



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, December 16, 2019 @ 11:45 a.m.

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

500 W. Las Colinas Blvd.

(Lunch Served 11:15 a.m.)

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

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

X - PRESENT
+ - ABSENT-COMPANY BUSINESS
- ABSENT-OTHER

= - Not Member At Time
D - Represented
∞ - Budget Retreat

‡ - Council Liaisons

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, December 16, 2019 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 committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Swearing in of Board Members

Consent Agenda

3. Approving ICVB Board Minutes for November 18, 2019
4. Accepting the Irving Convention Center Financial Report for October 2019
5. Accepting the ICVB Financials for September 2019
6. Review of 2018-19 Fourth Quarter Hotel Occupancy Tax Collections

Presentation

7. Tourism Public Improvement Districts – John Lambeth, Civitas

Reports

8. Board Chair Report
 - a. Board Conflict of Interest
 - b. Schedule of Upcoming Meetings and Activities
 - Next Executive Committee Meeting – January 24, 2020
 - Next Board Meeting – January 27, 2020
 - Industry Hospitality Annual Meeting – February 14, 2020
 - Committee Assignments
9. Board Committee Reports
 - a. Board & Business Development – Debbi Haacke
 - Recap of December 6 Meeting
 - Bylaw Amendments
 - Next Meeting – TBD
 - b. Community Engagement – Rick Lindsey
 - Recap of Holiday Parade
 - Next Meeting – TBD
 - c. Destination Development – Greg Malcolm
 - Next Meeting – TBD

AGENDA - Continued

10. City Reports

- a. Council Liaison – Councilman John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

11. Bureau Monthly Management Reports

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

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

13. Industry Partner Reports

- a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
- b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon
- c. Restaurant Industry Update – David Cole

14. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure - Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Jacky Knox
- c. Chamber of Commerce – David Pfaff/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
- e. The Las Colinas Association – Hammond Perot
- f. University of Dallas – Karin Rilley/Dr. Thomas Hibbs

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, DECEMBER 16, 2019**

AGENDA ITEMS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
NOVEMBER 18, 2019**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Karen Cooperstein, Debbi Haacke, City Manager Chris Hillman, Julia Kang, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, David Pfaff, Joe Philipp, Judy Pierson – Members of the Board; Councilman John Danish, Planning and Development Director Steve Reed, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, City Attorney Christina Weber, Councilman Al Zapanta – City of Irving; General Manager Tom Meehan – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Susan Rose, and Monty White – ICVB Staff; Guests: Senior Auditor Laura Edwards – Crowe LLP, Herbert Gears, ICVB Senior Convention and Services Manager Wendy Foster, ICVB Convention Services Manager Kathy Levine, ICVB Convention Services Associates David Geiser and Peggy Masters.

Board Chair Clem Lear called the meeting to order at 11:47 a.m.

ELECTION OF OFFICERS

- a. Chair
- b. Vice Chair

Chair Clem Lear called for nominations to the ICVB Board of Directors for Chair of the 2019-20 Board. Board Vice Chair Ron Mathai commented on the support of the Board of Directors and the growth in Irving. He had a great year professionally and personally and the role of Chair and Vice Chair of the Board takes a special commitment and requires a significant amount of dedicated time. Mathai nominated Board member Rick Lindsey as Chair. With a motion from Mathai and a second from Board member Joe Philipp, Lindsey was unanimously approved for Chair of the ICVB Board of Directors for the 2019-20 fiscal year.

Board member Debbi Haacke nominated Board member Karen Cooperstein for the ICVB Vice Chair of the 2019-20 Board. She commented Cooperstein has a devotion to the community and a business background that will provide strong leadership. With a motion from Haacke and a second from Lindsey, Cooperstein was unanimously approved for Vice Chair of the ICVB Board of Directors for the 2019-20 fiscal year.

CONSENT AGENDA:

1. APPROVING MINUTES – September 23, 2019 and October 25, 2019
2. ACCEPTING ICC FINANCIAL REPORTS: SEPTEMBER 2019
3. REVIEW OF 2018-19 FOURTH QUARTER HOTEL OCCUPANCY TAX COLLECTIONS

It was noted the 2018-19 fourth quarter Hotel Occupancy Tax collections report has not been received at the time of the Board meeting and will be presented at the December 16 Board meeting. Lear asked for a motion to accept the Consent Agenda as presented. Cooperstein made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

INDIVIDUAL CONSIDERATION

Accepting the Irving Convention Center Audit Results for FY 2018-19 and Year End 2018-19

Irving Convention Center General Manager Tom Meehan introduced Senior Auditor Laura Edwards from Crowe LLP. Edwards gave a brief overview of the ICC audit process. She reported there is a testing process that starts in August and reviews the cash coming in and contracts. The goal is to address any significant risk. Allowance for doubtful accounts were tested and there was not risk of bad debt. Adjustments were also reviewed and there were no uncorrected or unknown statements.

Edwards then reviewed the ICC Financial Statements and Independent Auditor's Report. The report discloses reliability of financial statements, score issues or limitations. The ICC was issued the highest opinion of the audit that can be received. She then reviewed the Assets and Liabilities and Profit/Loss Statement. Edwards noted reports are consistent to the prior year. She noted the financial statements are prepared in accordance with the financial reporting provision of the Management Agreement between SMG and the City of Irving under the current contract. There were no further questions or discussion. Edwards thanked Meehan and the ICC staff and stated her appreciation for their professionalism. Meehan commented there have been good audits over the last nine years and that comes from forming policies and procedures to protect and show results with recommendations from Crowe LLP. Lear congratulated Meehan on a successful audit.

Lear asked for a motion to accept the Irving Convention Center Audit Results for FY 2018-19 and Year End 2018-19. Haacke made a motion to approve and accept; second by Board member Lindsey. With no opposition and no further discussion, the motion was unanimously approved.

Lear asked for a motion to approve the budget adjustment transfer received from Convention Center FY 2018-19 Operational Savings to the Convention Center Reserve/Capital Projects Fund. Bourgeois made a motion to approve; second from Cooperstein. With no further opposition and no further discussion, the motion was approved.

The Destination Development Committee recommended changes to the City's Hotel Development Ordinance. ICVB Executive Director Maura Gast gave a presentation overview with recommended changes to the Ordinance. She noted the initial Ordinance was created in 2006. Changes are now due because of the tremendous amount of growth in the limited service/budget category of hotel properties. Gast will present changes to the City's Planning and Zoning Committee on December 12, if accepted.

Lear asked for a motion to approve the Destination Development Committee recommendation for changes to the City's Hotel Development Ordinance. Board member Greg Malcolm made a motion to approve; second from Cooperstein. With no further opposition and no further discussion, the motion was approved.

Gast reviewed the ICVB Executive Director 2019-20 performance priorities and weightings based on the strategic plan. Lear asked for a motion to approve. Cooperstein made the motion; second from Haacke. With no further opposition and no further discussion, the motion was approved.

BOARD CHAIR REPORT

Special recognition was paid to ICVB Convention Services Associates Peggy Masters and David Gisler for their ten-year service awards. ICVB Senior Convention Services Manager and ICVB Convention Services Manager Kathy Levine presented the awards with Lear and Mayor Stopfer. Gast noted Masters is a former Irving Chamber Chair and a wonderful addition to the CS team. Gisler is a retired executive from Freeman Decorating and another one of Irving's great sources to the staff with industry background. The CS staff provides assistance with group meetings at local hotels and the Convention Center. Lear congratulated them on their continued service.

Lear congratulated Lindsey and Cooperstein on the new Board appointments and noted they are outstanding choices to lead the Board. She recognized Board member Joe Marshall on his last meeting and thanked him for his service and support. She noted during the six years he served on the Board great things were accomplished with the addition of the Toyota Music Factory and Westin Irving Convention Center Hotel. Lear thanked Meehan and Gast for their leadership and support. She noted a tremendous amount has been accomplished with the help and commitment of the Board Committees on the Strategic Plan. She welcomed Herb Gears to the Board and noted all new Board appointees will be sworn in at the December Board meeting. She also welcomed David Pfaff to the Board as the Irving-Las Colinas Chamber President.

The next Executive Committee meeting will be held on Friday, December 13. A correction was noted on the agenda to correct the next ICVB Board meeting date as December 16, 2019 from December 15.

Lear advised Board members to complete the Committee Sign-Up forms that were distributed and encouraged all to serve on a Board Committee.

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Committee will review the Board of Directors bylaws and bring forward to the Board for approval. The next Committee meeting is scheduled for December 6.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Rick Lindsey reported the Committee will continue to work on Strategic Plan items, specifically the Irving bus tours for residents. He thanked everyone who attended the High-Spirited Citizen presentation for Chuck Kirk. The City holiday parade will be held on December 7 and the High Spirited Citizens have a horse drawn wagon in the parade and Lindsey encouraged everyone to attend the parade and tree lighting ceremony. The next Committee meeting date will be determined after Committee assignments have been made.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm thanked the Board for the approval of the Hotel Development Ordinance and thanked the Committee for their thoughtful discussions. The next Committee meeting date will be determined after Committee assignments have been made.

CITY REPORTS

Council Liaison John Danish reported the Charter review election passed with 62% and had a great turnout. He noted the item is important to be ready for the Bond election in May and is hopeful that will pass as well.

Mayor Rick Stopfer expressed his gratitude for the Board's support and commented that Irving is very fortunate with the amount of economic development opportunities. In the eye of many, businesses look to relocate in Irving and be a part of what is here. City Council did accept the Bond proposal and it will be transparently presented to residents. Single family housing development continues to rise, and new subdivisions are coming into play with properties sold in 12-18 months. Redevelopment will be the biggest challenge in the near future. Downtown Irving has the green light for a renovation from the Texas Department of Transportation along Irving Blvd. Starbucks has purchased land and has indicated the area is ready to take off. The City is working with the owner of the real estate behind the plaza to expand for parking spaces and expansion of the park. DART has entered into an agreement to authorize \$720,000 for a Local Assistance Program (LAP) fund. They are working closely with Dallas and Fort Worth for the opportunity to use the TRE line to directly connect a whole other area. By the end of the month, we should be turning dirt on the Silver Line and over 30% design for the downtown area. They have hired a consultant to review developing corridors and bus routes.

City Manager Chris Hillman thanked Lear for her leadership as Board Chair and congratulated Ron Mathai on his professional and personal success. He congratulated Lindsey and Cooperstein on their Board appointments. He noted the Charter and Bond elections are important to the City's current Triple A rating and the City will move forward with the Bond Committee recommendations. He thanked the Irving Las-Colinas Chamber of Commerce for their economic development success over the last several months. He commented it is important to take a pause and recognize the incredible work going on in the City. The Irving Mall has been purchased – the land was sold by Washington Prime – and the purchaser will lease the land back to Washington Prime. He is pleased to be meeting with the six property owners at the mall and discuss future plans. The City has been named by TXU Energy Leadership and Award Program and they are working on a new contract with renewable rates. The Campion trail now connects to Coppell and is now in the final phase to connect the last six miles. Once completed in 3 ½ years, there will be 21 miles of trails. He mentioned Stumpy's Hatchet House opening in the Toyota Music Factory and several restaurants. The Irving Police and Fire Department Blue Christmas will take place on November 30, the Chili Cookoff is scheduled for December 7 and Pancake Breakfast on December 14. Donated toys can be dropped off at any fire station. The Texican Hotel is working with the Family Advocacy Center raising funds for new rocking chairs. He wished everyone a happy Thanksgiving holiday.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast thanked Lear for her service as the Board Chair and thanked Board member Joe Marshall for his commitment to the Board. She gave a shout out to the Sales and Marketing/Communications teams for their success last year and officially welcomed Susan Rose as the new ICVB Assistant Executive Director of Finance/Administration. Gast thanked Lauda for her involvement and dedication with the City staff on the new Munis accounting software.

Gast asked ICVB Office Manager Carol Boyer to give a brief overview of the Visitor Information Center Volunteer program. Boyer reported the Visitor Information Center kiosk debuted during the Las Colinas Bridal Show and looked great in the front lobby of the Convention Center. The volunteer staff have been trained and have their official uniforms. The volunteers will be collecting data in order to track the information our visitors are seeking. The kiosk has two ipads, brochures and travel information for accurate and timely response to questions. Boyer is looking forward to reporting to the Board results and data from the program.

Gast noted the STR data is not available for October but the September report is included in the Board packet.

Assistant Executive Director/Sales and Services Lori Fojtasek thanked the Convention Services staff for the behind-the-scenes work and noted they are the first and last impression of Irving for clients and their hard work does not go unnoticed. Foster and Levine work hard to ensure clients know what services are available and schedule accordingly. She reported repeat business that was booked helped the Sales team reach 110% of their goal at year-end. The team is doing a lot of travel and site inspections are high.

Director of Marketing and Communications Monty White reported last year's Marketing performance numbers were exceptional. RFPs increased by 11% with 1,111 RFPs and 395,000 associated room nights. Website traffic was the highest it has been with 516,000 sessions and 424,000 users. The Visit Irving website had a record year with 369,000 sessions. Advertising engagement also was the highest it has been with a 14% increase over last year. Good Ad words had 560,000 general impressions. Marketing Manager Kayla Mansour continues to work on the blog and had over 50,000 views. Social media increased with the highest numbers to date with close to 100,000 followers. The Marketing/Communications team won seven Adrian Awards from the Hospitality Sales and Marketing Association International (HSMIAI); a Gold for the new Irving Rocks ad series; 2 Silver for SXSW activation; 3 for Public Relations; and the blog won a Bronze. He recognized Communications Manager Lori Sirmen, Senior Marketing Coordinator Carol Stoddard and Mansour for their creativity and hard work.

Director of Accounting Marianne Lauda reported her appreciation to be part of the Munis team and thanked everyone for their patience in working through the system. The HR module of the system will begin in January. Hillman thanked Lauda and noted it was a tough year for the replacement of the old system and a massive undertaking and over a \$10 million investment. He acknowledged the long days and hard work that went into the transformation of the IT infrastructure.

CONVENTION CENTER MANAGEMENT REPORT

General Manager Tom Meehan mentioned this is an odd time of year when you feel great getting close to the end of the calendar year but then realize that you are already three months into the fiscal year. He noted last year was very similar to the previous year and the challenge now is how to produce new revenues. Last year the ICC booked 23,000 room nights and this year 42,000. The year ended with a customer service score of 90.2% for the year, overall. The building had 266 events and attendance is flat from the year before and catering is flat. He commented on the incredible relationship and partnership with ICVB Sales. He reported SMG Global is officially now ASM Global and there are not a lot of changes. He is looking forward to what is coming.

INDUSTRY PARTNER REPORTS

HOTEL REPORTS

Board Member Greg Malcolm reported the STR report for the south side of the DFW Airport shows 83.8% in Occupancy and \$104.13 Daily Average Rate, which is slightly down but strong. Board member Kim Limon reported RevPAR for October at the Hampton Inn Las Colinas was \$130.90 and a 15% growth over last year and ended flat for the year.

LAS COLINAS CHAMBER OF COMMERCE

Irving-Las Colinas Chamber President Beth Bowman congratulated Lear and Mathai and expressed her appreciation for their representation of the ICVB in the community. The Chamber continues to lead the effort with the business industry to fill vacant retail space and capture retail sales tax. Total Wine and More has had successful brand openings and the most highly attended preview. The store occupies the vacant space formerly Toys R Us at MacArthur Blvd. and Las Colinas Blvd. She reported another win and expansion is Microsoft Corporation and noted the ICVB, City, City Attorney's Office, Economic Development team, and Chamber worked collectively for approximately 18 months on the project. She reported the Chamber is starting the fiscal year with 5 Wins, representing 700 jobs and \$4 million in capital investment. There are 40 active economic development projects in the pipeline and 10,000 new jobs. Unemployment declined to 2.9% in Irving and continues to run favorable to the State and National statistics. Chamber is working proactively with employers to have an available workforce. She thanked the ICVB for their support of the Chamber's 2019 Annual meeting hosted at the Westin Irving Convention Center Hotel and will welcome Chairman David Pfaff who will be focused this year on engagement. Pfaff replied it is a pleasure to serve this year and will focus on engagement in the community. He reported Mayor Stopfer will lead the State of the City event on January 16 at the Irving Convention Center. The Share Tank program will be held on November 21 at The Study and the Chamber's planning session retreat will be held on December 10 at the Convention Center following the Irving Salvation Army Super Lunch. He reported The Salvation Army is in need of more help for the Red Kettle Campaign and people can sign up to ring bells at RegisterToRing.com. There is a ribbon cutting at Mama Tried in Toyota Music Factory at 4 p.m. today.

IRVING ARTS CENTER

Irving Arts Board Chair reported the Irving Arts Museum will hold a soft opening on December 19. She noted her appreciation of the Share Tank program for the City and the importance of supporting our non-profits. The Irving Arts Center is having new carpet installed and fresh paint to get ready for the 27th annual Holiday Open House on December 6. It is a free program with interactive art and music.

TIF

TIF Board Chair Michael Randall shared there were no TIF Board meetings since last month and no update to share at this time. The next TIF meeting will be held on December 10.

LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot reported the LCA is testing lights in the Urban Center and making improvements in the holiday lighting. The Corps of Engineers has approved the design for the dog park and the project will move forward. Six preliminary plans for hotels in the Urban Center have been reviewed with a total of 1,400 rooms. The LCA Board meeting is scheduled for November 19 and will review the budget and electing new Board members. Top of building signs in Las Colinas will be presented to the LCA Board and reviewing a sign policy for hotels seven stories or higher.

With no further discussion, Lear adjourned the meeting at 1:28 p.m.

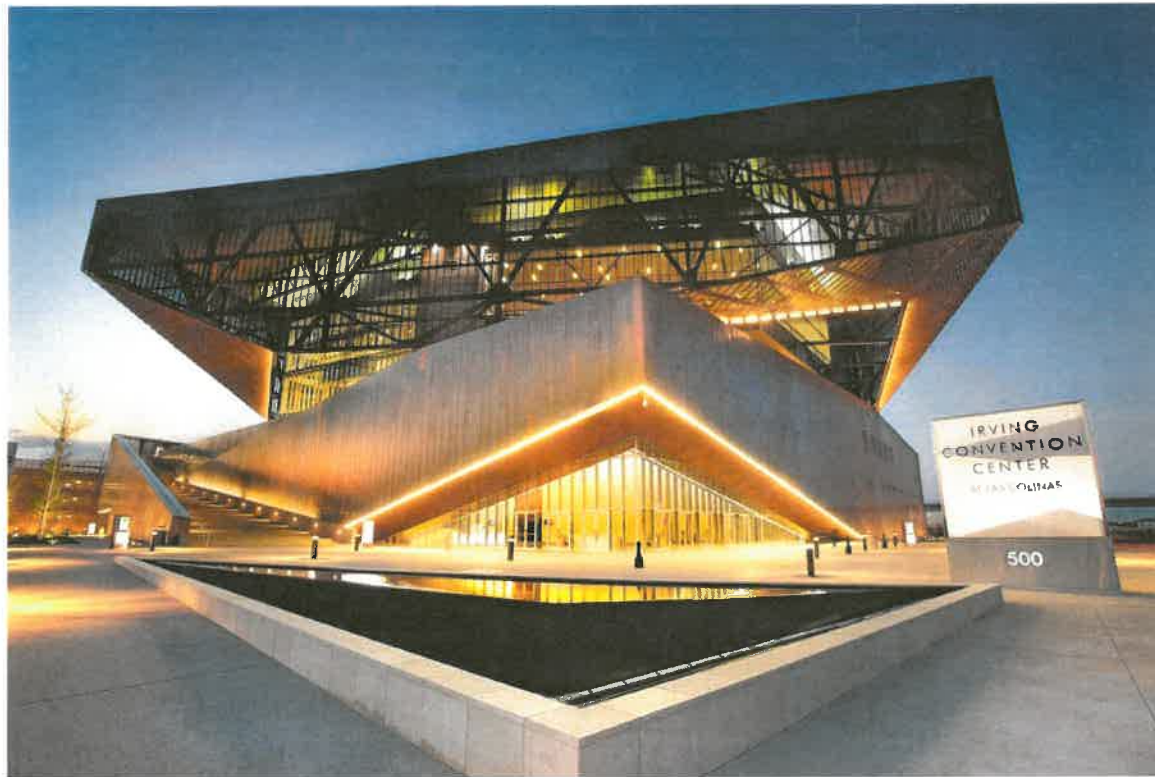
Respectfully submitted,

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

Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: November 25, 2019

Monthly Financial Summary

For Period Ending October 31, 2019 .

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending October 31, 2019

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	21,831	31,282	(9,451)	32,217
Events	27	25	2	21
Event Days	47	42	5	30
Direct Event Income	127,345	172,375	(45,030)	99,584
Ancillary Income	689,040	413,096	275,944	359,102
Total Event Income	816,385	585,471	230,914	458,686
Other Operating Income	95,000	70,000	25,000	21,305
Adjusted Gross Income	911,385	655,471	255,914	479,991
Indirect Expenses	(700,393)	(572,234)	(128,159)	(560,373)
Net Income (Loss) From Operations	210,992	83,237	127,755	(80,382)

IRVING CONVENTION CENTER/SMG
 Financial Statements Year to Date Highlights
 For the One Month Ending October 31, 2019

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
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IRVING CONVENTION CENTER/SMG

Balance Sheet

October 31, 2019

ASSETS

Current Assets

Cash	\$	1,331,693
Accounts Receivable		1,029,017
Prepaid Assets		31,350
Inventory		66,831

Total Current Assets 2,458,891

Total Assets \$ **2,458,891**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	984,760
Accrued Expenses		435,625
Deferred Income		0
Advance Ticket Sales/Deposits		827,514
Other Current Liabilities		0

Total Current Liabilities 2,247,899

Long-Term Liabilities

Long Term Liabilites 0

Total Long-Term Liabilities 0

Total Liabilities 2,247,899

Equity

Net Funds Received	11,202,786
Retained Earnings	(11,202,786)
Net Income (Loss)	210,992

Total Equity 210,992

Total Liabilities & Equity \$ **2,458,891**

IRVING CONVENTION CENTER/SMG
Income Statement
For the One Month Ending October 31, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	183,185	202,825	(19,640)	183,185	202,825	(19,640)	149,333
Service Revenue	77,389	44,550	32,839	77,389	44,550	32,839	54,972
Service Expenses	(133,229)	(75,000)	(58,229)	(133,229)	(75,000)	(58,229)	(104,721)
Total Direct Event In	127,345	172,375	(45,030)	127,345	172,375	(45,030)	99,584
Ancillary Income							
F & B Concessions	24,866	35,000	(10,134)	24,866	35,000	(10,134)	36,083
F & B Catering	605,052	314,905	290,147	605,052	314,905	290,147	259,698
Parking	46,410	47,191	(781)	46,410	47,191	(781)	47,590
Electrical Services	12,365	15,000	(2,635)	12,365	15,000	(2,635)	15,176
Audio Visual	347	0	347	347	0	347	0
Internet Services	0	1,000	(1,000)	0	1,000	(1,000)	555
Total Ancillary Inco	689,040	413,096	275,944	689,040	413,096	275,944	359,102
Total Event Income	816,385	585,471	230,914	816,385	585,471	230,914	458,686
OTHER OPERATING INCOME							
Other Income	95,000	70,000	25,000	95,000	70,000	25,000	21,305
Total Other Operatin	95,000	70,000	25,000	95,000	70,000	25,000	21,305
Adjusted Gross Inco	911,385	655,471	255,914	911,385	655,471	255,914	479,991
INDIRECT EXPENSES							
Salaries & Wages	233,091	226,745	(6,346)	233,091	226,745	(6,346)	230,208
Payroll Taxes & Ben	70,845	68,840	(2,005)	70,845	68,840	(2,005)	55,020
Labor Allocations to	(30,233)	(49,730)	(19,497)	(30,233)	(49,730)	(19,497)	(67,492)
Net Salaries and Ben	273,703	245,855	(27,848)	273,703	245,855	(27,848)	217,736
Contracted Services	56,602	62,090	5,488	56,602	62,090	5,488	63,247
General and Adminis	91,072	64,517	(26,555)	91,072	64,517	(26,555)	37,849
Operating	65,204	45,751	(19,453)	65,204	45,751	(19,453)	61,736
Repairs & Maintenan	63,829	46,808	(17,021)	63,829	46,808	(17,021)	63,632
Operational Supplies	10,646	17,349	6,703	10,646	17,349	6,703	23,696
Insurance	23,137	8,333	(14,804)	23,137	8,333	(14,804)	6,373
Utilities	48,254	45,208	(3,046)	48,254	45,208	(3,046)	42,583
SMG Management F	67,946	36,323	(31,623)	67,946	36,323	(31,623)	43,521
Total Indirect Expens	700,393	572,234	(128,159)	700,393	572,234	(128,159)	560,373

An ASM Global Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the One Month Ending October 31, 2019

	<u>Current Month Actual</u>	<u>Current Month Budget</u>	<u>Variance + (-)</u>	<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance + (-)</u>	<u>Year to Date Prior Year</u>
Net Income (Loss)	<u>210,992</u>	<u>83,237</u>	<u>127,755</u>	<u>210,992</u>	<u>83,237</u>	<u>127,755</u>	<u>(80,382)</u>



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
September 30, 2019

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
SEPTEMBER 30, 2019

ASSETS

Cash	385,699
Petty Cash	250
Investments	426,000
Accounts Receivable:	
Hotel Tax	2,078,492
Interest	2,970
Miscellaneous	<u>315,101</u>
Total Assets	<u><u>3,208,512</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	287,511
Accrued Wages and Benefits	497,612
Due to City of Irving General Fund	<u>83,203</u>
	<u>868,326</u>

FUND BALANCE

Reserved for Encumbrances	169,380
Unreserved	<u>2,170,806</u>
Total Fund Balance	<u>2,340,186</u>
Total Liabilities and Fund Balance	<u><u>3,208,512</u></u>

Notes:

Reserved for Encumbrances:

Adara - 7,500

Media Advertising - 130,605

Pitney Bowes - 825

Searchwide Global - 23,750

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
REVENUES:								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	2,075,785	8,581,448	0	11,571	99.87%	8,393,297
Penalties and Interest	0	0	2,707	4,787	0	(4,787)	0.00%	6,046
Prior Years	0	0	0	7,360	0	(7,360)	0.00%	1,442
Interest	26,450	26,450	5,922	25,657	0	793	97.00%	32,771
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	(1,555)	13,938	0	(938)	107.22%	24,912
Total Revenues	<u>8,657,469</u>	<u>8,657,469</u>	<u>2,082,859</u>	<u>8,633,190</u>	<u>0</u>	<u>24,279</u>	<u>99.72%</u>	<u>8,468,090</u>
TOTAL REVENUES AND TRANSFERS IN	<u>8,657,469</u>	<u>8,657,469</u>	<u>2,082,859</u>	<u>8,633,190</u>	<u>0</u>	<u>24,279</u>	<u>99.72%</u>	<u>8,468,090</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
EXPENDITURES:								
Salaries	2,257,287	2,322,913	376,319	2,285,655	0	37,258	98.40%	2,117,945
Benefits	564,825	604,084	90,274	598,041	0	6,043	99.00%	579,622
Supplies	46,975	53,105	7,562	32,674	6,700	13,731	74.14%	32,715
Equipment Maintenance	6,300	6,550	924	4,021	0	2,529	61.39%	5,006
Miscellaneous	179,025	179,025	4,460	163,553	0	15,472	91.36%	173,242
Equipment Rentals	6,900	4,900	825	3,589	825	486	90.08%	3,801
Special Services	1,824,765	1,802,727	351,968	1,593,048	31,250	178,429	90.10%	1,791,137
Facility Management Services	1,395,000	1,395,000	34,208	1,080,958	0	314,042	77.49%	1,089,719
Advertising Projects	146,400	187,042	37,961	169,211	0	17,831	90.47%	38,559
Sponsorships / Partnerships	125,000	147,959	62,899	144,958	0	3,001	97.97%	96,966
Media Advertising	580,000	646,549	73,621	512,905	130,605	3,039	99.53%	556,292
Travel	666,580	621,208	112,335	514,638	0	106,570	82.84%	449,695
Promotions / Special Events	1,080,150	1,081,885	153,253	997,562	0	84,323	92.21%	1,084,430
Memberships	91,215	91,215	9,333	67,236	0	23,979	73.71%	76,538
Total Expenditures	<u>8,970,422</u>	<u>9,144,162</u>	<u>1,315,942</u>	<u>8,168,049</u>	<u>169,380</u>	<u>806,733</u>	<u>91.18%</u>	<u>8,095,667</u>
TRANSFERS OUT:								
Transfer to ICVB Reserve Fund	125,000	125,000	125,000	125,000	0	0	100.00%	200,000
Transfer to ICC Reserve/CIP Fund	400,000	705,281	705,281	705,281	0	0	100.00%	1,215,249
Total Transfers Out	<u>525,000</u>	<u>830,281</u>	<u>830,281</u>	<u>830,281</u>	<u>0</u>	<u>0</u>	<u>100.00%</u>	<u>1,415,249</u>
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>9,495,422</u>	<u>9,974,443</u>	<u>2,146,223</u>	<u>8,998,330</u>	<u>169,380</u>	<u>806,733</u>	<u>91.91%</u>	<u>9,510,916</u>

Percent of year completed = 100%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2019

SUMMARY:

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	8,633,190
Expenditures and Transfers Out	<u>(8,998,330)</u>
Ending Fund Balance at September 30, 2019	2,340,186
Encumbrances	<u>(169,380)</u>
Unreserved Fund Balance at September 30, 2019	<u><u>2,170,806</u></u>

NOTES:

Year End

Fund Balance decreased 365,140 from the prior year.

Year-to-Date Expenditures:

Excluding encumbrances - 91.18% expended

Including encumbrances - 91.91% expended

Adjusted Budget

The adjusted budget includes prior year encumbrances in the amount of 173,741.

Transfer to ICC Reserve/CIP Fund - After approval by the Board and Council, the budget was adjusted by 305,281 which is the FY18 subsidy refund.

Revenues & Transfers In

Hotel Tax: The 1st, 2nd, and 3rd quarters (October 2018 - June 2019) have been received. Taxes for the 4th quarter (July - September 2019) have been accrued.

Expenditures & Transfers Out

Special Services: Administrative Cost Reimbursement - 83,140; Advertising Agency (MSC) - 16,273; Market Research - 55,000; Outside Services - 196,691; Miscellaneous - 864

Sponsorships / Partnerships: Connect Marketplace - 46,400; Park Place Motors - 10,000; Kidd's Kids - 2,500; Irving Healthcare Foundation - 3,500; HSMIAI - 499

Promotions / Special Events: Business Development Incentive Program - 131,161; Local Programs - 15,478; Miscellaneous - 6,614

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
BALANCE SHEET
SEPTEMBER 30, 2019

ASSETS

Cash	882
Investments	1,294,900
Interest Receivable	<u>2,228</u>
Total Assets	<u><u>1,298,010</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

None	<u>0</u>
Total Liabilities	<u>0</u>

FUND BALANCE

Unreserved	<u>1,298,010</u>
Total Fund Balance	<u>1,298,010</u>
Total Liabilities and Fund Balance	<u><u>1,298,010</u></u>

The primary purpose for this fund is to serve as a catastrophic reserve, to protect the Bureau from events beyond the control of the organization which substantially and negatively impact funding for operations.

The only source of revenues is transfers from the ICVB General Fund.

Per the ICVB General and Reserve Fund Policy, the goal is to achieve and sustain six months of operating revenues in this fund.

Funds are designated for the following future events:

1 - Texas Society of Assn Executives 2022 Annual Meeting - \$50,000

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	9,200	9,200	8,961	26,786	0	(17,586)	291.15%	15,327
Transfer from ICVB General Fund	125,000	125,000	125,000	125,000	0	0	100.00%	200,000
TOTAL REVENUES AND TRANSFERS IN	134,200	134,200	133,961	151,786	0	(17,586)	113.10%	215,327
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
None	0	0	0	0	0	0	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	0	0	0	0	0	0	0.00%	0

*Percent of year completed = 100%

SUMMARY:

Beginning Fund Balance at October 1, 2018	1,146,224
Revenues and Transfers In	151,786
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at September 30, 2019	1,298,010
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2019	<u><u>1,298,010</u></u>

NOTES:

Fund Balance increased 151,786 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
COMPUTER REPLACEMENT FUND
BALANCE SHEET
SEPTEMBER 30, 2019

ASSETS

Cash	784
Investments	242,500
Interest Receivable	<u>483</u>
Total Assets	<u><u>243,767</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

None	<u>0</u>
Total Liabilities	<u>0</u>

FUND BALANCE

Unreserved	<u>243,767</u>
Total Fund Balance	<u>243,767</u>

Total Liabilities and Fund Balance	<u><u>243,767</u></u>
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Funds are designated to replace Bureau computer hardware and systems, including large software packages (such as the CRM system) and other technology-related upgrades.

The only source of revenues for this fund is transfers from the ICVB General Fund or ICVB Reserve Fund.

IRVING CONVENTION AND VISITORS BUREAU
 COMPUTER REPLACEMENT FUND
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
 FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,450	3,450	2,071	6,305	0	(2,855)	182.75%	4,177
TOTAL REVENUES AND TRANSFERS IN	<u>3,450</u>	<u>3,450</u>	<u>2,071</u>	<u>6,305</u>	<u>0</u>	<u>(2,855)</u>	<u>182.75%</u>	<u>4,177</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Computers/Software	46,800	46,800	37,955	37,955	0	8,845	81.10%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>46,800</u>	<u>46,800</u>	<u>37,955</u>	<u>37,955</u>	<u>0</u>	<u>8,845</u>	<u>81.10%</u>	<u>0</u>

*Percent of year completed =100%

SUMMARY:

Beginning Fund Balance at October 1, 2018	275,417
Revenues and Transfers In	6,305
Expenditures and Transfers Out	<u>(37,955)</u>
Ending Fund Balance at September 30, 2019	243,767
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2019	<u>243,767</u>

NOTES:

Fund Balance decreased 31,650 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
BALANCE SHEET
SEPTEMBER 30, 2019

ASSETS

Cash	1,284
Investments	1,795,000
Interest Receivable	<u>2,382</u>
Total Assets	<u><u>1,798,666</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	<u>310,578</u>
Total Liabilities	<u>310,578</u>

FUND BALANCE

Assigned	<u>1,488,088</u>
Total Fund Balance	<u>1,488,088</u>

Total Liabilities and Fund Balance	<u><u>1,798,666</u></u>
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This fund provides funding for repair and replacement projects and the capital improvement program for the Irving Convention Center, which are budgeted annually and reflected in a 20-year plan that is updated annually.

The only source of revenues for this fund is transfers from the ICVB General Fund or ICVB Reserve Fund.

Per the ICVB General and Reserve Fund Policy, the goal is to achieve and sustain a balance of \$1,300,000 in this fund.

IRVING CONVENTION AND VISITORS BUREAU
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	12,650	12,650	11,145	37,598	0	(24,948)	297.22%	19,298
Miscellaneous	0	0	0	0	0	0	0.00%	32,444
Transfer from ICVB General Fund	400,000	705,281	705,281	705,281	0	0	100.00%	1,215,249
TOTAL REVENUES AND TRANSFERS IN	412,650	717,931	716,426	742,879	0	(24,948)	103.47%	1,266,991
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Capital Expenditures	992,250	992,250	670,928	972,322	0	19,928	97.99%	727,218
TOTAL EXPENDITURES AND TRANSFERS OUT	992,250	992,250	670,928	972,322	0	19,928	97.99%	727,218

*Percent of year completed = 100%

SUMMARY:

Beginning Fund Balance at October 1, 2018	1,717,531
Revenues and Transfers In	742,879
Expenditures and Transfers Out	<u>(972,322)</u>
Ending Fund Balance at September 30, 2019	1,488,088
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2019	<u><u>1,488,088</u></u>

NOTES:

Fund Balance decreased 229,443 over the prior year.

Revenues & Transfers In:

Miscellaneous (Prior Year): SMG issued a refund to the ICVB for FY16 invoices that were billed twice under two different CIP #s.

Irving Convention and Visitors Bureau

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Batch: 7813

Number	Date	Payee		Amount
80060598	09/05/19	CAROL J. BOYER JAUDES	\$	65.49
80060599	09/05/19	SUSAN D. CUTTS	\$	1,006.25
80060600	09/05/19	DALLAS MARRIOTT LAS COLINAS	\$	1,285.00
80060601	09/05/19	KATHERINE DIPIETRO	\$	65.00
80060602	09/05/19	WENDY FOSTER	\$	123.70
80060603	09/05/19	MAURA GAST	\$	28.22
80060604	09/05/19	GUARANTEED EXPRESS, INC.	\$	19.68
80060605	09/05/19	CHERYL HOPKINS	\$	70.45
80060606	09/05/19	KATHY LEVINE	\$	65.00
80060607	09/05/19	BRENDA LOPEZ	\$	65.00
80060608	09/05/19	LORI MANSELL	\$	110.00
80060609	09/05/19	KAYLA MANSOUR	\$	65.00
80060610	09/05/19	MCKESSON CORPORATION	\$	2,230.00
80060611	09/05/19	PROVIDENT GROUP - IRVING PROPERTIES, LLC	\$	475.00
80060612	09/05/19	DEBBIE ROBERTS	\$	96.55
80060613	09/05/19	SHERATON DFW AIRPORT HOTEL	\$	2,745.00
80060614	09/05/19	LORI SIRMEN	\$	34.72
80060615	09/05/19	VOLUNTEERS OF AMERICA	\$	525.00
80060616	09/05/19	MONTY WHITE	\$	65.00
			19 payments Batch Total: \$	9,140.06
			19 payments Sub Total: \$	9,140.06
			19 payments TOTAL: \$	9,140.06

Irving Convention and Visitors Bureau

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Batch: 7823

Number	Date	Payee		Amount
80060617	09/12/19	AAERO AIRPORT BROCHURE AND DISPLAY INC	\$	1,200.00
80060618	09/12/19	AMERICAN CONCRETE PIPE ASSOCIATION	\$	255.00
80060619	09/12/19	ARES TRAVEL INC.	\$	1,250.00
80060620	09/12/19	BH DFW PROPERTY LP (WESTIN)	\$	630.00
80060621	09/12/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,185.00
80060622	09/12/19	KATHERINE DIPIETRO	\$	137.69
80060623	09/12/19	FEDERAL EXPRESS CORPORATION	\$	25.51
80060624	09/12/19	LORI M. FOJTASEK	\$	65.00
80060625	09/12/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	4,545.00
80060626	09/12/19	GUARANTEED EXPRESS, INC.	\$	19.04
80060627	09/12/19	CHERYL HOPKINS	\$	70.00
80060628	09/12/19	MARIANNE LAUDA	\$	296.18
80060629	09/12/19	KATHY LEVINE	\$	65.00
80060630	09/12/19	LORI MANSELL	\$	68.50
80060631	09/12/19	DEBORA C. MANUSAMA	\$	2,999.00
80060632	09/12/19	OMNI MANDALAY HOTEL	\$	1,070.00
80060633	09/12/19	PARK PLACE MOTORCARS & BODYWERKS DALLAS	\$	10,000.00
80060634	09/12/19	DIANA PFAFF	\$	65.00
80060635	09/12/19	ROSELLE PLIEGO	\$	1,600.00
80060636	09/12/19	QUALITY INN AND SUITES DFW SOUTH	\$	6,041.00
80060637	09/12/19	DEBBIE ROBERTS	\$	37.00
80060638	09/12/19	KELLY ROCHE	\$	90.14
80060639	09/12/19	SIMPLEVIEW WORLDWIDE, INC.	\$	13,152.80
80060640	09/12/19	LORI SIRMEN	\$	282.02
			24 payments Batch Total: \$	46,148.88
			24 payments Sub Total: \$	46,148.88
			24 payments TOTAL: \$	46,148.88

Irving Convention and Visitors Bureau

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Batch: 7829

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060641	09/19/19	AERIAL PHOTOGRAPHY	\$	97.00
80060642	09/19/19	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$	95.00
80060643	09/19/19	AMERICAN EXPRESS	\$	77,408.49
80060644	09/19/19	BT HOTEL LAS COLINAS LLC	\$	195.00
80060645	09/19/19	CHRISTIAN CONGREGATION OF JEHOVAH'S WITNESSES	\$	31,195.00
80060646	09/19/19	CONNECT	\$	46,400.00
80060647	09/19/19	COPYNET DIGITAL IMAGING SOLUTIONS	\$	432.95
80060648	09/19/19	SUSAN D. CUTTS	\$	731.25
80060649	09/19/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	315.00
80060650	09/19/19	DALLAS SECURITY TRADERS ASSOCIATION (DSTA)	\$	1,075.00
80060651	09/19/19	DESTINATION ANALYSTS, INC	\$	55,000.00
80060652	09/19/19	KATHERINE DIPIETRO	\$	136.00
80060653	09/19/19	DOUBLETREE DALLAS DFW AIRPORT	\$	1,248.00
80060654	09/19/19	FEDERAL EXPRESS CORPORATION	\$	343.55
80060655	09/19/19	WENDY FOSTER	\$	81.41
80060656	09/19/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	11,895.00
80060657	09/19/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80060658	09/19/19	HAMPTON INN - LAS COLINAS	\$	2,575.00
80060659	09/19/19	CHERYL HOPKINS	\$	70.86
80060660	09/19/19	IMAGO MEDIA, INC.	\$	2,000.00
80060661	09/19/19	INK PUBLISHING CORPORATION	\$	7,650.00
80060662	09/19/19	INTERNATIONAL MYELOMA FOUNDATION	\$	1,750.00
80060663	09/19/19	IRVING - LAS COLINAS ROTARY CLUB	\$	130.00
80060664	09/19/19	IRVING CONVENTION CENTER	\$	266,797.98
80060665	09/19/19	IRVING CONVENTION CENTER	\$	348,250.00
80060666	09/19/19	IRVING CONVENTION CENTER	\$	20,433.50
80060667	09/19/19	IRVING CONVENTION CENTER	\$	20,038.49
80060668	09/19/19	KIDD'S KIDS	\$	2,500.00
80060669	09/19/19	KLEERTECH	\$	7,955.00
80060670	09/19/19	BRENDA LOPEZ	\$	65.00
80060671	09/19/19	MALONEY STRATEGIC COMMUNICATIONS	\$	16,272.55
80060672	09/19/19	KAYLA MANSOUR	\$	65.00
80060673	09/19/19	MEETING PROFESSIONALS INTERNATIONAL	\$	2,500.00
80060674	09/19/19	MEETINGS TODAY	\$	7,200.00
80060675	09/19/19	NORTH TEXAS FENCING TOURNAMENT COALITION	\$	985.00

continued on next page

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060676	09/19/19	NORTHSTAR TRAVEL MEDIA, LLC	\$	1,685.00
80060677	09/19/19	OMNI MANDALAY HOTEL	\$	3,035.00
80060678	09/19/19	PCMA SERVICES	\$	1,730.00
80060679	09/19/19	PETTY CASH	\$	38.16
80060680	09/19/19	DIANA PFAFF	\$	63.71
80060681	09/19/19	DEBBIE ROBERTS	\$	65.00
80060682	09/19/19	KELLY ROCHE	\$	62.10
80060683	09/19/19	SHERATON DFW AIRPORT HOTEL	\$	1,075.00
80060684	09/19/19	LORI SIRMEN	\$	241.71
80060685	09/19/19	CAROL STODDARD	\$	111.91
80060686	09/19/19	SXSW, LLC	\$	21,200.00
80060687	09/19/19	TEXAS DEPARTMENT OF TRANSPORTATION	\$	2,679.29
80060688	09/19/19	TEXAS NONPROFIT THEATRES	\$	80.00
80060689	09/19/19	THE FULCRUM GROUP INC.	\$	44,683.50
80060690	09/19/19	THRESHOLD 360, INC.	\$	39,600.00
80060691	09/19/19	TIGER OAK MEDIA, INC	\$	5,000.00
80060692	09/19/19	TRIPADVISOR, LLC	\$	5,500.62
80060693	09/19/19	TUCKER & ASSOCIATES, LLC	\$	4,076.74
80060694	09/19/19	VERIZON WIRELESS	\$	526.74
80060695	09/19/19	WFAA-TV INC	\$	7,500.00

