
IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

The Pavilion at Toyota Music Factory

300 W. Las Colinas Blvd.

Monday, November 20, 2017 @ 11:45 a.m.

IRVING TEXAS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
REGULAR/SPECIAL MEETINGS
OCTOBER 2016 - SEPTEMBER 2017**

NAME	OCT 24	NOV 14	DEC 19	JAN 23	FEB 27	MAR 27 NO MTG	APRIL 24	MAY 22	JUNE 26	JULY 24	AUG 28	SEPT 25
JACK SPURLOCK	X	X	X	X	X		X	X	X	X	X	X
CLEM LEAR	X	X	X	X	X		X	X	X	X	X	X
BOB BETTIS	X	X	X	X	X		X	X	X	X	X	#
RICK BIDNE	X	X	X	+	+		X	X	X	X	X	X
BETH BOWMAN	X	▷	X	X	X		▷	X	X	X	X	X
JO-ANN BRESOWAR	+	X	+	X	X		X	X	X	X	X	X
DIRK BURGHARTZ	X	+	X	+	X		+	+	+	+	+	X
DAVID COLE	X	X	X	X	+		X	X	X	X	X	+
KAREN COOPERSTEIN	=	=	=	X	X		X	X	X	X	X	X
MARK CRONENWETT	X	X	X	X	+		X	X	+	X	X	+
BOB GALECKE	#	X	X	X	+		X	#	#	#	#	#
DEBBI HAACKE	X	X	X	X	X		+	X	X	#	#	X
CHRIS HILLMAN	X	X	X	X	X		X	X	X	X	X	X
JACKY KNOX	X	+	X	+	+		X	X	+	X	+	X
KIM LIMON	+	X	+	X	X		+	X	X	X	+	X
RICK LINDSEY	X	X	X	X	X		X	X	X	X	X	#
GREG MALCOLM	X	X	X	+	X		X	+	X	X	X	X
JOE MARSHALL	X	X	X	X	X		X	X	X	X	X	X
RON MATHAI	X	+	X	X	X		X	X	X	X	X	X
DAN MATKIN	X	#	#	X	X		X	X	X	#	X	X
EDDY MOORE	#	#	X	+	+		+	+	+	+	+	#
RODNEY PHELPS	X	+	X	+	+		+	+	▷	X	▷	X
JOE PHILIPP	X	X	#	X	X		X	X	X	X	#	X
ROBERT PIERCE	X	X	X	X	X		X	X	X	X	+	X
MICHAEL RILLEY	=	X	X	X	X		X	X	X	X	+	#
‡ JOHN DANISH	X	X	X	X	X		X	X	X	X	X	X
BOB BULA	+	+	=	=	=	=	=	=	=	=	=	=
KIMBERLY FIELDS	X	X	=	=	=	=	=	=	=	=	=	=

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

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

AGENDA
Irving Convention & Visitors Bureau Board of Directors
Monday, November 20, 2017 at 11:45 a.m.
The Pavilion at Toyota Music Factory
300 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Recognition of New Board Members
2. Election of Officers
 - a. Chair
 - b. Vice Chair

Consent Agenda

3. Approving ICVB Board Minutes for September 25 and October 20, 2017
4. Accepting ICVB Financial Reports for September 2017
5. Accepting Irving Convention Center Financial Reports for September 2017
6. Accepting the Irving Convention Center Audit Results for FY 2016-17

Reports

7. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - ICVB 45th Anniversary Reception, Dec. 11, 5:00-6:30
 - Hospitality Industry Annual Meeting, TBD
8. Board Committee Reports
 - a. Board Development – Clem Lear
 - Review of October 13 meeting
 - Next Meeting - TBD
 - b. Community Relations – Dan Matkin
 - Next Meeting – December 15, 2017 at ICC, 11:30 a.m.
 - c. Destination Development – Greg Malcolm
 - Next Meeting – November 28, 2017 at ICC, 11:30 a.m.
9. City Reports
 - a. Council Liaison – John Danish
 - b. Mayor & Other Council Members
 - c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Headquarter Hotel
 - Irving Music Factory/Entertainment Venue
 - Other City Updates

AGENDA - Continued

- 10. Bureau Monthly Management Reports
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - c. Marketing and Communications – Diana Pfaff
 - d. Finance and Administration – Mike Zumbaugh

- 11. Convention Center Management Report – Tom Meehan

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

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

- 14. Partner Organization & Stakeholder Reports
 - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
 - b. The Las Colinas Association – Rick Bidne/Hammond Perot
 - c. DCURD – Jacky Knox
 - d. TIF – Mark Cronenwett
 - e. University of Dallas – Bob Galecke
 - f. Chamber of Commerce – Lori Bunger/Beth Bowman
 - g. Irving Arts Center – Todd Hawkins

CERTIFICATION

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

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

Deputy Clerk, City Secretary's Office

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 20, 2017**

AGENDA ITEMS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
THIRD FLOOR JUNIOR BALLROOM C-D
MONDAY, SEPTEMBER 25, 2017**

Those present for the meeting were: Jack Spurlock – Chair, Clem Lear – Vice Chair, Rick Bidne, Beth Bowman, Jo-Ann Bresowar, Dirk Burghartz, Karen Cooperstein, Debbi Haacke, Chris Hillman, Jacky Knox, Kim Limon, Greg Malcolm, Joe Marshall, Ron Mathai, Dan Matkin, Rodney Phelps, Joe Philipp, and Robert Pierce – Members of the Board; Councilman John Danish – City Council Liaison. From the City of Irving: Senior City Attorney Karen Brophy; Economic Development Director Scott Connell; Chief Financial Officer Jeff Litchfield; Deputy City Manager Mike Morrison; and Mayor Rick Stopfer. City Attorney Christina Weber. From SMG/Irving Convention Center: General Manager Tom Meehan and Director of Sales Matt Tungett. From CVB Staff: Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Monty White, and Mike Zumbaugh. Guests: Irving Arts and Culture Executive Director Todd Hawkins and Councilman Oscar Ward.

Chair Jack Spurlock called the meeting to order at 11:47 a.m.

CONSENT AGENDA

1. MINUTES – AUGUST 28
2. ICVB FINANCIAL REPORTS: AUGUST 2017
3. ICC FINANCIAL REPORTS: AUGUST 2017

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

INDIVIDUAL CONSIDERATION

Board Vice Chair Clem Lear made a motion to approve the recommendation of Bob and Donna Bourgeois as High Spirited Citizen award recipients; second by Board Member Ron Mathia. With no opposition and no further discussion, the recommendation was approved as presented.

Board Member Karen Cooperstein made a motion to approve the recommendation of Robert and Jill Martinez as High Spirited Citizen award recipients; second by Board Member Jo-Ann Bresowar. With no opposition and no further discussion, the recommendation was approved as presented.

REPORTS:

Executive Director Maura Gast introduced City Attorney Christina Weber. Weber joined the City staff recently from the City of Arlington and will be a great addition to the City Attorney's Office.

BOARD CHAIR - EXECUTIVE COMMITTEE

Spurlock noted the upcoming meetings and activities schedule is included in the meeting packet. The next Board meeting be held on Friday, October 20 and will take the place of the regularly scheduled Executive Committee and Board meeting. Board members are encouraged to attend. Board officer elections will be held at the November 20 Board meeting.

BOARD DEVELOPMENT COMMITTEE

Committee Chair Clem Lear reported the next Committee meeting will be held on October 13 at The Las Colinas Association offices and she encouraged all Board members to attend.

COMMUNITY RELATIONS COMMITTEE

Committee Chair Dan Matkin reported the next Committee meeting will be held on December 15. He thanked everyone for their support for High Spirited Citizen nominee recommendations and approval.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the next Committee meeting will be held on November 28 at 11:30 a.m. at the Irving Convention Center.

CITY REPORTS:

Councilman John Danish commented on the advancement of the City of Irving from a sleepy suburban town to a cosmopolitan city. Irving is a city with huge diversity and different points of view, but the evolution is here and there is no turning back now. The next challenge to face is how to deal with transformation gracefully.

Councilman Oscar Ward added he came to Irving in 1967 and his employer called Irving the "bedroom city of Irving, Texas" and Ward has been here ever since. He commented it is a different world today. He reported City Council passed the proposed budget and tax rate at the last Council meeting. He also said he is exciting about working together on the Amazon Headquarters bid and completing the process.

City Manager Chris Hillman added his thanks for all who supported the hurricane shelter program, including volunteers and people who donated time and supplies. He expressed his appreciation as a City for the resources and willingness to help and the Irving community really stepped up. He reported the refunding of the Convention Center bonds saved \$53 million in debt service. He commented that Irving now has a beautiful Convention Center through the vision of City leaders years ago. Hillman reviewed some highlights from the recently approved budget; some increases in public safety, adding new police positions, new animal control officers, new emergency management positions for the Fire Department and saving \$40,000 to bring in-house. The City is continuing with the "Road to the Future" project and he emphasized the project involves water structure, storm water infrastructure and saving hundreds of residents in flood insurance costs. Over the next five years, the City will be investing \$250 billion in just infrastructure. The Irving Museum and Heritage Center has staff now onboard and the project is in the design component, with the hope of being completed by the end of next year. The Westin Hotel at the Irving Convention Center should be completed with construction in late 2018. The Verizon development continues to move forward, as does the Twin Wells Golf Course project. Another focus area will be the Parks and Recreation master plan that is scheduled to take 18 months to complete. The City continues to work on the economic strategic plan and Hillman stated he is looking forward to partnering with the Greater Irving-Las Colinas Chamber of Commerce over the next five years. The Irving Main Street Arts Complex has \$1.2 million to fund and the City is continuing to work on public safety with new construction for Fire Station No. 4. He also reported Whole Foods grand opening is scheduled for Thursday, September 28.

Mayor Stopfer commented he attended a cricket game over the weekend and had been unaware that Irving has had a cricket team for the last eight years. It was a winning championship game, and the tournament was nationally recognized. He reported Irving Fire Department Lieutenant Eric Smith was recently awarded the Navy Cross, the second highest military decoration that may be awarded to a member of the United States Navy or U.S. Marine Corps. Lt. Smith was recognized for his courageous actions in 2004 while serving as a squad leader. Smith has served with the Irving Fire Department since 2008. Stopfer said the City is focused on the Amazon bid and he believes there is a good opportunity to move to the next round of bidding. He commented on the Irving Cares Great Harvest event and it was a great success from everyone involved. He expressed his appreciation for all involved with the Hurricane Harvey Irving shelter program. The operation was run efficiently, effectively and recognized by the American Red Cross. There were some heartwarming stories that came from the tragedy that can touch hearts and make a difference in people's lives, and the City does that on a regular basis.

STAFF:

Gast reported the Irving Music Factory has opened and there were a couple of opening night challenges that have been resolved with a tremendous amount of pre-and post-event coordination with police, transportation, City and ICVB staff. Traffic patterns around the Music Factory will continue to change and adjustments will be made. The priority continues to be attendee safety and a good experience. Convention Center General Manager Tom Meehan and parking team have been pressed into service at the City's request to operate the Urban Tower parking garage on the weekends. Bar Louie restaurant has opened and Thirsty Lion restaurant is scheduled to open by the end of October. Gast reported working with the Chamber and Four Seasons Resort and Club over the weekend for the Park Place Luxury Supercar Showcase. The anticipated attendance was reported at 1,000, but exceeded 2,200 attendees. It is certain to evolve into bigger and better things for Irving. Momentous Institute was the beneficiary for the event and \$35,000 was raised.

Assistant Executive Director/Sales and Services Lori Fojtasek reported the CVB sales team hosted a quarterly Meet the Bureau event and partnered with Irving hoteliers to collect resources for The Salvation Army for Hurricane Harvey victims. Hoteliers were asked to donate items such, as soap, toothpaste, etc., on behalf of the hospitality industry. She commented the sales team is hosting a quarterly client event in Austin, Texas and is looking forward to several Request for Proposals (RFPs) from the event. The association industry in Austin is anxious to hear updates on Irving and things that are happening in the area. The team is also co-hosting a meeting planner open house with The Pavilion at the Music Factory in a few weeks, with attendance expected at approximately 250. Fojtasek pointed out a new Lost Business Report in the meeting packet; this report is specifically for Convention Center groups interested in the Convention Center Hotel that the sales team has not been able to book due to not having an assigned number in the Marriott Corporate system to generate leads and sell the hotel. The results only account for groups with a decision date post hotel ground breaking and a meeting date after the scheduled hotel opening. Fojtasek is working with Drive Nation and the Chamber for a ribbon cutting ceremony for the venue in October. She happily reported the sales team has achieved their goal and are 105% or over individually and the team is at 115%.

Marketing Director Monty White reported August was an excellent month marking the second highest number of RFPs from digital sources this year and an above average number of associated room nights. There were 87 RFPs and 25,575 associated room nights. Fiscal year 2016-17 has had the highest number of RFPs from digital sources since the Bureau began tracking in 2009. A copy of *Fast Company* magazine was distributed as a handout with the Irving-specific wrap. This is the second issue of the series. He pointed out this issue includes a letter from Mayor Stopfer and the next issue will highlight Irving's diverse community.

Assistant Executive Director/Finance and Administration Mike Zumbaugh reviewed the August 2017 STR report. He reported Irving's hotel Occupancy rate for August remains higher than both Texas and U.S. at 75.3% and YTD remains higher at 73.91%. When comparing numbers to YTD last year, the U.S. Occupancy rate is maintaining a positive growth, albeit small, at .5%, while Texas figures are down .2% and Irving is down 3.9%. Irving has the highest Daily Average Rate increase at 3.7%. He reported the CVB is participating in the City's Civic Academy, which was developed to answer questions on how the City of Irving functions. It is designed to give participants a behind-the-scenes look at the daily operations within the City and encourage civic engagement. Classes began on September 12 and run for ten weeks. Each week participants will meet at a pre-determined location in the City for two to three hours. The ICVB will be hosting this group on September 26, and providing a tour of the Convention Center and sharing the mission of the ICVB and ICC and tourism's impact on Irving's economy.

CONVENTION CENTER:

General Manager Tom Meehan reported construction has started at the Convention Center for model hotel rooms to use as sales tools. There will be hotel rooms for the Westin and the Texican. The Convention Center is starting the end-of-year process and audits start next week. It was another successful year and ending strong. Business continues to change and grow and Meehan looks forward to a better and stronger, but different, year in 2017-18. ICC Director of Sales Matt Tungett reported August had 19 events in the building, and expects to be at 255 events for the fiscal year. Customer Satisfaction Surveys continue to be above average at 92.6%. August had large events, including Let's Play Gaming Expo, and the final three Jehovah Witness Conferences, which generated over 2,500 guest room nights. September is proving to be big for public shows with Fencing, a Women's Expo, Knitting Expo, and the return of a Women's Roller Derby event. October is corporate-focused and one public show with the return of Comic Con on October 22. Tungett will be attending the Austin event with CVB Sales and assisting with the Music Factory opening. Convention Center testimonial videos are wrapping up with finishing touches and will be on the website shortly.

INDUSTRY REPORTS:

HOTELS AND RESTAURANTS

Board Member Greg Malcolm reported positive growth at .8% in Occupancy and Average Daily Rate was up 1.8% from last year. September is trending to be even from last year.

Board Member Dirk Burghartz from the Four Seasons Resort and Club – Dallas/Las Colinas reported the hotel is on track to have a record year over last year in large part due to the additional renovated 4,000 square feet of space. Currently the guest room corridor is under renovation.

Board Member Kim Limon from the Hampton Inn Las Colinas reported August was up 13% over last year in RevPAR, due in large part to the completion of renovations. September numbers are unsure, but the property will make budget. The parking lot currently is being redone.

DART

Stopfer reported DART is moving forward with the 20- and 30-year proposal that includes the Cotton Belt project and D2 alignment. The D2 project is the future second light rail alignment through downtown Dallas, and will increase system capacity, provide operational flexibility and serve new markets. It is a critical element of sustaining the DART system into the future by adding core capacity to the network. He had an opportunity to meet with the Mayors from Carrollton and Farmers Branch recently to discuss the project as a priority and move forward together as a team.

DCURD

Board Member Jacky Knox reported September has been a busy month with budgets and tax rate processes for the three DCURD districts it manages. Tax rate and budget actions are positive with significant projects resulting in each District. The completion of USACE 408 East Cell Remediation is near, with recertification as the next step. Cowboy Canal wall work will continue and Valley Ranch sump pump wall and erosion control project will commence. Design and engineering for the storm water pump station emergency generators will commence and is a TIF #1 funded project. There are many Urban Center projects underway and pending. The opening of the Music Factory, and soon to be open Water Street Project, are activating the entire Urban Center. Discussions are underway regarding how the Williams Square Plaza and Mustang Sculpture will effectively bring its iconic presence into the new dynamics of the Urban Center. The Water Street APT station is under construction. APT service to and from Las Colinas Blvd. and the Urban Center DART LRT station has been suspended during the current phase of construction. The APT service through the Water Street site is currently scheduled to be active again by the first week of November. In the interim, DART is providing bus services from the Urban Center station for moving passengers within the Urban Center. The APT service for its other three stations continues to operate. The Water Street APT station is currently planned for activation by the end of the first quarter in 2018.

GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Chair Rodney Phelps reported this year was a great year for economic development with over 100 projects and 20 relocation projects. He reported over \$800 million in new capital for Irving. Unemployment is 3.6% in Irving, which is still below Texas and the national averages. Whole Foods grand opening is September 28, and a preview event is scheduled for September 26 from 4:00 – 7:00 p.m. with 10% of sales donated to Irving Cares. He reported Irving is highly engaged in the Amazon project. Chamber President Beth Bowman thanked Phelps for his feedback throughout his role as Chamber Chair and commented he will be missed. The Chair position will officially change on November 2 at the Chamber Annual Meeting at the Omni Mandalay. All CVB Board Members were encouraged to attend. Bowman thanked the City and CVB teams for their support in the Amazon project and their guidance throughout the process in working through Dallas for a regional bid. She commented it is a tight deadline and the goal is to have the Dallas region on the short list and move forward.

DEPARTMENT OF ARTS AND CULTURE

Executive Director Todd Hawkins reported he is proud to be a part of a new transformation to celebrate the diversity of Irving. The Interfaith Symbolism in Sacred Geometry Workshop is on October 8 and admission is free. This event received national and international attention. Chasing Rainbows – Songs of Judy Garland will be held on October 20, and will be performed by Karen Luschar. In addition to Broadway and the Lincoln Center, Luschar has also been seen in Off-Broadway, Japan, Canada and Las Vegas. He encouraged everyone to come to the Irving Arts Center and sample incredible community programming.

Spurlock commented the information received at the Board meetings is amazing and he thanked everyone for their support.

With no further business or comments, the meeting was adjourned by Spurlock at 12:51 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

IRVING CONVENTION AND VISITORS BUREAU

MINUTES – SPECIAL BOARD MEETING

IRVING CONVENTION CENTER AT LAS COLINAS, FIRST FLOOR BOARDROOM

FRIDAY, OCTOBER 20, 2017

Those present for the meeting were: Clem Lear, Vice Chair; Bob Bettis, Rick Bidne, Beth Bowman, Jo-Ann Bresowar, David Cole, Karen Cooperstein, Debbi Haacke, Rick Lindsey, Greg Malcolm, Joe Marshall, Ron Mathai and Joe Philipp – Board Members.

Board Vice Chair Clem Lear called the meeting to order at 9:00 a.m. and welcomed those in attendance. She asked for a moment to note the passing of former ICVB board member Arnold Martin. She said the agenda for today's special meeting is to conduct the annual performance review of Executive Director Maura Gast.

ITEM I. PERSONNEL – EXECUTIVE DIRECTOR

TEXAS OPEN MEETINGS ACT § 551.074

At 9:04 a.m., Executive Director Maura Gast read the Committee into Executive Session. Pursuant to Section 551.074, Chapter 551 Texas Government Code, the Irving Convention and Visitors Bureau Board of Directors Executive Committee entered Executive Session to discuss personnel matters relative to Item I – Personnel – Executive Director.

At 10:28 a.m., the ICVB Board of Directors adjourned from Executive Session and entered the open meeting.

A motion was made by Jo-Ann Bresowar, and seconded by Karen Cooperstein, that, based upon the performance criteria set and associated point allocations achieved, a rating of 98.44 for an incentive of 33.83% be awarded. The motion was approved unanimously.

Gast provided competitive salary data as had been requested for the chief staff position for the comparable DFW area CVBs, those in Texas and those elsewhere in the industry; the board asked that further information be collected for the survey, to include the total number of hotel rooms in each of the destinations included, and more detail on each of the other job descriptions. This can be done in conjunction with the salary survey that will be conducted for the CVB staff in Spring 2018.

In discussing the weightings for the 2017-18 performance year, it was requested that more specific criteria be considered for the Partnerships & Alliances category, and for the Planning category. Gast was directed to bring additional criteria to a future meeting of the Executive Committee for review and approval. After further discussion, a motion was made by Rick Lindsey, and seconded by Debbi Haacke, to establish the 2017-18 weightings the same as the 2016-17 criteria.

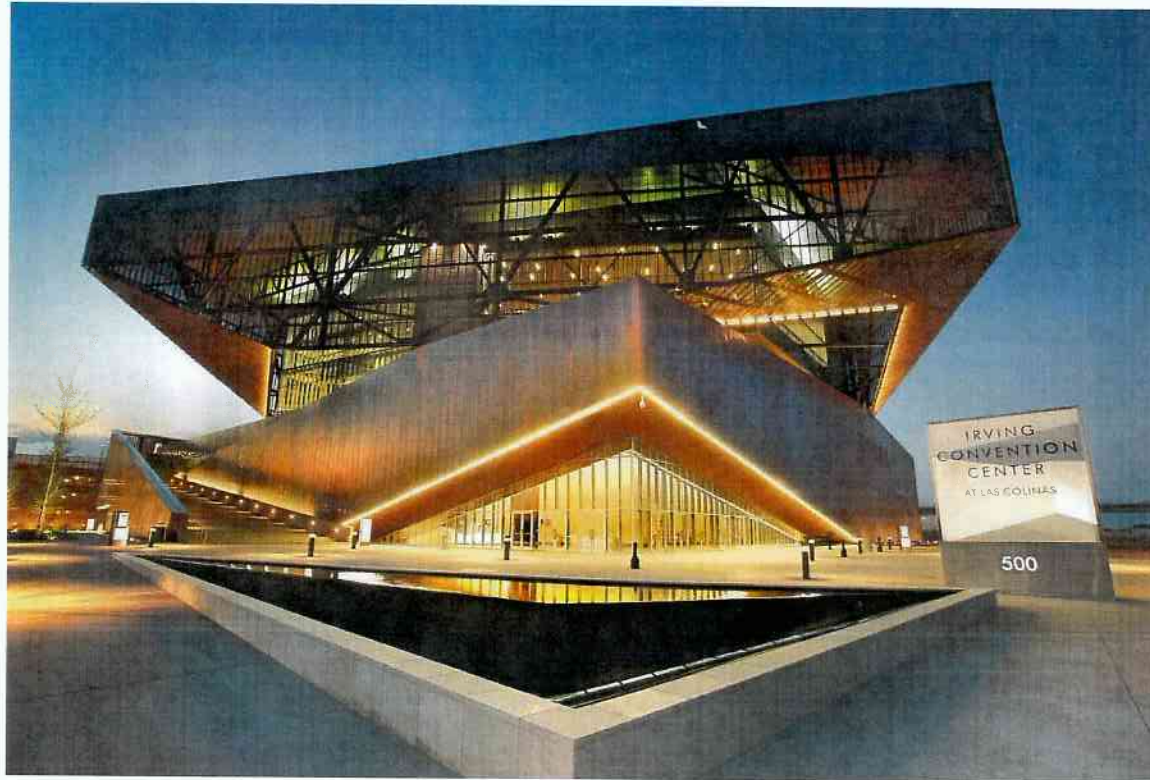
Gast thanked the board members for their support and commitment, and noted her gratefulness for the ability to work with this board and the ICVB and ICC staffs.

There being no further discussion, the meeting was adjourned at 10:50 a.m.

