



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, February 26, 2018 @ 12:15 p.m.

**Dallas Marriott Las Colinas Hotel
Carrollton/Brown/Britain Room**

223 W. Las Colinas Blvd

(Lunch Served 11:15 a.m.)

**AMENDED
AGENDA**

**Irving Convention & Visitors Bureau Board of Directors
Monday, February 26, 2018 at *12:15 p.m.
Dallas Marriott Las Colinas
Carrollton/Brown/Britain Room
223 W. Las Colinas Blvd.
Irving, Texas 75039**

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

Consent Agenda

1. Approving ICVB Board Minutes for December 18, 2017
2. Accepting ICVB Financial Reports for December 2017 and January 2018
3. Review of 2017-18 First Quarter Hotel Occupancy Tax Collection Reports
4. Accepting Irving Convention Center Financial Reports for December 2017 and January 2018

Individual Consideration

5. Approving High Spirited Citizen Nominations

Reports

6. Board Chair Report
 - a. Recognition of Mark Cronenwett, outgoing TIF Board Chair
 - b. Recognition of Kayla Mansour, Cheryl Hopkins and Kathy Levine, ICVB Staff Award Winners
 - c. Recognition of Bob and Donna Bourgeois as High Spirited Citizens
 - d. Welcome to Clifton Thiebaud, General Manager, Dallas Marriott Las Colinas
 - e. Review of Lake Lewisville Dam Overview Presentation at Executive Committee Meeting
 - f. Schedule of Upcoming Meetings and Activities
 - g. Committee Assignments
 - h. City of Irving Water Infrastructure Tour – March 9, 2018
 - i. Next Board Meeting – March 26, 2018
 - j. Next Executive Committee Meeting – March 23, 2018
7. Board Committee Reports
 - a. Board Development – Debbi Haacke
 - Review of December 13, 2017 meeting
 - Next Meeting – March 16, 2018
 - b. Community Relations – Rick Lindsey
 - Review of February 16, 2018 meeting
 - Next Meeting – April 3, 2018

AGENDA - Continued

- c. Destination Development – Greg Malcolm
 - Review of February 6, 2018 meeting
 - Next Meeting – May 15, 2018

8. City Reports

- a. Council Liaison – John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Headquarter Hotel
 - Irving Music Factory/Entertainment Venue
 - Other City Updates

9. 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 – Mike Zumbaugh

10. Convention Center Management Report – Tom Meehan

11. The Pavilion at the Music Factory/Live Nation Report – Mike Rilley

12. Industry Partner Reports

- a. Smith Travel Research Monthly Reports/Snapshot
- b. Hotel Industry Updates
- c. Restaurant Industry Update

13. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. The Las Colinas Association – Hammond Perot
- c. DCURD – Jacky Knox
- d. TIF – John Haigler
- e. University of Dallas – Bob Galecke
- f. Chamber of Commerce – Lori Bungler/Beth Bowman
- g. Irving Arts and Culture – Todd Hawkins

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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
REGULAR/SPECIAL MEETINGS
OCTOBER 2017 - SEPTEMBER 2018**

NAME	OCT 20	NOV 20	DEC 18	No Mtg	FEB 26	MAR 26	APRIL 23	MAY 21	JUNE 25	JULY 23	AUG 27	SEPT 24
CLEM LEAR	X	X	X									
RON MATHAI	X	X	X									
BOB BETTIS	X	X	X									
BOB BOURGEOIS	=	=	X									
BETH BOWMAN	X	X	X									
JO-ANN BRESOWAR	X	X	+									
DIRK BURGHARTZ	+	#	#									
KAREN COOPERSTEIN	X	X	X									
MARK CRONENWETT	+	+	X									
BOB GALECKE	#	X	X									
DEBBI HAACKE	X	X	X									
JOHN HAIGLER	=	=	=									
CHRIS HILLMAN	+	X	X									
JULIA KANG	=	=	X									
JACKY KNOX	+	+	#									
KIM LIMON	+	+	X									
RICK LINDSEY	X	X	X									
GREG MALCOLM	X	X	X									
JOE MARSHALL	X	X	X									
HAMMOND PEROT	=	=	=									
JOE PHILIPP	X	+	+									
MICHAEL RILLEY	+	X	+									
HOLLY TURNER	=	=	=									
‡ JOHN DANISH	+	X	X									
DAVID COLE	X	X	=									
JACK SPURLOCK	X	X	=									
DAN MATKIN	#	X	=									
RICK BIDNE	X	X	=									

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

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

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 26, 2018

AGENDA ITEMS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
MONDAY, DECEMBER 18, 2017**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Karen Cooperstein, Mark Cronenwett, Bob Galecke, Debbi Haacke, Chris Hillman, Julia Kang, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, and Ron Mathai– Members of the Board; Councilman John Danish – City Council Liaison. From the City of Irving: Senior City Attorney Karen Brophy, Economic Development Director Scott Connell, Chief Financial Officer Jeff Litchfield, Deputy City Manager Mike Morrison, City Attorney Christine Weber, and Mayor Rick Stopfer. From SMG/Irving Convention Center: General Manager Tom Meehan. From CVB Staff: Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, and Mike Zumbaugh. Guests: City Secretary's Office - Cecilia Castillo, Irving Arts and Culture Executive Director Todd Hawkins, Councilman Oscar Ward, and Teddie Story.

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

Cecilia Castillo from the City Secretary's Office lead the swearing in of newly appointed Board Chair Clem Lear and Board Vice Chair Ron Mathai and renewing Board members Karen Cooperstein, Debbi Haacke, Rick Lindsey, and Joe Marshall, and newly appointed Board members Bob Bourgeois and Julia Kang.

CONSENT AGENDA

1. MINUTES – NOVEMBER 20, 2017
2. ICVB FINANCIAL REPORTS: OCTOBER AND NOVEMBER 2017
3. 2016-17 FOURTH QUARTER HOTEL OCCUPANCY TAX COLLECTION REPORT
4. ICC FINANCIAL REPORTS: OCTOBER AND NOVEMBER 2017
5. APPROVING HIGH SPIRITED CITIZEN NOMINATION – WILLIAM COLE and MARILYN AND JOE WILLEMS

Lear asked for a motion to accept the Consent Agenda as presented. Board Member Rick Lindsey made a motion to accept; second by Board Member Debbi Haacke. With no opposition and no further discussion, the Consent Agenda was unanimously accepted as presented.

After review, Lear asked for a motion to approve the Budget Adjustment Transfer of \$315,249 achieved from Convention Center FY 2016-17 operational savings to the Convention Center Reserve/Capital Projects Fund. Lindsey made a motion to approve; second by Board Member Greg Malcolm. With no opposition and no further discussion, the budget adjustment transfer was unanimously approved as presented.

REPORTS:

BOARD CHAIR - EXECUTIVE COMMITTEE

In recognition of Teddie Story's leadership for Irving Cares, Story was presented with a plaque from the Board with expression of gratitude and appreciation. Lear commented that she met Story 27 years ago when she was the Director of Volunteers for Irving Cares. Gast thanked Story for decades of service in the Irving community. Lear acknowledged Councilman Kyle Taylor and congratulated him on his appointment as the new CEO of Irving Cares.

Lear noted the Board meeting and schedule included in the packet and asked Board members to add the dates to their calendars. Committee meeting updates and schedule will be completed and distributed at an upcoming Board meeting. A Committee sign-up sheet was distributed as a handout and Lear asked Board members to complete and return the form. She noted the Industry Hospitality Annual meeting on January 22, 2018 will be in place of the January Board meeting. The Executive Committee will meet as scheduled on Friday, January 19 and she encouraged everyone to attend. A non-mandatory meeting on January 4 for Board members will be a tour of the Big Beat Dallas venues at the Toyota Music Factory with a light lunch included. Those interested in attending the tour were encouraged to RSVP to Executive Director Maura Gast.

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BOARD DEVELOPMENT COMMITTEE

Lear reported a new Committee Chair and Vice Chair of the Committee will be announced at a later date.

COMMUNITY RELATIONS COMMITTEE

Committee Chair Rick Lindsey extended his congratulations to Gast and team for an outstanding and successful ICVB 45th Anniversary celebration. The event was well attended and he thanked Mayor Stopfer and City Council members for attending. He reported the Committee met on December 15 and approved the High Spirited Citizen nominations that were brought forward for approval and thanked the Board for their support. He added the next High Spirited Citizen presentation at City Council will be in February for Robert and Jill Martinez. He asked all Board members to attend. He reported the Committee also discussed a proclamation for National Travel and Tourism Week.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the Committee met and discussed the Drive Nation athletic facility, had an update on the Dallas Rugby Club proposal and discussed the Hotel Engagement Survey. He noted among future agenda items will be security measures at the Irving Convention Center.

CITY REPORTS:

Councilman John Danish reviewed some major milestones in 2017 and noted it is important to remember as a wrap-up to a successful year that things happen due to a philosophy that prevails in relationships and partnerships. Elections matter and are how philosophies develop in politics. He said he is sure 2018 will be another prosperous year for Irving and he wished everyone a happy holiday season and new year.

Councilman Oscar Ward added his good wishes to the Board and staff for a happy holiday and prosperous 2018. He reported as Chair of the City's Audit and Finance Committee the audit process has started, and Irving is one of the few cities that finishes their audit before the end of January. He noted it is imported to maintain the AAA Bond rating and he is looking forward to the auditor's report.

Councilman Kyle Taylor shared his wishes for a happy holiday season and he is looking forward to 2018. He expressed his appreciation for the hard work, time and energy it takes to make the City of Irving what it is.

City Manager Chris Hillman congratulated the CVB on 45 great years and noted a lot has changed in those years. He echoed Danish's remarks in taking time to reflect and look back to see what has been accomplished. He gave a brief review of the year that included new business openings, economic developments, City projects, the Toyota Music Factory and Convention Center Westin Hotel project. He expressed his thanks and appreciation for all who participated in the Hurricane Harvey shelter effort. He also reviewed awards and recognitions Irving has received in 2017. It was an incredible year and he is looking forward to 2018. He thanked everyone for helping to make Irving a success.

Mayor Rick Stopfer reported City Council, City staff, Irving-Las Colinas Chamber and Irving CVB will meet during the first part of 2018 to determine what is required to do business in the City of Irving and have a plan in place for staff to do their job. He reviewed a few highlights from 2017 for the City. He added the TIF has made the Urban Center what it is today and kept the City in the forefront with great results. He expressed his heartfelt thanks to the CVB for all their efforts over the years and commitment to the City. He added it is because there is a strong CVB that the city has museums, the Arts Center, and hotels and now adding the Convention Center hotel. He noted that because of the efforts for arts programs, advertising and marketing the city and spreading the message, things are moving forward for Irving. He reported the high-speed rail project passed and is moving forward, which will add another dynamic to the City and metroplex area. He wished everyone a great holiday season and new year.

Lear asked Stopfer to update on DFW Airport runway construction. Stopfer replied DFW has seven runways, but one will be shut down for a period of time during the facelift in 2018. Work will begin mid-2018 and should take approximately four months. Flights will use the airport's other runways and are not expected to encounter delays due to the construction. He added the duty-free facility in Terminal D is set to open and will give travelers a luxury shopping experience in a two-story store between gates D22 and D23.

STAFF:

Assistant Executive Director/Sales and Services Lori Fojtasek reported it has been a very busy last few months in 2017. The sales team has a record number of site inspection tours scheduled for Irving and the developments in the area have added to the interest. People are interested in the Toyota Music Factory, the Convention Center Westin hotel and the Texican hotel. She reported sales has booked the first group for the Convention Center Westin hotel for March 2020, with a group of 800 room nights and 350 rooms on peak. The sales team has been bidding on this convention since 2005. Sales is co-hosting an event in March with the Four Seasons for Prestige Global Meeting Source national sales meeting. She reported being excited to showcase the City of Irving.

Assistant Executive Director Diana Pfaff reported the new irvingtexas.com website had a soft launch in November with a complete new design. The new website will reflect the CVB's new leisure travel marketing strategy and the launch of the new site has been timed to roll-out with the opening of the Music Factory. Pfaff reported the CVB has a new logo design and will debut on January 22, 2018 at the Industry Hospitality Annual meeting. She reported the Communications team hosted a national press tour for six journalists that has had great coverage already. Pfaff pointed out the last page of the Marketing Communications report that was distributed as a handout that lists the 2018 Spirit of Irving Award recipients: The Carpenter Award – McKesson; The Nelson Award – Drive Nation; The Townsell Award – J.C., Gonzales, Irving Hispanic Chamber of Commerce; and The Martin Award – Beth Salemme, LAW – Four Seasons Resort and Club. The awards will be presented at the Annual meeting.

Assistant Executive Director/Finance and Administration Mike Zumbaugh reported the November STR data has not been received and he will review November and December data at the February 26 Board meeting.

CONVENTION CENTER:

General Manager Tom Meehan reported the ICC is off to a great start for the fiscal year. Projections for the year are to exceed last year, which was a very profitable year. To date, the ICC is 16 events above pace from last year. Staff has signed a number of contracts over the past few weeks. The Jehovah Witness group has re-signed a contract for 3,000 guest room nights. The Hilti annual meeting re-signed a contract for 1,500 room nights. Meehan announced Onex has acquired SMG from Northlane Capital Partners. Onex is a leading investment firm in North America with a long history of successful building industry-leading businesses. He stated that it is "business as usual" for clients, and no corporate changes are expected.

Lear added the ICC calendar of events is included in the meeting packet each month. Gast noted that any event that is open to the public will be on the ICC website, but 95% of events are company and/or private events. The calendar in the meeting packet specifics public events with an asterisk notation (*).

INDUSTRY REPORTS:

HOTELS AND RESTAURANTS

Board Member Greg Malcolm reported for the first part of December, South Irving had a very strong month, up 3.6% in Occupancy at 79%, Average Rate was \$135.92, and RevPAR is up 10.5% at \$107.40.

Lear congratulated Board member Kim Limon, General Manager of the Hampton Inn Las Colinas, who was recognized with the prestigious 2017 GM of the Year award during The Hotel Association's Annual Gala Awards Extravaganza. Limon reported December was a busy month for the Hampton Inn Las Colinas, and is projecting to be above budget by approximately \$10,000.

DART

Mayor Stopfer gave an update on DART, and reported final work on the Cotton Belt project will hopefully start in the next six months along with the D2 alignment. The D2 project is the future second DART light alignment through downtown Dallas. Expected discussions at the January 5 DART Retreat will be fare increases, security and safety and ridership. The goal is to have a security officer on every train and 50% of buses. The homeless community continues to be a challenge. Fare increases will be a challenge as cost of operations and labor go up, but to stay competitive it is necessary to charge what it takes to operate efficiently and effectively. He noted the DART Board is in place and no new members will be added, and the focus is on how to make things better. Stopfer added the road construction in Irving is painful, focus is on the Texas Stadium site and bridge. It is important to try and have as much of the ground ready and up to speed as the market continues to review that area.

TIF

Board member Mark Cronenwett reported the next TIF meeting agenda will include Convention Center Westin hotel update, renovations at Williams Square and the TIF extension. He noted the City has done well by TIF with the foresight to put it together and it has been the most successful in Texas. The TIF funds infrastructure and needs throughout the City.

UNIVERSITY OF DALLAS

Board member Bob Galecke reported progress on the new student and administrative building, which is expected to open in early 2018. The dedication is expected on February 2, 2018 at 3:30 p.m. The Cardinal Farrell Hall will honor Cardinal Kevin J. Farrell, who previously served as bishop of the Catholic Diocese of Dallas. He is expected to continue his relationship with the university as one of the trustees. The building will replace the original Carpenter Hall from 1956. The new building is LEED-certified. He reported UD sold 28 acres of land to Meritage Homes on Northgate Drive. The project has 92 single family homes and models are being built. UD sold a 265-unit off-campus apartment building to an investor group in California and closed the deal in August. Enrollment in college is at an all-time high and Galecke stated he is happy to be part of the community.

GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE

Former Chamber Chair Rodney Phelps attending for newly appointed Chair Lori Bunger and congratulated the CVB for celebrating 45 years of delivering hospitality excellence. He reported 2018 is off to a great start with five project wins, bringing more than 1,200 jobs to Irving since October 1. There are 49 projects in the pipeline and still awaiting response from the Amazon HQ2 project. As of October 2017, Irving's unemployment rate is 2.9%, which compares favorably to Texas at 3.95% and the national rate of 4.1%. Chamber President Beth Bowman reported the Chamber's Board of Directors had their annual retreat where they laid the groundwork for a new strategic plan for the upcoming years. She thanked Lear and Gast for attending and actively participating. She reminded the Board the State of the City will be on January 16, at the Irving Convention Center. John McCaa from Channel 8 WFAA, who is an Irving resident, will moderate a conversation with Mayor Stopfer.

CULTURAL AFFAIRS

Executive Director Todd Hawkins congratulated Gast and the CVB team for 45 years of success and a wonderful celebration event. Hawkins reported the Main Gallery at the Arts Center has 15 decorated Christmas trees by local arts agencies in the area. January is a full month of activities, including Kraig Parker as "Elvis" on January 6, Gazebo on January 19, the Las Colinas Symphony concert on January 20 and Travis Tritt will perform on January 27. The notorious all-male drag ballet company, commonly known to audiences around the world as the "Trocks," will perform on January 30 in Carpenter Hall. 'This Light of Ours: Activist Photographers of the Civil Rights Movement' opens on January 13 and runs through March 4. This is a major traveling exhibition and features 157 black and white photographs.

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Lear thanked everyone for the honor of leading the Board as Chair and wished all a happy holiday season and new year.

With no further business or comments, the meeting was adjourned by Lear at 1:02 p.m.

Respectfully submitted,

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

Maura Allen Gast, FCDME
Executive Director



ICVB
QUARTERLY FINANCIAL STATEMENTS

For Period Ending: December 2017

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
BALANCE SHEET
DECEMBER 31, 2017

ASSETS

Cash	6,209
Investments	926,300
Total Assets	<u>932,509</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	932,509
Total Fund Balance	<u>932,509</u>
Total Liabilities and Fund Balance	<u>932,509</u>

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

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

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

Funds are designated for the following future events:

- 1 - Headquarter hotel grand opening event - \$75,000
- 2 - Texas Society of Assn Executives 2022 Annual Meeting - \$50,000

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2017

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,000	3,000	1,612	1,612	0	1,388	53.73%	471
Transfer from ICVB General Fund	200,000	0	0	0	0	0	0.00%	0
TOTAL REVENUES AND TRANSFERS IN	203,000	3,000	1,612	1,612	0	1,388	53.73%	471
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
None	0	0	0	0	0	0	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	0	0	0	0	0	0	0.00%	0

*Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2017	930,897
Revenues and Transfers In	1,612
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at December 31, 2017	932,509
Encumbrances	<u>0</u>
Unreserved Fund Balance at December 31, 2017	<u><u>932,509</u></u>

NOTES:

--Fund Balance increased \$205,979 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
COMPUTER REPLACEMENT FUND
BALANCE SHEET
DECEMBER 31, 2017

ASSETS

Cash	713
Investments	<u>271,000</u>
Total Assets	<u><u>271,713</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	<u>271,713</u>
Total Fund Balance	<u>271,713</u>

Total Liabilities and Fund Balance	<u><u>271,713</u></u>
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Funds are designated to replace Bureau computer hardware and systems, including large software packages (such as the CRM system) and other technology-related upgrades.

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

IRVING CONVENTION AND VISITORS BUREAU
 COMPUTER REPLACEMENT FUND
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
 FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2017

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	1,200	1,200	473	473	0	727	39.42%	184
TOTAL REVENUES AND TRANSFERS IN	1,200	1,200	473	473	0	727	39.42%	184
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Computers/Software	16,500	16,500	0	0	0	16,500	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	16,500	16,500	0	0	0	16,500	0.00%	0

*Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2017	271,240
Revenues and Transfers In	473
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at December 31, 2017	271,713
Encumbrances	<u>0</u>
Unreserved Fund Balance at December 31, 2017	<u><u>271,713</u></u>

NOTES:

--Fund Balance decreased \$12,894 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
 CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
 BALANCE SHEET
 DECEMBER 31, 2017

ASSETS

Cash	3,431
Investments	<u>1,177,000</u>
Total Assets	<u><u>1,180,431</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Assigned	<u>1,180,431</u>
Total Fund Balance	<u>1,180,431</u>

Total Liabilities and Fund Balance	<u><u>1,180,431</u></u>
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This fund provides funding for repair and replacement projects and the capital improvement program for the Irving Convention Center, which are budgeted annually and reflected in a 20-year plan that is updated annually.

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

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

IRVING CONVENTION AND VISITORS BUREAU
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2017

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,200	3,200	2,673	2,673	0	527	83.53%	576
Transfer from ICVB General Fund	900,000	900,000	0	0	0	900,000	0.00%	0
TOTAL REVENUES AND TRANSFERS IN	903,200	903,200	2,673	2,673	0	900,527	0.30%	576
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Capital Expenditures	798,000	798,000	0	0	0	798,000	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	798,000	798,000	0	0	0	798,000	0.00%	0

*Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2017	1,177,758
Revenues and Transfers In	2,673
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at December 31, 2017	1,180,431
Encumbrances	<u>0</u>
Unreserved Fund Balance at December 31, 2017	<u><u>1,180,431</u></u>

NOTES:

--Fund Balance increased \$517,480 over the prior year.



ICVB
MONTHLY FINANCIAL STATEMENTS

For Period Ending: January 2018

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
JANUARY 31, 2018

ASSETS

Cash	82,261
Petty Cash	250
Investments	<u>1,768,000</u>
Total Assets	<u><u>1,850,511</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	30,093
Due to City of Irving General Fund	<u>163</u>
	<u>30,256</u>

FUND BALANCE

Reserved for Encumbrances	1,249,290
Unreserved	<u>570,965</u>
Total Fund Balance	<u>1,820,255</u>
 Total Liabilities and Fund Balance	 <u><u>1,850,511</u></u>

Notes:

Due to City of Irving General Fund:
Print shop charges for January - 163

Reserved for Encumbrances:
Business Development Incentive Program - 477,940
Maloney Strategic Communications - 354,113
Simpleview - 198,628
SMG/Technology Support - 46,398
Tucker & Associates - 36,748
Miscellaneous - 135,463

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE FOUR MONTH PERIOD ENDING JANUARY 31, 2018

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
REVENUES:								
Hotel/Motel Taxes:								
Current Year	8,485,907	8,485,907	0	0	0	8,485,907	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	17,000	17,000	2,492	5,448	0	11,552	32.05%	3,757
State of Texas Events Trust Fund	50,000	50,000	0	9,622	0	40,378	19.24%	0
Miscellaneous	5,000	5,000	0	2,756	0	2,244	55.12%	1,200
Total Revenues	<u>8,557,907</u>	<u>8,557,907</u>	<u>2,492</u>	<u>17,826</u>	<u>0</u>	<u>8,540,081</u>	<u>0.21%</u>	<u>4,957</u>
TOTAL REVENUES AND TRANSFERS IN	<u>8,557,907</u>	<u>8,557,907</u>	<u>2,492</u>	<u>17,826</u>	<u>0</u>	<u>8,540,081</u>	<u>0.21%</u>	<u>4,957</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
EXPENDITURES:								
Salaries	2,106,626	2,106,626	146,804	551,863	0	1,554,763	26.20%	524,327
Benefits	561,825	561,825	42,798	160,025	0	401,800	28.48%	151,770
Supplies	61,900	61,900	3,781	5,710	0	56,190	9.22%	23,060
Equipment Maintenance	6,900	6,900	359	1,016	0	5,884	14.72%	1,061
Miscellaneous	180,095	180,095	36,924	75,523	0	104,572	41.94%	73,987
Equipment Rentals	7,900	7,900	825	825	2,475	4,600	41.77%	0
Special Services	1,675,881	1,810,881	61,661	346,129	709,680	755,072	58.30%	249,734
Facility Management Services	1,395,000	1,395,000	0	348,000	0	1,047,000	24.95%	348,750
Advertising Projects	140,000	140,000	756	2,299	1,258	136,443	2.54%	31,165
Sponsorships / Partnerships	174,000	174,000	0	44,966	0	129,034	25.84%	44,014
Media Advertising	680,000	698,292	10,430	104,434	57,937	535,921	23.25%	103,282
Travel	680,265	680,265	12,375	90,373	0	589,892	13.28%	82,027
Promotions / Special Events	1,171,000	1,625,476	66,900	189,990	477,940	957,546	41.09%	167,197
Memberships	82,615	82,615	4,059	24,570	0	58,045	29.74%	27,206
Total Expenditures	<u>8,924,007</u>	<u>9,531,775</u>	<u>387,672</u>	<u>1,945,723</u>	<u>1,249,290</u>	<u>6,336,762</u>	<u>33.52%</u>	<u>1,827,580</u>
TRANSFERS OUT:								
Transfer to ICVB Reserve Fund	200,000	200,000	0	0	0	200,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	900,000	900,000	0	0	0	900,000	0.00%	0
Total Transfers Out	<u>1,100,000</u>	<u>1,100,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1,100,000</u>	<u>0.00%</u>	<u>0</u>
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>10,024,007</u>	<u>10,631,775</u>	<u>387,672</u>	<u>1,945,723</u>	<u>1,249,290</u>	<u>7,436,762</u>	<u>30.05%</u>	<u>1,827,580</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, 2018

SUMMARY:

Beginning Fund Balance at October 1, 2017	3,748,152
Revenues and Transfers In	17,826
Expenditures and Transfers Out	<u>(1,945,723)</u>
Ending Fund Balance at January 31, 2018	1,820,255
Encumbrances	<u>(1,249,290)</u>
Unreserved Fund Balance at January 31, 2018	<u><u>570,965</u></u>

NOTES:

Adjusted Budget:

The total adjusted budget includes prior year encumbrances in the amount of 607,768.

Revenues & Transfers In:

Hotel Tax: The first quarter current year hotel tax will be received in February 2018.

State of Texas Events Trust Fund: Funds received were for the 2017 USA Wrestling Event.

Expenditures & Transfers Out:

Special Services: Advertising Agency - 488; Outside Services - 41,013; Market Research - 20,000; Miscellaneous - 160

Facility Management Services: The first subsidy payment was made in December 2017.

