ICVB Board of Directors
Destination Development Committee
Quarterly Meeting
November 9, 2021

Committee Goal:
Create Destination-Defining Development

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AGENDA

1. Citizen Comments on Items Listed on the Agenda
2. Williams Square Plaza Project Update
3. Heritage Park Update
4. R-AB Ordinance Update
5. Restaurant Update
6. Irving Hotel Development Update
7. ICVB/ICC Sales Pipeline / COVID Cancellations Update
8. Approval of August 10 and September 9, 2021, Committee Meeting Minutes
9. Committee Chair Report
10. Next Meeting – TBD

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Williams Square Plaza Update

Casey Tate

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Project Purpose
• Legacy of Mustangs
• Iconic Identifier of Irving
• Building upon "Live, Walk, Play"
• Heartbeat of New Urban Center
• Investment in Destination and Protecting an Asset
• Transforming 'Heat Sink' to Inviting Urban Gathering Space
• Amenity for all of the Urban Center
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DANGER
CONFINED SPACE
ENTER BY
PERMIT ONLY
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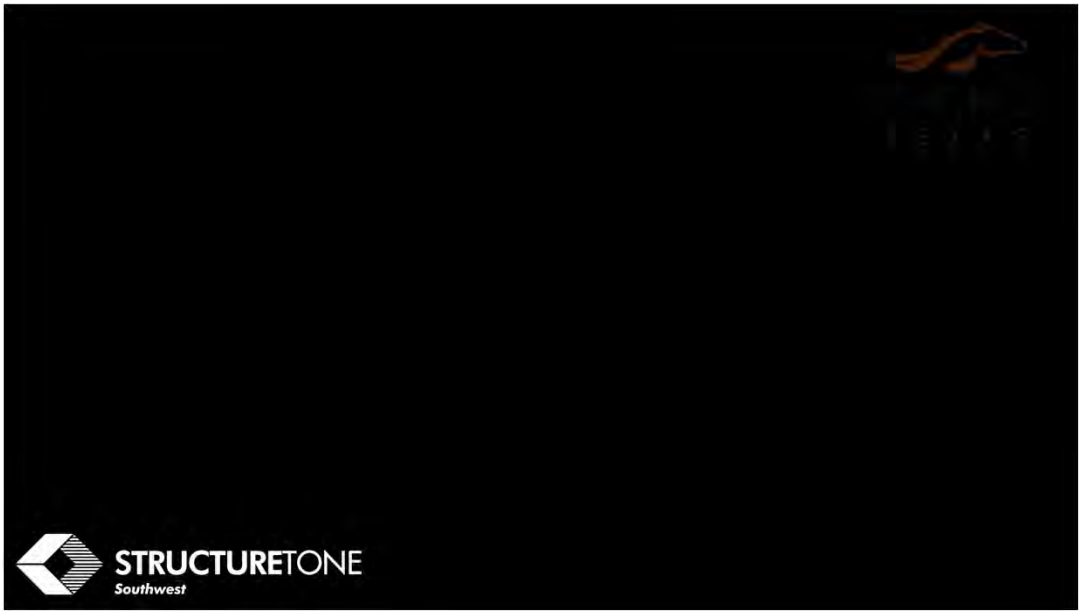

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A NEW VISION FOR WILLIAMS SQUARE

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Heritage Park Update

Gene Mouldren

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HERITAGE PARK REDEVELOPMENT PROJECT UPDATE

IRVING TEXAS

Irving Convention & Visitors Bureau Board of Directors,
Destination Development Committee
November 9, 2021

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13

Project Layout Plan

1. Water Tower
2. (Not in Contract)
3. Pioneer Walk
4. Caster Cabin
5. Ghosted dog-trot cabin foundation
6. Little 'Free' Library
7. Obelisk and Flags
8. Historic Library
9. Seating Grove
10. Children's play area
11. Gazebo
12. Windmill
13. Restroom facilities
14. Performance Stage
15. Caboose Rail Car
16. Railroad Semaphore
17. Depot

NORTH

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Stage Building

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Stage Building Interior

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Stage Building

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Library Building

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Library Building

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Railroad Depot & Caboose Rail Car

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Water Tower & Gazebo

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Water Tower & Gazebo

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Pioneer Walk

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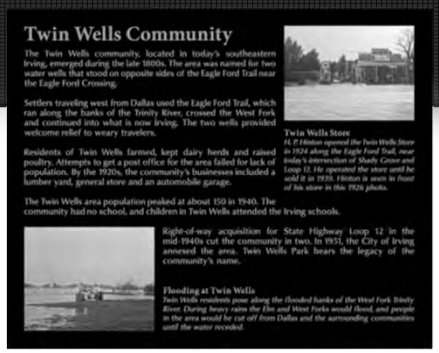
Granite Panels & Monument Sign



Twin Wells Community

The Twin Wells community, located in today's southeastern Irving, emerged during the late 1800s. The area was named for two water wells that stood on opposite sides of the Eagle Ford Trail near the Eagle Ford Crossing.