Respectfully submitted,

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

Maura Allen Gast, FCDME
Executive Director



Date Distributed: October 31, 2017

Monthly Financial Summary

For Period Ending September 30, 2017

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2016 TO SEPTEMBER 30, 2017

Board Lead Income Statement - Monthly FY 2017

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	87,730	29,676	35,235	102,020	72,167	105,033	138,460	79,385	102,860	162,500	166,050	135,320	1,216,436		
Service Income	36,189	31,036	40,358	6,365	47,543	95,086	39,168	41,614	49,330	21,289	29,475	28,737	466,190		
Service Expenses	(64,549)	(43,570)	(51,015)	(49,372)	(89,399)	(96,464)	(69,570)	(55,452)	(88,260)	(47,382)	(58,762)	(51,604)	(765,400)		
Total Direct Event Income	59,369	17,142	24,578	59,013	30,311	103,655	108,058	65,547	63,930	136,407	136,763	112,453	917,226		
Ancillary Income															
F & B Concessions	27,807	6,278	3,189	11,689	6,627	25,160	12,928	8,688	16,993	8,148	14,632	22,043	164,182		
F & B Catering	191,358	424,734	396,143	135,973	322,953	181,846	232,992	265,405	368,229	117,788	99,961	310,242	3,047,626		
Parking: Self Parking	19,451	4,387	341	19,674	24,579	36,486	16,955	16,230	4,423	11,185	8,182	27,349	189,241		
Electrical Services	10,970	3,899	2,250	15,910	5,350	31,071	13,581	8,625	5,210	1,000	9,325	13,852	121,043		
Internet Services	350	700	-	(595)	-	1,850	2,155	350	1,100	(350)	350	960	6,870		
Total Ancillary Income	249,936	439,998	401,098	182,651	359,364	276,412	278,756	299,298	395,955	137,771	132,450	374,445	3,528,136		
Total Event Income	309,305	457,140	425,675	241,664	389,675	380,067	386,814	364,845	459,885	274,178	269,213	486,898	4,445,359		
Other Operating Income	41,511	45,437	19,177	34,647	27,055	15,031	36,406	22,898	36,212	55,049	35,948	121,000	490,372		
ICVB Operating Subsidy				348,750			337,500			348,750		360,000	1,395,000		
Adjusted Gross Income	350,816	502,577	444,853	625,061	416,730	395,098	760,720	387,743	496,097	677,977	305,161	967,899	6,330,734		
Operating Expenses															
Employee Salaries and Wages	176,598	174,326	254,489	201,051	191,690	198,667	185,016	181,185	224,298	197,867	195,416	179,416	2,360,019		
Benefits	59,392	57,798	38,818	14,116	99,336	56,420	55,426	55,034	56,427	132,505	55,803	59,351	740,425		
Less: Event Labor Allocations	(39,090)	(38,449)	(33,034)	(42,028)	(46,892)	(41,831)	(44,905)	(38,691)	(40,618)	(32,366)	(32,872)	(33,795)	(464,571)		
Net Employee Wages and Benefits	196,900	193,675	260,273	173,139	244,134	213,256	195,537	197,528	240,107	298,006	218,347	204,972	2,635,873		
Contracted Services	41,945	43,439	40,652	44,974	42,035	46,849	42,646	44,179	43,090	43,086	42,558	70,328	545,779		
General and Administrative	77,979	37,260	59,144	54,317	46,028	56,476	32,775	27,336	47,055	41,268	41,372	49,143	570,153		
Operations	51,864	62,956	41,780	49,414	48,513	58,424	41,718	58,037	74,925	32,959	42,993	30,590	594,174		
Repair & Maintenance	42,332	27,211	26,740	35,518	57,159	35,566	38,138	44,143	31,655	60,449	25,400	57,536	481,846		
Supplies	1,133	4,873	3,194	2,205	12,076	5,601	16,501	4,590	25,984	19,748	13,216	14,271	123,391		
Insurance	8,103	8,948	19,839	8,641	8,276	7,630	6,936	8,637	19,889	(3,019)	5,648	6,280	105,808		
Utilities	40,508	37,542	52,880	40,967	36,658	43,501	38,685	39,661	47,767	54,906	51,356	50,035	534,466		
SMG Management Fee	12,725	12,725	12,725	12,725	12,725	12,899	12,899	12,899	12,899	12,899	12,899	12,899	153,919		
SMG F&B Incentive Fee	17,680	35,816	36,135	14,305	20,823	9,059	27,348	31,824	32,565	14,083	12,201	18,161	270,000		
Total Operating Expenses	491,169	464,445	553,362	436,205	528,427	489,261	453,183	468,908	575,936	574,385	465,990	514,215	6,015,482		
Net Income (Loss) From Operations	(140,352)	38,132	(108,509)	188,856	(111,697)	(94,163)	307,536	(81,165)	(79,839)	103,592	(160,829)	453,683	315,251	-1395000	(1,079,749)
Other Income (Expenses)	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Income After Other Income (Expenses)	(140,352)	38,132	(108,509)	188,856	(111,697)	(94,163)	307,536	(81,165)	(79,839)	103,592	(160,829)	453,683	315,251		
Budget Forecast Comparison by Month															
2017	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	(20,463)	315,251			
2016	(1,383,329)	(1,315,781)	(1,220,836)	(975,435)	(780,909)	(424,624)	(288,150)	(83,831)	(2,572)	129,225	280,837	338,530			

IRVING CONVENTION CENTER/SMG
 Financial Statements Monthly Highlights
 For the Month Ending September 30, 2017

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	15,730	8,050	7,680	16,338
Events	24	4	20	24
Event Days	36	5	31	32
Direct Event Income	112,453	73,828	38,625	99,011
Ancillary Income	374,445	314,875	59,570	258,048
Total Event Income	486,898	388,703	98,195	357,059
Other Operating Income	121,000	27,219	93,781	24,196
Adjusted Gross Income	607,898	415,922	191,976	381,255
Indirect Expenses	(514,215)	(552,384)	38,169	(610,052)
Net Income (Loss) From Operations	93,683	(136,462)	230,145	(228,797)

IRVING CONVENTION CENTER/SMG
 Financial Statements Year to Date Highlights
 For the Twelve Months Ending September 30, 2017

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	248,404	233,346	15,058	275,580
Events	244	267	(23)	310
Event Days	376	366	10	428
Direct Event Income	917,234	1,089,268	(172,034)	1,032,936
Ancillary Income	3,528,132	3,414,909	113,223	3,447,463
Total Event Income	4,445,366	4,504,177	(58,811)	4,480,399
Other Operating Income	490,371	346,423	143,948	428,265
Adjusted Gross Income	4,935,737	4,850,600	85,137	4,908,664
Indirect Expenses	(6,015,488)	(6,245,600)	230,112	(5,966,142)
Net Income (Loss) From Operations	(1,079,751)	(1,395,000)	315,249	(1,057,478)

IRVING CONVENTION CENTER/SMG
Balance Sheet
September 30, 2017

ASSETS

Current Assets

Cash	\$	943,355	
Accounts Receivable		636,315	
Prepaid Assets		30,247	
Inventory		47,249	
Total Current Assets			1,657,166

Total Assets			\$ 1,657,166
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	555,222	
Accrued Expenses		(19,786)	
Deferred Income		0	
Advance Ticket Sales/Deposits		807,487	
Other Current Liabilities		0	
Total Current Liabilities			1,342,923

Long-Term Liabilities

Long Term Liabilities		0	
Total Long-Term Liabilities			0

Total Liabilities			1,342,923
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Equity

Net Funds Received		9,339,168	
Retained Earnings		(7,945,174)	
Net Income (Loss)		(1,079,751)	
Total Equity			314,243

Total Liabilities & Equity			\$ 1,657,166
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IRVING CONVENTION CENTER/SMG
Income Statement
For the Twelve Months Ending September 30, 2017


	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	135,320	86,006	49,314	1,216,436	1,203,797	12,639	1,356,996
Service Revenue	28,737	57,802	(29,065)	466,188	530,189	(64,001)	482,271
Service Expenses	(51,604)	(69,980)	18,376	(765,390)	(644,718)	(120,672)	(806,331)
Total Direct Event In	112,453	73,828	38,625	917,234	1,089,268	(172,034)	1,032,936
Ancillary Income							
F & B Concessions	22,043	16,000	6,043	164,186	246,941	(82,755)	215,659
F & B Catering	310,242	285,225	25,017	3,047,621	2,800,094	247,527	2,831,865
Parking	27,348	8,450	18,898	189,239	196,020	(6,781)	227,249
Electrical Services	13,852	5,200	8,652	121,042	161,630	(40,588)	153,974
Audio Visual	0	0	0	(826)	0	(826)	2,938
Internet Services	960	0	960	6,870	10,224	(3,354)	15,778
Total Ancillary Inco	374,445	314,875	59,570	3,528,132	3,414,909	113,223	3,447,463
Total Event Income	486,898	388,703	98,195	4,445,366	4,504,177	(58,811)	4,480,399
OTHER OPERATING INCOME							
Advertising	0	0	0	25,000	0	25,000	44,083
Other Income	121,000	27,219	93,781	465,371	346,423	118,948	384,182
Total Other Operatin	121,000	27,219	93,781	490,371	346,423	143,948	428,265
Adjusted Gross Inco	607,898	415,922	191,976	4,935,737	4,850,600	85,137	4,908,664
INDIRECT EXPENSES							
Salaries & Wages	179,416	203,006	23,590	2,360,021	2,316,360	(43,661)	2,243,834
Payroll Taxes & Ben	59,351	73,479	14,128	740,422	881,946	141,524	659,384
Labor Allocations to	(33,795)	(29,663)	4,132	(464,570)	(355,846)	108,724	(373,415)
Net Salaries and Ben	204,972	246,822	41,850	2,635,873	2,842,460	206,587	2,529,803
Contracted Services	70,328	55,778	(14,550)	545,780	487,000	(58,780)	562,553
General and Adminis	49,143	60,339	11,196	570,154	675,844	105,690	596,489
Operating	30,590	32,536	1,946	594,171	390,300	(203,871)	422,994
Repairs & Maintenan	57,536	44,527	(13,009)	481,846	513,996	32,150	668,308
Operational Supplies	14,271	21,911	7,640	123,394	252,900	129,506	160,945
Insurance	6,280	8,337	2,057	105,808	100,000	(5,808)	102,759
Utilities	50,035	46,922	(3,113)	534,543	560,600	26,057	499,589
SMG Management F	31,060	35,212	4,152	423,919	422,500	(1,419)	422,702

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Twelve Months Ending September 30, 2017

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Total Indirect Expens	514,215	552,384	38,169	6,015,488	6,245,600	230,112	5,966,142
Net Income (Loss)	93,683	(136,462)	230,145	(1,079,751)	(1,395,000)	315,249	(1,057,478)

October 2017 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 GDMF Board Meeting Methodist Health System 2017 Leading to Excellence Summit	3 OSC Insurance Services Board Meeting	4	5 Zeitgeist Consulting	6 Catholic Action for Faith and Family Conference 2017 Technology Prayer Breakfast	7 Show It Off @ Indian Property Show Baylor Heart and Vascular Hospital Medical Symposium
8 Atul Purohit Live Garba in Dallas Show It Off @ Indian Property Show	9 	10 La Quinta Leadership Luncheon American Airlines Renny McLean Ministry	11	12 Pioneer Natural Resources 20th Anniversary Event	13 La Quinta Power of our People Kick-Off	14 Carroll Senior High School Homecoming Dance
15 DFW Church Worship Service	16 Gamestop SSC Meeting	17 Atlas Roofing	18 Mr. Cooper Originations Town Hall Dallas PVA College Fair 2017 City of Irving Annual Service Awards Banquet	19 Fan Days 2017	20 ICVB Board of Directors Executive Committee Meeting	21
22 Fan Days 2017	23 Buick-GMC T-R-E Bowl	24 Warren Instructional Network Training	25 IPD Honor Guard Practice	26 Irving Fire Fighters Exam ASUG	27 City of Irving Employee Celebration	28

September 2017 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 Jehovah Witness Group	28 ICVB Board of Directors Meeting	29 The Sage Show	30	31	1 North Texas SYC Cadets Valley Ranch Islamic Center Prayer Service	2 India Property Show
3 North Texas SYC Cadets India Property Show DFW Church Worship Service	4 🔥	5	6 Ultimate Women's Expo	7 ICVB Community Relations Committee Meeting Irving Hispanic Chamber of Commerce Interface MA	8	9
10 Ultimate Women's Expo	11	12 Meet the Bureau	13 The Country Network Photo Shoot Stitches Texas 2017	14	15	16
17 Stitches Texas 2017	18	19 QuikTrip	20	21 Division One Playoffs North Texas Commission 46th Anniversary and Annual Meeting Bioworld Creative Summit	22 17th Annual Neuroscience Symposium Irving Cares 60th Birthday Celebration	23
24	25	26	27	28	29	30

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 20, 2017**

BOARD REPORTS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
EXECUTIVE COMMITTEE MEETING
IRVING CONVENTION CENTER
FIRST FLOOR CONFERENCE ROOM
FRIDAY, SEPTEMBER 22, 2017 @ 9:00 A.M.**

Attendance: Board Chair Jack Spurlock, Board Vice Chair Clem Lear, Bob Bettis, David Cole, Karen Cooperstein, Debbi Haacke, Rick Lindsey, Dan Matkin, Ron Mathai, and Joe Philipp – Committee Members; Tom Meehan and Oscar Sanchez – SMG/ICC. Staff: Maura Gast, Carol Boyer, and Marianne Lauda.

Board Chair Jack Spurlock called the meeting to order at 9:00 a.m. and thanked everyone for being there.

I. IRVING CONVENTION CENTER FINANCIAL REPORTS

General Manager Tom Meehan reviewed the August 2017 Financial Reports. He noted the Convention Center was scheduled to lose \$195,271 for the month, but finished \$34,442 ahead of budget. Year-to-date Net Income (Loss) from Operations is \$85,107 ahead of budget and there is still one month to go in the fiscal year. In reviewing the Income Statement for the month of August, Meehan noted Rental Income for the year is \$36,675 below budget, but Food and Beverage Catering is \$222,514 ahead of budget. Last year's Catering YTD was \$2,623,807 and currently Catering is \$2,737,383 with one month to go in the fiscal year. Catering continues to grow every year, which is a credit to Executive Chef Eduardo Alvarez and staff. Parking is \$25,678 down for the year. Meehan reviewed Total Indirect Expenses for the month of \$52,482 below budget and \$191,943 below budget for the year. In reviewing the forecast summary, Meehan pointed to date the building is \$79,067 ahead of budget. He noted that the building had fewer events this year, but still finished strong.

Discussion was held on Music Factory parking and the relationship with the Convention Center and Urban Towers. Gast stated parking at the Convention Center may be limited at times with events in the building at the same time as events at The Pavilion. Further discussion was held on the traffic patterns around large Live Nation events, Uber and Lyft drop off areas, and golf cart/shuttle program inquiries. Gast commented the challenge will be to review traffic patterns and determine the best way to facilitate traffic flow and then introduce new programs.

Board Vice Chair Clem Lear made a motion to accept and present to the full Board the ICC Financial Reports for August 2017. With a second by Board member Karen Cooperstein, the motion was unanimously approved.

II. ICVB FINANCIAL REPORTS

ICVB Director of Accounting Marianne Lauda reviewed the ICVB August 2017 Financial Reports. She reported \$2,206,255 revenue collected for the month from third quarter Hotel Occupancy Tax. She noted expenditures are doing well, with 91.67% of the fiscal year completed. She noted \$192,830 in Special Services expenditures includes \$88,250 administrative cost reimbursement for the 4% fee on the Hotel Occupancy Tax collected, also Maloney Strategic Communications (advertising agency), and for market research. The \$738,528 transfer to the ICC Capital Improvement Projects (CIP) Fund was completed in August for the balance of the budgeted amount.

Lauda reviewed the Check Register and discussion was held on payment to Destination Analysts, Inc. for \$20,000.00, and Gast explained the payment was for marketing research services. Board Member Bob Bettis asked if there was an ability to audit their information. Gast commented hotels opt into the research and receive information in return, however, there is not much ability to audit the information. There certainly is an ability to ask more in-depth questions of the firm as needed. Lauda also pointed out \$104,537.66 payment to SMG Corporation, which includes monthly catering and technology services, along with CIP reimbursements. In response to a question, Lauda explained \$740.00 to the Texas Association of Mexican

American Chamber of Commerce is for a business development incentive program payment for a meeting held in Irving. She further explained \$365.00 to SMG Corporation is for a business development incentive payment for a group that was reimbursed for hotel room nights and applied to offset rental rate. A check for \$3,070 to the Four Seasons Resort and Club was payment for five different business development incentive program groups.

Lear made a motion to accept and present to the full Board for approval of the ICVB Financials for August 2017. With a second from Board Chair Jack Spurlock, the recommendation was unanimously approved.

IV. CHAIRMAN/EXECUTIVE DIRECTOR REPORTS

The agenda for the September 25, 2017 Board meeting was reviewed by the Committee. Gast noted agenda items for two High Spirited Citizen nominations from the Community Relations Committee. After approval from the Board, the nominees will be scheduled with the City Secretary's Office for presentation at a City Council meeting. It was noted the next meeting will be held on Friday, October 20 as a special board meeting and will also take the place of the regular October Board meeting. The special meeting will review the Executive Director's performance evaluation. It was noted that Spurlock will not be in attendance and Lear will Chair the meeting. The November 20 Board meeting will include the election of Board Officers for next year and any new Board appointees will be introduced. Board chair Spurlock's term has expired, as has Restaurant industry representative David Cole. Industry-at-Large member Robert Pierce will not be able to renew due to extensive travel with a new position at his company. Gast stated incoming Board members will be invited to attend the meeting, but current Board members will make the nominations. Gast stated she is hoping to hold the November Board meeting at The Pavilion and will communicate logistics as the date gets closer.

Spurlock asked Gast to present a brief report at the September Board meeting of the Convention Center bond sale. Gast stated she would ask Jeff Litchfield to give an overview. Board Member Joe Philipp noted that if the original risk for the Convention Center bonds had not taken place, the Convention Center would not be here and doing so well for the City. Spurlock stated the future Board Chair should be aware the better the Convention Center becomes, the stronger the Board support needs to be fighting for the funds.

It was noted the December 15 Executive Committee meeting and the quarterly Community Relations Committee meeting is scheduled for the same day. Gast stated she would poll the Community Relations Committee members on a time change for the meeting to move it to earlier in the day immediately after the Executive Committee meeting.

A list of the Music Factory restaurants was distributed as a handout, and Committee members were encouraged to check for notifications of restaurant openings on Facebook.

In response to a question from Philipp, Gast gave an overview of the Amazon Headquarters RFP process and noted that initial responses are due to the Dallas Regional Chamber on Friday, September 29. Amazon has requested Regional proposal submittals. Gast stated Irving will participate and pursue options and will build a response to hopefully a second round option.

Being no further discussion, Spurlock adjourned the meeting at 10:02 a.m.



Maura Allen Gast, FCDME
Executive Director

**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – COMMUNITY RELATIONS COMMITTEE MEETING
IRVING CONVENTION CENTER AT LAS COLINAS
TUESDAY, SEPTEMBER 7, 2017**

Those present for the meeting were: Dan Matkin, Committee Chair; Rick Lindsey, Committee Vice Chair; Jack Spurlock, Board Chair; Clem Lear, Board Vice Chair; Bob Bettis; Beth Bowman; David Cole; Karen Cooperstein - Committee Members. Staff: Maura Gast, Carol Boyer, Diana Pfaff and Carol Stoddard.

Committee Chair Dan Matkin called the meeting to order at 11:30 a.m.

High Spirited Citizen nominations were reviewed for Donna and Bob Bourgeois and Robert and Jill Martinez. The nomination for Donna and Bob Bourgeois was reviewed and discussion was held on their volunteer and community efforts. Executive Director Maura Gast commented that without Bob Bourgeois there would not be a Rotary flag program. They are both well known in the community and their efforts are not unnoticed. On a motion from Board Member David Cole, and second from Board Chair Jack Spurlock the nomination of Donna and Bob Bourgeois was unanimously approved to bring forward to the full Board of Directors for approval.

The nomination for Robert and Jill Martinez was reviewed and discussion was held. It was noted that both have been involved in the community and Robert Martinez was also a past Chair of the ICVB Board of Directors and Irving-Las Colinas Chamber of Commerce. Jill Martinez is heavily involved in community volunteer opportunities and a present member of the DFW Humane Society and Irving-Las Colinas Chamber of Commerce. Board Member Bob Bettis stated that it is important to recognize couples and families with the award, as their impact cannot happen without support from family. On a motion from Cole, and a second from Board Member Karen Cooperstein, the nomination of Robert and Jill Martinez was unanimously approved to bring forward to the full Board of Directors for approval.

Assuming the full Board's approval, presentations will be scheduled with the Mayor's office, and will hopefully be received by the next Committee meeting. It was noted that the prior nomination for Willie Cole is still pending additional information from city staff members who work with him.

Gast gave an overview of the plans for the upcoming ICVB 45th anniversary. A reception will be held at the Irving Convention Center, per the committee's recommendation but no date has been set. She reported the CVB Marketing team is working on a new publication that will be like a visitor guide, but not in the traditional sense. It will be an Irving lifestyle publication with possible delivery date in December 2017; if it is available for the anniversary reception it will be distributed then, otherwise it may be held until the Irving Hospitality Industry Annual Meeting. The team is setting high standards for the magazine named "Surveyor" which is in tribute to Irving founders, who were employed by the Chicago, Rock Island & Gulf Railway in 1902 to survey a railroad route between Fort Worth and Dallas.

The minutes from the June 6, 2017 Committee meeting were reviewed. On a motion from Board Member Beth Bowman, and a second from Board Member Rick Lindsey, the minutes were unanimously approved.

Matkin thanked everyone for attending the meeting. Spurlock commented Irving should be proud of itself for its community-wide relief efforts for Hurricane Harvey. He further reported that the Disney Corporation donated 75 cases of toys, and that charitable contributions are coming in fast from Irving residents and businesses. Spurlock reported Ambucs is donating a bike to an evacuee family who shared their story. Board Chair Clem Lear stated it was heartwarming to see families coming together to donate to the cause.

Lindsey expressed gratitude for Assistant Executive Director/Marketing Diana Pfaff and Marketing Assistant Carol Stoddard for their efforts in making the High Spirited Citizen process efficient. He further commented that the recipients are appreciative.

Matkin expressed his concern that the Irving Music Factory has been renamed the Toyota Music Factory. Though he is disappointed, he understands the financial aspect of the naming rights. Gast commented that with Toyota's new headquarters in Plano, Texas, it is very positive that they see this project in Irving so strongly that they have committed to the naming rights.

In response to a question from Matkin, Gast reported the Texican Hotel is due to open in the fall of 2018.

With no further discussion, Matkin adjourned the meeting at 11:54 a.m.



Maura Allen Gast, FCDME
Executive Director



Updated October 17 at 10:50 a.m.

IRVING -- Add the city of Irving to the growing list of places with a bike-share program that allows people to pedal around town for work or leisure.

The City Council approved a year-long agreement with Garland-based VBikes during last Thursday's meeting. The agreement will place 20 to 30 bright yellow bikes along Champion Trails, in the southeast part of the city beginning next week, said Joe Moses, assistant director of parks and recreation for the City of Irving.

"People are excited about the notion that we are going to have a bike share in the community," he said. "I think it's going to be a good thing."

The city will look at how often and where the bikes are used to determine whether it will extend its agreement beyond a year, Moses said.

Irving Mayor Rick Stopfer said the city decided to start the program at the trails after different communities in Irving began to ask for ways to better utilize the trails. Stopfer, who also serves on the Dallas Area Rapid Transit board, said the bikes could also help people get from the train to their destinations.

"We've been trying to figure out if there was a way to have bikes available for them to run to the bus," Stopfer said. "This gives them an opportunity to complete that last mile."

Those interested in using one of the bikes can download the VBike app and sign up on their phone to pay \$1 per hour or \$14.95 per month for unlimited rides. Users will be able to see the trip's duration, distance and calories burned and carbon footprint after a ride.

A great ride

Stopfer said the company appealed to the city because riders do not have to return the bikes to a docking station after they ride. At the end of a trip, riders can park the bike near their destination and manually lock the bike's back wheel.

"One thing that is great about the VBikes is that people can use them in the neighborhood, and they don't have to ride them back to a certain place," Stopfer said.

Lummy Rushiti, the director of government affairs for VBikes, said they chose to expand into Irving because the city is home to large companies and a growing population.

"The Irving area is home to quite the handful of Fortune 500 companies: Exxon Mobile, Nokia America, and the American headquarters of BlackBerry are just a few," he said via email.

"Despite its proximity to one of Texas' largest cities, last year *Forbes* rated Irving the seventh fastest growing city in the country with nearly 14% growth since 2007. The City of Irving will

open many doors for our bike share program."

While the bikes will be new to Irving, they have already been on the streets in Dallas and Denton since this summer. Like Irving, Denton uses VBikes. Various bike-sharing companies, including VBikes, began parking them near Klyde Warren Park and a few other corners of downtown Dallas in early June.

Bike sharing programs have grown across the U.S. from four systems in 2010 to 55 systems in 2016, according to [data from the National Association of City Transportation Officials](#).

Irving's current agreement does not say the city cannot enter into a contract with other bike-sharing companies, such as Spin and Limeshare. But Stopfer said they are sticking with VBikes until they can determine the program's success.

"We are expecting it will be very successful," he said. "We are excited to try it and to know where it all goes."

IRVING CITY Spectrum digital

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Nov. 8, 2017 | CityofIrving.org



Irving Teen Court Celebrates 25 Years

For the past 25 years, the City of Irving Teen Court program has helped area youth maintain clear records while fostering active engagement in the judicial system. The program, which operates through the Municipal Court, launched in 1992 under the guidance of Jean Griffin and Martha Tucker. The goal of the program was to offer teens an alternative sentencing option so they could make restitution for their mistakes, rather than being convicted and hindering their chances of college acceptance or career advancement.

Today, the program is run by Jennifer Bozorgnia, Teen Court coordinator, and Rachel Castro, Teen Court assistant. While much has changed during the past 25 years, the passion for the program and the high completion rate have helped the program remain a fixture in the community.

[Read more about the program.](#)

Residents Invited to City of Irving Town Hall Meeting

Join Irving leaders for a citywide Town Hall Meeting to learn about ongoing and future city projects and initiatives.

The meeting will be held from 6:30 to 8 p.m. Nov. 13 at Northwest Park Recreation Center, 2800 Cheyenne St.



Quick Links

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

Connect With Us

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Live Long and Prosper Adoption Event Targets Senior Pets

All available animals 5 years and older are the focus in November at the Irving Animal Care Campus. Senior dogs and cats are available for free adoption all month. Visit the shelter or view available animals [online](#).

Adopters must be at least 18 years of age and have a valid form of identification.

[Click here](#) for more information.

Nov. 9 | City Council Meeting

7 p.m. | Irving City Hall, 825 W. Irving Blvd.

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

Capturing the Story of Irving



Imagine visiting a municipal museum that narrates the story of its past while highlighting its diversity, as well as its present and future prospects with the residents who call the city home.

In 2018, the City of Irving will begin weaving that possibility into reality. Beginning early next year, the city will accept bids for construction on the upcoming Irving

Museum and Archives. The museum will be located on the first floor of the former Irving Central Library, 801 W. Irving Blvd., directly under The Study, the innovation center. While design details are in the works, the \$2 million project will span 22,000 square feet, overlooking the Veterans Memorial Park to the east.

The museum will be managed by the Arts and Culture Department, which oversees the Irving Arts Center, Irving Archives, Jackie Townsell Bear Creek Heritage Center, the Mustangs of Las Colinas and the Ruth Paine House Museum. Under the department's leadership, the history museum will become a Smithsonian Affiliate institution.

[Click here](#) to learn more about the museum.

Recreation Centers Organize Canned Food Drive

Throughout the month of November, Irving recreation centers will be collecting canned food and nonperishable pantry items to donate to Irving Cares this holiday season. Collection bins will be located near each center's front office and will be accessible during regular business hours.

- [Cimarron Park Recreation Center](#), 201 Red River Trail, (972) 910-0702
- [Georgia Farrow Recreation Center](#), 530 Davis Drive, (972) 721-2519
- [Heritage Senior Center](#), 200 S. Jefferson St., (972) 721-2496
- [Lee Park Recreation Center](#), 3000 Pamela Drive, (972) 721-2508
- [Lively Pointe Youth Center](#), 909 N. O'Connor Road, (972) 721-8090
- [Mustang Park Recreation Center](#), 2223 Kinwest Parkway, (972) 556-1334
- [Northwest Park Recreation Center](#), 2800 Cheyenne St., (972) 721-2529
- [Senter Park Recreation Center](#), 901 S. Senter St., (972) 721-2641

[Click here](#) for more information.

Get Ready for Cooler Temperatures



As the days turn colder, the U.S. Department of Energy has some tips to help save money and stay warm all while staying environmentally friendly.

A weatherized home helps by saving energy, and it can also improve comfort. Start by conducting a home energy audit to build a strategy for home weatherization through air sealing, insulation, moisture control and ventilation.

[Learn more about home weatherization.](#)

Nov. 9 - Nov. 10 | [Heritage Christmas Bazaar](#)

9 a.m. to 8:30 p.m.,
Thursday, Friday |
Heritage Senior
Center, 200 S.
Jefferson St.

Nov. 10 | [Household Document Shredding, Electronics Recycling](#)

11 a.m. to 2 p.m. |
Briery Municipal
Compound, 128 N.
Briery Road

Nov. 11 | [Irving Arts Center Farmers Market](#)

10 a.m. to 3 p.m. |
Irving Arts Center,
3333 N. MacArthur
Blvd.