Promotions / Special Events: Business Development Incentive Program - 33,721; Toyota Music Factory - 322; ICVB 45th Anniversary Reception - 9,919; Irving Hospitality Industry Annual Meeting - 3,587; Miscellaneous - 19,351

Irving Convention and Visitors Bureau

Check Register Report - January 2018



Generated: 2/13/2018 4:06:02 PM

Batch: 7190

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058879	01/04/18	CONFERENCE DIRECT	\$	3,750.00
80058880	01/04/18	DOUBLETREE DALLAS DFW AIRPORT	\$	68.00
80058881	01/04/18	STEPHEN A. GOODGAME	\$	400.00
80058882	01/04/18	JOSEPH HAUBERT	\$	865.00
80058883	01/04/18	MCKESSON CORPORATION	\$	965.00
80058884	01/04/18	NORTHSTAR TRAVEL MEDIA, LLC	\$	8,000.00
80058885	01/04/18	SHERATON DFW AIRPORT HOTEL	\$	635.00
80058886	01/04/18	TIM LAHAYE MINISTRIES	\$	1,425.00
			8 payments Batch Total: \$	16,108.00

Batch: 7194

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058887	01/11/18	ALOFT LAS COLINAS	\$	630.00
80058888	01/11/18	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$	410.00
80058889	01/11/18	AMERICAN EXPRESS	\$	33,596.06
80058890	01/11/18	BT HOTEL LAS COLINAS LLC	\$	630.00
80058891	01/11/18	CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION	\$	2,000.00
80058892	01/11/18	BENJAMIN M. CINA	\$	700.00
80058893	01/11/18	CROWDRIFF INC.	\$	2,083.00
80058894	01/11/18	DALLAS MARRIOTT LAS COLINAS	\$	510.00
80058895	01/11/18	DESTINATION ANALYSTS, INC	\$	20,000.00
80058896	01/11/18	HAMPTON INN - LAS COLINAS	\$	195.00
80058897	01/11/18	HILTON GARDEN INN DFW SOUTH	\$	130.00
80058898	01/11/18	HILTON GARDEN INN LAS COLINAS	\$	765.00
80058899	01/11/18	IRVING ROTARY CLUB	\$	76.00
80058900	01/11/18	MALONEY STRATEGIC COMMUNICATIONS	\$	488.00
80058901	01/11/18	OMNI MANDALAY HOTEL	\$	90.00
80058902	01/11/18	PCMA / CONVENE	\$	6,000.00
80058903	01/11/18	PRESTIGE GLOBAL MEETING SOURCE	\$	5,000.00
80058904	01/11/18	SPRINGHILL SUITES BY MARRIOTT LAS COLINAS	\$	195.00
80058905	01/11/18	TEXAS PRESS CLIPPING BUREAU	\$	897.00
80058906	01/11/18	TOWNEPLACE SUITES LAS COLINAS	\$	225.00
80058907	01/11/18	WHO'S CALLING, INC.	\$	1,598.00
			21 payments Batch Total: \$	76,218.06

continued on next page

Batch: 7204

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058908	01/18/18	AERIAL PHOTOGRAPHY	\$	97.00
80058909	01/18/18	CAROL BOYER	\$	97.65
80058910	01/18/18	CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION	\$	250.00
80058911	01/18/18	KATHERINE DIPIETRO	\$	24.00
80058912	01/18/18	FEDERAL EXPRESS CORPORATION	\$	177.36
80058913	01/18/18	LORI M. FOJTASEK	\$	126.94
80058914	01/18/18	WENDY FOSTER	\$	118.76
80058915	01/18/18	MAURA GAST	\$	103.96
80058916	01/18/18	HOLIDAY INN LAS COLINAS	\$	210.00
80058917	01/18/18	MARIANNE LAUDA	\$	94.70
80058918	01/18/18	KATHY LEVINE	\$	65.00
80058919	01/18/18	LORI MANSELL	\$	170.00
80058920	01/18/18	KAYLA MANSOUR	\$	158.68
80058921	01/18/18	ON POINT PROMOTIONAL TEAM	\$	475.88
80058922	01/18/18	DIANA PFAFF	\$	65.00
80058923	01/18/18	LUQMAN B. RASHADA	\$	300.00
80058924	01/18/18	DEBBIE ROBERTS	\$	80.84
80058925	01/18/18	BARBARA SCHINGLE	\$	65.00
80058926	01/18/18	SHERATON DFW AIRPORT HOTEL	\$	3,557.00
80058927	01/18/18	LORI SIRMEN	\$	102.13
80058928	01/18/18	SPORTS CLUB AT FOUR SEASONS	\$	780.00
80058929	01/18/18	CAROL STODDARD	\$	96.14
80058930	01/18/18	UNIVERSITY SPORTS TOURS LLC	\$	755.00
80058931	01/18/18	MONTY WHITE	\$	135.00
80058932	01/18/18	MICHAEL ZUMBAUGH	\$	85.14
25 payments Batch Total: \$				8,191.18

Batch: 7209

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058933	01/25/18	AMERICAN AIRLINES	\$	4,888.00
80058934	01/25/18	ARES TRAVEL INC.	\$	1,250.00
80058935	01/25/18	BARBERSTOCK SYSTEMS INC.	\$	2,397.00
80058936	01/25/18	BH DFW PROPERTY LP	\$	2,525.00
80058937	01/25/18	BT HOTEL LAS COLINAS LLC	\$	616.00
80058938	01/25/18	DALLAS STARS ELITE HOCKEY CLUB	\$	250.00
80058939	01/25/18	KATHERINE DIPIETRO	\$	50.00
80058940	01/25/18	DOUBLETREE DALLAS DFW AIRPORT	\$	425.00
80058941	01/25/18	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	1,638.00

continued on next page

Batch: 7209

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058942	01/25/18	FAIRFIELD INN & SUITES	\$	455.00
80058943	01/25/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	4,255.00
80058944	01/25/18	GUARANTEED EXPRESS, INC.	\$	60.15
80058945	01/25/18	IRVING CONVENTION CENTER	\$	15,380.63
80058946	01/25/18	OMNI MANDALAY HOTEL	\$	3,643.00
80058947	01/25/18	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80058948	01/25/18	SHERATON DFW AIRPORT HOTEL	\$	788.00
80058949	01/25/18	SIMPLEVIEW	\$	20,833.66
80058950	01/25/18	STAPLES	\$	288.63
80058951	01/25/18	THE SALVATION ARMY	\$	100.00
80058952	01/25/18	TOWNEPLACE SUITES LAS COLINAS	\$	225.00
80058953	01/25/18	TUCKER & ASSOCIATES, LLC	\$	679.82
80058954	01/25/18	VERIZON WIRELESS	\$	391.14
80058955	01/25/18	YMCA OF METROPOLITAN DALLAS	\$	100.00
			23 payments Batch Total: \$	62,064.15

Batch: 7218

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058956	02/01/18	AMERICAN SOCIETY OF TRAVEL AGENTS, INC	\$	290.00
80058957	02/01/18	BH DFW PROPERTY LP	\$	400.00
80058958	02/01/18	BT HOTEL LAS COLINAS LLC	\$	165.00
80058959	02/01/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	232.00
80058960	02/01/18	DOUBLETREE DALLAS DFW AIRPORT	\$	43.00
80058961	02/01/18	EAUTOFEEDBACK, LLC	\$	2,050.00
80058962	02/01/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	1,415.00
80058963	02/01/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	195.00
80058964	02/01/18	HILTON GARDEN INN LAS COLINAS	\$	500.00
80058965	02/01/18	IRVING CHAPTER OF NATIONAL AMBUCS, INC	\$	100.00
80058966	02/01/18	LAMONT ASSOCIATES	\$	1,500.00
80058967	02/01/18	MEETING PROFESSIONALS INTERNATIONAL	\$	11,930.00
80058968	02/01/18	NORTHSTAR TRAVEL MEDIA, LLC	\$	3,000.00
80058969	02/01/18	OMNI MANDALAY HOTEL	\$	295.00
80058970	02/01/18	SHERATON DFW AIRPORT HOTEL	\$	3,819.00
80058971	02/01/18	TUCKER & ASSOCIATES, LLC	\$	4,095.88
			16 payments Batch Total: \$	30,029.88
			93 payments TOTAL: \$	192,611.27



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

First Quarter 2017-18

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
BUDGET / ACTUAL
2017 - 2018**

	QUARTER ENDING 12/31/17	
	BUDGET	ACTUAL
STATE TAX (estimated) - 6%	4,172,327	4,059,833
CITY OF IRVING TAX - 9%	6,258,490	6,089,749
TOTAL ADMINISTRATIVE COST	133,531	129,915
<hr/>		
CONVENTION & VISITORS BUREAU - 57% OF 5%	1,982,601	1,928,420
Administrative Cost	<u>(79,304)</u>	<u>(77,137)</u>
Remittance Amount	1,903,297	1,851,283
<hr/>		
ARTS CENTER - 35.5% of 5%	1,233,942	1,201,034
Administrative Cost	<u>(49,358)</u>	<u>(48,041)</u>
Remittance Amount	1,184,584	1,152,993
<hr/>		
MUSEUM - 2.5% of 5%	86,956	84,579
Administrative Cost	<u>(3,478)</u>	<u>(3,383)</u>
Remittance Amount	83,478	81,196
<hr/>		
DOWNTOWN & EVENTS - 1% of 5%	34,782	33,832
Administrative Cost	<u>(1,391)</u>	<u>(1,353)</u>
Remittance Amount	33,391	32,479
<hr/>		
CONVENTION CENTER FUND - 2% of 9% (effective 01/01/00)	1,391,299	1,353,278
DEBT SERVICE - 4% of 5%	<u>139,036</u>	<u>135,328</u>
TOTAL	1,530,335	1,488,606
<hr/>		
ENTERTAINMENT CENTER - 2% of 9% (effective 04/01/08)	1,391,299	1,353,278

This report may not reconcile with the City of Irving HOT Tax Summary due to timing of reporting of delinquent amounts.

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
OCTOBER - DECEMBER**

HOTEL	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	PERCENT
1 Atrium Hotel and Suites	8,927.37	8,965.34	37.97	0.43%
2 Dallas Marriott Las Colinas	86,434.12	82,513.10	(3,921.02)	-4.54%
3 DFW Airport Hotel & Conf Center	10,551.06	7,919.93	(2,631.13)	-24.94%
4 DFW Airport Marriott	116,832.98	134,128.70	17,295.72	14.80%
5 Doubletree DFW Airport North	55,115.68	59,201.09	4,085.41	7.41%
6 Embassy Suites - DFW Airport South	82,797.63	87,175.90	4,378.27	5.29%
7 Four Seasons Resort & Club	182,629.72	208,087.33	25,457.61	13.94%
8 Hilton Garden Inn - DFW South	39,264.43	35,373.73	(3,890.70)	-9.91%
9 Hilton Garden Inn - Las Colinas	36,018.83	37,201.18	1,182.35	3.28%
10 Holiday Inn Las Colinas	11,299.65	18,946.28	7,646.63	67.67%
11 NYLO Dallas/Las Colinas	43,779.55	45,376.18	1,596.63	3.65%
12 Omni Mandalay Hotel at Las Colinas	119,711.93	123,708.28	3,996.35	3.34%
13 Sheraton Grand Hotel	69,275.93	66,978.01	(2,297.92)	-3.32%
14 Westin DFW	104,831.18	117,911.79	13,080.61	12.48%
TOTAL LUXURY & FULL SERVICE	967,470.06	1,033,486.84	66,016.78	6.82%

ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	15,052.89	15,677.62	624.73	4.15%
2 Candlewood Suites - Las Colinas	9,699.23	9,288.34	(410.89)	-4.24%
3 Comfort Inn - DFW North	16,336.68	15,463.01	(873.67)	-5.35%
4 Comfort Suites - DFW Airport	16,146.83	15,453.27	(693.56)	-4.30%
5 Comfort Suites - Las Colinas	8,397.73	8,461.61	63.88	0.76%
6 Country Inn & Suites - DFW South	11,603.86	12,281.36	677.50	5.84%
7 Crossland Economy Suites	1,732.79	4,790.60	3,057.81	176.47%
8 Element DFW North	25,003.44	23,141.97	(1,861.47)	-7.44%
9 Extended Stay America	6,575.29	0.00	(6,575.29)	-100.00%
10 Extended Stay Deluxe	5,523.58	0.00	(5,523.58)	-100.00%
11 Hawthorne Suites - DFW North	7,401.34	10,289.79	2,888.45	39.03%
12 Hawthorne Suites - DFW South	5,653.99	5,824.77	170.78	3.02%
13 Holiday Inn Express - DFW North	29,305.77	29,858.34	552.57	1.89%
14 Holiday Inn Express - Las Colinas	20,225.88	16,430.40	(3,795.48)	-18.77%
15 Holiday Inn Express - DFW South	23,497.80	23,182.07	(315.73)	-1.34%
16 Home2Suites	23,695.00	22,925.79	(769.21)	-3.25%
17 Homestead Studio Suites - DFW North	5,979.14	1,356.31	(4,622.83)	-77.32%
18 Homestead Village & Guest Studios	8,069.47	6,419.63	(1,649.84)	-20.45%
19 Homewood Suites - DFW Airport	21,355.36	20,040.29	(1,315.07)	-6.16%
20 Homewood Suites - Las Colinas	26,640.57	0.00	(26,640.57)	-100.00%
21 Hyatt House Dallas-Las Colinas	28,587.24	24,826.69	(3,760.55)	-13.15%
22 Hyatt Place Las Colinas	29,994.41	31,627.75	1,633.34	5.45%
23 Motel 6 / Studio 6 - DFW East	5,355.16	6,777.79	1,422.63	26.57%
24 Residence Inn - DFW North	13,512.86	13,823.22	310.36	2.30%
25 Residence Inn - DFW South	19,886.23	19,865.33	(20.90)	-0.11%
26 Residence Inn - Las Colinas	20,476.01	20,329.31	(146.70)	-0.72%
27 Springhill Suites	25,306.39	25,553.80	247.41	0.98%
28 Staybridge Suites Las Colinas	20,149.34	20,657.53	508.19	2.52%
29 Staybridge Suites North	18,346.50	17,258.55	(1,087.95)	-5.93%
30 Studio 6 - DFW North	418.11	291.88	(126.23)	-30.19%
31 Towneplace Suites	20,293.66	21,748.11	1,454.45	7.17%
32 Woodspring Suites Signature	5,028.57	5,935.32	906.75	18.03%
33 Extended Stay Properties	187.39	407.41	220.02	117.41%
TOTAL ALL SUITE / EXTENDED STAY	495,438.51	449,987.86	(45,450.65)	-9.17%

**HOTEL OCCUPANCY TAX
OCTOBER - DECEMBER (page 2)**

HOTEL	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	28,879.58	31,214.32	2,334.74	8.08%
2 Courtyard by Marriott - DFW North	36,785.37	36,887.59	102.22	0.28%
3 Courtyard by Marriott - DFW South	28,230.03	27,763.43	(466.60)	-1.65%
4 Courtyard by Marriott - Las Colinas	32,024.40	33,351.76	1,327.36	4.14%
5 Fairfield Inn & Suites	18,338.42	21,869.52	3,531.10	19.26%
6 Fairfield Inn - DFW North	18,249.39	19,864.15	1,614.76	8.85%
7 Fairfield Inn - Las Colinas	19,029.95	19,909.42	879.47	4.62%
8 Hampton Inn - DFW South	temp closed	temp closed	0.00	0.00%
9 Hampton Inn - Las Colinas	24,863.28	28,058.18	3,194.90	12.85%
10 Jefferson Street Bed & Breakfast	213.29	189.44	(23.85)	-11.18%
11 La Quinta Inn & Suites - Las Colinas	16,935.33	16,399.85	(535.48)	-3.16%
12 La Quinta Inn & Suites - DFW South	16,289.10	18,909.95	2,620.85	16.09%
13 La Quinta Inn & Suites - DFW North	19,819.01	23,297.54	3,478.53	17.55%
14 Wingate Inn - DFW North	9,737.18	10,056.43	319.25	3.28%
15 Wingate Inn - Las Colinas	17,787.85	18,833.79	1,045.94	5.88%
TOTAL LIMITED SERVICE	287,182.18	306,605.37	19,423.19	6.76%

BUDGET				
1 America's Best Value Inn	4,858.27	4,075.26	(783.01)	-16.12%
2 Arya Inn & Suites	1,302.83	1,234.37	(68.46)	-5.25%
3 Best Western Irving Inn & Suites	13,120.45	16,586.97	3,466.52	26.42%
4 Budget Inn	1,434.75	1,502.11	67.36	4.69%
5 Budget Inn & Suites	1,036.26	951.84	(84.42)	-8.15%
6 Budget Lodge of Irving	3,179.13	2,846.11	(333.02)	-10.48%
7 Budget Suites of America - Las Colinas	1,151.59	2,376.56	1,224.97	106.37%
8 Crossroads Hotel	1,772.85	1,429.50	(343.35)	-19.37%
9 Days Inn - DFW North	10,094.59	10,102.28	7.69	0.08%
10 Days Inn	9,964.62	9,675.31	(289.31)	-2.90%
11 Delux Inn	2,619.68	2,062.75	(556.93)	-21.26%
12 Delux Suites	385.94	636.42	250.48	64.90%
13 Gateway Suites	1,703.84	1,869.06	165.22	9.70%
14 Motel 6 - Dallas / Irving	8,167.46	7,913.60	(253.86)	-3.11%
15 Motel 6 - DFW North	8,227.52	8,892.82	665.30	8.09%
16 Motel 6 - DFW South	4,012.91	4,377.80	364.89	9.09%
17 Quality Inn & Suites - DFW Airport	16,004.81	17,499.90	1,495.09	9.34%
18 Quality Inn & Suites - DFW South	12,489.17	8,550.51	(3,938.66)	-31.54%
19 Red Roof Inn - DFW North	14,862.63	16,535.71	1,673.08	11.26%
20 Sleep Inn	8,631.13	6,152.08	(2,479.05)	-28.72%
21 Super 8 Motel - DFW North	8,415.08	8,021.13	(393.95)	-4.68%
22 Super 8 Motel - DFW South	6,420.12	5,049.36	(1,370.76)	-21.35%
TOTAL BUDGET	139,855.63	138,341.45	(1,514.18)	-1.08%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	1,889,946.38	1,928,421.52	38,475.14	2.04%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
1ST QUARTER	1,982,601.00	1,928,421.52	(54,179.48)	-2.73%

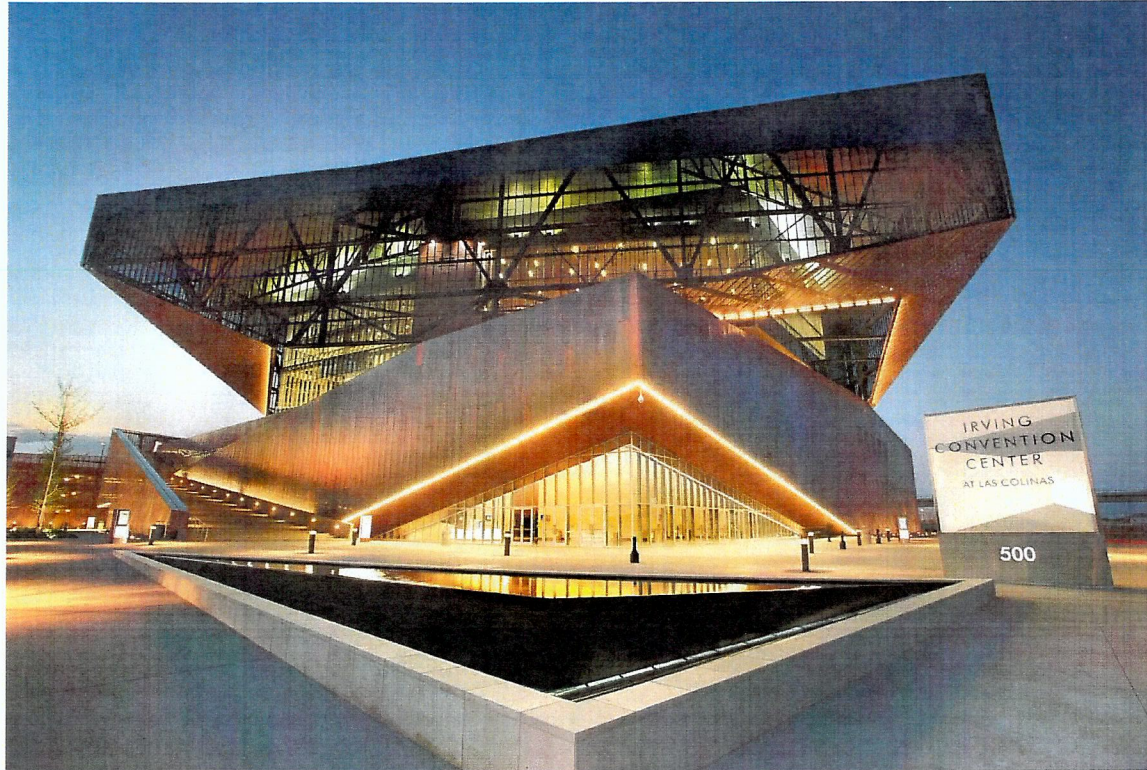
**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2017 - 2018 BUDGET**

BUDGET VS ACTUAL	BUDGET 17-18	ACTUAL 17-18	DIFFERENCE	%
1ST QUARTER OCT - DEC 2017	1,982,601	1,928,422	(54,179)	-2.73%
2ND QUARTER JAN - MAR 2018	2,116,326	0	(2,116,326)	-100.00%
3RD QUARTER APR - JUN 2018	2,317,319	0	(2,317,319)	-100.00%
4TH QUARTER JUL - SEP 2018	2,069,662	0	(2,069,662)	-100.00%
YTD TOTALS	8,485,908	1,928,422	(6,557,486)	-77.28%

PRIOR YEAR VS CURRENT YEAR	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	%
1ST QUARTER OCT - DEC	1,889,946	1,928,422	38,475	2.04%
2ND QUARTER JAN - MAR	2,083,849	0	(2,083,849)	-100.00%
3RD QUARTER APR - JUN	2,206,255	0	(2,206,255)	-100.00%
4TH QUARTER JUL - SEP	2,079,168	0	(2,079,168)	-100.00%
YTD TOTALS	8,259,218	1,928,422	(6,330,796)	-76.65%



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: January 15, 2018

Monthly Financial Summary

For Period Ending December 31, 2017

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	117,100	35,954	39,927	100,000	85,000	120,000	89,100	89,100	86,100	98,000	148,000	102,000	1,110,281		
Service Income	43,471	23,129	46,456	41,066	49,068	36,461	30,288	38,066	29,066	35,066	39,066	58,522	469,724		
Service Expenses	(66,060)	(48,030)	(49,564)	(58,210)	(79,252)	(62,582)	(52,452)	(35,225)	(39,825)	(41,225)	(52,885)	(69,980)	(655,290)		
Total Direct Event Income	94,511	11,053	36,819	82,856	54,816	93,879	66,936	91,941	75,341	91,841	134,181	90,542	924,715		
Ancillary Income															
F & B Concessions	29,160	6,220	5,350	28,500	25,000	29,300	20,000	22,000	11,825	8,405	18,000	16,000	219,761		
F & B Catering	326,765	289,373	461,572	137,500	240,000	232,500	260,000	232,723	300,000	167,085	215,500	285,225	3,148,242		
Parking: Self Parking	32,197	4,910	(5,280)	30,525	15,450	21,450	18,800	18,290	16,750	8,650	11,650	8,450	181,843		
Electrical Services	9,865	12,261	5,800	16,800	8,000	32,070	10,000	9,055	6,200	1,400	7,350	15,800	134,601		
Audio Visual	(90)	(1,331)	(117)	-	-	-	-	-	-	-	-	-	(1,537)		
Internet Services	580	3,350	-	1,750	1,650	750	3,500	1,500	1,250	900	780	950	16,960		
Total Ancillary Income	398,477	314,783	467,325	215,075	290,100	316,070	312,300	283,568	336,025	186,440	253,280	326,425	3,699,869		
Total Event Income	492,988	325,836	504,144	297,931	344,916	409,949	379,236	375,509	411,366	278,281	387,461	416,967	4,624,584		
Other Operating Income	130,093	64,477	25,394	48,200	37,056	32,000	37,056	45,200	37,056	41,000	39,200	33,063	569,795		
ICVB Operating Subsidy				348,000		350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	623,081	390,313	529,538	694,131	381,972	791,949	416,292	420,709	797,172	319,281	426,661	798,280	6,589,378		
Operating Expenses															
Employee Salaries and Wages	202,542	161,560	251,329	179,632	179,632	179,632	179,632	179,632	179,632	179,632	179,632	179,632	2,232,120		
Benefits	55,111	(12,565)	65,173	63,317	62,567	63,317	63,317	63,317	63,317	63,317	63,317	63,317	676,823		
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(39,199)	(39,199)	(39,199)	(39,199)	(39,199)	(39,199)	(39,199)	(39,199)	(39,199)	(437,933)		
Net Employee Wages and Benefits	223,923	121,951	292,134	203,750	203,000	203,750	203,750	203,750	203,750	203,750	203,750	203,750	2,471,009		
Contracted Services	95,696	69,337	59,442	56,539	58,539	63,539	43,539	43,539	43,539	43,539	43,539	43,539	664,326		
General and Administrative	85,386	62,214	31,815	45,717	46,534	46,917	46,917	46,917	46,917	46,917	46,917	46,917	600,085		
Operations	46,466	38,029	49,515	43,208	43,208	43,208	43,208	43,208	43,208	43,208	43,208	43,208	522,882		
Repair & Maintenance	64,590	64,407	42,606	41,064	41,064	41,064	41,064	41,064	41,064	41,064	41,064	41,064	541,180		
Supplies	34,869	15,124	8,277	18,782	18,782	18,782	18,782	18,782	18,782	18,782	18,782	18,782	227,308		
Insurance	5,266	5,538	6,635	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	92,436		
Utilities	44,174	56,170	34,558	46,666	46,666	46,666	46,666	46,666	46,666	46,666	46,666	46,666	554,897		
SMG Management Fee	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	154,788		
SMG F&B Incentive Fee	33,224	12,769	38,991	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	287,484		
Total Operating Expenses	646,493	458,438	576,872	499,458	501,525	507,658	487,658	487,658	487,658	487,658	487,658	487,658	6,116,395		
Net Income (Loss) From Operations	(23,412)	(68,125)	(47,334)	194,673	(119,553)	284,291	(71,366)	(66,949)	309,514	(168,377)	(60,997)	310,622	472,983	-1395000	(922,017)
Other Income (Expenses)	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Income After Other Income (Expenses)	(23,412)	(68,125)	(47,334)	194,673	(119,553)	284,291	(71,366)	(66,949)	309,514	(168,377)	(60,997)	310,622	472,983		
Budget Forecast Comparison by Month															
2018	47,856	472,983	-	-	-	-	-	-	-	-	-	-	-		
2017	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	79,067	315,251			

IRVING CONVENTION CENTER/SMG
 Financial Statements Monthly Highlights
 For the Month Ending December 31, 2017

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	9,713	8,137	1,576	10,297
Events	17	17	0	24
Event Days	22	23	(1)	33
Direct Event Income	36,819	67,006	(30,187)	24,578
Ancillary Income	467,325	298,775	168,550	401,098
Total Event Income	504,144	365,781	138,363	425,676
Other Operating Income	25,394	52,056	(26,662)	19,177
Adjusted Gross Income	529,538	417,837	111,701	444,853
Indirect Expenses	(576,872)	(512,732)	(64,140)	(553,362)
Net Income (Loss) From Operations	(47,334)	(94,895)	47,561	(108,509)

IRVING CONVENTION CENTER/SMG
Financial Statements Year to Date Highlights
For the Three Months Ending December 31, 2017

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	48,143	62,994	(14,851)	42,913
Events	66	83	(17)	61
Event Days	92	105	(13)	89
Direct Event Income	142,382	198,915	(56,533)	101,089
Ancillary Income	1,180,590	726,394	454,196	1,091,032
Total Event Income	1,322,972	925,309	397,663	1,192,121
Other Operating Income	219,962	167,258	52,704	106,126
Adjusted Gross Income	1,542,934	1,092,567	450,367	1,298,247
Indirect Expenses	(1,681,805)	(1,538,201)	(143,604)	(1,508,973)
Net Income (Loss) From Operations	(138,871)	(445,634)	306,763	(210,726)

IRVING CONVENTION CENTER/SMG
Balance Sheet
December 31, 2017

ASSETS

Current Assets

Cash	\$	724,361	
Accounts Receivable		725,723	
Prepaid Assets		61,257	
Inventory		53,576	
Total Current Assets			1,564,917

Total Assets	\$		1,564,917
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	632,940	
Accrued Expenses		250,084	
Deferred Income		0	
Advance Ticket Sales/Deposits		821,771	
Other Current Liabilities		0	
Total Current Liabilities			1,704,795

Long-Term Liabilities

Long Term Liabilites		0	
Total Long-Term Liabilities			0

Total Liabilities			1,704,795
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Equity

Net Funds Received		9,023,919	
Retained Earnings		(9,024,926)	
Net Income (Loss)		(138,871)	
Total Equity			(139,878)

Total Liabilities & Equity	\$		1,564,917
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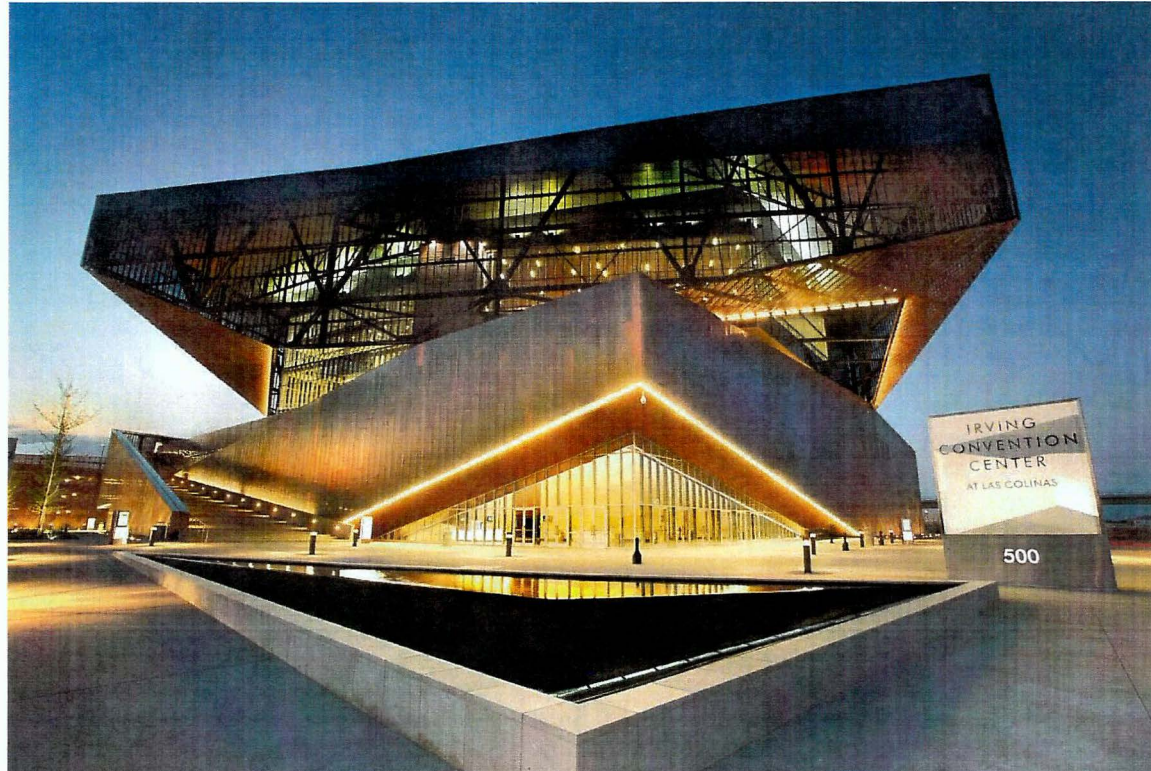
IRVING CONVENTION CENTER/SMG
Income Statement
For the Three Months Ending December 31, 2017

