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**IRVING CONVENTION AND VISITORS BUREAU**

**Board of Directors Meeting**

**Monday, February 25, 2019 @ 11:45 a.m.**

**Irving Arts Center  
Suite 200**

**3333 N. MacArthur Blvd.  
Irving, Texas 75062**

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(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
REGULAR/SPECIAL MEETINGS  
OCTOBER 2018 - SEPTEMBER 2019**

NAME	OCT 19	NOV 26	DEC 17	JAN 28	FEB 25	MAR 25	APR 22	MAY 20	JUNE 24	JULY 22	AUG 26	SEPT 23
CLEM LEAR	X	X	X	X								
RON MATHAI	X	X	X	X								
BOB BETTIS	X	X	X	X								
BOB BOURGEOIS	X	X	X	X								
BETH BOWMAN	X	X	X	+								
JO-ANN BRESOWAR	X	X	+	X								
DIRK BURGHARTZ	+	+	+	+								
DAVID COLE	X	X	X	X								
KAREN COOPERSTEIN	X	X	X	X								
DEBBI HAACKE	X	X	X	X								
JOHN HAIGLER	X	X	#	X								
TODD HAWKINS	+	X	+	X								
CHRIS HILLMAN	+	X	X	X								
JULIA KANG	X	X	X	X								
JACKY KNOX	+	X	+	X								
KIM LIMON	+	X	X	X								
RICK LINDSEY	X	X	X	X								
GREG MALCOLM	X	X	X	X								
JOE MARSHALL	X	X	X	X								
HAMMOND PEROT	+	X	X	X								
JOE PHILIPP	X	X	X	X								
JUDY PIERSON	+	X	X	X								
KAREN RILLEY	+	#	X	X								
MICHAEL RILLEY	+	#	X	X								
LARS ROSENE	=	+	+	X								
HOLLY TURNER	X	X	+	+								
‡ JOHN DANISH	+	X	+	X								

X - PRESENT  
 \* - ABSENT-BUREAU/CITY/COUNTY BUSINESS  
 + - ABSENT-COMPANY BUSINESS  
 # - ABSENT-OTHER

= - Not Member At Time  
 ‡ - Council Liaisons  
 † - Represented  
 ∞ - Budget Retreat

**AGENDA**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, February 25, 2019 at 11:45 a.m.**  
**Irving Arts Center, Suite 200**  
**3333 N. MacArthur Blvd.**  
**Irving, Texas 75062**

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

**Consent Agenda**

1. Approving ICVB Board Minutes for January 28, 2019
2. Accepting Irving Convention Center Financial Reports for January 2019
3. Accepting ICVB Financial Reports for January 2019

**Reports**

4. Board Chair Report
  - a. 86<sup>th</sup> Legislative Session Update
5. Board Committee Reports
  - Board & Business Development – Debbi Haacke
    - Tourism Public Improvement District Legislation Update
    - Next Meeting – March 15
  - Community Engagement – Rick Lindsey
    - Irving Hospitality Industry Annual Meeting
    - Next Meeting – April 2
  - Destination Development – Greg Malcolm
    - Recap of February 5, 2019 Meeting
    - Next Meeting – May 7, 2019
6. City Reports
  - a. Council Liaison – Mayor Pro Tem John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Headquarter Hotel
    - Toyota Music Factory
    - Other City Updates
7. 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
    - Smith Travel Research and AirDNA Monthly Reports

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**AGENDA - Continued**

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- 8. Convention Center Management Report – Tom Meehan
  
- 9. 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, Holly Turner
  - c. Restaurant Industry Update – David Cole
  
- 10. Partner Organization & Stakeholder Reports
  - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - b. DCURD – Jacky Knox
  - c. Chamber of Commerce – Lars Rosene/Beth Bowman
  - d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
  - e. TIF
  - f. The Las Colinas Association – Hammond Perot
  - g. University of Dallas – Karin Riley

**CERTIFICATION**

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

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

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

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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.

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, FEBRUARY 25, 2019**

## **AGENDA ITEMS**



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
IRVING CONVENTION CENTER  
JUNIOR BALLROOM C-D  
JANUARY 28, 2019**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Jo-Ann Bresowar, David Cole, Karen Cooperstein, Debbi Haacke, John Haigler, Todd Hawkins, Chris Hillman, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson, Karin Riley, Mike Riley, and Lars Rosene – Members of the Board; Senior City Attorney Karen Brophy, Councilman John Danish, Deputy City Manager Mike Morrison, and Assistant City Manager Philip Sanders, Mayor Rick Stopfer, and Councilman Kyle Taylor – City of Irving; General Manager Tom Meehan, and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, and Monty White – ICVB Staff; Guests: Erica Mulder - Irving-Las Colinas Chamber of Commerce; Tim Glass – Las Colinas Association.

Chair Clem Lear called the meeting to order at 11:45 a.m.

**CONSENT AGENDA:**

1. APPROVING MINUTES – DECEMBER 17, 2018
2. ACCEPTING ICC FINANCIAL REPORTS: DECEMBER 2018
3. ACCEPTING ICVB FINANCIAL REPORTS: DECEMBER 2018

Lear asked for a motion to accept the Consent Agenda as presented. Board Member Jo-Ann Bresowar made a motion to accept; second by Board Member Karen Cooperstein. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

Lear noted a change in reporting order to accommodate Mayor Rick Stopfer's schedule. Stopfer reported the City continues to do business as usual and noted that elections are coming up soon. He stated the year is starting out busy for economic development and commended Sanders for his efforts and partnership with the Chamber. He congratulated the ICVB on the award for *Surveyor* Magazine and the Southwest Showcase award for Most Exciting Destination Change. There will be continued change in the Toyota Music Factory with more restaurants opening and the Westin Convention Center Hotel grand opening. He reported the State of the City event on January 29 at the Convention Center will be a great event and will highlight the year, as well as a challenge to businesses in the community to sponsor another Operation FINALLY Home project for a veteran in Irving. He also reported Irving Police Chief Jeff Spivey announced a Mental Health Response Unit who will help respond to emergency calls related to mental health. The team will be made up of police officers, and a clinician who will respond to those calls and determine the most appropriate action. Irving is at the forefront of good things and looking forward to a great new year.

He reported DART is having their annual retreat at the Omni Mandalay, and it will be a great opportunity to showcase what is happening in Irving. Groups will be touring the area on Friday night of the retreat to see the area, including the Verizon site, Water Street and Toyota Music Factory.

**PRESENTATIONS**

Director of Strategic Planning Tim Glass for The Las Colinas Association gave a brief presentation on the wayfinding project for the Urban Center. He reported the project is needed as the Urban Center develops into a regional destination. Parking is spread out for events, as the need and timing of events varies. Wayfinding signs will assist and encourage people to explore the area. He reviewed the program goals and a district and a corridor concept, which will split the area into smaller pieces for wayfinding. District names could include: Champion, North Shore, Mustang, Mandalay Canal, and Founders. The North Shore district will encourage transit travel and enhanced pedestrian space and is an area with room to grow. The

corridor concept is split into areas by mapping. Areas in the corridor concept include Promenade Pkwy, Lake Carolyn Pkwy, E. Las Colinas Blvd., N. O'Connor Blvd., and W. Las Colinas Blvd. He stated both concepts are in draft form and feedback was encouraged. Wayfinding signs could include gateway welcome signs, district or corridor identity signs, vehicular directional signs, and pedestrian directional signs. He reviewed examples of each type of sign. He reported the Urban Center parking program is an evolving conversation and will direct vehicular traffic to public parking options. He reviewed the options of static parking signs and digital parking signs. He noted signs will not be used for office and residential parking. Glass presented the project proposed schedule and asked for feedback. Feedback and discussion from the group included funding, public transportation, clarification in the naming of the Founders District, walkable bridges over Lake Carolyn. Board Member David Cole commented that the Wayfinding Project is very progressive and with the Convention Center, Westin Convention Center Hotel, and the Toyota Music Factory in place, it will be successful. He applauded the efforts of The Las Colinas Association and encouraged the Board to support it.

Lear gave an overview of the new Legislative Committee assignments for the Texas House of Representatives and Senate. Gast gave a presentation on the Tourism Public Improvement District (TPID) legislative effort. The City of Irving is focusing on property tax and local control in this legislative session. The ICVB has contracted with Davis Advocates, a legislative consulting firm, to represent our efforts for TPID in this session. Gast reported kick-off meetings with Irving hotels were held last week with good feedback and she will continue to move that forward. The TPID effort will be a standing item on the Board agenda going forward.

Gast gave a presentation on the Operating and Financial Procedures of the ICVB. She noted the ICVB Board has always been diligent in assuring the policies and practices are in place for compliance with accurate and appropriate spending of tax dollars. She reviewed the financial reporting procedures for monthly, quarterly, and annually finances, and reviewed the financial audits that are conducted. The ICVB is included in the same process that all other city departments are part of, and the annual audit of the Convention Center is conducted at the ICVB direction. A brief overview of the Board composition, appointments and procedures was given. Key points that were covered for expenditures were that all expenditures are subject to the requirements of the state's hotel tax law, the sole source of funding for the CVB is a portion of the Hotel Occupancy Tax (HOT). The HOT is submitted to the City and dispersed to the ICVB, as well as other City entities. The budget is reviewed and approved annually by the Board and submitted to City Council for its review and approval. She further reviewed expense reporting and performance management procedures. She noted the Board reviews and approves certain CVB-specific policies, and they are also reviewed by the City Attorney's Office. Room night booking audit procedures and economic impact data also were presented.

#### BOARD CHAIR REPORT

In reviewing the upcoming Board meeting schedule, Lear pointed out the February 25, 2019 Board meeting will be held at the Irving Arts Center. She noted the Irving Hospitality Industry Annual Meeting on February 15 at the Convention Center and encouraged everyone to attend and RSVP for the event. Lear thanked everyone who participated in the "Irving Rocks – Party on the Plaza" event at WFAA-TV. It was great publicity for Irving, ZestFest and the Texican Court. She congratulated the CVB Marketing and Communications team for the recent Adrian Awards wins from the Hospitality Sales & Marketing Association International (HSMIAI) and recognized all for the Southwest Showcase award of Most Exciting Destination Change. Lear welcomed Assistant City Manager Philip Sanders to the meeting, and thanked Deputy City Manager Mike Morrison for his support to the CVB and City of Irving and wished him much happiness and luck in his retirement.

#### BOARD DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported a few of the Committee members will be attending Irving Day in Austin on February 20 and will report back to the Board. She reported the next Committee meeting is scheduled for March 15.

#### COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Lindsey reported the Committee met on January 15 and discussion was held on the Strategic Plan as it relates to the Community Engagement Committee and its goals. A bus tour was suggested, similar to the Chamber's economic development tour, that would showcase local hotels, restaurants, and entertainment to give residents a better understanding of what it means to the City and tourism. He noted that Assistant Executive Director/Marketing and Communication Diana Pfaff and team will be developing a test run tour in May and for the ICVB Board and key people in the community. Lindsey further reported the High Spirited Citizen presentations for February and April are being confirmed and the pipeline for nominations is open. He encouraged Board members to continue to talk about what is happening in the City and heighten the awareness of the CVB efforts. He also encouraged the Board to distribute the *Surveyor* magazine and increase the exposure. The recent edition of *Surveyor* is available by contacting the CVB for copies.

#### DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the next Destination Development Committee meeting date is scheduled for February 5 and encouraged everyone to attend.

#### CITY REPORTS

Councilman John Danish thanked the Board for their well wishes in the recent weeks. He commented that he was elected to City Council in 2013 and as of July 4, 2019 he will have seen the Irving Convention Center, Westin Convention Center Hotel, and the Toyota Music Factory openings; Irving is a place where you can live, work and play. He also noted his excitement for the July 4 opening of the Irving Golf Club.

Councilman Kyle Taylor reported the Parks and Rec Master Plan is in process and will be a plan for building the parks program for the next 20 years. The Community Services Committee had discussions with the National Development Corps and the housing industry with a holistic approach. He asked for input from the board as the industry grows to understand the needs of housing with a realistic look to stay economically competitive. He stated it was an honor to serve on the Committee with Chief Spivey on the mental health program to make Irving safer and economically responsible. Training officers in the field is critical and he thanked City Manager City Hillman and staff for their support.

City Manager Hillman thanked Morrison for his hard work on the Westin Convention Center Hotel project and the Toyota Music Factory. He asked Morrison to give a brief update on the Westin project. Morrison reported Austin Commercial reported they will be ready to hand off the building the first week in February for staff training, and a projected opening of the hotel late March. He thanked City staff, the current and former ICVB Board Members for their vision and support, Convention Center staff and Toyota Music Factory. He appreciated the opportunity to be a part of it. City Manager Hillman gave a 2018 Update of the projects and focus areas for the year. An overview of the highlighted points is attached to these minutes as an attachment.

## BUREAU MANAGEMENT AND STAFF

Gast again thanked Morrison for his support and stated he was a great partner on several projects. She acknowledged his leadership and direction over the past two to three weeks to ensure the Westin Hotel parking garage passed inspection and was ready to use over the last weekend for two large events. The Convention Center was able to use both garages and she thanked everyone involved that made it possible.

She reported along with *Surveyor's* Silver award from the North American Travel Journalists Association and Southwest Showcase award for Irving, the ICVB Marketing and Communications team won four Adrian awards. She noted the STR and AirBNB report are included in the packet for review.

Assistant Executive Director/Sales and Services Lori Fojtasek reported Southwest Showcase is the most attended tradeshow for the state association industry and the recent award let everyone know Irving has an exciting destination change. She reported the Sales team is at 108% of goal to date. Lost bookings look high, due to larger RFPs that were lost, and definite bookings are up over last year. The sales team has been traveling and getting the word out about the changes in Irving.

Assistant Executive Director/Marketing and Communications Diana Pfaff thanked everyone who attended the WFAA-TV "Party on the Plaza" event. Marketing Communications Manager Lori Sirmen put together the program to promote ZestFest, the Texican Court along with Irving Rocks theme, and Marketing Coordinator Carol Stoddard handled the logistics. She reported RFPs received in December decreased slightly but performed better than December 2017. The new issue of *Surveyor* was distributed as a handout and Pfaff encouraged all to distribute copies in the community. The recent award for *Surveyor* is the second for the magazine and is a product to be proud of. She noted several articles included in the packet from traveling journalists. The Marketing team has developed an economic impact talking points pocket card for Board Members to use when talking about the ICVB and tourism in the community. She thanked Lindsey and the Community Engagement Committee for the suggestion.

Gast thanked Director of Accounting Marianne Lauda for her participation in the City's finance software conversion. Lauda has put in many long hours and it has been a lot of extra work and will continue into next fiscal year. She thanked Lauda for her dedication.

## CONVENTION CENTER

General Manager Tom Meehan thanked everyone involved in assisting with the Westin Convention Center Hotel garage opening for the weekend events. He is passionate about the guest experience and appreciates the support from everyone involved, including Austin Commercial. Meehan reported ZestFest was a great event and had great comments. New carpet has been installed on level four of the Convention Center, and new projects will happen around the ICC as the Westin opens and operates. Director of Sales Matt Tungett reported SMG oversees 80 convention centers across the country and recently completed their first company-wide shop call contest. ICC Senior Sales Manager Casey Villaseñor posted a score of 89 and won the contest, and she also holds the record for a score over 100 in previous shop calls. There were 17 events in December, and five surveys were returned with a combined 92% score, totaling 90.2% year-to-date. Future guest rooms booked were 5,362 in December and 11,630 year-to-date. This is well above last year's reported 1,022 in December and 1,267 year-to-date. The North Texas Comic Book Show is this weekend and TexSom International Wine Awards is returning in February, along with Grocer's Supply Food Show and Scrapbook Expo. The Scrapbook show was relocated from the Gaylord last year to the ICC and has signed for the next two years here as well.

## INDUSTRY AND BOARD PARTNERS

### TOYOTA MUSIC FACTORY

Board Member Mike Riley gave an update on The Pavilion and announced the Four Tops and Temptations will be in concert on February 28. There were 10 non-concert events held at The Pavilion in January. Live Nation will host meetings in February for 175 of their executives in a multi-day event. This event will be using several local hotels and restaurants and they are aware of contributing to the area and being good corporate neighbors in the community. He announced 2 Cellos is returning and doing two shows on February 16. Also, Mariah Carey will perform in February. Five more show announcements will be coming on February 8, and two more on February 11. Shows are confirming and 2019 is already a great year.

### HOTEL REPORTS

Malcolm reported from the December 2018 STR report, Irving was at 72.8% Occupancy for the year and he projected the same this year. Average Daily Rate is \$108.38 this year and RevPAR is reporting a +1.6% change this year. In response to a question from Board Member John Haigler, Malcolm noted the Westin Convention Center Hotel is an asset for the whole city and will generate business as anticipated and should not have a strong effect on other hotels.

### RESTAURANT REPORT

Board Member David Cole reported every two years, the Texas Restaurant Association hosts the Legislative Affairs Conference as an opportunity to get members involved directly with Texas lawmakers. The Conference will be held this year in March at the Hyatt Regency in Austin.

### DCURD

Board Member Jacky Knox reported on flood control and stated lake releases had dropped last week. The river elevations are allowing sluice gates to be open and no pumping was required. The bid process for the Urban Center storm water pump station emergency generators has begun. A six-month APT study is underway and will be examining new technologies and how to best utilize the existing infrastructure. Operations on the APT are returning to normal after the holiday season.

### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Lars Rosene reported fiscal year 2019 is off to a good start with eight total project wins, of which five were recruitment and three were retention/expansion projects. These represent 1,400 jobs to Irving and \$154 million in capital expenditures. Irving continues to cement its international reputation as "America's Headquarters of Headquarters." In the month of December, unemployment in Irving increased slightly, to 3.1% up from 3.0% in October. Texas reported unemployment rate is 3.7% and the national unemployment rate is 3.9%. Legislative Committee appointments have been made and there are a lot of new freshmen, which will be a good opportunity to build good relationships. There are 900 bills already filed and the Chamber is tracking 100 of them, with anticipation of 7,000-8,000 bills filed by March. The Chamber will continue to work on the TPID in partnership with the ICVB. Rosene reminded the Board of the State of the City event on Tuesday, January 29 at the Convention Center, and Irving Day in Austin on February 20. The Chamber is partnering with the North Texas Commission as they host a Diversity, Equity, and Inclusion Summit on February 14.

### IRVING ARTS CENTER

Executive Director Todd Hawkins reported he will attend the Arts Commission Board meeting in Austin and looks forward to talking about Irving and the Arts. A professional photographer is also attending to capture

some moments. He encouraged Board Members to get involved in the Irving Archives and Museum project. The first Tuesday of the month each exhibition will be reviewed. Some discussions will be beneficial, and Las Colinas will have representation in Irving as a balance. The *Memories in the Making®* program and *Creative Arts Workshops for Caregivers* is receiving national attention. *Memories in the Making®* is a signature program of the Alzheimer's Association developed to help people with the disease through art. Workshops are led by trained facilitators from the Alzheimer's Association, Dallas & Northeast Texas Chapter in partnership with Lifetime Wellness, LTD. While their family members or friend is participating in that workshop, caregivers have the opportunity to relax, learn and engage with activities in the visual arts, music and more offered in a series of workshops. Hawkins encouraged any IAC subscriber to take advantage of the Season 6 - \$6.00 off any produced production in the IAC, which include Cirque Eloize Saloon on February 22 and Celtic Nights: Oceans of Hope on March 8. Irving Arts Board Chair Judy Pierson invited everyone to attend an Arts Board meeting.

#### LAS COLINAS ASSOCIATION

Board Member Hammond Perot reported looking forward to improving and enhancing the common property entrances of the Urban Center and identifying new locations. LCA is working on sidewalk replacement on Rochelle Park and is starting Phase II. The Irving dog park project is moving forward and will hopefully acquire City approvals and start construction later this year. A consultant has been retained and in the early planning process for a 5K event in the Urban Center. Lighting opportunities and costs for additional lighting in and around the area will be addressed.

#### UNIVERSITY OF DALLAS

Board Member Karin Riley noted UD is in the interview process for their new president and expects the Board will consider final candidates in February. The Board met at an annual strategic retreat in January and spent time focused on graduates after they leave UD and how to get students to understand what it means to be part of the business environment and leadership. UD has an amazing group of students and Riley encouraged Board Members to consider corporate partner internships. If anyone is interested, she is available to discuss, or contact the Department of Professional Development at UD. There are also shadowing opportunities for students that would be helpful.

With no further discussion, Lear adjourned the meeting at 1:53 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director

CITY MANAGER CHRIS HILLMAN – REPORT HIGHLIGHTS

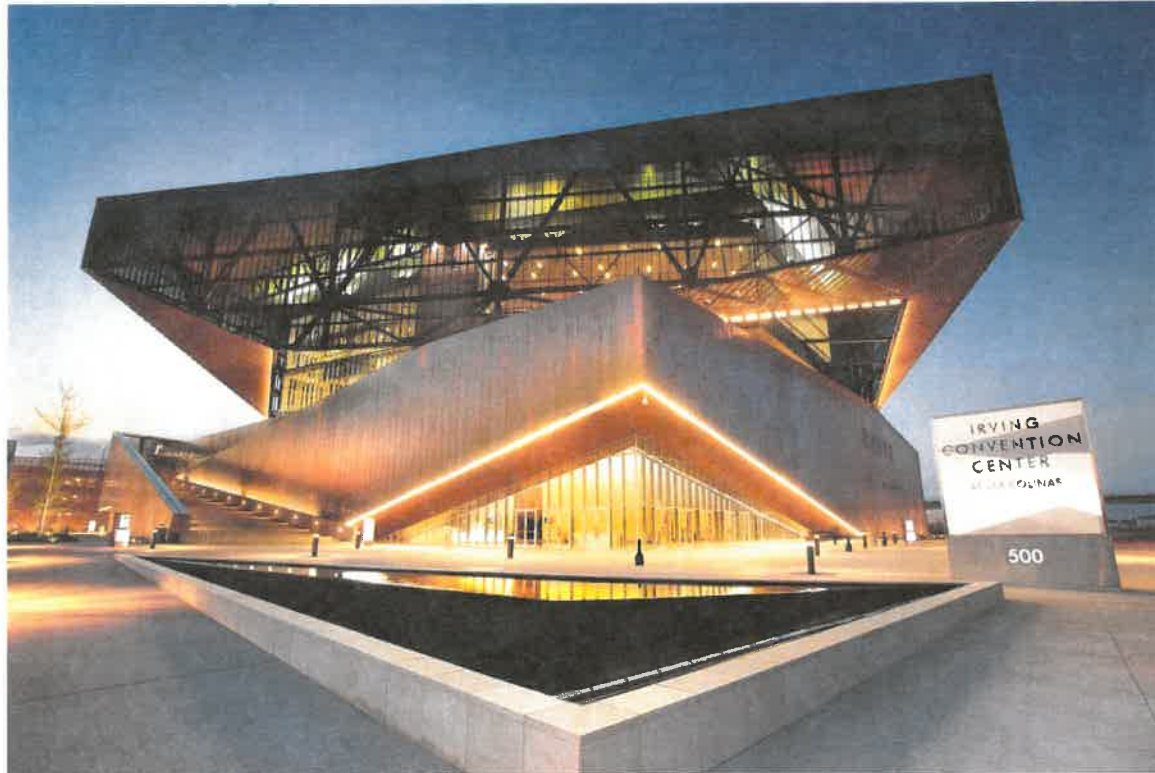
- Economic Development:
  - Westin Convention Center hotel
  - Hidden Ridge/Verizon Development
  - Heritage Crossing
  - Stadium Site/TIF No. 6
  - Urban Center – Toyota Music Factory and Water Street
- TIF #1:
  - Extension
  - Purchase of Urban Center open space parcel and finalize design
  - Williams Square Plaza design and revitalization
- Organization/Staff
- Coordinated review of the City’s development code and continue to identify strategic city-owned parcels for redevelopment
- Infrastructure/CIP/Water Utilities:
  - \$100 million Road to the Future Year One
  - Water Infrastructure
  - Fire Station 4 design and bid
  - Twin Wells golf course redevelopment
  - Heritage Museum construction
  - Hwy 183 Phase II funding for diamond interchange, wishbone, and Belt Line interchange
  - Heritage Park funding
- IT – Enterprise software solution/vendor and phase one implementation
- Budget – Maintain Aaa bond rating for general obligation bonds and Aa2 for water and sewer revenue bonds
- Midtown Express Project
- Wayfinding Signs in Urban Center project
- Launched Pedicab Pilot Program
- Implemented Capital Improvement Program
  - Completed construction on six projects totaling \$23.4 million
  - 33 projects under construction
  - 51 projects under design
- Completed Heritage Aquatic Center renovations - \$600,000
- Achieved Silver certification for integrated stormwater management
- Developed Smart City strategy and launched “Irving Connects”
- Initiated development of Parks Master Plan
- Year 2 for Irving 360 Civic Academy
- Achieved second highest building permit valuation since 1985 of \$923 million
- Adopted Tree Protection Ordinance
- Community Development Initiatives
- In 2018, Council approved \$10,000 increase in homestead exemption for home owners over 65 or disabled, accomplishing the goal of a \$15,000 increase in 2 years instead of 3
- Amended Corridor Enhancement Incentive Program
- Completed Phase I of Delaware Creek residential development and approved Phase II
- Stabilized employee health insurance fund with no plan design changes or changes in premiums for Y 2018-19
- FY 2018-19 budget process completed and successful

He reviewed the economic development successes and the City’s awards and recognitions





