



**Board of Directors Meeting**

**Monday, March 25, 2024 @ 3:30 p.m.**

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

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

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(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MEETINGS/SPECIAL MEETINGS  
OCTOBER 2023-SEPTEMBER 2024**

Place	Last	First	10/20/2023	11/13/2023	12/18/2023	1/22/2024	2/26/2024	3/25/2024	4/29/2024	5/20/2024	6/24/2024	7/29/2024	8/26/2024	10/25/2024	
1	Jones	Cambria	n/a	n/a	P	P	P								
2	Basoco	Michael	P	P	P	P	P								
3	Gibson	Colvin	P	P	P	P	P								
4	Stewart, Jr	Richard	#	P	P	P	P								
5	Booker	Stephanie	n/a	n/a	P	P	#								
6	Arafat	Yasir	P	P	#	P	P								
7	Reed	Sam	P	P	P	P	P								
8	Mahoney	William	P	P	P	P	P								
9	Gears	Herbert	P	P	P	P	P								
10	Hoskins	Nydia	*	*	P	P	*								
11	Kang	Julia	P	P	#	P	P								
12	Malcolm	Greg	P	P	P	P	P								
13	Cole	David	P	P	P	*	P								
Liaison	Bowman	Beth	P	P	P	P	P								
	Burke	Dallas	#	#	*	P	*								
	DeBeaudry	Tommy	*	P	*	P	P								
	Fenley-Garcia	Stephanie	P	P	P	P	P								
	Hawkins	Todd	*	*	P	P	P								
	Hillman	Chris	*	*	P	P	P								
	Limon	Kim	*	*	P	P	*								
	O'Briant	Kelly	#	P	#	P	#								
	Perot	Hammond	*	P	P	P	P								
	Philipp	Joe	P	P	P	P	P								
	Rogers	Dick	N/A	N/A	#	P	P								
	Taylor	Councilman Kyle	*	P	P	*	P								
	Watson	Brad	N/A	*	P	*	P								
Venegas	Clare	#	#	#	#	#									

**P = Present**  
**\* = Business**  
**# = Other**  
**β = Represented**

**C = Cancelled**  
**n/a = Not a member at this time**

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, March 25, 2024 at 3:30 PM**  
**Irving Convention Center – Third Floor, Jr. Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Meeting Minutes for February 26, 2024
3. Accepting the ICVB Financial Report for February 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Report for February 2024

**Presentation**

6. Irving Hotel Outlook Presentation – Tourism Economics Quarterly Update
7. Toyota Music Factory Updates – Eric Albert, General Manager

**Board Reports**

8. Board Chair Report
  - a. Next Board Meeting – April 22, 2024
9. Board Committee Reports
  - a. Board and Business Development – Sam Reed
    - Recap of March 8 Meeting
    - Next Meeting – June 14
  - b. Community Engagement – Colvin Gibson
    - Next Meeting – April 16
  - c. Destination Development – Greg Malcolm
    - Next Meeting – May 14

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## AGENDA - Continued

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10. City Reports
  - a. Council Liaison – Councilman Kyle Taylor
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - Visitor Development Updates
    - Other City Updates
  
11. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. 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
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Greg Malcolm, Kim Limon, Nydia Hoskins
  - c. Industry-At-Large Report – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
  
14. Partner Organization & Stakeholder Reports
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Brad Watson/Beth Bowman
  - c. Irving Arts and Culture – Kelly O’Briant/Todd Hawkins
  - d. The Las Colinas Association – Hammond Perot
  - e. TIF – Dick Rogers
  - 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

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

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

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 25, 2024**

## **AGENDA ITEMS**

## MINUTES

**Irving Convention & Visitors Bureau Board of Directors  
Monday, February 26, 2024 at 11:45 AM  
Hilton Garden Inn DFW Airport North  
2001 Valley View Lane, Orchid Camelia Salons  
Irving, Texas 75061**

Attendance: Richard Stewart, Jr. – Board Chair; Herb Gears – Board Vice Chair; Yasir Arafat, Michael Basoco, Beth Bowman, David Cole, Tommy DeBeaudry, Stephanie Fenley-Garcia, Colvin Gibson, Todd Hawkins, Chris Hillman, Cambria Jones, Julia Kang, William Mahoney, Greg Malcolm, Hammond Perot, Joe Philipp, Sam Reed, Dick Rogers, Council Liaison Kyle Taylor, and Brad Watson – Board Members; Councilman Mark Cronenwett, Assistant City Manager Philip Sanders, Senior Assistant City Attorney Christina Weber, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan – ICC Staff; Carol Boyer, Maura Gast, Wendy Foster, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB. Hilton Garden Inn DFW Airport South General Manager Elray Adams; Kay Branch, Deborah Fleck, Alan Fleck – CVB Convention Services Associates; Amy Sanders – Guest.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

### CONSENT AGENDA

- Approving the ICVB Board Meeting Minutes – January 22, 2024
- Accepting the ICVB Financial Reports – December 2023 and January 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports – January 2024

Stewart asked for a motion to approve the Consent Agenda; with a motion from Board member William Mahoney and a second from Board member Colvin Gibson, the motion unanimously was approved.

### BOARD CHAIR REPORT

- ICVB Service Awards were presented to three CVB Convention Services Associates:
  - Kay Branch – 5 years
  - Alan Fleck – 5 years
  - Deborah Fleck – 5 years

Executive Director Maura Gast shared a brief background for each recipient and congratulated them on their achievements. Gast and Stewart presented the award.

Stewart reminded and encouraged all Board members to sign up for the City and State mandatory Boards and Commissions training.

### COMMITTEE REPORTS

Board and Business Development

Committee Chair Sam Reed reported:

- The next Committee meeting is scheduled for March 8, and everyone is invited to attend.

#### Community Engagement Committee

Committee Chair Colvin Gibson reported:

- High Spirited Citizen applications were distributed. There is a goal to receive 10-15 nominations by June 2024. A brochure will be created by staff for board members to use to share information about the program and encourage nominations.
- The Committee has discussed a presence at the Heritage Society Fish Fry; staff will bring forward recommendations to the next committee meeting.
- The next Committee meeting is April 16.

#### Destination Development Committee

Committee Chair Greg Malcolm reported:

- Recap of February 13 Committee meeting:
  - Discussed the FIFA 2026 World Cup. Two Irving hotels are slated for team stays and one hotel will host VIPs for the event.
  - The Committee also discussed the April 8, 2024 “Total Eclipse in the Park” event with activities at Levy Plaza and Heritage Park.
- The next Committee meeting is May 14 at 11:30 a.m.

#### CITY REPORTS

Councilman Kyle Taylor reported:

- Thanked Malcolm for hosting the Board meeting.
- There is mandatory Boards and Commissions training on February 29 and another session scheduled in March. The response has been good.
- The City staff put together stats for the short-term rentals in Irving and over 70% are locally owned. A few are owned outside the state. It is valuable information as work continues to protect neighborhoods.

Councilman Mark Cronenwett reported:

- Council will be discussing housing properties and clearly identifying industrial and housing areas. There is tension when the two come close together. He believes more residential property is needed in the City and more residents are needed to support local businesses and retail that we currently do not have, such as a sporting goods store. It is a big issue on the horizon for Council discussion.

Councilman Al Zapanta deferred to the other Council members’ reports.

Assistant City Manager Philip Sanders reported:

Sanders asked Senior Assistant City Attorney Christina Weber to report on the 2024 Municipal Election.

- Weber stated that state law prohibits the use of public resources for political advertising. Early voting will be April 22-30 and Election Day is May 4, 2024. According to the Texas Election Code, a city officer or employee may not spend or authorize spending public funds for political advertising. A violation of this provision is a Class A misdemeanor. Weber is available after the meeting to answer any questions.

Sanders reported:

- The recent free winter festival “Frost Fest” was a success and a great event.
- He encouraged all to attend the April 8 Total Eclipse events.
- Council discussed the new aquatic facilities at Mustang and Senter Parks. There will be a public meeting on April 27 to review Irving Boulevard and “Let’s Play Irving” projects.
- A draft of the citywide Bike Plan is available on the City website.
- As summer approaches and students are out of school, the City has some seasonal employee openings.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management

Executive Director Maura Gast reported:

- Thanked Stewart, Board Vice Chair Herb Gears, and Board member Sam Reed for joining her and their participation at the Destination Leadership for Boards symposium in Phoenix. The event provides industry-specific learning among a network of peers around the country. Board member Cambria Jones was also in attendance with her company, Searchwide, and was a speaker at the event.

Director of Sales Matt Tungett reported for Assistant Executive Director Sales and Services Lori Fojtasek:

- Fojtasek is preparing for a large client event this evening. The event is sponsored by *Smart Meetings* magazine and is centered around higher end corporate meetings and will bring 150 corporate planners to Irving. The dinner event hosted by the CVB will be at Rayleigh Underground in Toyota Music Factory. The newly flagged Ritz-Carlton here in Irving is hosting the group.
- Fojtasek and Tungett met with the Dallas Sports Commission on the FIFA World Cup event. Two team hotels have been announced in Irving, and the Ritz Carlton Dallas-Las Colinas is in conversation to be the VIP host hotel. There is still a wave of sponsorships and partnership hotels that will be announced in the next few months.
- Hired a new Sales Manager from the Marriott DFW Airport Hotel. Breanna Gallagher will start next week and has worked the SMERF market for that hotel with success.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- In January, sessions were up 50.5% year-over-year with 82,025 total sessions.
- Staycations campaign generated 11,107 hotel referrals, up 77%.
- The team has reduced campaign spending and has introduced a new platform on Google, AI Performance Max.
- The self-guided cocktail/mocktail trail “Irving on the Rocks” will move to the Water Street area during the Toyota Music Factory renovation.
- ICVB “Total Eclipse in the Park” event at Levy Plaza on April 8 from noon to 3:00 p.m. with food trucks, vendors, selfie stations, live music and DJ, complimentary glasses. Also, the world’s largest edible Moon Pie, made by ICC Executive Chef Eduardo Alvarez. Guinness World Records has been notified. Gondola rides and paddle boards will be available from Gondola Adventures. Parking has been secured. Currently there are 1,700 registered attendees. A more family-oriented event will be at Heritage Park at the same time. The ICVB is working closely with Irving Parks and Recreation, Corporate Communications and the Las Colinas Association to make these events successful.



## Administration and Finance

Assistant Executive Director Finance and Administration Susan Rose reported:

- The AirDNA reports for December:
  - There were 715 available listings, which is a 22.2% increase over last year's 585.
  - The Average Daily Rate was \$197.70, which was a decrease of 5.03% over last year.
  - Occupancy was 54.3%, which was a decrease of 1.09% compared to last year.
  - Hotel comparable subset reports an Average Daily Rate for December was \$96.73, a decrease of 7.24%, and Occupancy was 51.8%, an increase of 4.05% from last year.
- The Administration and Finance team continues to update the Board portal for 2024. The portal has the most up-to-date information for Board members. Stewart noted bookmarks are available with the portal URL for anyone interested.
- Working on a new expense software conversion which will roll out to staff at the end of March.
- ICVB staff onboarding materials are being updated.

## CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- ICC January financials are included in the packet. Financials are strong.
- In January there were 11 events and 48 events. There were 20 more events last year at this time, but attendance is up from last year's numbers. Smaller events are going away, and larger and longer events are coming in.
- The sales team is challenged with extremely limited space availability.
- February Events:
  - The Texas State Association of Emergency Services event was successful.
  - Southern Baptist Conference is in house now through February 28.
  - Independent Bankers of Texas
- March Events:
  - Texas Veterinary Association Annual Conference - February 29-March 3.
  - Graphics Pro Expo – March 4-9. This is the biggest show for electrical in the building.
  - Scrapbook Expo – March 20-23
- Projects in the building:
  - Interior and exterior LED lighting projects.
  - The monument sign construction on Hwy 114 will be starting soon.

Gast added a thank you to City staff for their assistance in correcting and connecting the bus lane entrance to the ICC northbound on Las Colinas Blvd. as part of their work installing a left-turn lane for the Wells Fargo campus under construction.

## INDUSTRY PARTNERS

The Pavilion at Toyota Music Factory/Live Nation Report

- Board member Tommy DeBeaudry reported:
  - There were several special events in February and many spanning several days.
  - There were 54 promoted shows and 91 budgeted. There are more shows pending.
  - Held the first official amphitheater event of the year on a beautiful day.
  - Spending this week prepping the building and doing repairs and maintenance to host the annual Live Nation Road Show, which is a three-day event for all senior management. The

event will focus on F&B with new culinary offerings and General Operation and Financial agendas for the year.

#### HOTEL INDUSTRY UPDATES

Board member Greg Malcolm reported:

- Reporting for Irving in January 2024:
  - Occupancy in was 60.5%, down 3.1%, last year YTD was 63.4%
  - Average Daily Rate was \$124.61, up 6.9% for the month, YTD at \$116.60.
  - RevPAR was up 3.6% and ended at \$75.36, up from last year.

#### INDUSTRY-AT-LARGE UPDATE

Board member Stephanie Fenley-Garcia reported for the Trade Show industry:

- Trade Show trends are seeing more data decision making. Data is driving answers and hybrid experiences are on the rise.
- Focus is on sustainability with single-use plastics, and many exhibitors limiting paper collateral.
- Farm-to-Table local sourcing is a trend that benefits everyone.
- Immersive technologies continue to grow.
- Virtual headsets and glasses are expected to rise and increase interactive events.
- Professionals rely on immersive tech for convention center layouts. ICC does have a virtual tour on their website.
- Block Chain Encryption is big and adds privacy and security to transactions.
- Post-COVID brought new cleaning protocols and safety awareness.
- There are more Apprenticeship Building America grant opportunities that lead to good jobs with family-sustaining wages. The grants serve to strengthen the workforce and connect people in the community to good jobs.

#### RESTAURANT INDUSTRY

Board member David Cole reported:

- Just returned from the Texas Restaurant Association Board meeting. It is a state association, and half the members are on the Texas Restaurant Foundation Board. There are 60 members from 25 chapters. The Texas Restaurant Association Board Conference is a three-day event.
- In March, the Texas ProStart Invitational will be in Waco, Texas. It is culinary curriculum in high schools and there are 44 culinary teams and 14 management teams in the competition. This is the first year to incorporate a Texas BBQ Club. There are 23 teams in the first-ever BBQ competition. These teams have been working since last year on their own time for their projects. The winners go to the National Competition to compete.
- Blaze Brazilian Steakhouse at Toyota Music Factory has closed.

#### PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

Irving-Las Colinas Chamber of Commerce:

Chamber Chair Brad Watson reported:

- The Financial Times ranked Irving the fourth Best City to Do Business. Five of the top 10 cities are in Texas.
- Business Facilities named Texas the 2023 State of the Year. Governor Greg Abbott shared “This marks the fifth State of the Year win for Texas from Business Facilities, more than any other state.”

- February 25 collaborating with Constellation Club's "Cocktails for a Cause" for a non-profit mixer to highlight Chamber member non-profits in Irving.
- Voting is open for "Best in Irving" and the last day to vote is March 29.
- Early voting for the primary election ends March 1, and Election Day is on March 5.

#### IRVING ARTS AND CULTURE

Arts Board member Deborah Fleck reported for Board Chair Kelly O'Briant:

- Irving Archives and Museum exhibition: *Reclaimed, The Art of Recology* is on view through April 28. The eclectic exhibition of work created from unwanted materials encourages viewers to perceive "trash" in a new light.
- *Books, Bark and Beeswax* featuring artwork of Dallas-based artist VET and is on display through April 28.
- Irving Arts Center:
- Reclamation: *Paintings by Diya Hedge*. Diya is a high school senior at Hockaday School in Dallas.
- *The Colors of Peru*: in collaboration with Terra Art, features the work of Peruvian artists.
- Thursday, February 29, the IAC Celebration Series, *Drum Tao* in Carpenter Hall.

Executive Director Irving Arts and Culture Todd Hawkins announced the Arts Center will be closed June, July and August 2024 for repairs and maintenance.

#### LAS COLINAS ASSOCIATION

Las Colinas President Hammond Perot reported:

- LCA Annual Meeting is scheduled for March 26, with two open Board positions.
- There are 7,595 single family homes in Las Colinas and 20,744 apartments.
- There are 30 hotels, including the Indigo and Sandman opening soon. Two properties have submitted plans and did receive a 147-room AC hotel plans. There is no status on Tempo by Hilton.
- Last year, architectural control reviewed 2,500 renovation plans, landscape plans, etc.

#### TIF

Chair Dick Rogers reported:

- Recently received the 2023 TIF Report and is in the process of reviewing.
- Continue to monitor situations in Las Colinas business district, Wells Fargo project, etc.
- Rogers had the opportunity to participate in the Zelle event at the ICC. It was a well-put together event with several hundred people over 2-3 days. The food service was done well, and ICC staff is professional.

With no further discussion, Stewart adjourned the meeting at 12:49 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME

Executive Director



ICVB  
FINANCIAL STATEMENTS

For Period Ending  
February 2024



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
FEBRUARY 2024

**Assets**

Cash and equivalents 2,291,717.45  
Investments 5,031,130.00

**Total Assets** 7,322,847.45

**Liabilities**

Accounts payables 63,463.01  
Unearned revenue 3,720,397.98  
Due to other funds 965.56

**Total Liabilities** 3,784,826.55

**Fund Balance (Budgetary basis)**

Reserve for encumbrances 1,136,014.92  
Unreserved 2,402,005.98

**Total Fund Balance** 3,538,020.90

**Total Liabilities and Fund Balance** 7,322,847.45



**IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND**  
**MONTHLY FINANCIAL REPORT**  
**FEBRUARY 2024**

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	555,080.14	2,045,361.36	10,089,968.00	20.3%	0.00	8,044,606.64
	PENALTY AND INTEREST	5,704.65	10,230.64	0.00	0.0%	0.00	(10,230.64)
	PRIOR YEAR	27,968.06	54,262.97	0.00	0.0%	0.00	(54,262.97)
	SHORT-TERM RENTALS	17,968.66	64,828.54	0.00	0.0%	0.00	(64,828.54)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>606,721.51</b>	<b>2,174,683.51</b>	<b>10,089,968.00</b>	<b>21.6%</b>	<b>0.00</b>	<b>7,915,284.49</b>
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	2,298,790.00	0.0%	0.00	2,298,790.00
<b>M4 - INVESTMENT INCOME</b>							
		20,189.27	78,709.85	120,000.00	65.6%	0.00	41,290.15
<b>M5 - MISCELLANEOUS</b>							
		0.00	0.00	20,000.00	0.0%	0.00	20,000.00
<b>TOTAL REVENUE</b>		<b>626,910.78</b>	<b>2,253,393.36</b>	<b>12,528,758.00</b>	<b>18.0%</b>	<b>0.00</b>	<b>10,275,364.64</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		203,648.53	981,790.76	3,189,235.00	30.8%	0.00	2,207,444.24
<b>N2 - BENEFITS</b>							
		42,863.35	199,330.59	594,135.00	33.5%	0.00	394,804.41
<b>N4 - SUPPLIES</b>							
		789.32	13,507.94	73,110.00	18.5%		59,602.06
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		708.54	7,398.83	27,500.00	26.9%	0.00	20,101.17
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	2,211.62	23,770.80	155,530.00	15.3%	0.00	131,759.20
	FREIGHT	112.15	2,129.06	2,700.00	78.9%	0.00	570.94
	MARKETING AND SALES RESOURCES	3,584.51	6,460.94	54,500.00	11.9%	8,075.00	39,964.06
	MEDIA ADVERTISING	0.00	110,716.47	632,567.83	17.5%	386,889.91	134,961.45
	POSTAGE EQUIPMENT RENTAL	0.00	662.16	2,650.00	25.0%	1,986.48	1.36
	PROFESSIONAL SERVICES	3,369.29	1,080,778.14	2,597,150.00	41.6%	701,713.53	814,658.33
	PROPERTY MANAGEMENT SERVICES	0.00	348,003.00	1,395,000.00	24.9%	0.00	1,046,997.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>9,277.57</b>	<b>1,572,520.57</b>	<b>4,840,097.83</b>	<b>32.5%</b>	<b>1,098,664.92</b>	<b>2,168,912.34</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	53,763.36	122,555.93	633,000.00	19.4%	0.00	510,444.07
	MILEAGE REIMBURSEMENT	0.00	614.74	3,600.00	17.1%	0.00	2,985.26
	MEMBERSHIP AND DUES	45,278.00	53,789.00	78,990.00	68.1%	0.00	25,201.00
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>99,041.36</b>	<b>176,959.67</b>	<b>715,590.00</b>	<b>24.7%</b>	<b>0.00</b>	<b>538,630.33</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	37,962.50	151,850.00	25.0%	0.00	113,887.50
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	24,268.86	86,987.33	403,600.00	21.6%	0.00	316,612.67
	BUSINESS DEV INCENTIVE PROG	38,248.00	198,505.66	450,000.00	44.1%	0.00	251,494.34
	CONVENTION SERVICES MATERIALS	608.56	1,366.18	98,350.00	1.4%	33,650.00	63,333.82
	EVENT SPONSORSHIPS	49,999.00	103,917.75	137,500.00	75.6%	0.00	33,582.25
	ICVB VOLUNTEER PROGRAM	0.00	0.00	5,000.00	0.0%	0.00	5,000.00
	LOCAL PROGRAMS-PROMOTIONS	12,537.98	43,518.74	440,610.00	9.9%	3,700.00	393,391.26
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>125,662.40</b>	<b>434,295.66</b>	<b>1,535,060.00</b>	<b>28.3%</b>	<b>37,350.00</b>	<b>1,063,414.34</b>
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	0.00	45,000.00	0.0%	0.00	45,000.00
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICVB RESERVE FUND	0.00	0.00	500,000.00	0.0%	0.00	500,000.00
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
	TRSF TO POB RISK MITIGATION FUND	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	3,550.00	3,550.00	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
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>116,995.00</b>	<b>2,536,216.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>2,419,221.00</b>
<b>TOTAL EXPENDITURES</b>		<b>481,991.07</b>	<b>3,540,761.52</b>	<b>13,707,793.83</b>	<b>25.8%</b>	<b>1,136,014.92</b>	<b>9,031,017.39</b>

Beginning Fund Balance	4,825,389.06
Revenues	2,253,393.36
Expenditures	(3,540,761.52)
<b>Ending Fund Balance</b>	<b>3,538,020.90</b>

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 2024

**Assets**

Cash and equivalents	2,056,848.98
Investments	2,103,000.00
Receivables	8,008,030.34

**Total Assets**

**12,167,879.32**

**Liabilities**

Unearned revenue	1,866,314.67
Deferred inflow	7,860,820.90
<b>Total Liabilities</b>	<b><u>9,727,135.57</u></b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	2,440,743.75
<b>Total Fund Balance</b>	<b><u>2,440,743.75</u></b>

**Total Liabilities and Fund Balance**

**12,167,879.32**



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
 MONTHLY FINANCIAL REPORT  
 FEBRUARY 2024

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>M1 - INTERGOVERNMENTAL</b>							
	RECEIPTS FROM FEDERAL GOVMT (ARPA)	0.00	0.00	90,137.00	0.0%	0.00	90,137.00
<b>M4 - INVESTMENT INCOME</b>							
		9,547.55	37,995.63	60,000.00	63.3%	0.00	22,004.37
<b>M5 - MISCELLANEOUS</b>							
		25,043.71	125,218.55	333,858.00	37.5%	0.00	208,639.45
<b>M6 - TRANSFER FROM ICVB GENERAL</b>							
		0.00	0.00	1,919,221.00	0.0%	0.00	1,919,221.00
<b>TOTAL REVENUE</b>		<b>34,591.26</b>	<b>163,214.18</b>	<b>2,403,216.00</b>	<b>6.8%</b>	<b>0.00</b>	<b>2,240,001.82</b>

<b>EXPENDITURES</b>							
<b>N4 - SUPPLIES</b>							
		0.00	8,956.62	0.00	-100.0%	0.00	(8,956.62)
<b>N7 - STRUCTURE MAINTENANCE</b>							
		0.00	348,794.61	300,525.00	116.1%	0.00	(48,269.61)
<b>O3 - OUTSIDE SERVICES</b>							
		0.00	28,398.05	0.00	100.0%	0.00	(28,398.05)
<b>P1 - CAPITAL EXPENDITURES</b>							
		0.00	6,002.40	1,190,137.00	0.5%	0.00	1,184,134.60
<b>TOTAL EXPENDITURES</b>		<b>0.00</b>	<b>392,151.68</b>	<b>1,490,662.00</b>	<b>26.3%</b>	<b>0.00</b>	<b>1,098,510.32</b>

Beginning Fund Balance	2,669,681.25
Revenues	163,214.18
Expenditures	(392,151.68)
Ending Fund Balance	<u>2,440,743.75</u>

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 2024

Check #	Check Date	Line Item Description	Check Amount	Invoice Amount	
				ARPA	HOT Tax
80063736	2/6/2024	AJR MEDIA GROUP MEDIA ADVERTISING	4,476.00		4,476.00
80063737	2/6/2024	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG	2,415.00		2,415.00
80063738	2/6/2024	BH DFW PROPERTY LP BUSINESS DEV INCENTIVE PROG	1,620.00		1,620.00
80063739	2/6/2024	CUTTS, SUSAN PROFESSIONAL SERVICES	1,215.00		1,215.00
80063740	2/6/2024	ESPINOZA, ANABEL COMMUNICATIONS	103.17		75.00
		MILEAGE REIMBURSEMENT			28.17
80063741	2/6/2024	FEDERAL EXPRESS CORPORATION FREIGHT	115.28		58.81
		FREIGHT			42.90
		FREIGHT			13.57
80063742	2/6/2024	FOSTER, WENDY COMMUNICATIONS	75.00		75.00
80063743	2/6/2024	GAST, MAURA MILEAGE REIMBURSEMENT	176.28		60.92
		LOCAL PROGRAMS-PROMOTIONS			2.70
		MILEAGE REIMBURSEMENT			112.66
80063744	2/6/2024	GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE MEMBERSHIPS, CERTS, & LICENSES	6,000.00		6,000.00
80063745	2/6/2024	GROVES, DONNA COMMUNICATIONS	130.00		65.00
		COMMUNICATIONS			65.00
80063746	2/6/2024	HOPKINS, CHERYL COMMUNICATIONS	95.31		75.00
		MILEAGE REIMBURSEMENT			20.31
80063747	2/6/2024	LEVINE, KATHY COMMUNICATIONS	65.44		65.44
80063748	2/6/2024	LOPEZ, BRENDA COMMUNICATIONS	75.00		75.00
80063749	2/6/2024	MANSELL, LORI COMMUNICATIONS	201.99		45.72
		TRAVEL AND TRAINING			105.55
		TRAVEL AND TRAINING			5.00
		COMMUNICATIONS			45.72
80063750	2/6/2024	MANSOUR, KAYLA COMMUNICATIONS	84.96		75.00
		MILEAGE REIMBURSEMENT			9.96
80063751	2/6/2024	SIGNATURE EQUIPOVISION LLC BUSINESS DEV INCENTIVE PROG	7,440.00		7,440.00
80063752	2/6/2024	STAMATS COMMUNICATIONS, INC. MEDIA ADVERTISING	3,300.00		3,300.00
80063753	2/6/2024	SUPERIOR EXPOSITION SERVICES, LLC TRAVEL AND TRAINING	4,032.50		4,032.50
80063754	2/6/2024	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	94,250.00		94,250.00
80063755	2/6/2024	TUNGETT, MATT TRAVEL AND TRAINING	155.00		85.00
		COMMUNICATIONS			70.00