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	39,927	75,000	(35,073)	192,981	227,000	(34,019)	152,641
Service Revenue	46,456	33,866	12,590	113,056	124,999	(11,943)	107,583
Service Expenses	(49,564)	(41,860)	(7,704)	(163,655)	(153,084)	(10,571)	(159,135)
Total Direct Event In	36,819	67,006	(30,187)	142,382	198,915	(56,533)	101,089
Ancillary Income							
F & B Concessions	5,350	5,192	158	40,734	50,193	(9,459)	37,272
F & B Catering	461,572	285,000	176,572	1,077,711	617,940	459,771	1,012,237
Parking	(5,280)	6,228	(11,508)	31,826	40,105	(8,279)	24,179
Electrical Services	5,800	1,580	4,220	27,926	15,580	12,346	17,119
Audio Visual	(117)	0	(117)	(1,537)	1	(1,538)	(825)
Internet Services	0	775	(775)	3,930	2,575	1,355	1,050
Total Ancillary Inco	467,325	298,775	168,550	1,180,590	726,394	454,196	1,091,032
Total Event Income	504,144	365,781	138,363	1,322,972	925,309	397,663	1,192,121
OTHER OPERATING INCOME							
Advertising	0	0	0	0	0	0	0
Other Income	25,394	52,056	(26,662)	219,962	167,258	52,704	106,126
Total Other Operatin	25,394	52,056	(26,662)	219,962	167,258	52,704	106,126
Adjusted Gross Inco	529,538	417,837	111,701	1,542,934	1,092,567	450,367	1,298,247
INDIRECT EXPENSES							
Salaries & Wages	251,329	213,307	(38,022)	615,433	639,919	24,486	605,413
Payroll Taxes & Ben	65,173	64,806	(367)	107,720	194,423	86,703	156,006
Labor Allocations to	(24,368)	(51,902)	(27,534)	(85,142)	(155,708)	(70,566)	(110,572)
Net Salaries and Ben	292,134	226,211	(65,923)	638,011	678,634	40,623	650,847
Contracted Services	59,442	41,697	(17,745)	224,474	125,091	(99,383)	126,035
General and Adminis	31,815	50,487	18,672	179,416	151,461	(27,955)	174,385
Operating	49,515	41,604	(7,911)	134,013	124,812	(9,201)	156,597
Repairs & Maintenanc	42,606	41,327	(1,279)	171,602	123,981	(47,621)	96,283
Operational Supplies	8,277	20,712	12,435	58,270	62,136	3,866	9,199
Insurance	6,635	8,333	1,698	17,439	24,999	7,560	36,889
Utilities	34,558	46,966	12,408	134,899	140,902	6,003	130,931
SMG Management F	51,890	35,395	(16,495)	123,681	106,185	(17,496)	127,807

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Three Months Ending December 31, 2017

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Total Indirect Expens	576,872	512,732	(64,140)	1,681,805	1,538,201	(143,604)	1,508,973
Net Income (Loss)	(47,334)	(94,895)	47,561	(138,871)	(445,634)	306,763	(210,726)



Date Distributed: February 16, 2018

Monthly Financial Summary

For Period Ending January 31, 2018

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	117,100	35,954	39,927	105,725	85,000	120,000	135,000	102,500	15,000	98,000	148,000	102,000	1,104,206
Service Income	43,471	23,129	46,456	10,029	49,068	36,461	30,288	38,066	29,066	35,066	39,066	58,522	438,687
Service Expenses	(66,060)	(48,030)	(49,564)	(58,278)	(79,252)	(62,582)	(52,452)	(35,225)	(39,825)	(41,225)	(52,885)	(69,980)	(655,358)
Total Direct Event Income	94,511	11,053	36,819	57,476	54,816	93,879	112,836	105,341	4,241	91,841	134,181	90,542	887,535
Ancillary Income													
F & B Concessions	29,160	6,220	5,350	12,588	25,000	29,300	20,000	22,000	11,825	8,405	18,000	16,000	203,849
F & B Catering	326,765	289,373	461,572	275,097	332,250	163,875	195,000	232,723	300,000	167,085	215,500	285,225	3,244,465
Parking: Self Parking	32,197	4,910	(5,280)	24,287	15,450	21,450	18,800	18,290	16,750	8,650	11,650	8,450	175,605
Electrical Services	9,865	12,261	5,800	23,227	8,000	32,070	10,000	9,055	6,200	1,400	7,350	15,800	141,027
Audio Visual	(90)	(1,331)	(117)	(0)	-	-	-	-	-	-	-	-	(1,537)
Internet Services	580	3,350	-	1,050	1,650	750	3,500	1,500	1,250	900	780	950	16,260
Total Ancillary Income	398,477	314,783	467,325	336,249	382,350	247,445	247,300	283,568	336,025	186,440	253,280	326,425	3,779,668
Total Event Income	492,988	325,836	504,144	393,725	437,166	341,324	360,136	388,909	340,266	278,281	387,461	416,967	4,667,202
Other Operating Income	130,093	64,477	25,394	52,536	37,056	32,000	37,056	45,200	37,056	41,000	39,200	33,063	574,130
ICVB Operating Subsidy				348,000		350,000			348,750			348,250	1,395,000
Adjusted Gross Income	623,081	390,313	529,538	794,260	474,222	723,324	397,192	434,109	726,072	319,281	426,661	798,280	6,636,333
Operating Expenses													
Employee Salaries and Wages	202,542	161,560	251,329	202,263	207,410	207,410	207,410	207,410	207,410	207,410	207,410	207,410	2,476,974
Benefits	55,111	(12,565)	65,173	62,849	58,516	64,936	64,044	64,044	64,044	64,044	64,044	64,044	678,285
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(32,171)	(32,318)	(32,318)	(32,318)	(32,318)	(32,318)	(32,318)	(32,318)	(32,318)	(375,858)
Net Employee Wages and Benefits	223,923	121,951	292,134	232,940	233,608	240,028	239,136	239,136	239,136	239,136	239,136	239,136	2,779,402
Contracted Services	95,696	69,337	59,442	58,844	58,539	63,539	43,539	43,539	43,539	43,539	43,539	43,539	666,632
General and Administrative	85,386	62,214	31,815	55,129	40,384	39,160	39,160	39,160	39,160	39,160	39,160	39,160	549,048
Operations	46,466	38,029	49,515	49,985	40,405	40,125	40,125	40,125	40,125	40,125	40,125	40,125	505,275
Repair & Maintenance	64,590	64,407	42,606	34,412	39,856	39,856	39,856	39,856	39,856	39,856	39,856	39,856	524,863
Supplies	34,869	15,124	8,277	23,982	15,449	15,449	15,449	15,449	15,449	15,449	15,449	15,449	205,844
Insurance	5,266	5,538	6,635	4,726	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	88,829
Utilities	44,174	56,170	34,558	43,923	46,666	46,666	46,666	46,666	46,666	46,666	46,666	46,666	552,154
SMG Management Fee	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	154,788
SMG F&B Incentive Fee	33,224	12,769	38,991	29,601	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	294,585
Total Operating Expenses	646,493	458,438	576,872	546,442	518,639	528,555	507,663	507,663	507,663	507,663	507,663	507,663	6,321,420
Net Income (Loss) From Operations	(23,412)	(68,125)	(47,334)	247,818	(44,417)	194,769	(110,471)	(73,554)	218,409	(188,382)	(81,002)	290,617	314,913
Other Income (Expenses)													
Net Income After Other Income (Expenses)	(23,412)	(68,125)	(47,334)	247,818	(44,417)	194,769	(110,471)	(73,554)	218,409	(188,382)	(81,002)	290,617	314,913

Budget Forecast Comparison by Month

2018	47,856	494,666	472,986	314,913	-	-	-	-	-	-	-	-	-
2017	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	79,067	315,251	

IRVING CONVENTION CENTER/SMG
 Financial Statements Monthly Highlights
 For the Month Ending January 31, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	20,251	20,719	(468)	18,062
Events	20	25	(5)	20
Event Days	31	30	1	26
Direct Event Income	57,476	82,857	(25,381)	59,013
Ancillary Income	336,247	215,074	121,173	182,651
Total Event Income	393,723	297,931	95,792	241,664
Other Operating Income	52,536	48,200	4,336	34,647
Adjusted Gross Income	446,259	346,131	100,128	276,311
Indirect Expenses	(546,441)	(512,732)	(33,709)	(436,205)
Net Income (Loss) From Operations	(100,182)	(166,601)	66,419	(159,894)

IRVING CONVENTION CENTER/SMG
 Financial Statements Year to Date Highlights
 For the Four Months Ending January 31, 2018

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	68,394	83,713	(15,319)	60,975
Events	86	108	(22)	81
Event Days	123	135	(12)	115
Direct Event Income	199,858	281,772	(81,914)	160,104
Ancillary Income	1,516,838	941,466	575,372	1,273,687
Total Event Income	1,716,696	1,223,238	493,458	1,433,791
Other Operating Income	272,498	215,458	57,040	140,774
Adjusted Gross Income	1,989,194	1,438,696	550,498	1,574,565
Indirect Expenses	(2,228,243)	(2,050,933)	(177,310)	(1,945,177)
Net Income (Loss) From Operations	(239,049)	(612,237)	373,188	(370,612)

IRVING CONVENTION CENTER/SMG
Balance Sheet
January 31, 2018

ASSETS

Current Assets		
Cash	\$	1,334,069
Accounts Receivable		290,531
Prepaid Assets		54,845
Inventory		54,969
		1,734,414
Total Current Assets		1,734,414
		1,734,414
Total Assets	\$	1,734,414

LIABILITIES AND EQUITY

Current Liabilities		
Accounts Payable	\$	401,144
Accrued Expenses		277,177
Deferred Income		0
Advance Ticket Sales/Deposits		948,149
Other Current Liabilities		0
		1,626,470
Total Current Liabilities		1,626,470
Long-Term Liabilities		
Long Term Liabilites		0
		0
Total Long-Term Liabilities		0
Total Liabilities		1,626,470
Equity		
Net Funds Received		9,371,919
Retained Earnings		(9,024,926)
Net Income (Loss)		(239,049)
		107,944
Total Equity		107,944
Total Liabilities & Equity	\$	1,734,414

IRVING CONVENTION CENTER/SMG
Income Statement
For the Four Months Ending January 31, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	105,725	100,000	5,725	298,706	327,000	(28,294)	254,661
Service Revenue	10,029	41,066	(31,037)	123,084	166,065	(42,981)	113,948
Service Expenses	(58,278)	(58,209)	(69)	(221,932)	(211,293)	(10,639)	(208,505)
Total Direct Event In	57,476	82,857	(25,381)	199,858	281,772	(81,914)	160,104
Ancillary Income							
F & B Concessions	12,586	28,500	(15,914)	53,324	78,693	(25,369)	48,963
F & B Catering	275,097	137,500	137,597	1,352,807	755,440	597,367	1,148,212
Parking	24,287	30,524	(6,237)	56,112	70,627	(14,515)	43,853
Electrical Services	23,227	16,800	6,427	51,153	32,380	18,773	33,029
Audio Visual	0	0	0	(1,538)	1	(1,539)	(825)
Internet Services	1,050	1,750	(700)	4,980	4,325	655	455
Total Ancillary Inco	336,247	215,074	121,173	1,516,838	941,466	575,372	1,273,687
Total Event Income	393,723	297,931	95,792	1,716,696	1,223,238	493,458	1,433,791
OTHER OPERATING INCOME							
Advertising	0	0	0	0	0	0	0
Other Income	52,536	48,200	4,336	272,498	215,458	57,040	140,774
Total Other Operatin	52,536	48,200	4,336	272,498	215,458	57,040	140,774
Adjusted Gross Inco	446,259	346,131	100,128	1,989,194	1,438,696	550,498	1,574,565
INDIRECT EXPENSES							
Salaries & Wages	202,261	213,307	11,046	817,694	853,226	35,532	806,465
Payroll Taxes & Ben	62,850	64,806	1,956	170,568	259,229	88,661	170,121
Labor Allocations to	(32,172)	(51,902)	(19,730)	(117,314)	(207,610)	(90,296)	(152,600)
Net Salaries and Ben	232,939	226,211	(6,728)	870,948	904,845	33,897	823,986
Contracted Services	58,844	41,697	(17,147)	283,318	166,788	(116,530)	171,010
General and Adminis	55,130	50,487	(4,643)	234,545	201,948	(32,597)	228,700
Operating	49,985	41,604	(8,381)	183,997	166,416	(17,581)	206,011
Repairs & Maintenan	34,412	41,327	6,915	206,014	165,308	(40,706)	131,801
Operational Supplies	23,982	20,712	(3,270)	82,252	82,848	596	11,405
Insurance	4,726	8,333	3,607	22,165	33,332	11,167	45,530
Utilities	43,923	46,966	3,043	178,823	187,868	9,045	171,897
SMG Management F	42,500	35,395	(7,105)	166,181	141,580	(24,601)	154,837

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Four Months Ending January 31, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Total Indirect Expens	546,441	512,732	(33,709)	2,228,243	2,050,933	(177,310)	1,945,177
Net Income (Loss)	(100,182)	(166,601)	66,419	(239,049)	(612,237)	373,188	(370,612)

January 2018 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
				ICVB Lunch Meeting and Site Tour	Leadership Irving	Las Colinas Bridal Show
Grimaldi's					Aflac	
7	8	9	10	11	12	13
Las Colinas Bridal Show		GDMF Board Meeting	Oncor Commercial Program Outreach Meeting	Texas Home and Garden Show		
DFW Church Worship Service		Oncor Residential Program Outreach Meeting		Texas Kick-off		Delta Sigma Theta Luncheon
		Legends Catering - Coffee Service				
14	15	16	17	18	19	20
Texas Home and Garden Show		2018 State of the City Annual Banquet	Methodist Health System Annual Leadership Meeting			DaVita Sparkling Nights
	DECA District 7 Conference			Texas Prime Meet		
			Grimaldis Training			
21	22	23	24	25	26	27
Texas Prime Meet	Irving Hospitality Industry Annual Meeting			TXU Annual Kick-off Meeting	ICVB CPR Training Class	Islamic Center of Irving Annual Banquet
Zest Fest						
28	29	30	31	1	2	3
Zest Fest			Smart Circle International, LLC	TD Industries Quarterly Meeting		
	2018 Management Kickoff		2018 TAPA Annual CME Conference			

From: [Diana Pfaff](#)
To: [Maura Gast](#)
Subject: Fwd: Form Submission - High Spirited Citizen Nomination
Date: Sunday, January 21, 2018 5:27:46 AM

FYI ...

Diana Pfaff
VP of Marketing and Communications
Irving Convention and Visitors Bureau
214-236-8885 (cell)

Begin forwarded message:

From: <donotreply@simpleviewinc.com>
Date: January 20, 2018 at 6:07:52 PM CST
To: <dpfaff@irvingtexas.com>, <mwhite@irvingtexas.com>, <cstoddard@irvingtexas.com>
Subject: Form Submission - High Spirited Citizen Nomination

High Spirited Citizen Nomination

Nominee Biography (The person you are nominating)

First Name: Debra
Last Name: Cox
Address: 2216 Garden
Isle Drive
City: Irving
State: Texas
Zip: 75060
Primary Phone:
2143957160cell

Alternate Phone:

Please list nominee's civic affiliations in Irving, and note if affiliations are past or present: Entertainment Series of Irving Board - Current
Oak View Baptist Church - Current
Silvertones Choir - Current
Preceptor Xi Rho - Chapter Beta Sigma Phi - organization - current

Please list their major volunteer accomplishments within their affiliations, and note if affiliations are past or present:
Debra has served on the Entertainment Series of Irving Board for a number of years, filling many different positions and assisted with every single project in some way.....such as ticket sales, fund-raising, special events such as Sundaes on Sunday, volunteers at the Arts Center Holiday Open House activity table for ESI, marketing committee, and any other activity

to represent the Entertainment Series. Two silents auctions a year are designed, created, staffed and handled in every detail by Debra. Currently she is the recording secretary, keeping attendance, minutes, correspondence, acknowledgements all up to day. She is the efficient and organized board members who keeps the rest of us "organized. She chairs the annual silent auctions, provides local copy for the printed program and is basically the "go to" person in all areas.

Oak View Baptist

Church - Debra is a dedicated member of the church choir, serves as church music librarian, and takes on additional responsibilities when called upon.

Silvertones Choir - Woody Schober commented that she is one of the most dedicated members of the Silvertones. She assists the uniform chairman and serves on the by-law committee.

Preceptor Xi Rho Chapter

- Beta Sigma Phi - organization. She just served for three years as President in a row. She has held many other chapter position through the years as well

Woody Schober also commented that Debra is well respected by those who know her. She is involved in many community events. Please

list nominee's honors and awards: I am not certain but this is a good reason she should be considered for the High Spirited Citizen Award!!! Additional Information about the nominee: Debra is one of the most dependable, efficient, positive, helpful persons I know. She is capable in so many areas and willingly gives of her time, expertise, creative ideas to see that an event or project is done with the best image and outcome possible. If a friend asks her for help, it doesn't matter which organization it might benefit, Debra does her best to assist.

Number of
years nominee has resided in Irving: 35

Nominated by (Your information)

First Name: Mary

Last Name: Higbie

Email: mary_higbie@yahoo.com

Physical Zip: 75062

Primary Phone: 97225238389728161324cell

**CITY OF IRVING/IRVING CONVENTION AND VISITORS BUREAU
HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: _____

Address: _____

City: Irving State: TX Zip: _____

Phone: _____

Please list nominee's civic affiliations in Irving. Example: Rotary Board of Directors, Salvation Army, Garden Club, church/synagogue/mosque ministry, hospital auxiliary, etc. (continue on back of form or attach a second page, if necessary)

Please list major volunteer accomplishments within the above affiliations. Do not include any paid positions, as the award recognizes an individual's **volunteer** accomplishments. Example: Chaired the Rotary Club, assisted with clothing drive for The Salvation Army, led Garden Club's construction team that built fence at La Buena Vida House, etc.

Please list nominee's honors and awards as a volunteer.

Additional information.

Number of years nominee has resided in Irving: _____

Nominated by: _____ Date: _____

Email: _____ Phone: _____

Return to: Irving Convention and Visitors Bureau
c/o Diana Pfaff
500 W. Las Colinas Blvd.
Irving, TX 75039
dpfaff@irvingtexas.com

City of Irving Office of the Mayor Proclamation

WHEREAS: Jim and Virginia Meler have been a part of the city of Irving for more than 46 years raising their two children and supporting and volunteering in countless ways to this community; and

WHEREAS: Their children, Dr. James D. Meler and Kelly Meler Haley were educated in the Irving Independent School District both graduating from MacArthur High School and are now successful in their respective careers; and

WHEREAS: Jim has long supported this city through service on the Planning and Zoning Commission, Board of Adjustments and Appeals, Green Action Committee, Bike Lane Task Force, Heritage District Tree Survey Committee, and currently on the Museum Board; and

WHEREAS: Virginia has supported the city's Library Services by serving on the Library Board, including a two terms as Board President, and played a key role in the planning of the Valley Ranch and West Branch Libraries; she also served on the Senior Services Advisory Committee, Dart Advisory Committee, and was involved in numerous school and community organizations; and

WHEREAS: Jim and Virginia and their family played a leadership role in the Property Owners of North Irving (PONI) organization which actively campaigned for the designation of north Irving park land that resulted in Cottonwood Creek Park, the Accessible Playground and the Miracle League Field; and

WHEREAS: Jim and Virginia Meler, charter members of the La Cima Club, are receiving today the La Cima Legacy Award which recognizes individuals and organizations which are instrumental in pioneering and visionary achievements in the City of Irving, the Las Colinas community and the La Cima Club.

NOW THEREFORE, I, Beth Van Duyne, Mayor of the City of Irving, Texas, do hereby proclaim Friday, January 10, 2014 as:

Jim and Virginia Meler Day

in Irving, Texas and urge appropriate recognition thereof.

**The State of Texas
LHB Draft Resolution
(12/13/13)**

WHEREAS, Jim and Virginia Meler are charter members of the La Cima Club and have been selected to receive the 2013 Legacy Award in recognition of their numerous volunteer efforts and community involvement in the city of Irving; and

WHEREAS, Jim received a Bachelor of Science degree and a Masters of Education Degree from Midwestern State University and following an eleven year career teaching high school biology, he worked for Electronic Data Systems (EDS) for more than thirty years, and he continues to contribute to the business world as a consultant; and

WHEREAS, Virginia received an Associate's degree from North Lake College, working as an administrative assistant for oil companies and as a documents specialist at EDS for ten years; and

WHEREAS, Jim and Virginia Meler and their family played a leadership role in the Property Owners of North Irving (PONI) organization that championed the designation of park land that became Cottonwood Creek Park and includes the Miracle League Field and the Accessible Playground; and

WHEREAS, Jim Meler currently serves on the Salvation Army Board (Irving Post), chairing the committee to join the Boys & Girls Club with the Irving Post, the Irving Heritage Society, La Cima Heritage Committee, and he has volunteered as a Boy Scout leader, church worship leader, and served at the Stewpot resource center for the homeless; and

Whereas, Virginia Meler supported her community through leadership with the Girl Scouts, Cub Scouts, MacArthur High School Booster Club, the Red Cross, the Irving Library Board, Irving Heritage Society, the Stewpot, La Cima Heritage Committee, and church activities; and

WHEREAS, Jim and Virginia Meler have demonstrated exceptional dedication to the betterment of their community, and in so doing, they have garnered the lasting admiration and appreciation of their fellow residents; now, therefore, be it

RESOLVED, That Jim and Virginia be congratulated on their receipt of the La Cima Legacy Award and that they be extended sincere best wishes for continued happiness.

**Linda Harper Brown
State Representative
District 105**

In appreciation for those visionary volunteers from the Property Owners of North Irving (PONI) with special recognition to Jim and Virginia Meler and their family who worked tirelessly for the addition of park land that was developed for Cottonwood Creek Park and now includes the Accessible Playground and Miracle League Field.

In appreciation to Jim and Virginia Meler and their family, as members of Property Owners of North Irving (PONI) who worked tirelessly for the addition of park land that was developed for Cottonwood Creek Park and now includes the Accessible Playground and Miracle League Field

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 26, 2018

BOARD REPORTS



2018 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: 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. 16, June 5, Sept. 14, Dec. 7; 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; Mark Cronenwett; Bob Galecke; Rick Lindsey; Joe Philipp

Staff Liaisons: Maura Gast and Mike Zumbaugh

Committee Support & Communications: Carol Boyer

Community Relations Committee

Standing Quarterly Meeting: Apr. 3, July 17, Oct. 2; 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. 6, May 15, Aug. 7, Nov.6; all meetings at 11:30 at the ICC unless otherwise notified

Chair – Greg Malcolm

Vice Chair – Debbi Haacke

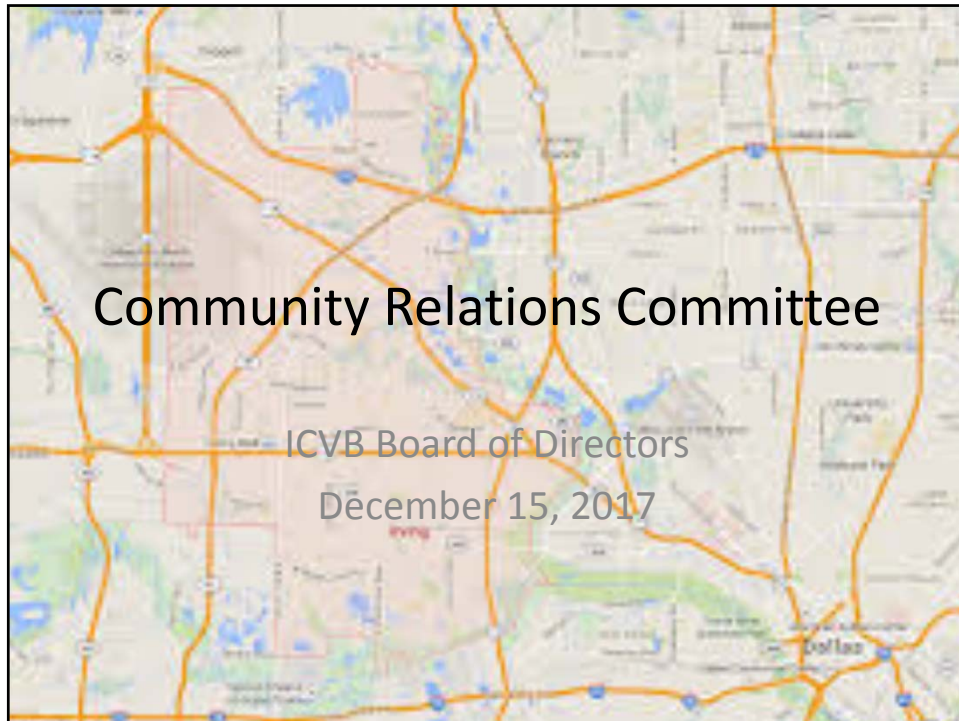
Committee Members: Clem Lear; Ron Mathai; Bob Bourgeois; Beth Bowman; Bob Galecke; Joe Marshall; Julia Kang; Jacky Knox; Joe Philipp

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

Committee Support & Communications: Carol Boyer and Brenda Lopez

2018 ICVB Board & Committee Meetings

January 4	Big Beat Dallas @ Music Factory Hard Hat Tour, 11:30 a.m., ICC
January 19	Executive Committee, 9 a.m., ICC
January 22	Irving Hospitality Industry Annual Meeting (No ICVB Board meeting this month)
February 6	Destination Development, 11:30 a.m., ICC
<i>February 20</i>	<i>City of Irving Boards & Commissions Banquet</i>
February 23	Executive Committee, 9 a.m., ICC
February 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
<i>March 9</i>	<i>City of Irving Water Infrastructure Tour</i>
March 16	Board Development; 9 a.m., ICC
March 23	Executive Committee, 9 a.m., ICC
March 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
April 3	Community Relations, 11:30 a.m., ICC
April 27	Executive Committee, 9 a.m., ICC
April 30	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
May 15	Destination Development, 11:30 a.m., ICC
May 18	Executive Committee, 9 a.m., ICC
May 21	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
June 5	Board Development; 9 a.m., ICC
June 21-22	ICVB Board Strategic Planning Retreat, TBD June 21 – 2 p.m. start, 5 p.m. conclusion, reception to follow June 22 - 9 a.m. start, 4 p.m. conclusion
June 22	Executive Committee, 8:30 AM – TBD (Note early start time to accommodate retreat schedule)
June 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start (TENTATIVE: Budget Presentation)
July 17	Community Relations, 11:30 a.m., ICC
July 20	Executive Committee, 9 a.m., ICC
July 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
August 7	Destination Development, 11:30 a.m., ICC
August 17	Executive Committee, 9 a.m., ICC
August 20	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
September 14	Board Development; 9 a.m., ICC
September 21	Executive Committee, 9 a.m. ICC
September 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
October 2	Community Relations, 11:30 a.m., ICC
October 20	PENDING: SPECIAL MEETING: Executive Committee and/or Full Board – Executive Director Performance Evaluation, 9 a.m., ICC.
October 22	PENDING: Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
November 6	Destination Development, 11:30 a.m., ICC
November 16	Executive Committee, 9 a.m. ICC
November 19	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
December 7	Board Development; 9 a.m., ICC
December 14	Executive Committee, 9 a.m. ICC
December 17	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start



Agenda

- High Spirited Citizen Nominations
- Irving Hospitality Industry Annual Meeting
- Executive Director Report
 - Former Board Member Outreach
 - May 3, 2018 – National Travel & Tourism Week
- Approving Minutes – September 7, 2017
- Chairman’s Report

High Spirited Citizens Program

- Started in 1988 to recognize and encourage the spirit of volunteerism in Irving
 - AND to give the ICVB a “local face”
 - NOTE: HSC 30th Anniversary – 2018!!
- Recipients honored at City Council meetings with proclamation
 - Invited to participate in HSC float at Christmas Parade
 - Invited to Hospitality Industry Annual Meeting, other CVB events
- Must reside in the city, with the majority of their volunteer service benefiting Irving
- Candidates/elected officials may not be considered while running or serving
- Current members of the ICVB board, staff or ICC staff are not eligible
- Nominees whose contributions are court-ordered or required for scholarship applications are not considered
- Community Relations Committee reviews and forwards to the Board for approval

High Spirited Citizens Nominations

- Review of current nominees
 - William Cole
 - Marilyn & Joe Willems
 - Discussion/Recommendations
- “In the hopper”
 - Jim & Virginia Meler (Bob B/Mike Goff to submit)
 - Jearlene Miller (Mary Higbie)
 - Tony Grimes (Brad LaMorgese)

Hospitality Industry Annual Meeting 2018

- January 22, 2018
 - Will take the place of the regular ICVB Board Meeting
 - 11:00 registration starts
 - 11:30 seating
 - 11:45 programming begins
- Spirit of Irving Awards:
 - Carpenter Award: McKesson
 - Townsell Award: JC Gonzalez
 - Nelson Award: Drive Nation
- Dylan Thuras, Atlas Obscura, Keynote Speaker



National Travel & Tourism Week 2018

- First established by Congressional resolution in 1983
- Nationwide week of events across the country to champion the power of the industry, coordinated by the US Travel Association
- May 6-12, 2018
 - US Travel Association will announce the 2018 theme in the new year
 - Proclamation at May 3, 2018 Council meeting
 - NOT to be confused with Global Meetings Industry Day, April 12, 2018 (Meetings Mean Business initiative)



Future Meeting Items

- Strategic Plan Priorities
 - 2018 & Beyond planning session – June 2018
- IHIAM Recap
- National Travel & Tourism Week 2018
- High Spirited Citizens 30th Anniversary
 - November 2018
- What else?



