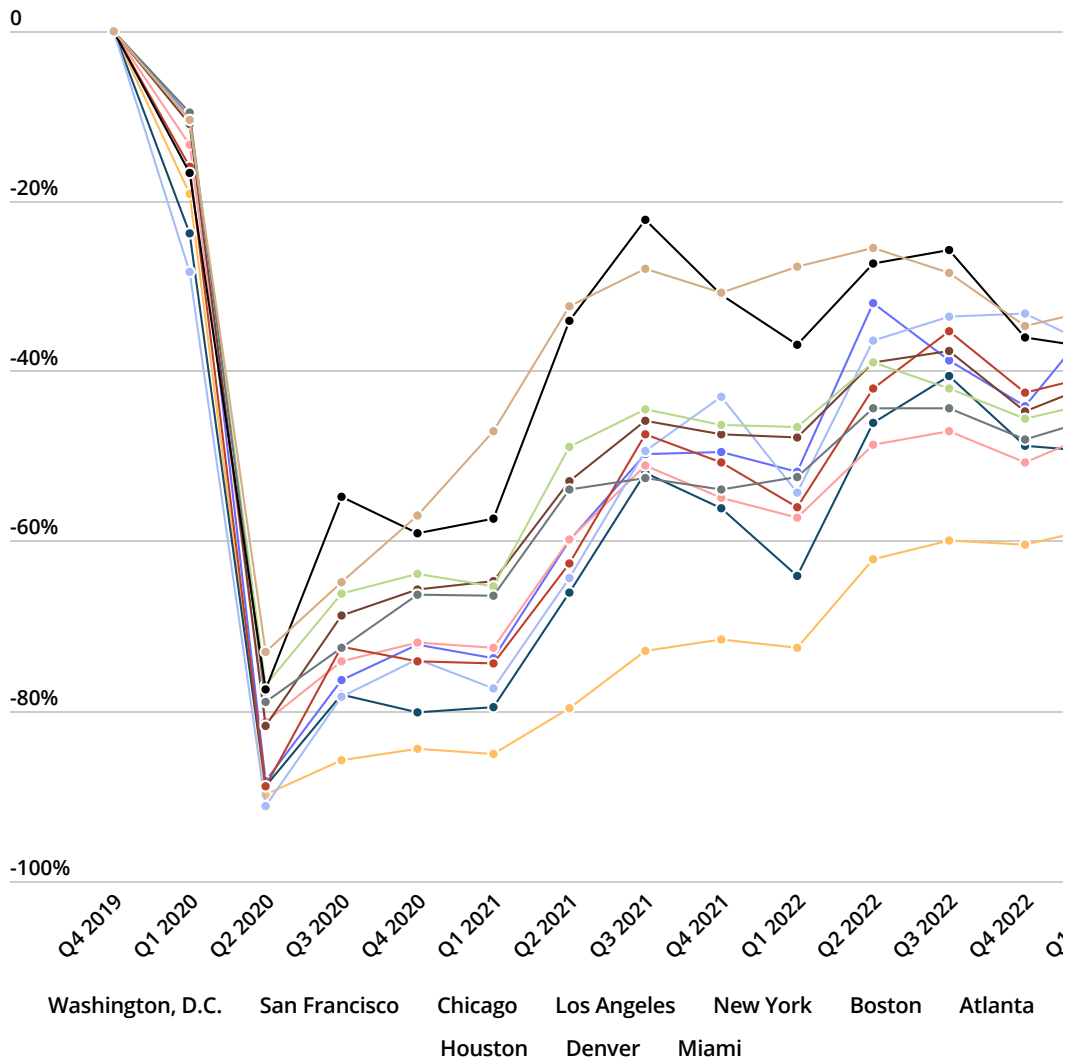
### Local Distinctions

But zooming in on eleven major urban centers throughout the country shows significant regional variation. In four of the analyzed cities – Miami, Washington, D.C., Denver, and New York – office visits in Q1 2023 ranged between 62.5% and 67.4% of what they were in Q4 2019, while in six others they ranged between 50.5% and 59.6% of pre-pandemic levels. Tech hub San Francisco continued to lag significantly behind the other urban centers, with office visits at just 41.6% of Q4 2019 levels.

Different cities are also experiencing different recovery trajectories. Despite San Francisco’s lackluster foot traffic growth, for example, the Golden Gate City’s visit gap has continued to gradually close over the past year. New York, on the other hand, which experienced a more rapid office recovery through Q2 2022, has since seen its visit growth flatten - though at higher levels than many other cities. Miami, which experienced a rapid recovery through Q2 2021 has seen office visits return to nearly 70% of what they were in Q1 2019 – with some quarterly fluctuations since, but little long-term change.

# Regional Variations: Eleven Major Cities Nationwide

Baseline Change in Quarterly Average Office Visits for Major U.S. Cities, Q4 2019 – Q1



## A Hybrid Future?

WFH (work from home) arrangements carry benefits for employers and workers alike. Cutting back on some office expenses can be good for the bottom line – and the flexibility of remote work can help employers attract top talent. For workers, too, less time on the road means more time for family and friends, and more flexible work arrangements free them up to seek more affordable housing further away from the office. At the same time, fully remote work has its disadvantages. Humans are social creatures – and the energies that are created when people gather together in person can't always be captured by a Zoom meeting or Slack chat.

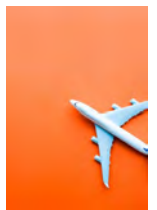
Despite local differences, foot traffic data indicates the continued strength of the hybrid model – and the oft-reported back-to-office push does not yet appear to have meaningfully moved the needle overall. Looking ahead, hybrid work arrangements that offer both employers and workers the best of both worlds may be here to stay.

# Placer.ai Office Index: April 2023 Recap

by **Lila Margalit** on May 9, 2023



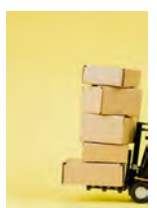
Search...



**Who Uses NYC Airports: Biting Into The Big Apple's Main Transport Hubs**



**Off Price: Strength in The Face of Retail Challenges**



**Wa Target**

**The Placer.ai Nationwide Office Building Index:** *The office building index analyzes foot traffic data from 800 office buildings across the country. It only includes commercial office buildings, and commercial office buildings on the first floor (like an office building that might include a national coffee chain on the ground floor). It does NOT include mixed-use buildings that are both residential and commercial.*

Last [month](#), we noted that rumors of a full-blown return to office appeared exaggerated. While many [employers](#) are eager to have workers come in more often, few workplaces have gone back to a traditional, five-day in-person work week.

With Q2 2023 well underway, we dove into the data to see if the office recovery's [stubborn holding pattern](#) still has staying power.