Irving Convention and Visitors Bureau

Check Register

February 2024

Check #	Check Date	Line Item Description	Check Amount	Invoice Amount	
				ARPA	HOT Tax
80063756	2/6/2024	YDRINK LLC SUBSCRIPTIONS-PUBLICATIONS YDRINK ANNUAL SUBSCRIPTION 2024	349.00		349.00
80063757	2/13/2024	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC ACCOUNTS PAYABLE JAN 2024 - RECEIPTS	84,086.30		84,086.30
80063758	2/13/2024	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG RELADYNE SUPPLY CHAIN MEETING/JAN 2024	1,653.00		236.00
		BUSINESS DEV INCENTIVE PROG ICON/OCULIS PHARMA/JAN 2024			585.00
		BUSINESS DEV INCENTIVE PROG PORETTA & ORR/SCPHARMACEUTICALS MTG/JAN 2024			832.00
80063759	2/13/2024	EAUTOFEEDBACK, LLC PROFESSIONAL SERVICES ANNUAL FEE 2/1/24-1/31/25	2,050.00		2,050.00
80063760	2/13/2024	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG APCO GWC REFRESH TRAINING REGIONAL MTG/JAN 2024	185.00		185.00
80063761	2/13/2024	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES JANUARY 2024	40.00		40.00
80063762	2/13/2024	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES FEBRUARY 2024	1,100.00		1,100.00
80063763	2/13/2024	STAPLES INC OFFICE SUPPLIES OFFICE SUPPLIES	440.32		202.32
		OFFICE SUPPLIES OFFICE SUPPLIES			211.70
		OFFICE SUPPLIES OFFICE SUPPLIES			26.30
80063764	2/20/2024	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG CANON MEDICAL SYSTEMS KICK OFF MEETING/FEB 2024	4,415.00		4,415.00
80063765	2/20/2024	BURDETTE FUTUREZ, LLC BUSINESS DEV INCENTIVE PROG TEXAS PRIME MEET/JAN 2024	670.00		670.00
80063766	2/20/2024	CONFERENCEDIRECT LLC TRAVEL AND TRAINING 2024 APM REGISTRATION - CHERYL HOPKINS	15,500.00		9,500.00
		TRAVEL AND TRAINING 2024 APM REGISTRATION - DONNA GROVES			6,000.00
80063767	2/20/2024	COTTON BOWL ATHLETIC ASSOCIATION BUSINESS DEV INCENTIVE PROG COTTON BOWL FOOTBALL ASSOCIATION/DEC 2023	3,300.00		3,300.00
80063768	2/20/2024	CUTTS, SUSAN PROFESSIONAL SERVICES DATA ENTRY SERVICES - JAN 29 - FEB 09, 2024	1,062.00		1,062.00
80063769	2/20/2024	FLOWSERVE US INC BUSINESS DEV INCENTIVE PROG TECHNOLOGY & ENGINEERING SUMMIT/OCT 2023	1,255.00		1,255.00
80063770	2/20/2024	GREENSPRING MEDIA LLC MEDIA ADVERTISING ADVERTISING	3,329.00		3,329.00
80063771	2/20/2024	HCD DALLAS CORPORATION - CLASSIC ELEGANCE COACHES BUSINESS DEV INCENTIVE PROG COWBOYS VS EAGLES/DEC 2023	375.00		185.00
		BUSINESS DEV INCENTIVE PROG COWBOYS VS LIONS/DEC 2023			190.00
80063772	2/20/2024	IMAGO MEDIA, INC. MEDIA ADVERTISING ADVERTISING	321.50		321.50
80063773	2/20/2024	JOSEPH AMATO MEDIA ADVERTISING ADVERTISING - PRIDE JOURNEYS	1,950.00		1,950.00
80063774	2/20/2024	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES 2024 ROCK THE UNDERGROUND EVENT - PHASE I	27,860.00	27,860.00	
80063775	2/20/2024	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES DIGITAL CONTENT SPECIALIST - JAN 2024	675.00		675.00
80063776	2/20/2024	SMG BUILDINGS MAINT WESTIN GARAGE RENTAL - FEB 2024	45,521.03		25,043.70
		PROFESSIONAL SERVICES FIRED UP CULTURE			15,000.00
		LOCAL PROGRAMS-PROMOTIONS CATERING			5,477.33



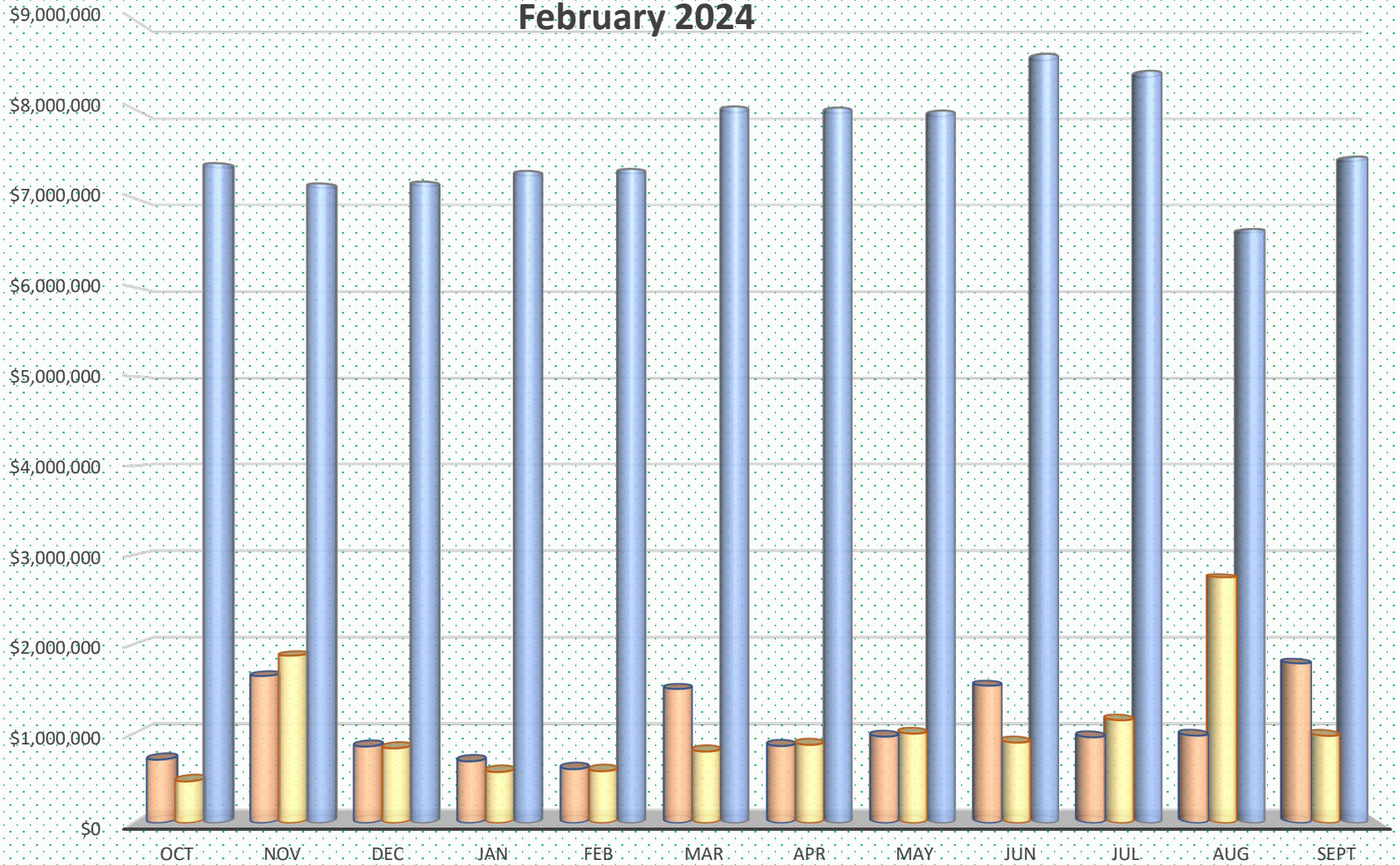
Irving Convention and Visitors Bureau

Check Register

February 2024

Check #	Check Date	Line Item Description	Check Amount	Invoice Amount		
				ARPA	HOT Tax	
80063777	2/20/2024	<b>SMG</b>	60,014.14			
		BUILDINGS MAINT LEVEL 1 OFFICE EXPANSION			43,150.00	
		BUILDINGS MAINT DOOR MOTOR REPLACEMENTS			10,861.74	
		OFFICE MACHINERY WIDE AREA VACUUM			6,002.40	
80063778	2/20/2024	<b>STAMATS COMMUNICATIONS, INC.</b>	5,500.00			
		MEDIA ADVERTISING ADVERTISING			5,500.00	
80063779	2/20/2024	<b>TEXAS DEPARTMENT OF TRANSPORTATION</b>	760.00			
		MEDIA ADVERTISING ADVERTISING - TEXAS HIGHWAYS			760.00	
80063780	2/20/2024	<b>TRIPADVISOR, LLC</b>	543.51			
		MEDIA ADVERTISING ADVERTISING			543.51	
80063781	2/20/2024	<b>TUCKER &amp; ASSOCIATES, LLC</b>	4,068.02			
		PROFESSIONAL SERVICES FEB 2024 - MONTHLY RETAINER / REIMBURSABLES			4,068.02	
80063782	2/26/2024	<b>AMERICAN COLLEGE OF EMERGENCY PHYSICIANS</b>	1,055.00			
		BUSINESS DEV INCENTIVE PROG INDY CLASS 1/FEB 2024			1,055.00	
80063783	2/26/2024	<b>ASHFORD TRS CORPORATION</b>	1,784.00			
		BUSINESS DEV INCENTIVE PROG IMEG ANNUAL MEETING/FEB 2024			1,784.00	
80063784	2/26/2024	<b>BH DFW PROPERTY LP</b>	470.00			
		BUSINESS DEV INCENTIVE PROG RASA FLOORS/FEB 2024			470.00	
80063785	2/26/2024	<b>BIONORTHTEXAS FOUNDATION (BIONTX)</b>	124.00			
		BUSINESS DEV INCENTIVE PROG THE IC3 LIFE SCIENCE SUMMIT/SEPT 2023			124.00	
80063786	2/26/2024	<b>BRAVO PRODUCTIONS ENTERTAINMENT, INC.</b>	950.00			
		LOCAL PROGRAMS-PROMOTIONS SMART MEETINGS/BEVERAGE BALLGOWN			950.00	
80063787	2/26/2024	<b>CADILLAC &amp; LASALLE CLUB, INC.</b>	810.00			
		BUSINESS DEV INCENTIVE PROG CLC WBOD/JAN 2024			810.00	
80063788	2/26/2024	<b>DEREK WELCH</b>	4,500.00			
		LOCAL PROGRAMS-PROMOTIONS SMART MEETINGS/RICKI DEREK & SIX PIECE BAND			4,500.00	
80063789	2/26/2024	<b>FEDERAL EXPRESS CORPORATION</b>	59.14			
		FREIGHT SHIPPING			20.14	
		FREIGHT SHIPPING			39.00	
80063790	2/26/2024	<b>HCD DALLAS CORPORATION</b>	5,745.00			
		BUSINESS DEV INCENTIVE PROG USTA/USPTA TEXAS JOINT ANNUAL MTG/FEB 2024			1,645.00	
		BUSINESS DEV INCENTIVE PROG RACKSPACE TECHNOLOGY/FEB 2024			4,100.00	
80063791	2/26/2024	<b>JUSTIN PIERCE</b>	1,500.00			
		LOCAL PROGRAMS-PROMOTIONS SMART MEETINGS/JAZZ DUO			1,500.00	
80063792	2/26/2024	<b>MEGA CLINICS LLC</b>	1,890.00			
		BUSINESS DEV INCENTIVE PROG FRANK GLAZIER FOOTBALL CLINIC/FEB 2024			1,890.00	
80063793	2/26/2024	<b>PROVIDENT RESOURCES GROUP, INC</b>	1,304.00			
		BUSINESS DEV INCENTIVE PROG AMN SALES SUMMIT/FEB 2024			1,304.00	
80063794	2/26/2024	<b>SUPERNATURAL LIFE CENTER, INC</b>	195.00			
		BUSINESS DEV INCENTIVE PROG BIBLE DAVIDS MINISTRIES/NOV 2023			195.00	
80063795	2/26/2024	<b>THE NATIONAL CATHOLIC BIOETHICS CENTER</b>	996.00			
		BUSINESS DEV INCENTIVE PROG THE NATIONAL CATHOLIC BIOETHICS CENTER/FEB 2024			996.00	
80063796	2/26/2024	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>	2,455.00			
		BUSINESS DEV INCENTIVE PROG JOHN DEERE CEO SUMMIT/FEB 2024			2,455.00	
80063797	2/26/2024	<b>TREG ENTERPRISES LLC</b>	1,650.00			
		BUSINESS DEV INCENTIVE PROG THE REAL ESTATE GUYS RADIO GOAL RETREAT/JAN 2024			1,650.00	
		Total Number of Invoices	86	418,535.89	27,860.00	390,675.89
		Total Number of Checks	62		6.7%	93.3%

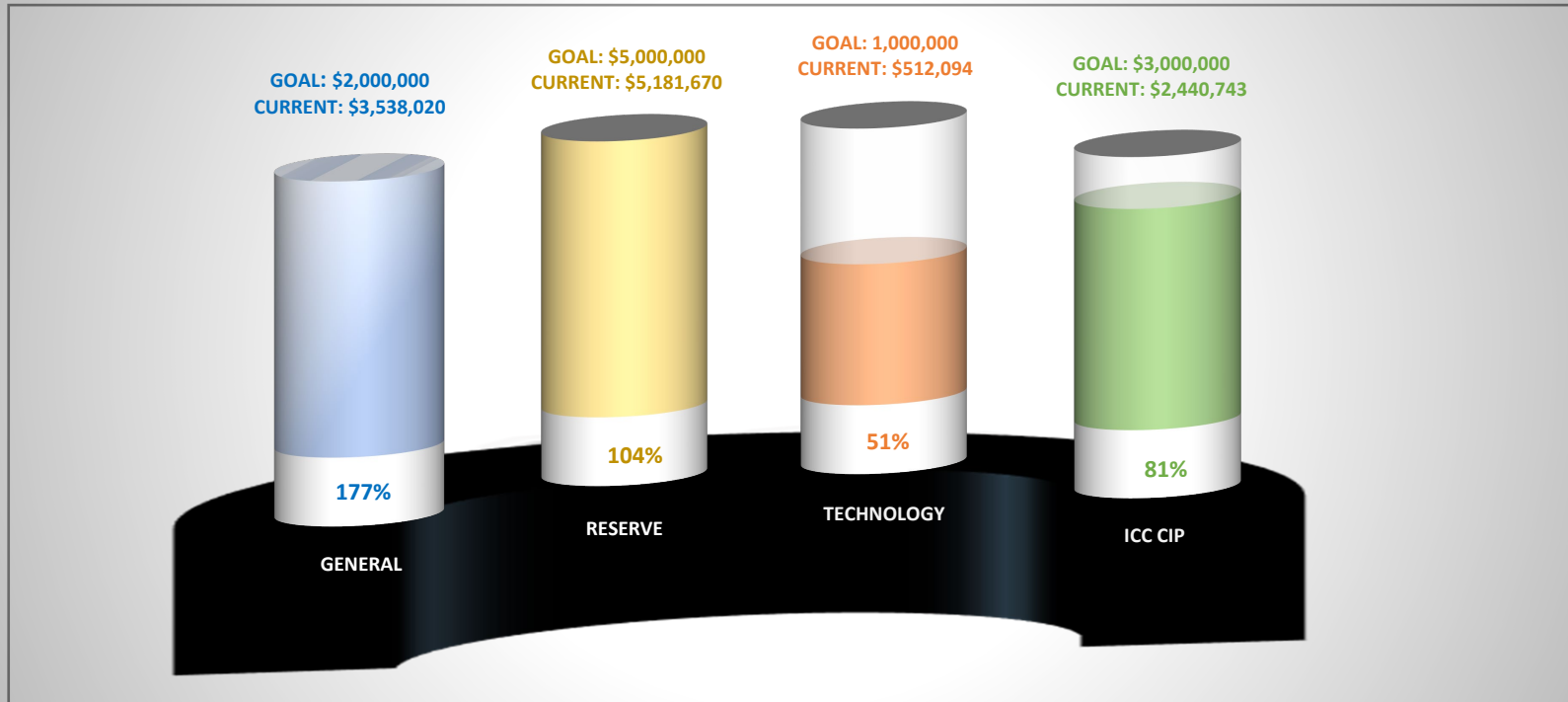
# Irving Convention and Visitors Bureau FY24 Cash Flow February 2024



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$708,541	\$1,644,623	\$856,435	\$690,373	\$602,765	\$1,500,000	\$861,938	\$966,503	\$1,536,361	\$959,589	\$977,976	\$1,786,298
EXPENSES	\$465,372	\$1,872,395	\$835,916	\$570,831	\$580,004	\$800,000	\$875,000	\$1,000,000	\$900,000	\$1,150,000	\$2,750,000	\$975,500
ENDING CASH	\$7,387,796	\$7,160,024	\$7,180,543	\$7,300,085	\$7,322,846	\$8,022,846	\$8,009,784	\$7,976,287	\$8,612,648	\$8,422,237	\$6,650,213	\$7,461,011



## FUND BALANCES FEBRUARY 2024





ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
December 2023

**IRVING CONVENTION AND VISITORS BUREAU  
HOTEL OCCUPANCY TAX  
2023 - 2024**

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>
1	Atrium Hotel and Suites DFW Airport	14,869.42	14,305.10	11,347.26
2	Dallas Marriott Hotel Las Colinas	64,649.51	50,400.58	38,624.53
3	DFW Airport Marriott	46,689.76	30,654.42	31,237.75
4	<b><i>Doubletree by Hilton DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
5	Embassy Suites DFW Airport South	30,654.69	27,063.61	22,944.15
6	Hilton Garden Inn DFW Airport South	17,166.41	13,217.25	11,125.02
7	Hilton Garden Inn Las Colinas	17,416.62	15,171.21	11,455.48
8	Holiday Inn Irving Las Colinas	12,213.80	7,257.80	7,018.51
9	NYLO Las Colinas Tapestry Collection by Hilton	22,632.98	16,049.37	12,778.34
10	Omni Las Colinas Hotel	64,128.09	53,537.47	33,722.72
11	<b><i>Sheraton DFW Airport Hotel</i></b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
12	Texican Court	20,342.95	14,425.37	11,523.70
13	The Las Colinas Resort Dallas	84,092.96	47,416.32	37,568.48
14	Westin DFW Airport	24,903.26	37,904.38	26,850.93
15	Wyndham DFW Airport Hotel	3.11	2.85	1,375.77
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>419,763.56</b>	<b>327,405.73</b>	<b>257,572.64</b>
16	Westin Irving Convention Center Las Colinas	61,354.33	47,685.92	35,717.68

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.

<b>ALL SUITE / EXTENDED STAY</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>
1	Candlewood Suites DFW Airport North	6,709.76	6,353.47	5,756.67
2	Comfort Suites DFW Airport North	6,379.11	5,175.08	5,143.93
3	Comfort Suites Las Colinas	1,459.78	1,409.89	1,328.14
4	Country Inn & Suites by Carlson DFW Airport South	4,276.63	3,382.41	3,242.22
5	Element Dallas Las Colinas	17,921.03	13,989.73	12,596.90
6	Element DFW Airport North	10,915.30	8,361.34	6,679.62
7	Extended Stay America Dallas DFW Airport North	1,546.03	447.65	1,487.23
<b>8</b>	<b><i>Extended Stay America Dallas Las Colinas</i></b>	<b><i>1,882.03</i></b>	<b><i>0.00</i></b>	<b><i>0.00</i></b>
9	Extended Stay Deluxe Green Park	2,196.69	1,125.88	1,765.20
10	Extended Stay Deluxe Las Colinas	1,533.36	1,123.17	1,154.28
11	Hawthorne Suites Irving DFW Airport South	2,310.62	2,084.23	2,263.43
12	Holiday Inn Express Hotel & Suites DFW Airport North	14,419.09	11,982.45	11,693.47
13	Holiday Inn Express Hotel & Suites DFW Airport South	9,579.29	8,284.60	8,246.87
14	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,460.58	7,158.68	6,523.82
15	Home Towne Studios Dallas Irving	2,195.82	2,842.68	1,927.78
16	Homewood Suites by Hilton DFW Airport North	7,911.03	6,610.68	4,885.03
17	Homewood Suites by Hilton Las Colinas	11,923.42	8,212.33	8,177.66
18	Hyatt House Dallas Las Colinas	11,523.03	9,764.42	8,628.07
19	Residence Inn Dallas DFW Airport North Irving	7,451.85	5,824.01	3,847.71
20	Residence Inn Dallas Las Colinas	9,504.56	7,471.72	6,808.96
21	Soka Suites Dallas Las Colinas	8,193.27	5,635.31	7,983.45
22	Sonesta ES Suites Dallas Las Colinas	4,112.99	4,488.53	4,223.27
23	Sonesta Simply Suites Dallas Las Colinas	3,161.59	2,578.53	2,154.15
24	Springhill Suites Dallas DFW Airport East Las Colinas	6,843.88	6,807.99	6,306.16
<b>25</b>	<b><i>Staybridge Suites DFW Airport North</i></b>	<b><i>6,294.68</i></b>	<b><i>4,610.07</i></b>	<b><i>0.00</i></b>
26	TownePlace Suites Dallas DFW Airport North Irving	9,921.30	7,156.45	5,307.43
27	TownePlace Suites Dallas Las Colinas	9,570.93	7,687.28	6,439.33
28	Woodspring Suites Signature	2,347.95	1,380.35	1,832.30
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>191,545.60</b>	<b>151,948.93</b>	<b>136,403.08</b>



<b>BUDGET SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>
1	Arya Inn & Suites	898.50	1,015.64	845.27
2	Budget Inn & Suites	41.48	38.87	33.16
3	Budget Suites of America Las Colinas	622.54	174.98	897.26
4	Clarion Inn & Suites	2,080.31	2,055.40	1,968.83
5	Crossroads Hotel & Suites	1,136.56	967.61	1,028.91
6	Days Inn	5,039.57	4,319.24	4,619.71
7	Days Inn DFW Airport North	3,605.10	2,401.20	1,998.82
8	Delux Inn	934.32	928.36	774.04
9	Delux Suites Motel	15.61	35.90	67.41
10	Gateway Inn	283.29	382.73	268.04
11	Magnuson Extended Stay & Suites Airport Hotel	862.89	625.13	604.44
12	Motel 6 Dallas DFW South	1,742.57	1,534.44	1,637.56
13	Motel 6 Dallas Irving	2,932.01	2,782.59	2,778.98
14	Motel 6 DFW North	4,487.78	3,788.14	3,898.01
15	Motel 6 Irving Loop 12	825.53	845.02	810.77
<b>16</b>	<b><i>OYO Hotel DFW Airport North</i></b>	<b><i>474.31</i></b>	<b><i>448.10</i></b>	<b><i>0.00</i></b>
<b>17</b>	<b><i>OYO Hotel DFW Airport South</i></b>	<b><i>3,282.49</i></b>	<b><i>2,940.75</i></b>	<b><i>0.00</i></b>
18	Quality Inn & Suites DFW Airport South	3,758.37	3,281.45	3,763.85
19	Red Roof Inn & Suites Irving DFW South	3,179.63	2,363.39	3,039.72
20	Red Roof Inn Dallas DFW Airport North	4,317.65	3,582.26	3,640.49
21	Studio 6 / Motel 6 DFW Airport East	2,563.55	2,390.72	2,575.33
22	Super 8 Hotel DFW South	2,370.31	1,903.72	2,515.67
23	Super 8 Motel DFW North	2,511.85	2,264.86	2,237.35
<b>TOTAL BUDGET SERVICE</b>		<b>47,966.22</b>	<b>41,070.50</b>	<b>40,003.62</b>

<b>LIMITED SERVICE</b>		<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>
1	aLoft Las Colinas	14,924.22	11,907.75	9,357.47
2	Best Western Plus DFW Airport Suites North	5,539.73	4,298.70	3,667.05
3	Courtyard Dallas DFW Airport North Irving	16,616.43	13,375.45	10,711.34
4	Courtyard Dallas DFW Airport South Irving	11,863.33	8,530.46	7,488.38
5	Courtyard Dallas Las Colinas	13,341.38	9,434.91	7,057.71
6	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,317.22	7,622.20	7,236.72
7	Fairfield Inn & Suites Dallas Las Colinas	1,515.50	348.65	595.81
8	Fairfield Inn Dallas DFW Airport North Irving	10,736.86	7,907.51	6,416.22
9	Hampton Inn Dallas Irving Las Colinas	12,106.31	9,434.47	8,101.79
10	Home2 Suites by Hilton DFW Airport North	11,119.48	8,989.19	6,773.67
11	Home2 Suites by Hilton DFW Airport South Irving	10,656.75	8,871.21	7,693.49
12	Hyatt Place Dallas Las Colinas	10,382.04	7,444.64	7,573.60
13	La Quinta Inn & Suites DFW Airport North	6,939.56	3,422.96	2,293.63
14	La Quinta Inn & Suites DFW Airport South	9,913.74	7,568.70	5,945.77
15	La Quinta Inn Hotel & Suites Las Colinas	5,699.99	4,529.29	4,673.58
16	Quality Inn & Suites DFW Airport	6,252.72	5,358.53	5,537.90
17	Residence Inn Dallas DFW Airport South Irving	12,639.44	8,633.72	7,672.09
18	Wingate Inn by Wyndham Dallas Las Colinas	5,234.94	3,978.39	2,642.90
19	Wingate Inn by Wyndham DFW Airport North	5,048.26	4,477.61	4,114.52
<b>TOTAL LIMITED SERVICE</b>		<b>179,847.90</b>	<b>136,134.34</b>	<b>115,553.64</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>24,448.10</b>	<b>22,411.77</b>	<b>17,968.66</b>
Number of locations		28	34	25