ICVB Board of Directors
Destination Development Committee
Quarterly Meeting
February 6, 2018

Committee Goal:
Create Destination-Defining
Development

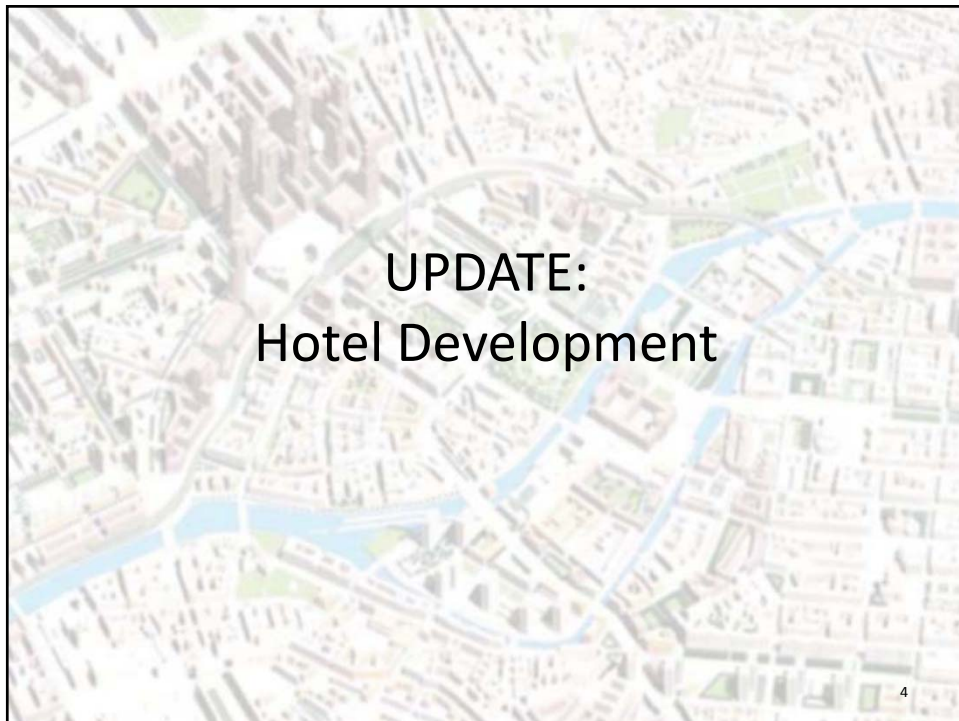
1




AGENDA

1. Update - Irving Archives & Museum
2. Update- Hotel Development
3. Update – Music Factory/Big Beat Dallas
4. Update – Irving Convention Center Safety & Security
5. Minutes – November 28, 2017
6. Committee Chairman’s Report
7. Future Meeting Items


2



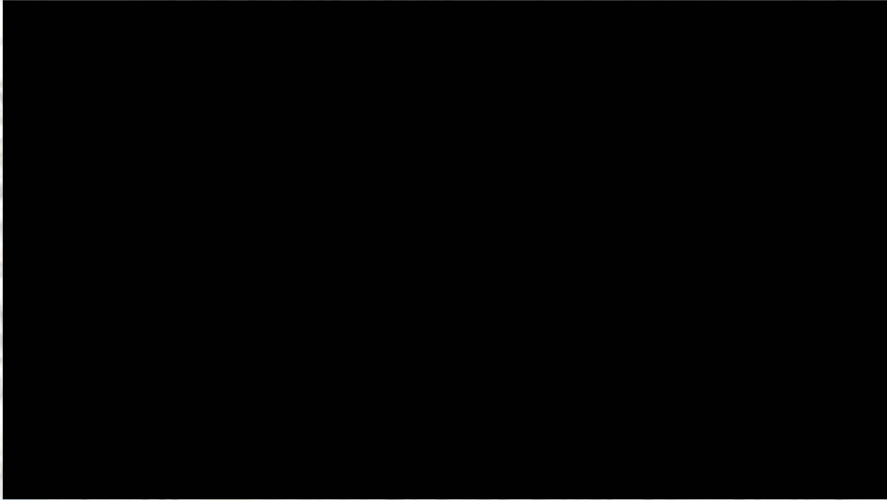


Convention Center Hotel

Operations Update
City Council Work Session – January 31, 2018



Time Lapse Video



Garage Foundation



Garage – Pre-cast Panels and Beams



Garage – Pre-Cast T-Beams



Back of House Area



Back of House Area



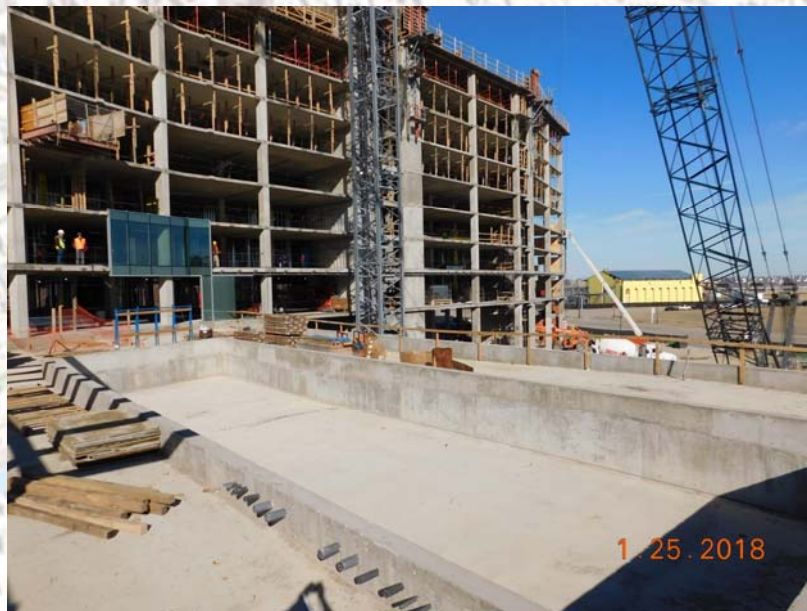
Main Hotel Lobby (looking NE)



Second Deck Pool Area



Pool Deck – looking back at south side of Hotel



Pool Deck Sun Shelter



Second Level Hallway and Walls



Hotel Development



Texican Court

- Under construction
- 152 rooms, 3,500 sf meeting space
- Model rooms @ ICC
- Opening November 2018



Waterwalk Hotel

- Under construction
- 153 rooms, 440 sf meeting space
- Adjacent to Texas Proton Therapy Center on Royal Lane @ 161
- Opening Summer 2018

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Hotel Development

- Woolley’s Classic Suites
 - 114, between Esters & Freeport
 - 230 rooms, 5,875 sf meeting space
 - Zoning case (P&Z - 2/5 & Council - 2/15) – reduction in height from 6 stories to 4 stories
 - Construction, opening TBD
- Element Hotel
 - 159 rooms
 - 114 @ Green Park
 - Sfuzzi Restaurant has been taken down
 - Construction start, opening TBD
- Other Projects pending/rumored:
 - Jerry Jones/Blue Star Land development @ 161
 - Developer has stated hotel will meet the city’s minimum standards
 - Hidden Ridge/Verizon Campus
 - Embassy Suites – 114 east of MacArthur
 - Hampton Inn & Suites – 114 @ Esters (Silver Lake Partners, developer)
 - 108 rooms; does not meet city’s minimum standards
 - Best Western VIB – Urban Center (Shreem Capital, developer)
 - Does not meet city’s minimum standards

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UPDATE: Toyota Music Factory & Big Beat Dallas

Timmy Hendricks, ARK/Toyota Music Factory
Julia Kang, Big Beat Dallas

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Irving Music Factory – Tenant Map

Open Venues

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Restaurant Ribbon Cuttings

- Toyota Music Factory
 - Tuesday, Feb. 6, 5 p.m. – Gloria’s Latin Cuisine
 - Friday, Feb. 9, 12 Noon – Grimaldi’s Pizza
- Other
 - Wednesday, Feb. 7, 4 p.m. – Southern Junction
 - 101 N. Rogers Road (former Lindero Ranch venue)
 - East of City Hall, accessible from Rock Island Road

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Parking Update

- All parties continue to work on traffic & parking management
- Transition meeting to turn over Urban Tower garage to ARK for operations scheduled for this Thursday
 - Transition anticipated in March
- DART has made its lot at Riverside and NW Highway available (for free) for a pilot program to accommodate employee and other parking needs
 - 6-month program to be operated by ARK
 - At the end of six months, DART will assess ridership volume and determine funding eligibility (up to 50%)

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Irving Convention Center
Safety & Security

Tom Meehan, ICC General Manager

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Committee Chair's Report

- Approval of November 28, 2017 Minutes
- 2018 Meeting Dates
 - ✓ Feb. 6
 - May 15
 - Aug. 7
 - Nov. 6
- Future Meeting Subjects:
 - Development Updates: Water Street, Hidden Ridge
 - Other items of interest?

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IRVING CITY Spectrum digital

f t v i cityofirving.org

Feb. 14, 2018 | CityofIrving.org



Residents Invited to Feb. 19 Town Hall Meeting

Join the City of Irving for a District 5 Town Hall meeting to learn about ongoing and future city projects and initiatives. The meeting will be held from 6:30 to 8 p.m. Feb. 19, at Lee Park Recreation Center, 3000 Pamela Drive.

[Click here](#) or call (972) 721-7600, for more information.

Heritage Aquatic Center Renovations Scheduled for April



The Heritage Aquatic Center will close for six weeks for pool renovations beginning in late spring.

The aquatic center, which opened in early 2003, will receive updates to its 120,000-gallon pool, including resurfacing and tile replacement. A new climate control unit will be installed to provide air cooling and dehumidification, as well as heat for the pools and spa.

Quick Links

- [Construction Updates](#)
- [ICTN on Demand](#)
- [Mayor and City Council](#)
- [Meetings](#)
- [Online Payments](#)

Connect With Us

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Warrant Roundup

Starting in late February, the Irving City Marshal's Office and the Irving Police Department will participate in the Texas Warrant Roundup.

Across the state, law enforcement officials will focus on defendants with outstanding warrants for Class C misdemeanor violations.

Those with outstanding warrants are urged to contact the Irving Municipal Court's Warrant Division at (972) 721-2671, or visit the Irving Criminal Justice Center, 305 N. O'Connor Road, from

The city recently [completed a renovation project](#) at the North Lake Natatorium, 5001 N. MacArthur Blvd. Residents may use the facility during the Heritage Aquatic Center renovations. [Click here](#) for the natatorium's hours and address.

[Learn more about renovation plans.](#)

Applications for 2018 Irving Event Vendors Now Available

The application for vendors to sell food, crafts and other items at Irving's 2018 citywide special events is now [available online](#). Vendor spaces are available at several events throughout the year, including Canal Fest, Taste of Irving and Irving Main Street Event.

This year the Parks and Recreation Department would specifically like to showcase artisan vendors whose work reflects their cultural heritage. Clothing, jewelry, furniture artisans and artists are encouraged to apply and showcase their goods at Irving Canal Fest. Vendor applications will be reviewed weekly, and approved vendors will be notified by email.

[Click here](#) for more information on applying as a vendor.

First Look: The Irving Archives and Museum



Click the video to see what the city has planned.

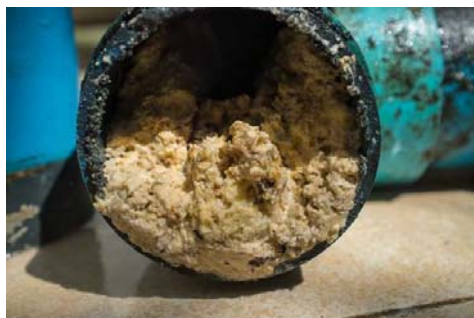
The history museum planned for the former Central Library now will be known as the Irving Archives and Museum. The Irving Department of Arts and Culture recently held a public meeting to give a walk-through of the space.

Keep Fats, Rags, Oils and Grease Out of Household Drains

Before flushing toilets or allowing run-off into kitchen or bathroom sinks, think FROG; Fats, Rags, Oil and Grease. Certain items and chemicals should not be flushed or drained through residential or commercial sewer lines. These items can plug up wastewater systems, resulting in costly repairs.

In addition to the repairs, sewer back-ups are messy, foul-smelling and pose a serious public health threat. Certain items can contaminate the treated water that is discharged into the rivers, streams and groundwater.

Items that should never be flushed down toilets or drains include:



8 a.m. to 5 p.m.
Monday through
Friday.

[Click here](#) for more information.

Feb. 15 | [Discover with Me Interactive Play](#)

10:30 to 11:45 a.m. |
South Irving Library,
601 Schulze Drive

Feb. 16 | [Irving's Got Talent, Irving Parks and Recreation](#)

7 to 9 p.m. | Irving Arts
Center, 3333
MacArthur Blvd.

Feb. 17 | [Friends of the Irving Library Book Sale](#)

10 a.m. to 5 p.m. |
Valley Ranch Library,
401 Cimarron Trail

Feb. 17 - 19 | [Red Cross Lifeguard Class - Prerequisite Required](#)

8:30 a.m. to 6 p.m. |
North Lake
Natatorium, 5001 N.
MacArthur Blvd.

Feb. 17 | [Game Day for Kids](#)

2:30 to 3:30 p.m. |
West Irving Library,
4444 W. Rochelle
Road

Feb. 20 | [Color Me Calm: Paisley Patterns](#)

6:30 to 8:30 p.m. |
South Irving Library,
601 Schulze Drive

Feb. 23 | [Affordable Spay/Neuter for Pets - Appointments Required](#)

8 to 8:30 a.m. | Irving
Animal Care Campus,
4140 Valley View Lane

Feb. 23 | [Affordable Vaccinations for Pets - No Appointments Needed](#)

10 a.m. to noon | Irving
Animal Care Campus,
4140 Valley View Lane

- Disposable diapers, and baby and facial wipes.
- Cooking oil and grease.
- Acidic or toxic substances, including paint and paint thinners.
- Motor oil.

[Click here](#) for more tips on how to properly dispose of hazardous or bulky waste.

**Feb. 24 | [Home Chemical Collection,](#)
[Electronics Recycling](#)**
9 a.m. to 1 p.m. |
Briery Municipal
Compound, 128 N.
Briery Road

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City of Irving, Texas
825 W. Irving Boulevard, Irving, TX 75060
(972) 721-2600 | [Email Us](#) | [CityofIrving.org](#)





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

February 2018

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	Jefferson Promenade	555 Promenade Pkwy	Apts-Parking Garage	881,793 SF	\$46,400,000	Permit Issued	5/8/2017	Irving	Nov-17
2	Brownstones Bldg 7	101 Decker Dr.	Condos	15,640 SF	\$991,990	Permit Issued	9/21/2017	Irving	Dec-17

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	840 Ranchview Dr.	Office Complex	5,655 SF	\$650,000	Permit Issued	5/11/2016	Irving	Dec-17
2	EZ Bail Bonds	330 Virginia	Bail Bonds Office	4,810 SF	\$200,000	Permit Pending	10/10/2016	Irving	May-17
3	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
4	Clay Cooley Car Wash Addn.	1255 E. Airport Fwy	Service Shop	1,240 SF	\$270,000	Permit Issued	7/27/2017	Irving	Dec-17
5	Verizon	750 Hidden Ridge Dr.	Parking Garage	143,788 SF	\$8,800,000	Permit Approved	11/1/2017	Irving	Dec-17
6	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

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Johnny's Automotive	1091 N. Britain Road	Auto Repair	4,500 SF	\$171,000	Permit Pending	9/21/2016	Irving	Jan-17
2	J & J Repair	702 S. Irving Heights	Auto Repair	3,535 SF	\$134,330	Permit Approved	1/31/2017	Irving	Mar-17
3	Exxon	1201 E. Airport Fwy	Office	5,064 SF	\$4,000,000	Permit Issued	9/22/2017	Irving	Dec-17
4	Shell Bldg	5350 Frye Rd.	Warehouse	172,120 SF	\$5,500,800	Permit Pending	12/26/2017	Irving	Jan-18
5	Shell Bldg	5251 Frye Rd.	Warehouse	112,500 SF	\$5,500,000	Permit Pending	12/26/2017	Irving	Jan-18
6	Shell Bldg	5250 Frye Rd.	Warehouse	118,500 SF	\$6,750,000	Permit Pending	12/26/2017	Irving	Jan-18
7	Reece Supply	3820 Valley View	Office/Warehouse	126,949 SF	\$4,000,000	Permit Pending	12/18/2017	Irving	Jan-18
8	Auto Repair	4950 W. Northgate	Auto Repair	3,400 SF	\$300,000	Permit Pending	1/23/2018	Irving	Feb-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	NWC of S.H. 114 & Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Jul-17
2	Lucky Texan #10	N. S. H. 161	Convenience store/gas/laundromat	13,000 SF	\$1,000,000	Permit Pending	2/1/2018	Irving	Feb-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

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Woolley's Classic Suites	4850 W. Royal Ln	Hotel	251,481 SF	\$30,000,000	Permit Pending	1/29/2016	Coppell	Jan-16
2	Aloft Hotel	4921 Regent Blvd.	Hotel	87,722 SF	\$11,000,000	Permit Issued	6/15/2016	Coppell	Nov-17
3	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Pending		Irving	Aug-16
4	Westin Hotel (Conv. Ctr. Hotel)	400 W. Las Colinas Blvd.	Hotel & Parking Garage	553,427 SF	\$82,000,000	Permit Issued	2/28/2017	Irving	May-17
5	Texican Hotel	501 W. Las Colinas Blvd.	Hotel (4 bldgs)	110,000 SF	\$17,600,000	Permit Issued	4/21/2017	Irving	Jul-17

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Taco Bell	3255 Regent	Restaurant	2,730 SF	\$200,000	Permit Issued	12/29/2016	Coppell	Jul-17
2	El Pollo Regio	1300 E. Airport Fwy	Restaurant	1,171 SF	\$750,000	Permit Pending	1/9/2017	Irving	Feb-17
3	Whiskey Cake	3225 Regent	Restaurant	8,623 SF	\$2,600,000	Permit Issued	5/1/2017	Coppell	Sep-17
4	Texas Road House	2525 I.H. 635	Restaurant	7,163 SF	\$750,000	Permit Issued	8/21/2017	Coppell	Jan-18
5	Chick-Fil-A	7850 N. MacArthur Blvd	Restaurant	4,995 SF	\$925,000	Permit Pending	10/13/2017	Irving	Dec-17
6	Walk On's Bistreaux Bar	Regent Blvd.	Restaurant	8,602 SF	\$2,000,000	Permit Pending	1/17/2018	Irving	Feb-18

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Iglesia de Dios	2102 Rock Island	Church	4,485 SF	\$150,000	Permit Issued	11/23/2016	Irving	Jan-18
2	Valley Ranch Islamic Center	351 Ranchview	Church	15,814 SF	\$4,000,000	Permit Issued	6/14/2017	Irving	Dec-17
3	Baylor MOB III	2005 West Park Dr.	Med. Office	58,485 SF	\$6,000,000	Permit Issued	8/4/2017	Irving	Dec-17
4	Holy Trinity Seminary	3135 Vince Hagan Dr.	Seminary	23,670 SF	\$8,000,000	Permit Approved	12/11/2017	Irving	Feb-18
5	Medical City Las Colinas Addn	6800 N. MacArthur Blvd	Hospital	7,292 SF	\$6,000,000	Permit Pending	1/10/2018	Irving	Feb-18
6	Med Express Irving	3413 N. Belt Line	Medical Clinic	4,680 SF	\$1,300,000	Permit Pending	1/18/2018	Irving	Feb-18

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE		
	Jan-17	54	\$20,087,384	52	\$19,742,429	2	\$344,955		

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 26, 2018

STAFF REPORTS



ICVB Memorandum

Date: January 17, 2018
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services
 RE: Sales & Services Department Board Report for December 2017

Convention Sales & Services Staff Activities

Leads Generated	December	YTD
Irving CVB – Hotel Leads	95	391
Irving Convention Center Leads	39	345

December

Room Nights Generated	Monthly Goal	December 2017 Actuals	December 2016 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	December Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	21395	17349	229657	51508	41422	1022	1267
Lost Room Nights		8935	30096		31352	62042	3748	17203

Travel & Activity

December	Organization	Event	Location
6-8	Collinson Publishing	Connect DC	Washington DC
9-10	Texas Holiday Reception	State of Texas	Washington DC
13-15	Irving CVB	DC Sales Calls	Washington DC

Customer Services Activity December 2017

Groups Served	
December	5 groups served
YTD	37 groups served

Proclamations/Welcomes/Flags:

- Proclamation, Mayor Letter – East African Chamber of Commerce, October 6, 2017
- Mayor Welcome Letter – Texas Council for Social Studies, October 17, 2017

Pending

- Greeting and Proclamation - Texas State Association of Parliamentarians May 5, 2018

December Servicing & Inventory:

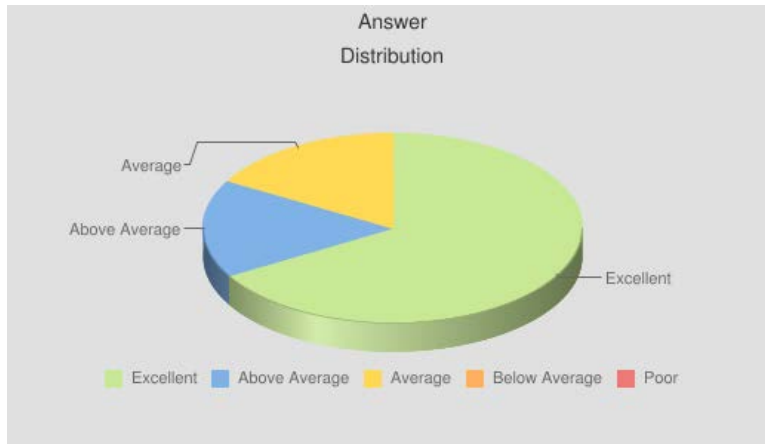
Service Type	# of Groups Served in December	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral Letter for Convention Programs
Name Badge-Lanyard Services	2	407 Badges/420 Lanyards
Pens/bags	2	515 Pens/Bags
Promotional Materials	3	500+
Staffing Services	2	36 Hours

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

Customer Service Satisfaction Survey Results

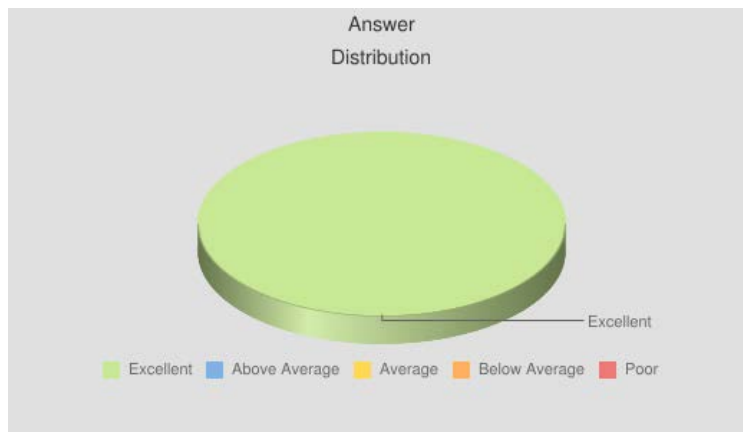
December 1-31, 2017

1. How was your overall destination experience?



12/01/2017 – 12/31/2017
Score: 90.00 / 100.0

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



12/01/2017 – 12/31/2017
Score: 100.0 / 100.0

Definite Bookings January – April 2018

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Phi Kappa Tau Fraternity	Phi Kappa Tau Presidents Academy	1/4/2018	1/7/2018	200	160
Pathways Core Training	Pathways Monthly January 2018	1/4/2018	1/30/2018	110	275
OppenheimerFunds Distributor, Inc.	OppenheimerFunds Distributor January 2018	1/4/2018	1/11/2018	300	1012
ThyssenKrupp Elevator Company	ThyssenKrupp - Sales & Operations Training	1/8/2018	1/11/2018	60	220
ACE Cash Express	January 2018 Meeting	1/8/2018	1/11/2018	13	36
Mohawk Industries	Mohawk Industries - January 2018 Meeting	1/9/2018	1/12/2018	900	410
Mohawk Industries	Mohawk Industries - January 2018 Meeting	1/9/2018	1/12/2018	900	410
CCCI Cru Destino EFM	CCCI CRU Destino	1/10/2018	1/15/2018	500	533
Regional Management Corporation	Regional Management Annual Meeting	1/10/2018	1/12/2018	180	360
Young Life	YL Life Africa 2018 Retreat	1/11/2018	1/13/2018	100	130
Kimley-Horn Associates	Kimley-Horn 2018 Kick-Off	1/11/2018	1/12/2018	140	170
Strat Tournament Players Club	STPC SOM 2018	1/11/2018	1/14/2018	300	104
BioTE Medical	Jan-18	1/11/2018	1/13/2018	200	310
Kempke's Music	Kempke's Fall Conference	1/14/2018	1/17/2018	110	130
Ewing Irrigation	Minor League Baseball Turf Education Symposium	1/14/2018	1/15/2018	100	200
Takeda Pharmaceutical USA, Incorporated	Takeda Pharmaceutical - Rush TA 36347 TAK-831-2002 IM US	1/14/2018	1/17/2018	90	226
McKesson Corporation	Retail Implementation Team Macro Helix January	1/15/2018	1/19/2018	18	41

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Society for Information Management	SIM Advanced Practices Council	1/16/2018	1/17/2018	24	48
First Fitness	New Year's Rally 2018	1/19/2018	1/21/2018	300	162
Spicy Foods Productions, LLC	ZestFEST Staff & Vendor Rooms	1/19/2018	1/29/2018	125	183
McKesson Corporation	McKesson Corporation- ILEAD	1/19/2018	1/26/2018	200	675
Zac's Ridge	Zac's Ridge Monthly - January 2018	1/19/2018	1/20/2018	35	50
Ferguson Global Ministry	M&M Influencer Summit	1/19/2018	1/21/2018	300	200
American Moving & Storage Association	2018 Annual Safety Conference	1/21/2018	1/23/2018	60	85
Association Member Benefits Advisors	2018 AMBA Awards Meeting	1/22/2018	1/25/2018	240	270
American Moving & Storage Association	AMSA - Additional Small Meeting	1/22/2018	1/24/2018	15	30
Wells Fargo Home Mortgage	WF - REVISED Dealer Services Strategy Meeting	1/22/2018	1/25/2018	25	118
American College of Emergency Physicians	MSFRN Winter Meeting	1/24/2018	1/25/2018	35	70
National Athletic Trainers' Association	NATA Joint Committee Meeting 2018	1/25/2018	1/29/2018	252	482
Trustmark Insurance Company	Trustmark Producer Conference	1/25/2018	1/31/2018	175	623
Art of Movement (Dance)	Art of Movement Dance Convention 2018	1/25/2018	1/28/2018	500	204
Texas School for the Blind and Visually Impaired	TSBVI Family Engagement Series	1/26/2018	1/28/2018	30	30
Youth America Grand Prix	Youth America Grand Prix 2018	1/30/2018	2/4/2018	200	265
Texas Academy of Physician Assistants	2018 TAPA Annual CME Conference	1/31/2018	2/3/2018	400	422
Pathways Core Training Inc.	Pathways Monthly February 2018	1/31/2018	2/17/2018	110	275
Texas Osteopathic Medical Association	2018 Midwinter Conference	1/31/2018	2/4/2018	150	353
John Deere Company World Headquarters	CEO Summit-2018	2/3/2018	2/8/2018	300	583

