



Board of Directors Meeting

Monday, March 27, 2023 @ 11:45 a.m.

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

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

(Lunch Served 11:15 a.m.)

OCTOBER 2022-SEPTEMBER 2023

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

- P = Present
- * = Absent - Company Business
- # = Absent - Other
- p = Represented
- ∞ = Budget Retreat

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, March 27, 2023 at 11:45 AM
Irving Convention Center
500 W. Las Colinas Blvd. – Junior Ballroom C-D
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Meeting Minutes for February 27, 2023
3. Accepting the ICVB Financial Reports – February 2023
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the ICC Financial Reports – February 2023

Individual Consideration

6. Accept the 2022-23 Executive Director Performance Weightings as Recommended by the Executive Committee

Presentation

7. Irving Hotel Outlook - Tourism Economics Quarterly Update Recap

Board Reports

8. Board Chair Report
 - Next Board Meeting – May 1, Location TBD
9. Board Committee Reports
 - Board and Business Development – Herb Gears
 - Recap of March 10 Meeting
 - Next Meeting – June 9
 - Community Engagement – Colvin Gibson
 - Next Meeting – April 11
 - Destination Development – Greg Malcolm
 - Next Meeting May 9

AGENDA - Continued

10. City Reports
 - Council Liaison – Councilman Kyle Taylor
 - Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - City Manager – Chris Hillman
 - Visitor Development Updates
 - Other City Updates

11. Bureau Monthly Management Reports
 - Executive Director – Maura Gast
 - Sales and Services – Lori Fojtasek
 - Marketing and Communications – Diana Pfaff
 - Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

12. Convention Center Management Report – Tom Meehan/Jeremy Pierce

13. Industry Partner Reports
 - The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
 - Restaurant Industry Update – David Cole

14. Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce – Janie Perelman/Beth Bowman
 - c. Irving Arts and Culture – Kelly O'Briant/Todd Hawkins
 - d. The Las Colinas Association – Hammond Perot
 - e. TIF – TBD
 - f. University of Dallas – Clare Venegas

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 27, 2023**

AGENDA ITEMS

MINUTES
Irving Convention and Visitors Bureau
Board of Directors
Irving Arts Center
February 27, 2023

Attendance: Bob Bourgeois – Board Chair; Richard Stewart, Jr. – Board Vice Chair, Yasir Arafat, Michael Basoco, Beth Bowman, Karen Cooperstein, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Julia Kang, Kim Limon, William Mahoney, Greg Malcolm, Kelly O’Briant, Hammond Perot, Joe Philipp, Sam Reed – Board members; City Manager Chris Hillman, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Senior Assistant City Attorney Christina Weber, Councilman Mark Zeske – City of Irving; General Manager Tom Meehan and Assistant General Manager Jeremy Pierce – ICC Staff; Lori Fojtasek, Maura Gast, Donna Groves, Marianne Lauda, Brenda Lopez, Brice Petty, Susan Rose – ICVB.

Board Chair Bob Bourgeois called the meeting to order at 11:54 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approve the ICVB Board meeting minutes from January 23, 2023
- Approve the ICVB Financial Reports from January 2023
- Review the Hotel Occupancy Tax Collections
- Accept the ICC Financial Reports from December 2022 and January 2023

Bourgeois called for a motion to approve the Consent Agenda as presented. On a motion from Stewart and a second from Board member Herb Gears, the motion was unanimously approved.

CHAIR REPORT

- Bourgeois encouraged Board members interested in serving on a Board Committee to please let Executive Director Maura Gast and Office Manager Carol Boyer know. Getting involved will help members decide if they would be interested in a Board leadership role.
- The ICVB has a team that walks the 5K race in the Irving Marathon Series. The next event is on March 18.
- The next Board meeting is scheduled for March 27 at the Irving Convention Center – Junior Ballroom C-D

Bourgeois welcomed Donna Groves, the new Social Military, Educational, Religious and Fraternal (SMERF) market Sales Manager for the ICVB. Gast introduced Groves. She previously worked at the Sheraton, DoubleTree and is a Montana native. Groves mentioned that she has previous hotel experience in Irving and is happy to be here.

COMMITTEE REPORTS:

Board and Business Development

Committee Chair Herb Gears reported:

- The next Committee meeting is scheduled for March 10.

Community Engagement Committee

Committee Chair Colvin Gibson reported:

- Gibson thanked all the Board members who are considering joining or who have indicated their intention to join the Community Engagement Committee.
- The next Committee meeting is scheduled for April 11.

Destination Development Committee

Committee Chair Greg Malcolm reported:

- The Committee met on February 14 and a recap of that meeting was reported. Discussion was had on the Business Development Incentive Program known as BizDip being funded by Hotel Occupancy Tax and if the rebate should be given to groups that are tax-exempt. The Committee consensus was that it should continue to be allowed, as there are not many groups that are tax-exempt coming through the BizDip process.
- The next Committee meeting is scheduled for May 9.

CITY REPORTS

Councilman Mark Zeske reported:

- Attended an Irving Hispanic Chamber of Commerce event at the rebranded Wyndham near Aspen Creek. It is an unbelievable improvement from what it was a few years ago and is a great addition to our city.
- Dallas Morning News reported on a revival of the Steak and Ale and Bennigan's brands and mentioned that there will be a restaurant opening off I-30 in Grand Prairie. Zeske is looking forward to seeing how that affects Irving.

City Manager Chris Hillman reported:

- The City Council amended the alcohol ordinance, changing the ratios that are allowed across the city from a 50/50 to a 40/60 ratio and 30/70 in some areas of the city, in the PUD 6 and the Heritage District area.
- The Irving Blvd. construction project is 60% complete. It has had an impact on the nearby businesses. Assistant City Manager Philip Sanders is finalizing a report showing how the City has assisted the businesses in the area in the last three to four months.
- A major construction project is beginning on MacArthur Blvd. This project will be ongoing for the next year to two years. It will start on the north side from Byron Nelson Way to Northgate Blvd. and will take six to eight months. It will continue to move south. Project will include replacing road, water, sewer, storm and many flood components.
- Summer construction will begin north of Byron Nelson Way along MacArthur Blvd. to Highway 114. Overall, it is approximately a \$31 million project.
- There have been regularly scheduled meetings with all the businesses and the residents in the area regarding traffic changes.
- The City will be holding a job fair, offering incentives and hiring bonuses, which have been doubled for full-time positions.
- Hillman encouraged everyone to provide feedback on the upcoming City website redesign.
- Irving Police Athletic League (IPAL) will be opening its new facility located on O'Connor Blvd. Across from Irving High School.
- North Texas Teen Book Festival is returning March 3-4 at the Irving Convention Center.

- Frost Fest was a great success with approximately 5,000 attendees.
- Staff priority for the upcoming budget season is to remain competitive in recruitment and retention. Classification and compensation study was done 18 months ago. There will be an update in 18 months. There are many open positions that are affecting service levels. Impacts can be seen in many departments. Solid waste collection has gone to one time per week and the Animal Shelter temporarily closes on Thursdays.
- Community Impact feedback will be requested for Lee and Lively pools and will be presented to Council at the May budget retreat. The infrastructure was deeply impacted by the winter storm two years ago. It will cost approximately \$4 million to replace each pool.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Gast reported for Marketing and Communications:

- The ICVB will be hosting the Southern Travel Explorers Conference on the weekend of March 10. The Communications team attended the conference last year and worked to bring the event to Irving this year. It is a group of social media influencers who will be seeing Irving and getting a taste of what we have to offer with the hopes of generating content and influencing their audiences to put Irving on their travel maps. There will be an opening reception at the Texican Court on Friday, March 10, to which Board and Council members have been invited.
- Part of the Communications team will be heading to Austin for South by Southwest Conference and Festival (SXSW). There will be a soft launch of the Cocktail Trail app. More details to come shortly.

Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The sales team is currently working on some of the larger groups of the year. Lifestyles Unlimited group brought in guests that also visited the restaurants at Toyota Music Factory.
- USA Triathlon Multisport National Championship Festival and Invited Celebrity Classic will be returning to Irving in April on the same weekend. Both groups are looking for volunteers. Fojtasek asked if anyone is interested in volunteering to reach out to her.

Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for January shows:
 - There were 602 available listings, that is about a 38% increase over last year's figure of 434.
 - The Average Daily Rate was \$202.11, a decrease of 5% over last year.
 - Occupancy percentage was about 46%, with a slight decrease of 5% compared to last year.
 - For the hotel comparable subset, Average Daily Rate for January was \$102.16, slight decrease of .20% from last year, with Occupancy at 49.9% slight decrease 9%.
- The Administration and Finance team has been busy with expense reports, contracts, purchase orders and beginning the 2023-2024 budget process.

- FiredUp training took place on February 3 at the Westin Irving Convention Center Hotel. The team focus for this year will be communication as shown in the survey results. A Branding survey will be sent to meeting event professionals, visitors and potential visitors, community and visitor industry stakeholders, and site selectors/developers. The resident survey will be open on March 6 and will be open for 3 weeks. Rose has been working with City Hall Communications team to get the information out to residents.

Bourgeois expressed his appreciation for ICC General Manager Tom Meehan and the Convention Center staff that assisted with the meeting that took place during the ice storm in February. Everything was excellent and the convention center staff did a terrific job.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Current financial standpoint is \$200,000 better than budget for the year, with the forecast looking strong.
- Booking a lot of business in the year, for the year. Over the last three to four months, there have been 40 new contracts for business that will be taking place this year.
- There have been many discussions in the past week on the impact of higher labor, supply, and food costs and how that impacts the center and changes how it does business going forward.
- For the year, there have been 68 events, compared to 63 last year. Attendance for the year was approximately 59,000 compared to 35,000 last year. This is attributed to the type of event. There are more public shows like dance and cheer.
- Over 12,000 room nights have been booked and is on pace for the year.
- Currently, the customer service score for the year is at 92.9%.
- The North Texas Teen Book Festival is back, on March 3-4. Meehan asked anyone who is attending to be patient as they are expecting 14,000 in attendance.
- This event is followed up by the Graphics Pro Expo, this is a big show with many electrical needs.
- Scrapbooking Expo on March 15-18, Sneaker show on March 19, Great American Expo on March 26, and many other events in between the big events.
- Building projects include:
 - Color-changing LED lights on the outside of the building, waiting on a couple parts to come in.
 - Currently waiting on the contract with Provident for approval on the new monument sign on Highway 114.
 - Many mechanical projects have come up. Added variable frequency drives on our equipment which extends the life of the equipment.

INDUSTRY PARTNERS

LIVE NATION UPDATES

Meehan reported on behalf of Live Nation General Manager Tommy DeBeaudry:

- 2022 Recap:
 - There were 95 promoted events that welcomed over 4,000 fans in 2022.
 - Less events than 2019, but had high grossing shows and attendance, broke all records in gross revenue, as well as areas of revenue and saw increases from 25% to 30% over 2019, including food and beverage, merchandise and ticket sales.

- There were more amphitheater shows and made up 40% of all promoted events.
- There were 33 special private events.
- Slower start for 2023 on show confirmations, but they are starting to pick back up again.
 - Introducing new technology to the facility which will start to change ingress procedures and dwell times. The new metal detectors are much quicker than the former detectors. The equipment will be able to identify cell phone, keys, belts and will not trigger alarms, it will focus on density and shape.
 - Introduction of new pedestal ticket scanners. The latest in ticket scanning technology/code scanning technology will allow guests to scan tickets on pedestals with no staff assistance. They will still have staff available to help guests, but it will ultimately reduce the number of staff needed.
 - In discussion with Toyota Music Factory Management/Brookfield Properties to potentially change parking lot access protocols to improve vehicular ingress and alleviate traffic; more to come on this at a later date.
 - The Live Nation Road Show and Conference is currently taking place and includes top representatives from Legends, their concessionaire partner, as well as every General Manager from every amphitheater and large venue in their portfolio. It will also be attended by Live Nation Chief Operating Officers and Senior VP's from every region. They will be showcasing the venue, highlighting broad goals, and introducing new culinary food and beverage relationships.
- Currently in the acquisition process of new sponsorship deals, many of the original ones are expiring. Brookfield is managing the venue and new sponsorship names will be on campus and in-house concert vision screens.

RESTAURANT INDUSTRY UPDATES

No Report

- Bourgeois mentioned that he recently visited the new Copper and Vine restaurant, where the Fish City Grill was previously located. The food and service were excellent.

HOTEL INDUSTRY UPDATES

Board member Greg Malcolm:

- Report for January:
 - Occupancy in Irving for hotels was 62.4% versus last year at 54.9%.
 - The average daily rate was \$116.24 versus last year at \$99.86.
 - Revenue per available room was \$72.49 versus last year at \$53.86.
 - Starting down the right path and February looks strong.
 - Hilton Garden Inn DFW South is going through minor renovations. They will be getting a new fitness center, new furniture in the lobby, restaurant and bar. The fireplace will be removed, and a bubble wall will be installed. The renovation should be completed by the end of March.

Board member Kim Limon:

- The Hampton Inn Las Colinas occupancy for January was 58.3% and up 2.1% versus their comp set.
- The ADR was \$115.85 and up 4.6%.
- Revenue per available room was \$67.55 and up 2.4%.
- Strong first of the year and February has been a very busy month.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber of Commerce:

Chamber President Beth Bowman reported:

- Economic development team is hard at work continuing to generate opportunities to come to Irving Las Colinas, but also with a focus on retaining the assets in Irving.
- The Chamber is working on 100 projects in various stages, about one-fifth of those focused on corporate headquarters.
- Hosted Site Selectors that were in town, representing an audience of 27 CEOs per site selectors. They are very important key customers, and this was the first time having an audience of that magnitude in the community. They were able to see the Irving-Las Colinas story first-hand, positively influencing some of the options they are working on with their clients.
 - Selectors heard from companies who have relocated, included Chief People Officers, Chief Talent Officers and showcased the private/public partnerships with education institutions and businesses. Bowman thanked Vice President of Economic Development Diana Velazquez and the Economic development team, the City of Irving, ICVB, LCA, the business industry that was in attendance and Chamber Past Chairman Sam Reed.
 - After they left Irving, the team was immediately able to be proactive in three additional headquarter opportunities and two manufacturing opportunities and help redirect them to other projects.
- Thanked Bourgeois for joining the Chamber in representing the ICVB with a delegation to the Texas Legislative Session in Austin on Wednesday.
- As of February 23, there are 82 discriminatory bills that were filed. The filing deadline is March 10. When meeting with prospects or groups, the Chamber and ICVB are continuing to respond to quotes captured in the media about the state of Texas maybe not being welcoming for all.
- Other legislative discussions held were federal privacy policy, property tax and small business targeted relief for an increased exemption for business personal property.
- Best in Irving 2023 voting is open. Voting ends Friday, March 31.

Irving Arts and Culture

Irving Arts Center:

Arts Board Chair Kelly O'Briant reported:

- On behalf of the Irving Arts Board, O'Briant welcomed everyone to the Irving Arts Center.
- Currently on display, *Fighting the Right Fight, African American Experiences in World War II*. The show runs until April 22.
- On Saturday, March 4 at 2 p.m. there will be a screening of the documentary "Double Victory. "
- A Scholar's Talk will be featured on Saturday, March 18 at 2 p.m. with Brigadier General Leon Johnson.
- Second Saturdays will continue with free admission to the museum on the second Saturday of each month.
- *Les Ballet Trocadero De Monte Carlo* and *Kingdom Choir* were both successful events.
- Continuing with the Celebration Series:
 - *Soul of America – A Tribute to Aretha Franklin* on Friday, April 14.
- The Arts Board thanked the Mayor, City Council, City Manager, and the City staff for getting the revised RAB ordinance passed. The Irving Arts Center can now begin plans to sell alcohol during the events.

- *TGIF Comedy* series on Friday, June 23, July 28 and September 22.
- Next in the Main Gallery:
 - Annual Exhibition of Irving ISD Student Artwork on March 2 – May 1
 - *Windows: Works by Mark Goad* in the Dupree Lobby Gallery on March 4 – July 8

Executive Director Todd Hawkins reported:

Irving Archives and Museum:

- Coming off the big blockbuster with the Smithsonian for the “Green Book,” the Irving Archives and Museum was visited by over 900 people in the month of December.
- With the last two performances, there were about ten hotel rooms for the groups. Todd thanked everyone for all their support.
- They have started working with a consultant to do a business plan for the Irving Arts Center. The consultant will want to interview many of the ICVB Board as they are working to make sure the Irving Arts Center and the Department of Arts Culture is supporting the hotel industry and making the most of the hotel occupancy tax.
- Met with State Representative Terry Meza and State Senator Nathan Johnson in Austin on March 8 for the Arts Advocacy Summit. Meza’s office is lined with photos of the convention center. Hawkins will be working on sending photos of the Irving Arts Center and possibly sending student artwork from the student show.
- The Irving Arts Center has received the following awards:
 - John L. Nau III Award for Museum Excellence from the Texas Historical Commission.
 - Best Theater from the Reader’s Choice.
 - Best Art Center in Texas; and
 - The Irving Story won an award from the American Association of State and Local History.

Las Colinas Association

Board member Hammond Perot reported:

- The next LCA Board meeting is on March 14, the LCA Annual Meeting of Members is on March 28.
- Working on the 50th anniversary celebration items. A new flag has been finalized and will be displayed throughout the year. The mobile exhibit is near completion and should be ready by March 20. They are presently scheduling places to visit, and Hammond asked to let him know if anyone would like to schedule the exhibit.
- Hammond reported meeting with new ownerships.
 - Trinity Investments and Century Golf Partners have many plans for the former Four Seasons location.
 - Also having discussions with new owners of the former Exxon headquarters and Brookfield at the Toyota Music Factory. Looking at plans to adapt underutilized space. Thanked the City Manager and team for the amount of infrastructure development and work that they are doing.

Bourgeois added that the Friends of the Library are looking for volunteers to assist guests in the signing lines at the North Texas Teen Book Festival from 3 p.m. – 5 p.m. Please let Bourgeois know if you would like to volunteer. Bourgeois also mentioned one of the articles in the Board packet from the Fort Worth Report referencing the progress that they have gone through with the new convention center and how the cost has gone from \$377 million to just over \$700 million. This is a very powerful segment of the economy for every city. The work that members are doing is very important and encourages everyone to keep going.

Board member Michael Basoco mentioned an article in the Board packet on the Top 7 Resorts in the State of Texas and Irving was mentioned. He encouraged everyone to read it. Gast confirmed the article was from *Southern Living*.

Board member Yasir Arafat asked City Manager Hillman if the reconstruction of MacArthur Blvd. would affect travel direction between South and North. Hillman confirmed that there will be significant travel impacts going North and South for the next 22 to 23 months. He recommends utilizing Story Road or O'Connor Blvd. to save some time.

Arafat also asked Hillman if there is a timeframe when waste management will go back to service two days a week. Hillman reported that the solid waste collection service continues to struggle with hiring. The challenge that the city continues to run into is in order to drive the trucks you must have a commercial drivers' license. The city has increased the salaries for commercial driver license positions by 30% over the last year. The once-a-week collection is working. Hillman will be talking with Council about policy direction relative to collection and will continue to monitor the situation.

Bourgeois adjourned the meeting at 1:07 p.m.

Respectfully submitted,




Maura Allen Gast, FCDME
Executive Director



ICVB
FINANCIAL STATEMENTS

For Period Ending
February 2023



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2023

Assets

Cash and equivalents 7,028,873.09
Investments 5,273,030.00

Total Assets

12,301,903.09

Liabilities

Accounts payables 29,311.37
Unearned revenue 7,858,388.95
Due to other funds 512.00

Total Liabilities

7,888,212.32

Fund Balance (Budgetary basis)

Reserve for encumbrances 825,582.66
Unreserved 3,588,108.11

Total Fund Balance

4,413,690.77

Total Liabilities and Fund Balance

12,301,903.09



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND

MONTHLY FINANCIAL REPORT

FEBRUARY 2023

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	622,696.56	1,856,322.21	8,000,000.00	23.2%	0.00	6,143,677.79
	PENALTY AND INTEREST	6,229.68	6,844.82	0.00	100.0%	0.00	(6,844.82)
	PRIOR YEAR	(78,412.34)	86,905.47	0.00	100.0%	0.00	(86,905.47)
	SHORT-TERM RENTALS	8,518.57	22,063.97	0.00	100.0%	0.00	(22,063.97)
	TOTAL HOTEL/MOTEL TAX	559,032.47	1,972,136.47	8,000,000.00	24.7%	0.00	6,027,863.53
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	1,427,914.99	7,324,375.00	19.5%	0.00	5,896,460.01
M4 - INVESTMENT INCOME							
		19,025.23	57,075.40	6,000.00	951.3%	0.00	(51,075.40)
M5 - MISCELLANEOUS							
		12,486.00	27,333.92	11,000.00	248.5%	0.00	(16,333.92)
TOTAL REVENUE		590,543.70	3,484,460.78	15,341,375.00	22.7%	0.00	11,856,914.22
EXPENDITURES							
N1 - SALARIES							
		203,279.43	946,107.25	3,009,995.00	31.4%	0.00	2,063,887.75
N2 - BENEFITS							
		41,145.71	179,678.79	612,013.00	29.4%	0.00	432,334.21
N4 - SUPPLIES							
		659.15	14,876.75	76,500.00	19.4%	3,423.92	58,199.33
O1 - UTILITIES (COMMUNICATIONS)							
		1,569.12	5,488.99	26,500.00	20.7%	0.00	21,011.01
O3 - OUTSIDE SERVICES							
	FREIGHT	129.81	478.19	3,000.00	15.9%	0.00	2,521.81
	MARKETING AND SALES RESOURCES	11,415.56	18,713.10	161,000.00	11.6%	0.00	142,286.90
	MEDIA ADVERTISING	10,797.50	125,700.55	605,040.84	20.8%	263,075.00	216,265.29
	POSTAGE EQUIPMENT RENTAL	0.00	662.16	2,650.00	25.0%	1,986.48	1.36
	PROFESSIONAL SERVICES	189,012.82	1,371,571.73	2,553,000.00	53.7%	504,895.26	676,533.01
	PROPERTY MANAGEMENT SERVICES	0.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	TOTAL OUTSIDE SERVICES	211,355.69	1,865,125.73	4,719,690.84	39.5%	769,956.74	2,084,608.37
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	32,888.25	106,035.35	665,340.00	15.9%	0.00	559,304.65
	MILEAGE REIMBURSEMENT	49.56	524.76	3,500.00	15.0%	0.00	2,975.24
	MEMBERSHIP AND DUES	2,401.00	31,035.00	77,900.00	39.8%	0.00	46,865.00
	TOTAL TRAVEL - TRAINING - DUES	35,338.81	137,595.11	746,740.00	18.4%	0.00	609,144.89
O5 - CLAIMS AND INSURANCE							
		0.00	34,511.25	138,045.00	25.0%	0.00	103,533.75
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	22,361.29	78,885.44	320,000.00	24.7%	0.00	241,114.56
	BUSINESS DEV INCENTIVE PROG	56,218.53	118,370.00	500,000.00	23.7%	0.00	381,630.00
	CONVENTION SERVICES MATERIALS	512.00	1,890.58	110,000.00	1.7%	28,952.00	79,157.42
	EVENT SPONSORSHIPS	3,328.00	60,782.75	140,000.00	43.4%	20,000.00	59,217.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	7,840.00	0.0%	0.00	7,840.00
	LOCAL PROGRAMS-PROMOTIONS	18,523.55	89,739.55	530,100.00	16.9%	3,250.00	437,110.45
	TOTAL MISCELLANEOUS EXPENSES	100,943.37	349,668.32	1,607,940.00	21.7%	52,202.00	1,206,069.68
P1 - CAPITAL EXPENDITURES							
		0.00	0.00	160,720.00	0.0%	0.00	160,720.00
P5 - TRANSFERS OUT							
	TRSF TO ICVB RESERVE	0.00	0.00	4,497,790.00	0.0%	0.00	4,497,790.00
	TRSF TO ICVB COMPUTER REPL	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICVB CONV CENTER	0.00	1,601,289.00	0.00	#DIV/0!	0.00	(1,601,289.00)
	TRSF TO POB RISK MITIGATION	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	TOTAL TRANSFERS OUT	0.00	1,714,734.00	5,111,235.00	0.0%	0.00	3,396,501.00
TOTAL EXPENDITURES		594,291.28	5,247,786.19	16,209,378.84	32.4%	825,582.66	10,136,009.99

Beginning Fund Balance	6,177,016.18
Revenues	3,484,460.78
Expenditures	(5,247,786.19)
Ending Fund Balance	4,413,690.77

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



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

Assets

Cash and equivalents	4,021,125.77
Investments	2,103,000.00
Receivables	8,082,911.14

Total Assets

14,207,036.91

Liabilities

Unearned revenue	4,011,820.57
Deferred inflow	8,008,441.90
Total Liabilities	<u>12,020,262.47</u>

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	2,186,774.44
Total Fund Balance	<u>2,186,774.44</u>

Total Liabilities and Fund Balance

14,207,036.91



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - INTERGOVERNMENTAL							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	834,023.89	2,880,000.00	29.0%	0.00	2,045,976.11
M4 - INVESTMENT INCOME							
		7,353.43	21,532.64	5,000.00	430.7%	0.00	(16,532.64)
M5 - MISCELLANEOUS							
		23,919.49	119,597.45	764,000.00	15.7%	0.00	644,402.55
M6 - TRANSFER FROM ICVB GENERAL							
		0.00	1,601,289.00	1,601,289.00	100.0%	0.00	0.00
TOTAL REVENUE		31,272.92	2,576,442.98	5,250,289.00	49.1%	0.00	2,673,846.02
EXPENDITURES							
N4 - FURNITURE/FIXTURES LESS THAN \$5000							
		(706.95)	19,789.00	21,000.00	94.2%	0.00	1,211.00
N7 - STRUCTURE MAINTENANCE							
		42,925.97	398,310.13	964,000.00	41.3%	0.00	565,689.87
P1 - CAPITAL EXPENDITURES							
		0.00	730,513.40	2,159,000.00	33.8%	0.00	1,428,486.60
TOTAL EXPENDITURES		42,219.02	1,148,612.53	3,144,000.00	36.5%	0.00	1,995,387.47

Beginning Fund Balance	758,943.99
Revenues	2,576,442.98
Expenditures	(1,148,612.53)
Ending Fund Balance	2,186,774.44

NOTE:

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



Irving Convention and Visitors Bureau

Check Register

February 2023

Check #	Check Date	Vendor Name		Check Amount	Invoice Amount	
		Object Description	Line Item Description		ARPA	HOT TAX
80062929	2/14/2023	AMERICAN LEGAL AND FINANCIAL NETWORK		33.00		
		BUSINESS DEV INCENTIVE PROG	ADD'L RMS/INTERSECT SERVICING & BANKRUPTCY		33.00	
80062930	2/14/2023	BH DFW PROPERTY LP		1,449.00		
		BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/DEC 2022		1,449.00	
80062931	2/14/2023	CITY OF IRVING		404.55		
		OFFICE SUPPLIES	BOARD MEETING MATERIALS			404.55
80062932	2/14/2023	CUTTS, SUSAN		937.50		
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 16 - 27, 2023		937.50	
80062933	2/14/2023	FIRED UP BRANDS, INC		5,000.00		
		PROFESSIONAL SERVICES	ICVB STAFF TRAINING		5,000.00	
80062934	2/14/2023	GAINWELL ACQUISITION CORP		4,076.00		
		BUSINESS DEV INCENTIVE PROG	BUILD A THON V/NOV 2022		1,932.00	
		BUSINESS DEV INCENTIVE PROG	BUILD A TON V/JANUARY 2023		2,144.00	
80062935	2/14/2023	HILTI, INC.		16,681.00		
		BUSINESS DEV INCENTIVE PROG	HILTI ANNUAL SALES MEETING/JAN 2023		16,681.00	
80062936	2/14/2023	HOPKINS, CHERYL		337.93		
		COMMUNICATIONS	DEC 2022 - CELL / MILEAGE / MISC			75.00
		MILEAGE REIMBURSEMENT	DEC 2022 - CELL / MILEAGE / MISC			23.31
		LOCAL PROGRAMS-PROMOTIONS	DEC 2022 - CELL / MILEAGE / MISC		193.93	
		TRAVEL AND TRAINING	DESTINATION TEXAS 2022			45.69
80062937	2/14/2023	IRVING - LAS COLINAS ROTARY CLUB		40.00		
		MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2023			40.00
80062938	2/14/2023	LAUDA, MARIANNE		75.00		
		COMMUNICATIONS	JAN 2023 - CELL			75.00
80062939	2/14/2023	LEO EVENTS, LLC		668.15		
		TRAVEL AND TRAINING	TEAM TX RCMA BOOTH/JAN 2023		668.15	
80062940	2/14/2023	LEVINE, KATHY		65.44		
		COMMUNICATIONS	DEC 2022 - CELL			65.44
80062941	2/14/2023	MANSOUR, KAYLA		150.00		
		COMMUNICATIONS	NOV 2022 - CELL			75.00
		COMMUNICATIONS	DEC 2022 - CELL			75.00
80062942	2/14/2023	PETTY, BRICE		79.75		
		TRAVEL AND TRAINING	DI BIZOPS CONFERENCE 2022			13.60
		COMMUNICATIONS	DEC 2022 - CELL			66.15
80062943	2/14/2023	PIM HIGHLAND TRS CORPORTATION		2,155.00		
		BUSINESS DEV INCENTIVE PROG	BLUE GREY ALL AMERICAN TEAM/GAME TWO		2,155.00	
80062944	2/14/2023	PROVIDENT RESOURCES GROUP, INC		190.00		
		BUSINESS DEV INCENTIVE PROG	SPIRIT NETWORK/DEC 2022		190.00	
80062945	2/14/2023	ROSE, SUSAN		105.08		
		COMMUNICATIONS	DEC 2022 & JAN 2023 - CELL / MILEAGE			91.98
		MILEAGE REIMBURSEMENT	DEC 2022 & JAN 2023 - CELL / MILEAGE			13.10
80062946	2/14/2023	SIRMEN, LORI		75.00		
		COMMUNICATIONS	OCT 2022 - CELL			75.00
80062947	2/14/2023	SMG		617.53		
		BUSINESS DEV INCENTIVE PROG	USA JUDO PRESIDENT'S CUP/NOV 2022		617.53	
80062948	2/14/2023	SOTO, MONICA		72.03		
		COMMUNICATIONS	CELL PHONE - JANUARY 2023			25.00
		MILEAGE REIMBURSEMENT	MILEAGE - JANUARY 2023			17.03
		MILEAGE REIMBURSEMENT	MILEAGE - DECEMBER 2022			5.00
		COMMUNICATIONS	CELL PHONE - DECEMBER 2022			25.00