## Steady Year-Over-Four-Year Visit Gap

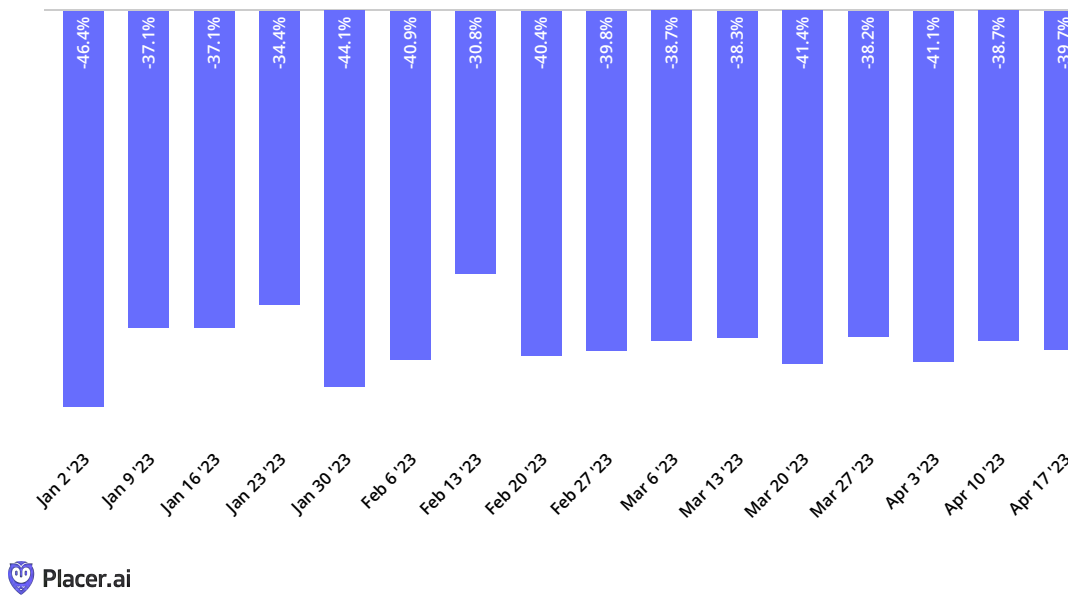
A look at weekly visitation data shows that, for now at least, visits to offices nationwide continue to hover around 60.0% of what they were four years ago. While March and April saw slightly narrower visit

gaps than January and February, a significant shift in office foot traffic patterns has yet to materialize.

**Wholesalers  
in Q1 2023 –  
The Return  
of Mission-  
Driven  
Shopping?**

## Nationwide, Office Visits Remain Just Over 60.0% of What They Were in 2019

Weekly Visits, Compared to 2019



 Placer.ai

### Early Signs of Change?

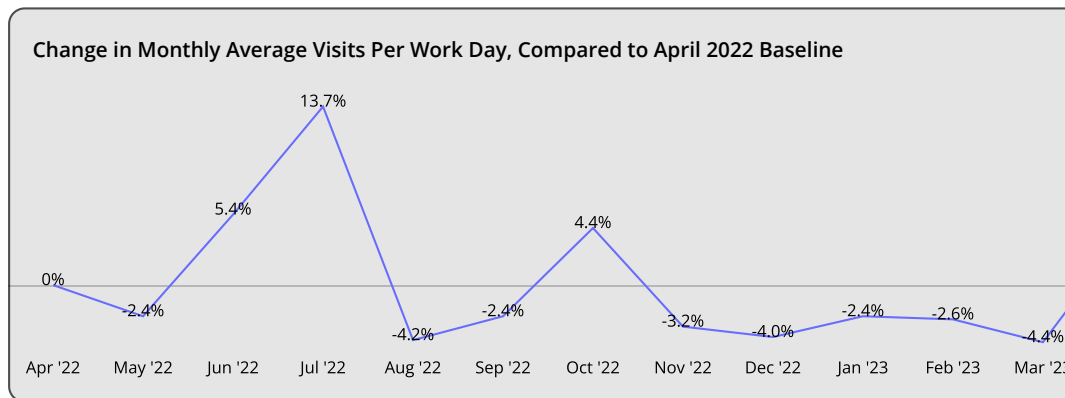
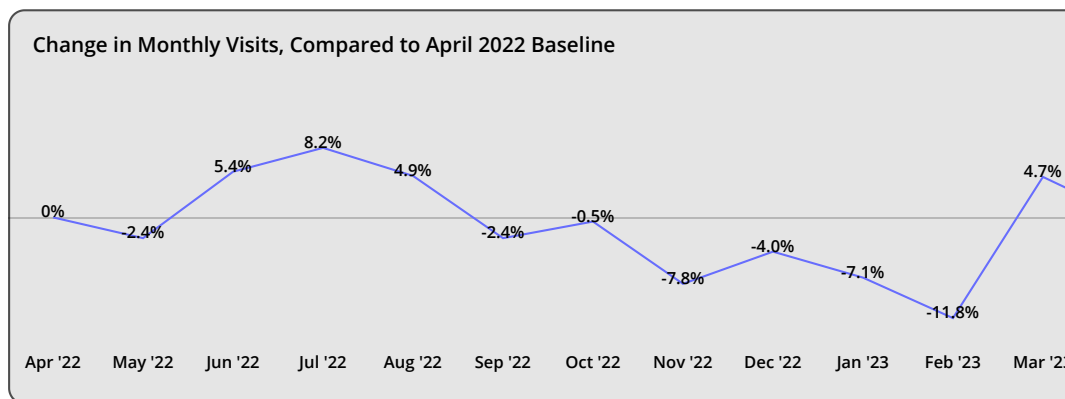
Year over year, too, overall visits for April 2023 remained virtually unchanged when compared to April 2022. After a slight uptick in March 2023, April visits fell to 0.2% below last year's baseline.

But accounting for the number of [actual working days](#) each month tells a somewhat different story. February, for example, is always a short month – and March 2023, with 23 work days, had more working days than any other analyzed month (with the exception of August 2022, which also had 23 days but which was likely impacted by summer vacations). Looking at the average number of visits per working day, March office visits were actually 4.4% lower than the April 2022 baseline.

April 2023, for its part, had just 20 work days – compared to 21 days in April of last year. When accounting for this difference, April visits actually jumped – both in comparison to last month, and in comparison to April 2022. It's too soon to tell, but this jump may portend the beginnings of a shift in office visitation patterns.



## April 2023 Office Visits Remain Virtually Unchanged Compared to One Year Ago. But – Accounting for the Actual Number of Workdays May Indicate the Beginnings of a Shift



### Looking Ahead

Despite its many upsides, fully remote work also has its costs. Recent research warns that younger employees working from home may lose out on the “[power of proximity](#)” – the all-important feedback and mentoring they receive when working side-by-side with more experienced professionals. Employees who don’t come into the office have fewer opportunities to let off steam by [sharing work challenges](#) with colleagues and may even be [less likely to be promoted](#). At the same time, coming into the office five days a week can take a significant toll on work-life balance and may curtail [productivity](#).

Just about one year out from the last big COVID wave, post-pandemic work routines are still a work in progress. How will employers and workers continue to navigate the new normal? Will hybrid arrangements which seek to capture the best of both remote and in-office work continue to carry the day?

Follow [Placer.ai’s location intelligence analyses](#) to find out.

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 22, 2023**

**ACKNOWLEDGEMENTS  
AND  
MISCELLANEOUS ARTICLES**



April 2023

# Navigating a Changing Mall: Analyzing Consumer Behavior

Malls still play a key role in the wider retail landscape. This report analyzes changes in shopping center visitor behavior to see how malls are maintaining relevance in 2023.