Nov. 11 | [Teen Jam: Thanksgiving Turkey Shootout](#)

7 p.m. to 11 p.m. |
Lively Pointe Youth
Center, 909 N.
O'Connor Road

Nov. 12 | [AquaStars](#)

11:30 a.m. to 1 p.m. |
Heritage Aquatic
Center, 200 S.
Jefferson St.

Nov. 15 | [Affordable Spay/Neuter Transport from Irving Animal Care Campus](#)

7 to 7:30 a.m. | Irving
Animal Care Campus,
4140 Valley View Lane

Nov. 16 | [Trees for North Texas](#)

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



IRVING CITY Spectrum

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Nov. 1, 2017 | [CityofIrving.org](#)



Construction Continues on Westin-Irving Convention Center Hotel

It was just eight months ago when the first tractors turned the dirt on the site for the Westin-Irving Convention Center hotel, and it has been onward and literally upward ever since.

Crews have completed the floors for the first two levels of the hotel, and they hope to have levels three, four and five done by month's end. While work moves along on the 12-story structure, crews are preparing to pour the foundation for what will be an 840-space parking garage that will sit adjacent to the hotel.

"This hotel is the final component in rounding out Irving's 'live, work, play' lifestyle. This is a special and very exciting time for the City of Irving. We were already a major player in the metroplex, but this addition will definitely take us to the next level," said Irving Mayor Rick Stopfer.

Once the last tile is laid, the upscale hotel will fly the Westin flag and will boast 350 guest rooms and 16,000 square feet of meeting space, including a 10,000-square-foot ballroom. Construction is expected to be completed by early 2019.

[Click here](#) for the full story.

Residents Invited to City of Irving Town Hall Meeting



Quick Links

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

Connect With Us

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

Change Your Clocks, Change Your Batteries

Residents are reminded to **set clocks back one hour** for the ending of daylight saving time **Nov. 5**.

As part of the Irving Fire Department's Change Your Clock, Change Your Battery campaign, it's also recommended that residents **replace smoke detector batteries** when changing clocks this month.

Nov. 2 | [Day of the Dead Celebration](#)

4 to 6 p.m. | East Branch Library, 440 S. Nursery Road

Nov. 4 | [BioBlitz](#)

Join Irving leaders for a citywide Town Hall Meeting to learn about ongoing and future city projects and initiatives.



The meeting will be held from 6:30 to 8 p.m. Nov. 13 at Northwest Park Recreation Center, 2800 Cheyenne St.

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

Register Now for Thanksgiving Camp

City recreation centers will offer a Thanksgiving Break Camp for children in grades K-5 on Nov. 20-22. A variety of activities will be offered in a fun and safe environment, including arts and crafts, gym games, field trips and more.

Campers are asked to bring a sack lunch each day, but are provided with morning and afternoon snacks. Camp hours are 7 a.m. to 6 p.m. Cost is \$60 per child. A valid IPAR membership is required to register.

[Click here](#) to register online. In-person registration also is available at the preferred recreation center.

Workshop Talks About Native North Texas Trees



Join the Think Green Be Green team for "Trees for North Texas," to be held 6 to 8 p.m. Nov. 16 at the South Irving Library, 601 Schulze Drive.

Trees are an important investment to a property. Selecting the right tree and planting it properly helps improve the sustainability of a home or business landscape. This program teaches proper tree selection

and planting for North Texas, as well as proper watering, pruning, common insect issues and diseases. Tree list provided.

[Click here](#) to register. For more information, call (972) 721-2646.

Register for Holiday Extravaganza Parade

Applications for the 2017 Holiday Extravaganza Parade are now being accepted. Families, businesses, community organizations and neighborhoods are encouraged to enter a decorated vehicle, float or walking group. Registration is free, easy and can be completed online. Visit IrvingEvents.org to complete the online entry form or [visit the form now](#). Applications are due by Nov. 25. Participants are required to attend mandatory parade meeting 6 to 7 p.m., Nov. 28 in the Irving City Hall Council Chambers, 825 W. Irving Blvd.



The annual parade is followed by a holiday stage show at Irving City Hall, featuring live music, free hot chocolate and a visit from Santa. The evening concludes around 6:30 p.m. with the lighting of the city holiday tree and a fireworks display. For more information about the event, call (972) 721-2501.

9 a.m. to noon | Bird's Fort Trail Park, 5756 Riverside Drive; registration required.

Nov. 4 | [Irving Arts Center Farmers Market](#)

10 a.m. to 3 p.m. | Irving Arts Center, 3333 N. MacArthur Blvd.

Nov. 4 | [Teen Driver Safety Fair](#)

1 to 4 p.m. | Lively Pointe Youth Center, 909 N. O'Connor Road

Nov. 6 - Nov. 10 | [Heritage Christmas Bazaar](#)

9 a.m. to 8:30 p.m., Monday, Tuesday, Thursday, Friday; 9 a.m. to 4:30 p.m. Wednesday. | Heritage Senior Center, 200 S. Jefferson St.

Nov. 7 | [Organic Amendments in the Garden](#)

6 to 7:30 p.m. | Valley Ranch Library, 401 Cimarron Trail

Nov. 8 | [Veteran's Day Senior Lunch](#)

11:30 a.m. to 1 p.m. | Senter Park Recreation Center, 901 S. Senter St.

Nov. 10 | [Household Document Shredding, Electronics Recycling](#)

11 a.m. to 2 p.m. | Briery Municipal Compound, 128 N. Briery Road

Nov. 12 | [AquaStars](#)

11:30 a.m. to 1 p.m. | Heritage Aquatic Center, 200 S. Jefferson St.





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

October 2017

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	JPI	1100 Lake Carolyn Pkwy	5-story 286 unit apts with 5-story garage	497,127 SF	\$29,000,000	Permit Issued	2/28/2017	Irving	Jul-17
2	ARG/TDK Las Colinas	900 Lake Carolyn	Apts-Parking Garage	522,053 SF	\$37,500,000	Permit Issued	3/30/2017	Irving	Aug-17
3	Jefferson Promenade	555 Promenade Pkwy	Apts-Parking Garage	881,793 SF	\$46,400,000	Permit Pending	5/8/2017	Irving	May-17
4	Brownstones Bldg 7	101 Decker Dr.	Condos	15,640 SF	\$991,990	Permit Pending	9/21/2017	Irving	Sep-17

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	840 Ranchview Dr.	Office Complex	5,655 SF	\$650,000	Permit Pending	5/11/2016	Irving	May-16
2	EZ Bail Bonds	330 Virginia	Bail Bonds Office	4,810 SF	\$200,000	Permit Pending	10/10/2016	Irving	May-17
3	David McDavid	3700 W. Airport Fwy	Car Dealership	6,471 SF	\$5,700,000	Permit Issued	1/20/2017	Irving	May-17
4	Pioneer Natural Resources	777 Hidden Ridge	Office	150000 SF	\$107,230,200	Permit Issued	6/10/2017	C-FB	Jul-17
5	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
6	Clay Cooley Car Wash Addn.	1255 E. Airport Fwy	Service Shop	1,240 SF	\$270,000	Permit Pending	7/27/2017	Irving	Aug-17
7	QTS	6351 Longhorn Dr.	Office/Data Center	379,680 SF	\$55,000,000	Permit Issued	7/19/2017	Irving	Sep-17

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Main St. Warehouse	701 N. Main St.	Warehouse	5,999 SF	\$9,000	Permit Pending	11/30/2016	Irving	Nov-16
2	Johnny's Automotive	1091 N. Britain Road	Auto Repair	4,500 SF	\$171,000	Permit Pending	9/21/2016	Irving	Jan-17
3	J & J Repair	702 S. Irving Heights	Auto Repair	3,535 SF	\$134,330	Permit Approved	1/31/2017	Irving	Mar-17
4	Davis Crane Addition	1222 N. Loop 12	Warehouse	3,750 SF	\$360,000	Permit Issued	3/17/2017	Irving	May-17
5	Service 1st Mechanical	3090 Rock Island	Ofc/Warehouse	5,250 SF	\$300,000	Permit Issued	4/28/2017	Irving	Jul-17
6	Shell Bldg	2800 Valley View	Warehouse	294,795 SF	\$10,000,000	Permit Issued	6/5/2017	Irving	Jul-17
7	Shell Bldg	3600 W. Royal Lane	Warehouse	114,621 SF	\$8,500,000	Permit Issued	6/30/2017	Coppell	Jul-17
8	Shell Bldg	6501 Shorthorn Dr.	Warehouse	47,485 SF	\$3,000,000	Permit Pending	6/9/2017	Irving	Jul-17

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	7-Eleven	8235 Esters Blvd	Convenience store/gas	3,027 SF	\$500,000	Permit Issued	5/4/2017	Irving	Aug-17
2	Shell Bldg.	6941 Riverside Dr.	Shell Bldg.	12,136 SF	\$900,000	Permit Issued	6/2/2016	Irving	Sep-17
3	Shell Bldg.	3275 & 3285 Regent Blvd.	Two Shell Bldgs.	A Bldg. 6,510 SF B Bldg. 6,049 SF	\$1,569,875	Permit Issued	4/19/2017	Coppell	Aug-17
4	Family Dollar	4395 W. Northgate	Retail	8,463 SF	\$800,000	Permit Pending	4/12/2017	Irving	Apr-17
5	QuikTrip	NWC of S.H. 114 & Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Jul-17

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

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Taco Bell	3255 Regent	Restaurant	2,730 SF	\$200,000	Permit Issued	12/29/2016	Coppell	Jul-17
2	El Pollo Regio	1300 E. Airport Fwy	Restaurant	1,171 SF	\$750,000	Permit Pending	1/9/2017	Irving	Feb-17
3	Whiskey Cake	3225 Regent	Restaurant	8,623 SF	\$2,600,000	Permit Issued	5/1/2017	Coppell	Sep-17
4	Texas Road House	2525 I.H. 635	Restaurant	7,163 SF	\$750,000	Permit Pending	8/21/2017	Coppell	Sep-17

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Barkaat UL Quran	2380 W. Northgate Dr.	Church	12,200 SF	\$1,500,000	Cancelled	8/29/2016	Irving	Sep-16
2	Water Street O'Connor LP	5216 N. O'Connor	APT Station	3,050 SF	\$2,700,000	Permit Issued	9/2/2016	Irving	Apr-17
3	Iglesia de Dios	2102 Rock Island	Church	4,485 SF	\$150,000	Permit Pending	11/23/2016	Irving	Nov-16
4	Baylor Scott & White CUP (Central Util. Plant)	1313 Lane St.	Utility Plant	18,914 SF	\$28,000,000	Permit Issued	3/30/2017	Irving	Aug-17
5	Baylor Scott & White Lobby Addn	1901 N. MacArthur Blvd.	Hospital lobby addition	65,000 SF	\$11,500,000	Permit Issued	5/19/2017	Irving	Sep-17
6	Greater Cornerstone Church	2050 S. MacArthur Blvd.	Church	8,700 SF	\$775,000	Permit Issued	6/1/2017	Irving	Sep-17
7	Valley Ranch Islamic Center	351 Ranchview	Church	15,814 SF	\$4,000,000	Permit Pending	6/14/2017	Irving	Jul-17
8	Baylor MOB III	2005 West Park Dr.	Med. Office	58,485 SF	\$6,000,000	Permit Pending	8/4/2017	Irving	Aug-17
9	Care Now	2851 W IH 635	Med. Clinic	5,560 SF	\$1,500,000	Permit Approved	8/14/2017	Coppell	Sep-17

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE		
	Sep-17	34	\$14,179,922	31	\$13,204,922	3	\$975,000		

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

C-FB = Carrollton-Farmers Branch

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 20, 2017**

STAFF REPORTS

ICVB Memorandum

Date: November 7, 2017
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services
 RE: Sales & Services Department Board Report for September/October 2017

Convention Sales & Services Staff Activities

Leads Generated	September	October	YTD
Irving CVB – Hotel Leads	106	164	164
Irving Convention Center Leads	82	152	152

September

Room Nights Generated	Monthly Goal	September 2017 Actuals	September 2016 Actuals	FY2016-17 Annual Goal	FY2016-17 YTD Actuals	FY 2015-16 YTD Actuals	September Convention Center	Convention Center YTD Actuals
Definite Room Nights	15655	35716	25118	187860	225232	184177	7852	19628
Lost Room Nights		7344	98929		237039	306067	237	83089

October

Room Nights Generated	Monthly Goal	October 2017 Actuals	October 2016 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	October Convention Center	Convention Center YTD Actuals
Definite Room Nights	16017	12541	9715	192205	12541	9715	245	245
Lost Room Nights		16829	14047		16829	14047	8958	8958

Travel & Activity

September	Organization	Event	Location
5-6	Hotel Sales and Marketing Association International	Leadership Conference	Leesburg, VA
5-10	Professional Fraternities Association	Annual Convention	Birmingham, AL
17-20	Texas Society of Association Executives	Annual Meeting	Houston, TX

October	Organization	Event	Location
2-6	Irving Convention & Visitors Bureau	State Association Sales Calls	Austin, TX
5	Irving Convention & Visitors Bureau	Quarterly Client Luncheon	Austin, TX
9-13	IMEX Exhibitions	IMEX America's	Las Vegas, NV
23-26	Collinson's Publishing	Connect Faith	Cincinnati, OH
26-29	National Panhellenic Council	Annual Convention	Denver, CO
29-31	Meeting Professionals International Hill Country Chapter	Texas Education Conference	Waco, TX

Customer Services Activity September/October 2017

Groups Served	
September	18 groups served
2016-2017 YTD	212 groups served (up 47% over 2015-2016)
October	17 groups served
YTD	17 groups served

Proclamations/Welcomes/Flags:

- Flag Presentation - Dr. Tim LaHaye Pre Trib Conference
December 3, 2016, Dennis Webb
- Flag Presentation - Prince Hall Masons of Texas
February 17, 2017, Dennis Webb
- Greeting/Welcome - SW Commission on Religious Studies
March 11, 2017, Dennis Webb
- Greeting/Welcome – NTBA
March 27, 2017, Brad LaMorgese

Proclamations/Welcomes/Flags Continued:

- Greeting/Welcome Vietnam Veterans of America Texas State Council
May 15, 2017, Kyle Taylor
- Ribbon Cutting – Opening Ceremony for DFW Minority Council
May 9, 2017, Kyle Taylor
- Mayoral Welcome Letter – Fletcher Family Reunion
August 14-16, 2017
- Greeting/Welcome – Texas Industrial Vocational Association
August 17, 2017, Kyle Taylor
- Proclamation, Mayor Letter – East African Chamber of Commerce,
October 6, 2017
- Mayor Welcome Letter – Texas Council for Social Studies,
October 17, 2017

September Servicing and Inventory:

Service Type	# of Groups Served in September	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Greeting/Letter
Name Badge-Lanyard Services	7	2300 Badges/2000 Lanyards
Pens/bags	10	2600 pens/750 Bags
Promotional Materials	7	1300+
Staffing Services	7	125 Hours

Event Location: Hotels: 6 Irving Convention Center: 9 Other: 3

October Servicing & Inventory:

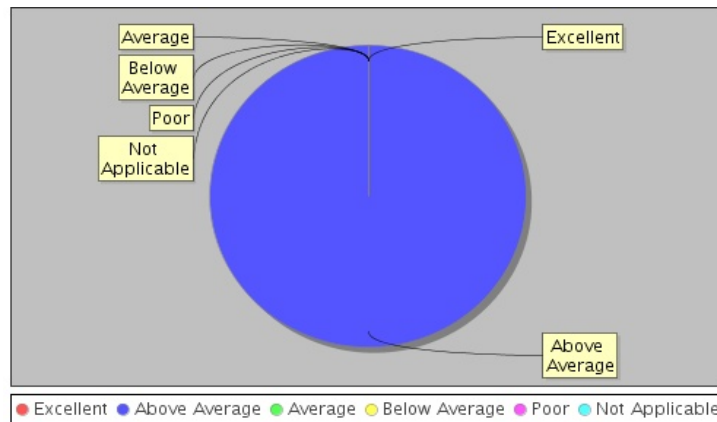
Service Type	# of Groups Served in October	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	Mayoral Letter for Convention Programs
Name Badge-Lanyard Services	7	2100 Badges/2200 Lanyards
Pens/bags	10	2400 Pens/1030 Bags
Promotional Materials	6	2000+
Staffing Services	4	106 Hours

Event Location: Hotels: 10 Irving Convention Center: 6 Other: 1

Customer Service Satisfaction Survey Results

September 1-30, 2017

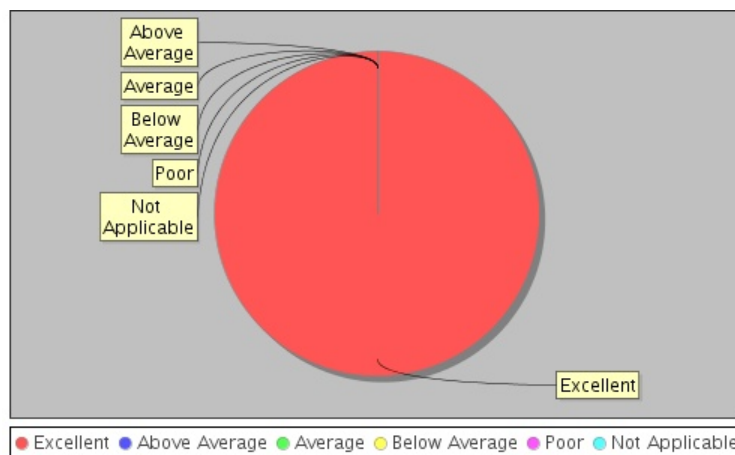
1. How was your overall destination experience?



9/01/2017 – 9/30/2017

Score: 80.0 / 100.0

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

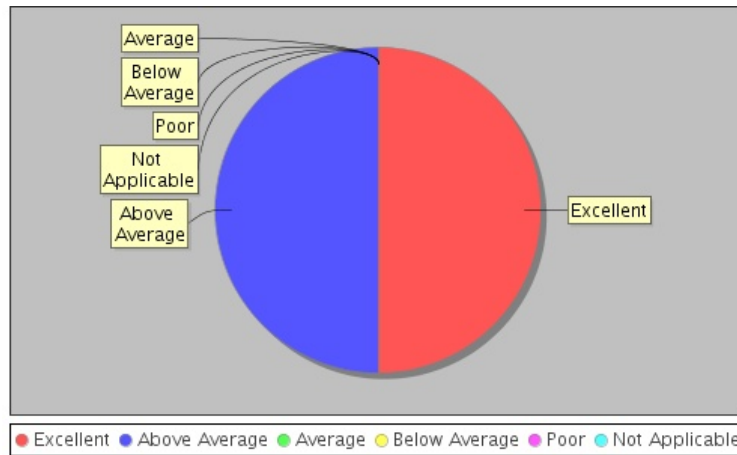


9/01/2017 – 9/30/2017

Score: 100.0 / 100.0

October 1-31, 2017

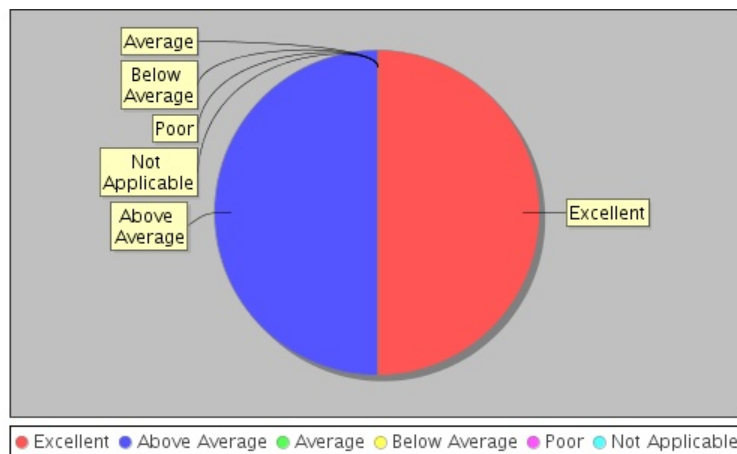
1. How was your overall destination experience?



10/01/2017 – 10/31/2017

Score: 90.0 / 100.0

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



10/01/2017 – 10/31/2017

Score: 90.0 / 100.0

**Definite Bookings
November 2017 – February 2018**

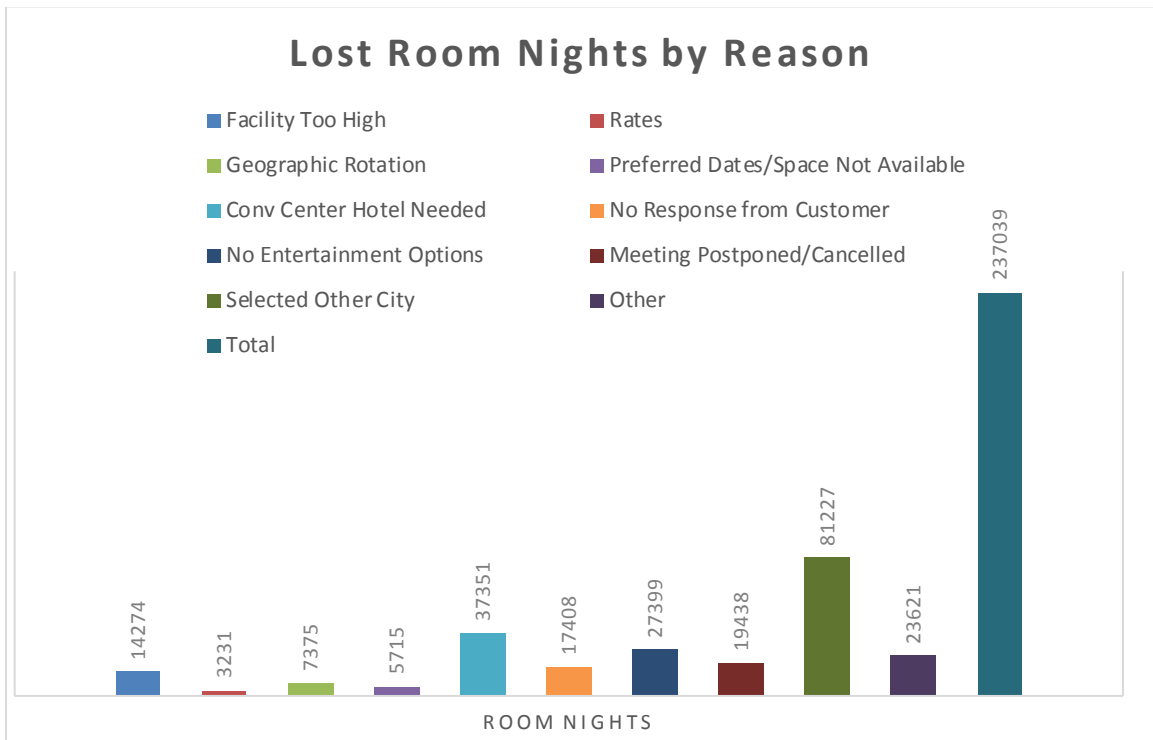
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Independent Insurance Agents of Dallas	All Industry Day 2017	11/1/2017	11/2/2017	500	20
Turnbridge Capital, LLC	Turnbridge Capital, LLC annual Partner Meeting	11/1/2017	11/2/2017	50	70
Franklin Covey	2017 Western Region Kick-Off Meeting	11/1/2017	11/3/2017	154	308
National Association of Nigerian Nurses in N AM	2017 Conference	11/2/2017	11/4/2017	200	600
Texas Optometric Association, Inc.	Texas Optometric 2017 EyeCon	11/2/2017	11/5/2017	500	240
University of Central Florida	UCF Football Team UCF vs SMU	11/2/2017	11/3/2017	120	103
Southern Collegiate Athletic Conference	Trinity University Men's Soccer Team	11/2/2017	11/4/2017	24	36
IEEE Electronic Packaging Society	Planning Meeting 2017	11/2/2017	11/4/2017	75	75
Pathways Core Training Inc.	Pathways Monthly November 2017	11/3/2017	11/18/2017	110	273
World Wide Marriage Encounter	World Wide Marriage Encounter	11/3/2017	11/5/2017	65	50
Global Atlantic Financial Group	2017 Afortus Financial Meeting	11/3/2017	11/8/2017	70	146
AAA Texas	ALE SOLUTIONS FOR AAA	11/3/2017	11/6/2017	65	103
Classic Elegance Coaches	Fan Days - Dallas Cowboys Game	11/4/2017	11/5/2017	65	40
Kansas City Chiefs Football Club	Kansas City Chiefs vs Dallas Cowboys 2017	11/4/2017	11/5/2017	200	130
Military Sky Ball - Airpower Foundation	Military Sky Ball	11/5/2017	11/13/2017	5000	1000
Symantec	Symantec 2017 Healthcare Advisory Board	11/5/2017	11/7/2017	25	53
American College of Emergency Physicians	EMBRs Course November 2017	11/5/2017	11/12/2017	25	168
Association of Healthcare Emergency Preparedness Professionals	Association of Healthcare Emergency Preparedness Professionals	11/6/2017	11/10/2017	250	598
Association of Healthcare Emergency Preparedness Professionals	Association of Healthcare Emergency Preparedness Professionals	11/6/2017	11/10/2017	250	598
Brinker International	Supplier Partner Conference 2017	11/6/2017	11/7/2017	200	200
Family Life	2017 Weekend to Remember	11/8/2017	11/13/2017	500	509

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Dallas Dance Festival	Dallas Dance Festival 2017	11/8/2017	11/13/2017	374	573
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	11/8/2017	11/10/2017	20	60
BioTE Medical	BioTE - November 2017	11/9/2017	11/11/2017	100	200
Assemblies of God/Marriage	Marriage Retreat	11/10/2017	11/12/2017	80	80
Diamond Tours	Diamond Tours	11/12/2017	11/18/2017	50	54
American Red Cross	American Red Cross - Donor Recruitment Training	11/12/2017	11/16/2017	15	50
ThyssenKrupp Elevator Company	ThyssenKrupp - November 2017 Training Meeting	11/12/2017	11/16/2017	30	106
New York Life	New York Life - Fall 2017 Programs	11/13/2017	11/14/2017	60	100
USA Judo	2017 USA Judo President's Cup and Dallas Invitational D Level Competition	11/15/2017	11/19/2017	800	173
Race 13.1	BGR Fall Meet Up - Half Marathon	11/15/2017	11/18/2017	1000	204
ANIME North Texas Con	ANIME	11/16/2017	11/19/2017	1000	327
Classic Elegance Coaches	Fan Days - Dallas Cowboys Game	11/18/2017	11/19/2017	65	40
Philadelphia Eagles Football Club	Philadelphia Eagles vs Dallas Cowboys 2017	11/18/2017	11/19/2017	200	226
Classic Elegance Coaches	Fan Days - Dallas Cowboys Game	11/23/2017	11/24/2017	65	20
Dallas West Indies United	Dallas West Indies United - Annual Meeting and Gala	11/24/2017	11/25/2017	50	56
Washington Redskins Football Club	Washington Redskins vs Dallas Cowboys 2017	11/27/2017	12/1/2017	50	205
General Motors Corporation	Jack Morton SCR CCA PDD Meeting- Nov. 2017	11/28/2017	11/30/2017	180	230
Classic Elegance Coaches	Fan Days - Dallas Cowboys Game	11/30/2017	12/1/2017	65	20
Tim LaHaye	Pre Trib Conference	12/1/2017	12/6/2017	400	397
Big 12 Conference	Big 12 Championship Game 2017	12/1/2017	12/3/2017	250	150
Pathways Core Training Inc.	Pathways Monthly December Step Beyond 2017	12/2/2017	12/3/2017	110	170
Sammons Financial Group	Midland National Life Insurance Company 2017 RSD Kickoff	12/3/2017	12/6/2017	75	145
ThyssenKrupp Elevator Company	Thyssen December 2017 Sales Ramp Up for 2018 Meeting	12/3/2017	12/7/2017	30	121