Irving Convention and Visitors Bureau

Check Register

February 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount	
					ARPA	HOT TAX
80062949	2/14/2023	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2023	926.00		926.00
80062950	2/14/2023	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	SYMPHONY SERVICES - QTR 1	12,000.00	12,000.00	
80062952	2/21/2023	AJR MEDIA GROUP MEDIA ADVERTISING	ADVERTISING - TOURTEXAS.COM	4,476.00	4,476.00	
80062953	2/21/2023	AMERICAN LEGAL AND FINANCIAL NETWORK BUSINESS DEV INCENTIVE PROG	INTERSECT SERVICING & BANKRUPTCY/NOV 2022	354.00	354.00	
80062954	2/21/2023	ARIAS, PAOLA PROFESSIONAL SERVICES	BLOG POSTS - JAN 2023	150.00	150.00	
80062955	2/21/2023	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	USMEPCOM MEPS/JAN 2023	2,301.00	2,301.00	
80062956	2/21/2023	CELLCO PARTNERSHIP COMMUNICATIONS	JANUARY 2023	440.47		156.49
			COMMUNICATIONS			169.59
			COMMUNICATIONS			114.39
80062957	2/21/2023	CSC HOLDINGS, LLC BUSINESS DEV INCENTIVE PROG	DFW CHURCH MARRIAGE/FEB 2023	1,050.00	1,050.00	
80062958	2/21/2023	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 30 - FEB 10, 2023	925.00	925.00	
80062959	2/21/2023	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	13.07		13.07
80062960	2/21/2023	FLOWSERVE US INC BUSINESS DEV INCENTIVE PROG	FLOWSERVE CORPORATION/MAY 2022	280.00	230.00	
			TRAINING M-MAVK8SA/MARCH 2022		25.00	
			SIHI - A.R.C. TRAINING M-MARUCT6/FEBRUARY 2022		25.00	
80062961	2/21/2023	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	ACS VOLUNTEER LEADERSHIP SUMMIT/JAN 2023	2,476.00	2,476.00	
80062962	2/21/2023	HIDDEN VALLEY PROMOTIONS, LLC LOCAL PROGRAMS-PROMOTIONS	SOUTHERN TRAVELERS/LONGHORN STEER FOR PHOTOS & ARMADILLO RACES	2,600.00	2,600.00	
80062963	2/21/2023	IMAGO MEDIA, INC. MEDIA ADVERTISING	ADVERTISING	321.50	321.50	
80062964	2/21/2023	INTERNATIONAL CHURCH OF THE FOURSQUARE GOSPEL BUSINESS DEV INCENTIVE PROG	LEAD TEAM MTG/REGIONAL PASTOR'S TRAINING/JAN	928.00	928.00	
80062965	2/21/2023	IRREVERENT WARRIORS, INC BUSINESS DEV INCENTIVE PROG	IRREVERENT WARRIORS/JAN 2023	1,210.00	1,210.00	
80062966	2/21/2023	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST	615.00	615.00	
80062967	2/21/2023	MELTWATER NEWS US INC MARKETING RESOURCES	MEDIA MONITORING & REPORTS RENEWAL 23-24	9,750.00	9,750.00	
80062968	2/21/2023	SIRMEN, LORI COMMUNICATIONS	DEC 2022 - CELL / MILEAGE	130.80		75.00
			MILEAGE REIMBURSEMENT			(8.88)
			COMMUNICATIONS			73.63
			LOCAL PROGRAMS-PROMOTIONS			(8.95)
80062969	2/21/2023	SMG BUSINESS DEV INCENTIVE PROG	NOVATECH - RENTAL FOR USA JUDO	20,550.00	550.00	
			IT SUPPORT FY 2023		20,000.00	
80062970	2/21/2023	SMG BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2023	23,919.48		23,919.48



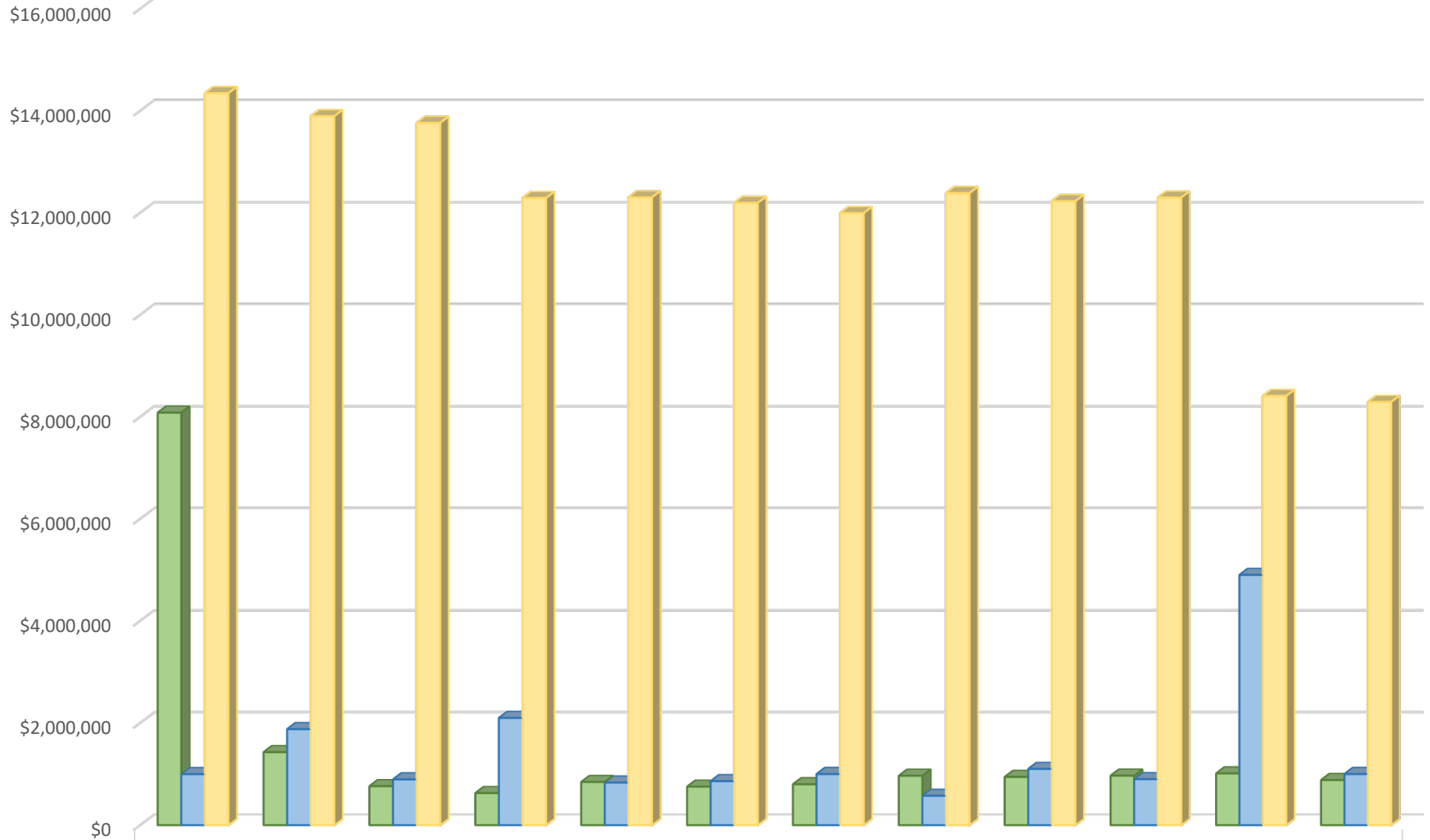
Irving Convention and Visitors Bureau

Check Register

February 2023

Check #	Check Date	Vendor Name Object Description	Line Item Description	Check Amount	Invoice Amount		
					ARPA	HOT TAX	
80062971	2/21/2023	SMG		18,299.54			
		OFFICE FURN AND FIXT LESS 5000	OFFICE CHAIRS CREDIT (INV # ARPA-2302-B)		(706.95)		
		BUILDINGS MAINT	CHIILER 2 REPAIRS		11,525.00		
		BUILDINGS MAINT	REPLACE MEMBRANE		7,481.49		
80062972	2/21/2023	TEXAS TRIAL LAWYERS ASSOCIATION		952.00			
		BUSINESS DEV INCENTIVE PROG	TTLA ANNUAL MEETING/CLE SEMINAR/NOV 2022		952.00		
80062973	2/21/2023	THOMAS D. ICE		1,510.00			
		BUSINESS DEV INCENTIVE PROG	THE PRE-TRIB RESEARCH CENTER/DEC 2022		1,510.00		
80062974	2/21/2023	TIN STAR ENTERTAINMENT, LTD		425.00			
		LOCAL PROGRAMS-PROMOTIONS	SOUTHERN TRAVELERS/LINE DANCE INSTRUCTOR		425.00		
80062975	2/21/2023	TUCKER & ASSOCIATES, LLC		4,068.02			
		PROFESSIONAL SERVICES	RETAINER-FEB 2023 / REIMBURSABLES-JAN 2023		4,068.02		
80062976	2/21/2023	WHITE, MONTY		707.17			
		COMMUNICATIONS	OCT 2022 - CELL / MISC			75.00	
		LOCAL PROGRAMS-PROMOTIONS	OCT 2022 - CELL / MISC		458.76		
		COMMUNICATIONS	NOV 2022 - CELL			75.00	
		TRAVEL AND TRAINING	HSMIAI ADVISORY BOARD MTG - DEC 2022			23.44	
		COMMUNICATIONS	DEC 2022 - CELL			75.00	
80062977	2/28/2023	CHRISTIAN MEETINGS & CONVENTIONS ASSOC, LLC		500.00			
		MEDIA ADVERTISING	ADVERTISING		500.00		
80062978	2/28/2023	CSC HOLDINGS, LLC		1,011.00			
		BUSINESS DEV INCENTIVE PROG	AMN HEALTHCARE MEETING/FEB 2023		1,011.00		
80062979	2/28/2023	FEDERAL EXPRESS CORPORATION		50.27			
		FREIGHT	SHIPPING			12.49	
		FREIGHT	SHIPPING			15.43	
		FREIGHT	SHIPPING			22.35	
80062980	2/28/2023	MALONEY STRATEGIC COMMUNICATION INC		144,510.56			
		PROFESSIONAL SERVICES	ICVB TRIPADVISOR ADVERTISING 2023		1,990.01		
		PROFESSIONAL SERVICES	TEXAS MONTHLY - 50TH ANNIVERSARY EDITION		2,315.00		
		PROFESSIONAL SERVICES	2023 NORTH TEXAS TRAVEL GUIDE		2,095.00		
		PROFESSIONAL SERVICES	2023 SXSW CAMPAIGN ACTIVATION - PHASE I		110,489.90		
		PROFESSIONAL SERVICES	2023 TMF VENDING MACHINE		27,620.65		
80062981	2/28/2023	MARILYN LANHAM		1,615.00			
		BUSINESS DEV INCENTIVE PROG	NOVICE OF THE YEAR/JAN 2023		1,615.00		
80062982	2/28/2023	STAMATS COMMUNICATIONS, INC.		5,500.00			
		MEDIA ADVERTISING	ADVERTISING		5,500.00		
80062983	2/28/2023	PACKAGE EXPRESS LLC		44.10			
		FREIGHT	LOCAL DELIVERY SERVICE			44.10	
80062984	2/28/2023	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.		2,630.00			
		BUSINESS DEV INCENTIVE PROG	JOHN DEERE CEO SUMMIT/FEB 2023		2,630.00		
80062985	2/28/2023	YDRINK LLC		349.00			
		SUBSCRIPTIONS-PUBLICATIONS	YDRINK ANNUAL SUBSCRIPTION 2023		349.00		
		Total Number of Invoices	86	TOTAL	300,799.94	273,816.49	26,983.48
		Total Number of Checks	56			91.0%	9.0%

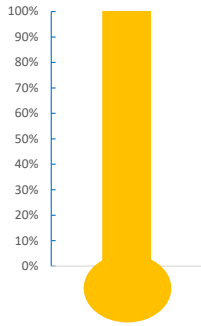
Irving Convention and Visitors Bureau
FY23 Cash Flow
February 2023



	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEPT 2023
REVENUE	\$8,081,479	\$1,428,426	\$762,507	\$626,966	\$844,550	\$752,888	\$799,629	\$966,681	\$943,538	\$967,664	\$1,011,903	\$882,758
EXPENSES	\$997,898	\$1,879,106	\$895,163	\$2,098,520	\$832,542	\$860,000	\$1,000,000	\$575,000	\$1,100,000	\$900,000	\$4,900,000	\$1,000,000
ENDING CASH	\$14,344,785	\$13,894,105	\$13,761,449	\$12,289,895	\$12,301,903	\$12,194,791	\$11,994,420	\$12,386,101	\$12,229,639	\$12,297,303	\$8,409,206	\$8,291,964

■ REVENUE
 ■ EXPENSES
 ■ ENDING CASH

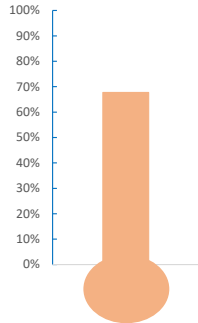
REPAYMENT OF FY21 LOAN FROM CITY



GOAL: \$500,000
ACHIEVED: \$500,000

FY22 YEAR END GOAL
N/A

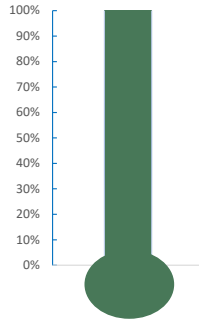
COMBINED FUNDS



GOAL: \$10,500,000
CURRENT: \$7,108,521

FY23 YEAR END GOAL
\$10,500,000

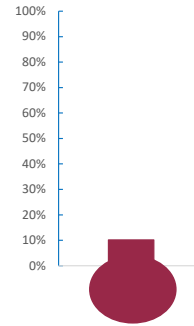
GENERAL FUND



GOAL: \$2,000,000
CURRENT: \$4,413,691

FY23 YEAR END GOAL
\$2,000,000

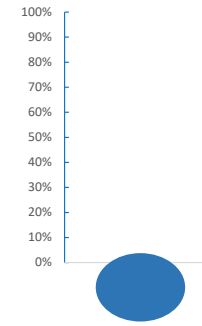
CATASTROPHIC RESERVE



GOAL: \$5,000,000
CURRENT: \$507,849

FY23 YEAR END GOAL
\$5,000,000

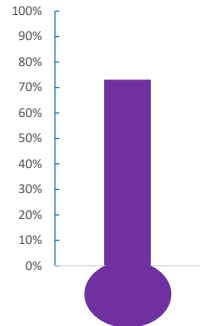
COMPUTER FUND



GOAL: \$500,000
CURRENT: \$207

FY23 YEAR END GOAL
\$500,000

ICC RESERVE/CIP FUND



GOAL: \$3,000,000
CURRENT: \$2,186,774

FY23 YEAR END GOAL
\$3,000,000



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
December 2022

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

LUXURY & FULL SERVICE		OCT 2022	NOV 2022	DEC 2022
1	Atrium Hotel and Suites DFW Airport	5,146.86	5,535.06	6,904.59
2	Dallas Marriott Hotel Las Colinas	57,307.85	40,248.19	34,764.33
3	DFW Airport Hotel & Conference Center	closed	closed	closed
4	DFW Airport Marriott	41,899.47	25,970.30	23,425.04
5	<i>Doubletree by Hilton DFW Airport North</i>	0.00	0.00	0.00
6	Embassy Suites DFW Airport South	31,122.91	21,795.06	20,442.92
7	Hilton Garden Inn DFW Airport South	15,867.32	11,835.98	9,615.35
8	Hilton Garden Inn Las Colinas	14,509.26	12,494.13	9,251.45
9	Holiday Inn Irving Las Colinas	10,993.05	6,299.62	5,906.85
10	NYLO Las Colinas Tapestry Collection by Hilton	20,986.69	14,622.71	13,098.40
11	Omni Las Colinas Hotel	61,002.82	41,286.98	32,243.91
12	<i>Sheraton DFW Airport Hotel</i>	0.00	0.00	0.00
13	Texican Court	17,319.93	11,488.90	9,838.56
14	The Las Colinas Resort Dallas	93,825.83	69,817.11	49,594.73
15	Westin DFW Airport	41,130.19	18,018.35	28,069.63
TOTAL LUXURY & FULL SERVICE		411,112.18	279,412.39	243,155.76
16	Westin Irving Convention Center Las Colinas	56,124.21	44,402.80	31,221.89

Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB's share of the tax (57% of 5%) in order to compare with payments from other hotels. Amount is not included in the totals.

ALL SUITE / EXTENDED STAY		OCT 2022	NOV 2022	DEC 2022
1	Comfort Suites DFW Airport North	6,634.36	5,671.89	5,600.49
2	Comfort Suites Las Colinas	1,329.04	1,173.45	1,123.74
3	Country Inn & Suites by Carlson DFW Airport South	4,690.89	2,964.09	3,590.00
4	Element Dallas Las Colinas	12,122.95	9,910.27	8,519.26
5	Element DFW Airport North	10,646.42	8,011.76	6,269.73
6	Extended Stay America Dallas DFW Airport North	1,395.23	1,101.57	758.59
7	Extended Stay America Dallas Las Colinas	1,586.76	1,504.35	1,531.41
8	Extended Stay Deluxe Green Park	2,190.97	1,511.78	1,282.65
9	Extended Stay Deluxe Las Colinas	1,421.68	1,740.19	1,260.38
10	Hawthorne Suites Irving DFW Airport South	2,159.09	1,597.13	2,121.02
11	Hawthorne Suites DFW Airport North	closed	closed	closed
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,083.67	10,887.21	11,128.75
13	Holiday Inn Express Hotel & Suites DFW Airport South	10,924.27	8,495.21	8,690.28
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,689.88	6,600.91	6,056.40
15	Home Towne Studios Dallas Irving	2,364.54	2,415.27	1,524.41
16	Homewood Suites by Hilton DFW Airport North	8,185.49	7,057.83	6,326.11
17	Homewood Suites by Hilton Las Colinas	0.00	6,642.15	0.00
18	Hyatt House Dallas Las Colinas	11,897.76	9,174.92	9,640.58
19	Residence Inn Dallas DFW Airport North Irving	6,007.01	4,766.94	4,381.53
20	Residence Inn Dallas Las Colinas	8,813.15	6,415.97	6,592.79
21	Soka Suites Dallas Las Colinas	4,636.65	3,772.81	4,216.58
22	Sonesta ES Suites Dallas Las Colinas	0.00	3,187.01	2,709.65
23	Sonesta Simply Suites Dallas Las Colinas	2,446.23	1,944.50	1,791.04
24	Springhill Suites Dallas DFW Airport East Las Colinas	7,641.86	5,846.33	4,336.96
25	Staybridge Suites DFW Airport North	3,177.69	3,117.63	3,838.45
26	TownePlace Suites Dallas DFW Airport North Irving	8,474.26	7,411.88	6,453.83
27	TownePlace Suites Dallas Las Colinas	8,338.15	6,883.61	6,356.24
28	Woodspring Suites Signature	0.00	0.00	0.00
TOTAL ALL SUITE / EXTENDED STAY		150,858.00	129,806.66	116,100.87

BUDGET SERVICE		OCT 2022	NOV 2022	DEC 2022
1	Arya Inn & Suites	986.51	963.32	1,184.61
2	Best Western Irving Inn & Suites DFW South	closed	closed	closed
3	Budget Inn & Suites	32.20	49.77	38.02
4	Budget Suites of America Las Colinas	428.31	1,249.18	1,202.56
5	Clarion Inn & Suites	1,925.47	2,415.34	2,964.12
6	Crossroads Hotel & Suites	1,498.02	960.78	960.07
7	Days Inn	6,733.27	4,896.16	5,181.97
8	Days Inn DFW Airport North	4,886.34	3,316.87	3,797.89
9	Delux Inn	705.02	752.10	779.97
10	<i>Delux Suites Motel</i>	67.78	112.14	0.00
11	Gateway Inn	617.71	422.20	469.77
12	Magnuson Extended Stay & Suites Airport Hotel	2,164.56	1,429.45	1,299.23
13	Motel 6 Dallas DFW South	2,120.62	1,844.26	1,654.38
14	Motel 6 Dallas Irving	3,381.45	3,325.08	3,093.31
15	Motel 6 DFW North	3,687.66	2,581.71	2,557.15
16	Motel 6 Irving Loop 12	1,028.58	802.75	944.26
17	OYO Hotel DFW Airport South	2,342.12	2.00	2,640.83
18	<i>OYO Hotel DFW Airport North</i>	0.00	0.00	0.00
19	<i>Quality Inn & Suites DFW Airport South</i>	3,846.31	3,327.65	0.00
20	Red Roof Inn Dallas DFW Airport North	0.00	3,735.46	4,004.84
21	Studio 6 / Motel 6 DFW Airport East	2,730.11	1,910.64	2,451.46
22	Super 8 Hotel DFW South	3,372.72	2,512.70	2,570.35
23	Super 8 Motel DFW North	3,245.20	2,665.57	2,848.22
TOTAL BUDGET SERVICE		45,799.96	39,275.13	40,643.01

LIMITED SERVICE		OCT 2022	NOV 2022	DEC 2022
1	aLoft Las Colinas	13,654.13	10,438.69	9,452.73
2	Best Western Plus DFW Airport Suites North	5,916.35	4,582.59	4,576.65
3	Courtyard Dallas DFW Airport North Irving	16,631.48	13,986.97	11,571.12
4	Courtyard Dallas DFW Airport South Irving	11,123.09	7,090.70	7,577.44
5	Courtyard Dallas Las Colinas	11,721.75	7,526.38	6,790.02
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,247.60	7,108.96	6,880.79
7	<i>Fairfield Inn & Suites Dallas Las Colinas</i>	0.00	4,265.17	0.00
8	Fairfield Inn Dallas DFW Airport North Irving	9,119.91	6,707.04	6,687.27
9	Hampton Inn Dallas Irving Las Colinas	10,491.05	7,792.67	6,563.57
10	Home2 Suites by Hilton DFW Airport North	10,563.39	9,084.65	9,136.13
11	Home2 Suites by Hilton DFW Airport South Irving	10,176.47	7,226.00	7,128.52
12	<i>Hyatt Place Dallas Las Colinas</i>	9,963.88	6,859.53	0.00
13	La Quinta Inn & Suites DFW Airport North	9,332.70	8,101.44	7,616.18
14	La Quinta Inn & Suites DFW Airport South	7,512.45	5,574.29	5,603.81
15	La Quinta Inn Hotel & Suites Las Colinas	5,767.74	3,879.07	3,298.19
16	Quality Inn & Suites DFW Airport	6,487.20	4,999.72	6,244.00
17	Residence Inn Dallas DFW Airport South Irving	12,281.89	7,568.58	6,750.23
18	<i>Wingate Inn by Wyndham Dallas Las Colinas</i>	0.00	0.00	0.00
19	<i>Wingate Inn by Wyndham DFW Airport North</i>	0.00	4,169.61	0.00
TOTAL LIMITED SERVICE		159,991.08	126,962.06	105,876.65

TOTAL SHORT TERM RENTALS		6,647.19	6,898.21	8,518.57
Number of locations		50	67	67

SUMMARY	OCT 2022	NOV 2022	DEC 2022
GRAND TOTAL	774,408.41	582,354.45	514,294.86
BUDGET	970,330.00	750,524.00	648,509.00
DIFFERENCE	(195,921.59) -20.2%	(168,169.55) -22.4%	(134,214.14) -20.7%

CUMULATIVE YEAR TO DATE			
ACTUAL	774,408.41	1,356,762.86	1,871,057.72
BUDGET	970,330.00	1,720,854.00	2,369,363.00
DIFFERENCE	(195,921.59)	(364,091.14)	(498,305.28)

COLLECTED PRIOR YEAR	657,351.27	628,038.04	477,914.55
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Date Distributed: March 14, 2023

Monthly Financial Summary

For Period Ending February 28, 2023

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	247,250	109,865	100,292	112,900	105,118	179,153	220,450	209,500	183,550	127,000	110,300	141,660	1,847,037
Service Income	97,643	36,566	60,657	30,308	91,188	49,750	42,750	43,850	44,750	40,000	42,100	45,850	625,412
Service Expenses	(158,014)	(80,351)	(87,174)	(97,269)	(149,746)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(85,000)	(1,167,553)
Total Direct Event Income	186,879	66,080	73,775	45,939	46,560	143,903	178,200	168,350	143,300	82,000	67,400	102,510	1,304,895
Ancillary Income													
F & B Concessions	33,704	25,785	11,367	15,649	11,302	21,000	29,500	750	31,520	750	3,750	750	185,827
F & B Catering	479,931	212,032	171,372	503,470	326,612	159,600	232,332	303,180	362,712	81,320	148,960	281,580	3,263,102
Parking: Self Parking	67,551	66,091	23,139	17,165	37,445	20,202	38,130	19,942	30,914	9,840	10,660	8,200	349,279
Electrical Services	24,735	9,440	4,775	9,187	2,095	25,500	5,500	5,500	5,500	5,500	7,000	10,500	115,232
Audio Visual	(0)	126	(0)	0	242	-	-	-	-	-	-	-	368
Internet Services	6,600	989	(81)	2,096	350	1,250	1,250	1,250	1,250	1,250	1,250	1,250	18,705
Total Ancillary Income	612,521	314,465	210,572	547,567	378,046	227,552	306,712	330,622	431,896	98,660	171,620	302,280	3,932,512
Total Event Income	799,400	380,545	284,347	593,506	424,606	371,454	484,912	498,972	575,196	180,660	239,020	404,790	5,237,409
Other Operating Income	147,411	59,034	49,953	67,036	107,531	76,586	76,586	76,586	76,586	76,586	76,586	76,995	967,475
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	946,811	439,579	682,300	660,542	532,137	798,040	561,498	575,558	1,000,532	257,246	315,606	830,035	7,599,884
Operating Expenses													
Employee Salaries and Wages	214,234	230,370	228,275	230,128	220,078	247,690	253,523	253,523	253,523	253,523	253,523	272,425	2,910,814
Benefits	48,225	41,890	59,147	85,751	67,651	67,111	67,111	67,111	67,111	67,111	67,111	66,374	771,705
Less: Event Labor Allocations	(5,949)	(5,114)	(4,526)	(18,737)	(5,184)	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)	(144,509)
Net Employee Wages and Benefits	256,510	267,146	282,896	297,142	282,545	299,801	305,634	305,634	305,634	305,634	305,634	323,799	3,538,010
Contracted Services	66,364	71,689	66,309	61,840	56,324	70,748	70,748	70,748	70,748	70,748	70,748	88,303	835,316
General and Administrative	90,724	33,624	45,149	47,309	41,376	38,995	32,370	31,720	41,435	53,106	36,606	109,720	602,132
Operations	53,493	59,493	36,500	39,441	30,088	34,796	34,796	34,796	34,796	34,796	34,796	57,934	485,725
Repair & Maintenance	38,235	47,240	36,651	37,170	29,098	44,808	44,808	44,808	44,808	44,808	44,808	88,479	545,721
Supplies	7,781	24,812	8,213	15,153	9,563	18,360	17,610	17,610	18,360	17,610	17,610	55,946	228,628
Insurance	4,130	4,593	37,406	7,420	5,296	5,417	5,417	5,417	5,417	5,417	5,417	5,417	96,764
Utilities	57,878	51,745	48,563	52,093	45,874	53,916	53,916	53,916	53,916	53,916	53,916	57,924	637,573
Other	788	1,658	32,592	500	1,718	1,508	1,483	1,483	1,508	1,483	1,483	4,651	50,855
SMG Management Fees	58,909	42,122	36,068	62,701	52,227	31,975	36,185	42,322	50,037	31,438	35,220	39,901	519,109
Total Operating Expenses	634,812	604,122	630,347	620,769	554,109	600,324	602,967	608,454	626,659	618,956	606,238	832,074	7,539,833
Net Income (Loss) From Operations	311,999	(164,543)	51,954	39,773	(21,972)	197,716	(41,469)	(32,896)	373,873	(361,710)	(290,632)	(2,039)	60,052