## Despite Naysayers, Malls Are Maintaining Relevance

When malls first emerged on the American retail scene, their value proposition was simple. By combining specialty retailers and dining brands under one roof and adding anchor tenants to draw in a wide audience, shopping centers offered a venue that both facilitated socializing and provided a convenient one-stop shopping experience. But with the rise of the web – the ultimate one-stop-shop – analysts began [questioning](#) the relevance of the format, with many calling on malls to [reinvent themselves](#) in order to survive.

But while some shopping centers have succeeded in [rising to the top](#) through [innovation](#), other malls are carrying on with business as usual. And although traffic has dipped slightly over the years, visits have not dropped as dramatically as predicted. So who is still visiting malls? How do shopping centers visits today differ from pre-pandemic trends? And which type of mall was most popular among 2022 mall visitors?

This white paper looks at recent location intelligence data to better understand the current state of malls and shopping centers. First, we looked at data from Grocery-Anchored Shopping Centers and from the [Placer.ai Mall Indexes](#), which focus on top-tier Indoor Malls, Open-Air Lifestyle Centers (not including outlet malls), and Outlet Malls. We analyzed visit numbers, dwell times, daily and weekly visit distribution, and visitor journey information to see how actual visit patterns have changed in recent years. We also zoomed out to the wider Shopping Center category which includes thousands of shopping centers throughout the country to understand how inflation and high gas prices may have impacted shopping center traffic.

## How Have Mall Visits Changed Over The Last Three Years?

The [pandemic restrictions](#) had a [profound impact](#) on malls. Online shopping [soared](#), and predictions of the [end of malls](#) led many popular mall-based brands to press on [reconfiguring their store fleet](#) and redirect their focus to off-mall venues. But despite the [extreme rhetoric](#) surrounding the future of malls, mall traffic has [rebounded](#), with year-over-three-year (Yo3Y) visit gaps for all four shopping center segments analyzed narrowing below 10%.





Indoor Malls and Open-Air Lifestyle Centers posted similar 2022 visit trends, including a similar dip in Yo3Y visits – likely due to a stronger focus on bringing in the right audiences combined with the ongoing effects of economic headwinds like inflation. YoY traffic also grew for both segments, which indicates that Indoor Malls and Open-Air Lifestyle Centers are also still recovering from the COVID impact.

Meanwhile, Grocery-Anchored Shopping Centers saw visits increase in 2022 relative to both 2019 and 2021 – perhaps thanks to the resurgence of [necessity-based shopping, the growth of suburbs](#) due to migration and professional shifts, and consumers’ desire to consolidate trips during the gas price surge of 2022.



**Grocery-Anchored Shopping Centers saw visit growth relative to both 2019 and 2021.**

Outlet Malls faced the most challenges in 2022, with visits down both YoY and Yo3Y. Part of the traffic dip may be due to last year’s [high gas prices](#) leading some people to cut down on driving time, since most consumers tend to drive further to outlet malls than to the other three categories. Outlet Malls may also be facing increased competition from other [off-price brands](#) and the [increase](#) in discount options at traditional retailers. The [ongoing](#) inflation may mean that outlet malls will continue to

feel the strain over the coming months as consumers continue to [cut down](#) on shopping sprees, limit travel costs, and focus on essentials.

## Consumer Behavior Patterns Across Mall Types

While Grocery-Anchored Shopping Centers have a distinct function, Indoor Malls, Open-Air Lifestyle Centers, and Outlet Malls also appear to serve different purposes in consumers' shopping and recreation routines.

### Hourly and Weekly Visit Distribution

Visits to Indoor Malls, Open-Air Lifestyle Centers, and Outlet Mall are distributed differently throughout the day and week.

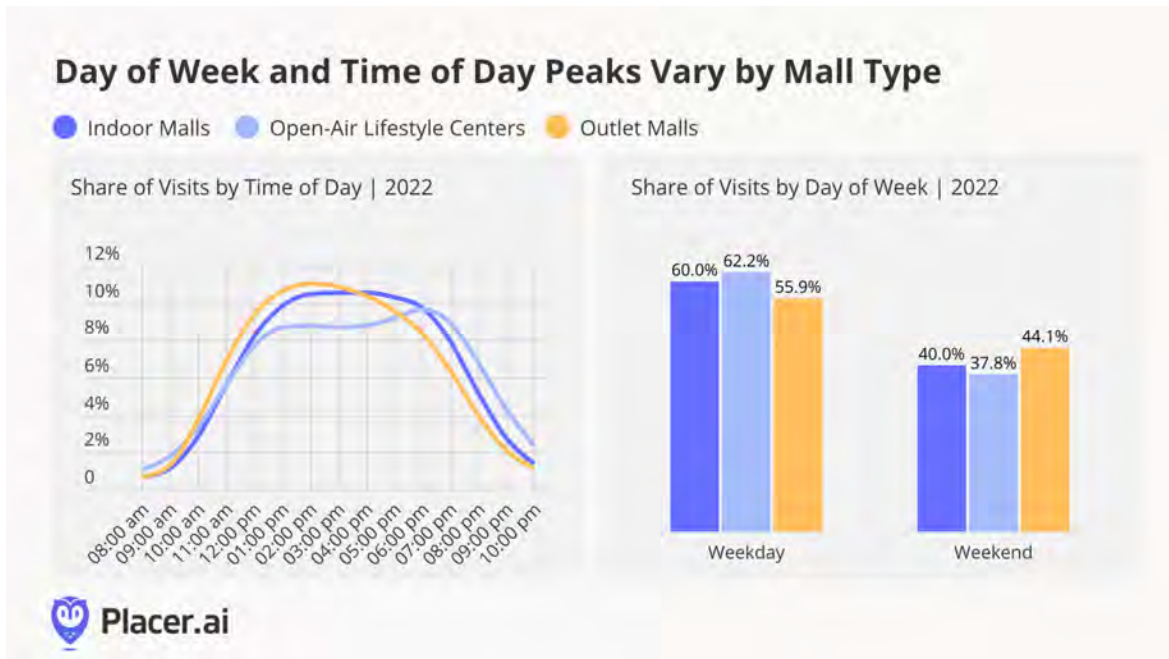
Outlet Malls are not as plentiful as Indoor Malls or Open-Air Lifestyle Centers and generally demand more open space, which means that getting to an outlet mall usually requires a longer drive. This may explain why Outlet Malls receive the largest share of weekend visits – 44.1%, compared to 40.0% and 37.8% for Indoor Malls and Open-Air Lifestyle Centers, respectively. Perhaps due to the larger share of weekend visits, traffic to Outlet Malls also peaks earliest in the day, with the majority (54.3%) of visits taking place before 3 PM, another indication of the day-trip nature of the visit and the opportunities that entails.