<b>SUMMARY</b>	<b>OCT 2023</b>	<b>NOV 2023</b>	<b>DEC 2023</b>
<b>ACTUAL GRAND TOTAL</b>	<b>863,571.38</b>	<b>678,971.27</b>	<b>567,501.64</b>
<b>BUDGET</b>	<b>801,730.00</b>	<b>649,100.00</b>	<b>558,854.00</b>
<b>DIFFERENCE</b>	<b>61,841.38</b> <b>7.7%</b>	<b>29,871.27</b> <b>4.6%</b>	<b>8,647.64</b> <b>1.5%</b>
<b>CUMULATIVE YEAR TO DATE</b>			
<b>ACTUAL</b>	<b>863,571.38</b>	<b>1,542,542.65</b>	<b>2,110,044.29</b>
<b>BUDGET</b>	<b>801,730.00</b>	<b>1,450,830.00</b>	<b>2,009,684.00</b>
<b>DIFFERENCE</b>	<b>61,841.38</b> <b>7.7%</b>	<b>91,712.65</b> <b>6.3%</b>	<b>100,360.29</b> <b>5.0%</b>
<b>COLLECTED PRIOR YEAR</b>	<b>840,709.00</b>	<b>635,339.08</b>	<b>581,679.64</b>



Date Distributed: March 15, 2024

# Monthly Financial Summary

For Period Ending February 29, 2024

	October	November	December	January	February	March	April	May	June	July	August	September	Total
<b>Event Income</b>													
<b>Direct Event Income</b>													
Rental Income	174,950	78,969	68,325	145,400	192,724	232,570	245,627	188,375	114,250	160,250	131,500	185,000	1,917,940
Service Income	204,624	53,686	39,231	97,704	191,746	22,550	18,750	19,000	13,100	11,600	9,500	11,500	692,992
Service Expenses	(306,191)	(149,542)	(101,844)	(169,548)	(268,625)	(96,350)	(86,851)	(96,950)	(64,350)	(47,500)	(39,511)	(58,450)	(1,485,713)
<b>Total Direct Event Income</b>	<b>73,383</b>	<b>(16,887)</b>	<b>5,712</b>	<b>73,556</b>	<b>115,845</b>	<b>158,770</b>	<b>177,526</b>	<b>110,425</b>	<b>63,000</b>	<b>124,350</b>	<b>101,489</b>	<b>138,050</b>	<b>1,125,219</b>
<b>Ancillary Income</b>													
F & B Concessions	31,705	5,828	4,624	19,977	39,501	12,250	21,750	32,250	7,000	4,000	8,500	6,000	193,385
F & B Catering	603,360	411,399	141,229	470,176	582,198	153,520	412,414	379,270	361,760	274,360	115,520	318,060	4,223,267
Parking: Self Parking	85,628	28,196	27,010	26,018	85,185	23,780	37,310	33,770	21,320	9,430	16,400	4,920	398,967
Electrical Services	54,092	8,030	5,315	5,833	25,430	26,950	7,295	5,600	19,950	8,000	2,050	21,000	189,545
Audio Visual	7,745	(7,746)	0	1	(1)	-	-	-	-	-	-	-	(1)
Internet Services	9,253	4,399	4,350	1,442	3,766	1,950	2,050	4,200	250	1,350	150	1,600	34,760
<b>Total Ancillary Income</b>	<b>791,783</b>	<b>450,106</b>	<b>182,528</b>	<b>523,447</b>	<b>736,079</b>	<b>218,450</b>	<b>480,819</b>	<b>455,090</b>	<b>410,280</b>	<b>297,140</b>	<b>142,620</b>	<b>351,580</b>	<b>5,039,923</b>
<b>Total Event Income</b>	<b>865,166</b>	<b>433,219</b>	<b>188,240</b>	<b>597,003</b>	<b>851,924</b>	<b>377,220</b>	<b>658,345</b>	<b>565,515</b>	<b>473,280</b>	<b>421,490</b>	<b>244,109</b>	<b>489,630</b>	<b>6,165,141</b>
<b>Other Operating Income</b>	<b>201,505</b>	<b>180,315</b>	<b>57,155</b>	<b>73,920</b>	<b>135,803</b>	<b>104,628</b>	<b>104,628</b>	<b>104,628</b>	<b>104,628</b>	<b>104,628</b>	<b>104,628</b>	<b>104,624</b>	<b>1,381,089</b>
<b>ICVB Operating Subsidy</b>			<b>348,000</b>			<b>350,000</b>			<b>348,750</b>			<b>348,250</b>	<b>1,395,000</b>
<b>Adjusted Gross Income</b>	<b>1,066,671</b>	<b>613,534</b>	<b>593,395</b>	<b>670,923</b>	<b>987,728</b>	<b>831,848</b>	<b>762,973</b>	<b>670,143</b>	<b>926,658</b>	<b>526,118</b>	<b>348,737</b>	<b>942,504</b>	<b>8,941,230</b>
<b>Operating Expenses</b>													
Employee Salaries and Wages	280,814	266,613	253,076	302,746	241,855	291,101	286,601	286,601	291,101	286,601	286,601	373,445	3,447,154
Benefits	67,010	65,376	70,824	66,393	65,127	77,868	77,868	77,868	77,868	77,868	77,868	76,968	878,909
Less: Event Labor Allocations	(62,070)	(47,615)	(32,575)	(41,583)	(60,092)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(29,333)	(449,265)
<b>Net Employee Wages and Benefits</b>	<b>285,754</b>	<b>284,374</b>	<b>291,325</b>	<b>327,556</b>	<b>246,890</b>	<b>339,636</b>	<b>335,136</b>	<b>335,136</b>	<b>339,636</b>	<b>335,136</b>	<b>335,136</b>	<b>421,080</b>	<b>3,876,798</b>
Contracted Services	70,219	67,926	70,816	70,007	69,296	73,192	73,192	73,192	73,192	73,192	73,192	73,192	860,608
General and Administrative	61,033	36,631	67,542	61,206	55,266	31,326	62,113	63,303	49,934	39,518	45,168	128,387	701,426
Operations	52,582	55,247	30,042	57,992	40,016	60,754	60,129	60,129	60,754	64,629	60,129	63,585	665,988
Repair & Maintenance	46,564	51,162	45,595	53,365	57,107	49,745	69,437	48,245	49,745	90,029	48,245	61,443	670,682
Supplies	12,352	15,770	6,406	12,047	15,928	14,416	14,416	15,916	15,616	15,416	15,416	56,010	209,709
Insurance	9,729	103,115	9,729	10,329	9,729	9,729	10,032	9,729	9,729	14,326	9,729	100,139	306,044
Utilities	54,518	52,608	49,438	53,151	50,864	53,967	47,302	47,302	47,302	47,302	47,302	54,285	605,341
Other	307	747	577	149	322	625	625	625	625	1,425	625	3,600	10,253
ASM Global Management Fees	80,766	66,332	36,435	67,634	77,001	35,832	57,902	56,249	52,295	243,865	32,357	48,630	855,302
<b>Total Operating Expenses</b>	<b>673,824</b>	<b>733,912</b>	<b>607,905</b>	<b>713,436</b>	<b>622,419</b>	<b>669,222</b>	<b>730,284</b>	<b>709,826</b>	<b>698,828</b>	<b>924,838</b>	<b>667,299</b>	<b>1,010,351</b>	<b>8,762,151</b>
<b>Net Income (Loss) From Operations</b>	<b>392,847</b>	<b>(120,378)</b>	<b>(14,510)</b>	<b>(42,513)</b>	<b>365,309</b>	<b>162,625</b>	<b>32,688</b>	<b>(39,683)</b>	<b>227,829</b>	<b>(398,721)</b>	<b>(318,563)</b>	<b>(67,848)</b>	<b>179,080</b>

7,117,205

1,574,080

ASM - Irving Convention Center  
Financial Statements Monthly Highlights  
For the Month Ending February 29, 2024

	Current Actual	Current Budget	Variance	Prior YTD Actual
Attendance	31,945	19,840	12,105	12,271
Events	19	16	3	17
Event Days	41	37	4	25
Direct Event Income	115,845	113,000	2,845	46,560
Ancillary Income	736,080	544,560	191,520	378,046
Total Event Income	851,925	657,560	194,365	424,606
Other Operating Income	135,803	107,167	28,636	107,531
Adjusted Gross Income	987,728	764,727	223,001	532,137
Indirect Expenses	(622,419)	(696,620)	74,201	(554,109)
Net Income (Loss) From Operations	365,309	68,107	297,202	(21,972)

ASM - Irving Convention Center  
Financial Statements Year to Date Highlights  
For the Five Months Ending February 29, 2024

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	96,029	78,854	17,175	71,007
Events	67	64	3	85
Event Days	159	160	(1)	150
Direct Event Income	251,604	487,100	(235,496)	419,240
Ancillary Income	2,683,949	2,316,712	367,237	2,063,174
Total Event Income	2,935,553	2,803,812	131,741	2,482,414
Other Operating Income	648,696	535,835	112,861	430,971
Adjusted Gross Income	3,584,249	3,339,647	244,602	2,913,385
Indirect Expenses	(3,351,489)	(3,531,276)	179,787	(3,044,180)
Net Income (Loss) From Operations	232,760	(191,629)	424,389	(130,795)

ASM - Irving Convention Center  
Balance Sheet  
February 29, 2024

**ASSETS**

**Current Assets**

Cash	\$	2,273,492	
Accounts Receivable		1,278,402	
Prepaid Assets		83,675	
Inventory		88,483	
		<hr/>	
Total Current Assets			3,724,052

**Total Assets** **\$ 3,724,052**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	1,185,429	
Accrued Expenses		138,941	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,818,924	
Other Current Liabilities		0	
		<hr/>	
Total Current Liabilities			3,143,294

**Long-Term Liabilities**

Long Term Liabilities		0	
		<hr/>	
Total Long-Term Liabilities			0

Total Liabilities 3,143,294

**Equity**

Net Funds Received		16,671,632	
Retained Earnings		(16,323,632)	
Net Income (Loss)		232,758	
		<hr/>	
Total Equity			580,758

**Total Liabilities & Equity** **\$ 3,724,052**



ASM - Irving Convention Center  
Income Statement  
For the Five Months Ending February 29, 2024

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	192,724	210,600	(17,876)	660,368	751,950	(91,582)	675,425
Service Revenue	191,746	24,750	166,996	586,991	71,400	515,591	316,361
Service Expenses	(268,625)	(122,350)	(146,275)	(995,755)	(336,250)	(659,505)	(572,546)
Total Direct Event In	115,845	113,000	2,845	251,604	487,100	(235,496)	419,240
Ancillary Income							
F & B Concessions	39,501	12,550	26,951	101,637	85,834	15,803	97,805
F & B Catering	582,199	483,360	98,839	2,208,365	2,023,070	185,295	1,693,424
Parking	85,185	36,900	48,285	252,037	157,358	94,679	211,391
Electrical Services	25,430	4,950	20,480	98,700	30,700	68,000	50,232
Audio Visual	(1)	0	(1)	1	0	1	367
Internet Services	3,766	6,800	(3,034)	23,209	19,750	3,459	9,955
Total Ancillary Inco	736,080	544,560	191,520	2,683,949	2,316,712	367,237	2,063,174
Total Event Income	851,925	657,560	194,365	2,935,553	2,803,812	131,741	2,482,414
<b>OTHER OPERATING INCOME</b>							
Other Income	135,803	107,167	28,636	648,696	535,835	112,861	430,971
Total Other Operatin	135,803	107,167	28,636	648,696	535,835	112,861	430,971
Adjusted Gross Inco	987,728	764,727	223,001	3,584,249	3,339,647	244,602	2,913,385
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	241,855	276,053	34,198	1,345,102	1,357,680	12,578	1,123,085
Payroll Taxes & Ben	65,127	105,029	39,902	334,729	525,145	190,416	302,662
Labor Allocations to	(60,092)	(29,333)	30,759	(243,934)	(146,665)	97,269	(39,509)
Net Salaries and Ben	246,890	351,749	104,859	1,435,897	1,736,160	300,263	1,386,238
Contracted Services	69,296	73,192	3,896	348,264	365,960	17,696	322,527
General and Adminis	55,266	35,891	(19,375)	281,672	233,645	(48,027)	258,197
Operating	40,016	49,379	9,363	235,876	247,520	11,644	219,017
Repairs & Maintenan	57,107	48,324	(8,783)	253,792	285,504	31,712	188,395
Operational Supplies	15,928	14,416	(1,512)	62,504	73,080	10,576	65,524
Insurance	9,729	9,729	0	142,631	49,384	(93,247)	58,845
Utilities	50,864	50,550	(314)	260,580	252,750	(7,830)	256,153
Other	322	625	303	2,103	3,125	1,022	37,255
ASM Management F	77,001	62,765	(14,236)	328,170	284,148	(44,022)	252,029
Total Indirect Expens	622,419	696,620	74,201	3,351,489	3,531,276	179,787	3,044,180

ASM - Irving Convention Center  
Income Statement  
For the Five Months Ending February 29, 2024

	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>365,309</u>	<u>68,107</u>	<u>297,202</u>	<u>232,760</u>	<u>(191,629)</u>	<u>424,389</u>	<u>(130,795)</u>

February 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
<b>National Convention</b> De finite						
<b>Delta Sigma Theta Br...</b> De finite	<b>CDME Strategic Planning Session</b> De finite					
		<b>Family First Life Conference</b> De finite				
4	5	6	7	8	9	10
<b>Family First Life Confe...</b> De finite	<b>Vistage Executive Summit 2024</b> De finite		<b>Zelle Law</b> De finite			
<b>Quinceaneras Expos</b> De finite		<b>Promo Shoot</b> De finite				<b>Bravo Spirit Events</b> De finite
11	12	13	14	15	16	17
<b>Bravo Spirit Events</b> De finite	<b>Energy Utility &amp; Environment Conference</b> De finite				<b>Talent On Parade</b> De finite	
	<b>Rebel Athletic Meeting</b> De finite		<b>Financial Planning Ass...</b> De finite		<b>2024 TEXSOM Interna...</b> De finite	
		<b>ICVB Destination Deve...</b> De finite				
18	19 Presidents' Day	20	21	22	23	24
<b>2024 TEXSOM International Wine Awards</b> De finite						
<b>Talent On Parade</b> De finite		<b>Oldcastle Meeting</b> De finite				
			<b>Berkshire Hathaway Automotive Meeting</b> De finite			
			<b>SAFE-D</b> De finite			
				<b>DynaTen Meeting</b> De finite	<b>Southern Baptists of ...</b> De finite	

February 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Southern Baptists of Texas Evangelism Conference</b> De finite 25			<b>2024 TVMA Annual Conference</b> De finite 28		<b>2024 TVMA Annual Conference</b> De finite 29	
	26	27	<b>ALG Vacations</b> De finite 28		<b>Great American Franchise Expo</b> De finite 1	
			<b>IBAT Tour de Texas</b> De finite 28		<b>Great American Franchise Expo</b> De finite 2	

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 25, 2024**

## **BOARD REPORTS**

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



page **3**

View the solar eclipse on April 8 at one of Irving's Total Eclipse in the Park events from noon to 3 p.m.



page **4**

March is Severe Weather Preparedness Month. Check out the guide to prepare for severe weather that frequents Texas.



page **6**

\$6.8 million in improvements planned for the Hunter Ferrell Landfill include a resident convenience center.

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# IRVING CITY Spectrum

MARCH 2024 / VOL 31 / NO 03

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## City Council Calls May 4 Election for City Council Districts and Bond Proposition

Irving City Council called the city's general municipal election for City Council Districts 4, 6 and 8, as well as a special bond election for a City Hall Complex on May 4.



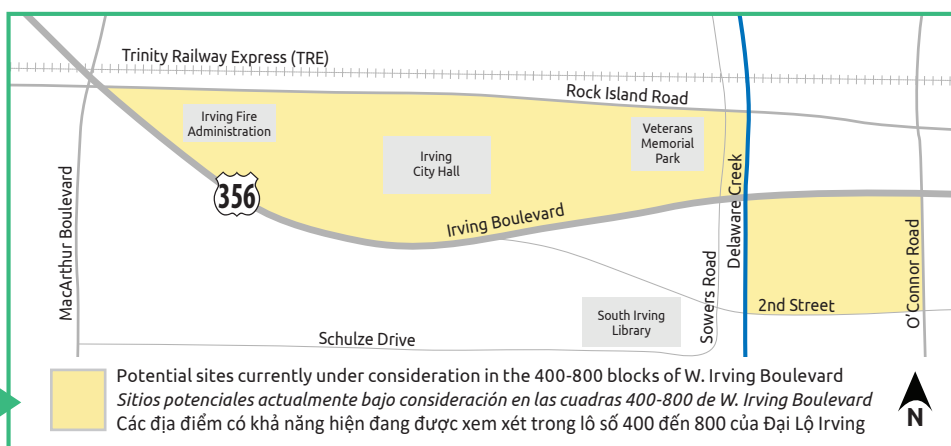
In addition to the city's general election, the ballot also includes a proposition for the issuance of \$200 million in bonds for a City Hall Complex project. If approved by voters and based on current assumptions, there will be a property tax increase of about 1.81 cents, which would impact the taxes owed on the average single-family home (with a taxable value of \$279,704) with a 20% Homestead Exemption by \$40.50 per year. If voters approve, these numbers may change based on interest rates at the time debt is anticipated to be sold in 2024 and 2025.

If approved by voters, two potential sites, located between the 400 block and the 800 block of W. Irving Boulevard (see map), are being considered for the new City Hall Complex.

More information about the City Hall Complex Bond Proposition is available at [CityofIrving.org/CityHall](http://CityofIrving.org/CityHall).

A district map, candidate information and Irving Vote Center locations, dates and times are available at [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Registered voters can vote at any Vote Center location in Dallas County; visit [DallasCountyVotes.org](http://DallasCountyVotes.org) for a complete list.

**Check the April Edition of Irving City Spectrum for Full Candidate & Bond Proposition Information.**



### RESIDENT SURVEY LAUNCHES IN APRIL

Save the date! The 2024 Irving Resident Survey opens in April and all Irving residents and community members are welcome to participate. The Resident Survey, conducted every two years, provides residents with an opportunity to rate the quality of life in Irving, as well as city services and facilities. The survey is a customer satisfaction report card for the city and a resource allocation tool for city officials.

### 2024 CITY OF IRVING RESIDENT SURVEY

Keep an eye on the April edition of Irving City Spectrum for a link to take the survey. Check back at [CityofIrving.org/Survey](http://CityofIrving.org/Survey) for more information. ■



## El Concejo Municipal convoca a elecciones del 4 de mayo para los distritos del Concejo Municipal y la propuesta de bonos

El Concejo Municipal de Irving convocó las elecciones municipales generales de la ciudad para los Distritos 4, 6 y 8 del Concejo Municipal, así como una elección especial de bonos para un Complejo de Ayuntamiento el 4 de mayo.



Además de las elecciones generales de la Ciudad, la boleta también incluye una propuesta para la emisión de \$200 millones en bonos para un proyecto del Complejo de Ayuntamiento. Si los votantes lo aprueban y basado en las suposiciones actuales, habrá un aumento del impuesto a la propiedad de aproximadamente \$1.81 centavos, lo que afectaría los impuestos adeudados sobre la vivienda unifamiliar promedio (con un valor imponible de \$279,704) con una exención del 20% de la vivienda familiar en \$40.50 por año. Si los votantes lo aprueban, estos números pueden cambiar según las tasas de interés en el momento en que se anticipa que se venderá la deuda en 2024 y 2025.

Si los votantes lo aprueban, se están considerando dos sitios potenciales, ubicados entre las cuadras 400 y 800 W. Irving Boulevard (ver el mapa), para el nuevo Complejo de Ayuntamiento.

Más información sobre la Propuesta de Bonos del Complejo de Ayuntamiento está disponible en [CityofIrving.org/CityHall](http://CityofIrving.org/CityHall).

Un mapa del distrito, información sobre los candidatos, y las ubicaciones, fechas y horarios de los Centros de Votación de Irving están disponibles en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Los votantes registrados pueden votar en cualquier Centro de Votación en el Condado de Dallas; Visite [DallasCountyVotes.org](http://DallasCountyVotes.org) para obtener una lista completa.

**Consulte la edición de abril de Irving City Spectrum para obtener información completa sobre los candidatos y las propuestas de bonos.**

## Các Nghị Viên Hội Đồng Thành Phố Kêu Gọi Cuộc Bầu Cử Vào Ngày 4 Tháng Năm cho Tất Cả Các Khu Vực Của Hội Đồng Thành Phố và Dự Luật của Trái Phiếu

Các Nghị Viên Hội Đồng Thành Phố Irving đã kêu gọi cuộc tổng tuyển cử thành phố cho các khu vực 4, 6, và 8 của Hội Đồng Thành Phố, cũng như cuộc bầu cử trái phiếu đặt biệt cho Khu Tổng Hợp Tòa Thị Chính vào Ngày 4 Tháng Năm.



Ngoài cuộc tổng tuyển cử của thành phố, lá phiếu cũng sẽ bao gồm dự luật phát hành trái phiếu trị giá 200 triệu đô la cho dự án Khu Tổng Hợp Tòa Thị Chính. Nếu được các cử tri chấp thuận và dựa trên các giả định hiện tại, thuế bất động sản sẽ tăng khoảng 1,81 xu, điều này sẽ ảnh hưởng đến số thuế phải trả đối với một ngôi nhà trung bình dành cho một gia đình (với giá trị thuế là \$279.704) với mức 20 phần trăm trong luật Miễn Trừ cho Nhà Ở thêm \$40,50 mỗi năm. Nếu được các cử tri chấp thuận, những con số này có thể thay đổi dựa trên lãi suất tại thời điểm khoản nợ dự kiến sẽ được bán vào năm 2024 và 2025.

Nếu được các cử tri chấp thuận, hai địa điểm có khả năng, nằm giữa lô số 400 và lô số 800 của Đại Lộ W. Irving (xem bản đồ), đang được xem xét cho Khu Tổng Hợp Tòa Thị Chính mới.

Thông tin thêm về Dự Luật Trái Phiếu cho Khu Tổng Hợp Tòa Thị Chính có sẵn tại [CityofIrving.org/CityHall](http://CityofIrving.org/CityHall).

Bản đồ của các khu vực, thông tin ứng cử viên và địa điểm, ngày và giờ của các Trung Tâm Bầu Cử ở Irving đã có sẵn tại [CityofIrving.org/Elections](http://CityofIrving.org/Elections). Những cử tri đã đăng ký có thể bỏ phiếu tại bất kỳ địa điểm nào của Trung Tâm Bầu Cử ở Quận Dallas; Xin hãy truy cập tại [DallasCountyVotes.org](http://DallasCountyVotes.org) để có danh sách đầy đủ.

**Xin kiểm tra ấn bản tháng Tư của Irving City Spectrum để biết thông tin đầy đủ về ứng cử viên và dự luật của trái phiếu.**

## Draft Bike Plan Available for Community Review and Input Through March 13

As part of a regional alliance with the North Central Texas Council of Governments and the Texas Department of Transportation, the City of Irving is developing a citywide bicycle plan. The Irving Bike Plan will identify a comprehensive on-street network for bicycle travel featuring inclusive facilities for all ages and abilities and establish planned connections to the surrounding cities. The final draft of the Irving Bike Plan has been released for community review and comment. Community feedback is an integral part of this plan.

The City of Irving Bike Plan is tentatively scheduled for City Council consideration on March 21.

Visit [CityofIrving.org/BikePlan](http://CityofIrving.org/BikePlan) for more information and to access the final draft of the Irving Bike Plan. The Traffic and Transportation Department is accepting public input on the Draft Bike Plan until March 13. Comments and questions can be submitted via email to [traffic@cityofirving.org](mailto:traffic@cityofirving.org). ■



April 5: Wanda King Big Band Revue

### MUSIC ON MAIN COMES TO HERITAGE PARK

What is 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](http://IrvingEvents.org) or call (972) 721-2501 for more information on Irving events. ■



On March 23, Van Cliburn Medalist, Dmytro Choni of Ukraine, will perform with the Irving Symphony Orchestra



Rumours will perform the music of Fleetwood Mac on March 28

## Enjoy the Sounds of Spring this Month at Irving Arts Center

### TICKETED EVENTS

**March 6 | Silver Season: Sorcery or Symphony**  
Presented by Lone Star Youth Orchestra (LSYO)  
7 p.m. | \$7.50-\$14.50  
LSYO alumni will join current orchestra members on this special evening.

**March 8-23 | Dear Brutus**  
Presented by MainStage  
Times Vary | \$24-\$31  
This sentimental fantasy about life, love and second chances tells the story of an eclectic group of guests who are invited to an enchanting country house for Midsummer's Eve. The guests wander into the woods, to see what a "second chance" at life might look like, exploring a parallel version of themselves. One part period drama, one part fairy-tale, Dear Brutus is a exploration of choice, consequence and circumstance.

**March 15 | Forever Cool: A Toast to Frank Sinatra & Dean Martin**  
Presented by Entertainment Series of Irving  
7:30 p.m. | \$37.50  
"Forever Cool" is a rousing salute to the kings of cool – Frank Sinatra and Dean Martin. A night of music and laughter with a sensational tribute to the most celebrated entertainment duo ever to grace the stage.