Settlers traveling west from Dallas used the Eagle Ford Trail, which ran along the banks of the Trinity River, crossed the West Fork and continued into what is now Irving. The two wells provided welcome relief to weary travelers.

Residents of Twin Wells farmed, kept dairy herds and raised poultry. Attempts to get a post office for the area failed for lack of population. By the 1920s, the community's businesses included a lumber yard, general store and an automobile garage.

The Twin Wells area population peaked at about 150 in 1940. The community had no school, and children in Twin Wells attended the Irving schools.

Right-of-way acquisition for State Highway Loop 12 in the mid-1940s cut the community in two. In 1951, the City of Irving annexed the area. Twin Wells Park bears the legacy of the community's name.

Twin Wells Store
H. P. Hinton opened the Twin Wells Store in 1924 along the Eagle Ford Trail, near today's intersection of Shady Grove and Loop 12. He operated the store until he sold it in 1935. Hinton is seen in front of his store in this 1926 photo.

Flooding at Twin Wells
Twin Wells residents gaze along the flooded banks of the West Fork Trinity River. During heavy rains the Elm and West Forks would flood, and people in the area would be cut off from Dallas and the surrounding communities until the water receded.

Sowers Community

The Sowers community was named for Edmund Sowers, who purchased land in northwest Dallas County in 1856. For many years he worked as a farmer, and in 1877 he built a blacksmith shop and general store on his property near today's intersection of Belt Line Road and Pioneer Drive. Over time a small cluster of shops sprouted up to serve the farmers in the surrounding area, and eventually the region came to be known as Sowers.

In 1880, Edmund Sowers donated land for a community cemetery and a community school. The Sowers Cemetery is located on Pioneer Drive, just east of Belt Line Road. A school building was built on land adjacent to the cemetery. In 1881 Sowers applied for a post office, which he operated from his general store.

Sowers and his wife Freelove held annual Fourth of July picnics and other social gatherings that were very popular. The couple had no children of their own, but raised six orphans. In the 1880s the community was home to a church, school, blacksmith shop, drug store and two steam gristmills. For a time, the Sowers community was the most populous area between Dallas and Fort Worth.

During the 1950s, the City of Irving began to grow and annexed the area that had been known as Sowers. Today, only the cemetery remains as the link to the original Sowers community.

Edmond and Freelove Sowers

Sowers School
The Sowers School started as a community school in a log cabin on an acre of land donated by Edmund Sowers in 1880. This is a photo of the school in 1925.

Pioneer Physician Dr. D. W. Gilbert
Dr. D. W. Gilbert was born in 1854 in Mississippi. He moved to the Sowers community in the early 1880s and was one of the first physicians in northwest Dallas County.

24

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Small Playground

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Project Schedule

- Project is 90% complete.
- Tentative completion date for project is November 2021.
- Tentative date for dedication is Saturday, December 4th.

26

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Discussion

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R-AB Ordinance Amendment Update

- ✓10/28 City Council Work Session #1
- ✓11/1 Planning & Zoning Commission Work Session #1
- 12/9 City Council Work Session #2
- 12/13 Planning & Zoning Commission Work Session #2
- 1/3 Planning & Zoning Commission Public Hearing
- 1/13 City Council Public Hearing & Vote

28

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Restaurant Industry Update

David Cole

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Irving Hotel Development Update

See handout

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ICVB/ICC Sales Pipeline & COVID Cancellations Update