**Open-Air Lifestyle Centers had the lowest relative share of weekend visits, perhaps because consumers visit these formats for more routine afterwork recreation.**

The hourly visit distribution for Indoor Malls was relatively similar to that of Outlet Malls, with Indoor Malls seeing slightly fewer morning visits and slightly more late afternoon and evening visits. Meanwhile, Open-Air Lifestyle Centers had the largest share of late visits – 22.3% of traffic to Open-Air Lifestyle Centers was between 7 PM and 10 PM, compared to just 17.3% of evening visits for Indoor Malls and 13.6% of visits for Outlet Malls. Open-Air Lifestyle Centers also had the lowest relative share of

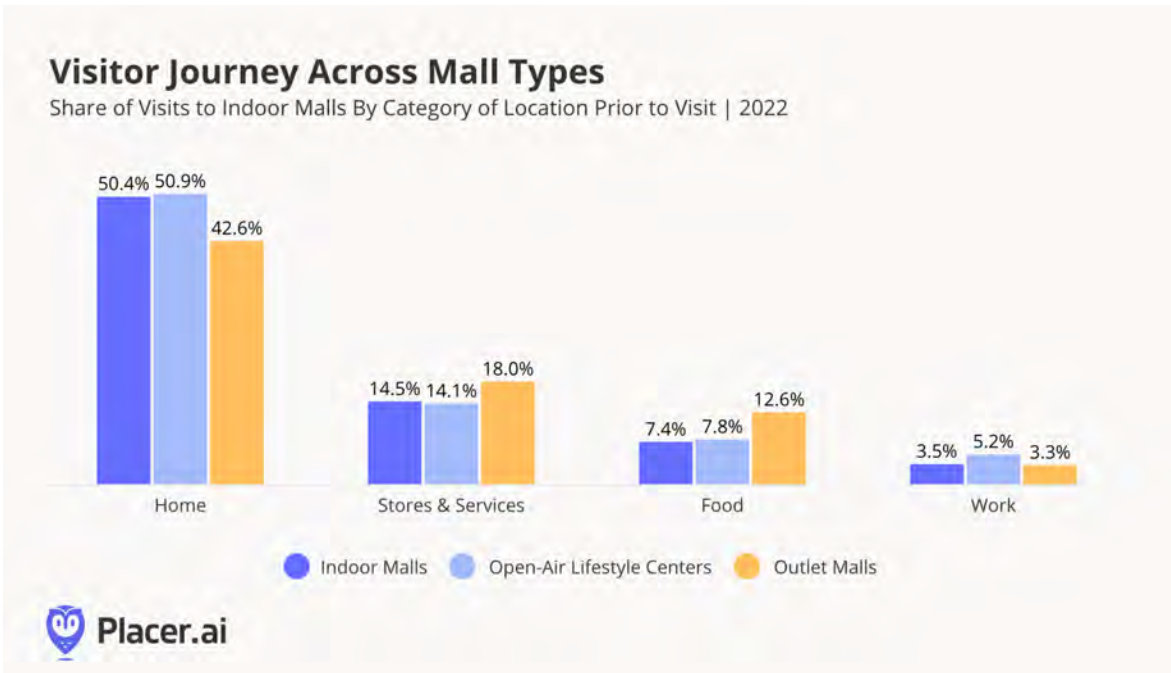
weekend visits, which may indicate that consumers turn to visit these formats for more routine afterwork recreation rather than for weekend outings.



### Differences in Visitor Journey

Consumers don't just visit the different types of malls during different times and on different days of the week – they also often arrive at the various types of malls from distinct places.

Mall-goers tend to arrive at Indoor Malls and Open-Air Lifestyle Centers directly from home, while Outlet Malls see a relatively high proportion of visitors coming from dining venues – perhaps shoppers make more pit stops during the longer drive. Outlet Malls also see more visits coming from other shops and services (such as pet stores and car shops), perhaps because consumers take advantage of the longer drive Outlet Malls to run other errands on the way. This is also an indication of one of the strengths of Indoor Malls and Open-Air Lifestyle Centers as these formats bring those shops and services and dining options into one unified experience.



## Seasonal Visitation Patterns

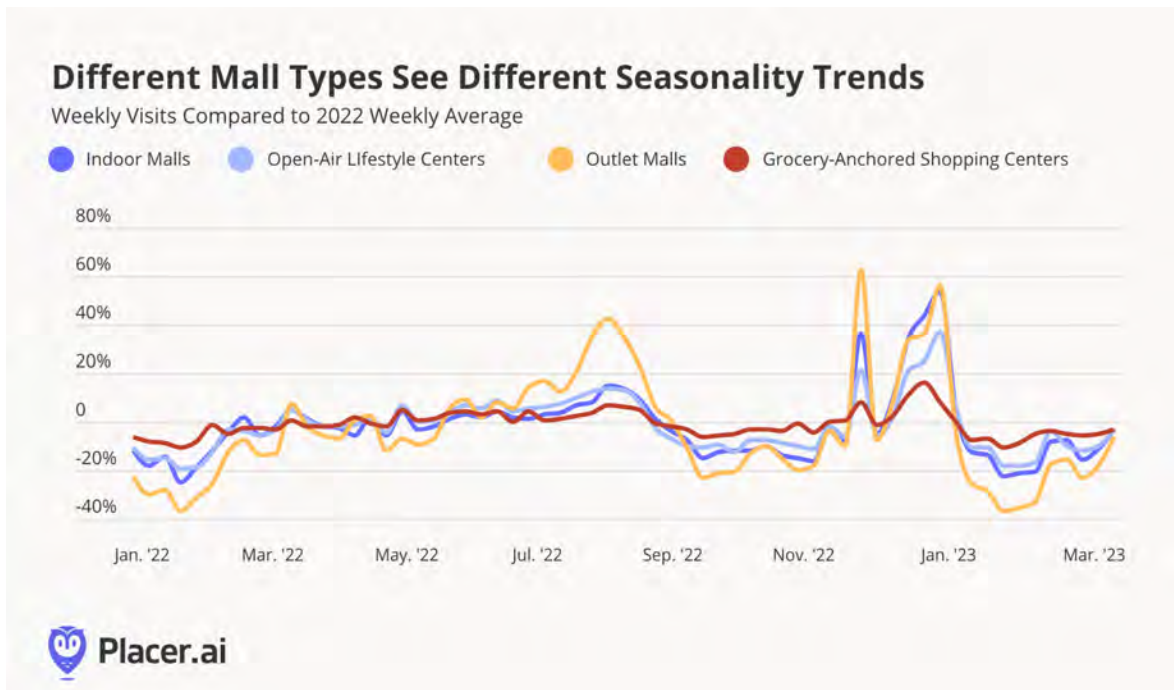
Visits to the different mall types also follow different seasonal patterns – although all four categories saw their 2022 weekly visits peak in December.



**Outlet Malls had more traffic peaks throughout the year than the other formats – another indication of the added allure of Outlet Malls when there is time on hand.**

Visitation patterns to Outlet Malls were the most volatile, with traffic peaking not just over Black Friday and during the holiday shopping season, but also between mid-July and mid-August for Back to School shopping – another indication of the added allure Outlet Malls have when there is time on hand. Meanwhile, Grocery-Anchored Shopping Centers expectedly had the most stable seasonal pattern, with the only major peaks taking place the week of Thanksgiving and the week before Christmas – perhaps driven by home cooks prepping for big family dinners.