55 payments Batch Total: \$ 1,073,641.51

55 payments Sub Total: \$ 1,073,641.51

55 payments TOTAL: \$ 1,073,641.51



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

Fourth Quarter FY 2018-19

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
BUDGET / ACTUAL
2018 - 2019**

	QUARTER ENDING 9/30/19	
	BUDGET	ACTUAL
STATE TAX (estimated) - 6%	4,419,329	4,374,400
CITY OF IRVING TAX - 9%	6,628,994	6,561,600
TOTAL ADMINISTRATIVE COST	(117,990)	(116,537)
<hr/>		
CONVENTION & VISITORS BUREAU - 57% OF 5%	2,100,707	2,077,840
Administrative Cost	(84,028)	(83,114)
Remittance Amount	2,016,679	1,994,726
<hr/>		
ARTS CENTER - 35.5% of 5% + 1.6M	1,291,581	1,294,094
YEAR END EXCESS	(571,521)	(586,090)
Administrative Cost	(28,802)	(28,320)
Remittance Amount	691,258	679,684
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MUSEUM - 2.5% of 5%	92,137	91,133
Administrative Cost	(3,685)	(3,645)
Remittance Amount	88,452	87,488
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DOWNTOWN & EVENTS - 1% of 5%	36,855	36,453
Administrative Cost	(1,474)	(1,458)
Remittance Amount	35,381	34,995
<hr/>		
CONVENTION CENTER FUND - 2% of 9% (effective 01/01/00)	1,474,180	1,458,134
DEBT SERVICE - 4% of 5%	730,876	731,903
TOTAL	2,205,056	2,190,037
<hr/>		
ENTERTAINMENT CENTER - 2% of 9% (effective 04/01/08)	1,474,180	1,458,134
<hr/>		
WESTIN IRVING CONVENTION CENTER	n/a	309,803
(hotel pays 9% tax (not included in totals above) which is applied to bond payments)		

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
JULY - SEPTEMBER**

HOTEL	ACTUAL 17-18	ACTUAL 18-19	DIFFERENCE	PERCENT
1 Atrium Hotel and Suites	11,038.97	11,844.73	805.76	7.30%
2 Dallas Marriott Las Colinas	108,857.20	112,547.73	3,690.53	3.39%
3 DFW Airport Hotel & Conf Center	7,954.22	6,633.34	(1,320.88)	-16.61%
4 DFW Airport Marriott	127,003.25	119,249.24	(7,754.01)	-6.11%
5 Doubletree DFW Airport North	53,628.96	51,487.25	(2,141.71)	-3.99%
6 Embassy Suites - DFW Airport South	77,068.88	81,424.79	4,355.91	5.65%
7 Four Seasons Resort & Club	213,342.76	221,907.39	8,564.63	4.01%
8 Hilton Garden Inn - DFW South	40,103.25	41,609.02	1,505.77	3.75%
9 Hilton Garden Inn - Las Colinas	43,490.85	41,736.65	(1,754.20)	-4.03%
10 Holiday Inn Las Colinas	22,671.90	23,092.95	421.05	1.86%
11 NYLO Dallas/Las Colinas	47,174.88	49,102.52	1,927.64	4.09%
12 Omni Mandalay Hotel at Las Colinas	124,570.88	125,812.77	1,241.89	1.00%
13 Sheraton Grand Hotel	63,180.45	66,487.49	3,307.04	5.23%
14 Texican Court	n/a	25,640.88	25,640.88	100.00%
15 Westin DFW	128,862.81	83,929.30	(44,933.51)	-34.87%
TOTAL LUXURY & FULL SERVICE	1,068,949.26	1,062,506.05	(6,443.21)	-0.60%

ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	14,239.99	14,102.73	(137.26)	-0.96%
2 Candlewood Suites - Las Colinas	7,591.37	8,401.53	810.16	10.67%
3 Comfort Inn - DFW North	15,259.41	15,557.70	298.29	1.95%
4 Comfort Suites - DFW Airport	14,805.71	14,658.70	(147.01)	-0.99%
5 Comfort Suites - Las Colinas	7,150.51	5,367.71	(1,782.80)	-24.93%
6 Country Inn & Suites - DFW South	11,987.38	11,649.73	(337.65)	-2.82%
7 Element DFW North	28,842.09	28,172.37	(669.72)	-2.32%
8 Extended Stay America	2,905.01	2,855.47	(49.54)	-1.71%
9 Extended Stay America - DFW North	6,614.77	6,866.13	251.36	3.80%
10 Extended Stay America - Las Colinas	8,788.66	8,380.10	(408.56)	-4.65%
11 Extended Stay Deluxe	4,335.42	3,875.60	(459.82)	-10.61%
12 Hawthorne Suites - DFW North	9,278.35	10,236.79	958.44	10.33%
13 Hawthorne Suites - DFW South	5,281.43	5,994.03	712.60	13.49%
14 Holiday Inn Express - DFW North	26,246.69	23,888.11	(2,358.58)	-8.99%
15 Holiday Inn Express - DFW South	22,986.19	24,139.31	1,153.12	5.02%
16 Holiday Inn Express - Las Colinas	20,059.26	20,829.50	770.24	3.84%
17 Home Towne Studios	6,055.69	6,806.12	750.43	12.39%
18 Home2 Suites - DFW North	23,143.28	25,172.42	2,029.14	8.77%
19 Home2 Suites - DFW South	20,467.84	24,676.68	4,208.84	20.56%
20 Homewood Suites - DFW Airport	21,108.53	20,939.73	(168.80)	-0.80%
21 Homewood Suites - Las Colinas	30,412.69	33,192.88	2,780.19	9.14%
22 Hyatt House Dallas-Las Colinas	34,173.55	34,680.11	506.56	1.48%
23 Hyatt Place Las Colinas	30,915.30	30,691.22	(224.08)	-0.72%
24 Motel 6 / Studio 6 - DFW East	8,445.08	9,676.65	1,231.57	14.58%
25 Residence Inn - DFW North	10,750.95	15,566.34	4,815.39	44.79%
26 Residence Inn - DFW South	18,005.73	25,319.81	7,314.08	40.62%
27 Residence Inn - Las Colinas	20,337.77	21,633.09	1,295.32	6.37%
28 Springhill Suites	23,891.14	24,566.33	675.19	2.83%
29 Staybridge Suites Las Colinas	25,731.60	22,505.61	(3,225.99)	-12.54%
30 Staybridge Suites North	17,527.16	18,966.38	1,439.22	8.21%
31 Studio 6 - DFW North	222.89	151.33	(71.56)	-32.11%
31 Towneplace Suites - DFW North	new	10,215.00	10,215.00	100.00%
32 Towneplace Suites - Las Colinas	22,927.55	18,849.02	(4,078.53)	-17.79%
33 Waterwalk - Las Colinas	497.77	8,755.30	8,257.53	1658.90%
34 Woodspring Suites Signature	5,799.41	5,604.64	(194.77)	-3.36%
35 Extended Stay Properties*	853.44	2,453.02	1,599.58	187.43%
TOTAL ALL SUITE / EXTENDED STAY	527,639.61	565,397.19	37,757.58	7.16%

HOTEL OCCUPANCY TAX
JULY - SEPT (page 2)

HOTEL	ACTUAL 17-18	ACTUAL 18-19	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	32,861.96	31,527.25	(1,334.71)	-4.06%
2 Courtyard by Marriott - DFW North	38,005.92	40,400.84	2,394.92	6.30%
3 Courtyard by Marriott - DFW South	25,741.59	27,765.34	2,023.75	7.86%
4 Courtyard by Marriott - Las Colinas	36,666.67	32,381.41	(4,285.26)	-11.69%
5 Fairfield Inn & Suites	20,381.79	21,054.59	672.80	3.30%
6 Fairfield Inn - DFW North	19,809.75	16,222.73	(3,587.02)	-18.11%
7 Fairfield Inn - Las Colinas	22,924.48	21,437.07	(1,487.41)	-6.49%
8 Hampton Inn - Las Colinas	28,498.21	29,003.81	505.60	1.77%
9 Jefferson Street Bed & Breakfast	182.19	33.49	(148.70)	-81.62%
10 La Quinta Inn & Suites - Las Colinas	16,437.11	14,158.25	(2,278.86)	-13.86%
11 La Quinta Inn & Suites - DFW South	21,976.22	18,090.76	(3,885.46)	-17.68%
12 La Quinta Inn & Suites - DFW North	25,961.69	22,064.54	(3,897.15)	-15.01%
13 Wingate Inn - DFW North	10,823.05	7,901.71	(2,921.34)	-26.99%
14 Wingate Inn - Las Colinas	16,429.22	15,013.31	(1,415.91)	-8.62%
TOTAL LIMITED SERVICE	316,699.85	297,055.10	(19,644.75)	-6.20%

BUDGET				
1 America's Best Value Inn	4,855.00	6,597.54	1,742.54	35.89%
2 Arya Inn & Suites	394.20	3,058.74	2,664.54	675.94%
3 Best Western Irving Inn & Suites	17,344.23	16,903.99	(440.24)	-2.54%
4 Budget Inn	1,534.46	3,279.96	1,745.50	113.75%
5 Budget Inn & Suites	495.99	491.68	(4.31)	-0.87%
6 Budget Lodge of Irving (renovating)	1,702.25	0.00	(1,702.25)	-100.00%
7 Budget Suites of America - Las Colinas	2,056.68	3,033.12	976.44	47.48%
8 Clarion Inn & Suites	8,796.23	9,768.92	972.69	11.06%
9 Crossroads Hotel	2,639.57	5,244.56	2,604.99	98.69%
10 Days Inn	12,142.77	11,371.86	(770.91)	-6.35%
11 Days Inn - DFW North	12,006.48	12,365.07	358.59	2.99%
12 Delux Inn	1,850.20	1,945.98	95.78	5.18%
13 Delux Suites	472.96	566.48	93.52	19.77%
14 Gateway Suites	1,811.89	1,632.59	(179.30)	-9.90%
15 Motel 6 - Dallas / Irving	9,389.94	9,591.18	201.24	2.14%
16 Motel 6 - DFW North	9,496.15	7,518.22	(1,977.93)	-20.83%
17 Motel 6 - DFW South	4,476.91	2,942.69	(1,534.22)	-34.27%
18 Quality Inn & Suites - DFW Airport	17,937.72	17,156.28	(781.44)	-4.36%
19 Quality Inn & Suites - DFW South	11,539.71	11,502.23	(37.48)	-0.32%
20 Red Roof Inn - DFW North	15,874.78	12,142.78	(3,732.00)	-23.51%
21 Super 8 Motel - DFW North	8,561.60	8,619.60	58.00	0.68%
22 Super 8 Motel - DFW South	5,864.06	6,006.73	142.67	2.43%
TOTAL BUDGET	151,243.78	151,740.20	496.42	0.33%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	2,064,532.50	2,076,698.54	12,166.04	0.59%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
4TH QUARTER	2,100,707.00	2,076,698.54	(24,008.46)	-1.14%

*A-1 Commercial & Residential Services; Amlt at Escena; National Corporate Housing; The Wild Wild West; Tijarah Properties; 555 Vacations; Sijia Zhao

**IRVING CONVENTION AND VISITORS BUREAU
YEAR-TO-DATE HOTEL OCCUPANCY TAX
OCTOBER 2018 - SEPTEMBER 2019**

HOTEL	ACTUAL 17-18	ACTUAL 18-19	DIFFERENCE	PERCENT
LUXURY & FULL SERVICE				
1 Atrium Hotel and Suites	39,467.83	51,746.79	12,278.96	31.11%
2 Dallas Marriott at Las Colinas	413,758.71	448,588.10	34,829.39	8.42%
3 DFW Airport Hotel & Conf Center	31,030.91	24,885.42	(6,145.49)	-19.80%
4 DFW Airport Marriott	539,515.03	517,843.42	(21,671.61)	-4.02%
5 Doubletree DFW Airport North	245,089.00	222,429.23	(22,659.77)	-9.25%
6 Embassy Suites - DFW Airport South	322,588.21	347,408.56	24,820.35	7.69%
7 Four Seasons Resort & Club	889,693.23	880,567.47	(9,125.76)	-1.03%
8 Hilton Garden Inn - DFW South	132,065.61	167,734.20	35,668.59	27.01%
9 Hilton Garden Inn - Las Colinas	172,700.95	168,070.35	(4,630.60)	-2.68%
10 Holiday Inn Las Colinas	95,227.20	104,137.74	8,910.54	9.36%
11 NYLO Dallas/Las Colinas	193,678.27	197,322.04	3,643.77	1.88%
12 Omni Mandalay Hotel at Las Colinas	533,190.53	529,728.77	(3,461.76)	-0.65%
13 Sheraton Grand Hotel	276,863.06	286,089.87	9,226.81	3.33%
14 Texican Court	n/a	75,797.88	75,797.88	100.00%
15 Westin DFW	526,789.75	465,798.44	(60,991.31)	-11.58%
TOTAL LUXURY & FULL SERVICE	4,411,658.29	4,488,148.28	76,489.99	1.73%

ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	61,584.24	60,286.41	(1,297.83)	-2.11%
2 Candlewood Suites - Las Colinas	39,104.21	36,830.48	(2,273.73)	-5.81%
3 Comfort Inn - DFW North	62,902.77	60,350.87	(2,551.90)	-4.06%
4 Comfort Suites - DFW Airport	59,247.34	62,799.97	3,552.63	6.00%
5 Comfort Suites - Las Colinas	31,736.97	23,936.51	(7,800.46)	-24.58%
6 Country Inn & Suites - DFW South	52,860.20	45,909.44	(6,950.76)	-13.15%
7 Element DFW North	107,301.85	111,482.96	4,181.11	3.90%
8 Extended Stay America	13,170.63	15,364.56	2,193.93	16.66%
9 Extended Stay America - DFW North	20,715.76	27,008.06	6,292.30	30.37%
10 Extended Stay America - Las Colinas	32,645.95	34,291.64	1,645.69	5.04%
11 Extended Stay Deluxe	13,792.53	15,374.03	1,581.50	11.47%
12 Hawthorne Suites - DFW North	40,027.03	41,347.28	1,320.25	3.30%
13 Hawthorne Suites - DFW South	20,632.68	20,999.43	366.75	1.78%
14 Holiday Inn Express - DFW North	112,468.61	102,972.35	(9,496.26)	-8.44%
15 Holiday Inn Express - DFW South	98,129.43	95,483.47	(2,645.96)	-2.70%
16 Holiday Inn Express - Las Colinas	75,924.45	83,419.72	7,495.27	9.87%
17 Home Towne Studios	19,831.30	24,288.02	4,456.72	22.47%
18 Home2 Suites - DFW North	100,576.15	102,436.72	1,860.57	1.85%
19 Home2 Suites - DFW South	34,502.04	95,880.81	61,378.77	177.90%
20 Homewood Suites - DFW Airport	87,999.15	85,592.67	(2,406.48)	-2.73%
21 Homewood Suites - Las Colinas	113,408.29	130,937.79	17,529.50	15.46%
22 Hyatt House Dallas - Las Colinas	121,255.76	136,017.51	14,761.75	12.17%
23 Hyatt Place Las Colinas	131,063.40	127,800.08	(3,263.32)	-2.49%
24 Motel 6 / Studio 6 - DFW East	31,101.49	32,544.41	1,442.92	4.64%
25 Residence Inn - DFW North	55,546.41	57,891.17	2,344.76	4.22%
26 Residence Inn - DFW South	74,695.25	87,122.17	12,426.92	16.64%
27 Residence Inn - Las Colinas	75,953.56	88,104.29	12,150.73	16.00%
28 Springhill Suites	110,399.84	107,161.52	(3,238.32)	-2.93%
29 Staybridge Suites - Las Colinas	95,798.70	95,148.37	(650.33)	-0.68%
30 Staybridge Suites - North	78,291.77	79,501.78	1,210.01	1.55%
31 Studio 6 - DFW North	1,148.44	953.26	(195.18)	-17.00%
32 Towneplace Suites - DFW North	new	10,215.00	10,215.00	100.00%
33 Towneplace Suites - Las Colinas	93,923.71	86,017.07	(7,906.64)	-8.42%
34 Waterwalk - Las Colinas	497.77	27,019.18	26,521.41	5328.05%
35 Woodspring Suites Signature	26,983.64	22,055.32	(4,928.32)	-18.26%
36 Extended Stay Properties*	2,132.04	5,467.01	3,334.97	156.42%
TOTAL ALL-SUITE / EXTENDED STAY	2,097,353.36	2,240,011.33	142,657.97	6.80%

HOTEL OCCUPANCY TAX
OCT 2018 - SEPT 2019 (page 2)

HOTEL	ACTUAL 17-18	ACTUAL 18-19	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	136,033.88	131,507.13	(4,526.75)	-3.33%
2 Courtyard by Marriott - DFW North	161,916.48	165,442.68	3,526.20	2.18%
3 Courtyard by Marriott - DFW South	105,655.94	115,826.43	10,170.49	9.63%
4 Courtyard by Marriott - Las Colinas	146,815.83	133,472.15	(13,343.68)	-9.09%
5 Fairfield Inn & Suites	84,442.61	96,738.87	12,296.26	14.56%
6 Fairfield Inn - DFW North	86,919.12	83,091.89	(3,827.23)	-4.40%
7 Fairfield Inn - Las Colinas	92,177.26	100,758.46	8,581.20	9.31%
8 Hampton Inn - Las Colinas	122,219.17	120,473.45	(1,745.72)	-1.43%
9 Jefferson Street Bed & Breakfast	666.44	251.84	(414.60)	-62.21%
10 La Quinta Inn & Suites - Las Colinas	63,754.27	61,842.05	(1,912.22)	-3.00%
11 La Quinta Inn & Suites - DFW South	78,166.87	86,483.01	8,316.14	10.64%
12 La Quinta Inn & Suites - DFW North	104,005.52	97,371.58	(6,633.94)	-6.38%
13 Wingate Inn - DFW North	42,186.86	33,162.00	(9,024.86)	-21.39%
14 Wingate Inn - Las Colinas	74,259.56	67,635.07	(6,624.49)	-8.92%
TOTAL LIMITED SERVICE	1,299,219.81	1,294,056.61	(5,163.20)	-0.40%

BUDGET				
1 America's Best Value Inn	15,948.01	18,594.70	2,646.69	16.60%
2 Arya Inn & Suites	4,526.49	10,650.21	6,123.72	135.29%
3 Best Western Irving Inn & Suites	69,444.05	63,540.72	(5,903.33)	-8.50%
4 Budget Inn	6,216.23	7,079.76	863.53	13.89%
5 Budget Inn & Suites	3,001.08	2,186.93	(814.15)	-27.13%
6 Budget Lodge of Irving	8,426.51	6,126.91	(2,299.60)	-27.29%
7 Budget Suites of America - Las Colinas	5,708.03	8,612.16	2,904.13	50.88%
8 Clarion Inn & Suites	32,316.92	46,106.73	13,789.81	42.67%
9 Crossroads Hotel	8,560.46	15,695.19	7,134.73	83.35%
10 Days Inn	44,791.80	43,854.79	(937.01)	-2.09%
11 Days Inn - DFW North	44,033.30	48,507.77	4,474.47	10.16%
12 Delux Inn	8,126.61	7,446.43	(680.18)	-8.37%
13 Delux Suites	1,971.96	2,275.65	303.69	15.40%
14 Gateway Suites	7,140.39	6,712.07	(428.32)	-6.00%
15 Motel 6 - Dallas / Irving	34,297.09	35,640.31	1,343.22	3.92%
16 Motel 6 - DFW North	36,793.16	33,702.28	(3,090.88)	-8.40%
17 Motel 6 - DFW South	17,003.60	12,433.14	(4,570.46)	-26.88%
18 Quality Inn & Suites - DFW Airport	70,636.65	67,332.87	(3,303.78)	-4.68%
19 Quality Inn & Suites - DFW South	45,040.12	46,382.59	1,342.47	2.98%
20 Red Roof Inn - DFW North	64,929.95	54,173.01	(10,756.94)	-16.57%
21 Super 8 Motel - DFW North	33,296.89	33,918.37	621.48	1.87%
22 Super 8 Motel - DFW South	23,004.43	22,510.02	(494.41)	-2.15%
TOTAL BUDGET	585,213.73	593,482.61	8,268.88	1.41%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	8,393,445.19	8,615,698.83	222,253.64	2.65%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
4 QUARTERS	8,593,019.00	8,615,698.83	22,679.83	0.26%

*A-1 Commercial & Residential Services; Amlti at Escena; National Corporate Housing; The Wild Wild West; Tijarah Properties; 555 Vacations; Sijia Zhao

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2018 - 2019 BUDGET**

BUDGET VS ACTUAL	BUDGET 18-19	ACTUAL 18-19	DIFFERENCE	%
1ST QUARTER OCT - DEC 2018	1,961,460	2,023,945	62,485	3.19%
2ND QUARTER JAN - MAR 2019	2,178,773	2,203,203	24,430	1.12%
3RD QUARTER APR - JUN 2019	2,352,079	2,311,852	(40,227)	-1.71%
4TH QUARTER JUL - SEP 2019	2,100,707	2,076,698	(24,009)	-1.14%
YTD TOTALS	8,593,019	8,615,698	22,679	0.26%

PRIOR YEAR VS CURRENT YEAR	ACTUAL 17-18	ACTUAL 18-19	DIFFERENCE	%
1ST QUARTER OCT - DEC	1,959,343	2,023,945	64,602	3.30%
2ND QUARTER JAN - MAR	2,114,614	2,203,203	88,590	4.19%
3RD QUARTER APR - JUN	2,254,956	2,311,852	56,896	2.52%
4TH QUARTER JUL - SEP	2,064,533	2,076,698	12,166	0.59%
YTD TOTALS	8,393,445	8,615,698	222,253	2.65%

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 2019**

BOARD REPORTS

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



2020 ICVB Board & Committee Meetings

January 14	Community Engagement Committee, 11:30 a.m., ICC - TBD
<i>January 16</i>	<i>Irving Chamber State of the City Luncheon, Irving Convention Center</i>
January 24	Executive Committee, 9 a.m., ICC
January 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Irving Arts Center
February 11	Destination Development, 11:30 a.m., TBD
February 14	Irving Hospitality Industry Annual Meeting, 11:00, ICC
<i>February 18</i>	<i>City of Irving Boards & Commissions Banquet, ICC</i>
February 21	Executive Committee, 9 a.m., ICC
February 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, TBD
March 13	Board & Business Development; 9 a.m., ICC
March 20	Executive Committee, 9 a.m., ICC
March 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
April 14	Community Engagement, 11:30 a.m., ICC
April 24	Executive Committee, 9 a.m., ICC
April 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, TBD
May 5	Destination Development, 11:30 a.m., ICC
*May 15	Executive Committee, 9 a.m., ICC
*May 18	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, TBD
June 12	Board & Business Development; 9 a.m., ICC
June 19	Executive Committee, 9 a.m., ICC
June 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC (TENTATIVE: Budget Presentation)
July 7	Community Engagement, 11:30 a.m., ICC
July 24	Executive Committee, 9 a.m., ICC
July 27	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
August 4	Destination Development, 11:30 a.m., ICC
<i>August 19</i>	<i>City Council Budget Retreat</i>
August 21	Executive Committee, 9 a.m., ICC
August 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
September 11	Board & Business Development; 9 a.m., ICC
September 25	Executive Committee, 9 a.m. ICC
September 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
October 13	Community Engagement, 11:30 a.m., ICC
October 23	TENTATIVE SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC
November 10	Destination Development, 11:30 a.m., ICC
*November 13	Executive Committee, 9 a.m. ICC
*November 16	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC
December 4	Board & Business Development; 9 a.m., ICC
*December 11	Executive Committee, 9 a.m. ICC
*December 14	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC

**Board meeting early due to holidays.*

Semi-Annual Update

Irving Convention & Visitors Bureau

December 11, 2019

ICVB Vision

Irving will be a uniquely vibrant destination
attracting visitors of all kinds for unforgettable experiences.

ICVB Mission

The ICVB enhances Irving's economy and quality of life
by marketing and advocating for the development of Irving as a premier destination.

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Agenda

- State of the Industry
- Organizational Overview & YTD Performance
 - Sales & Services
 - Marketing & Communications
 - Irving Convention Center
- 2018-21 ICVB Strategic Plan
- Tourism Public Improvement District

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State of the Industry - Nationally

- National market starting to slow down
 - National election years have a pattern of slowing down over the past 5 election cycles
 - Growth for the 116 months has been unprecedented – no consecutive months of RevPAR decreases since Dec 2009 & Jan 2010
- Strength of the market has led to significant inventory increases throughout the country
 - Supply is expected to grow 2% and demand 1.5%
- Occupancy is down .8% to 69.3%; 2020 projections now -0.4%
- ADR is down .5% to \$133.24; 0.9% projected increase for 2020
- RevPAR is down 1.2% to \$92.35; 2020 is now projected at 0.5% growth

Source: STR

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State of the Industry - Irving

- Irving's occupancy rate YTD remains higher than Texas & US at 73.2%
 - October was down 1.3%
 - Texas was up .3%, and the US was flat
 - There has been considerable added supply in Irving
 - YTD Supply is up 4.9% and Demand is up 3.4%
 - Hotels still driving Rate over Occupancy – ADR up 1.9%, Occupancy down 1.4%
 - Hotel development standards remain a key component in keeping Irving strong through inventory management
- Average Daily Rate
 - For October, \$116.05, up 1.2% from last October
 - For YTD \$111.21, up 1.9%

Source: STR

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Hotel Development Pipeline- 2,700+ rooms

- Element – 159 rooms
- Aloft – 145 rooms
- IHG 3-Property – 320 rooms
- IHG Cambria & Indigo – 293 rooms
- Four Points by Sheraton – 125 rooms
- Home2Suites – TBD
- Aloft – 145 rooms
- Marriott AC & Residence Inn – 248 rooms
- Hilton Tru & Home2Suites – 225 rooms
- Hampton Inn & Suites – 130 rooms
- AVID/Holiday Inn – 125-150 rooms
- Northland Properties – TBD
- Hidden Ridge Campus – TBD
- Embassy Suites – 168 rooms
- Holiday Inn Express – TBD
- La Quinta – TBD
- Hilton Tru DFW South – 125 rooms
- Conrad Hilton – TBD
- Radisson Hotel – 180 rooms
- Avid & Staybridge DFW South – 176 rooms
- Hilton New Brand – 138 rooms

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Organization Overview & FYE 2018-19 Performance

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Key Organizational Performance Measures

- Definite Room Nights Booked
- Leads/RFPs Generated
- Website Traffic, Blog Pageviews, Social Media Followers/Engagement
- Advertising Engagement/Adwords Site Visits
- Convention Center Revenues
- Convention Center Performance vs Subsidy
- Customer Service Ratings
- Strategic Plan Progress

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Recent Awards & Recognitions



North American
Travel Journalists
Association



Unsung Heroes Award by
Northstar Travel Media to
ICC Chef Eduardo Alvarez



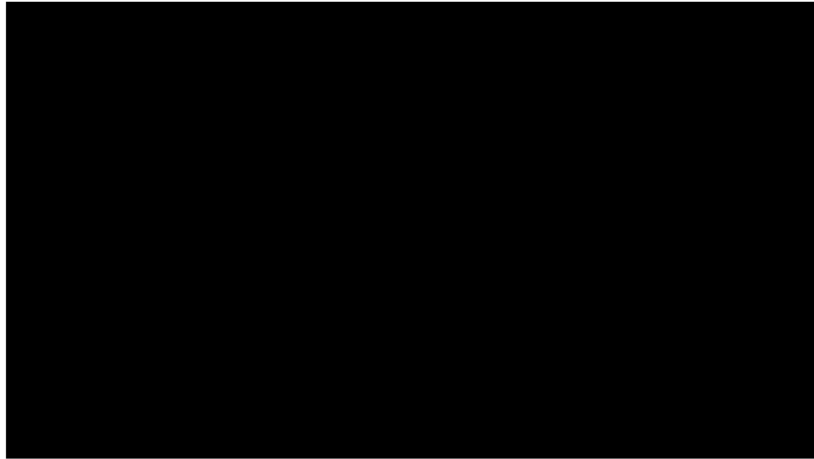
HSMI
ADRIAN
AWARDS
WINNER

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Northstar Travel Media “Unsung Hero” Award



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CVB Sales & Services

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Sales & Services Overview

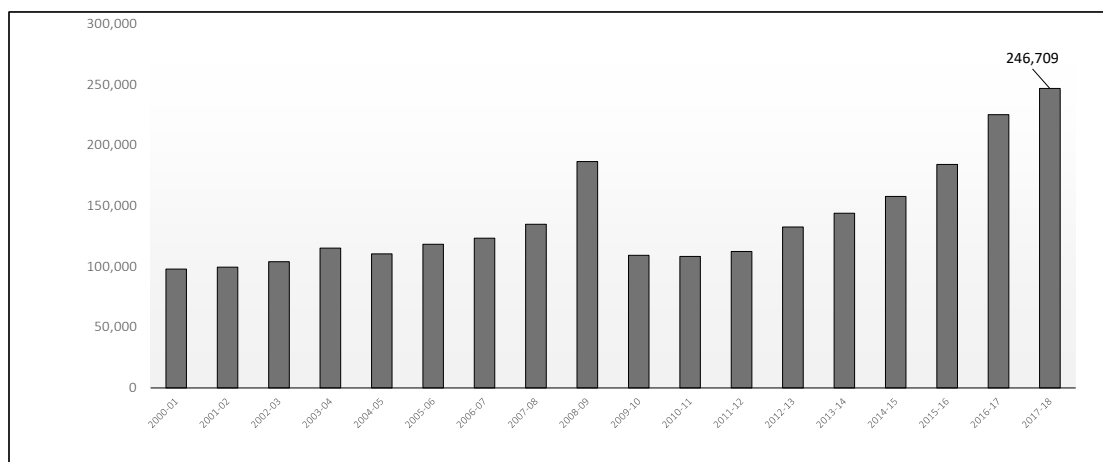
- Primary Customers
 - Meeting planners, travel managers, third-party firms, procurement managers, association execs, sports governing bodies, tour operators, reunion planners, volunteers, wedding planners
 - Corporations, Associations, Sports, SMERFE, Tradeshows
- Sales Markets
 - Direct sales calls, tradeshows, various industry events & organizations
 - Target geographic markets: Austin, DC, Chicago, NY/NJ/PA, Colorado Springs, Indianapolis
- What we present Irving as an option for
 - Meetings, conventions, tradeshows, consumer shows, sporting events, training programs, product rollouts, airline crew rooms, reunions, social occasions

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ICVB Sales History – Definite Room Nights



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Key Opportunity Bookings

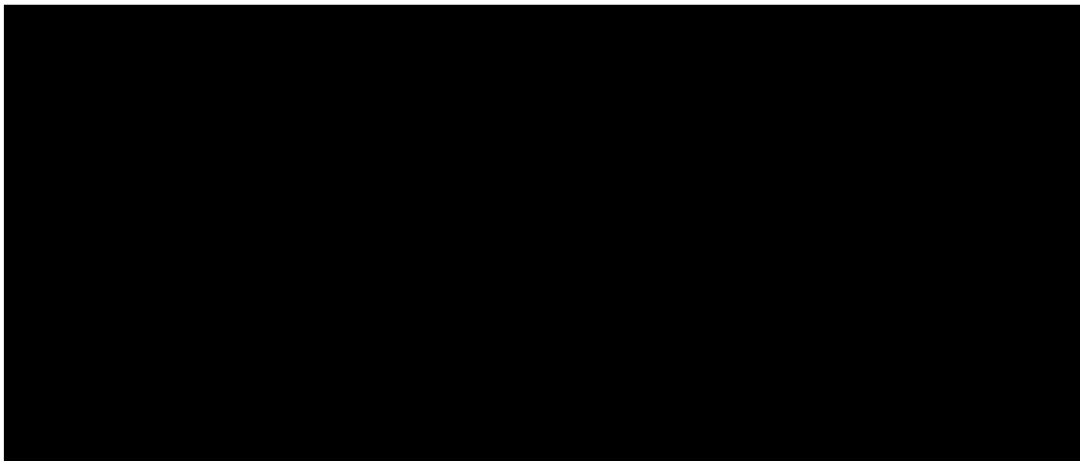
- Religious Conference Managers Association (RCMA) – Feb 2020
 - Non-profit, multi-faith organization for individuals responsible for planning and/or managing meetings and events for their religious organizations
- Professional Fraternity Association (PFA) – September 2020
 - 35 professional fraternities & sororities and 45 associated businesses
- Texas Society of Association Executives (TSAE) – September 2022
 - 600 association professionals and suppliers from all aspects of association management

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RCMA's Emerge 2020



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Future Citywide Bookings

- Texas Association of Student Councils (2020)
- Steubenville (2020)
- Bangladesh Association of North Texas (2020)
- Texas Association of Student Councils (2021)
- Texas Association of Business Officials (2022)
- Texas Society of Association Executives (2022)

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15

Future Semi-Citywide Bookings

- NBM Incorporated (2020)
- Mary Kay (2020)
- National Guard Association of Texas (2020)
- VRM 2020
- Gathering of Eagles International Worship Summit (2020)
- Southern Association of Agricultural Scientists (2021)
- National Association of Social Workers (2021)

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Future Citywide Leads

- The Navigators (2023)
- HNTB (2022)
- Hilti Annual Meeting (2020)
- Hilti Regional Manager's Meeting (2020 & 2021)
- Telangana American Telugu (2020)
- EANGUS (2022)
- Chi Alpha Campus Ministries Annual Conference (2022 & 2023)
- Kynect (2021)
- Toyota Canada Dealer Meeting (2021)
- Texas Retired Teachers Association (2022)
- Texas Educational Theatre Association (2021)
- Volunteers of America (2025)
- Pentecostal Church of God (2021)
- USA Weightlifting (2021)
- Chi Alpha Campus Ministries SALT (2021, 2022, 2023)
- Texas State Association of Fire and Emergency Districts (2022)
- Spray Polyurethane Foam Alliance (2021)
- National Guard (2020)
- FINCON (2021)
- Kameha Con (2021 & 2022)
- Texas Association of Fairs & Events (2024)

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**PLUS an additional 34 "semi-citywide" leads pending

17

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CVB Marketing & Communications

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Marketing & Communications Overview

- Primary external audiences
 - Trade and consumer publications & outlets
 - Travel writers, bloggers, social media influencers
- Primary internal audiences
 - Local customers, corporations
 - Industry
 - Residents
- Stories we pitch:
 - Uniquely Irving things
 - Irving as a destination – business travel, weekend getaway, foodie fun, live music experience, arts experiences, festivals & events, etc.
 - Irving as the “hub” for a Dallas/Fort Worth trip
 - Texas, with Irving a key access point
 - “Headquarters of headquarters” for business-focused publications

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Marketing & Communications Overview

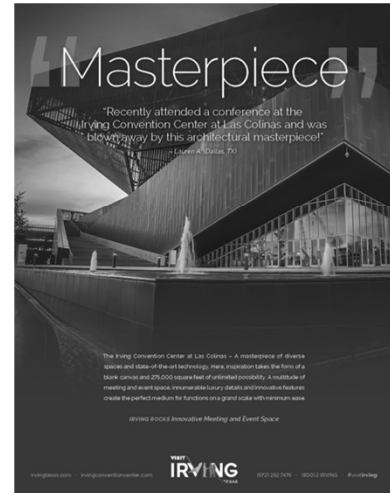
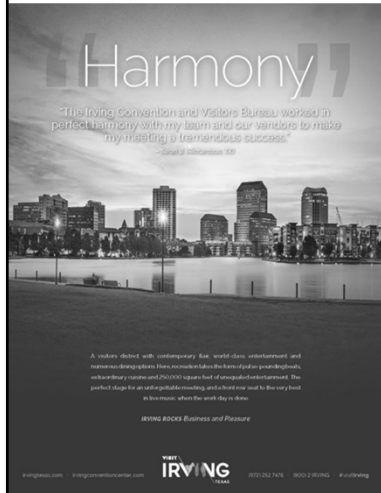
- Collateral
 - Websites & Social Media
 - Videos & Photography
 - Traveler’s Guide
 - Surveyor Magazine
 - Various flyers and market-specific brochures: restaurant maps, wedding guides, sports market guides, catering menus, etc.
- Media Advertising
 - Primarily meeting trades
 - Trade specific re-targeting
 - CVENT
 - Consumer publications, primarily Texas-focused
 - Digital co-op with Visit DFW (formerly Dallas-Fort Worth Area Tourism Council)

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Trade Media Campaign

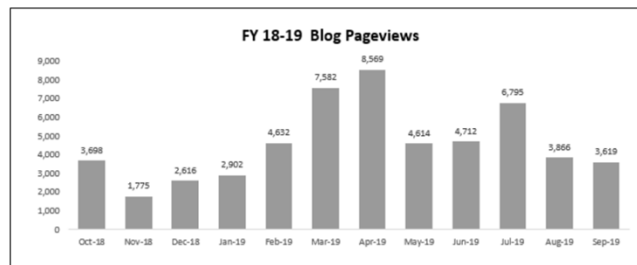
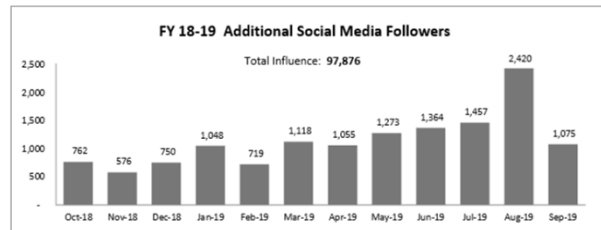
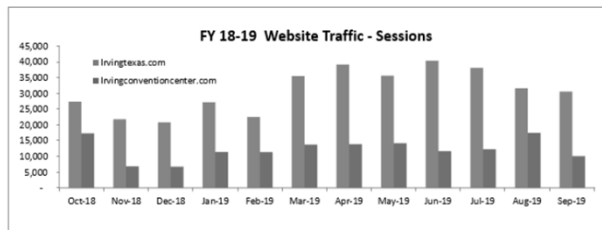


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Marketing & Communications YTD Performance

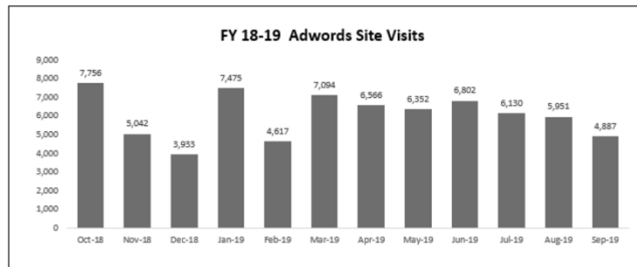
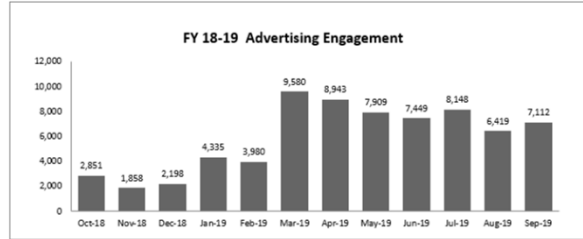
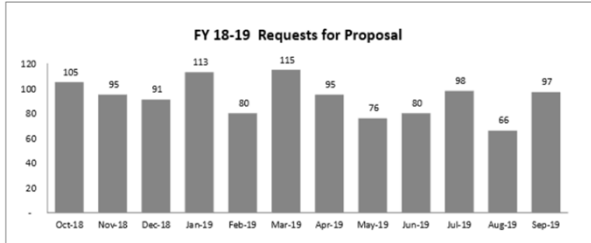


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Marketing & Communications YE Performance



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Irving Convention Center

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Convention Center Overview

- Operated by SMG
 - Management fee, plus management incentives equivalent to that fee
 - Incentives tied to: Revenue, Performance vs Operating Subsidy, Room Nights Generated, Customer Service, Community Involvement
 - Sales efforts focused on 12 months and in (CVB handles longer term)
- ICVB budget covers operating expenses and capital improvements
 - Annual operating subsidy budget \$1.395 million
 - Current year capital budget \$1,181,250
 - Rolling 20-year Capital Improvement Plan
 - Key goals: protect guests & employees; maintain & increase customer satisfaction; enhance appeal and thus revenues
 - Project priorities: health & safety; ROI/revenue enhancement; customer, environmental & aesthetic benefits
 - Respond nimbly to emergencies

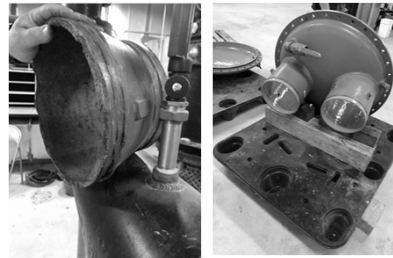
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Convention Center Activity

- FY 2011-18:
 - 1.8 million attendees
 - Average 244,825/yr
 - 2,180 events, including:
 - Assemblies 169
 - Banquets 486
 - Consumer 408
 - Conventions 225
 - Meetings 1,272
 - Trade Shows 183
 - 291 events/year average
 - 85% utilization rate average
- 2018-19 YE
 - 264,835 attendees
 - 241 events
- Select 2019-20 Capital Projects
 - 3rd floor ballroom & pre-function carpet
 - Chiller repairs

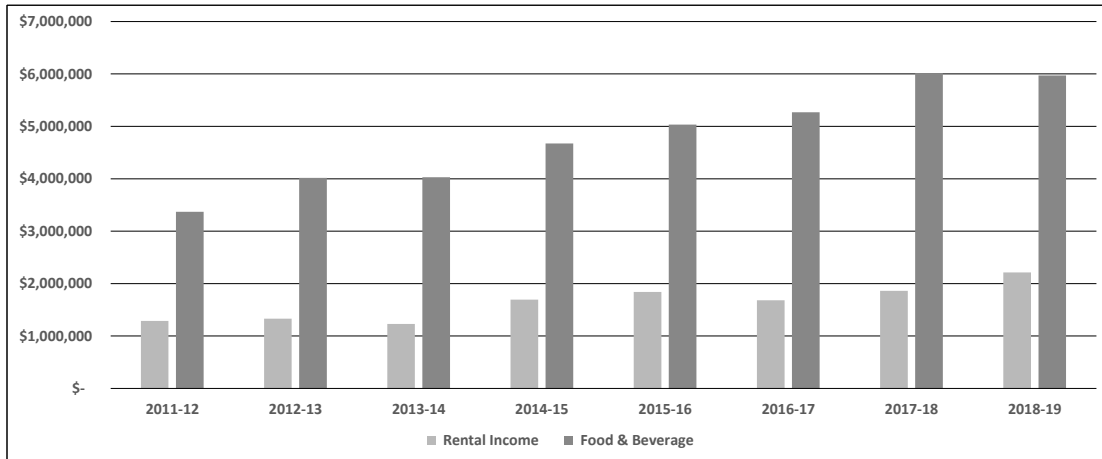


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28

ICC Key Revenue History

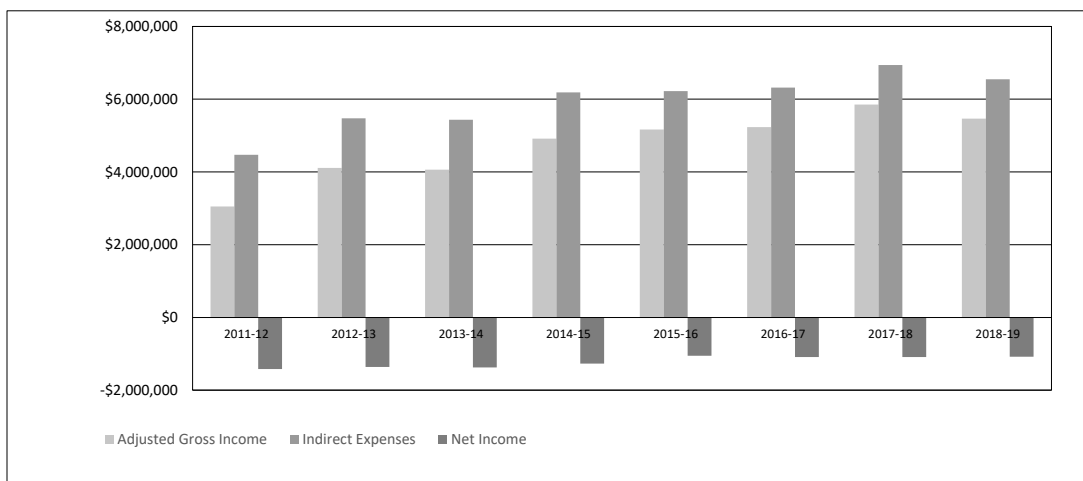


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29

ICC Fiscal Performance



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30

2018-21 ICVB Board of Directors Strategic Plan

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31

31

Goal – Advocate for Destination-Defining Development

- Encourage the development of Iconic Attractions
- Encourage the activation of the city's Waterfronts with new Experiences
- Encourage the development and support of Tournament-Grade Facilities & Events
- Support the Development of other Destination Magnets

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32

Goal – Endeavor to Enhance the Visitor Experience

- Support the Strategic Development of Festivals and Events
- Advocate for Enhanced Infrastructure Amenities
- Support R-AB Zoning initiatives that better reflect current and emerging trends to encourage more Destination Attractions
- Support the Expansion of Unique Retail Options throughout the City

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33

Goal – Enhance the Community’s Awareness and Appreciation of Irving as a Visitor Destination

- Celebrate the Culture of the City through supporting local artists
- Develop a Strategy to Encourage Residents to be Brand Ambassadors

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34

Goal – Increase the Irving CVB’s competitiveness in the Marketplace

- Pursue Legislation to enable Irving hotels to develop a Tourism Public Improvement District, and implement the TPID
- Actively Oppose Legislation that is destructive to Irving’s Economic Viability and its Visitor Economy
- Analyze other Innovative Revenue Streams

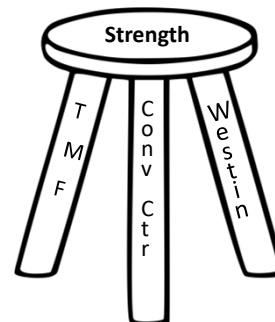
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35

Irving is moving the needle

WEEKENDS	2011	2012	2013	2014	2015	2016	2017	2018	2019 YTD
Occupancy	57.6%	61.1%	64.1%	68.8%	72.7%	72.8%	71.0%	71.8%	71.0%
ADR	\$73.05	\$71.57	\$75.64	\$78.90	\$82.39	\$85.63	\$88.49	\$89.77	\$90.98
RevPAR	\$42.06	\$43.76	\$48.51	\$54.26	\$59.86	\$62.36	\$62.80	\$64.47	\$64.59



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36

36

Our competition is moving other needles...