ASM - Irving Convention Center
Financial Statements Monthly Highlights
For the Month Ending February 28, 2023

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	12,271	13,755	(1,484)	14,578
Events	17	12	5	17
Event Days	25	20	5	23
Direct Event Income	46,560	50,750	(4,190)	67,132
Ancillary Income	378,046	328,130	49,916	196,686
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	424,606	378,880	45,726	263,818
Other Operating Income	107,531	76,586	30,945	48,876
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	532,137	455,466	76,671	312,694
Indirect Expenses	(554,109)	(574,036)	19,927	(468,744)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(21,972)</u>	<u>(118,570)</u>	<u>96,598</u>	<u>(156,050)</u>

ASM - Irving Convention Center
Financial Statements Year to Date Highlights
For the Five Months Ending February 28, 2023

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	71,007	67,559	3,448	49,974
Events	85	80	5	80
Event Days	150	161	(11)	132
Direct Event Income	419,240	424,240	(5,000)	355,594
Ancillary Income	2,063,174	1,691,515	371,659	1,050,659
Total Event Income	2,482,414	2,115,755	366,659	1,406,253
Other Operating Income	430,971	359,010	71,961	242,082
Adjusted Gross Income	2,913,385	2,474,765	438,620	1,648,335
Indirect Expenses	(3,044,180)	(2,914,445)	(129,735)	(2,423,081)
Net Income (Loss) From Operations	(130,795)	(439,680)	308,885	(774,746)

ASM - Irving Convention Center
Balance Sheet
February 28, 2023

ASSETS

Current Assets

Cash	\$	1,382,585
Accounts Receivable		1,260,233
Prepaid Assets		18,487
Inventory		86,805

Total Current Assets 2,748,110

Total Assets **\$ 2,748,110**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	1,107,286
Accrued Expenses		81,228
Deferred Income		0
Advance Ticket Sales/Deposits		1,342,391
Other Current Liabilities		0

Total Current Liabilities 2,530,905

Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 2,530,905

Equity

Net Funds Received		16,095,850
Retained Earnings		(15,747,850)
Net Income (Loss)		(130,795)

Total Equity 217,205

Total Liabilities & Equity **\$ 2,748,110**

ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2023

	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	105,118	95,000	10,118	675,425	655,251	20,174	430,247
Service Revenue	91,188	40,750	50,438	316,361	267,003	49,358	161,497
Service Expenses	(149,746)	(85,000)	(64,746)	(572,546)	(498,014)	(74,532)	(236,150)
Total Direct Event In	46,560	50,750	(4,190)	419,240	424,240	(5,000)	355,594
Ancillary Income							
F & B Concessions	11,302	16,500	(5,198)	97,805	76,204	21,601	115,798
F & B Catering	326,612	272,080	54,532	1,693,424	1,415,750	277,674	732,642
Parking	37,445	32,800	4,645	211,391	141,226	70,165	174,667
Electrical Services	2,095	5,500	(3,405)	50,232	46,735	3,497	27,630
Audio Visual	242	0	242	367	0	367	(1,018)
Internet Services	350	1,250	(900)	9,955	11,600	(1,645)	940
Total Ancillary Inco	378,046	328,130	49,916	2,063,174	1,691,515	371,659	1,050,659
Total Event Income	424,606	378,880	45,726	2,482,414	2,115,755	366,659	1,406,253
OTHER OPERATING INCOME							
Other Income	107,531	76,586	30,945	430,971	359,010	71,961	242,082
Total Other Operatin	107,531	76,586	30,945	430,971	359,010	71,961	242,082
Adjusted Gross Inco	532,137	455,466	76,671	2,913,385	2,474,765	438,620	1,648,335
INDIRECT EXPENSES							
Salaries & Wages	220,078	256,029	35,951	1,123,085	1,232,517	109,432	875,350
Payroll Taxes & Ben	67,651	64,496	(3,155)	302,662	308,450	5,788	250,400
Labor Allocations to	(5,184)	(40,000)	(34,816)	(39,509)	(135,949)	(96,440)	(24,854)
Net Salaries and Ben	282,545	280,525	(2,020)	1,386,238	1,405,018	18,780	1,100,896
Contracted Services	56,324	67,415	11,091	322,527	339,822	17,295	327,365
General and Adminis	41,376	33,553	(7,823)	258,197	216,402	(41,795)	158,306
Operating	30,088	34,796	4,708	219,017	199,021	(19,996)	123,587
Repairs & Maintenan	29,098	44,808	15,710	188,395	208,410	20,015	221,901
Operational Supplies	9,563	17,610	8,047	65,524	73,010	7,486	46,754
Insurance	5,296	5,417	121	58,845	25,798	(33,047)	26,816
Utilities	45,874	45,000	(874)	256,153	237,878	(18,275)	220,800
Other	1,718	1,483	(235)	37,255	7,563	(29,692)	43,371
ASM Management F	52,227	43,429	(8,798)	252,029	201,523	(50,506)	153,285
Total Indirect Expens	554,109	574,036	19,927	3,044,180	2,914,445	(129,735)	2,423,081

ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2023

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	<u>(21,972)</u>	<u>(118,570)</u>	<u>96,598</u>	<u>(130,795)</u>	<u>(439,680)</u>	<u>308,885</u>	<u>(774,746)</u>

February 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Texas Prime Meet De finite 5 Rooms	Leadership for CVB Boards De finite 6 Rooms			My Hero Convention De finite 13 Rooms		
5	6	7	8	9	10	11
My Hero Convention De finite 7 Rooms	Rebel Athletic De finite 4 Rooms	TDI Quarterly Meeting De finite 3 Rooms		Financial Planning Ass... De finite 6 Rooms	University of St. Augu... De finite 2 Rooms	Express Cheer De finite 5 Rooms
12	13	14	15	16	17	18
Express Cheer De finite 6 Rooms	Lifestyles Unlimited De finite 12 Rooms	North Texas Diversity, Equity & Inclusio n Summit De finite 8 Rooms				
		ICVB Destination Deve... De finite 1st Floor Boardroom				
19	20 Presidents' Day	21	22	23	24	25
	Delta Sigma Theta Me... De finite 2 Rooms	Berkshire Hathaway Auto motive De finite 3 Rooms				Sneaker Exit De finite 4 Rooms
		Franklin Covey De finite 17 Rooms				Irving Police Depart m... De finite 2 Rooms
		City of Irving Boards &... De finite 2 Rooms				
Southern Baptists of Texas Evangelism Conference De finite 34 Rooms	27	28	1	North Texas Teen Book Festival De finite 11 Rooms	3	4

Strategic Planning and Initiatives

The 2021-26 Strategic Plan outlined the following Goals and their respective Objectives. Excellence in this area means that forward momentum is being made in the various categories and that the Board is actively engaged in moving its own responsibilities forward, with whatever staff support is necessary.

- Maximize Organizational Sustainability & Growth.
- Increase Community Outreach & Collaboration.
- Advocate for Destination-Enhancing Development.
- Enhance the Visitor Experience.

Succession Planning – Excellence in this area means that the Organization is equipped to move the destination forward as staff changes occur, especially considering the very long tenure of many staff members. Excellence in this area also means that the Board is equipped with the information and resources it needs to respond to any leadership changes.

Irving CVB Initiatives

Excellence in this area means: The Irving CVB sales team has achieved or exceeded its annual sales goal, with a sliding scale beginning at 90% of goal; the Services team receives Above Average (or higher ratings) and any issues identified are responded to quickly; the Irving CVB Marketing & Communications initiatives see continued year-over-year increases in social media engagement, effectiveness of initiatives, leads generated, etc.; and Finance & Administration ensure that the organization operates within its budget; provides systems and procedures for efficient and effective operations; has no issues as a result of the city's annual comprehensive audit; and provides the annual internal audit of reported definite room nights.

Irving Convention Center Initiatives

Excellence in this area means: The Executive Director ensures that: ICC contract terms are met; that the facility is kept in a clean and well-maintained matter; that the Customer Services ratings remain Above Average (or higher ratings) and any issues identified are responded to quickly; that the facility's operations do not require any further subsidy in excess of that which is budgeted, so that revenues and expenses are equally well-managed; and that the impact of the facility in the room nights it generates meets or exceeds its goals. This also means assuring that a financial audit by an outside party is conducted annually and that the organization receives a high opinion from the audit.

Partnerships & Alliances

Excellence in this area means: The Executive Director is actively engaged with the various stakeholders that are vital to the viability of the organization and the community. This is active participation in a wide range of meetings and events throughout the community and industry, and focused on continuing to move the organization and the destination forward.

Board Facilitation & Committee Coordination

Excellence in this area means the Board's activities – meetings, committees, etc. – are well managed, well organized and focused on continuing to move the organization and the destination forward.

Professional Development

Excellence in this area means the Executive Director is actively engaged in continuous learning and improvement, and provides opportunities for all staff to do the same, within budget limitations.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 27, 2023**

BOARD REPORTS

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



page 2

Invited Celebrity Classic golf tournament hits the fairways April 21-23. Forty celebrity golfers will compete alongside professional players.



page 3

Dive into aquatic activities this month for all ages at Irving's indoor pools, Heritage Aquatic Center and North Lake Natatorium.



page 4

The city's Road to the Future projects move into phase 2, see highlights of projects under construction in the spring and summer of 2023.

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IRVING CITY Spectrum

MARCH 2023 / VOL 30 / NO 03

CityofIrving.org

Free

2023 Citywide egg hunts

Saturday, April 1
10 A.M. TO NOON

VISIT YOUR NEAREST RECREATION CENTER

Cimarron Park , 201 Red River Trail	Mustang Park , 2223 Kinwest Parkway
Georgia Farrow , 530 W. Davis St.	Northwest Park , 2800 Cheyenne St.
Lee Park , 3000 Pamela Drive	Senter Park , 901 S. Senter Road

Arts & Crafts • Entertainment
• Photos With the Easter Bunny

IrvingEvents.org

CITY OF IRVING HOSTS JOB FAIR MARCH 23

The City of Irving is hosting a job fair Thursday, March 23 from 9 a.m. to 1 p.m. at the Jack D. Huffman Community Building, 801 W. Irving Blvd.

There are a number of positions across several departments and experience levels available, including Animal Services, Aquatics, Code Enforcement, Water Utilities, Parks and Recreation, Irving Fire Department, Solid Waste Services and the Irving Police Department. Some departments will hold on-site interviews, so bring resume copies to the event. Take a look at the current positions available, and apply at CityofIrving.org/Jobs.

Irving offers competitive pay and excellent benefits for full-time employees such as health, dental and vision insurance; retirement plans; and paid vacation, sick leave and holidays.

Hiring Incentive

New full-time employees hired through June 30, 2023, can receive up to the maximum amount of \$3,000* as a hiring incentive, distributed in the following increments:

- \$1,000 after the first 30 days of employment.
- One-time payment of \$1,000 after completion of the six-month probation period.
- Those who complete one year of employment will receive a one-time payment of \$1,000.

*Incentive payments are made provided there are no attendance or disciplinary issues.

Register at CityofIrving.org/Join to receive email notifications when new jobs open.

For more information, call Human Resources at (972) 721-2696 or email jobs@cityofirving.org. ■

Irving Convention and Visitors Bureau Conducting Brand Study, Survey

With new development continuing throughout the community, the Irving Convention and Visitors Bureau is currently undergoing an extensive brand survey to determine public perception of Irving's unique brand. All Irving residents are invited and encouraged to participate in the survey, which will be conducted March 6-24.

The goal is to anchor the city's strategic objectives by focusing on Irving's points of distinction, those that are both authentic and relevant, and to develop a plan to consistently communicate these to a wide range of audiences, including current and prospective visitors, economic development prospects, residents and others.

The survey is available at IrvingTexas.com, and printed copies are available at Guest Services in Irving City Hall, 825 W. Irving Blvd. ■



MUSIC ON MAIN COMES TO HERITAGE PARK

What's better than a perfect spring evening spent with family, food, good times and live entertainment? Bring a lawn chair and blanket to Heritage Park for an evening of live music!

Fridays in April | 7 p.m.
Heritage Park, 217 S. Main St.

Each Friday evening in April, live music will begin at 7 p.m. on the Heritage Park stage. Grab dinner at a restaurant downtown or from one of the on-site food vendors then show off your best dance moves on the lawn. These free, family friendly evenings have something for every member of the family.

Visit IrvingEvents.org or call (972) 721-2501 for more information on Irving events. ■

Irving Community Television Network (ICTN) Channels Feature Events, City Meetings

Looking for video coverage of the latest local news, sports, arts and entertainment? How about seeing city government in action or your favorite shows from the past?

It's all available on Irving Community Television Network's (ICTN) three cable channels, now labeled by content. When you tune in, you will see a cube in the bottom right corner indicating what is featured on that channel.



ICTN Meetings – Spectrum 95, Frontier 31 City Council and other meetings live and repeated to show how the city government works and how to participate.



ICTN Classics – Spectrum 96, Frontier 32 The broad history of Irving with stories from ICTN's 40-year archives showcasing people and events from the past.



ICTN Now – Spectrum 16, Frontier 30 The latest news and events in Irving, including City Source and About Town, plus high school football games.

ICTN Now and Meetings are also available on ICTN.tv, along with individual stories on YouTube.com/TheCityofIrving. ■



April 7: Squeezebox Bandits

Invited Celebrity Classic Golf Tournament Coming to Irving

Irving residents can secure tickets for the Invited Celebrity Classic golf tournament April 21-23 at the Las Colinas Country Club, presented by Choctaw Casino and Resorts.

Forty celebrity golfers will compete alongside professional players for the officially sanctioned PGA TOUR Champions and Charles Schwab Cup event.

"Irving is a world-class destination, and I'm excited the city will have the opportunity to showcase all we have to offer," said Mayor Rick Stopfer.

Confirmed celebrity players include actor Larry the Cable Guy, former Dallas Cowboys MVP Emmitt Smith,



and former NFL players Tim Brown, Brian Urlacher and DeMarcus Ware.

The tournament features a professional prize purse of \$2 million, among the largest professional purses outside the major championships, as well as a \$500,000 celebrity prize purse. The Golf Channel will cover the event, putting Irving in the national spotlight.

For more information, visit InvitedCelebrityClassic.com. ■

What is the Municipal Drainage Utility?

The City of Irving's Municipal Drainage Utility (MDU), a division of the Capital Improvement Program, is responsible for all things stormwater in Irving. MDU develops, coordinates and administers programs and procedures to improve the city's Municipal Separate Storm Sewer System. The MDU team is divided into three smaller divisions: Operations and Maintenance, Engineering and Compliance.

The Operations and Maintenance (O&M) division manages existing stormwater infrastructure with the cleaning and maintenance of curb inlets, underground stormwater pipes, natural and concrete channels, and bank stabilization and erosion control projects. The O&M division is also tasked with large scale desilting operations that remove accumulated sediment from floodways and ponds that improve the quality and flow of stormwater to minimize flooding.

The Engineering division is responsible for the redesign of stormwater infrastructure where the existing systems are undersized. MDU engineering also provides management of large channel projects such as the Upper Delaware Creek and Embassy Channels, with the goal of removing businesses and residences from the 100-year floodplain. Lastly, this division is tasked with mapping, modeling and analysis of drainage areas related to flooding concerns and future projects.

The Compliance division manages the city's Texas Pollutant Discharge Elimination System permit with the Texas Commission on Environmental Quality that regulates the quality of stormwater that is discharged out of Irving and into the Trinity River.

Visit CityofIrving.org/Stormwater for more information. ■

REGISTER NOW FOR DON'T MESS WITH TEXAS TRASH-OFF, APRIL 1

Keep Irving Beautiful (KIB) encourages Irving residents to participate in the 2023 "Don't Mess with Texas Trash-Off" on Saturday, April 1 from 9 a.m. to noon at Trinity View Park, 2298 E. 6th St. The statewide cleanup is a signature event for the national "Great American Cleanup."

Registration is open to all ages. Volunteers under 17 must be accompanied by a parent or guardian. Participants should register online at KeepIrvingBeautiful.org by March 24.



During the event, KIB will provide cleanup supplies for on-site volunteers, including trash bags, gloves and grabbers. Following the event, volunteers will receive a free lunch.

Participate in a Virtual Cleanup

KIB is also offering a virtual cleanup option for Irving residents. Volunteers should pick a safe location to conduct their own cleanups.

After the cleanup, share a post on social media using [#IrvingTrashOff2023](https://twitter.com/IrvingTrashOff2023). Include a group picture, number of volunteers, hours of participation and number of trash and/or recycling bags collected. ■

IRVING ARTS CENTER IN THE GALLERIES

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

Faces of the Southern Ocean: Wildlife Photography by J.J. L'Heureux Through April 29 | Courtyard Gallery

The work of photographer, painter, adventurer and naturalist J.J. L'Heureux is featured in this exhibition. Amazing photos from her travels in Antarctica reveal the penguins, seals and unique birds who make their home in the frozen landscape of the Southern Ocean.

Annual Exhibition of Irving ISD Student Artwork

March 2-May 1 | Main and Focus Galleries
 March 2-20 | Elementary School Exhibit
 Open House: March 6 | 6 to 7:30 p.m.
 March 23-April 2 | Middle School Exhibit
 Open House: March 28 | 6 to 7:30 p.m.
 April 5-16 | High School Exhibit
 April 21-May 1 | High School Senior Portfolio Exhibit

Windows: Works by Mark Goad

March 4-July 8 | Dupree Lobby Gallery
 Mark Goad is an Irving native finding inspiration in the landscape of Texas, as well as myriad other subjects. He creates works of art through a most unique process — essentially painting with fiber pulp. The fiber literally becomes the medium and the canvas. In final form, the pieces are delicate, yet able to hold a weight of detail.



Fiber pulp artwork by Mark Goad

Daniela Maria Ferreira Cabeza-Vanegas MFA Thesis Show

March 11-April 1 | Focus Gallery
 Daniela Maria Ferreira Cabeza-Vanegas is a Colombian immigrant pursuing her MFA in ceramics. She focuses on organic forms through hand-built sculptures and ceramic installations to explore the longing of home.

Jo Temming: Paintings

March 11-July 29 | Carpenter Lobby Gallery
 Reception/Meet the Artist: March 11 | 2 to 4 p.m.
 Jo Temming is an Asian-American artist that creates contemporary minimalist art ranging from small- to large-scale multipaneled works. Her objective is to eliminate the extraneous and reduce her art to the simplest form.



Derek Spence performs the music of George Strait on March 11



Travel back in time to the Mayan Empire with The Irving Symphony Orchestra and The Texas Guitar Quartet on March 25

Spring Splendor Upcoming This Month at Irving Arts Center

UPCOMING PERFORMANCES

March 3 | Irving's Got Talent

Presented by Irving Parks and Recreation
 7 p.m. | Free

Showcasing middle and high school students with all types of talent from musicians to magicians. The audience votes on the best performance via text. For more information, visit CityofIrving.org/LivelyPointe.

March 8 | Unfinished Business

Presented by Lone Star Orchestra
 7 p.m. | \$7.50-\$14.50

Featured in the evening's repertoire is Franz Schubert's "Symphony No. 8 in B minor, D. 759" commonly known as the Unfinished Symphony. Two other short works round out the program: Mozart's "Symphony No. 40 in G Minor K. 550" and Jean Sibelius' "Finlandia, Op. 26".

March 10-25 | Intimate Apparel

Presented by MainStage
 Times Vary | \$22-\$29

This play recounts the powerful story of a young African American woman who has migrated to New York in pursuit of her dreams through her work as a seamstress. Explore the unexpected intersections between class, race and gender at the turn of the 20th century.

March 11 | Derek Spence, Tribute to George Strait

Presented by Entertainment Series of Irving
 7:30 p.m. | \$27.50

Derek Spence, who leads the top International George Strait Tribute Production in the world, captures the look, sound and mannerisms of "The King of Country" so that even Texans have a difficult time telling the difference.

March 18 | Anthony Adario, Bassoon

Presented by Las Colinas Symphony Orchestra
 7:30 p.m. | \$17-\$50

Bassoonist Anthony Adario performs with the Las Colinas Symphony Orchestra.

March 19 | Sounds of Spring

Presented by Irving Symphonic Band
 2 p.m. | \$12.50

Join the Irving Symphonic Band as they set the sounds of spring to music.

March 23 | Irving ISD Film Festival

Presented by The Irving Independent School District
 6:30 p.m. | Free

The Irving ISD film festival features the works of student winners from the Irving ISD Film Competition.

March 25 | Night of the Mayas Featuring The Texas Guitar Quartet

Presented by Irving Symphony Orchestra
 7:30 p.m. | \$39-\$50

Beautiful and soothing music performed by the Texas Guitar Quartet. A multimedia presentation featuring fascinating images from Mayan culture will complement the music, transporting audiences to the Mayan empire.

March 31 and April 1 | A Midsummer's Night Dream

Presented by Ballet Ensemble of Texas
 7 p.m. March 31 and 2 p.m. April 1 | \$30-\$35

Under the artistic direction of Thom Clower, Ballet Ensemble of Texas performs the timeless tale of Shakespeare's "A Midsummer's Night Dream" with enchanting choreography.

YOUTH AND FAMILY PROGRAMS

March 2 | Happy Birthday Dr. Seuss!

10 a.m. | Free

Green eggs and ham, anyone? Join the celebration of the legendary author and illustrator of classics "Horton Hears a Who!", "The Cat in the Hat" and "The Lorax."

March 12 | Second Sunday Funday: Playing with Patterns + Teen Open Studio

1 to 4 p.m. | Free

Families can find their inner artists with creative arts and crafts activities inspired by members of the Irving Quilt Guild making quilt-inspired art.

April 1-May 6 | Saturday School: Printmaking

2 to 4 p.m. | \$95 per six-week session

This class for ages 6-10 offers a fun introduction to printmaking. Students will learn about the techniques, tools and materials used in printmaking, and create their own original designs to print on paper and cloth.

For more information about all activities planned, visit IrvingArtsCenter.com.

Parks and Recreation Activities

March 13-17 | Spring Break Camp

7 a.m. to 6 p.m. | Grades K-5 | \$100 per child
Irving recreation centers will offer camp during spring break featuring a variety of activities in a fun and safe environment, including arts and crafts, sports and more. Campers are asked to bring a sack lunch each day. Spaces are limited. Register in person at a neighborhood recreation center or online at CityofIrving.org/IrvingRec.



Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Monday and Wednesdays | Senior Breakfast Club**
9:30 to 11:30 a.m. | Ages 50 and older | Free
Join other seniors for breakfast and a variety of activities every Monday and Wednesday.

Georgia Farrow Recreation Center

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

- **March 10 | Laser Tag Fun Zone**
6 to 9 p.m. | Ages 7-18 | Free
A fun-filled night with laser tag and gaming activities.

Heritage Senior Center

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

- **March 8 and 22 | Eat Smart, Live Strong Workshop**
10 to 11 a.m. | Ages 50 and older | Free
Eat Smart, Live Strong contains activities and resources that can be tailored and adapted to help promote key behaviors. Register for one or both days by calling or visiting the center.
- **Looking for Vendors | Parking Lot Sale**
Interested vendors can come by the Heritage Senior Center to complete an application for the upcoming Parking Lot Sale on April 22. Space is limited and is based on first-come, first-served basis.

Lively Pointe Youth Center

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

Spring Break Field Trip Series | \$10

- **March 14 | Middle School Trip** | Ages 11-14
- **March 16 | High School Trip** | Ages 14-17
Youth and teens looking for a spring break staycation are invited to explore attractions in the region. Fee includes transportation and admission. For details or to register, call (972) 721-8090.

Facility Rentals: Multiuse Building, Rooms & Outdoor Spaces

Looking for a pavilion to rent for a family gathering or a birthday party? The Irving Parks and Recreation Department has a booklet full of information about facilities available to rent including multiuse rooms and all facility amenities.



The booklet is available online at CityofIrving.org/Facility-Rentals.

Most rental reservations can be made in person, online at CityofIrving.org/IrvingRec or by calling (972) 721-2501.

- **April 1 | Eggs and Jam**

1 to 4 p.m. | Ages 11-14 | Free
Students are invited for an evening of swimming, food and fun at Heritage Aquatic Center featuring an egg hunt in the water with prizes including toys, chocolate bunnies and tickets to area attractions. Free pizza and refreshments will be served. Attendees must wear appropriate swimwear and bring a towel or change of clothes. Registration is required by March 25 at CityofIrving.org/IrvingRec. Space is limited.

- **Mustang Park Recreation Center**

2223 Kinwest Parkway, (972) 556-1334

- **March 17 | Mustang Speedway Power Wheels Race**
10:30 a.m. to 12:30 p.m. | Ages 3-9 | Free
Welcome to Mustang Speedway! Children are invited to bring their Power Wheel and compete in a friendly race. The competition will be divided into two age classes. After the race, take a picture in the "Winner's Circle" to celebrate! Registered Power Wheels must be original stock vehicles without modifications, and drivers must wear a helmet and tennis shoes. Only 6v-12v class Power Wheels allowed. Registration is required at CityofIrving.org/IrvingRec.

- **Northwest Park Recreation Center**

2800 Cheyenne St., (972) 721-2529

- **March 25 | Backyard Bash**
10 a.m. to 2 p.m. | Ages 6 and older | \$5
Play a variety of yard games and celebrate spring with a cookout.

- **Senter Park Recreation Center**

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

- **March 17 | St. Patrick's Day Youth Chalk Art**
1 to 3 p.m. | Ages 7-12 | Free
Celebrate the day by turning the parking lot into a work of art. Register by March 15.

IRVING INDOOR AQUATIC ACTIVITIES

Indoor Pool Schedules

Heritage Aquatic Center (HAC)

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

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

North Lake Natatorium (NLN)

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

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

Register online at CityofIrving.org/IrvingRec for any of the following aquatic activities and others.



Night Steppers Water Aerobics | Tues., Wed. & Thurs.

March 1-30 | 6:30 to 7:15 p.m. | 18+ | \$2 | HAC
This upbeat evening class increases strength, endurance and flexibility.

Senior Pep Water Aerobics | Mon., Wed. & Fri.

March 1-31 | 8:30 to 9:15 a.m. | 18+ | \$2 | HAC
Add a little pep to a workout routine by joining this upbeat morning class to increase strength, endurance and flexibility.

Aqua Sunrise Aerobics | Tues. & Thurs.

March 2 | 7 to 7:45 a.m. | 18+ | \$2 | NLN
An early morning aerobics class as the sun comes up over the pool. A low-impact class performed in shallow water designed to improve joint stability, coordination, heart health and strength.

Guard Ready

March 4, 11, 18, 25 | noon to 2 p.m. | 14+ | Free | NLN
Get lifeguard ready by working with an instructor to improve swimming skills. All participants are eligible to attend an Irving Lifeguard Certification class once they have passed the pretests.

Power H2O

March 4, 11, 18, 25 | 10 to 10:45 a.m. | 18+ | \$2 | NLN
Join Power H2O for a medium- to high-intensity water fitness class designed for cardio-conditioning endurance and body toning.

AquaStars

March 11 | 11 a.m. to 1 p.m. | Under 18 | HAC
This program is custom-designed for children with special needs, ages 18 and under. Participants must be accompanied by an adult. AquaStars provides special needs children with an opportunity to experience water play.