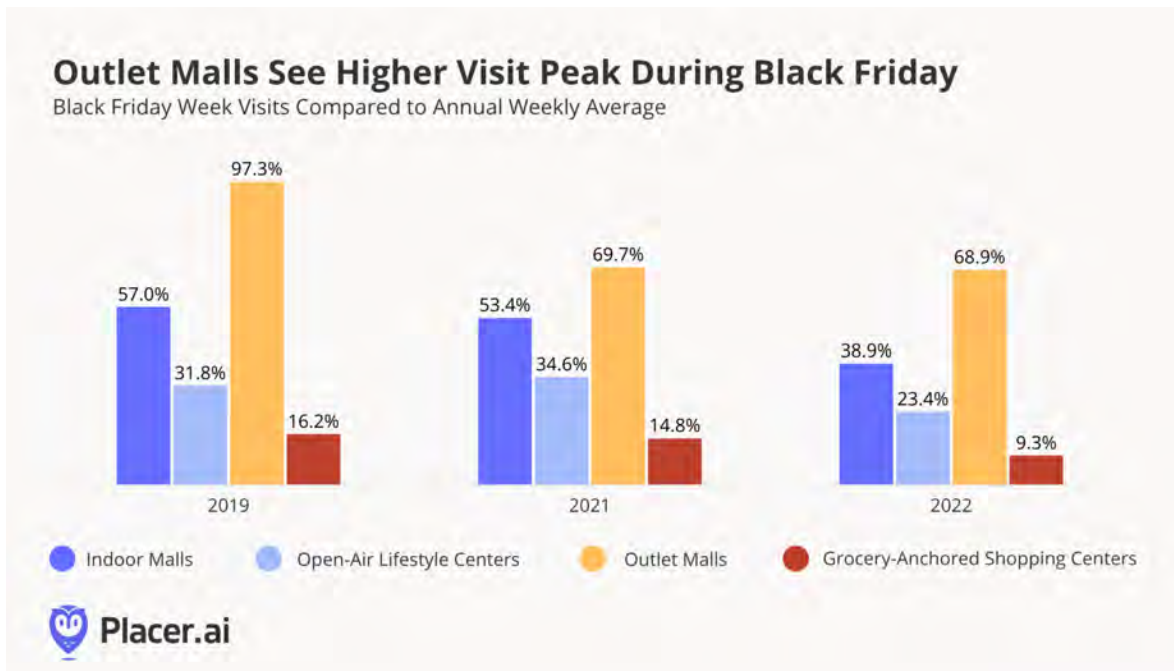


Indoor Malls and Open-Air Lifestyle Centers also exhibited relative seasonal stability, without any major peaks between January and October 2022. Visits to both categories then surged the week of Black Friday and the weeks surrounding Christmas. The spikes were more pronounced for Indoor Malls, which may be more conducive to mission-driven holiday shopping.

### Outlet Malls See Largest Black Friday Boost

Comparing [Black Friday](#) visits to different types of malls in 2019, 2021, 2022 reveals that – while the day may have [lost some of its centrality](#) – the retail holiday still manages to drive visit peaks to the sector.

Outlet Malls in particular seem to benefit from the day, perhaps thanks to bargain-hunters looking to take advantage of the double markdown of Black Friday promotions on top of already discounted outlet prices.



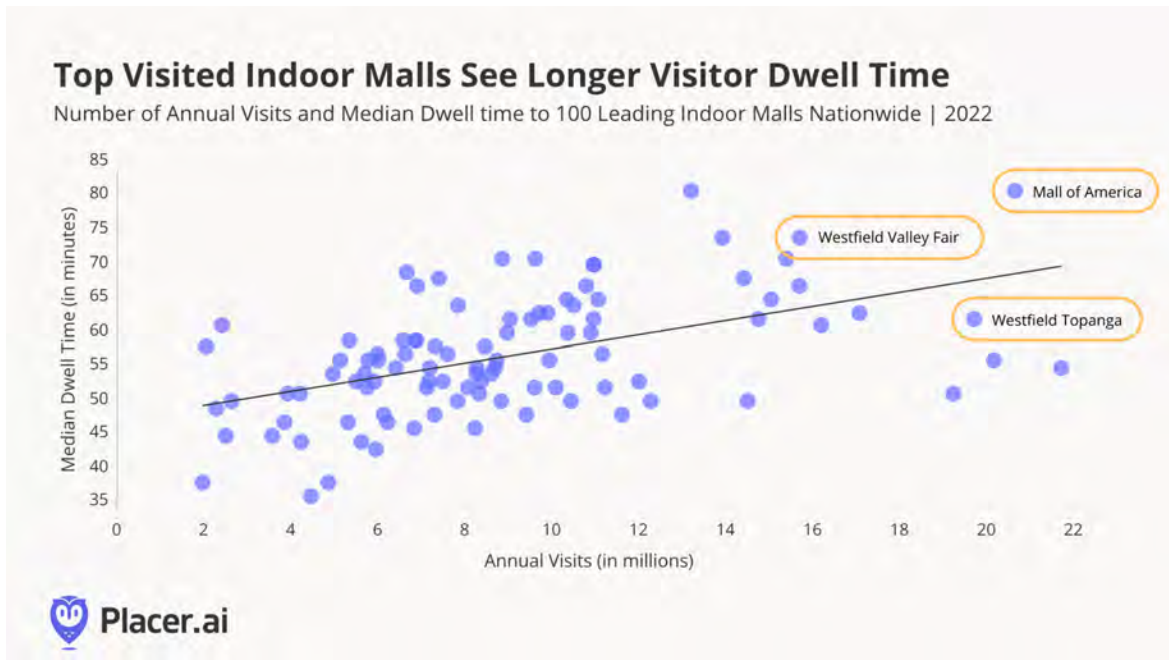
Indoor Malls also received a significant Black Friday traffic bump, while Open-Air Lifestyle Centers received a more moderate boost. Grocery-Anchored Shopping Centers saw the smallest spike during the week of Black Friday, with at least some of the already-small increase likely due to a grocery-led [Turkey Wednesday](#) bump rather than to shoppers looking for post-Thanksgiving deals.

## Diving Into Indoor Malls and Grocery-Anchored Shopping Centers

Indoor Malls were [deeply impacted](#) by the COVID closures, while Grocery-Anchored Shopping Centers benefited from their anchor's “essential business” status and from the [pandemic grocery boom](#) and continued to draw visits. Now, with inflation having [replaced](#) COVID as consumers’ primary concern, we dove into the data to better understand where the Indoor Mall and Grocery-Anchored Shopping Center sectors stand today.

## Indoor Malls – the Strong Get Stronger

As overall mall traffic continues its recovery trajectory, some malls are still succeeding in standing out from the pack – and many of these top malls are seeing an increase in both visit numbers and visit length.



Analyzing 2022 visit data for the 100 malls in Placer.ai’s Indoor Mall Index reveals a positive correlation between annual visit volume and median dwell time. For example, the Mall of America, Westfield Valley Fair, and Westfield Topanga all saw higher visit numbers and longer visit durations than the Indoor Mall Index average of 9.1 million visits and 58 minutes of median visit duration.