**March 16 | Kristin Perry**  
Presented by Las Colinas Symphony Orchestra  
7:30 p.m. | \$17-\$50  
Featured guest Kristin Perry performs Handel's Concerto for Oboe and Strings in G Minor.

**March 17 | Spring Fling**  
Presented by Irving Symphonic Band  
3 p.m. | \$12.50  
Join the Irving Symphonic Band as they set the sounds of spring to music.

**March 23 | Cliburn Passion**  
Presented by Irving Symphony Orchestra (ISO)  
7:30 p.m. | \$39-\$50  
Another world-premiere composition by an ISO/SMU Composer-in-Residence will debut. Then a superb piano performance with a full orchestra featuring compositions by F. Chopin and A. Dvorak.

**March 28 | Rumours – A Fleetwood Mac Tribute**  
Presented by Irving Arts Center  
7:30 p.m. | \$34.50-\$47.50  
Formed in 2014, Rumours has taken the U.S. by storm with their stage scorching renditions of Fleetwood Mac songs. The band prides themselves on being the most authentic Fleetwood Mac Tribute, without coming across as a parody. They will make you dance, sing along at the top of your lungs and learn something new about Fleetwood Mac at each performance.

**March 31 | Dvorak and a Violin**  
Presented by New Philharmonic Orchestra of Irving  
3:30 p.m. | \$10-\$20  
Who knew a violin could tell so many stories? Featuring the Dallas Symphony's Angie Fuller Heyde.

**April 4 | Gabriel Royal: Storyteller Sessions Concert**  
Presented by Irving Arts Center  
7:30 p.m. | \$32.50  
The silky vocal and calming tones of cellist and singer-songwriter, Gabriel Royal, will be on full display in this intimate concert. Influenced by Stevie Wonder's groove and Burt Bacharach's jazzy yet pop sensitivities, along with other contemporary artists, Royal's trademark sound is all his own. Known for his soaring vocals, hum-along melodies, and lush arrangements, he creates incredible music with a spirit of playfulness and improvisation.

### YOUTH & FAMILY EVENTS

**March 7 | JumpstART Stories & Art: Happy Birthday Dr. Seuss**  
10 a.m. | Free  
Green eggs and ham, anyone? Celebrate author and illustrator of the classics "Horton Hears a Who," "The Cat in the Hat" and "How the Grinch Stole Christmas!"

**March 10 | Second Sunday Funday: Playing with Patterns + Teen Open Studio**  
1 to 4 p.m. | Free  
Join quilt-inspired art-making activities led by members of the Irving Quilt Guild. Drop-in from 1 to 4 p.m. for this free, fun-for-all-ages event.

For more information about all activities, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com).

### 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 and second Sunday of each month at 2 p.m.

**Reclamation: Paintings by Diya Hegde Through March 16 | Courtyard Gallery**  
Diya is a high school senior at The Hockaday School in Dallas and an active volunteer at Irving Arts Center, where she serves as a Teen Ambassador. Her artwork reflects her sense of identity as an Indian-American and is inspired by social issues such as voter, immigrant, racial and gender equality. *Reception: March 10 | 2 to 4 p.m.*

**Colors of Peru / Colores Del Peru Through April 6 | Focus Gallery**  
A collaboration with Terra Art, the exhibition features the work of six Peruvian artists.

**Annual Exhibition of Irving ISD Student Artwork**  
**March 2–May 4 | Main & Focus Galleries**

- March 6-23 | Elementary School exhibit  
*Open House: March 8 | 5 to 6:30 p.m.*
- March 27-April 6 | Middle School exhibit  
*Open House: April 2 | 6 to 7:30 p.m.*
- April 10-18 | High School exhibit  
*Reception: April 18 | 6 to 7:30 p.m.*
- April 23-May 4 | High School Senior portfolio  
*Reception: May 2 | 6 to 7:30 p.m.*



Painting by Jon Fontenot

**Pathways and Influences: Paintings by Jon Fontenot**  
**March 2–May 18 | Dupree Lobby Gallery**  
This exhibit features the work of local artist, Jon Fontenot. His latest work focuses on landscapes and fields of color. Working from photographs which help to capture color, texture and mood, Fontenot accepts the challenge of capturing and transforming an experience. *Reception: March 29 | 6 to 8 p.m.*

**Holy Family Catholic Academy Student Art Show**  
**March 23–April 13 | Courtyard Gallery**  
Artwork created by students from Holy Catholic Family Academy in Irving will be on display.



### NOTICE OF SUMMER 2024 CLOSURE

Irving Arts Center (IAC) will be closed to the public this summer from June through August in order to make much-needed facility upgrades.

All programs at IAC will be paused during this time and the box office will not be open for in-person sales. Scheduled repairs and upgrades include roof replacement, dressing/green room renovation, replacement of HVAC rooftop units and upgrading/replacing theatrical lighting. These upgrades will allow IAC to better serve the community, while reducing operational costs. ■

## SOLAR ECLIPSE AT THE PARK APRIL 8

The City of Irving and Irving Convention and Visitors Bureau along with the Las Colinas Association will be hosting two events celebrating the Great American Eclipse that will make its way over Texas on Monday, April 8.

Irving is ideally situated to offer prime viewing locations for the solar eclipse 2024, as Irving is one of a few locations where the moon will completely cover the sun. The celestial phenomenon will darken the skies for more than four minutes.

# TOTAL ECLIPSE IN THE PARK

IRVING-LAS COLINAS

Bring a lawn chair and blanket to witness this extraordinary once-in-a-lifetime phenomenon.

### Heritage Park | Noon to 3 p.m.

217 S. Main St., Irving, Texas 75060

- Food Trucks & Moon Pies
- Facepainting
- Stiltwalker
- Celestial Chalk Mural
- Photo Booth
- Cosmic Video Wall
- Selfie Stations
- Out of this World DJ

### Levy Event Plaza | Noon to 3 p.m.

501 E. Las Colinas Blvd., Irving, Texas 75039

- The World's Largest Edible Moon Pie
- Food Trucks/Vendors
- Beer & Wine
- Gondola Rides available on Lake Carolyn
- Stand-Up Paddle Boards
- Flower Crown Making
- Selfie Stations
- Live Music



For more information, visit [CityofIrving.org/Eclipse](http://CityofIrving.org/Eclipse) or [IrvingTexas.com/Eclipse](http://IrvingTexas.com/Eclipse). ■

## IRVING'S 'CYBER SQUAD' SHARES SECURITY TIPS

Each year the City of Irving's Information Technology team works with employees on Cybersecurity Best Practices to ensure the city's website, digital data and information remain secure.

This year the staff shared tips everyone can use to stay safe:

- Do not use easy-to-guess passwords.
- Do not use the same password for different types of accounts.
- Consider using a password management tool such as 1Password or Dashlane.
- Make use of multifactor authentication.
- Check to see if you have compromised online accounts: [HaveIBeenPwned.com](http://HaveIBeenPwned.com).
- Consider free consumer cybersecurity awareness training: [learnsecurity.amazon.com/en/index.html](http://learnsecurity.amazon.com/en/index.html).
- Use extreme caution when replying to text messages and emails from unknown recipients. Remember, if an offer appears to be too good to be true — it almost always is.



## Irving Invests in New Camera Technology to Enhance Safety in Parks Citywide



The City of Irving Information Technology (IT), Parks and Recreation, and Police (IPD) departments recently coordinated on a project to enhance camera technology throughout the city's park systems.

To prepare for the project, IT assessed the previous camera system, which included various locations and had separate storage systems that were time-consuming and costly to maintain. In many cases the locations had multiple video management systems that were separate and did not work together. The previous system did not offer many modern features, including the ability to share videos or collect data analytics.

Removal of the old system and the installation and optimization of the new Verkada camera system's hardware began in July and was completed in December 2023. The overall cost of the project was \$542,480. This includes coverage for the next five years with minimal ongoing maintenance cost. The new system is cloud-based and feature-rich, and allows for analytics on people, vehicles and motion. Because it is cloud-based, there are no storage devices to maintain; all long-term storage is unlimited in the cloud. The new system will offer security features to assist IPD to help keep park

facilities safe. Overall, the cost is less to support and maintain than the old systems, with many more features.

The upgraded video system integrates some of the new outdoor Wi-Fi networks, enabling the installation of cameras on previously unmonitored trails and remote areas of parks. This strategic development significantly enhances the safety of the parks, ensuring a more secure environment by extending surveillance coverage to areas that were previously not visible.

The new system has been deployed throughout the city's park system, including:

- Fritz Park
- Heritage Park
- Heritage Senior Center
- Jack D. Huffman Community Building
- Levy Event Plaza
- Lively Pointe
- Senter Park
- Veterans Memorial Park
- West Irving Aquatic Center
- West Park/Georgia Farrow Recreation Center

Visit [CityofIrving.org/IrvingInvests](http://CityofIrving.org/IrvingInvests) for more information on the city's ongoing infrastructure initiatives. ■

## Register Now for Don't Mess with Texas Trash-Off April 6

Keep Irving Beautiful (KIB) encourages Irving residents to participate in the 2024 "Don't Mess with Texas Trash-Off" happening Saturday, April 6 from 9 a.m. to noon at Trinity View Park, 2298 E. 6th St.

Registration is open to all ages, but those under 17 must be accompanied by a parent or guardian. Participants should register online at [KeepIrvingBeautiful.org](http://KeepIrvingBeautiful.org) by March 29.

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.

In conjunction with the event, Crisis Ministries will host a canned food donation drive for their food pantry. Participating volunteers will receive a free KIB T-shirt, while supplies last.

For more information, call (972) 721-2175 or email [rhose@cityofirving.org](mailto:rhose@cityofirving.org).

The statewide cleanup is a signature event for the national "Great American Cleanup."



### Participate in Virtual Cleanup

KIB also is offering a virtual cleanup option for residents who wish to participate in smaller groups. Virtual volunteers should pick a safe location to conduct their own cleanups.

After the cleanup is completed, the group should share on their social media account:

- A picture of the group
- The number of volunteers
- Total hours of participation
- Total number of trash and/or recycling bags used

Posts can be shared on Facebook, Instagram or X using [#IrvingTrashOff2024](https://www.facebook.com/hashtag/irvingtrashoff2024). ■

## Time-of-Day Water Restrictions Begin April 1

In 2023, Irving residents used 13 billion gallons of water, according to Irving Water Utilities. On average, one Irving resident uses about 84 gallons of water per day. It is critically important for residents to conserve water in any way they can, especially during the warmer, drier months.

To promote good water use habits and preserve Irving's water supply, the city enforces time-of-day irrigation restrictions. These limits make it a violation of city ordinance to water between 10 a.m. and 6 p.m. from April 1 through Oct. 31. In addition to time-of-day limitations, the city's irrigation ordinance allows watering twice per week for residential customers:

Sunday	Tuesday	Wednesday	Saturday
Odd Address	Even Address	Odd Address	Even Address

### Water Conservation Tips

- Water no more than twice per week from April through October and only once per month, if needed, from November through March.
- Check the irrigation system for leaks and malfunctions at least once each month.



- Request a "house call" from Irving's licensed irrigator by visiting [CityofIrving.org/Irrigation-Housecall](http://CityofIrving.org/Irrigation-Housecall).
- Repair private property water leaks.
- Attach positive shutoff nozzles when hoses are used for hand watering or car washing.
- Install water-conserving landscaping including native and adaptive plants.
- Use water-conserving plumbing fixtures at residences and businesses.
- Purchase water-conserving appliances.
- Register at [WaterMyYard.org](http://WaterMyYard.org) for a weekly message about how much to irrigate.

For more information and tips for conserving water, visit [CityofIrving.org/SaveWater](http://CityofIrving.org/SaveWater). ■





### HIRING INCENTIVES EXTENDED TO MARCH 31

The City of Irving is recruiting the best and brightest, and the city is paying up to \$3,000 to all new full-time employees — up to \$5,000 for mission-critical positions — hired by March 31.

Eligible new hires will receive:

- \$1,000 after the first 30 days.
- \$1,000 after the first six months.
- \$1,000 after the first year.

Incentive payments are made as long as there are no attendance or disciplinary issues. To view available positions, visit [CityofIrving.org/Jobs](http://CityofIrving.org/Jobs). ■

## Las Colinas Country Club to Host Invited Celebrity Classic April 15-21



The Invited Celebrity Classic returns to Irving April 15-21. The star-studded event will be hosted at the Las Colinas Country Club.

The PGA Tour Champions tournament includes a field of 78 PGA Tour Champion players, 40 celebrities and 10 invited member qualifiers who will compete in separate competitions for \$2.7 million in prize money. The tournament also benefits the North Texas nonprofit organizations Momentous Institute, First Tee Greater Dallas and First Tee Fort Worth.

General admission tickets are free. Fans looking for an upgraded experience can purchase special tickets.

For more information including a list of confirmed celebrities and a schedule of events, visit [InvitedCelebrityClassic.com](http://InvitedCelebrityClassic.com). ■



## Emergency Preparedness Guide for Residents

A new Emergency Preparedness booklet is available online to assist residents in preparing for potential disasters in North Texas. Download the booklet at [CityofIrving.org/Prepare](http://CityofIrving.org/Prepare).



### Outdoor Warning System Reminder

When the city activates the outdoor warning sirens during inclement weather, immediately move indoors and check a local news outlet for additional information.

Take cover inside a building on the first floor in an interior room, closet or bathroom that does not have windows. Try to put as many walls as possible between you and the outside.

Do not call 911, police or fire dispatch for information. If there is inclement weather in the area and the sirens are activated, assume there is the possibility of a tornado, large hail or strong winds and take cover immediately.

### Siren Testing

The outdoor warning sirens are tested at 1 p.m. on the first Wednesday of every month unless the sky is overcast or there is inclement weather in the area.

### Natural Hazards

The Irving area is vulnerable to natural hazards such as severe storms, flash flooding, strong winds, drought and tornadoes. It is important to know about some of the natural disasters that may affect Irving and how to be prepared. With the severe storm season approaching, the community should focus on preparedness activities for severe thunderstorms and related threats.

### Severe Storms

Severe storms can bring large hail, heavy rainfall, strong winds and possibly tornadoes. Whenever a severe storm occurs, find shelter inside a stable structure and remain indoors until the threat passes.



### Flooding

If flooding occurs, leave areas subject to flooding and get to higher ground. Two feet of rushing water can carry away most vehicles, including sport utility vehicles and pickup trucks. When there is excessive water in the roadway, play it smart — turn around, don't drown.

### Lightning

Most lightning deaths are preventable. On average, six people die each year in Texas from lightning strikes.

Always seek shelter indoors during a lightning storm. If outside, keep away from metal objects, find a ditch or shelter and stay away from hilltops and open fields. Most importantly, stay away from open water and tall trees — both are great lightning conductors.

Lightning always accompanies thunderstorms, so keep an eye and ear to the sky. Hearing thunder means a person is close enough to be struck by lightning. A person can continue to be at risk, even if they cannot hear thunder.



### Tornado and Strong Winds

Severe storms carry the threat of strong winds and tornadoes. Both have the capability to cause damage to homes, businesses, vehicles and anything outdoors.

To prevent or lessen the possibility of damage, take time to trim trees; secure outdoor items including tables, chairs and play equipment; and close and secure all windows and doors during storms.

If you are in a vehicle, do not stop under an underpass. Instead, seek the nearest building and take shelter indoors.



### Stay Prepared for Emergencies

- Create a Family Disaster Plan
  - Meet with family members and discuss the types of disasters that are most likely to occur.
  - Explain what to do in each case.
  - Designate two places to meet.
  - Develop an emergency communication plan.
  - Ask an out-of-town relative or friend to be a "family contact."
  - Discuss what to do if authorities request evacuation.
  - Be familiar with escape routes.
  - Plan how to take care of pets.
- Disaster Kit
 

The kit should include enough supplies to meet the needs of your household for at least three days. Store supplies in a sturdy, easy-to-carry, water-resistant container.

The disaster supply kit should include:

- A three-day supply of water (one gallon per person, per day) and food that will not spoil.
- One change of clothing and footwear per person.
- One blanket or sleeping bag per person.
- A first aid kit with prescription medications.
  - It is recommended to have a weeks' worth of medication on hand if possible, as well as a copy of prescription information.
- Emergency tools including a battery-powered radio, flashlight and plenty of extra batteries.
- An extra set of car keys and cash.
- Special items for an infant, elderly or disabled family member.
- An extra pair of glasses.
- Special items for pets, including food, water, leashes and vet records.

A vehicle emergency kit is also great to have — it should contain blankets, weather-appropriate clothing, jumper cables, tools, bottled water, nonperishable food that is safe to be stored in the heat or cold, first aid kit, flashlight and batteries, traction mats or chains, a shovel and emergency prescription medication.



### Register for iALERT

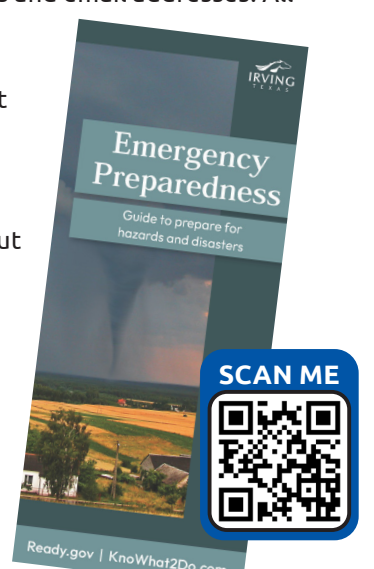
The city's iALERT notification system provides residents with critical information during emergencies or critical situations. It allows public safety officials to notify the city's population about gas leaks, boil water notices, power outages, crime alerts or other high-priority events. iALERT will contact you through the communication methods you select — including text, phone call and email.

The city does not send out weather-related alerts on iALERT at this time.

Landline phone numbers listed in the phone book are automatically added to the iALERT system. Residents are encouraged to use the registration link below to create an account and add additional ways to be contacted such as cellphone numbers and email addresses. All information provided is confidential. For more information, visit [CityofIrving.org/iAlert](http://CityofIrving.org/iAlert).

### Learn More

For more information about emergency management, visit [CityofIrving.org/Emergency-Management](http://CityofIrving.org/Emergency-Management) or call (972) 721-2100. Additional resources may be found at [Ready.gov](http://Ready.gov) and [KnoWhat2Do.com](http://KnoWhat2Do.com).





# Irving Indoor Aquatic Activities

## Indoor Pool Open Swim Hours

### Heritage Aquatic Center (HAC)

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

- Monday & Wednesday | 7 a.m. to noon, 5 to 9 p.m.
- Tuesday & Thursday | 11 a.m. to 2 p.m., 5 to 9 p.m.
- Friday | 7 a.m. to noon
- Saturday & Sunday | 1 to 5 p.m.

### North Lake Natatorium (NLN)

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

- Monday, Wednesday & Friday | 6 to 7 a.m., 5 to 9 p.m.
- Tuesday & Thursday | 6 to 7 a.m., 11:30 a.m. to 2 p.m., 5 to 9 p.m.
- Saturday | noon to 4 p.m.

For the most up-to-date information, visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).

## Sharks Spring Try Outs

March 4 & 6 | Ages 7-17 | Free | NLN

Swimmers must be able to demonstrate a basic understanding of the four competitive strokes. Fine technique and endurance will be improved throughout the season. Swimmers who have successfully completed the Learn-To-Swim Youth Swim Level 6 or Teen Swim Level 3 programs may try out for Irving Sharks.

### Requirements:

- Swim 25 yards freestyle
- Swim 25 yards backstroke
- Swim 25 yards breaststroke
- Swim 25 yards butterfly

Wear appropriate swimwear, bring a towel and a change of clothes. Advanced registration is required.

## Blended Lifeguard Certification Training

March 13-15, March 28-30 | Ages 15 and older | \$125 | NLN

Become a certified lifeguard. Irving Parks and Recreation hires Red Cross-certified lifeguards, ages 15 and older for part- and full-time summer and year-round positions at its aquatic facilities.

Blended learning combines online learning with in-person skills sessions where you will practice skills and demonstrate competency. Plan to complete all eLearning modules, including the CPR/AED for

Professional Rescuers and First Aid final eLearning exam, at least two days prior to your first in-person skills session. Most participants complete the eLearning portion of the course in approximately seven hours. Be prepared to provide proof that you completed the eLearning content.

Successful completion of the course will result in American Red Cross Lifeguard/First Aid, CPR-Professional Rescuer and AED certifications.

### Course Prerequisites:

- Must be ages 15 and older and complete a swim test one week prior to class start or must have instructor approval.
- Swim 300 yards.
- Retrieve a 10-pound brick from a 7- to 10-foot depth, followed by a 20-yard return carrying the brick.
- Tread water for two minutes, no hands.

## Aprende a Nadar en Español

19 de marzo al 23 de abril | Para todas las edades | \$48 | NLN

Los parques acuáticos de Irving ofrecen clases de aprendizaje de natación para miembros de nuestra comunidad que solamente hablan español. Las clases son una vez por semana los martes. No habrá clases durante las vacaciones de primavera, del 11 al 15 de marzo. La inscripción abre el 4 de marzo.

## Women Only Learn to Swim

March 21-April 25 | All Ages | \$48 | NLN

A learn to swim class for women only. Classes are once per week on Thursday. No classes during Spring Break: March 11-25. Registration opens March 4.

## Eggs and Jam

March 23 | Ages 11-13 | Free | HAC

Middle school students are invited for an afternoon of swimming, food and fun. This party will feature an egg hunt in the pool with loads of special goodies and prizes, including toys, chocolate bunnies and tickets to area attractions. Complimentary pizza and soda will be served will supplies last.

Register in person or online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec).



## PARKS AND RECREATION ACTIVITIES

### Georgia Farrow Recreation Center

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

#### March 8 | Laser Tag Fun Zone

6 to 8 p.m. | Ages 7-17 | \$5

Come out to a gaming night of fun! Laser Tag, e-gaming, indoor volleyball and indoor soccer are available for your entertainment. Registration is required.

### Heritage Senior Center

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

#### March 29 | Breakfast with the Bunny

8 to 9 a.m. | Ages 50 and older | Free

Hop on in for breakfast, while supplies last, and take a picture with the Easter Bunny! Registration required by March 25.



### Lively Pointe Youth Center

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

#### March 12 & 14 | Spring Break Field Trips

1 to 3 p.m. | Ages 13-18 | IPAR Card + Cost

Looking for a spring break staycation? Join teens to discover area attractions and entertainment venues around the DFW area. Trip fee includes transportation and admission. For specific trip details, contact Lively Pointe Youth Center.

### Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

#### March 29 | Mustang Speedway Race

10 a.m. to 12:30 p.m. | Ages 3-9 | Free

Children are invited to bring their personal Power Wheels and compete in a friendly race. Power Wheels must be original stock vehicles with no modifications, and drivers must wear a minimum of a bicycle helmet and tennis shoes or boots. Only 6V-12V class Power Wheels allowed. Registration is required.

Register in person or online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec).



# Library Programs, Spring Break, Crafts & Fun

## Adult Reading Challenge

Readers ages 18 and older have a full year of reading ahead with the second Fully Booked Adult Reading Challenge. Register at [IrvingLibrary.ReadSquared.com](http://IrvingLibrary.ReadSquared.com), follow the category prompts, choose titles from the adult collection and read or listen to 15 books per trimester. Prize pickups for each individual trimester start as of April 1, Aug. 1 and Dec. 1. See [IrvingLibrary.ReadSquared.com](http://IrvingLibrary.ReadSquared.com) or visit a library for more details. Printed logs are also available at library locations.



## Spring Break Fun Week March 11-16

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

### South Irving Library | 2:30 p.m.

March 12 | Chalk the Lot

March 14 | Build It with LEGOs

### Valley Ranch Library | 2:30 p.m.

March 11 | Karate Dance Party

March 12 | Build It with LEGOs

March 13 | Zentangle Doodles

March 14 | Spring Break Movie: "The Little Mermaid"

March 16 | Bubble Show! with Bernie the Bubble Lady

### West Irving Library | 2:30 p.m.

March 11 | Build It with LEGOs

March 13 | Creature Teacher

March 14 | MiY Kids: Sphero Maze Escape

March 16 | St. Patrick's Day Crafts

## MARCH SCHEDULE AND PROGRAMS

Each library location offers free activities for all ages and interests. In addition, the online library is always open by visiting [CityofIrving.org/Library](http://CityofIrving.org/Library) and social media.

### March 8 | Ramadan Festival

6 p.m. | West Irving Library | Kids

Celebrate the start of Ramadan with crafts, scavenger hunts, professional henna artist and more.

### March 9 | All the Drama Club

Noon | West Irving Library | Teens

Get lost in the wonderful, trope-y world of Asian dramas!

### March 12 | Paper Cuts: Pop-Up Doll Houses

2 p.m. | South Irving Library | Teens

Design a dream house with a mini pop-up dollhouse.

### March 15 | Storywalk Fridays

11 a.m. | South Irving Library | Kids

Children can enjoy a craft followed by a story in the park.

### March 16 | Craftastic! Rustic Wood Tray

4 p.m. | Valley Ranch Library | Adults

Create a rustic wood tray perfect for use as a charcuterie board or bedside tray!

### March 19 | Homebuyer's Workshop

6:30 p.m. | South Irving Library | Adults

Presented in both English and Spanish, learn all aspects of purchasing a home.

### April 6 | North Texas Space Society Presentation

2 p.m. | South Irving Library | All Ages

The North Texas Space Society will present on milestones and achievements in space exploration and the solar eclipse on April 8.

### April 6 | Astronomer Annie

2:30 p.m. | Valley Ranch Library | Kids

Astronomer Annie uses puppets and ventriloquism to teach children about the solar system and science objects.

## NORTH TEXAS TEEN BOOK FESTIVAL APRIL 27

Readers, hold on to those bookmarks! The North Texas Teen Book Festival returns for its tenth-year celebration at the Irving Convention Center on April 27. The book festival features more than 70 bestselling and debut authors of middle grade and young adult works in panels and bookish activities, such as Jeff Kinney, R.L. Stine and Jennifer Lynn Barnes.

Join the excitement of an all-star literary lineup at the North Texas Teen Book Festival by signing up as a volunteer. A variety of positions are available at the event, including greeters, room and author signing line monitors, book sale volunteers and photo assistants.