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Boy Scouts of America	Boy Scouts-National Executive Board and Committee Meeting	2/4/2018	2/6/2018	100	153
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	2/7/2018	2/9/2018	20	60
Frank Glazier Football Clinics, Inc.	Glazier Clinics 2018	2/8/2018	2/11/2018	500	455
The American Academy of Otolaryngic Allergy	2018 AAOA Interactive Allergy and Rhinology Course	2/8/2018	2/10/2018	150	215
BioTE Medical	Feb-18	2/8/2018	2/10/2018	200	310
Zeta Tau Alpha Fraternity	Zeta Tau Alpha	2/9/2018	2/10/2018	330	330
TexSom	TEXSOM Judges Room Block	2/10/2018	2/14/2018	500	310
National Criminal Justice Training Center	Southern Regional Court Safety and Security Conference	2/11/2018	2/14/2018	300	298
Louis Vuitton North America	Louis Vuitton North America - Annual Sales Conference	2/11/2018	2/18/2018	300	1116
Herff Jones	Scholastic Division National Sales Meeting	2/12/2018	2/19/2018	250	700
Technical Associates	Technical Associates - Entry Level Vibration Analysis	2/12/2018	2/15/2018	10	40
Elite Legacy Education	Elite Legacy Education DFW February 2018	2/15/2018	2/18/2018	350	305
Church of Christ	Church of Christ	2/16/2018	2/18/2018	800	275
Technical Associates	Technical Associates - Analysis I	2/19/2018	2/22/2018	10	40
Texas Wine and Grape Growers Association	Annual Conference for 2018	2/20/2018	2/24/2018	600	515
Texas Association for Marriage and Family Therapy	TAMFT - 2018 Annual Conference	2/20/2018	2/24/2018	500	400
Society of Emergency Medicine Physician Assistants	SEMPA Board of Director's Retreat	2/20/2018	2/21/2018	10	20
Monument Builders of North America	MBNA 2018 Show	2/21/2018	2/24/2018	150	355

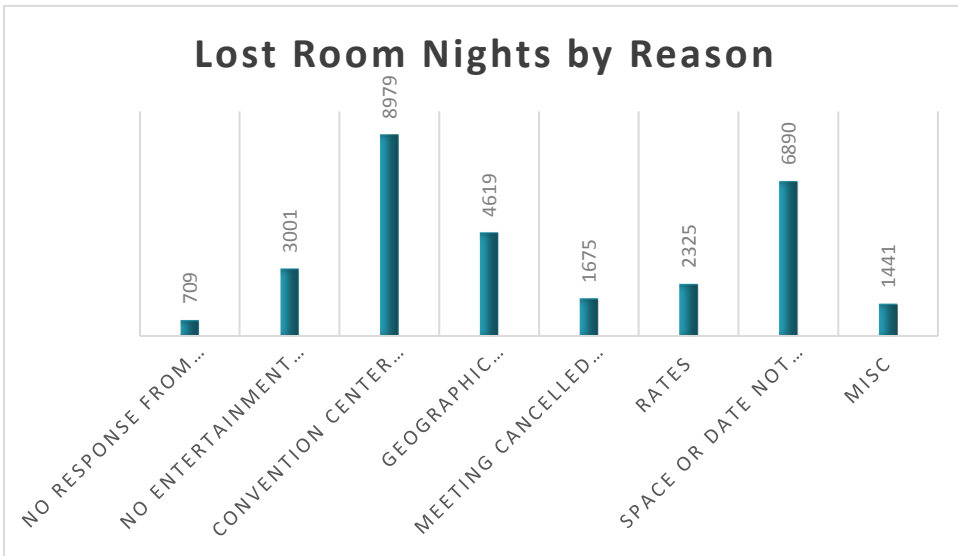
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Wine and Grape Growers Association	Annual Conference for 2018 - Additional Room Block	2/21/2018	2/23/2018	600	90
Purvis Industries	Purvis Industries - Annual Ops & Sales Meeting	2/21/2018	2/23/2018	250	260
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/22/2018	2/24/2018	250	100
Zac's Ridge	Zac's Ridge Monthly - February 2018	2/23/2018	2/24/2018	35	50
Southern Baptists of Texas Convention	Evangelism Conference	2/24/2018	3/1/2018	3500	670
National Systems Contractors Association	National Systems Contractors Association Conference	2/26/2018	3/3/2018	900	900
Technical Associates	Technical Associates - Analysis II	2/26/2018	3/1/2018	10	40
First in Texas	First Robotics - First in Texas	2/28/2018	3/4/2018	1700	700
Texas School for the Blind and Visually Impaired	TSBVI Family Engagement Series	3/2/2018	3/4/2018	30	30
American Numismatic Association	2018 ANA National Money Show Rev1	3/5/2018	3/10/2018	2000	534
Technical Associates	Technical Associates - Analysis III	3/5/2018	3/8/2018	10	40
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	3/7/2018	3/10/2018	200	228
American Society of TMJ Surgeons	ASTMJS 2018 Annual Meeting	3/7/2018	3/10/2018	90	223
Texas Steel Guitar Association	Annual Meeting for 2018	3/7/2018	3/12/2018	800	811
Texas Steel Guitar Association	Annual Meeting for 2018 - Overflow Rooms	3/8/2018	3/10/2018	400	60
Technical Associates	Technical Associates - Practical Field Balancing	3/12/2018	3/14/2018	10	30
Pathways Core Training Inc.	Pathways Monthly March 2018	3/13/2018	3/17/2018	110	100
Mary Kay Inc.	Mary Kay Career Conference 2018	3/14/2018	3/17/2018	2000	335
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting	3/14/2018	3/16/2018	30	40

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
DFW Chapters of TX Association of Addiction Professionals	2018 DFW Behavioral Health Symposium	3/14/2018	3/16/2018	300	140
Aselia Con	Aselia Con	3/15/2018	3/18/2018	125	125
The Art and Science of Animal Training (ASAT)	2018 Art and Science of Animal Training Conference	3/22/2018	3/26/2018	300	190
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/22/2018	3/26/2018	700	320
BioTE Medical	Mar-18	3/22/2018	3/24/2018	200	200
Zac's Ridge	Zac's Ridge Monthly - March 2018	3/23/2018	3/24/2018	35	50
The Church of Pentecost	Church of Pentecost	3/27/2018	4/1/2018	500	519
NASCAR	NASCAR Productions - April 2018	4/1/2018	4/7/2018	100	234
SMU Dedman School of Law	SMU Dedman School of Law	4/3/2018	4/7/2018	450	620
Merit Energy Company	Merit Energy Company	4/3/2018	4/3/2018	130	130
DFW Fiber Fest	DFW Fiber Fest	4/4/2018	4/8/2018	1000	380
Pathways Core Training Inc.	Pathways Monthly April 2018	4/4/2018	4/21/2018	110	275
Church of God International Office	Church of God Kid Fest	4/5/2018	4/7/2018	800	360
Tour-Rific of Texas	Tomball Memorial Choir	4/5/2018	4/9/2018	75	96
Academy of Veterinary Consultants	Academy of Veterinary Consultants 2018	4/11/2018	4/13/2018	200	450
SIGMA America's Leading Fuel Marketers	SIGMA Spring Convention	4/13/2018	4/21/2018	500	1305
Zac's Ridge	Zac's Ridge Monthly - April 2018	4/13/2018	4/14/2018	35	50
Tour-Rific of Texas	Cy Creek	4/14/2018	4/16/2018	75	30
American Recovery Association	2018 NARS and Annual Meeting	4/15/2018	4/21/2018	300	628
The Potter's House	IP&L	4/17/2018	4/22/2018	8000	1555
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	4/18/2018	4/20/2018	20	60
Emerald Irish Dance and Cultural Society, Inc. (EIDCS)	Inishfree Dallas Dance Competition 2018	4/19/2018	4/22/2018	200	148

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Assemblies of God/Marriage	Marriage Retreat	4/20/2018	4/22/2018	80	80
Tour-Rific of Texas	Clear Falls	4/20/2018	4/22/2018	75	50
Asphalt Institute	Airport Pavement Technical Workshop	4/23/2018	4/27/2018	60	80
Unique Travels & Tours, Inc.	Rogers High School	4/27/2018	4/29/2018	200	55
Tour-Rific of Texas	Natalis	4/27/2018	4/29/2018	75	32
Tour-Rific of Texas	Tomball	4/27/2018	4/29/2018	75	20
Performance Food Group	Thrive Foods Summit	4/30/2018	5/1/2018	160	224

**Items highlighted above are Target Industries for Irving

Quarterly Lost Business Report



ICVB Memorandum

Date: February 15, 2018
 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	186	577
Irving Convention Center Leads	64	409

January

Room Nights Generated	Monthly Goal	January 2018 Actuals	January 2017 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	January Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	17278	20212	229657	68786	61634	835	2102
Lost Room Nights		25854	6786		61324	69941	6903	24106

Travel & Activity

January	Organization	Event	Location
5-7	Event Service Professionals Association	Annual Conference	Nashville, TN
7-11	Professional Convention Management Association	Convening Leaders	Nashville, TN
22-26	Southwest Showcase	Tradeshaw	Austin, TX
29-2	RCMA	Emerge Conference and Tradeshaw	Omaha, NE

Customer Services Activity January 2017

Groups Served	
January	23 groups served
YTD	59 groups served

Proclamations/Welcomes/Flags:

- Proclamation, Mayor Letter – East African Chamber of Commerce, October 6, 2017
- Mayor Welcome Letter – Texas Council for Social Studies, October 17, 2017

Pending

- Greeting and Proclamation - Texas State Association of Parliamentarians May 5, 2018
- Mayor Welcoming -Texas Industrial Vocational Association, July 16, 2018

January Servicing & Inventory:

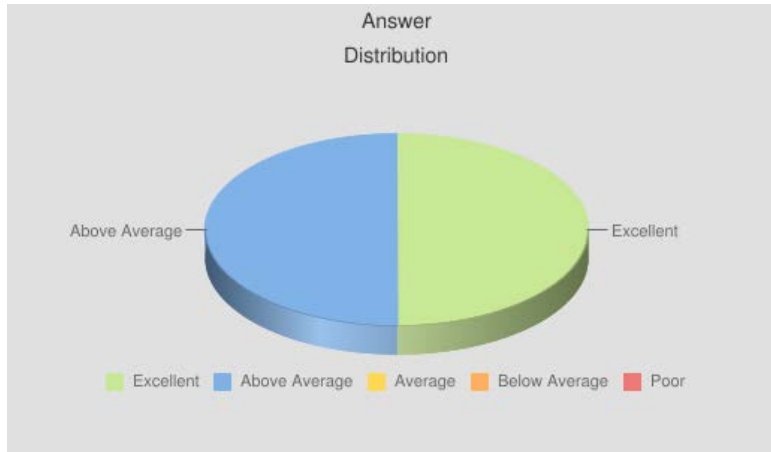
Service Type	# of Groups Served in January	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral Letter for Convention Programs
Name Badge/Lanyard Services	15	5800 Badges/5700 Lanyards
Pens	17	5500
Bags	9	2100
Promotional Materials	6	500+
Staffing Services	9	208 Hours

Event Location: Hotels: 14 Irving Convention Center: 8 Other: 1

Customer Service Satisfaction Survey Results

January 1-31, 2017

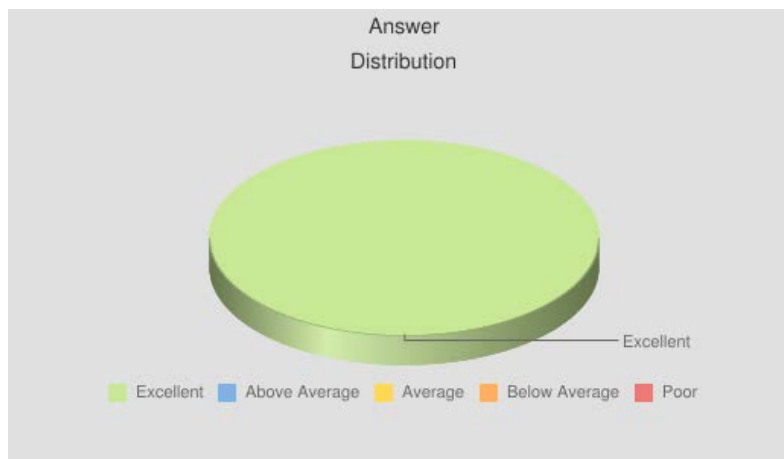
1. How was your overall destination experience?



1/01/2018 – 1/31/2018

Score: **90.00 / 100.0**

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



1/01/2018 – 11/31/2018

Score: **100.0 / 100.0**

Definite Bookings February – May 2018

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Worldwide Fraternity of Turtles	Worldwide Fraternity of Turtles	2/1/2018	2/4/2018	100	142
John Deere Company World Headquarters	CEO Summit-2018	2/3/2018	2/8/2018	300	583
Boy Scouts of America	Boy Scouts-National Executive Board and Committee	2/4/2018	2/6/2018	100	153
American College of Emergency Physicians	ACEP Board of Directors Meeting	2/5/2018	2/7/2018	25	68
Wipro Limited	National Sales Meeting	2/5/2018	2/10/2018	350	445
Craig Wiggins Coaching	Feb-18	2/5/2018	2/10/2018	350	337
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	2/7/2018	2/9/2018	20	60
Frank Glazier Football Clinics, Inc.	Glazier Clinics 2018	2/8/2018	2/11/2018	500	455
BioTE Medical	Feb-18	2/8/2018	2/10/2018	200	310
Zeta Tau Alpha Fraternity	Zeta Tau Alpha	2/9/2018	2/10/2018	330	330
USA Rugby	USA Rugby Congress 2018	2/9/2018	2/11/2018	60	100
TexSom	TEXSOM Judges Room Block	2/10/2018	2/14/2018	500	310
Diamond Tours	First Quarter Diamond Tour Groups	2/10/2018	4/30/2018	50	405
National Criminal Justice Training Center	Southern Regional Court Safety and Security	2/11/2018	2/14/2018	300	298
Louis Vuitton North America	Louis Vuitton North America - Annual Sales	2/11/2018	2/18/2018	300	1116
Herff Jones	Scholastic Division National Sales Meeting	2/12/2018	2/19/2018	250	700
Technical Associates	Technical Associates - Entry Level Vibration Analysis	2/12/2018	2/15/2018	10	40
Elite Legacy Education	Elite Legacy Education DFW February 2018	2/15/2018	2/18/2018	350	305
Church of Christ	Church of Christ	2/16/2018	2/18/2018	800	275
Bitcoin	Bitcoin Conference 2018	2/16/2018	2/19/2018	450	725

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Theta Tau Professional Engineering Fraternity	Board Meeting	2/16/2018	2/19/2018	30	36
2020 REI	2020 REI	2/16/2018	2/19/2018	30	60
Eli Lilly & Company	February Meeting	2/18/2018	2/21/2018	197	399
Technical Associates	Technical Associates - Analysis I	2/19/2018	2/22/2018	10	40
Fresenius Medical Care	February 2018- Clinical Manager's Training	2/19/2018	2/23/2018	60	240
Texas Wine and Grape Growers Association	Annual Conference for 2018	2/20/2018	2/24/2018	600	515
Texas Association for Marriage and Family	TAMFT - 2018 Annual Conference	2/20/2018	2/24/2018	500	400
Society of Emergency Medicine Physician Assistants	SEMPA Board of Director's Retreat	2/20/2018	2/21/2018	10	20
Monument Builders of North America	MBNA 2018 Show	2/21/2018	2/24/2018	150	355
Texas Wine and Grape Growers Association	Annual Conference for 2018 - Additional Room Block	2/21/2018	2/23/2018	600	90
Purvis Industries	Purvis Industries - Annual Ops & Sales Meeting	2/21/2018	2/23/2018	250	260
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/22/2018	2/24/2018	250	100
RISE Adaptive Sports	2018 Annual RISE Quad Rugby Tournament	2/22/2018	2/25/2018	30	92
The American Academy of Otolaryngic Allergy	2018 AAOA Interactive Allergy and Rhinology Course	2/23/2018	2/25/2018	150	215
Zac's Ridge	Zac's Ridge Monthly - February 2018	2/23/2018	2/24/2018	35	50
Southern Baptists of Texas Convention	Evangelism Conference	2/24/2018	3/1/2018	3500	670
Atos, Incorporated	Sales Meeting- February 2018	2/25/2018	2/28/2018	200	480
National Systems Contractors Association	National Systems Contractors Association	2/26/2018	3/3/2018	900	900
Technical Associates	Technical Associates - Analysis II	2/26/2018	3/1/2018	10	40
American Society of TMJ Surgeons	ASTMJS 2018 Annual Meeting	2/28/2018	3/3/2018	90	223

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
First in Texas	First Robotics - First in Texas	2/28/2018	3/4/2018	1700	700
Triple Crown Sports	Texas Season Opener 2018	3/1/2018	3/4/2018	30	120
Texas School for the Blind and Visually Impaired	Family Engagement Series	3/2/2018	3/4/2018	30	30
HPN Global	Kappa Alpha Theta	3/2/2018	3/3/2018	100	188
American Numismatic Association	2018 ANA National Money Show Rev1	3/5/2018	3/10/2018	2000	534
Technical Associates	Technical Associates - Analysis III	3/5/2018	3/8/2018	10	40
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	3/7/2018	3/12/2018	200	228
Texas Steel Guitar Association	Annual Meeting for 2018	3/7/2018	3/12/2018	800	811
Texas Steel Guitar Association	Annual Meeting for 2018 - Overflow Rooms	3/8/2018	3/10/2018	400	60
The Urban Alternative	The Urban Alternative	3/8/2018	3/11/2018	150	179
Technical Associates	Technical Associates - Practical Field Balancing	3/12/2018	3/14/2018	10	30
Pathways Core Training Inc.	Pathways Monthly March 2018	3/13/2018	3/17/2018	110	100
Mary Kay Inc.	Mary Kay Career	3/14/2018	3/17/2018	2000	335
Sheet Metal & Air Conditioning National Association	SMACNA Association Leadership Meeting	3/14/2018	3/16/2018	30	40
Dallas and Fort Worth Chapters of TX Association of Addiction Professionals	2018 DFW Behavioral Health Symposium	3/14/2018	3/16/2018	300	140
Aselia Con	Aselia Con	3/15/2018	3/18/2018	125	125
Texas Dreams Gymnastics	Texas Dreams Gymnastics Parent Club	3/15/2018	3/18/2018	50	110
Prime Time Sports	Prime Time Sports USA Hockey - 2018 Rocky Mountain Division	3/15/2018	3/18/2018	500	210
Fresenius Medical Care	March 2018- Clinical Manager's Training West Training	3/19/2018	3/23/2018	60	240
ThyssenKrupp Elevator Company	ThyssenKrupp - Sales & Operations Training	3/19/2018	3/21/2018	200	400

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The Art and Science of Animal Training (ASAT)	2018 Art and Science of Animal Training Conference	3/22/2018	3/26/2018	300	190
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/22/2018	3/26/2018	700	320
BioTE Medical	Mar-18	3/22/2018	3/24/2018	200	200
Accredited Council for Business Schools ACBSP	ACBSP Meeting	3/22/2018	3/23/2018	75	80
Zac's Ridge	Zac's Ridge Monthly - March 2018	3/23/2018	3/24/2018	35	50
The Church of Pentecost	Church of Pentecost	3/27/2018	4/1/2018	500	519
NASCAR	NASCAR Productions - April 2018	4/1/2018	4/7/2018	100	234
Dallas Baptist University	Dallas Baptist University Golf Tournament 2018	4/1/2018	4/3/2018	90	90
Fox Sports	2018 O'Reilly Auto Parts 500 - Fox Sports	4/2/2018	4/8/2018	125	602
SMU Dedman School of Law	SMU Dedman School of Law	4/3/2018	4/7/2018	450	620
Merit Energy Company	Merit Energy Company	4/3/2018	4/3/2018	130	130
DFW Fiber Fest	DFW Fiber Fest	4/4/2018	4/8/2018	1000	380
Pathways Core Training Inc.	Pathways Monthly April 2018	4/4/2018	4/21/2018	110	275
Church Of God International Office	Church of God Kid Fest	4/5/2018	4/7/2018	800	360
Outdoors Tomorrow Foundation	Outdoors Tomorrow Foundation	4/5/2018	4/6/2018	400	20
Tour-Rific of Texas	Tomball Memorial Choir	4/5/2018	4/9/2018	75	96
Crossville Inc	Crossville Studios Sales Meeting	4/9/2018	4/10/2018	25	50
Academy of Veterinary Consultants	Academy of Veterinary Consultants 2018	4/11/2018	4/13/2018	200	450
Varsity Spirit Corporation	2018 Varsity University UDA - TXIRV	4/12/2018	4/15/2018	150	141
SIGMA America's Leading Fuel Marketers	SIGMA Spring Convention	4/13/2018	4/21/2018	500	1305
Greater Dallas Military Foundation	Military Ball	4/13/2018	4/15/2018	600	180
Zac's Ridge	Zac's Ridge Monthly - April 2018	4/13/2018	4/14/2018	35	50
World Wide Marriage Encounter	World Wide Marriage	4/13/2018	4/15/2018	50	50

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
(WWME)					
Tour-Rific of Texas	Cy Creek	4/14/2018	4/16/2018	75	30
American Recovery Association	2018 NARS and Annual Meeting	4/15/2018	4/21/2018	300	628
The Potter's House	IP&L	4/17/2018	4/22/2018	8000	1555
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	4/18/2018	4/20/2018	20	60
Emerald Irish Dance and Cultural Society, Inc. (EIDCS)	Inishfree Dallas Dance Competition 2018	4/19/2018	4/22/2018	200	148
Assemblies of God/Marriage	Marriage Retreat	4/20/2018	4/22/2018	80	80
Tour-Rific of Texas	Clear Falls	4/20/2018	4/22/2018	75	50
Asphalt Institute	Airport Pavement Technical Workshop	4/23/2018	4/27/2018	60	80
Independent Bankers Association of Texas	IBAT's HR & Ops Summit	4/23/2018	4/24/2018	30	30
It Works Marketing, Inc	It Works Guest room block	4/26/2018	4/28/2018	15	80
Unique Travels & Tours, Inc.	Rogers High School	4/27/2018	4/29/2018	200	55
Tour-Rific of Texas	Natalis	4/27/2018	4/29/2018	75	32
Tour-Rific of Texas	Tomball	4/27/2018	4/29/2018	75	20
Performance Food Group	Thrive Foods Summit	4/30/2018	5/1/2018	160	224
Diamond Tours	Tour Group	5/1/2018	7/31/2018	50	270
Pathways Core Training Inc.	Pathways Monthly May 2018	5/2/2018	5/19/2018	110	275
Kameha Con	Kameha Con	5/3/2018	5/7/2018	10000	1150
Society of Allied Weight Engineers	Society of Allied Weight Engineers Annual Conference	5/4/2018	5/9/2018	150	459
Texas State Association of Parliamentarians	Texas State Association of Parliamentarians	5/4/2018	5/5/2018	20	30
TenDot Corporate Travel, Inc.	TenDot Haberferfield 2018 Symposium	5/6/2018	5/8/2018	300	900
National Multifamily Housing Council	National Multifamily Housing Council	5/8/2018	5/11/2018	250	460
Suneva Medical	Suneva Summit for Success	5/17/2018	5/19/2018	150	147
Cru - Global Missions Services	Red River Summer Mission 2018	5/18/2018	5/22/2018	250	209
Texas School for the Blind and Visually Impaired	TSBVI Family Engagement Series	5/18/2018	5/20/2018	30	30
Varsity Spirit Corporation	2018 Varsity Spirit VCA TXGV	5/19/2018	5/24/2018	60	115

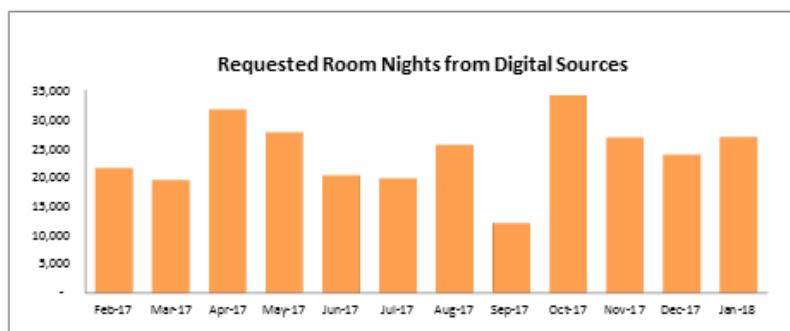
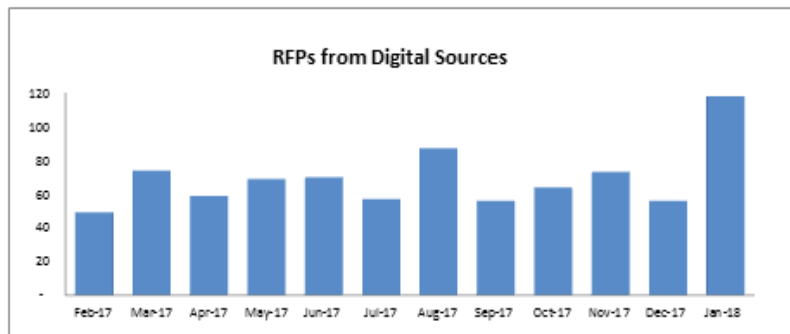
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Building Professional Institute	May 2018 BPI Meeting	5/19/2018	5/24/2018	700	122
Dallas Area Classic Chevy	Dallas Classic Chevy Club	5/24/2018	5/28/2018	100	555
North Texas RPG-Con	North Texas RPG-Con	5/30/2018	6/4/2018	700	450
Pathways Core Training Inc.	Pathways Monthly June 2018	5/30/2018	6/16/2018	110	275

**Items highlighted above are Target Industries for Irving

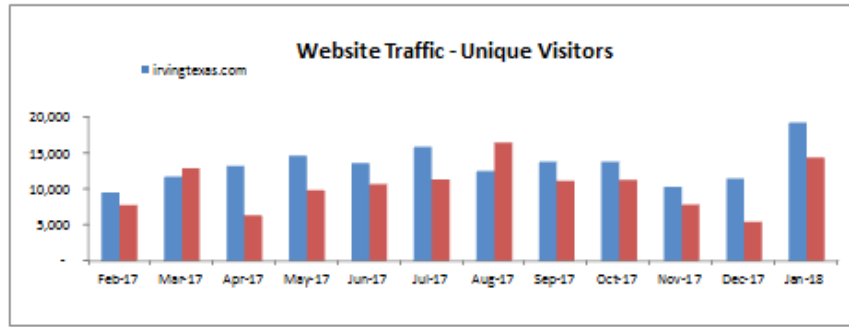
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing
Date: February 18, 2018
Re: January 2018 Board Report

Marketing and Advertising Analytics

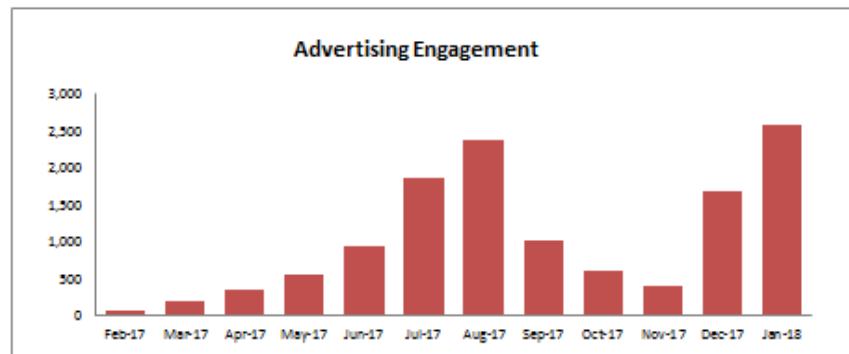


RFPS
 January was an exceptional month with a total of **121 RFPs** (well above average) and **26,953 associated room nights** (above average), which was the highest number of RFPs to date. Of those, three RFPs came from the telemarketing program through Strategic Database Research that launched in December.



Website Traffic

Website traffic increased dramatically in January with **34,473** total website visits and **33,390** unique visitors to both sites. The irvingtexas.com site had the second highest number of visitors to date with **19,100** unique visitors (well above average). This was the highest number of website visitors to irvingtexas.com since October 2014. The Irving Convention Center website had three times the number of visits as the previous month with **14,290** unique visitors. This was second highest number of visitors to this site in the past two years. Website engagement for irvingtexas.com continues to show improvement since the site relaunched, with the overall bounce rate continuing to trend downwards, while the average number of pages per session remains high.