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
American Red Cross	ARC - District Managers Meeting	12/3/2017	12/6/2017	65	170
Shaw Industries	Shaw Industries	12/6/2017	12/7/2017	125	250
BioTE Medical	BioTE-December 2017	12/7/2017	12/9/2017	100	200
American Red Cross	American Red Cross - Donor Recruitment Training	12/10/2017	12/14/2017	15	50
ThyssenKrupp Elevator Company	ThyssenKrupp - December 2017 Training Meeting	12/10/2017	12/14/2017	30	122
Classic Elegance Coaches	Fan Days - Dallas Cowboys Game	12/23/2017	12/24/2017	65	20
International Youth Fellowship	International Youth Fellowship	12/25/2017	12/30/2017	3000	354
Phi Kappa Tau Fraternity	Phi Kappa Tau Presidents Academy	1/4/2018	1/7/2018	200	160
OppenheimerFunds Distributor, Inc.	OppenheimerFunds Distributor January 2018 Meeting	1/4/2018	1/11/2018	300	1012
CCCI Cru Destino EFM	CCCI CRU Destino	1/10/2018	1/15/2018	500	533
Young Life	Young Life Africa 2018 Retreat	1/11/2018	1/13/2018	100	130
Kimley-Horn and Associates, Inc.	Kimley-Horn 2018 Kick-Off	1/11/2018	1/12/2018	140	170
Strat Tournament Players Club	STPC SOM 2018	1/11/2018	1/14/2018	300	104
Kempke's Music	Kempke's Fall Conference	1/14/2018	1/17/2018	110	130
Ewing Irrigation	Minor League Baseball Turf Education Symposium	1/14/2018	1/15/2018	100	200
Society for Information Management	SIM Advanced Practices Council	1/16/2018	1/17/2018	24	48
Spicy Foods Productions, LLC	ZestFEST Staff & Vendor Rooms	1/19/2018	1/29/2018	125	183
McKesson Corporation	McKesson Corporation- ILEAD	1/19/2018	1/26/2018	200	675
American Moving & Storage Association	2018 Annual Safety Conference	1/21/2018	1/23/2018	60	85
Association Member Benefits Advisors	2018 AMBA Awards Meeting	1/22/2018	1/25/2018	240	270
American College of Emergency Physicians	Medical Society Fund Raisers Network (MSFRN) Winter Meeting	1/24/2018	1/25/2018	35	70
National Athletic Trainers' Association	NATA Joint Committee Meeting 2018	1/25/2018	1/29/2018	252	482
Trustmark Insurance Company	Trustmark Producer Conference	1/25/2018	1/31/2018	175	623
Art of Movement	Art of Movement Dance Convention 2018	1/25/2018	1/28/2018	500	204

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas School for the Blind and Visually Impaired	Family Engagement Series	1/26/2018	1/28/2018	30	30
Youth America Grand Prix	Youth America Grand Prix 2018	1/30/2018	2/4/2018	200	265
Texas Academy of Physician Assistants	2018 TAPA Annual CME Conference	1/31/2018	2/3/2018	400	422
Boy Scouts of America	Boy Scouts-National Executive Board and Committee Meeting	2/4/2018	2/6/2018	100	153
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	2/7/2018	2/9/2018	20	60
The American Academy of Otolaryngic Allergy	2018 AAOA Interactive Allergy and Rhinology Course	2/8/2018	2/10/2018	150	215
Zeta Tau Alpha Fraternity	Zeta Tau Alpha	2/9/2018	2/10/2018	330	330
National Criminal Justice Training Center	Southern Regional Court Safety and Security Conference	2/11/2018	2/14/2018	300	298
Louis Vuitton North America	Annual Sales Conference	2/11/2018	2/18/2018	300	1116
Herff Jones	Scholastic Division National Sales Meeting	2/12/2018	2/19/2018	250	700
Technical Associates	Entry Level Vibration Analysis	2/12/2018	2/15/2018	10	40
Church of Christ	Church of Christ	2/16/2018	2/18/2018	800	275
Technical Associates	Technical Associates	2/19/2018	2/22/2018	10	40
Texas Wine and Grape Growers Association	Annual Conference for 2018	2/20/2018	2/24/2018	600	515
Texas Association for Marriage and Family Therapy	2018 Annual Conference	2/20/2018	2/24/2018	500	400
Monument Builders of North America	MBNA 2018 Show	2/21/2018	2/24/2018	150	355
Texas Wine and Grape Growers Association	Annual Conference for 2018 - Additional Room Block	2/21/2018	2/23/2018	600	90
Purvis Industries	Annual Ops & Sales Meeting	2/21/2018	2/23/2018	250	260
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/22/2018	2/24/2018	250	100
Southern Baptists of Texas Convention	Evangelism Conference	2/24/2018	3/1/2018	3500	670
National Systems Contractors Association	National Systems Contractors Association Conference	2/26/2018	3/3/2018	900	900
Technical Associates	Analysis II	2/26/2018	3/1/2018	10	40
First in Texas	First Robotics - First in Texas	2/28/2018	3/4/2018	1700	700

Quarterly Lost Business Report

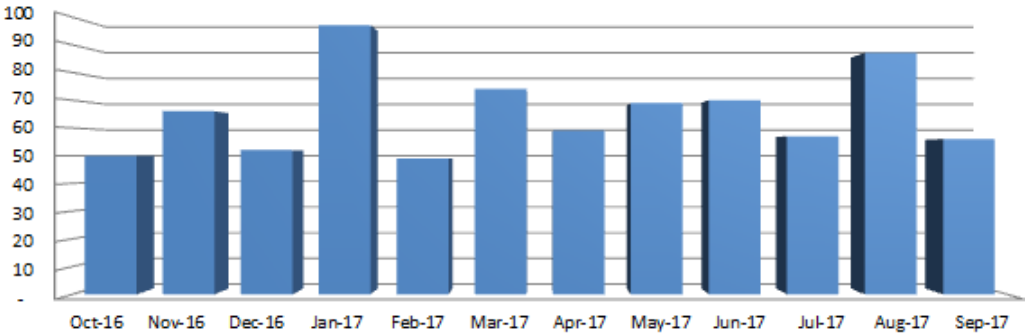


Marketing Communications

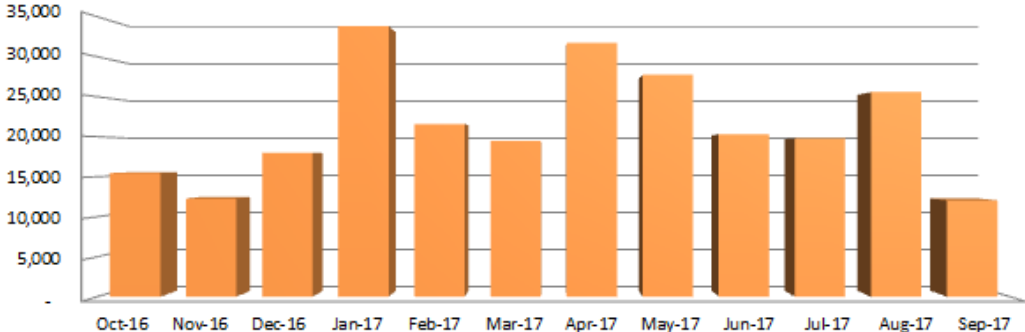
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications/Monty White, Director of Marketing
Date: November 10, 2017
Re: FY 2016-17 Board Report

Marketing Analytics Summary for FY 2016-2017

RFPs from Digital Sources

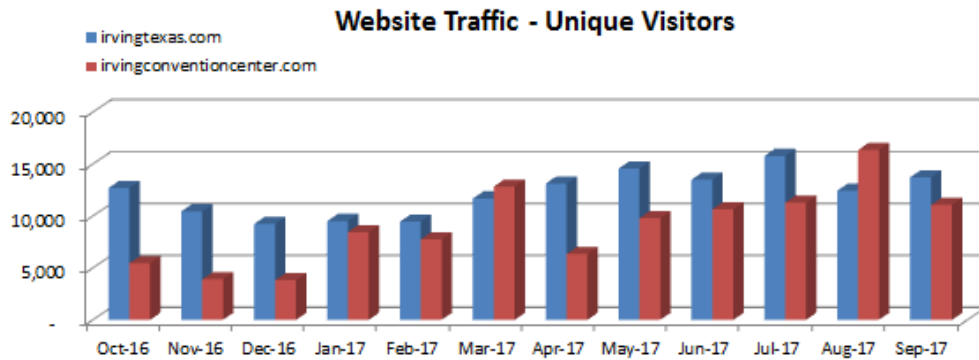


Requested Room Nights from Digital Sources



RFPS
 This year saw the highest number of digital RFPs to date. There were 786 RFPs generated this past year, which accounted for 257,693 potential room nights. This year’s number of RFPs was a 5% increase over last year’s total of 746. The number of room nights dropped slightly with an 8.5% decrease from last year’s total of 281,752.

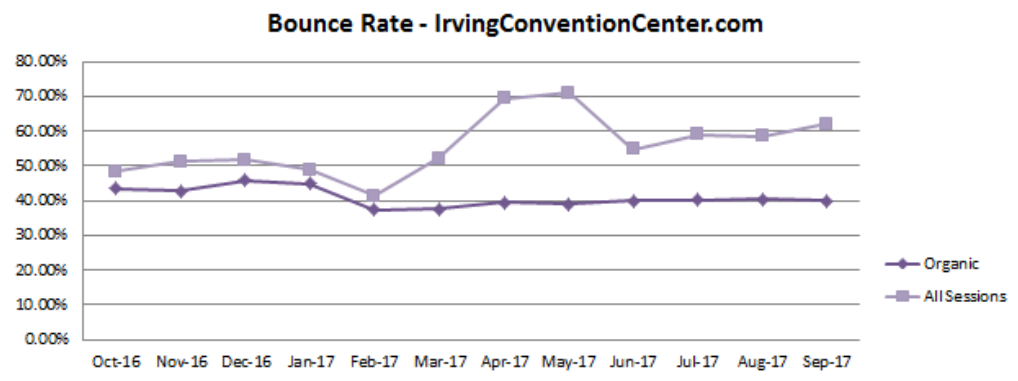
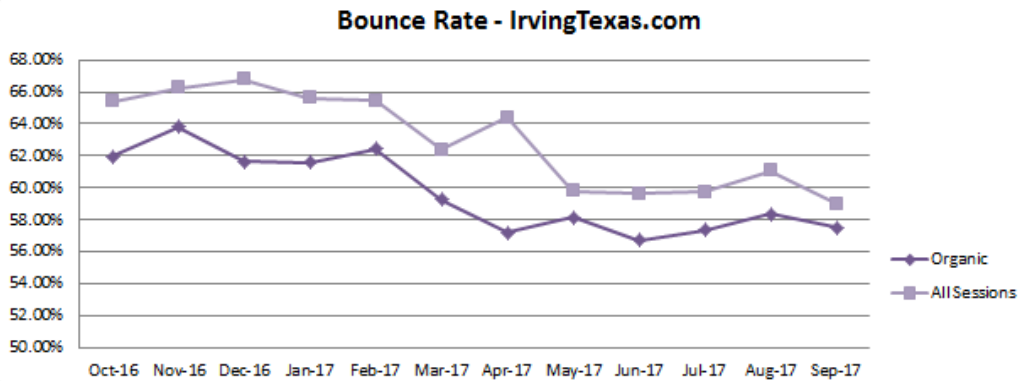
During the previous three years our advertising buy with Meetings Today has included a telemarketing campaign. This year the campaign start date was postponed until October, which accounts for an average of 18,000 potential room nights that are not included in this year’s total.



Website: Traffic

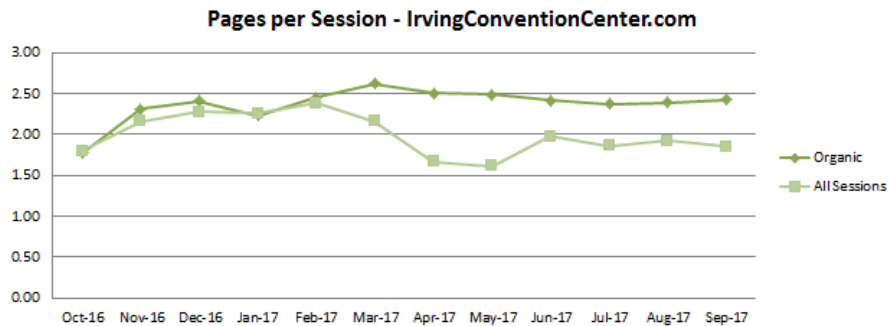
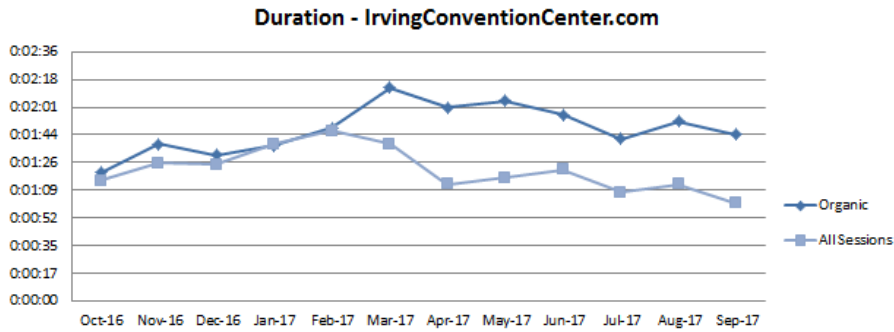
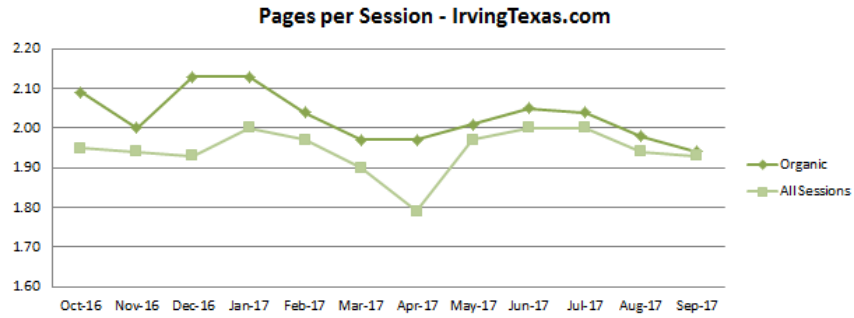
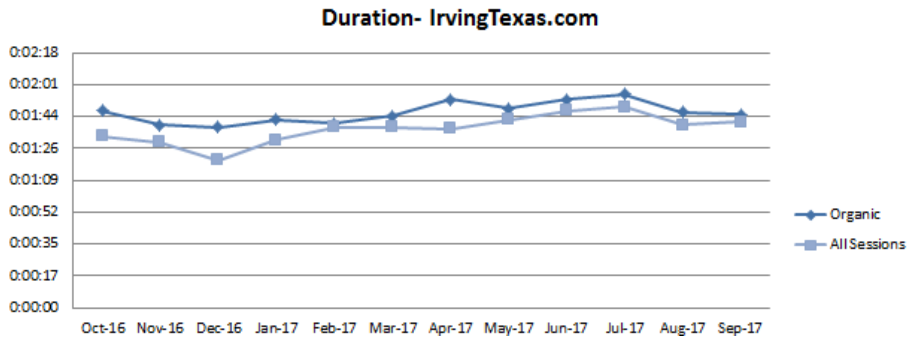
Combined website traffic this year was 304,935 visits from 246,168 unique visitors; both are a slight increase over last year. The irvingtexas.com website had the highest traffic with 169,508 visits and the Irving CVB website had 135,427. Both were increases over last year.

This year, the marketing team worked with Simpleview to improve the current irvingtexas.com SEO strategy and engage a new SEO strategy for the Irving Convention Center website. The new SEO strategy includes long-tail keyword research, Panda optimization, heat mapping, competitor analysis and improved reporting analytics. The increase in traffic to both is likely a result of these efforts with organic traffic (traffic from search engines) to the Irving Convention Center website increasing by 200% from the previous year.



Website: Bounce Rate

The combined bounce rate (the percentage of visitors landing on the site and immediately leaving) for organic visitors to both sites was 50.89%. A bounce rate of 25-40% is excellent, 41-55% is average, 56-70% is higher than average and over 70% is poor. The Irving CVB's bounce rate was 58.7%, which was slightly lower than the previous year while the Irving Convention Center site had a bounce rate of 43%, which is up slightly from last year, but significantly below previous years indicating that visitors that land on the site are staying on the site.



Website: Engagement

Visitors to the ICVB website averaged one minute 37 seconds on the site and viewed an average of 1.85 pages. Visitors to the Irving Convention Center site averaged one minute 44 seconds and viewed an average of 2.24 pages. Both metrics are about average for the tourism industry and indicate that visitors are continuing to spend time on the sites and are finding content that is relevant to them. The increased engagement over previous years is most likely related to the improved SEO, website user-experiences, and content.

Website: Improvements

The new Irving CVB website is presently scheduled to launch November 15th. The new site includes over 30 pages of new content for visitors to engage with, user-generated content, an improved events calendar, and bold new imagery. The majority of the new content is targeted primarily to leisure travelers and live music fans. Additionally, the ICVB is engaging with Simpleview’s new Content Development Team. Over the next two years, the service will improve on existing site content and

also work with a network of local writers for the creation of new content. The content development service will kick-off with a research findings presentation on January 16th.

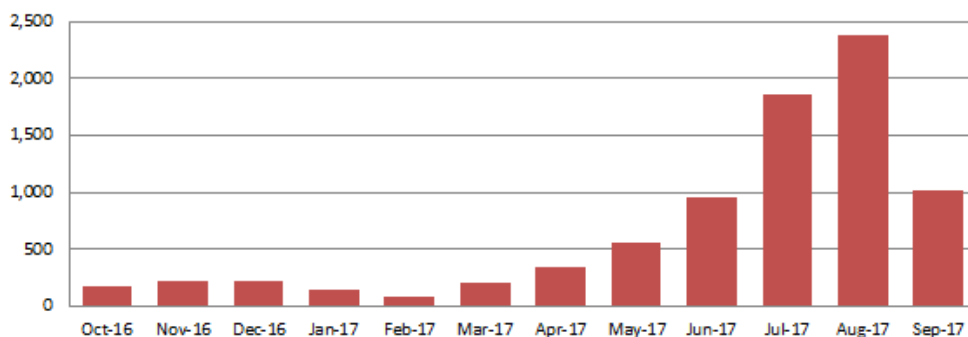
SEM

The Google AdWords Campaigns generated 21,883 click-throughs, 647 calls and 77 RFPs, which is a 15% decrease from last year. This coincides with the bureau’s 50% decrease in AdWords spending from the previous year. The campaigns performed very well despite the reduced spend and had a click-through rate (CTR) of 220%, which is significantly higher the industry average of 2.18%. This next year, the bureau is increasing the AdWords spend and the additional spend will be used for campaigns focused on leisure travelers, live music and events.

Retargeting

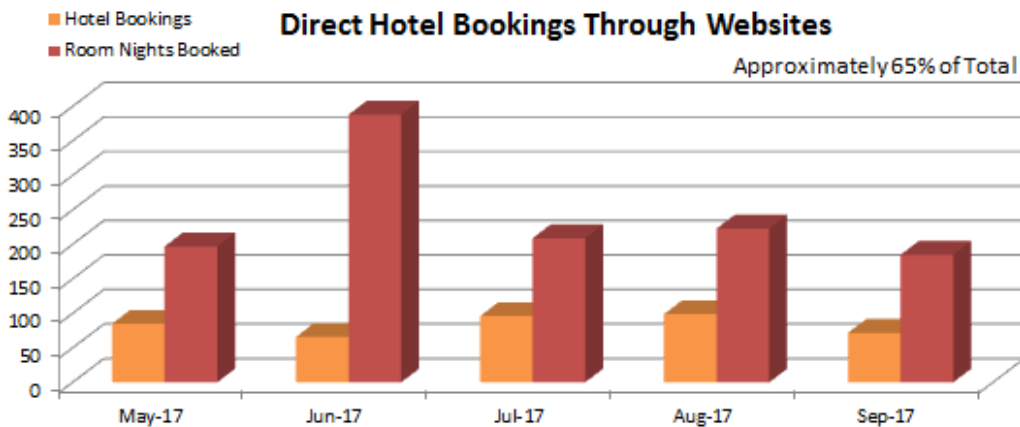
The retargeting campaign with Multiview generated 2,599 click-throughs. This was a 99% increase over last year. The Multiview retargeting campaign is a meetings-focused campaign that serves Irving and Irving Convention Center ads to planners who previously visited the MPI website.

Advertising Engagement



Advertising

Engagement with the bureau’s advertising, which focuses primarily in trade publications and includes both print and digital, had the largest response to date with 8,533 click-throughs and calls. This was a 231% increase over last year. Tegna Media, which includes a combination of display ads and targeting LinkedIn advertising, generated 2,834 click-throughs. Advertising with MPI produced 1,993 click-throughs and Meetings Today produced 814 click-throughs. For leisure travelers, the bureau’s Premium Destination Partnership and display advertising with TripAdvisor generated 1,435 click-throughs.

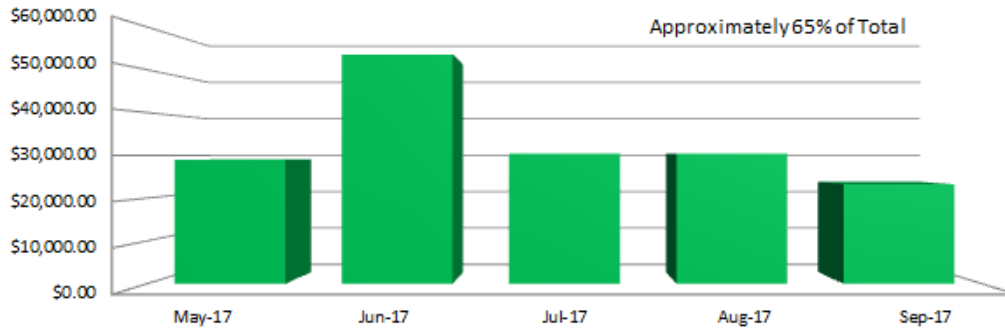


Hotel and Airline Bookings

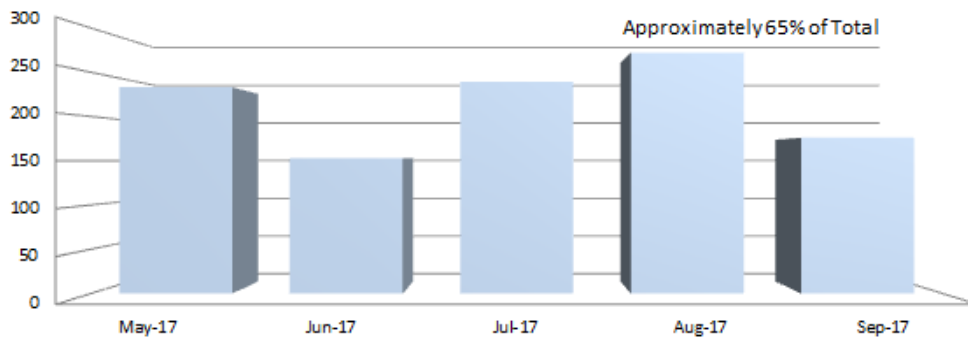
In April and May, the bureau began tracking hotel bookings, room nights, hotel revenue and flights that were booked by visitors to the Irving CVB and Irving Convention Center website through the ADARA Magellan Intelligence Platform. The platform tracks

the booking behavior of approximately 65% of these visitors in addition to those who have viewed some of the bureau’s advertising. From May through September, these visitors booked 1073 flights, 385 hotel rooms and 1,128 room nights for total hotel revenue of \$157,748. During the previous five months, these select visitors, combined with the visitors who booked directly through the Irving CVB and Irving Convention Center Websites, booked 418 hotel rooms, 1,202 room nights for total hotel revenue of \$166,519.

Hotel Booking Revenue from Website Visitors



Flights Booked by Website Visitors



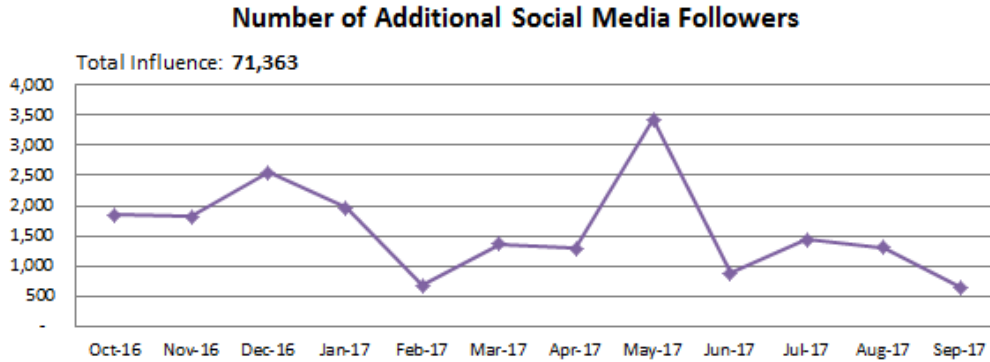
Early estimates indicate that an average of \$51,126 in hotel revenue is booked each month by visitors who have visited the Irving CVB and Irving Convention Center websites. This average is a 560% ROAS (Return on Advertising Spend) and a higher than 5:1 ratio of revenue to cost, meaning that for every dollar spent on the websites our hotel partners receive \$5.60 in direct booking revenue. Over the next year, the bureau will add additional tracking elements and continue to collect data on visitor behavior to determine a more accurate estimation of hotel bookings, room nights booked and hotel revenue generated.

Video

This past year, the bureau rolled out a series of videos including sizzle reels for the Irving CVB and Irving Convention Center and series of food reels to highlight the Irving Convention Center’s catering. The Irving CVB sizzle reel was distributed through a retargeting program with Cvent that specifically target meeting planners. The video received 10,224 views and 155,520 impressions with a 6.57% view rate and 30% of planners watched the video through completion. The CVB will run this campaign with Cvent again in 2018 and alternate the Irving CVB sizzle reel with the Irving Convention Center sizzle reel and Food Reels.