Spring Break Fun, MiY Zones, Library Programs

SPRING BREAK FUN WEEK MARCH 13-18

Spring is in the air at Irving Public Library with these kids' programs:

South Irving Library | 2 p.m.

- March 14** | Bubble Vibe Foam Party
- March 16** | Talewise: Mystery of the Missing Band
- March 18** | Build It! with LEGO

Valley Ranch Library | 2:30 p.m.

- March 13** | Bubble Vibe Foam Party
- March 14** | Color Me Calm
- March 15** | Build It! with LEGO
- March 18** | Magician David Slick

West Irving Library | 2:30 p.m.

- March 13** | Sandy Shout Puppet Show
- March 14** | Game On!
- March 15** | Magician Greg Diamant
- March 16** | Build It! with LEGO
- March 17** | St. Patrick's Day Crafts
- March 18** | MiY Digitizing Lab "Petting Zoo" Showcase for all ages

MARCH SCHEDULE AND PROGRAMS

Each library location offers free programs and activities for all ages and interests. Check out the online calendar at CityofIrving.org/Library for more information. In addition, the online library is always open by visiting the website and social media.

Contact (972) 721-2440 for information about MiY Zone Makerspace program registration requirements. This project is made possible by a grant from the U.S. Institute

of Museum and Library Services (Texas State Library and Archives Commission, Grant #LS-249990-OLS-21).* (2021)

- **March 11 | Chautauqua Presents: Scrabble Tournament** | Adults
2 p.m. | South Irving Library
Compete for "wordly" glory and prizes. Space is limited. Contact South Irving Library for registration.
- **March 13, 20, 27 | Mindful Mondays** | Adults
7 p.m. | Valley Ranch Library
Stay calm and relaxed through journaling and coloring.
- **March 21 | MiY Zone: Create a Spring Wreath** | Adults
10:30 a.m. | Valley Ranch Library
In this beginners' Cricut class, decorate a chic wreath with paper and ribbon.
- **March 24 | MiY Kids: Sphero March Maze Mayhem**
4 p.m. | West Irving Library
Program a Sphero educational robot to navigate a maze.
- **March 25 | MiY Zone: Create a Bag Dispenser (Bilingual Session)** | Adults
10:30 a.m. | South Irving Library
Get started with spring cleaning by making a dispenser for plastic bags.
- **March 25 | Afternoon Aromatherapy** | Teens
Noon | Valley Ranch Library
2 p.m. | West Irving Library
Revitalize by crafting aromatherapy bracelets.

NORTH TEXAS TEEN BOOK FESTIVAL MARCH 4

The North Texas Teen Book Festival (NTTB), now in its ninth year, returns March 4 at the Irving Convention Center at Las Colinas. Visit with bestselling and debut authors, get books signed, join discussion panels, play games and more.

Visit the North Texas Teen Book Festival website at NTTB.com and follow @NTTBfest on Twitter and Facebook for a list of authors and activities.

This project is supported in part by an award from the National Endowment for the Arts and by the Friends of the Irving Public Library. Presenting sponsors are Epic Reads (HarperCollins) for Young Adults and Disney Publishing for Middle Grades. ■



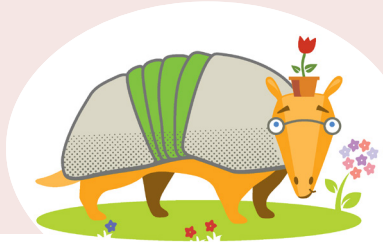
FREE THINK GREEN ... BE GREEN CLASSES

Think Green ... Be Green offers classes on a variety of environmental topics from composting and gardening to the benefits of native plants. Classes are free and available either virtually or in person.

- **March 6 | Monarch Waystations for North Texas** | 6 p.m. | Virtual
Learn all about Monarch butterflies and plants that help bolster their population in the area.
- **March 11 | Composting** | 10 a.m. | Corner of Nursery and Hunter Ferrell roads
Hands-on class to learn composting basics and how to get started at home.
- **March 15 | Spring Gardening** | 6 p.m. | Valley Ranch Library, 401 Cimarron Trail
Learn how to make your vegetable garden thrive this spring.
- **March 21 | City of Irving's Grow Zone Program** | 6 p.m. | Virtual
Discover how the city's Grow Zone Program is using nature-based solutions to improve the environment.

Visit CityofIrving.org/Activities to register for classes. For more information, call (972) 721-2687 or email sdosher@cityofirving.org.

Meet Arlo! The Airmadillo says flowers help clean the air. Arlo is the Air North Texas mascot who helps share information related to air quality. ■



IRVING TO WELCOME TRIATHLON ATHLETES IN APRIL

Make way for the cyclers, runners and swimmers! The second consecutive USA Triathlon Multisport National Championships Festival is coming to Irving's Levy Event Plaza, 501 E. Las Colinas Blvd., from April 19 to 23.

The festival will include eight national championship events in multiple race formats including running, cycling and swimming. The event also includes an open water swim competition (750m), 5k run/walk, 10k run and youth triathlon (100m swim, 5k bike, 1.2k run). No qualification is required, and athletes of all abilities are invited to race.

For the safety of athletes and spectators, road closures and detours will be in place. Routes, maps and more information will be available. ■



DAYLIGHT SAVING TIME: CHANGE YOUR CLOCK, CHANGE YOUR BATTERY

Daylight saving time begins at 2 a.m. on Sunday, March 12, and clocks should be advanced one hour. The Irving Fire Department encourages residents to also replace smoke detector batteries. ■



Road to the Future Projects Continue into 2023



As 2023 moves forward, so does the City of Irving's Road to the Future: \$200 Million in 10 Years program. Now in its sixth year, the cross-departmental program, which includes the Capital Improvement Program, Traffic and Transportation and Water Utilities, has moved into Phase 2, which will run through 2028.

The following projects are under construction or earmarked for construction in the spring and summer of 2023.

Under Construction

Irving Boulevard Reconstruction Project (Strickland Plaza to Sowers Road)

- Cost is \$22.2 million – Paving, drainage, water, wastewater and sidewalks
- Awarded June 2021
- Construction began November 2021
- Project is now 56% complete
- Scheduled for completion in November 2023

Regent Boulevard (Kinwest Parkway to Belt Line Road)

- Cost is \$6.3 million – Paving improvements and storm system improvements, including sidewalks
- Awarded June 2022
- Construction began September 2022
- Project is now 22% complete
- Estimated completion in February 2024

Lindy Lane (Balleywood Road to Irving Heights Drive)

- Cost is \$2.3 million – Water, wastewater, drainage, sidewalks and roadway paving
- Estimated completion December 2023

Hard Rock Road and Pioneer Drive (Hard Rock Road – SH 183 Frontage Road to 500 feet north of Conflans Road; Pioneer Drive – Hard Rock Road to Esters Road)

- Cost is \$8.09 million – Water, wastewater, storm system, sidewalks, roadway pavement and retaining



Kinwest to Belt Line

- walls adjacent to lake
- Estimated completion in fall 2023

Nursery Road (Delaware Creek Bridge to Hunter Ferrell Road)

- Cost is \$7.9 million – Water, wastewater, storm system, sidewalks and roadway pavement
- Includes hike and bike trail from Oakdale Road to Mountain Creek Preserve Park
- Estimated completion spring 2023

MacArthur Boulevard (Metker Street to Byron Nelson Way)

- Cost is \$27.9 million – Water, wastewater, storm system, sidewalks and roadway pavement
- Construction began February 2023
- Estimated completion February 2025

In Design

Cedar Drive

- Estimated cost is \$2.2 million – Water, wastewater, storm drains, paving and sidewalks
- Estimated start date April 2023

Esters Boulevard (Phase 1 and 2)

Phase 1: State Highway 183 to Rochelle Road

- Estimated cost is \$11 million

Phase 2: Rochelle Road to Twin Falls Street

- Estimated cost is \$6 million
- Estimated start date for Phase 1 and 2 September 2023

Visit CityofIrving.org/Road2Future for more information on the city's ongoing road construction projects. ■

City Adds Veranda, Deck to Irving Golf Club



The Irving Golf Club is providing new outdoor spaces for visitors, and renovations will be ready just in time for warmer weather. The new deck and veranda were approved by the Irving City Council in October 2022, and the project began in December.

The \$395,000 project is paid for by Golf Course Non-Bond CIP funds and features a 20-foot by 30-foot elevated deck that is an extension of the clubhouse's existing dining area porch. Designed to accommodate six tables seating four people each, the deck can be accessed directly from the golf course via steps and a ramp.

The new veranda is about 1,590 square feet and features a fire pit and masonry benches around the perimeter. It can accommodate up to eight tables, seating four people each. In addition, the grassy area adjacent to the veranda



will be landscaped for lawn games such as cornhole.

The project, which is part of the Investing in Our Future initiative, is scheduled to be completed by the end of March, weather permitting.

Visit CityofIrving.org/IrvingInvests for more information on the city's ongoing infrastructure initiatives. ■

Jackie Townsell Bear Creek Heritage Center Museums Renovation Update

Crews have begun interior renovations on two of the Jackie Townsell Bear Creek Heritage Center's museums. Work on the Masonic Lodge and J.O. Davis House will be completed in two phases. Phase 1 renovations include new flooring, repairs to walls, and mechanical and electrical updates, and are expected to be completed this spring.

During the second phase of the project, the Irving Archives and Museum will select an exhibition designer to redesign the exhibits in the two buildings. Additionally, exterior interpretive signage will be added to provide historical information for visitors. The second phase will be completed in summer 2024.

While interior renovations are underway at the two museums, the center's Green House is open for tours by appointment only. To learn more, visit IrvingArchivesandMuseum.com.

In 2022, exterior renovations were completed on the heritage center's Gilbert Grove Masonic Lodge, J.O. Davis House and Green House. The historical structures'



updates included replacing the buildings' siding, trim, steps and porches, as well as exterior paint.

On June 3, 2021, the Irving City Council approved a contract to complete recommended repairs to preserve the history of Irving's Bear Creek community, which is one of the oldest African American communities in Dallas County. ■





**PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST
March 2023**

Legend	
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 the applicant has paid all fees and picked up the permit
Permit Planned	Development project with an estimated application date
Verification	The date that the viability of the project was confirmed
C-FB	Carrollton-Farmers Branch

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Amenity Center	7500 E. Valley Ranch	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20
2	4-Plex	818-824 Bluebird Dr.	Apts	5,436 SF	\$640,000	Permit Pending	2/7/2022	Irving	Mar-22
3	Woodwind Apts. (3 Bldgs)	3811-3831 Pleasant Run Road	Apts	91,856 SF	\$12,000,000	Permit Pending	10/24/2022	Irving	Dec-22
4	Rosewood Las Colinas	4955 Fuller Dr.	Apts	655,292 SF	\$68,000,000	Permit Pending	1/11/2023	Irving	Feb-23
5	Villa Valencia 4plex	311 Rolston Rd.	Apts	3,270 SF	\$400,000	Permit Pending	1/12/2023	Irving	Feb-23
6	Brownstones Bldg. 10	101 Decker Dr.	Apts	6,637 SF	\$597,000	Permit Pending	1/23/2023	Irving	Feb-23

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	2 Office Bldgs	1307 N. Belt Line Rd	Office	2,400 SF 4,000 SF	\$1,400,000	Permit Pending	8/3/2021	Irving	Oct-21
2	Frost Bank	7460 N. S H 161	Bank	5,370 SF	\$5,300,000	Permit Pending	12/2/2022	C-FB	Jan-23
3	Wells Fargo Office	401 W Las Colinas Blvd	Office	858,204 SF	\$239,000,000	Permit Issued	12/13/2022	Irving	Mar-23
4	Wells Fargo Parking Garage	451 Promenade Pkwy	Parking Garage	1,257,208 SF	\$53,100,000	Permit Pending	12/13/2022	Irving	Jan-23
5	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	Irving	Feb-23
6	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	Irving	Mar-23
7	Liberty Demolition Addn.	6000 Valley View Ln.	Office	7132 SF	\$1,500,000	Permit Pending	3/2/2023	C-FB	Mar-23

WAREHOUSING/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Ofc/warehouse Shell Bldg	1717 W Walnut Hill Ln	Warehouse	20,523 SF	\$1,500,000	Permit Approved	4/7/2021	C-FB	May-22
2	Real Network Services	4951 Valley Ridge	Warehouse	45,448 SF	\$2,500,000	Permit Pending	8/31/2021	Irving	Sep-21
3	Shell Bldg.	4600 W. Royal Ln.	Warehouse	75,596 SF	\$5,700,000	Permit Pending	12/29/2021	Irving	Jan-22
4	SafStor	3451 N. Country Club	Self Storage	102,075 SF	\$8,715,680	Permit Pending	3/14/2022	Irving	Apr-22
5	Regio Flooring Addition	2215 River Hill	Warehouse	3,310 SF	\$155,570	Permit Issued	3/24/2022	Irving	Dec-22
6	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Pending	5/11/2022	Irving	Jun-22
7	Storage King Addn.	3450 Willow Creek	Warehouse	22,015 SF	\$1,400,000	Permit Approved	6/14/2022	Irving	Dec-22
8	Warehouse Addition	111 Customer Way	Warehouse	283,098 SF	\$28,000,000	Permit Pending	7/29/2022	C-FB/Irving	Sep-22
9	Shell Bldg	5320 W. Airport Fwy.	Warehouse	220,158 SF	\$12,500,000	Permit Issued	8/2/2022	Irving	Dec-22
10	Shell Bldg	4310 N. Belt Line Rd	Warehouse	60,000 SF	\$3,400,000	Permit Issued	8/15/2022	Irving	Jan-23
11	Shell Bldg	3080 Rock Island Rd.	Warehouse	5,262 SF	\$240,000	Permit Issued	8/23/2022	Irving	Dec-22
12	OTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	C-FB	Dec-22
13	FedEx Addition	3215 Spur 482	Warehouse	1,835 SF	\$1,375,000	Permit Pending	12/5/2022	Irving	Jan-23
14	Classic Leasing	2101 Gateway Dr.	Warehouse	16,219 SF	\$7,400,000	Permit Pending	12/27/2022	C-FB	Jan-23
15	Shell Bldg.	4455 W. Northgate Dr.	Warehouse	100,500 SF	\$7,000,000	Permit Pending	2/2/2023	Irving	Feb-23

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	1625 W. Airport Fwy.	Retail	3,602 SF	\$300,000	Permit Issued	10/1/2021	Irving	Dec-22
2	Shell Bldg.	2800 Glenwick	Retail	3,600 SF	\$250,000	Permit Issued	5/6/2022	Coppell	Dec-22
3	Wildfork Meat + Seafood Market	7201 N. S. H. 161	Retail	4,500 SF	\$1,800,000	Permit Pending	8/16/2022	C-FB/Irving	Sep-22
4	Dallas Indian Motorcycles	2865 W. Airport Fwy.	Retail	15,533 SF	\$2,500,000	Permit Approved	8/25/2022	Irving	Jan-23
5	Freenom Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	Irving	Jan-23

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Radisson Hotel	8230 Esters Blvd	Hotel	109,112 SF	\$5,500,000	Permit Pending	6/10/2020	Coppell	Jul-20
2	TRU Hotel	2100 Valley View	Hotel	53,490 SF	\$6,400,000	Permit Issued	9/29/2020	Irving	Feb-23
3	Staybridge Suites	TBD N. S. H. 161	Hotel	97,654 SF	\$6,500,000	Permit Pending	4/29/2022	Irving	May-22

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg	2203 W. Irving Blvd.	Restaurant	10,922 SF	\$1,500,000	Permit Issued	10/25/2021	Irving	Jan-23
2	Fogo De Chao	3080 Ranch Trail	Restaurant	9,705 SF	\$2,000,000	Permit Approved	12/20/2022	Coppell	Mar-23
3	Popeyes	8305 N. Belt Line Rd.	Restaurant	2,465 SF	\$900,000	Permit Pending	1/30/2023	Coppell	Feb-23

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Barkaat UI Quran	2380 W. Northgate Dr.	Church	13,488 SF	\$1,300,000	Permit Pending	9/28/2021	Irving	Oct-21
2	Iglesia Evangelica	1306 N. Union Bower Rd.	Church	3,480 SF	\$180,000	Permit Pending	2/9/2022	Irving	Mar-22
3	Irving ISD Wellness Center	4601 N. MacArthur Blvd.	Office/school	24,414 SF	\$12,500,000	Permit Pending	10/5/2022	Irving	Dec-22
4	COI Fire Station	135 S. Jefferson St.	Fire Station	10,200 SF	\$7,500,000	Permit Issued	12/27/2022	Irving	Mar-23

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES								
DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
Feb-23	2	\$699,932	1	\$420,432	1	\$279,500	0	\$0

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 27, 2023**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**

ICVB Memorandum



Date: March 13, 2023
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department Board Report for February 2023

Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	201	713
Irving Convention Center Leads	37	132

February

Room Nights Generated	Monthly Goal	February 2023 Actuals	February 2022 Actuals	FY 2022-23 Annual Goal	FY 2022-23 YTD Actuals	FY 2021-22 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	9012	9905	8356	108143	54274	39349	1760	14391
Lost Room Nights		34609	35867		178510	151615	25001	8/8182

Travel & Activity

February	Organization	Event	Location
20-23	Texas Society of Association Executives	Women's Summit	College Station, TX

Customer Services Activity February Servicing & Inventory

Groups Served	
February	15
YTD	203

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	7	1802 Badges/ 1990 Lanyards
Pens	11	2758
Bags	9	1925
Promotional Materials	14	1125 Restaurant Maps/2575 TMF maps/ 1775 Water Street
Staffing Services	1	12 Event Hours

Event Location: **Hotels: 13** **Irving Convention Center: 1** **Other: 1**

Proclamations/Welcomes/Flags:

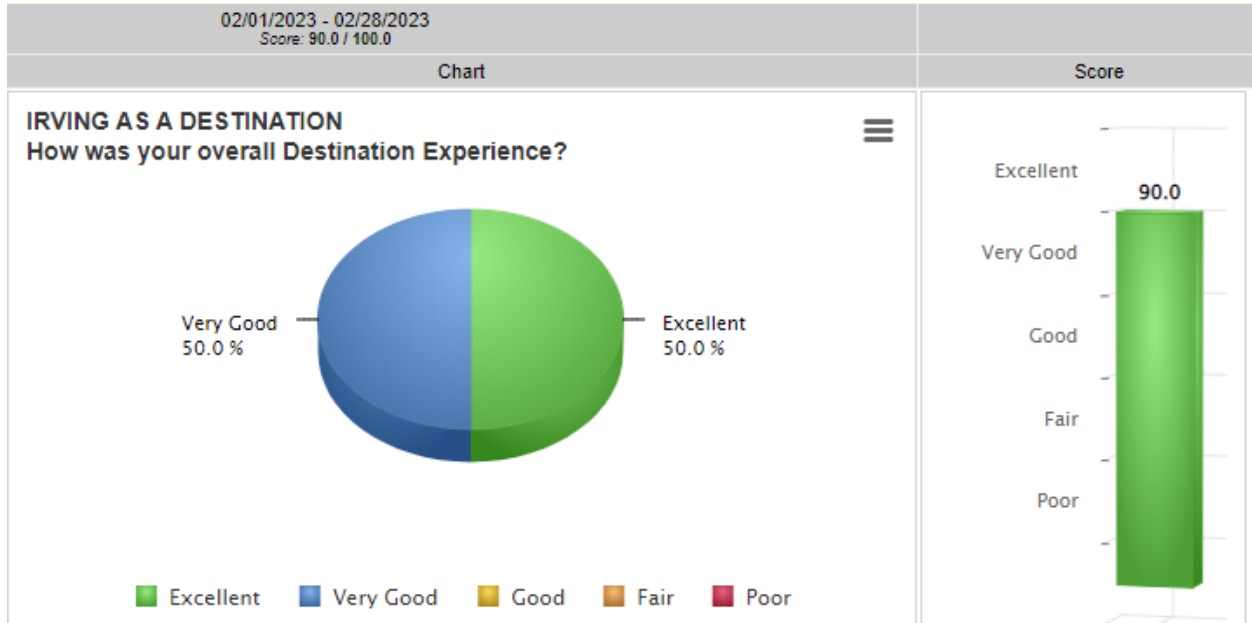
- Mayor/Elected Official Welcome - Pan American Golf Association, October 7, 2022, Mayor Stopfer

Pending:

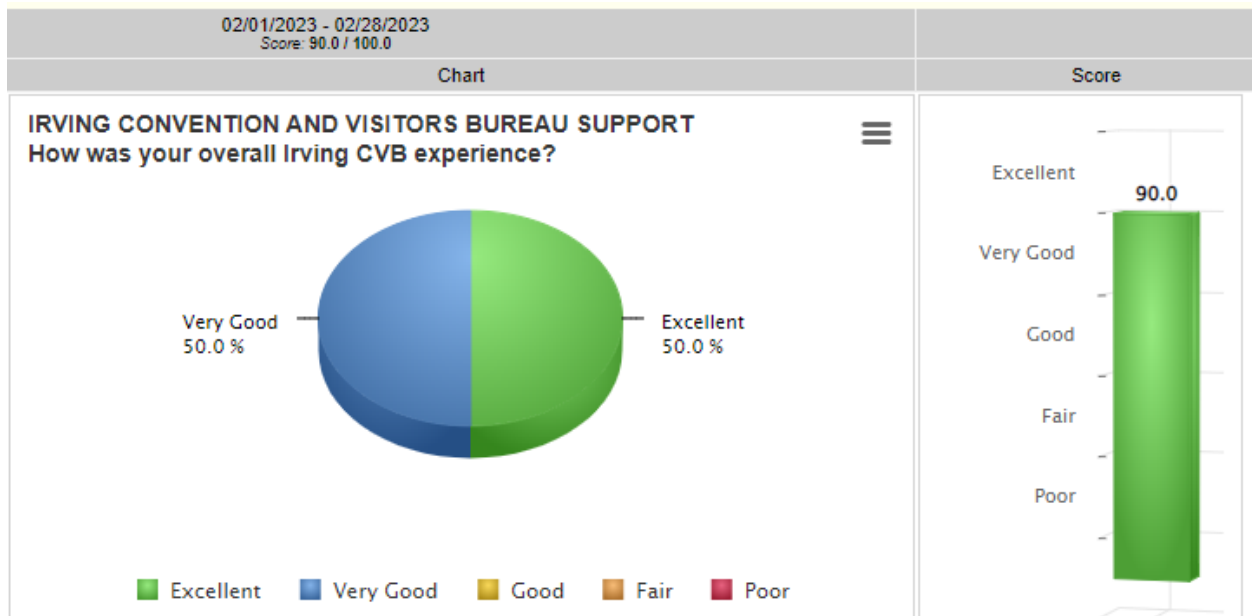
- Mayor/Elected Official Welcome – North Texas Teen Book Festival, March 4, 2023, Mayor Stopfer
- Mayor Welcome/Proclamation/Flag - National Guard Association of Texas, March 25, 2023, Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings February - April 2023

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Alovea	Impact 2023	2/1/2023	2/6/2023	500	472
Youth America Grand Prix	Youth America Grand Prix-Dallas Winter 2023	2/1/2023	2/5/2023	50	100
Volunteers of America	VOA 2023 Finance & IT Summit	2/1/2023	2/3/2023	40	105
United States Military Entrance Processing Command	MEPS February 2023	2/1/2023	2/28/2023	27	540
Global Access Meetings	Rhythm Pharmaceuticals North America Meeting	2/4/2023	2/9/2023	120	535
IMEG Corporation	IMEG Corp Annual Meeting Jan2023	2/5/2023	2/10/2023	185	370
AMN Healthcare	AMN Meeting	2/5/2023	2/12/2023	110	337
McKesson Corporation	Transportation Meeting - Las Colinas	2/5/2023	2/7/2023	50	140
Vistra Energy	Technical Information Exchange 2023	2/5/2023	2/9/2023	100	176
American Staffing Association	ASA Board Meeting 2023 (Rooms Only)	2/6/2023	2/8/2023	45	45
San Diego Concierge	Morat 2023 Tour-Irving	2/6/2023	2/7/2023	21	27
American College of Emergency Physicians	ACEP EMPI BOGs Meeting	2/6/2023	2/6/2023	15	15
United States Tennis Association, Texas	USTA/USPTA Texas Joint Annual Meeting 2023	2/8/2023	2/12/2023	250	586
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2023	2/9/2023	2/12/2023	200	471
DFW Church	DFW Church Marriage	2/10/2023	2/11/2023	300	225
Fellowship Church	C3 2023 Conference Board of Directors, Speakers	2/12/2023	2/18/2023	2000	90
American Council for Construction Education	American Council for Construction Educators	2/13/2023	2/17/2023	450	605
Doximity Inc.	General and Administrative Block	2/14/2023	2/16/2023	70	122
Lifestyles Unlimited, INC.	Lifestyles Unlimited Overflow Block	2/14/2023	2/18/2023	2000	448
Lifestyles Unlimited, INC.	Lifestyles Unlimited-Westin	2/15/2023	2/19/2023	400	1080

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Lifestyles Unlimited, INC.	Lifestyles Unlimited - Texican	2/15/2023	2/19/2023	400	410
HarmonyCon	HarmonyCon 2023	2/16/2023	2/19/2023	600	544
HarmonyCon	HarmonyCon 2023 Overflow	2/16/2023	2/19/2023	20	34
Big 12 Conference	CFO West Football Officials Meeting	2/16/2023	2/18/2023	300	316
American College of Emergency Physicians	ACEP 2023 Annals Retreat	2/18/2023	2/19/2023	20	32
National Association of Fire Investigators	NAFI Q1 2023	2/18/2023	2/25/2023	120	329
National Systems Contractors Association	2023 National Systems Contractors Association Conference	2/19/2023	2/24/2023	1020	955
Thuasne USA	Design National Sales Meeting	2/19/2023	2/23/2023	130	280
Michaels Stores, Inc.	Michaels DC Feb 2023	2/20/2023	2/22/2023	26	78
HCA Healthcare	HCA 2023 ASD Medical Directors Conference	2/21/2023	2/28/2023	175	392
Womack Machine Supply	2023 Womack Machine Supply Sales Meeting	2/21/2023	2/23/2023	145	250
Tamko Building Products LLC	Tamko 2023 National Sales Meeting	2/21/2023	2/23/2023	90	270
Southern Baptists of Texas Convention	Evangelism	2/22/2023	3/1/2023	3500	615
Texas & New Mexico Hospice Organization	Texas & New Mexico Hospice Organization	2/23/2023	2/26/2023	350	603
National Sorority of Phi Delta Kappa	NSPDK Southwest Region 2023 Youth Conference	2/23/2023	2/25/2023	450	403
McTeggart Irish Dancers of North Texas	McTeggart Irish Dancers of North Texas 2023	2/23/2023	2/26/2023	100	200
Medtronic	Pelvic Health Sales Excellence February 2023	2/26/2023	2/27/2023	17	34
Eaton Corporation	Eaton 2023 Manufacturing and Operations Meeting	2/26/2023	3/2/2023	120	482
Live Nation Entertainment	Legends/Live Nation Road Show 2023	2/26/2023	2/28/2023	120	120
McKesson Corporation	ID#16028 2023 February/March APP Onboarding Course	2/26/2023	3/2/2023	40	200
Live Nation Entertainment	Live Nation/Legends Road Show 2023	2/26/2023	2/28/2023	120	140

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	Practice Management In-person All Employee meeting	2/27/2023	3/1/2023	25	38
Vizient, Inc.	Vizient, Inc. 2023 PS Summit	2/27/2023	3/1/2023	150	300
Hans Johnsen Company	Security Hardware Meeting 2023	3/1/2023	3/6/2023	100	220
Globallee, Inc.	Globallee EMPOWER 2023	3/1/2023	3/4/2023	350	264
United States Military Entrance Processing Command	MEPS March 2023	3/1/2023	3/31/2023	27	621
Southwest Commission on Religious Studies	Annual Conference	3/2/2023	3/5/2023	200	230
West Coast Dance Explosion WCDE	West Coast Dance Explosion	3/2/2023	3/5/2023	400	300
Window Genie	Window Genie 2023-03 Regional Meeting Dallas - ROOMS ONLY	3/5/2023	3/6/2023	30	60
Flowserve Corporation	Global Leadership Meeting	3/5/2023	3/9/2023	125	301
NBM Incorporated	Graphics Pro Expo 2023	3/6/2023	3/12/2023	4000	382
Greystar Management Services LP	Greystar Rooms Only	3/6/2023	3/7/2023	50	100
American Legal and Financial Network	2023 ALFN Intersect Servicing + Foreclosure	3/7/2023	3/9/2023	120	86
Southern Travelers Explore Conference	The Southern Travelers Explore Conference	3/9/2023	3/13/2023	50	60
TexSom	The Court of Master Sommeliers - March 2023	3/11/2023	3/15/2023	100	453
Mr. Rooter LLC	Mr. Rooter 2023-03 Regional Meeting Rooms Only Dallas/Las Colinas	3/12/2023	3/16/2023	40	100
Mr. Electric	Mr. Electric 2023-03 Regional Meeting Dallas	3/13/2023	3/18/2023	70	82
Precision Door Service	Precision Door 2023-03 Regional Meeting Dallas - Rooms Only	3/13/2023	3/16/2023	40	67
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2023	3/15/2023	3/17/2023	60	90
The Glass Doctor	Glass Doctor 2023-03 Regional Meeting Dallas -	3/15/2023	3/17/2023	25	75

