



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, May 20, 2019 @ 11:45 a.m.

Irving Westin Convention Center Hotel

**400 W. Las Colinas Blvd.
Melody 2-3
Irving, Texas 75039**

(Lunch Served 11:15 a.m.)

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

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

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

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

AGENDA
Irving Convention & Visitors Bureau Board of Directors
Monday, May 20, 2019 at 11:45 a.m.
The Westin Irving Convention Center at Las Colinas
Melody 2 & 3
400 W. Las Colinas Blvd.
Irving, Texas 75039

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

Consent Agenda

1. Approving ICVB Board Minutes for April 22, 2019
2. Accepting Irving Convention Center Financial Reports for April 2019
3. Accepting ICVB Financial Reports for April 2019

Reports

4. Board Chair Report
5. Board Committee Reports
 - Board & Business Development – Debbi Haacke
 - Tourism Public Improvement District Legislation Update
 - Next Meeting – June 7
 - Community Engagement – Rick Lindsey
 - Recap of National Travel & Tourism Week Proclamation – May 2, 7 pm
 - Next Meeting – July 9 – Irving Driving Tour
 - Destination Development – Greg Malcolm
 - Recap of May 7, 2019 Committee Competitive Site Visit to Frisco/Plano
 - Next Meeting – August 6
6. City Reports
 - a. Council Liaison – Mayor Pro Tem John Danish
 - b. Mayor & Other Council Members
 - c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Headquarter Hotel
 - Toyota Music Factory
 - Other City Updates

AGENDA - Continued

- 7. Bureau Monthly Management Reports**
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Finance and Administration – Maura Gast
 - o Smith Travel Research and AirDNA Monthly Reports

- 8. Convention Center Management Report – Tom Meehan**

- 9. Industry Partner Reports**
 - a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
 - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Holly Turner
 - c. Restaurant Industry Update – David Cole

- 10. Partner Organization & Stakeholder Reports**
 - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - b. DCURD – Jacky Knox
 - c. Chamber of Commerce – Lars Rosene/Beth Bowman
 - d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
 - e. TIF – Michael Randall
 - f. The Las Colinas Association – Hammond Perot
 - g. University of Dallas – Karin Riley

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

AGENDA ITEMS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
JUNIOR BALLROOM C-D
APRIL 22, 2019**

Those present for the meeting were: Clem Lear – Chair, Bob Bettis, Beth Bowman, Karen Cooperstein, Debbi Haacke, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Judy Pierson, Michael Randall, and Holly Turner – Members of the Board; Senior City Attorney Karen Brophy, Mayor Pro Tem John Danish, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, Councilman Kyle Taylor, and Deputy Mayor Pro Tem Oscar Ward– City of Irving; General Manager Tom Meehan, and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Kayla Mansour, Diana Pfaff, and Carol Stoddard– ICVB Staff.

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

CONSENT AGENDA:

1. APPROVING MINUTES – MARCH 25, 2019
2. ACCEPTING ICC FINANCIAL REPORTS: MARCH 2019
3. ACCEPTING ICVB FINANCIAL REPORTS: MARCH 2019
4. APPROVING HIGH SPIRITED CITIZEN NOMINATION – CHUCK KIRK

Lear asked for a motion to accept the Consent Agenda as presented. Board member Rick Lindsey made a motion to approve and accept; second by Board member Karen Cooperstein. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

PRESENTATION

The Irving Convention Center Environmental Initiatives presentation was postponed.

Assistant Executive Director Marketing/Communications Diana Pfaff introduced Marketing Manager Kayla Mansour to give a presentation of the ICVB initiatives at the South by Southwest Show in Austin, Texas. Mansour gave a recap report of the four-day tradeshow and the goal to spread the message of “Irving Rocks.” She noted the audience and demographics at the event were a great match to promote that message. A social media mosaic was displayed, and 4,620 picture spots were used to create the final product. The ICVB had an excellent booth location at the main entrance and surrounded by other countries and cities. The design of the ICVB booth popped and stood out from the crowd. She commented this particular trade show was perfect for meeting potential visitors. It had a huge audience and overlapped with dates for the three conferences at South by Southwest. She shared demographics and statistics from the event and noted 75,000 people attended the four-day tradeshow in total. The Irving website and social media impressions were up as well. Attendees who participated in the mosaic received an email, a chance to win prizes, and a print out of their picture. Over 1,400 email addresses were collected and an estimated 15,400 social media contacts. The branded swag items were a big hit, and attendees received items by liking the ICVB page on Facebook, Instagram or Twitter. A follow up email was sent after the event and shows a 32.5% open rate, which is well above the average. A time lapse video of the event was shown to the Board.

In response to a question from Board member Karen Cooperstein, Mansour said things to do differently may include a tradeshow sticker that attendees were collecting; continuing with an interactive booth will be key. Irving-Las Colinas Chamber of Commerce President Beth Bowman complimented the entire ICVB team and their effort to get the "Irving Rocks" message out and in a first-class and creative way from a destination perspective. Lear commented social media posts were impressive and fun to follow throughout the event.

BOARD CHAIR REPORT

Lear thanked everyone who participated in the USA Jump Rope Association welcome committee flash mob. She reminded everyone of the Charity Bowl-a-Thon on April 23 at Pinstack in Irving. The Irving Marathon is scheduled for April 27 and the Irving Trivia Contest will be held later that day. She also reminded the Board on May 1 Executive Director Maura Gast will give an ICVB update to City Council at Work Session, which is an item on the ICVB Strategic Plan. She encouraged everyone to attend and give their support. The next Board meeting will be on May 20 at the Westin Convention Center Hotel, and June is the budget retreat Board meeting at the Hilton Garden Inn DFW South.

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Texas legislative session is still in session and the Tourism Public Improvement District (TPID) item is still in play. The Committee is confident in the direction it is taking from the Senate to the House of Representatives. The next Committee meeting is scheduled for June 7 and an update on legislative items should be available at that time.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Rick Lindsey gave a brief recap of the April 2 Committee meeting. He reported Sybil and Lyle Novinski received the High Spirited Citizen Award at the April 18 City Council meeting and he thanked Mayor Rick Stopfer and City Council for their recognition. He noted the Novinski's are wonderful people and a well-deserved award for all their efforts in promoting Irving with their volunteer efforts. He thanked the Board for the approval of the nomination for Chuck Kirk to receive a High Spirited Citizen award and will keep the Board apprised of the date and time for the presentation at City Council. He noted that on May 2, Mayor Stopfer will read a proclamation kicking off National Travel and Tourism Week, which is May 5-11; this year's theme is "Travel Matters." As part of the strategic plan, the Committee is working on a bus tour to introduce and showcase Irving to the community. An initial tour will be scheduled for Board members and updates on a date and time will be communicated. The next Committee meeting is scheduled for July 9.

DESTINATION DEVELOPMENT

Committee Chair Greg Malcolm reported the next Committee meeting will be held on May 7 and will be a site trip to The Star in Frisco and Legacy Hall in Plano. All Board members are invited to attend.

CITY REPORTS

Mayor Pro Tem John Danish reported early voting has begun and encouraged all to participate and vote. Deputy Mayor Pro Tem Oscar Ward gave a brief recap of the American Planning Association conference in San Francisco. The conference brings together hot topics (Air BNB and Smart Cities), tools and leading voices to build a community. The conference next year is in Houston and Ward would like to have a presence at the conference to talk about economic development for Irving. He reminded everyone of the Heritage Society Fish Fry event on May 3. Councilman Kyle Taylor commented the Irving lanyard was a great networking tool at the APA conference that led to conversations about Irving, Texas. It is a simple detail that made it easy to lead into those conversations. He reported that economic development and experiences were topics of conversation at the conference.

Mayor Rick Stopfer noted the importance of people going out and voting for bond issues, etc. Based on this election, Irving will revisit the selling of the bonds. He added in agreement the Novinski's are two of the dearest people and has known them for over 30 years and their involvement and commitment to Irving is hard to match. Stopfer reported he had an opportunity to meet with the mayors of Arlington and Plano to discuss AirBNB and housing rental registration issues. They discussed how to work together and wrap arms around the issues. In addition to transportation, the City is focused on the trails and receipt of \$5 million for trails. The City is finalizing the Parks Master Plan and looking at the recreation centers, libraries and senior facilities. Also working on summer youth programs and working with Irving ISD and Irving Schools Foundation to take on the challenge of children who don't have anything to eat over the weekend. Irving Mall has donated 10,000 square feet of space to put food bags together; five or six recreation centers will open to youth from 8:00 a.m. to 6:00 p.m. to provide food and meet their needs, and over the summer will have \$5.00 field trips. He gave kudos to the Parks and Rec Department.

Reporting on DART, Stopfer noted the Cotton Belt bids are out and DART is working on stations and cars are being designed. Cars will be exchanged over a 36-month timeframe. DART officially approved renaming the Carpenter Ranch Station to Hidden Ridge Station. Agreeing to the change now allows DART to incorporate the name into future construction with no incremental costs. He reported City Manager Chris Hillman is working on a Memorandum of Understanding for the Loop 12 station that will come before the DART Board at the end of the month.

City Manager Chris Hillman reported the budget retreat will be kicking off the budget season and staff is pulling together the basics and a preliminary budget process has started. Legislative session decisions that will affect the budget are anticipated; i.e., red light and right-of-way cameras could have a \$7 million hit to the budget. Operation Finally Home last month was an incredible opportunity to show the community who we are and provide a wonderful family with a home. ICTN did a piece on the project and ABC's World News Tonight covered the story. The City is still focused on infrastructure, and City Council approved \$22 million to continue to finish the final phase of a storm drain project, which will take hundreds of homes out of the flood plain.

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast reported the City's Public Safety Committee discussed public safety issues at two local hotels. Neither property has reached a level 4 in public safety, but one is close to that level. Irving Police will follow up on specific issues. A separate discussion was held on telephones in hotel rooms; properties built prior to 1999 were not required to have a telephone in the rooms. All local hotels built after 1999 are 100% compliant; the City will work with the City Attorney's Office to see what can be done to retroactively require telephones in the pre-1999 rooms. She reported the AirBNB data reports 350 available listings in Irving which is a 52.8% increase in listings over last year's data. However, she pointed out last year's data only included AirBNB data and this year includes AirBNB and Home Away data, which may have caused the increase. She thanked Mansour and Marketing/Communications team for the great job they did representing Irving at South by Southwest. Gast also acknowledged and thanked ICVB Accounting Director Marianne Lauda for her extra efforts in the transition of the City's accounting software system, while still doing her regular job duties.

VP of Sales and Services Lori Fojtasek reported the Sales team is at 112% of their goal for year-to-date and they are very busy. She congratulated ICC Director of Sales Matt Tungett and his team on already meeting their room night goal for the year. Both teams have a common goal and they work well together, and she expressed her gratitude. She also thanked everyone who participated in the USA Jump Rope Association welcome committee flash mob. She noted their group toured the ICC and Drive Nation for a potential USA Jump Rope Federation event that has 1,300-1,400 room nights associated with it for the summer of 2020. They were impressed with the Board participation, along with staff and were surprised by the welcome. Frisco, Texas is also being considered. The team had sales calls in Austin last week with the ICC team and hoteliers. Fojtasek noted the Lost Business Report that is included in the Sales Board report and noted the code "no response from customer." This RFP information comes through a platform and it is not an obligation to answer further questions. The team will still try to get answers on lost business.

Assistant Executive Director/Marketing and Communications Diana Pfaff noted that RFPs in March saw the highest number with 115 RFPs, which equates to over 48,000 associated room nights, a 34% increase year-over-year. March also saw the largest increase in Visit Irving website traffic with 35,409 sessions and 29,403 users. She noted that South by Southwest contributed to the increase. Pfaff also asked for contributions of bags for the Irving Schools Foundation tackling child hunger campaign. They are in need of bags that will be filled with food for children over the weekend.

Gast added in the packet is a letter from Irving Cares thanking the ICC for their partnership with the Grocer's Supply show in donating leftover produce and pantry items.

CONVENTION CENTER MANAGEMENT REPORT

SMG General Manager Tom Meehan reported this week is Green Week and ICC Operations Manager Jarred Smith is the leader of the Green Team and has done a great job in creating fun activities for staff to participate in Green Week. He is moving on in his career and will be missed. The building is doing well and running steady. The next few months are up and down based on budget forecast. The National Business Media Show (NBM) used compressed air in the building, a first time since the building opened. That show alone did \$32,000 in electrical orders and was very successful. It was complicated and detail-

oriented, but they were excited at their post-conference meeting and will be returning next year. The carpet on the third floor will be replaced this year, and capital improvement plans for the building for the next 20 years are being worked on. Director of Sales Matt Tungett reported attending the Association of Chief Executives for Sport in Colorado Springs where SMG was a sponsor. March had 3,438 future guest rooms booked, and over 22,000 for the year. There were 20 events and 22,630 visitors in March, 132 events and 11,000 visitors year-to-date. Breakfast with the Stars is scheduled for May 1, and the second annual "Imagine Irving" art contest honoring third graders from Irving ISD. The art will be hung on the walls of the ICC third floor and a presentation program to honor them will be held on May 2. USA Wrestling will be back for the fourth time and the Ultimate Women's Expo moved to May 17-19 from the fall.

INDUSTRY PARTNER REPORTS

HOTEL REPORTS

Malcolm reported from the March 2019 STR report March shows Occupancy is at 77%, up .9% from last year and Average Daily Rate is at \$111.53, up 2.9% from last year. Rev PAR is 85.88%, up 3.8%. April is moving well, and he anticipates the year will end flat from last year.

General Manager Kim Limon reported the Hampton Inn Las Colinas ended March at 4.8% down in Occupancy over last year. RevPAR is down 1.3%. April is down slightly and rebounding from a bigger budget. The ownership group has recently acquired the Hilton Garden Inn at Las Colinas.

General Manager Holly Turner from the Omni Mandalay reported a loss year-over-year to date, but April is strong and will continue. The Omni Mandalay level renovation on the third-floor meeting space is completed and moving to Phase 2 of renovations.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Irving-Las Colinas Chamber of Commerce President Beth Bowman reported economic development for 2019-20 Quarter 2 is off to a great start with 12 total wins, 4 retentions, 3,000 jobs and \$106 million in capital expenditures. Wins include VARIDESK, We Works, and Prosper Hospitality; retentions include Frito Lay Expansion, Ace Cash Express, Flowserve Global Headquarters and Trend Micro. There are 43 active projects in the pipeline, representing \$900 million in capital expenditures and \$4.4 million in potential commercial office space. Unemployment for March reports 3.1% for Irving, Texas and national numbers are reporting 3.8%. She reminded everyone that May 6 is National Small Business Week and encouraged everyone to volunteer for May 9 small business blitz. She is seeking 36 volunteers for the event. The Chamber team has actively been present in Austin working on behalf of the business industry and advocating on several bills. They will continue to keep Texas a business-friendly state. There is a business mixer at the Texican Court Hotel on April 23 before the Charity Bowl-a-Thon. She congratulated Mayor Stopfer, City Council and ICVB team for the Westin Convention Center Grand Opening.

IRVING ARTS CENTER

Arts and Culture Executive Director Todd Hawkins and Irving Arts Board Chair Judy Pierson reported the Arts Center is working on initiatives during Green Week – all lights in the theatre are LED to keep electrical costs down and working on a recycling project. “Steve Trash – The Science of Ecology” will be at the Dupree Theater on April 23 at 9:30 a.m. Author Roz Chast will deliver the keynote presentation for Irving’s NEA Big Read, preceded by a reception. Summer Camp registration is open and filling up quickly. Hawkins reported another initiative is to plan to apply for a designation from the Texas Commission on the Arts to designate downtown Irving as a cultural district. It is a year-long process and will pull together other initiatives already in process in the Heritage District. It is approved by the Arts Board to help revitalize the downtown area. The Irving Archives and Museum construction is scheduled to be completed and a soft opening this summer. A Grand Opening will be scheduled when the permanent exhibits are fully operational. The facility will host the only Smithsonian Spark!Lab in Texas. Pierson reminded everyone that the Trivia Contest is open for everyone to attend on April 27.

TIF

TIF Chair Michael Randall reported there has not been a TIF Board meeting recently and no further update at this time. City Council has filled the open TIF Board seat with Dionte Stewart and he looks forward to working with him. Randall added he has attended the APA Conference when he served on the City’s Planning and Zoning Committee and he thanked the City for their continued involvement. It is good to see what different cities are doing and very educational.

LAS COLINAS ASSOCIATION

Board member Hammond Perot thanked everyone for their participation in the Charity Bowl-A-Thon, benefitting Kidd’s Kids. The signage for the Westin Convention Center hotel is expected to be installed this week and a photographer will be assigned to take the pictures. Perot attended the Urban Land Institute Spring Conference in Nashville, where 3,000 executives met and had dialogue on land use, bicycles, and redevelopment of neighborhoods. As the 50-year anniversary of Las Colinas is approaching, Perot is gathering insight on the development of Las Colinas to be sure the story is told and maintained. He encouraged anyone with historical information to contact The Las Colinas Association. In response to a question from Taylor, Perot noted the dog park is scheduled to start construction in late August or early September.

Lear noted the next Executive Committee meeting is on Monday, May 20, a week early due to the Memorial Day holiday.

With no further discussion, Lear adjourned the meeting at 1:17 p.m.

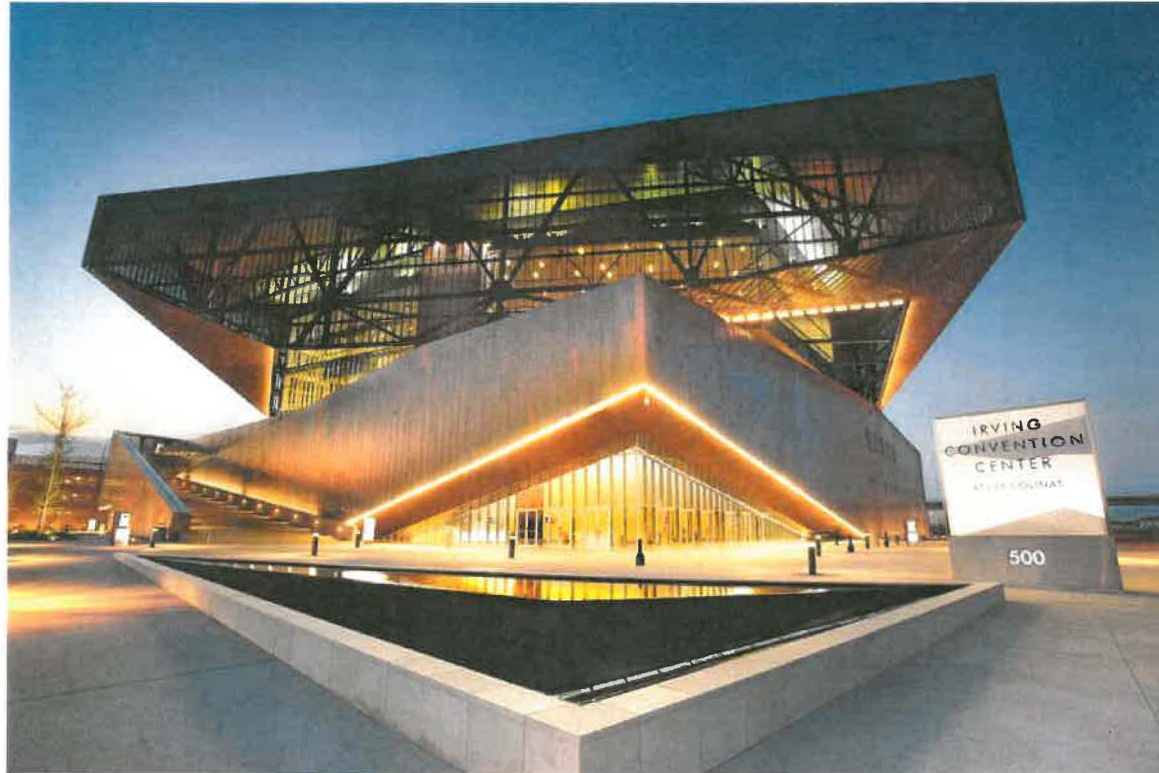
Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: May 13, 2019

Monthly Financial Summary

For Period Ending April 30, 2019

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	149,333	68,131	33,970	63,975	124,800	158,913	182,875	114,865	74,395	111,500	163,700	120,270	1,366,726
Service Income	54,972	45,310	39,186	20,276	50,979	47,795	127,707	38,066	29,066	35,066	39,066	58,522	586,011
Service Expenses	(104,721)	(110,920)	(53,660)	(74,381)	(108,715)	(90,103)	(168,051)	(83,300)	(82,475)	(84,300)	(87,885)	(84,980)	(1,133,491)
Total Direct Event Income	99,584	2,521	19,496	9,870	67,064	116,605	142,531	69,631	20,986	62,266	114,881	93,812	819,246
Ancillary Income													
F & B Concessions	36,083	4,486	3,101	14,907	16,273	23,917	31,379	1,000	3,750	3,750	3,250	8,250	150,145
F & B Catering	259,698	219,548	341,388	384,540	452,880	162,213	201,074	460,800	373,371	150,150	171,475	161,600	3,338,737
Parking: Self Parking	47,590	5,619	(854)	17,873	18,318	35,447	30,605	20,090	21,200	14,400	25,604	23,680	259,574
Electrical Services	15,176	2,883	6,315	14,715	12,820	38,878	37,525	3,260	24,000	750	3,000	3,000	162,322
Audio Visual	-	-	3	30	(1,447)	1,301	(58)	-	-	-	-	-	(171)
Internet Services	555	125	-	-	-	2,397	2,742	-	1,250	900	780	950	9,698
Total Ancillary Income	359,102	232,661	349,953	432,065	498,844	264,153	303,267	485,150	423,571	169,950	204,109	197,480	3,920,306
Total Event Income	458,686	235,182	369,449	441,935	565,908	380,758	445,798	554,781	444,557	232,216	318,990	291,292	4,739,552
Other Operating Income	21,305	33,334	25,594	76,444	43,462	15,852	40,201	35,200	37,056	31,000	39,200	35,568	434,217
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	479,991	268,516	743,043	518,379	609,370	746,611	485,999	589,981	830,363	263,216	358,190	675,110	6,568,769
Operating Expenses													
Employee Salaries and Wages	230,208	211,994	295,950	228,291	199,150	205,064	203,447	215,879	211,379	211,379	211,379	211,272	2,635,391
Benefits	55,020	61,618	66,098	66,299	64,558	64,418	65,044	66,002	60,602	60,602	60,602	159,530	850,392
Less: Event Labor Allocations	(67,492)	(77,786)	(50,423)	(50,905)	(56,624)	(46,077)	(48,150)	(46,375)	(46,375)	(46,375)	(46,375)	(46,375)	(629,333)
Net Employee Wages and Benefits	217,736	195,826	311,625	243,685	207,084	223,405	220,341	235,505	225,605	225,605	225,605	324,426	2,856,450
Contracted Services	63,247	63,778	70,975	62,066	53,814	55,954	57,982	63,790	63,790	63,790	63,790	64,190	747,166
General and Administrative	37,849	41,516	48,468	34,104	39,690	34,520	31,600	44,837	41,587	56,137	47,632	134,981	592,921
Operations	61,736	37,486	36,298	55,399	42,840	44,957	38,218	43,933	43,933	43,933	43,933	44,012	536,677
Repair & Maintenance	63,632	46,729	42,881	44,357	51,275	58,412	32,345	51,775	48,275	48,275	48,275	48,275	584,507
Supplies	23,696	27,123	8,539	17,559	6,565	7,464	15,497	14,628	15,128	14,628	14,628	15,128	180,583
Insurance	6,373	6,476	6,545	6,189	6,519	6,863	6,223	8,000	8,000	8,000	8,000	8,000	85,188
Utilities	42,583	40,959	52,957	35,824	53,031	41,890	48,407	49,334	49,334	49,334	49,334	49,334	562,322
SMG Management Fees	43,521	41,556	46,399	53,888	58,743	34,558	39,109	38,986	35,986	15,114	13,486	13,486	434,831
Total Operating Expenses	560,373	501,449	624,687	553,071	519,561	508,023	489,721	550,788	531,638	524,816	514,683	701,832	6,580,645
Net Income (Loss) From Operations	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(3,723)	39,193	298,724	(261,600)	(156,493)	(26,722)	(11,877)
Net Income After Other Income (Expenses)	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(3,723)	39,193	298,724	(261,600)	(156,493)	(26,722)	(11,877)

Budget Forecast Comparison by Month

	2019	2018
	355,094	47,856
	(45,974)	494,666
	(149,927)	472,986
	(98,439)	314,913
	(13,378)	336,267
	(5,753)	350,441
	(11,877)	290,325
	430,161	460,996
	355,888	355,888
	232,993	232,993
	305,281	305,281

(1,395,000) (1,406,877)

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending April 30, 2019

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	25,015	26,755	(1,740)	41,325
Events	21	11	10	32
Event Days	37	21	16	48
Direct Event Income	142,531	162,364	(19,833)	147,364
Ancillary Income	303,267	376,502	(73,235)	315,950
Total Event Income	445,798	538,866	(93,068)	463,314
Other Operating Income	40,201	61,110	(20,909)	61,110
Adjusted Gross Income	485,999	599,976	(113,977)	524,424
Indirect Expenses	(489,722)	(560,904)	71,182	(528,406)
Net Income (Loss) From Operations	(3,723)	39,072	(42,795)	(3,982)

IRVING CONVENTION CENTER/SMG
 Financial Statements Year to Date Highlights
 For the Seven Months Ending April 30, 2019