The Irving Convention Center Sizzle reel auto-plays in the header on the Irving Convention Center Website and the Food Reel auto-plays in the header on the Food and Beverage Page of the site. This past year, the combined views for all videos, including the Cvent campaign is 17,814 views with 4,635 completions. The marketing team will be rolling out another series of testimonial videos for the Irving Convention Center later this year.

Social Media Analytics



IRVING CVB/CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	Google+ Followers	LinkedIn	Pintrest
Visit Irving Texas	44,170	n/a	5,314	4,409	61	516	Coming Soon
Convention Center	11,662	121,747	2,235	1,846	25	243	Coming Soon
Impacting Irving	968	n/a	n/a	n/a	n/a	n/a	n/a

Hashtag – #VisitIrving

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

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

Social media gained 19,193 new followers this past year increasing 36.5% to a total influence of 71,363. The ICVB Facebook page continues to have the largest following with 44,170 likes, followed by the ICC Facebook page with 11,747 likes and 121,747 check-ins. The ICVB Twitter account has 5,314 followers and Instagram has 4,409.

This year, the Irving Live Campaign at the AT&T Byron Nelson was another success for the bureau and accounted for 5.75 billion impressions on various media mentioning platforms. “Visit Irving” was a popular search term on Facebook during tournament week and the number of Facebook likes increased 136% from the previous month, while the combined social media boost saw the largest increase (nearly 1,000%) of any single month to date.

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*	113,156,975	7,601,194	431,578,579	490,022,191	1,042,358,939
ADVERTISING EQUIVALENCY [†]	\$182,730	\$107,890	\$3,992,101	\$4,585,589	\$8,868,310
PUBLIC RELATIONS VALUE ^{**}	\$548,190	\$323,670	\$11,976,303	\$13,756,767	\$26,604,930


*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.

NOTE: The bureau changed its clipping service vendor during the second quarter due to inefficiency at identifying appropriate clips, as well as lacking online media tracking, hence the dramatic change in data from the first and second quarters to the third and fourth.

Attachments

 FY 2016-17 Social Insights: Visit Irving & Irving Convention Center at Las Colinas



YEAR-END RECAP

VISIT IRVING & IRVING CONVENTION CENTER

SOCIAL MEDIA

FACEBOOK

VISIT IRVING

15,067
2,604,545
1,918,531

CONVENTION CENTER

1,738
9,641,346
5,128,185

FOLLOWERS
IMPRESSIONS
REACH

INSTAGRAM

VISIT IRVING

1,014
9,472

CONVENTION CENTER

88
742

FOLLOWERS
ENGAGEMENT

TWITTER

VISIT IRVING

544
249,900
12,163

CONVENTION CENTER

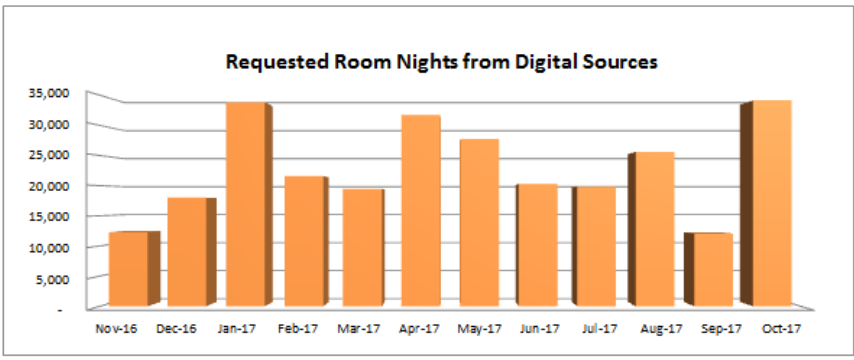
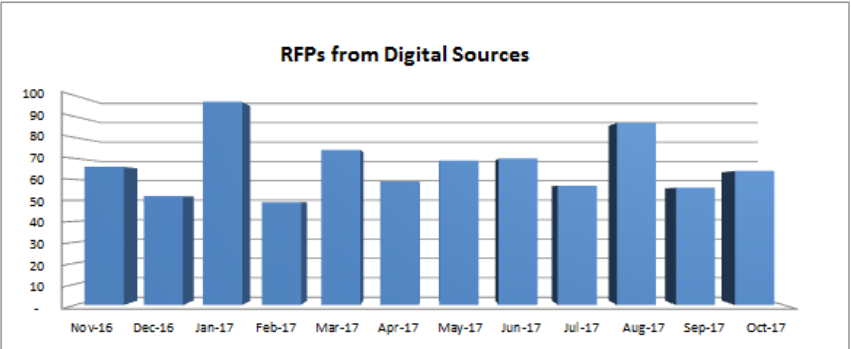
FOLLOWERS
IMPRESSIONS
PROFILE VISITS

303
90,373
5,097

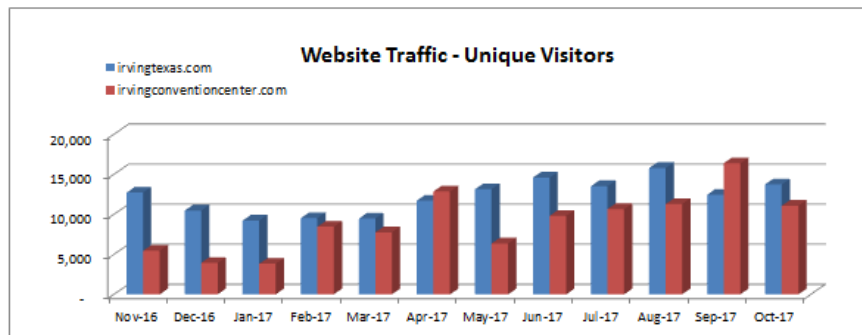
Marketing Communications

To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications/Monty White, Director of Marketing
Date: November 12, 2017
Re: October 2017 Board Report

Marketing and Advertising Analytics

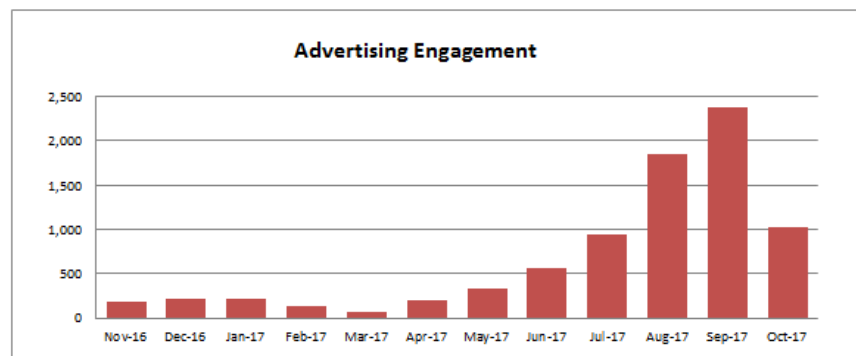


RFPs (from digital sources)
 October performed well with a total of **64 RFPs** (average) and **34,111 associated room nights** (well above average) and was the highest number of associated room nights this calendar year.



Website Traffic

Website traffic was up in October with **29,770 total website visits** and **24,927 unique visitors** to both sites. The irvingtexas.com website performed well with **13,692 unique visitors** (above average) and the irvingconventioncenter.com website had **11,235 unique visitors** (above average).



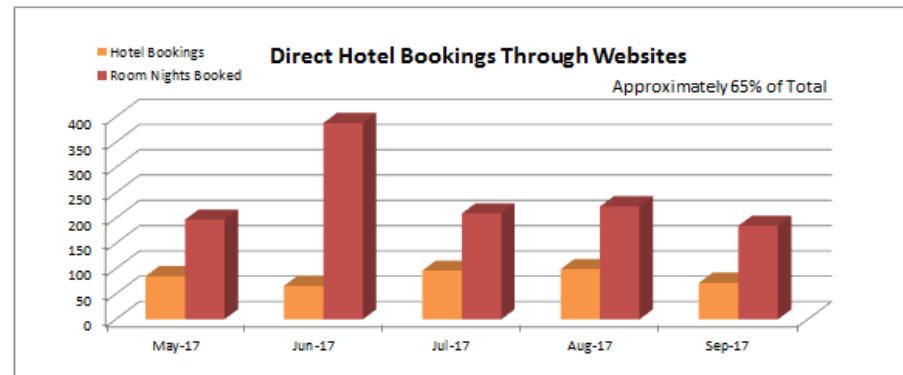
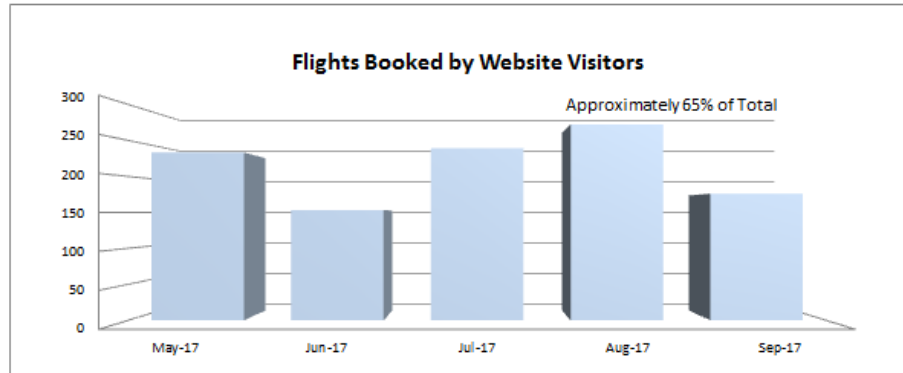
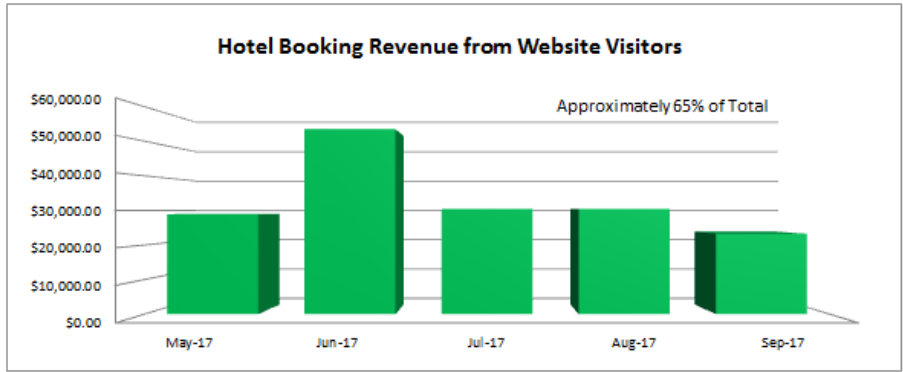
Advertising

The bureau’s advertising in trade publications, which includes both print and digital, had **617 website visits** and **62 calls** (below average). *Meetings Today* was the top performer with **261 click throughs**, followed by TripAdvisor with **218 click throughs**.

The ICVB’s ad campaign with *Fast Company* magazine continued with its third Irving-specific wrapped issue. A thousand (1,000) meeting planners throughout the country selected to get a year’s worth of wrapped publications received the Oct 2017. “The Flavorhood” focuses on the Irving Convention Center’s upscale menu, while highlighting the dining options found in the country’s most diverse zip code. A copy of this publication (and subsequent issues) will be provided at board meetings.

SEM

The bureau’s Google AdWords campaign dropped in October with **1,316 click throughs** to the irvingtexas.com and irvingconventioncenter.com websites along with **79 calls** and **5 RFP submissions**. The retargeting campaign through Multiview, which retargets meeting planners who visited MPI’s website, had **216 click throughs**



Hotel and Flight Bookings

Preliminary October information indicates that visitors to the Irving Convention Center site, booked through the direct book widget, or viewed our advertising, booked at least **67 flights** and **143 room nights** accounting for **\$20,492.94 in hotel revenue**. Missing from this month’s reporting data are bookings through the Irving CVB website. The tracking pixel on the site quit firing mid-October and will not be re-engaged until mid-November when it is integrated into the new ICVB website.

Social Media Analytics

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	45,018	n/a	5,338	4,435	521
Convention Center	11,779	125,391	2,264	1,849	249
Impacting Irving	966	n/a	n/a	n/a	n/a

Hashtag – #VisitIrving

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

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

Social Media

Social media in October was up over the previous month with **1,059 new followers** (below average). Total influence increased to **72,422** with the ICVB’s Facebook page receiving the most likes with **848 new likes** followed by the ICC’s Facebook page with **117 new likes**. Blog traffic was up significantly last month with a total of **1,586 pageviews**. The top post “48 Hours in Irving,” with **606 views** followed by “Fall into Fun in Irving, Texas” with **170 views**.

On Oct 19, marketing manager Kayla Mansour took a group of Mommy Bloggers and their children to see Shopkins Live! at the Toyota Music Factory, which resulted in numerous blogs and social postings, including the one below, which was a video of the evening and the venue.

Social Post of the Month



Mama Challenge attending Shopkins Live! Shop it Up! with Visit Irving, Texas at The Pavilion at Toyota Music Factory.

Like Page

Seeing your kid's eyes light up...that's what keeps me going every day. Last night it was this that made it all worth it.

What makes it #soworthit for you?

Thank you Visit Irving, Texas making me the "best mom ever." Can't wait to go back for date night soon!

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*	232,880,000				232,880,000
ADVERTISING EQUIVALENCY [†]	\$2,154,144				\$2,154,144
PUBLIC RELATIONS VALUE ^{††}	\$718,048				\$718,048

*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.

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Attachments

📌 October 2017 Social Insights: Visit Irving & Irving Convention Center at Las Colinas

📌 *Meetings Today* 20th Edition, Texas Supplement Section: Irving (the Mustangs of Las Colinas) was featured on the cover; Maura Gast was featured as one of three industry leaders in the state.

WHERE LOCATION MEETS INNOVATION



Social Media Insights – October 2017



FACEBOOK >



Followers 11,779



117



1,340,183

IMPRESSIONS



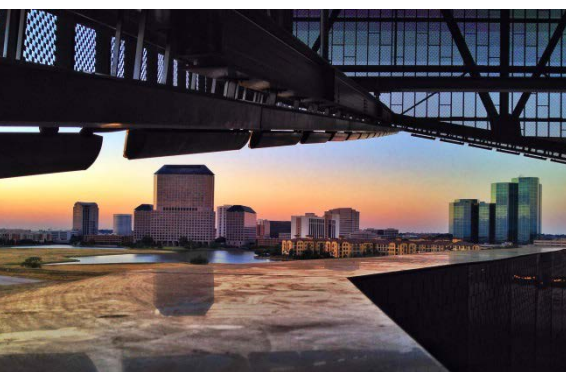
688,854

USERS



125,391

CHECK-INS



TWITTER >



Followers 2,264



29



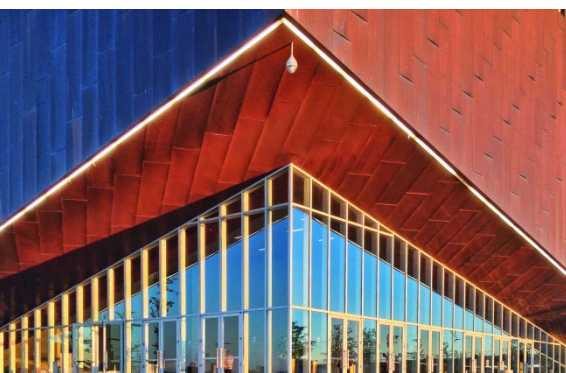
3,578

IMPRESSIONS



324

PROFILE VISITS



INSTAGRAM >



Followers 1,849



3

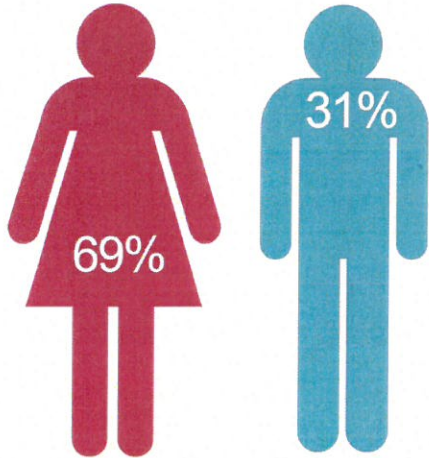


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ENGAGEMENT

IRVING TEXAS

Social Media Facts - October 2017



FOLLOWERS



FACEBOOK



TWITTER



INSTAGRAM



DALLAS
IRVING
FORT WORTH
ARLINGTON
GRAND PRAIRIE
GARLAND
PLANO
MESQUITE
CARROLLTON
LEWISVILLE

Geographical Breakdown



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



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



Engagement - Number of likes and comments on posts.

Periodical supplement to Meetings Today

meetings TODAY[®] TEXAS 09.17

Leading THE Charge

10TH
ANNIVERSARY ISSUE

In an ever-evolving meetings marketplace, Texas groups can always depend on the state's unique brand of hospitality. The amity (the word Texas derives from Native American words for 'friends' or 'allies') takes many forms on and off the visitor frontline, but its single source is home-state pride.

Appearing here and in our Texas supplements over the past decade, Lone Star ambassadors share memories, highlight accomplishments and celebrate the ties that bind.

THE INDUSTRY LEADERS

Maura Allen Gast, Executive Director, Irving CVB

Celebrating 25 years with the bureau in 2016, including the last 14 as executive director, Gast, who was born in San Angelo, Texas, has led the business-first city's transformation into a group and visitor magnet. Here, "Irving's number-one fan" (*Dallas Business Journal*, 2016) reflects on her milestone years so far.



MAURA ALLEN GAST

What drew you to the meetings industry and the Irving CVB?

Coming out of college, I knew I wanted to be in the meetings and events and advertising and promotions spaces. But I knew zero about the CVB world. Like many peers, my arrival at the Irving CVB was accidental—I came here through our film commission while working to recruit commercial production to the area.

Which accomplishments make you smile most?

Watching the many talented people who work here grow and grow, and the convention center's opening. And now, seeing the rest of that monster vision coming to fruition with the Irving Music Factory opening this Labor Day weekend, and the Westin headquarter hotel under construction and opening at the end of 2018.

What essential elements set both the city and the state apart for groups?

We are quintessentially the 'hometown with a world view,' offering the best ele-

ments of a tight-knit community in terms of service and scale, alongside world-class venues and amenities. We're truly a global community, with the nation's most diverse zip code.

What are the continuing rewards of your leadership role?

Working with the amazing teams that make it all possible, including our energetic CVB and convention center staffs, and rock star industry partners. Count also the steadfast support of our elected and appointed officials, and passion and pride of the community at large.

Ernie Loeffler, President/CEO, Fredericksburg CVB

One-year shy of his 20th anniversary as the bureau's leader, Loeffler, who spent 14 years at the San Antonio CVB before relocating to this historic German settlement in the heart of Texas Hill Country, reflects proudly on two decades of growth and change.

What drew you to Fredericksburg?

My destination marketing career began in my hometown of San Antonio, where



PLAN.

CONNECT.

ENJOY.

MEET FOR AN EXPERIENCE.

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**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 20, 2017**

CONVENTION CENTER



October 18, 2017

TO: Maura Gast, Executive Director ICVB
FROM: Oscar Sanchez, SMG Director of Finance
SUBJECT: **Monthly Financial & Sales Report – September 2017**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	112,453	73,828	99,011	917,234	1,089,268	1,032,936
Ancillary Income	374,445	314,875	258,048	3,528,132	3,414,909	3,447,463
Total Event Income	486,898	388,703	357,059	4,445,366	4,504,177	4,480,399
Other Income	121,000	27,219	24,196	490,371	346,423	428,265
Adjusted Gross Income	607,898	415,922	381,255	4,935,737	4,850,600	4,908,664
Indirect Expenses	(514,215)	(552,384)	(610,052)	(6,015,414)	(6,245,600)	(5,966,142)
Net Income (Loss)	93,683	(136,462)	(228,797)	(1,079,677)	(1,395,000)	(1,057,478)

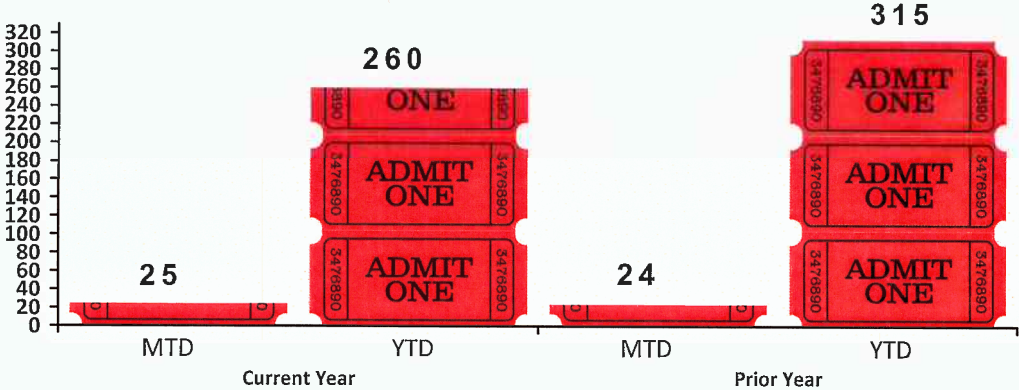
- Direct Event Income budget was achieved thanks to events like Stitches, Women's Expo and Woman's Derby.
- Event Parking revenue for September finished \$18,898 higher than budget.
- Concert Parking revenue came in strong with a gross revenue of \$81,000
- Year to date Adjusted Gross Income finished strong with Catering and Parking Revenue performing better than 2016.
- Indirect Expenses saw savings in Salaries Year to Date due to some key positions not being filled right away.
- Over all FY2017 Total Adjusted Gross Income finished \$27,059 better than Prior Year to Date, and a savings of \$315,249 in the Operating Subsidy what will be returned to the ICVB.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	471,587	299,475	342,956	4,910,728	4,358,345	4,644,270
Net Income/(Loss)	310,242	285,225	208,065	3,047,621	2,800,094	2,831,865
Net Income/(Loss) %	65.79%	95.24%	60.67%	62.06%	64.25%	60.98%

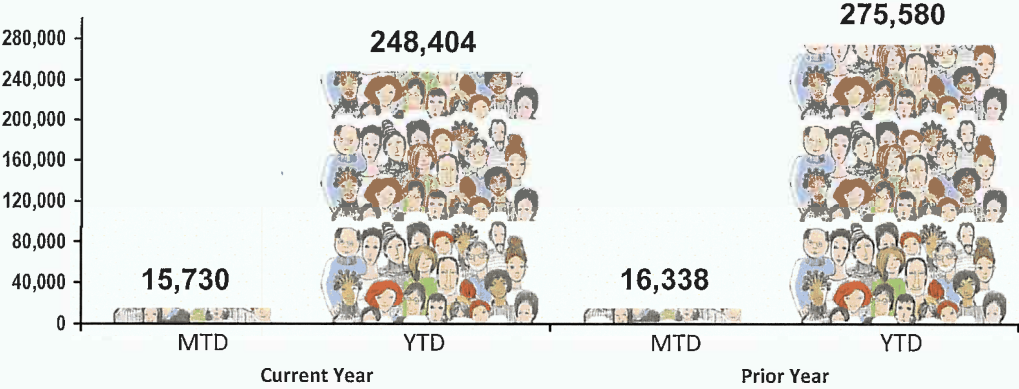
- SW Airlines, Quick Trip and Irving Cares are catering events that helped September finish strong beating budget by \$25,017
- Year to Date Catering Revenue closed the year strong with \$247,000 over last year.

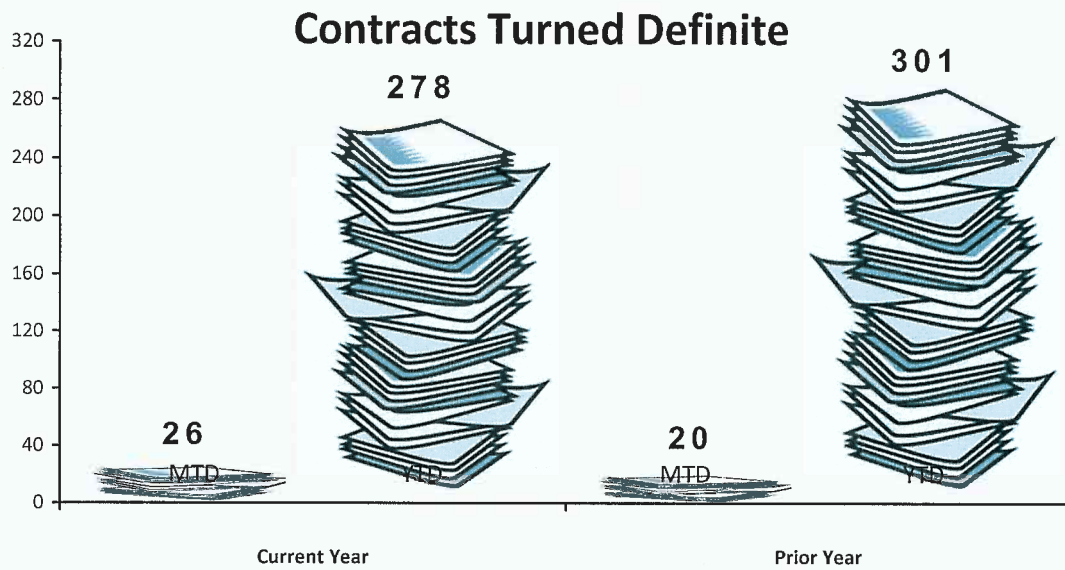
We are pleased to report the September event activity as follows:

Events



Visitors

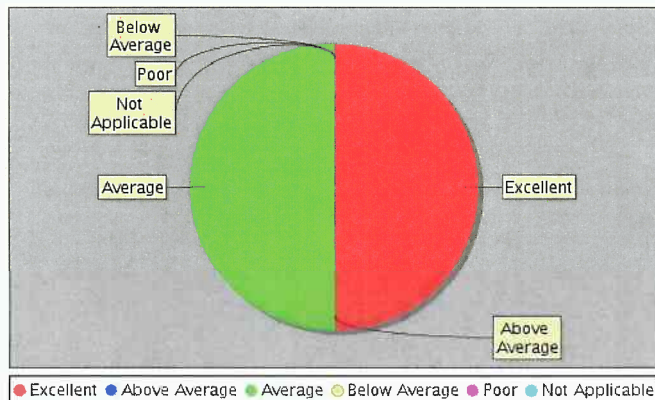




Customer Satisfaction

Current Month: Score: 80.0 / 100.0

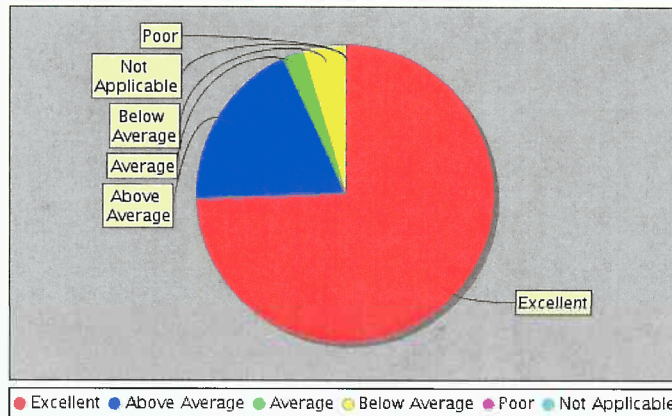
Answer #	Choices	Answers (2 total)	
1	(100) Excellent	1	50%
2	(80) Above Average		
3	(60) Average	1	50%
4	(40) Below Average		
5	(20) Poor		



Year to Date: Score: 92.0 / 100.0

Answer #	Choices	Answers (45 total)	
1	(100) Excellent	33	73.4%
2	(80) Above Average	8	17.8%

3	(60) Average	2	4.4%
4	(40) Below Average	2	4.4%
5	(20) Poor		



September Fun Facts

- *North Texas SYC Cadets* – Hosted their fencing tournament for the 5th straight year. We have them contracted for Labor Day weekend of 2018 as well.
- *Ultimate Women’s Expo* – Their program moved from early June to early September, and their attendance fell off a little from last year. They are exploring some date options for a return visit in 2018.
- *Stitches* – Attendance was heavily impacted by Hurricane Harvey. They made the most of the situation and donated a portion of their proceeds (\$20,000) to relief efforts. Group is looking to return in 2018.
- *Division One Playoffs* – Hosted this international tournament for the second time, and had great attendance and positive remarks from the show organizers.