IRVING CONVENTION CENTER  
AT LAS COLINAS



**Date Distributed: February 15, 2019**

# **Monthly Financial Summary**

**For Period Ending January 31, 2019**

	October	November	December	January	February	March	April	May	June	July	August	September	Total
<b>Event Income</b>													
<b>Direct Event Income</b>													
Rental Income	149,333	68,131	33,970	63,975	119,025	140,588	183,615	108,975	78,775	111,500	159,870	120,270	1,338,026
Service Income	54,972	45,310	39,186	20,276	65,831	110,098	66,272	40,566	32,316	35,066	42,816	59,272	611,981
Service Expenses	(104,721)	(110,920)	(53,660)	(74,381)	(74,378)	(82,154)	(76,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(854,827)
<b>Total Direct Event Income</b>	<b>99,584</b>	<b>2,521</b>	<b>19,496</b>	<b>9,870</b>	<b>110,478</b>	<b>168,532</b>	<b>173,214</b>	<b>91,241</b>	<b>63,616</b>	<b>97,266</b>	<b>149,801</b>	<b>109,562</b>	<b>1,095,180</b>
<b>Ancillary Income</b>													
F & B Concessions	36,083	4,486	3,101	14,907	7,500	25,895	15,000	20,540	7,500	7,500	4,000	16,500	163,011
F & B Catering	259,698	219,548	341,388	384,540	378,600	139,525	287,900	392,375	373,600	150,550	171,239	161,788	3,260,751
Parking: Self Parking	47,590	5,619	(854)	17,873	13,022	20,986	20,753	23,200	14,400	14,400	25,604	23,680	233,074
Electrical Services	15,176	2,883	6,315	14,715	4,600	22,195	16,250	3,000	24,000	750	2,250	3,000	115,134
Audio Visual	-	-	3	30	-	-	-	-	-	-	-	-	33
Internet Services	555	125	-	-	-	5,310	1,670	1,500	1,250	900	780	950	13,040
<b>Total Ancillary Income</b>	<b>359,102</b>	<b>232,661</b>	<b>349,953</b>	<b>432,065</b>	<b>403,722</b>	<b>213,911</b>	<b>341,573</b>	<b>440,615</b>	<b>427,550</b>	<b>174,100</b>	<b>203,873</b>	<b>205,918</b>	<b>3,785,043</b>
<b>Total Event Income</b>	<b>458,686</b>	<b>235,182</b>	<b>369,449</b>	<b>441,935</b>	<b>514,200</b>	<b>382,443</b>	<b>514,787</b>	<b>531,856</b>	<b>491,166</b>	<b>271,366</b>	<b>353,674</b>	<b>315,480</b>	<b>4,880,223</b>
<b>Other Operating Income</b>	<b>21,305</b>	<b>33,334</b>	<b>25,594</b>	<b>76,444</b>	<b>45,837</b>	<b>77,058</b>	<b>61,110</b>	<b>45,200</b>	<b>37,056</b>	<b>41,000</b>	<b>39,200</b>	<b>119,886</b>	<b>623,025</b>
<b>ICVB Operating Subsidy</b>			<b>348,000</b>			<b>350,000</b>			<b>348,750</b>			<b>348,250</b>	<b>1,395,000</b>
<b>Adjusted Gross Income</b>	<b>479,991</b>	<b>268,516</b>	<b>743,043</b>	<b>518,379</b>	<b>560,037</b>	<b>809,501</b>	<b>575,897</b>	<b>577,056</b>	<b>876,972</b>	<b>312,366</b>	<b>392,874</b>	<b>783,616</b>	<b>6,898,248</b>
<b>Operating Expenses</b>													
Employee Salaries and Wages	230,208	211,994	295,950	228,291	235,551	235,551	235,551	235,551	235,551	235,551	235,551	211,313	2,826,613
Benefits	55,020	61,618	66,098	66,299	74,107	74,107	74,107	74,107	74,107	74,107	74,107	121,493	889,277
Less: Event Labor Allocations	(67,492)	(77,786)	(50,423)	(50,905)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	30,602	(518,411)
<b>Net Employee Wages and Benefits</b>	<b>217,736</b>	<b>195,826</b>	<b>311,625</b>	<b>243,685</b>	<b>266,457</b>	<b>266,457</b>	<b>266,457</b>	<b>266,457</b>	<b>266,457</b>	<b>266,457</b>	<b>266,457</b>	<b>363,408</b>	<b>3,197,478</b>
Contracted Services	63,247	63,778	70,975	62,066	52,045	52,045	52,045	52,045	52,045	52,045	52,045	168	624,549
General and Administrative	37,849	41,516	48,468	34,104	49,231	47,470	41,959	49,939	53,379	86,620	53,760	148,106	692,402
Operations	61,736	37,486	36,298	55,399	45,260	45,260	45,260	45,260	45,260	45,260	52,260	65,382	580,120
Repair & Maintenance	63,632	46,729	42,881	44,357	46,096	46,096	46,096	46,096	46,096	46,096	46,096	32,877	568,649
Supplies	23,696	27,123	8,539	17,559	14,917	15,417	14,917	22,917	23,417	22,917	22,917	7,319	221,655
Insurance	6,373	6,476	6,545	6,189	8,333	8,333	8,333	8,333	8,333	8,333	8,333	16,086	100,000
Utilities	42,583	40,959	52,957	35,824	47,917	47,917	47,917	47,917	47,917	47,917	47,917	67,260	575,003
Other	-	-	-	-	417	417	417	417	417	417	417	2,081	5,000
SMG Management Fees	43,521	41,556	46,399	53,888	35,986	35,986	35,986	35,986	35,986	35,986	35,986	(5,435)	431,831
<b>Total Operating Expenses</b>	<b>560,373</b>	<b>501,449</b>	<b>624,687</b>	<b>553,071</b>	<b>566,659</b>	<b>565,398</b>	<b>559,387</b>	<b>578,867</b>	<b>579,307</b>	<b>624,048</b>	<b>586,188</b>	<b>697,252</b>	<b>6,996,687</b>
<b>Net Income (Loss) From Operations</b>	<b>(80,382)</b>	<b>(232,933)</b>	<b>118,356</b>	<b>(34,692)</b>	<b>(6,622)</b>	<b>244,103</b>	<b>16,510</b>	<b>(1,811)</b>	<b>297,665</b>	<b>(311,682)</b>	<b>(193,314)</b>	<b>86,364</b>	<b>(98,439)</b>
<b>Net Income After Other Income (Expenses)</b>	<b>(80,382)</b>	<b>(232,933)</b>	<b>118,356</b>	<b>(34,692)</b>	<b>(6,622)</b>	<b>244,103</b>	<b>16,510</b>	<b>(1,811)</b>	<b>297,665</b>	<b>(311,682)</b>	<b>(193,314)</b>	<b>86,364</b>	<b>(98,439)</b>

Budget Forecast Comparison by Month

	2019	2018
2019	355,094	(45,974)
2018	47,856	494,666

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	17,781	8,990	8,791	20,251
Events	22	9	13	20
Event Days	40	20	20	31
Direct Event Income	9,870	2,476	7,394	57,476
Ancillary Income	432,065	386,245	45,820	336,247
Total Event Income	441,935	388,721	53,214	393,723
Other Operating Income	76,444	52,536	23,908	52,536
Adjusted Gross Income	518,379	441,257	77,122	446,259
Indirect Expenses	(553,071)	(575,296)	22,225	(546,441)
Net Income (Loss) From Operations	(34,692)	(134,039)	99,347	(100,182)

IRVING CONVENTION CENTER/SMG  
 Financial Statements Year to Date Highlights  
 For the Four Months Ending January 31, 2019

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	72,879	60,765	12,114	68,394
Events	79	62	17	86
Event Days	121	94	27	123
Direct Event Income	131,471	244,859	(113,388)	199,858
Ancillary Income	1,373,793	1,482,287	(108,494)	1,516,838
Total Event Income	1,505,264	1,727,146	(221,882)	1,716,696
Other Operating Income	156,677	243,500	(86,823)	272,498
Adjusted Gross Income	1,661,941	1,970,646	(308,705)	1,989,194
Indirect Expenses	(2,239,575)	(2,311,970)	72,395	(2,228,243)
Net Income (Loss) From Operations	(577,634)	(341,324)	(236,310)	(239,049)

IRVING CONVENTION CENTER/SMG

Balance Sheet

January 31, 2019

**ASSETS**

**Current Assets**

Cash	\$	1,110,751	
Accounts Receivable		672,551	
Prepaid Assets		58,216	
Inventory		60,165	
Total Current Assets			1,901,683

<b>Total Assets</b>			<b>\$ 1,901,683</b>
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	604,366	
Accrued Expenses		357,206	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,170,750	
Other Current Liabilities		0	
Total Current Liabilities			2,132,322

**Long-Term Liabilities**

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			2,132,322
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**Equity**

Net Funds Received		10,461,638	
Retained Earnings		(10,114,643)	
Net Income (Loss)		(577,634)	
Total Equity			(230,639)

<b>Total Liabilities &amp; Equity</b>			<b>\$ 1,901,683</b>
---------------------------------------	--	--	---------------------

**IRVING CONVENTION CENTER/SMG**  
**Income Statement**  
For the Four Months Ending January 31, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
<b>Direct Event Income</b>							
Rental Income	63,975	50,725	13,250	315,409	343,706	(28,297)	298,706
Service Revenue	20,276	10,029	10,247	159,742	123,085	36,657	123,084
Service Expenses	(74,381)	(58,278)	(16,103)	(343,680)	(221,932)	(121,748)	(221,932)
<b>Total Direct Event In</b>	<b>9,870</b>	<b>2,476</b>	<b>7,394</b>	<b>131,471</b>	<b>244,859</b>	<b>(113,388)</b>	<b>199,858</b>
<b>Ancillary Income</b>							
F & B Concessions	14,907	12,586	2,321	58,583	58,596	(13)	53,324
F & B Catering	384,540	325,095	59,445	1,205,178	1,266,804	(61,626)	1,352,807
Parking	17,873	24,287	(6,414)	70,230	100,504	(30,274)	56,112
Electrical Services	14,715	23,227	(8,512)	39,089	51,153	(12,064)	51,153
Audio Visual	30	0	30	33	0	33	(1,538)
Internet Services	0	1,050	(1,050)	680	5,230	(4,550)	4,980
<b>Total Ancillary Inco</b>	<b>432,065</b>	<b>386,245</b>	<b>45,820</b>	<b>1,373,793</b>	<b>1,482,287</b>	<b>(108,494)</b>	<b>1,516,838</b>
<b>Total Event Income</b>	<b>441,935</b>	<b>388,721</b>	<b>53,214</b>	<b>1,505,264</b>	<b>1,727,146</b>	<b>(221,882)</b>	<b>1,716,696</b>
<b>OTHER OPERATING INCOME</b>							
Other Income	76,444	52,536	23,908	156,677	243,500	(86,823)	272,498
<b>Total Other Operatin</b>	<b>76,444</b>	<b>52,536</b>	<b>23,908</b>	<b>156,677</b>	<b>243,500</b>	<b>(86,823)</b>	<b>272,498</b>
<b>Adjusted Gross Inco</b>	<b>518,379</b>	<b>441,257</b>	<b>77,122</b>	<b>1,661,941</b>	<b>1,970,646</b>	<b>(308,705)</b>	<b>1,989,194</b>
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	228,291	239,709	11,418	966,441	958,836	(7,605)	817,694
Payroll Taxes & Ben	66,299	71,466	5,167	249,038	285,864	36,826	170,568
Labor Allocations to	(50,905)	(43,201)	7,704	(246,606)	(172,804)	73,802	(117,314)
<b>Net Salaries and Ben</b>	<b>243,685</b>	<b>267,974</b>	<b>24,289</b>	<b>968,873</b>	<b>1,071,896</b>	<b>103,023</b>	<b>870,948</b>
Contracted Services	62,066	52,045	(10,021)	260,067	208,180	(51,887)	283,318
General and Adminis	34,104	56,351	22,247	161,931	204,940	43,009	234,545
Operating	55,399	45,260	(10,139)	190,918	211,040	20,122	176,334
Repairs & Maintenan	44,357	46,096	1,739	197,599	184,384	(13,215)	206,902
Operational Supplies	17,559	14,917	(2,642)	76,919	60,918	(16,001)	82,252
Insurance	6,189	8,333	2,144	25,583	33,332	7,749	22,165
Utilities	35,824	48,334	12,510	172,321	193,336	21,015	178,823
SMG Management F	53,888	35,986	(17,902)	185,364	143,944	(41,420)	166,181
<b>Total Indirect Expens</b>	<b>553,071</b>	<b>575,296</b>	<b>22,225</b>	<b>2,239,575</b>	<b>2,311,970</b>	<b>72,395</b>	<b>2,221,468</b>

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Four Months Ending January 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>(34,692)</u>	<u>(134,039)</u>	<u>99,347</u>	<u>(577,634)</u>	<u>(341,324)</u>	<u>(236,310)</u>	<u>(232,274)</u>

January 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
					Leadership Irving	
				Hilti's Annual Manager's Meeting		
6	7	8	9	10	11	12
		Educational First Tasting				Las Colinas Bridal Show
Hilti's Annual Manager's Meeting						
13	14	15	16	17	18	19
Las Colinas Bridal Show		ICVB Community Engagement Meeting	TD Industries Quarterly Meeting	Texas Prime Meet		
DECA District 11		DECA District 7	Smart Circle International, LLC	Westin Meeting		
				Kimley Horn TX Kickoff		
20	21	22	23	24	25	26
Texas Prime Meet		IPD Honor Guard Practice		Irving hotels meeting	ICVB Executive Committee Meeting	
		VisitDFW		Westin Meeting	ICVB Meeting	
				Educational First Steps		
Zest Fest						
27	28	29	30	31	1	2
Zest Fest		2019 State of the City Annual Banquet			North Texas Comic Book Show	
	ICVB Board of Directors Meeting	IBAT 2019 Regional Meeting-Luncheon	2019 Management Kickoff (Mr. Cooper)			
						Holt Cat Job Fair





**ICVB  
FINANCIAL STATEMENTS**

For Period Ending:  
January 31, 2019

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
BALANCE SHEET  
JANUARY 31, 2019

**ASSETS**

Cash	75,563
Petty Cash	250
Investments	501,000
Accounts Receivable - Miscellaneous	<u>75</u>
<b>Total Assets</b>	<b><u><u>576,888</u></u></b>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

Due to City of Irving General Fund	<u>298</u>
	<u>298</u>

***FUND BALANCE***

Reserved for Encumbrances	955,746
Unreserved	<u>(379,156)</u>
<b>Total Fund Balance</b>	<b><u>576,590</u></b>
 <b>Total Liabilities and Fund Balance</b>	 <b><u><u>576,888</u></u></b>

Notes:

- Reserved for Encumbrances:
- Destination Analysts - 35,000
  - Irving Convention Center/Fulcrum - 60,083
  - Maloney Strategic Communications - 267,316
  - Media Advertising - 290,965
  - Simpleview - 179,534
  - Tucker & Associates - 42,036
  - Miscellaneous - 80,812

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE FOUR MONTH PERIOD ENDING JANUARY 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances			
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
<b>REVENUES:</b>								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	0	0	8,593,019	0.00%	0
Penalties and Interest	0	0	0	0	0	0	0.00%	0
Prior Years	0	0	0	0	0	0	0.00%	0
Interest	26,450	26,450	2,476	5,627	0	20,823	21.27%	5,448
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	0	167	0	12,833	1.28%	2,756
Total Revenues	<u>8,657,469</u>	<u>8,657,469</u>	<u>2,476</u>	<u>5,794</u>	<u>0</u>	<u>8,651,675</u>	<u>0.07%</u>	<u>17,826</u>
<b>TOTAL REVENUES AND TRANSFERS IN</b>	<u>8,657,469</u>	<u>8,657,469</u>	<u>2,476</u>	<u>5,794</u>	<u>0</u>	<u>8,651,675</u>	<u>0.07%</u>	<u>17,826</u>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
<b>EXPENDITURES:</b>								
Salaries	2,257,287	2,224,228	180,621	623,468	0	1,600,760	28.03%	551,863
Benefits	564,825	564,825	52,767	160,875	0	403,950	28.48%	160,025
Supplies	46,975	49,788	4,666	11,744	10,050	27,994	43.77%	5,710
Equipment Maintenance	6,300	6,300	260	741	0	5,559	11.76%	1,016
Miscellaneous	179,025	179,025	35,946	73,304	0	105,721	40.95%	75,523
Equipment Rentals	6,900	6,900	825	1,113	2,475	3,312	52.00%	825
Special Services	1,824,765	1,890,545	78,435	302,047	642,006	946,492	49.94%	346,129
Facility Management Services	1,395,000	1,395,000	0	348,000	0	1,047,000	24.95%	348,000
Advertising Projects	146,400	197,665	29,952	83,081	0	114,584	42.03%	2,299
Sponsorships / Partnerships	125,000	147,059	35,000	82,059	0	65,000	55.80%	44,966
Media Advertising	580,000	663,098	17,674	147,893	290,965	224,240	66.18%	104,434
Travel	666,580	666,580	32,156	94,012	9,500	563,068	15.53%	90,373
Promotions / Special Events	1,080,150	1,061,935	47,474	175,312	750	885,873	16.58%	189,990
Memberships	91,215	91,215	21,864	30,882	0	60,333	33.86%	24,570
Total Expenditures	<u>8,970,422</u>	<u>9,144,163</u>	<u>537,640</u>	<u>2,134,531</u>	<u>955,746</u>	<u>6,053,886</u>	<u>33.80%</u>	<u>1,945,723</u>
<b>TRANSFERS OUT:</b>								
Transfer to ICVB Reserve Fund	125,000	125,000	0	0	0	125,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	400,000	400,000	0	0	0	400,000	0.00%	0
Total Transfers Out	<u>525,000</u>	<u>525,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>525,000</u>	<u>0.00%</u>	<u>0</u>
<b>TOTAL EXPENDITURES AND TRANSFERS OUT</b>	<u>9,495,422</u>	<u>9,669,163</u>	<u>537,640</u>	<u>2,134,531</u>	<u>955,746</u>	<u>6,578,886</u>	<u>31.96%</u>	<u>1,945,723</u>

Percent of year completed = 33.3%

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE FOUR MONTH PERIOD ENDING JANUARY 31, 2019

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**SUMMARY:**

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	5,794
Expenditures and Transfers Out	<u>(2,134,531)</u>
Ending Fund Balance at January 31, 2019	576,589
Encumbrances	<u>(955,746)</u>
Unreserved Fund Balance at January 31, 2019	<u><u>(379,157)</u></u>

**NOTES:**

Adjusted Budget

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

Revenues & Transfers In

Hotel/Motel Taxes: Taxes for the 1st quarter (Oct-Dec) are due February 1 and will be reflected on the February 2018 report.

Expenditures & Transfers Out

Special Services: Advertising Agency (MSC) - 12,953 Outside Services - 65,196; Miscellaneous - 286

Facility Management Services: The first subsidy payment to SMG was processed

Sponsorships / Partnerships: Payment was processed for the 2019 Religious Conference Management Association Platinum Sponsorship Package

Promotions / Special Events: Business Development Incentive Program - 38,677; Miscellaneous - 8,797

# Irving Convention and Visitors Bureau

## Check Register Report - January 2019

Generated: 2/18/2019 2:40:47 PM



Batch: 7564

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059932	01/03/19	SUSAN D. CUTTS	\$	531.25
80059933	01/03/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	990.00
80059934	01/03/19	HAMPTON INN - LAS COLINAS	\$	2,295.00
80059935	01/03/19	IRVING - LAS COLINAS ROTARY CLUB	\$	94.00
80059936	01/03/19	MALLOUF PHOTOGRAPHY	\$	237.50
80059937	01/03/19	PCMA SERVICES	\$	6,830.00
80059938	01/03/19	PRE-TRIB RESEARCH CENTER	\$	1,395.00
80059939	01/03/19	SIMPLEVIEW	\$	20,833.66
80059940	01/03/19	TEAM MANAGEMENT	\$	400.00
80059941	01/03/19	THE HOTEL ASSOCIATION	\$	500.00
80059942	01/03/19	UNIVERSITY SPORTS TOURS LLC	\$	235.00
80059943	01/03/19	MICHAEL ZUMBAUGH	\$	69.06
12 payments Batch Total: \$				34,410.47

Batch: 7569

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059944	01/10/19	ARES TRAVEL INC.	\$	1,250.00
80059945	01/10/19	SUSAN D. CUTTS	\$	262.50
80059946	01/10/19	DALLAS FORT WORTH AREA TOURISM COUNCIL	\$	12,500.00
80059947	01/10/19	MALONEY STRATEGIC COMMUNICATIONS	\$	12,953.52
80059948	01/10/19	OMNI MANDALAY HOTEL	\$	3,270.00
80059949	01/10/19	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80059950	01/10/19	ROADRUNNER CHARTERS, INC.	\$	1,106.00
80059951	01/10/19	SHERATON DFW AIRPORT HOTEL	\$	2,600.00
80059952	01/10/19	TUCKER & ASSOCIATES, LLC	\$	502.35
9 payments Batch Total: \$				35,269.49

Batch: 7576

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059953	01/17/19	ADARA, INC	\$	7,500.00
80059954	01/17/19	AMERICAN EXPRESS	\$	39,830.40
80059955	01/17/19	CAROL BOYER	\$	243.04
80059956	01/17/19	BENJAMIN M. CINA	\$	800.00
80059957	01/17/19	SUSAN D. CUTTS	\$	468.75
80059958	01/17/19	LORI M. FOJTASEK	\$	182.93
80059959	01/17/19	WENDY FOSTER	\$	118.80

continued on next page

Batch: 7576

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059960	01/17/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	2,200.00
80059961	01/17/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80059962	01/17/19	HELMSBRISCOE	\$	9,000.00
80059963	01/17/19	IRVING CONVENTION CENTER	\$	19,925.00
80059964	01/17/19	IRVING CONVENTION CENTER	\$	7,064.44
80059965	01/17/19	MARIANNE LAUDA	\$	81.95
80059966	01/17/19	BRENDA LOPEZ	\$	65.00
80059967	01/17/19	LORI MANSELL	\$	25.77
80059968	01/17/19	NORTHSTAR TRAVEL MEDIA, LLC	\$	8,000.00
80059969	01/17/19	PCMA SERVICES	\$	2,500.00
80059970	01/17/19	DIANA PFAFF	\$	285.00
80059971	01/17/19	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$	35,000.00
80059972	01/17/19	KELLY ROCHE	\$	249.59
80059973	01/17/19	SAFEGUARD BUSINESS SYSTEMS, INC.	\$	29,106.00
80059974	01/17/19	LORI SIRMEN	\$	142.55
80059975	01/17/19	CAROL STODDARD	\$	92.96
80059976	01/17/19	TEXICAN COURT	\$	700.00
80059977	01/17/19	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80059978	01/17/19	VERIZON WIRELESS	\$	467.46
80059979	01/17/19	MONTY WHITE	\$	148.84
			27 payments Batch Total: \$	168,998.48

Batch: 7581

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059980	01/24/19	AMERICAN AIRLINES	\$	5,359.00
80059981	01/24/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,025.00
80059982	01/24/19	DELTA AIR LINES, INC.	\$	4,604.00
80059983	01/24/19	FEDERAL EXPRESS CORPORATION	\$	244.78
80059984	01/24/19	IRVING MASONIC LODGE 1218	\$	50.00
80059985	01/24/19	OMNI MANDALAY HOTEL	\$	855.00
80059986	01/24/19	ROADRUNNER CHARTERS, INC.	\$	400.00
80059987	01/24/19	STR, INC	\$	3,350.00
80059988	01/24/19	THE TEXAS GYPSIES LLC	\$	750.00
80059989	01/24/19	TRIPADVISOR, LLC	\$	343.81
			10 payments Batch Total: \$	16,981.59

Batch: 7592

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059990	01/31/19	AERIAL PHOTOGRAPHY	\$	97.00
80059991	01/31/19	AMERICAN AIRLINES	\$	6,350.00
80059992	01/31/19	BH DFW PROPERTY LP	\$	4,989.00
80059993	01/31/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,333.00
80059994	01/31/19	DALLAS MARRIOTT LAS COLINAS	\$	1,130.00
80059995	01/31/19	DOUBLETREE DALLAS DFW AIRPORT	\$	1,041.00
80059996	01/31/19	EAUTOFEEDBACK, LLC	\$	2,050.00
80059997	01/31/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	1,950.00
80059998	01/31/19	GUARANTEED EXPRESS, INC.	\$	41.70
80059999	01/31/19	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	805.00
80060000	01/31/19	PATHWAYS CORE TRAINING	\$	1,290.00
80060001	01/31/19	SHERATON DFW AIRPORT HOTEL	\$	1,722.00
80060002	01/31/19	SIMPLEVIEW	\$	20,958.66
80060003	01/31/19	STAPLES	\$	498.96
80060004	01/31/19	TEXAS HOUSE OF REPRESENTATIVES	\$	70.52
			15 payments Batch Total: \$	45,326.84
			73 payments Sub Total: \$	300,986.87

SUMMARY

73 payments TOTAL: \$ 300,986.87

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, FEBRUARY 25, 2019**

## **BOARD REPORTS**

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





## 2019 ICVB Board Committee Assignments

Based on responses received by Board Members, the following have been established as this year's committees. (Some board members have indicated they are not able to serve on any committees due to work demands.) The following schedule assumes a standing quarterly meeting for each committee; however, if a meeting is not needed, that determination will be made no later than one week prior. Please also be aware that some issues may arise that require a committee to meet more frequently; if and as those issues arise, every effort will be made to identify a meeting time that can work for the majority of committee members.

If you did not return your "Sign Me Up" Committee volunteer form, and you'd still like to participate on a committee, please let Maura Gast know.

The Board Chair and Vice Chair are members of all committees. Committee meetings are open to all members of the board and to the public; committee chairs may solicit committee participation by non-board members. Committees are not required to have a chair and a vice chair.

### Executive Committee

**Standing Monthly Meeting: Friday prior to each full board meeting, 9a.m. at the ICC unless otherwise notified.**

Chair – Clem Lear

Vice Chair – Ron Mathai

Committee Members: David Cole; Debbi Haacke, Rick Lindsey, Greg Malcolm

Staff Liaisons: Maura Gast and Mike Zumbaugh

Committee Support & Communications: Carol Boyer

### Board Development Committee

**Standing Quarterly Meetings: Mar. 15, June 7, Sept. 13, Dec. 6; all meetings at 9 a.m. at the ICC office unless otherwise notified.**

Chair – Debbi Haacke

Vice Chair – Karen Cooperstein

Committee Members: Clem Lear; Ron Mathai; Bob Bettis; Beth Bowman; David Cole; Rick Lindsey; Joe Philipp

Staff Liaisons: Maura Gast and Mike Zumbaugh

Committee Support & Communications: Carol Boyer

### Community Engagement Committee

**Standing Quarterly Meeting: Jan. 15, Apr. 2, July 9, Oct. 1; all meetings at 11:30 at the ICC unless otherwise notified**

Chair – Rick Lindsey

Vice Chair – Karen Cooperstein

Committee Members: Clem Lear; Ron Mathai; Bob Bettis; Bob Bourgeois; Beth Bowman; Jo-Ann Bresowar; Julia Kang

Staff Liaisons: Maura Gast and Diana Pfaff

Committee Support & Communications: Carol Boyer and Carol Stoddard

### Destination Development Committee

**Standing Quarterly Meeting: Feb. 5, May 10, Aug. 6, Nov.5; all meetings at 11:30 at the ICC unless otherwise notified**

Chair – Greg Malcolm

Vice Chair – David Cole

Committee Members: Clem Lear; Ron Mathai; Bob Bourgeois; Beth Bowman; David Cole; Joe Marshall; Julia Kang; Jacky Knox; Joe Philipp

Staff Liaisons: Maura Gast and Lori Fojtasek; Tom Meehan (ICC)

Committee Support & Communications: Carol Boyer and Brenda Lopez

## REVISED - 2019 ICVB Board & Committee Meetings

March 15	Board & Business Development; 9 a.m., ICC
<i>March 19</i>	<i>City of Irving Boards &amp; Commissions Banquet</i>
March 22	Executive Committee, 9 a.m., ICC
<b>March 25</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, Texican Court</b>
April 2	Community Engagement, 11:30 a.m., ICC
April 19	Executive Committee, 9 a.m., ICC
<b>April 22</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
May 7	Destination Development, 11:30 a.m., ICC
*May 17	Executive Committee, 9 a.m., ICC
<b>*May 20</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, TBD</b>
June 7	Board & Business Development; 9 a.m., ICC
June 21	Executive Committee, 9 a.m., ICC
<b>June 24</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, TBD (TENTATIVE: Budget Presentation)</b>
July 9	Community Engagement, 11:30 a.m., ICC
July 19	Executive Committee, 9 a.m., ICC
<b>**July 29</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
August 6	Destination Development, 11:30 a.m., ICC
<i>August 21-22</i>	<i>City Council Budget Retreat</i>
August 23	Executive Committee, 9 a.m., ICC
<b>August 26</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
September 13	Board & Business Development; 9 a.m., ICC
September 20	Executive Committee, 9 a.m. ICC
<b>September 23</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
October 1	Community Engagement, 11:30 a.m., ICC
<b>October 25</b>	<b>SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC</b>
November 5	Destination Development, 11:30 a.m., ICC
November 15	Executive Committee, 9 a.m. ICC
<b>*November 18</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>
December 6	Board & Business Development; 9 a.m., ICC
December 13	Executive Committee, 9 a.m. ICC
<b>*December 16</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start, ICC</b>

*\*Board meeting one week early due to holidays.*

*\*\*Board meeting date conflicts with Destinations International Annual Meeting.*



# MEMO

**To:** Philip Sanders, Assistant City Manager  
**From:** Imelda Speck, Economic Development Project Administrator  
**Date:** February 1, 2019  
**Subject:** Downtown Market Study and Strategic Plan Update

In July 2018, staff provided an overview of recent redevelopment efforts targeting downtown’s Heritage District to the Planning and Development (P&D) Committee. Staff demonstrated that as individual projects continue to progress, future uses for parcels were starting to compete with each other. Previous efforts, such as the conception of a unified vision from community input, the creation of TIF #2 as a funding mechanism to improve Irving Blvd. to a walkable thoroughfare, and the development of *Imagine Irving* and the Economic Development Strategic Plan have aided to downtown’s redevelopment. However, none of these have provided a comprehensive or strategic plan specific to the revitalization of downtown.