For more details and to register, visit

[NorthTexasTeenBookFestival.com/Volunteer](http://NorthTexasTeenBookFestival.com/Volunteer). ■



## MILLIONS INVESTED IN IRVING ROADS



The City of Irving has invested in projects to improve infrastructure along Lindy Lane, Hard Rock Road, Pioneer Drive and Nursery Road. These projects, totaling over \$20 million, addressed critical issues ranging from wastewater management to roadway paving, marking a significant milestone in the city's ongoing efforts to enhance the quality of life for residents.



The Lindy Lane (Balleywood Road to Irving Heights Drive) project, costing \$2.3 million, addressed issues with wastewater, drainage, sidewalks and roadway paving. Completed Dec. 14, 2023.



Hard Rock Road and Pioneer Drive (Hard Rock Road from the State Highway 183 Frontage Road to 500 feet north of Conflans Road, and Pioneer Drive from Hard Rock Road to Esters Road) underwent similar enhancements, including roadway pavement and retaining walls adjacent to the lake, at a cost of \$9.9 million. Completed Jan. 26, 2024.



Nursery Road (Delaware Creek Bridge to Hunter Ferrell Road) underwent \$7.9 million in improvements, including a hike and bike trail from Oakdale Road to Mountain Creek Preserve Park. Completed Sept. 5, 2023.

For more information on the city's ongoing road construction projects, visit [CityofIrving.org/Road2Future](https://CityofIrving.org/Road2Future). ■

## DAYLIGHT SAVING TIME: CHANGE YOUR CLOCK, CHANGE YOUR BATTERY

Daylight saving time begins at 2 a.m. on Sunday, March 10, and clocks should be advanced one hour. The Irving Fire Department encourages residents to also replace smoke detector batteries. ■



## City Approves \$6.8 Million in Improvements to Hunter Ferrell Landfill



On Jan. 25, Irving City Council approved several Hunter Ferrell Landfill improvements, which included \$4.5 million for the construction of the middle and west tract cells and drainage improvements; \$2.18 million for a new maintenance building and resident convenience center; and an \$84,788 service agreement between the city and Oncor for electricity to the site of the new maintenance building.

Hunter Ferrell Landfill opened in 1982, when the City of Irving was developing into a larger suburban community with nearly 110,000 residents, according to the 1980 U.S. census. The landfill footprint is 139.5 acres — with only a third of the area constructed for disposal services. With the city's population now more than doubled to 263,270 and the landfill accepting about 650 tons of trash on average per day, the city will move forward with plans to construct new disposal cells in the middle and west tracts of the landfill.

Construction on the projects is expected to begin in March and will take one year to complete, weather permitting.

### New Disposal Cells

The city will construct a new middle tract disposal cell that is about 17 acres in size and 85 feet deep. While a portion of the middle tract is currently in operation, the new excavation site will provide more disposal area for Irving's growing community. The west tract disposal cell construction will include 1 acre of the site that will be 23 feet deep. This portion of land will conclude the west tract, which has been in operation for more than 40 years.

The city will also include drainage improvements with the disposal cell project. The improvements will be built along the perimeter of the landfill's footprint to manage water runoff.

The City's Solid Waste Services (SWS) Department operates the landfill and will oversee the upcoming projects. While the total construction cost was estimated at \$8.3 million for the new cells and drainage improvements, SWS anticipated a costly project and took action to mitigate high construction costs.

"Knowing that this was going to be an expensive project, we took the initiative to begin excavation where we were going to be constructing the middle tract," said Travis Switzer, Solid Waste Services Director. "Our own staff was getting ahead of the game and excavating that dirt and reusing it for daily cover, knowing that every scoop we took out saved money."

### Resident Convenience Center and Maintenance Shop

The city will open an all-weather resident convenience center that will allow residents to use the landfill drop-off for household trash, recycling, scrap metal and tires. At the current facility, when heavy rain and inclement weather appears in the forecast, the city closes residential access to the landfill due to hazardous and muddy conditions. The new location will provide residents with all-weather access to the drop-off separate from the landfill's working face, which will create a safer and more efficient environment for the community and staff.

Additionally, the current maintenance facility will be relocated out of the west tract and moved to the southern portion of the middle tract. The new facility is about 5,000 square feet and will include a 15-ton bridge crane, as well as electricity. This will allow the landfill to maintain and service equipment on-site. Hunter Ferrell Landfill is located at 110 E. Hunter Ferrell Road and is open Monday through Saturday, 7 a.m. to 5:30 p.m. For more information, visit [CityofIrving.org/SWS](https://CityofIrving.org/SWS).

Visit [CityofIrving.org/IrvingInvests](https://CityofIrving.org/IrvingInvests) for more information on the city's ongoing infrastructure initiatives. ■

## City Begins Construction on Carroll Avenue and Delaware Street Improvement Project



The City of Irving began construction in February on one of its newest Road to the Future Projects: the Carroll Avenue and Delaware Street Improvements Project. The \$3.1 million project will run through December 2024, weather permitting. The project includes replacing old, undersized water mains; wastewater mains and services; construction of storm drainage systems; and reinforced concrete pavement and sidewalks, junction boxes and storm water inlets. The project also will include paving residential streets. The scope of the neighborhood project runs from Carroll Avenue between North Britain Road and the Burlington Northern Santa Fe (BNSF) Railway to Delaware Street from BNSF to East Pioneer Drive.



For more information on the project, contact David Springob, Capital Improvement Program Engineering Manager, at (972) 721-2784. For more information on the city's ongoing road construction projects, visit [CityofIrving.org/Road2Future](https://CityofIrving.org/Road2Future). ■

## How State Legislation Could Impact Multifamily Quality Control



In 2021, the Texas Legislature considered bills that would reduce fees for regular rental property inspections conducted by the city, which in Irving is a self-funded program that helps ensure properties are maintained to a minimum standard.

House Bill (HB) 754 and HB 4298's proposed fee reduction would cut revenue for Irving's apartment inspection program by more than 90 percent. The fee covers almost all costs of the program and, if passed, would have required the city to inspect fewer properties, inspect them less frequently or eliminate inspections completely.

The apartment inspection program has been successful in improving the living conditions of Irving tenants over

the years. The Irving City Council approved a resolution opposing HB 754 in 2021, and Teresa Adrian, Director of Code Enforcement at the time, testified against the bill.

Ultimately, HB 754 was voted down in the House Urban Affairs Committee during the 2021 legislative session, and HB 4258 did not receive a committee hearing when proposed again in 2023. If the Texas Supreme Court reinstates HB 2127, the 2023 bill pre-empting many city regulations, the apartment inspection fee also may be at risk.

For more information or to sign up for email updates, visit Irving Legislative Insider at [CityofIrving.org/Legislative-Insider](https://CityofIrving.org/Legislative-Insider). ■





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST March 2024

Legend	
<b>Permit Pending</b>	Plans are being reviewed
<b>Permit Approved</b>	Plans are approved, but the applicant has not paid all fees and picked up the permit
<b>Permit Issued</b>	Plan review is complete, and the applicant has paid all fees and picked up the permit
<b>Permit Planned</b>	Development project with an estimated application date
<b>Verification</b>	The date that the viability of the project was confirmed
<b>C-FB</b>	Carrollton-Farmers Branch ISD
<b>Highlighted Entries</b>	New entries and/or changes are highlighted as shown

MULTIFAMILY										
#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Rosewood Las Colinas	4955 Fuller Dr.	Apts. - 370 units	655,292 SF	\$68,000,000	Permit Approved	1/11/2023	2023-01-151	Irving	Jun-23
2	Fourplex	818 Bluebird Dr.	Apts. - 4 units	3,186 SF	\$600,000	Permit Pending	9/14/2023	2023-09-7742	Irving	Oct-23
3	Savannah Bldg. 6	350 O'Connor Ridge Blvd.	Apts. - 8 units	22,312 SF	\$4,800,000	Permit Approved	11/9/2023	2023-11-9955	Irving	Mar-24

OFFICE										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	2671 N. SH 161	Office	54,351 SF	\$7,000,000	Permit Pending	1/27/2023	2023-01-731	Irving	Feb-23
2	Shell Bldg.	610 N. Britain Rd.	Office	6236 SF	\$988,000	Permit Pending	2/13/2023	2022-12-9275	Irving	Mar-23
3	Shell Bldg.	660 Walnut Ridge Dr.	Office	4,862 SF	\$608,000	Permit Issued	9/22/2023	2023-09-8416	C-FB	Dec-23
4	T-Mobile Addition	8333 Ridgepoint Dr.	Office	5,506 SF	\$1,000,000	Permit Pending	11/9/2023	2023-11-9951	C-FB	Dec-23
5	Shell Bldg.	8500 Olympus Blvd.	Medical Office	7,390 SF	\$1,500,000	Permit Pending	12/29/2023	2023-12-11234	Coppell	Feb-24
6	Shell Bldg.	7410 N. SH 161	Medical Office	78,107 SF	\$13,500,000	Permit Pending	1/2/2024	2024-01-32	C-FB	Feb-24

WAREHOUSING/INDUSTRIAL										
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	3615 Block Dr.	Warehouse	98,874 SF	\$6,000,000	Permit Approved	5/11/2022	2022-05-2764	Irving	Feb-24
2	QTS	6340 Longhorn Dr.	Data Center	337,191 SF	\$185,000,000	Permit Pending	10/5/2022	2022-10-7332	C-FB	Dec-22
3	Shell Bldg.	4831 W. Northgate Dr.	Warehouse	65,960 SF	\$7,000,000	Permit Issued	4/10/2023	2023-03-2326	Irving	Jan-24
4	Market Place Self Storage	2488 Market Place Blvd.	Self Storage	17,100 SF	\$1,500,000	Permit Pending	8/2/2023	2023-07-6679	Coppell	Sep-23
5	McCorvey Sheet Metal Dallas	7640 Esters Blvd.	Warehouse	26,450 SF	\$5,100,000	Permit Pending	8/11/2023	2023-08-7044	Coppell	Sep-23
6	QTS Substation	6400 Longhorn Dr.	Utility Substation	656 SF	\$1,500,000	Permit Pending	9/1/2023	2023-08-7651	C-FB	Oct-23
7	Shell Bldg.	2371 N. SH 161	Warehouse	27,277 SF	\$3,000,000	Permit Pending	9/7/2023	2023-09-7733	Irving	Oct-23
8	HOLT CAT Wash Rack Bldg.	2000 E. Airport Fwy.	Industrial	5,466 SF	\$1,200,000	Permit Issued	9/8/2023	2023-09-7883	Irving	Feb-24
9	Shell Bldg.	4951 Valley Ridge Dr.	Warehouse	28,125 SF	\$4,000,000	Permit Pending	10/5/2023	2023-10-8674	Irving	Nov-23
10	Shell Bldg.	7815 Jetstar Dr.	Warehouse	69,160 SF	\$6,000,000	Permit Pending	11/1/2023	2023-10-9471	Coppell	Dec-23
11	Shell Bldg.	7810 Jetstar Dr.	Warehouse	104,520 SF	\$7,000,000	Permit Pending	11/1/2023	2023-10-9470	Coppell	Dec-23
12	Shell Bldg.	4300 Horizon Way	Warehouse	53,152 SF	\$5,000,000	Permit Issued	11/17/2023	2023-11-10161	Coppell	Mar-24
13	Shell Bldg.	4203 W. Royal Ln.	Warehouse	149,827 SF	\$14,000,000	Permit Issued	11/17/2023	2023-11-10162	Coppell	Mar-24
14	Shell Bldg.	4000 Horizon Way	Warehouse	133,740 SF	\$13,000,000	Permit Issued	11/17/2023	2023-11-10163	Coppell	Mar-24
15	QTS	6300 Longhorn Dr.	Data Center	264,400 SF	\$180,000,000	Permit Pending	11/27/2023	2023-10-9002	C-FB	Jan-24
16	Holt Cat Addition	2000 E. Airport Fwy.	Industrial	3,983 SF	\$11,800,000	Permit Pending	2/5/2024	2024-02-1032	Irving	Mar-24

RETAIL										
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#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Freeman Hyundai Addn	1800 E. Airport Fwy.	Retail	5,578 SF	\$2,200,000	Permit Pending	1/9/2023	2023-01-167	Irving	Jan-23
2	Shell Bldg.	642 E. Second St.	Retail	3,600 SF	\$450,000	Permit Issued	5/15/2023	2023-05-3939	Irving	Mar-24
3	Pioneer Laundromat	4401 W. Pioneer Dr.	Laundromat	6,207 SF	\$350,000	Permit Pending	6/22/2023	2023-06-5442	Irving	Jul-23
4	Shell Bldg.	3523 World Cup Way	Retail	3,000 SF	\$280,000	Permit Pending	7/7/2023	2023-07-5942	Irving	Aug-23
5	7 Eleven	7480 N. SH 161	Retail	4,761 SF	\$1,000,000	Permit Issued	12/8/2023	2023-12-10581	C-FB	Mar-24
6	Wild Fork Foods	7201 N. SH 161	Retail	4,500 SF	\$1,863,987	Permit Issued	1/3/2024	2024-01-70	C-FB	Mar-24

#### HOTEL

#	PROJECT	LOCATION	DESCRIPTION & TOTAL UNITS	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Radisson Hotel	8230 Esters Blvd.	Hotel - 180 Units	109,112 SF	\$5,500,000	Permit Approved	6/10/2020	B2006-0183	Coppell	Jul-23
2	Hampton Inn + Suites	4500 Plaza Dr.	Hotel - 130 Units	77,763 SF	\$9,000,000	Permit Issued	6/15/2023	2023-06-5194	Coppell	Feb-24
3	Home 2 Suites Addition	4700 Plaza Dr.	Hotel - 40 Additional Units	22,253 SF	\$3,000,000	Permit Pending	11/29/2023	2023-11-10469	Coppell	Jan-24
4	AC Hotel	335 W. John Carpenter Fwy.	Hotel - 147 Units	90,048 SF	\$15,000,000	Permit Pending	2/16/2024	2024-02-967	Irving	Mar-24

#### RESTAURANT

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	Irving Banquet Hall	1420 N. Westridge Cir.	Banquet Hall	18,585 SF	\$4,000,000	Permit Pending	4/19/2023	2023-04-2803	C-FB	May-23

#### INSTITUTIONAL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	PERMIT NUMBER	SCHOOL DISTRICT	VERIFICATION
1	COI Landfill Maintenance Bldg.	106 E. Hunter Ferrell Rd.	Maint. Building	4,985 SF	\$1,000,000	Permit Approved	6/1/2023	2023-06-4675	Irving	Nov-23
2	Barkaat UL Quran Masjid	2380 W. Northgate Dr.	Religious Fac.	13,488 SF	\$2,576,208	Permit Pending	6/22/2023	2023-05-4539	Irving	Jul-23
3	Yeti Plaza	3529 World Cup Way	Event Center	15,500 SF	\$2,511,000	Permit Pending	7/5/2023	2023-06-5823	Irving	Aug-23
4	VR Islamic Center Addition	351 Ranchview Dr.	Church	50,407 SF	\$8,000,000	Permit Pending	9/7/2023	2023-09-7851	C-FB	Oct-23
5	COI Fleet Maintenance Bldg.	108 N. Briery Rd.	Auto Repair	21,530 SF	\$7,500,000	Permit Pending	11/20/2023	2023-11-10255	Irving	Dec-23
6	Anjuman-E-Najmi Sunday	1306 S. Nursery Rd.	Church	15,612 SF	\$2,000,000	Permit Pending	12/29/2023	2023-12-11145	Irving	Feb-24
7	Anjuman-E-Najmi Sunday	1320 S. Nursery Rd.	Church	16,060 SF	\$5,000,000	Permit Pending	12/29/2023	2023-12-11146	Irving	Feb-24
8	VR Elementary School Addition	9800 Rodeo Rd.	School	80,028 SF	\$26,000,000	Permit Pending	2/15/2024	2024-02-1379	Coppell	Mar-24

#### NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS/MOBILE HOMES

DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	MOBILE HOMES	VALUE
February 2024	6	\$5,585,150	6	\$5,585,150	0	\$0	0	\$0

#### Notes:

1. 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 25, 2024**

**BUREAU MANAGEMENT  
AND  
STAFF REPORTS**

## ICVB Memorandum

Date: March 15, 2024  
To: Maura Gast, FCDME, Executive Director  
From: Lori Fojtasek, Vice President, Sales & Services  
RE: Sales & Services Department Board Report for February 2024

### Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	152	647
Irving Convention Center Leads	23	162

### February

Room Nights Generated	Monthly Goal	February 2024 Actuals	February 2023 Actuals	FY 2023-24 Annual Goal	FY 2023-24 YTD Actuals	FY 2022-23 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	11944	18178	9905	143318	84170	54274	2516	13935
Lost Room Nights		84178	34609		256334	178510	45962	137638

### Travel & Activity

February	Organization	Event	Location
13-15	Texas Society of Association Executives	Women's Summit	Frisco, TX



# Customer Services Activity

## February Servicing & Inventory

Groups Served	
February	16
YTD	53

Event Location:      Hotels: 7      Irving Convention Center: 9      Other: 1

	February	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	7	1462 Badges/ 1642 Lanyards
Pens	11	2428
Bags	4	1080
Promotional Materials	10	400 Restaurant Maps/ 1530 TMF Maps/ 730 Water Street Maps/ 730 Traveler's Guides
Staffing Services	4	106 Event Hours

### Proclamations/Welcomes/Flags:

#### Past

- Mayor/Proclamation- Marine Corps League/State Conference, Oct. 6, 2023, Mayor Stopfer

#### Upcoming

- Welcome Back/Ribbon Cutting - Great American Franchise Expo, March 2, 2024, Deputy Mayor Pro Tem Dennis Webb
- Mayor Welcome - SER Jobs for Progress, April 4, 2024, Mayor Stopfer
- Welcome - North Texas Business Alliance, April 15, 2024, Mayor Stopfer



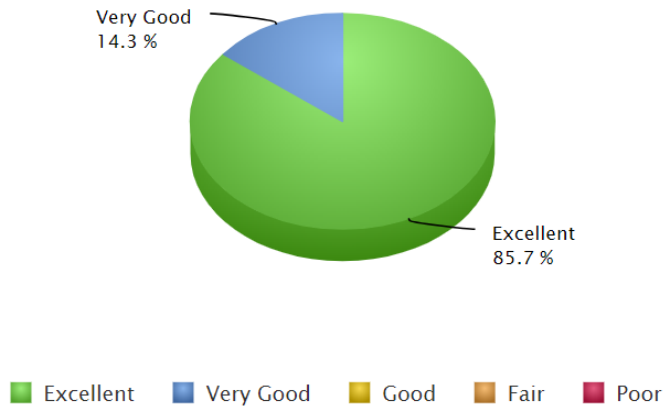


# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience? February – 97.1%

02/01/2024 - 02/29/2024 Score: 97.1 / 100.0
Chart

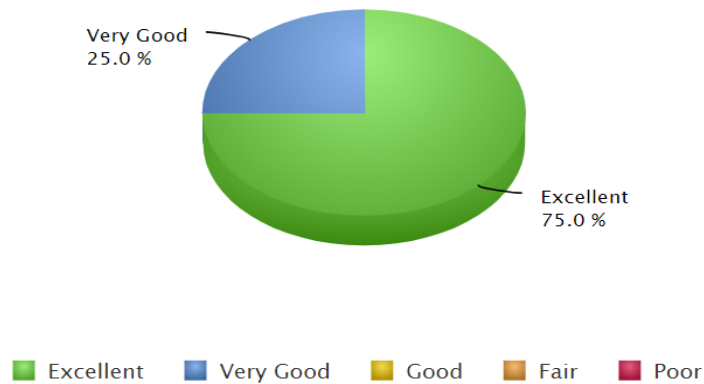
### IRVING AS A DESTINATION How was your overall Destination Experience?



## 2. How was your overall Convention and Visitors Bureau Experience? February – 95%

02/01/2024 - 02/29/2024 Score: 95.0 / 100.0
Chart

### IRVING CONVENTION AND VISITORS BUREAU SUPPORT How was your overall Irving CVB experience?



## Definite Bookings

**March 2024 – May 2024**

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Consero	General Counsel Forum -US2403GC1	3/2/2024	3/5/2024	130	295
Liberty Mutual Insurance Company	Comparion Leadership Meeting	3/3/2024	3/7/2024	150	580
Live Nation Entertainment	Live Nation Entertainment GM Meeting	3/3/2024	3/6/2024	250	305
McKesson Corporation	ID#17398 Revenue Cycle Leadership Training Program "Revenue Cycle Leadership Bootcamp"	3/3/2024	3/7/2024	35	86
Legends	Legends GM Road Show	3/3/2024	3/6/2024	300	110
Cahaba Media Group	Graphics Pro Expo 2024 - Westin	3/4/2024	3/10/2024	500	203
Cahaba Media Group	Graphics Pro Expo 2024 - Texican	3/4/2024	3/10/2024	500	202
Zweig Group	ElevateHer 2024	3/5/2024	3/7/2024	55	140
Texas Steel Guitar Association	Texas Steel Guitar 2024	3/6/2024	3/10/2024	300	856
CVS Health	PBM Implementations Annual Meeting	3/6/2024	3/7/2024	110	85
Hispanic Association on Corporate Responsibility	HACR - LATINA EMPOW(H)ER Summit 2024	3/7/2024	3/14/2024	200	651
The Job Shop Company	Design 2 Part Show	3/10/2024	3/16/2024	1000	298
Texas Independent Ginners Association	TIGA Annual Conference 2024	3/10/2024	3/12/2024	75	82
Environmental Impact Management Agency	2024 EIMA Annual Meeting	3/11/2024	3/14/2024	100	215
RISE Adaptive Sports	RISE Adaptive Sports Room Block	3/14/2024	3/16/2024	50	150

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Consero	Talent Management Forum-US2404TMI	3/16/2024	3/19/2024	125	290
SMU Dedman School of Law	SMU Dedman School of Law	3/18/2024	3/24/2024	500	523
Flowserve Corporation	PB Flowserve HR Meeting-new dates	3/18/2024	3/21/2024	15	80
Consero	Corporate Legal Operations Forum-US2406CL01	3/19/2024	3/22/2024	175	400
Dallas and Fort Worth Chapters of TX Association of Addiction Professionals	DFW Behavioral Health Symposium 2024	3/20/2024	3/22/2024	400	149
Texas Hoe-Down Dance	Texas Hoe-Down Dance Event 2024	3/21/2024	3/24/2024	200	330
Texas Educational Diagnostician's Association	2024 Spring Annual State Conference - Contracted Room Blocks	3/21/2024	3/22/2024	600	340
Texas Society of Professional Engineers	2024 State MATHCOUNTS Competition	3/21/2024	3/23/2024	400	172
Texas Society of Professional Engineers	2024 TSPE and TEF Board Meetings	3/21/2024	3/22/2024	35	20
ALM First Financial Advisors, LLC	2024 ALM Conference	3/24/2024	3/27/2024	150	450
National Agriculture in the Classroom (NAITCO)	NAITCO 2024 Leadership Summit	3/24/2024	3/27/2024	75	126
SER Jobs for Progress National, Inc.	2024 60th Anniversary Annual Conference	4/1/2024	4/4/2024	700	87
US LBM Holdings, LLC	US LBM Meeting	4/1/2024	4/3/2024	200	420
Debbie Sardone Consulting	2024 CBF Retreat	4/2/2024	4/7/2024	350	1000
Dental Laboratory Association of Texas	DLAT Southwest Conference 2024	4/3/2024	4/6/2024	250	380
Consero	Corporate Litigation Forum-US240CL1	4/6/2024	4/9/2024	125	280
Galderma - HQ	Galderma New Hire Training Apr2024	4/7/2024	4/11/2024	91	455
Morgan Stanley	Power of the West	4/8/2024	4/10/2024	198	406



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Novatech	Admin Team Meeting	4/9/2024	4/12/2024	11	33
Sober Sis	Sober Sis 2024 Retreat	4/10/2024	4/13/2024	500	625
Molly Maid	Molly Maid 2024-04 Regional Meeting Dallas (Rooms Only)	4/10/2024	4/10/2024	50	20
McGuireWoods LLP	McGuireWoods LLP	4/10/2024	4/11/2024	100	40
Tri Delta	Tri Delta Annual Conference	4/11/2024	4/14/2024	950	830
Sarabeth Events	Passages Israel Leaders Conference	4/12/2024	4/14/2024	215	175
Texas Association of Health Underwriters	TAHU Annual Conference - 2024	4/15/2024	4/17/2024	200	280
National Air Filtration Association (NAFA)	NAFA 2024 Technical Seminar	4/15/2024	4/19/2024	275	410
Greystar Management Services LP	Greystar Cohort Room Block	4/15/2024	4/17/2024	45	112
Interstate Natural Gas Association of America	INGAA Foundation - April 2024 Meeting	4/16/2024	4/20/2024	300	630
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T 2024 Line Dance Event	4/17/2024	4/21/2024	400	300
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat Intensive 2024	4/17/2024	4/25/2024	50	222
Assemblies of God/Marriage	Marriage Encounters Apr24	4/19/2024	4/21/2024	80	80
McKesson Corporation	#16614-Board & Committee Meeting April 2024	4/20/2024	4/24/2024	20	85
AXXESS	Axxess AGILE Conference	4/21/2024	4/24/2024	500	450
Midwest Veterinary Supply	2024 Midwest Veterinary Supply NSM	4/21/2024	4/26/2024	200	892
McKesson Corporation	ID#17358 National Independent Advisory Board (NIAB) Spring 2024 Meeting	4/21/2024	4/23/2024	35	72

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Electric Power Research Institute	M&TS All Hands Meeting	4/22/2024	4/25/2024	40	87
Irving Public Library	North Texas Young Adult Festival 2024	4/23/2024	4/28/2024	5000	193
American College of Emergency Physicians	ACEP EMF SRS Rooms April 2024	4/23/2024	4/23/2024	30	26
US Army Recruiting Battalion Dallas	Annual Training Conference ATC Apr2024	4/24/2024	4/26/2024	400	290
Lone Star Riders	Heart of Texas Rally 2024	4/25/2024	4/28/2024	100	59
ECO: A Covenant Order of Evangelical Presbyterians	ECO Presbytery Leader Gathering 2024	4/28/2024	5/4/2024	50	253
Luanshya Boys Reunion	Luanshya Boys Golf Tournament	5/2/2024	5/4/2024	75	225
Texas Boyz Entertainment	All Black and Bling Stepper Ball 2024	5/2/2024	5/5/2024	400	360
Oilfield Water Connection	Oilfield Water Connection Room Block	5/5/2024	5/8/2024	125	165
Society for Information Management	2024 SIM Spring Combo Event	5/12/2024	5/14/2024	150	230
Texas Frightmare Weekend LLC	Texas Frightmare	5/15/2024	5/20/2024	8000	2250
Universal Events	Universal Events May2024	5/16/2024	5/18/2024	150	103
McKesson Corporation	#16615-Board & Committee Meeting May 2024	5/18/2024	5/22/2024	20	85
Informa	Informa Tech - Network Next	5/18/2024	5/24/2024	3270	385
American College of Emergency Physicians	ACEP - May 20-21, 2024 Guest Room Block	5/20/2024	5/21/2024	21	42
Young Life	Young Life	5/22/2024	5/23/2024	60	30