City of Irving Target Industries Bookings

- Metro PCS – November 2017
- IES – February 2018
- FutureCom – May 2018

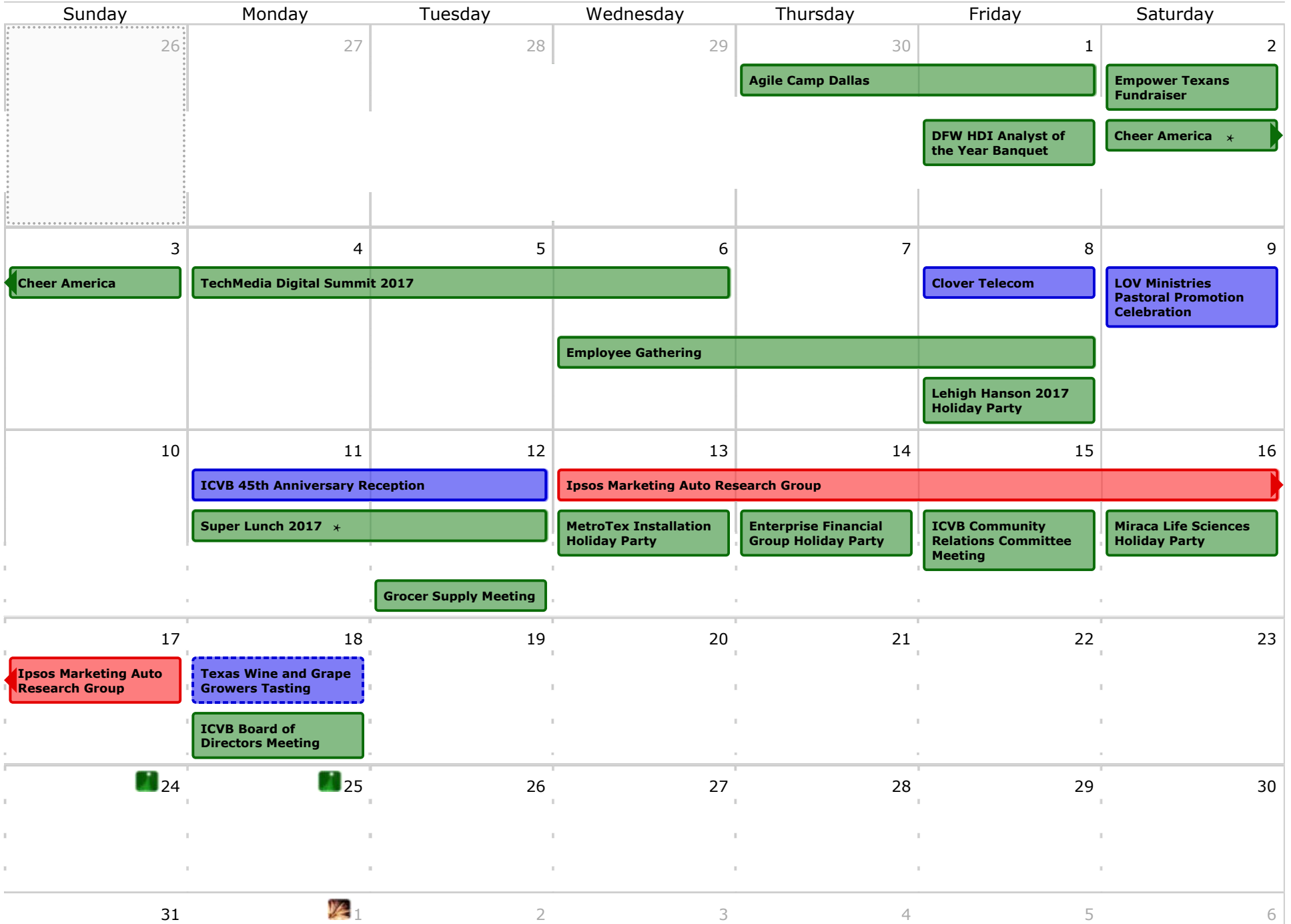
October and November at a Glance

- | | |
|------------------|---------------------------|
| • October 2-6 | Capital One |
| • October 6-7 | Baylor Heart and Vascular |
| • October 10-14 | Renny McLean Ministry |
| • October 16-17 | Gamestop |
| • October 19-22 | Fan Days 2017 |
| • October 26-27 | ASUG |
| • November 1-2 | IIAD |
| • November 5-10 | Celanese |
| • November 9-11 | Christmas Market |
| • November 13-15 | Dell EMC Forum |
| • November 17-19 | USA Judo |

November 2017 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31 🍂	1 🗓️	2	3	4
Vizient Community Day Luncheon Celebration	QuikTrip Corporation Train the Trainer Meeting		TD Industries Quarterly Meeting		Hot Tub Show *	
			2017 IIAD Jim Millerman Insurance Convention			Islamic School of Irving Banquet
5 🕒	6	7	8	9	10	11 🗓️
Hot Tub Show	Microsoft Cloud IoT Hacks Dallas			Christmas Market *		
Blood Drive						DynaTen 2017 Awards Banquet
Celanese Leadership Conference						
12	13	14	15	16	17	18
Greater DFW FCA Coaches Appreciation and Leadership Dinner	Miraca Life Science Tasting			Metro PCS 2017 DFW Retail 4th Quarter All Hands	Muscular Dystrophy Association Uncork a Cure	
	GDMF Board Meeting			HCA	USA Judo Dallas Invitational and National Presidents Cup 2017 *	
	Dell EMC Forum 2017					
19	20	21	22	23 🍂	24	25
USA Judo Dallas Invitational and National Presidents Cup 2017						
26	27	28	29	30	1	2
		DFW Business Group on Health 13th Annual Forum		Agile Camp Dallas		
		ICVB Destination Development Committee Meeting		Primary Care Innovators Network Meeting		
		Pollock eCommerce Training				

December 2017 - ICC, L1, EXH and 66 other(s)



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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
					Aflac	Las Colinas Bridal Show *
7	8	9	10	11	12	13
Las Colinas Bridal Show	Aflac		Oncor Commercial Program Outreach Meeting	Texas Home and Garden Show *		
DFW Church Worship Service		Oncor Residential Program Outreach Meeting		Texas Kick-off		Delta Sigma Theta Luncheon
14	15	16	17	18	19	20
Texas Home and Garden Show		2018 State of the City Annual Banquet	Methodist Health System Annual Leadership Meeting			
Texas Half Marathon	DECA District 7 Conference			Texas Prime Meet *		
21	22	23	24	25	26	27
Texas Prime Meet				TXU Annual Kick-off Meeting		Islamic Center of Irving Annual Banquet
Zest Fest *						
28	29	30	31	1	2	3
	Nationstar Mortgage 2018 Management Kickoff		Smart Circle International, LLC	TD Industries Quarterly Meeting		
Zest Fest *			2018 TAPA Annual CME Conference			

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, NOVEMBER 20, 2017**

**INDUSTRY REPORTS /
BOARD PARTNERS**



LAS COLINAS ASSOCIATION NAMES NEW PRESIDENT



Las Colinas / Irving, Texas, October 3, 2017 – Mr. Al Zapanta, Chairman of the Board for the Las Colinas Association, announced that Mr. Hammond Perot has been named the new President of the Las Colinas Association, the property owners' association for Las Colinas, a 12,000 acre internationally renowned, master-planned community in Irving, Texas. Effective November 1, 2017, Mr. Perot follows Mr. Rick Bidne, who retires at the end of the year.

Mr. Perot has been with the City of Dallas Economic Development department for 20 years and brings a wealth of experience and knowledge that will be key to the future development and marketing of Las Colinas. During his tenure, Mr. Perot was instrumental with projects that brought over 50,000 jobs, 20 million square feet of vertical real estate development and over \$6 billion in new capital investment to the City of Dallas.

"We have gone through an extensive search over the past 8 months and look forward to Hammond's leadership of the Association," said Mr. Zapanta.

Las Colinas Association Mission:

"Create, Sustain, and Lead Las Colinas, a renowned community of lasting value and presence"

###

For more information about this topic, please contact Mr. Rick Bidne at 972.541.2345 or at rbidne@lascolinas.org



SPIRIT OF LASCOLINAS

INSIDE: LCA President
announces retirement



Bi-Monthly Newsletter of LAS COLINAS ASSOCIATION

  OCTOBER 2017



FISHING IN LC CAN BE HARMFUL TO NATURE AND HUMANS

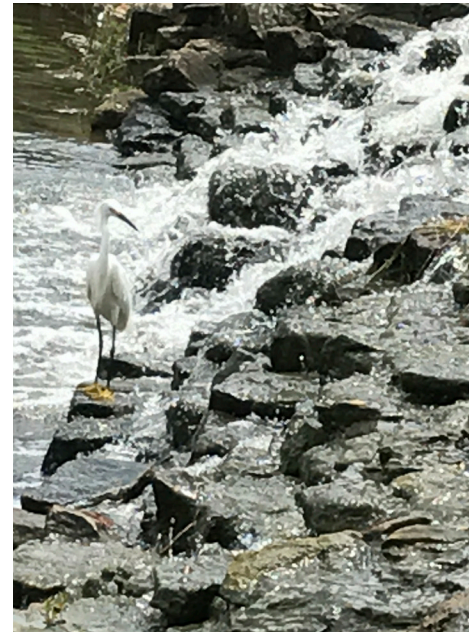
There are many beautiful natural and man-made waterways throughout Las Colinas. While all of these waterways are of benefit to the area by their functions of storm drainage conveyance, flood control as well as an amenity to nature, they are not authorized for watercrafts or fishing.

In order to protect the integrity of the Dallas County Utility and Reclamation District (DCURD)'s storm drainage, flood control and raw water distribution facilities, fishing on the 56 different waterways in Las Colinas is prohibited. Fishing is specifically prohibited at Rochelle Park, Old Rochelle Park, Lago de Claire, Rosita Park and Wingren Park. The areas surrounding Lake Carolyn, other waterways and the parks are privately owned property. Therefore, anyone caught fishing could end up with a \$571.00 criminal entry violation

payable to the City of Irving Municipal Court. More importantly, both residents and visitors are not allowed to fish because it contributes to trash, upsets the balance of marine life and lastly, is a liability. Hooks attached to lines have been found around waterways in Las Colinas which pose a threat to wildlife, domestic animals, and humans enjoying the parks. Conflicts between fishing individuals and pedestrians have also been encountered.

Private boating is another prohibited activity on Lake Carolyn and the other waterways because there exists a number of safety hazards, including deep water, water intake pumps, a storm water pump station, and other dangerous structures, few of which are visible from the surface of the water. Private

[Continued on next page](#)





Property of the Month



1817 Cottonwood Valley Circle South

[Continued from Front Page](#)

water crafts like rafts, kayaks, paddle-boards and boats if not subject to effective control procedures, could bring in contaminants and invasive species which would disrupt local marine life. This can ultimately harm the ecosystems as well as the physical systems supporting the functions of the waterways. When introduced, these foreign organisms are difficult and very expensive to eradicate. Gondola Adventures Inc. and StandUp Paddle North Texas are the only licensed rental operations that are authorized for boating activities on Lake Carolyn. Texas Parks and Wildlife requires that all water craft be emptied, cleaned and dried of any water before leaving any waterway in a statewide effort to control these invasive species.

'No Fishing' signs were recently installed by Las Colinas Association to help curb the increasing number of individuals fishing in community ponds. Some of these signs were vandalized and in one case, stolen. Help protect the beauty and safety of our LC lakes and waterways by adhering to the rules of no Fishing and no private watercraft usage. Please call the non-emergency Irving Police Department Hotline at 972-273-1010 or Las Colinas Security at 972-541-1312 to report trespassers fishing in Las Colinas.

[Additional information regarding Lake Carolyn can be found at http://www.dcurd.org/lake-carolyn-frequently-asked-questions/](http://www.dcurd.org/lake-carolyn-frequently-asked-questions/)

OCTOBER & NOVEMBER AREA EVENTS

Buy home grown and handmade items at local farmers markets sponsored by Four Seasons European Markets. You can expect vendors with honey, produce, bread, tea, plants, soaps, leather crafts and more at the [Irving Arts Center Market](#) which occurs every Saturday from 9am to 2pm at 3333 North MacArthur Blvd. Call 972-884-0680 for more information or check out <http://fourseasonsmarkets.com>.

The Irving Arts Center, along with the Texas Muslim Women's Foundation will kickoff their [6th Annual Juried International Exhibition of Islamic Contemporary Art Series](#) beginning Saturday, October 7th that will recur daily until Sunday, November 12th. Take in Islamic culture, literature, architecture from artists around the world. Gallery Admission is FREE. The Irving Arts Center is located at 3333 N. MacArthur Blvd. Irving 75062 and information can be acquired at (972) 252-7558.

Kids from kindergarten to fifth grade can explore local nature in [Bird's Fort Trail Park](#) with experiences naturalists on Saturday, November 4th from 8:30am – 12:00pm. For more information on BioBlitz call (972) 721-2501.

FINALLY SOME ROCKIN' AND A ROLLIN' AT TOYOTA MUSIC FACTORY



CONSTRUCTION

Bar Louie is the first restaurant to open at Irving Music Factory. Other restaurants will open periodically throughout the next 6 months.

Thirsty Lion Gastropub is anticipated to open late October.

ACCOLADES

Congrats to [Fluor Corporation](#) for celebrating 20 years of business leading the way in engineering, procurement and construction industries.

Fast casual chain [Pei Wei](#) is moving its headquarters from Scottsdale, Arizona to Las Colinas this year.



RICK BIDNE, LONG TIME LCA PRESIDENT AND CEO TO RETIRE

Rick Bidne, President and CEO of the Las Colinas Association, will be retiring and turning over the reins to his successor, Hammond Perot, on November 1, 2017. "It has been a pleasure serving you the members, the Las Colinas community, and the City of Irving," he says, while thinking back over the past 34 years.

Rick was asked to join a very elite group of individuals at Southland Real Estate Resources / Las Colinas Corporation in May of 1983.

As Mr. Carpenter's vision of Las Colinas unfolded, Rick, along with all those who were associated with the Las Colinas Association, were assigned to the Association, but they did not become actual employees until 1985.

Rick jumped into the mix immediately as Director of Architectural Control. Having to review and approve everything that was being built in Las Colinas, while making sure that what was done was consistent with Mr. Carpenter's vision, the Association played an important role then as it does today. Williams Square was nearing completion, as was the Caltex Petroleum Building (125 E. John Carpenter Freeway). The office building at 600 Las Colinas Boulevard was under construction and the GTE corporate facility at Hidden Ridge (now the Verizon campus) was yet to come. There just did not seem to be any end to this dynamic development. It was a Disney Land!

Rick commented to an associate, some 7 years into his tenure in Las Colinas, that he wanted to stay long enough to bring his grandchildren to Las Colinas to show them what their grandfather had "just a little bit" to do with. Having spent half his life helping mold what his nine grandchildren would see, with the oldest starting college this year, he has realized that goal.

There are very few people who have ever had the opportunity to be associated with anything like this development.

In October of 2000, Rick assumed

Continued on next page





the position of Deputy General Manager of the Association, and he has helped guide the organization ever since. He has served as Deputy General Manager, Acting General Manager, Vice President of Operations, and Executive V.P and General Manager. In October of 2006, he became the first paid President of the organization, a position he still holds.

There is no question that Las Colinas is Rick's love, but as a resident of Irving, he also reached out to serve the Irving community. He really enjoyed being involved with Rotary, but work commitments just didn't allow him to continue in that important civic club. Las Colinas Country Club went through significant changes during his tenure on the Board of Governors and as President. Not able to have pets at home, he became involved with the D/FW Humane Society and found all the pet companionship he could want while serving on the Board of Directors and as President. He was asked to serve on a capital improvement committee for the City and on the last Charter review committee. He reflects with fondness on his tenure with the Irving Convention and Visitor's Board (ICVB), serving as an ex-officio member and Chairman of the Board Development Committee. And rounding

out his civic involvement over the years, he values his relationship with the Greater Irving / Las Colinas Chamber and partnering with that organization, the ICVB, and the City in economic development for all of Irving.

Rick is quick to give credit where credit is due. Nothing he has accomplished in the past 34 years, he states, would have been possible without a fantastic team of staff and board members at the Association. He looks around and sees hundreds of faces that have worked beside him over the years, people who deserve all the credit for a development that continues to be a model for others to emulate.

Many ask what Rick will do in retirement, and he is quick to say that he doesn't know for sure. He wants to spend overdue time with his wife, Chris, travel a little, play golf, and spoil his grandchildren. Retirement for him is not the beginning of the end, but rather the beginning of yet another chapter in his life.

General Zapanta, Chairman of the Board, told Rick that as retirement nears, he is on what in the military is referred to as the "final glide path." But, God willing, that same runway will be used to launch into new adventures for Rick and his wife.



AFTER 5 IN LC



Panoramic view restaurant, **La Cima Club** is located on the twenty-sixth floor of the center Tower at William Square on 5215 North O'Connor. No one has a better view of the DFW Metroplex than La Cima, but there is more than meets the eye to this jewel in the sky.

Posh chairs in spacious quarters are sprinkled throughout the bar area. Soft light filters in from the large windows in all directions during the day but atmosphere light is soft and intimate at night. The cool-to-the-touch granite bar, where one might encounter La Cima's Award-winning mixologist Alem Gebregiorgis, can seat up to 18 people with its luxurious leather chairs. The entire bar area can accommodate up to 100 people. La Cima is definitely your go-to place for events because the furniture can be moved and repositioned easily to fit your needs. Likewise,

mobile bars can be set up throughout.

If you aren't too mesmerized by the view, or your team is not playing on one of the four big screens nearby, you might try your hand at shuffle-board. For the digital escapist, there is a play station and a Wii. At the club, different events happen every day from business mixers, non-profit happy hours, young executive functions to holiday themed events like Oktoberfest.

The most popular drink for the Fall is the Pumpkin Martini, a thoughtful concoction of dark spiced rum, pumpkin spice of course, and caramel liquor. Other seasonal drinks to try are Candy Cane Martini, white sangria, and Patriotic Lemonade.

What you should order:

One of Alem's year round signature drinks is the Raspberry Lemon Drop Martini. The Key Lime Martini is also recommended.

For membership information or open house dates, contact Membership Director, Courtney Heinz at 972-869-2266 or courtney.heinz@clubcorp.com. Upcoming event you will not want to miss: Halloween Happy Hour, October 27th at 6:00 pm.

After 5 in LC seeks to inform local business professionals, visitors and residents on happy hour hotspots in Las Colinas. Where do you and your friends go to unwind? Please email Amanda S. Cline at acline@lascolinas.org.





Hot Stone Bowl

THE TASTE: LITTLE KATANA

By Amanda Star Cline

Attention Las Colinas! You don't have to travel to Omni at Downtown Dallas or Uptown for excellent Little Katana sushi and Korean dishes—because we have our own location right here at 6420 N MacArthur. I went on my lunch break to check out this new place. I've seen popular and prominent locals post about Little Katana on social media and I wanted to see what it was all about. This is definitely the hangout spot where you not only want to be seen but to experience great food!

Modern Edison-style light fixtures produce soft light against a mostly black and light brick dining room. Three-dimensional art and other modern paintings hang from the brick walls. This gives it has a very fresh vibe. There is a small, bright, fully-loaded bar near the entrance with a well-lit sushi bar located at the back of the restaurant.

I started my meal with the Sizzlin' Dumplings. It's a semi-crunchy, fried dumpling with a finely minced beef and vegetable filling, served with a sweet plum sauce and a sweet chili sauce. The portion of dumplings makes for a great sharable appetizer. I'm typically a sushi hound but I branched out and got their most popular dish, the Hot Stone Bowl. It's a mixture of meat, rice and veggies served sizzling in an actual stone bowl. Included is a blend of red peppers, green peppers, radish, mushrooms, carrots and sprouts all finely chopped, finished off with a lemon wedge for a nice touch of acidity. The waiter



Sizzlin' Dumplings

asked me if I wanted all the veggies on the plate, I said yes. If I didn't go all in, I'd have to go home. The waitress gently merged all the ingredients and began to mix the bowl. By the time she was done, the egg yolk was cooked and the veggies were no longer raw. The customizable component is good for deciding how spicy you want this to be.

The Hot Stone Bowl sounds exotic but the taste, texture and flavor are similar to that of hibachi. Only lighter, less salty and buttery. It is more reliant on natural flavors from the veggies and meats – which is pure deliciousness. What makes Little Katana unique is the quality and freshness of ingredients. Their chefs prepare new batches of sushi rice three times daily.

The Taste is a section highlighting local restaurants I've sampled to help you discover great experiences and great food!



FEATURED BUSINESS PARTNERSHIP Mojo Media Labs and American Solutions for Business



Both Mojo Media Labs and American Solutions for Business located at 400 E Las Colinas Blvd #1050, Irving, TX 75039 have a unique partnership. Mojo Media Labs executes the digital goals of the client while American Solutions for Business satisfies printing and promotional needs.

The digital inbound marketing and sales agency, Mojo Media Labs supports corporate marketing and sales teams by developing websites, producing content, generating leads and tracking results, all with the goal of driving revenues. They attract visitors by creating and promoting valuable, custom-tailored, unique content for clients. Content includes videos, audio, interactive, visual and words. Fresh content on company websites increases the search engine optimization. Mike Rose, CEO of Mojo Media Labs states, "Google will actually penalize you if you publish a website and don't change it over time. So if the website is being changed, growing organically over time, month over month, week over week, you're going to get extra points for that."

Websites can be found through social media and/or via a search engine. When a person lands on the site they are seeking, an offer might pop up with a discount or a box to add in information to receive emails from the company including offers or newsletters- this is called lead generation. Mojo Media Labs generates leads, tracks the analytics

behind the digital marketing, and can tell what is working and why it is working.

What makes this digital marketing company different from others is their approach to talent and workplace culture. They seek to hire the most creative talent in the metroplex. Their workplace culture is progressive with results-oriented visionaries who collaborate regularly and partake in a wealth of professional development.

American Solutions for Business comes into the mix with doing "everything that Mojo doesn't do", Director of Vertical Markets, Sarah Thomas says. They provide the tangible goods, the goods that excite all five senses, everything from direct mail to uniforms, pens and all things branded. American Solutions for Business has a streamlined search process allows

[Continued on Next Page](#)





Continued from Page 8

customers to save time and money. “The great thing about our online platform...is that we can custom brand and tailor that site to fit any customers’ needs and their branding”, National Account Executive,

“We like to look at ourselves, not as just somebody that’s going to provide print and promotional products, we’re a partner to them. We’re an extension of their team.”

-Cathy Armando
American Solutions
for Business National
Account Executive

opposed to a smaller company. What we can offer in terms of pricing and our relationships we have with

Cathy Armando says, “We like to look at ourselves, not as just somebody that’s going to provide print and promotional products, we’re a partner to them. We’re an extension of their team.” Having a close relationship with other vendors and companies, along with over 600 account executives allows American Solutions for Business to “leverage our buying power, as

the manufacturers that offer these products is unlike anything else out there”. This partnership acts as a one-stop shop for companies looking to save time, effectively manage their brand awareness, increase web traffic and generate leads. Both American Solutions for Business and Mojo Media labs are devoted to providing solutions for businesses’ ever growing digital marketing and promotional needs.

Las Colinas was an ideal spot for the companies because of the new developments, workforce pool, location and vibe. “It’s growing!” Mojo Media Labs President Nikole Rose says, “there’s so much opportunity. We felt like it could be an incredible, positive aspect of our culture.” Mike Rose holds that LC is the place that talent is attracted to but also a place where Mojo Media Labs clients could have great experiences. Sarah Thomas actually lives in Las Colinas, “It’s our community. We wanted to be a part of the business community here as well.”

For more information on American Solutions for Business, check out <http://home.americanbus.com/> and you can find out more about Mojo Media Labs at <http://www.mojomediabusiness.com/>.



BIG BEAT DALLAS TO BRING PRODUCE, SPECIALTY FOODS, RESTAURANTS AND LIVE MUSIC TO THE MUSIC FACTORAY

The Fort Worth Stockyards country nightclub, Billy Bob's Texas, is bringing some amazing food, beverage, shopping and entertainment features to Toyota Music Factory. These will be centrally located and accessible by means of an open-air plaza run by Big Beat Dallas. Locals and visitors can expect to see live music every day, a floral and produce farmers market, several specialty restaurants, and private label retail. But wait! There's more- You can't get more "Texan" than having a tamale kiosk! However, there will also

be a juice bar, Breadsmith, Craft beer offerings, Texas-style bbq, imported and domestic cheese, a chocolate bar and even a C Bar Prime Rib Butcher Shop. No more trips to



specialty places!

Restaurants will include Bar Manzanilla, Wine Room & Vestibule, Texas Jamhouse & Marketplace, Martini Ranch and Highway 61 South. These venues and indulgent-friendly spaces are protected by a canopy that will provide shelter from rain or shine. Big Beat Dallas plaza is anticipated to open early next year.

For more information, go to: <http://www.bigbeatdallas.com>.

INSURANCE RATES LOWERED THANKS TO ISO-RATING



After years of hard work, the Irving Fire Department earned a prestigious rating called the Insurance Services Office (ISO) rating. This rating means several things; the department has excelled at fire protection, provided quick response times, highly effective emergency communications and excellent water supply (the quality and locations of fire hydrants). The main two things it does for the

City of Irving and Las Colinas property owners are 1) to lower property insurance rates and 2) attract corporations who will only place their company in areas with the high ISO-1 rating.

Adopted in Texas in 1996, ISO ratings place Fire departments on a scale from one to ten with level one being the most sought after. The rating utilizes a countrywide

classification system that is then used to determine property insurance rates. Fire Departments are assessed every 5 years and the Irving Fire Department is currently 1 out of 26 cities in Texas with the ISO-1 rating.