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	135,973	105,425	30,548	149,570
Events	146	91	55	164
Event Days	234	151	83	243
Direct Event Income	457,673	614,385	(156,712)	517,383
Ancillary Income	2,440,054	2,464,607	(24,553)	2,569,786
Total Event Income	2,897,727	3,078,992	(181,265)	3,087,169
Other Operating Income	256,190	427,505	(171,315)	461,504
Adjusted Gross Income	3,153,917	3,506,497	(352,580)	3,548,673
Indirect Expenses	(3,756,878)	(4,007,965)	251,087	(3,909,354)
Net Income (Loss) From Operations	(602,961)	(501,468)	(101,493)	(360,681)

IRVING CONVENTION CENTER/SMG

Balance Sheet

April 30, 2019

ASSETS

Current Assets

Cash	\$	1,570,057	
Accounts Receivable		336,266	
Prepaid Assets		40,747	
Inventory		62,856	
			<hr/>
Total Current Assets			2,009,926

Total Assets			\$	2,009,926
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	478,235	
Accrued Expenses		308,130	
Deferred Income		0	
Advance Ticket Sales/Deposits		1,129,527	
Other Current Liabilities		0	
			<hr/>
Total Current Liabilities			1,915,892

Long-Term Liabilities

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

Total Liabilities			1,915,892
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Equity

Net Funds Received		10,811,638	
Retained Earnings		(10,114,643)	
Net Income (Loss)		(602,961)	
			<hr/>
Total Equity			94,034

Total Liabilities & Equity			\$	2,009,926
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IRVING CONVENTION CENTER/SMG
Income Statement
For the Seven Months Ending April 30, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	182,875	179,515	3,360	781,997	721,086	60,911	721,086
Service Revenue	127,707	59,522	68,185	386,220	348,436	37,784	348,434
Service Expenses	(168,051)	(76,673)	(91,378)	(710,544)	(455,137)	(255,407)	(552,137)
Total Direct Event In	142,531	162,364	(19,833)	457,673	614,385	(156,712)	517,383
Ancillary Income							
F & B Concessions	31,379	39,995	(8,616)	130,153	142,486	(12,333)	136,250
F & B Catering	201,074	298,244	(97,170)	2,021,341	2,004,543	16,798	2,179,164
Parking	30,605	20,343	10,262	154,601	193,650	(39,049)	143,604
Electrical Services	37,525	16,250	21,275	128,312	111,313	16,999	102,713
Audio Visual	(58)	0	(58)	(172)	0	(172)	(4,310)
Internet Services	2,742	1,670	1,072	5,819	12,615	(6,796)	12,365
Total Ancillary Inco	303,267	376,502	(73,235)	2,440,054	2,464,607	(24,553)	2,569,786
Total Event Income	445,798	538,866	(93,068)	2,897,727	3,078,992	(181,265)	3,087,169
OTHER OPERATING INCOME							
Other Income	40,201	61,110	(20,909)	256,190	427,505	(171,315)	461,504
Total Other Operatin	40,201	61,110	(20,909)	256,190	427,505	(171,315)	461,504
Adjusted Gross Inco	485,999	599,976	(113,977)	3,153,917	3,506,497	(352,580)	3,548,673
INDIRECT EXPENSES							
Salaries & Wages	203,447	239,709	36,262	1,574,100	1,677,963	103,863	1,390,912
Payroll Taxes & Ben	65,044	71,466	6,422	443,057	500,262	57,205	344,498
Labor Allocations to	(48,150)	(43,201)	4,949	(397,457)	(302,407)	95,050	(223,921)
Net Salaries and Ben	220,341	267,974	47,633	1,619,700	1,875,818	256,118	1,511,489
Contracted Services	57,982	52,045	(5,937)	427,817	364,315	(63,502)	475,850
General and Adminis	31,600	41,959	10,359	267,743	343,600	75,857	418,062
Operating	38,218	45,260	7,042	316,933	346,820	29,887	330,559
Repairs & Maintenan	32,345	46,096	13,751	339,631	322,672	(16,959)	368,749
Operational Supplies	15,497	14,917	(580)	106,441	106,169	(272)	146,853
Insurance	6,223	8,333	2,110	45,188	58,331	13,143	39,572
Utilities	48,407	48,334	(73)	315,651	338,338	22,687	310,110
SMG Management F	39,109	35,986	(3,123)	317,774	251,902	(65,872)	299,251
Total Indirect Expens	489,722	560,904	71,182	3,756,878	4,007,965	251,087	3,900,495

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Seven Months Ending April 30, 2019

	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>(3,723)</u>	<u>39,072</u>	<u>(42,795)</u>	<u>(602,961)</u>	<u>(501,468)</u>	<u>(101,493)</u>	<u>(351,822)</u>

April 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
		Ali Wong - Milk and Money... Definite - Blackout		Coppell HS Band Tasting Definite - Blackout		
	Texas Alliance Annual Meeting Definite					
		Disney Destinations Disco... Definite	2019 DFW Fiber Fest * Definite			
		Community Engagement Definite *			Richardson High School P... Definite	Decatur High School Prom Definite
7	8	9	10	11	12	13
2019 DFW Fiber Fest Definite					La Adictiva Banda San Jos... Definite - Blackout	KRNB presents Second An... Definite - Blackout
Dallas Geologic Society Definite				Kameha Con * Definite		
	NTBA Definite			Sam Houston Prom Tasting Tentative 1 - Blackout		
			UnitedHealthcare Meeting Definite			
			Women's Business Council... Definite			
14	15	16	17	18	19	20
Kameha Con * Definite	Grocer's Supply Food Show Definite				Trevor Noah: Loud & Clear Tour (4K) 7:30PM Definite - Blackout	
	Breakfast with the Stars T... Tentative 1 - Blackout	Inno tech Dallas Definite			US Bank Quarterly Execut... Definite	
		7x24 Exchange Lone Star ... Definite	DFW Minority Supplier Sh... Tentative 1 - Blackout			
21	22	23	24	25	26	27
Test Definite			Melissa Etheridge with Liz... Definite - Blackout		Al Green with War & Treat... Definite - Blackout	Los Angeles Azules-Esto Si... Definite - Blackout
	ICVB Board of Directors M... Definite *	Texas ASLA 2019 Annual Conference Definite				India Property Show Definite
		Greater Irving-Las Colinas ... Definite				Coppell High School Ban... Definite
			Tentative 2			

April 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
Snoop Dogg's 25th Annive... Definite - Blackout	United USA Tour Hillsong United w/special guests Amand... Definite - Blackout					
Coppell High School Ban... Definite						
India Property Show Definite						
2019 Dallas/Fort Worth Restaurant Resource Show Definite						
	Spring Conference on Spe... Definite	Breakfast with the Stars Definite				



**ICVB
FINANCIAL STATEMENTS**

For Period Ending:
April 30, 2019

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
APRIL 30, 2019

ASSETS

Cash	24,457
Petty Cash	250
Investments	426,000
Accounts Receivable - Miscellaneous	<u>8,253</u>
Total Assets	<u><u>458,960</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	73,031
Accrued Wages and Benefits	(3,313)
Due to City of Irving General Fund	<u>359</u>
	<u>70,077</u>

FUND BALANCE

Reserved for Encumbrances	638,683
Unreserved	<u>(249,800)</u>
Total Fund Balance	<u>388,883</u>
 Total Liabilities and Fund Balance	 <u><u>458,960</u></u>

Notes:

Reserved for Encumbrances:

Crowdriff - 19,683
Destination Analysts - 35,000
Irving Convention Center/Fulcrum - 34,162
Maloney Strategic Communications - 10,680
Media Advertising - 329,829
Simpleview - 131,658
Tucker & Associates - 29,770
Miscellaneous - 47,901

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE SEVEN MONTH PERIOD ENDING APRIL 30, 2019

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances			
<u>REVENUES AND TRANSFERS IN:</u>								
REVENUES:								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	2,021,035	0	6,571,984	23.52%	1,928,421
Penalties and Interest	0	0	0	0	0	0	0.00%	4,051
Prior Years	0	0	0	7,360	0	(7,360)	0.00%	0
Interest	26,450	26,450	2,486	11,294	0	15,156	42.70%	13,335
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	8,178	11,918	0	1,082	91.68%	15,443
Total Revenues	<u>8,657,469</u>	<u>8,657,469</u>	<u>10,664</u>	<u>2,051,607</u>	<u>0</u>	<u>6,605,862</u>	<u>23.70%</u>	<u>1,970,872</u>
TOTAL REVENUES AND TRANSFERS IN	<u>8,657,469</u>	<u>8,657,469</u>	<u>10,664</u>	<u>2,051,607</u>	<u>0</u>	<u>6,605,862</u>	<u>23.70%</u>	<u>1,970,872</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
EXPENDITURES:								
Salaries	2,257,287	2,224,228	158,553	1,180,404	0	1,043,824	53.07%	1,086,381
Benefits	564,825	564,825	41,630	309,326	0	255,499	54.76%	306,975
Supplies	46,975	49,788	877	17,420	6,700	25,668	48.45%	17,365
Equipment Maintenance	6,300	6,300	326	1,576	0	4,724	25.02%	2,209
Miscellaneous	179,025	179,025	35,839	113,341	0	65,684	63.31%	119,728
Equipment Rentals	6,900	6,900	825	1,938	1,650	3,312	52.00%	1,650
Special Services	1,824,765	1,890,545	118,979	809,073	297,669	783,803	58.54%	891,944
Facility Management Services	1,395,000	1,395,000	0	698,000	0	697,000	50.04%	698,000
Advertising Projects	146,400	197,665	1,226	91,819	2,835	103,011	47.89%	9,568
Sponsorships / Partnerships	125,000	147,059	0	82,059	0	65,000	55.80%	59,966
Media Advertising	580,000	663,098	27,311	271,760	329,829	61,509	90.72%	222,935
Travel	666,580	666,580	28,777	276,933	0	389,647	41.55%	247,332
Promotions / Special Events	1,080,150	1,061,935	123,328	467,576	0	594,359	44.03%	403,829
Memberships	91,215	91,215	12,718	46,825	0	44,390	51.33%	54,433
Total Expenditures	<u>8,970,422</u>	<u>9,144,163</u>	<u>550,389</u>	<u>4,368,050</u>	<u>638,683</u>	<u>4,137,430</u>	<u>54.75%</u>	<u>4,122,315</u>
TRANSFERS OUT:								
Transfer to ICVB Reserve Fund	125,000	125,000	0	0	0	125,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	400,000	705,281	0	0	0	705,281	0.00%	0
Total Transfers Out	<u>525,000</u>	<u>830,281</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>830,281</u>	<u>0.00%</u>	<u>0</u>
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>9,495,422</u>	<u>9,974,444</u>	<u>550,389</u>	<u>4,368,050</u>	<u>638,683</u>	<u>4,967,711</u>	<u>50.20%</u>	<u>4,122,315</u>

Percent of year completed = 58.3%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE SEVEN MONTH PERIOD ENDING APRIL 30, 2019

SUMMARY:

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	2,051,607
Expenditures and Transfers Out	<u>(4,368,050)</u>
Ending Fund Balance at April 30, 2019	388,883
Encumbrances	<u>(638,683)</u>
Unreserved Fund Balance at April 30, 2019	<u><u>(249,800)</u></u>

NOTES:

Adjusted Budget

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

Revenues & Transfers In

Hotel/Motel Taxes: Taxes for the 1st quarter (Oct-Dec) were received in February.

Expenditures & Transfers Out

Special Services: Advertising Agency (MSC) - 62,868; Outside Services - 55,985; Miscellaneous - 126

Facility Management Services: Two subsidy payments to SMG have been processed.

Promotions / Special Events: Business Development Incentive Program - 72,709; Local Programs - 47,405; Miscellaneous - 3,214

Irving Convention & Visitors Bureau

Check Register Report - April 2019

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Batch: 7656

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060175	04/04/19	BH DFW PROPERTY LP (WESTIN DFW)	\$	410.00
80060176	04/04/19	BT HOTEL LAS COLINAS LLC (NYLO HOTEL)	\$	965.00
80060177	04/04/19	SUSAN D. CUTTS	\$	743.75
80060178	04/04/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,429.00
80060179	04/04/19	DOUBLETREE DALLAS DFW AIRPORT	\$	222.00
80060180	04/04/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	2,860.00
80060181	04/04/19	MARK Q. FREEMAN	\$	30.00
80060182	04/04/19	GARRETT SPEAKERS INTERNATIONAL, INC	\$	2,500.00
80060183	04/04/19	HILTON GARDEN INN LAS COLINAS	\$	380.00
80060184	04/04/19	IF GATHERING	\$	3,935.00
80060185	04/04/19	M DAVIS ADVOCATES LLC	\$	8,000.00
80060186	04/04/19	NATIONAL FOUNDATION REPAIR ASSOCIATION	\$	385.00
80060187	04/04/19	OMNI MANDALAY HOTEL	\$	2,750.00
80060188	04/04/19	PETTY CASH	\$	101.16
80060189	04/04/19	SHERATON DFW AIRPORT HOTEL	\$	1,528.00
80060190	04/04/19	TEXAS STEEL GUITAR ASSOCIATION	\$	3,635.00
80060191	04/04/19	TUCKER & ASSOCIATES, LLC	\$	66.20
			17 payments Batch Total: \$	30,940.11

Batch: 7669

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060192	04/18/19	ADARA, INC	\$	7,500.00
80060193	04/18/19	AMERICAN EXPRESS	\$	43,862.69
80060194	04/18/19	ARES TRAVEL INC.	\$	1,250.00
80060195	04/18/19	ERIN BENDER	\$	45.50
80060196	04/18/19	CAROL J. BOYER JAUDES	\$	97.19
80060197	04/18/19	CONFERENCE DIRECT	\$	3,900.00
80060198	04/18/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,916.00
80060199	04/18/19	DESTINATIONS INTERNATIONAL	\$	9,180.00
80060200	04/18/19	KATHERINE DIPIETRO	\$	139.00
80060201	04/18/19	DOUBLETREE DALLAS DFW AIRPORT	\$	2,360.00
80060202	04/18/19	FEDERAL EXPRESS CORPORATION	\$	135.14
80060203	04/18/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80060204	04/18/19	HILTON GARDEN INN LAS COLINAS	\$	2,045.00
80060205	04/18/19	CHERYL HOPKINS	\$	66.39

continued on next page

Batch: 7669

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060206	04/18/19	IMAGO MEDIA, INC.	\$	2,500.00
80060207	04/18/19	IRVING - LAS COLINAS ROTARY CLUB	\$	212.00
80060208	04/18/19	MARIANNE LAUDA	\$	104.04
80060209	04/18/19	KATHY LEVINE	\$	65.00
80060210	04/18/19	BRENDA LOPEZ	\$	65.00
80060211	04/18/19	MALONEY STRATEGIC COMMUNICATIONS	\$	62,868.43
80060212	04/18/19	LORI MANSELL	\$	168.22
80060213	04/18/19	KAYLA MANSOUR	\$	105.66
80060214	04/18/19	MEETING PROFESSIONALS INTERNATIONAL	\$	2,500.00
80060215	04/18/19	PHILIP G. NICHOLSON	\$	475.00
80060216	04/18/19	OMNI MANDALAY HOTEL	\$	3,565.00
80060217	04/18/19	PCMA SERVICES	\$	1,350.00
80060218	04/18/19	DIANA PFAFF	\$	55.00
80060219	04/18/19	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80060220	04/18/19	SHERATON DFW AIRPORT HOTEL	\$	1,934.00
80060221	04/18/19	CAROL STODDARD	\$	132.91
80060222	04/18/19	TEXAS DEPARTMENT OF TRANSPORTATION	\$	660.25
80060223	04/18/19	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80060224	04/18/19	VERIZON WIRELESS	\$	491.90
80060225	04/18/19	MONTY WHITE	\$	230.00
			34 payments Batch Total: \$	155,604.44

Batch: 7678

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060226	04/25/19	BH DFW PROPERTY LP (WESTIN DFW)	\$	1,907.00
80060227	04/25/19	CROWDRIFF INC.	\$	2,187.00
80060228	04/25/19	SUSAN D. CUTTS	\$	525.00
80060229	04/25/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,283.00
80060230	04/25/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,905.00
80060231	04/25/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	3,960.00
80060232	04/25/19	HILTON GARDEN INN LAS COLINAS	\$	120.00
80060233	04/25/19	IRVING CONVENTION CENTER	\$	25,545.43
80060234	04/25/19	IRVING CONVENTION CENTER	\$	9,294.52
80060235	04/25/19	MEETINGS TODAY	\$	4,800.00
80060236	04/25/19	NORTHSTAR TRAVEL MEDIA, LLC	\$	2,000.00
80060237	04/25/19	R FOX DESIGNS, LP	\$	750.00
80060238	04/25/19	SHERATON DFW AIRPORT HOTEL	\$	1,030.00
80060239	04/25/19	SIMPLEVIEW WORLDWIDE, INC.	\$	2,397.00

Batch: 7678

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060240	04/25/19	SIMPLEVIEW WORLDWIDE, INC.	\$	20,958.66
80060241	04/25/19	STAPLES	\$	176.64
80060242	04/25/19	TRIPADVISOR, LLC	\$	900.44
80060243	04/25/19	WFAA-TV INC	\$	8,700.00
			18 payments Batch Total: \$	90,439.69
			69 payments Sub Total: \$	276,984.24

SUMMARY

69 payments TOTAL: \$ 276,984.24

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

BOARD REPORTS

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



3 Irving ISD High Schools Named Among Best in Nation



U.S. News & World Report released its highly anticipated Best High School rankings for 2019, and on the list are three of Irving ISD's very own. Irving and MacArthur high schools along with Singley Academy are among the more than 17,000 top-performing public high schools recognized nationwide.

U.S. News, known as the global authority in education rankings, made the announcement April 30, debuting a revamped edition of what is said to be the most comprehensive evaluation of America's public high schools ever produced by the publication. Now, more than 17,000 schools nationwide are numerically ranked – up from last year's 2,700 schools.

The list is comprised of schools ranked on their performance on state assessments, graduation rate and college-readiness. Other factored data includes Advanced Placement (AP) participation, student performance and proficiency based on figures from the 2016-2017 school year.

Compared nationally, Irving, MacArthur and Singley place in the top 40 percent, earning a well-deserved spot among the best in the nation. Their rankings at a glance are as follows:

[Singley – 84.27 score overall out of 100](#)

- #2,713 in national rankings
- #227 in Texas high schools
- #282 in magnet high schools

[MacArthur – 77.41 score overall out of 100](#)

- #3,895 in national rankings
- #323 in Texas high schools

[Irving – 64.85 score overall out of 100](#)

- #6,062 in national rankings
- #487 in Texas high schools

“With graduation rates at a record high and all 33-rated campuses repeatedly performing at the state’s highest standards, we are seeing our students compete and achieve in exceptional ways,” says Irving ISD Superintendent of Schools Magda Hernandez. “In recent years, the district has earned notable recognitions including Top Digital District, District of Distinction, Best Communities for Fine Arts, and National Advanced Placement (AP) District of the Year in 2015.

“Since taking the helm of this amazing district, I made it my mission to position Irving ISD as the best school district in the nation,” continues Hernandez. “These national rankings recognize the significant achievement of three of our high schools. This is only the beginning as it is always our objective to remain focused on a path of continuous improvement.”

Source: Northeast News

DART Renaming Irving Station, Part of \$1 Billion Project

Published: 29 April 2019

Dallas Area Rapid Transit is renaming a station in Irving.

The DART board approved a plan to rename a future Orange Line station in Irving. The name will change from Carpenter Ranch Station to Hidden Ridge Station.

The station will have 136 parking spots, six bus bays and five kiss-and-ride spaces.

The project ties in with the cities \$1 billion development plan including retail, restaurants, apartments, a hotel and additional office space.

Construction is scheduled to start this summer with a revenue start date in May 2020.

Presented by [NBC DFW](#)



City Holiday/No Trash Collection

In observance of Memorial Day, there will be no residential trash, curbside recycling or brush collection May 27. In addition, the following facilities will be closed:

- City Hall
- Heritage Aquatic Center
- Hunter Ferrell Landfill
- Irving Arts Center
- Libraries
- North Lake Natatorium
- Recreation centers

The seasonal swimming pools and spray parks, as well as the West Irving and Cimarron Family aquatic centers, will be open from noon to 7 p.m. on Memorial Day, May 27. Visit CityofIrving.org/2105/Aquatics for more information. All offices and services will resume normal business hours May 28. ■



Summer is near and the Irving Parks and Recreation Summer Guide is full of fun — learn to swim, attend an event or join the 2019 Summer Games.

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IRVING CITY Spectrum

MAY 2019 / VOL 26 / NO 5

CityofIrving.org



Performances



Artisans

Celebrate Annual Canal Fest June 8

Travel the world without leaving Irving at the sixth annual Canal Fest, which will be held from 2 to 10 p.m. June 8 in the Levy Event Plaza, 501 E. Las Colinas Blvd. Each year, Canal Fest celebrates world cultures through dance, music, art and food.

The festival will feature many performers representing a variety of music genres including flamenco, folk and African percussion ensemble. The event will include many artisans, great food and children's activities.

Visitors are encouraged to dress in clothing that represents their own heritage or culture for photo opportunities.

Admission and activities are free. Parking is available in area parking garages for \$10 per vehicle. Those attending are encouraged to ride the DART Orange Line to the Las Colinas Urban Center Station. A free shuttle will provide transportation between the station and the event. Visit IrvingEvents.org for more information. ■

SUMMER SPLASH CAMP

One great camp — six convenient locations!
7 a.m. to 6 p.m. | \$100 per child, per week

City recreation centers will continue registration for the Summer Splash Camp as space allows. There will be 10 week-long sessions offered beginning June 3. Camp participants will participate in gym games, arts and crafts, swimming and field trips in a supervised environment. Snacks and lunch will be provided daily. Residents must present a valid Irving Parks and Recreation ID card at the time of registration, along with payment in full or a nonrefundable \$10 deposit to secure a space. Registration is on a first-come, first-served basis and may be done in person or online at CityofIrving.org/IrvingRec. Call a recreation center for more information.



New this year! Swim lessons are available during Summer Splash Camp, exclusively at Senter Park Recreation Center. Interested camp participants can register for lessons during the following weeks of camp:

- Session 1: June 3-14
- Session 2: June 17-28
- Session 3: July 1-12

Learning to swim teaches water safety and healthy habits for life. Lessons will be conducted by certified instructors with a maximum of 6:1 student/instructor ratio. Each swim session is two weeks long. Participants will receive a total of six 40-minute lessons in each session. \$40 per child. ■



Toyota Music Factory: Look What is New!

Irving's Toyota Music Factory continues to crank out the fun.

Entertainment

This month at Toyota Music Factory, guests will want to visit Texas Lottery® Plaza every Thursday for a rockin' new concert series, as Texas Lottery® Live hosts some of the nation's most beloved bands. With \$5 presale tickets, or \$10 tickets at the door, the outdoor plaza stage will host pop to psych rock to bands that bring the horns and country twang. For schedules, visit <https://bit.ly/2Zc548q>.

Of course, Live Nation's 8,000-seat Pavilion at the Toyota Music Factory has concerts year-round that offer a variety of entertainment.

Restaurants

Mesa Mezcal, a new all-day Mexican restaurant inside the Westin Hotel at the Irving Convention Center, opened in April. Diners can look forward to Mexican dishes such as Veracruz-style whole fish for dinner, avocado-topped huaraches (or grilled masa cakes), and the Oaxacan burger, made with a chorizo patty and topped with pineapple and pepper jack cheese. The restaurant also offers 50 different types of agave-based spirits.

The Green Gator is now open. While the Cajun-themed sports bar is known for its vast array of Cajun dishes, it also offers numerous options for those who prefer a more traditional meal. It is easy to catch sporting events on multiple big-screen televisions located throughout the restaurant. Or, patrons can just go outside, sit on the patio and relax. Weekends bring live music and brunch, and hours are extended.

Emil Bragdon has brought his dynamic Reservoir

restaurant to Toyota Music Factory. A graduate of Irving's MacArthur High School, Bragdon is excited his new restaurant and entertainment venue will be only a short distance from where he grew up. Bragdon's success began in Fort Worth, where he launched his original Reservoir along with other concepts, including Whiskey Garden.

Bar Louie, a popular neighborhood gastro bar, is expanding its current location at Toyota Music Factory. Citing overwhelming success in Irving, Bar Louie will grow by 3,000 square feet. A unique social gathering place with a huge outdoor patio, Bar Louie has been extremely well received by the Irving-Las Colinas market.

Gloria's Latin Cuisine, another crowd favorite, also recently enlarged its beautiful patio to accommodate diners.

Coming soon ... Burgerim, a custom-burger franchise, offers gourmet buns, toppings and sauces to create an array of flavor choices. The menu includes other favorites like sandwiches, chicken wings, sides, salads and more.

Opening later this summer

Hatchet throwing, anyone? The next wave of night-out activities is hitting Toyota Music Factory with Stumpy's Hatchet House. An extreme version of darts, patrons will be able to hurtle a sportsman's hatchet toward a painted bullseye. Trained instructors will be on-site to ensure the harmless and friendly play of each guest, providing a safe, leisurely venue. This will be DFW's first Stumpy's. There are 22 others across the country.

Visit ToyotaMusicFactory.com for all dining and entertainment options. ■

HOTEL RIBBON CUTTING

How about a "staycation"? The Westin Irving Convention Center Hotel is now open, and rooms are filling fast. City leaders and others close to the project came together for a ribbon-cutting on April 10. The hotel is directly across from the Irving Convention Center at Las Colinas and adjacent to Toyota Music Factory. Mesa Mezcal, the restaurant inside the hotel, offers Mexican-inspired cuisine. ■



MEMORIAL DAY CEREMONY

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. Bob Romano, a former Irving councilman, will reflect on the origin of the Veterans Memorial Park.