Lori Fojtasek & Matt Tungett

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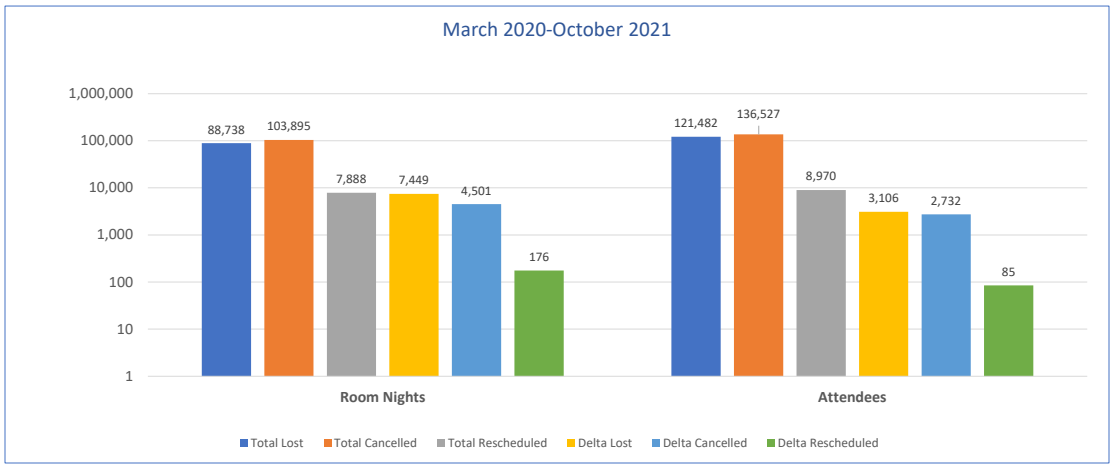
ICVB Hotel Bookings – COVID Impacts

Economic Impact of Lost/Cancelled Room Nights to Date: $60,941,047.00



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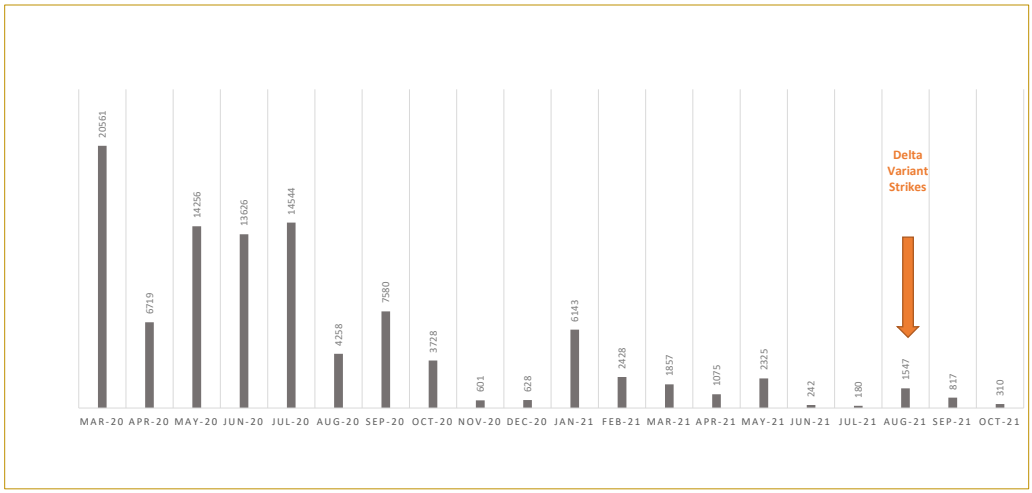
ICVB COVID Impacts by Month



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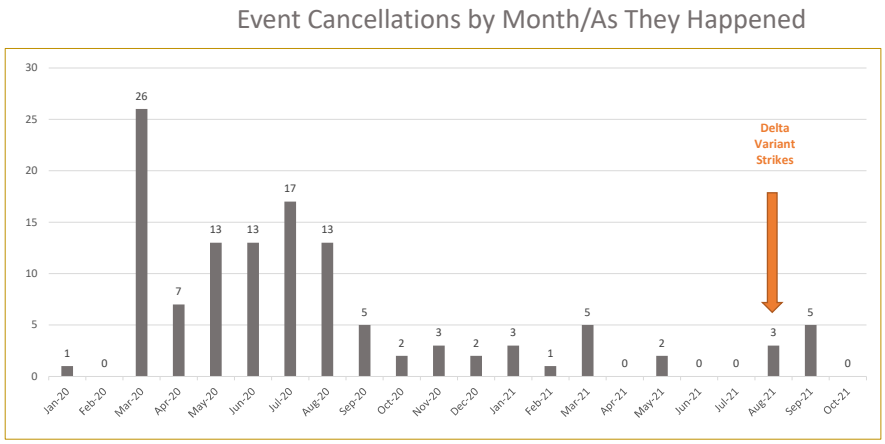
ICC COVID Impacts by Month