Advertising

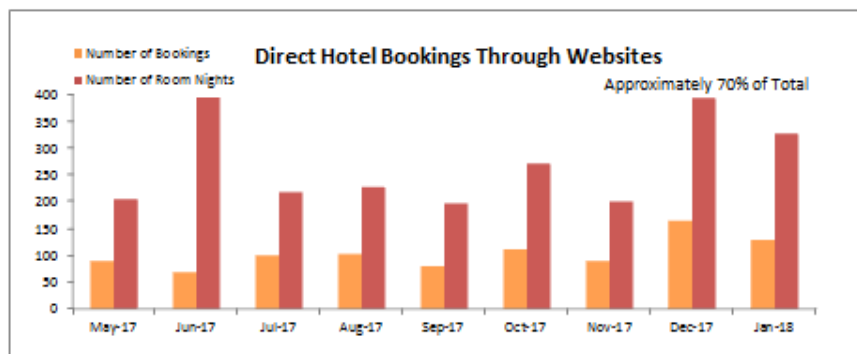
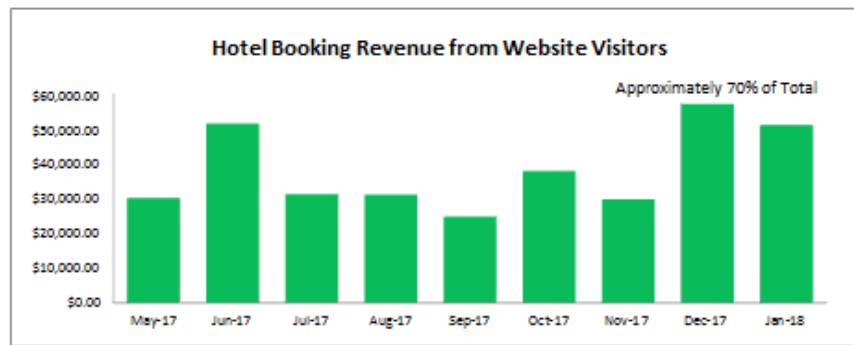
The bureau’s advertising in trade publications, which includes both print and digital, also had the highest numbers to date, generating **2,581 website visits**. MPI was the top performer with **670 click throughs** followed by *Meetings Today* and TripAdvisor, both with **254 click throughs**, and AJR Media with **230 click throughs**.

The ICVB’s ad campaign with *Fast Company* magazine continued with its fourth Irving-specific wrapped issue. A thousand (1,000) meeting planners throughout the country selected to get a year’s worth of wrapped publications have received the Feb 2018 issue, “Suite Success,” which focuses on Irving’s vast hotel community, while also highlighting meeting spaces, event venues and off-site amenities such as dining and entertainment.

SEM

The bureau’s Google AdWords had the highest response to date with **10,050 click throughs** to the irvingtexas.com and irvingconventioncenter.com websites along with **13 RFP submissions**. Typically, the bureau averages around 2,000 click throughs per month from Google AdWords. The bureau recently launched new campaigns to target the leisure market and the Live Music Campaign generated **39,806 impressions** and **6,564 click throughs** in January.

The retargeting campaign through Multiview, which retargets meeting planners who visited MPI’s website, also performed well with **330 click throughs**.



Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform indicates that January performed well again and was the third highest month since the bureau began tracking this data in May. Estimates show that approximately **236 flights** along with **326 room nights** were booked, which accounts for **\$51,041.41 in hotel revenue** for the month.

Marketing Activities

In January, the marketing team launched two key digital content marketing initiatives. Local influencers will now be writing for the Visit Irving blog. Along with staff, these writers will be adding new content, which will drive blog postings to an average of three times per week. The bureau has also launched a new content program with our digital marketing firm, who have recently completed a three-month research and audit of our website performance from trailing twelve months. Based on these findings, they will be providing new content and improving the existing content on irvingtexas.com. Both initiatives are already underway and will continue through the remainder of the year.

The bureau’s first visitor/lifestyle magazine was launched at the annual meeting. Named “Surveyor” in honor of Irving founders, the publication will run three times a year with a current circulation of 100,000.

The department also conceptualized and executed creative elements for the annual meeting, including collateral, decorative settings and multimedia.

Social Media Analytics

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	47,052		5,410	4,580	539
<i>Impressions</i>	147,944		24,300	22,258	
<i>Profile Visits</i>	97,666		724		
Convention Center	11,925	131,779	2,320	1,899	255
<i>Impressions</i>	1,060,081		8,354		
<i>Profile Visits</i>	494,504		334		
Impacting Irving	1,003				

Hashtag – #VisitIrving

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

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

Social Media

Social media in January was up over the previous month with **1,016 new followers** (average). Total influence increased to **74,936** with the ICVB's Facebook page receiving the most likes with **653** new likes followed by the ICC's Facebook page with **65** new likes.

Visitors to the blog increased dramatically, with **3,313 pageviews**, a **606%** increase over the previous month. The top blog posts were "Big Beat Dallas Coming to Irving Sneak Peek" with **1,331 views** and "Seven New Restaurants Opening at Toyota Music Factory" with **1,157 views**.

Social Post of the Month

Visit Irving, Texas · 1/24/18

Our sales team is showing off all things Irving down in Austin.
#IrvingRocks #VisitIrving

Earned Media Analytics


IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	417,732,153	12,552,239			430,284,392
ADVERTISING EQUIVALENCY ⁺	\$904,213	\$116,108			\$1,020,321
PUBLIC RELATIONS VALUE ⁺⁺	\$2,721,639	\$348,324			\$3,060,963

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

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

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

Attachments

 January 2018 Social Insights: Visit Irving & Irving Convention Center at Las Colinas

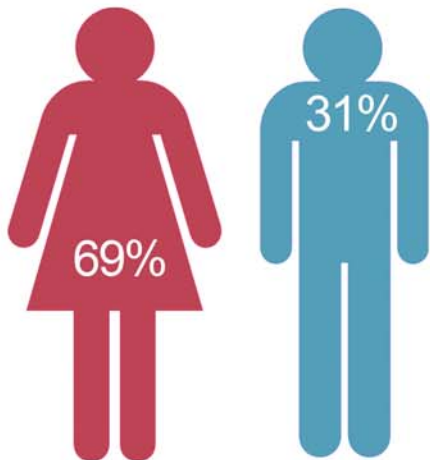
Staff Achievement

Marketing Manager Kayla Mansour was honored by the City of Irving as Professional Employee of the Year for her innovative and passionate ideas that have left a good impression with residents and visitors to the city, specifically for conceptualizing and activating the ICVB's social media sponsorship at the final Byron Nelson which resulted in the ICVB's biggest monthly growth in the bureau's social media history.

This is the first time an ICVB staff member has been honored as a City of Irving Employee of the Year. In addition to a street sign she also receives a designated parking spot at the Convention Center for a year and a monetary award.

IRVING TEXAS

Social Media Facts - January 2018



FOLLOWERS

f	47,052	↑ 653
🐦	5,410	↑ 17
📷	4,580	↑ 51

f FACEBOOK

✓	147,944	IMPRESSIONS
👤	97,666	USERS

🐦 TWITTER

✓	24,300	IMPRESSIONS
👤	724	PROFILE VISITS

📷 INSTAGRAM

❤️	22,258	IMPRESSIONS
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DALLAS
IRVING
FORT WORTH
ARLINGTON
GRAND PRAIRIE
GARLAND
PLANO
MESQUITE
CARROLLTON
LEWISVILLE

Geographical Breakdown

✓ **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 2018



FACEBOOK >



Followers 11,925



65



1,060,081

IMPRESSIONS



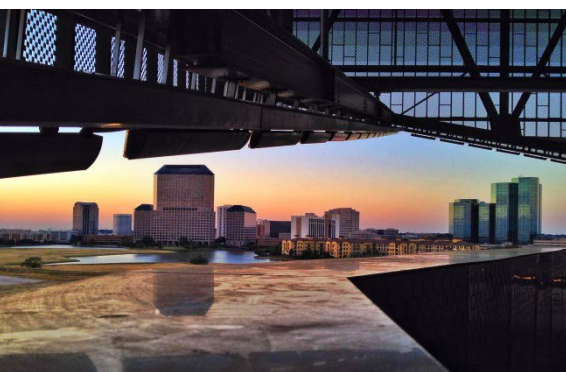
494,504

USERS



159,555

CHECK-INS



TWITTER >



Followers 2,320



28



8,356

IMPRESSIONS



334

PROFILE VISITS



INSTAGRAM >



Followers 1,852



0



2246

Impressions

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 26, 2018

CONVENTION CENTER





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

Feb 19, 2018

TO: Maura Gast, Executive Director ICVB
FROM: Oscar Sanchez, SMG Director of Finance
SUBJECT: **Monthly Financial & Sales Report – January 2018**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	57,476	82,857	59,013	199,858	281,772	160,104
Ancillary Income	336,247	215,074	182,651	1,516,838	941,466	1,273,687
Total Event Income	393,723	297,931	241,664	1,716,696	1,223,238	1,433,791
Other Income	52,536	48,200	34,647	272,498	215,458	140,774
Adjusted Gross Income	446,259	346,131	276,311	1,989,194	1,438,696	1,574,565
Indirect Expenses	(546,441)	(512,432)	(436,205)	(2,228,243)	(2,049,733)	(1,945,177)
Net Income (Loss)	(100,182)	(166,301)	(159,894)	(239,049)	(611,037)	(370,612)

- Direct income fell short by \$25,000 due to larger groups that require additional Security and EMT's
- Catering numbers for January finished strong due to strong catering events like Kimley Horn, Davita and Islamic Center of Irving
- Indirect Expenses were not high for the month of January
- Overall, the ICC finished January with a surplus of \$66,000 Net Income

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	464,432	228,786	270,352	2,061,166	1,250,511	1,853,336
Net Income/(Loss)	275,097	137,500	135,973	1,352,807	755,440	1,148,212
Net Income/(Loss) %	59.23%	60.10%	50.29%	65.63%	60.41%	61.95%

- Catering gross revenues are up \$235,000 to budget
- Profit margins for January are steady at just under 60%
- Key groups that contributed to this category are ZestFest, DECA, and Delta Sigma Theta

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
25	97	20,521	68,394
Current Year	Current Year	Current Year	Current Year
20	82	18,062	60,975
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	This month	To date
835	2,102	93%	94%
Current Year	Current Year	3 Surveys Returned Current Year	33 Surveys Returned Current Year
779	2,645	94.3%	96.8%
Prior Year	Prior Year	7 Surveys Returned Prior Year	19 Surveys Returned Prior Year
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
30	103	6,900	3,720
Current Year	Current Year	Pounds Composted	Pounds of Cardboard Recycled
33	100	72,493	254,853
Prior Year	Prior Year	Gallons of Reclaimed Water Used	Green Energy Wattage Use

Survey Kudos

"Delicious breakfast tacos and pastries. All was perfect as usual from Chef Eduardo and his staff." – Leadership Irving

"Clara is always wonderful to work with. She is proactive and also very flexible and quick when helping us in a re-active situation." – Confidential Corporate Client

"Thank you for the last minute add of the international component. All food displays were beautiful, service was on point and everything tasted wonderful!" – Confidential Corporate Client

"Madison was great! Very helpful." – MetroTex Association of Realtors

City of Irving Target Industries Bookings



- Bioworld Creative Summit – February 2018
- Aflac – February 2018
- HCA – April 2018

February and March at a Glance

- | | |
|-------------------------|---|
| • January 31-February 4 | Texas Academy of Physician Assistants |
| • February 8-10 | Texas HOSA Conference |
| • February 9-11 | North Texas Comic Book Show |
| • February 12-13 | Grocer's Supply Food Show |
| • February 14-17 | Ticketstock 2018 |
| • February 20-24 | Texas Wine and Grape Growers |
| • February 25-28 | Southern Baptists of Texas |
| • March 1-4 | FIRST Robotics 2018 Competition |
| • March 5-12 | ANA National Money Show |
| • March 12-13 | Head Start of Greater Dallas |
| • March 15-17 | Mary Kay Career Conference |
| • March 19-20 | Dallas Association of Health Underwriters |
| • March 22 | CVS/Caremark |
| • March 27 | Irving Police Department Annual Banquet |

Cc: Tom Meehan, General Manager, SMG

February 2018 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
Zest Fest *	2018 Management Kickoff		Smart Circle International, LLC	TD Industries Quarterly Meeting	2018 TAPA Annual CME Conference	
4	5	6	7	8	9	10
2018 TAPA Annual CME Conference	Vistage Executive Summit 2018	ICVB Destination Development Committee Meeting	National Speakers Association - North Texas Speaker Showcase	Texas HOSA Conference		
			Bioworld Creative Summit	North Texas Comic Book Show *		Educational First Steps
			5th Annual IES Quality Summit			
11	12	13	14	15	16	17
North Texas Comic Book Show		Berkshire Hathaway	 	Stride Staffing	Gateway Church - Father/Daughter Dance	2020 REI
	Grocer's Supply Food Show	Ticketstock 2018 *				
	Atlas Roofing					
18	19	20	21	22	23	24
2020 REI	IPD Honor Guard Practice	City of Irving Boards & Commissions Dinner	Aflac			
Quinceanera Expo	Introduce a Girl to Engineering		IAEE DFW Presidents Day Luncheon			
		GDMF Board Meeting				
		Texas Wine and Grape Growers Annual Conference				
25	26	27	28	1	2	3

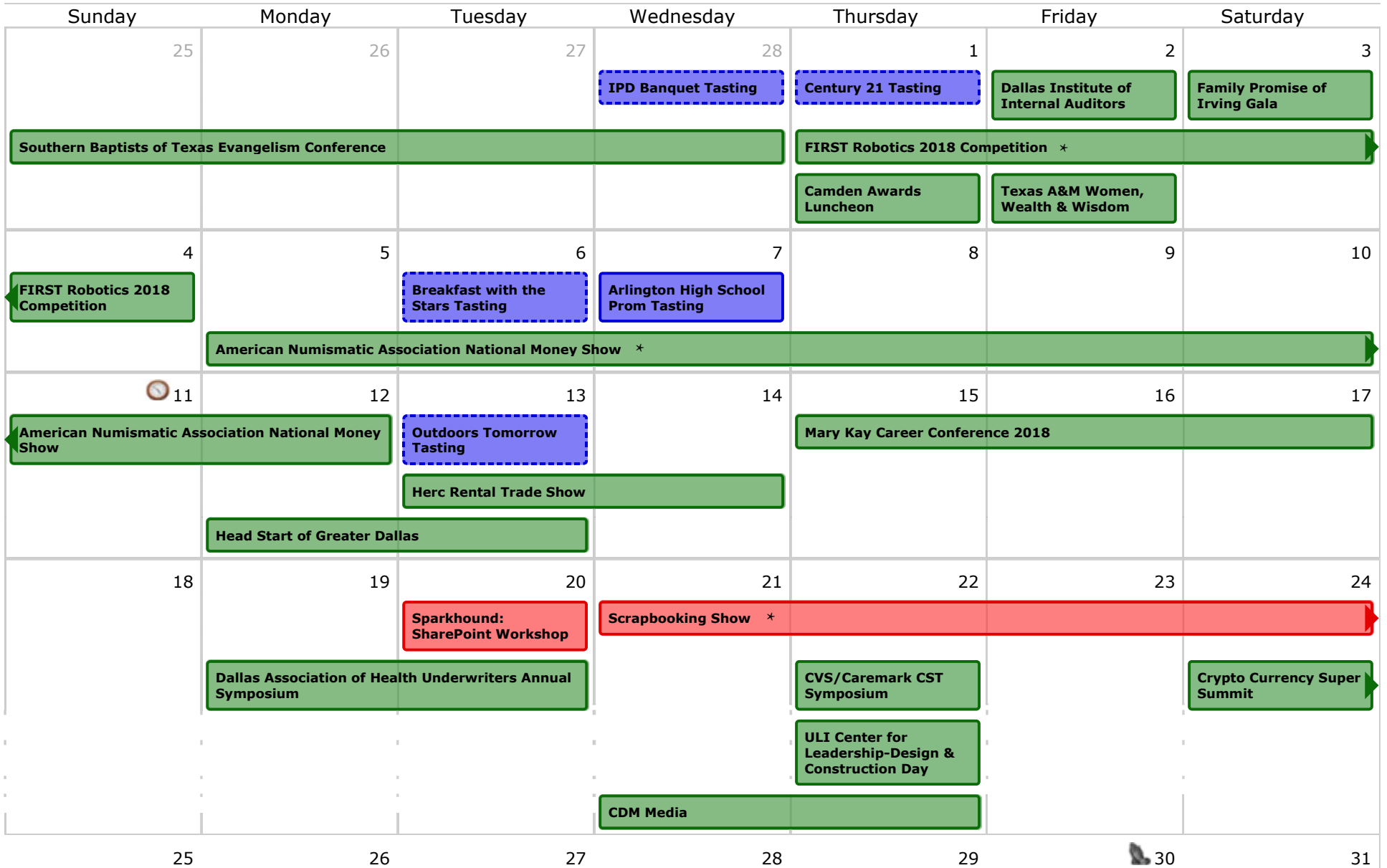
Green - Definite

Red - Tentative

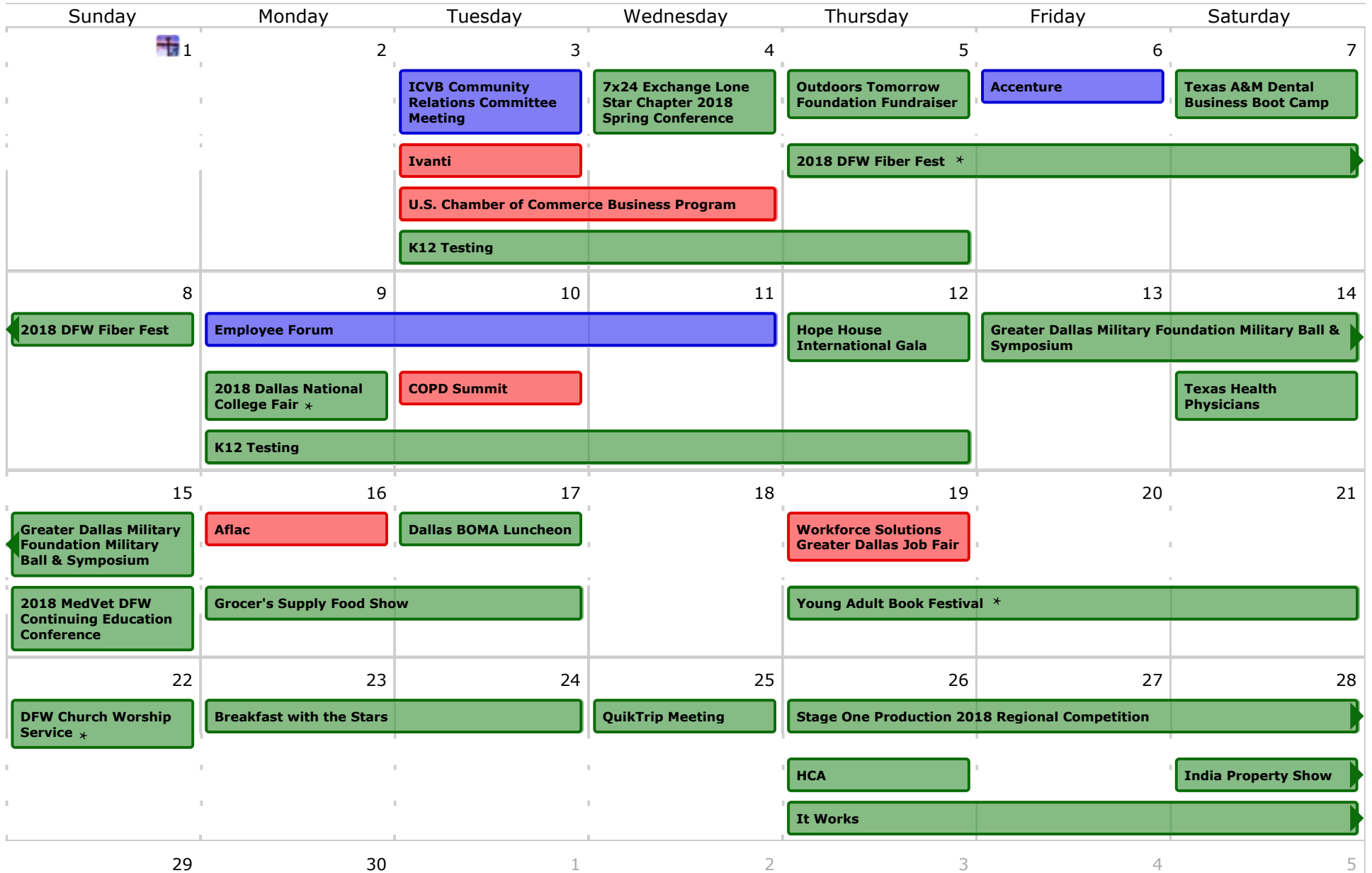
Blue - Prospect

* - Public Show

March 2018 - ICC, L1, EXH and 66 other(s)



April 2018 - ICC, L1, EXH and 66 other(s)



May 2018 - ICC, L1, EXH and 66 other(s)

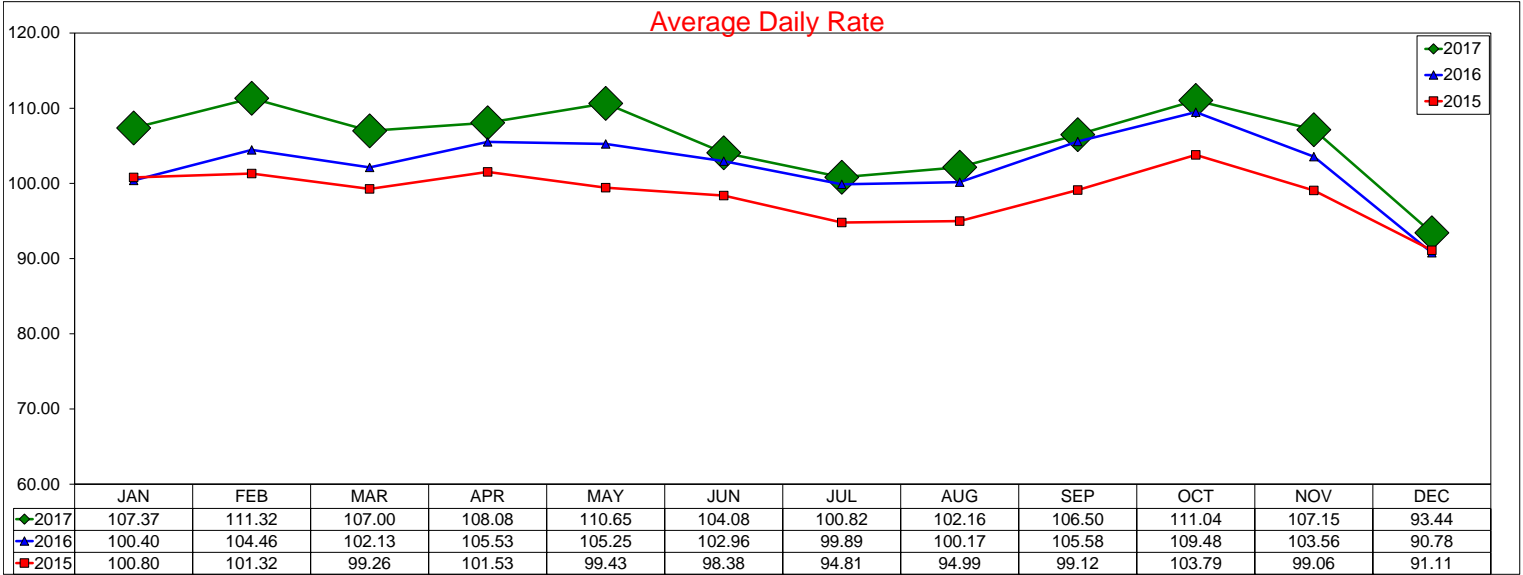
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
<div data-bbox="100 235 359 324">Stage One Production 2018 Regional Competition</div> <div data-bbox="100 341 359 381">India Property Show</div> <div data-bbox="100 397 359 446">It Works</div>	<div data-bbox="373 235 632 300">ICVB Board of Directors Meeting</div>	<div data-bbox="646 235 905 300">TD Industries Quarterly Meeting</div> <div data-bbox="646 341 1178 389">Innotech Dallas</div>		<div data-bbox="1192 235 2003 284">Kameha Con *</div>		
6	7	8	9	10	11	12
<div data-bbox="100 511 359 560">Kameha Con</div>	<div data-bbox="373 617 905 665">DFW Minority Supplier Showcase</div> <div data-bbox="373 682 1451 730">K12 Testing</div>	<div data-bbox="646 511 905 560">ICC Art Exhibit</div>	<div data-bbox="919 511 1451 560">Future Com</div>		<div data-bbox="1465 511 1724 609">Texas Code Enforcement Attorneys Summit</div> <div data-bbox="1192 617 2003 665">USAW Women's National Championship 2018 *</div> <div data-bbox="1465 682 1724 747">Coppell High School Band Banquet</div>	
13	14	15	16	17	18	19
<div data-bbox="100 820 359 909">USAW Women's National Championship 2018</div>	<div data-bbox="373 925 1724 974">K12 Testing</div>	<div data-bbox="646 820 905 909">ICVB Destination Development Committee Meeting</div>	<div data-bbox="919 820 1451 868">Financial Planning Association of DFW Conference</div>			<div data-bbox="1738 820 1997 868">Sam Houston Prom</div>
20	21	22	23	24	25	26
<div data-bbox="100 1039 1451 1088">Building Professional Institute</div>						<div data-bbox="1738 1039 1997 1088">Fashion Expo</div> <div data-bbox="1738 1104 1997 1153">Arlington Prom</div>
27	28	29	30	31	1	2
<div data-bbox="100 1234 632 1282">Tolu Bakare Wedding</div>		<div data-bbox="646 1234 905 1323">Independent Electrical Contractors Graduation</div>	<div data-bbox="919 1234 1178 1299">Dallas Business Journal</div>	<div data-bbox="1192 1234 1451 1282">Aflac</div>		
			<div data-bbox="919 1331 1997 1380">Full House Media - Indian Cultural Event</div>	<div data-bbox="1192 1396 1451 1461">EAN Holdings Branch Managers Meeting</div>		

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 26, 2018

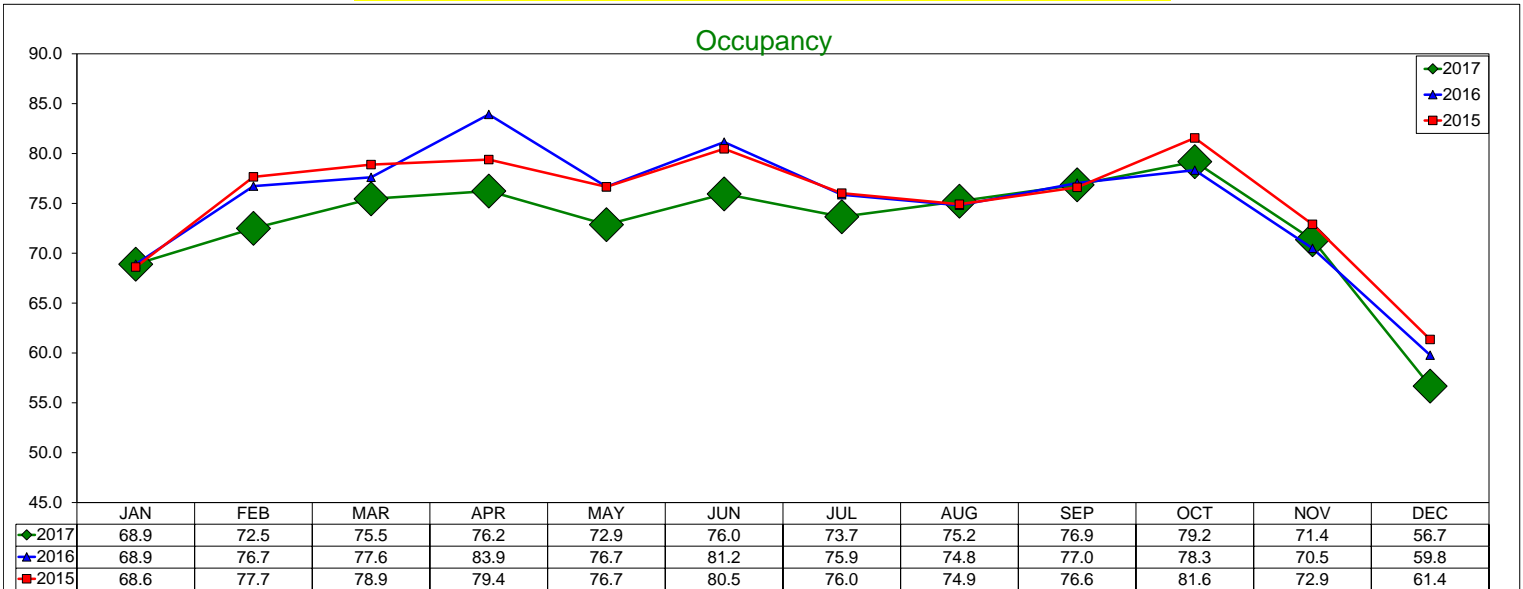
**INDUSTRY REPORTS /
BOARD PARTNERS**



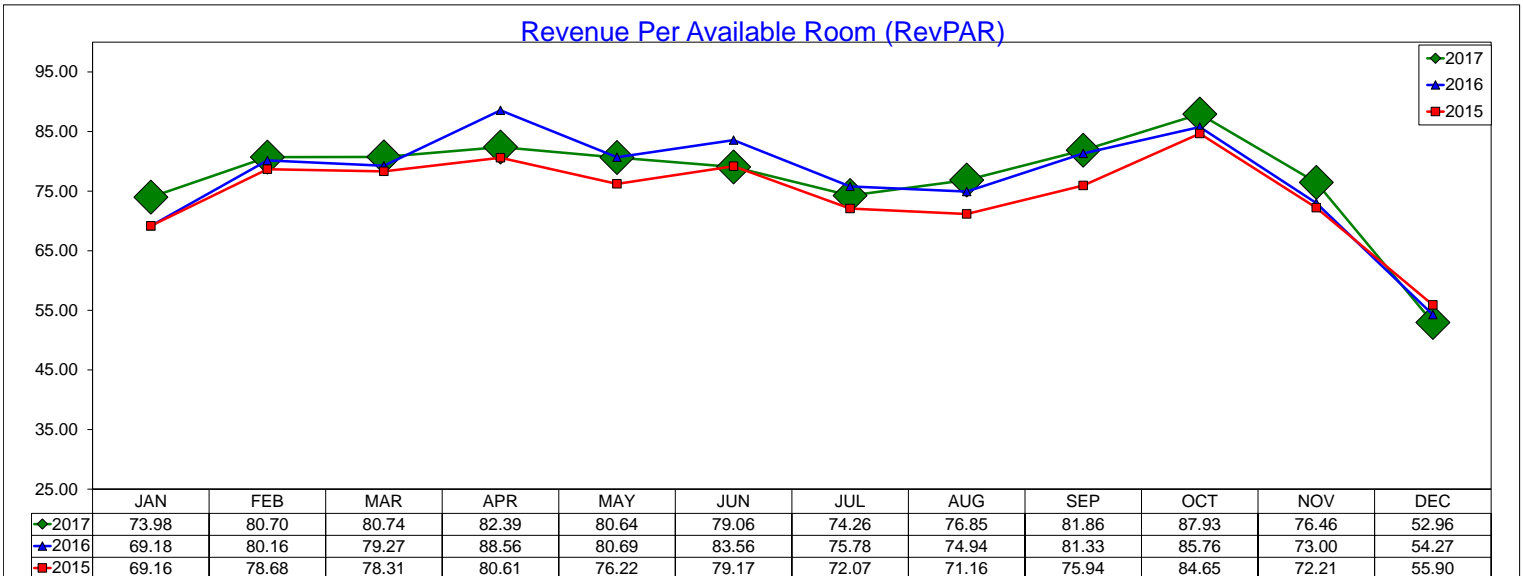
IRVING CONVENTION & VISITORS BUREAU
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES
 December 2017