- Dallas, Fort Worth, Arlington, San Antonio have all created Tourism Public Improvement Districts (TPIDs)
 - Self-assessment tool for hotels to create additional sales and marketing resources
- TPID resources
 - Dallas -\$18 million for 2018-19 (2%)
 - Initial term 5 years – hotels have just renewed for 13 years
 - Fort Worth - \$4.9 million for 2018-19 (2%)
 - Arlington - \$2.9 million for 2018-19 (2%)
 - Frisco – estimated \$2.4 million, April 2020 implementation

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37

37

Irving's Potential for a TPID

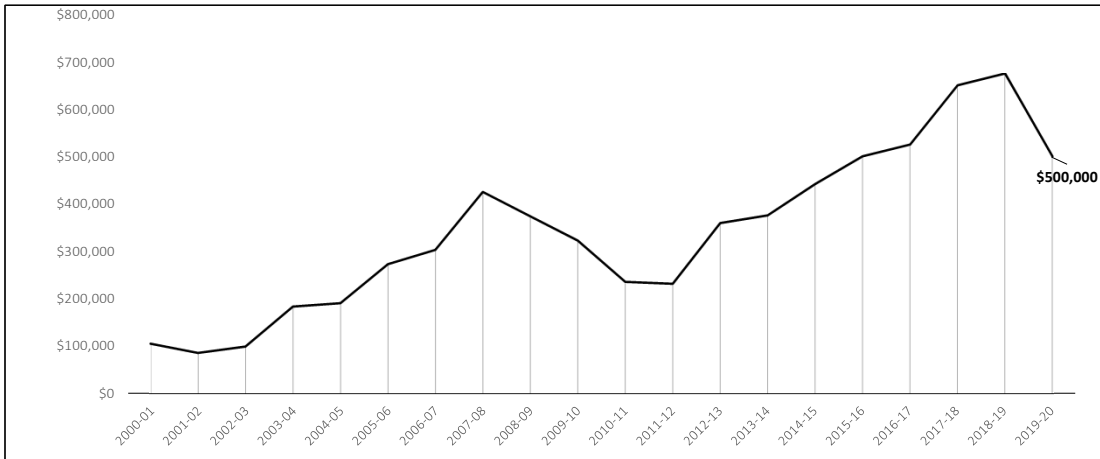
- State statutory authority was necessary first step
 - Irving City Council approved resolution to seek authority 12/13/18
 - State legislation effective September 1, 2019
- Meetings underway with local hoteliers to educate and engage
- Two-prong vote of eligible (75 rooms or more) hoteliers is next
 - 60% of hotel ownership and appraised value of Irving hotels AND 60% of properties
 - Hotels determine how implemented (currently leaning toward \$/room vs %) and annual "service plan" elements
 - Hotels create TPID Board to oversee administration of plan
- City Council authorizes the creation of the district and approves annual service plan
- Estimated start date – October 1, 2020

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38

38

BizDIP History

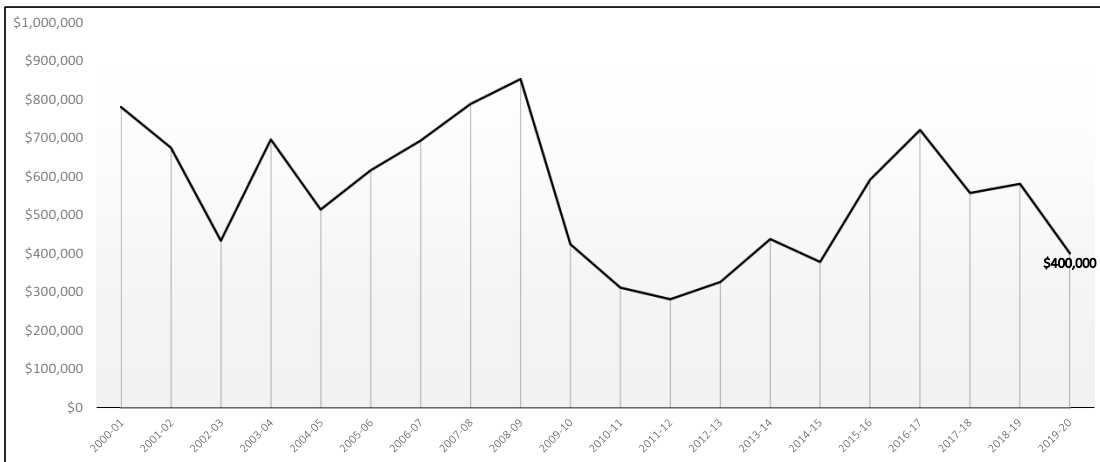


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39

Media Advertising History



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40

Irving's Visitor Economy

DOLLARS				PEOPLE		JOBS		TAXES		
\$2.95 BILLION	= \$8.1 MILLION PER DAY	\$12,185	\$ 943 MILLION	\$739 MILLION	3.95 MILLION	= 30K OVER PER DAY	23,148	\$657 MILLION	\$62.9 MILLION	\$745
TOTAL DIRECT VISITOR SPENDING IN IRVING IN 2018	VISITOR SPENDING IN IRVING ON AN AVERAGE DAY IN 2018	ANNUAL VISITOR SPENDING PER IRVING RESIDENT	SPENDING BY VISITORS STAYING IN IRVING LODGING	ECONOMIC IMPACT OF GROUP MEETINGS IN IRVING	TOTAL IRVING VISITORS IN 2018	NUMBER OF VISITORS ON AN AVERAGE DAY IN IRVING IN 2018	TOTAL JOBS SUPPORTED BY THE IRVING VISITOR INDUSTRY	TOTAL PAYROLL FOR THE IRVING VISITOR INDUSTRY	TAXES GENERATED BY THE IRVING VISITOR INDUSTRY IN 2018	TAX REVENUES GENERATED PER IRVING HOUSEHOLD

Source: 2019 Irving Visitor Industry Economic Impact Reports; Destination Analysts, Inc.

41

41

Questions?

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42

42



City Holiday/No Trash Collection

There will be no residential trash, curbside recycling or brush collection Dec. 24-25 and Jan 1. In addition, the following facilities will be closed:

- City Hall
- Heritage Aquatic Center
- Hunter Ferrell Landfill
- Irving Animal Care Campus
- Irving Arts Center
- Libraries
- Recreation centers

The North Lake Natatorium will be closed Dec. 22-Jan. 5. All other city offices and services will resume normal business hours Dec. 26 and Jan. 2. ■



Check out tips to brighten the season, including the Christmas Tree Roundup, cooking oil recycling, fire safety tips and the designated Exchange Zone.

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DECEMBER 2019 / VOL 26 / NO 12



CityofIrving.org



Celebrate the Season with Irving's Holiday Happenings

The city's holiday festivities are in full swing. The lights at Centennial Park, the Police and Fire Blue Christmas events and the Holiday Parade and Tree Lighting let residents enjoy a variety of classic holiday traditions.

Lights at Centennial Park

This year's display is open to the public from dusk to 10 p.m. Dec. 7-25, weather permitting. The free light display affords a leisurely stroll through one of the jewels of Irving's Heritage District, Centennial Park at 444 W. Second St.

The park is decorated with 60,000 lights on the fences, trees and bridge. Walkways are lighted on each side to keep pathways visible for visitors after dark. On-duty employees wear uniforms day and night, clearly identifying them as city staff, so that visitors can ask any questions they have about the decorations. Portable restrooms are available. No bike riding through the display. For more information, contact Parks and Recreation at (972) 721-2501.

Chili Cook-off

The Police and Fire Blue Christmas organization's ninth annual chili cook-off will be held from 9 a.m. to 4 p.m. Dec. 7 at Heritage Park, 217 S. Main St. The contestant fee is \$25 for the chili competition. Chili enthusiasts can taste entries for \$10.

The event will feature various family friendly attractions and Santa Claus will make an appearance. All event proceeds benefit Irving children and families in

need during Christmas. For more information, visit IrvingPoliceandFireBlueChristmas.org.

Holiday Parade and Tree Lighting

The Holiday Parade and Tree Lighting begins at 5 p.m. Dec. 7 with a parade through the Heritage District. New this year: lights! Parade-goers can expect a lit-up procession of floats traveling through the historic Heritage District in downtown Irving. Immediately following the parade, the tree lighting ceremony and fireworks show will take place outside City Hall, 825 W. Irving Blvd. Free hot chocolate will be available for attendees of the tree lighting, while supplies last.

This year's theme is Santa's Workshop in the North Pole. Parade participants are tasked with designing floats around the theme. Santa Claus will make his debut at the end of the parade officially marking the start of the holiday season. Parking and admission to the event are free. Food and beverage vendors will be on-site for purchase. For more information, visit IrvingEvents.org.

Pancake Breakfast

The Police and Fire Blue Christmas organization's annual Fireman's Pancake Breakfast will be served from 9 to 11 a.m. Dec. 14 at Plymouth Park Baptist Church, 1714 N. Story Road. Irving firemen will serve pancakes, bacon, sausage and various beverages to adults for \$10 and \$5 for ages 10 and younger. Santa Claus will arrive in a fire truck. Visit IrvingPoliceandFireBlueChristmas.org for more information. ■

BRING HOLIDAY CHEER TO A SHELTER ANIMAL

Irving Animal Services (IAS) wants to bring the holiday magic to the Irving Animal Care Campus (IACC). This year, animal lovers can give joy to a shelter animal during this IAS December event.

Home for the Holidays

This holiday season, cozy up with a lovable companion from the Irving Animal Care Campus, 4140 Valley View Lane. All pets are free to adopt Dec. 17-21 during the IACC's "Home for the Holidays" adoption event.

The animal shelter hours are 11 a.m. to 6 p.m. Tuesday through Friday and 10 a.m. to 5 p.m. Saturday. Adoptions must be processed 30 minutes prior to closing. For more adoption information and a list of adoptable pets visit CityofIrving.org/2086/Adopt. ■



BLUE CHRISTMAS TOY AND FOOD DRIVE

The annual Blue Christmas toy and food drive returns for the holiday season. Donations of new, unwrapped toys and nonperishable food items can be dropped off at any Irving Fire Station through Dec. 31.

Those planning to donate items, and cannot make it by a fire station, can drop them off from 5 to 9 p.m. Dec. 10 at Walmart, 4100 W. Airport Freeway.



Visit IrvingPoliceandFireBlueChristmas.org for more information. ■

Irving Animal Shelter's Comfort and Joy Drive

This year, consider gifting comfort and joy to a shelter animal. During December, Irving Animal Services (IAS) will accept donations for its Comfort and Joy Drive at the Irving Animal Care Campus (IACC), 4140 Valley View Lane.

Items on every IAS pet's wish list include:

- Large blankets
- Toys
- Treats
- Canned food

Residents and organizations are encouraged to grab a Comfort and Joy Drive tag before shopping. Tags are available at the IACC-decorated tree located in the lobby or online at CityofIrving.org/Comfort-and-Joy-Drive.

Shopping on Amazon? Residents also can select items on the IAS Amazon Wish list to donate to the shelter. Items purchased from the wish list will be delivered to the shelter. To view the wish list, visit the Popular Links bar at CityofIrving.org/Animal-Services.



Donations will be accepted from 11 a.m. to 6 p.m. Tuesday through Friday and 10 a.m. to 5 p.m. Saturday. The last day of the donation drive is Jan. 2.

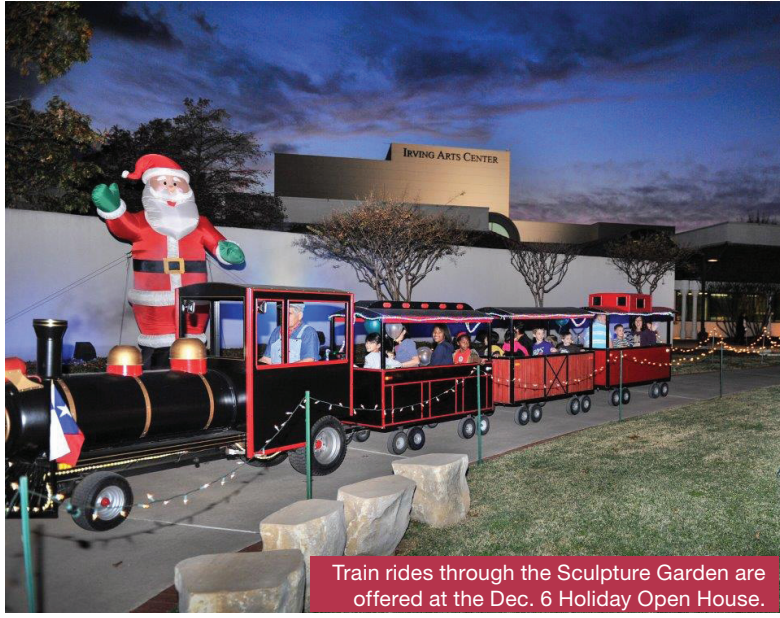
Visit CityofIrving.org/Animal-Services or call (972) 721-2256 for more information. ■

JOIN IRVING MAYOR AT THE 2020 STATE OF THE CITY

Join the Irving business community from 11:30 a.m. to 1 p.m. Jan. 16 for the 2020 State of the City held at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. It will feature Mayor Rick Stopfer talking about Irving-Las Colinas's successes during 2019.

This event is open to the public. Individual tickets are available to Irving-Las Colinas Chamber of Commerce members for \$95 each and \$105 for nonmembers.

To reserve a seat, call (214) 217-8484 or visit Local.IrvingChamber.com/Events. ■



Train rides through the Sculpture Garden are offered at the Dec. 6 Holiday Open House.



Bring the kids and a camera for pictures with Santa Dec. 7, 14 and 21.

Irving Arts Center Celebrates a Holiday of Masterpieces

Irving Arts Center, 3333 N. MacArthur Blvd., is a Smithsonian affiliate institution that is home to many forms of art and entertainment. To learn more, visit IrvingArtsCenter.com or call (972) 252-7558.

Family Fun

Dec. 5 | JumpstART Stories and Art: Deck The Halls, Art of The Holidays

10 a.m. | Ages 2 and older | Free
Explore new stories and fun art projects on the first Thursday of each month during this creative story time, which combines art and children's literature. For the December edition, families are invited to Deck the Halls ... and walls! Gather around for story time followed by a craft project. Then, while the paint dries, take a spin around the galleries. All supplies provided.

Dec. 6 | Irving Arts Center's 27th Annual Holiday Open House

5:30 to 7:30 p.m. | Free
Irving Arts Center's annual Holiday Open House gives visitors a chance to meet Santa Claus for a photo op; take a train ride through the sculpture garden; and wander through a wonderland of decorated trees, with artwork by Irving ISD elementary students. Enjoy performances, holiday-themed art projects, refreshments and much more!

- Annual Holiday Open House Features Include:**
- Santa Selfies
 - Train Rides
 - Cookies
 - Stiltwalkers
 - Jugglers
 - Holiday Cards
 - Craft Projects
 - Photo Ops
 - Giveaways
 - Performances

Dec. 6 | ARTrageous! (Holiday Open House Performance)

7:30 p.m. | Free (but requires a ticket)
At the conclusion of Irving Arts Center's Annual Holiday Open House, ARTrageous will deliver a performance featuring colorful, live painting to rock and pop music inspired by the troupe's vocalists, musicians and dancers. Tickets will be distributed beginning at 5:30 p.m. No advanced tickets or reservations will be offered.



ARTrageous

Dec. 7, 14 and 21 | Santa Saturdays with Holiday Cards and Crafts

2 to 4 p.m. | Free
Do not get caught waiting hours in line for a mall Santa! Take selfies with Santa, make holiday cards and crafts, and enjoy holiday decorations throughout Irving Arts Center.

Dec. 8 | Second Sunday Funday: A Holiday of Masterpieces

1 to 4 p.m. | Free
Every second Sunday, Irving Arts Center hosts Family Funday — offering free craft projects that are fun for the whole family. Guided tours of the exhibitions will be offered at 2:30 p.m. All supplies are provided.

Ticketed Performances

Dec. 1 | "Nutcracker" presented by Momentum Dance Company

1:30 and 7:30 p.m. | Carpenter Hall | \$15-\$25
Momentum Dance Company celebrates its 15th Anniversary Season with a special production of the "Nutcracker." Artistic Director Jacquelyn Ralls Forcher's production features surprises and twists to the choreography and guest artists, Juliann McAloon and Ronnie Underwood, appearing as the Sugar Plum Fairy and her Cavalier.

Dec. 7-8 | "The Nutcracker" presented by Ballet Ensemble of Texas

2:30 and 7:30 p.m. | Carpenter Hall | \$25-\$30
Ballet Ensemble of Texas presents their exquisite, annual production of "The Nutcracker" for general audiences, as well as balletomanes who follow the dancers of tomorrow!

Dec. 12-14 | "Have Yourself a Broadway Little Christmas" presented by MainStage

7:30 p.m. | Dupree Theater | \$31.50
"Have Yourself a Broadway Little Christmas" brings together favorite holiday songs made famous through Broadway shows and movie musicals. Guests will be swept away by hits from Irving Berlin's "White Christmas," "Mame," "How the Grinch Stole Christmas," "Songs for a New World," "Holiday Inn," Broadway's "Elf" and many more. The evening will conclude with a holiday sing-along and auction.

Dec. 13 | "Holiday in Sound" presented by Irving Symphonic Band

7:30 p.m. | Carpenter Hall | \$6-12
The Irving Symphonic Band marches into the holidays with the sounds of the season.

Dec. 14 | "Home for the Holidays" presented by Irving Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$38-\$49
Irving Symphony Orchestra rings in the holidays with a performance featuring soprano Haley Sicking, guest artists and The Irving Choral.

Dec. 15 | "Connections: Great American Landscapes" presented by New Philharmonic Orchestra of Irving

3:30 p.m. | Carpenter Hall | \$10-\$20
Program features Jerome Moross' music for the film "Big Country," William Grant Still's "The Far West Suite," Aaron Copeland's suite from the ballet "Appalachian Spring" and Ferde Grofe's "Grand Canyon Suite."

Dec. 21 | "The Nutcracker" presented by The Colleyville Ballet

2 and 7 p.m. | Dupree Theater | \$32-\$45
The student performance company of Marina Almayeva School of Classical Ballet in Colleyville performs "The Nutcracker."

Dec. 21 | Nicholas Newton presented by Las Colinas Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50
The concert features Nicholas Newton on bass baritone, a holiday sing-along and performances of classical holiday compositions by composers such as Pietro Locatelli and Michael Torke.

In the Galleries

Free guided gallery tours are offered at 6:30 p.m. Thursdays and 2:30 p.m. Sundays.

2019 IAA Traveling Animal Art Competition and Exhibition

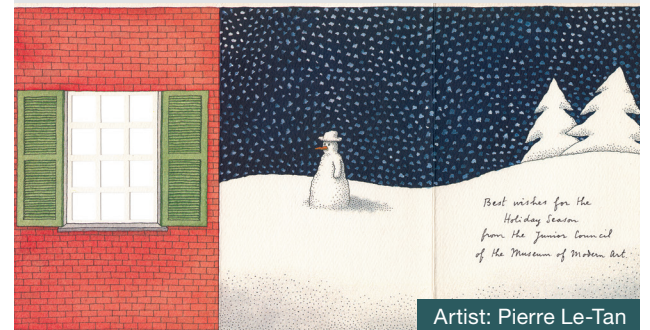
Through Jan. 12 | Courtyard Gallery
Award-winning entries and curated selections from the Irving Art Association's annual Animal Art Competition and Exhibition.



Artist: Ruben Contreras

Season's Greetings: Holiday Cards by Celebrated Artists from The Monroe Wheeler Archive

Through Jan. 12 | Focus Gallery
Holiday cards created by celebrated artists from the private collection of Vincent Cianni, New York, are on display. The exhibition is organized by art2art Circulating Exhibitions.



Artist: Pierre Le-Tan

Some Illustrator: Pictures by Melissa Sweet

Through Jan. 26 | Dupree Lobby
This exhibition features works of art created by acclaimed author, illustrator and artist Melissa Sweet. She has won several awards for her illustrations, most notably a Caldecott Honor in 2009 for "A River of Words" and in 2015 for "The Right Word," both by Jen Bryant. The exhibition is organized by the National Center for Children's Illustrated Literature.



"The Right Word" - "Roget and His Thesaurus," 2014

Ed Wheeler: Santa Classics

Through Jan. 26 | Carpenter Lobby Gallery
Santa Classics is a series of images created by artist and photographer Ed Wheeler. He imagines Santa entering into great masterworks of art, with humor and reverence for the originals.



"A Friend in Need" by Cassius Marcellus Coolidge

27th Annual Holiday Exhibition and Tree Decorating Competition

Dec. 1-31 | Main Gallery
One of the community's annual traditions, the gallery will be transformed into a holiday wonderland! Artwork by Irving ISD elementary students will deck the halls, and the space will be filled with trees decorated by schools and other Irving-based organizations competing for cash prizes! The public is invited to vote for their favorites in person, through Dec. 15, and online, via the Irving Arts Center's Facebook page, through Dec. 31.



Annual Tree Decorating Exhibition

Gallery Hours

9 a.m. to 5 p.m. Mon., Tues., Wed. and Fri.;
9 a.m. to 8 p.m. Thur.; 10 a.m. to 5 p.m. Sat.;
and 1 to 5 p.m. Sun.

City of Irving Parks and Recreation Classes

Registration is at 6 p.m. Jan. 7 at all full-time and school recreation centers. Classes begin Jan. 13 and end March 7.

CIMARRON PARK RECREATION CENTER / 201 Red River Trail / (972) 910-0702
Hours: Mon, Wed, Fri : 6 a.m.–10 p.m. / Tue, Thu : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. / Sun : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	9:30 a.m.–noon	Preschool Camp (M,W,F)	3-5	\$30
Tue	9:15-10 a.m.	Winter Crafts	3-5	\$5
	10-11:30 a.m.	Preschool Soccer	3-5	\$5
YOUTH CLASSES				
Mon	4-5:30 p.m.	Walk the Runway Model Bootcamp	6-up	-0-
	6-7 p.m.	Xbox NFL	5-11	-0-
	7-8 p.m.	Table Tennis 101	5-11	-0-
	8-9 p.m.	Foosball Time	5-11	-0-
Tue	3:30-5 p.m.	Youth Social (T,Th)	5-11	-0-
	6:30-8:30 p.m.	Volley Elite (ongoing class)	6-up	-0-
Wed	4-5:30 p.m.	Creative Tees and Design	5-11	\$5
	7-8 p.m.	Xbox NBA	5-11	-0-
Thu	1-2:30 p.m.	Home-School Program	5-17	-0-
Fri	6-9 p.m.	Parent's Night Out	K-5 grade	\$5/night
TEEN CLASSES				
Wed	6-7 p.m.	Teen Social	11-17	-0-
	8-9 p.m.	DJ 101	11-17	-0-
SENIOR CLASSES				
Mon	2-3 p.m.	Senior Fitness Hour (M,W,F)	50-up	IPAR card
Thu	9:30-11 a.m.	Senior Breakfast Club	50-up	IPAR card

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS
Members interested in year-round programs may contact the instructor for space availability and to register for classes.

DAY	TIME	CLASS	AGE	FEE
Mon	6-7 a.m.	Zumba (M,W,F)	18-up	\$50 mo.
	9 a.m.-noon	RARE Learning-Early Learners (M-F)	3-6	\$175/\$255 \$340/\$410
	9:15-10:15 a.m.	Jacki Sorensen's Dance Aerobics (M,Th)	18-64/ 65-up	\$12/\$10/\$3 class
	noon-1 p.m.	Gymnastics (M,W)	2-5	\$65 mo.
	3:30 p.m.	Piano Lessons (M-F)	5-16	\$90 mo.
	4-4:45 p.m.	Basketball Skills: Level 1 (M,W,F)	5-17	\$30 week
	4:15 p.m.	Piano Lessons (M-F)	5-16	\$90 mo.
	4:45-5:30 p.m.	Basketball Skills: Level 2 (M,W,F)	5-17	\$30 week
	5 p.m.	Piano Lessons (M-F)	5-16	\$90 mo.
	5-6 p.m.	Chess (M,W,F)	6-up	\$10 class
	5:15-6 p.m.	The Grow Music and Dance Program: Ballet and Tap	3-5	\$40 mo.
	5:30-6:15 p.m.	Basketball Skills: Level 3 (M,W,F)	5-17	\$30 week
	5:45 p.m.	Piano Lessons (M-F)	5-16	\$90 mo.
	6-7 p.m.	Belly Fit	18-up	\$40 mo.
	6-7 p.m.	Chess (M,W,F)	6-up	\$10 class
	6:15-7 p.m.	Basketball Skills: Level 4 (M,W,F)	5-17	\$30 week
	6:30 p.m.	Piano Lessons (M-F)	5-16	\$90 mo.
	7-8 p.m.	Belly Dancing	18-up	\$40 mo./\$10 class
	7-8 p.m.	Fitness to You (M,W)	18-up	\$5 class
	7-9:30 p.m.	DFW Table Tennis	7-up	\$40 mo./\$3 class
Tue	10 a.m.-noon	Mom and Tots Play and Learn Rare Learning (T,Th)	24-36 mos.	\$69/4 weeks
	5:30-6:30 p.m.	Okinawan Karate (T,Th)	7-up	\$60 mo.
	6:30-7:30 p.m.	Okinawan Karate Adv./Int.	7-up	\$60 mo.
Wed	5-7 p.m.	Junior Youth Empowerment Program	10-14	-0-
	5:30-6:30 p.m.	Ballet and Tap	2-5	\$45 mo.
Thu	6:30-7:30 p.m.	Okinawan Kobudo	7-up	\$50 mo.
	7:30-8:30 p.m.	Okinawan Karate Blackbelt	7-up	\$60 mo.
Fri	9:30-10:15 a.m.	The Grow Music and Dance Program: Ballet and Tap	3-5	\$40 mo.
Sat	9-10 a.m.	Tennis Lessons Juniors	9-12	\$40 mo.
	9 a.m.-noon	DFW Table Tennis	7-up	\$40 mo./\$3 class
	10-11 a.m.	Tennis Lessons Juniors	12-up	\$40 mo.
	11 a.m.-noon	Tennis Lessons Juniors	12-up	\$40 mo.

OPEN GYM BASKETBALL				
Mon	6-9 a.m. / noon-3 p.m.	(pickleball)		
Tue	noon-3 p.m.	(badminton) / 4-5:25 p.m. (basketball)		
Wed	6-9 a.m.	(basketball) / noon-3 p.m. (pickleball) / 8:15-9:30 p.m. (basketball)		
Thu	11 a.m.-1 p.m. / 4-5:25 p.m.	(basketball)		
Fri	6-9 a.m.	(basketball) / noon-3 p.m. (pickleball) / 7-9:30 p.m. (volleyball)		
Sat	1-3 p.m.	(basketball) / 3-4:30 p.m. (badminton)		
Sun	1-3 p.m.	(badminton) / 3-4:30 p.m. (basketball)		

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

GEORGIA FARROW RECREATION CENTER AT WEST PARK / 530 Davis Drive / (972) 721-2519
Hours: Mon-Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	9:15-10 a.m.	Preschool Math	3-5	-0-
	10-11 a.m.	Preschool Basketball Skills	3-5	-0-
	11 a.m.-noon	Preschool Counting	3-5	-0-
	noon-1 p.m.	Tissue Art	3-5	\$5
Tue	9:15-10 a.m.	Breakfast Time	3-5	\$5
	10-11 a.m.	Preschool Soccer	3-5	-0-
	11 a.m.-noon	Identifying Matching	3-5	-0-
	noon-1 p.m.	Preschool Geography	3-5	-0-
Wed	9:15-10 a.m.	Stretching and Running	3-5	-0-
	10-11 a.m.	Preschool T-Ball Skills	3-5	-0-
	11 a.m.-noon	Snack-a-Tack and Movie	3-5	-0-
	noon-1 p.m.	Color by Numbers	3-5	-0-
Thu	9:15-10 a.m.	Piece The Puzzle	3-5	-0-
	10-11 a.m.	Preschool Golf	3-5	-0-
	11 a.m.-noon	Obstacle Course	3-5	-0-
	noon-1 p.m.	Preschool Writing	3-5	-0-
Fri	9:15-10 a.m.	Learning ABC's	3-5	-0-
	10-11 a.m.	Gym Mania	3-5	-0-
	11 a.m.-noon	Painting Fun	3-5	\$5
	noon-1 p.m.	Preschool Language	3-5	-0-
Sat	9:15-10 a.m.	Morning Games	3-5	-0-
	10-11 a.m.	Spanish Basics	3-5	-0-
	11 a.m.-noon	House of Cards Building	3-5	-0-
YOUTH CLASSES				
Mon	3:15-4 p.m.	Youth Sports	5-11	-0-
	4-5 p.m.	Tissue Design	5-11	\$5
	5-6 p.m.	Xbox and PS4 Gaming	5-11	-0-
Tue	3:15-4 p.m.	Youth Flag Football	5-11	-0-
	4-5 p.m.	Creating Chef	5-11	\$5
	5-6 p.m.	Beginning Chess Time	5-11	-0-
Wed	3:15-4 p.m.	Youth Basketball	5-11	-0-
	4-5 p.m.	Beads and Bracelets	5-11	\$5
Thu	3:15-4 p.m.	Youth Soccer	5-11	-0-
	5-6 p.m.	Dominoes Challenge	5-11	-0-
Fri	3:15-4 p.m.	Youth Dodgeball	5-11	-0-

GEORGIA FARROW RECREATION CENTER AT WEST PARK / 530 Davis Drive / (972) 721-2519
Hours: Mon-Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m.

DAY	TIME	CLASS	AGE	FEE
YOUTH CLASSES				
Fri	4-5 p.m.	Fuse Beads	5-11	\$5
	5-6 p.m.	Laser Tag	5-11	-0-
Sat	1-2 p.m.	UNO Challenge	5-11	-0-
TEEN CLASSES				
Tue	6:15-7 p.m.	Total Body Pump	11-17	-0-
	7-8 p.m.	Big Sis and Little Sis	11-17	-0-
Wed	6:15-7 p.m.	Madden NFL 20	11-17	-0-
	7-8 p.m.	Autumn Art	11-17	-0-
Thu	6:15-7 p.m.	Healthy Fall Snack	11-17	\$5
	7-8 p.m.	Spade Challenge	11-17	-0-
Sat	3-4 p.m.	Art Therapy Coloring	11-17	-0-
ADULT CLASSES				
Mon	6:15-7 p.m.	Cross Country Running	18-up	-0-
	7-8 p.m.	Treadmill Workout	18-up	\$5
	8-9 p.m.	Intro. Painting	18-up	\$5
Tue	8-9 p.m.	Beginning Fitness	18-up	\$10
Wed	8-9 p.m.	One Mile Prep.	18-up	\$5
Thu	8-9 p.m.	Ladies' Stretch and Toning	18-up	\$5
Fri	6-7 p.m.	Book Swap	18-up	-0-
	8-9 p.m.	Table Tennis Skills	18-up	-0-
SENIOR CLASSES				
Fri	7-8 p.m.	Senior Work	50-up	\$5

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS
Members interested in year-round programs may contact the instructor for space availability and to register for classes.

DAY	TIME	CLASS	AGE	FEE
Mon	4:30-6 p.m.	S and F Athletes (Mentoring and Wellness) (M,Th)	7-17	-0-
	5:30-8 p.m.	Mentoring Basketball	12-18	-0-
	7-8 p.m.	Zumba (M-F)	12-up	\$35 mo.
Thu	6:30-9 p.m.	Free Play Volleyball	15-up	IPAR card
Fri	5:30-9:45 p.m.	R.I.S.E. Quad Rugby	18-up	TBA
Sat	9 a.m.-1 p.m.	R.I.S.E. Quad Rugby	18-up	TBA

OPEN GYM BASKETBALL				
Mon	noon-4 p.m. / 8-9:45 p.m.			
Tue	noon-4 p.m.			
Wed	noon-4 p.m.			
Thu	noon-4 p.m. / 8-9:45 p.m.			
Fri	noon-4 p.m.			
Sat	1-4:45 p.m.			

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

HERITAGE SENIOR CENTER / 200 S. Jefferson St. / (972) 721-2496
Hours: Mon, Thu, Fri : 8 a.m.–9 p.m. / Tue : 8 a.m.–10 p.m. / Wed : 8 a.m.–5 p.m. / Sat : 9 a.m.–1 p.m. Membership required to participate in activities.

DAY	TIME	CLASS	AGE	FEE
ADULT CLASSES				
Mon	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
	9:30-10:30 a.m.	Texercise Classic	50-up	-0-
	10-10:40 a.m.	Tai Chi for Arthritis/Fall Prevention	50-up	\$5 (includes Qigong)
	10-11 a.m.	ESL (English as a Second Language)	50-up	-0-
	10-11:30 a.m.	Fit-4-Life	50-up	\$35 mo.
	10:45-11:20 a.m.	Qigong and the Art of Relaxation	50-up	\$5 (includes Tai Chi for Arthritis)
	10:45-11:45 a.m.	Assisted Chair Yoga	50-up	\$35 mo./\$8 class
	12:30-3:30 p.m.	42 (Dominoes)	50-up	-0-
	12:30-4:30 p.m.	Beg. Bridge	50-up	-0-
	2-4 p.m.	The Lively Steppers	50-up	-0-
	5-6 p.m.	Int. Tahitian Dance	18-up	\$50 mo.
	6-7 p.m.	Yoga	18-up	\$35 mo./\$8 class
	6-7 p.m.	Hula Lessons	18-up	\$25 mo.
	6-7:30 p.m.	Bingo	50-up	Covered Dish + 2 prizes
	7-8 p.m.	Hula Part B (for those who have studied Hula)	18-up	\$25 mo. Hula students, \$35 non-Hula students
	7-8 p.m.	Heritage Singers (2nd, 3rd, 4th, 5th Mon)	50-up	\$10 Yearly + Heritage Membership
Tue	8:20-9:30 a.m.	Stretch and Tone	50-up	\$5 mo.
	9-11 a.m.	Wood Carving	50-up	-0-
	10-11 a.m.	Gospel Singing	50-up	-0-
	10-11:30 a.m.	Senior Computer Club	50-up	-0-
	12:30-3:30 p.m.	42 (Dominoes)	50-up	-0-
	12:30-4:30 p.m.	Hand and Foot	50-up	-0-
	12:30-4:30 p.m.	Adv. Bridge	50-up	-0-
	1-3 p.m.	Busy Fingers Quilting Club	50-up	-0-
	6-7 p.m.	Evening Aerobics	18-up	\$15 mo.
	6:30-9:30 p.m.	Ceramics	18-up	\$15 mo.
	7-9:15 p.m.	Dance	18-up	\$6 weekly
Wed	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
	9:30-11 a.m.	History By The Slice	50-up	-0-
	10 a.m.	Nutrition 101 (2nd Wed)	50-up	-0-
	10-10:40 a.m.	Tai Chi for Arthritis/Fall Prevention	50-up	\$5 (includes Qigong)
	10-11 a.m.	ESL (English as a Second Language)	50-up	-0-
	10-11 a.m.	Blood Pressure Screening (3rd Wed)	50-up	-0-
	10:45-11:20 a.m.	Qigong and the Art of Relaxation	50-up	\$5 (includes Tai Chi for Arthritis)
	10:45-11:45 a.m.	Assisted Chair Yoga	50-up	\$35 mo./\$8 class
	noon-1 p.m.	Yoga	18-up	\$35 mo./\$8 class
	1-3:45 p.m.	Line Dance	18-up	\$20 mo./\$6 class
	1:30-3:30 p.m.	Open Jam Session	50-up	-0-
Thu	8:20-9:30 a.m.	Stretch and Tone	50-up	\$5
	10-11:15 a.m.	Bingo	50-up	\$1
	12:15-3:30 p.m.	42 (Dominoes)	50-up	-0-
	12:30-4 p.m.	Adv./Int. Bridge	50-up	-0-
	12:30-4:30 p.m.	Hand and Foot	50-up	-0-
	1-2 p.m.	Fitness Room Orientation (2nd, 4th Thu, appt. req.)	50-up	-0-
	6-7 p.m.	Evening Aerobics	18-up	\$15 mo.
	6-8:30 p.m.	Bunko	50-up	\$8 mo.
	7-8 p.m.	Great Book Club (3rd Thu)	50-up	-0-
	7-8 p.m.	Writing and You (1st, 2nd, 4th Thu)	50-up	-0-
Fri	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
	9 a.m.-noon	Mah Jongg	50-up	-0-; inst. book \$1
	9 a.m.-noon	Ceramics	50-up	\$15 mo.
	10-11 a.m.	Fit-4-Life	18-up	\$35 mo.
	10-11:30 a.m.	Investor's Information Exchange	50-up	-0-
	10-11:45 a.m.	Friday at the Movies (2nd Fri)	50-up	-0-
	noon-5 p.m.	Canasta	50-up	-0-
	1-2:30 p.m.	Spanish Club	50-up	-0-
	5:30-6:15 p.m.	Sign up for Texas Hold 'Em	50-up	\$3 session
	5:30-6:30 p.m.	Zumba	18-up	\$20 mo./\$5 class
	6:20-8:30 p.m.	Texas Hold 'Em (2nd and 4th Fri)	50-up	Heritage Membership required w/signup fee

City of Irving Parks and Recreation Classes

Registration is at 6 p.m. Jan. 7 at all full-time and school recreation centers. Classes begin Jan. 13 and end March 7.