In alignment with the *Imagine Irving* Comprehensive Plan, staff brought forward a recommendation to create and implement a business plan based on a market analysis which would inform a market-based development strategy specific to downtown. In order to realize the vision that was adopted for downtown, a market study will thoroughly assess economic components of the downtown market in order to identify areas of potential opportunity, estimated growth potential, and significant needs for achieving downtown’s potential. The analysis will examine demographic and psychographic characteristic trends, estimate the sales potential/sales void, inventory the downtown businesses to identify clusters and emerging markets, assess shopping patterns, identify barriers and challenges, and gather public perceptions towards downtown.

This market research will be the basis for recommendations for business development and revitalization of the downtown area, resulting in a strategic plan to position downtown Irving within the regional market and distinguish it from other shopping, working, and entertainment

options. This will result in the City's ability to effectively and efficiently plan future uses of property that best maximize the value and use and ensure the long-term sustainability of investment targeted to the historic downtown. Recommendations will include short-, mid-, and long-term strategies and guidance on resources needed for implementation.

During their July 2018 meeting, the Planning and Development Committee supported this recommendation. A Request for Proposals (RFP) was released on December 6<sup>th</sup> and closed January 11<sup>th</sup>. Staff has reviewed the three proposals submitted in response and is preparing a recommendation on the selection of a firm to provide the market study. Staff will present their recommendation to the Planning and Development Committee on February 14<sup>th</sup> and anticipate bringing this to the City Council for award consideration on February 28<sup>th</sup>. Staff has targeted a 90 day timeline to complete the study once the Agreement has been approved by Council.





page 2

Check out the February fun at the Irving Arts Center — concerts, Saturday school adventures and art exhibits in the galleries.



page 3

Interested in learning chess, making ceramics or playing basketball? Parks and Recreation opens registration for classes offered in the spring session.



page 6

Construction overview of the Irving Archives and Museum that will reflect on the city's origins and highlights throughout the 20th century.

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# IRVING CITY Spectrum

FEBRUARY 2019 / VOL 26 / NO 2

f t v i CityofIrving.org



## North Texas Teen Book Festival Brings the Lit March 23

A-list authors, YouTubers and cartoonists meet with eager readers in Irving.

Created in Irving just five years ago, the North Texas Teen Book Festival (NTTBF) has become the leading library-run event for readers of teen fiction in the United States.

Event organizers expect about 14,000 young readers to gather in Irving on March 23 to see and hear from their favorite authors. More than 70 authors will attend the event, held at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd.

Readers will have the opportunity to meet Young Adult and Middle Grade authors — many known for books and movies. The writers will lead panel discussions, author talks and other high-energy activities. They also will be available to meet the public during book signings.

This year, the NTTBF presents Raina Telgemeier as middle grade keynote speaker. Telgemeier is the 2017 Eisner Award-winning cartoonist and author of "Ghosts," "Smile," "Drama" and many other works.

Tahereh Mafi, best-selling author of the Shatter Me series, joins the festival as co-Young Adult keynote speaker with breakout debut author Tomi Adeyemi ("Children of Blood and Bone").

Also attending are Angie Thomas ("On the Come Up," "The Hate U Give"), Beth Revis (Across the Universe series, "Give the Dark My Love") and Becky Albertalli ("Simon vs. the Homo Sapiens Agenda").

The festival will feature panel discussions with BookTubers, who create book reviews and other related video content on YouTube. The represented BookTuber channels, including PolandBananasBooks, NayaReadsAndSmiles and Tashapolis, have more than 800,000 combined subscribers.

For more information on the NTTBF and a full list of authors, visit [NorthTexasTeenBookFestival.com](http://NorthTexasTeenBookFestival.com) or follow @NTTBFest on Facebook, Twitter and Instagram. ■

### CITY COUNCIL CANDIDATE PACKETS AVAILABLE

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet from the City Secretary's Office at City Hall, 825 W. Irving Blvd. Packets also are available on the city's website at [CityofIrving.org](http://CityofIrving.org).

This year, the positions of Council Place 1, Place 2 and Place 7 will be elected in the General Election. Places 1 and 7 represent "single-member" districts, which require that the candidate live within the boundaries of the district in which they plan to run. Place 2 is an "at-large" position, which will allow the candidate to reside anywhere within the city limits of the City of Irving. A candidate must be a resident of the city and of the district in which they intend to run for at least 12 months immediately prior to Election Day.

The filing period runs Jan. 16 through Feb. 15. The City Secretary's Office is open from 8 a.m. to 5 p.m. Early voting dates are April 22 through April 30. For more information, call the City Secretary's Office at (972) 721-2493. ■



### PAQUETES PARA CANDIDATOS AL CONCEJO MUNICIPAL

Los residentes que estén interesados en ser candidatos para una posición en el Concejo Municipal pueden recoger un paquete de candidatos en la Oficina de la Secretaria de la Ciudad, 825 W. Irving Blvd. Los paquetes también están disponibles en la página web de la ciudad en [CityofIrving.org](http://CityofIrving.org).

Este año las posiciones del concejo para los Lugares 1, 2 y 7, serán elegidas en la elección general. Los Lugares 1 y 7 representan distritos de "un solo miembro," lo cual requiere que el candidato viva dentro de los límites del distrito para el cual están postulando. El lugar 2 es una posición "en general" y los candidatos que postulan para esta posición pueden residir en cualquier lugar dentro de los límites de la Ciudad de Irving. Un candidato debe ser residente de la ciudad y de su distrito para el cual está postulando por lo menos doce meses inmediatamente antes del día de la elección.

El período para presentar las candidaturas finaliza el 15 de febrero. La Oficina de la Secretaria de la Ciudad está abierta desde las 8 a.m. hasta las 5 p.m. Las fechas de votación adelantada serán del 22 de abril al 30 de abril. Para obtener más información, llame a la Oficina de la Secretaria de la Ciudad al (972) 721-2493. ■



Silent Auction



## Residents Invited to Irving Police Blue Tie Banquet

The Irving Police Department invites residents and businesses to celebrate the outstanding achievements of its officers at the annual Blue Tie Banquet on March 5 at the Irving Convention Center, 500 W. Las Colinas Blvd.

The event begins at 6 p.m. with a silent auction, followed by dinner at 7 p.m. The awards ceremony will conclude the evening. Among the awards to be presented are Officer of the Year, Supervisor of the Year, New Officer of the Year, Civilian of the Year and Chief's Unit awards. Proceeds from the silent auction support the Irving

Family Advocacy Center. The center provides critical support to families and crime victims throughout the city.

"These brave men and women selflessly serve our city; the banquet is our chance to say thank you," said Mayor Rick Stopfer.

Those interested in attending may purchase a table or individual seats. Those who are not able to attend can make cash donations. The department also needs auction items. For more information, visit [CityofIrving.org/Police](http://CityofIrving.org/Police) or email [keroberts@cityofirving.org](mailto:keroberts@cityofirving.org). ■



## In the Galleries

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

### In Focus 3: North Lake College Advanced Photography Students

Through Feb. 24 | Focus Gallery | Free  
This exhibition features work by students in the Fall 2018 Advanced Portfolio Photography class at North Lake College. This will be the third year Irving Arts Center and North Lake College have worked together to showcase artwork by its photography students.



North Lake College Advanced Photography Student

### Out of the Wild: Robert Glen Bronzes

Through Feb. 24 | Courtyard Gallery | Free  
Bronze sculptures of African wildlife by noted artist Robert Glen are featured. Glen is the sculptor of the iconic "Mustangs of Las Colinas," a monumental installation of nine larger-than-life bronze horses that have graced Williams Square in Irving since 1984.



Robert Glen Bronze Sculpture

### Nancy Macko: Fragile Bee

Through April 28 | Carpenter Lobby | Free  
California-based artist Nancy Macko has drawn upon images of the honeybee society to explore the relationships between art, science, technology and ancient matriarchal cultures. Macko combines elements of painting, printmaking, digital media, photography, video and installation to create a unique visual language.



Nancy Macko

### Art Imitating Life: Black History Month Exhibition presented by the Irving Black Arts Council

Feb. 2- March 3 | Main Gallery | Free  
Annual exhibition organized by the Irving Black Arts Council features works by Arthello Beck, Linda Gamble Camp, "Choke" Frank Frazier, Tyra Goodley, Guinn Powell, Evita Tezeno and Stephanie Yearby.  
**5 to 7 p.m. | Feb. 9 | Reception**



Art by Arthello Beck

### Here and Now: Prints by Carolyn Muskat

Feb. 2- March 31 | Dupree Theater Lobby | Free  
An exhibition of the works of printmaker Carolyn Muskat is being held in conjunction with the 2019 Southern Graphics Council International Conference (SGCI) scheduled March 6-9 in North Texas. Muskat owns and operates Muskat Studios, a printmaking studio in Somerville, Massachusetts. She is the recipient of the 2019 SGCI Excellence in Teaching Award.  
**7 to 9 p.m. | March 6 | Reception**



Carolyn Muskat

#### 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.



Cirque Eloize Saloon: A Musical Acrobatic Adventure comes to Irving Feb. 22.



Soprano Rainelle Krause joins the Irving Symphony Orchestra for the Feb. 23 program.

# February Fun at the Irving Arts Center

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](http://IrvingArtsCenter.com) or call (972) 252-7558.

#### Feb. 1 and 2 | Ravenscroft, MainStage

7:30 p.m. | Dupree Theater | \$21-\$28  
On a snowy night, Inspector Ruffing is called to a remote house to investigate the headlong plunge of Patrick Roarke down the main staircase. Five alluring and dangerous women lead him through a bewildering labyrinth of contradictory versions of Patrick's demise and that of the late Mr. Ravenscroft. There are ghosts on the staircase! There are skeletons in the closet! A fast-paced murder mystery, Ravenscroft will keep attendees guessing until the very end.

#### Feb. 1-3 | Youth American Grand Prix

Performance times and locations vary  
The world's largest student ballet scholarship competition is open to dance students ages 9-19 and awards \$250,000 in scholarships to leading dance schools worldwide.

#### Feb. 7 | JumpstART Stories and Art: V is for Valentine's Day

10 a.m. | Suite 200 | Free  
Explore new stories and fun art projects during this creative story time. Create a take-home art project, and then browse the galleries as part of this fun morning activity. For the February edition, prepare to get into the Valentine's Day spirit by creating an extra-special craft project after a story time that promises to be super sweet!

#### Feb. 8-17 | TOC TOC

2:30 and 8 p.m. | Dupree Theater | \$29.50-\$35.50  
In this play, written by famous French writer and playwright, Laurent Baffie, six patients with obsessive compulsive disorder gather in Dr. Stan's office to find solutions to each of their own problems. In society, everyone battles their own minds from time to time, and "TOC TOC" sends a soothing message of comfort, courage and hope in facing challenges of the mind.

#### Feb. 10 | Second Sunday Funday: Chinese New Year (Year of the Pig)

10 a.m. | Suite 200 | Free  
Irving Arts Center offers the perfect framework for adults and children to experience art together. Second Sunday Family Fundays hands-on art days give parents and children projects they can cocreate, far from daily distractions. For February's Second Sunday Funday, find inspiration in the gallery exhibitions (free tours offered at 2:30 p.m.) and the 2019 Chinese New Year, learning about traditional paper crafts and the Chinese animal zodiac.

#### Feb. 10 | Freedom ... and Destiny!, New Philharmonic Orchestra of Irving

3:30 p.m. | Carpenter Hall | Prices TBA  
The themes of freedom and destiny are explored through the music of legendary composers. Program features Beethoven's "Egmont"; Liszt's "Les Préludes"; Verdi's "La Forza del Destino"; Tchaikovsky's "Capriccio Italien"; and Grieg's "Peer Gynt Suite."

#### Feb. 15 | Ungal Viruppam

7 p.m. | Carpenter Hall | \$25  
Performance presented by High Octavez, Karuna-Compassion for Humanity.

#### Feb. 16 | Violinist Kiarra Saito-Beckman, Las Colinas Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50  
Program features violinist Kiarra Saito-Beckman and Guest Conductor, Juan Carlos Lomonaco.

#### Feb. 22 | Cirque Eloize Saloon: A Musical Acrobatic Adventure

7:30 p.m. | Carpenter Hall | \$20-\$40  
Inspired by legends of the Wild West — and set to the tunes of Johnny Cash and Patsy Cline, among others — the saloon serves up comedy, adventure and acrobatics sure to delight and entertain audiences of all ages.

#### Feb. 23 | La Traviata in Concert, Irving Symphony Orchestra

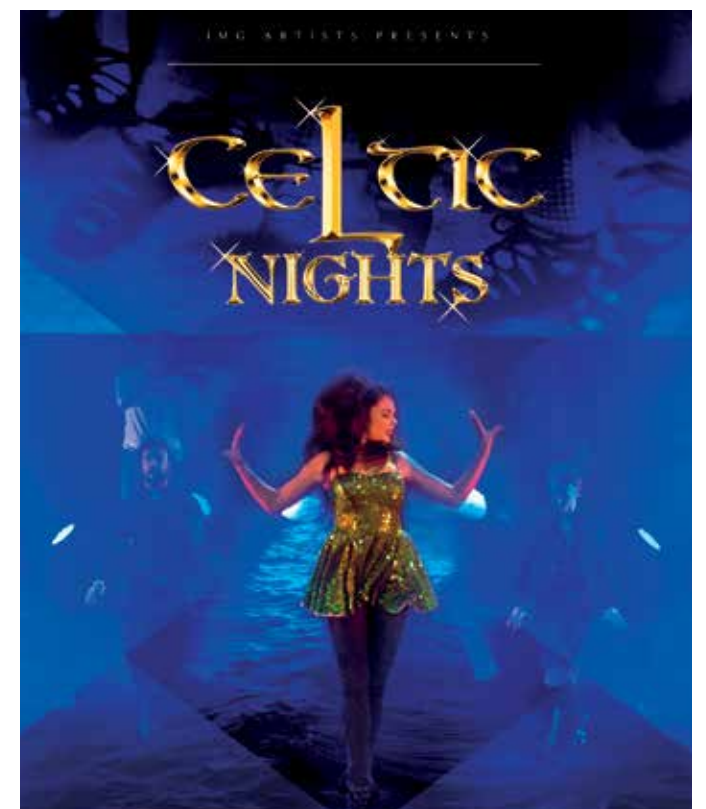
7:30 p.m. | Carpenter Hall | \$38-\$49  
Irving Symphony Orchestra presents the concert version of the famed "La Traviata" opera by Italian icon Giuseppe Verdi. Soprano Rainelle Krause, Tenor Angelo Ferrari and Baritone David Small will join an outstanding cast of talented singers and a local choir as they sing through this story of despair and true love.

#### Feb. 23-March 30 | Saturday School Session 3: Adventures in Mixed Media

2 to 4 p.m. | Suite 200 | \$75  
Experiment and have fun with exciting adventures in mixed media. For six Saturdays, students will explore painting landscapes, still life, drawing, portraits, printmaking and mixed media images.

#### March 8 | Celtic Nights

7:30 p.m. | Carpenter Hall | \$20-\$40  
Through music, song and dance, Irish history comes to life. It is the story of America, Australia, Canada and New Zealand; a story of a people moving across oceans from all nations in hopes for a better and brighter future.





# City of Irving Parks and Recreation Classes

Registration is March 5 at 6 p.m. at all full-time recreation centers. Classes begin March 18 and end May 11.

**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
<b>TODDLER &amp; PRESCHOOL CLASSES</b>				
Mon	9:15-10 a.m.	ABC and 123 Learning	3-6	\$5
	10-11 a.m.	Preschool Soccer	3-6	\$5
Tue	11 a.m.-noon	Painting	3-6	\$5
	noon-1 p.m.	Legos and Blocks	3-6	\$5
Wed	9:15-10 a.m.	Puzzles and Games	3-6	\$5
	10-11 a.m.	Spring Crafts	3-6	\$5
Thu	11 a.m.-noon	Preschool Sports Hour	3-6	\$5
	noon-1 p.m.	Little Chefs	3-6	\$5
Fri	9:15-10 a.m.	Reading Snacks	3-6	\$5
	10-11 a.m.	Preschool Basketball	3-6	\$5
Sat	11 a.m.-noon	Paper Crafts	3-6	\$5
	noon-1 p.m.	Preschool Origami	3-6	\$5
Mon	9:15-10 a.m.	Messy Playtime	3-6	\$5
	10-11 a.m.	My Five Senses	3-6	\$5
Tue	11 a.m.-noon	Site Words	3-6	\$5
	noon-1 p.m.	Sweet Treats	3-6	\$5
Wed	9:15-10 a.m.	Little Builders	3-6	\$5
	10-11 a.m.	Science Experiments	3-6	\$5
Thu	11 a.m.-noon	Gym Social	3-6	\$5
	noon-1 p.m.	Cut and Paste	3-6	\$5
Fri	9:15-10 a.m.	Blocks and Coloring	3-6	\$5
	10-11 a.m.	Preschool Water Color and Crafts	3-6	\$5
Sat	11 a.m.-noon	Playground Fun	3-6	\$5

DAY	TIME	CLASS	AGE	FEE
<b>YOUTH &amp; TEEN CLASSES</b>				
Mon	3:15-4 p.m.	Youth Ping Pong	6-12	-0-
	4-5 p.m.	Canvas Art	6-12	\$5
Tue	5-6 p.m.	Youth Dominoes	6-12	-0-
	6-7 p.m.	Table Tennis	6-12	-0-
Wed	1-2 p.m.	Homeschool Crafts	5-18	\$5
	2-3 p.m.	Homeschool Cooking	5-18	\$5
Thu	3:15-4 p.m.	Gym Games	6-12	-0-
	4-5 p.m.	Popsicle Sticks	6-12	\$5
Fri	5-6 p.m.	Gamerom Challenge	6-12	-0-
	6-7 p.m.	Youth Billiards	6-12	-0-
Sat	4-5 p.m.	Youth Crafts	6-12	\$5
	6-7 p.m.	Teen Social Hour	13-17	-0-
Sun	7-8 p.m.	Video Game Challenge	13-17	-0-
	8-9 p.m.	Make-up 101	13-17	\$5
Mon	3:15-4 p.m.	Youth Painting	6-12	\$5
	4-5 p.m.	Youth Basketball	6-12	-0-
Tue	5-6 p.m.	Wood Crafts	6-12	\$5
	6-7 p.m.	Fuse Beads	6-12	-0-
Wed	3:15-4 p.m.	Bead Crafts	6-12	\$5
	4-5 p.m.	Board Game Challenge	6-12	-0-
Thu	5-6 p.m.	Parent's Night Out	6-12	\$5 weekly
	6-9 p.m.	Creative Tees and Fashion Design	6-12	\$5
Fri	2-3 p.m.	Teen Social Hour	13-17	-0-
	3-4 p.m.	It's So Slimy	11-17	\$5

DAY	TIME	CLASS	AGE	FEE
<b>ADULT CLASSES</b>				
Mon	2-3 p.m.	Senior Fitness Hour (M,W,F)	50-up	IPAR ID
	6-7 p.m.	Beg. Fitness (M,W,F)	18-up	IPAR ID

DAY	TIME	CLASS	AGE	FEE
<b>LEAGUES</b>				
Tue	6:30-8:30 p.m.	Girl's Volleyball Clinic	8-12	-0-
Thu	6:45-9:45 p.m.	Men's Basketball	18-up	\$360 per team

DAY	TIME	CLASS	AGE	FEE
<b>OPEN GYM BASKETBALL*</b>				
Mon	6-9 a.m. (Basketball) / noon-3 p.m. (Basketball)			
Tue	9-11 a.m. (Basketball) / 1-3 p.m. (Basketball) / 4-5:25 p.m. (Badminton)			
Wed	6-9 a.m. (Basketball) / noon-3 p.m. (Pickleball) / 8-9:45 p.m. (Basketball)			
Thu	11 a.m.-1 p.m. (Basketball) / 1-3 p.m. (Badminton)			
Fri	6-9 a.m. (Basketball) / noon-3 p.m. (Basketball) / 7-9:30 p.m. (Volleyball)			
Sat	noon-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.

**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 a.m.-noon	RARE Learning-Early Learners (M-F)	3-5	\$159/\$240/\$315 /\$390
	9:15-10:15 a.m.	Jacki Sorensen's Dance Aerobics (T,Th)	18-64 /65-up	\$12/\$10 or \$3 per class
Tue	3:30 p.m.	Piano Lessons (M,T,W,F,Sa)	5-16	\$90 mo.
	4-4:45 p.m.	Basketball Skills: Level 1 (M,W,F)	5-17	\$30 per week
Wed	4:15 p.m.	Piano Lessons (M,T,W,F,Sa)	5-16	\$90 mo.
	4:45-5:30 p.m.	Basketball Skills: Level 2 (M,W,F)	5-17	\$30 per week
Thu	5 p.m.	Piano Lessons (M,T,W,F,Sa)	5-16	\$90 mo.
	5:30-6:15 p.m.	Basketball Skills: Level 3 (M,W,F)	5-17	\$30 per week
Fri	5:30-6:25 p.m.	Chess (M,W,F)	6-up	\$10 per class
	5:45 p.m.	Piano Lessons (M,T,W,F,Sa)	5-16	\$90 mo.
Sat	6-7 p.m.	Belly Fit	18-up	\$40 mo.
	6:15-7 p.m.	Basketball Skills: Level 4 (M,W,F)	5-17	\$30 per week
Sun	6:30 p.m.	Piano Lessons (M,T,W,F,Sa)	5-16	\$90 mo.
	6:30-7:25 p.m.	Chess (M,W,F)	6-up	\$10 per class
Mon	7-8 p.m.	Belly Dancing	18-up	\$40 mo./\$10 class
	7-8 p.m.	Fitness to You (M,W)	18-up	
Tue	7-9:30 p.m.	DFW Table Tennis	7-up	\$40 mo./\$3 class
	10 a.m.-noon	Mom and Tots Play and Learn Rare Learning	24-36 mo.	\$69/4 weeks
Wed	5:30-6:30 p.m.	Okinawan Karate (T,Th)	7-up	\$60 mo.
	5-7 p.m.	Junior Youth Empowerment Program	10-14	-0-
Thu	6:30-7:30 p.m.	Okinawan Kobudo	7-up	\$50 mo.
	5:15-6 p.m.	Ballet and Tap	3-5	\$44 mo.
Fri	6:15-7 p.m.	Ballet and Tap	6-12	\$44 mo.
	7-7:45 p.m.	Hip-Hop and Jazz	6-12	\$44 mo.
Sat	8-9 a.m.	Tennis Lessons Juniors	7-10	\$40 mo.
	9-10 a.m.	Tennis Lessons Juniors	9-12	\$40 mo.
Sun	9 a.m.-noon	DFW Table Tennis	7-up	\$40 mo./\$3 class
	10-11 a.m.	Tennis Lessons Juniors	12-up	\$40 mo.
Mon	11 a.m.-noon	Tennis Lessons Juniors	12-up	\$40 mo.

**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
<b>PRESCHOOL CLASSES</b>				
Mon	9 a.m.-noon	Starkidz Preschool Academy (M-F)	3-6	TBA
	9:15-10 a.m.	Math Skills	3-6	\$5
Tue	10-11 a.m.	T-Ball	3-6	\$5
	11 a.m.-noon	Preschool Language Art	3-6	\$5
Wed	9:15-10 a.m.	Color By Numbers	3-6	\$5
	10-11 a.m.	Preschool Writing Skills	3-6	\$5
Thu	11 a.m.-noon	Preschool Kickball	3-6	\$5
	9:15-10 a.m.	Science Matters	3-6	\$5
Fri	10-11 a.m.	Tennis Skills	3-6	\$5
	11 a.m.-noon	Preschool Bowling	3-6	\$5
Sat	9:15-10 a.m.	ABC's and 123's	3-6	\$5
	10-11 a.m.	Preschool Soccer	3-6	\$5
Sun	11 a.m.-noon	Piece the Puzzle	3-6	\$5
	10-11 a.m.	Brilliant Builders	3-6	\$5
Mon	9:15-10 a.m.	Play Ground Fun	3-6	\$5

DAY	TIME	CLASS	AGE	FEE
<b>YOUTH &amp; TEEN CLASSES</b>				
Mon	3-4 p.m.	Youth Sport	7-11	-0-
	4-5 p.m.	Dodgeball	11-14	-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
<b>YOUTH &amp; TEEN CLASSES</b>				
Mon	5-6 p.m.	Chess Time	7-14	-0-
	7-8 p.m.	Fitness 101 for Teens	12-17	-0-
Tue	8-9 p.m.	Basketball Dribble Training	10-17	\$5
	9-9:45 p.m.	Meditation Basics	12-up	\$5
Wed	3-4 p.m.	Youth Basketball	7-11	-0-
	4-5 p.m.	Floor Hockey	11-14	-0-
Thu	5-6 p.m.	Laser Tag	7-11	\$5
	6:15-7 p.m.	Cool Walking	12-up	-0-
Fri	7-8 p.m.	Table Tennis	13-17	-0-
	3-4 p.m.	Youth Flag Football	7-11	-0-
Sat	4-5 p.m.	Paint By Numbers	11-14	\$5
	5-6 p.m.	Xbox Gaming	7-11	-0-
Sun	6:15-7 p.m.	Teen Spring Art	13-17	\$3
	3-4 p.m.	Youth Indoor Soccer	7-11	-0-
Mon	4-5 p.m.	Beg. Fitness	11-14	\$5
	6:15-7 p.m.	Teen Desert	13-17	\$5
Tue	7-8 p.m.	Mom and Daughter Workout	12-up	\$10
	8-9 p.m.	Full Court Basketball	14-up	IPAR Card
Wed	3-4 p.m.	Whiffle Ball	7-11	-0-
	4-5 p.m.	Youth Puzzle 3000	11-14	-0-
Thu	5-6 p.m.	NBA 2K19	7-17	-0-
	6:15-7 p.m.	Parent and Me Craft	10-up	\$5
Fri	7-8 p.m.	Intro. to Portrait Drawing	12-up	\$10
	8-9 p.m.	Girl Teen Fitness	13-17	\$5
Sat	9-10 a.m.	Building Reading Skills	7-12	-0-
	10-11 a.m.	Table Tennis Skills	11-14	-0-
Sun	11 a.m.-noon	Spanish Basics	7-12	\$10
	noon-1 p.m.	Building Workshop	12-17	\$5

DAY	TIME	CLASS	AGE	FEE
<b>ADULT CLASSES</b>				
Mon	6:15-7 p.m.	Book Club	18-up	\$5
	9-9:45 p.m.	Meditation Basics	12-up	\$5
Tue	6:15-7 p.m.	Cool Working	12-up	-0-
	8-9 p.m.	Game Room Challenge	17-up	-0-
Wed	7-8 p.m.	Calories Burnout	18-up	\$10
	8-9 p.m.	Adult Spring Art	18-up	\$5
Thu	7-8 p.m.	Mother and Daughter Workout	12-up	\$10
	8-9 p.m.	Full Court Basketball	14-up	IPAR Card
Fri	6:15-7 p.m.	Parent and Me Craft	10-up	\$5
	7-8 p.m.	Intro. to Portrait Drawing	12-up	\$10

DAY	TIME	CLASS	AGE	FEE
<b>OPEN GYM BASKETBALL*</b>				
Mon	noon-4 p.m. / 6-9:45 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.