Contact your insurance agent for more information on taking advantage of the change in rate.

OUR COMMUNITY

JOIN US!

Be part of our newsletter and submit your story, photo or nomination via our Facebook page, Las Colinas Tex, or by emailing acline@lascolinas.org before the 10th of the following month in order to be considered for publication. Thank you for helping us make Spirit of Las Colinas representative of our community.

GET OUR EXCLUSIVE EATING GUIDE

Download at www.lascolinas.org or call us at 972-541-2345 to request a hard copy.



WEATHER APP

- On your iphone:
 - Go to apps
 - Search and add 'Weather Link' by Davis Instruments Corp.
 - Click on the lower left hand icon.
 - Search and add Las Colinas/Customer Way.
- *Also available on Andriod.





3838 Teleport Blvd.
Irving, Texas 75039-4303

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

NEW MEMBER PROFILE

HILARY & MIKE PLUEMER

Why Las Colinas?

We met working in Las Colinas 26 years ago. We have always loved the location, and the atmosphere of Las Colinas. When we talked about our options going into our “empty nester” years, Las Colinas seemed to be the perfect spot. We love the urban feel to it while still staying out of the craziness of downtown or uptown. We love that we can be downtown, head to north dallas or hit the airport in 15 - 20 minutes. Las Colinas has outdoor options as well that we love.

Where did you move from?

For us, this is not a very exciting answer. We moved from the very distant Coppell. We have found MANY former Coppell residents here and are having fun reconnecting with many of them.

Favorite Food?

By far, Via Real is our favorite place.



For years, we have celebrated all milestones with our kids at Via. The food and people make it an experience worth hitting frequently.

Hobbies and Groups?

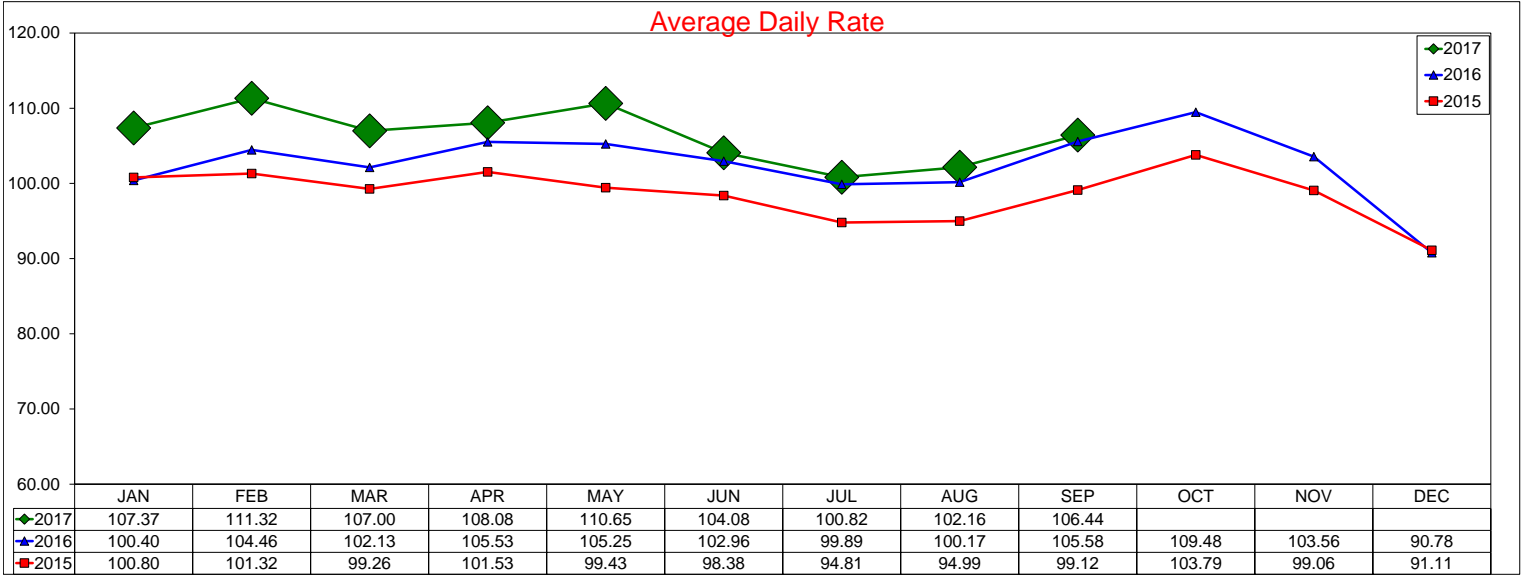
We recently joined The Sports Club at the Four Seasons and are loving it there. We use the workout facilities many times a week and Mike loves the driving range and golf there as well. We are also runners and look forward to hitting Champion Trail once the temperatures cool off a bit. We are very attached to

our kid’s schools and find ourselves involved with activities and events surrounding those communities. Once our younger child graduates, we look forward to more time exploring the arts and culture that Las Colinas and Dallas bring.

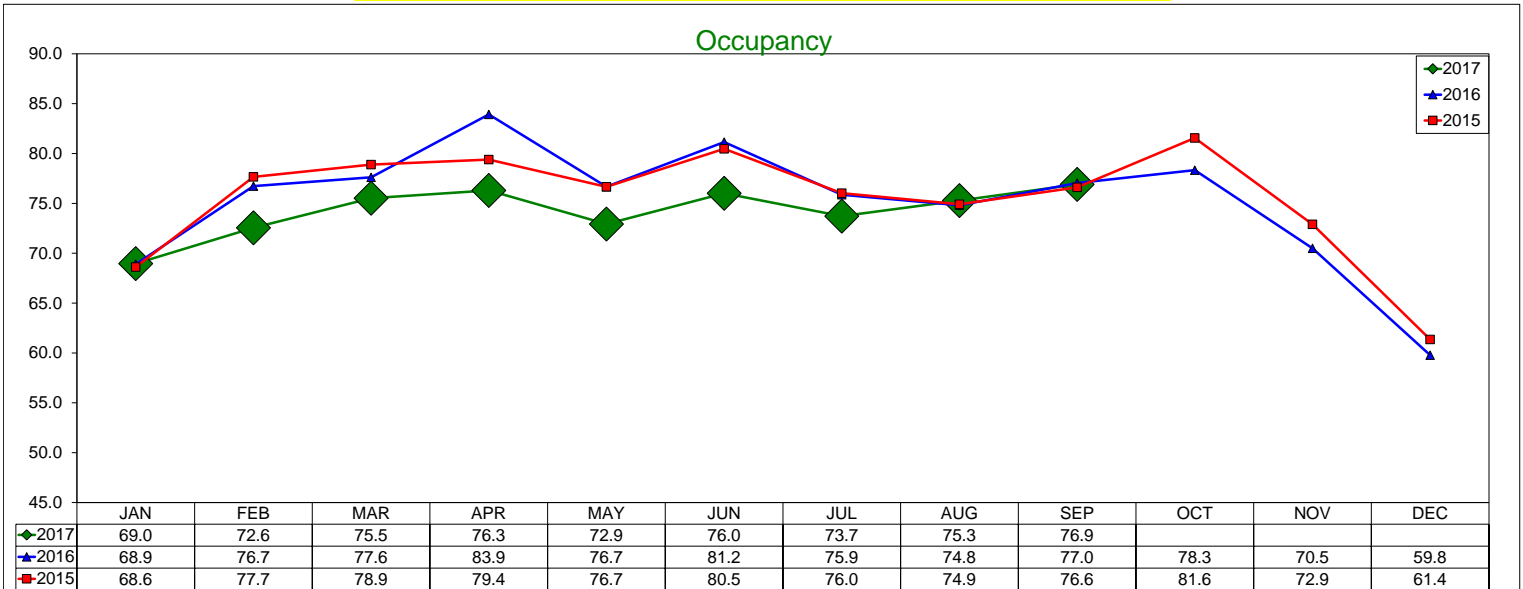
What restaurants, stores and event or activities would you like to see?

We are looking forward to the Irving Music Factory opening. It sounds like there will be many restaurant options both there and at the Water Street project. We hope there are good places with outdoor seating and healthy food options. We are planning on attending many of the Irving Music Factory concerts and shows. We have been watching that being built and can’t wait to see how it turns out. The only thing we would love to add to Las Colinas is an easy walkable passage from one side of 114 to the other so that you didn’t have to drive everywhere.

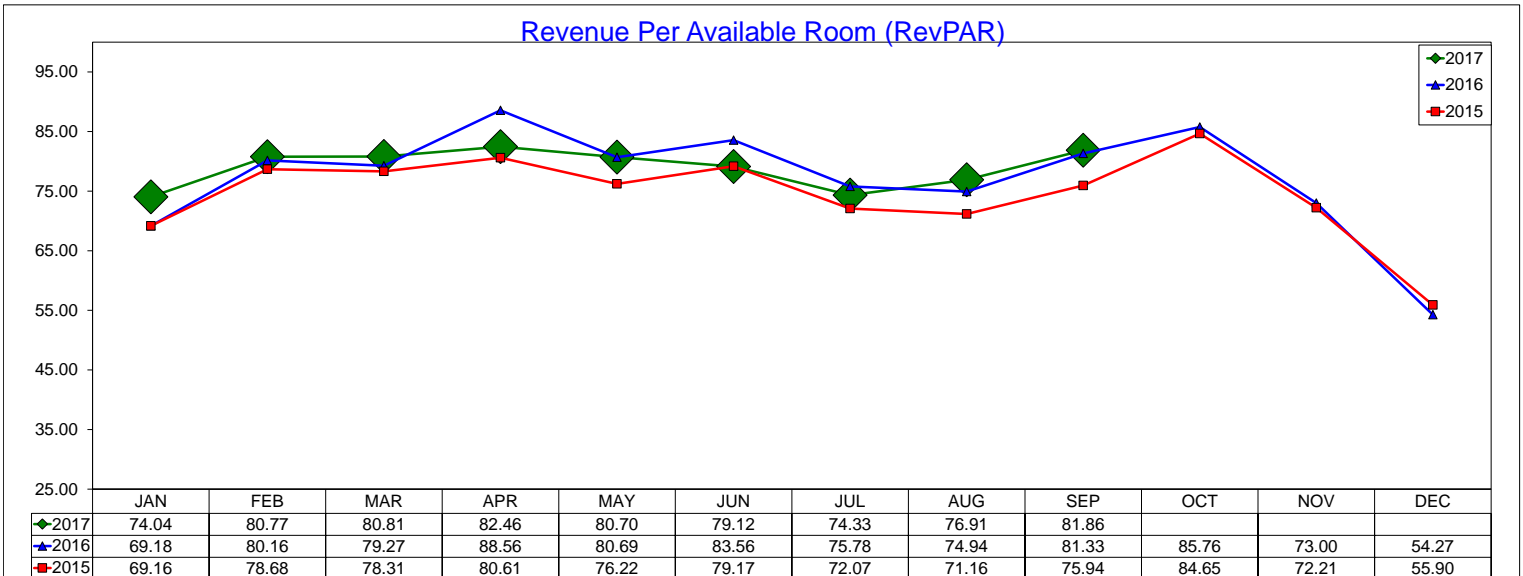
IRVING CONVENTION & VISITORS BUREAU
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES
 September 2017



12 month ADR Rolling Average through September 2017 is \$105.35 with a change from last year of 3.5%



12 month Occupancy Rolling Average through September 2017 is 73% with a change from last year of -3.5%



12 month RevPAR Rolling Average through September 2017 is \$76.9 with a change from last year of -0.1%

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

IRVING CONVENTION & VISITORS BUREAU

Irving, Texas & United States Comparison

September 2017

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	107.23	7.3%	107.23	7.3%	69.1%	0.1%	69.1%	0.1%	74.10	7.4%	74.10	7.4%
FEBRUARY	111.16	6.2%	109.22	6.8%	72.7%	-5.1%	70.7%	-2.6%	80.80	0.8%	77.25	4.0%
MAR	106.94	4.9%	108.45	6.1%	75.6%	-2.6%	72.4%	-2.7%	80.85	2.2%	78.48	3.3%
APRIL	108.05	2.7%	108.36	5.2%	76.4%	-9.1%	73.4%	-4.4%	82.54	-6.7%	79.49	0.5%
MAY	109.04	4.1%	108.51	5.0%	71.0%	-7.6%	72.9%	-5.1%	77.44	-3.9%	79.05	-0.4%
JUNE	104.06	1.0%	108.02	4.5%	76.1%	-6.1%	73.7%	-4.9%	79.19	-5.2%	79.63	-0.5%
JULY	100.58	0.9%	106.93	4.0%	73.9%	-2.6%	73.7%	-4.5%	74.31	-1.7%	78.84	-0.7%
AUGUST	102.04	1.8%	106.33	3.7%	75.3%	0.8%	73.9%	-3.9%	76.84	2.6%	78.59	-0.3%
SEPTEMBER	106.44	0.7%	106.36	3.4%	76.9%	0.0%	74.2%	-3.5%	81.86	0.7%	78.96	-0.2%
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:		ADR	105.35	3.5%	Occupancy	73.0%	-3.5%	RevPAR	76.90	-0.1%		

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.06	1.1%	98.06	1.1%	55.8%	-1.2%	55.8%	-1.2%	54.74	-0.1%	54.74	-0.1%
FEBRUARY	107.74	6.4%	103.00	3.9%	63.9%	-0.1%	59.7%	-0.7%	68.87	6.3%	61.44	3.2%
MAR	107.90	1.8%	104.99	3.2%	69.7%	3.2%	63.1%	0.8%	75.19	5.0%	66.27	4.0%
APRIL	103.73	-1.6%	104.69	1.9%	66.8%	-2.8%	64.0%	-0.2%	69.25	-4.4%	67.03	1.7%
MAY	102.49	-0.2%	104.25	1.5%	64.1%	-1.0%	64.0%	-0.4%	65.65	-1.1%	66.74	1.1%
JUNE	100.33	-0.5%	103.57	1.2%	67.6%	-1.3%	64.6%	-0.5%	67.85	-1.7%	66.93	0.6%
JULY	98.44	-0.3%	102.80	1.0%	66.4%	-0.9%	64.9%	-0.6%	65.36	-1.1%	66.70	0.4%
AUGUST	95.43	-0.6%	101.88	0.8%	63.4%	2.5%	64.7%	-0.2%	60.54	1.9%	65.90	0.5%
SEPTEMBER	104.86	4.1%	102.23	1.2%	70.4%	13.7%	65.3%	1.3%	73.86	18.3%	66.76	2.4%
OCTOBER												
NOVEMBER												
DECEMBER												

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

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

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

Tab 2 - Multi-Segment

Irving TX CVB

For the month of: September 2017

	Current Month - September 2017 vs September 2016												Year to Date - September 2017 vs September 2016											
	Occ %		ADR		RevPAR		Percent Change from September 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.7	68.7	128.52	127.26	89.54	87.44	1.4	1.0	2.4	4.4	1.9	3.3	67.4	67.0	127.14	124.65	85.70	83.50	0.6	2.0	2.6	4.5	1.8	2.5
Texas	70.4	62.0	104.86	100.75	73.86	62.43	13.7	4.1	18.3	21.8	3.0	17.1	65.3	64.5	102.23	101.06	66.76	65.18	1.3	1.2	2.4	5.7	3.2	4.5
Atlanta, GA	74.3	71.8	113.72	111.21	84.46	79.84	3.5	2.3	5.8	6.6	0.7	4.2	71.3	71.4	106.75	104.05	76.16	74.24	-0.0	2.6	2.6	3.8	1.2	1.2
Arlington, TX	68.7	69.7	103.12	105.36	70.87	73.45	-1.4	-2.1	-3.5	-0.3	3.4	1.9	69.6	71.8	92.14	91.30	64.10	65.52	-3.1	0.9	-2.2	3.7	6.0	2.8
Charlotte, NC-SC	69.3	70.7	108.71	102.88	75.39	72.70	-1.9	5.7	3.7	10.5	6.5	4.5	71.0	73.6	109.46	105.23	77.76	77.49	-3.5	4.0	0.3	5.9	5.6	1.8
Fort Worth, TX+	73.0	70.8	105.58	101.95	77.06	72.14	3.2	3.6	6.8	8.6	1.6	4.8	71.6	70.7	103.30	100.49	74.00	71.04	1.3	2.8	4.2	6.3	2.1	3.4
Frisco, TX+	63.5	69.4	139.01	132.87	88.31	92.27	-8.5	4.6	-4.3	18.8	24.2	13.6	69.3	71.7	136.67	133.80	94.70	95.93	-3.3	2.1	-1.3	7.3	8.6	5.0
Grapevine, TX+	74.0	75.8	166.78	169.36	123.50	128.46	-2.4	-1.5	-3.9	-3.9	0.0	-2.4	77.6	78.8	177.45	178.08	137.79	140.38	-1.5	-0.4	-1.8	-1.8	0.0	-1.5
Irving, TX+	76.9	76.9	106.44	105.68	81.86	81.29	-0.0	0.7	0.7	0.7	0.0	0.0	74.2	76.9	106.36	102.84	78.96	79.10	-3.5	3.4	-0.2	0.3	0.5	-3.0
Nashville, TN	80.2	77.9	150.11	137.27	120.43	106.94	3.0	9.3	12.6	18.5	5.2	8.4	75.4	76.3	142.01	134.21	107.01	102.43	-1.3	5.8	4.5	8.7	4.1	2.8
Phoenix, AZ	60.4	61.3	103.50	107.85	62.56	66.11	-1.4	-4.0	-5.4	-3.7	1.7	0.3	68.1	68.2	128.96	124.34	87.88	84.82	-0.1	3.7	3.6	5.6	1.9	1.8
San Jose, CA+	81.6	79.9	190.01	179.87	155.13	143.71	2.2	5.6	7.9	10.5	2.4	4.6	79.2	79.4	186.63	181.61	147.73	144.17	-0.3	2.8	2.5	4.9	2.4	2.1

Competitive Set Comparison													
	Actual Figures						Percent of Change from Last Year						
	Current Month			Year-To-Date			Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	69.67	128.52	89.54	67.41	127.14	85.70	US	1.4	1.0	2.4	0.6	2.0	2.6
Texas	70.44	104.86	73.86	65.31	102.23	66.76	Texas	13.7	4.1	18.3	1.3	1.2	2.4
Irving	76.91	106.44	81.86	74.24	106.36	78.96	Irving	0.0	0.7	0.7	-3.5	3.4	-0.2
Best USA	SanJose	SanJose	SanJose	SanJose	SanJose	SanJose	Best USA	Atlanta	Nshville	Nshville	Ft Worth	Nshville	Nshville
	81.64	190.01	155.13	79.15	186.63	147.73		3.5	9.3	12.6	1.3	5.8	4.5
Best Texas	Irving	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Frisco	Ft Worth	Ft Worth	Irving	Ft Worth
	76.91	166.78	123.50	77.65	177.45	137.79		3.2	4.6	6.8	1.3	3.4	4.2
Worst USA	Phoenix	Arlngtn	Phoenix	Phoenix	Arlngtn	Arlngtn	Worst USA	Frisco	Phoenix	Phoenix	Charlotte	Grpvine	Arlngtn
	60.44	103.12	62.56	68.15	92.14	64.10		-8.5	-4.0	-5.4	-3.5	-0.4	-2.2
Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Frisco	Arlngtn	Frisco	Irving	Grpvine	Arlngtn
	63.53	103.12	70.87	69.29	92.14	64.10		-8.5	-2.1	-4.3	-3.5	-0.4	-2.2

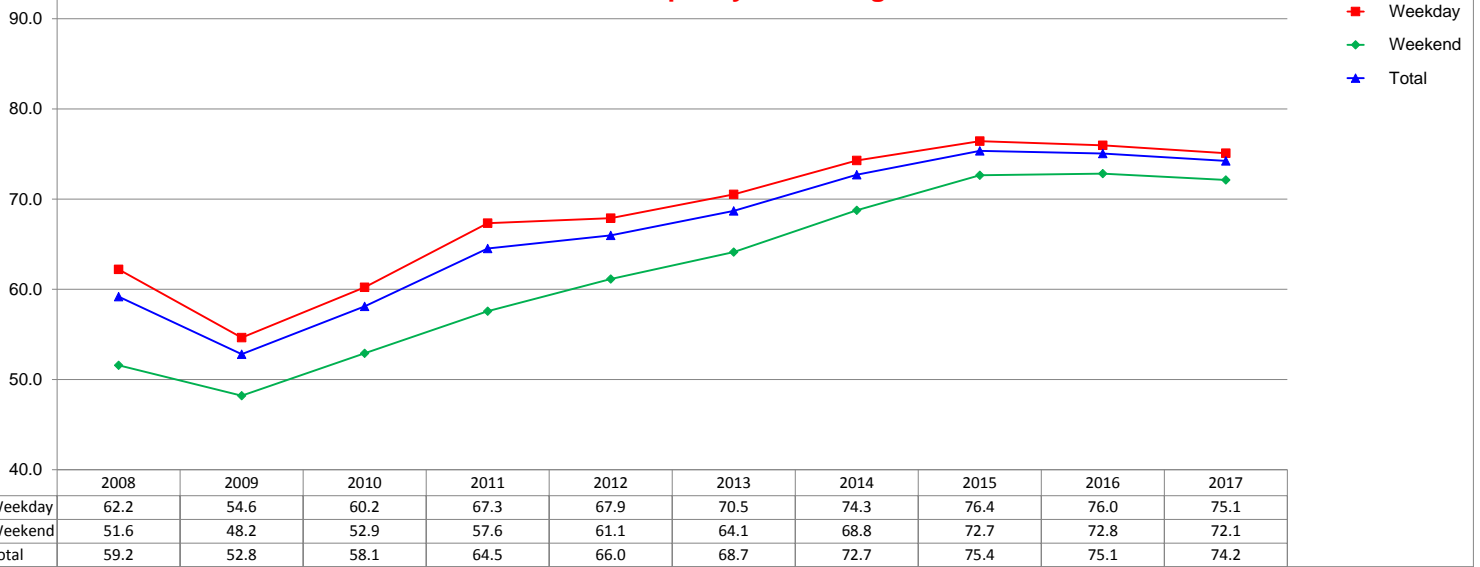
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only

A blank row indicates insufficient data.

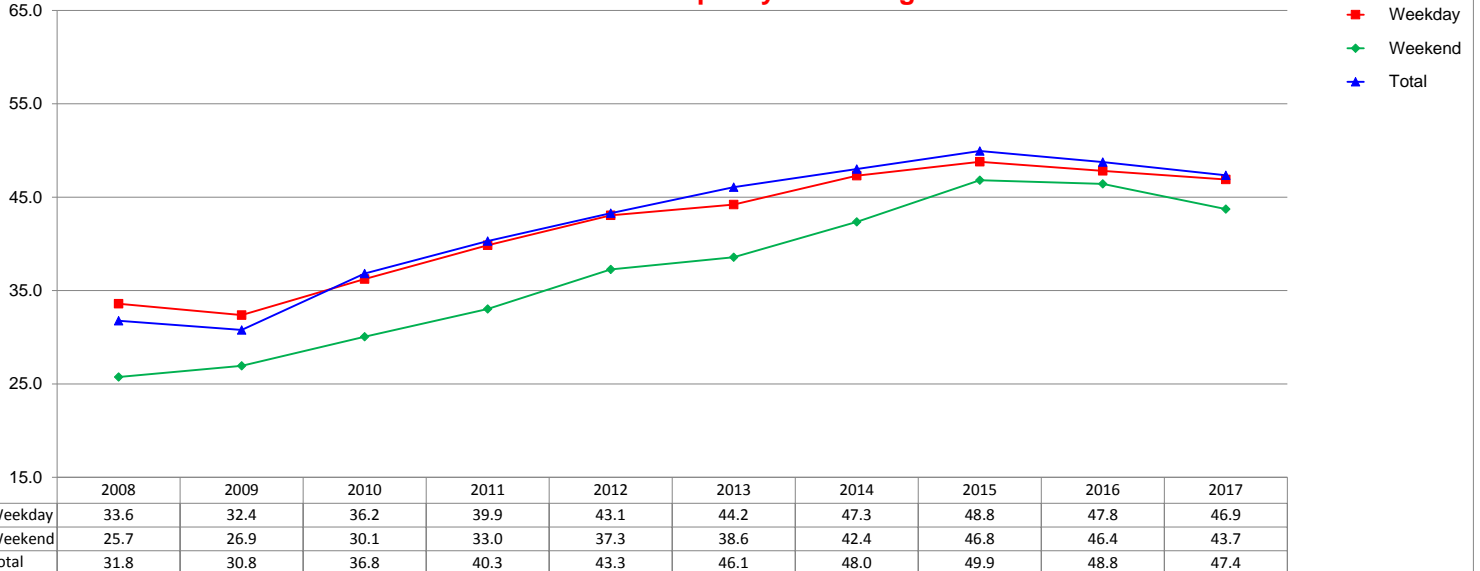
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IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through September 2017