12 month ADR Rolling Average through December 2017 is \$106 with a change from last year of 3.2%



12 month Occupancy Rolling Average through December 2017 is 72.89% with a change from last year of -2.7%



12 month RevPAR Rolling Average through December 2017 is \$77.26 with a change from last year of 0.4%

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IRVING CONVENTION & VISITORS BUREAU

Irving, Texas & United States Comparison

December 2017

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	107.23	7.3%	107.23	7.3%	69.1%	0.1%	69.1%	0.1%	74.10	7.4%	74.10	7.4%
FEBRUARY	111.16	6.2%	109.22	6.8%	72.7%	-5.1%	70.7%	-2.6%	80.80	0.8%	77.25	4.0%
MAR	106.94	4.9%	108.45	6.1%	75.6%	-2.6%	72.4%	-2.7%	80.85	2.2%	78.48	3.3%
APRIL	108.05	2.7%	108.36	5.2%	76.4%	-9.1%	73.4%	-4.4%	82.54	-6.7%	79.49	0.5%
MAY	109.04	4.1%	108.51	5.0%	71.0%	-7.6%	72.9%	-5.1%	77.44	-3.9%	79.05	-0.4%
JUNE	104.06	1.0%	108.02	4.5%	76.1%	-6.1%	73.7%	-4.9%	79.19	-5.2%	79.63	-0.5%
JULY	100.58	0.9%	106.93	4.0%	73.9%	-2.6%	73.7%	-4.5%	74.31	-1.7%	78.84	-0.7%
AUGUST	102.04	1.8%	106.33	3.7%	75.3%	0.8%	73.9%	-3.9%	76.84	2.6%	78.59	-0.3%
SEPTEMBER	106.44	0.7%	106.36	3.4%	76.9%	0.0%	74.2%	-3.5%	81.86	0.7%	78.96	-0.2%
OCTOBER	110.98	1.4%	106.86	3.2%	79.3%	1.4%	74.8%	-3.0%	88.06	2.7%	79.89	0.1%
NOVEMBER	107.09	3.3%	106.89	3.2%	71.4%	1.5%	74.4%	-2.6%	76.45	4.9%	79.52	0.5%
DECEMBER	93.44	2.5%	106.00	3.2%	56.7%	-3.7%	72.9%	-2.7%	52.96	-1.3%	77.26	0.4%
12 mo. rolling averages:		ADR	106.00	3.2%	Occupancy		72.9%	-2.7%	RevPAR		77.26	0.4%

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.06	1.1%	98.06	1.1%	55.8%	-1.2%	55.8%	-1.2%	54.74	-0.1%	54.74	-0.1%
FEBRUARY	107.74	6.4%	103.00	3.9%	63.9%	-0.1%	59.7%	-0.7%	68.87	6.3%	61.44	3.2%
MAR	107.90	1.8%	104.99	3.2%	69.7%	3.2%	63.1%	0.8%	75.19	5.0%	66.27	4.0%
APRIL	103.73	-1.6%	104.69	1.9%	66.8%	-2.8%	64.0%	-0.2%	69.25	-4.4%	67.03	1.7%
MAY	102.49	-0.2%	104.25	1.5%	64.1%	-1.0%	64.0%	-0.4%	65.65	-1.1%	66.74	1.1%
JUNE	100.33	-0.5%	103.57	1.2%	67.6%	-1.3%	64.6%	-0.5%	67.85	-1.7%	66.93	0.6%
JULY	98.44	-0.3%	102.80	1.0%	66.4%	-0.9%	64.9%	-0.6%	65.36	-1.1%	66.70	0.4%
AUGUST	95.43	-0.6%	101.88	0.8%	63.4%	2.5%	64.7%	-0.2%	60.54	1.9%	65.90	0.5%
SEPTEMBER	104.86	4.1%	102.23	1.2%	70.4%	13.7%	65.3%	1.3%	73.86	18.3%	66.76	2.4%
OCTOBER	109.96	5.4%	103.09	1.7%	71.1%	11.1%	65.9%	2.3%	78.19	17.2%	67.94	4.0%
NOVEMBER	102.60	4.2%	103.04	1.9%	65.1%	9.7%	65.8%	2.9%	66.77	14.2%	67.83	4.8%
DECEMBER	94.45	5.0%	102.41	2.1%	55.9%	8.2%	65.0%	3.3%	52.84	13.6%	66.54	5.4%

USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	120.72	3.2%	120.72	3.2%	54.1%	0.5%	54.1%	0.5%	65.33	3.8%	65.33	3.8%
FEBRUARY	123.24	1.7%	122.02	2.4%	61.2%	-0.5%	57.4%	-0.1%	75.37	1.2%	70.08	2.4%
MAR	127.79	2.4%	124.27	2.5%	68.0%	2.6%	61.1%	0.9%	86.93	5.1%	75.92	3.4%
APRIL	126.26	2.4%	124.83	2.5%	67.5%	-0.7%	62.7%	0.5%	85.19	1.7%	78.26	3.0%
MAY	126.63	2.0%	125.25	2.4%	67.8%	1.5%	63.7%	0.7%	85.85	3.6%	79.84	3.1%
JUNE	129.12	2.1%	126.01	2.3%	73.4%	0.7%	65.4%	0.7%	94.73	2.8%	82.35	3.0%
JULY	130.85	1.4%	126.81	2.2%	73.8%	-0.5%	66.6%	0.5%	96.62	0.8%	84.46	2.7%
AUGUST	127.69	1.6%	126.95	2.1%	70.7%	0.9%	67.1%	0.5%	90.31	2.5%	85.21	2.7%
SEPTEMBER	128.52	1.0%	127.14	2.0%	69.7%	1.4%	67.4%	0.6%	89.54	2.4%	85.70	2.6%
OCTOBER	130.20	2.5%	127.46	2.1%	69.6%	1.6%	67.6%	0.7%	90.56	4.1%	86.19	2.8%
NOVEMBER	122.64	2.3%	127.07	2.1%	61.5%	1.6%	67.1%	0.8%	75.48	3.9%	85.22	2.9%
DECEMBER	121.86	2.2%	126.72	2.1%	54.0%	2.3%	65.9%	0.9%	65.85	4.6%	83.57	3.0%

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

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Tab 2 - Multi-Segment

Irving TX CVB

For the month of: December 2017

	Current Month - December 2017 vs December 2016												Year to Date - December 2017 vs December 2016											
	Occ %		ADR		RevPAR		Percent Change from December 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	54.0	52.8	121.86	119.22	65.85	62.98	2.3	2.2	4.6	6.6	2.0	4.3	65.9	65.4	126.72	124.13	83.57	81.15	0.9	2.1	3.0	4.9	1.8	2.7
Texas	55.9	51.7	94.45	89.98	52.84	46.53	8.2	5.0	13.6	16.8	2.8	11.2	65.0	62.9	102.41	100.35	66.54	63.14	3.3	2.1	5.4	8.7	3.1	6.5
Atlanta, GA	61.2	57.8	107.02	94.59	65.52	54.65	6.0	13.2	19.9	21.2	1.1	7.1	70.1	69.8	107.12	103.61	75.08	72.33	0.4	3.4	3.8	5.0	1.2	1.6
Arlington, TX	59.5	57.7	88.72	89.16	52.80	51.45	3.1	-0.5	2.6	4.1	1.5	4.7	68.2	69.9	93.15	91.93	63.55	64.22	-2.3	1.3	-1.0	4.1	5.2	2.7
Charlotte, NC-SC	58.0	57.2	103.93	100.32	60.25	57.41	1.3	3.6	5.0	11.1	5.9	7.2	69.5	72.1	109.26	105.71	75.97	76.22	-3.6	3.4	-0.3	5.5	5.8	2.1
Fort Worth, TX+	58.2	54.4	90.36	88.79	52.56	48.34	6.8	1.8	8.7	13.4	4.3	11.5	70.3	69.1	102.88	99.90	72.31	69.07	1.6	3.0	4.7	7.4	2.6	4.3
Frisco, TX+	55.0	55.9	123.57	119.89	67.97	66.98	-1.5	3.1	1.5	31.6	29.6	27.6	67.3	70.0	136.92	133.13	92.21	93.26	-3.9	2.8	-1.1	11.5	12.7	8.4
Grapevine, TX+	70.2	71.8	189.50	187.07	133.01	134.27	-2.2	1.3	-0.9	-0.9	0.0	-2.2	77.0	77.8	177.95	178.39	137.06	138.86	-1.1	-0.2	-1.3	-1.3	0.0	-1.1
Irving, TX+	56.7	58.8	93.44	91.20	52.96	53.67	-3.7	2.5	-1.3	-1.3	0.0	-3.6	72.9	74.9	106.00	102.72	77.26	76.93	-2.7	3.2	0.4	0.8	0.4	-2.3
Nashville, TN	59.7	59.4	131.67	121.29	78.67	72.08	0.5	8.6	9.1	13.9	4.3	4.9	74.1	74.7	142.82	134.42	105.87	100.41	-0.8	6.2	5.4	9.7	4.0	3.2
Phoenix, AZ	59.3	56.5	107.82	107.21	63.90	60.61	4.8	0.6	5.4	7.9	2.3	7.3	67.7	67.1	126.87	122.93	85.89	82.53	0.8	3.2	4.1	6.0	1.9	2.7
San Jose, CA+	63.8	61.7	163.08	157.94	104.07	97.37	3.5	3.3	6.9	11.2	4.1	7.7	77.6	77.9	186.17	180.27	144.46	140.50	-0.4	3.3	2.8	5.7	2.8	2.4

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	54.04	121.86	65.85	65.95	126.72	83.57	US	2.3	2.2	4.6	0.9	2.1	3.0
Texas	55.94	94.45	52.84	64.97	102.41	66.54	Texas	8.2	5.0	13.6	3.3	2.1	5.4
Irving	56.68	93.44	52.96	72.89	106.00	77.26	Irving	-3.7	2.5	-1.3	-2.7	3.2	0.4
Best USA	Grpvine	Grpvine	Grpvine	SanJose	SanJose	SanJose	Best USA	Ft Worth	Atlanta	Atlanta	Ft Worth	Nshville	Nshville
	70.19	189.50	133.01	77.60	186.17	144.46		6.8	13.2	19.9	1.6	6.2	5.4
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Frisco	Ft Worth	Ft Worth	Irving	Ft Worth
	70.19	189.50	133.01	77.02	177.95	137.06		6.8	3.1	8.7	1.6	3.2	4.7
Worst USA	Frisco	Arlngtn	Ft Worth	Frisco	Arlngtn	Arlngtn	Worst USA	Irving	Arlngtn	Irving	Frisco	Grpvine	Grpvine
	55.00	88.72	52.56	67.35	93.15	63.55		-3.7	-0.5	-1.3	-3.9	-0.2	-1.3
Worst Texas	Frisco	Arlngtn	Ft Worth	Frisco	Arlngtn	Arlngtn	Worst Texas	Irving	Arlngtn	Irving	Frisco	Grpvine	Grpvine
	55.00	88.72	52.56	67.35	93.15	63.55		-3.7	-0.5	-1.3	-3.9	-0.2	-1.3

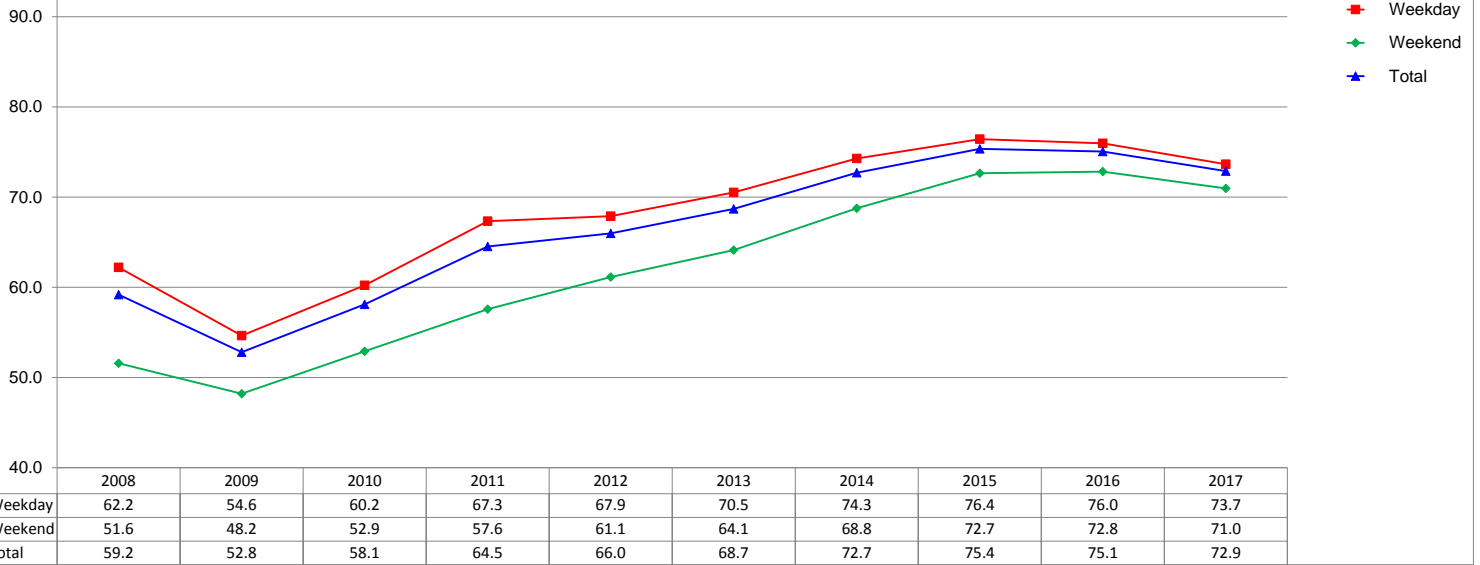
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only

A blank row indicates insufficient data.

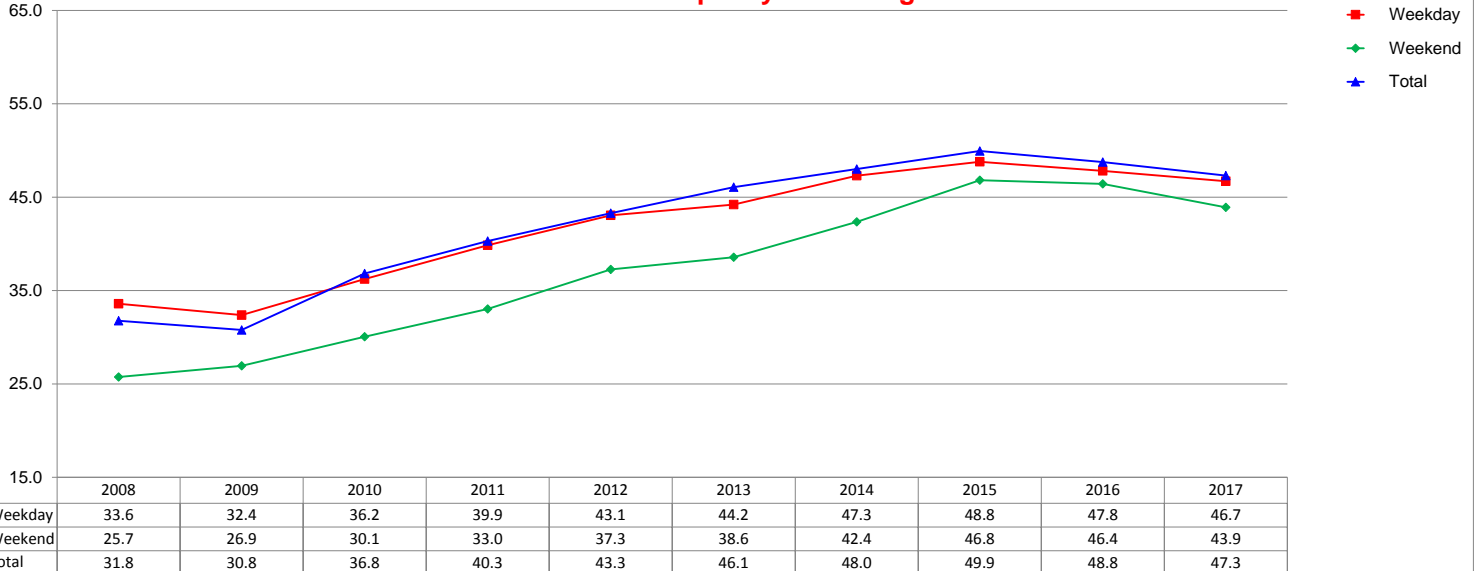
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IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through December 2017