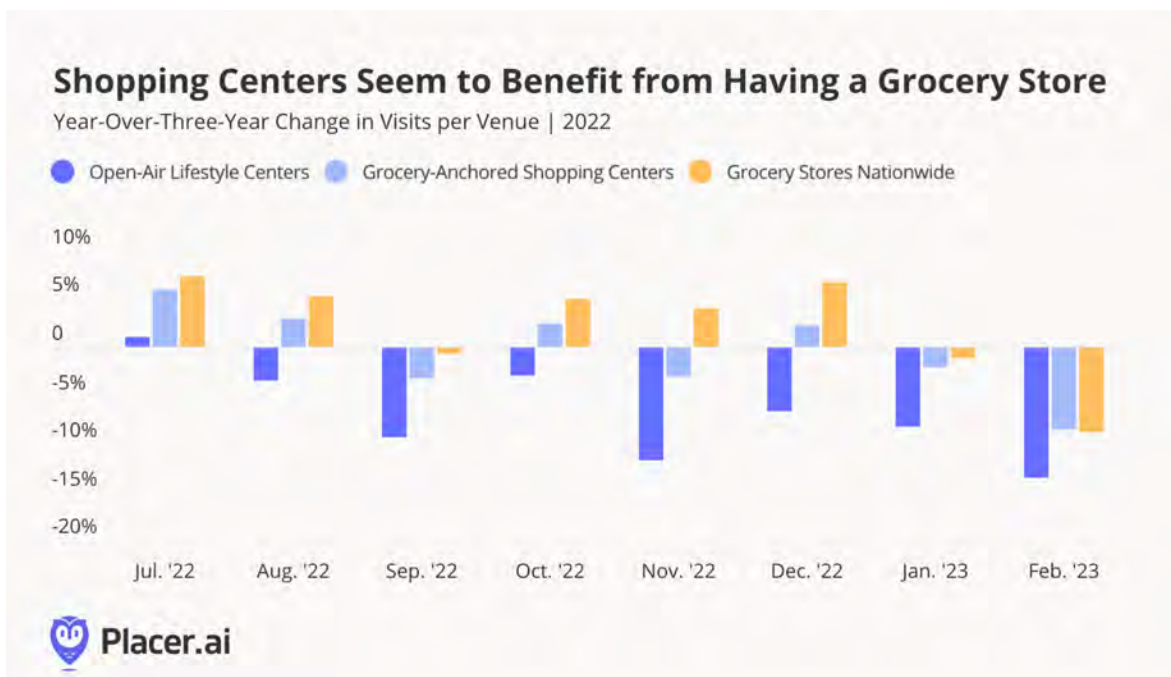
Analyzing data Placer.ai’s Indoor Mall Index reveals a positive correlation between annual visit volume and median dwell time.

The fact that the more popular malls also tend to have longer visit durations may indicate that those malls are offering a particularly attractive and generally holistic experience that draws in more visitors and invites them to stay longer. This is likely

driven by a wider shift to broaden tenant mix to create a more comprehensive, day away experience.

### Grocery Stores Drive Shopping Center Visits

While some malls are leaning on [unique experiential offerings](#) to attract visitors, other shopping centers are counting on their anchor tenants to drive visits – but the anchor often looks different than a couple decades ago. Grocery stores as mall anchors are [nothing new](#), but the trend has [accelerated recently](#) thanks to the [strength](#) of the grocery category over the past couple of years.



Location intelligence suggests that grocery's success is helping Grocery-Anchored Shopping Centers stay ahead of more traditional Open-Air Lifestyle Centers. Between July 2022 and February 2023, Grocery-Anchored Shopping Centers outperformed Open-Air Lifestyle Centers on a Yo3Y basis, perhaps thanks to the strong visit trends in the wider Grocery category.



## More Repeat Visits at Grocery-Anchored Shopping Centers

And grocery anchors aren't just driving visits to shopping centers – they're also increasing visit frequency.



Analyzing February 2023 data indicates that the share of repeat visitors was significantly higher for four leading Grocery-Anchored Shopping Centers than for the wider Open-Air Lifestyle Center sector. The larger share of repeat visitors could be attributed to consumers visiting these centers on routine grocery runs and stopping by additional stores or dining venues in the center along the way.

## Regional Differences Across Shopping Centers

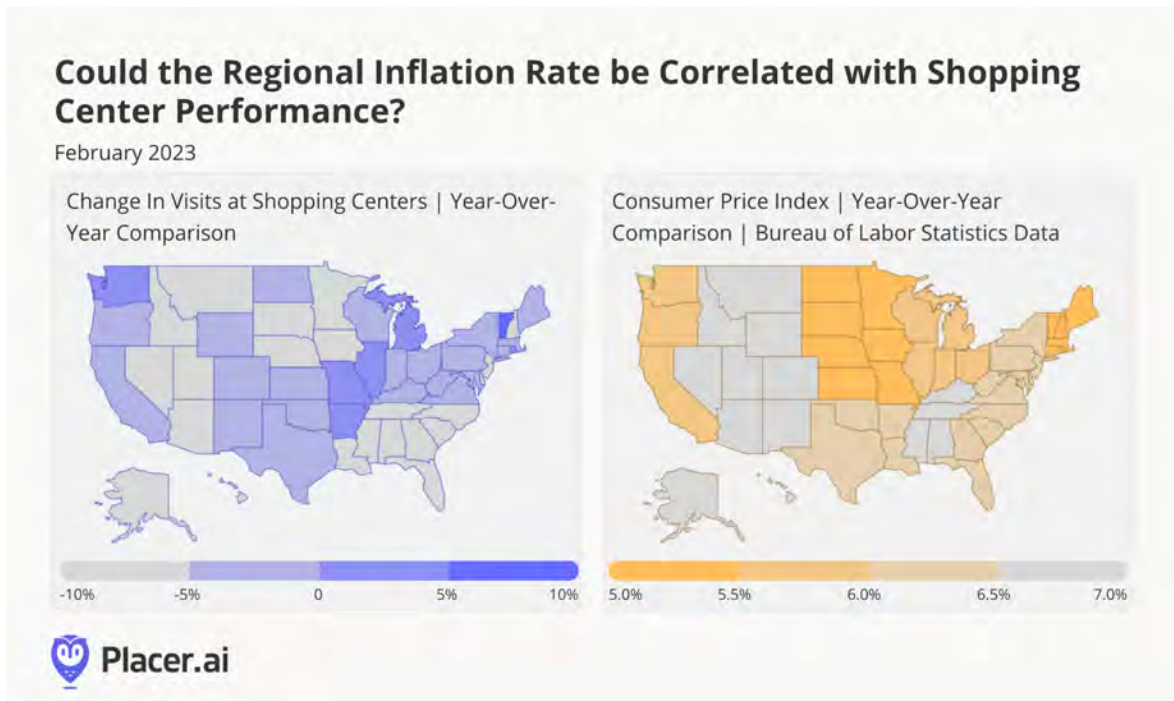
So far, our analysis focused on venues included in the Placer.ai Mall Indexes – top-tier Indoor Malls, Open-Air Lifestyle Centers, Outlet Malls, and Grocery-Anchored Shopping Centers. But the shopping center space also includes “B” malls, strip malls, and a wide variety of other types of local and regional shopping centers that play an important role in shaping the industry. So to adopt a wider lens, we looked at visit trends for the Placer.ai Shopping Center Industry, which analyzes thousands of shopping centers or all types of sizes throughout the country.

## How is Inflation Impacting Visits to Shopping Centers Across Regions?

While visits to Shopping Centers nationwide dipped 3.1% in February 2023 relative to February 2022, some states saw statewide Shopping Center visits increase on a YoY basis. And comparing YoY traffic and inflation indicates a correlation between states with lower-than-average inflation and states with stronger-than-average visit trends.



Comparing YoY traffic and inflation indicates a correlation between states with lower-than-average inflation and states with stronger-than-average visit trends.