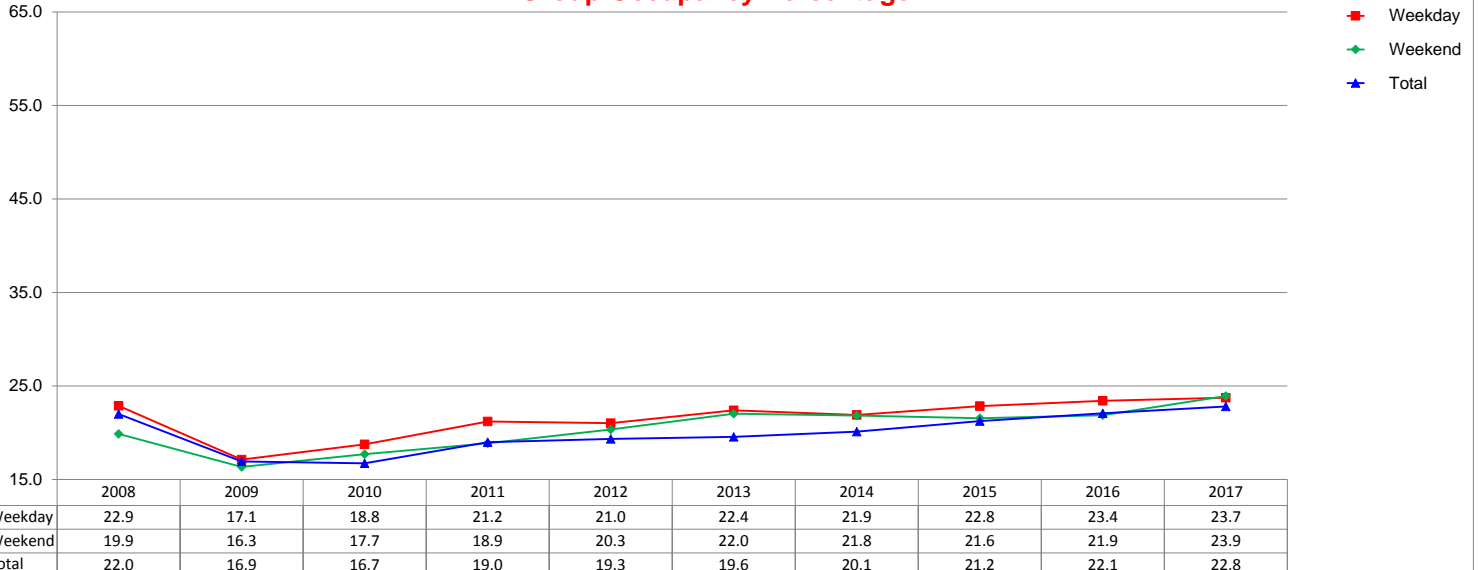
Total Occupancy Percentage



Transient Occupancy Percentage

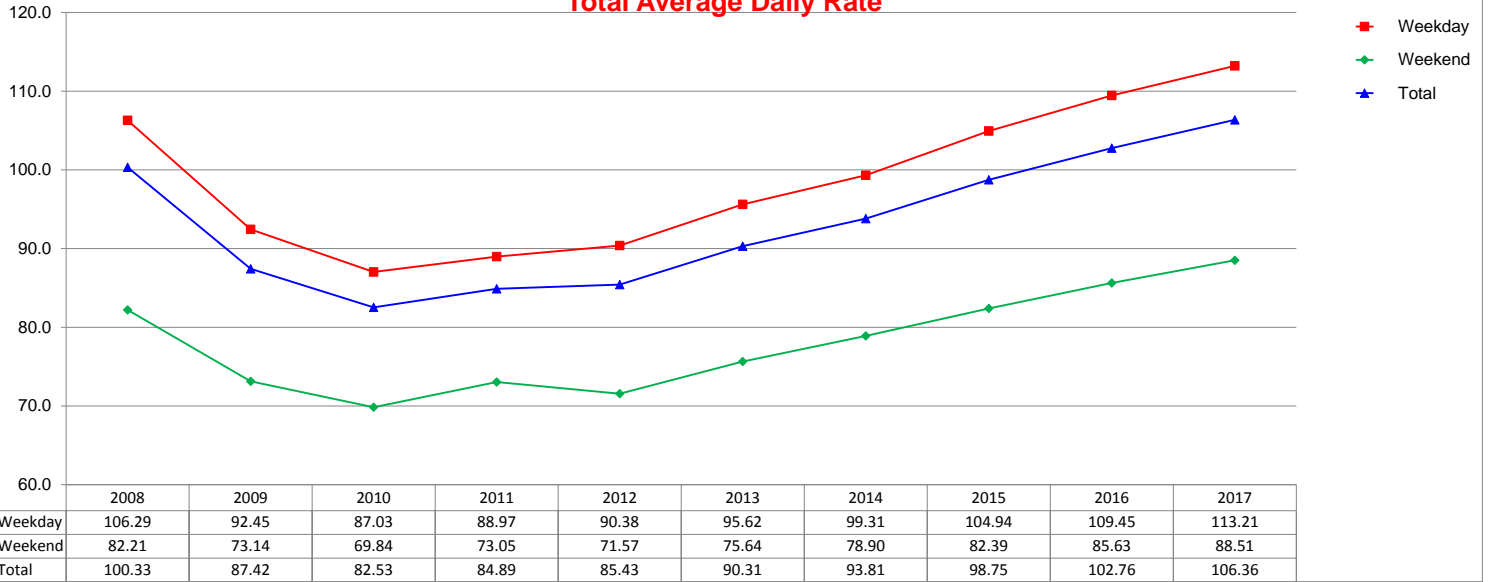


Group Occupancy Percentage

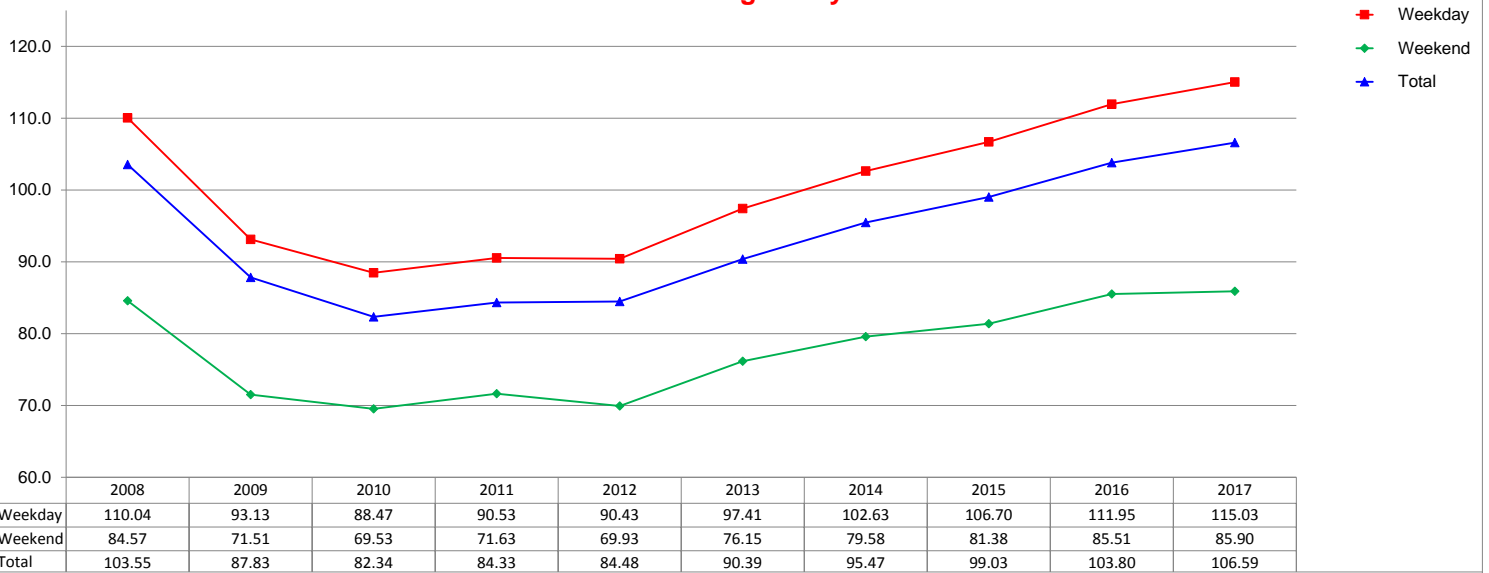


IRVING CONVENTION & VISITORS BUREAU
 Day of Week Detail
 Annual Year End Figures And YTD through September 2017

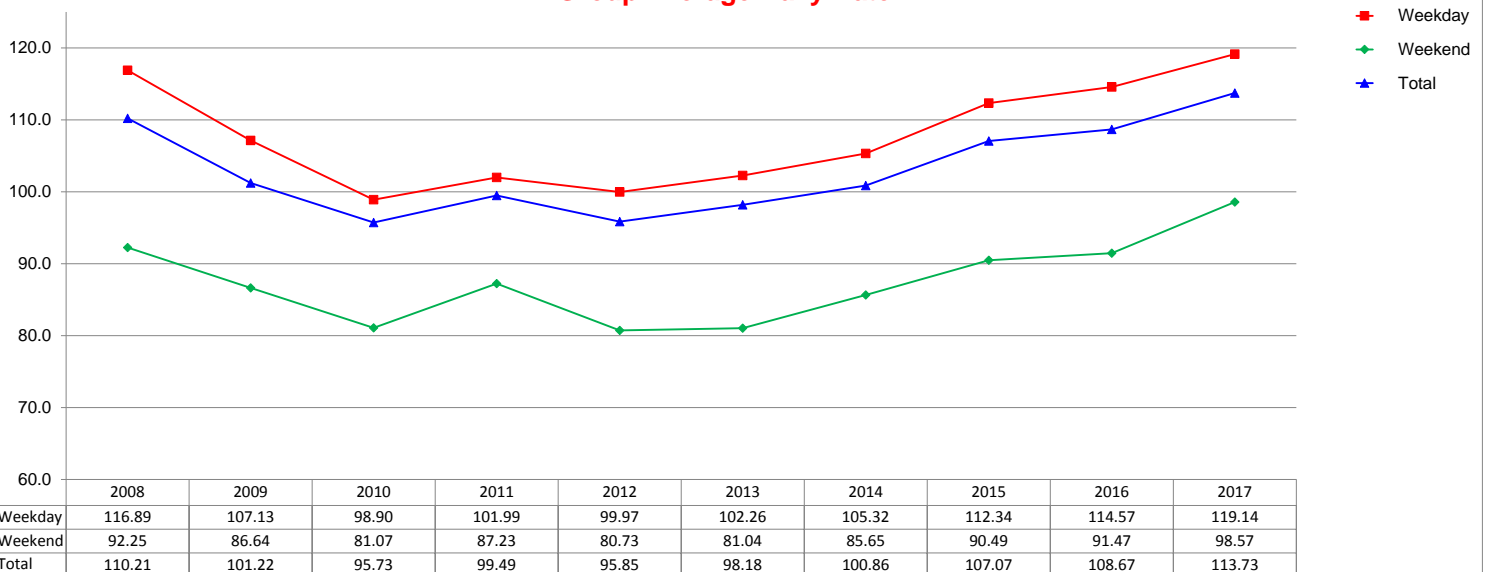
Total Average Daily Rate



Transient Average Daily Rate

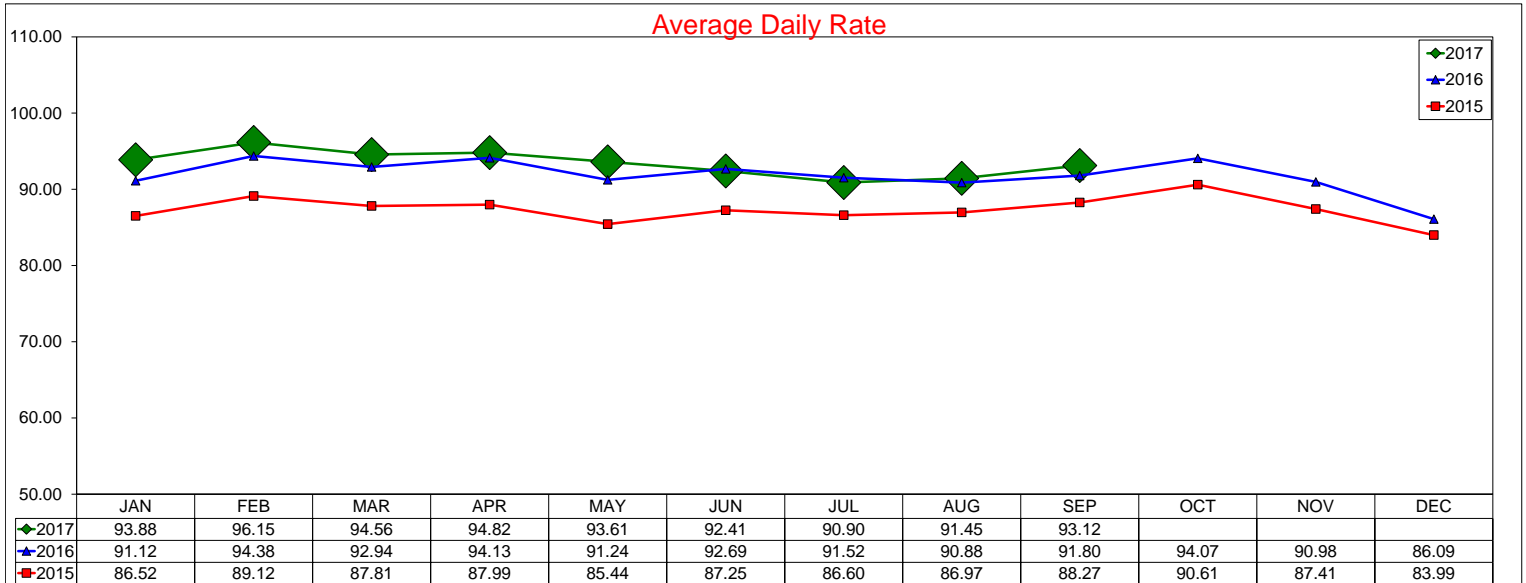


Group Average Daily Rate

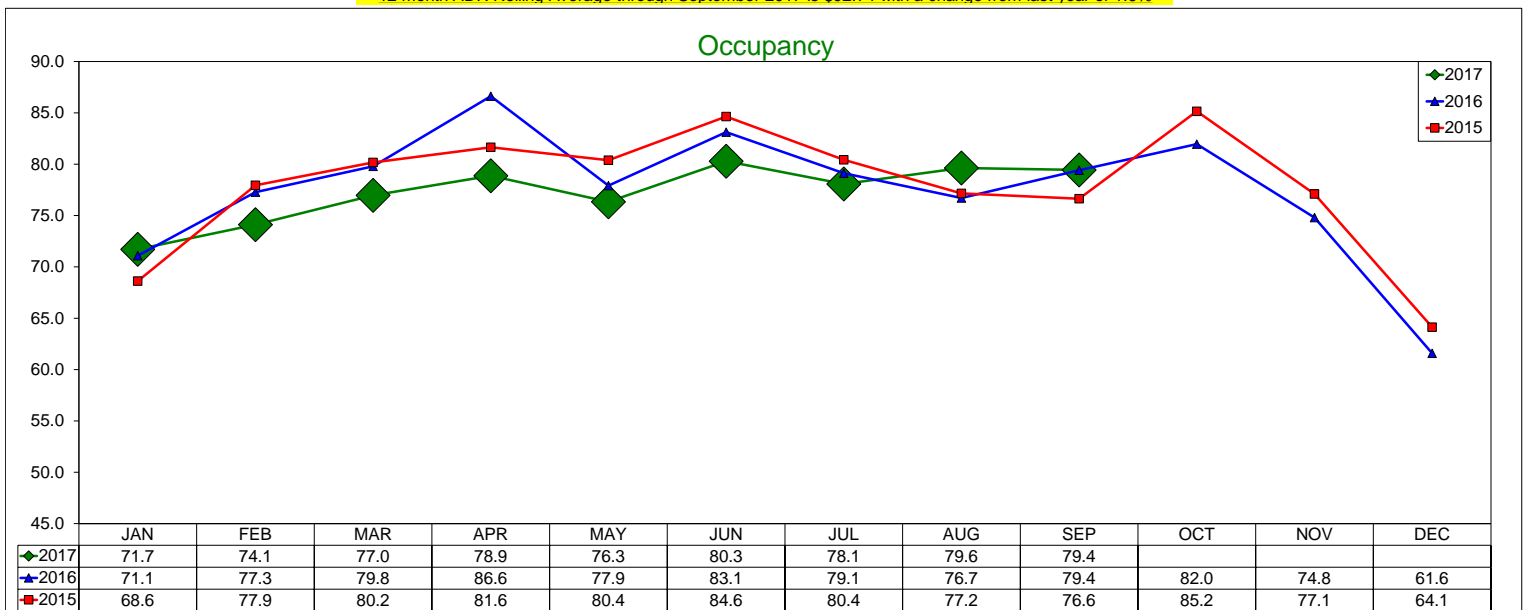


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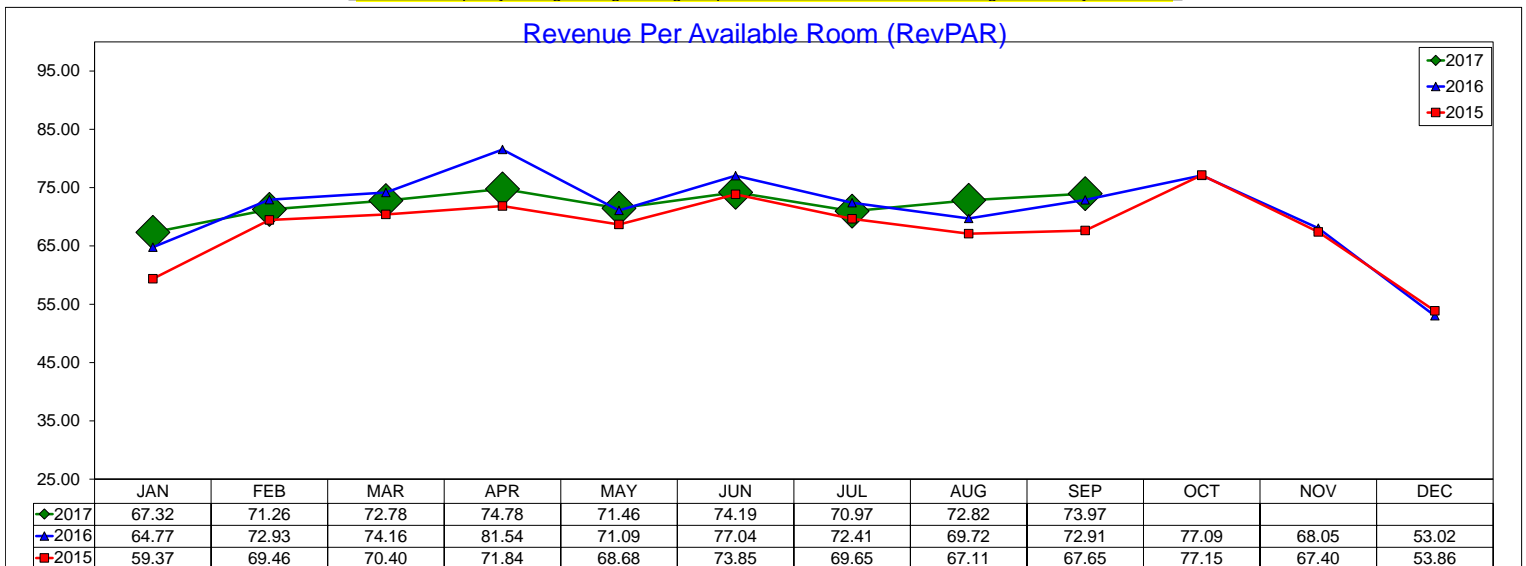
IRVING CONVENTION & VISITORS BUREAU
 Three Year Comparison - All Suite/Extended Stay - Irving
 September 2017



12 month ADR Rolling Average through September 2017 is \$92.74 with a change from last year of 1.6%



12 month Occupancy Rolling Average through September 2017 is 76.14% with a change from last year of -2.4%



12 month RevPAR Rolling Average through September 2017 is \$70.62 with a change from last year of -0.8%

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

IRVING ARTS CENTER GOES “GLOBAL” THIS DECEMBER

This December Irving Arts Center sparkles with the magical sights and sounds of holidays around the world. Going global with this year's theme, the 2017 holiday calendar offers many great choices to add to your family's itinerary. No passport required for these great Holiday programs!

HOLIDAY PROGRAMS

DECEMBER 1-31



25th Annual Holiday Exhibition and Tree Decorating Competition

**Main Gallery
FREE!**

A tradition now in its 25th year Irving Arts Center's Main Gallery is transformed into a wonderland of decorated holiday trees, and holiday-inspired artwork from Irving elementary students. The trees are up for cash prizes and bragging rights with celebrity judges and visitors voting on their favorites throughout the month. Viewer's Choice votes for favorite tree can be cast in person through December 18 while online voting will be conducted Dec. 1 through Dec. 31 on Irving Arts Center's Facebook page!

DECEMBER 1-3



The Nutcracker, presented by Ballet Ensemble of Texas

**Dec. 1 at 7:30, Dec. 2 at 2:30 and 7:30 and Dec. 3 at 2:30 p.m.
Carpenter Hall | \$25-\$30**

This production is a must see for balletomanes who follow the future dancers of tomorrow. BET alumna Emily Dixon who danced most recently with the Colorado Ballet will be performing the role of the Sugar Plum Fairy and will be partnered by the talented and critically acclaimed danseur Shea Johnson as her Cavalier in their annual production of "The Nutcracker." Bonus! Meet the cast and enjoy tea and sweets, following the matinee performance on December 2. For more information on the Nutcracker Tea and performances at IrvingArtsCenter.com.

DECEMBER 2, 9 AND 16



FREE Bonus Saturday Family Fundays:

Dec. 2, 9 & 16, 2-4 p.m.
Suite 200 | FREE

Get creative making holiday cards & crafts and get a selfie with Santa during Holiday special edition Bonus Family Fundays!

DECEMBER 6-7



Mooseltoe: A New Moosical Performance

Evening Performance: Wednesday, Dec. 6 at 7 p.m.
Weekday Matinee: Thursday, Dec. 7 at 9:30 a.m.
Carpenter Hall | Tickets \$7.50-\$12

Rudolf, the red-nosed... Moose? Narrated by Al Roker, *Mooseltoe*, is an interspecies sequel to the Rudolph-to-the-rescue fairytale. Perfect for toddlers on up, nothing says holiday cheer quite like cheering on this loveable moose on an unconventional but inspirational quest to join Santa's team of flying reindeer. Make way for a new Christmas tradition with *Mooseltoe: A New Moosical Performance*.

DECEMBER 7



JumpstART Stories & Art: Deck the Halls!

10 a.m. | Suite 200 | FREE

JumpstART meets every first Thursday of the month at 10 a.m. For the December edition, families are invited to Deck the Halls... and walls!

Gather around for story time followed by a craft project. While the paint dries, take a spin around the galleries with kids as part of the free morning fun. For ages 2 and up. All supplies provided. For groups of 10 or more pre-registration is required; call 972.252.2787.

DECEMBER 8



Holiday Open House

5:30 to 7:30 p.m. | FREE

Annual Open house and Dan Zanes Performance

Holiday Open House: Dec. 8th, 5:30 pm
Free* Dan Zanes Performance at 7 PM

Irving Arts Center sparkles with the magical sights and sounds of Christmas in December. The annual Holiday Open House gives visitors a chance to meet Santa Claus for a photo op and wander through a wonderland of decorated trees, with art work by Irving ISD elementary students. Enjoy performances, magicians, holiday-themed art projects and refreshments. The evening ends with a special free performance by Dan Zanes and friends presented by Irving Arts Center.

****Please note – tickets for Dan Zanes and Friends will be available while supplies last and may be picked up at the Carpenter Box Office on 12/8 beginning at 5:30 p.m. Advance tickets/reservations are NOT available. Doors will open at 6:45 and seating is first come, first served!***

ABOUT DAN ZANES



Grammy™ award-winning artist, Dan Zanes occupies a unique place in American music where sea shanties, English music hall, North American and West Indian folk music, holiday favorites, the spirit of early rock-and-roll and soulful originals collide. With his band, Dan Zanes and Friends, he has toured the world sharing handmade 21st-century social music with kids and enthusiastic crowds. For his holiday performances, Zanes leads a globe-trotting journey that even Santa would find impressive. Songs from Tunisia, Korea, Puerto Rico,

Wales and Mexico will be performed along with traditional Hanukah and Christmas favorites during a free, all-ages holiday sing along.

DECEMBER 9



Christmas Concert, presented by the Irving Symphony Orchestra
7:30 p.m. | Carpenter Hall | \$45

Don't miss the Irving Symphony Orchestra as they perform many of their most beloved holiday classics during a special performance which features Keron Jackson, bass-baritone, and the Irving Chorale! Attendees will be treated to a fun-filled event for the entire family, complete with a visitor from the North Pole.

DECEMBER 10



SECOND SUNDAY FAMILY FUNDAY:
Holidays Around the World, Festival of Lights
1-4 p.m. | Suite 200 | FREE

Second Sunday always means Family Funday at Irving Arts Center. Drop in between 1 and 4 p.m. as we celebrate the use of lights and lanterns in holiday traditions around the world with a special guided craft project.

DECEMBER 11



Dreams for the Holidays, presented by New Philharmonic Orchestra of Irving

3:30 p.m. | Carpenter Hall | \$10-\$20

The New Philharmonic Orchestra of Irving features storybook music of fantastic characters in its Dreams for the Holidays concert. From Mendelssohn's Overture to "A Midsummer Night's Dream," music from "Hänsel and Gretel," "Der Freischütz" and Beethoven's sunny 4th Symphony... consider it a dream come true!

DECEMBER 16



Holiday in Vienna, presented by Las Colinas Symphony Orchestra

8:00 p.m. | Carpenter Hall | \$16.50 - \$46.50

Las Colinas Symphony Orchestra's *Holiday in Vienna* performance whisks you away to Europe with a performance featuring Oliver Weder, guest conductor and Andrew Surrena, tenor.

BOX OFFICE INFORMATION

For tickets, visit IrvingArtsCenter.com or call the box office at 972-252-ARTS (2787). Box Office Hours are Tuesday through Saturday, noon to 5 p.m. and one hour prior to performances.

DECEMBER GALLERY EXHIBITIONS



The 25th Annual Holiday Exhibition & Tree Decorating Competition: Celebrating Holidays Around the World

Dec. 1 – 31, 2017

Main Gallery

A tradition now in its 25th year Irving Arts Center's Main Gallery is transformed into a wonderland of decorated holiday trees, and holiday-inspired artwork from Irving elementary students. The trees are up for cash prizes and bragging rights with celebrity judges and visitors voting on their favorites throughout the month. Viewer's Choice votes for favorite tree can be cast in person through December 18 while online voting will be conducted Dec. 1 through Dec. 31 on Irving Arts Center's Facebook page.

Christmas in America: Photographs by Jesse Rieser

Dec. 8, 2017 - Jan. 7, 2018

Focus Gallery

A selection of prints from Phoenix-based photographer, Jesse Rieser's ongoing project documenting uniquely American Christmas traditions. Images range from thousands of Santas running in an annual fundraising race to homes, yards and garages transformed into monuments of merriness with countless strings of lights and inflatables of amazing proportions. Capturing the spectacular, sincere and often idiosyncratic ways people mark the holiday's meaning, Rieser celebrates the celebration of all things Christmas.



Bam! It's a Picture Book: The Art behind Graphic Novels



Through January 28, 2018
Dupree Lobby

Bam! It's a Picture Book: The Art behind Graphic Novels celebrates the art and literature of graphic novels. Toured by the National Center for Children's Illustrated Literature (NCCIL) in Abilene, it features several of today's leading graphic novelists, including illustrations from Mark Crilley, Matthew Holm, Jarrett J. Krosoczka, Lincoln Pierce and Raina Telgemeier. The exhibition showcases artwork from such iconic books including *Baby Mouse*, *Big Nate*, *Lunch Lady*, *Brody's Ghost* and *Smile*.

Fannie Brito: Worlds of Color & Light



Through Feb. 25, 2018
Carpenter Lobby

A Best of Show recipient in the 2017 Art Connection Members Show, Fannie Brito, is a wonderful Irving-based artist who works in mixed media. Ethereal, atmospheric, hypnotic, and even healing have all been used to describe the transcendent quality of her work. Through the sensuous blending of color, text, imagery and emotions, an internal dialogue of abstract expression between artist and media invites the viewer to see the world through the prism of Brito's soul.

GALLERY / TOUR INFORMATION

The Galleries are free and open to the public. Gallery hours are 9 a.m. – 5 p.m. Monday, Tuesday, Wednesday and Friday; 9 a.m. – 8 p.m. Thursday; 10 a.m. – 5 p.m. Saturday and 1 – 5 p.m. Sunday.

Free guided tours are offered every Thursday and Sunday at 2:30 p.m.

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