**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	7-8 p.m.	Zumba (M-F)	12-up	TBA
Thu	6:30-9 p.m.	Play Volleyball/Basketball	15-up	IPAR
Fri	5:30-9:45 p.m.	R.I.S.E. Quad Rugby	18-up	TBA
Sat	11 a.m.-1 p.m.	R.I.S.E. Quad Rugby	18-up	TBA

**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
<b>ADULT CLASSES</b>				
Mon	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
	8:45-9:45 a.m.	Walking Club	50-up	-0-
Tue	9:30-10:30 a.m.	Exercise	50-up	-0-
	10-10:40 a.m.	Tai Chi for Arthritis/Fall Prevention	50-up	\$5 (includes Qi Gong)
Wed	10-11 a.m.	Fit 4 Life	50-up	\$35 mo.
	10:45-11:20 a.m.	Qi Gong and the Art of Relaxation	50-up	\$5 (includes Tai Chi for Arthritis)
Thu	10:45-11:45 a.m.	Assisted Chair Yoga	50-up	\$35 mo.
	12:30-3:30 p.m.	42 (Dominoes)	50-up	-0-
Fri	12:30-4:30 p.m.	Beg. Bridge	50-up	-0-
	2-4 p.m.	The Lively Steppers	50-up	-0-
Sat	5:30-6:30 p.m.	Zumba	18-up	\$20 mo./\$5 class
	6-7 p.m.	Hula Lessons	18-up	\$20 mo.
Sun	6-7:30 p.m.	Bingo	50-up	Covered Dish + 2 prizes
	6:30-7:30 p.m.	Yoga	18-up	\$35 mo. or \$8 per class
Mon	7-8 p.m.	Hula Part B (must have prior 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+Membership
Tue	8:20-9:30 a.m.	Stretch and Tone	50-up	\$5 mo.
	9-11 a.m.	Wood Carving	50-up	-0-
Wed	10-11 a.m.	Gospel Singing	50-up	-0-
	10-11:30 a.m.	Senior Computer Club	50-up	-0-
Thu	12:30-3:30 p.m.	42 (Dominoes)	50-up	-0-
	12:30-4:30 p.m.	Hand and Foot	50-up	-0-
Fri	12:30-4:30 p.m.	Adv. Bridge	50-up	-0-
	5:30-6 p.m.	Sit and Fit	50-up	\$8 mo.
Sat	6-7 p.m.	Evening Aerobics	18-up	\$15 mo.
	6:30-9:30 p.m.	Ceramics	18-up	\$15 mo.
Sun	7-9:15 p.m.	Dance	18-up	\$6 weekly
	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
Mon	8:45-9:45 a.m.	Walking Club	50-up	-0-
	9:30-10:30 a.m.	Exercise	50-up	-0-
Tue	9:30-11 a.m.	Neglected History/Critical Thinking	50-up	-0-
	10 a.m.	Nutrition 101 (2nd Wed)	50-up	-0-
Wed	10-10:40 a.m.	Tai Chi for Arthritis/Fall Prevention	50-up	\$5 (includes Qi Gong)
	10-11 a.m.	Blood Pressure Screening (3rd Wed)	50-up	-0-
Thu	10-11:30 a.m.	Photography Workshop	50-up	\$15 mo.
	10-11:30 a.m.	ESL (English as a Second Language)</		



# City of Irving Parks and Recreation Classes

Registration is March 5 at 6 p.m. at all full-time recreation centers. Classes begin March 18 and end May 11.

**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
Fri	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 or 4th Fri)		
	noon-5 p.m.	Canasta	50-up	-0-
	1-2:30 p.m.	Spanish Club	50-up	-0-
Sat	5:30-6:15 p.m.	Sign up for Texas Hold Em'	50-up	\$3 per class
	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
Sat	9:15 a.m.-12:30 p.m.	Round Dance Lesson	18-up	\$40 per session
	9:30-10:30 a.m.	Yoga	18-up	\$35 mo. or \$8 per class

**SPECIAL EVENTS**

DATE	TIME	CLASS	AGE	FEE
March 15	10-11 a.m.	St. Patrick's Fun	50-up	\$2
April 13	9 a.m.-1 p.m.	Trash to Treasure Parking Lot Sale	Open to all ages	Vendor Booth fee req.
April 18	10-11:20 a.m.	Easter Celebration	50-up	\$2
May 10	9:30-11:20 a.m.	Mother's Day Celebration	50-up and guests	\$5
May 17	9 a.m.-noon	Older Americans Month Celebration and Expo	50-up	-0-

**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
<b>PRESCHOOL CLASSES</b>				
Mon	10 a.m.-noon	Preschool Mini Camp (M,W,F)	3-5	\$30
Tue	10-11 a.m.	Ball Games	3-5	-0-
	11 a.m.-noon	Blocks and Legos	3-5	-0-
	noon-1 p.m.	Big Wheel Rally	3-5	-0-
Thu	10-11 a.m.	ABC's and 123's	3-5	\$5
	11 a.m.-noon	Gym Games	3-5	-0-
Sat	noon-1 p.m.	Color Mania	3-5	\$5
	9:15-10 a.m.	Nature Hike and Hunt	3-5	-0-

**YOUTH & TEEN CLASSES**

Mon	2-3 p.m.	Homeschool Sports Activities	6-14	-0-
	3:15-6 p.m.	After-school Program	K-5	\$180/6 weeks
	4-5 p.m.	Make Slime	6-11	\$5
	5-6 p.m.	Table Ball	7-12	-0-
	7-8 p.m.	Teen Fitness	13-17	\$5
Tue	2-3 p.m.	Homeschool P.E. Tennis	6-14	-0-
	5-6 p.m.	Indoor Soccer	10-15	-0-
	6-7 p.m.	Beg. Sewing Lessons	10-up	\$10
Wed	7-8 p.m.	Teen Racquetball	13-17	\$5
	4-5 p.m.	Dodgeball Mania	7-12	-0-
Thu	6-7 p.m.	Intro. to Acting	9-13	-0-
	7-8 p.m.	Flag Football Skills	13-17	IPAR Card
Fri	2-3 p.m.	Homeschool Strategy Games	6-14	-0-
	6-7p.m.	Zorb Ball	9-13	-0-
	7-8 p.m.	Team Kickball	10-15	-0-
Sat	2-3 p.m.	Homeschool Sports Basics	6-14	-0-
	4-5 p.m.	Gym Games	7-12	-0-
Sun	10-11 a.m.	Water Color Painting	6-11	\$5
	11 a.m.-noon	Game Room Challenge	7-12	-0-
	1-2 p.m.	Spring Crafts	9-13	\$5
	2-3 p.m.	Basketball Skills and Drills	10-15	-0-

**ADULT CLASSES**

Mon	8-9 p.m.	Racquetball Lessons	18-up	\$5
	9-9:45 p.m.	Fitness Circuit	18-up	\$5
Tue	9:15-10 a.m.	Senior Strength and Flexibility	50-up	\$10
	8-9 p.m.	Ladies Boot Camp	18-up	\$5
Wed	9-9:45 p.m.	Exercise 101	18-up	\$5
	8-9 p.m.	Cardio Endurance	18-up	\$5
Thu	9-9:45 p.m.	Treadmill Walking	18-up	\$5
	8-9 p.m.	Learn to Play Billiards	18-up	\$5
Sat	9-9:45 p.m.	Interval Training	18-up	\$5
	3-4 p.m.	Core Strength	18-up	\$5
Sat	4-4:45 p.m.	Walk, Jog and Run	18-up	\$5

**OPEN GYM BASKETBALL\***

Mon	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Tue	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Wed	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Thu	10:30 a.m.-3 p.m. / 6:45-9:45 p.m.
Fri	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Sat	11:30 a.m.-2 p.m.
Sun	1-4:45 p.m.

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**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.	
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.	
Tue	6:30-7:30 p.m.	Zumba Fitness (M,W)	18-up	\$20 mo.	
	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.	
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.	
Wed	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.	
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.	
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.	
	Thu	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
		5-5:30 p.m.	Soccer Sparks (4-week session)	2-3	\$44 mo.
Fri	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.	
	5:30-6:15 p.m.	Soccer Sparks (4-week session)	4-5	\$44 mo.	
	6-7 p.m.	Yoga I	18-up	\$35 mo.	
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.	
	6:15-7:00 p.m.	Soccer Sparks (4-week session)	6-9	\$44 mo.	
Sat	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.	
	5:45-6:45 p.m.	Jazzercise	18-up	\$49 mo.	
Sun	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.	

**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
<b>YOUTH &amp; TEEN CLASSES</b>				
Mon	4-5 p.m.	Weight Room Orientation	12-18	-0-
	5-6 p.m.	Girl Talk	12-18	-0-
	5-6 p.m.	Burnout Workout	12-18	-0-
	6-7 p.m.	Play Station Madness	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7-8 p.m.	3-Point Shootout	12-18	-0-
	Tue	4-5 p.m.	MLB Pick'Em	12-18
5-6 p.m.		Billiard Skills and Drills	12-18	-0-
6-7 p.m.		Trail Walking	12-18	-0-
6-7 p.m.		Irving Youth Action Council Mtg. (1st and 3rd Tue)	12-18	-0-
7-8 p.m.		Senior Year Scrap Booking	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
<b>YOUTH &amp; TEEN CLASSES</b>				
Tue	7:30-8:30 p.m.	Gym Games	12-18	-0-
Wed	4-5 p.m.	Weight Room Orientation	12-18	-0-
	5-6 p.m.	Ice Cream Creations	12-18	-0-
	6-7 p.m.	Uno Wars	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7:30-8:30 p.m.	Let's Make-Up	12-18	-0-
Thu	4-5 p.m.	Ping Pong League	12-18	-0-
	5-6 p.m.	Checkers Championships	12-18	-0-
	6-7 p.m.	Ultimate Frisbee	12-18	-0-
	7-8 p.m.	Chillin and Grillin with Steve	12-18	-0-
	7-9 p.m.	Indoor Soccer Free Play	12-18	-0-
Fri	4-5 p.m.	Weight Room Orientation	12-18	-0-
	5-6 p.m.	Xbox One'ders	12-18	-0-
	5-6 p.m.	Girls Workout	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7-9 p.m.	Lively Film Club	12-18	-0-
Sat	1-2 p.m.	Volleyball Skills and Drills - Beg.	12-18	-0-
	2-3 p.m.	Volleyball Skills and Drills - Adv.	12-18	-0-
	3-5 p.m.	3-on-3 Basketball	12-18	-0-

**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
<b>PRESCHOOL CLASSES</b>				
Mon	9:15-10 a.m.	Spring Into Coloring	3-6	\$5
	10-11 a.m.	Soccer Skills	3-6	\$5
	11 a.m.-noon	Garden Crafts	3-6	\$5
	1:15-2 p.m.	Fuse Beads	3-6	\$5
	2-2:45 p.m.	Tissue Paper Crafts	3-6	\$5
Tue	9:15-10 a.m.	Tiny Tot T-Ball	3-6	\$5
	10-11 a.m.	Play-Doh Crafts	3-6	\$5
	11 a.m.-noon	Pasta Art	3-6	\$5
	noon-1 p.m.	Street Chalk	3-6	\$5
	9:15-10 a.m.	Sports Time	3-6	\$5
Wed	10-11 a.m.	Pine Cone Art	3-6	\$5
	11 a.m.-noon	Canvas Art for Tots	3-6	\$5
	noon-1 p.m.	Musical Games	3-6	\$5
	9:15-10 a.m.	Hockey Time	3-6	\$5
	10-11 a.m.	Spring Crafts	3-6	\$5
Thu	11 a.m.-noon	Dance Time	3-6	\$5
	1:15-2 p.m.	Sticker Scenes	3-6	\$5
	2-2:45 p.m.	Tasty Treats	3-6	\$5
	9:15-10 a.m.	Blocks and Legos	3-6	\$5
	10-11 a.m.	Tiny Tot Basketball	3-6	\$5
Fri	11 a.m.-noon	Sand Box Fun	3-6	\$5
	noon-1 p.m.	Pottery for Tots	3-6	\$5
	9:15-10 a.m.	Puzzle Time	3-6	\$5
	10-11 a.m.	Basketball for Tots	3-6	\$5
	11 a.m.-noon	Tiny Tots Pizzeria	3-6	\$10

**YOUTH & TEEN CLASSES**

Mon	3:15-4 p.m.	Gym Games (M,W,Th)	6-12	\$15
	4-5 p.m.	Tie Dye Fun	6-12	\$5
	6:15-7 p.m.	Puzzle Makers	12-15	\$5
Tue	3:15-4 p.m.	Whiffle Ball	6-12	\$5
	4-5 p.m.	Slime Time	6-12	\$5
	6:15-7 p.m.	Simple Meals	6-12	\$10
Wed	4-5 p.m.	Badminton for Kids	6-12	\$5
	6:15-7 p.m.	Soap Making	6-12	\$10
	7-8 p.m.	Table Tennis	13-17	\$5
Thu	4-5 p.m.	DIY Bath Bombs	6-12	\$5
Fri	3:15-4 p.m.	Arts and Crafts	6-12	\$5
	4:30-6 p.m.	Youth Indoor Soccer	6-12	\$30
	6-9 p.m.	Dinner and A Movie	6-12	\$5 per night
Sat	noon-1 p.m.	Teen Fitness	12-16	\$5
	1-2 p.m.	Food Art	10-15	\$10
	2-3 p.m.	Teen Basketball Drills	11-16	\$5
	3-4 p.m.	Video Game Battle	10-14	\$5

**ADULT CLASSES**

Mon	7-8 p.m.	Walking Club	18-up	\$5
Tue	7-8 p.m.	Abs and Core	18-up	\$5

**OPEN GYM BASKETBALL\***

Mon	6-9 a.m. / 11 a.m.-2 p.m.** / 7:15-9:45 p.m. (Badminton)
Tue	11 a.m.-3 p.m.
Wed	6-9 a.m. / 11 a.m.-3 p.m.** / 7:15-9:45 p.m. (Pickleball)
Thu	11 a.m.-3 p.m.
Fri	noon-3 p.m.**
Sat	noon-2 p.m. / 2-4:45 p.m. (Badminton)
Sun	1-3 p.m. / 3-5 p.m. (Badminton)

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

\*\*Badminton 1/2 gym from noon-2 p.m.

**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 a.m.-noon	RARE Learning-Early Learners (M-F)	3-5	TBA	
	10 a.m.-noon	Mom and Tots - Play and Learn Camp (M,W,F)	24-36 mo.	\$99 mo.	
	noon-1 p.m.	Camp Gladiator (M,T,Th)	18-up	\$69 mo.	
	5-5:30 p.m.	Keyboarding/Piano	5-15	\$85 mo.	
	5-6 p.m.	Indoor Tennis	7-up	\$40 mo.	
	5:30-6 p.m.	Keyboarding/Piano	5-15	\$85 mo.	
	5:30-6:15 p.m.	Gymnastics	4-up	\$49 mo.	
	6-6:30 p.m.	Keyboarding/Piano	5-15	\$85 mo.	
	6-7 p.m.	Indoor Tennis	7-up	\$40 mo.	
	6:30-7 p.m.	Keyboarding/Piano	5-15	\$85 mo.	
Tue	4-4:45 p.m.	Basketball Skills: Level 1 (T,Th)	6-18	\$25 week	
	4:45-5:30 p.m.	Basketball Skills: Level 2 (T,Th)	6-18	\$25 week	
	5:30-6:15 p.m.	Basketball Skills: Level 3 (T,Th)	6-18	\$25 week	
	6-7 p.m.	Zumba (T,Th)	18-up	\$5 per class	
	6:15-7 p.m.	Basketball Skills: Level 4 (T,Th)	6-18	\$25 week	
	6:30-7 p.m.	Beg. Soo Bahk Do Karate (T,Th)	4-6	\$30 mo.	
	7-8 p.m.	Beg./Int. Soo Bahk Do Karate (T,Th)	7-up	\$50 mo.	
	7:30-8:30 p.m.	Boot Camp	18-up	\$15 mo./\$3 class	
	8-9 p.m.	Adv. Soo Bahk Do Karate (T,Th)	7-up	\$50 mo.	
	Wed	5-6 p.m.	Indoor Tennis	7-up	\$40 mo.
Thu	6-7 p.m.	Indoor Tennis	7-up	\$40 mo.	
	10:45-11:30 a.m.	Kindermusik	18 mo.-3.5	TBA	
	11:45 a.m.-12:30 p.m.	Kindermusik	0-18 mo.	TBA	
	Fri	6-7 p.m.	Chess Tempo	4-up	\$48 mo.
		9:30-10:30 a.m.	Boot Camp	18-up	\$15 mo./\$3 class
	Sat	10-10:45 a.m.	Ballet and Tap	3-5	\$44 mo.
		10-11 a.m.	SuperTots Soccer	3-6	\$40 mo.
		10:45-11:30 a.m.	Ballet and Tap	3-5	\$44 mo.
		11-11:45 a.m.	Bollywood Dance	4-7	\$44 mo.
		11:3			



## Spring 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
<b>PRESCHOOL CLASSES</b>				
Mon	9:30-11:30 a.m.	Preschool Mini Camp (M,W,F)	3-5	\$30
Tue	10-11 a.m.	Blocks and Legos	3-5	-0-
	11 a.m.-noon noon-1 p.m.	Coordination Sports ABC and 123	3-5	\$5
Thu	9:15-10 a.m.	Colors and Shapes	3-5	\$5
	10-11 a.m.	Rec Grounds Walk	3-5	-0-
	11 a.m.-noon noon-1 p.m.	Preschool Design Activities Play Outside Fun	3-5	-0-
Sat	9:15-10 a.m.	Finger Art	3-5	\$5
	10-11 a.m.	Trikes and Bikes	3-5	\$5
	10-11 a.m.	Outdoor Soccer	3-5	-0-

DAY	TIME	CLASS	AGE	FEE
<b>YOUTH &amp; TEEN CLASSES</b>				
Mon	2-3 p.m.	Home School Kickball Kraze	6-14	-0-
	3:45-6 p.m.	After-school Program	K-5	\$180/6 weeks
	4-5 p.m.	Hooked on Yarn	7-12	\$5
	6-7 p.m.	Indoor Soccer Challenge	9-13	-0-
	7-8 p.m.	Intro. to Face Painting	13-17	\$10
Tue	2-3 p.m.	Home School Paper Craft	6-14	\$5
	4-5 p.m.	Baseball Skills	6-11	-0-
	6-7 p.m.	Domino Rally	10-15	-0-
	7-8 p.m.	Football Skills and Drills	13-17	\$5
Wed	2-3 p.m.	Home School Tennis	6-14	-0-
	4-5 p.m.	Floor Hockey Contest	7-12	-0-
	6-7 p.m.	Balance and Stretch	13-17	\$5
	7-8 p.m.	Foosball Contest	13-17	-0-
Thu	4-5 p.m.	Para Cord and Knots Basics	9-13	\$5
	6-7 p.m.	Bump, Set, Spike Hour	10-15	\$5
	7-8 p.m.	Water Color Freestyle	13-17	\$5
Fri	2-3 p.m.	Futsal	6-14	-0-
	4-5 p.m.	Chess Techniques	9-13	-0-
	6-9 p.m.	Parents Night Out	K-5	\$10 per night
	6-9 p.m.	Parents Night Out	K-5	\$10 per night

**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
<b>YOUTH &amp; TEEN CLASSES</b>				
Sat	11 a.m.-noon	Fishing Basics	6-11	\$5
	1-2 p.m.	Ball and Glove Games	9-13	\$5
	2-3 p.m.	Dodgeball Extravaganza	10-15	-0-

DAY	TIME	CLASS	AGE	FEE
<b>ADULT CLASSES</b>				
Mon	8-9 p.m.	Run and Burn	18-up	\$5
	9-9:45 p.m.	Cardio Jump Rope	18-up	\$5
Tue	8-9 p.m.	Just Dance	18-up	\$5
	9-9:45 p.m.	Chasing Calories	18-up	\$5
Wed	8-9 p.m.	Hill Walk and Run	18-up	\$5
	9-9:45 p.m.	Build Better Back Workout	18-up	\$5
Thu	8-9 p.m.	Play Your Hand	18-up	\$5
	9-9:45 p.m.	Full Body Burn	18-up	\$5
Sat	4-5 p.m.	Outdoor Stroll Club	18-up	\$5

DAY	TIME	CLASS	AGE	FEE
<b>OPEN GYM BASKETBALL*</b>				
Mon	9-10:30 a.m. / 11:30 a.m.-3 p.m. / 6-9:45 p.m.			
Tue	9 a.m.-1 p.m. / 11:30 a.m.-3 p.m. / 6-9:45 p.m.			
Wed	9-10:30 a.m. / 11:30 a.m.-3 p.m. / 6-9:45 p.m.			
Thu	9 a.m.-3 p.m. / 6-9:45 p.m.			
Fri	9-10:30 a.m. / 11:30 a.m.-3 p.m.			
Sat	9-10 a.m. / 11 a.m.-2 p.m. / 3-4:45 p.m.			

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

**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	7-9 p.m.	Hoop Club (sign up at HoopClub.org)	18-up	\$10
Sat	11-11:30 a.m.	Soccer Sparks (4-week session)	2-3.5	\$44
	11:30 a.m.-noon	Soccer Sparks (4-week session)	3-4	\$44
	12:05-12:50 p.m.	Soccer Sparks (4-week session)	4-5	\$44
	12:50-1:35 p.m.	Soccer Sparks (4-week session)	5-6	\$44

## Parks Briefs, Tax Assistance, Valentine Activities

### Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Feb. 1 | Elementary Lock-In**  
7 to 11 p.m. | Grades K-5 | \$5 per child with valid IPAR ID card  
Children can enjoy an evening of games, food, music and fun with friends.
- **Feb. 8 | Preschool Valentine's Day Party**  
10 a.m. to noon | Ages 6 and under | \$5 per child with valid IPAR ID card  
Children are invited to a morning of fun with crafts, cupcakes and a special puppet show. Register in advance.

### Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

- **Feb. 12 | After-School Sweetheart Party**  
3:30 to 5:30 p.m. | Ages 5-14 | Free  
Come celebrate the spirit of Valentine's Day with an after-school party and dance.

### Heritage Senior Center

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

- **Feb. 4-April 15 | Free Tax Service by AARP Volunteers**  
By appointment only | Monday-Thursday mornings | Free  
Volunteers from AARP will be on-site to assist residents with their 2018 tax returns. Income restrictions apply. To schedule an appointment, call AARP representative Ms. Beckner at (214) 770-5599.
- **Feb. 14 | Valentine's Day Celebration**  
10 to 11 a.m. | Members | \$5 per person  
Enjoy a tea party in celebration of Valentine's Day. Guests can experience music, games and old fashioned treats including petit fours, macaroons and assorted finger foods. Party clothes and hats are encouraged. Registration required by 5 p.m. Feb. 7.

### Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Feb. 13 | Little Cupids Valentine Party**  
10 a.m. to noon | Ages 12 and under | \$5 per child  
Children are invited to a Valentine celebration featuring lots of hearts, games, crafts and a snack. Children must be accompanied by a parent or guardian and should bring extra valentines (20 max.) to share with others. Registration deadline is Feb. 7.



### Lively Pointe Youth Center

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

- **Feb. 9 | Irving's Got Talent Auditions**  
10 a.m. to 2 p.m.  
Register now to be a part of Irving's annual teen talent competition. Interested participants must register to audition by Feb. 6. Registration forms are available at Lively Pointe and online at CityofIrving.org/LivelyPointe. Auditions will be held at the Irving Arts Center, 3333 N. MacArthur Blvd. Finalists will perform at the Irving's Got Talent competition, scheduled for 7 p.m. March 1, at the Irving Arts Center.
- **Feb. 14 | Teen Valentine Celebration**  
4 to 6 p.m. | Middle and high school students | Free  
Come celebrate Valentine's Day with complimentary treats and beverages served after school.

### Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Feb. 8 | Father Daughter Dance**  
7 to 9 p.m. | Daughters ages 4-13 | \$25 per couple; \$10 each additional daughter  
Fathers (or father figures) and their daughters can dance the night away at this magical event! The event includes music provided by a disc jockey, dinner and refreshments, gifts, door prizes and pictures by a professional photographer. Tickets must be purchased in advance and are on sale now.

### Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Feb. 2 | Pottery Painting**  
11 a.m. to 3 p.m. | Ages 5 and older  
Enjoy a day of relaxation while painting a piece of pottery to take home. Prices vary by piece and can be purchased the day of event. Children under age 12 must be accompanied by an adult.

## AQUATIC ACTIVITIES AND PROGRAMS

### Heritage Aquatic Center

200 S. Jefferson St., (972) 721-7311

- **Feb. 10, March 10, April 14 and May 12 | AquaStars Swim Program**  
11:30 a.m. to 1 p.m. | \$1 ages 4-17; \$1.50 ages 18-49  
This program allows children with special needs, along with their families and guardians, to safely enjoy access to a premier city swimming facility. An adult or guardian must accompany participants in the water. Pool features include an accessible ramp, accessible chair lift and water chair.

### North Lake Natatorium

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

- **Swim Lessons**  
5:30 to 8:30 p.m. | Monday and Wednesday 9 to 11:40 a.m. | Saturday  
Lessons are available for both children and adults. Pricing varies with session length. Registration is available online at SoggyZoggy.com or in person at North Lake Natatorium.
- **Water Aerobics**  
7 to 8 p.m. | Tuesday and Thursday | \$35 per month; \$90 per quarter; or \$5 drop-in  
Register in person prior to class or online at SoggyZoggy.com.
- **Lifeguard Classes**  
\$150 for course | Ages 15 and older and able to complete precourse swim test  
American Red Cross Lifeguarding certification classes prepare participants to handle emergencies, whether on land or in the water, and result in a certificate that may qualify for a job in the community. Limited scholarships available.
- **Class 1:** 5 to 9 p.m. | Feb. 7-8; and 8 a.m. to 6:30 p.m. | Feb. 9-10
- **Class 2:** 8 a.m. to 6:30 p.m. | Feb. 16, 17 and 18
- **Class 3:** 8 a.m. to 6:30 p.m. | March 11, 12 and 13
- **Class 4:** 8 a.m. to 6:30 p.m. | March 14, 15 and 16
- **Class 5:** 5 to 9 p.m. | March 28-29; and 8 a.m. to 6:30 p.m. | March 30 and April 1
- **Lifeguard Recruiting**  
City of Irving hires more than 100 lifeguards each year. Why not try a job that is challenging, fun and serves the community? Competitive starting pay of more than \$12 per hour. Must be at least 16 years of age before the start of the season and hold a current American Red Cross Lifeguard certification.

Have aquatic or other leadership experience? Head guard and supervisor positions also available. Beginning Feb. 14, visit CityofIrving.org for online applications for summer 2019 season. Apply early for interviews during Spring Break.

## Think Green ... Be Green Activities



### Feb. 9 | Home Energy Fair

1 to 3 p.m. | Former Central Library, 801 W. Irving Blvd.  
Learn about different forms of energy sources to power a home at the City of Irving's free Home Energy Fair. Professionals will be available to answer questions and provide demonstrations. Learn about different energy options, how to perform home energy audits and adopting new energy sources for the home.