May 26 | 2:30 p.m.
Former Irving Central Library Auditorium
801 W. Irving Blvd.

A ceremony will be held at the Veterans Memorial Park at the Wall of Commemoration, 644 Rock Island Road, following the program. For more information, call (972) 721-2501. ■



WOOD CARVINGS NAMED

The name game Irving style via Facebook voting. The City of Irving Communications Department announced the names given to seven carved wooden statues. Four statues are on Campion Trail. The other three are in various locations throughout the city. ■



Residents can see Willow the Armadillo at Mountain Creek Preserve.



Carly the Cardinal is perched up at Lee Recreation Center.



Irving the Eagle is standing proud in the City Hall Parks and Recreation offices.



Hannah the Hawk guards the Lone Star Trail entrance at Mt. Creek Preserve.



Otto and Otis the Owls greet visitors at the Heritage Senior Center.



Ralphie the Raccoon is hanging out at Mountain Creek Preserve.



Sammy the Squirrel is on the hunt for nuts at Mountain Creek Preserve.

Irving City Council Election Candidates

City Council district places 1, 2 and 7 are up for election, and voters also will have the opportunity to vote For or Against a proposition measure for "The legal sale of all alcoholic beverages for off-premise consumption only." Registered voters will cast their ballots on Election Day, May 4. Any resident who is a registered voter may vote for at-large district place 2. Only registered voters living in the single-member district places 1 and 7 may vote for the candidate in their respective district. This year's candidates are listed below in ballot order.

Single-Member District Place 1 – Candidate seeking re-election for the seat is John Danish, Attorney-at-Law, who has resided in the territory for 30 years. Mr. Danish is unopposed.



John Danish

At-Large District Place 2 – Candidates seeking election are Shayan Elahi, Attorney, who has resided in the territory for five years; Dinesh Mali, Engineering, who has resided in the territory for 17 years; Rodwaan M. Saleh, Regional Director, who has resided in the territory for 10 years; Jesse Koehler, Veteran/Student, who has resided in the territory for nine years; and Allan E. Meagher, Retired/Student, who has resided in the territory for 16 years.



Shayan Elahi



Dinesh Mali



Rodwaan M. Saleh



Jesse Koehler



Allan E. Meagher

Single-Member District Place 7 – Candidate seeking re-election for the seat is Kyle Taylor, CEO-Nonprofit, who has resided in the territory for 15 years. Mr. Taylor is unopposed.



Kyle Taylor

A district map, candidate information and Election Day voting locations are at CityofIrving.org/Elections. For more information, call the City Secretary's Office at (972) 721-2493.

Election Day – May 4: 7 a.m. to 7 p.m. Election Day polling locations are listed at CityofIrving.org/Elections. ■

Candidatos para la Elección de Regidores de la Ciudad de Irving.

Los curules distritales de los Lugares 1, 2 y 7 del concejo municipal están aptos para la elección y los votantes también tendrán la oportunidad de votar A Favor o En Contra de la proposición sobre "La venta legal de todas bebidas alcohólicas para consumo solamente fuera del establecimiento." Los votantes registrados emitirán sus boletas electorales durante las votaciones adelantadas desde y el día de las elecciones el 4 de mayo. Cualquier residente que sea votante inscrito puede votar para el distrito en general Lugar 2. Solo los votantes inscritos viviendo en los distritos de "miembro-único," Lugares 1 y 7 pueden votar por un candidato en su distrito respectivo. Este año los candidatos están nombrados de acuerdo al orden en que aparecen en la boleta electoral.

Distrito de Miembro-Único Lugar 1 – El candidato que busca la reelección para ese curul es John Danish, abogado, quien ha residido en el territorio durante 30 años. Mr. Danish no tiene oposición.

Distrito En General Lugar 2 – Los candidatos que buscan la elección son Shayan Elahi, abogado, quien ha residido en el territorio durante cinco años; Dinesh Mali, ingeniera, quien ha residido en el territorio durante 17 años; Rodwaan M. Saleh, Director Regional, quien ha residido en el territorio durante 10 años; Jesse Koehler, veterano/estudiante, quien ha residido en el territorio durante nueve años; y Allan E. Meagher, jubilado/estudiante, quien ha residido en el territorio durante 16 años.

Distrito de "Miembro-Único" Lugar 7 – El candidato que busca la reelección para el curul es Kyle Taylor, CEO-Sin fines de lucro, quien ha residido en el territorio durante 15 años. Mr. Taylor no tiene oposición.

Un mapa del distrito, información del candidato y lugares para votar durante el Día de las Elecciones se encuentran en CityofIrving.org/Elections. Para más información, llame a la Oficina de la Secretaría de la Ciudad al (972) 721-2493.

Día de las Elecciones – 4 de mayo: 7 a.m. a 7 p.m. Los locales electorales del día de las elecciones se encuentran publicados en CityofIrving.org/Elections. ■

May 4 Election Polling Places Casillas Electorales para el 4 de mayo

City Precinct No. No. del Distrito Electoral	Polling Place Lugar del Distrito Electoral	Election Precincts Número del Distrito
1	Thomas Haley Elementary 3601 Cheyenne St.	4621, 4622, 4628, 4632, 4644, 4648
2	A.S. Johnston Elementary 2801 Rutgers Drive	4623, 4624, 4629, 4640
3	MacArthur High School 3700 N. MacArthur Blvd.	4625, 4630, 4631, 4633, 4634, 4639, 4641, 4642
4	L.B. Barton Elementary 2931 Conflans Road	4610, 4618, 4653, 4659
5	Irving High School 900 N. O'Connor Road	4607, 4611, 4612, 4613, 4614, 4615, 4619, 4654, 4655, 4656, 4657, 4658, 4660
6	J.R. Good Elementary 1200 E. Union Bower Road	4616, 4617, 4620, 4646, 4661

City Precinct No. No. del Distrito Electoral	Polling Place Lugar del Distrito Electoral	Election Precincts Número del Distrito
7	Otis Brown Elementary 2501 W. Tenth St.	4605, 4606
8	Lee Britain Elementary 631 Edmondson Drive	4602, 4603, 4604, 4651, 4652, 4662
9	Cimarron Park Recreation Center 201 Red River Trail	2601, 2602, 2603, 2604, 2605
10	Mustang Park Recreation Center 2223 Kinwest Parkway	4635, 4636, 4637, 4645, 4647, 4664
11	J.O. Davis Elementary 310 Davis Drive	4608, 4609
12	Sally B. Elliott Elementary 1900 S. Story Road	4600, 4601, 4649
13	Fire Station No. 8 650 E. Las Colinas Drive	4626, 4627

Irving Parks and Recreation 2019 Summer Guide



Paintball Adventure Park



National Video Game Museum

Teen Summer Field Trip Series

Youth and teens can enjoy area attractions by registering for one of the weekly field trips hosted by Lively Pointe Youth Center. With a variety of trip options, teens can learn about the history of video gaming, cheer on the Texas Rangers or discover the unique sport of whirlyball.

Teen Summer field trips are on Tuesdays and Thursdays, beginning June 4. The field trip series is open to youth, ages 12-17 and transportation is provided. Space is limited; registration begins May 28. Trip fee is \$10 each.

Middle School Field Trip Series Schedule | Ages 12-14

- June 4** | Six Flags Over Texas, Arlington
- June 11** | iT'Z Pizza, Euless
- June 18** | Texas Rangers vs. Cleveland Indians, Arlington
- June 25** | Mansfield Paintball Adventure Park, Mansfield* (bring sack lunch)
- July 2** | Studio Movie Grill, Dallas
- July 9** | WhirlyBall, Hurst*
- July 16** | National Video Game Museum, Frisco

*Trip requires a parental waiver to be completed prior to departure.

High School Field Trip Series Schedule | Ages 15-17

- June 4** | Six Flags Over Texas, Arlington
- June 13** | Studio Movie Grill, Dallas
- June 20** | Hurricane Harbor, Arlington
- June 25** | Mansfield Paintball Adventure Park, Mansfield*
- July 11** | Studio Movie Grill, Dallas

July 18 | Escape Room, Grapevine

*Trip requires a parental waiver to be completed prior to departure.

Field Trip Information:

- Payment for field trips must be made at the time of registration; space is limited. Payment is for admission only. Except where indicated, teens should bring additional money for food, games, souvenirs, etc.
- Participants should arrive at Lively Pointe Youth Center at least 15 minutes prior to scheduled departure.
- For outdoor trips, sunscreen is suggested.
- Participants who become ill will be unable to remain on the field trip. A parent/guardian will be called to pick them up.
- Staff is not responsible for lost or stolen items during field trip.
- Staff does not condone disrespectful or illegal behavior. Parents will be notified of any behavior problems during field trips. In serious cases, parents may be required to pick them up from the field trip location and also may be denied from attending future field trips.

Field trips are subject to change due to weather or other unforeseen circumstances. Sign up online or in person at Lively Pointe Youth Center, 909 N. O'Connor Road. For more information, call (972) 721-8090. ■

IRVING INDEPENDENCE DAY PARADE, FIREWORKS

This year, the annual parade will begin at 9 a.m. July 4 in downtown Irving and will loop around Irving Boulevard beginning at Sowers Road. The parade will be followed with a concert and free watermelon in Heritage Park, 217 Main St. The theme of the Independence Day Celebration is "Music of America." Parade coordinators are challenging the community to depict parade floats that celebrate the music of America. The parade entry form is available online at IrvingEvents.org. Entry form deadline is June 22. All participants are required to submit a parade waiver, which also is available online.

Concert and Fireworks

The evening concert and fireworks begin at 6 p.m. at 501 E. Las Colinas Blvd. The Fun Zone offers a variety of activities. The event also includes a large food court. Once again, the fireworks display will be shot from a barge in Lake Carolyn. Do not miss this special show, seen only in Irving at 9:30 p.m. Event parking is \$10 at participating area parking garages; admission is free.

For more information, visit IrvingEvents.org. ■



Outdoor Live Concerts Entertain Residents, Visitors

Throughout May, Irving Parks and Recreation Department will present the Irving Concert Series 4 Kids and the Irving Concert Series. Residents and visitors can explore the hidden cultural, musical and culinary treasures of the city. Clear the calendars and dust off the lawn chairs for Irving's spring outdoor events.

Irving Concert Series 4 Kids

The Irving Concert Series 4 Kids will run from 9 to 11 a.m. every Friday in May at Irving Soccer Complex, 3585 World Cup Way. Gates will open at 9 a.m. and music starts at 10 a.m. Food truck meals will be available for purchase. Outside food, drinks, blankets and lawn chairs are allowed. Admission is free.



David Chicken

- **May 3** | **David Chicken in Concert**, voted "Best of Big D" by D Magazine, invites members of the audience on stage to sing, play musical instruments and be a star!
- **May 10** | **Rockin' with Leonardo**, a Parents' Choice Award-winning musician from Chicago, performs a humorous high-energy concert that entertains, educates and empowers all little rockers.
- **May 17** | **Bradly James Skistimas/The Juicebox Jukebox**, is a songwriter and recording artist of 15 years. His music has appeared on a variety of popular TV shows, films and commercials.

Irving Concert Series

The concerts will be held from 7 to 8:45 p.m. Fridays at Whistlestop Plaza, 123 W. Irving Blvd. Parking and admission are free. Attendees can bring outside food and drinks, coolers and seating, including blankets and lawn chairs.

- **May 3** | **Mr. Carter Davis**, with a voice comparable to Hozier and influenced by the skies of Texas, is taking his hometown of Dallas by storm. After years of writing and playing shows, he has more than 1 million streams after just recently releasing two songs.
- **May 10** | **Party Machine** brings a high-energy performance with nonstop music, lights and motions covering everything from the '50s through the hits of today. This show is great for all ages.



Brave Combo

- **May 17** | **Brave Combo**, a Grammy Award-winning band from Denton, has been playing together for nearly 40 years and is well known all over the world. The music mix is a wide range and includes salsa, merengue, rock, cumbia, polka, zydeco, classical, cha cha, the blues and more.

In the event of inclement weather, shows will move indoors. Visit IrvingEvents.org for indoor location and more information. ■

FRITZ PARK PETTING FARM OPENS JUNE 1

The Fritz Park Petting Farm offers an ideal setting for people of all ages to learn about farming and farm animals. For more than 30 years, Fritz Park has been the place to experience farm life, including hands-on contact with an assortment of animals — from sheep and goats to chickens, horses, ducks and rabbits.

The petting farm, located at 312 Vilbig St., will be open June 1-July 31. Hours are from 10 a.m. to 6 p.m. Tuesday through Saturday and from 2 to 6 p.m. Sunday. The petting farm is closed on Monday. There is no admission charge for visitors to the farm. The entrance is located at the Red Barn in the center of the park.

A birthday room is available for parties of 10 to 12 children from 3 to 5 p.m. Tuesday through Sunday. Cost is \$25. Call (972) 721-2501 for a list of available dates. Party reservations must be made in person at the Parks and Recreation office at City Hall, 825 W. Irving Blvd. To plan a special Pony Party, call (972) 579-1319. In addition, reservations for group tours will be accepted beginning June 7. For more information or to make a reservation, call (972) 721-2501. ■



AQUASTARS PROGRAM

Irving's program allows children with special needs, along with their families and guardians, to safely enjoy access to a premier city swimming facility. The program is custom-designed for children with special needs. Twice during the summer, AquaStars provides special needs children with an opportunity to sidestep crowds and experience the excitement of water play. Participants pay the standard admission rate and must be accompanied by an adult or guardian.

10 a.m. to noon
July 13 and Aug. 10
 West Irving Aquatic Center
 3701 Conflans Road

The West Irving Aquatic Center's pool features include an accessible ramp, accessible chair lift and water chair, making it an ideal location for the AquaStars program. The city will provide the appropriate lifeguard and staffing ratios, as well as access to waterproof wheelchairs.

Visit CityofIrving.org/814 for more information on Irving special needs programs. ■



CELEBRATING CHILDREN'S DAY AT THE THEATER

Le Theatre de Marionette presents "Happily Ever After." It's a Princess-Palooza in this fun and interactive show that features all the storybook princesses including Cinderella, Belle and the Beast, Jasmine and Aladdin, Tiana and the Frog, Ariel and her underwater friends, and more. This show is the perfect presentation for those who love the storybook songs and adventures.

11 a.m., 12:30 p.m. and 2:30 p.m.
 June 18
 Irving Arts Center, Dupree Theater
 3333 N. MacArthur Blvd.

The show is rated (G) — "great for all audience ages." Admission is free, but tickets are still needed and will be made available one hour before show time. No advance tickets will be offered and they are on a first-come, first-served basis. ■



SUMMER LUNCH PROGRAM

Irving's Parks and Recreation Department will provide healthy meal options to complement the schedule of exciting summer camp activities at four recreation centers (Georgia Farrow, Lee Park, Northwest Park and Senter Park). The program is offered in cooperation with Irving Independent School District (IISD), Texas Department of Agriculture and a federal grant funded by the U.S. Department of Agriculture.

Youth, ages 18 or younger, are eligible to participate in the program. Lunch preparation and delivery will be administered by IISD Monday through Friday. Hot and cold meals include one meat, two vegetables/fruit, bread and milk. Lively Pointe only serves afternoon snacks. Call recreation centers for more details. ■



Mother's Day Celebration



End of School Bash

Summer Parks and Recreation Activity Briefs

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **May 10 | Mother's Day Pampering**
 10 a.m. to 1 p.m. | 18 and older | \$5 per service or \$10 up to three services
 Moms of all ages are invited to a morning of pampering from on-site beauticians. Enjoy a show, partake in refreshments and socialize with others. Childcare will be provided at no additional cost for children ages 2 and older. Children younger than 2 can stay with mom.
- **May 18 | Cops 'N Bobbers**
 8 a.m. to noon | All ages | Free
 Join local police officers as they offer basic fishing lessons for community children, and the entire family can participate in catch and release fun. A light lunch will be provided by local sponsors. Registration is required at a local recreation center.
- **June 7 | Summer Pool Party**
 8 to 10 p.m. | Ages 13-17 | Free with IPAR ID
 Middle and high school students are invited to come to the Cimarron Aquatics Center and enjoy the pool along with a DJ, food and other fun activities. Space will be limited so get there early.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

- **May 9 | Mother's Day Pampering**
 11 a.m. to 1 p.m. | Free
 Mothers of all ages can treat themselves to a day of pampering and light snacks. Enjoy a relaxing and soothing environment for the mind, body and soul. Childcare will be available at no charge.
- **June 15 | Juneteenth Celebration**
 4 to 7 p.m. | All ages | Free
 Come to this citywide celebration commemorating the date that Texans first learned of President Abraham Lincoln's Emancipation Proclamation. Attendees will enjoy live music, food and craft vendors, bounce houses, face painting and more at the Jackie Townsell Bear Creek Heritage Center, 3925 Jackson St. Attendees are encouraged to bring lawn chairs and blankets.

Heritage Senior Center

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

- **May 10 | Mother's Day Celebration**
 5 to 7:30 p.m. | Heritage members and guests ages 18 and older | \$10 members; \$12 guests
 Celebrate Mother's Day with Murder Mystery entertainment and delicious food provided by Mama's Daughter's Diner. Glamorous eveningwear is encouraged; Moms, grandmothers, sisters, daughters, aunts, granddaughters and nieces are invited. Register by May 3.
- **May 17 | Let's Live Healthy Expo**
 9 a.m. to noon. | Heritage members and guests ages 50 and older | Free
 Come learn new ideas and information on health-related issues, exercise and living life to the fullest. A variety of vendors will be on-site to provide information, screenings and answers to issues common among seniors. Door prizes will be awarded.
- **June 13 | Father's Day Papapalooza**
 10 a.m. to noon | Heritage members and guests ages 18 and older | \$4
 Come for a day to celebrate dads! There will be burgers on the grill, games, friendly competitions and lots of fun! Dads, grandfathers, sons, grandsons, brothers, uncles and nephews welcome. Registration deadline is 5 p.m. June 7.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **May 4 | Cinco de Mayo**
 10 a.m. to 4 p.m. | All ages | Free
 Residents are invited to participate in this family event that provides awareness and education to the community through music, art, food and multicultural experiences. Activities will include vendor exhibits, children's activities and Mexican folkloric dance performances.
- **June 14 | Backyard Bash**
 2 to 5 p.m. | Ages 5-11 | \$5
 Kick off the summer and compete with friends in a variety of backyard games. Refreshments will be served. Registration deadline is June 5.

Lively Pointe Youth Center

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

- **May 4 | Run-a-Mile Day**
 noon to 2 p.m. | All ages | Free

A festive event that promotes the message that running can be fun and is an important aspect of overall health, fitness and well-being. Established by the American Running Association, National Run-a-Mile Day celebrates the mile and encourages children to participate in healthy exercise. Giveaways and refreshments included.

- **May 30 | End of School Bash**
 1 to 4 p.m. | Grades 6-12 | Free
 School is out, so kick off the summer with some food, games and fun. Activities will include outdoor games and attractions, henna tattoos, air-brush art and refreshments.
- **Mustang Park Recreation Center**
 2223 Kinwest Parkway, (972) 556-1334
- **June-July | Co-Ed Sand Volleyball League**
 Thursday evenings | Ages 18 and older | \$150 per team
 Registration is open for this adult summer volleyball league. Teams of six will play each Thursday night for five-weeks beginning mid-June. Matches are played best of three games with rally scoring to 25 points. Post-season playoffs and awards included. For more details and specific rules, contact Oscar Lopez at olopez@cityofirving.org.
- **June 1 | Skyhawks Sampler Camp**
 9 a.m. to noon | Ages 7-12 | Free
 This new camp is designed to introduce young athletes to a variety of different sports in one setting. Instructors combine three to five sports into one fun-filled day. Athletes will learn the rules of each game through skill-based games and scrimmages; improve their knowledge of multiple sports; and take away vital life lessons such as respect, teamwork and self-discipline. Space is limited. Register at SkyHawks.com.
- **June 10-14 and July 8-12 | Chess Camp**
 12:30 to 3 p.m. | Ages 5-17 | \$125
 Learn how to play this lifelong game or develop advanced strategies at this summer camp. All skill levels are welcome from beginner to chess masters. Camp will include a tournament and awards. A \$25 discount will be applied for siblings attending the same camp. To register, visit ChessPax.com or email bluec50@gmail.com.



Family Fishing Day

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **May 3 | Star Wars Party**
 6 to 9 p.m. | Ages 6 and older | \$5
 Come dressed as a favorite Star Wars character and play some Jedi training games. Refreshments will be served. Register in advance.
- **May 3 | Jump Brunch**
 10 a.m. to noon | Ages 3-5 | \$5
 Jump Brunch will introduce preschool children to basic fitness and health concepts through games and adventures. Participants should wear closed-toed shoes. Price includes lunch.
- **May 4 | Pottery Painting**
 11 a.m. to 3 p.m. | Ages 5 and older | Free
 Enjoy a day of relaxation while painting a piece of pottery to take home. Prices vary by piece and can be purchased the day of the event. Children younger than 12 must be accompanied by an adult.
- **June 1 | Family Fishing Day**
 10 a.m. to 1 p.m. | All ages | Free
 Bring the family to Northwest Park pond for a family fishing event complete with a pond stocked with channel catfish and carnival-style fishing games. Participants age 17 and older must have a valid fishing license and participants should bring their own poles. Concessions will be available for sale.

Visit CityofIrving.org/Parks for all the Parks and Recreation upcoming activities.

Splash Into Fitness, Fun, Lessons

Summer Sharks Swim Team

Join the Summer Sharks Swim Team for fun June 3-July 19 at Cimarron and West Aquatic centers and North Lake Natatorium. Team workouts emphasize the four competitive strokes, racing techniques and swimming endurance. This program is open to children ages 7 and older who are able to swim 50 yards, demonstrate deep water safety skills and effectively participate in a team-coached environment. Cost is \$75. Sign up at North Lake Natatorium, any practice site or call (214) 883-9269 or (469) 446-0201 for more details.



Summer Swim Lessons Save Lives

Learn great skills to get ready for trips to the beach, a day on the water at a lake or to keep children safe. Irving has great neighborhood pools and welcoming aquatics staff. Fun for the whole family — learning to swim is an investment that lasts a lifetime.

Find the Right Class

- **Mom-and-Tot** – A great way to begin a lifetime of swimming. Parent and child work together in the water on foundation water skills.
- **PreK** – Designed for 3- and 4-year-olds and is limited to four students for extra attention.

Progressive Level Classes for ages 5 and older

- **Learn to Swim (LTS) Level 1** – New swimmers learn to go under the water and basic water safety skills.
- **LTS Level 2** – Beginner students learn how to swim horizontally in the water and to breathe while swimming. Perfect for dog paddlers.
- **LTS Level 3** – Learn to rotary breathe and swim 15-25 feet independently. Designed for a child that can raise his/her head up out of the water while swimming short distances unsupported.
- **LTS Level 4** – Increase distances up to 25 yards and learn the backstroke.
- **LTS Level 5** – For swimmers who want to build endurance and learn advanced swim strokes.
- **Private Lessons** – Create a custom class to accelerate learning or work on a particular skill.

- **Adult Classes** – It is never too late to learn to swim, and no better time than now. Adult swim classes are for ages 14 and older.
- **Special Needs** – While not a swimming lesson, this program allows opportunities for children with special challenges to experience guided movement and exercise in a new environment.
- **Water Aerobics** – Fun and fitness at North Lake Natatorium on Tuesday and Thursday evenings. This class is a way to begin or add some variety to an exercise program. Water aerobics can be ideal for a low-impact exercise or injury recovery. Cost is \$35 a month or drop in for \$5 a class.

How to Register

Registration for summer swim lessons and water aerobics is open. Register and pay online via credit card at SoggyZoggy.com or register in person, with cash or check, at North Lake Natatorium or Heritage Aquatic Center. Also register during normal business hours Memorial Day weekend at Senter and Lee pools.

- **Cimarron Family Aquatic Center**, 199 Red River Trail Classes will be offered on Monday, Wednesday and Friday evenings. Classes available: LTS Levels: 1, 2, 3, 4, Mom-and-Tots, and adult.
- **Heritage Aquatic Center**, 200 S. Jefferson St. Classes offered on Saturday mornings; Tuesday and Thursday evenings. Classes available: Special needs child and youth; LTS Levels: 1, 2, 3, PreK and adult.
- **North Lake Natatorium**, 5001 N. MacArthur Blvd. Monday and Wednesday evenings; Saturday mornings. Lessons for children also available on Monday, Tuesday, Wednesday and Thursday mornings. Classes available: LTS Levels: 1, 2, 3, 4, Mom-and-Tots and adult.
- **Lee Park Pool**, 3000 Pamela Drive Classes offered on Tuesday, Wednesday, Thursday and Friday mornings; Tuesday and Thursday evenings. Classes available: LTS Levels: 1, 2, 3, 4, PreK and adult.
- **Lively Park Pool**, 909 N. O'Connor Road Open swim for seniors, ages 50 and older, offered Monday, Tuesday and Friday from 10:30 a.m. to 12:30 p.m.
- **Senter Park Pool**, 901 S. Senter Road Classes offered on Wednesday, Thursday and Friday mornings; Tuesday and Thursday evenings. Classes available: LTS Levels: 1, 2, 3, 4, PreK and adult.

For more information on the Learn to Swim program, class session dates and times, visit SoggyZoggy.com or call (972) 756-0860. ■

2019 JUNETEENTH CELEBRATION

For more than 24 years, the city has hosted a Juneteenth event commemorating the date that Texans first learned of President Abraham Lincoln's Emancipation Proclamation. Join the City of Irving and the West Irving Improvement Association from 4 to 7 p.m. June 15 at 3925 Jackson St., for the 2019 celebration.