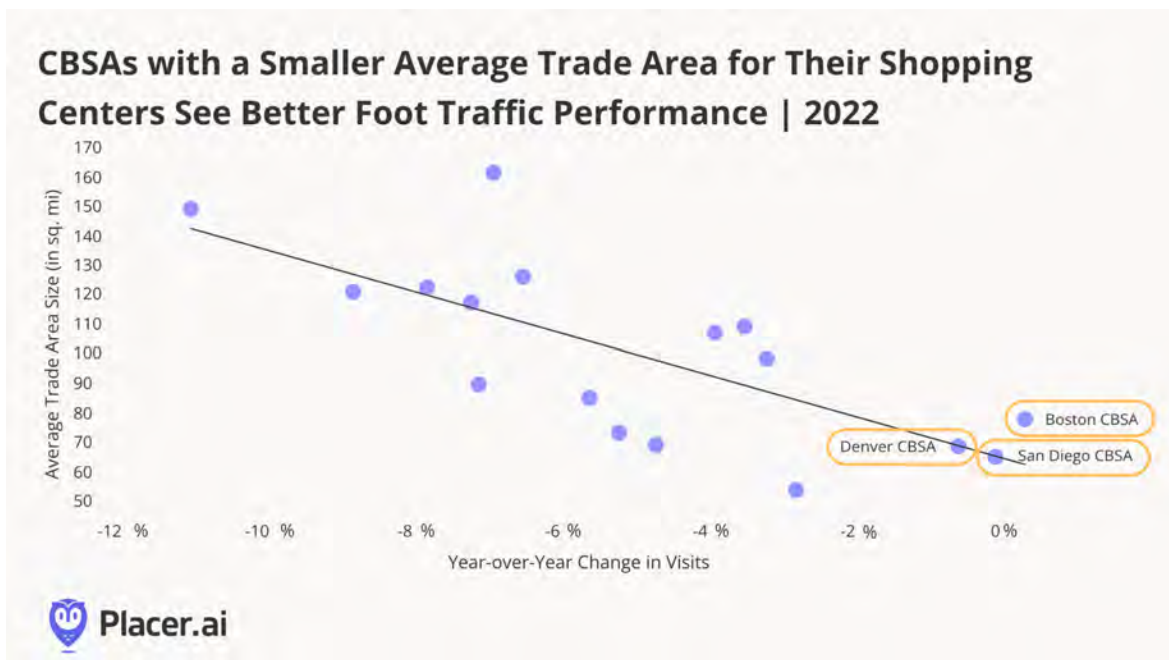


In Vermont, for example, where February 2023 YoY inflation stood at 5.1%, statewide visits to Shopping Centers increased 6.2% in the same period. And many states with high inflation are seeing relatively large visit gaps – for example, Utah had a 6.7% inflation rate in February 2023 and an 11.0% drop in Shopping Center visits.

## Did Regional Car Culture Impact Shopping Center Performance in 2022?

A shopping center's region determines not just the impact inflation is having on its visitors' budgets – it can also affect its trade area size. Different metro areas tend to have different **car cultures** due to differences in urban planning, public transportation, sprawl, gas prices, and a host of other factors that determine how far most people drive to work, school – or the mall.

An analysis of 16 major metro areas throughout the country with **trade areas** ranging from over 150 square miles to 68.7 square miles reveals an interesting correlation between trade area size and COVID visit recovery.



Shopping centers in CBSAs with larger trade area sizes tended to have lower Yo3Y visits than Shopping Centers in CBSAs with smaller trade area sizes. Shopping Centers in the Detroit-Warren-Dearborn CBSA, for example, had a trade area size of 153.7 square miles, on average, and saw a 10.2% decrease in Yo3Y visits in 2022.

Meanwhile, Shopping Centers in the Boston-Cambridge-Newton CBSA, with their average trade area size of 81.2 square miles, saw 0.4% more visitors in 2022 than in 2019. Perhaps the high gas prices of 2022 kept some visitors from driving to further Shopping Centers.

## Malls Continue to Draw in Visitors

Although the role of malls has shifted over the past decades, shopping centers continue to play a key role in the American retail landscape, with different types of centers serving different purposes. Indoor Malls, Outlet Malls, Open-Air Shopping Centers, and Grocery-Anchored Shopping Centers all perform a specific function in consumers' shopping and recreation routine and display specific visitation patterns.

As the wider retail space adapts to [changing consumer behavior](#), the role of shopping centers may shift further. But if the past couple of years are any indication, malls are unlikely to become obsolete any time soon. Instead, shopping centers will continue to evolve along with the American consumer to maintain relevance in 2023 and beyond.

### Key Takeaways

- 1. Regional Inflation correlates with Shopping Center visit trends:**  
Comparing statewide year-over-year (YoY) Shopping Center traffic and inflation indicates that states with lower-than-average inflation are also experiencing stronger-than-average YoY visits to their Shopping Centers. The impact on visits indicates that a dissipation of inflationary impact could signal a rapid rise in consumer foot traffic.
- 2. The different shopping center types have different COVID recovery rates:**  
Although year-over-three-year (Yo3Y) visit gaps for all four shopping center segments analyzed have narrowed below 10%, Grocery-Anchored Shopping Centers have seen Yo3Y visit growth, while Outlet Malls saw visit gaps both Yo3Y and YoY. Indoor Malls and Open-Air Lifestyle Centers, meanwhile, saw positive YoY visit trends coupled with Yo3Y dips. The relative strength, especially in the face of significant economic headwinds is noteworthy and acts as the latest signal of the growing power of top performers in these spaces.
- 3. The different shopping center types have different visitor journeys and different hourly and daily visit distribution patterns:** Indoor Malls, Open-Air Lifestyle Centers, and Outlet Malls appear to serve different purposes in consumers' shopping and recreation routines. Outlet Malls see more early afternoon and weekend visits, while Open-Air Lifestyle Centers see



more evening and weekday visits. Outlet Malls also see the greatest share of visitors coming from dining venues and from specialty retailers and service providers.

4. **The different shopping centers types have different seasonal visitation patterns:** All four shopping center segments saw their weekly visits peaks over Black Friday and during the holiday season, although Grocery-Anchored Shopping Malls saw the smallest spikes. Outlet Malls received an additional boost during the summer Back-to-School shopping season.
5. **Different opportunities define the roads forward for each shopping center type:** By understanding regional trends, format based behaviors and more, shopping center owners can better optimize their fleet to drive success and meet shifting consumer demands.
6. **Grocery anchors likely drive more shopping center visits:** Grocery-Anchored Shopping Centers are experiencing a stronger Yo3Y recovery than Open-Air Lifestyle Centers, and several shopping centers with grocery stores also seem to see a larger share of repeat monthly shoppers. There is a likely benefit from their suburban orientation, but the ability to draw regular visits represents an ongoing strength for these centers.