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	EPIC Pharmacies Board Meeting	3/15/2023	3/15/2023	20	15
Vallen Distribution, Inc.	Vallen Business Meeting March2023	3/16/2023	3/18/2023	315	880
Neighborly, Inc.	Neighborly 2023-03 Meet the Team Dallas	3/16/2023	3/17/2023	24	30
Cushman & Wakefield, Inc.	2023 Cushman & Wakefield Services Leadership Meeting	3/19/2023	3/23/2023	175	535
REACH Meetings & Events	Veterans Affairs March Training	3/19/2023	3/23/2023	60	240
Molly Maid	Molly Maid 2023-03 Regional Meeting Dallas - Rooms Only	3/20/2023	3/21/2023	70	90
Volkswagen Group of America	Volkswagen Q1 Grassroots - Dallas Mar2023	3/20/2023	3/22/2023	290	281
National Guard Association of Texas	National Guard Association of Texas	3/23/2023	3/26/2023	700	850
Wyandotte Nation	Wyandotte Nation Town Hall meeting	3/24/2023	3/26/2023	120	24
Texas Educational Diagnostician's Association	2023 Spring Annual State Conference	3/26/2023	3/27/2023	600	350
INVITED (new name for ClubCorp)	INVITED Golf Classic 2023 - Staff/Vendors	3/27/2023	4/26/2023	25	315
Vizient, Inc.	Vizient, Inc. Perioperative Council RBO	3/28/2023	3/29/2023	15	30
Dance With Me USA	Dance with Me USA 2023	3/29/2023	4/2/2023	600	365
Dental Laboratory Association of Texas	DLAT Southwest Conference 2023	3/30/2023	4/1/2023	250	185
Clover Educational Consulting Group	Clover Educational Consulting Group - 2023 Retreat	3/30/2023	3/30/2023	16	15
Alamo Heights Xtreme Cheer	Alamo Heights Xtreme Cheer 2023	3/31/2023	4/2/2023	20	12
Thermal Edge, Inc.	Thermal Edge 2023	4/2/2023	4/4/2023	40	81
Parent and Family Engagement Statewide Initiative	Region 16 Education Service Center - 2023 North Summit	4/3/2023	4/5/2023	250	159
McKesson Corporation	ID#1555 Senior Leaders Meeting - April 2023	4/4/2023	4/6/2023	115	220
National Interstate Insurance	National Interstate - Risk Management Safety Workshop	4/8/2023	4/12/2023	250	465

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
National Catholic Educational Association	National Catholic Educational Association	4/8/2023	4/14/2023	4000	2852
Alpha Eta Rho	National Conference 2023	4/12/2023	4/18/2023	250	180
McKesson Corporation	2023 GREAT 14th Annual Steering Committee Meeting	4/12/2023	4/14/2023	25	45
American College of Emergency Physicians	ACEP - EMBRS Course II	4/13/2023	4/15/2023	15	30
Assemblies of God/Marriage	Marriage Encounters	4/14/2023	4/16/2023	80	80
INVITED	INVITED Golf Classic Media/Spectators/Guests	4/15/2023	4/23/2023	30	250
Texas Center for the Judiciary	2023 Regional A	4/16/2023	4/17/2023	250	534
INVITED	INVITED Golf Classic 2023 Tier One	4/16/2023	4/23/2023	50	262
INVITED	INVITED Golf Classic 2023 2nd Tier	4/16/2023	4/23/2023	300	655
RTM Consulting, Inc.	2023 Resource Management Global Symposium	4/16/2023	4/20/2023	200	300
INVITED	PGA Entertainment for Golf Channel for INVITED Classic 2023	4/17/2023	4/23/2023	125	285
McKesson Corporation	ID#15956 PSaS Senior Leadership Meeting	4/17/2023	4/19/2023	176	280
Sober Sis	Sober Sis 2023 Retreat	4/20/2023	4/22/2023	500	300
Pioneer Natural Resources	Pioneer Natural Resources Dallas Casa 2023	4/23/2023	4/24/2023	100	100
Southwest Drycleaners Association	Cleaners Showcase for	4/24/2023	4/30/2023	400	528
IDLife, LLC	Revolution Meeting	4/26/2023	4/30/2023	800	460
McKesson Corporation	ID#15355 - 2023 Texas Oncology APP Conference	4/26/2023	4/28/2023	250	412
TexSom	International Wine Awards	4/29/2023	5/3/2023	300	400

**Highlighted items above are Target Industries for Irving



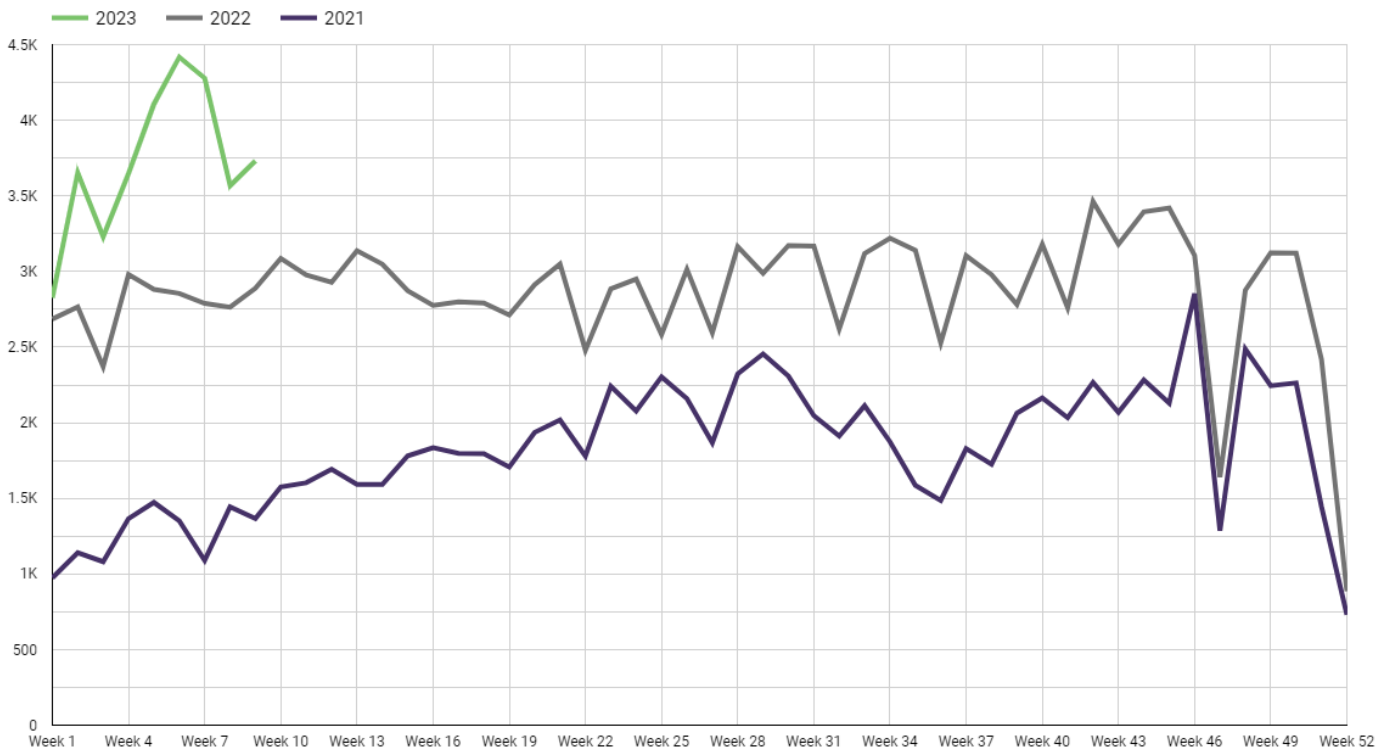
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing
Date: March 23, 2023
Re: February 2023 Board Report

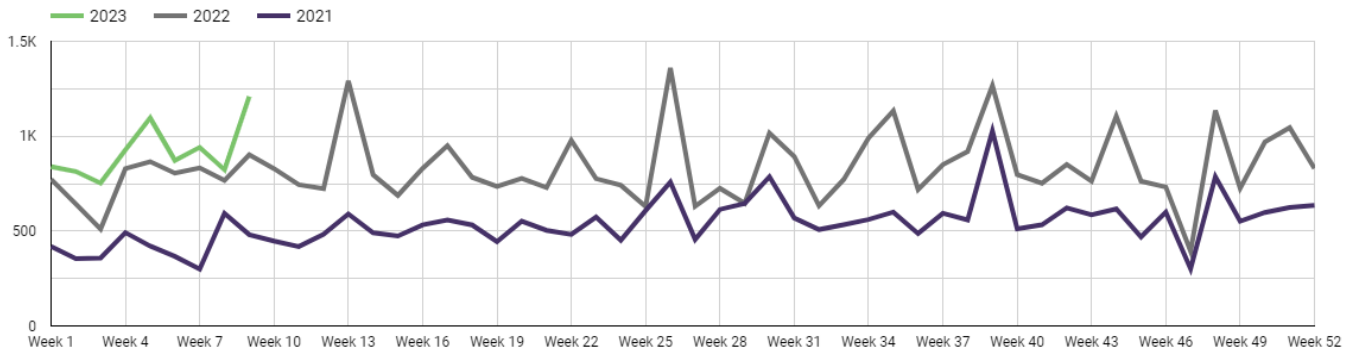
Meeting-Sales Leads & Inquiries

The number of leads and inquiries increased to 248 total prospects in February. This included 152 Cvent submissions, 70 website submissions, and 26 email requests.

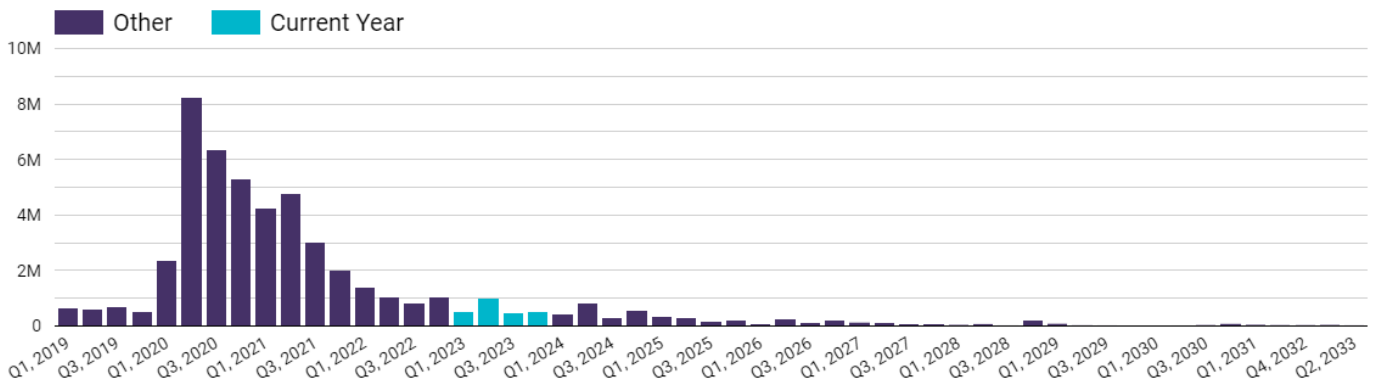
Aggregated Weekly Lead Volume of 200+ DMOs



Aggregated Weekly Definite Volume of 200+ DMOs



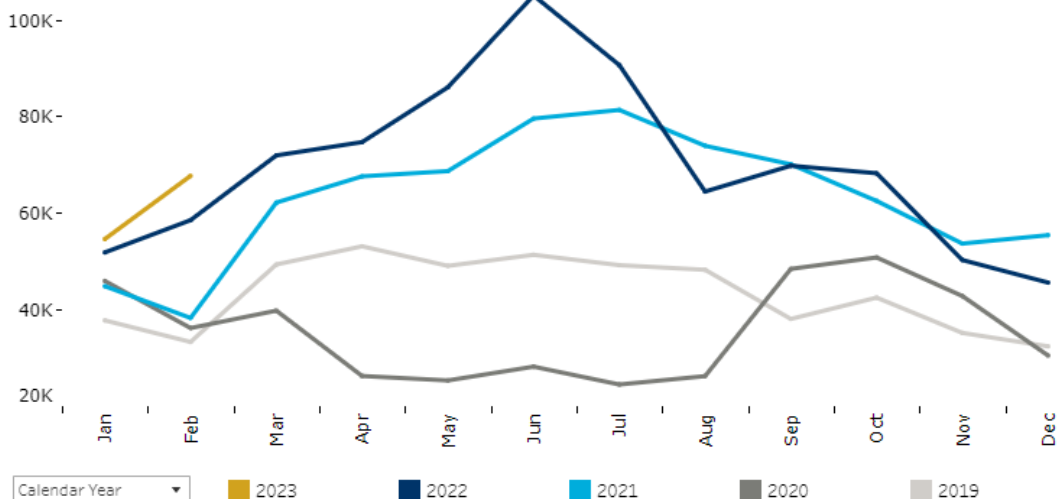
Aggregated Quarterly Cancellation Volume of 200+ DMOs



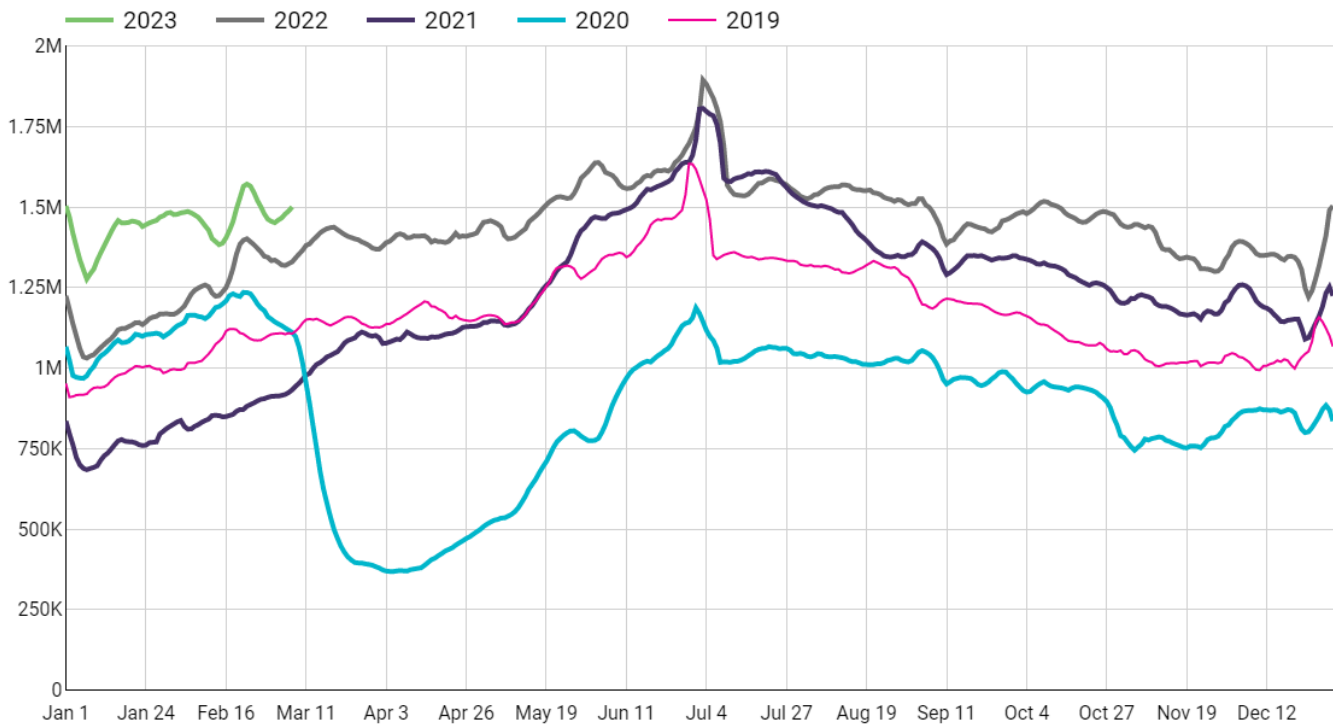
Website Traffic

Website traffic increased slightly in February, with 69,504 sessions to the Irvingtexas.com website, which was a 7% increase over February 2022. Aggregated traffic of over 200 DMOs shows that website traffic remains high in 2023 and continues to outperform the previous four years.

Sessions



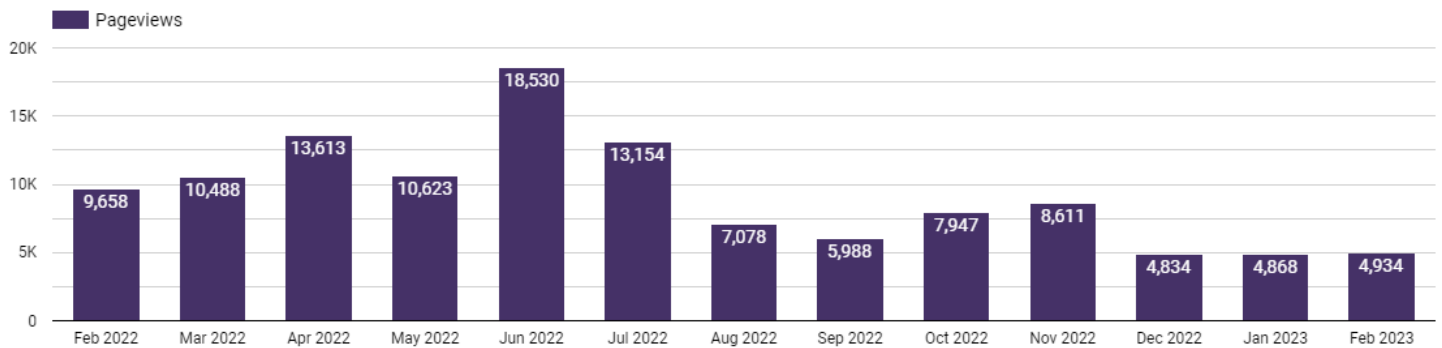
Aggregated YOY Overall DMO Website Traffic



Blog Traffic

Blog traffic increased slightly in February, with 4,934 pageviews. The top posts were “Five Ways to Have Fun at Lake Carolyn,” again with 399 pageviews, “10 Irving Adventures Under 10,” with 248 pageviews, and “Six Sexy Spots for Date Night,” with 195 pageviews.

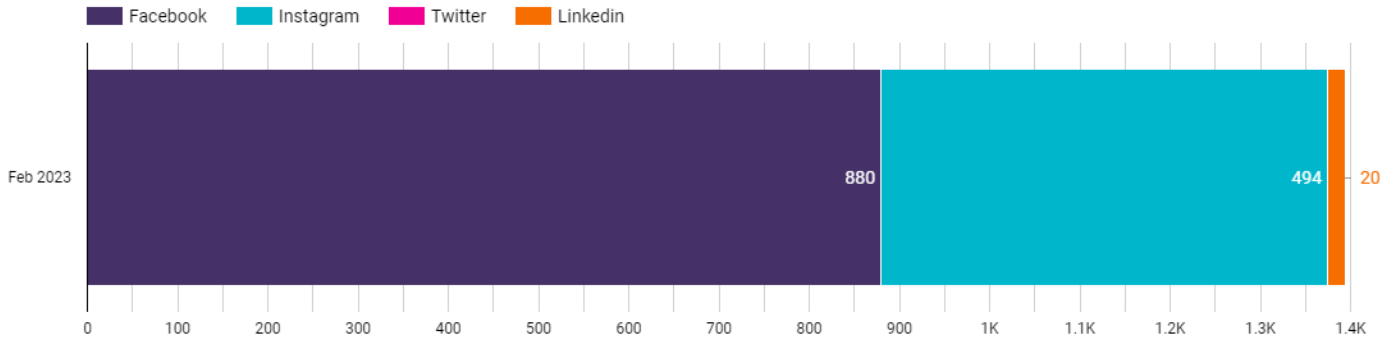
Blog Pageviews



Social Media

1,394 additional followers and likes were added in February, bringing the total influence to 145,531. Facebook had the most significant growth at 880 new likes, followed by Instagram with 494 and LinkedIn with 20 new followers.

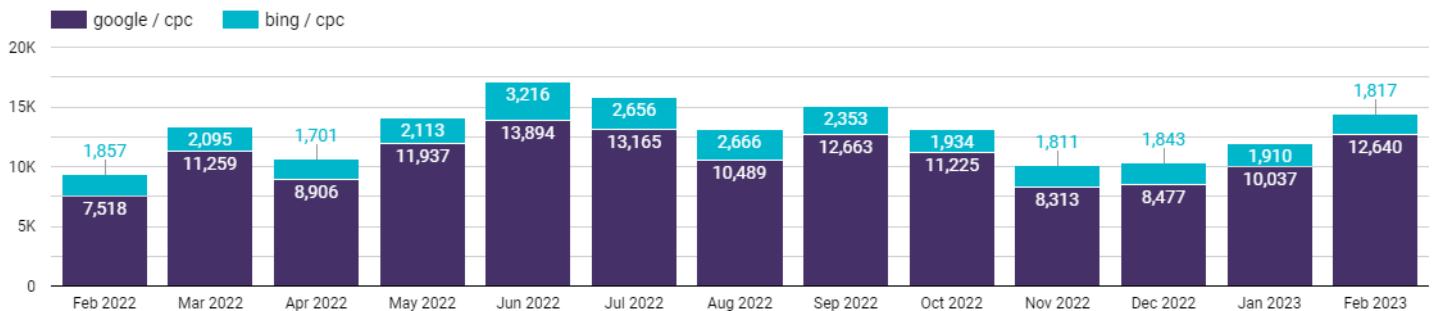
Additional Social Media Followers



Advertising

Meetings Today remained the top performer for website visits in February, followed by TripAdvisor. Paid search had 12,640 site visits.

Advertising Engagement - Clicks



E-Newsletters

One e-newsletter was sent to the leisure market in February, which had a 36.34% open rate.

Staycations Campaign

In February, the Staycations campaign generated 6,922 hotel referrals. Over the last twelve months, the Staycations Campaign has generated 96,764 hotel referrals, representing over \$33.7 million in Potential Economic Value.

Micro-Campaigns

To date, the micro-campaigns have generated 12,017 hotel referrals, representing over \$4.8 million in Potential Economic Value.

Earned Media










IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	88,832,652	108,316,264			197,148,916
ADVERTISING EQUIVALENCY*	\$760,301	\$1,060,148			\$1,820,449
PUBLIC RELATIONS VALUE**	\$2,280,903	\$3,180,444			\$5,461,347

*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

-  "Biz Meetings, Local CVBs in the DFW Metroplex detail the major advantages for meetings in the region," by Jeff Heilman, *Meetings Today*, Feb 1, 2023
-  "For DFW Valentine's round-ups: Love is local!," *jontxe-news.com*, Feb 6, 2023
-  "Day Trips & Beyond: Love Lock Bridges in Texas," *austinchronicle.com*, Feb 9, 2023
-  "Go See DFW," *Dallas Morning News*, Feb 10, 2023
-  February Social Media Overview
-  February Blog Performance Overview
-  February E-Newsletter Performance
-  February Visit Irving Social Stats
-  February Irving Convention Center Social Stats

Meetings Today
Linn County
Cedar Rapids, IA
Circulation: 51,525
Frequency: Monthly
February 1, 2023

BIG MEETINGS BIZ

Local CVBs in the DFW Metroplex detail the major advantages for meetings in the region

BY JEFF HEILMAN

With the world's 10th largest economy based on GDP, pro-business Texas perennially dominates rankings across multiple categories and indicators. Current highlights include leading the nation in corporate relocations from other states, adding the most jobs in 2022 and topping the charts in jobs created by military veteran, African-American and Hispanic women business owners.



DFW INTERNATIONAL AIRPORT HEADQUARTERS

In 2022, leading business publication *Chief Executive* named Texas the nation's "Best State for Business" for the 18th consecutive year, calling it "proven catnip for companies."

Presently home of nearly half (23) of the state's 53 Fortune 500 headquarters, the Dallas-Fort Worth (DFW) Metroplex is the definitive cat's meow.

Closely aligned with VisitDallas and Visit Fort Worth, DFW International Airport is the state's second-largest economic driver, producing over \$37 billion in annual impact by connecting people, ideas, goods and services to the destination. That includes the many business travelers that come for meetings, conventions, events and tradeshows.

Taking the pulse of local CVB leaders, *Meetings Today* found this giant economic heartbeat purring along for the year ahead.



BRENT DERAAD

Arlington

Since coming to Arlington in December 2021 after leading Visit Tucson for nearly a decade, Arlington CVB CEO Brent DeRaad has overseen Arlington's continuation as a leading group destination. Looking ahead to his second full year in the role, DeRaad highlighted the city's triple-threat appeal of sports, leisure and business.

"Arlington specializes in corporate, state association and SMERF meetings. With our new hotel and convention center products, we can best accommodate groups that fill 2,500 or fewer peak room nights. Our top segments include finance, medical, energy, recreation and technology.

Accessibility is one major calling card. Offering nonstop service to 239 cities throughout the world, DFW International Airport is a 15-minute drive from Arlington.

Entertainment is another primary reason why groups book the city. The Dallas Cowboys' AT&T Stadium and Texas Rangers' Globe Life Field host professional, collegiate and high school sports, concerts, events, tradeshows and tours. Choctaw Stadium, adjacent to Globe Life Field, hosts XFL football, professional rugby, soccer and more. Many delegates visit at least one of these venues during their Arlington stays.

Additionally, Texas Live!, a

300,000-square-foot complex with live entertainment, restaurants and bars, is within steps of our stadiums and provides meeting delegates with exceptional experiences.

More than \$4 billion in private and public investments are transforming "The District" in Arlington's core into the nation's premier sports, entertainment, hospitality, cultural and lifestyle destination. The Texas Rangers, Loews Hotels and Cordish Companies are leading the way with the Rangers' Globe Life Field, Texas Live!, Live! by Loews and the new Loews Arlington with an attached new Arlington Convention Center, the One Rangers Way luxury apartment complex and Spark Coworking—all within a few blocks of each other.

Add in the neighboring Dallas Cowboys and AT&T Stadium, along with the under-construction National Medal of Honor Museum, and you have the makings of one of the nation's top meetings and entertainment campuses."

Dallas

Scheduled for groundbreaking in 2024 and completion in 2029, Dallas' new \$2 billion convention center and surrounding district are poised to redefine Big D's future. VisitDallas President and CEO Craig Davis shares how continual investment maintains and enhances Dallas' irresistible group appeal.

"Our 'catnip' for groups includes world-class experiences, value for businesses, exceptional variety of accommodations and consummate execution of every meeting need.

With more than 35,000 rooms, from intimate boutique hotels to large convention hotels, all the nation's top brands are represented in Dallas.

Everything may be bigger in Texas, but companies know their bill will not be, as the cost of doing business in Dallas is 7% lower than the national average. As a 'right to work' state, event production costs are lower, allowing companies to focus their budget on attendee engagement and experience. With more than 20 entertainment districts offering walkable access to music, shopping, arts and award-winning global cuisine, what conventioner would not



CRAIG DAVIS

want to spend an extra day or two exploring the city?

Dallas is city-proud following generations of investing in our people and our culture. That spirit and dedication continues in 2023 as Dallas invests in attractive new venues and experiences. These include our new convention center, more than 173 hotel projects and 20,707 guest rooms in the pipeline, an innovative deck park bridging north and south Dallas, and promoting the flourishing small businesses and restaurants that add to our irresistible appeal."

Irving

The Irving CVB turned 50 in 2022. Maura Gast, coming from the *Dallas Times Herald* in 1991, has been with the bureau for 32 of those years, including the last 20 as executive director. Among the industry's most impassioned leaders, Gast shared the inner workings of Irving's nearly \$2 billion hospitality industry.

"Discussing our business appeal is my favorite interview question! Known as the 'headquarters of headquarters,' Irving is home to 8,500 companies, most within master planned Las Colinas, with eight Fortune 500 and five Fortune 100 companies within our borders. Industries driving meetings to our convention center and 90-plus hotels include technology, oil and gas, aviation, manufacturing and pharmaceutical.