### Feb. 12 | The Great Backyard Bird Count Workshop

6:30 p.m. | West Irving Library, 4444 W. Rochelle Road  
The 21st annual Great Backyard Bird Count is Feb. 16-19. Be a part of creating a real-time snapshot of where birds

are across the continent. During this free workshop, learn tips and tricks for spotting birds and how to report the findings to the Cornell Lab of Ornithology.

### Feb. 21 | Organic Gardening

6:30 p.m. | South Irving Library, 601 Schulze Drive  
Growing food is fun and rewarding — especially when it is free of pesticides and herbicides. Learn the basic concepts of organic gardening and see how easy it is to make the switch from a chemical-based approach. Participants will take home "10 Tips for Organic Gardening" and a custom vegetable growing calendar tailored for North Texas.



## FIRE DEPARTMENT OFFERS FREE SAFETY CLASSES

The Irving Fire Department offers free fire safety education classes to any Irving business, as well as public, private and civic groups. Classes can be tailored to fit any age group, from preschool to seniors, and they can be customized to address any specific fire safety issue.

Class topics include:

- Fire extinguisher operation
- Fire warden training
- False alarms
- Careers in the Fire Department
- Smoke detector testing
- Burn treatment
- Hands-Only CPR

In addition, groups can request fire staff and apparatus for events such as block parties, school carnivals, and health and safety fairs.

Classes should be scheduled at least one month in advance. To learn more and submit a reservation request, visit [CityofIrving.org/607](http://CityofIrving.org/607). ■



## BLIND DATE BOOK CONTEST, READING CHALLENGE

### Blind Date with a Book Contest

For a chance to enter the Blind Date with a Book Contest, check out a book from the display at Valley Ranch Library, 401 Cimarron Trail, by Feb. 14. Blind dating with a book is a popular activity among libraries where a reader selects an adult fiction book masked with a wrapper containing clues as to its content.

The reader will not know which title they have selected until it is taken home for the "grand reveal." Each book in the display contains a comment card which must be returned to the Valley Ranch Library by Feb. 28, to be entered into the drawing. The grand prize is a gift basket filled with books (valued at \$300). The drawing takes place March 1. Participants do not need to be present to win. Limit three entries per person. Participants must possess a valid Irving Library card. For more information, call (972) 721-4669.

### Winter Reading Challenge: Delicious Reads

The Winter Reading Challenge continues through Feb. 28. All adult readers are encouraged to read five books of their choice and enter them into the library's online service, READSquared, to redeem a custom recipe book and spatula. One prize per person, while supplies last. To sign up, visit [IrvingLibrary.ReadSquared.com](http://IrvingLibrary.ReadSquared.com).

Get into the spirit of Delicious Reads at the following events for adults:

- 4:30 p.m. Feb. 5 | Cookie Decorating East Branch Library, 440 S. Nursery Road
  - 2 p.m. Feb. 9 | Valentine's Tea South Irving Library, 601 Schulze Drive
  - 1 p.m. Feb. 15 | Winter Comfort in a Jar West Irving Library, 4444 W. Rochelle Road
  - 4 p.m. Feb. 22 | Recipe Scrapbooking Valley Ranch Library, 401 Cimarron Trail
- For more information, call (972) 721-4612.



Exhibit Rendering



Bird's Eye View Exhibit Rendering

# City Moves Forward With Irving Archives and Museum Construction



When the City of Irving opens the doors to the Irving Archives and Museum (IAM) in 2019, the goal is simple: for residents to see themselves represented in the new community museum.

Construction began in January on the \$2.8 million project, which has been in planning and design for the past year. The project is a joint effort between the City of Irving Arts and Culture Department and the Capital Improvement Program. The 22,000-square-foot facility will open on the first floor of the former Irving Central Library, 801 W. Irving Blvd. The space will showcase a Smithsonian Spark!Lab, temporary and permanent exhibits, and a community space. The city will hold a soft opening this summer, while a grand opening featuring the central exhibit is set for fall 2019.

The new facility will reflect on the city's origins and highlights throughout the 20th century. The IAM will emphasize innovative exhibits and programs, along with a special focus on the city's growing and diverse community.

### Evolving Spirit

Under the Arts and Culture Department's leadership, the museum will be a Smithsonian Affiliate, which will create opportunities for traveling exhibitions and access to the Smithsonian's collections. The city will highlight these in the 2,200-square-foot Temporary Exhibition Gallery. The gallery also will host locally curated exhibitions and will have the flexibility to accommodate exhibits that differ in size and scope.

The museum will feature the state's first Smithsonian Spark!Lab. The lab is an interactive space intended for children ages 6 to 12 to investigate, create, experiment and explore using innovative problem-solving skills. The space will encourage families to participate and interact with the activities and to think like inventors.

A community space will overlook Veterans Memorial Park and will feature linoleum flooring in shades of blue and green intended to represent the Elm Fork and the West Fork of the Trinity River. The space is intended to provide Irving's diverse community the opportunity to host small events such as food demonstrations, performances or hands-on activities and crafts. The goal of the area is to reflect the evolving cultures of Irving.

### Highlighting Irving's Heritage

The central exhibition of the IAM will feature a 4,000-square-foot permanent gallery devoted to the history and cultural heritage of the city. The adaptable exhibit will chronicle chapters of the city's history,

including the early history of the region and the suburban growth of Irving. Additionally, it will feature the evolution of Irving as an international city with exhibits on the construction of the former Texas Stadium site and Dallas/Fort Worth International Airport, as well as the creation of Las Colinas.

The exhibit also will include some small-scale models from The Mustangs of Las Colinas sculpture. The Mustangs will continue to be connected to the history of Las Colinas.

The Ruth Paine House Museum Visitors Center will move into the current Irving Archives location, across the lobby from the museum. Additionally, the Irving All-Sports Hall of Fame will move from its home at Senter Park Recreation Center to its own location adjacent to the Ruth Paine Visitors Center. The Arts and Culture Department will integrate Irving high schools' sports-related memorabilia, including uniforms, letter jackets, pictures and mascots from the archival collections into the Hall of Fame exhibit.

### Preserving History

Irving Archives will move from its current location on the first floor of the former Irving Central Library to inside the new museum. The location will bring Irving's collection of historical artifacts to the forefront. The department plans to incorporate archival materials into the exhibits. Those materials not on display will be stored in museum-quality, climate-controlled spaces. Museum visitors will learn about the process of archiving, as well as its importance in understanding the past.

The city will incorporate an energy management system throughout the building that will improve the efficiency of the heating, ventilation and air conditioning system. The new system will allow the museum to control the temperature and humidity in each area — a necessity when housing historical documents and artifacts. Additional improvements include remodeling the IAM's restrooms; installing modern light fixtures, flooring and paint; and providing office space and volunteer rooms. A museum store also will be built into the new museum and will feature local and Texas-sourced merchandise.

The modifications to the facility as a whole will extend and enhance the life of the former Irving Central Library, which houses City of Irving office space and The Study, along with the new museum and archives.

For more information on the City of Irving Arts and Culture Department, visit [CityofIrving.org/3235/Arts-and-Culture](http://CityofIrving.org/3235/Arts-and-Culture). Visit [CityofIrving.org/2255/Investing-in-Our-Future](http://CityofIrving.org/2255/Investing-in-Our-Future) for more information on the city's ongoing infrastructure initiative. ■

## Library Briefs, Valentine's Party, African Performance

### Feb. 7 | Harry Potter Book Night

All ages  
Students of the wonderful world of Harry Potter can travel and learn magical skills at a Hogwarts School of Witchcraft and Wizardry campus at each Irving library location. Dress up as beloved Harry Potter book characters or don in-house robes to play games and make crafts! Each location hosts a different class at Hogwarts. Refer to the class schedule:

- 4:30 p.m. | The Care of Magical Creatures East Branch Library, 440 S. Nursery Road
- 5 p.m. | Potions South Irving Library, 601 Schulze Drive



- 6 p.m. | Defense Against the Dark Arts West Irving Library, 4444 W. Rochelle Road
  - 7 p.m. | Charms Valley Ranch Library, 401 Cimarron Trail
- For more information, call (972) 721-4612.

### Feb. 9 | Anti-Valentine's Party!

2 p.m. | Grades 6-12 | West Irving Library, 4444 W. Rochelle Road  
Not feeling Valentine's this year? There is still plenty of candy-fueled fun to be had with crafts to make and a heart-shaped piñata to smash!

### Feb. 23 | African Dance and Drum Performance

2:30 p.m. | South Irving Library, 601 Schulze Drive  
The Bandan Koro African Dance and Drum Ensemble gives a high-energy, costumed cultural performance of tribal dances and beats in celebration of African-American History Month.



## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

February 2019

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Brownstones Bldg 13	101 Decker Dr.	Condos	12,459 SF	\$821,452	Permit Issued	8/21/2018	Irving	Sep-18
2	Clarendon Apts	3812 N. Belt Line Rd.	Apts	13,880 SF	\$1,235,320	Permit Issued	10/26/2018	Irving	Feb-19
3	Legacy Lakeshore	880 Lake Carolyn Pkwy	Apts	518,891 SF	\$44,000,000	Permit Issued	10/2/2018	Irving	Feb-19
4	Texas Plaza	2011 - 2071 Texas Plaza Dr.	Apts	360,611 SF	\$26,750,000	Permit Pending	11/8/2018	Irving	Dec-18
5	Canova Palms	1717 W. Irving Blvd.	Apts	58,508 SF	\$6,600,000	Permit Issued	11/19/2018	Irving	Feb-19
6	Brownstones Bldg. 12	101 Decker Dr.	Condos	12,459 SF	\$1,000,000	Permit Issued	1/28/2019	Irving	Feb-19

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Office Bldg.	925 E. Pioneer	Office	4,644 SF	\$120,000	Permit Issued	6/13/2017	Irving	Dec-18
2	Summit's Edge	701 W. John Carpenter Fwy	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18
3	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18
4	DR/Retail Office	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18
5	Reeder Concrete	160 S. Belt Line Rd	Office/Warehouse	19,840 SF	\$1,000,000	Permit Issued	8/23/2018	Irving	Nov-18
6	Office Bldg. Addition	610 N. O'Connor	Office	1,363 SF	\$126,513	Permit Pending	11/7/2018	Irving	Dec-18
7	3 story office bldg.	1410 N. Westridge Cir.	Office	36,044 SF	\$4,400,000	Permit Issued	11/8/2018	Irving	Jan-19

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
2	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 Sf	\$135,000	Permit Pending	4/17/2018	Irving	May-18
3	Valdez Automotive	630 E. Second	Auto Repair	1,000 SF	\$80,000	Permit Issued	8/15/2018	Irving	Dec-18
4	Safstor	3451 N. Country Club Rd.	Indoor Storage	104,317 S.F.	\$6,771,762	Permit Issued	9/6/2018	Irving	Dec-18
5	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18
6	Mustang Crossing Bus. Park	2421 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
7	Shell Bldg	2481 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
8	Shell Bldg	2551 N. S.H. 161	Warehouse	12,185 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
9	Addn - BrakeBush	2230 E. Union Bower	Industrial	735 SF	\$293,000	Permit Issued	12/12/2018	Irving	Feb-19
10	Shell Bldg	9151 Currency St.	Warehouse	37,573 SF	\$2,800,000	Permit Pending	12/12/2018	Irving	Jan-19
11	FritoLay	701 N. Wildwood Dr.	Warehouse	109,380 SF	\$20,000,000	Permit Pending	1/15/2019	Irving	Jan-19



RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	20,623 SF	\$1,526,038	Permit Issued	2/1/2018	Irving	Sep-18
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Pending	8/30/2017	Irving	Jan-18
4	Shell Bldg	6581 Riverside	Retail	5,886 SF	\$375,000	Permit Pending	1/22/2018	Irving	Feb-18
5	Shell Space Addn	1424 N. Belt Line Rd.	Retail	2,674 SF	\$200,000	Permit Issued	8/24/2018	Irving	Dec-18
6	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Approved	10/15/2018	Irving	Feb-19
7	Shell Space Rebuild	508 N. O'Connor	Retail	9,124 SF	\$600,000	Permit Approved	12/21/2018	Irving	Feb-19

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Issued	8/30/2016	Irving	Feb-19
2	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$14,000,000	Permit Issued	3/1/2018	Irving	Aug-18

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	McDonald's	4098 N. Belt Line Rd.	Restaurant	5,938 SF	\$750,000	Permit Pending	11/13/2018	Irving	Dec-18
2	Yeti Plaza	3521 World Cup Way	Restaurant/Retail	15,500 SF	\$4,500,000	Permit Pending	1/4/2019	Irving	Feb-19

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Issued	2/16/2018	Coppell	Aug-18
2	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
3	Great Hearts Preparatory Academy	3520 World Cup Way	School	40,153 SF	\$7,400,000	Permit Issued	8/16/2018	Irving	Oct-18
4	Tom Landry Elem. Addn	265 Red River Trail	School	16,751 SF	\$9,000,000	Permit Issued	8/17/2018	Irving	Oct-18
5	Multi-Purpose Bldg. CFBISD	455 E. LaVillita Blvd.	School	49,868 SF	\$25,000,000	Permit Issued	8/17/2018	Irving	Oct-18
6	Irving HS Addn	900 N. O'Connor Rd	School	28,905 SF	\$9,800,000	Permit Issued	8/17/2018	Irving	Oct-18
7	MacArthur HS Addn	3700 N. MacArthur Blvd	School	28,302 SF	\$7,400,000	Permit Issued	8/17/2018	Irving	Oct-18
10	COI Maintenance Bldg.	201 S. Sowers	Govt.	263 SF	\$296,000	Permit Issued	10/26/2018	Irving	Dec-18

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Jan-19	74	\$24,024,966	55	\$20,394,222	19	\$3,630,744	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.  
C-FB = Carrollton-Farmers Branch

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, FEBRUARY 25, 2019

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**



## ICVB Memorandum

Date: February 14, 2019  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services  
 RE: Sales & Services Department Board Report for January 2018

### Convention Sales & Services Staff Activities

Leads Generated	January	YTD
Irving CVB – Hotel Leads	171	557
Irving Convention Center Leads	47	137

### January

Room Nights Generated	Monthly Goal	January 2019 Actuals	January 2018 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	January Convention Center	Convention Center YTD
Definite Room Nights	18588	19489	17278	223060	80190	68777	3920	15550
Lost Room Nights		35449	25854		106208	61324	15580	37568

### Travel & Activity

January	Organization	Event	Location
5-9	Professional Convention Management Association	Convening Leaders	Pittsburgh
23-25	Southwest Showcase	Tradeshaw	Austin
21-25	Irving Convention & Visitors Bureau	Sales Calls	Austin
27-31	Religious Conference Managers Association	Emerge Conference & Tradeshaw	Greensboro

## Customer Services Activity January 2019

Groups Served	
January	21 groups served
YTD	67 groups served

### Proclamations/Welcomes/Flags:

- Welcome and Proclamation – GFWC October 27, 2018, Lori Fojtasek  
Opening Remarks – ZestFest, January 25, Deputy Mayor Pro Tem Oscar Ward

### Pending

- Welcome – North Texas Teen Book Festival  
March 23, 2018, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Grand Encampment of Knights Templar  
June 26, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Grand Encampment Sirens  
June 30, 2019, Mayor Rick Stopfer

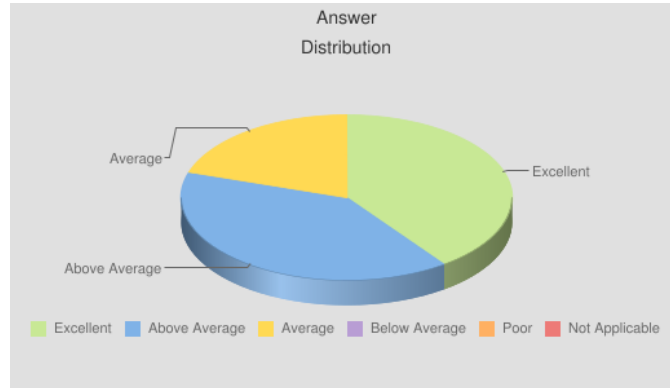
### January Servicing & Inventory:

Service Type	# of Groups Served in January	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	9	5700 Badges/Lanyards
Pens	8	2048
Bags	8	1375
Promotional Materials	6	600+
Staffing Services	5	82 Event Hours

**Event Location:**            Hotels: 12            Irving Convention Center: 8            Other: 1

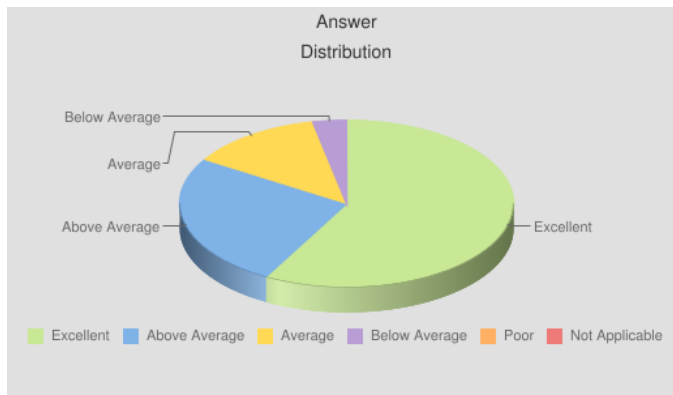
## Customer Service Satisfaction Survey Results January 1-31, 2018

1. How was your overall destination experience?



01/01/2019 – 1/31/2019  
Score: 84.0 / 100.0

How was your overall Convention and Visitors Bureau Experience?



1/01/2019 – 1/31/2019  
Score: 87.7 / 100.0



## February-May 2019

### Definite Bookings

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Pathways Core Training Inc.	Pathways Monthly February 2019	2/1/2019	2/16/2019	100	272
John Deere Company World Headquarters	CEO Summit-2019	2/2/2019	2/7/2019	300	808
TheHomeMag	Feb-19	2/4/2019	2/7/2019	45	90
Lehigh Hanson	Lehigh Hanson February 2018 Meeting	2/4/2019	2/6/2019	50	150
Novolex	Novolex HR Meeting	2/4/2019	2/6/2019	65	192
HMS Holdings	OPS-Project Manager, Clinical Services Meeting - February 2019	2/4/2019	2/7/2019	15	39
IF:Gathering	IF:Gathering	2/6/2019	2/10/2019	4000	2520
McKesson Corporation	SRS/SBRT Educational Workshop	2/6/2019	2/9/2019	100	95
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/7/2019	2/9/2019	250	100
Frank Glazier Football Clinics, Inc.	Glazier Clinics 2019	2/7/2019	2/10/2019	500	347
BioTE Medical	Biote Medical	2/7/2019	2/9/2019	200	201
Oticon Inc.	Oticon Affinity Group Meeting	2/7/2019	2/8/2019	50	75
TruAura Beauty	TruAura Beauty	2/7/2019	2/9/2019	10	21
American College of Emergency Physicians	ACEP - EMF DATA Summit February 2019	2/7/2019	2/7/2019	25	25
The American Academy of Otolaryngic Allergy	2019 AAOA Interactive Allergy and Rhinology Course	2/8/2019	2/10/2019	150	215
Southern Collegiate Athletic Conference	Texas Lutheran Men's Baseball Team Travel	2/8/2019	2/10/2019	26	26

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
City of Irving	Irving Fire Department Awards Dinner	2/9/2019	2/9/2019	200	20
Boy Scouts of America	National Executive Board & Committee Meeting Feb 2019	2/10/2019	2/12/2019	100	153
United Healthcare Group	UHG Medicare & Retirement Eagles and SLT Meeting Room Block	2/10/2019	2/13/2019	24	50
Live Nation Entertainment	Live Nation Entertainment February Meeting	2/10/2019	2/13/2019	30	203
Kronos	Sales S&D Midmarket Team	2/10/2019	2/14/2019	50	94
McKesson Corporation	#9417-McKesson 2021 People & Change Summit 2	2/11/2019	2/16/2019	22	57
American College of Emergency Physicians	ACEP - SEMPA Board Retreat Room Block February 2019	2/11/2019	2/12/2019	12	24
TexSom	TEXSOM International Wine Awards	2/16/2019	2/20/2019	200	310
Kimberly-Clark Corporation	Kimberly Clark 2019 CEO Forum	2/17/2019	2/22/2019	225	983
LSG Sky Chefs	HR Conference	2/18/2019	2/20/2019	35	84
Greystar Management Services LP	Greystar PMOC Q1 Meeting	2/18/2019	2/20/2019	19	30
Grifols Shared Services North America, Inc.	1st Quarter CM CQM Meeting	2/18/2019	2/21/2019	115	345
SRS Distribution	SRS Central Region Meeting	2/18/2019	2/19/2019	100	200
Texas & New Mexico Hospice Organization	Texas & New Mexico Hospice Organization	2/20/2019	2/24/2019	350	495
Scrapbooking Expo	Scrapbooking Expo	2/20/2019	2/25/2019	2000	825

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Freedom Founders	Freedom Founders February 2019	2/20/2019	2/24/2019	350	212
Big 12 Conference	CFO West Football Officiating Clinic 2019	2/21/2019	2/24/2019	400	286
Southern Baptists of Texas Convention	Evangelism Conference	2/22/2019	2/28/2019	3500	465
AON Service Corporation	ARS US Leadership Meeting	2/24/2019	3/1/2019	300	687
McKesson Corporation	#9665-FY19 Internal Audit Meeting	2/24/2019	2/28/2019	21	42
Diversified Crop Insurance Services	Adjuster Training	2/25/2019	2/28/2019	100	303
Fresenius Medical Care	February 2019 CMT West Training Series	2/25/2019	3/1/2019	70	280
McKesson Corporation	EPL FY19	2/25/2019	3/1/2019	10	40
McKesson Corporation	Health Mart Annual Meeting	2/25/2019	2/27/2019	45	48
McKesson Corporation	#10163-February Negotiation meeting	2/25/2019	2/28/2019	15	45
The Maize Inc.	Corn Party - Annual Site Owner's Conference	2/26/2019	3/2/2019	375	785
Dex Media	Feb-19	2/27/2019	3/1/2019	200	262
McTeggart Irish Dancers of North Texas	2019 Texas State Championship Feis	3/1/2019	3/2/2019	200	130
Heroic Media	4th Annual National Prayer Luncheon for Life	3/3/2019	3/4/2019	500	11
Panini America	2019 Panini Winter Distributor's Meeting	3/5/2019	3/6/2019	35	24
automatik	Training	3/5/2019	3/7/2019	100	180
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	3/6/2019	3/9/2019	200	228

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Texas Steel Guitar Association	Annual Meeting for 2019	3/6/2019	3/10/2019	400	811
Texas Steel Guitar Association	Annual Meeting for 2019 - Overflow Rooms	3/7/2019	3/9/2019	400	60
BioTE Medical	Biote Medical	3/7/2019	3/9/2019	200	201
Women Business Leaders of the US Healthcare Industry Foundation	18th Annual WBL Summit March 2019	3/10/2019	3/15/2019	300	770
Unify	Unify Meeting March 2019	3/10/2019	3/11/2019	100	190
Ascension Health	Ascension Board Meeting 2019-March - Dallas	3/11/2019	3/13/2019	15	27
Syngenta Crop Protection	Syngenta Vegetable Seeds Annual Sales Conference	3/11/2019	3/15/2019	120	422
Pathways Core Training Inc.	Pathways Monthly March 2019 #2	3/12/2019	3/16/2019	100	102
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting	3/13/2019	3/15/2019	60	82
Greystar Management Services LP	Greystar Cohort 3 (March)	3/13/2019	3/14/2019	12	19
PMI Surgical	Pro-Med Instruments	3/13/2019	3/15/2019	50	0
McKesson Corporation	Leadership Roundtable	3/13/2019	3/15/2019	40	38
Southern Collegiate Athletic Conference	Blackburn College Men's Baseball vs U of D	3/13/2019	3/16/2019	25	24
Aselia Con	Aselia Con	3/15/2019	3/17/2019	800	150
Christian Association for Psychological Studies	CAPS 2019	3/17/2019	3/24/2019	650	634

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Greystar Management Services LP	Greystar Cohort 7 (March)	3/19/2019	3/20/2019	30	35
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/20/2019	3/25/2019	700	320
National Foundation Repair Association	NFRA - 2019 Annual Conference	3/20/2019	3/22/2019	160	90
Spotlight Dance	Spotlight Dance Cup	3/21/2019	3/24/2019	50	68
Southland Conference	Southland Conference Collegiate Tournament 2019	3/21/2019	3/24/2019	300	190
Southern Collegiate Athletic Conference	Centenary College Women's Softball Team Travel	3/22/2019	3/24/2019	30	18
Southern Collegiate Athletic Conference	Willamette University Women's Lacrosse Team Travel	3/23/2019	3/24/2019	20	9
NBM Incorporated	The NBM Show - March 2019	3/24/2019	3/31/2019	4000	625
Cleveland Indians	Cleveland Indians 2019	3/24/2019	3/26/2019	80	164
Fresenius Medical Care	March 2019 CMT West Training Series	3/25/2019	3/29/2019	70	280
SMU Dedman School of Law	SMU Dedman School of Law	3/26/2019	3/29/2019	450	635
Texas City Management Association	Texas City Management Association, William "King" Cole II - Advanced Workshop	3/27/2019	3/28/2019	75	40
American Cut Glass Association - Lone Star Chapter	American Cut Glass Association - Lone Star Chapter	3/27/2019	3/31/2019	180	112
Competition Travel Group	Competition Travel Group	3/29/2019	3/31/2019	40	80
Southern Collegiate Athletic Conference	Texas Lutheran Men's Baseball Team Travel	3/29/2019	3/31/2019	26	26

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
National Electronics Service Dealers Association	NPSC 2019	3/31/2019	4/5/2019	150	611
Dallas Baptist University	Dallas Baptist University Golf Tournament 2019	3/31/2019	4/2/2019	90	70
National Air Filtration Association	NAFA 2019 Technical Seminar	4/1/2019	4/5/2019	200	459
DFW Fiber Fest	DFW Fiber Fest	4/3/2019	4/7/2019	1500	952
Church of God International Office	Kid Fest	4/4/2019	4/6/2019	750	310
Southeast Natural Products Association	SOHO Southwest	4/4/2019	4/7/2019	250	400
BioTE Medical	Biote Medical	4/4/2019	4/6/2019	200	251
Dallas Geologic Society 2019	Dallas Geologic Society 2019	4/6/2019	4/9/2019	500	340
Kronos	GTS Meeting	4/6/2019	4/11/2019	150	440
American Heart Association	American Heart Association ECC Spring Meeting April 2019	4/7/2019	4/9/2019	100	255
American College of Emergency Physicians	ACEP - EMBRS Meeting April 2019	4/7/2019	4/9/2019	10	25
Association of Early Learning Leaders	Association of Early Learning Leaders Annual Conference	4/8/2019	4/13/2019	350	860
The Golden Eagles	The Golden Eagles Annual Reunion	4/8/2019	4/13/2019	300	523
Blue Cross Blue Shield	FEDVIP 2019	4/8/2019	4/9/2019	100	100
Kameha Con	Kameha Con	4/10/2019	4/15/2019	5000	1630
American Society for Dermatologic Surgery	ASDS Premier Resident Cosmetic Symposium 2018	4/11/2019	4/13/2019	100	192
Oakland Athletics	Oakland Athletics 2019	4/11/2019	4/13/2019	75	180