This year's celebration also will feature a free concert and a community picnic sponsored by In-N-Out Burger. Outdoor games and children activities will be available throughout the event, as well as self-guided tours at the Jackie Townsell Bear Creek Museum Complex. Attendees are encouraged to bring lawn chairs and blankets for the concert.

For more information, call (972) 721-2501. ■



2019 SUMMER GAMES

Youth, ages 11-17, will enjoy competing in this two-week, Olympic-style Summer Games. From water volleyball to basketball, and team sports to one-on-one activities, there is a competition for everyone. During practices, participants will learn various sports techniques such as exercises that increase strength and endurance, as well as lessons in teamwork that will help lead them to victory. Each recreation center will be represented by an official Summer Games team. Medals will be given to winners.

All levels of play are welcome. For more information, call (972) 721-2501.

Week 1 – Individual Sports

July 22 – Irving High School	Tennis	9 a.m.
July 22 – Lively Pointe	Chess/ Dominoes	1 p.m.
July 23 – Cimarron Park	Table Tennis	9 a.m.
July 24 – Lively Pointe/ Georgia Farrow	Indoor Soccer	10 a.m.
July 25 – Cimarron Aquatic Center	Water Volleyball	9 a.m.
July 26 – Trinity View Park	7-on-7 Flag Football	9 a.m.

Week 2 – Team Sports

July 29 – Trinity View Park	Kickball	9 a.m.
July 30 – Northwest/ Georgia Farrow parks	Volleyball	10 a.m.
July 31 – Lee Park	Dodgeball	10:30 a.m.
Aug. 1 – Mustang/ Cimarron parks	Youth Basketball	10 a.m.
Aug. 2 – Georgia Farrow/ Northwest Park	Teen Basketball	10 a.m.

All event times, dates and locations are subject to change. Confirm prior to the event.



City Facilities, Fields Available to Rental

Aquatic Facility Rentals

Residents can reserve aquatic facilities to add a little splash to the next family event or social gathering. Make reservations in person with the Parks and Recreation Department at City Hall, 825 W. Irving Blvd. Payment is required at time of reservation. Maximum of 100 people.

Cimarron Family Aquatic Center – 199 Red River Trail Mornings only.

- 10 a.m. to noon (Sat. and Sun.) \$300

West Irving Aquatic Center – 3701 Conflans Road

- 10 a.m. to noon (Sat. and Sun.) \$300
- 8 to 10 p.m. (Fri. and Sat.) \$400

Cabana Rentals

For residents looking for shade, there are cabanas available for rent at Cimarron Family Aquatic Center, 199 Red River Trail and West Irving Aquatic Center, 3701 Conflans Road. Each cabana provides protection from the sun, as well as tables and seating for 16 people. Rentals begin at noon, and are available in two-hour increments up to four hours per day.

- Noon to 8 p.m., Monday-Saturday
- Noon to 6 p.m., Sundays
- \$10/hour, two-hour minimum, four-hour maximum

Racquetball Courts

Reservations for racquetball courts can be made one day in advance per membership by calling Lee Park Recreation Center at (972) 721-2508 or Senter Park Recreation Center at (972) 721-2641 from 9 a.m. to 3 p.m. The fees are as follows:

- Annual individual pass – \$25
- Annual family pass – \$50
- Quarterly individual pass – \$10
- Quarterly family pass – \$15

There is a walk-in rate of \$4 for the prime-time period of 5:15 to 9:45 p.m. Monday through Friday. There is a \$2 walk-in rate for all other times. For youth, ages 14-17, there is a \$1 walk-in fee for nonprime time slots.

Softball Fields

Adult softball practice fields may be reserved by calling (972) 721-2656 between 10 a.m. and 2 p.m. Monday through Thursday. Fields are available free of charge to registered Irving adult softball teams. Nonregistered teams, companies or individuals may reserve the fields for a fee of \$10 per hour (residents) or \$20 per hour (nonresidents); to reserve a field with lights is an additional \$10 per hour. Reservations must be made during the same week as the desired practice.

Tennis Courts

Tennis courts are available throughout the city and open to Irving residents on a first-come, first-served basis unless recreation centers have tennis classes in session. Courts are located at Cimarron, Nichols, Northwest, Senter and Sunrise parks. Tennis classes are offered at Cimarron, Northwest and Senter Park recreation centers. In addition, Irving High School also allows public use of its tennis courts (1-6) when not in district use.

For more information, call the Parks and Recreation Department at (972) 721-2501. ■

Join the 2019 World's Largest Swim Lesson June 20

Irving residents of all ages are invited to join thousands from around the globe as West Irving Aquatic Center hosts the World's Largest Swim Lesson (WLSL) from 1 to 3 p.m. June 20. Created by the World Waterpark Association, this global event serves as a platform to build awareness about water safety and highlights the importance of teaching children to swim in order to prevent drownings. During the event, Irving aquatics professionals will educate participants on how to be safe in and around water, and present basic swimming skills in a fun, enjoyable atmosphere. Register at the West Irving Aquatic Center beginning June 1. Spaces are limited. This year marks the 10th anniversary of the WLSL. Since its inception in 2010, WLSL events have taken place in 49 countries around the world, reaching more than 278,000 children and adults. For more information, call (972) 721-2718. ■



SUMMER POOL PARTIES PLANNED FOR TEENS

Middle and high school students are invited to create fun memories with friends at Poolside Teen Jam events planned this summer. Hosted by Lively Pointe Youth Center, the Teen Jams combine music, food, friends and water into a party atmosphere. Admission is free for students with a valid IPAR card or school ID. In case of inclement weather, the Splash Jam will be canceled, except at Lively Park pool, where the event will be moved inside to the adjacent recreation center.

Poolside Teen Jam Schedule

- 7 to 11 p.m. | June 22 | Lively Park Pool, 915 N. O'Connor Road
- 7 to 11 p.m. | July 13 | Senter Park Pool, 901 S. Senter Road
- 7 to 11 p.m. | Aug. 3 | West Irving Aquatic Center, 3701 Conflans Road



ONE-ACT PLAY TOURNAMENT RETURNS TO IRVING ARTS CENTER

Blossoming young actors and actresses can showcase their talents by participating in the One-Act Play Tournament at 7 p.m. July 19 at the Irving Arts Center, 3333 N. MacArthur Blvd.

One-Act Play classes for youth, ages 7-17, are held throughout the summer at various recreation centers. Students are encouraged to develop their artistic voice while learning about all aspects of drama and the fundamentals of acting. Classes are designed to inspire creativity and exercise imaginations while developing critical thinking, cooperation and personal confidence. Register at any Irving recreation center. ■



LIFEGUARD JOB OPPORTUNITIES

Become a lifeguard for Irving. The city is currently hiring for year-round and seasonal jobs. These employment opportunities are available to Red Cross-certified lifeguards, ages 16 and older.

Training Available

While certified lifeguards are welcome to apply, those needing certification can take a lifeguarding class and become certified in Red Cross (Lifeguard, First Aid, CPR and AED). Register for lifeguard classes at North Lake Natatorium or call (972) 756-0860.

Application Process

Red Cross-certified individuals, as well as candidates with pending certification, are encouraged to apply. New hires must be available for orientation. Interested persons can apply online at CityofIrving.org or visit CityofIrving.org/Lifeguard for more information. ■



Stay Cool this Summer with City Pools, Aquatic Centers, Spray Parks

City aquatic facilities will observe the following hours during the weekends of May 25-27 and June 1-2.

May 25-27:

- Aquatic facilities and spray parks open from noon to 7 p.m.

June 1-2:

- Spray parks open from 11 a.m. to 8 p.m.
- Aquatic centers open from noon to 8 p.m.
- Seasonal pools closed June 1; open from 1 to 7 p.m. June 2.

All aquatic facilities will be closed May 28-31. Regular summer hours for all aquatic facilities begin June 3.

Outdoor Aquatic Centers

Daily Pass		Seasonal Pass	
3 and younger	Free	Youth (4-17)	\$25
Youth (4-17)	\$2	Adult (18-54)	\$50
Adult (18-54)	\$3	Family (Irving residents only)	\$100
Nonresident	\$8		
Seniors (55-up)	Free		

Cimarron Family Aquatic Center

199 Red River Trail, (972) 721-6556

- Open Swim – noon to 8 p.m. Monday-Sunday.
- Lap Swim – 7 to 9 a.m. Monday-Friday; 6 to 8 p.m. Tuesday and Thursday.
- Sharks Summer Swim Team – 11 a.m. to noon Monday-Friday. Competitive swim instruction, coaching and tips for ages 7 and older. For details, call (214) 883-9269 or (469) 446-0201.

West Irving Aquatic Center

3701 Conflans Road, (972) 721-2325

- Open Swim – noon to 8 p.m. Monday-Sunday.
- AquaStars – 10 a.m. to noon July 13 and Aug. 10 (Regular admission fee).
- Sharks Summer Swim Team – 9:30 to 10:30 a.m. Monday-Friday.
- Lap Swim – 7 to 9 a.m. Monday-Thursday.

Indoor Aquatic Centers/Seasonal Pools

Daily Pass		Seasonal Pass	
3 and younger	Free	Youth (4-17)	\$8
Youth (4-17)	\$1	Adult (18-54)	\$12
Adult (18-54)	\$1.50	Family (Irving residents only)	\$25
Seniors (50-up)	Free		

Heritage Aquatic Center

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

Classes are \$20 per month or \$2 per visit.

- Senior Swim (50 and older) – 8 to 11:30 a.m. Monday-Friday; 5:30 to 9 p.m. Monday.
- Arthri-cize (18 and older) – 8:15 to 9:10 a.m. Monday, Wednesday and Friday. Joint mobility class for people with arthritis.
- Senior Gold – 9:15 to 10:10 a.m. Monday, Wednesday and Friday.
- Forever Young – 10:15 to 11:10 a.m. Monday, Wednesday and Friday.
- Night Steppers – 5:30 to 6:30 p.m. Tuesday, Wednesday and Thursday.
- AquaStars – 11:30 a.m. to 1 p.m. May 12.
- Power Aerobics – 6:30 to 7:30 p.m. Monday-Wednesday.

- Open Swim – 11:30 a.m. to 2 p.m. Monday-Friday; 6:30 to 9 p.m. Tuesday, Wednesday and Thursday; 5 to 9 p.m. Friday; 1 to 7 p.m. Saturday and Sunday; Adult only (18 and older) 5 to 6:30 p.m. Tuesday, Wednesday and Thursday.

Lee Park Pool

3000 Pamela Drive, (972) 721-2585

- Open Swim – 1 to 8 p.m. Wednesday-Friday; 1 to 7 p.m. Saturday and Sunday. Closed Monday and Tuesday.
- Learn To Swim Lessons – 9 to 11:20 a.m. Tuesday, Wednesday, Thursday and Friday; 5:20 to 7:45 p.m. Tuesday and Thursday.
- Family Night – 6 p.m. each Friday during the season. A legal guardian or family member, age 18 and older, must accompany participants ages 17 and younger.

Lively Park Pool

909 N. O'Connor Road, (972) 253-3268

- Open Swim – 1 to 8 p.m. Monday, Tuesday and Friday; 1 to 7 p.m. Saturday and Sunday; closed Wednesday and Thursday.
- Family Night – 6 p.m. each Monday during the season. A legal guardian or family member, age 18 and older, must accompany participants ages 17 and younger.
- Senior Swim – 10:30 a.m. to 12:30 p.m. Monday, Tuesday and Friday. Ages 50 and older.

North Lake Natatorium

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

- Open Swim Times – 5:30 to 6:30 a.m. Monday-Friday, 11:30 a.m. to 2 p.m. Monday-Friday, 6:30 to 8:30 p.m. Tuesday, Thursday and Friday, 1 to 5 p.m. Saturday.
- Summer Sharks Swim Team – 8 to 9 a.m. Monday-Friday.
- Learn to Swim Levels Children through Adult – 5:20 to 8:20 p.m. Monday and Wednesday; 8 to 11:15 a.m. Monday-Thursday; 9 to 11:20 a.m. Saturday.
- Water Aerobics Blast – 7 to 8 p.m. Tuesday and Thursday.

Senter Park Pool

901 S. Senter Road, (972) 253-3809

- Open Swim – 1 to 8 p.m. Wednesday-Friday; 1 to 7 p.m. Saturday and Sunday. Closed Monday and Tuesday.
- Learn To Swim Lessons – 9 to 11:30 a.m. Wednesday, Thursday and Friday; 5:20 to 7:45 p.m. Tuesday and Thursday.
- Family Night – 6 p.m. each Wednesday during the season. A legal guardian or family member, ages 18 and older, must accompany participants ages 17 and younger.

Spray Park Hours

Northwest Spray Park

2800 Cheyenne St.

- Open daily from 11 a.m. to 8 p.m. (Closed Monday)

Southwest Spray Park

2800 Shady Grove Road

- Open daily from 11 a.m. to 8 p.m. (Closed Tuesday)

Spray Parks will be open from noon to 7 p.m. May 25-27. Regular operating hours begin June 1.

For summer hours and additional information, visit CityofIrving.org/Aquatics or call (972) 721-2501. ■

Dragon Boat, Kite, Lantern Festival

May is Asian/Pacific American Heritage Month — a celebration of Asians and Pacific Islanders in the United States. Irving residents can enjoy an opportunity to celebrate Asian culture during the annual DFW Dragon Boat, Kite and Lantern Festival at the Las Colinas Urban Center along the shores of Lake Carolyn from 8:30 a.m. to 6 p.m. May 19.

Lake Carolyn's surrounding skies will be filled with colorful kites, while exciting dragon boat races, cultural performances, a lantern festival, traditional Asian cuisine, arts and crafts and more will be made available for attendees to enjoy. Dragon boat racing originated in China more than 2,000 years ago and is a growing sporting phenomenon across the United States. The annual DFW Dragon Boat, Kite and Lantern Festival is hosted by the Marco Polo World Foundation. Admission is free. Visit DFWDragonBoatFestival.com for more information. ■



Recreation Center Locations



RECREATION CENTERS AND POOLS

- Cimarron Park Recreation Center – 201 Red River Trail, (972) 910-0702
Cimarron Family Aquatic Center – 199 Red River Trail, (972) 721-6556
- Mustang Park Recreation Center – 2223 Kinwest Parkway, (972) 556-1334
- North Lake Aquatic Center – 5001 N. MacArthur Blvd., (972) 756-0860
- *Houston Recreation Center – 3033 Country Club Drive, (972) 721-2670
- Lee Park Recreation Center – 3000 Pamela Drive, (972) 721-2508
Lee Park Pool – (972) 721-2585
- Northwest Park Recreation Center and Spray Park – 2800 Cheyenne St., (972) 721-2529
- Georgia Farrow Recreation Center – 530 Davis Drive, (972) 721-2519
West Irving Aquatic Center – 3701 Conflans Road, (972) 721-2325
- Lively Pointe Youth Center – 909 N. O'Connor Road, (972) 721-8090
Lively Park Pool – (972) 253-3268
- *Austin Recreation Center – 825 E. Union Bower Road, (972) 721-2659
- Heritage Senior Center – 200 S. Jefferson St., (972) 721-2496
Heritage Aquatic Center – (972) 721-7310
- Senter Park Recreation Center – 901 S. Senter Road, (972) 721-2641
Senter Park Pool – (972) 253-3809
- Southwest Spray Park – 2800 Shady Grove Road

*Denotes part-time facility; hours vary.

Recreation Center Fitness Memberships Available

Consider a membership at one of the weight rooms at Cimarron, Georgia Farrow, Heritage, Lee, Mustang, Northwest or Senter recreation centers. When combined with aerobic exercises, weight training can increase strength, bone density and muscle mass. Facilities feature free weights, universal weight machines and a variety of cardio equipment.

To purchase a membership for one of the weight rooms, participants must be at least 18 years old for an individual membership or 16 years old with a parent in attendance. All participants must present a valid IPAR ID card at the time of purchase.

Cimarron, Lee, Mustang, Northwest and Senter Recreation centers

- Individual Rates – \$25/per month, \$65/3 months, \$110/6 months, \$200/year.

- Family Rates – \$35/per month, \$95/3 months, \$170/6 months, \$300/year.
- Seniors (50 and older) pay half price.

Georgia Farrow Recreation Center

- Individual Rates – \$15/per month, \$35/3 months, \$60/6 months, \$100/year.
- Family Rates – \$30/per month, \$70/3 months, \$120/6 months, \$200/year.
- Seniors (50 and older) pay half price.

Heritage Senior Center (ages 50 and older)

- Individual Rates – \$7.50/per month, \$17.50/3 months, \$27.50/6 months, \$50/year.

See the map and listing above for locations and contact information. For more information, call the Parks and Recreation Department at (972) 721-2501. ■



Fitness Equipment

PARKS PROGRAM REGISTRATION ONLINE

The Irving Parks and Recreation Department reminds residents that registration for classes and programs can be done online. This helps eliminate long lines at recreation centers on registration days. Both prospective and current membership ID card holders must complete the following.

To register online:

- Visit CityofIrving.org/IrvingRec to access the ActiveNet website.
- Register for an account or sign in to an existing account. For a new membership, information is needed for head of household and each family member registering for classes.
- Follow instructions for selecting classes for each individual. Classes will be added to the shopping cart.
- Complete transaction and make payment online using a credit card.
- To complete the ID card process, visit a neighborhood recreation center to have a photo taken. Card can be printed at that location.

Summer Athletic Opportunities

Following are cosponsored sports organizations in Irving.

- Adult Softball Association of Irving.** Offers slow pitch softball leagues during the spring, summer and fall for ages 18 and older. Call Ricky Frick at (972) 790-0020, email irvingsoftball@gmail.com or visit IrvingSoftball.com.
- Irving Basketball Association.** Provides recreational basketball for ages 6-12. Registration begins each fall; season is January to April. For more information, contact Thomas Anich at (972) 721-8090 or email tanich@cityofirving.org.
- Irving Boys Baseball Association.** Provides recreational baseball for ages 3-14. Contact Jeremy Thorn at (972) 505-9995 or for more information, visit IrvingBoysBaseball.com.
- Irving Boys Football Association.** Provides recreational football for ages 3-12. Adults who want to volunteer should email secretaryibfa@yahoo.com. Visit IrvingBoysFootball.org for more information or call (972) 293-4545.
- Irving Disc Sports Association.** Organizer of disc golf tournaments. Email Thor Overy at thor9998@yahoo.com.
- Irving Girls Cheerleader Association.** Open to ages 3-18. Offers recreational and competitive cheerleading and dance. Call Sabrina Ragland at (214) 437-9155, email Sabrina.Raglandrie@gmail.com or visit LeagueLineup.com/IGCA.
- Irving Girls Softball League.** Organized fast-pitch softball play for ages 4-18. Email IGSLPresident2017@gmail.com or visit IGSL-Softball.org.
- Irving Soccer Association.** Provides soccer for boys and girls ages 3-19. For details, call (972) 273-2280; email info@irvingsoccer.org; or visit IrvingSoccer.org.
- Miracle League of Irving.** Offers softball for individuals with special needs during the spring and fall. All ages. Contact Brandon at Irving YMCA (972) 986-8898, or Vicki Yanez at (214) 202-3064 or email vickiyanez23@gmail.com.
- North Texas Cricket Association.** Offers leagues through the following Irving Cricket groups:
 - Irving Cricket Club** – Contact Fuzail Chaudhry at (469) 826-7888 or visit IrvingCricket.com.
 - Lone Star Cricket Club** – Contact Carl Samsir at (214) 454-5886.
 - Metroplex Cricket Club** – Call Jignesh Desai at (720) 278-5976, email jignesh@metroplexcricket.club or visit MetroplexCricket.club.
- Senior Softball and Volleyball.** Leagues are available for men ages 55 and older and women ages 40 and older. For more information, call (972) 790-2739.

For more information about any of these organizations, call (972) 721-2501. ■



Chess Tournament



Pianist Daniel Del Pino closes out LCISO's 2018-19 season on May 11



ESI presents Sgt. Pepper's Lonely Bluegrass Band May 18

Make Music and Art a Part of a Memorable May

Irving Arts Center, 3333 N. MacArthur Blvd., is a Smithsonian affiliate institution that is home to many forms of art and entertainment. To learn more, visit IrvingArtsCenter.com or call (972) 252-7558.

May 2 | JumpstART Stories and Art – Moms Are Amazing!

10 a.m. | Suite 200 | Free
Explore new stories and fun art projects on the first Thursday of each month. With Mother's Day right around the corner, the inspiration for this month's stories and art is mom! Celebrate mom by making her something extra special after story time, then browse the galleries as a family.

May 3-5 | Hall of Fame Dance Challenge

The Hall of Fame Dance Challenge is a youth dance competition that hosts more than 40 prestigious competitions across the country each year. To learn more, visit HallofFameDance.org.

May 8 | Peak Music Festival

Texas' largest nonprofit musical festival for band and orchestra, Peak Music Festival provides performance opportunities for school bands and orchestras across the state. To learn more, visit PeakMusicFestivals.org.

May 10-25 | "Xanadu," MainStage

7:30 p.m. (evenings); 2:30 p.m. (Sunday matinees)
This Tony Award-nominated, hilarious, roller skating musical adventure about following dreams despite the limitations others set, rolls along to the original hit score composed by pop-rock legends John Farrar and Jeff Lynne. Based on the Universal Pictures cult-classic movie of the same title, which starred Olivia Newton-John and Gene Kelly, "Xanadu" is hilarity on wheels for adults, children and anyone who has ever wanted to feel inspired.

May 11 | Daniel Del Pino (Piano), Las Colinas Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50
The Las Colinas Symphony Orchestra closes its 2018-19 season with a performance featuring Pianist Daniel Del Pino.

May 12 | Second Sunday Funday: Masterpieces with Mom

1 to 4 p.m. (Come and go) | Suite 200 | Free
Every Second Sunday, guided craft projects, fun for the entire family, are offered. This month's theme is Mother's Day so bring mom, an aunt, grandma or other significant person and celebrate this special day by making some amazing art together! Guided tours of the exhibits are offered at 2:30 p.m.

May 15 | Curtain Call, Lone Star Youth Orchestra (LSYO)

7 p.m. | Carpenter Hall | \$6.50-\$13.50
The Lone Star Youth Orchestra performance featuring the two winners of the LSYO Concerto Competition.

May 18 | Sgt. Pepper's Lonely Bluegrass Band, Entertainment Series of Irving

7:30 p.m. | Carpenter Hall | \$26.50
What if The Beatles were actually from somewhere in the Black Mountain Hills of South Dakota? Bands have been covering Beatles tunes for decades, but none quite like Sgt. Pepper's Lonely Bluegrass Band. Imagine the music of the Fab Four shaken up with infusions of bluegrass and jazz and topped off with a classical twist. The result is a most satisfying musical.

May 19 | From the New World, New Philharmonic Orchestra of Irving

3:30 p.m. | Carpenter Hall | \$10-\$20
The New Philharmonic Orchestra's season finale concert featuring performances of Beethoven's "Leonore Overture No. 3"; Berlioz's rousing "Carnival Overture"; and Dvorak's Symphony No. 9, "From the New World."

May 25 | "Esto Es Mexico," presented by Sima Ballet Folklorico

7 p.m. | Dupree Theater | \$12-\$20
Sima Ballet Folklorico presents a concert featuring Los Hidalguenses from Hidalgo, Mexico. "Esto Es Mexico" will be a spectacular show full of culture, color and love ... set to dance. This is Mexico!

May 31 | Gurdas Maan Live In Concert, Sai Productions

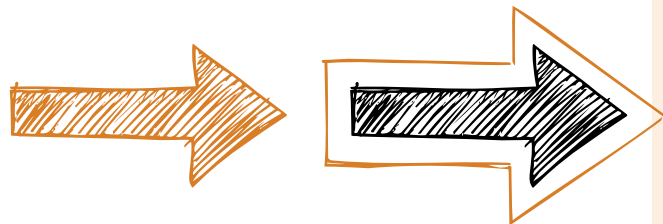
7 p.m. | Carpenter Hall | \$75-\$250
Singer, songwriter, choreographer and actor Gudas Maan is considered one of the most notable figures in the world of Punjabi music.

May 31 | Short Film Festival, Irving Black Arts Council

7 p.m. | Dupree Theater | \$75-\$250
The Irving Black Arts Council presents a festival of films produced by African-American filmmakers.

Art Rocks! Camp Registration is Open

Rock with mind-expanding musical adventures, geological explorations and unique experiences in visual arts, theatre, music and more June 3-Aug. 9 at the Irving Arts Center. Visit IrvingArtsCenter.com for full camp listings and descriptions, scholarship application and registration information.



IRVING ARTS CENTER
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ART ADVENTURE CAMPS
2019

Kids ages 4-18 learn mad skills, make friends and have a blast!

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JUNE 3 - AUGUST 9, 2019

In the Galleries

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

BRAVEART: Cistercian Preparatory Upper School

Through May 26 | Courtyard Gallery | Free
Featuring artwork by high school students at Cistercian Preparatory School.