HERITAGE SENIOR CENTER / 200 S. Jefferson St. / (972) 721-2496
Hours: Mon, Thu, Fri : 8 a.m.–9 p.m. / Tue : 8 a.m.–10 p.m. / Wed : 8 a.m.–5 p.m. / Sat : 9 a.m.–1 p.m. Membership required to participate in activities.

DAY	TIME	CLASS	AGE	FEE
Sat	9:30-10:30 a.m.	Yoga	18-up	\$35 mo./\$8 class

SPECIAL EVENTS				
Jan. 20	10:30-11:30 a.m.	MLK Recognition	50-up	-0-
Jan. 25	10 a.m.-10 p.m.	Crop-til-U-Drop	18-up	\$12
Feb. 6	9:45-11:15 a.m.	Breakfast Bingo	50-up	\$2
Feb. 14	10-11:30 a.m.	Vintage Tea Party	50-up	\$6

LEE PARK RECREATION CENTER / 3000 Pamela Drive / (972) 721-2508
Hours: Mon–Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. / Sun : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	10 a.m.-noon	Preschool Mini Camp (M,W,F)	3-5	\$50
Tue	10-11 a.m.	Soccer Skills	3-5	-0-
	11 a.m.-noon	Hands-on Activities	3-5	\$5
	noon-1 p.m.	Races and Relays	3-5	-0-
Thu	10-11 a.m.	Bikes and Trikes	3-5	-0-
	11 a.m.-noon	Fuse Bead Creations	3-5	\$5
	noon-1 p.m.	Intro to Sports	3-5	-0-
Sat	9-10 a.m.	Crafty Kids	3-5	\$5
	10-11 a.m.	T-Ball Drills	3-5	-0-

YOUTH CLASSES				
Mon	3:15-6 p.m.	After-School Program	K-5 grade	\$180/6 weeks
	4-5 p.m.	Homework Help	5-11	-0-
	6:30-7:30 p.m.	Futsal	5-11	-0-
	7:30-8:30 p.m.	Family Game Night	10-up	-0-
Tue	2-3 p.m.	Home-School Gym Adventures	6-14	-0-
Wed	4-5 p.m.	Dodgeball Mania	5-11	-0-
Thu	2-3 p.m.	Home-School P.E. Tennis	6-14	-0-
Fri	2-3 p.m.	Home-School Whiffle Ball	6-14	-0-
	4-5 p.m.	Tag-A-Palooza	5-11	-0-
	6-9 p.m.	Parent's Night Out	K-5 grade	\$10 week
Sat	11 a.m.-noon	Penmanship Practice	5-11	-0-

TEEN CLASSES				
Tue	4-5 p.m.	Name Your Sport	11-17	-0-
	6-7 p.m.	String Art	11-17	\$5
	7-8 p.m.	Teen Racquetball	13-17	\$5
Wed	6:30-7:30 p.m.	Futsal	11-17	\$5
	7:30-8:30 p.m.	Cross Country Running	13-17	-0-
Thu	4-5 p.m.	Boot Camp	11-17	-0-
Sat	1-2 p.m.	College Planning	11-17	-0-
	2-3 p.m.	Jewelry Making	11-17	\$5

ADULT CLASSES				
Mon	8:30-9:30 p.m.	Building Strength	18-up	\$5
Tue	8-9 p.m.	Circuit Craze	18-up	\$5
	9-9:45 p.m.	Cardio Endurance	18-up	\$5
Wed	8:30-9:30 p.m.	Lower Body Toning	18-up	\$5
Sat	3-4 p.m.	Adult Racquetball	18-up	\$5
	4-4:45 p.m.	Ping Pong Challenge	18-up	\$5

SENIOR CLASSES				
Tue	9:15-10 a.m.	Senior Strength and Flexibility (T,TH)	50-up	\$20

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS
Members interested in year-round programs may contact the instructor for space availability and to register for classes.

DAY	TIME	CLASS	AGE	FEE
Mon	9:15-10 a.m.	Yoga for Seniors (M,W,F)	50-up	\$25 mo.
	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-7 p.m.	Yoga II (M,W)	18-up	\$35 mo.
	6:30-7:30 p.m.	Zumba Fitness	18-up	\$20 mo.
Tue	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-9 p.m.	USA Go Ju Karate (T,F)	6-up	\$35 mo.
Wed	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-7 p.m.	Zumba Fitness	18-up	\$25 mo.
Thu	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-7 p.m.	Yoga I	18-up	\$35 mo.
Fri	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
Sat	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.

OPEN GYM BASKETBALL				
Mon	11 a.m.-4:45 p.m. / 8-9:45 p.m.	(basketball) and 11 a.m.-4:30 p.m. / 8-9:45 p.m.		(volleyball)
Tue	11 a.m.-4:45 p.m. / 8-9:45 p.m.	(basketball) and 11 a.m.-4:30 p.m.		(volleyball)
Wed	11 a.m.-4:45 p.m. / 8-9:45 p.m.	(basketball) and 11 a.m.-4:30 p.m.		(volleyball)
Thu	11 a.m.-4:45 p.m. / 8-9:45 p.m.	(basketball) and 11 a.m.-4:30 p.m.		(volleyball)
Fri	11 a.m.-4:45 p.m. / 8-9:45 p.m.	(basketball) and 11 a.m.-4:30 p.m.		(volleyball)
Sat	11 a.m.-4:45 p.m.	(basketball) and 11 a.m.-4:45 p.m.		(volleyball)
Sun	11 a.m.-4:45 p.m.	(basketball) and 1-4:45 p.m.		(volleyball)

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

LIVELY POINTE YOUTH CENTER / 909 N. O'Connor Road / (972) 721-8090
Hours: Mon–Fri : 4–9 p.m. / Sat : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
TEEN CLASSES				
Mon	4-5 p.m.	Weight Room Orientation (M,W)	12-18	-0-
	5:30-6:30 p.m.	Gaming League	12-18	-0-
	6-7 p.m.	Snack Attack	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7:30-8:30 p.m.	Technology Tutoring	12-18	-0-
Tue	4-5 p.m.	PS4 NBA 2K	12-18	-0-
	5-6 p.m.	Knockout Basketball	12-18	-0-
	5-6 p.m.	Trail Walk	12-18	-0-
	6-7 p.m.	Billiard League	12-18	-0-
	7:30-8:30 p.m.	Volleyball Skills and Drills	12-18	-0-
Wed	4-5 p.m.	Weight Room Orientation (M,W)	12-18	-0-
	5-6 p.m.	Homework Help	12-18	-0-
	6-7 p.m.	Let's Make Up	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7:30-8:30 p.m.	Treadmill Training	12-18	-0-
Thu	4-5 p.m.	PS4 FIFA	12-18	-0-
	5-6 p.m.	Homework Help	12-18	-0-
	6-7 p.m.	Girls' Fitness	12-18	-0-
	6-7 p.m.	Irving Youth Action Council Mtg. (2nd and 4th Th)	12-18	-0-
	7-9 p.m.	Indoor Soccer Free Play	12-18	-0-
Fri	4-5 p.m.	PS4 Madden	12-18	-0-

LIVELY POINTE YOUTH CENTER / 909 N. O'Connor Road / (972) 721-8090
Hours: Mon–Fri : 4–9 p.m. / Sat : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
Fri	5-6 p.m.	Ping Pong League	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7:30-9 p.m.	Lively Film Club	12-18	-0-
Sat	1-2 p.m.	UNO Challenge	12-18	-0-
	2-3 p.m.	Minecraft for Beginners	12-18	-0-
	3-4 p.m.	Gym Games	12-18	-0-
	4-5 p.m.	Full Court Basketball	12-18	-0-

OPEN GYM BASKETBALL				
Mon	4-9 p.m.	(basketball)		
Tue	4-6 p.m. / 8-9 p.m.	(basketball)		
Wed	4-9 p.m.	(basketball)		
Thu	4-7 p.m. (basketball) and 7-9 p.m.	(soccer)		
Fri	4-9 p.m.	(basketball)		
Sat	1-4 p.m.	(basketball)		

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

MUSTANG PARK RECREATION CENTER / 2223 Kinwest Parkway / (972) 556-1334
Hours: Mon, Wed : 6 a.m.–10 p.m. / Tue, Thu, Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. / Sun: 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	9:30-11 a.m.	Preschool Camp I (M,W,F)	3-5	\$15
	11 a.m.-1 p.m.	Preschool Camp II (M,W,F)	3-5	\$15
Tue	9:15-10 a.m.	Bikes and Tikes	3-5	-0-
	10-11 a.m.	Winter Crafts	3-5	-0-
	11 a.m.-noon	Puzzle Time	3-5	-0-
	noon-1 p.m.	Sweet Treats	3-5	-0-
Thu	9:15-10 a.m.	Construction Paper Crafts	3-5	\$5
	10-11 a.m.	Soccer Fun	3-5	-0-
	11 a.m.-noon	Mosaic Art	3-5	\$5
	noon-1 p.m.	Dance Time	3-5	-0-

YOUTH CLASSES				
Mon	1:30-3 p.m.	Home-School Crafts	5-11	\$5
	4-5 p.m.	Puzzle Crafts	5-11	\$5
Tue	2-3 p.m.	Home-School Baking	5-11	\$5
	4-5 p.m.	Fuse Beads	5-11	\$5
	7-8 p.m.	Simple Meals	5-11	\$5
Wed	4-5 p.m.	Bead Crafts	5-11	\$5
Fri	4-5 p.m.	Mosaic Art	5-11	\$5
Sat	1-2 p.m.	Paint by Number	5-11	\$5

TEEN CLASSES				
Tue	8-9 p.m.	Table Tennis Basics	11-15	-0-
Thu	6:15-7 p.m.	Teen Softball	13-16	-0-
Sat	2-3 p.m.	Flag Football	13-16	-0-
	3-4 p.m.	Card Games	13-16	-0-

ADULT CLASSES				
Mon	6-7 p.m.	Fitness Rope	18-up	-0-
	7-8 p.m.	Mommy and Me Painting	18-up	\$5
	8-9 p.m.	Weight Training	18-up	-0-
Tue	6:15-7 p.m.	Walk-a-Thon	18-up	-0-
Wed	6:30-8:30 p.m.	Adult DIY with Natalee	18-up	\$20
Thu	7-8 p.m.	Winter Crafts	18-up	\$5
	8-9 p.m.	Cardio Hour	18-up	-0-

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS
Members interested in year-round programs may contact the instructor for space availability and to register for classes.

DAY	TIME	CLASS	AGE	FEE
Mon	9:05 a.m.-noon	RARE Learning (M-F)	3-6	TBA
	10 a.m.-noon	Moms and Tots by RARE Learning (M,W,F)	24-36 mos.	TBA
	noon-1 p.m.	Camp Gladiator (M,T,Th)	18-up	\$69 mo.
	4:30-7 p.m.	Keyboarding/Piano	5-15	\$85 mo.
	5-7 p.m.	Indoor Tennis Lessons	7-14	\$40 mo.
	5:30-6:15 p.m.	Gymnastics	4-up	\$49 mo.
Tue	4-7 p.m.	Basketball Skills (Levels 1-4)	6-18	\$25 week
	6-7 p.m.	Zumba (T,Th)	18-up	\$5 class
	6:30-9 p.m.	Soo Bakh Do Karate (T,Th)	4-up	\$30-50 mo.
	7:30-8:30 p.m.	Bootcamp	18-up	\$3 class
	8:15-9:30 p.m.	BollyX	18-up	TBA
Wed	5-7 p.m.	Indoor Tennis Lessons	7-14	\$40 mo.
	5:30-7 p.m.	Ballet and Tap	3-12	\$45 mo.
	5:30-7 p.m.	SuperTots Soccer	3-9	\$40 mo.
Thu	10:45 a.m.-12:30 p.m.	Kindermusik	0-3	TBA
Fri	6-7 p.m.	Chess	5-up	\$48 mo.
Sat	2-4 p.m.	Riaz' Art Studio	5-17	\$80 mo.

NORTHWEST PARK RECREATION CENTER / 2800 Cheyenne St. / (972) 721-2529
Hours: Mon–Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. / Sun : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	9:30-11:30 a.m.	Preschool Mini Camp (M,W,F)	3-5	\$50
Tue	9:30-10 a.m.	Little Dribblers	3-5	-0-
	10-11 a.m.	Puzzle Galore	3-5	-0-
	11 a.m.-noon	T-Ball Time	3-5	-0-
	noon-1 p.m.	Counting and Coloring	3-5	\$5
Thu	9:30-10 a.m.	Animal Alphabets	3-5	\$5
	10-11 a.m.	Dance and Play Hour	3-5	-0-
	11 a.m.-noon	Read Time	3-5	-0-
	noon-1 p.m.	Park Play Movement	3-5	-0-
Sat	9:30-10 a.m.	Soccer Skills	3-5	-0-
	10-11 a.m.	Clay Creation	3-5	\$5

YOUTH CLASSES				
Mon	1-2 p.m.	Home-School Tennis	6-14	-0-
	3:15-6 p.m.	After-School Program	K-5 grade	\$180/6 weeks
	4-5 p.m.	Dodgeball Mania	5-11	-0-
Tue	2-3 p.m.	Home-School Gym Games	6-14	-0-
	6-7 p.m.	Futsal	6-12	-0-
Wed	2-3 p.m.	Home-School P.E.	6-14	-0-
	4-5 p.m.	Game Time Slow Down	5-11	-0-
Fri	2-3 p.m.	Home-School Hockey	6-14	-0-
	4-5 p.m.	How to Draw	5-11	\$5
	6-9 p.m.	Parent's Night Out	K-5 grade	\$10 week
Sat	11 a.m.-noon	Kicking Kickball	5-11	-0-
	1-2 p.m.	Fast Fishing	5-11	\$5

TEEN CLASSES				
Mon	6-7 p.m.	Hoverball	11-17	-0-
	7-8 p.m.	Happy Painting	11-17	-0-

Mini Session

Call (972) 721-2501 for details or more information. Registration for Heritage Senior Center classes begins at 10 a.m. the first business day of the month.

NORTHWEST PARK RECREATION CENTER / 2800 Cheyenne St. / (972) 721-2529
Hours: Mon-Fri : 9 a.m.-10 p.m. / Sat : 9 a.m.-5 p.m. / Sun : 1-5 p.m.

DAY	TIME	CLASS	AGE	FEE
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TEEN CLASSES

Tue	4-5 p.m.	Basketball Development	11-17	-0-
	7-8 p.m.	Ping Pong Gala	11-17	-0-
Thu	4-5 p.m.	Topple Rocks	11-17	-0-
	6-7 p.m.	Futsal	13-17	-0-
	7-8 p.m.	Drawing Basics	11-17	\$5
Sat	2-3 p.m.	Foosball Tournament	11-17	-0-

ADULT CLASSES

Mon	8-9 p.m.	Lower Body Blast	18-up	\$5
	9-9:45 p.m.	Lean into Shape	18-up	\$5
Tue	8-9 p.m.	Upper Body Blast	18-up	\$5
	9-9:45 p.m.	Adult Fitness	18-up	\$5
Thu	8-9 p.m.	Intro to Weight Training	18-up	\$5
	9-9:45 p.m.	Conditioning 360	18-up	\$5
Sat	3-4 p.m.	Body Bands	18-up	\$5
	4-4:45 p.m.	Squat This Way	18-up	\$5

OPEN GYM BASKETBALL

Mon	noon-4 p.m. / 6-9:45 p.m.
Tue	noon-4 p.m. / 6-9:45 p.m.
Wed	noon-4 p.m. / 6-9:45 p.m.
Thu	noon-4 p.m. / 6-9:45 p.m.
Fri	noon-5 p.m.
Sat	10-11 a.m. / noon-1 p.m. / 3-4:45 p.m.

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

SENER PARK RECREATION CENTER / 901 S. Senter Road / (972) 721-2641
Hours: Mon-Fri : 9 a.m.-10 p.m. / Sat : 9 a.m.-5 p.m. / Sun : 1-5 p.m.

DAY	TIME	CLASS	AGE	FEE
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PRESCHOOL CLASSES

Mon	9:15-10 a.m.	Popsicle Stick Animals	3-5	\$5
	10-11 a.m.	Play and Learn Game Activities	3-5	-0-
	11 a.m.-noon	Fine Motors with Yarn	3-5	\$5
Tue	noon-1 p.m.	Soccer Skills	3-5	-0-
	9:15-10 a.m.	Creative Minds	3-5	-0-
	10-11 a.m.	Move and Freeze Dance	3-5	-0-
Thu	11 a.m.-noon	Floor Hockey Skills	3-5	-0-
	noon-1 p.m.	Ocean Crafts	3-5	\$5
	9:15-10 a.m.	DIY Paint Brush	3-5	\$5
Fri	10-11 a.m.	Soccer Skills	3-5	-0-
	11 a.m.-noon	Prewriting Skills	3-5	-0-
	noon-1 p.m.	Little Chefs	3-5	\$5
Sat	9:15-10 a.m.	Up In The Sky Plane	3-5	-0-
	10-11 a.m.	Pass, Throw and Kick	3-5	-0-
	11 a.m.-noon	Preschool Means of Transport	3-5	-0-
Sun	noon-1 p.m.	Hula Hoop Activities	3-5	-0-
	9-10 a.m.	Basic Sports	3-5	-0-
	10-11 a.m.	Basketball Skills and Drills	3-5	-0-
11 a.m.-noon	Little Architects	3-5	-0-	

YOUTH CLASSES

Mon	4-5 p.m.	Minute-To-Win-It Games	6-11	-0-
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SENER PARK RECREATION CENTER / 901 S. Senter Road / (972) 721-2641
Hours: Mon-Fri : 9 a.m.-10 p.m. / Sat : 9 a.m.-5 p.m. / Sun : 1-5 p.m.

DAY	TIME	CLASS	AGE	FEE
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YOUTH CLASSES

Mon	6-8 p.m.	Futsal	6-11	-0-
Tue	4-5 p.m.	Junior Dessert Making	7-11	\$5
Wed	6-8 p.m.	Futsal	6-11	-0-
Fri	4-5 p.m.	Hot Glue Popsicle Stick Crafts	7-11	\$5

TEEN CLASSES

Mon	8-9 p.m.	T-Shirt Art	12-14	\$5
	9-9:45 p.m.	PS4/Xbox Challenge	12-17	-0-
Wed	8-9 p.m.	Table Tennis Challenge	13-17	-0-
Fri	7-8 p.m.	3-on-3 Basketball Tourney	13-17	-0-
Sat	3-4 p.m.	Home Alone, Staying Safe 101	11-13	-0-
	4-5 p.m.	Being a Team Player	11-13	-0-

ADULT CLASSES

Tue	6-7 p.m.	Full Body Workout	30-up	\$5
	7-8 p.m.	Recycled Crafts	18-up	-0-
	8-9 p.m.	Glute Work	30-up	-0-
Wed	9-9:45 p.m.	Board Game Night	18-up	-0-
	4-5 p.m.	Full Court Basketball	20-up	-0-
	6-7 p.m.	Strolling To Fitness	30-up	-0-
Thu	7-8 p.m.	Plant-Based Cooking	16-up	\$5
	8-9 p.m.	HIT High Intensity Training	30-up	-0-
	9-9:45 p.m.	Homemade Beauty Product Creation	16-up	-0-
Fri	6-7 p.m.	Arms Fitness Workout	30-up	-0-
	8-9 p.m.	Flexibility Training	30-up	-0-
	9-9:45 p.m.	Abs of Slight Steel	30-up	-0-
Sat	1-2 p.m.	Foosball Tourney	16-up	-0-
	2-3 p.m.	Trail Walking	25-up	-0-
	2-3 p.m.	Intermediate Weightlifting	20-up	\$5

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS

Members interested in year-round programs may contact the instructor for space availability and to register for classes.

DAY	TIME	CLASS	AGE	FEE
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Sun	1-5 p.m.	Badminton	18-up	IPAR Card
Mon	9-10 a.m.	Zumba Fitness (M-F)	18-up	\$35 mo./\$3 class
	10 a.m.-1 p.m.	Pickleball (M-F)	50-up	IPAR card
	6-7 p.m.	Zumba Fitness (M-F)	18-up	\$35 mo./\$3 class
Tue	7:30-8:30 p.m.	Karate (M,W)	5-up	\$50 mo.
	7:30-9:45 p.m.	Badminton	18-up	IPAR card
	5-9 p.m.	ActivStars Karate	4-15	\$8/week
Wed	11:30 a.m.-1 p.m.	Senior Lunch	50-up	\$4
Thu	5-9 p.m.	ActivStars Cheerleading	4-15	\$8/week
Sat	11 a.m.-1 p.m.	Jujitsu	6-up	\$25 mo.

OPEN GYM BASKETBALL

Mon	9 a.m.-6 p.m. / 7-9:45 p.m.
Tue	9 a.m.-6 p.m.
Wed	6 a.m.-5 p.m. / 7-9:45 p.m.
Thu	9 a.m.-6 p.m.
Fri	9 a.m.-6 p.m. / 7-9:45 p.m.
Sat	9 a.m.-4:45 p.m.
Sun	1-4:45 p.m.

Parks and Recreation Briefs, Winter Camp, Holiday Activities

Winter Break Camp

City recreation centers will offer two sessions of winter break camp for children in grades K-5. A variety of activities will be offered including arts and crafts, gym games and field trips. Campers are asked to bring a sack lunch each day. Morning and afternoon snacks will be provided. Camp hours are 7 a.m. to 6 p.m. each day. Session dates and pricing:

- Session I: Dec. 23, 26, 27 – \$60
- Session II: Dec. 30-31, Jan. 2-3 – \$80

Register in person at a neighborhood recreation center or online at CityofIrving.org/IrvingRec. Call recreation centers for more details.

Dec. 8 | AquaStars Swim Program

11 a.m. to 1 p.m. | \$1 for ages 4-17; \$1.50 for ages 18-50 | Heritage Aquatic Center, 200 Jefferson St. AquaStars provides special needs children with an opportunity to sidestep crowds and experience the excitement of play in an indoor, 20-yard, temperature-controlled lap pool. The center's amenities include an accessible ramp, accessible chair lift and water chair, making it an ideal location for the AquaStars program. The city will provide the appropriate lifeguard and staffing ratios, as well as access to waterproof wheelchairs. The program is custom-designed to children with special needs, ages 18 and younger. Participants must be accompanied by an adult or guardian. For more information, call (972) 721-7311.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

● Dec. 20 | Gingerbread House Making

7 to 9 p.m. | Free

Families invited to create a gingerbread house of their own. It can get a little messy with the frosting,

sweets and graham crackers. Registration is required.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

● Dec. 13 | Frosty Chill Christmas

11 a.m. to noon | Ages 3-6 | \$5 per child

Enjoy a morning of delectable fun as children will decorate cookies they can eat. Children must be accompanied by an adult. Register by Dec. 10.

Heritage Senior Center

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

● Dec. 13 | Holiday in the Heritage

6 to 8:30 p.m. | All ages | Free admission

Kick off the holidays with an evening of music and entertainment. Enjoy a performance by the Heritage Singers, visit with Santa, make a gingerbread house (\$5, registration required) or take a carriage ride (\$5).



● Dec. 20 | Heritage Senior Center Christmas Party

10 to 11:30 a.m. | Lunch – \$6.25 ages 60 and younger; \$1 donation ages 61 and older

Step into Christmas with a morning of entertainment and goodies. Music will be provided by the New Horizons Symphonic Band while the stockings are hung and participants await the arrival of Santa! For members and families. RSVP by 5 p.m. Dec. 16.

Lively Pointe Youth Center

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

● Dec. 14 | Game Time Jam

7 to 11 p.m. | Middle and high school students | Free with valid IPAR card or school ID
Compete against friends in a video game tournament to win prizes. Play the newest versions of favorite sports games, including FIFA20, 2K20 and Madden NFL20. Complimentary food and drinks will be provided.

● Dec. 20 | Teen Holiday Celebration

1 to 3 p.m. | Free

Celebrate the beginning of winter break with treats, hot cocoa, music and fun! Play holiday trivia and win a prize from one of Santa's elves.



Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

● Dec. 14 | Breakfast with Santa

10 a.m. to noon | Ages 10 and younger | \$5 per child

Children will enjoy a delicious breakfast, pictures with Santa and holiday surprises! Participants must be accompanied by a parent or guardian.

Northwest Park Recreation Center

2800 Cheyenne St. (972) 721-2529

● Dec. 13 | Winter Carnival

6:30 to 8:30 p.m. | All ages welcome

Children are invited to celebrate the winter holiday with an evening of fun and games. Activities will include carnival games, a bounce house, cakewalk and gingerbread house building. Carnival game tickets are \$.25 each or five for \$1.



CENSUS 2020 JOBS

Earn extra income while helping the community. The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

For more information visit, 2020Census.gov/Jobs. ■



JOIN THE 2020 CENSUS TEAM

MARTIN LUTHER KING JR. 2020 OBSERVANCE

Each January, the Irving Parks and Recreation Department holds a special event to recognize and appreciate the life and achievements of Dr. Martin Luther King Jr. This annual observance takes place at the Irving Arts Center, 3333 N. MacArthur Blvd., and features a variety of music and dance performances.

6 p.m. | Jan. 19

This year, the City of Irving will host an essay contest promoting the theme "Moving Forward." There will be three age categories: grades 3-5, 6-8 and 9-12. Judging will be based on clarity, grammar and how well the theme is developed, depending on the age of the writer. The essay should be no more than a page in length or 500 words. Deadline for entry is Jan. 4.

For more information, visit IrvingEvents.org or call (972) 721-2501. ■

WINTERFEST AT VALLEY RANCH LIBRARY

Experience free holiday entertainment, crafts and movies for kids, teens and adults during the month-long Winterfest event series. The Valley Ranch Library is located at 401 Cimarron Trail. Program highlights include:

Dec. 10 | Rochelle Rabouin's Holiday Bell Concert

7 p.m. | All ages
Attend an interactive concert featuring children's performer Rochelle Rabouin and Jingle Jynge, the happy, helpful bell.

Dec. 14 | Cook the Book Holiday Cookie Exchange

Noon | Register at library reference desk | Adults only
The library selects the cookbook while attendees choose and make a recipe for all to partake! This month, the cookbook club hosts a holiday cookie exchange.



Dec. 16 | Flutasia Flute Choir Holiday Concert

7 p.m. | All ages
Enjoy a magical evening of seasonal selections performed by Flutasia.

Dec. 19 | Nightmare Before Christmas Party

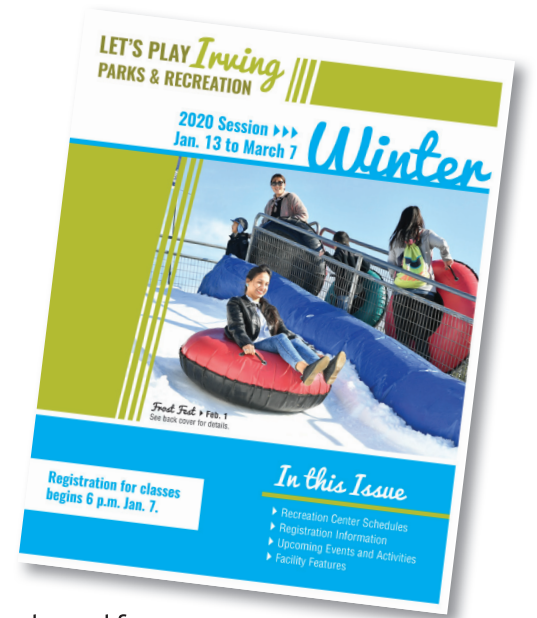
6 p.m. | Grades 6-12
Get a case of the chills during this spooky winter holiday party with snacks and ornament crafts.

Stay Connected, Engaged and Ready to Play

The Irving Parks and Recreation Department's all-new Seasonal Session brochures are on their way to recreation centers across the city. The seasonal brochures are jam-packed with all the information residents need to schedule, sign up and register for the camps, classes, programs and activities offered throughout the year.

The brochures will be distributed four times a year, in the spring, summer, fall and winter. They will feature schedules and information for every City of Irving recreation center and aquatic facility, except for Heritage Senior Center, which will continue distributing a separate brochure.

The Winter 2020 Session Brochure is available now at all recreation centers and online at CityofIrving.org/983/Class-Schedules.



The department also recently launched a Facebook page to provide another channel for residents to stay connected and engaged with Irving Parks and Recreation Department. The page includes news about special events, upcoming activities and programs, as well as schedule changes and unexpected closures. Digital versions of the session brochures also will be shared to the Parks and Recreation Facebook feed.

Irving has world-class aquatic and recreation facilities that offer an eclectic blend of activities and programs to please the city's growing and diverse community.

For more information, visit CityofIrving.org/Parks. ■

Winter Weather Preparedness

As the cold season approaches, residents are reminded to prepare for the possibility of winter weather.

Even though winter weather can be fun to play in, it also can cause vehicle accidents and hypothermia. The weight of snow and ice could potentially knock down power lines causing electrical outages for an extended period of time. The city offers residents the following tips to assist in preparing for inclement weather and staying safe.

Winter Weather Safety Tips:

- Wear several layers of loose-fitting, lightweight, warm clothing instead of one heavy layer.
- Ensure that outer garments are water-repellent.
- Ensure heating sources are working properly and that they are well ventilated. It is important to have them serviced regularly.
- Avoid driving on overpasses and bridges. These often freeze more quickly than roads.
- Winterize all vehicles. Flush the cooling system, replace the coolant, the wiper blades, etc.
- Ensure animals have plenty of food, water and shelter for extreme weather conditions.



- Insulate outside faucets and pipes; keep inside faucets dripping when the temperature falls below freezing.
- Prepare a "Go Kit" (blanket, gloves, hat, etc.) for the vehicle in the event of being stranded.
- Check on the elderly and children during this time, as they can be vulnerable to cold weather.

Visit CityofIrving.org/Emergency-Management for more information about winter weather or disaster preparedness. Additional resources can be found at Ready.gov and KnoWhat2Do.com. ■

December at the Libraries: Events, Closures

This December, take the kids, grandchildren or a good friend to the Irving Public Library. Celebrate the season with great reads and unique events that will warm the heart with holiday and literary cheer.

Event Briefs

Dec. 7 | "Little Women" Christmas

6:30 p.m. | South Irving Library, 601 Schulze Drive
Louisa May Alcott's beloved classic comes alive with carols performed by Smooth Brew musical quartet, hot chocolate, cookies and holiday crafts. Stop by after the City Hall Tree Lighting ceremony. Part of the Lit's Alive: Classic Literature Resurrected program series.

Dec. 14 | Posadas Holiday Celebration

2:30 p.m. | East Branch Library, 440 S. Nursery Road
The annual Posadas holiday tradition continues with a performance by Ballet Folklorico Dos Tierras, crafts, music, cuisine and a visit from Dr. René Saldaña, celebrated children's author of the Mickey Rangel Mysteries series and "The Jumping Tree."

Dec. 14 | Yule Ball

5 p.m. | West Irving Library, 4444 W. Rochelle Road | Grades 6-12
Make the season magical with a "Harry Potter"-themed event featuring an Escape Room, crafts, refreshments and a movie screening. Teens are encouraged to come in costume or semi-formal attire for this special event.

Dec. 31 | Noon Year's Eve

Ring in the New Year with a party for pint-sized revelers. Instead of staying up past bedtime, children will be



wide awake for a festive countdown to 12 o'clock in the afternoon. The following locations will host events beginning at the following times:

- 10:30 a.m. | South Irving Library, 601 Schulze Drive
- 11 a.m. | Valley Ranch Library, 401 Cimarron Trail
- 11:30 a.m. | West Irving Library, 4444 W. Rochelle Road

Library Closures

Big changes are on the way for East Branch Library. The East Branch will close temporarily for a library redesign beginning on Dec. 15. The location will reopen in mid-January 2020 with new hours. Stay tuned for further information on the future of East Branch Library.

All Irving Public Libraries will be closed Dec. 24-25 and Jan. 1 for the winter holidays. For assistance, visit CityofIrving.org/Library or call the automated line at (972) 721-2580. ■

Christmas Tree Roundup Provides an Eco-Solution

After the flurry of gift giving and turkey stuffing, residents will have an opportunity to properly dispose of fresh-cut Christmas trees for recycling during Irving's annual Christmas Tree Roundup.

Fresh-cut Christmas trees will be collected as a part of Irving's regular weekly brush/bulky waste pickup Dec. 26 to Jan. 17. Weekly brush/bulky waste collection is offered the same day as curbside recycling. To find out more about curbside recycling and weekly brush/bulky waste collection, call (972) 721-8059.

Residents also have the option to take Christmas trees to any of the following drop-off locations Dec. 26 to Jan. 17:

- Cottonwood Park, 4051 N. Story Road
- Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road (hours are 7 a.m. to 5:30 p.m. daily; closed Dec. 24-25 and Jan. 1)
- Las Colinas Service Center, 5964 Riverside Drive (southern section of the parking lot)
- Southwest Park, 2800 W. Shady Grove Road

Whether placing at the curb or dropping off, residents must remove all obstructions, such as tree stands, lights,



tinsel, nails and ornaments. All plastic bags covering the tree also must be removed.

All fresh-cut Christmas trees collected as part of this program will be mulched and made available for a nominal fee at the Hunter Ferrell Landfill.

For more information about the Christmas Tree Roundup or other city recycling programs, call (972) 721-8059. ■

Recycle Holiday Cooking Oil, Grease through Jan. 6

Irving Water Utilities is hosting an opportunity for residents to protect their homes and community from sewer backups and clogged pipes.

The 2019 Holiday Grease Roundup will run from 7 a.m. to 5 p.m., daily, through Jan. 6. Residents can drop off used cooking oil and grease at a collection station located at 333 Valley View Lane. Only cooking oil and grease will be accepted; motor oil and other fluids can be disposed of through the city's refuse collection and special recycling events.

Collected oil and grease will be recycled into biodiesel and turned into biogas for energy production.



Learn more about the city's Fats, Rags, Oil and Grease (FROG) program, at CityofIrving.org/698 or call (972) 721-2281. ■

Holiday Safety Tips Provided by the Irving Fire Department

The Irving Fire Department reminds residents to enjoy the holidays by following these important safety tips around the home.

Holiday Decorations

- Water live Christmas trees frequently to keep them from drying out and becoming a fire hazard.
- When hanging outdoor or indoor lighting, do not use damaged electrical cords.
- Christmas lights should be hung, not stapled.
- Keep candles away from flammable materials and do not leave them unattended.

Safe Cooking

Unattended cooking is a primary cause of residential fires. Do not leave stove top unattended and do not overheat food by turning the burner up too high. The Fire Department recommends keeping a fire extinguisher in the kitchen at all times.

In the event of a cooking fire:

- Call 911 (all fires must be reported).
- Do not move the pan, or use flour or water as they can worsen the fire.



- Extinguish the fire by placing a lid on the side of the pan closest to the front of the stove and sliding it across. Always keep a lid handy when cooking.

Smoke Detectors

Residents need to have working smoke detectors in their homes and test them monthly. Residents are reminded to replace smoke alarm batteries at least twice a year.

For more information, call (972) 721-2651. ■

Safely Buy and Sell Items Using 'Exchange Zone'

With the growing popularity of Facebook Marketplace, Craigslist and apps like Offer Up, it is easier than ever to buy and sell items online. To keep buyers and sellers safe, the Irving Police Department established an 'Exchange Zone' in the Criminal Justice Center parking lot at 305 N. O'Connor Road.

The Exchange Zone is a designated location where these types of e-commerce transactions or child custodial exchanges can take place. The area is clearly marked and under continuous video surveillance. While the area serves as a safe place for face-to-face transactions, the Police Department reminds residents to use good judgment when dealing with strangers.

Regardless of whether the 'Exchange Zone' is used, consider the following safety tips:

- When possible, arrange to meet during daytime hours in a public and trafficked location, such as a police station, a government building or a busy, fast food restaurant.

- Avoid transactions at a private residence.
- Beware of scams. If something seems too good to be true, it is probably a scam.
- Be alert to someone using counterfeit money or stolen and forged checks and avoid carrying too much cash. Consider mobile payment services such as Venmo, Zelle or Cash App.
- Be aware of someone trying to sell stolen, broken or fake items. Thoroughly inspect items before an exchange is made.
- Save listings and contact information in case a report needs to be made to a social media site or the police.

For more information visit, CityofIrving.org/2741/Exchange-Zone. ■



LOVE YOUR PIPES: HELPFUL HINTS TO PREVENT CLOGS

The majority of sanitary sewer overflows are due to grease buildup from homes and apartments. Help prevent costly sewer overflows by following a few simple steps:

Proper Disposal:

- Always put oil and grease in collection containers; wipe oil and grease residue from kitchen utensils, equipment, food scrapers and brooms.
- Wipe plates, pans and utensils off before cleaning to keep grease out of wash water.
- Use a drain screen to catch food scraps and dispose of in the garbage.
- Flush only toilet paper and human waste down toilet.
- Dispose of paper towels, diapers, all wipes and cleaning cloths, as well as feminine products, in the trash.
- Recycle used oil through the city's Special Waste Collection program. For more information, call (972) 721-8059.

Avoid Improper Disposal:

- Never pour oil or grease down the drain; this causes sewer overflows into public areas, including homes and apartments.
- Do not use hot water to rinse grease from any surface; wipe all oil and grease off with paper towels before washing surfaces.
- Avoid using a sink disposal, as even ground food scraps contribute to residential and city sewer backups.
- Do not use the toilet as a trashcan; even ear swabs and dental floss cause clogs.
- There is no such thing as a "flushable" wipe; any item flushed or washed down a drain has to be removed to prepare the water for future human consumption.

For more information, visit CityofIrving.org/698 or call (972) 721-2281. ■



RESIDENTS REMINDED OF THEFT PREVENTION DURING HOLIDAYS

With the shopping season in full swing, residents are reminded not to leave valuables in their vehicles — especially in plain sight.

Auto burglary cases can be very difficult to solve as there is usually very little physical evidence left behind. To reduce the risk of vehicle burglaries during the holiday season, the Irving Police Department is raising awareness of ways to deter criminal activity.

Time is valuable, and canceling and replacing credit cards, debit cards, checks, driver's licenses and other personal information that can be used to steal a person's identity is a hassle. Not only is there the expense of replacing stolen items, but thieves often cause damage to the vehicle, such as broken locks or windows.

Thieves know that valuables often are hidden in the console and under seats. The best way to avoid being a victim is to take all valuables when exiting the vehicle.

Visit CityofIrving.org/836 for more crime prevention tips. ■



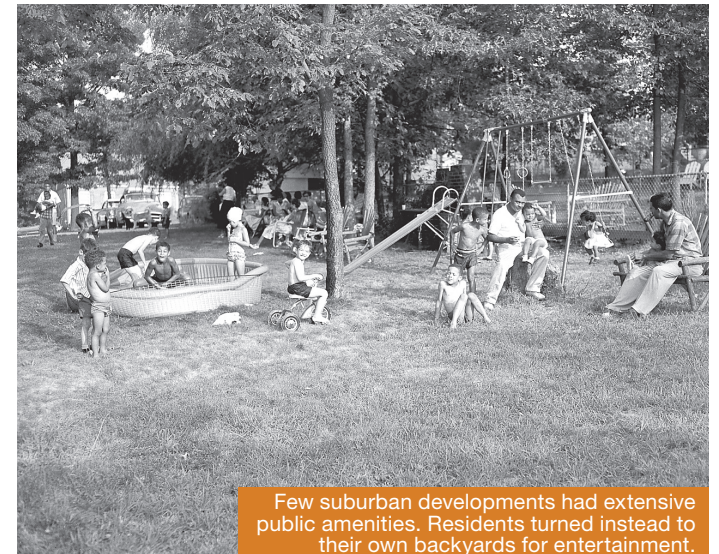
FREQUENTLY CALLED NUMBERS

Keep this list of frequently called numbers handy for future reference. The City of Irving relies heavily on resident input, whether it is on code violations, lost pets or street and traffic problems. Residents are encouraged to save the frequently called list for easy access to city services. Visit CityofIrving.org/City-Services for more information.

Animal Services	(972) 721-2256
Arts Box Office	(972) 252-2787
Arts Center	(972) 252-7558
City Secretary	(972) 721-2493
Code Enforcement	(972) 721-4929
Family Advocacy Center	(972) 721-6555
Fire (nonemergency)	(972) 721-2308
Housing Programs	(972) 721-4800
Human Resources	(972) 721-2696
Library	(972) 721-2628
Litter Hotline	(972) 721-5487
Mosquito Hotline	(972) 721-3755
Municipal Court	(972) 721-2451
Parks	(972) 721-2501
Permits and Inspections	(972) 721-2371
Police (nonemergency)	(972) 273-1010
Pothole Hotline	(972) 721-7303
Streets	(972) 721-2201
Traffic and Lights	(972) 721-2646
Trash and Recycling	(972) 721-8059
Utility Billing	(972) 721-2411
Water Utilities	(972) 721-2281



An outdoor kitchen could fit any budget, from a simple store-bought grill to a permanent stone hearth with space for tool storage and food preparation.



Few suburban developments had extensive public amenities. Residents turned instead to their own backyards for entertainment.

Spark!Lab, Temporary Exhibition to Open at Irving Archives and Museum Dec. 19



Construction on the Irving Archives and Museum is currently underway, but a soft opening for the Smithsonian Spark!Lab and a temporary exhibition is planned for Dec. 19.

Residents can view a sneak peak of the museum as it helps celebrate Irving's 116th birthday. The event kicks off from noon to 2 p.m. with an opportunity to view the Smithsonian Spark!Lab, a temporary exhibition titled "Pools, Patios, and the Invention of the American Backyard," and the museum's Community Space.

The event will include free cupcakes, and a food truck will be on hand with cuisine available for purchase. The celebration continues at 7 p.m. with remarks from Irving Mayor Rick Stopfer and birthday cake.

The museum is expected to formally open in February 2020. For more information, including updates on the museum's grand opening, visit IrvingArchivesandMuseum.com.

Visit CityofIrving.org/2255/Investing-in-Our-Future for more information on the city's ongoing infrastructure initiative.