Our 'quality catnip' for corporate meetings and events has many ingredients. We offer an unbeatable location in the middle of the U.S. and two major metropolitan areas. DFW International and Love Field are just 15 minutes away. Resources include 13,000-plus hotel rooms, from luxury resort to extended stay and limited service; our innovative Irving Convention Center at Las Colinas with Westin headquarters hotel; and walkable entertainment district featuring a world-class, indoor/outdoor Live Nation concert venue. All planner needs are here or conveniently nearby.

Knowing that our fates are linked, the CVB, Irving-Las Colinas Chamber, the City of Irving, The Las Colinas Association and Irving Economic Development Partnership



MAURA GAST

are closely connected. By capitalizing on the experiences that we build for our commercial tenants and corporate visitors, we foster a community-wide quality of life that will attract company expansions, moves and relocations, along with their employees and their families. And we never stop or rest on our laurels in this pursuit."



MARLA ROE

Frisc

Sports have long dominated Frisco's diversified industry set. With a history of cultivating highly successful public-private partnerships, the City of Frisco's latest win is the PGA of America's new mile-long headquarters, representing the first major international sports organization to be based in Texas. Executive Director of Visit Frisco since 2004, Marla Roe discusses the team-oriented game plan for scoring big.

"Past collaborations include Toyota Stadium, home of FC Dallas, and Ford Center at The Star, World Headquarters of the Dallas Cowboys. In partnership with

PGA of America, Omni Hotels & Resorts, the City of Frisco and Frisco Independent School District (FISD), PGA Frisco will distinguish Frisco as the modern home of American golf and bring in people from around the world.

Spanning 660 acres, the new official home of the PGA of America and its North Texas section features

two 18-hole championship golf courses, 10-hole short course and two-acre putting course and entertainment area, along with dining, retail and entertainment experiences at the onsite PGA District. Slated for May 2023, the 500-room Omni PGA Frisco Resort offers 127,000 square feet of flexible space.

Taking residents into account, both the championship courses and PGA District will be open to the public, while FISD and University of North Texas students can utilize PGA Frisco for unique learning opportunities, including year-round internships. These public-private partnerships exemplify how our business-friendly city

works together to invest in growth, tourism and wellbeing. People want to live, work and play in Frisco, one of fastest growing cities in the nation where new discoveries always await groups and visitors."

Plano

Once, Plano was mostly on the meeting planner map for events at Southfork Ranch, filming location for TV's *Dallas*. Today, it is a corporate magnet with a diversified mix of headquarters, manufacturers and start-ups that attracts a national and international business audience. Respected industry veteran Mark Thompson, who has led Visit Plano as executive director since 1998, welcomes groups with an optimistic appraisal of the year ahead.

"Corporate travelers make up about 65% of our overnight business. They are a diverse group, mirroring our corporate profile with major sectors including transportation and utilities,



MARK THOMPSON

trade, professional and business services, education and health services, government and financial. Our corporate make-up is one major draw, along with the accessibility created by our proximity to both DFW International and Love Field. Most importantly, the ease of getting around, including the walkability from our hotels to restaurants, shopping and other attractions, makes Plano ideal for groups and meetings.

It is also important to note that during the past few years, Plano's stakeholders have come together to form a true understanding of the importance of the travel industry and how it impacts us all. Our hospitality partners are working to make 2023 the best year yet as meetings are returning like gangbusters. Investments in the future include renovations to the Plano Event Center and many of our hotels, while the Visit Plano team helps groups with attractive incentives. The collaboration among our stakeholders is stronger than ever and we look forward to seeing your readers in Plano."

Fort Worth


The City of Cowboys and Culture, now

12th largest in the U.S., is a major business center with a diverse economy that includes energy, financial services and IT. Amy Brown, Visit Fort Worth's senior vice president of convention sales and services, highlighted the key industries and entrepreneurial spirit that bring in the business that feeds the city's \$2.5 billion-plus visitor economy.

"Home of leading manufacturers of commercial jetliners and defense aircraft, Fort Worth is a major player in aviation and aerospace. American Airlines and Bell Helicopter are headquartered here, along with many other aviation-related companies and suppliers. Lockheed Martin's Aeronautics Division, a manufacturer of military jets, is one of the largest employers.

The city is also a major healthcare and medical innovation hub. With more than 1,100 research, development and testing laboratories and more than 450 biomedical companies, Fort Worth has emerged as a top cluster for biotech and life sciences in the U.S. Award-winning health systems include Medical City Healthcare, UT Southwestern, Cook Children's Health Care System, Baylor Health Care System and Texas Health Resources.

The Texas Christian University (TCU) School of Medicine is expanding its footprint with a new medical campus in the Fort Worth Medical District. Slated for 2024, the new facility will drive economic development and biomedical advances through partnerships with hospitals, healthcare organizations and biotech industries.

We embrace the entrepreneurial spirit and keeping it local. Visit Fort Worth has a strong working partnership with the City of Fort Worth and Fort Worth Chamber of Commerce, with our convention services team serving to connect clients with local business and other leaders for tours, speakers and other engagements." 



AMY BROWN

More **TEXAS...**

[MeetingsToday.com](#)

For DFW Valentine's round-ups: Love is local!

 ntxe-news.com/artman/publish/article_132206.shtml

Looking for a Valentine's getaway that doesn't require a plane ticket? Proving that love is local, here are five ways to celebrate the day (and the entire month of February) in one of North Texas' most romantic cities – Irving.

There are options for every budget and style....just think outside the chocolate box!

1. Take a private cruise for two in an authentic Venetian **gondola** through Irving's **Mandalay Canals** and on Lake Carolyn.



Follow Italian tradition and kiss under each quaint bridge as you are serenaded by your gondolier. Many have used this ultra-romantic experience to pop the question and put a ring on it.



Want something a little more low key (not to mention practically free)? Put a lock on it at the Love Lock bridge as you take a romantic stroll on the Lake Carolyn promenade. It's a spot made famous on season three of the hit TV show "Love Is Blind," and now anyone can profess their devotion without a trip to the original in Paris.

2. Plan a getaway to the lush landscaped Las Colinas Resort (formerly The Four Seasons).



Book a balcony room overlooking the lush grounds, sip cocktails at your very own fire pit by the pool, and don't miss the spa.

3. If fun and funky is more your style, book a date night package at the Texican Court.



Roast s'mores under the stars at one of the courtyard fire pits, enjoy the locally-made goodies in each in-room colorful Smeg refrigerator (a Texas-sized spin on the traditional hotel mini-bar) and lounge in Instagram-worthy brightly striped bathrobes.

4. Get your heart racing. Couples, besties, and singles will feel the love all along the Irving Love on the Run Marathon, 10K and 5K routes on Feb. 18 at the Toyota Music Factory. Run the race of your preferred distance and then celebrate over brunch at one of TMF's many eateries. Sign up [here](#).



<https://www.austinchronicle.com/daily/travel/2023-02-09/day-trips-and-beyond-love-lock-b...>

Day Trips & Beyond: Love Lock Bridges in Texas

A guide to "love locks" (and rocks) across the state

BY GERALD E. MCLEOD, 12:01AM, THU. FEB. 9, 2023

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Learn all about the tradition and where you can take part in it, and where not to.



Photo by Gerald E. McLeod

The Legend

The practice of attaching locks to bridges and other structures began during World War I when a couple in Serbia proclaimed their unbreakable love by attaching a lock to Most Ljubavi (Bridge of Love) in the town of **Vrnjacka Banja**. It's a wonder the tradition took hold after he left her for another woman. From there the

tradition spread across Europe and then the world. The most famous love lock bridge is **Pont des Arts** in Paris where the weight of thousands of locks was blamed for the **collapse** of part of the bridge.

Some people call love locks romantic; others think they're unsightly vandalism to public property. It all depends on your point of view and where the locks are placed. Not all of these locations have been independently confirmed. But if you're in the area and have an affection and a padlock you'd like to commemorate, one of these might be the place.

Austin

Open since 1982, the **Oasis Restaurant** has several traditions that have developed over the years. One custom is its **Lover's Locks** to commemorate your visit to the sunset capital of Texas. You can buy padlocks at the gift shop or preorder customized locks.



Photo by Gerald E. McLeod

Balmorhea

One of the more unusual takes on the love lock tradition is at the **Calera Chapel** outside of Balmorhea. Here, lovers write their names on rocks and place them around the foundation of the wedding chapel in the desert.

El Paso

The scenic overlook in **Murchison Rogers Park/Scenic Drive Park** offers a clear view of El Paso and Juarez from the top of Scenic Drive. The view of the lights is impressive at night. Couples place locks of love on the stair's railing leading to the highest point in the park, but park employees occasionally remove the locks.

In **Ascarate Park**, city employees built a **double-heart sculpture** next to the pond for lovers to attach their locks. Please don't throw the lock into the lake; the city considers it littering.



Photo by Gerald E. McLeod

Dallas

Santa Fe Trestle Trail Bridge in East Oak Cliff attracts committed couples with their personalized padlocks. The **Santa Fe Trestle Hike and Bike Trail** is part of the Great Trinity Forest, and the 1.86-mile trail can be accessed from Riverfront Boulevard or on the west side of the levees at Santa Fe Street. Built in 1879, the restored bridge over the Trinity River offers an expansive view of downtown.

Houston

The bridge over Allen Parkway in **Eleanor Tinsley Park** has a view of the downtown Houston skyline and a chain-link fence to attach your love lock.

Rosemont Pedestrian Bridge over Buffalo Bayou is much more scenic, but the railing is thick and more difficult to get a love lock attached.

Irving

The bridge at **Carolyn Promenade Lake** off **East Las Colinas Boulevard** was made famous when two contestants of the reality dating show **Love Is Blind** went to the bridge to pledge their love forever and threw the key into the lake.

Lufkin

Without a bridge downtown, the city in the Piney Woods came to the rescue of lovestruck couples by installing an eight-foot **Locked With Love Tree** in Cotton Square Park at the corner of Cotton Square and West Lufkin Avenue. The metal tree has rings to attach your lock and a heart-shaped box to drop the key in.



Photo by Gerald E. McLeod

Marfa

Love locks cover the fence around **Prada Marfa**, the sculptural art installation outside of Valentine in West Texas. In the last few years lovers have attaching padlocks to the heavy-iron fence the rancher built to separate his livestock and the tourists. Etched with each couple's names or initials, the locks symbolize the pair's inseparable devotion. The site is 37 miles northwest of Marfa on U.S. Highway 90.

Paris (Texas)

Being the second-largest Paris in the world, Paris, Texas, has its own version of the love lock bridge. Actually, it has two. The most popular bridge is on the **Northeast Texas Trail** over U.S. Highway 271 about 1.5 miles east of the South Collegiate Drive trailhead.

The second love lock bridge is on the **Trail de Paris**, a southern extension of the Northeast Texas Trail (a former railroad corridor that runs 130 miles from Farmersville to New Boston). The **Earl Erickson Bridge** is 100 feet long with an observation deck on one end and chain-link fencing on the sides to attach your love lock.

San Angelo

The city placed the sculpture **Forever Love** near the **Lone Wolf Bridge** over the Concho River. Add your padlock to the heart-shaped metal fencing. It is another cool art project by **Art in Uncommon Places**. The bridge is near the intersection of Paint Rock Road and East Avenue L.

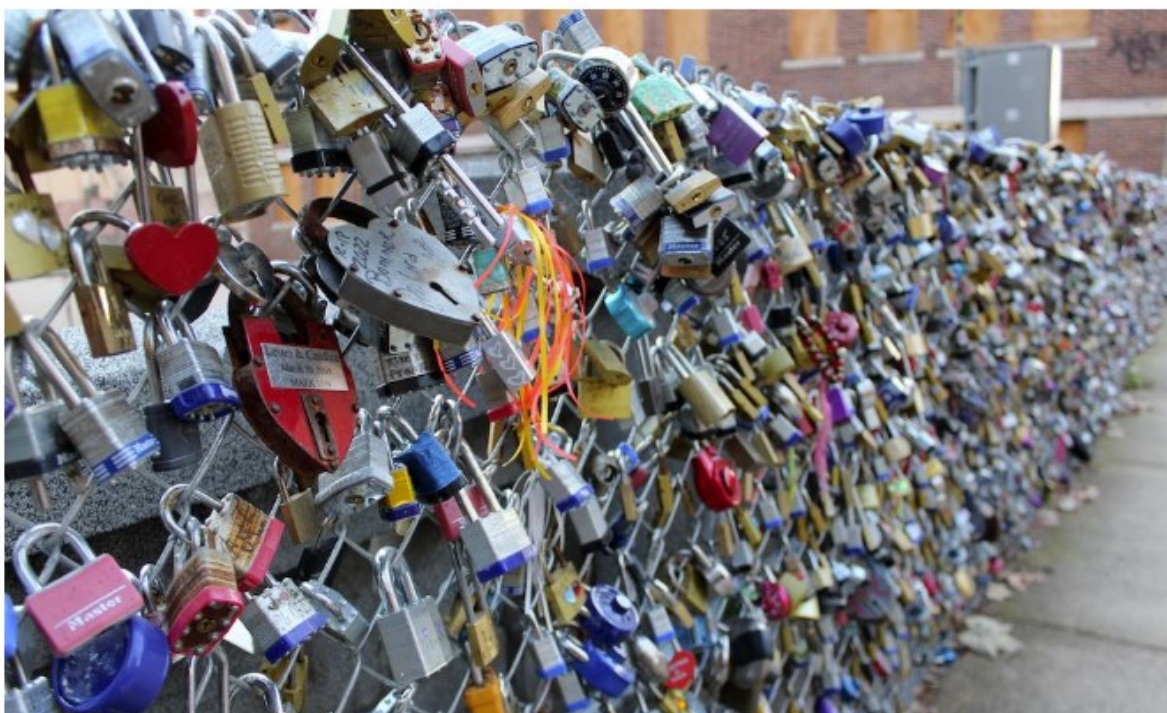




Photo by Gerald E. McLeod

San Antonio

If you tie the knot at the **Courthouse Wedding Chapel**, they supply the couple with a padlock to take to the **Kallison Love Lock Walk Bridge**. You don't have to get married at the chapel to add your love lock to the fence along the River Walk south of Market Street.

Tyler

On **Rose Rudman Trail** in **Southside Park** the railing on the bridge over **West Mud Creek** has inspired lovers to show their love by attaching a lock and throwing away the key. The bridge is north of Shiloh Road near the mid-section of the trail.

Waco

Don't be tempted to attach your love lock to the historic **Suspension Bridge** downtown. If the length of time the lock spends on the bridge is any indication of the duration of the love affair, it won't last long. City crews regularly patrol the bridge and **remove the locks**. The same goes with **tortillas** left in crevices of the bridge or tortilla bags tied to the bridge's cables. A campus legend says those lucky enough to toss a tortilla that lands on a tall concrete structure next to the bridge will graduate from Baylor in four years.

Gerald McLeod has been traveling around Texas and beyond for his "Day Trips" column for more than 25 years. Keep up to date with his journeys on his [archive page](#) and follow him on [Facebook](#).

A note to readers: Bold and uncensored, *The Austin Chronicle* has been Austin's independent news source for over 40 years, expressing the community's political and environmental concerns and supporting its active cultural scene. Now more than ever, we need your support to continue supplying Austin with independent, free press. If real news is important to you, please consider making a donation of \$5, \$10 or whatever you can afford, to help keep our journalism on stands.

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GO SEE DFW



Reunion Tower

Reunion Tower sets the mood for love in downtown Dallas. Valentine's events across D-FW include music, comedy, family fun, Galentine's celebrations and more.

Love is in the air for Valentine's

Hearts, flowers and fun activities await

By **NORMA CAVAZOS**
Staff Writer
ncavazos@dallasnews.com

From gondolas to photo walls, bar crawls to kids' crafts, if you want to add a special touch to your Valentine's weekend plans, we're happy to provide a few suggestions. See the event websites for any updates and be sure to check out our Valentine's dining options on Page 8. For even more events, visit dallasnews.com/guide.

FAMILY VALENTINE'S DAY DANCE IN

LANCASTER Enjoy an evening of music, dancing and games for the whole family.

■ Feb. 10 from 6 to 9 p.m. at Lancaster Grand Hall, 1700 Veterans Memorial Parkway, Lancaster. \$10-\$25. [eventbrite.com](https://www.eventbrite.com).

VALENTINE'S AT REUNION TOWER The lights of the city below will add sparkle to special date nights on the tower's observation level. Along with spectacular views, there will be a full bar and photo ops Feb. 10-14; live music Feb. 11 and 14 from 6 to 9 p.m.; and gourmet sweet treats to purchase on Feb. 10, 11 and 14. Curated "Love Is in the Air" packages are available Feb. 10, 12 and 13. And for anyone in the vicinity, a Valentine's light show will be displayed on the tower after dark Feb. 10-14.

■ Feb. 10-14, times by reservation, at Reunion Tower, 300 Reunion Blvd., Dallas. See the website for prices. [reuniontower.com](https://www.reuniontower.com).

TASTE OF DALLAS VALENTINE'S SPECIAL

Taste food from a variety of Dallas restaurants and chefs paired with cocktails, wine, bourbon and more.

■ Feb. 11 at Frontiers of Flight Museum, 6911 Lemmon Ave., Dallas. Two sessions: 1-3:30 p.m. and 6-8:30 p.m. For ages 21 and older. \$75. [tasteofdallas.org](https://www.tasteofdallas.org).

VALENTINE'S CHOCOLATE AND WINE

WALK IN MCKINNEY Check in at any of the general admission tents around the McKinney Performing Arts Center to start your day of tasting and shopping in historic downtown McKinney. Your timed general admission ticket includes a souvenir wine glass, 12 wine tastings and a chocolate tasting package. Plus there will be special deals from downtown merchants and a bonus taste at Lone Star Cellars (103 E. Virginia St., McKinney).

■ Feb. 11 from noon to 6 p.m. in downtown McKinney (start at 111 N. Tennessee St.). \$30-\$45. For ages 21 and up. [eventbrite.com](https://www.eventbrite.com).

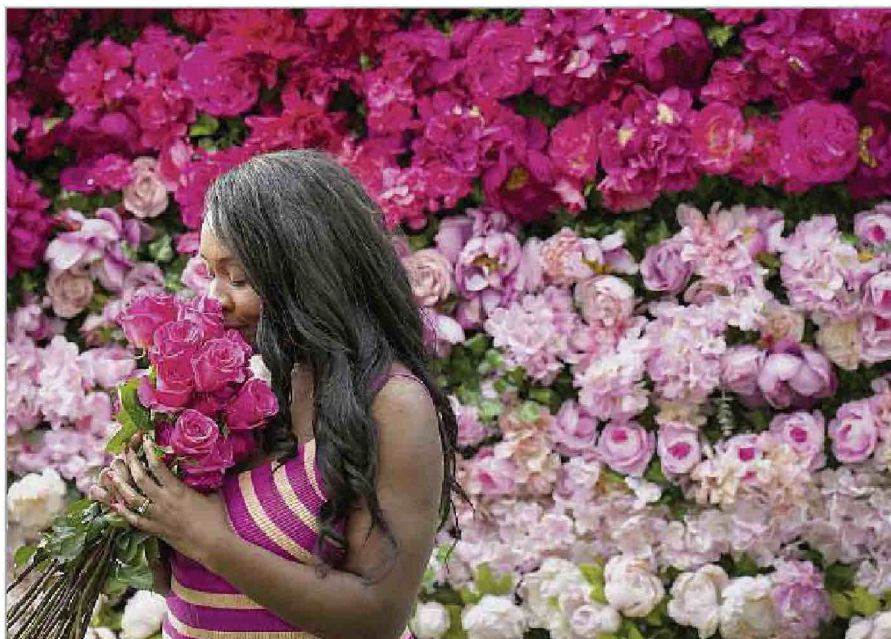
DALLAS MIMOSA WALK IN DEEP ELLUM

Sip and shop your way through Deep Ellum with mimosa stops at 20 participating venues and hear music on the street by DJ Sissy Ross. Browse the works of 50 local artisans at the outdoor market, and stop by the Topo Chico hydration station.

■ Feb. 11 from noon to 3:30 p.m. Check in at the Deep Ellum Outdoor Market, 2803 Main St., Dallas. \$40. For ages 21 and up. [eventbrite.com](https://www.eventbrite.com).

CUPID'S CRAWL ON GREENVILLE AVENUE

Couples and singles are invited to join in the Cupid's Crawl with stops at 18-plus Greenville Avenue bars and businesses. Put on your pink wigs, red hearts and other Valentine's garb and join Dallasites 101 for a fun day of drink specials and photo ops. Check in at Four Day Weekend between 11:45 a.m. and 2 p.m. to pick up your



2022 File Photo/Smiley N. Pool

Pose for free selfies among the flowers at the Love at Legacy West pop-up in Plano. The installation is up through Feb. 28.



Mark Woods

Paul Varghese (above) appears on Feb. 11 and Aaron Aryanpur on Feb. 14 at Backdoor Comedy in Richardson.

wristband, commemorative koozie and crawl map.

■ Feb. 11 from noon to 5 p.m. Check in at 5601 Sears St., Dallas. \$20-\$25. For ages 21 and up. [eventbrite.com](https://www.eventbrite.com).

GALANTINE'S SKATE NIGHT AT GALLERIA

DALLAS Take a spin on the indoor ice rink at this Galantine's-themed skate party. You and your gal pals can glide beneath the Lunar New Year lanterns hanging over the rink and ice dance to the music of Selena Gomez, Miley Cyrus, Beyoncé and more. Off the ice, snap photos at the hot-pink Valentine's photo wall. During the evening, there'll be a gift for each skater and a chance to win a prize from Sephora.

■ Feb. 11 from 6 to 8 p.m. at Galleria Dallas, 13350 Dallas Parkway, Dallas. \$12 plus \$5 skate



Ricki Derek

Ricki Derek and his big band make two appearances, one in Plano and one in Dallas, during Valentine's week.

[rental.galleriadallas.com](https://www.rental.galleriadallas.com).

VALENTINE'S STAND-UP AT BACKDOOR

COMEDY Laugh at the funny side of love with comedy headliners Paul Varghese (Feb. 11) and Aaron Aryanpur (Feb. 14). Your ticket to any of the shows includes a glass of Champagne, chocolates and a ticket to a future show at the Richardson comedy club.

■ Feb. 11 at 7:15 and 9:30 p.m., Feb. 14 at 8 p.m. at Backdoor Comedy, 940 E. Belt Line Road, Richardson. \$35. Call 214-328-4444 for reservations. [backdoorcomedy.com](https://www.backdoorcomedy.com).

FREE RONDALLA ROMANTICA DE

DALLAS Sit back as the string ensemble serenades you with Mexican classics celebrating love and friendship. Seating is first come, first served.

■ Feb. 11 from 7 to 9 p.m. at the Latino Cultural Center, 2600 Live Oak St., Dallas. Free. [lcc.dallasculture.org](https://www.lcc.dallasculture.org).

VICTORIAN VALENTINE'S CARD MAKING

Kids 5 and older can create a Victorian valentine card at this make-and-take event. Light refreshments will be served.

■ Feb. 11 from 10 a.m. to noon at Nash Farm, 626 Ball St., Grapevine. \$5. [grapevinetexasusa.com/nash-farm](https://www.grapevinetexasusa.com/nash-farm).

VALENTINE'S GONDOLA CRUISE AND LOVE LOCK BRIDGE

Take a romantic cruise for two in a Venetian gondola through Irving's Mandalay Canal and on Lake Carolyn, just like SK and Raven did on an episode of the Netflix reality dating show *Love Is Blind*. Package options include a serenade by your gondolier, chocolates and the beverages of your choice. Strolls along the canal promenade are free, and a visit to the Love Lock bridge, à la *Love Is Blind* couple Cole and Zanab, can seal the deal. The bridge is a spot where lovers can take padlocks inscribed with words of love or a special date. The locks are placed on the bridge, and the key is tossed into the water below.

■ Valentine's cruises are available Feb. 11-14, times by reservation, at 215 Mandalay Canal, Irving. Prices start at \$190 per couple. [irving.gondola.com](https://www.irving.gondola.com).

VALENTINE'S WEEKEND WITH RICKI

DEREK Derek's big-band floor show makes for a perfect Valentine's date night, and there are two opportunities to catch his show.

■ **Ricki Derek and His Big Band:** Dance to the tunes of Frank Sinatra and other crooners of the past and present. Feb. 11 at 9 p.m. in the outdoor Box Garden at Legacy Hall, 7800 Windrose Ave., Plano. Doors open at 7 p.m. Tickets start at \$10. [legacyfoodhall.com/events](https://www.legacyfoodhall.com/events).

■ **Ricki Derek's Valentine's Day Double Feature:** A performance by Ricki Derek and the Vegas Six will be followed by an 80th anniversary screening of *Casablanca*. Feb. 14 at 8 p.m. at the Granada Theater, 3524 Greenville Ave., Dallas. Doors open at 7 p.m. \$25-\$45. [granadatheater.com/calendar](https://www.granadatheater.com/calendar).

STOPLIGHT PARTY AT CIDERCADE The arcade bar hosts a Valentine's party for all at its Dallas and Fort Worth locations. Your wristband lets everyone know your relationship status: green for single, yellow for it's complicated and red for taken.

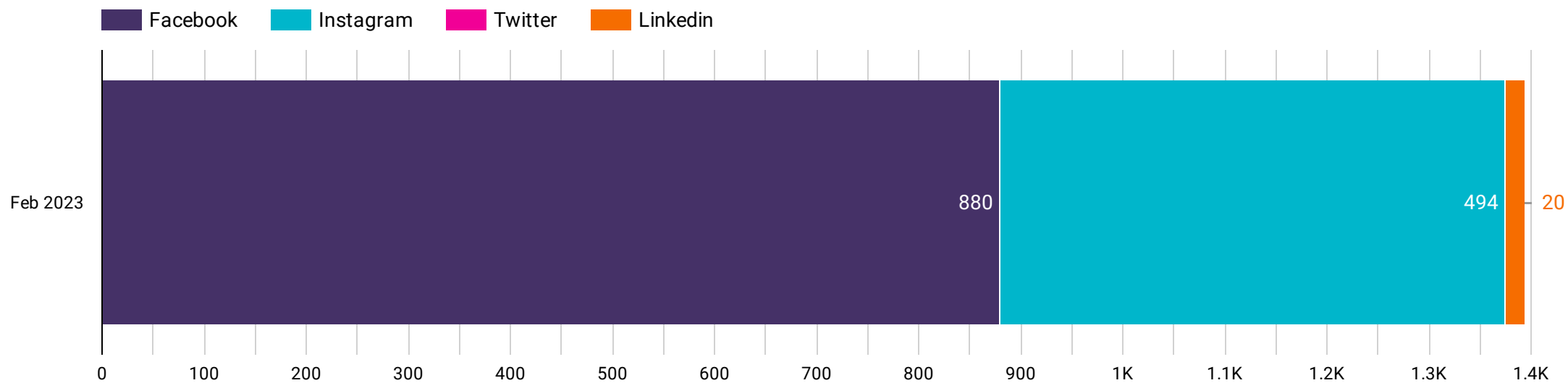
■ Feb. 14 from 7 p.m. to midnight at 2777 Irving Blvd., Dallas, and 1813 W. Bowie St., Fort Worth. \$10. For ages 21 and up. [cidercade.com](https://www.cidercade.com), [cidercadefortworth.com](https://www.cidercadefortworth.com).

PALENTINE'S DAY AT THE POCKET This mush-free Palentine's party will offer a mix of comedy, bingo, gaming and music, with a cash bar and plenty of laughs. Sherry Etzell and Trista Wyly are your hosts.

■ Feb. 15 at 7:30 p.m. at the Pocket Sandwich Theatre, 1104 Elm St., Carrollton. \$20. [pocketsandwich.com](https://www.pocketsandwich.com).