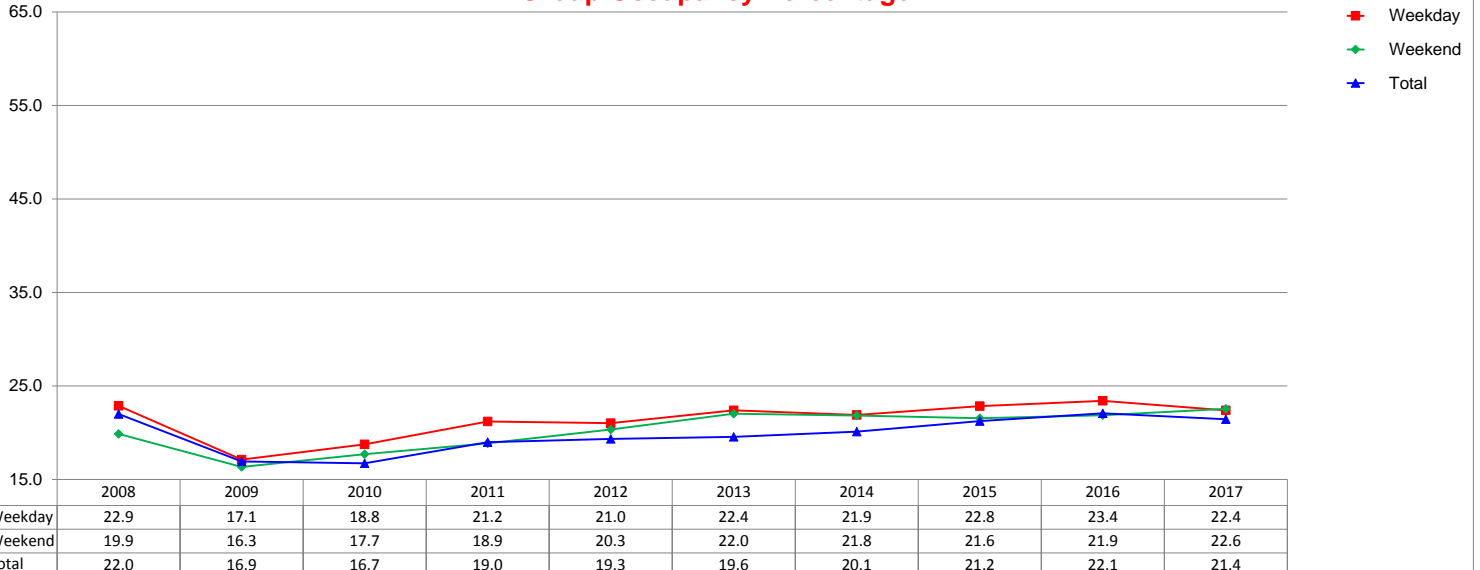
Total Occupancy Percentage



Transient Occupancy Percentage

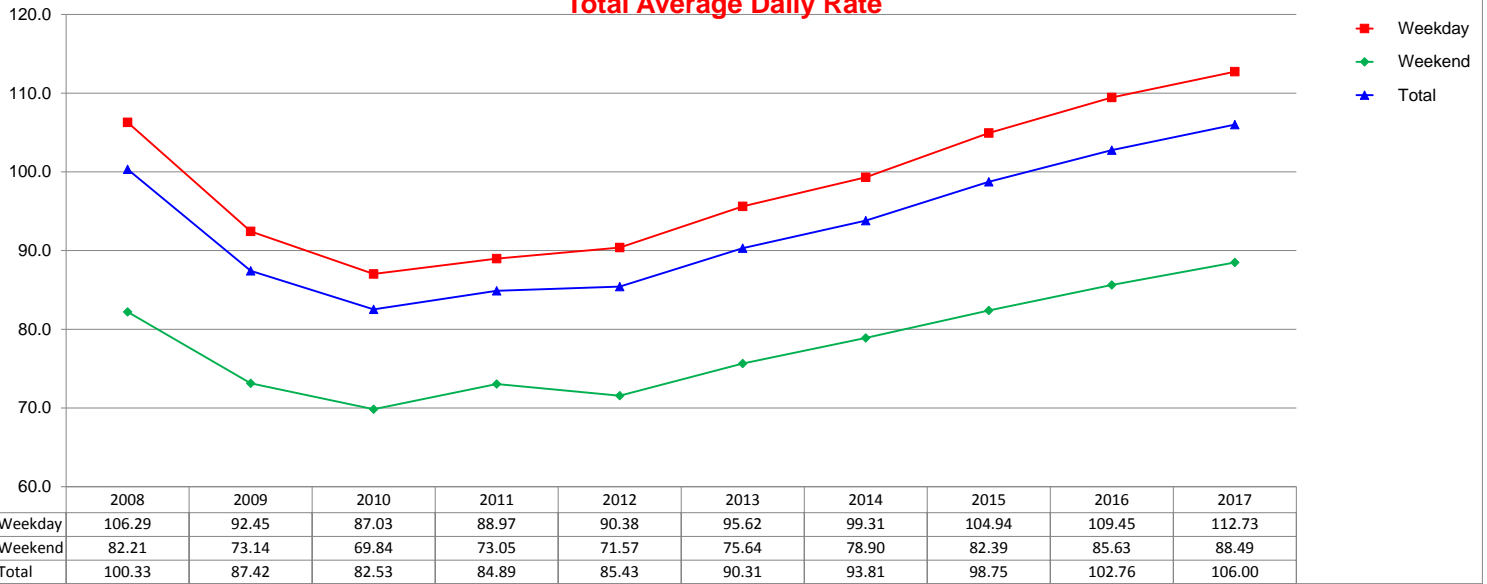


Group Occupancy Percentage

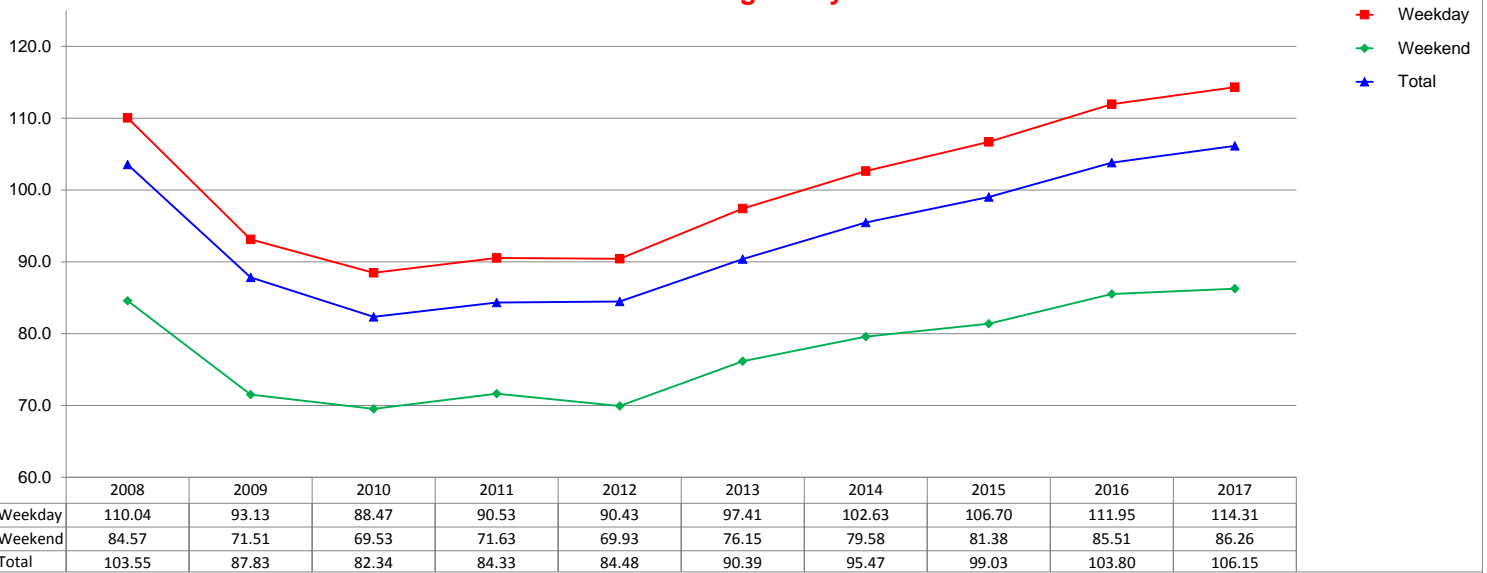


IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through December 2017

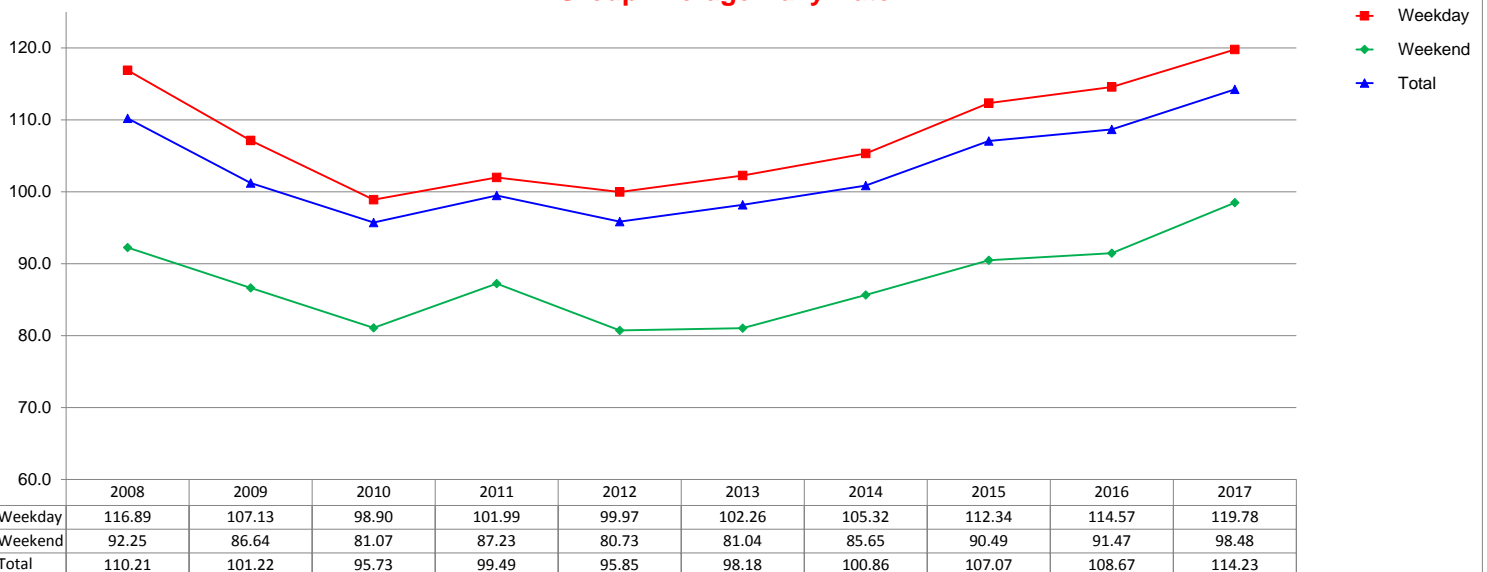
Total Average Daily Rate



Transient Average Daily Rate



Group Average Daily Rate

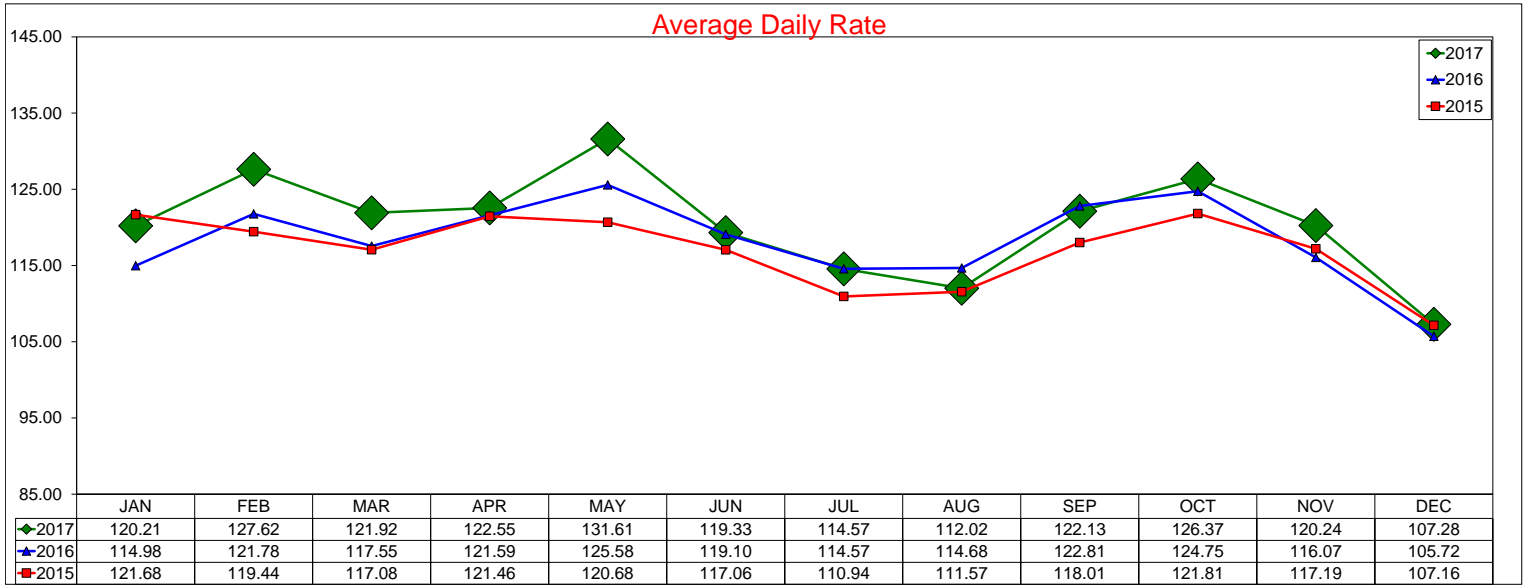


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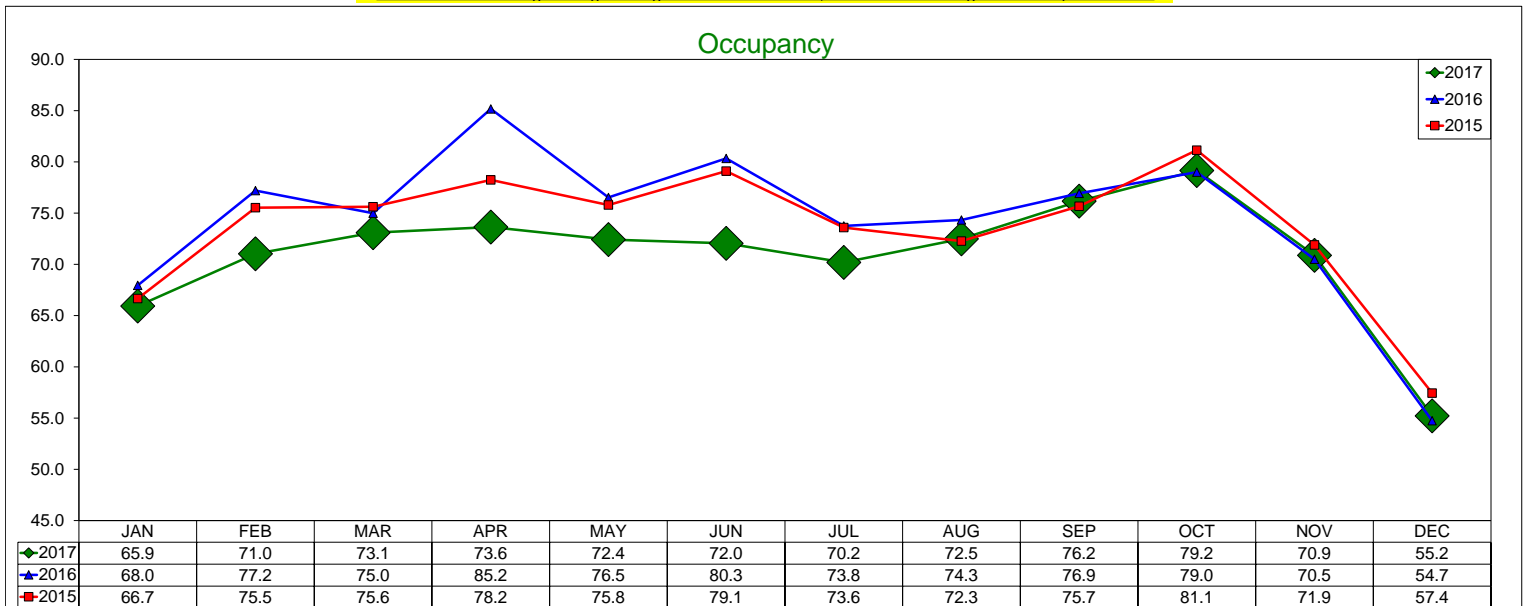
IRVING CONVENTION & VISITORS BUREAU

Three Year Comparison - Las Colinas

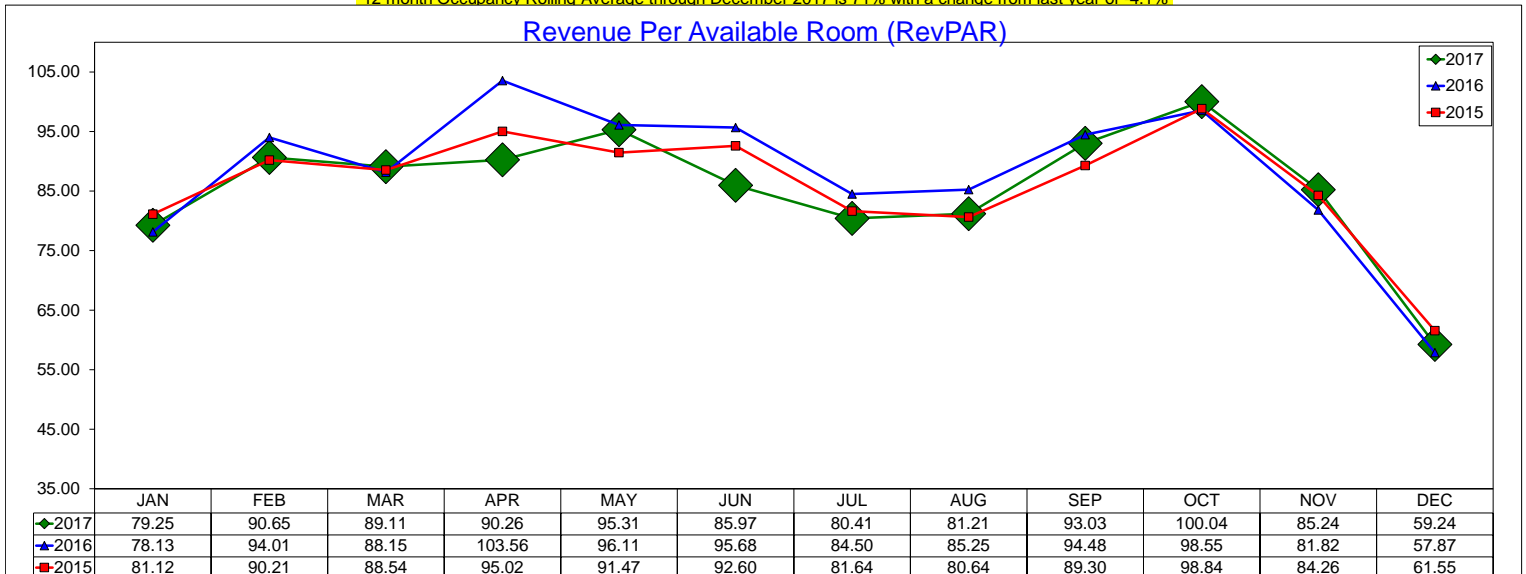
December 2017



12 month ADR Rolling Average through December 2017 is \$120.76 with a change from last year of 1.7%



12 month Occupancy Rolling Average through December 2017 is 71% with a change from last year of -4.1%



12 month RevPAR Rolling Average through December 2017 is \$85.74 with a change from last year of -2.5%

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MUSIC FACTORY

TOYOTA MUSIC FACTORY NAMES TIM HENDRICKS GENERAL MANAGER



IRVING, TEXAS (Feb. 7, 2018) – Toyota Music Factory, Irving’s premier entertainment and music destination, is pleased to announce the addition of Tim Hendricks as General Manager. He previously served as Operations Manager at The Pavilion at Montage, an outdoor amphitheater in Scranton, PA, operated by Live Nation; and General Manager of The Fillmore Charlotte, an iconic music venue in North Carolina.

“Tim brings to the table 18 years of successful event management experience ranging from small clubs to large festivals,” said Noah Lazes, president of ARK Group. “He has tremendous expertise in venue management and event production, having managed more than 100 events annually. Having worked with him as a tenant for many years, we are honored to have him join our team full time!”

Toyota Music Factory includes more than 25 restaurants and entertainment destinations. Many have live music, outdoor patios and private rooms with production equipment for business meetings and parties. In addition to The Pavilion at Toyota Music Factory, which hosts a variety of world-class entertainment events throughout the year, eight restaurants are already open – with the rest opening in coming weeks:

- [Bar Louie](#)
- [Boi Na Braza Brazilian Steakhouse](#)
- [Freshii](#)
- [Gloria’s Latin Cuisine](#)
- [Grimaldi’s Coal Brick Oven Pizza](#)
- [Thirsty Lion Gastropub & Grill](#)
- [Top Round Roast Beef](#)

- [Yard House](#)

“Toyota Music Factory has a first-rate lineup of dining and entertainment. There’s something for everyone,” said Hendricks. “I’m thrilled to be part of creating great experiences for our guests, visitors, the city, partners and vendors.”

ABOUT TOYOTA MUSIC FACTORY

Toyota Music Factory, developed by ARK Group, is a \$200 million, 500,000+ square foot mixed-use entertainment and lifestyle complex located in the Las Colinas Urban Center in Irving, Texas. It is the newest all-in-one entertainment and dining destination for DFW residents and visitors alike. Toyota Music Factory is expected to draw millions of guests per year. ToyotaMusicFactory.com
[@ToyotaMusicFactory](#)

MEDIA CONTACTS

- ARK Group: Noah Lazes, 704-987-0612, Noah@ARKGroupUS.com
- Toyota Music Factory: Randy E. Pruett, Cooksey Communications, 972-580-0662 x16, 214-505-1685 Mobile, Randy@CookseyPR.com



MUSIC FACTORY

MEDIA ADVISORY: TOYOTA MUSIC FACTORY OVERVIEW

Toyota Music Factory, developed by ARK Group, is a \$200 million, 500,000+ square foot mixed-use entertainment and lifestyle complex located in the Las Colinas Urban Center in Irving, Texas. It is the newest all-in-one entertainment and dining destination for DFW residents and visitors alike. Toyota Music Factory is expected to draw millions of guests per year.

ToyotaMusicFactory.com @ToyotaMusicFactory

THE PAVILION AT TOYOTA MUSIC FACTORY

The Pavilion at Toyota Music Factory is exclusively booked and promoted by Live Nation and is the centerpiece of Toyota Music Factory. The gigantic state-of-the-art venue includes both indoor space and expansive outdoor lawns. It converts from a 2,500-capacity intimate theater to a 4,000-seat indoor theater and then at the touch of a button opens up to an 8,000-person boutique open-air amphitheater. The Pavilion at Toyota Music Factory will host a variety of world-class entertainment events throughout the year. The space is available for special events and managed by Live Nation. ThePavilionTMF.com

TEXAS LOTTERY PLAZA

Reminiscent of an upscale town square, Texas Lottery Plaza is an open space with abundant greenery and full-production performance stage that serves as a gathering place for art and fashion shows, after-work gatherings, city and non-profit events, live music shows, farmers markets and more. Encompassing more than a full acre, Texas Lottery Plaza is fronted on all sides by fantastic restaurants that have outdoor patios with great viewing of activities.

ENTERTAINMENT AND DINING OPTIONS

Toyota Music Factory includes more than 25 restaurants and entertainment destinations. Many have live music, outdoor patios and private rooms with production equipment for business meetings and parties. *Some of the options follow with more announced soon:*

Open Now

- [Bar Louie](#) – A truly unique social gathering place, Bar Louie is a neighborhood bar and eatery with handcrafted cocktails, a featured selection of local and regional beers with more than 20 taps, unique wines and delicious food in an inviting, urban atmosphere.

- [Boi Na Braza Brazilian Steakhouse](#) – Boi Na Braza is a premium steakhouse that preserves the unique way of cooking meat over an open flame. A team of Brazilian chefs, called Gaúchos, offer you 15 different succulent cuts of beef, chicken, pork and lamb.
- [Freshii](#) – Freshii is a health-casual restaurant concept that serves fresh food designed to energize people on the go. With a diverse and completely customizable menu, Freshii caters to every dietary preference and type of taste buds.
- [Gloria's Latin Cuisine](#) – A North Texas staple, Gloria's features an artful blend of native Salvadorian cuisines with regional Mexican and Tex-Mex favorites. Top menu items include their signature margaritas, black bean dip, enchiladas and more.
- [Grimaldi's Coal Brick Oven Pizza](#) – In the world of pizza, Grimaldi's is an institution. Using only the freshest ingredients, Grimaldi's serves award-winning, hand-tossed, coal-fired brick oven pizzas, calzones, classic salads and desserts in an upscale yet casual, family-oriented pizzeria.
- [Thirsty Lion Gastropub & Grill](#) – An eclectic variety of multi-cultural cuisines with an emphasis on local ingredients, bold flavors and scratch recipes. Thirsty Lion features unique and carefully crafted drinks that utilize exceptional combinations of ingredients to create a well-rounded cocktail selection.
- [Top Round Roast Beef](#) – Top Round was founded by chefs and fine dining fanatics who promise freshly crafted sandwiches with whole cut meats. Everything from the meat, veggies, french fries and sauces are prepared in store.
- [Yard House](#) – Taking its vast experience with brews and breweries and coupling it with a kitchen that prepares more than 100 items made from scratch daily, Yard House has become a modern public house where food and beer lovers unite.

Opening in February

- [TCBY, The Country's Best Yogurt](#) –TCBY is a pioneer in signature soft serve frozen yogurt, premium smoothies and frozen coffee drinks.

Opening in March

- [Bar Manzanilla](#) – Throw yourself into the friendly confines of Bar Manzanilla where exciting Latin inspired scratch cuisine is coming from the kitchen, thirst-quenching cocktails are being made at the bar and the volume gets turned up with DJ's mixing every night.
- [Burgerim](#) – Burgerim features eight ounces of gourmet freshly ground meat, bursting with flavor, divided into three mini burgers which are easy to hold and can be customized to suit anyone's taste.
- [Highway 61 South](#) – Inspired by the Blues clubs and performance halls along Highway 61, guest can enjoy juke-joint inspired cocktails, regional craft beers on tap and traditional Texas barbecue.

- [Kabuki Japanese Restaurant](#) – Kabuki showcases traditional and innovative Japanese cuisine, creative cocktails and contemporary interior design. Kabuki turns non-believers into believers that *Japanese* cuisine is the new comfort food.
- [Market Place](#) – From Texas jams and jellies, to local-artisan jewelry and accessories, the Marketplace will be a central focal point for all things retail.
- [Martini Ranch](#) – This is a premium nightlife experience with expertly crafted cocktails, world renowned DJs mixing on a state of the art sound system, and an outdoor patio that will invigorate your inner celebrity.
- [Nosh & Bottle Market](#) – With an extensive retail selection including craft beer and wine, epicurean products and gourmet prepared foods, Nosh & Bottle Market provides a local convenience with a fresh market feel. Stop in. Stock up. Carry out.
- [Pop Factory by Maxfrut](#) – Pop Factory is a new, healthy line of whole fruit frozen bars. Leave the artificial snack world behind, and upgrade to a MaxFrut frozen fruit bar.
- [Texas C-Bar](#) – Featuring a comprehensive scotch library, chef-inspired, farm to table, wine room & vestibule will engage the senses and represent everything extraordinary.
- [Texas Jam House](#) – Open 24 hours a day, Texas Jam House is a place of Southern hospitality and scratch recipes.

Opening in April

- [Alamo Drafthouse Cinema](#) – Cold beer, hot movies, and delicious snacks and meals, the Alamo Drafthouse Cinema is dinner, drinks, movies and events all under one roof.

Opening in Summer 2018

- [Kitchen 101](#) – This is a fast casual concept that offers grilled, made-to-order meals for dining in, or to grab and go.
- [Violet Room](#) – An immersive dining experience awaits in the upscale restaurant and bar which will offer seasonal menus with creative plating and execution. A large stage will be the focal point, offering a brilliant display of sight, sound, texture and experience with a wide range of entertainment events.

OFFICE TOWER

Ethos Group, a training and consulting company, will occupy 100 percent of the 100,000-square-foot, four-story office tower that looks out onto the entertainment center.

LOCATION

Located on the north side of SH 114 and just west of the Las Colinas Urban Center, the address for Toyota Music Factory is 316 W. Las Colinas Blvd., Irving, Texas 75039. There are plentiful valet stands throughout and thousands of dedicated parking spaces available for patrons. Toyota Music Factory is served by the DART Orange Line and as well as the Las Colinas People Mover System. The destination is adjacent to the Irving Convention Center and the new Westin Convention Hotel (under construction) and across from the new Texican Court (under construction). Toyota Music Factory is 12.5 miles from downtown Dallas, 10 miles from DFW International Airport and 31 miles from downtown Fort Worth.

TEAM

Toyota Music Factory is the creation of ARK Group, a multifaceted conglomerate of companies headquartered in Charlotte, North Carolina that focuses on the development, operations and marketing of mixed-use, entertainment-themed projects. ARKGroupUS.com

- Developer: ARK Group
- Architect: Gensler
- Construction: Skanska
- Office Leasing: Cushman & Wakefield
- Entertainment/Restaurant Leasing: ARK Group
- Financing: SunTrust Bank

LOGOS, RENDERINGS AND TIME-LAPSE VIDEO

[Toyota Music Factory Media Room](#)

MEDIA CONTACTS

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- Toyota Music Factory: Randy E. Pruett, Cooksey Communications, 972-580-0662 x16, 214-505-1685 Mobile, Randy@CookseyPR.com



MUSIC FACTORY

SEVEN NEW RESTAURANTS TO OPEN AT TOYOTA MUSIC FACTORY

A tantalizing variety of restaurants set to open now through February

IRVING, TEXAS (Jan. 11, 2018) – Toyota Music Factory, Irving’s premier entertainment and music destination, is pleased to announce the opening of seven new restaurants. With something to please everyone, the latest wave of restaurant openings at Toyota Music Factory will have options for even the most discerning eater. Adding to the latest lineup of culinary experiences is:

- **Boi Na Braza, opening mid-January:** A premium Brazilian steak house, Boi Na Braza preserves a unique way of cooking meat over an open flame. A team of Brazilian chefs will offer your table 15 different succulent cuts of beef, chicken, pork and lamb.
- **Yard House, opening late January:** You’ll find the world’s largest selection of draft beer along with an expansive modern American menu of over 100 items made from scratch daily. From salads to street tacos and grilled seafood, burgers, steaks and ribs, Yard House will appeal to guests looking to catch the game, share appetizers over drinks with friends or simply enjoy a great meal out with family.
- **Top Round Roast Beef, opening early February:** Top Round was founded by chefs and fine dining fanatics who promise freshly crafted sandwiches with whole cut meats. Everything from the meat, veggies, french fries and sauces are prepared in store.
- **Gloria’s Latin Cuisine, opening early February:** A North Texas staple, Gloria’s features an artful blend of native Salvadorian cuisines with regional Mexican and Tex-Mex favorites. Top menu items include their signature margaritas, black bean dip, enchiladas and more.
- **Grimaldi’s Coal Brick-Oven Pizza, opening early February:** With Brooklyn roots, Grimaldi’s serves award-winning, hand-tossed, coal-fired brick oven pizzas, calzones, classic salads and desserts in an upscale yet casual, family-oriented pizzeria.

- **Kabuki Japanese Restaurant, opening late February:** Kabuki showcases traditional and innovative Japanese cuisine, creative cocktails and contemporary interior design. Kabuki turns non-believers into believers that Japanese cuisine is the new comfort food.
- **Nosh and Bottle Market, opening late February:** With an extensive retail selection, including craft beer and wine, epicurean products and gourmet prepared foods, Nosh & Bottle Market provides local convenience with a fresh market feel.

“The mother lode of restaurants has landed and is ready for opening at the Toyota Music Factory! Seven fantastic new venues will open their doors in the next 45 days, adding to our all-star lineup of dining and entertainment at the Toyota Music Factory,” said Noah Lazes, president of ARK Group. “Each new opening adds to the diverse top-notch dining and entertainment options furthering our goal of true diversification at the Toyota Music Factory. No matter what type of food or entertainment you like, we have something for you!”

The seven new restaurants join Bar Louie, Thirsty Lion Gastro Pub and Freshii, all of which opened in late 2017. Twelve additional restaurants and entertainment venues will open at Toyota Music Factory in the coming months, including Alamo Drafthouse Cinema, an eight-screen movie theater.

ABOUT TOYOTA MUSIC FACTORY

Developed by the ARK Group, Toyota Music Factory is a \$200 million, 16.7-acre, 453,000-square-foot, mixed-use entertainment and lifestyle complex located in the Las Colinas Urban Center in Irving, Texas. It is the newest all-in-one entertainment and dining destination for DFW residents and visitors alike. Toyota Music Factory is expected to draw some 2.5 million guests a year. www.ToyotaMusicFactory.com

MEDIA CONTACTS

ARK Group: Noah Lazes, 704-987-0612, noah@arkgroupus.com

Toyota Music Factory: Randy Pruett, Cooksey Communications, 972-580-0662 x16, 214-505-1685 Mobile, randy@cookseypr.com

IRVING CONVENTION AND VISITORS BUREAU
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MONDAY, FEBRUARY 26, 2018

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



From: [Diana Pfaff](#)
To: [ICVBStaff](#); [ICC](#)
Subject: Dallas Cowboys owner Jerry Jones' real estate company has plans for a new project in Irving
Date: Monday, January 22, 2018 3:28:27 PM
Attachments: [image003.png](#)
[image004.png](#)

Dallas Cowboys owner Jerry Jones' real estate company has plans for a new project in Irving

Written by



[Steve Brown, Real Estate Editor](#)

Dallas Cowboys owner Jerry Jones' real estate company is gearing up for a major project in Irving.

The same team that developed the Cowboys' huge Star in Frisco development is working on the mixed-use development in Las Colinas.

The almost 28-acre project is planned at the south corner of State Highways 114 and 161.

Plans filed with Irving's zoning commission say the development will include a hotel, retail space and apartments on the vacant corner.

The development will be built by the Jones family's Blue Star Land LP and Dallas-based Lincoln Property Co.

Lincoln Property was part of the team that built the first phase of the \$1.5 billion Star in Frisco. And Lincoln is developing the Gates of Prosper shopping center with Blue Star on U.S. Highway 380 in Collin County.

Lincoln will build 288 apartments in the Las Colinas development on Meridian Drive east of S.H. 161, according to the plans.

"The Blue Star Land multi-use project is a perfect fit for the residents and workforce that are now flocking to Irving-Las Colinas because of the live, work, play, walk environment that millennials are demanding," said Beth Bowman, president of the Irving Las Colinas Chamber of Commerce.

The hotel and retail site is to the north along High Point Drive.

A community park is planned at the center of the development.

Dallas architect GFF did the site design.

Blue Star land officials did not respond to requests for information about the timing of the project.

Irving's city council still must give final approvals for the development.

Blue Star Land has owned the high-profile Las Colinas property since 2010.

The development is one of several mixed-use projects on the way in Irving.

"In addition to the announced projects like Blue Star that are either underway or planned to kick-off soon, we are pleased to see additional activity for both new residential and commercial development," said J. Hammond Perot, president of the Las Colinas Association. "Given where we are at this stage of the cycle, as well as the amount of developable real estate remaining, it certainly appears that we are in for another good year of activity."

Apartment builder Gables Residential is opening its long-awaited Water Street retail and apartment project on O'Connor Boulevard in Las Colinas.

And developers are finishing up construction on the Toyota Music Factory entertainment, restaurant and retail complex on S.H. 114.

"With the Dallas MSA on the short list for the Amazon HQ2, and the momentum we see in our economic development pipeline, we think this is going to be a very strong year for Irving-Las Colinas and North Texas," Bowman said. "As a dozen new restaurants and entertainment venues come online at the Toyota Music Factory, the opening of Water Street and other projects, we now have the lifestyle amenities that corporations and residents are seeking."



Diana K. Pfaff | VP of Marketing Communications

Irving Convention and Visitors Bureau

Irving Convention Center at Las Colinas

500 W. Las Colinas Blvd. | Irving, TX 75039

972-401-7722 (direct) | 214-236-8885 (cell)

800-247-8464 | 972-401-7729 (fax)

irvingtexas.com | irvingconventioncenter.com



REAL ESTATE 2 DAYS AGO

Irving OKs Jerry Jones' new Las Colinas development with hotel and apartments

Steve Brown, Real Estate Editor

Don't miss a story. Like us on Facebook.

Irving's city council has given Dallas Cowboys owner Jerry Jones' real estate company the go-ahead to build a high-profile mixed-use development in Las Colinas.

The almost 28-acre project will be at the south corner of State Highways 114 and 161, east of Dallas/Fort Worth International Airport.

The Jones family's Blue Star Land LP and Dallas-based Lincoln Property Co. plan to develop a hotel, retail and apartment project on the vacant corner. The project could be worth as much as \$100 million with the addition of adjoining development sites owned by Blue Star Land.

[Stars' Tom Gaglardi gets nice deal on Frisco land for upscale Sandman hotel](#)

"We've been working on it for over a year," said Bobby Stewart with Irving-based CSE Commercial Real Estate, which represented Blue Star at Thursday's Irving city council meeting. "We're asking for general site plan approval so we can do a mixed-use development."

He said Blue Star is committed to doing what the "city wants, which is a full-service hotel. It would be at least 200 rooms."

ADVERTISING

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The hotel would be joined by 288 apartments in the Las Colinas development that Lincoln Property will build. There is also a small park area connecting the hotel and retail with the rental community.



The hotel the developers are in discussions with would have a Moxie's Grill & Bar restaurant in the ground floor. Moxie's is a Canadian restaurant chain owned by Dallas Stars hockey team owner Tom Gaglardi. The Vancouver-based restaurant chain has opened locations in Dallas' Crescent complex in Uptown and in Houston.

"The hotel group we are talking to has a full-service restaurant on the bottom of the hotel and one of the restaurants they have a relationship with is [Moxie's]," Stewart said.

Gaglardi also owns the Canada-based Sandman Hotel chain, which is also expanding to North Texas with its first location planned in Frisco.

Irving's city council unanimously approved Blue Star Land project.

Stewart said the two other properties the Jones family owns next door are being reserved for corporate projects. "It will probably be office uses," he said.

Dallas architect GFF designed the development.

Blue Star Land has owned the high-profile Las Colinas property since 2010.

The project is right across the highway from where medical industry giant McKesson Corp. has its huge regional office center with more than 1,000 workers.

[Why McKesson's Irving expansion puts Gov. Abbott in uncomfortable spot over nation's opioid crisis](#)