2018 BRAVEART artist, David Dorward

Roz Chast: Cartoon Memoirs

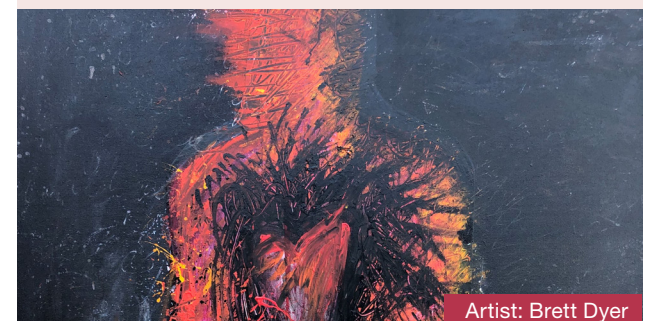
Through July 7 | Dupree Lobby Gallery | Free
The exhibition celebrates the almost four decades of outstanding artistic accomplishment of beloved "New Yorker" cartoonist, illustrator and author, Roz Chast. Offering the first presentation of original works from Roz Chast's acclaimed graphic memoir, "Can't We Talk About Something More Pleasant?," which chronicles the lives of her aging parents with heartfelt humor and emotion. "Roz Chast: Cartoon Memoirs" has been organized by the Norman Rockwell Museum in Stockbridge, Massachusetts.



"Later that Night" Illustration by Roz Chast

Deliverance: Rescued and Set Free

May 4-July 28 | Carpenter Lobby | Free
Artist Brett Dyer, originally from East Texas, exhibits his art nationally and works as an art professor teaching courses at North Lake College. Dyer has won several awards and mural competitions in which he painted large murals in both Deep Ellum and Irving. Works of a smaller scale, in a wide variety of mediums including painting, drawing, printmaking and mixed media are featured in this exhibition. Artist reception from 2 to 4 p.m. July 28.



Artist: Brett Dyer

The 34th Annual Texas and Neighbors Five State Competition

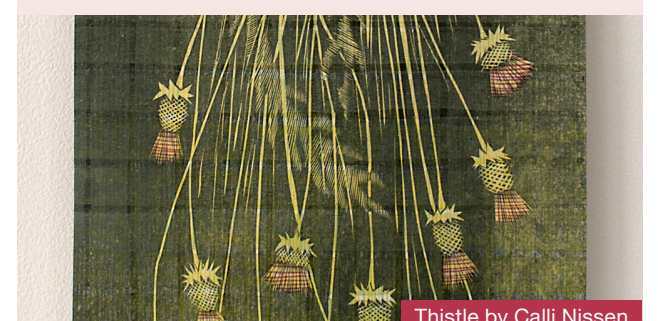
May 18-June 15 | Main Gallery | Free
Cosponsored by the Irving Art Association and the Irving Arts Center for 33 years, this prestigious five-state competition (Texas, Oklahoma, Arkansas, Louisiana and New Mexico) pulls entries representative of the best of American art. Reception and awards ceremony from 2 to 5 p.m. May 19 in the Main Gallery. Floral arrangements by The Chocolate Rose on display May 19-25. Gallery talk by Ted Bruehl, AIFD and head designer for The Chocolate Rose at 6:30 p.m. May 23.



Hibiscus by Merri Ellen Kase with floral interpretation by The Chocolate Rose

Prints by Calli Nissen

May 18-July 7 | Main Gallery
Calli Nissen's work is comprised of woodblock prints created with multiple layers, conveying texture, shading, shape and the complexity of nature. In particular, her art focuses on and is inspired by the landscape of the Rocky Mountain region where she was born and raised.



Thistle by Calli Nissen

Gallery Hours

9 a.m. to 5 p.m. Mon., Tues., Wed. and Fri.;
9 a.m. to 8 p.m. Thur.; 10 a.m. to 5 p.m. Sat.;
and 1 to 5 p.m. Sun.

BUDGET HEARINGS

Planning for the city's 2019–20 fiscal year budget is underway. Residents have the opportunity to provide input on the budget during upcoming public hearings. Resident comments can be made to the City Council on any aspect of the budget including tax rates, fees, programs and services.

Public input sessions are set for June 6 and 20. Two additional hearings will be held to comment on the proposed budget following the budget retreat in August. Adoption of the budget is scheduled for Sept. 19.

All hearings are at 7 p.m. at City Hall, 825 W. Irving Blvd. The city's budget year runs from Oct. 1 to Sept. 30. Call the City Secretary's Office at (972) 721-2493 to confirm hearing dates. ■

PET PAWLOOZA MAY 11

This year, Irving Animal Services' Pet Pawlooza will be held May 11 at Sam Houston Trail Park, 101 E. Interstate Highway 635, in conjunction with DFW Humane Society's Walk for Animals. The free pet festival will be held from 10 a.m. to 2 p.m.

Pet Pawlooza will commemorate Irving Animal Care Campus' ninth anniversary. Residents can bring their pets to the Campion Trail event for free rabies vaccinations and microchipping. All dogs must be leashed, and cats must be in a carrier.

Vendors at the outdoor family friendly event will offer a variety of items, including pet products. The festivities also include a DJ, pet games and a food truck. Additional parking and a free shuttle will be available at T.W. Richardson Grove, 333 E. Interstate Highway 635. For more information, visit CityofIrving.org/3118/Pet-Pawlooza or DFWHumane.com. ■



RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR DS

The City of Irving takes mosquito control very seriously. Trapping continues across the city's 57 trap and spray locations. In the case any traps test positive, Irving's vector control technicians will spray at night. The city's mosquito control staff works along with the Texas Department of State Health Services and the Dallas County Health and Human Services Department to conduct surveillance and testing year-round of the mosquito population for diseases.

How can residents help? Self-protection is the best course of action, so be sure to follow the four Ds:

- **Dusk and Dawn** – When mosquitoes are most active.
- **Drain** – Eliminate standing water, such as in flower pots, rain gutters, etc.
- **DEET** – Make sure insect repellent contains this ingredient. DEET has been tested and approved by the U.S. Environmental Protection Agency.
- **Dress** – Wear long sleeves, pants, shoes and socks when outside.

Residents can learn how to take the fight to the mosquitos. Share this information with family members and neighbors. The best way to stay safe is to take precaution. Visit IrvingFightsTheBite.org for more information. ■



Cimarron Family Aquatic Center to Reopen Memorial Day Weekend



The City of Irving recently completed renovations on the Cimarron Family Aquatic Center. The facility is scheduled to reopen on Memorial Day weekend.

The city's first water park was in need of repairs to its gutter system, which controls how water flows in and out of the pool. The \$712,000 project includes the installation of a new concrete gutter system, along with plastic grate covers and reconstructed pool piping, upgraded underwater lighting, a refurbished play unit and new pool plaster.

The updates will not only enhance the look and user experience at the water park, and will ensure that the facility runs efficiently and provides reliable service during its busy summer season.



Facility Fast Facts:

Cimarron Family Aquatic Center, located at 199 Red River Trail, has been an Irving staple since it opened in 2008.

The facility:

- Celebrated its grand opening 11 years ago on Memorial Day weekend.
- Is the city's first water park.
- Holds 190,000 gallons of water in the main pool and 5,200 gallons in the toddler pool.
- Features a five-lane lap pool, splash pool and zero-depth entry pools; water wheelchairs, playground and slides; and special needs accessibility.
- Offers outdoor shade awnings; a concession stand; and an active Learn to Swim program for children and adults.

For more information, visit CityofIrving.org/2774 or call (972) 721-6556. ■

NEA Big Read Continues

Irving's NEA Big Read continues in May with events and book discussions revolving around the chosen title "Can't We Talk About Something More Pleasant?" by Roz Chast. Residents can pick up their own free copy of the selected title at all Irving libraries and NEA Big Read programs while supplies last. NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. For book clubs and additional events, visit CityofIrving.org/BigRead.



NEA Big Read May Events

Two-Day Memoir Workshop

Author, editor and public speaker Lisa Dale Norton introduces participants to the art of memoir writing. This two-part event incorporates discussion about Irving's NEA Big Read title and hands-on activities for attendees to create their own mini-memoir at the West Irving Library, 4444 W. Rochelle Road:

- 2 p.m. May 4 | Presentation: What is a Memoir?
- 1 p.m. May 5 | Memoir Writing Workshop | All materials provided*

Norton, the author of the writing guide "Shimmering Images," has taught at UCLA, and is a freelance consulting editor who assists aspiring authors in the development and revision of manuscripts for publication. *Attendees may opt to bring laptops to writing workshop; not required.

May 9 | "Lives Well Lived" Film Screening and Director Skype Visit

6 to 9 p.m. | Ages 18 and older | The Summit, 2975 Esplanade Drive, Grand Prairie, Texas 75052
This event is presented in collaboration with the City of Grand Prairie Public Library. What makes a life meaningful? This 2018 documentary feature shares the memories and insight of 40 interviewees ages 75 to 100. The event begins at 6 p.m. with introductory remarks and refreshments, followed by the film screening at 6:30 p.m. At 7:45 p.m., director Sky Bergman joins for a Skype Q&A.

May 11 | Storywalk in the Park

1 to 4 p.m. | Centennial Park, 444 W. Second St.
This come-and-go activity for adults features a walk through the park showcasing select panels of the 2019 Big Read title. Guided tours are offered at 1 p.m. and 3:15 p.m. Participants are welcome to walk and read at leisure. This event for adults is held in conjunction with the Expert Panel at South Irving Library.

May 11 | Health and Medical Expert Discussion Panel

2 p.m. | South Irving Library, 601 Schulze Drive
Join a four-panel discussion on aging, caregiving, palliative care and coping with loss and grief — themes found in this year's Irving Big Read title. The panel moderator is ICTN's Cathy Whiteman. The panelists include Shannon Layman, Ph.D., Psychology, UT Arlington; Kathy Ligon, M.D. F.A.A.H.P.M in Palliative Care at Baylor Scott and White Irving; Rhonda Skinner, L.M.S.W. with Texas Cardiac Care; and Daniela Vela, Ph.D. in Psychiatry at UT Southwestern.

May 18 | Wills and Estate Planning

11 a.m. | Ages 18 and older | East Branch Library, 440 S. Nursery Road
In this bilingual presentation, the Dallas Association of Young Lawyers offers advice and guidance through end-of-life issues.

Library Briefs

May 9 | "Aurora Rising" Tour with Authors Laure Eve and Jay Kristoff

7 p.m. | South Irving Library, 601 Schulze Drive
Signing line tickets available at the South Irving Library beginning May 6. Limit 4 per person. Celebrate the release of "Aurora Rising" with bestselling sci-fi author Jay Kristoff in conversation with Laure Eve, writer of "The Graces." Book Sales, Q&A, refreshments and an author signing follow a short author talk. For more information, visit CityofIrving.org/Library.

May 17 | "We Hunt the Flame" Book Launch Party

7 p.m. | South Irving Library, 601 Schulze Drive
Attend the debut of the hotly anticipated fantasy novel, "We Hunt the Flame," with local Young Adult author Hafsah Faizal. An audience Q&A, book sales, author signing and refreshments will follow a brief author talk. For more information, call (972) 721-4612.

May 18 | Friends Annual Meeting and Author Visit

2 p.m. | West Irving Library, 4444 W. Rochelle Road
Acclaimed sports writer Marjorie Herrera Lewis discusses her 2018 novel "When the Men were Gone." It is the riveting tale of an English teacher who breaks with tradition to become her school's first female football coach in 1944 when all the town's men were off to war. The author visit includes a short public presentation by the Friends of the Irving Public Library and refreshments.

Summer Reading Challenge (SRC)

Beginning June 1, readers of all ages are encouraged to participate in Irving Public Library's Summer Reading Challenge. The 2019 theme is "A Universe of Stories!" to promote learning and literacy through engaging weekly events, reading incentives and book giveaways. The program is sponsored by the Friends of the Irving Public Library and the City of Irving. All residents are encouraged to participate at any Irving Public Library location through July 31. To learn more about the series and activities, visit CityofIrving.org/SRC. To register, earn digital badges and track reading progress online, visit IrvingLibrary.ReadSquared.com.



DALLAS COWBOYS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: May 13, 2019
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services
 RE: Sales & Services Department Board Report for April 2019

Convention Sales & Services Staff Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	155	1054
Irving Convention Center Leads	41	236

April

Room Nights Generated	Monthly Goal	April 2019 Actuals	April 2018 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	18588	10748	18543	223060	141247	133577	20	22035
Lost Room Nights		19533	34473		241770	155379	6549	107303

Travel & Activity Customer Services Activity

April	Organization	Event	Location
15-18	Christian Meetings & Conventions Association	Annual Conference	Greenville, SC
15-19	Irving Convention & Visitors Bureau	Austin Sales Calls	Austin, TX
18	Irving Convention & Visitors Bureau	Quarterly Client Luncheon	Austin, TX
23	Smart Meetings	Smart Mart	Frisco, TX
29	Dallas Fort Worth Association Executives	A-Day	Fort Worth, TX

Groups Served	
April	24
YTD	128

April Servicing & Inventory

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	15	7800 Badges/6500 Lanyards
Pens	9	2400
Bags	7	5700
Promotional Materials	7	550 travel guides/500 Surveyor/1,215 TMF
Staffing Services	11	291 Event Hours

Event Location: Hotels: 14 Irving Convention Center: 8 Other: 2

Special Services

Proclamations/Welcomes/Flags:

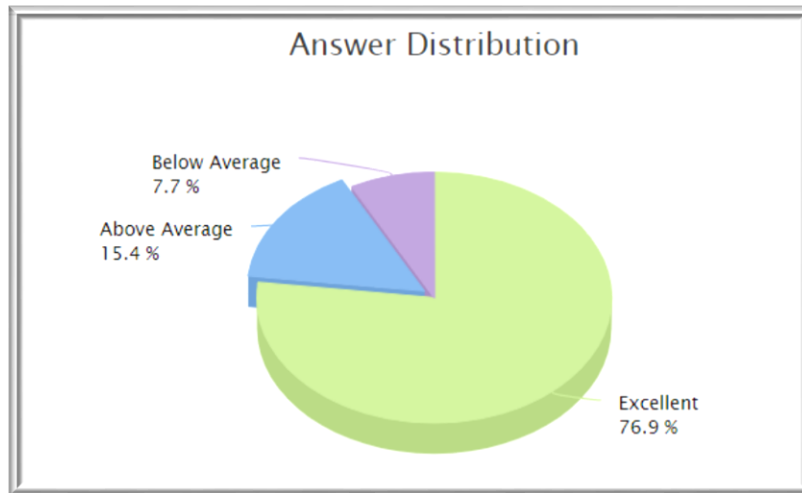
- Welcome and Proclamation – GFWC
October 27, 2018, Lori Fojtasek
- Opening Remarks – Zest Fest,
January 25, 2019 Deputy Mayor Pro Tem Oscar Ward
- Welcome – North Texas Teen Book Festival,
March 23, 2019, Mayor Rick Stopfer
- Welcome/ Ribbon Cutting – North Texas Business Alliance,
April 10, 2019, Mayor Rick Stopfer

Pending

- Welcome/Ribbon Cutting DFW Minority Supplier,
May 7, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Angry Skipper Association-Reunion
May 18, 2019, Councilman Al Zapanta
- Proclamation/ Flag Presentation – The Association of Buffalo Soldiers and Troopers MC
May 18, 2019, Councilman Dennis Webb
- Proclamation/ Flag Presentation – Grand Encampment of Knights Templar
June 26, 2019, Councilman pending
- Proclamation/ Flag Presentation – Grand Encampment Sirens
June 30, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – American Legion Department of Texas
July 12, 2019, Mayor Rick Stopfer

Customer Service Satisfaction Survey Results April 1-30, 2019

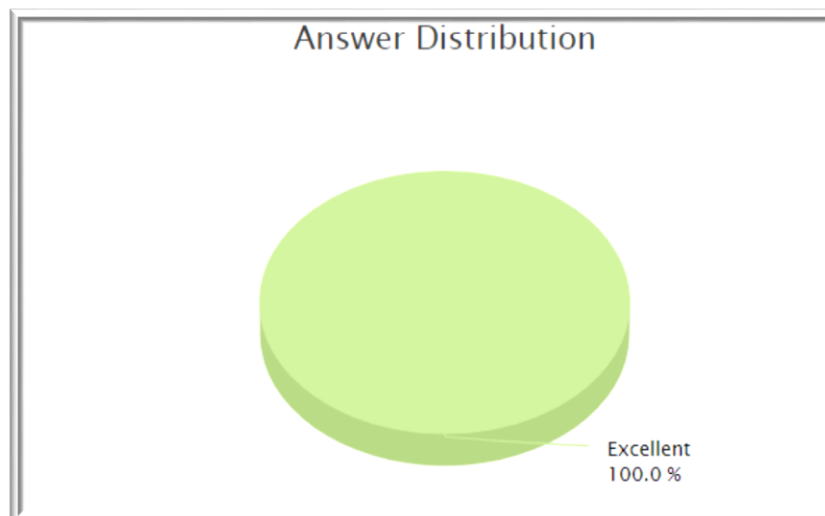
How was your overall destination experience?



04/01/2019 - 4/30/2019

Score: 92.3% / **100.0**

How was your overall Convention and Visitors Bureau Experience?



4/01/2019 - 4/30/2019

Score: 100% / **100.0**

May - August 2019 Definite Bookings

Customer	Meeting	Arrival	Departure	Attendees	Rooms Nights
Toronto Blue Jays	Toronto Blue Jays 2019	5/2/2019	5/4/2019	75	210
Transplace, Incorporated	Transplace Shipper Symposium May 2019	5/3/2019	5/8/2019	3850	775
Pathways Core Training Inc.	Pathways Monthly May 2019	5/3/2019	5/18/2019	100	272
Supreme Me Dallas	Supreme Me Dallas	5/3/2019	5/5/2019	200	134
Drive Nation Sports	NYBL Southwest Regional Qualifier Basketball Tournament 2019	5/3/2019	5/5/2019	700	670
H.D. Vest Financial Services	Field Leaders Conference-2019	5/5/2019	5/8/2019	200	323
Texas Workforce Commission	TWC CCR Mini Immersion Training - DFW	5/5/2019	5/9/2019	30	150
DFW Minority Supplier Development Council	Access Expo 2019	5/5/2019	5/7/2019	400	20
Envoy Air, Inc.	General Managers Meeting 2019	5/6/2019	5/9/2019	200	234
McKesson Corporation	#10009-McKesson Technology Leadership Meeting	5/6/2019	5/9/2019	90	310
American Red Cross	American Red Cross - Donor Recruitment Training	5/6/2019	5/9/2019	20	48
Greystar Management Services LP	Greystar Cohort 3 (May)	5/7/2019	5/8/2019	12	28
DW Distribution	DW Distribution Spring Show 2019	5/8/2019	5/10/2019	160	200
BioTE Medical	BioTE Medical	5/9/2019	5/11/2019	200	251
Bluerock Capital Market, LLC	Due Diligence Meeting	5/12/2019	5/15/2019	180	169
Pacific Dental Services	LDA Meeting 2019	5/13/2019	5/13/2019	400	325
Weyerhaeuser Company	Weyerhaeuser 2019 Safety Managers Meeting	5/13/2019	5/16/2019	60	115
Associated Builders and Contractors	2019 ABC Users Summit	5/15/2019	5/17/2019	90	145
Angry Skipper Association	Angry Skipper Reunion	5/15/2019	5/19/2019	150	285
Varsity Spirit LLC	2019 Varsity Spirit - VCA TXGV - Sheraton DFW	5/15/2019	5/19/2019	100	135
McKesson Corporation	Credit Summit	5/15/2019	5/17/2019	30	60
The Association of Buffalo Soldiers and Troopers Motorcycle Club	Central Frontier	5/16/2019	5/19/2019	400	900
St. Louis Cardinals	St. Louis Cardinals	5/16/2019	5/18/2019	70	201
Assemblies of God/Marriage	Assemblies of God/Marriage	5/17/2019	5/19/2019	75	50
Building Professional Institute	2019 Building Professional Institute May	5/18/2019	5/23/2019	700	122

Customer	Meeting	Arrival	Departure	Attendees	Rooms Nights
CCCI - Cru NLC Fall	CCCI - Cru Summer Mission	5/18/2019	5/20/2019	300	196
Seattle Mariners Baseball Club	Seattle Mariners 2019	5/19/2019	5/22/2019	75	195
American Telugu Sambaralu	N.A.T.S.	5/20/2019	5/28/2019	2500	1740
Fresenius Medical Care	May 2019 CMT West Training Series	5/20/2019	5/24/2019	70	280
Whitley Penn	Whitley Penn - 2019 Rooms Only	5/20/2019	5/20/2019	10	10
Neovia Logistics	Neovia Logistics Services Meeting	5/20/2019	5/23/2019	150	420
TractManager	TractManager Meeting April 2019	5/21/2019	5/24/2019	85	186
American Telugu Sambaralu	N.A.T.S. Alumni over flow guest rooms	5/23/2019	5/27/2019	5000	1100
Family Reunions	Shearrill Family Reunion	5/24/2019	5/27/2019	100	150
OGBAKOR	OIUSAm Annual	5/24/2019	5/26/2019	150	150
Kansas City Royals	Kansas City Royals 2019	5/29/2019	6/1/2019	66	264
American College of Emergency Physicians	ACEF - Clinical Policies Committee Room Block May 2019	5/29/2019	5/30/2019	25	50
Texas Linux Fest	Texas Linux Fest 2019	5/30/2019	6/1/2019	400	120
FortuneBuilders, Inc.	FortuneBuilders Real Estate Workshop - Dallas	5/30/2019	6/2/2019	200	40
Texas Air Hogs	Texas Air Hogs May 2019 Season	5/31/2019	5/31/2019	660	165
Mutual of America	Mutual of America - Sales Conference	6/2/2019	6/5/2019	300	860
Texas Community College Instructional Administrators	2019 TCCIA Summer Leadership Meeting	6/2/2019	6/3/2019	60	90
Baltimore Orioles	Baltimore Orioles 2019	6/2/2019	6/6/2019	70	275
Medtronic	Play to Win Area Meetings Dallas June 2019	6/2/2019	6/5/2019	90	270
Irving Arts Center	Southwest Performing Arts Presenters (SWPAP)	6/2/2019	6/4/2019	40	24
VRM	VRM - Financial Services Industry Week	6/3/2019	6/6/2019	500	150
SecureWorks (Dell EMC)	pb SecureWorks Roadshow Dallas.	6/4/2019	6/4/2019	50	20
North Texas RPG-Con	North Texas RPG-Con	6/5/2019	6/9/2019	500	439
Zonta International	Zonta International North America Inter District	6/6/2019	6/9/2019	400	270
Oakland Athletics	Oakland Athletics 2019	6/6/2019	6/8/2019	75	180
Pathways Core Training Inc.	Pathways Monthly June 2019	6/7/2019	6/22/2019	100	272
Oklahoma Independent Petroleum Association	OIPA Annual Meeting 2019	6/10/2019	6/15/2019	450	802
U90C Management Group (soccer)	U90C Premier SuperCopa	6/10/2019	6/17/2019	9000	6986
American Red Cross	American Red Cross - Donor Recruitment Training	6/10/2019	6/13/2019	20	48
Texas Non-Profit Theatres	2019 TNT Youth Conference	6/11/2019	6/15/2019	500	405

Customer	Meeting	Arrival	Departure	Attendees	Rooms Nights
Texas Non-Profit Theatres	2019 TNT Youth Conference - Overflow Hotel	6/11/2019	6/15/2019	500	110
McKesson Corporation	#10338-HIT Sales Meeting	6/11/2019	6/13/2019	30	60
Learning Forward Texas	Learning Forward	6/16/2019	6/19/2019	900	700
Kempke's Music	Kempke's Music	6/16/2019	6/20/2019	150	145
Cleveland Indians	Cleveland Indians 2019	6/16/2019	6/20/2019	80	296
Fresenius Medical Care	June 2019 CMT West Training Series	6/17/2019	6/21/2019	70	280
Saint Peter Orthodox Church	DOWAMA Parish Life	6/18/2019	6/23/2019	250	402
Flowserve Corporation	American Regional Leadership Summit June 2019	6/18/2019	6/21/2019	200	375
Texas Medical Association	2019 Texas CME Conference	6/19/2019	6/20/2019	120	150
Texas Municipal Utilities Association	2019 TMUA Annual Conference	6/19/2019	6/20/2019	75	70
PCG Pentecostal Church of God	PCG General Convention	6/20/2019	7/2/2019	2500	1271
PCG Pentecostal Church of God	PCG General Convention	6/20/2019	7/2/2019	2500	1271
BioTE Medical	BioTE Medical	6/20/2019	6/22/2019	200	251
Steubenville	Steubenville Lone Star 2019 Room Block	6/20/2019	6/22/2019	4600	2800
JLM Creative Events	Applique Getaway 2019	6/20/2019	6/23/2019	150	315
Advisors Excel	Advisors Excel - Rainmaker Elite June	6/21/2019	6/27/2019	50	214
Grand Encampment of Knights Templar	Grand Encampment of Knights Templar	6/23/2019	7/1/2019	325	776
Road Rebel	Globetrotters - Red	6/23/2019	6/24/2019	37	37
National Association of University-Model Schools NAUMS	NAUMS	6/24/2019	6/27/2019	350	273
International Workers' Compensation Foundation	2019 Texas Workers' Compensation & Safety Conference	6/25/2019	6/28/2019	150	402
USA Volleyball	USAV Boys National Volleyball Championship 2019	6/27/2019	7/8/2019	30000	715
Koreans Connecting Business & Marketplace to Christ	KCBMC Annual Conference	6/27/2019	6/29/2019	250	220
Grand Encampment of Knights Templar	General Conference Knights Templar	6/28/2019	7/3/2019	325	910
Texas Air Hogs	Texas Air Hogs June 2019 Season	6/30/2019	6/30/2019	660	204
USA Rice Federation	2019 USA Rice Federation Annual Business Meeting	7/5/2019	7/9/2019	200	455
Pathways Core Training Inc.	Pathways Monthly July 2019 #1	7/5/2019	7/6/2019	100	170
American Legion, Department of Texas	American Legion Department of Texas Convention	7/7/2019	7/14/2019	1200	1274
Trend Micro	Trend Micro Presidents Meeting	7/7/2019	7/10/2019	100	300