Photo Credits: Left above – Lakewood Plaza, outdoor living space. Long Beach, CA, 1950s. Maynard L. Parker, photographer. Courtesy of The Huntington Library, San Marino, CA. Right above – Jim and Grace Dent's picnic, August 1957. Scurlock Studio Records, Archives Center, National Museum of American History, Smithsonian Institution. ■



SENIOR DISCOUNT ON SOLID WASTE SERVICES

For single-family residential sanitation service, including refuse, brush and bulky waste collection, the City of Irving offers a 20 percent discount for senior residents (ages 65 and older), as well as residents who collect Social Security disability.

To apply for this discount, residents can fill out the form located at CityofIrving.org/SeniorDiscount and bring the completed form and documentation to City Hall, 825 W. Irving Blvd.

For more information, call (972) 721-8059. ■

SUBSCRIBE TO ROAD CONSTRUCTION ALERTS

Want to be the first to know about city street closures in Irving? Subscribe to Road Construction Alerts to receive news about Irving road construction projects and closures via email.

- Subscribing is easy at CityofIrving.org/Join:
1. Enter email address and select "Sign In."
 2. Scroll down to "Road Construction Updates," which can be found under the News Flash category, and select the email icon.
 3. Respond to the email confirmation message sent to verify the request.

Visit CityofIrving.org/Join and subscribe. ■



Think Green ... Be Green during the Holidays

Enjoy free workshops and events that focus on building a more sustainable world. Unless otherwise noted, register for classes and activities at CityofIrving.org/Activities.

Dec. 10 | Ecosystems of North Texas

6 to 7 p.m. | South Irving Library, 601 Schulze Drive
What did Irving look like 300 years ago? How many species live in Texas? Learn about the natural ecosystems in the great state of Texas.

Visit CityofIrving.org/BeGreen for a full list of upcoming events.

Green Holiday Tips

Use the following tips to help plan ahead and reduce waste in order to "green" the holidays this year.

1. Do Not Buy Wrapping Paper

Reuse old wrapping paper or put gifts in reusable bags or boxes.

2. Send Tree-free Holiday Cards

Purchase cards made from kenaf fiber, hemp and other tree-free resources. A paper-free alternative is to send e-cards and avoid the wait at the post office for stamps.

3. Consider the Lifecycle of Electronic Gifts

The manufacturing and disposal of electronics, such as computers, video games and music devices, creates significant human health and environmental hazards. Visit CityofIrving.org/2615 to learn where electronics and other items that are not accepted curbside can be recycled.

4. Green Holiday Travel

Planning to travel a lot during the holidays? Do not forget to look into green options for getting around.



5. Give the Gift of a Better World

Make a donation in honor of a loved one.

6. Give Gifts from the Heart

Instead of spending money on commercial goods, give the gift of personal time and talent to loved ones this year. Offer to make dinner, walk the dog or help with gardening or home repairs.

7. Avoid Toys Made with PVC Plastic

Seventy percent of PVC is used in construction, but it also is found in everyday plastics, including some children's toys. Vinyl chloride, the chemical used to make PVC, is a known human carcinogen. Also, additives, such as lead and cadmium, are sometimes added to PVC to keep it from breaking down. These additives can be particularly dangerous in children's toys.

8. Recycle Packaging From Gifts

To reduce environmental impacts, it is important to recycle all cardboard packaging. To learn more about Irving's recycling programs, visit CityofIrving.org/546.

Visit CityofIrving.org/BeGreen for other ways to be green. ■

Disability Parking Regulations Reminder

The Irving Police Department reminds motorists of parking regulations regarding marked disability parking spaces. Violations can result in fines of up to \$522. It is illegal to park vehicles in a disability parking space:

- Without displaying the appropriate plate or placard, even if a driver or passenger of the vehicle has a disability.
- While displaying an expired plate or placard, even if a driver or passenger of the vehicle has a disability.
- When neither the driver nor any passenger has a disability, even if the vehicle displays the appropriate plate or placard.

Visit CityofIrving.org/Municipal-Court or call Municipal Court Services at (972) 721-2451 for more information. ■



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 2019**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: December 11, 2019
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for November 2019

Convention Sales & Services Staff Activities

Leads Generated	November	YTD
Irving CVB – Hotel Leads	149	334
Irving Convention Center Leads	34	58

November

Room Nights Generated	Monthly Goal	November 2019 Actuals	November 2018 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	November Convention Center	Convention Center YTD
Definite Room Nights	16822	8704	19627	201853	20292	34902	2467	7496
Lost Room Nights		64110	23570		124658	39860	23383	58143

Travel & Activity Customer Services Activity

November	Organization	Event	Location
3-6	Meeting Professionals International	Texas Hill Country Chapter Conference	San Antonio
15-17	Meeting Professionals International	CMP Conclave	Denver
19-21	Religious Conference Management Association	Regional Board Meeting	Chicago

November Servicing & Inventory

Groups Served	
November	15
YTD	30

Pending:

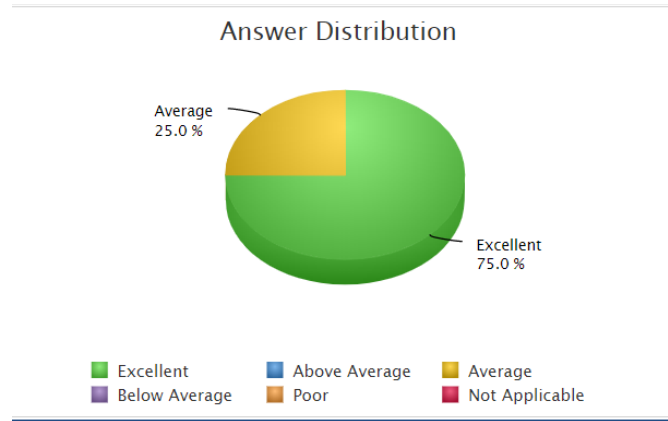
- Welcome/ Flag Presentation – Religious Conference Management Association, February 5, 2020, Mayor Pro Term (tentative)
- Welcome– Zest Fest, TBD January 2020, Mayor Pro Term (tentative)

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	9	1392 Badges/1882 Lanyards
Pens	9	964
Bags	4	480
Promotional Materials	7	540 restaurant maps/ 1100 TMF maps
Staffing Services	4	56 Event Hours

Event Location: Hotels: 13 Irving Convention Center: 2

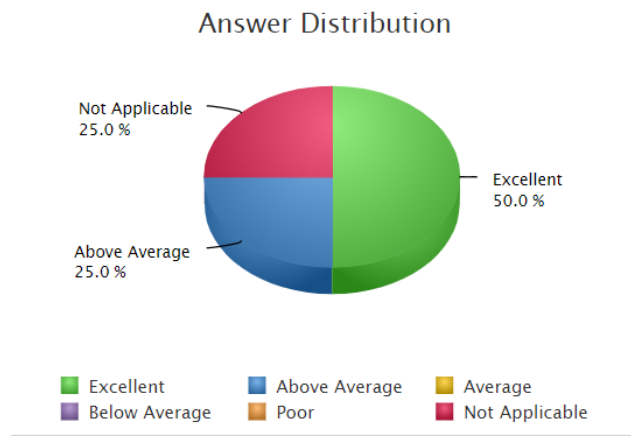
Customer Service Satisfaction Survey Results November 1-30, 2019

How was your overall destination experience?



11/01/2019 -11/30/2019
Score: 90.1% / **100.0**

How was your overall Convention and Visitors Bureau Experience?



11/01/2019 -11/30/2019
Score: 93.3% / **100.0**

December-March 2020
Definite Bookings

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United Network for Organ Sharing	UNOS December 2019 Board of Directors' Meeting	12/1/2019	12/3/2019	800	263
American College of Emergency Physicians	ACEP - EMBRS Room Block December 2019	12/1/2019	12/6/2019	20	120
MADD National Headquarters	MADD Board Meeting December 2019	12/1/2019	12/5/2019	20	52
McKesson Corporation	#12387 NAFSS ELT Meeting	12/1/2019	12/5/2019	20	35
McKesson Corporation	LTL FY20 Session I	12/2/2019	12/6/2019	30	116
McKesson Corporation	#10442-Annual INA Summit 2019	12/2/2019	12/5/2019	50	33
Vizient, Inc.	Vizient, Inc. 2019 SSI	12/2/2019	12/4/2019	25	60
Greystar Management Services LP	Greystar Cohort 9 (December)	12/3/2019	12/4/2019	30	33
Catholic Health Association	CHA Board of Trustees Meeting & Orientation – December 2019	12/4/2019	12/6/2019	40	65
BioTE Medical	BioTE Medical	12/5/2019	12/7/2019	200	251
DFW Business Group on Health	DFW Business Group on Health	12/5/2019	12/7/2019	400	35
State Farm Insurance	2019 Fall Planning - Dallas West	12/5/2019	12/5/2019	25	15
Celebrity Enterprises	ARTrageous	12/5/2019	12/7/2019	10	16
Siddons-Martin Emergency Group	Siddons-Martin Emergency Group Holiday Party	12/6/2019	12/8/2019	350	270
American Athletic Conference	AAC Football Championship 2019	12/6/2019	12/7/2019	150	93
Red Zone Games Inc.	Red Zone Games #4	12/7/2019	12/8/2019	50	30
Aire Serv LLC	Aire Serv LLC 2019 Systems Training - Grapevine TX	12/8/2019	12/12/2019	40	55
Hartford Funds	Hartford Funds Wirehouse Divisional Meeting	12/8/2019	12/11/2019	30	66
American College of Emergency Physicians	ACEP Planning Meeting - December 2019	12/8/2019	12/9/2019	25	41
Fresenius Medical Care	December 2019 CMT West Training Series	12/9/2019	12/13/2019	70	280
American Red Cross	American Red Cross - Donor Recruitment Training	12/9/2019	12/12/2019	20	48
Ariat International	Ariat International Business Meeting Dec 2019	12/9/2019	12/11/2019	40	80

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center 2019	12/10/2019	12/14/2019	300	300
Vizient, Inc.	Vizient, Inc. 2019 SCSC Meeting	12/10/2019	12/11/2019	50	40
McKesson Corporation	#11970-Health Mart Quarterly December 2019 Meeting	12/10/2019	12/13/2019	15	30
Los Angeles Rams Football Club	Los Angeles Rams Team Travel	12/12/2019	12/15/2019	200	191
Vizient, Inc.	Vizient, Inc. 2019 HR All Team Meeting (December)	12/12/2019	12/12/2019	80	10
Eko Club International (ECI)	Eko Club International	12/13/2019	12/14/2019	150	40
Classic Elegance Coaches	Classic Elegance - Los Angeles Rams 2019	12/14/2019	12/15/2019	50	25
National Football League	NFL Football Officials December 2019	12/14/2019	12/28/2019	12	36
Entrematic	Entrematic Cowboys Room Block Dec 15, 2019	12/15/2019	12/16/2019	20	15
ABC Supply Company, Incorporated	Cowboy Room Block - Rams	12/15/2019	12/16/2019	10	6
McKesson Corporation	#11329-EOT Meetings Dec 2019	12/15/2019	12/20/2019	22	55
Red Zone Games Inc.	Red Zone Games #5	12/21/2019	12/22/2019	50	30
Cotton Bowl Athletic Association	Cotton Bowl University Room Block 2019	12/25/2019	12/27/2019	150	231
International Youth Fellowship	International Youth Fellowship overflow from Hyatt	12/25/2019	12/28/2019	2000	315
Washington Redskins Football Club	Washington Redskins Team Travel	12/26/2019	12/29/2019	200	206
Classic Elegance Coaches	Classic Elegance - Washington Redskins 2019	12/28/2019	12/29/2019	50	25
ABC Supply Company, Incorporated	Cowboy Room Block - Redskins	12/28/2019	12/29/2019	10	16
Entrematic	Entrematic Cowboys Room Block Dec 29, 2019	12/29/2019	12/30/2019	20	5
Pathways Core Training Inc.	Pathways Monthly January 2020	1/3/2020	1/31/2020	100	272
North Arkansas College	North Arkansas College Men 's Basketball Team Travel	1/3/2020	1/5/2020	30	14
PepsiCo	PepsiCo - Bottlers Meeting January 2020	1/6/2020	1/8/2020	200	375
PAE	PAE-CBP	1/6/2020	1/10/2020	55	190

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Health Occupations Students of America - Texas Association	HOSA - Board Meeting 2020	1/8/2020	1/13/2020	35	79
American Academy of Allergy, Asthma & Immunology	2020 AAAAI Program Directors Assembly Winter Meeting & Academic Leaders Winter Meeting	1/9/2020	1/11/2020	150	230
Full Gospel Businessmen's Fellowship in America	Full Gospel Businessmen's Fellowship in America Mid-Year Council Meeting	1/9/2020	1/11/2020	25	25
Sigma Sigma Sigma Sorority	Prevention Institute	1/9/2020	1/11/2020	180	180
Art of Movement (Dance)	Art of Movement 2020	1/10/2020	1/11/2020	300	250
RYMARK International	Rymark International Cox Automotive Canada Sales Conference Jan 2020	1/12/2020	1/16/2020	101	252
MPI	2020 MPI All Team Summit	1/12/2020	1/17/2020	85	87
McKesson Corporation	#11823-Faber All Hands HR Meeting	1/12/2020	1/17/2020	119	426
DuraServ Corp.	January 2020 Meeting	1/13/2020	1/18/2020	75	240
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Team Meeting	1/13/2020	1/16/2020	75	90
American Red Cross	Donor Recruitment Training	1/13/2020	1/16/2020	15	48
Greystar Management Services LP	Greystar GOAT Meeting	1/13/2020	1/14/2020	100	200
McKesson Corporation	Southwest ASM / Lab Summit	1/14/2020	1/18/2020	11	33
Unity Church Charlotte	Unity Church She Favor Women's Conference	1/15/2020	1/20/2020	100	170
Spireon	Spireon National Sales and Service Meeting Jan 2020	1/15/2020	1/18/2020	200	370
Challenge Youth Planning	Challenge Youth Conference	1/16/2020	1/19/2020	500	320
First Fitness	First Fitness January 2020	1/16/2020	1/19/2020	300	249
Flowserve Corporation	Flowserve Global Leadership Conference Jan 2020	1/19/2020	1/22/2020	120	130
McKesson Corporation	#11316-PSaS Senior Leadership Meeting	1/20/2020	1/23/2020	75	170
Converge Technology Solutions	Converge Technology Solutions National Sales Meeting	1/20/2020	1/22/2020	200	400
Paycom	Executive Rep Training	1/21/2020	1/26/2020	200	420

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Campus Crusade for Christ Intl. (DBA Cru)	CCCI-Cru- Church Movements-January Training 2020	1/21/2020	1/24/2020	40	75
National Athletic Trainers' Association	NATA 2020 Joint Committee Meeting/iLEAD	1/22/2020	1/26/2020	400	724
Penhall Company	Penhall Branch Manager Meeting Sep 2019	1/22/2020	1/24/2020	90	140
Venafi, Inc.	Venafi, Inc. SKO	1/25/2020	2/1/2020	115	840
TDn2K	2020 Global Best Practices Conference	1/26/2020	1/29/2020	275	355
Atos, Incorporated	Sales Kickoff Meeting 2020	1/26/2020	1/28/2020	250	440
Association Societies Alliance	2020 Winter Meeting	1/26/2020	1/27/2020	25	50
DCP Operating Company, LP	DCP Annual Meetings Wave 1 2020	1/26/2020	1/29/2020	150	400
Vistra Energy	Technical Information Exchange Jan 2020	1/27/2020	1/29/2020	120	240
Aerie Pharmaceuticals, Inc.	Aerie 2020 Calibration Meeting	1/27/2020	1/28/2020	23	46
IMEG Corporation	IMEG Corp Annual Meeting	1/27/2020	1/30/2020	50	95
Southwest Regional Council of the National Association of Housing & Development Officials	SW NAHRO 2020 Winter Committee Meeting	1/28/2020	1/31/2020	80	185
Religious Conference Management Association	RCMA EMERGE Annual Conference 2020	1/29/2020	2/8/2020	1000	2740
Texas Osteopathic Medical Association	TOMA Winter Meeting 2020	1/29/2020	2/2/2020	150	353
DCP Operating Company, LP	DCP Annual Meetings Wave 2 2020	1/29/2020	2/1/2020	150	450
Youth America Grand Prix	Youth America Grand Prix 2020 Staff/Attendees	1/29/2020	2/2/2020	50	137
Texas Association of Neurological Surgeons	Texas Association of Neurological Surgeons 2020 Annual Meeting	1/30/2020	2/1/2020	75	225
Sigma Kappa Sorority	Sigma Kappa Sorority	1/30/2020	2/2/2020	150	191
Sigma Phi Epsilon	Sigma Phi Epsilon 2020 Carlson Leadership Academy-Dallas	1/30/2020	2/2/2020	450	225
NCA Corporate Office	2020 NCA Sr/Jr High School Nationals	1/30/2020	2/2/2020	5000	165
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/2/2020	2/12/2020	200	583

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Philips North America LLC	RespirTech Dallas Regional Meeting - PHI10513	2/3/2020	2/5/2020	40	46
Texas Association for Literacy & Adult Education	TALAE Annual Conference	2/4/2020	2/8/2020	150	655
Haynes and Boone, LLP	2020 Partners Retreat	2/5/2020	2/8/2020	230	437
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2020	2/6/2020	2/9/2020	200	425
Zeta Tau Fraternity	Zeta Tau Fraternity Conference	2/6/2020	2/9/2020	400	326
Pathways Core Training Inc.	Pathways Monthly February 2020	2/7/2020	2/22/2020	100	272
American Red Cross	Donor Recruitment Training	2/10/2020	2/13/2020	15	48
McKesson Corporation	11797 - Ignite - Corp Fx	2/10/2020	2/14/2020	40	120
Gaelco Darts USA	Gaelco Darts USA Tournament 2020	2/12/2020	2/16/2020	200	305
Dance with Me USA	Dance with Me Dallas	2/12/2020	2/16/2020	100	255
DFW Church	DFW Church of Christ Marriage Retreat	2/14/2020	2/15/2020	950	200
TexSom	TEXSOM 2020 International Wine Awards	2/15/2020	2/19/2020	300	390
Juvenile Diabetes Research Foundation	Juvenile Diabetes Research Foundation	2/15/2020	2/15/2020	400	30
Boy Scouts of America	National Executive Board & Committees Meeting 02/2020	2/16/2020	2/18/2020	75	153
Texas Wine and Grape Growers Association	Annual Conference for 2020	2/18/2020	2/23/2020	600	515
Texas Wine and Grape Growers Association	Annual Conference for 2020 - Overflow Room Block	2/18/2020	2/22/2020	500	145
AICC, The Independent Packaging Association	AICC E-Commerce Xperience	2/18/2020	2/20/2020	200	190
Produce Marketing Association	Center for Growing Talent by PMA Immersion Academy	2/19/2020	2/20/2020	102	204
Productive Dentist Academy	Productive Dentist Academy	2/19/2020	2/22/2020	150	225
Big 12 Conference	CFO West Football Officiating Clinic 2020	2/20/2020	2/22/2020	400	316
Nutrien AG Solutions	SH&E Meeting	2/21/2020	2/28/2020	280	841
Southern Baptists of Texas Convention	Evangelism Conference	2/21/2020	2/27/2020	3500	630
National Sorority of Phi Delta Kappa	NSPDK Southwest Region Youth Conference	2/21/2020	2/22/2020	400	266

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American College of Emergency Physicians	ACEP 2020 Annals Board Retreat	2/22/2020	2/23/2020	42	84
National Systems Contractors Association	2020 National Systems Contractors Association Conference	2/23/2020	2/28/2020	1020	1020
Allstate Insurance Company	2020 Texas CSA Leadership Conference	2/25/2020	2/28/2020	145	303
Vizient, Inc.	Vizient, Inc. 2020 Provista Channel Partner Meeting	2/25/2020	2/26/2020	50	56
Susan G. Komen Breast Cancer Foundation	Komen Scholars Meeting	2/26/2020	2/27/2020	80	150
StarQuest Performing Arts	StarQuest Dance Competition 2020 Staff/Attendees	2/27/2020	3/2/2020	100	70
Spotlight Dance	2020 Spotlight Events Dallas Regional	2/27/2020	3/1/2020	750	80
Legacy Dance Championships	Legacy Dance Championships Staff and Attendee Rooms	2/27/2020	3/1/2020	700	56
Legacy Dance Championships	Legacy Dance Championships Overflow Room Block	2/27/2020	3/1/2020	100	120
Tour-Rific of Texas	Westfield Choir	2/27/2020	2/29/2020	80	50
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	2/28/2020	3/2/2020	150	230
SPORTING Blue Valley Soccer Club	SPORTING Blue Valley Soccer Club Team Rooms	2/28/2020	2/29/2020	140	70
Texas Council of Deliberation	Texas Council of Deliberation	3/4/2020	3/8/2020	300	253
Texas Steel Guitar Association	Annual Meeting for 2020	3/4/2020	3/8/2020	350	845
Texas Steel Guitar Association	Annual Meeting for 2020 - Overflow Rooms	3/4/2020	3/8/2020	350	105
The National Due Diligence Alliance	The National Due Diligence Alliance 2020 Conference	3/4/2020	3/8/2020	90	200
Pathways Core Training Inc.	Pathways Monthly March 2020	3/6/2020	3/22/2020	100	272
NBM Incorporated	The NBM Show - March 2020	3/8/2020	3/15/2020	4000	506
American Red Cross	Donor Recruitment Training	3/9/2020	3/12/2020	15	48
Prospanica - The Association of Hispanic Professionals	2020 Prospanica Leadership Summit	3/12/2020	3/13/2020	150	110
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2020	3/12/2020	3/15/2020	200	300

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
2029 Kansas United Girls Basketball Club	2029 Kansas United Girls Basketball Club Team Travel	3/13/2020	3/15/2020	20	20
Mary Kay Inc.	Mary Kay Career Conference 2020	3/18/2020	3/21/2020	2000	340
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/19/2020	3/22/2020	350	354
Aselia Con	Aselia Con	3/20/2020	3/23/2020	800	150
SPORTING Blue Valley Soccer Club	SPORTING Blue Valley Soccer Club Team Rooms	3/21/2020	3/22/2020	140	70
National Guard Association of Texas	National Guard Association of Texas	3/24/2020	3/31/2020	700	808
International City/County Management Association	2020 ICMA Mountain Plains Regional Conference	3/24/2020	3/26/2020	200	172
The Holdsworth Center	The Holdsworth Center	3/25/2020	3/28/2020	400	510
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2020	3/25/2020	3/27/2020	60	90
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	3/29/2020	3/31/2020	70	60
Bank CEO Network	Bank CEO Network	3/29/2020	3/30/2020	120	180
Success Partners	Success Partners University	3/30/2020	4/2/2020	600	420
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	3/30/2020	4/2/2020	120	322
DFW Fiber Fest	DFW Fiber Fest Host Hotel & Overflow	3/31/2020	4/5/2020	750	1185

**Highlighted items above are Target Industries for Irving

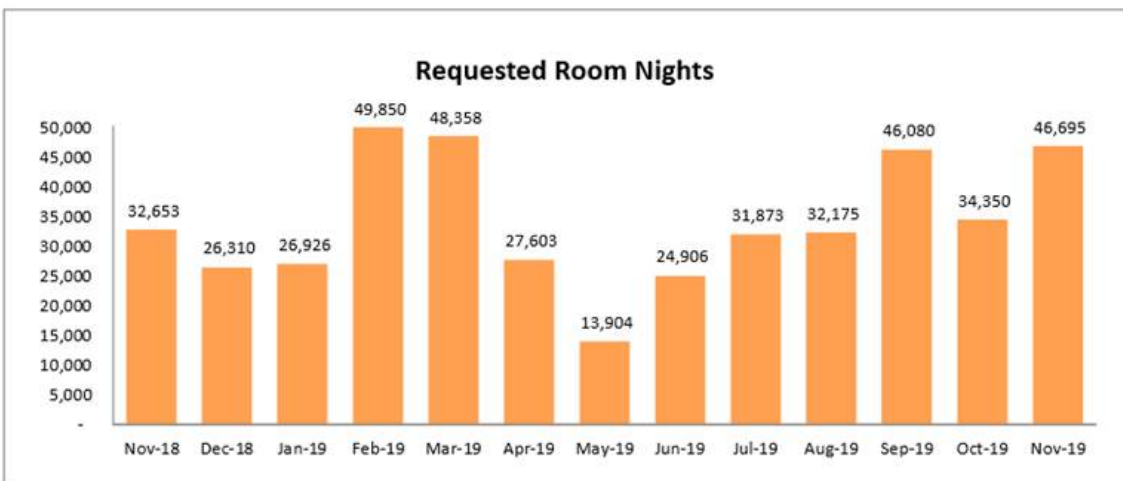
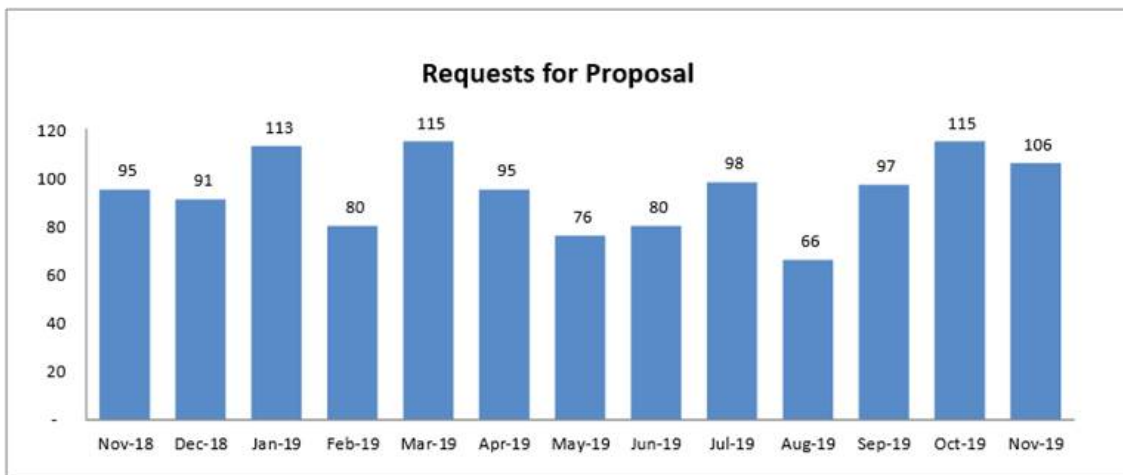


Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: December 11, 2019
Re: November 2019 Board Report

RFPS

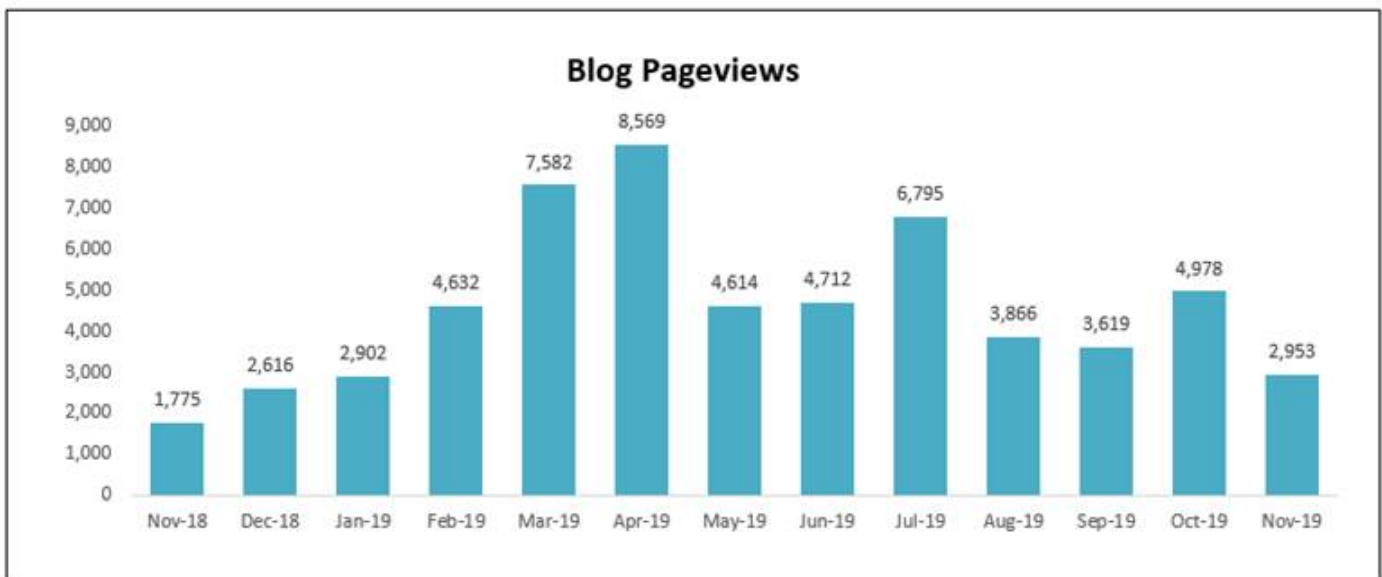
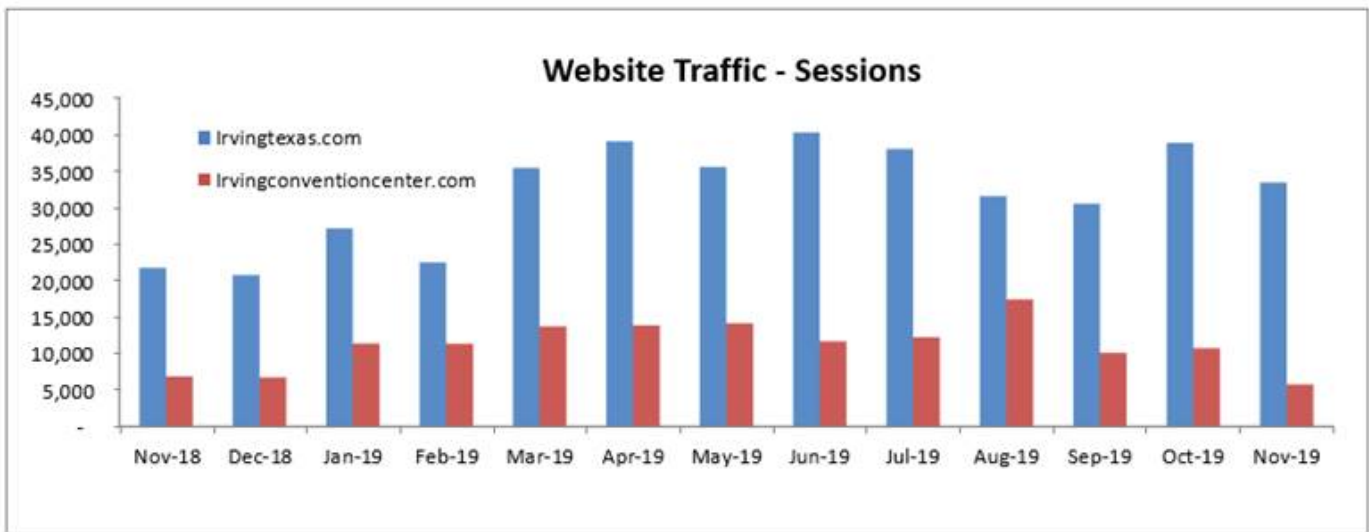
November had **106 RFPS** (above average) and **46,695 associated room nights** (well above average). Year-over-year November 2019 performed better than November 2018 with an increase of 11 RFPS and 14,042 associated room nights.



Website Traffic

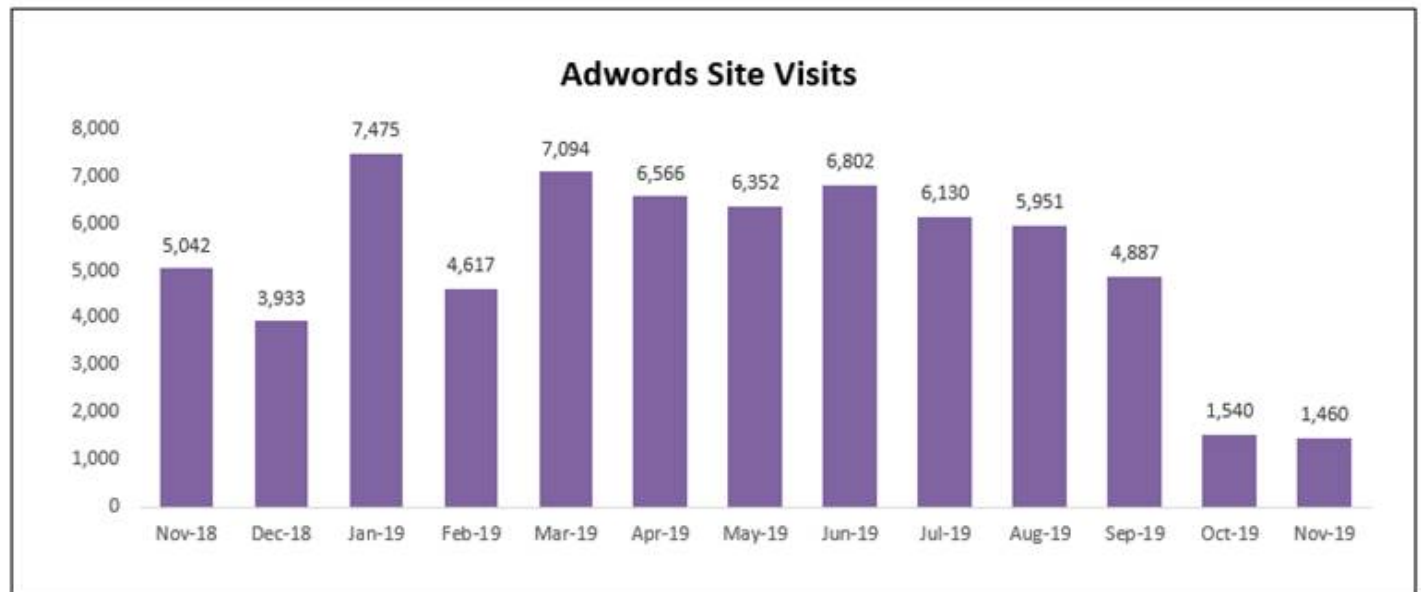
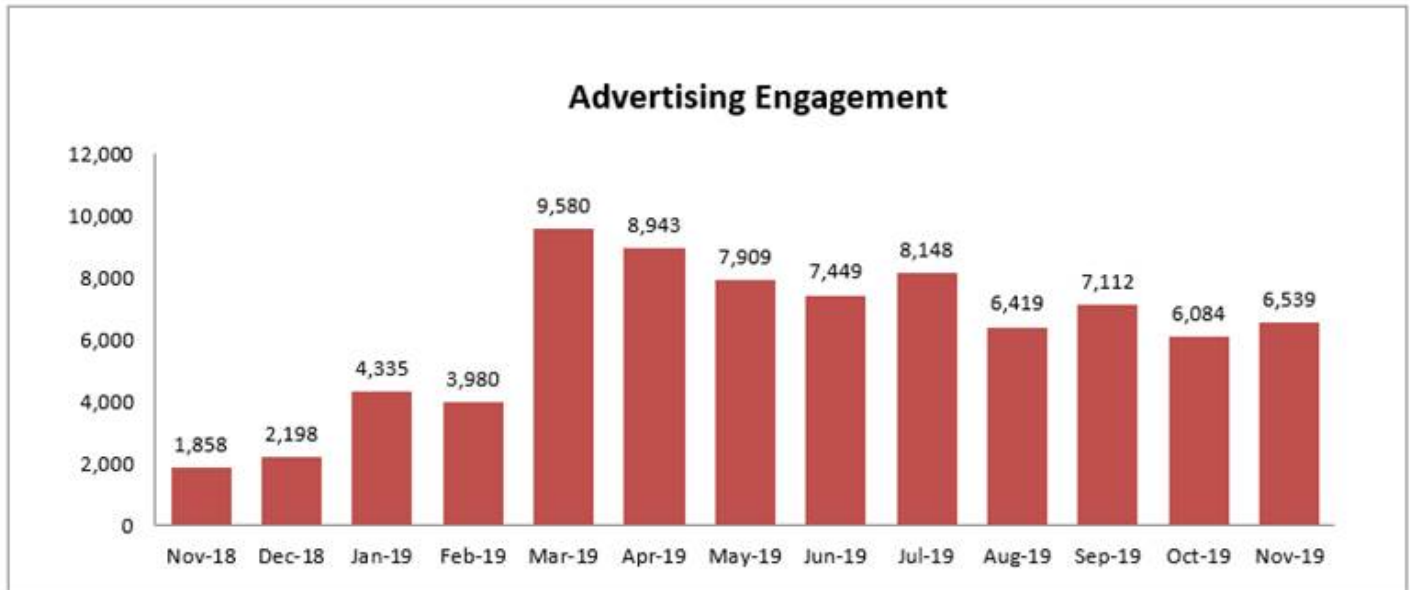
Website traffic decreased in November with **39,176 total sessions** and **34,994 total users** visiting both websites. The Visit Irving website had 33,415 sessions and 30,265 users (above average) while the Irving Convention Center had 5,761 sessions and 4,729 users (below average). The year-over-year performance showed an increase in both sessions and users to the Visit Irving website, while the Convention Center website saw a decrease in sessions and users from November 2018 to November 2019.

Blog traffic in November had **2,953 pageviews** and 2,577 unique pageviews. The average time visitors spent on the blog increased to three minutes and 47 seconds and the bounce rate was at 56.22%. The top two blog posts were the “Weekend Roundup of Events,” with 306 pageviews and “Three Things You Need to Know About Toyota Music Factory,” with 272 pageviews.



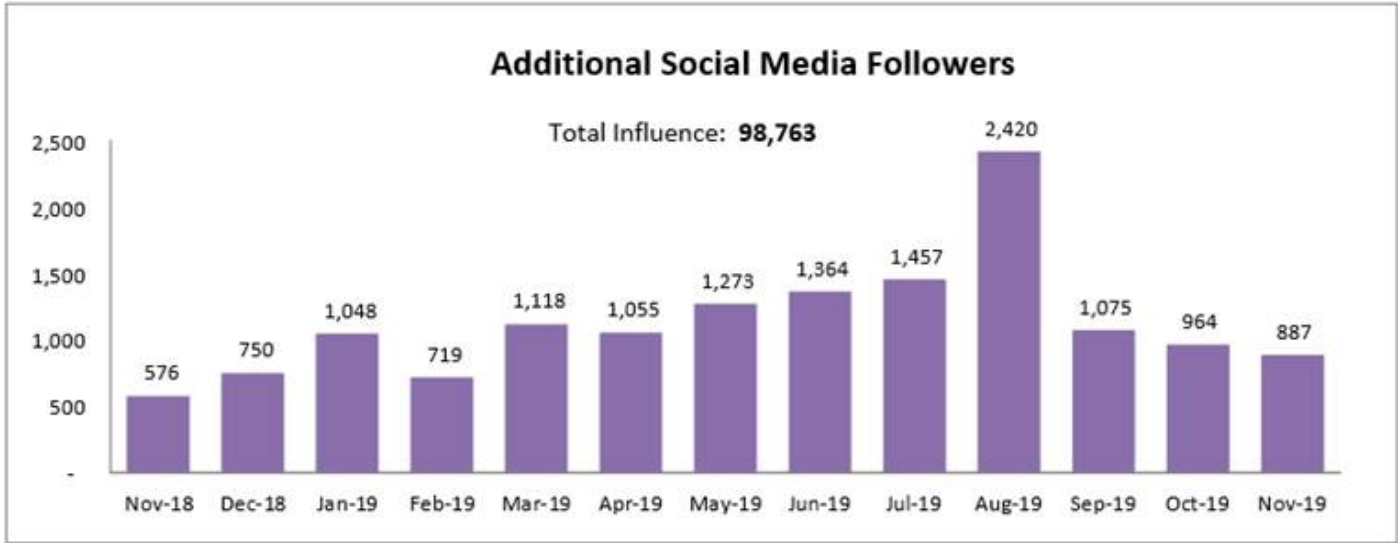
Advertising and Paid Search

Advertising engagement saw **6,539 advertising impressions** and **2,492 site visits**, which was a significant year-over-year increase. Tegna Media was the top performer in November with 1,672 impressions and 933 site visits, followed by MPI with 1,315 impressions and Connect with 1,251 impressions. The Google Adwords paid search campaign had **17,111 impressions** and **1,460 site visits** in November, which generated **12 RFP submissions**. This was a decrease in total paid search traffic due to reduced spending this year, however, resources have been shifted to meetings-focused campaigns, which is reflected in the number of RFP submissions.



Social Media

Social media in November increased by **887 new followers** and total influence is now at **98,763**. The Visit Irving Facebook Page saw the largest increase with 792 news likes for a total of 66,909 likes. We anticipate hitting a total following of 100,000 within the next two months.



IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	66,909		5,689	6,397	674
<i>Impressions</i>	54,729		77,700	13,066	
<i>Profile Visits</i>	42,639		213		
Convention Center	13,023	202,278	2,552	2,015	339
<i>Impressions</i>	537,260		1,693	N/A	
<i>Profile Visits/Users</i>	257,058		103		
Impacting Irving	1,165				

Hashtag – #VisitIrving

Irving Convention and Visitors Bureau user name on Twitter, Instagram - @VisitIrvingTx

Irving Convention Center user name on Twitter, Instagram - @IrvingTxCC

Featured Social Post



Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629				41,620,629
ADVERTISING EQUIVALENCY ⁺	\$384,991				\$384,991
PUBLIC RELATIONS VALUE ⁺⁺	\$1,154,973				\$1,154,973

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

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

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

Attachments

- ✚ "Luxury and Supercar Showcase in DFW," Susan Lanier-Graham, *wanderwithwonder.com*, Sept 12, 2019
- ✚ "Motor Court Comeback," Emily Storrow, *The Local Palate*, Oct/Nov 2019
- ✚ "Positively Texas," *The Meetings Magazine*, Corporate & Incentive Travel, Oct 10, 2019
- ✚ "Irving: Two Texas Destinations in One," Curt Wagner, *Convene*, Nov 2019
- ✚ "The Lone Star State is for Meetings," *The Meetings Magazine*, Associations Conventions & Facilities, Nov 13, 2019
- ✚ "Take a Three-City Texas Roadtrip," Gabi De La Rosa, *Texas Standard*, Nov 20, 2019
- ✚ "Tripping through Texas, a Nostalgic Adventure," Gabi De la Rosa, *Texas Lifestyle Magazine*, Dec 6, 2019
- ✚ "Meet Katherine DiPietro," *RCMA Emerge 2020*, Venmo
- ✚ Visit Irving Social Facts
- ✚ ICC Social Stats

Luxury and Supercar Showcase in DFW

 wanderwithwonder.com/2019/09/12/luxury-and-supercar-showcase-dfw/

Susan Lanier-Graham

September 12,
2019

Each September, Four Seasons Resort and Club Dallas at Las Colinas buzzes with excitement. It's the kind of energy that comes when you hear the roar of a Maserati or watch the sleek lines of a Porsche whisk past. September 28, 2019 is time for the annual Park Place Luxury & Supercar Showcase. I had a chance to attend last year's event and it was a day filled with amazing cars, great food and cocktails, a fashion show and fun for the entire family. Check your engines...and your calendars...for this great annual event in Irving, Texas.