Twitter: @NormaLCavazos

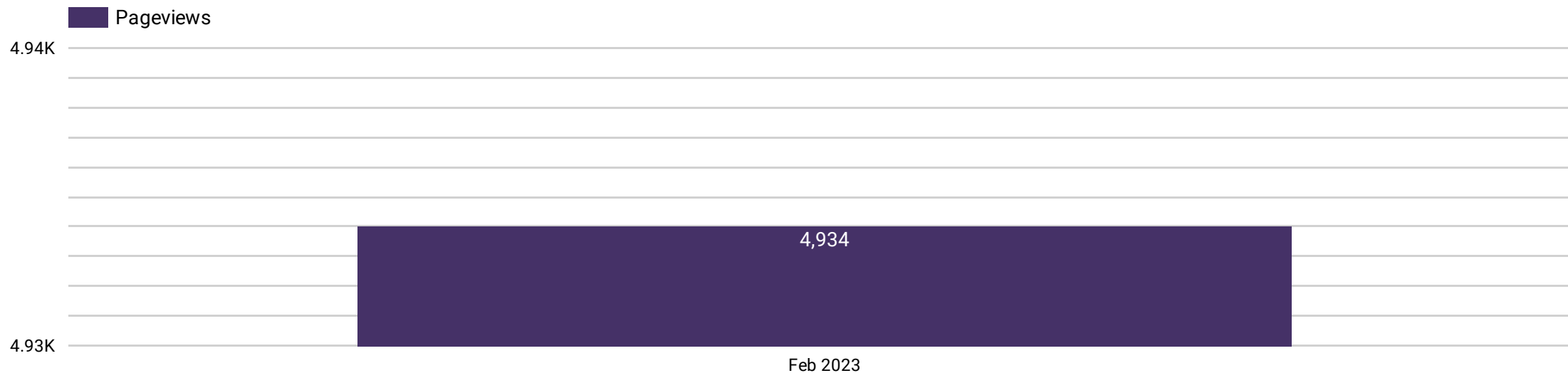
Additional Social Media Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	101,063	15,038	5,764	968	122,833
CC	17,099	2,669	2,453	477	22,698
Grand Total	118,162	17,707	8,217	1,445	145,531

Blog Pageviews



Blog Traffic Performance

	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	399	363	00:08:43	34.8%
2.	/blog/stories/post/10-irving-adventures-under-10/	248	210	00:05:56	25.48%
3.	/blog/	209	173	00:02:03	27.08%
4.	/blog/stories/post/six-sexy-spots-for-date-night/	195	183	00:07:10	39.39%
5.	/blog/stories/post/throwback-thursday-exploring-dfw-international-airport/	171	153	00:17:01	32.28%
6.	/blog/stories/post/top-10-quirky-must-do-things-in-irving/	169	156	00:06:37	34.86%
7.	/blog/stories/post/three-places-to-rub-your-belly-and-rest-your-head-in-irving/	129	117	00:07:29	40.86%
8.	/blog/stories/post/where-to-dance-the-winter-blues-off-in-irving-this-february/	125	118	00:10:48	40.17%
9.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	121	104	00:04:59	40.2%
10.	/blog/stories/post/where-to-get-pampered-in-irving/	120	103	00:01:43	31.37%

Email Performance Overview

Campaign Type ▾

Feb 1, 2023 - Feb 28, 2023 ▾

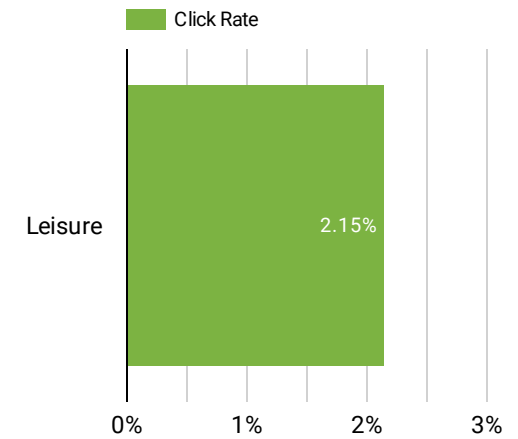
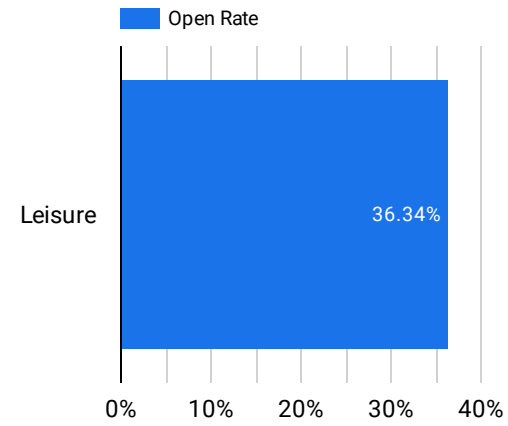
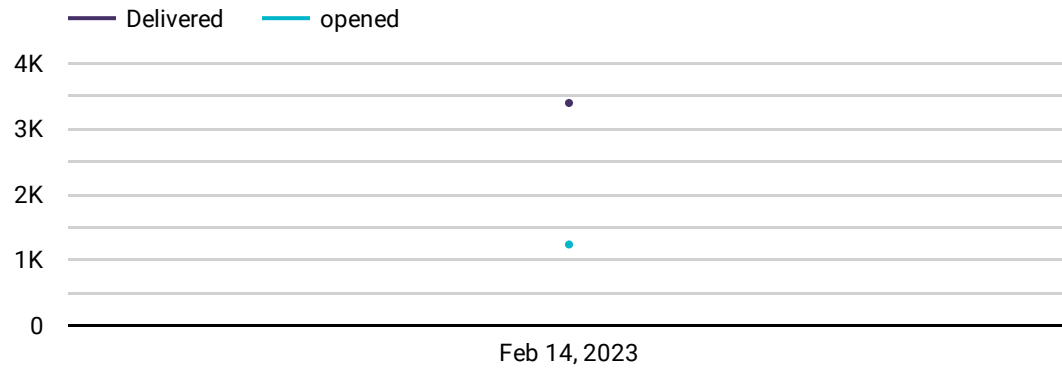
Newsletter Performance

Delivery Rate
96.86%

Open Rate
36.34%

Click Rate
2.15%

CTOR
5.92%



Email List

Date ▾	Campaign Type	Email Title	Sender Email	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	CTOR	Bounced
1. Feb 2023	Leisure	Leisure Newsletter - F...	info@irvingtexas.co...	3,503	3,393	96.86%	1,233	36.34%	73	2.15%	5.92%	110

Grand total **3,503** **3,393** **96.86%** **1,233** **36.34%** **73** **2.15%** **5.92%** **110**

Social Media Overview

Organization: CVB (1) ▾

Feb 1, 2023 - Feb 28, 2023 ▾

Total All Platforms

Total Followers

122,833

Facebook Instagram Twitter LinkedIn



Total Impressions

3,450,794

↑ 797,973

Facebook Instagram Twitter LinkedIn



Total Engagements

121,672

↑ 49,145

Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	101,063		15,038		5,764		968	
Impressions	2,455,174	953,035 ↑	993,100	21,184 ↑	1,572	782 ↑	948	-108 ↓
Engagements	48,753	25,343 ↑	72,825	16,726 ↑	38	1 ↑	56	-43 ↓
Net Followers	427	-110 ↓	451	-32 ↓	0	1 ↑	12	-2 ↓



Social Media Overview

Organization: CC (1) ▾

Feb 1, 2023 - Feb 28, 2023 ▾

Total All Platforms

Total Followers

22,698

Facebook Instagram Twitter LinkedIn



Total Impressions

535,876

↓ -181,904

Facebook Instagram Twitter LinkedIn



Total Engagements

33,205

↓ -3,058

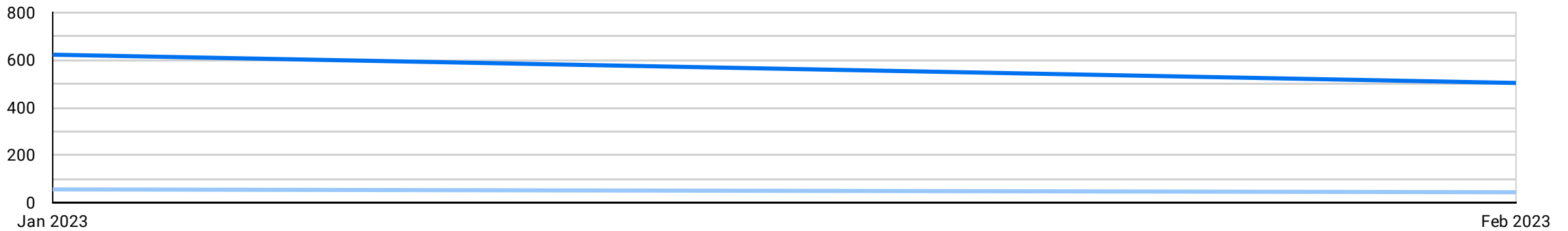
Facebook Instagram Twitter LinkedIn Engagement



By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
Followers	17,099		2,669		2,453		477	
Impressions	464,610	151,840 ↑	70,911	6,679 ↑	320	252 ↑	35	-14 ↓
Engagements	27,863	8,519 ↑	5,335	-85 ↓	7	5 ↑	0	-3 ↓
Net Followers	453	-37 ↓	43	-21 ↓	5	10 ↑	8	3 ↑

— Total Net Followers — Total Net Followers (previous year)





DATE: March 20, 2023
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: STR and AirDNA Data Reports – February Data

STR

Irving's hotel occupancy rate for February was 70.7%, which is higher than the US. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 9.7%, while Texas figures increased 7.0% and the US figures increased 5.8% for the month. Demand for the current period increased 9.8%, and YTD has increased 13.1% over last year, while STR data reflects a 9.7% increase for the current period and a 12.3% increase in YTD occupancy compared to 2022.

For the average daily rate, Irving was \$123.06, up 14.2% in February compared to last year, leaving Irving's YTD average daily rate at \$119.84, up 15.3% over last year.

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

AirDNA

For the month of February, there were 590 available listings in Irving which was a 49.4% increase in listings over last year's figure of 395. The average daily rate for February was \$207.01, which was a decrease of 8.90% over last year, with an occupancy percentage of 47.7%, which was a decrease of 13.13% compared to last year.

For the hotel comparable subset, the average daily rate for February was \$105.25, a decrease of 3.93% from last year, with occupancy at 50.7%, a decrease of 14.93% from last year.

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: February 2023

	Current Month - February 2023 vs February 2022												Year to Date - February 2023 vs February 2022											
	Occ %		ADR		RevPAR		Percent Change from February 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	60.0	56.7	152.01	137.87	91.22	78.21	5.8	10.3	16.6	17.2	0.5	6.3	56.2	51.9	147.13	131.11	82.71	68.08	8.3	12.2	21.5	22.0	0.4	8.7
Texas	63.7	59.5	117.08	104.78	74.58	62.37	7.0	11.7	19.6	20.7	0.9	8.0	59.8	55.0	113.60	100.56	67.94	55.27	8.8	13.0	22.9	23.9	0.8	9.7
Atlanta, GA	66.0	59.6	127.85	105.62	84.44	62.97	10.8	21.0	34.1	36.0	1.4	12.3	63.6	56.1	125.07	105.41	79.58	59.10	13.5	18.7	34.6	36.5	1.4	15.0
Arlington, TX	67.2	63.7	100.90	91.32	67.80	58.16	5.5	10.5	16.6	18.6	1.7	7.3	64.6	59.6	98.72	97.09	63.81	57.86	8.5	1.7	10.3	12.2	1.7	10.4
Charlotte, NC	62.3	57.0	119.54	106.53	74.45	60.68	9.3	12.2	22.7	21.6	-0.8	8.4	59.5	51.4	119.04	102.52	70.80	52.74	15.6	16.1	34.2	33.4	-0.6	14.9
Fort Worth, TX+	68.6	65.8	133.47	117.96	91.62	77.67	4.3	13.2	18.0	16.6	-1.2	3.0	66.0	61.3	130.48	114.69	86.08	70.34	7.6	13.8	22.4	20.9	-1.2	6.3
Frisco, TX+	63.7	53.2	157.17	132.23	100.07	70.37	19.6	18.9	42.2	42.6	0.3	20.0	63.6	50.2	154.99	134.43	98.62	67.54	26.7	15.3	46.0	46.4	0.3	27.0
Grapevine, TX+	77.0	64.7	194.06	178.44	149.48	115.38	19.1	8.8	29.6	29.6	0.0	19.1	72.7	57.5	191.25	176.62	138.97	101.57	26.4	8.3	36.8	36.8	0.0	26.4
Irving, TX+	70.7	64.5	123.06	107.78	86.97	69.47	9.7	14.2	25.2	26.4	1.0	10.7	66.2	58.9	119.84	103.97	79.31	61.27	12.3	15.3	29.5	30.7	1.0	13.4
Nashville, TN	65.5	57.7	165.29	145.04	108.26	83.69	13.5	14.0	29.4	34.6	4.0	18.1	60.1	52.4	155.25	137.70	93.34	72.21	14.7	12.7	29.3	34.6	4.1	19.3
Phoenix, AZ	80.4	77.4	277.53	202.14	223.03	156.37	3.9	37.3	42.6	42.3	-0.2	3.7	74.7	69.3	230.46	180.81	172.21	125.21	7.9	27.5	37.5	37.1	-0.3	7.6
San Jose, CA+	58.5	52.7	158.39	121.66	92.61	64.17	10.8	30.2	44.3	63.7	13.4	25.7	57.8	49.1	156.61	120.42	90.51	59.14	17.7	30.1	53.0	73.6	13.4	33.5

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

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

A blank row indicates insufficient data.

Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: February 2023

	Current Month - February 2023 vs February 2022												Year to Date - February 2023 vs February 2022												
	Occ %		ADR		RevPAR		Percent Change from February 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Irving, TX+	70.7	64.5	123.06	107.78	86.97	69.47	9.7	14.2	25.2	26.4	1.0	10.7	66.2	58.9	119.84	103.97	79.31	61.27	12.3	15.3	29.5	30.7	1.0	13.4	
Luxury/Full Service Irving+	71.5	60.7	167.54	146.74	119.77	89.01	17.9	14.2	34.6	34.6	0.0	17.9	65.2	53.8	165.85	143.81	108.11	77.33	21.2	15.3	39.8	39.8	0.0	21.2	
All Suite/Extended Stay Irving+	73.3	68.2	100.79	90.71	73.88	61.83	7.5	11.1	19.5	23.6	3.5	11.3	69.5	63.3	97.17	87.45	67.53	55.34	9.8	11.1	22.0	26.3	3.5	13.7	
Limited Service Irving+	75.0	70.8	115.71	101.31	86.83	71.72	6.0	14.2	21.1	21.1	0.0	6.0	71.2	63.7	111.72	97.89	79.55	62.31	11.9	14.1	27.7	27.7	0.0	11.9	
Budget Irving+	61.4	61.3	65.25	63.55	40.09	38.97	0.2	2.7	2.9	2.9	0.0	0.3	59.1	58.6	64.83	61.47	38.31	36.02	0.9	5.5	6.4	6.4	0.0	0.9	
Las Colinas+	68.0	59.2	139.86	121.70	95.03	72.03	14.8	14.9	31.9	37.5	4.2	19.7	64.0	53.8	136.16	118.22	87.09	63.64	18.8	15.2	36.8	42.6	4.2	23.9	
DFW North+	77.7	71.6	121.07	105.68	94.05	75.68	8.5	14.6	24.3	21.1	-2.5	5.7	71.6	66.0	117.54	100.61	84.22	66.45	8.5	16.8	26.7	23.5	-2.5	5.7	
DFW South+	67.2	64.3	99.13	91.26	66.65	58.66	4.6	8.6	13.6	13.7	0.0	4.6	63.6	58.5	97.15	88.65	61.83	51.89	8.7	9.6	19.1	19.2	0.0	8.7	
Full Service Las Colinas+	63.3	50.7	208.97	185.45	132.30	93.96	25.0	12.7	40.8	40.8	0.0	25.0	58.3	44.4	207.84	183.98	121.17	81.74	31.2	13.0	48.2	48.2	0.0	31.2	
Limited Service Las Colinas+	71.2	65.6	96.82	84.66	68.94	55.53	8.6	14.4	24.2	33.4	7.4	16.6	67.9	60.9	93.08	82.14	63.22	50.02	11.5	13.3	26.4	35.8	7.4	19.8	
Full Service DFW North+	82.8	71.1	150.39	133.09	124.48	94.60	16.4	13.0	31.6	31.6	0.0	16.4	73.2	63.3	149.15	129.18	109.18	81.71	15.7	15.5	33.6	33.6	0.0	15.7	
Limited Service DFW North+	74.1	72.0	98.20	87.57	72.79	63.02	3.0	12.1	15.5	10.6	-4.3	-1.4	70.6	67.9	94.62	82.81	66.77	56.24	3.9	14.3	18.7	13.7	-4.3	-0.5	
Full Service DFW South+																									
Limited Service DFW South+	65.2	63.4	89.61	84.87	58.41	53.80	2.8	5.6	8.6	8.6	0.0	2.9	61.8	58.1	88.40	82.35	54.66	47.86	6.4	7.4	14.2	14.2	0.0	6.4	

AirBNB Data

	Occ %		ADR		RevPAR		Percent Change from Prior Year						Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Entire Place	47.7	54.9	207.01	227.23	98.78	124.81	-13.13	-8.90	-20.86	10.4	41.3	17.6	47.1	51.79	204.60	219.59	96.43	113.72	-9.00	-6.82	-15.21	5.8	26.7	14.6
Hotel Comparable	50.7	59.62	105.25	109.56	53.38	65.32	-14.93	-3.93	-18.27	12.6	37.8	17.2	50.3	57.20	103.71	105.73	52.20	60.48	-12.01	-1.91	-13.69	7.3	24.3	9.4

Available Listings	2023	2022	% Chg
Entire Place	364	250	45.6
Private Room	160	92	73.9
Shared Room	66	53	24.5
Total Available Listings	590	395	49.4

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	86	76	12872	11444
Luxury/Full Service Irving+	16	14	4904	4304
All Suite/Extended Stay Irving+	31	30	3620	3513
Limited Service Irving+	14	14	1794	1794
Budget Irving+	24	17	2435	1714
Las Colinas+	32	31	5485	5149
DFW North+	24	24	3863	3863
DFW South+	30	21	3524	2432
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	24	23	3226	2890
Full Service DFW North+	4	4	1589	1589
Limited Service DFW North+	20	20	2274	2274
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	19	2468	1976
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand
Source: Smith Travel Research

	2022			2023			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	54.0	213,194	213,194	62.4	248,857	248,857	16.7%	16.7%	15.6%	15.6%
February	64.5	232,046	445,240	70.7	254,724	503,581	9.8%	13.1%	9.7%	12.3%
March	71.0	282,761	728,001							
April	74.5	286,896	1,014,897							
May	71.2	280,494	1,295,391							
June	74.3	283,046	1,578,437							
July	66.3	265,307	1,843,744							
August	66.3	261,179	2,104,923							
September	70.3	268,063	2,372,986							
October	75.0	299,270	2,672,256							
November	63.2	243,885	2,916,141							
December	57.9	231,094	3,147,235							

Irving, Texas & United States Comparison

February 2023

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	116.24	16.4%	116.24	16.4%	62.4%	15.6%	62.4%	15.6%	72.49	34.6%	72.49	34.6%
FEBRUARY	123.06	14.2%	119.84	15.3%	70.7%	9.7%	66.2%	12.3%	86.97	25.2%	79.31	29.5%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:												
	ADR	116.92	19.5%		Occupancy	68.5%	12.6%		RevPAR	80.12	34.6%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	110.03	14.5%	110.03	14.5%	56.3%	10.7%	56.3%	10.7%	61.93	26.8%	61.93	26.8%
FEBRUARY	117.08	11.7%	113.60	13.0%	63.7%	7.0%	59.8%	8.8%	74.58	19.6%	67.94	22.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

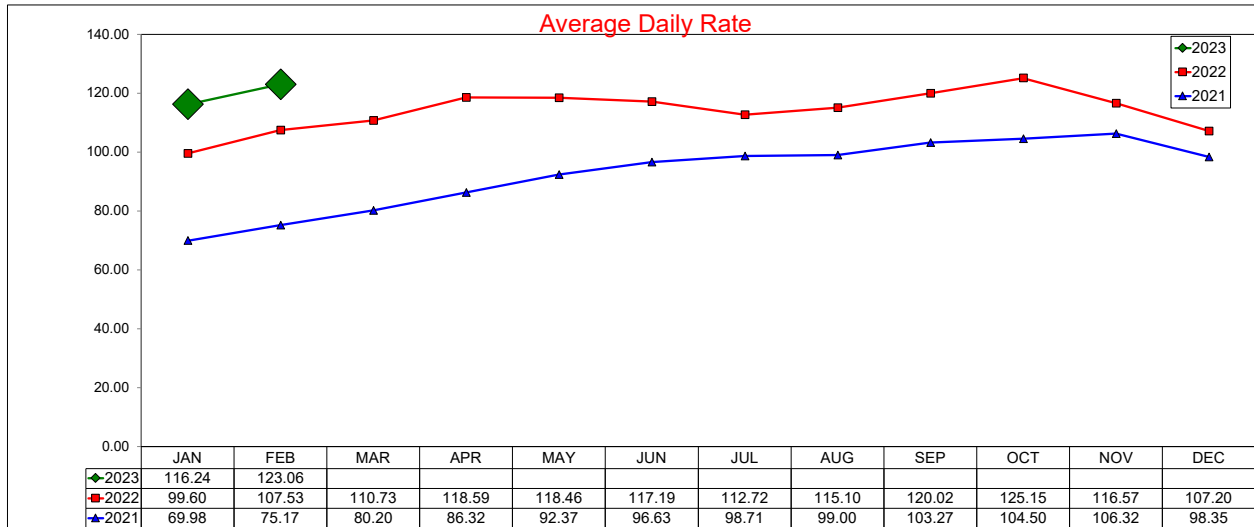
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	142.14	14.8%	142.14	14.8%	52.8%	10.9%	52.8%	10.9%	75.01	27.3%	75.01	27.3%
FEBRUARY	152.01	10.3%	147.13	12.2%	60.0%	5.8%	56.2%	8.3%	91.22	16.6%	82.71	21.5%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

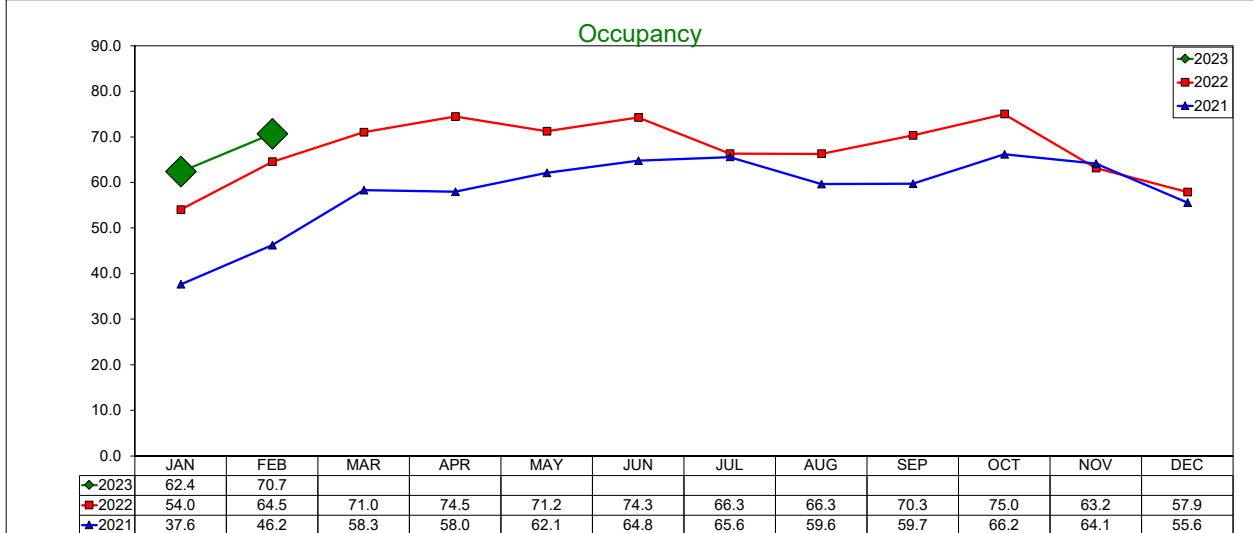
SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

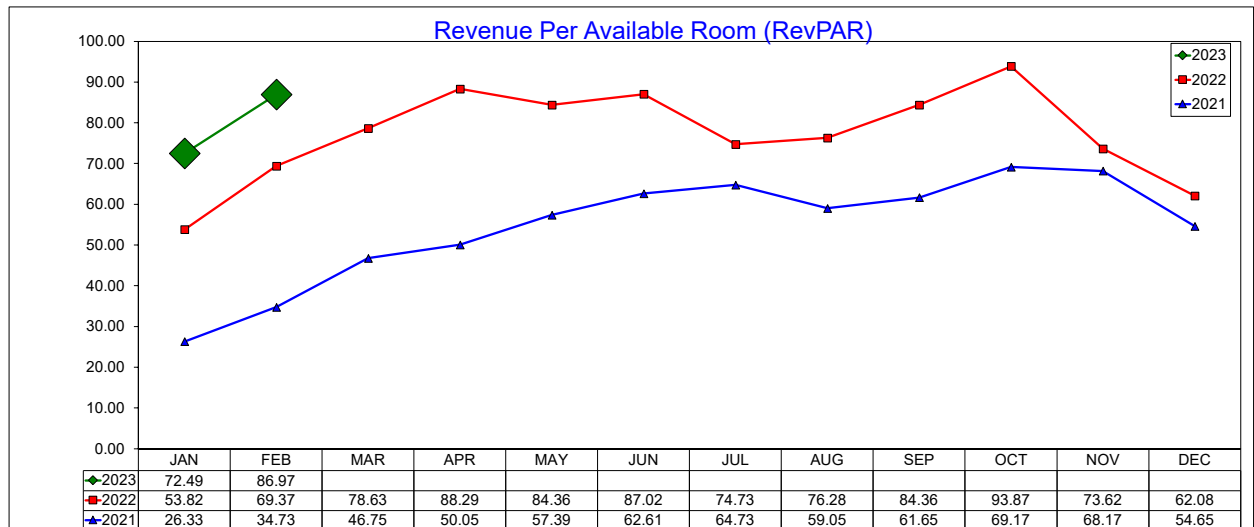
February 2023



12 month ADR Rolling Average through February 2023 is \$116.92 with a change from last year of 19.5%



12 month Occupancy Rolling Average through February 2023 is 68.53% with a change from last year of 12.6%



12 month RevPAR Rolling Average through February 2023 is \$80.12 with a change from last year of 34.6%

Monthly & YTD AirDNA Data February 2023

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	202.11	-5.0%	202.11	-5.0%	46.5%	-5.5%	46.5%	-5.5%	94.06	-10.2%	94.06	-10.2%
FEBRUARY	207.01	-8.9%	204.60	-6.8%	47.7%	-13.1%	47.1%	-9.0%	98.78	-20.9%	96.43	-15.2%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