Customer	Meeting	Arrival	Departure	Attendees	Rooms Nights
PAE	PAE Meeting	7/8/2019	7/11/2019	55	190
Greystar Management Services LP	Greystar Cohort 7 (July)	7/9/2019	7/10/2019	30	33
National Police Collector's Convention	2019 National Police Collector's Convention	7/10/2019	7/12/2019	500	400
National Police Collector's Convention	2019 National Police Collector's Convention - Overflow - Holiday Inn Express ICC	7/10/2019	7/12/2019	500	285
Houston Astros Baseball Club	Houston Astros 2019	7/10/2019	7/14/2019	100	308
BioTE Medical	BioTE Medical	7/11/2019	7/13/2019	200	251
SMG Worldwide	SMG Worldwide Ops/GM Conference	7/14/2019	7/18/2019	200	755
Arizona Diamondbacks	Arizona Diamondbacks 2019	7/14/2019	7/17/2019	75	210
American Institute of Certified Public Accountants	American Institute of CPA's Intercharge Conference July 2019	7/15/2019	7/21/2019	350	1195
American Red Cross	American Red Cross - Donor Recruitment Training	7/15/2019	7/18/2019	20	48
Big 12 Conference	CFO West Joint Officials Conference 2019	7/18/2019	7/21/2019	400	450
Saint Peter Orthodox Church	Saint Peter Jacobite Syrian Orthodox Church	7/18/2019	7/21/2019	700	600
The American Academy of Otolaryngic Allergy	American Academy of Otolaryngic Allergy - July 2019 Meeting	7/19/2019	7/20/2019	20	29
Campus Safety	Campus Safety Texas	7/20/2019	7/24/2019	400	309
TexSom	Court of Master Sommelier Theory Exam 2019	7/20/2019	7/23/2019	100	154
Fresenius Medical Care	July 2019 CMT West Training Series	7/22/2019	7/26/2019	70	280
ACE Cash Express, Incorporated	Quarterly Meeting-JULY 2019. Rooms Only	7/22/2019	7/24/2019	10	20
International Myeloma Foundation	IMF Support Group Leaders Summit 2019	7/23/2019	7/28/2019	98	314
Parker College of Chiropractic	Parker Power - July	7/25/2019	7/28/2019	200	130
Neiman Marcus	Men's Conclave - Neiman Marcus Block 2019	7/28/2019	8/3/2019	200	628
Seattle Mariners Baseball Club	Seattle Mariners 2019	7/28/2019	7/31/2019	75	260
Texas Pharmacy Association	TPA - 2019 Annual Conference	7/31/2019	8/4/2019	400	415
Freedom Founders	Freedom Founders August 2019	7/31/2019	8/4/2019	350	200
Texas Air Hogs	Texas Air Hogs July 2019 Season	7/31/2019	7/31/2019	660	238
BioTE Medical	BioTE Medical	8/1/2019	8/3/2019	200	251
K-Town Reunion 1968-1971	K-Town Reunion 1968-1971	8/1/2019	8/4/2019	150	165
Pathways Core Training Inc.	Pathways Monthly August 2019	8/2/2019	8/17/2019	100	272

Customer	Meeting	Arrival	Departure	Attendees	Rooms Nights
Sellinger's Power Golf, LTD	Sellinger's Power Mouser Golf Tournament 2019	8/4/2019	8/6/2019	300	370
Let's Play Games	Let's Play Games	8/7/2019	8/11/2019	3000	400
Infrastructure Advancement Institute	Infrastructure Advancement Institute - 2019 Annual Conference	8/11/2019	8/13/2019	250	390
Volunteers of America	KeyMakers Meeting - August 2019	8/12/2019	8/14/2019	30	99
American Red Cross	American Red Cross - Donor Recruitment Training	8/12/2019	8/15/2019	20	48
TexSom	2019 TEXSOM Conference - Guest Room Block (Rooming List)	8/13/2019	8/21/2019	500	585
TexSom	2019 TEXSOM Conference - Vendor Room Block (Individual Call In/On-line Reservations)	8/15/2019	8/21/2019	500	886
McKesson Corporation	2019 NASC Meeting	8/18/2019	8/22/2019	250	277
Fresenius Medical Care	August 2019 CMT West Training Series	8/19/2019	8/23/2019	70	280
Seattle Mariners Baseball Club	Seattle Mariners 2019	8/28/2019	8/31/2019	75	260
Dallas Chess Club	Dallas Chess Club	8/29/2019	9/2/2019	75	275
Apostolic Affiliation Inc.	Apostolic Affiliation Inc.	8/29/2019	8/31/2019	900	150
Texas Air Hogs	Texas Air Hogs August 2019 Season	8/31/2019	8/31/2019	660	272

**Items highlighted above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

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

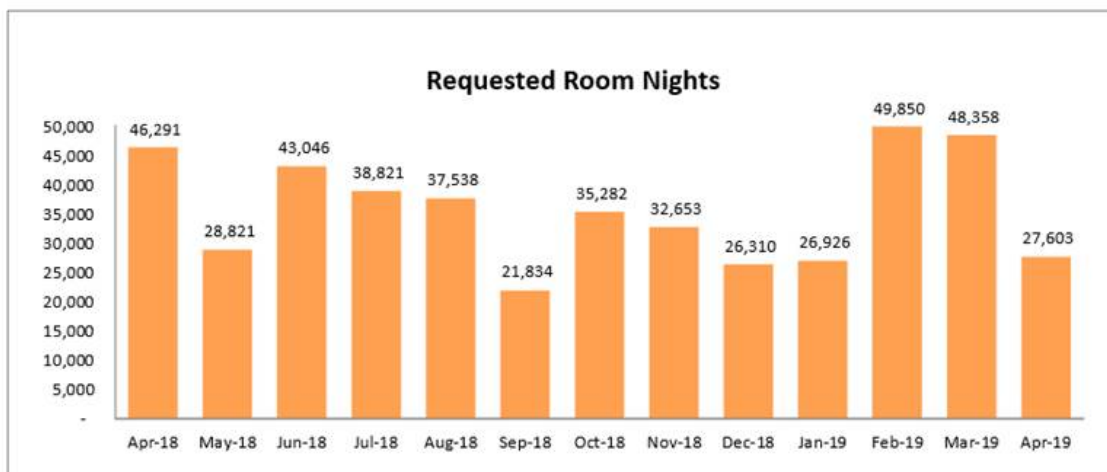
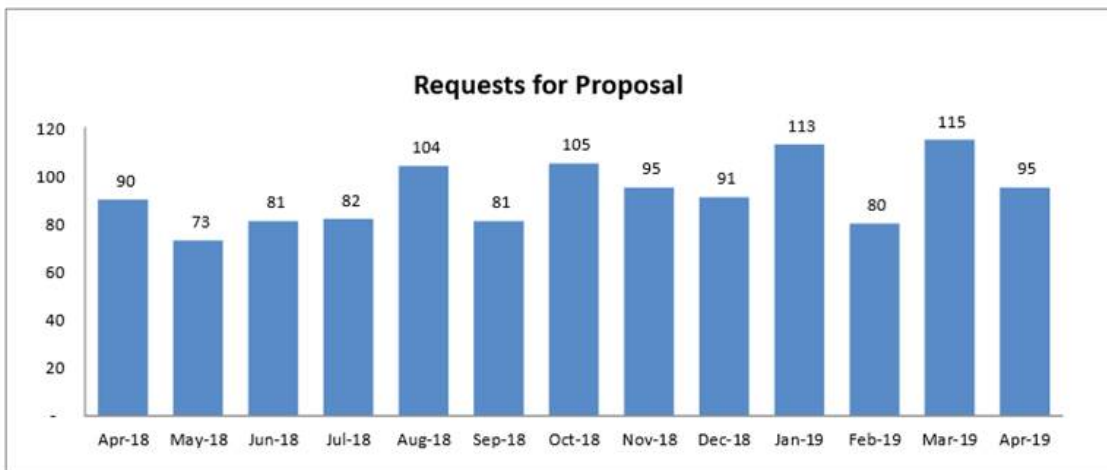
Date: May 15, 2019

Re: April 2019 Board Report

Marketing and Advertising Analytics

RFPs

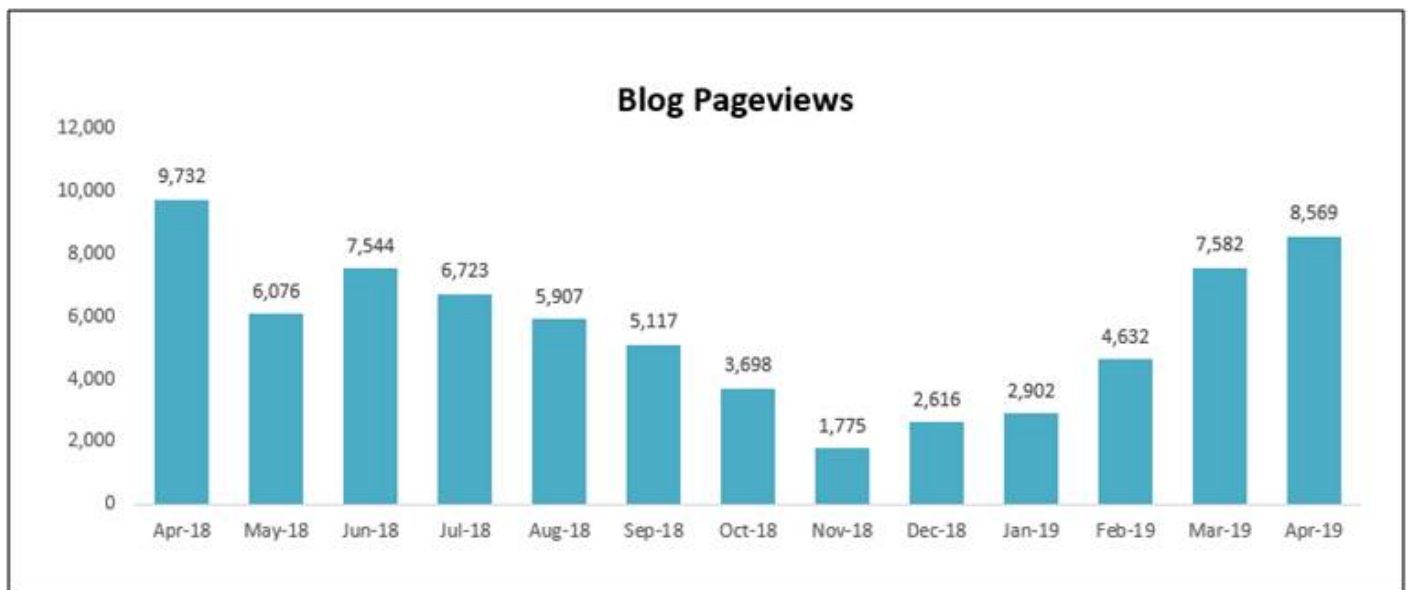
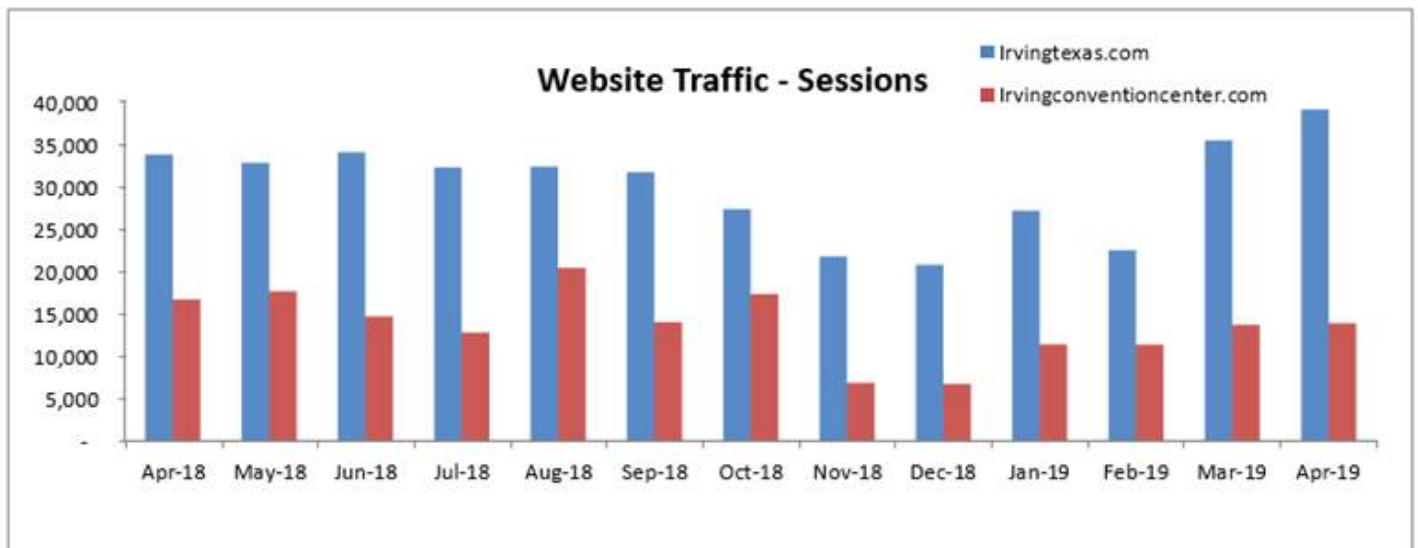
April saw a drop from the previous month with **95 RFPs** (below average) and **27,603 associated room nights** (below average). Year-over-year April 2018 to April 2019 performed slightly better in the number of RFPs but remained flat in the number of associated room nights.



Website Traffic

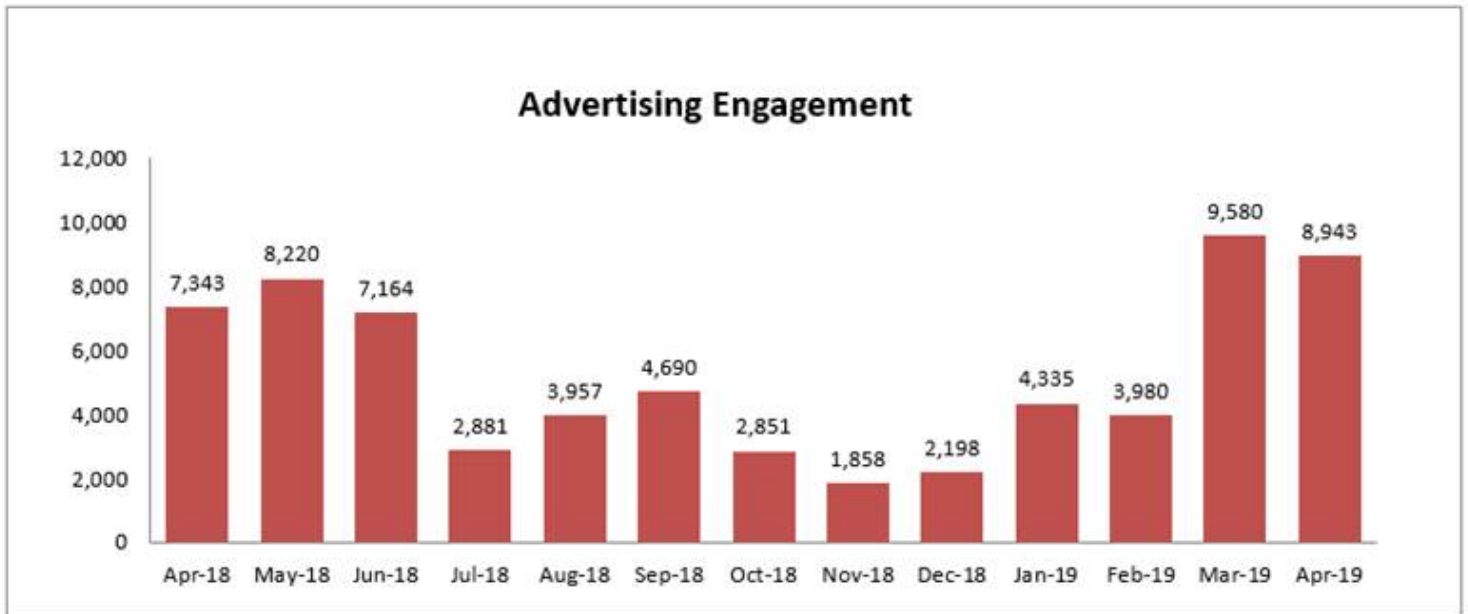
April saw another increase in the website traffic with the highest total traffic to date with **52,898 total sessions** and **43,441 total users** visiting both websites. **The Visit Irving website again had its highest traffic ever with 39,036 sessions and 32,234 total users (well above average).** The Irving Convention Center also performed well with 13,862 sessions and 11,207 users (above average). The year-over-year performance showed an increase in Visit Irving traffic while the Irving Convention Center website decreased slightly.

Blog traffic also increased again in April with **8,569 pageviews** and 7,457 unique pageviews, which was a 15% increase over the previous month and again the second highest number of pageviews in the past year. The average time visitors spent on the blog remained steady at four minutes and 12 seconds (well above average) while the bounce rate increased slightly but remained low at 16.24%. The top blog posts were again "Irving Texas Bluebonnets Guide," with 3,558 pageviews and "We Tried the 3-Day Juice Cleanse at Freshii, Here's What Happened," with 502 pageviews.



Advertising and Paid Search

Advertising engagement remained high with **8,943 advertising impressions** and **2,924 site-visits**, which is a slight decrease from the previous month, but a 22% year-over-year increase in advertising impressions. Tegna Media was again the top performer with 2,946 impressions and 1,410 site-visits, followed by MPI with 2,055 impressions and 876 site-visits. AJR Media also performed well with 695 impressions. The Google AdWords paid search campaign also remained strong in April with **54,124 impressions** and **6,566 site-visits**, which generated **2 RFPs**.



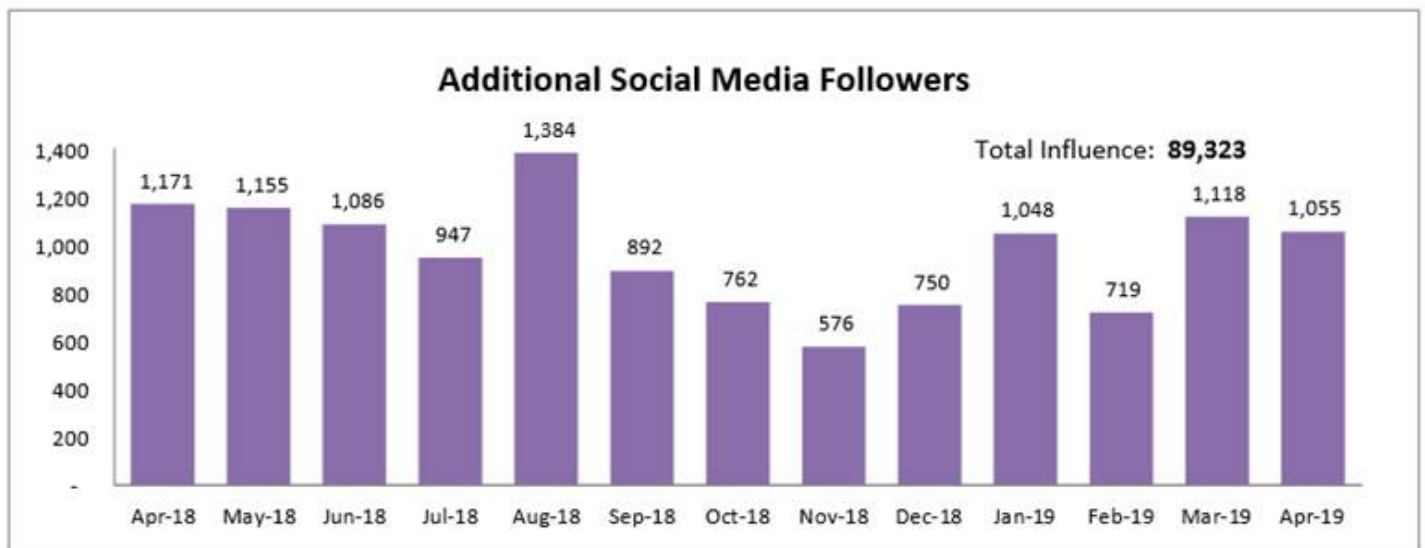
Hotel and Flight Bookings

The information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the most complete information available is from February 2019. In February, 75 hotel reservations were booked, which accounts for 179 room nights and \$30,720 in hotel revenue. Travelers also booked 271 flights in February.



Social Media

The number of new social media followers increased by **1,055 new followers**, which brings the total influence to **89,323**. The Visit Irving Facebook page saw the largest increase with 904 new likes for a total of 58,815 likes.



Social Media, cont.

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	58,815		5,602	5,709	624
<i>Impressions</i>	170,258		22,600	14,450	
<i>Profile Visits</i>	138,096		459		
Convention Center	12,720	191,030	2,504	1,949	305
<i>Impressions</i>	669,941		3,454	2,237	
<i>Profile Visits/Users</i>	293,601		188		
Impacting Irving	1,095				

Hashtag – #VisitIrving

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

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

Featured Social Post



Westin Irving Convention Center at Las Colinas @WestinIrvingcc · Apr 10

Thank you for the warm welcome Irving and everyone who celebrated with us this morning! We are so excited to be part of the Irving community. #westinirvingcc #letsrise #irvingrocks #irvingtx #texas #dallastexas #lascolinas #westinwellbeing #ribbonceremony @visitirvingtx @westin



Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	84,030,274	160,203,741	27,569,046		271,803,061
ADVERTISING EQUIVALENCY ⁺	\$777,281	\$1,481,890	\$255,012		\$2,514,183
PUBLIC RELATIONS VALUE ⁺⁺	\$2,331,843	\$4,445,670	\$765,036		\$7,542,549

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

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

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

In April, the communications team hosted two media fams; one in conjunction with the Texican Court and the other, #MenWhoBlog, with the Marriott Las Colinas (several clips are attached). The department also assisted the Marriott Las Colinas with media efforts surrounding a Grand Reveal party for their recent renovations.

Attachments

- ✚ "The Dallas Marriott Las Colinas: A Perfect Location," *The Traveling Food*, April 20, 2019
- ✚ "How to Have a Guys Weekend in Irving, Texas," *The Traveling Food*, April 22, 2019
- ✚ "West Irving Completes City's Convention District," *Convene*, April 30, 2019
- ✚ "Guys Weekend: Irving, Texas," *The Gentleman Racer*, May 1, 2019
- ✚ "Why Irving, Texas should be on your family trip bucket list" *Lunchbox Dad*, May 8, 2019
- ✚ "Remarkable Women Share Insights and Wisdom on Leading a CVB," *Corporate & Incentive Travel*, May 8, 2019
- ✚ Visit Irving Social Facts
- ✚ ICC Social Insights



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The Dallas Marriott At Las Colinas A Perfect Location

April 20, 2019 By [Bob Bales](#) — [Leave a Comment](#)

The following is a sponsored post courtesy of Visit Irving and The Dallas Marriott at Las Colinas, however all opinions are mine.



I recently went on a [guy's trip](#) to Las Colinas in [Irving Texas](#) and we couldn't have picked a better location to stay than the Dallas Marriott at Las Colinas.

Newly renovated, [The Dallas Marriott at Las Colinas](#) is one of only two hotels that sit directly on the lake and is right in the middle of all the action. Located almost directly across the street from the Toyota Music Factory and all their venues, pubs and restaurants, the Marriott is not only convenient but offers a great value.

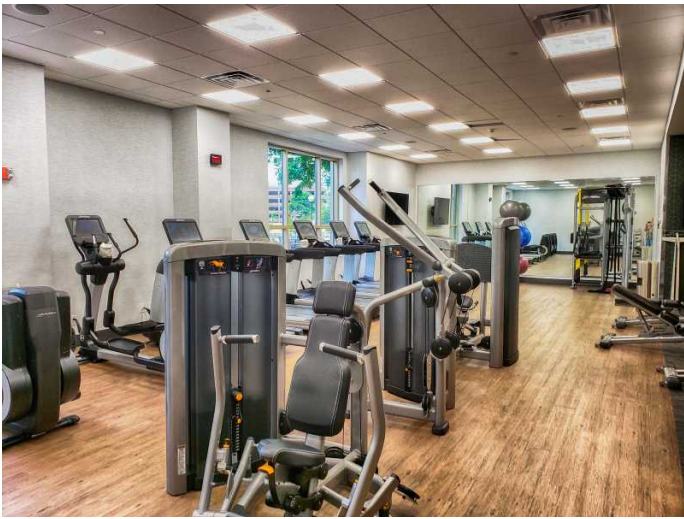
The Marriott has spacious rooms, some with balconies overlooking the lake. There is a gym and indoor pool area located on the first floor and an outside seating area for eating or just **relaxing next to the water**. The bar is located next to the restaurant in an open-air type concept. The restaurant is open for breakfast, lunch and dinner and also has some delicious bar food.

There are a three meeting rooms on the second floor that can be used for more private type meetings and a private dining room at the restaurant that can also be used for meetings.

On the second floor they have a huge ballroom that can be divided into several configurations to suit all types of gatherings up to 1,000 people from corporate meetings, cocktail gatherings and weddings. They took care of the little touches like park on the roof of the covered parking lot and take your stuff right into the meeting halls or exit the second floor area and access stairs outside to the outdoor seating next to the lake.



There are three suites in the hotel which are basically 2 rooms with a connecting large living, dining room in the middle. The suites have either a full or half bath in the living room area and kitchenette also. The suites are not advertised on the website and if you want to book one you have to call the hotel directly. The suites are perfect for a large group where you can order room service or have a place for your group to congregate without having to go sit in the lobby or bar area.