The Park Place Luxury & Supercar Showcase takes place at Four Seasons Resort & Club Dallas at Las Colinas. Photo courtesy Four Seasons

About the Luxury & Supercar Showcase

The show takes place at the Four Seasons Resort and Club Dallas at Las Colinas. It is set up on the 1st and 18th Fairways of the Tournament Players Golf Course. Show field tickets, which are general admission, are \$25 each. This gives you access to the cars on display, live music on the Lexus stage, and the kids zone.

I recommend the \$100 VIP ticket. You can see all the cars plus enjoy:

- Celebrity Cruises Captain's Lounge

- Highland Park Village Fashion Show
- Mercedes-Benz Beer Garden
- Luxury retail pop-up shops in the Porsche Pavilion
- Admission to the Allie-Beth Allman & Associates | URBAN VIP Lounge
- Complimentary culinary and drink experiences from area restaurants
- Two tickets for complimentary drinks, wine, and beer

You can find all of the [ticket options online](#).

Experience Luxury Cars

The Luxury & Supercar Showcase is a great way to see some of the world's most luxurious and high performance vehicles, both classic and new. After all, isn't it time to start making your shopping list for the holidays?

The showcase event of the day is The Collectors' Concourse. Check out more than 150 vehicles, including rare supercars, vintage race cars, and classic cars.



Check out the high performance vehicles at the Park Place Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

The Park Place New Car Concourse gives you a chance to look at new luxury automotive

brands courtesy of [Park Place Dealerships](#). I checked out my personal favorite, a Maserati. Someday I will get behind the wheel of one, even if only for a few minutes. There are also cars on display from Bentley, McLaren, Jaguar, Land Rover, Rolls-Royce, Mercedes-Benz, and more.



Check out all the high performance vehicles, like this Maserati, at the Luxury & Supercar Showcase in Las Colinas. Photo by Susan Lanier-Graham

The Car Club Expo features 200 of the best entries from regional car clubs. There are cars brought in by The Corvette Legends of Texas, Ferrari Club Dallas, and The Texas Shelby Club.



Check out the classics in the Car Club Expo at the Park Place Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

Haute Fashion at Luxury & Supercar Showcase

What blends better with luxury cars than haute couture? One of my favorite events of the Luxury & Supercar Showcase was the Highland Park Village Fashion Show.



Highland Park Village Fashion Show during the Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

This great runway show, produced by Jan Strimple Productions and held in the Porsche Pavilion, highlights fashions from stores at Highland Park Village.



Highland Park Village Fashion Show during the Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

The fashion show featured great styles from stores including Trina Turk, Alice + Olive, Theory, and St. John. The fashion show takes place inside the Porsche Pavilion at 1:30 p.m. Saturday afternoon.



Highland Park Village Fashion Show during the Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

After the models showed off their fashions on the Million Air Stage, it became the setting for the Haute Hat Contest. There are categories for men and women. I was wowed by the hat fashions. The audience is invited to participate in the fun contest.



Haute Hat Contest follows the Highland Park Village Fashion Show during the Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

Food and Drink at Luxury & Supercar Showcase

There are food and beverage trucks set up during the event, where you can purchase an assortment of meals and snacks. However, with VIP admission, you can check out the Allie-Beth Allman & Associates | URBAN VIP Lounge. The Porsche Pavilion, where you'll find the lounge, sizzles with complimentary bites and drinks from area restaurants.

DFW-area eateries include [Cork & Pig](#), [Cool River](#), [Kāi](#), [Dallas Fish Market](#), [CRÚ Food & Wine Bar](#), [Mexican Sugar](#), [Texas de Brazil](#), and more.

Celebrity Cruises Captain's Lounge

The Captain's Lounge features luxury pop-up shops from Bachendorf's, Jack Black, and more. There is also additional entertainment in the Captain's Lounge.

Family Fun at Luxury & Supercar Showcase

There is something for everyone during the Luxury & Supercar Showcase. All day on Saturday, from 10 a.m. to 3:30 p.m., there's live entertainment on the Lexus Live Stage. From the Dallas String Quartet to the Azteca Sol Mariachi, you'll keep your feet tapping.

There is also a great spot for the little ones to get a jumpstart on loving those luxury cars. Head to the Kids Zone for some great thrills. From a huge Hot Wheels exhibit and a car built out of LEGOs. There's also a chance for the youngest visitors to jump behind the wheel, at least in a mini toy car.



Let the little ones get behind the wheel in the Kids Zone. Photo by Susan Lanier-Graham

If You Go to the Luxury & Supercar Showcase

One of the best tips for attending the Park Place Luxury & Supercar Showcase is to download the app onto your phone. I found this really useful throughout the day. It updates you with the list of restaurant, the entertainment, and the schedule. It also has information on every vehicle you can see.



The Luxury & Supercar Showcase takes place at the TPC at Four Seasons Resort & Club Dallas at Las Colinas. Photo courtesy Four Seasons

The show is 10 a.m. to 4 p.m. (rain or shine) on Saturday, September 28, 2019. It is held at Four Seasons Resort and Club Dallas at Las Colinas, 4400 N. MacArthur Blvd., in Irving, Texas. Valet parking is \$30 at the Champion's Way entry. Self-parking is \$15 at nearby North Lake College for \$15.

Recommended dress for the day is what event sponsor Highland Park Village calls "Concours Casual." Chic, but comfortable. Accessories can rock your outfit for the day, but be sure to wear great walking shoes. Much of the event is outside, so stylish sneakers are perfect. And don't forget your hat. I had the most amazing blue fascinator from Scala.



Luxury & Supercar Showcase. Photo by Susan Lanier-Graham

[Book your tickets now](#) to celebrate this day of fun fashion, luxury cars, and great food. The Park Place Luxury & Supercar Showcase is the best way to say hello to fall fashion in Texas.

The Fall Food Issue

THE LOCAL

PALATE

FOOD CULTURE OF THE SOUTH

GET READY

It's time
for grilled
oysters,
braised greens,
and our
buttermilk
turkey

48 Hours
in Louisville's
Butchertown

Virginia's
Natural
Wine Trail

Live-Fire
Cooking on the
Georgia
Coast

THE STAR OF
YOUR SPREAD
(page 79)



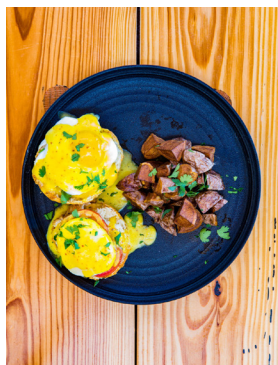
THE GETAWAY: **TEXICAN COURT**

Motor Court Comeback

By Emily Storrow



CLOCKWISE FROM LEFT:
TWO MULES CANTINA; KING DELUXE
ROOM; EL PASO BENEDICT



THE NEIGHBORHOOD:

A former cow town, Irving is one of the fastest-growing suburbs of Dallas. It's known as the "headquarters of headquarters" thanks to the seven Fortune 500 companies that call it home. As such, the atmosphere can skew corporate, but it's all balanced out by the town's rich diversity (read: can't-miss food offerings from Argentine to Nepalese), a pastoral canal system, and the Toyota Music Factory, which this year has played host to acts from Paul McCartney to Vampire Weekend.

THE VIBE:

Equal doses Tex-Mex and retro-cool with serape robes and orange Smeg refrigerators (loaded with regional refreshers like Lone Star Beer and fizzy water cult-favorite Topo Chico) in each of its rooms. But it's not all an Instagram dream: Details like claw foot tubs, cozy in-room seating areas, and rocking chairs just outside ensure it's a comfortable place to stay too.

THE DIGS:

Around every corner of Texican Court one finds curated corners that encourage socializing. Most of its 152 rooms face an interior courtyard filled with cacti and palms, a pool, and seating area studded with fire pits—the ideal spot to post up with a nightcap after dinner.

Inspired by nostalgia for mid-century motor lodges, Valencia Hotel Group's latest opening in its court-style line of boutique hotels debuted earlier this year in Irving, Texas' Las Colinas neighborhood. The stucco-sided, red-roofed Texican Court is an ode to all things Tex-Mex. Just across the breezeway from the lobby, a leather- and neon-accented tequila and mezcal bar is stocked with a comprehensive selection of the spirits, including rare and hyper-regional bottles. Go for a mezcal flight—served in traditional clay copitas—and you just may find meaning to the adage "tequila is to wake the living, mezcal is to wake the dead." Around the corner is onsite restaurant Two Mules Cantina,

a nod to the Western *Two Mules for Sister Sara*, with San Antonio native Patrick Hildebrandt at the helm. The continental breakfast comes complimentary, but you'd be wise to order the el paso benedict off the menu: housemade biscuits topped with poached eggs, roasted tomatoes, and a chile-lime hollandaise. For dinner, it's hard not to start with an appetizer or two (the Frito pie, elotes, and empanadas are good choices) but save room for the main attraction: the shareable cochinita pibil, an achiote-marinated smoked pork shoulder served with grilled vegetables and warm tortillas for stuffing. End with a plate of honey-drizzled sopaillas.

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OCTOBER 10, 2019

Positively Texas

With Diverse Landscapes and Offerings, the Lone Star State Delivers Unique and Memorable Experiences

Email

Print



Kay Bailey Hutchison Convention Center Dallas offers 1 million sf of exhibit space, three ballrooms and 88 meeting rooms.

Texas is diverse in every sense of the word, and when it comes to hotels and convention centers, the state offers everything planners need to make any size meeting a success. No wonder the same groups visit Texas repeatedly and have unique and memorable experiences each time.

Dallas

'Big D' considers itself the star of meeting destinations in Texas — and for good reason. Dallas offers numerous first-class hotels and 1 million sf of meeting space, including the Kay Bailey Hutchison Convention Center Dallas (KBHCCD), which hosted Tyler Technologies Inc.'s (TTI) annual meeting for clients and employees earlier this year. The company also held smaller meetings at the Grand Hyatt DFW, Omni Dallas Hotel and The Adolphus, Autograph Collection.

About 3,900 attendees from every state in the U.S., Canada and Europe participated in the annual meeting. It was the first time TTI, based in nearby Plano, held the meeting in Dallas after having convened smaller events in the city over the years. Initially, TTI had some doubts about selecting Dallas, according to Lee Marquis, TTI director of events marketing. "To be honest, we never really thought Dallas had the draw of some of the other cities we rotated between, and it was a long shot."

"We had record attendance and positive survey results. The main goals of this event were to provide attendees with education, training and networking opportunities, so easy access to breakout sessions was important."

-Lee Marquis

But meetings with Visit Dallas officials turned things around. "They did their homework," Marquis says. "The first time we met, they knew our history, they knew about our company and they even knew what our stock was trading at that day. They took the time to ensure that we saw everything they had to offer from arts to dining to airlift."

Most convincing of all, Marquis says, "There was a sincerity about wanting our business and a willingness to prove that they would provide a world-class experience."

Marquis was convinced. "This was an overall home run for this meeting," Marquis says. "We had record attendance and positive survey results. The main goals of this event were to provide attendees with education, training and networking opportunities, so easy access to breakout sessions was important."

The event used a total of about 633,000 sf of meeting space citywide, including all available space in the KBHCCD and Omni Dallas Hotel. "Unlike many connected hotels and convention centers, the Omni and the KBHCCD meeting spaces are almost seamless," Marquis says. "You don't feel like you are attending separate conferences."

Marquis also raved about the KBHCCD's layout and configurable space. "The common areas were large enough to accommodate two large and two smaller tech hubs," Marquis says. "Hall F provided great column-less space to accommodate an opening session, a general session and a keynote with former President George W. Bush."

In addition to the ample meeting space, Marquis found meeting costs in Dallas overall to be affordable. "Hotel rates were of average-to-moderate value," Marquis says. "Rates were less than many of those of comparably large cities but not bargain basement. The great value we received on F&B was offset by extra costs to shuttle attendees from other hotels."

Marquis also received very valuable assistance on-site. "We experienced tremendous value from the CVB," Marquis says. "They stepped in to assist with some hotel issues and they were in regular contact with myself and my staff."

Dallas continues adding to its total of more than 6,000 downtown-area hotel rooms. New properties include the Virgin Group's 200-room Virgin Hotel, which opens this year in the trendy Design District.

Two mixed-use properties are expected to open next year. Plans are underway for the vacant First National Bank Tower to host a 200-room hotel under the Thompson Hotels flag, and the 164-room Pittman Hotel, bearing the

Kimpton Hotels flag, will be located in the Knights of Pythias Temple as part of the Epic mixed-use development.

The Hilton Dallas/Park Cities has undergone a \$5.5 million makeover. The 11-story property, in the Preston Center near the Dallas North Tollway and Northwest Highway, offers 224 rooms.

Another property, the 606-room Hilton Anatole is also in the Design District and provides 600,000 sf of function space, including 79 meeting rooms and nine ballrooms. Other properties attracting their share of meetings include the Sheraton Dallas Hotel by the Galleria and the Hyatt Regency Dallas.

Fort Worth

Dallas' neighboring city, part of the Dallas-Fort Worth Metroplex, attracts its share of meetings with a mix of Western heritage, urban vibrance, meeting space and hotels. Looking to improve its meetings infrastructure, Fort Worth is undertaking major projects.

The 14,000-seat Dickies Arena, a new, \$450 million multipurpose arena, is scheduled to open by the end of this year. The arena is just 10 minutes from downtown. Also, Texrail, the new 27-mile commuter rail line connecting DFW International Airport and downtown Fort Worth, operates every day for \$2.50 each way.

New properties opening in Fort Worth in 2020 include the 246-room AC Hotel by Marriott and the 200-room Hotel Drover, an Autograph Collection property.

Popular meeting properties near the Fort Worth Convention Center (FWCC) include the Hilton Fort Worth, the Omni Fort Worth Hotel and the Sheraton Fort Worth Downtown Hotel. The Worthington Renaissance Fort Worth Hotel nearby offers 504 rooms and 53,000 sf of meeting space.

Austin

Austin reflects its status as one of the state's most interesting and diverse destinations. The destination's uniqueness helped attract SANS Institute (SI), which will hold its third meeting in the city for clients later this year. More than 200 people attended SI's training sessions earlier this year at the Hilton Austin, which connects to the Austin Convention Center (ACC) via an overhead walkway.

According to Rachel Nedelman, CMP, SI's associate director of event contracting, Austin will continue to be the organization's first choice. "I don't know why Austin was initially chosen, but we continue to be in Austin because it is such a cool destination," Nedelman says. "Who doesn't enjoy great food, music and a laid-back vibe? And Austin has a lot of tech-based companies, so we get a large local draw," Nedelman says. "We added a fourth event to our schedule for next year in Austin."

Next year's meetings will also take place at the Hilton Austin, which Nedelman says will continue to be a preferred property. "We have partnered with the Hilton Austin for many years for multiple events each year," Nedelman says. "We receive great service from the sales side and service side. They know our programs and understand our needs and what is important to us."

Nedelman considers her strong relationship with the Hilton Austin a big advantage. "Some of my favorite sales managers I've ever worked with work at this hotel, so it makes doing business there easy," Nedelman says. "Plus, the hotel continues to renovate and stay current and has lots of space for us to grow into."

In addition, the meeting space perfectly matched SANS Institute's needs. "The space at the Hilton Austin is great," Nedelman says. "They have so many meeting rooms, which works well because we use a lot of small spaces."

They also have bigger ballrooms that accommodate our needs perfectly for a couple of programs. The stacked space makes the meeting flow really easy and cohesive. They definitely designed the hotel with a planner's needs in mind."

Yet another advantage the Hilton Austin offers is value. "Due to our great relationships, we've been able to keep increases pretty low year-over-year, so we feel as though we receive pretty-darn good value," Nedelman says.

More meeting and convention space is coming to Austin. The Austin City Council recently agreed on a \$1.2 billion expansion of the ACC. The proposal would expand the western portion of the convention center and rebuild part of the existing facility.

The newly opened, 37-story Fairmont Austin, which is connected to the ACC, features 1,048 guest rooms and suites. The luxury hotel also offers nearly 140,000 sf of total meeting space, including 40,000 sf of prefunction space and 13,500 sf of outdoor space.

Another convention hotel, the 613-room Austin Marriott Downtown, opens next year with 64,000 sf of meeting space.

In nearby Round Rock, the 350-acre Kalahari Resorts and Conventions Round Rock opens next year with 200,000 sf of flexible meeting space, a 22,000-sf ballroom and a 40,000-sf ballroom.

Irving

Thriving, modern and exciting — all describe Irving. The city offers live music every night of the week, 14 full-service hotels and a more than 200,000 sf of meeting space citywide, including the Irving Convention Center at Las Colinas (ICC). Irving offers planners even more since the opening of the new, 13-story Westin Irving Convention Center at Las Colinas located next to the ICC. The 350-room Westin complex offers 30,000 sf of meeting space and a 10,000-sf event lawn between the hotel and the nearby Toyota Music Factory retail and entertainment center. The versatile Toyota Music Factory offers an 8,000-seat indoor/outdoor concert hall, more than 20 restaurants and a wide range of musical acts and bars.

According to Maura Gast, FCDME, executive director of the Irving Convention & Visitors Bureau (ICVB), "With the Westin's opening, meeting professionals now have a perfectly efficient destination package with the convention center and Toyota Music Factory with its Live Nation Pavilion and restaurant options."

San Antonio

Downtown San Antonio is filled with meeting options headlined by the Henry B. González Convention Center (HBGCC), with its 1.5 million sf of indoor space. The HBGCC attracts many repeat customers each year, including the annual national meeting of Sport Clips Inc., which includes employees, franchisees and suppliers.

According to Saronna Maldonado, CMP, director of events for Sport Clips Inc., "We were at the convention center with 2,805 in attendance in 2016 and again last year with 3,019 in attendance. We will be back at the center in 2020 and 2021 with projected attendance to be over 3,200 and 3,300 respectively."

Sport Clips continuously returns to the HBGCC because the meeting space helps the company achieve its goals.

"The convention center has very flexible space," Maldonado says. "We were able to utilize their new space for last year's meeting. The meeting rooms can be one big room or broken down into a few smaller ones."

Maldonado adds, "The space is open and well-lit with lots of natural light coming into the lobby and each floor's hallway. Being able to use the spaces for multiple purposes was important to us as we were celebrating our 25th anniversary and welcoming a huge group."

In addition to the HBGCC, Maldonado finds San Antonio's culture to be a big attraction. "San Antonio's culture is very unique," Maldonado says. "When we seek out a venue, there are several things that go into choosing where to go. Proximity to restaurants, bars and entertainment is important as well as if the meeting space will work for us."

Maldonado characterizes San Antonio's culture as part of its value. "There's so much value in that alone," she says. "Attendees are able to visit a city with a great culture and some of the best, affordable food around."

The service of San Antonio's properties and CVB also makes the city a favorite of Sport Clips.

"There isn't a doubt in our minds when we arrive on-site at our event that we're in great hands," Maldonado says. "They take care of their clients because that's their job, but they also enjoy doing it. It's one thing for the CVB itself to have a great culture, but it's another when they can connect us with vendors that have the same vision."

San Antonio is also rapidly increasing its number of hotel rooms, now totaling more than 38,000. A newly opened property is the 22-story Canopy by Hilton San Antonio River Walk. The hotel offers 195 guest rooms and 3,000 sf of meeting space as well as an outdoor terrace overlooking the River Walk. The property features some design elements of the historic Civil War-era Alamo Fish Market building.

Last year, the 1,003-room Grand Hyatt San Antonio completed an \$18 million renovation which included meeting spaces, guest rooms, lobby, bar and corridors. Meeting space updates include state-of-the-art lighting, reader boards and A/V technology.

The Grand Hyatt San Antonio recently hosted a meeting for 140 employees of Tyler Technologies Inc. According to Marquis, "This hotel has been in our housing block for three citywide meetings in the past years, but this is the first time we have actually used its meeting space. They have been great to work with and they came back with the right dates, right spaces and right concessions. We were so confident that we signed a multiyear contract with the Hyatt and received good value."

Marquis cites several other reasons why San Antonio is a good choice, including its walkability and restaurant variety. "It is appealing because of its relatively central U.S. location and provides good value from a cost perspective," Marquis says. "We also find that Visit San Antonio and the hotel community work exceptionally well as a team, more so than we find in most places."

Arlington

One might think Arlington would be a meeting afterthought due to its location between the much larger destinations of Dallas and Fort Worth. Think again. Arlington keeps adding everything planners need, including meeting space, hotels, attractions and entertainment.

Late last year, Arlington opened Texas Live!, the center of the city's new \$250 million entertainment district located a short walk from the 90,000-sf Arlington Convention Center (ACC) and Sheraton Arlington Hotel.

Texas Live! offers Arlington Backyard, a 5,000-person capacity outdoor event pavilion; a Professional Bull Riders (PBR) bar with two mechanical bulls; and the 35,000-sf Live! Arena for concerts and outdoor festivals. There is also a range of dining options.

In addition, the Live! by Loew's — Arlington hotel will open this year. The hotel will feature 35,000 sf of meeting space.

Looking to capitalize on the growing competitive video gaming industry, Arlington also created the Esports Stadium Arlington & Expo Center, the nation's largest venue of its type. The facility, which opened late last year, offers venues for esports events. Arlington spent \$10 million to convert half of its convention center into a 100,000-sf, state-of-the-art video game arena. Esports Stadium sits among Globe Life Park in Arlington, home of the Texas Rangers; AT&T Stadium, home of the Dallas Cowboys; Six Flags Over Texas; Six Flags Hurricane Harbor and several hotels and restaurants.

Galveston

The port city of Galveston, located 50 miles from Houston, offers a range of properties ranging from coastal B&Bs to luxury resorts, including San Luis Resort, Spa & Conference Center, the site of a recent Villa Healthcare meeting.

The recognition event included more than 100 salespeople, managers and executives. It was Villa Healthcare's first meeting at San Luis Resort and the company plans to return.

According to April Doremus, Villa Healthcare's vice president of engagement, "We will be returning next year for our annual retreat. We reviewed other options for next year, but none could beat San Luis Resort."

Doremus added, "The property's meeting space met the group's needs. All our staff was able to stay at the same hotel. We liked its flexibility to host large events, small breakout sessions and formal galas."

San Luis Resort also offered value. "We liked the prices," Doremus says. "Value was exceptional, based on comparative shopping at other locations."

In addition, Galveston provided several other advantages. "There is ease of access and people can fly into the airport directly from all regions," Doremus says. "There are entertainment options such as Galveston Island Historic Pleasure Pier, which features rides and amusements; and large conference rooms and meeting spaces facing the water. And there are also plenty of food options."

In all, the meeting was a big success. "Eighty-one percent of attendees rated the event five on a scale of 1 to 5," Doremus says.

Plano

The city's marketing tagline, 'It's All Here,' says it all. Located in the Dallas-Fort Worth Metroplex, Plano offers something for every type of meeting, large and small. Plano offers a blend of luxury and historic charm along with more than 1,000 restaurants.

Plano and surrounding areas offers authentic slices of down-home Texas with attractions such as Southfork Ranch from the "Dallas" TV series and Bob's Steak & Chop House — Plano.

Groups can take advantage of Plano's 5,045 hotel rooms and 122,500 sf of convention center space. Meeting space is anchored by the Plano Event Center, a full-service facility that accommodates up to 5,000 people and offers 21,600 sf of meeting space.

Houston

Houston is literally a go-to destination for planners and visitors. The city was included on several lists of the best places to travel in 2019. Publications honoring Houston include The New York Times, Travel + Leisure and Conde Nast Traveler. Visit Houston’s latest statistics reflect the destination’s popularity.

Last year Houston booked 816,023 room nights, an increase of 6% over the previous year. It was the fourth consecutive year of room-night increases. For the fourth consecutive year, Houston also set a record last year for future meetings and conventions, with a 1.6% increase over the previous year. The number of total bookings rose from 429 to 498. Groups flocking to Houston certainly have no shortage of guest rooms and meeting space. The city offers over numerous hotels, including Hilton Americas — Houston, which will undergo a \$37 million renovation that will include new design, color, artwork and technology for all guest rooms. The AAA Four-Diamond Hilton Americas connects to the George R. Brown Convention Center (GRBCC) via an indoor skywalk and provides 91,500 sf of meeting space. Last year Hilton Americas’ top-notch service earned it the Hilton brand Award of Excellence for the eighth consecutive year.

Houston, like all other Texas destinations, is unique, but has one key thing in common with the others: They all can provide everything planners and attendees need. **C&IT**

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Irving: Two Texas Destinations in One

Author: Curt Wagner



Irving's walkable visitors' district includes the Toyota Music Factory (clockwise from top left), the Westin Irving Convention Center at Las Colinas hotel, the Irving Convention Center at Las Colinas, and the Texican Court. (Derek Malone for ICVB)

In the past two years, an entertainment complex and two new hotels have risen up in Irving, Texas, within spitting distance of the architecturally awe-inspiring Irving Convention Center at Las Colinas. Well, within walking distance.

And that was the goal of the late-September media trip sponsored by the [Irving Convention & Visitors Bureau](#) (ICVB) — to show off this walkable and vibrant new visitor district.

After arriving at Dallas/Fort Worth International Airport, I grabbed a cab for the under-20-minute ride to my host hotel, the Westin Irving Convention Center at Las Colinas, which is next door to the Irving Convention Center. The DART Light Rail Orange Line also can bring you from the airport to a station that's a five- to 10-minute walk from the convention center in around 17 minutes.

The first question I had about my visit was to clear up whether I was in Irving or Las Colinas. Actually, both. Las Colinas is a 12,000-acre, master-planned development within the city of Irving. Its mix of corporate buildings, residences, restaurants, and hotels dot the land around 56 small lakes, canals, parks, and part of Campion Trails, a 22-mile greenbelt along the Trinity River.



The distinctive Irving Convention Center at Las Colinas features a copper "skin" and a terrace with views of Irving. (Photos courtesy Irving Convention and Visitors Bureau)

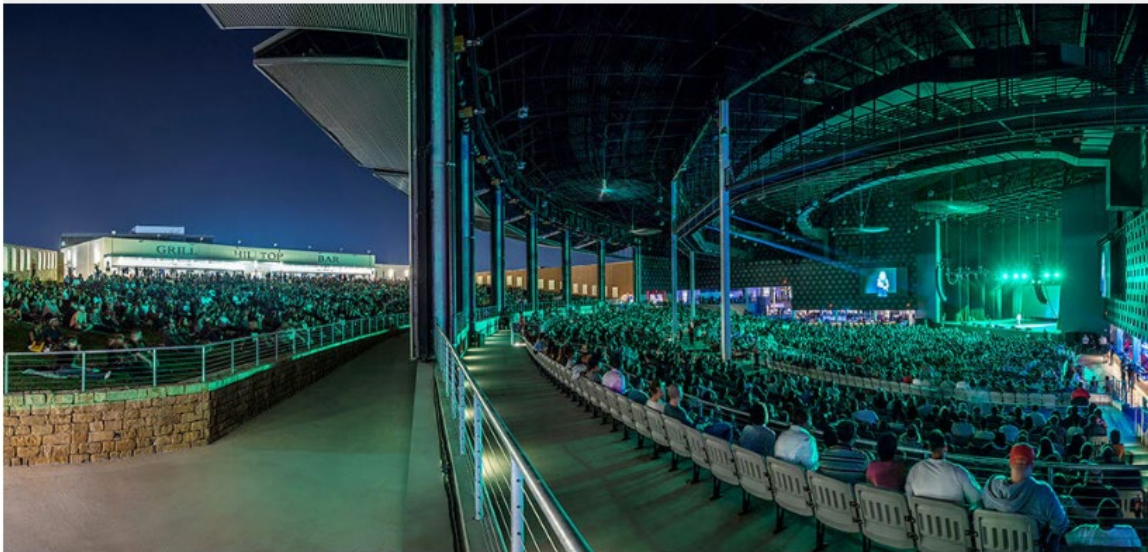
The March opening of the Westin added more than 30,000 square feet of flexible meeting space and 350 guest rooms to the destination, just steps from the Irving Convention Center — 78 steps, exactly, for Renee Reding, the Westin's destination sales executive, from the hotel's Harmony Ballroom entrance to the center's exhibit entrance. The hotel's architects, she said, tried to mirror the convention center by lining up the side and front doors, the car park, and even the restaurant with similar parts of the center.

For our first group meet-up, we had drinks at the hotel's roomy Mesa Mezcal restaurant and bar. Then we

strolled over to Boi Na Braza Brazilian Steakhouse at the Toyota Music Factory entertainment complex, just steps away, for dinner. The Factory, opened in September 2017, includes restaurants, bars, The Pavilion concert hall, Alamo Drafthouse Cinema, and Texas Lottery Plaza, a 50,000-square-foot outdoor event space.

Various cuts of meat and poultry sliced from the skewer onto my plate served as the ideal carnivore prelude to the butchery and ballads of the "Games of Thrones" Live Concert Experience at The Pavilion, our after-dinner activity. The concert hall can be converted into an intimate 2,500-seat theater, a 4,000-seat indoor theater, or an 8,000-seat indoor/outdoor amphitheater. The main floor can be transformed into a dance floor or mosh pit, which was the case two nights later when EDM (electronic dance music) powerhouse Zedd performed.

Planners can buy seating blocks for scheduled events, or even do a takeover of The Pavilion. In fact, any of the Toyota Music Factory venues can be rented, including Blue Fire Catering's three spaces on site. And when there are no evening events planned, attendees can purchase tickets night-of, if available. Entertainment is never in short supply here.



The Pavilion, part of the Toyota Music Factory, opens up to become an indoor/outdoor amphitheater.

Feast for the Eyes

The next morning, we traded the dragons of "Game of Thrones" for the Mustangs of Los Colinas — a sculpture by Robert Glen installed 35 years ago of nine larger-than-life bronze mustangs galloping across Williams Square Plaza. But not before getting a tour of the Irving Convention Center, guided by Maura Allen Gast, ICVB's executive director.

The convention center was a long time in the making — 12 years from the first project studies to its opening in 2011. Gast couldn't be happier with the end result — what she calls "my baby."



The distinctive architecture of the Irving Convention Center caused quite a stir when it was opened in 2011.

"I love that we didn't build a box with docks," she told *Convene*, adding that architect Barbara Hillier "thought way outside the standard. When we saw the first drawings, I thought, 'there's no way they're going to let us build this,'" she said. "And they did."

Because of its vertically stacked layout, it doesn't seem possible that the facility offers 100,000 square feet of meeting and exhibit space. A

nearly 50,000-square-foot, column-free exhibition hall dominates the ground floor, but the lobby and prefunction area outside the hall — with so many eye-popping architectural choices — set the tone for what we would see as we went skyward on the escalator.

A natural copper "skin" wraps around the upper part of the building's exposed beam framework, creating mesmerizing grids as light shines through its perforations. When first added to the building, the reflection off the copper was so bright that drivers in the area complained, Gast said. But as planned, the metal is aging naturally and currently is a deep bronze on its way to a green patina.

Beyond aesthetics, the perforated pattern helps reduce air-conditioning demand, and contributed to the facility earning LEED Silver status. Another bonus, according to Gast, is that copper acts as a natural repellent to grackles, birds that look like crows but act like pigeons. You may find them roosting all over the Southwest, but not on the convention center structure.

The two upper floors offer a variety of meeting rooms, a 6,840-square-foot junior ballroom, a 19,264-square-foot grand ballroom, and a covered outdoor terrace with steps leading to the mezzanine level terrace and café, and to the ground level.



Nine larger-than-life bronze mustangs have been a fixture in Irving for decades. (Photos courtesy Irving Convention and Visitors Bureau)

A Pedicab Ride Away

After our tour, pedicabs took us for a 10-minute ride to lunch at Hugo's Invitados, one of many Irving Water Street development restaurants, which sits next to Lake Carolyn and a large urban park, and across the street from the Mustangs sculpture.

After taking photos in the bright sunlight, we hopped back on the pedicabs for a quick ride-by of the area, where we saw people gliding in gondolas and paddle-boarding on the Mandalay Canals. We also got a peek at two nearby lakeside hotels, the Omni Mandalay Hotel at Las Colinas and the Marriott Dallas Las Colinas. Both offer meeting spaces and are just a short pedicab ride — and even shorter car ride — from the convention center.

For our final stop on the walkable Irving tour, we stepped across the street from the convention center to Texican Court, a boutique hotel from the Valencia Hotel Group that looks like a revamped older motel — a charming architectural style I mentally classified as "Southwest Kitsch." The property offers 3,500 square feet of meeting space and 152 guest rooms, decked out in bright Southwest colors.

With its communal wood-burning fire pit, circular pool, outdoor mini-bars in small covered wagons, Two Mules Cantina restaurant, tequila bar — and rocking chairs set out on the porches of each room — the hotel invited me to sit a while. Exactly what I needed after our walking tour of two destinations in one, Irving and Los Colinas.



The kitschy Texican Court boutique hotel that sits across the street from Irving's convention center has open outdoor space for events. (Derek Malone for ICVB)

Farther Than a Walk

Here are two other spots we visited, just a 15- to 20-minute ride from the convention district.

The Ranch steakhouse and honky-tonk is a popular place for locals and for business travelers — including the attendees of a real estate convention who were fascinated by the 32-ounce A Bar N Wagyu Tomahawk Ribeye our table ordered.

The Four Seasons Dallas Resort at Las Colinas hosted the Park Place Luxury & Supercar Showcase during our stay. The annual event included a fashion show, car show, food tastings, and a giant tent that offered some relief from the strong Texas sunshine. We enjoyed dinner at the property's LAW restaurant, and toasted to our stay with a drink called "You're a Hoot" — served in a copper owl.

Curt Wagner is an associate editor at Convene.



The You're a Hoot cocktail at LAW included Absolut Elyx vodka, strawberry, lavender, basil, lemon, and G.H. Mumm Brut Rose. (Curt Wagner/Convene)



The 32-ounce A Bar N Wagyu Tomahawk Ribeye at The Ranch in Irving satisfied our table — and caused curious looks from others. (Curt Wagner/Convene)

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The Lone Star State is for Meetings

Texas Offers Venues and Activities Sure to Please

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Austin is a hotbed for both culture and conferences. Six hotels opened this year, adding about 18,000 sf of meeting space.

Texas is a big state — the second largest in the country by size and population. Within its more than 268,000 square miles are some of the most popular meetings destinations in the country, each with its own distinct personality.

IRVING

Irving may not have the same global recognition as Dallas and Fort Worth, but it's an economic powerhouse in the Dallas-Fort Worth metro area, which itself is among the top economies in the world. Sitting just northwest of Dallas and northeast of Fort Worth, Irving is less than 10 miles from DFW International Airport and has plenty of business infrastructure to meet the needs of associations of all kinds.

Teresa G. Alfaro, CMP, director, strategic meetings and events, with Volunteers of America, says the group has met in Irving multiple times. The national conference was held in Irving in April 2017, October 2018 and August 2019, bringing in approximately 650 attendees. Hilton Garden Inn Las Colinas has served as their base hotel.

"Volunteers of America has held several meetings in the Irving area since 2017, when the national conference was hosted by the Westin DFW Hotel. Unfamiliar with the destination until then, I can happily say it's a city I look forward to booking for more and more groups in the future," Alfaro says. "Irving has surpassed my expectations as a planner, as well as for all conference delegates. We have received VIP treatment at each event and attendance has been outstanding due to the meeting facilities chosen as well as for proximity to DFW Airport. All in all, our decision to hold meetings in Irving has proven to be the right one, and the monetary assistance provided by the convention bureau always puts a nice bow to each and every meeting."

Alfaro says planners should become familiar with Irving. "Irving is a city that should be on every planner's radar screen. Top-notch service is provided beginning to end with outstanding customer service and attention to detail by all involved. Whether it's an annual meeting for 600 or for a small board of directors, you will be 'wowed' and will be ready and eager to book your next meeting there."

The Hilton Garden Inn, notes Alfaro, was the perfect size for our 90-person meeting held in October 2018. "We were the big fish in the small pond and it worked out perfectly. From the meeting space to the lovely renovated guest rooms to the general areas of the hotel, everything contributed to outstanding attendance and a very successful meeting."

She says the hotel is also a good choice for groups with a modest budget. "The staff will work with you to incorporate breakfast vouchers as part of the room rate, which in turn will aid your budget as you won't have to provide that meal as part of the meeting agenda. And, again, the staff was friendly, knowledgeable and incredibly easy and pleasant to work with."

In terms of meeting space, Alfaro says, "The meetings rooms are spacious, clean and comfortable. And if your needs for audio-visual are modest and non-elaborate, you can work a daily package deal incorporated into your contract. And last but certainly not least, you will feed your attendees for half the price you would in another destination. Most importantly, they'll thank you for the excellent food they will enjoy."

My only challenge, she adds, "had to do with attendance being a bit bigger than anticipated. However, because of the amazing staff at the Hilton Garden Inn, they made the situation work and found a way for everyone to be comfortable in the meeting room. We received VIP treatment and the attention to detail was outstanding."

To planners considering Irving Alfaro says, "You will not be disappointed. You will plan your meeting for a fraction of the cost you would elsewhere. You will enjoy working with the staff. You will want to bring another group soon."

Irving is only getting better. The new Westin Irving Convention Center at Las Colinas is now open as part of the walkable, mixed-use visitor district serving both meetings and leisure travelers. In addition to the 150,000 sf convention center, there's also the Toyota Music Factory, an all-in-one dining and entertainment destination that includes an 8,000-seat Live Nation indoor/outdoor amphitheater, movie theaters and 20-plus restaurants and bars. The new hotel features 350 guest rooms and meeting space that accommodates nearly 4,900 attendees.

FORT WORTH

Over in Fort Worth, hotel development in 2019-2020 is strong. Four budget-friendly hotels opened downtown including Aloft, with 180 rooms. Also scheduled to open in 2019 is the Sinclair Hotel, while coming soon is the AC Hotel Fort Worth with 252 rooms and the Marriott Autograph Hotel Drover with 200 rooms, both slated to open in 2020. A 232-room Kimpton Hotel will open in 2021. Also scheduled to open this year is the \$450 million Dickies Arena, a 14,000-seat facility that will host the annual stock show among other events. Perhaps best of all is the new 27-mile commuter rail line connecting DFW directly to downtown Fort Worth.

ARLINGTON

Like Irving, Arlington sits between Dallas and Fort Worth, providing planners with still another destination in the metro area. Live! by Loews-Arlington, a luxury 300-room hotel, recently opened in the city's entertainment district with 35,000 sf of meeting space, a private rooftop terrace, a restaurant and banquet menus with a focus on local ingredients.

DALLAS

The city of Dallas has a lot going on as well. This year four hotels opened, adding more than 700 rooms from downtown to the Design District, Arts District and North Dallas. Another 15 hotels are slated for completion in 2020, which will add another 2,300-plus rooms. The new AT&T Discover District opens this fall with shops, outdoor event space, restaurants and more. Also opening is the Dallas Holocaust and Human Rights Museum in the historic West End District. In addition to its compelling exhibits and dedication to combatting prejudice, hatred and indifference, the museum features impressive space for an event.

HOUSTON

Houston has long been a thriving center for the oil industry, and that's where the Society of Petroleum Engineers holds its Offshore Technology Conference (OTC) each May. In fact, the OTC, which has drawn some 59,000 attendees, has met there since its inception in 1969.

"Houston is the energy capitol of the world," says Hadley McClellan, senior manager for the OTC. "We have been at NRG Park, formerly Reliant Park and home of the NRG Astrodome, for 49 of those 51 years. Houston has ease of accessibility with two major airports, hotels all over the city in close proximity to the park and/or to the offices of the attendees."

Exhibitors and sponsors hold events throughout the city at different venues and hotels the whole week of OTC, McClellan says.

In terms of assist from the city, McClellan has high praise for the staff at the Greater Houston Convention & Visitors Bureau. "The CVB is always available to assist. They provide introductions to people, places and vendors we may not know firsthand, which assist us with development, as well as the 'Show Your Badge' program, which enables our attendees to take advantage of discounts and offers all over the city with partner venues."

If you're considering a convention in Houston, McClellan's advice is simple. "Get involved with your CVB representatives. They have all the information you need when it comes to planning an event in Houston. And if they don't have it as soon as you call with the question, they will find it."

McClellan also points to Houston First, the arm of the CVB that owns and manages many of the convention venues in Houston, including the Hilton-Americas Hotel and George R. Brown Convention Center. "Their appreciation for meetings and meeting planners bringing shows to Houston is highly regarded."

One of the city's most famous facilities, Space Center Houston, is hardly resting on its historic laurels. Last year the \$3 million permanent exhibit Mission Mars opened, and this year was the well documented restoring of the historic Mission Control Center back to its Apollo 11 look and feel. Downtown, the city's Railway Heights Market will soon open, a new food market similar to Reading Terminal Market in Philadelphia. New hotels this year include the 354-room InterContinental Houston-Medical Center and C Baldwin Hotel, both with 354 rooms, and the 185-room AC Hotel by Marriott.

GALVESTON

Just about an hour southeast of Houston, the island of Galveston offers a very different vibe. Galveston has been a popular seaside resort for more than a century, and that combined with business-friendly facilities and venues means there's much to offer groups.

"The location works well for our group because there are plenty of housing options near the convention center and entertainment options such as the Pleasure Pier and numerous restaurants," says Sammy Unberhagen, events and exhibits manager with the Texas Computer Education Association. "The location is easy to get to and there's free parking at the convention center as well as a complimentary shuttle that runs to each of the hotels in our block."

The association's Elementary Technology Conference convened in Galveston in June, drawing 1,000 attendees. The group used many of the island's properties, including the Hilton Galveston Island Resort, San Luis Resort, Spa & Conference Center and Holiday Inn Resort Galveston—On the Beach.

Galveston checks all the right boxes for the attendees at this conference in part because of its non-business offerings. "We don't host any offsite events but the destination is perfect for our demographic, which is educators. We promote and encourage them to experience the tours, history and features that make Galveston unique," Unberhagen says. "Proximity to the beach and nearby restaurants is also a plus for the group. Most of our attendees have just finished their school year. This location gives them the opportunity to have a mini vacation and at the same time continue their professional development."