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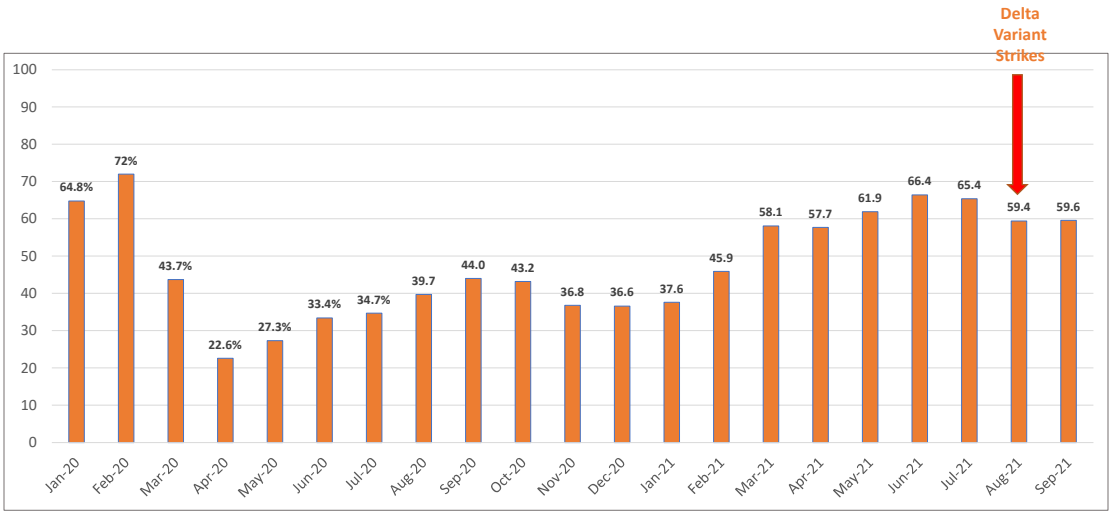
Hotel Occupancy Trends – Monthly



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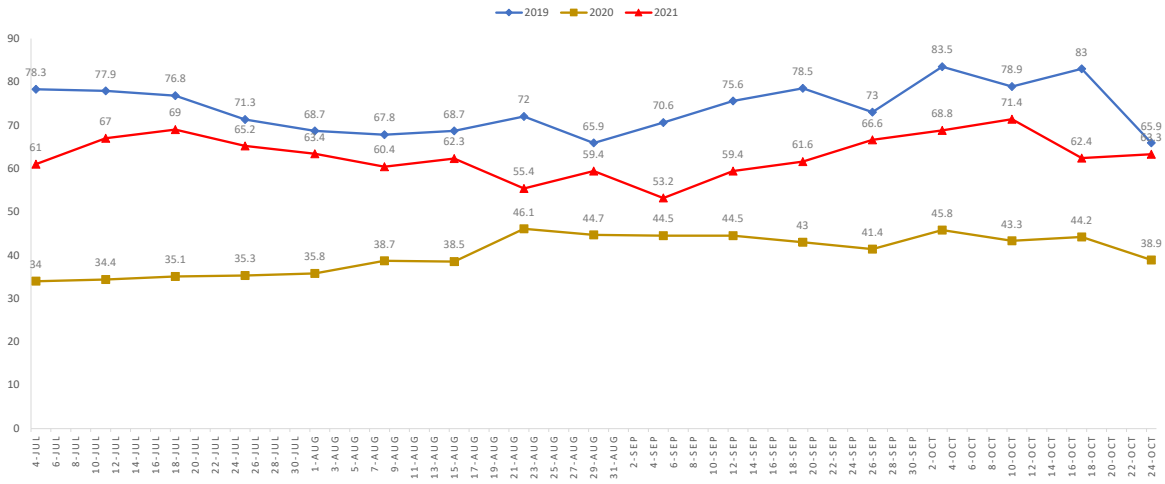
Hotel Occupancy Trends – Delta Variant



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AGENDA, continued

8. Approval of August 10 and September 9, 2021, Committee Meeting Minutes
9. Committee Chair Report
10. Next Meeting – TBD/Tentative Feb. 8, 2021