If you want to check out the rest of the area around Lake Carolyn just walk out the back and take the pathway around the lake or head across the street to the Toyota Music Factory. The Marriott is also close to several golf courses if you want to take the guys out for a day on the course.

Anytime you choose a hotel to stay at location has got to be at the top of the list and the Marriott at Las Colinas definitely meets that need, it is located just 10 miles from DFW airport. If you are headed to Las Colinas for a guy's weekend, need a wedding venue, traveling on business or just want to **take a break and get away**, I would highly recommend staying at The Marriott Dallas Las Colinas.

And once you discover the rates you will want to book your rooms here.

THE DALLAS MARRIOTT AT LAS COLINAS, IRVING TEXAS



www.thetravellingfool.com



<https://thetravellingfool.com/the-dallas-marriott-at-las-colinas-a-perfect-location/>



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[Home](#) » [How To Have A Guys Weekend In Irving Texas](#)

How To Have A Guys Weekend In Irving Texas

April 22, 2019 By [Bob Bales](#) — [Leave a Comment](#)

The following is a sponsored post courtesy of Visit Irving however all opinions are mine



Sometimes guys have to get away from everything, be with their friends and just have a guy's weekend. Whether it is their brothers from when they were in the military, old college buddies, bachelor party or just a bunch of friends a guy's weekend can be just what the doctored ordered.



I started off by saying Irving is a great destination due to being only a few miles from DFW but if you are live in Texas, like me it might be better to drive. Since I traveled from Houston it just made more sense. By the time I go to the airport, **navigate check in lines and security**, take a plane, get my bags and go to the hotel it is about the same time as it takes to drive without all the hassles of the airport.

I recently went on a guy's trip to **visit Irving Texas** with a group of **Men Who Blog** for a chance to discuss the business we are in and to just relax and explore just a little of what Irving Texas has to offer.

You need 4 things to make a guy's weekend or mancation if you will a success. A central location, great accommodations close to everything, awesome activities and fantastic places to eat.

One of the problems with getting your old buddies together is finding a central place to hang out. Pick California and that means everyone east of the Rockies has a long trip. The same is true for most places on the East Coast. If you are seeking a central location that is easy to get to and has lots to offer you can't beat Irving Texas. Why Irving? Well, that is the location of the Dallas-Forth Worth Airport, DFW, a major international and domestic hub. It is also easy to get to on major interstate highways from anywhere in Texas or nearby states. Irving has a lot to offer and meets all the criteria needed for a great guy's trip.

Where To Stay in Irving



For great accommodations that are close to everything **The Dallas Marriott at Las Colinas** can't be beat. Newly remodeled it is one of only two hotels that sit right on the lake at Las Colinas and it is across the street from the Toyota Music Factory which is a destination all its own. For a full review of the Dallas Marriott Las Colinas check out [my review of the hotel](#).

Things to Do in Irving



With the hotel sitting right on the lake it makes it easy to walk out the back door and within a few steps take a boat ride on the lake. **Gondola Adventures** offers cruises on Mandalay Canal and Lake Carolyn, the lake at Las Colinas. They offer several types of cruises from gondolas in actual imported gondolas from Venice to a really cool ride on a boat designed by engineers from Lear Jet. We opted for the Lear Jet boat and our Captain, Keith, gave us the history of the boat, his company and told us all about the area. From the restaurants, hotels and apartments being built I can see why Las Colinas is a popular destination. Gondola Adventures offers service 24 hours a day and they will pick you up for a breakfast, lunch or dinner cruise. They also offer just about any kind of cruise you want, maybe a Whiskey and Cigar cruise with the guys?



Elm Fork Shooting Sports is a large facility only a couple of miles from the hotel. With over 460 acres of space they have the room to offer outdoor shooting ranges for a lot of people. Take your guys group out to the range and rent a few guns, then try your hand at skeet, trap, rifle or pistol target practice. They have two pro shops, instructors and also archery ranges. The staff was friendly, helpful and we had a blast, literally, tearing up some targets with handguns and rifles.

Pinstack Bowling is about 10 miles from the Dallas Marriott at Las Colinas and has everything needed for a group of guys to have some fun. Regular and VIP bowling lanes where you can enjoy some time knocking down pins along with a bunch of other stuff. They have a high ropes course suspended 20 feet above the video game floor, bumper cars, laser tag and a laser maze along with video games and a rock climbing wall. Not only do they have great games but also a full bar and food.



If you don't want to drive far just walk across the street from the hotel to the **Toyota Music Factory**. The Toyota Music Factory is a destination all its own with music, food venues, bars and movie theaters. **The Pavilion at Toyota Music Factory** is the centerpiece for live entertainment. The indoor venue converts from a 2,500 seat intimate concert area to a 4,000 seat capacity indoor concert theater and can open up to host an open air venue that holds up to 8,000. There is also the Texas Lottery Plaza where you can catch regional or national acts or even reserve it for corporate or private events. Numerous restaurants and bars are located within the 17 acre complex and include everything from burgers, pizza, sports bars and steak houses. When your finished, just walk across the street back to your hotel.



Places to Eat in Irving



The Ranch Las Colinas is one of the popular places to eat. Expect there to be a lively crowd no matter what time you visit. The Ranch advertises Farm to Fork and sources as much of the food as possible from Texas based growers.



The Ranch has some great food and also offers live entertainment. It is a really good place for a group of guys to have a few drinks and grab some excellent food.



Po Melvin's is Cajun on steroids. Owner Mel LeMane and his father opened their first business 30 years ago dishing up Louisiana down home cooking like Po Boy sandwiches, red beans and rice, gumbo, seafood and mixing in Texas favorites such as chicken fried steak.



The portions are huge and absolutely delicious. From the fried pickles to the shrimp, chicken and dumplings and home made bread pudding for dessert Mel uses the best ingredients and time tested recipes to keep people coming back. You won't leave this place hungry.



Boi na Braza Brazilian Steak House is located at the Toyota Music Factory complex and is a meat lovers dream and vegan nightmare. The bar is stocked with an excellent selection of whiskeys and spirits along with an impressive wine room.

Flip the chip back over to stop the them coming so you can catch up and then start over again. Fourteen different cuts of meat from chicken, lamb, sausage, pork and beef arrive and you select what you want. Once you are finished, they bring yet another selection of desserts for you to choose from. Just steps away from the pavilion it makes a perfect stop before heading to a concert.



Overall Irving makes for a great location for a guy's weekend and Las Colinas has everything you need to get away and have some fun.

HOW TO HAVE A GUY'S WEEKEND IN IRVING TEXAS



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Westin Irving Completes City's Convention District



Irving's Las Colinas Urban Center includes the Irving Convention Center, the Toyota Music Factory, and the Westin Irving Convention Center hotel. (Courtesy ICVB)

Last month, after more than a decade of planning, the ribbon was finally cut on the doors of the 350-room [Westin Irving Convention Center hotel at Las Colinas](#) in Texas. The new property — which offers more than 20,000 square feet of indoor and outdoor event space — completes the budding meetings destination's [convention district](#) that includes the nearby 275,000-square-foot [Irving Convention Center](#) and the 45,000-square-foot [Toyota Music Factory](#).

"The Westin Irving Convention Center [hotel] at Las Colinas provides the final component of Irving's vision for its convention district," said [Maura Gast](#), [Irving Convention & Visitors Bureau's](#) executive director. "With the Westin's opening, meeting professionals and attendees now have a perfectly efficient destination package with the Irving Convention Center and Toyota Music Factory with its Live Nation Pavilion and restaurant options."

Not only is the Westin's downtown location convenient for attendees, but it offers sweeping views of the city. "It's great, [because] we've got lake views on one side and we've got the convention center on the other," said Zak Kimble, the Westin Irving Convention Center hotel's director of sales and marketing, "so you don't have a bad view."



The Westin Irving Convention Center hotel has more than 20,000 square feet of indoor and outdoor event space. (Courtesy ICVB)

Nature is incorporated wherever possible at the Westin. Guests are greeted with an indoor/outdoor living wall upon entering the lobby, and the hotel's café offers indoor and outdoor seating. Plus, the scenic rooftop Vibe Pool Bar, which accommodates up to 85 people features views of the city skyline, and the 4,200 square-foot junior ballroom opens out onto a trio of private terraces and lawn space for events.

"Clients always look for that," said Diana Pfaff, Irving Convention & Visitors Bureau's vice president of marketing and communications.

"With the weather here in Texas, we have a true spring and a true fall with perfect weather, and so clients are always wanting to do something different and [meet] outdoors."

Also onsite at the Westin is Mesa Mezcal, where delegates can enjoy authentic Mexican dishes like huevos rancheros for breakfast or fresh shrimp ceviche for dinner. The restaurant offers an outdoor patio that's also available for private events.

"We've got really an oversized restaurant for the size of the hotel," said Todd Winch, the Westin Irving Convention Center hotel's general manager, "that can double as event reception and hospitality space."

With the 2011 opening of the convention center and the 2017 opening of the Music Factory — which features 250,000 square feet of restaurant and retail space, a 50,000-square-foot outdoor plaza, and an 8,000-seat Live Nation concert hall and amphitheater known as the Pavilion — and now the Westin, Irving's meetings district is complete. This means good things for the up-and-coming convention destination.

"We're going to get group business on the books further out in advance than we currently do," Gast said. "We're going to see a lot more multi-day groups with a lot more community impact."



The Westin Irving Convention Center hotel at Las Colinas offers 350 rooms, and more than 20,000 square feet of indoor and outdoor event space. (Courtesy ICVB)



Mesa Mezcal, located in the Westin Irving Convention Center hotel, serves authentic Mexican dishes. (Courtesy ICVB)

FOOD

Guys Weekend: Irving Texas



by Michael Satterfield

THE GENTLEMAN RACER®



Michael Satterfield

The Gentleman Racer® was started over a decade ago by Michael as a place to share photos and stories from his automotive and motorcycle adventures. It has grown into an online magazine covering cars, art, fashion, and culture.

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Sometimes you need a weekend with the boys, for many guys this means a weekend fishing, camping, or maybe a motorcycle ride through the countryside, but you don't always have to leave the city to have perfect guys getaway. Since moving to Texas I've been having a great time exploring all of the exciting new places, events, and restaurants in the Lonestar State. So when Visit Irving asked me if I would like to come out and explore the Northwest Dallas Suburb with some of my friends, we picked a weekend and headed to one of the fastest growing communities in the Dallas area.

Private Lear Boat Tour

We kicked off our stay at the Dallas Marriott Las Colinas, which just completed a multi-million dollar renovation and is perched on edge of Lake Carolyn, a private lake at the heart of the Los Colinas community. The lake is surrounded by apartments, hotels, restaurants, and office buildings, offers a number of activities from stand up paddle boarding, paddle boats, and even gondola rides through the man-made canals.



Within walking distance of the hotel is the Toyota Music Factory, an awesome mix of a music venue paired with amazing food and entertainment options. The property opened in 2017 and has an Alamo Drafthouse Theater and over sixteen restaurants and bars including one of my personal favorites Boi Na Braza, Brazilian Steakhouse. If you have never been to a Brazilian Steakhouse it should be on your list and no one does it better than Boi Na Braza. Another great upscale option is The Ranch at Los Colinas, a traditional Texas style steakhouse with a broad menu and an incredible dessert selection.



Po' Melvin's Fried Pickles

Obviously, splurging on a fancy steakhouse dinner one night is fine, but if you are looking for amazing food that won't break the bank, then Po' Melvin's has to be on your list. It is not only the best Cajun dining I have ever had outside of New Orleans but the average menu item is about \$12, from amazing seafood gumbo and classic chicken n' dumplin's Po' Melvin's will impress you with the quality of food, complex flavors, and shockingly good value. Be sure to try the fried pickles and jalapeño cornbread.



Irving also has plenty of activities that will entertain the interests of any group of men, from PINSTACK a modern bowling alley, arcade, and laser tag complex to free live music events at Toyota Music Factory's Texas Lottery Live. The free concert series from 8pm-11pm Thursday, Friday, and Saturday with artists like Shooter Jennings, Jenna Clar, and Mitchell Ferguson performing live in the plaza. Of course, you can always check the calendar to see if any of your favorite brands are playing in The Pavilion, where headliners like Slayer, Weird Al, and Die Antwoord take the stage in an intimate venue.



Shooting the Walther PPQ at Elm Fork

If you are like me and my friends you might also want to head over to Elm Fork Shooting Sports where you can rent a variety of weapons to fire under the supervision of a qualified range master. The range offers several different shooting experiences including trap shooting, pistol, and rifle ranges, and for beginners firearms safety and marksmanship courses. I rented one of my favorite firearms the Walther PPQ .45, as well as a Glock 22 9mm, and a few AR15 rifles. It, of course, became a bullseye competition, and even the guys who haven't shot before or in a long time enjoyed learning more about the various types of shooting sports. The range is just a short drive from the Los Colinas center, making it a great half day activity.

If golf is an outdoor activity more your speed, Irving has several world-class golf courses to choose from including Hackberry Creek Country Club, TPC Club Las Colinas, and Cottonwood Valley Golf. Just learning the game or need to practice? Head over to Luna Vista just a short drive away in Dallas, this full-service, 18-hole golf course also includes a full a practice facility, lessons, a golf shop, and bar and grill.

Irving is the perfect weekend escape, offering something for everyone without having to go out of the way, for this trip we had friends drive in from Oklahoma, Denton, myself from Waco, and friends who flew in had the choice of two major airports making it simple for them to get in and out of town. If you are planning a bachelor party, birthday, or just some time to reconnect with the guys, Irving Rocks!

For even more info or to plan your trip visit IrvingTexas.com.



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<https://www.thegentlemanracer.com/2019/05/guys-weekend-irving-texas.html>

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WHY IRVING, TEXAS SHOULD BE ON YOUR FAMILY TRIP BUCKET LIST

wednesday, may 8, 2019

This post is in partnership with local Irving businesses and Visit Irving. I was not paid but I did receive free experiences on the trip. All opinions are my own.

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As a parent, you are constantly looking for great family ideas to put on your list. More than that, you are always looking for places to take your kids that are a change of pace from huge crowded cities, amusement parks led by mice, or hiking out into the wilderness. Not that these things are bad, it's just that sometimes a family needs a great getaway with a choice of fun excursions, family-friendly restaurants, kids' activities, and of course a little relaxation. During my recent trip to Irving, Texas, I found all of these things and more. Keep reading to see why Irving is not to be missed, as well as a list of a ton of fun ideas to do while you are there!



On every family trip the first thing you plan is where you are going to stay. Let me make it easy on you. Head straight to the **Dallas Marriott Las Colinas**. Not only is it located centrally to almost anything that you will want to travel to, it is also one of the only hotels on the water (yes that photo above is a view from one of the rooms)!



The hotel staff is also one of the friendliest that you will find, and with the new renovations, the Marriott is clean, modern, and easy on families with young kids. After you settle into your room, you will probably need to relax a little. You can head to the hotel's amazing pool or head right out the back doors to one of my favorite excursions...**Gondola Adventures**.



It might seem like something only for adults but the expert gondoliers help make the trip through Lake Carolyn and the Mandalay Canals a fun ride for any age. These hosts are full of interesting stories and can customize your cruise with food, music, or even a message in a bottle.

The message in a bottle was super fun because they make it a surprise for any member of the family. You can plan a special message by a waterfall for your wife or your kids!

Now if you have been around my blog for awhile, you know I always have to talk about food. This post is no different. I was able to be a part of a few different dining experiences during my trip to Irving and I always view restaurants through the lens of being a parent. Here are a few of my favorite options.

For a casual meal that will surprise you, you must check out **Po' Melvins**. They are a New Orleans inspired restaurant with a cozy feel. You might not recognize it at first because it is hidden in a strip mall, but trust me you won't forget your time there. I was so impressed with the fried catfish Po' Boy. It was flaky and light, but full of flavor. My favorite dish was the fried dill pickles though. Probably the best I have ever had!



If you want to have a great steak experience that is still fun for kids, head to **The Ranch in Las Colinas**. The photo at the top of this post was taken right outside of the front doors. Yes, that is a live Texas Longhorn that I was riding on! For appetizers you owe it to yourself to order the mini elk tacos, but your entire family will thank you for getting the massive onion rings. The Ranch's special steak is the garlic stuffed filet. Just go ahead and get this and thank me later. Any of the their delicious desserts will finish off your meal nicely.



If you are in the mood for a fancier experience, are really hungry, and just want to try a wide array of taste sensations, then just walk across the street from The Marriott and have dinner at **Boi Na Braza**. This Brazilian steakhouse will keep bringing the all-you-can-eat meat until you beg for mercy. Of course, if you have teenagers, you will probably have to drag them out of this place. There is also a fantastic all-you-can-eat salad bar for those who want to eat a bit lighter.

If you want to add some family entertainment to your dinner at Boi Na Braza, then head right next door to the **Toyota Music Factory**. We saw Sisqo and Dru Hill, but looking at the schedule for this venue you can find any show to suit your family. In fact, if you have younger children, the Kidz Bop World Tour will even be there soon!



Needless to say, there was way more to do in Irving, Texas than I could fit into a weekend. You can click over to the **Visit Irving website** to find out even more about this fantastic destination. In fact, here are a few of the family friendly activities that I wish we would have been able to try out (you can find all of these websites linked on the Visit Irving website):

1. Perot Museum of Nature and Science
2. Children's Aquarium at Fair Park
3. West Irving Aquatic Center
4. Irving Arts Center
5. Mustangs of Las Colinas Sculpture and Exhibit

<https://www.lunchboxdad.com/2019/05/why-irving-texas-should-be-on-your.html>

www.TheMeetingMagazines.com

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CVB Leaders

MAY 8, 2019

By Christine Loomis



Maura Gast, FCDMF
Executive Director, Irving Convention & Visitors Bureau

Maura Gast is nothing if not hands-on. She led the team that delivered the architecturally distinctive Irving Convention Center at Las Colinas on-time and under budget and has oversight of its day-to-day operations. She's been with the Irving, TX CVB for 28 years, becoming its executive director in 2013.

Getting there was hardly a straight line. "My path, like that of most of my peers, was accidental. I had prior careers in publishing and retail, but it was active involvement in an advertising trade association that was the connection that ended up opening the doors that brought me to the Irving Convention & Visitors Bureau."

Gast's "building blocks" for DMO/community shared success are strategic. "Build a place where people want to visit, and you'll build a place where people want to live. Build a place where people want to live, and you'll build a place where people want to work. Build a place where people want to work, and you'll build a place where business has to be. Build a place where business has to be, and you'll build a place where people have to visit. It all starts with the visit, and the visit starts with us."

She says her own success has largely been defined by "tenacity, persistence, stubbornness and a willingness to continue learning, including learning from my mistakes."

Those traits no doubt helped when issues of gender put obstacles in her way — "many places, many times," she says. "But that's just a fact of life. You woman up and just do your job and you do it to the very best of your ability."

She has pondered the question as to whether female and male leaders are different. "I really wrestle with this distinction about how women lead vs. how men lead. We all have individual skills and abilities, which we temper or top with knowledge and experience and that's what we bring to the table. Our experiences along the way shape us much more so than our genes. That said," she notes, "we encounter different experiences and there are different standards and rules set for us as women — the expectations and assumptions are different than they are for men. So it's what we do with our experiences, as well as our experience and skills, that shape how we lead."

Gast is proud of the positive growth in Irving during her time at the CVB, but some successes stand out. "I'm proud of the things we've been able to get done in Irving, thanks to a long-tenured team and long-tenured community leaders and volunteers," she says. "Certainly the convention center, Toyota Music Factory and The Westin Irving Convention Center at Las Colinas hotel, which just opened, are key to those."

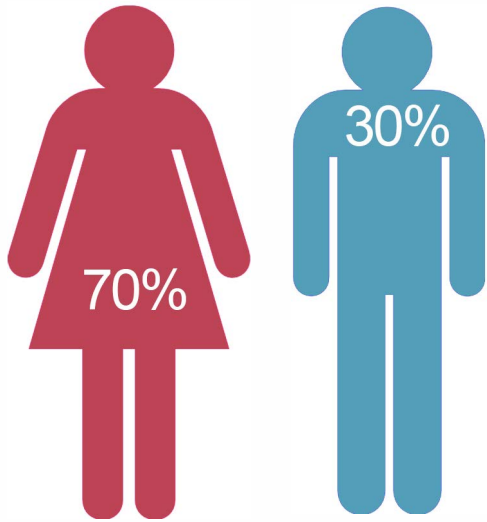
She advises the young women entering or rising in the tourism industry to not wait to be asked to the table. "Pull up a seat for yourself. Volunteer for the messy, hard work that no one else wants to take on. Don't be afraid to make mistakes — but make sure you learn from every one of them."

Gast has lived and led by her own words for many years. Her chairmanship of the (then) DMAI 2008 Futures Study pushed to the forefront that which she continues to champion — a seat at the tables that matter for the industry.

Gast is a former chair of Destinations International and currently chairs its Certified Destination Management Executive Board of Directors. She also serves on the Destination Marketing Accreditation Program board as its chair-elect and is a member of the DestinationNEXT task force as well as a DestinationNEXT facilitator. Additionally, she serves on boards for the Heritage Society, Rotary, La Cima Club, Salvation Army Advisory Council and Chamber of Commerce, and she's a past chair of the Dallas Advertising League/AAF-Dallas. Gast has earned the designation of Fellow, Certified Destination Management Executive (FCDME). In 2016 the Dallas Business Journal recognized her in its inaugural Women In Tourism Awards. In 2015, she was honored with the La Cima Legacy Award for her contributions to the Irving community. She has also been named a Top-25 Extraordinary Mind by the Hospitality Sales & Marketing Association International. She's the recipient of an Irving Schools Foundation Fellow, and in 2017 was recognized by the NAACP Irving-Carrollton Branch with the Fletcher Yates Community Service Award.

IRVING TEXAS

Social Media Facts - April 2019



FOLLOWERS

	58,815	↑ 904
	5,602	↑ 25
	5,709	↑ 68

FACEBOOK

	170,285	IMPRESSIONS
	138,096	USERS

TWITTER

	22,600	IMPRESSIONS
	459	PROFILE VISITS

INSTAGRAM

	14,450	IMPRESSIONS
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DALLAS
IRVING
FORT WORTH
ARLINGTON
HOUSTON
GRAND PRAIRIE
SAN ANTONIO
PLANO
GARLAND
MESQUITE

Geographical Breakdown

Impressions - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.

Users/Visits - The number of unique users (fans or non fans) that have seen on any content associated with the page.

Impressions- Total number of times your posts has been seen.