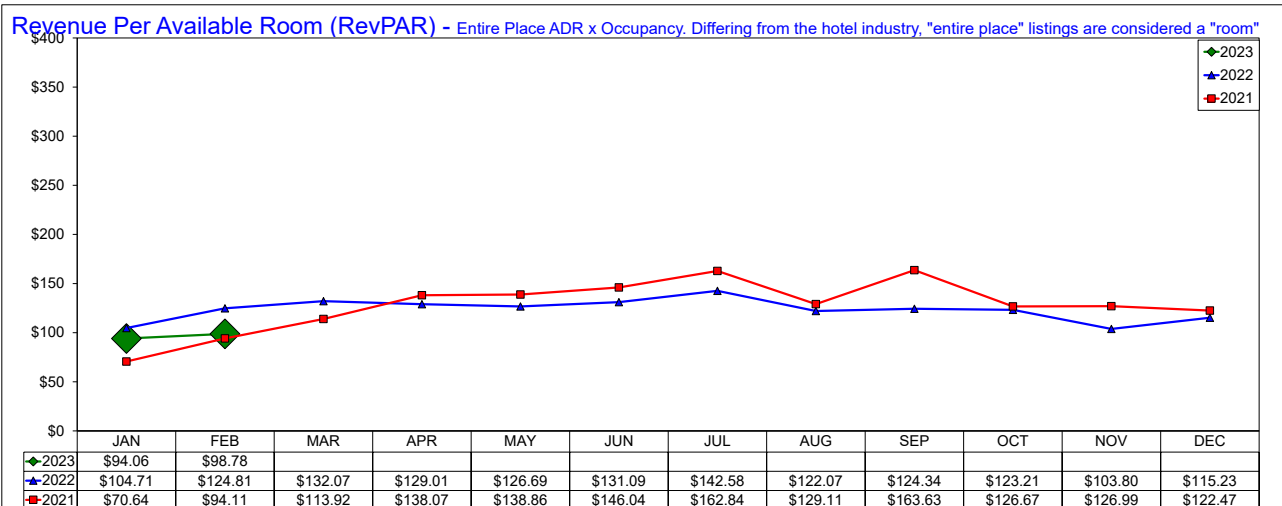
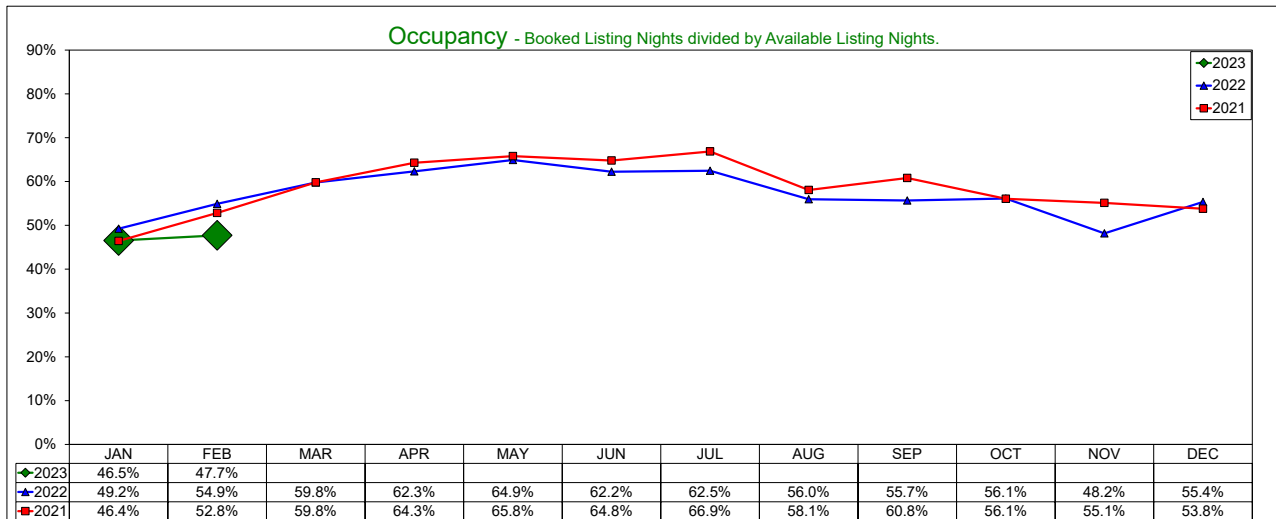
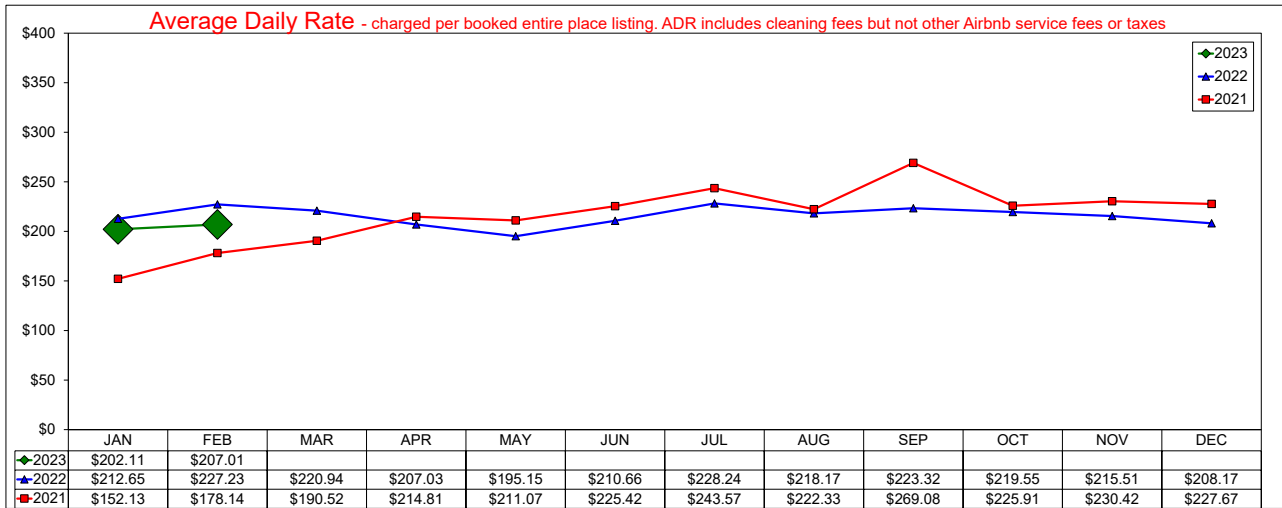
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.16	-0.2%	102.16	-0.2%	49.9%	-9.6%	49.9%	-9.6%	51.02	-9.7%	51.02	-9.7%
FEBRUARY	105.25	-3.9%	103.71	-1.9%	50.7%	-14.9%	50.3%	-12.0%	53.38	-18.3%	52.20	-13.7%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirDNA - Entire Place

February 2023

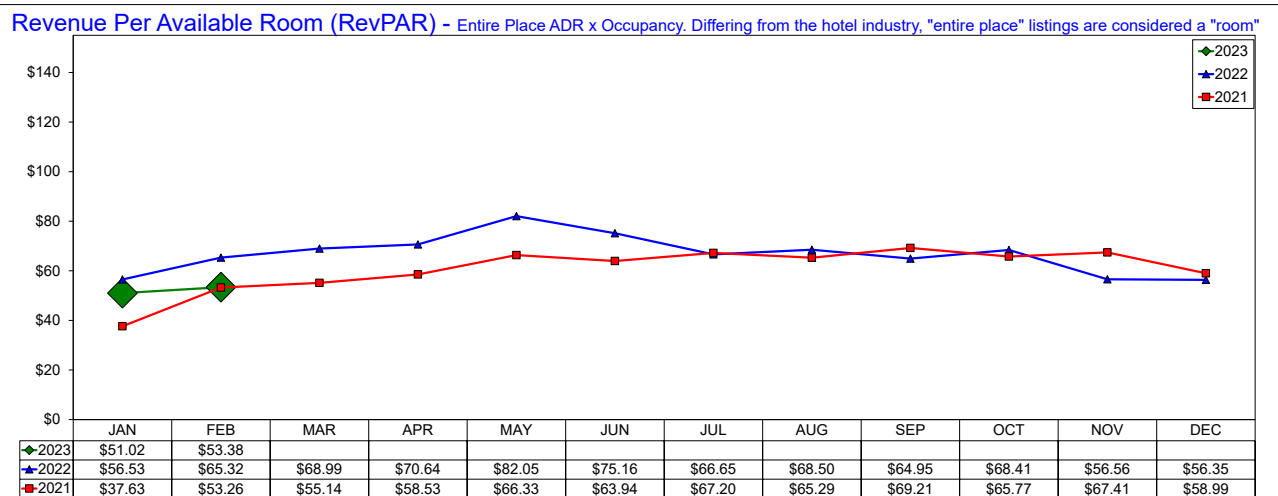
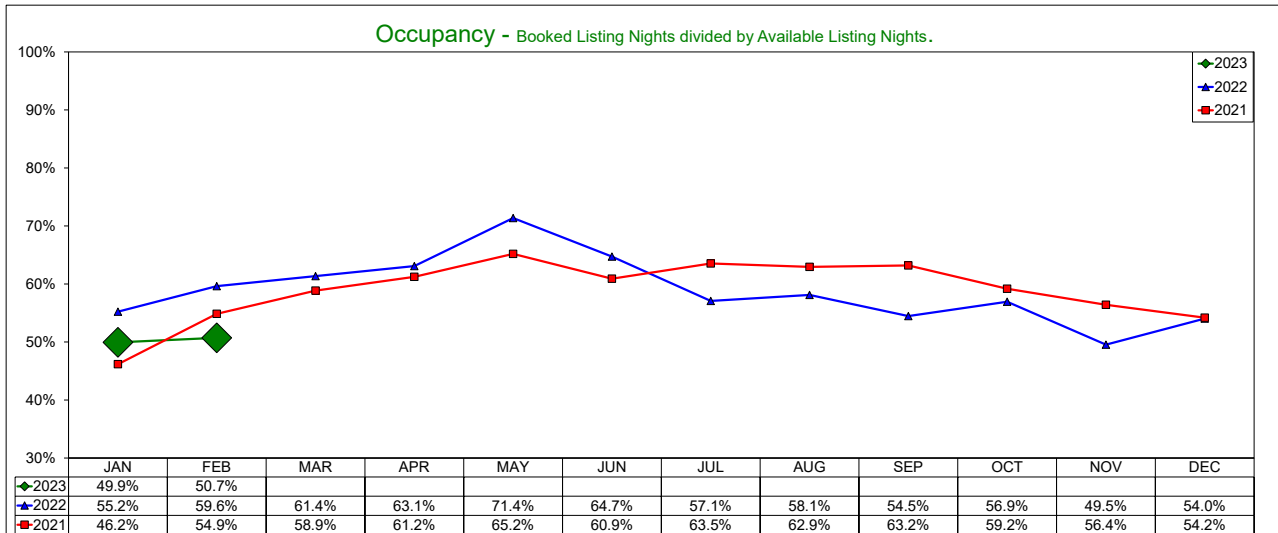
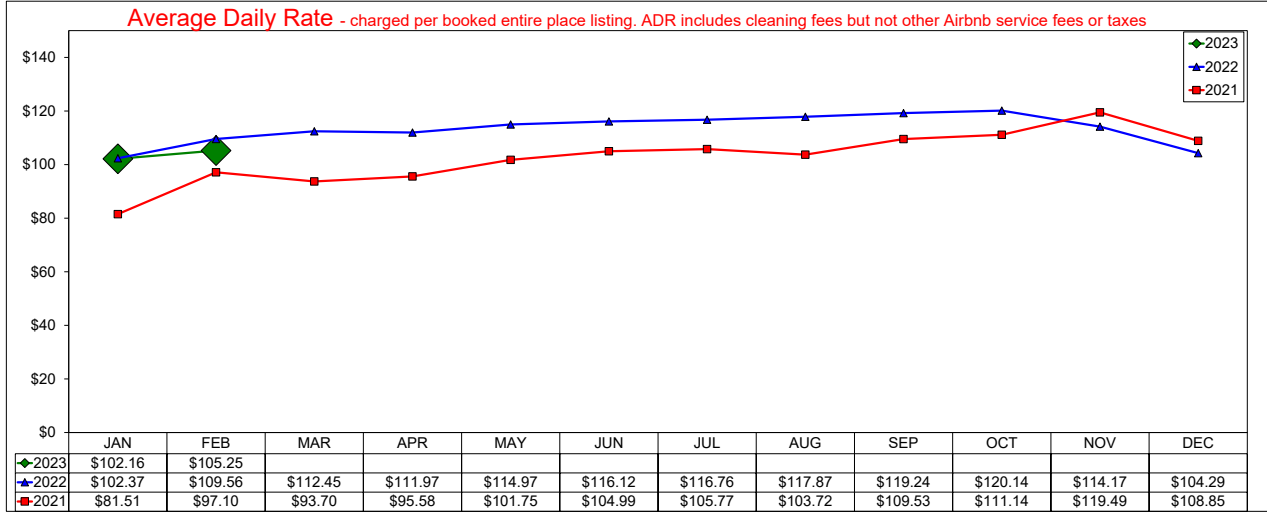
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirDNA - Hotel Comparable Subset

February 2023

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



2023 - 2022 - 2021 COMPARISON
Occupancy/ADR/RevPAR

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 27, 2023**

**CONVENTION CENTER
MANAGEMENT REPORTS**



**IRVING
CONVENTION CENTER
AT LAS COLINAS**

AN ASM GLOBAL MANAGED FACILITY

March 17, 2023

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	46,560	50,750	67,132	419,240	424,240	355,594
Ancillary Income	378,046	328,130	196,686	2,063,174	1,691,515	1,050,659
Total Event Income	424,606	378,880	263,818	2,482,414	2,115,755	1,406,253
Other Income	107,531	76,586	48,876	430,971	359,010	242,082
Adjusted Gross Income	532,137	455,466	312,694	2,913,385	2,474,765	1,648,335
Indirect Expenses	(554,109)	(574,036)	(468,744)	(3,044,180)	(2,914,445)	(2,423,081)
Net Income (Loss)	(21,972)	(118,570)	(156,050)	(130,795)	(439,680)	(774,746)

- Total direct event income consisted of rental, and service revenue from the fifteen revenue-producing events we had for the month.
- Total event income surpassed budget thanks to a strong showing from Lifestyles Unlimited, FranklinCovey and My Hero Convention.
- Other operating income includes February's Westin garage rental, Enterprise's rent, transient parking revenue, & various commissions.
- Indirect expenses were under budget by \$19,927.
- Overall, the ICC came in under budget by \$96,598.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	621,394	443,920	260,872	2,873,099	2,256,039	1,288,167
Net Income/(Loss)	326,612	272,080	143,660	1,693,424	1,415,750	732,642
Net Income/(Loss) %	52.56%	61.29%	55.07%	58.94%	62.75%	56.87%

ICC by the Numbers

EVENTS	
This month	To date
17	85
Current Year	Current Year
17	80
Prior Year	Prior Year

VISITORS	
This month	To date
12,271	71,007
Current Year	Current Year
14,578	49,974
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
1,760	14,391
Current Year	Current Year
1,910	14,154
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
3	93.3%
This Month	Current Month
17	92.9%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
9	66
Current Year	Current Year
16	98
Prior Year	Prior Year

Target Industry Bookings

CoHEsion – September 2024

HCA Medical City Healthcare – April 2023

March and April at a Glance

- February 26-March 1 Southern Baptist
- March 2-4 North Texas Teen Book Festival
- March 5 Delta Sigma Theta
- March 6-7 IISD – State of the District
- March 6-11 Graphics Pro Expo
- March 8 US Department of Transportation
- March 15-18 Scrapbook Expo
- March 19 Sneaker Travelers Expo
- March 22-26 National Guard Association of Texas
- March 26 Great American Franchise Expo
- March 27-29 Total Telecom
- March 28-29 SiFi Networks
- March 30 Independent Bankers Association
- March 31-April 1 Hi-Line Meeting
- March 31-April 2 Express Cheer
- April 3-6 Parent & Family Engagement Statewide Initiative
- April 4 Women’s Business Council Southwest
- April 5-6 Breakfast with the Stars
- April 8-13 National Catholic Education Association Conference
- April 14 HCA Medical City Healthcare
- April 14-16 Legacy Dance Championship
- April 16-18 Texas Center for the Judiciary
- April 18-19 TechStrong
- April 19-23 Texas Association of Student Councils
- April 23-25 Hillsdale College
- April 26-29 Southwest Drycleaners Association
- April 26-30 ID Life

cc: Tom Meehan, General Manager, ASM Global

March 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
Southern Baptists of Texas Evangelism Conference De finite 34 Rooms			North Texas Teen Book Festival De finite 11 Rooms			
5	6	7	8	9	10	11
Delta Sigma Theta Br... De finite 7 Rooms	The NBM Show Graphics Pro Expo De finite 22 Rooms					
	IISD - State of the District De finite 5 Rooms		USDOT and Small Busi... De finite 6 Rooms			
12	13	14	15	16	17	18
		Halff Associates c/o T... De finite 2 Rooms	Scrapbook Expo 2023 De finite 17 Rooms			
19	20	21	22	23	24	25
The Sneaker Travelers De finite Exhibit Hall A (all)				National Guard Association of Texas De finite 20 Rooms		
					Marriage Retreat 2023 De finite 2 Rooms	
					Great American Franchise Expo De finite Exhibit Hall A (all)	
26	27	28	29	30	31	1
National Guard Associ... De finite 2 Rooms	Connected America De finite 8 Rooms			IBAT Luncheon De finite 4 Rooms	Express Cheer De finite 7 Rooms	
Great American Franch... De finite Exhibit Hall A (all)	ICVB Board of Directo ... De finite Jr. Ballroom - C+D		SiFi Meeting De finite 2 Rooms		Richardson High Scho ... De finite Level 4	
	Maven Meeting Tentative 6 Boardroom		ICVB Marketing Meeting De finite Meeting Rm 1		Hi-Line Meetings De finite 17 Rooms	

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
National Guard Associ... De finite 2 Rooms	Connected America De finite 8 Rooms			IBAT Luncheon De finite 4 Rooms	Express Cheer De finite 7 Rooms	
Great American Franch... De finite Exhibit Hall A (all)	ICVB Board of Directo... De finite Jr. Ballroom - C+D	SiFi Meeting De finite 2 Rooms			Richardson High Scho... De finite Level 4	
	Maven Meeting Tentative 6 Boardroom	ICVB Marketing Meeting De finite Meeting Rm 1			Hi-Line Meetings De finite 17 Rooms	
2	3	4	5	6	7	8
Express Cheer De finite 6 Rooms	Region 16 Education Service Center 2023 North Summit De finite 7 Rooms					National Catholic Edu... De finite 3 Rooms
		Women's Business Cou... De finite 8 Rooms	Breakfast with the Stars De finite Level 4			
9	10	11	12	13	14	15
National Catholic Education Association Conf De finite 28 Rooms					HCA Medical City Healt... De finite 19 Rooms	
					Legacy Dance De finite 4 Rooms	
						Irving High School Pro... De finite 2 Rooms

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	17	18	19	20	21	22
Legacy Dance De finite 4 Rooms						
2023 Regional A De finite 12 Rooms						
		USAT All-City De finite Jr. Ballroom - D				
		TechStrong De finite 18 Rooms				
			TASC Annual Conference De finite 21 Rooms			
23	24	25	26	27	28	29
TASC Annual Conference De finite 6 Rooms			ID Life De finite 6 Rooms			
Hillsdale College NLS De finite 10 Rooms			Southwest Drycleaners Association Cleaners Showcase De finite 12 Rooms			
			7x24 Exchange Confer... De finite 8 Rooms		A4 LE Tentative 6 Meeting Rm 7	

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
ID Life De finite 4 Rooms				Texas Cornhole Signature Series #4 De finite 7 Rooms		
2023 TEXSOM International Wine Awards De finite 9 Rooms						
Southwest Drycleaner... De finite 6 Rooms	Mastery Partners Business Transition Summit De finite 14 Rooms					
	NTBA De finite 6 Rooms					
			Citi Meeting Tentative 12 3 Rooms			
				FMI - Camouflage to C... Tentative 1 Meeting Rm 7		

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
ID Life De finite 4 Rooms				Texas Cornhole Signature Series #4 De finite 7 Rooms		
2023 TEXSOM International Wine Awards De finite 9 Rooms						
Southwest Drycleaner... De finite 6 Rooms	Mastery Partners Business Transition Summit De finite 14 Rooms					
	NTBA De finite 6 Rooms					
			Citi Meeting Tentative 12 3 Rooms			
				FMI - Camouflage to C... Tentative 1 Meeting Rm 7		
7	8	9	10	11	12	13
Texas Cornhole Signat... De finite 5 Rooms		ICVB Destination Deve... De finite 1st Floor Boardroom	Trampoline & Tumbling 2023 Elite Challenge De finite 4 Rooms			
		DFW Airport Tentative 1 9 Rooms	Weaver CPE Day De finite 4 Rooms	IISD - Salute to Service De finite 2 Rooms	The City of Irving's In ... Tentative 1 5 Rooms	Sam Houston Prom De finite 3 Rooms
			Brown & Brown Tentative 1 6 Rooms			
			U.S. Department of Tr... Tentative 6 2 Rooms			

May 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14 Trampo line & Tumblin... De finite 3 Rooms	15 Neighbo rly Meeting De finite 14 Rooms	16	17	18	19	20
			SouthWest Benefits Association Conference De finite 4 Rooms			
				Hall of Fame Dance Competition De finite 2 Rooms		
						Arlington Prom De finite 3 Rooms
21 Hall of Fame Dance Co ... De finite 2 Rooms	22	23	24	25	26	27
2023 Regional B De finite 11 Rooms				Texas Frightmare Weekend De finite 8 Rooms		
	ICVB Board of Directo ... De finite Jr. Ballroom - C+D	DFW Minority Supplier Showcse De finite 15 Rooms				
28 Texas Frightmare Wee... De finite 8 Rooms	29 Memorial Day	30	31	1	2	3
		IES 2023 Quality Summit De finite 3 Rooms				
			A-Kon 2023 De finite 11 Rooms			

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Texas Frightmare Wee... De finite 8 Rooms	29 Memorial Day	30 IES 2023 Quality Summit De finite 3 Rooms	31 A-Ko n 2023 De finite 11 Rooms	1	2	3
4 A-Ko n 2023 De finite 10 Rooms	5	6 Elevate IT De finite 9 Rooms	7 All Industry Day 2023 IIAD De finite 6 Rooms	8	9 Express Cheer Camp De finite Exhibit Hall A (all)	10 Lambda Phi Epsilon International Fraternity Netw... De finite 7 Rooms
		New Western Meeting Tentative 1 Jr. Ballroom - A,B+C				Texas USAG Annual Aw... De finite 2 Rooms
						Sneaker Exit Tentative 6 3 Rooms
11 Texas Funeral Directors TFDA 2023 Annual Convention & Expo De finite 19 Rooms	12	13	14	15	16	17
Express Cheer Camp De finite Exhibit Hall A (all)			Synergy Dance Competition De finite 6 Rooms			
Lambda Phi Epsilon Int... De finite 6 Rooms				AFP 2023 DFW Philanthropy in Action De finite 12 Rooms		UT SW Radiology Grad... Tentative 6 2 Rooms
18 Synergy Dance Compe... De finite 5 Rooms	19 June teerth	20	21	22	23	24
	Learning Forward Texas 2023 De finite 14 Rooms					
			Steubenville Lone Star 2023 De finite 23 Rooms			

June 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
Steubenville Lone Star... De finite 23 Rooms	Pri-Med Access 2023 De finite 7 Rooms		Linehaul Summit, LLC De finite 19 Rooms			IMEP Conference De finite 2 Rooms
	ICVB Board of Directo... De finite Exhibition Hall B					

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MARCH 27, 2023**

**INDUSTRY REPORTS /
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EVENTS

VIEW THE DATE OF:

MM/DD/YYYY

FILTER BY EVENT TYPE

Clear All Event Types

Networking

Other

FILTER BY CALENDAR TYPE

Organization

APRIL 2023

month week list month

today < >

April 5, 2023		Wednesday
9:00am - 10:00am	● Coffee Break	
April 19, 2023		Wednesday
11:00am - 12:00pm	● Virtual Member Orientation	
April 20, 2023		Thursday
12:00am	● HOLD: Chamber Event	
April 27, 2023		Thursday
4:30pm - 6:00pm	● Five-Star Business Mixer	



IRVING NEWS

University Of Dallas In Irving Attains Top Tier In National Ranking For Well-Rounded Core Curriculum



By IrvingWeekly Staff | Published March 4, 2023



According to a third-party study, the University of Dallas is one of just seven schools in America that challenges its students to explore the full variety of the liberal arts. UD is also the only member of the Association of Catholic Colleges and Universities that earned this distinction.

The American Council of Trustees and Alumni (ACTA) publishes a yearly report card that grades universities on their basic class requirements. The ranking considers six subjects: composition, literature, foreign languages, government or history, economics, mathematics and science.

Only 22 schools nationwide earned the “A” grade, requiring students to engage with at least five of these subjects. Out of these schools, just a handful — including UD — require coursework in all six subjects.

Thanks to the formative Core Curriculum, UD is the only university in Texas where undergraduates gain an understanding of all these subjects. In addition, the Core also includes requirements in theology and fine arts, which ACTA commended.

“Location, social climate and other aspects of campus life all have their place in the college hunt. But with its annual report card, ACTA is answering the most fundamental question about a university’s purpose: what will students actually learn?” said UD President Jonathan Sanford, Ph.D.

“In our Core Curriculum, students are immersed in the great works of Western civilization, discuss life’s most



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WHAT'S NEW

1

CRACKDOWN ON CATALYTIC CONVERTER THEFT IS ADOPTED BY SENATE CRIMINAL JUSTICE COMMITTEE

2

NEW PARKLAND MOBILE IMMUNIZATION UNIT DEBUTS SATURDAY

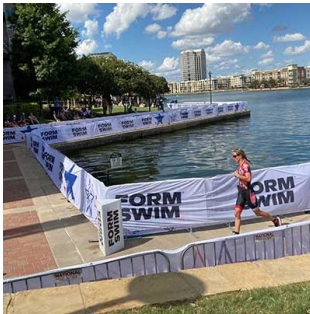
3

HISPANIC MAN SHOT BY DALLAS POLICE OFFICER DURING FIGHT

fundamental questions, and gain an understanding of the natural sciences through real experimentation,” said Philip Harold, Ph.D., dean of the university’s undergraduate Constantin College of Liberal Arts.

“Our students graduate with a full, rich engagement with the world and awareness of their place in it, well-prepared for their journey of lifelong learning.”

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**IRVING CONVENTION AND VISITORS BUREAU
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MONDAY, MARCH 27, 2023**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**

CULTURE

Jordan Spieth-Backed Invited Debuts a Multi-Million Dollar Revamp of Irving's Sky-High Private Club — Get to Know the Constellation Club

Everything to Know About the Aviation-Inspired Retreat, Opening on March 30

BY MEGAN ZIOTS // 03.10.23



1 *Invited has transformed The Constellation Club in Irving. (Rendering courtesy of Thiel &*
3 *Thiel)*

Formerly La Cima Club, a private club on the 26th floor of The Towers at Williams Square is getting a major transformation this spring. **The Constellation Club**, a members-only club from Dallas-based Invited, will debut with brand-new amenities, restaurants, and incredible views in Irving on March 30.

Invited (the world's largest owner and operator of private clubs) recently had their own revamp after rebranding from ClubCorp in 2022. They also snagged golf star and Dallasite Jordan Spieth as a new investor and brand ambassador. And now, the



owners of The Tower Club Dallas and several local country clubs are spending \$3.4 million to reinvent their new flagship club.

Apart from the fact that La Cima was a bit dated, BB Jorjadze, Regional General Manager of Dallas City Clubs at Invited, tells *PaperCity* Dallas that, when deciding on the rebrand, they focused on what the future was going to look like for their city clubs and how Invited could most add value to its members.

“There’s a huge move in Las Colinas for new development,” he says. “It made sense to upgrade this space as we’re headquartered in Dallas and it’ll be our flagship.”



Although they are looking to the future, The Constellation Club will have mod, retro vibes. (Rendering courtesy of Thiel & Thiel)

The Constellation Club Design

Although they are looking to the future, The Constellation Club will have mod, retro vibes. “The club will pay homage to the golden era of aviation,” Jorjadze says. Named after the Constellation airplane — commissioned in 1939 by Howard Hughes (Trans World Airlines owner) — the club will embody the same warmth and hospitality that came with a new, comfortable way to travel.



A little fun history: The Lockheed Constellation “Connie” broke the transcontinental speed record of the era in 1946 and served as President Dwight D. Eisenhower’s Air Force One in the ’50s.

Designed by Thiel & Thiel, the space features a mid-century design. Jorjadze says a highlight of the club is the entry and bar area looking out at the lake. New amenities include the Library Lounge for members to work. There are also Touch Down Rooms — private offices for those to take calls and meetings.

“The club has every small touch,” Jorjadze says. “It’s a gem in the city where you can entertain and celebrate.”



“The club has every small touch,” Jorjadze says. “It’s a gem in the city where you can entertain and celebrate.”
(Rendering courtesy of Thiel & Thiel)



The New Restaurants and The Inspiration Behind Them

As for dining concepts, Regional Executive Chef Brandon Galitz has created new fine dining and casual restaurants for the space. Both will have international influence as Galitz's background is primarily with Wolfgang Puck concepts.

Inspired by his mother (he spent a lot of time with her cooking) and a professional chef neighbor he had as a child, Chef Galitz graduated with Le Grand Diploma in Culinary Arts from the prestigious California Culinary Academy. He formerly worked at CUT by Wolfgang Puck in Marina Bay Sands Singapore as chef de cuisine, where he helped gain and retain its Michelin star status from 2016 through 2019. In 2021, he was brought on by Invited Clubs as executive chef of Tower Club Dallas. Now as regional executive chef, Galitz is cooking up whole new menus for The Constellation Club.

Revel, the all-day casual concept, was inspired by California cuisine and will feature a new take on modern American dishes with international influence. Some key highlights include the Stir Fry Angry Lobster, Karaage Chicken Cobb, Spicy Vodka Rigatoni with rock shrimp, and Ribeye Wiener Schnitzel. As for the fine dining concept, **Icon** will be internationally inspired.

It's All About Community

Relationships with the community are important to Invited Clubs. During the pandemic Tower Club Dallas connected with [Bonton Farms](#) to source local produce for its restaurants. Located in south Dallas, the urban farm founded by Daron Babcock provides organically-grown food to residents in need.

“I want to invite the community to come check us out,” says Jorjadze. The launch of The Constellation Club “embodies Invited Clubs’ mission of building relationships and enriching lives.”