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Pathways Core Training Inc.	Pathways Monthly April 2019	4/12/2019	4/27/2019	100	272
TexSom	The Court of Master Sommeliers Advanced Course	4/13/2019	4/17/2019	85	287
American Recovery Association	2019 NARS and Annual Meeting	4/14/2019	4/20/2019	400	728
Southern Collegiate Athletic Conference	Southwestern University Men's Baseball vs U of D	4/18/2019	4/20/2019	30	30
Assemblies of God/Marriage	Marriage Retreat	4/19/2019	4/21/2019	80	80
Texas Taxpayers & Research Association	TTARA 2018 Spring Luncheon Catering Only	4/19/2019	4/19/2019	100	0
Fresenius Medical Care	April 2019 CMT West Training Series	4/22/2019	4/26/2019	70	280
The Principle Foundation	The Principle Foundation	4/22/2019	4/23/2019	80	110
Texas American Society of Landscape Architects	Texas ASLA - 2019 Annual Conference	4/23/2019	4/26/2019	1000	465
StarQuest Performing Arts	StarQuest Dance Competition 2019 Staff/Attendees	4/25/2019	4/29/2019	100	70
Big 12 Conference	National Referee Conference 2019	4/25/2019	4/27/2019	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas Line Dance Event	4/25/2019	4/27/2019	300	300
Dance Revolution	2019 DFW Earthshakers	4/26/2019	4/27/2019	200	200
McKesson Corporation	Six Sigma Annual Conference 2019	4/26/2019	5/1/2019	150	270
Federal Bureau of Investigation	FBI Training Meeting	4/28/2019	5/2/2019	250	1150
Pittsburgh Pirates	Pittsburgh Pirates 2019	4/28/2019	5/1/2019	75	225

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Credit Union National Association	CUNA 2019 Marketing & Bus. Dev. Council Planning Session & CLO Forum	4/29/2019	5/2/2019	65	110
Toronto Blue Jays	Toronto Blue Jays 2019	5/2/2019	5/4/2019	75	210
Transplace, Incorporated	Transplace Shipper Symposium May 2019	5/3/2019	5/8/2019	3850	770
Pathways Core Training Inc.	Pathways Monthly May 2019	5/3/2019	5/18/2019	100	272
Supreme Me Dallas	Supreme Me Dallas	5/3/2019	5/5/2019	200	134
Drive Nation Sports	NYBL Southwest Regional Qualifier Basketball Tournament 2019	5/3/2019	5/5/2019	700	670
Texas Workforce Commission	TWC CCR Mini Immersion Training - DFW	5/5/2019	5/9/2019	30	150
Envoy Air, Inc.	General Managers Meeting 2019	5/6/2019	5/9/2019	200	234
BioTE Medical	Biote Medical	5/9/2019	5/11/2019	200	251
Pacific Dental Services	LDA Meeting 2019	5/13/2019	5/13/2019	400	325
Associated Builders and Contractors, Inc.	2019 ABC Users Summit	5/15/2019	5/17/2019	90	145
Angry Skipper Association	Angry Skipper Reunion	5/15/2019	5/19/2019	150	285
Varsity Spirit LLC	2019 Varsity Spirit - VCA TXGV - Sheraton DFW	5/15/2019	5/19/2019	100	135
St. Louis Cardinals	St. Louis Cardinals vs TX Rangers	5/16/2019	5/18/2019	70	201
Building Professional Institute	2019 Building Professional Institute May	5/18/2019	5/23/2019	700	122
Seattle Mariners Baseball Club	Seattle Mariners 2019	5/19/2019	5/22/2019	75	195



Customer	Meeting	Arrival	Departure	Attendees	Room Nights
American Telugu Sambaralu	N.A.T.S.	5/20/2019	5/28/2019	2500	1740
Fresenius Medical Care	May 2019 CMT West Training Series	5/20/2019	5/24/2019	70	280
American Telugu Sambaralu	N.A.T.S. Alumni over flow guest rooms	5/23/2019	5/27/2019	5000	950
Family Reunions	Shearrill Family Reunion	5/24/2019	5/27/2019	100	150
OGBAKOR	OIUSAm Annual	5/24/2019	5/26/2019	150	150
Kansas City Royals	Kansas City Royals 2019	5/29/2019	6/1/2019	66	264
Texas Air Hogs	Texas Air Hogs 2019 Season	5/31/2019	5/31/2019	660	136
Total					39563

\*\*Items highlighted above are Target Industries for Irving

# Marketing Communications

**To:** Maura Gast, Executive Director

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

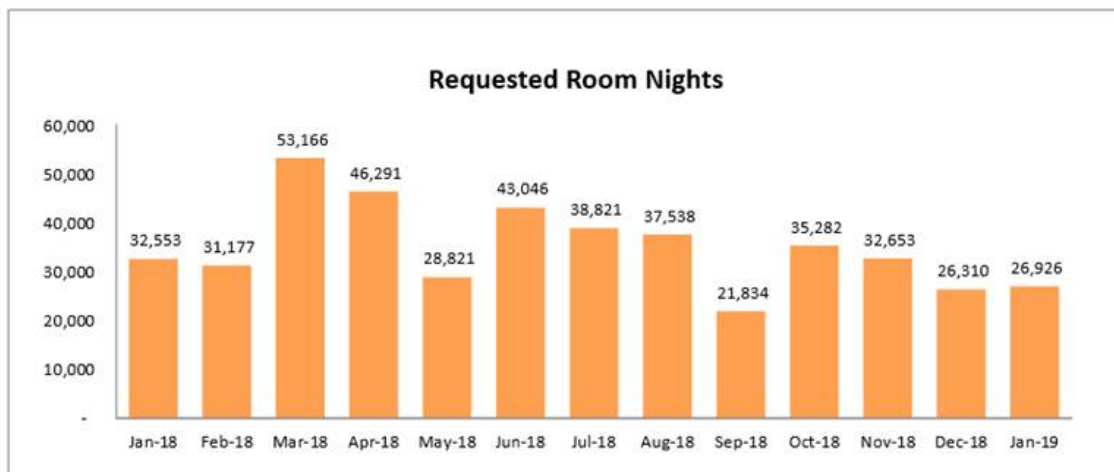
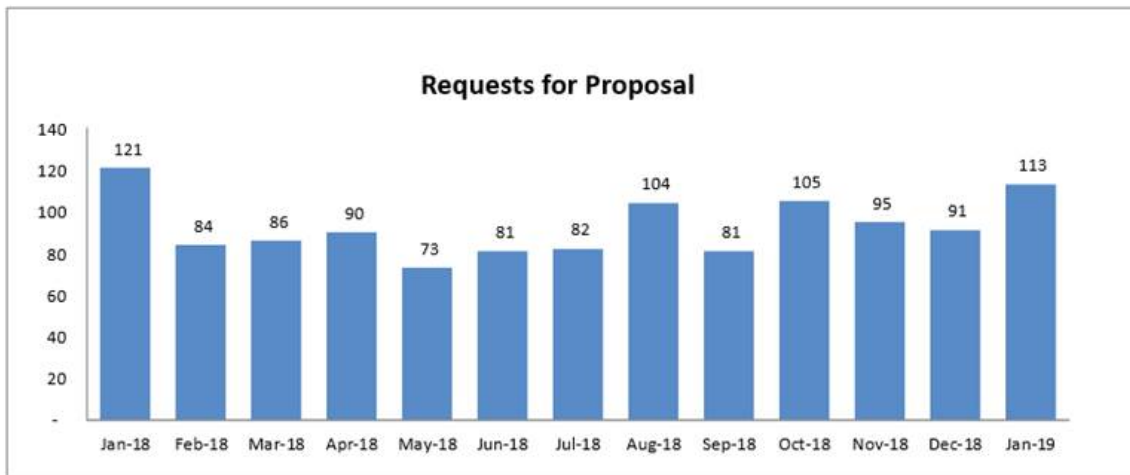
**Date:** February 19, 2019

**Re:** January 2019 Board Report

## Marketing and Advertising Analytics

### RFPS

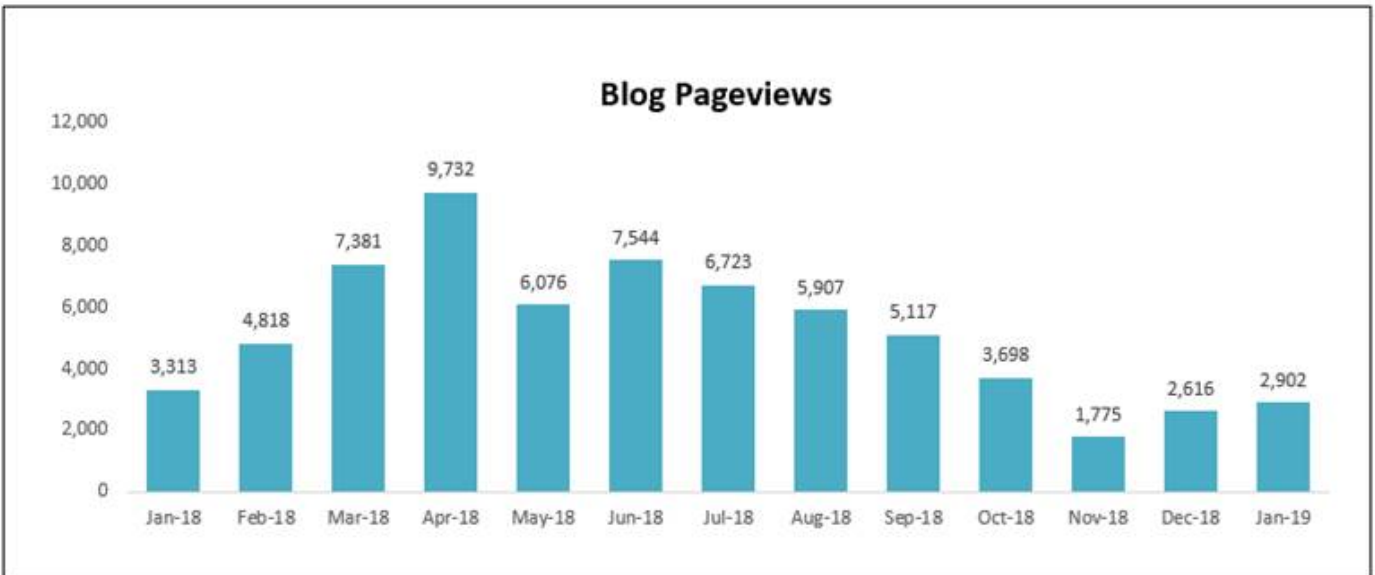
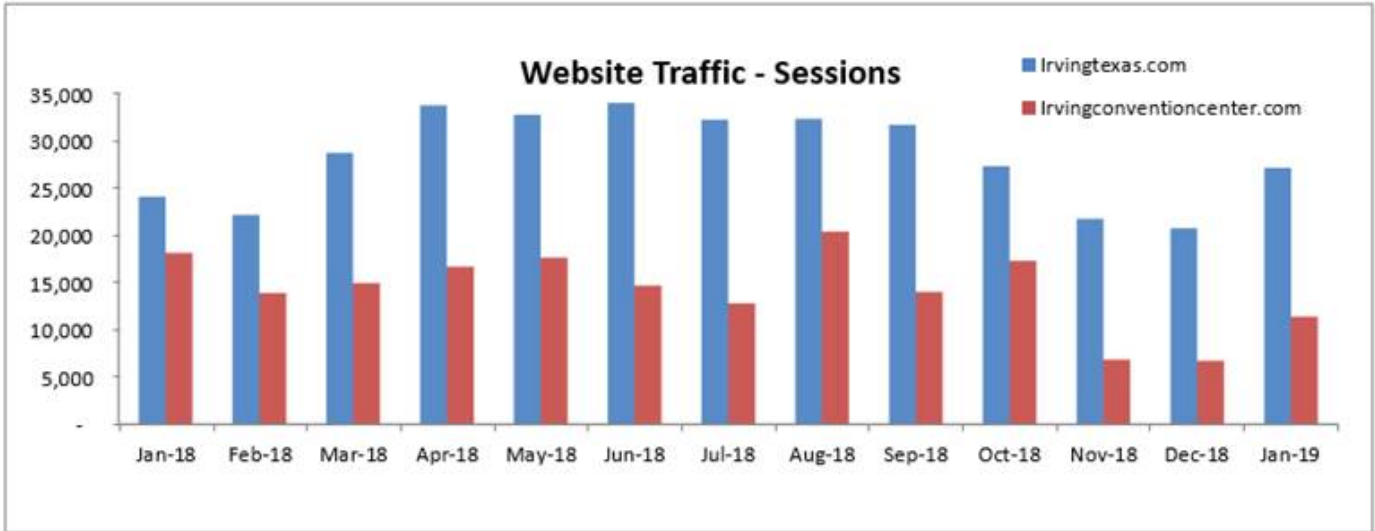
The number of RFPs received in January increased to **113 RFPs** (above average) and **26,926 associated room nights** (below average). Year-over-year January 2019 performance compared to January 2018 was down slightly, especially for room nights, but January was still a strong month overall in total number of RFPs.



## Website Traffic

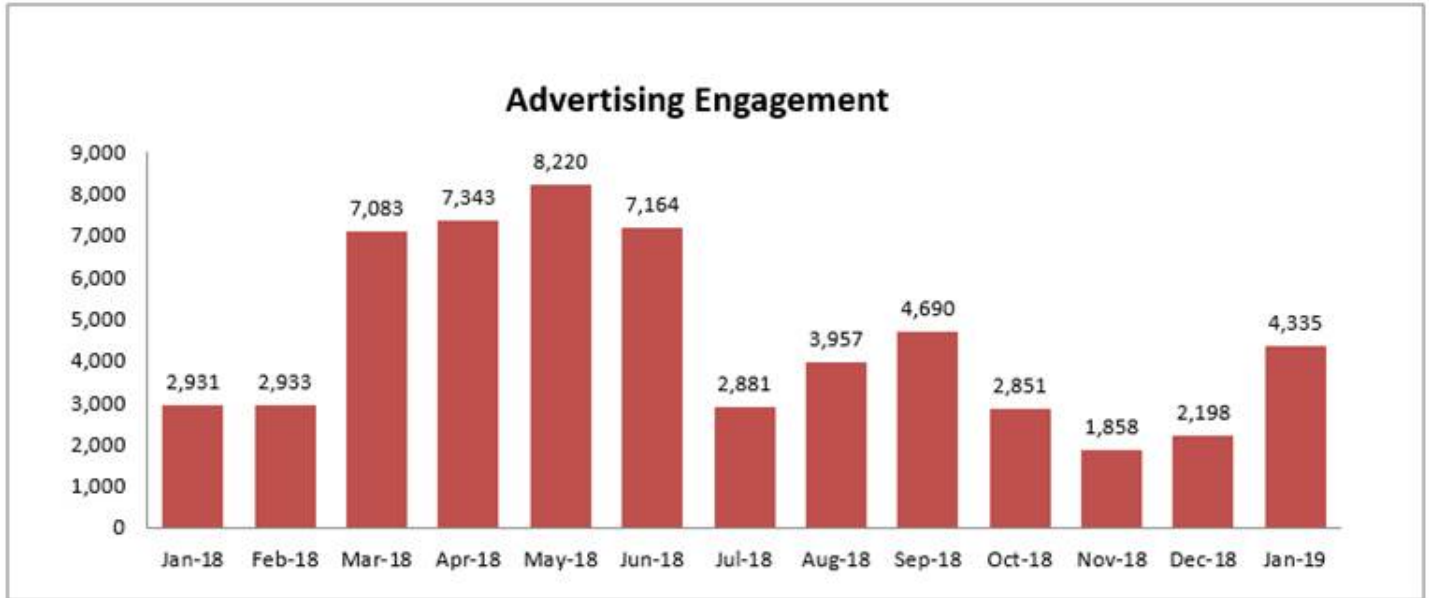
Website traffic in January increased over the previous two months with **38,500 total sessions** and **31,974 total users** visiting both websites, which is about average compared to the previous year. The Visit Irving website had 27,125 sessions and 22,488 users (average) while the Irving Convention Center website had 11,375 sessions and 9,486 users (below average).

Blog traffic increased again in January with **2,902 pageviews** and 2,490 unique pageviews while the average time on page increase to four minutes and ten seconds and the bounce rate remained low at 13%. The top two blog posts were "We Tried the 3-Day Juice Cleanse at Freshii, Here's What Happened," with 485 pageviews and "5 Brunch Spots in Irving You Need to Try This Sunday" with 260 pageviews.



## Advertising and Paid Search

Advertising engagement also saw a dramatic increase with **4,335 advertising impressions** and **1,019 site visits**. MPI was again the top performer with 1,832 impressions and 660 site visits followed by Meetings Today with 834 impressions and 290 site visits and Naylor with 317 impressions. The Google AdWords paid search campaigns had **58,105 impressions** and **7,475 site visits**, which generated **15 RFP submissions**.



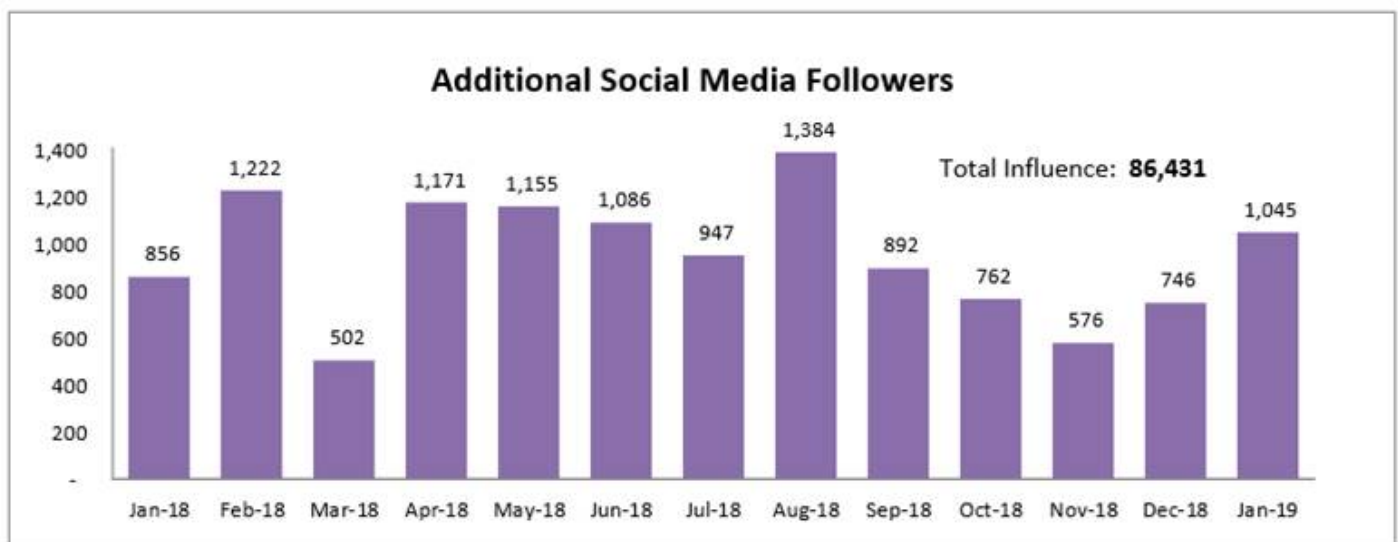
## Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the complete information available to date is from November 2018. In November, 72 hotel reservations were booked, which accounts for 178 room nights and \$23,017 in hotel revenue. Travelers also booked 228 flights in November.



## Social Media

Social media rebounded in January with **1,045 new followers** with a total influence of **86,431**. The Visit Irving Facebook Page saw the most significant increase with 974 new likes for a total of 56,527 likes.



*Social Media, cont.*

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b> Impressions Profile Visits	<b>56,527</b> 98,536 75,523		<b>5,503</b> 16,400 595	<b>5,394</b> 12,180	<b>607</b>
<b>Convention Center</b> Impressions Profile Visits/Users	<b>12,615</b> 658,707 287,634	<b>186,053</b>	<b>2,479</b> 4971 174	<b>1,921</b> n/a	<b>289</b>
<b>Impacting Irving</b>	<b>1,087</b>				

*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 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	84,030,274	51,153,138			135,183,412
ADVERTISING EQUIVALENCY <sup>+</sup>	\$777,281	\$473,170			\$1,250,451
PUBLIC RELATIONS VALUE <sup>++</sup>	\$2,331,843	\$1,419,510			\$3,751,353

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

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

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

On January 22, the Irving CVB's marketing communication team was honored four Adrian Awards from the Hospitality Sales and Marketing Association International for outstanding achievement in advertising, public relations and digital marketing. This marks 45 awards the ICVB has won since 2011. Award's for 2018 included:

✚ Entry Title: *Visit Irving Website*

Category: Digital Marketing – Website

Award: Gold

✚ Entry Title: *Irving Texas Knows How to Rock*

Category: Public Relations - Feature Placement Online – Trade Media

Award: Gold

✚ Entry Title: *Day Trips: Ruth Paine House Museum Irving*

Category: Public Relations - Feature Placement Online – Consumer Media

Award: Silver

✚ Entry Title: *The Four Seasons Resort at Las Colinas – Tried, Tested & Recommended*

Category: Public Relations - Feature Placement Online – Consumer Media

Award: Bronze



## Attachments

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- ✚ "The Event Planner's Guide to Texas," *Convention South*, January 2019
- ✚ "Texas Spotlight," *Meetings Today*, January 2019
- ✚ "Texas Spotlight, cont." *Meetings Today*, January 2019
- ✚ "Here's Why Irving, Texas Epitomizes Value," *prevue*, January 22, 2019
- ✚ "The Westin Irving Convention Center at Las Colinas to Open Soon," *Texas Meetings + Events*, January 31, 2019
- ✚ Visit Irving Social Facts
- ✚ ICC Social Insights



**ICVB Board, Staff & Guests  
WFAA Day Break | Victory Plaza  
January 22, 2019**



## BISHOP'S PALACE ON GALVESTON ISLAND

Along with miles and miles of open countryside and four of the nation's biggest cities, Texas is full of historic architectural treasures. Among these is The Bishop's Palace (a.k.a. Gresham House) on Galveston Island. Architectural historians list the site, a National Historic Landmark, as one of the most significant Victorian residences in the country. Built from 1887 to 1892, it is constructed of steel and stone and survived the Great Storm of 1900 virtually unscathed. The site welcomes more than 65,000 local, national and international visitors each year.

### EVENT PLANNER'S GUIDE TO

# TX

# Texas

D. FRAN MORLEY & T. WAYNE WATERS



Illumine Photographic Services

While the nickname "Lone Star State" refers to the days when it was an independent republic, Texas shares an extensive international border with Mexico and still has many areas that retain the French, Spanish, Mexican and German cultural influences important to its development. The second largest state in the nation in terms of both size and population, Texas still has vast, open spaces and colorful small towns as well as some of the nation's largest metropolitan areas, offering a wide variety of unique destinations for conventions, business meetings and retreats. From world-class resorts and high-tech conference facilities to dude ranches and historic missions, there's something for every type of group gathering.

### GULF COAST

The Texas Gulf Coast offers 600 miles of coastline with colorful seaside towns, as well as one of the nation's largest metropolitan areas; historic treasures as well as a space center and high-tech facilities.

### Bay Area Houston

Bay Area Houston includes the Seabrook, Kemah, Nassau Bay and League City communities just southeast of Houston. The area has appealing waterfront event options, including the Kemah Boardwalk, yacht dinner cruises, pontoon boat tours and guided canoe trips.

Key attractions include Space Center Houston, a science and space learning center, the official visitor center of NASA Johnson Space Center in Houston and a Smithsonian Affiliate museum, with exhibits such as the Mission Mars exhibit, a replica of the Space Shuttle Independence, a Saturn 5 rocket and an original lunar rover trainer.

Bay Area Houston's largest meeting space is in the 237-room South Shore Harbour Resort & Conference Center in League City, which offers 25,000 square feet. The 242-room Hilton Houston NASA Clear Lake provides 15,000 square feet. There are appealing smaller hotels in the area, including the 70-room Hampton Inn Hous-

ton NASA-Johnson Space Center and the 53-room waterfront Boardwalk Inn, the centerpiece of the Kemah Boardwalk on Clear Lake.

### Beaumont

About halfway betwixt Houston and New Orleans on I-10, Beaumont offers two sizable convention facilities, 3,500 hotel rooms, Six Flags Over Texas and 19 museums, including the Fire Museum of Texas, Clifton Steamboat Museum and the McFaddin-Ward House Museum. The city is celebrating its 180th anniversary in 2019 with a slate of special events.

Some of the biggest news in Beaumont centers

- **Embassy Suites by Hilton - DFW Airport North:** 29,000 square feet of function space; 330 guest rooms
- **Palace Arts Center:** 15,000 square feet of meeting space in two theaters within a 1940 structure featuring Art Deco styling

**Irving**

Maura Allen Gast, executive director of the Irving CVB, pointed out a number of recent developments. “If you haven’t been to Irving in more than a year, you need to come back – and soon – to see how much more of our transformation has been completed,” she said. “The Toyota Music Factory keeps adding new restaurants, the Live Nation Pavilion continues to host some of the best and brightest touring acts, and a regular slate of free live local music on the Texas Lottery Plaza makes every night a concert night. Around the corner and across from the magnificent Mustangs of Las Colinas, Water Street has added a whole new suite of restaurants to the Irving Flavorhood and a couple of unique boutiques. The Texican Court boutique hotel has opened just east of the convention center.” The 152-room property recalls a retro-roadside motor court and offers more than 3,500 square feet of unique indoor/outdoor event space. Gast said the 12-story Westin Irving Convention Center headquarters hotel, opening in February, will have 350 rooms, 16,000 square feet of meeting space, a 10,000-square-foot ballroom, a

cocktail lounge and coffee bar, providing the final piece of the city’s new visitor’s district. The Live Nation Pavilion amphitheater, which anchors the \$173 million complex, offers 20 bars and restaurants and is a convertible venue that can change from an indoor/outdoor amphitheater into a climate-controlled indoor theater. It can accommodate 7,000 spectators and has 100,000 square feet of private event areas.

Close by, along the shores of Lake Carolyn, Water Street is a pedestrian-friendly mixed-use development with 60,000 square feet of retail and restaurant space, green space and lake views, pubs and restaurants.

**Additional Irving Venues**

- **Irving Convention Center at Las Colinas:** 275,000-square-foot facility; 100,000 square feet of meeting and exhibit space
- **Irving Arts Center:** 24,360 square feet of meeting space; 713-seat theater and 253-seat theater
- **The Westin Dallas Fort Worth Airport Hotel:** 38,000 square feet of meeting space; 506 guest rooms
- **Four Seasons Resort and Club Dallas at Las Colinas:** 41,000 square feet of meeting space; 405 guest rooms
- **Omni Mandalay Hotel at Las Colinas:** 31,000 square feet of meeting space; 420 guest rooms
- **Sheraton DFW Airport Hotel:** 25,000 square feet of meeting space, 300 guest rooms

**Killeen**

Killeen is the home of Fort Hood U.S. Military post, Central Texas College (CTU) and the 64,000-square-foot Killeen Civic and Conference Center, with three ballrooms, six smaller meeting rooms, a special events rooms and a lobby. Additionally, the adjacent 400-seat Vive Les Arts Theatre has a spacious lobby with artwork by local artists.

Another auxiliary site, the Mayborn Science Theater on the CTU campus, which offers planetarium star shows, 3-D movies and laser light shows on its 60-foot dome, can be reserved for groups of 50 to 180 people. Catering can be arranged through the facility and custom laser messages are available.

Killeen has 2,500 hotel rooms and, according to City of Killeen staff, 1,000 of them are within five minutes of the conference center. The 160-suite Shilo Inns Killeen is next door to the KCCC.

**McKinney**

Located 30 miles north of Dallas, McKinney is a fast-growing community with tree-lined streets, a historic downtown and one of the state’s largest historic districts.