\*\*Highlighted items above are Target Industries for Irving





# Marketing Communications

**To:** Maura Gast, Executive Director

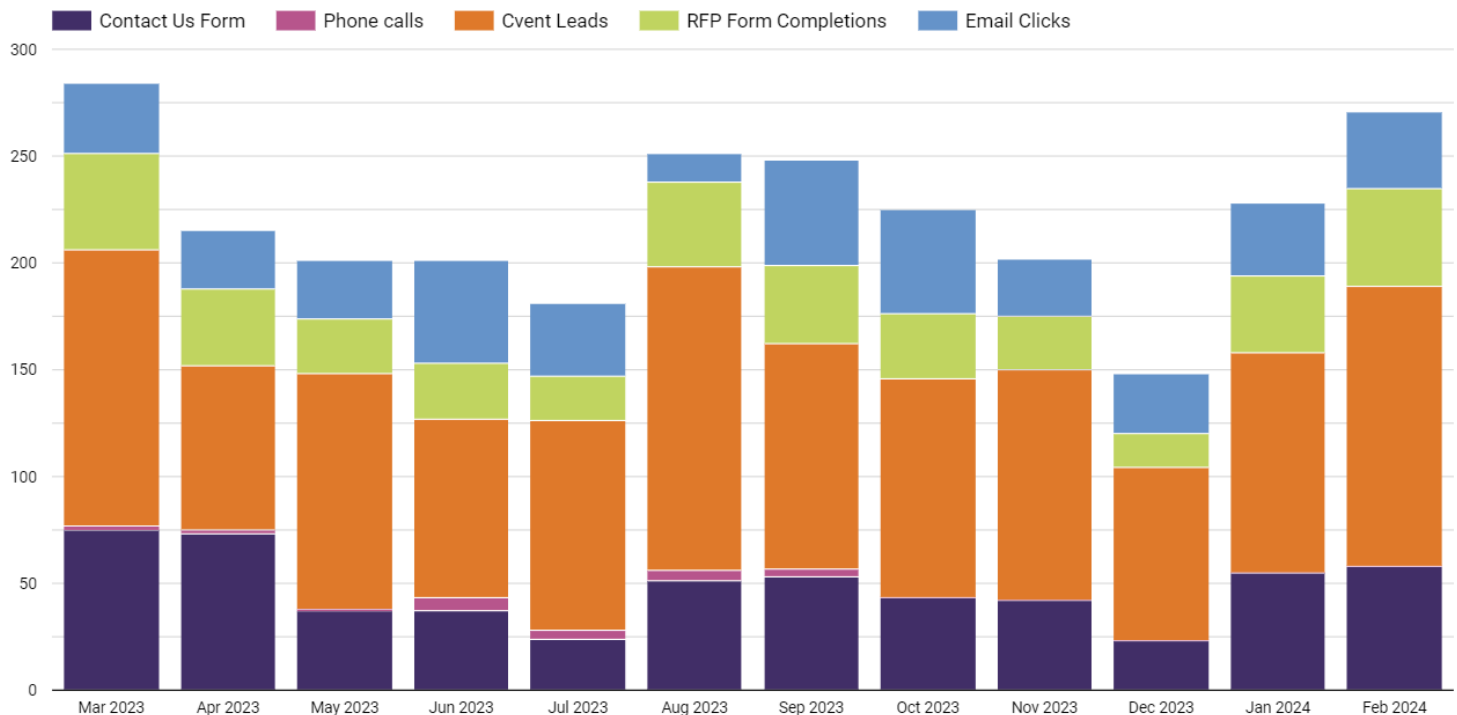
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing

**Date:** March 15, 2024

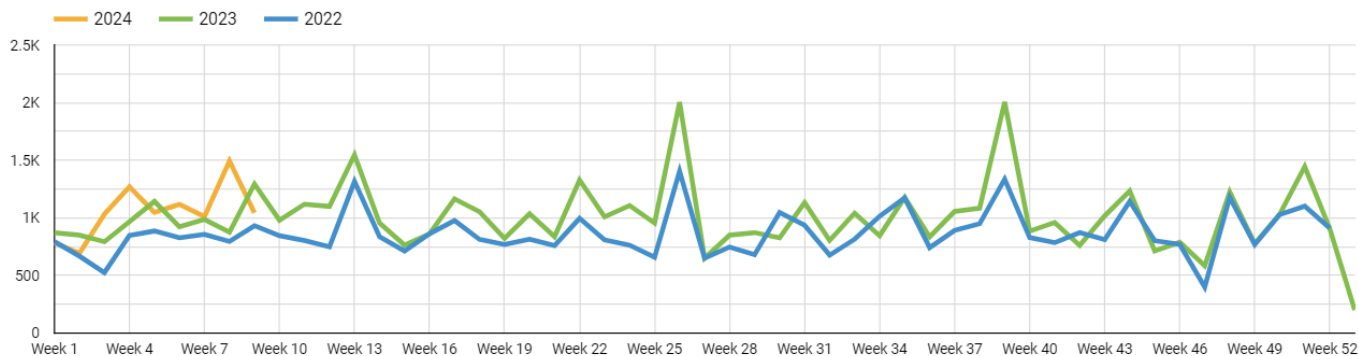
**Re:** February Board Report

## Marketing Prospects

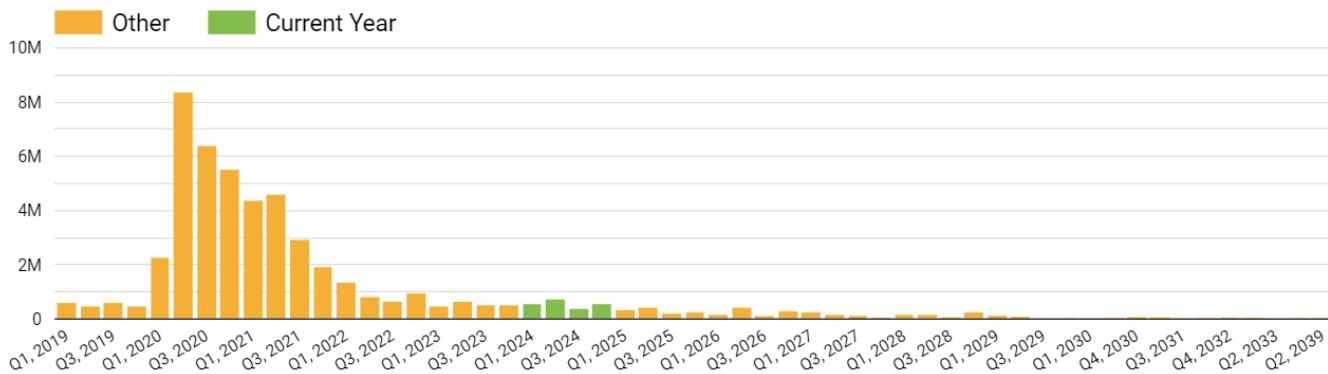
There were **271 total prospects** in February. Of those, 131 came from Cvent, and 140 came from the website.



### Aggregated Weekly Definite Volume of 200+ DMOs



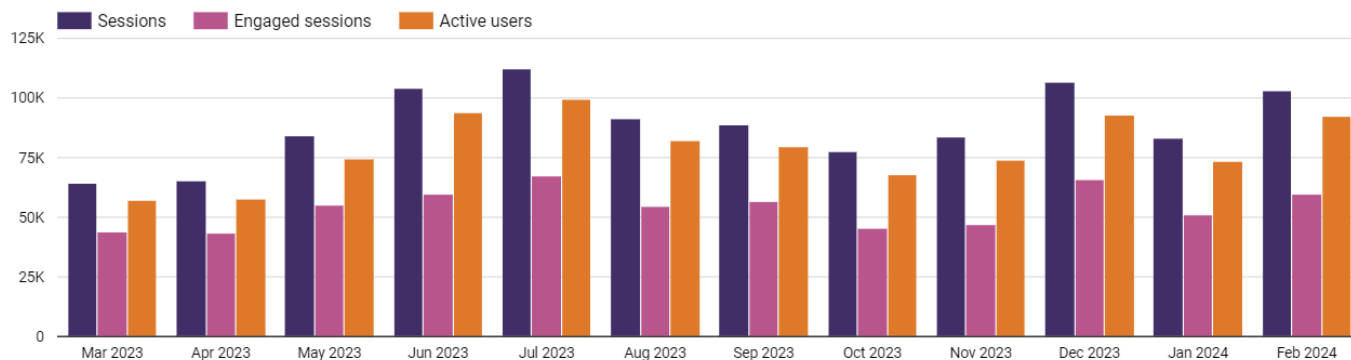
### Aggregated Quarterly Cancellation Volume of 200+ DMOs



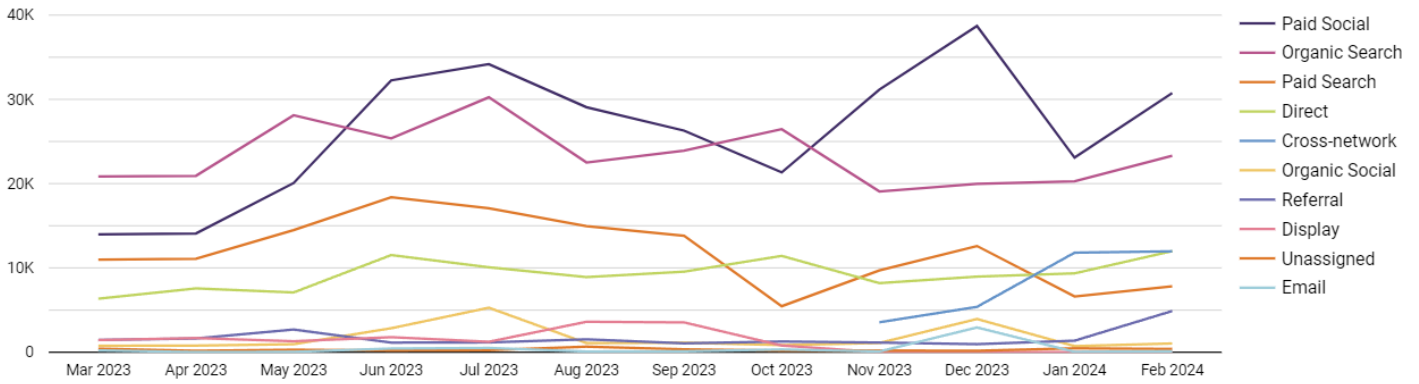
## Website Traffic and Engagement

In February, sessions increased by 54% year-over-year, with **106,915 total sessions** and **61,339 engaged sessions** from **88,237 active users** who triggered **858,982 events**.

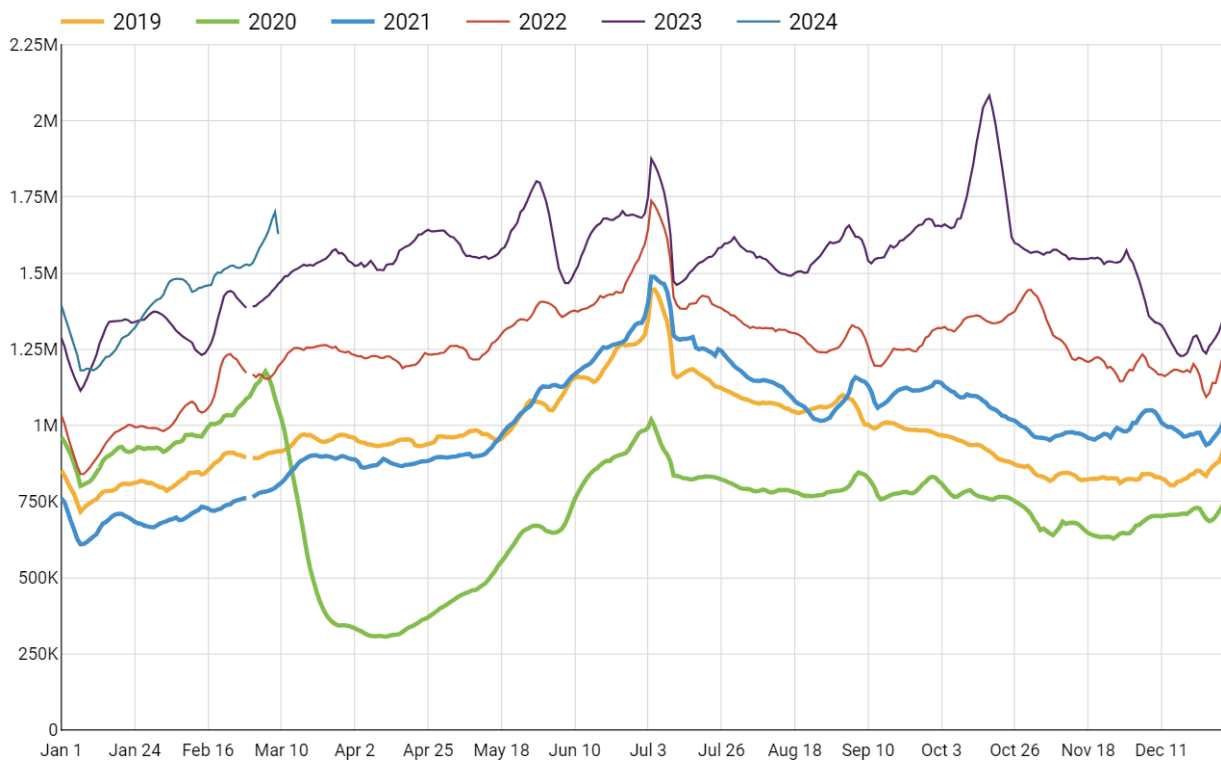
### Sessions / Engaged Sessions / Active Users



## Users by Channel



Aggregated data from Simpleview shows that overall website sessions continue to exceed previous years.



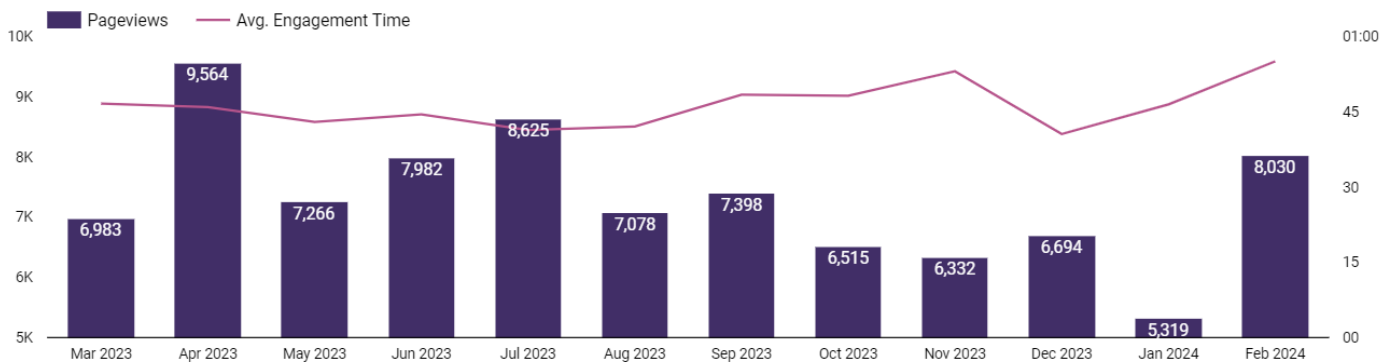
## Blog Traffic

Blog pageviews increased significantly in February, with **8,030 pageviews**. The top five posts were:

1. Discover Romance on the Water – Gondola Adventures in Irving – 951 pageviews
2. Five Ways to Have Fun at Lake Carolyn – 701 pageviews
3. Romantic Restaurants and Valentine's Day Meals to Go – 571 pageviews
4. Five Brunch Spots in Irving You Need to Try this Sunday – 391 pageviews
5. Seven Days a Week – A Happy Hour Run Down in Irving – 347 pageviews

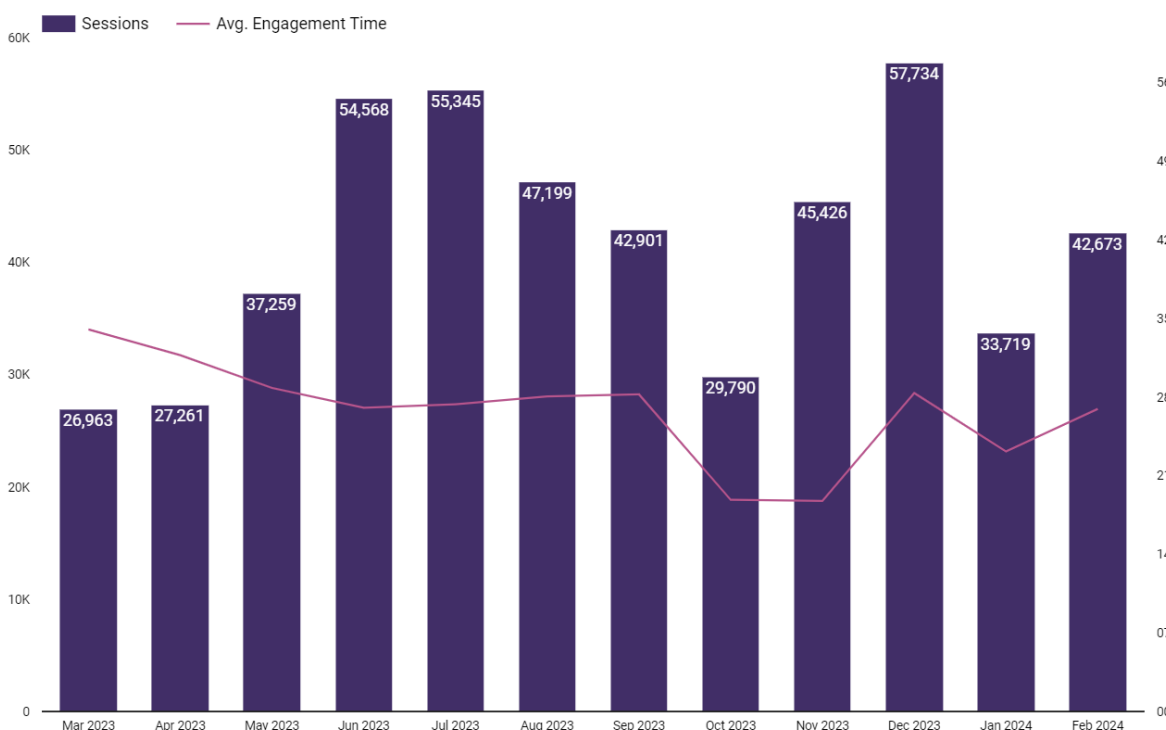


## Blog Pageviews



## Paid Search (SEM)

Paid search had **42,673 sessions** in February.



## Digital/Leisure Campaigns

### Staycations Campaign:

In February, the Staycations Campaign generated **10,104 hotel referrals**. This campaign utilized multiple platforms, including Google via Performance Max, Bing via search, and Facebook, which utilized prospect, and retargeting. This resulted in a 39.9% conversion rate.

### Event Micro-Campaigns:

The Event and Micro-Campaign, which leveraged existing demand from the Irving Convention Center and Irving Marathon's Love on the Run and Frost Fest, generated **7,920 website visits** and **14 hotel referrals** in February.

### Evergreen Promotions:

The Promoted Content Campaign, which highlights local businesses through the ICVB blog and social media, generated **12,863 impressions** and **1,042 website visits**.

## Eclipse Campaign:

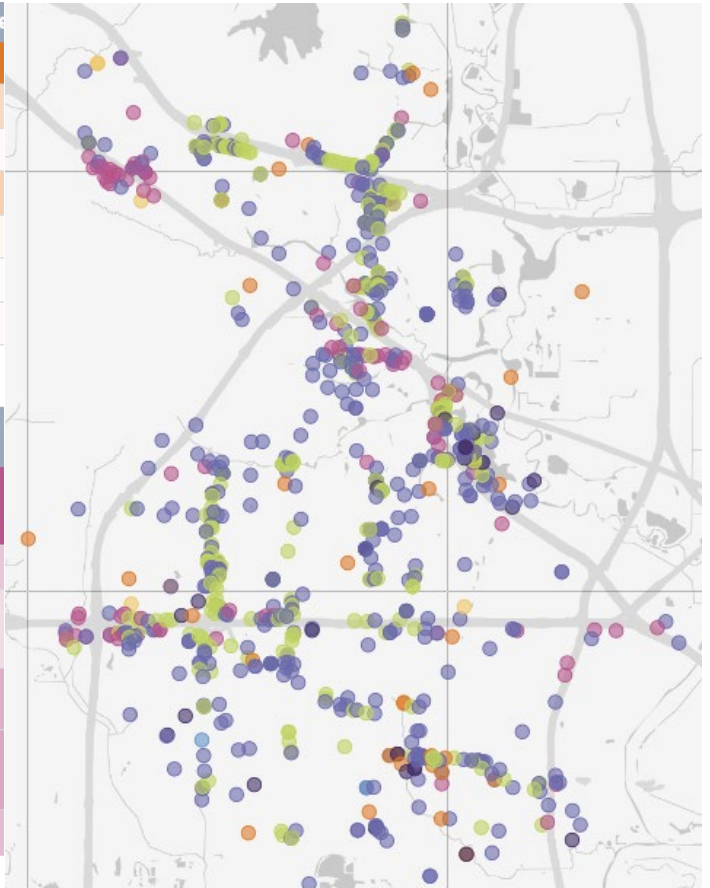
The Eclipse Campaign, which will run through April 7<sup>th</sup>, generated **843,463 impressions** and **8,973 visits** to the Total Eclipse webpage. There are currently 3,856 registered for the event at Levy Park.

## Business Impact

The business impact report tracks social media impressions, the number of times a partner listing has been viewed and the number of referrals to their websites. In February, Irving businesses received **427,260 impressions**, **44,112 partner listing views**, and **11,292 partner listing referrals**.

Partner Category	Social Impressions	Listing View	Listing Referrals
Hotels	324,776	31,170	7,111
Restaurants	54,281	3,424	1,731
Others	27,918	0	16
Attractions & Entertainment	18,079	8,831	2,251
Venues	2,206	601	163
Transportation	0	13	2
Shopping	0	73	18
<b>Grand total</b>	<b>427,260</b>	<b>44,112</b>	<b>11,292</b>

Partner Name	Partner Category	Social Impressions	Listing View
Westin Irving Convention Center Las Colinas	Hotels	61,383	10,033
Texican Court	Hotels	32,032	3,094
Mandalay Canal Walk at Las Colinas	Attractions & Entertainment	0	1,798
Omni Las Colinas Hotel	Hotels	31,820	4,588
Irving Convention Center at Las Colinas	Attractions & Entertainment	9,367	4,959
The Ritz-Carlton Dallas, Las Colinas	Hotels	195,265	3,724
<b>Grand total</b>		<b>427,260</b>	<b>44,112</b>



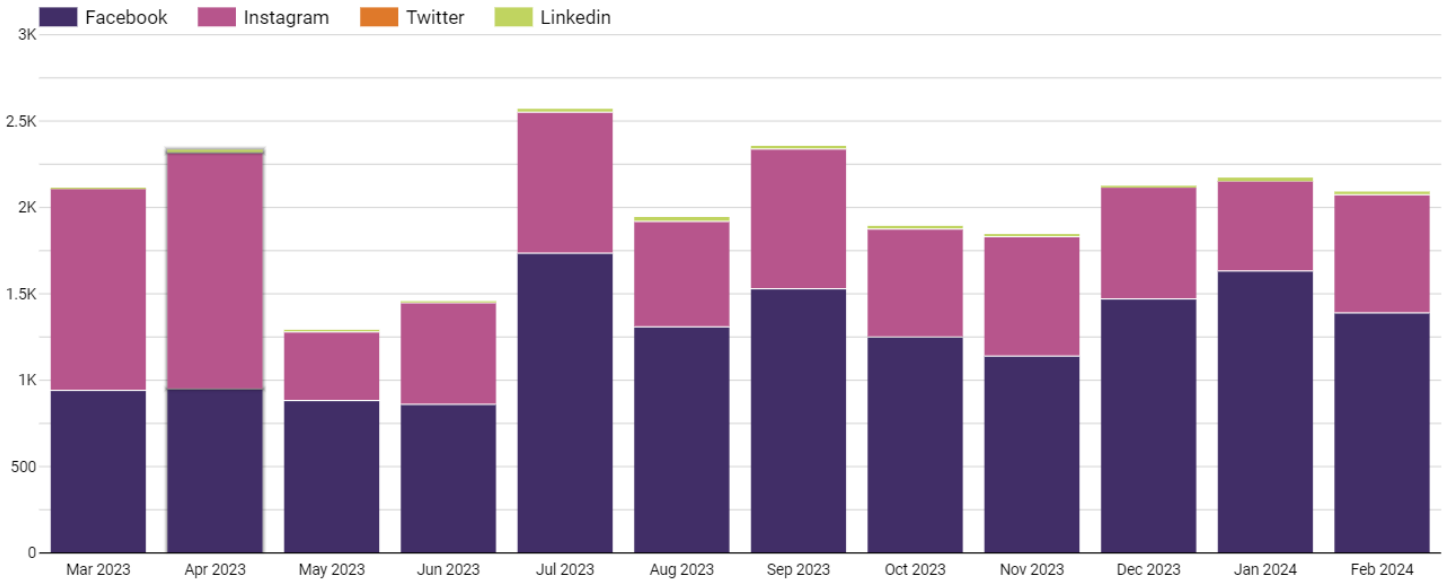
## Social Media

February saw the addition of **2,092 new social media followers**, which brought the total influence to **166,592 followers**.

### Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	110,661	20,794	5,783	1,053	138,291
CC	22,180	3,154	2,420	547	28,301
<b>Grand Total</b>	<b>132,841</b>	<b>23,948</b>	<b>8,203</b>	<b>1,600</b>	<b>166,592</b>

## Social Media Net Followers



## Attachments

- 📄 "Who Needs Venice When There Are Gondolas in Irving?" Amanda Ogel, *Texas Highways*, March 2024
- 📄 February Social Media Overview
- 📄 February Blog Performance Overview
- 📄 February Visit Irving Social Stats
- 📄 February Irving Convention Center Social Stats

# Ritz-Carlton Hotel Unveiled in Irving, Texas

[meetings-conventions.com/News/Hotels-and-Resorts/Ritz-Carlton-Hotel-Unveiled-in-Irving-Texas](https://meetings-conventions.com/News/Hotels-and-Resorts/Ritz-Carlton-Hotel-Unveiled-in-Irving-Texas)



Bar Juniper at the new Ritz-Carlton, Dallas at Las Colinas

The Ritz-Carlton Dallas, Las Colinas, in Irving, Texas, debuted on Jan. 23rd, the newest addition to the Ritz-Carlton collection of more than 110 hotels and resorts worldwide. The property, previously a Four Seasons, has been welcoming guests for 38 years, and underwent a \$55 million renovation following its acquisition in 2022.

Design firms Jeffrey Beers International and Leo A Daly handled the initial phase of updates, which introduced several enhancements, including the addition of Bar Juniper, a new lobby lounge spotlighting clear spirits. The 427 guest rooms have been revamped with a nod to the resort's historical roots as the former Little Ranch on the Hills. The 400-acre property also now features new meeting spaces and a state-of-the-art ballroom, totaling 80,000 square feet of event space.

## Texas-sized amenities

The property, once home to a major PGA Tour event, has two championship golf courses — the TPC Las Colinas and the Cottonwood Valley Golf Course — and holds a certification as an Audubon Cooperative Sanctuary. Adjacent to the resort is the Nelson Sports and Golf Club, providing guests with access to

expansive recreational facilities, such as outdoor tennis courts, racquetball, a world-class fitness center with Technogym equipment, and a group exercise studio featuring classes from aerial yoga to cycling.

More enhancements are coming to the hotel, including several additions. Opening in March is Knife Italian, the latest restaurant concept from Michelin-starred chef John Tesar, serving dishes pairing Italian influences with Texas fare. Also on the horizon is Campo Coffee & Provisions, offering European-inspired, locally roasted espresso options and a sommelier-curated selection of wines.

The property's 14,000-square-foot salon and spa still is undergoing its transition into a signature Ritz-Carlton Spa. The resort pool also is undergoing a complete reimagining, featuring luxury cabanas, expanded seating and a new poolside bar.

Scheduled to open this month is the second floor's Ritz-Carlton Club. Among its unique offerings will be five daily culinary presentations profiling the quintessential flavors of Texas, as well as invite-only cultural experiences and events.

# Where to celebrate Valentine's Day around Dallas-Fort Worth

[dallasnews.com/arts-entertainment/things-to-do/2024/02/09/where-to-celebrate-valentines-day-around-dallas-fort-worth/](https://dallasnews.com/arts-entertainment/things-to-do/2024/02/09/where-to-celebrate-valentines-day-around-dallas-fort-worth/)



Enjoy a romantic gondola ride complete with a serenade and chocolates at Mandalay Canals in Irving. Valentine's bookings go through Feb. 17. (Rebecca Slezak / Staff Photographer)

Looking for some ideas for Valentine's? From a romantic gondola ride to a Taylor Swift-themed "I Hate Valentine's Day" party, here are some tips on making the holiday one to remember. See the event websites for any changes, and be sure to check out our Valentine's dining options.

20+ Valentine's Day meals at Dallas-Fort Worth restaurants in 2024

## VALENTINE'S GONDOLA CRUISE

Take a romantic cruise for two in an Italian-built gondola through Mandalay Canals in Las Colinas. Package options include a serenade by your gondolier, chocolates and the beverages of your choice. And don't forget to share a kiss as your gondola passes under each bridge. Strolls along the Venetian-inspired canal promenade are free.

*Valentine Cruise: Feb. 9-17, times by reservation, at Mandalay Canals, 215 Mandalay Canal, Irving. Prices start at \$190 per couple. [irving.gondola.com](http://irving.gondola.com).*

## News Roundups

Catch up on the day's news you need to know.

By signing up you agree to our [Terms of Service](#) and [Privacy Policy](#)

## GALENTINE'S AT PUNCH BOWL SOCIAL

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There'll be pink punch and specialty cocktails, a DIY friendship bracelet station, a heart-shaped sunglasses giveaway, and retro board games including Clueless and Candyland at this girls' night out party. Dance to DJ beats and shop tattoos and nail art at a pop-up market.

*Feb. 9 from 6:30 to 10 p.m. at Punch Bowl Social, 2600 Main St., Dallas. \$15. [eventbrite.com](https://www.eventbrite.com).*

## VALENTINE'S DAY POP-UP AT AT&T DISCOVERY DISTRICT

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Free

**FREE** Enjoy music, art, food and a pop-up market with Valentine's must-haves like jewelry, florals, fashion and candles. Capture a lovely moment to remember with that special someone at photo walls set up throughout the Discovery District. Self-parking is available at the 1212 Jackson St. garage, complimentary with district merchant validation.

### **Valentine's Day Pop-up**

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Feb 9, 2024 until Feb 9, 2024 *Feb. 9 from noon to 9 p.m., Feb. 10 from 10 a.m. to 10 p.m. at AT&T Discovery District, 208 S. Akard St., Dallas. Free. [discoverydistrict.att.com](http://discoverydistrict.att.com).*

at AT&T Discovery District

[View Event](#)

## CHAMPAGNE, CHOCOLATES AND COMEDY

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# The Meeting Professional - Issue Library

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[themeetingprofessionaldigital.org/themeetingprofessional/library/item/february-march\\_2024/4172533/](https://themeetingprofessionaldigital.org/themeetingprofessional/library/item/february-march_2024/4172533/)



TEXAS SHOWCASE

## Texas meetings: A corporate group resurgence, bleisure travel, doing more with less

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In Section TEXAS SHOWCASE

Putting COVID in the “rearview mirror,” cities like Irving, San Antonio and Houston are proving the enduring strength of meetings in the Lone Star State.

By Blair Potter



[Open photo in lightbox](#)



## Irving

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Corporate meetings are coming back with a resurgence that surpasses pre-pandemic levels in Irving, Texas, according to Lori Fojtasek, vice president of sales and services for Visit Irving.

“They are the last segment to return to pre-COVID numbers, but we are thrilled to be able to say that COVID is now in the rearview mirror,” she says.

Walkability is part of Irving’s attraction as a meetings destination, Fojtasek says.

“Attendees might not need to ride in a car once they arrive, given the proximity of our many attractions, entertainment venues and hotels to each other and to the Irving Convention Center,” she says, noting the popularity of the Toyota Music Factory, an event venue in the city’s entertainment district. “New waterfront eateries continue to populate the shores of Lake Carolyn in the Water Street development.”



Open photo in lightbox  
*Water Street, Irving VISIT IRVING*

Hotel renovations and new property debuts have been happening throughout the city, which now offers 13,000+ rooms at 90 hotels across all categories.

“The Ritz-Carlton Dallas, Las Colinas opened its doors on Jan. 23, becoming the newest addition to The Ritz-Carlton’s collection of hotels,” Fojtasek says. “Formerly the Four Seasons, the property has a 38-year-old legacy in Irving’s Las Colinas neighborhood. Following a yearlong, \$55 million transformation, the property features new meeting spaces and state-of-the-art ballroom facilities, covering 80,000 square feet.”

The Ritz-Carlton is 10 minutes from Dallas/Fort Worth International Airport.

“Location makes all the difference. Planners value convenience for travel as much as the culture their group will enjoy for their home away from home,” Fojtasek says, noting Irving’s central location in the Dallas-Fort Worth metropolitan hub and appeal for regional meetings as well as national conferences and conventions.

## **San Antonio**

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Tyler Orwig, vice president of association and tradeshow sales for Visit San Antonio, says the key to successful events in 2024 is doing more with less.

“Many meeting planners are having to juggle budgets and financial resources while expenses continue to rise,” he says.

As the seventh-largest U.S. city and one of the fastest growing, there is always something new in San Antonio, according to Orwig, with San Antonio International Airport undergoing a \$2.5 billion expansion that will add new flights, new airlines and a new terminal.

“Hemisfair, home of the 1968 World’s Fair, is adjacent to the Henry B. Gonzalez Convention Center and has been undergoing a redevelopment,” he says. “Recently, Phase 1 of Civic Park opened, including five acres of public parkland, a five-pool water feature and a great lawn area that can accommodate large events, concerts, dinners and receptions just steps outside the convention center and the River Walk, with proximity to many hotels.”

# TEXAS™

H I G H W A Y S

## Who Needs Venice When There Are Gondolas in Irving?

A serenading gondolier steers romance into the urban setting around Lake Carolyn and Mandalay Canal

By [Amanda Ogle](#)

March 8, 2024



A ride around Irving's Lake Carolyn and the Mandalay Canal comes complete with a singing gondolier. Photo courtesy Gondola Adventures

**G**liding across Lake Carolyn in Irving, I sip a flute of sparkling cider while watching suburbia unfold around me. Runners whiz by, apartment dwellers lounge on balconies, a man and his Great Pyrenees stroll along the sidewalk—the dog curiously staring at me. There’s even another man with his phone out, taking photos of me as I float by, making sure to walk across a small bridge to get a shot as I make my way underneath. Normally I’d be alarmed at the staring but seeing as I’m in an authentic Venetian gondola complete with a singing gondolier in the middle of a Dallas-Fort Worth urban lake, I get it.

I’m on a ride with [Gondola Adventures](#), traveling through [Lake Carolyn and the Mandalay Canal](#). My guide, Tom Young (who goes by the name “Tom Cruise” while in lake-navigation mode), is outfitted in a traditional gondolier ensemble complete with the red-and-white-striped shirt and straw hat. A bass guitarist and the Joey Ramone in a Ramones tribute band, Young breaks into song in between playing light rock from a tablet. He tells me being able to sing is part of this gig. Between the tunes, gondola, surrounding cityscape, and narrow canals we weave through, it feels as if I’m almost in Venice...almost.

Gondola Adventures began in Newport Beach, California, in the early aughts when Greg “Gondola Greg” Mohr and his wife, Elisa, sold their yacht charter company to focus on building a gondola business. The yacht fleet included a gondola, which Mohr learned to row, igniting his love for the light, flat-bottomed boats—he even proposed to Elisa on one. After selling the yacht charter company, gondolas became the main attraction, and in 2002, the Mohrs began looking for ways to expand their gondola empire. A friend looking to be part of the expansion told them about Lake Carolyn in Irving, so they came to Texas to scope out the scene. “I couldn’t believe there weren’t boats here,” Mohr says. “I pitched [gondolas to] a room full of people, and that was the beginning of our long-term relationship with Texas.”

Over the next 15 years, the Mohrs traveled back and between Texas and California and officially made a permanent move to Texas in spring 2023.

The Mohrs were drawn to Lake Carolyn’s collection of canals, finding them perfect for an authentic gondola experience. “It has a small network of canals going off of one side, and there are waterfalls feeding into the lake, plus beautiful bridges,” Mohr says, adding one must follow traditional gondola etiquette. “It’s important to have bridges, because you have to kiss under every bridge.”

Typically, Gondola Adventures caters to couples celebrating anniversaries, birthdays, and other special occasions, but they also see their fair share of proposals, and even the occasional “I’m sorry” cruise. Winter has two of their busiest holidays: Christmastime, when the canals sparkle with lights, and Valentine’s Day—the “Super Bowl of gondolas” and the busiest day of the year, Greg says. “We call in all of our guys, and everyone has a full schedule.”

Mohr is president of the Gondola Society of America and he trained in Venice as a gondolier, but he did not build the gondolas in his fleet, which consists of 14 vessels that include traditional Venetian-built wooden gondolas, American-built fiberglass gondolas, motorized gondolas that can hold larger groups, covered gondolas for rainy days, and the Stargazer, which is framed with artificial flowers and perfect for romantic trips.

Gondoliers will even coordinate a message in a bottle for riders, where they secretly drop the bottle in the water, row back by, and have the guest—usually someone getting proposed to—pick up the bottle out of the water and read the sweet message inside. Aside from these lovey-dovey moments, Gondola Adventures gets a share of Galentine’s Day requests plus birthday rides and other celebrations for friends (up to 10 people can be in the gondola, but fleets are available upon request).

**Cruises** can be booked via the company’s website, and various themed options are available year-round, many with meals including breakfast, lunch, and dinner cruises with sandwiches, calzones, pasta, pizza, and other Italian fare. Guests are allowed to bring their own wine, beer, or champagne aboard. “It’s the ultimate waterfront table with an everchanging view,” Greg says.

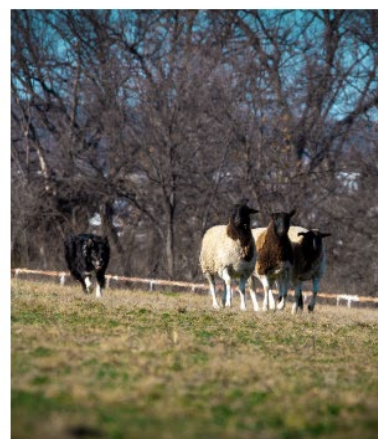
### You May Also Like:



Where To Stay Among The Texas Wildflowers



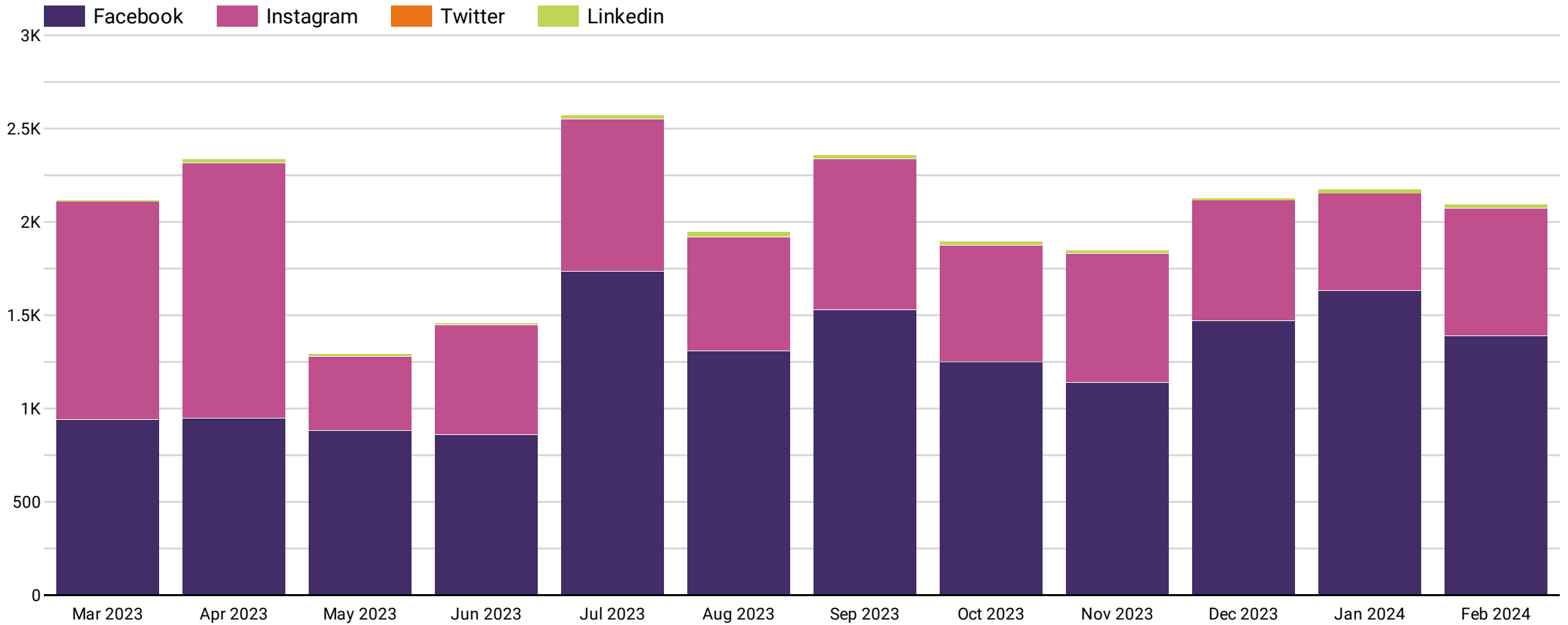
The Daytripper Gets Rejuvenated In Mineral Wells



Texas Sheepdog Trials Are The Ruff-Est Sport You’ve Never Heard Of



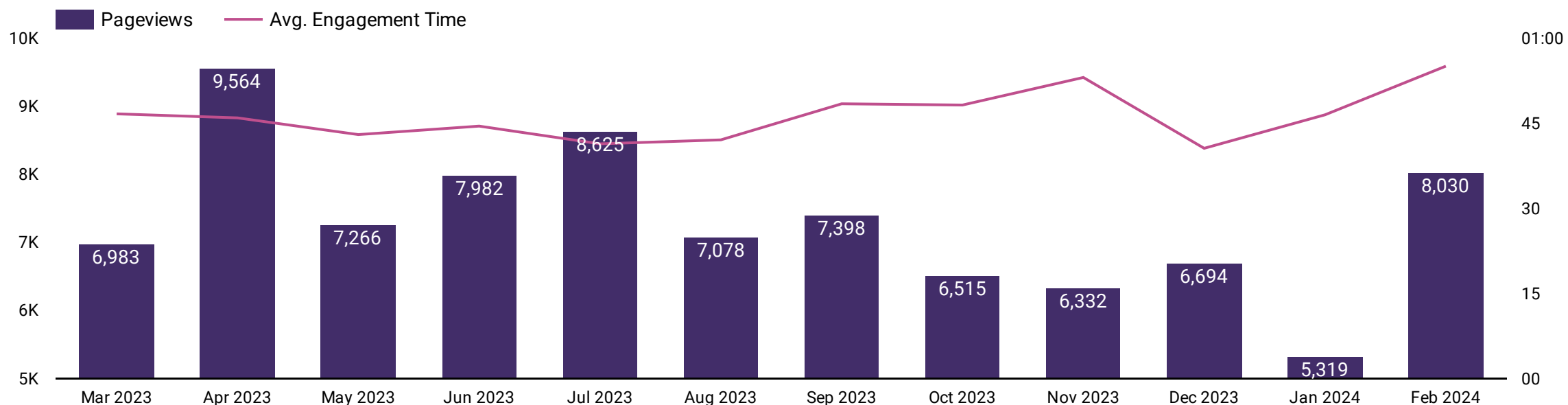
## Social Media Net Followers



## Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	LinkedIn Followers	Total Followers
CVB	110,661	20,794	5,783	1,053	138,291
CC	22,180	3,154	2,420	547	28,301
<b>Grand Total</b>	<b>132,841</b>	<b>23,948</b>	<b>8,203</b>	<b>1,600</b>	<b>166,592</b>

## Blog Pageviews



## Blog List

	Page path	Pageviews
1.	/blog/stories/post/discover-romance-on-the-water-gondola-adventures-in-irving-texas/	951
2.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	701
3.	/blog/stories/post/romantic-restaurants-and-valentines-day-meals-to-go/	571
4.	/blog/	494
5.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	391
6.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	347
7.	/blog/stories/post/a-guide-to-dfw-international-airport-restaurants/	275
8.	/blog/stories/post/irving-texas-bluebonnets-guide/	167
9.	/blog/stories/post/top-places-to-lock-lips-in-irving/	160
10.	/blog/stories/post/six-sexy-spots-for-date-night/	155

# Social Media Overview

Organization: CVB (1) ▾

Feb 1, 2024 - Feb 29, 2024 ▾

## Total All Platforms

Total Followers

138,291

Facebook Instagram Twitter LinkedIn



Total Impressions

3,389,916

↓ -60,399

Facebook Instagram Twitter LinkedIn



Total Engagements

258,240

↑ 137,784

Facebook Instagram Twitter LinkedIn Engagement



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	110,661		20,794		5,783		1,053	
<b>Impressions</b>	2,596,027	836,153 ↑	791,984	131,185 ↑	530	-394 ↓	1,375	-1,957 ↓
<b>Engagements</b>	105,381	34,731 ↑	152,720	34,655 ↑	20	-4 ↓	119	-520 ↓
<b>Net Followers</b>	1,024	-138 ↓	658	186 ↑	-3	0	13	-9 ↓

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





# Social Media Overview

Organization: CC (1) ▾

Feb 1, 2024 - Feb 29, 2024 ▾

## Total All Platforms

Total Followers  
**28,301**



Total Impressions  
**970,098**  
↑ 434,350

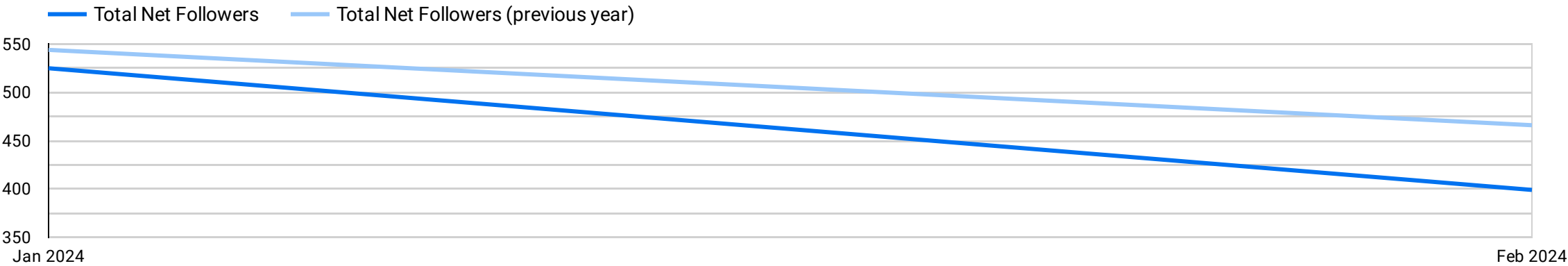


Total Engagements  
**64,149**  
↑ 31,301



## By Platform

	Facebook	Δ	Instagram	Δ	Twitter	Δ	LinkedIn	Δ
<b>Followers</b>	22,180		3,154		2,420		547	
<b>Impressions</b>	845,322	367,961 ↑	122,735	-3,108 ↓	173	-56 ↓	1,868	1,779 ↑
<b>Engagements</b>	50,208	9,940 ↑	13,594	1,036 ↑	2	0	345	345 ↑
<b>Net Followers</b>	364	-109 ↓	28	-17 ↓	2	-1 ↓	5	1 ↑





**DATE:** March 18, 2024  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** Hotel Performance and Short Term Rental Data – February Data

Beginning with this month's report, the hotel performance and short term rental data will be presented in a different format. Symphony, a software from Tourism Economics, arranges the hotel performance and short term rental information into charts and graphs which makes it easier to understand.

### **Hotel Performance**

Irving's hotel occupancy rate for February was 64.1%, down 9.4% over last year. The Average Daily Rate (ADR) was \$129.17 an increase of 4.8% from last year.

The hotel occupancy for Texas was 61.5%, a decrease of 3.4% and the hotel occupancy for the US was 58.9%, a decrease of 1.8%.

### **Short Term Rental**

For the month of February, there were 661 available listings in Irving. The occupancy rate was 45.5%, down 2.9% from last year and the ADR was \$220.01, an increase of 12.3% over last year.

For the hotel comparable subset, the occupancy rate was 47.3%, a decrease of 6.7% from last year and the ADR was \$117.47, an increase of 9.1% from last year. There are zeros listed in the Supply/Demand/Revenue YOY Change YTD and it should be noted that this section of the report is still being modified with the vendor. It is expected that numbers will be included in next month's report.