# Announced Store Openings Are Eclipsing Closings for Now

Despite Retail Bankruptcies, Growth in Other Key Sectors Buoy Store Demand



Store openings by expanding retailers such as Dollar Tree have so far outpaced announced store closings from bankrupt retailers including Party City, Bed Bath & Beyond, Tuesday Morning and David's Bridal. (Getty Images)

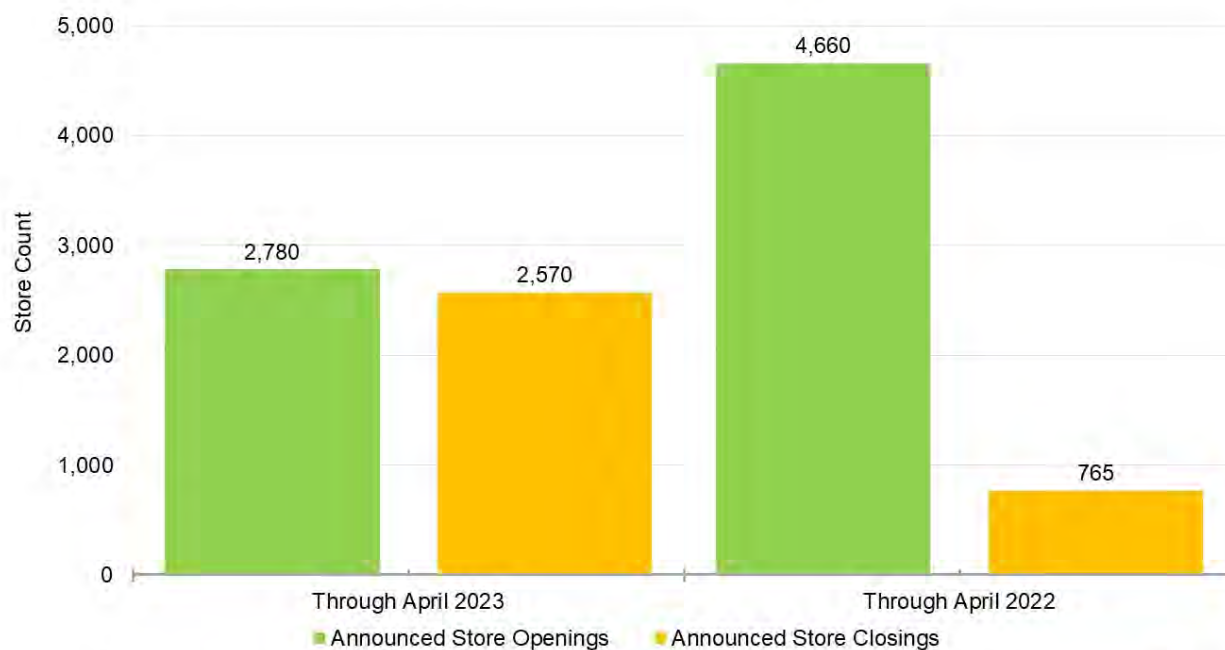
By **Brandon Svec**  
CoStar Analytics

May 9, 2023 | 3:33 P.M.

After two years of relative quiet on the retail bankruptcy front, the sector has been rocked by several large filings in the first four months of 2023. Party City, Bed Bath & Beyond, Tuesday Morning and David's Bridal have all sought protection from creditors in recent months, reinvigorating chatter of a retail trouble and giving market participants *deja vu* of years past.

But our analysis shows that retail bankruptcies and closings remain at low levels relative to those seen from 2017 to 2020, while several retailers across numerous sectors remain actively in expansion mode. According to research firm [The Daily on Retail](#), retailers announced 2,780 store openings during the first four months of 2023 compared to 2,570 closings in the same time.

## Announced Store Openings Still Eclipse Closings



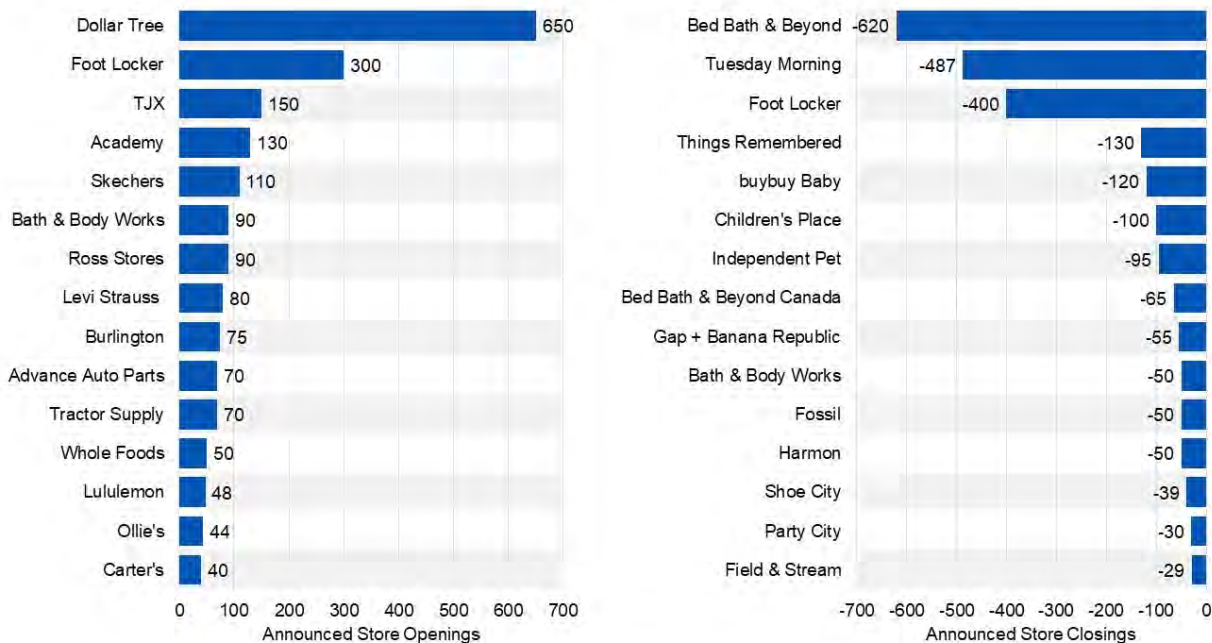
Source: Daily on Retail, May 2023



While announced openings have slowed recently and closings accelerated compared to the same time last year, in which 4,660 stores opened and 765 closed, several retailers that opened a large number of stores in 2023 are not reflected in this year's figures, as The Daily on Retail's methodology includes only specific opening and closing numbers that have been announced, not completed, and store openings could extend over several years. Also, the report's tally excludes store openings and closings that may be occurring in 2023 but were announced in 2022 or earlier.

Among the notable retailers that announced plans in prior years to open stores in 2023 include Dollar General, which announced in December it will open 1,050 stores in 2023; Five Below, which is opening 200 stores this year; Auto Zone which said it would open 200 stores this year; and O'Reilly Auto Parts, which announced last October it would open a net 180 to 190 stores in 2023, and reaffirmed that plan last week during the release of its first quarter earnings.

# Retailers Announcing Most Openings and Closings in 2023



Source: Daily on Retail, May 2023



Retailers leading the way in announced store openings through the first four months of 2023 include a mix of discounters such as Dollar Tree; off-price retailers such as TJX, Ross and Burlington; and major brands expanding store networks such as Skechers and Levi Strauss. Others include retailers shifting to an off-mall strategy, such as Foot Locker and Bath and Body Works, both of which were also among the retailers announcing the most closures.

Outside of closures resulting from bankruptcies and strategic shifts in location, other retailers announcing large-scale closures in 2023 include Children’s Place, Independent Pet and Gap.

Follow us on Social Media

Have feedback or questions? Email us at [news@costar.com](mailto:news@costar.com)