Galveston is also a good fit in terms of size. "The destination is perfect for a mid-sized convention," Unberhagen adds. "The hotel package and walkability are powerful solutions for planners and offer convenience for attendees. From a scenic standpoint, the view from the hotels and the convention center is hard to beat."

In terms of the business elements of the convention, the convention center works well. "Because of the size of our event, we use the Galveston Island Convention Center at The San Luis Resort," Unberhagen says. "The convention center has enough breakout rooms to accommodate our program and a large-sized pre-function space that works perfectly for our registration area. Our general assembly is held in the exhibit hall. The only downside is there is not an in-house solution for carpeting, which can be a large expense for smaller groups."

Budget and technology are among the group's primary concerns and Galveston is a good choice in that regard as well. "The inclusive package with catering was a great price point and exceptional quality," Unberhagen notes. "And the convention center's recent technology upgrades puts it in an elite category of venues that can accommodate groups like ours, which utilize technology and rely on a robust infrastructure."

Planners, Unberhagen says, should know that their groups will be well fed and well attended to. "Staff at the convention center are friendly, helpful and personally invested in the success of your event. Customer service extends also into their in-house providers."

Although attendance has increased since the group's first meeting here, Galveston's hotels and CVB have worked hard to accommodate the conference. "In our first year, we expected to have a small conference with 200 people. The destination was more popular than we anticipated and we quickly outgrew the hotel space," Unberhagen says. "The San Luis Resort worked with us to expand to the convention center with a seamless transition."

Unberhagen's best advice to planners considering Galveston is to utilize the Galveston Island CVB staff. "They are a great resource for everything Galveston-related."

Of interest to attendees who are drawn to the island's sandy shores, the beaches were replenished and widened this summer in a \$20.9 million project.

SAN ANTONIO

Nearly 200 miles west of Houston, the city of San Antonio offers deep history, rich and diverse culture and a vibrant urban riverfront among its long list of attributes. "San Antonio has a rich history and provided numerous opportunities for our group to enjoy that history through a variety of tours. The ease of access and airlift were other factors that made the location ideal," says Dana Barton, director, national events, for Ducks Unlimited, a national organization dedicated to the conservation of wetlands and associated upland habitats for waterfowl, other wildlife and people. It has some 700,000 members and has been around since 1937.

The group of 1,075 attendees was based at the San Antonio Marriott Rivercenter for its 2017 meeting, but it was the city's selection of compelling venues that made San Antonio a great place for the group to convene. "San Antonio offered a variety of unique meeting and event options," Barton says. "Our group loved Tejas Rodeo."

Tejas Rodeo Company, just north of San Antonio, is a complex with a live rodeo, steakhouse, saloon and venues offering an authentic sense of Texas heritage as a backdrop for meetings and events. "We wanted a venue that would 'wow' our group. Tejas Rodeo provided that venue," Barton says. "We held our themed banquet, which was a plated dinner, in the rodeo arena. The Tejas team packed the ground to a solid surface. While enjoying fabulous desserts outside the arena as we listened and danced to a great band, the Tejas team turned the solid arena floor back into an arena fit for a rodeo in under 45 minutes."

The group did a full buyout of the venue for its event and it was a total success. "Our goal was to hold our event at Tejas Rodeo because of the 'wow' factor and uniqueness the venue provided. The food was equally outstanding," Barton adds. "No one on the Tejas Rodeo team knew the word 'no' and were confident they could back up their commitment to provide the event we discussed and planned. They didn't just meet the challenge, they exceeded it."

Barton says that event is still being talked about today. "Not many venues can provide a unique venue like Tejas Rodeo. Where else could you have a plated dinner in a rodeo arena and in less than 45 minutes be entertained at a rodeo in the same location? The venue, rodeo and food all get five stars!"

It goes without saying that Barton highly recommends San Antonio and especially Tejas Rodeo Company to any planner looking for a compelling function venue. "This venue knows how to create an exceptional event," she says. "Bring your appetite to your tasting and

get ready to be entertained at the rodeo. As with any venue, let your contacts know what your goals are so they are able to exceed your expectations."

San Antonio has had several newsworthy updates in the past year. Mokara Hotel & Spa wrapped up its renovation of the lobby and meeting spaces late last year. Set in what was formerly the L. Frank Saddlery Building, the hotel melds compelling history with contemporary design, including a focus on indigenous materials throughout. There's also a new 222-sf meeting space, the Tejas Boardroom. Also of interest to planners and attendees, the city's international airport received the top award for customer service from the Airports Council International-World in March.

AUSTIN

An hour and a half northeast of San Antonio, Austin, the Lone Star state's capital, is proud of its offbeat nature, but also a superb choice for business conferences. On the news front, six hotels have opened this year, adding more than 18,000 sf of meeting space.

Austin, the music capital of Texas, offers attendees a seemingly endless number of live music venues centered around country, blues and rock. Meeting hotels include the new Hilton Austin, which connects via an overhead walkway to the fourth floor of the Austin Convention Center (ACC). The walkway construction project includes a new, 1,891-sf outdoor terrace on the sixth floor.

Other convention hotels include the new Fairmont Austin and the JW Marriott Austin, both located near the ACC. Austin will get another convention hotel when the 613-room Austin Marriott Downtown opens next year with 64,000 sf of meeting space.

In addition, Kalahari Resorts & Conventions Round Rock opens next year in Round Rock, Texas, just outside Austin. The 350-acre resort will feature a 40,000-sf ballroom and a 22,000-sf ballroom.

EL PASO

About 577 miles west of Austin sits El Paso, home of the venerable Hotel Paso del Norte, built in 1912 and famous for its iconic stained glass ceiling. In the downtown business district near the Judson F. Williams Convention Center (JFWCC), the hotel offers 36,000 sf of function space, a rooftop pool and a fitness center. For dining, there are three eateries, including 1700° Restaurant, and to unwind, visit Dome Bar, which offers a selection of domestic and imported beers.

Marriott El Paso, just minutes from the El Paso Airport, offers 13,000 sf of meeting space, two restaurants, Red Rim Bistro and The Great Room, and a connected indoor and outdoor pool.

Even closer to the airport, the Wyndham El Paso Airport Hotel and Waterpark offers 17,000 sf of meeting space. Its on-site, seasonal waterpark is a big draw, and its also near the Robert E. Lee gate at Fort Bliss.

The JFWCC, also known as the El Paso Convention Center, offers 80,000 sf of exhibit space and can seat up to 8,000 people. Other special event venues include: the Abraham Chavez Theater, Plaza Theater, McKelligon Canyon Amphitheater, Philanthropy Theatre, the McKelligon Canyon Pavilion and Alcantar Sky Garden. The Arts Festival Plaza hosts all manner of events, including live music and festivals.

GRAPEVINE

Just north of and about midway between both Dallas and Fort Worth, Grapevine is known for its historic 19th- and 20th-century buildings. Its convention hotels include Gaylord Texan Resort & Convention Center, which offers 490,000 sf of event space, 10 restaurants, a seasonal water park and two pools. Hyatt Regency DFW International Airport offers 92,000 sf of event space, two restaurants and more.

PLANO

Just a few miles due north of Dallas, Plano also pays homage to its history. The Heritage Farmstead Museum is a restored 19th-century farm with original tools and furniture, plus a replica 1895 schoolroom. There, the Hilton Dallas/Plano Granite Park offers 30,000 sf of flexible indoor and outdoor meeting and event space.

Texas has an embarrassment of riches in terms of destinations that attract planners and attendees. And one thing is always true: Wherever in the state you meet, renowned Texas hospitality will be front and center. □ **AC&F** |

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Take A Three-City Texas Roadtrip

Boutique hotels form the backbone of this trip through Irving, College Station and Austin.

 **Take A Three-City Texas Roadtrip**
November 21, 2019



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By Gabi De la Rosa | November 21, 2019 9:58 am
[Arts & Culture](#), [Weekend Trip Tips](#)



If you've got a long weekend coming up, or you'd like to take a vacation but don't want to book a flight, consider a Texas roadtrip.

Texas is a big state, and it can be overwhelming to choose where to go. But we've put together a sample itinerary through three cities, offering enough to see and do to make your journey one to remember. What connects these itineraries is the presence of luxury boutique hotels by Houston-based Valencia Hotel Group. Their collection includes big hotels like one on San Antonio's Riverwalk — but also smaller places like a new 165-room hotel coming to Lubbock, and featuring outdoor porches with rocking chairs. That one is set to open this summer.

We'll start in Irving, where you can find the [Texican Court](#). It was inspired by the movie "The Good, the Bad and the Ugly." The Texican Court has a retro feel, much like the roadside hotels of the 1950s and 1960s. But don't let the vintage vibe fool you: this hotel is full of modern amenities.

Many overlook Irving as just a suburb of Dallas. But since the 1960s, Irving has been transforming from oil fields into a thriving community, full of Texas charm. Irving is the only place in Texas where you can get an authentic Venetian gondola ride. Miles of canals wind through residential, restaurant and shopping districts. It's also home to the largest equestrian sculpture in the world, and the Ruth Paine Museum – where Lee Harvey Oswald slept and stowed his gun the night before he shot President John F. Kennedy.

Next, pack up the car and head about three hours south to College Station. Here, you'll find [Cavalry Court](#). Located in Century Square, the hotel pays homage to Aggie history with its décor and barracks style. Guests will enjoy outdoor fire pits as well as large and beautifully appointed rooms.

Even if you're not a fan of the Texas A&M Aggies, you might appreciate the history of a behind-the-scenes tour of Kyle Field. There, you can learn about the famous 12th Man, and get access to places usually reserved for athletes and coaches. While you're on campus, head over to the somber, yet beautiful Bonfire Memorial and consider a tour of the [George H.W. Bush Presidential Library](#).

When you're hungry, stop in at the famous [Dixie Chicken](#) for Southern fare. Then step outside to check out Bottlecap Alley. Generations of students have lined the alleyway with bottlecaps from both beer and sodas – it is a great place to snap a photo. Another good dining option is the headquarters of [Grub Burger Bar](#); their burgers and handspun spiked shakes never disappoint.

From College Station, head to the state capital. [The Lone Star Court](#) has a retro vibe. Enjoy a drink outside or roast some marshmallows after dinner. The hotel's perfect location next to The Domain makes it very walkable for food, drink or enjoying north Austin entertainment.

Sites worth visiting in Austin include the [Blanton Museum](#). It's the home of the Alejandro Diaz "Make Tacos Not War" sculpture and the Ellsworth Kelly exhibit. Take a stroll down South Congress Avenue where you'll find Texas-sized shopping opportunities and more Tex-Mex than you can possibly eat.

Side button, Sleep/Wake Button, or Home button, depending on your device.

You can learn more about these and other Texas destinations in the [travel issue](#) of Texas Lifestyle magazine.

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TLM ONLINE

2 Shares Road Tripping Through Texas, a Nostalgic Adventure

Di De la Rosa on July 22, 2019 in Living Texas, Austin, Dallas/Fort Worth, Travel,



Complete with good food, great places to stay and the wonder of your next adventure, a road trip through Texas will bring back the nostalgia of your youth.

Nothing quite screams vacation like a summer road trip, which often takes us back to our youth when long family car rides were a rite of passage. This summer, bring back some of that nostalgia with a road trip through three cities where Americana meets Southern charm: Irving, College Station and Austin. Texas is a big state, it can be overwhelming to pick an itinerary, but these three cities have enough to see, do and amazing places to stay to make your journey one to remember.

Irving

Many consider Irving to be just a suburb of Dallas, but did you know it has the most Fortune 1,000 headquarters per capita in the country? Located only 12 miles from downtown Dallas, Irving was transformed in the 1960s from oil fields into a thriving community full of Texas charm.

2
Shares



2

Irving is the only place in Texas where you can experience an authentic Venetian gondola ride. Courtesy photo

Irving is the only place in Texas where you can get an authentic [Venetian gondola ride](#) in [Mandalay Canals](#) located in the Las Colinas Urban Center. The miles of canals wind through residential, restaurant and shopping districts, perfect for a gondola ride, stand up paddle boarding or just taking in the scenery. While you are there check out the [largest equestrian sculpture in the world](#) and take a stroll through history at the [Ruth Paine Museum](#), where Lee Harvey Oswald slept and stowed his gun the night before he shot President John F. Kennedy. Yes, only in Irving.



2
Shares

2

Get outdoors and roast marshmallows at the Texican Court hotel. Courtesy photo

Where to Stay

Keep the road trip vibe going with a stay at the [Texican Court](#). Inspired by the movie “The Good, the Bad and the Ugly,” Texican Court has a retro feel to it, much like the roadside hotels of the 1950s and 1960s. Don’t let the vintage vibe fool you, because this hotel is full of modern luxury. With combination [interior and exterior rooms](#), complimentary breakfast, fitness center and a [full-service restaurant](#) and [bar](#) – this hotel has everything you need, and then some.

College Station

Irving isn’t where the fun stops. Head about three hours south to College Station, home to one of Texas’ largest universities, [Texas A&M](#). College Station has more state pride than just about anywhere. Take a [behind the scenes tour of Kyle Field](#), learn about the famous [12th Man](#), and get access to places usually only reserved for athletes and coaches. While you’re on campus, head over to the somber yet beautiful [Bonfire Memorial](#) and take a tour of the [George H.W. Bush Presidential Library](#) – no matter your politics, this museum is an interesting walk through history.



2
Shares

2

Find out about the famed 12th Man and other Texas A&M traditions with a visit to College Station. Courtesy photo

Getting a little hungry? Stop in at the famous [Dixie Chicken](#) for Southern fare and then step outside to check out Bottlecap Alley. Generations of students have lined the alleyway with bottlecaps from both beer and sodas – it is a great place to snap a photo. If you are looking for something a little more sophisticated, but still want a good Texas burger, stop in at the headquarters of [Grub Burger Bar](#); their [burgers and handspun spiked shakes](#) never disappoint.

Where to Stay

Keep the Texas pride going with a stay at the boutique luxury hotel, [Cavalry Court](#). Located in Century Square, the hotel pays homage to Aggie history with its [décor and barracks style](#). Guests will enjoy outdoor fire pits, vintage Smeg refrigerators in each room, as well as [large and beautifully appointed rooms](#). Don't forget to stop in at [Canteen Bar & Grill](#) where Texas food and beer is their specialty.

2
Shares



*Cavalry Court offers guests luxury coupled with Texas A&M tradition in their military themed boutique hotel.
Courtesy photo*

Austin

From College Station, “head west young man,” and you’ll hit the state capital, Austin. There is so much Texas charm in this city you’ll want to spend time exploring. Just a few notable things include the [Blanton Museum](#), home of the intriguing [Ellsworth Kelly exhibit](#). With nearly 18,000 works in the collection, the Blanton showcases art from across the ages, from ancient greek pottery to abstract expressionism, plus offers a wide variety of events and tours. Located on the edge of the University of Texas at Austin’s campus and steps from the dome of the Capitol, the Blanton has something for everyone in the family.

2
Shares



2

*A trip to Austin must include a visit to the Blanton Museum of Art, home of the Ellsworth Kelly exhibit.
Photo John Anderson*

Take a stroll down [South Congress Avenue](#) where you'll have Texas-sized shopping opportunities and more Tex-Mex food than you can possibly eat. You might also want to make a stop at the second largest bat colony in Texas at the [Ann W. Richards Congress Avenue bridge](#). Catching a glimpse of 1.5 million Mexican freetail bats making their sunset expedition is worth the trip alone.

2
Shares



2

*Lone Star Court has upscale and vintage Texas charm, as well as a great location for sightseeing in Austin.
Courtesy photo*

Where to Stay

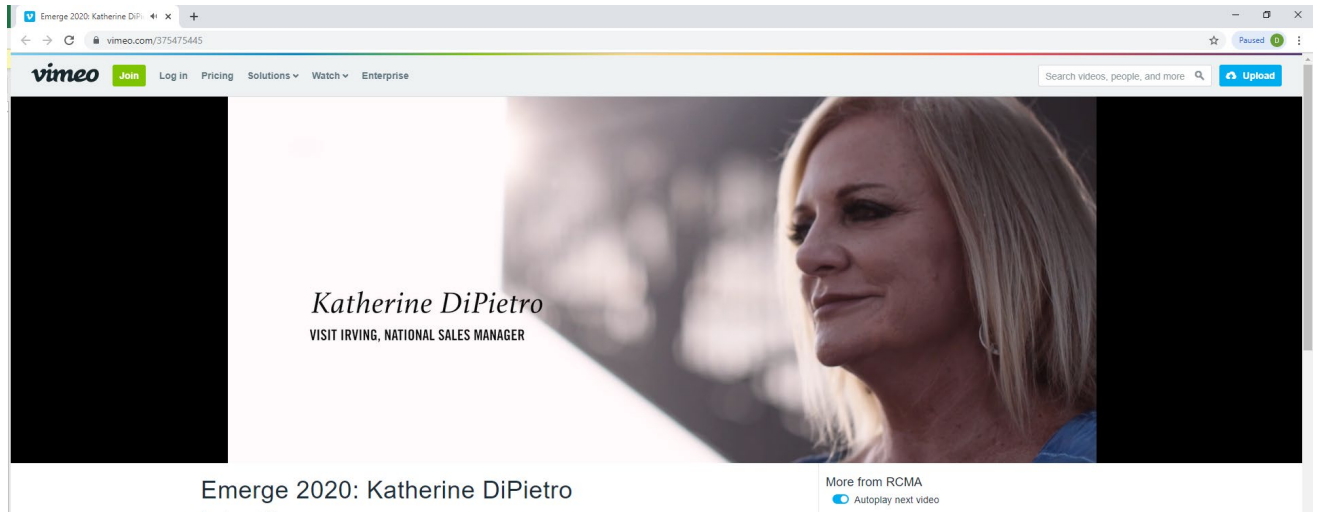
A road trip to Austin wouldn't be complete without a stay at the [Lone Star Court](#), another throwback to vintage culture with its retro vibe. Guests definitely won't feel boxed in at the Lone Star Court. Enjoy a drink outside or roast some marshmallows after dinner. The hotel's perfect location next to [The Domain](#) makes it very walkable to eat, drink or enjoy north Austin entertainment.

Cover: Visit the largest equestrian sculpture in the world in Irving. Courtesy photo

Gabi De la Rosa lives in Houston with her husband and three children. You can usually find her at a great local restaurant or out exploring HTX with her family. Visit her on Instagram [@gabioftheroses_htx](#)

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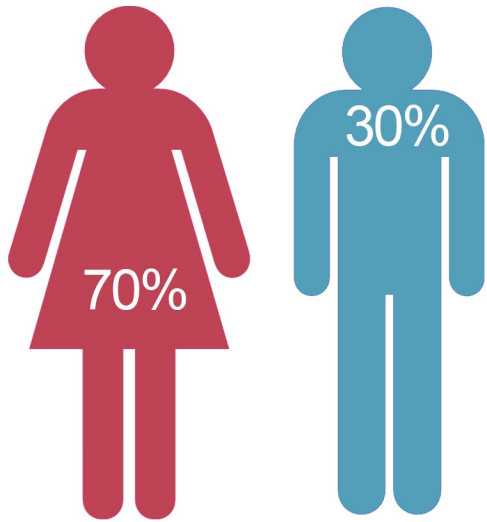
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RCMA

<https://vimeo.com/375475445>

IRVING TEXAS

Social Media Facts - November 2019



Geographical Breakdown

DALLAS
IRVING
FORT WORTH
ARLINGTON
HOUSTON
GRAND PRAIRIE
SAN ANTONIO
PLANO
GARLAND
MESQUITE

FOLLOWERS

	66,909	↑ 792
	5,689	↑ 8
	6,397	↑ 51

FACEBOOK

	54,729	IMPRESSIONS
	42,639	USERS

TWITTER

	77,700	IMPRESSIONS
	213	PROFILE VISITS

INSTAGRAM

	13,066	IMPRESSIONS
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Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.

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

Impressions- Total number of times your posts has been seen.

WHERE LOCATION MEETS INNOVATION



Social Media Insights – November 2019



FACEBOOK >



Followers 13,023



12



537,260

IMPRESSIONS



257,058

USERS



202,278

CHECK-INS



TWITTER >



Followers 2,552



1



1,693

IMPRESSIONS



103

PROFILE VISITS



INSTAGRAM >



Followers 2,007



8



0

IMPRESSIONS

ICVB MEMORANDUM

DATE: 11/24/2019
TO: Maura Gast
FROM: Mike Zumbaugh
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for October remained higher than Texas & US figures at 79.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 1.7% *, while Texas figures were up 1.8% and the US was down 0.8% for the month. Demand for the current period is up by 6.8% and YTD is up 2.6% over last year, while STR data reflects a 1.7% increase for the current period and a 1.3% decrease in YTD occupancy compared to 2018.

For average daily rate, Irving was \$116.05, up 1.2% in October compared to last year, leaving Irving's YTD average daily rate at \$111.21, up 1.9% over last year. Both current month and YTD ADR figures were higher than Texas' numbers.

SPECIAL NOTE: A data variance error has been detected in the Occupancy %, ADR, & RevPAR figures between two different reports in our monthly data set from STR beginning in August 2019. The differences are minor – 0.1% in Occupancy, \$0.04 in ADR, and \$0.63 in RevPAR for this month (highlighted in orange on Pages 2 & 3). For the purposes of the attached graphs, the difference is not apparent, but the numbers do vary between reports. This issue is being researched, and the figures will be updated in our database once the STR reports have been updated with corrected information.

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

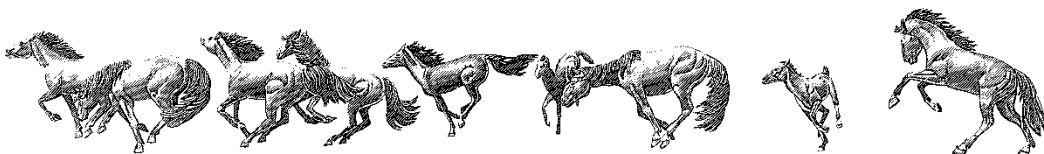
AirBNB

For the month of October, there were 417 available listings in Irving which is a 35.0% increase in listings over last year's figure of 309.

The average daily rate for October is \$208.91, which is up 24.2% over last year, with an occupancy percentage of 64.9%, which is up 15.6% compared to last year. For the hotel comparable subset, the average daily rate is \$94.83, up 0.9% from last year, with occupancy at 68.5%, down 2.0% from last year.

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

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



Tab 4 - Multi-Segment

Irving TX CVB

For the month of: October 2019

	Current Month - October 2019 vs October 2018												Year to Date - October 2019 vs October 2018											
	Occ %		ADR		RevPAR		Percent Change from October 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.3	69.8	133.34	133.98	92.35	93.52	-0.8	-0.5	-1.2	0.8	2.1	1.3	67.8	67.8	132.07	130.95	89.50	88.81	-0.1	0.9	0.8	2.8	2.0	1.9
Texas	67.6	66.4	108.52	111.53	73.36	74.03	1.8	-2.7	-0.9	2.2	3.1	5.0	66.4	66.2	105.40	106.55	69.99	70.57	0.3	-1.1	-0.8	2.2	3.0	3.3
Atlanta, GA	71.6	72.7	115.57	114.77	82.76	83.45	-1.5	0.7	-0.8	2.1	2.9	1.4	71.0	71.5	116.36	111.08	82.66	79.42	-0.6	4.8	4.1	6.4	2.2	1.5
Arlington, TX	70.8	69.0	107.45	100.02	76.03	68.97	2.6	7.4	10.2	17.9	7.0	9.8	70.9	70.0	95.52	93.85	67.72	65.74	1.2	1.8	3.0	5.9	2.8	4.0
Charlotte, NC-SC	71.2	76.5	113.13	117.20	80.56	89.71	-7.0	-3.5	-10.2	-7.1	3.5	-3.7	70.2	71.5	112.18	110.81	78.74	79.19	-1.8	1.2	-0.6	2.9	3.5	1.7
Fort Worth, TX+	73.5	74.0	109.38	110.96	80.42	82.10	-0.6	-1.4	-2.0	-1.3	0.8	0.2	70.2	72.8	107.66	106.90	75.55	77.77	-3.5	0.7	-2.9	0.2	3.1	-0.5
Frisco, TX+	69.0	74.2	140.71	149.68	97.08	111.08	-7.0	-6.0	-12.6	3.4	18.3	10.0	67.9	69.7	142.17	142.89	96.58	99.63	-2.6	-0.5	-3.1	5.7	9.0	6.2
Grapevine, TX+	77.5	75.9	174.51	187.12	135.19	141.94	2.1	-6.7	-4.8	-4.8	0.0	2.1	78.0	76.5	183.69	182.73	143.27	139.73	2.0	0.5	2.5	5.8	3.2	5.2
Irving, TX+	79.1	77.7	116.05	114.62	91.76	89.09	1.7	1.2	3.0	8.2	5.0	6.8	73.2	74.2	111.21	109.13	81.44	80.97	-1.3	1.9	0.6	5.2	4.6	3.2
Nashville, TN	82.0	81.8	167.44	162.78	137.27	133.15	0.2	2.9	3.1	10.1	6.8	7.0	75.6	75.0	152.21	148.50	115.06	111.34	0.8	2.5	3.3	11.2	7.6	8.5
Phoenix, AZ	71.6	73.0	132.38	133.19	94.75	97.20	-1.9	-0.6	-2.5	-0.8	1.8	-0.2	71.2	70.4	134.80	131.35	96.04	92.43	1.3	2.6	3.9	4.7	0.8	2.0
San Jose, CA+	78.9	85.3	201.76	213.33	159.15	182.03	-7.6	-5.4	-12.6	-7.2	6.1	-1.9	77.0	81.2	202.67	199.37	156.02	161.89	-5.2	1.7	-3.6	-2.1	1.6	-3.7

Competitive Set Comparison												
	Actual Figures						Percent of Change from Last Year					
	Current Month			Year-To-Date			Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	69.3	133.34	92.35	67.8	132.07	89.50	-0.8	-0.5	-1.2	-0.1	0.9	0.8
Texas	67.6	108.52	73.36	66.4	105.40	69.99	1.8	-2.7	-0.9	0.3	-1.1	-0.8
Irving	79.1	116.05	91.76	73.2	111.21	81.44	1.7	1.2	3.0	-1.3	1.9	0.6
Best USA	Nshvle	SanJose	SanJose	Grpvine	SanJose	SanJose	Arlngtn	Arlngtn	Arlngtn	Grpvine	Atlanta	Atlanta
	82.0	201.76	159.15	78.0	202.67	156.02	2.6	7.4	10.2	2.0	4.8	4.1
Best Texas	Irving	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Arlngtn	Arlngtn	Arlngtn	Grpvine	Irving	Arlngtn
	79.1	174.51	135.19	78.0	183.69	143.27	2.6	7.4	10.2	2.0	1.9	3.0
Worst USA	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	SanJose	Grpvine	Frisco	SanJose	Frisco	SanJose
	69.0	107.45	76.03	67.9	95.52	67.72	-7.6	-6.7	-12.6	-5.2	-0.5	-3.6
Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Frisco	Grpvine	Frisco	Ft Worth	Frisco	Frisco
	69.0	107.45	76.03	67.9	95.52	67.72	-7.0	-6.7	-12.6	-3.5	-0.5	-3.1

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

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: October 2019

Current Month - October 2019 vs October 2018												
	Occ %		ADR		RevPAR		Percent Change from October 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Irving, TX+	79.0	77.7	116.09	114.62	91.72	89.09	1.6	1.3	2.9	9.1	6.0
Luxury/Full Service Irving+	78.8	78.4	157.95	158.09	124.41	124.00	0.4	-0.1	0.3	11.8	11.4	11.9
All Suite/Extended Stay Irving+	82.1	80.3	98.42	96.26	80.78	77.30	2.2	2.3	4.5	8.0	3.3	5.6
Limited Service Irving+	81.3	78.6	111.34	116.48	90.55	91.56	3.5	-4.4	-1.1	-1.1	0.0	3.5
Budget Irving+	73.5	72.1	59.92	58.47	44.02	42.13	1.9	2.5	4.5	4.2	-0.3	1.6
Las Colinas+	80.7	79.7	134.40	130.83	108.52	104.29	1.3	2.7	4.1	15.0	10.6	12.0
DFW North+	79.6	81.9	110.89	110.10	88.27	90.19	-2.8	0.7	-2.1	3.7	6.0	3.0
DFW South+	75.7	70.4	93.49	95.79	70.80	67.45	7.5	-2.4	5.0	4.8	-0.1	7.4
Full Service Las Colinas+	78.3	75.8	188.46	196.21	147.64	148.79	3.3	-3.9	-0.8	27.6	28.6	32.8
Limited Service Las Colinas+	82.5	82.0	95.78	95.42	79.06	78.23	0.7	0.4	1.1	1.1	0.0	0.7
Full Service DFW North+	79.6	83.4	142.07	142.76	113.14	119.02	-4.5	-0.5	-4.9	-4.9	0.0	-4.5
Limited Service DFW North+	79.9	80.9	90.53	87.48	72.35	70.80	-1.3	3.5	2.2	7.2	4.9	3.6
Full Service DFW South+												
Limited Service DFW South+	74.6	68.3	83.04	84.59	61.94	57.78	9.2	-1.8	7.2	7.0	-0.2	9.0
ICC Comp Set No Boutiques+												

Year to Date - October 2019 vs October 2018												
	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Irving, TX+	73.2	74.2	111.23	109.13	81.38	80.97	-1.4	1.9	0.5	5.4	4.9
Luxury/Full Service Irving+	71.9	73.2	150.42	148.93	108.22	108.96	-1.7	1.0	-0.7	9.1	9.9	8.1
All Suite/Extended Stay Irving+	76.1	76.5	95.69	94.84	72.80	72.59	-0.6	0.9	0.3	2.8	2.5	1.9
Limited Service Irving+	73.7	74.8	111.27	111.83	81.95	83.64	-1.5	-0.5	-2.0	-0.2	1.8	0.3
Budget Irving+	71.2	72.2	57.78	56.81	41.14	41.03	-1.4	1.7	0.3	0.3	-0.0	-1.4
Las Colinas+	72.7	75.0	127.84	124.30	93.00	93.26	-3.0	2.8	-0.3	10.0	10.3	7.0
DFW North+	76.2	78.2	106.54	105.76	81.13	82.74	-2.7	0.7	-1.9	0.0	2.0	-0.7
DFW South+	70.4	68.6	91.77	91.18	64.63	62.50	2.7	0.7	3.4	4.2	0.7	3.5
Full Service Las Colinas+	67.8	70.3	180.47	183.08	122.31	128.62	-3.5	-1.4	-4.9	18.6	24.7	20.3
Limited Service Las Colinas+	76.4	77.9	93.74	92.70	71.60	72.19	-1.9	1.1	-0.8	0.9	1.8	-0.2
Full Service DFW North+	75.7	78.4	137.55	136.69	104.16	107.11	-3.4	0.6	-2.8	-2.8	0.0	-3.4
Limited Service DFW North+	76.8	78.1	86.15	84.83	66.14	66.30	-1.8	1.6	-0.2	1.6	1.8	0.0
Full Service DFW South+												
Limited Service DFW South+	68.5	67.8	81.65	81.67	55.92	55.41	1.0	-0.0	0.9	2.0	1.1	2.0
ICC Comp Set No Boutiques+												

AirBNB Data

	Occ %		ADR		RevPAR		Percent Change from Prior Year					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Entire Place	64.9	56.5	208.91	152.69	135.54	86.26	15.6	24.2	43.6	103.4	57.3
Hotel Comparable	68.5	70.0	94.83	94.41	64.95	66.07	-2.0	0.9	-1.0	4.3	5.4	3.3

	Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Entire Place	63.4	62.4	197.99	145.04	125.53	90.51	1.7	20.9	23.0	105.5	95.4
Hotel Comparable	63.9	64.8	87.29	89.11	55.79	57.78	-3.5	-1.2	-4.7	27.6	33.9	29.2

Available Listings

	2019	2018	% Chg
Entire Place	231	125	84.8
Private Room	168	154	9.1
Shared Room	18	30	(40.0)
Total Available Listings	417	309	35.0

Participation

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	88	77	12962	11398
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3710	3603
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	16	2451	1594
Las Colinas+	31	30	5260	4924
DFW North+	27	27	4167	4167
DFW South+	30	20	3535	2307
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3001	2665
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	22	22	2467	2467
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2018			2019			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	66.4	247,296	247,296	66.5	254,496	254,496	2.9%	2.9%	0.5%	0.5%
February	74.4	250,037	497,333	70.4	243,421	497,917	-2.6%	0.1%	-5.1%	-2.3%
March	76.5	284,818	782,151	77.0	303,898	801,815	6.7%	2.5%	0.9%	-1.0%
April	77.4	281,441	1,063,592	74.2	283,519	1,085,334	0.7%	2.0%	-3.5%	-1.7%
May	74.5	279,748	1,343,340	73.9	291,548	1,376,882	4.2%	2.5%	-0.5%	-1.4%
June	79.4	288,650	1,631,990	78.6	300,278	1,677,160	4.0%	2.8%	-0.3%	-1.2%
July	75.0	285,044	1,917,034	73.0	288,175	1,965,335	1.1%	2.5%	-2.1%	-1.4%
August	70.0	266,054	2,183,088	69.5	273,955	2,239,290	3.0%	2.6%	-0.3%	-1.3%
September	74.4	273,701	2,456,789	70.5	268,938	2,508,228	-1.7%	2.1%	-5.1%	-1.7%
October	78.2	297,171	2,753,960	79.0	317,464	2,825,692	6.8%	2.6%	1.7%	-1.3%
November	67.4	250,958	3,004,918							
December	59.3	226,764	3,231,682							

Irving, Texas & United States Comparison

October 2019

Irving	A.D.R.				OCCUPANCY				RevPAR												
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg									
JANUARY	112.87	2.2%	112.87	2.2%	66.5%	0.5%	66.5%	0.5%	75.07	2.8%	75.07	2.8%									
FEBRUARY	114.81	2.3%	113.84	2.2%	70.4%	-5.1%	68.4%	-2.3%	80.87	-3.0%	77.82	-0.2%									
MAR	111.53	2.9%	112.84	2.3%	77.0%	0.9%	71.4%	-1.0%	85.88	3.8%	80.57	1.3%									
APRIL	113.37	1.0%	112.52	1.5%	74.2%	-3.5%	72.1%	-1.7%	84.16	-2.5%	81.15	-0.1%									
MAY	111.53	2.5%	112.27	1.7%	73.9%	-0.5%	72.5%	-1.4%	82.39	2.0%	81.37	0.3%									
JUNE	111.43	2.9%	112.08	1.9%	78.6%	-0.3%	73.5%	-1.2%	87.62	2.5%	82.39	0.6%									
JULY	106.93	3.4%	111.33	2.1%	73.0%	-2.1%	73.4%	-1.4%	78.10	1.3%	81.73	0.7%									
AUGUST	105.28	0.7%	110.58	1.9%	69.1%	-0.3%	72.8%	-1.3%	72.76	0.4%	80.55	0.6%									
SEPTEMBER	111.01	2.5%	110.68	2.1%	70.3%	-5.1%	72.6%	-1.7%	78.09	-2.7%	80.38	0.3%									
OCTOBER	116.05	1.2%	111.21	1.9%	79.1%	1.7%	73.2%	-1.3%	91.76	3.0%	81.44	0.6%									
NOVEMBER																					
DECEMBER																					
12 mo. rolling averages:													ADR	110.45	2.2%	Occupancy	71.7%	-1.3%	RevPAR	79.17	0.9%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.12	-0.1%	102.12	-0.1%	57.4%	-2.7%	57.4%	-2.7%	58.63	-2.8%	58.63	-2.8%
FEBRUARY	106.31	-0.2%	104.26	-0.1%	65.1%	-1.8%	61.1%	-2.3%	69.22	-2.0%	63.66	-2.4%
MAR	111.45	-1.1%	106.97	-0.5%	71.2%	-0.9%	64.6%	-1.8%	79.36	-2.0%	69.06	-2.3%
APRIL	108.15	-2.7%	107.28	-1.1%	68.8%	0.8%	65.6%	-1.1%	74.35	-2.0%	70.36	-2.2%
MAY	106.70	-0.3%	107.16	-0.9%	66.8%	0.7%	65.8%	-0.8%	71.26	0.4%	70.54	-1.7%
JUNE	104.36	-1.1%	106.64	-0.9%	70.0%	-0.6%	66.5%	-0.8%	73.06	-1.7%	70.93	-1.7%
JULY	102.29	0.0%	105.99	-0.8%	69.5%	2.4%	67.0%	-0.3%	71.09	2.4%	70.96	-1.1%
AUGUST	99.25	-1.0%	105.19	-0.8%	64.9%	1.5%	66.7%	-0.1%	64.38	0.4%	70.15	-0.9%
SEPTEMBER	103.79	-1.3%	105.04	-0.9%	63.0%	1.6%	66.3%	0.1%	65.35	0.3%	69.61	-0.8%
OCTOBER	108.52	-2.7%	105.40	-1.1%	67.6%	1.8%	66.4%	0.3%	73.36	-0.9%	69.99	-0.8%
NOVEMBER												
DECEMBER												

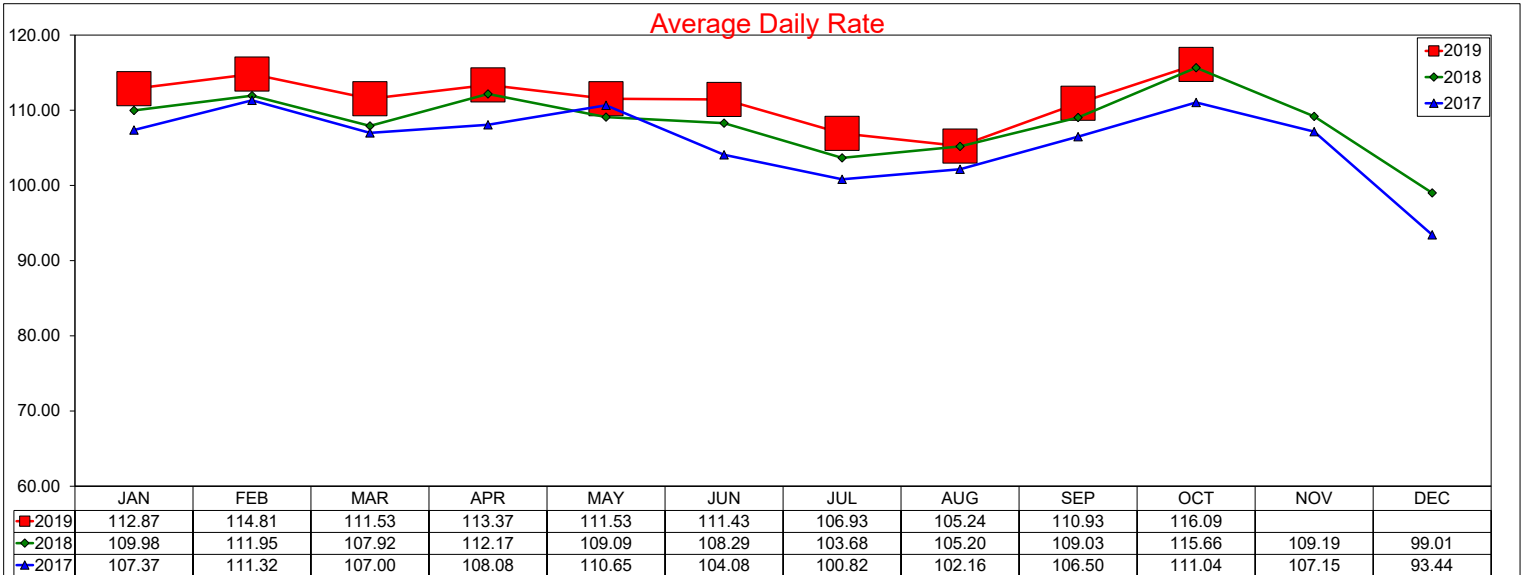
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	124.39	0.8%	124.39	0.8%	54.8%	0.7%	54.8%	0.7%	68.13	1.5%	68.13	1.5%
FEBRUARY	128.94	1.9%	126.72	1.4%	62.2%	0.7%	58.3%	0.7%	80.15	2.6%	73.82	2.0%
MAR	132.66	0.6%	129.02	1.1%	68.4%	0.0%	61.8%	0.4%	90.78	0.6%	79.68	1.5%
APRIL	131.85	0.9%	129.82	1.0%	68.0%	0.3%	63.3%	0.3%	89.67	1.2%	82.18	1.4%
MAY	132.43	1.6%	130.42	1.2%	68.7%	0.9%	64.4%	0.4%	91.01	2.5%	84.02	1.6%
JUNE	134.52	0.9%	131.20	1.1%	73.5%	-1.3%	65.9%	0.1%	98.85	-0.4%	86.51	1.2%
JULY	135.04	0.7%	131.85	1.1%	73.8%	0.4%	67.1%	0.1%	99.62	1.1%	88.45	1.2%
AUGUST	132.47	0.9%	131.95	1.1%	71.4%	0.0%	67.6%	0.1%	94.55	0.9%	89.24	1.2%
SEPTEMBER	131.93	0.6%	131.92	1.0%	67.4%	-0.9%	67.6%	0.0%	88.91	-0.3%	89.18	1.0%
OCTOBER	133.34	-0.5%	132.07	0.9%	69.3%	-0.8%	67.8%	-0.1%	92.35	-1.2%	89.50	0.8%
NOVEMBER												
DECEMBER												