# Hotel Performance Summary

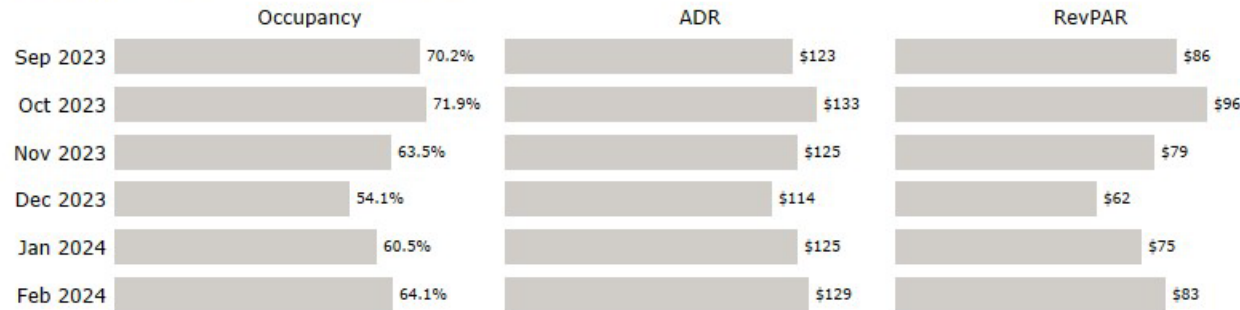
Irving, TX | February 2024



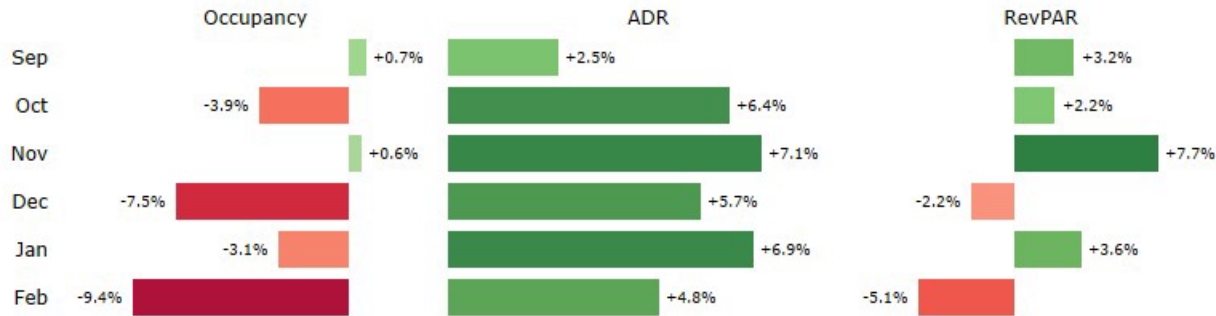
Month: February 2024 | Location: Irving, TX | Compare to: Previous Year | Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
February 2024	64.1%	\$129.17	\$82.77	358.6K	229.7K	\$29.7M
Change vs. Previous Year	▼ -9.4%	▲ 4.8%	▼ -5.1%	▼ -0.1%	▼ -9.5%	▼ -5.2%
YTD Calendar Year	62.2%	\$126.84	\$78.88	755.6K	469.8K	\$59.6M
YTD Change vs. Previous Year	▼ -6.3%	▲ 5.7%	▼ -0.9%	▼ -0.1%	▼ -6.4%	▼ -1.0%

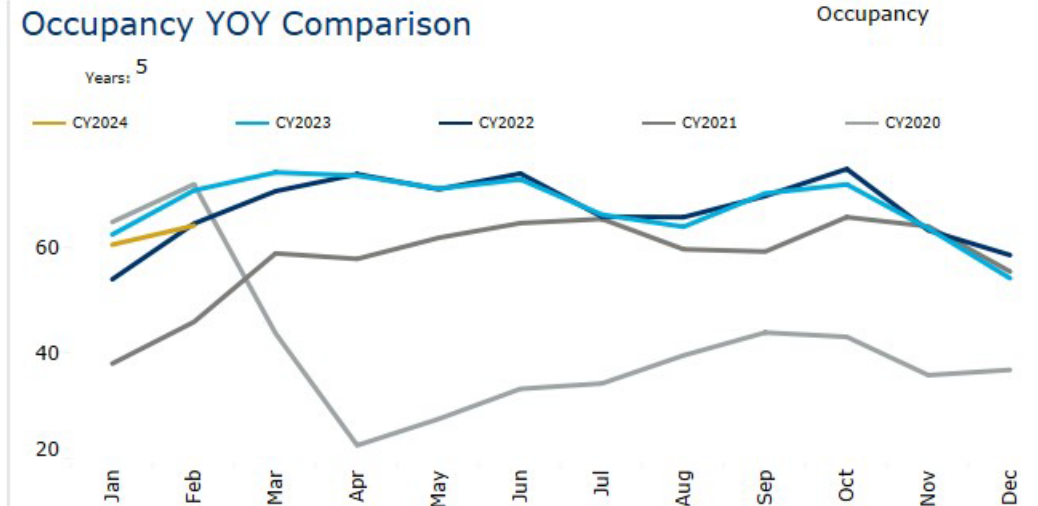
## Last Six Months Performance



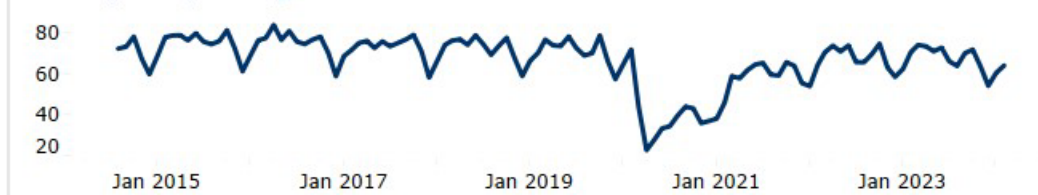
## Last Six Months Performance vs. Previous Year



## Occupancy YOY Comparison



## Occupancy Long Term Trend



# Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

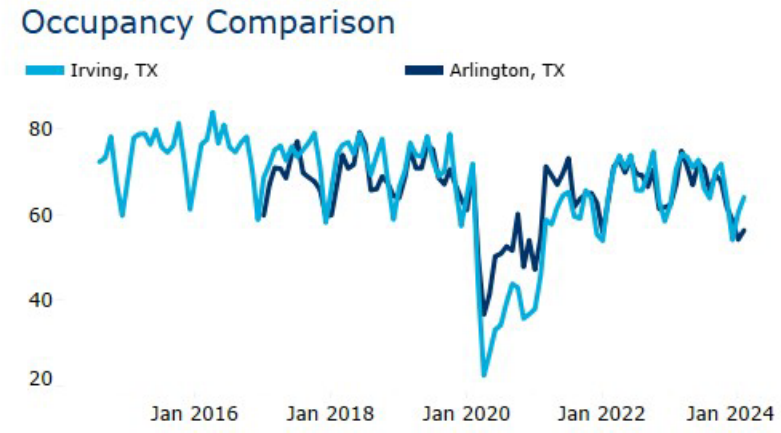


Month: February 2024 | Report Month: February 2024 | Compare to Previous Year: | Markets: All | Supply Total: | Measures Summary:

## February 2024, Comp. Markets Hotel KPIs

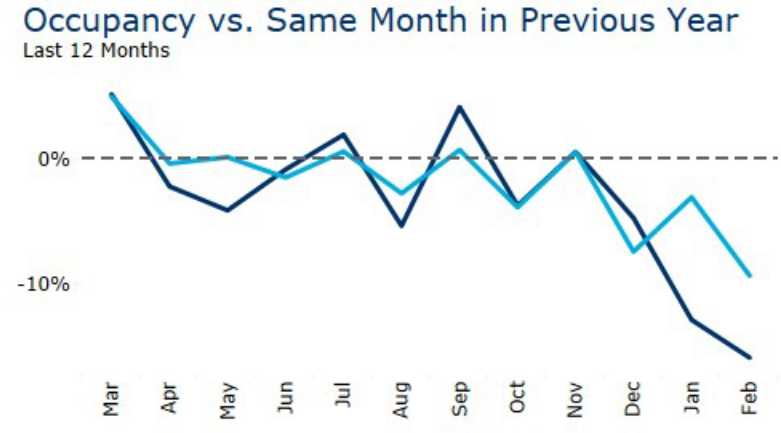


Measure: Occupancy  
 Primary Location: Irving, TX  
 Comp. Location: Arlington, TX



## February 2024, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	56.4%	▼ -16.0%	\$107	▲ 5.8%	\$60	▼ -11.1%	229.5K	▲ 12.1%	129.4K	▼ -5.9%	\$13.8M	▼ -0.3%
Atlanta, GA	62.7%	▼ -5.2%	\$124	▼ -3.3%	\$78	▼ -8.4%	3.2M	▲ 1.9%	2.0M	▼ -3.4%	\$245.3M	▼ -6.6%
Charlotte, NC	62.5%	▲ 0.4%	\$122	▲ 1.9%	\$76	▲ 2.4%	1.2M	▼ -0.2%	747.5K	▲ 0.2%	\$90.9M	▲ 2.2%
Fort Worth, TX	64.4%	▼ -6.4%	\$139	▲ 4.3%	\$90	▼ -2.4%	474.0K	▲ 2.6%	305.0K	▼ -3.9%	\$42.4M	▲ 0.1%
Frisco, TX	66.2%	▲ 4.0%	\$172	▲ 9.3%	\$114	▲ 13.7%	120.0K	▲ 13.2%	79.4K	▲ 17.7%	\$13.7M	▲ 28.7%
Grapevine, TX	73.1%	▼ -5.1%	\$203	▲ 4.8%	\$149	▼ -0.5%	134.0K	▲ 0.1%	98.0K	▼ -5.0%	\$19.9M	▼ -0.5%
Irving, TX	64.1%	▼ -9.4%	\$129	▲ 4.8%	\$83	▼ -5.1%	358.6K	▼ -0.1%	229.7K	▼ -9.5%	\$29.7M	▼ -5.2%
Nashville, TN	63.0%	▼ -3.5%	\$164	▼ -0.8%	\$103	▼ -4.3%	1.6M	▲ 1.5%	1.0M	▼ -2.1%	\$168.1M	▼ -2.8%
Phoenix, AZ	80.9%	▲ 0.6%	\$232	▼ -16.2%	\$188	▼ -15.7%	2.0M	▲ 0.9%	1.6M	▲ 1.5%	\$371.3M	▼ -14.9%
San Jose, CA	62.0%	▲ 6.1%	\$169	▲ 6.4%	\$105	▲ 12.9%	286.6K	▼ -2.5%	177.8K	▲ 3.4%	\$30.0M	▲ 10.0%
Texas	61.5%	▼ -3.4%	\$119	▲ 2.0%	\$73	▼ -1.5%	14.8M	▲ 1.0%	9.1M	▼ -2.5%	\$1.1B	▼ -0.5%
United States	58.9%	▼ -1.8%	\$158	▲ 3.9%	\$93	▲ 2.0%	156.4M	▲ 0.6%	92.1M	▼ -1.2%	\$14.6B	▲ 2.6%



History for markets varies. Click on a market to check its history in the line charts

Source: STR

# Short Term Rental Summary

Irving, February 2024



Month: February 2024 | Location: Irving | Property Type: Entire Place | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	45.5%	\$220.01	\$100.14	6.7K	3.0K	\$669.9K
YOY Change	▼ -2.9%	▲ +12.3%	▲ +9.0%	▲ +6.4%	▲ +3.3%	▲ +16.0%
Calendar Year-to-Date	44.3%	\$216.31	\$95.88	14.1K	6.3K	\$1.4M
YOY Change YTD	▼ -2.5%	▲ +12.3%	▲ +9.5%	▲ +6.8%	▲ +4.1%	▲ +16.9%

## Last Six Months

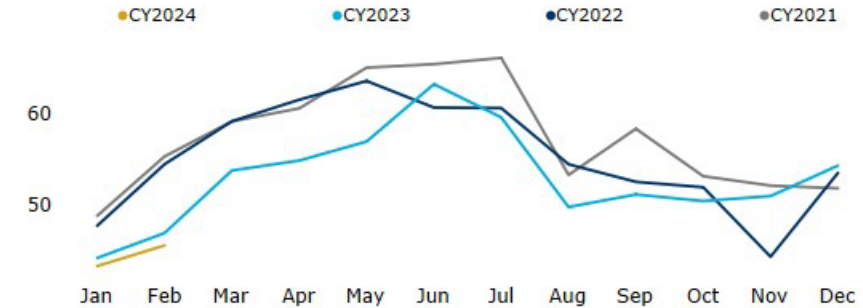
Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Sep 23	51.1%	-2.6%	\$220	1.4%	\$113	-1.3%	8.2K	6.8%	4.2K	3.9%	\$926.8K	5.4%
Oct 23	50.4%	-2.9%	\$212	-2.3%	\$107	-5.2%	8.5K	9.7%	4.3K	6.5%	\$912.6K	4.0%
Nov 23	51.0%	15.1%	\$209	0.6%	\$106	15.8%	8.1K	6.2%	4.1K	22.3%	\$863.8K	23.0%
Dec 23	54.3%	1.5%	\$198	-2.6%	\$107	-1.2%	9.1K	15.4%	4.9K	17.1%	\$977.0K	14.1%
Jan 24	43.3%	-2.0%	\$213	12.2%	\$92	10.0%	7.4K	7.1%	3.2K	5.0%	\$682.0K	17.8%
Feb 24	45.5%	-2.9%	\$220	12.3%	\$100	9.0%	6.7K	6.4%	3.0K	3.3%	\$669.9K	16.0%

## Occupancy YOY Comparison

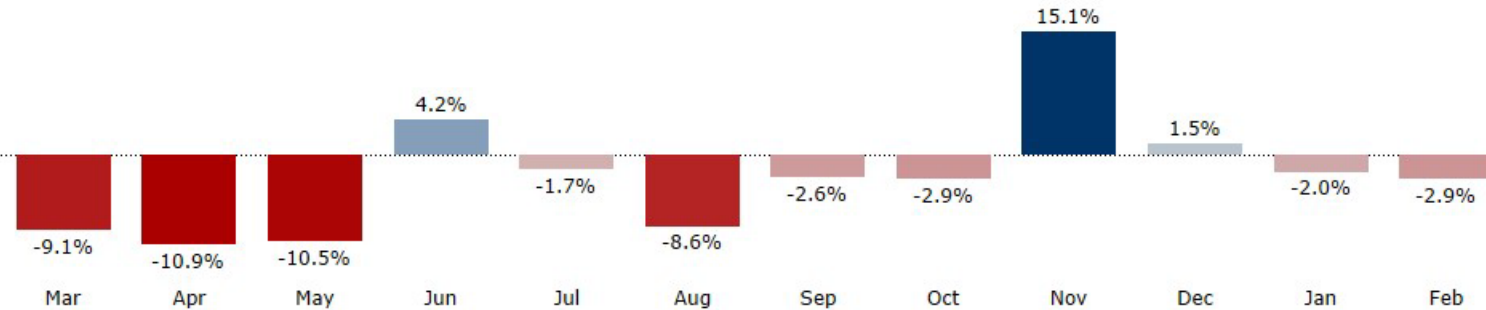
Irving

Years: 4



## Occupancy vs. Previous Year

Irving



## Occupancy

Irving



Source: AirDNA

Last Six Month Trend

# Short Term Rental Summary

Irving, February 2024



Month: February 2024 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

Occupancy: 47.3% | ADR: \$117.47 | Revpar: \$55.56 | Supply: 0 | Demand: 0 | Revenue: \$0

YOY Change: Occupancy ▼ -6.7% | ADR ▲ +9.1% | Revpar ▲ +1.8%

Calendar Year-to-Date: Supply 0 | Demand 0 | Revenue \$0

YOY Change YTD

## Last Six Months

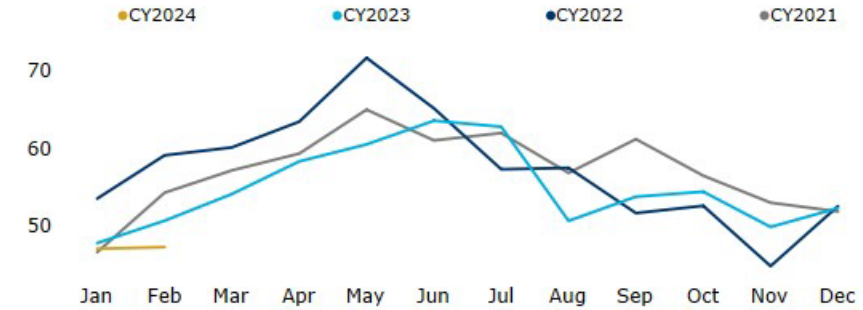
Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Sep 23	53.8%	4.1%	\$120	1.2%	\$65	5.3%						
Oct 23	54.4%	3.4%	\$119	-0.8%	\$65	2.6%						
Nov 23	49.9%	11.2%	\$108	-6.7%	\$54	3.7%						
Dec 23	52.3%	-0.5%	\$98	-6.6%	\$51	-7.0%						
Jan 24	47.1%	-1.5%	\$119	14.6%	\$56	12.8%						
Feb 24	47.3%	-6.7%	\$117	9.1%	\$56	1.8%						

## Occupancy YOY Comparison

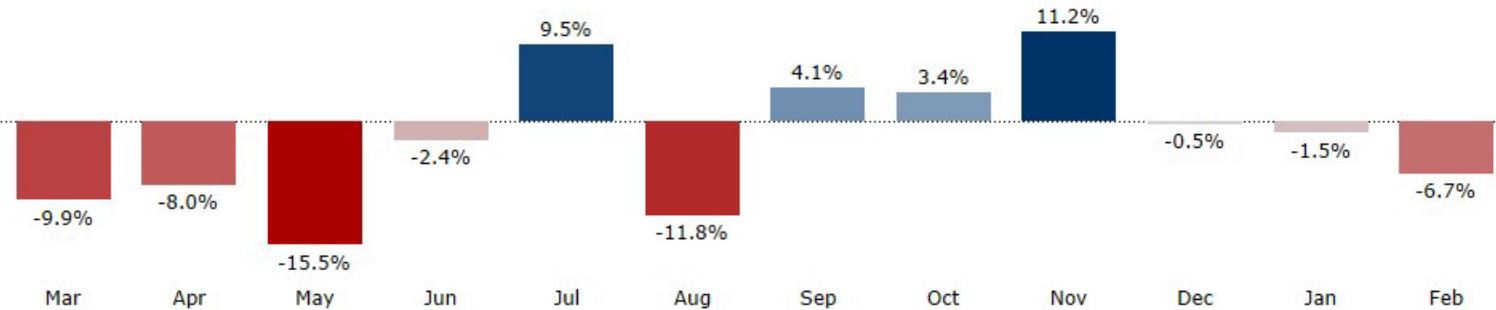
Irving

Years: 4



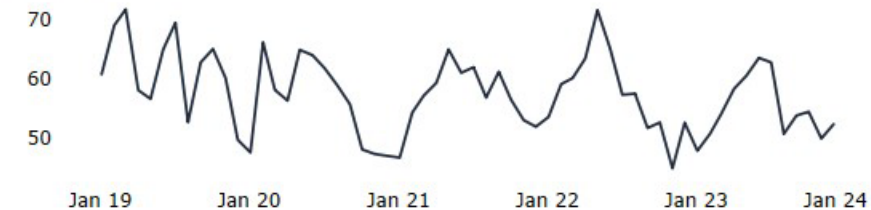
## Occupancy vs. Previous Year

Irving



## Occupancy

Irving



Source: AirDNA

Powered by SYMPHONY TOURISM ECONOMICS

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 25, 2024**

**CONVENTION CENTER  
MANAGEMENT REPORTS**



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

March 15, 2024

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 2024**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>115,845</b>	<b>113,000</b>	<b>46,560</b>	<b>251,604</b>	<b>487,100</b>	<b>419,240</b>
Ancillary Income	<b>736,080</b>	<b>544,560</b>	<b>378,046</b>	<b>2,683,949</b>	<b>2,316,712</b>	<b>2,063,174</b>
Total Event Income	<b>851,925</b>	<b>657,560</b>	<b>424,606</b>	<b>2,935,553</b>	<b>2,803,812</b>	<b>2,482,414</b>
Other Income	<b>135,803</b>	<b>107,167</b>	<b>107,531</b>	<b>648,696</b>	<b>535,835</b>	<b>430,971</b>
Adjusted Gross Income	<b>987,728</b>	<b>764,727</b>	<b>532,137</b>	<b>3,584,249</b>	<b>3,339,647</b>	<b>2,913,385</b>
Indirect Expenses	<b>(622,419)</b>	<b>(696,620)</b>	<b>(554,109)</b>	<b>(3,351,489)</b>	<b>(3,531,276)</b>	<b>(3,044,180)</b>
Net Income (Loss)	<b>365,309</b>	<b>68,107</b>	<b>(21,972)</b>	<b>232,760</b>	<b>(191,629)</b>	<b>(130,795)</b>

- We had nineteen revenue-producing events for the month.
- Total event income exceeded budget by \$194,365.
- Other operating income includes February's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were over budget by \$74,201.
- Overall, the ICC was surpassed budget by \$297,202.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>1,024,326</b>	<b>788,640</b>	<b>621,394</b>	<b>4,097,335</b>	<b>3,303,086</b>	<b>2,873,099</b>
Net Income/(Loss)	<b>582,199</b>	<b>483,360</b>	<b>326,612</b>	<b>2,208,365</b>	<b>2,023,070</b>	<b>1,693,424</b>
Net Income/(Loss) %	<b>56.84%</b>	<b>61.29%</b>	<b>52.56%</b>	<b>53.90%</b>	<b>61.25%</b>	<b>58.94%</b>



## ICC by the Numbers

EVENTS	
This month	To date
<b>19</b>	<b>67</b>
Current Year	Current Year
<b>17</b>	<b>85</b>
Prior Year	Prior Year

VISITORS	
This month	To date
<b>31,945</b>	<b>96,029</b>
Current Year	Current Year
<b>12,271</b>	<b>71,007</b>
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
<b>2,516</b>	<b>13,935</b>
Current Year	Current Year
<b>1,760</b>	<b>14,391</b>
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
<b>3</b>	<b>100%</b>
This Month	Current Month
<b>14</b>	<b>90%</b>
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
<b>14</b>	<b>58</b>
Current Year	Current Year
<b>9</b>	<b>66</b>
Prior Year	Prior Year

## **Target Industry Bookings**

National Association of Hispanic Nurses – July 2025

DynaTen – May 2024

## **March and April at a Glance**

- February 29-March 3 Texas Veterinary Association Annual Conference
- March 1-3 Great American Franchise Expo
- March 4-5 IISD State of the District
- March 4-9 Cahaba Media Group Graphics Pro Expo
- March 11-13 Total Telecom Connected America
- March 11-14 Design 2 Part Tradeshow
- March 15-16 Lindsey Wilson College
- March 19 HCA Medical City New Grad Event
- March 20-23 Scrapbook Expo
- March 20-23 Texas Education Diagnosticians Association Conference
- March 24-28 Davis Research
- March 30-31 Embassy City Church Service
- April 1-4 SER Jobs for Progress Annual Conference
- April 1-4 Direct Selling News
- April 5-9 TX Association of Student Councils
- April 9-11 North TX Association of Technology Professionals
- April 11-14 Tri Delta Collegiate Leadership Conference
- April 15-17 North TX Business Alliance
- April 15-17 Acts29 North American Conference
- April 17 7x24 Exchange Lone Star Chapter
- April 18 HCA Medical City Healthcare North TX Meeting
- April 18-21 Synergy Dance Competition
- April 20-24 AXXESS Agile Conference
- April 22 NCTASPA Job Fair
- April 25-27 North TX Teen Book Festival

cc: Tom Meehan, General Manager, ASM Global

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	1	2
<b>Southern Baptists of Texas Evangelism Conference</b> De finite			<b>2024 TVMA Annual Conference</b> De finite			
			<b>ALG Vacations</b> De finite		<b>Great American Franchise Expo</b> De finite	
			<b>IBAT Tour de Texas</b> De finite			
3	4	5	6	7	8	9
<b>Great American Franch...</b> De finite	<b>The CMG Graphics Pro Expo</b> De finite					
<b>2024 TVMA Annual Con...</b> De finite	<b>IISD - State of the District</b> De finite			<b>City of Irving Boards &amp;...</b> De finite	<b>Irving Police Departm...</b> De finite	
10	11	12	13	14	15	16
	<b>Connected America</b> De finite				<b>Lindsey Wilson Colleg e Residence Class</b> De finite	
	<b>Design 2 Part Tradeshow</b> De finite					
17	18	19	20	21	22	23
		<b>New Grad Event (DATE ...</b> De finite	<b>TEDA Annual State Conference</b> De finite			
			<b>Scrapbook Expo 2024</b> De finite			
24	25	26	27	28	29	30
<b>Davis Research</b> De finite						<b>Embassy City Church S...</b> De finite
	<b>ICVB Board of Directo...</b> De finite	<b>Maura's Meeting</b> De finite			<b>Misook Photoshoot</b> De finite	
	<b>Irving-Las Colinas Hot...</b> De finite					

March 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Embassy City Church S...</b> De finite 31	<b>SER Jobs for Progress 2024 60th Anniversary Annual Conference</b> De finite 1 2 3 4				<b>TASC Annual Conference</b> De finite 5 6	
	<b>Direct Selling News</b> De finite					

April 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
<b>Embassy City Church S...</b> De finite	<b>SER Jobs for Progress 2024 60th Anniversary Annual Conference</b> De finite			<b>TASC Annual Conference</b> De finite		
	<b>Direct Selling News</b> De finite					
7	8	9	10	11	12	13
<b>TASC Annual Conference</b> De finite		<b>Inno tech Dallas</b> De finite			<b>Tri Delta Collegiate Leadership Conference</b> De finite	
14	15	16	17	18	19	20
<b>Tri Delta Collegiate Le...</b> De finite	<b>NTBA</b> De finite			<b>HCA North Texas Meeti...</b> De finite		
	<b>Acts29 North American Conference</b> De finite			<b>Synergy Dance Competition</b> De finite		
			<b>7x24 Exchange Lone S...</b> De finite		<b>A4 LE</b> De finite	<b>AXXESS AGILE Confere...</b> De finite
21	22	23	24	25	26	27
<b>AXXESS AGILE Conference 2024</b> De finite			<b>North Texas Teen Book Festival</b> De finite			
<b>Synergy Dance Compe...</b> De finite	<b>NCTASPA Job Fair</b> De finite					
28	29	30	1	2	3	4
<b>Sneaker Exit</b> Pros pe ct		<b>IES 2024 Quality Summit</b> De finite		<b>Hall of Fame Dance Competition 2024</b> De finite		
		<b>Breakfast with the Stars</b> De finite		<b>Dallas Regional Cham...</b> De finite	<b>Richardson High Scho ...</b> De finite	<b>Arlington High School ...</b> De finite
			<b>DFW Airport Concessio ...</b> De finite			

May 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 <b>Sneaker Exit</b> Pros pe ct	29	30 <b>IES 2024 Quality Summit</b> De finite <b>Breakfast with the Stars</b> De finite	1 <b>DFW Airport Concessio ...</b> De finite	2 <b>Hall of Fame Dance Competition 2024</b> De finite <b>Dallas Regional Cham...</b> De finite	3 <b>Richardson High Scho ...</b> De finite	4 <b>Arlington High School ...</b> De finite
5 <b>Building Professional Institute</b> De finite <b>Hall of Fame Dance Co ...</b> De finite	6 <b>IISD - Salute to Service</b> Tentative 1	7 <b>The 4th Annual Oilfield Water Markets Conference</b> De finite	8 <b>Trampoline &amp; Tumbling 2024 Elite Challenge</b> De finite	9	10 <b>The City of Irving's In ...</b> De finite <b>Lindsey Wilson College Residence Class</b> Tentative 1	11 <b>Sam Houston High Sch...</b> De finite
12 <b>Trampo line &amp; Tumblin...</b> De finite	13	14 <b>DFW Minority Supplier Showcase</b> De finite <b>ICVB Destination Deve...</b> De finite	15 <b>Irving City Council Bud...</b> Tentative 1	16 <b>Texas Frightmare Weekend</b> De finite	17	18
19 <b>Texas Frightmare Wee...</b> De finite	20 <b>LR Network X Americas</b> De finite <b>ICVB Board of Directo ...</b> De finite	21	22	23	24	25 <b>Universal Academy</b> De finite
26 <b>Farooqi Wedding</b> De finite	27 Memorial Day	28	29 <b>DynaTen Meeting</b> De finite	30 <b>Tattoo Fest</b> De finite	31	1 <b>Child Care Group Meeti...</b> Tentative 1