According to Visit McKinney, the city added 235 guest rooms with the 2018 openings of Home2 Suites by Hilton and Springhill Suites, bringing the total to 1,388. The largest meeting and event venues include the McKinney Performing Arts Center (MPAC), a multi-purpose facility with a 435-seat theater in the historic Collin County Courthouse. Piazza on the Green at the McKinney TPC golf course in Craig Ranch has venue space for 325 in the Chapel, 325 in the Grand Ballroom and 180 in the Village Ballroom. Myer Park and Event Center has multiple indoor and outdoor event venues, including a Show Barn that holds 1,200. Holiday Inn & Suites McKinney-Fairview has 2,614 square feet of meeting space.

Among the attractions are several historic districts, a wildlife sanctuary, museums, galleries, shopping and a variety of dining options.

**Paris**

Near the Louisiana state line, Paris has several features with links to its namesake city in France. The most obvious is its very own Eiffel Tower, a 65-foot replica with the Texan addition of a giant cowboy hat on top. The Paris, Texas, ►

The Westin Irving Convention Center at Las Colinas opens in February





## Texas

DESTINATION / 1 MONTH AGO

### Arts Event Venue Highlights in Dallas-Fort Worth

by Je Heilman

Issued every five years, the latest **“Arts & Economic Prosperity”** (<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use-the-study>) study from leading advocacy group Americans for the Arts found that between 2010 and 2015, economic impact from the arts in North Texas tripled from \$500 million to almost \$1.5 billion.

With Dallas, Fort Worth and Irving among the study’s principal participants, contributing factors included expanded public programming; multiple new or renovated cultural venues; and increased spending on hotels, restaurants, parking and more by event attendees. Regionally, arts and culture support some 53,000 full-time jobs.

The return on emotional investment is even greater. In 2001, Waco, Texas-based economic research firm The Perryman Group prepared a report for the Texas Cultural Trust on the link between arts and culture and the Texas economy.

Finding then as now that the DFW Metroplex was the state’s most “arts intensive” urban area, the report asserted that, “Our cultural arts and heritage define who we are as a people—and as Texans. We cannot afford to be less than our very best.”

For groups convening in the nation’s third-largest arts economy, high performance culture sets the stage for high impact meetings at arts event venues across the Dallas-Fort Worth Metroplex.

### The Art Scene Continues to Grow in Dallas and Arlington

According to the "Arts & Economic Prosperity 5" report, Dallas realized \$891 million in economic impact from arts and culture in 2015, up 277 percent from 2010.



*Sculpture Outside the Hilton Anatole in Dallas*

Key drivers cited included the expansion of event programming in the Dallas Arts District. Spanning 19 blocks, the nation's largest contiguous urban arts destination offers a trove of major cultural venues. These include the AT&T Performing Arts Center; the free-admission Dallas Museum of Art; and relaunched in September 2018 following a multimillion-dollar renovation, the Crow Museum of Asian Art.



*Dallas Museum of Art, Credit: EQRoy, Shutterstock*

Long considered the “Jewel Box” of the District, this event-capable treasure showcases the collection of late Dallas real estate developer Trammell Crow and his wife Margaret.

In 1979, Crow developed the famed Hilton Anatole (then Loews), which he filled with 1,000 works of art, creating the largest hotel collection in the U.S. Today, the 1,606-room property, with 600,000-plus square feet of versatile space, offers walking art tours and the Anatole Art Dine-Around program. It's the ultimate art-culinary passport, pairing 15 global works with their native cuisine.

Arlington upped its game with the August 2018 debut of Texas Live! Located between Globe Life Park and AT&T Stadium, the billion-dollar-plus entertainment and dining district includes the 5,000-capacity Arlington Backyard for open-air events.

For more intimate functions, local creative champions include the Arlington Museum of Art; Theater Arlington, founded in 1973 by the Potluck Players; and opened in 1950 as a movie house, the historic Arlington Music Hall.

## Dallas-Fort Worth Metroplex Hosts a Medley of Event Venues

Building on its core sports market, booming Frisco is the new headquarters of PGA of America. Slated for 2022, the relocation will reportedly anchor a 600-acre, mixed-use development with two championship courses, a 500-room Omni resort, a 127,000-square-foot conference center and more.

Meanwhile, Frisco’s growing roster of cultural tour and event venues includes the National Videogame Museum, Frisco Heritage Museum and Museum of the American Railroad, where groups can dine or socialize aboard a historic Pullman coach.

Over the last decade-plus, Fortune 500 stronghold Irving has diversified its group appeal with major projects like its three-phase convention district, which includes the transformative \$200 million Toyota Music Factory. The venue comprises the convertible 8,000-seat indoor/outdoor Live Nation Pavilion, an Alamo Drafthouse cinema, multiple dining and nightlife options, and free live music on the Texas Lottery Plaza.

“The development of a serious visitor’s district with an evolved set of entertainment offerings has dramatically enhanced Irving’s traditional arts and cultural experiences,” said Irving CVB Executive Director Maura Allen Gast.

“Easily accessed by conventioners, this walkable district is a major selling point for planners and a game-changer for Irving,” she added.



*Live Music at McCall Plaza in Plano, Credit: Visit Plano*



Other event-capable cultural coordinates include the Smithsonian-affiliated Irving Arts Center, featuring diverse year-round live programming and gallery exhibitions.

Heritage draws include the JFK-focused Ruth Paine House Museum and Jackie Townsell Bear Creek Heritage Center, a leading Texas repository of African-American culture and history. Future plans include the proposed \$2 million Irving Museum and Archives and multiuse Gallery on Main development.

With its new “Visit Plano, It’s All Here” tagline, Plano’s remarkable group market growth in recent years has been supported by assets such as the 299-room Hilton Dallas/Plano Granite Park. With convenient proximity to both DFW and Love Field Airports and Plano’s corporate and retail campus, conferees have 30,000 square feet of flexible space, plus an outdoor resort-style pool and diverse dining options.

Count creative expression in the destination appeal, too.



*ArtCentre of Plano, Credit: Visit Plano*

“Communities are defined and shaped by the importance they place on arts and culture, which imbue them with distinct personality,” said City of Plano Arts, Culture & Heritage Manager Michelle Hawkins.

“From jazz artists playing at the Shops at Legacy to hip-hop dance-offs in downtown Plano, our vibrant culture, much evolved over the past 30 years, brings visitors back again and again,” she added.

Organized as Plano Stages, five city-run venues showcase the variety. These include the 321-seat Courtyard Theater, Cox Building Playhouse and 1,000-seat outdoor Amphitheater at Oak Point Park. In the Downtown Plano Arts District, McCall Plaza offers flexible outdoor space with a covered stage for 100 to 500 people.

Other group draws include the ArtCentre of Plano, Interurban Railway Museum and Heritage Farmstead living-history museum.

Presenting some 1,400 Christmas events over 40 days, Grapevine's cultural claims include the "Christmas Capital of Texas." Group-ready venues include the Grapevine Opry, Texas Star Dinner Theater and 1940s Palace Arts Theatre. Art Along the Trail depicts the city's history with bronze sculptures along Historic Main Street. Other heritage draws include the popular Grapevine Vintage Railroad and the Grapevine Museums.

For larger meetings, Grapevine's Gaylord Texan Resort & Convention Center recently underwent a \$120 million expansion, bringing the property's totals to 1,814 rooms and more than 490,000 square feet of space.

The expansion includes a new 30,000-square-foot ballroom, 30,000 square feet of breakout space and approximately 26,000 square feet of prefunction space.

In Mesquite, east of Dallas, groups can get a real flavor of Texas at the summertime Mesquite Rodeo, which dates to the 1940s.

## **Dallas-Fort Worth Metroplex CVB Contact Information**

### **Arlington CVB (<http://www.arlington.org>)**

817.265.7721

### **Frisco CVB (<http://www.visitfrisco.com>)**

972.292.5250

### **Grapevine CVB (<http://www.grapevinetexasusa.com>)**

817.410.3185

### **Irving CVB (<http://www.irvingtexas.com>)**

972.252.7476

### **Mesquite CVB (<http://www.realtexasflavor.com>)**

972.204.4925

### **VisitDallas (<http://www.visitdallas.com>)**

214.571.1000

### **Visit Fort Worth (<http://www.fortworth.com>)**

817.336.8791

### **Visit Plano (<http://www.visitplano.com>)**

972.422.0296

## About the Author



### **Jeff Heilman**

*Senior Contributor*

Jeff has been covering North American and global destinations, trends and other topics for Meetings Today since 2004. His work has appeared in the Chicago Tribune, New York Daily News and Passport Magazine.

## Texas

### Dallas-Fort Worth: 5 Distinctive Cultural Event Venues

by [Je Heilman \(/author/authorid/8\)](#)

Andy Warhol in a shopping mall? The late Pop Art icon's Myths (1981) is among 50-plus internationally acclaimed works of 20th and 21st century art on display at **NorthPark Center** (<http://www.northparkcenter.com>).

Opened in 1965, late real-estate developer Raymond Nasher's pioneering climate-controlled retail center won the American Institute of Architects' Design of the Decade Award in 1966 for its purposeful infusion of culture in a commercial space.

Today, it's the Metroplex's leading tourist draw, welcoming some 26 million visitors each year.



*Billy Bob's Texas in Fort Worth, Credit: Erik Clapp*

Event hosting is only for local community and philanthropic groups, but with some 252 unique boutiques, dining and museum-quality art, it's an off-agenda must.

Other significant works include renowned sculptor Mark di Suvero's 48-foot-tall, 12-ton Ad Astra (2005), the only indoor, public display of his works in the world.

Contributors to the NorthPark Center Art Collection include the **Nasher Sculpture Center** (<http://www.nashersculpturecenter.org>).

Opened in 2003 in the heart of the Dallas Arts District, the 300-plus collection assembled by Nasher and his wife Patsy ranks among the finest in the world. Designed by legendary museum architect Renzo Piano, the building and its garden, in partnership with Wolfgang Puck Catering, are an oasis for private events amid works from Miro, Moore, Picasso, Rodin and other masters.

Former Dallas Cowboys' star quarterback Troy Aikman once jumped onstage to help sing Mamas Don't Let Your Babies Grow Up To Be Cowboys. Willie Nelson has played here over 50 times. Whatever the occasion, memorable times take center stage at **Billy Bob's Texas** (<http://www.billybobstexas.com>).

Opened in 1981 in a former 1910 open-air barn used to house cattle for the Fort Worth Stock Show, the "World's Largest Honky Tonk" features live entertainment, dining, bull riding and multiple rooms for intimate to large-scale events. Offering 100,000 square feet of space, venues range from the 120-person Guitar Bar to the 1,900-capacity Showroom. Other services include the full production of outside events and talent booking.

Groups can also kick up their heels and satisfy their appetites with live entertainment and authentic homegrown Texas cuisine at **The Ranch at Las Colinas** (<http://www.theranchlc.com>).





*The Ranch at Las Colinas in Irving, Credit: Jeff Heilman*

This Irving hot spot features multiple event and banquet rooms including the Fleetwood and Eldorado Rooms, each accommodating 100 guests. The 150-capacity Ranch Pavilion features vintage neon signs, porch bar and stage for live performances by up-and-coming Texas musicians and bands.

From Galveston crab and Texas Kobe beef raised in the Southern Plains to Austin rum and Fort Worth cornmeal whiskey, the seasonal, chef-driven menu delivers a true taste of Texas. Groups of six can add a helicopter sightseeing tour of downtown Dallas and the surrounding area with partner **DFW Heli-Tours** (<https://dallashelicoptertour.com>).

Plano area groups can experience singular soap opera history at **Southfork Ranch** (<http://www.southforkranch.com>). After serving as the primary shooting location for legendary TV show *Dallas*, this famed space became a larger-than-life event venue.

While the feuding Ewing family of the long-running series was pure fiction, Southfork's undiminished global allure provides serious branding and marketing returns for the region.

As VisitDallas President and CEO Phillip Jones noted at the show's 40th anniversary commemoration last year, the show "helped shape international perceptions of the city of Dallas."

Set on 357 acres of groomed ranchland near Plano, "The World's Most Famous Ranch" offers 63,000 square feet of flexible space for up to 10,000 attendees.

Plus, groups can partake in Ewing Mansion property tours, trail rides, chuckwagon dinners and more.

**Related Dallas-Fort Worth Destination Coverage:**

**Arts Event Venue Highlights in Dallas-Fort Worth** (<https://www.meetingstoday.com/magazines/article-details/articleid/33041/title/dallas-fort-worth-metroplex-arts-event-venue-highlights>)

**AT&T Stadium and The Star Show Off Dallas Cowboys Art Collection**  
(<https://www.meetingstoday.com/magazines/article-details/articleid/33128/title/dallas-cowboys-art-collection>)

**A Meeting Planner Guide to Fort Worth's Massive Arts Boom**  
(<https://www.meetingstoday.com/magazines/article-details/articleid/33130/title/fort-worth-massive-arts-boom>)

## About the Author



**Jeff Heilman**

*Senior Contributor*



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# Here's Why Irving, Texas Epitomizes Value

By **Johnalee Johnston** - January 22, 2019



In close proximity to Dallas and Fort Worth, Irving is an urban oasis that is full of surprises for meetings and incentives groups.

In the heart of the Metroplex, Irving, Texas offers more than 75 hotels, a bustling convention center and the convenience of access to local and tri-city attractions, dining and entertainment. Here are some options to consider.

The Backyard at Aloft Las Colinas was made for events. Rolling green dotted by trees and a multi-hued rock wall forms a peripheral around



modern outdoor seating lit by white subtle lamps. Likewise, attendees simply will not expect the feeling of seclusion or the fine Italian cuisine served in a courtyard patio at the Omni Mandalay Hotel at Las Colinas on Lake Carolyn, which they can explore by gondola or stand-up paddleboard during downtime. Both experiences are what you'd expect, however, from hotels that sit in the middle of a 12,000-acre urban sprawl, in this instance, Las Colinas, in the heart of Irving, Texas.

Scattered among the greenery, lakes, jogging trails and canals are museums, fine dining, entertainment and shopping, not to mention plenty of hotels for large-scale meetings and conventions: Hyatt, Wyndham and a new Westin convention center hotel next year. Also of note is the 250,000-sf Toyota Music Factory, featuring an indoor-outdoor amphitheater, The Pavilion at Toyota Music Factory, bars and restaurants and a 50,000-sf event plaza.

The largest equestrian sculpture in the world, the "Mustangs of Las Colinas," depicting nine bronze mustangs galloping across a granite prairie stream, and coinciding exhibit can be found here. Marble cow sculptures, at the top of Brune Hill, also pay homage to the city's ranching history. And for groups looking to get a sense of Irving's past, look no further than the Heritage District for colorful antique shops, the historic Heritage House, dining at a classic soda shop and an overall small town square atmosphere. Heritage Park contains the 19th century Caster Cabin, a replication of the early 20th-century Rock Island Depot, and Irving's first water tower, windmill and library.

### **Johnalee Johnston**

Johnalee Johnston is the executive editor of Prevue where she combines passion for travel, culture and storytelling on a daily basis. With 17+ years of cultural, civic and travel writing under her belt, her sense of curiosity about the world only continues to grow. Johnalee holds a B.S. degree in journalism and a M.A. in international relations.

THE WESTIN IRVING CONVENTION CENTER AT LAS COLINAS TO OPEN SOON

POSTED JANUARY 31, 2019



The **Westin Irving Convention Center at Las Colinas** (<https://www.marriott.com/hotels/travel/daliw-the-westin-irving-convention-center-at-las-colinas/>), part of Marriott International, is set to open its doors in late winter 2019.

Located adjacent to the Irving Convention Center and Toyota Music Factory, the hotel is owned through a public-private partnership between the city of Irving and developer Garfield Public/Private LLC.

“We look forward to our hotel bridging the gap for visitors to our city and all that Irving has to offer,” says Todd Winch, general manager at Westin Irving Convention Center at Las Colinas. “The hotel will provide an upscale and convenient option for business and leisure travelers, and will offer our guests and locals alike a personalized hotel experience and proximity to all area activities.”

From the Harmony Grand Ballroom to the Cadence Boardroom, the hotel features more than 30,000 square feet of flexible indoor and outdoor space for energizing events. With two ballrooms, two boardrooms, a 10,000-square-foot event lawn and event space by the pool, the Westin Irving Convention Center is ideal for gatherings and events of all kinds.

Located at the center of the Las Colinas entertainment district, the hotel will offer access to numerous DFW attractions. Guests can ride the DART orange line in, visit plenty of dining options, catch a concert at the Toyota Music Factory, or follow the RunWESTIN™ routes and discover local spots along the way.

“The Westin Irving Convention Center at Las Colinas provides the final component of Irving’s vision for its convention district,” says Maura Gast, executive director at the Irving Convention & Visitors Bureau. “With the Westin’s opening, meeting professionals and attendees now have a perfectly efficient destination package with the Irving Convention Center and Toyota Music Factory with its Live Nation Pavilion and restaurant options. With Irving’s unbeatable location in the heart of Dallas/Fort Worth and between DFW International Airport and Love Field, Irving is now the ideal sweet spot for meetings and conventions.”

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#### [SHERATON DALLAS HOTEL INTRODUCES FIVE NEW FOOD AND BEVERAGE CONCEPTS AS PART OF A MULTIMILLION DOLLAR RENOVATION \(/SHERATON-DALLAS-HOTEL-INTRODUCES-FIVE-NEW-FOOD-AND-BEVERAGE-CONCEPTS-PART-MULTIMILLION-DOLLAR\)](#)

**Sheraton Dallas Hotel** (<http://sheratondallashotel.com>), the largest hotel in downtown Dallas, is currently undergoing an extensive renovation of all public areas, guest rooms, and meeting and convention space. As part of its ongoing multimillion-dollar renovation, the hotel introduced five new food and beverage concepts. Three of the five have opened, and the additional two will open by early February.

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[-NEWS - \(/NEWS\)](#)

#### [TWO MULES CANTINA HAS OPENED AT TEXICAN COURT \(/TWO-MULES-CANTINA-HAS-OPENED-TEXICAN-COURT\)](#)

**Two Mules Cantina** (<https://www.texicancourt.com/>), highly-anticipated bar and restaurant within Valencia Group’s new Texican Court, is now open for breakfast, dinner, happy hour and weekend brunch. Executive Chef Patrick Hildebrandt has created a destination to showcase Southwestern-inspired dishes.

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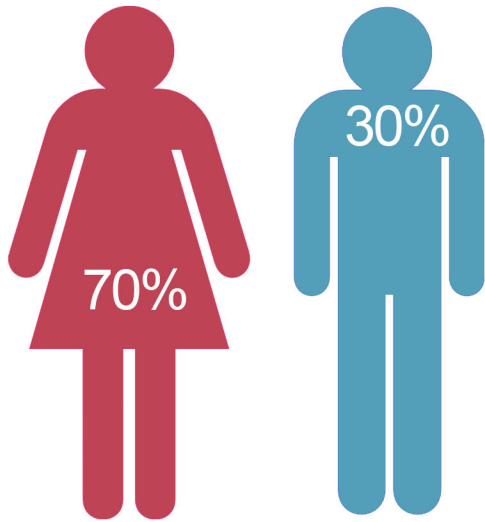
#### [GEORGE R. BROWN CONVENTION CENTER INTRODUCES NEW BRIGGO’S ROBOTIC COFFEE HAUS \(/GEORGE-R-BROWN-CONVENTION-CENTER-INTRODUCES-NEW-BRIGGO%E2%80%99S-ROBOTIC-COFFEE-HAUS\)](#)

Event attendees at the **George R. Brown Convention Center** (<https://www.grbhouston.com/attendees/events-calendar/>) (GRB) will now be able to enjoy coffee from the first robotic, connected coffee service in Houston—the Coffee Haus, located across from the Marriott Marquis Houston’s skywalk. Houston First, which owns and operates the GRB, and its hospitality team powered by Levy, Houston Inspired Catering, have partnered with Austin-based **Briggo** (<https://briggo.com/>) to implement this service.



# IRVING TEXAS

Social Media Facts - January 2019



Geographical Breakdown

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

## FOLLOWERS

	56,527	↑ 974
	5,503	↑ 7
	5,394	↑ 14

## FACEBOOK

	98,536	IMPRESSIONS
	75,523	USERS

## TWITTER

	16,400	IMPRESSIONS
	595	PROFILE VISITS

## INSTAGRAM

	12,180	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 – January 2019



FACEBOOK >



**Followers 12,615**



41



658,707

IMPRESSIONS



287,634

USERS



186,053

CHECK-INS



TWITTER >



**Followers 2,479**



-6



4,971

IMPRESSIONS



174

PROFILE VISITS



INSTAGRAM >



**Followers 1,921**



2



0

IMPRESSIONS

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, FEBRUARY 25, 2019

# CONVENTION CENTER MANAGEMENT REPORTS





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

February 15, 2019

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>9,870</b>	<b>2,476</b>	<b>57,476</b>	<b>131,471</b>	<b>244,859</b>	<b>199,858</b>
Ancillary Income	<b>432,065</b>	<b>386,245</b>	<b>336,247</b>	<b>1,373,793</b>	<b>1,482,287</b>	<b>1,516,838</b>
Total Event Income	<b>441,935</b>	<b>388,721</b>	<b>393,723</b>	<b>1,505,264</b>	<b>1,727,146</b>	<b>1,716,696</b>
Other Income	<b>76,444</b>	<b>52,536</b>	<b>52,536</b>	<b>156,677</b>	<b>243,500</b>	<b>272,498</b>
Adjusted Gross Income	<b>518,379</b>	<b>441,257</b>	<b>446,259</b>	<b>1,661,941</b>	<b>1,970,646</b>	<b>1,989,194</b>
Indirect Expenses	<b>(553,071)</b>	<b>(575,296)</b>	<b>(543,988)</b>	<b>(2,239,575)</b>	<b>(2,311,970)</b>	<b>(2,221,468)</b>
Net Income (Loss)	<b>(34,692)</b>	<b>(134,039)</b>	<b>(97,729)</b>	<b>(577,634)</b>	<b>(341,324)</b>	<b>(232,274)</b>

- January's total event income surpassed budget by \$50,000 thanks to a strong showing from Hilti.
- Total indirect expenses stayed within budget for the month.
- Overall, the ICC beat budget by close to \$100,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>649,574</b>	<b>459,943</b>	<b>464,432</b>	<b>2,066,880</b>	<b>1,751,568</b>	<b>2,061,166</b>
Net Income/(Loss)	<b>384,540</b>	<b>325,095</b>	<b>275,097</b>	<b>1,205,178</b>	<b>1,266,804</b>	<b>1,352,807</b>
Net Income/(Loss) %	<b>59.20%</b>	<b>70.68%</b>	<b>59.23%</b>	<b>58.31%</b>	<b>72.32%</b>	<b>65.63%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>22</b>	<b>79</b>	<b>17,781</b>	<b>72,879</b>
Current Year	Current Year	Current Year	Current Year
<b>20</b>	<b>86</b>	<b>20,251</b>	<b>68,394</b>
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>3,920</b>	<b>15,550</b>	<b>0</b>	<b>-</b>
Current Year	Current Year	This Month	Current Month
<b>835</b>	<b>2,102</b>	<b>13</b>	<b>90.2%</b>
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
<b>31</b>	<b>87</b>	<b>2.76</b>	<b>3.97</b>
Current Year	Current Year	Tons Composted	Tons Recycled
<b>29</b>	<b>101</b>	<b>54%</b>	<b>29.32</b>
Prior Year	Prior Year	Waste Diversion Rate	Tons of Wood and Concrete Recycled from Hilti

## **Target Industry Bookings**

HCA – May 2019

Elevate IT – July 2019

## **February and March at a Glance**

- February 1-3 North Texas Comic Book Show
- February 11-12 Vistage
- February 13 IAEE DFW President's Day Luncheon
- February 17-20 TexSom International Wine Awards
- February 18-19 Grocer's Supply Food Show
- February 20-23 Scrapbook Expo
- February 24-27 Southern Baptists of Texas Evangelism Conference
- February 28 – March 1 IES Quality Summit
- March 2-4 National Prayer Luncheon for Life
- March 5 IPD Annual Awards Banquet
- March 8-10 Great America Franchise Expo
- March 9-17 Art Life
- March 11-12 Head Start of Greater Dallas
- March 21-23 Young Adult Book Festival
- March 24 Quinceanera Expo
- March 25-31 The NBM Show

cc: Tom Meehan, General Manager, SMG



February 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 Zest Fest *	28 ICVB Board of Directors Meeting	29 2019 State of the City Annual Banquet IBAT 2019 Regional Meeting-Luncheon	30 2019 Management Kickoff (Mr. Cooper)	31	1 North Texas Comic Book Show *	2 Holt Cat Job Fair
3 North Texas Comic Book Show *	4 North Texas Commission	5 ICVB Destination Development Committee Meeting	6 Franklin Covey 2019 Dallas Leader in Me Symposium	7 AATC - Maintenance Mania Project Enterprise	8 Focus North Texas	9 Irving Fire Department Banquet Delta Sigma Theta Luncheon
10 My Big Fat Desi Wedding	11 Vistage Executive Summit 2019	12	13 IHIAM IPD Annual Awards Banquet Tasting * Berkshire Hathaway Westin Hiring Event * IAEE DFW Presidents Day Luncheon	14 North Texas Commission	15 Dallas Baptist University Gateway Church - Father/Daughter Dance Zurixx, LLC Meeting	16
17	18 Grocer's Supply Food Show	19	20 Scrapbook Expo 2019 *	21	22	23
24	25	26	27 Decatur High School Prom Tasting	28 Camden Awards Luncheon	1	2 National Prayer Luncheon For Life Family Promise of Irving Gala DFW Sport Clips Awards and Gala
TexSom International Wine Awards 2019			6th Annual IES Quality Summit			

Green - Definite  
 Red - Prospect  
 Blue - Tentative  
 \* - Public show

March 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	1	2
Southern Baptists of Texas Evangelism Conference			Decatur High School Prom Tasting	Camden Awards Luncheon	National Prayer Luncheon For Life	
				6th Annual IES Quality Summit		Family Promise of Irving Gala
						DFW Sport Clips Awards and Gala
3	4	5	6	7	8	9
National Prayer Luncheon For Life		IPD Annual Awards Banquet *		IPSOS Automotive Clinic		
				Art Life		
				The Great American Franchise Expo		
10	11	12	13	14	15	16
IPSOS Automotive Clinic			QuikTrip Meeting	Art Life *		
The Great American Franchise Expo		Head Start of Greater Dallas				
17	18	19	20	21	22	23
Art Life*		Boards and Commissions Dinner		Young Adult Book Festival *		
24	25	26	27	28	29	30
Quinceanera Expo *		The NBM Show				
Century 21 Awards Banquet			Medical City Health Nurses Graduation Ceremony			
31	1	2	3	4	5	6

April 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 The NBM Show	1	2 Disney Destinations Discover the Magic Tour 2019	3	4	5 Richardson High School Prom	6 Decatur High School Prom
			2019 DFW Fiber Fest *			
	Texas Alliance Annual Meeting					
7 2019 DFW Fiber Fest*	8	9	10 Women's Business Council Southwest Connections 2 Contracts	11-13 Kameha Con *		
	NTBA					
Dallas Geologic Society						
14 Kameha Con *	15	16 Grocer's Supply Food Show	17-18 Innotech Dallas		19	20
		7x24 Exchange Lone Star Chapter 2019 Spring Conference				
21	22 ICVB Board of Directors Meeting *	23	24	25-26 CFO Forum		27 India Property Show
		Texas ASLA 2019 Annual Conference				27 Coppell High School Band Banquet
28 India Property Show	29 Spring Conference on Special Education Law	30	1 Imagine Irving Art Contest	2 HCA	3-4 Baylor Scott & White Health Texas Provider Network	
2019 Dallas/Fort Worth Restaurant Resource Show			Exploring Educational Excellence		TD Industries Quarterly Meeting	Ranchview High School Prom
Coppell High School Band Banquet		Breakfast with the Stars		Nexstar National Talent Competition		

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, FEBRUARY 25, 2019

## INDUSTRY REPORTS / BOARD PARTNERS



# Four Seasons Resort and Club Dallas at Las Colinas Lauded Among Best in Texas by U.S. News & World Report

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Published: 11 February 2019

While San Antonio's much-honored Hotel Emma remains the darling among Texas hotels, three Dallas-area luxury hotels check in near the top, too. A new ranking of Texas' top 15 hotels by U.S. News & World Report puts the Rosewood Mansion on Turtle Creek at No. 3, Four Seasons Resort and Club Dallas at Las Colinas at No. 4, and the Ritz-Carlton, Dallas at No. 6.