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

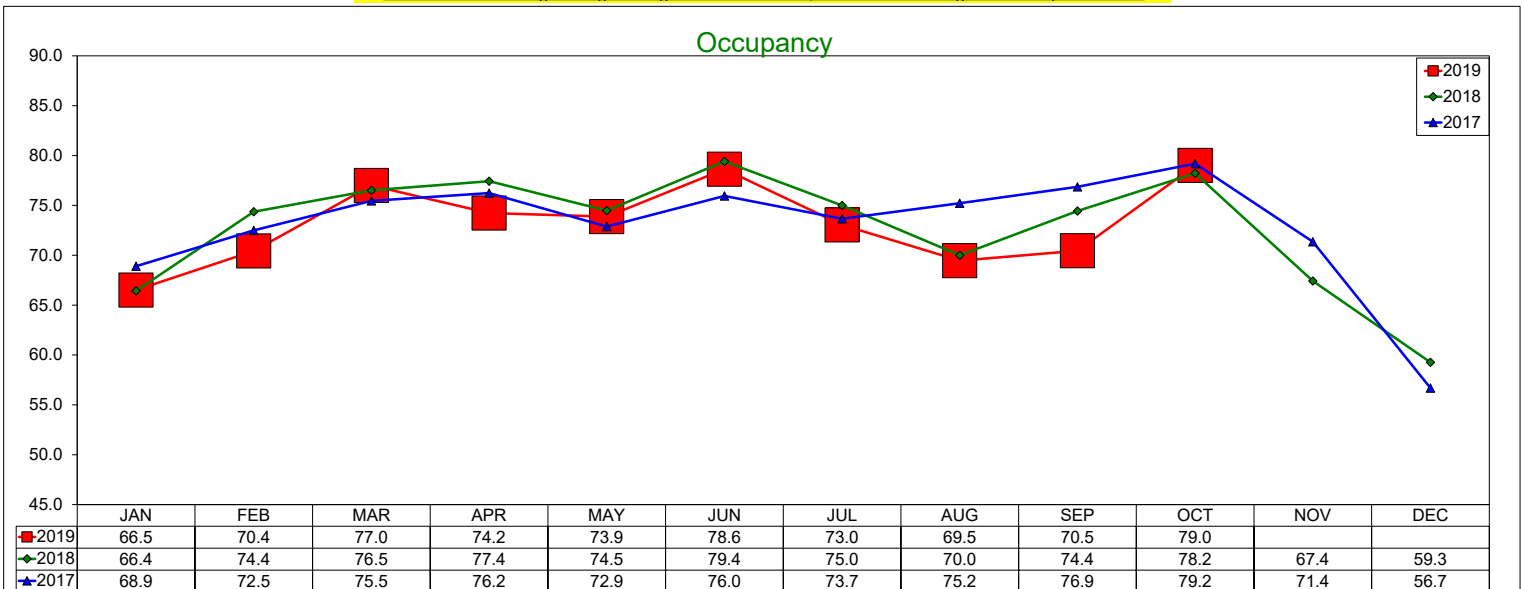
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

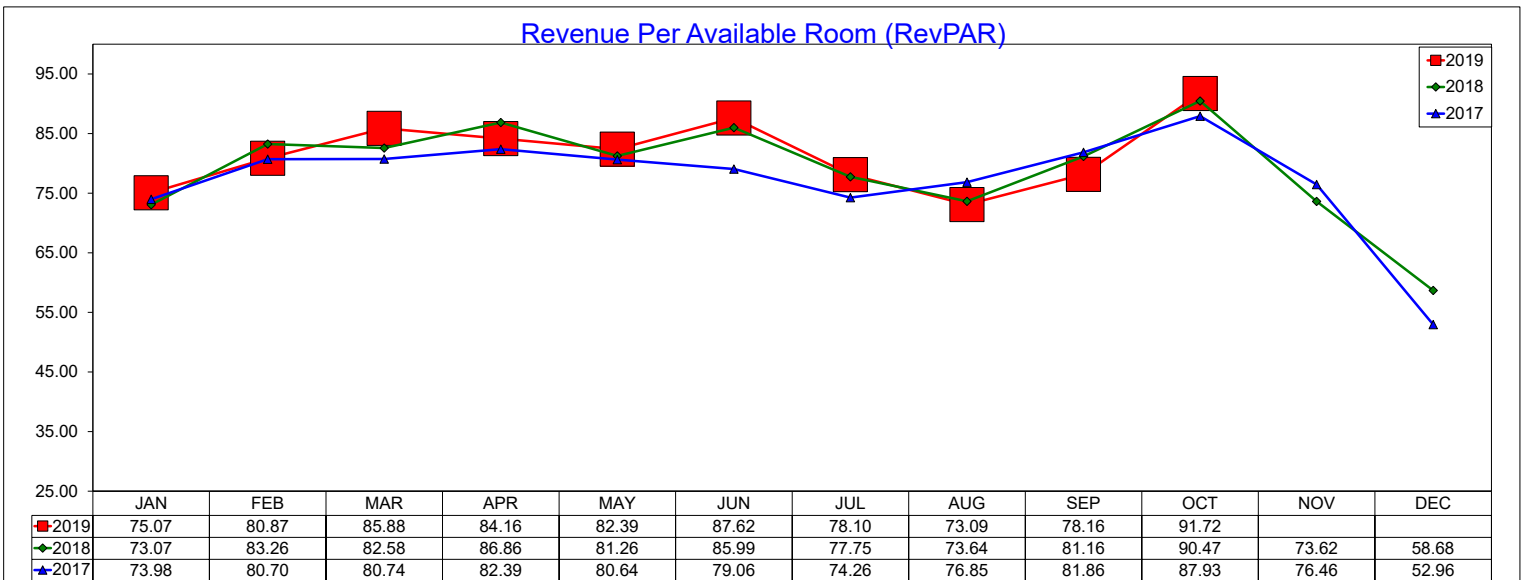
October 2019



12 month ADR Rolling Average through October 2019 is \$110.45 with a change from last year of 2.2%



12 month Occupancy Rolling Average through October 2019 is 71.68% with a change from last year of -1.3%



12 month RevPAR Rolling Average through October 2019 is \$79.17 with a change from last year of 0.9%

Monthly & YTD AirBNB Data

October 2019

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	148.03	3.7%	148.03	3.7%	48.5%	-24.2%	48.5%	-24.2%	71.81	-21.4%	71.81	-21.4%
FEBRUARY	145.41	-2.0%	146.75	1.0%	53.9%	-4.9%	51.0%	-15.5%	78.39	-6.8%	74.85	-14.7%
MAR	202.06	33.8%	170.55	15.4%	66.0%	-1.9%	56.5%	-10.5%	133.44	31.3%	96.43	3.3%
APRIL	181.03	23.0%	173.63	17.6%	61.1%	-9.1%	57.8%	-10.1%	110.58	11.8%	100.37	5.7%
MAY	195.54	9.8%	179.05	16.1%	61.6%	12.3%	58.7%	-5.3%	120.45	23.3%	105.10	9.9%
JUNE	199.59	10.4%	183.08	14.5%	73.7%	-2.3%	61.1%	-5.1%	147.04	7.9%	111.94	8.6%
JULY	214.55	20.0%	188.45	15.2%	71.5%	2.6%	62.7%	-4.1%	153.40	23.1%	118.13	10.5%
AUGUST	212.86	40.7%	192.35	19.0%	61.5%	0.0%	62.5%	-3.5%	130.87	40.8%	120.20	14.9%
SEPTEMBER	219.47	28.2%	196.28	20.4%	67.5%	18.9%	63.2%	-0.5%	148.20	52.4%	124.00	19.9%
OCTOBER	208.91	24.2%	197.99	20.9%	64.9%	15.6%	63.4%	1.7%	135.54	43.6%	125.53	23.0%
NOVEMBER												
DECEMBER												

Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	83.69	-6.1%	83.69	-6.1%	60.7%	-4.8%	60.7%	-4.8%	50.81	-10.6%	50.81	-10.6%
FEBRUARY	82.08	-6.9%	82.79	-6.6%	70.8%	26.5%	66.0%	10.0%	58.14	17.8%	54.62	2.7%
MAR	89.48	11.0%	85.22	0.0%	71.7%	3.4%	67.9%	6.7%	64.13	14.9%	57.90	6.8%
APRIL	83.64	1.2%	84.80	0.4%	58.2%	-17.0%	65.0%	-0.6%	48.67	-16.1%	55.12	-0.2%
MAY	87.24	-2.8%	85.30	-0.2%	56.3%	7.8%	63.0%	0.9%	49.16	4.8%	53.74	0.7%
JUNE	84.92	-6.4%	85.23	-1.5%	67.1%	-6.5%	63.7%	-0.7%	57.02	-12.5%	54.30	-2.1%
JULY	81.69	-5.1%	84.76	-1.9%	68.4%	-0.5%	64.3%	-0.9%	55.86	-5.6%	54.49	-2.8%
AUGUST	90.44	5.6%	85.52	-0.9%	56.0%	-18.6%	63.0%	-3.7%	50.61	-14.0%	53.91	-4.6%
SEPTEMBER	93.55	-1.5%	86.35	-1.3%	66.5%	-1.1%	63.4%	-3.5%	62.20	-2.5%	54.73	-4.8%
OCTOBER	94.83	0.9%	87.29	-1.2%	68.5%	-2.0%	63.9%	-3.5%	64.95	-1.0%	55.79	-4.7%
NOVEMBER												
DECEMBER												

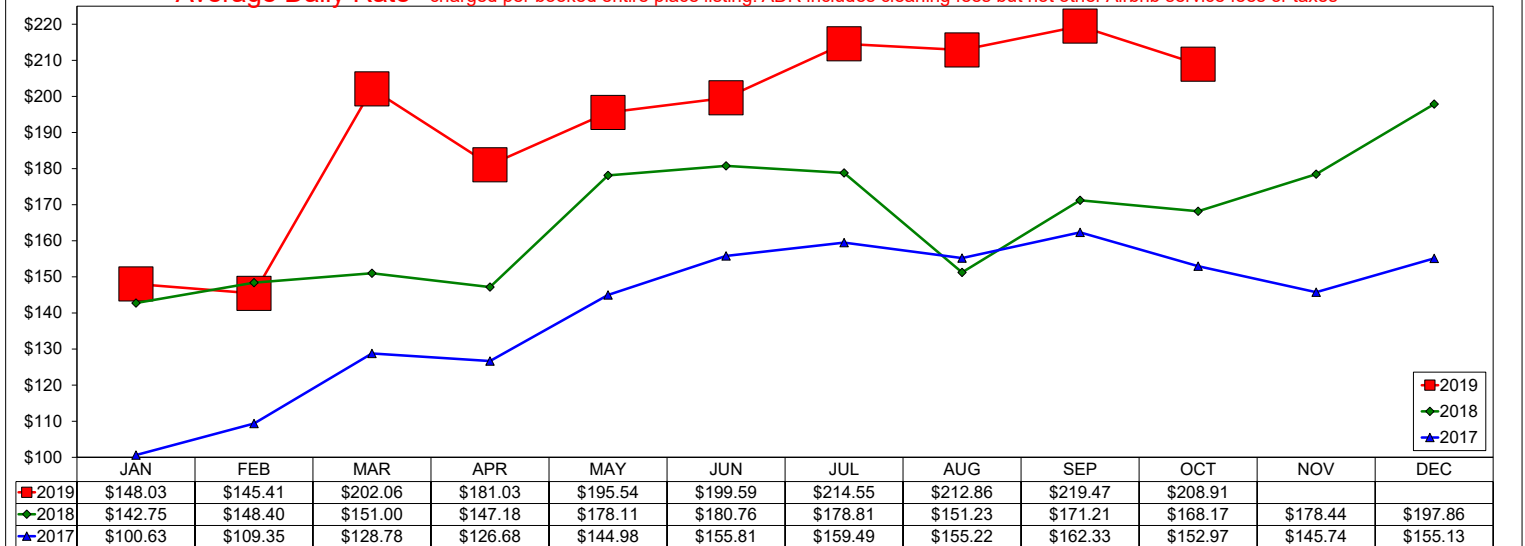
Note: The "Change %" column refers to the change from the prior year's figure.

AirBNB - Entire Place

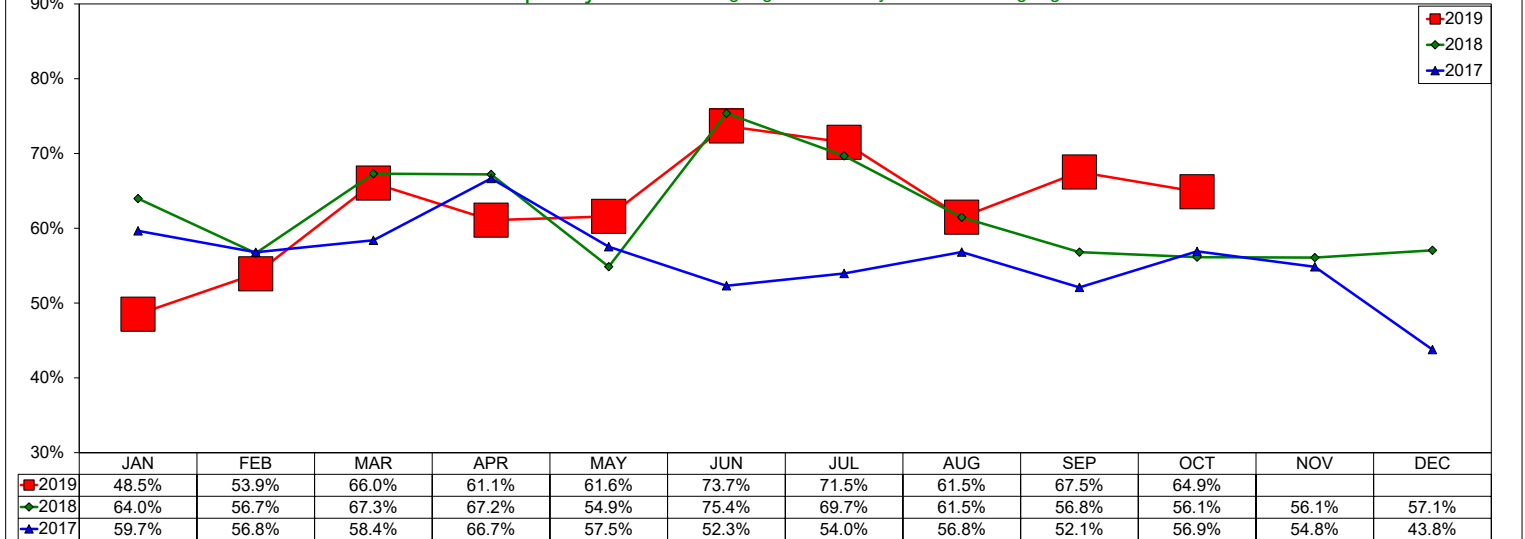
October 2019

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

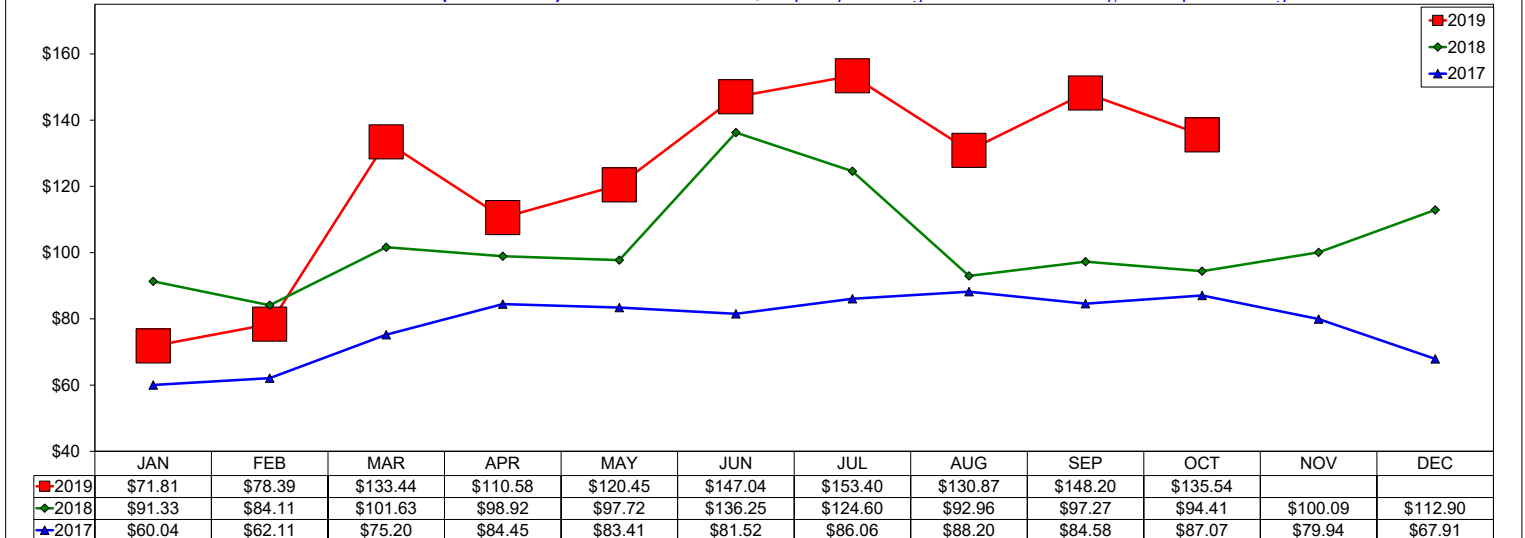
Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"

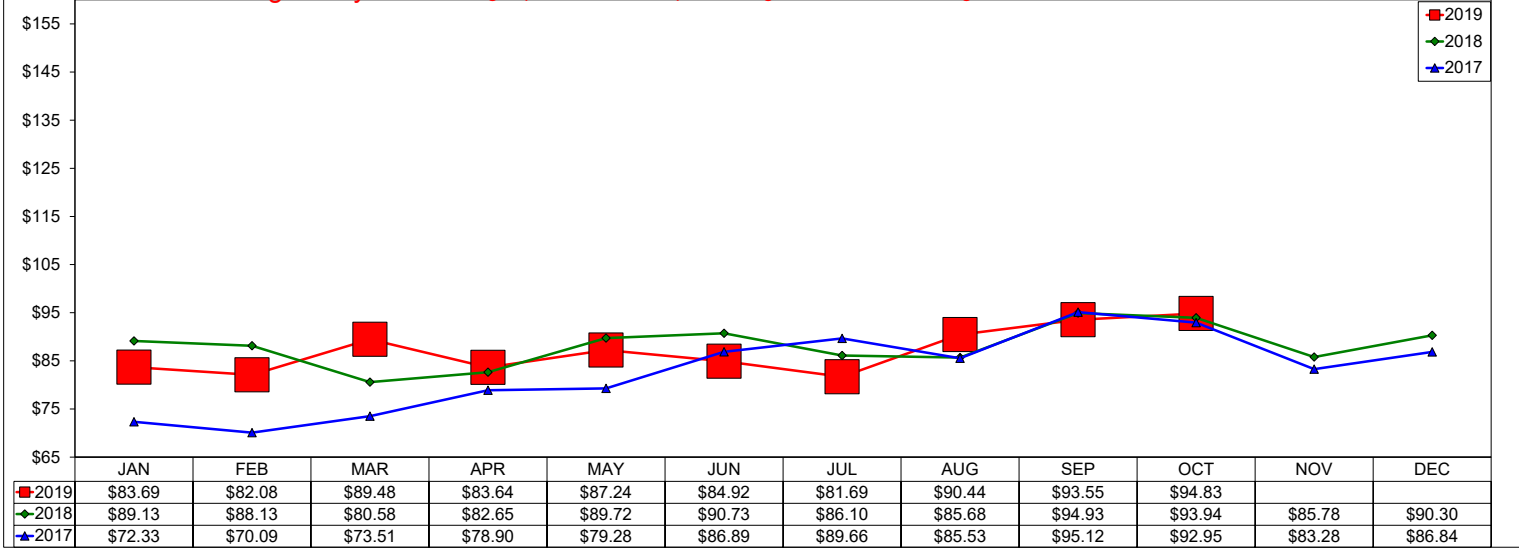


AirBNB - Hotel Comparable Subset

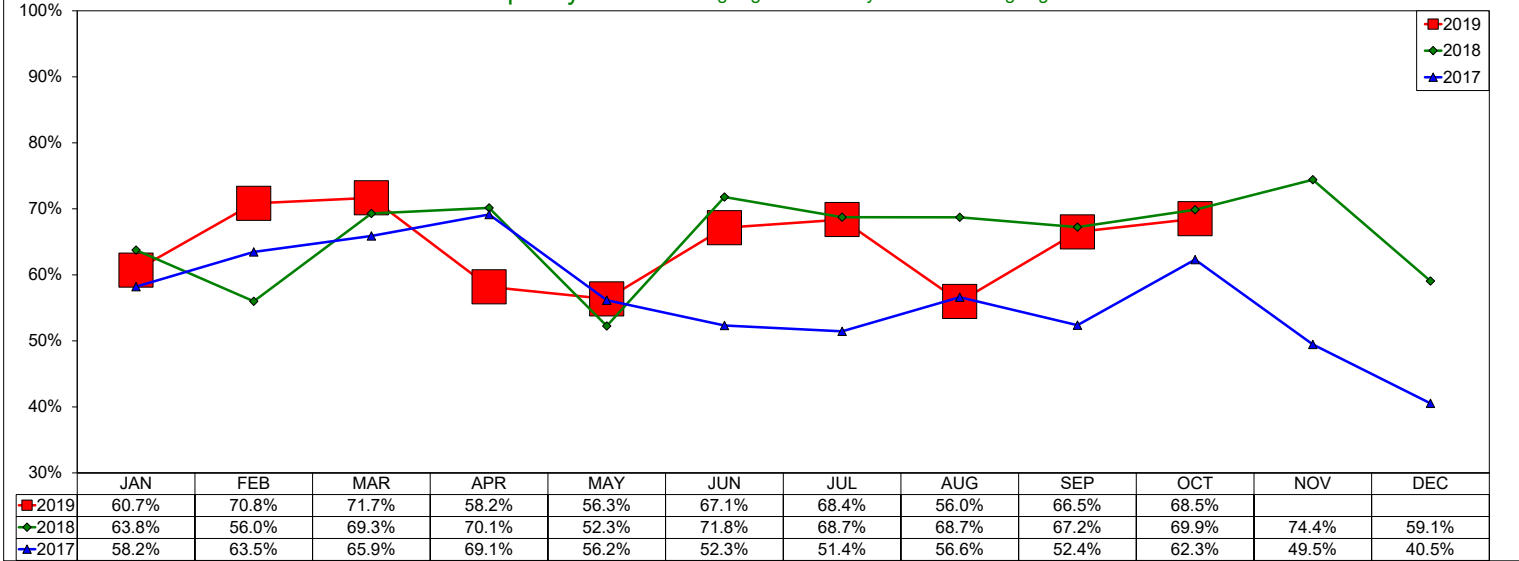
October 2019

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

Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 2019**

CONVENTION CENTER MANAGEMENT REPORTS





**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

December 6, 2019

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Pedraza, ASM Global Director of Finance
 Matt Tungett, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – October 2019**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	127,345	172,375	99,584	127,345	172,375	99,584
Ancillary Income	689,040	413,096	359,102	689,040	413,096	359,102
Total Event Income	816,385	585,471	458,686	816,385	585,471	458,686
Other Income	95,000	70,000	21,305	95,000	70,000	21,305
Adjusted Gross Income	911,385	655,471	479,991	911,385	655,471	479,991
Indirect Expenses	(700,393)	(572,234)	(560,373)	(700,393)	(572,234)	(560,373)
Net Income (Loss)	210,992	83,237	(80,382)	210,992	83,237	(80,382)

- Despite falling short on direct event income, October's total event income surpassed budget by over \$230,000.
- We exceeded our F&B Catering goal for the month by over \$300,000 thanks to a base of large corporate events such as Dell Technology Forum, Service Now Summit, and PartnerSource.
- Overall, the ICC beat the budget target for October by \$127,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	854,435	516,183	419,249	854,435	516,183	419,249
Net Income/(Loss)	605,052	314,905	259,698	605,052	314,905	259,698
Net Income/(Loss) %	70.81%	61.01%	61.94%	70.81%	61.01%	61.94%

ICC by the Numbers

EVENTS	
This month	To date
27	27
Current Year	Current Year
21	21
Prior Year	Prior Year

VISITORS	
This month	To date
21,831	21,831
Current Year	Current Year
32,217	32,217
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
5,029	5,029
Current Year	Current Year
1,855	1,855
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
6	100%
This Month	Current Month
6	100%
Year to Date	Year to Date

SIGNED CONTRACTS	
This month	To date
28	28
Current Year	Current Year
19	19
Prior Year	Prior Year

Target Industry Bookings

HCA – April 2020

Elevate IT – March 2020

DBC Pri-Med – September 2020

CVS Caremark – March 2020

Vizient – November 2019

Vizient – February 2020

November and December at a Glance

- November 3-5 NEDRP 2019 Conference
- November 6-7 IIAD All-Industry Day
- November 9-10 TX Bridal and Wedding Show
- November 21-24 USA Judo Dallas Invitational
- December 2-4 Digital Summit
- December 6-7 The Spirit Championships
- December 9-10 Super Lunch 2019
- December 11-13 TSCPA CPE Expo
- December 13-14 Battle of Texas

cc: Tom Meehan, General Manager, ASM Global

December 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Digital Summit Definite 3 Rooms	3	4	5 DFW Business Group on Health 15th Annual Forum Definite 4 Rooms State of Hispanic Business Definite 8 Rooms	6 The Spirit Championships Definite 5 Rooms Aeroxchange Holiday Party Definite 3 Rooms	7 Empower Texans Definite 4 Rooms Point of Rental Holiday A... Definite 4 Rooms
8	9 Super Lunch 2019 Definite 5 Rooms	10 Irving Chamber of Comm... Definite Jr. Ballroom - Total	11 2019 TSCPA CPE Expo Definite 7 Rooms	12	13 Battle of Texas Definite 6 Rooms	14 Varidesk Holiday Party Definite 2 Rooms
15 DFW Church Definite 3 Rooms	16 ICVB Board of Directors ... Definite Jr. Ballroom - C+D	17	18	19 Visit DFW Board Meeting Definite 1st Floor Boardroom	20	21 Davis Crane Companies H... Tentative 1 3 Rooms
22	23	24	25 Christmas Day	26	27	28
29	30	31	1 New Year's Day	2 Hilti Definite 8 Rooms	3 Leadership Irving Tentative 1 Meeting Rm 4	4

January 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 New Year's Day	2	3	4
				Hilti Definite 8 Rooms	Leadership Irving Tentative 1 Meeting Rm 4	
5	6	7	8	9	10	11
Hilti Definite 7 Rooms						Las Colinas Bridal Show Definite 6 Rooms Valley Ranch Islamic Cen... Definite 9 Rooms
12	13	14	15	16	17	18
Las Colinas Bridal Show Definite 5 Rooms	DECA District 7 Definite 26 Rooms		Employee Exchange Meet... Definite 6 Rooms	Texas Prime Meet Definite 6 Rooms 2020 State of the City An... Definite 4 Rooms		US Health Advisors Empl... Tentative 1 2 Rooms Holiday Party Tentative 1 Grand Ballroom 1-3
			ASM Global Meeting Tentative 1 Boardroom Edward Jones Tentative 1 3 Rooms Employbridge Dinner Tentative 3 2 Rooms	Employbridge Tentative 1 Jr. Ballroom - A+B SWSCC - Chapter Meeting Tentative 2 2 Rooms		
19	20 Martin Luther King Jr. Day	21	22	23	24	25
Texas Prime Meet Definite 6 Rooms						
Zest Fest Definite 12 Rooms						
	Employbridge Holiday P... Definite Grand Ballroom 1-2	IES 2020 Quality Summit Definite 4 Rooms		TXU Annual Kick Off Tentative 1 2 Rooms	Educational First Steps Definite 12 Rooms	

January 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Atos Definite 17 Rooms		Medical City Healthcare ... Definite 17 Rooms		AVC Conventions Definite 19 Rooms		
Zest Fest Definite 7 Rooms		Greystar Tentative 1 10 Rooms		Ebby Halliday Kick Off M... Definite 4 Rooms		Lone Star Wrestling Tournament 2020 Definite 5 Rooms
				Liatrio Workshop Prospect Meeting Rm 1		

February 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Atos Definite 17 Rooms			Medical City Healthcare ... Definite 17 Rooms	AVC Conventions Definite 19 Rooms		
Zest Fest Definite 7 Rooms			Greystar Tentative 1 10 Rooms	Ebby Halliday Kick Off M... Definite 4 Rooms	Lone Star Wrestling Tournament 2020 Definite 5 Rooms	
				Liatrio Workshop Prospect Meeting Rm 1		
2	3	4	5	6	7	8
AVC Conventions Definite 18 Rooms	RCMA Definite 22 Rooms					
					North Texas Diversity, Eq... Definite 5 Rooms	
					Focus North Texas Definite 9 Rooms	
					AAU Taekwondo Tentative 1 Level 1	
9	10	11	12	13	14 St. Valentine's Day	15
Health and Wellness Expo Definite 2 Rooms	Vistage Executive Summit 2020 Definite 13 Rooms		Financial Planning Association of DFW Definite 9 Rooms		Great American Franchise Expo Definite 4 Rooms	
AAU Taekwondo Tentative 1 Level 1		Gamestop SSC Meeting Tentative 1 4 Rooms			North Texas Comic Book Show Definite 5 Rooms	
		Destination Developmen... Tentative 1 1st Floor Boardroom	Smart Circle Internation... Tentative 1 3 Rooms		Irving Hospitality Indust... Definite 2 Rooms	JDRF TypeOneNation Su... Definite 2 Rooms
					Gateway Church - Father/... Tentative 2 2 Rooms	JPAR Convention Definite 15 Rooms

February 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	President's Day					
JDRF TypeOneNation Su... Definite 11 Rooms	Vizient, Inc. 2020 Leadership Development Definite 5 Rooms					22
Great American Franchis... Definite 3 Rooms	Berkshire Hathaway Automotive Definite 3 Rooms					
North Texas Comic Book ... Definite 4 Rooms		Texas Wine and Grape Growers Annual Conference Definite 20 Rooms				
	Grocer's Supply Food Show Tentative 1 5 Rooms				Medical City Health Nurs... Tentative 1 4 Rooms	
23	24	25	26	27	28	29
Southern Baptists of Texas Evangelism Conference Definite 30 Rooms			DHS Town Hall Tentative 1 Level 4	AATC - Maintenance Mania Definite 5 Rooms	Legacy Dance Championship Definite 5 Rooms	
			UT Southwestern Medic... Tentative 1 9 Rooms	Hays Companies Educati... Definite 2 Rooms	Camden Awards Lunch Definite 5 Rooms	Delta Sigma Theta Lunch... Definite 6 Rooms
				Pace Realty Awards Banq... Definite 7 Rooms		
				Chase for Business Lunch Series Tentative 1 3 Rooms		

March 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Legacy Dance Champions... Definite 4 Rooms	Franklin Covey 2020 Dallas Leader in Me Symposium Definite 12 Rooms			North Texas Teen Book Festival Definite 11 Rooms		
		QuikTrip Meeting Tentative 1 Jr. Ballroom - Total	Edward Jones Tentative 1 3 Rooms			
			National Prayer Luncheo... Tentative 1 4 Rooms			
8 Start of daylight saving time	9	10	11	12	13	14
	The NBM Show Definite 6 Rooms					
	WalMart Academy YBM Definite 6 Rooms					
15	16	17	18	19	20	21
The NBM Show Definite 5 Rooms		Elevate IT Definite 3 Rooms		Mary Kay Career Conference 2020 Definite 9 Rooms		
	Headstart of Greater Dallas Tentative 1 3 Rooms					
22	23	24	25	26	27	28
DFW Church Definite 15 Rooms	ICVB Board of Directors ... Tentative 1 Jr. Ballroom - C+D	State Farm DFW 2020 Age... Tentative 1 3 Rooms	National Guard Association of Texas Definite 14 Rooms			
				CVS/Caremark CST Symp... Definite 5 Rooms		
			Matt booking Tentative 2 31 Rooms			
				ASUG Tentative 1 10 Rooms		

March 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Trial Advocacy College of Texas 2020 Definite 13 Rooms						
	SUCCESS Partners University Definite 3 Rooms					
			2020 DFW Fiber Fest Definite 24 Rooms			

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 2019**

**INDUSTRY REPORTS /
BOARD PARTNERS**





The Las Colinas Herd

The “Las Colinas Herd”, as they are warmly called, are back and bigger than ever! The Las Colinas herd are the lighted reindeer that graze at Island Greens during the holidays. This year they are accompanied by light wrapped trees and more reindeer. Twenty new deer have been added to make a total of thirty-eight deer, including Rudolph who is easily identified by his bright red nose. Eighty trees have been wrapped and can be seen at the E.O. Perry Flower Clock, the intersection of Highway 114 and O’Connor, and Island Greens. Over 150,000 individual lights have been installed in these areas.

The herd was started by the Las Colinas Land Limited Partnership in 1992 and eventually taken over by Las Colinas Association (LCA) in 1998. Eighteen reindeer were originally around the Flower Clock when the Las Colinas Land Limited Partnership started the herd. They were moved to Island Greens as they expanded and then took a hiatus for a few years because of construction on Highway 114. The construction caused Island Greens to have no electricity, so the deer were moved to the LCA headquarters for a while. The herd returned in 2018 and are here to stay! Grab your family and go enjoy the beautiful lights put up by LCA.



LCA DEPARTMENTS

Community Relations & Marketing

LCA Community Relations & Marketing Department serves as a liaison between the Association, its membership, subgroups of the membership and various community, civic cultural and municipal entities. Our team strives to stay in the know about new offerings such as restaurants, stores, homes and apartments, as well as community news.

Community photographs, videos, hosting events, trivia contests, web design, publishing and newsletter and restaurant guide and digital marketing are just some of the functions this department performs. They also attend trade shows, ribbon cuttings, events, mixers, and host staff engagement activities.

When it comes to event planning, this team is responsible for planning LCA's annual signature Charity Bowl-A-Thon that benefits a different non-profit each year. Each spring, teams, and attendees gather at PINSTACK-Las Colinas for a night of bowling, spectating, raffle drawings, food, drinks and fun. Teams compete for awards: Most Team Strikes, Most Team Gutter Balls, Best Team Shirts and Highest Individual Score. All donations and proceeds from the event registrations and raffle tickets go to the selected charity.

The Community Relations & Marketing team maintains several great print and digital resources for community members to get information on events, new businesses, ribbon cuttings, grand openings, venues, live music, outdoor activities, LCA news, and ways to experience Las Colinas.

Las Colinas Community Event Calendar – an online calendar that includes 5ks, happy hours, concerts, farmers markets, charity events, festivals, expos, conventions, trivia events, wine tastings, cultural events, city events and more can be found here at LasColinas.org/events/.

Restaurants of Las Colinas Guide – a print guide, with 200+ Las Colinas restaurants, that is updated quarterly and mailed to our members. Looking for a pet-friendly restaurant with a happy hour? Download Restaurants of Las Colinas at LasColinas.org/community

Las Colinas Life Blog – read about special experiences that you can only have here! Las Colinas Life will give you ideas on how you might spend your time in Las Colinas. LasColinas.org/community/life/

Spirit of Las Colinas Newsletter – a bi-monthly community newsletter mailed to members. You can expect to see information on area events, new restaurants, construction updates, business profiles, and non-profit features. Downloadable at LasColinas.org under 'News'.

@LasColinasTex – our social media handle for Facebook, Instagram and Twitter. This is the quickest way to stay up to date on ribbon cuttings, new restaurants, association news, events, community news, and construction. Connect with us to participate in monthly trivia contests and win our elaborate trivia bag.

OTHER THINGS TO KNOW

LCA's Community Relations & Marketing Department loves hearing from followers, fans and members about Las Colinas. If you have a story idea, photo, or suggestion that you'd like to share, email them at liaisons@lascolinas.org or directly message them via Facebook, Twitter or Instagram.



COMMUNITY EVENTS



Zestfest 2020

Zestfest 2020, the hot sauce expo will be held at the Irving Convention Center on January 24th-26th. The festival will feature celebrity chefs live music, interactive contests and food samples. Visit <https://zestfest.net/> for more details!



Groundhog Weekend at The University of Dallas

Groundhog Weekend at the University of Dallas will be held Thursday, January 30 through Saturday, February 1st. Called the 2nd largest celebration of Groundhog Day, the festivities will include a Champagne Breakfast, Powderpuff and Rugby games, and the Party in the Park! For ticket information, go to www.udallas.edu or call 972-721-5000.



Martin Luther King, Jr. Observance

There will be a Martin Luther King, Jr. Observance at the Irving Arts Center on January 19th. This event is free and celebrates the life and achievements of Dr. King.



The Las Colinas Bridal Show

Getting married? The Las Colinas Bridal show is coming to the Irving Convention Center on January 12th! Attendees can anticipate a fashion show, new wedding trends, door prizes and more. Call (972) 713-9920 for more information.

EVENT DATES

Zestfest 2020

Friday, January 24th to Sunday, January 26th

Groundhog Weekend at the University of Dallas

Thursday, January 30th to Saturday, February 1st

Martin Luther King Jr. Observance

Sunday, January 19th

Las Colinas Bridal Show

Sunday, January 12th



LCA NEWS



Safety

Holiday fun can be ruined quickly by Grinches that are out to steal your joy as well as your property! Make your holiday celebration one to remember for all the right reasons by following these safety tips:

Property Theft - Keep things out of the view! Don't leave packages where they can be seen. It only takes seconds to break into a vehicle, walk into an open garage or lift that package off your porch! Hide your items, keep your garage shut and have packages delivered to the office or scheduled for when you are home with a required signature.

Stay in the Light—When you're out shopping or meeting up with friends, park and walk in well-lit areas. Thieves prefer to work where they are not on display.

Do Not Advertise Vacations or Purchases— Going out of town for the holidays? Tell a trusted neighbor or friend; do not post it to your social media! You can always post your awesome pictures when you get home, as your friends may not be the only ones "liking" your photos! Have your mail held and put some lights on timers to give your home a lived-in look. When going out of town, you may notify LCA security for patrol to keep an extra eye out while you are away. You can contact LCA's Security Services at 972-541-2345. You may also consider completing a "Vacation Watch Form" with the Irving Police Department online at their website: <https://www.cityofirving.org/884/Vacation-Watch>

Lastly, dispose of holiday packaging in a way that does not advertise the new gifts now in your home!

Arm Your Alarm When You're Out and Check Your Cameras— Alarms and camera systems are great when used! If your alarm system is monitored by LCA, call Dispatch and test your system at (972-541-1312) to make sure it is working as it should. Considering adding cameras, smoke detectors or having your alarm system serviced? 'Tis the season to schedule! Need some help with the holiday security planning? Use LCA's Security Services as your member resource; safety@lascolinas.org or 972.541.2345.

Have a happy and safe holiday season!



100 Royal Lane

Property of the Month

HOURS

LCA offices will be closed on Tuesday, December 24th and Wednesday, December 25th. LCA office will also be closed at noon on Tuesday, December 31st, the day of January 1st, and resume normal business hours on Thursday, January 2nd. Happy New Year!

ARCHITECTURAL CONTROL

Want to stain your fence a different color? Make sure to fill out and an ACC submission first. The ACC submission form can be found on our website at <https://lascolinas.org/architectural-control/>. For questions, email plans@lascolinas.org.

PROPERTY COMPLIANCE

We are approaching the shortest period of daylight and the longest night of the year, Saturday, December 21st. If you notice any commercial building lights or parking lot lights that are out, please report them to Property Compliance at 972-541-2345 or email compliance@lascolinas.org.

COMMON PROPERTY

Fishing is prohibited at Lake Carolyn, Rochelle Park, Old Rochelle Park, Lago de Claire, Rosita Park, Pea Patch Lake and Wingren Park. Hooks attached to lines have been found around waterways in Las Colinas which pose a threat to wildlife, domestic animals and humans enjoying the parks. Help protect the beauty and safety of our LC lakes and waterways. Please call Las Colinas Security at 972-541-1312 to report fishing in Las Colinas.



LAS COLINAS LIGHTS





EXPERIENCE



Comfort Food

The weather has turned cold which means the slow cookers and Dutch ovens have fired up. The scents of classic comfort food waft through the air; soups, chili, fried chicken and everything that warms your insides and fills your heart with nostalgia. Las Colinas is home to over 200 unique restaurants, but which has fantastic comfort food? We turned to our Facebook fans and the resounding answer was Jam + Toast.

Jam + Toast is a cozy café located at 3351 Regent Blvd. They opened last December to much praise. Breakfast and lunch is served from 7 a.m. to 2:30 p.m.; perfect for early risers and those who like to catch some extra Zs. The interior decor is modern but laid-back and the staff are responsive, never letting your coffee cup get below half full.

We asked our Facebook followers what menu item was the most coveted and the top recommendation was chicken and waffles. What can be more comforting than crisp fried chicken and a buttery waffle? Jam + Toast's chicken and waffles come with four waffle triangles, a hearty portion of fried chicken breast, cream gravy and maple syrup.

Want to know more, check out our blog at LasColinas.org/community/life

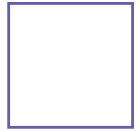
The fried chicken is perfectly golden brown with the right amount of crunch. The inside is not dry and cooked just right. Seasoned to delight your taste buds, the breading coats the chicken with the perfect amount of spice and goes well with the cream gravy. The waffles are a wonderful sweet companion to the salty fried chicken. As waffles melt in your mouth, you are reminded of a childhood ice cream cone.

To accompany this delectable dish, I recommend a hot cup of coffee, sure to warm anyone up on a cold day. Their coffee is not run of the mill coffee, they serve Segafredo brand coffee straight from Italy. A sip will transport you to Rome with silky, rich chocolate notes and an almond finish. Both hazelnut and regular cream are available to dress your coffee.

If you are looking for good, down-home comfort food, Jam + Toast is the place to go! Indulge yourself in their mouthwatering menu and take some extra time to sip their coffee while enjoying the company friends.



3838 Teleport Blvd.
Irving, Texas 75039-4303



RESTAURANT GUIDE
Download at LasColinas.org



WEATHER APP
Search "Weather Link" in Apple App store or Google Play store



STORY SUGGESTIONS
Email us at liaisons@LasColinas.org



CONTACT US
LasColinas.org
liaisons@LasColinas.org
972-541-2345



UPCOMING EVENTS
Find our Las Colinas event calendar at LasColinas.org/events



@LasColinasTex

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 2019**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**





United States - Mexico Cultural and Educational Foundation
Fundación Cultural y Educativa México-Estados Unidos

211 Mandalay Canal, Irving, TX 75039



November 15, 2019

Ms. Maura A. Gast,
Executive Director
Visit Irving, Texas
500 W. Las Colinas Blvd.
Irving, TX 75039

Dear Ms. Gast,

I would like to thank you and the team from *Visit Irving* for your support to the Sixth Edition of “**Fiesta Tecaliso with Vikki Carr and Mariachi Los Camperos**”. The concert, which took place October 13th, 2019 was a celebration of Hispanic Heritage Month.

The concert was superb! Ms. Carr deeply connected with the public through the extraordinary interpretation of her greatest hits in Spanish and English, and also by sharing anecdotes of her successful career in both countries. Mariachi Los Camperos were wonderful accompanying her!

Attached we are sending few pictures of the concert that we hope you’ll enjoy!

We appreciate the partnership between *Visit Irving* and the United States-Mexico Cultural and Educational Foundation, and we very much look forward to continue this collaboration in 2020.

Sincerely,

Albert C. Zapanta
Chairman & CEO