WHERE LOCATION MEETS INNOVATION



Social Media Insights – April 2019



FACEBOOK >



Followers 12,720



22



669,941

IMPRESSIONS



293,601

USERS



191,030

CHECK-INS



TWITTER >



Followers 2,504



5



3,454

IMPRESSIONS



188

PROFILE VISITS



INSTAGRAM >



Followers 1,949



18



2,237

IMPRESSIONS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

CONVENTION CENTER MANAGEMENT REPORTS





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

May 13, 2019

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	142,531	162,364	147,364	457,673	614,385	517,383
Ancillary Income	303,267	376,502	315,950	2,440,054	2,464,607	2,569,786
Total Event Income	445,798	538,866	463,314	2,897,727	3,078,992	3,087,169
Other Income	40,201	61,110	61,110	256,190	427,505	461,504
Adjusted Gross Income	485,999	599,976	524,424	3,153,917	3,506,497	3,548,673
Indirect Expenses	(489,722)	(560,904)	(527,363)	(3,756,878)	(4,007,965)	(3,900,495)
Net Income (Loss)	(3,723)	39,072	(2,939)	(602,961)	(501,468)	(351,822)

- April's service expense doubled for the month due to a higher demand for changeover labor, cleaning, and public safety personnel.
- Noteworthy events this month were our public shows and conventions: Kameha Con, DFW Fiber Fest, Texas Alliance Annual Meeting, Texas ASLA and North Texas Business Alliance. These five events accounted for well over half of our revenue for the month.
- Total indirect expenses were under budget for the month by \$71,000.
- Overall, the ICC fell short of budget by a little over \$42,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	366,365	382,820	403,484	3,458,096	2,691,723	3,392,346
Net Income/(Loss)	201,074	298,244	246,994	2,021,341	2,004,543	2,179,164
Net Income/(Loss) %	54.88%	77.91%	61.22%	58.45%	74.47%	64.24%

ICC by the Numbers

EVENTS	
This month	To date
21	146
Current Year	Current Year
32	164
Prior Year	Prior Year

VISITORS	
This month	To date
25,015	135,973
Current Year	Current Year
41,325	149,570
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
20	22,035
Current Year	Current Year
614	5,453
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
4	95%
This Month	Current Month
19	90.5%
Year to Date	Year to Date

SIGNED CONTRACTS	
This month	To date
19	166
Current Year	Current Year
22	177
Prior Year	Prior Year

Target Industry Bookings

Texas Mutual Insurance – September 2019

May and June at a Glance

- April 30 - May 1 Breakfast with the Stars
- May 3-5 Nexstar Talent Competition
- May 6-7 DFW Minority Supplier Development Council
- May 9-12 USAW Women's National Championship
- May 16-17 Financial Planning Assn. of DFW
- May 17-19 Ultimate Women's Expo
- May 19-23 Building Professional Institute
- May 23-26 North American Telugu Society
- May 28-29 Assn. of Fundraising Professionals
- May 30 – June 3 Texas Home and Garden Show
- May 31 – June 1 Texas Linux Fest
- June 3-5 VRM Mortgage
- June 7-14 Hilti
- June 17-19 Learning Forward Texas
- June 19-23 Steubenville
- June 28-30 North Texas Comic Book Show

cc: Tom Meehan, General Manager, SMG

May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1 Imagine Irving Art Contest Definite - Blackout Breakfast with the Stars Definite Workforce Solutions Grea... Definite Exploring Educational Exc... Definite	2 The 1975 plus special gues... Definite - Blackout HCA Definite	3 TD Industries Quarterly M... Definite Nexstar National Talent Competition Definite Baylor Scott & White Health Texas Provider Network Definite	4 My Favorite Murder (4K) 8:... Definite - Blackout Ranchview High School P... Definite
5 My Favorite Murder (4K) 8:... Definite - Blackout Nexstar National Talent C... Definite	6 DFW Minority Supplier Showcase Definite	7	8 Slayer-Final World Tour w... Definite - Blackout Learning Forward Tasting Tentative 1 - Blackout	9 USAW Women's National Championship 2019 * Definite Metro by TMobile Retail A... Definite	10	11 Kali Uchis & Jorja Smith (...) Definite - Blackout
12 USAW Women's National ... Definite	13	14 Singley School of Culinar... Definite Urban Land Institute Definite Future Com * Definite	15	16 Financial Planning Association of DFW Conference Definite	17 Jim Gaffigan: Quality Tim... Definite - Blackout Ultimate Women's Expo * Definite NTC - Leadership North Te... Definite	18 Jesus Adrian Romero 8:00... Definite - Blackout Sam Houston Prom Definite

May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25
Ben Platt (4K) 7:30PM Definite - Blackout						
Ultimate Women's Expo Definite *						
Building Professional Institute Definite						
				North America Telugu Society 2019 Convention Definite		
						Blackbear with Elohim & ... Tentative 1 - Blackout
26	27	28	29	30	31	1
Kirk Franklin presents Sec... Definite - Blackout		Association of Fundraising Professionals 2019 DFW Philan... Definite		Wisin y Yandel: Como Ant... Definite - Blackout		
North America Telugu So... Definite				EAN Holdings Branch Man... Definite		
				Texas Home and Garden Show * Definite		
					Zurixx, LLC Rules of Renov... Definite	
					Texas Linux Fest Definite	

* - Public Show

June 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 Anjelah Johnson (4K) 7:00... <small>Definite - Blackout</small> Texas Home and Garden S... <small>Definite *</small> Texas Linux Fest * <small>Definite</small>
2 Texas Home and Garden Show * <small>Definite</small> DFW Church * <small>Definite</small>	3 VRM Mortgage Service Financial Industry Week <small>Definite</small>	4	5	6 Camilo Sesto (4K) 8:00PM <small>Definite - Blackout</small> IEC Graduation <small>Definite</small>	7 Accenture <small>Definite</small> Hilti <small>Definite</small>	8 Kidz Bop World Tour 2019 ... <small>Definite - Blackout</small> Texas USAG Annual Award ... <small>Definite</small>
9 Hilti <small>Definite</small>	10	11	12 Anderson .Paak & The Fre... <small>Definite - Blackout</small>	13	14 "Weird Al" Yankovic The S... <small>Definite - Blackout</small>	15 Texas Summer Jam prese... <small>Definite - Blackout</small> Self-Esteem Elevated Next... <small>Tentative 1</small> e-consulting group <small>Tentative 1</small>
16	17 Learning Forward Texas 2019 <small>Definite</small>	18	19 Steubenville Dallas 2019 <small>Definite</small>	20	21	22
23 Steubenville Dallas 2019 <small>Definite</small>	24 Pri-Med Access 2019 <small>Definite</small>	25	26 Rob Thomas with Abby A... <small>Definite - Blackout</small>	27 Jason Isbell and The 400 U... <small>Definite - Blackout</small>	28 Jon Bellion The Glory Sou... <small>Definite - Blackout</small> North Texas Comic Book Show * <small>Definite</small>	29

July 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3 Coheed & Cambria + Mast... Definite - Blackout	4	5	6 Young the Giant with spec... Definite - Blackout
	Police Tactical Training Tentative 1 - Internal			Jehovah Witness Group Definite		
					The 2019 R&B Summer Bl... Tentative 1 - Blackout	
7	8 Jehovah Witness Group Definite	Chase for Business Lunch Series Definite		10	11 Prettymuch (4K) 7:00PM Definite - Blackout	12 Alt 103.7 presents The Hea... Definite - Blackout
		Community Engagement Definite*	Elevate IT Definite			
			2019 National Law Enforcement Collector's Show Definite			
			Smart Circle Internationa... Tentative 1		Everything Dallas Definite	
14 Rock the Yacht 2019: featu... Tentative 1 - Blackout	15	16	17	18 Jehovah Witness Group Definite	19	20
	SMG Ops Conference Tentative 1					
21 Jehovah Witness Group Definite	22	23	24	25	26 Third Eye Blind + Jimmy E... Definite - Blackout	27
				Jehovah Witness Group Definite		
28 Jehovah Witness Group Definite	29 ICVB Board of Directors M... Definite x	30 TD Industries Quarterly M... Definite	31 97.1 The Eagle presents Ali... Definite - Blackout	1	2	3
		AAHOA North Texas Regio... Definite	Texas Pharmacy Associati... Definite			
			Christmas in July Prospect			
	☐ IPD Training (Exhibit Hall)					

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

**INDUSTRY REPORTS /
BOARD PARTNERS**



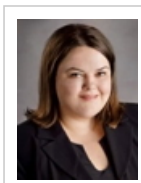
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MARKET REPORT ARLINGTON

HVS REPORT - ARLINGTON, TEXAS - BY KATHLEEN D. DONAHUE

April, 30 2019 HVS

Both the hotel landscapes in North and South Arlington continue to evolve as the city remains an entertainment capital of the state and as new commercial development helps spur new hotel construction.

**Arlington: History as a Popular Texas Playground**

Arlington's Entertainment District neighborhood is deep rooted within the sports and entertainment industries. Six Flags Over Texas opened in 1961, followed by Six Flags Hurricane Harbor (opened as Wet 'n Wild) in 1983. Seven Seas Marine Life Park operated in the early 1970s on what is now the site of the Sheraton hotel, with some original structures incorporated into the hotel's physical plant. In 1994, the \$191-million Globe Life Park in Arlington replaced Arlington Stadium, which had served as the home for the MLB Texas Rangers from 1972 to 1993. The 2009 opening of the \$1.3-billion AT&T Stadium, formerly Cowboys Stadium and home to NFL Dallas Cowboys, once again transformed the Entertainment District. Aside from sporting events, the AT&T Stadium is a large producer of room nights for hotels via concerts and other special events. Additionally, in 2010, the International Bowling Museum & Hall of Fame opened in Arlington.

Texas Live!

The newest catalyst in the area is the \$250-million Texas Live! sports/entertainment complex, which is under construction on seven acres of land between AT&T Stadium and Globe Life Park in Arlington. The initial phase (restaurants, bars, retail establishments, and an outdoor concert venue) of Texas Live! opened in August 2018, and a 300-room Loews Hotel will open in August 2019; the new, \$1.1-billion stadium for the Texas Rangers is set to open in 2020. Moreover, in October 2019, Arlington unveiled a \$10-million transformation of its convention center to create a 100,000-square-foot "e-sports" venue within the facility. The Esports Stadium Arlington includes a 2,500-seat stadium with 90-foot LED stage display and theatrical lights and sound; a broadcast and production studio; a gaming lobby with fully furnished computers; eight team training rooms; a VIP player lounge; and a modular breakout space for press, catering, and VIP lounges. West of the Entertainment District, Downtown Arlington has also been a focus of redevelopment and revitalization.

Supporting the growing Entertainment District landscape, the ongoing \$233-million Interstate 30/State Highway 360 Interchange project will replace existing cloverleaf turnpike configurations with modern direct connect interchanges; State Highway 360 is also undergoing a widening project.

Local Economy

While the entertainment, retail, and tourism industries represent significant sources of revenue and employment for the area, manufacturing plays a chief role in the area's economy. General Motors (GM) has an assembly plant in Arlington that has been in operation for over 50 years. Arlington Logistics Center, a new automotive supplier park built by GM, is located on the former site of the Six Flags Mall. In October 2018, Bell unveiled its expanded Flight Research Center; this South Arlington facility houses many of the Fort Worth-based newest technology and innovations, including the Bell V-280 Valor, 525 Relentless, V-247 Vigilant and the Autonomous Pod Transport (APT). The University of Texas at Arlington (UTA) also represents a significant source of employment in the area. UTA has a student population of roughly 42,000, offering more than 180 degree programs in an extensive range of disciplines. UTA opened its \$125-million, 220,000-square-foot Science, Engineering Innovation and Research building in September 2018.

Hotel Landscape & Lodging Metrics

The North Arlington lodging market has long been serviced by three primary full-service hotels—the 311-unit Sheraton, the 308-unit Hilton, and the 200-room Crowne Plaza—complemented by a variety of limited- and -select-service hotel options. A Holiday Inn opened in 2008, and just north of the city limits, the former independent Admiral Hotel was converted to a DoubleTree by Hilton in December 2016. **The City of Arlington has instituted development requirements for hotel construction; for example, full-service hotels must have a minimum of 200 rooms, 10,000 square feet of meeting space, a restaurant with a full-service kitchen, room service, and recreational facilities, among other requirements.**

Additional restrictions in place include the prohibition of limited-service hotel development in the Entertainment District Overlay District. New supply under construction in the North Arlington lodging market includes an Aloft, set to open in May 2019, and the Loews Hotel at Texas Live!, scheduled to open in August 2019. Proposed projects also include a Drury Hotel near Lincoln Square (outdoor mall) and an AC Hotel by Marriott at Momentum Park. Lastly, construction of a new full-service hotel and convention center has been rumored within the market.

The South Arlington lodging market, once dotted with mostly limited-service hotels along Interstate 20 and around the Parks Mall at Arlington, has expanded in recent years, largely paced by retail expansions near the Park Mall at Arlington and Arlington Highlands lifestyle shopping center, as well as new warehouse/distribution centers. The Arlington Municipal Airport, a "reliever" airport for corporate, cargo, and recreational pilots, is also located in this neighborhood and is home to Bell Helicopter. New hotels that opened in 2016 and 2017 include a Homewood Suites by Hilton and a Hilton Garden Inn, respectively. New supply under construction in the South Arlington lodging market includes a Fairfield Inn by Marriott, set to open in June 2019, and a dual-brand SpringHill Suites by Marriott/TownePlace Suites by Marriott, anticipated to open in 2020. Proposed projects in the South Arlington lodging market also include brands such as Aloft, Tru by Hilton, and Home2 Suites by Hilton.

In general, occupancy in the North Arlington hotel market has hovered in the low 70s for the last several years, with levels estimated closer to 70% in the most recent year, as new supply in the South Arlington market has drawn some demand away from hotels located in the northern part of the city. Market participants also report that the conversion of the convention center into an "e-sports" venue has resulted in a reduction of group room nights. ADR for higher-quality limited- and select-service hotels is estimated to average roughly \$115, while the premier full-service hotels are achieving rates near the \$145 mark. While new hotel products are on the horizon, increased leisure demand associated with the opening of Texas Live! should help offset supply increases; occupancy is expected to register in the high 60s in the near term.

Within the South Arlington market, occupancy performance is similar to North Arlington, estimated near 70% for the market as a whole. Higher-quality limited- and select-service hotels in this market are achieving estimated ADRs in the \$120 range, reflecting these hotels' newer facilities when compared to the North Arlington supply. Occupancy in this market should continue to grow modestly, supported by the premier hotel products and brands entering the market, including the dual-brand SpringHill Suites by Marriott/TownePlace Suites by Marriott, which will include ample meeting/event space and an expanded, upscale recreational area.

The city's highly popular mix of tourism attractions should continue to drive strong visitation during the summer months, while established institutions will supply consistent economic benefits to the city. The city's Entertainment District and Downtown neighborhood are both being reimagined with new development and revitalization efforts, triggering an increased hotel bed base.

HVS continues to regularly consult in this city, with the Dallas office serving the Dallas/Fort Worth Metroplex and greater North Texas markets. Kathleen Donahue, a Senior Vice President in the Dallas office, is ready to assist you on any consulting need you may have. Drew Noecker with HVS Brokerage can also discuss any Dallas/Fort Worth Metroplex asset you may be considering selling in 2019.

About Kathleen D. Donahue

Kathleen Donahue is a Senior Vice President with the HVS Dallas Consulting & Valuation office. Kathleen joined HVS from Radisson operations in Austin, following graduation from The University of Texas at Austin. She is licensed as a certified general appraiser in Texas and surrounding states and has particularly strong knowledge of hotel markets in north Texas, Oklahoma, and Arkansas. Contact Kathleen at +1 (972) 890-3548 or kdonahue@hvs.com.

www.hvs.com



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April, 8 2019

CHAMBER NEWS

Irving-Las Colinas Chamber Named Finalist for Chamber of the Year

Published: 13 May 2019

The Greater Irving-Las Colinas Chamber of Commerce has been named a finalist for the 2019 Chamber of the Year award, presented by Alexandria, Va.-based Association of Chamber of Commerce Executives.

The award, sponsored by MemberClicks, is the most prestigious and competitive recognition presented annually by the Association of Chamber of Commerce Executives (ACCE). ACCE is an association of more than 8,000 professionals from 1,300 chambers of commerce, including 93 of the top 100 U.S. metro areas.

The Chamber of the Year award recognizes the leadership role chambers have in their communities. Those honored with the Chamber of the Year designation have demonstrated organizational strength and made an impact on key community priorities, such as education, transportation, business development and quality of life.

Chamber of the Year winners will be announced July 15 at the 2019 ACCE Annual Convention in Long Beach, Calif.

Chambers of commerce interested in competing for the award first must qualify by participating in a vigorous multi-stage process. Organizations entering the Chamber of the Year competition must meet minimum thresholds in at least three of five key performance areas, including net revenue and assets, membership account retention, and membership dollar retention.

Qualifying for Chamber of the Year is a rigorous process. Chambers compete based on meeting key performance criteria on the ACCE Annual Operations Survey. Qualifying chambers enter the competition with a written application addressing all aspects of organizational operation and programmatic work. Applications are scored by peer chamber executives to determine finalists.

Winners are selected from among finalists based on an in-person interview before a panel of experienced chamber professionals.

This year's competition drew numerous entries from chambers throughout the U.S. To ensure the fairest competition, applicants are grouped into four categories based on: annual revenue, membership, area population and other factors.



IRVING - LAS COLINAS
CHAMBER OF COMMERCE

CHAMBER NEWS

David Pfaff Elected Chairman of the Board for the Greater Irving-Las Colinas Chamber of Commerce

Published: 24 April 2019

David Pfaff has been elected FY2019-2020 Chairman of the Board of Directors for the Greater Irving-Las Colinas Chamber of Commerce (Chamber). Mr. Pfaff will assume the leadership role in October of this year. The Chamber, the first 5-Star accredited Chamber in Texas, represents 1,900 member-investors and more than 200,000 employees.



Mr. Pfaff is President of Plastronics Socket Company, a fully integrated design, injection mold and manufacturer of burn-in sockets for more than 18 years. The middle-market company, a 20-year Chamber member-investor, is headquartered in Irving, Texas.

“David has been active in the Chamber and on the Board of Directors and Executive Committee for several years. He is an excellent choice to serve as Chairman of the Chamber,” said Lars Rosene, 2018-2019 Chairman of the Board of Directors of the Chamber. “As a long-time resident of the community, having built his business and grown his family here, David’s volunteer leadership at the Chamber and community have contributed to the growth and prosperity of Irving-Las Colinas.”

“I thank the Chamber Board members for their support and trust in selecting me to this prestigious leadership role for the Irving-Las Colinas business community,” said Mr. Pfaff. “The Chamber drives significant economic development results through its work in recruitment, retention and marketing our community, as well as actively advocating for important business-issues at all levels. Additionally, the Chamber is responsible for nurturing our entrepreneurs and small businesses, helping to provide connections and promote the great products and services they offer. I’m excited to work with the Chamber’s talented, professional staff and the strong leaders on the Board of Directors to deliver great results for the Irving-Las Colinas business community over the next fiscal year.”

Mr. Pfaff graduated from Pomona College and has an MBA from the University of Texas at Austin. He and his wife, Sharon, live in Irving-Las Colinas with their two children.

June Goes Kaboom! An Explosive of Family Fun!

Open Mic with a Twist

Irving Black Arts Council presents an open mic night... with a twist!

June 1 @ 7 PM | Dupree Theater | Ticket Price TBD

Forcher's Dance Center Recital

Forcher's Dance Center holds its annual recital at Irving Arts Center.

June 2 @ 1:30 PM | Carpenter Hall | Free

JumpstART Stories & Art – Camping!

Join us to explore new stories and fun art projects on the first Thursday of each month. This month we'll gather around the "campfire" for art and tales of adventure, then browse the galleries as a family.

June 6 @ 10AM | Suite 200 | FREE

ROCK MY WORLD MULTI-ARTS CAMP #1

This Multi-Arts camp for ages 6-12 takes campers on a prehistoric journey encountering fossil molds, and ancient cave paintings / petroglyphs found in the American Southwest. But wait, there's more! Get rocking and rolling with kinetic art, stepping to the beat with an Intro to Dance class and out of this world with poured paint planets.

JUNE 3–7, 2019 (M-F, 8 A.M. TO 5 P.M.) AGES 6– 12, \$210

Doktor Kaboom: It's Just Rocket Science

Doktor Kaboom is an over the top German physicist with a passion for science that knows no bounds. Sporting chrome goggles, orange lab coat, motorcycle boots, and wicked cool hair, Doktor Kaboom travels the world, thrilling adults and children alike with an explosively fun and educational act. Utilizing the physics of space exploration, Doktor Kaboom demonstrates that science is not intimidating or hard, it's for everyone!

June 9 @ 1:30 & 4 PM | Dupree Theater | \$2

Second Sunday Funday: The Wright Stuff

Every Second Sunday, free guided craft projects, fun for the entire family, are offered. This month we'll design some seriously astounding structures as we celebrate the birthday of the great American architect, Frank Lloyd Wright. Drop in anytime between 1 and 4 p.m. Free guided tours of the exhibits are offered at 2:30 p.m.

June 9, 1-4PM | Suite 200 | FREE

Center for Dance 2019 Showcase

Students from the Center for Dance perform during their showcase event.

June 9 @ 12 PM | Carpenter Hall

ROCK ARTISTS & GUITAR HEROES MULTI-ARTS CAMP #2

This Multi-Arts camp for ages 6-12 really rocks! From Rock 'n' Roll Explosion Books to Pet Rocks: The Art of Animal Painting on Stones, its stone cold fun. Other topics include Pop Art Inspired Painting, True Grit: Patterns in the Sand and of course, the obligatory guitar solo (Beginner to Intermediate Guitar).

JUNE 10–14, 2019 (M-F, 8 A.M. TO 5 P.M.) AGES 6 – 12, \$210

TNT Youth Conference 2019

Organized by Texas Nonprofit Theatres, the TNT Youth Conference is a five-day event, celebrating young people's involvement in the performing arts.

June 12-16 | Irving Arts Center

PRESCHOOL OF ROCK (INTRO TO THEATRE/CREATIVE DRAMATICS)

MINI-CAMP

Using creative dramatics, songs, games and teamwork, our junior campers (ages 4-5) will bring to life short scenes inspired by the hit musical, School of Rock. The week concludes with a special presentation for families and friends.

JUNE 17–21, 2019 9:30 A.M. – 11:30, M-F AGES 4 –5, \$75

LIKE A ROLLING STONE MULTI-ARTS CAMP #3

This Multi-Arts camp for ages 6-12 gets things rolling with Spirograph, crystal and clay creations, before taking a dive into the literary arts with creative writing. Then "Rock Me Amadeus" with Intro to Violin. Encore! Encore!

JUNE 17–21, 2019 (M-F, 8 A.M. TO 5 P.M.) AGES 6 – 12, \$210

Children's Day at the Theater: Happily Ever After (A Princess-Palooza)

Irving Parks and Recreation and Irving Arts Center present a "Princess-Palooza" in the form of a marionette puppet performance of "Happily Ever After" produced by Le Theatre de Marionette. This fun and interactive show features all the storybook princesses including Cinderella, Belle and the Beast, Jasmine and Aladdin, Tiana and the Frog, Ariel and her underwater friends, and more. The show is rated (G) — "great for all audience ages." Admission is free, but tickets are required and will be available before each show time. No advance tickets will be offered and they are on a first-come, first-served basis. Princess and dress up attire encouraged!

June 18 @ 11:30 AM, 12:30 PM & 2:30 PM | Dupree Theater | FREE

STICKS AND STONES TEEN SCENE CAMP #1

The first of three Teen Scene camps (ages 13-16) includes Rock Painting, Creative Writing, Architecture / Design and Fresco Portrait Painting. Half day morning or afternoon options are available.

**JUNE 24–28, 2019 (M-F, 8 A.M. TO 5 P.M.) AGES 13-16, \$210
(\$105 HALF-DAY)**

I LOVE ROCK 'N' ROLL MULTI-ARTS CAMP #4

This Multi-Arts camp for ages 6-12 gets the rock star treatment with topics such as “Self Portraits as Rock Stars”; “Rocky Mountain High: Animals & Their Rocky Habitats” ; and “Signs of the Times: Guitar Collages.” “Art with Vinyl Records” and “Intro to Improv” round out this star-studded bill.

JUNE 24-28, 2019 (M-F, 8 A.M. TO 5 P.M.) AGES 6 – 12, \$210

June Exhibitions in the Galleries (FREE)

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

Roz Chast: Cartoon Memoirs

Through July 7 | Dupree Lobby Gallery

The exhibition celebrates the almost four decades of outstanding artistic accomplishment of beloved New Yorker cartoonist, illustrator and author, Roz Chast. The exhibition offers the first presentation of original works from Roz Chast’s acclaimed graphic memoir, *Can’t We Talk About Something More Pleasant?* which chronicles the lives of her aging parents with heartfelt humor and emotion. *Roz Chast: Cartoon Memoirs* has been organized by the Norman Rockwell Museum in Stockbridge, Massachusetts.

Deliverance: Rescued and Set Free

Through July 28 | Carpenter Lobby

Artist Brett Dyer, originally from East Texas, exhibits his art nationally and works as an art professor teaching courses at North Lake College. Dyer has won several awards and mural competitions in which he painted large murals in both Deep Ellum and Irving. Works of a smaller scale across in a wide variety of mediums including painting, drawing, printmaking and mixed media are featured in this exhibition.

Exhibition Closing Reception: July 28 2 -4 p.m.

The 34th Annual Texas & Neighbors Five State Competition

May 18 – June 15 | Main Gallery

Co-sponsored by the Irving Art Association and the Irving Arts Center for the past 33 years, this prestigious five-state competition (Texas, Oklahoma, Arkansas, Louisiana, and New Mexico) pulls entries representative of the best of American art.

Prints by Calli Nissen

May 18 – July 7 | Main Gallery

Calli Nissen’s work is comprised of woodblock prints created with multiple layers, conveying texture, shading, shape and the complexity of nature. In particular, her art focuses on and is inspired by the landscape of the Rocky Mountain region where she was born and raised.

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

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

9 AM – 8 PM Thursday;

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, MAY 20, 2019**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



Irving plans to increase participation in EPA's Green Power Partnership Program

APRIL 29, 2019 [NO COMMENTS](#)



Image credit: Irvingtx.swagit.com

By: Rachel Hawkins, NDG, Staff Writer

The City of Irving keeps the lights on throughout their facilities utilizing at least 50 percent green energy sources and they are seeking to improve even more. *Resolution 10 – Authorizing the Mayor to Sign an Agreement with the Environmental Protection Agency (EPA) to Increase Participation in the EPA's Green Power Partnership Program*, was passed during the Irving City Council meeting on April 18, at Irving City Hall.

This item was recommended by the Traffic and Transportation Department and was initially presented to the Transportation and Natural Resources Committee on February 24, 2016. The Green Power Partnership Agreement has been recommended to City Council by the City's Green Advisory Board in its ongoing responsibility to environmental stewardship. The Green Advisory Board voted unanimously to support this recommendation during their board meeting on November 17, 2015.

With the passage of the resolution, the city will gain additional opportunities for green energy improvements, public recognition for their voluntary participation. It can set an example for companies to join or create similar programs for their facilities. The City of Irving will participate at the Organization-Wide level, as well as 'On-site Use of Green Power' at the West Irving Library facility.

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Taxpayers will be happy to learn; it does not require additional funding to participate in the program. However, the City of Irving must provide an annual report to the EPA.

As for the City of Irving's latest EPA report on March 26, 2019, the city uses 26,614,266 total green power usage (kWh) per year. This is split into 26,225,000 from the Competitive Green Power, and 389,266 from the self-supply. This reflects 51 percent of total green power used by the city. Reportedly the city's primary green energy source is wind power. Texas is the leading state in producing wind power.

The EPA Green Power Partnership's goal is to help encourage growth for the American green power industry. Currently, the Partners' green power use represents nearly 40 percent of the U.S. voluntary green power market.

As reported on the EPA website, the Green Power Partnership (GPP) was established in 2001 to protect human health and the environment by increasing organizations' voluntary green power use to advance the American market for green power and the development of those renewable electricity sources.

The Green Power Partnership helps to achieve Clean Air Act requirements by reducing the pollution and the corresponding adverse health and environmental impacts associated with conventional electricity use. Since the inception of the Green Power Partnership, the voluntary market has grown by nearly 5,000 percent. The program provides a framework that includes credible usage benchmarks, market information, technical assistance, and public recognition to companies and other organizations that use green power. In return for technical support and recognition, Partners commit to using green energy for all, or a portion, of their annual electricity consumption.

Source: North Dallas Gazette