The publication says the well-ranked Mansion supplies "the tranquility needed for a good night's sleep alongside the convenience of a relatively central location."

At the Las Colinas property, the authors laud the 18-hole golf course, spa, and more amenities, remarking, "there's no shortage of things to do at this resort, from practicing your tennis swing to lounging by one of the four pools."

And they describe the Ritz-Carlton's rooms as top notch: "Spacious and elegant, these high-end digs come equipped with 400-thread-count linens and iPod docking stations, not to mention HD televisions, and fully stocked minibars."

U.S. News & World Report ranks the best hotels in Texas based on its analysis of industry awards, hotel star ratings, and user ratings.

After the publication sifted through all of that data, San Antonio's Hotel Emma comes out on top in Texas. The magazine notes that Hotel Emma "stands out among travelers for its cool culture."

In lauding the boutique hotel's cool factor, the publication gives a nod to Hotel Emma's transformation from the former Pearl brewery to a high-end destination. The authors highlight the presence at Hotel Emma of many of the brewery's original architectural features.

Guest rooms at Hotel Emma are “exceptionally styled and comfortable,” thanks to amenities like 48-inch flat-screen TVs, beds with Frette linens, and luxury bathrobes.

They also spotlight the veritable buffet of food options served up by Hotel Emma, as well as its rooftop pool, fitness center, library, and gift shop, stellar customer service, and its prime location just north of downtown San Antonio.

In all, four hotels in San Antonio appear on the magazine’s list of the 15 best hotels in Texas, including the Emma, The St. Anthony, Mokara Hotel & Spa, San Antonio, and the JW Marriott San Antonio Hill Country Resort & Spa.

Houston, meanwhile, has five properties in the top 15; its highest-ranked hotel is Hotel Granduca (No. 2). “From the gourmet cuisine at Ristorante Cavour to afternoon tea, this property knows how to help guests slow down and unwind,” U.S. News & World Report raves about Hotel Granduca.

In Austin, three hotels make the top 15. Four Seasons Hotel Austin grabs the top spot in the Capital City (No. 5). U.S. News & World Report points out that the Four Seasons “earns rave reviews from travelers thanks to its sumptuous atmosphere and extremely friendly service staff.”



## News Flash

### INVESTING IN OUR FUTURE

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Posted on: February 1, 2019

## City Moves Forward With Irving Archives and Museum Construction



When the City of Irving opens the doors to the Irving Archives and Museum (IAM) in 2019, the goal is simple: for residents to see themselves represented in the new community museum.

Construction began in January on the \$2.8 million project, which has been in planning and design for the past year. The project is a joint effort between the City of Irving Arts and Culture Department and the Capital Improvement Program. The 22,000-square-foot facility will open on the first floor of the former Irving Central Library, [801 W. Irving Blvd.](#) The space will showcase a Smithsonian Spark!Lab, temporary and permanent exhibits, and a community space. The city will hold a soft opening this summer, while a grand opening featuring the central exhibit is set for fall 2019.

The new facility will reflect on the city's origins and highlights throughout the 20th century. The IAM will emphasize innovative exhibits and programs, along with a special focus on the city's growing and diverse community.

### EVOLVING SPIRIT

Under the Arts and Culture Department's leadership, the museum will be a Smithsonian Affiliate, which will create opportunities for traveling exhibitions and access to the Smithsonian's collections.

The city will highlight these in the 2,200-square-foot Temporary Exhibition Gallery. The gallery also will host locally curated exhibitions and will have the flexibility to accommodate exhibits that differ in size and scope.

The museum will feature the state's first Smithsonian Spark!Lab. The lab is an interactive space intended for children ages 6 to 12 to investigate, create, experiment and explore using innovative problem-solving skills. The space will encourage families to participate and interact with the activities and to think like inventors.

A community space will overlook Veterans Memorial Park and will feature linoleum flooring in shades of blue and green intended to represent the Elm Fork and the West Fork of the Trinity River. The space is intended to provide Irving's diverse community the opportunity to host small events such as food demonstrations, performances or hands-on activities and crafts. The goal of the area is to reflect the evolving cultures of Irving.

## **HIGHLIGHTING IRVING'S HERITAGE**

The central exhibition of the IAM will feature a 4,000-square-foot permanent gallery devoted to the history and cultural heritage of the city. The adaptable exhibit will chronicle chapters of the city's history, including the early history of the region and the suburban growth of Irving. Additionally, it will feature the evolution of Irving as an international city with exhibits on the construction of the former Texas Stadium site and Dallas/Fort Worth International Airport, as well as the creation of Las Colinas.

The exhibit also will include some small-scale models from The Mustangs of Las Colinas sculpture. The Mustangs will continue to be connected to the history of Las Colinas.

The Ruth Paine House Museum Visitors Center will move into the current Irving Archives location, across the lobby from the museum. Additionally, the Irving All-Sports Hall of Fame will move from its home at Senter Park Recreation Center to its own location adjacent to the Ruth Paine Visitors Center. The Arts and Culture Department will integrate Irving high schools' sports-related memorabilia, including uniforms, letter jackets, pictures and mascots from the archival collections into the Hall of Fame exhibit.

## **PRESERVING HISTORY**

Irving Archives will move from its current location on the first floor of the former Irving Central Library to inside the new museum. The location will bring Irving's collection of historical artifacts to the forefront. The department plans to incorporate archival materials into the exhibits. Those materials not on display will be stored in museum-quality, climate-controlled spaces. Museum visitors will learn about the process of archiving, as well as its importance in understanding the past.

The city will incorporate an energy management system throughout the building that will improve the efficiency of the heating, ventilation and air conditioning system. The new system will allow the museum to control the temperature and humidity in each area — a necessity when housing historical documents and artifacts. Additional improvements include remodeling the IAM's restrooms; installing modern light fixtures, flooring and paint; and providing office space and

volunteer rooms. A museum store also will be built into the new museum and will feature local and Texas-sourced merchandise.

The modifications to the facility as a whole will extend and enhance the life of the former Irving Central Library, which houses City of Irving office space and The Study, along with the new museum and archives.

For more information on the City of Irving Arts and Culture Department, visit [City of Irving's Arts and Culture](#). Visit [Investing in Our Future](#) for more information on the city's ongoing infrastructure initiative.

# Music, Movies and More this March at Irving Arts Center

## **Ilya Yagushev, Entertainment Series of Irving**

Russian pianist Ilya Yakushev continues to astound and mesmerize audiences at major venues worldwide. Winner of the World Piano Competition in Cincinnati, Ilya received his first award at age 12 at the Young Artists Concerto Competition in St. Petersburg. He went on to receive the Mayor of St. Petersburg's Young Talents award, and First Prize at the Donostia Hiria International Piano Competition in San Sebastian, Spain. He is the recipient of The Award for Excellence in Performance, presented to him by the Minister of Culture of the Russian Federation in Moscow and is the recipient of many other awards; too numerous to list here.... don't miss your chance to see him in Irving!

**March 2 @ 7:30 PM | Carpenter Hall | \$26.50**

## **Alex Clark, The A Lotta Nada Tour**

Alex Clark is a seasoned comedian, YouTuber, and animator most known for his self-titled animated YouTube channel "It's Alex Clark" where he has amassed nearly 4 million subscribers. This one night only event will include improv and stand up. Audiences can expect stories about his ridiculous family with tons of laughs and a few surprises. Alex is a 4-time people's choice award winner, and has appeared on America's Got Talent.

**March 2 @ 8 PM | Dupree Theater | \$26.50-\$46.50**

## **Beneath the Scar, The Movie**

Author, long-time educator and motivational speaker Dr. Sheila Samone Brown's book, *Beneath the Scar: Rise to Healing*, has adapted as a screenplay by Director Cynthia Reid Wills. Unlimited Arts of Dallas presents the premier of *Beneath the Scar: The Movie*, revealing the story of Samantha Allen (Nykol Harris), the beautiful Mississippi debutante and member of one of the town's most prominent families.

**March 3 @ 3:30 PM | Carpenter Hall | \$20-30**

## **March Madness, Lone Star Youth Orchestra**

Sporting events are not the only events causing excitement around this time of year. Featuring works ranging from marches to waltzes, March Madness will have the audience dancing out the door.

**March 6 @ 7 PM | Carpenter Hall | \$6.50-\$13.50**

## **JumpstART Stories & Art: Happy Birthday**

Green eggs and ham, anyone? Explore new stories and fun art projects during this creative story time. Create a take-home art project and then browse the galleries with your kids as part of this fun and free morning activity held the first Thursday of each month. For the March edition, we'll celebrate the birthday of Dr. Seuss, the legendary

author and illustrator of such classics as Horton Hears a Who, Cat in the Hat, The Grinch Who Stole Christmas and The Lorax.

**March 7, 10 AM | Suite 200 | FREE**

### **Celtic Nights**

Through music, song and dance, Irish history comes to life. It's the story of America, Australia, Canada, and New Zealand; a story of a people moving across Oceans from all nations in hopes for a better and brighter future.

**March 8 @ 7:30 PM | Carpenter Hall | \$20-\$40**

### **Working with Wax: An Introduction to Encaustic Painting**

Designed for beginning to intermediate artists ages 17 and older, introductory encaustic painting workshops will be offered on two dates in March. The workshops will provide hands-on instruction in the materials, techniques and tools of Encaustic Painting. After a brief history lesson in this ancient art form, participants will be able to make as many test panels as they wish and go home with their own 8" x 12" finished painting. Materials and art supplies are provided and included in the cost of registration.

**March 9, 16 | Suite 200 | \$75**

### **The Rise of a Chain Breaker**

This one-night only theatrical event is presented by Puissance Maison Productions, Center of Empowerment for Families & Youth. The drama unfolds as a group of dynamic and successful women from all walks of life, check into a mental institution which supports women who have suffered emotional, physical and spiritual trauma. What appears to be a common insane asylum is transformed into a House of Healing, as these women come together in a powerful way, turning their trials and tragedies into triumph.

**March 9 @ 7 PM | Carpenter Hall | \$26.50 - \$36.50**

### **Second Sunday Funday: Playing with Patterns**

Did you know March is Texas History Month, Women's History Month and National Quilting Month?! Join us for quilt-inspired art-making activities led by members of the Irving Quilt Guild! Second Sunday Family Fundays hands-on art days give parents and children projects they can co-create, far from daily distractions.

**March 10, 1-4PM | Suite 200 | FREE**



### **Art Rocks! Camp Registration Opens March 15**

We will rock you with mind-expanding musical adventures, geological explorations, and unique experiences in visual arts, theatre, music, and more at Irving Arts Center, June 3 – August 9, 2019. Registration opens March 15.

Visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com) for full camp listings and descriptions, scholarship application, and registration information.



### **The Night of the Iguana, MainStage**

Widely hailed as Tennessee Williams's last great play, *The Night of the Iguana* grapples with some of life's biggest mysteries. A defrocked priest has been accused of having inappropriate relations with a teenage girl. He seeks shelter at a Mexican inn run by his blowsy, widowed old friend who finds herself competing for his attentions with a kindly spinster who is caring for her grandfather, an aging poet. Of this play, the *New York Times* raves, "This is Tennessee Williams at the top of his form."

**March 15-30 | Dupree Theater | \$21-\$28**

**Evening performances @ 7:30 PM**

**Sunday Matinees @ 2:30 PM**

### **Paul Siverthorne, Las Colinas Symphony Orchestra**

LCSO presents an evening concert featuring Paul Siverthorne, Viola; AUBER Overture to *The Bronze Horse*; WALTON Concerto for Viola and Orchestra and the fourteenth annual Movie Scores Quiz!

**March 16, 7:30 PM | Carpenter Hall | \$16.50-\$46.50**

### **Miss Texas Latina Pageant**

The Miss Texas Latina Pageant is one of the largest state pageants for Latinas in the United States. For more information, please visit [MissTexasLatinaUS.com](http://MissTexasLatinaUS.com).

**March 17 | Irving Arts Center**

### **TwoSet Violin World Tour (The Journey of a Soloist)**

The classical comedy duo founded in 2014 by Australian duo Brett Yang and Eddy Chen, known as TwoSet Violin, first went viral with their funny and sometimes painfully accurate videos depicting life as classical musicians. With over 1,500,000 followers and over 200 million views worldwide, TwoSet inspires musicians everywhere with humor and a relatable "imperfectness."

**March 18 | Carpenter Hall | \$35-\$75**

### **Spotlight Dance Cup**

Spotlight Dance Cup comes to Irving March 22 through March 24. For more information, please visit [Spotlightevents.com](http://Spotlightevents.com).

**March 22-24 | Irving Arts Center**

### **Aga Khan Foundation Youth Summit**

The Aga Khan Foundation 2019 Youth Summit features the works of high school students who have participated in art, spoken word, and innovative challenge competitions based on the theme: "A Global Vision for a Brighter Future."

**March 30 @ 12-4 p.m. | Suite 200 | Free**

### **Grand Finale "Spectrum" A Tribute to Motown and R&B, Irving Symphony Orchestra**

The Irving Symphony Orchestra concludes its spectacular season presenting a tribute to Motown and R&B with guest artists: Spectrum, the Motown Men. Relive the musical magic of Motown greats such as The Temptations, The Four Tops, Smokey Robinson & The Miracles, The Spinners and much, much more. This super group recreates the style and sounds of the greatest Motown music, classic soul and R&B. A fitting conclusion to a great season!

**March 30 @ 7:30 PM | Carpenter Hall | \$38-\$49**

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## **March Exhibitions in the Galleries (FREE)**

**Free guided gallery tours are now offered every Thursday @ 6:30 p.m. and every Sunday @ 2:30 p.m.!**

### **Nancy Macko: The Fragile Bee**

**Through April 28 | Carpenter Lobby**

California-based artist Nancy Macko has drawn upon images of the honeybee society to explore the relationships between art, science, technology and ancient matriarchal cultures. Macko combines elements of painting, printmaking, digital media, photography, video, and installation to create a unique visual language.

### **Here and Now: Prints by Carolyn Muskat**

**Through March 31 | Dupree Theater Lobby**

An exhibition of the works of printmaker Carolyn Muskat is being held in conjunction with the 2019 Southern Graphics Council International Conference (SGCI) scheduled for North Texas, March 6-9. Carolyn owns and operates Muskat Studios, a printmaking studio in Somerville, Massachusetts. She is the recipient of the 2019 SGCI Excellence in Teaching Award.

**Artist Reception March 6 from 7-9 p.m.**

### **Richard Widener: Going Solo**

**March 2- March 31 | Focus Gallery**

Richard Widener has been an Irving resident for over sixty years. Real estate was his profession, but art has been his avocation since the age of ten. He has worked in a variety of mediums including clay, oil, acrylic and printmaking and has taken many classes over the years at North Lake College. He will celebrate his 92nd birthday at the opening of his first one-person show on March 2.

**Reception for the Artist: March 2, 6-8 p.m.**

### ***Annual Exhibition of Irving ISD Student Artwork***

**March 6 – May 11 | Main Gallery**

Featuring artwork by IISD elementary, middle and high school students. In addition, graduating seniors, most of whom have taken advanced placement (AP) courses in the visual arts exhibit works from their portfolios built up during the four years at their respective high schools.

**Elementary: March 6-20, Open House, March 19, 6-7:30 p.m.**

**Middle: March 23- April 3, Open House, March 26, 6-7:30 p.m.**

**High School General: April 6-22, Reception, April 16, 6-7:30 p.m.**

**High Senior Portfolio: April 25-May 12, Reception, April 30, 6-7:30 p.m.**

## **Out of the Wild: Robert Glen Bronzes**

**Jan 12- March 31 | Courtyard Gallery**

Bronze sculptures of African wildlife by noted artist Robert Glen are featured. Glen is the sculptor of the iconic *Mustangs of Las Colinas*, a monumental installation of nine larger-than-life bronze horses that have graced Williams Square in Irving since 1984.

**The Galleries are free and open to the public. Gallery hours are as follows:**

**9 AM – 5 PM Monday, Tuesday, Wednesday and Friday;**

**9 AM – 8 PM Thursday;**

**10 AM – 5 PM Saturday and 1 – 5 PM Sunday.**

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# SPIRIT

## OF LASCOLINAS

INSIDE: Discover  
great coffee spots



Bi-Monthly Newsletter of LAS COLINAS ASSOCIATION





 FEBRUARY 2019

## LCA DEPARTMENTS: PROPERTY COMPLIANCE



*LCA Property Compliance Representatives (from left to right) : Kara Sloan, Jim Kolm, Jeff Posival (Director), Richard Koch, John Kauzlarich, Jimmy Dammer and Zach Orr.*

*Photo by Jessica Hubble*

Las Colinas is known for our business-friendly environment, beautiful neighborhoods, signature landmarks and the Urban Center. However, what makes Las Colinas one-of-a-kind is our architectural uniqueness. Some of this architectural uniqueness can be seen in our color beds throughout the community, as well as, our green spaces. Our standards support the routine maintenance of properties, from house paint to front yard plants.

The Property Compliance Department at LCA is fundamental to making sure our architectural uniqueness is upheld throughout the community, in new and existing properties. They do this by routinely checking that residential, commercial, and multifamily properties conform to Las Colinas Covenants, Conditions and Restrictions (CC&Rs) that apply to each property. Not only do they ensure construction is done according to approved plans, Property Compliance Representatives also make sure properties are properly maintained. When non-compliance is noted, the property owner is notified by

way of a letter indicating which items are not in compliance with the applicable deed restrictions and/or approved plans. This department works directly with owners to develop a timeframe that guide when changes or repairs must be made.

Last year, Property Compliance added a more in-depth Apartment Inspection Program that has been very successful in helping apartments maintain and/or improve their properties. This year, Property Compliance will add a new member to the team to keep up with Las Colinas growth.

### **Other things to know:**

Currently, LCA has six representatives, and one director, that drive marked vehicles from 8 am to 5 pm.

Several team members are currently on track for code certifications both at the State and National level.

For questions, send an email [compliance@lascolinas.org](mailto:compliance@lascolinas.org) or call 972-541-2345.





## Property of the Month

7347 Clementine



## LCA NEWS

The **Annual Meeting of Members** will be held on Tuesday, March 26th at 4:00 pm at Las Colinas Association, 3838 Teleport Blvd. More information coming soon!

If you live in a neighborhood that has an HOA, your fees may or may not be due at the beginning of the year. **LCA Annual Assessments** are not due at the beginning of the calendar year but rather July. It is important that you know both due dates.

**ARCHITECTURAL CONTROL:** Thinking about painting your home a different color? Submit your ACC application first! Find it on our website at <https://lascolinas.org/architectural-control/>. For questions, email [plans@lascolinas.org](mailto:plans@lascolinas.org).

**SAFETY:** One of your LCA assessment benefits is alarm monitoring. Security Services are often asked, "Do I have to use a phone line?" The answer is "no". While traditional landline (phone) monitoring is still available, LCA has been offering alternatives for years. LCA recently added the Member Mesh Radio Network; which is a private network that does not rely on phone lines, cell subscriptions or internet service. Sometimes, alarm companies tell members that LCA cannot monitor their systems without a phone line. This is not true. Please be cautious of someone trying to sell you something and feel free to ask us! Contact

LCA Security Services to find out more and let us be a resource in finding the best options, according to you! Contact us by email at [safety@lascolinas.org](mailto:safety@lascolinas.org) or by phone at 972-541-2345.

**PROPERTY COMPLIANCE:** Now is the time to think about your future plans for planting. It's also a great time to treat your lawn and plan exterior repairs.



*Leaves can clog your gutters. Now is the perfect time to clean them out.*

Clogged up gutters can encourage pests, mold, and rodents. It is important to keep gutters debris-free because they control the flow of rainwater and protect your walls, basement, crawlspace, roof, foundation, landscape and garden beds. Now is the perfect time of year to clean out your gutters!



## FEBRUARY AND MARCH COMMUNITY EVENTS



*The Las Colinas Farmers Market is held every Saturday from 10:00 am to 2:00 pm at 7701 N. MacArthur Blvd., Irving, Texas.*

Nutritional Therapy Practitioner, Jennifer Ostman will be teaching **"The Importance of Dietary Fats: Exploring high fat diets and energy levels"** on February 21st, and **"You Are What You Absorb: Gut health, probiotics, and explaining leaky gut"** on March 21st at Big Little Market. For more information stop by 5240 North O'Connor Blvd, #168. Tickets can be purchased at <https://www.jenniferostman.com/>

A famous pork culinary competition, **Cochon555**, is coming to the Four Seasons Resort in Las Colinas on Sunday, February 10th at 5 PM – 7:30 PM. Imagine a room filled with prominent chefs, farmers, sommeliers, distillers, brewers, and barkeeps, all working together to create the most luxurious dining experience! Proceeds go to Missouri startup, Piggy Bank, which supports new family farms and farms that have experienced a natural disaster. Tickets can be purchased at <http://cochon555.com/us-tour/2019-dallas/>.

Experience world eats at [The Las Colinas Farmers Market](#)

hosted by Four Seasons Markets. Sample microgreens, dressings, olive oils, honey, condiments and other foodstuffs while shopping for fresh, local produce. This market is held every Saturday from 10:00 am to 2:00 pm in the Lamberti's Ristorante and Wine Bar parking lot at 7701 N MacArthur Blvd, Irving.

**Pavilion at Toyota Music Factory** will host 2CELLOS: Let There Be Cello Tour on Saturday, February 16th at 8:00 pm. Through February and March, you can anticipate Mariah Carey – Caution World Tour, Julio Iglesias – The 50th Year Anniversary, Bill Maher and more upcoming concerts! Check out the Pavilion at Toyota Music Factory schedule at [www.livenation.com](http://www.livenation.com).

**Texas Local Live** will be at The Ranch at Las Colinas on Monday, February, 25th from 6:00 pm – 9:00 pm. Texas Local Live is a podcast that features live performances of new up and coming artists in the Texas Music Scene. Enjoy this free event at 857 W John Carpenter Fwy. You can find the podcast on Spotify and iTunes.





# Date Night



*The perfect date is dinner with your love, in a Venetian gondola, on beautiful Lake Carolyn, while the sun is setting, of course. Book your dinner cruise with Gondola Adventures Irving at <https://irving.gondola.com/> or call 855-466-3652.*

*Photography by Jessica Hubble*









## The Grounds

### When you want to sit and relax ●●●●●●●●●●

**Nosh & Bottle**  
370 West Las Colinas Blvd. Irving, TX 75039

They have a dark roast, light roast, decaf, a House Cold Brew and their own signature blend. Nosh & Bottle has more of a classic neighborhood coffee shop feel with offerings of single/double espresso, macchiatos, americanos, mochas, flavored lattes, and flavor additions such as French Vanilla, Hazelnut and Salted Carmel. Sugar Free is available too!

The brands behind the beverages: Fontana roaster is family run and located in Houston, Texas. Nosh & Bottle also serves Illy. Illy is a Hungarian-Italian company that is known its innovative coffee production methods as well as its premium coffees.



### When you want artisanal coffee ●●●●●●●●●●

**LAW at Four Seasons**  
4150 N MacArthur Blvd, Irving, TX 75038

You have options at LAW- drip coffee, espresso, cappuccino or latte, but we recommend the Café Macchiato. Frothy, foamy and creamy - it has the highest ratio of espresso to milk.

The brand behind the beverage: LAW serves coffee from an American brand called La Colombe coffee that specializes in high quality, artisanal coffee.



### When you're in a hurry ●●●●●●●●●●

**Big Little Market**  
5240 N O'Connor Blvd #168, Irving, TX 75039

Pop in and pop out. Big Little Market has a smooth, dark roast drip coffee. Get the simple, uncomplicated cup of joe and dress it up how you like it.

The brand behind the beverage: Cultivar, a local micro roastery in Dallas, specializes in direct trade coffee, which means that they have a special relationship with the coffee growers. Their coffee can also be found in East Dallas, Oak Cliff and Denton.





## March 5th is National Pancake Day!

Check out our Las Colinas Life blog to find the perfect spot to get your pancake fix in Las Colinas! You can find our blog at [lascolinas.org/community/las-colinas-life/](http://lascolinas.org/community/las-colinas-life/).

Strawberry Pancakes (top) and Banana Nutella Pancakes from Jam & Toast

  
**LAS COLINAS LIFE**  
**BLOG**  
[lascolinas.org/community/las-colinas-life/](http://lascolinas.org/community/las-colinas-life/)

  
**Exclusive Eating in Las Colinas**  
Download our restaurant guide at [www.lascolinas.org](http://www.lascolinas.org)

  
**Weather App**  
Search "Weather Link" in App Store or Google Play Store

  
**Story Suggestions**  
email [acline@lascolinas.org](mailto:acline@lascolinas.org)





# SPIRIT OF LAS COLINAS

3838 Teleport Blvd.  
Irving, Texas 75039-4303

**"A renowned, self-managed,  
master-planned community."**

liaisons@lascolinas.org  
www.lascolinas.org  
972-541-2345

## LAS COLINAS ARTIST



**Kathi Couch**



**"Splash of Red"**

Kathi Couch is a Dallas native and UNT alum with a bachelor's degree in Art. After raising two daughters and retiring from a 25-year long career in sales, the empty nester took up oil and acrylic painting. Some of Couch's first clients were her daughters' college friends who wanted unique abstract art for their apartments and houses. Her artwork is inspired by Jackson Pollock, Picasso, and Gino Hollander. In 2016, Couch was chosen by Women for the Arts, a division of The Texarkana Regional Arts & Humanities Council, to be their signature feature artist for their annual fundraiser.

View her artwork at [www.Kathicouchart.com](http://www.Kathicouchart.com).

# University of Dallas Gupta College of Business Announces Worldwide Accreditation

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Published: 31 January 2019

The University of Dallas' Satish & Yasmin Gupta College of Business is proud to announce the re-accreditation of its business undergraduate, masters and doctoral programs from the Association to Advance Collegiate Schools of Business (AACSB). The distinction, a hallmark of business education excellence, places the college in an elite group of institutions; less than five percent of business schools worldwide receive AACSB accreditation.

"AACSB International re-accreditation speaks volumes about the dedicated work that our faculty and staff in the Gupta College of Business do to engage our students, innovate our business education, and create lasting impact," said Brett J. L. Landry, Ph.D., dean and professor of cybersecurity.

To achieve AACSB accreditation, an institution's business program is required to undergo a meticulous internal review and evaluation process. During this period, the school must develop and implement a mission-driven plan to satisfy 20 quality standards relating to faculty qualification, strategic management of resources, and interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs.

Through the review process, the university's Gupta College of Business was visited and evaluated by business school deans with detailed knowledge of business education, applying accreditation standards that are widely accepted in the educational community.

"AACSB congratulates the University of Dallas on extending its accreditation," said Stephanie M. Bryant, executive vice president and chief accreditation officer of AACSB International. "The intense peer-review process confirms a school's continued focus on excellence in all areas, including teaching, research, curricula development and student learning. The University of Dallas' dedication to delivering high-quality business education will create the next generation of great leaders."